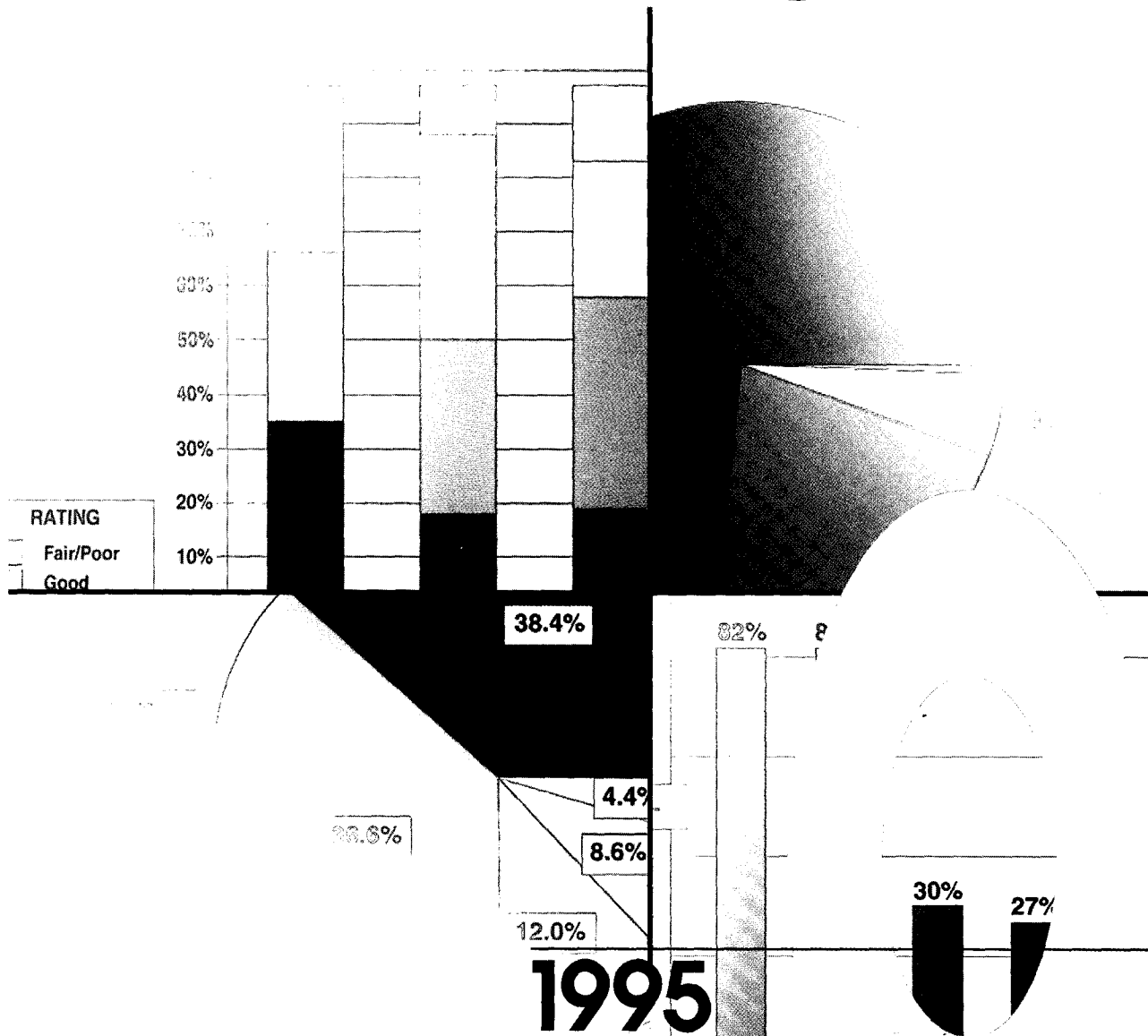


NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION



1995 CUSTOMER SATISFACTION SURVEY



U.S. Department
of Transportation

National Highway
Traffic Safety
Administration

Technical Report Documentation Page

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<p>16. Abstract</p> <p>The National Highway Traffic Safety Administration (NHTSA) conducted a national Customer Satisfaction Survey in response to the requirements of the National Performance Review and Executive Order 12862. An independent research organization, Schulman, Ronca and Bucuvalas, Inc., administered the telephone survey to 4003 persons ages 16 and older randomly selected from across the United States. The survey was administered during November and December 1995. Data from the sample were weighted to produce national estimates.</p> <p>Results from the survey show strong public support for a federal role in promoting traffic safety. A large majority of the public think it is very important that the federal government conduct public education campaigns, conduct research on motor vehicle safety and safe highway design, regulate the safety of heavy trucks, and require manufacturers to improve vehicle safety features. More than two-thirds favor government crash testing of vehicles and believe that the government should set crash safety and safety equipment standards. Most favor government being able to require manufacturers to recall vehicles for safety-related defects, and two-thirds favor government financial support to states and localities for driver education. Most think it is important that the federal government provide consumer information on traffic safety issues, and three-fourths think it is very important to have a national safety hotline number. However, only a small percentage knew that such a hotline already exists.</p>			
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INTRODUCTION

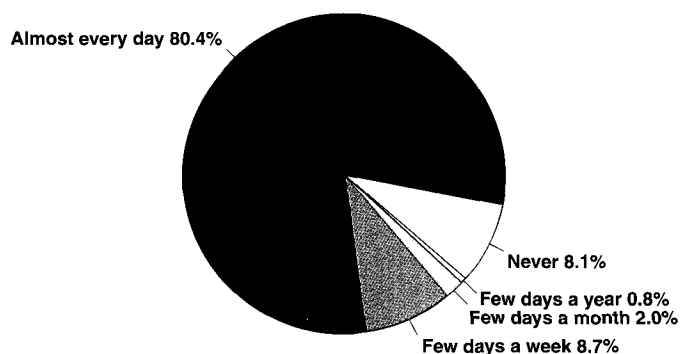
The National Highway Traffic Safety Administration (NHTSA) of the U.S. Department of Transportation conducted a national Customer Satisfaction Survey in response to the requirements of the National Performance Review and Executive Order 12862. The results of this survey give NHTSA information about the 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 will be used by NHTSA in judging agency performance and in making resource allocations.

Data collection involved interviews with approximately 4,000 respondents, 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 1, 1995 to December 26, 1995. The average interview length was 27.7 minutes and the response rate was 73.5%.

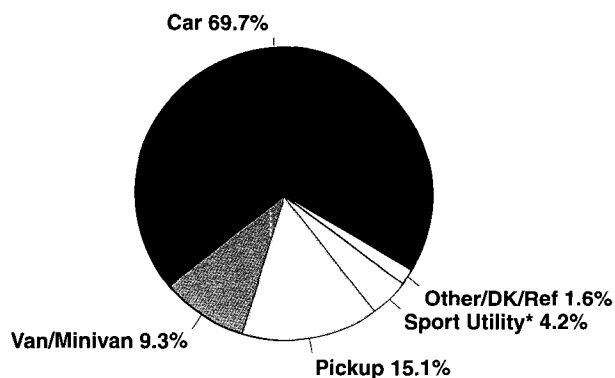
The completed data sets were weighted to correct for disproportionate sampling, selection bias, and non-response bias. The complete weighting procedure and other components of the survey methodology are described in greater detail in Appendix A of the report. The survey questionnaire is included as Appendix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

Most percentages in the report are based on the total population of survey respondents (4,003); 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.

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?



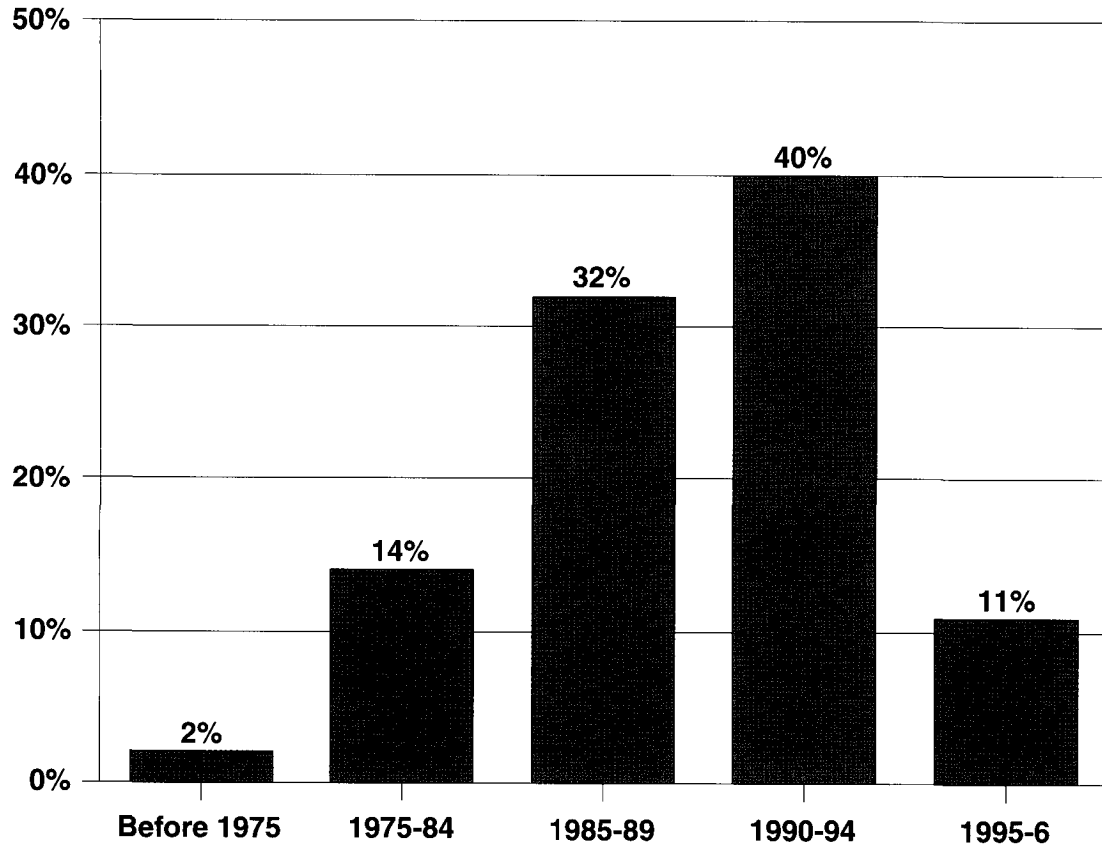
2. Is the vehicle you drive most often a car, van, motorcycle, pickup truck, or other type of truck?



[Base: Drivers]

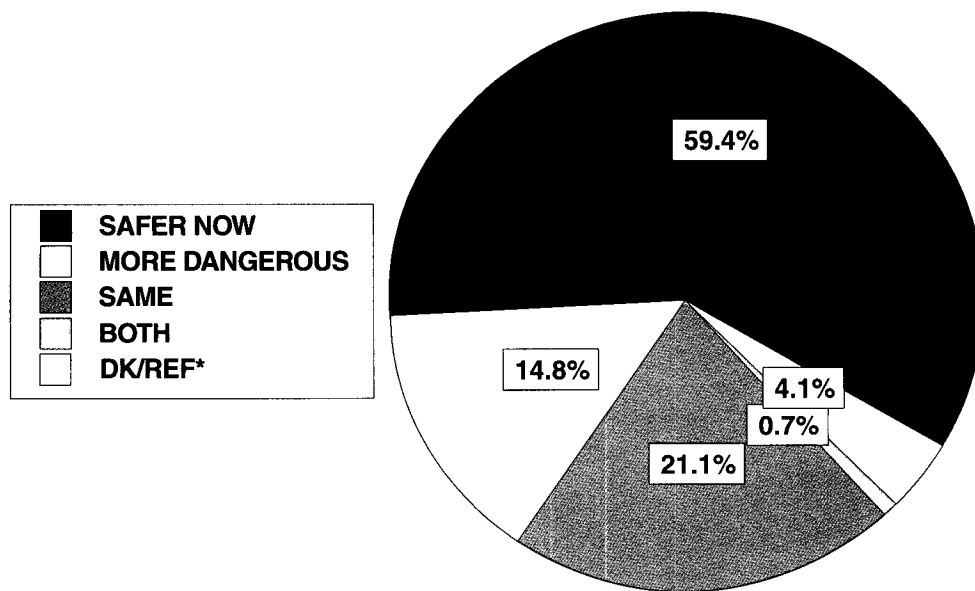
* Includes Jeep, Explorer, Trooper, and similar (volunteered response)

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



[Base: Drivers]

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?



* Don't Know/ Refused

4b. Why are they safer now?

Air bags.....	67%
Better manufacturing.....	39%
Seat belts.....	28%
Braking systems.....	25%
Steel construction.....	9%
Safety design.....	2%
Bumpers.....	2%
Size.....	1%
Other.....	7%
Don't know/refused.....	2%

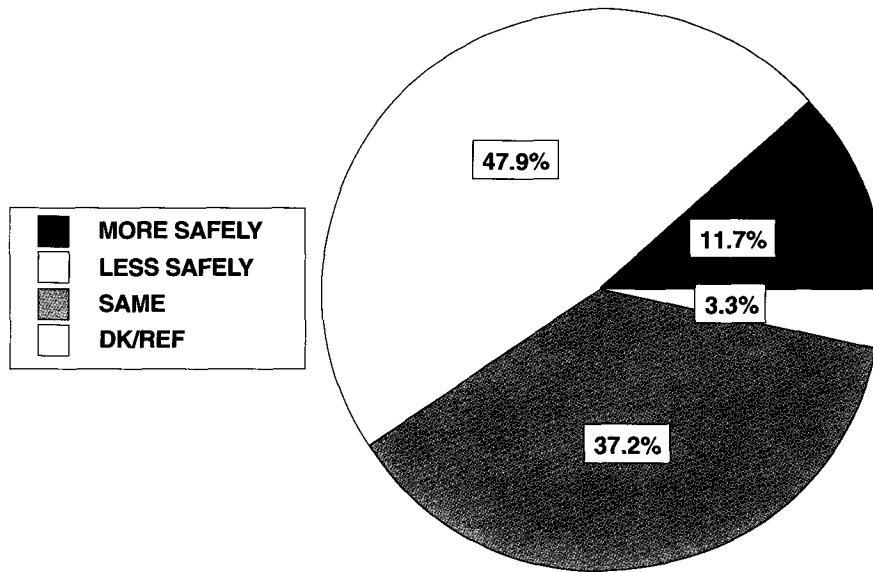
[Base: Think motor vehicles are safer now]

4c. Why are they more dangerous now?

Weaker materials.....	63%
Higher speeds.....	13%
Size.....	11%
More vehicles on road.....	5%
Poor quality control.....	4%
Reckless drivers.....	2%
Lighter weight.....	2%
Other.....	9%
Don't know/refused.....	2%

[Base: Think motor vehicles are more dangerous now]

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?

Better driver education/awareness.....	48%
Lower speed limits.....	12%
Less drinking and driving.....	11%
Tougher laws.....	11%
More enforcement.....	10%
Seat belts.....	5%
Media attention.....	5%
Better highways.....	4%
More cars on road.....	2%
More police.....	2%
Other.....	6%
Don't know/refused.....	7%

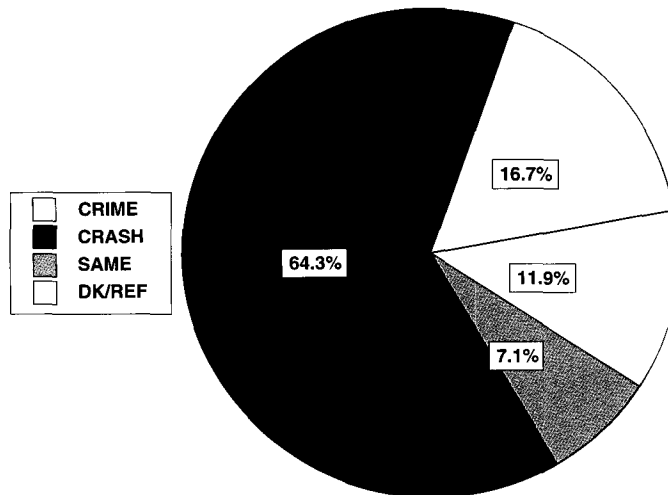
[Base: Think drivers drive more safely now]

5c. Why do they drive less safely now?

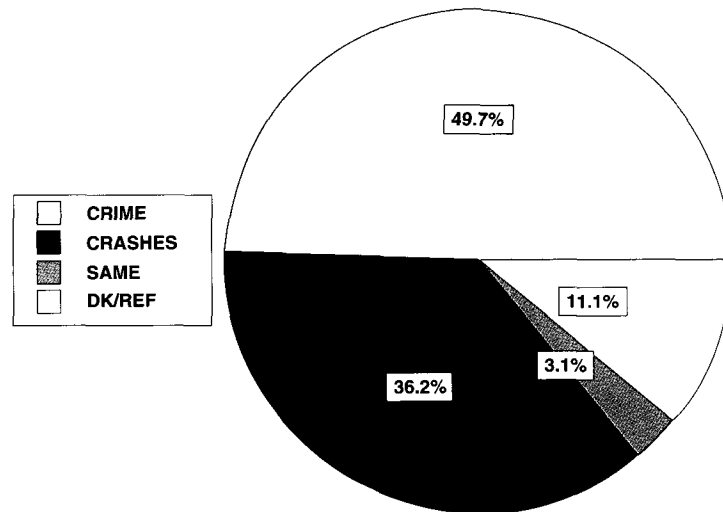
Take more risks.....	43%
Drive faster.....	34%
More cars on road.....	11%
Higher speed limits.....	10%
More drinking and driving.....	8%
More younger drivers.....	5%
Less driver education.....	4%
Drivers preoccupied.....	2%
Other.....	9%
Don't know/refused.....	6%

[Base: Think drivers drive less safely now]

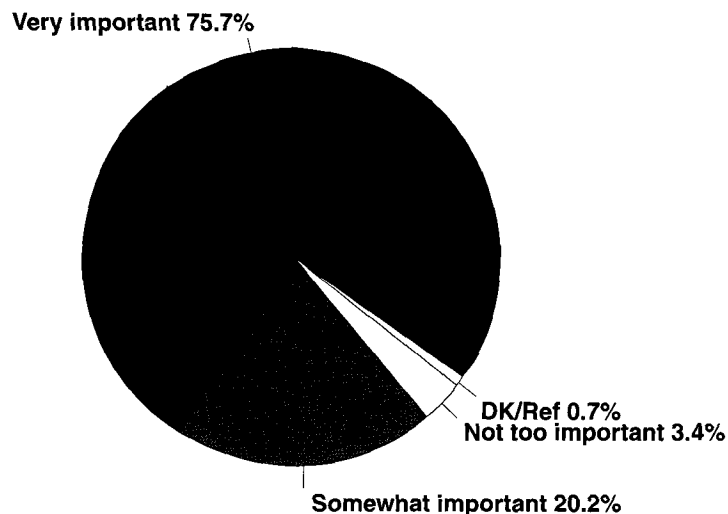
6. Personally, do you think that you are more likely to be a victim of a violent crime or a victim of a serious motor vehicle accident?



