

National Highway Traffic
Safety Administration

CUSTOMER SATISFACTION SURVEY



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

NHTSA
People Saving People
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16. Abstract <p>In 1995, the National Highway Traffic Safety Administration (NHTSA) conducted its first Customer Satisfaction Survey in response to the requirements of the National Performance Review and Executive Order 12862. An independent research organization, Schulman, Ronca & Bucuvalas, Inc., administered the telephone survey to persons ages 16 and older randomly selected from across the United States. This survey was used to gather information about the public's knowledge and opinion on a variety of highway safety issues, along with their attitudes toward the role that the federal government should play in promoting highway safety.</p> <p>The 1995 survey was also used as a baseline measure. Subsequent surveys would be used to measure NHTSA's progress in improving its service to the public. The 1997 survey represents the first of these follow-up surveys. The results give NHTSA an assessment of the public's knowledge and opinions similar to those in 1995. It also provides NHTSA with its first look at changes in these factors -- whether brought about by external influences, or by the agency's own efforts in improving its service.</p>					
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INTRODUCTION

In 1995, The National Highway Traffic Safety Administration (NHTSA) of the U.S. Department of Transportation conducted a national Customer Satisfaction Survey in response to the requirements of the National Performance Review and Executive Order 12862. The results of this survey gave NHTSA information about the kind and quality of services the public wants from the Federal government related to traffic safety and their level of satisfaction with existing services. The information was used by NHTSA in judging agency performance and in making resource allocations.

In 1997, NHTSA repeated the survey in order to determine both the public's present assessment of NHTSA and to monitor changes in their perception. The second survey will be used by NHTSA to assess the effectiveness of their efforts to improve customer service.

As with the earlier effort, the 1997 survey's data collection involved interviews with approximately 4,000 respondents. The respondents were randomly selected to represent the total non-institutionalized population, age 16 and older, of the United States. The survey was conducted by telephone, using computer assisted telephone interviewing (CATI). A Spanish language version was used by bilingual interviewers to minimize language barriers. Interviews were conducted during the period from November 4, 1997 to January 9, 1998. The 1995 field period was conducted during a similar period (November 1 to December 26). The average interview length was 26 minutes and the response rate was 80.9%.

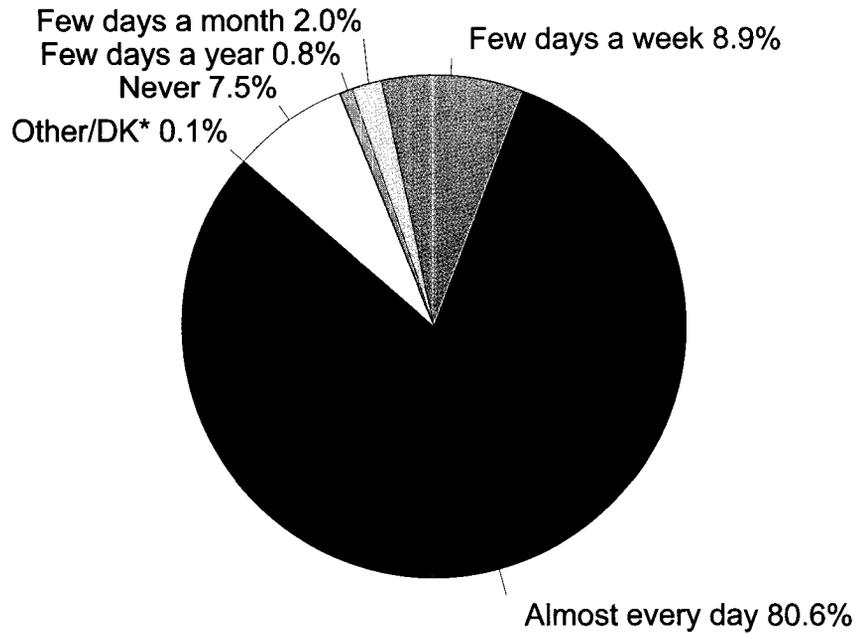
The completed data sets were weighted to correct for disproportionate sampling, selection bias, and non-response bias. The complete weighting procedure and other components of the survey methodology are described in greater detail in Appendix A of the report. The survey questionnaire is included as Appendix B.

Most percentages in the report are based on the total population of survey respondents (4,044); tables based on subsets of the total respondent population are labeled to show the appropriate base. Because the sample is statistically representative, the results comprise national estimates of the public's attitudes, opinions, and behavior.

SECTION 1

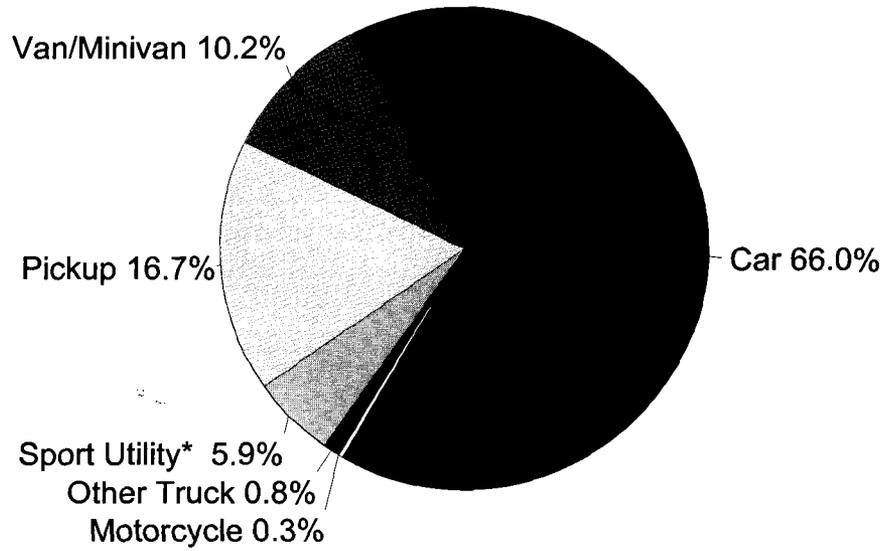
1997 Results

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



* Don't Know

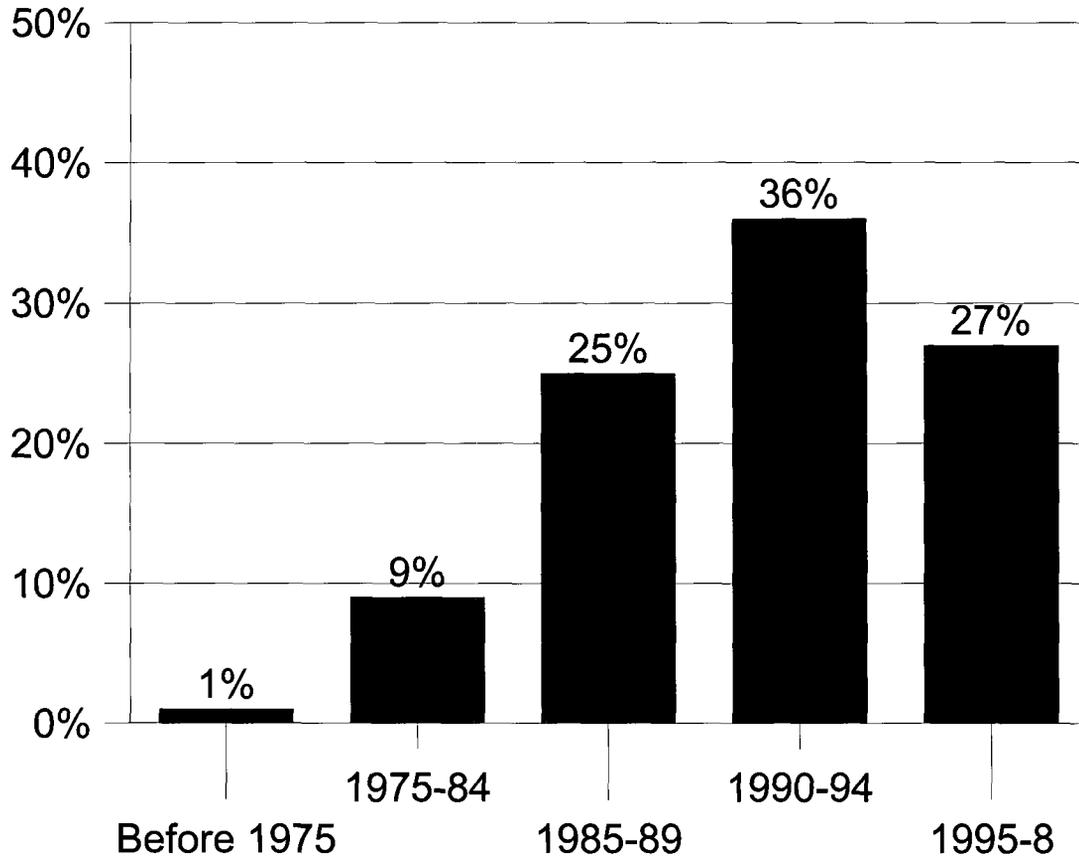
2. Is the vehicle you drive most often a car, van, motorcycle, pickup truck, or other type of truck?



[Base: Drivers; N=3765]

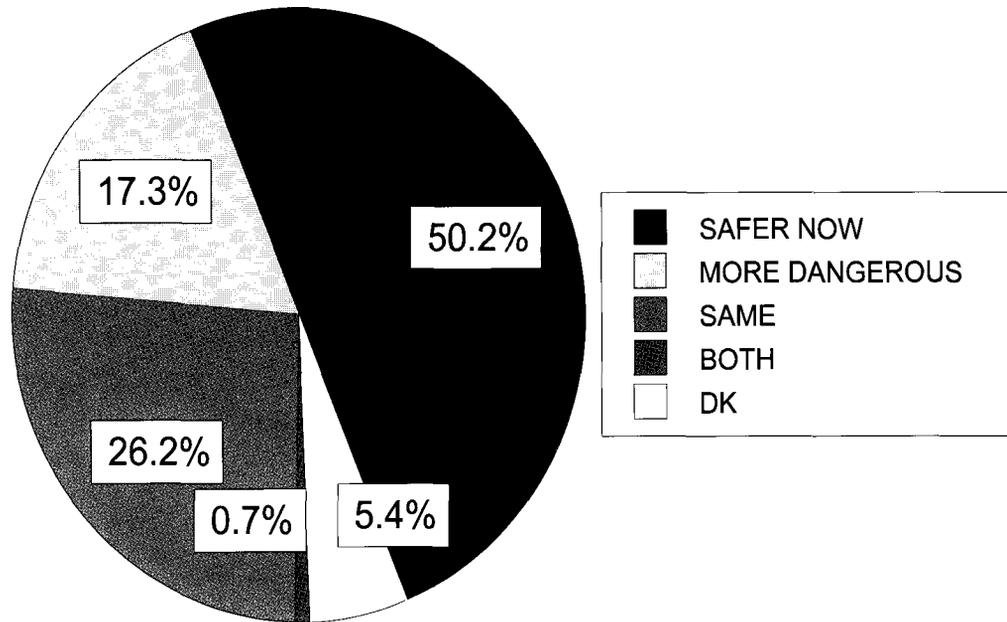
* Includes Jeep, Explorer, Trooper, and similar (volunteered response)

3. What model year is the [vehicle] you normally drive?



[Base: Drivers whose primary vehicle is not a motorcycle N=3753]

4a. Compared to 10 years ago, do you think motor vehicles are safer now, more dangerous now, or are they about as safe now as ten years ago?



4b. Why are they safer now?

Air bags	62%
Better built/designed	47%
Seat belts	25%
Braking systems	21%
Steel construction	10%
Tires	1%
Other	4%
Don't know	3%

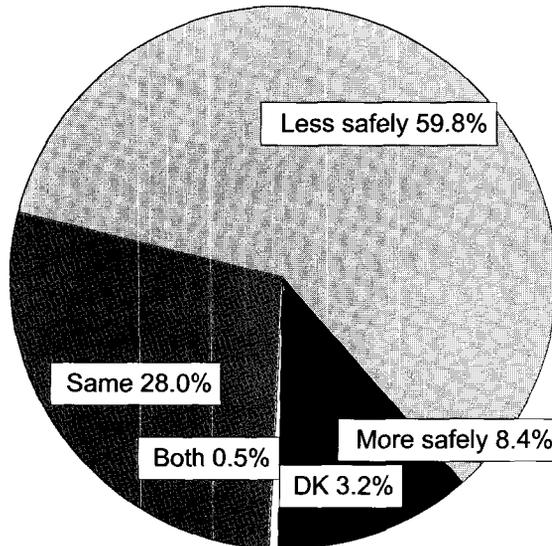
[Base: Think motor vehicles are safer now, N=2097]

4c. Why are they more dangerous now?

Weaker materials	47%
Poor quality/workmanship	34%
Smaller size	12%
Higher speeds	9%
More vehicles on road	9%
Airbags are dangerous	7%
Reckless drivers	2%
Other	8%
Don't know	1%

[Base: Think motor vehicles are more dangerous now, N=716]

5a. Compared to 10 years ago, do you think that drivers drive more safely now, less safely now, or about as safely now as ten years ago?



5b. Why do they drive more safely now?

Drivers better educated/aware	29%
Tougher laws	12%
More enforcement	11%
Seat belts	11%
Less drinking and driving	9%
Media attention	8%
Better highways	8%
More cars on road	5%
Lower speed limits	4%
Insurance rates	3%
Other	12%
Don't know	8%

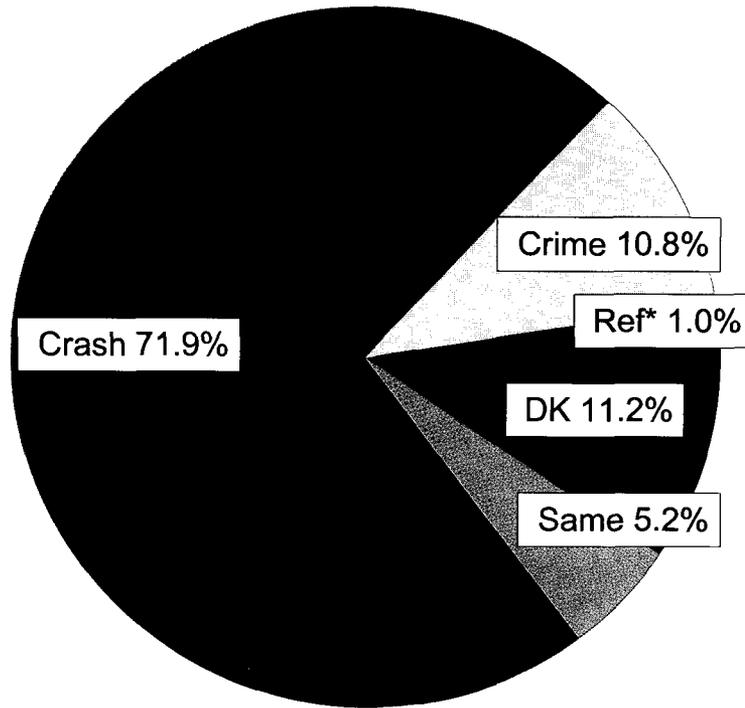
[Base: Think drivers drive more safely now, N=364]

5c. Why do they drive less safely now?

Drive faster	39%
Take more risks	24%
More cars on road	11%
Higher speed limits	11%
More younger drivers	10%
Less courteous drivers	8%
More drinking and driving	6%
Drivers preoccupied	4%
Cell phone use	3%
Less driver education	3%
Road rage/anger control	3%
Disobeying traffic laws	2%
Less enforcement	1%
They feel cars built better	1%
More drugs and driving	1%
Other	5%
Don't know	6%

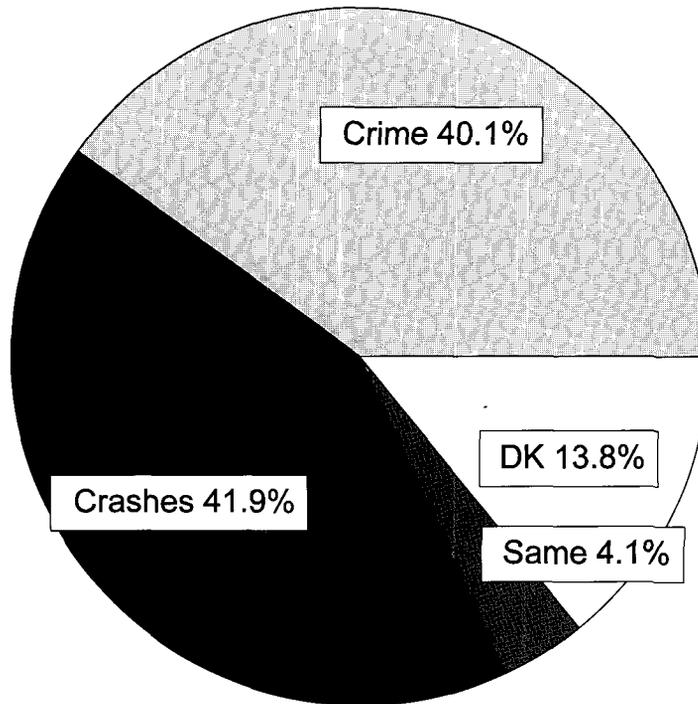
[Base: Think drivers drive less safely now, N=2416]

6. Personally, do you think that you are more likely to be a victim of a violent crime or a victim of a serious motor vehicle accident?

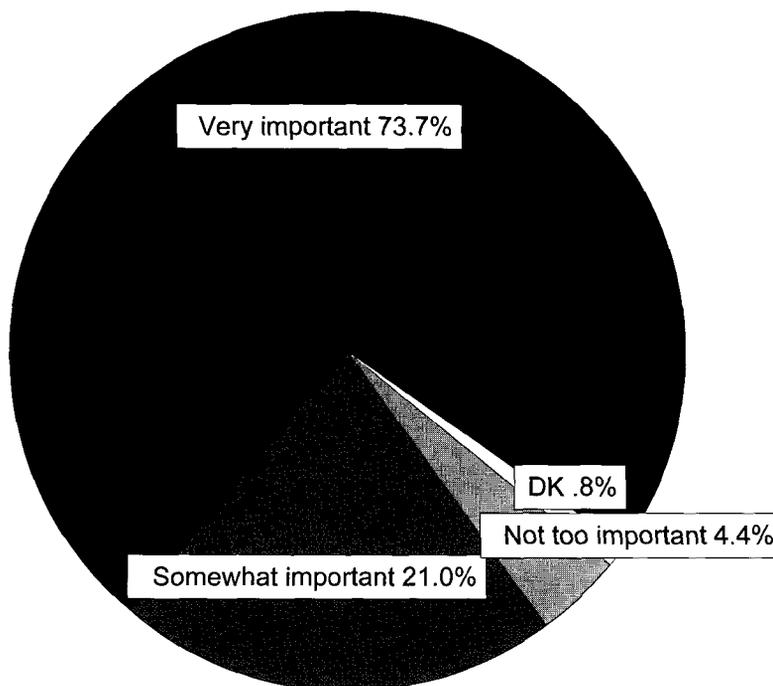


* Refused

7. Do you think that the dollar costs to society are more for violent crime or more for motor vehicle accidents?



8. If you were buying a new motor vehicle, how important would you rank the safety of the vehicle in your purchase decision? Is it... ?



[Base: Drivers]

9. What kinds of safety information, if any, would you want to know before buying a new motor vehicle?

Airbags	45%	Steering/handling	5%
Crashworthiness	30%	Child safety protection	2%
Antilock brakes	23%	Standard safety equipment	2%
Seatbelts	17%	Engine/motor size	1%
Safety record	15%	Other	7%
Steel frame	12%	Don't know	10%
Side impact devices	9%	Nothing	4%
Braking distance	8%		

[Base: Drivers, N=3765]

11a. Where would you be most likely to go to obtain that information?

Auto dealers	48%
Consumer Reports	26%
Auto manufacturers	7%
Auto magazines	7%
Internet	7%
Library	7%
Family and friends	4%
Federal agencies	2%
Mechanics/garages	2%
State agencies	2%
Insurance agent	2%
Other	8%
Don't know	6%

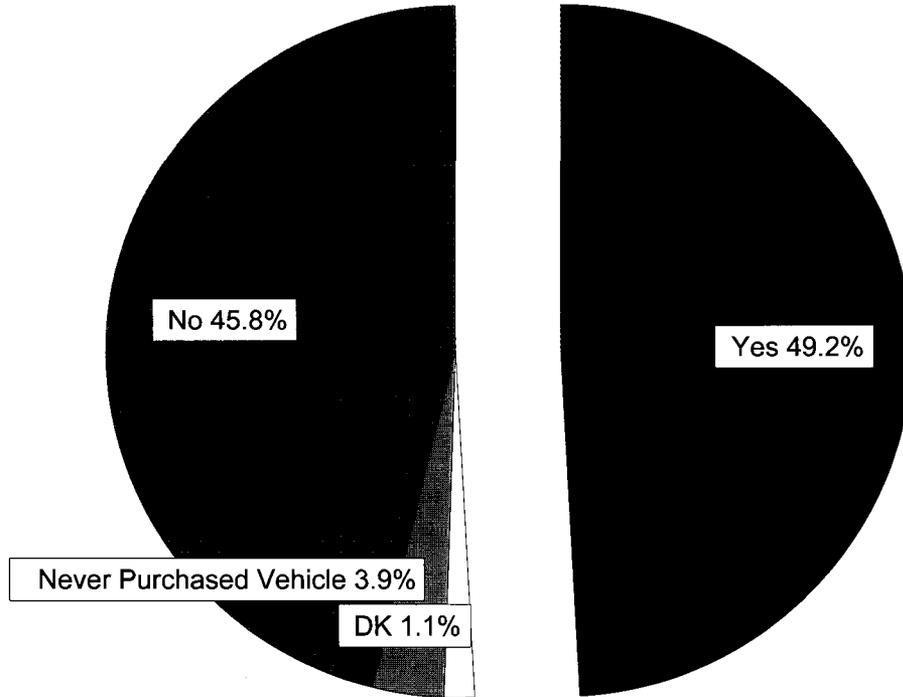
[Base: Would want safety information before buying a new motor vehicle; N=3266]

11b. From which federal agencies would you be likely to get that information?

U.S. Department of Transportation	38%
National Highway Traffic Safety Admin	5%
Consumer Protection Agency (local)	5%
Federal Highway Administration	1%
Other	11%
Don't know	15%
Refused	33%

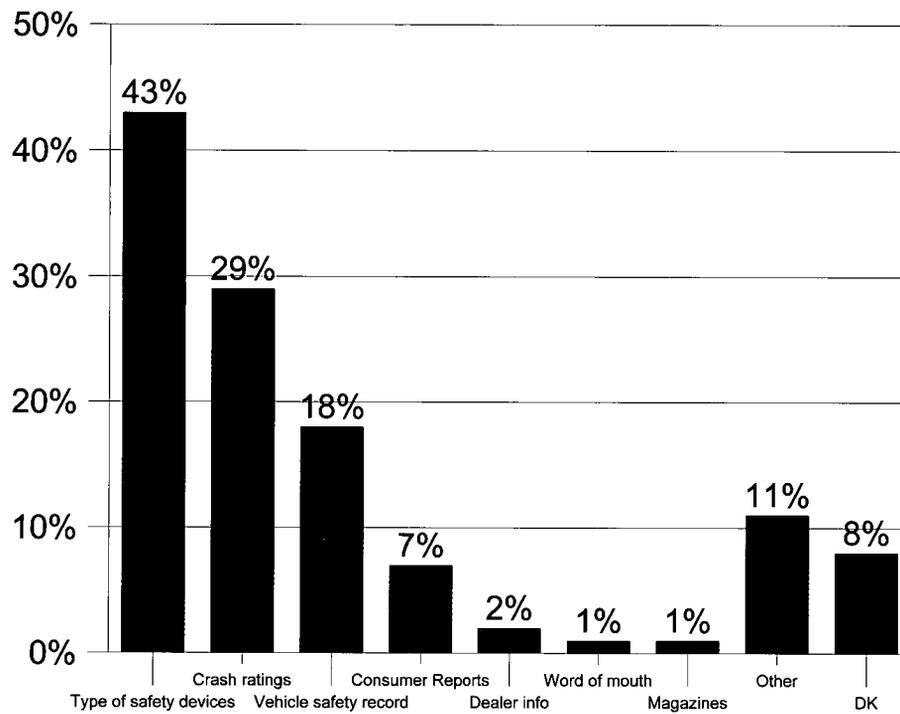
[Base: Said Federal agency in Q 11a; N=60]

12a. In the past, have you used information related to safety when deciding what motor vehicle to buy?



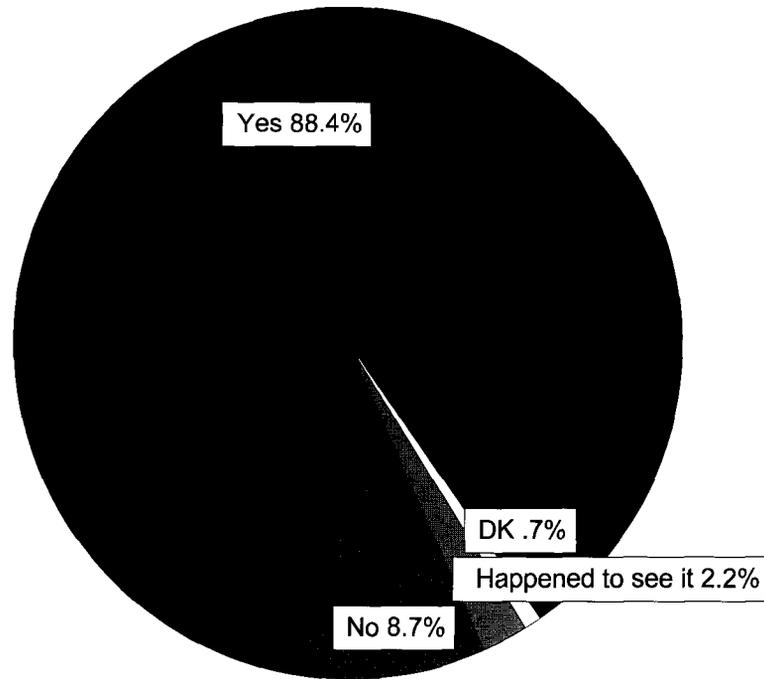
Base: Drivers, N=3765

12b. What safety information did you use?



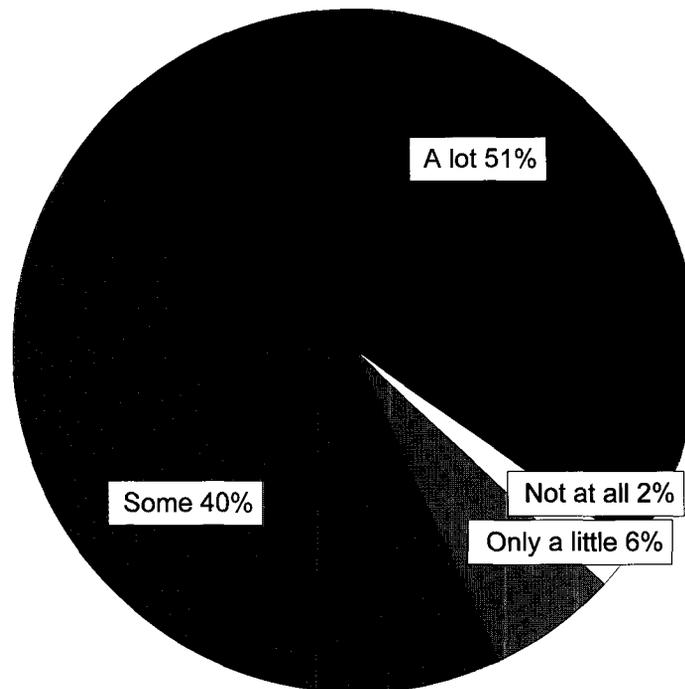
[Base: Those who have used safety information in the past. N=1899]

12c. Were you able to obtain that information easily?



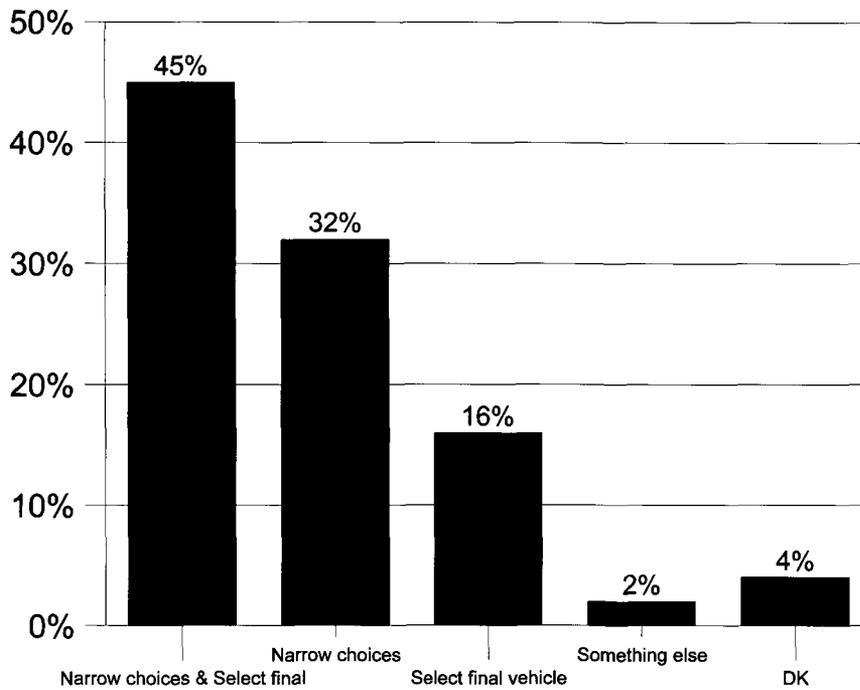
[Base: Used crash ratings/crashworthiness/vehicle safety record, N=690]

12d. How much would you say the safety information affected your decision on which motor vehicle to buy? Would you say it affected your decision...?



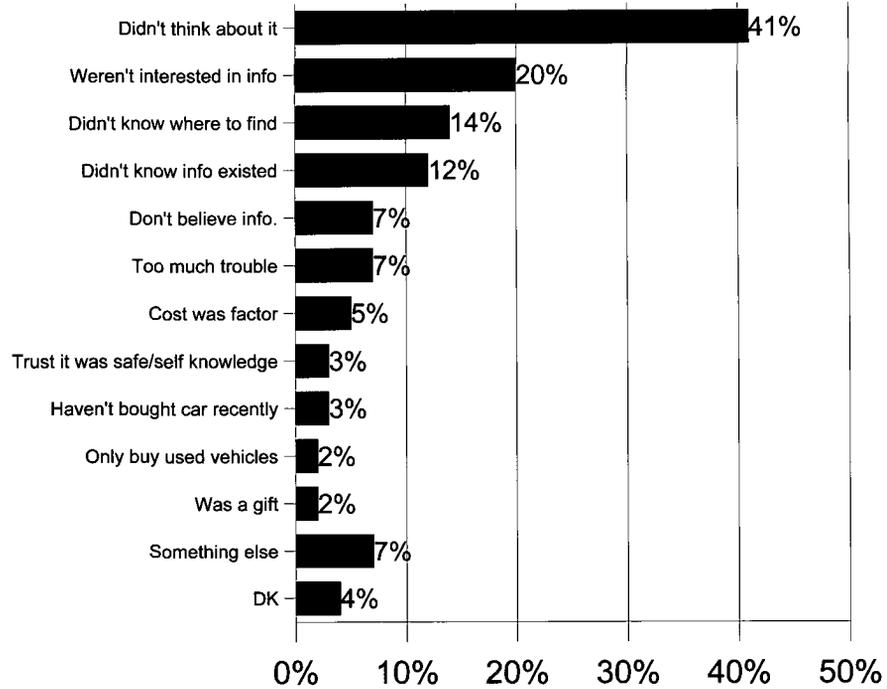
[Base: Drivers who have used safety information in vehicle purchase decisions, N=1899]

12e. What is the main way in which you used the safety information? Did you use it mainly to...?



