Car crashes rank among the leading causes of death in the United States.

2008 Traffic Safety Culture Index

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AAA Foundation for Traffic Safety

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INTRODUCTION

BACKGROUND

The AAA Foundation for Traffic Safety (AAAFTS) has a core mission to identify traffic safety problems, foster research that seeks solutions, and disseminate information and educational materials that improve traffic safety.

Motivated by the fact that over 40,000 people die every year in motor vehicle crashes in the United States, and the perception that American society basically accepts that as a consequence of our mobility and does not demand change, the AAA Foundation has launched a research initiative aimed at fostering a traffic safety culture in the United States. When the AAA Foundation speaks of a traffic safety culture, this refers to a culture in which highway authorities build safe roads, automakers build safe cars, legislators pass pro-safety laws, and motorists drive carefully and obey traffic safety laws; and perhaps most importantly, it entails a network of interdependent relationships in which all members value safety, do their part, and engage in serious public dialogue to seek ways to continually improve traffic safety and demand that all other members do so as well. The traffic safety culture of the United States is created and influenced by many different types of entities, including but not limited to government agencies, policy makers, the media, and individuals, and it is made up of all of the elements of knowledge and awareness, beliefs and attitudes, experiences and expectations, norms, values, and behaviors that influence traffic safety from the individual level all the way up to the national level.

SURVEY OBJECTIVES

The AAA Foundation seeks to monitor the safety culture of the United States through conducting periodic surveys of the American public. This report describes the methodology and top-level results of the first of these surveys. While the term "traffic safety culture" and its operational definition are still the subject of ongoing research, the items used in this survey to assess traffic safety culture were selected for their ability to measure knowledge, attitudes, behaviors, and experiences relevant to traffic safety in a way that is concrete, actionable, and permits tracking over time.

The survey objectives are:

- To produce nationally representative estimates of traffic-safety-related knowledge, attitudes, behaviors, and experiences of the U.S. public and for a number of specific subgroups defined on the basis of characteristics such as age, gender, region of the country, and others.
- To create a baseline measure of the traffic safety culture of the nation.
- To serve as the basis for conducting subsequent surveys to track trends in traffic safety culture over time, at the national level and within some specific sub-populations.

This report provides an overview of the attitudes, opinions, behaviors, and experiences of the American public, and contains insights that will serve as the basis for research, educational outreach—and perhaps most importantly, dialogue—in the months and years to come.

SURVEY METHODS

NuStats worked closely with the AAA Foundation and the Foundation's technical advisors to establish the general framework and methodology for the survey. This section provides an overview of the study methodology, including sample design, questionnaire design, data collection, and data weighting.

SAMPLE DESIGN

Population of Inference

The population of inference includes all English and Spanish-speaking adults ages 18 and older in the United States accessible via landline or cellular telephone.

Sampling Frame

A dual sampling frame approach that combines the strengths of two sampling frames—a Random Digit Dial (RDD) frame and a Cell-Phone frame—was used. The RDD frame included both listed and unlisted telephone numbers from working blocks[1] of numbers in the United States. Technically, RDD provides near 100% coverage of adults who live in households with landlines. Although RDD cannot provide any coverage of the increasing number of people who live in households without landlines, a large proportion of these individuals do have cell phones. Blumberg and Luke (2007) estimate that 12.6% of U.S. adults—or 28 million adults—live in households with only cell phones, based on National Health Interview Survey data collected from January through June of 2007.[2] The cell-phone frame covers cell-only individuals, as well as individuals who are accessible via both landline and cell phone. Based on data from the 2007 National Health Interview Survey, Blumberg and Luke (2007) indicate that individuals with only cell phones are more likely to be younger adults, Hispanics, and low-income groups; thus inclusion of a cell phone frame in addition to an RDD frame provides more comprehensive coverage of the study area. Notwithstanding the advantages of using the dual frame, individuals in households with no telephones cannot be captured.[3]

The sample was procured from two primary sample providers: Marketing Systems Group (MSG) in Fort Washington, PA and Survey Sampling International (SSI) in Fairfield, CT. The RDD sample was randomly generated by MSG by deriving unique blocks based on area code, exchange, and the 4th and 5th digits of known telephone number, (e.g. 512-927-12). The last two digits were randomly generated and each number was purged against known business listings and pre-dialed to purge non-working numbers. The cell-phone sample was randomly generated by SSI from thousand series blocks that are dedicated to cellular service.

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[1] Blocks of numbers are defined as groups of 100 consecutive telephone numbers whose area code, exchange and stem (i.e., the last four digits) are identical except for the last (rightmost) two digits (which range in value from 00 to 99). Working blocks denote all blocks for which at least one telephone number in the block is a listed residential telephone number.

[2] Blumberg S. J. and J. V. Luke. Wireless substitution: Early release of estimates from the National Health Interview Survey, January – June 2007. National Center for Health Statistics. Available from: http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless200712.pdf. December 10, 2007.

[3] Blumberg and Luke (2007) estimated that 1.6 percent of U.S. adults live in households with no telephone service.

QUESTIONNAIRE DESIGN

Between July and October 2007, NuStats and the AAAFTS staff went through several draft versions of the questionnaire before completing a final survey instrument. First, based on input and suggested questions from AAAFTS, NuStats created a draft questionnaire that was reviewed by a team of substantive experts under contract to AAAFTS. After incorporating their comments and suggestions, another draft version of the questionnaire was created for cognitive testing.

The next questionnaire development phase included two separate rounds of cognitive testing. The first cognitive tests were conducted in person in Austin, Texas from August 28 to September 1, 2007. These interviews were designed to test the questionnaire for comprehension of the questions, retrieval information and recallability, the decision processes used to answer questions, and ease and understandability of the scales. The cognitive interviews used verbal probing including scripted probes to gauge comprehension of specific terms/phrases or questions, probes to repeat the scale or paraphrase a question or response, and probes to test recall processing. Both scripted probes, noted on the cognitive interview guide, and spontaneous probes to investigate a respondent cue (verbal or non-verbal) were used during the interview. Questions were revised, edited, and some were deleted as a result of the in-person cognitive test.

The second round of cognitive interviews was conducted September 26 to September 28, 2007. This round of cognitive interviewing differed from the first in that the questionnaire was programmed into the CATI (Computer Aided Telephone Interviewing) system, and the survey was conducted over the telephone and administered by a "typical" telephone interviewer. A cognitive interviewer was also on the telephone to monitor and record the participants' responses, and to ask additional cognitive questions. Results of the second round of testing yielded clarification of questions, new interviewer instructions, changes to question order, and corrections to the CATI programming.

Following the second round of cognitive testing a finalized instrument was created for the survey. The final English version of the questionnaire is presented in the Appendix.

All of the interviews in the first round of cognitive testing were conducted in English. During the second round of cognitive interviews approximately two thirds of the interviews were conducted in English and one third in Spanish.

The questionnaire contains several sections where the respondent is asked to rate items such as current issues, traffic safety issues, driver behaviors, driving related situations, countermeasures and so forth, on five-point scales. To accomplish the objectives of including a large number of items but also reducing respondent burden, a split sample design was employed. The software program (VOXCO) assigned each case randomly to either Group 1 or Group 2 before the start of the survey questions. The items in the questions were arranged into Group 1 and Group 2 so that the respondent received questions from the assigned group throughout the survey. Of the completed surveys, 1,233 (49%) were assigned to Group 1 and 1,276 (51%) were assigned to Group 2.

DATA COLLECTION

Data collection utilized the VOXCO CATI software program and began on October 25, 2007 and ended on January 10, 2008. A total of 2,509 completed cases were collected. Of these, 2,233 interviews were conducted in English and 276 interviews were conducted in Spanish.

Calls were made to all fifty states including Alaska and Hawaii. Call attempts took place each day of the week (Monday through Sunday). The majority of calls on weekdays were made in the evening (from 4:00 pm to 9:00 pm at the latest). On Saturdays the calling window was from 11:00 am to 7:00 pm, and on Sundays from noon to 7:00 pm. If a respondent requested or suggested a call back at a time outside of

this range, an attempt was made to accommodate the request within the hours of 8am to 10pm (Central time zone).

When calling numbers provided in the cell-phone sample, a very brief screener was used to confirm that potential respondents had been reached on their cell phones. The screener first offered compensation to cover the cost of the call ($5), and then asked a few questions:

1. Are you in a place where it is safe to talk?
2. How many working cell phones do you and the people living in the same home with you have?
3. At the place where you live, is there a regular telephone used for incoming calls?
4. How many telephone lines, with separate telephone numbers, do you have where you live?
5. Is the telephone line (you answer the most) listed or unlisted?
6. About what percentage of all the calls you receive come to your regular telephone line?

After these questions, the interview was continued, provided that the respondent indicated that he or she could do so safely, or an appointment was made to conduct the interview at another time.

For telephone numbers resulting in a non-final disposition such as no answer, busy, or answering machine, a maximum of eight call attempts were typically made.

If a non-Spanish speaking interviewer encountered a Spanish-only household, a callback was set for a Spanish-speaking interviewer to call the household. Approximately half of the interviewers on the project were bi-lingual (English and Spanish). Bi-lingual interviewers worked every shift so that all Spanish callbacks were covered.

Some people are reluctant to participate in surveys and may give a variety of reasons. For example, when contacted by an interviewer, potential respondents may tell the interviewer that they are too busy, not interested, are suspicious of the call, or think the call is taking too long. When this occurred, these were coded as first refusals or soft refusals and were recontacted after several days to a week had passed, since many people are willing to participate in a survey if they are called again at a time more convenient for them. Attempts to contact a potential respondent were discontinued if the potential respondent gave two soft refusals. More strongly-worded refusals—for example, refusals in which the respondent asked to be taken off the list, yelled, made threats, or used profanity—were coded as hard refusals and were not recontacted.

In the RDD sample, many households contained more than one potential respondent. Obtaining an unbiased sample from the RDD frame requires the random selection of the individual respondent from among all potential respondents within the sampled household (as opposed to always interviewing the individual who initially answers the phone). This was accomplished using the most recent birthday method, in which the interviewer requests to speak to the household member aged 18 or older who had the most recent birthday. If the selected respondent was not reachable after three call attempts, a substitute respondent was selected from among household members 18 years of age or older who were available at the time of the call, or an appointment was set for a household member who was willing to participate at a later time.

Table 1 shows final call dispositions for both the RDD sample frame and the cell-phone sample frame.

TABLE 1: FINAL CALL DISPOSITIONS

Call Dispositions		RDD Frame	Cell-phone Frame	Total
Eligible	Complete	1790	719	2509
	Partial complete	13	13	26
	Hard refusal	804	1141	1945
	Refused – partial complete	113	59	172
	Spanish partial complete	2	3	5
Ineligible	Language barrier (Deaf)	10	5	15
	Language barrier (Other)	116	56	172
	Disconnect	4248	4204	8452
	Business/government	1372	301	1673
	Modem/fax	1107	47	1154
	Disqualified due to age (under 18)	1	77	78
	Not qualified	44	51	95
	Over quota	11	7	18
Unknown Eligibility Status	Answering machine	1638	2577	4215
	Busy	117	41	158
	Call back respondent	1	10	11
	Call back household	20	37	57
	No answer	2385	1165	3550
	Caller ID	463	51	514
	1st refusal	1216	834	2050
	Hang up	1853	1307	3160
	Spanish - call back respondent	3	3	6
Total		17,327	12,708	30,035

The overall response rate of the sample was 29% (see Table 2), calculated using Council of American Survey Research Organizations (CASRO) definition of response rate[4], which is defined as the number of completed interviews divided by total number of eligible sampling units, including a proportion of sampling units with unknown eligibility that are assumed to be eligible. Table 2 shows a response rate of 37% for the RDD frame and 20% for the cell-phone frame. Although cell phone users were offered a $5 incentive to pay for the cost of the call, the refusal rate was higher in the cell-phone frame than the RDD frame which was offered no incentive.

TABLE 2: RESPONSE RATE

Response Rate	RDD Frame	Cell Frame	Total
Response Rate	37%	20%	29%
Eligibility Rate	66%	37%	54%
Refusal Rate	34%	62%	46%

[4] It is important to note that in multiple-adult households in the RDD frame, another adult was sometimes substituted for the adult selected randomly from within the household via the most-recent-birthday method, when the adult originally selected was not reachable after three call attempts. In discussion of response rates, CASRO cites the Committee on National Statistics' recommendations against using interviews with substitutions for non-respondents, therefore, strictly speaking, the response rate reported here is not a CASRO response rate, because it is over-estimated in multiple-adult households in the RDD frame. For more discussion of CASRO response rates, *see* CASRO's On the Definition of Response Rates, available from: http://www.casro.org/resprates.cfm.

WEIGHTING

This section describes the weighting used in the survey. Weighting of the survey data is needed to develop estimates of population parameters and more generally to draw inferences about the population from which the sample was drawn. Without the use of analytic weights, population estimates are subject to biases of unknown and possibly large magnitude. Two analytic weights were developed in this study: Household weight and Adult weight. The components of the analytic weights are as follows:

- Sampling weights: to adjust for probabilities of selection of a phone number from the sampling frame,
- Adjustment for unknown eligibility and nonresponse: to compensate for differing patterns of eligibility and response,
- Dual frame sampling weight: to adjust for bias associated with combining the RDD and cell phone sampling frame, and
- Post stratification adjustments: to align the weighted sample to known population distribution.

These weights adjust the relative importance of responses to reflect that different respondents have different probabilities of being selected into the sample, reduce bias in survey estimates from differing patterns of eligibility and response, adjust for bias associated with combining two sampling frames, and align the sample distributions to the (known) population distributions thereby improving coverage and precision. This section discusses the components of the Household weight and Adult weight in detail.

Sampling Weight

The sampling weight reflects the probability of selection of a telephone number from the sampling frame. Considering the dual sampling framework employed in this study, separate sampling weights were calculated for the RDD and the cell phone sampling frame[5]. Specifically, the sampling weight for a telephone number j in the RDD sampling frame, selected from a stratum i, denoted as $W_{ij,RDD}$, is simply the reciprocal of the selection probability of the telephone number for the corresponding sampling stratum:

$$W_{ij,RDD} = \frac{1}{\text{Prob}_{ij,RDD}}$$

where stratum i is defined by cross-classifying Hispanic density (low, medium, or high) with the area type of the telephone exchange (urban or rural). Disproportionate sampling was used to increase the probability of obtaining adequate cases to perform subgroup analyses of Hispanics and rural residents.

For the cell phone sampling frame, the sampling weight for a telephone number j, denoted as $W_{j,Cell}$, is the reciprocal of the selection probability of the telephone number from the sampling frame.

$$W_{j,Cell} = \frac{1}{\text{Prob}_{j,Cell}}$$

[5] It is important to note that the phone numbers were disproportionately drawn from the RDD sampling frame based on pre-defined strata. The pre-defined strata were determined by cross-classifying area type of telephone exchange (Urban: including urban and suburban exchanges, and Rural) with Hispanic density (Low: 0 to 4%, Medium: 5 to 15%, and High: Greater than 15%). Contrary to the RDD sampling frame, the phone numbers were randomly drawn from the cell-phone frame due to lack of information on the corresponding stratum.

Table 3 presents the population and sample distribution of telephone numbers by strata; and the sampling weights for the RDD sampling frame. A comparison of the percentage of phone numbers in the population and sample reflects the over-sampling of telephone numbers in rural exchange areas and areas with high Hispanic density, i.e., areas with 16% or more Hispanics. The sampling weights adjust for the bias associated with high probability of selection of phone numbers in rural areas and areas with high Hispanic density, and low probability of selection of phone numbers in urban areas.

TABLE 3: SAMPLING WEIGHTS BY STRATA FOR RDD SAMPLING FRAME

Stratum		Telephone numbers in Population[6]		Telephone numbers in sample		Sampling Weight
		Frequency	Percent	Frequency	Percent	
Urban Area	Low Hispanic density (0 – 4%)	53,842,477	49.3%	5,096	29.4%	10565.6
	Medium Hispanic density (5 – 15%)	22,501,624	20.6%	3,552	20.5%	6334.9
	High Hispanic density (16% and over)	14,349,431	13.1%	4,704	27.1%	3050.5
Rural Area	Low Hispanic density (0 – 4%)	15,848,000	14.5%	3,210	18.5%	4937.1
	Medium Hispanic density (5 – 15%)	1,939,785	1.8%	428	2.5%	4532.2
	High Hispanic density (16% and over)	689,689	0.6%	339	2.0%	2034.5
Total		109,171,005	100.0%	17,329	100.0%	

A sampling weight of 17,200.4 was applied to the cell phone sampling frame. This represents the reciprocal of selection probability of 12,708 numbers in the cell phone sample from a pool of 218,583,156[7] numbers in the cell-phone sampling frame.

Adjustment for Unknown Eligibility and Non-Response

Weight adjustments are necessary to minimize the potential bias due to unknown eligibility of telephone numbers and nonresponse. In order to apply the adjustments due to unknown eligibility and non-response, the sample was first divided into four categories based on the call dispositions:

1. Eligible respondents: All telephone numbers known to be eligible households (i.e., having at least one person at least 18 years old) that participated in the survey,
2. Eligible non-respondents: All telephone numbers known to be eligible households that did not participate in the survey,
3. Ineligible: All ineligible telephone numbers (such as disconnected numbers, numbers belonging to government agencies, modem/fax numbers, etc.), and

[6] The population refers to the total working residential numbers in the United States, estimated from the total listed numbers in the RDD sampling frame (from which the sample was drawn by SSI). The RDD sampling frame consisted of 68,725,998 listed phone numbers in the United States, with 54,960,280 phone numbers in urban and suburban exchanges and 13,765,718 numbers in rural exchanges. The total working residential numbers were generated by assuming that the listed phone numbers from urban and suburban exchanges comprise 60.6% of the total working residential phone numbers while listed phone numbers from rural exchanges comprise 74.5% of the total working residential phone numbers. This percentage of listed versus unlisted numbers in urban and rural areas were obtained from 2000 Census data.

[7] The population of cell phone numbers was calculated by projecting the historic data on growth in the number of U.S. cell phone subscribers from 1985 to 2004. The historical data indicates that the number of cell phone subscribers has increased from 340,000 in 1985 to 180 million in 2004 (Most, 2003; Charny, 2005).

4. Phone numbers with unknown eligibility: All telephone numbers with undetermined eligibility status (such as those that ring until going to answering machines, or ring with no answer on repeated calls, etc.).

