

# Public Awareness Survey Recommendations of the NHTSA-GHSA Working Group

February 2009

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**FINAL REPORT**

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## Introduction

The Governors Highway Safety Association (GHSA) and the National Highway Traffic Safety Administration have agreed to “develop and test a basic set of survey questions including information on seat belt use, impaired driving, and speeding” to be used in regular “telephone or similar surveys to track driver attitudes and awareness of highway safety enforcement and communication activities and self-reported driving behavior” (see Traffic Safety Performance Measures for States and Federal Agencies,” DOT HS 811 025, August 2008). To assist this effort, the Preusser Research Group (PRG) collected information on surveys conducted since 2004 by States and national organizations. This working paper summarizes the results. GHSA and NHTSA have proposed that the core set contain eight questions – one for each cell of the Survey Question Matrix below, except for behavior regarding seat belt use because that is available through observation surveys. Based on our review and our understanding of what information would be most useful for States and NHTSA to collect annually, we recommend questions for each cell. The working paper concludes by discussing briefly how the surveys could be conducted and the advantages and disadvantages of conducting these surveys at various times in the year.

### Survey Question Matrix

	<b>Self-reported behavior</b>	<b>Media awareness</b>	<b>Enforcement awareness</b>
<b>Alcohol</b>			
<b>Seat belts</b>	(not needed)		
<b>Speeding</b>			

### General background on State and national organization surveys

**Survey characteristics.** A survey is a method for obtaining information from a group of people representing the population of interest. While a census obtains information from everyone (or at least tries to), a survey obtains information from a fairly small sample of the population. If the survey’s sample is representative of the population, then the survey’s results come fairly close to the results from a census of the population. Survey statisticians make this conclusion precise, for example, by giving 95% confidence limits for each survey result based on the survey’s design and sample size. The key factor is that the survey’s sample must be representative of the population. The most straightforward representative sample is a simple random sample, in which each member of the population has an equal chance of being selected for the sample. In more complex surveys, each member of the population still has a known and non-zero probability of selection, but the probabilities may differ for various subgroups of the population.

Traffic safety surveys seek to obtain information on the public’s knowledge, opinions, or self-reported driving behavior. So the population of interest usually is all drivers. Some special-purpose surveys may have different populations of interest: for example, a graduated driver licensing (GDL) survey may sample only teenagers and their parents, or a survey on potential legislation may sample all voters. However, the present working paper will consider survey methods and core questions for all drivers.

Our surveys should select a representative sample of all drivers throughout the State. Surveys conducted in driver license offices (DMV surveys) modify this goal because they sample only licensed drivers. Throughout this working paper, by “survey” we will mean a representative sample of all drivers or licensed drivers throughout the State.

Three standard survey methods are in-person interviews, telephone interviews, and paper-and-pencil questionnaires. Most traffic safety surveys use telephone interviews or paper-and-pencil questionnaires. Survey methods are discussed in more detail in the section “Survey design, schedule, data collection, and costs” beginning on p. 12.

**States.** We identified 38 States that conducted a survey at some time in the past five years. Appendix A summarizes each survey’s subject, purpose, title (when appropriate), date, type (phone, interview, etc.), and whether the survey questionnaire or report is available. All reports with “Report Received” coded Yes and all questionnaires with “Survey Questions” coded Yes are available from Tara Casanova at PRG for any State that wishes to have them. The reports provide an excellent source of potential survey questions on alcohol, seat belts, and speeding that extend beyond the minimum questions discussed in this working paper. They also provide survey questions on subjects such as young drivers that are not addressed in this working paper.

Most of the State surveys recorded in Appendix A were one-time surveys conducted for a specific purpose. Some gauged public opinion on potential law or policy changes such as GDL or seat belt upgrades. Some evaluated programs or campaigns, in particular those noted as “NHTSA 403 funds” in the Comments section. Some examined overall public attitudes on various traffic safety issues. Some tracked public awareness of recent enforcement campaigns.

Six States – Delaware, Idaho, Nebraska, Oregon, Vermont, and the District of Columbia – conducted regular surveys every year or two. Only the District and Oregon conducted more than one each year.

District of Columbia: Smooth Operator (aggressive driving) pre- and post-surveys each year

Delaware: annual attitude and awareness surveys on alcohol and belt campaigns

Idaho: annual attitude and awareness surveys on alcohol, belts, aggressive driving, teen driving, child occupant protection, and motorcycles

Nebraska: alcohol and belt awareness surveys every two years

Oregon: two surveys every year, questions vary

Vermont: brief annual alcohol consumption and impaired-driving survey through the annual Behavioral Risk Factor Surveillance System conducted by the Centers for Disease Control and Prevention (CDC)

In addition, many States conducted NHTSA driver license office (departments of motor vehicles) surveys before and after the annual seat belt and impaired-driving campaigns. These pencil-and-paper surveys are brief: 14 to 17 questions on one page, almost all of which are answered by checking a box. These surveys were used in 32 States in the period 2004-2008. See Appendix B for the survey questions and the list of States where they have been used. Appendix B also provides a short summary of the substantive questions from the NHTSA DMV surveys (without listing responses) sorted by the Survey Question Matrix cells.



NHTSA also developed a 15-question DMV survey on speeding that was used in Connecticut, New Jersey, and New York in 2006 (see Appendix B.)

**NHTSA.** NHTSA conducts national telephone surveys of drivers on alcohol and belts every year. In recent years, belt surveys have been conducted in April and June, before and after the annual May *Click It or Ticket* (CIOT) mobilization. Alcohol surveys have been conducted in August and September, before and after the annual Labor Day mobilization, and also in November-December 2006 and January 2007. The surveys contain 30 to 40 questions and take 5 to 10 minutes to complete. They are discussed in more detail in the following sections. See Appendix C for survey dates, sample sizes, contracting organizations, and survey questions.

NHTSA conducted an extensive national telephone survey of drivers on speeding attitudes and behavior in 1998. The survey questionnaire is included in Appendix C.

**Other national organizations with regular surveys on Survey Question Matrix topics.** The Traffic Injury Research Foundation's (TIRF) annual Road Safety Monitor is administered by telephone to Canadians. It contains questions on all Survey Matrix areas, though not on each area each year. The CDC's annual BRFSS telephone survey provides State-level estimates on many health-related issues. It contains five questions on drinking behavior and one each on impaired driving and belt use. The University of Michigan and SADD/Liberty Mutual conduct surveys on youth drinking and impaired driving. No other organizations conduct regular surveys on these topics.

**Survey questions: demographic information.** All surveys contain a few demographic questions to allow the responses to be broken down by categories of interest. Age (in categories) and sex are asked almost always. Other common demographic questions include the respondent's ethnicity, residential ZIP Code, annual driving mileage, and type of vehicle driven most frequently. See Appendices B and C for the demographic questions used in the NHTSA surveys. States will wish to add appropriate demographic questions to the core subject-matter questions.

**Survey questions: quantify, measure change, and add detail.** Survey questions on behavior ask "did you do something" and questions on awareness ask "have you seen or heard something." If the answer is yes, another level of questions can be asked. The three standard question types are:

1. Quantify: how frequently did you do, see, or hear this, or, for behavior, how much did you do (how much alcohol did you drink, how fast were you driving)? These questions attempt to measure frequency and/or intensity of the behavior or the media.
2. Change: how does your answer compare to some previous period?
3. Detail: give more information for an answer of "yes": where did you see or hear something? What was the slogan? Where were you drinking?

For core survey questions, only the first type is relevant. It's sometimes straightforward to include some quantification in a simple behavior question: for example, the question "In the past 30 days have you ever driven within 2 hours of drinking" can be changed to "In the past 30 days how many times have you driven within 2 hours of drinking?" We don't need to include questions on change because change from year to year will be measured by comparing the annual

surveys, as long as the same questions are asked each year. Questions on change also may not provide useful information because recall of recent events probably is more accurate than recall of events six months or a year ago. Questions on detail often are very important to track specific media messages or enforcement activities. However, they likely will differ from State to State or year to year so they don't belong in a small core set of questions to be asked every year. States of course may wish to add such questions to their individual surveys.

**Survey questions: time period.** Both behavior and awareness questions usually refer to some time period. The usual time periods are the last 30 days, the last month, or the imprecise “recently,” though some questions on rarer events such as receiving a ticket use longer time periods. We recommend that all core set questions use the same time period. We think the month or 30-day period is ideal: long enough for good exposure to enforcement or media and short enough that recall should not fade. We suggest “past 30 days” because some respondents may interpret “past month” as being a calendar month. When we adopt questions from a source such as the DMV surveys we change the language from “recently” or “past month” if needed. However, the time period also depends on when the survey is conducted relative to enforcement and media campaigns. We return to this issue in “Survey schedule” on p. 13.

### **Conclusions relevant to the Survey Question Matrix.**

1. The NHTSA DMV surveys are the best source to begin examining potential alcohol and belt questions for the core set. They are used and understood by many States. The NHTSA telephone surveys provide alternate ways to define, quantify, or add detail to these questions.
2. The NHTSA DMV survey used in Connecticut, New Jersey, and New York provides a starting point for examining speeding questions. The NHTSA 1998 speeding survey contains a wide variety of questions with more details.
3. Core questions will not attempt to provide detail. They will measure change if the same questions are asked each year.
4. States should add a small number of demographic questions to the recommended core subject-matter questions. The working group may wish to ask us to recommend demographic questions for the core set.
5. Many States conduct the annual NHTSA DMV surveys. Many States also conduct special purpose surveys as the need arises. However, few States conduct annual telephone surveys. So the responsibility for conducting their own annual surveys will be new activities for almost all States.
6. States can and likely will add their own questions to the core questions to address specific State needs. With no more than nine core questions, plus demographic questions, there is ample room on a one-page DMV survey to add a few other questions, and far more room on a telephone survey.

### **Survey question recommendations**

#### **Guide to the discussion**

The discussion is organized by the survey matrix cells: first by subject area – alcohol, belts, and speeding – and within subject area by topic – behavior, media, and enforcement. We describe

how the national organization and State surveys address each cell. The following abbreviations are used:

B: BRFSS survey

DMV: NHTSA DMV survey, with question number – DMV-B7 is belt survey question 7.

T: TIRF Road Safety Monitor

The count of States is only approximate. The information comes from our reviews of State survey questionnaires, reports, or PowerPoint summaries (excluding the DMV surveys), but it should provide a general idea of how frequently each area is addressed. We've included questions on change only when they appear in the DMV survey.

### **Alcohol (impaired driving) surveys**

We identified 19 States that conducted alcohol surveys or included alcohol questions in general-purpose surveys, excluding the DMV surveys: Arizona, Florida, Idaho, Louisiana, Maryland, Missouri, Minnesota, North Dakota, Nebraska, New Mexico, Ohio, Oregon, Rhode Island, South Carolina, Tennessee, Utah, Vermont, Washington State, and Wyoming.

### **Behavior**

(1) Drinking - any drinks, usually in past 30 days: 8 States, B, T

Quantify – how many times drinking, how many drinks each time, or both: 3 States, B, T

(2) Driving after drinking, usually in past 30 days: DMV-A7, 9 States, T

After any drinks in 2 hours

Quantify – how many times: DMV-A7, 3 States, T

Change – compare to 3 months ago: DMV-A9, other months: 2 States

After too much to drink: 4 States, B, T

Quantify – how many times: 1 State

The critical behavior measure is (2), driving after drinking. While drinking behavior is important, BRFSS already provides annual State-level estimates (questions BRFSS13.1 to 13.5 ask the number of days in the last 30 with at least one drink, average number of drinks per occasion, number of days with more than 4 [women] or 5 [men] drinks, and most drinks on any occasion) so there's no need to ask about drinking behavior again.

The key question is how to define driving after drinking – any drinks in 2 hours or “too much to drink” – and whether or not to attempt to quantify the question. The “any drink” question is used more frequently, including in the NHTSA DMV (Q7) and telephone (Q10a) surveys, but it likely overestimates the impaired-driving population because it includes the “one glass of wine at dinner” driver with a very low blood alcohol concentration (BAC). The “too much to drink” comes closer to the legal BAC limit of .08 grams per deciliter definition and is included in the NHTSA telephone survey (Q12a). Again, BRFSS question 17.1 provides this information. Both the DMV and the BRFSS questions include quantification.

Recommendation for the core set: use DMV question #A7:

A-1: DMV-A7. In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?

Use the data from BRFSS question 17.1 to provide additional information:

BRFSS-17.1 During the past 30 days, how many times have you driven when you've had perhaps too much to drink?

States wishing to compare their survey results with the BRFSS may wish to include both behavior questions.

## **Media**

(1) Seen, heard, read anything about alcohol-impaired (drunk) driving, in past 30 days or recently: DMV-A13, 8 States, T

Describe (where, ad or news, slogans, message, ad or message recall): 8 States

It's difficult to draw a clean line between media and enforcement awareness. A question such as "have you read, seen, or heard anything about drunk driving" is directed to media awareness (though it also could include enforcement); one such as "have you seen a checkpoint" is enforcement awareness, but one such as "have you read, seen, or heard anything about increased drunk driving enforcement" is a mix because the awareness could come from direct personal observation, from friends, or from the media. This section discusses only general media awareness without an enforcement message. The next section discusses enforcement media.

Some States include general media awareness questions, as does the DMV survey. Most media questions follow up a "yes" answer to a basic awareness question with questions on media type, content, message recall, and the like. However, most recent national and State impaired driving media have enforcement rather than health or safety messages. It's likely that this trend will continue. So it may not be worthwhile to include a general media awareness question in the core set.

Recommendation for the core set: use an enforcement media question, as discussed below. States that wish to measure awareness of their non-enforcement media should consider using DMV question #A13:

DMV-A13. In the past 30 days, have you read, seen, or heard anything about alcohol-impaired driving (or drunk driving)?

and following up a "yes" answer with further questions tailored to the State's campaign.

## **Enforcement**

- (1) Media - seen, heard, or read anything about DWI enforcement, past 30 days or recently: 12 States. Describe (where, ad or news, slogans, message, ad, or message recall): DMV-A14, 12 States
  
- (2) Personal experience, past 30 days
  - Seen any police activity: 1 State
  - Seen or gone through a checkpoint, seen special patrols: DMV-A12, 3 States
  - Stopped for DWI: 2 States
  
- (3) Attitudes
  - Chance of being stopped if you drive after drinking: 10 States
  - Chance of being arrested or convicted if you drive after drinking: DMV-A8, 4 States
  - Strictness of police DWI enforcement: DMV-A10, 7 States
  - Strictness of DWI penalties: DMV-A11, 2 States
  - Support for checkpoints: 3 States, T
  - Importance of DWI enforcement: 2 States

The broadest enforcement awareness question is (1): have you seen or heard anything about DWI enforcement. Most respondents will answer this based on media but some may use direct personal experience. Most States that conduct alcohol surveys include a question of this type and follow it up with one or more questions asking for detail on the information's source and content. Some States ask about specific enforcement activities such as checkpoints.

The personal experience questions in (2) are not used frequently, probably because they are not as important. The goals of high-visibility enforcement campaigns are to raise the perception of enforcement intensity. This perception comes both from media and personal experience. Further, the amount of enforcement can be measured through law enforcement activity logs, and the amount of personal contact with this enforcement can be estimated, for example by estimating traffic volumes at checkpoint locations.

The attitude questions in (3) are used frequently. The first, the chance of being stopped if you drive after drinking, provides a direct measure of the perception of enforcement. The second, chance of arrest or conviction, adds detail to this, because conviction requires an arrest and arrest requires a stop. The remaining questions deal with support for policy issues, in particular the level of enforcement and penalties. While individual States should include them as appropriate, they need not be asked in all States every year.

Recommendations for the core set: use both an enforcement media and a perception of enforcement question. The media question is a combination of DMV question #13 and NHTSA phone survey question 17a:

A-2: DMV-A13, NHTSA 17a. In the past 30 days, have you read, seen, or heard anything about alcohol-impaired driving (or drunk driving) enforcement by police?

A “yes” answer could be followed up with one or more questions asking for detail on the information’s source and content. The best perception of enforcement question probably is DMV #8 (see also NHTSA 14):

A-3: DMV-A8. What do you think the chances are of someone getting arrested if the person drives after drinking?

This walks a middle road between being stopped, which may not imply any further consequences, and being convicted, which adds the complications of the court system.

### **Seat belt surveys**

We identified 16 States that conducted seat belt surveys directed to adults or included belt questions in general-purpose surveys, excluding the DMV surveys and excluding surveys or questions on child occupant protection: HI, ID, LA, MD, ME, MI, MT, NE, NJ, NV, NY, OH, OR, SC, TN, and UT.