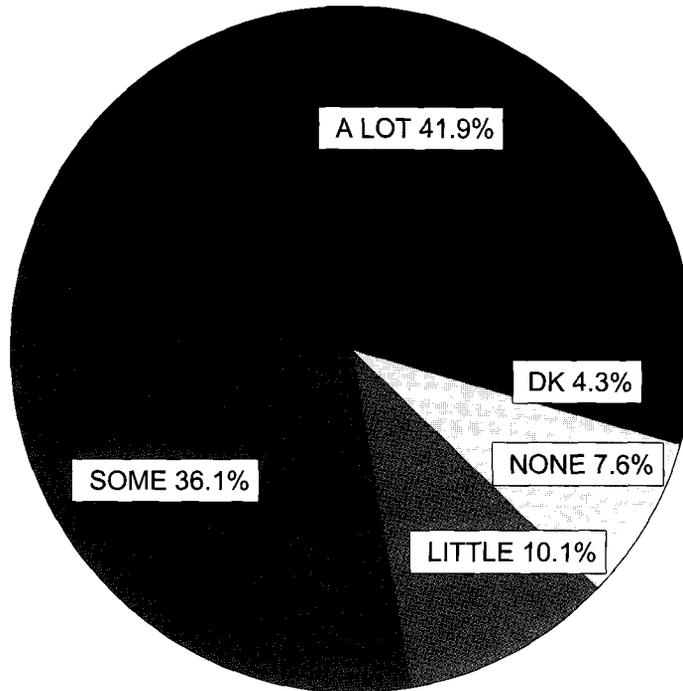
[Base: Safety information affected decision, N=1859]

12f. Why haven't you used safety information in deciding which vehicle to buy? Is it because...?



[Base: Have not used safety information in the past, N=1703]

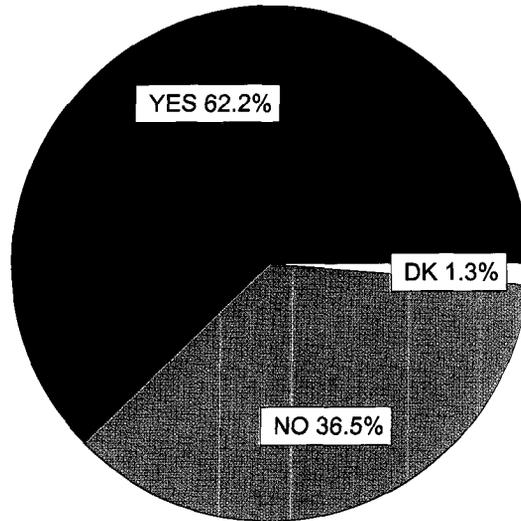
13. Aside from size, how much difference is there between motor vehicles in their ability to protect passengers in a crash?



14. Who do you consider the best source of information on the ability of a vehicle to protect passengers in a crash?

Consumer Reports	23%	State agencies	2%
Auto dealers	9%	Previous owner	1%
Auto manufacturers	8%	Consumer groups	1%
Auto magazines	4%	Library	1%
Federal Agencies	3%	Mechanics/garages	1%
Insurance company/agents	3%	AAA	1%
Television news	3%	Internet	1%
US Dept. of Trans.	3%	Myself	1%
Family and friends	3%	Independent Lab	1%
Police	2%	Other	4%
		Don't know	25%

15a. Have you ever seen or heard the ratings of motor vehicles on their ability to protect passengers in a crash?



15b. Where have you seen or heard about the crash ratings of motor vehicles?

Television	60%	Insurance agent	2%
Magazines	26%	Internet	2%
Consumer Reports	19%	Friends/co-workers	1%
Newspapers	15%	Government	1%
Radio	3%	Other	4%
Auto dealers	2%	Don't know	3%

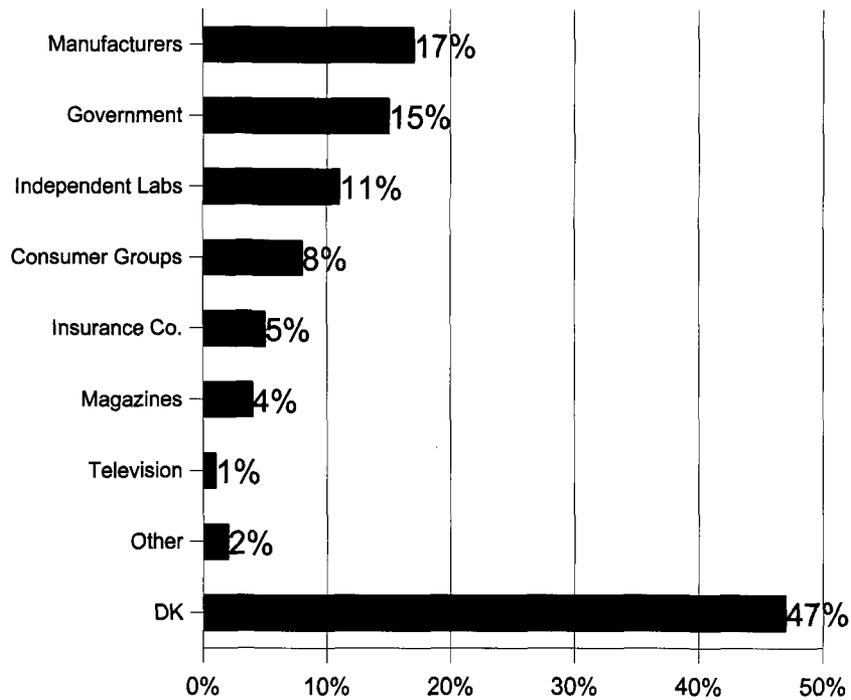
[Base: Have seen or heard of crash ratings; N=2580]

15d. Which magazines publish crash ratings of motor vehicles?

Consumer Reports	66%	Newsweek	2%
Motor Trend	8%	Time	2%
Car and Driver	7%	Consumer Digest	1%
AAA Magazine	3%	Other	7%
Road and Track	2%	Don't know	16%
Popular Mechanics	2%		

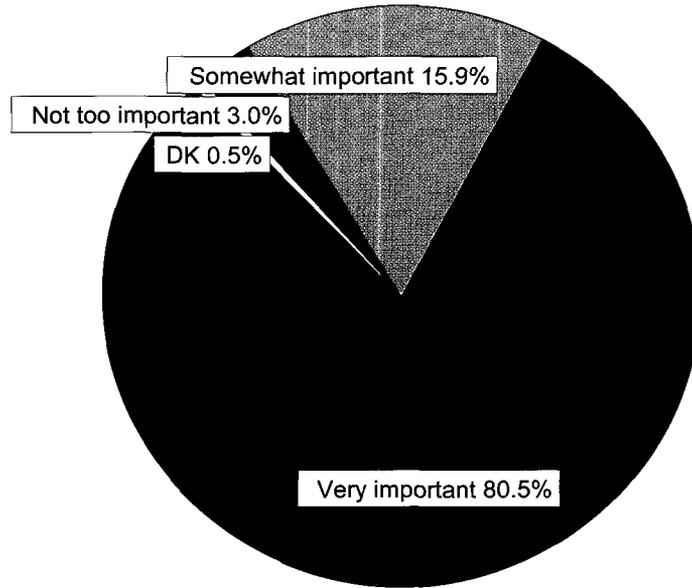
[Base: Have seen or heard of crash ratings in magazines; includes those who said "Consumer Reports" in Q.15b; N=1123]

15e. Who conducts the crash tests on which those ratings are based?

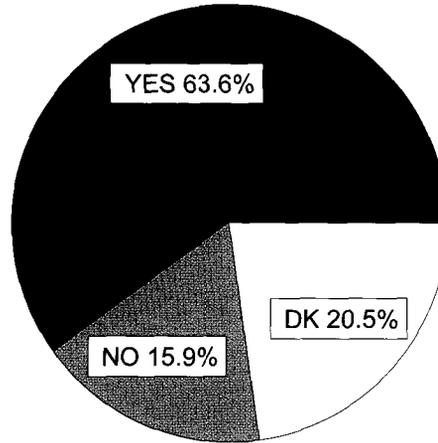


[Base: Have seen or heard of crash ratings; N=2580]

15f. In your opinion, how important is it that ratings of the comparative safety of motor vehicles be available to consumers? Is it..?



16a. To the best of your knowledge, does the government conduct crash tests of vehicles to check their safety?



16b. Which government agency conducts those crash tests?

U.S. Department of Transportation . . .	23%
State Dept of Motor Vehicles (DMV) . . .	4%
National Trans. Safety Board	4%
National Highway Traffic Safety Admin	3%
Consumer Protection Agency (local) . .	1%
Consumer Product Safety Commission	1%
Federal Highway Administration	1%
State Motor Vehicle Inspection Station . . . *	
Other	4%
Don't know	60%

[Base: Think government conducts crash tests; N=2559]

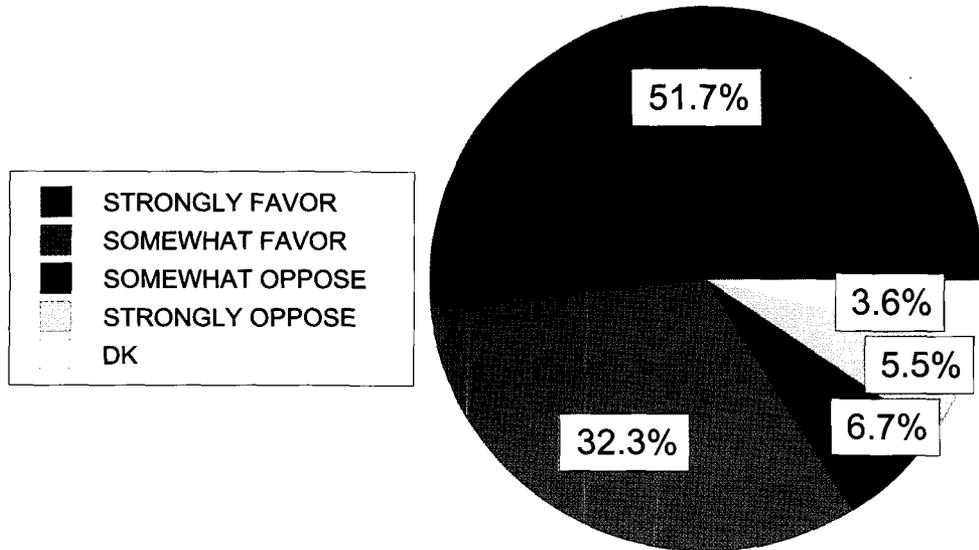
*Less than .5%

16c. If you wanted government test results on the crash protection of specific motor vehicles, where would you go to obtain this information?

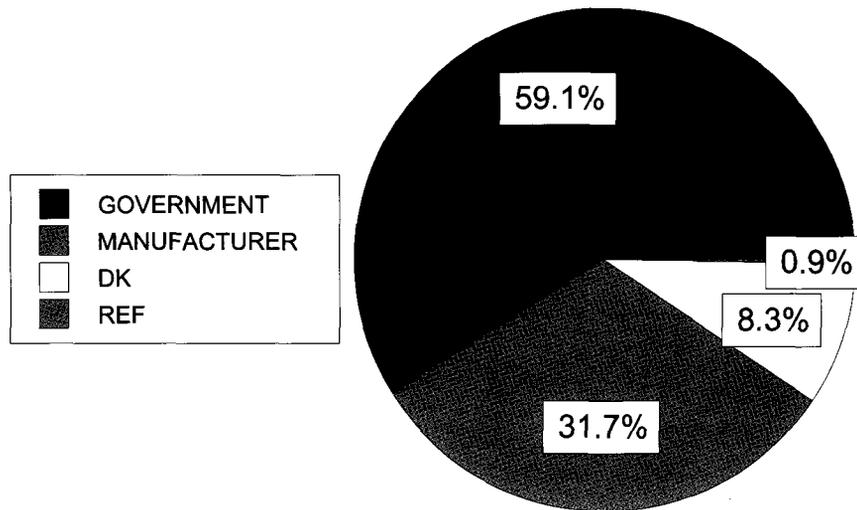
Library	14%
State Dept of Motor Vehicles	11%
The Internet	10%
U.S. Department of Transportation	9%
Car dealership	8%
Consumer reports/guides	6%
Government (unspecified)	4%
Manufacturer	2%
National Highway Traffic Safety Admin	2%
Police	2%
Insurance company	1%
AAA	1%
Other	8%
Don't know	31%

[Base: Think government conducts crash tests; N=2559]

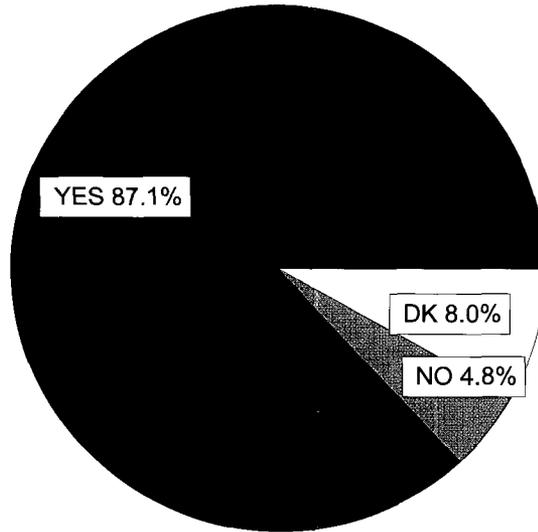
17. How do you feel about the crash testing of motor vehicles by the government to determine how well they protect passengers in a crash? Do you... ?



18. Do you think that the government should set the standards for how well motor vehicles protect passengers in a crash or should those standards be set by the manufacturers?



19a. To the best of your knowledge, does any of the equipment on motor vehicles have to meet specific safety standards before the vehicle can be sold?



19b. Who sets those standards?

Federal government	40%	Government (unspecified)	1%
Manufacturers	18%	Public/consumers	1%
State government	8%	Other	3%
Dept. of Transportation	6%	Don't know	25%

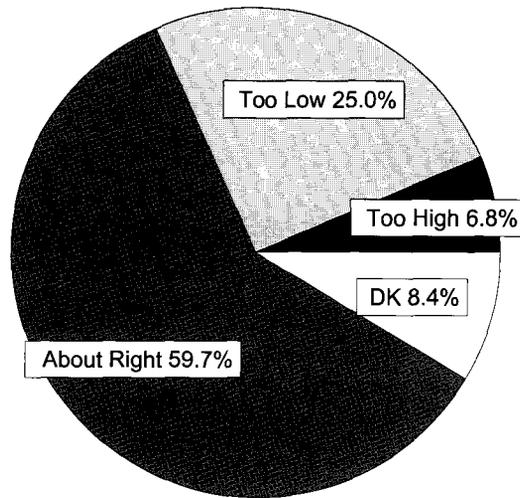
[Base: Aware of vehicle safety standards; N=3548]

19c. Which government agency sets those standards?

U.S. Department of Transportation	32%	Consumer Protection Agency (local)	1%
State Dept of Motor Vehicles	4%	Consumer Product Safety Comm.	1%
National Trans. Safety Board	4%	Other (unspecified)	4%
National Highway Traffic Safety Admin	3%	Don't know	52%
Federal Highway Administration	2%		

[Base: Said Federal government in 19b; N=1456]

20a. Do you think that the current standards for safety equipment on new motor vehicles are too high, too low, or about right?



20b. Why do you think that they are too high?

Makes cars too expensive	38%
Too many standards	12%
Cost passed to consumers	11%
Government too intrusive	7%
Problems with Airbags	6%
Other	11%
Don't know	19%

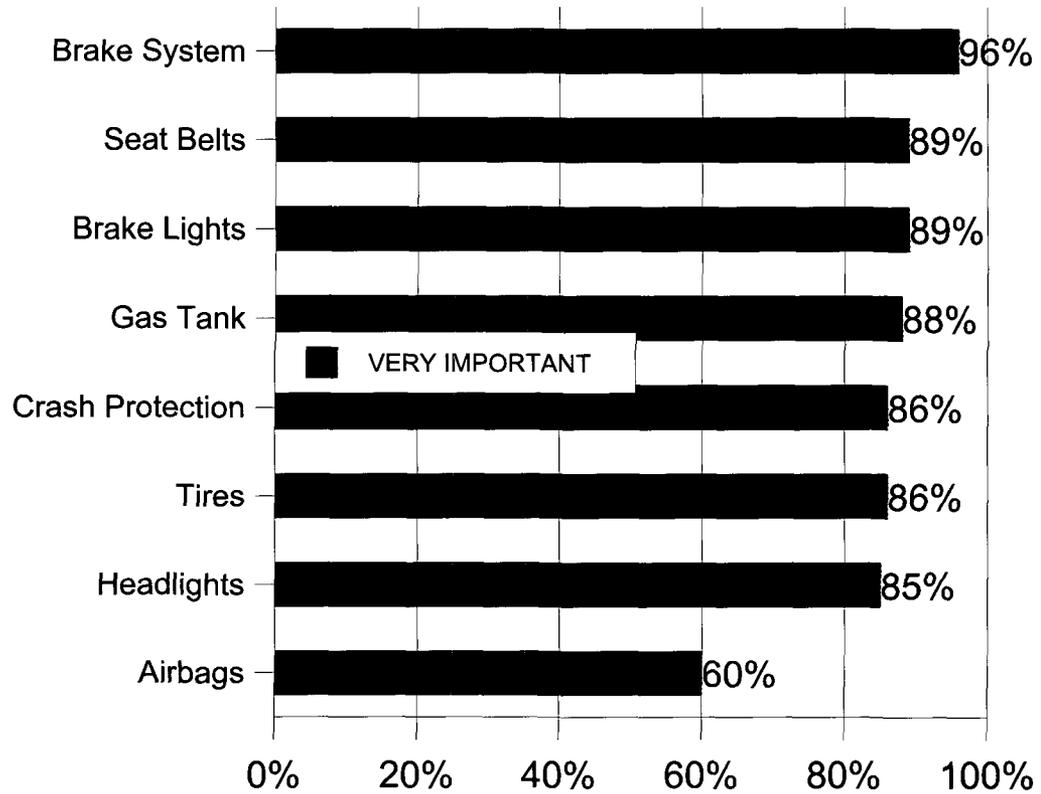
[Base: Think current vehicle safety standards are too high; N=265]

20c. Why do you think that they are too low?

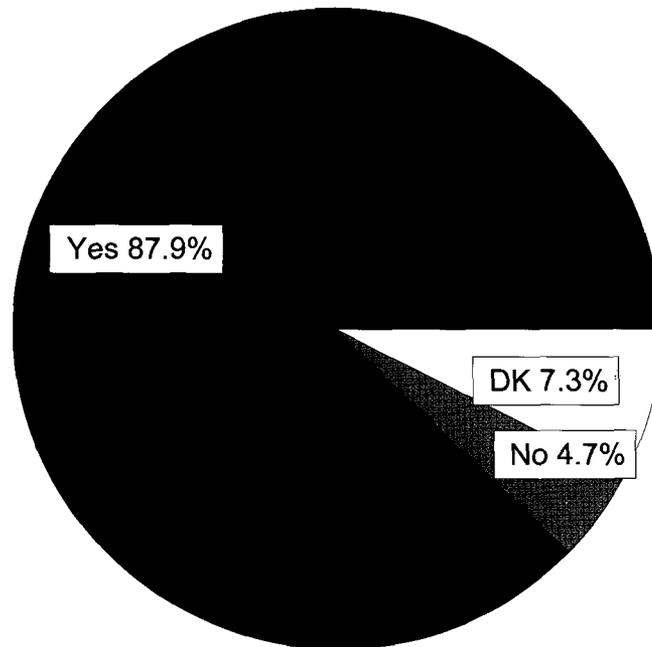
Automobile design not adequate for safety, inadequate safety equipment	35%
Too many accidents/injuries	26%
Manufacturers too powerful, too profit-oriented, not safety conscious enough	21%
Government regulations are too lenient/not enforced	11%
Airbag Problems	2%
To keep costs down	2%
Not enough testing	2%
Can always improve	1%
Other	5%
Don't know	9%

[Base: Think current vehicle safety standards are too low; N=1036]

21. How important is it that the following meet minimum safety standards before a new motor vehicle can be sold. Is it very important, somewhat important, or not too important to have minimum standards for ...?



22a. To the best of your knowledge, do child car seats have to meet specific safety standards before they can be sold?

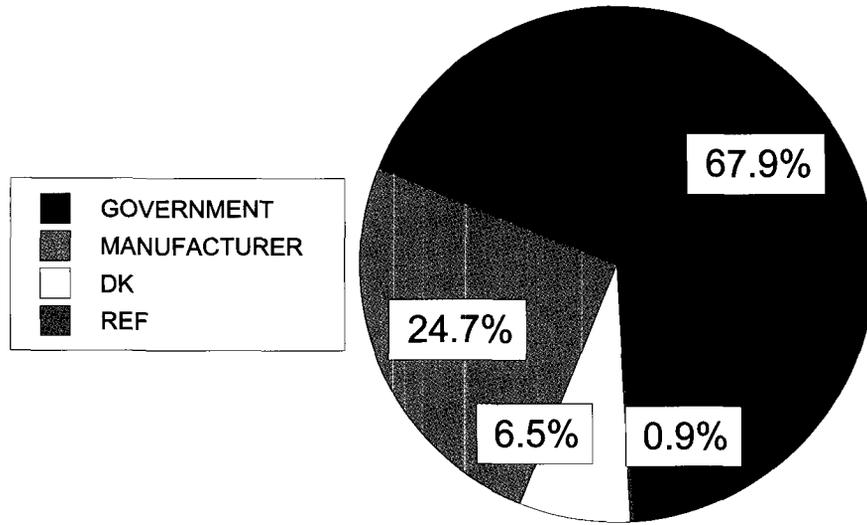


22b. Who sets those standards?

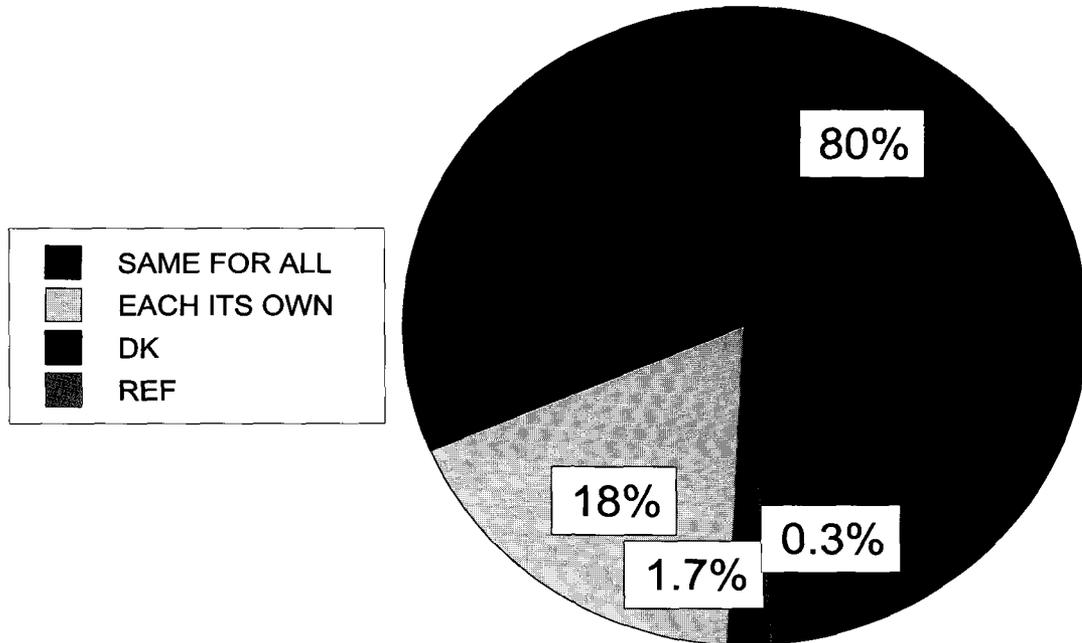
Federal government	34%
Manufacturers	13%
State government	9%
Department of Transportation . .	4%
Public/consumers	2%
Government (unspecified)	1%
Other	2%
Don't know	37%

[Base: Think child car seats have to meet safety standards; N=3551]

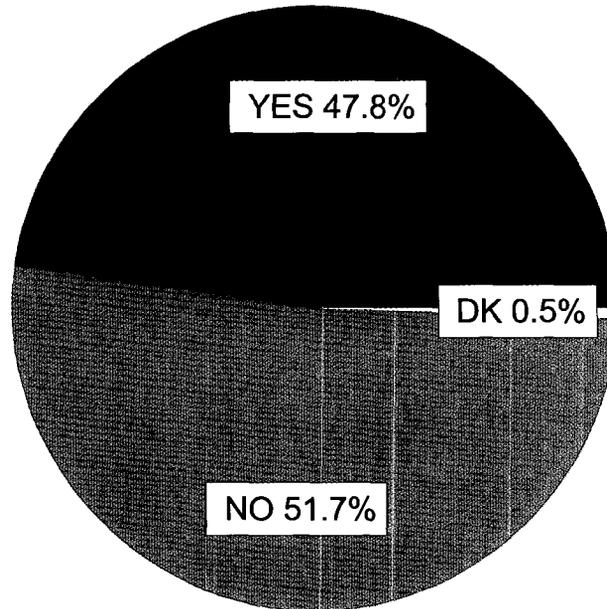
23. In general, do you think that standards for safety equipment in motor vehicles should be set by the government or set by the manufacturer?



24. Should requirements for safety standards be the same across all states or should each state be able to set its own standards?



25a. Have you ever received a notice (or warning) that your vehicle was being recalled to correct a safety defect?



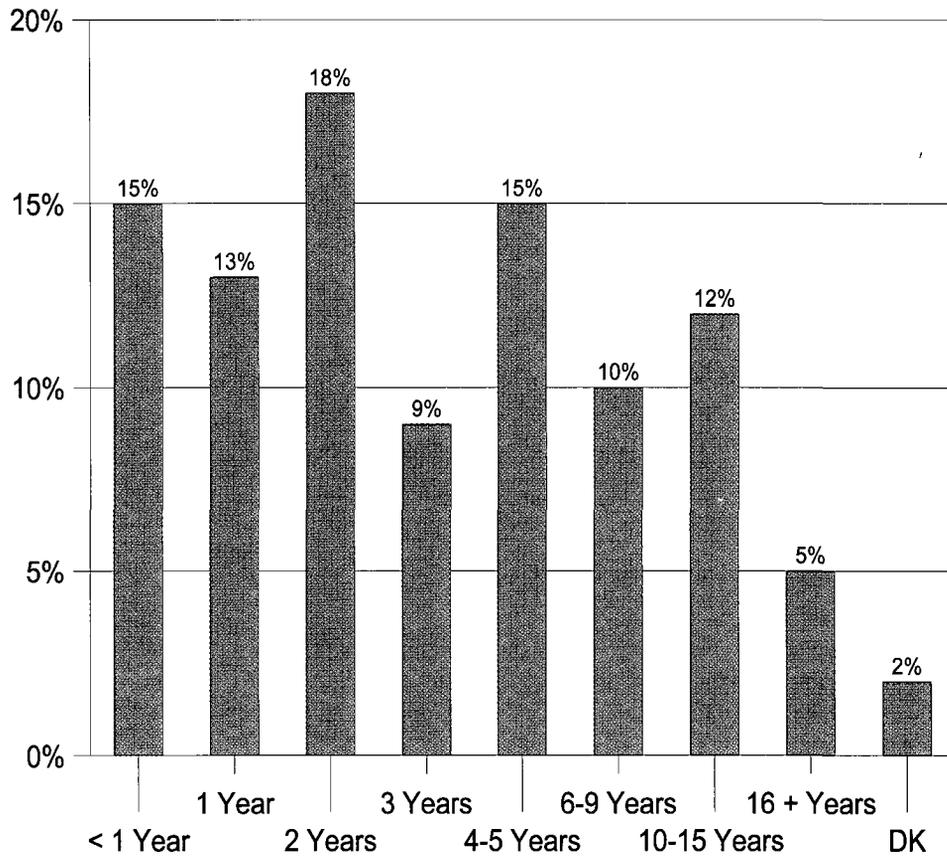
[Base=Drivers, N=3,765]

25b. What was the defect or problem for which it was being recalled?

Seat belt	21%	Electrical (unspecified)	3%
Latches/locks	15%	Seat attachment	2%
Brakes	8%	Gear shift	1%
Gas tank/gas line	8%	Exhaust	1%
Engine	7%	Airbags	1%
Ignition	5%	Other	9%
Steering	3%	Don't know	20%
Transmission	3%		

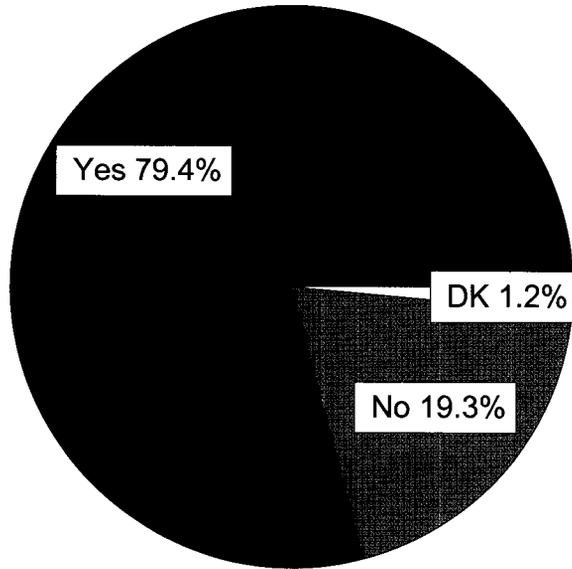
[Base: Received notice that vehicle had been recalled; N=1868]

25c. How long ago did that occur?



[Base: Received a recall notice to correct a safety defect, N=1868]

25d. Did you have the defect or problem fixed?



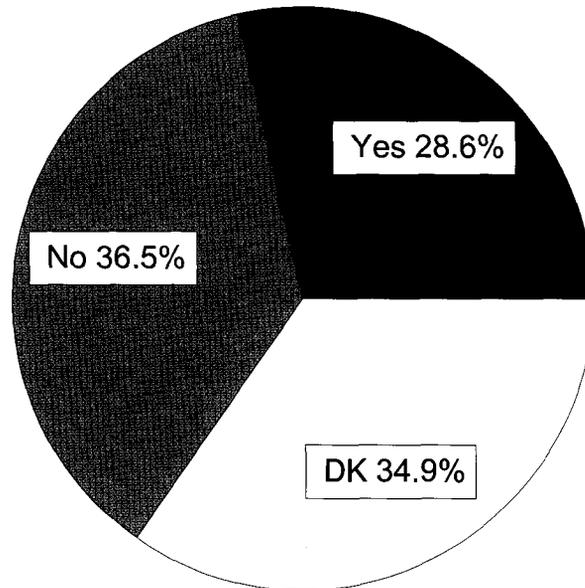
[Base: Received notice that vehicle had been recalled; N=1868]

25e. Why not?

