Brain Injury Association of Massachusetts
Brains At Risk Evaluation Project
Final Report

Survey designed and data compiled and analyzed by

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Brain Injury Association of Massachusetts

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Executive Summary

Brain Injury Association of Massachusetts Brains At Risk Evaluation Project

By: Emily S. Ring

Purpose:

This survey was conducted for the purpose of providing the Brain Injury Association of Massachusetts (BIA-MA) with an understanding of Brains At Risk attendee attitudes and opinions regarding the seminar and program effectiveness. This report analyzes data collected as a result of the evaluations.

Methodology:

The survey was conducted with a sample of individuals that attended the Brains At Risk program in January 2008 through July 2008. Respondents completed the evaluation after attending the seminar at one of the twenty locations throughout the Commonwealth. Respondents had the option of completing the survey at the conclusion of the seminar, however they were not asked to include identifying information. A total of 841 useable surveys were returned in time to be included in this report.

The evaluation questions were developed by Emily S. Ring, Court-related Program Manager, after extensive review of the published research on program evaluation and prior prevention program evaluations conducted by BIA-MA. The final questionnaire included basic demographic questions, in addition to questions designed to learn about satisfaction with the seminar and attendees options regarding the effectiveness of the program curriculum.

Major Findings:

Among individuals that participated in the evaluation,

- 56.6 percent (445 respondents) said they were very satisfied with the seminar, and another 41.9 (329 respondents) were satisfied with the seminar.
- 43.8 percent (358 respondents) indicated the information learned in the seminar would affect their future behavior very frequently, and another 39.5 percent (323 respondents) indicated the information learned in the seminar would affect their future behavior frequently.
- 88.2 percent (712 respondents) indicated that the program was appropriate for them.
- 98.0 percent (781 respondents) indicated they strongly agree or agree the program is successful in encouraging attendees to wear a seatbelt.
- 96.7 percent (773 respondents) indicated they strongly agree or agree the program is successful in encouraging attendees to drive sober.
- 92.6 percent (737 respondents) indicated they strongly agree or agree the program is successful in encouraging attendees to follow posted speed limits.

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Background Information

Purpose of the Survey

In January 2008, the Brain Injury Association of Massachusetts offered an enhanced Brains At Risk program curriculum throughout the Commonwealth. The purpose of the evaluation is to provide the Brain Injury Association of Massachusetts with an understanding of Brains At Risk attendee satisfaction and opinions regarding program effectiveness.

Background Information

The Brains At Risk program was established over ten years ago and provides education to over 2,000 attendees annually. The Brains At Risk program aims to be an effective, prevention and awareness program; the mission of Brains At Risk is to promote responsible driving and raise awareness of traumatic brain injury in order to prevent fatalities and serious injury on Massachusetts roads.

The attendees of the Brains At Risk program are overwhelmingly male (76.4 percent male, 23.6 percent female) and 40.4 percent fall within the 18-24 year age group, and another 20.7 percent (151 respondents) were within the 25-34 year age range. 66.9 percent (546 respondents) were referred to the program for an impaired driving offense.

Brains At Risk, faced with educating an offender population, aims to ensure the connection of choices made behind the wheel and their relationship to brain injury is delivered in a clear and powerful program curriculum. Thus, administration has sought to learn how attendees respond to the current program curriculum. The administration's general questions include: 'how likely are attendees to apply the information learned in the seminar to their life," and "what is the most impactful portion of the program curriculum?"

Literature Review

Findings from research indicate that there are four legal approaches for addressing DUI offenders (a) licensing sanctions, (b) vehicle sanctions, (c) mandatory alcohol abuse treatment and education, and (d) mandatory sentencing. The policies are meant to raise awareness about the dangers of impaired driving or to increase the penalties for impaired driving behavior (NHTSA, 2004). While the Brains At Risk program's primary objective is to reduce the number of repeat offenders and thereby reduce the number of deaths and traumatic brain injuries caused by irresponsible driving, the evaluation project focused on attendee satisfaction, degree of increased awareness and education regarding brain injury and the attendees opinion regarding the program effectiveness.

Some research suggests that rates of psychiatric disorders , including substance abuse and depression, are elevated among DUI offenders (Lapham, C'de Baca, McMillian, & Lapidus, 2006; Lepham et al., 2001; Oslin, O'Brien, & Katz, 1999) and that there might be an association between various psychiatric disturbances and disorders and DUI reoffense (e.g. Cavaiola, Strhmetz, & Abrea, 2007; C;de Baca, Miller, & Lapham, 2001; Donovan et al,. 1983; Glass et al,l 2000; Huner, Wong, Beighley, & Morral, 2006; McMillian, Adams, Wells-Parker, Pang, & Anderson, 1992; Nochajski & Stasiewicz, 2006; Wells-Parker et al., 2006). The development of a comprehensive epidemiological profile among DUI offenders mandated to treatment is fundamental to the understanding of DUI and appropriate interventions. The aforementioned research creates an interesting consideration in measuring the Brains At Risk program effectiveness in reaching the primary objective of reducing recidivism.