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...



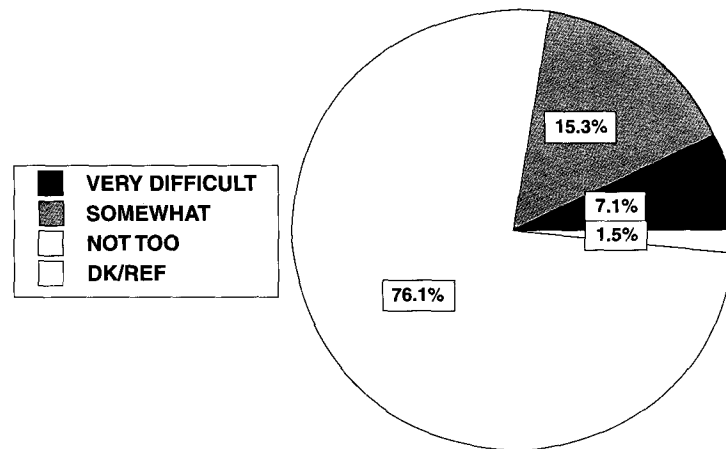
[Base: Drivers]

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

Airbags.....	54%	Weight of vehicle.....	2%
Antilock brakes.....	27%	Safety door locks.....	2%
Seatbelts.....	19%	Steering/handling.....	2%
Crashworthiness.....	18%	Defects/recalls.....	2%
Safety record.....	16%	Body construction.....	1%
Braking distance.....	10%	Tires.....	1%
Side impact devices.....	8%	Front wheel drive.....	1%
Steel frame.....	7%	Child safety seat.....	1%
Safety features/options.....	5%	Other.....	4%
Size.....	3%	Don't know/refused.....	8%
Fuel tank location.....	3%	Nothing.....	2%

[Base: Drivers]

10. How difficult would you expect it to be to obtain that kind of information? Would it be.....



[Base: Would want safety information before buying a new motor vehicle]

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

Auto dealers.....	62%	Federal agencies.....	2%
Consumer Reports.....	22%	Consumer groups.....	2%
Auto manufacturers.....	7%	Mechanics/garages.....	2%
Auto magazines.....	7%	Insurance agent.....	2%
Library.....	7%	Other.....	7%
Family and friends.....	3%	Don't know/refused.....	3%
State agencies.....	2%		

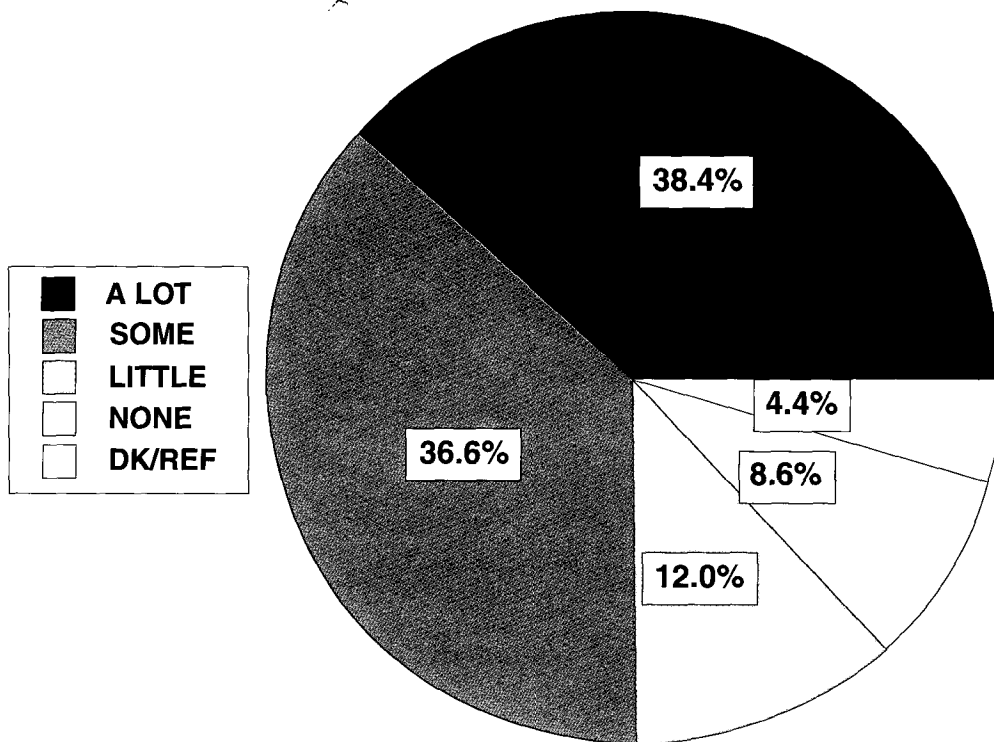
[Base: Would want safety information before buying a new motor vehicle]

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

State Dept. of Motor Vehicles.....	20%	Consumer Protection Agency (local).....	1%
U.S. Department of Transportation.....	18%	Other.....	6%
National Highway Traffic Safety Admin.....	2%	Unspecified.....	51%
State Motor Vehicle Inspection Station.....	2%	Don't know/refused.....	5%

[Base: Said Federal or state agency in Q 11a; N=144]

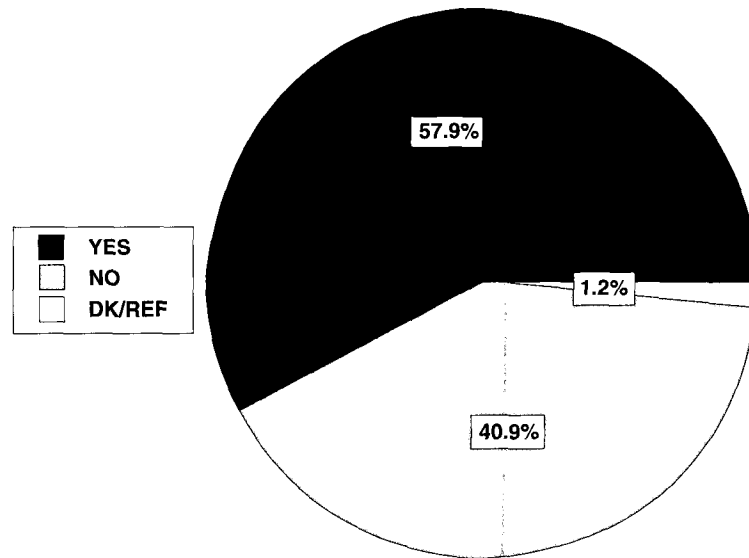
13. Aside from size, how much difference is there between motor vehicles in their ability to protect passengers in a crash?



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%	Police.....	2%
Auto dealers.....	11%	Previous owner.....	2%
Auto manufacturers.....	10%	Television news.....	1%
Federal agencies.....	6%	Newspaper.....	1%
Auto magazines.....	4%	Library.....	1%
Insurance company/agents.....	3%	Mechanics/garages.....	1%
Consumer groups.....	3%	AAA.....	1%
State agencies.....	2%	Other.....	4%
Family and friends.....	2%	Don't know/refused.....	23%

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.....	51%	Friends/co-workers.....	2%
Magazines.....	30%	Insurance agent.....	2%
Consumer Reports.....	21%	Government.....	1%
Newspapers.....	15%	Other	4%
Radio.....	3%	Don't know/refused.....	3%
Auto dealers.....	3%		

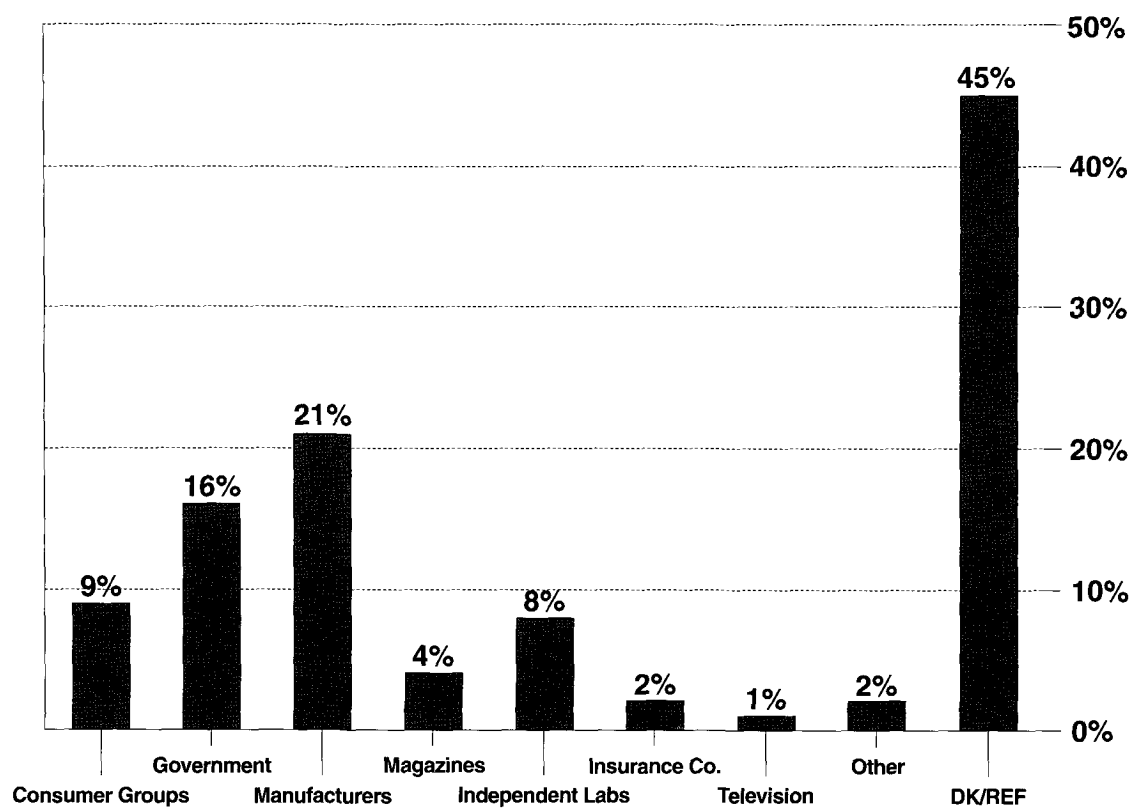
[Base: Have seen or heard of crash ratings]

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

Consumer Reports.....	69%	AAA Magazine.....	1%
Motor Trend.....	10%	Consumer Digest.....	1%
Car and Driver.....	9%	Time.....	1%
Road and Track.....	5%	Other	6%
Popular Mechanics.....	5%	Don't know/no answer.....	15%
Newsweek.....	1%		

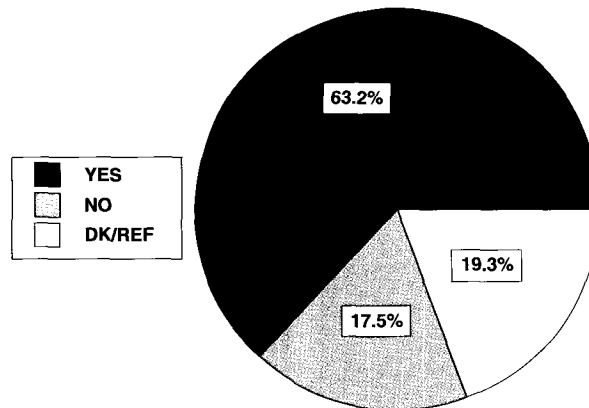
[Base: Have seen or heard of crash ratings in magazines; includes those who said "Consumer Reports" in Q.15b]

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



[Base: Have seen or heard of crash ratings]

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.....	27%
State Dept of Motor Vehicles (DMV).....	5%
National Highway Traffic Safety Admin.....	4%
Consumer Protection Agency (local)	2%
Consumer Product Safety Commission.....	1%
Federal Highway Administration.....	1%
State Motor Vehicle Inspection Station.....	1%
Other.....	5%
Don't know/refused/no answer.....	56%

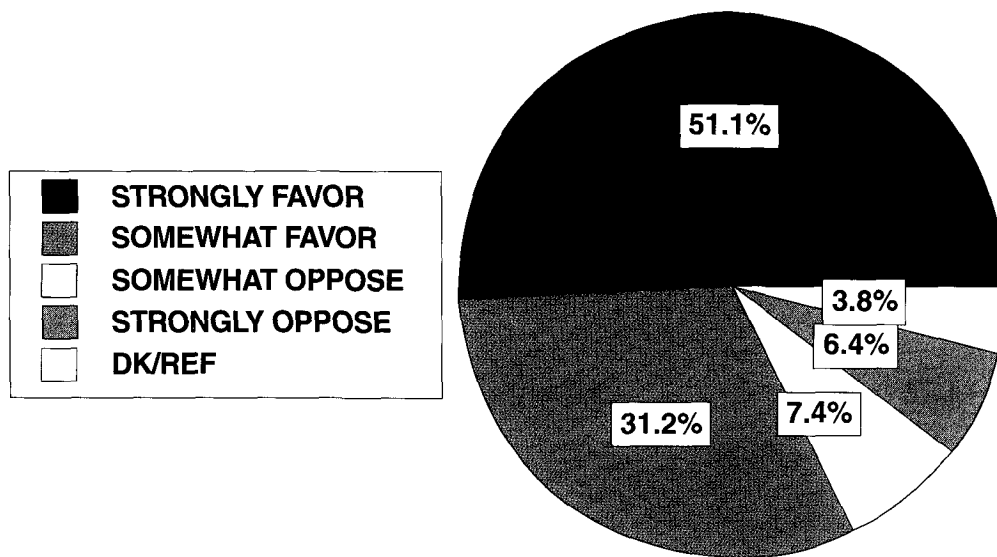
[Base: Think government conducts crash tests]

6c. If you wanted government test results on the crash protection of specific motor vehicles, where would you go to obtain this information?

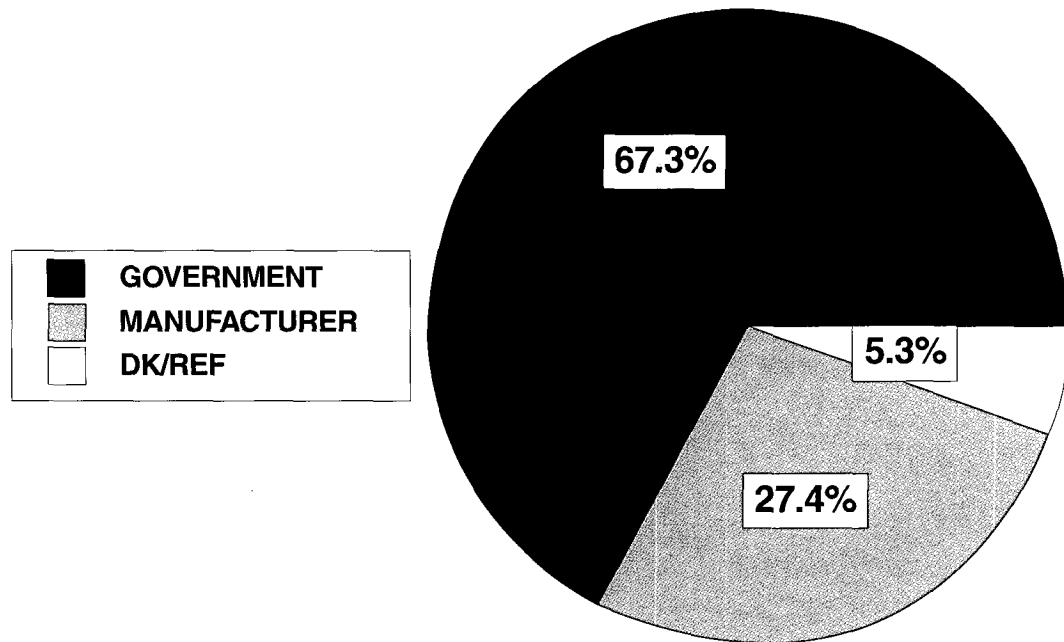
State Dept of Motor Vehicles.....	15%
Library.....	15%
U.S. Department of Transportation.....	12%
Car dealership.....	8%
Consumer reports/guides.....	6%
Manufacturer.....	3%
Government (unspecified).....	3%
Government resources desk.....	3%
National Highway Traffic Safety Admin.....	2%
Congressman.....	1%
Insurance company.....	1%
State Police.....	1%
AAA.....	1%
City Hall.....	1%
The Internet.....	1%
Telephone book/Yellow Pages.....	1%
Other.....	6%
Don't know/refused/no answer.....	31%

[Base: Think government conducts crash tests]

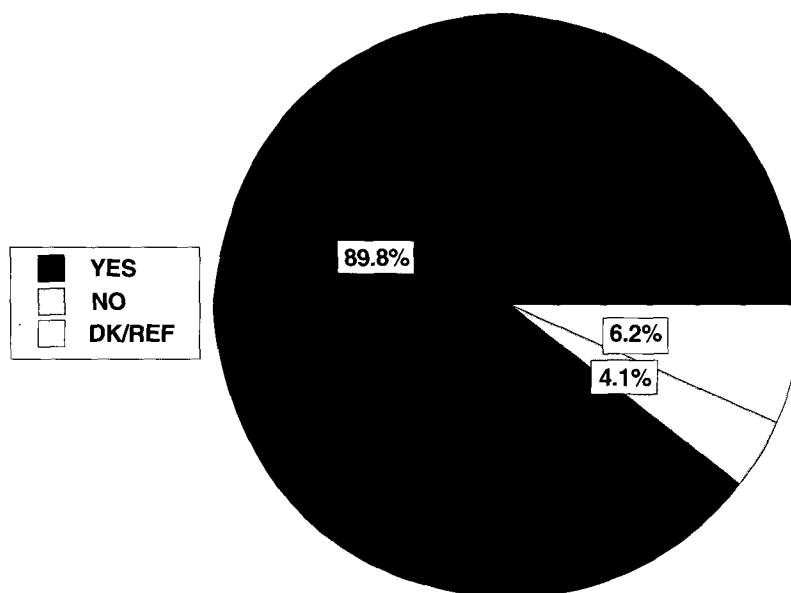
17. How do you feel about the crash testing of motor vehicles by the government to determine how well they protect passengers in a crash? Do you...