Vehicle was sold	23%	Too expensive to repair	6%
No time/too busy	21%	Accident/Car totaled	4%
Knew vehicle was okay	13%	Awaiting parts	3%
Not Too Important/ Haven't gotten to it	9%	Other	12%
Just received notice	7%	Don't know	2%

[Base: Received recall notice but did not have defect or problem fixed; N=365]

26a. To the best of your knowledge, is there a national hotline number where drivers can report safety defects that they have experienced so that government, manufacturers and drivers would be aware of these problems?

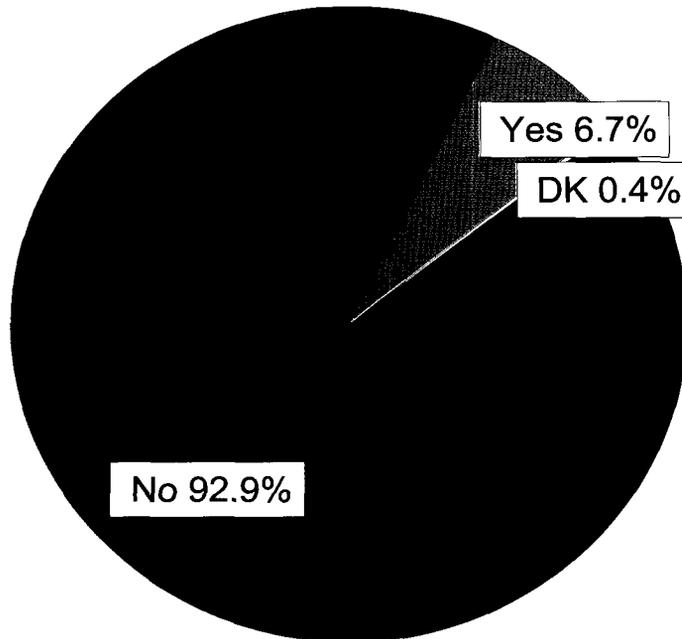


26b. Who is the sponsor of that hotline?

Automobile manufacturer	16%
Department of Transportation	7%
Government (unspecified)	11%
National Highway Traffic Safety Admin	2%
Consumer Product Safety Commission	2%
Federal Highway Administration	1%
AAA	1%
Other	5%
Don't know	57%

[Base: Think there is a national hotline for reporting safety defects; N=1166]

26c. Have you ever called this hotline?



[Base: Think there is a national hotline for reporting safety defects; N=1166]

26d. When did you call (most recently)?

Past six months	13%
Past year	10%
1 to less than 2 years ago	14%
2 to less than 3 years ago	15%
3 or more years ago	45%
Don't know	1%
Refused	2%

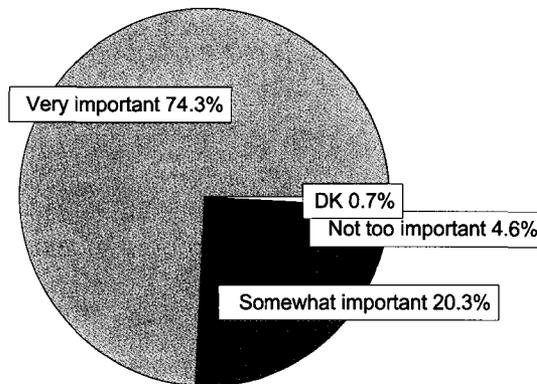
[Base: Called national hotline for reporting safety defects; N=70]

26e. What did you call about (on the most recent occasion)?

Report a defect/problem	40%
Ask about defects	28%
Ask about recalls	9%
Ask about a crash rating	2%
Other	16%
Don't know	2%
Refused	2%

[Base: Called national hotline for reporting safety defects; N=70]

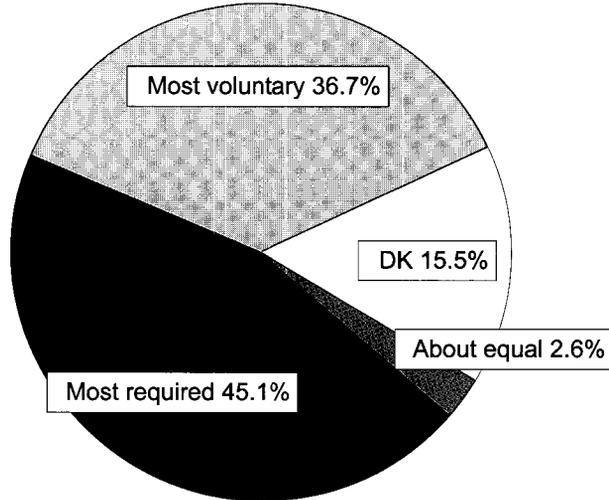
27a. How important do you think it is to have a national hotline number where drivers can report safety defects that they have experienced so that government, manufacturers and drivers would be aware of these problems? Is it...?



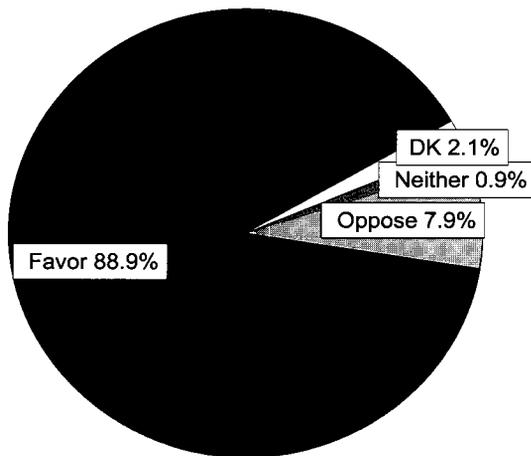
28. Would you prefer to see that type of defect reporting system run by the motor vehicle manufacturers, by the government or someone else?

Government	42%
Manufacturers	29%
Independent laboratories	14%
Consumer groups	4%
Joint government and manufacturers	2%
Other	2%
Don't know	7%

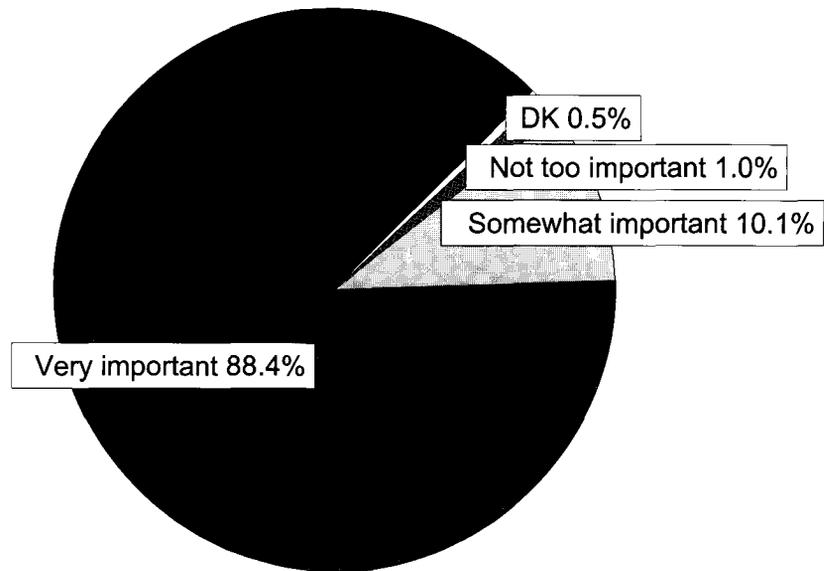
29. To the best of your knowledge, are most manufacturer recalls of motor vehicles for safety-related defects conducted on a voluntary basis or are most recalls required by the government?



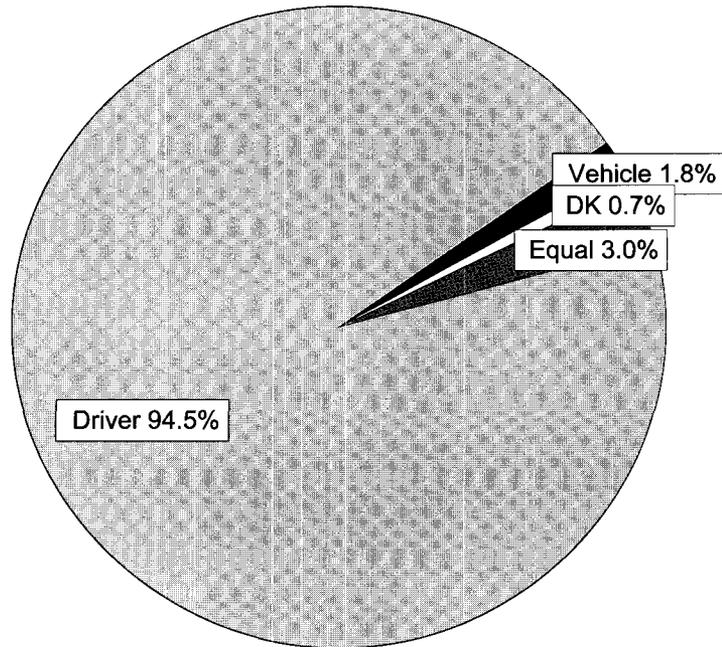
30. Do you favor or oppose the federal government being able to require manufacturers to recall motor vehicles for safety related defects?



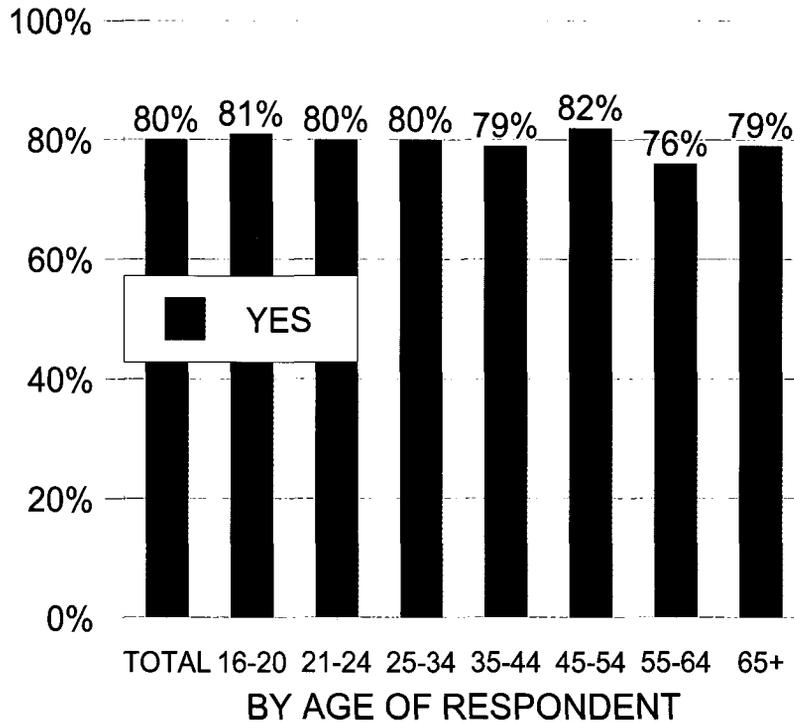
31. How important is it that information be available to consumers about motor vehicles that have been recalled for safety defects? Is it.....



32. Now on a different topic, based on what you know or have heard, do you think that more accidents are caused by vehicle failures or by driver errors?



33a. Do you think that the number of serious injuries in motor vehicle accidents could be reduced by increased public education efforts?

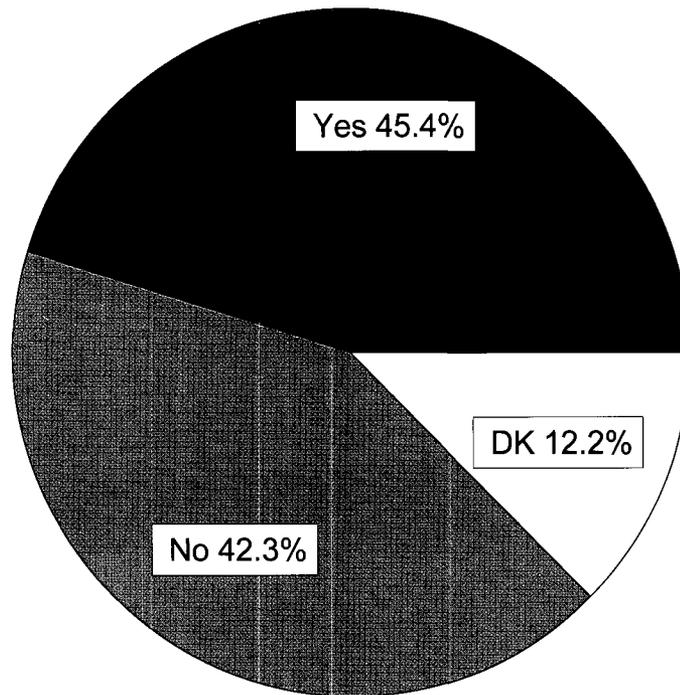


33b. In which traffic safety areas would you like to see increased public education efforts? Anything else?

General driver education	32%
Speeding	19%
Drinking and driving	18%
Reckless driving	8%
Running stop lights/signs	6%
Driving in adverse weather	6%
Weaving/changing lanes	5%
Tailgating	4%
Highway driving	4%
Drugs and driving	3%
Defensive driving	3%
Courtesy/respect for other drivers	3%
Other	17%
Not sure	17%

[Base: Think increased public education could reduce serious crash injuries; N=3206]

34a. Do you think that there is anything that automobile manufacturers should do to reduce the number of serious injuries in motor vehicle accidents?

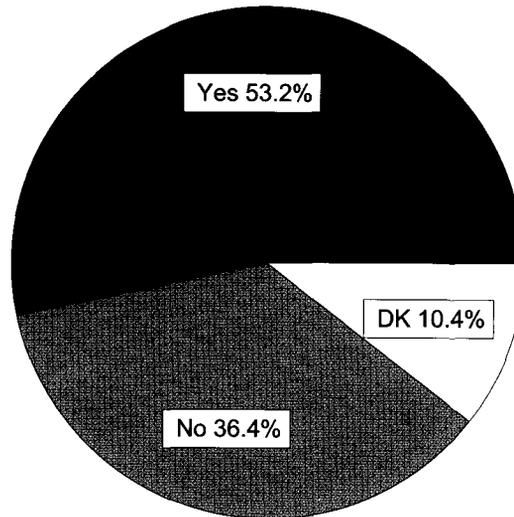


34b. What should automobile manufacturers do to reduce the number of serious injuries in motor vehicle accidents? Anything else?

Improve quality of design/construction for safety . . .	50%
Include more/better safety features	23%
Better education/communication	13%
More research/testing	14%
Supply safety manuals/guides	5%
Meet government standards	3%
Other	4%
Don't know/No answer	10%

[Base: Think manufacturers should do something to reduce serious crash injuries; N=1857]

35a. Do you think that there is anything that government should do to reduce the number of serious injuries in motor vehicle accidents?



35b. What should government do to reduce the number of serious injuries in motor vehicle accidents? Anything else?

Education/educate the public	26%
Set standards/stricter standards	31%
Enforce laws/more enforcement	22%
Lower the speed limit	9%
More testing/crash testing	8%
Increase penalties	7%
Improve the highways	6%
Raise driving age	2%
Stricter requirements for driving license	1%
Mandatory re-testing to maintain license	1%
Other	7%
Don't know	6%

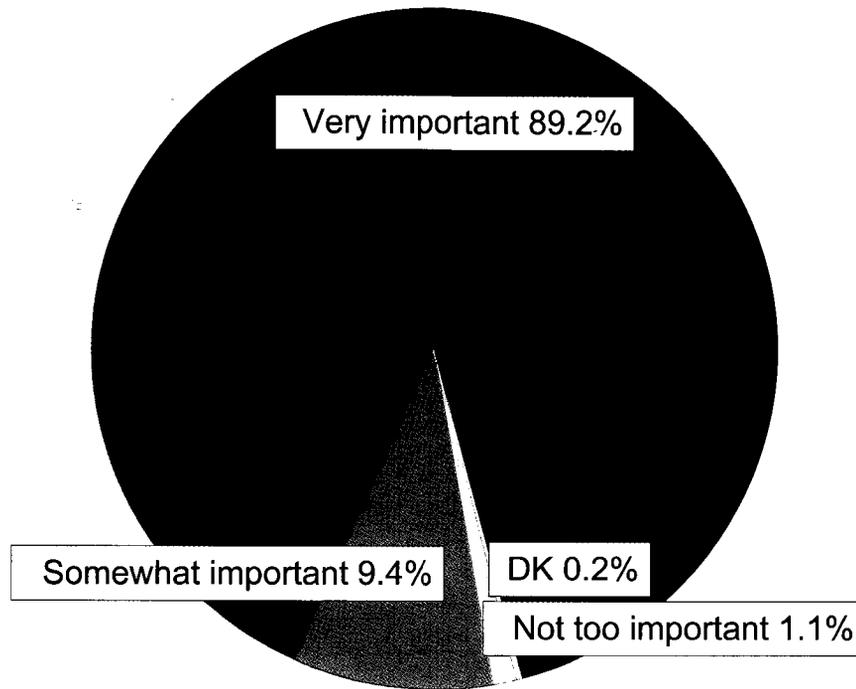
[Base: Think government should do something to reduce serious crash injuries; N=2158]

36. Let's talk about some specific issues. How important is it that something be done [READ ITEM]? Is it very important, somewhat important, or not too important to . . . ?

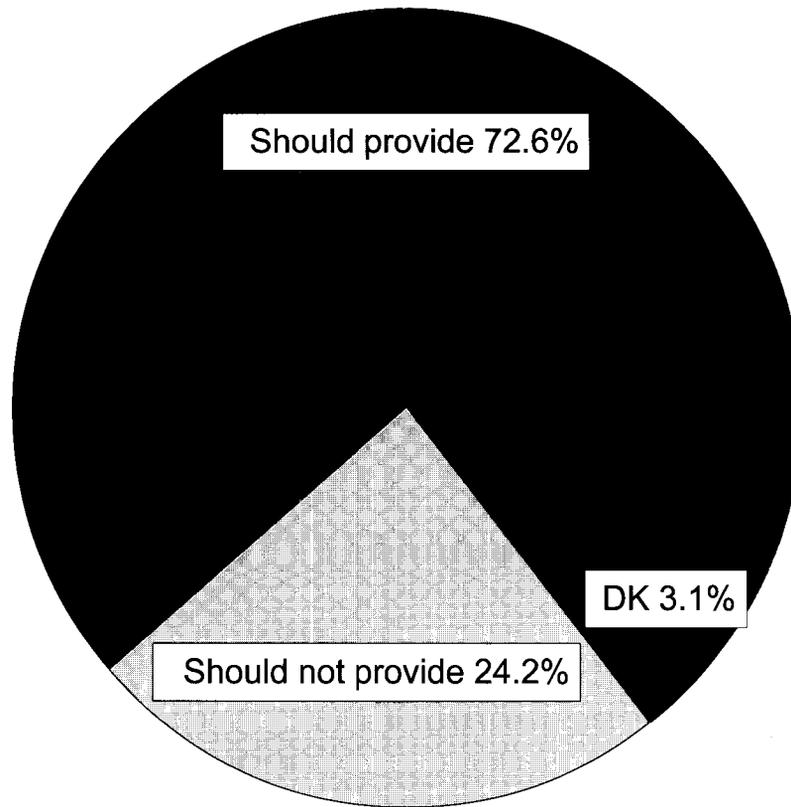
	Very important	Somewhat important	Not too important
Stop drinking and driving	95%	3%	1%
Get parents to put infants and young children in car seats	95%	4%	1%
Reduce speeding on residential streets	83%	14%	3%
Get people to use seat belts	79%	14%	6%
Train drivers to use safety equipment, like Anti-lock brakes, properly	74%	20%	4%
Improve pedestrian safety	72%	21%	6%
Reduce speeding on highways	61%	26%	12%

*Remaining responses are "Don't know" and "Refused".

37. How important do you consider driver education courses in training new drivers to drive safely? Is it.....



38. Do you think that the federal government should provide financial support to states and localities for high school driver education programs?



40a. Do you recall hearing or seeing the following slogans in the past year?

"Friends don't let friends drive drunk."

"You could learn a lot from a dummy."

"Know when to say when."

"Buckle up, America."

"Children in back."

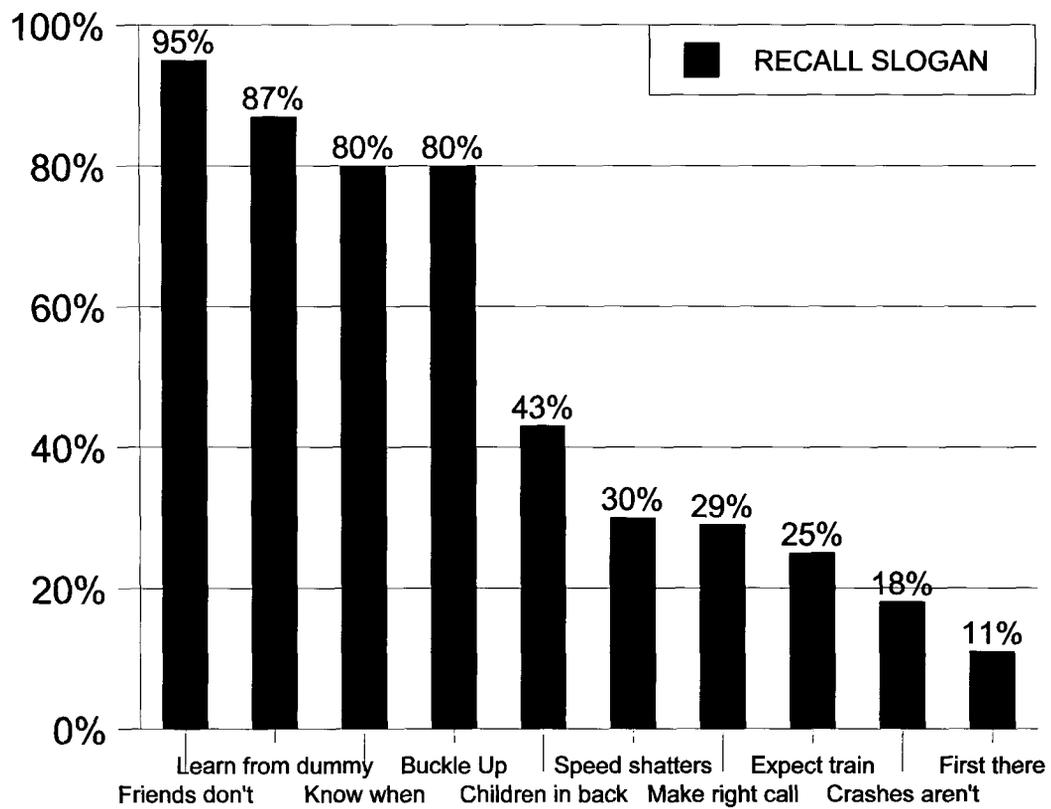
"Speed shatters life."

"Make the right call."

"Always expect a train."

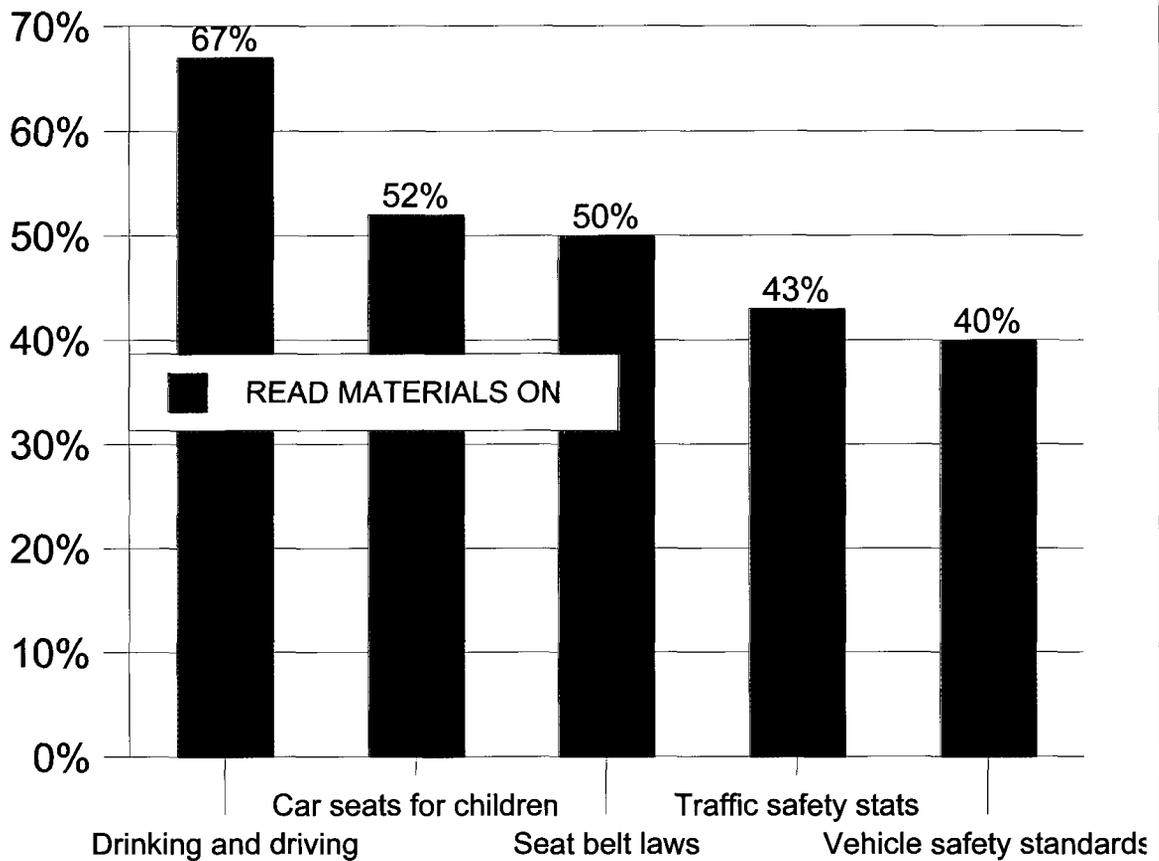
"Crashes aren't accidents."

"First there, first care."

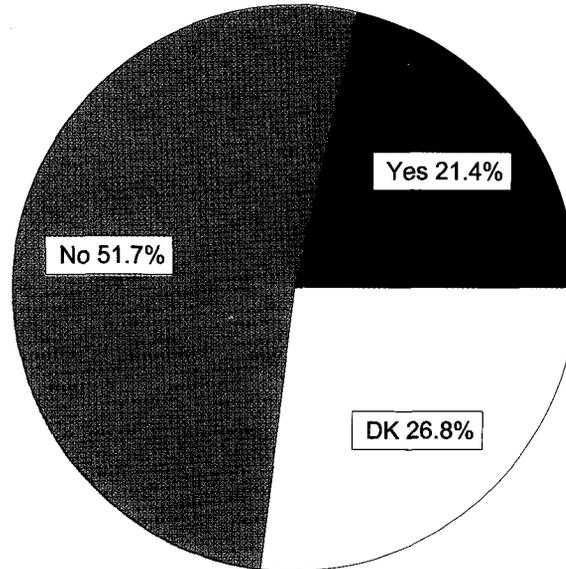


42. In the past year, have you ever read books, brochures, publications or other materials on the following topics (including newspapers and magazines). Have you read materials within the past year on. . .

- Drinking and driving**
- Car seats for children**
- Seat belt laws**
- Traffic safety statistics**
- Safety standards for motor vehicle equipment**



43a. To the best of your knowledge, is there a toll free hotline that you can call to obtain these types of information?*



43b. Who sponsors this hotline?

State agencies	15%
US DOT	10%
Federal agencies	9%
Government (unspec)	5%
Automobile manufacturers	4%
Consumer groups	3%
AAA	2%
MADD	2%
Consumer Reports	1%
Automobile dealers	1%
Insurance companies	1%
Other	3%
Don't know	48%

[Base: Think there is a safety hotline; N=873]

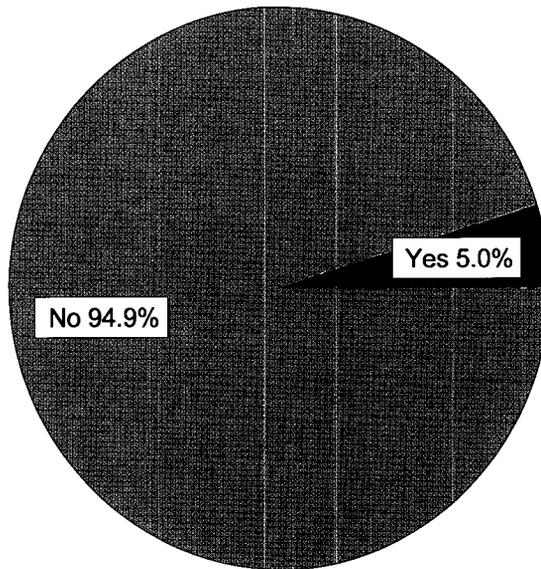
43c. Which federal or state agencies sponsor the hotline?

U.S. Department of Transportation	25%
National Highway Traffic Safety Administration	5%
Consumer Product Safety Commission	5%
Other (SPECIFY)	7%
Don't know/refused/not asked	58%

[Base: Said Federal agency in Q43b, N=88]

* This refers to information about topics addressed in the previous question (Q42a-e): car seats for children, drinking and driving, safety standards for motor vehicle equipment, seat belt laws, and traffic safety statistics.

43d. Have you ever called this [traffic safety information] hotline?



[Base: Think there is a safety hotline; N=873]

43e. When did you call (most recently)? Was it . . .

Within the past six months	30%
Within the past year	22%
1 to less than 2 years ago	20%
2 to less than 3 years ago	9%
3 or more years ago	18%

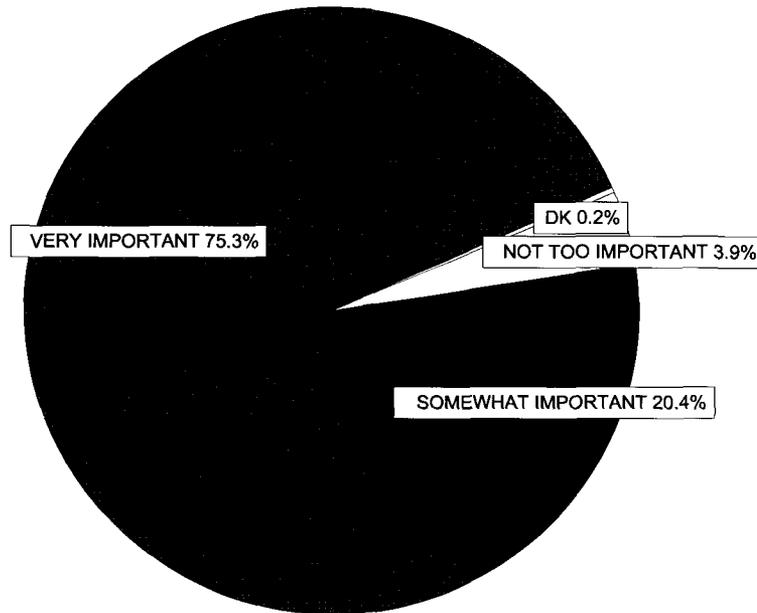
[Base: Have called safety information hotline; N=47]

43f. What did you call about (on the most recent occasion)?