Methodology

Sampling

In order for the Brain Injury Association of Massachusetts to gauge attendee satisfaction and opinions, it was determined that a sample including attendees from all program sites over a six month period would be the most effective method.

Questionnaire Design

The questionnaire was designed after reviewing published data on surveys, program evaluation, epidemiology of psychiatric disorders among repeat DUI offenders, and research previously conducted on the Brains At Risk program. To be consistent with program evaluation research, but to maintain anonymity of the individuals, the survey only contained general demographic information (age, gender).

Understanding that question order effects can greatly change or skew results of the data, the evaluation design placed questions in an effort to minimize such effects. General questionnaire design guidelines governing concerns about how well respondents understand the questions, whether they are willing to provide the information was a consideration.

The validity of self-report data must also be considered in reviewing the data; this issue which remains unresolved, is affected by the willful and unrecognized distortion of answers. Respondents may purposefully withhold facts because they are inclined to provide the socially desirable answers (e.g. answers that are in line with what the respondent believes to be socially acceptable). Additionally, respondents may not have accurate memories regarding behavior or incidents, which may also influence the validity. This should be noted as a limitation within the research herein.

Sample Size and Quality

Using non-probability convenience sampling design, 841 completed evaluations from Brains At Risk seminars conducted throughout the Commonwealth from January through July 2008. Although the risk of bias for convenience samples is high; this is a concern only when the subjects select themselves for the sample and in which we would expect only people with strong views to respond. All Brains At Risk attendees were asked to complete the program evaluation.

Sampling error always results from the process of selecting one unit from another, instead of selecting the entire population. Although unavoidable, non-probability sample error's effect on the accuracy of the estimates obtained from the sample evaluation can be measured precisely. Sample size plays a crucial role in determining the accuracy of sample estimates since generally speaking a larger sample size will yield greater accuracy in the data. The sample size accounts for more than 30 percent of all attendees of the Brains At Risk program in 2008.

With a total of 841 evaluations, the margin of error for sample estimates included in the analysis of this report is no more than =/- 5 percent at a 95 percent confidence level. This means that the researcher is 95 percent certain that the estimates from respondents are within 5 percent of what would have been obtained if all individuals to complete the Brains At Risk seminar in 2008 could have been evaluated. Where responses from the evaluation are heavily clustered in one or two categories of answers to a question, as is the case for many items on the evaluation, the accuracy will tend to be even better than +/- 5 percent.

Findings

Note: Complete answers to all questions can be found in Appendix 1: Codebook.

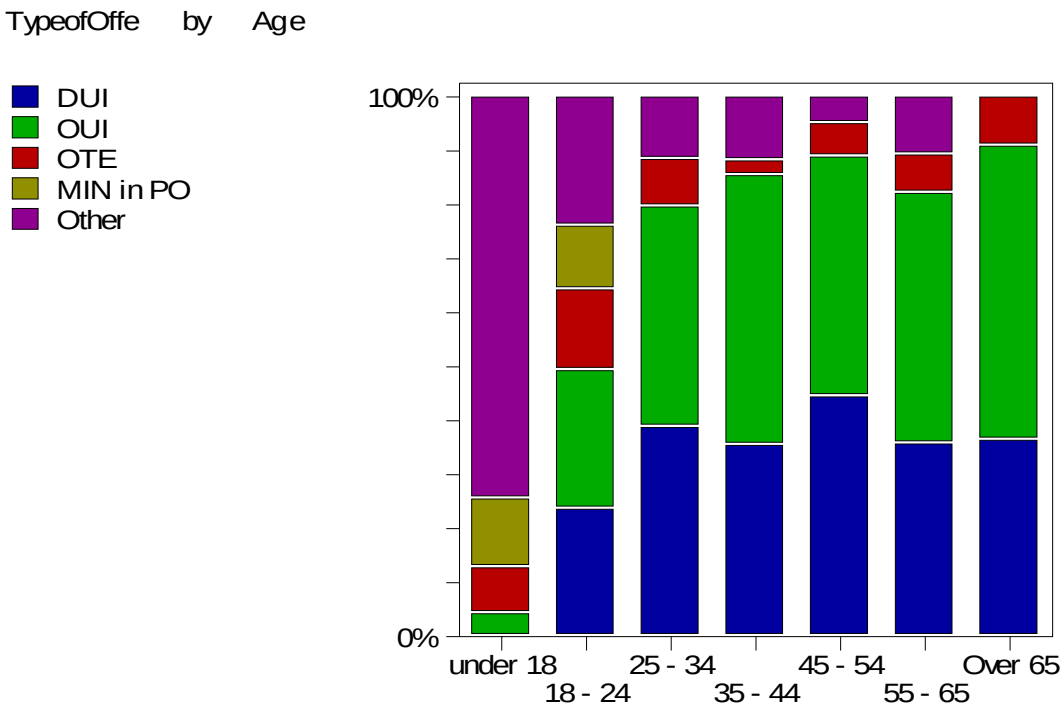
Demographics

Respondents were asked about gender, age, and offense to determine who the respondents were and what lead to them being referred to the program. The following are the highlights:

- 40.0 percent of respondents were within the 18 -24 year age range and another 20.7 percent of attendees were within 25 – 34 age range
- Over 75 percent of respondents were male
- Nearly 67 percent of respondents were referred for an impaired driving violation

In calculating the statistics, one is able to review cross tabulated results. Figure 1 highlights that nearly 67 % of all respondents were referred for an impaired driving violation. It is also demonstrated that individuals ages 18 and under were overwhelmingly referred for an "other" offense.

