

**MICHIGAN DEER-VEHICLE  
CRASH SURVEY  
RESULTS**

By  
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<b>Question 1a: Number of Individuals Surveyed in Select Counties</b>		
<b>County</b>	<b>Number of people surveyed</b>	<b>Percent of Total</b>
Calhoun	60	9.80%
Delta	60	9.80%
Huron	60	9.80%
Jackson	60	9.80%
Kalamazoo	60	9.80%
Kent	69	11.27%
Livingston	61	9.97%
Mecosta	61	9.97%
Menominee	61	9.97%
Montcalm	60	9.80%
Total	612	100.00%

<b>Question 30: Age Group of Respondents (in years)</b>		
<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
16-18	17	2.78%
19-24	52	8.50%
25-29	31	5.07%
30-35	52	8.50%
36-40	56	9.15%
41-49	110	17.97%
50-55	84	13.73%
56-64	71	11.60%
65+	132	21.57%
Refused	7	1.14%
Total	612	100.00%

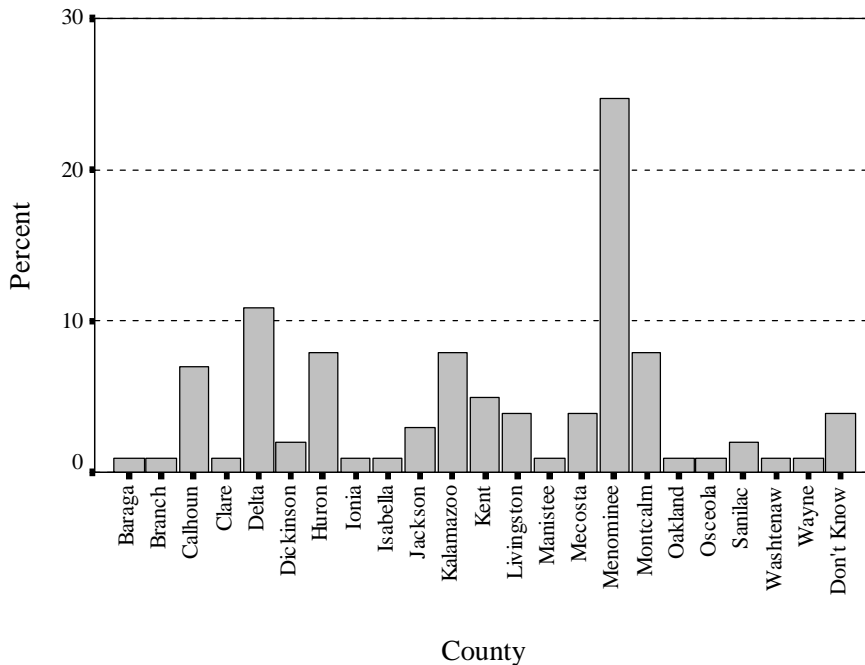
<b>Question 29: Miles Driven each Year</b>		
<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
Less than 10,000	183	29.90%
10,000 to 20,000	254	41.50%
20,000 to 30,000	67	10.95%
30,000 to 40,000	36	5.88%
More than 40,000	24	3.92%
Undecided	48	7.84%
Total	612	100.00%

<b>Question 31: Gender of Respondents</b>		
<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
Male	286	46.73%
Female	326	53.27%
Total	612	100.00%

Question 4: Number of Individuals who have been in a Deer-Vehicle Crash		
Response	Frequency	Percent
Been in a DVC	103	16.83%
Not been in a DVC	509	83.17%
Total	612	100.00%

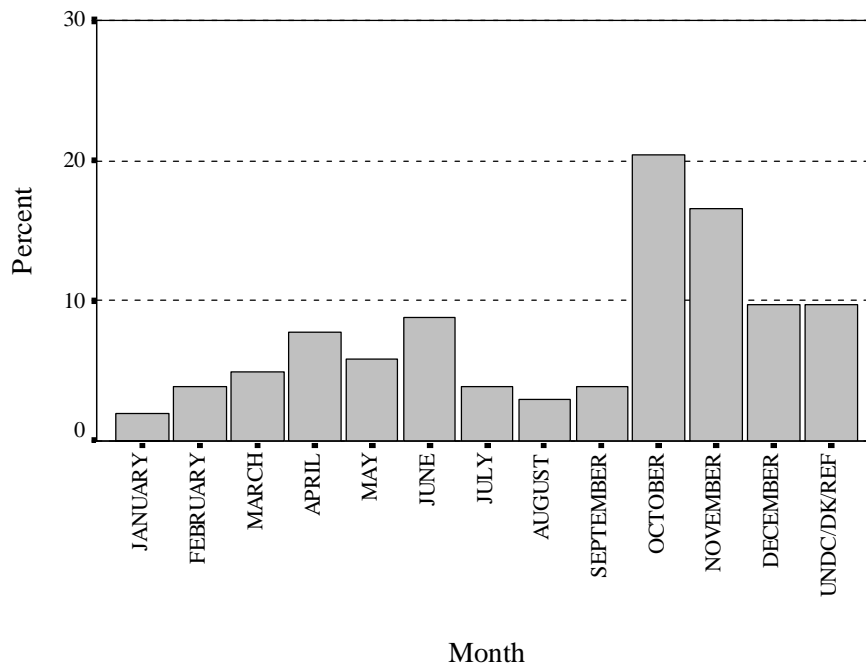
Question 5: County of Deer-vehicle Crash for Respondents		
County	Frequency	Percent
Baraga	1	0.97%
Branch	1	0.97%
Calhoun	7	6.80%
Clare	1	0.97%
Delta	11	10.68%
Dickinson	2	1.94%
Huron	8	7.77%
Ionia	1	0.97%
Isabella	1	0.97%
Jackson	3	2.91%
Kalamazoo	8	7.77%
Kent	5	4.85%
Livingston	4	3.88%
Manistee	1	0.97%
Mecosta	4	3.88%
Menominee	25	24.27%
Montcalm	8	7.77%
Oakland	1	0.97%
Osceola	1	0.97%
Sanilac	2	1.94%
Washtenaw	1	0.97%
Wayne	1	0.97%
Unknown	6	5.83%
Total	103	100.00%

County in which Crash Occurred

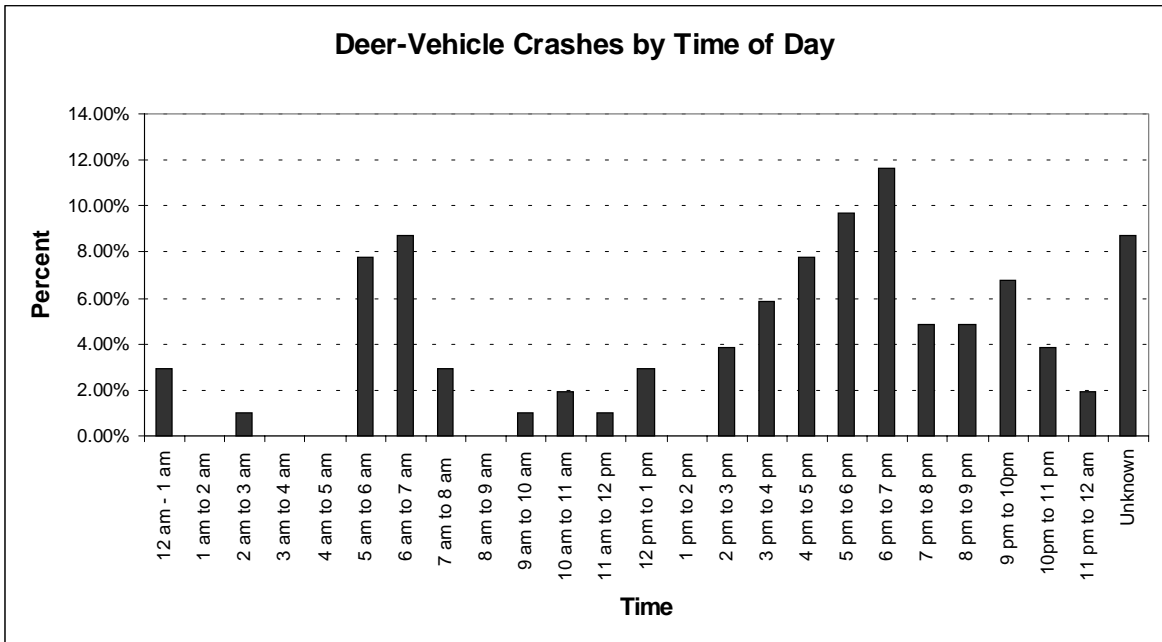


Question 6: Month in which Deer-Vehicle Crash Occurred		
Month	Frequency	Percent
January	2	1.94%
February	4	3.88%
March	5	4.85%
April	8	7.77%
May	6	5.83%
June	9	8.74%
July	4	3.88%
August	3	2.91%
September	4	3.88%
October	21	20.39%
November	17	16.50%
December	10	9.71%
Unknown	10	9.71%
Total	103	100.00%