### **Behavior**

(1) Belt use – how often do you wear your belt: DMV-B8, 15 States, B  
Describe – by seat position, vehicle type, trip type, time of day, etc.: 2 States

There is no need to ask such a question to estimate belt use rates because all States conduct observation surveys. But self-reported belt use can be very useful to identify characteristics of the remaining non-users and to explore potential strategies to increase their belt use. It’s notable that every State survey except one asked this basic question (the exception was a very short survey exploring attitudes about upgrading a secondary to a primary law). DMV question #B8 provides a good starting point. BRFSS question 16.1 is identical except that it ends with “...ride in a car?” (Note that both DMV and BRFSS use the term “safety belt” rather than the current “seat belt,” which some respondents may interpret as lap belt only.)

Recommendation for the core set: use DMV question #B8:

B-1: DMV-B8. How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle or pickup?

States should consider following up any answer other than “always” with questions to determine when the respondent doesn’t buckle up. For example, some States have added questions on nighttime belt use.

### **Media**

(1) Seen, heard, read anything about belts, in past 30 days or recently: DMV-B15, 9 States  
Describe (where, ad or news, slogans, message, ad or message recall): DMV-B17, 6 States

As with alcohol, it's difficult to draw a clean line between media and enforcement awareness. This section discusses only general media awareness without an enforcement message. The next section discusses enforcement media.

Some States include general media awareness questions, as does the DMV survey. Most media questions follow up a "yes" answer to a basic awareness question with questions on media type, content, message recall, and the like. Again as with alcohol, most national and State seat belt media recently have enforcement rather than health or safety messages, typically using *Click It or Ticket*. It's likely that this trend will continue. We again suggest that an enforcement media question probably is more useful than a general media question.

Recommendation for the core set: use an enforcement media question, as discussed below. States that wish to measure awareness of general belt media should consider using DMV question #B15:

DMV-B15. In the past 30 days, have you recently read, seen, or heard anything about seat belts?

and following up a "yes" answer with further questions tailored to the State's campaign.

## **Enforcement**

- (1) Media – read, seen, or heard anything about police enforcement of belt use laws, past 30 days or recently: DMV-B13, 3 States  
Describe (where, ad or news, slogans, message, ad or message recall): 6 States
- (2) Personal experience, past 30 days: DMV-B14, 2 States  
Received a ticket for not wearing a belt: DMV-B12, 4 States
- (3) Attitudes and knowledge  
Chance of getting a ticket if you don't wear a belt: DMV-B10, 7 States  
Strictness of police belt law enforcement: DMV-B11, 3 States  
Importance of belt law enforcement: DMV-B9, 1 State  
Knowledge of State's belt law provisions: 5 States  
Support for a primary belt law: 6 States

The broadest enforcement awareness question is (1): have you read, seen, or heard anything about belt law enforcement. Most respondents will answer this based on media but some may use direct personal experience. Most States that conduct belt surveys include either a question of this type or a general media question "read, seen, or heard anything about belts." In either case, States follow it up with one or more questions asking for detail on the information's source and content or on program slogan recall.

The personal experience questions in (2) are not used frequently, probably because they are not as important. The comments regarding these questions for alcohol apply here as well. The goal of high-visibility enforcement campaigns is to raise the perception of enforcement intensity. This

perception comes both from media and personal experience. Further, the amount of enforcement can be measured through law enforcement activity logs, and the amount of personal contact with this enforcement can be estimated, for example by estimating traffic volumes at belt checkpoint locations.

Some of the attitude questions in (3) are used frequently. The first, the chance of getting a ticket if unbelted (sometimes phrased as “if you didn’t wear your belt for the next six months, what is the chance that you’ll get a ticket”), provides a direct measure of the perception of enforcement. The last two are used in secondary law States for obvious policy reasons. They have little value in primary law States.

Recommendations for the core set: use both an enforcement media and a perception of enforcement question. The media question can be similar to DMV question #B13 and NHTSA Q14, and also similar to A-2 above:

B-2: DMV-B13, NHTSA Q14. In the past 30 days, have you read, seen, or heard anything about seat belt law enforcement by police?

A “yes” answer could be followed up with one or more questions asking for detail on the information’s source and content.

The best perception of enforcement question probably is DMV #B10 (see also NHTSA Q10):

B-3: DMV-B10. What do you think the chances are of getting a ticket if you don't wear your seat belt?

## **Speeding surveys**

We identified 9 States that obtained speeding information in surveys: Delaware, Hawaii, Louisiana, Maryland, Missouri, Nebraska, New Jersey, New York, and Washington State, excluding the DMV surveys conducted in Connecticut, New Jersey, and New York. Of these, Hawaii and Louisiana were extensive surveys; Delaware and Washington were one- or two-page surveys similar to the DMV surveys, and the remainder included a few questions on speeding in a more general survey.

## **Behavior**

Unlike alcohol and belt behavior, there is no simple speeding behavior question, for two reasons. First, alcohol impairment and belt use usually don’t change over the course of a trip, while speeding behavior can change from minute to minute. Second, almost every driver sometimes exceeds the posted speed limit. (The Maryland survey did ask this question – “Do you ever speed?” – and a remarkable 43% of the respondents answered “no.”) The best information on speeding behavior would be to quantify it in three ways: how frequently, how fast, and on what roads. These all interact: An example is “what proportion of the time do you drive at least 15 mph over the limit on a road posted at 65 mph?”



The various surveys attempt this quantification in different ways. The DMV survey asks “how often do you travel above the speed limit?” The Delaware, Hawaii, Louisiana, New York, and Washington surveys ask about speeding behavior on different roads, for example “at what speed do you usually travel on a road posted at 65 mph.” Hawaii asks explicitly about the percentage of time driving in different speed bands, such as 20 mph or more above the posted limit.

No single question can capture the desired information on speeding behavior – that must wait for a good speed monitoring system. In the meantime, the most useful information probably would attempt to quantify speeding behavior on the road type where speeding poses the greatest crash risk. Different States likely would choose different road types as their most important. Further, because speeding is so widespread, we doubt that a question on just exceeding the speed limit will be useful. So we recommend alternative questions, adapted from DMV-S7; see also NHTSA Q18.

Recommendations for the core set: use one or both of the following questions:

S-1a. On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph – most of the time, half the time, rarely, never.

S-1b. On a road with a speed limit of 65 mph, how often do you drive faster than 70 mph – most of the time, half the time, rarely, never.

The working group may wish to consider whether the parameters in these questions are the most useful to the States. In S-1a, should the speed limit be 30 mph, 35 mph, or some other figure? Should the “faster than” amount be 5 mph above the limit, 10 mph, or some other figure? For example, the AAFTS safety culture survey uses the questions “In the last 30 days, have you driven 15 miles per hour over the speed limit on a major highway [on a neighborhood street]?”

## **Media**

There is no national speeding media campaign similar to the national impaired-driving or seat belt campaigns. Some States conduct speeding campaigns, typically in summer months using names such as “100 Days of Summer Heat.” As with impaired driving and belt use, State speeding campaigns emphasize enforcement. The DMV survey has no media questions, nor do any of the State surveys except DE. We see no need for a general speeding media question and recommend instead that a speeding enforcement question be used.

Recommendation for the core set: use an enforcement media question, as discussed below.

## **Enforcement**

- (1) Media – read, seen, or heard anything about speeding enforcement, past 30 days or recently:  
DMV-S15, 4 States  
Describe (where, ad or news, slogans, message, ad or message recall)

(2) Personal experience, past 30 days  
Received a speeding ticket: DMV-S10, 4 States

(3) Attitudes and knowledge  
Chance of getting a ticket if you are speeding: DMV-S9, 3 States  
Police tolerance (how much over the limit before ticketing): 1 State  
Strictness of police speeding enforcement: DMV-S12 and S13, 1 State  
Strictness of speeding penalties: DMV-S14, 3 States, T  
Belief that speeders are a safety risk: DMV-S8, 2 States, T  
Speed limits too low, too high: 2 States, T

As with alcohol and belts, the broadest enforcement awareness question is (1): have you read, seen, or heard anything about speeding enforcement. States with speeding enforcement campaigns likely will wish to follow up a “yes” answer with one or more questions asking for detail on the information’s source and content or on program slogan recall.

The speeding ticket question (2) and the “chance of getting a ticket” question in (3) also are used frequently in the States that have surveys relating to speeding. As with alcohol and belts, we recommend the “chance of a ticket” question because it provides a direct measure of the perception of enforcement. The remaining questions in (3) may be useful as States consider policy issues regarding speed limits and speeding enforcement but may not be necessary in other States.

Recommendations for the core set: use both an enforcement media and a perception of enforcement question. The media question can be based on DMV question #S15:

S-2: DMV-S15. In the past 30 days, have you read, seen, or heard anything about speed enforcement by police?

A “yes” answer could be followed up with one or more questions asking for detail on the information’s source and content.

The best perception of enforcement question probably is DMV #S9:

S-3: DMV-S9. What do you think the chances are of getting a ticket if you drive over the speed limit?

As with the speeding behavior questions S-1a and 1b, the working group may wish to restrict the question to certain road types or ask questions about more than one road type, for example local roads with a speed limit of 30 mph or roads with a speed limit of 65 mph. Also, the question could be phrased “over the speed limit” or “5 mph [or 10 mph] over the speed limit.”

### **The devil is in the details: survey design, schedule, data collection, and costs**

**Survey design.** If a survey is to obtain accurate information from its population of interest at a reasonable cost, it needs a good survey design. Survey design is a specialized branch of statistics

and definitely isn't for amateurs. But it's important to understand three components of a good survey design because they affect its methods and its cost.

**Sampling:** The survey must attempt to be representative of the population of interest. As discussed in the General Background, the population of interest for the traffic safety surveys discussed in this working paper is all drivers. The population of all licensed drivers may also be used. As discussed below, State telephone surveys usually sample all drivers while DMV surveys sample only licensed drivers.

**Sample size:** In general, a sample size of 500 completed surveys provides an accuracy of about +/- 5 percentage points for a single question for the whole population. For example, if 48% of 500 drivers in a survey answer "yes" to a question, then the true proportion of all drivers who would answer "yes" probably (with 95% confidence) lies between 43% and 53%. The accuracy is lower for subgroups of the population: for example, this survey likely would have about 250 female drivers, so the accuracy for female drivers only would be less. In general, to double the accuracy you must quadruple the sample size: a sample of 2,000 would be needed for an accuracy of about +/- 2.5 percentage points. We recommend that all surveys have a sample size of at least 500.

**Response rates and bias:** If many of the people contacted for a survey refuse to participate, then the results may be suspect because those who refuse may have different views or behavior than those who participate. All surveys must attempt to obtain as high a response rate as is reasonably possible. In general, results are more trustworthy from surveys with high response rates, all other things being equal.

**Survey schedule.** Surveys that monitor media or enforcement awareness are conducted in conjunction with media and enforcement campaigns, sometimes both before and after the campaign to estimate the campaign's effect. The NHTSA DMV surveys follow this pattern: belt surveys in April and June and impaired driving surveys in August and September. States conduct belt observation surveys in June, immediately following the May belt mobilization. States with speeding or aggressive driving campaigns often conduct them during the summer.

The best time for a single survey that addresses all three subject areas probably is July. That would be close enough to the May belt mobilization for reasonable recall and would fit with summer speeding and aggressive driving campaigns. If States include impaired-driving messages or enforcement in their Memorial Day, 4<sup>th</sup> of July, or summer campaigns, it would capture them as well. While the obvious disadvantage of a July survey is that it would not capture the effects of a Labor Day or December impaired-driving campaign, we believe it's the best compromise.

An alternative is for States to conduct two surveys, one in June or July concentrating on belts and one in September concentrating on alcohol, with speeding questions in either or both. This would increase costs but would provide more timely information on campaign media and enforcement awareness.

**Survey methods and costs.** States could conduct surveys either by telephone, using a company that conducts telephone surveys regularly, by pencil and paper at DMV offices, or by an Internet-

based method. Many States currently conduct surveys using one or more of these methods. States need not all use the same method, only the same core questions. If they are conducted well, any of these methods can provide a reasonably representative sample of drivers. Any of these methods allow States to add other questions to the core set. However, some State DMVs currently do not permit surveys to be conducted in their offices.

Regardless of which method is used, there will be costs for the survey design, data collection, data entry, analysis, and reporting. Data collection and data entry costs depend on the sample size while the other costs do not. If a survey is repeated -- for example if two waves of the same or a very similar survey are conducted before and after an enforcement and media campaign -- then design costs for the second wave should be minimal. Analysis and reporting costs depend on the extent of the analysis and reporting required. Some survey operations can be conducted with in-house personnel. Unless all these things are specified, it's impossible to estimate survey costs precisely. In the following discussion we provide information on costs based on our own experience with both DMV and telephone surveys and on cost information reported by 14 States.

DMV surveys provide a better sample at lower cost but can obtain only a limited amount of information. Surveys are handed out by research staff to people requesting either new licenses or license renewals; thus the survey is a sample of the population of licensed drivers. DMV staff are not asked to hand out surveys because this may interrupt their normal routine and certain biases may be introduced if the staff exercise their own judgment in determining who should fill out the survey. The surveys must be delivered by a person: they cannot be "left in a pile" at the DMV office in hopes that some people will complete them. DMV surveys can reach some subsets of the population, such as young male drivers, who are difficult to reach with telephone surveys. In fact, DMV surveys administered at random to DMV customers likely will oversample young drivers, because older drivers are required to appear in person at the DMV office only infrequently. This can be overcome in two ways. First, the researcher administering the survey can select an appropriate proportion of respondents from each age group. Second, after all responses are collected, the analyses can weight the data by age in proportion to the State's population of licensed drivers. In busy DMV offices a large number of surveys can be collected in a short period of time.

Depending on the skill of the survey personnel and the general attitudes of the population being surveyed, States typically experience a refusal rate of 10% to 30% in DMV surveys. Most DMV surveys use only one page, with about 15 questions. Most DMV survey questions are answered by checking a box. Longer DMV surveys are not recommended because some DMV offices may refuse to allow longer surveys to be administered and longer surveys have a higher refusal and incomplete rate. In a one-page survey there's little opportunity to ask open-ended questions or to ask different follow-up questions based on the response to a question ("branching"). Finally, some State DMVs currently do not permit surveys to be conducted in their offices.

States generally spend \$5,000 to \$10,000 for a DMV survey with a sample size of 500 to 1,000. As noted above, doubling the sample size roughly doubles the data collection and data entry costs.

Telephone surveys are more flexible but more expensive and likely to have a less representative sample. The telephone survey format allows more questions, open-ended responses, and branching. For example, a survey on alcohol can include questions on drinking and driving behavior that are not asked of respondents who do not drink.

Telephone surveys typically use random-digit dialing methods. Respondents are screened initially to see if they belong to the population of interest (such as drivers 18 and older); if they don't qualify then the interview is stopped and the call does not count as a completed survey. Typically there are five attempts to contact a working telephone number after which the number is dropped and replaced with a new random telephone number. Refusal rates typically exceed 50% and sometimes reach 70%.

Telephone surveys may under-represent some difficult to reach populations such as young male drivers. The trend among young people to abandon land-line phones in favor of only cellular telephone service adds additional complications. It is possible to purchase lists of cell phone numbers for surveys, but this is quite expensive and also requires working with two telephone lists. Surveys that call cell phones should have their methods reviewed and approved by an Institutional Review Board; this is not required for land-line phone surveys. However, telephone surveys may be the only reasonable option in States where DMV surveys cannot be conducted.

States generally spend \$8,000 to \$20,000 for a 10- to 12-minute telephone survey of 500 to 800 people using random-digit-dialing sampling. Costs can be much greater for longer surveys or surveys with specific target populations that require many calls to find eligible respondents.

BRFSS provides a common platform for State telephone surveys. However, BRFSS has a long lead time and doesn't allow States to add other questions. We do not recommend that BRFSS be used for these surveys.

### **Summary of recommended survey methods and questions**

**Methods.** We strongly recommend – in fact we assume – that surveys are conducted with a representative sample of all drivers or licensed drivers throughout the State. We recommend a sample size of at least 500. We recommend that surveys be conducted either by telephone or in DMV offices, as individual States choose. The same core questions should be asked in either setting and the same core questions should be asked every year. We believe that the best time for a once-a-year survey is July. States may wish to consider two annual surveys, in June and September, to capture more closely the results of their seat belt and impaired driving mobilizations, respectively. If so, we recommend that the core questions be included in both surveys, so that responses immediately following a campaign can be compared to responses at a later time.

### Survey Question Matrix

	Self-reported behavior	Media awareness*	Enforcement awareness
<b>Alcohol</b>	A-1	A-2	A-3
<b>Belts</b>	B-1**	B-2	B-3
<b>Speeding</b>	S-1a or S1b	S-2	S-3

\* enforcement media awareness

\*\* not needed to estimate belt use but useful to help identify nonusers

**Questions.** We recommend nine questions for the eight matrix cells and also suggest one question for the excluded belt behavior cell. We recommend that the media awareness questions ask about enforcement media. We recommend that States include basic demographic questions, in particular age and sex. Finally, the previous discussions suggest additional or follow-up questions that States may wish to add as appropriate.

#### Recommended core survey questions.

A-1: DMV-A7. In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?