Next, adjustments for unknown eligibility and nonresponse were calculated in two stages. In the first stage, the weighted telephone numbers with unknown eligibility status was distributed proportionately over the weighted telephone numbers with known eligibility status (including eligible respondents, eligible non-respondents and ineligible numbers). Thus, for each cell *h*, the adjustment for unknown eligibility, denoted as $NR1_h$ was calculated as ratio of the total sum of weighted cases (representing both eligible and ineligible cases) to the weighted sum of cases with known eligibility.

$$NR1_h = \frac{\sum_{ER} W_{jh} + \sum_{ENR} W_{jh} + \sum_{IE} W_{jh} + \sum_{UK} W_{jh}}{\sum_{ER} W_{jh} + \sum_{ENR} W_{jh} + \sum_{IE} W_{jh}}$$

Where,

h	Adjustment cell (*i.e.* Sampling frame in this case)
W_j	Sampling Weight for telephone number *j*
ER	Eligible Respondent
ENR	Eligible Non-Respondent
IE	Ineligible Telephone number
UK	Phone Number with Unknown Eligibility

Table 4 presents the adjustments for unknown eligibility by sampling frame. The table shows that when the adjustments are applied, the weights of the telephone numbers with unknown eligibility status are distributed proportionally to the other three categories. This adjusts for the bias associated with failure to account for the cases with unknown eligibility status.

TABLE 4: ADJUSTMENTS FOR UNKNOWN ELIGIBILITY

Sampling Frame	Eligibility Status	Weighted Sample[8]	Adjustment for Unknown Eligibility	Adjusted Sample
RDD	Eligible Respondents	11,049,888	1.815792	20,064,301
	Eligible Non-respondents	5,940,407	1.815792	10,786,545
	Ineligible	43,132,775	1.815792	78,320,160
	Unknown Eligibility Status	49,047,936	0	-
	Total	109,171,006		109,171,006
Cell phone	Eligible Respondents	12,367,114	1.900972	23,509,541
	Eligible Non-respondents	20,984,534	1.900972	39,891,018
	Ineligible	81,633,275	1.900972	155,182,596
	Unknown Eligibility Status	103,598,233	0	-
	Total	218,583,156		218,583,156

In the second stage, we adjusted for the bias associated with non-response by applying an adjustment factor, denoted as $NR2_h$ that is the ratio of sampled eligible cases (including responding and non-responding cases) to those that completed the survey, as shown in the formula below:

[8] The sample cases were weighted by the sampling weight.

$$NR2_h = \frac{\sum_{ER}(W_{jh} * NR1_h) + \sum_{ENR}(W_{jh} * NR1_h)}{\sum_{ER}(W_{jh} * NR1_h)}$$

Where,

h	Adjustment cell (*i.e*. Sampling frame in this case)
W_j	Sampling Weight for telephone number *j*
$NR1_h$	Adjustment for unknown eligibility for adjustment cell, *h*
ER	Eligible Respondent
ENR	Eligible Non-Respondent

Table 5 presents the adjustments for non-response by sampling frame. The application of the adjustment factor increases the number of eligible respondents to 30,850,846 and 63,400,546 in the RDD and cell phone frame respectively.

TABLE 5: ADJUSTMENTS FOR NONRESPONSE

Sampling Frame	Eligibility Status	Weighted Sample[9]	Adjustment for Non-Response	Adjusted Sample
RDD	Eligible Respondents	20,064,301	1.537599	30,850,846
	Eligible Non-respondents	10,786,545	0	-
	Ineligible	78,320,160	1.00000	78,320,160
	Unknown Eligibility Status	-	-	-
	Total	109,171,006		109,171,006
Cell phone	Eligible Respondents	23,509,541	2.696801	63,400,546
	Eligible Non-respondents	39,891,018	0	-
	Ineligible	155,182,596	1.000000	155,182,596
	Unknown Eligibility Status	-	-	-
	Total	218,583,156		218,583,156

Adjustment for Multiple Phone Numbers

The adjustment for multiple phone numbers adjusts for the higher probability of selection of households with more than one phone number. This adjustment factor is the reciprocal of the number of phones that respondents reported having in the household. Separate adjustments were made for the RDD and cell phone sampling frame.

Table 6 presents the unweighted distribution of number of landlines and cell phones owned by the households in the RDD frame and the cell phone frame respectively. Typically, a weighting factor of 1 is assigned to households reporting only one telephone number in the household, and an adjustment factor of ½ is assigned to households with more than one telephone number. However, considering the high percentage of households that own three or more phone numbers in both frames, adjustment factors were assigned depending upon the number of phone numbers owned by the household. In the RDD frame, only a very small proportion of households reported having more than three landline telephones, so households with three or more landline telephones all received an adjustment factor of 0.33.

[9] The sample cases were weighted by the sampling weight and adjustment for unknown eligibility.

TABLE 6: ADJUSTMENTS FOR MULTIPLE PHONE NUMBERS

Number of Phones	RDD frame			Cell Phone frame		
	Number of Landlines	Percent	Adjustment Factor	Number of Cell phones	Percent	Adjustment Factor
One	1538	86%	1.00	314	44%	1.00
Two	171	10%	0.50	207	29%	0.50
Three	47	3%	0.33	99	14%	0.33
Four	15	1%	0.33	65	9%	0.25
Five or more	19	1%	0.33	34	5%	0.20
Total	1790	100%		719	100%	

The application of the adjustment factor decreases the number of households in RDD sampling frame and Cell phone sampling frame to 28,519,758 and 41,756,772 respectively.

Dual Sampling Weight

The Dual Sampling Frame weight is calculated to adjust for the dual user households that own both working landlines and cell-phones and hence have a higher probability of being selected in both the RDD and cell phone sample. Following the weighting approach used by Brick *et al.* (2006),[10] the total number of households, *Y*, can be estimated as follows:

$$Y = Y_{LLO} + Y_{CLO} + [\lambda * Y_{Dual,LL}] + [(1-\lambda) * Y_{Dual,CL}]$$

Where,

Y_{LLO} is the households with landline only

Y_{CLO} is household with cell only

$Y_{Dual,LL}$ is dual user households[11] in the RDD frame

$Y_{Dual,CL}$ is dual user households in the cell-phone frame

λ is an optimal value for the percentage of dual user households interviewed in each sampling frame, also called a composite weight.

Based on the aforementioned equation, the Dual Sampling frame weight, D_j can be defined as follows:

$$D_j = \lambda * I \qquad \text{for RDD sample}$$

$$D_j = (1-\lambda) * I \qquad \text{for cell-phone sample}$$

Where, I is a dummy variable that takes a value of 1 if the household is a dual user household. In this analysis, a simple composite dual sampling weight of 0.5 was used. This weight adjusts for the high

[10] Brick, J. M., S. Dipko, S. Presser, C. Tucker, and Y. Yuan. 2006. Nonresponse bias in dual frame sample of cell and landline numbers. *Public Opinion Quarterly*. 70(5): pp. 780–793.

[11] A dual user household is defined as a household with a working landline in which at least one of the members owns a working cell phone.

probability of selection associated with households that own both landlines and cell phones as compared to landline only or cell phone only households.

Post-Stratification Weights

Post-stratified weighting improves the reliability of the survey estimates. Hence, post-stratification adjustments were used to align the weighted sample to the 2006 National Health Interview Survey (NHIS)[12] data using post-stratification variables. In particular, the aforementioned dual sampling composite weights were adjusted so that the sums of the adjusted weights are equal to known population totals from NHIS for certain subgroups of the population. We defined the post-strata to be the cross classification of the following variables:

- Telephone ownership status of households (Cell only, Landline only, Cell and Landline)
- Household Size
- Number of adults in the household

Final Household Weight

The final analytic weight for a household is simply the product of sampling weight, adjustment for unknown eligibility, adjustment for non-response, and adjustment for multiple phone numbers, dual sampling frame weight, and post-stratification weight.

Adult Weight

The initial weight for an adult interview is the product of the final household weight (Refer Section 1.1 for details) and the probability of selection of an adult within the household. In the RDD sampling frame, the probability of selection of an adult is the reciprocal of the number of eligible adults in the household. For the cell phone sampling frame, this adjustment factor is unity because it is more likely that the person who answered on the cell phone is the sole user of the cell phone and is the only eligible adult to participate in the survey.

Following the calculation of the initial weight, the weighted data was post-stratified to align it to the adult population from 2006 National Health Interview Survey (NHIS) data using post-stratification variables. We defined the post-strata to be the cross classification of the following variables:

- Age[13]
- Gender
- Marital Status

[12] The National Health Interview Survey collected information on health status and health related behaviors from 33,468 households. The survey includes detailed information about the household telephone status (i.e. whether a household has landlines and/or cell phones) as well as demographic characteristics of the respondents. It is important to note that the sample weights used in this survey were calibrated to 2000 census-based totals for sex, age, and race/ethnicity of the U.S. civilian non-institutionalized population.

[13] About 4.3 percent of the age variables had missing values. These values were imputed based on gender, marital status, Hispanic origin, ethnicity, and level of education of the respondents.

- Race/Ethnicity[14]

Thus, the final adult weight is the product of three weights: (1) Household weight, (2) Probability of selection of an adult within the household, and (3) Post-stratification weight.

EXPANSION

The sample can be expanded to the population where the population of inference includes 220,266,693 adults residing in the United States. The expansion process simply takes the weighted total (2,509 adults) and multiplies each adult by a factor that, when applied, will produce the population universe of 220,266,693 adults. Thus, to generate the expansion weight, the final adult weight should be multiplied by en expansion factor equal to the number of people in population of inference divided by the number of people surveyed. In this survey, the expansion factor is 87,790.6309.

ANALYSIS

The majority of data were analyzed using SPSS. Results are based on various statistical testing procedures such as comparing mean scores. The results of this study are accurate within a margin of error that varies by the level of analysis. The margin of error of statistics reported on the whole sample (N = 2,509) is +/- 1.96 percent at the 95 percent confidence level. For statistics based on only a subset of the whole sample, the margin of error is greater. For example, statistics based on a subgroup comprising a weighted total of 1,000 responses have a margin of error of approximately +/- 3.10 percent at the 95 percent confidence level.

Note that the margin of error reflects only the level of confidence that the responses of a random sample of respondents are statistically representative of the responses that would have been obtained if the entire population were to have been interviewed over the same time period, by the same interviewers, using the same questionnaire. It does not reflect errors related to systematic non-coverage of certain segments of the population (e.g., people not reachable via residential landline telephone nor cellular telephone, and people who cannot be interviewed in either English or Spanish), non-response (due to people included in the sample not being able to be contacted or refusing to participate), interviewer errors, or differences in understanding of survey questions or response options.

The tables and figures in this report reflect weighted data.

[14] This is classified into five categories: Hispanics, Non-Hispanic Whites, Non-Hispanic African-Americans, Non-Hispanic Asians, and Non-Hispanic all other race groups. In order to develop these categories, the missing values in the variable indicating the Hispanic origin (1% missing) were imputed based on ethnicity variable, and the missing values in ethnicity of the respondent were recoded to the 'other' category.

KEY FINDINGS

The following analyses are based on weighted data and present the data in aggregate format as an overview of the key findings. The findings are organized into five sections:

Section I: Current Issues

Section II: Attitudes and Behaviors

Section III: Support for Countermeasures

Section IV: Personal Experience

Section V: Demographics

SECTION I: CURRENT ISSUES

This section gauges respondents' perceptions of road safety issues in relation to other current national issues.

Note that questions in this section were asked of all respondents (or in some cases a random half-sample thereof, as described previously) irrespective of whether or not they were drivers.

First, respondents were asked to rank their level of concern—based on a five-point scale (1=Not at all concerned, 5=Extremely concerned)—for each issue.

Overall, respondents' level of concern for these issues is relatively high. They expressed the highest levels of concern—with means greater than 4.0—for the price of gas at the pumps, the state of the health care system, and crime, respectively. Closely trailing these issues were the economy and road safety with mean scores of 4.0 and 3.8, respectively. Concern about airline safety, the threat of a terrorist attack, and traffic congestion ranked the lowest with means of 3.5 or lower.

TABLE 7: CONCERN ABOUT CURRENT NATIONAL ISSUES[15]

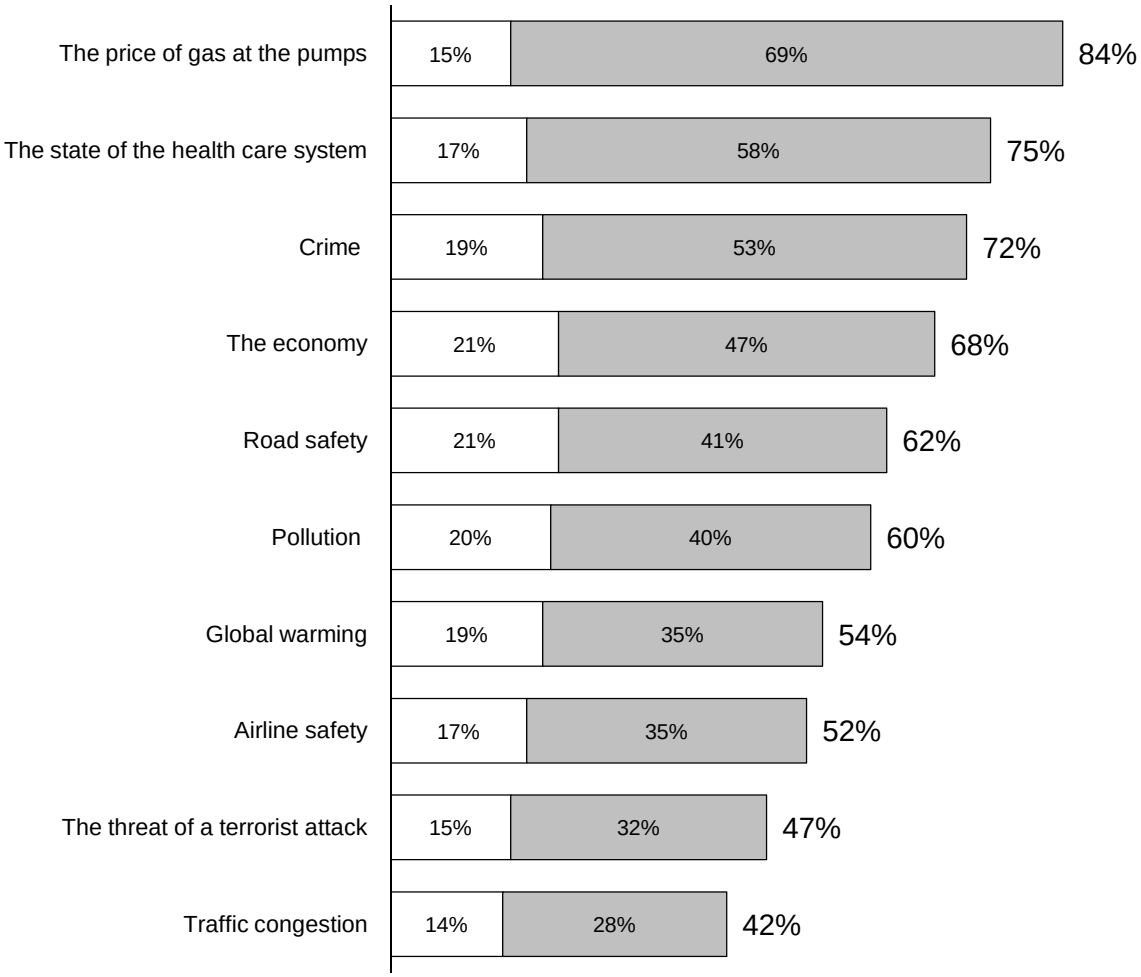
	1	2	3	4	5	Mean	Valid Responses	DK/RF	Total
Price of gas at the pumps	4%	3%	9%	15%	69%	4.4	2,485	24	2,509
State of the health care system	6%	6%	13%	17%	58%	4.2	1,198	36	1,234
Crime	5%	9%	14%	19%	53%	4.1	1,220	13	1,233
The Economy	8%	4%	20%	21%	47%	4.0	1,244	31	1,275
Road Safety	7%	9%	22%	21%	41%	3.8	2,487	22	2,509
Pollution	11%	9%	20%	20%	40%	3.7	1,253	23	1,276
Global Warming	11%	10%	25%	19%	35%	3.6	1,184	49	1,233
Airline Safety	13%	14%	21%	17%	35%	3.5	1,160	72	1,232
The threat of a terrorist attack	16%	16%	21%	15%	32%	3.3	1,246	30	1,276
Traffic Congestion	15%	16%	27%	14%	28%	3.2	1,235	41	1,276

Values based on a five-point scale (1=Not at all concerned, 5=Extremely concerned)

[15] The source of this question was the Traffic Injury Research Foundation's *Road Safety Monitor*. It was used with slight modification in this survey with the permission of the Traffic Injury Research Foundation (Ottawa, Ontario, Canada). For more information about the Traffic Injury Research Foundation and the *Road Safety Monitor* please see www.trafficinjuryresearch.com.

Figure 1 shows a graphic depiction of Table 7. The percentage of respondents who expressed higher levels of concerns by answering either a 4 (white) or 5 (gray), representing levels of concern, for the same questions for which responses are shown in Table 7. Figure 1 shows that respondents report the highest level of concern for the price of gas at the pumps.

FIGURE 1: PERCENT CONCERNED ABOUT CURRENT NATIONAL ISSUES



Values based on a five-point scale (1=Not at all concerned, 5=Extremely concerned). White = 4, Gray = 5.

Table 8 shows the respondents' level of confidence—reported using a five-point scale (1=Not at all confident, 5=Extremely confident)—in the government's ability to affect each current issue. The data suggest that respondents expressed the highest confidence in the government's ability to improve road safety, reduce the threat of a terrorist attack and to fight crime. Confidence in fighting global warming, reducing pollution and improving health care was the lowest.