Month in Which Deer-Vehicle Crash Occurred

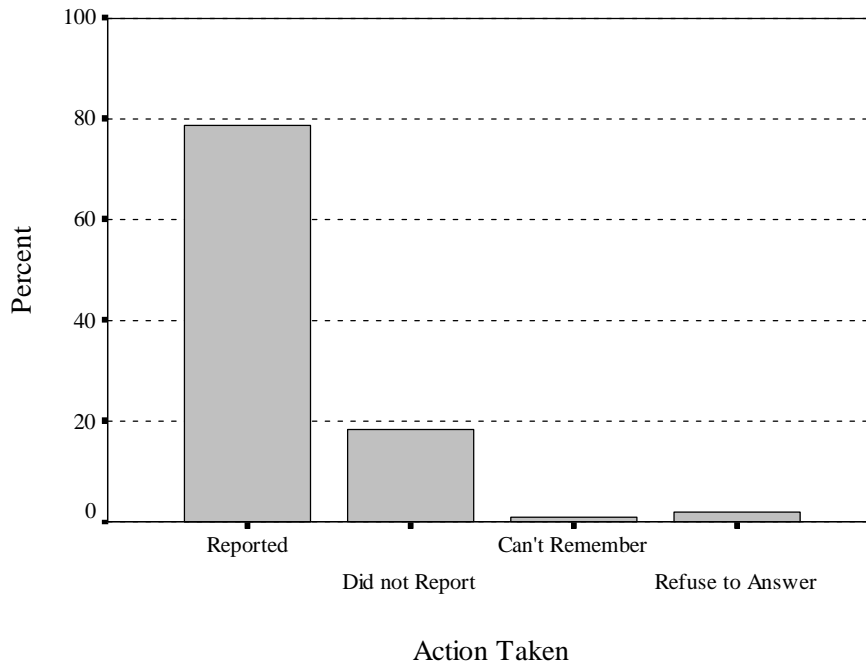


<b>Question 7: Deer-Vehicles Crashes by Time of Day</b>		
<b>Time of Day</b>	<b>Frequency</b>	<b>Percent</b>
12 am - 1 am	3	2.91%
1 am to 2 am	0	0.00%
2 am to 3 am	1	0.97%
3 am to 4 am	0	0.00%
4 am to 5 am	0	0.00%
5 am to 6 am	8	7.77%
6 am to 7 am	9	8.74%
7 am to 8 am	3	2.91%
8 am to 9 am	0	0.00%
9 am to 10 am	1	0.97%
10 am to 11 am	2	1.94%
11 am to 12 pm	1	0.97%
12 pm to 1 pm	3	2.91%
1 pm to 2 pm	0	0.00%
2 pm to 3 pm	4	3.88%
3 pm to 4 pm	6	5.83%
4 pm to 5 pm	8	7.77%
5 pm to 6 pm	10	9.71%
6 pm to 7 pm	12	11.65%
7 pm to 8 pm	5	4.85%
8 pm to 9 pm	5	4.85%
9 pm to 10pm	7	6.80%
10pm to 11 pm	4	3.88%
11 pm to 12 am	2	1.94%
Unknown	9	8.74%
<b>Total</b>	<b>103</b>	<b>100.00%</b>

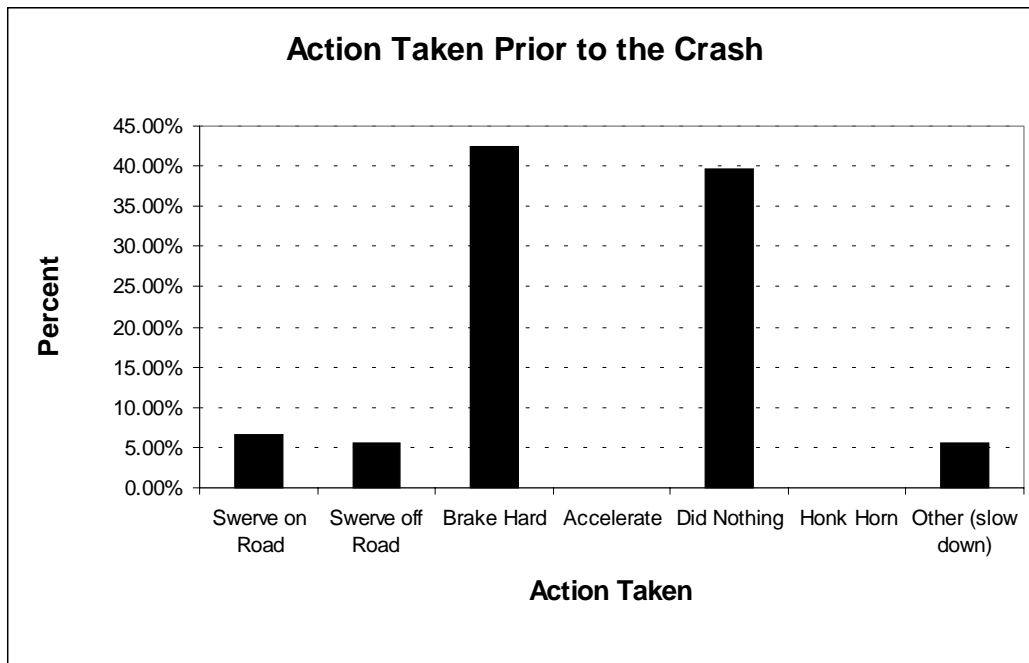


<b>Question 8: Deer-Vehicle Crash Reported to Police or Sheriff's Department</b>		
<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
Reported	81	78.64%
Did not Report	19	18.45%
Can't Remember	1	0.97%
Refuse to Answer	2	1.94%
Total	103	100.00%

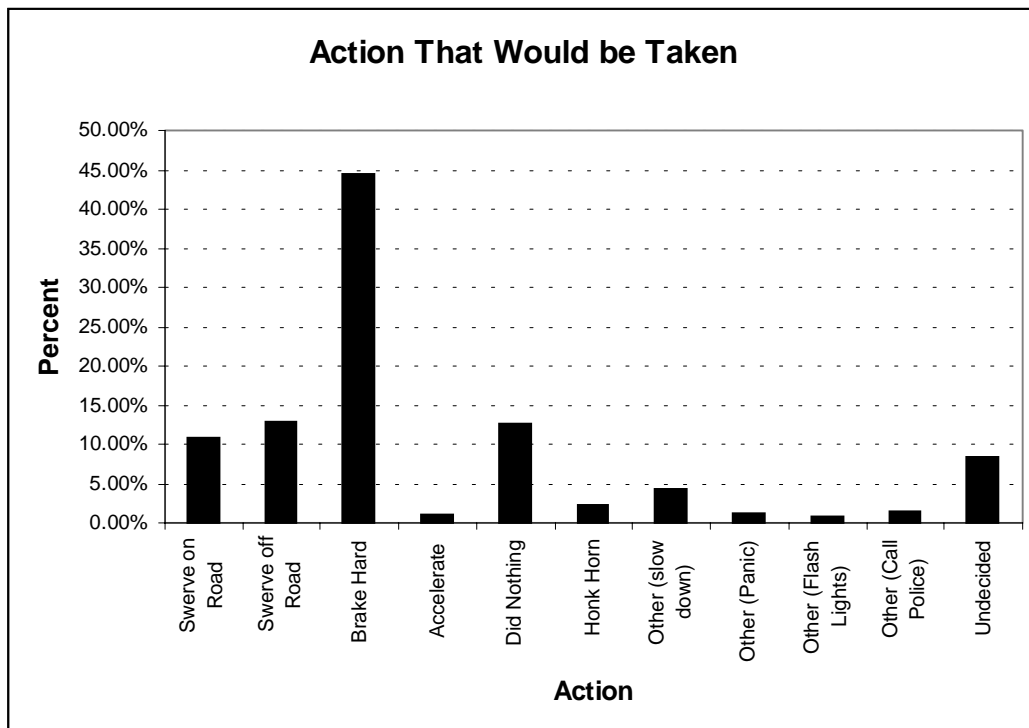
**Crash Status after Incident**



<b>Question 9: Action Taken Prior to the Crash to Avoid Collision</b>		
<b>Action</b>	<b>Frequency</b>	<b>Percent</b>
Swerve on Road	7	6.60%
Swerve off Road	6	5.66%
Brake Hard	45	42.45%
Accelerate	0	0.00%
Did Nothing	42	39.62%
Honk Horn	0	0.00%
Other (slow down)	6	5.66%
Total	106	100.00%

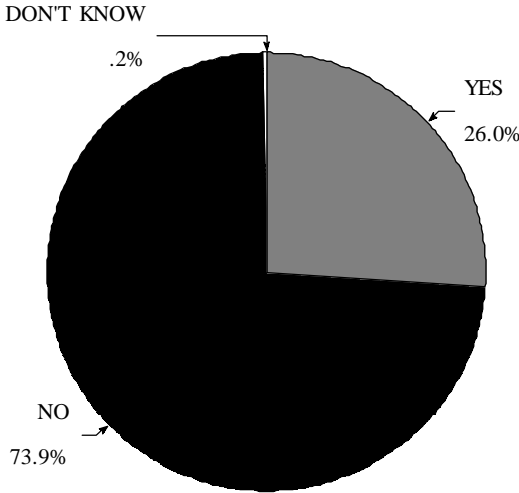


<b>Question 10: Action That Would be Taken Prior to the Crash to Avoid Collision</b>		
<b>Action</b>	<b>Frequency</b>	<b>Percent</b>
Swerve on Road	66	10.75%
Swerve off Road	79	12.87%
Brake Hard	273	44.46%
Accelerate	6	0.98%
Did Nothing	78	12.70%
Honk Horn	14	2.28%
Other (slow down)	26	4.23%
Other (Panic)	7	1.14%
Other (Flash Lights)	5	0.81%
Other (Call Police)	9	1.47%
Undecided	51	8.31%
Total	614	100.00%



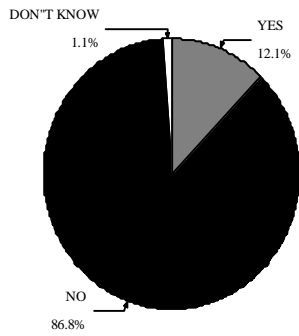
<b>Question 11: Have any Immediate Family Members Been in a Deer-Vehicle Crash</b>		
<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
Yes	159	25.98%
No	452	73.86%
Don't Know	1	0.16%
Total	612	100.00%

Immediate Family In Deer-Vehicle Crash



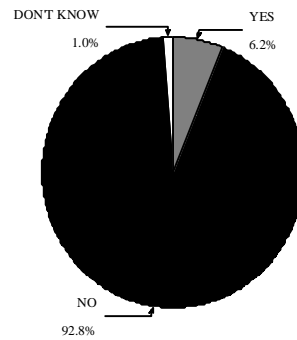
<b>Question 12: Have You Heard/Seen/Read any Deer-Vehicle Crash Messages on Television</b>		
<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
Yes	74	12.09%
No	531	86.76%
Don't Know	1	0.16%
Total	612	100.00%

Television



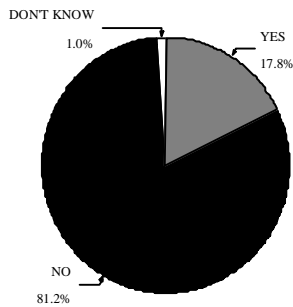
<b>Question 13: Have You Heard any Deer-Vehicle Crash Messages on Radio</b>		
<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
Yes	38	6.21%
No	568	92.81%
Don't Know	6	0.98%
Total	612	100.00%