A-2: DMV-A13, NHTSA 17a. In the past 30 days, have you read, seen, or heard anything about alcohol-impaired driving (or drunk driving) enforcement by police?

A-3: DMV-A8. What do you think the chances are of someone getting arrested if they drive after drinking?

B-1: DMV-B8. How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle or pick up?

B-2: DMV-B13, NHTSA Q14. In the past 30 days, have you read, seen, or heard anything about seat belt law enforcement by police?

B-3: DMV-B10. What do you think the chances are of getting a ticket if you don't wear your seat belt?

S-1a. On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph – most of the time, half the time, rarely, never.

S-1b. On a road with a speed limit of 65 mph, how often do you drive faster than 70 mph – most of the time, half the time, rarely, never.

S-2: DMV-S15. In the past 30 days, have you read, seen, or heard anything about speed enforcement by police?

S-3: DMV-S9. What do you think the chances are of getting a ticket if you drive over the speed limit?

Appendix A. State Surveys 2004-2008

State:	Surveys conducted since 2004	Why was the survey conducted?	Survey name	Survey dates	Number of subjects	Report (Y/N)	Report Received (Y/N)	Who conducted survey	Survey type	Survey Questions	Results	Comments
AL	none											
AK	Yes, occasionally	Teen impaired driving including belt use	Teen Impaired driving survey incl. belt use	2008	Media to 700 students, Surveys to 281 students, townwide alcohol-free movie event, Media-event involving 110 students	yes	yes	Alaska Injury Prevention Center	face-to-face interview	yes-in report	yes in report	
AZ	GDL Law & Testing Survey	Evaluate new GDL law awareness, driver test pre/post pass/fail rates	Novice Driver testing	2008		ongoing	ongoing	PRG	DMV	yes	not done yet	
AR	DUI Expect the Max	Alcohol awareness survey	DUI expect the Max, statewide telephone survey	2005, 2006, 2008	1006	Yes	yes	2005-2006-The Media Guys Inc, 2008-Pima Prevention Partnership	telephone	yes-in report	yes in report	
AR	only CIOT or Alcohol surveys around mobilizations											
CA	Not in last 5 years											

Appendix A. State Surveys 2004-2008

State:	Surveys conducted since 2004	Why was the survey conducted?	Survey name	Survey dates	Number of subjects	Report (Y/N)	Report Received (Y/N)	Who conducted survey	Survey type	Survey Questions	Results	Comments
CO	Yes, occasionally	Measure the impact of a teen-specific Click It or Ticket demonstration, collected from teens aged 16-20.	Colorado Office of Traffic Safety Teen Seat Belt Awareness Survey	2007-2008 4 waves	Wave 1-1032, wave 2-786, wave 3-936, wave 4-1041, wave 5-957, total 4752	Yes	Yes	PRG	high school and college classroom paper collection	in report	in report	
CO	Road Signage project	belt survey to support a road signage project	Colorado Office of Traffic Safety			No	No		paper and pen	yes		NHTSA 403 funds
CT	GDL Awareness Survey	GDL law awareness	CT parents, teens, public re proposed GDL upgrades	2008	807	yes	yes	PRG	telephone	in report	yes in report	
CT	Tri-State Speed Campaign	Speed enforcement, media awareness	TriState Speed Campaign	2006		yes	yes	PRG	DMV	yes-in report	yes in report	
CT	Teen Belt Project	Teen belt project	Teen belt-new law/aware	2008	yet to be determined	not done	not done	bristol pd and high school teens	paper/pen	yes	not done yet	
CT	GDL Law & Testing Survey	Evaluate new GDL law awareness, driver test pre/post pass/fail rates	Novice Driver testing	2008	yet to be determined	ongoing	ongoing	PRG	DMV	yes	not done yet	
DE	several-see survey characteristics file (excel doc)	intercept DMV surveys for alcohol and aggressive driving	Telephone survey of Delaware Drivers	annual		yes	yes	A-B&C	telephone	yes	yes in report	Additional info for regular belt and alcohol mobilization surveys
DE	speeding survey	Speed enforcement, media awareness	Speeding survey	2008	859	yes	yes	A-B&C	DMV	yes	yes in report	



Appendix A. State Surveys 2004-2008

State:	Surveys conducted since 2004	Why was the survey conducted?	Survey name	Survey dates	Number of subjects	Report (Y/N)	Report Received (Y/N)	Who conducted survey	Survey type	Survey Questions	Results	Comments
DC	aggressive driving	Media campaign awareness, attitudes and behaviors regarding aggressive driving.	Smooth Operator Evaluation	2 per year, pre and post campaign; annual report	300 per campaign	yes	yes	2004-07 2007 Riter Research, 2008 Pro-Vuncular	telephone	yes	yes	
FL	Drunken Driving Awareness Survey	Alcohol awareness	Alcohol awareness survey	2005	1007	Yes	yes	University of North Florida	telephone	yes	in report	
GA	only mobilization surveys											
HI	DOT Seatbelt Integration	Seatbelt awareness	Seatbelt usage integration report	2004	336 households	yes	yes		telephone	in report	in report	focus group
HI	DOT Speeding Integration	general purpose	Extreme Speeding Integration Report	2004	400 households	yes	Yes		telephone	in report	in report	focus group
ID	public opinion	gen purpose		annual-August	approx. 400/year	yes	yes	University of Idaho	telephone	yes in report	in report	
ID	403 dem project-DMV survey comparison	to compare geographic differences in DMV survey responses		2004	4 waves of 400	yes	yes	in house, sheriff's, Blomberg	DMV	yes in report	in report	

Appendix A. State Surveys 2004-2008

State:	Surveys conducted since 2004	Why was the survey conducted?	Survey name	Survey dates	Number of subjects	Report (Y/N)	Report Received (Y/N)	Who conducted survey	Survey type	Survey Questions	Results	Comments
ID	403 demonstration project			2004		?	no	Social Science Research Unit at the University of Idaho	telephone/DMV	yes	no	NHTSA 403 funds
IL	Combined Belt/Alcohol Survey at Selected Driver Facilities	general purpose belt	Combined Belt/Alcohol Survey at Selected Driver Facilities	annually past few years		no	no	Illinois DOT	DMV	yes	no	NHTSA 403 funds
IN	only mobilization surveys											
IA	Buckle up in your truck	to evaluate PU truck belt use	Buckle up in your Truck	2005-2007			online	PRG	DMV	yes in report	in report	
KS	Yes, occasionally	GDL law awareness	Teen report		832	yes	yes	Seacrest		yes in report	in report	
KS	Yes, occasionally	GDL & Primary law awareness	Parent report		1000	yes	yes	Seacrest		yes in report	in report	
KS	Yes, occasionally	seat belt awareness	Buckle up in your Truck	2006-2007	yes		tables	PRG		yes in report	in report	tables only
KY	403 demonstration project	change from secondary to primary belt law	403 demo	2006		no	no	University of KY Survey Research Center			No	NHTSA 403 funds
LA	Speed	Attitudinal survey on speeding	Attitudinal survey on speeding	2008	yes 800 per wave 2 waves	yes	yes	Applied Technology Research Corporation	telephone Yes	in report	in report	

Appendix A. State Surveys 2004-2008

State:	Surveys conducted since 2004	Why was the survey conducted?	Survey name	Survey dates	Number of subjects	Report (Y/N)	Report Received (Y/N)	Who conducted survey	Survey type	Survey Questions	Results	Comments
LA	pre/post occ. Prot initiative, impaired drinking	motorists opinions on drinking and driving laws and perception on enforcement efforts	Memorial Day initiative pre/post campaign survey results	Memorial Day 2005-2008	400 per wave 2 waves/year	yes	yes	Southern Media and Opinion Research Inc.	telephone	in report	in report	Independent of normal mobilization surveys
LA	pre/post occ. Prot initiative, impaired drinking	motorists opinions on drinking and driving laws and perception on enforcement efforts	Labor Day initiative pre/post campaign survey results	Labor Day 2005-2008	400 per wave 2 waves/year	yes	yes	Southern Media and Opinion Research Inc.	telephone	in report	in report	Independent of normal mobilization surveys
ME	new seat belt law awareness survey	change from secondary to primary belt law		2008	1000-1300 per wave, two waves 1 pre/post 415	yes	yes	PRG	DMV	in report	in report	
MD	Statewide Action Measure Tool - Occupant Protection	Survey questionnaires developed for and distributed to Maryland's local CTSP Coordinators to help better understand knowledge, attitudes and behaviors regarding key traffic safety areas.	Statewide Action Measure Tool - Occupant Protection	2008		yes	yes	in house	paper/pen	in report	in report	
MD	yes	General topics including Alcohol, Belts, speed		annual April-May	850	online	online		telephone	online	online	

Appendix A. State Surveys 2004-2008

State:	Surveys conducted since 2004	Why was the survey conducted?	Survey name	Survey dates	Number of subjects	Report (Y/N)	Report Received (Y/N)	Who conducted survey	Survey type	Survey Questions	Results	Comments
MD	yes	General topics including Alcohol, Belts, speed		annual	2658 in 2008	online	online		online surveys	online	online	
MD	yes	Aggressive driving awareness	Smooth Operator	2004-2008	400 each pre, 400 each post/year	yes	yes	2004-2007 Riter Research, 2008 Provuncular in house	telephone	in report	in report	
MA	403 dem project	belt use	403 dem project			no	no		DMV	yes	no	NHTSA 403 funds
MA	media awareness survey	measure awareness of media campaign message		2008	in process	no	no	strategic opinion research	DMV	yes	ongoing	
MI	Omnibus Survey-gen, Teen driver survey	teen driver survey	Omnibus Awareness survey	2005 April/June	500	yes	yes	Glengariff group	phone	in report	in report 500 lic drivers	
MI	Omnibus Survey-gen, Teen driver survey	teen belt survey	Teen seat belt survey	2008 July	400	yes	yes	Glengariff group	phone	in report	in report 400 teen drivers	
MN	Yes; also add questions to the NHTSA belt/alc surveys on motorcycles (for 2008-09 MC awareness campaign) and/or speed.	To evaluate a High Visibility alcohol enforcement pilot project in Anoka County	Impaired Driving study	2007-2008	400	yes	yes	Decision Resources Limited	telephone	in report	yes	

Appendix A. State Surveys 2004-2008

State:	Surveys conducted since 2004	Why was the survey conducted?	Survey name	Survey dates	Number of subjects	Report (Y/N)	Report Received (Y/N)	Who conducted survey	Survey type	Survey Questions	Results	Comments
MO	none other than mobilization											
MS	yes	seat belt awareness		2006		no	no		DMV	yes	no	NHTSA 403 funds
MT	yes	seat belt awareness	2008 Montana Department of Transportation Safety Seat Belt Survey	2008	824 landline interviews and 129 cell phone interviews (including 49 interviews from cell phone only households) for a total of 953 completed interviews.	yes	yes	University of Montana	telephone	in report	in report	
NE	belt/alc awareness public opinion every 2 years	Monitor attitudes and knowledge on traffic safety (primarily impaired driving and occupant restraints) and awareness of media campaigns.	The Nebraska Poll (Conducted every two years)	2005, 2007	900 (300 in each of Nebraska's three Congressional Districts)	yes	paper report	Research Associates of Lincoln, Nebraska	telephone	in report	in report	
NV	Yes, occasionally	Opinion Survey on two traffic laws: primary seat belts, and automated enforcement: telephone survey	NV's opinion survey: Seat Belts and Red Light Running (automated enforcement) cameras	2008		Yes	Yes	University Nevada-Reno: Center for Research & Development	telephone	in report	In report	

Appendix A. State Surveys 2004-2008

State:	Surveys conducted since 2004	Why was the survey conducted?	Survey name	Survey dates	Number of subjects	Report (Y/N)	Report Received (Y/N)	Who conducted survey	Survey type	Survey Questions	Results	Comments
NV	Yes, occasionally	Measure the impact of a teen-specific Click It or Ticket demonstration, collected from teens aged 16-20.	Nevada Office of Traffic Safety Teen Seat Belt Awareness Survey	2007-2008 4 waves	Yes			PRG	high school and college classroom paper collection	in report	in report	
NV	Yes, occasionally	Opinion survey on primary seat belt law	Nevada Seat belt enforcement online survey	2007	404	No	N/A	Rose Glenn Group	online	Yes	Yes	
NH	none											
NJ	behavioral knowledge base survey	general purpose, all inclusive, to develop highway safety plan	NJ Statewide Driving Poll	2007, 2008	947	yes	yes	Fairleigh Dickenson University-Public Mind Poll	phone-random digit dialing	in report	in report	behavior, opinion of legislative and educational initiatives.
NM	St. Patricks day super blitz	alcohol awareness/perception survey	St. Patricks day super blitz	2006	Statewide 1200, 800 in selected counties	Power-point	yes	Schulman, Ronca, & Bucuvalas	telephone	in report	in report	
NY	NY State survey on traffic safety issues	general purpose	2005 NY State survey on traffic safety issues-telephone survey	2005	800	yes	yes	Fact Finders-contractor ITSMER	phone-random digit dialing	in report	in report	800 lic drivers
NC	none											
ND	Yes, occasionally	general purpose, public awareness	Drunk Driving Prevention Awareness	2006	600	yes	yes	University of North Dakota	telephone	in report	in report	

Appendix A. State Surveys 2004-2008

State:	Surveys conducted since 2004	Why was the survey conducted?	Survey name	Survey dates	Number of subjects	Report (Y/N)	Report Received (Y/N)	Who conducted survey	Survey type	Survey Questions	Results	Comments
ND	Yes, occasionally	seat belt awareness	Department Of Transportation Telephone Survey – pickup-truck drivers	2003		no	no	DH Research	telephone	Yes	No	NHTSA 403 funds
ND	Yes, occasionally	Occupant Protection seat belt	Occupant protection surveys			no	no	North Dakota Office of Traffic Safety	DMV	Yes	No	NHTSA 403 funds
OH	yes	Assist initiative in one school district to reduce teen driver crashes.	: “Black Box” Vehicle Event Recorder	2006		no-not completed	no	Miami University	Student paper-and-pencil surveys conducted at school. Parent telephone surveys.	yes	yes for initial survey, no post survey was conducted due to low participation rate.	
OH	yes	Assist initiative in one school district to reduce teen driver crashes.	STOPPED, Save Face, Driving Skills for Life]	2006	350 students and 184 parents in target school district; 564 students and 94 parents in control district.	yes	yes	Miami University	Student paper-and-pencil surveys conducted at school. Parent telephone surveys.	Yes	No	
OR	Yes	General purpose	Transportation Safety survey	2 per year, May and August			no	Intercept Research	phone	yes	No	

yes

Appendix A. State Surveys 2004-2008

State:	Surveys conducted since 2004	Why was the survey conducted?	Survey name	Survey dates	Number of subjects	Report (Y/N)	Report Received (Y/N)	Who conducted survey	Survey type	Survey Questions	Results	Comments
PA	not in last 5 years											
RI	alcohol, belts	awareness of special enforcement efforts, slogan recognition		2005, 2007	827	yes	yes	Advantage Marketing Info	telephone	in report	in report	
RI	GDL Awareness Survey	DL road & knowledge test evaluation	RI teen survey	2008		ongoing	ongoing	PRG	DMV	yes	not yet	
SC	Yes	To evaluate why people engage in risky behaviors- drinking and driving.	Why do people drink and drive? Report on the ACUMEN project for ASA and the SC Department of Public Safety, Office of Highway Safety	2007	116	yes	yes	Apter International	one on one interviews	yes in paragraph	yes	
SC	Yes	To evaluate why people engage in risky behaviors - belt use.	Why don't People wear seat belts? Report on the ACUMEN project for ASA and the SC Department of Public Safety, Office of Highway Safety	2007	116	yes	yes	Apter International	one on one interviews	yes in paragraph	yes	
SD	not in last 5 years											



Appendix A. State Surveys 2004-2008

State:	Surveys conducted since 2004	Why was the survey conducted?	Survey name	Survey dates	Number of subjects	Report (Y/N)	Report Received (Y/N)	Who conducted survey	Survey type	Survey Questions	Results	Comments
TN	alcohol, belts	Campaign awareness	Booze it or lose it	Winter 2007	1322	yes	yes	Social Science Research Institute-UTENN	telephone	in report	in report	
TX	yes	to evaluate PU truck belt use	Buckle up in your Truck	2005-2007	yes		online	PRG	DMV	yes in report	in report	Belt and child safety seat surveys every year-regular mobilizationsKnowledge/ attitude phone surveys about every 5 years.
UT	underage drinking	underage alcohol awareness survey	Utah Underage Drinking Survey	2008	600 per wave 5 waves	Yes	Yes	R&R partners	telephone	yes	yes	
UT	Zero Fatalities 2006	general purpose	Zero Fatalities	2006	427 households per wave	yes	yes	Dan Jones & Associates	telephone	yes	yes	
UT	Drowsy driving	general purpose	Drowsy Driving	2006	408	yes	yes	Dan Jones & Associates	telephone	yes	yes	
VT	yes annually	general information-alcohol perception of being arrested if drive drunk	ORC-MACRO	annually		Online	Online	ORC-MACRO INT. Research firm	telephone	yes	yes	
VT	Youth Risk Behavior Survey	youth alcohol awareness survey	Dept of Health	annually		Online	Online	Dept Of Health	telephone	yes	yes	
VT	Adult Risk Behavior Survey	adult alcohol awareness survey	Dept of Health	annually		Online	Online	Dept Of Health	telephone	yes	yes	

