GOVERNOR'S HIGHWAY SAFETY OFFICE

STATE OF TENNESSEE

FEDERAL FISCAL YEAR 2005 ANNUAL REPORT

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DECEMBER 31, 2005

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Crash Data / Trends

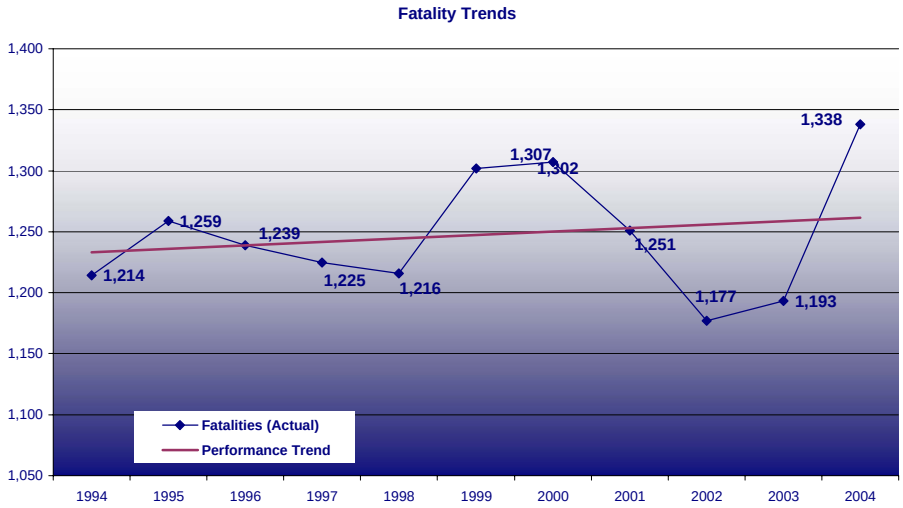
Baseline Data 1994-1997 | **Progress Report Data 1998-2003**

	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
Fatalities (Actual)	1,214	1,259	1,239	1,225	1,216	1,302	1,307	1,251	1,177	1,193	1,338
	1994	**1995**	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**
Fatal Crashes (Actual)	1,109	1,130	1,120	1,104	1,110	1,169	1,177	1,126	1,058	1,091	1,190
	1994	**1995**	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**
100 Million Vehicle Miles Travelled (Actual)	545.22	562.13	582.76	605.39	628.29	652.21	658.72	676.06	683.16	689.36	708.60
	1994	**1995**	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**
Fatal Crash Rate Per 100 Million VMT	2.0	2.0	1.9	1.8	1.8	1.8	1.8	1.7	1.5	1.6	1.7
	1994	**1995**	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**
Fatality Rate /100 million VMT	2.2	2.2	2.1	2.0	1.9	2.0	2.0	1.9	1.7	1.7	1.9
	1994	**1995**	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**
Injuries (Actual)	79,989	83,061	81,287	82,249	79,433	76,817	76,909	74,856	73,540	75,757	78,856
	1994	**1995**	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**
Fatality & Serious Injury Rate /(100 million VMT)	148.9	150.0	141.6	137.9	128.4	119.8	118.7	112.6	109.4	111.6	113.2
	1994	**1995**	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**
Population	5,174,958	5,246,723	5,319,654	5,368,198	5,430,621	5,483,535	5,689,783	5,740,021	5,797,289	5,841,748	5,900,962
	1994	**1995**	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**
Fatality Rate/100K Population	23.5	24.0	23.3	22.8	22.4	23.7	23.0	21.8	20.3	20.4	22.7
	1994	**1995**	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**
Fatal & Injury Rate/100K population	1,569.2	1,607.1	1,551.3	1,555.0	1,485.1	1,424.6	1,374.7	1,325.9	1,288.8	1,317.2	1,359.0
	1994	**1995**	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**
Alcohol Related Fatalities	480	488	458	465	465	477	472	339	448	298	378
	1994	**1995**	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**
Proportion of Alcohol Related Fatalities	43.3%	43.2%	40.9%	42.1%	41.9%	40.8%	40.1%	30.1%	42.3%	27.3%	31.8%
	1994	**1995**	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**
Alcohol Related Fatality Rate /100M VMT	0.88	0.87	0.79	0.77	0.74	0.73	0.72	0.50	0.66	0.43	0.53
	1994	**1995**	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**
Percent of Population Using Safety Belts*	60.0%	64.2%	63.3%	60.7%	56.7%	61.0%	59.0%	68.3%	66.7%	68.5%	72.0%

Performance Goals and Trends

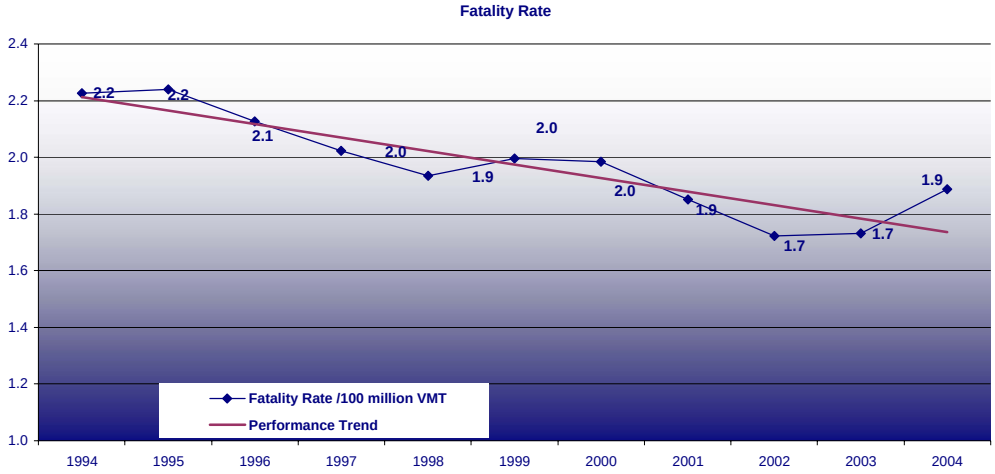
Goal: Fatalities
Baseline

Reduce/Maintain, etc.
Baseline Data



Goal: Fatality Rate/VMT
Baseline

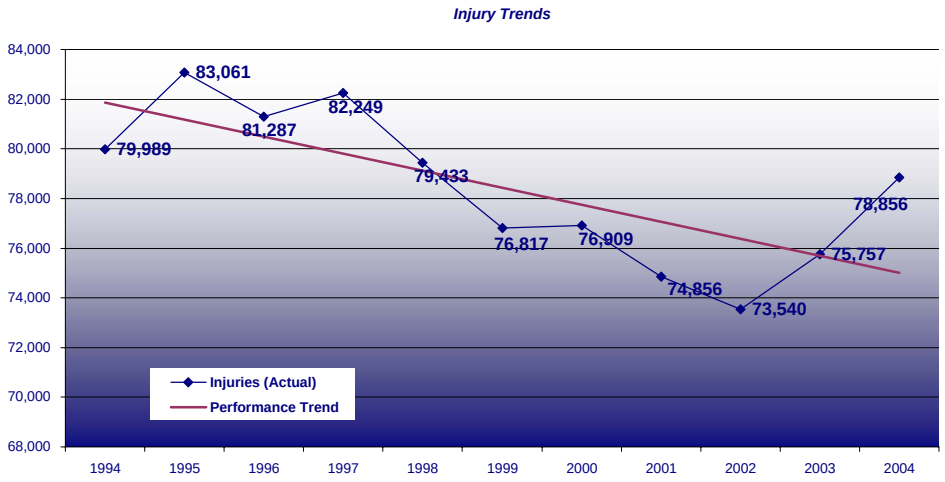
Reduce/maintain, etc.
Baseline Data



Goal: Injuries
Baseline

Reduce/Maintain, etc.

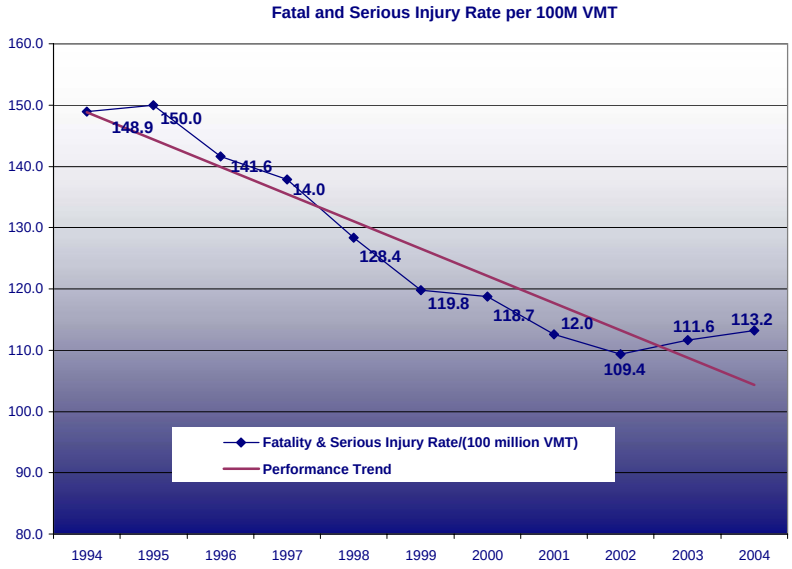
Baseline Data



Goal: Fatal and Injury Rate/VMT
Baseline

Reduce/Maintain, etc.

Baseline Data

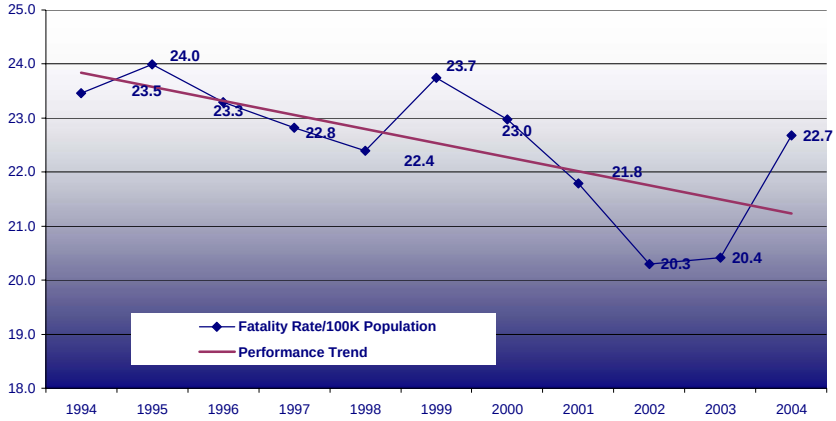


Goal: Fatality Rate/100K Population
Baseline

Reduce/Maintain, etc.

Baseline Data

Fatality Rate/100K Population

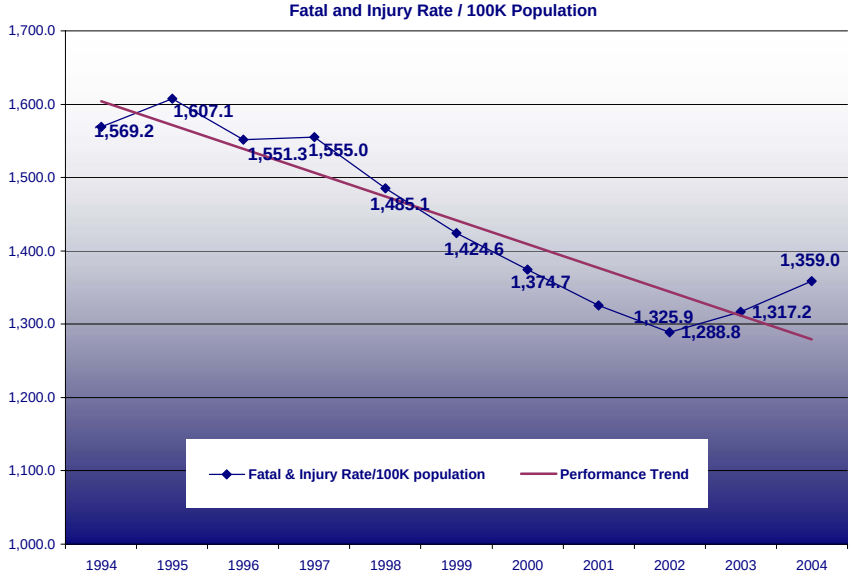


Goal: Fatal/Injury Rate/100K Population
Baseline

Reduce/Maintain, etc.

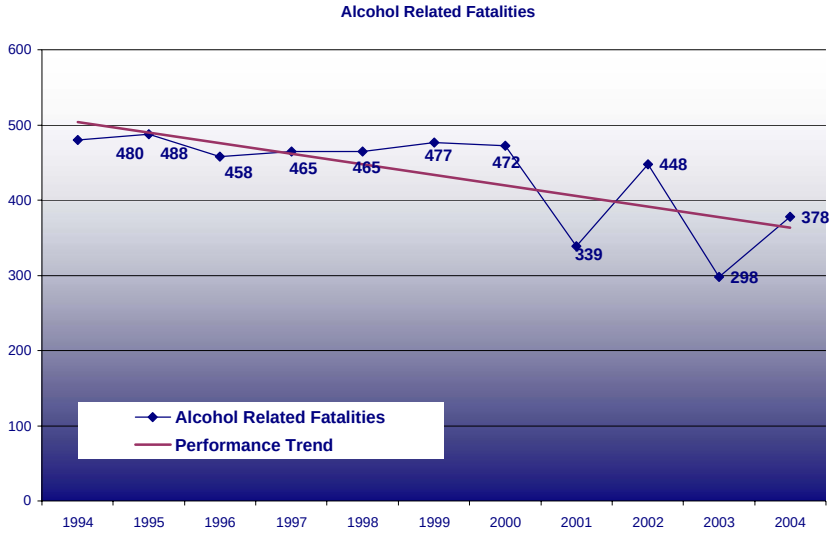
Baseline Data

Fatal and Injury Rate / 100K Population



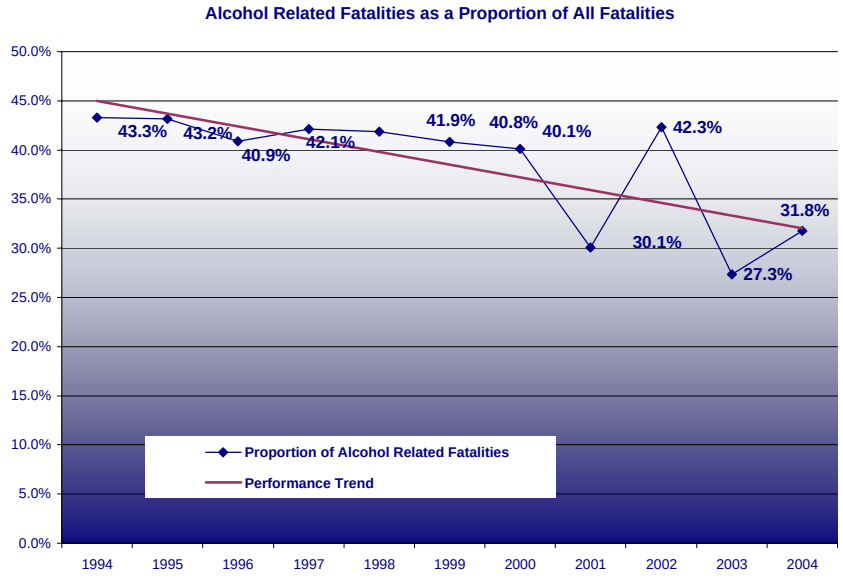
Goal: Alcohol Fatalities
Baseline

Reduce/Maintain, etc.
Baseline Data



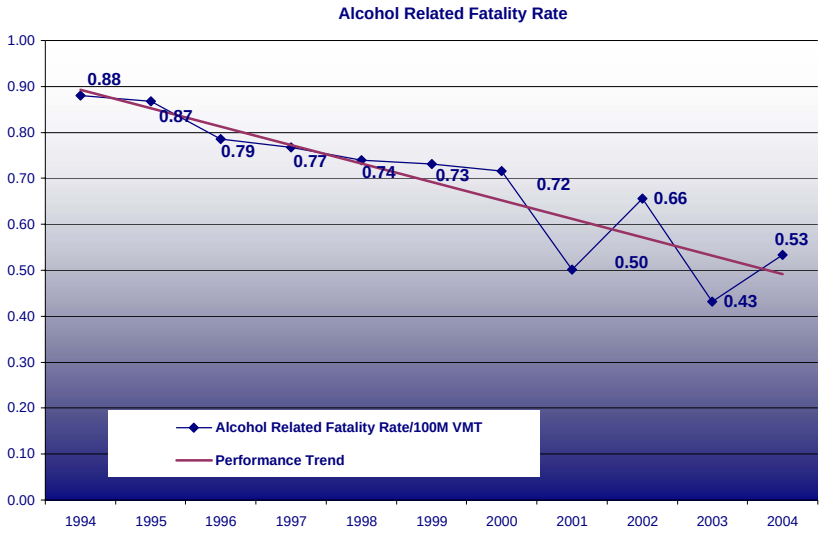
Goal: Alcohol Fatality Proportion
Baseline

Reduce/Maintain, etc.
Baseline Data



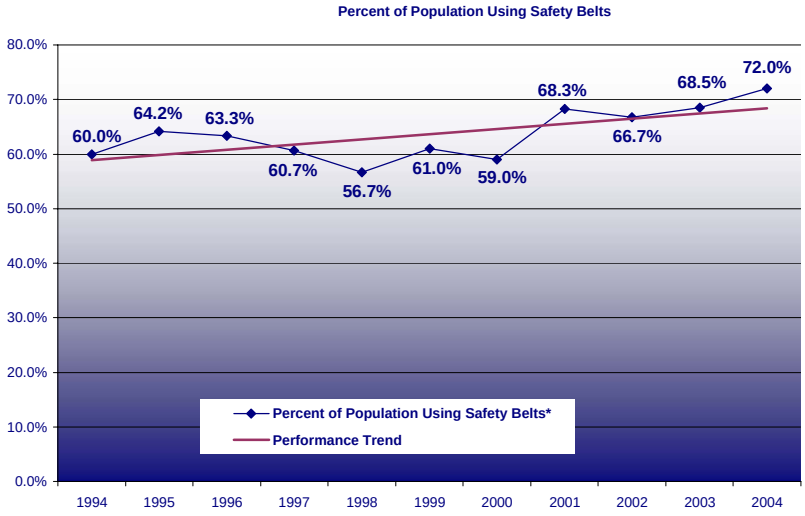
Goal: Alcohol Fatality Rate/VMT | **Reduce/Maintain, etc.**

Baseline | **Baseline Data**



Goal: Safety Belt Use | **Reduce/Maintain, etc.**

Baseline | **Baseline Data**



Evaluation of Final Reports from 2004-2005 GHSO Grantees

William O. Dwyer
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The Department of Psychology
The University of Memphis

Overview of Reports

Total number of Final Reports	73
Alcohol Countermeasures	
Countermeasures	2
DUI prosecutor/court	18
LEL	13
Youth Alcohol	4
Community Traffic Safety	3
Occupant Protection	7
Police Traffic Services	21
Pupil Traffic Safety	1
Traffic Records	1
Support and Administration	3

The attached GHSO 2005 Final Program Report Log & Summary lists all of the grantees, along with information about their grants, including their primary goal and whether they achieved their process goals (i.e., activities they engaged in) and, when relevant, outcome (impact) goals (i.e., changes in target behaviors related to traffic safety).

Of the 73 grants, 18 addressed issues that did not have a direct bearing on increasing highway safety. Therefore, "N/A" appears in their Outcome Goals accomplishment column. For the remaining projects to be adequately evaluated, all should have provided outcome evaluations that included comparative crash statistics.

Projects with potential impact on crash rates

Total	55
Unknown impact	32 (58%)
Positive impact	13 (24%)
Partial impact	9 (16%)
No impact	1 (1.8%)

Unfortunately, only 41% of the projects that should have assessed impact on driving behavior and crash rates actually included such assessments in their evaluation reports. Our guess is that the 32 projects that did not assess any impact measures probably did not have any impact on traffic crash statistics. This means that we did not

learn anything from these projects regarding the effectiveness of the particular strategies they employed, making it difficult to determine if these strategies should be repeated in future projects.

Table 1 presents, for several years, the number of relevant GHSO grantees and the percent that were assigned "unknown" with respect to project impact on some designated crash category.

Table 1. *Number of relevant GHSO-funded grants and percent with unknown crash outcomes, by year.*

Year	Direct Crash Reduction Grants*	3-Year Baseline Data Included in proposal	Percent with Unknown outcomes
2002	11	3	55%
2003	20	4	45%
2004	27	10	48%
2005	29	Not Available	59%

**Note:* Grant indicated a *primary goal* of reducing some targeted crash category.

As seen in Table 1, the number of grants funded specifically addressing the reduction of crashes has increased over the past four years. Additionally, grant applications that included three years of baseline data are also increasing. Results also indicate that the percentage of GHSO-funded grants with "unknown" final crash outcomes fell in 2003, and rose in 2004, and 2005.

Following the implementation of statewide electronic crash report submission using TraCS (Traffic and Criminal Software), these obstacles to timely and accurate data will be eliminated. Many law enforcement agencies (48 to date) have the capability to collect and transmit crash data electronically using TraCS. Future grant applicants seeking to reduce crash rates in their jurisdictions should be required to install and use TraCS to receive funds. With the State's recent implementation of electronic crash reporting, crash data will now be available to the GHSO on a timely basis, allowing assessment of various grantees' crash-reduction efforts, even if they do not provide the data themselves. This change will do much to increase the GHSO's capability to evaluate its grantees' performance and identify the effectiveness of the various countermeasures that it is funding.

Once the GHSO is able to determine the targeted crash trends in its funded jurisdictions, then it is simply a matter of requiring project designs that allow an assessment of whether the interventions themselves caused any observed changes. Increased use of time series designs and the addition of crash data from comparison jurisdictions will help answer this question.

With respect to the 10 projects this fiscal year that reported a positive impact on driving behavior, the criteria for success typically did not meet acceptable standards for validity. As an example, in a simple "before-after" comparison, it is difficult to know if a one-year reported drop in fatalities from 3 to 1 can be attributed to the intervention funded by the project. Part of the problem in interpretation arose from the fact that virtually no report contained three-year baseline data, as required by the sponsor.

Characteristics of projects reporting documentation of successful outcomes

Special Prosecutor Grants

Traditionally, the GHSO funds projects for which the goal is to reduce some category of vehicle crash, (e.g., speed related, youth-alcohol related, etc.). Thus, the ultimate measure of the project's effectiveness is the degree to which the funded intervention actually resulted in fewer crashes in the targeted category. With the Special Prosecutor grants, the focus is somewhat shifted, although still indirectly focused on reducing alcohol-related crashes.

Fifteen judicial districts received funding for special DUI prosecutors, concentrating solely on prosecuting impaired driving offenses. Most of these grantees indicated that their primary goals involved such measures as: increased numbers of and/or quality of arrests, increased conviction rates, decreased latency to trial/disposition, or increased efficiency of the process. Only 5 (6^{th}, 30^{th}, 13^{th}, 26^{th}, and 1st) stated a reduction in alcohol-related crashes as one of their goals for the grant. However, none of these grantees reported any alcohol-related crash statistics in their final reports.

Because increasing convictions of non-reduced DUI charges might be seen as a general deterrent to drinking and driving and, therefore, a proxy measure to decreasing impaired driving crashes in the State, we counted it as a legitimate proxy goal of the prosecutor grants. Four Special Prosecutor grants used conviction rates as an outcome measure for their grants. Those were the 10^{th}, 20^{th}, 21^{st}, and 23^{rd} Judicial Districts. These districts reported an increase in conviction rates, but did not include alcohol-related crash rates.

Impaired Driver and Basic Traffic Services Grants

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Bradley Co. S.O.
Brownsville P.D.
Maryville P.D.
Bristol P.D.
Chattanooga P.D.
Metro Nashville P.D.
Hendersonville P.D.
Loudon P.D.
Tenn. Dept. of Safety (STEP)
Sullivan County S.O.

The above 11 projects all included some degree of the components that are crucial to proper problem identification and outcome measurement, though none included all of them. These components include: providing at least three years (preceding start of the project) of baseline crash data for problem identification, a method to measure the project's impact while it is underway, and the flexibility to adjust methods during the course of the project as indicated by data analysis.

For example, the Clarksville project included enforcement site selection based on weekly reviews of crash data, and the Bristol project included two years (though not three) of baseline crash data. Several projects included "before and after" comparisons of crash data (preceding year compared to project year), but these comparisons are typically ineffective in terms of evaluating the project's actual impact because it is difficult to establish a causal link between the intervention and the outcome.

The Sullivan County Sheriff's Office Operation Deceleration grant report is an example of an outstanding effort to evaluate the project. It included every element needed to properly determine the effectiveness of their project. The grantee clearly understands the concepts of impact measures, the value of comparison groups, and the statistical procedures to determine if any changes in impact measures are significant. If all the other grantees treated the evaluation process with the same degree of importance, Tennessee's efforts would become a national model.

Project Evaluation Strategies: Process vs. Outcome (Impact)

Part to the problem of evaluation stems from the fact that most grantees do not have a thorough understanding of process vs. outcome evaluation measures. Some reports contained extensive process measures (what agency members did), such as: numbers of citations, DUI arrests, checkpoints, school presentations, hours patrolled, training received, meetings attended, etc. In fact, these types of measures were often stated as goals of the project (e.g., the goal was to increase DUI arrests by 10%, etc.). It appears that several of the project managers were satisfied with this level of evaluation.

As important as achievement of process goals may be, the underlying reason for the funding is to have an impact on targeted risky-driving behaviors. So, the real question is the degree to which the process activities had any such impact. In other words, was there a change in the number of crashes in the crash category and did the intervention cause the change? This point appears to be lost on most project managers, and there are clear implications for eliminating this deficit in future funding cycles.

With respect to project design and execution, the level of sophistication needs to be raised so all project managers clearly understand three fundamental requirements:

1. Problem identification needs to be data based; there has to be a significant enough problem to justify an intervention to mitigate it. Small or infrequently-occurring problems are not amenable to any interventions.

2. The project has to be designed in such a way so as to allow an assessment of the degree to which the target driving behaviors changed during the funding period. Typically, this means that the grantee must have relevant crash statistics for both the three prior years and the grant-funded year. Such statistics rarely appeared in the final reports we reviewed.
3. The project has to be designed in such a way so as to allow an assessment of the degree to which any change in the target driving behaviors can be legitimately attributed to the impact of the intervention (and not the weather or some other thing). This last requirement is virtually non-existent.

Our recommendation is that the GHSO progress toward the funding of only those grantees that incorporate these three important criteria and the concept of "return on investment," and/or can be trained to achieve that understanding prior to their receiving GHSO grants.

We further recommend that a guideline application template be developed (it could even be in paper format) that helps applicants think through, design, propose and, if funded, carry out effective impact (outcome) evaluations. Furthermore, an interim report and final report template should also be developed to insure that the GHSO receives adequate documentation of impact measures from all its grantees during the grant period. We can help with the design of such a template. Lastly, all this information should form the centerpiece for the grant writing classes the GHSO plans to conduct early next year.

Data Requirements for GHSO grant applications and Grant Progress Reports

Grant Application

1. What category of crash are you trying to impact by your proposed project? Note: this category must be among the GHSO's list of potentially-fundable categories for your particular county.

2. As part of your grant application, include the following completed table reflecting three years of crash statistics for your jurisdiction and for the category of crash you are attempting to reduce. If this table is not completed, the project cannot be funded.

Year	Crashes	Injury Crashes	Fatal crashes
Two years ago			
One year ago			
Last Year			

3. Explain how you will collect and provide the GHSO with quarterly, up-to-date crash statistics from your jurisdiction and for your chosen category.

Grant Quarterly and Final Reporting

4. In your quarterly and final reports you must include the following updated table, completely filled out.

Year	Crashes	Injury Crashes	Fatal crashes
Two years ago			
One year ago			
Last Year			
Current grant year			

5. If you receive a grant to address Impaired-Driver Countermeasures or Basic Traffic Services that involves targeted law enforcement activities, you must maintain updated weekly DUI arrest information on the Internet-based DUI Tracker. Training is available on how to access this system and enter DUI case information into it.

Final Comments

It is critical that the currently funded grantees be strongly encouraged to do a better job of documenting their ongoing successes at impacting their various categories of crash rates. Otherwise, next year's impact statistics will largely reflect the ones presented this year. At a minimum, the Impaired-Driver and Traffic Services grantees should be required to begin immediately to populate the DUI Tracking System with their DUI arrest data. We recommend that, during their periodic visits, the grant monitors make a special effort to encourage increased attention to providing crash data, where warranted.

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3. The project has to be designed in such a way so as to allow an assessment of the degree to which any change in the target driving behaviors can be legitimately attributed to the impact of the intervention (and not the weather or some other thing). This last requirement is virtually non-existent.

Our recommendation is that the GHSO progress toward the funding of only those grantees that incorporate these three important criteria and the concept of "return on investment," and/or can be trained to achieve that understanding prior to their receiving GHSO grants.

We further recommend that a guideline application template be developed (it could even be in paper format) that helps applicants think through, design, propose and, if funded, carry out effective impact (outcome) evaluations. Furthermore, an interim report and final report template should also be developed to insure that the GHSO receives adequate documentation of impact measures from all its grantees during the grant period. We can help with the design of such a template. Lastly, all this information should form the centerpiece for the grant writing classes the GHSO plans to conduct early next year.

Data Requirements for GHSO grant applications and Grant Progress Reports

Grant Application

1. What category of crash are you trying to impact by your proposed project? Note: this category must be among the GHSO's list of potentially-fundable categories for your particular county.

2. As part of your grant application, include the following completed table reflecting three years of crash statistics for your jurisdiction and for the category of crash you are attempting to reduce. If this table is not completed, the project cannot be funded.

Year	Crashes	Injury Crashes	Fatal crashes
Two years ago			
One year ago			
Last Year			

3. Explain how you will collect and provide the GHSO with quarterly, up-to-date crash statistics from your jurisdiction and for your chosen category.

Grant Quarterly and Final Reporting

4. In your quarterly and final reports you must include the following updated table, completely filled out.

Year	Crashes	Injury Crashes	Fatal crashes
Two years ago			
One year ago			
Last Year			
Current grant year			

5. If you receive a grant to address Impaired-Driver Countermeasures or Basic Traffic Services that involves targeted law enforcement activities, you must maintain updated weekly DUI arrest information on the Internet-based DUI Tracker. Training is available on how to access this system and enter DUI case information into it.

Final Comments

It is critical that the currently funded grantees be strongly encouraged to do a better job of documenting their ongoing successes at impacting their various categories of crash rates. Otherwise, next year's impact statistics will largely reflect the ones presented this year. At a minimum, the Impaired-Driver and Traffic Services grantees should be required to begin immediately to populate the DUI Tracking System with their DUI arrest data. We recommend that, during their periodic visits, the grant monitors make a special effort to encourage increased attention to providing crash data, where warranted.

GHSO FY 2005 Final Program Report Evaluation

Agency:	District Attorney's Office – 1st Judicial District
Project Title:	Special DUI Prosecutor
Program Area:	Alcohol Abatement
Project Characteristics:	Special DUI Prosecutors
Type of Jurisdiction:	State of Tennessee
Targeted Population:	Law Enforcement, prosecutors and impaired drivers
Funding:	**$91,457**
New/Continuation:	New
Contact:	Anita Gross
Evaluator:	Simpson

Problem Identification

Large number of DUI cases

Goals and Objectives

Increase DUI arrests/convictions, reduce recidivism, reduce alcohol-related crashes, decrease number of pleas to lesser charges to less than 10%, identify and adjudicate offenders DOR, identify and file HMVO's,

Strategies and Activities

Special DUI prosecutor, communication with and education of law enforcement

Outcome Measures

DUI arrests, conviction rate,

Results

Arrests reported to be up although no numbers are available, conviction rate up, although no numbers are available

Comments

DUI arrests are a *process* measure, not outcome.

GHSO FY 2005 Final Program Report Evaluation

Agency:	District Attorney's Office – 2nd Judicial District
Project Title:	DUI Abatement Plan/Special Prosecutor
Program Area:	Alcohol Abatement
Project Characteristics:	Special DUI Prosecutors
Type of Jurisdiction:	State of Tennessee
Targeted Population:	Law Enforcement, prosecutors and impaired drivers
Funding:	**$112,785**
New/Continuation:	Continuation
Contact:	H. Greeley Wells, Jr.
Evaluator:	Simpson

Problem Identification

Backlog of cases, time to complete DUI cases increasing

Goals and Objectives

Increase DUI arrests/convictions, reduce backlog of cases, reduce latency to disposition of cases,

Strategies and Activities

Special DUI prosecutor, meet with DUI Task Force, no-reduction policy

Outcome Measures

Number of cases being disposed, number of trials, Time case is 'open'

Results

Number of cases being disposed of rose above number of cases being reaching the Criminal Court of Sullivan County for the first time in many years, e.g. 89 cases opened, 140 closed. Latency to closing of a case went from 18 months to less than a year. Eleven jury trials were conducted, 2 more than the previous year.

Comments

No measures to determine if grant had an impact on alcohol-related crashes, injuries, fatalities.

GHSO FY 2005 Final Program Report Evaluation

Agency:	District Attorney's Office – 4th Judicial District
Project Title:	DUI Abatement Plan/Special Prosecutor
Program Area:	Alcohol Abatement
Project Characteristics:	Special DUI Prosecutors
Type of Jurisdiction:	State of Tennessee
Targeted Population:	Law Enforcement, prosecutors and impaired drivers
Funding:	**$112,785**
New/Continuation:	Continuation
Contact:	Al Schmutzer
Evaluator:	Simpson

Problem Identification

None

Goals and Objectives

Increase DUI arrests/convictions; educate law enforcement regarding DUI laws and procedures,

Strategies and Activities

Special DUI prosecutor, aggressively prosecute repeat offenders, hold quarterly meetings with law enforcement, determine which sanctions are most effective in reducing recidivism

Outcome Measures

None provided.

Results

None provided.

GHSO FY 2005 Final Program Report Evaluation

Agency:	District Attorney's Office – 6th Judicial District
Project Title:	DUI Prosecutor Pilot Project
Program Area:	Alcohol Abatement
Project Characteristics:	Special DUI Prosecutors
Type of Jurisdiction:	State of Tennessee
Targeted Population:	Law enforcement and prosecutors, impaired drivers
Funding:	**$146,520**
New/Continuation:	New
Contact:	John Gill
Evaluator:	Simpson

Problem Identification

Large number of impaired driving cases, third in the state for DUI arrests, alcohol related traffic fatalities.

Goals and Objectives

Reduce DUI offenses; reduce amount of time required for successful prosecution of DUI offenses.

Strategies and Activities

Positioned the grant attorney in Division III Criminal Court which had the highest number of DUI cases pending at the time, trial resets strenuously objected to.

Outcome Measures

Some latency to trial/disposition measures. No true outcome measures as stated in their problem identification, i.e., number of alcohol-related crashes.

Results

Complete overhaul of procedures surrounding DUI cases and its movement through the system. Some reduced latency to disposition in cases in Division III.

Comments

According to stated goals and objectives, this grant was successful; however, these goals and objectives were *process* measures, not outcome measures. Did their activities (process) have an impact on the impaired driving problem in their district? It is unknown.

GHSO FY 2005 Final Program Report Evaluation

Agency:	8th Judicial District
Project Title:	DUI Special Prosecutors Grant
Program Area:	Alcohol Abatement
Project Characteristics:	Special DUI Prosecutor/DUI Coordinator
Type of Jurisdiction:	Judicial District
Targeted Population:	Impaired Driving Offenders
Funding:	**$116,401**
New/Continuation:	New
Contact:	Wm. Paul Phillips, DAG
Evaluator:	Simpson

Problem Identification

A steady rise in the number of DUI cases, and the number of offenders charged with a second offense or more is growing leading to the need of a focused DUI prosecutor to handle such cases.

Goals and Objectives

Reduce frequency of alcohol-related offenses and crashes, and increase the frequency and rate of DUI prosecution and conviction.

Strategies and Activities

A special DUI prosecutor devoted solely to aggressively prosecuting DUI charges. The district's defense counsel community learned of the prosecutor's work in prosecuting every DUI offense without distractions of other cases.

Outcome Measures

None

Results

None with regard to any outcome measures.

GHSO FY 2005 Final Program Report Evaluation

Agency:	District Attorney's Office – 10th Judicial District
Project Title:	DUI Special Team Prosecution
Program Area:	Alcohol Abatement
Project Characteristics:	Special DUI Prosecutors
Type of Jurisdiction:	State of Tennessee
Targeted Population:	Law enforcement and prosecutors, impaired drivers
Funding:	**$141,563**
New/Continuation:	New
Contact:	Shari Young
Evaluator:	Simpson

Problem Identification

Focus needed to be paid to DUI cases in the four-county district. The prosecutors' attention was spread over 15 courts district-wide.

Goals and Objectives

Increase conviction rates, identify multiple-offenders and prosecute in greater numbers, decrease dismissals, decrease reductions to lesser charges.

Strategies and Activities

Grant attorney conducted numerous training sessions with local law enforcement, aggressively prosecuted DUI cases in her court, and participated in sobriety checkpoints and ride-a-longs with law enforcement.

Outcome Measures*

Arrests warrants, Criminal Court DUI cases indicted, General Sessions conviction rates, General Sessions DUI dismissals, Criminal Court DUI dismissals, Sessions and Criminal Court dispositions.

Results

Data collected for 2004 is baseline data. Only 9 months of 2005 data are available, rendering results slightly unreliable. However, preliminary findings are positive and continued work will garner results desired.

*Comments

Most measures listed above are *process* measures, not outcome measures. For the prosecutor grants, conviction rates, number of alcohol-related crashes are likely the only outcome measures. This grant had conviction rates.

GHSO FY 2005 Final Program Report Evaluation

Agency:	District Attorney's Office – 11th Judicial District
Project Title:	DUI Prosecution/ DUI Tracker
Program Area:	Alcohol Abatement
Project Characteristics:	Special DUI Prosecutors
Type of Jurisdiction:	State of Tennessee
Targeted Population:	Law enforcement and prosecutors, impaired drivers
Funding:	**$148,766**
New/Continuation:	Continuation
Contact:	Jay Woods, Jr.
Evaluator:	Simpson

Problem Identification

Large number of impaired driving cases, especially repeat offenders, extended time between arraignment and disposition

Goals and Objectives

To hire and train a prosecutor solely responsible for impaired driving cases, to decrease time between arraignment and disposition of cases, to convict offenders.

Strategies and Activities

Urge offenders to resolve misdemeanor cases at the Sessions level, maintain training for prosecutors enhancing their prosecutorial skills, utilize the Tracker to pinpoint issues with arresting officers.

Outcome Measures

A mention of how many cases have been entered into the Tracker (641), of how many convictions of DUI have been handled (479), and of those, how many were felony convictions (128). They did not measure any latency to trial or disposition although it was cited as one of their goals.

Results

As stated above, numbers of cases, convictions and felony convictions were cited in this report. The 11th consistently uses the Tracker to gauge their work and results.

Comments

The only true outcome measures in this grant were the conviction rates and the latency to trial (which they did not mention). Others are process measures.

GHSO FY 2005 Final Program Report Evaluation

Agency:	District Attorney's Office – 13th Judicial District
Project Title:	B.E.S.T.
Program Area:	Alcohol Abatement
Project Characteristics:	Special DUI Prosecutors
Type of Jurisdiction:	State of Tennessee
Targeted Population:	Law Enforcement, prosecutors and impaired drivers
Funding:	**$125,662**
New/Continuation:	Continuation
Contact:	Bill Gibson
Evaluator:	Simpson

Problem Identification

Numerous DUI cases in all 7 counties with scheduling conflicts created.

Goals and Objectives

Reduction in DUI injuries and deaths through more effective arrest and adjudication, identification of (and services to) high-risk groups, and continued development of DUI offender tracking system.

Strategies and Activities

Take more cases to trial and ensure convictions with meaningful sentences; keep prosecutors on call 24/7 for law enforcement officers; continue established case tracking efforts; conduct "next-level" officer training.

Outcome Measures

No outcome measures reported

Results

Results indicated, but no numbers (stats) to back up claim.

Comments

No conviction rates or other outcome measures indicated. Goals stated included reduction in DUI crash injuries and deaths, but no crash stats listed.

GHSO FY 2005 Final Program Report Evaluation

Agency:	District Attorney's Office – 17th Judicial District
Project Title:	DUI Special Team Prosecution
Program Area:	Alcohol Abatement
Project Characteristics:	Special DUI Prosecutors
Type of Jurisdiction:	State of Tennessee
Targeted Population:	Law Enforcement, prosecutors and impaired drivers
Funding:	**$122,263**
New/Continuation:	New
Contact:	W. Michael McCown
Evaluator:	Simpson

Problem Identification

Large number of alcohol-related crashes and alcohol-related traffic stops,

Goals and Objectives

Reduce number of impaired drivers on roads

Strategies and Activities

Special DUI prosecutors, continued education of law enforcement officers by prosecutors on procedural matters in DUI,

Outcome Measures

Number of arrests, conviction rate, alcohol-related crashes, arrests that were crash-related, number of pleas to lesser charges,

Results

Arrests are up from 663 to 673 during the grant period, decrease in alcohol-related crashes reported although no numbers are given, 145 arrests that were crash related, down from 194, decrease in number of pleas to lesser charges less than the projected 10%, 86% conviction rate,

Comments

The 1st JD states that the Tracker cannot measure the change in 'attitude' of officers and the care with which they execute their DUI duties. However, attitude **can** be measured by survey, but the Tracker measures the 'behavioral' manifestation of that attitude change, i.e., reduced alcohol-related crashes, more convictions. That's the point of the attitude change.
The 1st would also like the Tracker to track delays in cases due to toxicology reports not being delivered in a timely manner.

GHSO FY 2005 Final Program Report Evaluation

Agency:	19th Judicial District
Project Title:	DUI Special Prosecutors Grant
Program Area:	Alcohol Abatement
Project Characteristics:	Special DUI Prosecutor/DUI Coordinator*
Type of Jurisdiction:	Judicial District
Targeted Population:	Impaired Driving Offenders
Funding:	**$147,820**
New/Continuation:	New
Contact:	John Carney, Jr., DAG
Evaluator:	Simpson

Problem Identification

Alcohol-related fatalities, lack of communication between DA and law enforcement, and short staffed office resulting in not enough focused DUI prosecution

Goals and Objectives

Reduce frequency of alcohol-related offenses and crashes, increase awareness through education of law enforcement agencies, the public and students, and increase the frequency and rate of DUI prosecution and conviction.

Strategies and Activities

A special DUI prosecutor devoted solely to aggressively prosecuting DUI charges. Grant staff focused on the Habitual Traffic Offender (HTO), increased communication between law enforcement and DA's office, worked on community awareness and education programs, and gathered impaired driving statistics.

Outcome Measures

None

Results

None with regard to any outcome measures. An abundance of subjective, anecdotal evidence is present.

*The special prosecutor and coordinator were hired in March 2005, limiting the amount of time in which goals and objectives could be reached.

GHSO FY 2005 Final Program Report Evaluation

Agency:	District Attorney's Office – 20th Judicial District
Project Title:	Specialized Traffic Offender Prosecution Team
Program Area:	Alcohol Abatement
Project Characteristics:	Special DUI Prosecutors
Type of Jurisdiction:	State of Tennessee
Targeted Population:	Law Enforcement, prosecutors and impaired drivers
Funding:	**$205,503**
New/Continuation:	New
Contact:	Victor T. Johnson
Evaluator:	Simpson

Problem Identification

Injuries and fatalities from alcohol-related crashes

Goals and Objectives

Increase DUI arrests/convictions, reduce recidivism, reduce alcohol-related crashes

Strategies and Activities

Special DUI prosecutors, special attention paid to multiple offenders, working with law enforcement agencies, training and education of prosecutors, scrutiny of law enforcement's crash reports

Outcome Measures

Conviction rate

Results

82.4% conviction rate.

Comments

Problem states desire to reduce injuries and fatalities from alcohol-related crashes, but no crash statistics are given. Not known if grant had an impact on impaired driving crashes.

GHSO FY 2005 Final Program Report Evaluation

Agency:	District Attorney's Office – 21st Judicial District
Project Title:	Special Prosecution for Local Areas
Program Area:	Alcohol Abatement
Project Characteristics:	Special DUI Prosecutors
Type of Jurisdiction:	State of Tennessee
Targeted Population:	Law Enforcement, prosecutors and impaired drivers
Funding:	**$131,058**
New/Continuation:	Continuation
Contact:	Tammy Watson
Evaluator:	Simpson

Problem Identification

Continued focus to reduce DUI offenses and repeat offenders

Goals and Objectives

Increase DUI arrests/convictions; educate law enforcement regarding DUI laws and procedures.

Strategies and Activities

Special DUI prosecutor, aggressively prosecute repeat offenders, attend educational meetings and conferences, focus on post-conviction programs to reduce recidivism, utilize SCRAM device on DUI offenders on probation.

Outcome Measures

Conviction rates of various charges, disposition breakdown, recidivism rate, probation violation rate.

Results

Conviction rate at 85.6% at the end of grant year, only 8% of charges dismissed, retired or nollied for the entire year.

Comments

Conviction rates only outcome measure, no mention of alcohol-related crash rates.

GHSO FY 2005 Final Program Report Evaluation

Agency:	District Attorney's Office – 23rd Judicial District
Project Title:	DUI Abatement Plan/Special Prosecutor
Program Area:	Alcohol Abatement
Project Characteristics:	Special DUI Prosecutors
Type of Jurisdiction:	State of Tennessee
Targeted Population:	Law Enforcement, prosecutors and impaired drivers
Funding:	**$136,087**
New/Continuation:	Continuation
Contact:	Dan Alsobrooks
Evaluator:	Simpson

Problem Identification

High number of DUI cases.

Goals and Objectives

Reduced number of cases being 'reduced' and decrease latency to conviction (disposition).

Strategies and Activities

Prosecuted all DUI cases in Dickson and Humphreys Counties and schedule permitting, Cheatham County. Worked with law enforcement to provide training. The coordinator collected and entered data, made monthly reports, and other duties as needed.

Outcome Measures

Conviction rate, arrests, 'as charged' conviction rate, latency from arrest to conviction (disposition)

Results

Decrease in latency to conviction, a slight 1% increase in the overall conviction rate of the two counties (Dickson and Humphreys) to 78%.

Comments

Conviction rates are only outcome measure. No measures of actual impact on alcohol-related crashes.

GHSO FY 2005 Final Program Report Evaluation

Agency:	District Attorney's Office – 26th Judicial District
Project Title:	DUI Abatement Plan/Special Prosecutor
Program Area:	Alcohol Abatement
Project Characteristics:	Special DUI Prosecutors
Type of Jurisdiction:	State of Tennessee
Targeted Population:	Law Enforcement, prosecutors and impaired drivers
Funding:	**$125,018**
New/Continuation:	Continuation
Contact:	Jerry Woodall
Evaluator:	Simpson

Problem Identification

High number of alcohol-related crashes,

Goals and Objectives

Increase DUI arrests/convictions, reduce backlog of cases, reduce alcohol-related crashes

Strategies and Activities

Special DUI prosecutor, special attention paid to multiple offenders, working with law enforcement agencies on investigations

Outcome Measures

Alcohol-related fatalities (although these are statewide not, local), backlogged cases, conviction rate

Results

Conviction rate rose from 72%-97%

Comments

No local alcohol-related crash statistics to determine if grant had impact on them, Conviction rates can be an outcome measure, but are only part of the impact these grants can have on the impaired driving problem

GHSO FY 2005 Final Program Report Evaluation

Agency:	District Attorney's Office – 30th Judicial District
Project Title:	Highway Safety Grant
Program Area:	Alcohol Abatement
Project Characteristics:	Special DUI Prosecutors
Type of Jurisdiction:	State of Tennessee
Targeted Population:	Law Enforcement, prosecutors and impaired drivers
Funding:	**$147,108**
New/Continuation:	Continuation
Contact:	Priscilla Campbell
Evaluator:	Simpson

Problem Identification

Numerous injuries and fatalities from alcohol-related crashes

Goals and Objectives

Increase rate of DUI arrest and convictions and also decrease the back-log of older cases, along with creating a set of firmer penalties for DUI offenders.

Strategies and Activities

Using two DUI prosecutors to handle 4 of the 10 Criminal Court divisions in Shelby County, maintaining high level of communication with law enforcement and community through training and media coverage.

Outcome Measures

Number of case dispositions, ethnicity and gender breakdowns, Criminal Court division breakdown of dispositions, conviction rate.

Results

The 30th JD saw a 79% conviction rate with 304 of the 384 cases culminating in a plea of Guilty as Charged. All court divisions had a 70% or higher rate of cases pleading Guilty as Charged.

Comments

Conviction rates comprise the outcome measures for this grant, other measures are *process* in nature only.

GHSO FY 2005 Final Program Report Evaluation

Agency: Administrative Office of the Courts
Project Title: General Sessions Court Judges Training
Program Area: Alcohol Abatement
Project Characteristics: Training
Type of Jurisdiction: State of Tennessee
Targeted Population: General Sessions Court Judges
Funding: **$89,903**
New/Continuation: New
Contact: Shannon Johnson
Evaluator: Simpson

Problem Identification

Education of Sessions judges on traffic and DUI issues

Goals and Objectives

To educate Tennessee's General Sessions Court judges on impaired driving issues in order to have the essential component of judicial education in the state's plan to reduce the incidence of impaired driving.

Strategies and Activities

Surveys and training sessions were conducted throughout the state for General Sessions judges.

Outcome Measures

No outcome measures, only process measures.

Results

All training sessions were conducted, surveys were taken, and training evaluations were filled out by attendees.

No outcome measures were undertaken to determine if alcohol-related fatalities were reduced in conjunction with this training.

GHSO FY 2005 Final Program Report Evaluation

Agency:	Athens Police Department
Project Title:	Small Community Grant (L.E.L. L.A.N.C.)
Program Area:	Alcohol/Occupant Protection
Project Characteristics:	Agency Networking; Enforcement Blitzes; C.P.S.
Type of Jurisdiction:	City
Targeted Population:	General Public
Funding:	**$10,000**
New/Continuation:	Continuation
Contact:	Charles Ziegler
Evaluator:	LeVerne

Problem Identification

On-going law enforcement liaison program supporting occupant protection and alcohol abatement enforcement efforts.

Goals and Objectives

Reduce frequency of alcohol-related offenses and crashes; increase seat belt and child passenger safety seat utilization rates.

Strategies and Activities

Directed patrols, enforcement blitzes, child passenger safety checkpoints, alcohol and seat belt checkpoints, GHSO displays at public events.

Outcome Measures

Change in rate of alcohol-related offenses and crashes, and in utilization rates of seat belts and child passenger safety seats.

Results

On-going evaluation of crash rates and seat belt/safety seat utilization rates.

GHSO FY 2005 Final Program Report Evaluation

Agency:	Blount County Sheriff's Department
Project Title:	Traffic Safety Unit
Program Area:	Police Traffic Services
Project Characteristics:	Education, sobriety checkpoints, saturation patrols
Type of Jurisdiction:	County
Targeted Population:	General Public
Funding:	**$293,849**
New/Continuation:	
Contact:	Doyle Daugherty
Evaluator:	LeVerne

Problem Identification

Not stated.

Goals and Objectives

Not stated.

Strategies and Activities

Enforcement through checkpoints and saturation patrols; educational presentations, primarily to youth.

Outcome Measures

Not stated; not identifiable from report.

Results

Unknown. Enforcement conducted and statistics provided on an activity-by-activity basis, mostly by individual memo. No summary workup provided. No crash data provided.

Comments

The report cannot be properly evaluated. It is not compiled in GHSO Final Report format. Rather, it is a succession of individual activity-driven memos on enforcement, photographs, etc. There is no statement of problem, goals, outcome measures, or results.

GHSO FY 2005 Final Program Report Evaluation

Agency:	Bradley County Health Department
Project Title:	Bradley County Safe Ride
Program Area:	Occupant Protection
Project Characteristics:	CPS Checkpoints; CPS restraint device distribution
Type of Jurisdiction:	County
Targeted Population:	Child passengers; parents/caregivers
Funding:	**$19,829**
New/Continuation:	
Contact:	Eloise Waters
Evaluator:	LeVerne

Problem Identification

Crashes involving children not properly secured in restraints (82 in 2003, almost double the previous two years).

Goals and Objectives

Reduce child injury crashes; distribute CPS restraint devices.

Strategies and Activities

Conduct education and distribute devices at Health Department.

Outcome Measures

Unclear from report; presumed to be number of child injury crashes and number of devices distributed.

Results

Unclear; no comparison crash data provided. Report states, “timelines of goals and objectives were not followed as thoroughly as defined…due to many factors including illness and the unveiling of the safety net program for Tenncare.”

GHSO FY 2005 Final Program Report Evaluation

Agency: Bradley County S.O.
Project Title: Operation Safe Streets
Program Area: Traffic Services
Project Characteristics: Targeted traffic enforcement, School-based public safety presentations
Type of Jurisdiction: County
Targeted Population: impaired drivers, aggressive drivers
Funding: **$163,054**
New/Continuation: Continuation (year 2)
Contact: Lt. W.G. Campbell
Evaluator: Dwyer

Problem Identification

Too many crashes in county.

Goals and Objectives

The goal was to reduce the number of traffic crashes in Bradley County.

Strategies and Activities

Targeted traffic enforcement, School-based public safety presentations

Targeted enforcement:

Directed patrol with patrol vehicles and motorcycles,
6 checkpoints
968 traffic citations (81 per month, or 2.7 per day)

Outcome Measures

Number crashes
Number injury crashes
Number of DUI arrests

Results

Comparing year 1 with year 2, the county had a 16% reduction in crashes, and a 13% reduction in injury crashes.
No data are provided on the impaired-driver crashes or injury crashes or on fatal crashes**.**
An average of 8.5 DUI arrests per month.
Goal achievement: the goal of reducing crashes, in general, in Bradley County was achieved.

GHSO FY 2005 Final Program Report Evaluation

Agency: Bristol P.D.
Project Title: High Crash Intervention Program
Program Area: Traffic Services
Project Characteristics: Targeted traffic enforcement, cop in shops, traffic calming devices
Type of Jurisdiction: Municipality
Targeted Population: young drivers, impaired drivers, speeders aggressive drivers
Funding: **$43,849**
New/Continuation: Continuation
Contact: Lt. Matt Austin
Evaluator: Dwyer

Problem Identification

Too many crashes involving youthful drivers, speeders, reckless drivers, impaired drivers. Too many vehicle-pedestrian accidents.

Goals and Objectives

The goal was to reduce the number of traffic crashes, young driver crashes, and pedestrian accidents in Bristol.

Strategies and Activities

Police in stores selling alcohol
Increased enforcement
Traffic calming devices

Targeted enforcement:

40% overall increase in enforcement activity
- Targeted traffic enforcement
- Cops in shops
- Traffic calming devices

Outcome Measures

Survey of student drinking habits
Number of crashes
Number of pedestrians injured

Results

11%decrease in students admitting to drinking

30% decrease in crashes. Crashes, injuries, and fatalities were all lower for grant period over previous period.

Goal achievement: the goal of reducing crashes, in general, in Bristol was achieved.

Comments

This project appears to have been well executed. It may serve as a model for future projects.

GHSO FY 2005 Final Program Report Evaluation

Agency: Brownsville P.D.
Project Title: Brownsville/Haywood Co. CERT
Program Area: Traffic Services
Project Characteristics: Targeted traffic enforcement, Education
Type of Jurisdiction: Municipality
Targeted Population: DUI, speed, safety belts
Funding: **$92,970**
New/Continuation: New
Contact: Sgt. Barry Diebald
Evaluator: Dwyer

Problem Identification

Too many crashes, fatalities and DUI drivers in county. Safety belt usage too low.

Goals and Objectives

The goal was to reduce the number of traffic crashes in Brownsville and Haywood County.
Additional goal was to increase safety belt usage.

Strategies and Activities

Targeted traffic enforcement (speeding, DUI, safety belts), Public Education (newspaper, radio, schools)

Targeted enforcement:

Directed patrol, emphasizing speeding, safety belts, and DUI
2,134 traffic citations (178 per month, or 5.9 per day)

Outcome Measures

Number crashes
Safety belt usage

Results

Total crashes reduced 33% over previous year.
Safety belt usage up from 56% to 76%
Goal achievement: the goal of reducing crashes and increasing safety belt usage was achieved.

Comments

No specific crash numbers were given. No data on DUI arrests were provided.

GHSO FY 2005 Final Program Report Evaluation

Agency: Chattanooga P.D.
Project Title: Hwy 153 Project
Program Area: Traffic Services
Project Characteristics: Targeted Enforcement
Type of Jurisdiction: City
Targeted Population: Traffic violators
Funding: **$184,788**
New/Continuation: New
Contact: Sgt. Tom McKinney
Evaluator: Dwyer

Problem Identification

Too many crashes along Hwy. 153

Goals and Objectives

Reduce crashes along Hwy. 153 by 15% over previous year.

Strategies and Activities

Targeted aggressive traffic campaign (including radar), targeting speeders and red-light-runners

Targeted enforcement:

Directed patrol.
10,289 citations (no specific information about specific offenses, although speeding and red lights were mentioned in general).
184 arrests (no information on charges, e.g., DUI?)

No data were provided on the number of extra hours worked by officers during the campaign. Such data are needed to provide some idea of how much effort is required to achieved the results that were reported.

Outcome Measures

Number crashes
All outcome measures compared with same measures from previous year.

Results

Crashes went from 755 to 534, for a 29% decrease in crashes. Thus, the goal of reducing crashes by at least 15% was achieved.

Goal achievement: When compared to the crash numbers for the previous year, the goal of reducing crashes along Hwy 153 was achieved and surpassed.

Comments

The targeted enforcement effort drew the attention of local media, which helped disseminate public knowledge oft targeted enforcement effort.

The one-year before-after type of evaluation strategy is not adequate for demonstrating the effectiveness of the targeted enforcement intervention. Although data seem to be moving in the right direction, statistical problems such as regression to the mean may exist. At a minimum, three years of pre-intervention baseline are required. Even then, without a comparison location, the effectiveness of the intervention, itself can be questioned.

Nonetheless, this report shows that the managers of the Chattanooga project had an appreciation for developing and reporting actual crash impact numbers.

GHSO FY 2005 Final Program Report Evaluation

Agency:	Clarksville P.D.
Project Title:	Clarksville Selective Traffic Enforcement Program
Program Area:	Police Traffic Services
Project Characteristics:	Public Awareness; Enforcement
Type of Jurisdiction:	City
Targeted Population:	General Public
Funding:	**$169,268**
New/Continuation:	Continuation (Year 3)
Contact:	Mark Smith, Chief
Evaluator:	LeVerne

Problem Identification

Time series analysis of overall crashes is referenced as the method of problem identification, but hard baseline data are not provided.

Goals and Objectives

The primary goal was to reduce overall crashes. Objectives included reducing crashes at the top ten worst intersections. (Other objectives were listed, but they are actually activities.)

Strategies and Activities

Strategies and activities included training officers, using blitzes at targeted intersections, partnering with other agencies, and adjusting enforcement focus based on weekly reviews of crash data.

Outcome Measures

The primary outcome measure is the change in the number of overall crashes. Fatal crashes are also considered.

Results

Time series analysis charts attached to the report indicate a downward trend in overall crashes, though actual hard data are not provided. The report says the crash trend rate per month "reflects a downward trend of 37 accidents per month." It also reports no change in the fatality rate but claims that as a success because of an increase in population of 3,000 (returning military personnel).

Comments

Unfortunately, there are no specific outcome data on the number of DUI-related crashes or speed-related crashes.
Also, there are no data on the proportion of DUI arrests that were not crash-related. This figure would give a much more accurate indication of the success of the program than merely counting the total number of DUI arrests (because a significant proportion of them will be crash-related and would, therefore, have been made by the department, even without the funding).

GHSO FY 2005 Final Program Report Evaluation

Agency:	Collierville Police Department
Project Title:	Small Community Grant (L.E.L. L.A.N.C.)
Program Area:	Alcohol/Occupant Protection
Project Characteristics:	Agency Networking
Type of Jurisdiction:	City
Targeted Population:	General Public
Funding:	**$10,000**
New/Continuation:	Continuation
Contact:	Mike Albonetti
Evaluator:	LeVerne

Problem Identification

On-going law enforcement liaison program supporting occupant protection and alcohol abatement enforcement efforts.

Goals and Objectives

Reduce frequency of alcohol-related offenses and crashes; increase seat belt and child passenger safety seat utilization rates.

Strategies and Activities

Conduct meetings with coordinators; attend mandatory meetings.

Outcome Measures

Change in rate of alcohol-related offenses and crashes, and in utilization rates of seat belts and child passenger safety seats.

Results

On-going evaluation of crash rates and seat belt/safety seat utilization rates.

GHSO FY 2005 Final Program Report Evaluation

Agency:	Columbia State Community College
Project Title:	Tennessee Criminal Justice Language Academy
Program Area:	Support & Administration
Project Characteristics:	Spanish Language Training for Law Enforcement
Type of Jurisdiction:	State
Targeted Population:	Law Enforcement Officers
Funding:	**$195,240**
New/Continuation:	Continuation (4th year)
Contact:	Paul T. Rosson
Evaluator:	LeVerne

Problem Identification

Higher nationwide fatal crash rates for Hispanics than for Non-Hispanics (75% higher); higher fatality rates for Hispanics in 16-34 age group (63% vs. 45%); higher problem drinker percentage for Hispanics (23%) than for Non-Hispanics (45%); growing Hispanic population in Tennessee; language barrier for law enforcement.

Goals and Objectives

Teach law enforcement officers how to conduct traffic stops with Spanish-speaking only citizens.

Strategies and Activities

Train officers at various sites across the state with growing Hispanic driver population.

Outcome Measures

Officers trained; student evaluations.

Results

Officers were trained (total number trained not provided, though copies of class rosters are attached); student evaluations generally positive.

GHSO FY 2005 Final Program Report Evaluation

Agency: Davidson County Sheriff's Office
Project Title: Sober Ride
Program Area: Alcohol
Project Characteristics: Public Relations
Type of Jurisdiction: County
Targeted Population: Impaired Drivers
Funding: **$4,975**
New/Continuation: Continuation
Contact: Bill Hampton
Evaluator: LeVerne

Problem Identification

Impaired drivers on New Year's Eve and St. Patrick's Day (no hard data provided—estimates & projections only).

Goals and Objectives

Reduce alcohol-related crashes, fatalities, injuries, and economic losses.

Strategies and Activities

Provide rides home to impaired individuals who would otherwise drive on New Year's Eve and St. Patrick's Day.

Outcome Measures

Fatalities and rides provided (not a true outcome measure).

Results

No fatalities (no other injury or crash data provided); 2,950 persons transported home on New Year's Eve and St. Patrick's Day.

GHSO FY 2005 Final Program Report Evaluation

Agency:	Dyersburg Police Department
Project Title:	Small Community Grant (L.E.L. L.A.N.C.)
Program Area:	Alcohol/Occupant Protection
Project Characteristics:	Agency Networking; Enforcement Blitzes; C.P.S.
Type of Jurisdiction:	City
Targeted Population:	General Public
Funding:	**$10,000**
New/Continuation:	Continuation
Contact:	Bob Williamson, Chief
Evaluator:	LeVerne

Problem Identification

On-going law enforcement liaison program supporting occupant protection and alcohol abatement enforcement efforts.

Goals and Objectives

Reduce frequency of alcohol-related offenses and crashes; increase seat belt and child passenger safety seat utilization rates.

Strategies and Activities

Directed patrols, enforcement blitzes, child passenger safety checkpoints, alcohol and seat belt checkpoints, GHSO displays at public events.

Outcome Measures

Change in rate of alcohol-related offenses and crashes, and in utilization rates of seat belts and child passenger safety seats.

Results

On-going evaluation of crash rates and seat belt/safety seat utilization rates.

GHSO FY 2005 Final Program Report Evaluation

Agency:	East Tennessee State University
Project Title:	Tennessee Child Passenger Safety Center
Program Area:	Occupant Protection
Project Characteristics:	Seatbelt & CPS Training, Checkpoints, Education
Type of Jurisdiction:	State
Targeted Population:	CPS Technicians; CPS Device Users
Funding:	**$283,184**
New/Continuation:	Continuation
Contact:	Betsy Preston
Evaluator:	LeVerne

Problem Identification

Certified Child Passenger Safety Technicians are needed to conduct safety seat checkpoints and related exercises. Continual training and re-certification of technicians is necessary to insure CPS roster adequacy.

Goals and Objectives

Promote and increase the usage of safety belts and the proper usage of child safety seats by vehicle occupants.

Strategies and Activities

Organize and conduct CPS training sessions sufficient to insure certification and re-certification of CPS technicians to provide statewide technician availability for checkpoints, seat distribution, education, etc. Promote CPS device and seatbelt usage through workshops, child restraint distribution, and related activities.

Outcome Measures

Training sessions conducted; technicians trained/re-certified; CPS devices distributed.

Results

Eleven 4-day training workshops conducted for 198 participants; additional CPS programs conducted in specialized areas such as safe transportation of children with special needs. 440 child restraints were distributed to agencies statewide.

GHSO FY 2005 Final Program Report Evaluation

Agency: Hardin County Sheriff's Department
Project Title: Hardin County Highway Safety Program
Program Area: Police Traffic Services
Project Characteristics: Enforcement
Type of Jurisdiction: County
Targeted Population: DUI Offenders
Funding: **$63,667**
New/Continuation: Continuation
Contact: Sammy Davidson, Sheriff
Evaluator: LeVerne

Problem Identification

Overall and alcohol-related crashes (2001-1999 County Rankings cited).

Goals and Objectives

Reduce overall and alcohol-related crashes.

Strategies and Activities

Weekend overtime enforcement patrol.

Outcome Measures

Enforcement statistics and alcohol-related crash rates (presumed; not stated clearly in report).

Results

Unclear; enforcement statistics provided, but no baseline statistics provided for comparison; no crash data for grant period provided.

GHSO FY 2005 Final Program Report Evaluation

Agency: Hendersonville P.D.
Project Title: Speed management
Program Area: Traffic Services
Project Characteristics: Targeted traffic enforcement (radar plus speed monitor)
Type of Jurisdiction: Municipality
Targeted Population: speeders
Funding: **$10,135**
New/Continuation: New
Contact: Joe Claybon
Evaluator: Dwyer

Problem Identification

Too many fatalities (the implicit assumption was that speed was a factor).

Goals and Objectives

The goal was to reduce the number of traffic fatalities in Hendersonville.

Strategies and Activities

Targeted speed traffic enforcement (radar) and traffic speed monitor

Targeted enforcement:

691 hrs. of directed patrol, emphasizing speeding
752 traffic citations (1.08 citation per grant-funded hour worked)

Outcome Measures

Number crashes
Number of fatalities

Results

No change in number of crashes.
No data provided on the number of crashes that involved speed. This would have been a very relevant statistic.
One fatality, compared to three the previous year. No data on number of fatal crashes (i.e., in the previous year, did more than one person die in a crash?).

Goal achievement: Although there were two fewer fatalities during the grant period, there is no evidence that speed played a part in any of them. Thus, it is not clear that the reduction was related to the speed enforcement intervention. It could be maintained, however, that the goal of reducing fatalities was achieved.

Comments

No specific speed-related crash numbers were given.
No data on DUI arrests (as a result of speed enforcement) were provided.
If the initial assumption was that the fatal crashes in Henderson are caused by speeding, then it is critical to know whether the three fatalities that occurred the previous year and the one that occurred during the grant period were speed-related.

GHSO FY 2005 Final Program Report Evaluation

Agency: Institute of Police Technology and Management
Project Title: IPTM Traffic Safety Training
Program Area: Support & Administration
Project Characteristics: Officer Training
Type of Jurisdiction: State of Tennessee
Targeted Population: Law Enforcement Officers
Funding: **$99,500**
New/Continuation: Continuation
Contact: Everett James
Evaluator: Simpson

Problem Identification

No problem identification

Goals and Objectives

Conduct Training

Strategies and Activities

Not applicable

Outcome Measures

None

Results

Unknown

Comments

Nowhere in the final report was there mention of any pre and post testing of students to determine knowledge gain. It is recommended that all training courses sponsored by the GHSO include pre/post testing to gauge the level to which students have actually absorbed the material being taught. If this is not done, there is no way to tell if the training sessions are doing anything.

In addition to knowledge gain assessment, it is recommended that surveys be conducted as to students' feelings about the course, instructors, what might improve it, etc.

GHSO FY 2005 Final Program Report Evaluation

Agency:	Jackson County Sheriff's Department
Project Title:	Small Community Grant (L.E.L. L.A.N.C.)
Program Area:	Alcohol/Occupant Protection
Project Characteristics:	Agency Networking; Enforcement Blitzes; C.P.S.
Type of Jurisdiction:	County
Targeted Population:	General Public
Funding:	**$10,000**
New/Continuation:	Continuation
Contact:	Heather Bean
Evaluator:	LeVerne

Problem Identification

On-going law enforcement liaison program supporting occupant protection and alcohol abatement enforcement efforts.

Goals and Objectives

Reduce frequency of alcohol-related offenses and crashes; increase seat belt and child passenger safety seat utilization rates.

Strategies and Activities

Directed patrols, enforcement blitzes, child passenger safety checkpoints, alcohol and seat belt checkpoints, GHSO displays at public events, monthly network meetings.

Outcome Measures

Change in rate of alcohol-related offenses and crashes, and in utilization rates of seat belts and child passenger safety seats.

Results

On-going evaluation of crash rates and seat belt/safety seat utilization rates.

GHSO FY 2005 Final Program Report Evaluation

Agency:	Knoxville Police Department
Project Title:	Aggressive Driving Enforcement
Program Area:	Police Traffic Services
Project Characteristics:	Enforcement; Education
Type of Jurisdiction:	City
Targeted Population:	General Public
Funding:	**$100,000**
New/Continuation:	
Contact:	Sterling Owen
Evaluator:	LeVerne

Problem Identification

Alcohol-related fatalities and injury crashes (no baseline data provided).

Goals and Objectives

Reduce alcohol-related fatalities as a percentage of all fatalities; reduce severe-injury crashes; increase DUI arrests.

Strategies and Activities

Checkpoint and neighborhood enforcement; media and public awareness events; CPS checkpoints.

Outcome Measures

Alcohol-related and injury crash rates; DUI arrests.

Results

Severe injury crashes reduced by 20%; alcohol-related crash results unclear (overall fatal crashes increased by 3%); DUI arrests down 9%; 27 CPS checkpoints; 25 underage alcohol stings.

GHSO FY 2005 Final Program Report Evaluation

Agency: Louden P.D.
Project Title: Traffic Safety Saturation
Program Area: Traffic Services
Project Characteristics: Targeted traffic enforcement
Type of Jurisdiction: Municipality
Targeted Population: speeders, DUI
Funding: **$79,925**
New/Continuation: New??
Contact: Chief James Webb
Evaluator: Dwyer

Problem Identification

Too many injury crashes and alcohol-related crashes

Goals and Objectives

The goal was to reduce injury crashes and increase DUI arrests

Strategies and Activities

Weekend targeted traffic patrols (radar) to increase DUI arrests by 15%
Video cameras in 4 cars (implicit assumption that DUI conviction rate needed to be increased)
Also DUI and safety belt checkpoints.

Targeted enforcement:

Weekend radar enforcement,
Safety belt and DUI checkpoints

Outcome Measures

crashes
speeding citations
DUI arrests

Results

113 crashes (3.1% decrease over previous year) (no data on DUI-related crashes)
420 speeding citations
111 DUI arrests (down 14% from previous year)
3.1% decrease in injury crashes

Goal achievement: There was a 3% reduction in injury crashes, but no data are provided on the degree to which speed or DUI was involved. If the program was

successful, the 3% reduction would be in crashes related to DUI or speed. The goal of increasing DUI arrests by 15% was not achieved.

Comments

Although no data are provided, it is likely that the majority of the injury crashes are caused by failure to yield and following too closely. Thus, the speed enforcement and checkpoint interventions would have an effect only on some percentage of the remaining causes of crashes. Because there are no data breaking down the causes of the injury crashes, it is impossible to know that the size of the speeding-drinking-related

GHSO FY 2005 Final Program Report Evaluation

Agency: M.A.D.D.
Project Title: Protecting You, Protecting Me
Program Area: Youth Alcohol`
Project Characteristics: Youth Awareness of Alcohol Risks
Type of Jurisdiction: State (Middle Tennessee)
Targeted Population: Elementary School-age Children
Funding: **$66,821**
New/Continuation: Continuation
Contact: Mike Post
Evaluator: LeVerne

Problem Identification

On-going program to educate elementary school-age children about the risks of alcohol consumption.

Goals and Objectives

Increase knowledge and awareness of elementary school-age children about the risks of alcohol consumption.

Strategies and Activities

Elementary school-based training sessions entitled “Protecting You, Protecting Me”.

Outcome Measures

Number of teachers and counselors trained to provide the instruction; pre-post surveys of students’ knowledge.

Results

Five training seminars in five different counties, 114 teachers and counselors trained in 83 different schools; pre-post surveys showed increase in students’ knowledge from 3.03 to 3.29.

GHSO FY 2005 Final Program Report Evaluation

Agency: Madison Co. S.O.
Project Title: Small Community Work Zone
Program Area: Traffic Services
Project Characteristics: Targeted traffic enforcement at work zones
Type of Jurisdiction: County
Targeted Population: speeders at work zones
Funding: **$60,000**
New/Continuation: New
Contact: Sheriff David Woolfork
Evaluator: Dwyer

Problem Identification

None identified

Goals and Objectives

Safety at work zones

Strategies and Activities

Targeted enforcement at work zones
Participation in joint traffic enforcement activities

Targeted enforcement:

At work zones

Outcome Measures

Crashes/injuries at work zones

Results

No work zone injuries, but there are no comparison data from previous years.

Goal achievement: Unknown. There are no comparison data provided, so it is impossible to tell if the program was effective.

Comments

If there were no previous work zone injuries, then the fact that there were none during the grant period makes it difficult to determine if the program had any impact. This one-page report is much too brief and uninformative.

GHSO FY 2005 Final Program Report Evaluation

Agency:	Martin Police Department
Project Title:	Youth Alcohol/Traffic Safety
Program Area:	Youth Alcohol
Project Characteristics:	Public Awareness; Enforcement
Type of Jurisdiction:	City
Targeted Population:	Underage Drinkers; Vendors
Funding:	**$31,788**
New/Continuation:	New
Contact:	Scott Robbins
Evaluator:	LeVerne

Problem Identification

Underage alcohol consumption (method of problem identification unknown).

Goals and Objectives

Reduce underage alcohol consumption and sales to underage consumers by vendors.

Strategies and Activities

Quarterly undercover vendor checks; routine checks of drinking establishments; alcohol awareness programs—Safety Bus on New Year's Eve, COOL program, summer youth program.

Outcome Measures

Citations issued; awareness programs conducted.

Results

15 businesses cited for sales to minors; over 150 underage drinking citations issued; over 150 riders on the safety bus; 327 8th and 12th grade student participants in an alcohol and traffic safety program.

GHSO FY 2005 Final Program Report Evaluation

Agency:	Martin Police Department
Project Title:	Small Community Grant (L.E.L. L.A.N.C.)
Program Area:	Alcohol/Occupant Protection
Project Characteristics:	Agency Networking; Enforcement Blitzes; C.P.S.
Type of Jurisdiction:	City
Targeted Population:	General Public
Funding:	**$10,000**
New/Continuation:	Continuation
Contact:	Scott Robbins
Evaluator:	LeVerne

Problem Identification

On-going law enforcement liaison program supporting occupant protection and alcohol abatement enforcement efforts.