Radio



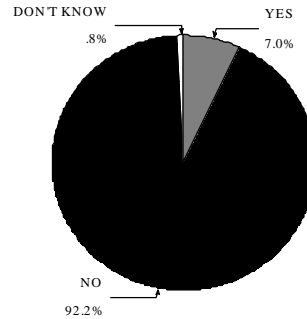
<b>Question 14: Have You Seen/Read any Deer-Vehicle Crash Messages on Newspapers</b>		
<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
Yes	109	17.81%
No	497	81.21%
Don't Know	6	0.98%
Total	612	100.00%

Newspaper

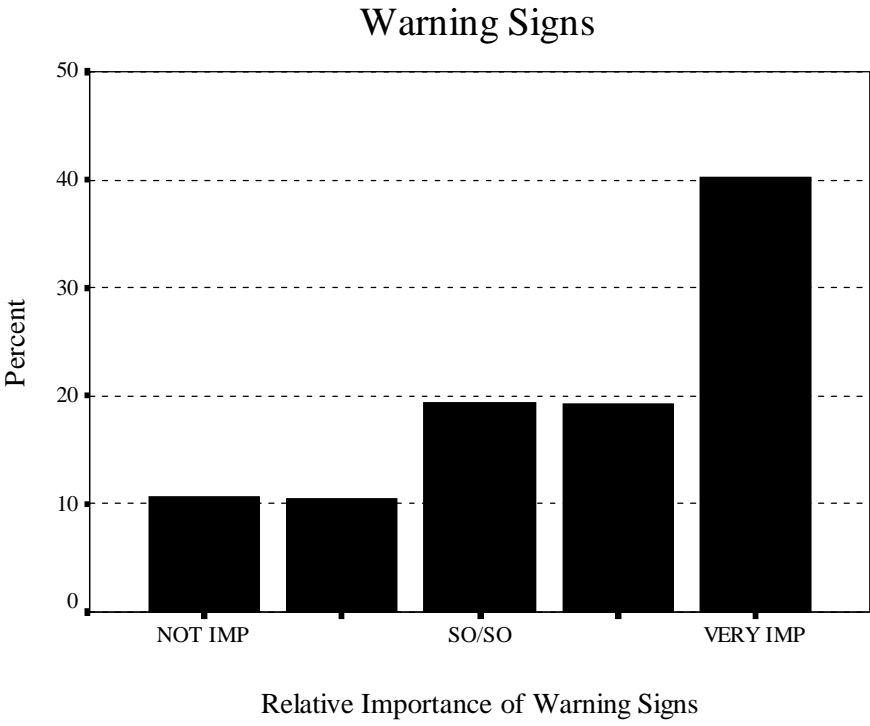


<b>Question 15: Have You Seen/Read any Deer-Vehicle Crash Messages on Billboards</b>		
<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
Yes	43	7.03%
No	564	92.16%
Don't Know	5	0.82%
Total	612	100.00%

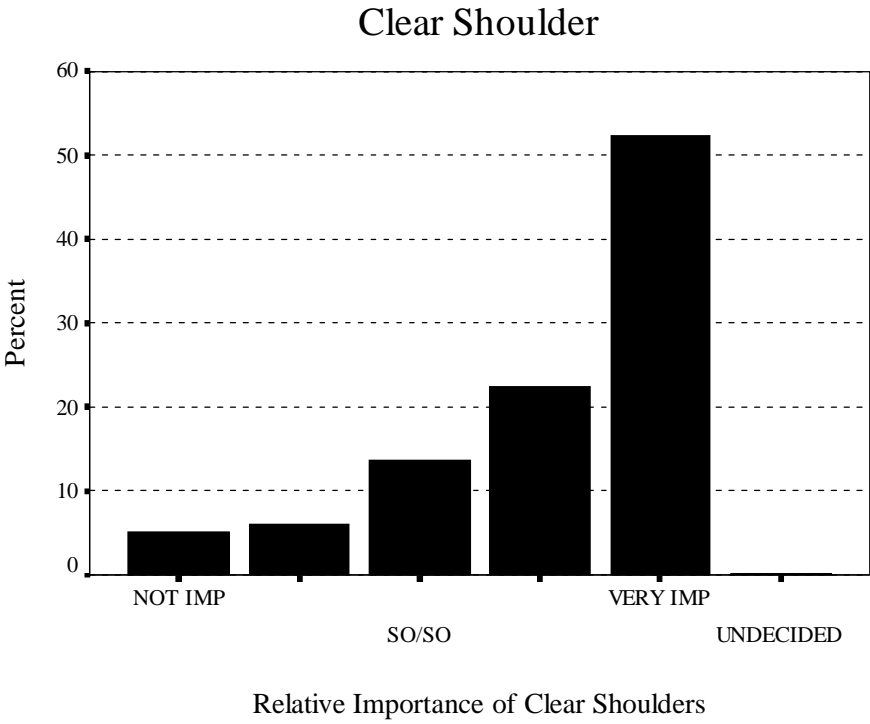
Billboards



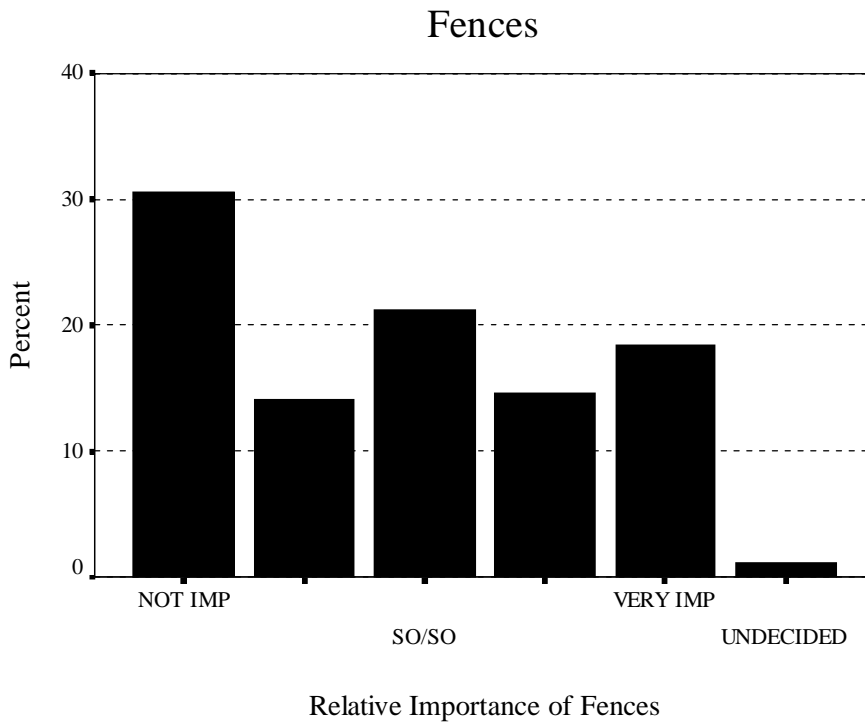
<b>Question 16: Importance of Warning Signs in Reducing Deer-Vehicle Crashes</b>		
<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
No Importance	65	10.62%
Low Importance	64	10.46%
Medium Importance	119	19.44%
Important	118	19.28%
Very Important	246	40.20%
Undecided	0	0.00%
Total	612	100.00%



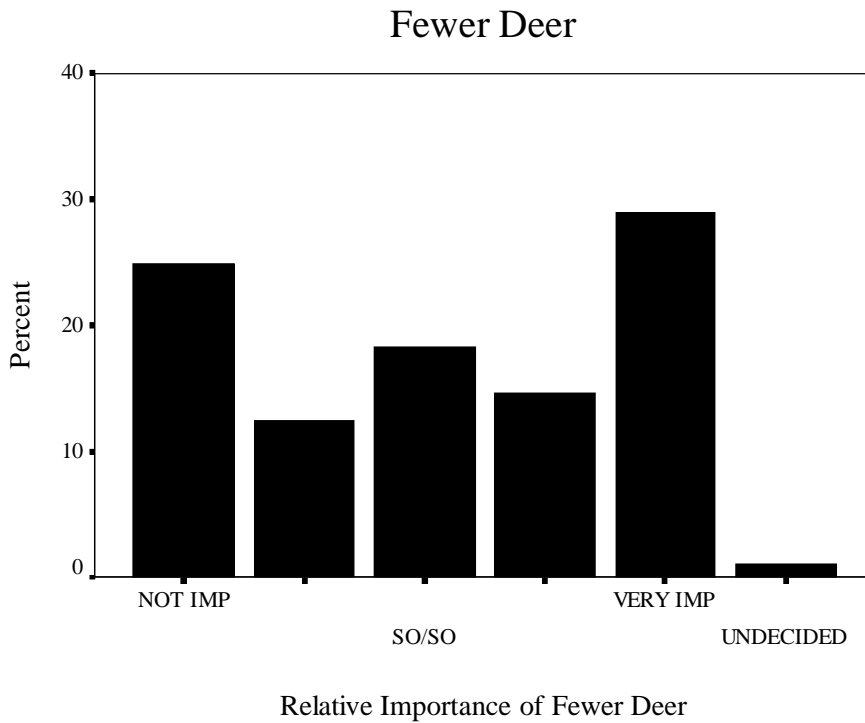
<b>Question 17: Importance of Clear Shoulders in Reducing Deer-Vehicle Crashes</b>		
<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
No Importance	32	5.23%
Low Importance	37	6.05%
Medium Importance	84	13.73%
Important	137	22.39%
Very Important	321	52.45%
Undecided	1	0.16%
Total	612	100.00%