Appendix A. State Surveys 2004-2008

State:	Surveys conducted since 2004	Why was the survey conducted?	Survey name	Survey dates	Number of subjects	Report (Y/N)	Report Received (Y/N)	Who conducted survey	Survey type	Survey Questions	Results	Comments
VA	only awar- enes sur- veys around CIOT and Checkpoint Strike force campaigns											
WA	Yes, occa- sionally	Click it or Ticket Project aware- ness	Nighttime Seat- belt Project Market Re- search Survey			No	No	in house	inter- viewed at gas sta- tions day and night	yes	yes	NHTSA 403 funds
WA	Yes, occa- sionally	night belt awa- reness				no	no	Washington Traffic safety commision	DMV	yes	no	NHTSA 403 funds
WA	Yes, occa- sionally	Launch of new sustained speed and DUI en- forcement cam- paign	DOL Sustained Enforcement Survey	2008	Wave 1: 2,422Wave 2: 1,487Wave 3: 1,879Total: 5,788	Yes	Yes	in house	DMV	yes	yes	
WA	Yes, occa- sionally	Assess impact of August Crackdown campaign and new TV Ad	Drive Ham- mered Get Nailed August Crackdown In- tercept Survey	2008	100 inter- views with the pre- survey 100 inter- views with the post- survey	Yes	Yes	Contractor: James Waugh	one on one inter- views	yes	yes	
WI	none other than mobili- zation											
WV	not in last 5 years											

Appendix A. State Surveys 2004-2008

State:	Surveys conducted since 2004	Why was the survey conducted?	Survey name	Survey dates	Number of subjects	Report (Y/N)	Report Received (Y/N)	Who conducted survey	Survey type	Survey Questions	Results	Comments
WY	underage drinking survey	self reporting underage drinking awareness	Alcohol awareness survey	2006	200	yes	yes	University of Wyoming	telephone	in report	yes	
<b>Totals</b>		<b>Topics when known (some survey topics not known; some States have more than one)</b>										
38	yes	15	alcohol									
13	no	19	belts									
		3	speed									
		17	youth (alcohol, belt, GDL)									
		14	general									
		2	other									



**NHTSA/PRG DL OFFICE SURVEYS: 2004-2008**

**List of States (2004-2008) where PRG has collected DL Office Surveys for Click It or Tick-et and NHTSA Demonstration Evaluation programs**

Arizona, Arkansas, Colorado, Connecticut, Florida, Georgia, Iowa, Illinois, Indiana, Kansas, Kentucky, Louisiana, Maine, Minnesota, Mississippi, Montana, Nebraska, New Jersey, New Mexico, New York, North Carolina, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Virginia, Washington, Wisconsin, and West Virginia

**List of States where DL Office Surveys are not or no longer “allowed”**

Georgia, Kentucky, Michigan, Missouri, Nevada, Ohio, and South Carolina (There may be others).

**Copies of DL Office questionnaires follow on subsequent pages.**

**Alternate questions used for NHTSA Belt Demonstration Programs are listed below. In addition, States often adapt the DMV surveys by adding questions appropriate to their specific programs or campaigns on issues such as teen drivers, pickup truck drivers, or nighttime belt law enforcement.**

**Pickup**

Have you recently read, seen, or heard anything about wearing a seat belt and riding in a pickup truck?

Yes  No

**Teen**

Have you recently read, seen, or heard anything about teenagers and wearing a seat belt?

Yes  No

**Night**

Do you think the seat belt law in North Carolina is enforced at night:

Very strictly  Somewhat strictly  Not very strictly  Rarely  Not at all

Compared to daytime, how often do you wear your seat belts at night?

More often  About the same  Less often

## **ALCOHOL - DRIVER LICENSING OFFICE SURVEY**

***This Driver Licensing Office is assisting in a study about Alcohol and Driving in Mississippi. Your answers to the following questions are voluntary and anonymous. Please complete the survey and then hand it back.***

---

1. Your sex:      Male      Female
2. Your age:      16-20      21-25      26-34      35-49      50-59      60 Plus
3. Your race:  White  Black      Asian      Native American      Other
4. Are you of Spanish/Hispanic origin?  Yes  No
5. Your Zip Code: \_\_\_\_\_
6. How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle or pick up?  
 Always      Nearly always      Sometimes  Seldom      Never
7. In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages? \_\_\_\_\_ (number of times)      I DO NOT DRINK
8. What do you think the chances are of someone getting arrested if they drive after drinking?  
 Always      Nearly Always      Sometimes  Seldom      Never
9. Compared with 3 months ago, are you now driving after drinking? (check one)  
 More often      Less often      About the same      I never drive after drinking      I DO NOT DRINK
10. Do you think the police enforce the drinking and driving laws:  
 Very strictly      Somewhat strictly      Not very strictly      Rarely      Not at all
11. Do you think the penalties for alcohol-impaired driving are:  
 Too strict      About right      Not strict enough  Don't know
12. In the past 30 days, have you gone thru a police checkpoint targeting alcohol- impaired drivers?  
 Yes      No
13. Have you recently read, seen, or heard anything about alcohol-impaired driving (or drunk driving) in Mississippi?  
 Yes      No  
  
If yes, where did you see or hear about it? (Check all that apply):  
 Newspaper      Radio      TV      Poster      Brochure      Police checkpoint      Other
14. Do you know the name of any alcohol-impaired driving enforcement program(s) in Mississippi?  
(check all that apply):  
 You Drink & Drive, You Lose      Drunk Driving, Over the Limit Under Arrest      Friends Don't Let Friends Drive Drunk  
 Please Step Away From Your Vehicle

## SEAT BELT - DRIVER LICENSING OFFICE SURVEY

*Several Driver Licensing Offices in the State are participating in a study about safety belts in Arkansas. Your answers to the following questions are voluntary and anonymous.*

---

1. **Your sex:**     Male             Female
  
2. **Your age:**     Under 21     21-25     26-39     40-49     50-59     60 Plus
  
3. **Your race:**  White  Black             Asian     Native American     Other
  
4. **Are you of Spanish/Hispanic origin?**  Yes     No
  
5. **Your Zip Code:** \_\_\_\_\_
  
6. **About how many miles did you drive last year?**  
           Less than 5,000     5,000 to 10,000     10,001 to 15,000     More than 15,000
  
7. **What type of vehicle do you drive most often?**  
 Passenger car     Pickup truck             Sport utility vehicle     Mini-van             Full-van     Other
  
8. **How often do you use safety belts when you drive or ride in a car, van, sport utility vehicle or pick up?**  
           Always     Nearly always     Sometimes             Seldom     Never
  
9. **Do you think that it is important for police to enforce the safety belt law?**  
           Yes     No
  
10. **What do you think the chances are of getting a ticket if you don't wear your safety belt?**  
           Always     Nearly Always     Sometimes             Seldom     Never
  
11. **Do you think the safety belt law in Arkansas is enforced:**  
           Very strictly             Somewhat strictly     Not very strictly             Rarely             Not at all
  
12. **Have you ever received a ticket for not wearing your safety belt?**  
           Yes     No
  
13. **In the past month, have you seen or heard about police enforcement focused on safety belt use?**  
           Yes     No
  
14. **In the past month, have you experienced police enforcement activities looking at safety belt use?**  
           Yes     No
  
15. **Have you recently read, seen, or heard anything about safety belts in Arkansas?**  
           Yes     No  
          **If yes, where did you see or hear about it? (Check all that apply):**  
           Newspaper     Radio     TV     Billboards     Brochure     Police Enforcement     Other  
          **If yes, what did it say?** \_\_\_\_\_
  
16. **Have you recently read, seen, or heard anything about wearing a safety belt and riding in a pickup truck?**  
           Yes     No
  
17. **Do you know the name of any safety belt program(s) in Arkansas? (check all that apply):**  
           Buckle Up Arkansas     Buckle Up in Your Truck     Click It or Ticket     Operation Stay Alive

## SPEEDING - DRIVER LICENSING OFFICE SURVEY

*This Driver Licensing Office is assisting in a driver survey. Your answers to the following questions are voluntary and anonymous. Please complete the survey and give back to surveyor. Thank you!*

---

1. Your gender:    Male                       Female
  
  2. Your age:    16-20    21-25                       26-34                       35-39                       40-49    50-59                       60 Plus
  
  3. Your Zip Code: \_\_\_\_\_
  
  4. What type of vehicle do you drive most often?  
                     Car                       Van                       Sport utility vehicle (SUV)                       Pick-up truck                       Other
  
  5. Miles driven in the last 12 months: \_\_\_\_\_
  
  6. How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle or pick up?  
                     Always                       Nearly always                       Sometimes                       Seldom                       Never
  
  7. How often do you travel above the posted speed limit?  
                     Very often                       Somewhat often                       Not very often                       Rarely                       Not at all
  
  8. Do you feel unsafe sharing the road with drivers who speed?                       Yes                       No
  
  9. What do you think the chances are of getting a ticket if you drive over the speed limit?  
                     Very Likely                       Somewhat Likely                       Likely                       Unlikely                       Very Unlikely
  
  10. In the past 30 days, have you received a speeding ticket?                       Yes                       No
  
  11. In the past 30 days, has anyone you know received a speeding ticket?                       Yes                       No
  
  12. Do you think State police enforce speeding laws:  
                     Very strictly                       Somewhat strictly                       Not very strictly                       Rarely                       Not at all
  
  13. Do you think local police enforce speeding laws:  
                     Very strictly                       Somewhat strictly                       Not very strictly                       Rarely                       Not at all
  
  14. Do you think the penalties for speeding are:  
                     Too severe                       About right                       Not severe enough                       Don't know
  
  15. Have you recently read, seen, or heard anything about speed enforcement?  
                     Yes                       No
- If **yes**, where did you read, see or hear about it? (Check **all** that apply):  
 Newspaper    Radio    TV    Poster    Brochure    Police checkpoint    Other \_\_\_\_\_

What did you read, see or hear? \_\_\_\_\_



## **NHTSA DMV alcohol survey – substantive questions**

### **Behavior**

7. In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?

9. Compared with 3 months ago, how often are you now driving after drinking?

### **Enforcement**

8. What do you think the chances are of someone getting arrested if they drive after drinking?

10. How strictly do you think the police enforce the drinking and driving laws?

11. How strict do you think the penalties for alcohol-impaired driving are?

12. In the past 30 days, have you gone thru a police checkpoint targeting alcohol-impaired drivers?

14. Do you know the name of any alcohol-impaired driving enforcement programs? If so, what?

### **Media**

13. Have you recently read, seen, or heard anything about alcohol-impaired driving (or drunk driving)? If so, where?

## **NHTSA DMV belt survey – substantive questions**

### **Behavior**

8. How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle or pick up?

### **Enforcement**

9. Do you think that it is important for police to enforce the seat belt law?

10. What do you think the chances are of getting a ticket if you don't wear your seat belt?

11. Do you think the seat belt law in (State) is enforced?

12. Have you ever received a ticket for not wearing your seat belt?

13. In the past month, have you seen or heard about police enforcement focused on seat belt use?

14. In the past month, have you experienced police enforcement activities looking at seat belt use?

### **Media**

15. Have you recently read, seen, or heard anything about seat belts? If so, where?

16. Have you recently read, seen, or heard anything about wearing a seat belt and riding in a pickup truck?

17. Do you know the name of any seat belt programs?

## **NHTSA DMV speeding survey – substantive questions**

### **Behavior**

6. How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle or pick up?
7. How often do you travel above the posted speed limit?
8. Do you feel unsafe sharing the road with drivers who speed?

### **Media**

no questions on media other than the enforcement media question #15.

### **Enforcement**

9. What do you think the chances are of getting a ticket if you drive over the speed limit?
10. In the past 30 days, have you received a speeding ticket?
11. In the past 30 days, has anyone you know received a speeding ticket?
12. How strictly do you think State police enforce speeding laws:
13. How strictly do you think local police enforce speeding laws:
14. Do you think the penalties for speeding are too severe .... not severe enough?
15. Have you recently read, seen, or heard anything about speed enforcement? If so, where?  
What did you read, see, or hear?



**NHTSA NATIONAL SAMPLE TELEPHONE SURVEYS: 2004-2008**

**MOTOR VEHICLE OCCUPANT SAFETY SURVEY (MVOSS)**

**2007 Jan-June (N=6000); Schulman, Ronca, & Bucuvalas, Inc.**

**ALCOHOL**

**2004 January (N=1,260); Schulman, Ronca, & Bucuvalas, Inc.**

**2004 August (N=1,250); Schulman, Ronca, & Bucuvalas, Inc.**

**2004 Sept/Oct (N=1,251); Schulman, Ronca, & Bucuvalas, Inc.**

**2005 July/Aug (1,254); Schulman, Ronca, & Bucuvalas, Inc.**

**2005 Sept/Oct (N=1,257); Schulman, Ronca, & Bucuvalas, Inc.**

**2006 August (N=1,214); M. Davis & Company, Inc.**

**2006 September (N=1,222); M. Davis & Company, Inc.**

**2006 Nov/Dec (N=1,201); TMR, Inc.**

**2007 January (N=1,200); TMR, Inc.**

**2007 August (N=1,200); M. Davis & Company, Inc.\***

**2007 September (N=1,200); M. Davis & Company, Inc.\***

**2008 August (N=1,200); M. Davis & Company, Inc.\***

**2008 September (N=1,200); M. Davis & Company, Inc.\***

**SEAT BELT**

**2004 April (N=1,200); Schulman, Ronca, & Bucuvalas, Inc.\***

**2004 June (N=1,200); Schulman, Ronca, & Bucuvalas, Inc.\***

**2005 April (N=1,200); Schulman, Ronca, & Bucuvalas, Inc.\***

**2005 June (N=1,201); Schulman, Ronca, & Bucuvalas, Inc.**

**2006 NO SURVEYS**

**2007 April (N=1,204); TMR, Inc.**

**2007 June (N=1,201); TMR, Inc.**

**2008 April (N=1,200); TMR, Inc.\***

**2008 June (N=1,200); TMR, Inc. \***

\*Approximate sample sizes.

NATIONAL ALCOHOL CRACKDOWN QUESTIONNAIRE

Hello, I'm \_\_\_\_\_ calling on behalf of the U.S. Department of Transportation. This is not a sales call. We are conducting a national study of Americans' driving habits and attitudes. The interview is voluntary and the information you provide us will be used for statistical purposes only. We will not collect any personal information that would allow anyone to identify you. The interview takes about 10 minutes to complete. This study has been reviewed and approved by the Office of Management and Budget under OMB control number 2127-0646.

V1. Is this phone number for:  
Home use.....1  
Home and business use.....2  
Business use only.....3  
If 3) - I am very sorry, I'm trying to reach a residence. Thank you, goodbye. *TERMINATE*

V2. Are you a member of this household and at least 18 years old?

Yes.....1 *SKIP to Q1*  
No.....2  
Refused.....3 *TERMINATE (CALL BACK)*

V3. May I speak to a member of this household who is at least 18 years old?

Available.....1 *RETURN TO INTRODUCTION*  
Not available.....2 *SCHEDULE CALL BACK*  
There are none....3 *SCREEN OUT*  
Refused.....9 *TERMINATE (CALL BACK)*

Q1. Tell me then, including yourself, how many persons age 18 and older are living in this household at least half the time, even if they are not at home right now?

\_\_\_\_\_ NUMBER OF ADULTS IN HOUSEHOLD

None.....00 *CONFIRM, THEN SCREEN OUT Q1*  
Refused.....99

Q2. How many of these (NUMBER FROM Q1) persons, age 18 and older, drive a motor vehicle at least a few times a year?

\_\_\_\_\_ NUMBER OF DRIVERS IN HOUSEHOLD AGE 18 AND OLDER

None.....00 *CONFIRM, THEN SCREEN OUT Q2*  
Refused.....99

Q3. Even if they were not driving, how many of these (NUMBER FROM Q2) drivers have had even a single beer, glass of wine or any other alcoholic beverage in the past year? (READ IF NECESSARY: They do not have to be regular drinkers or persons who drive after drinking.)

\_\_\_\_\_ NUMBER OF DRIVERS WHO EVER DRINK IN HOUSEHOLD

None.....00 CONFIRM, THEN SCREEN OUT Q3

IF ONLY ONE IN Q3, ASK TO SPEAK TO THAT PERSON AND CONTINUE WITH Q5a.  
IF IT'S SAME PERSON WHO RECEIVED INTRODUCTION, SKIP TO Q6.

Refused.....99

IF MORE THAN ONE IN Q3, ASK Q4a.