Goals and Objectives

Reduce frequency of alcohol-related offenses and crashes; increase seat belt and child passenger safety seat utilization rates.

Strategies and Activities

Directed patrols, enforcement blitzes, child passenger safety checkpoints, alcohol and seat belt checkpoints, GHSO displays at public events.

Outcome Measures

Change in rate of alcohol-related offenses and crashes, and in utilization rates of seat belts and child passenger safety seats.

Results

On-going evaluation of crash rates and seat belt/safety seat utilization rates.

GHSO FY 2005 Final Program Report Evaluation

Agency:	Marion County Sheriff's Department
Project Title:	Me Seat My Size
Program Area:	Occupant Protection
Project Characteristics:	Education; Public Awareness
Type of Jurisdiction:	County
Targeted Population:	Persons responsible for safety of CPS seat-age children
Funding:	**$7,500**
New/Continuation:	New
Contact:	Nancy Sims, Sgt.
Evaluator:	LeVerne

Problem Identification

Data on car seats checked during previous year—170 seats checked; 71 children with no seat at all; 124 unsafe seats found & replaced; only 7 of 170 correctly installed.

Goals and Objectives

Provide education to persons responsible for safety of CPS seat-age children.

Strategies and Activities

Weekly seat checks at Health Department; department store safety booths; replacement of defective child safety seats.

Outcome Measures

Unclear (presumed to be number of checks conducted; seats corrected/replaced).

Results

75 seats given away; 500 promotional bags given away. No information provided on change in rate of proper usage of child safety seats (no results data to compare with baseline data from previous year; no surveys).

GHSO FY 2005 Final Program Report Evaluation

Agency:	Maryville Police Department
Project Title:	Maryville Police Traffic Unit
Program Area:	Police Traffic Services
Project Characteristics:	Enforcement; Public Awareness
Type of Jurisdiction:	City
Targeted Population:	General Public
Funding:	**$96,120**
New/Continuation:	New
Contact:	Greg Cooke, Captain
Evaluator:	LeVerne

Problem Identification

Specific problem identification is unclear from the report, although overall crash data for the year preceding this grant year are provided.

Goals and Objectives

Increase enforcement; reduce crashes (inferred).

Strategies and Activities

Increase enforcement and conduct public awareness/education programs, using Traffic Unit personnel.

Outcome Measures

None clearly identified; presumed to be enforcement statistics and crash data.

Results

DUI arrests up 79.6% (from 103 to 185); Improper Restraint citations up 50% (from 75 to 150); Revoked/Suspended License citations up 48% (from 64 to 95).

Fatalities up 400% (from 1 to 4); Injury crashes down 8% (from 253 to 235); Alcohol-related crashes up 38% (from 42 to 58).

All comparisons are grant year (04-05) compared to previous year (03-04), based on data provided in final report.

GHSO FY 2005 Final Program Report Evaluation

Agency:	Maury County Sheriff's Department
Project Title:	Small Community Grant (L.E.L. L.A.N.C.)
Program Area:	Alcohol/Occupant Protection
Project Characteristics:	Agency Networking; Enforcement Blitzes; C.P.S.
Type of Jurisdiction:	County
Targeted Population:	General Public
Funding:	**$10,000**
New/Continuation:	Continuation
Contact:	Richie Hickman
Evaluator:	LeVerne

Problem Identification

On-going law enforcement liaison program supporting occupant protection and alcohol abatement enforcement efforts.

Goals and Objectives

Reduce frequency of alcohol-related offenses and crashes; increase seat belt and child passenger safety seat utilization rates.

Strategies and Activities

Directed patrols, enforcement blitzes, child passenger safety checkpoints, alcohol and seat belt checkpoints, GHSO displays at public events.

Outcome Measures

Change in rate of alcohol-related offenses and crashes, and in utilization rates of seat belts and child passenger safety seats.

Results

On-going evaluation of crash rates and seat belt/safety seat utilization rates.

GHSO FY 2005 Final Program Report Evaluation

Agency:	Maury County Sheriff's Department
Project Title:	Small Community Grant (L.E.L. L.A.N.C.)
Program Area:	Alcohol/Occupant Protection
Project Characteristics:	Agency Networking; Enforcement Blitzes; C.P.S.
Type of Jurisdiction:	County
Targeted Population:	General Public
Funding:	**$10,000**
New/Continuation:	Continuation
Contact:	Richie Hickman
Evaluator:	LeVerne

Problem Identification

On-going law enforcement liaison program supporting occupant protection and alcohol abatement enforcement efforts.

Goals and Objectives

Reduce frequency of alcohol-related offenses and crashes; increase seat belt and child passenger safety seat utilization rates.

Strategies and Activities

Directed patrols, enforcement blitzes, child passenger safety checkpoints, alcohol and seat belt checkpoints, GHSO displays at public events.

Outcome Measures

Change in rate of alcohol-related offenses and crashes, and in utilization rates of seat belts and child passenger safety seats.

Results

On-going evaluation of crash rates and seat belt/safety seat utilization rates.

GHSO FY 2005 Final Program Report Evaluation

Agency: McNairy County Sheriff's Department
Project Title: Selective Enforcement
Program Area: Police Traffic Services
Project Characteristics: Enforcement
Type of Jurisdiction: County
Targeted Population: General Public
Funding: **$64,199**
New/Continuation: Continuation
Contact: Tommy Riley
Evaluator: LeVerne

Problem Identification

Report states that problem areas identified were those involving thefts, reckless driving, and break-ins; Hwy 64 construction area. (No data provided)

Goals and Objectives

Attend DUI, CPS, and radar certification training (as stated in report); reduce speed-related and alcohol-related crashes.

Strategies and Activities

Enforcement via patrol, stationary observation, and checkpoints.

Outcome Measures

Enforcement and crash statistics.

Results

Unclear (no baseline data or statistics provided); enforcement statistics for period provided, but no crash data.

GHSO FY 2005 Final Program Report Evaluation

Agency:	Meharry Medical College
Project Title:	Children Are Restrained for Safety
Program Area:	Occupant Protection
Project Characteristics:	CPS Checkpoints, Parent Education, Comm. Coalition
Type of Jurisdiction:	City
Targeted Population:	Minority Community (African-American & Hispanic)
Funding:	**$95,090**
New/Continuation:	New
Contact:	Irwin Goldzweig
Evaluator:	LeVerne

Problem Identification

Lack of proper restraint of children in vehicles by members of the minority (African-American & Hispanic) community in Memphis. Preliminary information showed 66% of children were unrestrained or improperly restrained.

Goals and Objectives

Develop, implement and test a community-based intervention to increase appropriate use of child restraints in low income African-American & Hispanic families.

Strategies and Activities

Parent education, CPS checkpoints, provision of child safety seats for low-income families.

Outcome Measures

Membership & meeting documentation, CPS seat checks, parent education events, rate of proper CPS seat usage.

Results

Membership developed; meetings, CPS seat checks and education events conducted. Rate of improper (or no) restraint use dropped to 38%.

GHSO FY 2005 Final Program Report Evaluation

Agency: Memphis P.D.
Project Title: Metro Traffic Enforcement Project
Program Area: Traffic Services
Project Characteristics: DUI checkpoints, child passenger checkpoints
Type of Jurisdiction: Municipality
Targeted Population: alcohol-impaired drivers
Funding: **$949,116**
New/Continuation: Continuation
Contact: Larry A. Godwin, Police Director
Evaluator: Dwyer

Problem Identification

Too many DUI crashes, too few children in restraints

Goals and Objectives

Arrest impaired drivers
Increase child restraint use
Obtain laptops for vehicles

Strategies and Activities

Targeted enforcement at high-crash locations.
Laptop purchase
Checkpoints

Targeted enforcement:

Impaired drivers, speeders, weekends and nights

Outcome Measures

None stated

Results

None reported

Goal achievement: Unknown. There are no crash data, no DUI arrest data, no comparison data.

Comments

Project's evaluation component was inadequate.

GHSO FY 2005 Final Program Report Evaluation

Agency:	Metro Nashville Police Department
Project Title:	Nashville Highway Safety Grant
Program Area:	Police Traffic Services
Project Characteristics:	Enforcement
Type of Jurisdiction:	County
Targeted Population:	DUI & Aggressive Driving Offenders
Funding:	**$965,117**
New/Continuation:	Continuation
Contact:	Anthony Carter, Captain
Evaluator:	LeVerne

Problem Identification

Crashes involving alcohol, aggressive driving, or work zones. No baseline data provided.

Goals and Objectives

Reduce alcohol-related fatal crashes (by 10%), aggressive driving, and crashes in work zones (by 10%).

Strategies and Activities

Conduct enforcement via establishment of Aggressive Driving Unit.

Outcome Measures

Enforcement statistics; crash rates.

Results

9% reduction in alcohol-related fatal crashes (preliminary); 952 aggressive driving stops; 69% reduction in work zone crashes.

GHSO FY 2005 Final Program Report Evaluation

Agency: THP
Project Title: Project C.A.R.
Program Area: Traffic Services
Project Characteristics: Targeted enforcement at work zones
Type of Jurisdiction: State
Targeted Population: General
Funding: **$700,000**
New/Continuation: Continuation
Contact: Captain Mike Walker
Evaluator: Dwyer

Problem Identification

Too many crashes in work zones
Need to assist local law enforcement with blitzes and checkpoints ("Stay Alive in 05")

Goals and Objectives

Reduce crashes, injuries, and fatalities at work zones
No specific goals for "Stay Alive in 05" project

Strategies and Activities

Targeted enforcement at 28 selected work zones
Assist local law enforcement with blitzes and checkpoints

Targeted enforcement:

Speeders in work zones. 8,342 citations written.

Outcome Measures

Number of crashes, injuries, and fatalities in targeted work zones

Results

64 crashes worked at the 28 sites: 33 injuries and no fatalities. No indication of whether these crashes were speed-related.
There are no data provided on DUI arrests at the construction zones, although data are presented that indicate that 39% of all construction zone crashes involve alcohol.

Goal achievement: Unknown. There are no comparable crash data from other sites. The report states that TDOT has to make these comparisons.

Comments

In order to evaluate the effectiveness of the targeted enforcement around the construction zones, the crash statistics from comparison construction zones must be obtained and analyzed. Without such a comparison, the impact of the officers' presence as a strategy for mitigating the crash rate cannot be ascertained. Apparently TDOT is supposed to make these comparisons for this project.

GHSO FY 2005 Final Program Report Evaluation

Agency: THP
Project Title: Selective Traffic Enforcement Program
Program Area: Traffic Services
Project Characteristics: Targeted enforcement at work zones
Type of Jurisdiction: State
Targeted Population: General
Funding: **$221,856**
New/Continuation: Continuation
Contact: Captain Mike Walker
Evaluator: Dwyer

Problem Identification

Too many crashes

Goals and Objectives

Run four different initiatives to reduce crashes (SEAR, CARE, SHARE, USE)
SEAR: 34 speed enforcement zones
CARE: targeted enforcement during major holidays
SHARE: targeted enforcement during Thanksgiving and Easter
USE: 10 days of extra enforcement on urban interstates

Strategies and Activities

Targeted speed enforcement

Targeted enforcement:

Speeders, restraint usage targeted
6,838 speeding citations
31 DUI arrests
1,925 safety belt citations
192 child restraint citations

Outcome Measures

SEAR: fatal crash data.
CARE/SHARE: none (only process measures re: numbers of citations, etc.)
USE: none (only process measures re: numbers of citations, etc.)

Results

Outcome measures for SEAR, only: 24 fewer fatal crashes in targeted areas.
Goal achievement: Partial; fewer fatalities in targeted SEAR areas.

Comments

Except for the fatal crash count in SEAR, the evaluation component of this project did not contain any outcome measures. The goals seemed to have been focused on process measures, only (numbers of citations, arrests, etc.). In this arena, partial success was reported. The larger issue of whether this intervention had any appreciable impact on the State's overall crash statistics remains unknown.

Effective strategies for evaluating interventions such as the one attempted here will require much more timely access to crash statistics. Because such an electronic system is about to be implemented, future projects of this sort can be expected to contain crash-related outcome measures.

GHSO FY 2005 Final Program Report Evaluation

Agency:	Vanderbilt Children's Hospital
Project Title:	Child Booster Seat Use in Tennessee
Program Area:	Occupant Protection
Project Characteristics:	Observational study of drivers; vehicle & seat inspections
Type of Jurisdiction:	State (large urban areas)
Targeted Population:	Drivers with CPS seat age children
Funding:	**$69,313**
New/Continuation:	New
Contact:	Veronica Gunn
Evaluator:	LeVerne

Problem Identification

Lack of, or improper, use of Child Passenger Safety restraints by drivers with CPS age children.

Goals and Objectives

Evaluation of appropriate use of CPS restraints one year after implementation of new state law requiring use of restraints.

Strategies and Activities

Observational studies/interviews of drivers; vehicle & seat inspections; data analysis.

Outcome Measures

Changes in proper CPS restraint usage among children, and certain process measures involving budget, time, etc.

Results

No significant improvement in restraint use for all age groups, but significant improvement (29% to 42%) by 4-8 year old passengers---improvement statistically significant for white passengers; further improvement needed among African-American 4-8 year old passengers.

GHSO FY 2005 Final Program Report Evaluation

Agency:	Winchester Police Department
Project Title:	Reduce Impaired Driving (R.I.D.)
Program Area:	Alcohol
Project Characteristics:	Enforcement; Public Awareness
Type of Jurisdiction:	City
Targeted Population:	General Public
Funding:	**$39,630.60**
New/Continuation:	New
Contact:	Clint Shrum, Sgt.
Evaluator:	LeVerne

Problem Identification

Impaired driving problems identified using FARS and local database; hard data are not provided.

Goals and Objectives

Unclear from report; presumed to be reduction in alcohol-related crashes through increased enforcement and awareness.

Strategies and Activities

Sobriety and child passenger safety seat checkpoints during holiday periods; peak hour enforcement saturations; Operation Graduation and Safety Fair public awareness activities.

Outcome Measures

Unclear from report; presumed to be alcohol-related crash numbers and enforcement totals; DUI conviction rate.

Results

50% increase in DUI arrests; 47% increase in DUI conviction rate; no crash data provided.

GHSO 2005 Final Program Report Log & Summary

GHSO Priority Area		Agency Name	Project Title	Dollar Amount	Primary Goal	Process Goal Achieved
Alcohol	PS	19th Judicial District (11-16)	Special DUI Prosecutor	$147,820.00	Increase prosecution of DUI offenders	Unknown
	PS	8th Judicial District (11-16)	Special DUI Prosecutor	$116,401.00	Increase prosecution of DUI offenders	Unknown
	GL	Dyersburg P.D. (11-16)	L.E.L. L.A.N.C.	$10,000.00	Reduce al-rel crashes; increase belt & safety seat use	Yes
	GL	Maury County S.D. (11-16)	L.E.L. L.A.N.C.	$10,000.00	Reduce al-rel crashes; increase belt & safety seat use	Yes
	GL	Montgomery County S.D. (11-16)	L.E.L. L.A.N.C.	$10,000.00	Reduce al-rel crashes; increase belt & safety seat use	Yes
	GL	Mount Carmel P.D. (11-16)	L.E.L. L.A.N.C.	$9,968.00	Reduce al-rel crashes; increase belt & safety seat use	Yes
	GL	Mt. Juliet P.D. (11-16)	L.E.L. L.A.N.C.	$10,000.00	Reduce al-rel crashes; increase belt & safety seat use	Yes
	PS	Tn. District A. G.'s Conference (11-16)	DUI Specialized Training Unit	$411,648.00	Train prosecutors & law enforcement in DUI/traffic	Yes
	GL	Waynesboro P.D. (11-16)	L.E.L. L.A.N.C.	$10,000.00	Reduce al-rel crashes; increase belt & safety seat use	Yes
	GL	Winchester P.D. (11-16)	Reduce Impaired Driving (R.I.D.)	$39,631.00	Increase DUI arrests/convictions; reduce al-rel	Partially
	GL	Winchester P.D. (11-16)	L.E.L. L.A.N.C.	$10,000.00	Reduce al-rel crashes; increase belt & safety seat use	Yes
	PS	10th Judicial District (11-23)	Special DUI Prosecutor	$141,563.00	Increase prosecution of DUI offenders	Yes
	PS	11th Judicial District (11-23)	Special DUI Prosecutor	$148,766.00	Increase prosecution of DUI offenders	Unknown
	PS	13th Judicial District (11-23)	Special DUI Prosecutor	$125,662.00	Increase prosecution of DUI offenders	Unknown
	PS	17th Judicial District (11-23)	Special DUI Prosecutor	$122,263.00	Increase prosecution of DUI offenders	Unknown
	PS	1st Judicial District (11-23)	Special DUI Prosecutor	$91,457.00	Increase prosecution of DUI offenders	Unknown
	PS	20th Judicial District (11-23)	Special DUI Prosecutor	$205,503.00	Increase prosecution of DUI offenders	Yes
	PS	21st Judicial District (11-23)	Special DUI Prosecutor	$131,058.00	Increase prosecution of DUI offenders	Yes
	PS	23rd Judicial District (11-23)	Special DUI Prosecutor	$136,087.00	Increase prosecution of DUI offenders	Yes
	PS	26th Judicial District (11-23)	Special DUI Prosecutor	$125,018.00	Increase prosecution of DUI offenders	Yes
	PS	2nd Judicial District (11-23)	Special DUI Prosecutor	$112,785.00	Increase prosecution of DUI offenders	Unknown
	PS	30th Judicial District (11-23)	Special DUI Prosecutor	$147,108.00	Increase prosecution of DUI offenders	Yes
	PS	4th Judicial District (11-23)	Special DUI Prosecutor	$112,785.00	Increase prosecution of DUI offenders	Unknown
	PS	6th Judicial District (11-23)	Special DUI Prosecutor	$146,520.00	Increase prosecution of DUI offenders	Yes
	PS	Administrative Office of the Courts (11-2	General Sessions Court Judges Traini	$89,903.00	Training of General Sessions judges on DUI issues	Yes
	GL	Collierville P.D. (11-23)	L.E.L. L.A.N.C.	$10,000.00	ce al-rel crashes; increase belt & safety seat use rates	Yes
	GL	Davidson County S.D. (11-23)	Sober Ride	$4,975.00	w Year's Eve & St. Patrick's Day fatalities, injuries, etc.	Partially
	GL	Jackson County S.D. (11-23)	L.E.L. L.A.N.C.	$10,000.00	ce al-rel crashes; increase belt & safety seat use rates	Yes
	GL	Martin P.D. (11-23)	L.E.L. L.A.N.C.	$10,000.00	ce al-rel crashes; increase belt & safety seat use rates	Yes
	GL	Tennessee Bureau of Investigation (11-3	DUI Breath Alcohol Program	$1,488,939.00	Obtain & distribute new alcohol-testing equipment	Partially
	GL	Athens P.D. (12-7)	L.E.L. L.A.N.C.	$10,000.00	ce al-rel crashes; increase belt & safety seat use rates	Yes
	PS	East Tennessee State University	L.E.L. L.A.N.C.	$10,000.00	ce al-rel crashes; increase belt & safety seat use rates	Yes
				$4,165,860.00		
Youth Alcohol	GL	Martin P.D. (11-16)	Youth Alcohol Traffic Safety	$31,788.00	Reduce underage alcohol consumption and sales	Unknown
	GL	M.A.D.D. (11-16)	Protecting You, Protecting Me	$66,821.00	Increase youth awareness of alcohol use risks	Yes
	GL	Shelby County S.D. (11-23)	Metro Youth DUI Unit	$150,000.00	Reduce youth alcohol-related crashes	Yes
	GL	Rhodes College (12-7)	Alcohol Education Program	$24,474.00	on-campus alcohol violations; raise student awareness	Yes
			Youth Alcohol Sub-Total	**$273,083.00**		
Community Traffic Safety Programs	GL	Upper Cumberland Development Dist. (1	Macon County Safe Communities	$19,892.00	Reduce crashes; increase belt use	Unknown
	GL	Upper Cumberland Development Dist.	Overton County Safe Communities	$19,892.00	Reduce crashes; increase belt use	Unknown
	GL	Rhea County S.D. (12-7)	Community Traffic Safetly Program	$63,735.00	uce speeding & al-rel crashes; increase seat belt usage	Yes
			C.T.S.P. Sub-Total	**$103,519.00**		
Occupant Protection	GL	Marion County S.D. (11-16)	My Seat My Size	$7,500.00	Provide education/awareness to persons caring for	Yes
	GL	Bradley County Health Department (11-	Bradley County Safe Ride	$20,272.00	Reduce child injury crashes; distribute CPS devices	Partially
	GL	Meharry Medical College (11-23)	Children Are Restrained For Safety	$95,090.00	crease proper CPS restraint use in minority community	Yes
	GL	Polk County Health Department (11-23)	Polk County Car Seat Project	$19,406.00	Reduce child injuries; increase CPS seat availability	No
	GL	Upper Cumberland Development Dist. (1	Boost and Buckle Our Kids	$20,000.00	crease belt usage rates; educate parents on CPS usage	Yes
	GL	Vanderbilt Children's Hospital (11-23)	Child Booster Seat Use in Tennessee	$69,313.00	aluate proper use of CPS restraints after change in law	Yes
	GL	East Tennessee State University	TN Child Passenger Safety Center	$283,184.00	Promote usage level of belts and CPS devices	Yes
			O.P. Sub-Total	**$514,765.00**		

GHSO Priority Area		Agency Name	Project Title	Dollar Amount	Primary Goal	Process Goal Achieved
Police Traffic Services	GL	Clarksville P.D. (11-16)	Clarksville S.T.E.P.	$169,268.00	Reduce overall crashes	Yes
	WD	Bradley Co. S.O. (11-23)	Operation Safe Streets	$163,053.00	Reduce overall crashes	Yes
	WD	Brownsville P.D. (11-23)	Brownsville/Haywood Co. CERT	$92,970.00	Reduce crashes, DUI and non-safety belt usage	Yes
	GL	Hardin County S.D. (11-16)	Hardin County Highway Safety Progra	$63,667.00	Reduce alcohol-related crashes	Unknown
	GL	Knoxville P.D. (11-16)	Aggressive Driving Enforcement	$100,000.00	Reduce al-rel fatalities and injury crashes; increase	Partially
	Gl	Maryville P.D. (11-16)	Maryville Police Traffic Unit	$96,120.00	Increase enforcement and reduce crashes	Partially
	GL	McNairy County S.D. (11-16)	Selective Enforcement	$64,199.00	Reduce al-rel and speed-related crashes	Unknown
	GL	Metro Nashville P.D. (11-16)	Nashville Highway Safety Grant	$965,117.00	Reduce al-rel fatals and work zone crashes	Yes
	WD	Hendersonville P.D. (11-23)	Speed Management	$10,135.00	Reduce fatalities	Yes
	WD	Loudon P.D. (11-23)	Loudon P.D. Traffic Safety	$79,925.00	alcohol & speed-related crashes; increase DUI arrests	Yes
	WD	Madison County S.D. (11-23)	Small Community Work Zone	$60,000.00	Reduce workzone crshes	Yes
	WD	Memphis P.D. (11-23)	Metro Traffic Enforcement Project	$965,117.00	crease DUI arrests & child restraint use; obtain laptops	Unknown
	WD	Shelby County S.D. (11-23)	Police Traffic Service	$75,000.00	Reduce crashes & fatalities	Unknown
	WD	Tennessee Department of Safety (11-30	Project C.A.R.	$700,000.00	Reduce work zone crashes, injuries, & fatalities	Yes
	WD	Tennessee Department of Safety (11-30	Selective Traffic Enforcement	$221,856.00	Reduce overall crashes	Partial
	WD	Tennessee Department of Safety (11-30	Strike Three	$418,200.00	Reduce overal crashes	Partially
	GL	Blount County S.D. (12-6)	Traffic Safety Unit	$293,849.00	Unknown	Unknown
	WD	Bristol P.D. (12-7)	High Crash Intervention Program	$43,849.00	Increase enforcement and reduce crashes	Yes
	WD	Collegedale P.D. (12-7)	Collegedale Area Traffic Safety	$52,225.00	Reduce overall crashes	Partially
	WD	Sullivan County Sheriff's Dept**	Operation Deceleration	$100,000.00	Reduce crashes, injuries and fatalities	Yes
	WD	Chattanooga Police Department	Highway 153 Project	$184,788.00	duce crashes along Hgwy 153 15% from previous year	Yes
			P.T.S. Sub-Total	**$4,919,338.00**		
Pupil Traffic Safety	GL	Shelby County Schools (11-23)	Cross Over To Safety	$73,599.39	Enhance student safety	Yes
				$73,599.39		
Traffic Records	PS	University of Tennessee (12-7)	Calculating Tennessee Crash Rate Da	$43,699.00	ptualize recalculation of VMT for Tennessee traffic data	Yes
			T. R. Sub-Total	**$43,699.00**		
Support & Administration	GL	Columbia State Community College (11-	Tenn. Criminal Justice Language	$195,240.00	Provide Spanish language training to law enforcement	Yes
	PS	TN. Assoc. of Chiefs of Police (12-7)	Highway Safety Training for CLEO's	$6,750.00	Training and meetings with TN Association of Chiefs	Yes
	PS	IPTM Traffic Safety Training	Institute of Police Technology &	$99,500.00	Provide training for law enforcement	Yes
			S. & A. Sub-Total	$301,490.00		
Total Reports:			**Grand Total**	**$10,395,353.39**		

GOVERNOR'S HIGHWAY SAFETY OFFICE

STATE OF TENNESSEE

ANNUAL MEDIA REPORT 2005

PHIL BREDESEN
GOVERNOR OF TENNESSEE

GERALD F. NICELY
COMMISSIONER, TENNESSEE
DEPARTMENT OF TRANSPORTATION

CHUCK TAYLOR
DIRECTOR, GOVERNOR'S
HIGHWAY SAFETY OFFICE

DECEMBER 31, 2005

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FY 2004-2005 Media Purchases

Station	Radio/TV	Campaign	DP	Dates	Purchase Price	Spots Aired	Added Value Free Spots	Project #	Project Title	Message Aired	Reach	Area of Impact
Chat Rat Productions	Radio	3	5	10-1/10-31-04	$1,200.00	140	0	97106062304	154PM-05-12	Big Orange Sunday	83,800	Statewide
Chat Rat Productions	Radio	3	5	11-1/12-31-04	$2,400.00	264	12	97106062304	154PM-05-12	Big Orange Sunday	83,800	Statewide
ClearChannel	Radio	3	5	10-1/10-31-04	$6,000.00	148	0	97106062304	154PM-05-12	UT Football	46,800	Statewide
ClearChannel	Radio	3	5	11-1/11-30-04	$8,620.00	155	0	97106062304	154PM-05-12	UT Football	46,800	Statewide
ClearChannel	Radio	3	5	12-1/12-31-05	$6,850.00	156	0	97106062304	154PM-05-12	UT Football	46,800	Statewide
KJMS	Radio	2	5	11-22/11-30-04	$2,304.00	16	0	97106062304	154PM-05-12	Holiday Campaign	72,300	Memphis
KJMS	Radio	2	5	12-1/12-31-04	$7,776.00	54	0	97106062304	154PM-05-12	Holiday Campaign	72,300	Memphis
KJMS	Radio	2	5	1-1/1-8-05	$1,872.00	13	0	97106062304	154PM-05-12	Holiday Campaign	72,300	Memphis
KJMS	Radio	4	5	3-28/4-8-05	$1,075.00	10	8	97106063404	PM-05-01	Work Zone	72,300	Memphis
KJMS	Radio	4	5	3-28/4-8-05	$1,505.00	14	16	97106063404	PM-05-01	Work Zone	72,300	Memphis
KJMS	Radio	7	5	5-2/5-15-05	$4,018.00	46	0	97106063504	INPM5-05-02	Buckle Up	72,300	Memphis
KJMS	Radio	8	5	5-16/5-30-05	$6,800.00	78	0	97106063004	INPM4-05-01	Click It or Ticket	72,300	Memphis
KJMS	Radio	9	5	6-13/6-30-05	$1,602.00	18	18	97106062204	157PM-05-01	100 Days of Summer	72,300	Memphis
KJMS	Radio	9	5	6-13/6-30-05	$1,602.00	18	18	97106062304	154PM-05-12	100 Days of Summer	72,300	Memphis
KJMS	Radio	11	5	6/30/2005	$614.00	4	0	97106062304	154PM-05-12	Bredesen Message	72,300	Memphis
KJMS	Radio	11	6	7-1/7-5-05	$2,457.00	20	0	97106062304	154PM-05-12	Bredesen Message	72,300	Memphis
KJMS	Radio	9	6	7-1/9-6-05	$5,918.50	66	67	97106063204	154PM-05-12	100 Days of Summer	72,300	Memphis
KJMS	Radio	9	6	7-1/9-6-05	$5,918.50	67	66	97106062304	154PM-05-12	100 Days of Summer	72,300	Memphis
KJMS	Radio	10	6	8-19/9-6-05	$7,664.00	64	196	97106062304	154PM-05-12	Booze it & Lose it	72,300	Memphis
Metro Networks-Knoxville	Radio	2	5	11-22/11-28-04	$630.00	18	12	97106062304	154PM-05-12	Holiday Campaign	565,900	Knoxville
Metro Networks-Knoxville	Radio	2	5	11-29/1-8-05	$2,520.00	72	96	97106062304	154PM-05-12	Holiday Campaign	565,900	Knoxville
Metro Networks-Knoxville	Radio	2	5	11-29/1-8-05	$1,260.00	36	29	97106062304	154PM-05-12	Holiday Campaign	565,900	Knoxville
Metro Networks-Knoxville	Radio	4	5	3-28/4-10-05	$4,960.00	124	33	97106063404	PM-05-01	Work Zone	565,900	Knoxville
Metro Networks-Knoxville	Radio	7	5	5-2/5-30-05	$2,480.00	62	11	97106063504	INPM5-05-02	Buckle Up	565,900	Knoxville
Metro Networks-Knoxville	Radio	8	5	5-2/5-30-05	$2,480.00	62	29	97106063004	INPM4-05-01	Click It or Ticket	565,900	Knoxville
Metro Newtworks-Knoxville	Radio	10	6	8-19/9-6-05	$2,520.00	63	52	97106062304	154PM-05-12	Booze it & Lose it	565,900	Knoxville
Metro Networks-Memphis	Radio	2	5	11-22/11-28-04	$630.00	18	18	97106062304	154PM-05-12	Holiday Campaign	921,300	Memphis
Metro Networks-Memphis	Radio	2	5	11-29/1-8-05	$2,520.00	72	63	97106062304	154PM-05-12	Holiday Campaign	921,300	Memphis
Metro Networks-Memphis	Radio	2	5	11-29/1-8-05	$1,260.00	36	83	97106062304	154PM-05-12	Holiday Campaign	921,300	Memphis
Metro Networks-Memphis	Radio	4	5	3-28/4-10-05	$4,992.00	192	106	97106063404	PM-05-01	Work Zone	921,300	Memphis

Metro Networks-Memphis	Radio	7	5	5-2/5-15-05	$2,496.00	96	75	97106063504	INPM5-05-02	Buckle Up	921,300	Memphis
Metro Networks-Memphis	Radio	8	5	5-16/5-30-05	$2,496.00	96	75	97106063004	INPM4-05-01	Click It or Ticket	921,300	Memphis
Metro Networks-Memphis	Radio	10	6	8-19/9-6-05	$2,496.00	96	12	97106062304	154PM-05-12	Booze it & Lose it	921,300	Memphis
Metro Networks-Nashville	Radio	2	5	11-22/11-28-04	$540.00	18	9	97106062304	154PM-05-12	Holiday Campaign	995,800	Nashville
Metro Networks-Nashville	Radio	2	5	11-29/1-8-05	$2,160.00	72	70	97106062304	154PM-05-12	Holiday Campaign	995,800	Nashville
Metro Networks-Nashville	Radio	2	5	11-29/1-8-05	$1,080.00	36	91	97106062304	154PM-05-12	Holiday Campaign	995,800	Nashville
Metro Networks-Nashville	Radio	7	5	5-2/5-15-05	$2,496.00	96	25	97106063504	INPM5-05-02	Buckle Up	995,800	Nashville
Metro Networks-Nashville	Radio	8	5	5-16/5-30-05	$2,496.00	96	9	97106063004	INPM4-05-01	Click It or Ticket	995,800	Nashville
Metro Networks-Nashville	Radio	4	5	3-28/4-10-05	$4,992.00	192	164	97106063404	PM-05-01	Work Zone	995,800	Nashville
Metro Networks-Nashville	Radio	10	6	8-19/9-6-05	$2,496.00	96	203	97106062304	154PM-05-12	Booze it & Lose it	995,800	Nashville
Metro Networks-Chattanooga	Radio	2	5	11-22/11-28-04	$450.00	18	280	97106062304	154PM-05-12	Holiday Campaign	378,400	Chattanooga
Metro Networks-Chattanooga	Radio	2	5	11-29/1-8-05	$1,800.00	72	288	97106062304	154PM-05-12	Holiday Campaign	378,400	Chattanooga
Metro Networks-Chattanooga	Radio	2	5	11-29/1-8-05	$900.00	36	45	97106062304	154PM-05-12	Holiday Campaign	378,400	Chattanooga
Metro Networks-Chattanooga	Radio	4	5	3-28/4-10-05	$5,000.00	250	838	97106063404	PM-05-01	Work Zone	378,400	Chattanooga
Metro Networks-Chattanooga	Radio	7	5	5-2/5-15-05	$2,480.00	124	171	97106063504	INPM5-05-02	Buckle Up	378,400	Chattanooga
Metro Networks-Chattanooga	Radio	8	5	5-16/5-30-05	$2,480.00	124	89	97106063004	INPM4-05-01	Click It or Ticket	378,400	Chattanooga
Metro Networks-Chattanooga	Radio	10	6	8-19/9-6-05	$2,480.00	124	154	97106062304	154PM-05-12	Booze it & Lose it	378,400	Chattanooga
Metro Networks-Clarksville	Radio	4	5	3-28/4-10-05	$0.00	0	346	97106063404	PM-05-01	Work Zone	56,900	Clarksville
Metro Networks-Clarksville	Radio	7	5	5-2/5-15-05	$0.00	0	187	97106063504	INPM5-05-02	Buckle Up	56,900	Clarksville
Metro Networks-Clarksville	Radio	8	5	5-16/5-30-05	$0.00	0	173	97106063004	INPM4-05-01	Click It or Ticket	56,900	Clarksville
Metro Networks-Clarksville	Radio	10	6	8-19/9-6-05	$0.00	0	404	97106062304	154PM-05-12	Booze it & Lose it	56,900	Clarksville
Tennessee Radio Networks	Radio	2	5	11-22/11-26-04	$1,732.00	576	144	97106062304	154PM-05-12	Holiday Campaign	262,000	Statewide
Tennessee Radio Networks	Radio	2	5	11-27/12-24-04	$6,928.00	960	5412	97106062304	154PM-05-12	Holiday Campaign	262,000	Statewide
Tennessee Radio Networks	Radio	2	5	12-24/1-1-05	$1,732.00	0	714	97106062304	154PM-05-12	Holiday Campaign	262,000	Statewide
Tennessee Radio Networks	Radio	9	5	6-13/6-30-05	$770.00	136	340	97106062204	157PM-05-01	100 Days of Summer	262,000	Statewide
Tennessee Radio Networks	Radio	9	5	6-13/6-30-05	$770.00	136	340	97106062304	154PM-05-12	100 Days of Summer	262,000	Statewide
Tennessee Radio Networks	Radio	9	6	7-1/9-6-05	$4,235.00	884	1802	97106062204	157PM-05-01	100 Days of Summer	262,000	Statewide

Tennessee Radio Networks	Radio	9	6	7-1/9-6-05	$4,235.00	884	1802	97106062304	154PM-05-12	100 Days of Summer	262,000	Statewide
Tennessee Radio Networks	Radio	11	6	7-1/7-5-05	$1,500.00	420	350	97106062304	154PM-05-12	Bredesen Message	262,000	Statewide
Time Warner	Cable	3.1	5	12-3/12-26-04	$1,770.00	8	0	97106062304	154PM-05-12	Bear	5,797,000	Memphis
Time Warner	Cable	3.1	5	12-3/12-26-04	$1,770.00	9	0	97106062204	157PM-05-01	Suit	5,797,000	Memphis
Time Warner	Cable	3.1	5	12-6/12-26-04	$500.00	6	0	97106062304	154PM-05-12	Bear	5,797,000	Memphis
Time Warner	Cable	3.1	5	12-6/12-26-04	$500.00	6	0	97106062204	157PM-05-01	Suit	5,797,000	Memphis
Time Warner	Cable	3.1	5	11-1/11-21-04	$955.00	7.5	0	97106062304	154PM-05-12	Bear	5,797,000	Memphis
Time Warner	Cable	3.1	5	11-1/11-21-04	$955.00	7.5	0	97106062204	157PM-05-01	Suit	5,797,000	Memphis
Time Warner	Cable	3.1	5	1-4/1-21-05	$1,470.00	5	0	97106062304	154PM-05-12	Bear	5,797,000	Memphis
Time Warner	Cable	3.1	5	1-4/1-21-05	$1,470.00	5	0	97106062204	157PM-05-01	Suit	5,797,000	Memphis
Time Warner	Cable	3.1	5	1-4/1-27-05	$1,830.00	9	0	97106062304	154PM-05-12	Bear	5,797,000	Memphis
Time Warner	Cable	3.1	5	1-4/1-27-05	$1,830.00	9	0	97106062204	157PM-05-01	Suit	5,797,000	Memphis
Time Warner	Cable	3.1	5	1-31/2-26-05	$1,400.00	7	0	97106062304	154PM-05-12	Bear	5,797,000	Memphis
Time Warner	Cable	3.1	5	1-31/2-26-05	$1,400.00	6	0	97106062204	157PM-05-01	Suit	5,797,000	Memphis
WBUZ	Radio	11	6	7-1/7-5-05	$1,500.00	20	10	97106062304	154PM-05-12	Bredesen Message	49,700	Nashville
WCJK	Radio	11	5	6/30/2005	$175.00	4	3	97106062304	154PM-05-12	Bredesen Message	94,400	Nashville
WCJK	Radio	11	6	7-1/7-5-05	$1,340.00	21	20	97106062304	154PM-05-12	Bredesen Message	94,400	Nashville
WEGR	Radio	1	5	10-25/10-30-04	$1,012.00	7	0	97106062304	154PM-05-12	Work Zone	104,600	Memphis
WEGR	Radio	1	5	10-25/10-30-04	$1,012.00	7	0	97106062204	157PM-05-01	Work Zone	104,600	Memphis
WEGR	Radio	1	5	11-1/11-13-04	$2,024.00	14	0	97106062204	157PM-05-01	Work Zone	104,600	Memphis
WEGR	Radio	1	5	11-1/11-13-04	$2,024.00	14	0	97106062304	154PM-05-12	Work Zone	104,600	Memphis
WEGR	Radio	2	5	11-22/11-30-04	$2,300.00	20	0	97106062304	154PM-05-12	Holiday Campaign	104,600	Memphis
WEGR	Radio	2	5	12-1/12-31-04	$7,590.00	66	0	97106062304	154PM-05-12	Holiday Campaign	104,600	Memphis
WEGR	Radio	2	5	1-1/1-8-05	$1,840.00	16	0	97106062304	154PM-05-12	Holiday Campaign	104,600	Memphis
WEGR	Radio	7	5	5-2/5-15-05	$1,093.04	15	0	97106063504	INPM5-05-02	Buckle Up	104,600	Memphis
WEGR	Radio	7	5	5-2/5-15-05	$2,898.96	31	0	97106063004	INPM4-05-01	Buckle Up	104,600	Nashville
WEGR	Radio	8	5	5-16/5-30-05	$6,556.00	73	0	97106063004	INPM4-05-01	Click It or Ticket	104,600	Memphis
WEGR	Radio	9	5	6-13/6-30-05	$1,617.00	21	21	97106062204	157PM-05-01	100 Days of Summer	104,600	Memphis
WEGR	Radio	9	5	6-13/6-30-05	$1,617.00	21	21	97106062304	154PM-05-12	100 Days of Summer	104,600	Memphis
WEGR	Radio	11	5	6/30/2005	$630.00	3	0	97106062304	154PM-05-12	Bredesen Message	104,600	Memphis
WEGR	Radio	11	6	7-1/7-5-05	$2,406.00	17	0	97106062304	154PM-05-12	Bredesen Message	104,600	Memphis
WEGR	Radio	9	6	7-1/9-6-05	$5,890.50	84	80	97106062204	157PM-05-01	100 Days of Summer	104,600	Memphis
WEGR	Radio	9	6	7-1/9-6-05	$5,890.50	85	80	97106062304	154PM-05-12	100 Days of Summer	104,600	Memphis
WEGR	Radio	10	6	8-19/9-6-05	$5,326.00	52	0	97106062304	154PM-05-12	Booze it & Lose it	104,600	Memphis
WFKX	Radio	2	5	11-22/11-30-04	$645.00	29	0	97106062304	154PM-05-12	Holiday Campaign	40,000	Jackson
WFKX	Radio	2	5	12-1/12-31-04	$2,280.00	102	0	97106062304	154PM-05-12	Holiday Campaign	40,000	Jackson
WFKX	Radio	2	5	1-1/1-9-05	$630.00	29	0	97106062304	154PM-05-12	Holiday Campaign	40,000	Jackson
WGFX	Radio	3	5	10-2/10-30-04	$1,500.00	15	0	97106062304	154PM-05-12	Jeff Fisher	41,400	Nashville
WGFX	Radio	2	5	11-22/11-28-04	$1,730.00	52	0	97106062304	154PM-05-12	Holiday Campaign	41,400	Nashville
WGFX	Radio	2	5	11-29/1-8-05	$10,380.00	81	184	97106062304	154PM-05-12	Holiday Campaign	41,400	Nashville
WGFX	Radio	3	5	11-1/12-30-04	$2,287.14	27	0	97106062304	154PM-05-12	Jeff Fisher	41,400	Nashville
WGFX	Radio	7	5	5-2/5-15-05	$4,100.00	28	53	97106063504	INPM5-05-02	Buckle Up	41,400	Nashville
WGFX	Radio	8	5	5-16/5-29-05	$4,100.00	28	38	97106063004	INPM4-05-01	Click It or Ticket	41,400	Nashville
WGFX	Radio	9	5	6-13/6-30-05	$1,575.00	9	23	97106062204	157PM-05-01	100 Days of Summer	41,400	Nashville
WGFX	Radio	9	5	6-13/6-30-05	$5,550.00	42	30	97106062304	154PM-05-12	100 Days of Summer	41,400	Nashville
WGFX	Radio	9	6	7-1/9-6-05	$5,550.00	42	30	97106062204	157PM-05-01	100 Days of Summer	41,400	Nashville
WGFX	Radio	9	6	7-1/9-6-05	$1,575.00	9	23	97106062304	154PM-05-12	100 Days of Summer	41,400	Nashville
WGFX	Radio	11	5	6/30/2005	$1,500.00	10	0	97106062304	154PM-05-12	Bredesen Message	41,400	Nashville
WGFX	Radio	11	6	7-1/7-5-05	$1,500.00	10	22	97106062304	154PM-05-12	Bredesen Message	41,400	Nashville
WGFX	Radio	10	6	8-19/9-11-05	$4,960.00	31	31	97106062304	154PM-05-12	Booze it & Lose it	41,400	Nashville

WGKX	Radio	2	5	11-22/1-8-05	$12,180.00	112	0	97106062304	154PM-05-12	Holiday Campaign	29,800	Memphis
WGKX	Radio	7	5	5-2/5-15-05	$2,000.00	25	0	97106063504	INPM5-05-02	Buckle Up	29,800	Memphis
WGKX	Radio	8	5	5-16/5-30-05	$2,240.00	28	0	97106063004	INPM4-05-01	Click It or Ticket	29,800	Memphis
WGKX	Radio	9	5	6-13/6-30-05	$742.50	5	6	97106062204	157PM-05-01	100 Days of Summer	29,800	Memphis
WGKX	Radio	9	5	6-13/6-30-05	$742.50	6	6	97106062304	154PM-05-12	100 Days of Summer	29,800	Memphis
WGKX	Radio	9	6	7-1/8-6-05	$3,795.00	22	22	97106062204	157PM-05-01	100 Days of Summer	29,800	Memphis
WGKX	Radio	9	6	7-1/8-6-05	$3,795.00	21	22	97106062304	154PM-05-12	100 Days of Summer	29,800	Memphis
WGKX	Radio	9	6	8-6/9-6-05	$412.50	2	3	97106062304	154PM-05-12	100 Days of Summer	29,800	Memphis
WGKX	Radio	9	6	8-6/9-6-05	$412.50	3	2	97106062204	157PM-05-01	100 Days of Summer	29,800	Memphis
WGKX	Radio	11	5	6/30/2005	$600.00	3	0	97106062304	154PM-05-12	Bredesen Message	29,800	Memphis
WGKX	Radio	11	6	7-1/7-5-05	$1,403.00	14	17	97106062304	154PM-05-12	Bredesen Message	29,800	Memphis
WGKX	Radio	10	6	8-19/9-6-05	$2,660.00	18	17	97106062304	154PM-05-12	Booze it & Lose it	29,800	Memphis
WGOW	Radio	7	5	5-2/5-15-05	$1,080.00	24	24	97106063504	INPM5-05-02	Buckle Up	610	Chattanooga
WGOW	Radio	8	5	5-16/5-30-05	$1,080.00	24	24	97106063004	INPM4-05-01	Click It or Ticket	11,100	Chattanooga
(LaBuena)	Radio	2	5	11-11/11-29-04	$1,503.00	49	0	97106062304	154PM-05-12	Holiday Campaign	133,000	Nashville
WHRK	Radio	1	5	10-25/10-30-04	$1,004.00	8	0	97106062304	154PM-05-12	Work Zone	117,700	Memphis
WHRK	Radio	1	5	10-25/10-30-04	$1,004.00	8	0	97106062204	157PM-05-01	Work Zone	117,700	Memphis
WHRK	Radio	1	5	11-1/11-13-04	$2,008.00	16	0	97106062304	154PM-05-12	Work Zone	117,700	Memphis
WHRK	Radio	1	5	11-1/11-13-04	$2,008.00	16	0	97106062204	157PM-05-01	Work Zone	117,700	Memphis
WHRK	Radio	2	5	11-22/11-30-04	$2,355.00	15	0	97106062304	154PM-05-12	Holiday Campaign	117,700	Memphis
WHRK	Radio	2	5	12-1/12-31-04	$7,693.00	49	0	97106062304	154PM-05-12	Holiday Campaign	117,700	Memphis
WHRK	Radio	2	5	1-1/1-8-05	$2,041.00	13	0	97106062304	154PM-05-12	Holiday Campaign	117,700	Memphis
WHRK	Radio	4	5	3-28/4-8-05	$1,033.00	11	8	97106063404	PM-05-01	Work Zone	117,700	Memphis
WHRK	Radio	4	5	3-28/4-8-05	$1,407.00	15	18	97106063404	PM-05-01	Work Zone	117,700	Memphis
WHRK	Radio	7	5	5-2/5-15-05	$4,422.00	48	0	97106063504	INPM5-05-02	Buckle Up	117,700	Memphis
WHRK	Radio	8	5	5-16/5-30-05	$7,384.00	84	0	97106063004	INPM4-05-01	Click It or Ticket	117,700	Memphis
WHRK	Radio	9	5	6-13/6-30-05	$1,477.50	25	22	97106062204	157PM-05-01	100 Days of Summer	117,700	Memphis
WHRK	Radio	9	5	6-13/6-30-05	$1,477.50	24	22	97106062304	154PM-05-12	100 Days of Summer	117,700	Memphis
WHRK	Radio	9	6	7-1/9-6-05	$4,150.00	65	60	97106062204	157PM-05-01	100 Days of Summer	117,700	Memphis
WHRK	Radio	9	6	7-1/9-6-05	$4,150.00	65	61	97106062304	154PM-05-12	100 Days of Summer	117,700	Memphis
WHRK	Radio	11	5	6/30/2005	$669.00	5	0	97106062304	154PM-05-12	Bredesen Message	117,700	Memphis
WHRK	Radio	11	5	7-1/7-5/05	$2,424.00	20	0	97106062304	154PM-05-12	Bredesen Message	117,700	Memphis
WHRK	Radio	10	6	8-19/9-6-05	$9,150.00	75	69	97106062304	154PM-05-12	Booze it & Lose it	117,700	Memphis
WIMZ	Radio	1	5	10-25/11-14-04	$1,020.00	35.5	0	97106062304	154PM-05-12	Work Zone	34,600	Knoxville
WIMZ	Radio	1	5	10-25/11-14-04	$1,020.00	35.5	0	97106062204	157PM-05-01	Work Zone	34,600	Knoxville
WIMZ	Radio	1	5	11-2/11-14-04	$2,040.00	71	0	97106062304	154PM-05-12	Work Zone	34,600	Knoxville
WIMZ	Radio	1	5	11-2/11-14-04	$2,040.00	71	0	97106062204	157PM-05-01	Work Zone	34,600	Knoxville
WIMZ	Radio	2	5	11-22/11-30-04	$2,505.00	78	0	97106062304	154PM-05-12	Holiday Campaign	34,600	Knoxville
WIMZ	Radio	2	5	12-1/12-31-04	$6,340.00	237	0	97106062304	154PM-05-12	Holiday Campaign	34,600	Knoxville
WIMZ	Radio	2	5	1-1/1-9-05	$2,145.00	84	0	97106062304	154PM-05-12	Holiday Campaign	34,600	Knoxville
WIMZ	Radio	4	5	3-28/4-8-05	$2,000.00	22	44	97106063404	PM-05-01	Work Zone	37,300	Knoxville
WIMZ	Radio	7	5	5-2/5-15-05	$6,000.00	110	80	97106063504	INPM5-05-02	Buckle Up	37,300	Knoxville
WIMZ	Radio	8	5	5-16/5-30-05	$6,000.00	110	85	97106063004	INPM4-05-01	Click It or Ticket	37,300	Knoxville
WIMZ	Radio	11	6	7-2/7-4-05	$1,860.00	36	12	97106062304	154PM-05-12	Bredesen Message	37,300	Knoxville
WIMZ	Radio	9	5	6-13/6-30-05	$1,745.00	35	30	97106062204	157PM-05-01	100 Days of Summer	37,300	Knoxville
WIMZ	Radio	9	5	6-13/6-30-05	$1,745.00	35	30	97106062304	154PM-05-12	100 Days of Summer	37,300	Knoxville
WIMZ	Radio	9	6	7-1/7-30-05	$2,630.00	60	40	97106062204	157PM-05-01	100 Days of Summer	37,300	Knoxville
WIMZ	Radio	9	6	7-1/7-30-05	$2,630.00	60	39	97106062304	154PM-05-12	100 Days of Summer	37,300	Knoxville
WIMZ	Radio	9	6	8-1/8-31-05	$2,702.50	58	44	97106062204	157PM-05-01	100 Days of Summer	37,300	Knoxville
WIMZ	Radio	9	6	8-1/8-31-05	$2,702.50	58	45	97106062304	154PM-05-12	100 Days of Summer	37,300	Knoxville
WIMZ	Radio	9	6	9-1/9-6-05	$422.50	10	6	97106062204	157PM-05-01	100 Days of Summer	37,300	Knoxville
WIMZ	Radio	9	6	9-1/9-6-05	$422.50	10	6	97106062304	154PM-05-12	100 Days of Summer	37,300	Knoxville

WIMZ	Radio	10	6	8-19/9-6-05	$3,760.00	90	36	97106062304	154PM-05-12	Booze it & Lose it	37,300	Knoxville
WIVK	Radio	3	5	9-1/10-24-05	$3,487.47	14	0	97106062304	154PM-05-12	UT Football	26,200	Knoxville
WIVK	Radio	3	5	10-25/10-30-04	$2,287.14	3	0	97106062304	154PM-05-12	UT Football	26,200	Knoxville
WIVK	Radio	3	5	11-5/11-29-04	$2,287.14	19	0	97106062304	154PM-05-12	UT Basketball	26,200	Knoxville
WIVK	Radio	3	5	12-4/12-30-04	$2,287.14	16	0	97106062304	154PM-05-12	UT Basketball	26,200	Knoxville
WIVK	Radio	3	5	1-2/1-29-05	$2,287.14	18	0	97106062304	154PM-05-12	UT Basketball	26,200	Knoxville
WIVK	Radio	3	5	2-1/2-26-05	$2,287.15	14	0	97106062304	154PM-05-12	UT Basketball	26,200	Knoxville
WIVK	Radio	3	5	3-10/3-26-05	$2,287.15	4	0	97106062304	154PM-05-12	UT Basketball	26,200	Knoxville
WIVK	Radio	1	5	10-25/10-30-04	$2,040.00	11	0	97106062204	157PM-05-01	Work Zone	26,200	Knoxville
WIVK	Radio	1	5	11-1/11-14-04	$2,040.00	7	0	97106062304	154PM-05-12	Work Zone	26,200	Knoxville
WIVK	Radio	1	5	11-1/11-14-04	$2,040.00	7	0	97106062204	157PM-05-01	Work Zone	26,200	Knoxville
WIVK	Radio	2	5	11-23/11-30-04	$1,225.00	14	0	97106062304	154PM-05-12	Holiday Campaign	26,200	Knoxville
WIVK	Radio	2	5	12-1/1-9-05	$9,065.00	147	6	97106062304	154PM-05-12	Holiday Campaign	26,200	Knoxville
WIVK	Radio	4	5	3-28/3-31-05	$1,020.00	24	1	97106063404	PM-05-01	Work Zone	52,900	Knoxville
WIVK	Radio	4	5	4-1/4-10-05	$1,980.00	33	19	97106063404	PM-05-01	Work Zone	52,900	Knoxville
WIVK	Radio	7	5	5-2/5-15-05	$4,400.00	16	16	97106063504	INPM5-05-02	Buckle Up	52,900	Knoxville
WIVK	Radio	8	5	5-16/5-30-05	$4,400.00	16	16	97106063004	INPM4-05-01	Click It or Ticket	52,900	Knoxville
WIVK	Radio	9	5	6-13/6-30-05	$2,475.00	9	9	97106062204	157PM-05-01	100 Days of Summer	52,900	Knoxville
WIVK	Radio	9	5	6-13/6-30-05	$2,475.00	9	9	97106062304	154PM-05-12	100 Days of Summer	52,900	Knoxville
WIVK	Radio	9	6	7-1/9-6-05	$4,950.00	18	19	97106062204	157PM-05-01	100 Days of Summer	52,900	Knoxville
WIVK	Radio	9	6	7-1/9-6-05	$4,950.00	18	18	97106062304	154PM-05-12	100 Days of Summer	52,900	Knoxville
WIVK	Radio	11	5	6/30/2005	$937.50	2	0	97106062304	154PM-05-12	Bredesen Message	52,900	Knoxville
WIVK	Radio	11	5	6/30/2005	$937.50	3	0	97106062304	154PM-05-12	Bredesen Message	52,900	Knoxville
WIVK	Radio	11	6	7-1/7-5-05	$1,125.00	3	8	97106062304	154PM-05-12	Bredesen Message	52,900	Knoxville
WIVK	Radio	10	6	8-19/9-11-05	$5,225.00	25	13	97106062304	154PM-05-12	Booze it & Lose it	52,900	Knoxville
WJTT	Radio	4	5	3-28/4-8-05	$480.00	8	2	97106063404	PM-05-01	Work Zone	13,700	Chattanooga
WJTT	Radio	4	5	3-28/4-8-05	$1,770.00	31	4	97106063404	PM-05-01	Work Zone	13,700	Chattanooga
WJTT	Radio	7	5	5-2/5-15-05	$2,500.00	44	10	97106063504	INPM5-05-02	Buckle Up	14,700	Chattanooga
WJTT	Radio	8	5	5-16/5-29-05	$2,500.00	44	10	97106063004	INPM4-05-01	Click It or Ticket	14,700	Chattanooga
WJTT	Radio	11	5	6/30/2005	$650.00	11	0	97106062304	154PM-05-12	Bredesen Message	14,700	Chattanooga
WJTT	Radio	11	6	7-1/7-5-05	$2,350.00	40	11	97106062304	154PM-05-12	Bredesen Message	14,700	Chattanooga
WJTT	Radio	9	5	6-13/6-30-05	$1,280.00	21	9	97106062304	154PM-05-12	100 Days of Summer	14,700	Chattanooga
WJTT	Radio	9	5	6-13/6-30-05	$1,280.00	22	9	97106062204	157PM-05-01	100 Days of Summer	14,700	Chattanooga
WJTT	Radio	9	6	7-1/9-6-05	$4,240.00	90	27	97106062204	157PM-05-01	100 Days of Summer	14,700	Chattanooga
WJTT	Radio	9	6	7-1/9-6-05	$4,240.00	91	26	97106062304	154PM-05-12	100 Days of Summer	14,700	Chattanooga
WJTT	Radio	10	6	8-19/9-6-05	$3,400.00	58	28	97106062304	154PM-05-12	Booze it & Lose it	14,700	Chattanooga
WJXA	Radio	11	5	6/30/2005	$254.00	4	3	97106062304	154PM-05-12	Bredesen Message	54,500	Nashville
WJXA	Radio	11	6	7-1/7-5-05	$1,360.00	19	20	97106062304	154PM-05-12	Bredesen Message	54,400	Nashville
WKDF	Radio	1	5	10-25/10-31-04	$1,000.00	8	0	97106062304	154PM-05-12	Work Zone	39,400	Nashville
WKDF	Radio	1	5	10-25/10-31-04	$1,000.00	8	0	97106062204	157PM-05-01	Work Zone	39,400	Nashville
WKDF	Radio	2	5	11-22/1-8-05	$12,250.00	98	0	97106062304	154PM-05-12	Holiday Campaign	39,400	Nashville
WKDF	Radio	4	5	3-28/4-10-05	$3,250.00	25	10	97106063404	PM-05-01	Work Zone	43,400	Nashville
WKDF	Radio	7	5	5-2/5-15-05	$8,000.00	20	20	97106063504	INPM5-05-02	Buckle Up	43,400	Nashville
WKDF	Radio	8	5	5-16/5-29-05	$8,000.00	20	20	97106063004	INPM4-05-01	Click It or Ticket	43,400	Nashville
WKDF	Radio	9	5	6-13/6-30-05	$1,750.00	7	7	97106062204	157PM-05-01	100 Days of Summer	43,400	Nashville
WKDF	Radio	9	5	6-13/6-30-05	$1,750.00	7	7	97106062304	154PM-05-12	100 Days of Summer	43,400	Nashville
WKDF	Radio	9	6	7-1/9-6-05	$3,500.00	14	14	97106062204	157PM-05-01	100 Days of Summer	43,400	Nashville
WKDF	Radio	9	6	7-1/9-6-05	$3,500.00	14	14	97106062304	154PM-05-12	100 Days of Summer	43,400	Nashville
WKDF	Radio	11	5	6/30/2005	$1,500.00	6	0	97106062304	154PM-05-12	Bredesen Message	43,400	Nashville
WKDF	Radio	11	6	7-1/7-5-05	$1,500.00	6	12	97106062204	154PM-05-12	Bredesen Message	43,400	Nashville
WKDF	Radio	10	6	8-19/9-6-05	$10,030.00	34	34	97106062304	154PM-05-12	Booze it & Lose it	43400	Nashville
WLAC	Radio	1	5	10-1/10-31-04	$2,152.50	60	0	97106062304	154PM-05-12	Work Zone	24,500	Nashville
WLAC	Radio	1	5	10-1/10-31-04	$2,152.50	60	0	97106062204	157PM-05-01	Work Zone	24,500	Nashville

WLAC	Radio	1	5	11-1/11-14-04	$2,100.00	60	0	97106062304	154PM-05-12	Work Zone	24,500	Nashville
WLAC	Radio	1	5	11-1/11-14-04	$2,100.00	60	0	97106062204	157PM-05-01	Work Zone	24,500	Nashville
WLAC	Radio	2	5	11-22/11-27-04	$2,000.00	28	0	97106062304	154PM-05-12	Holiday Campaign	24,500	Nashville
WLAC	Radio	2	5	11-29/1-1-05	$10,000.00	140	0	97106062304	154PM-05-12	Holiday Campaign	24,500	Nashville
WLAC	Radio	11	6	7-1/7-5-05	$1,505.00	28	28	97106062304	154PM-05-12	Bredesen Message	24,500	Nashville
WLMT	TV	3.1	5	12-11/12-20-04	$2,225.00	5	0	97106062304	154PM-05-12	Bear	608,000	Memphis
WLMT	TV	3.1	5	12-11/12-20-04	$2,225.00	5	0	97106062204	157PM-05-01	Suit	608,000	Memphis
WLMT	TV	3.1	5	1-9/1-19-05	$1,557.50	4	0	97106062204	157PM-05-01	Suit	608,000	Memphis
WLMT	TV	3.1	5	1-9/1-19-05	$1,557.50	4	0	97106062304	154PM-05-12	Bear	608,000	Memphis
WLMT	TV	3.1	5	2-2/2-23-05	$890.00	2	0	97106062204	157PM-05-01	Suit	608,000	Memphis
WLMT	TV	3.1	5	2-2/2-23-05	$890.00	2	0	97106062304	154PM-05-12	Bear	608,000	Memphis
WLMT	TV	3.1	5	3/2/2005	$440.00	1	0	97106062304	154PM-05-12	Bear	608,000	Memphis
WLMT	TV	3.1	5	3/2/2005	$440.00	1	0	97106062204	157PM-05-01	Suit	608,000	Memphis
WMC-TV	TV	3.1	5	12-1/12-26-04	$4,438.00	29	0	97106062304	154PM-05-12	Bear	548,000	Memphis
WMC-TV	TV	3.1	5	12-1/12-26-04	$4,438.00	29	0	97106062204	157PM-05-01	Suit	548,000	Memphis
WMC-TV	TV	3.1	5	12-27/12-31-04	$12.00	6	0	97106062304	154PM-05-12	Bear	548,000	Memphis
WMC-TV	TV	3.1	5	12-27/12-31-04	$12.00	6	0	97106062204	157PM-05-01	Suit	548,000	Memphis
WMC-TV	TV	3.1	5	1-1/1-29-05	$2,184.00	32	0	97106062304	154PM-05-12	Bear	548,000	Memphis
WMC-TV	TV	3.1	5	1-1/1-29-05	$2,184.00	32	0	97106062204	157PM-05-01	Suit	548,000	Memphis
WMC-TV	TV	3.1	5	10-1/10-30-04	$700.00	2	0	97106062204	157PM-05-01	Suit	548,000	Memphis
WMC-TV	TV	3.1	5	10-1/10-30-04	$700.00	2	0	97106062304	154PM-05-12	Bear	548,000	Memphis
WMC-TV	TV	3.1	5	3-06/3-27-05	$890.00	3	0	97106062204	157PM-05-01	Suit	548,000	Memphis
WMC-TV	TV	3.1	5	3-06/3-27-05	$890.00	2	0	97106062304	154PM-05-12	Bear	548,000	Memphis
WMC-TV	TV	3.1	5	2-1/2-27-05	$2,597.00	34	0	97106062204	157PM-05-01	Suit	548,000	Memphis
WMC-TV	TV	3.1	5	2-1/2-27-05	$2,597.00	34	0	97106062304	154PM-05-12	Bear	548,000	Memphis
WMC-TV	TV	3.1	5	3-30/4-10-05	$3,835.00	5	0	97106062204	157PM-05-01	Suit	548,000	Memphis
WMC-TV	TV	3.1	5	3-30/4-10-05	$3,835.00	4	0	97106062304	154PM-05-12	Bear	548,000	Memphis
WMTN	Radio	9	5	6-13/6-30-05	$160.50	19	5	97106062304	154PM-05-12	100 Days of Summer	133,000	Knoxville
WMTN	Radio	9	5	6-13/6-30-05	$160.50	19	6	97106062204	157PM-05-01	100 Days of Summer	133,000	Knoxville
WMTN	Radio	9	6	7-1/9-6-05	$589.00	90	34	97106062304	154PM-05-12	100 Days of Summer	133,000	Knoxville
WMTN	Radio	9	6	7-1/9-6-05	$589.00	90	34	97106062204	157PM-05-01	100 Days of Summer	133,000	Knoxville
WMTN	Radio	10	6	8-19/9-6-05	$1,211.00	197	0	97106062304	154PM-05-12	Booze it & Lose it	133,000	Knoxville
WNFN	Radio	7	5	5-2/5-15-05	$0.00	0	58	97106063504	INPM5-05-02	Buckle Up	16,900	Nashville
WNFN	Radio	8	5	5-16/5-30-05	$0.00	0	50	97106063004	INPM4-05-01	Click It or Ticket	16,900	Nashville
WNFN	Radio	9	5	6-13/6-30-05	$0.00	0	22	97106062204	157PM-05-01	100 Days of Summer	16,900	Nashville
WNFN	Radio	9	5	6-13/6-30-05	$0.00	0	21	97106062304	154PM-05-12	100 Days of Summer	16,900	Nashville
WNFN	Radio	9	6	7-1/9-6-05	$1,585.00	28	28	97106062204	157PM-05-01	100 Days of Summer	16,900	Nashville
WNFN	Radio	9	6	7-1/9-6-05	$1,585.00	28	29	97106062304	154PM-05-12	100 Days of Summer	16,900	Nashville
WNFN	Radio	11	5	6/30/2005	$0.00	0	6	97106062304	154PM-05-12	Bredesen Message	16,900	Nashville
WNFN	Radio	11	6	7-1/7-5-05	$775.00	24	24	97106062304	154PM-05-12	Bredesen Message	16,900	Nashville
WNFN	Radio	10	6	8-19/9-6-05	$2,025.00	102	103	97106062304	154PM-05-12	Booze it & Lose it	16,900	Nashville
WNFZ	Radio	2	5	11-22/11-30-04	$1,960.00	90	0	97106062304	154PM-05-12	Holiday Campaign	21,800	Knoxville
WNFZ	Radio	2	5	12-1/12-31-04	$5,155.00	277	0	97106062304	154PM-05-12	Holiday Campaign	21,800	Knoxville
WNFZ	Radio	2	5	1-1/1-9-05	$1,880.00	102	0	97106062304	154PM-05-12	Holiday Campaign	21,800	Knoxville
WNFZ	Radio	7	5	5-2/5-15-05	$6,000.00	168	80	97106063504	INPM5-05-02	Buckle Up	21,800	Knoxville
WNFZ	Radio	8	5	5-16/5-30-05	$6,000.00	168	80	97106063004	INPM4-05-01	Click It or Ticket	21,800	Knoxville
WNOX	Radio	3	5	10-25/10-31-04	$1,500.00	3	0	97106062304	154PM-05-12	UT Football	20,200	Knoxville
WNOX	Radio	3	5	12-2/12-29-04	$1,000.00	39	0	97106062304	154PM-05-12	UT Football	20,200	Knoxville
WNOX	Radio	3	5	11-7/11-28-04	$3,800.00	51	0	97106062304	154PM-05-12	UT Basketball	20,200	Knoxville
WNOX	Radio	3	5	12-26/12-29-04	$1,000.00	39	0	97106062304	154PM-05-12	UT Basketball	20,200	Knoxville
WNOX	Radio	3	5	12/26/2005	$1,300.00	3	0	97106062304	154PM-05-12	UT Basketball	20,200	Knoxville
WNOX	Radio	3	5	1/23/2005	$1,300.00	3	0	97106062304	154PM-05-12	UT Basketball	20,200	Knoxville

WNOX	Radio	3	5	1-2/1-31-05	$1,000.00	48	0	97106062304	154PM-05-12	UT Basketball	20,200	Knoxville
WNOX	Radio	3	5	2-3/2-27-05	$2,300.00	51	0	97106062304	154PM-05-12	UT Basketball	20,200	Knoxville
WNOX	Radio	3	5	2-28/3-2-05	$0.00	18	0	97106062304	154PM-05-12	UT Basketball	20,200	Knoxville
WNOX	Radio	3	5	3-4/3-6-05	$1,300.00	18	0	97106062304	154PM-05-12	UT Basketball	20,200	Knoxville
WNOX	Radio	1	5	10-25/10-31-04	$2,040.00	24	0	97106062204	157PM-05-01	Work Zone	20,200	Knoxville
WNOX	Radio	1	5	11-1/11-12-04	$2,040.00	24	0	97106062304	154PM-05-12	Work Zone	20,200	Knoxville
WNOX	Radio	1	5	11-1/11-12-04	$2,040.00	24	0	97106062204	157PM-05-01	Work Zone	20,200	Knoxville
WNOX	Radio	2	5	11-22/11-30-04	$1,820.00	84	0	97106062304	154PM-05-12	Holiday Campaign	20,200	Knoxville
WNOX	Radio	2	5	12-1/1-8-05	$8,060.00	124	0	97106062304	154PM-05-12	Holiday Campaign	20,200	Knoxville
WNOX	Radio	4	5	3-28/3-31-05	$785.00	7	4	97106063404	PM-05-01	Work Zone	42,000	Knoxville
WNOX	Radio	4	5	4-1/4-10-05	$1,245.00	11	16	97106063404	PM-05-01	Work Zone	42,000	Knoxville
WNOX	Radio	7	5	5-2/5-15-05	$1,890.00	18	18	97106063504	INPM5-05-02	Buckle Up	42,000	Knoxville
WNOX	Radio	8	5	5-16/5-30-05	$1,890.00	36	36	97106063004	INPM4-05-01	Click It or Ticket	42,000	Knoxville
WNOX	Radio	9	5	6-13/6-30-05	$1,200.00	16	14	97106062204	157PM-05-01	100 Days of Summer	42,000	Knoxville
WNOX	Radio	9	5	6-13/6-30-05	$1,200.00	17	13	97106062304	154PM-05-12	100 Days of Summer	42,000	Knoxville
WNOX	Radio	9	6	7-1/9-6-05	$3,600.00	37	38	97106062204	157PM-05-01	100 Days of Summer	42,000	Knoxville
WNOX	Radio	9	6	7-1/9-6-05	$3,600.00	38	37	97106062304	154PM-05-12	100 Days of Summer	42,000	Knoxville
WNOX	Radio	11	6	7-1/7-5-05	$1,000.00	15	19	97106062304	154PM-05-12	Bredesen Message	42,000	Knoxville
WNOX	Radio	10	6	8-19/9-6-05	$2,100.00	28	20	97106062304	154PM-05-12	Booze it & Lose it	42,000	Knoxville
WNPL	Radio	4	5	3-28/4-8-05	$400.00	40	0	97106063404	PM-05-01	Work Zone	35,400	Nashville
WNRQ	Radio	1	5	10-1/10-31-04	$2,152.50	13	0	97106062304	154PM-05-12	Work Zone	66,200	Nashville
WNRQ	Radio	1	5	10-1/10-31-04	$2,152.50	14	0	97106062204	157PM-05-01	Work Zone	66,200	Nashville
WNRQ	Radio	1	5	11-1/11-14-04	$2,205.00	27	0	97106062304	154PM-05-12	Work Zone	66,200	Nashville
WNRQ	Radio	1	5	11-1/11-14-04	$2,205.00	27	0	97106062204	157PM-05-01	Work Zone	66,200	Nashville
WNRQ	Radio	2	5	11-29/1-1-05	$11,650.00	105	0	97106062304	154PM-05-12	Holiday Campaign	66,200	Nashville
WNRQ	Radio	4	5	3-31/4-8-05	$3,000.00	20	24	97106063404	PM-05-01	Work Zone	57,300	Nashville
WNRQ	Radio	7	5	5-2/5-15-05	$8,000.00	40	52	97106063504	INPM5-05-02	Buckle Up	57,300	Nashville
WNRQ	Radio	8	5	5-16/5-30-05	$8,800.00	74	22	97106063004	INPM4-05-01	Click It or Ticket	57,300	Nashville
WNRQ	Radio	9	5	6-19/6-30-05	$4,950.00	18	18	97106062204	157PM-05-01	100 Days of Summer	57,300	Nashville
WNRQ	Radio	9	5	6-19/6-30-05	$4,950.00	18	19	97106062304	154PM-05-12	100 Days of Summer	57,300	Nashville
WNRQ	Radio	9	6	7-1/9-6-05	$5,862.50	39	39	97106062204	157PM-05-01	100 Days of Summer	57,300	Nashville
WNRQ	Radio	9	6	7-1/9-6-05	$5,862.50	39	39	97106062304	154PM-05-12	100 Days of Summer	57,300	Nashville
WNRQ	Radio	11	5	6/30/2005	$840.00	11	11	97106062304	154PM-05-12	Bredesen Message	57,300	Nashville
WNRQ	Radio	11	6	7-1/7-5-05	$2,160.00	35	35	97106062304	154PM-05-12	Bredesen Message	57,300	Nashville
WNRQ	Radio	10	6	8-19/9-6-05	$5,310.00	33	39	97106062304	154PM-05-12	Booze it & Lose it	57,300	Nashville
(LaBuena)	Radio	2	5	11-22/11-30-04	$1,503.00	52	0	97106062304	154PM-05-12	Holiday Campaign	133,000	Chattanooga
(LaBuena)	Radio	2	5	12-1/1-3-05	$1,002.79	223	0	97106062304	154PM-05-12	Holiday Campaign	133,000	Chattanooga
(LaBuena)	Radio	9	5	6-13/6-30-05	$374.50	33	22	97106062304	157PM-05-01	100 Days of Summer	133,000	Chattanooga
(LaBuena)	Radio	9	5	6-13/6-30-05	$374.50	34	21	97106062304	157PM-05-01	100 Days of Summer	133,00	Chattanooga
(LaBuena)	Radio	9	6	7-1/9-6-05	$1,380.00	63	38	97106062204	157PM-05-01	100 Days of Summer	133,000	Chattanooga
(LaBuena)	Radio	9	6	7-1/9-6-05	$1,380.00	64	38	97106062304	154PM-05-12	100 Days of Summer	133,000	Chattanooga
(LaBuena)	Radio	10	6	8-19/9-6-05	$2,456.00	223	95	97106062304	154PM-05-12	Booze it & Lose it	133,000	Chattanooga
WQUT	Radio	2	5	11-22/11-30-04	$1,909.00	29	0	97106062304	154PM-05-12	Holiday Campaign	54,800	Tri-Cities
WQUT	Radio	2	5	12-1/12-31-04	$6,671.00	103	0	97106062304	154PM-05-12	Holiday Campaign	54,800	Tri-Cities
WQUT	Radio	2	5	1-1/1-7-04	$1,430.00	22	0	97106062304	154PM-05-12	Holiday Campaign	54,800	Tri-Cities
WQUT	Radio	7	5	5-2/5-15-05	$1,900.00	20	20	97106063504	INPM5-05-02	Buckle Up	32,900	Tri-Cities
WQUT	Radio	8	5	5-16/5-30-05	$1,900.00	20	20	97106063004	INPM4-05-01	Click It or Ticket	32,900	Tri-Cities
WQUT	Radio	9	5	6-19/6-30-05	$735.00	7	6	97106062204	157PM-05-01	100 Days of Summer	32,900	Tri-Cities
WQUT	Radio	9	5	6-19/6-30-05	$735.00	7	6	97106062304	154PM-05-12	100 Days of Summer	32,900	Tri-Cities
WQUT	Radio	9	6	7-1/9-6-05	$1,785.00	17	18	97106062204	157PM-05-01	100 Days of Summer	32,900	Tri-Cities
WQUT	Radio	9	6	7-1/9-6-05	$1,785.00	17	18	97106062304	154PM-05-12	100 Days of Summer	32,900	Tri-Cities
WQUT	Radio	11	5	6/30/2005	$225.00	2	3	97106062304	154PM-05-12	Bredesen Message	32,900	Tri-Cities
WQUT	Radio	11	6	7-1/7-5-05	$1,275.00	12	10	97106062304	154PM-05-12	Bredesen Message	32,900	Tri-Cities