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 left to 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.....	36%	Dept. of Transportation.....	3%
Manufacturers.....	17%	Public/consumers.....	1%
Government (unspecified).....	12%	Other.....	1%
State government.....	9%	Don't know/refused.....	22%

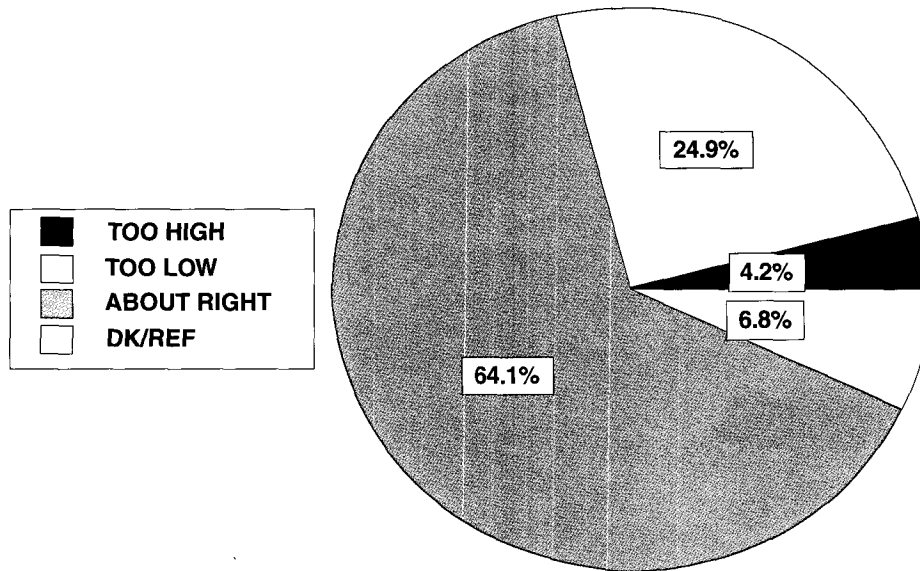
[Base: Aware of vehicle safety standards]

19c. Which government agency sets those standards?

U.S. Department of Transportation.....	33%	Consumer Protection Agency (local).....	1%
State Dept of Motor Vehicles	6%	Consumer Product Safety Commission.....	1%
National Highway Traffic Safety Admin..	4%	Other (unspecified).....	10%
Federal Highway Administration.....	2%	Don't know/refused.....	44%

[Base: Said Federal or state government in 19b]

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.....	35%
Poor quality vehicles.....	9%
Too many standards.....	8%
Government intrusion.....	7%
Cost passed to consumers.....	7%
Doesn't solve crashes/injuries.....	5%
Other.....	12%
Don't know/refused.....	23%

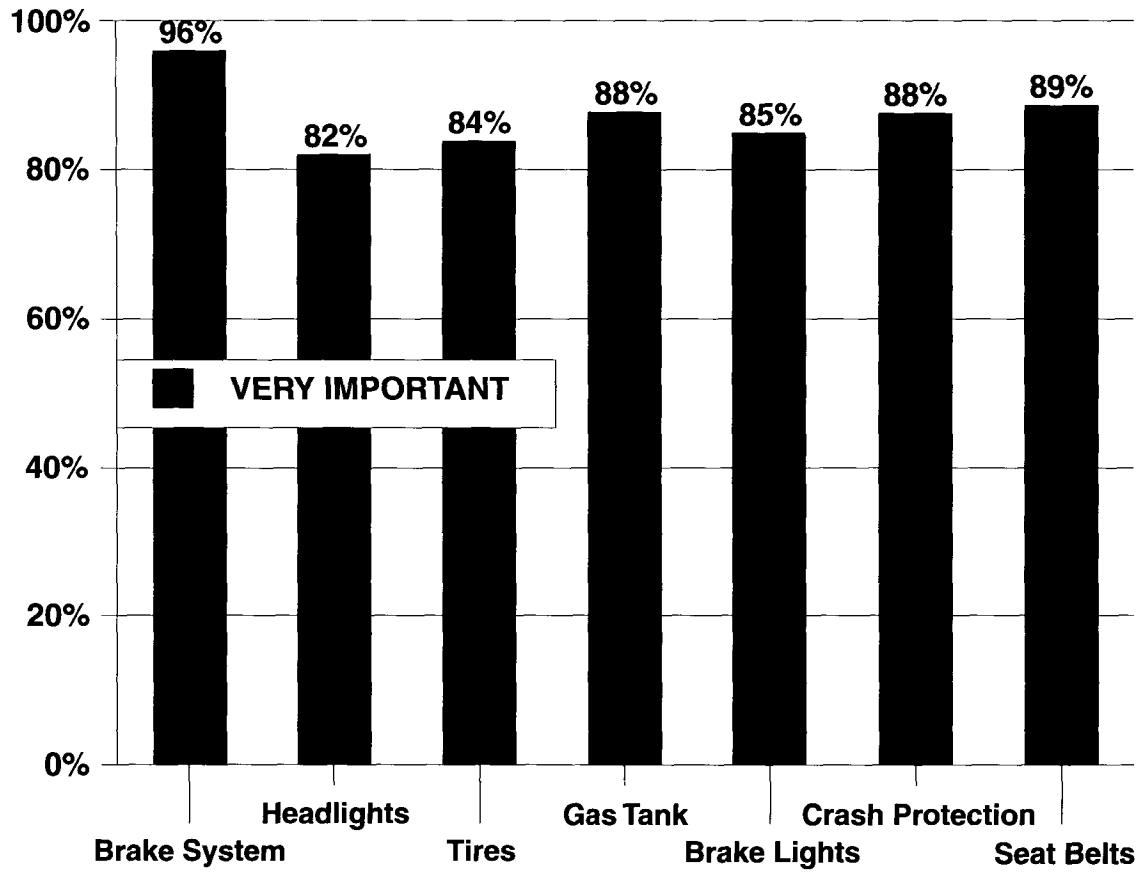
[Base: Think current vehicle safety standards are too high]

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

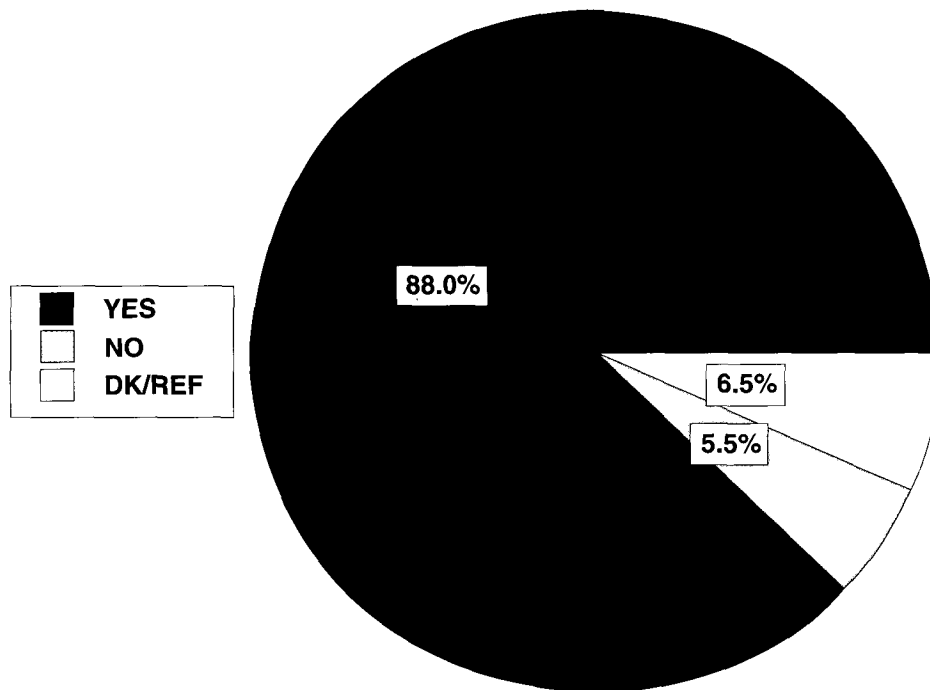
Manufacturers too powerful, too profit-oriented, not safety conscious enough.....	32%
Too many accidents/injuries.....	22%
Automobile design not adequate for safety, inadequate safety equipment.....	22%
Government regulations are too lenient/not enforced.....	12%
Other.....	9%
Don't know/refused.....	15%

[Base: Think current vehicle safety standards are too low]

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?

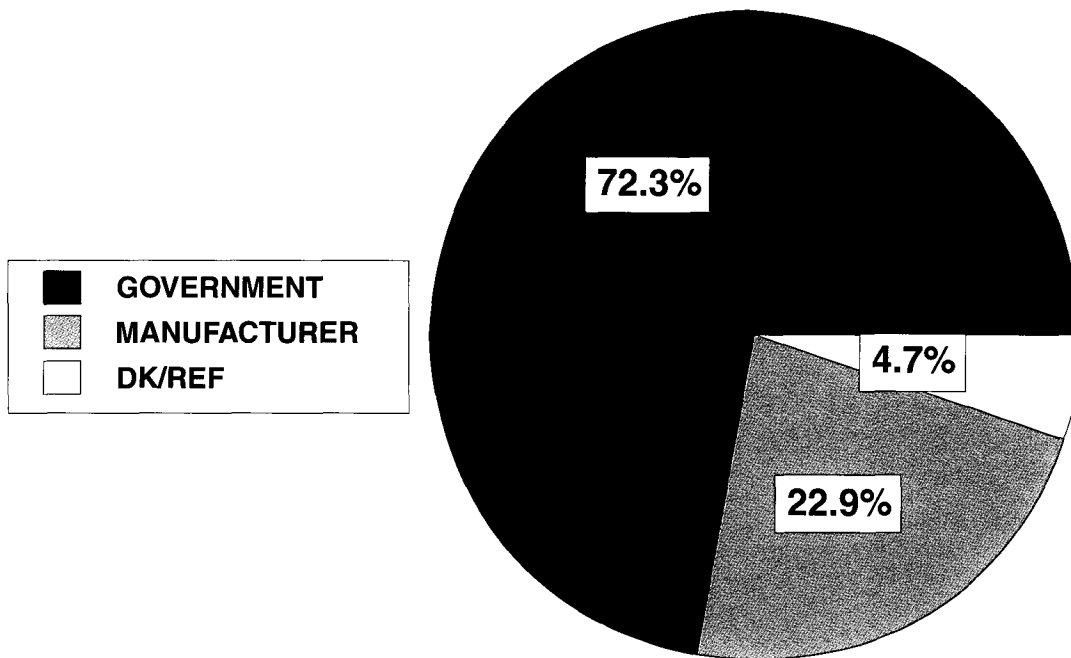


22b. Who sets those standards?

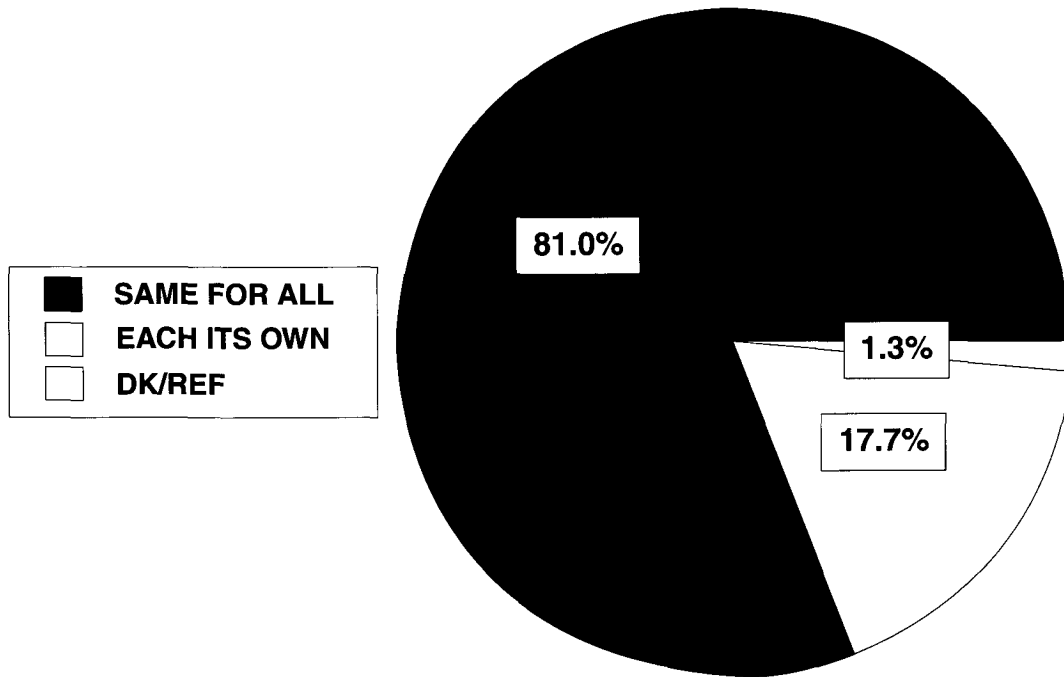
Federal government.....	31%
Government (unspecified).....	11%
Manufacturers.....	10%
State government.....	8%
Department of Transportation.....	2%
Public/consumers.....	1%
Other.....	2%
Don't know/refused.....	35%

[Base: Think child car seats have to meet safety standards]

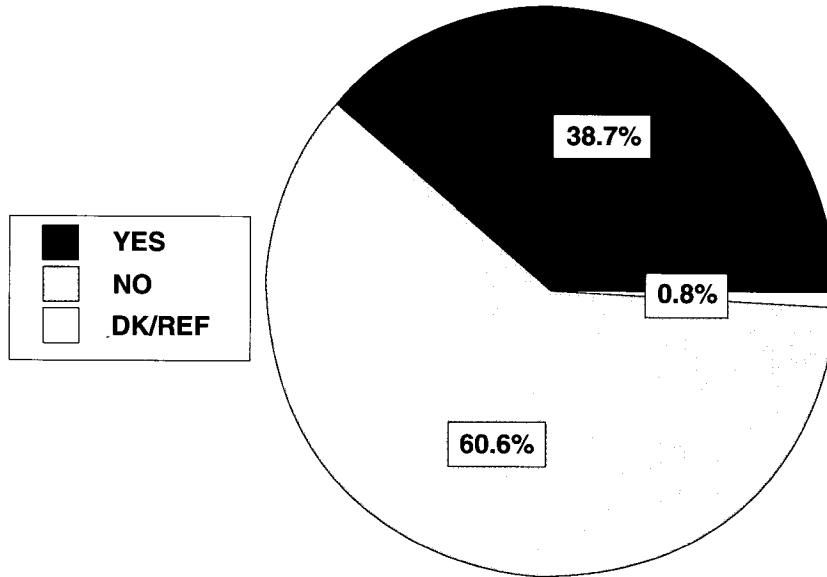
23. In general, do you think that standards for safety equipment in motor vehicles should be set by the government or left to the manufacturer?



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?

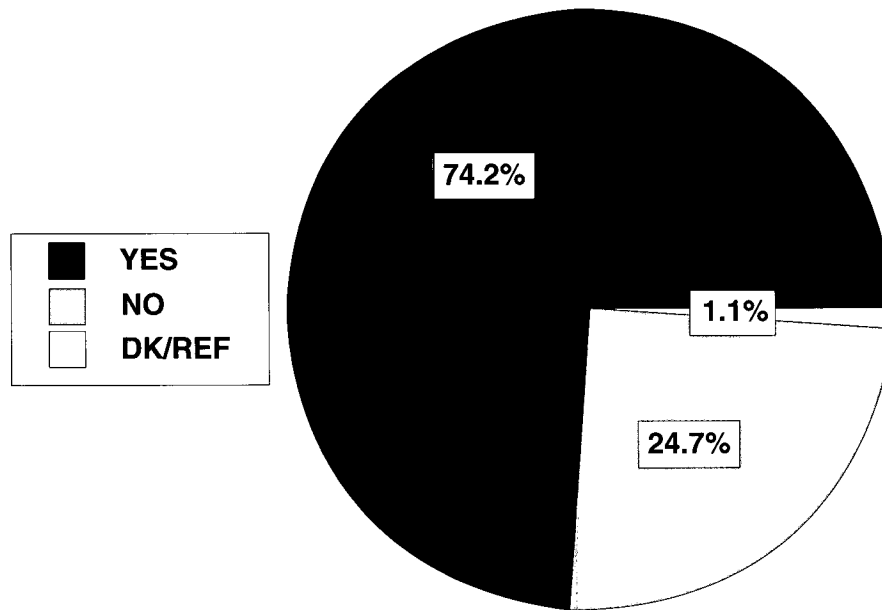


25b. What was the defect or problem for which it was being recalled?