Q4a. In order to select just one person to interview, could I speak to the youngest male DRIVER, age 18 and older, who has had a beer, glass of wine or other alcoholic beverage in the past year?

IF NO MALE ASK: Could I speak to the youngest female DRIVER, age 18 and older, who has had a beer, glass of wine or other alcoholic beverage in the past year?

Respondent is the person.....1 SKIP TO Q6  
Other respondent comes to phone.....2 SKIP TO Q5a  
Respondent is not available.....3 ARRANGE CALLBACK  
Refused.....9 ASK Q4b

Q4b. Would you please tell me why you do not want to do the interview?

\_\_\_\_\_ TERMINATE (Initial Refusal)

Q5a. Hello, I'm \_\_\_\_\_ calling on behalf of the U.S. Department of Transportation. This is not a sales call. We are conducting a national study of Americans' driving habits and attitudes. The interview is voluntary and the information you provide us will be used for statistical purposes only. We will not collect any personal information that would allow anyone to identify you. The interview takes about 10 minutes to complete. This study has been reviewed and approved by the Office of Management and Budget under OMB control number 2127-0646.

CONTINUE INTERVIEW.....1 SKIP TO Q6  
Arrange Callback.....2 CALLBACK  
Refused.....9 ASK Q5b

Q5b. Would you please tell me why you do not want to do the interview?

\_\_\_\_\_ TERMINATE (Initial Refusal)

(CONCLUDING TEXT FOR TERMINATES/SCREEN-OUTS:)

Those are all of the questions that I have. If you have any questions about vehicle safety issues or just want some additional information visit the National Highway Traffic Safety Administration's website at [www.nhtsa.dot.gov](http://www.nhtsa.dot.gov). Thank you for your time today.

This call may be monitored for quality assurance.

**Q6. How often do you drive a motor vehicle? Almost every day, a few days a week, a few days a month, or a few days a year?**

- Almost every day.....1
- Few days a week.....2
- Few days a month.....3
- Few days a year.....4
- (Vol) Never.....5        *SCREEN OUT*
- Other (SPECIFY) .....97
- (VOL) Don't know.....98
- (VOL) Refused.....99

**Q7. Is the vehicle you drive most often a car, van, motorcycle, pickup truck, sport utility vehicle, or other type of truck?**  
[NOTE: IF RESPONDENT DRIVES MORE THAN ONE VEHICLE OFTEN, ASK:]  
**"What kind of vehicle did you LAST drive?"**

- Car.....1
- Van or minivan.....2
- Motorcycle.....3        *SKIP TO Q9*
- Pickup truck.....4
- Sport Utility Vehicle.....5
- Other truck (SPECIFY).....6
- Other (SPECIFY).....7
- (VOL) Don't know.....8
- (VOL) Refused.....9

**Q8. When driving this (car/truck/van), how often do you wear your seat belt? [READ ANSWERS] [IF ASKED IF THIS APPLIES TO SHOULDER BELTS OR LAP BELTS SAY SHOULDER BELTS]**

- All of the time.....1
- Most of the time.....2
- Some of the time.....3
- Rarely.....4
- Never.....5
- (VOL) Don't Know.....8
- (VOL) Refused.....9

**Q9. Now I'm going to ask you a few questions about alcohol use. During the past 30 days have you had at least one drink of any alcoholic beverage, including liquor, beer, wine or wine coolers?**

- Yes.....1
- No.....2        *SKIP TO Q13*
- (VOL) Don't Know.....8        *SKIP TO Q13*
- (VOL) Refused.....9        *SKIP TO Q13*

**Q10a. During the past 30 days, have you driven a motor vehicle within two hours after drinking any alcoholic beverages, even if you had only a little?**

- Yes.....1
- No.....2        *SKIP TO Q13*
- (VOL) Don't Know.....8        *SKIP TO Q13*
- (VOL) Refused.....9        *SKIP TO Q13*



**Q10b. How many days out of the past 30 days did you drive within two hours after drinking any alcoholic beverages?**

\_\_\_\_\_ (Range=01-30) DON'T KNOW =98 REFUSED=99

**Q11. On the most recent occasion when you drove within two hours after drinking alcoholic beverages, how many drinks (of beer, wine, liquor) did you have?**

ENTER NUMBER of DRINKS \_\_\_\_\_ (01-90)  
(VOL) Don't know.....98  
(VOL) Refused.....99

**Q12a. In the past 30 days, did you drive when you thought you had too much to drink to drive safely?**

Yes.....1  
No.....2 SKIP TO Q13  
(VOL) Don't Know.....8 SKIP TO Q13  
(VOL) Refused.....9 SKIP TO Q13

**Q12b. About how many times in the past 30 days did you drive when you thought you had too much to drink to drive safely?**

ENTER NUMBER: \_\_\_\_\_ (01 - 30)  
Never.....00  
(VOL) Don't know.....98  
(VOL) Refused.....99

**Q13. In the past 30 days, have you seen police on the roads you normally drive: [READ LIST]**

More often than usual.....1  
Less often than usual, or.....2  
About the same.....3  
Never.....4  
(VOL) Don't know.....8  
(VOL) Refused.....9

**Q14. Suppose you drove a motor vehicle after drinking alcohol and the amount of alcohol in your body was more than what the law allows for drivers. How likely is it that the police would stop you? Would the police be.....?**

Very Likely To Stop You,.....1  
Somewhat Likely To Stop You, or.....2  
Not Likely To Stop You.....3  
(VOL) Don't Know.....8  
(VOL) Refused.....9

**Q15. Do you think the chances of being stopped have changed in the past month? That is, compared to a month ago, do you think a driver who had been drinking alcohol is more likely, less likely or about as likely to be stopped by the police?**

- More likely.....1
- Less likely.....2
- About the same.....3
- (VOL) Don't know.....8
- (VOL) Refuse.....9

**Q16a Now, I would like to ask you a few questions about educational or other types of activities. In the past 30 days, have you seen or heard any messages that encourage people to avoid driving after drinking? This could be public service announcements on TV, messages on the radio, signs on the road, news stories, or something else.**

- Yes.....1
- No.....2      *SKIP TO Q17a*
- (VOL) Don't know.....8      *SKIP TO Q17a*
- (VOL) Refused.....9      *SKIP TO Q17a*

**Q16b. Where did you see or hear these messages?**

[DO NOT READ--MULTIPLE RESPONSES ACCEPTED]

- TV.....1
- Radio.....2
- Friend/Relative.....3      *SKIP TO Q17a*
- Newspaper.....4      *SKIP TO Q17a*
- Personal observation/on the road....5      *SKIP TO Q17a*
- Billboard/signs.....6      *SKIP TO Q17a*
- I'm a police officer/judge.....7      *SKIP TO Q17a*
- Other (specify \_\_\_\_\_).....97      *SKIP TO Q17a*
- Don't know.....98      *SKIP TO Q17a*
- Refused.....99      *SKIP TO Q17a*

**Q16c. Was the (TV/radio) message a commercial (or advertisement), was it part of a news program, or was it something else? [MULTIPLE RECORD]**

- Commercial/Advertisement.....1
- Public Service Announcement.....2
- News story/news program.....3
- Something else (specify):\_\_ \_\_.....7
- (VOL) Don't know.....8

**Q17a. Yes or No--in the past 30 days, have you seen or heard of any special effort by police in your community to reduce driving under the influence or drunk driving?**

- Yes.....1
- No.....2      *SKIP TO Q18a*
- (VOL) Don't know.....8      *SKIP TO Q18a*
- (VOL) Refused.....9      *SKIP TO Q18a*

**Q17b. Is this special effort by police to reduce driving under the influence or drunk driving, occurring only during daytime hours, nighttime hours or both daytime and nighttime hours?**

Daytime hours.....1  
Nighttime hours.....2  
Both .....3  
(VOL) Don't know.....8  
(VOL) Refused.....9

**Q17c. Where did you see or hear about that special effort?**  
[DO NOT READ--MULTIPLE RESPONSES ACCEPTED]

TV.....1  
Radio.....2  
Friend/Relative.....3 *SKIP TO Q18a*  
Newspaper.....4 *SKIP TO Q18a*  
Personal observation/on the road...5 *SKIP TO Q18a*  
Billboard/signs.....6 *SKIP TO Q18a*  
I'm a police officer/judge.....7 *SKIP TO Q18a*  
Other (specify):.....97 *SKIP TO Q18a*  
(VOL) Don't know.....98 *SKIP TO Q18a*  
(VOL) Refused.....99 *SKIP TO Q18a*

**Q17d. Was the (TV/radio) message a commercial (or advertisement), was it part of a news program, or was it something else?** [MULTIPLE RECORD]

Commercial/Advertisement.....1  
Public Service Announcement.....2  
News story/news program.....3  
Something else (specify): .....7  
(VOL) Don't know.....8

**Q18a. In the past 30 days, have you seen or heard anything about police setting up checkpoints or other enforcement efforts to catch drivers who were driving while under the influence of alcohol or driving drunk?**

Yes.....1  
No.....2 *SKIP TO Q19a*  
(VOL) Don't know.....8 *SKIP TO Q19a*  
(VOL) Refused.....9 *SKIP TO Q19a*

**Q18b. Are you speaking about checkpoints only, other enforcement efforts only or both checkpoints and other enforcement efforts?**

Checkpoints only.....1  
Other enforcement efforts only.....2  
Both .....3  
(VOL) Don't know.....8  
(VOL) Refused.....9

**Q18c. In the past 30 days, did you personally drive past, or drive through a police checkpoint set up to catch drivers who were driving while under the influence of alcohol or driving drunk?**

- Yes.....1
- No.....2
- (VOL) Don't know.....8
- (VOL) Refused.....9

**Q19a. Do you know the name or slogan of any enforcement program(s) that prevent driving under the influence or drunk driving in \_\_\_\_\_ [identify State]?**

- Yes.....1
- No.....2 *SKIP TO Q19c*
- (VOL) Don't know...8*SKIP TO Q19c*
- (VOL) Refused.....9*SKIP TO Q19c*

**Q19b. What was the slogan or program called? [MULTIPLE MENTION] [DO NOT READ]**

- 1. Friends don't let friends drive drunk.....("1")
- 2. You Drink and Drive. You Lose.....("2")
- 3. Get the keys.....("3")
- 4. Drunk Driving. Over The Limit. Under Arrest("4")
- 5. Recovery Month.....("5")
- 6. Buzzed Driving Is Drunk Driving .....("6")
- 7. MADD/Mothers Against Drunk Driving.....("7")
- 8. DARE/Drug Abuse Resistance Education.....("8")
- 9. SADD/Students Against Drunk Driving.....("9")
- 10. Step away from your vehicle.....("10")
- 11. Don't drink and drive.....("11")
- 97. Other, specify \_\_\_\_\_ ..97
- 98. (VOL) Don't know.....98
- 99. (VOL) Refused.....99

**Q19c. I'd like to find out if you recall seeing a particular ad on TV recently. "The ad starts by showing a pickup truck swerving on the road. The pickup is filled with liquid sloshing around the driver. Shown next is a motorcyclist looking through a helmet shield filled with liquid. Both the pickup driver and motorcyclist are stopped by police, and the liquid spills out. The ending shows someone being fingerprinted, and appearing in court." Do you recall seeing this ad in the past two weeks?**

- Yes.....1
- No.....2 *SKIP TO Q20*
- (VOL) Don't know...8 *SKIP TO Q20*
- (VOL) Refused.....9 *SKIP TO Q20*

**Q19d. What was the slogan or logo used at the end of this ad? [DO NOT READ - MULTIPLE RECORD]**

- Drunk Driving. Over The Limit. Under Arrest..1
- Other (SPECIFY).....2

Don't drink and drive.....3  
(VOL)Can't recall.....8  
(VOL)Refused.....9

**Q20. Do you recall hearing or seeing the following slogans in the past 30 days? [ROTATE]**

	Yes	No	DK	Ref
1. Friends don't let friends drive drunk.....	1	2	8	9
2. You Drink and Drive. You Lose.....	1	2	8	9
3. Get the keys.....	1	2	8	9
4. Drunk Driving. Over The limit. Under Arrest	1	2	8	9
5. Recovery Month.....	1	2	8	9
6. Buzzed Driving Is Drunk Driving.....	1	2	8	9
7. Click It or Ticket... ..	1	2	8	9
8. Step away from your vehicle.....	1	2	8	9

**Q21. Thinking about everything you have heard, how important do you think it is for [STATE] to enforce the drinking and driving laws more strictly . . . very important, fairly important, just somewhat important, or not that important?**

Very important.....1  
Fairly important.....2  
Just somewhat important.....3  
Not that important.....4  
(VOL)Don't know.....8  
(VOL)Refused.....9

DEMOGRAPHICS

**Now I need some information about you.**

**D1. (NOTE: SELECT GENDER BY OBSERVATION - ASK ONLY IF NECESSARY.) Are you Male or Female?**

Male.....1  
Female.....2

**D2a. What is your age?**

\_\_\_\_\_ AGE REFUSED = 99 *Skip to D2b*

(INTERVIEWER: If respondent refuses, use the question below to attempt to get their age.)

**D2b. Okay, if you would prefer not to provide your exact age, please stop me when I get to the category that includes your age? (INTERVIEWER: READ LIST UNTIL RESPONDENT STOPS YOU.)**

18 to 24.....1  
25 to 34.....2  
35 to 44.....3  
45 to 54.....4  
55 to 64.....5

65 to 74.....6  
75 or older....7  
(VOL) Refused.....9

**D3. Do you consider yourself to be Hispanic or Latino?**

Yes.....1  
No.....2 **SKIP TO D4**  
(VOL) Not sure.....3  
(VOL) Refused.....9

**D3b. Do you speak Spanish at home?**

Yes.....1  
No.....2 **SKIP TO D4**  
(VOL) Refused.....9

**D3c. In general, would you say you speak Spanish 100% of the time, 75% of the time, 50% of the time, or 25% of the time?**

100%.....1  
75%.....2  
50%.....3  
25%.....4  
(VOL) Other: Specify ..7 \_\_\_\_\_  
(VOL) Don't know.....8  
(VOL) Refused.....9

**D4. Which of the following racial categories describes you? You may select more than one. [READ LIST--MULTIPLE RECORD]**

American Indian or Alaska Native.....1  
Asian.....2  
Black or African American.....3  
Native Hawaiian or other Pacific Islander.....4  
White.....5  
[DO NOT READ] Other (Specify).....7 \_\_\_\_\_  
(VOL) Refused.....9

**D5. What is the highest grade or year of school you completed?**  
[DO NOT READ LIST]

8th grade or less.....1  
9th grade.....2  
10th grade.....3  
11th grade.....4  
12th grade/GED.....5  
Some college.....6  
College graduate or higher.....7  
(VOL) Refused.....9

**D6. Please stop me when I reach the category that includes your household's total annual income for last year, that is, 2007: (READ LIST UNTIL RESPONDENT STOPS YOU TO SELECT A CATEGORY.)**

Under \$15,000.....1  
 From \$15,000 to less than \$30,000.....2  
 From \$30,000 to less than \$50,000....3  
 From \$50,000 to less than \$75,000.....4  
 From \$75,000 to less than \$100,000.....5  
 From \$100,000 to less than \$125,000.....6  
 \$125,000 or more.....7  
 (VOL) Don't know.....8  
 (VOL) Refused.....9

**D7a. How many telephone numbers do you have in your household? Please do not count numbers for cell phones, or phone lines that are used exclusively for business purposes, computers or fax machines.**

One.....1  
 Two.....2  
 Three.....3  
 Four or more.....4  
 (VOL) Don't know...8 *SKIP TO END*  
 (VOL) Refused .....9 *SKIP TO END*

D7b. (TO CONFIRM, READ AFTER RESPONDENT HAS GIVEN ANSWER:)  
**So, you have [number] phone numbers that are not used exclusively for business, computers, fax machines or cell phones?**

Yes.....1  
 No.....2 *BACK TO D7a*  
 (VOL) Don't know...8  
 (VOL) Refused .....9

**That completes the survey.**  
**Thanks for taking the time to participate in this research study.**

**SEAT BELT - NATIONAL SAMPLE TELEPHONE SURVEY**

Study #9421A  
OMB Number:2127-0615  
Expiration Date: 12/31/04  
Final Approved: 4/04/2002

**BUCKLE UP AMERICA SURVEYS**

State: \_\_\_\_\_ County: \_\_\_\_\_ Metro Status: \_\_\_\_\_

Date: \_\_\_\_\_ CATI ID: \_\_\_\_\_

Interviewer: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Time Start: \_\_\_\_\_ Time End: \_\_\_\_\_ TOTAL TIME: \_\_\_\_\_

**INTRODUCTION**

Hello, I'm \_\_\_\_\_ calling for the U.S. Department of Transportation. We are conducting a study of Americans' driving habits and attitudes. The interview is voluntary and completely confidential. It only takes about 10 minutes to complete. *[Please note that an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB control number for this information collection is 2127-0615.]*

**DUMMY QUESTION FOR BIRTHDAY QUESTIONS**

Has had the most recent.....1  
Will have the next.....2

A. In order to select just one person to interview, could I speak to the person in your household, 16 or older, who (has had the most recent/will have the next) birthday?