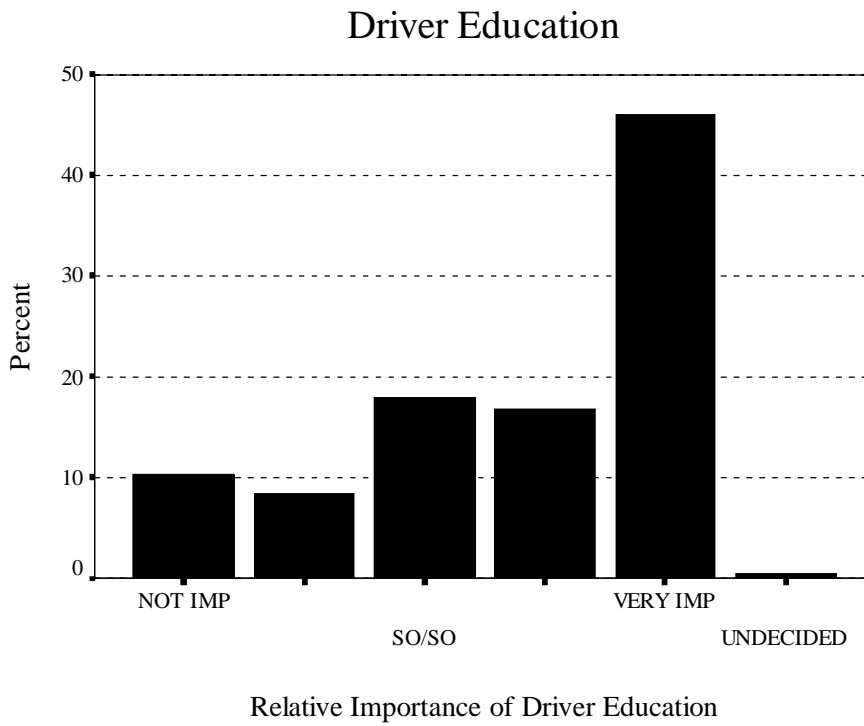
<b>Question 18: Importance of Fences in Reducing Deer-Vehicle Crashes</b>		
<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
No Importance	187	30.56%
Low Importance	86	14.05%
Medium Importance	130	21.24%
Important	89	14.54%
Very Important	113	18.46%
Undecided	7	1.14%
Total	612	100.00%



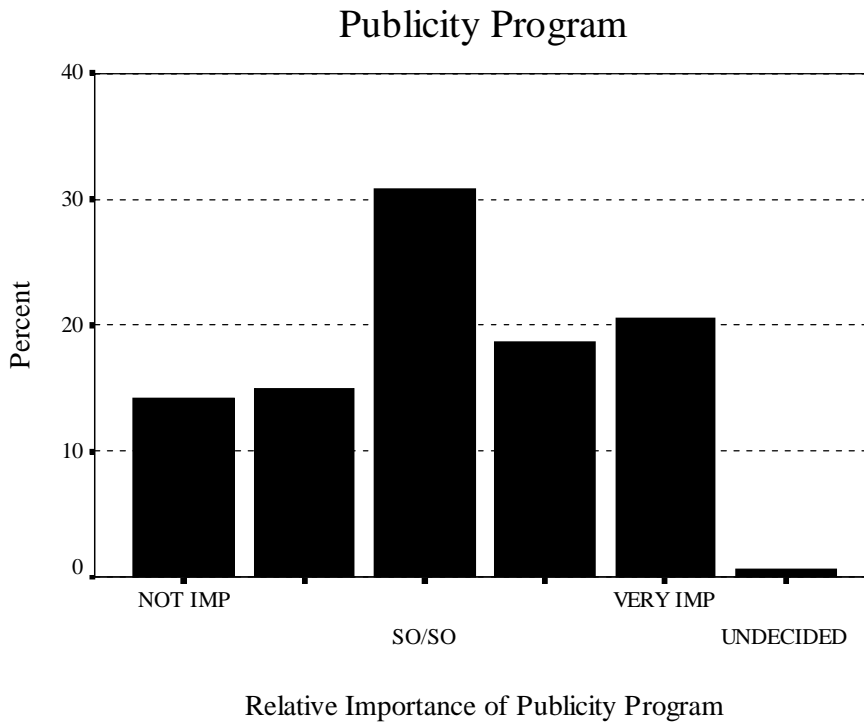
<b>Question 19: Importance of Controlling Deer Population in Reducing Deer-Vehicle Crashes</b>		
<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
No Importance	152	24.84%
Low Importance	76	12.42%
Medium Importance	112	18.30%
Important	89	14.54%
Very Important	177	28.92%
Undecided	6	0.98%
Total	612	100.00%



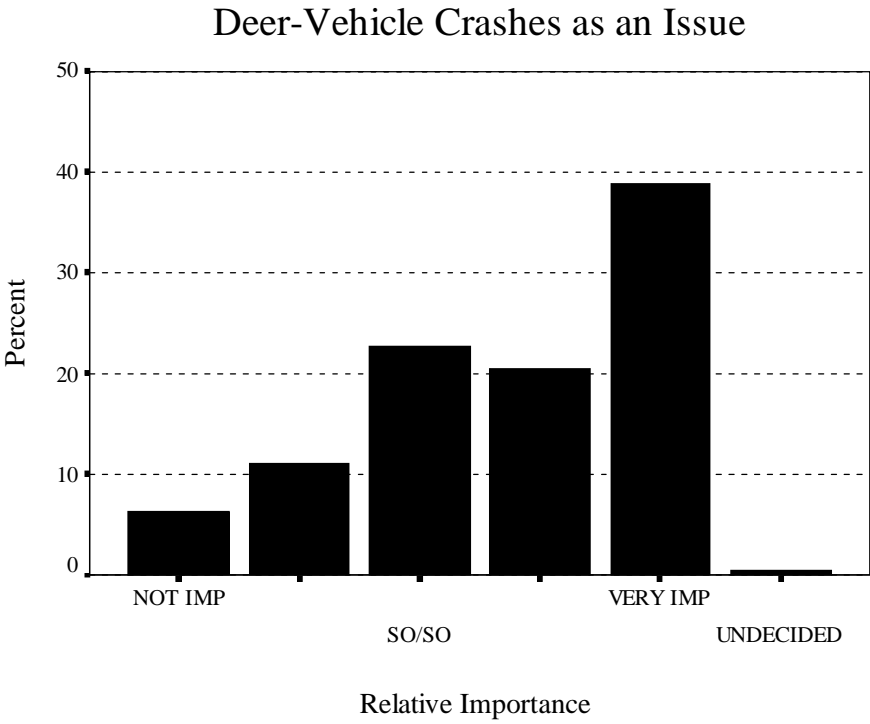
<b>Question 20: Importance of Driver Education in Reducing Deer-Vehicle Crashes</b>		
<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
No Importance	63	10.29%
Low Importance	51	8.33%
Medium Importance	110	17.97%
Important	103	16.83%
Very Important	282	46.08%
Undecided	3	0.49%
Total	612	100.00%



<b>Question 21: Importance of a Publicity Program in Reducing Deer-Vehicle Crashes</b>		
<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
No Importance	87	14.22%
Low Importance	92	15.03%
Medium Importance	189	30.88%
Important	114	18.63%
Very Important	126	20.59%
Undecided	4	0.65%
Total	612	100.00%

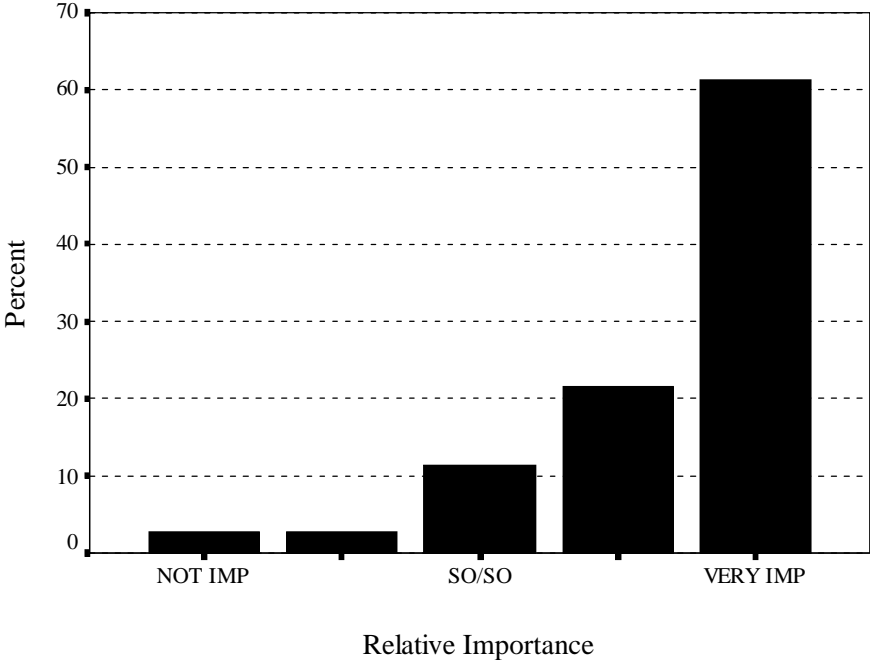


<b>Question 22: Importance of Deer-Vehicle Crashes as an Issue</b>		
<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
No Importance	39	6.37%
Low Importance	68	11.11%
Medium Importance	139	22.71%
Important	125	20.42%
Very Important	238	38.89%
Undecided	3	0.49%
Total	612	100.00%