Safety test results	3%
Vehicle recall	11%
Child car seat info	30%
Other	54%
Not sure	5%

[Base: Have called safety information hotline; N=47]

44. How important is it for the government to make these types of information available to consumers in some form? Again, I am talking about information on things like child car seats, drinking and driving, seat belts, vehicle safety standards, traffic laws and safety statistics. Is it...



45. Let me describe some approaches for the government to make this type of information available to consumers and you tell me which you think would be a good approach. Would it be a good idea to provide...

Public Service Announcements on TV or radio

A toll-free hotline to answer questions

A toll-free hotline to send you materials

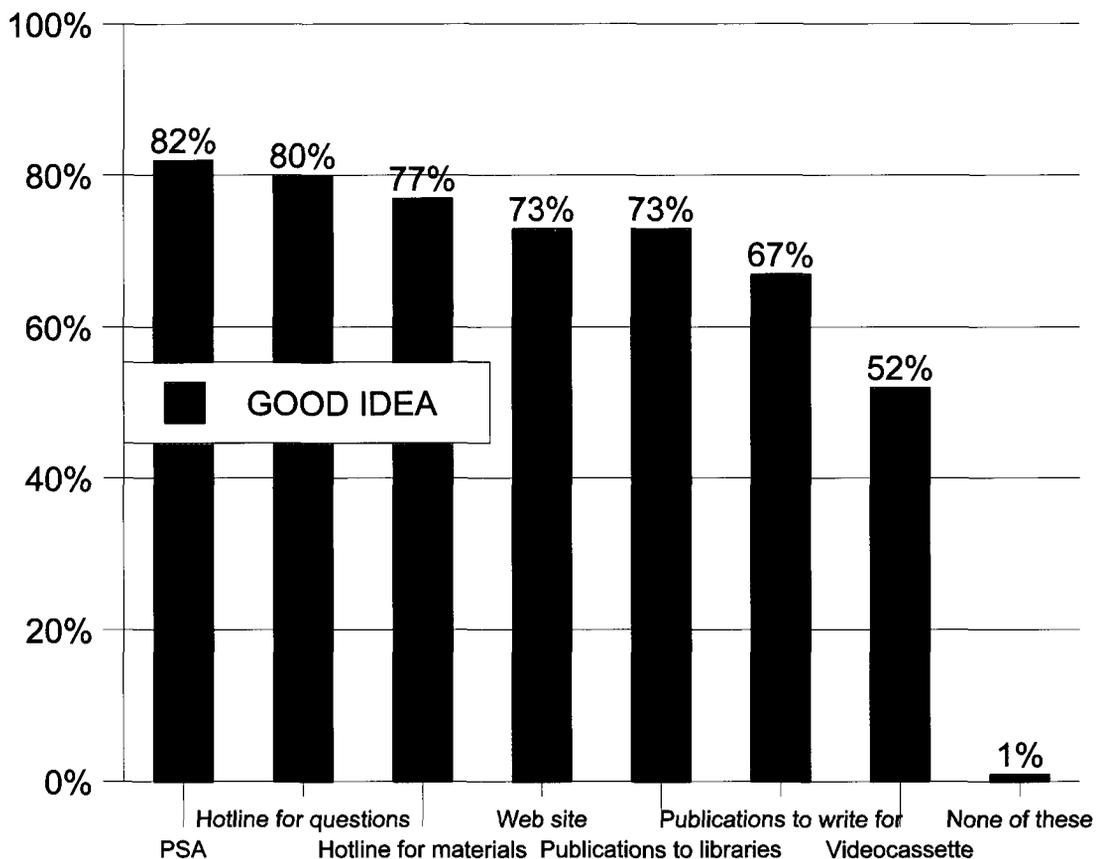
A Web site on the Internet

Publications you can write for

Publications sent to all public libraries

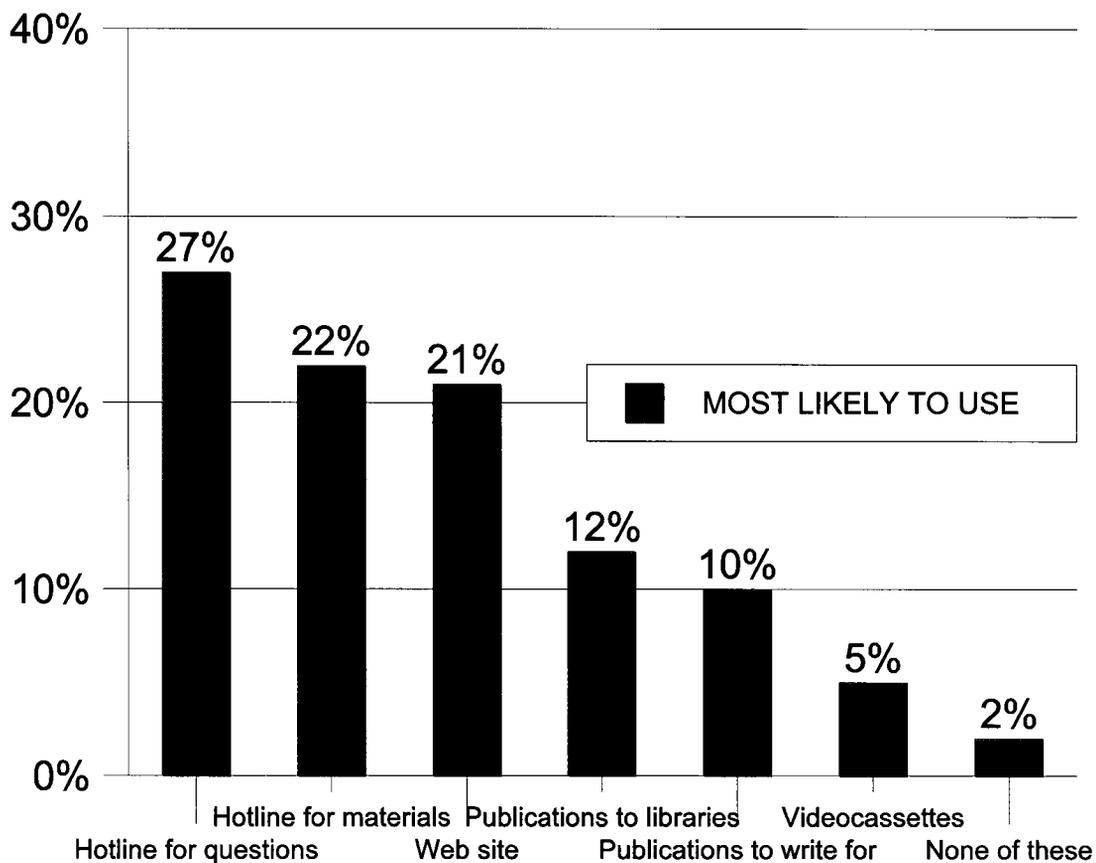
Videocassettes you can write for

None of these



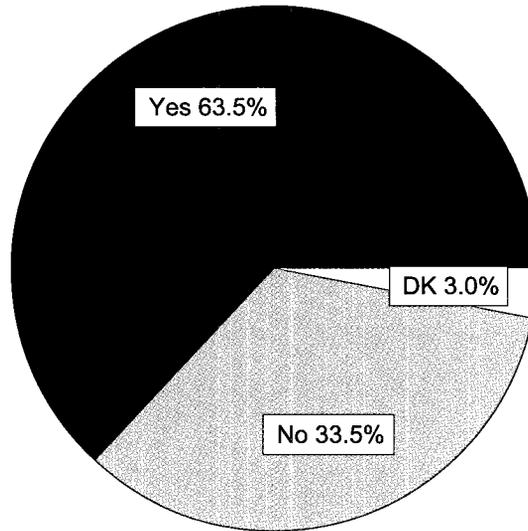
46. If you wanted information from the government on some traffic safety issue, which would you be most likely to use?

- A toll-free hotline to answer questions**
- A toll-free hotline to send you materials**
- A Web site on the Internet**
- Publications sent to all public libraries**
- Publications you can write for**
- Videocassettes you can write for**
- None of these**



[Base: Said information provided by the government is a good idea (excludes those who favored PSAs only in Q45; or who responded "None," "Don't Know," or "Refused" to answer Q45); N=3833].

47b. Have you [ever] heard of the National Highway Traffic Safety Administration?

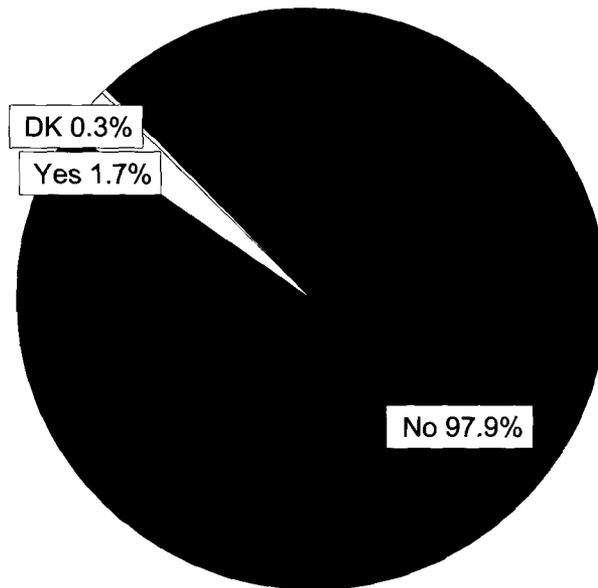


47c. To the best of your knowledge, is it a government agency or a private organization?

Government	74%
Private	10%
Don't know	16%

[Base: Have heard of National Highway Traffic Safety Administration; N=2641]

47d. Have you ever contacted the National Highway Traffic Safety Administration (NHTSA)?



47e. When did you contact them (most recently)? Was it...

Within the past six months	21%
Within the past year	19%
1 to less than 2 years ago	11%
2 to less than 3 years ago	11%
3 or more years ago	34%
Don't know	4%

[Base: Have contacted NHTSA; N=74]

47f. What did you contact them about on that occasion?

Crash test results	11%
Vehicle recall	8%
Child car seat info	5%
Airbags	1%
Other (see next page)	71%
Don't know	7%

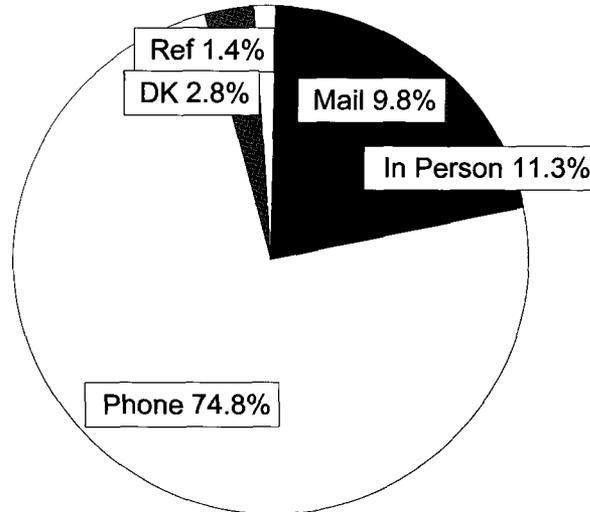
[Base: Have contacted NHTSA; N=74]

47f. What did you contact them about on that occasion? ["Other"]

I established the Fatal Accident Reporting System (FARS)
A speed limit sign that was knocked down
Court cases
About my CDL license
Aircraft landing on highway
Paint defect with vehicle we own
Safety book
Sales call
Someone had done something wrong and I called then went up there. They are very well mannered and thoughtful people
Information on a lecture
Used to work for them
Speed limit too low on interstates
Bridge laws
Windshield wiper problem
Crash test of Toyota Camry
Accident
One of the work trucks fell apart, broke in the middle
My certification
Clarification on geometric standards for bridge designs
Talked about our grant to Joe of region 9
To see if road was going to be open; because of weather

About safety equipment
Sidewalks and expressways
Highway design
Question on driving heavy truck
To see if vehicle had problem turning over
Question regarding right of tractor trailer vs. a car in a left-hand lane
Turning situation
They contacted me
Ran out of gas on the road, got help from a NHTSA tow truck
Regarding an accident
Mountain passes and weather conditions
Moving some stuff
How many cops on highway
Defect but no recall
Took a course
Firestone 500 tires
General knowledge
Research for a student
Clutch unit came thru fire wall
Traffic information
We were tailgated and wanted to report the person
For an attorney
Seat collapsing on impact
Maintenance of traffic on a construction site
Just concerns
Snow plowing

47g. Did you contact them by phone, in-person or by mail?



[Base: Have contacted NHTSA; N=74]

47h. Did you use a toll free hotline when you called?

Yes	56%
No.	26%
Don't know	18%

[Base: Contacted NHTSA by phone; N=51]

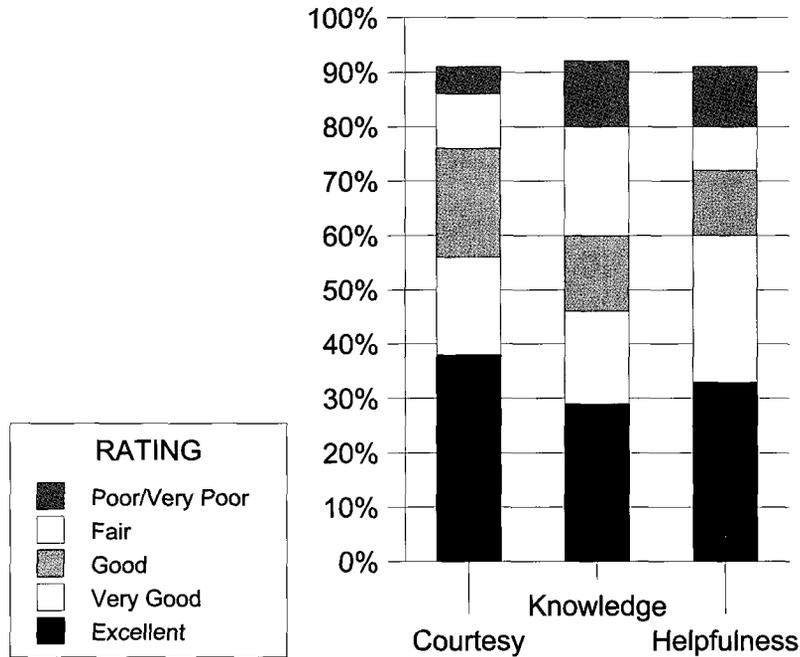
47i. How easy was it to get through to someone who could answer your questions? Was it...

Very easy	27%
Somewhat easy	42%
Somewhat difficult	15%
Very difficult	14%
Refused	3%

[Base: Contacted NHTSA by phone; N=51]

47j. How would you rate the representative with whom you spoke [the most recent time] on. . .

**Courtesy
Knowledge
Helpfulness**



[Base: Have contacted NHTSA by phone or in-person. The remainder responded "Don't Know" or else did not answer; N=61]

47k. Overall, how much of what you needed to know did you get from the person with whom you spoke? Did you get....

All or almost all you needed 54%
 Most of what you needed 9%
 Some of what you needed 13%
 Little or none of what you needed 16%
 Don't Know 6%
 Refused 3%

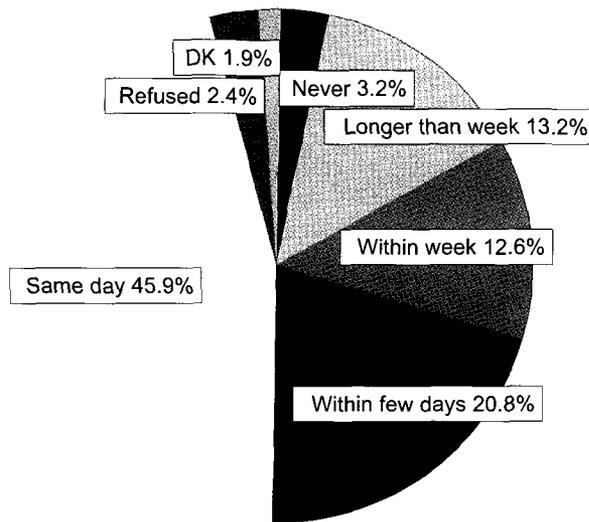
[Base: Have contacted NHTSA by phone or in-person; N=61]

47n. Overall, how satisfied were you with the response to your inquiry? Were you

Very satisfied 52%
 Somewhat satisfied 18%
 Somewhat dissatisfied 8%
 Very dissatisfied 17%
 Not sure 2%
 Refused 2%

[Base: Have contacted NHTSA by phone, in-person or mail; N=71]

47m. How quickly did the agency get you the information you needed? Did they get it to you...?



[Base: Have contacted NHTSA; N=71]

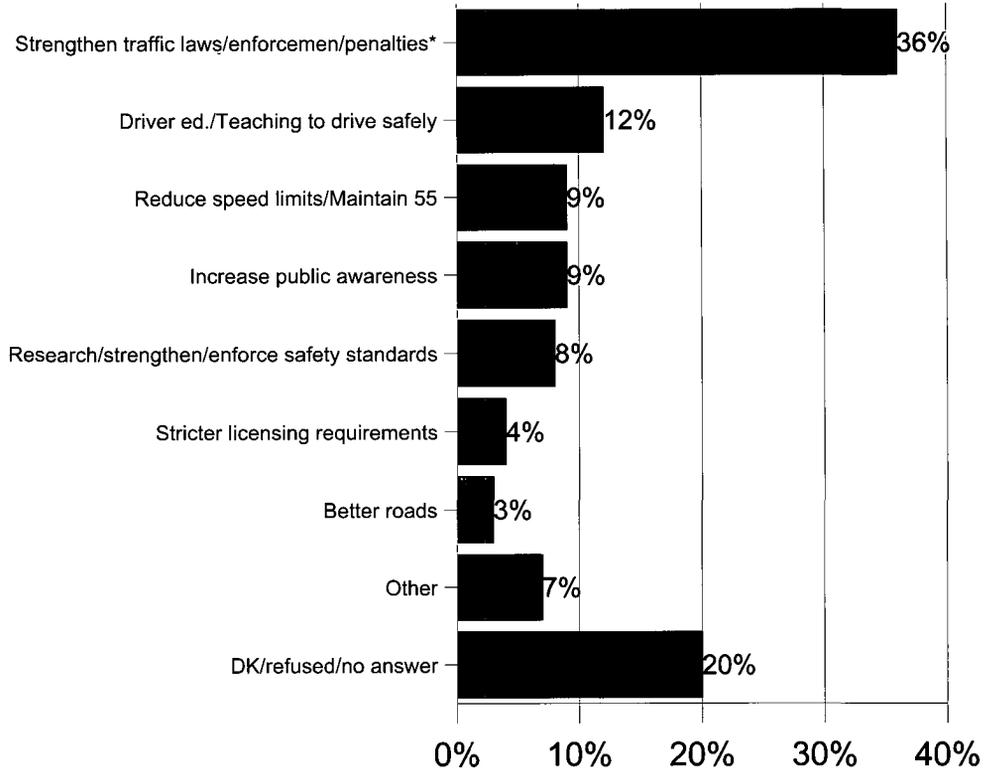
49. How important is it that the federal government conduct the following activities? Do you feel it is very important, somewhat important, or not too important for the federal government to...?

	Very important	Somewhat important	Not too important
Conduct public education campaigns to reduce drunk driving	86%	9%	4%
Conduct public education campaigns to increase child car seat usage	82%	13%	4%
Regulate the safety of heavy trucks	81%	15%	3%
Require manufacturers to improve safety features on passenger vehicles	78%	17%	4%
Conduct research on motor vehicle safety	76%	18%	5%
Conduct public education campaigns to increase seat belt use	71%	21%	7%
Provide ratings on the comparative safety of new vehicles	71%	23%	5%
Provide consumer information on traffic safety issues	68%	26%	5%
Set bumper performance standards for new vehicles	65%	27%	6%
Compile national statistics on highway fatalities and injuries	61%	31%	7%
Conduct public education campaigns to improve pedestrian safety	60%	31%	9%
Reduce odometer fraud	55%	30%	12%

50. Besides what the federal government does, each state enacts its own safety laws and programs. How important is it for the federal government to encourage states to do the following things? Do you feel it is very important, somewhat important, or not too important for the federal government to encourage states to...?

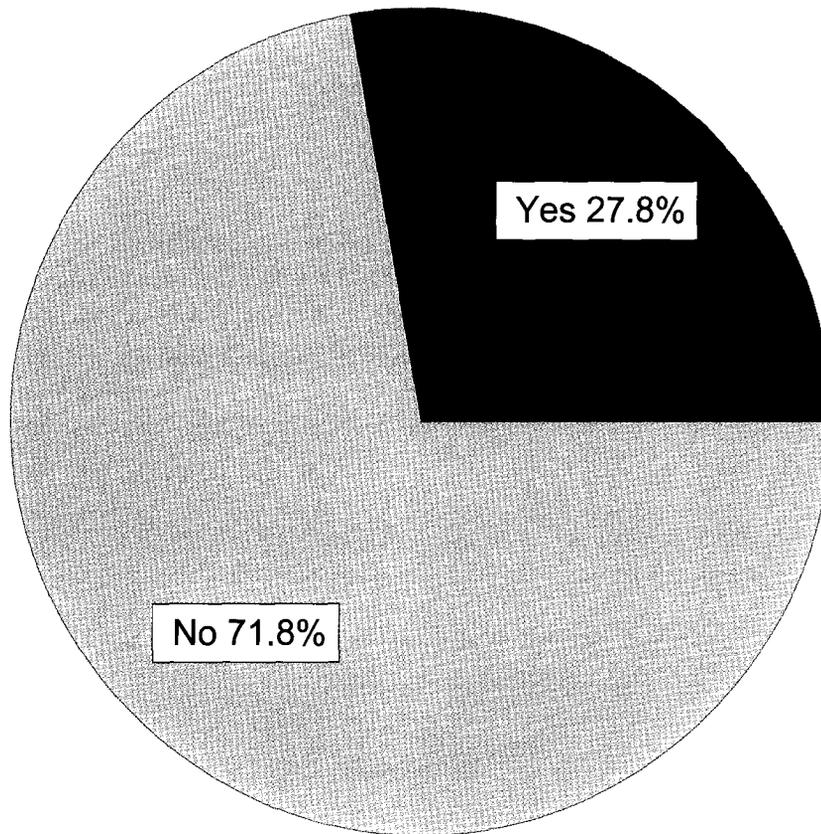
	Very important	Somewhat important	Not too important
Increase enforcement of drinking and driving laws	89%	7%	4%
Increase enforcement of car seat laws for infants and young children	86%	9%	4%
Pass tougher drinking and driving laws	84%	9%	6%
Require helmets for motorcycle riders	74%	14%	11%
Stiffen requirements for young drivers to get and keep driving licenses	75%	17%	7%
Require bicycle helmets for children	71%	19%	9%
Increase enforcement of seat belt laws	70%	19%	10%
Pass tougher seat belt laws	62%	23%	13%

51. What do you consider the single most important thing that the Federal government could do to reduce fatal traffic accidents?



* Includes those who said drinking/driving laws and enforcement

52a. Have you ever been injured in a vehicle accident? Only count injuries that required medical attention.

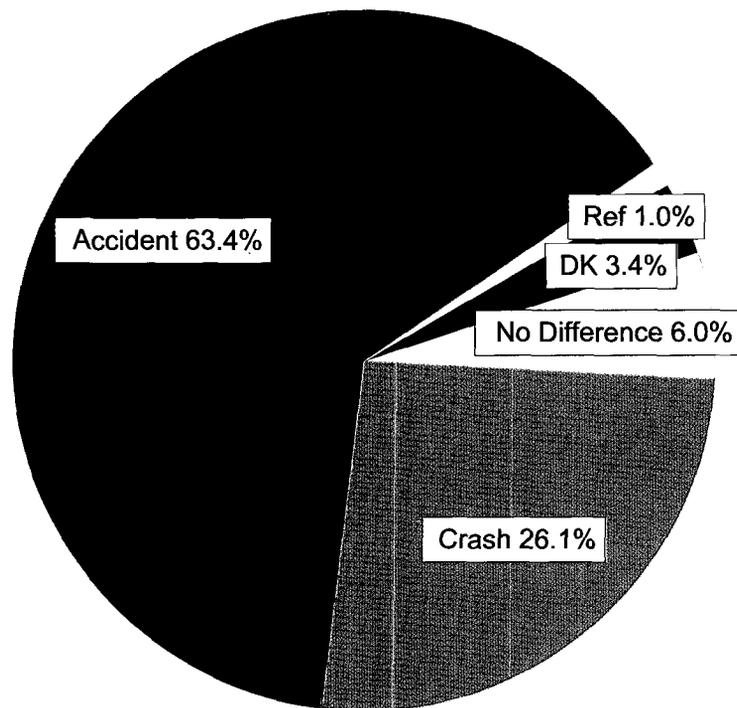


52b. How long ago did that (most recent) accident occur?

Within the past year	6%	10-14 years ago	15%
1 year ago	6%	15-19 years ago	11%
2 years ago	8%	20-29 years ago	13%
3 years ago	4%	30 or more years ago	15%
4 years ago	5%	Don't know/refused	1%
5 years ago	5%		
6 years ago	3%		
7 years ago	3%		
8 years ago	4%		
9 years ago	2%		

[Base: Have been injured in a vehicle accident; N=1169]

52I. I just used the word accident. Earlier, I used the word crash. Which of these do you think is the better word to use - accident or crash?

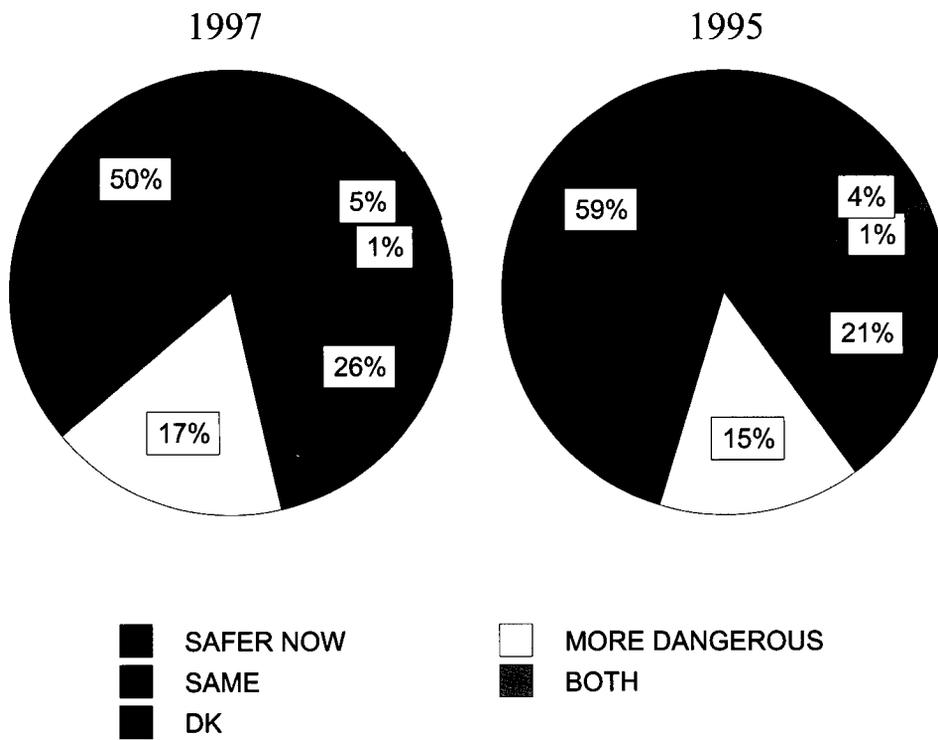


SECTION 2: TRENDS

1995 - 1997

1. How often do you drive a motor vehicle? Almost every day, a few days a week, a few days a month, a few days a year, or do you never drive?		
	1997	1995
ALMOST EVERY DAY	81%	80%
FEW DAYS A WEEK	9%	9%
FEW DAYS A MONTH	2%	2%
FEW DAYS A YEAR	1%	1%
NEVER	8%	8%

4a. Compared to 10 years ago, do you think motor vehicles are safer now, more dangerous now, or are they about as safe now as ten years ago?

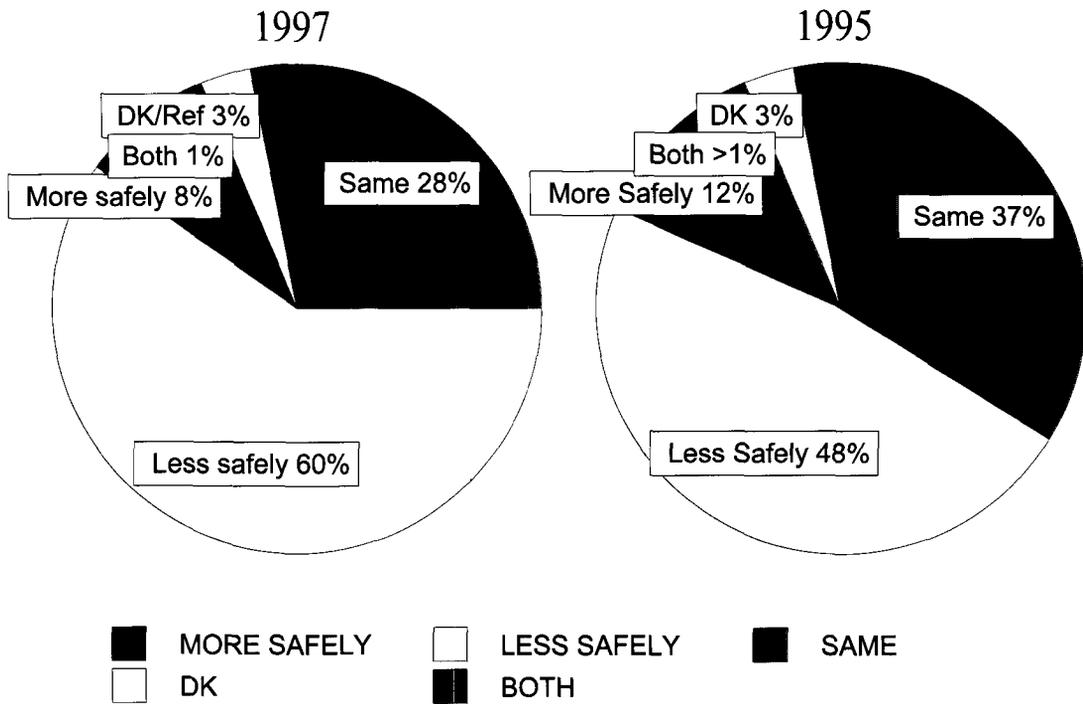


4b. Why are they safer now?		
	1997	1995
Airbags	62%	67%
Better built/designed	47%	40%
Seat belts	25%	28%
Braking systems	21%	25%
Steel construction	10%	9%
Bumpers	NA	2%
Better Tires	1%	NA
Other	4%	8%
Don't know	3%	2%
Base: Think motor vehicles are safer now		

4c. Why are they more dangerous now?		
	1997	1995
Weaker materials/poor quality control*	71%	67%
Smaller size	12%	11%
Higher speeds	9%	13%
More drivers/vehicles on road	9%	5%
Air bags are dangerous	7%	NA
Reckless drivers	2%	2%
Other	8%	11%
Don't know	1%	2%
Base: Think motor vehicles are more dangerous now		

* The "weaker materials" and "poor quality control" responses were combined into one category in 1997 to compensate for differences between the two years in how interviewers recorded the data. For example, "poor quality control" had to be written in by the interviewer in 1995, but could be checked off a list in 1997.