Respondent is the person.....1 **SKIP TO Q1**  
Other respondent comes to phone.....2  
Respondent is not available.....3 **ARRANGE CALLBACK**  
Refused.....4

B. Hello, I'm \_\_\_\_\_ calling for the U.S. Department of Transportation. We are conducting a study of Americans' driving habits and attitudes. The interview is voluntary and completely confidential. It only takes about 10 minutes to complete. *[Please note that an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB control number for this information collection is 2127-0615.]* Could we begin now?

**CONTINUE INTERVIEW.....1**  
Arrange Callback.....2  
Refused.....3

Note: Text in brackets is not read, but available if asked.



## Respondent's State

- 1 > \*Alabama
- 2 > \*Alaska
- 3 > #hold
- 4 > \*Arizona
- 5 > \*Arkansas
- 6 > \*California
- 7 > #hold
- 8 > \*Colorado
- 9 > \*Connecticut
- 10 > \*Delaware
- 11 > \*District of Columbia
- 12 > \*Florida
- 13 > \*Georgia
- 14 > #hold
- 15 > \*Hawaii
- 16 > \*Idaho
- 17 > \*Illinois
- 18 > \*Indiana
- 19 > \*Iowa
- 20 > \*Kansas
- 21 > \*Kentucky
- 22 > \*Louisiana
- 23 > \*Maine
- 24 > \*Maryland
- 25 > \*Massachusetts
- 26 > \*Michigan
- 27 > \*Minnesota
- 28 > \*Mississippi
- 29 > \*Missouri
- 30 > \*Montana
- 31 > \*Nebraska
- 32 > \*Nevada
- 33 > \*New Hampshire
- 34 > \*New Jersey
- 35 > \*New Mexico
- 36 > \*New York
- 37 > \*North Carolina
- 38 > \*North Dakota
- 39 > \*Ohio
- 40 > \*Oklahoma
- 41 > \*Oregon
- 42 > \*Pennsylvania
- 43 > #hold
- 44 > \*Rhode Island
- 45 > \*South Carolina
- 46 > \*South Dakota
- 47 > \*Tennessee
- 48 > \*Texas
- 49 > \*Utah
- 50 > \*Vermont
- 51 > \*Virginia
- 52 > #hold
- 53 > \*Washington
- 54 > \*West Virginia
- 55 > \*Wisconsin
- 56 > \*Wyoming

Q.1 How often do you drive a motor vehicle? Almost every day, a few days a week, a few days a month, a few days a year, or do you never drive?

- Almost every day.....1
- Few days a week.....2
- Few days a month.....3
- Few days a year.....4
- Never.....5 **SKIP TO Q9**
- Other (SPECIFY) .....6
- (VOL) Don't know.....7
- (VOL) Refused.....8

Q.2 Is the vehicle you drive most often a car, van, motorcycle, sport utility vehicle, pickup truck, or other type of truck? (NOTE: IF RESPONDENT DRIVES MORE THAN ONE VEHICLE OFTEN, ASK:) "What kind of vehicle did you LAST drive?"

- Car.....1
- Van or minivan.....2
- Motorcycle.....3 **SKIP TO Q9**
- Pickup truck.....4
- Sport Utility Vehicle.....5
- Other.....10
- Other truck (SPECIFY)....11
- (VOL) Don't know.....12
- (VOL) Refused.....13

Q.3 For the next series of questions, please answer only for the (car/truck/van) you said you usually drive. Do the seat belts in the front seat of the (car/truck/van) go across your shoulder only, across your lap only, or across both your shoulder and lap?

**INTERVIEWER INSTRUCTION: SEATBELT QUESTIONS REFER TO DRIVER SIDE BELTS.**

- Across shoulder.....1
- Across lap.....2 **SKIP TO Q5**
- Across both.....3
- Vehicle has no belts.....4 **SKIP TO Q9**
- (VOL) Don't know.....5 **SKIP TO Q6**
- (VOL) Refused.....6 **SKIP TO Q6**

Q.4 When driving this (car/truck/van), how often do you wear your shoulder belt... (READ LIST)

- ALL OF THE TIME.....1
- MOST OF THE TIME.....2
- SOME OF THE TIME.....3
- RARELY OR.....4
- NEVER.....5
- (VOL) Don't know.....6
- (VOL) Refused.....7

**IF Q3=1 SKIP TO Q6**

Q.5 When driving this (car/truck/van), how often do you wear your lap belt...(READ LIST)

- ALL OF THE TIME.....1
- MOST OF THE TIME.....2
- SOME OF THE TIME.....3
- RARELY OR.....4
- NEVER.....5

- (VOL) Don't know.....6
- (VOL) Refused.....7

Q.6 When was the last time you did NOT wear your seat belt when driving?

- Within the past day.....1
- Within the past week.....2
- Within the past month.....3
- Within the past year.....4
- A year or more ago/I always wear it.....5
- (VOL) Don't know.....6
- (VOL) Refused.....7

Q.7 In the past 30 days, has your use of seat belts when driving (vehicle driven most often) increased, decreased, or stayed the same?

- Increased.....1
- Decreased.....2 **SKIP TO Q9**
- Stayed the same.....3 **SKIP TO Q9**
- New driver.....4 **SKIP TO Q9**
- (VOL) Don't know.....5 **SKIP TO Q9**
- (VOL) Refused.....6 **SKIP TO Q9**

Q.8 What caused your use of seat belts to increase?  
(DO NOT READ LIST - MULTIPLE RECORD)

- Increased awareness of safety.....1
- Seat belt law.....2
- Don't want to get a ticket.....3
- Was in a crash.....4
- New car with automatic belt.....5
- Influence/pressure from others.....6
- More long distance driving.....7
- Remember more/more in the habit.....8
- The weather.....9
- The holidays.....10
- Driving faster.....11
- Other (SPECIFY \_\_\_\_\_).....27
- (VOL) Don't know.....28
- (VOL) Refused.....29

Q.9 Does (RESP'S STATE) have a law requiring seat belt use by adults?

- Yes.....1
- No.....2 **SKIP TO Q12**
- (VOL) Don't know.....3 **SKIP TO Q12**
- (VOL) Refused.....4 **SKIP TO Q12**

**IF Q1=5 AND Q9=1, SKIP TO Q11**  
**IF Q2 = 3 AND Q9 = 1, SKIP TO Q11**

Q.10 Assume that you do not use 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? READ

- Very likely.....1
- Somewhat likely.....2
- Somewhat unlikely.....3

Very unlikely.....4  
(VOL) Don't know.....5  
(VOL) Refused.....6

Q.11 According to your State law, can police stop a vehicle if they observe a seat belt violation or do they have to observe some other offense first in order to stop the vehicle?

Can stop just for seat belt violation.....1  
Must observe another offense first.....2  
(VOL) Don't know.....3  
(VOL) Refused.....4

Q.12 In your opinion, SHOULD police be allowed to stop a vehicle if they observe a seat belt violation when no other traffic laws are being broken?

Should be allowed to stop.....1  
Should not.....2  
(VOL) Don't know.....3  
(VOL) Refused.....4

**Ohio Only, all else skip to q13**

Q.12b Have you ever received a ticket for not wearing seat belts?

Yes.....1  
No.....2 **SKIP TO Q13**  
(VOL) Don't know.....3 **SKIP TO Q13**  
(VOL) Refused.....4 **SKIP TO Q13**

Q.12c How long ago did you receive a ticket for not wearing seat belts? (IF MORE THAN ONCE, ASK FOR LAST TIME]

\_\_\_ WEEKS AGO  
\_\_\_ MONTHS AGO, OR  
\_\_\_ YEARS AGO

Q.13 Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements?

**ROTATE**

- a) Seat belts are just as likely to harm you as help you.
- b) If I was in an accident, I would want to have my seat belt on.
- c) Police in my community generally will not bother to write tickets for seat belt violations.
- d) It is important for police to enforce the seat belt laws.
- e) Putting on a seat belt makes me worry more about being in an accident.
- f) Police in my community are writing more seat belt tickets now than they were a few months ago.

Q.14 Yes or No--in the past 30 days, have you seen or heard of any special effort by police to ticket drivers in your community for seat belt violations?

- Yes.....1
- No.....2 **SKIP TO CONDITIONAL BEFORE Q17**
- (Vol) Don't know...3 **SKIP TO CONDITIONAL BEFORE Q17**
- (Vol) Refused.....4 **SKIP TO CONDITIONAL BEFORE Q17**

Q.15 Where did you see or hear about that special effort?  
**[DO NOT READ--MULTIPLE RESPONSE]**

- TV.....1
- Radio.....2
- Friend/Relative.....3 **SKIP TO CONDITIONAL BEFORE Q17**
- Newspaper.....4 **SKIP TO CONDITIONAL BEFORE Q17**
- Personal observation/on the road....5 **SKIP TO CONDITIONAL BEFORE Q17**
- Billboard/signs.....7 **SKIP TO CONDITIONAL BEFORE Q17**
- I'm a police officer/judge.....9 **SKIP TO CONDITIONAL BEFORE Q17**
- Other (specify \_\_\_\_\_)..... 17 **SKIP TO CONDITIONAL BEFORE Q17**
- Don't know.....18 **SKIP TO CONDITIONAL BEFORE Q17**
- Refused.....19 **SKIP TO CONDITIONAL BEFORE Q17**

Q.16 Was the (tv/radio) message a commercial (or advertisement), was it part of a news program, or was it something else? **MULTIPLE RECORD**

- Commercial/Advertisement/  
 Public Service Announcement.....1
- News story/news program.....2
- Something else (specify): \_\_\_\_\_3
- Don't know.....4
- Refused.....5

**IF STATE EQ INDIANA OR MICHIGAN SKIP TO ALTERNATIVE Q17  
 ALL OTHER STATES EXCEPT OHIO SKIP TO Q24**

Q17 Yes or no- in the past 30 days, have you seen or heard anything about the police setting up seat belt checkpoints where they will stop motor vehicles to check whether drivers and passengers are wearing seat belts?

- Yes.....1
- No.....2 **SKIP TO Q24**
- (Vol.) Don't know.....3 **SKIP TO Q24**
- (Vol.) Refused.....4 **SKIP TO Q24**

By checkpoint, we mean a systematic effort by police to stop vehicles for the purpose of checking for compliance with existing seat belt laws.

Q.18 Let me just confirm, is this the type of checkpoint that you have seen or heard about in the past 30 days?

- Yes.....1
- No.....2 **SKIP TO Q24**
- (Vol.) Don't know.....3 **SKIP TO Q24**
- (Vol.) Refused.....4 **SKIP TO Q24**

Q.19 Where did you see or hear about the police checkpoints for seat belts?  
**[DO NOT READ--MULTIPLE RESPONSE]**

- TV.....1
- Radio.....2
- Friend/Relative.....3 **SKIP TO Q21**

- Newspaper.....4 **SKIP TO Q21**
- Personal observation/on the road....5 **SKIP TO Q21**
- Billboard/signs.....7 **SKIP TO Q21**
- I'm a police officer/judge.....9 **SKIP TO Q21**
- Other (specify\_\_\_\_\_).17 **SKIP TO Q21**
- Don't know.....18 **SKIP TO Q21**
- Refused.....19 **SKIP TO Q21**

Q.20 Was the (tv/radio) message a commercial (or advertisement), was it part of a news program, or was it something else?  
**ASK EVERYONE**  
**MULTIPLE RECORD**

- Commercial/Advertisement/  
Public Service Announcement.....1
- News story/news program.....2
- Something else (specify): \_\_\_\_\_3
- Don't know.....4
- Refused.....5

Q.21 In the past 30 days, did you personally see any checkpoints where police were stopping motor vehicles to see if drivers and passengers were wearing seat belts?

- Yes.....1
- No.....2 **SKIP TO Q24**
- (Vol.) Don't know.....3 **SKIP TO Q24**
- (Vol.) Refused.....4 **SKIP TO Q24**

Again, by checkpoint, we mean a systematic effort by police to stop vehicles for the purpose of checking for compliance with existing seat belt laws.

Q.22 Let me just confirm, is this the type of checkpoint that you personally saw in the past 30 days?

- Yes.....1
- No.....2 **SKIP TO Q24**
- (Vol.) Don't know.....3 **SKIP TO Q24**
- (Vol.) Refused.....4 **SKIP TO Q24**

Q.23 Were you personally stopped by police at a seat belt checkpoint in the past 30 days?

- Yes.....1
- No.....2
- (Vol.) Don't know.....3
- (Vol.) Refused.....4

Q24 In the past 30 days, have you seen or heard of any special effort by police to ticket drivers in your community if children in their vehicles are not wearing seat belts or are not in car seats?

- Yes.....1
- No.....2
- Don't know.....3
- Refused.....4

Q25 Now, I would like to ask you a few questions about educational or other types of activities?

In the past 30 days, have you seen or heard any messages that encourage people to wear their seat belts. This could be public service announcements on TV, messages on the radio, signs on the road, news stories, or something else.

- Yes.....1
- No.....2 **SKIP TO Q29**
- Don't know.....3 **SKIP TO Q29**
- Refused.....4 **SKIP TO Q29**

Q.26 Where did you see or hear these messages?  
**[DO NOT READ--MULTIPLE RESPONSE]**

- TV.....1
- Radio.....2
- Friend/Relative.....3 **SKIP TO Q28**
- Newspaper.....4 **SKIP TO Q28**
- Personal observation/on the road....5 **SKIP TO Q28**
- Billboard/signs.....7 **SKIP TO Q28**
- I'm a police officer/judge.....9 **SKIP TO Q28**
- Other (specify \_\_\_\_\_)..... 17 **SKIP TO Q28**
- Don't know.....18 **SKIP TO Q28**
- Refused.....19 **SKIP TO Q28**

Q 27 Was the (tv/radio) message a commercial (or advertisement), was it part of a news program, or was it something else? **MULTIPLE RECORD**

- Commercial/Advertisement/  
Public Service Announcement.....1
- News story/news program.....2
- Something else (specify): \_\_\_\_\_3
- Don't know.....4
- Refused.....5

Q.28 Would you say that the number of these messages you have seen or heard in the past 30 days is more than usual, fewer than usual, or about the same as usual?

- More than usual.....1
- Fewer than usual.....2
- About the same.....3
- Don't know.....4
- Refused.....5

Q.29 Are there any advertisements or activities that you have seen or heard in the past 30 days that encouraged adults to make sure that children use car seats or seat belts ?

- Yes.....1
- No.....2 **SKIP TO Q31**
- Don't know.....3 **SKIP TO Q31**
- Refused.....4 **SKIP TO Q31**

Q30 What did you see or hear?

---

Q31 Thinking about everything you have heard, how important do you think it is for [respondent's STATE] to enforce seat belt laws for ADULTS more strictly . . . very important, fairly important, just somewhat important, or not that important?

- Very important.....1
- Fairly important.....2

- Just somewhat important.....3
- Not that important.....4
- Don't know.....5
- Refused.....6

Q32 Do you recall hearing or seeing the following slogans in the past 30 days? **READ LIST AND MULTIPLE RECORD**

**ROTATE PUNCHES 1-9**

- Friends don't let friends drive drunk.....1
- Click it or ticket.....2
- Buckle Up America.....3
- Children In Back.....4
- You drink, you drive, you lose.....5
- Didn't see it coming? No one ever does.....6
- Get the keys.....7
- Please Buckle Up (Ohio).....8
- What's Holding You Back (Ohio).....9
- Operation Pullover (Indiana)
- Why Risk It (Nevada)
- No, Exceptions, No Excuses, Buckle Up Nevada (Nevada)
- Click It Or Ticket: (State Name)
- Buckle Up (State Name)
- Buckling Up Makes Good Sense for Kids (Colorado)
- Buckle Up It's the Law and It's Enforced (Connecticut)
- Show a Little Restraint (Iowa )
- Kansas Clicks (Kansas)
- Buckle Up or Pay the Price (Minnesota)
- Click It don't Risk It (Missouri)
- Click It don't Risk It (Nebraska)
- Life Is Good. The Way to Go (Oregon).
- Fasten for Life (South Carolina)
- Buckle Up or Busted (Utah)
- Click It Why Risk It (Wisconsin)
- No Excuses, Buckle Up (Wyoming)
- None of these.....
- Don't know.....88
- Refused.....99

FOR OHIO ONLY, ALL ELSE SKIP TO Q33.

Q.32b Is there any particular type of information you would find helpful on how to protect a child in a motor vehicle?

- Yes.....1
- No.....2 **SKIP TO Q32d**
- Don't know.....3 **SKIP TO Q32d**
- Refused.....4 **SKIP TO Q32d**

Q.32c What information would you find helpful?