Figure 1: Type of Offense by Age
(Question 1 by Question 32C)



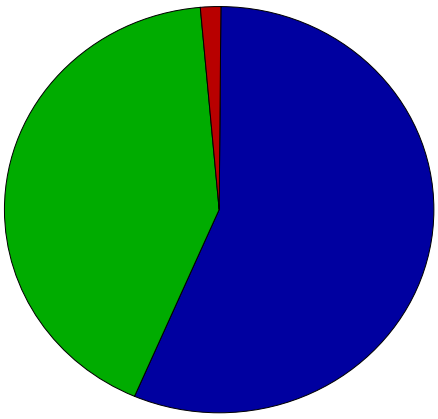
Satisfaction

Respondents were asked to rate their satisfaction with the Brains At Risk seminar. The response was overwhelmingly positive, with 56.6 percent ranking as "very satisfied" and another 41.9 percent ranking satisfied.

Figure 2: Satisfaction
(Question 29)

Satisfacti -- 29. Please rate your satisfaction with the class.

	Freq.	%
1) Very Satis	445	56.6
2) Satisfied	329	41.9
3) Dissatifie	11	1.4
4) Very Dissa	1	0.1
TOTAL (N)	786	100.0
Missing	54	



Appropriateness of Seminar

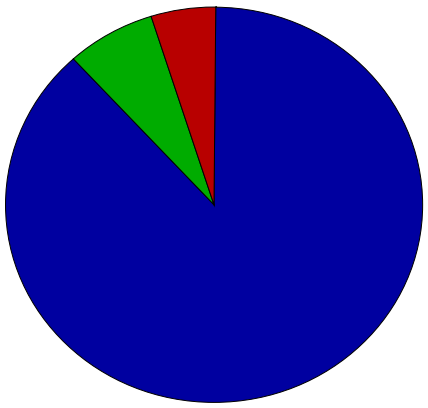
Additionally, 88.2 percent of respondents thought that the seminar was appropriate for them. The three factors rated by attendees as being the most influential and powerful are the survivor speakers, survivor stories and photos of crashes (APPENDIX 1).

Figure 3: Appropriateness of Seminar

(Question 11)

Appropriat -- 11. Do you think that this program was appropriate for you?

	Freq.	%
1) Yes	712	88.2
2) No	55	6.8
3) Maybe	40	5.0
TOTAL (N)	807	100.0
Missing	33	



Applicability of Seminar Curriculum

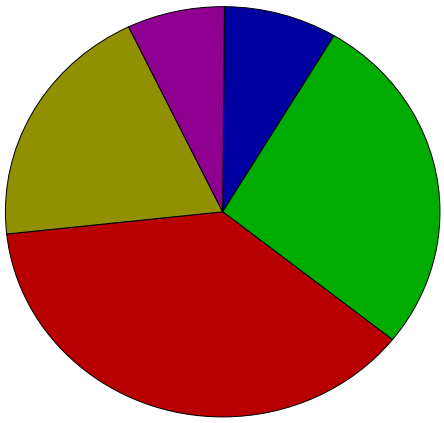
73.4 percent of respondents indicated their level of knowledge regarding brain injuries was fair, poor, or very poor before attending the seminar.

Figure 4: Rate Prior Knowledge of Brain Injury

(Question 8)

RateKnowle -- 8. Rate your knowledge level about traumatic brain injurieswhen you came to the today.

	Freq.	%
1) Very Poor	70	8.4
2) Poor	228	27.3
3) Fair	315	37.7
4) Good	162	19.4
5) Excellent	60	7.2
TOTAL (N)	835	100.0
Missing	5	



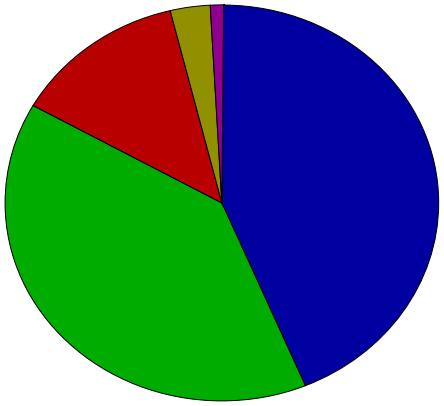
Over 80 percent of respondents indicated that their behavior would be affected by what they learned in the seminar very frequently or frequently.