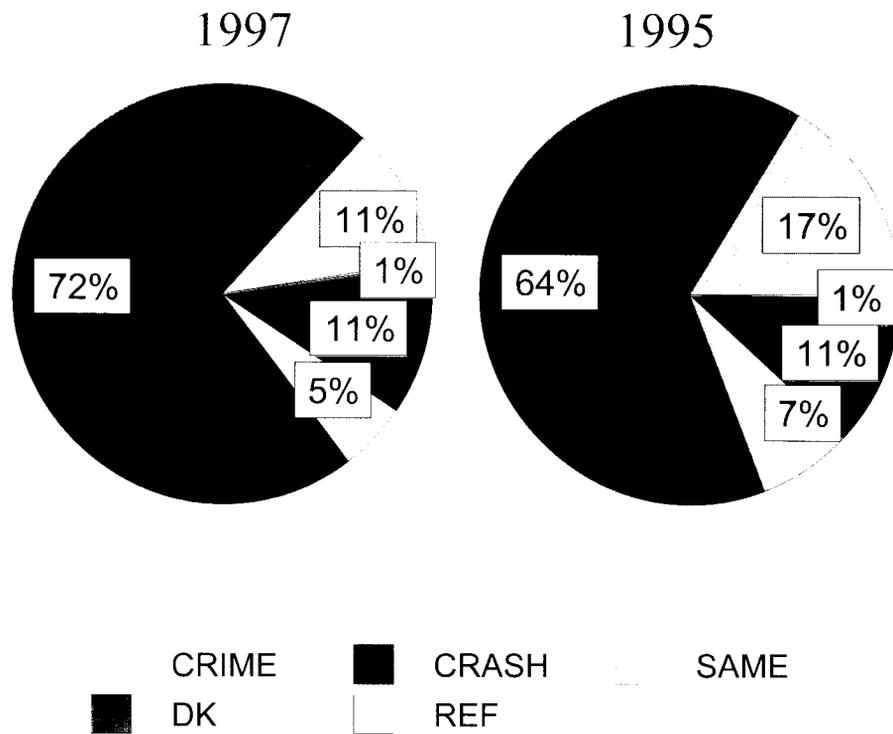
5a. Compared to ten years ago, do you think that drivers drive more safely now, less safely now, or about as safely now as ten years ago?



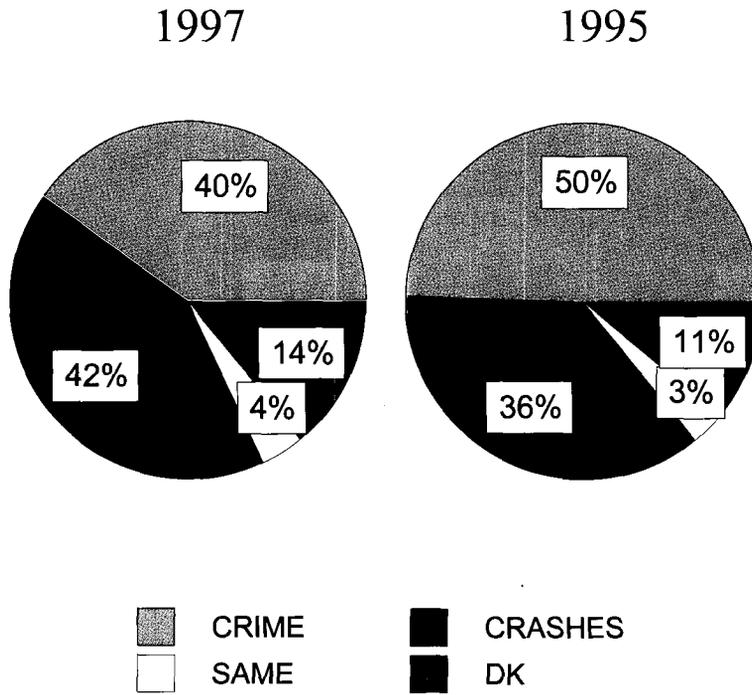
5b. Why do they drive more safely now?		
	1997	1995
Drivers better educated/aware	29%	48%
Tougher laws	12%	11%
Lower speed limits	4%	12%
More enforcement/police	11%	11%
Seat belts	11%	5%
Less drinking and driving	9%	11%
Media attention	8%	5%
Better highways/roads	8%	4%
More traffic/cars on the road	5%	2%
Insurance rates	3%	NA
Other	12%	6%
Don't know	8%	7%
Base: Think motor vehicles are safer now		

5c. Why do they drive less safely now?		
	1997	1995
Drive faster	39%	34%
Take more risks	24%	43%
More drivers/cars	11%	11%
Higher speed limits	11%	10%
More younger drivers	10%	5%
Inconsiderate/less courteous drivers	8%	NA
More drinking and driving	6%	8%
Drivers preoccupied/don't concentrate	4%	2%
Cell phone use	3%	NA
Less driver education	3%	4%
Road rage/anger control	3%	NA
Disobeying traffic laws	2%	NA
More drugs and driving	1%	1%
Less enforcement/fewer police	1%	2%
Feel cars are safer/built better now	1%	1%
Other	5%	6%
Don't know	6%	6%
Base: Think motor vehicles are more dangerous now		

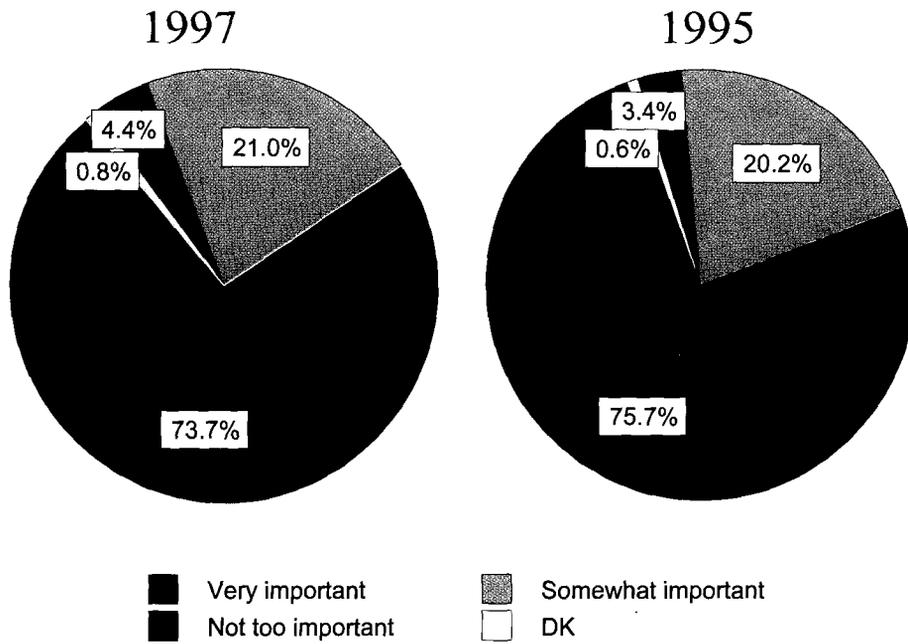
6. Personally, do you think that you are more likely to be a victim of a violent crime or a victim of a serious motor vehicle accident?



7. Do you think that the dollar costs to society are more for violent crime or more for motor vehicle accidents?



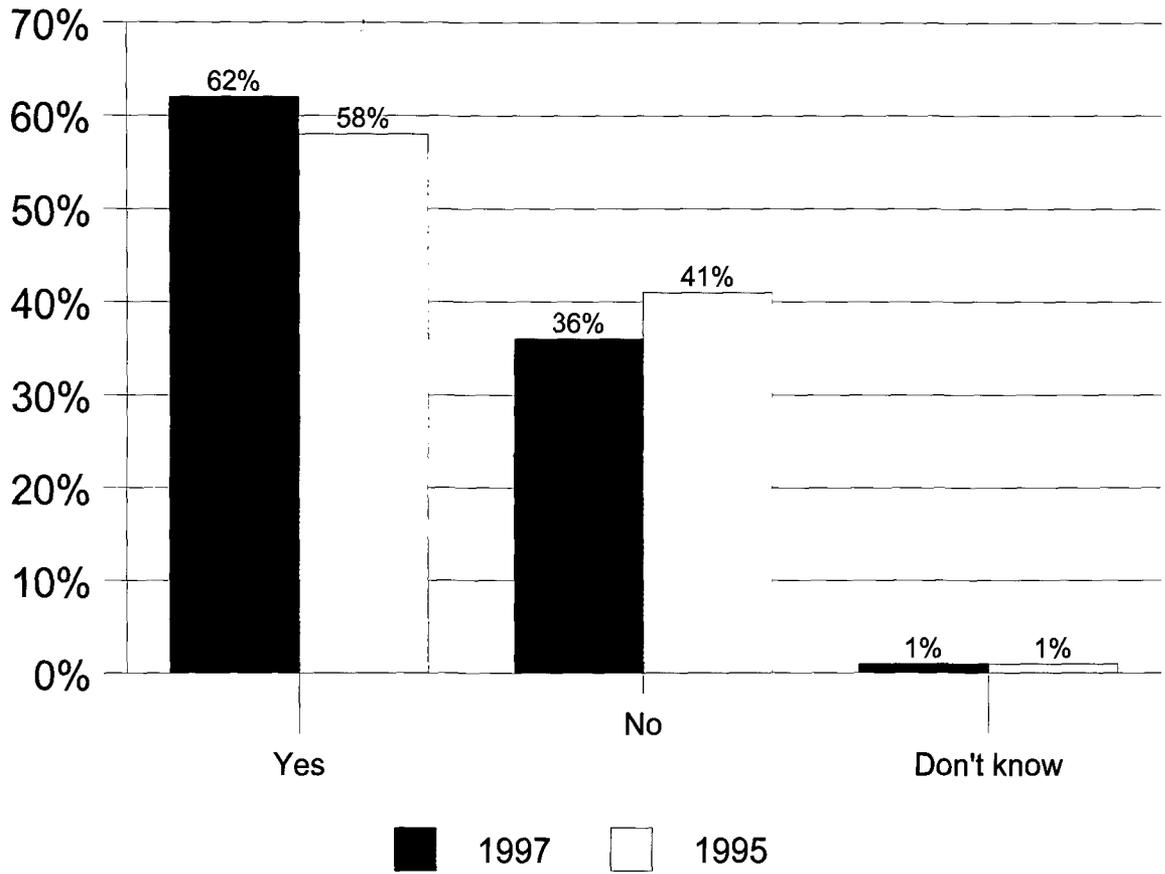
8. If you were buying a new motor vehicle, how important would you rank the safety of the vehicle in your purchase decision?
Is it...?



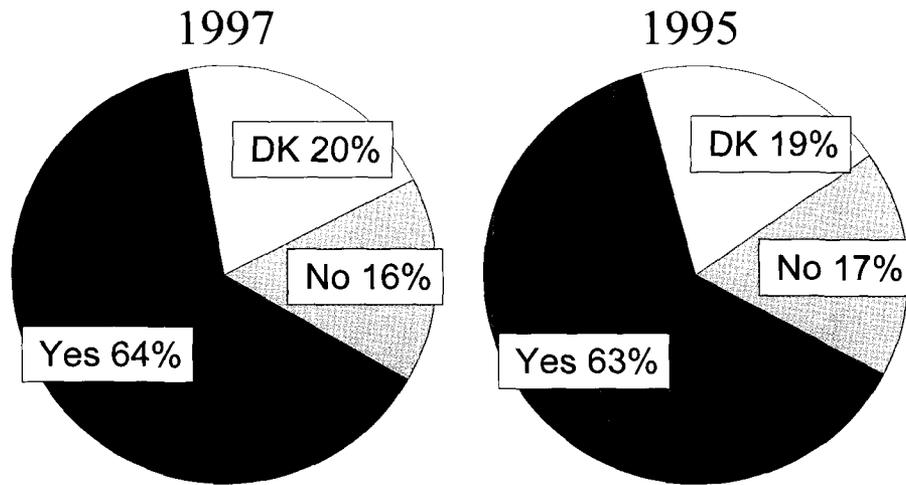
9. What kinds of safety information, if any, would you want to know before buying a new motor vehicle?

Kinds of Safety Information	1997	1995
Base: Drivers		
Airbags	45%	54%
Crashworthiness	30%	18%
Anti-lock brakes	23%	27%
Seat Belts	17%	19%
Safety record	15%	16%
Steel frame	12%	7%
Side impact devices	9%	8%
Braking distance	8%	10%
Steering/good handling	5%	2%
Standard safety features/options/equipment	2%	5%
Child safety protection/seats	2%	1%
Engine/motor size	1%	NA
Vehicle size	NA	3%
Fuel tank location	NA	3%
Vehicle weight	NA	2%
Locking system	NA	2%
Defects/design problems/recalls	NA	2%
Kinds of tires	NA	1%
Front wheel drive	NA	1%
Construction of body	NA	1%
Other	7%	4%
None	4%	2%
Don't know	10%	8%

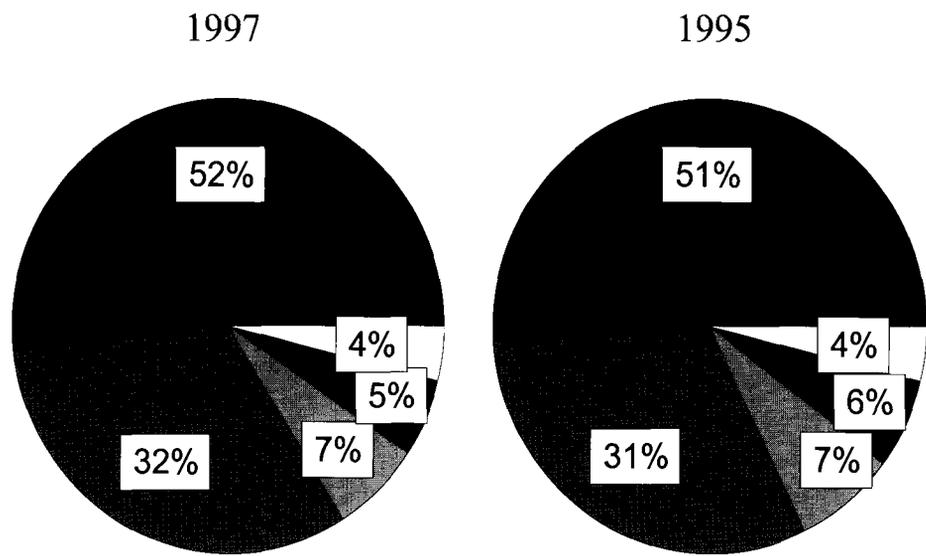
15a. Have you ever seen or heard the ratings of motor vehicles on their ability to protect passengers in a crash?



16a. To the best of your knowledge, does the government conduct crash tests of vehicles to check their safety?

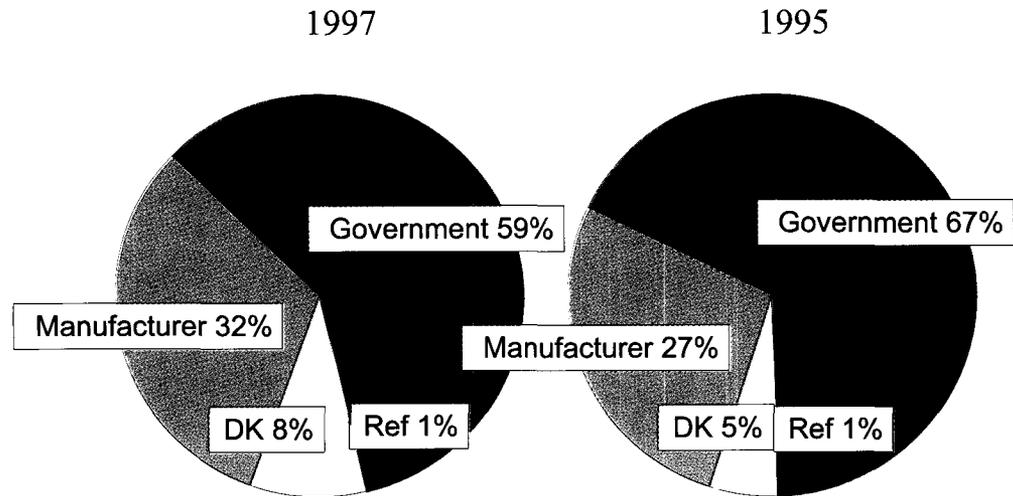


17. How do you feel about the crash testing of motor vehicles by the government to determine how well they protect passengers in a crash? Do you...



Strongly Favor Somewhat Favor
Somewhat Oppose Strongly Oppose
DK

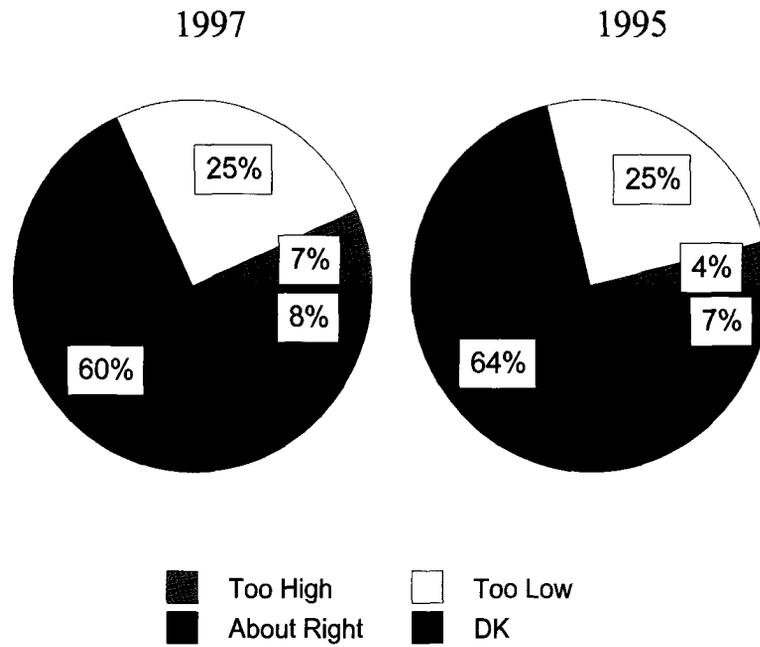
18. Do you think that the government should set the standards for how well motor vehicles protect passengers in a crash or should those standards be set by the manufacturers?*



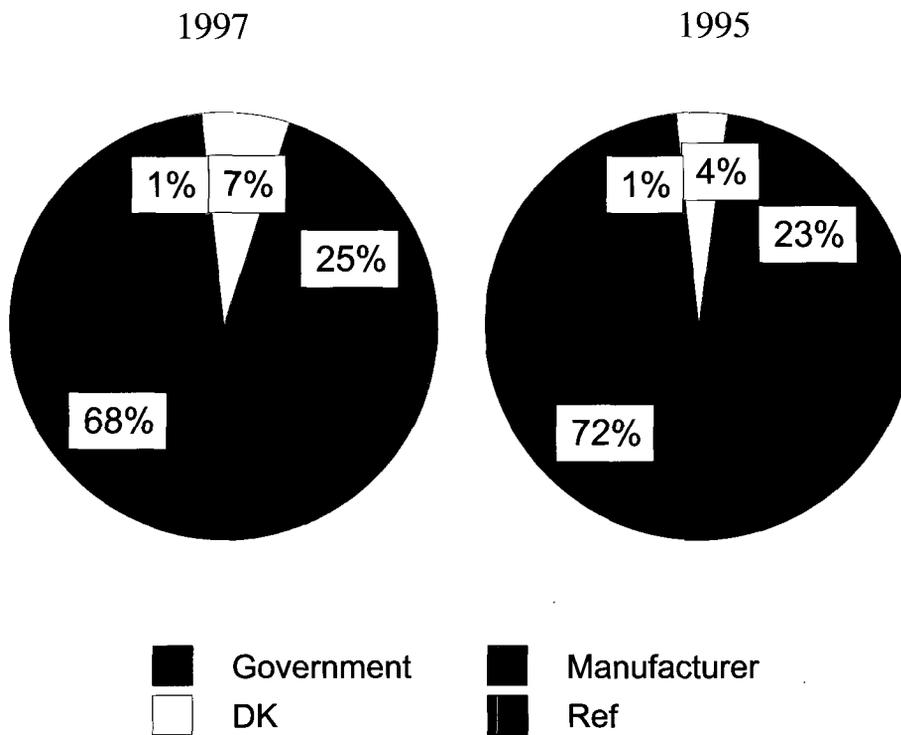
* 1995 question wording:

“Do you think that the government should set the standards for how well motor vehicles protect passengers in a crash or should those standards be *left to* the manufacturers?”

20a. Do you think that the current standards for safety equipment on new motor vehicles are too high, too low, or about right?



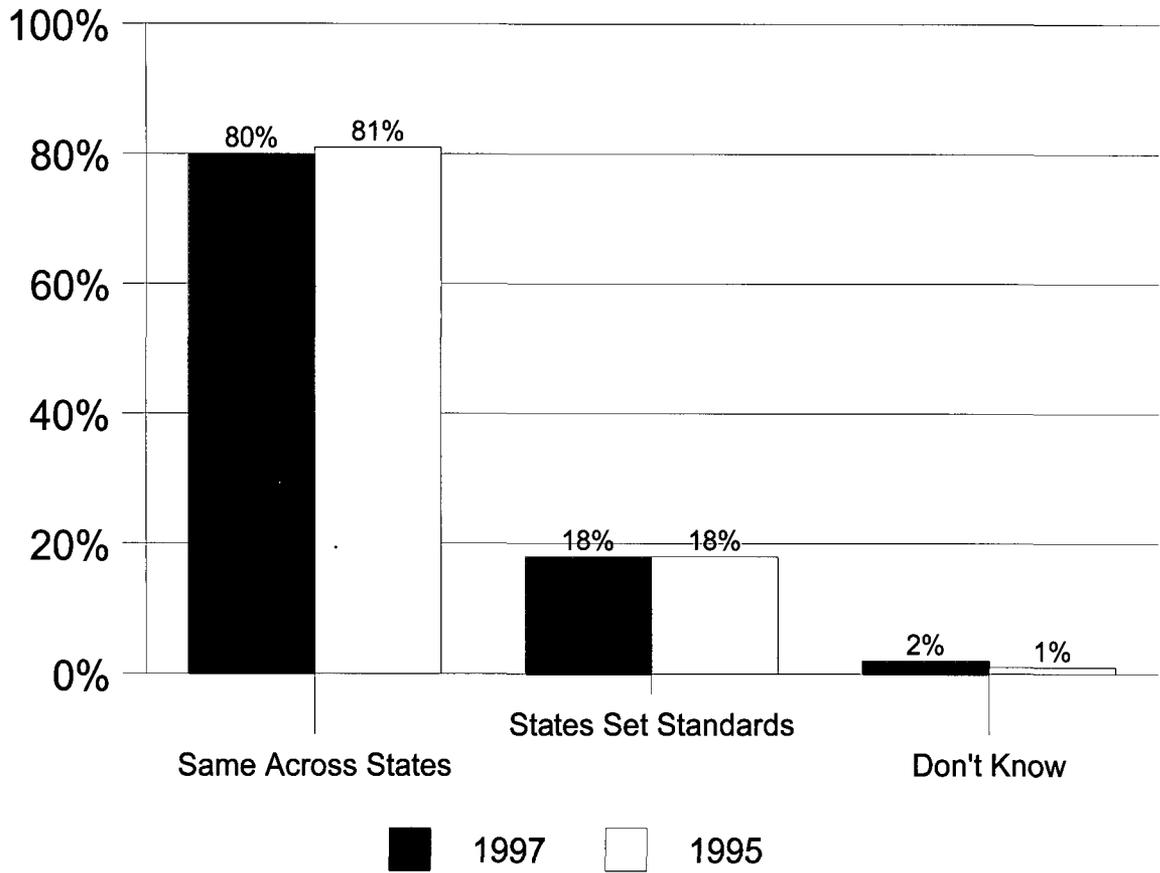
23. In general, do you think that standards for safety equipment in motor vehicles should be set by the government or set by the manufacturer?



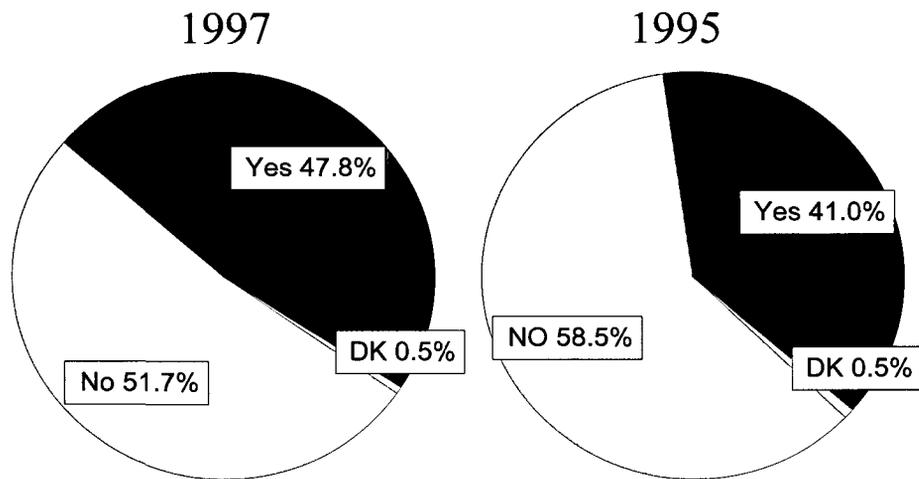
* 1995 question wording:

"In general, do you think that standards for safety equipment in motor vehicles should be set by the government or *left to* the manufacturer?"

24. Should requirements for safety standards be the same across all states or should each state be able to set its own standards?



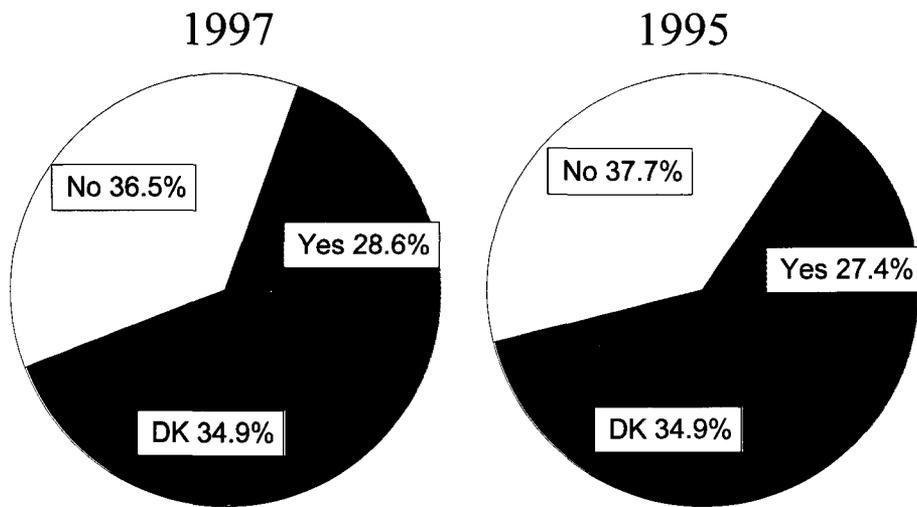
25a. Have you ever received a notice (or warning) that your vehicle was being recalled to correct a safety defect?*



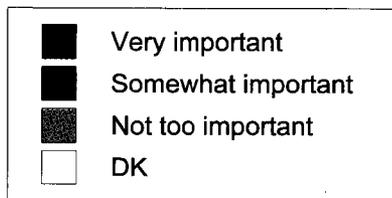
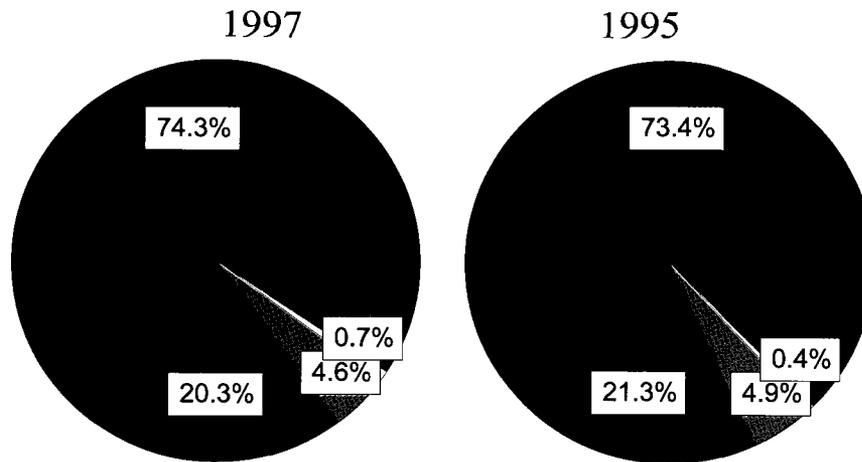
Base = Drivers

* The question was asked of everyone in 1995, but solely drivers in 1997. Only the drivers from 1995 are included in the above comparison.

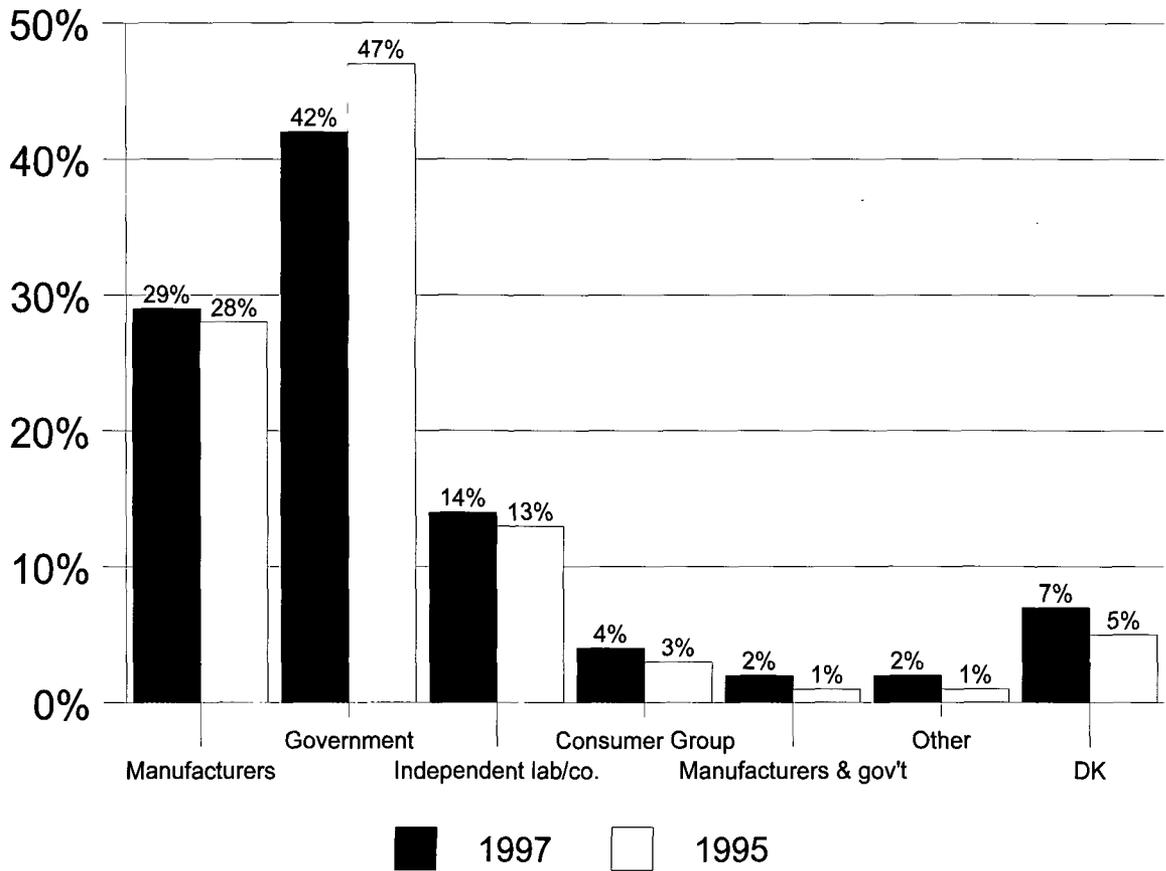
26a. To the best of your knowledge, is there a national hotline number where drivers can report safety defects that they have experienced so that government, manufacturers and drivers would be aware of these problems?