---



Q.32d If you wanted to receive information on how to protect children in a motor vehicle, where would you like to be able to get that information?  
**[DO NOT READ, MULTIPLE RESPONSE]**

- WEB site.....1
- Pediatrician.....2
- Doctor (Unspecified).....3
- Nurse.....4
- Clinic.....5
- TV.....6
- Radio.....7
- Magazines.....8
- Grocery Store.....9
- Other (specify): .....10
- Don't know.....98
- Refused.....99

Q.33 Now, I need to ask you some basic information about you and your household. What is your age?

\_\_\_\_\_ AGE REFUSED=99

Q.34 Including yourself, how many persons, age 16 or older, are living in your household at least half of the time or consider it their primary residence?

\_\_\_\_\_ REFUSED=99

Q.35 How many children age 15 or younger are living in your household at least half of the time or consider it their primary residence?

\_\_\_\_\_ NONE=0 REFUSED=99

Q.36 Do you consider yourself to be Hispanic or Latino?

- Yes.....1
- No.....2
- (VOL) Not sure.....3
- (VOL) Refused.....4

Q.37 Which of the following racial categories describes you? You may select more than one.  
**[READ LIST--MULTIPLE RECORD]**

- American Indian or Alaskan Native.....1
  - Asian.....2
  - Black or African American.....3
  - Native Hawaiian or other Pacific Islander.....4
  - White.....5
  - Other(SPECIFY).....6
- 
- (VOL) Refused.....9

Q.38 What is the highest grade or year of school you completed?

- 8th grade or less.....9
- 9th grade.....10
- 10th grade.....11

- 11th grade.....12
- 12th grade/GED.....13
- Some college.....14
- College graduate or higher....15
- (VOL) Refused.....16

Q.39 Do you have more than one telephone number in your household?

Yes.....1

Don't know.....3

No.....2

**Q41**  
**SKIP TO Q41**  
 (VOL) Refused.....4

**SKIP TO**

**SKIP TO**

Q.40 Not including cells phones, and numbers used primarily for fax or computer lines, How many different telephone numbers do you have in your household?

\_\_\_\_\_ 10 OR MORE=10 DON'T KNOW=11 REFUSED=12

**Q.41 FROM OBSERVATION, ENTER SEX OF RESPONDENT**

Male.....1

Female.....2

**That completes the survey.**

**Thank you very much for your time and cooperation.**

**VERSION 1: SPEEDING QUESTIONNAIRE**

Sample Point Number: \_\_\_\_\_ Questionnaire No. \_\_\_\_\_  
Interviewer: \_\_\_\_\_ Date: \_\_\_\_\_  
Telephone Number: \_\_\_\_\_

SAMPLE READ-IN

- 4. STATE CODE
- 5. COUNTY (FIPS) CODE
- 7. MET/NON-MET
- 9. NHTSA REGION

INTRODUCTION TO BE ADMINISTERED TO ANY ADULT HOUSEHOLD MEMBER:

Hello, my name is ( ). I'm calling for the U.S. Department of Transportation. We are conducting a study of Americans' attitudes about driving and current traffic laws. The interview is completely confidential.

A. First, how many persons age 16 and older live in this household, even if they are not at home right now?

\_\_\_\_\_ NUMBER OF ADULTS None.....00 (SCREEN OUT)

**IF ONLY ONE, ASK TO SPEAK TO THAT PERSON. IF TWO OR MORE, SAY:**

A1. How many of these persons age 16 and older drive a motor vehicle at least a few times a year?

\_\_\_\_\_ NUMBER OF DRIVERS None.....00 (SCREEN OUT)

**IF ONLY ONE, ASK TO SPEAK TO THAT PERSON. IF TWO OR MORE, SAY:**

B. In order to select just one person to interview, could I speak to the DRIVER in your household, age 16 and older, who (will have the next/who has had the most recent) birthday?

- Respondent is that person .....1
- Other respondent came to phone.....2
- Respondent is not available [arrange callback].....3

Hello, I'm \_\_\_\_\_ from SRBI, the national research organization. We are conducting a study for the U.S. Department of Transportation about Americans' driving habits and concerns, and their attitudes about driving and current traffic laws. The interview is completely confidential. It takes fifteen to twenty minutes.

CQ40. Record Respondent's Gender [from observation]

- Male.....1
- Female.....2

Q1. How often do you usually drive a car or other motor vehicle? Would you say that you usually drive...  
**[READ LIST]?**

- Almost every day.....1
- A few days a week.....2
- A few days a month.....3
- A few times a year.....4
- Never.....5 **SELECT ANOTHER RESPONDENT OR TERMINATE IF ONLY ONE ADULT IN HH**

Q2. How many years have you been driving? \_\_\_\_\_ YEARS DRIVING DK=98 REFUSED=99 Less than one year....00

Q4a. What kind of vehicle do you drive most often? Is it a car, van or minivan, motorcycle, pickup truck or something else?

- Car.....1
- Van or minivan.....2
- Sport utility vehicle (VOL).....3
- Pickup truck.....4
- Other truck.....5
- Motorcycle.....6 **SKIP TO Q8**
- Other (SPECIFY).....7

Q4b. What model year is the (car/truck/van) that you drive most often? \_\_\_\_\_

Q5a. When driving this (car/truck/van), how often do you wear a seat belt? Do you wear a seatbelt....  
**READ LIST?**

- All of the time.....1
- Most of the time.....2
- Some of the time.....3
- Rarely.....4
- Never.....5

**CONDITION: IF VERSION = A, ASK OTHER ADULTS. IF VERSION = B, ASK CHILDREN.**

Q6. How often do you drive with (other adults/children) in your (car/van/truck)?

- Almost every day.....1
- Few days a week.....2
- Few days a month.....3
- Few days a year.....4
- Never.....5

**CONDITIONAL: IF VERSION = A, ASK 54. IF VERSION = B, SKIP TO 10.**

Q8. Which of the following statements best describes your driving?

**READ STATEMENTS**

Q8a. I tend to pass other cars more often than

- Other cars pass me, OR.....1
- Other cars tend to pass me more often.....2
- (VOL) Both or about equally.....3

Q8b. In heavy traffic I tend to:

- Stay with the slower moving traffic OR.....1
- Keep up with the faster traffic.....2
- (VOL) Both or about equally.....3

**Q8c-Q9. DELETED**

**CONDITION: IF VERSION = B, ASK Q10. IF VERSION = A, SKIP TO Q11.**

Q10. People have different feelings about driving. I'd like you to tell me whether you agree or disagree with the following statement about driving.

- 1. Strongly Agree
- 2. Somewhat Agree
- 3. Somewhat Disagree
- 4. Strongly Disagree

Q10a. I enjoy the feeling of speed

Q10b. The faster I drive, the more alert I am

Q10c. I often get impatient with slower drivers

Q10d. I try to get where I am going as fast as I can

Q10e. I worry a lot about having a crash

Q11. People feel differently about how safe or dangerous different types of driving behavior are. How safe do you feel it usually is to...(READ ITEM)?

- 1. EXTREMELY SAFE
- 2. SOMEWHAT SAFE
- 3. NEITHER SAFE NOR DANGEROUS

- 4. SOMEWHAT DANGEROUS
- 5. EXTREMELY DANGEROUS

**(For Version = A)**

Q11a. Drive through a light that was already red before you entered an intersection

**(For Version = A)**

Q11b. Drive 10 miles an hour faster than most other vehicles are going

**(For Version = B)**

Q11c. Drive 20 miles an hour over the speed limit on an interstate highway

**(For Version = A)**

Q11d. Tailgate another vehicle on a highway with one lane in each direction

**(For Version = B)**

Q11e. Enter an intersection just as the light is turning from yellow to red

**(For Version = A)**

Q11f. Drive through a stop sign without slowing

**(For Version = B)**

Q11g. Slow but not completely stop at a stop sign

**(For Version = B)**

Q11h. Cut in front of another car in order to make a turn

**(For Version = A)**

Q11i. Race another driver

Q67. (Continued)

EXTREMELY SOMEWHAT NEITHER SAFE SOMEWHAT EXTREMELY

SAFE SAFE OR DANGEROUS DANGEROUS DANGEROUS

1 2 3 4 5

(For Version = A)

Q11j. Drive when just under the legal alcohol limit

(For Version = B)

Q11k. Use the shoulder to pass in heavy traffic

(For Version = B)

Q11kk. Make an angry, insulting or obscene gesture or comment toward another driver such that they hear or see it

(For Version = A)

Q11l. Cross railroad tracks when the red light is blinking

(For Version = B)

Q11m. Pass a vehicle in a no-passing zone

(For Version = A)

Q11n. Drive 10 miles an hour over the speed limit on an interstate highway

(For Version = A)

Q11o. Make a U-turn where a sign says not to

(For Version = B)

Q11p. Drive 20 miles an hour faster than most other vehicles are going

**Q11pp-Q11uu ON VERSION 2 ONLY**

Q12a. Now, thinking about the roads you normally drive on, would you say that the roads where you drive most often are in areas that are:

- More urban than rural.....1
- More rural than urban.....2
- About the same [VOL].....3

Q12b. Do you drive at least weekly on: **MULTIPLE RECORD**

Residential or neighborhood streets

- (posted speed limits of 35 mph or less).....1
- Interstate highways.....2
- Other types of roads with speed limits of 40-55 mph.....3

**(INTERVIEWER NOTE: IF NONE WEEKLY, ASK WHICH THEY DRIVE MOST OFTEN).**

**CQ95. DUMMY FOR ROAD TYPE SELECTION**

Residential or neighborhood streets

- (posted speed limits of 35 mph or less).....1
- Interstate highways.....2
- Other types of roads with speed limits of 40-55 mph.....3
- Interstate highways..... 4
- Other types of roads with speed limits of 40-55 mph.....5

Q13. For the next series of questions, I'd like you to think about [residential or neighborhood streets/non-interstate roads/interstate highways] in an area where you normally drive.

How important are the following factors in selecting the speed at which you drive. How important is.. (READ ITEM)?

- 1. Extremely Important
- 2. Moderately Important
- 3. Slightly Important
- 4. Not Important

Q13aa. Speed of other traffic

Q13ab. Posted speed limit

Q13ac. Chances of being stopped by police

Q13ad. How much time you have to get to your destination

Q13ae. How much traffic there is

Q13af. Your past experience driving the road

Q13ag. Weather conditions

Q13ah1. Anything else (SPECIFY: 13ah2)

Q13ah3: How important is other



Q15. How often do you see vehicles traveling at an unsafe speed on (ROAD TYPE)?

- All of the time.....1
- Most of the time.....2
- Some of the time.....3
- Rarely.....4
- Never.....5

Q16. What do you consider to be the maximum safe speed for (ROAD TYPE)?

\_\_\_\_\_ mph DK=98 REFUSED=99

Q17. Why do you consider speeds greater than (Q16) to be unsafe on (ROAD TYPE)?

\_\_\_\_\_

CQ111. DROPPED

Q18. How often do you drive faster than (Q16) on that road?

- Every day.....1
- Almost every day.....2
- Few days a week.....3
- Few days a month.....4
- Few days a year.....5
- (VOL) Never.....6 **SKIP TO Q34**

Q19a. What are the most common reasons that you have driven on (ROAD TYPE) at speeds that you consider to be unsafe?

\_\_\_\_\_

Q20. What times of day are you most likely to drive at an unsafe speed on that (ROAD TYPE)? **READ LIST AND MULTIPLE RECORD**

- Midnight to 6am.....1
- 6-9am.....2
- 9am-3pm.....3
- 3-6pm.....4
- 6-9pm.....5
- 9pm to midnight.....6
- (VOL) Never .....7

Q21. What is the posted speed on (ROAD TYPE)? \_\_\_\_\_ MPH DK=98 REFUSED=99

**IF Q21 LE Q16, SKIP TO Q28**

Q22. Compared to someone driving at the speed limit on that road, how much more likely is someone traveling faster than (Q16) to have a crash?

Is it.....

- A lot more likely.....1
- Somewhat more likely.....2
- Slightly more likely.....3
- No more likely.....4
- (VOL) Less likely.....5

Q28. How often do you see police when you are traveling on (ROAD TYPE)? Would you say...

- Every day.....1
- Almost every day.....2
- Several times a week.....3
- Once or twice a week.....4
- Once or twice a month.....5
- A few times a year.....6
- Never.....7

Q30. In your opinion, how much OVER THE SPEED LIMIT can you go on this road before police will normally give you a speeding ticket (if they see you)?

\_\_\_\_\_ MPH OVER POSTED LIMIT

None.....00

Q32. When was the last time that you drove (Q30) mph over the speed limit on (ROAD TYPE)?

- Today.....1
- Within the past week.....2
- Within the past month.....3
- Within the past year.....4
- Over a year ago.....5
- Never.....6 **SKIP TO Q34**

Q33. Why were you going that fast on that occasion? \_\_\_\_\_

Q34. If the posted limits were INCREASED BY 10 MILES AN HOUR on (ROAD TYPE), do you think that you would normally drive.....?

- Much slower than the limit.....1
- A little slower than the limit.....2
- Right at the limit.....3
- A little faster than the limit, or.....4

Much faster than the limit.....5

Q35. If the posted limits for that road were INCREASED BY 10 MILES PER HOUR, do you think that it would make driving on the road.....?

- Much safer.....1
- Somewhat safer.....2
- No different.....3
- Somewhat more dangerous.....4
- Much more dangerous.....5

Q36. If the posted limits for that road were INCREASED BY 10 MILES PER HOUR, do you think that it would make driving on the road.....?

- Much more comfortable for you.....1
- Somewhat more comfortable.....2
- No different.....3
- Somewhat less comfortable.....4
- Much less comfortable.....5

Q37. Aside from driving at an unsafe speed, what other types of unsafe driving behaviors do you normally encounter on that road?

**DO NOT READ LIST. MULTIPLE RECORD.**

- Tailgating.....1
- Failing to yield.....2
- Weaving in and out.....3
- Drinking and driving.....4
- Running red lights.....5
- Ignoring stop signs.....6
- Driver inattention.....7
- Other (SPECIFY)\_\_\_\_\_17
- None.....18 SKIP TO Q50a

**CQ127. DUMMY FOR UNSAFE BEHAVIORS FROM CQ126**

**Q38-Q43 DELETED**

**CONDITION: IF VERSION = A, ASK Q136. IF VERSION = B, SKIP TO Q53a.**

Q50a. In the last year, were you ever in a situation where you were riding with a friend who had too much to drink to drive safely?

- Yes.....1
- No.....2 SKIP TO Q51a

Q50c. On those occasions, did the driver usually drive faster, slower or about the same as they normally would?

- Faster.....1
- Slower.....2
- About the same...3

Q51a. (Aside from what you have already told me) In the past year, have you ever ridden with someone who you felt was driving at an unsafe speed?

- Yes.....1
- No.....2 **SKIP TO Q52**

Q51c. Thinking about the most recent occasion, was the person who was driving at an unsafe speed -- a man or a woman?

- Man.....1
- Woman.....2

Q51d. What was their relationship to you? **READ LIST IF NECESSARY**

- Spouse.....1
- Boyfriend/girl friend.....2
- Date.....3
- Parent.....4
- Boss/supervisor.....5
- Co-worker.....6
- Friend .....7
- Sibling.....8
- Other relative.....9

Q51d.1. Other (SPECIFY)\_\_\_\_\_

Q51e. Besides the unsafe speed, did the driver engage in any other unsafe driving actions on that occasion?

- Yes.....1
- No.....2 **SKIP TO Q51g**

Q51f. What types of unsafe driving behaviors did (he/she) do?

**RECORD ALL THAT APPLY**

- Speeding.....1
- Tailgating.....2
- Failing to yield.....3

Weaving in and out....4  
Drinking and driving...5  
Running red lights.....6  
Ignoring stop signs.....7

Q51f.1. Other (SPECIFY) \_\_\_\_\_.....8

Q51g. Did you ask or tell them to stop driving like that?

Yes.....1  
No.....2 **SKIP TO Q51j**  
Not sure.....3 **SKIP TO Q51j**

Q51h. Did they do what you asked?

Yes.....1 **SKIP TO Q52**  
No.....2 **SKIP TO Q52**  
Not sure.....3 **SKIP TO Q52**

Q51j. If you HAD asked them to drive differently, do you think they would have done what you asked?

Yes.....1  
No.....2  
Not sure.....3

**VERSION 2: UNSAFE DRIVING = Q51aa-Q51jj**

Q52. In general, do you think that speed limits on **(READ ITEM)** are too high, too low, or about right?

1. TOO HIGH
2. TOO LOW
3. ABOUT RIGHT

Q52a. Interstate highways in rural areas

Q52b. Interstate highways in urban areas

Q52c. Residential or neighborhood streets

Q52d. Other non-interstate roads in rural areas

Q52e. Other non-interstate roads in urban areas

**CONDITIONAL: IF VERSION = B, ASK Q53a. IF VERSION = A, SKIP TO Q54a.**

Q53a. In your area, do you think that the amount of police enforcement of SPEEDING LAWS on (READ ITEM) is too much, too little, or about right.