WQUT	Radio	10	6	8-19/9-6-05	$1,575.00	15	15	97106062304	154PM-05-12	Booze It & Lose It	32,900	Tri-Cities
WREC	Radio	1	5	10-25/10-31-04	$990.00	11	0	97106062304	154PM-05-12	Work Zone	27,900	Memphis
WREC	Radio	1	5	10-25/10-31-04	$990.00	11	0	97106062204	157PM-05-01	Work Zone	27,900	Memphis
WREC	Radio	7	5	5-2/5-15-05	$2,680.00	50	0	97106063504	INPM5-05-02	Buckle Up	27,900	Memphis
WREC	Radio	8	5	5-16/5-30-05	$4,092.00	72	0	97106063004	INPM4-05-01	Click It or Ticket	27,900	Memphis
WRQQ	Radio	7	5	5-2/5-15-05	$0.00	0	10	97106063504	INPM5-05-02	Buckle Up	11,100	Nashville
WRQQ	Radio	8	5	5-16/5-30-05	$0.00	0	10	97106063004	INPM4-05-01	Click It or Ticket	11,100	Nashville
WRVW	Radio	11	6	7-1/7-5-06	$1,510.00	19	18	97106062304	154PM-05-12	Bredesen Message	88,900	Nashville
WRXR	Radio	1	5	10-25/10-31-04	$280.50	15	0	97106062304	154PM-05-12	Work Zone	26,200	Chattanooga
WRXR	Radio	1	5	10-25/10-31-04	$280.50	16	0	97106062204	157PM-05-01	Work Zone	26,200	Chattanooga
WRXR	Radio	1	5	11-1/11-14-04	$561.00	31	0	97106062304	154PM-05-12	Work Zone	26,200	Chattanooga
WRXR	Radio	1	5	11-1/11-14-04	$561.00	31	0	97106062204	157PM-05-01	Work Zone	26,200	Chattanooga
WRXR	Radio	2	5	11-22/11-26-04	$1,500.00	45	0	97106062304	154PM-05-12	Holiday Campaign	26,200	Chattanooga
WRXR	Radio	2	5	11-29/1-7-05	$9,000.00	270	0	97106062304	154PM-05-12	Holiday Campaign	26,200	Chattanooga
WRXR	Radio	11	6	7-1/7-5-05	$0.00	0	236	97106062304	154PM-05-12	Bredesen Message	26,200	Chattanooga
WRZK	Radio	2	5	11-22/1-8-05	$5,005.00	215	0	97106062304	154PM-05-12	Holiday Campaign	11,200	Tri-Cities
WRZK	Radio	2	5	11-23/11-26-04	$735.00	31	0	97106062304	154PM-05-12	Holiday Campaign	21,000	Tri-Cities
WRZK	Radio	2	5	11-29/1-7-05	$4,270.00	184	0	97106062304	154PM-05-12	Holiday Campaign	21,000	Tri-Cities
WSIX	Radio	11	6	7-1/7-5-05	$1,500.00	15	15	97106062304	154PM-05-12	Bredesen Message	63,100	Nashville
WSKZ	Radio	1	5	10-25/11-1-04	$835.00	14	0	97106062204	157PM-05-01	Work Zone	53,100	Chattanooga
WSKZ	Radio	1	5	11-2/11-14-04	$835.00	14	0	97106062304	154PM-05-12	Work Zone	53,100	Chattanooga
WSKZ	Radio	1	5	11-2/11-14-04	$835.00	14	0	97106062204	157PM-05-01	Work Zone	53,100	Chattanooga
WSKZ	Radio	2	5	11-22/1-8-05	$10,570.00	175	1	97106062304	154PM-05-12	Holiday Campaign	53,100	Chattanooga
WSKZ	Radio	4	5	3-30/4-8-05	$1,000.00	31	10	97106063404	PM-05-01	Work Zone	23,800	Chattanooga
WSKZ	Radio	7	5	5-2/5-15-05	$1,650.00	24	20	97106063504	INPM5-05-02	Buckle Up	53,100	Chattanooga
WSKZ	Radio	8	5	5-16/5-30-05	$825.00	22	0	97106063004	INPM4-05-01	Click It or Ticket	53,100	Chattanooga
WSKZ	Radio	9	5	6-19/6-30-05	$1,312.50	10	11	97106062204	157PM-05-01	100 Days of Summer	53,100	Chattanooga
WSKZ	Radio	9	5	6-19/6-30-05	$1,312.50	11	10	97106062304	154PM-05-12	100 Days of Summer	53,100	Chattanooga
WSKZ	Radio	9	6	7-1/9-6-05	$3,937.50	32	31	97106062204	157PM-05-01	100 Days of Summer	53,100	Chattanooga
WSKZ	Radio	9	6	7-1/9-6-05	$3,937.50	31	31	97106062304	154PM-05-12	100 Days of Summer	53,100	Chattanooga
WSKZ	Radio	11	5	6/30/2005	$1,250.00	8	8	97106062304	154PM-05-12	Bredesen Message	53,100	Chattanooga
WSKZ	Radio	11	6	7-1/7-5-05	$1,750.00	16	16	97106062304	154PM-05-12	Bredesen Message	53,100	Chattanooga
WSKZ	Radio	10	6	8-19/9-6-05	$3,750.00	30	30	97106062304	154PM-05-12	Booze It & Lose It	53,100	Chattanooga
WSM AM	Radio	2	5	12-6/12-31-04	$990.00	126	127	97106062304	154PM-05-12	Holiday Campaign	66,700	Nashville
WSM AM	Radio	2	5	1-1/1-16-05	$630.00	142	142	97106062304	154PM-05-12	Holiday Campaign	66,700	Nashville
WSM AM	Radio	7	5	5-2/5-15-05	$684.00	18	18	97106063504	INPM5-05-02	Buckle Up	66,700	Nashville
WSM AM	Radio	8	5	5-15/5-30-05	$684.00	18	18	97106063004	INPM4-05-01	Click It or Ticket	66,700	Nashville
WSM AM	Radio	11	5	6/30/2005	$540.00	6	3	97106062304	154PM-05-12	Bredesen Message	66,700	Nashville
WSM AM	Radio	11	6	7-1/7-5-05	$735.00	19	20	97106062304	154PM-05-12	Bredesen Message	66,700	Nashville
WSM AM	Radio	9	5	6-13/6-30-05	$450.00	8	6	97106062304	154PM-05-12	100 Days of Summer	66,700	Nashville
WSM AM	Radio	9	5	6-13/6-30-05	$450.00	9	7	97106062204	157PM-05-01	100 Days of Summer	66,700	Nashville
WSM AM	Radio	9	6	7-1/9-6-05	$1,045.00	18	19	97106062204	157PM-05-01	100 Days of Summer	66,700	Nashville
WSM AM	Radio	9	6	7-1/9-6-05	$1,045.00	18	19	97106062304	154PM-05-12	100 Days of Summer	66,700	Nashville
WSM AM	Radio	10	6	8-19/9-6-05	$2,160.00	36	36	97106062304	154PM-05-12	Booze it & Lose it	66,700	Nashville
WSM FM	Radio	2	5	12-6/12-31-04	$5,502.00	131	0	97106062304	154PM-05-12	Holiday Campaign	66,700	Nashville
WSM FM	Radio	2	5	1-1/1-16-05	$3,570.00	36	49	97106062304	154PM-05-12	Holiday Campaign	66,700	Nashville
WSM FM	Radio	7	5	5-2/5-15-05	$2,736.00	36	0	97106063504	INPM5-05-02	Buckle Up	66,700	Nashville
WSM FM	Radio	8	5	5-16/5-30-05	$2,736.00	36	0	97106063004	INPM4-05-01	Click It or Ticket	66,700	Nashville
WSM FM	Radio	11	5	6/30/2005	$240.00	6	4	97106062304	154PM-05-12	Bredesen Message	66,700	Nashville
WSM FM	Radio	11	6	7-1/7-5-05	$1,510.00	19	21	97106062304	154PM-05-12	Bredesen Message	66,700	Nashville
WSM FM	Radio	9	5	6-13/6-30-05	$1,050.00	8	6	97106062304	154PM-05-12	100 Days of Summer	66,700	Nashville

WSM FM	Radio	9	5	6-13/6-30-05	$1,050.00	9	7	97106062204	157PM-05-01	100 Days of Summer	66,700	Nashville
WSM FM	Radio	9	6	7-1/9-6-05	$1,213.75	17	18	97106062204	157PM-05-01	100 Days of Summer	66,700	Nashville
WSM FM	Radio	9	6	7-1/9-6-05	$1,213.75	17	18	97106062304	154PM-05-12	100 Days of Summer	66,700	Nashville
WSM FM	Radio	10	6	8-19/9-6-05	$5,250.00	40	40	97106062304	154PM-05-12	Booze it & Lose it	66,700	Nashville
WTZR	Radio	7	5	5-2/5-15-05	$1,250.00	42	10	97106063504	INPM5-05-02	Buckle Up	16,700	Tri-Cities
WTZR	Radio	8	5	5-16/5-30-05	$1,250.00	42	10	97106063004	INPM4-05-01	Click It or Ticket	16,700	Tri-Cities
WUBT	Radio	1	5	11-1/11-14-04	$1,720.00	24	0	97106062304	154PM-05-12	Work Zone	36,700	Nashville
WUBT	Radio	1	5	11-1/11-14-04	$1,720.00	24	0	97106062204	157PM-05-01	Work Zone	36,700	Nashville
WUBT	Radio	1	5	10-25/10-31-04	$1,690.00	23	0	97106062304	154PM-05-12	Work Zone	36,700	Nashville
WUBT	Radio	2	5	11-22/11-27-04	$1,850.00	20	0	97106062304	154PM-05-12	Holiday Campaign	36,700	Nashville
WUBT	Radio	2	5	11-28/1-1-05	$9,925.00	105	0	97106062304	154PM-05-12	Holiday Campaign	36,700	Nashville
WUBT	Radio	4	5	3-28/4-8-05	$700.00	14	7	97106063404	PM-05-01	Work Zone	36,700	Nashville
WUBT	Radio	4	5	3-28/4-8-05	$1,300.00	31	13	97106063404	PM-05-01	Work Zone	34,200	Nashville
WUBT	Radio	8	5	5-16/5-30-05	$3,200.00	64	16	97106063004	INPM4-05-01	Click It or Ticket	34,200	Nashville
WUBT	Radio	9	5	6-13/6-30-05	$1,237.50	16	16	97106062204	157PM-05-01	100 Days of Summer	34,200	Nashville
WUBT	Radio	9	5	6-13/6-30-05	$1,237.50	16	16	97106062304	154PM-05-12	100 Days of Summer	34,200	Nashville
WUBT	Radio	9	6	7-1/9-6-05	$3,751.00	48	49	97106062204	157PM-05-01	100 Days of Summer	34,200	Nashville
WUBT	Radio	9	6	7-1/9-6-05	$3,751.00	49	49	97106062304	154PM-05-12	100 Days of Summer	34,200	Nashville
WUBT	Radio	11	5	6/30/2005	$720.00	12	10	97106062304	154PM-05-12	Bredesen Message	34,200	Nashville
WUBT	Radio	11	6	7-1/7-5-05	$2,120.00	40	40	97106062304	154PM-05-12	Bredesen Message	34,200	Nashville
WUBT	Radio	10	6	8-19/9-6-05	$5,220.00	51	56	97106062304	154PM-05-12	Booze It & Lose It	34,200	Nashville
WUSY	Radio	1	5	10-25/10-29-04	$340.00	4.5	0	97106062304	154PM-05-12	Work Zone	26,200	Chattanooga
WUSY	Radio	1	5	10-25/10-29-04	$340.00	4.5	0	97106062204	157PM-05-01	Work Zone	26,200	Chattanooga
WUSY	Radio	1	5	10-30/11-14-04	$660.00	8.5	0	97106062304	154PM-05-12	Work Zone	26,200	Chattanooga
WUSY	Radio	1	5	10-30/11-14-04	$660.00	8.5	0	97106062204	157PM-05-01	Work Zone	26,200	Chattanooga
WUSY	Radio	2	5	11-22/11-28-04	$1,505.00	29	0	97106062304	154PM-05-12	Holiday Campaign	26,200	Chattanooga
WUSY	Radio	2	5	11-29/1-9-05	$9,030.00	174	0	97106062304	154PM-05-12	Holiday Campaign	26,200	Chattanooga
WUSY	Radio	7	5	5-2/5-15-05	$6,950.00	46	79	97106063504	INPM5-05-02	Buckle Up	26,200	Chattanooga
WUSY	Radio	8	5	5-16/5-30-05	$6,950.00	46	83	97106063004	INPM4-05-01	Click It or Ticket	26,200	Chattanooga
WUSY	Radio	11	6	7-1/7-5-05	$2,210.00	23	22	97106062304	154PM-05-12	Bredesen Message	26,200	Chattanooga
WUSY	Radio	9	5	6-13/6-30-05	$3,180.00	14	13	97106062304	154PM-05-12	100 Days of Summer	26,200	Chattanooga
WUSY	Radio	9	5	6-13/6-30-05	$3,180.00	13	14	97106062204	157PM-05-01	100 Days of Summer	26,200	Chattanooga
WUSY	radio	9	6	7-1/9-6-05	$5,830.00	49	50	97106062204	157PM-05-01	100 Days of Summer	26,200	Chattanooga
WUSY	Radio	9	6	7-1/9-6-05	$5,830.00	50	49	97106062304	154PM-05-12	100 Days of Summer	26,200	Chattanooga
WUSY	Radio	10	6	8-19/9-6-05	$6,870.00	57	63	97106062304	154PM-05-12	Booze it & Lose it	26,200	Chattanooga
WWTN	Radio	4	5	3-28/4-8-05	$2,600.00	20	0	97106063404	PM-05-01	Work Zone	70,700	Nashville
WWTN	Radio	7	5	5-2/5-15-05	$9,800.00	58	0	97106063504	INPM5-05-02	Buckle Up	70,700	Nashville
WWTN	Radio	8	5	5-16/5-30-05	$7,400.00	50	0	97106063004	INPM4-05-01	Click It or Ticket	70,700	Nashville
WWTN	Radio	9	5	6-13/6-30-05	$2,145.00	21	0	97106062204	157PM-05-01	100 Days of Summer	70,600	Nashville
WWTN	Radio	9	5	6-13/6-30-05	$2,145.00	22	0	97106062304	154PM-05-12	100 Days of Summer	70,600	Nashville
WWTN	Radio	9	6	7-1/9-6-05	$3,810.00	28	29	97106062204	157PM-05-01	100 Days of Summer	70,600	Nashville
WWTN	Radio	9	6	7-1/9-6-05	$3,810.00	28	28	97106062304	154PM-05-12	100 Days of Summer	70,600	Nashville
WWTN	Radio	10	6	8-19/9-6-05	$10,215.00	102	102	97106062304	154PM-05-12	Booze it & Lose it	70,600	Nashville
WWTN	Radio	11	5	6/30/2005	$750.00	6	0	97106062304	154PM-05-12	Bredesen Message	70,600	Nashville
WWTN	Radio	11	6	7-1/7-5-05	$1,450.00	24	1	97106062304	154PM-05-12	Bredesen Message	70,600	Nashville
WXBQ	Radio	2	5	11-22/11-28-04	$625.00	5	0	97106062304	154PM-05-12	Holiday Campaign	37,100	Tri-Cities
WXBQ	Radio	2	5	11-29/12-24-04	$2,880.00	37	0	97106062304	154PM-05-12	Holiday Campaign	37,100	Tri-Cities
WXBQ	Radio	2	5	12-27/1-7-05	$1,495.00	19	0	97106062304	154PM-05-12	Holiday Campaign	37,100	Tri-Cities
WXBQ	Radio	7	5	5-2/5-15-05	$2,740.00	28	8	97106063504	INPM5-05-02	Buckle Up	37,100	Tri-Cities
WXBQ	Radio	8	5	5-16/5-30-05	$2,740.00	28	8	97106063004	INPM4-05-01	Click It or Ticket	37,100	Tri-Cities
WXBQ	Radio	9	5	6-13/6-30-05	$168.61	1	1	97106063204	154PM-05-12	100 Days of Summer	37,100	Tri-Cities

WXBQ	Radio	9	5	6-13/6-30-05	$197.50	2	2	97106062304	154PM-05-12	100 Days of Summer	37,100	Tri-Cities
WXBQ	Radio	9	5	6-13/6-30-05	$28.89	0	1	97106062204	157PM-05-01	100 Days of Summer	37,100	Tri-Cities
WXBQ	Radio	9	6	7-1/9-6-05	$2,305.00	20	20	97106062204	157PM-05-01	100 Days of Summer	37,100	Tri-Cities
WXBQ	Radio	9	6	7-1/9-6-05	$2,305.00	20	21	97106062304	154PM-05-12	100 Days of Summer	37,100	Tri-Cities
WXBQ	Radio	11	6	7-1/7-5-05	$1,495.00	13	8	97106062304	154PM-05-12	Bredesen Message	37,100	Tri-Cities
WXBQ	Radio	10	6	8-19/9-6-05	$2,125.00	21	15	97106062304	154PM-05-12	Booze it & Lose it	46,800	Tri-Cities
WYNU	Radio	2	5	11-22/11-30-04	$1,188.00	44	0	97106062304	154PM-05-12	Holiday Campaign	46,800	Jackson
WYNU	Radio	2	5	12-1/1-7-05	$3,996.00	148	0	97106062304	154PM-05-12	Holiday Campaign	46,800	Jackson
WZDQ	Radio	2	5	11-22/11-30-04	$250.00	19	0	97106062304	154PM-05-12	Holiday Campaign	25,000	Jackson
WZDQ	Radio	2	5	12-1/12-31-04	$890.00	67	0	97106062304	154PM-05-12	Holiday Campaign	25,000	Jackson
WZDQ	Radio	2	5	1-1/1-9-05	$260.00	19	0	97106062304	154PM-05-12	Holiday Campaign	25,000	Jackson
Kats	Signage	6	5	1-28/2-28-05	$2,187.50	80	0	97106062304	154PM-05-12	Arena Football	10,500	Nashville
Kats	Signage	6	5	1-28/2-28-05	$2,187.50	80	0	97106062204	157PM-05-01	Arena Football	10,500	Nashville
Kats	Signage	6	5	3-1/3-31-05	$2,187.50	80	0	97106062304	154PM-05-12	Arena Football	10,500	Nashville
Kats	Signage	6	5	3-1/3-31-05	$2,187.50	80	0	97106062204	157PM-05-01	Arena Football	10,500	Nashville
Kats	Signage	6	5	4-1/4-30-05	$4,375.00	80	0	97106062304	154PM-05-12	Arena Football	10,500	Nashville
Kats	Signage	6	5	5-1/5-30-05	$4,375.00	80	0	97106062304	154PM-05-12	Arena Football	10,500	Nashville
Total Special Delegated Purchase Authority and Other Projects					**$1,106,062.76**	**21,461**	**20,940**					

Station	*Radio/TV*	*Campaign*	*DP*	*Dates*	*Purchase Price*	*Spots Aired*	*Added Value Free Spots*	*Project #*	*Project Title*	*Message Aired*	*Reach*	*Area of Impact*
Chandler Ehrlich	TV/Cable										Overall 1,541,666	
Time Warner	Cable	1	7	10-2/11-07-04	$19,443.75	274	0	97106062504	154PM-05-01	Roadblock		Memphis
Time Warner	Cable	3	7	12/26/2004	$722.50	1	0	97106062504	154PM-05-01	Jeff Fisher		Memphis
Time Warner	Cable	2	7	11-24/1-8-05	$12,690.00	170	230	97106062504	154PM-05-01	Holiday Campaign		Memphis
Time Warner	Cable	13	7	4-19/5-1-05	$4,097.00	92	0	97106062504	154PM-05-01	Prom		Memphis
Time Warner	Cable	7	7	5-2/5-15-05	$4,343.50	89	0	97106063604	INPM-05-01	Buckle Up		Memphis
Time Warner	Cable	8	7	5-16/5-30-05	$3,876.00	80	0	97106063604	INPM-05-01	Click It or Ticket		Memphis
Time Warner	Cable	9	7	6-6/6-29-05	$1,972.00	40	0	97106062504	154PM-05-01	100 Days of Summer		Memphis
Time Warner	Cable	9	7	6-6/6-29-05	$1,972.00	40	0	99107000794	QN1-05-05	100 Days of Summer		Memphis
Time Warner	Cable	9	7	7-1/8-29-05	$2,949.50	59	0	97106062504	154PM-05-01	100 Days of Summer		Memphis
Time Warner	Cable	9	7	7-1/8-29-05	$2,949.50	60	0	99107000794	QN1-05-05	100 Days of Summer		Memphis
Time Warner	Cable	10	7	9-5/9-11-05	$1,275.00	31	0	97106062504	154PM-05-01	Booze it & Lose it		Memphis
Time Warner	Cable	10	7	8-12/8-25-05	$3,361.75	59	0	97106062504	154PM-05-01	Booze it & Lose it		Memphis
Comcast	Cable	9	7	6-6/6-29-05	$2,469.25	39	31	97106062504	154PM-05-01	100 Days of Summer		Memphis
Comcast	Cable	9	7	6-6/6-29-05	$2,469.25	39	32	99107000794	QN1-05-05	100 Days of Summer		Memphis
Charter Media	Cable	1	7	10-16/11-07-04	$2,007.70	95	0	97106062504	154PM-05-01	Roadblock		Jackson
Charter Media	Cable	3	7	12/26/2004	$276.25	3	0	97106062504	154PM-05-01	Jeff Fisher		Jackson
Charter Media	Cable	2	7	11-24/1-8-05	$2,988.60	100	0	97106062504	154PM-05-01	Holiday Campaign		Jackson
Charter Media	Cable	13	7	4-19/5-1-05	$1,404.20	48	0	97106062504	154PM-05-01	Prom		Jackson
Charter Media	Cable	8	7	5-16/5-30-05	$1,470.50	54	4	97106063604	INPM-05-01	Click It or Ticket		Jackson
Charter Media	Cable	9	7	6-6/7-23-05	$1,592.90	52	0	97106062504	154PM-05-01	100 Days of Summer		Jackson
Charter Media	Cable	9	7	6-6/7-23-05	$1,592.90	52	0	99107000794	QN1-05-05	100 Days of Summer		Jackson
Charter Media	Cable	9	7	7-1/8-29-05	$2,043.83	67	0	97106062504	154PM-05-01	100 Days of Summer		Jackson
Charter Media	Cable	9	7	7-1/8-29-05	$2,043.82	66	0	99107000794	QN1-05-05	100 Days of Summer		Jackson

Charter Media	Cable	10	7	8-12/8-25-05	$2,187.05	76	26	97106062504	154PM-05-01	Booze it & Lose it		Jackson
JEAC	Cable	13	7	4-19/5-1-05	$340.00	80	48	97106062504	154PM-05-01	Prom		Jackson
JEAC	Cable	8	7	5-16/5-30-05	$340.00	80	144	97106063604	INPM-05-01	Click It or Ticket		Jackson
JEAC	Cable	9	7	6-6/6-29-05	$104.12	24	87	97106062504	154PM-05-01	100 Days of Summer		Jackson
JEAC	Cable	9	7	6-6/6-29-05	$104.13	24	88	99107000794	QN1-05-05	100 Days of Summer		Jackson
JEAC	Cable	9	7	7-1/8-29-05	$140.00	28	82	97106062504	154PM-05-01	100 Days of Summer		Jackson
JEAC	Cable	9	7	7-1/8-29-05	$140.00	28	81	99107000794	QN1-05-05	100 Days of Summer		Jackson
JEAC	Cable	10	7	8-12/8-25-05	$331.50	106	151	97106062504	154PM-05-01	Booze it & Lose it		Jackson
Comcast	Cable	1	7	10-16/11-07-04	$17,934.15	207	1638	97106062504	154PM-05-01	Roadblock		Nashville
Comcast	Cable	3	7	12/26/2004	$1,700.00	1	25	97106062504	154PM-05-01	Jeff Fisher		Nashville
Comcast	Cable	2	7	11-24/1-8-05	$12,495.00	115	1355	97106062504	154PM-05-01	Holiday Campaign		Nashville
Comcast	Cable	4	7	3-28/4-10-05	$9,010.00	140	0	97106063204	PM-05-02	Work Zone		Nashville
Comcast	Cable	13	7	4-19/5-1-05	$11,458.00	60	1	97106062504	154PM-05-01	Prom		Nashville
Comcast	Cable	7	7	5-2/5-15-05	$4,189.65	29	0	97106063604	INPM-05-01	Buckle Up		Nashville
Comcast	Cable	8	7	5-16/5-30-05	$5,512.25	40	0	97106063604	INPM-05-01	Click It or Ticket		Nashville
Comcast	Cable	9	7	6-6/6-29-05	$7,118.75	35	0	97106062504	154PM-05-01	100 Days of Summer		Nashville
Comcast	Cable	9	7	6-6/6-29-05	$7,118.75	34	0	99107000794	QN1-05-05	100 Days of Summer		Nashville
Comcast	Cable	9	7	7-1/8-29-05	$7,282.75	35	0	97106062504	154PM-05-01	100 Days of Summer		Nashville
Comcast	Cable	9	7	7-1/8-29-05	$7,282.75	35	0	99107000794	QN1-05-05	100 Days of Summer		Nashville
Comcast	Cable	10	7	8-12/8-25-05	$9,184.25	52	0	97106062504	154PM-05-01	Booze it & Lose it		Nashville
Comcast	Cable	14	7	6-13/6-17-05	$2,715.75	138	0	99107000794	QN1-05-05	TOPS		Nashville
Comcast	Cable	14	8	8-22/9-25-05	$22,928.75	1647	1115	99107000794	QN1-05-05	TOPS		Nashville
Comcast	Cable	14	8	9-26/9-30-05	$4,084.25	207	0	97107073204	PM-05-02	TOPS		Nashville
Comcast	Cable	1	7	10-2/11-06-04	$12,809.50	221	0	97106062504	154PM-05-01	Roadblock		Knoxville
Comcast	Cable	3	7	12/26/2004	$170.00	1	0	97106062504	154PM-05-01	Jeff Fisher		Knoxville
Comcast	Cable	2	7	11-24/1-8-05	$7,701.00	168	0	97106062504	154PM-05-01	Holiday Campaign		Knoxville
Comcast	Cable	4	7	3-28/4-8-05	$3,162.00	96	0	97106063204	PM-05-02	Work Zone		Knoxville
Comcast	Cable	13	7	4-19/5-1-05	$2,458.20	138	0	97106062504	154PM-05-01	Prom		Knoxville
Comcast	Cable	7	7	5-2/5-15-05	$3,858.15	75	0	97106063604	INPM-05-01	Buckle Up		Knoxville
Comcast	Cable	8	7	5-16/5-30-05	$5,083.00	100	0	97106063604	INPM-05-01	Click It or Ticket		Knoxville
Comcast	Cable	9	7	6-6/6-29-05	$1,630.72	30	0	97106062504	154PM-05-01	100 Days of Summer		Knoxville
Comcast	Cable	9	7	6-6/6-29-05	$1,630.73	29	0	99107000794	QN1-05-05	100 Days of Summer		Knoxville
Comcast	Cable	9	7	7-1/8-29-05	$2,423.78	44	0	97106062504	154PM-05-01	100 Days of Summer		Knoxville
Comcast	Cable	9	7	7-1/8-29-05	$2,423.77	43	0	99107000794	QN1-05-05	100 Days of Summer		Knoxville
Comcast	Cable	10	7	8-12/8-25-05	$4,640.15	81	0	97106062504	154PM-05-01	Booze it & Lose it		Knoxville
Comcast	Cable	1	7	10-16/11-06-04	$9,537.00	145	0	97106062504	154PM-05-01	Roadblock		Chattanooga
Comcast	Cable	3	7	12/26/2004	$191.25	1	0	97106062504	154PM-05-01	Jeff Fisher		Chattanooga
Comcast	Cable	2	7	11-24/1-8-05	$5,567.50	1	0	97106062504	154PM-05-01	Holiday Campaign		Chattanooga
Comcast	Cable	13	7	4-19/5-1-05	$2,431.00	88	0	97106062504	154PM-05-01	Prom		Chattanooga
Comcast	Cable	7	7	5-2/5-15-05	$2,261.00	33	14	97106063604	INPM-05-01	Buckle Up		Chattanooga
Comcast	Cable	8	7	5-16/5-30-05	$2,953.75	43	143	97106063604	INPM-05-01	Click It or Ticket		Chattanooga
Comcast	Cable	9	7	7-1/8-29-05	$3,703.87	44	25	97106062504	154PM-05-01	100 Days of Summer		Chattanooga
Comcast	Cable	9	7	7-1/8-29-05	$3,703.88	44	25	99107000794	QN1-05-05	100 Days of Summer		Chattanooga
Comcast	Cable	10	7	8-12/8-25-05	$4,581.50	61	0	97106062504	154PM-05-01	Booze it & Lose it		Chattanooga
Comcast	Cable	14	7	6-13/6-19-05	$469.20	32	0	99107000794	QN1-05-05	TOPS		Chattanooga
Comcast	Cable	14	8	8-22/9-25-05	$8,491.50	594	0	99107000794	QN1-05-05	TOPS		Chattanooga
Comcast	Cable	14	8	9-26/9-30-05	$1,494.30	120	0	97106063204	PM-05-02	TOPS		Chattanooga
Charter Media	Cable	14	7	6-13/6-19-05	$443.70	29	0	99107000794	QN1-05-05	TOPS		Chattanooga
Charter Media	Cable	1	7	10-16/11-06-04	$5,781.63	103	285	97106062504	154PM-05-01	Roadblock		Tri-Cities
Charter Media	Cable	2	7	11-24/1-8-05	$4,739.31	77	230	97106062504	154PM-05-01	Holiday Campaign		Tri-Cities
Charter Media	Cable	13	7	4-19/5-1-05	$2,964.50	54	169	97106062504	154PM-05-01	Prom		Tri-Cities
Charter Media	Cable	7	7	5-2/5-15-05	$3,748.50	86	172	97106063604	INPM-05-01	Buckle Up		Tri-Cities

Charter Media	Cable	8	7	5-16/5-30-05	$3,332.00	73	146	97106063604	INPM-05-01	Click It or Ticket		Tri-Cities
Charter Media	Cable	9	7	6-6/6-29-05	$1,256.30	78	24	97106062504	154PM-05-01	100 Days of Summer		Tri-Cities
Charter Media	Cable	9	7	6-6/6-29-05	$1,256.30	78	24	99107000794	QN1-05-05	100 Days of Summer		Tri-Cities
Charter Media	Cable	9	7	7-1/8-29-05	$1,870.02	116	35	97106062504	154PM-05-01	100 Days of Summer		Tri-Cities
Charter Media	Cable	9	7	7-1/8-29-05	$1,870.02	116	36	99107000794	QN1-05-05	100 Days of Summer		Tri-Cities
Charter Media	Cable	10	7	8-12/8-25-05	$3,468.23	96	191	97106062504	154PM-05-01	Booze it & Lose it		Tri-Cities
Charter Media	Cable	14	8	8-22/9-25-05	$21,306.58	425	138	99107000794	QN1-05-05	TOPS		Tri-Cities
Charter Media	Cable	14	8	9-26/9-30-05	$2,924.00	452	0	97106063204	PM-05-02	TOPS		Tri-Cities
WHBQ	TV	1	7	10-18/11-06-04	$22,227.50	41	0	97106062504	154PM-05-01	Roadblock		Memphis
WHBQ	TV	3	7	1/2/2005	$1,487.50	1	1	97106062504	154PM-05-01	Jeff Fisher		Memphis
WHBQ	TV	2	7	11-24/1-8-05	$17,828.75	44	30	97106062504	154PM-05-01	Holiday Campaign		Memphis
WHBQ	TV	13	7	4-19/5-1-05	$2,592.50	9	0	97106062504	154PM-05-01	Prom		Memphis
WHBQ	TV	7	7	5-2/5-15-05	$13,940.00	22	0	97106063604	INPM-05-01	Buckle Up		Memphis
WHBQ	TV	8	7	5-16/5-30-05	$17,340.00	23	1	97106063604	INPM-05-01	Click It or Ticket		Memphis
WHBQ	TV	9	7	6-6/6-29-05	$3,782.50	9	0	97106062504	154PM-05-01	100 Days of Summer		Memphis
WHBQ	TV	9	7	6-6/6-29-95	$3,782.50	9	0	99107000794	QN1-05-05	100 Days of Summer		Memphis
WHBQ	TV	9	7	7-1/8-29-05	$2,354.50	10	0	97106062504	154PM-05-01	100 Days of Summer		Memphis
WHBQ	TV	9	7	7-1/8-29-05	$2,354.50	11	0	99107000794	QN1-05-05	100 Days of Summer		Memphis
WHBQ	TV	10	7	8-12/8-25-05	$6,409.00	21	0	97106062504	154PM-05-01	Booze it & Lose it		Memphis
WLMT	TV	1	7	10-20/11-06-04	$10,136.25	34	0	97106062504	154PM-05-01	Roadblock		Memphis
WLMT	TV	2	7	11-24/1-8-05	$11,177.50	37	0	97106062504	154PM-05-01	Holiday Campaign		Memphis
WLMT	TV	13	7	4-19/5-1-05	$5,355.00	23	0	97106062504	154PM-05-01	Prom		Memphis
WLMT	TV	7	7	5-2/5-15-05	$6,885.00	29	0	97106063604	INPM-05-01	Buckle Up		Memphis
WLMT	TV	8	7	5-16/5-30-05	$6,885.00	29	0	97106063604	INPM-05-01	Click It or Ticket		Memphis
WLMT	TV	9	7	6-6/6-29-05	$1,785.00	6	0	97106062504	154PM-05-01	100 Days of Summer		Memphis
WLMT	TV	9	7	6-6/6-29-05	$1,785.00	6	0	99107000794	QN1-05-05	100 Days of Summer		Memphis
WLMT	TV	9	7	7-1/8-29-05	$2,465.00	10	0	97106062504	154PM-05-01	100 Days of Summer		Memphis
WLMT	TV	9	7	7-1/8-29-05	$2,465.00	11	0	99107000794	QN1-05-05	100 Days of Summer		Memphis
WLMT	TV	10	7	8-12/8-25-05	$4,143.75	18	0	97106062504	154PM-05-01	Booze it & Lose it		Memphis
WMC-TV	TV	1	7	10-20/11-06-04	$9,753.75	19	0	97106062504	154PM-05-01	Roadblock		Memphis
WMC-TV	TV	2	7	11-24/1-8-05	$4,428.50	16	13	97106062504	154PM-05-01	Holiday Campaign		Memphis
WMC-TV	TV	13	7	4-19/5-1-05	$5,882.00	8	0	97106062504	154PM-05-01	Prom		Memphis
WMC-TV	TV	7	7	5-2/5-15-05	$5,882.00	8	0	97106063604	INPM-05-01	Buckle Up		Memphis
WMC-TV	TV	8	7	5-16/5-30-05	$5,882.00	8	0	97106063604	INPM-05-01	Click It or Ticket		Memphis
WMC-TV	TV	9	7	6-6/6-29-05	$201.88	1	0	97106062504	154PM-05-01	100 Days of Summer		Memphis
WMC-TV	TV	9	7	6-6/6-29-05	$201.88	2	0	99107000794	QN1-05-05	100 Days of Summer		Memphis
WMC-TV	TV	9	7	7-1/8-29-05	$1,245.25	5	0	97106062504	154PM-05-01	100 Days of Summer		Memphis
WMC-TV	TV	9	7	7-1/8-29-05	$1,245.25	6	0	99107000794	QN1-05-05	100 Days of Summer		Memphis
WMC-TV	TV	10	7	8-12/8-25-05	$6,039.25	12	0	97106062504	154PM-05-01	Booze it & Lose it		Memphis
WPTY	TV	1	7	10-20/11-06-04	$9,473.25	27	0	97106062504	154PM-05-01	Roadblock		Memphis
WPTY	TV	3	7	12/19/2004	$1,275.00	2	0	97106062504	154PM-05-01	Jeff Fisher		Memphis
WPTY	TV	2	7	11-24/1-8-05	$18,457.75	20	3	97106062504	154PM-05-01	Holiday Campaign		Memphis
WPTY	TV	13	7	4-19/5-1-05	$2,528.75	8	0	97106062504	154PM-05-01	Prom		Memphis
WPTY	TV	7	7	5-2/5-15-05	$2,528.75	8	0	97106063604	INPM-05-01	Buckle Up		Memphis
WPTY	TV	8	7	5-16/5-30-05	$2,528.75	8	0	97106063604	INPM-05-01	Click It or Ticket		Memphis
WPTY	TV	9	7	6-6/6-29-05	$807.50	2	0	97106062504	154PM-05-01	100 Days of Summer		Memphis
WPTY	TV	9	7	6-6/6-29-05	$807.50	2	0	99107000794	QN1-05-05	100 Days of Summer		Memphis
WPTY	TV	9	7	7-1/8-29-05	$1,508.75	4	0	97106062504	154PM-05-01	100 Days of Summer		Memphis
WPTY	TV	9	7	7-1/8-29-05	$1,508.75	3	0	99107000794	QN1-05-05	100 Days of Summer		Memphis
WPTY	TV	10	7	8-12/8-25-05	$1,402.50	15	0	97106062504	154PM-05-01	Booze it & Lose it		Memphis
WREG	TV	1	7	9-18/11-06-04	$13,047.00	19	0	97106062504	154PM-05-01	Roadblock		Memphis
WREG	TV	3	7	12-5/12-19-04	$2,295.00	2	0	97106062504	154PM-05-01	Jeff Fisher		Memphis
WREG	TV	2	7	11-24/1-8-05	$7,671.25	13	0	97106062504	154PM-05-01	Holiday Campaign		Memphis
WREG	TV	13	7	4-19/5-1-05	$5,822.50	7	0	97106062504	154PM-05-01	Prom		Memphis

WREG	TV	7	7	5-2/5-15-05	$5,822.50	7	0	97106063604	INPM-05-01	Buckle Up		Memphis
WREG	TV	8	7	5-16/5-30-05	$6,842.50	8	0	97106063604	INPM-05-01	Click It or Ticket		Memphis
WREG	TV	9	7	6-6/7-24-05	$1,530.00	7	0	97106062504	154PM-05-01	100 Days of Summer		Memphis
WREG	TV	9	7	6-6/7-24-05	$1,530.00	6	0	99107000794	QN1-05-05	100 Days of Summer		Memphis
WREG	TV	9	7	7-1/8-29-05	$2,900.62	6	0	97106062504	154PM-05-01	100 Days of Summer		Memphis
WREG	TV	9	7	7-1/8-29-05	$2,900.63	7	0	99107000794	QN1-05-05	100 Days of Summer		Memphis
WREG	TV	10	7	8-12/8-25-05	$8,925.00	20	0	97106062504	154PM-05-01	Booze it & Lose it		Memphis
WBBJ	TV	1	7	10-18/11-06-04	$14,301.25	40	0	97106062504	154PM-05-01	Roadblock		Jackson
WBBJ	TV	3	7	12/19/2004	$1,020.00	1	0	97106062504	154PM-05-01	Jeff Fisher		Jackson
WBBJ	TV	2	7	11-24/1-8-05	$14,964.25	38	24	97106062504	154PM-05-01	Holiday Campaign		Jackson
WBBJ	TV	13	7	4-19/5-1-05	$8,296.00	29	0	97106062504	154PM-05-01	Prom		Jackson
WBBJ	TV	8	7	5-16/5-30-05	$10,374.25	33	0	97106063604	INPM-05-01	Click It or Ticket		Jackson
WBBJ	TV	9	7	6-6/6-29-05	$2,456.50	6	10	97106062504	154PM-05-01	100 Days of Summer		Jackson
WBBJ	TV	9	7	6-6/6-29-05	$2,456.50	5	10	99107000794	QN1-05-05	100 Days of Summer		Jackson
WBBJ	TV	9	7	7-1/8-29-05	$3,055.75	15	15	97106062504	154PM-05-01	100 Days of Summer		Jackson
WBBJ	TV	9	7	7-1/8-29-05	$3,055.75	16	15	99107000794	QN1-05-05	100 Days of Summer		Jackson
WBBJ	TV	10	7	8-12/8-25-05	$7,220.75	28	0	97106062504	154PM-05-01	Booze it & Lose it		Jackson
WJKT	TV	1	7	10-20/11-05-04	$1,211.25	30	0	97106062504	154PM-05-01	Roadblock		Jackson
WJKT	TV	2	7	11-24/1-8-05	$1,547.00	38	36	97106062504	154PM-05-01	Holiday Campaign		Jackson
WJKT	TV	13	7	4-19/5-1-05	$816.00	12	0	97106062504	154PM-05-01	Prom		Jackson
WJKT	TV	8	7	5-16/5-30-05	$340.00	5	29	97106063604	INPM-05-01	Click It or Ticket		Jackson
WJKT	TV	9	7	6-6/6-29-05	$235.88	4	6	97106062504	154PM-05-01	100 Days of Summer		Jackson
WJKT	TV	9	7	6-6/6-29-05	$235.88	5	6	99107000794	QN1-05-05	100 Days of Summer		Jackson
WJKT	TV	9	7	7-1/8-29-05	$576.50	12	28	97106062504	154PM-05-01	100 Days of Summer		Jackson
WJKT	TV	9	7	7-1/8-29-05	$576.50	11	28	99107000794	QN1-05-05	100 Days of Summer		Jackson
WJKT	TV	10	7	8-12/8-25-05	$433.50	13	28	97106062504	154PM-05-01	Booze it & Lose it		Jackson
WKRN	TV	1	7	10-18/11-05-04	$9,817.50	20	0	97106062504	154PM-05-01	Roadblock		Nashville
WKRN	TV	2	7	11-24/1-8-05	$20,591.25	24	5	97106062504	154PM-05-01	Holiday Campaign		Nashville
WKRN	TV	4	7	3-28/4-10-05	$4,845.00	35	10	97106063204	PM-05-02	Work Zone		Nashville
WKRN	TV	13	7	4-19/5-1-05	$5,270.00	10	0	97106062504	154PM-05-01	Prom		Nashville
WKRN	TV	7	7	5-2/5-15-05	$4,420.00	14	0	97106063604	INPM-05-01	Buckle Up		Nashville
WKRN	TV	8	7	5-16/5-30-05	$4,845.00	9	9	97106063604	INPM-05-01	Click It or Ticket		Nashville
WKRN	TV	10	7	8-12/8-25-05	$1,020.00	2	1	97106062504	154PM-05-01	Booze it & Lose it		Nashville
WNAB	TV	1	7	10-20/11-06-04	$1,530.00	15	0	97106062504	154PM-05-01	Roadblock		Nashville
WNAB	TV	2	7	11-24/1-8-05	$3,064.25	26	0	97106062504	154PM-05-01	Holiday Campaign		Nashville
WNAB	TV	4	7	3-28/4-10-05	$535.50	21	0	97106063204	PM-05-02	Work Zone		Nashville
WNAB	TV	13	7	4-19/5-1-05	$2,273.75	6	0	97106062504	154PM-05-01	Prom		Nashville
WNAB	TV	7	7	5-2/5-15-05	$7,152.75	28	1	97106063604	INPM-05-01	Buckle Up		Nashville
WNAB	TV	8	7	5-16/5-30-05	$3,608.25	15	0	97106063604	INPM-05-01	Click It or Ticket		Nashville
WNAB	TV	9	7	6-6/6-29-05	$242.25	3	0	97106063604	154PM-05-01	100 Days of Summer		Nashville
WNAB	TV	9	7	6-6/6-29-05	$242.25	3	0	99107000794	QN1-05-05	100 Days of Summer		Nashville
WNAB	TV	9	7	7-1/8-29-05	$760.75	9	0	97106062504	154PM-05-01	100 Days of Summer		Nashville
WNAB	TV	9	7	7-1/8-29-05	$760.75	10	0	99107000794	QN1-05-05	100 Days of Summer		Nashville
WNAB	TV	10	7	8-12/8-25-05	$2,001.75	13	0	97106062504	154PM-05-01	Booze it & Lose it		Nashville
WSMV	TV	1	7	10-20/11-06-04	$2,817.75	18	0	97106062504	154PM-05-01	Roadblock		Nashville
WSMV	TV	2	7	11-24/1-8-05	$9,481.75	16	20	97106062504	154PM-05-01	Holiday Campaign		Nashville
WSMV	TV	4	7	3-28/4-10-05	$6,234.75	14	0	97106063204	PM-05-02	Work Zone		Nashville
WSMV	TV	13	7	4-19/5-1-05	$4,547.50	8	0	97106062504	154PM-05-01	Prom		Nashville
WSMV	TV	8	7	5-16/5-30-05	$4,866.25	13	0	97106063604	INPM-05-01	Click It or Ticket		Nashville
WSMV	TV	9	7	6-6/6-29-05	$2,945.25	6	0	97106062504	154PM-05-01	100 Days of Summer		Nashville
WSMV	TV	9	7	6-6/6-29-05	$2,945.25	7	0	99107000794	QN1-05-05	100 Days of Summer		Nashville
WSMV	TV	9	7	7-1/8-29-05	$3,716.63	6	0	97106062504	154PM-05-01	100 Days of Summer		Nashville
WSMV	TV	9	7	7-1/8-29-05	$3,716.62	8	0	99107000794	QN1-05-05	100 Days of Summer		Nashville
WSMV	TV	10	7	8-12/8-25-05	$7,735.00	8	0	97106062504	154PM-05-01	Booze it & Lose it		Nashville

WTVF	TV	1	7	10-24/11-07-04	$6,375.00	9	5	97106062504	154PM-05-01	Roadblock		Nashville
WTVF	TV	2	7	11-24/1-8-05	$8,903.75	18	18	97106062504	154PM-05-01	Holiday Campaign		Nashville
WTVF	TV	4	7	3-28/4-10-05	$4,972.50	17	0	97106063204	PM-05-02	Work Zone		Nashville
WTVF	TV	7	7	5-2/5-15-05	$8,109.00	8	0	97106063604	INPM-05-01	Buckle Up		Nashville
WTVF	TV	8	7	5-16/5-30-05	$5,261.50	7	0	97106063604	INPM-05-01	Click It or Ticket		Nashville
WTVF	TV	9	7	6-6/6-29-05	$841.75	3	0	97106062504	154PM-05-01	100 Days of Summer		Nashville
WTVF	TV	9	7	6-6/6-29-05	$841.75	2	0	99107000794	QN1-05-05	100 Days of Summer		Nashville
WTVF	TV	9	7	7-1/8-29-05	$1,349.38	5	0	97106062504	154PM-05-01	100 Days of Summer		Nashville
WTVF	TV	9	7	7-1/8-29-05	$1,349.37	4	0	99107000794	QN1-05-05	100 Days of Summer		Nashville
WUXP	TV	1	7	10-19/11-05-04	$12,006.25	35	4	97106062504	154PM-05-01	Roadblock		Nashville
WUXP	TV	2	7	11-24/1-8-05	$10,038.50	45	41	97106062504	154PM-05-01	Holiday Campaign		Nashville
WUXP	TV	4	7	3-28/4-10-05	$3,017.50	34	0	97106063204	PM-05-02	Work Zone		Nashville
WUXP	TV	13	7	4-19/5-1-05	$3,111.00	12	0	97106062504	154PM-05-01	Prom		Nashville
WUXP	TV	7	7	5-2/5-15-05	$4,254.25	19	0	97106063604	INPM-05-01	Buckle Up		Nashville
WUXP	TV	8	7	5-16/5-30-05	$5,550.50	25	0	97106063604	INPM-05-01	Click It or Ticket		Nashville
WUXP	TV	9	7	6-6/6-29-05	$994.50	6	0	97106062504	154PM-05-01	100 Days of Summer		Nashville
WUXP	TV	9	7	6-6/6-29-05	$994.50	6	0	99107000794	QN1-05-05	100 Days of Summer		Nashville
WUXP	TV	9	7	7-1/8-29-05	$1,491.75	9	0	97106062504	154PM-05-01	100 Days of Summer		Nashville
WUXP	TV	9	7	7-1/8-29-05	$1,491.75	9	0	99107000794	QN1-05-05	100 Days of Summer		Nashville
WUXP	TV	10	7	8-12/8-25-05	$3,298.00	15	0	97106062504	154PM-05-01	Booze it & Lose it		Nashville
WZTV	TV	1	7	10-18/11-07-04	$23,566.25	35	0	97106062504	154PM-05-01	Roadblock		Nashville
WZTV	TV	2	7	11-24/1-8-05	$11,262.50	26	0	97106062504	154PM-05-01	Holiday Campaign		Nashville
WZTV	TV	4	7	3-28/4-10-05	$1,232.50	6	0	97106063204	PM-05-02	Work Zone		Nashville
WZTV	TV	13	7	4-19/5-1-05	$7,437.50	26	0	97106062504	154PM-05-01	Prom		Nashville
WZTV	TV	7	7	5-2/5-15-05	$10,493.25	15	0	97106063604	INPM-05-01	Buckle Up		Nashville
WZTV	TV	8	7	5-16/5-30-05	$12,410.00	16	0	97106063604	INPM-05-01	Click It or Ticket		Nashville
WZTV	TV	9	7	6-6/7-29-05	$3,187.50	5	0	97106062504	154PM-05-01	100 Days of Summer		Nashville
WZTV	TV	9	7	6-6/7-29-05	$3,187.50	6	0	99107000794	QN1-05-05	100 Days of Summer		Nashville
WZTV	TV	9	7	7-1/8-29-05	$1,466.25	3	0	97106062504	154PM-05-01	100 Days of Summer		Nashville
WZTV	TV	9	7	7-1/8-29-05	$1,466.25	4	0	99107000794	QN1-05-05	100 Days of Summer		Nashville
WZTV	TV	10	7	8-12/8-25-05	$9,732.50	16	0	97106062504	154PM-05-01	Booze it & Lose it		Nashville
WATE	TV	1	7	10-18/11-05-04	$3,187.50	9	0	97106062504	154PM-05-01	Roadblock		Knoxville
WATE	TV	3	7	12/19/2004	$850.00	1	0	97106062504	154PM-05-01	Jeff Fisher		Knoxville
WATE	TV	2	7	11-24/1-8-05	$6,506.75	11	0	97106062504	154PM-05-01	Holiday Campaign		Knoxville
WATE	TV	4	7	3-28/4-10-05	$4,084.25	53	0	97106063204	PM-05-02	Work Zone		Knoxville
WATE	TV	13	7	4-19/5-1-05	$637.50	3	0	97106062504	154PM-05-01	Prom		Knoxville
WATE	TV	7	7	5-2/5-15-05	$2,915.50	11	0	97106063604	INPM-05-01	Buckle Up		Knoxville
WATE	TV	8	7	5-16/5-30-05	$3,506.25	13	0	97106063604	INPM-05-01	Click It or Ticket		Knoxville
WATE	TV	9	7	6-6/6-29-05	$510.00	3	0	97106062504	154PM-05-01	100 Days of Summer		Knoxville
WATE	TV	9	7	6-6/6-29-05	$510.00	3	0	99107000794	QN1-05-05	100 Days of Summer		Knoxville
WATE	TV	9	7	7-1/8-29-05	$340.00	1	4	97106062504	154PM-05-01	100 Days of Summer		Knoxville
WATE	TV	9	7	7-1/8-29-05	$340.00	1	4	99107000794	QN1-05-05	100 Days of Summer		Knoxville
WATE	TV	10	7	8-12/8-25-05	$2,550.00	5	6	97106062504	154PM-05-01	Booze it & Lose it		Knoxville
WBIR	TV	1	7	10-20/11-07-04	$13,294.00	31	0	97106062504	154PM-05-01	Roadblock		Knoxville
WBIR	TV	2	7	11-24/1-8-05	$14,717.75	41	0	97106062504	154PM-05-01	Holiday Campaign		Knoxville
WBIR	TV	4	7	3-28/4-10-05	$6,804.25	50	15	97106063204	PM-05-02	Work Zone		Knoxville
WBIR	TV	7	7	5-2/5-15-05	$9,214.00	43	37	97106063604	INPM-05-01	Buckle Up		Knoxville
WBIR	tV	8	7	5-16/5-30-05	$9,384.00	38	15	97106063604	INPM-05-01	Click It or Ticket		Knoxville
WBIR	TV	9	7	6-6/6-29-05	$1,712.50	4	0	97106062504	154PM-05-01	100 Days of Summer		Knoxville
WBIR	TV	9	7	6-6/-29-05	$1,712.50	5	0	99107000794	QN1-05-05	100 Days of Summer		Knoxville
WBIR	TV	9	7	7-1/8-29-05	$1,566.13	5	0	97106062504	154PM-05-01	100 Days of Summer		Knoxville
WBIR	TV	9	7	7-1/8-29-05	$1,566.12	6	0	99107000794	QN1-05-05	100 Days of Summer		Knoxville
WBIR	TV	10	7	8-12/8-25-05	$3,251.25	7	0	97106062504	154PM-05-01	Booze it & Lose it		Knoxville
WBXX	TV	1	7	10-20/11-07-04	$12,133.75	52	0	97106062504	154PM-05-01	Roadblock		Knoxville

WBXX	TV	2	7	11-24/1-8-05	$6,311.25	21	0	97106062504	154PM-05-01	Holiday Campaign		Knoxville
WBXX	TV	4	7	3-28/4-10-05	$629.00	30	0	97106063204	PM-05-02	Work Zone		Knoxville
WBXX	TV	13	7	4-19/5-1-05	$6,047.75	19	0	97106062504	154PM-05-01	Prom		Knoxville
WBXX	TV	7	7	5-2/5-15-05	$7,777.50	37	0	97106063604	INPM-05-01	Buckle Up		Knoxville
WBXX	TV	8	7	5-16/5-30-05	$6,672.50	33	0	97106063604	INPM-05-01	Click It or Ticket		Knoxville
WBXX	TV	9	7	6-6/6-29-05	$1,493.87	7	0	97106062504	154PM-05-01	100 Days of Summer		Knoxville
WBXX	TV	9	7	6-6/6-29-05	$1,493.88	7	0	99107000794	QN1-05-05	100 Days of Summer		Knoxville
WBXX	TV	9	7	7-1/8-29-05	$1,906.13	10	0	97106062504	154PM-05-01	100 Days of Summer		Knoxville
WBXX	TV	9	7	7-1/8-29-05	$1,906.12	10	0	99107000794	QN1-05-05	100 Days of Summer		Knoxville
WBXX	TV	10	7	8-12/8-25-05	$4,687.75	25	45	97106062504	154PM-05-01	Booze it & Lose it		Knoxville
WTNZ	TV	1	7	10-18/11-06-04	$7,743.50	40	0	97106062504	154PM-05-01	Roadblock		Knoxville
WTNZ	TV	3	7	1/2/2005	$1,020.00	1	0	97106062504	154PM-05-01	Jeff Fisher		Knoxville
WTNZ	TV	2	7	11-24/1-8-05	$7,161.25	23	48	97106062504	154PM-05-01	Holiday Campaign		Knoxville
WTNZ	TV	13	7	4-19/5-1-05	$4,828.00	16	1	97106062504	154PM-05-01	Prom		Knoxville
WTNZ	TV	7	7	5-2/5-15-05	$8,291.75	46	0	97106063604	INPM-05-01	Buckle Up		Knoxville
WTNZ	TV	8	7	5-16/5-30-05	$8,818.75	40	2	97106063604	INPM-05-01	Click It or Ticket		Knoxville
WTNZ	TV	9	7	6-6/6-29-05	$1,306.88	4	8	97106062504	154PM-05-01	100 Days of Summer		Knoxville
WTNZ	TV	9	7	6-6/6-29-05	$1,306.87	4	8	99107000794	QN1-05-05	100 Days of Summer		Knoxville
WTNZ	TV	9	7	7-1/8-29-05	$2,528.75	10	8	97106062504	154PM-05-01	100 Days of Summer		Knoxville
WTNZ	TV	9	7	7-1/8-29-05	$2,528.75	10	8	99107000794	QN1-05-05	100 Days of Summer		Knoxville
WTNZ	TV	10	7	8-12/8-25-05	$3,400.00	15	13	97106062504	154PM-05-01	Booze it & Lose it		Knoxville
WVLT	TV	1	7	9-04/12-4-04	$17,340.00	7	203	97106062504	154PM-05-01	Roadblock		Knoxville
WVLT	TV	3	7	11-28/12-19-04	$4,590.00	4	2	97106062504	154PM-05-01	Jeff Fisher		Knoxville
WVLT	TV	2	7	11-24/1-8-05	$10,293.50	19	231	97106062504	154PM-05-01	Holiday Campaign		Knoxville
WVLT	DT	4	7	3-28/4-10-05	$535.50	90	38	97106063204	PM-05-02	Work Zone		Knoxville
WVLT	TV	4	7	3-28/4-10-05	$2,860.25	36	0	97106063204	PM-05-02	Work Zone		Knoxville
WVLT	TV	7	7	5-2/5-15-05	$1,275.00	20	0	97106063604	INPM-05-01	Buckle Up		Knoxville
WVLT	DT	7	7	5-2/5-15-05	$1,020.00	8	0	97106063604	INPM-05-01	Buckle Up		Knoxville
WVLT	TV	8	7	5-16/5-30-05	$637.50	10	0	97106063604	INPM-05-01	Click It or Ticket		Knoxville
WVLT	DT	9	7	6-6/6-29-05	$140.25	11	0	97106062504	154PM-05-01	100 Days of Summer		Knoxville
WVLT	DT	9	7	6-6/6-29-05	$140.25	12	0	99107000794	QN1-05-05	100 Days of Summer		Knoxville
WVLT	DT	9	7	7-1/8-29-05	$123.25	11	23	97106062504	154PM-05-01	100 Days of Summer		Knoxville
WVLT	DT	9	7	7-1/8-29-05	$123.25	11	23	99107000794	QN1-05-05	100 Days of Summer		Knoxville
WVLT	DT	10	7	8-12/8-25-05	$369.75	23	123	97106062504	154PM-05-01	Booze it & Lose it		Knoxville
WVLT	TV	9	7	6-6/6-29-05	$765.00	1	11	97106062504	154PM-05-01	100 Days of Summer		Knoxville
WVLT	TV	9	7	6-6/6-29-05	$765.00	2	10	99107000794	QN1-05-05	100 Days of Summer		Knoxville
WVLT	TV	9	7	7-1/8-29-05	$992.37	7	22	97106062504	154PM-05-01	100 Days of Summer		Knoxville
WVLT	TV	9	7	7-1/8-29-05	$992.38	8	22	99107000794	QN1-05-05	100 Days of Summer		Knoxville
WVLT	TV	10	7	8-12/8-25-05	$2,125.00	4	71	97106062504	154PM-05-01	Booze it & Lose it		Knoxville
WMAK	TV	4	7	3-28/4-10-05	$527.00	41	35	97106063204	PM-05-02	Work Zone		Knoxville
WMAK	TV	7	7	5-2/5-15-05	$850.00	20	20	97106063604	INPM-05-01	Buckle Up		Knoxville
WMAK	TV	8	7	5-16/5-30-05	$850.00	20	23	97106063604	INPM-05-01	Click It or Ticket		Knoxville
WMAK	TV	9	7	6-6/6-29-05	$425.00	10	5	97106062504	154PM-05-01	100 Days of Summer		Knoxville
WMAK	TV	9	7	6-6/6-29-05	$425.00	10	5	99107000794	QN1-05-05	100 Days of Summer		Knoxville
WMAK	TV	9	7	7-1/8-29-05	$1,094.37	21	14	97106062504	154PM-05-01	100 Days of Summer		Knoxville
WMAK	TV	9	7	7-1/8-29-05	$1,094.38	20	14	99107000794	QN1-05-05	100 Days of Summer		Knoxville
WMAK	TV	10	7	8-12/8-25-05	$1,232.50	38	21	97106062504	154PM-05-01	Booze it & Lose it		Knoxville
WDEF	TV	1	7	10-16/11-06-04	$7,259.00	8	0	97106062504	154PM-05-01	Roadblock		Chattanooga
WDEF	TV	3	7	11-28/12-19-04	$3,463.75	6	0	97106062504	154PM-05-01	Jeff Fisher		Chattanooga
WDEF	TV	2	7	11-24/1-8-05	$6,600.25	21	0	97106062504	154PM-05-01	Holiday Campaign		Chattanooga
WDEF	TV	13	7	4-19/5-1-05	$3,417.00	15	0	97106062504	154PM-05-01	Prom		Chattanooga
WDEF	TV	7	7	5-2/5-15-05	$1,360.00	2	0	97106063604	INPM-05-01	Buckle Up		Chattanooga
WDEF	TV	8	7	5-16/5-30-05	$2,932.50	5	0	97106063604	INPM-05-01	Click It or Ticket		Chattanooga
WDEF	TV	9	7	6-6/6-29-05	$318.75	1	0	97106062504	154PM-05-01	100 Days of Summer		Chattanooga
WDEF	TV	9	7	6-6/6-29-05	$318.75	1	0	99107000794	QN1-05-05	100 Days of Summer		Chattanooga

WDEF	TV	9	7	7-1/8-29-05	$956.25	3	0	97106062504	154PM-05-01	100 Days of Summer		Chattanooga
WDEF	TV	9	7	7-1/8-29-05	$956.25	3	0	99107000794	QN1-05-05	100 Days of Summer		Chattanooga
WDEF	TV	10	7	8-12/8-25-05	$977.50	7	32	97106062504	154PM-05-01	Booze it & Lose it		Chattanooga
WDSI	TV	1	7	10-18/11-07-04	$9,715.50	44	0	97106062504	154PM-05-01	Roadblock		Chattanooga
WDSI	TV	2	7	11-24/1-8-05	$6,583.75	43	30	97106062504	154PM-05-01	Holiday Campaign		Chattanooga
WDSI	TV	13	7	4-19/5-1-05	$6,948.75	29	0	97106062504	154PM-05-01	Prom		Chattanooga
WDSI	TV	7	7	5-2/5-15-05	$8,402.25	24	0	97106063604	INPM-05-01	Buckle Up		Chattanooga
WDSI	TV	8	7	5-16/5-30-05	$9,405.25	41	0	97106063604	INPM-05-01	Click It or Ticket		Chattanooga
WDSI	TV	9	7	6-6/6-29-05	$3,117.38	15	0	97106062504	154PM-05-01	100 Days of Summer		Chattanooga
WDSI	TV	9	7	6-6/6-29-05	$3,117.37	14	0	99107000794	QN1-05-05	100 Days of Summer		Chattanooga
WDSI	TV	9	7	7-1/8-29-05	$3,886.62	23	0	97106062504	154PM-05-01	100 Days of Summer		Chattanooga
WDSI	TV	9	7	7-1/8-29-05	$3,886.63	23	0	99107000794	QN1-05-05	100 Days of Summer		Chattanooga
WDSI	TV	10	7	8-12/8-25-05	$6,022.25	44	0	97106062504	154PM-05-01	Booze it & Lose it		Chattanooga
WFLI	TV	1	7	10-20/11-06-04	$2,754.00	33	0	97106062504	154PM-05-01	Roadblock		Chattanooga
WFLI	TV	2	7	11-24/1-8-05	$573.75	6	8	97106062504	154PM-05-01	Holiday Campaign		Chattanooga
WFLI	TV	13	7	4-19/5-1-05	$1,802.00	12	0	97106062504	154PM-05-01	Prom		Chattanooga
WFLI	TV	7	7	5-2/5-15-05	$969.00	8	0	97106063604	INPM-05-01	Buckle Up		Chattanooga
WFLI	TV	8	7	5-16/5-30-05	$1,058.25	17	0	97106063604	INPM-05-01	Click It or Ticket		Chattanooga
WFLI	TV	9	7	6-6/6-29-05	$524.87	4	0	97106062504	154PM-05-01	100 Days of Summer		Chattanooga
WFLI	TV	9	7	6-6/6-29-05	$524.88	5	0	99107000794	QN1-05-05	100 Days of Summer		Chattanooga
WFLI	TV	9	7	7-1/8-29-05	$969.00	8	0	97106062504	154PM-05-01	100 Days of Summer		Chattanooga
WFLI	TV	9	7	7-1/8-29-05	$969.00	8	0	99107000794	QN1-05-05	100 Days of Summer		Chattanooga
WFLI	TV	10	7	8-12/8-25-05	$811.75	8	3	97106062504	154PM-05-01	Booze it & Lose it		Chattanooga
WRCB	TV	1	7	10-22/11-07-04	$3,017.50	8	0	97106062504	154PM-05-01	Roadblock		Chattanooga
WRCB	TV	2	7	11-24/1-8-05	$6,723.50	22	0	97106062504	154PM-05-01	Holiday Campaign		Chattanooga
WRCB	TV	7	7	5-2/5-15-05	$2,805.00	11	0	97106063604	INPM-05-01	Buckle Up		Chattanooga
WRCB	TV	8	7	5-16/5-30-05	$2,337.50	8	0	97106063604	INPM-05-01	Click It or Ticket		Chattanooga
WRCB	TV	9	7	6-6/6-29-05	$828.75	3	0	97106062504	154PM-05-01	100 Days of Summer		Chattanooga
WRCB	TV	9	7	6-6/6-29-05	$828.75	3	0	99107000794	QN1-05-05	100 Days of Summer		Chattanooga
WRCB	TV	9	7	7-1/8-29-05	$2,210.00	8	0	97106062504	154PM-05-01	100 Days of Summer		Chattanooga
WRCB	TV	9	7	7-1/8-29-05	$2,210.00	9	0	99107000794	QN1-05-05	100 Days of Summer		Chattanooga
WRCB	TV	10	7	8-12/8-25-05	$3,442.50	13	3	97106062504	154PM-05-01	Booze it & Lose it		Chattanooga
WTVC	TV	1	7	10-18/11-06-04	$4,165.00	8	0	97106062504	154PM-05-01	Roadblock		Chattanooga
WTVC	TV	3	7	12/19/2004	$1,530.00	1	0	97106062504	154PM-05-01	Jeff Fisher		Chattanooga
WTVC	TV	2	7	11-24/1-8-05	$10,051.25	14	1	97106062504	154PM-05-01	Holiday Campaign		Chattanooga
WTVC	TV	13	7	4-19/5-1-05	$2,686.00	8	0	97106062504	154PM-05-01	Prom		Chattanooga
WTVC	TV	7	7	5-2/5-15-05	$9,796.25	15	0	97106063604	INPM-05-01	Buckle Up		Chattanooga
WTVC	TV	8	7	5-16/5-30-05	$10,280.75	21	0	97106063604	INPM-05-01	Click It or Ticket		Chattanooga
WTVC	TV	9	7	6-6/6-29-05	$1,632.00	7	0	97106062504	154PM-05-01	100 Days of Summer		Chattanooga
WTVC	TV	9	7	6-6/6-29-05	$1,632.00	7	0	99107000794	QN1-05-05	100 Days of Summer		Chattanooga
WTVC	TV	9	7	7-1/8-29-05	$3,404.25	16	1	97106062504	154PM-05-01	100 Days of Summer		Chattanooga
WTVC	TV	9	7	7-1/8-29-05	$3,404.25	15	2	99107000794	QN1-05-05	100 Days of Summer		Chattanooga
WTVC	TV	10	7	8-12/8-25-05	$4,505.00	20	0	97106062504	154PM-05-01	Booze it & Lose it		Chattanooga
WAPK	TV	13	7	4-19/5-1-05	$340.00	4	0	97106062504	154PM-05-01	Prom		Tri-Cities
WB4-TV	TV	13	7	4-19/5-1-05	$1,181.50	6	0	97106062504	154PM-05-01	Prom		Tri-Cities
WB4-TV	TV	7	7	5-2/5-15-05	$760.75	4	0	97106063604	INPM-05-01	Buckle Up		Tri-Cities
WB4-TV	TV	8	7	5-16/5-30-05	$760.75	4	0	97106063604	INPM-05-01	Click It or Ticket		Tri-Cities
WCYB	TV	1	7	10-20/11-06-04	$13,111.25	39	22	97106062504	154PM-05-01	Roadblock		Tri-Cities
WCYB	TV	2	7	11-24/1-8-05	$9,256.50	21	8	97106062504	154PM-05-01	Holiday Campaign		Tri-Cities
WCYB	TV	13	7	4-19/5-1-05	$2,044.25	7	0	97106062504	154PM-05-01	Prom		Tri-Cities
WCYB	TV	7	7	5-2/5-15-05	$10,361.50	31	0	97106063604	INPM-05-01	Buckle Up		Tri-Cities
WCYB	TV	8	7	5-16/5-30-05	$12,218.75	35	0	97106063604	INPM-05-01	Click It or Ticket		Tri-Cities
WCYB	TV	9	7	6-6/6-29-05	$5,950.00	21	5	97106062504	154PM-05-01	100 Days of Summer		Tri-Cities
WCYB	TV	9	7	6-6/6-29-05	$5,950.00	22	5	99107000794	QN1-05-05	100 Days of Summer		Tri-Cities

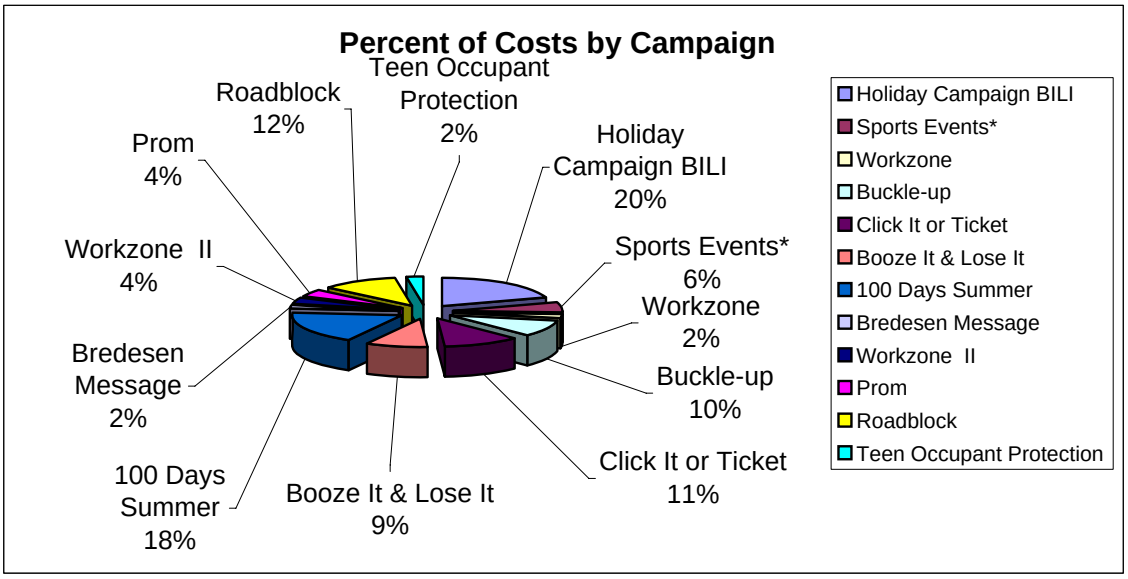
WCYB	TV	9	7	7-1/8-29-05	$6,483.37	18	9	97106062504	154PM-05-01	100 Days of Summer		Tri-Cities
WCYB	TV	9	7	7-1/8-29-05	$6,483.38	17	9	99107000794	QN1-05-05	100 Days of Summer		Tri-Cities
WCYB	TV	10	7	8-12/8-25-05	$11,453.75	40	17	97106062504	154PM-05-01	Booze it & Lose it		Tri-Cities
WEMT	TV	1	7	10-18/11-06-05	$4,292.50	33	0	97106062504	154PM-05-01	Roadblock		Tri-Cities
WEMT	TV	3	7	1/2/2005	$340.00	1	1	97106062504	154PM-05-01	Jeff Fisher		Tri-Cities
WEMT	TV	2	7	11-24/1-8-05	$1,704.25	25	49	97106062504	154PM-05-01	Holiday Campaign		Tri-Cities
WEMT	TV	13	7	4-19/5-1-05	$1,717.00	29	0	97106062504	154PM-05-01	Prom		Tri-Cities
WEMT	TV	7	7	5-2/5-15-05	$5,559.00	32	0	97106063604	INPM-05-01	Buckle Up		Tri-Cities
WEMT	TV	8	7	5-16/5-30-05	$12,218.75	33	0	97106063604	INPM-05-01	Click It or Ticket		Tri-Cities
WEMT	TV	9	7	6-6/6-29-05	$1,447.12	13	32	97106062504	154PM-05-01	100 Days of Summer		Tri-Cities
WEMT	TV	9	7	6-6/6-29-05	$1,447.13	13	32	99107000794	QN1-05-05	100 Days of Summer		Tri-Cities
WEMT	TV	9	7	7-1/8-29-05	$1,007.25	19	48	97106062504	154PM-05-01	100 Days of Summer		Tri-Cities
WEMT	TV	9	7	7-1/8-29-05	$1,007.25	19	48	99107000794	QN1-05-05	100 Days of Summer		Tri-Cities
WEMT	TV	10	7	8-12/8-25-05	$3,876.00	30	58	97106062504	154PM-05-01	Booze it & Lose it		Tri-Cities
WJHL	TV	1	7	10-9/11-06-04	$8,117.50	21	1	97106062504	154PM-05-01	Roadblock		Tri-Cities
WJHL	TV	3	7	12-5/12-19-04	$722.50	2	2	97106062504	154PM-05-01	Jeff Fisher		Tri-Cities
WJHL	TV	2	7	11-24/1-8-05	$8,126.00	25	33	97106062504	154PM-05-01	Holiday Campaign		Tri-Cities
WJHL	TV	13	7	4-19/5-1-05	$1,870.00	7	7	97106062504	154PM-05-01	Prom		Tri-Cities
WJHL	TV	7	7	5-2/5-15-05	$1,419.50	8	20	97106063604	INPM-05-01	Buckle Up		Tri-Cities
WJHL	TV	8	7	5-16/5-30-05	$4,233.00	12	27	97106063604	INPM-05-01	Click It or Ticket		Tri-Cities
WJHL	TV	9	7	6-6/7-24-05	$1,737.75	7	6	97106062504	154PM-05-01	100 Days of Summer		Tri-Cities
WJHL	TV	9	7	6-6/7-24-05	$1,737.75	6	6	99107000794	QN1-05-05	100 Days of Summer		Tri-Cities
WJHL	TV	9	7	7-1/8-29-05	$1,145.38	5	4	97106062504	154PM-05-01	100 Days of Summer		Tri-Cities
WJHL	TV	9	7	7-1/8-29-05	$1,145.37	4	5	99107000794	QN1-05-05	100 Days of Summer		Tri-Cities
WJHL	TV	10	7	8-12/8-25-05	$1,292.00	8	14	97106062504	154PM-05-01	Booze it & Lose it		Tri-Cities
WKPT	TV	1	7	10-18/11-06-04	$2,847.50	7	0	97106062504	154PM-05-01	Roadblock		Tri-Cities
WKPT	TV	3	7	12/19/2004	$722.50	1	4	97106062504	154PM-05-01	Jeff Fisher		Tri-Cities
WKPT	TV	2	7	11-24/1-8-05	$7,735.00	10	48	97106062504	154PM-05-01	Holiday Campaign		Tri-Cities
WKPT	TV	13	7	4-19/5-1-05	$1,785.00	16	0	97106062504	154PM-05-01	Prom		Tri-Cities
WKPT	TV	7	7	5-2/5-15-05	$255.00	4	0	97106063604	INPM-05-01	Buckle Up		Tri-Cities
WKPT	TV	8	7	5-16/5-30-05	$255.00	4	0	97106063604	INPM-05-01	Click It or Ticket		Tri-Cities
WKPT	TV	9	7	6-6/6-29-05	$403.75	4	1	97106062504	154PM-05-01	100 Days of Summer		Tri-Cities
WKPT	TV	9	7	6-6/6-29-05	$403.75	4	0	99107000794	QN1-05-05	100 Days of Summer		Tri-Cities
WKPT	TV	9	7	7-1/8-29-05	$187.00	6	1	97106062504	154PM-05-01	100 Days of Summer		Tri-Cities
WKPT	TV	9	7	7-1/8-29-05	$187.00	5	2	99107000794	QN1-05-05	100 Days of Summer		Tri-Cities
WKPT	TV	10	7	8-12/8-25-05	$1,253.75	12	20	97106062504	154PM-05-01	Booze it & Lose it		Tri-Cities
Total Chandler TV/Cable Spots					**$1,604,352.16**	**13,349**	**8,954**					