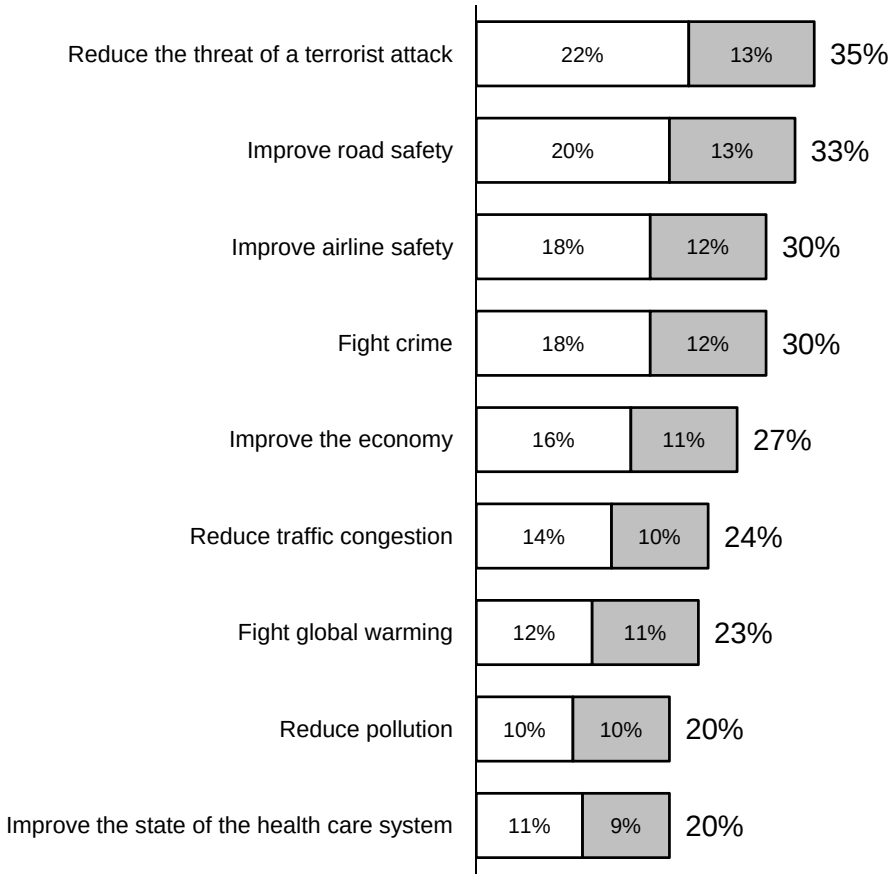
TABLE 8: CONFIDENCE IN THE GOVERNMENT'S ABILITY TO HELP

	1	2	3	4	5	Mean	Valid Responses	DK/RF	Total
Improve road safety	14%	17%	36%	20%	13%	3.0	2,431	78	2,509
Reduce the threat of a terrorist attack	18%	16%	31%	22%	13%	3.0	597	31	628
Fight crime	15%	18%	37%	18%	12%	3.0	553	21	574
Airline safety	19%	15%	36%	18%	12%	2.9	578	30	608
Improve the economy	17%	25%	31%	16%	11%	2.8	579	30	609
Reduce traffic congestion	22%	24%	30%	14%	10%	2.7	638	24	662
Fight global warming	25%	22%	30%	12%	11%	2.6	620	32	652
Reduce pollution	25%	21%	34%	10%	10%	2.6	619	33	652
Improve the state of the health care system	23%	26%	31%	11%	9%	2.6	611	23	634

Values based on a five-point scale (1=Not at all confident, 5=Extremely confident)

Figure 2 shows the percentage of respondents who answered either a 4 (white) or 5 (gray), both interpreted as representing levels of confidence, for the same question as Table 8. Figure 2 shows that respondents have the most confidence in government's ability to reduce the threat of a terrorist attack, improve road safety, improve airline safety, and fight crime. The data suggest respondents tended to report levels of confidence on the lower end of the scale, with only one in three respondents expressing high levels of confidence (i.e., answering 4 or 5) for government's ability to reduce the threat of a terrorist attack and improve road safety, and even fewer respondents indicating high levels of confidence in government's ability to improve the situation in the other issue areas queried.

FIGURE 2: PERCENT CONFIDENT IN GOVERNMENT'S ABILITY TO HELP



Values based on a five-point scale (1=Not at all confident, 5=Extremely confident). White = 4, Gray = 5.

SECTION II: ATTITUDES AND BEHAVIORS

This section gauges respondents' attitudes about specific traffic safety issues, including but not limited to driving behaviors, and also assesses their self-reported behaviors in a number of areas.

Note that questions regarding attitudes were asked of all respondents (or a random half-sample thereof, as described previously) irrespective of whether or not the respondents were drivers; however, questions about respondents' own self-reported behaviors were asked only of respondents who indicated that they were active drivers.

Respondents were asked an open-ended question, "Thinking about serious motor vehicle accidents where someone involved has to go to the hospital, what do you think would be the single most effective thing that could be done to prevent serious motor vehicle accidents?" Their responses were recorded verbatim and post-coded or grouped into categories subsequently. Overall, responses suggest that respondents believe that improving driver awareness (19%), reducing cell phone use (10%), reducing speeds or speeding (9%), and reducing drinking and driving (9%) are the most effective ways of preventing serious motor vehicle accidents. Other than driver awareness, there are no answer options that differentiate themselves from the rest, suggesting that there is a large amount of diversity of ideas within the population regarding the best ways to prevent serious crashes.

TABLE 9: SINGLE MOST EFFECTIVE WAY TO PREVENT SERIOUS MOTOR VEHICLE ACCIDENTS

Preventive Measure		N	Percent
Valid	Driver awareness/ distractions	398	19%
	Cell phone use - reduce/ avoid	214	10%
	Drive slower/ follow speed limits/ stop speeding	187	9%
	Stop/ reduce drinking and driving	180	9%
	Lower speed limits	131	6%
	Use seat belts	104	5%
	Roads - better/more/fix/maintain/etc	103	5%
	Driver education or safety classes	90	4%
	More police	90	4%
	Restrict cell phone use by law	63	3%
	More enforcement of laws	59	3%
	Harder to obtain license	58	3%
	Better/more education/training	47	2%
	Vehicle - improve safety	41	2%
	Aggressive driving – reduce	36	2%
	Restrict younger drivers/ Raise age for license	34	2%
	Congestion	31	2%
	Restrict older drivers	20	1%
	Stricter laws	18	1%
	Increase fines/ Harsher penalties	15	1%
	Public transportation - improve/increase	13	1%
	Lighting - better/more	10	1%
	Defensive driving classes	9	0%
	Better DUI enforcement	4	0%
	Other	108	5%
	Total	2,064	100%
Missing	DK/RF	445	
Total		2,509	

Table 10 shows respondents' ratings of how serious of a problem each of a variety of traffic safety issues is. Drinking drivers, drivers using cell phones, and distracted drivers received the highest ratings of seriousness, while people not wearing seatbelts, young drivers and elderly divers were rated as the least serious problems.

TABLE 10: PERCEIVED SERIOUSNESS OF TRAFFIC SAFETY PROBLEMS[16]

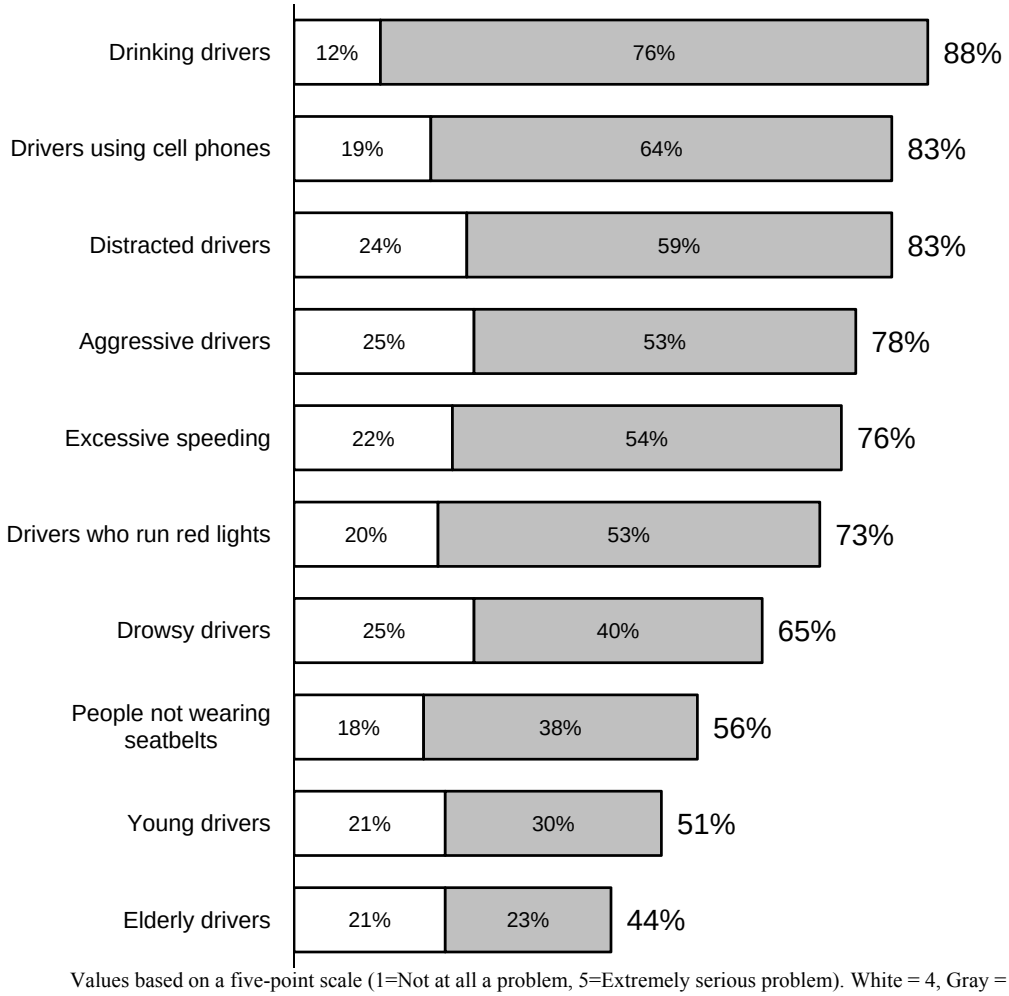
	1	2	3	4	5	Mean	Valid Responses	DK/RF	Total
Drinking drivers	1%	2%	9%	12%	76%	4.6	1,214	19	1,233
Drivers using cell phones	1%	3%	13%	19%	64%	4.4	1,230	3	1,233
Distracted drivers	1%	4%	12%	24%	59%	4.4	1,221	12	1,233
Excessive speeding	2%	4%	18%	22%	54%	4.2	1,226	7	1,233
Aggressive drivers	4%	5%	13%	25%	53%	4.2	1,258	18	1,276
Drivers who run red lights	4%	8%	15%	20%	53%	4.1	1,262	14	1,276
Drowsy drivers	5%	8%	22%	25%	40%	3.9	1,222	54	1,276
People not wearing seatbelts	10%	12%	22%	18%	38%	3.6	1,244	31	1,275
Young drivers	6%	13%	30%	21%	30%	3.6	1,259	17	1,276
Elderly drivers	7%	15%	34%	21%	23%	3.4	1,202	31	1,233

Values based on a five-point scale (1=Not at all a problem, 5=Extremely serious problem)

[16] The source of this question was the Traffic Injury Research Foundation's *Road Safety Monitor*. It was used with slight modification in this survey with the permission of the Traffic Injury Research Foundation (Ottawa, Ontario, Canada). For more information about the Traffic Injury Research Foundation and the *Road Safety Monitor* please see www.trafficinjuryresearch.com.

The insights that can be drawn between Figure 3 remain consistent with Table 10. Figure 3 reiterates that respondents view drinking drivers, drivers using cell phones, and distracted drivers as the most serious traffic safety problems.

FIGURE 3: PERCENT RATING EACH PROBLEM AS SERIOUS



Values based on a five-point scale (1=Not at all a problem, 5=Extremely serious problem). White = 4, Gray = 5.

Table 11 presents respondents' ratings of how acceptable various driving behaviors are, as reported on a five-point scale (1=Never acceptable, 5 = Always acceptable). While the great majority of respondents rated all of these behaviors as generally unacceptable (i.e., selected ratings of 1 or 2), running a red light on purpose and driving without a seatbelt were rated among the least acceptable. Speeding up to get through a yellow light and speeding on the highway were rated as the most acceptable.

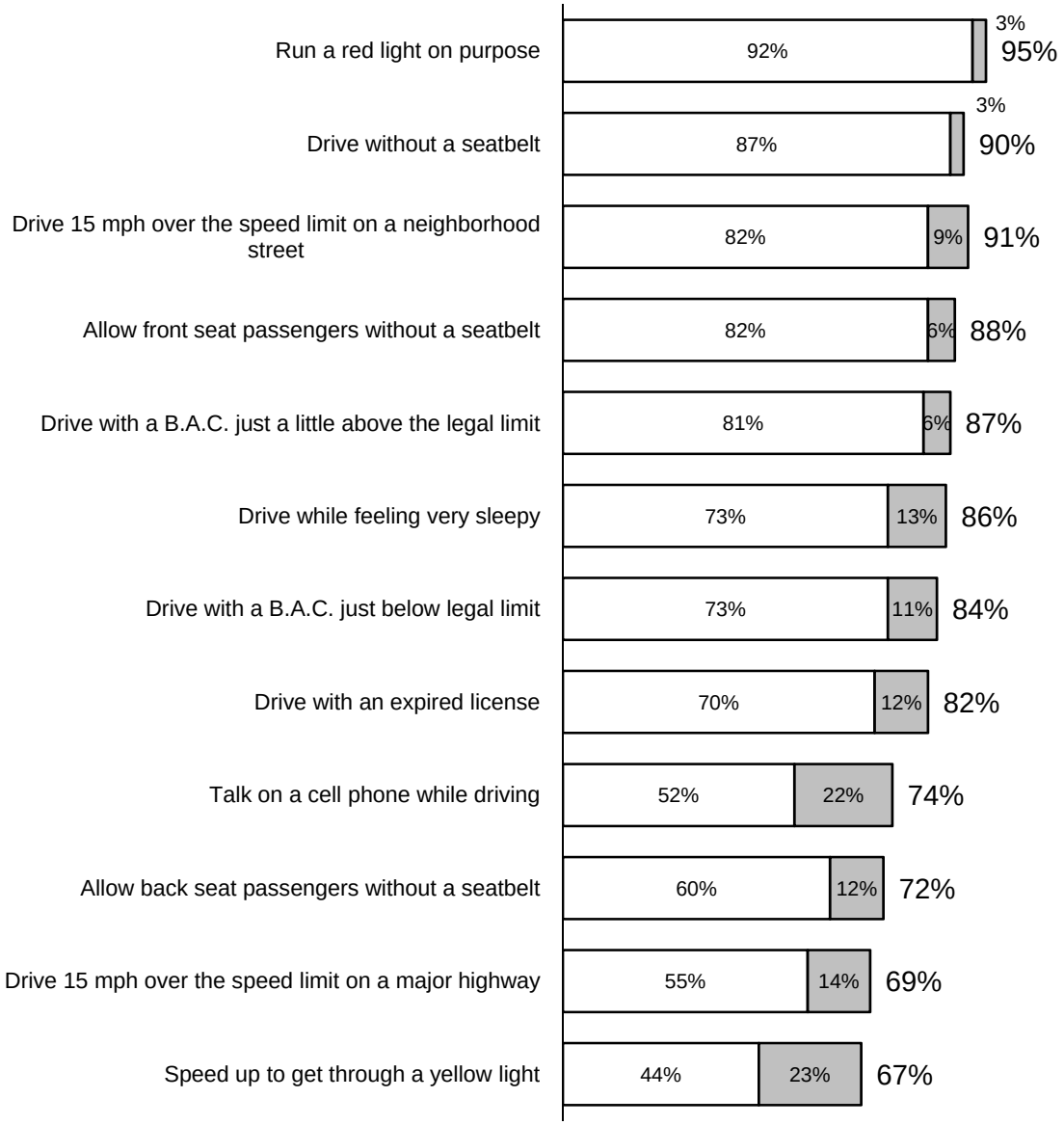
TABLE 11: ACCEPTABILITY OF VARIOUS DRIVING BEHAVIORS

	1	2	3	4	5	Mean	Valid Responses	DK/RF	Total
Run a red light on purpose	92%	3%	1%	1%	3%	1.2	1,263	13	1,276
Drive without a seatbelt	87%	3%	3%	2%	5%	1.4	1,228	6	1,234
Drive 15 mph over the speed limit on a neighborhood street	82%	8%	3%	3%	4%	1.4	1,229	4	1,233
Allow front seat passengers without a seatbelt	82%	6%	5%	2%	5%	1.4	1,225	8	1,233
Drive with a B.A.C. just a little above the legal limit	81%	6%	7%	2%	4%	1.4	1,220	13	1,233
Drive while feeling very sleepy	73%	13%	9%	1%	4%	1.5	1,226	8	1,234
Drive with a B.A.C. just below legal limit	74%	11%	8%	2%	5%	1.5	1,265	11	1,276
Drive with an expired license	70%	12%	11%	4%	3%	1.6	1,254	21	1,275
Talk on a cell phone while driving	52%	22%	19%	5%	2%	1.8	1,268	8	1,276
Allow back seat passengers without a seatbelt	60%	12%	17%	5%	6%	1.9	1,228	5	1,233
Drive 15 mph over the speed limit on a major highway	55%	14%	18%	6%	7%	2.0	1,229	4	1,233
Speed up to get through a yellow light	45%	23%	22%	5%	5%	2.0	1,266	10	1,276

Values based on a five-point scale (1=Never acceptable, 5=Always acceptable)

Figure 4 shows the percentage of respondents that rated each of the behaviors queried as generally unacceptable, by showing the percent of respondents who answered either a 1 (white) or 2 (gray). More than nine of every ten respondents said that to run a red light on purpose was never acceptable. Notably, driving with a B.A.C. just a little above the legal limit and talking on a cell phone while driving rank toward the middle of Figure 4, while they were both seen as the most serious problems in Figure 3.

FIGURE 4: PERCENT RATING VARIOUS BEHAVIORS AS UNACCEPTABLE



Values based on a five-point scale (1=Never acceptable, 5=Always acceptable). White = 1, Gray = 2.

Respondents were asked to rate how acceptable they believed most other people they know would view the same set of driving behaviors, using the same five-point scale (1=Never acceptable, 5=Always acceptable). Table 12 shows respondents' perceptions of how most other people they know would rate each of these driving behaviors. The results between Tables 11 & 12 are similar, with the exception of talking on a cell phone while driving, which respondents believe most other people they know view as being slightly more acceptable than the respondents themselves do.