Figure 5: Applicability of Seminar Curriculum

(Question 10)

RateFreq -- 10. Rate how often what you learned today will affect your behaviors after you leave.

	Freq.	%
1) Very Frequ	358	43.8
2) Frequently	323	39.5
3) Occasional	105	12.8
4) Rarely	24	2.9
5) Never	8	1.0
TOTAL (N)	818	100.0
Missing	22	



Respondents were asked how often they engage in the following behaviors: wear a seatbelt (Figure 6), drive under the influence (Figure 7), speed (Figure 8), drive aggressively (Figure 9), and drive while distracted (Figure 10).

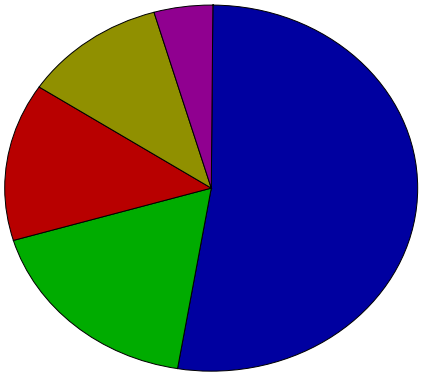
Over 70 percent of respondents indicated that they very frequently for frequently wear a seatbelt (Figure 6)

Figure 6: Seatbelt Use

(Question 3)

RankBuckle -- 3. Rank how often you engage in the following behaviors. Wear a seatbelt.

	Freq.	%
1) Very Frequ	439	52.8
2) Frequently	148	17.8
3) Occasional	115	13.8
4) Rarely	92	11.1
5) Never	38	4.6
TOTAL (N)	832	100.0
Missing	8	



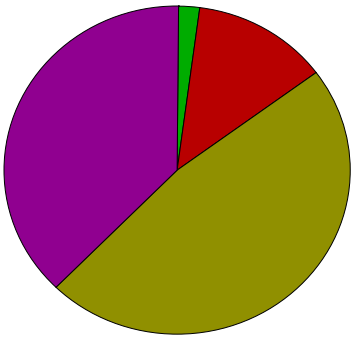
Over 37 percent of respondents indicated that they never driver under the influence (Figure 7).

Figure 7: Drive Under the Influence

(Question 4)

RankDUI -- 4. Rank how often you engage in the following behaviors. Drive under the influence

	Freq.	%
1) Very Frequ	3	0.4
2) Frequently	13	1.6
3) Occasional	104	12.7
4) Rarely	392	47.9
5) Never	307	37.5
TOTAL (N)	819	100.0
Missing	21	



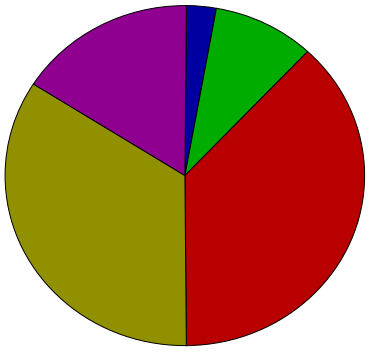
15.9 percent of respondents indicated that they never speed (Figure 8).

Figure 8: Speed

(Question 5)

RankSpeed -- 5. Rank how often you engage in the following behaviors. Speed.

	Freq.	%
1) Very Frequ	22	2.7
2) Frequently	75	9.1
3) Occasional	315	38.2
4) Rarely	281	34.1
5) Never	131	15.9
TOTAL (N)	824	100.0
Missing	16	

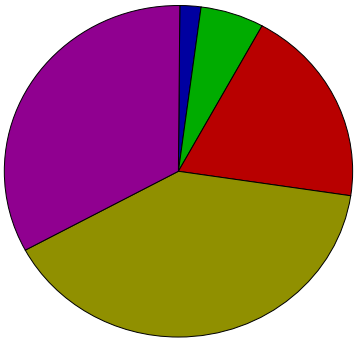


32 percent of respondents indicated that they never drive aggressively (Figure 9).

Figure 9: Drive Aggressively
(Question 6)

RankAggDri -- 6. Rank how often you engage in the following behaviors. Drive aggressively.

	Freq.	%
1) Very Frequ	16	1.9
2) Frequently	48	5.8
3) Occasional	160	19.5
4) Rarely	329	40.0
5) Never	269	32.7
TOTAL (N)	822	100.0
Missing	18	

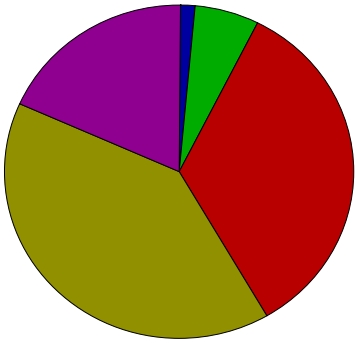


18.2 percent of respondents indicated that they never drive while distracted (Figure 10).