Seat belt.....	19%	Heater.....	1%
Latches/locks.....	15%	Wheels.....	1%
Engine/exhaust.....	14%	Front bolt.....	1%
Brakes.....	9%	Bumper.....	1%
Gas tank/gas line.....	9%	Rust/corrosion.....	1%
Transmission.....	4%	Tires.....	1%
Rear seat attachment.....	3%	Other.....	6%
Steering.....	3%	Don't know/ref/no answer.....	20%

[Base: Received notice that vehicle had been recalled]

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



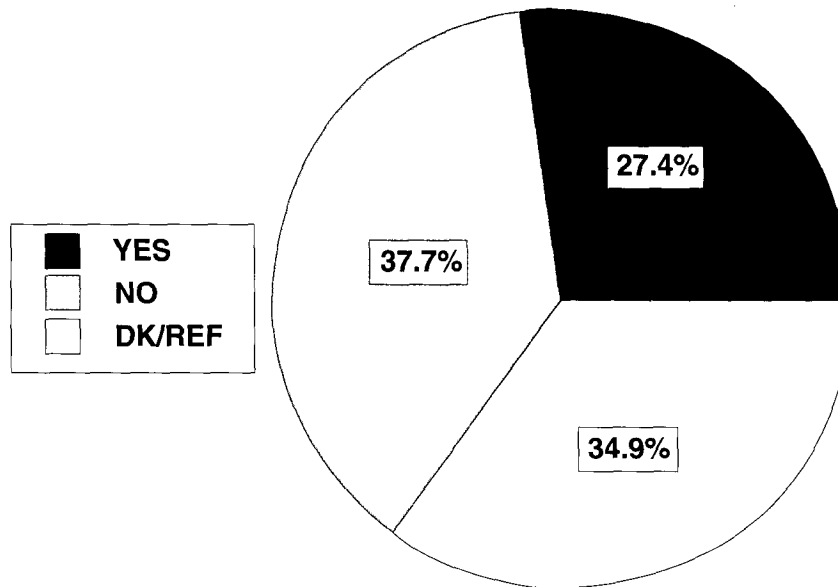
[Base: Received notice that vehicle had been recalled]

25e. Why not?

Vehicle was sold.....	15%	Haven't been contacted by	
Knew vehicle was okay.....	12%	manufacturer.....	4%
No time/too busy.....	10%	Told just to keep an eye on it.....	4%
Awaiting parts.....	7%	Bought a new car.....	3%
Too expensive to repair.....	7%	Dealership is too far.....	3%
Awaiting further correspondence....	7%	Inspected/no problem.....	3%
Just received notice.....	6%	Traveling/out of area.....	1%
Haven't gotten to it.....	6%	Other.....	6%
In process of getting appointment...	4%	Don't know/refused.....	6%

[Base: Received recall notice but did not have defect or problem fixed]

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?

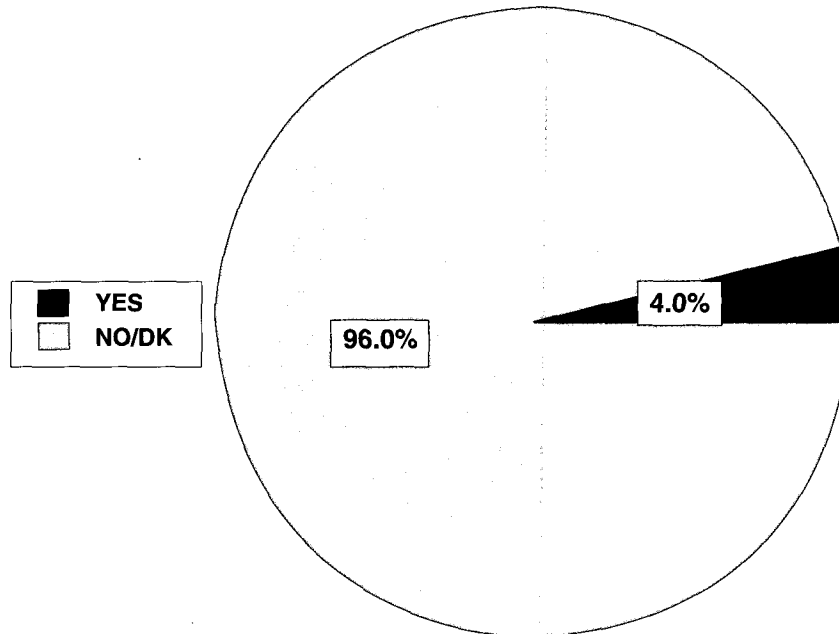


26b. Who is the sponsor of that hotline?

Automobile manufacturer.....	16%
Department of Transportation.....	9%
Government (unspecified).....	5%
National Highway Traffic Safety Admin.....	3%
Consumer Product Safety Commission.....	3%
Federal government (unspecified).....	1%
State Motor Vehicle Department.....	1%
Consumer groups.....	1%
Federal Highway Administration.....	1%
Other.....	4%
Don't know/refused.....	57%

[Base: Think there is a national hotline for reporting safety defects]

26c. Have you ever called this hotline?



[Base: Think there is a national hotline for reporting safety defects]

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

Past six months.....	24%
Past year.....	12%
1 to less than 2 years ago.....	12%
2 to less than 3 years ago.....	18%
3 or more years ago.....	34%

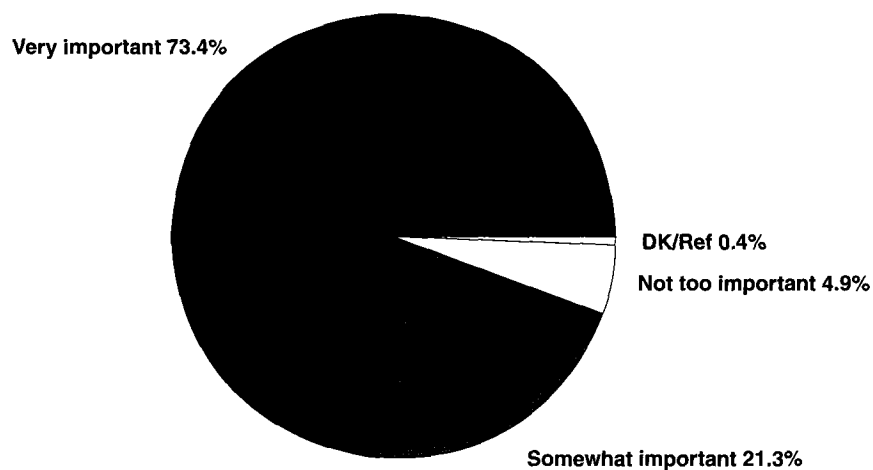
[Base: Called national hotline for reporting safety defects; N=52]

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

Report a defect/problem.....	41%
Ask about defects.....	26%
Ask about recalls.....	16%
Other	15%
Don't know/refused.....	2%

[Base: Called national hotline for reporting safety defects; N=52]

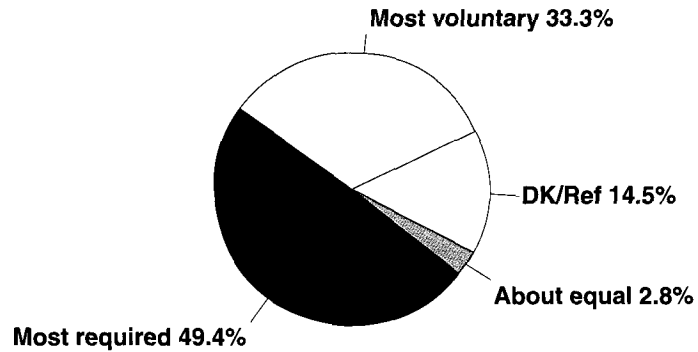
27a. How important do you think it is to have a national hotline number where drivers can report safety defects that they have experienced so that government, manufacturers and drivers would be aware of these problems? Is it.....



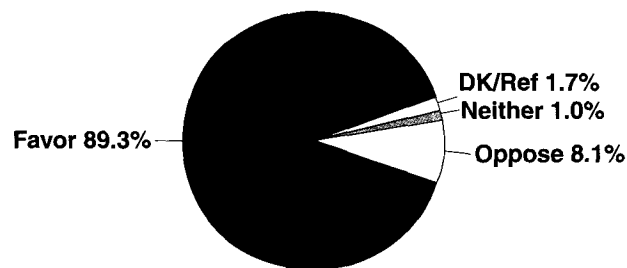
28. Would you prefer to see that type of defect reporting system run by the motor vehicle manufacturers, by the government or someone else?

Government.....	47%
Manufacturers.....	28%
Independent laboratories.....	13%
Consumer groups.....	3%
Joint government and manufacturers.....	1%
Other.....	1%
Don't know/refused.....	5%

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?



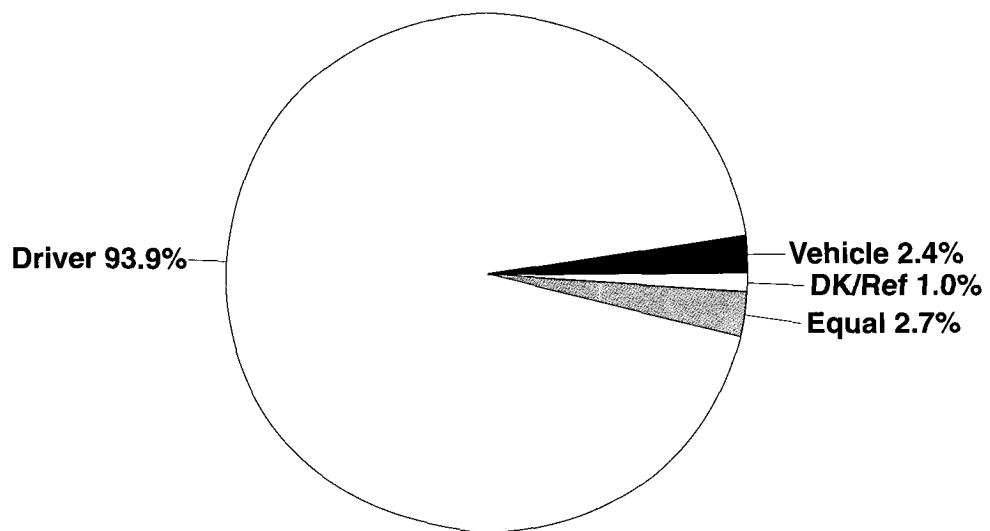
30. Do you favor or oppose the federal government being able to require manufacturers to recall motor vehicles for safety-related defects?



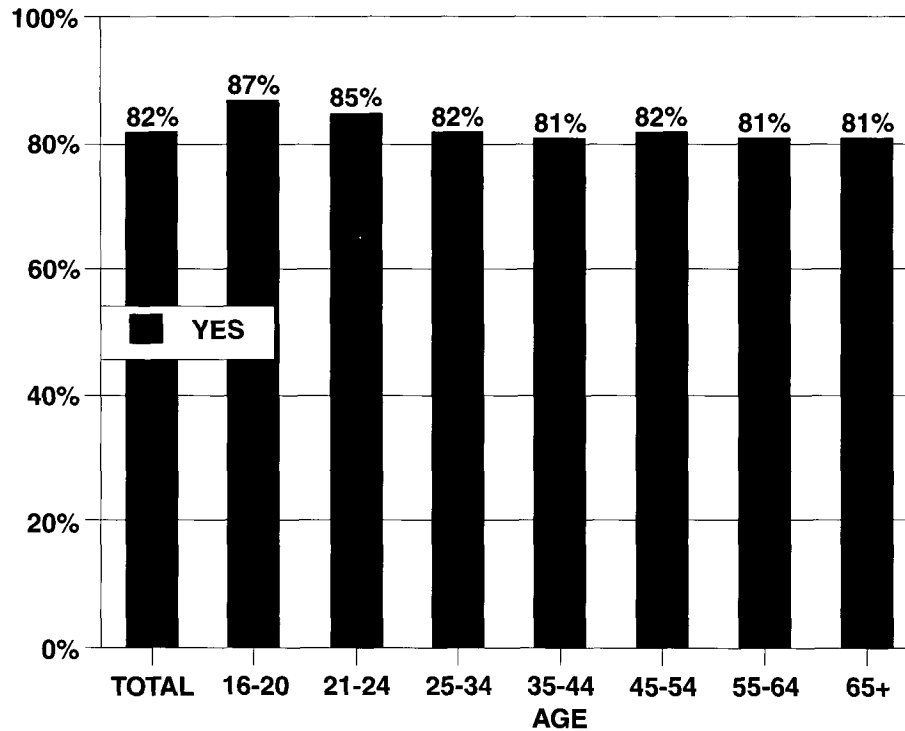
**31. How important is it that information be available to consumers about motor vehicles that have been recalled for safety defects?
Is it.....**



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?

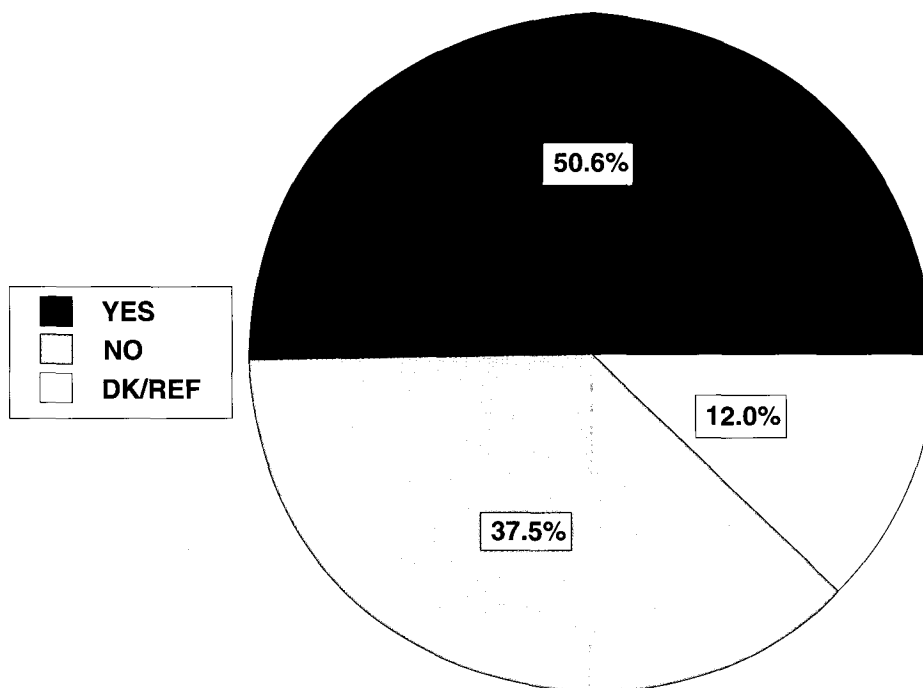


33b. In which of the following areas would you like to see increased public education efforts?

Drinking and driving.....	92%
Drugs and driving.....	89%
Reckless driving.....	88%
Running stop lights/signs.....	86%
Speeding.....	84%
Tailgating.....	84%
Weaving/changing lanes.....	83%
General driver education.....	79%
Driving in adverse weather.....	76%
Other.....	2%

[Base: Think increased public education could reduce serious crash injuries]

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

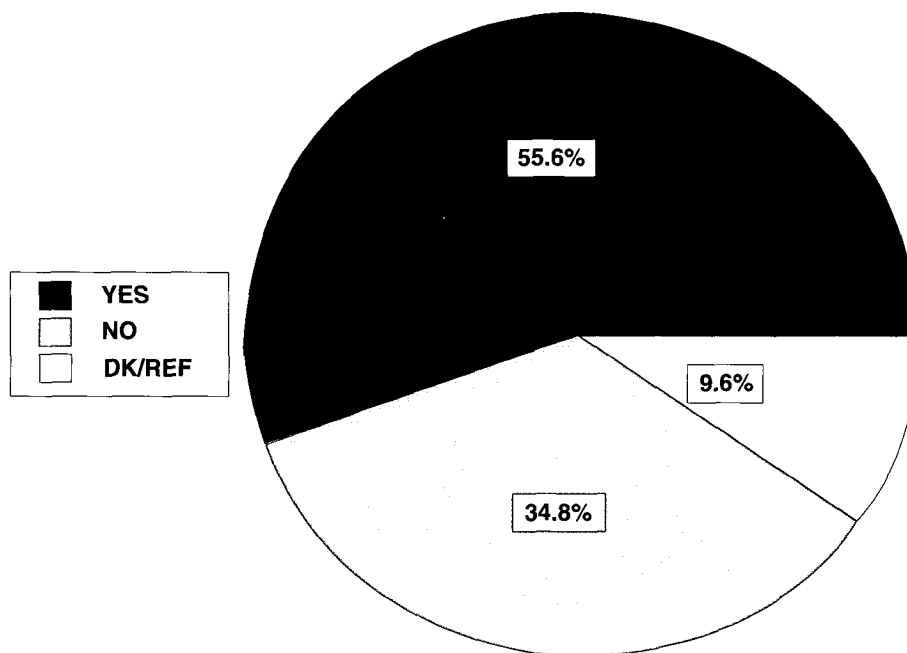


34b. What should automobile manufacturers do to reduce the number of serious injuries in motor vehicle accidents? Anything else?

Improve quality of design/construction for safety.....	53%
Better education/communication.....	21%
Include more/better safety features.....	21%
Other.....	4%
Don't know/refused/no answer.....	11%

[Base: Think manufacturers should do something to reduce serious crash injuries]

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?