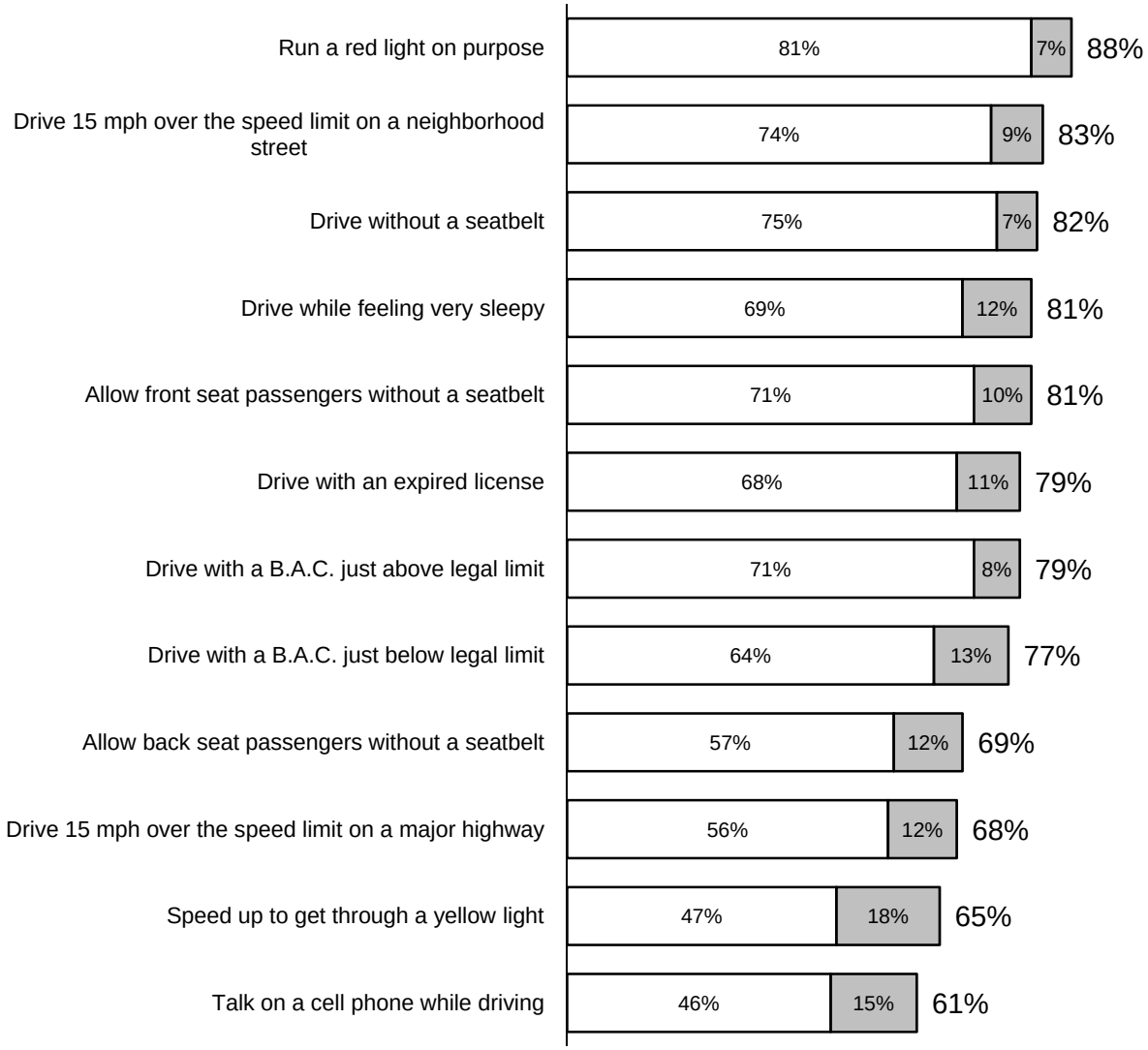
TABLE 12: PERCEPTIONS OF OTHER PEOPLE'S VIEWS ABOUT ACCEPTABILITY OF DRIVING BEHAVIORS

	1	2	3	4	5	Mean	Valid Responses	DK/RF	Total
Run a red light on purpose	81%	7%	9%	1%	2%	1.4	1,215	61	1,276
Drive 15 mph over the speed limit on a neighborhood street	74%	9%	11%	2%	4%	1.5	1,160	72	1,232
Drive without a seatbelt	75%	7%	11%	3%	4%	1.5	1,155	78	1,233
Allow front seat passengers without a seatbelt	71%	9%	13%	4%	3%	1.6	1,154	79	1,233
Drive while feeling very sleepy	69%	12%	14%	2%	3%	1.6	1,156	77	1,233
Drive with a B.A.C. just above legal limit	71%	8%	14%	2%	5%	1.6	1,156	77	1,233
Drive with an expired license	67%	11%	15%	3%	4%	1.7	1,211	65	1,276
Drive with a B.A.C. just below legal limit	64%	13%	14%	5%	4%	1.7	1,212	64	1,276
Allow back seat passengers without a seatbelt	57%	12%	21%	5%	5%	1.9	1,155	79	1,234
Drive 15 mph over the speed limit on a major highway	56%	12%	21%	5%	6%	1.9	1,155	78	1,233
Speed up to get through a yellow light	47%	18%	22%	8%	5%	2.1	1,211	64	1,275
Talk on a cell phone while driving	46%	14%	25%	8%	7%	2.2	1,206	71	1,277

Values based on a five-point scale (1=Never acceptable, 5=Always acceptable)

Similar to their own views of how acceptable various driving behaviors are, the behavior that respondents believed most other people they knew would view as least acceptable was running a red light on purpose. Overall, respondents tended to give slightly lower ratings when asked about their own attitudes toward these behaviors than when they were asked to report their perceptions of the attitudes of others, which suggests that respondents believe that they themselves consider these behaviors to be less acceptable than they believe other people do.

FIGURE 5: PERCENT INDICATING MOST OTHERS VIEW VARIOUS BEHAVIORS AS UNACCEPTABLE



Values based on a five-point scale (1=Never acceptable, 5=Always acceptable). White = 1, Gray = 2.

To examine respondent's attitudes and behaviors from their perspective as a driver, they were queried regarding whether or not they had driven in the past six months. Eighty-five percent of respondents reported having driven in the past 6 months. Respondents who reported not having driven in the past six months were classified as non-drivers and were not asked questions that were specifically about their own recent driving behaviors or experiences.

TABLE 13: RESPONDENT DRIVER STATUS
(HAS RESPONDENT DRIVEN IN PAST 6 MONTHS?)

		N	Percent
Valid	Yes	2,114	85%
	No	386	15%
	Total	2,500	100%
Missing	DK/RF	9	
Total		2,509	

Of those reporting they have not driven in the past 6 months (including those who responded "don't know" or refused to answer) in Table 13 above, forty-eight percent of respondents reported having had a driver's license at one time, and fifty-two percent reported they have never had a driver's license.

TABLE 14: HAS RESPONDENT EVER HAD A DRIVER'S LICENSE?
(FOR RESPONDENTS CLASSIFIED AS NON-DRIVERS)

		N	Percent
Valid	Yes	190	48%
	No	203	52%
	Total	393	100%
Missing	DK/RF	1	
	System	2,114	
	Total	2,116	
Total		2,509	

The findings in Tables 15 – 19 and Figures 6 – 8 reflect only the responses of those respondents who reported having driven in the past six months; the questions reported in these tables and figures were not asked of non-drivers.

Drivers were asked to report how often they thought about a number of things that might influence their driving behavior. As shown in Table 15, drivers report thinking about setting a good example for other drivers more than any other matter queried, followed by getting hurt in an accident, and damaging your vehicle in an accident. They report thinking least frequently about hurting others in an accident and getting a ticket.

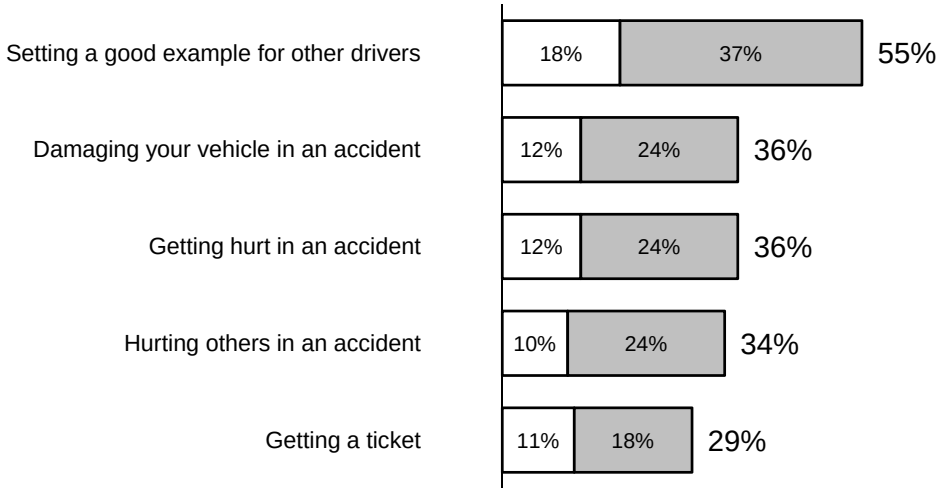
TABLE 15: HOW OFTEN DO DRIVERS THINK ABOUT VARIOUS DRIVING SCENARIOS?

	1	2	3	4	5	Mean	Valid Responses	DK/RF	Total
Setting a good example for other drivers	18%	8%	19%	18%	37%	3.5	2,103	11	2,114
Getting hurt in an accident	26%	16%	22%	12%	24%	2.9	2,109	5	2,114
Damaging your vehicle in an accident	28%	18%	18%	12%	24%	2.9	2,105	9	2,114
Hurting others in an accident	34%	14%	18%	10%	24%	2.8	2,098	16	2,114
Getting a ticket	34%	18%	19%	11%	18%	2.6	2,101	14	2,115

Values based on a five-point scale (1=Never, 5=Very Often)

Figure 6 shows that the matter the greatest percentage of drivers reported thinking about frequently was setting a good example for other drivers. Similar percentages of respondents gave ratings of 4 and 5 to each of the other topics that were asked about.

FIGURE 6: PERCENT OF DRIVERS WHO FREQUENTLY THINK ABOUT VARIOUS DRIVING SCENARIOS



Values based on a five-point scale (1=Never, 5=Very Often). White = 4, Gray = 5.

When asked about the level of control they feel they have over whether or not they are involved in an accident, drivers reported perceiving high levels of control. As shown in Table 16, one quarter of drivers reported feeling that they have total control, while another third each gave ratings of 3 or 4 on the scale. Low percentages of drivers (5% each) reported feeling no control or a rating of 2 on the scale.

TABLE 16: PERCEIVED LEVEL OF CONTROL OVER BEING INVOLVED IN AN ACCIDENT

	Level of Control	N	Percent
Valid	1-No control	104	5%
	2	102	5%
	3	689	33%
	4	676	32%
	5-Total control	516	25%
	Total	2086	100%
Missing	DK	28	
	System	395	
	Total	423	
Total		2509	

Table 17 shows drivers' ratings of how often they performed a variety of driving behaviors in the past 30 days, which they reported using a five-point scale (1=Never, 5=Very often). Overall, with averages of 2.2 and below, most drivers reported having engaged in these behaviors only a few times, at most, in the past 30 days. The behaviors in which the lowest percentages of drivers reported engaging in the past 30 days (or those which the highest percentages of drivers reported never having done in the past 30 days) were driving when they thought their B.A.C. was above the legal limit, running a red light on purpose, and driving with an expired license. The behaviors that drivers reported doing most frequently were becoming extremely angry at something another diver did and talking on a cell phone while driving. The rank order of these behaviors is consistent with that provided in Table 11, which ranks respondents' levels of acceptance of these behaviors.

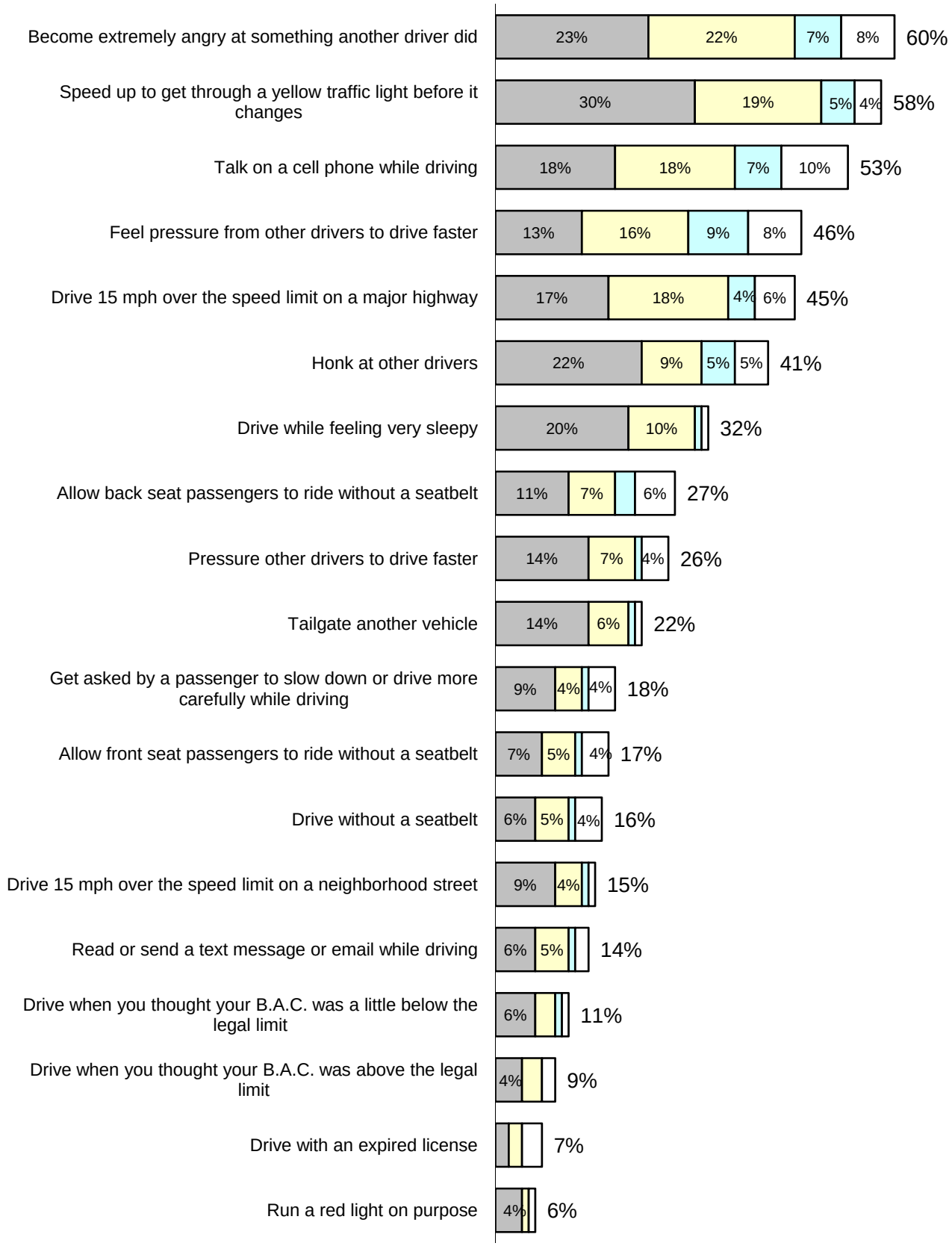
TABLE 17: SELF-REPORTED FREQUENCY OF VARIOUS DRIVING BEHAVIORS

	1	2	3	4	5	Mean	Valid Responses	DK/RF	Total
Run a red light on purpose	94%	4%	1%	0%	1%	1.1	1,084	0	1,084
Drive when you thought your B.A.C. was above the legal limit	91%	4%	3%	0%	2%	1.2	1,014	2	1,016
Drive with an expired license	93%	2%	2%	0%	3%	1.2	1,074	1	1,075
Drive when you thought your B.A.C. was a little below the legal limit	89%	6%	3%	1%	1%	1.2	967	0	967
Drive 15 mph over the speed limit on a neighborhood street	85%	9%	4%	1%	1%	1.2	1,025	1	1,026
Read or send a text message or email while driving	86%	6%	5%	1%	2%	1.3	931	0	931
Tailgate another vehicle	78%	14%	6%	1%	1%	1.3	1,083	0	1,083
Drive without a seatbelt	84%	6%	5%	1%	4%	1.3	1,020	2	1,022
Get asked by a passenger to slow down or drive more carefully while driving	82%	9%	4%	1%	4%	1.4	1,057	1	1,058
Allow front seat passengers to ride without a seatbelt	83%	7%	5%	1%	4%	1.4	1,011	2	1,013
Pressure other drivers to drive faster	74%	14%	7%	1%	4%	1.5	1,078	2	1,080
Drive while feeling very sleepy	68%	20%	10%	1%	1%	1.5	1,027	0	1,027
Allow back seat passengers to ride without a seatbelt	73%	11%	7%	3%	6%	1.6	993	0	993
Honk at other drivers	59%	22%	9%	5%	5%	1.7	1,018	2	1,020
Drive 15 mph over the speed limit on a major highway	55%	17%	18%	4%	6%	1.9	1,022	1	1,023
Speed up to get through a yellow traffic light before it changes	42%	30%	19%	5%	4%	2.0	1,081	4	1,085
Feel pressure from other drivers to drive faster	54%	13%	16%	9%	8%	2.1	1,080	1	1,081
Talk on a cell phone while driving	47%	18%	18%	7%	10%	2.2	2,001	3	2,004
Become extremely angry at something another driver did	40%	23%	22%	7%	8%	2.2	1,083	0	1,083

Values based on a five-point scale (1=Never, 5=Very Often)

Figure 7 shows the percentage of drivers who reported having engaged in each of these behaviors at all in the past 30 days (i.e., rated higher than 1=Never). Overall, the behaviors that the greatest percentages of respondents reported engaging in were becoming angry at something another driver did, speeding up to get through a yellow light, and talking on a cell phone while driving. The behaviors that the greatest percentage of respondents reported engaging in very often (i.e., rated 5) were talking on the cell phone while driving, becoming extremely angry at something another driver did, and feeling pressure from other drivers to drive faster.

FIGURE 7: SELF-REPORTED FREQUENCY OF VARIOUS DRIVING BEHAVIORS



Values based on a five-point scale (1=Never, 5=Very Often). Gray = 2, Yellow = 3, Green = 4, White = 5.