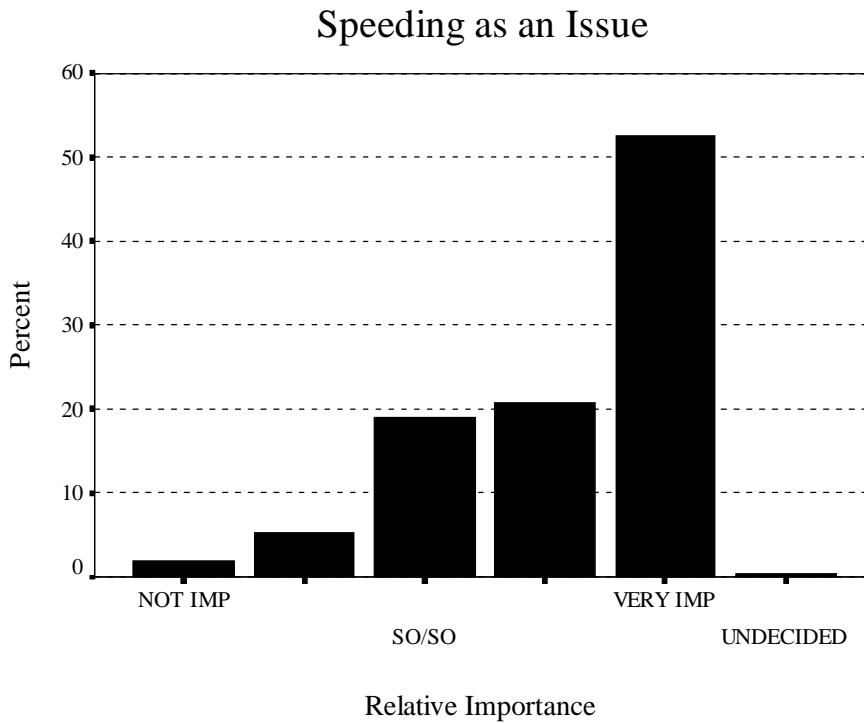


<b>Question 23: Importance of Potholes as an Issue</b>		
<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
No Importance	17	2.78%
Low Importance	17	2.78%
Medium Importance	70	11.44%
Important	132	21.57%
Very Important	375	61.27%
Undecided	1	0.16%
Total	612	100.00%

Potholes as an Issue

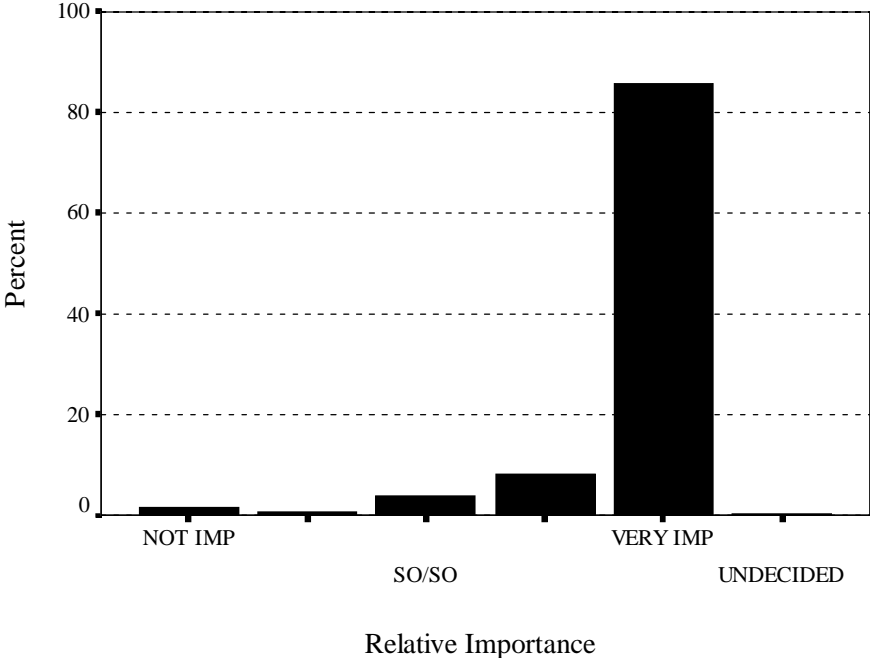


Question 24: Importance of Speeding as an Issue		
Response	Frequency	Percent
No Importance	12	1.96%
Low Importance	33	5.39%
Medium Importance	116	18.95%
Important	127	20.75%
Very Important	322	52.61%
Undecided	2	0.33%
Total	612	100.00%



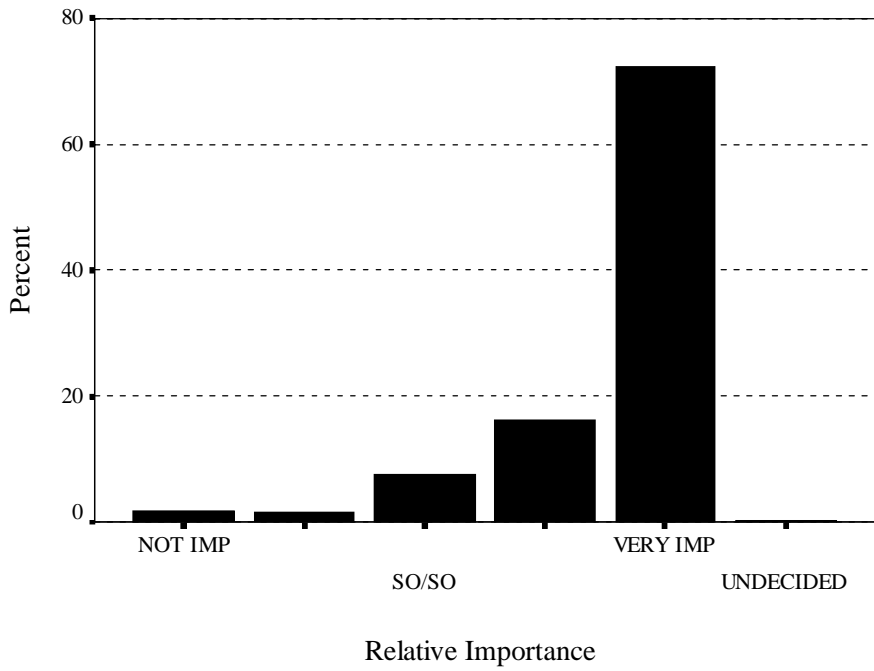
<b>Question 25: Importance of Alcohol as an Issue</b>		
<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
No Importance	10	1.63%
Low Importance	3	0.49%
Medium Importance	23	3.76%
Important	50	8.17%
Very Important	524	85.62%
Undecided	2	0.33%
Total	612	100.00%

**Alcohol as an Issue**



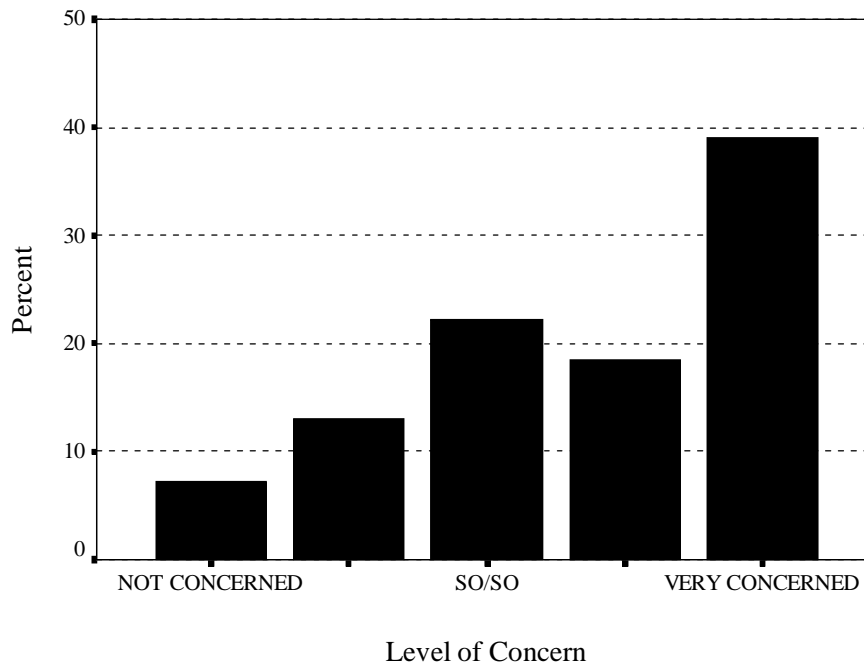
Question 26: Importance of Aggressive Driving as an Issue		
Response	Frequency	Percent
No Importance	11	1.80%
Low Importance	10	1.63%
Medium Importance	47	7.68%
Important	99	16.18%
Very Important	443	72.39%
Undecided	2	0.33%
Total	612	100.00%

Aggressive Driving as an Issue



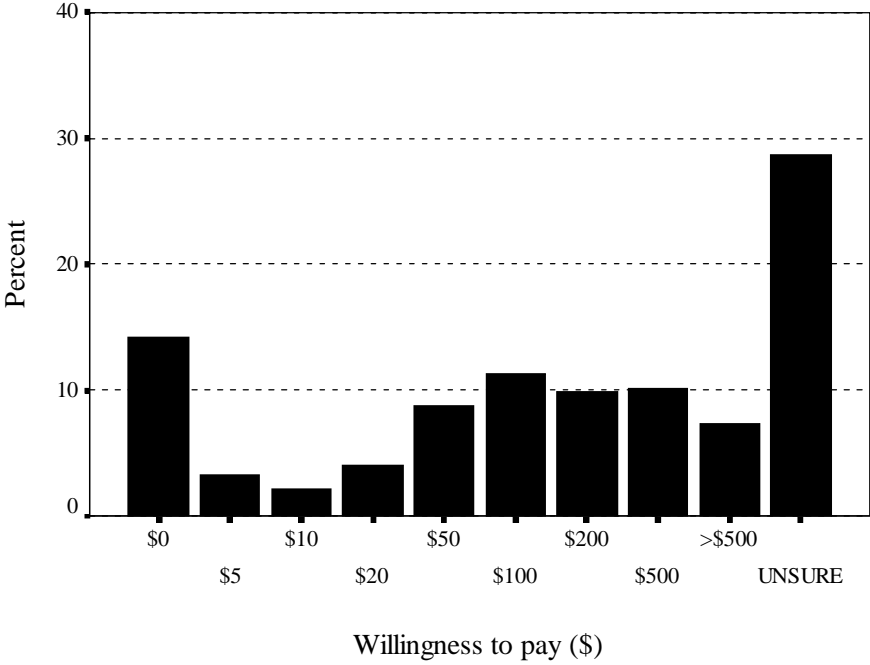
<b>Question 27: Level of Concern Regarding Hitting Deer on the Road</b>		
<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
No Concern at all	44	7.19%
Low Concern	80	13.07%
Medium Concern	136	22.22%
Concerned	113	18.46%
Very Concerned	239	39.05%
Total	612	100.00%