Figure 10: Drive While Distracted
(Question 7)

RankDisDri -- 7. Rank how often you engage in the following behaviors. Drive while distracted

	Freq.	%
1) Very Frequ	11	1.3
2) Frequently	49	5.9
3) Occasional	285	34.4
4) Rarely	332	40.1
5) Never	151	18.2
TOTAL (N)	828	100.0
Missing	12	



Behind the Wheel Behavior Changes

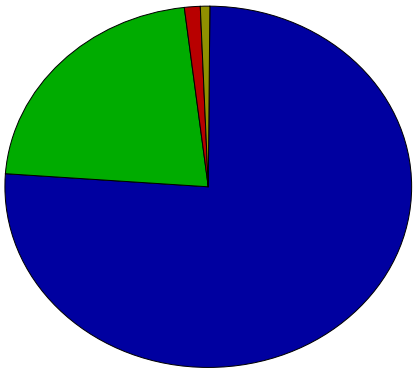
On the key problematic driving behaviors, the majority of respondents indicated that the program successfully encourages individuals to wear a seatbelt (Figure 5), drive sober (Figure 6), follow posted speed limits (Figure 7), not drive aggressively (Figure 8) and not drive distracted (Figure 9).

98 percent strongly agreed or agreed the program is successful in encouraging seatbelt use (Figure 11).

Figure 11: Encourage Seatbelt Use
(Question 15)

EncSeatbel -- 15. Do you think that this program is sucessful in encouraging attendees to: Wea

	Freq.	%
1) StronglyA	608	76.3
2) Agree	173	21.7
3) Undecided	10	1.3
5) StrnglyD	6	0.8
TOTAL (N)	797	100.0
Missing	43	

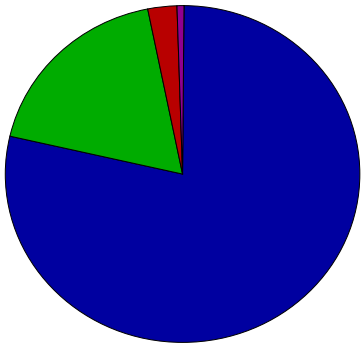


Over 96 percent strongly agreed or agreed that the program is successful in encouraging sober driving (Figure 12).

Figure 12: Encourage Sober Driving
(Question 16)

EncSobDriv -- 16. Do you think that this program is sucessful in encouraging attendees to: Not the influence.

	Freq.	%
1) Strongly A	629	78.7
2) Agree	144	18.0
3) Undecided	18	2.3
4) Disagree	3	0.4
5) Strngly D	5	0.6
TOTAL (N)	799	100.0
Missing	41	

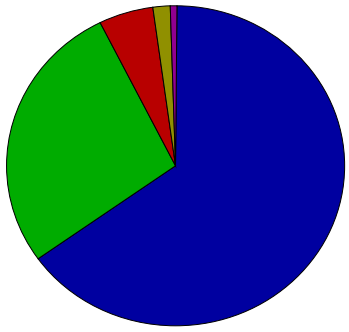


Over 92 percent strongly agreed or agreed that the program is successful in encouraging the following of posted speed limits (Figure 13).

Figure 13: Encourage Following Posted Speed Limits
(Question 17)

EncNotSpee -- 17. Do you think that this program is sucessful in encouraging attendees to: Nc

	Freq.	%
1) Strongly A	520	65.3
2) Agree	217	27.3
3) Undecided	41	5.2
4) Disagree	13	1.6
5) Strngly D	5	0.6
TOTAL (N)	796	100.0
Missing	44	

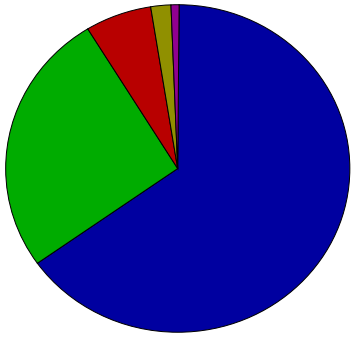


Over 91 percent strongly agreed or agreed that the program is successful in encouraging individuals not to drive aggressively (Figure 14).

Figure 14: Encourage Not Driving Aggressively
(Question 18)

EncNotDrvA -- 18. Do you think that this program is sucessful in encouraging attendees to: Nc aggressively?

	Freq.	%
1) Strongly A	521	65.4
2) Agree	206	25.8
3) Undecided	49	6.1
4) Disagree	15	1.9
5) Strngly D	6	0.8
TOTAL (N)	797	100.0
Missing	43	

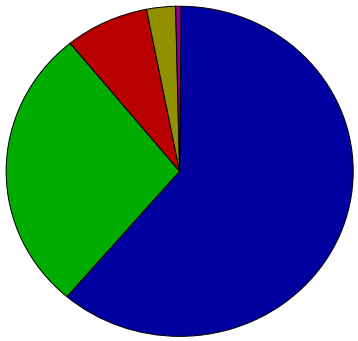


Over 89 percent strongly agreed or agreed that the program is successful in encouraging individuals not to drive while distracted (Figure 15).

Figure 15: Encourage Not Drive Distracted
(Question 19)

EncNtDrvDi -- 19. Do you think that this program is sucessful in encouraging attendees to: No distracted?