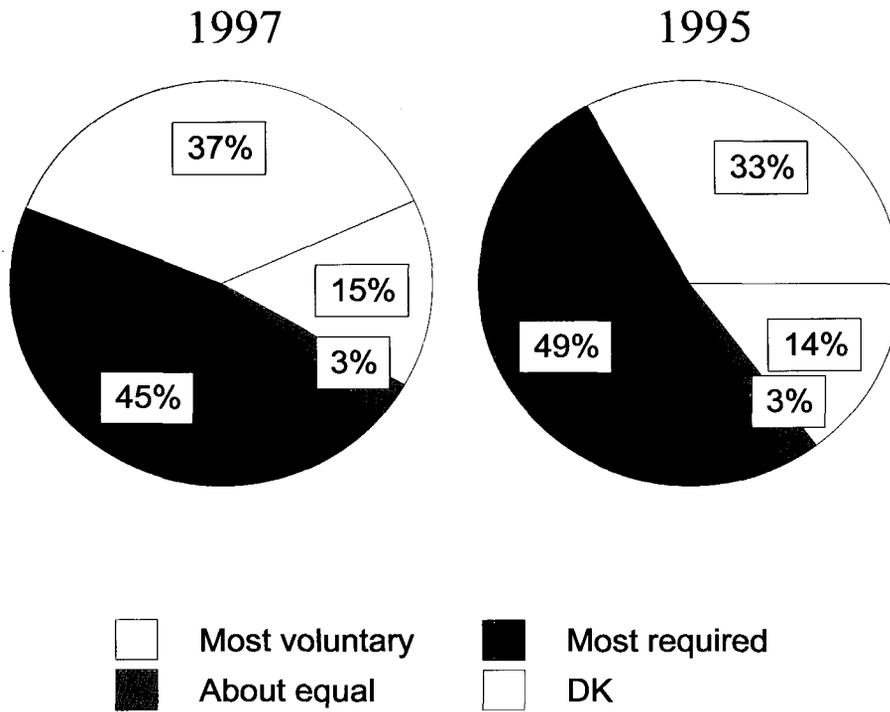
27a. How important do you think it is to have a national hotline number where drivers can report safety defects that they have experienced so that government, manufacturers and drivers would be aware of these problems? Is it...?



28. Would you prefer to see that type of defect reporting system run by the motor vehicle manufacturers, by the government or someone else?

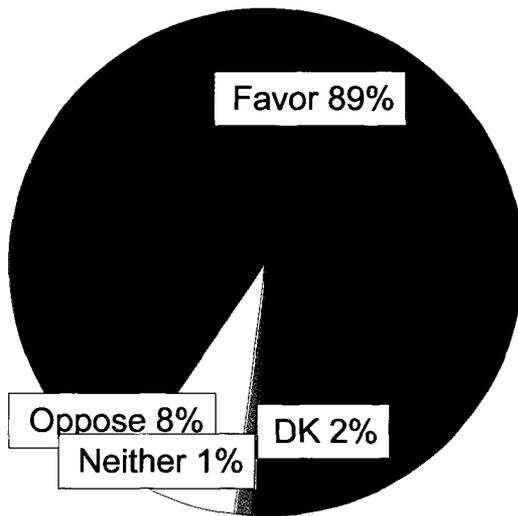


29. To the best of your knowledge, are most manufacturer recalls of motor vehicles for safety-related defects conducted on a voluntary basis or are most recalls required by the government?

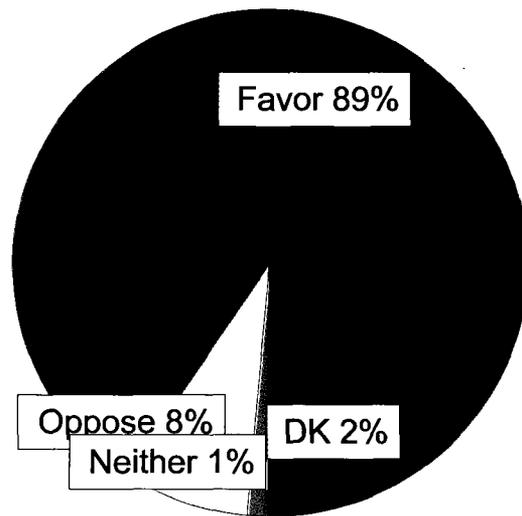


30. Do you favor or oppose the federal government being able to require manufacturers to recall motor vehicles for safety related defects?

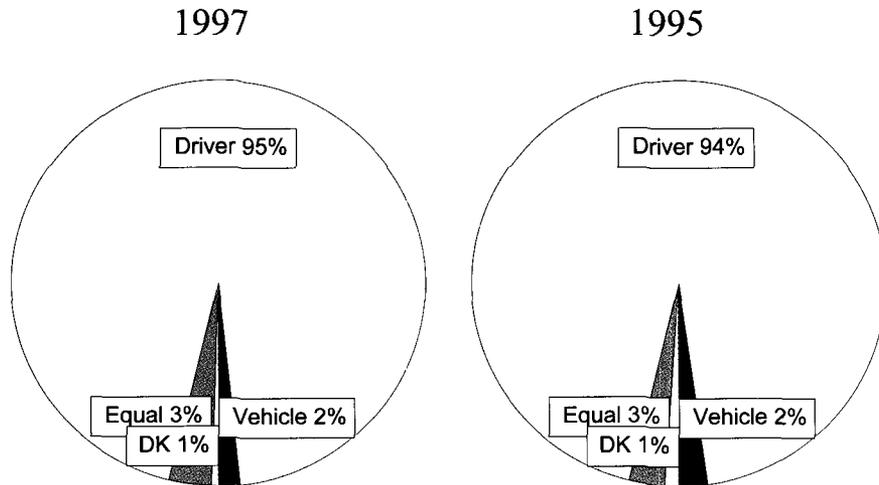
1997



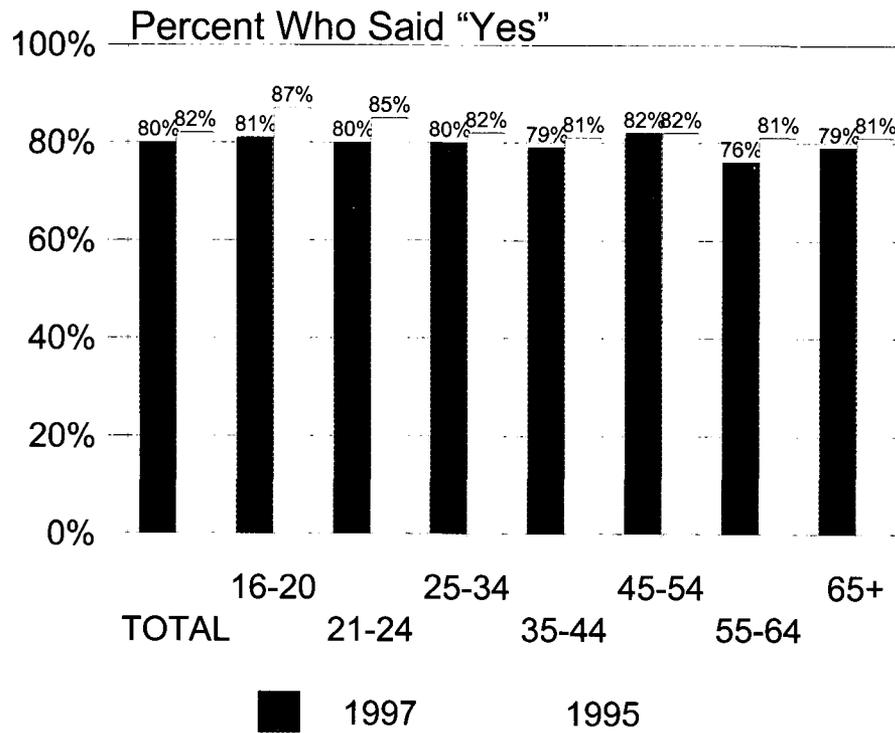
1995



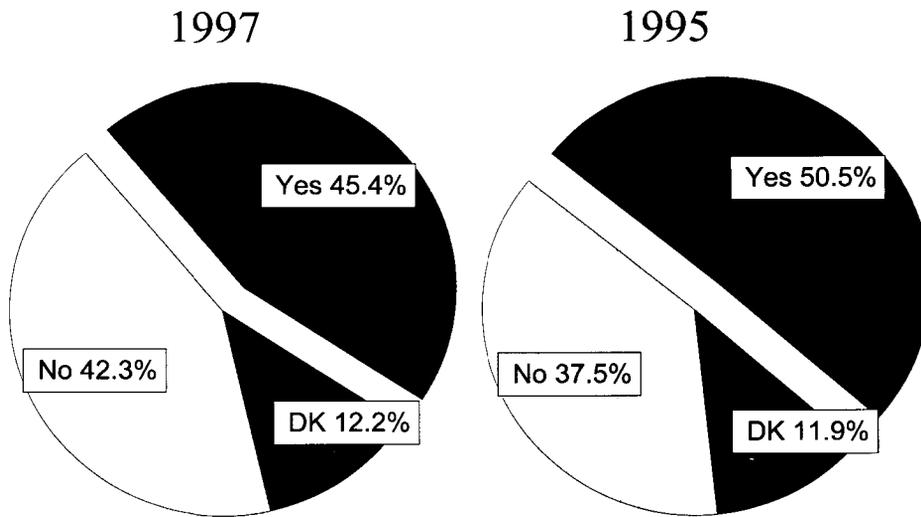
32. Now on a different topic, based on what you know or have heard, do you think that more accidents are caused by vehicle failures or by driver errors?



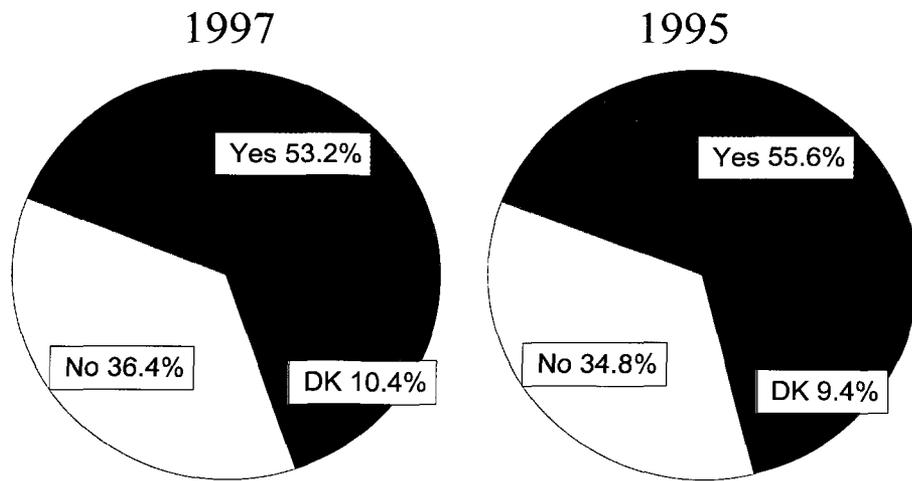
33a. Do you think that the number of serious injuries in motor vehicle accidents could be reduced by increased public education efforts?



34a. Do you think that there is anything that automobile manufacturers should do to reduce the number of serious injuries in motor vehicle accidents?



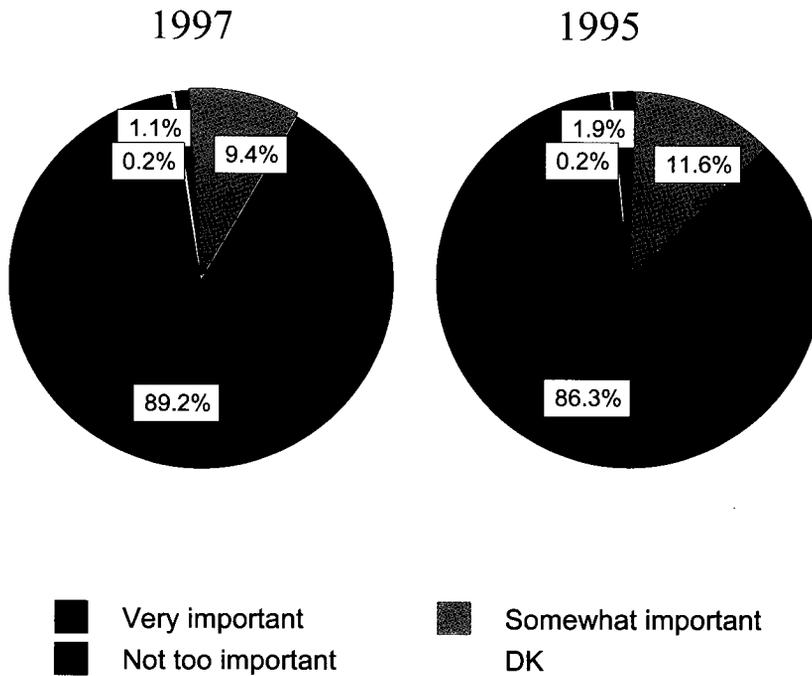
35a. Do you think that there is anything that government should do to reduce the number of serious injuries in motor vehicle accidents?



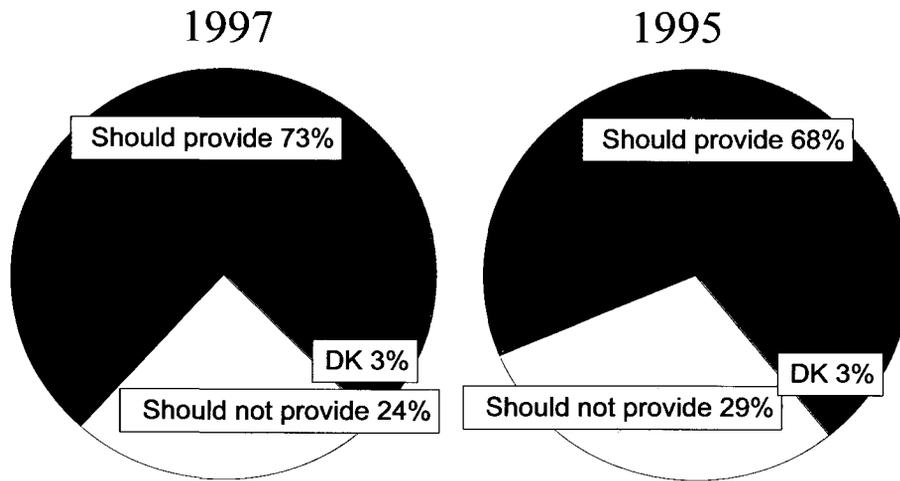
36. Let's talk about some specific issues. How important is it that something be done to [READ ITEM]? Is it very important, somewhat important, or not too important to . . . ?

Percent Who Said "Very Important"	1997	1995
Stop drinking and driving	95%	95%
Get parents to put infants and young children in car seats	95%	94%
Reduce speeding on residential streets	83%	79%
Get people to use seat belts	79%	79%
Train drivers to use safety equipment like anti-lock brakes properly	74%	NA
Improve pedestrian safety	72%	67%
Reduce speeding on highways	61%	54%

37. How important do you consider driver education courses in training new drivers to drive safely? Is it....?

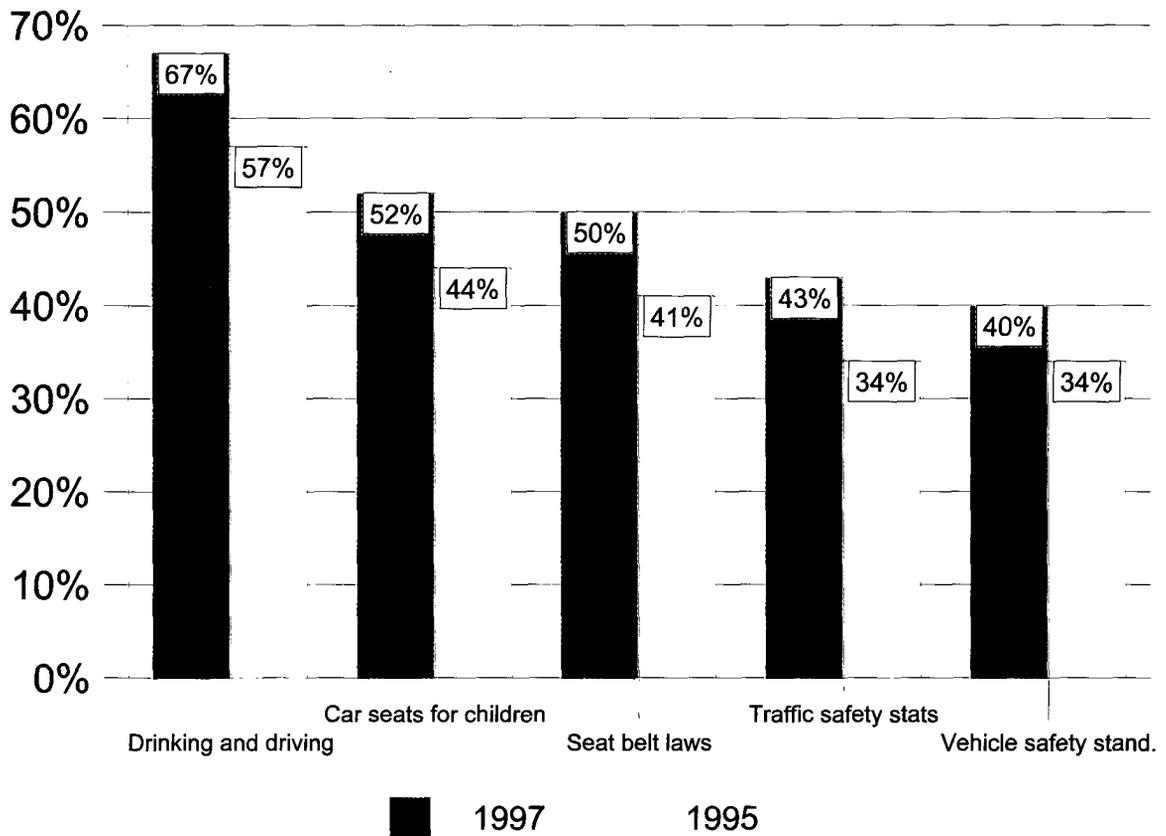


38. Do you think that the federal government should provide financial support to states and localities for high school driver education programs?



42. In the past year, have you ever read books, brochures, publications or other materials on the following topics (including newspapers and magazines). Have you read materials within the past year on. . . ?

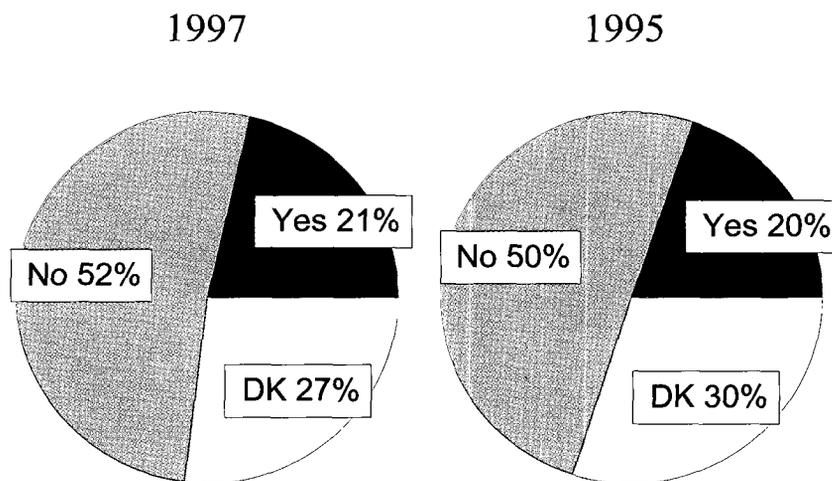
- Drinking and driving**
- Car seats for children**
- Seat belt laws**
- Safety standards for motor vehicle equipment**
- Traffic safety statistics**
- Safety standards for motor vehicle equipment**



1995 Question Wording:

In the past year, have you ever read books, brochures, publications or other materials on the following topics? Have you read materials within the past year on. . . ?

43a. To the best of your knowledge, is there a toll free hotline that you can call to obtain these types of information?

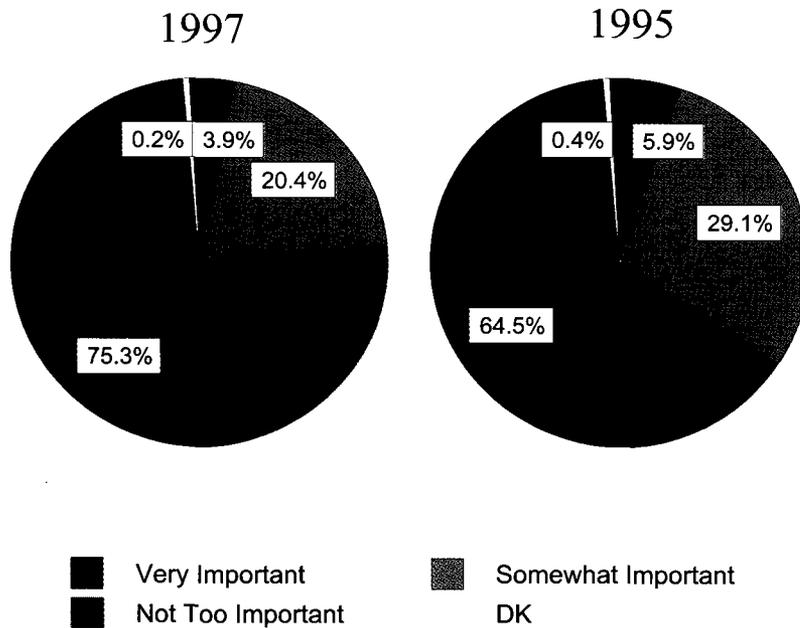


1995 Question Wording:

To the best of your knowledge, is there a toll free hotline that you can call to obtain *this type* of information?

- * This refers to information about topics addressed in the previous question (Q42a-e): car seats for children, drinking and driving, safety standards for motor vehicle equipment, seat belt laws, and traffic safety statistics.

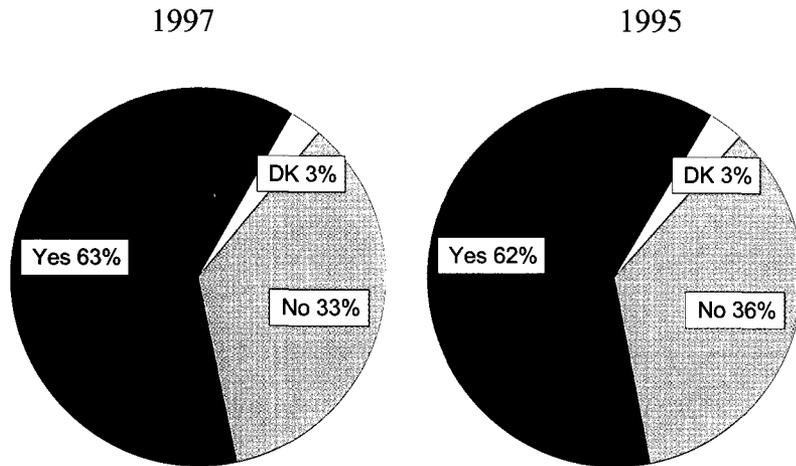
44. How important is it for the government to make these types of information* available to consumers in some form? Again, I am talking about information on things like child car seats, drinking and driving, seat belts, vehicle safety standards, traffic laws, and safety statistics. Is it...?



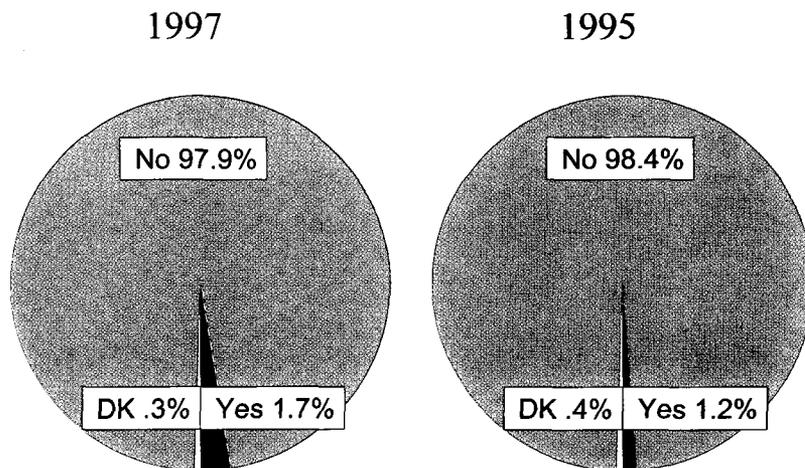
1995 Question Wording:

How important is it for the government to make *this type* of information available to consumers in some form? Is it...?

47b. Have you [ever] heard of the National Highway Traffic Safety Administration?



47d. Have you ever contacted the National Highway Traffic Safety Administration (NHTSA)?



47j-a. How would you rate the representative with whom you spoke [the most recent time] on. . . ?		
COURTESY	1997	1995
Base: Have contacted NHTSA by phone or in-person	N=61	N=41
Poor/very poor	5%	8%
Fair	10%	0%
Good	20%	23%
Very Good	18%	31%
Excellent	38%	35%
Very Good/Excellent	56%	66%

47j-b. How would you rate the representative with whom you spoke [the most recent time] on. . . ?		
KNOWLEDGE	1997	1995
Base: Have contacted NHTSA by phone or in-person	N=61	N=41
Poor/very poor	12%	8%
Fair	20%	1%
Good	14%	38%
Very Good	17%	32%
Excellent	29%	18%
Very Good/Excellent	46%	50%

47j-c. How would you rate the representative with whom you spoke [the most recent time] on. . . ?		
HELPFULNESS	1997	1995
Base: Have contacted NHTSA by phone or in-person	N=61	N=41
Poor/very poor	11%	8%
Fair	8%	6%
Good	12%	25%
Very Good	27%	39%
Excellent	33%	19%
Very Good/Excellent	61%	58%

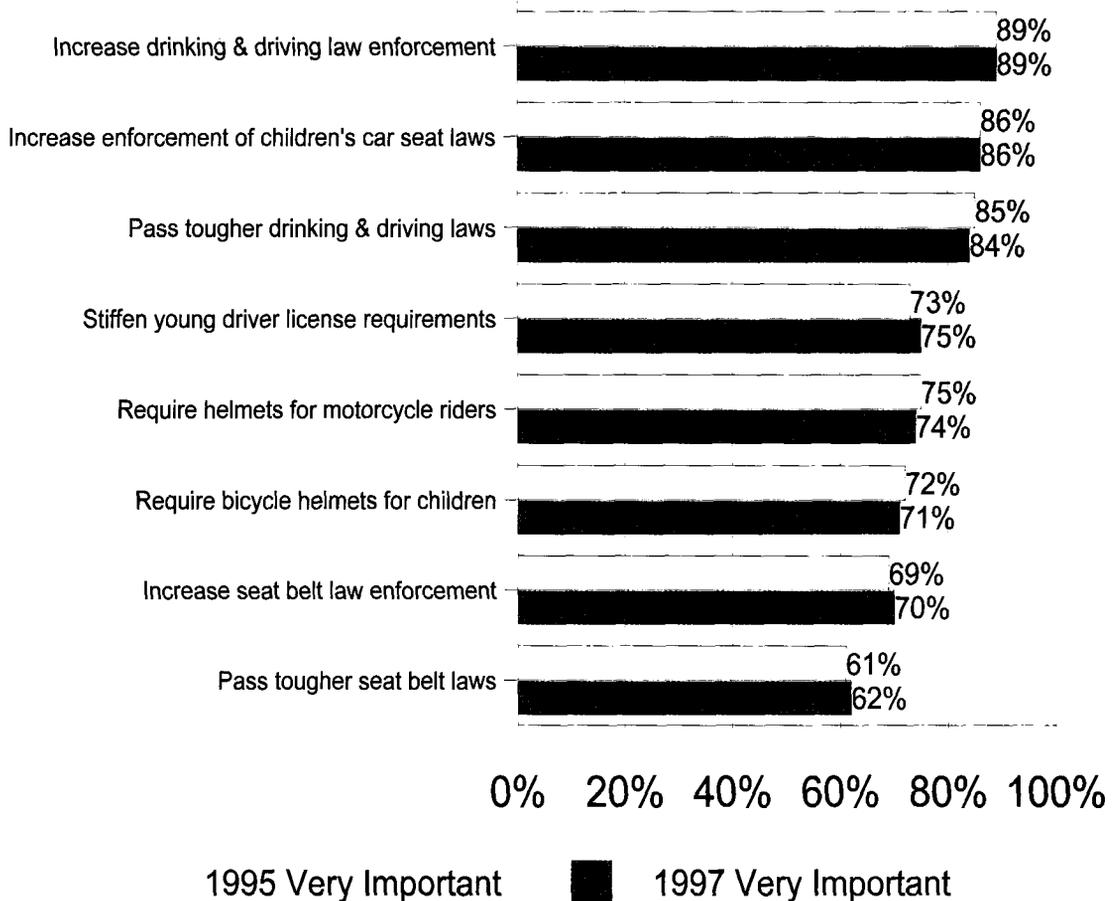
47k. Overall, how much of what you needed to know did you get from the person with whom you spoke? Did you get....?		
	1997	1995
Base: Have contacted NHTSA by phone or in-person	N=61	N=41
All or almost all you needed	54%	61%
Most of what you needed	9%	22%
Some of what you needed	13%	11%
Little or none of what you needed	16%	3%
Don't know	6%	0%
Refused	3%	3%
All/Most Of What You Needed	63%	84%

47n. Overall, how satisfied were you with the response to your inquiry? Were you ...?		
	1997	1995
Base: Have contacted NHTSA by phone, in-person, or mail	N=71	N=51
Very satisfied	52%	69%
Somewhat satisfied	18%	18%
Somewhat dissatisfied	8%	9%
Very dissatisfied	17%	3%
Not Sure	2%	---
Refused	2%	---
Very/Somewhat Satisfied	70%	87%

49. How important is it that the federal government conduct the following activities? Do you feel it is very important, somewhat important, or not too important for the federal government to...?