**Concern About Hitting Deer**



<b>Question 28: Willingness to Pay (in dollars) for a Technology that would Reduce Deer-Vehicle Crashes by 90%</b>		
<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
\$0	87	14.22%
\$5	20	3.27%
\$10	13	2.12%
\$20	25	4.08%
\$50	54	8.82%
\$100	69	11.27%
\$200	61	9.97%
\$500	62	10.13%
More than \$500	45	7.35%
Undecided	176	28.76%
Total	612	100.00%

**Willingness to Pay for New Technology**



## **BIVARIATE ANALYSIS OF SURVEY QUESTIONS**

**Presence/Absence in a Deer-Vehicle Crash by Age and Gender**

GENDER	AGE GROUP											
		16 TO 18	19 TO 24	25 TO 29	30 TO 35	36 TO 40	41 TO 49	50 TO 55	56 TO 64	65+	REFUSED	TOTAL
MALE	YES		6	6	6	4	14	6	5	5		52
	NO	13	21	3	16	22	39	33	26	57	4	234
	Total	13	27	9	22	26	53	39	31	62	4	286
FEMALE	YES		4	6	2	4	14	13	2	6		51
	NO	4	21	16	28	26	43	32	38	64	3	275
	Total	4	25	22	30	30	57	45	40	70	3	326

### Monthly Deer-Vehicle Crashes by Age and Gender

GENDER	AGE GROUP									
		19 TO 24	25 TO 29	30 TO 35	36 TO 40	41 TO 49	50 TO 55	56 TO 64	65+	TOTAL
MALE	FEBRUARY		2			1				3
	MARCH	1								1
	APRIL	1				1	1			3
	MAY		2					1		3
	JUNE	1	1	2		1	1			6
	JULY					1				1
	AUGUST					1				1
	SEPTEMBER					1				1
	OCTOBER	1			2	3	1		2	9
	NOVEMBER	1		2		3	1	1	1	9
	DECEMBER		1	1	1	1		2	1	7
	UNDECIDED	1		1	1	1	2	1	1	8
	Total	6	6	6	4	14	6	5	5	52
FEMALE	JANUARY		1			1				2
	FEBRUARY					1				1
	MARCH		1		2				1	4
	APRIL	1	1				1	1	1	5
	MAY		1			1	1			3
	JUNE	1	1				1			3
	JULY	1				2				3
	AUGUST				1	1				2
	SEPTEMBER					1	1		1	3
	OCTOBER	1		1		4	4	1	1	12
	NOVEMBER			1		2	5			8
	DECEMBER		1			1			1	3
	UNDECIDED					1			1	2
Total	4	6	2	4	14	13	2	6	51	

### Crash Reported or Not by Age and Gender

GENDER	AGE GROUP									
		19 TO 24	25 TO 29	30 TO 35	36 TO 40	41 TO 49	50 TO 55	56 TO 64	65+	TOTAL
MALE	REPORTED	4	5	5	2	12	4	4	3	39
	NOT REPORTED	2	1		2	2	2		2	11
	UNDECIDED			1				1		2
	Total	6	6	6	4	14	6	5	5	52
FEMALE	REPORTED	3	5	2	4	12	9	2	5	42
	NOT REPORTED	1				2	4		1	8
	UNDECIDED		1							1
	Total	4	6	2	4	14	13	2	6	51

<b>Swerved Off Roadway Before Deer-Vehicle Crash by Age and Gender</b>										
<b>GENDER</b>	<b>AGE GROUP</b>									
		19 TO 24	25 TO 29	30 TO 35	36 TO 40	41 TO 49	50 TO 55	56 TO 64	65+	TOTAL
MALE	YES	1				3				4
	NO	5	6	6	4	11	6	5	5	48
	Total	6	6	6	4	14	6	5	5	52
FEMALE	YES								2	2
	NO	4	6	2	4	14	13	2	4	49
	Total	4	6	2	4	14	13	2	6	51

<b>Swerved On Roadway Before Deer-Vehicle Crash by Age and Gender</b>										
<b>GENDER</b>	<b>AGE GROUP</b>									
		19 TO 24	25 TO 29	30 TO 35	36 TO 40	41 TO 49	50 TO 55	56 TO 64	65+	TOTAL
MALE	YES	1				2	1			4
	NO	5	6	6	4	12	5	5	5	48
	Total	6	6	6	4	14	6	5	5	52
FEMALE	YES					2	1			3
	NO	4	6	2	4	12	12	2	6	48
	Total	4	6	2	4	14	13	2	6	51

<b>Braked Hard Before Deer-Vehicle Crash by Age and Gender</b>										
<b>GENDER</b>	<b>AGE GROUP</b>									
		19 TO 24	25 TO 29	30 TO 35	36 TO 40	41 TO 49	50 TO 55	56 TO 64	65+	TOTAL
MALE	YES	3	4	2	4	6	2	1	1	23
	NO	3	2	4		8	4	4	4	29
	Total	6	6	6	4	14	6	5	5	52
FEMALE	YES	2	3	2	2	5	5		3	22
	NO	2	3		2	9	8	2	3	29
	Total	4	6	2	4	14	13	2	6	51

<b>Did Nothing/Kept Driving before Deer-Vehicle Crash by Age and Gender</b>										
<b>GENDER</b>	<b>AGE GROUP</b>									
		19 TO 24	25 TO 29	30 TO 35	36 TO 40	41 TO 49	50 TO 55	56 TO 64	65+	TOTAL
MALE	YES	2	2	3		4	3	3	4	21
	NO	4	4	3	4	10	3	2	1	31
	Total	6	6	6	4	14	6	5	5	52
FEMALE	YES	2	2		1	4	8	2	2	21
	NO	2	4	2	3	10	5		4	30
	Total	4	6	2	4	14	13	2	6	51

### Would Swerve On Roadway by Age and Gender

Would Swerve On Roadway by Age and Gender												
GENDER	AGE GROUP											TOTAL
		16 TO 18	19 TO 24	25 TO 29	30 TO 35	36 TO 40	41 TO 49	50 TO 55	56 TO 64	65+	REFUSED	
MALE	YES	1	2	1	2	4	2	5	1	6		24
	NO	12	19	2	14	18	37	28	25	51	4	210
	Total	13	21	3	16	22	39	33	26	57	4	234
FEMALE	YES	2	5	4	5	3	7	5	5	4	2	42
	NO	2	16	12	23	23	36	27	33	60	1	233
	Total	4	21	16	28	26	43	32	38	64	3	275

### Would Swerve Off Roadway by Age and Gender

Would Swerve Off Roadway by Age and Gender												
GENDER	AGE GROUP											TOTAL
		16 TO 18	19 TO 24	25 TO 29	30 TO 35	36 TO 40	41 TO 49	50 TO 55	56 TO 64	65+	REFUSED	
MALE	YES	3	8		4	4	3	6	3	6	1	38
	NO	10	13	3	12	18	36	27	23	51	3	196
	Total	13	21	3	16	22	39	33	26	57	4	234
FEMALE	YES		6	3	4	6	7	3	7	5		41
	NO	4	15	13	24	20	36	29	31	59	3	234
	Total	4	21	16	28	26	43	32	38	64	3	275

<b>Would Brake Hard by Age and Gender</b>												
<b>GENDER</b>	<b>AGE GROUP</b>											<b>TOTAL</b>
		16 TO 18	19 TO 24	25 TO 29	30 TO 35	36 TO 40	41 TO 49	50 TO 55	56 TO 64	65+	REFUSED	
MALE	YES	7	10		11	11	17	18	16	25	1	116
	NO	6	11	3	5	11	22	15	10	32	3	118
	Total	13	21	3	16	22	39	33	26	57	4	234
FEMALE	YES	4	10	7	20	14	24	18	21	38	1	157
	NO		11	9	8	12	19	14	17	26	2	118
	Total	4	21	16	28	26	43	32	38	64	3	275

<b>Would Accelerate by Age and Gender</b>												
<b>GENDER</b>	<b>AGE GROUP</b>											<b>TOTAL</b>
		16 TO 18	19 TO 24	25 TO 29	30 TO 35	36 TO 40	41 TO 49	50 TO 55	56 TO 64	65+	REFUSED	
MALE	YES	1	1				1	1				4
	NO	12	20	3	16	22	38	32	26	57	4	230
	Total	13	21	3	16	22	39	33	26	57	4	234
FEMALE	YES								1	1		2
	NO	4	21	16	28	26	43	32	37	63	3	273
	Total	4	21	16	28	26	43	32	38	64	3	275

### Would Do Nothing/Keep Driving by Age and Gender

<b>Would Do Nothing/Keep Driving by Age and Gender</b>												
<b>GENDER</b>	<b>AGE GROUP</b>											
		16 TO 18	19 TO 24	25 TO 29	30 TO 35	36 TO 40	41 TO 49	50 TO 55	56 TO 64	65+	REFUSED	TOTAL
MALE	YES	2	3	1	2	6	8	6	7	11		46
	NO	11	18	2	14	16	31	27	19	46	4	188
	Total	13	21	3	16	22	39	33	26	57	4	234
FEMALE	YES		1	2	4	4	5	3	3	10		32
	NO	4	20	14	24	22	38	29	35	54	3	243
	Total	4	21	16	28	26	43	32	38	64	3	275

### Would Honk Horn by Age and Gender

<b>Would Honk Horn by Age and Gender</b>												
<b>GENDER</b>	<b>AGE GROUP</b>											
		16 TO 18	19 TO 24	25 TO 29	30 TO 35	36 TO 40	41 TO 49	50 TO 55	56 TO 64	65+	REFUSED	TOTAL
MALE	YES	1			1	1	2	2				7
	NO	12	21	3	15	21	37	31	26	57	4	227
	Total	13	21	3	16	22	39	33	26	57	4	234
FEMALE	YES	1		1		1	1	1			2	7
	NO	3	21	15	28	25	42	31	38	64	1	268
	Total	4	21	16	28	26	43	32	38	64	3	275

### Other Responses by Age and Gender

GENDER	AGE GROUP											
		16 TO 18	19 TO 24	25 TO 29	30 TO 35	36 TO 40	41 TO 49	50 TO 55	56 TO 64	65+	REFUSED	TOTAL
MALE	Panic					1	1			1	1	4
	Flash Lights						2	1				3
	Slow Down	1				1		2	2	3	1	10
	Call Police						1			2		3
	Unsure	1	1	1		1	4	3	2	9	1	23
	Total	2	1	1		3	8	6	4	15	3	43
FEMALE	Panic					1		1		1		3
	Flash Lights				1					1		2
	Slow Down		1	2	1	1	3	2	4	2		16
	Call Police		2				2	1	1			6
	Unsure		2	3		2	3	2	4	11	1	28
	Total		5	5	2	4	8	6	9	15	1	55