	Freq.	%
1) Strongly A	486	61.4
2) Agree	219	27.7
3) Undecided	61	7.7
4) Disagree	21	2.7
5) Strngly D	4	0.5
TOTAL (N)	791	100.0
Missing	49	



Presenter Ratings

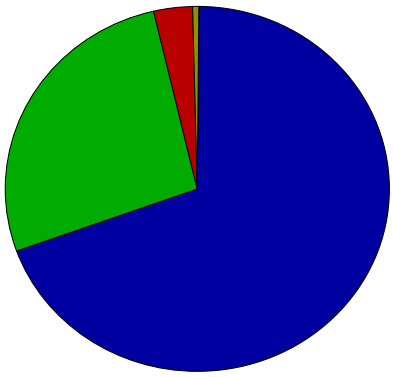
Over 95% of all respondents rated the program presenter as excellent or good. Less than 1 percent of respondents rated the presenter as poor (FIGURE 19).

FIGURE 16: Presenter Rating

(Question 22)

RatePresen -- 22. Overall, how would you rate the presenter?

	Freq.	%
1) Excellent	539	69.6
2) Good	206	26.6
3) Fair	25	3.2
4) Poor	4	0.5
TOTAL (N)	774	100.0
Missing	66	



Summary

Respondents expressed high satisfaction with their Brains At Risk program experience. Respondents were most impacted by the brain injury survivor speakers, survivor stories and photos of crashes and the majority indicate that the program is successful in encouraging sober driving, seatbelt use, following posted speed limits, and for individuals to not drive aggressively or while distracted.

The evidence herein supports the continued efforts of the BIA-MA and the Brains At Risk program to educate a high-risk offender population through the judicial system in the Commonwealth. The research can also serve as a foundation for future program evaluation.

Appendix A:
Evaluation

Appendix B:
Codebook

(MicroCase 5.0, Wadsworth Publishing Company, 2006)

Appendix B: Codebook

The tables below provide a frequency distribution for each question from the survey.

Question 1:
1. What was the offense that led to you being referred to this program?
RANGE: 1 to 5
Mean: 2.438

	Freq.	%
1) DUI	260	31.9
2) OUI	286	35.0
3) OTE	76	9.3
4) MIN in PO	41	5.0
5) Other	153	18.8
Missing	24	
TOTAL	816	100.0

Question 2:
2. Was this your first offense?
RANGE: 1 to 2
Mean: 1.128

	Freq.	%
1) Yes	713	87.2
2) No	105	12.8
Missing	22	
TOTAL	818	100.0

Question 2A:
2A. If no, what number offense is this?
RANGE: 1 to 10
Mean: 2.288

	Freq.	%
1) 1	6	5.4
2) 2	78	70.3
3) 3	18	16.2
4) 4	7	6.3

5) 5	2	1.8
Missing	729	
TOTAL	111	100.0

Question 3:
3. Rank how often you engage in the following behaviors. Wear a seatbelt.
RANGE: 1 to 5
Mean: 1.969

	Freq.	%
1) Very Frequ	439	52.8
2) Frequently	148	17.8
3) Occasional	115	13.8
4) Rarely	92	11.1
5) Never	38	4.6
Missing	8	
TOTAL	832	100.0

Question 4:
4. Rank how often you engage in the following behaviors. Drive under the influence.
RANGE: 1 to 5
Mean: 4.205

	Freq.	%
1) Very Frequ	3	0.4
2) Frequently	13	1.6
3) Occasional	104	12.7
4) Rarely	392	47.9
5) Never	307	37.5
Missing	21	
TOTAL	819	100.0

Question 5:
5. Rank how often you engage in the following behaviors. Speed.
RANGE: 1 to 5
Mean: 3.515

	Freq.	%
1) Very Frequ	22	2.7
2) Frequently	75	9.1
3) Occasional	315	38.2
4) Rarely	281	34.1
5) Never	131	15.9
Missing	16	
TOTAL	824	100.0

Question 6:
6. Rank how often you engage in the following behaviors. Drive aggressively.
RANGE: 1 to 5
Mean: 3.957

	Freq.	%
1) Very Frequ	16	1.9
2) Frequently	48	5.8
3) Occasional	160	19.5
4) Rarely	329	40.0
5) Never	269	32.7
Missing	18	
TOTAL	822	100.0

Question 7:
7. Rank how often you engage in the following behaviors. Drive while distracted.
RANGE: 1 to 5
Mean: 3.680

	Freq.	%
1) Very Frequ	11	1.3
2) Frequently	49	5.9
3) Occasional	285	34.4
4) Rarely	332	40.1
5) Never	151	18.2
Missing	12	
TOTAL	828	100.0

Question 8:
8. Rate your knowledge level about traumatic brain injuries when you came to the course today.
RANGE: 1 to 5
Mean: 2.897

	Freq.	%
1) Very Poor	70	8.4
2) Poor	228	27.3
3) Fair	315	37.7
4) Good	162	19.4
5) Excellent	60	7.2
Missing	5	
TOTAL	835	100.0