Table 17 shows that 47% of drivers indicated that they had never talked on a cell phone while driving in the past 30 days (i.e., response of 1), whereas 53% indicated that they had done so at least occasionally (response higher than 1). Those drivers who reported talking on a cell phone while driving were asked whether they used a hand-held phone or a hands-free phone. Their responses are shown in Table 18. Of the drivers who reported having talked on a cell phone while driving in the past 30 days, 56% reported using a hand-held phone, 35% reported using a hands-free device, and 9% reported using both.

TABLE 18: HAND-HELD VS. HANDS-FREE CELL PHONE USE

		N	Percent
Valid	Hand-Held	547	56%
	Hands-Free	344	35%
	Both	92	9%
	Total	983	100%
Missing	DK/RF	84	
	System	1443	
	Total	1526	
Total		2509	

Table 19 shows how often drivers reported having seen other drivers in their area do these things in the past 30 days. Overall, they reported having seen other drivers in their area engaging in these behaviors much more often than they reported engaging in these behaviors themselves. The behavior that respondents reported seeing other drivers engage in most often was talking on a cell phone while driving, followed by driving 15 mph over the speed limit on highways and speeding up to get through yellow lights.

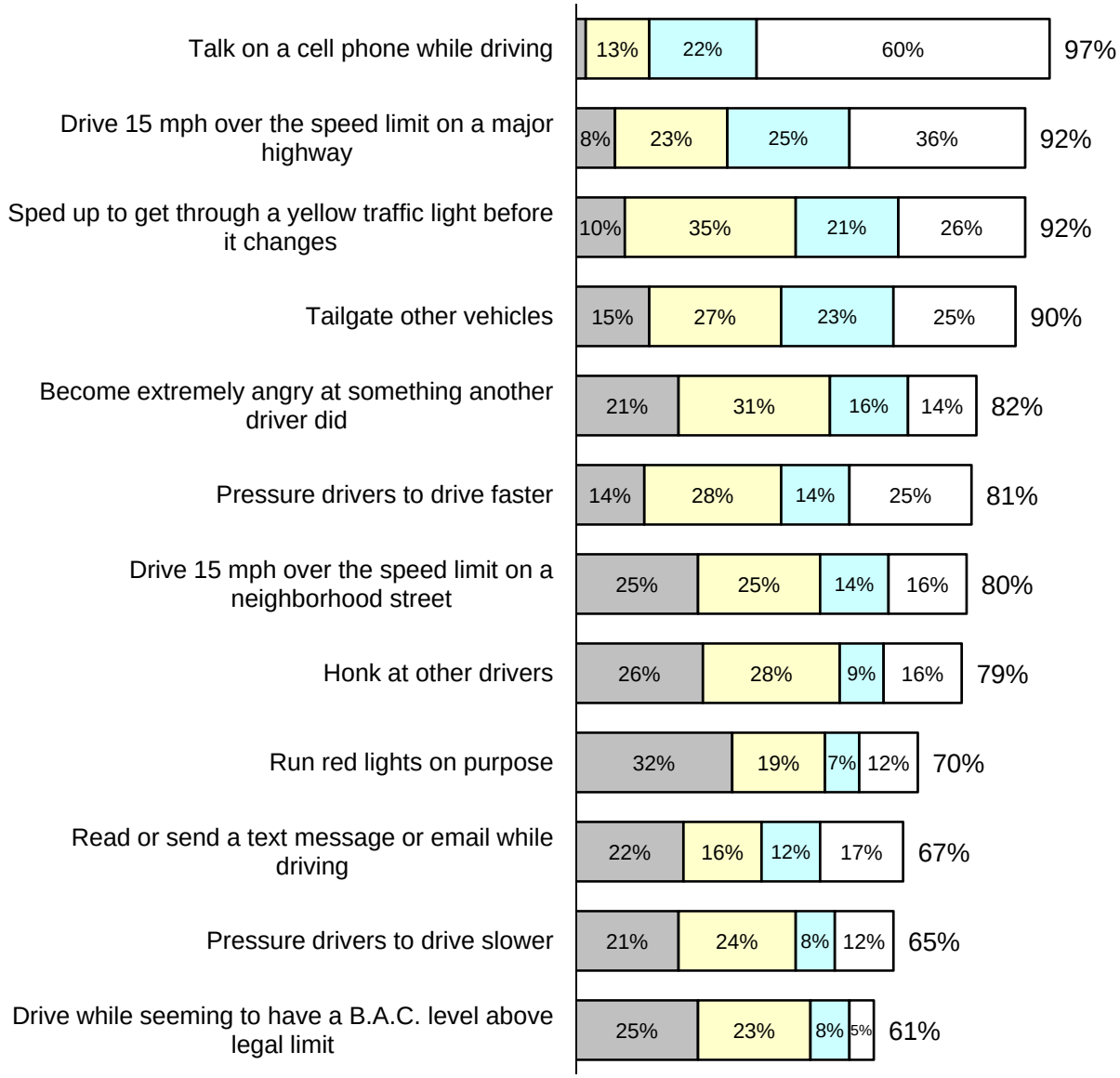
TABLE 19: FREQUENCY RESPONDENTS REPORT SEEING OTHER DRIVERS ENGAGE IN VARIOUS DRIVING BEHAVIORS

	1	2	3	4	5	Mean	Valid Responses	DK/RF	Total
Drive while seeming to have a B.A.C. level above legal limit	39%	25%	23%	8%	5%	2.1	915	128	1,043
Run red lights on purpose	30%	32%	19%	7%	12%	2.4	1,052	27	1,079
Pressure drivers to drive slower	35%	21%	24%	8%	12%	2.4	989	28	1,017
Read or send a text message or email while driving	33%	22%	16%	12%	17%	2.6	809	179	988
Honk at other drivers	21%	26%	28%	9%	16%	2.7	1,014	9	1,023
Drive 15 mph over the speed limit on a neighborhood street	20%	25%	25%	14%	16%	2.8	1,017	8	1,025
Become extremely angry at something another driver did	18%	21%	31%	16%	14%	2.9	1,037	29	1,066
Pressure drivers to drive faster	19%	14%	28%	14%	25%	3.1	1,005	54	1,059
Tailgate other vehicles	10%	15%	27%	23%	25%	3.4	1,065	15	1,080
Sped up to get through a yellow traffic light before it changes	8%	10%	35%	21%	26%	3.5	1,067	16	1,083
Drive 15 mph over the speed limit on a major highway	8%	8%	23%	25%	36%	3.7	1,009	14	1,023
Talk on a cell phone while driving	3%	2%	13%	22%	60%	4.3	2,101	11	2,112

Values based on a five-point scale (1=Never, 5=Very Often)

Figure 8 shows the percentage of drivers who report having seen other drivers in their area engage in these behaviors in the past 30 days (i.e., rated higher than 1). Overall, the percentages of drivers that reported having seen other drivers performing these driving behaviors are much higher than the percentages that report engaging in these same behaviors themselves, as is evident by comparison of Tables 17 and 19, or Figures 7 and 8.

FIGURE 8: RESPONDENTS' OBSERVATIONS OF OTHER DRIVERS' BEHAVIORS



Values based on a five-point scale (1=Never, 5=Very Often). Gray = 2, Yellow = 3, Green = 4, White = 5.

SECTION III: SUPPORT FOR COUNTERMEASURES

All respondents, regardless of whether or not they had driven in the past 6 months, were asked to rate their level of support or opposition for a number of measures to prevent or reduce motor vehicle accidents, using a five-point scale (1=Strongly oppose, 5=Strongly support). Table 20 shows respondents' ratings of their level of support for or opposition to each one. Interpreting ratings of 1 and 2 as ratings of opposition, and ratings of 4 and 5 as ratings of support, respondents generally indicated more support than opposition for every idea with the exception of requiring all drivers to use equipment that tests them for alcohol before they can start their car, which received a mean rating of 3.0 and which received a greater proportion of ratings of opposition than of support.

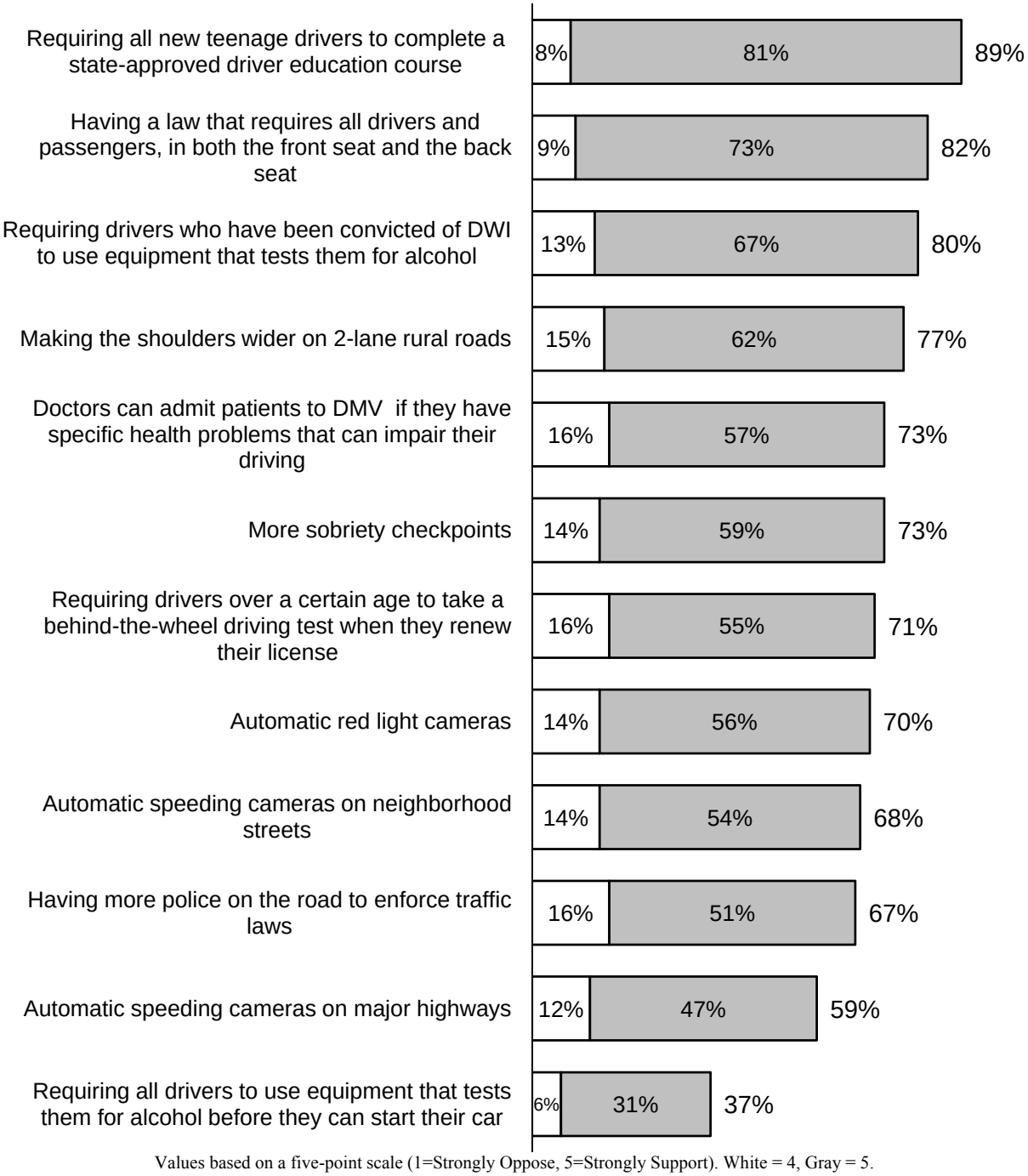
TABLE 20: LEVELS OF SUPPORT FOR VARIOUS TRAFFIC SAFETY MEASURES

	1	2	3	4	5	Mean	Valid Responses	DK/RF	Total
Requiring all new teenage drivers to complete a state-approved driver education course	3%	1%	7%	8%	81%	4.6	1,228	5	1,233
Having a law that requires all drivers and passengers, in both the front seat and the back seat, to wear their seatbelts.	6%	2%	10%	9%	73%	4.4	1,251	25	1,276
Requiring drivers who have been convicted of DWI to use equipment that tests them for alcohol before they can start their car.	5%	3%	12%	13%	67%	4.3	1,258	18	1,276
Making the shoulders wider on 2-lane rural roads	5%	5%	13%	15%	62%	4.2	1,246	29	1,275
More sobriety checkpoints	8%	4%	15%	14%	59%	4.1	1,225	8	1,233
Having a law that allows doctors to report patients to the DMV if they have specific health problems that can impair their driving	8%	4%	15%	16%	57%	4.1	1,219	15	1,234
Requiring drivers over a certain age to take a behind-the-wheel driving test when they renew their drivers license	6%	4%	19%	16%	55%	4.1	1,247	29	1,276
Automatic red light cameras	13%	5%	12%	14%	56%	4.0	1,228	5	1,233
Having more police on the road to enforce traffic laws	9%	4%	20%	16%	51%	4.0	1,254	22	1,276
Automatic speeding cameras on neighborhood streets	14%	4%	14%	14%	54%	3.9	1,225	9	1,234
Automatic speeding cameras on major highways	17%	6%	18%	12%	47%	3.7	1,224	9	1,233
Requiring all drivers to use equipment that tests them for alcohol before they can start their car	32%	10%	21%	6%	31%	3.0	1,223	53	1,276

Values based on a five-point scale (1=Strongly Oppose, 5=Strongly Support)

Figure 9 shows the percentage of respondents who expressed support for each traffic safety measure. Clearly, the level of support is high for each of these traffic safety measures, with the majority of respondents strongly supporting most measures.

FIGURE 9: PERCENT SUPPORTING VARIOUS TRAFFIC SAFETY MEASURES



Values based on a five-point scale (1=Strongly Oppose, 5=Strongly Support). White = 4, Gray = 5.

Respondents who indicated that they supported requiring a behind-the-wheel driving test for drivers over a certain age to renew their license (response of 4 or 5) were asked subsequently what age they believed that should be. The question was asked in open-ended format; responses were recorded verbatim and grouped as shown in Table 21 subsequently. Of the respondents who expressed support for requiring a behind-the-wheel test for drivers over a certain age to renew their license, 27 percent stated an age below 60 years, 34 percent stated an age between 60 and 69 years, 32 percent stated an age between 70 and 79 years, and the remaining 7 percent stated an age of 80 or higher.

TABLE 21: AGE FOR BEHIND-THE-WHEEL DRIVING TEST REQUIREMENT

Age Range		N	Percent
Valid	15 - 19	70	9%
	20 - 39	65	8%
	40 - 59	81	10%
	60 - 64	112	14%
	65 - 69	156	20%
	70 - 74	168	22%
	75 - 79	79	10%
	80+	53	7%
	Total	783	100%
Missing	DK/RF	54	
	System	1,672	
	Total	1,726	
Total		2,509	

Respondents who indicated opposition toward any of these ideas (responses of 1 or 2) were asked why they opposed them. Table 22 shows the three most frequently opposed countermeasures and reasons that respondents stated for opposing them. Responses were elicited in open-ended format and coded by the interviewers into the categories shown in the table, which had been formulated prior to data collection. Respondents who opposed these traffic safety measures consistently provided responses indicating that they believed they were a violation of privacy, which overall was the most common reason for opposition. The type of reason cited most frequently for opposing requiring all drivers to use equipment that tests them for alcohol before they can start their car was that it would be unfair (40%).

TABLE 22: COMMON REASONS RESPONDENTS PROVIDED FOR OPPOSING TRAFFIC SAFETY MEASURES

	TOO EXPENSIVE	WON'T WORK	VIOLATES PRIVACY	UNFAIR	OTHER	TOTAL
Requiring all drivers to use equipment that tests them for alcohol before they can start their car	10%	5%	27%	40%	18%	455
Automatic speeding cameras on major highways	8%	13%	31%	10%	37%	255
Using cameras to automatically ticket speeding drivers on neighborhood streets	8%	12%	37%	16%	26%	197
TOTAL						907

Respondents were asked to indicate their level of agreement or disagreement with several statements using a five-point scale (1=Strongly disagree, 5=Strongly agree). In general, respondents rated themselves as safe and careful drivers. However, they disagree that speed limits are too high on major highways and enforcement of traffic laws is too strict.

TABLE 23: AGREEMENT OR DISAGREEMENT WITH VARIOUS STATEMENTS

	1	2	3	4	5	Mean	Valid Responses	DK/RF	Total
I drive more carefully when I have children in my vehicle	6%	2%	9%	8%	75%	4.5	979	3	982
I am a more careful driver than most people	2%	4%	19%	29%	46%	4.1	1,075	4	1,079
The vehicle I drive most often is very safe	5%	2%	9%	19%	65%	4.0	2,335	13	2,348
The roads where I drive the most are very safe	7%	10%	27%	19%	37%	3.7	1,224	14	1,238
I have access to enough information about the safety of different cars	17%	8%	21%	12%	42%	3.5	1,133	39	1,172
Major highways are safer than two-lane rural roads	17%	8%	21%	15%	39%	3.5	1,191	25	1,216
States need higher standards for issuing drivers licenses	15%	9%	24%	15%	37%	3.5	1,232	32	1,264
I have asked a driver I was riding with to slow down or pay more attention	21%	9%	14%	14%	42%	3.4	1,166	5	1,171
Most drivers who are involved in accidents are at least partially to blame	12%	9%	32%	18%	29%	3.4	1,234	33	1,267
Major highways feel safer than two-lane rural roads	19%	8%	24%	14%	35%	3.4	1,239	16	1,255
Teenage drivers make me feel unsafe	16%	12%	30%	16%	26%	3.3	1,257	9	1,266
I feel unsafe when I'm driving near large trucks	24%	10%	22%	12%	32%	3.2	1,011	5	1,016
Elderly drivers make me feel unsafe	18%	11%	29%	18%	24%	3.2	1,223	14	1,237
Speed limits are too high on major highways	49%	12%	13%	9%	17%	2.3	1,210	17	1,227
Car accidents just happen and there isn't much we can do about them	47%	12%	22%	5%	14%	2.3	1,200	22	1,222
Enforcement of traffic laws is too strict	49%	14%	20%	7%	10%	2.2	1,220	6	1,226

Values based on a five-point scale (1=Strongly Disagree, 5=Strongly Agree)

SECTION IV: PERSONAL EXPERIENCE

This section presents respondents' personal driving experiences, including any recent tickets that they had received for moving violations, any recent crashes in which they had been involved, and whether or not they themselves have ever been seriously injured in a crash or have ever had a friend or relative seriously injured or killed in a crash.