Total Radio/Television Buys

	Total Campaign Costs	*Total Spots*	*TV*	*Spots*	*Radio*	*Spots*	Demo-graphics
Holiday Campaign BILI	$543,441	18,452	$287,943	3,755	$255,498	14,697	M 18-49
Sports Events*	$155,831	2,152	$77,763	394	$78,068	1,758	M 18-49
Workzone	$62,974	991	$0	0	$62,974	991	M&F 18-49
Buckle-up	$257,664	3,436	$160,920	1,058	$96,744	2,378	M 18-49
Click It or Ticket	$302,350	4,026	$194,871	1,546	$107,479	2,480	M 18-49
Booze It & Lose It	$251,075	5,489	$138,641	1,865	$112,434	3,624	M 18-49
100 Days Summer	$493,381	14,584	$259,147	3,356	$234,234	11,228	M 18-49
Bredesen Message	$56,752	2,100	$0	0	$56,752	2,100	M&F 18-49
Workzone II	$94,944	3,577	$48,450	728	$46,494	2,816	M &F 18-49
Prom	$114,390	1,115	$114,390	1,115	$0	0	M&F16-24
Roadblock	$312,755	3,885	$312,755	3,885	$0	0	M 18-49
Teen Occupant Protection	$64,858	4,897	$64,858	4,897	$0	0	M&F12-24
	$2,710,415	64,704	$1,659,738	22,599	$1,050,677	42,072	

*Includes NFL Titans, NBA Grizzlies & 480 lighted Kats in-arena signage spots

*Does not include sports contracts



Campaign Timeline 2004-2005

Radio/Television

Campaign	*October*	*November*	*December*	*January*	*February*	*March*	*April*	*May*	*June*	*July*	*August*	*September*
Work Zone Safety	991 Paid Radio Spots $62,974					1,125 Paid Radio & 1,691 Value Added Spots $46,494 663 Paid Television & 65 Value Added Spots $48,450						
Alcohol Countermeasures Road Block	1,727 Paid Television & 2,158 Value Added Spots $312,755											
Alcohol Countermeasures Holiday Campaign BILI		6,819 Paid Radio & 7,878 Value Added Spots $255,498/ 1,294 Paid Television & 2,461 Value Added Spots $287,943										
Booze It & Lose It College Football/ Basketball	1,266 Paid Radio & 12 Value Added Spots $60,567											
Alcohol Countermeasures NFL Titans		30 Paid Television & 35 Value Added Spots $22,376										
Alcohol Countermeasures/ Occupant Protection NBA Grizzlies	329 Paid Television Spots $55,387											
Buckle-Up								1,351 Paid Radio & 1,027 Value Added Spots $96,744				
Buckle-Up								794 Paid Television & 264 Value Added Spots $160,920				

Station	*October*	*November*	*December*	*January*	*February*	*March*	*April*	*May*	*June*	*July*	*August*	*September*
Click It or Ticket								1,541 Paid Radio & 939 Value Added Spots $107,479				
Click It or Ticket								1,003 Paid Television & 543 Value Added Spots $194,871				
Alcohol Countermeasures Prom Message							889 Paid Television & 226 Added Value Spots $114,390					
100 Days of Summer Heat									4,729 Paid Radio & 6,499 Value Added Spots $234,234 2,263 Paid Television & 1,093 Value Added Spots $259, 147			
4th of July Bredesen Message									1,054 Paid Radio & 1,046 Value Added Spots $56,752			
Booze It & Lose It											1,761 Paid Radio & 1,863 Value Added Spots $112,434 1,042 Paid Television & 823 Value Added Spots $138,641	
Teen Occupant Protection									199 Paid Televion Spots $3,629		3,445 Paid Television & 1,253 Value Added Spots $61,229	

Sports Advertising

Station	*October*	*November*	*December*	*January*	*February*	*March*	*April*	*May*	*June*	*July*	*August*	*September*
Nashville Hockey Club-Fox Sports Net Reach 8,200,600 (WWTN, WDXN, WDEF,WMLR, WCDS, WWTM, WBGN, WLIL)												Signage; Radio; Arena PSA; Print Ad; Television $25,000
Host Communications; Vol TV Network WJHL; WBIR; WKRN; WTVC; WMTU; WLMT; Fox Sports Net; Comcast Sports; Media One; Total Reach Cable; WDNN -Vol Radio Reach 1,557,980	2,439 Paid 771 Free Radio Spots; 162 Paid 62 Free Television Spots BILI $93,898										420 Paid Radio; 66 Paid Television Spots BILI $23,750	

Station	*October*	*November*	*December*	*January*	*February*	*March*	*April*	*May*	*June*	*July*	*August*	*September*
Summitt Management- Southern Heritage Classic - Radio WHRK; KJMS; WDIA; WHAL; WLOK; WQQK; WUBT; WNPL; WFKX Reach 100,000											900 Spots; Signage; Arena PSA; Television Click It $80,000	
Infinity Radio- Univ of Memphis - WMC-AM; WMFS; WMC-FM Reach 100,000	1,645 Spots BILI $76,376										73 Spots BILI $18,750	
Amerisports- 9 minor league baseball teams WCOR; WANT; WSEV; WNOX; WDOD Reach 2,118,660					720 Paid 696 FreeSpots; Signage; Stadium PSA's; Print Ad BILI $150,000							
Learfield-U niv of Memphis Basketball- Cable-Pax; Fox Sports Net; WMC-TV; WNPX-TV; Radio WHBQ Reach 79,800	Signage; Print Ad; Arena PSA BILI $187,250										Signage; Print Ad; Arena PSA BILI $48,250	
Liberty Bowl Festival- Time Warner; WHBQ Reach 98,000	782 Radio Spots; 8 Television; Arena PSA; Print Ad; Signage BILI $75,000										224 Radio; Signage; Print Ad CIOTI $32,000	
Citadel Broadcasting- TN Titan Radio Network Reach 1,000,000	7,650 Radio Spots $140,000										2,449 Radio Spots $46,667	
Nashville Kats- Arena Football (BILI) Reach 17,500				In-Arena rotational signage; PSA's & Signage $17,500								
Univ of Tennessee Football/Basketball Reach 1,100,000	In-Arena rotational signage; Arena PSA BILI $140,000										In-Arena rotational signage; Arena PSA BILI $35,000	
Hoops Reach 2,000,000	In-Arena rotational signage; Arena PSA BILI $100,000										In-Arena rotational signage; Arena PSA BILI $100,000	
Tennessee Football WKRN Reach 4,200,000	45 Television; Stadium signage; Print ads BILI $195,000										20 Television; Stadium signage; Print ads BILI $195,000	

1 Affliate List: WUUS; WSGC; WBAC; WALV; WXVL; WDNT AM&FM; WEMB; WXIS; WCPH; WENR; WGRV; WXJB; WJJT; WEMB; WLAF; WQLA; WLIL AM&FM; WMCT; WLIK; WBNT; WUAT; WSEV; WEPG; WXQK; WAYA; WDEH AM&FM; WECO; WQSV; WRLM; WUCZ; WNKX AM&FM; WMCP; WHUB; WGSQ; WDKN; WSDQ; WEKR; WAKM; WJKM; WMLR; WDEB AM&FM; WDXE; WWYN; WFGE; WMUF; WLZK; WTRB; WKWX ; WDXE; WJJM AM&FM; WLIV; WFTZ; WBMC; WGNS; WKSR; WJLE AM& FM; WTZX; WDBL AM&FM; WWON; WCDT; WCTA; WMOD; WFWL; WKBL; WKBQ; WVHR; WDXL; WTNV; WHDM

Comprehensive Media Report 2004-2005

Radio

Station	*October*	*November*	*December*	*January*	*February*	*March*	*April*	*May*	*June*	*July*	*August*	*September*
KJMS Reach 72,300		83 Paid Spots Booze It & Lose It $11,952				24 Paid 24 Free Spots Workzone $2,580		46 Paid Spots Buckle Up $4,018 78 Paid Spots Click It $6,800	24 Paid 4th of July $3,071 169 Paid Spots 169 Free 100 Days Summer Heat $15,041			64 Paid 196 Free Spots Booze It & Lose It $7,664
Metro Knoxville Reach 338,254		126 Paid Spots 137 Free Booze It & Lose It $4,410				124 Paid 33 Free Spots Workzone $4,960		62 Paid 11 Free Spots Buckle Up $2,480 62 Paid 29 Free Spots Click It $2,480				63 Paid 52 Free Spots Booze It & Lose It $2,520
Metro Memphis Reach 624,995		126 Paid 164 Free Spots Booze It & Lose It $4,410				192 Paid 106 Free Spots Workzone $4,992		96 Paid 75 Free Spots Buckle Up $2,496 96 Paid 75 Free Spots Click It $2,496				96 Paid 12 Free Spots Booze It & Lose It $2,496
Metro Nashville Reach 612,782		126 Paid 164 Free Spots Booze It & Lose It $4,410				192 Paid 164 Free Spots Workzone $5,000		96 Paid 25 Free Spots Buckle Up $2,496 96 Paid 9 Free Spots Click It $2,496				96 Paid 203 Free Spots Booze It & Lose It $2,496
Metro Chattanooga Reach 228,321		126 Paid 613 Free Spots Booze It & Lose It $3,150				250 Paid 838 Free Spots Workzone $5,000		124 Paid 171 Free Spots Buckle Up $2,480 124 Paid 89 Free Spots Click It $2,480				124 Paid 154 Free Spots Booze It & Lose It $2,480
Metro Clarksville Reach 56,900						346 Free Spots Workzone		187 Free Spots Buckle Up 173 Free Spots Click It				404 Free Spots Booze It & Lose It
TN Radio Network (1) Reach 262,000		1,536 Paid 6,270 Free Spots Booze It & Lose It $10,392							420 Paid 350 Free Spots 4th of July $1,500 2,040 Paid 4,284 Free Spots 100 Days Summer Heat $10,010			
WBUZ Reach 49,700									20 Paid 10 Free Spots 4th of July $1,500			
WCJK Reach 94,400									25 Paid 23 Free Spots 4th of July $1,515			

Station	October	November	December	January	February	March	April	May	June	July	August	September
WEGR Reach 104,600	42 Paid Spots Workzone $6,072	102 Paid Spots Booze It & Lose It $11,730						46 Paid Spots Buckle Up $3,981 73 Paid Spots Click It $6,556	20 Paid spots 4th of July $3,036 211 Paid 202 Free Spots 100 Days Summer Heat $15,015			52 Spots Booze It & Lose It $5,326
WFKX Reach 40,000		160 Paid Spots Booze It & Lose It $3,555										
WGFX Reach 41,400	15 Paid Spots Jeff Fisher (BILI) $1,500 133 Paid 184 Free Spots Booze It & Lose It $12,110							28 Paid 53 Free Spots Buckle Up $4,100 28 Paid 38 Free Spots Click It $4,100	20 Paid 22 Free Spots 4th of July $3,000 102 Paid 106 Free Spots 100 Days Summer Heat $14,250			31 Paid 31 Free Spots Booze It & Lose It $4,960
WGKX Reach 29,800		112 Paid Spots Booze It & Lose It $12,180						25 Paid Spots Buckle Up $2,000 28 Paid Spots Click It $2,240	17 Paid 17 Free Spots 4th of July $2,003 59 Paid 61 Free Spots 100 Days Summer Heat $9,990			18 Paid 17 Free Spots Booze It & Lose It $2,660
WGOW Reach 11,710								24 Paid 24 Free Spots Buckle Up $1,080 28 Paid 24 Free Spots Click It $1,080				
WHEW Reach 133,000		49 Paid Spots Booze It & Lose It $1,503										
WHRK Reach 117,700	48 Paid Spots Workzone $6,024	77 Paid Spots Booze It & Lose It $12,089				26 Paid 26 Free Spots Workzone $2,440		48 Paid Spots Buckle Up $4,422 84 Paid Spots Click It $7,384	25 Paid Spots 4th of July $3,093 179 Paid 165 Free Spots 100 Days Summer Heat $11,255			75 Paid 69 Free Spots Booze It & Lose It $9,150
WIMZ Reach 37,300	212 Paid Spots Workzone $6,120	399 Paid Spots Booze It & Lose It $10,990				22 Paid 44 Free Spots Workzone $2,000		110 Paid 80 Free Spots Buckle Up $6,000 110 Paid 85 Free Spots Click It $6,000	36 Paid 12 Free Spots 4th of July $1,860 326 Paid 240 Free Spots 100 Days Summer Heat $15,000			90 Paid 36 Free Spots Booze It & Lose It $3,760
WIVK Reach 52,900	25 Paid Spots Workzone $6,120	161 Paid 6 Free Spots Booze It & Lose It $10,290			88 Paid Spots UT Basketball/ Football (BILI) $17,210	57 Paid 20 Free Spots Workzone $3,000		16 Paid 16 Free Spots Buckle Up $4,400 16 Paid 16 Free Spots Click It $4,400	8 Paid 8 Free Spots 4th of July $3,000 54 Paid 55 Free Spots 100 Days Summer Heat $14,850			25 Paid 13 Free Spots Booze It & Lose It $5,225

Station	October	November	December	January	February	March	April	May	June	July	August	September
WJTT Reach 14,700		39 Paid 6 Free Spots Booze It & Lose It $2,250						44 Paid 10 Free Spots Buckle Up $2,500 44 Paid 10 Free Spots Click It $2,500	51 Paid 11 Free Spots 4th of July $3,000 224 Paid 71 Free Spots 100 Days Summer Heat $11,040			58 Paid 28 Free Spots Booze It & Lose It $3,400
WJXA Reach 54,400									23 Paid 23 Free Spots 4th of July $1,614			
WKDF Reach 43,400	16 Paid Spots Workzone $2,000	98 Paid Spots Booze It & Lose It $12,250				25 Paid 10 Free Spots Workzone $3,250		20 Paid 20 Free Spots Buckle Up $8,000 20 Paid 20 Free Spots Click It $8,000	12 Paid 12 Free Spots 4th of July $3,000 42 Paid 42 Free Spots 100 Days Summer Heat $10,500			34 Paid 34 Free Spots Booze It & Lose It $10,030
WLAC Reach 24,500	240 Paid Spots Workzone $8,505	168 Paid Spots Booze It & Lose It $12,000							28 Paid 28 Free Spots 4th of July $1,505			
WMTN Reach 133,000									218 Paid 79 Free Spots 100 Days Summer Heat $1,499			197 Paid Spots Booze It & Lose It $1,211
WNFN Reach 16,900								58 Free Spots Buckle Up 50 Free Spots Click It	24 Paid 30 Free Spots 4th of July $775 56 Paid 100 Free Spots 100 Days Summer Heat $3,170			102 Paid 103 Free Spots Booze It & Lose It $2,025
WNFZ Reach 21,800		469 Paid Spots Booze It & Lose It $8,995						168 Paid 80 Free Spots Buckle Up $6,000 168 Paid 80 Free Spots Click It $6,000				
WNOX Reach 20,200	72 Paid Spots Workzone $6,120	208 Paid Spots Booze It & Lose It $9,880			273 Paid Spots UT Basketball/ Football (BILI) $14,500	18 Paid 20 Free Spots Workzone $2,030		18 Paid 18 Free Spots Buckle Up $1,890 36 Paid 36 Free Spots Click It $1,890	15 Paid 19 Free Spots 4th of July $1,000 108 Paid 102 Free Spots 100 Days Summer Heat $9,600			28 Paid 20 Free Spots Booze It & Lose It $2,100
WNPL Reach 35,400						40 Paid Spots Workzone $400						

Station	October	November	December	January	February	March	April	May	June	July	August	September
WNRQ Reach 66,200	81 Paid Spots Workzone $8,715	105 Paid Spots Booze It & Lose It $11,650						40 Paid 52 Free Spots Buckle Up $8,000 74 Paid 22 Free Spots Click It $8,800	46 Paid 46 Free Spots 4th of July $3,000 114 Paid 115 Free Spots 100 Days Summer Heat $21,625			33 Paid 39 Free Spots Booze It & Lose It $5,310
WOCE Reach 133,000		275 Paid Spots Booze It & Lose It $2,506							194 Paid 119 Free Spots 100 Days Summer Heat $3,509			223 Paid 95 Free Spots Booze It & Lose It $2,456
WQUT Reach 54,800		154 Paid Spots Booze It & Lose It $10,010						20 Paid 20 Free Spots Buckle Up $1,900 20 Paid 20 Free Spots Click It $1,900	14 Paid 13 Free Spots 4th of July $1,500 48 Paid 48 Free Spots 100 Days Summer Heat $5,040			15 Paid 15 Free Spots Booze It & Lose It $1,575
WREC Reach 27,900	22 Paid Spots Workzone $1,980							50 Paid Spots Buckle Up $2,680 72 Paid Spots Click It $4,092				
WRQQ Reach 11,100								10 Free Spots Buckle Up 10 Free Spots Click It				
WRVW Reach 88,900									19 Paid 18 Free Spots 4th of July $1,510			
WRXR Reach 26,200	93 Paid Spots Workzone $1,683	315 Paid Spots Booze It & Lose It $10,500							236 Free Spots 4th of July			
WRZK Reach 21,000		430 Paid Spots Booze It & Lose It $10,010										
WSIX Reach 21,000									15 Paid 15 Free Spots 4th of July $1,500			
WSKZ Reach 53,100	42 Paid Spots Workzone $2,505	175 Paid 1 Free Spots Booze It & Lose It $10,570				31 Paid 10 Free Spots Workzone $1,000		24 Paid 20 Free Spots Buckle Up $1,650 22 Paid Spots Click It $825	24 Paid 24 Free Spots 4th of July $3,000 84 Paid 83 Free Spots 100 Days Summer Heat $10,500			30 Paid 30 Free Spots Booze It & Lose It $3,750
WSM AM Reach 66,700		268 Paid 269 Free Spots Booze It & Lose It $16,020						18 Paid 18 Free Spots Buckle Up $684 18 Paid 18 Free Spots Click It $684	25 Paid 23 Free Spots 4th of July $1,275 53 Paid 51 Free Spots 100 Days Summer Heat $2,990			36 Paid 36 Free Spots Booze It & Lose It $2,160

Station	October	November	December	January	February	March	April	May	June	July	August	September
WSM FM Reach 66,700		167 Paid 49 Free Spots Booze It & Lose It $9,072						36 Paid Spots Buckle Up $2,736 36 Paid Spots Click It $2,736	25 Paid 25 Free Spots 4th of July $1,750 51 Paid 49 Free Spots 100 Days Summer Heat $4,527			40 Paid 40 Free Spots Booze It & Lose It $5,250
WTZR Reach 16,700								42 Paid 10 Free Spots Buckle Up $1,250 42 Paid 10 Free Spots Click It $1,250				
WUBT Reach 34,200	71 Paid Spots Workzone $5,130	125 Paid Spots Booze It & Lose It $11,775				45 Paid 20 Free Spots Workzone $2,000		64 Paid 16 Free Spots Click It $3,200	52 Paid 50 Free Spots 4th of July $2,840 129 Paid 130 Free Spots 100 Days Summer Heat $9,977			51 Paid 56 Free Spots Booze It & Lose It $5,220
WUSY Reach 26,200	26 Paid Spots Workzone $2,000	203 Paid Spots Booze It & Lose It $10,535						46 Paid 79 Free Spots Buckle Up $6,950 46 Paid 83 Free Spots Click It $6,950	23 Paid 22 Free Spots 4th of July $2,210 126 Paid 126 Free Spots 100 Days Summer Heat $18,020			57 Paid 63 Free Spots Booze It & Lose It $6,870
WWTN Reach 46,800						20 Paid Spots Workzone $2,600		58 Paid Spots Buckle Up $9,800 50 Paid Spots Click It $7,400	30 Paid 1 Free Spots 4th of July $2,200 99 Paid 57 Free Spots 100 Days Summer Heat $11,910			102 Paid 102 Free Spots Booze It & Lose It $10,215
WXBQ Reach 37,100		61 Paid Spots Booze It & Lose It $5,000						28 Paid 8 Free Spots Buckle Up $2,740 28 Paid 8 Free Spots Click It $2,740	13 Paid 8 Free Spots 4th of July $1,495 43 Paid 45 Free Spots 100 Days Summer Heat $5,005			21 Paid 15 Free Spots Booze It & Lose It $2,125
WYNU Reach 46,800		192 Paid Spots Booze It & Lose It $5,184										
WZDQ Reach 25,000		105 Paid Spots Booze It & Lose It $1,400										
Clear Channel Reach 46,800	459 Paid Spots UT Football (AL) $21,470											
Chat Rat Productions Reach 83,800	404 Paid 12 Free Big Orange Sunday (AL) $3,600											

Television and Cable												
Station	*October*	*November*	*December*	*January*	*February*	*March*	*April*	*May*	*June*	*July*	*August*	*September*
WZTV-TV Reach 68,200	35 Spots Roadblock (AL) $23,566 26 Paid Spots Booze It $11,262					6 Paid Spots Workzone $1,233 26 Paid Spots Buckle-Up $7,437 15 Paid SpotsBuckle-Up $10,493 16 Paid Spots Click It $12,410 18 Paid Spots 100 Days Summer Heat $9,308 16 Paid Spots Booze It $9,732					
WTVC-TV Reach 460,900	8 Spots Roadblock (AL) $4,165 1Paid Spots Jeff Fisher (AL) $1,530 14 Paid 1 Free Spots Booze It $10,051						8 Spots Prom (AL) $2,686 15 Spots Buckle-Up $9,796 21 Paid Spots Click It $10,281 45 Paid 3 Free Spots 100 Days Summer Heat $10,073 20 Spots Booze It $4,505					
WRCB-TV Reach 912,000	8 Spots Roadblock (AL) $3,018 22 Paid Spots Booze It $6,723							11 Paid Spots Prom $2,805 8 Paid Spots Click It $2,337 23 Paid Spots 100 Days Summer Heat $6,078 13 Paid 3 Free Booze It $3,443				
WBIR-TV Reach 1,051,000	31 Spots Roadblock (AL) $13,294 41 Paid Spots Booze It $14,718					50 Paid 15 Free Spots Workzone $6,804 43 Paid 37 Free Spots Buckle-Up $9,214 38 Paid 15 Free Spots Click It $9,384 6 Paid Spots 100 Days Summer Heat $6,557 7 Paid Spots Booze It $3,251						
WVLT-TV Reach 230,600	7 Paid 203 Free Spots Roadblock (AL) $17,240 4 Paid 2 Free Spots Jeff Fisher (AL) $4,590 19 Paid 231 Free Spots Booze It $10,294					126 Paid 38 Free Spots Workzone $3,396 28 Paid Spots Buckle-Up $2,295 10 Paid Spots Click It $637 63 Paid 111 Free Spots 100 Days Summer Heat $4,042 4 Paid 71 Free Spots Booze It $2,125						
WREG-TV Reach 365,000	19 Spots Roadblock (AL) $13,047 2 Paid Spots Jeff Fisher (AL) $2,295 13 Paid Spots Booze It $7,671						7 Spots Prom (AL) $5,823 7 Spots Buckle-Up $5,822 8 Paid Spots Click It $6,843 26 Spots 100 Days Summer Heat $8,861 20 Spots Booze It $8,925					
WPTY-TV Reach 395,000	27 Spots Roadblock (AL) $9,473 2 Paid Spots Jeff Fisher (AL) $1,275 20 Paid 3 Free Spots Booze It $18,458						8 Spots Prom (AL) $2,529 8 Spots Buckle-Up $2,529 8 Paid Spots Click It $2,529 11 Spots 100 Days Summer Heat $4,633 15 Spots Booze It $1,402					
WHBQ-TVReach 1,029,000	41 Spots Roadblock (AL) $22,227 1Paid 1 Free Spots Jeff Fisher (AL) $1,487 44 Paid 30 Free Spots Booze It $17,829						9 Spots Prom (AL) $2,593 22 Spots Buckle-Up $13,940 23 Paid 1 Free Spots Click It $17,340 39 Spots 100 Days Summer Heat $12,274 21 Spots Booze It $6,409					
WLMT-TV Reach 608,000	34 Spots Roadblock (BILI) $10,136 37 Paid Spots Booze It & Lose It $11,177 24 Spots Univ Of Memphis (AL/OP) $10,225						23 Spots Prom (AL) $5,355 29 Spots Buckle-Up $6,885 29 Spots Click It $6,885 33 Spots 100 Days Summer Heat $8,500 18 Spots Booze It $4,144					
WMC-TV Reach 548,000	19 Spots Roadblock (BILI) $9,754 16 Paid 13 Free Spots Booze It & Lose It $4,428 220 Spots Univ Of Memphis (AL/OP) $29,312						8 Spots Prom (AL) $5,882 8 Spots Buckle-Up $5,882 8 Spots Click It $5,882 14 Spots 100 Days Summer Heat $2,894 12 Spots Booze It $6,039					
WJHL-TV Reach 450,300	21 Paid 1 Free Spots Roadblock (AL) $8,117 2 Paid 2 Free Spots Jeff Fisher (AL) $723 25 Paid 33 Free Spots Booze It $8,126						7 Paid & Free Spots Prom (AL) $1,870 8 Paid 20 Free Spots Buckle-Up $1,419 12 Paid Spots Click It $12,219 64 Paid 160 Free Spots 100 Days Summer Heat $4,909 30 Paid 58 Free Spots Booze It $3,876					
WEMT-TV Reach	33 Spots Roadblock (AL) $4,292 1Paid 1Free Spots Jeff Fisher (AL) $340 25 Paid 49 Free Spots Booze It $1,704						29 Spots Prom (AL) $1,717 32 Spots Buckle-Up $5,559 12 Paid 27 Free Spots Click It $4,233 22 Paid 22 Free Spots 100 Days Summer Heat $5,766 8 Paid 14 Free Spots Booze It $1,292					
WYCB-TV Reach 1,045,200	39 Paid 22 Free Spots Roadblock (AL) $13,111 21 Paid 8 Free Spots Booze It $9,256						7 Spots Prom (AL) $2,044 31 Spots Buckle-Up $10,362 35 Paid Spots Click It $12,219 78 Paid 28 Free Spots 100 Days Summer Heat $24,867 40 Paid 17 Free Spots Booze It $11,454					
WAPK-TV Reach 800,100							4 Paid Spots Prom (AL) $340					
WKPT-TV Reach 320,200	7 Spots Roadblock (AL) $2,847 1Paid 4Free Spots Jeff Fisher (AL) $723 10 Paid 48 Free Spots Booze It $7,735						16 Spots Prom (AL) $1,785 4 Spots Buckle-Up $255 4 Paid Spots Click It $255 19 Paid 4 Free Spots 100 Days Summer Heat $1,181 12 Paid 20 Free Spots Booze It $1,254					
WSMV-TV Reach 890,100	18 Spots Roadblock (AL) $2,818 16 Paid 20 Free Spots Booze It $9,482					14 Paid Spots Workzone $6,235 8 Paid Spots Prom (AL) $4,547 13 Paid Spots Click It $4,866 27 Paid Spots 100 Days Summer Heat $13,324 8 Paid Spots Booze It $7,735						
WTVF-TV Reach 460,200	9 Paid 5 Free Spots Roadblock (AL) $6,375 18 Paid 18 Free Spots Booze It $8,904					17 Paid Spots Workzone $4,972 8 Paid Spots Buckle-Up $8,109 7 Paid Spots Click It $5,262 14 Paid Spots 100 Days Summer Heat $4,382						
WB4-TV Reach							6 Paid Spots Prom (AL) $1,181 4 Paid Spots Buckle-Up $761 4 Paid Spots Click It $761					
WBXX-TV Reach 850,700	52 Paid Spots Roadblock (AL) $12,134 21 Paid Spots Booze It $6,311					30 Paid Spots Workzone $629 19 Paid Spots Prom (AL) $6,048 37 Paid Spots Buckle-Up $7,777 33 Paid Spots Click It $6,673 34 Paid Spots 100 Days Summer Heat $6,800 25 Paid 45 Free Spots Booze It $4,688					

Station	October	November	December	January	February	March	April	May	June	July	August	September
WMAK-TV Reach						41 Paid 35 Free Spots Workzone $527 20 Paid 20 Free Spots Buckle-Up $850 20 Paid 23 Free Spots Click It $850 61 Paid 38 Free Spots 100 Days Summer Heat $3,039 38 Paid 21 Free Spots Booze It $1,233					
WBBJ-TV Reach 1,033,000	40 Spots Roadblock (AL) $14,301 1 Paid Spots Jeff Fisher (AL) $1,020 38 Paid 24 Free Spots Booze It $14,964						29 Spots Prom (AL) $8,296 33 Spots Click It $10,374 42 Paid 50 Free Spots 100 Days Summer Heat $11,025 28 Spots Booze It $7,221					
WJKT-TV Reach 208,000	30 Spots Roadblock (AL) $1,211 38 Paid 36 Free Spots Booze It $1,547						12 Spots Prom (AL) $816 5 Paid 29 Free Spots Click It $340 32 Paid 68 Free Spots 100 Days Summer Heat $1,625 13 Paid 28 Free Spots Booze It $434					
WFLI-TV Reach 200,700	33 Spots Roadblock (AL) $2,754 6 Paid 8 Free Spots Booze It $574						12 Spots Prom (AL) $1,802 8 Paid Spots Buckle-Up $969 17 Paid Spots Click It $1,058 25 Paid Spots 100 Days Summer Heat $2,988 8 Paid 3 Free Spots Booze It $812					
WDSI-TV Reach 740,000	44 Spots Roadblock (AL) $9,715 43 Paid 30 Free Spots Booze It $6,584						29 Spots Prom (AL) $6,949 24 Paid Spots Buckle-Up $8,402 41 Paid Spots Click It $9,405 75 Paid Spots 100 Days Summer Heat $6,235 44 Paid Spots Booze It $6,022					
WKRN-TV Reach 520,200	20 Spots Roadblock (AL) $9,817 24 Paid 5 Free Spots Booze It $20,591					35 Paid 10 Free Spots Workzone $4,845 10 Paid Spots Prom (AL) $5,270 14 Spots Buckle-Up $4,420 9 Paid 9 Free Spots Click It $4,845 2 Paid 1 Free Spots Booze It $1,020						
WATE-TV Reach 249,000	9 Spots Roadblock (AL) $3,187 1 Paid Spots Jeff Fisher (AL) $850 11 Paid Spots Booze It $6,507					53 Paid Spots Workzone $4,084 3 Paid Spots Prom (AL) $637 11 Paid Spots Buckle-Up $2,916 13 Paid Spots Click It $3,506 8 Paid 8 Free Spots 100 Days Summer Heat $1,700 5 Paid 6 Free Spots Booze It $2,550					
WTNZ-TV Reach 482,200	40 Spots Roadblock (AL) $7,744 1 Paid Spots Jeff Fisher (AL) $1,020 23 Paid 48 Free Spots Booze It $7,161						16 Paid 1 Free Spots Prom (AL) $4,828 46 Paid Spots Buckle-Up $8,292 40 Paid 2 Free Spots Click It $8,819 28Paid 32 Free Spots 100 Days Summer Heat $7,671 15 Paid 13 Free Spots Booze It $3,400					
WDEF-TV Reach 390,200	8 Spots Roadblock (AL) $7,259 6 Paid Spots Jeff Fisher (AL) $3,464 21 Paid Spots Booze It $6,600						15 Spots Prom (AL) $3,417 2 Paid Spots Buckle-Up $1,360 5 Paid Spots Click It $2,932 8 Paid Spots 100 Days Summer Heat $2,250 7 Paid 32 Free Spots Booze It $978					
WNAB-TV Reach 210,000	15 Spots Roadblock (AL) $1,530 26 Paid Spots Booze It $3,064					21 Paid Spots Workzone $535 6 Paid Spots Prom (AL) $2,274 28 Paid 1 Free Spots Buckle-Up $7,153 15 Paid Spots Click It $3,608 25 Paid Spots 100 Days Summer Heat $2,006 13 Paid Spots Booze It $2,002					
WUXP-TV Reach 200,700	35 Paid 4 Free Spots Roadblock (AL) $12,006 45 Paid 41 Free Spots Booze It $10,039					34 Paid Spots Workzone $3,018 12 Paid Spots Prom (AL) $3,111 19 Paid Spots Buckle-Up $4,254 25 Paid Spots Click It $5,551 30 Paid Spots 100 Days Summer Heat $4,972 15 Paid Spots Booze It $3,298					
Time Warner-cable Reach 5,797,000	274 Spots Roadblock (BILI) $19,444 1 Spot Jeff Fisher (BILI) $722 170 Paid 230 Free Booze It & Lose It $12,690 85 Spots Grizzlies/Univ of Memphis (AL/OP) $15,850						92 Spots Prom (AL) $4,097 89 Spots Buckle-Up $4,343 80 Spots Click It $3,876 80 Spots 100 Days Summer Heat $3,944 31 Spots Booze It $1,275					
Comcast Cable-Knoxville Reach 159,000	221 Spots Roadblock (AL) $12,809 1 Spots Jeff Fisher (AL) $170 168 Spots Booze It $7,701					96 Spots Workzone $3,162 138 Paid Spots Prom (AL) $2,458 75 Spots Buckle-Up $3,858 100 Spots Click It $5,083 146 Spots 100 Days Summer Heat $8,109 81 Spots Booze It $4,640						
Comcast Cable-Nashville Reach 1,178,585	207 Paid 1,638 Free Spots Roadblock (BILI) $17,934 1 Paid 25 Free Spot Jeff Fisher (BILI) $1,700 115 Paid 1,355 Free Spots Booze It & Lose It $12,495					140 Spots Workzone $9,010 60 Paid 1 free Spots Prom (AL) $11,458 29 Spots Buckle-Up $4,190 40 Spots Click It $5,512 139 Spots 100 Days Summer Heat $28,803 52 Spots Booze It $9,184 1,992 Paid 1115 Free Spots Teen Occupant Protection $29,729						
Charter Cable-Jackson Reach 60,662	95 Spots Roadblock (AL) $2,008 3 Spots Jeff Fisher (AL) $276 100 Spots Booze It $2,989						48 Spots Prom (AL) $1,404 54 Paid 4 Free Spots Click It $1,470 237 Paid Spots 100 Days Summer Heat $7,273 76 Paid 26 Free Spots Booze It $2,187					
Charter Cable- Tri Cities Reach 181,542	103 Paid 285 Free Spots Roadblock (AL) $5,782 77 Paid 230 Free Spots Booze It $4,739						54 Paid 169 Free Spots Prom (AL) $2,964 86 Paid 172 Free Spots Buckle UP $3,748 73 Paid 146 Free Spots Click It $3,332 388 Paid 119 Free Spots 100 Days Summer Heat $6,253 96 Paid Spots Booze It $3,468 850 Paid 138 Free Spots Teen Occupant Protection $24,231					
Comcast Cable-Chattanooga Reach 83,700	145 Spots Roadblock (AL) $9,537 1 Spot Jeff Fisher (AL) $191 1Spot Booze It $5,568						88 Paid Spots Prom (AL) $2,431 33 Paid 14 Free Spots Buckle UP $2,261 43 Paid 143 Free Spots Click It $2,954 88 Paid 50 Free Spots 100 Days Summer Heat $7,408 61 Paid Spots Booze It $4,582 775 Paid Spots Teen Occupant Protection $10,898					
Comcast Cable-Memphis Reach									78 Paid 63 Free 100 Days Summer Heat $4,939			
JEAC Cable- Jackson Reach							80 Paid 48 Free Spots Prom (AL) $340 80 Paid 144 Free Spots Click It $340 104 Paid 489 Free Spots 100 Days Summer Heat $488 106 Paid 151 Free Spots Booze It $332					

Sports Advertising												
Station	*October*	*November*	*December*	*January*	*February*	*March*	*April*	*May*	*June*	*July*	*August*	*September*
Nashville Hockey Club-Fox Sports Net Reach 8,200,600 (WWTN, WDXN, WDEF,WMLR, WCDS, WWTM, WBGN, WLIL)												Signage; Radio; Arena PSA; Print Ad; Television $25,000
Host Communications; Vol TV Network WJHL; WBIR; WKRN; WTVC; WMTU; WLMT; Fox Sports Net; Comcast Sports; Media One; Total Reach Cable; WDNN -Vol Radio Reach 1,557,980	2,439 Paid 771 Free Radio Spots; 162 Paid 62 Free Television Spots BILI $93,898										420 Paid Radio; 66 Paid Television Spots BILI $23,750	
Summitt Management- Southern Heritage Classic - Radio WHRK; KJMS; WDIA; WHAL; WLOK; WQQK; WUBT; WNPL; WFKX Reach 100,000											900 Spots; Signage; Arena PSA; Television Click It $80,000	
Infinity Radio- Univ of Memphis - WMC-AM; WMFS; WMC-FM Reach 100,000	1,645 Spots BILI $76,376										73 Spots BILI $18,750	
Amerisports- 9 minor league baseball teams WCOR; WANT; WSEV; WNOX; WDOD Reach 2,118,660					720 Paid 696 FreeSpots; Signage; Stadium PSA's; Print Ad BILI $150,000							
Learfield-U niv of Memphis Basketball- Cable-Pax; Fox Sports Net; WMC-TV; WNPX-TV; Radio WHBQ Reach 79,800	Signage; Print Ad; Arena PSA BILI $187,250										Signage; Print Ad; Arena PSA BILI $48,250	
Liberty Bowl Festival- Time Warner; WHBQ Reach 98,000	782 Radio Spots; 8 Television; Arena PSA; Print Ad; Signage BILI $75,000										224 Radio; Signage; Print Ad CIOTI $32,000	
Citadel Broadcasting- TN Titan Radio Network Reach 1,000,000	7,650 Radio Spots $140,000										2,449 Radio Spots $46,667	
Nashville Kats- Arena Football (BILI) Reach 17,500				In-Arena rotational signage; PSA's & Signage $17,500								
Univ of Tennessee Football/Basketball Reach 1,100,000	In-Arena rotational signage; Arena PSA BILI $140,000										In-Arena rotational signage; Arena PSA BILI $35,000	
Hoops NBA Grizzlies- Reach 2,000,000	In-Arena rotational signage; Arena PSA BILI $100,000										In-Arena rotational signage; Arena PSA BILI $100,000	
Tennessee Football NFL Titans-WKRN Reach 4,200,000	45 Television; Stadium signage; Print ads BILI $195,000										20 Television; Stadium signage; Print ads BILI $195,000	

1 Affliate List: WUUS; WSGC; WBAC; WALV; WXVL; WDNT AM&FM; WEMB; WXIS; WCPH; WENR; WGRV; WXJB; WJJT; WEMB; WLAF; WQLA; WLIL AM&FM; WMCT; WLIK; WBNT; WUAT; WSEV; WEPG; WXQK; WAYA; WDEH AM&FM; WECO; WQSV; WRLM; WUCZ; WNKX AM&FM; WMCP; WHUB; WGSQ; WDKN; WSDQ; WEKR; WAKM; WJKM; WMLR; WDEB AM&FM; WDXE; WWYN; WFGE; WMUF; WLZK; WTRB; WKWX ; WDXE; WJJM AM&FM; WLIV; WFTZ; WBMC; WGNS; WKSR; WJLE AM& FM; WTZX; WDBL AM&FM; WWON; WCDT; WCTA; WMOD; WFWL; WKBL; WKBQ; WVHR; WDXL; WTNV; WHDM

NHTSA FUNDING BY PROGRAM AREA

Fund	Agency	Project	Total $ Spent	Type of Service	Spots	Added Value Free Spots
402	Chandler Ehrlich & Co.	Media Marketing	$61,165.68	TOPS/ Workzone Project development	n/a	n/a
	Chandler Ehrlich & Co.	Occupant Protection	$56,952.55	Television	1,442	98
	Paid Media	Occupant Protection	$46,494.00	Radio	1,125	1,691
			$164,612.23		2,567	1,789
163	Chandler Ehrlich & Co.	Occupant Protection	$283,097.63	Production of Spot/ project development/ misc	n/a	n/a
	Chandler Ehrlich & Co,	Occupant Protection	$185,298.92	Television	3,999	1,801
			$468,396.55		3,999	1,801
157PM	Paid Media	Occupant Protection	$164,272.14	Radio	2,837	3,207
	Paid Media	Occupant Protection	$7,925.00	Television	42	0
	Paid Media	Occupant Protection	$4,375.00	Signage	160	0
	Liberty Bowl 2005	Liberty Bowl Football	$32,000.00	Radio/ Signage/ Print Ad/ Arena PSA/ Television	224 Radio	n/a
	Summit Management 2005	Southern Heritage Classic/ Minority Diversity	$80,000.00	Signage/Radio/ Arena PSA/ Print Ad	900 Radio	n/a
			$288,572.14		3,039	3,207
INPM4	Paid Media	Occupant Protection	$110,377.96	Radio	1,572	939
			$110,377.96		1,572	939
INPM5	Chandler Ehrlich & Co.	Media Marketing	$61,934.15	BuckleUp/ CIOT Production/ misc	n/a	n/a
	Chandler Ehrlich & Co.	Occupant Protection	$355,791.30	Television	1,797	807
	Paid Media	Occupant Protection	$93,845.04	Radio	1,320	1,027
			$511,570.49		3,117	1,027

Fund	Agency	Project	Total $ Spent	Type of Service	Spots	Added Value Free Spots
154PM	Chandler Ehrlich & Co.	Media Marketing	$182,196.99	Booze It & Lose It Production Project Development/ misc	n/a	n/a
	Chandler Ehrlich & Co.	Alcohol Countermeasures	$1,005,679.39	Television	6,111	6,248
	Paid Media	Alcohol Countermeasures	$7,925.00	Television	43	0
	Paid Media	Alcohol Countermeasures	$657,723.62	Radio	13,946	14,091
	Paid Media	Alcohol Countermeasures	$13,125.00	Signage	320	n/a
154PM	Amerisports 2005	Minor League Baseball	$150,000.00	Signage/Radio/ Stadium PA/Print Ad	Radio 720	Radio 696
	Liberty Bowl 2004	Liberty Bowl Football	$75,000.00	Television/ Arena PSA/ Radio/ Print Ad/ Signage	782 Radio 8 Television	n/a
	University of Tennessee 2004-05	Football/Basketball Games	$140,000.00	Signage	n/a	n/a
	Host Communications 2004-05	Football/Basketball Games	$93,898.00	Television/Radio	2,439 Radio 162 Television	771 Radio 62 Television
	Hoops, LP 2004-05	NBA Grizzlies	$100,000.00	Signage	n/a	n/a
	Learfield 2004-05	Univ. Of Memphis Football/ Basketball	$187,250.00	Signage/ Print Ad /Arena PSA	n/a	n/a
	Citadel Broadcasting 2004-05	Titans Radio Network	$140,000.00	Radio	7,650	n/a
	Infinity Broadcasting 2004-05	Univ. Of Memphis Football/ Basketball	$76,376.00	Radio	1,645	0
	Tennessee Football 2004-05	NFL Titans	$195,000.00	Television/Signage	45 Television	n/a
	University of Tennessee 2005-06	Football/Basketball Games	$35,000.00	Signage	na/	n/a

Fund	Agency	Project	Total $ Spent	Type of Service	Spots	Added Value Free Spots
154PM	Host Communications 2005-06	Football/Basketball Games	$23,750.00	Television/Radio	420 Radio 66 Television	n/a
	Hoops, LP 2005-06	NBA Grizzlies	$22,222.22	Signage	n/a	n/a
	Learfield Communications 2005-06	Univ. Of Memphis Football/ Basketball	$48,250.00	Signage/ Print Ad /Arena PSA	n/a	n/a
	Citadel Broadcasting 2005-06	Titans Radio Network	$46,666.66	Radio	2,449	n/a
	Infinity Broadcasting 2005-06	Univ. Of Memphis Football/ Basketball	$18,750.00	Radio	73	n/a
	Tennessee Football 2005-06	NFL Titans	$66,666.66	Signage/Television	20	n/a
	Nashville Hockey Club 2005-2006	NHL Predators	$25,000.00	Signage/Radio/ Arena PA/Print Ad	n/a	n/a
			$3,310,479.54		15,763	21,868

TRAFFIC SAFETY ISSUES AND *MERGE LEFT, MERGE EARLY*: A SURVEY OF TENNESSEANS

APRIL 2005

Presented to:
The Governor's Highway Safety Office
Tennessee Department of Transportation

Submitted by:
The Center for Transportation Research
The University of Tennessee

METHODOLOGY

The Center for Transportation Research at the University of Tennessee, conducted a study of attitudes and perceptions about traffic safety issues held by Tennesseans. The Social Science Research Institute (SSRI) at the University of Tennessee, employing a random digit dialing sampling technique, administered a telephone survey. All phone numbers in the random sample were submitted for an address match. Advance letters were mailed to households that had an available address. The dates of the survey were selected so that the administration of the questionnaire would be coordinated with the implementation of the *Merge Left, Merge Early* media campaign that began on April 3 and ran through April 9, 2005. The survey was administered to a household member in 1,779 households across the State, and has a margin of error ± 2.5% at the 95% confidence level. The dates of the survey made it possible to collect responses before, during, and after the *Merge Left, Merge Early* campaign. The cooperation rate for the survey was 40.6%. This cooperation rate is similar to other statewide studies conducted by the Social Science Research Institute.

PERCEPTIONS OF SAFETY ISSUES

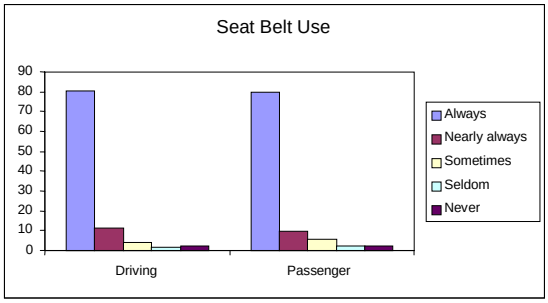
The survey began with asking the respondent to indicate the severity of a number of safety issues found on roads and highways. To avoid a response set bias, the issues were presented in random order. Drunk drivers were reported to be the most serious problem followed closely by distracted drivers. Respondents were the most uncertain whether tired drivers posed a problem, however, tired drivers were not perceived as being a problem for those with an opinion.

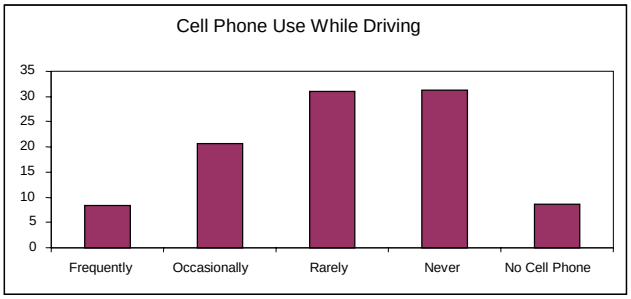
	NOT A PROBLEM	SMALL PROBLEM	SOMEWHAT OF A PROBLEM	VERY MUCH A PROBLEM	SEVERE PROBLEM	NOT SURE
Drunk drivers	5.2%	6.0%	18.0%	22.0%	44.4%	4.3%
Distracted drivers	3.3%	5.5%	27.6%	31.0%	31.8%	.7%
Aggressive drivers	6.1%	8.2%	34.0%	25.0%	25.3%	1.5%
Drivers speeding	6.7%	8.4%	29.8%	26.9%	27.6%	.5%
Road construction	13.4%	12.5%	32.2%	21.0%	19.7%	1.3%
Numbers of large trucks on road	21.0%	13.2%	29.1%	18.2%	17.2%	1.2%
Tired drivers	11.1%	13.4%	37.0%	17.0%	12.5%	9.0%

Respondents report that the driving habits of other drivers pose more of a safety threat than do environmental factors. These findings are similar with those found in previous surveys. Drunk drivers are consistently reported to be the greatest threat to other drivers while tired drivers are reported to be of the least concern.

DRIVING HABITS

Respondents were next asked to self-report on their activities while driving and riding in an automobile. One half of the respondents were asked about their seat belt use while the other half were asked about their seat belt use as a passenger. The results were nearly identical with 91.6% reporting they always wore their seatbelts when driving and 89.4% when riding as a passenger. When asked about their frequency of talking on a cell phone while driving, 29.2% of the respondents indicated either frequently or occasionally engaged in this practice.





Additionally, respondents were asked to report how many miles they drive and how many minutes they spend driving on a typical weekday. They reported driving an average of 53 miles and spending an average of 95 minutes driving on a normal weekday. Males report that they drive more miles on an average day than do their female counterparts. However, there is no significance gender difference when asked about the average amount of time they spend driving each day. This may suggest that females may make more frequent, but shorter trips on an average day.

DRINKING AND DRIVING

Respondents were asked about the current drinking and driving laws, the enforcement of these laws, and their attitudes about people who drink and drive. When asked how strictly they thought police enforced the laws in their area, 72.3% indicated they thought the laws were enforced very strictly or somewhat strictly. However, only a little more than half, 54.2% of the respondents, felt the current laws and penalties are either very effective or somewhat effective in reducing drinking and driving. It may be concluded from these findings that the respondents perceive that enforcement is not a contributing factor to the problem of drinking and driving, but the laws themselves are not effective as they should be.

EFFECTIVENESS OF CURRENT LAWS	
Very effective	14.6%
Somewhat effective	39.6%
Somewhat ineffective	24.2%
Very ineffective	17.0%
Not sure	4.6%

ENFORCEMENT OF CURRENT LAWS	
Very strictly	30.9%
Somewhat strictly	41.3%
Not very strictly	14.0%
Rarely	5.6%
Not at all	1.9%
Not sure	6.3%

When asked about the profile of people who drink and drive, more than half of the respondents felt that drunk drivers are alcoholics and they do not care about the risk they present to the public.

	STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	NOT SURE
Drunk drivers are alcoholics	34.6%	27.8%	24.0%	10.1%	3.5%
People should not be allowed to drive if they have been drinking	56.2%	19.2%	16.5%	7.3%	.7%
Good people don't drink and drive	29.8%	15.3%	26.1%	26.4%	2.4%
Drunk drivers don't care about risk	62.0%	22.4%	10.9%	3.4%	1.2%

Respondents were then asked about the likelihood of certain consequences occurring if people, like themselves, drove after having too much to drink. Almost half of the respondents, 40.9%, felt an arrest was almost certain but only 28.7% felt a conviction was almost certain. **Should we combine the almost and very likely categories here? Nearly ¾ think it is almost or very likely that they will be arrested….**

	ALMOST CERTAIN	VERY LIKELY	SOMEWHAT LIKELY	SOMEWHAT UNLIKELY	VERY UNLIKELY	NOT SURE
Likelihood of crash	11.1%	28.5%	23.8%	5.3%	27.9%	3.5%
Stopped by police	9.9%	20.8%	36.7%	16.4%	12.2%	4.0%
Likelihood of arrest	40.9%	30.9%	13.8%	3.9%	5.9%	4.6%
Likelihood of conviction	28.7%	30.2%	19.9%	7.7%	7.7%	5.7%

Respondents were then asked what would the most likely punishment be for a first time offender. The three most prevalent answers were license restriction, license suspension, and a reprimand or warning. **I thought we were going to reorder these…**

POTENTIAL PUNISHMENTS	
Nothing	5.9%
Probation	8.2%
Restricted license	4.3%
Suspended license	29.7%
Jail	33.2%
Placed in treatment program	.9%
Community service	4.8%
DWI class	7.5%
Reprimand/warning	6.0%
Fine/Ticket	35.2%
Higher insurance	2.2%
Points	1.1%
Car impounded	1.3%
Steering column lock	0
Other	6.7%

Two questions were asked regarding sobriety checkpoints – the frequency checkpoints had been seen in the past twelve months and the preference for future use. Only one fourth of the respondents reported that they had seen a checkpoint in the past year and almost three-fourths of the respondents felt the use of this deterrent should be increased in the future.

SEEN CHECKPOINT	
Yes	25.5%
No	73.5%
Don't know	1.1%

PREFERRED FUTURE USE OF CHECKPOINTS	
More frequently	73.7%
Same	20.2%
Less	3.2%
Don't know	2.9%

MERGE LEFT- MERGE EARLY CAMPAIGN

Respondents were asked to turn their attention to their driving patterns when entering a work zone. A work zone was defined as "highway construction sites that are marked off with orange cones or barrels and signs." One series of survey items addressed self-reported driving habits when approaching highway work zones. Generally, respondents reported that they have responsible habits. For instance, most are likely to "strongly agree" that they "drive more slowly when workers are present," "slow down when I see a work zone," and "merge as soon as possible."

	STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	NOT SURE
I slow down for work zones.	64.6%	32.8%	1.2%	.6%	.7%
I wait until the last minute to merge.	2.9%	6.6%	39.5%	49.2%	1.7%
I don't let last minute mergers in front of me.	15.9%	24.6%	39.9%	16.7%	2.9%
I merge as soon as possible.	59.7%	35.0%	3.6%	.7%	1.0%
I drive more slowly when workers are present.	70.1%	28.0%	1.0%	.2%	.7%

Another series of survey items addressed general attitudes related to work zones. Virtually all respondents agree that it is unsafe and unfair to wait until the last minute to merge when approaching a work zone. This shared norm in Tennessee is appropriately reflected in the "Merge Left, Merge Early" slogan used in the work zone safety media campaign sponsored by the Governor's Highway Safety Office earlier this year. It is also agreed that slower speeds typically are necessary in highway work zones.

The majority of respondents also agree that work zones often are confusing. In contrast, most think that police do not strictly enforce traffic laws in work zones and express the concern that workers are not adequately protected from passing traffic.

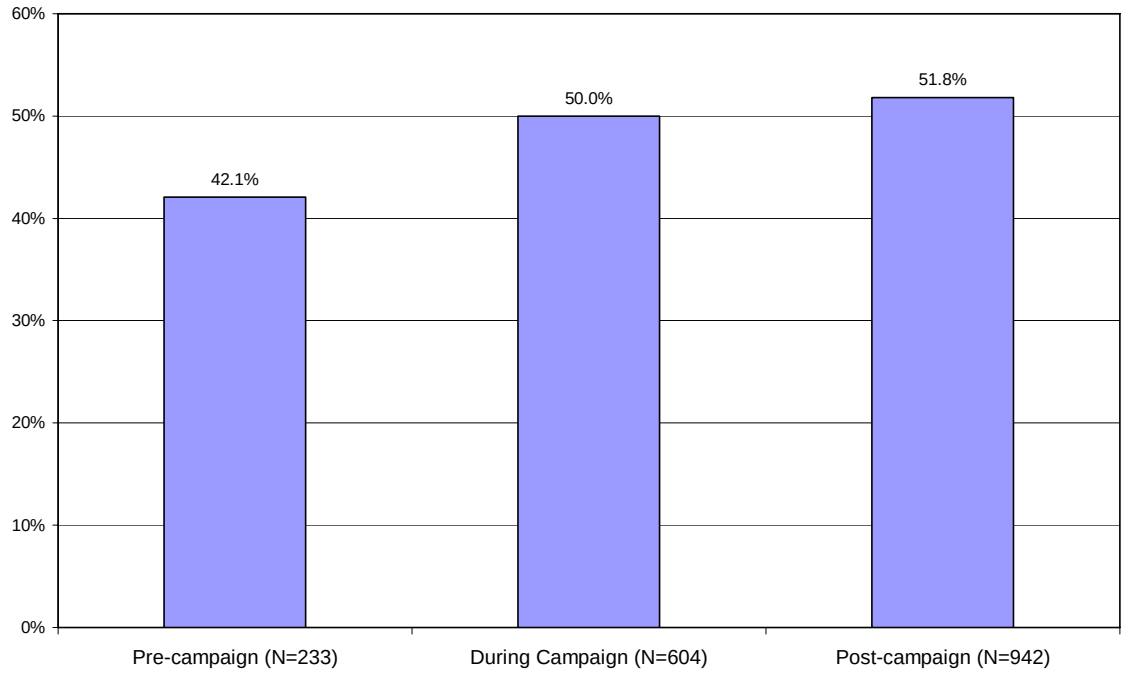
REORDER HERE????

	STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	NOT SURE
It is unsafe to merge at last minute.	57.1%	35.0%	4.9%	1.8%	1.2%
It is unfair to merge at last moment.	56.3%	35.4%	5.4%	1.6%	1.3%
Slower speeds in work zones typically are unnecessary.	4.2%	9.9%	44.9%	39.5%	1.5%
Work zones are often confusing.	23.6%	45.7%	23.4%	5.6%	1.7%
Workers are adequately protected from passing traffic at work zones.	6.4%	31.9%	39.7%	17.7%	4.3%
Police strictly enforce traffic laws in work zones.	14.6%	39.4%	29.7%	12.0%	4.3%
Work zones are kept in place longer than they need to be.	18.6%	35.5%	30.0%	6.5%	9.3%

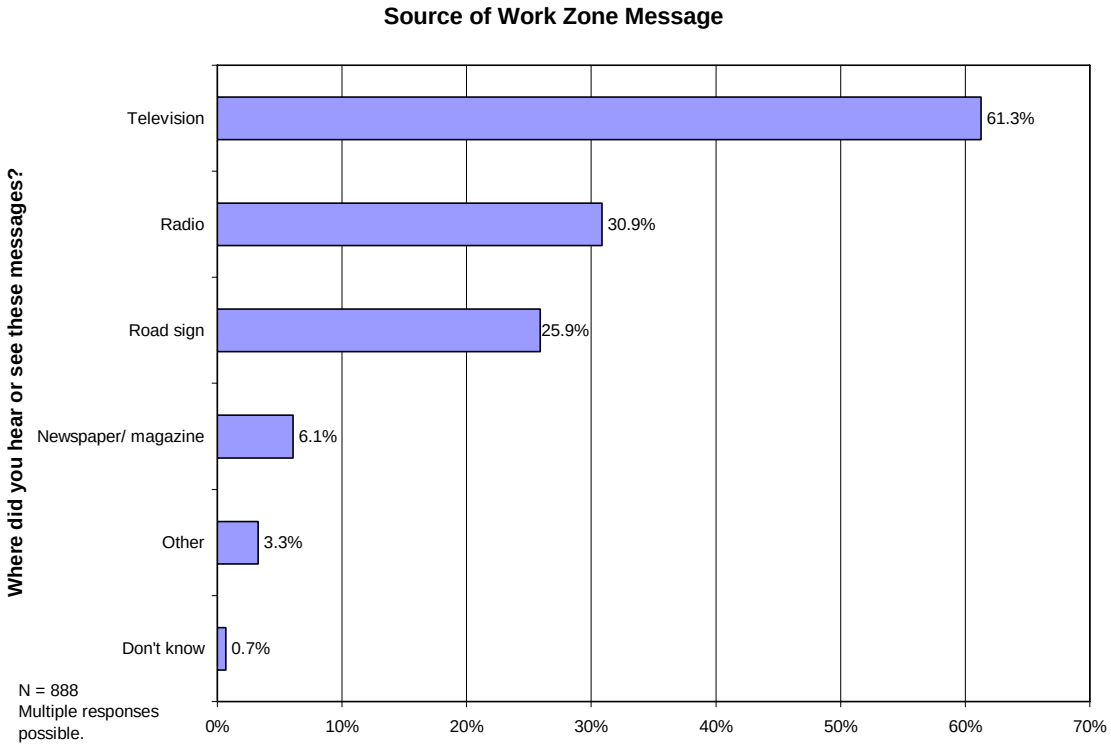
The "Merge Left, Merge Early" media campaign was launched in Tennessee on April 3 and ended on April 9, 2005. The purpose of this campaign was to encourage safe habits in highway work zones. It's effect is assessed here in three ways: recalled exposure to a safety message, recognition of the "Merge Left, Merge Early" slogan, and changes in work zone driving behavior and attitudes.

Respondents were asked: "In the past 30 days have you seen or heard any messages that encourage people to be cautious when driving through highway work zones? Half responded "yes." While recalled exposure to a work zone safety message did not vary across most demographic characteristics, it is higher among men and those reporting higher levels of education. Additionally, respondents in Middle Tennessee (57.8%) were more likely to recall seeing or hearing such a message than those in East or West Tennessee (48.9% and 41.0%, respectively). Recalled exposure to a work zone message increased slightly during the campaign.

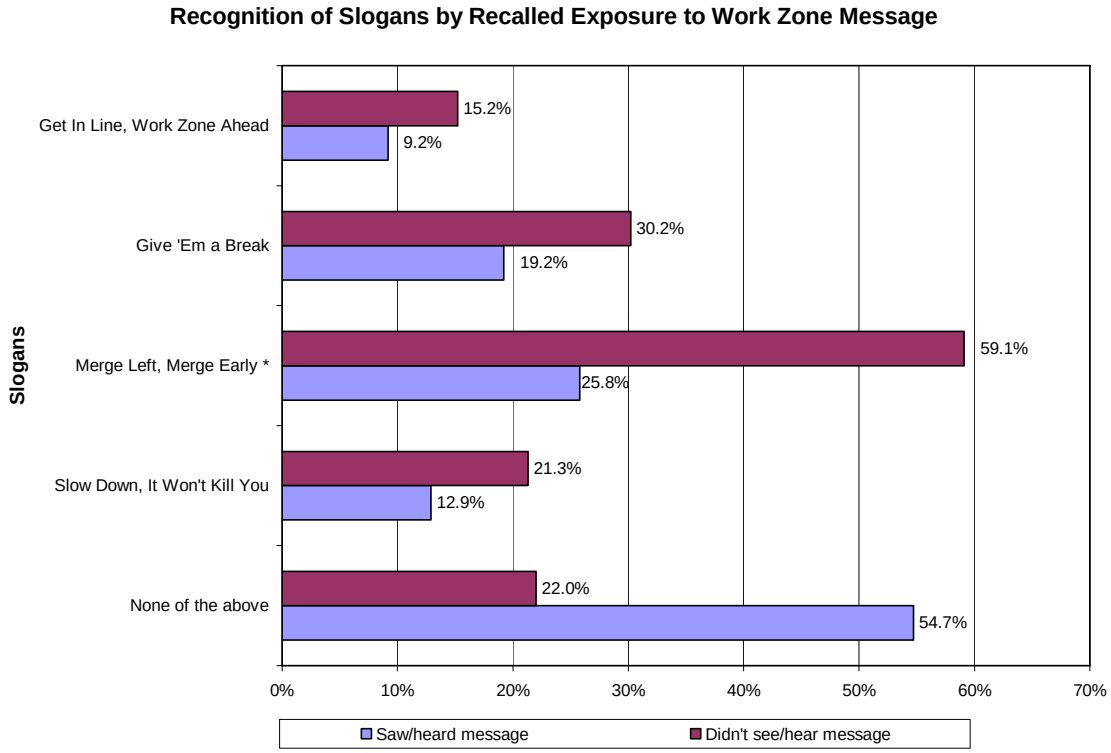
Recalled Exposure to Work Zone Safety Message by Survey Wave



Those that recalled seeing or hearing a work zone safety message were asked about the source of the message. Most recalled seeing it on television.

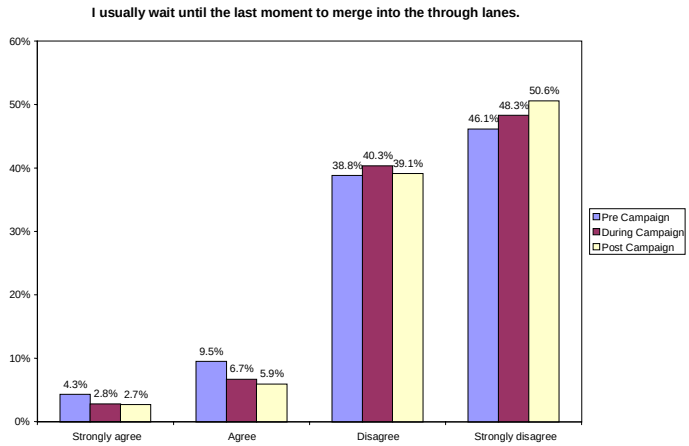


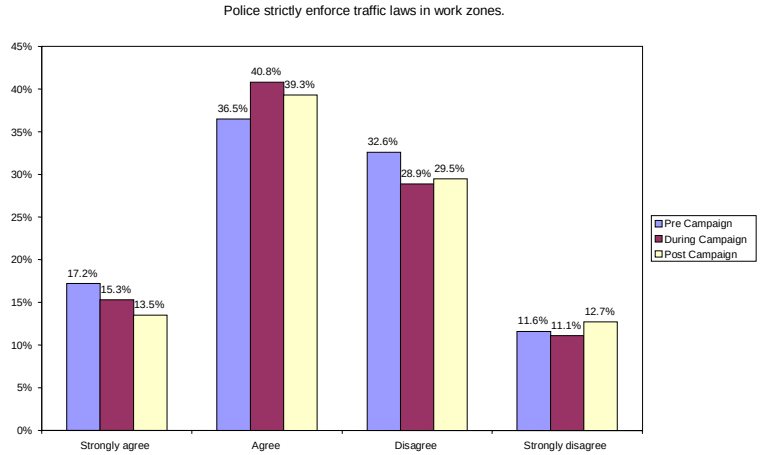
Regardless of whether the respondents reported seeing or hearing an ad, they were read a list of slogans and asked to indicate which, if any, they had seen or heard. Several differences emerge between those that saw or heard a work zone safety message and those that did not. First, those that recall seeing or hearing a message are more likely to "recognize" each of the slogans that were read to them, even those not used in media campaigns in Tennessee. Second, recognition of the "Merge Left, Merge Early" slogan is the most frequently recognized of these slogans. The largest difference in slogan recognition relates to this campaign message. This finding suggests that recalled exposure to a work zone safety message increases the likelihood of recognizing "Merge Left, Merge Early." Third, those exposed to a safety message are much less likely than others to recognize "none" of the slogans that they were presented.



ARE THE COLORS CORRECT ON THE LEGEND???

One goal of the "Merge Left, Merge Early" campaign was to raise awareness of safe driving habits in work zone areas, which will **should**? result in the public adopting safer driving practices. The sample was split based upon the completion date of the survey to compare results during the pre-campaign, the campaign, and post-campaign periods. Respondents were less likely to report waiting until the last minute to merge during and after the media campaign. Additionally, they were more likely to perceive that police strictly enforce traffic laws in work zones during the campaign.





A few differences in attitudes and perceptions emerge when comparing responses based on mere recall of seeing or hearing a work zone safety message. Those that do recall such a message report seeing law enforcement in a work zone more frequently than do others.

How often see law enforcement when driving through a work zone	Seen Ad (N = 877)	Have not seen ad (N = 875)
Always	5.9%	5.0%
Most of the time	23.5%	15.2%
Some of the time	58.8%	55.9%
Never	11.7%	23.9%

Additionally, those that had seen such an ad are more likely than others to correctly state that highway traffic fines are higher in work zone areas than on the rest of the highway. These respondents are also less likely to answer "don't know" to this survey question.

Comparison of traffic fines in work zones compared to rest of highway	Seen Ad (N = 888)	Have not seen ad (N = 887)
Fines are lower in work zones	2.6%	2.5%
There is no difference	3.7%	6.1%
Fines are higher in work zones	57.7%	46.3%
I don't know	36.0%	45.2%

More pronounced, however, is the relationship between recognition of the slogan "Merge Left, Merge Early" and related attitudes. Respondents that recognize this slogan are more likely than others to: "strongly agree" that "I usually slow down when I see a work zone" (67.8% and 63.1%, respectively); "strongly disagree" that "I usually wait until the last moment to merge into the through lanes" (55.0% and 46.4%, respectively); "strongly agree" that "it is unsafe to merge at the last moment (61.9% and 54.8%, respectively); "strongly agree" that "it is unfair to others to merge at the last moment" (61.9% and 53.4%, respectively); and "strongly disagree" that "slower speeds in work zones typically are unnecessary" (45.0% and 36.4%, respectively).

DEMOGRAPHICS

The demographic characteristics of the respondents for this survey are closely aligned with the general population. Therefore, concerns about non-response bias can be minimized. The demographics for those who indicated exposure to the media campaign are similar to the overall sample, except for the region of the state. Respondents from west Tennessee were less likely to recall the "Merge Left/Merge Early" campaign. This finding is expected because Middle Tennessee received less exposure to the campaign than other parts of the state.

	OVERALL	SEEN OR HEARD "MERGE LEFT, MERGE EARLY"
GENDER		
Male	44.3%	46.5%
Female	55.7%	53.5%
AGE		
16 – 25	11.6%	10.2%
26 – 35	13.7%	14.7%
36 – 45	20.2%	18.5%
46 – 55	21.4%	22.2%
56 – 65	18.3%	18.8%
65+	14.9%	15.2%
RACIAL CATEGORY		
White	85.9%	87.0%
Black	11.3%	11.1%
Asian	.6%	.5%
Native American	.8%	.3%
Hispanic	.3%	.3%
Other	.9%	.7%
EDUCATION		
Less than High School	9.5%	8.3%
High School	35.0%	36.7v
Some College	23.4%	23.8%
Bachelor's Degree	19.5%	19.1%
Graduate Degree	12.6%	11.4%

	OVERALL	SEEN OR HEARD "MERGE LEFT, MERGE EARLY"
INCOME		
< $5,000	4.6%	3.7%
$5,000 - $15,000	6.6%	5.5%
$15,001 - $30,000	16.1%	16.7%
$30,001 - $50,000	23.2%	26.4%
$50,001 - $75,000	19.5%	19.5%
$75,001 - $100,000	11.2%	11.7%
$100,000 +	13.4%	11.5%
Not sure	6.1%	5.0%
REGION		
East	41.9%	38.8%
Middle	33.6%	42.9%
West	24.6%	18.3%
SIZE OF COMMUNITY		
Large City	27.4%	28.5%
Small City	21.5%	20.9%
Town	12.6%	11.7%
Small Town	12.9%	12.8%
Rural – Nonfarm	14.2%	14.4%
Rural - Farm	7.8%	8.5%

TRAFFIC SAFETY ISSUES AND *CLICK IT OR TICKET*: A SURVEY OF TENNESSEANS

MAY 2005

Presented to:
The Governor's Highway Safety Office
Tennessee Department of Transportation

Submitted by:
The Center for Transportation Research
The University of Tennessee

METHODOLOGY

The Center for Transportation Research at the University of Tennessee, conducted a study of attitudes and perceptions about traffic safety issues held by Tennesseans. A telephone survey was administered by the Social Science Research Institute at the University of Tennessee, employing a random digit dialing sampling technique. The dates of the survey were selected so that the administration of the questionnaire would be coordinated with the implementation of the *Click It or Ticket* media campaign that began on May 14 and ran through May 27, 2005. The survey was administered to a household member in 1,564 households across the State, and has a margin of error ± 2.5% at the 95% confidence level. The dates of the survey made it possible to collect responses before, during, and after the *Click It or Ticket* campaign.

PERCEPTIONS OF SAFETY ISSUES

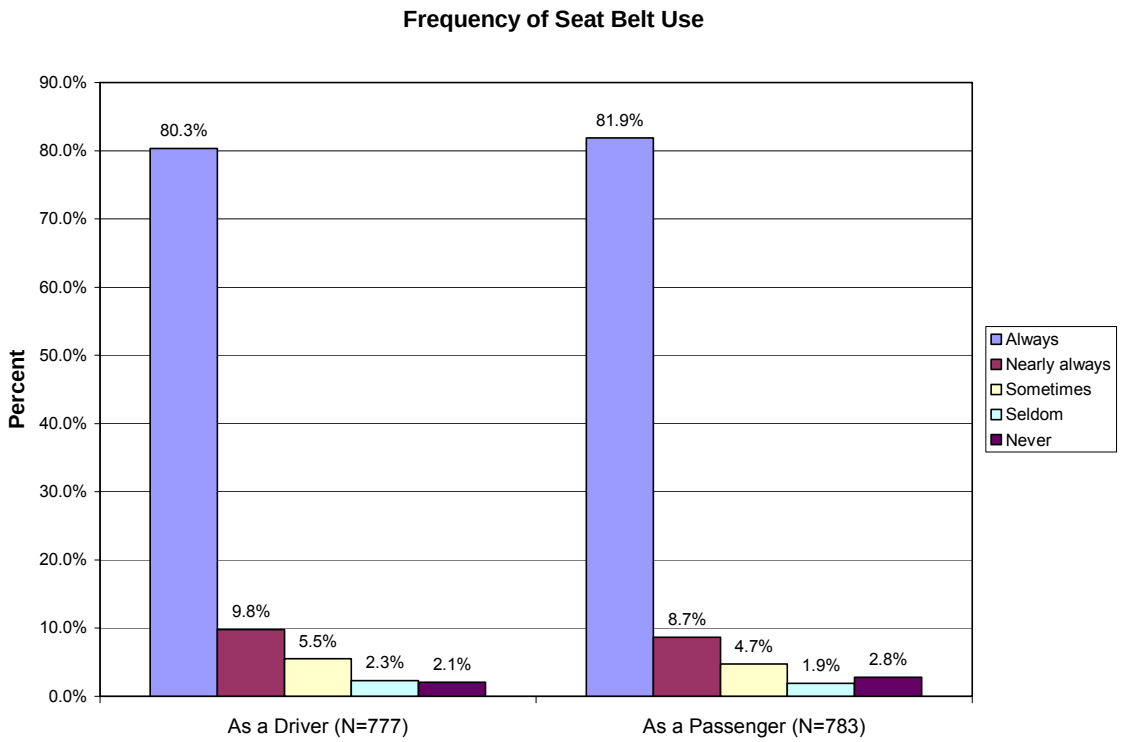
The first survey items that respondents were presented pertain to the severity of seven traffic safety issues. To avoid a response set bias, the issues were presented in random order. Of these issues, the danger posed by drunk drivers is regarded to be the most severe problem. This is followed by the dangers posed by distracted drivers, drivers speeding, and aggressive drivers.

	Not a problem	Small problem	Somewhat of a problem	Very much a problem	Severe problem
Aggressive drivers	7.2%	8.7%	32.6%	25.3%	26.2%
Distracted drivers	4.1%	4.7%	25.5%	33.2%	32.5%
Drunk drivers	5.9%	7.7%	19.8%	21.0%	45.6%
Drivers speeding	7.3%	8.9%	27.7%	26.0%	30.0%
Numbers of large trucks on road	23.2%	12.7%	27.6%	17.1%	19.3%
Tired drivers	13.0%	15.1%	39.4%	16.1%	16.4%
Road construction	13.5%	14.7%	32.0%	19.4%	20.4%

"Not sure" responses omitted. Number of responses to each item range from 1,446 to 1,555.