Percent Saying "Very Important"	1997	1995
Conduct public education campaigns to reduce drunk driving	86%	86%
Conduct public education campaigns to increase child car seat use	82%	80%
Regulate the safety of heavy trucks	81%	79%
Require manufacturers to improve safety features on passenger vehicles	78%	79%
Conduct research on motor vehicle safety	76%	74%
Conduct public education campaigns to increase seat belt use	71%	70%
Provide ratings on the comparative safety of new vehicles	71%	NA
Provide consumer information on traffic safety issues	68%	64%
Set bumper performance standards for new vehicles	65%	63%
Compile national statistics on highway fatalities and injuries	61%	60%
Conduct public education campaigns to improve pedestrian safety	60%	58%
Reduce odometer fraud	55%	49%

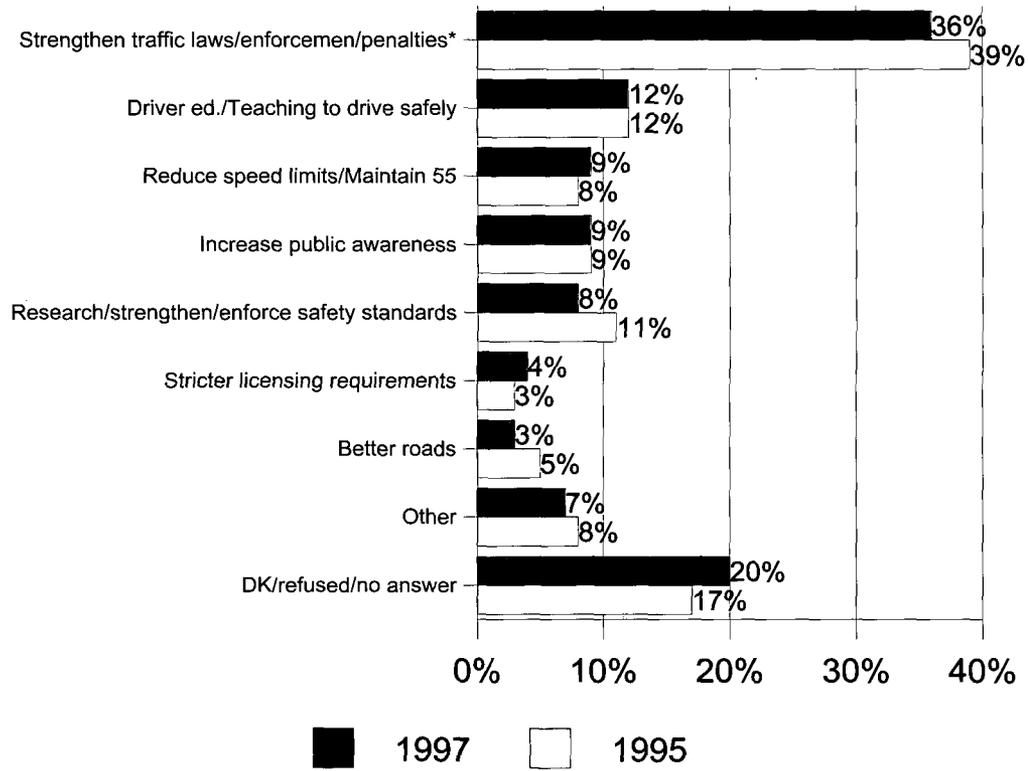
50. Besides what the federal government does, each state enacts its own safety laws and programs. How important is it for the federal government to encourage states to do the following things? Do you feel it is very important, somewhat important, or not too important for the federal government to encourage states to...?



1995 Question Wording:

How important is it for the federal government to encourage states to do the following things? Do you feel it is very important, somewhat important, or not too important for the federal government to encourage states to . . . ?

51. What do you consider the single most important thing that the Federal government could do to reduce fatal traffic accidents?



* Includes those who said drinking/driving laws and enforcement

APPENDIX A: METHODOLOGY

APPENDIX A

METHODOLOGY

Sample Design

Because the Customer Satisfaction Survey was conducted by telephone, the study procedures called for the construction of a national sampling frame of telephone households from which an unbiased population sample could be derived. A national probability sample was developed, composed of approximately 4,000 persons age 16 and older.

The procedure for developing a population-based sample for this telephone survey involved four stages. The first stage sample involved a population-based sample allocation, distributed in proportion to the geographic distribution of the target population according to the most recent Census estimates. The second stage employed a systematic selection of assigned telephone banks within the geographically stratified first stage sample design. The third stage in the sampling procedure was to conduct a random digit dialing (RDD) sampling of telephone households within the telephone banks selected in the second stage. The fourth stage required the identification and selection of one eligible respondent within each sampled household so that the household sampling frame yielded a population sample of the eligible population. These procedures yielded a national sample of the target population from which valid generalizations can be made to the general public, within specified limits of expected sampling variability.

Sample Construction

Most of the statistical formulas associated with sampling theories are based upon the assumption of simple random sampling. Specifically, the statistical formulas for specifying the sampling precision (estimates of sampling variance), given particular sample sizes, are premised on simple random sampling. Unfortunately, random sampling requires that all of the elements in the population have an equal chance of being selected. Since no enumeration of the total population of the United States (or its subdivisions) is available, all surveys of the general public are based upon an approximation of the actual population and survey samples are generated by a process closely resembling true random sampling.

The survey sample was based on a modified stratified random digit dialing method, using an area probability/RDD sample rather than a single-stage/RDD sample. There are several important advantages to using an area probability base: (1) it draws the sample proportionate to the geographic distribution of the target population rather than the geographic distribution of telephone households, which is vital to constructing unbiased population estimates from telephone surveys; (2) it allows greater geographic stratification

of the sample to control for known geographic differences in non-response rates; and (3) it facilitates the use of Census estimates of population characteristics to weight the completed sample to correct for other forms of sampling bias.

The initial stage of the sample construction process required the development of a national area probability sample based upon the distribution of the target population for this study, i.e., the non-institutionalized population age 16 and older of the United States. The adult population of the United States was stratified by the ten NHTSA regions, as shown in Table A-1.

The estimated distribution of the population by stratum was calculated on the basis of the Detailed State Projections Data Files (PE45) for 1997 (Series A- the preferred series) by Sex, Race, and Hispanic Origin, by single year of age. Based on these Census data on the geographic distribution of the target population, the Total sample was proportionately allocated by stratum. The geographic allocation of the cross-sectional sample for the survey is also presented in Table A-1.

TABLE A-1
NHTSA Regional Population Age 16+

		Population	Proportion	Cross-Section Sample
		205,799,791	100.00%	(4,000)
Region I	CT, ME, MA, NH, RI, VT	10,515,462	5.11%	204
Region II	NJ, NY	20,291,257	9.86%	394
Region III	DE, DC, MD, PA, VA, WV	21,300,878	10.35%	414
Region IV	AL, FL, GA, KY, MS, NC, SC, TN	38,666,180	18.79%	752
Region V	IL, IN, MI, MN, OH, WS	37,392,550	18.17%	727
Region VI	AR, LA, NM, OK, TX	23,452,686	11.40%	456
Region VII	IA, KS, MO, NE	10,012,429	4.87%	195
Region VIII	CO, MT, ND, SD, UT, WY	6,612,543	3.21%	129
Region IX	AZ, CA, HI, NV	29,315,774	14.24%	570
Region X	AK, ID, OR, WA	8,240,032	3.99%	160

Source: U.S. Bureau of the Census, Current Population Reports, Detailed State Projections Data Files (PE45), Series A by Age, Sex, Race, and Hispanic Origin: 1997."

Once the sample had been geographically stratified with sample allocation proportionate to population distribution, a sample of assigned telephone banks were randomly selected from an enumeration of the Working Residential Hundreds Blocks of the active telephone exchanges within the region. The Working Hundreds Blocks were defined as each block of 100 potential telephone numbers within an exchange that included 3 or more residential listings. (Exchanges with one or two listings were excluded because in most cases such listings represent errors in the published listings.) This second stage sampling frame included more than 96.5% of all U.S. telephone households.

In the third stage sample, a two-digit number was randomly generated by computer for each Working Residential Hundreds Block selected in the second stage sample. This third stage sampling process is the random digit dialing (RDD) component. Every telephone number within the Hundreds Block has an equal probability of selection, regardless of whether it is listed or unlisted.

The third stage RDD sample of telephone numbers was then dialed by SRBI interviewers to determine which were currently working residential household phone numbers. Non-working numbers and non-residential numbers were immediately replaced by other RDD numbers selected within the same stratum in the same fashion as the initial number. Ineligible households (e.g., no adult in the household, language barriers other than Spanish) were also immediately replaced. Non-answering numbers were not replaced until the research protocol (in this study, a five call protocol) was exceeded. However, one or more open numbers per case were permitted in order to permit the survey to be completed within a reasonable period.

Selection of Respondent within Household

The multi-stage sampling process described in the previous section yielded an unbiased national sample of households with telephones, drawn proportionate to the population distribution. The final stage required the selection of one respondent per household for the interview.

A systematic selection procedure was used to select one designated respondent for *each household sampled*. The "most recent/next birthday method" was used for within household selection among multiple eligibles. The Within Household Selection Procedure is presented in Figure A-1. The CATI system alternated the "most recent" and "next" birthday specification for the selected respondent to avoid a temporal bias for birthdays before (or after) the field period.

FIGURE A-1
Within Household Selection Procedure:
Adult Cross-Section

TIME START: _____ TIME END: _____

DATE: _____ BATCH #: _____ CATI RESP. #: _____

SAMPLE POINT #: _____ GENDER OF RESP.: MALE FEMALE

RESP PHONE NUMBER: _____

RESP POSITION IN HOUSEHOLD: _____

INTERVIEWER NAME: _____

THIS INTERVIEW IS A: COMPLETE CALLBACK FOR COMPLETION
TERMINATE AT Q. _____

INTRODUCTION TO BE ADMINISTERED TO ANY ADULT HOUSEHOLD MEMBER:

Hello, I'm calling for the U.S. Department of Transportation. We are conducting a study of Americans' attitudes about highway safety. The interview is completely confidential.

C1. In order to select just one person to interview, could I speak to the person in your household, age 16 and older, who has had the most recent/next birthday?

Respondent is that person [CONTINUE WITH CATI AND ENTER Q.1 AS C1].....1

Other respondent came to phone [CONTINUE WITH CATI AND ENTER Q.1 AS C1].....2

Respondent is not available:

[ARRANGE CALLBACK AND RECORD IT, ALONG WITH THE RESPONDENT'S FIRST NAME OR HH POSITION, ON THE SAMPLE SHEET. ATTACH THIS SHEET TO SAMPLE AFTER FILLING OUT APPLICABLE RESPONDENT INFO AT THE TOP. WHEN THE NEXT INTERVIEWER REACHES THIS PERSON, THEY WILL ENTER Q.1 AS C1].....3

Table A-2 presents the national population figures and projected sample distribution by age and sex for the total sample of 4,000 respondents.

TABLE A-2 Population and Expected Sample Distribution*			
	Population		Sample
	Total Population (thousands)	%	Total
Total (16+)	205,780	100	4,000
Males (16+)	99,035	48.12	1,925
16-24	16,552	8.04	322
25-34	19,804	9.62	385
35-44	21,842	10.61	424
45-54	16,435	7.99	320
55-64	10,405	5.06	202
65+	13,997	6.80	272
Females(16+)	106,765	51.88	2,075
16-24	15,916	7.73	309
25-34	19,883	9.66	386
35-44	22,158	10.77	431
45-54	17,210	8.36	334
55-64	11,445	5.56	222
65+	20,153	9.79	392

* Source: U.S. Bureau of the Census, Current Population Reports, Detailed State Projections Data Files (PE45), Series A by Age, Sex, Race, and Hispanic Origin: 1997."

Initial Contact

Initial telephone contact was attempted during the hours of the day and days of the week which have the greatest probability of respondent contact. The primary interviewing period was from 5:30 p.m. to 10:00 p.m. on weekdays, from 9:00 a.m. to 10:00 p.m. on Saturdays, and from 10:00 a.m. to 10:00 p.m. on Sundays (all times are local time). Since interviewing was conducted across time zones, the interviewing shift lasted until 1:00 a.m. Eastern Time (10:00 p.m. Pacific Time).

If the interview was not conducted at the time of initial contact, the interview was rescheduled at a time convenient to the respondent. Although initial contact attempts were made on evenings and weekends, daytime interviews were scheduled when necessary. If four telephone contacts on the night and weekend shifts did not elicit a respondent contact, the fifth contact was attempted on a weekday.

Interviewers attempted a minimum of five calls to each telephone number. When the household was reached, the interviewer asked to speak to an adult to screen the household for eligibility and to determine the designated respondent. When the designated respondent was reached but an interview at that time was inconvenient or inappropriate, interviewers set up appointments with respondents. When contact was made with the household, *but not the designated respondent(s)*, interviewers probed for appropriate callback times and attempted to set up an appointment.

Spanish Language Interviews

A Spanish language version of the survey instrument was developed in order to eliminate language barriers for the largest proportion of non-English-speaking adults in the U.S. If the interviewer encountered a language barrier at the telephone number, either with the person answering the phone or with the designated respondent, the interviewer thanked the person and terminated the call. If the case was designated as Spanish language, it was turned over to the next available Spanish-speaking interviewer. All households in which a Spanish language barrier was encountered were assigned to a Spanish-speaking interviewer. These bilingual interviewers recontacted the Spanish-speaking households to screen for eligibility and conduct interviews with eligible respondents.

Refusal Conversion

The process of converting terminations and refusals, once they had occurred, involved the following steps. First, there was a diagnostic period, when refusals and terminations were reported on a daily basis and the Project Director and Operations Manager reviewed them after each shift to see if anything unusual was occurring. Second, after enough time had passed to see a large enough sample of refusals and terminations, the Project Director and his staff developed a refusal conversion script. Third, the refusal conversion effort was fielded with reinterview attempts scheduled about a week after the initial refusal. Fourth, the Project Director and Operations Manager received the outcomes of the refusal conversion efforts on a daily basis. Minor revisions of the script and the procedures were made, as needed. The final refusal conversion script is shown in Figure A-2, on the following two pages.

FIGURE A-2
Refusal Conversion Script

Hello, my name is _____. I am a field supervisor with SRBI, a national research organization in New York. I believe that someone in your household may have been contacted by one of our interviewers concerning a public policy study that we are conducting for the U.S. Department of Transportation in Washington, D.C.

Yes, respondent.....1

Yes, other.....2

No, don't recall.....3

1. The U.S. Department of Transportation is conducting a study of Americans' attitudes about traffic safety. It is a public opinion study that will help the government to consider traffic safety in light of what the public really wants and does. It only takes about fifteen minutes and it's strictly confidential.

Willing to proceed.....1 GO TO SELECTION GRID

Refuses.....2

2. I understand. My job as a field supervisor is to find out if there are any problems with our surveys or interviewers that are discouraging people from participating. Could you tell me if we have done something wrong or is there something about the interview that concerns you?

IF: I don't do surveys.

ANSWER: I understand, but this is the first national survey to really examine what people think should be done about traffic safety. The results will be presented to Congress and may affect traffic safety in your area. It is really important.

IF: I don't have time.

ANSWER: It doesn't take very long and we can schedule it at a time convenient to you. We need to represent the opinions of busy people like you, as well as people who have more time, if we are to present an accurate picture to Congress of what the public thinks and wants.

IF: I don't know if you are who you say you are.

ANSWER: I can give you our 800 number to call and confirm the authenticity of the study.

IF: I don't know how the results will be used.

ANSWER: The Department of Transportation has been charged by the Congress to report to them about public opinion and behavior related to traffic safety, in order to assist them in determining what should be done to make our roads and highways safer. That's why we need to talk to you.

FIGURE A-2
Refusal Conversion Script
(continued)

IF: I don't drive.

ANSWER: Then the interview should only take a few minutes. Even if you don't drive, we need to get your opinion about some traffic issues that may affect you as a pedestrian. We also need a little background about non-drivers, but it won't take long at all.

IF: Don't know enough.

ANSWER: This is an opinion survey about driving, traffic safety and traffic laws based on your experience. We need to talk to all kinds of people to get a true picture of what ordinary Americans think, not just what "experts" say.

IF: I don't want the government to know about me/ what I do.

ANSWER: The interview is strictly confidential. Your telephone number was selected at random. As soon as we complete the interview and verify it, we destroy the phone number. No one will ever know who you are. We do this so that you can be comfortable in telling us what you really think, not what you think the government wants to hear.

IF: It's a bad time.

ANSWER: We can schedule a callback for a time that would be good for you.

Date _____ Time _____

IF STILL HESITANT SAY:

It is really important that we represent the views and experience of people like yourself so that the findings will be fair and accurate. You don't often get a chance to participate in studies that may affect the laws in your community. It's really important and we really want to represent your household in the study. If now is a bad time, we can schedule the interview during the day, in the evening, or on the weekend whenever is better for you.

(IF SUGGESTS A TIME MORE THAN TWO WEEKS HENCE:

We are supposed to finish the study by the end of December. Could we find some time this week (or next) to do the interview?)

Date _____ Time _____

IF AGREEABLE, GO TO THE SELECTION GRID.

IF STILL REFUSES, THANK AND COMPLETE.

Field Outcomes

The field interviewing for the study commenced on November 4, 1997, following training of the field interviewers, and was completed on January 9, 1998. However, some callbacks were made to respondents with missing data after the field period ended. Status of cases as of the end of the field period are reported using the categories defined below.

FIGURE A-3
Sample Disposition Categories

NIS/Dis/change #	The number was not in service, had been disconnected, or yielded a recording indicating that it was no longer an active number
Non-residential	The number yielded a contact with a business, government agency, pay telephone, or other non-residential unit
Computer/fax	The number yielded an electronic tone indicating a fax machine or data line
No answer	The number rang, but no one answered
Busy	A busy signal was encountered
Answering machine	An answering machine was reached at the telephone number
Language	The interview could not be completed because of language barriers
Away for duration	The designated respondent was out of the area for the entire field period
Callback	Contact was made with the household, but not necessarily the designated respondent. By the end of the field period, the case had neither yielded a refusal or completed interview
Callback to complete	The interview was interrupted, but not terminated. The field period ended before the full interview could be completed
Refusal -- Initial	Someone in the household refused to participate in the study
Refusal -- Second	During a refusal conversion attempt, a second refusal to participate in the study was encountered
Terminate	A respondent began the interview but refused to finish
Complete	An interview was completed with the designated respondent

A total of 13,553 randomly selected telephone numbers were sampled within a geographically stratified national sampling frame:

- 22% of the numbers were not active residential phone numbers, including 7% not-in-service, 12% business or non-residential, and 3% computer or fax tones;
- 18% of the numbers were no answers (despite repeated attempts) and 1% were answering machines; and
- 4% were households in which the designated respondent was not interviewable (away for an extended period, incapacitated, or deaf) and an additional 1% were non-interviewable due to language barriers (non-Spanish).

At the close of the field period 1,614 cases (about 12%) were in callback status.

The participation rate represents one of the most critical measures of potential sample bias because it indicates the degree of self-selection by potential respondents into or out of the survey. The participation rate is calculated as the number of completed interviews (including respondents who screen out as ineligible) divided by the combined total number of completed interviews, terminated interviews, and refusals to interview. (The inclusion of screen outs in the numerator and denominator is mathematically equivalent to discounting the refusals by the estimated rate of non-eligibility among refusals.) The participation rate is based on the following elements:

- 4044 completed interviews
- 596 cases in which someone in the household completed the household screen, but no one in the household was found to be eligible for the full interview
- 1047 refusals to be interviewed (including 794 second refusals) and 45 terminated interviews

Based on the standard calculations of participation rate, the participation rate was 80.95%. The Final Summary Disposition is given in Table A-3.

TABLE A-3: FINAL SAMPLE DISPOSITION

STATUS	COUNT	%	%
TOTAL NUMBERS DIALED	13553	100.00	
Not in service/disconnected/wrong number	918	6.77	
Business/non-residential number	1583	11.68	
Computer/fax tone	415	3.06	
Over maximum (5) attempts/No answer	2182	16.09	
Other reason terminating	25	0.18	
Not available	4	0.03	
No answer	266	1.96	
Answering machine	119	0.88	
Busy	29	0.21	
Callback	776	5.72	
Callback for designated respondent	838	6.18	
Language problems	154	1.14	
Health/deaf/deceased	392	2.89	
Respondent away for duration	119	0.88	
Initial refusals (callback)	253	1.87	
Second refusals	794	5.86	
TOTAL CONTACTS	4685	34.57	100.00
TOTAL NOT QUALIFIED	64		1.37
Screen out Q.A--No one 16+	64		1.37
TOTAL QUALIFIED	4621		98.63
Quota out--region/gender	532		11.36
Terminates	45		0.96
COMPLETES	4044		86.63
COMPLETION RATE	80.95%		
INCIDENCE	98.63%		

Sample Weighting

The characteristics of a perfectly drawn sample of a population will vary from true population characteristics only within certain limits of sample variability (i.e., sampling error). Unfortunately, social surveys do not permit perfect samples. The sampling frames available to survey research are less than perfect. The absence of perfect cooperation from sampled units means that the completed sample will differ from the drawn sample. In order to correct these known problems of sample bias, the achieved sample is weighted to certain characteristics of the total population.

The weighting plan for the survey was a multi-stage sequential process of weighting the achieved sample to correct for sampling and non-sampling biases in the final sample. The first stage in the sample weighting procedures was designed to correct the cases in the completed sample for known selection biases in the sampling procedures. At the household selection stage, a random digit dialing process will give households with more than one telephone number an unequal likelihood of selection. Nationally, about ten percent of households selected by random digit dialing will have more than one telephone number. This selection bias was corrected by giving each household a first stage weight of 0.5 if there were two or more different telephone numbers in the household.

The second step in the weighting process was to correct for selection procedures that yielded unequal probability of selection within sampled households. Although the survey was designed as a population survey, only one eligible person per household could be interviewed (because multiple interviews per household are burdensome and introduce additional design effects into the survey estimates). A respondent's probability for selection is inverse to the size (number of other eligible adults) of the household. Hence, the second stage weight was equal to the number of eligible respondents within the household.

The previous steps in the sample weighting process were designed to correct the achieved sample for known biases in sample selection. There is also a self-selection bias in sample surveys in which participation is voluntary. The primary self-selection biases involve age, gender, and race. A third procedure weighted the sample to the cell distribution of the population by age and gender, using the Census Population Projections for Age, Sex and Race for 1995. After these corrections were made, no further weighting by other Census characteristics (e.g., race) was considered necessary or desirable.

The final step in the weighting process was designed to correct for the fact that the total number of cases in the weighted sample was larger than the unweighted sample size because of the use of the number of eligibles weight. In order to avoid misinterpretation of sample size, the total number of cases in the unweighted sample was divided by the total number of cases in the weighted sample to yield a sample size weight. The weight adjusts the 4,044 completed interviews in the achieved sample to correct for known sampling and participation biases.

Figure A-4 presents the SPSS program used to compute and assign weights.

FIGURE A-4
SPSS Program for Assigning Weights

```
Compute numtel=D10b.
Recode numtel (sysmis=1)(2 thru 12=2).
compute nadults=(d2 +1).
recode nadults (7 thru 91=7)(98,99,100=1).
compute catage=d1.
recode catage (16 thru 24=1)(25 thru 34=2)(35 thru 44=3)(45 thru 54=4)(55 thru 64=5)(65 thru 97=6)
(98,99=7).
value labels catage 1 '16 thru 24' 2 '25-34' 3 '35-44' 4 '45-54' 5 '55-64' 6 '65+' 7 'NS-REF'.
missing value catage (7).
compute weight1=numtel.
recode weight1 (1=1)(2=.5).
compute weight2=nadults.
compute weight3= (weight1 * weight2).
compute weight4=1.
if (gender eq 1 and catage eq 1) weight4=1.119.
if (gender eq 1 and catage eq 2) weight4=1.009.
if (gender eq 1 and catage eq 3) weight4=.918.
if (gender eq 1 and catage eq 4) weight4=.818.
if (gender eq 1 and catage eq 5) weight4=.982.
if (gender eq 1 and catage eq 6) weight4=1.191.
if (gender eq 2 and catage eq 1) weight4=1.109.
if (gender eq 2 and catage eq 2) weight4=.976.
if (gender eq 2 and catage eq 3) weight4=.866.
if (gender eq 2 and catage eq 4) weight4=.853.
if (gender eq 2 and catage eq 5) weight4=.993.
if (gender eq 2 and catage eq 6) weight4=1.533.
compute weight5=(weight3 * weight4).
compute weight6=(weight5*.4787).
```

Precision of Sample Estimates

The objective of the sampling procedures used on this study was to produce an unbiased sample of the target population. An unbiased sample shares the same properties and characteristics of the total population from which it is drawn, subject to a certain level of sampling error. This means that with a properly drawn sample we can make statements about the properties and characteristics of the total population within certain specified limits of certainty and sampling variability.

The confidence interval for sample estimates of population proportions, using simple random sampling without replacement, is calculated by the following formula:

$$\text{var (x)} = z \sqrt{\frac{[p * (q)]}{[n - 1]}}$$

Where:

var (x) =	the expected sampling error of the mean of some variable, expressed as a proportion
p =	some proportion of the sample displaying a certain characteristic or attribute
q =	(1 - p)
z =	the standardized normal variable, given a specified confidence level (1.96 for samples of this size).
n =	the size of the sample

The sample size for the survey is large enough to permit estimates for subsamples of particular interest. Table A-4, on the next page, presents the expected size of the sampling error for specified sample sizes of 4,000 and less, at different response distributions on a categorical variable. As the table shows, larger samples produce smaller expected sampling variances, but there is a constantly declining marginal utility of variance reduction per sample size increase.

TABLE A-4
Expected Sampling Error (Plus or Minus)
At the 95% Confidence Level
(Simple Random Sample)

Percentage of the Sample or Subsample Giving
A Certain Response or Displaying a Certain
Characteristic for Percentages Near:

Size of Sample or Subsample	<u>10 or 90</u>	<u>20 or 80</u>	<u>30 or 70</u>	<u>40 or 60</u>	<u>50</u>
4,000	0.9	1.2	1.4	1.5	1.5
3,000	1.1	1.4	1.6	1.8	1.8
2,000	1.3	1.8	2.0	2.1	2.2
1,500	1.5	2.0	2.3	2.5	2.5
1,300	1.6	2.2	2.5	2.7	2.7
1,200	1.7	2.3	2.6	2.8	2.8
1,100	1.8	2.4	2.7	2.9	3.0
1,000	1.9	2.5	2.8	3.0	3.1
900	2.0	2.6	3.0	3.2	3.3
800	2.1	2.8	3.2	3.4	3.5
700	2.2	3.0	3.4	3.6	3.7
600	2.4	3.2	3.7	3.9	4.0
500	2.6	3.5	4.0	4.3	4.4
400	2.9	3.9	4.5	4.8	4.9
300	3.4	4.5	5.2	5.6	5.7
200	4.2	5.6	6.4	6.8	6.9
150	4.8	6.4	7.4	7.9	8.0
100	5.9	7.9	9.0	9.7	9.8
75	6.8	9.1	10.4	11.2	11.4
50	8.4	11.2	12.8	13.7	14.0

NOTE: Entries are expressed as percentage points (+ or -).

We would expect relatively little difference in sample estimates between a simple random sample and a stratified proportionate sample. However, the appropriate statistical formula for calculating the allowance for sampling error (at a 95% confidence interval) for this type of stratified sample is:

$$ASE = 1.96 \sqrt{\sum_{h=1}^g W_h^2 \{(1-f_h) (s_h^2/n_h - 1)\}}$$

where:

- ASE = allowance for sampling error at the 95% confidence level;
- h = a sample stratum;
- g = number of sample strata;
- w_h = stratum h as a proportion of total population;
- f_h = the sampling fraction for group h -- the number in the sample divided by the number in the universe;
- s_h^2 = the variance in the stratum h -- for proportions this is equal to $p_h (1.0 - p_h)$;
- n_h = the sample size for the stratum h.

While the earlier table provides a useful approximation of the magnitude of expected sampling error, precise calculation of allowances for sampling error requires the use of this formula.

Estimating Statistical Significance

The estimates of sampling precision presented in the previous section yield confidence bands around the sample estimates, within which the true population value should lie. This type of sampling estimate is appropriate when the goal of the research is to estimate a population distribution parameter. However, the purpose of some surveys is to provide a comparison of population parameters estimated from independent samples (e.g. annual tracking surveys) or between subsets of the same sample. In such instances, the question is not simply whether or not there is any difference in the sample statistics which estimate the population parameter, but rather is the difference between the sample estimates statistically significant (i.e., beyond the expected limits of sampling error for both sample estimates).

To test whether or not a difference between two sample proportions is statistically significant, a rather simple calculation can be made. Call the total sampling error (i.e., var (x) in the previous formula) of the first sample s_1 and the total sampling error of the second sample s_2 . Then, the sampling error of the difference between these estimates is sd which is calculated as:

$$sd = \sqrt{(s_1^2 + s_2^2)}$$

Any difference between observed proportions that exceeds sd is a statistically significant difference at the specified confidence interval. Note that this technique is mathematically equivalent to generating standardized tests of the difference between proportions.

An illustration of the pooled sampling error between subsamples for various sizes is presented in Table A-5. This table can be used to indicate the size of difference in proportions between drivers and non-drivers or other subsamples that would be statistically significant.

SCHULMAN, RONCA AND BUCUVALAS, INC.
145 East 32nd Street
NEW YORK, NEW YORK 10016
FINAL APPROVED QUESTIONNAIRE

STUDY NUMBER 7433
November 4, 1997
OMB No. 2127-0579
Expires: 6/30/98

SURVEY ON NHTSA CUSTOMER SATISFACTION

SAMPLE READ-IN

State: _____ County: _____ Metro Status: _____

Date: _____ CATI ID: _____

Interviewer: _____

Telephone Number: _____

Time Start: _____ Time End: _____ TOTAL TIME: _____

INTRODUCTION

Hello, I'm _____ calling for the U.S. Department of Transportation. We are conducting a study of Americans' attitudes about highway safety. The interview is completely confidential.

DUMMY QUESTION FOR BIRTHDAY QUESTIONS

Has had the most recent.....1

Will have the next.....2

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

Respondent is the person.....1

Other respondent comes to phone.....2

Respondent is not available.....3

SKIP TO 1

CONTINUE TO B

ARRANGE CALLBACK

- B. Hello, I'm _____ calling for the U.S. Department of Transportation. We are conducting a study of Americans' attitudes about highway safety. The interview is completely confidential. It takes fifteen to twenty minutes. Could we begin now?

CONTINUE INTERVIEW.....1

Arrange Callback.....2

Refused.....3

**SAMPLE READ IN: STATE, FIPS CODE FOR COUNTY, CENSUS REGION, NHTSA REGION
FROM OBSERVATION, ENTER GENDER OF RESPONDENT**

Male.....1

Female.....2

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

- Almost every day.....1
 - Few days a week.....2
 - Few days a month.....3
 - Few days a year.....4
 - Never.....5 **SKIP TO Q.4a**
 - Other (SPECIFY).....6
-
- (VOL) Don't know.....17

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

- Car.....1
 - Van or minivan.....2
 - Motorcycle.....3 **SKIP TO Q4a**
 - Pickup truck.....4
 - Jeep/Explorer/Trooper/(VOL)....5
 - Other truck (SPECIFY).....16
-
- (VOL) Don't know.....17

3. What model year is the (car/truck/van) you normally drive?

19_____ (Range=60-99) Not sure....99

4a. Compared to ten years ago, do you think motor vehicles are safer now, more dangerous now, or are they about as safe now as ten years ago?