Respondents who were drivers were asked how many tickets they had received for moving violations in the past 24 months, including any that had been reduced or dismissed. Overall, 13 percent reported having received at least one ticket in the past 24 months, including a small percentage who reported having received more than one ticket.

TABLE 24: NUMBER OF TICKETS RECEIVED IN PAST 24 MONTHS

		N	Percent
Valid	None	1826	87%
	One	215	10%
	Two or more	67	3%
	DK/RF	6	0%
	Total	2114	100%
Missing	System	395	
Total		2509	

Respondents who were drivers were also asked how many accidents they had been involved in as a driver in the past 24 months. Twelve percent reported having been involved in at least one accident.

TABLE 25: NUMBER OF ACCIDENTS IN PAST 24 MONTHS AS A DRIVER

		N	Percent
Valid	None	1869	88%
	One	223	11%
	Two or more	21	1%
	DK/RF	1	0%
	Total	2114	100%
Missing	System	395	
Total		2509	

All respondents, including non-drivers, were asked how many accidents they had been involved in as a passenger in the past 24 months. Only four percent reported having been involved in any accidents as a passenger.

TABLE 26: NUMBER OF ACCIDENTS IN PAST 24 MONTHS AS A PASSENGER

		N	**Percent**
Valid	None	2406	96%
	One	84	3%
	Two or more	18	1%
	DK/RF	2	0%
	Total	2509	100%

Respondents involved in one or more accidents in the past 24 months, as a driver or as a passenger, were asked a series of questions about the severity of the accident. Fifty-four percent involved physical damage to one or more of the vehicles. Forty-one percent involved physical injury to a person, which included: injury severe enough that a person was taken to the hospital (22%), minor injury (18%), or death (1%). In five percent of the cases, respondents reported that neither injuries nor damage to vehicles occurred.

TABLE 27: SEVERITY OF ACCIDENTS IN PAST 24 MONTHS

Accident Detail		N	Percent
Valid	Was there physical damage to one or more vehicles?	176	54%
	Was anyone hurt badly enough to be taken to the hospital?	71	22%
	Were there minor injuries, but nobody went to the hospital?	60	18%
	So, there were neither injuries nor damage?	17	5%
	Did anyone die because of the accident?	2	1%
	Total	327	100%
Missing	DK/RF	6	
	System	2,176	
	Total	2,182	
Total		2,509	

Respondents were asked, "Has anyone close to you, a family member or friend, ever been permanently disabled or died because of a motor vehicle accident?" Thirty percent responded affirmatively.

TABLE 28: RESPONDENTS REPORTING OF FRIENDS OR RELATIVES DISABLED OR KILLED IN A CRASH

		N	Percent
Valid	Yes	745	30%
	No	1,758	70%
	Total	2,503	100%
Missing	DK/RF	6	
Total		2,509	

Of those who were permanently disabled or killed, respondents reported that it was a close friend (43%), a relative (29%), or a member of their immediate family (28%). Note that a small percentage of respondents reported having had more than one family member, relative, or friend disabled or killed in a crash, thus the total number of responses in Table 29 is greater than the total number of affirmative responses in Table 28.

TABLE 29: RELATIONSHIP OF RESPONDENT TO CRASH VICTIM

		N	Percent
Valid	A close friend	337	43%
	A relative	229	29%
	A member of your immediate family	214	28%
	Total	780	100%

Respondents who reported having had a friend or relative disabled or killed in a crash were asked how long ago the crash occurred. Those who reported having had more than one friend or relative injured or killed in a crash were asked to report how long ago the crash-related injury or death that had impacted them the most occurred. Responses are reported in Table 30. Of these 713 crashes, 18 percent had happened in the past two years, 35 percent happened three to five years ago, and the remaining 47% of the crashes happened more than five years ago.

TABLE 30: TIME PERIOD OF CRASH RESULTING IN DISABLING INJURY OR DEATH OF FRIEND OR RELATIVE

		N	Percent
Valid	0-2 Years	131	18%
	3-5 Years	253	35%
	6-10 Years	47	7%
	11-19 Years	107	15%
	20 or more years	175	25%
	Total	713	100%
Missing	DK/RF	32	
	System	1,764	
	Total	1,796	
Total		2,509	

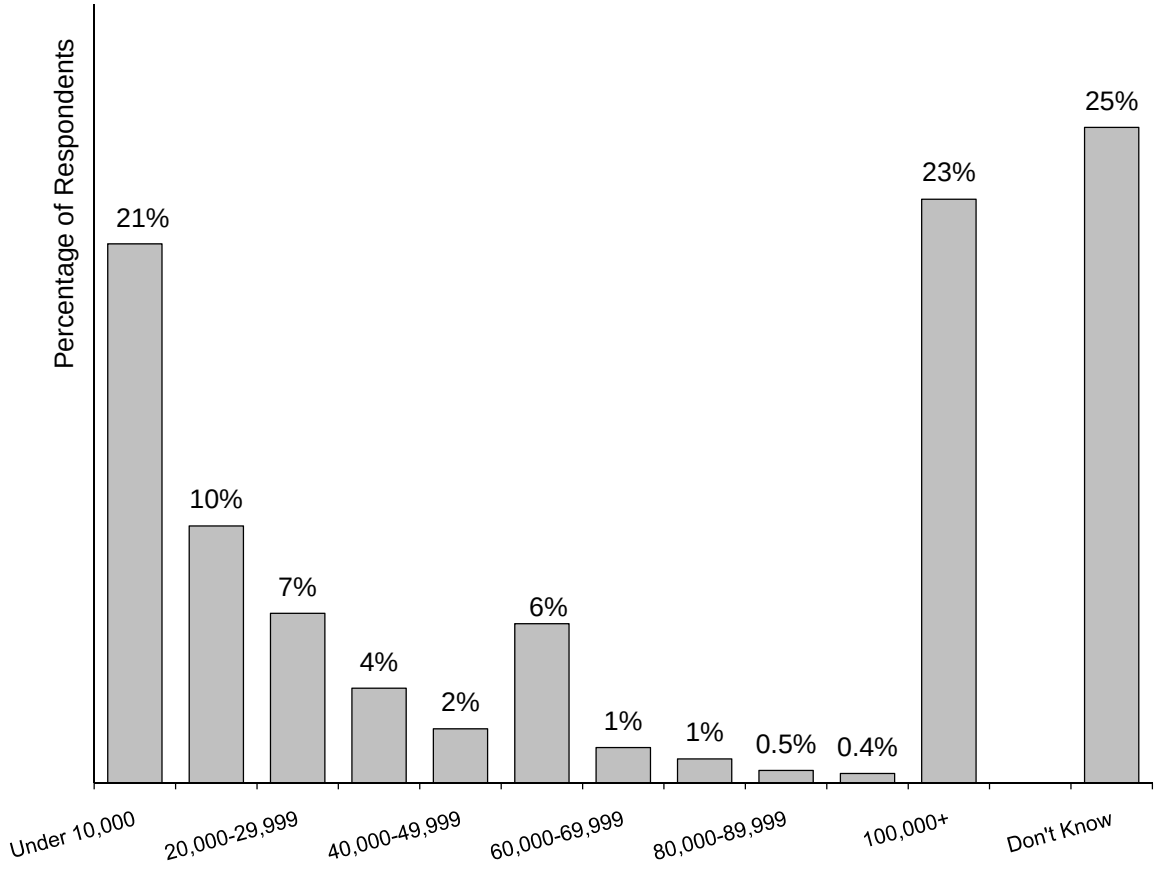
Respondents were also asked whether or not they themselves had ever been injured seriously enough to require medical attention as a result of a motor vehicle accident. As shown in Table 31, nearly one in four (23%) reported that they had.

TABLE 31: RESPONDENT INJURIES IN CRASHES

		N	Percent
Valid	Yes	579	23%
	No	1,928	77%
	Total	2,507	100%
Missing	DK/RF	2	
Total		2,509	

Respondents were asked how many people they thought died last year from motor vehicle accidents in the United States. Responses were elicited in open-ended format and interviewers recorded the exact numbers provided by the respondents. These were grouped subsequently into the categories shown in Figure 10. Because the objective of this question was to assess respondents' general level of awareness of the traffic safety situation, Figure 10 shows each response category as a percentage of all responses—including responses of "don't know." The great majority of respondents either underestimated or overestimated the number of deaths caused by motor vehicle accidents, with 21 percent of all respondents estimating a number below 10,000 and another 23 percent estimating a number of over 100,000. Despite the instruction, "even if you don't know the exact number, please give me your best guess," fully one in four respondents indicated that they did not know and made no attempt to estimate. For reference, the total number of annual fatalities has been between 39,250 and 44,599 every single year since 1990.[17]

FIGURE 10: RESPONDENT ESTIMATES OF NUMBER OF DEATHS CAUSED BY MOTOR VEHICLE ACCIDENTS LAST YEAR



[17] National Highway Traffic Safety Administration. 2008. *Traffic Safety Facts 2006*. Report no. DOT HS 810 818. Washington, DC: National Highway Traffic Safety Administration. Available online at: http://www-nrd.nhtsa.dot.gov/Pubs/TSF2006FE.PDF.

SECTION V: DEMOGRAPHICS

This section of the report provides an overview of the demographic characteristics of the survey respondents.

Tables 32 through 37 show both the unweighted and the weighted demographic characteristics of respondents. The variables age, gender, marital status and race/ethnicity were used to post-stratify the data to align it to the overall U.S. adult population using data from the 2006 National Health Interview Survey (NHIS). Note that the unweighted number and proportion of Latinos/Hispanics are greater than the corresponding weighted number and proportion. This occurred because Latinos/Hispanics were purposefully oversampled for this study to obtain a sufficient number of respondents to perform analysis, and the subsequent post-stratification reduced their proportion in the weighted data to that which was reflected in the 2006 National Health Interview Survey.

TABLE 32: AGE[18]

		Unweighted N	Unweighted Percent	Weighted N	Weighted Percent
Valid	18-29	569	23%	552	22%
	30-39	423	17%	473	19%
	40-49	469	19%	484	19%
	50-64	601	24%	595	24%
	65+	447	18%	405	16%
	Total	2,509	100%	2,509	100%

TABLE 33: GENDER

	Unweighted N	Unweighted Percent	Weighted N	Weighted Percent
Male	1,153	46%	1219	49%
Female	1,356	54%	1290	51%
Total	2,509	100%	2,509	100%

TABLE 34: LATINO OR HISPANIC ORIGIN

		Unweighted N	Unweighted Percent	Weighted N	Weighted Percent
Valid	Yes	503	20%	317	13%
	No	1,981	80%	2,185	87%
	Total	2,484	100%	2,502	100%
Missing	DK/RF	25		7	
Total		2,509		2,509	

[18] About 4.3 percent of the age variables had missing values. These values were imputed based on gender, marital status, Hispanic origin, ethnicity, and level of education of the respondents.

TABLE 35: RACE AND ETHNICITY

		Unweighted N	Unweighted Percent	Weighted N	Weighted Percent
Valid	Caucasian/White	1,564	64%	1,766	71%
	Hispanic/ Latino	479	20%	303	12%
	African American/ Black	249	10%	293	12%
	Asian/ Pacific Islander	82	3%	114	5%
	American Indian/ Native American,	41	2%	12	0%
	Something else, specify	31	1%	10	0%
	Total	2,446	100%	2,499	100%
Missing	DK/RF	63		10	
Total		2,509		2,509	

TABLE 36: MARITAL STATUS

		Unweighted N	Unweighted Percent	Weighted N	Weighted Percent
Valid	Married	1,294	53%	1,421	57%
	Single, never married	636	26%	506	20%
	Divorced/Separated	250	10%	276	11%
	Widowed	196	8%	151	6%
	Not married but living in a marriage-like relationship	76	3%	146	6%
	Total	2,452	100%	2,500	100%
Missing	DK/RF	57		9	
Total		2,509		2,509	

Table 37 shows the highest level of education that respondents reported having completed. Ten percent had not completed high school, one in three respondents reported graduating from high school, an additional one in three respondents reported having attended some college or technical school, or reported having received an Associate's degree. One in four respondents reported having received a Bachelor's degree or post-graduate degree.

TABLE 37: EDUCATION

		Unweighted N	Unweighted Percent	Weighted N	Weighted Percent
Valid	Up to 8th grade	117	5%	102	4%
	Some high school	160	7%	148	6%
	High school graduate	796	33%	838	34%
	Some college or technical school	587	24%	555	23%
	Associate's degree	188	8%	197	8%
	Bachelor's degree	380	16%	374	15%
	Post Graduate Degree (Master's Degree, Law Degree, PHD)	214	9%	246	10%
	Total	2,442	100%	2,461	100%
Missing	DK/RF	67		48	
Total		2,509		2,509	

Fifteen percent of respondents reported living in one-person households, 36 percent in two-person households, and 49 percent reported living in households with three or more residents.

TABLE 38: HOUSEHOLD SIZE

		N	Percent
Valid	One	376	15%
	Two	892	36%
	Three	451	18%
	Four	467	19%
	Five or more	294	12%
	Total	2,479	100%
Missing	DK/RF	30	
Total		2,509	

The majority of respondents reported having received their first driver's license when they were 16 years old. Seven percent reported having received their first license between the ages of 14 and 15, and almost a quarter of respondents reported having received it at the age of 17 or 18. One-fifth reported having received their first driver's license at age 19 or older, and one percent reported never having a driver's license.

TABLE 39: AGE RESPONDENT FIRST RECEIVED DRIVER'S LICENSE

Age received 1st Drivers License		N	Percent
Valid	14 – 15 years	154	7%
	16 years	1,100	48%
	17 years	293	13%
	18 years	261	11%
	19 or more years	454	20%
	Never Had A Driver's License	22	1%
	Total	2,284	100%
Missing	DK/RF	20	
	System	205	
	Total	225	
Total		2,509	

Sixty-four percent of the respondents reported having taken some form of driver education or training before they obtained their first driver's license.

TABLE 40: DRIVER EDUCATION OR TRAINING

		N	Percent
Valid	Yes	1,469	64%
	No	809	36%
	Total	2,279	100%
Missing	DK/RF	4	
	System	227	
	Total	230	
Total		2,509	

Respondents were asked whether or not they their driver's license had ever been suspended or revoked at any time. Thirteen percent of respondents reported that their licensed had been suspended or revoked at some point.

TABLE 41: DRIVER'S LICENSE SUSPENSIONS OR REVOCATIONS

		N	Percent
Valid	Yes	299	13%
	No	1,981	87%
	Total	2,280	100%
Missing	DK/RF	3	
	System	227	
	Total	229	
Total		2,509	

Respondents who reported that their license had been suspended or revoked were asked to report the reason for the suspension or revocation. The most common reason reported for having had their license suspended or revoked was drinking and driving (35%), followed by tickets and/or moving violations (27%), and the inability to pay fines (12%).

TABLE 42: REASONS FOR DRIVER'S LICENSE SUSPENSION OR REVOCATION

		N	Percent
Valid	Drinking and Driving	100	35%
	Tickets - Moving Violations	75	27%
	Fine	35	12%
	Traffic Accident	23	8%
	Insurance	16	6%
	Other	33	12%
	Total	281	100%
Missing	System	2228	
Total		2509	

Respondents were asked to report the make, model, and year of the vehicle that they drive most frequently. Responses are summarized in Tables 43 (make) and 44 (model year). The most frequently-reported vehicle makes were Ford (18%), Chevrolet (17%), Toyota (10%), Dodge (9%), and Honda (7%), which together accounted for 61 percent of all responses. The remaining 39 percent of responses included over 30 different makes of vehicles.

TABLE 43: MAKE OF VEHICLE DRIVEN MOST OFTEN

		N	Percent
Valid	FORD	367	18%
	CHEVROLET	341	17%
	TOYOTA	212	10%
	DODGE	180	9%
	HONDA	151	7%
	NISSAN	90	4%
	BUICK	70	3%
	JEEP	63	3%
	PONTIAC	60	3%
	GMC	50	2%
	CHRYSLER	49	2%
	SATURN	37	2%
	MERCURY	37	2%
	MAZDA	34	2%
	CADILLAC	31	2%
	MITSUBISHI	31	2%
	SUBARU	27	1%
	BMW	23	1%
	OLDSMOBILE	22	1%
	VOLVO	21	1%
	VOLKSWAGEN	18	1%
	MERCEDES	16	1%
	LEXUS	14	1%
	HYUNDAI	14	1%
	KIA	12	1%
	LINCOLN	11	1%
	SUZUKI	10	0%
	AUDI	6	0%
	ACURA	5	0%
	ISUZU	5	0%
	PLYMOUTH	5	0%
	SAAB	5	0%
	INFINITI	4	0%
	HUMMER	3	0%
	HARLEY DAVIDSON	2	0%
	PORSCHE	2	0%
	RANGE ROVER	1	0%
	JAGUAR	1	0%
	SCION	0	0%
	GEO	0	0%
	OTHER, SPECIFY	22	1%
	Total	2,050	100%
Missing	DK/RF	108	
	System	351	
	Total	459	
Total		2,509	

Respondents were also asked to report the model year of that vehicle. Fifty-three percent of respondents reported that the vehicle they drive most frequently was of model year 2001 or later, with 16 percent being of model year 2006 or later. Twenty-eight percent of vehicles were of model year 1996 – 2000, 14 percent were of model year 1990 – 1995, and the remaining 5% were of model year 1989 or earlier.

TABLE 44: MODEL YEAR OF VEHICLE DRIVEN MOST OFTEN

		N	Percent
Valid	1989 or older	103	5%
	1990 - 1995	284	14%
	1996 - 2000	558	28%
	2001 - 2005	751	37%
	2006 or newer	329	16%
	Total	2,025	100%
Missing	DK/RF	133	
	System	351	
	Total	484	
Total		2,509	

Respondents were asked how many days and how many miles they drive in a typical seven-day week. Interviewers recorded exact responses, which were grouped subsequently into the categories shown in summary tables 45 and 46. Fifty percent of respondents reported driving 199 miles or less during a typical week. Twenty-seven percent reported driving 200-499 miles, and eleven percent reported driving 500-999 miles during a typical 7-day period. Five percent drive more than 1,000 miles in a typical week.

The majority of respondents (61%) drive 7 days in a typical week, followed by 5-6 days (21%), 2-4 days (16%) and 0-1 days (2%).