DRIVING HABITS

Respondents were then asked about several habits when driving or riding in a motor vehicle. One half of respondents were asked about their seat belt use while driving and the other half was asked about their belt use when riding as a passenger. Most report to be in the habit of "always" using their seat belt whether they are a driver (80.3%) or a passenger (81.9%). When asked about cell phones, 8.6% admit to "frequently" talking on a cell phone when driving and 23.3% admit doing so "occasionally." However, most indicate that they "rarely" or "never" do so (31.1% and 37.1%, respectively).



Survey participants were also asked about the amount of travel they do on a typical weekday. One half of the sample was asked to estimate the distance they travel while the other half was asked to estimate the amount time spent traveling. In terms of distance, the average response was 52 miles. In terms of time, the average response was 91 minutes. However, more appropriate measures of travel on a typical weekday as estimated by respondents are represented by the medians (or middle responses) of 30 miles and 60 minutes, respectively. The median indicates that 50% of the respondents offered higher estimates while the other 50% offered lower estimates.

DRINKING-AND-DRIVING

Respondents were questioned about their perceptions of drinking-and-driving laws in Tennessee, as well as perceptions of drinking-drivers. Nearly 6 of every 10 respondents (58.6%) think that current laws and penalties are either "very effective" or "somewhat effective" at reducing drinking-and-driving. When asked for their perceptions of police enforcement, 78.0% responded that police in their area either "very strictly" or "somewhat strictly" enforce these laws.

EFFECTIVENESS OF CURRENT LAWS	
Very effective	17.5%
Somewhat effective	41.1%
Somewhat ineffective	23.0%
Very ineffective	18.4%

N = 1,493 "Not sure" responses omitted.

ENFORCEMENT OF CURRENT LAWS	
Very strictly	35.5%
Somewhat strictly	42.5%
Not very strictly	13.2%
Rarely	6.3%
Not at all	2.5%

N = 1,452 "Not sure" responses omitted.

A series of questions tap into perceptions that respondents hold about the profile of the drinking-driver. In general, respondents are in agreement that "drinking-drivers don't care about the risk they impose on others" and that "people should not be allowed to drive if they have been drinking any alcohol at all." However, there is less agreement as to whether drinking-drivers are problem drinkers, although more than half (66.1%) think that this is the case. Respondents are even more split on whether "good people don't drink and drive."

	STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE
People who drive after drinking too much are problem drinkers	36.0%	26.1%	24.4%	13.6%
People should not be allowed to drive if they have been drinking	61.1%	17.6%	14.7%	6.6%
Good people don't drink and drive	33.8%	15.9%	26.6%	23.7%
Drinking drivers don't care about the risk they impose on others	66.4%	21.8%	8.1%	3.7%

Respondents were then asked about the likelihood of certain consequences occurring if people, like themselves, drove after having too much alcohol to drink. Perceptions of crash likelihood are not very high as just over one-third (37.1%) think that a crash is "almost certain" or "very likely" to occur, while about the same amount think a crash is "very unlikely." Similarly, respondents do not rate the chance of being caught driving after drinking too much to be high as only 38.3% judge a police stop to be "almost certain" or "very likely." However, if stopped by police most think it is likely that they will be arrested and convicted of a drinking-and-driving offense.

	ALMOST CERTAIN	VERY LIKELY	SOMEWHAT LIKELY	SOMEWHAT UNLIKELY	VERY UNLIKELY
Likelihood of crash	11.5%	25.6%	23.2%	3.7%	36.0%
Stopped by police	14.9%	23.4%	38.3%	12.0%	11.4%
Likelihood of arrest	45.6%	34.6%	11.8%	2.6%	5.5%
Likelihood of conviction	35.1%	32.7%	17.9%	6.2%	8.1%

"Not sure" responses omitted. Number of responses to these items range from 1,469 to 1,513.

These perceptions do vary across some demographic groups in the State. For instance, perceptions of the likelihood of a crash when driving after drinking too much is highest among those under 25 years of age, the less educated, and lower income earners. Women are more likely than men to think a crash is "very unlikely" to occur. The chance of being stopped by police, and being convicted if arrested, are both judged to be highest by those under 25 years of age, those with less education, and individuals with lower incomes. In contrast, perceptions about the likelihood of being arrested for a drinking-and-driving offense if stopped by police do not differ across any of these demographic groups.

Respondents were asked about the likely punishment that would be handed out for a first impaired driving offense. The most common punishments offered are: receiving a fine/ticket (35.4%), going to jail (35.2%), and having a driver's license suspended (29.5%).

LIKELY PUNISHMENTS FOR A FIRST DWI OFFENSE		
Fine/ticket		35.4%
Jail		35.2%
Suspended license		29.5%
Probation		8.8%
Reprimand/warning		8.4%
DWI class		8.0%
Community service		5.9%
Restricted license		2.6%
Higher insurance		2.0%
Points		0.7%
Treatment program		0.7%
Motor vehicle impounded		0.6%
Other		3.6%
Nothing		5.4%
Don't know		12.9%

N = 1,564. Percents do not add to 100.0%; multiple responses possible

Two questions covered sobriety checkpoints in Tennessee. First, respondents were asked: "In the past twelve months, while you were either driving or riding in a car, have you seen a sobriety checkpoint where drivers are stopped briefly by police to check for alcohol-impaired driving?" A total of 368 of respondents (or 23.5%) answered "yes." When asked about the frequency with which these checkpoints should be used, 75.3% responded "more frequently," while 19.6% stated "about the same," and only 5.0% answered "less frequently."

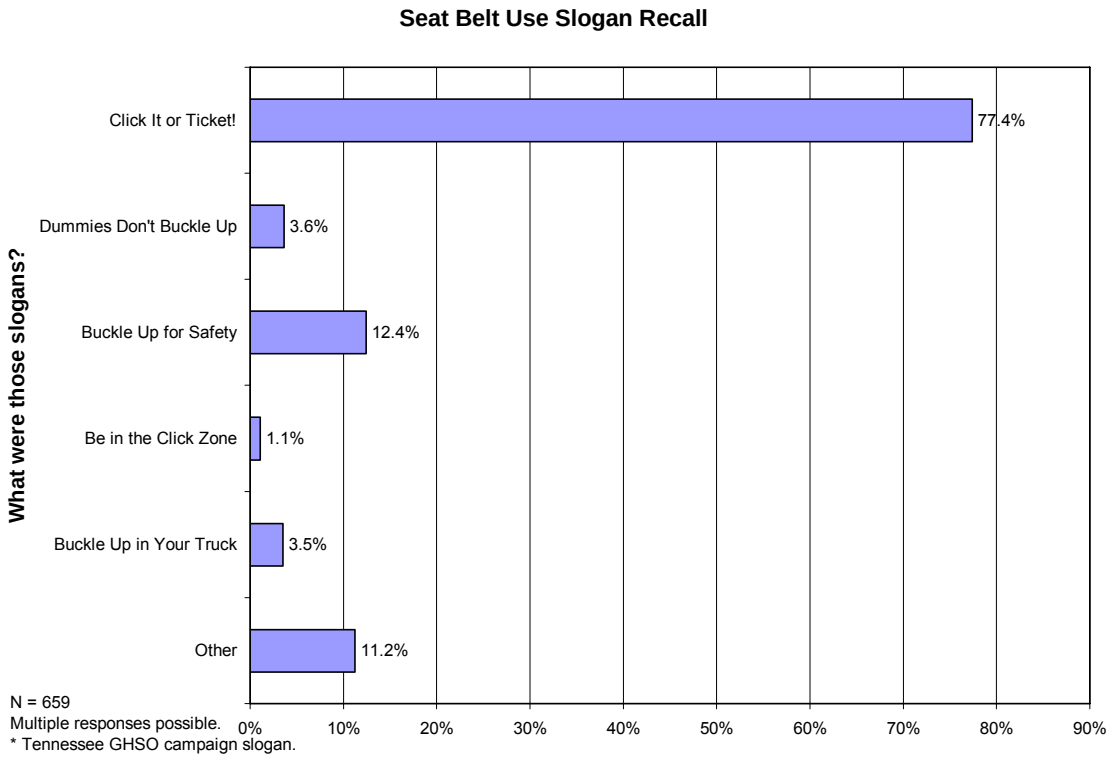
CLICK IT OR TICKET CAMPAIGN

The Tennessee Governor's Highway Safety Office sponsored a media campaign that lasted from May 7 to May 14, 2005, that encourages seat belt use among Tennesseans. The campaign was built around the tagline *Click It or Ticket.* To gauge the extent to which the campaign reached Tennesseans, survey respondents were asked: "In the past 60 days, have you seen or hear any messages that encourage people to wear their seat belts?" Seventy-three percent responded "yes," while 25.7% indicated "no" and the remaining 1.5% were "not sure." Respondents were most commonly exposed to a message via television (77.8%), with exposure via road signs and radio being less frequent (24.4% and 22.8%, respectively). Furthermore, these messages were most commonly in the form of a commercial (82.2%).

To gauge the extent of public recollection of these messages, respondents were first asked to recall any slogans used in these messages. Of the 1,138 respondents that recall seeing or hearing a belt use message, 659 (or 58.4%) indicated that they recalled a slogan used

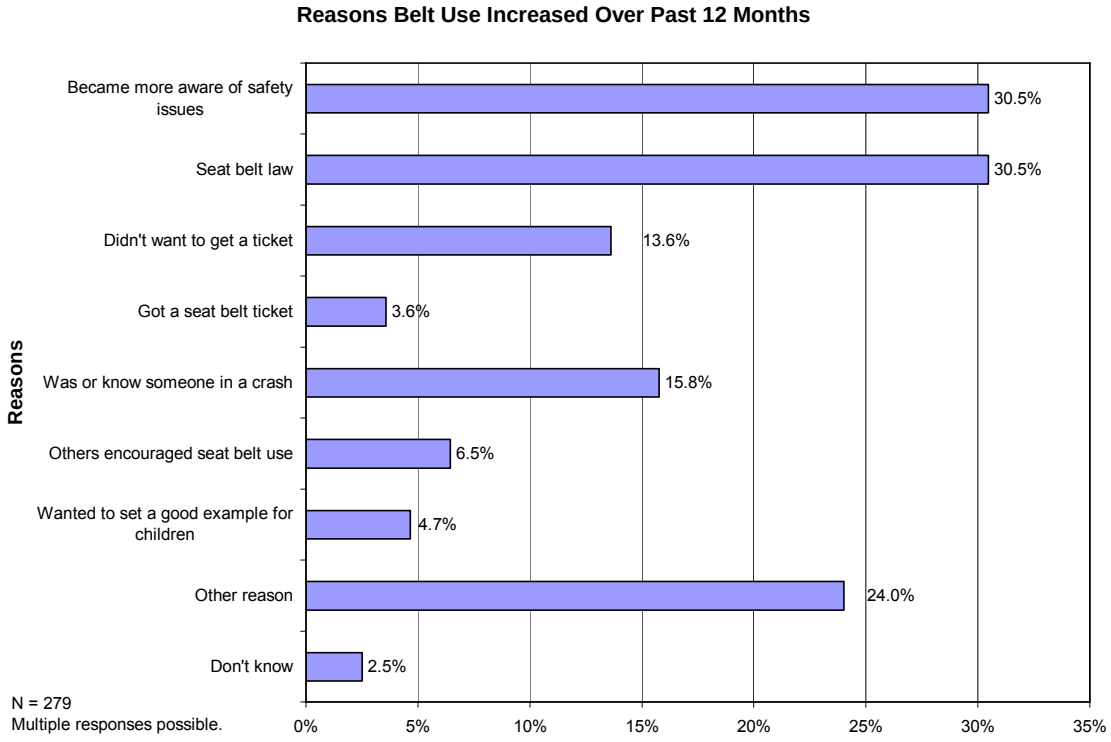
in these messages. The most commonly recalled slogan was *Click It or Ticket*, which was offered by 77.4% of these respondents. The ability to recall this slogan did not vary across most demographic groups. The only statistically significant difference is that men (81.2%) offered this slogan more frequently than did women (73.7%).

All respondents were then read five slogans and were asked which, if any, they recognized. Among these slogans was the one used in media campaigns in Tennessee (*Click It or Ticket*), while the others were created for the survey (*Strap In, Seat Belts are Cool*, *Be in the Click Zone*, and *Buckle Up in your Truck*). Clearly the most recognized of these slogans is *Click It or Ticket*, which was recognized by 88.3%, recognized of all respondents.

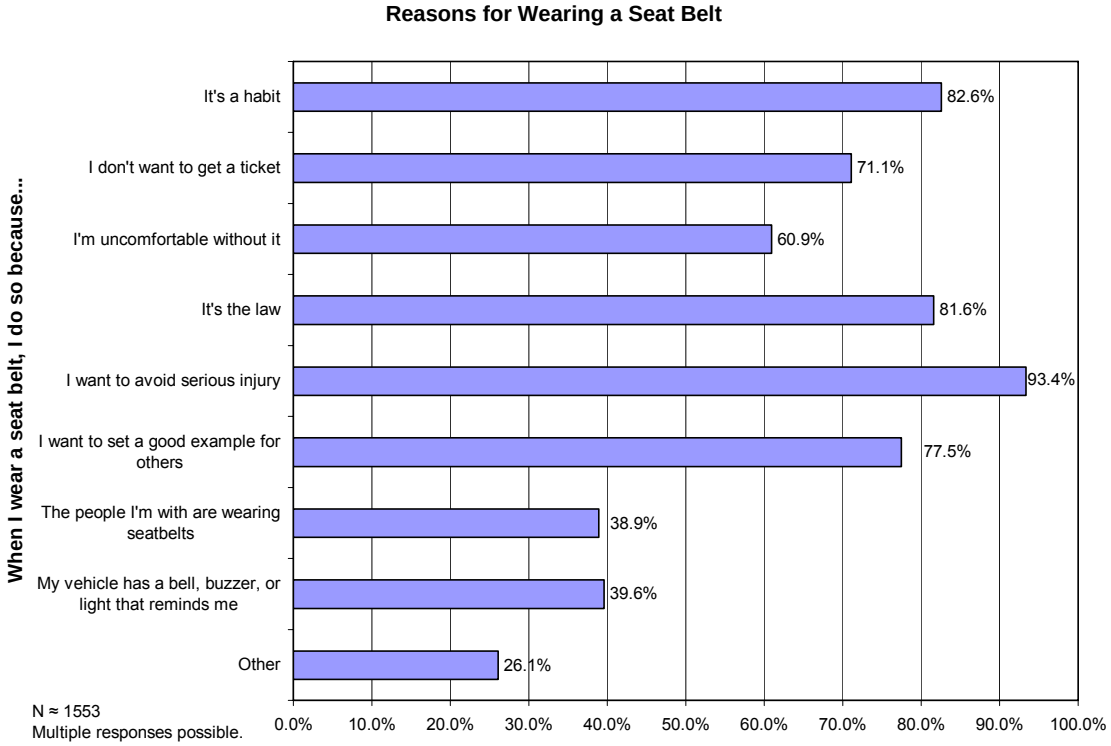


Recognition of the *Click It or Ticket* slogan was highest among respondents under 45 years of age, those with higher incomes, men, and West Tennesseans. Exposure to the media campaign is correlated with the likelihood that a respondent recognized this slogan. Among those that recalled seeing or hearing a message encouraging the use of seat belts, 91.3% recognized *Click It or Ticket*, as compared to 80.2% of those that did not recall seeing or hearing such a message.

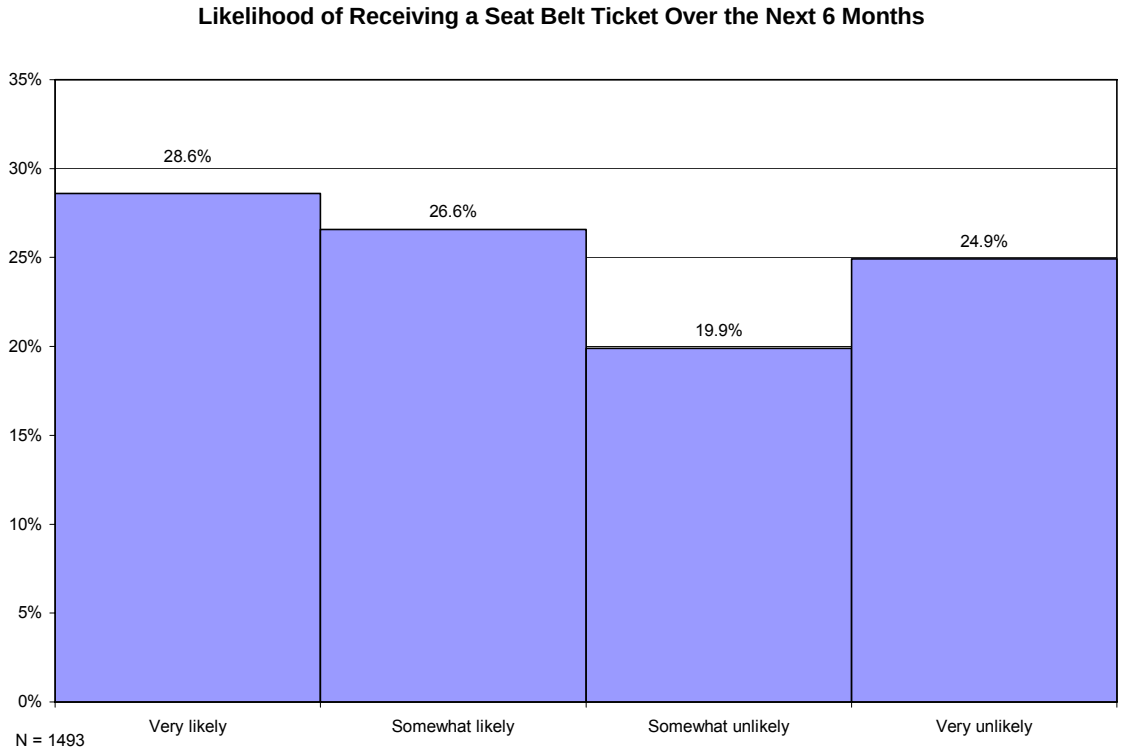
When asked about changes in their belt wearing habits over the past 12 months, 279 respondents (or 17.9%) indicated that their belt use had increased while only 7 (or 0.5%) stated that it had decreased. The most common reasons offered for increasing belt use were that they "became more aware of safety issues" or because of "the seat belt law," both of which were offered by 85 (or 30.5%) of these respondents.



To identify the reasons for seat belt use in the first place, respondents were read a list of 8 "reasons why you might wear your seat belt" and were asked to indicate which applies them. The most common reasons are: "I want to avoid serious injury," 93.4%; "It's a habit," 82.6%; "It's the law," 81.6%; "I want to set a good example for others," 77.5%; and "I don't want to get a ticket," 71.1%. When asked to indicate which reasons that they agreed with was the most important, 65.0% stated that it is the desire "to avoid serious injury." Every other specific reason was identified as the most important by less than 6%.



When questioned about enforcement of the State seat belt law, 88 (or 5.6%) indicated that they have received a ticket for not wearing a seat belt, and 82 (or 5.3%) reported having received a warning. Respondents were then presented with the question: "Assume that you do not wear your seat belt AT ALL while driving over the next six months. How likely do you think you will be to receive a ticket for not wearing a seat belt?"

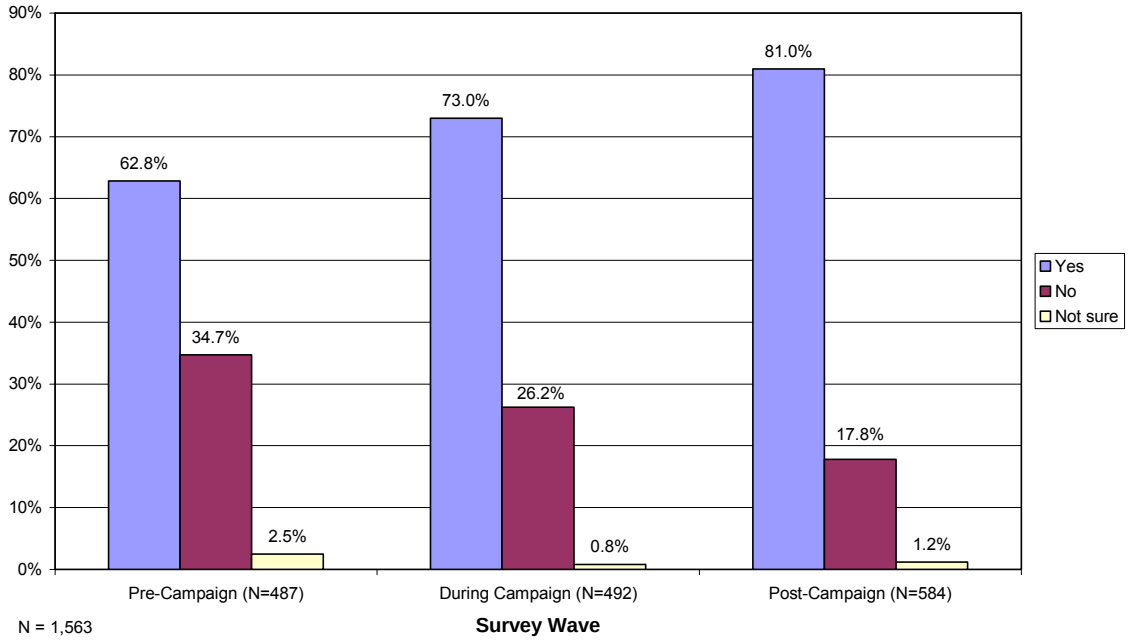


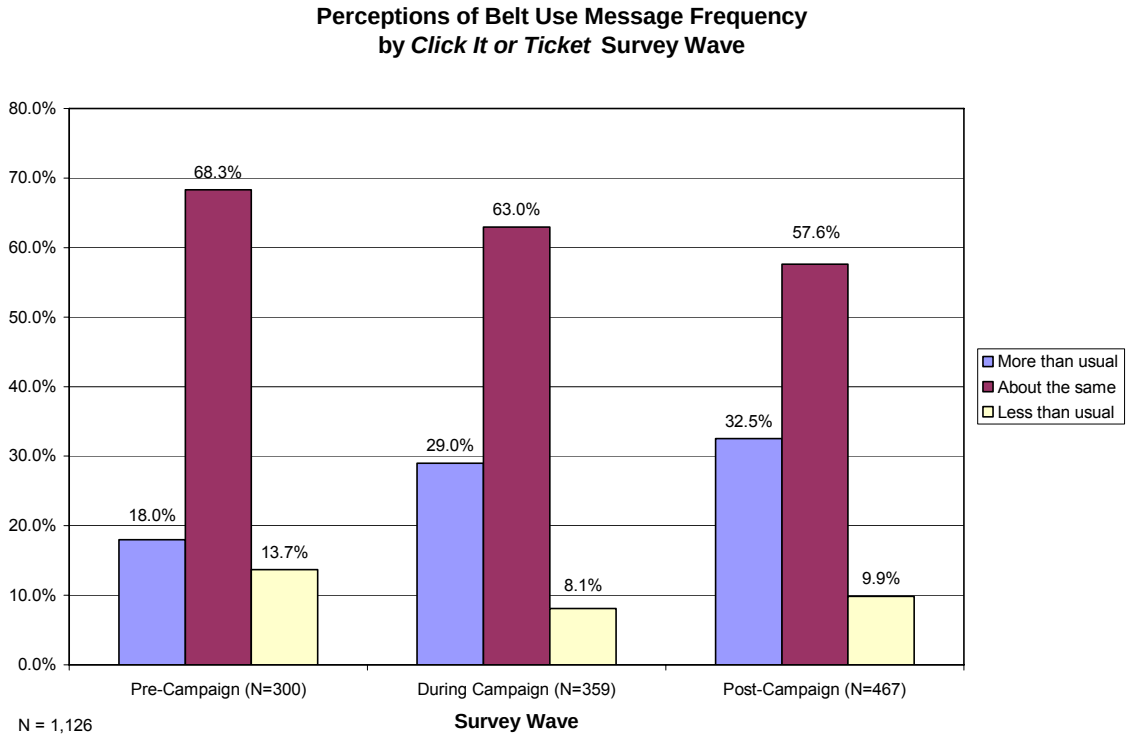
Recalled exposure to a seat belt use message is correlated with self-reported changes in belt use and perceptions of being ticketed for not wearing a seat belt. Respondents that recall seeing or hearing a belt use message were slightly more likely than those that do not to indicate that their belt use has increased over the past 12 months (19.1% and 14.9%, respectively). More pronounced is the correlation between exposure to a safety belt message and perceptions of the likelihood of being ticketed by police for not wearing a seat belt. Of the respondents that recall hearing or seeing a belt use message, 57.5% indicate that it is either "very likely" or "somewhat likely" that they would be ticketed as compared to 48.8% of those that do not recall being exposed. This difference in perceptions about the likelihood of a ticket is statistically significant.

An examination of campaign effectiveness can be conducted further by breaking down responses to key survey questions based on the date the interviews were administered. Of the 1,564 completed interviews, 31.2% were took place before the start of the *Click It or Ticket* campaign (May 2-13), 31.5% were conducted during the campaign (May 14-27), and 37.3% were administered after completion of the campaign (May 27-June 13).

The effectiveness of the media campaign is demonstrated by an increase throughout the campaign in recalled exposure to safety belt use messages. While 62.8% of respondents interviewed prior to the start of this media campaign recalled seeing or hearing a belt use message in the previous 60 days, 81.0% of those surveyed after the campaign did recall such a message. Furthermore, the perception that the frequency of these messages had increased became more common throughout the campaign.

Saw or Heard Belt Use Message in Past 60 Days
by *Click It or Ticket* Survey Wave





Not only did awareness of belt use messages increase as a result of the media campaign, respondents were more likely to indicate that they could recall a slogan and were more likely to recall the campaign's tagline *Click It or Ticket.* While 68.2% of the pre-campaign respondents recalled *Click It or Ticket* on their own, slogan recall increased to 78.4% and 81.5% of respondents during and after the campaign, respectively. In contrast, mere recognition of the *Click It or Ticket* slogan did not increase significantly as a result of the campaign, likely due in part to the high level of recognition that it enjoyed even prior to the campaign.

	PRE-CAMPAIGN	DURING CAMPAIGN	POST-CAMPAIGN
Can recall a slogan used in a belt use message (Total wave sample size)	50.8% (303)	59.7% (357)	62.3% (469)
Recalls *Click It or Ticket* campaign slogan (Total wave sample size)	68.2% (154)	78.4% (213)	81.5% (292)
Recognizes *Click It or Ticket* campaign slogan (Total wave sample size)	87.7% (487)	89.2% (492)	93.8% (548)

DEMOGRAPHICS

The demographic characteristics of the respondents for this survey are generally closely aligned with the general population. Therefore, concerns about non-response bias can be minimized. The most notable difference being that non-whites are slightly underrepresented in the sample, which is consistent with similar studies that have employed random digit dialing telephone surveys.

	TOTAL SAMPLE (N = 1,564)	SEEN OR HEARD BELT USE MESSAGE (N = 1,138)
GENDER		
Male	44.3%	45.6%
Female	55.7%	54.4%
AGE		
16 – 25	11.1%	11.6%
26 – 35	12.9%	12.8%
36 – 45	20.2%	20.8%
46 – 55	19.4%	20.0%
56 – 65	18.2%	18.0%
65+	18.2%	16.7%
RACE/ETHNICITY		
White	86.2%	85.9%
Black	9.6%	10.3%
Asian	0.6%	0.4%
Native American	1.2%	1.2%
Hispanic	1.4%	1.4%
Other	1.0%	0.7%
EDUCATION		
Less than High School	11.0%	10.5%
High School	39.0%	40.3%
Some College	20.4%	21.7%
Bachelor's Degree	19.1%	18.5%
Graduate Degree	10.5%	8.9%
INCOME		
< $5,000	4.9%	4.7%
$5,000 - $15,000	8.0%	7.5%
$15,001 - $30,000	18.4%	19.1%
$30,001 - $50,000	25.3%	24.5%
$50,001 - $75,000	17.6%	17.9%
$75,001 - $100,000	10.2%	10.6%
$100,000 +	10.3%	10.5%
Not sure	5.3%	5.3%

	Total Sample (N = 1,564)	Seen or Heard Belt Use Message (N = 1,138)
REGION		
East	40.5%	41.8%
Middle	37.7%	36.0%
West	21.7%	22.1%
SIZE OF COMMUNITY		
Large City	25.4%	25.1%
Small City	25.1%	24.1%
Town	13.1%	12.9%
Small Town	15.4%	15.8%
Rural – Nonfarm	13.4%	14.0%
Rural - Farm	7.4%	7.9%

TRAFFIC SAFETY ISSUES AND *BOOZE IT & LOSE IT!*: A SURVEY OF TENNESSEANS

AUGUST 2005

Presented to:
The Governor's Highway Safety Office
Tennessee Department of Transportation

Submitted by:
The Center for Transportation Research
The University of Tennessee

METHODOLOGY

The Center for Transportation Research at the University of Tennessee, conducted a study of attitudes and perceptions about traffic safety issues held by Tennesseans. A telephone survey was administered by the Social Science Research Institute at the University of Tennessee, employing a random digit dialing sampling technique. The telephone interviews were conducted during the period August 1-Septebmer 8, 2005. The dates of the survey were selected so that the administration of the survey would be coordinated with the implementation of the *Booze It & Lose It!* media campaign that began on August 12 and ran through August 25, 2005. The dates of the survey made it possible to collect responses before, during, and after the *Booze It & Lose It!* campaign. The survey was administered to a household member in 1,500 households across the State, and has a margin of error ±2.5% at the 95% confidence level.

PERCEPTIONS OF SAFETY ISSUES

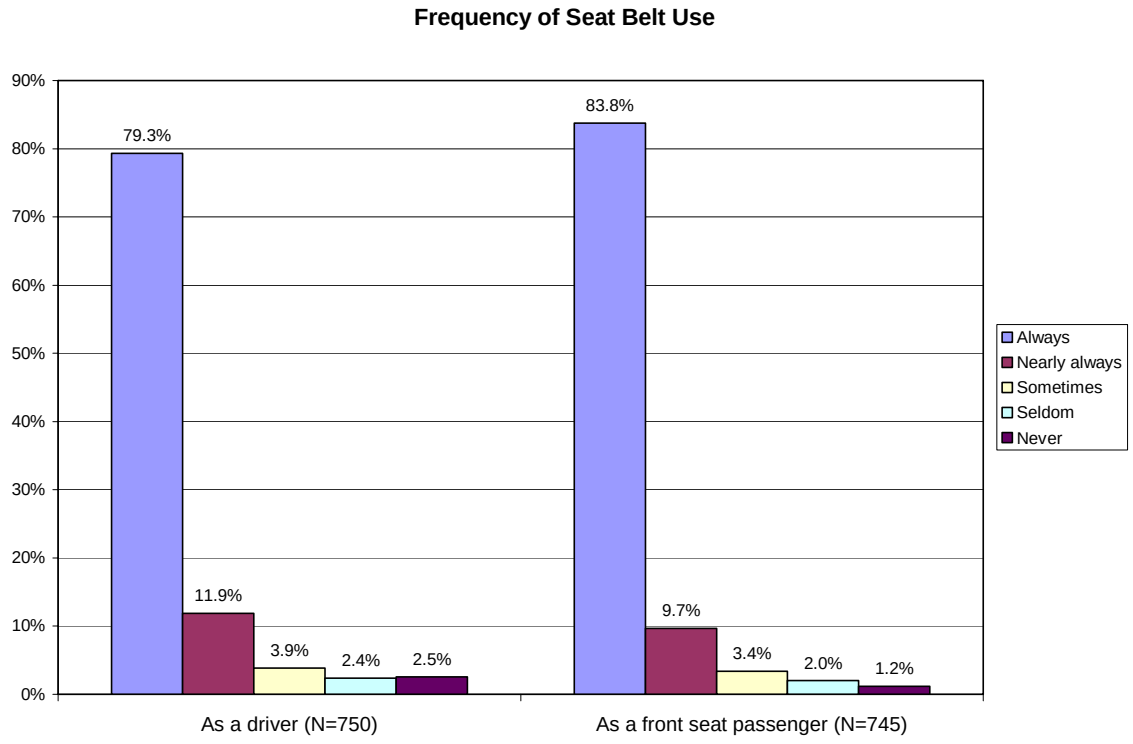
The first survey items that respondents are presented pertain to the severity of seven traffic safety issues. To avoid a response set bias, the issues were presented in random order. Of these issues, the danger posed by drunk drivers is regarded to be the most severe problem. This is followed by the dangers posed by distracted drivers, drivers speeding, and aggressive drivers. The item that respondents are most likely to not have an attitude about is tired drivers, as almost 1-in-10 respondents offer "not sure" when asked about this issue.

	NOT A PROBLEM	SMALL PROBLEM	SOMEWHAT OF A PROBLEM	VERY MUCH A PROBLEM	SEVERE PROBLEM
Aggressive drivers	6.1%	8.9%	32.6%	22.5%	29.8%
Distracted drivers	3.3%	4.9%	16.4%	28.6%	36.7%
Drunk drivers	7.1%	6.3%	20.2%	18.1%	48.2%
Drivers speeding	6.7%	7.2%	31.7%	26.9%	27.5%
Numbers of large trucks on road	24.1%	11.6%	28.4%	16.5%	19.5%
Tired drivers	14.4%	14.7%	40.5%	15.9%	14.5%
Road construction	17.4%	14.3%	32.5%	16.5%	19.3%

"Not sure" responses omitted. Number of responses to each item range from 1,353 to 1,482.

DRIVING HABITS

Respondents were then asked about several when driving or riding in a motor vehicle. One half of respondents were asked about their seat belt use while driving and the other half was asked about their belt use when riding as a passenger. Most respondents report to be in the habit of "always" using their seat belt whether they are driving (79.3%) or are a front seat passenger (83.8%). Contrary to most research findings, respondents are more likely to indicate they "always" wear a safety restraint as a passenger than a driver, although this difference is small. When asked about their frequency of cell phone use while driving a motor vehicle, 143 respondents (or 9.6%) indicate that they do not have a cell phone. Of the 1,351 that offered a response to this question, 8.4% admit to "frequently" talking on a cell phone when driving and 22.7% admit doing so "occasionally." Most respondents indicate that they "rarely" or "never" do so (33.0% and 35.9%, respectively).

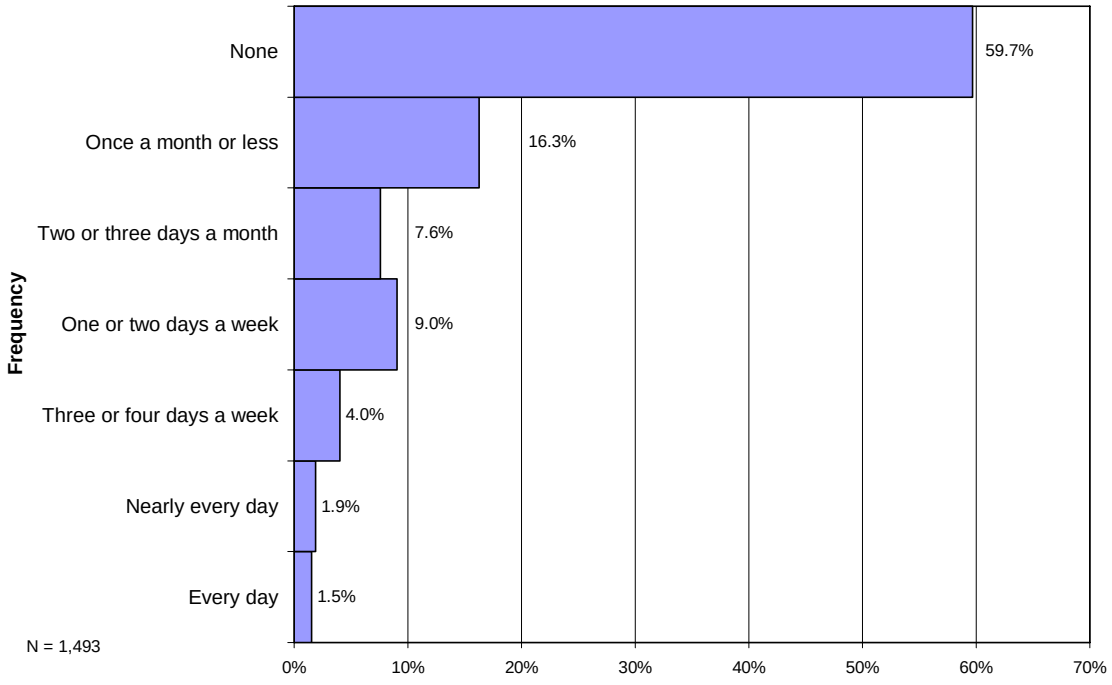


Survey participants were also asked about the amount of travel they do on a typical week day. One half of the sample was asked to estimate the distance they travel while the other half was asked to estimate the amount time spent traveling. In terms of distance, the average response was 60 miles. In terms of time, the average response was 95 minutes. However, more appropriate measures of travel on a typical weekday as estimated by respondents are represented by the medians (or middle responses) of 30 miles and 60 minutes, respectively. The median indicates that 50% of the respondents offered higher estimates while the other 50% offered lower estimates.

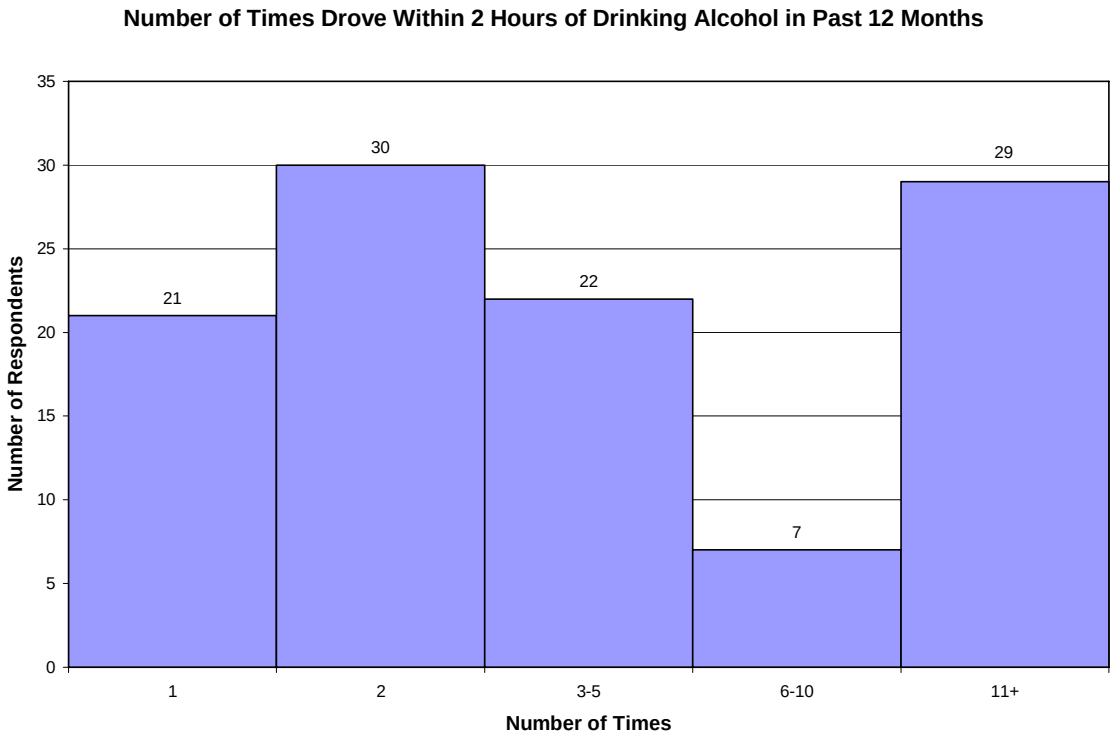
DRINKING-AND-DRIVING BEHAVIOR

Included in the survey were questions asking respondents about their drinking and drinking-and-driving habits. Most (50.7%) indicate that they had not had any alcoholic beverages to drink during the past 12 months. Of those who did consume alcohol, most drank no more than one or two days a week.

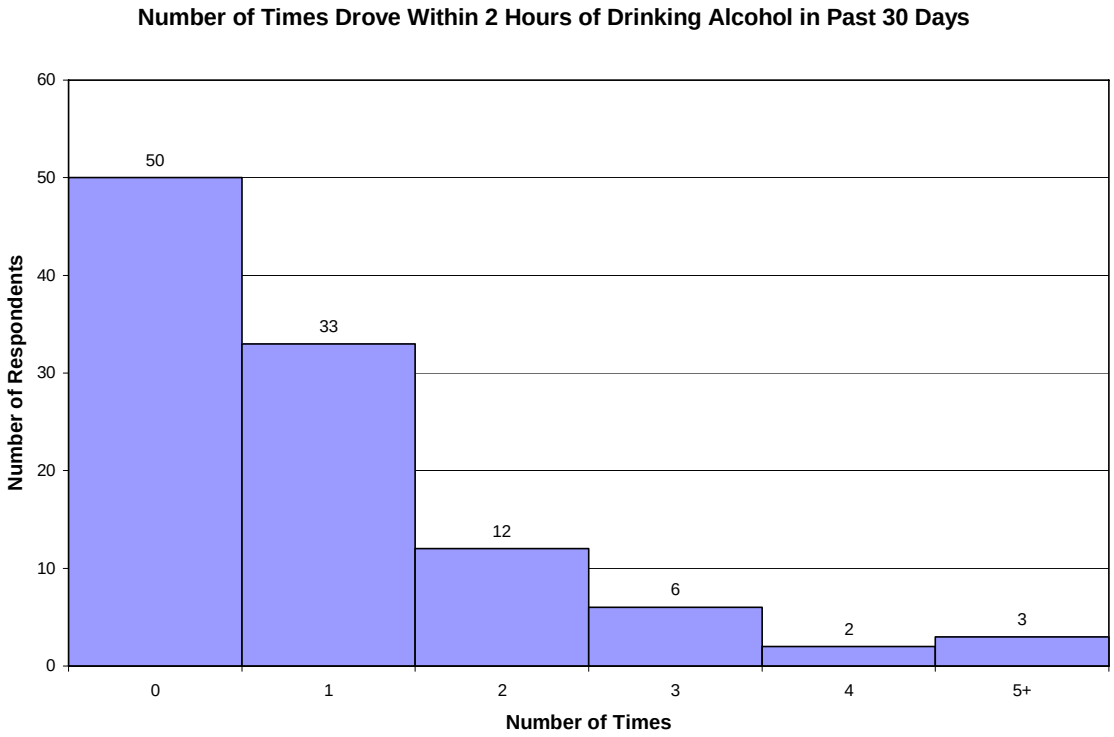
Frequency of Drinking Any Alcoholic Beverages During the Last 12 Months



Respondents that had consumed alcohol when then asked: "In the past 12 months, have you ever driven a motor vehicle within two hours of drinking any alcoholic beverages?" Of the 598 that responded to this question, 112 (or 18.7%) indicated that they had. While 51 of these respondents reported they had done so on 1 or 2 occasions, 29 indicated that they drove within 2 hours of drinking alcohol at least 11 times over the past year. While responses to this question do not indicate that these individuals were impaired while driving, the emphasis of most media campaigns has been to discourage anyone from getting behind the wheel after consuming alcohol. At the very least, these individuals are engaged in a risky behavior. The following demographic groups are more likely to report having driven within two hours of drinking alcohol at least once in the past year: men, under 25 years of age, and whites.



When asked about recent behavior, most of these 112 respondents indicated that they had not driven after drinking during the past 30 days. Only 5 stated that they had done so on 5 or more occasions.

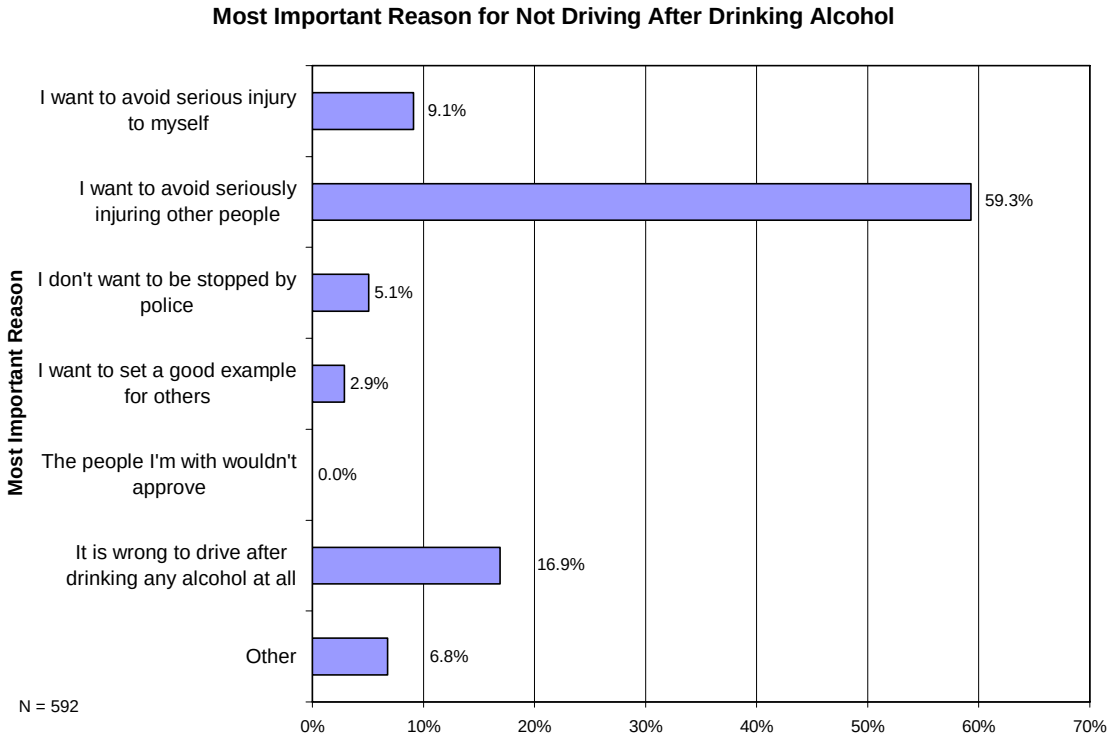


All respondents who had consumed some alcohol during the past year were then asked: "In the past twelve months, have you ever deliberately avoided driving a motor vehicle after drinking alcoholic beverages?" Of these respondents, 343 (or 57.8%) answered "yes." All those who had consumed alcohol over the past year were then asked to indicate how important six reasons are to them for deliberately avoiding driving a motor vehicle after drinking alcoholic beverages. Concerns about safety for themselves and others were deemed to be "very important" to over 90% of these respondents.

	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT VERY IMPORTANT	NOT AT ALL IMPORTANT
I want to avoid serious injury to myself	93.3%	4.8%	1.2%	0.7%
I want to avoid seriously injuring other people	96.8%	2.0%	0.3%	0.8%
I don't want to be stopped by police	80.0%	12.8%	3.4%	3.9%
I want to set a good example for others	70.6%	18.5%	5.5%	5.3%
The people I'm with would not approve	49.2%	21.2%	12.3%	17.3%
It is wrong to drive after dinking any alcohol at all	70.8%	17.7%	6.3%	5.3%

"Not sure" responses omitted. Number of responses to these items range from 585 to 601.

These individuals were then asked to indicate which of these reasons is the *most* important to them for deliberately avoiding driving after drinking. Almost 6-in-10 indicated that the desire to "avoid seriously injuring other people" was the most important of these reasons. Fear of being stopped by police was "most important" for only 5.1% of these respondents.



DRINKING-AND-DRIVING LAWS AND PENALTIES

Respondents were questioned about their perceptions of drinking-and-driving laws in Tennessee, as well as perceptions of drinking-drivers. More than half of respondents (55.2%) think that current laws and penalties are either "very effective" or "somewhat effective" at reducing drinking-and-driving. When asked for their perceptions of police enforcement, 78.1% responded that police in their area either "very strictly" or "somewhat strictly" enforce these laws.

EFFECTIVENESS OF CURRENT LAWS	
Very effective	15.0%
Somewhat effective	40.2%
Somewhat ineffective	24.5%
Very ineffective	20.3%

N = 1,435
"Not sure" responses omitted.

ENFORCEMENT OF CURRENT LAWS	
Very strictly	33.4%
Somewhat strictly	44.7%
Not very strictly	14.2%
Rarely	4.9%
Not at all	2.8%

N = 1,375
"Not sure" responses omitted.

A series of questions tap into perceptions that respondents hold about the profile of the drinking-driver. In general, respondents are in agreement that "drinking-drivers don't care about the risk they impose on others" and that "people should not be allowed to drive if they have been drinking any alcohol at all." However, there is less agreement as to whether drinking-drivers are problem drinkers, although more than half (61.4%) think that this is the case. Respondents are even more split on whether "good people don't drink and drive."

	STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE
People who drive after drinking too much are problem drinkers	35.9%	25.5%	24.0%	14.6%
People should not be allowed to drive if they have been drinking	59.4%	17.7%	15.3%	7.6%
Good people don't drink and drive	30.0%	16.8%	27.2%	26.0%
Drinking drivers don't care about the risk they impose on others	59.6%	22.9%	13.4%	4.1%

"Not sure" responses omitted. Number of responses to these items range from 1,443 to 1,483.

Respondents were then asked about the likelihood of certain consequences occurring if people, like themselves, drove after having too much alcohol to drink. While only 11.7% perceive a crash to be "almost certain" to occur when driving after drinking too much alcohol, an addition 30.2% think this outcome is "very likely" to occur. Respondents perceive the chance of being stopped by police to be even less than that of a crash. Only 9.1% think it is "almost certain" that they would be stopped by police if they drove after drinking too much, and 20.7% think it is "very likely." In contrast, a larger portion of respondents perceive a police stop to be "somewhat unlikely" or "very unlikely" (32.6%). However, if stopped by police most respondents perceive that chances are high that whey will be arrested and subsequently convicted of a drinking-and-driving offense.

	Almost certain	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely
Likelihood of crash	11.7%	30.2%	25.2%	4.6%	28.2%
Stopped by police	9.1%	20.7%	37.5%	16.6%	16.0%
Likelihood of arrest	38.1%	36.3%	12.9%	3.8%	8.8%
Likelihood of conviction	30.0%	31.7%	19.8%	7.4%	11.1%

"Not sure" responses omitted. Number of responses to these items range from 1,387 to 1,429.

These perceptions do vary across some demographic groups in the State. For instance, perceptions of crash likelihood when driving after drinking too much are highest among those with lower levels of education and income, and women. The likelihood of being stopped by police is judged to be highest by non-whites and those with lower levels of education and income, and to a lesser extent, women. If stopped by police the likelihood of being arrested is perceived to be higher by individuals with no more than 12 years of education, and to a lesser extent, men. If arrested, the likelihood of being convicted of a DWI offense is judged to be highest among those under 24 years of age, those with less education and income, and men. Furthermore, the perception that conviction is "almost certain" is higher among African American (39.8%) and other non-whites (37.2%), than it is for whites (28.6%).

Respondents were asked about the likely punishment that would be handed out for a first impaired driving offense. The most common punishments offered are: receiving a fine/ticket (39.2%), going to jail (36.7%), and having a driver's license suspended (31.8%).

LIKELY PUNISHMENTS FOR A FIRST DWI OFFENSE		
Fine/ticket		39.2%
Jail		36.7%
License suspended		31.8%
Probation		14.0%
DWI class		12.4%
Community service		9.3%
License restricted		8.2%
Reprimand/warning		7.9%
Higher insurance		6.7%
Points		4.7%
Nothing		4.0%
Vehicle impounded		2.8%
Treatment program		2.5%
Ignition interlock installed		0.5%
Other		4.9%
Don't know		11.0%

N = 1,500. Percents do not add to 100.0%; multiple responses possible

Two questions covered sobriety checkpoints in Tennessee. First, respondents were asked: "In the past twelve months, while you were either driving or riding in a car, have you seen a sobriety checkpoint where drivers are stopped briefly by police to check for alcohol-impaired driving?" A total of 393 respondents (or 26.2%) answered "yes." When asked about the frequency with which these checkpoints should be used, 74.6% responded "more frequently," while 21.7% stated "about the same," and only 3.8% answered "less frequently."

Several survey items address awareness of Tennessee drinking-and-driving laws. First, respondents were asked if they had "ever heard of blood alcohol concentration or BAC levels." The 1,231 respondents (or 82.1% of the entire sample) that responded "yes," were then asked what the specific BAC limit in Tennessee at which a person would be considered legally intoxicated. Of these respondents, 44.5% correctly offered BAC 0.08 as the legal limit in Tennessee. The majority of respondents think that "all" or "most" drivers would be dangerous at the legal limit.

Legal BAC Limit in Tennessee	
0.02	12.1%
0.05	8.0%
0.08	44.5%
0.10	11.9%
0.15	2.1%
Not sure	21.4%

N = 1,231

Percent of Drivers Dangerous with a BAC at the Legal Limit	
All	45.0%
Most	26.9%
Some	17.2%
Few	5.8%
None	1.3%
Not sure	3.7%

N = 1,231

Respondents were also asked if the legal BAC limit for drivers under 21 is the same as it is for drivers 21 years of age or older. Of the 1,231 respondents asked this question, 53.2% correctly responded "yes." In Tennessee, the legal limit for drivers under the age of 21 is BAC 0.02.

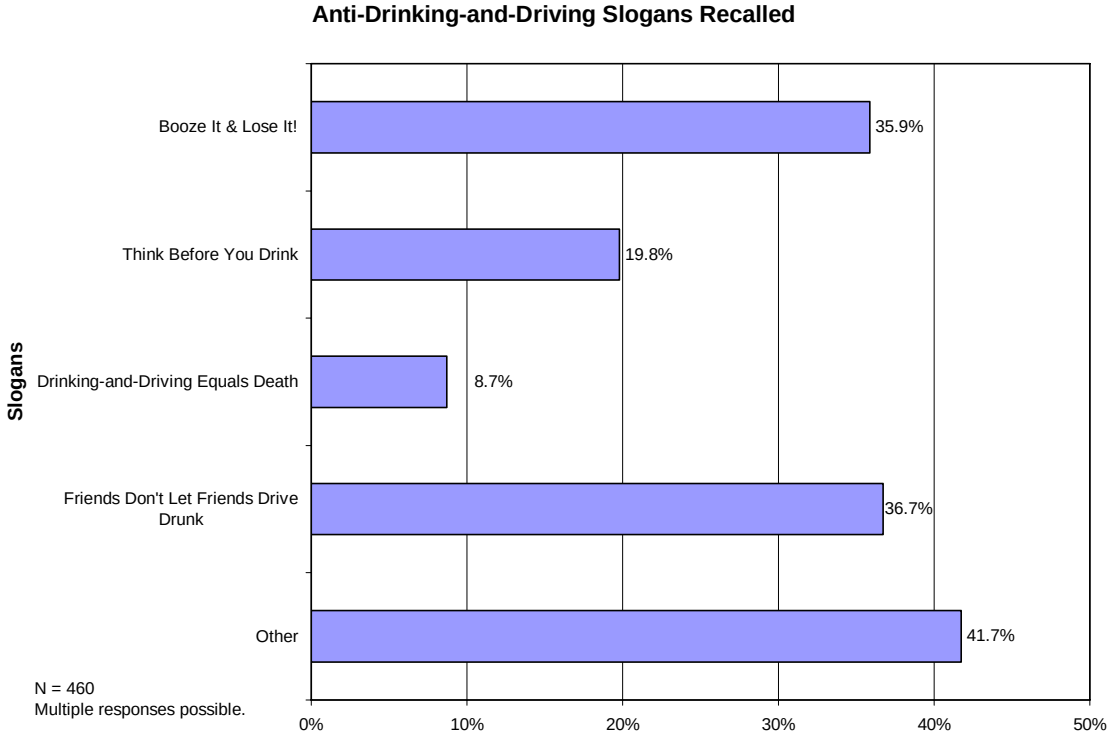
Two additional questions addressed an open container law in Tennessee. First, respondents were asked if Tennessee had a law prohibiting the possession of an open container of alcohol in a moving motor vehicle. Of all 1,500 respondents, 79.1% correctly responded "yes." Second, those aware that an open container law exists were asked who the law covers. Only 12.4% are aware that in Tennessee only the driver is prohibited from possessing an open container of alcohol. Eighty-three percent of respondents to this item are mistakenly under the impression that drivers and passengers are both restricted.

BOOZE IT & LOSE IT! CAMPAIGN

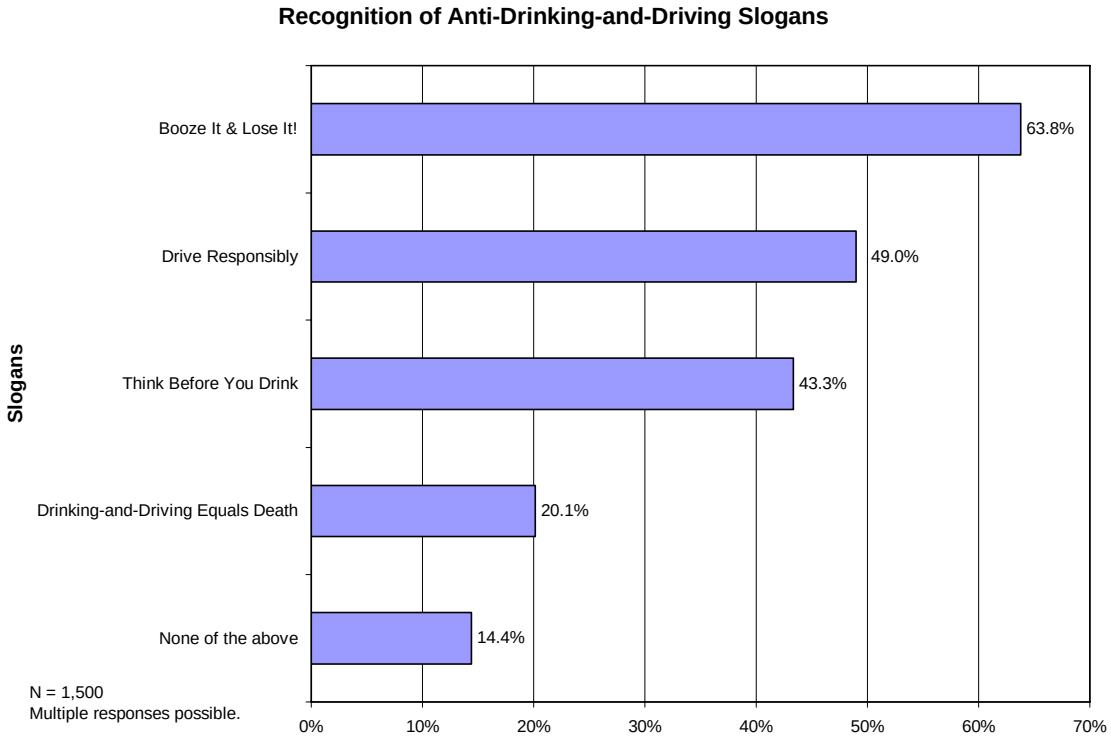
A series of survey items addressed exposure to the *Booze It & Lose It!* media campaign that encourages individuals to refrain from driving a motor vehicle after drinking alcohol. Respondents were asked: "In the past 60 days, have you read, seen or heard any messages discouraging people from driving after drinking alcohol?" Seventy-two percent responded "yes," while 26.3% indicated "no" and the remaining 1.3% were "not sure." There are differences among subgroups of the population in recalled exposure to these messages. Individuals least likely to recall hearing or seeing an anti-drinking and driving message are those who are 65+ years of age, non-whites, women, have less than a high school education, have incomes below $30,000, and reside in West Tennessee.

Respondents most commonly recalled a message broadcast television (81.1%), with exposure via radio, road signs, and newspapers or magazines being less frequent (26.5%, 21.7%, and 16.3%, respectively). Furthermore, these messages were most commonly in the form of a commercial (88.5%).

When asked if they could recall any slogans used in these messages, 460 respondents (or 42.4%) indicated "yes." These respondents were then asked: "What were those slogans?" The two most commonly recalled slogans are *Friends Don't Let Friends Drive Drunk* and *Booze It & Lose It!*, the latter of which is used in media campaigns throughout Tennessee. The only statistically significant difference in recall of this slogan is that men are more likely to offer *Booze It & Lose It!* than are women (45.4% and 26.6%, respectively).



All respondents were then read a list of four anti-drinking-and-driving slogans and were asked: "Which of the following slogans do you recall hearing or seeing in the past 60 days?" The most commonly recognized slogan was *Booze It & Lose It!* which was recognized by 63.8% of respondents.

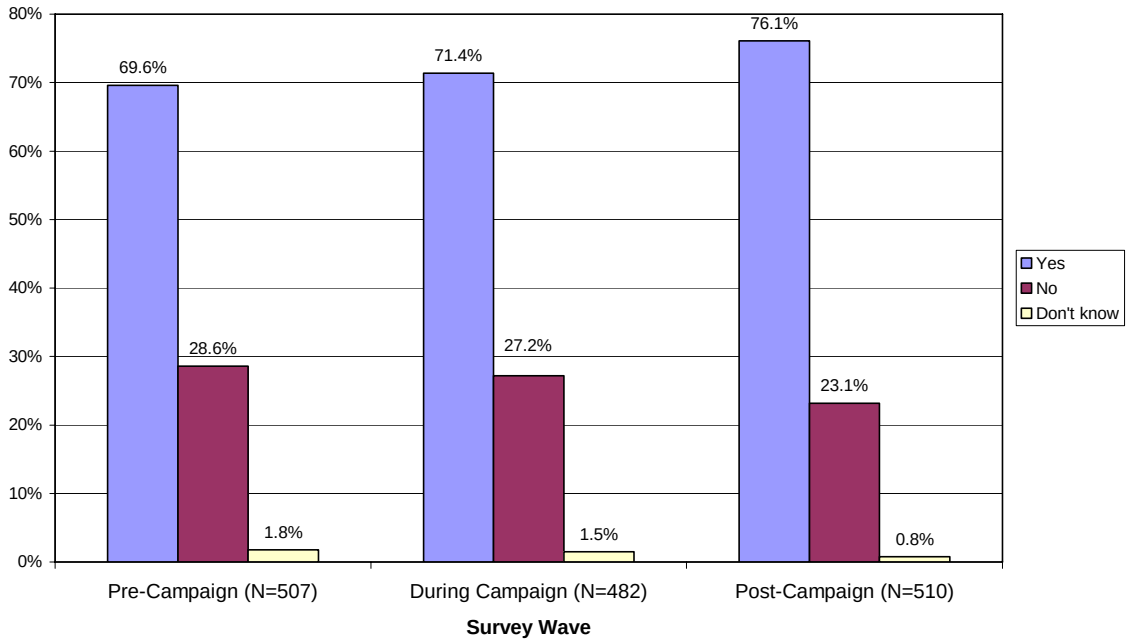


Recognition of the *Booze It & Lose It!* slogan was highest among younger respondents, whites, those with higher levels of education, and men. More importantly, exposure to the media campaign is correlated with the likelihood that a respondent recognized this slogan. Among those that recalled seeing or hearing an anti-drinking-and-driving message in the past 60 days, 70.9% recall seeing or hearing *Booze It & Lose It!*, as compared to 44.4% of those that did not recall seeing or hearing such a message, and 65.0% of those that weren't sure about being exposed to such a message.

To further examine the effectiveness of the media campaign, interviews were conducted in three waves corresponding to the implementation of the campaign. Of the 1,500 completed interviews, 33.8% were took place before the start of the *Booze It & Lose It!* campaign (August 1-11), 32.2% were conducted during the campaign (August 12-25), and 34.0% were administered after completion of the campaign (August 26-September 8).

While recalled exposure to an anti-drinking-and-driving message increased slightly with each successive wave of the survey, this increase is not statistically significant. While 69.5% of respondents interviewed prior to the *Booze It & Lose It!* media campaign recalled seeing or hearing an anti-drinking-and-driving message in the previous 60 days, this figure increased slightly to 71.4% during the campaign and 76.1% after the campaign. Among those that recall seeing or hearing such a message, perceptions of message frequency similarly increased by a small and statistically insignificant amount during the campaign. Prior to the start of the *Booze It & Lose It!* campaign, 16.9% indicated that the number of these messages had increased in the past 60 days, which rose slightly to 17.4% and 19.4% of the campaign and post-campaign waves, respectively.

Saw or Heard Anti-Drinking-and-Driving Message in Past 60 Days by *Booze It & Lose It!* Wave



In contrast, when respondents were asked if they could recall a slogan used in these anti-drinking-and-driving messages, those interviewed during and after the campaign were much more likely to respond "yes." Among those that recall seeing or hearing an anti-drinking-and-driving message, recall of *Booze It & Lose It!* increased slightly during and after the media campaign, although this increase is not statistically significant. The influence of the campaign on the recognition of *Booze It & Lose It!* is not straightforward. Even before the campaign was launched, 63.9% of respondents indicated that they recognized the *Booze It & Lose It!* slogan, which suggests that most of Tennesseans were aware of this slogan even before the campaign began. This recognition unexplainably dropped slightly to 58.2% during the campaign, but then increased to 69.0% in the post-campaign wave. This latter increase in *Booze It & Lose It!* recognition is statistically significant.

	Pre-Campaign	During Campaign	Post-Campaign
Can recall a slogan used in an anti-drinking-and-driving message (Total wave sample size)	33.4% (353)	43.0% (344)	50.0% (388)
Recalls *Booze It & Lose It!* campaign slogan (N.S.) (Total wave sample size)	31.4% (118)	37.8% (148)	37.1% (194)
Recognizes *Booze It & Lose It!* campaign slogan (stat. sig.) (Total wave sample size)	63.9% (507)	58.2% (483)	69.0% (510)

DEMOGRAPHICS

The demographic characteristics of the respondents for this survey are generally closely aligned with the general population. Therefore, concerns about non-response bias can be minimized. The most notable difference being that non-whites are slightly underrepresented in the sample, which is consistent with similar studies that have employed random digit dialing telephone surveys.

	Total Sample (N = 1,500)	Seen or Heard Anti-Drinking-and-Driving Message (N = 1,085)
GENDER		
Male	44.1%	46.5%
Female	55.9%	53.5%
AGE		
16 – 25	10.7%	11.1%
26 – 35	12.5%	13.7%
36 – 45	18.1%	18.2%
46 – 55	20.1%	20.6%
56 – 65	19.1%	20.1%
65+	19.7%	16.3%
RACE/ETHNICITY		
White	87.9%	89.0%
Black	9.2%	8.2%
Asian	0.5%	0.4%
Native American	0.7%	0.6%
Hispanic	0.5%	0.6%
Other	1.2%	1.3%
EDUCATION		
Less than High School	11.1%	9.3%
High School	36.4%	36.5%
Some College	21.6%	22.7%
Bachelor's Degree	20.3%	21.0%
Graduate Degree	10.6%	10.5%

	Total Sample (N = 1,500)	Seen or Heard Anti-Drinking-and-Driving Message (N = 1,085)
INCOME		
< $5,000	3.1%	2.1%
$5,000 - $15,000	9.1%	8.3%
$15,001 - $30,000	16.6%	16.6%
$30,001 - $50,000	23.8%	24.6%
$50,001 - $75,000	19.3%	19.9%
$75,001 - $100,000	10.6%	11.7%
$100,000 +	10.5%	10.9%
Not sure	7.1%	5.9%
REGION		
East	39.9%	40.8%
Middle	34.4%	34.6%
West	25.7%	24.6%
SIZE OF COMMUNITY		
Large City	25.6%	24.2%
Small City	23.5%	23.9%
Town	12.5%	13.0%
Small Town	15.5%	15.6%
Rural – Nonfarm	13.5%	14.3%
Rural - Farm	8.4%	8.8%

DRINKING-AND-DRIVING PERCEPTIONS SURVEY

JANUARY 2005

Presented to:
The Governor's Highway Safety Office
Tennessee Department of Transportation

Submitted by:
The Center for Transportation Research
The University of Tennessee

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EXECUTIVE SUMMARY

Under the sponsorship of the Tennessee Governor's Highway Safety Office (GHSO), the Center Transportation Research (CTR), at the University of Tennessee, conducted a survey of public attitudes and perceptions about drinking-and-driving in Tennessee in early 2005. This was the third attitudinal survey conducted by the Center for GHSO. The first was conducted October-December, 2003, and second was administered January-March 2004. The purpose of this research is to provide an understanding about how the citizens in Tennessee perceive impaired driving as a public problem, the effectiveness of current laws and potential strategies, and to evaluate the effectiveness of a media campaign to discourage drinking-and-driving. A secondary purpose is to examine the effectiveness of a media campaign that encourages safety belt use. The benefits from this study are that it provides: a baseline against which future attitudinal surveys can be compared, information for developing more effective intervention strategies, and an opportunity for state citizens to have input into the policy making process.

A total of 719 telephone interviews were completed for this study. The interviews were conducted from December 12, 2004 to February 8, 2005. The margin of error for a sample of this size is ±3.7% at the 95% confidence level. The cooperation rate for this study is 35.2%.

Response patterns for most questions that appear in all three surveys are very similar. This finding suggests that attitudes and perceptions held by Tennessee about impaired driving are rather stable over a short period of time. Additionally, it suggests that the samples drawn for all three surveys present a representative depiction of these attitudes throughout the State. General findings from the survey are provided below.

<u>Perceptions of Impaired Driving as a Public Problem</u>:

- A vast majority (89%) of respondents indicate it is "very important" that tax dollars be spent to reduce drunk driving.
- Impaired driving is regarded as the most serious traffic safety problem as perceived by Tennesseans. Eighty-two percent of respondents indicate that drunk drivers are "very much a problem" or "a severe problem" traffic safety problem. After drunk driving, respondents rated distracted drivers (58%), drivers speeding (54%), and aggressive drivers as other traffic safety concerns (53%).
- Just over one half of respondents (56%) agree that most drinking-drivers are problem drinkers. Tennesseans are just as equally divided over the character of drinking-drivers as 44% agree, "good people don't drink-and-drive."
- Tennesseans are in greater agreement that "people should not be allowed to drive if they have been drinking any alcohol at all" (77%) and that drinking-drivers don't care about the risk their behavior poses to others (82%).
- Perceptions about the risk that drinking-and-driving poses to the drinking driver vary substantially. Only 10% of respondents think that it is "almost certain" to be involved in a crash while driving after you have had too much alcohol to drink

and an additional 27% think a crash is "very likely." In contrast, 33% of respondents think that a crash is "very unlikely" to happen, a value that has increased with each successive GHSO survey.

- The only statistically significant difference in perceptions of crash likelihood is that women (41%) are more likely than men (34%) to perceive a crash to be "almost certain" or "very likely."

Perceptions of Current Laws and Enforcement:

- Tennesseans are positive about efforts to enforce state drinking-and-driving laws. Thirty-five percent of respondents perceive laws to be "very strictly" enforced and an additional 46% think they are "somewhat strictly" enforced. Only 6% responded that drinking-and-driving laws are enforced by police "rarely" or "not at all."
- With each successive GHSO survey, the percent of respondents that think laws are "very strictly" enforced has increased slightly from 29% (October 2003) to 35% (January 2005). At the same time, the percent of respondents that think these laws are "somewhat strictly" enforced has dropped slightly from 50% (October 2004) to 46% (January 2005).
- Perceptions about the enforcement do not differ significantly across demographic subgroups. The only statistically significant difference is that men (39%) are more likely than women (32%) to think these laws are "very" or "somewhat strictly" enforced.
- While only 14% of respondents perceive drinking-and-driving laws and penalties in Tennessee as "very effective" an additional 47% think they are "somewhat effective." However, a sizeable proportion of respondents have some reservation about their effectiveness ("somewhat ineffective," 23%; "very ineffective," 15%).
- Perceptions of effectiveness are largely a function of attitudes about enforcement. The more strictly respondents think that police in their area enforce these laws, the more likely respondents are to perceive these laws to be "very" or "somewhat effective" at reducing drinking-and-driving.

Perceptions of Punishment Costs:

- Respondents vary in their perceptions of the likelihood that police will stop a drinking-driver. Only 9% of respondents think that it is "almost certain" and an additional 19% think a police stop is "very likely." However, about the same percent think such a stop is relatively unlikely to occur ("somewhat unlikely," 19%; "very unlikely," 12%). Respondents with high socio-economic status (i.e., higher education, higher income) are less likely to think that a police stop is likely to occur when driving after drinking too much alcohol. Additionally, women (32%) are more likely than men (24%) to think a police stop is "almost certain" or "very likely."
- However, if stopped by police respondents generally agree that a driver that has consumed too much alcohol will be arrested. Eight of every 10 respondents think it is "almost certain" or "very likely" that an arrest will result. These perceptions do not differ across demographic subgroups of the sample.

- If arrested for a DWI offense, respondents perceive that it is likely an impaired driver will be convicted. Just over a third (34%) think that conviction is "almost certain" and an additional 29% think it to be "very likely." Only 12% of respondents think conviction to be "somewhat unlikely" or "very unlikely." Respondents under 25 years of age are the most likely to think a conviction is "almost certain." African Americans and those with higher levels of education are also more likely than others to think a conviction is "almost certain" to result.
- Among the most frequently cited reasons for why a conviction would not occur are: status/connections, a good lawyer, a technicality, and being a first-time offender.
- The punishments that respondents think are the most likely for a first DWI offense are a fine, license suspension, and jail time, sanctions frequently mentioned in anti-driving-and-driving media campaigns.
- When asked about the severity of punishment for a first DWI offense, the typical responses are a fine of $350 and a 3-day jail term.

Open Container Law and Sobriety Checkpoints:

- Twenty-two percent of respondents indicate that they saw a sobriety checkpoint in the previous year. The most notable differences in exposure to checkpoints: the younger a respondent, the more likely they are to see a checkpoint; men are more likely to have seen one than are women.
- Seventy percent of respondents think sobriety checkpoints should be used "more frequently."

Attitudes about Intervention Strategies:

- Respondents are most likely to judge deterrent-based policy tools as most effective in combating impaired driving. Over 50% of respondents judged the following law-and-order type tools "very effective": prohibiting open containers of alcohol in motor vehicles; stiffer penalties; and increasing law enforcement efforts to arrest drunk drivers. However, providing an alternative way to get home was judged the most effective strategy along with increased server liability.

Anti-Drinking-and-Driving Messages:

- More than half of respondents (66%) recall in the past 60 days to have read, seen, or heard a message discouraging people from driving after drinking alcohol.
- More than eight out of every 10 respondents that recall such a message saw or heard it on television. Eighty-two percent recalled the message from a commercial or advertisement.
- Respondents with less than a high school education were less likely than those with more education to report exposure to a message. Men are more likely to recall seeing or hearing a message than are women.
- The vast majority of these messages (84%) were in the form of a commercial or advertisement, while only 11% were news stories.
- Respondents had less difficulty recalling the *Booze It & Lose It!* slogan that is commonly used in messages aired in Tennessee, than did those in January 2004.

- Of those 463 respondents that recalled seeing or hearing an anti-drinking-and-driving message 199 said they recalled a slogan used in the message. Of these 199 respondents, 45% recalled *Booze It & Lose It!* and 45% offered *Friends Don't Let Friends Drive Drunk*.
- Of the respondents that indicated they could recall a slogan, 72% (or 143) recognized the slogan *Booze It & Lose It!* when it was read to them.

- Individuals that recall the *Booze It & Lose It!* slogan are more likely than others to think that jail time, license suspension, and a fine/ticket are likely penalties for a first DWI offense. This also is the case for respondents that recognize the *Booze It & Lose It!* slogan when it is presented to them.

Seat Belt Use and Tennessee Law:

- Eighty percent indicate that they "always" buckle up when driving and 80% do so when riding as a passenger, a figure that is higher than the observed use rate of 72% in Tennessee for 2004 reported by NHTSA.
- The vast majority of respondents (81%) are aware that Tennessee law authorizes primary enforcement.
- The majority of Tennesseans (65%) support primary enforcement.