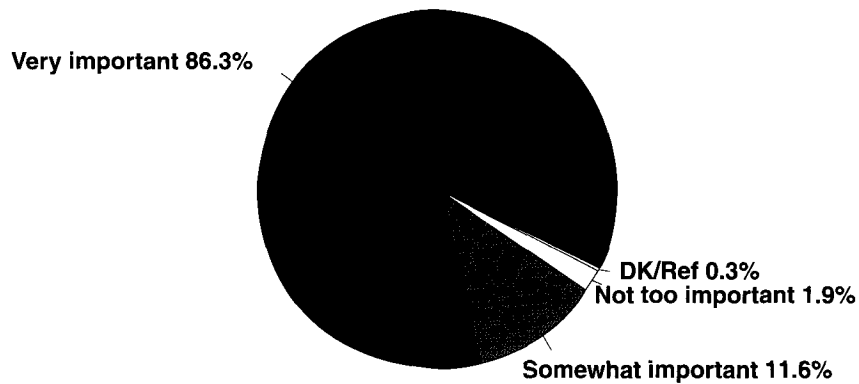
Education/educate the public.....	28%
Set standards/stricter standards.....	26%
Enforce laws/more enforcement.....	21%
Increase penalties.....	13%
Lower the speed limit.....	10%
More testing/crash testing.....	7%
Improve the highways.....	5%
More/better signs.....	1%
Other	6%
Don't know/refused.....	6%

[Base: Think government should do something to reduce serious crash injuries]

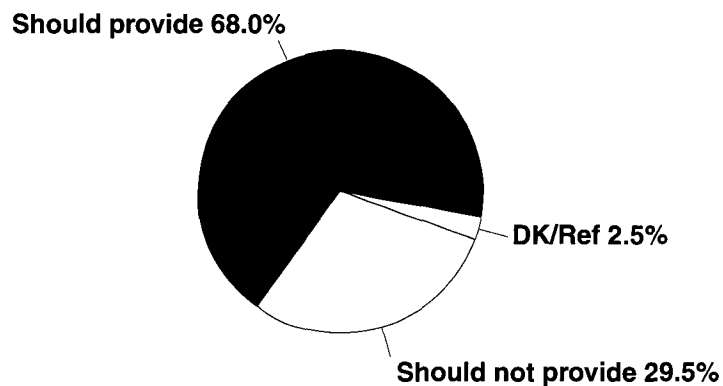
36. Let's talk about some specific issues. How important is it that something be done to [READ ITEM]? Is it very important, somewhat important, not too important to. . .?

	Very Important	Somewhat important	Not too/ DK/Ref
Stop drinking and driving	95%	4%	1%
Get parents to put infants and young children in car seats	94%	5%	1%
Reduce speeding on residential streets	79%	17%	4%
Get people to use seat belts	79%	15%	6%
Design safer roads	71%	23%	6%
Improve pedestrian safety	67%	25%	8%
Reduce speeding on highways	54%	30%	16%

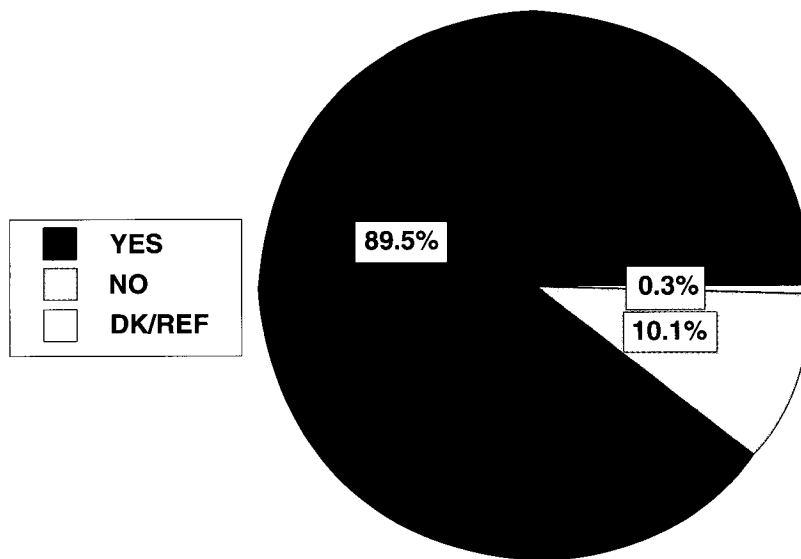
37. How important do you consider driver education courses in training new drivers to drive safely? Are they.....



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



39a. I would like to switch subjects for a minute. Have you seen or heard any advertisements that use crash dummies?



39b. Could you tell me what advice or message the crash dummies advertised?

Wear seat belts/buckle up.....	67%
Don't drink and drive.....	11%
Airbags/airbag safety.....	10%
Impact testing/vehicle safety.....	9%
Speeding is dangerous.....	7%
Don't be a dummy.....	5%
Use child safety seats.....	3%
Drive safely.....	3%
Commercial for a brand of car.....	3%
Don't know/refused.....	12%

[Base: Have seen or heard crash dummy ads]

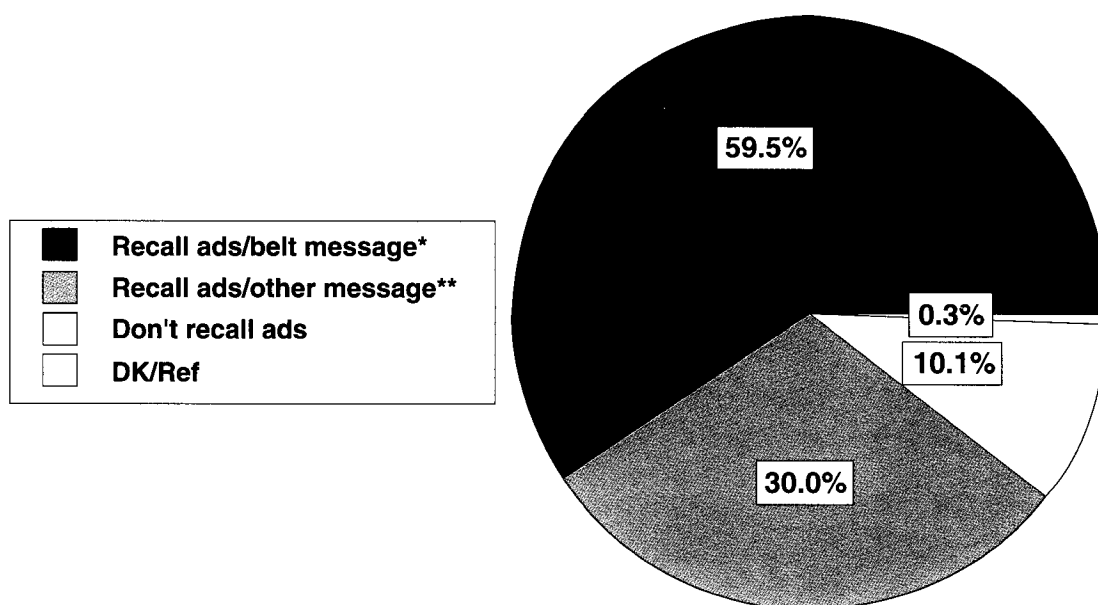
39c. Who sponsored (that/those) advertisements?

Automobile manufacturer.....	20%
Department of Transportation.....	6%
Government (unspecified).....	4%
National Highway Traffic Safety Administration.....	3%
National Safety Council.....	2%
Federal Government (unspecified).....	1%
Federal Highway Administration.....	1%
Insurance company/industry.....	1%
Other.....	5%
Don't know/refused.....	58%

[Base: Have seen or heard crash dummy ads]

39a. Have you seen or heard any advertisements that use crash dummies?

39b. Could you tell me what advice or message the crash dummies advertised?



* Have seen crash dummy ads and recall a message to buckle your safety belt

** Have seen crash dummy ads but either do not recall the message or say they recall a different message than to buckle up

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

"Friends don't let friends drive drunk."

"Know when to say when."

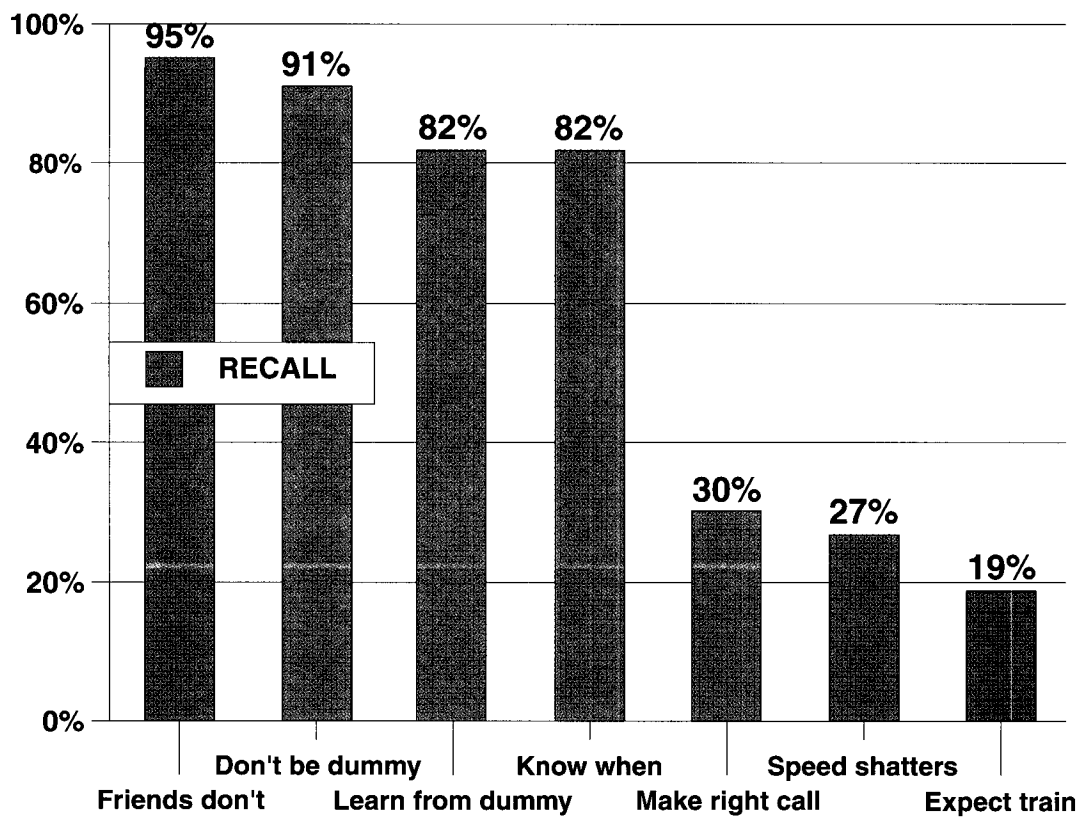
"Don't be a dummy. Buckle up."

"You could learn a lot from a dummy."

"Speed shatters life."

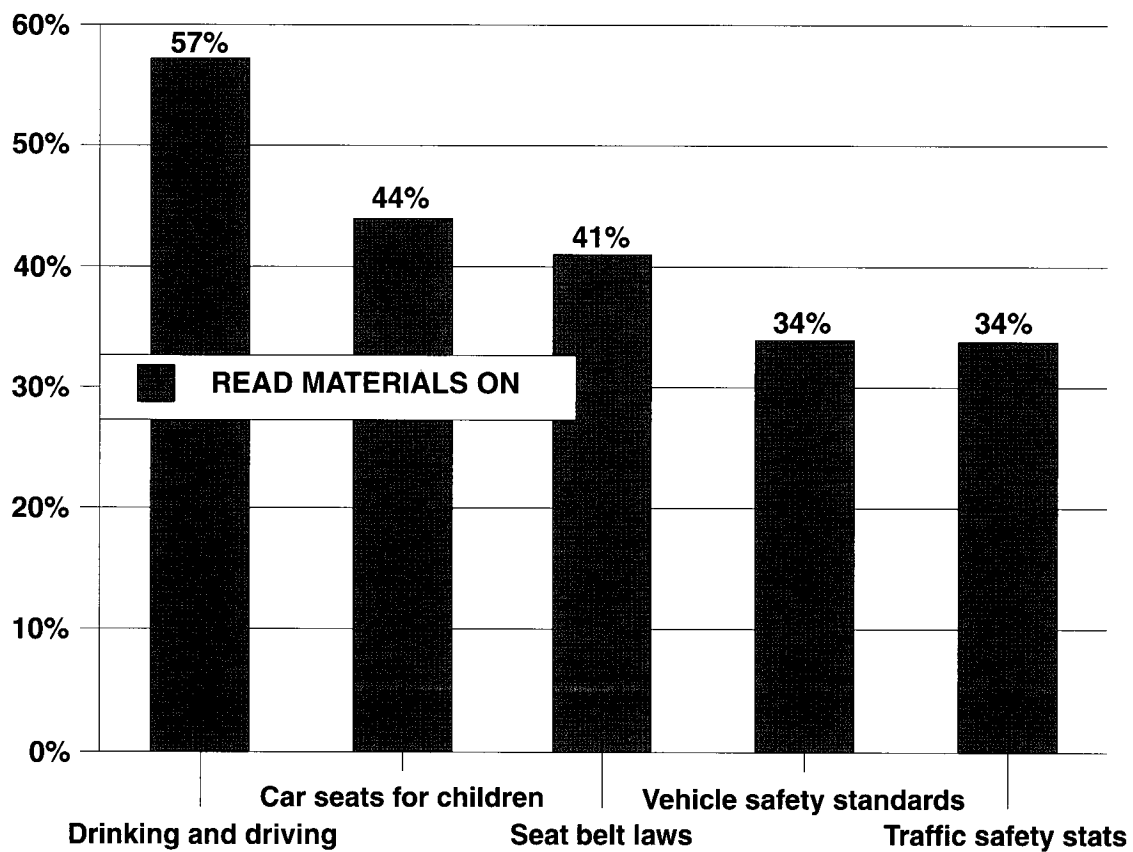
"Make the right call."

"Always expect a train."

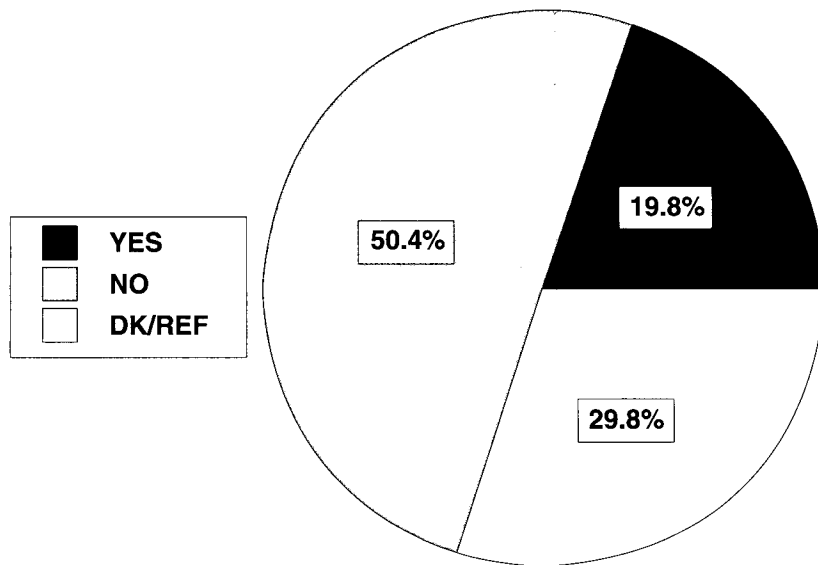


42. In the past year, have you ever read books, brochures, publications or other materials on the following topics? Have you read materials within the past year on. . .

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



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



43b. Who sponsors this hotline?

Federal agencies.....	20%
State agencies.....	10%
Automobile manufacturers.....	4%
Consumer Reports.....	2%
AAA.....	1%
Consumer groups.....	1%
MADD.....	1%
Government (unspec).....	1%
Automobile dealers.....	1%
Insurance companies.....	1%
Other.....	7%
Don't know/refused.....	50%

[Base: Think there is a safety hotline]

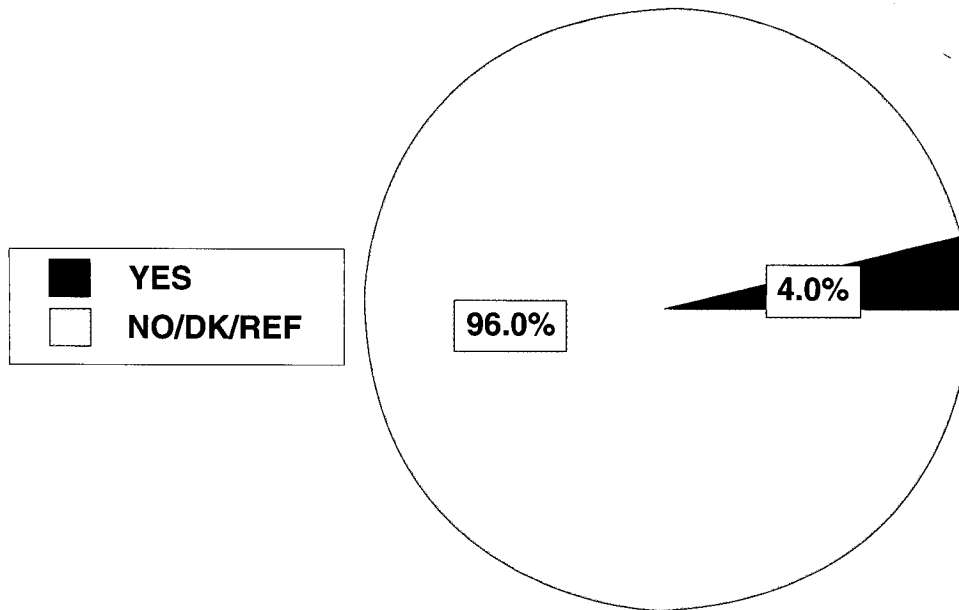
43c. Which Federal or state agencies sponsor the hotline?