TABLE 45: ESTIMATED NUMBER OF MILES DRIVEN IN A TYPICAL WEEK

		N	Percent
Valid	None	26	1%
	Less than 20 miles	89	4%
	20 - 99 miles	497	23%
	100 - 199 miles	496	23%
	200 - 499 miles	569	27%
	500 - 999 miles	226	11%
	1000+ miles	108	5%
	Doesn't Drive Anymore	125	6%
	Total	2,135	100%
Missing	DK/RF	147	
	System	227	
	Total	374	
Total		2,509	

TABLE 46: NUMBER OF DAYS DRIVEN IN A TYPICAL WEEK

		N	Percent
Valid	0 - 1 days	41	2%
	2 - 4 days	331	16%
	5 - 6 days	447	21%
	7 days	1,289	61%
	Total	2,108	100%
Missing	DK/RF	50	
	System	351	
	Total	401	
Total		2,509	

Respondents were also asked how often they had passengers in their vehicle in the past 30 days, with response options of most, some, very few, or none of their trips. Responses are shown in Table 47. Slightly fewer than one in three respondents (30%) reported carrying passengers on most of their trips, and slightly more than one in three (36%) reported carrying passengers on very few of their trips. Twenty-two percent reported carrying passengers on some trips, and 12 percent reported never carrying passengers.

TABLE 47: FREQUENCY OF CARRYING PASSENGERS WHEN DRIVING

		N	Percent
Valid	Most trips	639	30%
	Some trips	475	22%
	Very few trips	768	36%
	Never	247	12%
	Total	2,130	100%
Missing	DK/RF	28	
	System	351	
	Total	379	
Total		2,509	

Respondents were asked what types of roads they had spent most of their time driving on in the past 30 days, and responses are shown in Table 48. Nearly one in three (31%) reported driving the most on city streets, and one in four reported driving the most on highways and freeways (25%). Twenty-two percent reported doing most of their driving on a mix of all road types, 14 percent reported doing most of their driving on rural roads such as dirt roads, and seven percent of respondents reported spending most of their time driving on major roads besides highways.

TABLE 48: TYPES OF ROADS RESPONDENTS SPEND MOST TIME DRIVING ON

		N	Percent
Valid	City streets	648	31%
	Highways and freeways	536	25%
	Mixed	475	22%
	Rural roads/ country roads/ dirt roads	301	14%
	Major roads besides highways	150	7%
	Other, specify	12	1%
	Total	2,121	100%
Missing	DK/RF	36	
	System	351	
	Total	388	
Total		2,509	

CONCLUSIONS

This section summarizes conclusions drawn from the Key Findings presented in the report. The Key Findings are based on weighted data in its aggregate format.

- While traffic safety and public health professionals may be fully aware of the number of traffic related fatalities in the U.S. each year, the American public is almost totally unaware of these numbers. When asked for their best estimate of the number of motor vehicle traffic fatalities last year, fully one in four respondents said they didn't know and made no attempt to estimate a number. Twenty-one percent of all respondents (and 28 percent of those who offered a response) estimated that there were fewer than 10,000 fatalities caused by crashes, and another 23 percent of respondents (30 percent of those offering a response) estimated that there were over 100,000 annual motor vehicle traffic fatalities. Only one in five respondents (slightly more than one in four who offered an estimate) was able to estimate the toll to within a range of 20,000 to 80,000 fatalities. According to official statistics, the actual total has been between 39,000 and 45,000 every single year since 1990. As of the date of this report, the most recent statistics available were for the year 2006, and they reflect that in 2006 there were 42,642 fatalities resulting from motor vehicle crashes.[19]

- When compared to other current issues, concern about road safety ranked in the middle of the ten items tested. Of the issues raised, the issue that elicited the highest ratings of concern was the price of gas at the pumps, with seven in ten people indicating that they were extremely concerned about gas prices, as compared to 41 percent indicating that they were extremely concerned about road safety.

- Respondents expressed a mid-range amount of confidence in the government's ability to improve current issues facing the nation. Respondents gave a solid middle score (mean = 3.0) when asked to rate their level of confidence in the government's ability to improve road safety and reduce the threat of a terrorist attack. Improving airline safety and fighting crime scored similarly.

- In an open-ended question seeking peoples' top-of-mind ideas regarding what could be done to prevent serious crashes, the top four types of responses (in descending order) were: improving driver awareness or reducing distracted driving, reducing use of cell phones, reducing speeds or speeding, and reducing or stopping drinking and driving.

- When asked to rate the seriousness of a variety of traffic safety problems, drinking drivers were rated as the most serious problem, followed by drivers using cell phones, distracted drivers, aggressive drivers, speeding drivers, and drivers who run red lights.

- When asked to rate how acceptable a variety of driving behaviors were, respondents expressed that speeding up to get through a yellow light and speeding on the highway were the most acceptable of the items listed. The behaviors rated as least acceptable were not wearing a seatbelt and running a red light on purpose. Of all of the behaviors that respondents were asked about, the only one that fewer than half of respondents rated as "never acceptable" was speeding up to get through a yellow light, whereas more than nine out of ten said that running a red light on purpose was never acceptable.

[19] National Highway Traffic Safety Administration. 2008. *Traffic Safety Facts 2006*. Report no. DOT HS 810 818. Washington, DC: National Highway Traffic Safety Administration. Available online at: http://www-nrd.nhtsa.dot.gov/Pubs/TSF2006FE.PDF.

- When asked to report their own recent driving behaviors, the behaviors that the greatest percentages of respondents admitted to were becoming extremely angry at something another driver did and talking on their cell phone while driving. Overall, with mean responses below 2.0 (on a five-point scale) for all behaviors, responses tended to suggest that the majority of respondents engage in most of these behaviors relatively infrequently.

- When asked to report how often they saw other drivers in their area engage in a variety of behaviors, the behaviors that drivers reported seeing others engage in most often were talking on cell phones and speeding on the highway. Drivers reported seeing others engage in virtually all behaviors that they were asked about much more frequently than they reported engaging in the same behaviors themselves.

- Respondents were asked to rate their level of support or opposition for a variety of traffic safety measures, most of which received high levels of support and relatively little opposition. The most strongly supported measures were requiring all new teenage drivers to complete a state-approved driver's education course and laws requiring all vehicle occupants to wear seatbelts. The measures receiving the least support were using cameras to ticket speeding drivers automatically, and requiring all drivers to use equipment that would test them for alcohol before starting their cars.

The data and conclusions presented here represent only "the tip of the iceberg" of what can be learned from this survey. The data collected through this survey is a vast and robust source of information with immense potential for a great deal of in-depth research in the future.

APPENDIX: QUESTIONNAIRE

V13.5 Field Start: 10.25.07**,** Last Update of Instrument 11.30.07

SURVEY AVAILABLE IN ENGLISH AND SPANISH.

RDD SAMPLE = INT01 and INT02
CELL SAMPLE= INT05 possibly INT03

Add this on a function key - Answering Machine Script (For Cell Phones Only)

GRAYED TEXT WAS REMOVED FROM PROGRAM ***(changes made on 11/29/07)***
1st message: Hello, my name is _____ and I'm calling on behalf of a national non-profit foundation that works to promote public safety. I realize that I may be calling you on your cell phone. I will call you back in about one hour so I can explain the study and offer you an incentive to cover the cost of your cell phone time. Our toll free hotline number is 1-877-221-7828. Thanks in advance for your help!

NEW TEXT
I apologize for calling your cell phone but it's important. We're conducting a survey of experiences and opinions about safety in America and we need to interview people that use cell phones as much or more than regular phones. We'll reimburse you to cover the cost of using your cell phone. I'll try you again in an hour and hopefully you will be able to talk to me even briefly. Or if you want, call us at 1-888-223-3854 and ask for the safety survey.

2nd message: Hello this is _____ calling back to speak with you about the national study on public safety. I would really appreciate it if you would return my call so we could include your opinions in this important study. For your participation we would cover the cost of your cell phone time. Our toll free hotline number is 1-888-223-3854. I will call you back in hour. Thanks in advance for your help!

RDD Sample

[INT01] Hello, my name is _____ and I'm calling to conduct a voluntary survey on behalf of a national non-profit foundation that works to promote health and safety. RANDOM SELECTION: We would like to randomly pick a person for the survey. Of the people 18 years or older, could you please tell me the name of the person who had the most recent birthday?

IF NOT AVAILABLE, SET APPOINTMENT FOR SELECTED RESPONDENT, RECORD NAME _____

AGEND added on 11/1/07
[AGEND] CODE GENDER – ONLY ASK AS NEEDED

1. Male
2. Female

INTERVIEWER NOTE: WE CAN SPEAK WITH ANOTHER RESPONDENT IF THE PERSON IN THE HH WITH THE MOST RECENT BIRTHDAY CANNOT BE REACHED AFTER 3 ATTEMPTS

IF ASKED, How did you get my number?: A computer randomly generated a list of possible phone numbers. We do this because we need to talk with people who have listed and unlisted telephone numbers or cell phones to be sure we have a random sample of Americans for this survey.

[INT02] This is a voluntary survey about your opinions. We aren't trying to sell anything and we're not trying to raise money. Your opinions are important to us because we need to get an accurate picture of what people in the United States think about these issues. If I ask you a question that you don't want to answer, just let me know and I'll move on to the next one. This should take about ten to fifteen minutes of your time.

IF NEEDED: You were selected randomly to participate in this study. Your responses are very important.

IF ASKED: I'm calling from DataSource, a survey research company in Texas. To keep from biasing your answers, I'd like to ask you a couple of questions and then I will tell you the name of the organization sponsoring the survey. Again, we are not selling or fundraising. This is strictly an opinion survey and most respondents find the topics engaging and interesting to discuss.

Before we get started I'd like to ask you a few quick questions about the kinds of telephone service you have.

RDD1-4
Not counting cell phones, how many different telephone lines, with separate telephone numbers, do you have in your home that you routinely answer for incoming calls? _____
IF 1: Is this number listed or unlisted? LISTED UNLISTED
IF >1: Is the telephone line you answer the most listed or unlisted? LISTED UNLISTED

How many working cell phones do you and the people living in the same home with you have? ___

Cell Phone Sample

(changes made on 11/29/07)
[INT05] Excuse me for calling your cell phone but it's about something important. Please give me just 30 seconds to tell you about it and how we'll pay you for the call. May I?

I can tell you what we are doing in four points.

1, this has nothing to do with sales or fundraising; it's an important study of safety in America and we specifically want to include people that use cell phones;

2, the sponsor is a respected national non-profit foundation that works to promote public safety in America;

3, for the study we do interviews on the experiences and opinions of people like you and it takes just a bit over 15 minutes;

4, we can reimburse you $5 to cover the cost of being on your cell phone for the interview.
By the way, my name is _____. May I continue and move into the interview?

IF NOT: Could we make an appointment so I can call you at whatever time you tell me?

Hello, my name is _____ and I'm calling to conduct a voluntary survey on behalf of a national non-profit foundation that works to promote public safety.

IF ASKED, How did you get my number?: A computer randomly generated a list of possible phone numbers. We do this because we need to talk with people who have listed and unlisted telephone numbers or cell phones to be sure we have a random sample of Americans for this survey.

(changes made on 11/29/07)
First I'd like to ask you a few quick questions about the kinds of telephone service you have.
CP1: Did I reach you on your cell phone?

YES **INT03 – SELECTED FOR ALL AUTOMATICALLY**
NO **INT09**

(changes made on 11/29/07)
[INT03] You have been randomly selected to participate in this telephone survey. Since we are calling on your cell phone, if you qualify for the telephone survey we will pay you $5.00 for completing it to cover the cost of your phone time use.
Are you in a place where it is safe to talk?

IF NEEDED/ IF ASKED: This is a voluntary survey about your opinions. We aren't trying to sell anything and we're not trying to raise money. Your opinions are important to us because we need to get an accurate picture of what people in the United States think about these issues. If I ask you a question that you don't want to answer, just let me know and I'll move on to the next one. This should take about ten to fifteen minutes of your time.

OK
KB
R1 → **SKIP TO INT06**

IF NO: Okay, I can call you back at another time

Skip and INTO09 added on 10/31/07
IF CP1=1, SKIP TO CP2

[INT09] - NO ONE WILL REACH INT09 - ***(changes made on 11/29/07)***
This is a voluntary survey about your opinions. We aren't trying to sell anything and we're not trying to raise money. Your opinions are important to us because we need to get an accurate picture of what people in the United States think about these issues. If I ask you a question that you don't want to answer, just let me know and I'll move on to the next one. This should take about ten to fifteen minutes of your time.

IF NEEDED: You were selected randomly to participate in this study. Your responses are very important.

IF ASKED: I'm calling from DataSource, a survey research company in Texas. To keep from biasing your answers, I'd like to ask you a couple of questions and then I will tell you the name of the organization sponsoring the survey. Again, we are not selling or fundraising. This is strictly an opinion survey and most respondents find the topics engaging and interesting to discuss.

CP2: Are you 18 yrs of age or older?
YES
NO

CP8: How many working cell phones do you and the people living in the same home with you have? ___

CP3: At the place where you live, is there a regular telephone used for incoming calls?

IF YES:
CP4: How many telephone lines, with separate telephone numbers, do you have where you live? _____

IF CP4=1, ASK:
CP6: Is this number listed or unlisted? LISTED UNLISTED

IF CP4>1, ASK
CP6: Is the telephone line you answer the most listed or unlisted? LISTED UNLISTED

CP7: About what percentage of all the calls you receive come to your regular telephone line?

IF CP2 = YES, CONTINUE WITH THE REST OF THE SURVEY
IF CP2=NO, Thank and Terminate.

[INT06] IF RESPONDENT REFUSES 1st time: This is a very important national study on public safety and we need to include your opinions. Is there a landline where you would prefer to be reached? COLLECT # IF GIVEN

SPLIT SAMPLE INTO GROUP 1 OR 2 FOR ENTIRE SURVEY– EACH RESPONDENT IS ASKED QUESTIONS FOR THEIR GROUP

1. I'd like to ask you some questions about current issues. I'm going to read you a list of items and for each one I'd like you to tell me how concerned you are about it, using a scale of 1 to 5, where 1 means you are not at all concerned, and 5 means you are extremely concerned. The first is…

ROTATE (VOXCO Randomize Definition #1)

GROUP 1	**GROUP 2**
a. The state of the health care system	b. Pollution
c. The price of gas at the pumps	c. The price of gas at the pumps
d. Airline safety	e. The threat of a terrorist attack
f. Crime	g. The economy
h. Road safety	h. Road safety
i. Global warming	j. Traffic Congestion

1…….5
Not at all concerned Extremely concerned 8. DK 9.RF

2. Now I want you to think about what federal, state, or local government agencies can do to help with these issues. On a scale from one to five, where one means not at all confident, and five means extremely confident, how confident are you in the ability of government agencies to [READ ITEM]?

SELECT THREE ITEMS; ALWAYS INCLUDE ROAD SAFETY AND ADD TWO OTHERS THAT WERE ASKED IN Q1

GROUP 1
a. Improve the state of the health care system
c. DELETED
d. Improve airline safety
f. Fight crime
h. Improve road safety
i. Fight global warming

GROUP 2
b. Reduce pollution
c. DELETED
e. Reduce the threat of a terrorist attack
g. Improve the economy
h. Improve road safety
j. Reduce Traffic Congestion

1…….5
Not at all confident Extremely Confident 8. DK 9.RF

The rest of the survey is mostly about traffic safety. This study is sponsored by a non-profit organization called the AAA Foundation for Traffic Safety.

Q3. MOVED TO AFTER Q22

12. Thinking about serious motor vehicle accidents where someone involved has to go to the hospital, what do you think would be the single most effective thing that could be done to prevent serious motor vehicle accidents?

EDITED: IWER INSTRUCTION: IF RESPONDENT GIVES MORE THAN ONE ANSWER, PROBE FOR MOST IMPORTANT ONE

DELETE: DO NOT READ LIST

Changed on 10/29/07
REMOVE THESE CODES AND DO ALL VERBATIMS – WE WILL POST CODE

1. STRICTER/TOUGHER LAWS
2. HAVE MORE POLICE TO ENFORCE LAWS
3. REDUCE SPEED ON THE ROADS
4. SET UP CHECKPOINTS TO CATCH INTOXICATED DRIVERS
5. IMPROVE THE CONDITION OF THE ROADS THEMSELVES
6. ADD MORE LANES TO HIGHWAYS
7. ADD GUARDRAILS OR MEDIAN BARRIERS

97. OTHER, SPECIFY_____
98. DK
99. RF

Own Attitudes

4. Now I'm going to read you a list of issues involving traffic safety. For each one, I'd like to know how serious a problem you think it is today. You can do this by giving me a number between 1 and

5, where 1 means you feel it is not a problem at all, and 5 means you feel it is an extremely serious problem. The first one is [READ ITEM]

RANDOMIZE LISTS

GROUP 1
a. Drinking drivers
c. Excessive speeding
e. Distracted drivers
g. Elderly drivers
i. Drivers using cell phones

GROUP 2
b. Drivers who run red lights
d. Aggressive drivers
f. Drowsy drivers
h. Young drivers
j. People not wearing seatbelts

1…….5
Not a problem at all Extremely serious problem 8. DK 9.RF

5. Now I'm going to name a few things that some drivers do. Please tell me how acceptable you think it is using a 1 to 5 scale where 1 means it is never acceptable and 5 means it is always acceptable. How acceptable is it to [READ ITEM]…

DO NOT RANDOMIZE OR ROTATE LIST

GROUP 1
a. Allow passengers to ride in the back seat of your car without wearing their seatbelt
l. Allow passengers to ride in the front seat of your car without wearing their seatbelt
c. Drive without wearing your seatbelt
e. Drive 15 miles per hour over the speed limit on a major highway
g. Drive 15 miles per hour over the speed limit on a neighborhood street
i. Drive while feeling very sleepy
k. Drive with a blood alcohol content just a little above the legal limit

b. Talk on a cell phone while driving
d. Speed up to get through a yellow traffic light before it changes
f. Drive through a red light on purpose
h. Drive with an expired license
j. Drive with a blood alcohol content just a little below the legal limit

GROUP 2

1…….5
Never acceptable Always Acceptable 8. DK 9.RF

6. And now please tell me what you think most other people you know would say about those same things, using a 1 to 5 scale where 1 means it is never acceptable and 5 means it is always acceptable. How acceptable do you think most other people you know consider it to [READ ITEM]….