### Immediate Family Members Been in Deer-Vehicle Crash

GENDER	AGE GROUP											
		16 TO 18	19 TO 24	25 TO 29	30 TO 35	36 TO 40	41 TO 49	50 TO 55	56 TO 64	65+	REFUSED	TOTAL
MALE	YES	5	11	4	4	4	12	7	8	5	2	62
	NO	8	16	5	18	22	41	32	23	56	3	224
	Total	13	27	9	22	26	53	39	31	62	4	286
FEMALE	YES	2	14	5	9	10	16	13	11	18		98
	NO	2	11	17	21	20	41	32	29	52	3	228
	Total	4	25	22	30	30	57	45	40	70	3	326

<b>Heard/Seen/Read Deer-Vehicle Crash Messages on Television</b>												
<b>GENDER</b>	<b>AGE GROUP</b>											<b>TOTAL</b>
		16 TO 18	19 TO 24	25 TO 29	30 TO 35	36 TO 40	41 TO 49	50 TO 55	56 TO 64	65+	REFUSED	
<b>MALE</b>	YES	1	1		3	3	6	7	5	13		39
	NO	12	26	9	19	23	47	31	25	49	4	245
	UNSURE							1	1			2
	<b>Total</b>	<b>13</b>	<b>27</b>	<b>9</b>	<b>22</b>	<b>26</b>	<b>53</b>	<b>39</b>	<b>31</b>	<b>62</b>	<b>4</b>	<b>286</b>
<b>FEMALE</b>	YES		1	2	1	1	9	7	2	12		35
	NO	3	23	20	29	28	48	37	38	57	3	286
	UNSURE	1	1			1		1		1		5
	<b>Total</b>	<b>4</b>	<b>25</b>	<b>22</b>	<b>30</b>	<b>30</b>	<b>57</b>	<b>45</b>	<b>40</b>	<b>70</b>	<b>3</b>	<b>326</b>

<b>Heard/Seen/Read Deer-Vehicle Crash Messages on Radio</b>												
<b>GENDER</b>	<b>AGE GROUP</b>											<b>TOTAL</b>
		16 TO 18	19 TO 24	25 TO 29	30 TO 35	36 TO 40	41 TO 49	50 TO 55	56 TO 64	65+	REFUSED	
<b>MALE</b>	YES		3			7	2	4	2	6		24
	NO	13	24	9	22	19	51	35	29	56	4	262
	UNSURE											0
	<b>Total</b>	<b>13</b>	<b>27</b>	<b>9</b>	<b>22</b>	<b>26</b>	<b>53</b>	<b>39</b>	<b>31</b>	<b>62</b>	<b>4</b>	<b>286</b>
<b>FEMALE</b>	YES		2		2	2	4	1	1	2		14
	NO	4	22	22	28	28	51	43	39	66	3	306
	UNSURE		1				2	1		2		6
	<b>Total</b>	<b>4</b>	<b>25</b>	<b>22</b>	<b>30</b>	<b>30</b>	<b>57</b>	<b>45</b>	<b>40</b>	<b>70</b>	<b>3</b>	<b>326</b>

<b>Heard/Seen/Read Deer-Vehicle Crash Messages on Newspapers</b>												
<b>GENDER</b>	<b>AGE GROUP</b>											<b>TOTAL</b>
		16 TO 18	19 TO 24	25 TO 29	30 TO 35	36 TO 40	41 TO 49	50 TO 55	56 TO 64	65+	REFUSED	
<b>MALE</b>	YES	1	4		1	4	9	6	5	23	1	54
	NO	12	23	9	21	22	44	33	25	39	3	231
	UNSURE								1			1
	<b>Total</b>	<b>13</b>	<b>27</b>	<b>9</b>	<b>22</b>	<b>26</b>	<b>53</b>	<b>39</b>	<b>31</b>	<b>62</b>	<b>4</b>	<b>286</b>
<b>FEMALE</b>	YES	1	3	1	4	4	11	6	6	18	1	55
	NO	3	21	21	25	26	46	39	34	49	2	266
	UNSURE		1		1					3		5
	<b>Total</b>	<b>4</b>	<b>25</b>	<b>22</b>	<b>30</b>	<b>30</b>	<b>57</b>	<b>45</b>	<b>40</b>	<b>70</b>	<b>3</b>	<b>326</b>

<b>Heard/Seen/Read Deer-Vehicle Crash Messages on Billboards</b>												
<b>GENDER</b>	<b>AGE GROUP</b>											<b>TOTAL</b>
		16 TO 18	19 TO 24	25 TO 29	30 TO 35	36 TO 40	41 TO 49	50 TO 55	56 TO 64	65+	REFUSED	
<b>MALE</b>	YES	1	1	1		4	4	1	2	6		20
	NO	12	26	8	22	22	49	38	29	55	4	265
	UNSURE									1		1
	<b>Total</b>	<b>13</b>	<b>27</b>	<b>9</b>	<b>22</b>	<b>26</b>	<b>53</b>	<b>39</b>	<b>31</b>	<b>62</b>	<b>4</b>	<b>286</b>
<b>FEMALE</b>	YES	1	2	3		2	6	2	2	5		23
	NO	3	22	19	30	28	51	42	37	64	3	299
	UNSURE		1					1	1	1		4
	<b>Total</b>	<b>4</b>	<b>25</b>	<b>22</b>	<b>30</b>	<b>30</b>	<b>57</b>	<b>45</b>	<b>40</b>	<b>70</b>	<b>3</b>	<b>326</b>

## IMPORTANCE OF WARNING SIGNS IN REDUCING DEER-VEHICLE CRASHES

GENDER	AGE GROUP											
		16 TO 18	19 TO 24	25 TO 29	30 TO 35	36 TO 40	41 TO 49	50 TO 55	56 TO 64	65+	REFUSED	TOTAL
MALE	NOT IMP	1	3	1	3	1	6	4	6	8	2	35
	LOW IMP	1	2	2	5	6	8	8	3	11		46
	SO/SO	2	7	3	4	5	11	12	6	12	2	64
	IMP	8	8	2	6	7	10	6	5	11		63
	VERY IMP	1	7	1	4	7	18	9	11	20		78
	Total	13	27	9	22	26	53	39	31	62	4	286
FEMALE	NOT IMP	1	1	2	3	1	4	5	6	7		30
	LOW IMP		1	1	1	1	4	5	3	2		18
	SO/SO		6	3	6	7	12	7	3	11		55
	IMP	2	5	3	6	5	14	8	4	6	2	55
	VERY IMP	1	12	13	14	16	23	20	24	44	1	168
	Total	4	25	22	30	30	57	45	40	70	3	326

## IMPORTANCE OF CLEAR SHOULDERS IN REDUCING DEER-VEHICLE CRASHES

GENDER	AGE GROUP											
		16 TO 18	19 TO 24	25 TO 29	30 TO 35	36 TO 40	41 TO 49	50 TO 55	56 TO 64	65+	REFUSED	TOTAL
MALE	NOT IMP			1	1	3	2	4	3	5	2	21
	LOW IMP	1	1	1	3	1	3	4	1	6		21
	SO/SO	5		2	3	4	10	7	1	13	1	46
	IMP	3	17	2	5	7	12	8	9	15		78
	VERY IMP	4	9	3	10	11	26	16	17	23	1	120
	Total	13	27	9	22	26	53	39	31	62	4	286
FEMALE	NOT IMP			1				6	2	2		11
	LOW IMP				2	2	5	2	1	4		16
	SO/SO		4	1	4	3	6	7	5	8		38
	IMP	1	3	8	11	5	11	7	4	8	1	59
	VERY IMP	3	18	12	13	20	35	23	28	47	2	201
	Total	4	25	22	30	30	57	45	40	70	3	326

## IMPORTANCE OF FENCES IN REDUCING DEER-VEHICLE CRASHES

GENDER	AGE GROUP											
		16 TO 18	19 TO 24	25 TO 29	30 TO 35	36 TO 40	41 TO 49	50 TO 55	56 TO 64	65+	REFUSED	TOTAL
MALE	NOT IMP	1	3	3	7	10	17	18	13	29	4	105
	LOW IMP	2	9		4	8	5	5	2	7		42
	SO/SO	5	9	5	3	4	16	4	6	4		56
	IMP	4	5	1	5	2	6	7	5	6		41
	VERY IMP	1	1		3	2	9	5	5	15		41
	Total	13	27	9	22	26	53	39	31	62	4	286
FEMALE	NOT IMP	1	2	4	3	7	14	18	19	14		82
	LOW IMP		3	3	3	8	11	3	7	6		44
	SO/SO	1	8	6	7	6	12	12	7	19	1	74
	IMP	1	8	3	8	5	8	5		10		48
	VERY IMP	1	4	6	9	4	11	7	7	21	2	72
	Total	4	25	22	30	30	57	45	40	70	3	326

## IMPORTANCE OF FEWER DEER IN REDUCING DEER-VEHICLE CRASHES

GENDER	AGE GROUP											
		16 TO 18	19 TO 24	25 TO 29	30 TO 35	36 TO 40	41 TO 49	50 TO 55	56 TO 64	65+	REFUSED	TOTAL
MALE	NOT IMP	2	3	2	6	8	20	11	13	20	1	86
	LOW IMP	1	6	1	4	4	3	9	3	7	2	40
	SO/SO	4	8	2	5	8	10	10	5	9		60
	IMP	5	4	1	3	2	5	3	3	7	1	34
	VERY IMP	1	6	3	4	4	15	6	7	19		65
	Total	13	27	9	22	26	53	39	31	62	4	286
FEMALE	NOT IMP		7	6	4	6	10	11	11	11		66
	LOW IMP	1	5	1	5	3	4	6	6	5		36
	SO/SO	2	4	6	4	6	8	7	4	11		52
	IMP	1	4	7	8	4	13	5	4	8	1	55
	VERY IMP		5	1	9	11	22	16	15	31	2	112
	Total	4	25	22	30	30	57	45	40	70	3	326