U.S. Department of Transportation.....	25%
State Motor Vehicle Inspection Station.....	7%
State Dept of Motor Vehicles	7%
National Highway Traffic Safety Administration.....	5%
Federal Highway Administration.....	5%
Consumer Product Safety Commission.....	1%
Other (SPECIFY).....	6%
Unspecified.....	23%
Don't know/refused.....	21%

[Base: Think safety hotline is sponsored by
Federal or state government agency]

* This refers to information about topics addressed in the previous question (Q42): 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]

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

Within the past six months.....	42%
Within the past year.....	10%
1 to less than 2 years ago.....	20%
2 to less than 3 years ago.....	15%
3 or more years ago.....	8%
Don't know/refused.....	6%

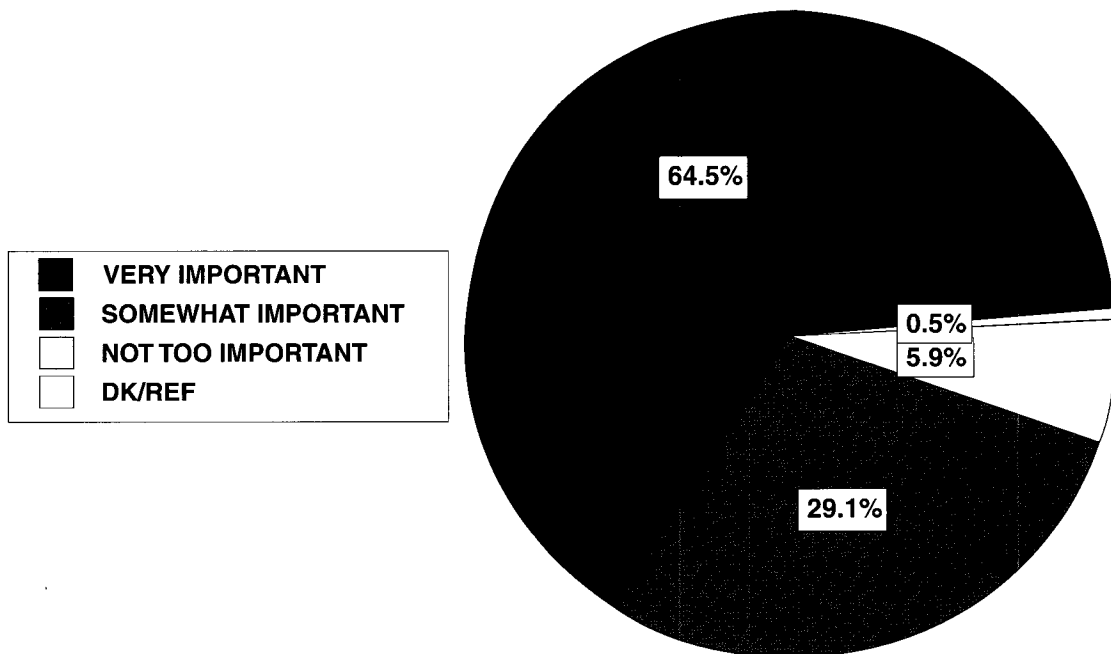
[Base: Have called safety information hotline;
N=27]

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

Safety test results.....	13%
Vehicle recall.....	9%
Seat belt recall.....	7%
Child car seat.....	21%
Other.....	49%

[Base: Have called safety information hotline;
N=27]

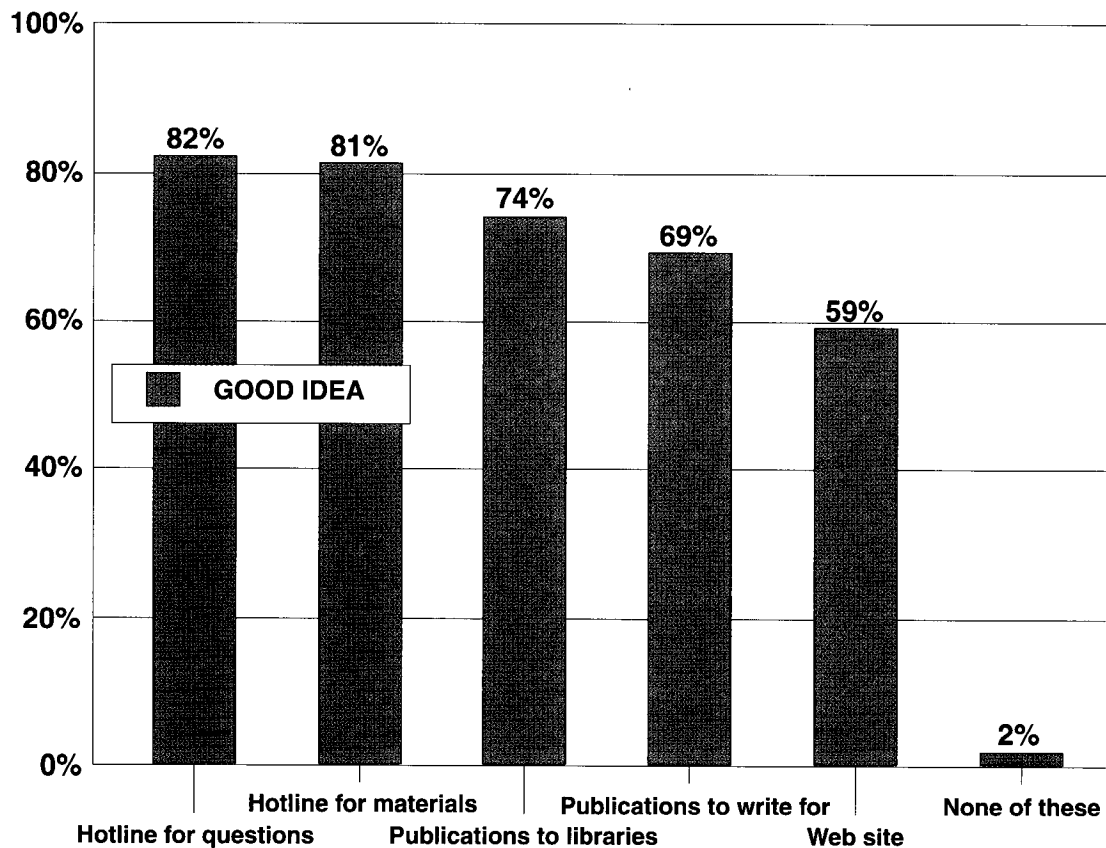
44. How important is it for the government to make this type of information* available to consumers in some form? Is it.....



* This refers to information about topics addressed in question 42: car seats for children, drinking and driving, safety standards for motor vehicle equipment, seat belt laws, and traffic safety statistics.

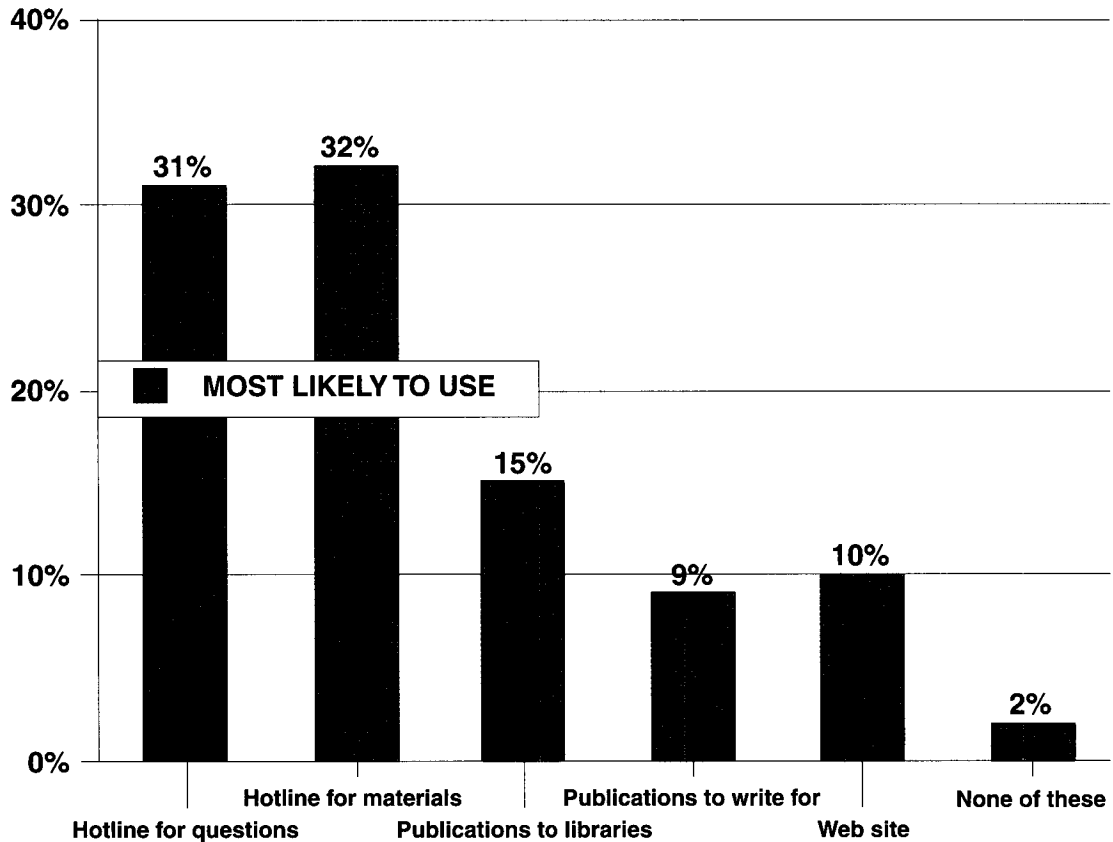
45. Let me describe some approaches for the government to make this type of information available to consumers and you tell me which you think would be a good approach. Would it be a good idea to provide...

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

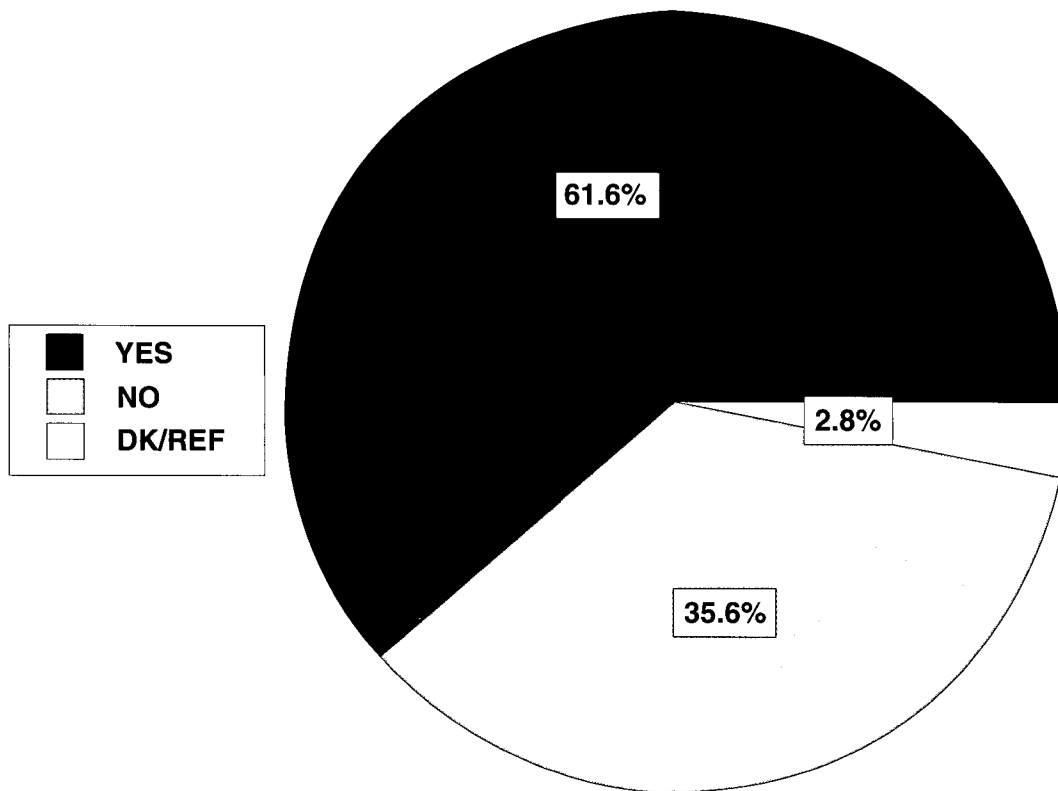


46. If you wanted information from the government on some traffic safety issue, which would you be most likely to use?

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



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

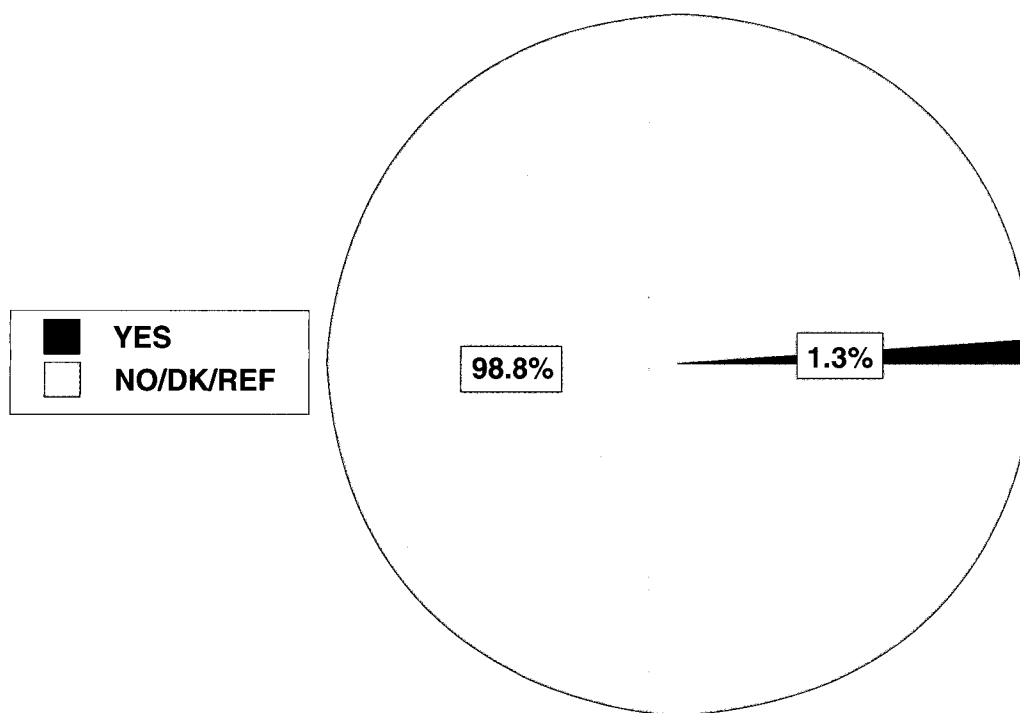


47c. To the best of your knowledge, is it a government agency or a private organization?

Government..... 75%
Private..... 8%
Don't know/refused..... 17%

[Base: Have heard of National Highway Traffic Safety Administration]

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.....	12%
Within the past year.....	14%
1 to less than 2 years ago.....	11%
2 to less than 3 years ago.....	10%
3 or more years ago.....	51%
Don't know/refused.....	2%

[Base: Have contacted NHTSA; N=54]

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

Safety test results.....	9%
Vehicle recall.....	9%
Seat belt recall.....	6%
Child car seat.....	4%
Other (see next page).....	62%
Don't know/refused.....	12%

[Base: Have contacted NHTSA; N=54]

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

The possibility of opening up a drivers education school because I live in an area with a high accident rate. It's ridiculous.

I was being harassed on the highway

A road condition

My drivers license renewal: I had DWI and they held my license for three years. I came to pick it up

Well, I was a direct flagger. I direct traffic and you have to go to a class to get a paper saying that you can. It's a license to direct traffic and it's a law in the state.

They were giving a class on drinking and driving.

An accident (2 mentions).

I had an emergency brake that popped off. It failed, the brake, and the car rolled down the hill.

It was about teenage driving and the safety and stuff like that-like what school to put my daughter in to have a better driving course than high school drivers' ed.

Gas bill.

To find out about driving conditions on certain highways.

Road conditions and things to carry in the car while I travel such as I.D.

It was job related, in relation to highway speed. We were working on setting the speeding limit.

For a report on death due to accidents on the road/where accidents were involved.

Defect with an automobile.

I was involved in a safety group traveling and speaking on behalf of my company. I was with the State Farm Insurance company. We conducted safety seminars for schools, organizations.

A traffic ticket that I felt I was not guilty.

It was DOT. It had to do with truck safety.

Research on a topic area.

For information on interstate travel

Calling for motor vehicle records.

I was the general manager for a courier service that dealt with them

It was an accident.

Vehicle maintenance

We were required to take a national defensive driving test when I was in the military

Something about a drivers license, information.

In regards to CDL license.
Commercial drivers license. How to go about getting one.

It was for my driver's license. I had to get my picture put on.

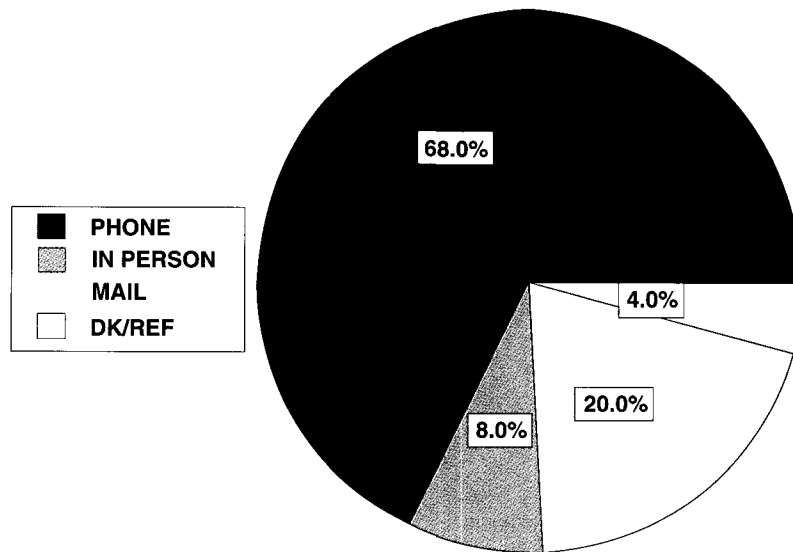
About education

My business, chemical transferring. Needed info and materials.