Seat Belt Use Messages:

- Sixty-one percent of respondents recall hearing or seeing a message over the past 60 days that encouraged the use of safety belts.
- Exposure to these messages occurred most commonly via television (78%) and in the form of a commercial (80%).
- Of the respondents that recalled hearing or seeing a message encouraging belt use, 59% (or 256) indicated that they recalled a slogan used in these messages. Seventy percent (or 179) of these respondents offered *Click It or Ticket* with no prompting from the interviewer
- Of the 538 respondents that were read a list of slogans, 86% recognized *Click It or Ticket*.
- However, neither recalling nor recognizing the *Click It or Ticket* slogan are correlated with self-reported belt use, awareness that State law provides for primary enforcement, nor support for primary enforcement in Tennessee. This is likely because self-reported belt use and awareness of primary enforcement are both high.

Cell Phones:

- Only 8% of respondents admit to "frequently" talking on a cell phone when driving and an additional 23% admit to doing so "occasionally." The younger an individual is, the more likely they are to "frequently" or "occasionally" talk on a cell phone while driving. Cell phone use also increases with socio-economic status (i.e., education, income).

INTRODUCTION

This report presents the results of a statewide telephone survey of traffic safety issues. The primary focus of this study is on attitudes and perceptions about drinking-and-driving held by Tennesseans. Additionally, this study examines the utility of media campaigns designed to discourage impaired driving and to encourage safety belt use. It is the third in a series of statewide surveys sponsored by the Tennessee Governor's Highway Safety Office (GHSO). Together with previous versions, the results presented here provide a baseline of attitudes and perceptions held by Tennesseans on impaired driving and other traffic safety issues.

Background

Impaired driving poses a needless threat to public safety on Tennessee roads. Alcohol was involved in 519 motor vehicle fatalities, or 40% of the 1,208 deaths on Tennessee roads and highways in 2004. Of these alcohol-related fatalities, 454 (or 87%) involved someone with a blood alcohol concentration (BAC) at or above the 0.08 level (g/dl or grams of alcohol per deciliter of blood), the current legal limit of impairment in the state (National Highway Traffic Safety Administration [NHTSA] 2005). These fatalities impose a toll not just in terms of lives lost and injuries sustained, but also impose an economic burden on state residents (NHTSA 2002).[1]

The State of Tennessee, in part through the efforts of the Tennessee Governor's Highway Safety Office (GHSO), has demonstrated a strong commitment to address the public safety concerns posed by impaired drivers. Through public education programs, increased enforcement, and other efforts, GHSO has sought to raise awareness of the dangers and the legal repercussions of impaired driving.

Substantial safety gains have been experienced in Tennessee and the United States as a whole. Figure 1 reports annual rates for all motor vehicle fatalities and those that are alcohol-related.[2] Over the period 1982-2003, the annual fatality rate has declined in Tennessee by 43%, from 3.03 fatalities per 100 million VMT (vehicle miles traveled) to 1.73. This is comparable to the 46% decline in the national annual fatality rate for this same period. However, Tennessee continues to lag behind the nation as a whole as the national fatality rate was 1.48 in 2003.

In terms of alcohol-related fatalities, the State has experienced a 67% decline in the annual alcohol-related fatality rate, which exceeds the 64% decline in the national rate over this same period. In 1982, Tennessee recorded 1.92 alcohol-related fatalities for every 100 million VMT, which dropped to 0.64 in 2003. The State figure is slightly higher than the 0.59 alcohol-related fatalities reported nationally in 2003. Figure 2 indicates that as a percentage of motor vehicle fatalities, alcohol-related deaths have

[1] The cost of an alcohol-related fatality can be broken down into two components: $1 million in monetary costs and $2.2 million in quality of life losses (NHTSA 2002a).

[2] NHTSA defines an alcohol-related fatality as one that involves an individual with a positive BAC (i.e., at or above 0.01).

declined from 63.3% in 1982 to 40.3% in 2004, which is comparable to the national trend over this period.

Seat belt use is another prominent traffic safety issue in Tennessee. Figure 3 reports annual safety belt use rates since 1996. This figure indicates that the annual use rate for the State has steadily risen to 72% in 2004. However, safety belt use in Tennessee continues to lag behind the national rate of 80% (Glassbrenner 2005). It is expected that safety belt use in Tennessee will receive a boost as a result of upgrading the State's mandatory use law to provide for primary enforcement, which became effective as of July 1, 2004. Law enforcement officers now have the authority to issue a citation solely for not wearing a safety belt. Prior to this modification of State law, a citation for violating the mandatory use law could be issued only if a motorist had been stopped for another traffic violation (i.e., secondary enforcement). States typically experience a 10% increase in restraint use following the move from secondary to primary enforcement (Houston and Richardson 2005). Because wearing a seat belt is one of the most effective ways of reducing the severity of injuries sustained in a crash, GHSO sponsors campaigns and programs to encourage the use of safety belts while traveling in a motor vehicle.

To better understand the attitudes and perceptions that state residents possess about these traffic safety issues, the GHSO has sponsored a series of statewide telephone surveys. The primary focus of these surveys is on impaired driving, with a secondary focus on safety belt use. Two questions provide the justification for an attitudinal survey. What are the attitudes and perceptions the public holds about drinking-and-driving and how might these be modified through the use of public education campaigns? These attitudes and perceptions are the key link between public programs and changes in behavior. Anti-drunk driving programs are designed to modify behavior by influencing related attitudes and perceptions. For instance, public education campaigns arm individuals with knowledge about the health consequences of drinking-and-driving. Messages highlight the danger the drinking-and-driving poses to oneself and to others. In this way, public programs attempt to change public attitudes in such a way that impaired driving becomes unacceptable.

Additionally, public programs are designed to increase perceptions of the likelihood and severity of punishment for impaired driving, thereby deterring the drunk driver. Public service announcements warn that impaired drivers will face severe sanctions in the form of jail time, loss of license, and fines. Coupled with heightened enforcement these campaigns increase perceptions that an impaired driver will be stopped and arrested by police. Thus, the immediate goal of many anti-drunk driving programs is not to catch more impaired drivers, but to discourage an individual from even getting behind the steering wheel of an automobile after consuming too much alcohol.

The other question at the base of this research project is: How effective are public programs designed to reduce impaired driving and increase restraint use in Tennessee? Typically the effectiveness of these governmental programs has been evaluated by studying changes in behavioral indicators such as alcohol-related crashes and fatalities (e.g., Elder et al. 2004). Often overlooked is the effect interventions have on public

attitudes and perceptions. Yet it is these perceptions that are the key to modifying behavior. To better understand the nature of impaired driving as a public problem and the impact of government interventions, it is necessary to examine public attitudes and perceptions related to drinking-and-driving more thoroughly. Existing evaluation approaches may not be sensitive to more subtle yet significant changes in attitudes.

The survey project that is presented in this report is the third in a series of attitudinal surveys sponsored by the Tennessee GHSO and conducted by the Center for Transportation Research at the University of Tennessee, Knoxville. The first survey was administered to 2,018 individuals in Tennessee selected via random digit dialing. Interviews were conducted during fall 2003 in two waves. The first wave was conducted October 21-November 24 prior to the implementation of a Thanksgiving holiday public service campaign designed to discourage drinking-and-driving. A total of 1,488 individuals (or 74% of the sample) participated during the first wave. Immediately following completion of the public service campaign the second wave of the survey was conducted (December 1-12). A total of 492 (or 24.4% of the sample) participated in this second wave. The survey has a ±2.2% margin of error and a cooperation rate of 37.1%

The second statewide telephone survey was administered to 1,536 Tennesseans selected at random via random digit dialing. The interviews were conducted from January 15 to March 24, 2004. The margin of error for a sample of this size is ±2.5% at the 95% confidence level and a cooperation rate of 36.4%.

The survey focused on attitudes and perceptions about: the nature and extent of impaired driving as a public issue in Tennessee, the effectiveness of current drinking-and-driving laws, the effectiveness and appropriateness of alternative strategies for reducing impaired driving, and exposure to and the effectiveness of media campaigns discouraging drinking-and-driving. The following are conclusions drawn from results of these two previous surveys:

- Respondents perceive drunk driving to be an important public problem in terms of where tax dollars in Tennessee should be spent.
- There is a significant amount of disparity in attitudes about the risk posed by drinking-and-driving.
- Respondents perceive current laws and penalties in Tennessee to be generally effective at reducing drinking-and-driving.
- Respondents generally do not perceive it to very likely to be stopped by police if they drove after drinking too much alcohol. However, if stopped by police, most think that they would be arrested for DWI. And if arrested for DWI, respondents generally think that they will be convicted.
- Tennesseans perceive that stricter laws, harsher punishments, and the use of a wider range of intervention strategies would further reduce impaired driving.
- Anti-drunk-driving messages are reaching a large portion of the Tennessee population and media blitzes can result in small yet meaningful increases in this exposure. Individuals who recall hearing an anti-drunk driving

message are slightly more likely to think an arrest and conviction will occur if stopped for driving after drinking too much. They also are more likely to perceive that a fine/ticket, license suspension, and jail time are likely punishments for a first DWI offense. These are the sanctions frequently mentioned in public service announcements.

- Based on the above findings, any one message or public education campaign must be understood as one piece of a general intervention strategy to increase the awareness of the costs of impaired driving. Strung together over time these messages are likely to have a meaningful impact on attitudes and perceptions.
- Most Tennesseans were under the impression that the state mandatory seat belt use law provided for primary enforcement, even before the law was upgraded. They also generally think that police should have the authority to issue a seat belt citation in the absence of other traffic infractions. Slightly more than half of Tennesseans recall hearing or seeing a message encouraging seat belt use, typically in the form of a commercial aired on television. Respondents recognize the *Click It or Ticket* slogan that has been used in media campaigns sponsored by the Tennessee GHSO. Exposure to a message encouraging safety belt use, and recognition or recall of the slogan, are unrelated to self-reported safety belt use. The vast majority of respondents indicate that they "always" buckle up.

Furthermore, comparison of the results for the October 2003 and January 2004 surveys indicate that attitudes held by Tennesseans about impaired driving are stable, at least over the short period of time between the two surveys.

Project Objectives and Benefits

The specific objectives and benefits of this survey project are provided below.

Objectives:

1. To extend the baseline of public opinion attitudes in Tennessee related to the issue of impaired driving.
2. To determine the stability of public attitudes and perceptions related to the issue of impaired driving.
3. To identify the nature and extent to which individuals are exposed to anti-drinking-and-driving media campaigns.
4. To explain the relationship between media campaigns and impaired driving attitudes and perceptions.
5. To identify the nature and extent to which individuals are exposed to media campaigns encouraging the use of safety belts.
6. To explain the relationship between media campaigns about safety belt use and self-reported behavior and attitudes.

Benefits:

1. Establishes a baseline that permits more confident inferences about the impacts of public programs.
2. Provides an alternative approach for assessing the impact of government interventions. May assist in identifying changes in public attitudes and perceptions that are not readily apparent in objective measures of behavioral changes (e.g., alcohol-related crashes and fatalities, DWI citations).
3. Provides information for developing and delivering media campaigns encouraging safe driving behavior.
4. Is a flexible evaluation instrument that can be modified by adding questions pertaining to specific programs as they are implemented.
5. Provides a vehicle for directly involving the public in policy formation.
6. Provides additional information to be used in developing government intervention strategies.

METHODS

To assess attitudes and perceptions about impaired driving, a telephone survey was administered to a statewide sample of Tennesseans. The advantages of this approach to studying attitudes are: it permits the inclusion of a large number of individual in the study, it permits inclusion of a diverse cross-section of respondents from throughout the State, data collection is relatively quick, and it is less expensive to administer than some other survey approaches. The research methods employed to develop, administer, and analyze the data for this study are discussed below.

Survey Construction

As the third in a series of surveys on attitudes and perceptions held by Tennesseans that have been sponsored by the Tennessee Governor's Highway Safety Office (GHSO), the survey employed in the present study is based on the questionnaires used in the two previous studies. A core set of questions measuring attitudes and perceptions towards impaired driving and related interventions are included in each of these three surveys. Beyond these core items, modifications to the survey instrument are based on results from previous surveys that either indicate the need to further examine certain attitudes or opinions, or that identify questions providing little useful information. Priorities communicated to the research team by GHSO staff serve as an additional source of direction for questionnaire modifications.

The following items were added to the most recent version of the survey:

- Items that address perceptions of traffic safety issues as public problems (Q28a-f).
- Items probing respondents' framing of impaired driving as a public problem (Q7c, Q7d).

- An open-ended question probing reasons why a respondent perceives that an arrest for impaired driving may not result in a conviction (Q11b).
- Open-ended questions probing the size of monetary fines and length of jail terms respondents associate with a first impaired driving conviction (Q11a, Q12a).

The following items were removed from the most recent version of the survey:

- Support for a State law prohibiting the use of cell phones while driving a motor vehicle (Q14z1).
- Questions about the Tennessee open container law (Q13, Q14).
- Appropriateness of penalties for a first impaired driving offense (Q18a-d).

After making these modifications, the revised survey instrument was transmitted to officials at the Tennessee GHSO for feedback. The final version of the survey is presented in Appendix A.

Survey Sampling

Random digit dialing (RDD) was used to select a statewide sample of approximately 700 households for inclusion in the study. It was decided that a smaller sample would be employed in this survey than in the previous two surveys, to make it possible to implement several additional survey projects and still stay within budget constraints for the year. The sample "pulled" for this survey contained a list of telephone numbers generated at random for valid Tennessee area codes. During the course of the survey, disconnected telephone numbers and those belonging to businesses were removed from the sample and replaced with other randomly generated numbers.

The RDD sampling approach theoretically gives each household in the state an equal chance of being selected for inclusion in the study, regardless of whether or not it has a telephone number that is listed in a published directory. It is the most cost-effective approach for developing a representative sample of a large population such as Tennessee.

However, one of the biases that characterize telephone surveys is that women are more likely to be at home and to answer a telephone than are men, especially young men. For this reason, when an interviewer made contact with a household, the following item was used as a screening question at the beginning of the interview: "May I speak to the youngest male over 16?" If one was not available, the interviewer was instructed to go ahead with the survey and complete it with the person who answered the phone, as long as that person is over 16 years of age.

To guard against other difficulties in obtaining a representative sample of Tennessee residents, the demographic characteristics of the sample were monitored and compared to the statewide profile. Additionally, the characteristics of the sample of other statewide surveys administered by the Social Science Research Institute (SSRI) were compared to the present sample to ensure that the RDD process produced a sample of Tennessee residents that is comparable to that obtained in other studies.

Survey Implementation

The Social Science Research Institute (SSRI) at the University of Tennessee, Knoxville, was contracted to administer the telephone survey using a computer-assisted telephone interview (CATI) system. A CATI system helps to ensure that the data obtained is of high quality. It does so in the following ways: guides the interviewer through the questionnaire, checks for data entries that are not within the valid range of question responses, inputs interview data directly into a database, keeps track of the disposition of a number that is called, and permits monitoring of characteristics of the sample of completed calls throughout the data collection phase.

Telephone numbers that were disconnected or belonging to businesses were eliminated from the sample and replaced by another randomly generated number. To reduce the number of uncompleted calls, at least five attempts were made to complete an interview with each valid telephone number selected for the RDD sample. Additionally, telephone numbers of households where contact was made but the household member declined to participate in the survey (i.e., a refusal) were added back to the sample and called a second time. Reducing the number of uncompleted calls minimizes the risk that non-participants are different from participants. This helps to ensure the overall representativeness of the sample and increases the confidence that the results of the survey properly measure attitudes of Tennessee citizens statewide.

Data Analysis

Prior to conducting any analysis of the survey responses, the sample was examined to determine how representative it is of the state population. A comparison of the final sample and the state population distribution by county indicates that the sample is adequately representative of the state on this geographic criterion.

A more thorough analysis of the sample was undertaken to determine how representative the final sample is based on key demographic attributes. For this purpose, the demographic attributes of the final sample were compared to estimates that were generated from data made available by the U.S. Census Bureau. While the Census Bureau generates demographic profiles of each state, population estimates were instead generated from the 2002 Public Use Microdata (PUMS) data file for the State of Tennessee.

Using state population estimates generated from PUMS data has advantages over using the general state population profiles published by the Census Bureau. First, PUMS makes it possible to generate estimates of the demographic profile for the portion of the state that is targeted by the study. The sample population for this present study is Tennesseans 16 years of age and over. Second, PUMS permits recoding key demographic variables so that the categories of the demographic variables for the population estimates are consistent with those used in the survey. The only exception is the variable "educational attainment" for which the categories in the general Census

Bureau profiles are more similar to the categories used in the survey than those contained in the PUMS data file.

While the sample is representative of the State on several demographic attributes it is less representative with respect to race and education. To ensure that the results of the survey are a proper reflection of the entire population of the state, the sample was weighted by race and age (see Appendix B for the combined weight values that were used to perform the sample weighting). Because the sample least represents the State population in terms of race, age, and education, these are obvious variables to use in the weighting process. However, Census Bureau estimates of educational attainment are provided only for individuals 25 years of age and older. Weighting the sample on the basis of education would omit respondents 16-24 years of age from the weighted analysis. Because young adults tend to be over represented in alcohol related fatalities, it is important to include this cohort in the analysis (NHTSA 2001). Therefore, responses to the survey items were weighted by race and age. Weighting the sample on the basis of these two variables produced results that do not differ substantially from analysis conducted with the unweighted sample. To facilitate the presentation and interpretation of the analysis, the results using the unweighted sample are presented in this report.

To present descriptive information about the sample, survey responses largely are reported in graph form. For questions that appear in previous GHSO surveys, response distributions for all samples are provided side-by-side.

Beyond describing response distributions for each survey item, the demographic correlates of responses are examined using both bivariate and multivariate statistical techniques. The bivariate analysis identifies the statistical relationship between two variables using crosstabs and chi-square test statistics. Following conventional statistical practice, the value of a test statistic that would occur by chance no more than 10 times out of 100 trials, if there is truly no difference between the groups compared, is labeled as a statistically significant difference (i.e., probability less than or equal to 0.10 or the 90% confidence interval). Thus, a relationship between two variables that is identified as "statistically significant" suggests that the observed difference in response patterns among groups being compared is meaningful and likely not the result of sampling variation.

When conducting the bivariate analysis, questions with three or more response options are frequently collapsed into two categories. This was done for several reasons. First, responses to some questions are heavily skewed, meaning that only a few respondents choose a response category (or categories) at the extremes of a response scale. In these cases it is generally not worthwhile to consider differences by comparing sub-groups on each and every response option. Second, a small number of responses in one or a few categories can reduce the stability of administered tests of statistical significance. This is the case with the chi-square statistic that is used in the bivariate analysis. Third, analyzing a large number of response categories can mask the trends underlying the data. Collapsing several response categories into two groups may facilitate identifying these trends. For instance, it may not be important to distinguish respondents who strongly

agree or somewhat agree with a statement. Instead, it may be more meaningful to distinguish between individuals that agree (either "strongly" or "somewhat") versus those that disagree (either "strongly" or "somewhat").

Several heuristics were employed to determine how multiple response categories were collapsed. First, categories were combined to reduce the presence of skewed response distributions. Second, categories were collapsed together to highlight trends or differences among sub-groups of respondents. Third, where possible, categories were grouped into meaningful clusters.

Beyond the bivariate analysis, multivariate statistical analysis is conducted to provide a more complete understanding of the likely correlates of observed responses. When more than one attribute may be related to an attitude or perception, and when several demographic attributes are correlated with the attitude or perception, it is necessary to conduct statistical analysis that incorporates all the likely determinants. This makes it possible to identify the key determinants of the observed responses. Because responses to attitudinal questions are either nominal or ordinal in nature, logistic regression analysis is used to conduct this multivariate analysis. To simplify the multivariate analysis and its presentation, in most cases response categories are collapsed from several to two categories. The recoding is done in way to capture the most important distinctions in the attitudes or opinions expressed by survey respondents. In several instances, however, the full range of response options provided more useful information than that obtained from responses collapsed into two categories. In these instances, the results of ordinal logistic regression analysis are reported.

In most cases, the responses "not sure" or "don't know" are not included in the analysis. This is done for two reasons. First, "not sure" or "don't know" is not presented as a response option for all survey questions. Second, for most questions only a few respondents offered one of these responses. Third, "not sure" and "don't know" represent non-opinions that do not reveal much about attitudes and perceptions held by survey respondents.

RESULTS

A total of 719 telephone interviews were completed for this phase. The interviews were conducted from December 12, 2004 to February 8, 2005. The margin of error for a sample of this size is ±3.7% at the 95% confidence level. The cooperation rate for this study is 32.5%.[3]

Sample Characteristics

Survey respondents included in the total sample reside in 85 of the 95 counties in Tennessee (see Appendix C). The following counties are not represented in the sample: Cannon, Clay, Hancock, Lake, Meigs, Moore, Pickett, Sequatchie, Unicoi, and Van Buren. However, these ten counties account for only 1.61% of the Tennessee population. A comparison of the final sample and the state population distribution by county indicates that the sample is adequately representative of the state on this criterion.

Table 1 presents the sample broken down by region and five key demographic attributes: race, age, education, income, and sex.[4] In addition to reporting the number of respondents and the percent of the total sample that falls into each category for each of these demographic variables, the table also reports the percent of the state population that falls into each category as estimated from 2002 PUMS data. Together this information permits an assessment of how representative the sample is of the Tennessee population.

The sample is generally representative of the state population in terms of region, sex, and income. However, it is less so with respect to age, race, and education. For instance, based on the 2002 PUMS data file for Tennessee it is estimated that 14.7% of the state population 16 years of age and above is African American whereas only 9.8% of the sample fell into this racial category. Also, the sample slightly over represents individuals 45-64 years of age and slightly under represents those less than 45 years of age. The sample is least representative of the state population with respect to education, as individuals with 16+ years of education are over represented and those with less than a high school education are under represented. These differences between the sample and population are comparable to those experienced in the previous two GHSO surveys, and are typical of interviews administered by telephone.

To ensure that the results of the survey are a proper reflection of the entire population of the State, the sample was weighted by race and age (see Appendix B for the combined weight values that were used to perform the weighing). However, weighting the sample on the basis of these two variables produced results that do not differ from analysis conducted with the unweighted sample. To facilitate the presentation and interpretation of the analysis, the results using the unweighted sample are presented in this report.

[3] The cooperation rate is defined as: [# of completed interviews/(# of completed interviews + # of refusals)]*100.

[4] See Appendix D for the classification of Tennessee counties by State region.

DRINKING-AND-DRIVING ITEMS

The statistical analysis presented below is organized by topic. Within each topic, the distribution of responses for each question is presented. While the focus of the analysis is the responses to the January 2005 survey, the response distribution for identical questions from the October 2003 and January 2004 surveys are presented for comparison. Doing so provides an indication as to the stability of these attitudes and perceptions.

Perceptions of Impaired Driving as a Public Problem

At the beginning of the questionnaire, individuals were provided with a set of public issues one at a time and were instructed to indicate how important they think each issue is "in terms of where tax dollars should be spent." To avoid a question order effect, the order in which the issues were read was rotated with each subsequent respondent. The five concerns are: reducing violent crime, reducing spousal and child abuse, gun control, educational opportunities for children, and reducing drunk driving.

Responses to this question indicate that the vast majority of Tennesseans surveyed clearly perceive drunk driving as an important issue for government involvement. Of the 716 responses received to this item, 85% (or 612) indicated that reducing drunk driving was a "very important" public issue. Another 13% (or 90 respondents indicated that this issue was "somewhat important." Only 14 individuals consider this issue to be "not very important" or "not at all important." This distribution of responses is virtually identical to that received in the October 2003 and January 2004 GHSO surveys, indicating that these attitudes are fairly stable across time throughout the State.

To get a sense as to the perceived importance of drunk driving as a public problem vis-à-vis other issues, Figure 4 compares the percent of "very important" responses offered in the survey to all five public issues. Reducing drunk driving falls just behind educational opportunities for children, reducing violent crime, and reducing spousal and child abuse. Only a five percentage point difference separates these four issues, indicating that respondents perceive drunk driving to be a public problem on par with education, violent crime, and spousal and child abuse. Additionally, the pattern of responses is virtually identical to that obtained in the previous two GHSO surveys.

A new set of questions was added to this version of the survey to gain perspective on the relative importance that Tennesseans place on drunk driving in comparison with other traffic safety issues. Respondents were asked to indicate how severe six traffic safety problems are on a five-item scale ranging from "not a problem" to "a severe problem." Figure 5 reports the percent of respondents that offered one of the two most severe responses (i.e., "a severe problem" or "very much a problem"). It is clear among traffic safety related issues that drunk driving is regarded as the most severe problem that motorists in Tennessee face. Eight of every ten respondents indicate that drunk drivers are "a severe" or "very much a" problem. Slightly more than half of respondents offered one of these two responses to the following three issues: distracted drivers (58%), drivers speeding (54%), and aggressive drivers (53%).

In contrast, the numbers of large trucks on the road and tired drivers were each regarded as "a severe" or "very much a" problem by only about a third of respondents.

Do perceptions of problem severity for these traffic safety issues differ across demographic groups in the State? Figure 6 breaks down responses by race. Differences between Caucasians and African Americans are statistically significant on only two of these traffic safety issues. African Americans are more likely than Caucasians to perceive drivers speeding and tired drivers to be "severe" or "very much" problems. While differences are not statistically significant for the other items, African Americans are more concerned about nearly all of these issues than Caucasians.

Men and women hold perceptions of problem severity that are statistically different on the following traffic safety issues: distracted drivers, drunk drivers, drives speeding, and tired drivers (see Figure 7). On all items, even those for which the differences are not statistically significant, women are more likely than men to express serious concerns.

Figure 8 indicates that differences in perceptions of the severity of these traffic safety issues are more pronounced based on income. Statistically significant differences exist on all but one issue (i.e., number of large trucks on the road). For each issue, respondents with incomes less than $50,000 are more likely to indicate respond "severe" or "very much a problem" than those with incomes of $50,000 or above.

Tables 2 and 3 report perceptions of problem severity by age and education, respectively. For all issues, age is positively correlated with perceptions of severe problems, meaning that older individuals are more likely to think each issue is a "severe" or "very much a problem." This relationship is statistically significant for only perceptions about aggressive drivers, drunk drivers, and tired drivers. In contrast, education is negatively correlated with perceptions of problem severity. For most traffic safety issues, individuals with less education express greater concern than do those with more education. However, the differences in these perceptions are statistically significant for only issues of drunk drivers and tired drivers.

But just how do state residents define the problem of drunk or impaired driving? Who do they perceive the drinking driver to be? Several survey items tap into respondent perceptions about the nature of impaired driving as a public problem. For the first item, respondents were asked to indicate how much they agree on a four-point scale with the following statement: "Most people who drive after drinking too much alcohol are alcoholics or problem drinkers." In the January 2005 sample, slightly more than half (56%) of respondents "strongly agree" or "somewhat agree" with this statement (see Figure 9). Still, a sizeable proportion of respondents (44%) expressed disagreement that drinking-and-driving is a problem caused largely by problem drinkers. There is a substantial amount of variation in respondent perceptions on this item. This pattern of responses is similar to that found in the previous GSHO surveys, although in the more recent survey responses are slightly less skewed towards the "strongly agree" response option.

For the second item, individuals were asked to respond to the statement: "People should not be allowed to drive if they have been drinking any alcohol at all." Interestingly, nearly six out

of ten respondents in the most recent sample "strongly agree" with this statement while another 17% "somewhat agree" (see Figure 10). Only about one-fourth of respondents disagree at some level with this position. There is far less difference of opinion on this item than on the previous one. This suggests that Tennesseans have little tolerance for individuals who drive after drinking. This distribution of responses is nearly identical to that obtained in the first two GHSO surveys.

Two additional items were added to January 2005 survey to provide further insight into how Tennesseans understand the problem of drinking-and-driving. Respondents were asked to indicate their level of agreement with the statement: "Good people don't drink and drive." Figure 11 indicates that slightly more than half (56%) of respondents disagree with this statement, however, 44% do perceive drinking-drivers to not be "good people." As with perceptions of drinking drivers as problem drinkers, there is substantial variation in perceptions among respondents as to the character of the drinking drivers. In contrast, the vast majority of respondents (82%) agree ("either strongly" or "somewhat") that drinking-drivers "don't care about the risk they impose on others."

Based on these four items, respondents are in agreement that one should not drive after drinking any alcohol and that those who do drink-and-drive have a disregard for the safety of others. However, there is far less agreement among respondents about whether drinking-drivers largely have alcohol problems and whether these are "good people." These findings suggest that while there is little tolerance for drinking-drivers, there is a substantial amount of disagreement as to just who is a drinking-driver. The problem is not perceived as the same by everyone. While respondents are in agreement that the problem is a severe one that poses a substantial threat to the community, the nature or the causes of the problem are not uniformly shared. These findings suggest the need to look further into how people perceive the issue of drinking-and-driving and whether the problem definition differs across types of groups in the community.

In terms of perceptions that drinking drivers tend to be problem drinkers, Table 4 indicates that this perception varies by age and education. Individuals in the 25-44 year old category are less likely to agree with this statement than are others. This is likely reflective of the pattern that the drinking-and-driving is most prevalent among those 21-44 years of age (NHTSA 2003), most of whom fall into the 25-44 year category in this table. Additionally, the higher a respondent's level of education, the less likely they are to agree that drinking-drivers tend to be problem drinkers. For instance, 72% of those with less than a high school education either "strongly" or "somewhat agree" with this statement as compared to 55% of those with some college (i.e., 13-15 years) and 44% of those with at least a college degree (i.e., 16-20 years).

Responses to the "no driving after drinking any alcohol" item are broken down by demographic groups in Table 5. While there is greater agreement among respondents on this item, there exist differences across most demographic attributes in the extent of agreement. Individuals 45-64 years of age are less likely than others to agree that "people should not be allowed to drive if they have been drinking any alcohol at all." African Americans (89%) and other non-whites (90%) are more likely to agree with this statement than are whites (75%).

Education and income are both negatively related to this attitude. That is, the more education or income a respondent reports, the less likely they are to agree (either "strongly" or "somewhat") with this statement. Individuals in rural areas (83%) are more likely to support no driving after drinking any alcohol than are those in urban areas (71%), as are women (84%) in comparison to men (68%).

Table 6 indicates that three demographic variables are statistically related to responses to the item "good people don't drink and drive." The older a respondent's age, the more likely they are to "strongly" or "somewhat" agree with this statement. Once again, education and income are negatively associated with this attitude.

Fewer differences exist in responses to the item: "Drivers who drink and drive don't care about the risk they impose on others." In terms of age, respondents 65 years of age or older are more likely to "strongly" or "somewhat agree" with this statement than are those in other age categories (see Table 7). Additionally, those in the highest income category ($75,000) are slightly less likely to agree than are others.

In terms of perceptions of the danger associated with drinking-and-driving for the January 2005 sample, only 10% of respondents think that it is "almost certain" to be involved in a crash while driving after you have had too much alcohol to drink, and an additional 27% think this outcome is "very likely" (see Figure 12). In contrast, one-third of respondents (33%) think that this is "very unlikely" to happen. Clearly, perceptions of the danger of driving after drinking too much alcohol vary significantly throughout the state population.

When compared to responses from the two previous GHSO surveys, the more recent sample of respondents place less of an emphasis on the risk associated with driving after drinking too much. While the distribution of responses to this question have a similar shape in all three surveys, respondents in the present survey are less likely to think an accident is "almost certain" or "very likely" and are more likely to think a crash is "very unlikely," than in either of the two previous surveys. The lines superimposed on these bars in a graph highlight these differences across the three GHSO surveys, indicating that the percent of respondents that perceive a crash to be "almost certain" or "very likely" has declined with each survey. But the largest change is that the percent of respondents that perceive a crash to be "highly unlikely" has increased from 22% in the first survey to 33% in the most recent sample. Separate statistical analysis not reported here indicates that these changes occur across almost all demographic groups.

Several explanations for these trends are possible. First, attitudes may be changing across Tennessee. Second, the variation from survey to survey may be the result of random sampling variation. Third, attitudes about the risk that drinking-and-driving pose to the drink-driver may be very unstable, either due to random variation or events that occur just prior to survey implementation. It is difficult to ascertain which, if any, of these possible explanations are relevant in this case. Additional surveys will provide a more complete picture of the trend underlying these attitudes than what can be provided by only these three samples.

Table 8 breaks down these perceptions by demographic groups and indicates that thoughts about the likelihood of a crash when driving after drinking too much alcohol are held uniformly across most demographic attributes. The only statistically significant difference exists based on sex, as 41% of women think a crash is "almost certain" or "very likely" as compared to 34% of men.

In sum, based on the January 2005 GHSO survey, Tennesseans regard drunk driving as an important public problem that needs to be addressed by the State. Respondents are divided on whether drinking-and-driving is largely a result of problem drinkers and alcoholics. Most respondents agree with the strict stance that individuals should not be allowed to consume any alcohol prior to driving. While respondents are divided on whether drinking drivers are "good people," they generally agree that those who drink-and-drive do not care about the risk their behavior poses for others. Finally, perceptions of the risk of crashing while driving after drinking too much vary significantly, but most think it to be at least "somewhat likely." Furthermore, for all but one question, responses recorded by the January 2005 survey are very similar to those found in the two previous GHSO surveys, indicating that these perceptions are stable at least over short periods of time.

Perceptions of Current Laws and Enforcement

To gauge public perceptions about current legal efforts to combat impaired driving, respondents were asked two questions. One asks how strictly they think police in their area enforce drinking-and-driving laws. Looking at Figure 13, respondents indicate that generally police are serious about enforcing drinking-and-driving laws. For the January 2005 survey, slightly more than one-third of respondents (35%) perceive laws be "very strictly" enforced and an additional 46% think they are "somewhat strictly" enforced. Only 6% responded that drinking-and-driving laws are enforced by police "rarely" or "not at all." As is evident in the figure, this pattern of responses is very similar to that offered by respondents in the previous GHSO surveys. The only difference across the three years is that there has been a small increase in the proportion of "very strictly" responses and an accompanying small decrease in the percent that offered the "somewhat strictly" response option.

Responses to the enforcement question are broken down by demographic attributes in Table 9. The distribution of responses to this question does not vary by age, education, income, or place of residence. However, there is an observed statistically significant relationship between perceptions about the enforcement of drinking-and-driving laws by police and the following three variables: race, sex, and region. Individuals who are not white are more likely to think that these laws are "very strictly" enforced. Of those who are African American, 46% offered this response compared to only 33% of those who are white. Although 53% of those in an "other" racial category perceive enforcement to be very strict, the implications of this observation must be made with caution because only 17 respondents fall into this racial category. In contrast, whites are more likely than others to respond that drinking-and-driving laws are "somewhat strictly" enforced.

Sex is also correlated with this perception. Males (39%) are more likely than females (32%) to offer the "very strictly" response, although this difference is statistically significant at only

the 0.10 level. Regarding region, individuals in Middle Tennessee (40%) are most likely to think these laws are "very strictly" enforced, while East Tennessee residents (32%) are least likely to respond this way.

The other question addresses how effective respondents think current laws and penalties are at reducing drinking-and-driving (see Figure 14). In the most recent sample, only 14% of respondents perceive these laws and penalties to be "very effective." An additional 47% of respondents perceive these laws to be "somewhat effective." However, a sizeable proportion of respondents generally regard these laws and penalties to be ineffective ("somewhat ineffective," 23%; "very ineffective," 15%). The distribution of responses for this item is comparable across the three surveys.

The only demographic variables that are statistically related to perceptions of the effectiveness of drinking-and-driving laws and penalties are race and sex (see Table 10). African Americans are more likely than others to perceive these laws and penalties to be effective at reducing drinking-and-driving. Of African American respondents, 26% offered the "very effective" response compared to 13% of white respondents. Men also are more likely to perceive these laws to be "very effective" than are women (18% and 11%, respectively). Attitudes about effectiveness do not differ statistically across any other demographic categories.

Perceptions of effectiveness can be explained in part by perceptions about the commitment police have to enforcing these laws. Table 11 indicates that the more strictly respondents think that police in their area enforce drinking-and-driving laws, the more likely respondents are to perceive these laws to be "very" or "somewhat effective" at reducing drinking-and-driving. This is evident as 30% of respondents who think that police enforce drinking-and-driving laws "very strictly" perceive these laws and penalties to be "very effective" as compared to 9% and 3% of those that think police enforce these laws "somewhat strictly" or less, respectively.

With this latter finding in mind, are the observed bivariate correlations between perceptions of law effectiveness and race and sex merely statistical artifacts of perceptions about enforcement effort? Ordinal logistic regression analysis was used to estimate a multivariate model that permits examining the statistical relationship between respondent race and sex, while controlling for enforcement attitudes. The four-category effectiveness variable is regressed on dichotomous variables representing two categories of race (being an African American or of another minority race) and a dichotomous variable for being male. Attitudes towards enforcement are represented in the model with two dichotomous variables representing the responses "very strictly" and "somewhat strictly." The ordered logit coefficient estimates represent the difference in the likelihood of offering a higher response to the effectiveness item between respondent characteristics represented by variables in the model and those categories absent from these variables. Thus, the base group against which the estimates are interpreted is comprised of individuals who are white, female, and offered one of the three lowest responses to the police enforcement question ("not very strictly," "rarely," or "not at all").

Table 12 reports the results from this ordered logistic regression model. Clearly, those who perceive that police either "very strictly" or "somewhat strictly" enforce drinking-and-driving laws are likely to perceive the effectiveness of these laws and penalties to be higher than those that perceive police enforce these laws either "not very strictly," "rarely," or "not at all." Even after controlling for enforcement attitudes, African Americans and men are likely to perceive the laws and penalties to be more effective than do whites and women, respectively. Therefore, while enforcement attitudes are significant determinants of effectiveness perceptions, race and sex each have a separate influence on effectiveness attitudes.

Most respondents perceive police in their area to be committed to enforcing drinking-and-driving laws. Additionally, respondents regard current laws and penalties to be somewhat effective at reducing drinking-and-driving. African Americans and men are likely to perceive these laws and penalties to be more effective than do others. Perceptions of effectiveness are also explained by attitudes about enforcement. The more strictly an individual perceives police in their area to enforce drinking-and-driving laws, the more effective these laws are perceived to be.

Perceptions of Punishment Costs

While a variety of tools and policies are used to reduce the prevalence of impaired driving, the key linchpin in the battle against drunk driving has been a reliance on deterrence-based policies (Jacobs 1989). By increasing the probability that impaired driving will be detected, that punishment will be rendered, and that this punishment will be severe, government policies seek to deter this behavior (Gibbs 1975; Homel 1988; Vingilis 1990). For deterrent policies to work individuals must perceive the legal costs imposed by government for driving while impaired to be substantial. In this way, the immediate goal of government interventions is to discourage an individual from even getting behind the steering wheel of an automobile after consuming too much alcohol by increasing their belief that they will be stopped by police and will pay a severe cost. Along with media campaigns, the implicit goal of deterrent public policy is to modify attitudes and perceptions that individuals hold about the punishment costs for driving after having consumed too much alcohol. Key among these is perceptions about the certainty of punishment, of which there are two facets: likelihood of detection and likelihood of punishment once detected.

To measure respondent perceptions about the certainty of punishment, several survey questions were asked. First, respondents were asked: "How likely are you to be stopped by police for driving after you have had too much to drink?" There is substantial variation in responses to this question in the January 2005 GHSO survey. Less than one in ten respondents think that it is "almost certain" that a police stop will occur, and an additional two out of ten think it is "very likely" (see Figure 15). However, nearly the same percent of respondents think such a stop is relatively unlikely to occur ("somewhat unlikely," 19%; "very unlikely," 12%). Clearly, the most common response is that a police stop is "somewhat likely" to occur when driving after drinking too much alcohol. While the distribution of responses is very similar to previous surveys, the recent results represent a slight decline in

the percent that think a police stop is "very unlikely." It is difficult to say whether this slight change represents a change in attitudes or just random sampling variation.

Statistically significant differences in these attitudes exist across age, education, income, and sex (see Table 13). The influence of age is not straightforward. Individuals 45-64 years of age are the least likely to perceive a stop to be "almost certain" or "very likely," and those 16-24 years of age are the next least likely to hold such a perception. In contrast, it was reported in the October 2003 survey that younger individuals were most likely to offer one of these two responses (43% of 16-29 year olds responded either "almost certain" or "very likely.") Comparing attitudes by age groups across the three surveys further indicates that the relationship between age and likelihood of detection have proven inconsistent across the three surveys.

Perceptions about the likelihood of detection broken down by education, income, and sex are more consistent across the three surveys. For the January 2005 sample, nearly one out of every two respondents with less than a high school education (i.e., < 12 years) offered an "almost certain" or "very likely" response. The likelihood of such a response decreases among more educated groups and is least likely with those that have at least a 4-year college degree (i.e., 16-20 years of education). Additionally, those with incomes less than $30,000 are most likely to perceive a stop to be likely (40%), while those with incomes of $75,000 or more are least likely to hold this perception (13%). In each survey, respondents with lower levels of education and lesser amounts of income are more likely to perceive a police stop to be "almost certain" or "very likely." This finding is consistent with previous research that suggests individuals in lower socio-economic groups generally perceive that drinking-and-driving laws are targeted against lower socio-economic groups (see book on southern culture and drinking-and-driving).

Women are more likely to perceive a police stop to be "almost certain" or "very likely." In the January 2005 sample, 32% of women offered one of these responses compared to 24% of men. While this pattern is comparable for all three GHSO surveys, it is statistically significant for only the January 2004 and the present January 2005 samples.

In contrast to the previous question, respondents are in much greater agreement about the prospects of arrest if stopped by police for impaired driving (see Figure 16). Eight of every ten respondents in the current sample think that it is at least "very likely" that an arrest will result. More specifically, 49% perceive an arrest to be "almost certain" and an additional 31% think it is "very likely" to occur. In contrast, only 7% of respondents perceive an arrest to be unlikely (i.e., "somewhat unlikely" or "very unlikely"). As the figure clearly illustrates, this pattern of responses is nearly identical to that observed in the two previous GHSO surveys.

It is interesting to note that perceptions about the likelihood of arrest if stopped by police are consistent across all demographic attributes. The bivariate analysis reported in Table 14 indicates that there are no statistically significant differences in these attitudes for any of the demographic variables examined.

A third survey question asks respondents how likely they think conviction would be if they were indeed arrested for driving while impaired (DWI). Figure 17 presents responses to this question from all three surveys. The key implication of these results is that if arrested, respondents generally perceive the chances of conviction are high. Regarding the January 2005 survey, one-third (34%) of respondents think that conviction is "almost certain" and an additional 29% think it to be "very likely." Only 12% of respondents think conviction to be "somewhat unlikely" or "very unlikely." This pattern is very similar to that found in the previous two GHSO surveys.

While perceptions of the likelihood of arrest if stopped by police do not differ substantially across demographic groups, perceptions of the likelihood of conviction if arrested do vary along three demographic characteristics (see Table 15). First, generally the younger an individual is, the more likely they are to respond that conviction is "almost certain" if arrested for DWI. About 40% of respondents in the groups 16-24 years of age and 25-44 years of age offer the "almost certain" response. It may be no coincidence that most drinking-and-driving is committed by individuals in these groups. In contrast, only 27% of those 45-64 years of age think conviction is "almost certain." The relationship between age and perceptions about the likelihood of conviction exhibit someone of a curvilinear relationship, as this perception is higher among those 65 years of age and older (37%) than it is for the 45-64 year age group.

Second, racial minorities are more likely to perceive conviction to be "almost certain" than are whites. Of the 69 African American respondents in the present sample, 45% offered this response as compared to 33% of the 575 white respondents. Third, the more formal education that an individual reports, the less likely an individual is to perceive conviction upon arrest for DWI to be "almost certain." Most notably, individuals with 16-20 years of education (the equivalent of at least a 4-year college degree) are least likely to think conviction is "almost certain" (25%) as compared to 41% of those with less than a high school degree (less than 12 years of education). While perceptions of the likelihood of conviction generally decline with education, it appears that a four-year college degree is where this perception has the most notable decline.

The multivariate analysis of responses to the three questions pertaining to perception about the certainty of detecting impaired driving is provided in Table 16. For perceptions about the likelihood of a police stop, after controlling for other demographic attributes, age is no longer statistically significant. The findings with regard to education and income from the bivariate analysis both hold up. That is, education and income are negatively correlated with the likelihood of perceiving a police stop for driving after drinking too much alcohol to be "almost certain" or "very likely." The more education and income that a respondent reports, the less likely the respondent perceives a police stop to be. In terms of responses about the likelihood of arrest for DWI if stopped by police, the second model in Table 16 is not statistically significant, which supports the findings from the bivariate analysis that demographic characteristics do not explain differences in this perception.

The third model reported in Table 16 examines responses about the likelihood of conviction if arrested for DWI. Among the correlates of the perception of conviction likelihood identified in the bivariate tables, being African American and having lower levels of education remain

statistically significant in the multivariate analysis. After controlling for other demographic factors, age is no longer a statistically significant correlate of this perception.

Following these three questions, respondents were then asked the open-ended question: "Can you think of a reason why a person arrested for drunk driving would not be convicted?" The list of reasons offered by respondents is provided in Table 17. Of the 344 respondents that offered a reason for not being convicted, 39% indicated that some defendants receive special attention due to their status in the community or connections with political, judicial, or law enforcement officials.[5] Having a good lawyer is the next most common reason for not being convicted, provided by 21% of these respondents. Several respondents explained that high priced lawyers are likely to be too much for a local prosecutor to go up against in court. About 13% of respondents suggested that an individual arrested for impaired driving may avoid conviction based on a technicality. Examples of technicalities offered by respondents are: the police officer does not appear in court, errors in the arresting procedure, and mistakes in administering or analyzing alcohol tests. Ten percent of these 344 respondents also thought that a first-time offender is likely to be treated more lightly, especially if they have an otherwise clean record.

Another open-ended question related to punishment costs asks respondents what they think the most likely punishment would be if convicted of a first DWI offense. The most common responses in the January 2005 sample are: fine/ticket (44%), going to jail (38%), and license suspension (34%) (Table 18). While these three sanctions are mentioned slightly more frequently in the present sample, it is clear across all three GHSO surveys that these sanctions are more closely associated with a first DWI conviction. Only 8% of respondents in the present sample responded that a first DWI conviction would result in probation and only 5% thought that no punishment would be meted out, response frequencies that are comparable to those obtained with previous samples.

To get a sense as to perceptions of punishment severity, respondents were presented two open-ended questions. First, "If a ticket is issued, how much do you think the fine would be for a first drunk driving offense?" Second, "If given a jail sentence, how long do you think the jail term would be for a first drunk driving offense?" Table 19 provides a frequency distribution for the responses about fine severity. The most frequently offered fine amount is $500 dollars, which was provided by 149 respondents (or 29% of individuals providing a response to this item). The median fine provided by respondents is $350, meaning that half of amounts offered were less than $350 and half were above this value. The average response is $556.

Responses to the second open-ended question about the likely length of any jail term are grouped into 10 categories and presented in Table 20.[6] Of the 573 responses to this item, the largest portion (41%) falls in the range 1-2 days. The median likely jail sentence offered is 3 days, meaning that this is the value that falls squarely in the middle of all the responses offered to this question. The average response is 44.0 days. For both open-ended questions

[5] Several respondents simply replied "money." These responses were coded as indicating "status/connections." Only responses that clearly indicating "bribery" or "paying off an official" were classified as "corruption."
[6] When coding responses to this item, 1month is converted to 30 days and 1 year is converted to 365 days.

dealing with likely fine amount and likely jail term length, the median response is a more appropriate indication of the "typical perception" held by Tennesseans. This is because there are a few extremely high responses to these items that unduly increase the computations of the average.

In sum, there is a significant amount of variation in respondent perceptions of the likelihood of being stopped by police for driving after consuming too much alcohol. However, if stopped respondents generally agree that it is likely they will be arrested. And if arrested, most perceive that a conviction will result. However, if an individual is not convicted of a DWI offense for which they are arrested, respondents think that it would most likely be due to the status and prestige of the defendant, their ability to get a good lawyer, or based on a technicality. The punishments that respondents think are the most likely for a first DWI offense are a fine, license suspension, and jail time. It is perceived that the size of a fine for a first DWI offense would be about $350 and the length of a jail term would be about 3 days.

Attitudes about Intervention Strategies

Beyond the sanctions alluded to above, sobriety checkpoints are another tool government uses to deter drinking-and-driving. Two items are included in the January 2005 survey to specifically examine attitudes about this intervention tool. First, respondents were asked if they had seen a sobriety checkpoint in the past 12 months. Of the 716 Tennesseans offering valid responses to this item, 22% indicated that they had seen such a checkpoint. The most notable differences in exposure to checkpoints occur across age and sex (see Table 21). The younger an individual is, the more likely they are to report seeing a checkpoint in the past 12 months. About one-fourth of respondents under 45 years of age report seeing a checkpoint, as compared to only 12% of those 65 years of age or older. Additionally, this experience was reported by 26% of men and 18% of women. In both cases, those most likely to drink-and-drive (i.e., men under 45 years of age) are the most likely to report seeing a sobriety checkpoint in the past year.

Second, respondents were asked about their attitudes regarding the frequency with which these checkpoints should be use in the effort to deter drinking-and-driving. Seven of every ten respondents think they should be used "more frequently," 25% responded "about the same," and only 4% indicated that checkpoints should be used "less frequently." While there is little difference across categories of most demographic characteristics, statistically significant differences do exist according to age, race, and sex (see Table 22). Respondents 25 years of age or older are more likely to support the more frequent use of these checkpoints than are those less than 25 years of age (73% and 54%, respectively). Whites (73%) offer this response more frequently than do African Americans or those of other minority racial groups (60% and 50%, respectively). Women are also more likely to support more frequent use of checkpoints than men (79% and 63%, respectively).

Respondents were presented with nine intervention strategies and were asked how effective they thought each would be at reducing impaired driving. In general, respondents think that each of the nine alternatives help reduce the extent of this problem. Each of the interventions

are judged to be either "somewhat effective" or "very effective" by at least 50% of respondents. However, there clearly are differences in the level of effectiveness across these interventions as judged by respondents.

For each of the nine interventions, Figure 18 presents the percent of respondents that offered the response "very effective." It is clear that respondents judge a law-and-order approach to be effective in addressing drunk driving as three of the five interventions with over 50% of respondents offering a "very effective" response fall into this general intervention strategy category (prohibiting open containers, 57%; stiffer penalties for first time offenders, 56%; and increasing police and other law enforcement efforts to arrest drunken drivers, 53%). Beyond a deterrence-based law-and-order strategy, respondents also regard alternative transportation as a "very effective" strategy to employ, as this response was offered by 58% of respondents. Additionally, respondents think that making bars and stores that sell alcohol more legally responsible for selling to minors or drunken patrons will also be effective. Fifty-seven percent of respondents think that increasing server liability will be "very effective" at reducing drunk driving.

Respondents are less hopeful about the effect that restricting access to alcohol at the point of sale outside of a bar or restaurant can have on drunk driving. Only 30% think that making it more difficult to buy alcohol "by reducing the number of places selling alcohol or making it more difficult to get at certain times or days of the week" will be "very effective." It is interesting to note that only 36% of respondents think educational programs will be "very effective" even though this is a common form of intervention used by state governments.

Anti-Drinking-and-Driving Messages

The Tennessee GHSO frequently uses media campaigns as a tool to encourage people to refrain from drinking-and-driving. Several questions are included in the survey to assess the effect that these campaigns may have on public perceptions and attitudes. The first of these questions probes a respondent's recollection of hearing or seeing a message discouraging drinking-and-driving in the past 60 days. Of the 702 respondents offering a valid response to this item, 66% (or 463) indicated that they do recall hearing or seeing such a message.

The most statistically significant difference in exposure across demographic groups occurs with respect to education. Based on the results reported in Table 23, it is clear that individuals with less than a high school education (49%) are less likely to recall an anti-drinking-and-driving message than are others (68%). The only other statistically significant correlate of recalled exposure is sex, as men are a bit more likely to respond "yes" to this item than are women (70% and 63%, respectively). Two other demographic traits deserve mention although neither approaches a commonly accepted level of statistical significance. First, African Americans are less likely than whites to recall hearing or seeing an anti-drinking-and-driving message (58% and 67%, respectively), residents of Middle Tennessee (62%) are a bit less likely than are those in the eastern and western parts of the state (69% and 66%, respectively).

A more complete examination of the correlates of exposure to anti-drinking-and-driving messages is provided by the multivariate binary logistic regression model presented in Table 24. After controlling for all variables simultaneously, the only demographic attributes that emerge as statistically significant are education, sex, and state region. Individuals with 12 or more years of education are more than twice as likely (144% more likely) to recall a message than those with less than 12 years of education. Additionally, men are 44% more likely than women to offer a "yes" response to this item. The only other correlate of recalled exposure to an anti-drinking-and-driving message is that residents in East Tennessee are 50% more likely than those in Middle Tennessee to recall exposure to a message. There is no statistically significant difference in recall between Middle and West Tennesseans.

Clearly the most common medium through which these messages reach respondents is television (see Figure 19). More than eight out of every 10 respondents indicate that they saw or heard an anti-drinking-and-driving message on television, followed by 24% on radio, and 13% via road signs. While these results are consistent with those obtained in the January 2004 survey, the percent of respondents that heard a message on the radio is higher among the more recent sample.

But does the medium through which an anti-drinking-and-driving message is encountered differ across demographic groups? Regardless of background, a message is more likely to be seen or heard via television. However, there are some differences in the likelihood of being exposed to a message either through television or radio. Table 25 reports statistically significant correlates of exposure via television and radio, examining responses of those respondents that recalled hearing or seeing an anti-drinking-and-driving message. As indicated in this table, respondents under 25 years of age are less likely than any other age groups to report exposure to a message on television. Additionally, those in large or small cities (89%) are more likely to see a message on television than are those in towns or rural areas (83%), and West Tennesseans (93%) report viewing a message in this way more frequently than those in other regions of the State (East, 85%; Middle, 82%). No other demographic variables are statistically correlated with this response.

Who is more likely to hear an anti-drinking-and-driving message over the radio? Table 25 indicates that respondents who are under 45 years of age, male, and residents outside of West Tennessee are more likely than others to report exposure through radio. No other variables are statistically correlated with offering this response.

The vast majority of these messages (82%) were recalled to be in the form of a commercial or advertisement, while only 12% were news stories and 6% appeared in some other form. Respondents did not see much of a difference in the frequency of these messages as compared to other times (see Figure 20). Seventy percent indicated that the number of messages were "about the same as usual," compared to 28% who thought there were "more than usual." In comparison to the January 2004 sample, those in the present sample were slightly more likely to think that these messages had been more frequent than usual over the past 60 days.

The 463 respondents that recalled seeing or hearing an anti-drinking-and-driving message over the past 60 days were then asked: "Do you recall any slogans that were used in these

messages?" About 44% of these respondents (or 199) indicated that they did recall a slogan. These respondents were then asked to identify the slogan that they could recall. As indicated in Figure 21, the most common slogan was *Friends Don't Let Friends Drive Drunk*, which was offered by 45% (or 110) of these respondents. *Booze It & Lose It!* was recalled by 45% (or 109) of these individuals. When compared to results from the January 2004 GHSO survey, respondents in the January 2005 sample were nearly twice a likely to recall *Booze It & Lose It!* and three times more likely to offer *Friends Don't Let Friends Drive Drunk*. These findings suggest that slogan recall has increased substantially over the past year, perhaps signaling the effectiveness of the *Booze It & Lose It!* campaign sponsored by the Tennessee GHSO. They also point to the success of the national anti-drunk driving campaign begun in 1990 that uses the tagline *Friends Don't Let Friends Drive Drunk*. Created by The Advertising Council (and sponsored by NHTSA), this latter campaign encourages friends to intervene to prevent someone from getting behind the wheel while drunk. Beginning in 1994 this public service advertisement (PSA) has used images of people killed by a drunk driver, the date that they were killed superimposed over their photograph, with the voiceover:

> Drunk driving doesn't just kill drunk drivers. If you don't stop your friend from driving drunk, who will? Do whatever it takes.

The PSA ends with the *Friends Don't Let Friends Drive Drunk* tagline appearing on the screen (Advertising Council 2005).

There are no statistically significant differences across demographic groups in the ability to recall the *Booze It & Lose It!* slogan. This is not surprising, however, given the small number of respondents that answered "yes" when asked if they could recall a media campaign slogan.

Respondents were then asked: "Which of the following slogans do you recall seeing or hearing in the past 60 days?" The following slogans were read to respondents: *Booze It & Lose It!*, *Drive Responsibly*, *Think Before You Drink*, and *Drinking-and-Driving Equals Death*. Of these slogans *Booze It & Lose It!* is utilized in a national media campaign sponsored by NHTSA and used in media campaigns funded by the Tennessee GHSO. Two of the other slogans (*Drive Responsibly*, *Think Before You Drink*) were based on smaller campaigns that have been used in other parts of the nation or world, slogans that Tennesseans are highly unlikely to have been exposed to during the 60-day period addressed by the question, and the third was manufactured for the survey (*Drinking-and-Driving Equals Death*).

Recognition of a slogan is less cognitively demanding than recall, therefore it is expected that a higher proportion of respondents recognize the *Booze It & Lose It!* slogan than can recall it on their own with no prompt. Figure 22 indicates that this indeed is the case. While 45% of respondents that said they could recall a slogan offered *Booze It or Lose It!* on their own, 72% recognized this as a campaign slogan when it was read to them. The fact that about a third of respondents said that they recognized *Drive Responsibly* and *Think Before You Drink* indicates that there is some tendency by individuals to falsely "recognize" a slogan when it is presented to them. However, the fact that *Booze It & Lose It!* is recognized by a much larger proportion of respondents than any other slogan indicates that individuals really do remember

hearing this phrase. The only statistically significant demographic correlate recognition of the *Booze It and Lose Slogan* is sex, as men are more likely than women to respond that they recognize this phrase (80% and 65%, respectively).[7]

Comparing the response patterns between the January 2004 and January 2005 samples presented in this figure, two observations are apparent. First, respondents in the recent sample are more likely to recognize the *Booze It & Lose It!* slogan than were those in the previous sample (72% and 48%, respectively), even though other slogans that were read were "recognized" by roughly the same proportion of respondents in each sample. Second, the percent of respondents that did not "recognize" any of the four slogans read to them declined by two-thirds in the January 2005 survey.

However, the true significance of anti-drinking-and-driving messages is the extent to which they influence individual attitudes and perceptions related to this behavior. These messages are designed to increase perceptions about the importance of reducing drunk driving, that enforcement of laws is strict, and that punishment costs are high. Table 26 compares respondent perceptions on these issues based on whether or not they recall hearing or seeing such a message in the past 60 days. As is evident in this table, reported exposure to these messages is not correlated with perceptions of the importance of reducing drunk driving, how strictly local police enforce laws, nor the effectiveness of current laws and penalties. This latter finding is contrary to the results from the January 2004 survey that found those exposed to anti-drinking-and-driving messages are more likely to perceive the laws and penalties to be "very" or "somewhat effective." For the January 2005 sample, the only difference in attitudes between these two groups that approaches statistical significance is that those exposed to a message are less likely than those not exposed to "strongly agree" that drinking-drivers don't care about the risk they pose to others (55.7% and 63.0%, respectively), an attitude that is not the central focus of the *Booze It & Lose It!* message.

The *Booze It & Lose It!* campaign highlights the punishment costs associated with impaired driving. Listeners are warned that if they drink-and-drive in Tennessee, they will be arrested, they will go to jail, and they will lose their license. The heart of this message is conveyed in the *Booze It & Lose It!* campaign logo for Tennessee. This logo depicts an individual behind bars and warns drinking drivers about the punishment costs associated with being stopped by police.

With regards to the punishment costs associated with impaired driving, the bivariate analysis presented in Table 26 indicates that exposure to media campaigns appears to be unrelated to perceptions of the likelihood of detecting, arresting, and convicting an impaired driver.

[7] Chi-square = 5.9; prob. = 0.015.

Although not reported, multivariate analysis also failed to find a statistical relationship between message exposure and perceptions of punishment costs in this sample. While this finding is consistent with respect to the likelihood of arrest and conviction, it is contrary to the finding from the January 2004 GHSO survey that found individuals that recall seeing or hearing such a message are more likely to respond that it is "almost certain" or "very likely" to be stopped by police while driving after drinking too much.

Table 27 compares perceptions of likely punishment for a first DWI offense based on recalled exposure to an anti-drinking-and-driving message. Recalling exposure to such a message is statistically correlated with an increased likelihood of indicating that going to jail is a likely punishment for a first time offender (42% and 32%, respectively). Similarly, those that recall seeing or hearing a message are slightly more likely to report a fine/ticket to be a likely outcome (46% and 39%, respectively), but this difference is not statistically significant. In contrast, identifying license suspension as a likely punishment is not related to message exposure. These findings only partially correspond with the previous two GHSO surveys, as exposure to a message has been found to increase report of all three of these sanctions (jail, license suspension, and ticket/fine).

The *Booze It & Lose It!* campaign emphasizes the likely that one will be stopped by police for driving after drinking, and that jail time and license suspension will result. In comparison to previous GHSO surveys, the findings reported here provide less evidence that media campaigns alter individual perceptions of punishment costs.

It is possible, however, that more than mere exposure to an anti-drinking-and-driving message is required to influence perceptions. Perhaps it requires a greater awareness of the content of the message for the desired outcome to occur. If this is the case, an individual will have to be more than just a passive listener and must instead come to accept the nature of the problem being offered in the script of the message to a particular slogan. One way to assess the extent to which an individual internalizes the content of a message is through slogan recall.

For those respondents that could recall exposure to an anti-drinking-and-driving message, Table 28 breaks down attitudes about drinking-and-driving and related punishment costs by whether or not a respondent could recall the *Booze It & Lose It!* slogan. The subgroup included in the analysis reported in this table are only those respondents that recall seeing or hearing an anti-drinking-and-driving message and indicated that they could recall a slogan used in the message. Statistically significant differences exist between these individuals on only two attitudinal items. Consistent with the content of the anti-drinking-and-driving messages most often aired in Tennessee, individuals that recalled the *Booze It & Lose It!* slogan were more likely than those who did not to think that a police stop is "almost certain" or "very likely" to occur when driving after drinking too much alcohol (36% and 18%, respectively). However, those that recall this slogan are less likely than others to think that a crash is "almost certain" or "very likely" to occur when driving after drinking too much (24% and 38%, respectively).

Table 28 also compares perceptions about the likely punishment for a first DWI offense between those that recall the *Booze It & Lose It!* slogan and those that do not. Examining the

three likely punishments most frequently offered by respondents, differences emerge between these two groups that are consistent with the thrust of this anti-drinking-and-driving campaign. Of those that recall the *Booze It & Lose It!* slogan, 57% offered going to jail as a likely punishment as compared to only 35% of those that did not recall this slogan. Additionally, a fine/ticket was perceived to be a likely punishment by 61% of those that recalled the slogan compared to only 39% of others. While the difference in offering license suspension as a likely punishment between these two groups is not statistically significant, it is nonetheless consistent with what would be expected based on exposure to the campaign's message (43% and 32%, respectively). Because the *Booze It & Lose It!* campaign highlights jail time and license suspension as likely outcomes of impaired driving, it appears that respondents that could recall this slogan had fully understood the message being conveyed through the campaign. While the likelihood of having to pay a monetary fine is not a punishment that is singled out in these messages, it is not surprising that those who think a severe form of punishment is handed out would also assume that a fine or ticket would be imposed as well.

A similar analysis of attitudes was examined in light of a respondent's offering the slogan *Friends Don't Let Friends Drive Drunk*, which was the second most frequently offered slogan. In terms of general attitudes about drinking-and-driving, the results reported in Table 29 are similar to those found above. That is, respondents that recall the slogan *Friends Don't Let Friends Drive Drunk* were more likely than others to think that a police stop is "almost certain" or "very likely" when driving after drinking too much (36% and 19%, respectively). Also, recall of the slogan is associated with lower assessments of the likelihood of crashing when driving after drinking too much. Those that recall this slogan are less likely to think that a crash is "almost certain" or "very likely" to occur than are those without such recall (21% and 40%, respectively). This latter finding is very surprising because the central message communicated in the *Friends Don't Let Friends Drive Drunk* campaign is that an individual who drives while impaired is at risk of being involved in a serious accident that kills someone else.

In contrast, the results reported in Table 29 indicate that there is no relationship between recall of the *Friends Don't Let Friends Drive Drunk* slogan and perceptions of jail time and/or license suspension as likely punishments for a first time DWI offense. However, recall of this slogan does increase the likelihood that a respondent identifies a fine/ticket as a likely punishment. Of those that recall *Friends Don't Let Friends Drive Drunk*, 64% indicated a fine/ticket is a likely sanction to receive for a first offense, as compared to only 37% of those that did not offer this slogan.

It is important to note that recall of the *Booze It & Lose It!* slogan is related to increased perceptions of serving jail time, and to a lesser extent license suspension, two sanctions that are highlighted in this campaign. In contrast, recall of the *Friends Don't Let Friends Drive Drunk* slogan is not statistically related to identifying these sanctions that are not the focus of this latter campaign's message. Together, these findings suggest that being aware of the content of the *Booze It & Lose It!* campaign message does affect the kind of punishment respondents think an impaired driver will face.

The relationships between recall of these two anti-drinking-and-driving slogans and respondent perceptions were subjected to multivariate analysis. Table 30 reports the results of binary logistic regressions explaining perceptions of the likelihood of a crash when driving after drinking too much alcohol and the likelihood of a police stop. The first model indicates that after controlling for demographic attributes, recall of the *Booze It & Lose It!* slogan is not statistically correlated with perceptions that a crash is "almost certain" or "very likely" to occur when driving after drinking too much. However, recall of the slogan *Friends Don't Let Friends Drive Drunk* is significantly related to this perception. Respondents that offered this latter slogan are less likely than others to think that a crash is likely to occur, a finding that is consistent with that reported in the bivariate analysis and contrary to the point of this campaign's message.

The second model in Table 30 indicates that recall of either of these slogans is significantly related to increased perceptions about the likelihood of being stopped by police when driving after drinking too much. Respondents that recall *Booze It & Lose It!* are 2.4 times more likely to think that a police stop is "almost certain" or "very likely" in comparison to those that did not offer either of these two slogans. This is expected because the message communicated through this anti-drinking-and-driving campaign is that impaired drivers will be caught. Similarly, recall of the slogan *Friends Don't Let Friends Drive Drunk* increases the likelihood of offering either the "almost certain" or "very likely" responses. In this latter case, respondents that recall *Friends Don't Let Friends Drive Drunk* are 3.2 times more likely to think that a police stop is "almost certain" or "very likely" in comparison to those that did not recall either of these slogans.

Among individual demographic attributes, only high income is statistically related to perceptions of crash likelihood in these two logit models. Individuals with incomes of at least $75,000 are less likely to think that a crash is "almost certain" or "very likely" to occur. Also, they are less likely to think that a police stop is "almost certain" or "very likely." Both of these findings are consistent with the results of the more simplistic bivariate analysis reported earlier.

The logistic regression models reported in Table 31 further indicate that recall of the *Booze It & Lose It!* slogan increases perceptions that jail time and license suspension are likely punishments for a first DWI offense. Respondents that recall this slogan are 2.8 times more likely to identify jail time, and 2.2 times more likely to identify license suspension than, are those that do not recall either slogan. In contrast, recall of the *Friends Don't Let Friends Drive Drunk* slogan is not significantly related to identifying either jail or license suspension as likely punishments. However, recall of either of these two slogans increases perceptions that a fine or ticket will be issued if convicted of a first DWI offense. Respondents that recall *Booze It & Lose It!* are twice as likely to identify a fine/ticket as a likely punishment, while those who recall *Friends Don't Let Friends Drive Drunk* are three times as likely to identify this sanction, in comparison to respondents that do not recall either slogan. Interestingly, the demographic attributes of respondents are not related to these perceptions. Considered together, these three logit models indicate that the specific content of a message does influence perceptions about likely punishments for impaired driving.

Of the 199 respondents that indicate they recall an anti-drinking-and-driving slogan, 45% (or 90) offered *Booze It & Lose It!* on their own while 72% (or 144) recognized this slogan when it was read to them. While recall of this slogan is correlated to some attitudes about drinking-and-driving punishments, is mere recognition also correlated with these perceptions? The latter is less cognitively demanding and likely to encompass a wider range of individuals, thereby implying a broader impact of a message than is implied by the task of recall.

To address this question, the relationships between recognition of the *Booze It & Lose It!* slogan and perceptions related to drinking-and-driving are examined. In analysis not reported here, among the 199 respondents that indicated they could recall a slogan used in an anti-drinking-and-driving message, no significant correlation was found between recognition of *Booze It & Lose It!* and perceptions about the likelihood of a crash nor the likelihood of a police stop. However, the binary logistic regression models reported in Table 32 do indicate that recognition of the *Booze It & Lose It!* slogan is correlated with enhanced perceptions of jail, license suspension, and fine/ticket as likely punishments for a first DWI offense. Respondents that recognize the *Booze It & Lose It!* slogan when it is read to them are nearly four times more likely to identify jail time and three times more likely to identify license suspension, than those that do not recognize it. Additionally, recognition of this slogan more than doubles the likelihood that a respondent reports a fine/ticket as a likely first DWI punishment.

In sum, most respondents (66%) do recall hearing or seeing an anti-drinking-and-driving message. These messages are most commonly in the form of an advertisement that is aired on television. Contrary to findings reported from previous GHSO surveys, the exposure to messages is not correlated with perceptions about the likelihood of a crash nor the likelihood of a police stop. However, respondents that recall seeing or hearing one of these messages are more likely to report that going to jail is a likely punishment for a first time DWI offender.

Among those respondents that recall being exposed to an anti-drinking-and-driving message, the most frequently recalled slogans are *Booze It & Lose It!* and *Friends Don't Let Friends Drive Drunk*. Individuals that recall the *Booze It & Lose It!* slogan are more likely to think that jail time, license suspension, and a fine/ticket are likely penalties for a first DWI offense. This also is the case for respondents that recognize the *Booze It & Lose It!* slogan when it is presented to them. These findings provide an indication of the success of the *Booze It & Lose It!* media campaign in Tennessee, because the heart of the campaign's message is that impaired drivers will be caught, sent to jail, and have their license suspended.

Other Traffic Safety Issues: Seat Belts and Cell Phones

In addition to the items related to drinking-and-driving, the questionnaire included several questions pertaining to seat belts and one about cell phone use. These questions were included early in the survey to help develop a rapport with survey respondents. Responses to these survey items will be examined in this section.

Seat Belt Use and Tennessee Law

The first set of items pertaining to seat belts asked respondents about their use of safety restraints while traveling in a motor vehicle. About one half of the sample was asked about their belt use while driving and the other half was asked about their belt use when riding as a passenger. Respondents were randomly selected to receive either version of this question. A consistent finding in most research on seat belt use is that drivers are more likely to buckle up than are passengers (Eby, Molnar, and Olk 2000; Eby Vivoda, and Fordyce 2002). In contrast, there is no difference in self-reported use between drivers and passengers in the January 2005 GHSO. Of the 356 respondents queried about their belt use habit while driving, 80% (or 286) report that they "always" buckle up. Similarly, 80% (or 287 out of 358) indicate they "always" use their seat belt when riding as a passenger in a motor vehicle. Only 3% "seldom" and an additional 3% "never" wear their belts when driving. Similarly, when riding as a passenger only 2% report that they "seldom" and 3% "never" use a safety belt.

These findings represent an increase in self-reported belt use when compared to previous findings. In the January 2004 GSHO survey, 72% indicated that they "always" buckle up when driving and 69% stated that they do so when they are a passenger in a motor vehicle. Additionally, the figures for belt use derived from the January 2005 GHSO are higher than those obtained in an observational survey of belt use conducted in 2005 that identified the belt use rate in Tennessee to be 74% (Cate 2005). This difference between self-reported and observed use not is not surprising because survey respondents tend to inflate self-reports of use to appear more responsible in the eyes of the interviewer (Robertson 1992; Streff and Wagenaar 1989).

For the January 2005 sample, self-reported frequency of belt use as a driver is broken down by demographic attributes in Table 33. The same breakdown for use while a passenger is presented in Table 34. Two demographic variables emerge as statistically significant correlates of belt use in both tables. First, the more education that a respondent reports, the more likely that respondent is to report they "always" wear a seat belt. Second, women are more likely than men to offer this response. Although not statistically significant, it appears that those under 15 years of age are less likely to "always" use a restraint, while high-income earners are more likely to do so.

These findings are consistent with published research on seat belt use. Studies have consistently found that higher levels of education and income are positively related to belt use (Hunter et al., 1990; Nelson et al., 1998; Shinar, 1993). Also, females are more likely to wear seat belts while those who are young are less likely to do so (Begg and Langley, 2000; Glassbrenner et al., 2004; Hunter et al., 1990; Nelson et al., 1998).

Survey respondents were also questioned about their awareness of Tennessee law and preference for primary enforcement. As originally adopted, the Tennessee adult seat belt law authorized only secondary enforcement as it was stipulated that "no citation or warrant for arrest shall be issued for a violation of this section unless a person is stopped by a law enforcement officer for a separate violation of law and is issued a citation or warrant for arrest for the separate violation" (Tennessee Code Annotated, Section 55-9-603(f)(1)). Effective

July 1, 2004, this section of Tennessee law was deleted, thereby upgrading Tennessee's statute to provide for primary enforcement (House Bill No. 3104; Senate Bill No. 2606).

In the January 2005 survey, respondents were first asked: "Does Tennessee have a law requiring seat belt use by adults?" Ninety-seven percent of the 718 respondents correctly answered "yes," while only 1% and 3% responded "no" or "don't know," respectively. Those that responded "yes" where then asked: "According to Tennessee law, can police stop a vehicle if they observe a seat belt violation when no other traffic laws have been broken?" The vast majority of survey participants (81%) responded "yes" to this question (see Figure 23), a figure that is higher than it was in the two previous GHSO surveys. It appears that Tennesseans largely are aware that the State seat belt law now provides for primary enforcement. Bivariate analysis not reported here indicates that there are no statistically significant differences across demographic groups in the awareness that the law provides for primary enforcement.

However, even before the State law was modified, this was the perception that most Tennesseans had about the mandatory use law. When this same question was asked in the two previous GHSO surveys the law only authorized secondary enforcement. Even then, seven of every ten respondents thought that they could be stopped by police for only a seat belt law violation. Less than one in five correctly responded "no" to this question in these earlier surveys.

Respondents were also asked whether police *should* be allowed to stop a vehicle if they observe a seat belt violation when no other traffic laws have been violated. In the January 2005 sample, 65% of respondents answered "yes" which is comparable to the 64% of respondents indicating support for primary enforcement in both the October 2003 and January 2004 GHSO surveys.

In sum, the vast majority of Tennesseans report that they are in the habit of wearing a safety belt when in a motor vehicle, regardless of being the driver or a passenger. Respondents are aware that Tennessee's adult seat belt law provides for primary enforcement, however, most thought this was the case even when the law only authorized secondary enforcement.

Seat Belt Use Messages

A battery of questions contained in the survey asked respondents about exposure to messages that encourage the use of safety belts while driving or riding in a motor vehicle. Sixty-one percent of respondents saw or heard a message over the past 60 days that encourage people to wear their seat belts. This figure is slightly higher than the 55% of respondents that offered this response to the same question in the January 2004 survey.