DO NOT RANDOMIZE OR ROTATE LIST

GROUP 1

a. Allow passengers to ride in back seat of their car without wearing their seatbelt
l. Allow passengers to ride in the front seat of their car without wearing their seatbelt
c. Drive without wearing their seatbelt
e. Drive 15 miles per hour over the speed limit on a major highway
g. Drive 15 miles per hour over the speed limit on a neighborhood street
i. Drive while feeling very sleepy
k. Drive with a blood alcohol content just a little above the legal limit

GROUP 2

b. Talk on a cell phone while driving
d. Speed up to get through a yellow traffic light before it changes
f. Drive through a red light on purpose
h. Drive with an expired license
j. Drive with a blood alcohol content just a little below the legal limit

1…….5
Never acceptable Always Acceptable 8. DK 9.RF

7. Have you driven in the past 6 months?
   1. YES
   2. NO → **SKIP TO Q13**
   8. DK → **SKIP TO Q13**
   9. RF → **SKIP TO Q13**

8. Please tell me how often you think about the following things on a 1 to 5 scale where 1 means never and 5 means very often. When you are driving, how often do you think about [READ ITEM]?

RANDOMIZE

a. Setting a good example for other drivers
b. Getting a ticket
c. Damaging your vehicle in an accident
d. Getting hurt in an accident
e. Hurting others in an accident

1…….5
Never Very Often 8. DK 9.RF

9. On a scale from one to five, with 1 meaning no control and 5 meaning total control, when you're driving, how much control do you feel you have over whether or not you will be involved in an accident?

1……...5
No control Total control 8. DK 9.RF

10. Next, I'm going to read some driving related situations about things people do or that happen to them. Remember, this is only a survey to get national estimates of people's behaviors and it's important that we get honest answers. Just tell me if one of these does not apply to you. Using a scale from 1 to 5 where 1 means never and 5 means very often, in the past 30 days, how often have you [READ ITEM].

IF NEEDED: All of your answers are kept confidential.

KEEP LIST IN THIS ORDER – DO NOT RANDOMIZE OR ROTATE

GROUP 1

a. Allowed passengers to ride in the back seat of your car without wearing their seatbelt [IWER: USE N/A IF NO PASSENGERS]
u. Allowed passengers to ride in the front seat of your car without wearing their seatbelt [IWER: USE N/A IF NO PASSENGERS]
c. Driven without wearing your seatbelt
d2. Talked on a cell phone while driving
e. DELETE (Felt pressure from other drivers to drive slower)
g. DELETE (Pressured other drivers to drive slower)
i. Honked at other drivers
k. Driven 15 miles per hour over the speed limit on a major highway
m. Driven 15 miles per hour over the speed limit on a neighborhood street
o. Read or sent a text message or email while you were driving
q. Driven while feeling very sleepy
s. Driven when you thought your blood alcohol content was a little <u>below</u> the legal limit

GROUP 2

b. Been asked by a passenger to slow down or drive more carefully while driving
d. Talked on a cell phone while driving
f. Driven with an expired license
h. Felt pressure from other drivers to drive faster
j. Pressured other drivers to drive faster
l. Speed up to get through a yellow traffic light before it changes
n. Driven through a red light on purpose
p. Tailgated another vehicle
r. Become extremely angry at something another driver did
t. Driven when you thought your blood alcohol content was <u>above</u> the legal limit

1…….5
Never Very Often 6. N/A 8. DK 9.RF

ASK IF (Q10D>1 AND Q10D<96) OR (Q10D2>1 AND Q10D2<96)

10CL. When you talk on a cell phone while driving, do you use a hand-held cell phone or is it hands-free?

[IF NEEDED: a hands-free cell phone can be a speaker phone or headset].

1. HAND-HELD
2. HANDS-FREE
3. BOTH
8. DK
9. RF

11. Now I'm going to ask you some of the same questions again—please tell me how often you have seen other drivers in your area do each of these. Use the same scale from 1 to 5 where 1 means never and 5 means very often. In the past 30 days, how often have you seen other drivers in your area [READ ITEM].

KEEP LIST IN THIS ORDER – DO NOT RANDOMIZE

GROUP 1

a. (REMOVED)
c. (REMOVED)
d2. Talk on a cell phone while driving
e. (REMOVED)
g. Pressure drivers to drive slower
i. Honk at other drivers
k. Drive 15 miles per hour over the speed limit on a major highway
m. Drive 15 miles per hour over the speed limit on a neighborhood street
o. Read or send a text message or email while they were driving
q. (REMOVED)

GROUP 2

b. (REMOVED)
d. Talk on a cell phone while driving
f. (REMOVED)
h. (REMOVED)
j. Pressure drivers to drive faster
l. Sped up to get through a yellow traffic light before it changes
n. Drive through red lights on purpose
p. Tailgate other vehicles
r. Become extremely angry at something another driver did
s. Drive while seeming to have a blood alcohol level above the legal limit

1…….5
Never Very Often 6. N/A 8. DK 9.RF

12. MOVED TO BEFORE Q4

Support for countermeasures

13. Now I'm going to read a list of ideas for ways to try to prevent motor vehicle accidents and injuries. We would like to know whether you would oppose or support each one. After I read each item, please rate it ~~use~~ using a scale from 1 to 5 where 1 means you strongly oppose the idea and 5 means you strongly support it. Let's start with…..[READ ITEM]

RANDOMIZE LIST – C ALWAYS PRECEDES E, D ALWAYS PRECEDES F, L IS ALWAYS LAST
[IT'S ALSO OK TO KEEP IN THIS ORDER IF RANDOMIZING IS IMPOSSIBLE CONSIDERING THE ORDERING CONSTRAINTS]

GROUP 1

a. Requiring all new teenage drivers to complete a state-approved driver education course
c. Using cameras to automatically ticket speeding drivers on major highways
e. Using cameras to automatically ticket speeding drivers on neighborhood streets
g. Using cameras to automatically ticket drivers who drive through red lights
i. Having more sobriety checkpoints, where police officers stop drivers and test them for alcohol.
k. Having a law that allows doctors to report patients to the DMV if they have specific health problems that can impair their driving (DMV= DEPT. OF MOTOR VEHICLES)

GROUP 2

b. Having more police on the road to enforce traffic laws
d. Requiring drivers who have been convicted of DWI to use equipment that tests them for alcohol before they can start their car (DWI=DRIVING WHILE INTOXICATED)
f. Requiring all drivers to use equipment that tests them for alcohol before they can start their car
h. Making the shoulders wider on 2-lane rural roads
j. Having a law that requires all drivers and passengers, in both the front seat and the back seat, to wear their seatbelts
l. Requiring drivers over a certain age to take a behind-the-wheel driving test when they renew their license

1…….5
Strongly oppose Strongly support 8. DK 9.RF

IF Q13l driving test =4 or 5 ASK Q14, ELSE SKIP TO Q15

14. You said you would support a behind-the-wheel driving test for drivers over a certain age to renew their license. What age should that be?

_____ age in years
997. OTHER, SPECIFY _____
998. DK
999. RF

You said you would oppose [IF ONE ITEM: one/ IF MORE THAN ONE ITEM: some] of those ideas.

FOR EACH ITEM RATED 1 OR 2 IN Q13, ASK:
15a – l. Can you please tell me why you would oppose [READ ITEM]?

DO NOT READ LIST, SELECT ALL THAT APPLY

1. TOO EXPENSIVE
2. DON'T THINK IT WOULD BE EFFECTIVE/ WON'T WORK
3. TOO INVASIVE/ VIOLATES PRIVACY
4. UNFAIR

97. OTHER, SPECIFY _____
98. DK
99. RF

16. Please tell me how much you agree or disagree with the following statements using a 1 to 5 scale where 1 means you strongly disagree and 5 means you strongly agree. If one of the statements does not apply to you at all, just tell me so.

RANDOMIZE LIST

IF R HAS NOT DRIVEN IN PAST 6 MONTHS (Q7 = 2), SKIP A, B, I

GROUP 1

a. I drive more carefully when I have children in my vehicle
c. Car accidents just happen and there isn't much we can do about them
e. I have asked a driver I was riding with to slow down or pay more attention
g. Enforcement of traffic laws is too strict
i. I feel unsafe when I'm driving near large trucks
l. Major highways are safer than two-lane rural roads
f. Speed limits are too high on major highways
n. The vehicle I drive most often is very safe
p. I have access to enough information about the safety of different cars

GROUP 2

b. I am a more careful driver than most people
d. Most drivers who are involved in accidents are at least partially to blame
h. States need higher standards for issuing drivers licenses
j. Elderly drivers make me feel unsafe
k. Teenage drivers make me feel unsafe
m. The vehicle I drive most often is very safe
o. The roads where I drive the most are very safe
q. Major highways feel safer than two-lane rural roads.

1…….5
Strongly disagree Strongly agree

6. N/A 8. DK 9.RF

Personal Experience

17. Please tell me how many of the following have happened in the past 24 months.

IF R HAS NOT DRIVEN IN PAST 6 MONTHS (Q7 = 2), SKIP A, B

	ENTER NUMBER [RANGE: 0 – 20]	DK 98	RF 99
a. How many traffic tickets have you gotten in the past 24 months for moving violations, including any that were reduced or dismissed.			
b. During the past 24 months, how many accidents have you been in while you were driving?			
c. During the past 24 months, how many accidents have you been in while you were a passenger?			

IF INVOLVED IN ACCIDENT AS DRIVER OR AS PASSENGER, ASK Q18, ELSE SKIP TO Q19

18. [IF MORE THAN ONE ACCIDENT: I'd like to ask you a few questions to find out about the accidents. For the most serious accident please tell me yes or no to the following:]

[IF ONE ACCIDENT: I'd like to ask you a few questions to find out about the accident. Please tell me yes or no to the following:]

IWER: SELECT THE FIRST ANSWER WITH A 'YES' RESPONSE

1. Did anyone die because of the accident?
2. Was anyone hurt badly enough to be taken to the hospital?
3. Were there minor injuries, but nobody went to the hospital?
4. Was there physical damage to one or more vehicles?
5. So, there were neither injuries nor damage.

8. DK
9. RF

19. Has anyone close to you, a family member or friend, <u>ever</u> been permanently disabled or died because of a motor vehicle accident?

IF NEEDED: By close I mean someone you knew personally and felt close to whether it was a member of your family or a friend.

1. YES
2. NO → **SKIP TO Q22**

8. DK → **SKIP TO Q22**
9. RF → **SKIP TO Q22**

20. Was it a member of your immediate family, a relative, or a close friend?

IF ASKED: Immediate family means your spouse, children, siblings, parents, grandparents or grandchildren.

SELECT ALL THAT APPLY (MULTIPLE RESPONSE)

1. A member of your immediate family
2. A relative
3. A close friend

97. Other (Specify:_____)
98. DK→ **SKIP TO Q22**
99. RF → **SKIP TO Q22**

21. How many years ago did the accident involving [FILL WITH LOWEST NUMBERED ANSWER (i.e. CLOSEST PERSON FROM Q20] happen?

[OR IF MORE THAN ONE ACCIDENT, CLARIFY: Thinking of the accident that impacted you the most, how many years ago did it happen?]

SPECIFY YEARS _____MONTHS _____ [RANGE: 0 – 95]

96. 96 OR MORE
98. DK
99. RF

22. Have you <u>ever</u> been injured seriously enough to require medical attention in a motor vehicle accident?

1. YES
2. NO

8. DK
9. RF

3. About how many people do you think died last year from motor vehicle accidents in the United States? Even if you don't know the exact number, please give me your best guess.

_____ [RANGE: 0 – 999,995]

999,996. 999,996 OR MORE (I.E. 1 MILLION OR MORE)
999,998. DON'T KNOW – What's your best guess?
999,999. REFUSED

Demographics

IF Q7=NO, DK, RF, ASK Q23, ELSE SKIP TO Q24

23. Have you ever had a driver's license?

1. YES
2. NO → **SKIP TO Q33**

8. DK → **SKIP TO Q33**
9. RF → **SKIP TO Q33**

24. How old were you when you got your first driver's license?

_____
96. HAVE NEVER HAD A DRIVER'S LICENSE → **SKIP TO Q33**
98. DON'T KNOW
99. REFUSED

25. Did you take any type of formal driver education or training course before you got your first license?

1. YES
2. NO

8. DK
9. RF

26. Has your driver's license ever been suspended or revoked?

1. YES
2. NO → **SKIP TO Q28**

8. DK→ **SKIP TO Q28**
9. RF → **SKIP TO Q28**

27. Why was that?

1. RECORD RESPONSE:_____

8. DK
9. RF

28. In a typical 7-day week, about how many miles do you drive?

_____ RANGE: [0 – 99995]

00000. NONE
99996. DOESN'T DRIVE ANYMORE → **SKIP TO Q33**
99998. DON'T KNOW
99999. REFUSED

29. In a typical week, how many days would you say you drive?

_____

8. DON'T KNOW
9. REFUSED

30. MAKE, MODEL, YEAR What is the make, model and year of the vehicle you drive most often?

CATI WILL HAVE CODES FOR THESE FIELDS AS WELL AS OTHER (SPECIFY___)

_____	_____	_____
MAKE	MODEL	YEAR

9998. DK
9999. REFUSED

31. In the past 30 days, do you generally have passengers in your vehicle on most, some, very few or none of your trips?

1. MOST
2. SOME
3. VERY FEW
4. NONE

8. DK
9. RF

32. In the past 30 days, what types of roads have you spent most of your time driving on? Highways and freeways, major roads besides highways, city streets or rural roads?

1. HIGHWAYS AND FREEWAYS
5. MAJOR ROADS BESIDES HIGHWAYS
2. CITY STREETS OR
3. RURAL ROADS/ COUNTRY ROADS/ DIRT ROADS
4. MIXED (DO NOT READ)
97. OTHER, SPECIFY _____
98. DK
99. RF

ASK ALL

33. **HZIP** What is the zip code where you live?

_____

99998. DON'T KNOW
99999. REFUSED

34. **EDUCA** What is the highest level of education you have completed?

1. UP TO 8TH GRADE
2. SOME HIGH SCHOOL
3. HIGH SCHOOL GRADUATE
4. SOME COLLEGE OR TECHNICAL SCHOOL
5. ASSOCIATE'S DEGREE
6. BACHELOR'S DEGREE
7. POST GRADUATE DEGREE (MASTER'S DEGREE, LAW DEGREE, PhD)

97. OTHER SPECIFY _____
98. DON'T KNOW
99. REFUSED

35. **HISP** Would you say that you are of Latino or Hispanic origin including Mexican, Puerto Rican, Cuban or some other Hispanic background?

1. Yes
2. No

8. DK
9. RF

36. **ETHN** I'm going to read a list of race categories. Are you Caucasian or White, African American or Black, Asian or Pacific Islander, American Indian or Native American or Something Else?

1. CAUCASIAN/ WHITE
2. AFRICAN AMERICAN/ BLACK
3. ASIAN/ PACIFIC ISLANDER
4. AMERICAN INDIAN/ NATIVE AMERICAN,
5. HISPANIC/ LATINO (DO NOT READ)

97. SOMETHING ELSE SPECIFY: _____

98. DON'T KNOW
99. REFUSED

37. **MARIT** Are you currently…

READ ENTIRE LIST

1. Single, never married
2. Not married but living in a marriage-like relationship
3. Married
4. Divorced/Separated
5. Widowed

98. DON'T KNOW
99. REFUSED

38. **AGE** What is your current age?

_____
998. DON'T KNOW
999. REFUSED

39. **HHSIZ** HOUSEHOLD ROSTER
Including yourself, how many people live in your home? _____
[NEED INTERVIEWER TRAINING ON WHETHER TO COUNT COLLEGE STUDENTS]

IF MORE THAN 1
CHILD Are any of these people under age 13?
YES
NO → **SKIP TO SCRP2**
RF → **SKIP TO SCRP2**

CNTCH How many children are under the age of 13? _____ 99RF

IF LESS THAN TOTAL NUMBER OF PEOPLE
SCRP2 I have just a few questions about the other people, age 13 and older, living in your home.
1. CONTINUE
2. NO → **SKIP TO GEND**

ROSTER:
PERNO Starting with the oldest person, please tell me the age, male or female, whether or not they have a driver's license.

PAGE		998. DK	999. RF	
PGEND	1. MALE	2. FEMALE	8. DK	9. RF
LIC	1. MALE	2. FEMALE	8. DK	9. RF

GEND CODE GENDER – DO NOT ASK

1. Male
2. Female

INT04 We may want to put together a panel of people who responded to this survey and would be willing to respond to surveys about traffic safety in the future. We would only call about once per year for a similar survey. If we do form a panel, would you like to be invited to join the panel?

For this purpose only, would you please tell me your name and mailing address?

OK
PR – REFUSED PANEL

IF REFUSED ADDRESS FOR PANEL AND RDD SAMPLE SKIP TO PTYPE

IF REFUSED ADDRESS FOR PANEL AND CELL PHONE SAMPLE ASK:
INT08 We understand if you would not like to join the panel, however we would need to gather your mailing address if you would like to receive your incentive.

OK - OKAY, WILL PROVIDE ADDRESS FOR INCENTIVE
NI - REFUSED ADDRESS FOR INCENTIVE → **SKIP TO PTYPE**

RFNAM, RLNAM NAME_____
MADDR, MSUT MAILING ADDRESS _____ [FILL FOR LISTED SAMPLE]
CITY CITY_____
MSTAT ST _____
MZIP ZIP _____ (need zipcode at mailing address)

BESTP BEST TELEPHONE NUMBER _____
CELLP CELL PHONE NUMBER _____
ALTNP ALTERNATE TELEPHONE NUMBER _____

EMADR Email address that is not likely to change within the next year
_____

PTYPE added on 11/1/07
PTYPE And one last question, was this call completed on a regular telephone line or on a cell phone?

1. REGULAR TELEPHONE LINE (LANDLINE)
2. CELL PHONE (MOBILE PHONE)
8. DK
9. REFUSED

THANK Those are all the questions that I had. Thank you very much for your time and participation today.

INTERVIEWER:
ATTN RESPONDENT'S ATTENTION TO YOU WAS:

1. POOR
2. ACCEPTABLE
3. GOOD
4. EXCELLENT

UNDER RESPONDENT'S GENERAL UNDERSTANDING OF THE QUESTIONS WAS

1. POOR
2. ACCEPTABLE
3. GOOD
4. EXCELLENT

OTHRC ENTER OTHER NOTES: _____