Question 9:
Qualitative Data Only

Question 10:
10. Rate how often what you learned today will affect your behaviors after you leave.
RANGE: 1 to 5
Mean: 1.779

	Freq.	%
1) Very Frequ	358	43.8
2) Frequently	323	39.5
3) Occasional	105	12.8
4) Rarely	24	2.9
5) Never	8	1.0
Missing	22	
TOTAL	818	100.0

Question 11:
11. Do you think that this program was appropriate for you?
RANGE: 1 to 3
Mean: 1.167

	Freq.	%
1) Yes	712	88.2

2) No	55	6.8
3) Maybe	40	5.0
Missing	33	
TOTAL	807	100.0

Question 12, 13, & 14:
Qualitative Information Only

Question 15:
15. Do you think that this program is successful in encouraging attendees to: Wear a seatbelt.
RANGE: 1 to 5
Mean: 1.272

	Freq.	%
1) Strongly A	608	76.3
2) Agree	173	21.7
3) Undecided	10	1.3
5) Strngly D	6	0.8
Missing	43	
TOTAL	797	100.0

Question 16:
16. Do you think that this program is successful in encouraging attendees to: Not drive under the influence?
RANGE: 1 to 5
Mean: 1.262

	Freq.	%
1) Strongly A	629	78.7
2) Agree	144	18.0
3) Undecided	18	2.3
4) Disagree	3	0.4
5) Strngly D	5	0.6
Missing	41	
TOTAL	799	100.0

Question 17:
17. Do you think that this program is successful in encouraging attendees to: Not speed?

RANGE: 1 to 5
Mean: 1.450

	Freq.	%
1) Strongly A	520	65.3
2) Agree	217	27.3
3) Undecided	41	5.2
4) Disagree	13	1.6
5) Strngly D	5	0.6
Missing	44	
TOTAL	796	100.0

Question 18:
18. Do you think that this program is successful in encouraging attendees to: Not drive aggressively?
RANGE: 1 to 5
Mean: 1.468

	Freq.	%
1) Strongly A	521	65.4
2) Agree	206	25.8
3) Undecided	49	6.1
4) Disagree	15	1.9
5) Strngly D	6	0.8
Missing	43	
TOTAL	797	100.0

Question 19:
19. Do you think that this program is successful in encouraging attendees to: Not drive while distracted?
RANGE: 1 to 5
Mean: 1.531

	Freq.	%
1) Strongly A	486	61.4
2) Agree	219	27.7
3) Undecided	61	7.7
4) Disagree	21	2.7
5) Strngly D	4	0.5

Missing	49	
TOTAL	791	100.0

Question 20:
Qualitative Information Only

Question 21A:
21A. Please RANK THE TOP 3 factors that you believe are the most influential and powerful. Photos of Crashes.
RANGE: 1 to 3
Mean: 2.027

	Freq.	%
1) Most influ	75	33.8
2) 2	66	29.7
3) 3	81	36.5
Missing	618	
TOTAL	222	100.0

Question 21B:
21B. Please RANK THE TOP 3 factors that you believe are the most influential and powerful. Photos of Medical Treatment
RANGE: 1 to 3
Mean: 2.444

	Freq.	%
1) Most influ	3	11.1
2) 2	9	33.3
3) 3	15	55.6
Missing	813	
TOTAL	27	100.0

Question 21C:
21C. Please RANK THE TOP 3 factors that you believe are the most influential and powerful. Facts on TBI.
RANGE: 1 to 3
Mean: 2.324

	Freq.	%
1) Most influ	6	16.2

2) 2	13	35.1
3) 3	18	48.6
Missing	803	
TOTAL	37	100.0

Question 21D:
21D. Please RANK THE TOP 3 factors that you believe are the most influential and powerful. Survivor Stories.
RANGE: 1 to 3
Mean: 1.856

	Freq.	%
1) Most influ	108	41.1
2) 2	85	32.3
3) 3	70	26.6
Missing	577	
TOTAL	263	100.0

Question 21E:
21E. Please RANK THE TOP 3 factors that you believe are the most influential and powerful. Photos of Ejections.
RANGE: 1 to 3
Mean: 1.931

	Freq.	%
1) Most influ	49	34.0
2) 2	56	38.9
3) 3	39	27.1
Missing	696	
TOTAL	144	100.0

Question 21F:
21F. Please RANK THE TOP 3 factors that you believe are the most influential and powerful. Photos of Survivors.
RANGE: 1 to 3
Mean: 2.407

	Freq.	%
1) Most influ	7	11.9

2) 2	21	35.6
3) 3	31	52.5
Missing	781	
TOTAL	59	100.0

Question 21G:
21G. Please RANK THE TOP 3 factors that you believe are the most influential and powerful. Facts on Drugs & Alcohol
RANGE: 1 to 3
Mean: 2.220

	Freq.	%
1) Most influ	12	24.0
2) 2	15	30.0
3) 3	23	46.0
Missing	790	
TOTAL	50	100.0