I wanted a publication from them

For a copy of a muted.

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



[Base: Have contacted NHTSA; n=54]

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

Yes.....	46%
No.....	35%
Don't know/refused.....	20%

[Base: Contacted NHTSA by phone; N=35]

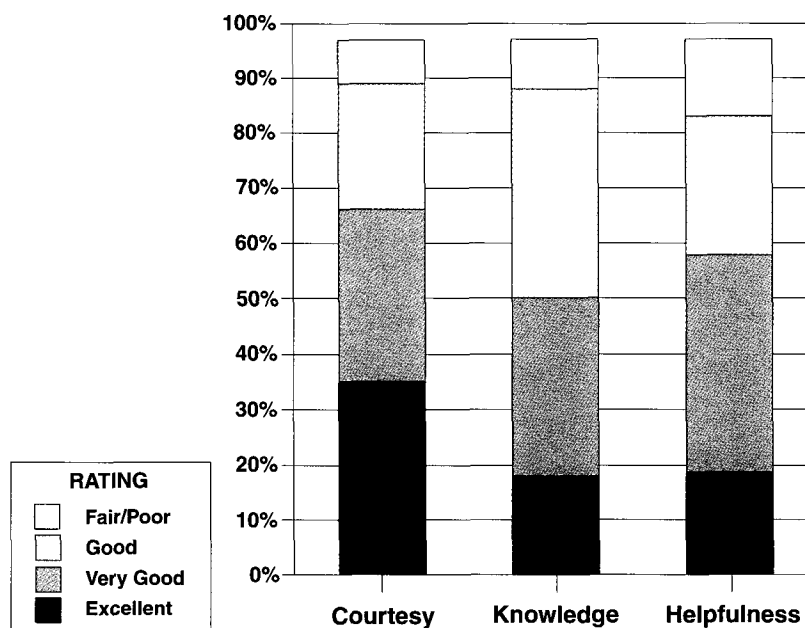
47i. How easy was it to get through to someone who could answer your questions? Was it...

Very easy.....	32%
Somewhat easy.....	42%
Somewhat difficult.....	7%
Very difficult.....	14%
Don't know/refused.....	5%

[Base: Contacted NHTSA by phone; N=35]

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; N=41]

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.....	61%
Most of what you needed.....	22%
Some of what you needed.....	11%
Little or none of what you needed.....	3%
Refused.....	3%

[Base: Have contacted NHTSA by phone or in-person; (N=41)]

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

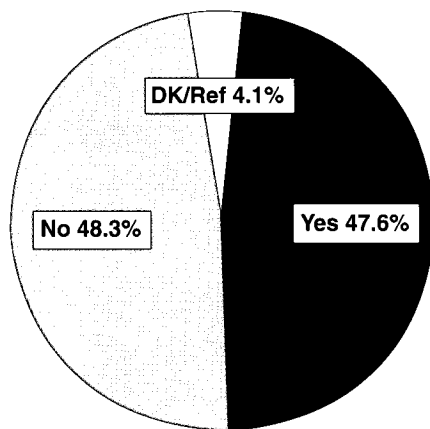
Very satisfied.....	69%
Somewhat satisfied.....	18%
Somewhat dissatisfied.....	9%
Very dissatisfied.....	3%

[Base: Have contacted NHTSA by phone, in-person or mail; (N=51)]

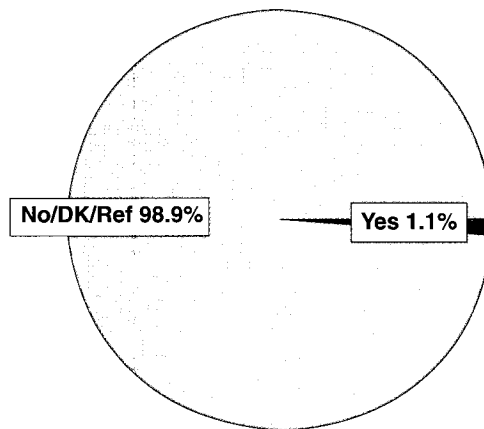
48a Have you ever heard of the Federal Highway Administration?

48b. Have you ever contacted the Federal Highway Administration?

Ever heard of FHWA?



Ever contacted FHWA?



48d. What did you contact them about on that occasion?

Safety test results.....	8%
Vehicle recall.....	7%
All other mentions.....	70%
Don't know/refused.....	15%

[Base: Have contacted FHWA; (N=44)]

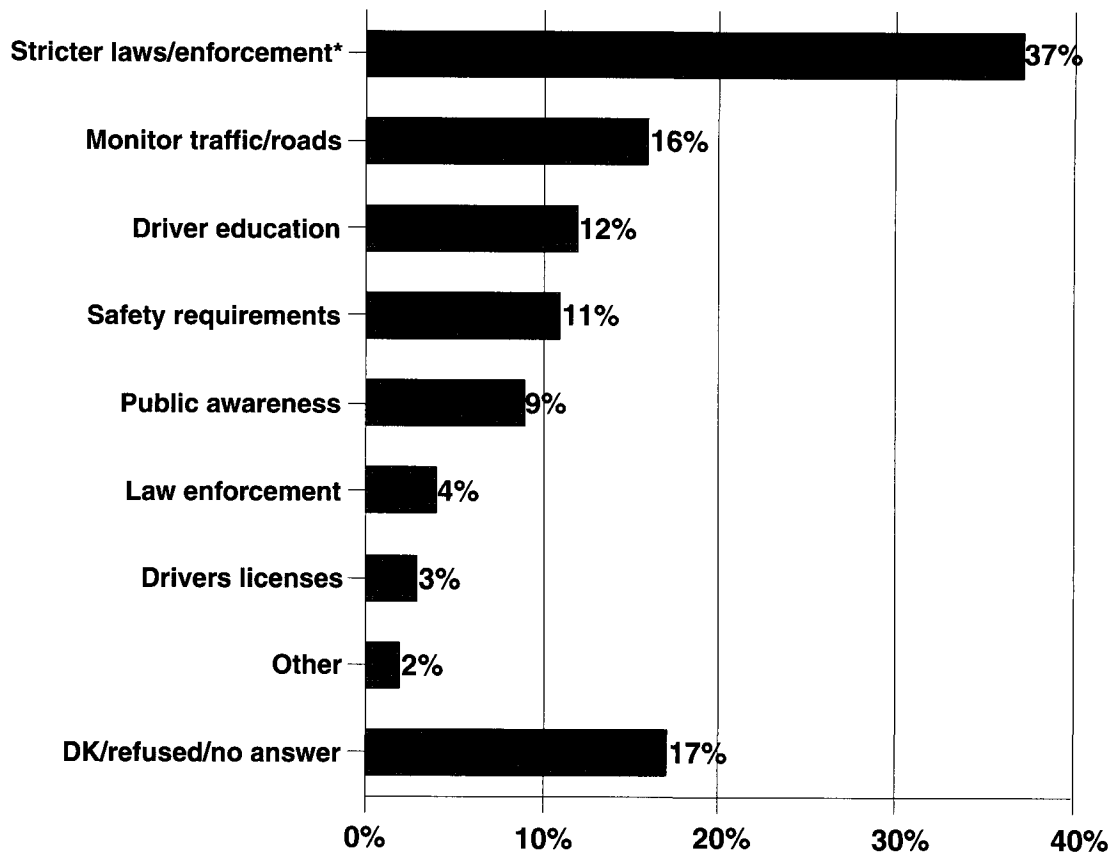
49. How important is it that the federal government conduct the following activities? Do you feel it is very important, somewhat important, or not too important for the federal government to...?

	Very Important	Somewhat important	Not too important
Public education campaigns to reduce drunk driving	86%	10%	4%
Public education campaigns to increase child car seat use	80%	15%	5%
Require manufacturers to improve safety features	79%	17%	4%
Regulate safety of heavy trucks	79%	16%	4%
Conduct research on motor vehicle safety	74%	20%	5%
Public education campaigns to increase seat belt use	70%	22%	8%
Conduct research on safe highway design	67%	27%	6%
Public ed. campaigns to raise stop sign/signal compliance	65%	25%	10%
Provide consumer information on traffic safety issues	64%	30%	6%
Set bumper performance standards for new vehicles	63%	28%	8%
Compile statistics on highway fatalities and injuries	60%	31%	8%
Public education campaigns to improve pedestrian safety	58%	31%	11%
Reduce odometer fraud	49%	32%	15%

50. 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...?

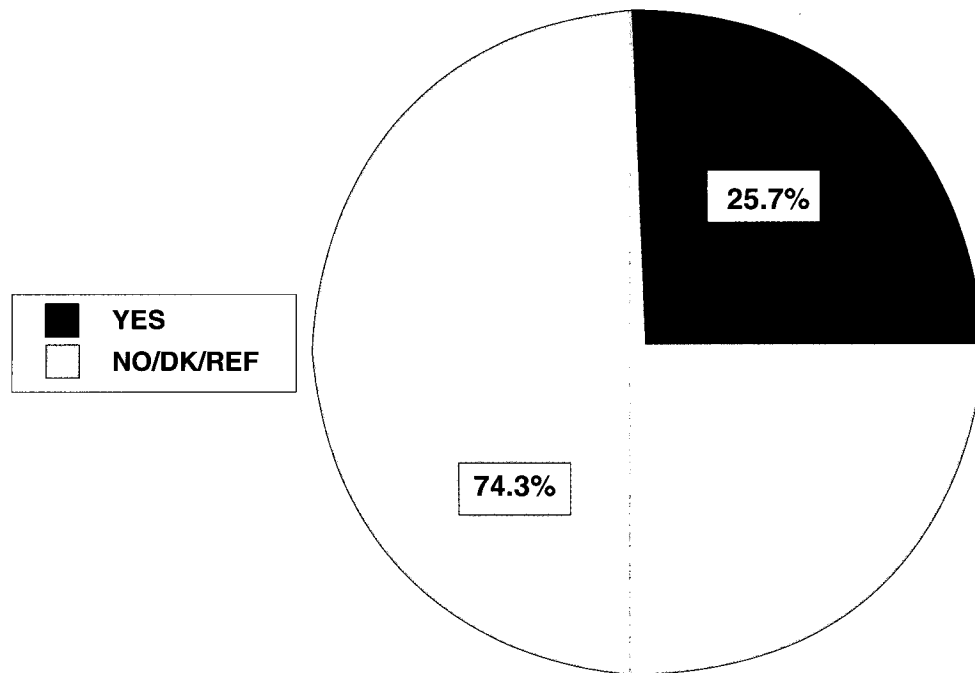
	Very Important	Somewhat important	Not too important
Increase enforcement of drinking and driving laws	89%	7%	4%
Increase enforcement of car seat laws for infants and young children	86%	10%	4%
Pass tougher drinking and driving laws	85%	9%	5%
Require helmets for motorcycle riders	75%	14%	10%
Stiffen requirements for young drivers to get and keep driving licenses	73%	20%	7%
Require bicycle helmets for children	72%	19%	9%
Increase enforcement of seat belt laws	69%	21%	10%
Pass tougher seat belt laws	61%	24%	14%
Require bicycle helmets for adults	48%	29%	22%

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



* Includes 21% of the population who said drinking/driving laws and enforcement

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

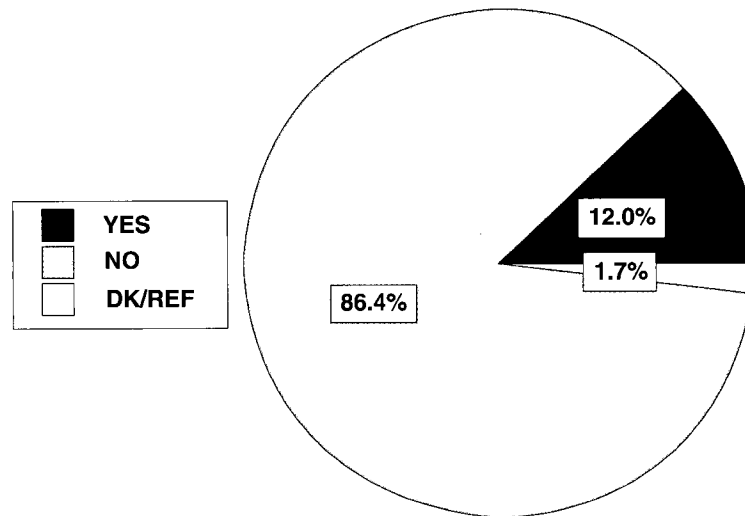


Q 52b. How long ago did that (most recent) accident occur?

Within the past year.....	7%	10-14 years ago.....	13%
1 year ago.....	6%	15-19 years ago.....	10%
2 years ago.....	6%	20-29 years ago.....	17%
3 years ago.....	6%	30 or more years ago.....	12%
4 years ago.....	5%	Don't know/refused.....	2%
5 years ago.....	5%		
6 years ago.....	3%		
7 years ago.....	4%		
8 years ago.....	3%		
9 years ago.....	2%		

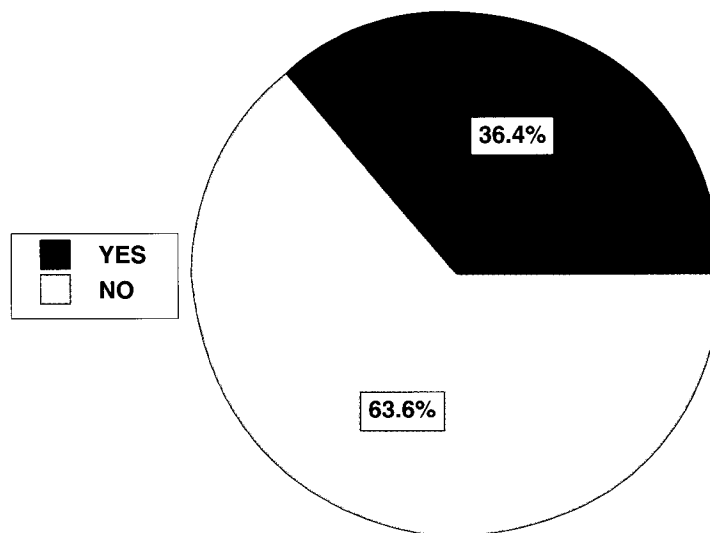
[Base: Have been injured in a vehicle accident]

52c. Was the vehicle in which you were riding equipped with an air bag?



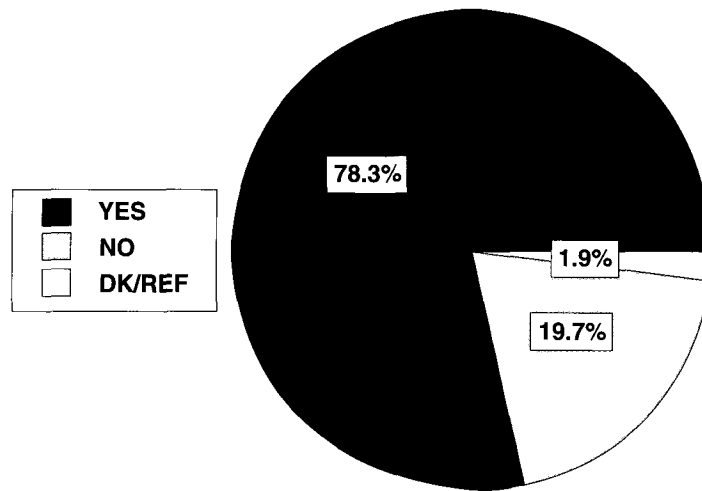
[Base: Injured in vehicle accident in past 5 years]

52d Did the air bag(s) deploy?



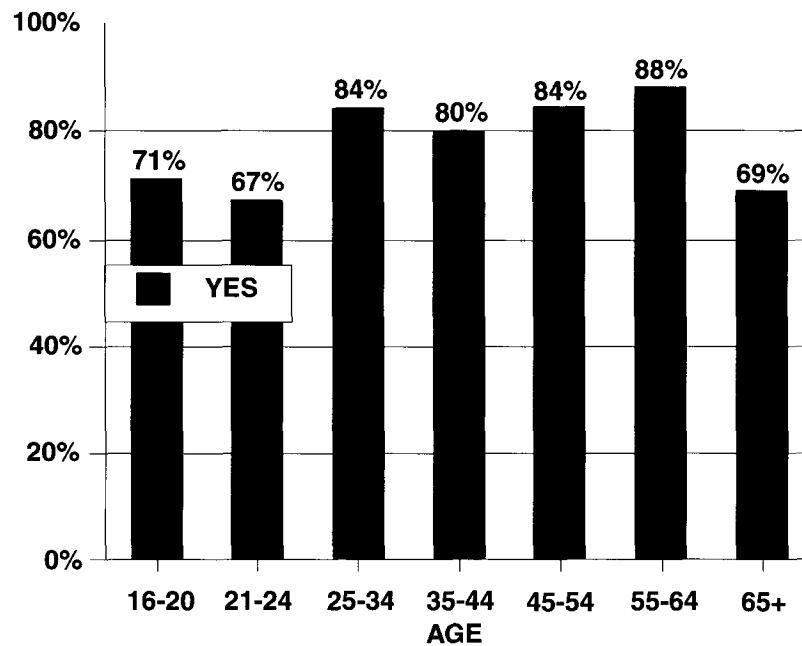
[Base: Vehicle had airbag; N=42]

52e. Were you wearing a seat belt at the time of the accident?