- Safer now.....1
- More dangerous now.....2 **SKIP TO Q4c**
- About as safe.....3 **SKIP TO Q5a**
- Both (VOL).....4
- Not sure.....5 **SKIP TO Q5a**

4b. Why are they safer now? **DO NOT READ. MULTIPLE RECORD.**

- Steel construction.....2
- Seatbelts.....4
- Airbags.....5
- Braking system.....6
- Built better/better design.....9
- Other (SPECIFY).....17
- Not sure.....18

[SKIP TO Q5a IF Q4a EQ 1]

4c. Why are they more dangerous now? **DO NOT READ. MULTIPLE RECORD.**

- Size/smaller.....1
- Weaker materials.....2
- Higher speeds.....3
- More drivers/vehicles.....4
- Poorer quality/workmanship....5
- Other (SPECIFY).....12
- Not sure.....13

5a. Compared to ten years ago, do you think that drivers drive more safely now, less safely now, or about as safely now as ten years ago?

- More safely now.....1
- Less safely now.....2 **SKIP TO Q5c**
- About as safely.....3 **SKIP TO Q6**
- Both (VOL).....4
- Not sure.....5 **SKIP TO Q6**

5b. Why do they drive more safely now? **DO NOT READ. MULTIPLE RECORD.**

- Lower speed limits.....1
- Better driver education.....2
- Less drinking and driving.....3
- Tougher laws.....4
- More enforcement/police.....5
- Media attention.....7
- Seatbelts.....8
- Better roads.....9
- Other (SPECIFY).....18
- Not sure.....19

[SKIP TO Q6 IF Q5a EQ 1]

5c. Why do they drive less safely now? **DO NOT READ. MULTIPLE RECORD.**

- Higher speed limits.....1
- Less driver education.....2
- More drinking and driving.....3
- Less enforcement/police.....5
- Driving faster.....9
- Taking more risks.....10
- More drivers/cars.....11
- Younger drivers.....12
- Other (SPECIFY).....19
- Not sure.....20

6. Personally, do you think that you are more likely to be a victim of a violent crime or a victim of a serious motor vehicle accident?

- Violent crime.....1
- Motor vehicle accident.....2
- About the same (VOL).....3
- Not sure.....4

7. Do you think that the dollar costs to society are more for violent crime or more for motor vehicle accidents?

- Violent crime.....1
- Motor vehicle accidents.....2
- About the same (VOL).....3
- Not sure.....4

[CONDITIONAL: IF Q1 EQ 5, SKIP TO Q13]

8. If you were buying a new motor vehicle, how important would you rank the safety of the vehicle in your purchase decision? Is it

- Very important.....1
- Somewhat important.....2
- Not too important.....3
- Not sure.....4

9. What kinds of safety information, if any, would you want to know before buying a new motor vehicle? **DO NOT READ LIST. MULTIPLE RECORD.**

- Airbags.....1
- Antilock brakes (ABS).....2
- Braking distance.....3
- Crashworthiness.....4
- Seatbelts.....5
- Side impact devices.....6
- Steel frame.....7
- Safety record.....8
- Other (SPECIFY)_____17
- Not sure.....18 **SKIP TO Q12a**
- Nothing.....19 **SKIP TO Q12a**

11a. Where would you be most likely to go to obtain that information?
DO NOT READ LIST. MULTIPLE RECORD.

- Auto dealers.....1
- Auto manufacturers.....2
- Auto magazines.....3
- Consumer Reports.....4
- Family and friends.....6
- Federal agencies.....7
- Insurance agent.....8
- Mechanics/Garages.....9
- State agencies.....10
- Internet.....11
- Public library.....12
- Other (SPECIFY)_____21
- Not sure.....22

[IF "FEDERAL AGENCIES" IN Q 11a ASK Q11b, ELSE SKIP TO Q12]

11b. From which federal agencies would you be likely to get that information?
DO NOT READ LIST. MULTIPLE RECORD

- Consumer Protection Agency (local).....1
- Consumer Product Safety Commission.....2
- U.S. Department of Transportation.....3
- Federal Highway Administration.....4
- National Highway Traffic Safety Admin.....5
- State Dept of Motor Vehicles (DMV).....6
- State Motor Vehicle Inspection Station.....7
- Other (SPECIFY).....18
- Not sure.....19

12a. In the past, have you used information related to safety when deciding what motor vehicle to buy?

- Yes.....1
- No.....2 **SKIP TO Q12f**
- Never purchased motor vehicle.....3 **SKIP TO Q13**
- Not sure.....4 **SKIP TO Q13**

12b. What safety information did you use? **DO NOT READ. MULTIPLE RECORD**

- Crash ratings/crashworthiness.....1
- Vehicle safety record.....2
- Type of safety devices in vehicle (e.g. airbags, antilock brakes, etc.).....3
- Other (SPECIFY):.....11
- Not sure.....12

IF CRASH RATINGS OR VEHICLE SAFETY RECORD IN Q12B ASK Q12C, ELSE GO TO Q12D

12c. Were you able to obtain that information easily?

- Yes.....1
- No.....2
- Happened to see/be shown it.....3
- Not sure.....4

12d. How much would you say the safety information affected your decision on which motor vehicle to buy? Would you say it affected your decision.....

- A lot.....1
- Some.....2
- Only a little.....3
- Not at all.....4 **SKIP TO Q13**

12e. What is the main way in which you used the safety information? Did you use it mainly to.....
READ LIST AND MULTIPLE RECORD

- To narrow your choices.....1
- To select the final vehicle.....2
- To both narrow choices and select final vehicle.....3
- Something else (SPECIFY).....11
- Not sure.....12

IF NO IN Q12a ASK Q12f, ELSE SKIP TO Q13

12f. Why haven't you used safety information in deciding which vehicle to buy? Is it because.... **READ LIST AND MULTIPLE RECORD**

- You didn't think about it at the time.....1
- You weren't interested in safety information.....2
- You didn't know the information existed.....3
- You did not know where to find the information.....4
- It was too much trouble to get the information.....5
- You don't believe the information on vehicle safety.....6
- Something else (SPECIFY).....16
- Not sure.....17

ASK EVERYONE

13. Aside from size, how much difference is there between motor vehicles in their ability to protect passengers in a crash (IN GENERAL)? Would you say.....

- A lot of difference.....1
- Some difference.....2
- Little difference.....3
- No real difference.....4
- Not sure.....5

14. Who do you consider the best source of information on the ability of a vehicle to protect passengers in a crash? **DO NOT READ LIST. SINGLE RECORD**

- Auto dealers.....1
- Auto manufacturers.....2
- Auto magazines.....3
- Consumer Reports.....4
- Family and friends.....6
- Federal agencies.....7
- Insurance companies/agents.....8
- State agencies.....10
- U.S. Department of Transportation...18
- Other (SPECIFY)_____21
- Not sure.....22

15a. Have you ever seen or heard the ratings of motor vehicles on their ability to protect passengers in a crash?

- Yes.....1
- No.....2 **SKIP TO Q15f**
- Not sure....3 **SKIP TO Q15f**

15b. Where have you seen or heard about the crash ratings of motor vehicles? **DO NOT READ LIST. MULTIPLE RECORD**

- Television.....1
- Radio.....2
- Magazines.....3
- Newspapers.....4
- Auto dealers.....5
- Government.....7
- Friends/co-workers.....8
- Insurance agent.....9
- Consumer Reports.....10
- Other (SPECIFY).....20
- _____.....20
- Not sure.....21

[IF "MAGAZINES" IN Q15b ASK Q15d, ELSE SKIP TO Q15e]

15d. Which magazines publish crash ratings of motor vehicles?
DO NOT READ LIST. MULTIPLE RECORD.

- Car and Driver.....1
- Consumer Reports.....2
- Motor Trend.....3
- Popular Mechanics.....4
- Road and Track.....5
- AAA Magazine.....6
- Other (SPECIFY).....16
- _____.....16
- Not sure.....17

15e. Who conducts the crash tests on which those ratings are based?
DO NOT READ LIST. MULTIPLE RECORD

- Consumer groups.....1
- Government.....2
- Manufacturers.....3
- Magazines.....4
- Independent laboratories/companies....5
- Insurance companies.....6
- Other (SPECIFY).....7
- _____.....7
- Not sure.....8

15f. In your opinion, how important is it that ratings of the comparative safety of motor vehicles be available to consumers? Is it.....

- Very important.....1
- Somewhat important.....2
- Not too important.....3

[IF "GOVERNMENT" IN Q15e, SKIP TO Q16b]

16a. To the best of your knowledge, does the government conduct crash tests of vehicles to check their safety?

- Yes.....1
- No.....2 **SKIP TO Q17**
- Not sure..3 **SKIP TO Q17**

16b. Which government agency conducts those crash tests?

DO NOT READ LIST. MULTIPLE RECORD

- Consumer Protection Agency (local).....1
- Consumer Product Safety Commission.....2
- U.S. Department of Transportation.....3
- Federal Highway Administration.....4
- National Highway Traffic Safety Admin.....5
- State Dept of Motor Vehicles (DMV).....6
- State Motor Vehicle Inspection Station.....7
- National Transportation Safety Board.....8
- Other (SPECIFY).....18
- Not sure.....19

16c. If you wanted government test results on the crash protection of specific motor vehicles, where would you go to obtain this information?

DO NOT READ LIST. MULTIPLE RECORD.

- U.S. Department of Transportation.....1
- National Highway Traffic Safety Administration.....2
- State Department of Motor Vehicles.....3
- Government (unspecified).....4
- Car dealership.....5
- Library.....6
- Manufacturers.....7
- Consumer Reports.....8
- Internet.....9
- Other (SPECIFY).....10
- Not sure.....11

17. How do you feel about the crash testing of motor vehicles by the government to determine how well they protect passengers in a crash? Do you...

- Strongly favor.....1
- Somewhat favor.....2
- Somewhat oppose.....3
- Strongly oppose.....4
- Not sure.....5

18. Do you think that the government should set the standards for how well motor vehicles protect passengers in a crash or should those standards be set by the manufacturers?

- Government should set standards.....1
- Should be set by manufacturers.....2
- Not sure.....3

19a. To the best of your knowledge, does any of the equipment on motor vehicles have to meet specific safety standards before the vehicle can be sold?

- Yes.....1
- No.....2 **SKIP TO Q20a**
- Not sure....3 **SKIP TO Q20a**

19b. Who sets those standards? **DO NOT READ LIST. SINGLE RECORD.**

- Manufacturers.....1
- State government.....2
- Federal government (unspecified).....3
- U.S. Department of Transportation.....7
- Other (SPECIFY).....14
- Not sure.....15

[IF "FEDERAL GOVERNMENT" IN Q 19b ASK Q19c, ELSE SKIP TO Q20a]

19c. Which government agencies sets those standards?
DO NOT READ LIST. MULTIPLE RECORD

- Consumer Protection Agency (local).....1
- Consumer Product Safety Commission.....2
- U.S. Department of Transportation.....3
- Federal Highway Administration.....4
- National Highway Traffic Safety Admin.....5
- State Dept of Motor Vehicles (DMV).....6
- State Motor Vehicle Inspection Station.....7
- National Transportation Safety Board.....8
- Other (SPECIFY:.....).....18
- Not sure.....19

20a. Do you think that the current standards for safety equipment on new motor vehicles are too high, too low, or about right?

- Too high.....1
- Too low.....2 **SKIP TO Q. 20c**
- About right.....3 **SKIP TO Q. 21**
- Not sure.....4 **SKIP TO Q. 21**

20b. Why do you think that they are too high? **DO NOT READ. MULTIPLE RECORD.**

- Cars are too expensive/drives cost up.....1
- Too much government intrusion.....2
- Too many standards.....3
- Costs are passed on to consumer.....4
- Other (SPECIFY:.....).....15
- Not sure.....16

CONDITIONAL: IF Q20a EQ 2 ASK Q20c, ELSE SKIP TO Q21

20c. Why do you think that they are too low? **DO NOT READ. MULTIPLE RECORD.**

- Too many crashes/injuries.....1
- Manufacturers not safety conscious enough.....2
- Inadequate design/equipment for safety.....3
- Government is too lenient.....4
- Other (SPECIFY).....15
- Not sure.....16

21. How important is it that the following meet minimum safety standards before a new motor vehicle can be sold. Is it very important, somewhat important, or not too important to have minimum standards for (ITEM)?

		VERY	SOME WHAT	NOT TOO	NOT SURE (VOL)
ROTATE LIST					
a.	Brake systems	1	2	3	4
b.	Headlights	1	2	3	4
c.	Tires	1	2	3	4
d.	Gas tanks	1	2	3	4
e.	Brake lights	1	2	3	4
f.	Crash protection	1	2	3	4
g.	Seat belts	1	2	3	4
h.	Air bags	1	2	3	4

22a. To the best of your knowledge, do child car seats have to meet specific safety standards before they can be sold?

- Yes.....1
- No.....2 **SKIP TO Q23**
- Not sure.....3 **SKIP TO Q23**

22b. Who sets those standards? **DO NOT READ LIST. SINGLE RECORD.**

- Manufacturers.....1
- State government.....2
- Federal government.....3
- Other (SPECIFY).....14
- Not sure.....15

23. In general, do you think that standards for safety equipment in motor vehicles should be set by the government or set by the manufacturer?

- Government.....1
- Manufacturer.....2
- Not sure.....3

24. Should requirements for safety standards be the same across all states or should each state be able to set its own standards?

- Same across states.....1
- Each state can set its own.....2
- Not sure.....3

CONDITIONAL: IF NEVER IN Q1, THEN SKIP TO Q26a

25a. My next questions are about problems that sometimes occur in motor vehicles when equipment, which could cause serious accidents or injuries, fails to work properly. Specifically, we are interested in design or manufacturing defects rather than failures as a result of wear. We call these safety defects.

Have you ever received a notice (or warning) that your vehicle was being recalled to correct a safety defect?

- Yes.....1
- No.....2 **SKIP TO Q26a**
- Not sure...3 **SKIP TO Q26a**

25b. What was the defect or problem for which it was being recalled?
DO NOT READ LIST. MULTIPLE RECORD.

- Rear door latches.....1
- Other latches.....2
- Brakes.....3
- Seatbelts.....4
- Gas tank/line.....5
- Engine.....6
- Air bags.....7
- Other18 (SPECIFY: _____)
- Not sure.....19

25c. How long ago did that occur?

_____ NUMBER OF YEARS AGO (Range: 0-31)

- Within the past year.....00
- Not sure.....31

25d. Did you have the defect or problem fixed?

- Yes.....1 **SKIP TO Q26a**
- No.....2
- Not sure.....3 **SKIP TO Q26a**

25e. Why not? **DO NOT READ LIST. SINGLE RECORD.**

- Vehicle was sold.....1
- Too busy.....2
- Vehicle was OK.....3
- Just found out.....4
- Too expensive/not worth fixing.....5
- Awaiting parts.....6
- Other (SPECIFY).....16
- _____
- Not sure.....17

26a. To the best of your knowledge, is there a national hotline number where drivers can report safety defects that they have experienced so that government, manufacturers and drivers would be aware of these problems?

Yes.....1
No.....2 **SKIP TO Q27a**
Not sure.....3 **SKIP TO Q27a**

26b. Who is the sponsor of that hotline? **DO NOT READ. MULTIPLE RECORD.**

Automobile manufacturer.....1
Consumer Product Safety Commission.....2
U.S. Department of Transportation.....3
Federal Highway Administration.....4
National Highway Traffic Safety Admin.....5
Government (unspecified).....6
Other (SPECIFY)......16
Not sure.....17

26c. Have you ever called this hotline?

Yes.....1
No.....2 **SKIP TO Q27a**
Not sure.....3 **SKIP TO Q27a**

26d. When did you call (most recently)?

Past six months.....1
Past year.....2
1 less than 2 years ago.....3
2 less than 3 years ago.....4
3 or more years ago.....5
Not sure.....6

26e. What did you call about (on the most recent occasion)?

DO NOT READ LIST. MULTIPLE RECORD.

Ask about defects.....1
Ask about recalls.....2
Ask about crash ratings.....3
Report a defect/problem.....4
Other (SPECIFY).....5
Not sure.....6

27a. How important do you think it is to have a national hotline number where drivers can report safety defects that they have experienced so that government, manufacturers and drivers would be aware of these problems? Is it.....

Very important.....1
Somewhat important.....2
Not too important.....3
Not sure.....4

28. Would you prefer to see that type of defect reporting system run by the motor vehicle manufacturers, by the government or someone else?
IF RESPONDENT SAYS "SOMEONE ELSE" PROBE: "Who?"

Manufacturers.....1
 Government.....2
 Independent lab/companies.....3
 Consumer groups.....4
 Other (SPECIFY).....13

 Not sure.....14

29. To the best of your knowledge, are most manufacturer recalls of motor vehicles for safety-related defects conducted on a voluntary basis or are most recalls required by the government?

Most are voluntary.....1
 Most are required.....2
 About equal (VOL).....3
 Not sure.....4

30. Do you favor or oppose the federal government being able to require manufacturers to recall motor vehicles for safety-related defects?

Favor.....1
 Oppose.....2
 Neither (VOL).....3
 Not sure.....4

31. How important is it that information be available to consumers about motor vehicles that have been recalled for safety defects? Is it.....

Very important.....1
 Somewhat important.....2
 Not too important.....3
 Not sure.....4

32. Now on a different topic, based on what you know or have heard, do you think that more accidents are caused by vehicle failures or by driver errors?

Vehicle failures.....1
 Driver errors.....2
 About the same (VOL).....3
 Not sure.....4

33a. Do you think that the number of serious injuries in motor vehicle accidents could be reduced by increased public education efforts?

- Yes.....1
- No.....2 **SKIP TO Q34a**
- Not sure...3 **SKIP TO Q34a**

33b. In which traffic safety areas would you like to see increased public education efforts? Anything else?
DO NOT READ LIST AND MULTIPLE RECORD.

- Drinking and driving.....1
 - Drugs and driving.....2
 - Speeding.....3
 - Tailgating.....4
 - Weaving/Changing lanes.....5
 - Running stop lights/signs.....6
 - Reckless driving.....7
 - Driving in bad weather.....8
 - General driver education.....9
 - Something else (SPECIFY).....
-
- Not sure.....19 18

34a. Do you think that there is anything that automobile manufacturers should do to reduce the number of serious injuries in motor vehicle accidents?

- Yes.....1
- No.....2 **SKIP TO Q35a**
- Not sure...3 **SKIP TO Q35a**

34b. What should automobile manufacturers do to reduce the number of serious injuries in motor vehicle accidents? Anything else?

35a. Do you think that there is anything that government should do to reduce the number of serious injuries in motor vehicle accidents?

- Yes.....1
- No.....2 **SKIP TO Q36**
- Not sure...3 **SKIP TO Q36**

35b. What should government do to reduce the number of serious injuries in motor vehicle accidents? Anything else? **DO NOT READ. MULTIPLE RECORD.**

- Education/educate the public.....1
 - Set standards/stricter standards.....2
 - Enforce laws/more enforcement.....3
 - Increase penalties.....4
 - Lower the speed limit.....5
 - More testing/crash testing.....6
 - Improve highways/roads.....7
 - Other (SPECIFY).....14
-
- Not sure.....15

36. Let's talk about some specific issues. How important is it that something be done to (READ ITEM)? Is it very important, somewhat important, or not too important to?

	VERY	SOME WHAT	NOT TOO	NOT SURE
ROTATE LIST				
a. Stop drinking and driving	1	2	3	4
b. Reduce speeding on highways	1	2	3	4
c. Reduce speeding on residential streets	1	2	3	4
d. Get people to use seatbelts	1	2	3	4
e. Get parents to put infants and young children in car seats	1	2	3	4
f. Train drivers to use safety equipment like anti-lock brakes properly	1	2	3	4
g. Improve pedestrian safety	1	2	3	4

37. How important do you consider driver education courses in training new drivers to drive safely? Is it.....

- Very important.....1
- Somewhat important.....2
- Not too important.....3
- Not sure.....4

38. Do you think that the federal government should provide financial support to states and localities for high school driver education programs?

- Should provide.....1
- Should not provide.....2
- Not sure.....3

39a-c. ELIMINATED

I would like to switch subjects for a minute.

40a. Do you recall hearing or seeing the following slogans in the past year?

READ LIST AND MULTIPLE RECORD

- Friends don't let friends drive drunk.....1
- Know when to say when.....2
- You could learn a lot from a dummy, buckle up.....4
- Speed shatters life.....5
- Make the right call.....6
- Always expect a train.....7
- Buckle Up America.....8
- First There, First Care.....9
- Crashes aren't Accidents.....10
- Children in Back.....11
- None of these.....12

42. In the past year, have you ever read books, brochures, publications or other materials on the following topics (including newspapers and magazines).

Have you read materials within the past year on.....

ROTATE LIST

	No	Yes
a. Car seats for children	1	2
b. Drinking and driving	1	2
c. Safety standards for motor vehicle equipment	1	2
d. Seat belt laws	1	2
e. Traffic safety statistics	1	2

43a. To the best of your knowledge, is there a toll free hotline that you can call to obtain these types of information?

- Yes.....1
- No.....2 **SKIP TO Q. 44**
- Not sure.....3 **SKIP TO Q. 44**

43b. Who sponsors this hotline? **DO NOT READ LIST. MULTIPLE RECORD.**

- Automobile dealers.....1
- Automobile manufacturers.....2
- Consumer groups.....3
- Consumer Reports.....4
- Federal agencies.....5
- Insurance companies.....6
- State agencies.....7
- U.S. Department of Transportation.....8
- Other (SPECIFY).....18
- Not sure.....19

[IF "FEDERAL OR STATE AGENCIES" IN Q 43b ASK Q43c, ELSE SKIP TO Q43d]

43c. Which federal or state agencies sponsor the hotline?
DO NOT READ LIST. MULTIPLE RECORD

- Consumer Protection Agency (local).....1
- Consumer Product Safety Commission.....2
- U.S. Department of Transportation.....3
- Federal Highway Administration.....4
- National Highway Traffic Safety Admin.....5
- State Motor Vehicle Inspection Station.....6
- State Dept of Motor Vehicles (DMV).....7
- Other (SPECIFY).....17
- Not sure.....18

43d. Have you ever called this hotline?

- Yes.....1
- No.....2 **SKIP TO Q44**
- Not sure.....3 **SKIP TO Q44**

43e. When did you call (most recently)? Was it within the ...

- Past six months.....1
- Past year.....2
- 1 less than 2 years ago.....3
- 2 less than 3 years ago.....4
- 3 or more years ago.....5

43f. What did you call about (on the most recent occasion)?

- Crash test results.....1
- Vehicle recalls.....2
- Child car seat info.....3
- Air bags.....4
- Other (SPECIFY).....12
- Not sure.....13

44. How important is it for the government to make these types of information available to consumers in some form? Again, I am talking about information on things like child car seats, drinking and driving, seatbelts, vehicle safety standards, traffic laws and safety statistics. Is it....

- Very important.....1
- Somewhat important.....2
- Not too important.....3
- Not sure.....4

45. Let me describe some approaches for the government to make this type of information available to consumers and you tell me which you think would be a good approach. Would it be a good idea to provide.... **READ LIST. MULTIPLE RECORD.**

- Publications you can write for.....1
- Publications sent to all public libraries.....2
- A toll free hotline to answer questions.....3
- A toll free hotline to send you materials.....4
- A web site on the internet.....5
- Public Service Announcement on TV or radio.....6
- Videocassettes you can write for.....7
- None of these.....8

**IF ONLY CODES 6 OR 8 IN Q45, SKIP TO Q47a
SHOW/HIDE MENTIONS FROM Q45 FOR Q46**

46. If you wanted information from the government on some traffic safety issue, which would you be most likely to use. **READ LIST OF Q45 MENTIONS. SINGLE RECORD.**

- Publications you can write for.....1
- Publications sent to all public libraries.....2
- A toll free hotline to answer questions.....3
- A toll free hotline to send you materials.....4
- A web site on the internet.....5
- Videocassettes you can write for.....7
- None of these.....8
- Not sure.....9

CONDITIONAL: IF NHTSA IN Q11B OR Q15C OR Q16B OR Q19C OR Q22C OR Q26B OR Q39C OR Q40B OR Q43C, ASK Q47A, ELSE SKIP TO Q47B

- 47a. I believe that you mentioned the National Highway Traffic Safety Administration in answer to an earlier question. Have you heard of the National Highway Traffic Safety Administration?)

- Yes.....1 **SKIP TO Q47c**
- No.....2 **SKIP TO Q49**
- Not sure.....3 **SKIP TO Q49**

- 47b. Have you ever heard of the National Highway Traffic Safety Administration?

- Yes.....1
- No.....2 **SKIP TO Q49**
- Not sure.....3 **SKIP TO Q49**

- 47c. To the best of your knowledge, is it a government agency or a private organization?

- Government.....1
- Private.....2
- Not sure.....3

47d. Have you ever contacted the National Highway Traffic Safety Administration (NHTSA)?

Yes.....1
No.....2 **SKIP TO Q49**
Not sure.....3 **SKIP TO Q49**

47e. When did you contact them (most recently)? Was it within the ...

Past six months.....1
Past year.....2
1 less than 2 years ago.....3
2 less than 3 years ago.....4
3 or more years ago.....5
Not sure.....6

47f. What did you contact them about on that occasion?
DO NOT READ. MULTIPLE RECORD.

Crash test results.....1
Vehicle recalls.....2
Child car seat info.....3
Air bags.....4
Other (SPECIFY).....14

Not sure.....15

47g. Did you contact them by phone, in-person or by mail?

Phone.....1
In-Person.....2 **SKIP TO Q47j**
Mail.....3 **SKIP TO Q47m**
Not sure.....4 **SKIP TO Q49**

47h. Did you use a toll free hotline when you called?

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

47i. How easy was it to get through to someone who could answer your questions? Was it...

Very easy.....1
Somewhat easy.....2
Somewhat difficult...3
Very difficult.....4
Not sure.....5

47j. How would you rate the representative with whom you spoke (the most recent time, if more than one) on (READ ITEM) -- excellent, very good, good, fair, poor, or very poor?

	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	VERY POOR
ROTATE LIST						
a. Courtesy	1	2	3	4	5	6
b. Knowledge	1	2	3	4	5	6
c. Helpfulness	1	2	3	4	5	6

47k. Overall, how much of what you needed to know did you get from the person with whom you spoke? Did you get....

- All or almost all you needed.....1
- Most of what you needed.....2
- Some of what you needed.....3
- Little or none of what you needed.....4
- Not sure.....5

47l. ELIMINATED

47m. How quickly did the agency get you the information you needed? Did they get it to you

- Same day.....1
- Within a few days.....2
- Within a week.....3
- Longer than a week.....4
- Never.....5
- Not sure.....6

47n. Overall, how satisfied were you with the response to your inquiry? Were you

- Very satisfied.....1
- Somewhat satisfied.....2
- Somewhat dissatisfied.....3
- Very dissatisfied.....4
- Not sure.....5

49. How important is it that the federal government conduct the following activities? Do you feel it is very important, somewhat important, or not too important for the federal government to (READ ITEM)

VERY IMPORTANT SOMEWHAT IMPORTANT NOT TOO IMPORTANT NOT SURE

ROTATE LIST

a.	Compile national statistics on highway fatalities and injuries	1	2	3	4
b.	Conduct research on motor vehicle safety	1	2	3	4
c.	Provide ratings on the comparative safety of new vehicles	1	2	3	4
d.	Conduct public education campaigns to reduce drunk driving	1	2	3	4
e.	Conduct public education campaigns to increase seat belt usage	1	2	3	4
f.	Require manufacturers to improve safety features on passenger vehicles	1	2	3	4
g.	Provide consumer information on traffic safety issues	1	2	3	4
h.	Set bumper performance standards for new vehicles	1	2	3	4
i.	Reduce odometer fraud	1	2	3	4
j.	Conduct public education campaigns to increase child car seat usage	1	2	3	4
k.	Conduct public education campaigns to improve pedestrian safety	1	2	3	4
l.	ELIMINATED				
m.	Regulate the safety of heavy trucks	1	2	3	4

50. Besides what the federal government does, each state enacts its own safety laws and programs. How important is it for the federal government to encourage states to do the following things? Do you feel it is very important, somewhat important, or not too important for the federal government to encourage states to (READ ITEM)

		VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT TOO IMPORTANT	NOT SURE
ROTATE LIST					
a.	Pass tougher drinking and driving laws	1	2	3	4
b.	Require helmets for motorcycle riders	1	2	3	4
c.	Require bicycle helmets for children	1	2	3	4
d.	ELIMINATED				
e.	Increase enforcement of seatbelt laws	1	2	3	4
f.	Increase enforcement of drinking and driving laws	1	2	3	4
g.	Increase enforcement of car seat laws for infants and young children	1	2	3	4
h.	Stiffen requirements for young drivers to get and keep driving licenses	1	2	3	4
i.	Pass tougher seatbelt laws	1	2	3	4

51. What do you consider the single most important thing that the federal government could do to reduce fatal traffic accidents?

52a. Have YOU ever been injured in a vehicle accident? Only count injuries that required medical attention.

- Yes.....1
- No.....2 **SKIP TO Q52I**
- (VOL) Don't know.....3 **SKIP TO Q52I**
- (VOL) Refused.....4 **SKIP TO Q52I**

52b. How long ago did that (most recent) accident occur?

_____ (Range: 0-50)
 WITHIN THE PAST YEAR=0

52l. I just used the word accident. Earlier I used the word crash. Which of these do you think is the better word to use -- accident or crash?

- Accident.....1
- Crash.....2
- No difference.....3
- Not sure.....4

D1. Now I need to ask you some background information about you and your household. What is your age?

_____ AGE REFUSED=99 (Range: 16-99)

D2. How many other persons, age 16 or older, live in the household at least 50 percent of the time or consider it their primary residence?

_____ (Range: 0-10)
IF NO OTHER ADULTS 16+, ENTER "0" REFUSED=10

D3. How many children under age 16 are living in your household at least 50 percent of the time or consider it their primary residence?

_____ (Range: 0-16)
NONE=0 REFUSED=16

D4. Are you of Spanish or Hispanic origin?

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

D5. Which of these categories best describes your racial background?

- White.....1
- Black or African American.....2
- Asian or Pacific Islander.....3
- Eskimo, Aleutian or American Indian.....4
- Mixed.....5
- Something else (SPECIFY).....6
- _____ (VOL) Refused.....7

D6. What is the highest grade or year of school you completed?

- Kindergarten.....1
- 1st to 8th grade.....2
- Some high school.....3
- High school grad/GED.....4
- Some college.....5
- College grad (4 year).....6
- Post graduate.....7
- Not sure.....8
- Refused.....9

D7. Which of the following categories represents your total annual household income before taxes in 1996?
(NOTE: INCLUDE COMBINED INCOME OF ALL PERSONS LIVING IN HOUSEHOLD, REGARDLESS OF WHETHER RESPONDENT IS RELATED TO ALL OR NOT, AND REGARDLESS OF WHETHER RESPONDENT HAD ACCESS TO OR BENEFITS FROM TOTAL COMBINED HOUSEHOLD INCOME)

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

D8. Let me verify that I reached you at (TELEPHONE NUMBER). Is that correct?

- Yes.....1
- No.....2 UPDATE TELEPHONE NUMBER
- Refused...3

D10a. Do you have more than one telephone number in your household?

- Yes.....1
- No.....2 **SKIP TO D11**
- (VOL) Refused...3 **SKIP TO D11**

D10b. How many different telephone numbers do you have?

_____ 10 OR MORE=10 DON'T KNOW=11 REFUSED=12

D11. Do you have access to the Internet either at home or work?

- Yes, at home.....1
- Yes, at work.....2
- Yes, both.....3
- No, neither.....4
- Not sure.....5

That completes the survey. Thank you very much for your time and cooperation.

DOT HS 808 797
October 1998



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

NTSA
People Saving People
<http://www.nhtsa.dot.gov>