Are certain groups of individuals more likely to be exposed to these messages than others? Exposure to a message that encourages belt use is broken down by demographic attributes in Table 35. Most evident from this table is that recalling exposure to a message urging motorists to buckle up is unrelated to most demographic traits. Only two background traits

are statistically related to recalled exposure. First, men (68%) are more likely than women (57%) to recall seeing or hearing such a message. Second, age is statistically correlated with exposure, although this relationship is not straightforward. It appears that there is a slight positive relationship as the percent responding "yes" to this question increases through the first three age groups. However, the key statistical difference involves those 65+ years of age who are the least likely to recall hearing or seeing a message. These findings are consistent with that reported with the January 2004 survey, except that age was not statistically significant in this previous survey.

The respondents that recalled hearing or seeing such a message were then asked a series of questions about the nature of these messages. Exposure to these messages occurred most commonly via television (78%). Messages were seen on road signs by 32% of respondents, heard on radio by 21%, and seen in newspapers/magazines by 8%. The only significant difference in exposure via radio occurs between men (25%) and women (17%).[8] Age is negatively related to hearing a message on the radio as 29% of respondents 16-24 years of age heard a message this way, a value that drops with each successive age group to 13% of those 65+ years of age. However, this relationship between age and exposure via radio is not statistically significant.[9]

There are very few differences between the types of individuals most likely to be exposed to a message via television. The only statistically significant differences exist between urban and rural residents (83% and 72%, respectively)[10] and between the youngest age group (16-24 year olds) when compared to others (78% and 66%, respectively).[11]

Differences in exposure to messages on road signs exist in terms of socio-economic status and state region. Individuals with higher levels of education and those with higher incomes are more likely to recall seeing a message to buckle up on a road sign.[12] Residents of Middle Tennessee (41%) are more likely to report seeing such a message on a road sign than are those in the western and eastern regions of the state (31% and 25%, respectively).[13]

Clearly the most common form in which these messages are conveyed is as a commercial (80%). Only 13% indicated the message was conveyed as part of a news story. An additional 7% of respondents indicated another form.

When asked about the frequency of these messages, 74% of these respondents indicated that the frequency of belt use messages over the past 60 days was "about the same as usual," while 18 % and 8% reported that there were "more than usual" or "fewer than usual," respectively.

Of the respondents that recalled hearing or seeing a message encouraging belt use, 59% (or 256) indicated that they recalled a slogan used in these messages. These individuals were

[8] Chi-square = 3.7; probability = 0.056.
[9] Chi-square = 5.1; probability = 0.16.
[10] Chi-square = 6.5; probability = 0.069.
[11] The relationship between age (collapsed into 16-24 and 25+ age categories) equals 6.5 and has a probability value equal to 0.011.
[12] Chi-square = 7.4 (probability = 0.06) and chi-square = 8.2 (probability = 0.04), respectively.
[13] Chi-square = 6.9, probability = 0.03.

then asked to identify what the slogan they recalled. Seventy percent (or 179) of these respondents offered *Click It or Ticket* with no prompting from the interviewer. This was the most frequently offered slogan and has been the focal point of the media campaigns undertaken by the Tennessee GHSO in conjunction with NHTSA. The second most frequently offered slogan was *Buckle Up for Safety*, which was offered by 66 or 26% of these respondents. This latter slogan was used in an earlier campaign sponsored by NHTSA.

But are some individuals more likely to recall the *Click It or Ticket* slogan than others? Table 36 reports recall of this slogan by demographic attributes. None of the relationships reported in this table are statistically significant, indicating that recall does not differ across demographic groups for those individuals that can offer a slogan. However, age is related to recall of this slogan when individuals under 25 years of age are compared to all the older age groups collapsed together. Of the 28 respondents in the under 25 age group, 89% offered *Click It or Ticket* with no prompting, as compared to 67% of the 226 respondents 25 years of age or older.[14] While it appears that African Americans are less likely than others to recall this slogan, this difference is not statistically significant. These findings are consistent with those reported based on the January 2004 survey.

All survey respondents were then read four slogans and were asked to identify those that they recognize. One of those slogans read to respondents was *Click It or Ticket* and the other three were phony slogans (*Strap In*, *Seatbelts are Cool*, *Be in the Click Zone*)**.** Figure 24 indicates that *Click It or Ticket* was recognized by 82% of those that indicated they could recall a slogan, while none of the phony slogans were "recognized" by more than 16% of respondents. This suggests that the *Click It or Ticket* message stays with individuals, one indication of the success of this campaign.

In terms of correlates of slogan recognition, Table 37 indicates that only two background characteristics are related to the recognition of the *Click It and Ticket* slogan. The variable income is statistically significant, yet there is no clear pattern to indicate how this variable is related to recognition. Additionally, respondents in a large or small city are slightly more likely to recognize this slogan than are those in a town or rural area (85% and 79%, respectively). Although not statistically significant, the results do suggest that age is negatively correlated with recognition. That is, younger respondents are more likely to indicate that they recognize the *Click It or Ticket* slogan than do older respondents.

More pronounced is the fact that respondents that recall seeing or hearing an educational message encouraging seat belt use are more likely than those that do not recall to recognize the *Click It and Ticket* slogan (88% and 77%, respectively) (see Table 38). However, it is notable that even those that do not recall being exposed to a message encouraging the use of seat belts, generally do recognize this slogan.

What effects are likely associated with exposure to these messages? It is expected that messages promoting belt use would increase this behavior and heighten attitudes about Tennessee's adult mandatory use law. However, the results reported in Table 39 indicate that recalling the *Click It or Ticket* slogan is not correlated with self-reported belt use, awareness

[14] Chi-square = 5.7, probability = 0.02.

that State law provides for primary enforcement, nor support for primary enforcement in Tennessee. These same null results are found when recalled exposure to a message and recognition of the *Click It and Ticket* slogan are correlated with these variables.

Cell Phones

An additional traffic safety issue addressed in the survey relates to cell phones. An increasing amount of attention is being paid to the negative consequences on traffic safety of talking on a cell phone while driving (Lesch and Hancock 2004). Respondents in both the January 2005 and January 2004 surveys were asked: "When driving how often do you talk on a cell phone?" The distribution of responses to this item is presented in Figure 25. Of the 709 respondents sampled for the January 2005 survey, only 7% (or 51) indicated that they do not own nor have access to a cell phone. While only 8% of respondents report that they "frequently" talk on a cell phone while driving, an additional 23% admit to doing so "occasionally." The modal response to this question is "never" which was offered by 32% of respondents. The distributions of responses are similar across the two GHSO surveys that included this survey question.

Who is most likely to report using a cell phone while driving a motor vehicle? Table 40 reports the correlation between this behavior and individual demographic characteristics. Because of the small percent of "frequently" responses, this response option was combined with "always." Additionally, "rarely" and "never" were combined to create the second category reported in this table. It is clear that self-reported cell phone use is correlated with an individual's age and socio-economic status. The younger an individual is, the more likely they are to "frequently" or "occasionally" talk on a cell phone while driving. Of those under 25 years of age, 53% offered one of these two responses as compared to 30% of those 45-64 years of age. However, this behavior is even far less likely among the oldest age group as only 9% of respondents 65 years of age and older indicate that they "frequently" or "occasionally" do so.

Additionally, cell phone use appears to increase with education as 21% of respondents with less than 12 years of education "frequently" or "occasionally" talk on a cell phone while driving, as compared to 46% of those with at least 16 years of education. Similarly, the higher an individual's reported income level, the more likely they are to report "frequently" or "occasionally" using a cell phone while driving.

IMPLICATIONS

Tennesseans are concerned about the danger that drinking-and-driving poses to the community. Impaired driving is the most pressing traffic safety issue according to respondents, and it is an issue that most think is worthy of state spending. Support exists among state citizens for imposing harsher sanctions on the impaired driver and for the use of alternative intervention strategies for reducing impaired driving. Among these alternative strategies, most respondents think alternative ride programs would be effective at reducing impaired driving, as would greater liability for alcohol retailers and servers, and increasing law enforcement efforts. Tennesseans are supportive of a deterrence-based strategy and think that a law-and-order approach is effective at reducing drunk driving.

The risks involved in driving after drinking too much are not viewed by Tennesseans to be as high as safety advocates would probably like. Perceptions of risk were assessed in terms of the likelihood of having an accident and of being stopped by police. In both cases, respondents generally do not view either of these outcomes likely to occur when driving after drinking too much alcohol. This suggests that potential drinking-drivers may underestimate the safety and legal risks involved.

These perceptions also undermine the deterrent potential of Tennessee law. It is widely regarded that perceptions of the certainty of punishment are more important to deterring undesired behavior than are perceptions of the severity of punishment. While it may be easy to increase legal sanctions for impaired driving, a more effective strategy would be to increase perceptions that an impaired driver will be caught. Respondents in the January 2005 survey perceive that if they are stopped by police, arrest and conviction will likely result. However, respondents generally do not think it is very likely that someone like them would be stopped in the first place.

In terms of media campaigns, the survey provides evidence about their effectiveness. The majority of Tennessee residents are being exposed to these messages. While television appears to be the most common medium through which Tennesseans are exposed to anti-drinking-and-driving messages, the effectiveness of the message does not seem to vary by medium.

Second, exposure to these messages appears to be correlated with key attitudes about drinking-and-driving. Individuals that recall seeing or hearing an anti-drinking-and-driving message perceive a police stop after driving after drinking too much alcohol to be more likely than do others. Additionally, exposure to such a message is correlated with being more likely to identify jail time, license suspension, and a fine/ticket to be likely punishments for a first time DWI conviction. Thus, exposure to an anti-drinking-and-driving message is correlated with higher perceptions of the likelihood of detection and severity of punishment. In this way, these messages enhance the deterrent capacity of Tennessee law.

However, exposure is not consistent across all socio-demographic groups. Individuals with lower socio-economic status (i.e., education, income) are less likely to recall hearing or seeing an anti-drinking-and-driving message, as are individuals of minority races.

Additionally, these messages should define impaired driving as not being just about problem drinkers, but also being about social or casual drinkers that happen to make an error in judgment. With this sort of message individuals may be more likely to see themselves as potential impaired drivers.

STUDY LIMITATIONS

First, the January 2005 survey has a sample size that is about one half of that used in the previous two GHSO surveys. While this made it possible to conduct several additional surveys related to traffic safety issues, the smaller sample reduces the power of the statistical tests. This means that it is more difficult to find statistically significant differences based on demographic characteristics. This is especially the case with subgroups that are of interest to policy makers but do not represent a large portion of the overall population (e.g., minority races). Thus, it is more difficult to confidently conclude that differences exist between individuals from different racial backgrounds because so few respondents fall in the minority race categories in the sample.

Second, a social desirability bias can threaten the validity of any survey research project (Dillman 1978; Babbie 1990). Respondents want to come across to the interviewer as informed, thoughtful citizens. For this reason, they are more likely to offer answers to survey questions that reinforce social norms and attitudes. This bias is especially likely to influence self-reports of undesired behaviors (e.g., not wearing a seat belt), perceptions about the importance of policy issues, and attitudes about what policies should be adopted. The present survey was designed to minimize this influence by using question wording that does not promote nor condone behaviors and opinions, and asking only a couple of questions about self-reported behaviors.

Third, even with the use of random digit dialing, telephone interviews do pose challenges for obtaining a sample representative of the larger population from which the sample is drawn (Asher 1998). While the vast majority of Americans have telephones in their homes, there exists a small portion of the population that does not, notably those from lower socio-economic groups. This is likely to result in a sample that under-represents individuals from this portion of the population. Bias also may result based on who is likely to be at home on the dates and times the interviewers call (i.e., uncompleted calls) and based on who answers the telephone if someone is at home. A last bias may occur if a particular type of individual is more likely to refuse to participate in the interview than are others.

Several steps were taken to reduce these sample selection problems. First, the demographic characteristics of the sample were monitored throughout the data collection period and compared to the statewide profile. Second, the sample was compared to those obtained from other statewide surveys conducted by SSRI to ensure it did not deviate substantially from previous experience. Third, to reduce the number of uncompleted calls, five attempts were made to complete an interview before a telephone number was removed from the sample. Fourth, screening questions were used when a household was contacted to ensure a proper mix of respondents was obtained. Fifth, to reduce the number of "refusals," telephone numbers of households where contact was made but the household member declined to participate in the survey were added back to the sample and called a second time. Even with all these safeguards it is still difficult to obtain a sample that properly represents all segments of the population.

Fourth, while the survey has focused on attitudes and perceptions, few questions are included that measure actual behavior. The ultimate goal of drinking-and-driving related programs implemented in the state is to reduce the incidence of drinking-driving. It would be instructive to examine the attitudes of those who drink-and-drive (either occasionally or frequently) and compare them to those who never do so. Such a project would increase the understanding of drinking-and-driving behavior and ideally lead to more effective interventions. Furthermore, combined with multiple surveys over time, questions about drinking-and-driving behavior would increase the ability to examine the effectiveness of interventions implemented by the state.

Fifth, the reliance on closed-ended questions as the primary means of measuring attitudes and perceptions about drinking-and-driving related issues may generate responses that would be different than with the use of open-ended questions. While closed-ended questions have the advantage of being easier to respond to, to code, and to analyze, this question type reduces the possible range of responses that can be obtained. Therefore, respondents may modify their attitude or perception to correspond to the categories that are provided in the questionnaire. Several open-ended questions were included in the most recent version of the survey analyzed in this report. Future surveys on this issue may want to take greater advantage of an open-ended question format.

Sixth, question order effects and may influence responses to questions and need to be considered more closely. For instance, respondents were asked about their seat belt use habit while driving and then were asked about the same behavior when they were passengers. Also, individuals are asked for their perceptions about the punishment costs associated with drinking-and-driving after they have been asked about current laws and enforcement effort. It is possible that it is socially desirable to be consistent among survey responses, thereby influencing responses to the latter question. To minimize the bias emanating from question order, questions pertaining to a similar topic were arranged with the most general questions first, where possible. Also, questions were included to distract respondents from the topic on drinking-and-driving (e.g., cell phone use).

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APPENDIX A—GHSO SURVEY INSTRUMENT

q:intro

Hello, this is [YOUR NAME], from The University of Tennessee's Social Science Research Institute, calling on behalf of the Tennessee Governor's Highway Safety Office. We are conducting a study of opinions about public issues. The interview is completely confidential and no identifying information will be released outside our organization. It only takes a few minutes. For statistical purposes, I would like to speak to the youngest male over the age of 16.

q:S1
Including yourself, how many members of this household are age 16 or older?

Q:RESPSEX
RESPONDENT'S GENDER - DO NOT ASK
1 MALE
2 FEMALE

q:q1

To begin, I am going to read you a list of concerns that people sometimes name as problems in Tennessee. After I read each one, please tell me if you think it is very important, somewhat important, not very important, or not at all important in terms of where tax dollars should be spent.

q:q1a
How about reducing violent crime?

1 VERY IMPORTANT
2 SOMEWHAT IMPORTANT
3 NOT VERY IMPORTANT
4 NOT AT ALL IMPORTANT
8 NOT SURE
9 REFUSAL/MISSING

Q:Q1B
How about reducing spousal and child abuse?
1 VERY IMPORTANT
2 SOMEWHAT IMPORTANT
3 NOT VERY IMPORTANT
4 NOT AT ALL IMPORTANT
8 NOT SURE
9 REFUSAL/MISSING

q:q1c
How about gun control?

1 VERY IMPORTANT
2 SOMEWHAT IMPORTANT
3 NOT VERY IMPORTANT
4 NOT AT ALL IMPORTANT

8 NOT SURE
9 REFUSAL/MISSING

q:q1d
How about educational opportunities for children?
1 VERY IMPORTANT
2 SOMEWHAT IMPORTANT
3 NOT VERY IMPORTANT
4 NOT AT ALL IMPORTANT
8 NOT SURE
9 REFUSAL/MISSING

q:q1e
How about reducing drunk driving?
1 VERY IMPORTANT
2 SOMEWHAT IMPORTANT
3 NOT VERY IMPORTANT
4 NOT AT ALL IMPORTANT
8 NOT SURE
9 REFUSAL/MISSING

Q:Q28intro
I would like to ask you a few questions about some driving safety issues. For each issue I read, I would like for you to tell me if you think it is not a problem, a small problem, somewhat of a problem, very much a problem, or a severe problem.

q:q28a
How about aggressive drivers?
1 NOT A PROBLEM
2 A SMALL PROBLEM
3 SOMEWHAT OF A PROBLEM
4 VERY MUCH A PROBLEM
5 A SEVERE PROBLEM
8 NOT SURE
9 REFUSAL/MISSING

Q:Q28B
How about distracted drivers?

1 NOT A PROBLEM
2 A SMALL PROBLEM
3 SOMEWHAT OF A PROBLEM
4 VERY MUCH A PROBLEM
5 A SEVERE PROBLEM
8 NOT SURE
9 REFUSAL/MISSING

q:q28c
How about drunk drivers?
1 NOT A PROBLEM
2 A SMALL PROBLEM
3 SOMEWHAT OF A PROBLEM
4 VERY MUCH A PROBLEM
5 A SEVERE PROBLEM
8 NOT SURE
9 REFUSAL/MISSING

q:q28d
How about drivers speeding?
1 NOT A PROBLEM
2 A SMALL PROBLEM
3 SOMEWHAT OF A PROBLEM
4 VERY MUCH A PROBLEM
5 A SEVERE PROBLEM
8 NOT SURE
9 REFUSAL/MISSING

q:q28e
How about the numbers of large trucks on the road?
1 NOT A PROBLEM
2 A SMALL PROBLEM
3 SOMEWHAT OF A PROBLEM
4 VERY MUCH A PROBLEM
5 A SEVERE PROBLEM
8 NOT SURE
9 REFUSAL/MISSING

q:q28f
How about tired drivers?
1 NOT A PROBLEM
2 A SMALL PROBLEM
3 SOMEWHAT OF A PROBLEM
4 VERY MUCH A PROBLEM
5 A SEVERE PROBLEM
8 NOT SURE

9 REFUSAL/MISSING

q:q1z1
Next, I have some questions about your driving habits.
When driving how often do you talk on a cell phone?
1 FREQUENTLY
2 OCCASIONALLY
3 RARELY
4 NEVER
5 DON'T OWN OR HAVE ACCESS TO A CELL PHONE [DO NOT READ]
8 NOT SURE [DO NOT READ]
9 REFUSAL/MISSING [DO NOT READ]

q:q2Z1
When driving a motor vehicle, how often do you wear your seatbelt?
1 Always
2 Nearly always
3 Sometimes
4 Seldom
5 Never
8 Don't know [DO NOT READ]
9 Refused [DO NOT READ]

q:q2Z2
How often do you wear your seatbelt when you are a front seat passenger?
1 Always
2 Nearly always
3 Sometimes
4 Seldom
5 Never
8 Don't know [DO NOT READ]
9 Refused [DO NOT READ]

q:q2Z3
Does Tennessee have a law requiring seat belt use by adults?
1 Yes
2 No
8 Don't know
9 Refused

Q:Q3
According to Tennessee law, can police stop a vehicle if they observe a seat belt violation when no other traffic laws have been broken?
1 Yes
2 No
8 Don't know

9 Refused

Q:Q4
In your opinion, SHOULD police be allowed to stop a vehicle if they observe a seat belt violation when no other traffic laws have been broken?
1 Yes
2 No
8 Don't know
9 Refused

q:q4Z1
Now, I would like to ask you a few questions about educational or other types of activities. In the past 60 days have you seen or heard any messages that encourage people to wear their seat belts?
1 Yes
2 No
8 Don't know
9 Refused

q:q4Z2
Where did you see or hear these messages?
1 TV
2 Radio
3 Road sign
4 Newspaper/magazine
5 Something else
6 Don't know
7 Refused
8 NO MORE CHOICES

q:q4Z3
Was the message a commercial or advertisement, was it part of a news program, or was it something else?
1 Commercial/advertisements
2 News story
3 Something else
8 Don't know
9 Refusal/Missing

q:q4Z4
Would you say that the number of these messages you have seen or heard in the past 60 days is more than usual, fewer than usual, or about the same as usual?
1 More than usual
2 About the same as usual
3 Fewer than usual

8 Don't know
9 Refusal/Missing

q:q4Z5
Do you recall any slogans that were used in these messages?
1 Yes
2 No
8 Don't know
9 Refusal

q:Q4Z6
What were those slogans?
1 Click It or Ticket
2 Dummies Don't Buckle Up
3 Buckle up for safety
4 Be in the Click Zone
5 Other
6 DON'T KNOW
7 REFUSAL
8 NO MORE CHOICES

Q:Q4Z7
Which of the following slogans do you recall seeing or hearing in the past?

1 Click It or Ticket
2 Strap In
3 Seatbelts are Cool
4 Be in the Click Zone
5 None of the above
6 No more choices

q:q5
In your opinion, how effective are current laws and penalties at reducing drinking and driving. Would you say they are ....
1 Very effective
2 Somewhat effective
3 Somewhat ineffective
4 Very ineffective
8 Don't know [DO NOT READ]
9 Refused [DO NOT READ]

Q:Q6
Do you think police in your area enforce drinking-and-driving laws ...
1 Very strictly
2 Somewhat strictly
3 Not very strictly

4 Rarely
5 Not at all
8 Don't know [DO NOT READ]
9 Refused [DO NOT READ]

q:q7intro
Now, I'd like to ask you about your views regarding drinking and driving. The following questions deal with attitudes about drinking alcoholic beverages and driving. For each of the following statements, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

q:q7a
Most people who drive after drinking too much alcohol are alcoholics or problem drinkers.
1 Strongly agree
2 Somewhat agree
3 Somewhat disagree
4 Strongly disagree
8 Don't know
9 Refused

q:q7b
People should not be allowed to drive if they have been drinking any alcohol at all.
1 Strongly agree
2 Somewhat agree
3 Somewhat disagree
4 Strongly disagree
8 Don't know
9 Refused

q:q7c
Good people don't drink and drive.
1 Strongly agree
2 Somewhat agree
3 Somewhat disagree
4 Strongly disagree
8 Don't know
9 Refused

q:q7d
Drivers who drink and drive don't care about the risk they impose on others.
1 Strongly agree
2 Somewhat agree
3 Somewhat disagree
4 Strongly disagree
8 Don't know
9 Refused

q:q8
How likely are you to be involved in a crash while driving after you have had too much alcohol to drink?
1 Almost certain
2 Very likely
3 Somewhat likely
4 Somewhat unlikely
5 Very unlikely
8 Don't know [DO NOT READ]
9 Refused [DO NOT READ]

Q:Q9
Please tell me how likely each of the following events are to happen IF A PERSON SUCH AS YOURSELF DROVE AFTER HAVING TOO MUCH TO DRINK.
How likely are you to be stopped by a police officer for driving after you have had too much to drink? Is it ...
1 Almost certain
2 Very likely
3 Somewhat likely
4 Somewhat unlikely
5 Very unlikely
8 Don't know [DO NOT READ]
9 Refused [DO NOT READ]

Q:Q10
If a police officer stops you for driving while intoxicated (drunk driving), how likely would it be that you would be arrested?
Would it be .....
1 Almost certain
2 Very likely
3 Somewhat likely
4 Somewhat unlikely
5 Very unlikely
8 Don't know [DO NOT READ]
9 Refused [DO NOT READ]

Q:Q11
If you were ARRESTED for driving while intoxicated (drunk driving), what is the likelihood that you would be convicted of that offense?
Would it be...
1 Almost certain
2 Very likely
3 Somewhat likely
4 Somewhat unlikely
5 Very unlikely
8 Don't know [DO NOT READ]

9 Refused [DO NOT READ]

q:q11b
Can you think of a reason why a person arrested for drunk driving would not be convicted?

Q:Q12
What would most likely happen to a driver the FIRST TIME he or she was punished for drunk driving?
1. Nothing
2. Probation
3. License restricted
4. License suspended for a period
5. Going to jail
6. Placed in a treatment program
7. Community service
8. DWI Class
9. Reprimand/Warning
10. Fine/Ticket - (Probe for dollar amount)
11. Higher insurance
12. Points
13. Motor vehicle impounded
14. Breath-a-lizer attached to steering column
15. Other
16. Don't know
17. Refused
18. NO MORE CHOICES

q:q11a
If a ticket is issued, how much do you think the fine would be for a first drunk driving offense?

q:q12b
If given a jail sentence, how long do you think the jail term would be for a first drunk driving offense?

Q:Q15
In the past twelve months, have you actually seen a sobriety checkpoint, where drivers are stopped briefly by police to check for alcohol-impaired driving?
1 Yes
2 No
8 Don't know
9 Refused

Q:Q16
Do you think sobriety checkpoints should be used more frequently, about the same as they are now, or less frequently?

1 More frequently
2 About the same
3 Less frequently
8 Don't know
9 Refused

Q:Q17
In this last section, I am going to ask you about specific strategies that some believe will reduce or prevent drunk driving. In your opinion, how effective do you think each of the following strategies would be?
For each, please tell me if you think the strategy would be very effective, somewhat effective, not very effective, or not at all effective.

q:q17A
How about increasing police and other law enforcement efforts to arrest drunken drivers?
1 Very effective
2 Somewhat effective
3 Not very effective
4 Not at all effective
8 Don't know
9 Refused

q:q17B
How about reducing the number of places selling alcohol or making it more difficult to get alcohol at certain times or days of the week?
1 Very effective
2 Somewhat effective
3 Not very effective
4 Not at all effective
8 Don't know
9 Refused

q:q17C
How about making bars and stores that sell alcohol more legally responsible for selling to minors or drunk patrons?
1 Very effective
2 Somewhat effective
3 Not very effective
4 Not at all effective

8 Don't know
9 Refused

q:q17d
How about providing people who have had too much to drink an alternate way of getting home other than driving themselves?

1 Very effective
2 Somewhat effective
3 Not very effective
4 Not at all effective
8 Don't know
9 Refused

q:q17e
How about making treatment for alcoholism and alcohol abuse problems more available to people?
1 Very effective
2 Somewhat effective
3 Not very effective
4 Not at all effective
8 Don't know
9 Refused

q:q17F
How about prohibiting open containers of alcohol anywhere in a moving motor vehicle?
1 Very effective
2 Somewhat effective
3 Not very effective
4 Not at all effective
8 Don't know
9 Refused

q:q17g
How about publishing the names of convicted drunk drivers in a local newspaper?
1 Very effective
2 Somewhat effective
3 Not very effective
4 Not at all effective
8 Don't know
9 Refused

q:q17h
How about using educational programs to inform people aboutthe dangers of drinking and driving?
1 Very effective
2 Somewhat effective
3 Not very effective
4 Not at all effective
8 Don't know
9 Refused

q:q17i
How about stiffer penalties for a first drunk driving offense?
1 Very effective
2 Somewhat effective
3 Not very effective
4 Not at all effective
8 Don't know
9 Refused

q:q19A
In the past 60 days, have you read, seen or heard any messages discouraging people from driving after drinking alcohol?
1 Yes
2 No
8 Don't know
9 Refused

Q:Q19Z1
Where did you see or hear these messages?
1 TV
2 Radio
3 Road sign
4 Newspaper/magazine
5 Something else
6 Don't know
7 Refused
8 NO MORE CHOICES

q:q19Z2
Was the message a commercial or advertisement, was it part of news program, or was it something else?
1 Commercial/advertisements
2 News story
3 Something else
8 Don't know
9 Refusal/Missing

q:q19Z3
Would you say that the number of these messages you have seen or heard in the past 60 days is more than usual, fewer than usual, or about the same as usual?
1 More than usual
2 About the same as usual
3 Fewer than usual
8 Don't know
9 Refusal/Missing

q:q19Z4
Do you recall any slogans that were used in these messages?
1 Yes
2 No
8 Don't know
9 Refusal

q:Q19Z5
What were those slogans?
1 Booze it and Lose it
2 Think before you drink
3 Drinking and Driving equals death
4 Friends don't let friends drive drunk
5 Other
6 DON'T KNOW
7 REFUSAL
8 NO MORE CHOICES

Q:Q19Z6
Which of the following slogans do you recall seeing or hearing in the past 60 days?
1 Booze it and Lose it
2 Drive Responsibly
3 Think before you Drink
4 Drinking and Driving Equals Death
5 NONE OF THE ABOVE [DO NOT READ]
6 NO MORE CHOICES

Q:Q21
Now, I have just a few last questions ONLY to help us make sure we have included enough people from different backgrounds so that our poll will be accurate.
What is your age?
USE 999 = REFUSED

q:hhsize
How many people currently live in your household?

Q:Q22
How many children, under 18 years of age, currently reside in your household? Please do not count students living away from home or boarders.
USE 88 = DON'T KNOW
USE 99 = REFUSED

Q:Q23
Which racial category best describes you?
1 White
2 Black

3 Asian
4 Native American or Alaskan Native
5 Hispanic
6 Other
8 Don't know
9 Refused

Q:q24
What is the highest grade or year of school you have completed?
High School Diploma / GED = 12
Associate's Degree = 14
Bachelor's Degree = 16
Graduate Degree = 19
USE 88 = DON'T KNOW
USE 99 = REFUSED

Q:Q25
Are you currently married, divorced, separated, widowed, or single?
1 Married
2 Divorced
3 Separated
4 Widowed
5 Single
8 Don't know
9 Refused

Q:Q26
Which of the following categories best describes your total household income before taxes in 2003? Your best estimate is fine. Would it be ...
1 Less than $5,000
2 $5,000 to less than $15,000
3 $15,000 to less than $30,000
4 $30,000 to less than $50,000
5 $50,000 to less than $75,000
6 $75,000 to less than $100,000
7 $100,000 or more
8 Don't know [DO NOT READ]
9 Refused [DO NOT READ]

q:county
t:1 2
What county do you currently live in? [USE 888 NOT SURE/ 999 REFUSAL]

01	Anderson	23 Dyer	45 Jefferson	67 Overton	89 Warren
02	Bedford	24 Fayette	46 Johnson	68 Perry	90 Washington
03	Benton	25 Fentress	47 Knox	69 Pickett	91 Wayne

04	Bledsoe	26 Franklin	48 Lake	70	Polk	92 Weakley	
05	Blount	27 Gibson	49 Lauderdale	71	Putnam	93 White	
06	Bradley	28 Giles	50 Lawrence	72	Rhea	94 Williamson	
07	Campbell	29 Grainger	51 Lewis	73	Roane	95 Wilson	
08	Cannon	30 Greene	52 Lincoln	74	Robertson		
09	Carroll	31 Grundy	53 Loudon	75	Rutherford		
10	Carter	32 Hamblen	54 McMinn	76	Scott		
11	Cheatham	33 Hamilton	55 McNairy	77	Sequatchie		
12	Chester	34 Hancock	56 Macon	78	Sevier		
13	Claiborne	35 Hardeman	57 Madison	79	Shelby		
14	Clay	36 Hardin	58 Marion	80	Smith		
15	Cocke	37 Hawkins	59 Marshall	81	Stewart		
16	Coffee	38 Haywood	60 Maury	82	Sullivan		
17	Crockett	39 Henderson	61 Meigs	83	Sumner		
18	Cumberland	40 Henry	62 Monroe	84	Tipton		
19	Davidson	41 Hickman	63 Montgomery	85	Trousdale		
20	Decatur	42 Houston	64 Moore	86	Unicoi		
21	DeKalb	43 Humphreys	65 Morgan	87	Union		
22	Dickson	44 Jackson	66 Obion	88	Van Buren		

Q:Q27
Which of the following best describes where you live? Do you live in a large city (over 100,000 people), a small city (between 20,000 and 100,000 people, a town (between 5,000 and 20,000 people), a small town (Fewer than 5,000 people), or in a rural area?

1	LARGE CITY
2	SMALL CITY
3	TOWN
4	SMALL TOWN
5	RURAL
8	DON'T KNOW
9	REFUSED

Q:Q27A
Do you live on a farm?

1	YES
2	NO
8	DON'T KNOW
9	REFUSED

Q:CLOSE
Thank you. That is all of our questions and have a great day.
ENTER YOUR INTERVIEWER ID

APPENDIX B—SAMPLE WEIGHTS BY RACE AND AGE

Sample Weights by Race and Age

Race	Age	Population Proportion	Sample Proportion	Weight
1 White	1 16-29	0.1798	0.1183	1.5194
1 White	2 30-39	0.1515	0.1324	1.1440
1 White	3 40-49	0.1661	0.2042	0.8133
1 White	4 50-59	0.1343	0.1972	0.6810
1 White	5 60+	0.1866	0.2239	0.8332
2 African American	1 16-29	0.0433	0.0254	1.7076
2 African American	2 30-39	0.0304	0.0197	1.5395
2 African American	3 40-49	0.0307	0.0225	1.3623
2 African American	4 50-59	0.0216	0.0169	1.2753
2 African American	5 60+	0.0216	0.0127	1.7052
3 Other	1 16-29	0.0105	0.0070	1.4871
3 Other	2 30-39	0.0096	0.0070	1.3569
3 Other	3 40-49	0.0066	0.0085	0.7819
3 Other	4 50-59	0.0039	0.0014	2.8034
3 Other	5 60+	0.0037	0.0028	1.3136

APPENDIX C—SAMPLE DISTRIBUTION BY COUNTY

Sample Distribution by County

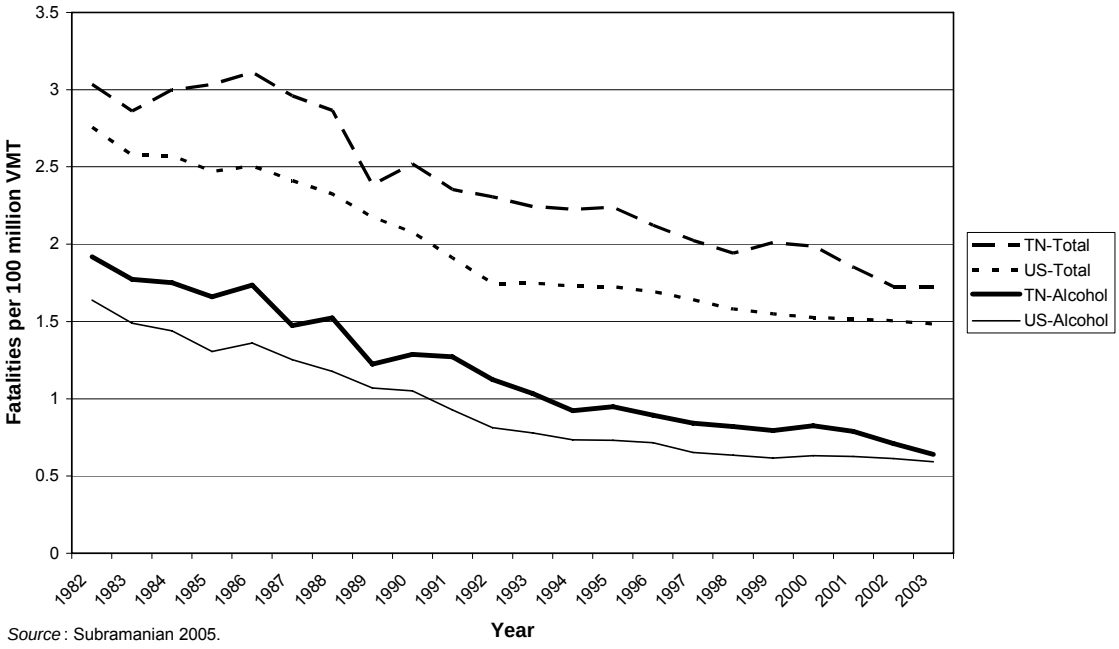
County	Number in Sample	Percent of Sample	Percent of State Population
Anderson	17	2.36	1.25
Bedford	3	0.42	0.66
Benton	3	0.42	0.29
Bledsoe	3	0.42	0.22
Blount	26	3.62	1.86
Bradley	9	1.25	1.55
Campbell	9	1.25	0.70
Cannon	0	0.00	0.23
Carroll	10	1.39	0.52
Carter	4	0.56	1.00
Cheatham	5	0.70	0.63
Chester	3	0.42	0.27
Claiborne	4	0.56	0.52
Clay	0	0.00	0.14
Cocke	6	0.83	0.59
Coffee	8	1.11	0.84
Crockett	4	0.56	0.26
Cumberland	8	1.11	0.82
Davidson	58	8.07	10.02
Decatur	1	0.14	0.21
Dekalb	3	0.42	0.31
Dickson	8	1.11	0.76
Dyer	4	0.56	0.66
Fayette	2	0.28	0.51
Fentress	1	0.14	0.29
Franklin	3	0.42	0.69
Gibson	6	0.83	0.85
Giles	4	0.56	0.52
Grainger	1	0.14	0.36
Greene	6	0.83	1.11
Grundy	3	0.42	0.25
Hamblen	6	0.83	1.02
Hamilton	32	4.45	5.41
Hancock	0	0.00	0.12
Hardeman	2	0.28	0.49
Hardin	2	0.28	0.45
Hawkins	8	1.11	0.94
Haywood	3	0.42	0.35
Henderson	5	0.70	0.45
Henry	5	0.70	0.55
Hickman	3	0.42	0.39
Houston	2	0.28	0.14
Humphreys	3	0.42	0.32
Jackson	2	0.28	0.19
Jefferson	15	2.09	0.78
Johnson	4	0.56	0.31
Knox	68	9.46	6.71
Lake	0	0.00	0.14
Lauderdale	2	0.28	0.48
Lawrence	5	0.70	0.70
Lewis	2	0.28	0.20
Lincoln	3	0.42	0.55
Loudon	5	0.70	0.69
McMinn	7	0.97	0.86
McNairy	6	0.83	0.43
Macon	1	0.14	0.36
Madison	15	2.09	1.61
Marion	5	0.70	0.49
Marshall	4	0.56	0.47
Maury	6	0.83	1.22
Meigs	0	0.00	0.19
Monroe	5	0.70	0.68
Montgomery	9	1.25	2.37
Moore	0	0.00	0.10
Morgan	3	0.42	0.35
Obion	4	0.56	0.57
Overton	2	0.28	0.35
Perry	1	0.14	0.13
Pickett	0	0.00	0.09
Polk	2	0.28	0.28
Putnam	4	0.56	1.10
Rhea	2	0.28	0.50
Roane	11	1.53	0.91
Robertson	9	1.25	0.96
Rutherford	20	2.78	3.20
Scott	1	0.14	0.37
Sequatchie	0	0.00	0.20
Sevier	13	1.81	1.25
Shelby	85	11.82	15.77
Smith	4	0.56	0.31
Stewart	3	0.42	0.22
Sullivan	21	2.92	2.69
Sumner	16	2.23	2.29
Tipton	7	0.97	0.90
Trousdale	1	0.14	0.13
Unicoi	0	0.00	0.31
Union	1	0.14	0.31
Van Buren	0	0.00	0.10
Warren	2	0.28	0.67
Washington	17	2.36	1.88
Wayne	4	0.56	0.30
Weakley	4	0.56	0.61
White	1	0.14	0.41
Williamson	13	1.81	2.23
Wilson	11	1.53	1.56
Total	2018	100%	100%

APPENDIX D—TENNESSEE COUNTIES BY STATE REGION

Tennessee Counties by State Region

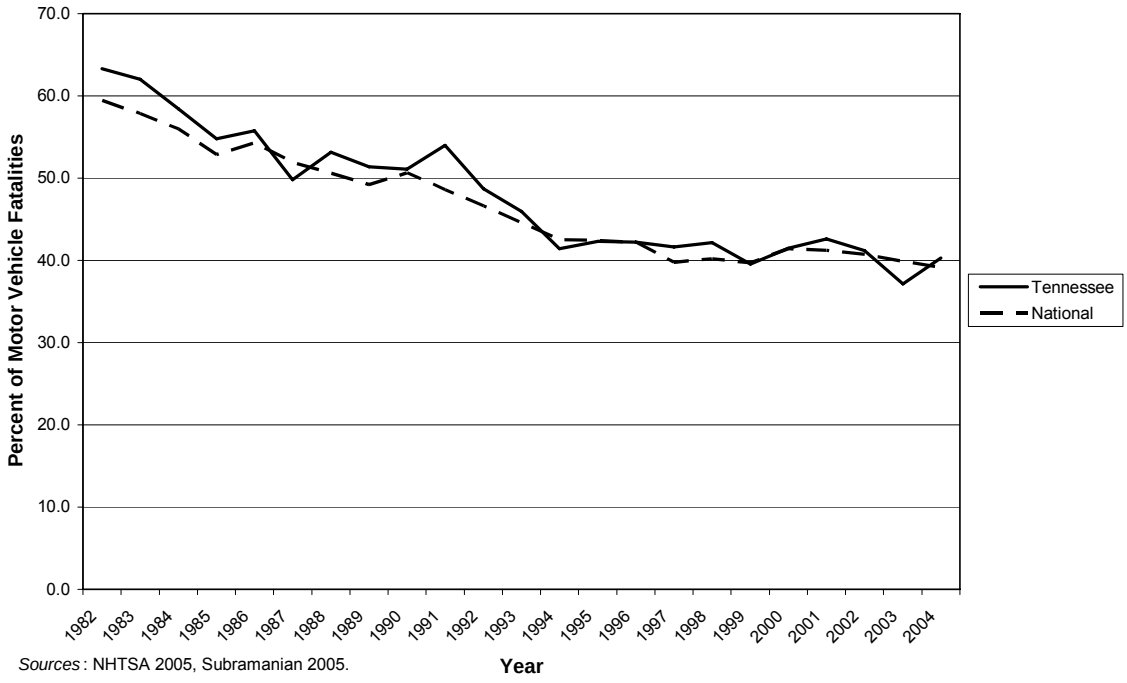
West Tennessee	Middle Tennessee	East Tennessee
47005 Benton	47003 Bedford	47001 Anderson
47017 Carroll	47007 Bledsoe	47009 Blount
47023 Chester	47015 Cannon	47011 Bradley
47033 Crockett	47021 Cheatham	47013 Campbell
47039 Decatur	47027 Clay	47019 Carter
47045 Dyer	47031 Coffee	47025 Claiborne
47047 Fayette	47035 Cumberland	47029 Cocke
47053 Gibson	47037 Davidson	47057 Grainger
47069 Hardeman	47041 Dekalb	47059 Greene
47071 Hardin	47043 Dickson	47063 Hamblen
47075 Haywood	47049 Fentress	47065 Hamilton
47077 Henderson	47051 Franklin	47067 Hancock
47079 Henry	47055 Giles	47073 Hawkins
47095 Lake	47061 Grundy	47089 Jefferson
47097 Lauderdale	47081 Hickman	47091 Johnson
47109 McNairy	47083 Houston	47093 Knox
47113 Madison	47085 Humphreys	47105 Loudon
47131 Obion	47087 Jackson	47107 McMinn
47157 Shelby	47099 Lawrence	47123 Monroe
47167 Tipton	47101 Lewis	47129 Morgan
47183 Weakley	47103 Lincoln	47139 Polk
	47111 Macon	47143 Rhea
	47115 Marion	47145 Roane
	47117 Marshall	47151 Scott
	47119 Maury	47155 Sevier
	47125 Montgomery	47163 Sullivan
	47127 Moore	47171 Unicoi
	47133 Overton	47173 Union
	47135 Perry	47179 Washington
	47137 Pickett	
	47141 Putnam	
	47147 Robertson	
	47149 Rutherford	
	47153 Sequatchie	
	47159 Smith	
	47161 Stewart	
	47165 Sumner	
	47169 Trousdale	
	47175 Van Buren	
	47177 Warren	
	47181 Wayne	
	47185 White	
	47187 Williamson	
	47189 Wilson	

Figure 1
Total and Alcohol-Related Motor Vehicle Fatality Rates, 1982-2003



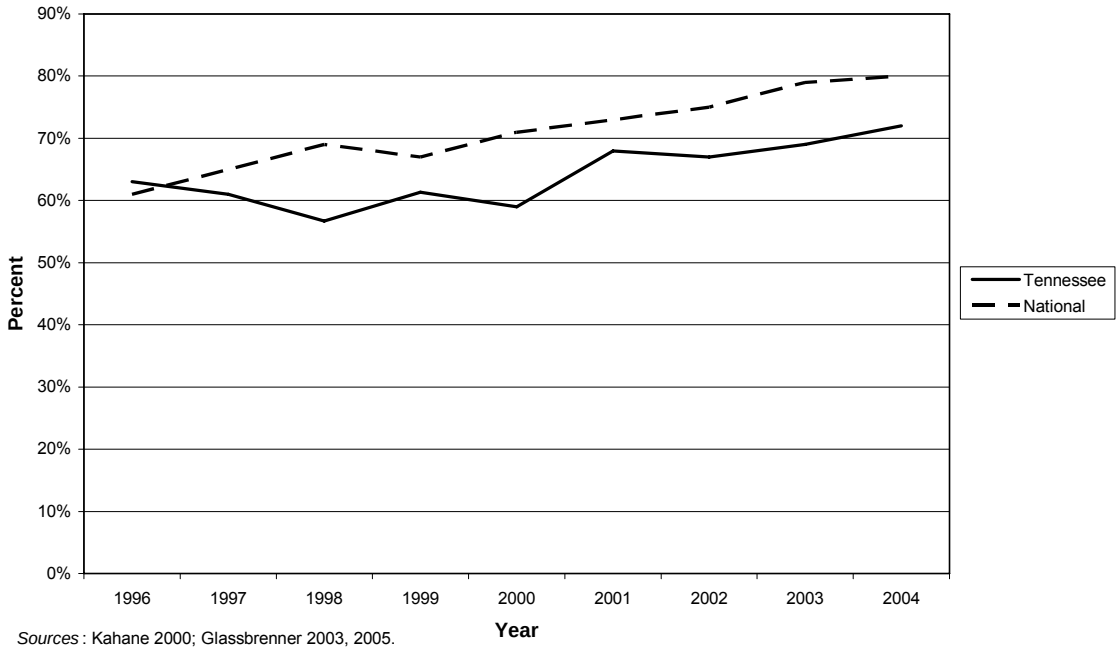
Source: Subramanian 2005.

Figure 2
Percent of Alcohol-Related Motor Vehicle Fatalities, 1982-2004



Sources: NHTSA 2005, Subramanian 2005.

Figure 3
Annual Observed Safety Belt Use Rates, 1996-2004



Sources : Kahane 2000; Glassbrenner 2003, 2005.

Table 1
Comparison of Sample and Tennessee Census Demographics

	Sample		Census	
State Region (Total N = 719)	**N**	**%**	**%**	
West Tennessee	173	24.2	26.4	
Middle Tennessee	225	31.3	38.1	
East Tennessee	321	44.6	35.5	
Missing Data	0			
Race[1] (N = 717)			(of pop. 16+ yrs)	
White	628	87.6	81.8	
African American	70	9.8	14.7	
Other	19	2.7	3.4	
Missing data	2			
Age (N = 711)			(of pop. 16+ yrs)	
16-24	65	9.1	14.8	
25-44	235	33.1	38.0	
45-64	291	40.9	31.8	
65+	120	16.9	15.4	
Missing data	8			
Education (N = 642)	(of sample 25+ yrs)		(of pop 25+ yrs)	
< 12 years	61	9.5	24.1	
12 years	208	32.4	31.6	
13-15 years	175	27.3	24.8	
16-20 years	198	30.8	19.6	
Missing data	4			
Income (N = 614)			(of pop. 16+ yrs)	
<$30,000	193	31.4	32.9	
$30,000-49,999	162	26.4	23.4	
$50,000-74,999	122	19.9	21.3	
$75,000+	137	22.3	22.4	
Missing Data	105			
Sex (N = 719)			(of pop. 16+yrs)	
Male	337	46.9	47.9	
Female	382	53.1	52.1	
Missing data	0			

[1] Of those identifying one race.

Figure 4
Importance of Addressing Public Issues (Q1a-e): Percent Responding "Very Important"

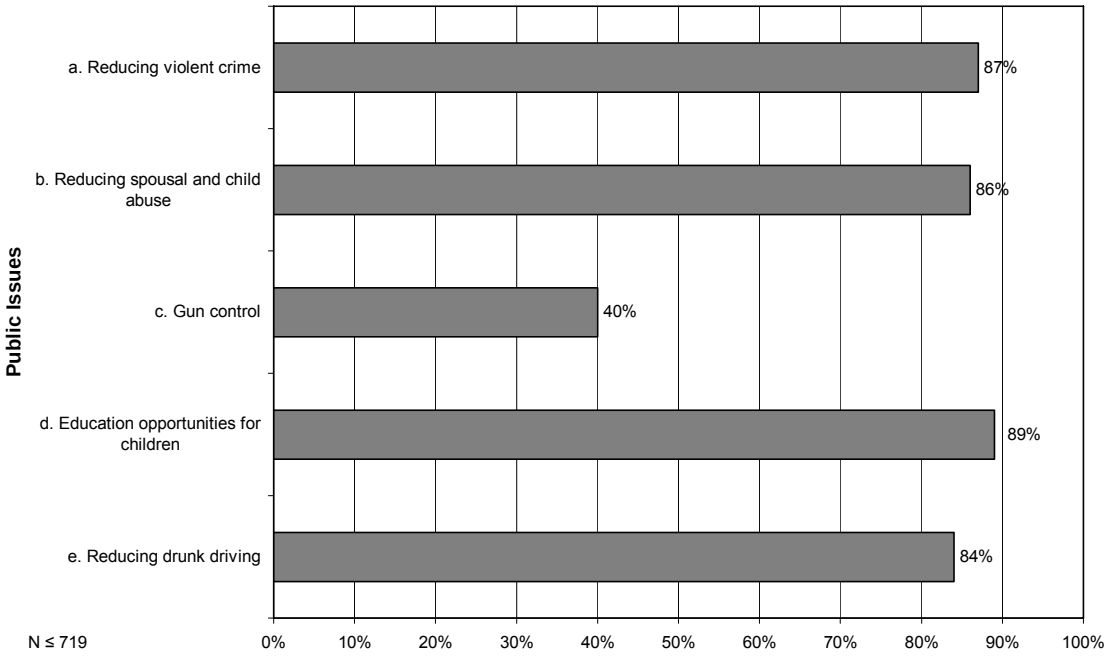


Figure 5
Perceptions of Traffic Safety Issues (Q28a-f):
Percent Responding "Very Much a Problem" or "A Severe Problem"

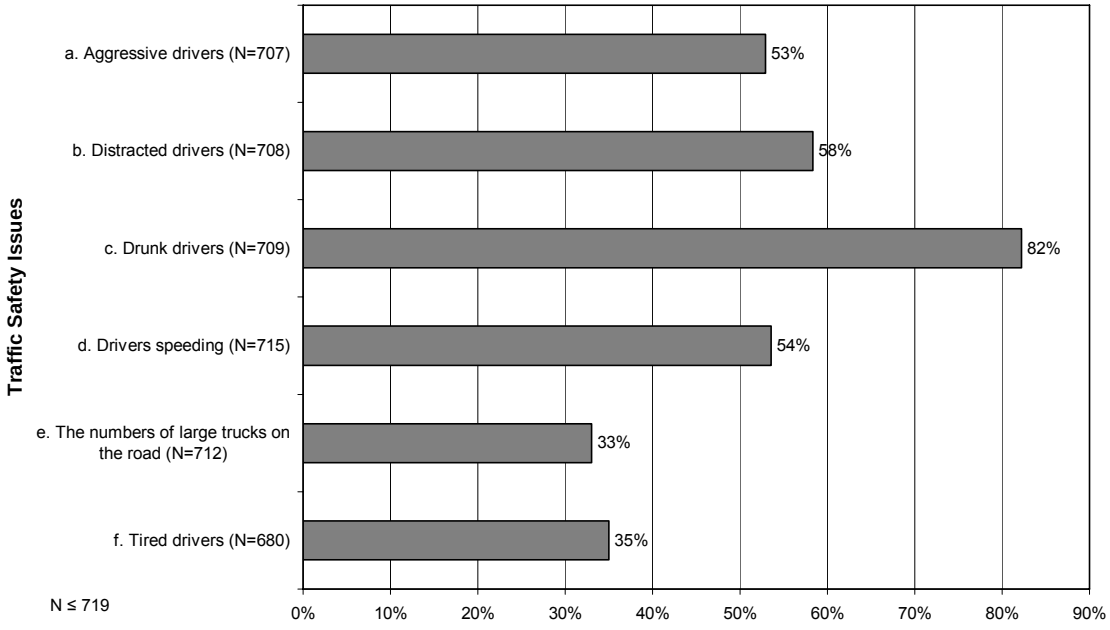
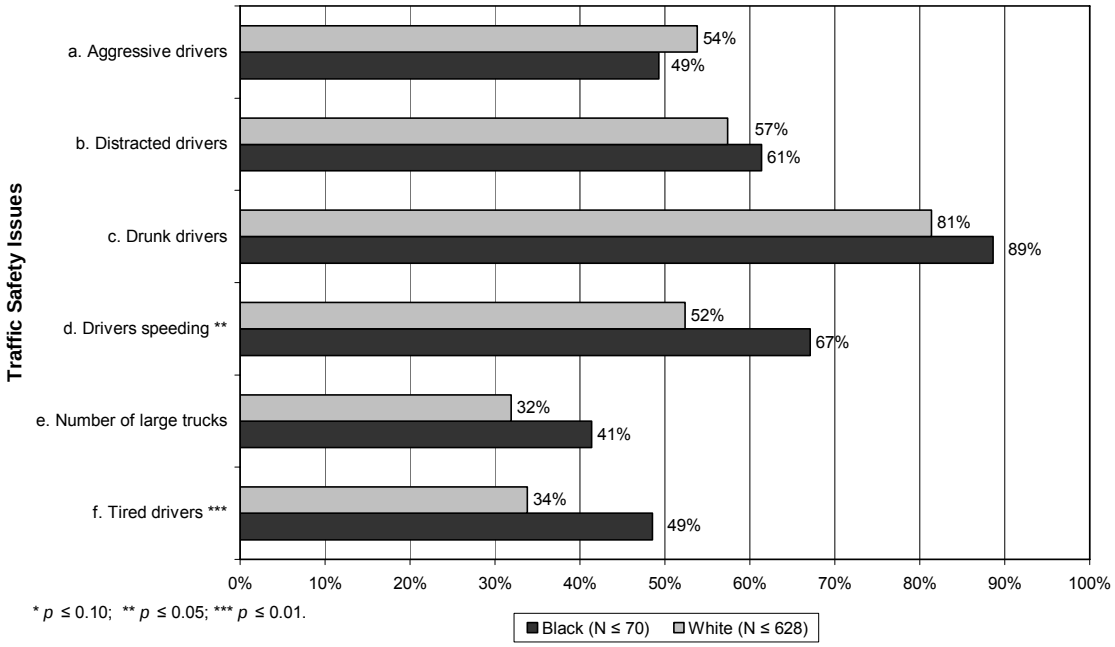
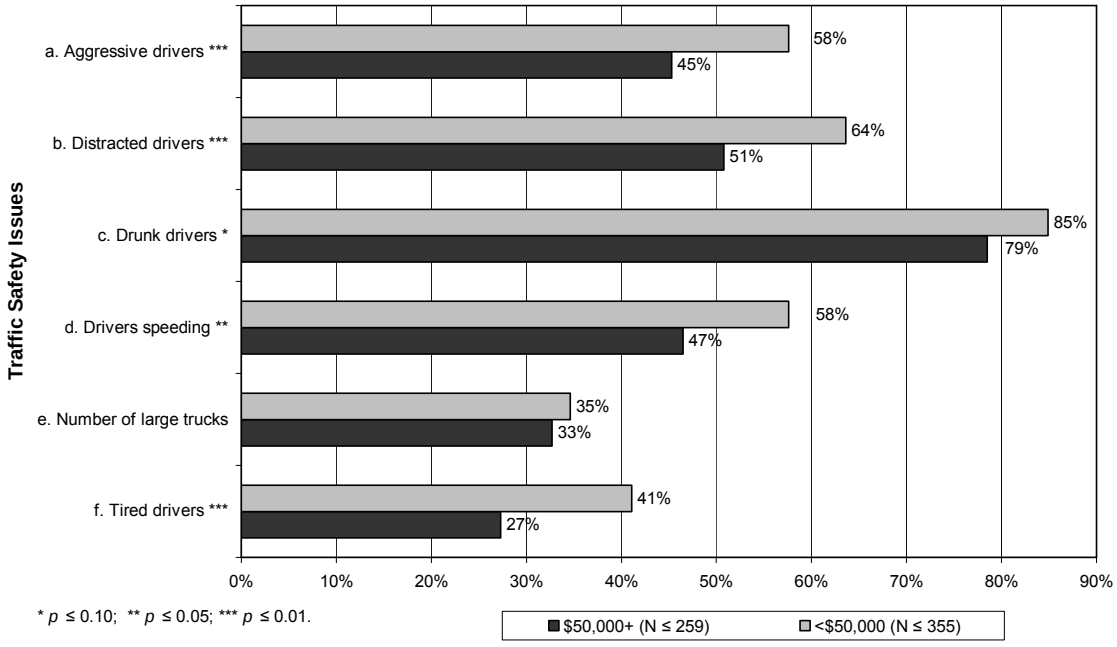


Figure 6
Perceptions of Traffic Safety (Issues Q28a-f):
Percent Responding "Very Much a Problem" or "A Severe Problem" by Race



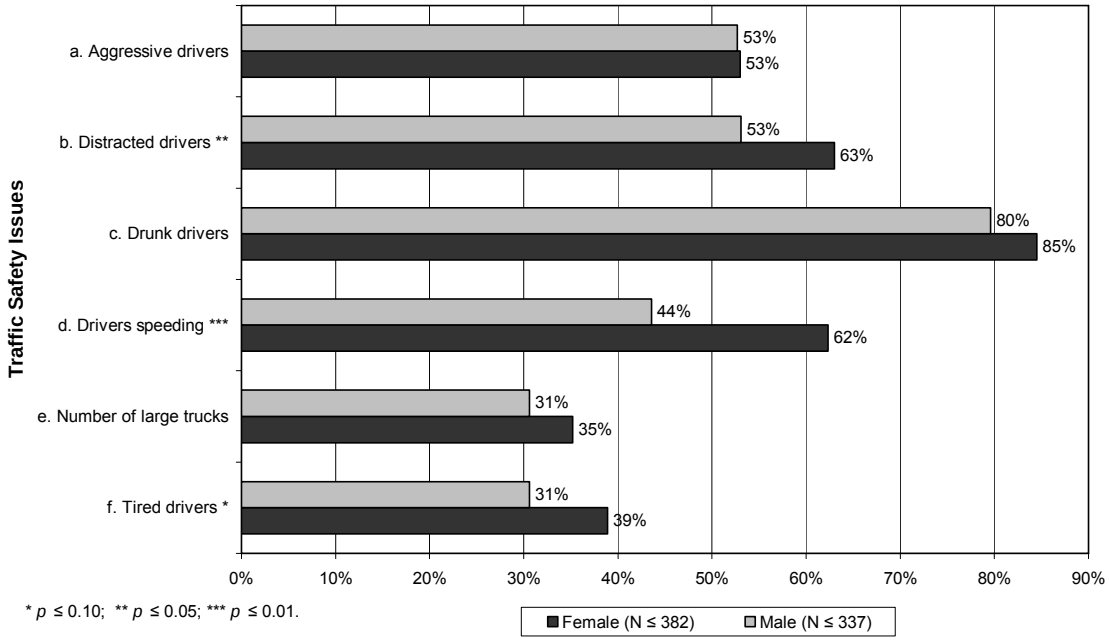
* $p \leq 0.10$; ** $p \leq 0.05$; *** $p \leq 0.01$.

Figure 7
Perceptions of Traffic Safety Issues (Q28a-f):
Percent Responding "Very Much a Problem" or "A Severe Problem" by Income



* $p \leq 0.10$; ** $p \leq 0.05$; *** $p \leq 0.01$.

Figure 8
Perceptions of Traffic Safety Issues (Q28a-f):
Percent Responding "Very Much a" or "A Severe" Problem by Sex



* $p \leq 0.10$; ** $p \leq 0.05$; *** $p \leq 0.01$.

Table 2
Severity of Traffic Safety Issues (Q28a-f) by Age

Problem with… (Q28)	Age				χ^2
	16-24 years	25-44 years	45-64 years	65+ years	
a. Aggressive drivers	35.4	47.3	55.6	66.9	20.7***
b. Distracted drivers	51.5	60.5	56.4	61.4	2.5
c. Drunk drivers	73.9	80.1	81.6	92.3	11.8***
d. Drivers speeding	56.2	48.0	54.3	60.5	5.4
e. Number of large trucks	23.1	30.9	34.1	39.8	6.0
f. Tired drivers	33.9	30.7	33.9	48.1	10.2**

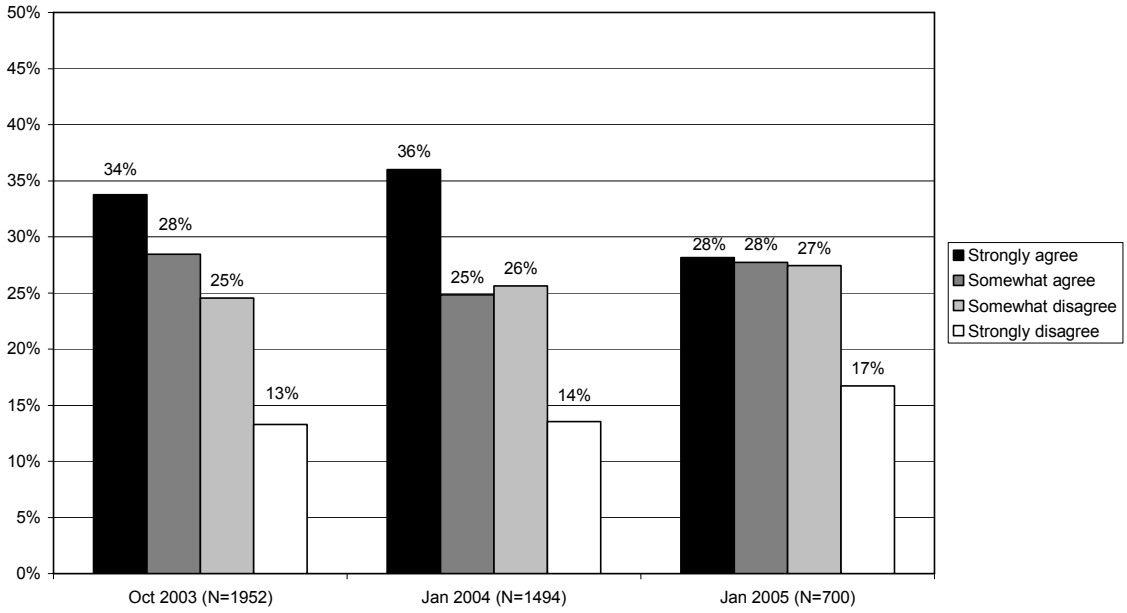
Cell entries are percent of respondents offering the responses "very much a problem" or "a severe problem."
* Probability ≤ 0.10; **Probability ≤ 0.05; ***Probability ≤ 0.01.
N ≤ 719.

Table 3
Severity of Traffic Safety Issues (Q28a-f) by Education

Problem with… (Q28)	Education				χ^2
	< 12 years	12 years	13-15 years	16-20 years	
a. Aggressive drivers	53.1	53.4	53.4	52.4	0.1
b. Distracted drivers	62.0	60.7	58.4	53.9	2.7
c. Drunk drivers	90.2	84.4	83.1	76.4	9.1**
d. Drivers speeding	58.5	56.5	50.8	51.9	2.4
e. Number of large trucks	35.4	30.8	29.3	38.5	4.6
f. Tired drivers	53.8	35.8	32.9	28.5	16.3***

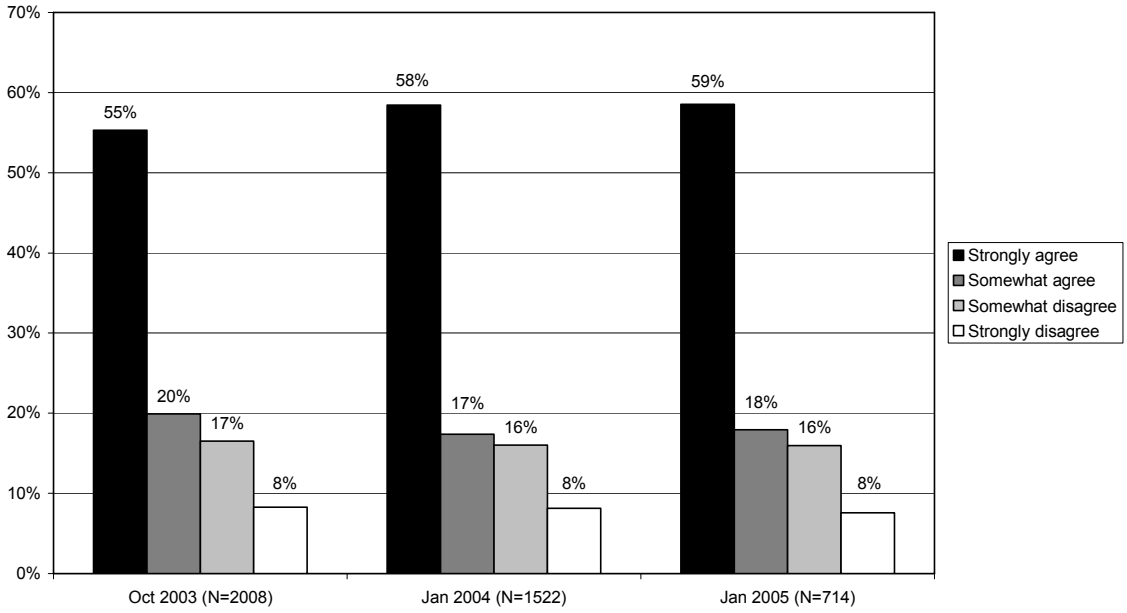
Cell entries are percent of respondents offering the responses "very much a problem" or "a severe problem."
* Probability ≤ 0.10; **Probability ≤ 0.05; ***Probability ≤ 0.01.
N ≤ 719.

Figure 9
Perceptions of Drinking Drivers as Problem Drinkers (Q7a)



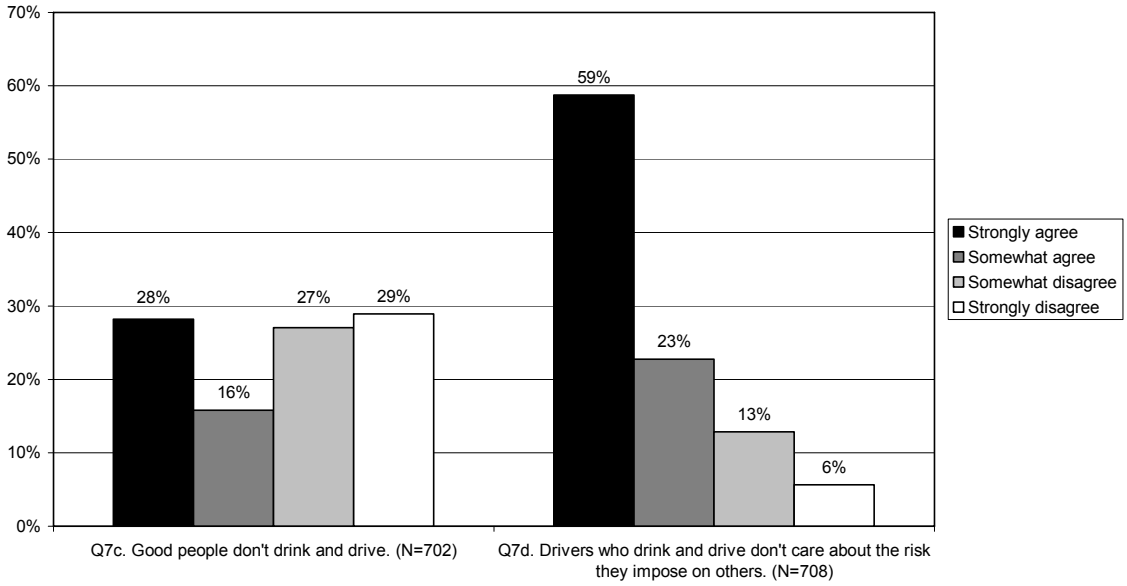
Most people who drive after drinking too much alcohol are alcoholics or problem drinkers.

Figure 10
Attitudes on Driving After Drinking Any Alcohol (Q7b)



People should not be allowed to drive if they have been drinking any alcohol at all.

Figure 11
Attitudes on Drinking Divers (Q7c-d)



Survey Items

Table 4
Attitudes on Drinking Drivers as Problem Drinkers (Q7a)
by Demographic Variables

Age (Total N = 692)	**Strongly/ Somewhat Agree**	**Strongly/ Somewhat Disagree**	**N**	χ^2
16-24 years	56.9	43.1	65	10.7**
25-44 years	48.9	51.1	233	
45-64 years	56.6	43.4	286	
65+ years	67.6	32.4	108	
Race (N = 698)				
White	55.1	44.9	610	1.2
African American	61.4	38.6	70	
Other	61.1	38.9	18	
Education (N = 693)				
< 12 years	72.7	27.3	77	22.5***
12 years	60.8	39.2	222	
13-15 years	55.3	44.7	188	
16-20 years	44.2	55.8	206	
Income (N = 599)				
<$30,000	62.6	37.4	187	5.2
$30,000-49,999	53.8	46.2	158	
$50,000-74,999	51.7	48.3	120	
$75,000+	52.2	47.8	134	
Place of Residence (N =685)				
Large/small city	55.0	45.0	367	0.4
Town/rural area	57.5	42.5	318	
Sex (N = 700)				
Male	58.2	41.8	328	1.4
Female	53.8	46.2	372	
Region (N = 700)				
East Tennessee	56.3	43.7	309	2.4
Middle Tennessee	52.1	47.9	219	
West Tennessee	59.9	40.1	172	

Cell entries are row percents that add up to 100.0% across the row.
* Probability ≤ 0.10; **Probability ≤ 0.05; ***Probability ≤ 0.01.

Table 5
Attitudes on No Driving After Drinking Any Alcohol (Q7b)
by Demographic Variables

Age (Total N = 706)	**Strongly/ Somewhat Agree**	**Strongly/ Somewhat Disagree**	**N**	χ^2
16-24 years	84.4	15.6	64	13.1***
25-44 years	79.4	20.6	233	
45-64 years	69.7	30.3	290	
65+ years	82.4	17.6	119	
Race (N = 712)				
White	74.6	25.4	623	8.6**
African American	88.6	11.4	70	
Other	89.5	10.5	19	
Education (N = 707)				
< 12 years	90.1	9.9	81	31.0***
12 years	82.3	17.7	226	
13-15 years	77.6	22.4	192	
16-20 years	63.9	36.1	208	
Income (N = 610)				
<$30,000	88.0	12.0	192	48.1***
$30,000-49,999	78.4	21.6	162	
$50,000-74,999	79.3	20.7	121	
$75,000+	55.6	44.4	135	
Place of Residence (N =699)				
Large/small city	70.7	29.3	375	13.9***
Town/rural area	82.7	17.3	324	
Sex (N = 714)				
Male	68.4	31.6	335	22.1***
Female	83.6	16.4	379	
Region (N = 714)				
East Tennessee	77.4	22.6	318	2.3
Middle Tennessee	73.1	26.9	223	
West Tennessee	79.2	20.8	137	

Cell entries are row percents that add up to 100.0% across the row.
* Probability ≤ 0.10; **Probability ≤ 0.05; ***Probability ≤ 0.01.

Table 6
Attitudes on Good People Don't Drink and Drive (Q7c)
by Demographic Variables

Age (Total N = 694)	**Strongly/ Somewhat Agree**	**Strongly/ Somewhat Disagree**	**N**	χ^2
16-24 years	36.9	63.1	65	32.9***
25-44 years	35.2	64.8	233	
45-64 years	43.4	56.6	286	
65+ years	67.3	32.7	110	
Race (N = 700)				
White	43.9	56.1	613	0.2
African American	44.9	55.1	69	
Other	38.9	61.1	18	
Education (N = 695)				
< 12 years	62.8	37.2	78	14.3***
12 years	44.6	55.4	224	
13-15 years	40.2	59.8	189	
16-20 years	39.2	60.8	204	
Income (N = 602)				
<$30,000	55.6	44.4	189	18.3***
$30,000-49,999	41.5	58.5	159	
$50,000-74,999	34.5	65.5	119	
$75,000+	36.3	63.7	135	
Place of Residence (N =688)				
Large/small city	42.9	57.1	371	0.6
Town/rural area	45.7	54.3	317	
Sex (N = 702)				
Male	45.2	54.8	332	0.3
Female	43.0	57.0	370	
Region (N = 702)				
East Tennessee	45.6	54.4	316	0.9
Middle Tennessee	44.0	56.0	218	
West Tennessee	41.1	58.9	168	

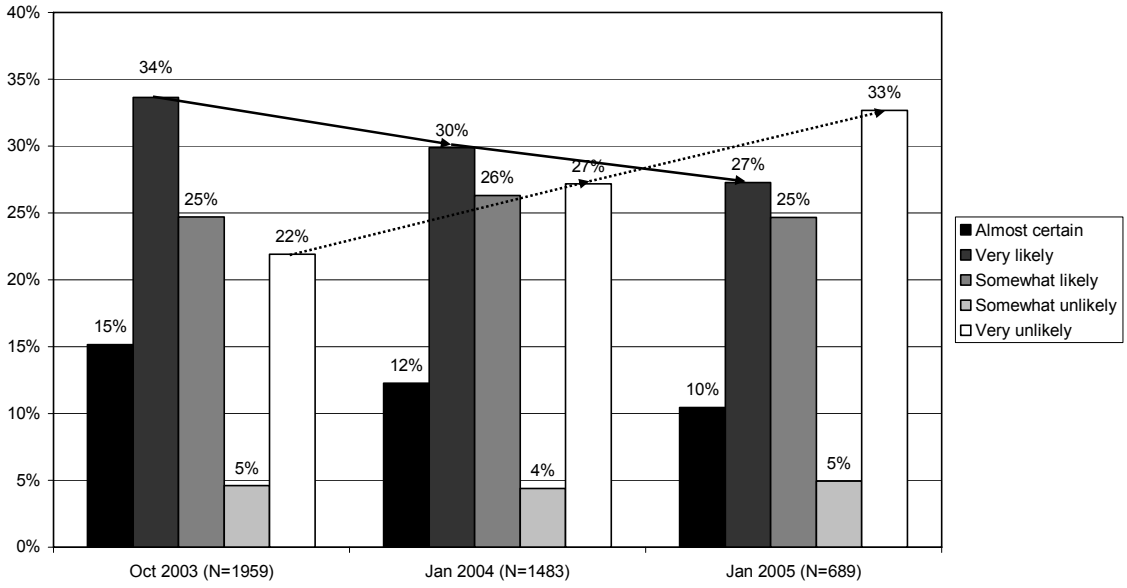
Cell entries are row percents that add up to 100.0% across the row.
* Probability ≤ 0.10; **Probability ≤ 0.05; ***Probability ≤ 0.01.