## IMPORTANCE OF DRIVER EDUCATION IN REDUCING DEER-VEHICLE CRASHES

GENDER	AGE GROUP											
		16 TO 18	19 TO 24	25 TO 29	30 TO 35	36 TO 40	41 TO 49	50 TO 55	56 TO 64	65+	REFUSED	TOTAL
MALE	NOT IMP		2	1	2	1	4	4	7	14	1	36
	LOW IMP	1	3	1	5	4	4	3	4	6		31
	SO/SO	3	7	3	6	6	10	13	6	6		60
	IMP	5	2	2	3	7	9	10	3	10		51
	VERY IMP	4	13	2	6	8	26	9	11	26	3	108
	Total	13	27	9	22	26	53	39	31	62	4	286
FEMALE	NOT IMP		3		1		6	7	3	7		27
	LOW IMP		1		1	2	4	5	5	2		20
	SO/SO	2	3	5	2	5	8	7	4	14		50
	IMP	1	4	6	7	4	10	7	5	7	1	52
	VERY IMP	1	14	11	19	19	29	19	22	38	2	174
	Total	4	25	22	30	30	57	45	40	70	3	326

## IMPORTANCE OF A PUBLICITY PROGRAM IN REDUCING DEER-VEHICLE CRASHES

GENDER	AGE GROUP											
		16 TO 18	19 TO 24	25 TO 29	30 TO 35	36 TO 40	41 TO 49	50 TO 55	56 TO 64	65+	REFUSED	TOTAL
MALE	NOT IMP		1	1	3	4	3	7	8	13	2	42
	LOW IMP	7	9	1	5	5	8	5	5	5	1	51
	SO/SO	4	9	4	8	8	21	16	8	17	1	96
	IMP	1	6	3	3	2	12	7	3	12		49
	VERY IMP	1	2		3	7	9	4	7	15		48
	Total	13	27	9	22	26	53	39	31	62	4	286
FEMALE	NOT IMP	1	5	3	3	4	6	7	9	7		45
	LOW IMP		1	2	5	4	5	8	7	9		41
	SO/SO	3	8	7	8	8	17	12	10	18	2	93
	IMP		7	5	8	6	14	9	6	9	1	65
	VERY IMP		4	5	6	7	15	9	8	24		78
	Total	4	25	22	30	30	57	45	40	70	3	326

## IMPORTANCE OF DEER-VEHICLE CRASHES AS AN ISSUE

GENDER	AGE GROUP											
		16 TO 18	19 TO 24	25 TO 29	30 TO 35	36 TO 40	41 TO 49	50 TO 55	56 TO 64	65+	REFUSED	TOTAL
MALE	NOT IMP	1	1	1	2	1	3	3	3	5		20
	LOW IMP	2	6	3	2	4	6	6	5	8	1	43
	SO/SO	5	7	1	5	13	15	9	9	10	1	75
	IMP	2	9	2	9	4	7	12	5	12	1	63
	VERY IMP	3	4	2	4	4	22	9	9	25	1	83
	Total	13	27	9	22	26	53	39	31	62	4	286
FEMALE	NOT IMP		1	5	3	2		2	3	3		19
	LOW IMP	1	4		3	3	7	4	1	2		25
	SO/SO	1	3	4	8	3	8	9	16	11	1	64
	IMP	2	6	2	8	8	11	11	3	11		62
	VERY IMP		11	11	8	14	31	19	17	42	2	155
	Total	4	25	22	30	30	57	45	40	70	3	326

## IMPORTANCE OF POTHoles AS AN ISSUE

GENDER	AGE GROUP											
		16 TO 18	19 TO 24	25 TO 29	30 TO 35	36 TO 40	41 TO 49	50 TO 55	56 TO 64	65+	REFUSED	TOTAL
MALE	NOT IMP		3			1	2	2		4		12
	LOW IMP	1	1		1	1	1	2		1		8
	SO/SO	4	6	2	3	6	9	5	2	5		42
	IMP	6	10	2	6	9	9	13	7	10	2	74
	VERY IMP	2	7	5	12	9	31	17	22	42	2	149
	Total	13	27	9	22	26	53	39	31	62	4	286
FEMALE	NOT IMP		1			1			1	2		5
	LOW IMP	1	1	1	2	1	1	1		1		9
	SO/SO	1	3	2	1	2	7	5	3	4		28
	IMP	1	5	4	8	6	11	7	5	10	1	58
	VERY IMP	1	15	15	19	20	38	32	31	53	2	226
	Total	4	25	22	30	30	57	45	40	70	3	326

## IMPORTANCE OF SPEEDING AS AN ISSUE

GENDER	AGE GROUP											
		16 TO 18	19 TO 24	25 TO 29	30 TO 35	36 TO 40	41 TO 49	50 TO 55	56 TO 64	65+	REFUSED	TOTAL
MALE	NOT IMP		1		3		2	2		2		10
	LOW IMP	2	4	1	1	4	4	2	1	2		21
	SO/SO	4	9	4	8	9	10	12	5	7		68
	IMP	4	7	2	2	8	7	10	9	11	2	62
	VERY IMP	3	6	2	8	5	30	13	16	40	2	125
	Total	13	27	9	22	26	53	39	31	62	4	286
FEMALE	NOT IMP							1	1			2
	LOW IMP	1		2	2	1	1	5				12
	SO/SO	1	7	2	4	7	11	7	5	4		48
	IMP		8	5	12	4	15	10	6	4	1	65
	VERY IMP	2	10	13	12	18	30	22	28	60	2	197
	Total	4	25	22	30	30	57	45	40	70	3	326

## IMPORTANCE OF ALCOHOL AS AN ISSUE

GENDER	AGE GROUP											
		16 TO 18	19 TO 24	25 TO 29	30 TO 35	36 TO 40	41 TO 49	50 TO 55	56 TO 64	65+	REFUSED	TOTAL
MALE	NOT IMP					3	1	3		1		8
	LOW IMP		1		1			1				3
	SO/SO	1	2	1	1	1	3	2	4		1	16
	IMP	2	5	1	3	3	6	7	2	2		31
	VERY IMP	10	19	7	17	19	42	26	25	59	3	227
	Total	13	27	9	22	26	53	39	31	62	4	286
FEMALE	NOT IMP			1					1			2
	LOW IMP											0
	SO/SO	2					1	1	2	1		7
	IMP		1		1	3	6	5	1	2		19
	VERY IMP	2	24	21	29	27	50	39	36	66	3	297
	Total	4	25	22	30	30	57	45	40	70	3	326

## IMPORTANCE OF AGGRESSIVE DRIVING AS AN ISSUE

GENDER	AGE GROUP											
		16 TO 18	19 TO 24	25 TO 29	30 TO 35	36 TO 40	41 TO 49	50 TO 55	56 TO 64	65+	REFUSED	TOTAL
MALE	NOT IMP		2				1	3		2		8
	LOW IMP				3	2	1	2				8
	SO/SO	2	7	1	4	1	3	3	1	1	1	24
	IMP	5	9	2	5	8	10	12	4	9		64
	VERY IMP	6	9	6	10	15	38	19	26	49	3	181
	Total	13	27	9	22	26	53	39	31	62	4	286
FEMALE	NOT IMP			1	1					1		3
	LOW IMP							1	1			2
	SO/SO	1	2		1	4	4	5	4	2		23
	IMP	1	3	3	3	5	8	3	2	7		35
	VERY IMP	2	20	18	25	21	45	36	33	59	3	262
	Total	4	25	22	30	30	57	45	40	70	3	326

### Level of Concern About Hitting Deer

Level of Concern About Hitting Deer												
GENDER	AGE GROUP											
		16 TO 18	19 TO 24	25 TO 29	30 TO 35	36 TO 40	41 TO 49	50 TO 55	56 TO 64	65+	REFUSED	TOTAL
MALE	NOT CON	2	6	1		4	7	5	3	5	2	35
	LOW CON	5	8	1	6	7	7	6	5	7	1	53
	SO/SO	2	5	5	4	8	14	10	4	11	1	64
	CON	1	6	1	6	3	7	6	9	11		50
	VERY CON	3	2	1	6	4	18	12	10	28		84
	Total	13	27	9	22	26	53	39	31	62	4	286
FEMALE	NOT CON			3		1	1	2	1	1		9
	LOW CON		3	2	6	4	5	3	2	2		27
	SO/SO	2	5	4	5	9	13	8	13	12	1	72
	CON	1	7	3	11	5	11	8	7	9	1	63
	VERY CON	1	10	10	8	11	27	24	17	46	1	155
	Total	4	25	22	30	30	57	45	40	70	3	326

### Willingness to Pay For a New Technology

GENDER	AGE GROUP											
		16 TO 18	19 TO 24	25 TO 29	30 TO 35	36 TO 40	41 TO 49	50 TO 55	56 TO 64	65+	REFUSED	TOTAL
MALE	\$0		3	1	2	3	9	5	8	13	3	47
	\$5		1			1	1	3	2	5		13
	\$10	1				1				3		5
	\$20		4		4	3	1		2	1		15
	\$50	1		1	1	2	3	5	3	4		20
	\$100	1	3	3	2	3	4	7	3	7	1	34
	\$200		3		6	5	6	5	3	4		32
	\$500	2	5	2	1	2	7	3	2	3		27
	\$500+	1	3		2	5	5	1	1	3		21
	UNSURE	7	5	2	4	1	17	10	7	19		72
Total	13	27	9	22	26	53	39	31	62	4	286	
FEMALE	\$0	1	4	4	2	4	3	4	8	10		40
	\$5		1		1	1				4		7
	\$10						1		2	5		8
	\$20				5		1	1	1	2		10
	\$50		2	1	1	4	11	6	3	6		34
	\$100		1	5	6	2	5	5	5	6		35
	\$200		3	1	6	2	9	3	3	1	1	29
	\$500		2	1	1	6	12	7	1	4	1	35
	\$500+		2	1	2	2	4	4	4	5		24
	UNSURE	3	10	9	6	9	11	15	13	27	1	104
Total	4	25	22	30	30	57	45	40	70	3	326	