1. TOO HIGH
2. TOO LOW
3. ABOUT RIGHT

Q53aa. Interstate highways in rural areas

Q53ab. Interstate highways in urban areas

Q53ac. Residential or neighborhood streets

Q53ad. Other non-interstate roads in rural areas

Q53ae. Other non-interstate roads in urban areas

Q54a. How often do you think police should ticket drivers WHO ARE GOING TEN MILES AN HOUR over the posted limit on a highway with traffic lights?

- Always.....1  
Most of the time.....2  
Sometimes.....3  
Rarely.....4  
Never.....5

Q55a. How often do you think police should ticket drivers WHO ARE GOING TWENTY MILES AN HOUR over the posted limit on a highway with traffic lights?

- Always.....1  
Most of the time.....2  
Sometimes.....3  
Rarely.....4  
Never.....5

**CONDITION: IF VERSION = B, ASK Q58b. IF VERSION = A, SKIP TO Q63.**

Q58b. Some areas have introduced automated enforcement devices which use cameras to identify vehicles that speed or run red lights. A traffic ticket is mailed to the owner of the vehicle along with information about the location, time, date, and type of infraction. If the driver or owner pays the fine, no further action is taken. If the ticket is contested, a photo of the offender's vehicle and license plates is presented in court. Have you ever heard of this kind of traffic enforcement that doesn't require police officers to stop and ticket traffic violators?

- Have heard.....1  
Have not heard.....2

Q62b. If photo enforcement of driving laws was introduced in your community, how much effect do you think it would have on (READ ITEM) --- a lot, some, only a little or none at all?

1. A LOT
2. SOME
3. LITTLE
4. NONE

Q62ba. Cutting down speeding

Q63bb. Cutting down running stop signs and red lights

Q62bc. Getting dangerous drivers off the roads

Q62bd. Reducing crashes

Q59b. Do you think that it would be a good idea or a bad idea to use a photo enforcement system like this to identify vehicles which were...

**ROTATE LIST**

1. GOOD
2. BAD

Q59aa. Running red lights.....1 2

Q59ab. Speeding.....1 2

Q59ac. Not stopping at stop signs..1 2

Q59b. Why do you think it is a (good/bad/both good and bad) idea to use a photo enforcement system to identify vehicles committing these violations. \_\_\_\_\_

Q59c. Thinking about locations where photo enforcement might be used, would you find it very acceptable, somewhat acceptable, or not at all acceptable to use it (READ ITEM)?

1. VERY ACCEPTABLE
2. SOMEWHAT ACCEPTABLE
3. NOT AT ALL ACCEPTABLE

Q59ca. Where it could be hazardous to the driver or officer to stop

Q59cb. Where stopping a vehicle could cause traffic congestion

Q59cc. Where an accident has occurred

Q59cd. In school zones

Q63. Thinking back over the past year, when was the most recent time that you **(READ ITEM)** -- today, within the past week, within the past month, more than a month ago, or not in the past year?

**(For Version = A)**

Q63a. Drove through a light that was already red before you entered an intersection

**(For Version = A)**

Q63b. Drove 10 miles an hour faster than most other vehicles were going

**(For Version = B)**

Q63c. Drove 20 miles an hour over the speed limit on an interstate highway

**(For Version = A)**

Q63d. Tailgated another vehicle on a highway with one lane in each direction

**(For Version = B)**

Q63e. Entered an intersection just as the light was turning from yellow to red

**(For Version = A)**

Q63f. Drove through a stop sign without slowing

**(For Version = B)**

Q63g. Slowed but didn't completely stop at a stop sign

Q63 (cont). Thinking back over the past year, when was the most recent time that you **(READ ITEM)** -- today, within the past week, within the past month, more than a month ago, or not in the past year?

**(For Version = B)**

Q63h. Cut in front of another car in order to make a turn

**(For Version = A)**

Q63i. Raced another driver

**(For Version = A)**



Q63j. Drove when affected by alcohol

(For Version = B)

Q63k. Used the shoulder to pass in heavy traffic

(For Version = B)

Q63kk. Made an angry, insulting or obscene gesture or comment toward another driver such that they heard or saw it

(For Version = A)

Q63l. Crossed railroad tracks when the red light was blinking

(For Version = B)

Q63m. Passed a vehicle in a no-passing zone

(For Version = A)

Q63n. Drove 10 miles an hour over the speed limit on an interstate highway

(For Version = A)

Q63o. Made a U-turn where a sign said not to

(For Version = B)

Q63p. Drove 20 miles an hour faster than most other vehicles were going

**VERSION 2: UNSAFE DRIVING = Q63u-Q63t**

**CONDITIONAL: IF VERSION = A, ASK Q64a-Q64c. IF VERSION = B, SKIP TO Q86a.**

Q64a. If you saw a vehicle pass a stopped school bus that has its red lights flashing and its stop arm in full view, how likely would you be to call and report it to the police?

- Very likely.....1 **SKIP TO Q64c**
- Somewhat likely.....2 **SKIP TO Q64c**
- Somewhat unlikely.....3
- Very unlikely.....4

Q64b. Why would you be unlikely to report it? \_\_\_\_\_ **SKIP TO Q86a**

Q64c. How would you report it?

- Have car phone.....1
- Have cell phone.....2
- Stop at payphone.....3
- Call when get to destination.....4
- Other (specify).....5

Q86a. You may be aware that the National Maximum Speed Limit law was repealed. Have the speed limits on interstates affected by that law been increased in your state in any areas in which you drive?

- Yes.....1
- No.....2 **SKIP TO Q87a**
- Not sure.....3 **SKIP TO Q87a**

Q86c. How have the higher limits on those roads affected the number of people who speed? Do.....?

- A lot more drivers obey the new limits.....1
- Some more drivers.....2
- Only a few more drivers, or.....3
- About the same amount as the old limit.....4
- (VOL) Fewer now obey new limits.....5

Q86d. Do you think that driving on those roads is...

- Safer now with the higher speed limits.....1
- About as safe, or.....2
- Less safe than with the old limits.....3

Q87a. Do you think that a uniform speed limit should be set for all interstate highways or should it be allowed to vary from State to State?

- Uniform limit.....1
- Allowed to vary.....2 **SKIP TO Q242**

Q87b. What do you think that speed limit should be for interstate highways? \_\_\_\_\_ SPEED LIMIT  
DK=98 REFUSED=99

**PUBLIC EDUCATION EFFORTS**

Q102a. In your opinion, how much is SPEEDING by other people a threat to the personal safety of you and your family? Would you say driving at an unsafe speed is...

- A major threat.....1
- A minor threat.....2
- Not a threat.....3
- Not sure (VOL).....4

Q103a. How important is it that something be done to reduce speeding? Is it... [READ LIST]?

- Very important.....1
- Somewhat important.....2
- Not important.....3
- Not sure (VOL).....4

**VERSION 2: UNSAFE DRIVING = Q102b-Q103b**

Q104a. How **EFFECTIVE** do you think the following steps would be in reducing speeding?

Would (**READ ITEM**) be (**READ RESPONSE CATEGORIES**)in reducing speeding.

1. VERY EFFECTIVE
2. SOMEWHAT EFFECTIVE
3. NEITHER EFFECTIVE OR INEFFECTIVE
4. SOMEWHAT INEFFECTIVE
5. VERY INEFFECTIVE

**(For Version = A)**

Q104aa. More police officers assigned to traffic

**(For Version = B)**

Q104ab. More frequent ticketing

**(For Version = A)**

Q104ac. Double or triple fines for speeding violations

**(For Version = B)**

Q104ad. Taking away driver's licenses more often

**(For Version = A)**

Q104ae. Encouraging passengers to say something when their driver is speeding

**(For Version = A)**

Q104af. Increasing public awareness of the risks of speeding

**(For Version = B)**

Q104ag. Encouraging citizens to report speeding to police

**(For Version = B)**

Q104ah. Road design changes, like speed bumps and traffic circles, to slow down traffic

**(For Version = A)**

Q104ai. Insurance costs were increased for speeding

Q105a. How would you feel about implementing the following methods in your community to reduce speeding? Would you strongly approve, somewhat approve, neither approve nor disapprove, somewhat disapprove, or strongly disapprove **(READ ITEM)**?

1. Strongly Approve
2. Somewhat Approve
3. Neither Disapprove Or Approve
4. Somewhat Disapprove
5. Strongly Disapprove

**(For Version = A)**

Q105aa. More police officers assigned to traffic

**(For Version = B)**

Q105ab. More frequent ticketing

**(For Version = A)**

Q105ac. Double or triple fines for speeding violations

**(For Version = B)**

Q105ad. Taking away driver's licenses more often

**(For Version = A)**

Q105ae. Encouraging passengers to try to get drivers not to speed

**(For Version = A)**

Q105af. Increasing public awareness of the risks of speeding

**(For Version = B)**

Q105ag. Encouraging citizens to report speeding to police

(For Version = B)

Q105ah. Road design changes, like speed bumps and traffic circles, to slow down traffic

(For Version = A)

Q105ai. Insurance costs were increased for speeding

Q107a. During the past year, have you seen or heard any public service announcement about speeding?

Yes.....1

No.....2 **SKIP TO Q108b**

(VOL) Don't know.....3 **SKIP TO Q108b**

Q107b. Do you recall the slogan or anything else about the announcement? **DO NOT READ. MULTIPLE RECORD.**

Speed shatters life.....1

Don't be a dummy.....2

Q107b.1. Other (SPECIFY)\_\_\_\_\_

No, don't recall.....14

Q108b. When you hear/see something about speeding on radio, television or the newspapers, how much effect does it have on your driving?

Does it have a...(READ LIST).

Lot of effect.....1

Some effect.....2

Little effect.....3

No real effect.....4

### **SPEED-RELATED FATAL CRASHES**

Q109d. Do you think that alcohol is a major factor, minor factor, or not a factor in speed-related crashes?

Major factor.....1

Minor factor.....2

Not a factor in speed-related crashes.....3

Q109i. What percent of ALL fatal crashes do you think involve speeding?

[HOW MANY OUT OF EVERY 100] \_\_\_\_\_ % DK=101 REFUSED=102

**CONDITION: IF VERSION = A, ASK Q112-Q114. IF VERSION = B, SKIP TO Q115a.**

Q112. Compared to a year ago, would you say that you generally drive.....

- A lot faster.....1
- Somewhat faster.....2
- About the same.....3 **SKIP TO Q115a**
- Somewhat slower.....4
- Much slower now.....5

Q114. Why do you drive (slower/faster) now? \_\_\_\_\_

Q115a. Compared to a year ago, do you feel that driving is.....

- A lot more dangerous.....1
- Somewhat more dangerous.....2
- About the same.....3 **SKIP TO Q99a**
- Somewhat safer.....4
- A lot safer now.....5

Q115b. Why is that? \_\_\_\_\_

**CRASH EXPERIENCE**

Q99a. Have YOU been in a vehicle crash in the past five years?

- Yes.....1
- No.....2 **SKIP TO Q97a**
- (VOL) Don't know.....3 **SKIP TO Q97a**
- (VOL) Refused.....4 **SKIP TO Q97a**

Q99b. How many times has this happened to you (in the past five years)? \_\_\_\_\_ **DON'T KNOW=98 REFUSED=99**

Q99c. How long ago did that (most recent) crash occur?

- Today.....1
- Within the past week.....2
- Within the past month.....3
- Within the past year.....4
- Over a year ago.....5
- Never.....6 **SKIP TO Q97a**

Q99d. Were you driving or was someone else driving?

- Respondent driving.....1
- Someone else.....2

Q99dd. Was anyone injured in that crash (only count injuries that required attention? [**PROBE FOR RESPONDENT, OTHER PERSON, OR BOTH**])

- Respondent injured..... 1
- Someone else injured..... 2
- Both respondent and other person injured... 3
- No one injured..... 4

Q99e. Was the driver of your vehicle or the other vehicle cited for speeding in that crash?

- Your car..... 1
- Other car..... 2
- Both..... 3
- Neither..... 4

Q99f. Were any other unsafe driving actions a major factor, a minor factor or not a factor in that crash?

- Major factor..... 1
- Minor factor..... 2
- Not a factor in that crash..... 3 **SKIP TO Q97a**

Q99f1. Was the unsafe driving by the driver of your vehicle, driver of the other vehicle, or both?

- Driver of your vehicle..... 1
- Driver of the other vehicle..... 2
- Both..... 3

**CONDITION: IF VERSION = A, ASK Q97a. IF VERSION = B, SKIP TO Q98.**

Q97a. In the past twelve months, have you been STOPPED by the police for any traffic-related reason?

- Yes..... 1
- No..... 2 **SKIP TO Q98**
- (VOL) Don't know..... 3 **SKIP TO Q98**
- (VOL) Refused..... 4 **SKIP TO Q98**

Q97b. How many times have you been stopped by the police in the past twelve months (for a traffic related reason)? \_\_\_\_\_ NUMBER OF TIMES DK=98 REFUSED=99

Q97c. What were you stopped for? **CODE ALL THAT APPLY**

- Drinking and driving..... 1
- Speeding..... 2
- Stop signal..... 3
- Stop sign..... 4
- Q97c.1. Other (SPECIFY) \_\_\_\_\_..15

Q97d. Did you receive a ticket or warning (on any of those occasion)?

Yes, ticket.....1  
Yes, warning.....2  
Yes, both.....3  
Neither.....4

Q97e. Did you change your driving behavior as a result of receiving the ticket?

Yes.....1  
No.....2 **SKIP TO Q98**

Q97f. For about how long a period of time did you change your driving behavior as a result of receiving that ticket? **[DO NOT READ LIST]**

Days.....1 CQ346. \_\_\_\_\_  
Weeks.....2 CQ347. \_\_\_\_\_  
Months.....3 CQ348. \_\_\_\_\_  
Years.....4 CQ349. \_\_\_\_\_

Q98. Within the past 5 years, have you (**READ ITEM**)?

1. NO
2. YES

Q98a. Gotten a ticket for speeding 1 2

Q98b. Gotten a warning for speeding 1 2

Q98c. Gotten a ticket for any other moving violation (such as running a red light or stop sign) 1 2

Q98d. Been convicted of DWI or DUI 1 2

Q98e. Had your car insurance canceled or premiums increased as a result of claims or points 1 2

**CONDITIONAL: IF VERSION = A, SKIP TO D1. IF VERSION = B, ASK Q98i-Q99.**

Q98i. What is the make and model of the vehicle that you drive most often (e.g., Toyota Camry)?

\_\_\_\_\_

Q99. Do you have a radar detector in your vehicle?

Yes.....1  
No.....2



**DEMOGRAPHICS**

Now, a few last questions for statistical purposes...

D1. How old are you?

\_\_\_\_ age

Refused (VOL).....99

D2. Are you currently employed full time, part time, unemployed and looking for work, retired, going to school, homemaker, or something else? **SINGLE RECORD**

- Employed full time.....1
- Employed part time.....2
- Unemployed and looking for work.....3
- Retired.....4
- Going to school.....5
- Homemaker.....6
- Disabled (VOL).....7
- D2.1. Other (SPECIFY):.....8
- Not sure (VOL).....9
- Refused (VOL).....10

D3. What is highest grade or year of regular school you have completed?

**[DO NOT READ]**

- No formal schooling.....1
- First through 7th grade.....2
- 8th grade.....3
- Some high school.....4
- High school graduate.....5
- Some college.....6
- Four-year college graduate....7
- Some graduate school.....8
- Graduate degree.....9
- Refused (VOL).....10

D4. Are you currently married, divorced, separated, widowed, or single?

- Married.....1
- Divorced.....2
- Separated.....3
- Widowed.....4
- Single.....5

D5. Are you of Hispanic origin or descent?

- Hispanic.....1
- Not Hispanic.....2

D6. Which of these categories best describes your racial background?

**[READ LIST]**

- White.....1
- Black or African-American.....2
- Asian or Pacific Islander.....3
- Eskimo, Aleutian or American Indian.....4
- Mixed.....5
- (VOL) Hispanic.....6
- D6.1. (VOL) Other \_\_\_\_\_ 16
- Not sure (VOL).....17
- Refused (VOL).....18

D7. How many persons live in your household who are under 16 years old?

\_\_\_\_\_ persons

- None.....00

D8. Which of the following categories best describes your total household income before taxes in 1996?  
Your best estimate is fine. **[READ LIST]**

- Less than \$5,000.....1
- \$5,000 to \$14,999.....2
- \$15,000 to \$29,999.....3
- \$30,000 to \$49,999.....4
- \$50,000 to \$74,999.....5
- \$75,000 to \$99,999.....6
- \$100,000 or more.....7
- Not sure (VOL).....8
- Refused (VOL).....9

D9. Let me just confirm that the number I reached you at was:

**[READ NUMBER]**

D10. Is this the only telephone number for this household?

- Yes, this is the only number.....1
- No, there is more than one number.....2

Thank you for your assistance. That completes our interview.



DOT HS 811 511  
July 2011



U.S. Department  
of Transportation  
**National Highway  
Traffic Safety  
Administration**

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