Table 7
Attitudes on Drinking-Drivers Don't Care About Risk Imposed on Others (Q7b) by Demographic variables

Age (Total N = 700)	**Strongly/ Somewhat Agree**	**Strongly/ Somewhat Disagree**	**N**	χ^2
16-24 years	78.1	21.9	64	9.0**
25-44 years	79.8	20.2	233	
45-64 years	79.8	20.2	287	
65+ years	91.4	8.6	116	
Race (N = 706)				
White	82.0	18.0	617	1.3
African American	78.6	21.4	70	
Other	73.7	26.3	19	
Education (N = 701)				
< 12 years	78.8	21.3	80	6.2
12 years	84.4	15.6	224	
13-15 years	84.6	15.4	188	
16-20 years	76.6	23.4	209	
Income (N = 607)				
<$30,000	84.2	15.8	190	11.0**
$30,000-49,999	85.8	14.2	162	
$50,000-74,999	82.4	17.6	119	
$75,000+	72.1	27.9	136	
Place of Residence (N =693)				
Large/small city	81.2	18.8	372	0.1
Town/rural area	81.9	18.1	321	
Sex (N = 708)				
Male	79.5	20.5	332	1.6
Female	83.2	16.8	376	
Region (N = 708)				
East Tennessee	83.8	16.2	315	3.7
Middle Tennessee	81.9	18.1	221	
West Tennessee	76.7	23.3	172	

Cell entries are row percents that add up to 100.0% across the row.
* Probability ≤ 0.10; **Probability ≤ 0.05; ***Probability ≤ 0.01.

Figure 12
Perceptions of Crash Likelihood When Driving After Drinking Too Much (Q8)



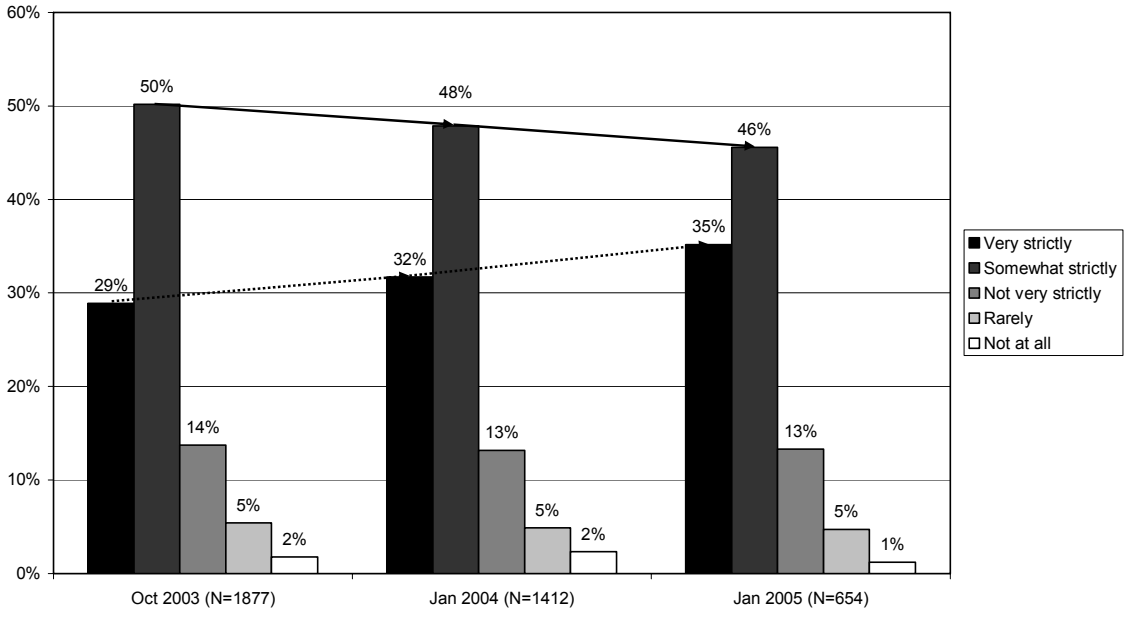
How likely are you to be involved in a crash while driving after you have had too much alcohol to drink?

Table 8
Perceptions of Crash Likelihood (Q8)
by Demographic Variables

Age (Total N = 681)	**Almost Certain or Very Likely**	**Other**[1]	**N**	χ^2
16-24 years	41.5	58.5	65	3.6
25-44 years	41.7	58.3	230	
45-64 years	34.1	65.9	276	
65+ years	37.3	62.7	110	
Race (N = 687)				
White	37.6	62.4	601	1.5
African American	42.6	57.4	68	
Other	27.8	72.2	18	
Education (N = 682)				
< 12 years	43.8	56.3	80	5.5
12 years	41.2	58.8	216	
13-15 years	39.0	61.0	187	
16-20 years	31.7	68.3	199	
Income (N = 590)				
<$30,000	39.0	61.0	187	6.2
$30,000-49,999	44.2	55.8	156	
$50,000-74,999	38.6	61.4	114	
$75,000+	30.1	69.9	133	
Place of Residence (N = 674)				
Large/small city	36.4	63.6	354	0.9
Town/rural area	40.0	60.0	320	
Sex (N = 689)				
Male	33.8	66.2	331	4.1**
Female	41.3	58.7	358	
Region (N = 689)				
East Tennessee	39.9	60.1	308	2.0
Middle Tennessee	34.0	66.0	212	
West Tennessee	38.5	61.5	169	

[1] Includes the categories "somewhat likely," "somewhat unlikely," and "very unlikely."
Cell entries are row percents that add up to 100.0% across the row.
* Probability ≤ 0.10; **Probability ≤ 0.05; ***Probability ≤ 0.01.

Figure 13
Attitudes About Enforcement of Drinking-and-Driving Laws (Q6)



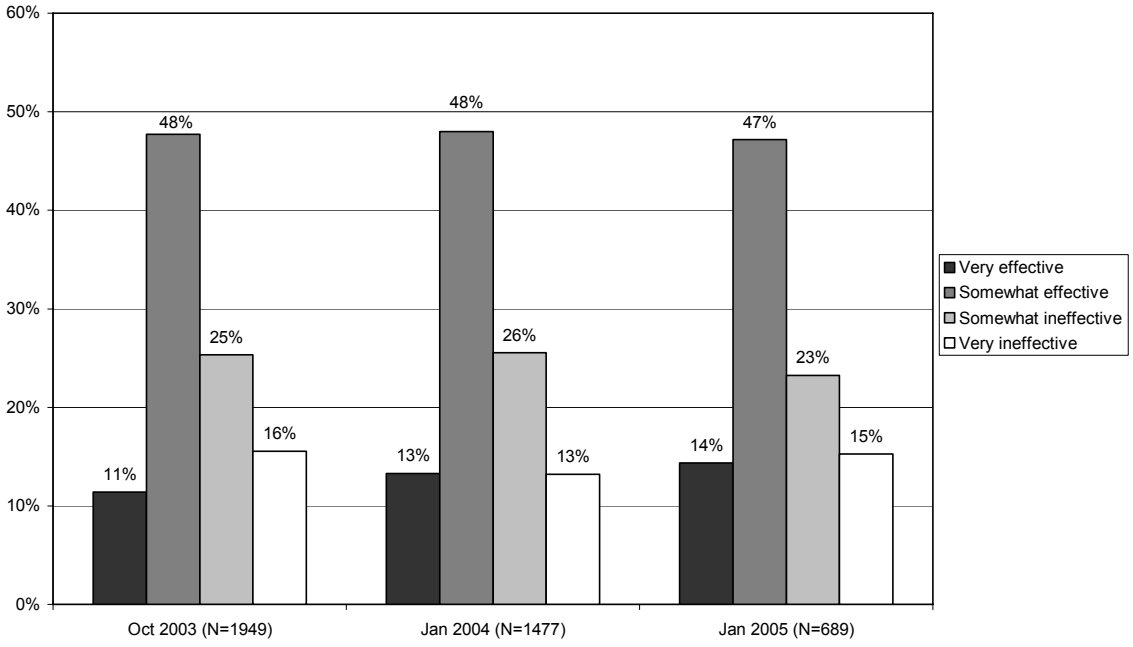
Do you think police in your area enforce drinking-and-driving laws…?

Table 9
Attitudes on Enforcement of Drinking-and-Driving Laws and Penalties (Q6)
by Demographic Variables

Age (Total N = 648)	**Very Strictly**	**Somewhat Strictly**	**Other** [1]	**N**	χ^2
16-24 years	40.0	43.3	16.7	60	2.9
25-44 years	36.1	42.1	21.8	216	
45-64 years	33.3	48.1	18.5	270	
65+ years	35.3	47.1	17.6	102	
Race (N = 652)					
White	33.4	47.7	18.9	566	10.1 **
African American	46.4	31.9	21.7	69	
Other	52.9	23.5	23.5	17	
Education (N = 648)					
< 12 years	38.4	35.6	26.0	73	9.0
12 years	38.6	44.3	17.1	210	
13-15 years	30.6	47.0	22.4	183	
16-20 years	33.5	50.5	15.9	182	
Income (N = 567)					
<$30,000	33.7	44.4	21.9	178	6.3
$30,000-49,999	33.8	43.2	23.0	148	
$50,000-74,999	31.9	46.9	21.2	113	
$75,000+	35.2	52.3	12.5	128	
Place of Residence (N=674)					
Large/small city	36.7	45.2	18.1	343	1.2
Town/rural area	33.0	46.5	20.5	297	
Sex (N = 654)					
Male	39.2	43.7	17.0	311	4.7 *
Female	31.5	47.2	21.3	343	
Region (N = 654)					
East Tennessee	31.6	52.3	16.1	285	10.9 **
Middle Tennessee	39.5	41.0	19.5	205	
West Tennessee	36.0	39.6	24.4	164	

[1] Includes the categories "not very strictly," "rarely," and "not at all."
Cell entries are row percents that add up to 100.0% across the row.
* Probability ≤ 0.10; **Probability ≤ 0.05; ***Probability ≤ 0.01.

Figure 14
Perceptions of the Effectiveness of Drinking-and-Driving Laws (Q5)



In your opinion, how effective are current laws and penalties at reducing drinking-and-driving?

Table 10
Attitudes on Effectiveness of Drinking-and-Driving Laws and Penalties (Q5)
by Demographic Variables

Age (Total N = 681)	**Very Effective**	**Somewhat Effective**	**Very/ Somewhat Ineffective**	**N**	χ^2
16-24 years	8.2	65.6	26.2	61	10.4
25-44 years	15.4	45.6	39.0	228	
45-64 years	13.5	46.8	39.7	282	
65+ years	17.3	41.8	40.9	110	
Race (N = 687)					
White	13.4	46.4	40.2	599	13.2 ***
African American	25.7	51.4	22.9	70	
Other	5.6	55.6	38.9	18	
Education (N = 682)					
< 12 years	18.4	46.1	35.5	76	8.3
12 years	17.6	45.5	36.9	222	
13-15 years	8.7	48.1	43.2	183	
16-20 years	14.4	48.8	36.8	201	
Income (N = 590)					
<$30,000	16.2	47.6	36.2	185	3.3
$30,000-49,999	13.4	45.2	41.4	157	
$50,000-74,999	11.0	50.0	39.0	118	
$75,000+	13.8	43.1	43.1	130	
Place of Residence (N=674)					
Large/small city	14.8	47.3	37.9	364	0.1
Town/rural area	13.9	47.4	38.7	310	
Sex (N = 689)					
Male	18.0	48.6	33.4	323	9.7 ***
Female	11.2	45.9	42.9	366	
Region (N = 689)					
East Tennessee	14.1	47.1	38.9	306	0.6
Middle Tennessee	14.4	48.8	36.7	215	
West Tennessee	14.9	45.2	39.9	168	

Cell entries are row percents that add up to 100.0% across the row.
* Probability ≤ 0.10; **Probability ≤ 0.05; ***Probability ≤ 0.01.

Table 11
Attitudes on Effectiveness of Drinking-and-Driving Laws and Penalties (Q5) by Attitudes on Enforcement (Q6)

	Enforcement of Drinking-and-Driving Laws by Police (Q6)			
Effectiveness of Drinking-and-Driving Laws and Penalties (Q5)	**Very strictly**	**Somewhat strictly**	**Other[1]**	**Total**
Very effective	30.0	8.7	3.2	15.1%
Somewhat effective	48.4	54.3	28.2	47.2%
Somewhat/very ineffective	21.5	37.0	68.5	37.7%
Total	100.0% (N = 223)	100.0% (N = 289)	100.0% (N = 124)	100.0% (N = 636)

[1] Includes the categories "not very strictly," "rarely," or "not at all."
Cell entries are column percents.
$\chi^2 = 112.0$, df = 4, probability < 0.000.

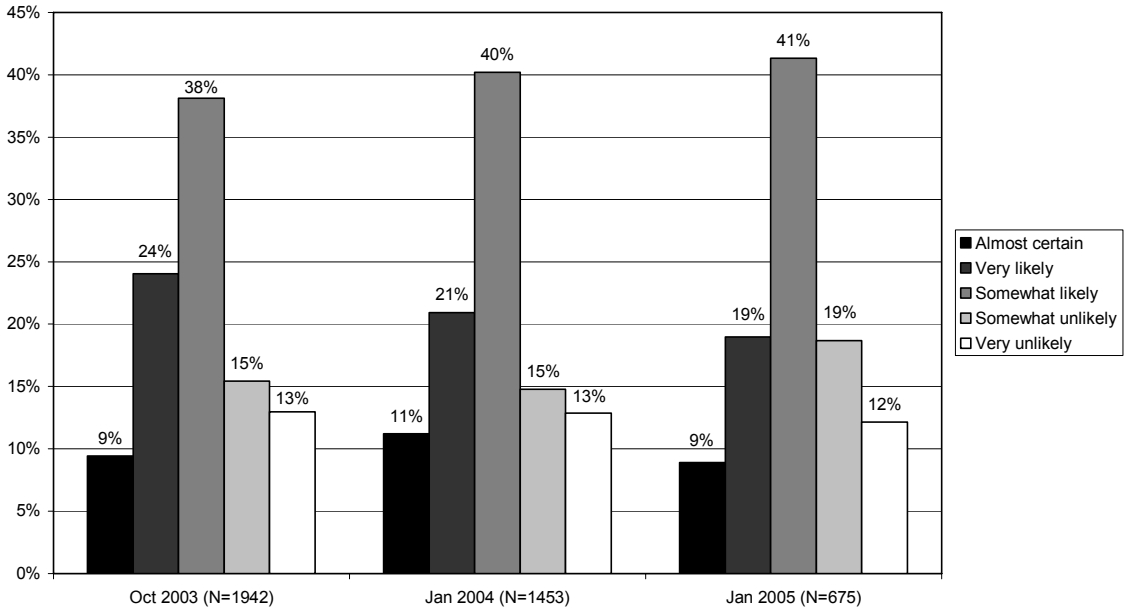
Table 12
Ordinal Logistic Regression: Attitudes on Effectiveness of Laws and Penalties[1] (Q5)

	Coefficient	Standard Error	Wald χ^2
African American	0.821 ***	0.247	11.1
Other minority race	-0.316	0.481	0.4
Male	0.290 *	0.613	58.6
Laws "very strictly" enforced	2.190 ***	0.226	94.2
Laws "somewhat strictly" enforced	1.217 ***	0.204	35.7
Threshold 1	-4.693		
Threshold 2	-3.273		
Threshold 3	-0.729		
N	634		
Model χ^2	118.2 ***		
-2 Log Likelihood	277.7		
Nagelkerke Pseudo-R^2	0.185		
Test of parallel slopes	17.6 *		

[1] Categories of the dependent variable are "very effective," "somewhat effective," "somewhat ineffective," and "very ineffective."

* Probability ≤ 0.10; **Probability ≤ 0.05; ***Probability ≤ 0.01.

Figure 15
Perceptions of the Likelihood of Being Stopped for Impaired Driving (Q9)



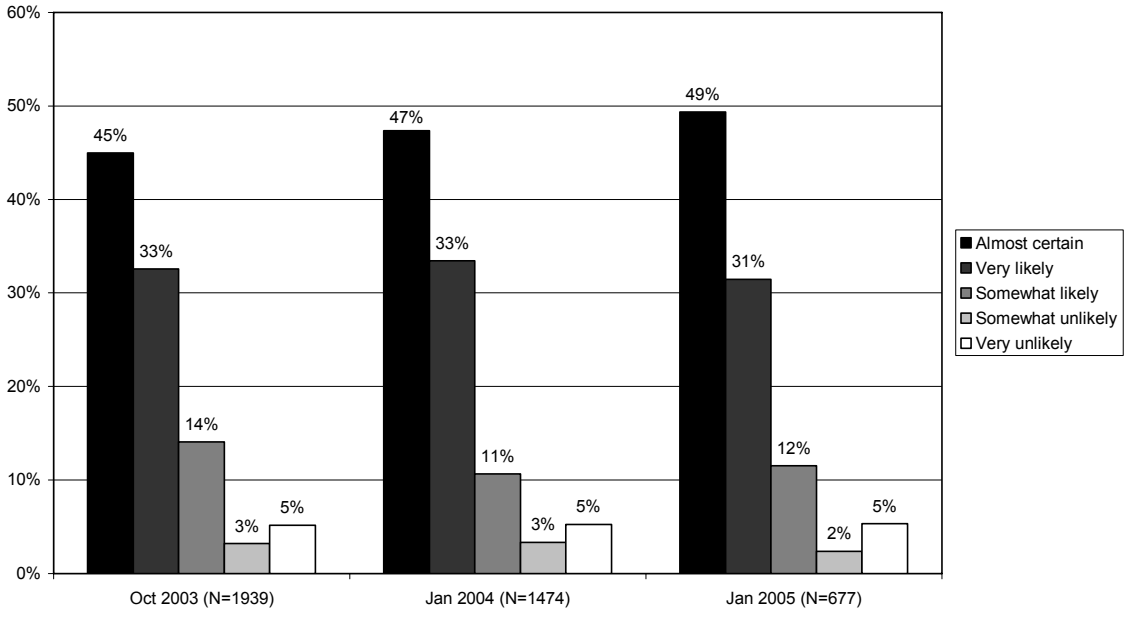
How likely are you to be stopped by police for driving after you have had too much to drink?

Table 13
Perceptions of Likelihood of Police Stop for Driving After Drinking Too Much (Q9) by Demographic Variables

Age (Total N = 670)	**Almost Certain or Very Likely**	**Other**[1]	**N**	χ^2
16-24 years	29.7	70.3	64	8.0**
25-44 years	30.0	70.0	227	
45-64 years	22.6	77.4	274	
65+ years	36.2	63.8	105	
Race (N = 673)				
White	27.3	72.7	587	1.1
African American	32.4	67.6	68	
Other	33.3	66.7	18	
Education (N = 669)				
< 12 years	47.4	52.6	76	27.2***
12 years	32.9	67.1	210	
13-15 years	25.8	74.2	186	
16-20 years	17.8	82.2	197	
Income (N = 583)				
<$30,000	39.8	60.2	181	28.2***
$30,000-49,999	25.6	74.4	156	
$50,000-74,999	24.1	75.9	112	
$75,000+	13.4	86.6	134	
Place of Residence (N = 664)				
Large/small city	27.0	73.0	352	0.3
Town/rural area	28.8	71.2	312	
Sex (N = 675)				
Male	23.5	76.5	324	6.0**
Female	31.9	68.1	351	
Region (N = 675)				
East Tennessee	26.0	74.0	300	1.1
Middle Tennessee	28.4	71.6	211	
West Tennessee	30.5	69.5	164	

[1] Includes the categories "somewhat likely," "somewhat unlikely," and "very unlikely."
Cell entries are row percents that add up to 100.0% across the row.
* Probability ≤ 0.10; **Probability ≤ 0.05; ***Probability ≤ 0.01.

Figure 16
Perceptions of the Likelihood of Arrest for DWI (Q10)



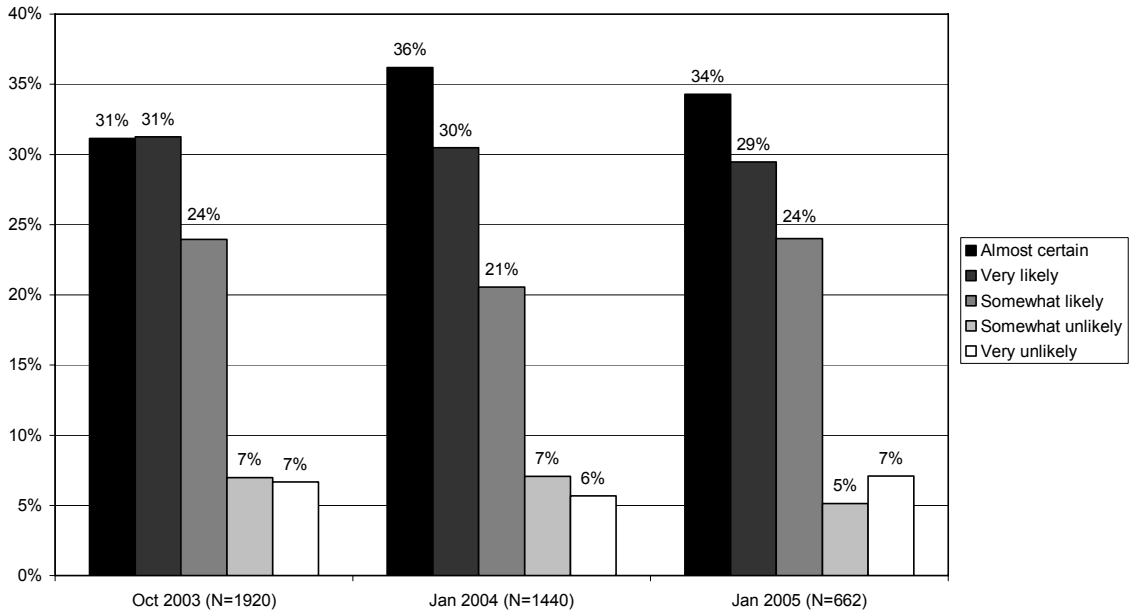
If stopped by police for DWI, how likely are you to be arrested?

Table 14
Perceptions of Likelihood of Arrest for DWI (Q10)
by Demographic Variables

Age (Total N = 670)	**Almost Certain**	**Other**[1]	**N**	χ^2
16-24 years	55.4	44.6	65	1.6
25-44 years	50.6	49.4	231	
45-64 years	47.3	2.7	275	
65+ years	49.5	50.5	99	
Race (N = 675)				
White	48.3	51.7	588	2.6
African American	58.0	42.0	69	
Other	55.6	44.4	18	
Education (N = 670)				
< 12 years	53.3	46.7	75	2.8
12 years	53.1	46.9	213	
13-15 years	45.7	54.3	186	
16-20 years	48.0	52.0	196	
Income (N = 585)				
<$30,000	52.5	47.5	183	1.5
$30,000-49,999	46.4	53.6	153	
$50,000-74,999	47.4	52.6	114	
$75,000+	50.4	49.6	135	
Place of Residence (N = 663)				
Large/small city	50.3	49.7	348	0.2
Town/rural area	48.6	51.4	315	
Sex (N = 677)				
Male	53.9	46.1	323	5.1
Female	45.2	54.8	354	
Region (N = 677)				
East Tennessee	51.3	48.7	300	0.9
Middle Tennessee	48.1	51.9	212	
West Tennessee	47.3	52.7	165	

[1] Includes the categories "very likely," "somewhat likely," "somewhat unlikely," and "very unlikely."
Cell entries are row percents that add up to 100.0% across the row.
* Probability ≤ 0.10; **Probability ≤ 0.05; ***Probability ≤ 0.01.

Figure 17
Perceptions of the Likelihood of Conviction for DWI (Q11)



If you were ARRESTED for DWI, what is the likelihood that you would be convicted of that offense?

Table 15
Perceptions of Likelihood of Conviction for DWI (Q11)
by Demographic Variables

Age (Total N = 655)	**Almost Certain**	**Other**[1]	**N**	χ^2
16-24 years	40.3	59.7	62	9.4 **
25-44 years	39.7	60.3	224	
45-64 years	27.2	72.3	274	
65+ years	36.8	63.2	95	
Race (N = 660)				
White	32.9	67.1	575	4.6*
African American	44.9	55.1	69	
Other	43.8	56.3	16	
Education (N = 655)				
< 12 years	40.5	59.9	74	11.3***
12 years	37.9	62.1	206	
13-15 years	37.2	62.8	183	
16-20 years	24.5	75.5	192	
Income (N = 575)				
<$30,000	38.8	61.2	178	3.3
$30,000-49,999	36.7	63.3	150	
$50,000-74,999	29.8	70.2	114	
$75,000+	31.6	68.4	133	
Place of Residence (N = 649)				
Large/small city	36.1	63.9	338	1.1
Town/rural area	32.2	67.8	311	
Sex (N = 662)				
Male	36.6	63.4	320	1.4
Female	32.2	67.8	342	
Region (N = 662)				
East Tennessee	30.3	69.7	294	4.0
Middle Tennessee	36.5	63.5	208	
West Tennessee	38.8	61.3	160	

[1] Includes the categories "very likely," "somewhat likely," "somewhat unlikely," and "very unlikely." Cell entries are row percents that add up to 100.0% across the row.
* Probability ≤ 0.10; **Probability ≤ 0.05; ***Probability ≤ 0.01.

Table 16
Binary Logistic Regressions: Certainty of Punishment Items

	Police Stop Almost Certain/Very Likely (Q9)	Arrest Almost Certain/Very Likely (Q10)	Conviction Almost Certain (Q11)
Male	-0.323 (0.72)	0.231 (1.26)	0.280 (1.32)
African American	-0.097 (0.91)	0.367 (1.44)	0.630** (1.88)
Other minority race	0.208 (1.23)	0.377 (1.46)	-0.111 (0.90)
Age (in years)	-0.003 (1.00)	-0.007 (0.99)	-0.009 (0.99)
Years of Education	-0.106** (0.90)	-0.063* (0.94)	-0.099** (0.91)
Income < $30,000	1.092*** (2.98)	-0.090 (0.91)	-0.056 (0.95)
Income $30,000-49,999	0.634* (1.88)	-0.331 (0.72)	-0.065 (0.94)
Income $50,000-74,999	0.519* (1.68))	-0.244 (0.78)	-0.316 (0.73)
City resident	0.101 (1.11)	0.043 (1.04)	-0.077 (0.93)
Constant	-0.066	1.143*	1.117
N	571	572	562
% Correctly Predicted	73.4	57.0	65.7
-2 Log Likelihood	631.6	781.1	703.1
Model Chi-square	38.1***	11.8	20.0**
Nagelkerke R^2	0.094	0.027	0.048

Cell entries are unstandardized coefficients. (Numbers in parentheses are odds ratios.)
* Probability ≤ 0.10; **Probability ≤ 0.05; ***Probability ≤ 0.01

Table 17
Reasons Someone Arrested for DWI May Not be Convicted (Q11b)

Response	Frequency	Percent
Status/connections	133	38.7
Good lawyer	73	21.2
Technicality	44	12.8
First offense	35	10.2
Insufficient evidence	19	5.5
Medical condition	18	5.2
Lenient judge	15	4.4
Other	15	4.4
Weak laws	9	2.6
Corruption	8	2.3
Courts/jails overloaded	8	2.3
Plea bargain deal	8	2.3
Defendant is innocent	7	2.0
Refused alcohol test	4	1.2
(N = 344)		

Percents do not add up to 100.0% because a respondent may offer more than one response.

Table 18
Likely Punishment for First DWI Offense (Q12) by Survey

Punishment	Oct. 2003 (N = 2017)	Jan. 2004 (N = 1536)	Jan. 2005 (N = 719)
Going to jail	31.9	33.1	38
Fine/ticket	34.4	32.6	44
License suspended	28.3	27.8	34
Probation	10.4	8.1	8
Community service	6.6	7.2	8
Attend DWI class	8.8	6.6	11
License restricted	5.0	6.4	6
Reprimand/warning	4.9	6.1	4
Nothing	5.6	4.2	4
Placed in treatment program,	0.8	1	1
Higher insurance	0.9	1	2
Points on driver's license	0.7	<1	2
Motor vehicle impounded	0.6	<1	1
Breath-a-lizer attached to steering wheel	<1	0	0
Other	5.5	3.3	5
Don't know	11.9	12.3	9

Cell entries are percents.
Percents do not add up to 100.0% in a column because a respondent may offer more than one response.

Table 19
Likely Fine Amount for First DWI Offense (Q11a)

Fine Amount	Frequency	Percent
≤$250	79	15.6
$251-500	336	66.1
$501-750	7	1.4
$751-1000	49	9.6
$1001-2000	26	5.1
$2001+	11	2.2
Total	508	100.0%

Table 20
Likely Length of Jail Sentence (Q12b)

Length of Jail Sentence	Frequency	Percent
0 days	36	6.3
1-2 days	237	41.4
3-7 days	64	11.2
8-14 days	27	4.7
15-21 days	6	1.0
22-30 days	108	18.8
31-90 days	40	7.0
91-180 days	25	4.4
181-365 days	27	4.7
366+ days	3	0.5
Total	573	100.0%

Table 21
Seen a Sobriety Checkpoint in Past 12 Months (Q15)
by Demographic Variables

Age (Total N = 708)	**Yes**	**No**	**N**	χ^2
16-24 years	25.0	75.0	64	10.2 **
25-44 years	26.1	73.9	234	
45-64 years	21.4	78.6	290	
65+ years	11.7	88.3	120	
Race (N = 714)				
White	21.0	79.0	625	3.5
African American	28.6	71.4	70	
Other	10.5	89.5	19	
Education (N = 709)				
< 12 years	11.0	89.0	82	6.5 *
12 years	23.9	76.1	226	
13-15 years	21.2	78.8	193	
16-20 years	23.1	23.1	208	
Income (N = 611)				
<$30,000	19.3	80.7	192	4.7
$30,000-49,999	21.0	79.0	162	
$50,000-74,999	24.6	75.4	122	
$75,000+	28.9	71.1	135	
Place of Residence (N = 701)				
Large/small city	19.2	80.8	375	2.9 *
Town/rural area	24.5	75.5	326	
Sex (N = 716)				
Male	25.8	74.2	337	7.0 ***
Female	17.7	82.3	379	
Region (N = 716)				
East Tennessee	20.9	79.1	320	4.6
Middle Tennessee	25.8	74.2	225	
West Tennessee	17.0	83.0	171	

Percents are row percents that add up to 100.0% across the row.
* Probability ≤ 0.10; **Probability ≤ 0.05; ***Probability ≤ 0.01.

Table 22
Attitudes on Frequency of Sobriety Checkpoints Use (Q11)
by Demographic Variables

Age (Total N = 675)	**More Frequently**	**Other**[1]	**N**	χ^2
16-24 years	54.0	46.1	63	16.5 **
25-44 years	72.2	27.8	227	
45-64 years	74.6	25.4	276	
65+ years	70.6	29.4	109	
Race (N = 679)				
White	73.0	27.0	593	9.8 **
African American	60.3	39.7	68	
Other	50.0	50.0	18	
Education (N = 675)				
< 12 years	73.1	26.9	78	1.0
12 years	70.2	29.8	215	
13-15 years	73.2	26.8	190	
16-20 years	69.3	30.7	192	
Income (N = 592)				
<$30,000	71.4	28.6	185	9.1
$30,000-49,999	77.5	22.5	160	
$50,000-74,999	70.6	29.4	119	
$75,000+	63.3	26.7	128	
Place of Residence (N = 668)				
Large/small city	68.7	21.3	355	3.7
Town/rural area	74.4	25.6	313	
Sex (N = 681)				
Male	62.8	27.2	323	29.6 ***
Female	78.5	21.5	358	
Region (N = 681)				
East Tennessee	72.0	28.0	304	0.8
Middle Tennessee	69.3	20.7	215	
West Tennessee	71.6	28.4	162	

[1] Includes the categories "about the same" and "less frequently."
Percents are row percents that add up to 100.0% across the row.
* Probability ≤ 0.10; **Probability ≤ 0.05; ***Probability ≤ 0.01.

Figure 18
Attitudes on the Effectiveness of Intervention Strategies (Q17a-i)

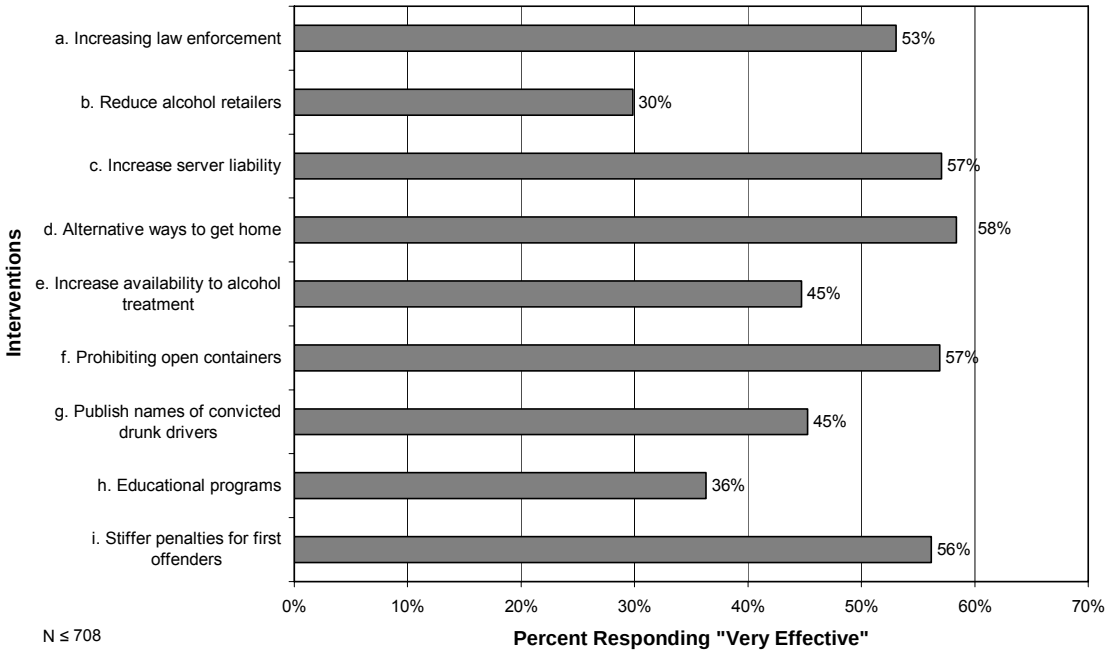


Table 23
Recalled Exposure to Anti-Drinking-and-Driving Message (Q19a)
by Demographic Variables

Age (Total N = 694)	**Yes**	**No**	**N**	χ^2
16-24 years	67.2	32.8	64	4.5
25-44 years	65.5	34.5	232	
45-64 years	69.5	30.5	285	
65+ years	58.4	41.6	113	
Race (N = 701)				
White	66.6	33.4	614	2.4
African American	58.0	42.0	69	
Other	72.2	27.8	18	
Education (N = 695)				
< 12 years	49.4	50.6	81	11.8 ***
12 years	68.5	31.5	219	
13-15 years	67.2	32.8	189	
16-20 years	69.4	30.6	206	
Income (N = 604)				
<$30,000	64.7	35.3	190	4.1
$30,000-49,999	66.3	33.8	160	
$50,000-74,999	66.4	33.6	119	
$75,000+	74.8	25.2	135	
Place of Residence (N = 688)				
Large/small city	67.6	32.4	370	0.6
Town/rural area	64.8	35.2	318	
Sex (N = 702)				
Male	69.6	30.4	332	3.7 *
Female	62.7	37.3	370	
Region (N = 702)				
East Tennessee	69.0	31.0	313	3.2
Middle Tennessee	61.5	38.5	221	
West Tennessee	66.1	33.9	168	

Percents are row percents that add up to 100.0% across the row.
* Probability ≤ 0.10; **Probability ≤ 0.05; ***Probability ≤ 0.01.

Table 24
Binary Logistic Regression: Exposure to Anti-Drinking-and-Driving Message

	Recalls Seeing/Hearing an Anti-Drunk Driving Message (Q19a)
Male	0.366 ** (1.44)
Age in Years	-0.001 (1.00)
White	0.264 (1.30)
At least 12 years of education	0.891 *** (2.44)
Income $30,000-49,999	-0.150 (0.86)
Income $50,000-74,999	-0.195 (0.82)
Income $75,000+	0.161 (1.17)
City resident	0.156 (1.17)
East TN resident	0.408 * (1.50)
West TN resident	0.107 (1.11)
Constant	-0.615
N	593
% Correctly Predicted without Model	67.6
% Correctly Predicted with Model	69.3
-2 Log Likelihood	724.4
Model Chi-square	22.4 **
Nagelkerke R^2	0.052

Cell entries are unstandardized coefficients. (Numbers in parentheses are odds ratios.)
* Probability ≤ 0.10; **Probability ≤ 0.05; ***Probability ≤ 0.01

Figure 19
Medium Through Which Anti-Drinking-and-Driving Message Encountered (Q19z1-5)

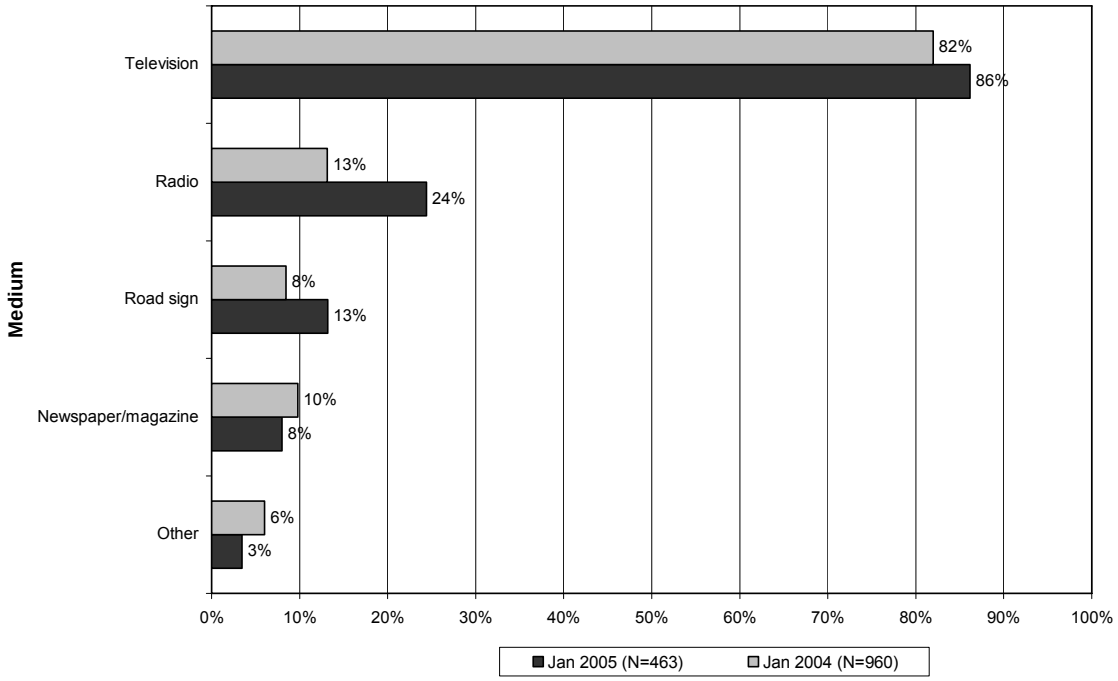
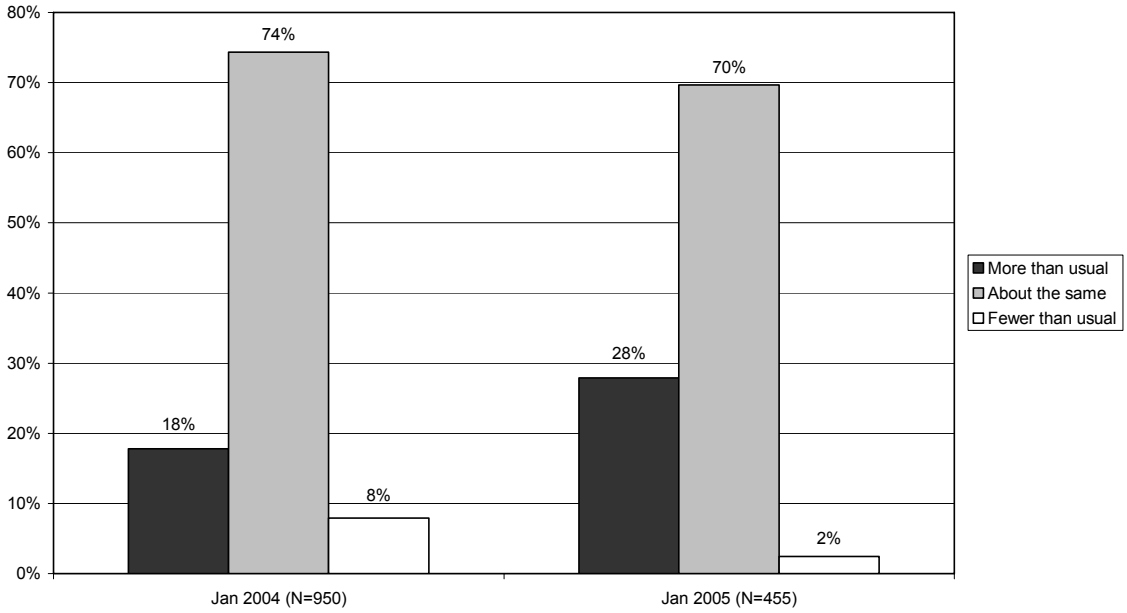


Table 25
Recall Exposure to Anti-Drinking-and-Driving Message by Medium (Q19a) and by Selected Demographic Variables

	Yes	No	N	χ^2
Television:				
Age (Total N = 459)				
16-24 years	69.8	30.2	43	12.3 ***
25-44 years	84.9	15.1	152	
45-64 years	88.9	11.1	198	
65+ years	90.9	9.1	66	
Place of Residence (N = 456)				
Large/small city	88.8	11.2	250	3.2 *
Town/rural area	83.0	17.0	206	
Region (N = 463)				
East Tennessee	85.2	14.8	216	5.9 *
Middle Tennessee	82.4	17.6	136	
West Tennessee	92.8	7.2	111	
Radio:				
Age (Total N = 459)				
16-24 years	30.2	69.8	43	6.9 *
25-44 years	30.3	69.7	152	
45-64 years	20.2	79.8	198	
65+ years	18.2	81.8	66	
Sex (N = 463)				
Male	29.4	70.6	231	6.3 **
Female	19.4	80.6	232	
Region (N = 463)				
East Tennessee	26.9	73.1	216	8.1 **
Middle Tennessee	28.7	71.3	136	
West Tennessee	14.4	85.6	111	

Percents are row percents that add up to 100.0% across the row.
* Probability ≤ 0.10; **Probability ≤ 0.05; ***Probability ≤ 0.01.

Figure 20
Perceptions of Anti-Drinking-and-Driving Message Frequency (Q19z3)



Would you say that the number of these messages you have seen or heard in the past 60 days is...?

Figure 21
Anti-Drinking-and-Driving Slogans Recalled (Q19z5_1-6)

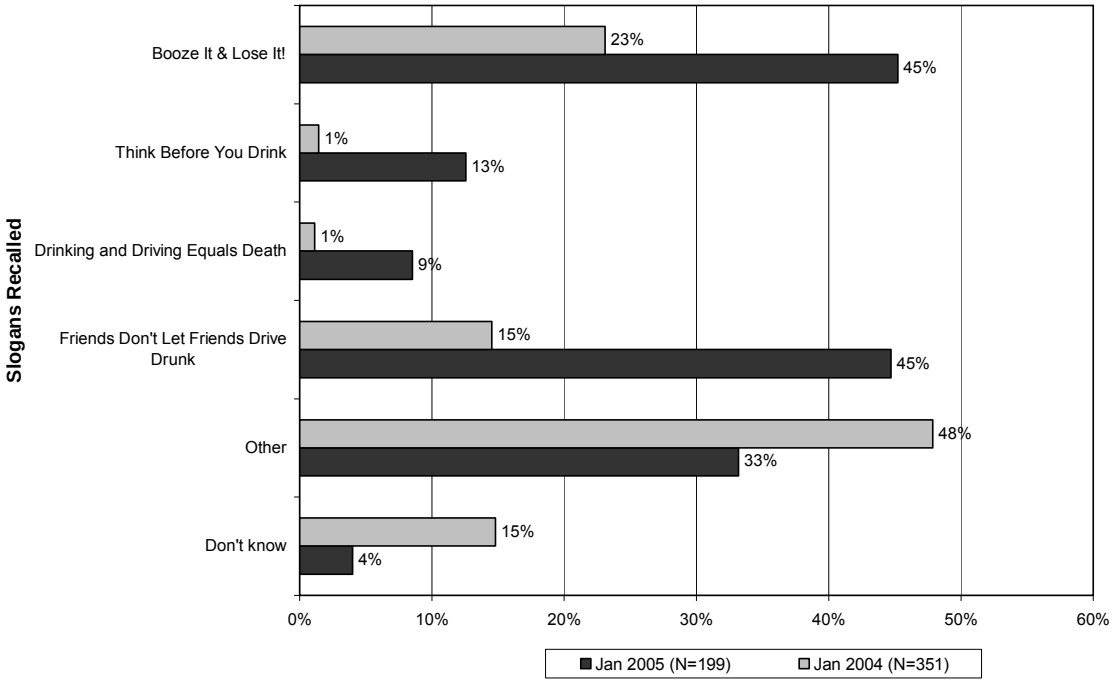


Figure 22
Anti-Drinking-and-Driving Slogans Recongized (Q19z61-5)

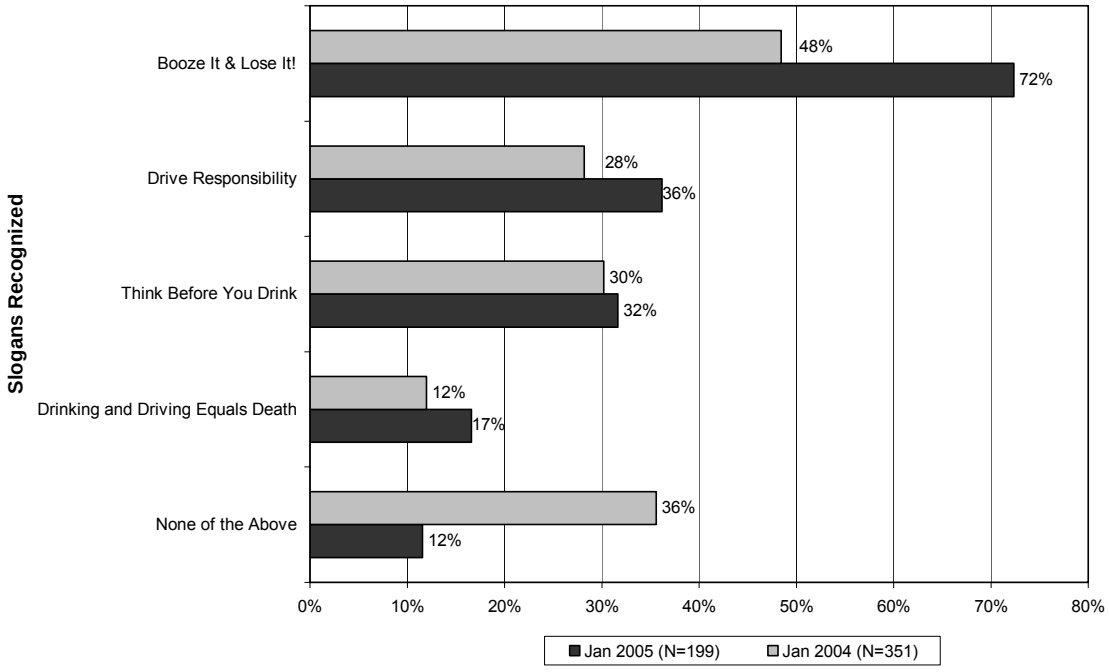


Table 26
Attitudes on Drinking-and-Driving and Perceptions of Punishment Costs by Recalled Exposure to Anti-Drinking-and-Driving Message (Q19a)

	Recalls Seeing/hearing Message	Does Not Recall Seeing/hearing Message	χ^2
Q1e. It is very important to reduce drunk driving (N = 699)	85.0 (392)	86.1 (205)	0.2
Q5. Current drinking-and-driving laws are very/somewhat effective (N = 673)	62.3 (278)	61.7 (140)	0.0
Q6. Police enforce drinking-and-driving laws very strictly (N = 639)	35.8 (152)	34.0 (73)	0.2
Q7a. Strongly agree that most drunk drivers are problem drinkers (N = 683)	27.8 (126)	28.8 (66)	0.1
Q7b. Strongly agree that no alcohol should allowed before driving (N = 697)	57.0 (262)	60.8 (144)	0.9
Q7c. Strongly agree that good people don't drink and drive (N = 687)	27.5 (125)	28.4 (66)	0.1
Q7d. Strongly agree that drinking-drivers don't care about risk to others (N = 691)	55.7 (254)	63.0 (148)	3.4 *
Q8. Almost certain/very likely to crash when driving after drinking too much (N = 672)	39.1 (177)	35.6 (78)	0.7
Q9. Almost certain/very likely to be stopped by police when driving after drinking too much (N = 659)	27.8 (123)	28.7 (62)	0.1
Q10. Almost certain/very likely to be arrested if stopped for driving after drinking too much (N = 661)	81.1 (365)	81.0 (171)	0.0
Q11. If arrested for DWI, almost certain/very likely to be convicted (N = 648)	63.9 (280)	64.8 (136)	0.0

Cell entries are percents.
(Numbers in parentheses are the number of respondents that fall in the cell.)
Probability ≤ 0.10; **Probability ≤ 0.05; ***Probability ≤ 0.01

Table 27
Likely Punishment for First DWI Offense (Q12)
by Recalled Exposure to Anti-Drinking-and-Driving Message (Q19a)

	Recalls Seeing/hearing Message	Does Not Recall Seeing/hearing Message	χ^2
Q12. Likely punishment (N = 719)			
Going to jail	41.5	32.2	5.7 **
License suspended	33.3	35.6	0.4
License restricted	6.7	4.2	1.8
Placed in treatment	1.1	0.4	0.8
Probation	8.6	8.4	0.0
Fine/ticket	45.8	39.3	2.7
Community service	8.2	7.1	0.3
DWI class	11.4	10.0	0.3
Reprimand/warning	4.5	4.2	0.0
Higher insurance	2.4	1.7	0.4
Points	2.4	0.0	5.8 **
Impound vehicle	1.3	0.4	1.2
Nothing	2.8	5.0	2.2
Don't know	9.5	9.2	0.0

Cell entries are percents.
* Probability ≤ 0.10; **Probability ≤ 0.05; ***Probability ≤ 0.01

Table 28
Attitudes on Drinking-and-Driving and Perceptions of Punishment Costs by Recall of *Booze It & Lose It!* Slogan (Q19z5_1)

	Recalls Slogan	Does Not Recall Slogan	χ^2
Q1e. It is very important to reduce drunk driving (N = 198)	83.3 (75)	86.1 (93)	0.3
Q5. Current drinking-and-driving laws are very/somewhat effective (N = 190)	58.1 (50)	61.5 (64)	0.2
Q6. Police enforce drinking-and-driving laws very strictly (N = 178)	41.5 (34)	37.5 (36)	0.6
Q8. Almost certain/very likely to crash when driving after drinking too much (N = 194)	23.9 (21)	37.7 (40)	4.3 **
Q9. Almost certain/very likely to be stopped by police when driving after drinking too much (N = 191)	35.6 (31)	18.3 (19)	7.4 ***
Q10. Almost certain to be arrested if stopped by police for driving after drinking too much (N = 194)	48.8 (42)	46.3 (50)	0.1
Q11. If arrested for DWI, almost certain/very likely to be convicted (N = 187)	34.1 (29)	35.3 (36)	0.0
Q12. Likely punishment for first DWI:			
Jail (N = 199)	56.7 (51)	34.9 (38)	9.5 ***
License suspension (N = 199)	43.3 (39)	32.1 (35)	2.7
Fine/ticket (N = 199)	61.1 (55)	39.4 (53)	9.3 ***

Cell entries are percents.
(Numbers in parentheses are the number of respondents that fall in the cell.)
Probability ≤ 0.10; **Probability ≤ 0.05; ***Probability ≤ 0.01

Table 29
Attitudes on Drinking-and-Driving and Perceptions of Punishment Costs by Recall of *Friends Don't Let Friends Drive Drunk* Slogan (Q19z5_4)

	Recalls Slogan	Does Not Recall Slogan	χ^2
Q1e. It is very important to reduce drunk driving (N = 198)	85.4 (76)	84.4 (92)	0.0
Q5. Current drinking-and-driving laws are very/somewhat effective (N = 190)	59.8 (52)	60.2 (62)	0.0
Q6. Police enforce drinking-and-driving laws very strictly (N = 178)	36.7 (29)	41.4 (41)	0.4
Q8. Almost certain/very likely to crash when driving after drinking too much (N = 194)	20.7 (18)	40.2 (43)	8.5 ***
Q9. Almost certain/very likely to be stopped by police when driving after drinking too much (N = 191)	36.1 (30)	18.5 (20)	7.5 ***
Q10. Almost certain to be arrested if stopped by police for driving after drinking too much (N = 194)	49.4 (42)	45.9 (50)	0.2
Q11. If arrested for DWI, almost certain/very likely to be convicted (N = 187)	28.6 (24)	39.8 (41)	2.6
Q12. Likely punishment for first DWI:			
Jail (N = 199)	44.9 (40)	44.5 (49)	0.0
License suspension (N = 199)	33.7 (30)	40.0 (44)	0.8
Fine/ticket (N = 199)	64.0 (57)	37.3 (41)	14.1 ***

Cell entries are percents.
(Numbers in parentheses are the number of respondents that fall in the cell.)
Probability ≤ 0.10; **Probability ≤ 0.05; ***Probability ≤ 0.01

Table 30
Binary Logistic Regressions: Perceptions of Crash and Police Stop Likelihood and Slogan Recall

	Crash Almost Certain/Very Likely (Q8)	Police Stop Almost Certain/Very Likely (Q9)
Recalls *Booze It & Lose It!*	-0.405 (0.667)	0.870 ** (2.386)
Recalls *Friends Don't Let Friends Drive Drunk*	-0.881 ** (0.414)	1.150 *** (3.158)
Male	-0.257 (0.773)	0.123 (1.131)
White	0.533 (1.704)	1.213 (3.365)
Age (in years)	-0.010 (0.990)	-0.004 (0.996)
12+ Years of Education	0.762 (2.142)	-0.685 (0.504)
Income $30,000-49,999	-0.035 (0.966)	-0.180 (0.835)
Income $50,000-74,999	-0.645 (0.525)	-0.077 (0.926)
Income $75,000+	-1.327 *** (0.265)	-1.153 ** (0.316)
Constant	-0.440	-2.076
N	172	170
% Correctly Predicted	68.0	75.9
-2 Log Likelihood	192.9	170.2
Model Chi-square	19.6 **	24.3 ***
Nagelkerke R^2	0.151	0.195

Cell entries are unstandardized coefficients.
(Numbers in parentheses are odds ratios.)
* Probability ≤ 0.10; **Probability ≤ 0.05; ***Probability ≤ 0.01

Table 31
Binary Logistic Regressions: Likely Punishments for First DWI Offense (Q12) and Anti-Drinking-and-Driving Slogan Recall

	Jail	**License Suspension**	**Fine/Ticket**
Recalls *Booze It & Lose It!*	1.026 *** (2.791)	0.790 ** (2.204)	0.688 ** (1.991)
Recalls *Friends Don't Let Friends Drive Drunk*	-0.088 (0.915)	-0.163 (0.850)	1.123 *** (3.074)
Male	0.310 (1.364)	0.415 (1.515)	0.207 (1.230)
White	-0.325 (0.723)	0.186 (1.204)	0.751 (2.119)
Age (in years)	-0.019 (0.981)	-0.012 (0.988)	0.012 (1.012)
12+ Years of Education	0.191 (1.210)	0.819 (2.268)	0.3359 (1.398)
Income $30,000-49,999	-0.167 (0.846)	0.102 (1.108)	-0.389 (0.687)
Income $50,000-74,999	-0.406 (0.666)	0.542 (1.719)	0.315 (1.370)
Income $75,000+	-0.483 (0.617)	-0.144 (0.866)	-0.081 (0.922)
Constant	0.505	-1.535	-2.449 **
N	176	176	176
% Correctly Predicted	65.3	63.6	63.1
-2 Log Likelihood	227.2	219.9	220.2
Model Chi-square	15.3 *	11.9	23.7 ***
Nagelkerke R^2	0.111	0.089	0.168

Cell entries are unstandardized coefficients. (Numbers in parentheses are odds ratios.)
* Probability ≤ 0.10; **Probability ≤ 0.05; ***Probability ≤ 0.01

Table 32
Binary Logistic Regressions: Likely Punishment for First DWI Offense (Q12) and Anti-Drinking-and-Driving Slogan Recognition

	Jail	**License Suspension**	**Fine/Ticket**
Recognizes *Booze It & Lose It!*	1.351 *** (3.860)	1.105 *** (3.019)	0.794 ** (2.212)
Male	0.141 (1.152)	0.302 (1.353)	-0.012 (0.988)
White	-0.086 (0.917)	0.380 (1.462)	0.734 (2.084)
Age (in years)	-0.016 (0.984)	-0.010 (0.990)	0.015 (0.988)
12+ Years of Education	0.166 (1.181)	0.797 (2.219)	0.346 (1.413)
Income $30,000-49,999	-0.161 (0.852)	0.102 (1.108)	-0.332 (0.717)
Income $50,000-74,999	-0.304 (0.738)	0.647 (1.910)	0.206 (1.229)
Income $75,000+	-0.386 (0.680)	-0.066 (0.936)	-0.031 (0.970)
Constant	-0.372	-2.302 *	-2.203 *
N	176	176	176
% Correctly Predicted	62.5	65.3	58.5
-2 Log Likelihood	224.4	217.6	234.6
Model Chi-square	18.1 **	14.3 *	9.402
Nagelkerke R^2	0.131	0.106	0.069

Cell entries are unstandardized coefficients. (Numbers in parentheses are odds ratios.)
* Probability ≤ 0.10; **Probability ≤ 0.05; ***Probability ≤ 0.01

Table 33
Seat Belt Use While Driving a Motor Vehicle (Q2z1)
by Demographic Variables

Age (Total N = 352)	**Always**	**Other** [1]	**N**	χ^2
16-24 years	69.4	30.6	36	6.2
25-44 years	76.7	23.3	120	
45-64 years	85.3	14.7	143	
65+ years	83.0	17.0	53	
Race (N = 354)				
White	79.6	20.4	313	0.9
African American	84.4	15.6	32	
Other	88.9	11.1	9	
Education (N = 353)				
< 12 years	67.4	32.6	43	13.1 ***
12 years	76.8	23.2	99	
13-15 years	77.7	22.3	103	
16-20 years	90.7	9.3	108	
Income (N = 307)				
<$30,000	74.2	25.8	89	3.2
$30,000-49,999	80.3	19.7	76	
$50,000-74,999	83.3	16.7	60	
$75,000+	84.1	15.9	82	
Place of Residence (N = 350)				
Large/small city	84.1	15.9	189	3.8 *
Town/rural area	75.8	24.2	161	
Sex (N = 356)				
Male	72.3	27.7	177	14.3 ***
Female	88.3	11.7	179	
Region (N = 356)				
East Tennessee	86.4	13.6	154	7.3 **
Middle Tennessee	73.2	26.8	112	
West Tennessee	78.9	21.1	90	

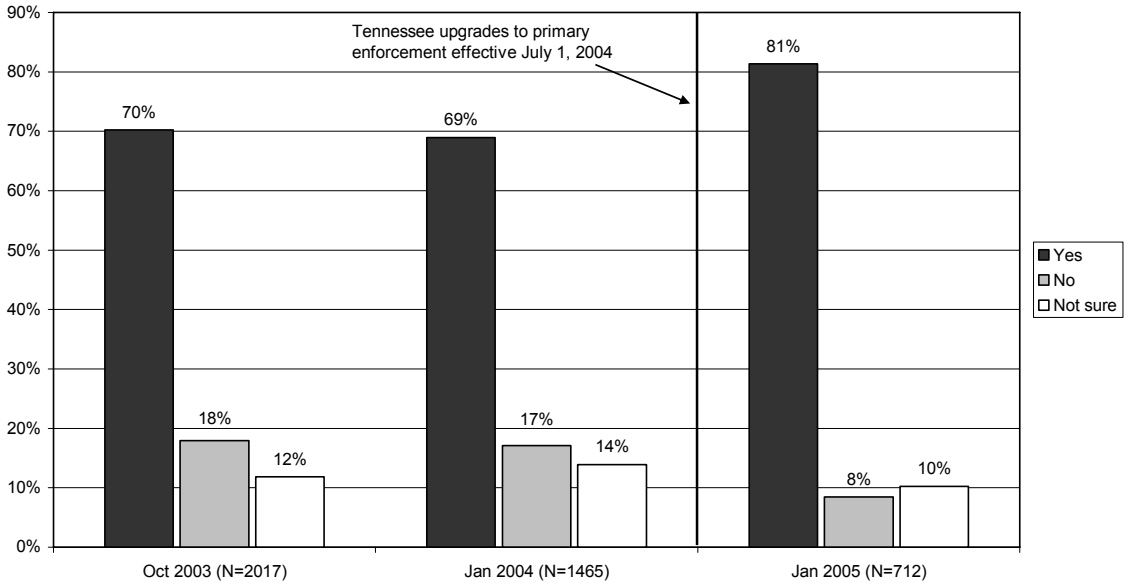
[1] Other categories are: nearly always, sometimes, seldom, and never.
Percents are row percents that add up to 100.0% across the row.
* Probability ≤ 0.10; **Probability ≤ 0.05; ***Probability ≤ 0.01.

Table 34
Seat Belt Use While Riding as a Passenger in a Motor Vehicle (Q2z2)
by Demographic Variables

Age (Total N = 354)	**Always**	**Other** [1]	**N**	χ^2
16-24 years	67.9	32.1	28	2.9
25-44 years	80.0	20.0	115	
45-64 years	81.6	18.4	147	
65+ years	81.3	18.8	64	
Race (N = 358)				
White	80.4	19.6	312	1.2
African American	75.0	25.0	36	
Other	90.0	10.0	10	
Education (N = 354)				
< 12 years	72.2	27.8	36	10.1 **
12 years	73.8	26.2	126	
13-15 years	82.2	17.8	90	
16-20 years	89.2	10.8	102	
Income (N = 303)				
<$30,000	80.2	19.8	101	5.6
$30,000-49,999	80.2	19.8	86	
$50,000-74,999	73.8	16.2	61	
$75,000+	90.9	9.1	55	
Place of Residence (N = 348)				
Large/small city	80.5	19.5	185	0.03
Town/rural area	79.8	20.2	163	
Sex (N = 358)				
Male	74.8	25.2	159	5.1 **
Female	84.4	15.6	199	
Region (N = 358)				
East Tennessee	79.8	20.2	163	3.6
Middle Tennessee	75.9	24.1	112	
West Tennessee	86.7	13.1	83	

Percents are row percents that add up to 100.0% across the row.
* Probability ≤ 0.10; **Probability ≤ 0.05; ***Probability ≤ 0.01.
[1] Other categories are: nearly always, sometimes, seldom, and never.

Figure 23
Knowledge of the Enforcement Provision in the Tennesse Seat Belt Law (Q3)



According to Tennessee law, can police stop a vehicle if they observe a seat belt violation when no other traffic laws have been broken?

Table 35
Recall Hearing or Seeing Belt Use Message in Past 60 Days (Q4z1)
by Demographic Variables

Age (N = 701)	**Recalls Seeing/hearing Message**	**Does Not Recall Seeing/hearing Message**[1]	**N**	χ^2
16-24 years	59.4	40.6	64	8.8 **
25-44 years	62.7	37.3	233	
45-64 years	66.0	34.0	285	
65+ years	50.4	49.6	119	
Race (N = 707)				
White	61.0	39.0	618	0.7
African American	65.7	34.3	70	
Other	57.9	42.1	19	
Education (N = 702)				
< 12 years	64.6	35.4	82	2.1
12 years	64.7	35.3	224	
13-15 years	59.2	40.8	191	
16-20 years	59.5	40.5	205	
Income (N = 605)				
<$30,000	61.3	38.7	191	0.9
$30,000-49,999	64.4	35.6	160	
$50,000-74,999	59.0	41.0	122	
$75,000+	62.9	37.1	132	
Place of Residence (N=694)				
Large/small city	62.6	37.4	374	0.3
Town/rural area	60.6	39.4	320	
Sex (N = 709)				
Male	66.7	33.3	333	7.1 ***
Female	56.9	43.1	376	
Region (N = 709)				
East Tennessee	62.9	37.1	318	0.7
Middle Tennessee	59.3	40.7	221	
West Tennessee	61.8	38.2	170	

[1] Not sure" responses were coded as "no" for the column variable.
Cell entries are row percents that sum to 100.0% across the rows.
* Probability ≤ 0.10; **Probability ≤ 0.05; ***Probability ≤ 0.01.

Table 36
Recalls *Click It or Ticket* Slogan (Q4z6_1)
by Demographic Variables

Age (N = 254)	**Percent Yes**	**Percent No**	**N**	χ^2
16-24 years	89.3	10.7	28	5.9
25-44 years	68.9	31.1	90	
45-64 years	66.1	33.9	115	
65+ years	66.7	33.3	21	
Race (N = 255)				
White	71.4	28.6	224	2.6
African American	56.0	44.0	25	
Other	66.7	33.3	6	
Education (N = 255)				
< 12 years	62.1	37.9	29	5.0
12 years	77.3	22.7	88	
13-15 years	62.5	37.5	72	
16-20 years	71.2	28.8	66	
Income (N = 224)				
<$30,000	60.3	39.7	63	3.8
$30,000-49,999	74.6	25.4	67	
$50,000-74,999	70.8	29.2	48	
$75,000+	73.9	26.1	46	
Place of Residence (N = 253)				
Large/small city	70.5	29.5	139	0.1
Town/rural area	68.4	31.6	114	
Sex (N = 256)				
Male	71.1	28.9	135	0.2
Female	68.6	31.4	121	
Region (N = 256)				
West Tennessee	70.8	29.2	65	0.5
Middle Tennessee	72.3	27.7	83	
East Tennessee	67.6	32.4	108	

Cell entries are row percents that add up to 100.0% across the row.
* Probability ≤ 0.10; **Probability ≤ 0.05; ***Probability ≤ 0.01.

Figure 24
Seat Belt Use Slogans Recognized (Q4z7_1-6)

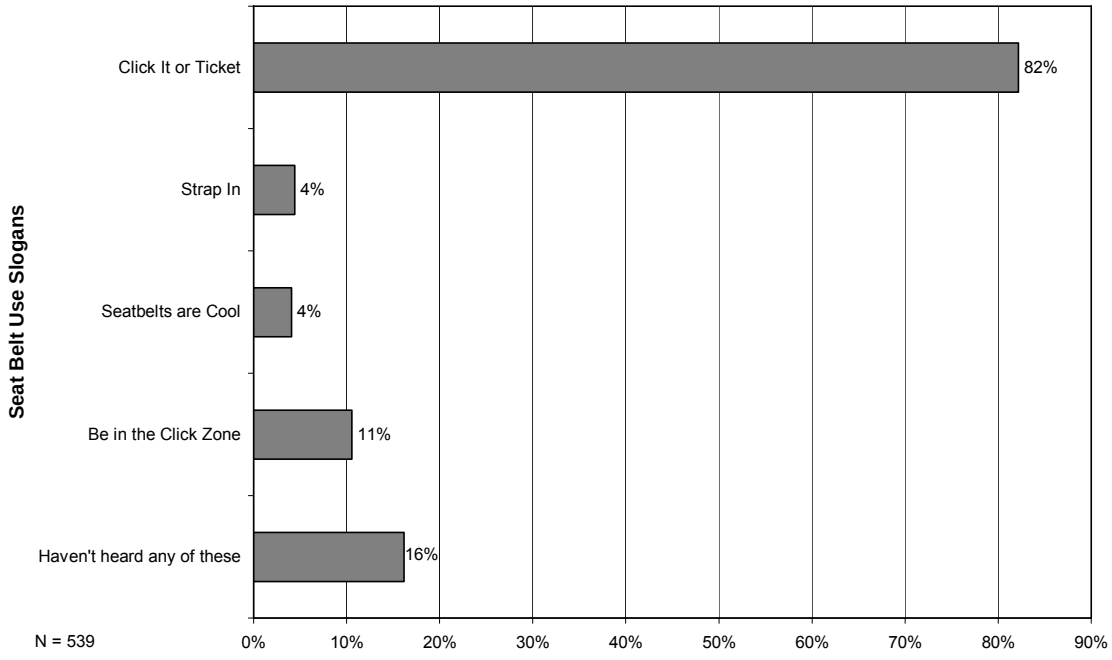


Table 37
Recognizes *Click It and Ticket* Slogan (Q4z7_1)
by Demographic Variables

Age (N = 533)	**Percent Yes**	**Percent No**	**N**	χ^2
16-24 years	87.3	12.7	55	5.6
25-44 years	84.9	15.1	179	
45-64 years	81.7	18.3	218	
65+ years	74.1	25.9	81	
Race (N = 538)				
White	81.7	18.3	475	1.2
African American	87.8	12.2	49	
Other	78.6	21.4	14	
Education (N = 534)				
< 12 years	79.3	20.7	58	1.1
12 years	82.9	17.1	170	
13-15 years	84.2	15.8	152	
16-20 years	80.5	19.5	154	
Income (N = 463)				
<$30,000	84.9	15.1	139	8.6**
$30,000-49,999	88.9	11.1	126	
$50,000-74,999	74.5	25.5	98	
$75,000+	82.0	18.0	100	
Place of Residence (N = 528)				
Large/small city	84.8	15.2	282	2.7*
Town/rural area	79.3	20.7	246	
Sex (N = 539)				
Male	82.4	17.6	250	0.0
Female	82.0	18.0	289	
Region (N = 539)				
West Tennessee	84.2	15.8	133	1.0
Middle Tennessee	83.1	16.9	177	
East Tennessee	80.3	19.7	229	

Cell entries are row percents that add up to 100.0% across the row.
* Probability ≤ 0.10; **Probability ≤ 0.05; ***Probability ≤ 0.01.

Table 38
Recognition of *Click It and Ticket* Slogan (Q4z7_1)
by Exposure to Belt Use Message (Q4z1)

Recalls Seeing or Hearing Belt Use Message (Q4z1) (N = 529)	**Percent Yes**	**Percent No**	**N**	χ^2
Yes	87.9	12.1	256	10.2***
No	77.3	22.7	273	

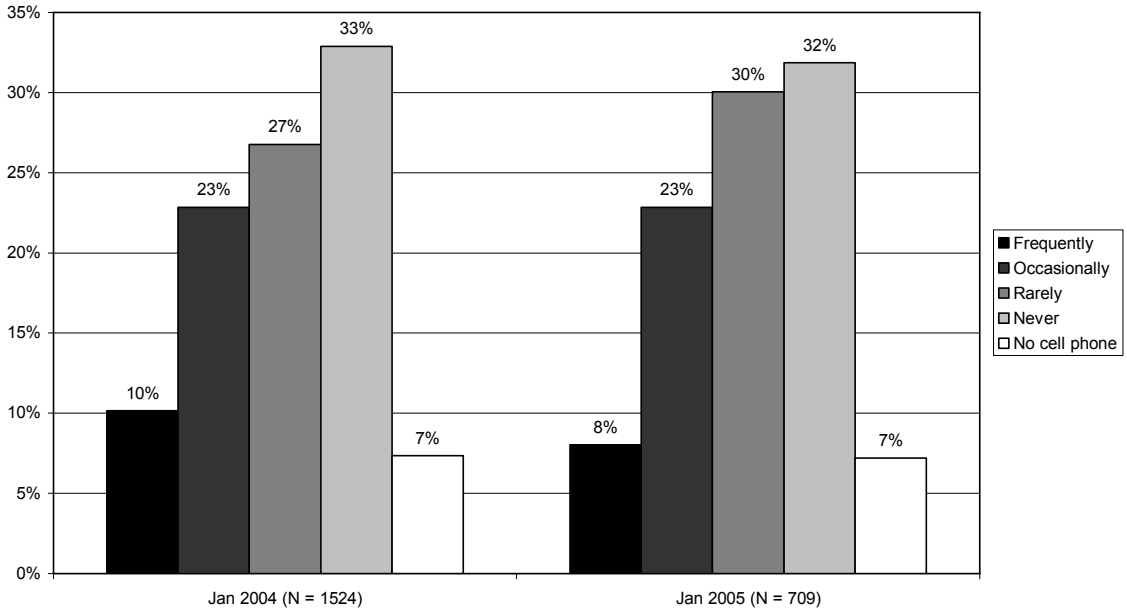
Cell entries are row percents that add up to 100.0% across the row.
* Probability ≤ 0.10; **Probability ≤ 0.05; ***Probability ≤ 0.01.

Table 39
Seat Belt Use and Attitudes About Tennessee Law
by Recall of Click It and Ticket Slogan (Q4z6)

	Recalls *Click It or Ticket* Slogan		
Always Wears a Seat Belt as Driver or Passenger	**Percent Yes**	**Percent No**	χ^2
Yes	75.3	80.5	0.8
No	24.7	19.5	
(N = 255)	(178)	(77)	
Aware Tennessee Belt Use Law is Secondary Enforcement			
Yes	84.8	77.9	1.8
No	15.2	22.1	
(N = 255)	(178)	(77)	
Supports Primary Enforcement			
Yes	60.3	64.9	0.4
No	39.7	35.1	
(N = 248)	(174)	(74)	

Cell entries are column percents that add up to 100.0% down the column.
* Probability ≤ 0.10; **Probability ≤ 0.05; ***Probability ≤ 0.01.

Figure 25
Cell Phone Use While Driving (Q1z1)



When driving how often do you talk on a cell phone?

Table 40
Frequency of Cell Phone While Driving (Q1z1)
by Demographic Variables

Age (N = 650)	**Frequently/ Occasionally**	**Rarely/ Never**	**N**	χ^2
16-24 years	52.5	47.5	61	46.7***
25-44 years	42.7	57.3	220	
45-64 years	30.1	69.9	269	
65+ years	9.0	91.0	100	
Race (N = 656)				
White	33.0	67.0	576	0.6
African American	37.7	62.3	61	
Other	31.6	68.4	19	
Education (N = 651)				
< 12 years	20.9	79.1	67	25.0***
12 years	24.8	75.2	206	
13-15 years	35.5	64.5	183	
16-20 years	45.6	54.4	195	
Income (N = 565)				
<$30,000	21.3	78.7	169	31.6***
$30,000-49,999	29.9	70.1	147	
$50,000-74,999	35.9	64.1	117	
$75,000+	51.5	48.5	132	
Place of Residence (N = 645)				
Large/small city	36.0	64.0	350	1.9
Town/rural area	30.8	69.2	295	
Sex (N = 658)				
Male	35.5	64.5	310	1.3
Female	31.3	68.7	348	
Region (N = 658)				
West Tennessee	32.9	67.1	161	0.9
Middle Tennessee	35.7	64.3	207	
East Tennessee	31.7	68.3	290	

Cell entries are row percents that add up to 100.0% across the row.
* Probability ≤ 0.10; **Probability ≤ 0.05; ***Probability ≤ 0.01.

	OVERALL	SEEN OR HEARD "MERGE LEFT, MERGE EARLY"
INCOME		
< $5,000	4.6%	3.7%
$5,000 - $15,000	6.6%	5.5%
$15,001 - $30,000	16.1%	16.7%
$30,001 - $50,000	23.2%	26.4%
$50,001 - $75,000	19.5%	19.5%
$75,001 - $100,000	11.2%	11.7%
$100,000 +	13.4%	11.5%
Not sure	6.1%	5.0%
REGION		
East	41.9%	38.8%
Middle	33.6%	42.9%
West	24.6%	18.3%
SIZE OF COMMUNITY		
Large City	27.4%	28.5%
Small City	21.5%	20.9%
Town	12.6%	11.7%
Small Town	12.9%	12.8%
Rural – Nonfarm	14.2%	14.4%
Rural - Farm	7.8%	8.5%