Question 21H:
21H. Please RANK THE TOP 3 factors that you believe are the most influential and powerful. Survivor Videos.
RANGE: 1 to 3
Mean: 2.206

	Freq.	%
1) Most influ	27	15.9
2) 2	81	47.6
3) 3	62	36.5
Missing	670	
TOTAL	170	100.0

Question 21I:
21I. Please RANK THE TOP 3 factors that you believe are the most influential and powerful. Photos of Coma
RANGE: 1 to 3
Mean: 2.400

	Freq.	%
1) Most influ	3	15.0
2) 2	6	30.0

3) 3	11	55.0
Missing	820	
TOTAL	20	100.0

Question 21J:
21J. Please RANK THE TOP 3 factors that you believe are the most influential and powerful. Commercials.
RANGE: 1 to 3
Mean: 2.033

	Freq.	%
1) Most influ	68	32.1
2) 2	69	32.5
3) 3	75	35.4
Missing	628	
TOTAL	212	100.0

Question 21K:
21K. Please RANK THE TOP 3 factors that you believe are the most influential and powerful. Facts on Seatbelts
RANGE: 1 to 3
Mean: 2.278

	Freq.	%
1) Most influ	8	22.2
2) 2	10	27.8
3) 3	18	50.0
Missing	804	
TOTAL	36	100.0

Question 21L:
21L. Please RANK THE TOP 3 factors that you believe are the most influential and powerful. Survivor Speakers
RANGE: 1 to 3
Mean: 1.668

	Freq.	%
1) Most influ	156	53.4
2) 2	77	26.4

3) 3	59	20.2
Missing	548	
TOTAL	292	100.0

Question 22:
22. Overall, how would you rate the presenter?
RANGE: 1 to 5
Mean: 1.346

	Freq.	%
1) Excellent	539	69.6
2) Good	206	26.6
3) Fair	25	3.2
4) Poor	4	0.5
Missing	66	
TOTAL	774	100.0

Question 23:
23. Answered questions completely and carefully.
RANGE: 1 to 5
Mean: 3.930

	Freq.	%
1) Strongly D	122	15.8
2) Disagree 5	0.6	
3) Undecided	15	1.9
4) Agree	291	37.8
5) Strongly A	337	43.8
Missing	70	
TOTAL	770	100.0

Question 24:
24. Used examples to make material easy to understand.
RANGE: 1 to 5
Mean: 3.956

	Freq.	%
1) Strongly D	122	15.8
2) Disagree	8	1.0

3) Undecided	16	2.1
4) Agree	262	33.9
5) Strongly A	364	47.2
Missing	68	
TOTAL	772	100.0

Question 25:
25. Knowledgeable on the subject material.
RANGE: 1 to 7
Mean: 3.994

	Freq.	%
1) Strongly D	123	15.9
2) Disagree	8	1.0
3) Undecided	16	2.1
4) Agree	230	29.8
5) Strongly A	396	51.2
Missing	67	
TOTAL	773	100.0

Question 26:
26. Stimulated interest in the material.
RANGE: 1 to 5
Mean: 3.894

	Freq.	%
1) Strongly D	122	15.8
2) Disagree	12	1.6
3) Undecided	39	5.0
4) Agree	254	32.8
5) Strongly A	347	44.8
Missing	66	
TOTAL	774	100.0

Question 27:
27. Treated attendees fairly and impartially.
RANGE: 1 to 5

Mean: 4.054

	Freq.	%
1) Strongly D	124	16.0
2) Disagree	3	0.4
3) Undecided	14	1.8
4) Agree	198	25.6
5) Strongly A	434	56.1
Missing	67	
TOTAL	773	100.0

Question 28:
28. Overall, kept my interest in the material.
RANGE: 1 to 5
Mean: 3.940

	Freq.	%
1) Strongly D	123	15.9
2) Disagree	11	1.4
3) Undecided	24	3.1
4) Agree	245	31.7
5) Strongly A	369	47.8
Missing	68	
TOTAL	772	100.0

Question 29:
29. Please rate your satisfaction with the class.
RANGE: 1 to 4
Mean: 1.450

	Freq.	%
1) Very Satis	445	56.6
2) Satisfied	329	41.9
3) Dissatifie	11	1.4
4) Very Dissa	1	0.1
Missing	54	
TOTAL	786	100.0

Question 32:
32. Male or Female
RANGE: 1 to 2
Mean: 1.236

	Freq.	%
1) Male	605	76.4
2) Female	187	23.6
Missing	48	
TOTAL	792	100.0

Question 33:
33. Age:
RANGE: 1 to 7
Mean: 3.027

	Freq.	%
1) under 18	48	6.6
2) 18 - 24	295	40.4
3) 25 - 34	151	20.7
4) 35 - 44	112	15.3
5) 45 - 54	84	11.5
6) 55 - 65	29	4.0
7) Over 65	11	1.5
Missing	110	
TOTAL	730	100.0

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