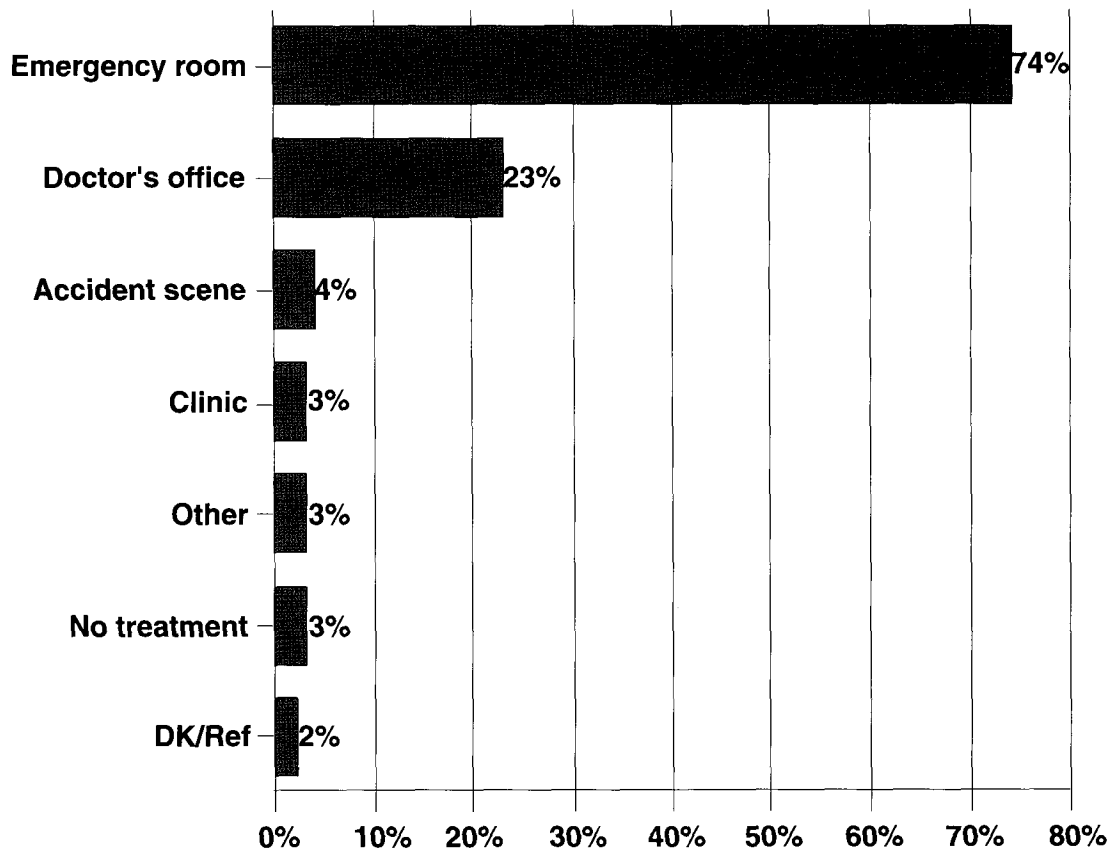
[Base: Injured in vehicle accident in past 5 years]

52e. Were you wearing a seat belt at the time of the accident?



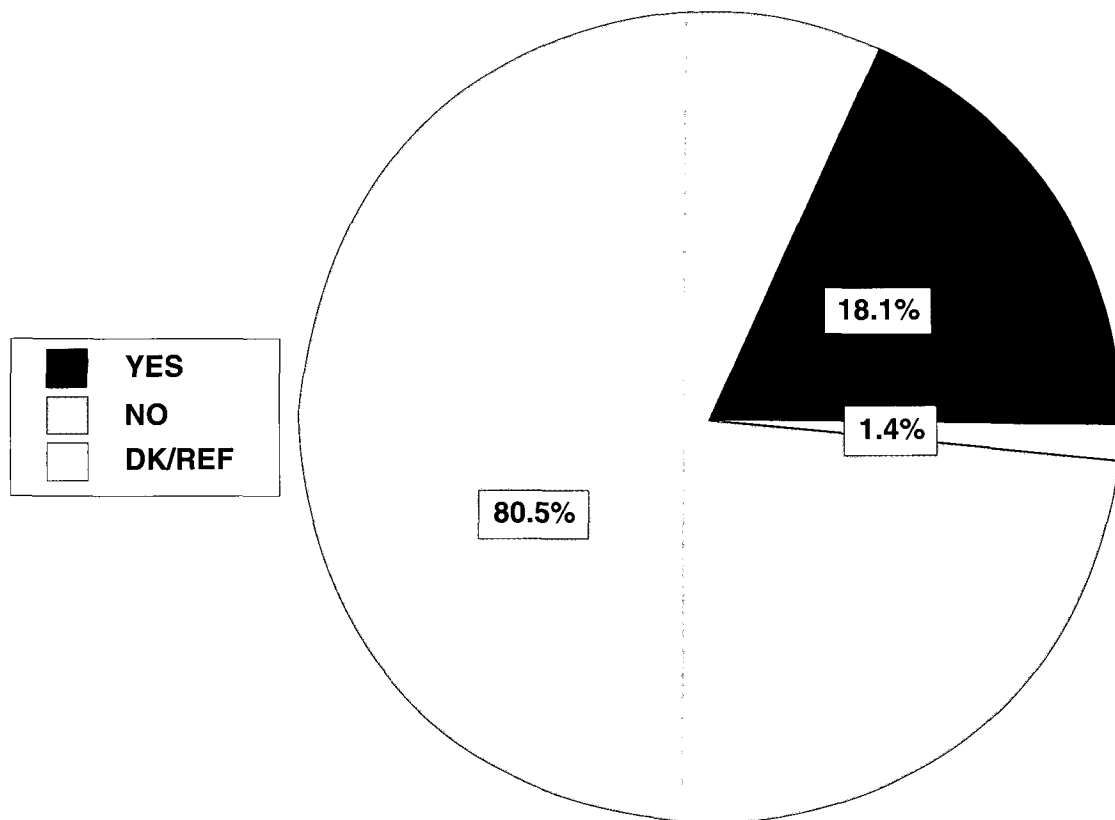
[Base: Injured in vehicle accident in past 5 years]

52f. Where were you treated for the injuries you sustained in the accident?



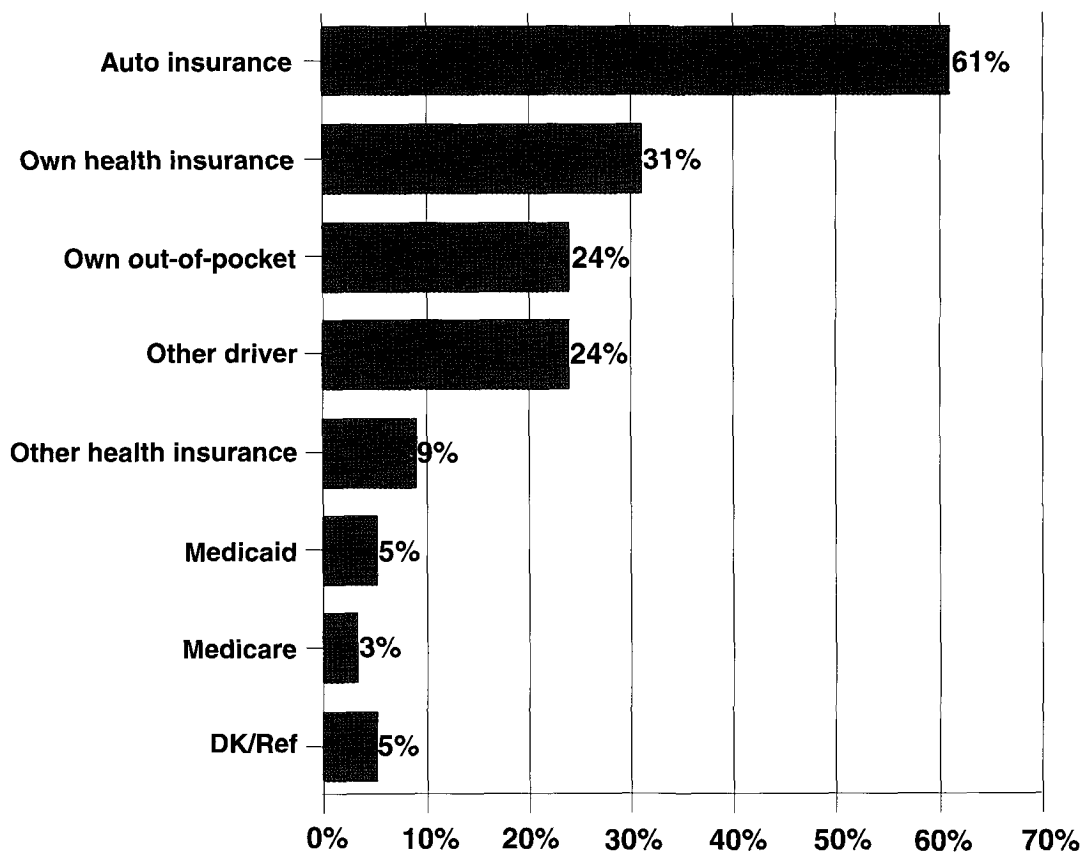
[Base: Injured in vehicle accident in past 5 years]

52g. Were you hospitalized overnight or longer?



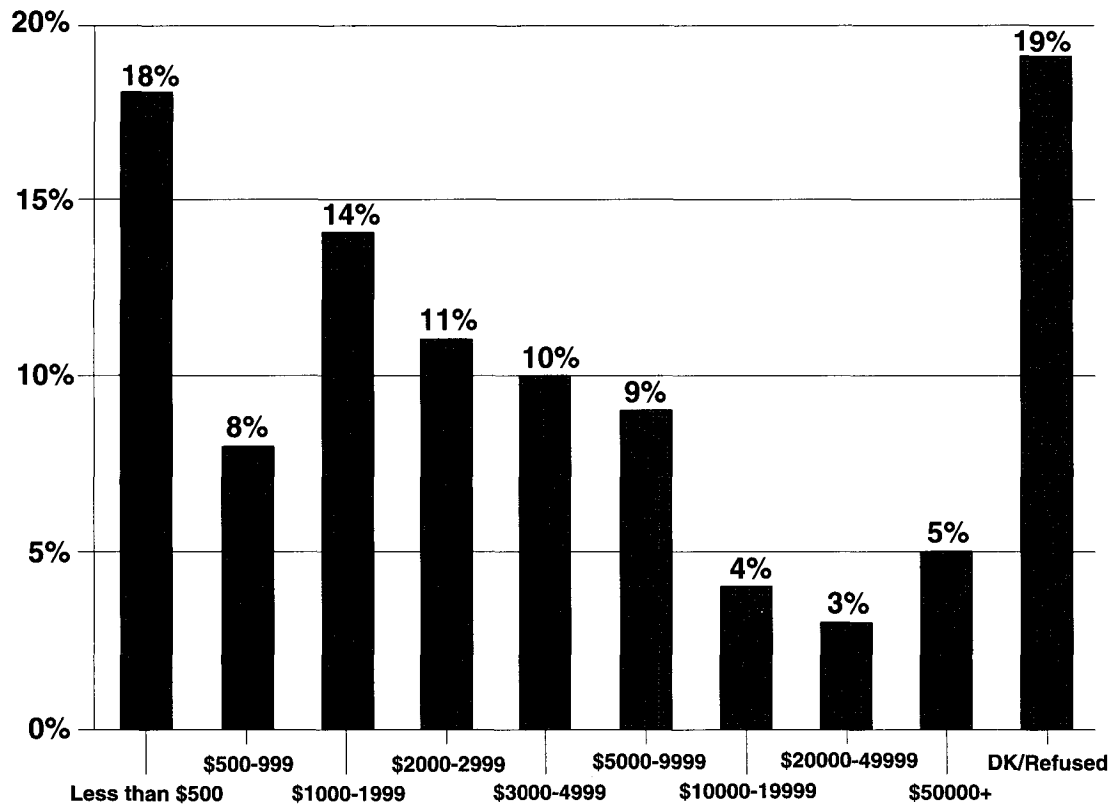
[Base: Injured in vehicle accident in past 5 years and injury required treatment]

52i. Which of the following covered some or all of the costs of your treatment?



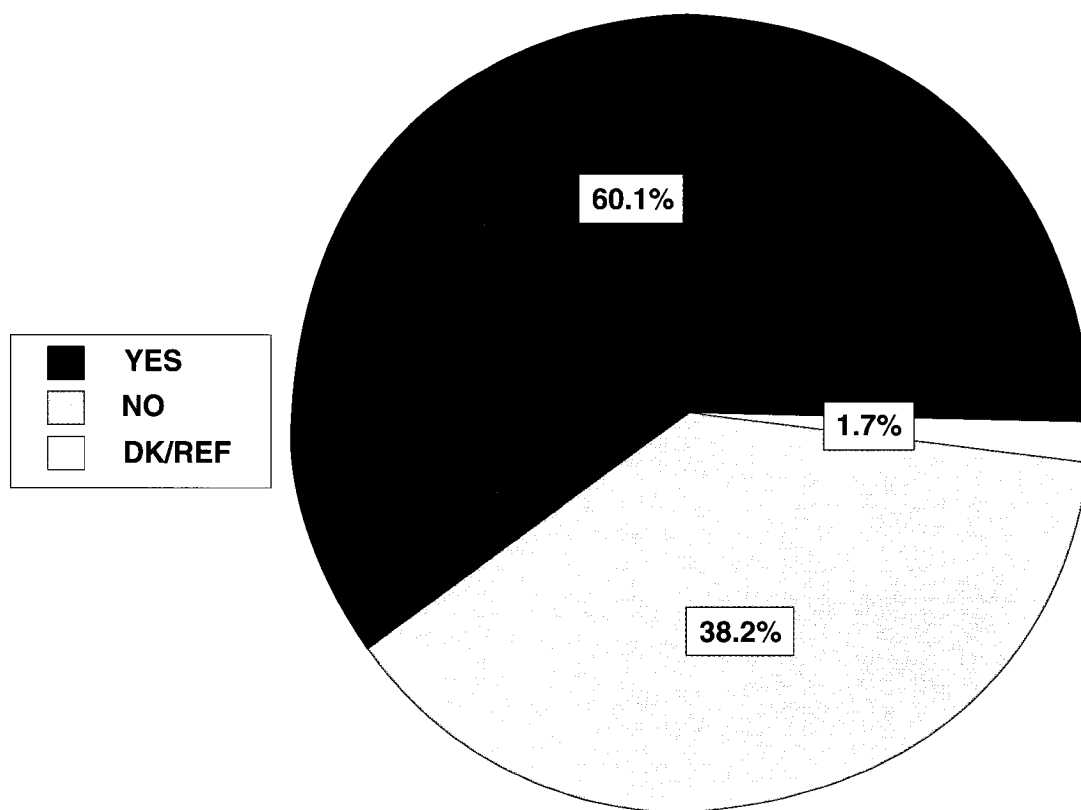
[Base: Injured in vehicle accident in past 5 years and injury required treatment]

52h. Approximately what was the total cost for the medical treatment you received as a result of the accident?



[Base: Injured in vehicle accident in past 5 years and injury required treatment]

52j. Did your injuries result in any time off from work?



[Base: Injured in vehicle accident in past 5 years and injury required treatment]

Q52k. How much time did you miss from work as a result of your injuries?

1 day..... 9%	2 weeks.....16%	9 weeks..... 5%
2 days..... 9%	3 weeks..... 6%	10 weeks +.....18%
3 days.....10%	4 weeks..... 1%	DK/refused..... 3%
4 days..... 3%	5 weeks..... 4%	
5 days..... 3%	6 weeks.....<1%	
6 days.....<1%	7 weeks..... 1%	
7 days.....12%	8 weeks..... 1%	

[Base: Injured in vehicle accident in past 5 years and missed work because of injury]

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 household 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 1990 Census of Population and Housing: Summary of Population and Housing Characteristics: United States. 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+: 1990

		Population 191,820,393	Cross-Section Proportion 100.00%	Sample (4,000)
Region I	CT, ME, MA, NH, RI, VT	10,472,85	5.46%	218
Region II	NJ, NY	20,318,076	10.59%	424
Region III	DE, DC, MD, PA, VA, WV	20,398,987	10.63%	425
Region IV	AL, FL, GA, KY, MS, NC, SC, TN	34,845,872	18.17%	727
Region V	IL, IN, MI, MN, OH, WS	35,552,945	18.53%	741
Region VI	AR, LA, NM, OK, TX	21,086,898	10.99%	440
Region VII	IA, KS, MO, NE	9,144,069	4.77%	191
Region VIII	CO, MT, ND, SD, UT, WY	5,602,703	2.92%	117
Region IX	AZ, CA, HI, NV	27,354,951	14.26%	570
Region X	AK, ID, OR, WA	7,043,041	3.67%	147

Source: 1990 Census of Population and Housing: Summary of Population and Housing Characteristics: United States. CPH-1-1.

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 Hundred 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 sections 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+)	201,294	100	4,000
Males (16+)	96,809	48.1	1,924
16-20	9,097	4.5	181
21-29	16,805	8.3	334
30-39	21,968	10.9	436
40-64	35,254	17.5	701
65+	13,685	6.8	272
Females(16+)	104,485	51.9	2,076
16-20	8,684	4.3	173
21-29	17,375	8.2	328
30-39	22,149	11.0	440
40-64	37,212	18.5	739
65+	19,908	9.9	396
* Source: <u>Population Projections of the United States, by Age, Sex, Race, and Hispanic Origin: 1993-2050</u> , Current Population Reports, Series P-25, No. 1104, Bureau of the Census, p.16.			

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 only 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 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 1, 1995, following training of the field interviewers, and was completed on December 26, 1995. 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 12,581 randomly selected telephone numbers were sampled within a geographically stratified national sampling frame:

- 21% of the numbers were not active residential phone numbers, including 8% not-in-service, 11% business or government, and 2% computer or fax tones;
- 10% of the numbers were no answers (despite repeated attempts) and 4% were answering machines; and
- 3% 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, only 398 cases (about 3%) 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:

- 4003 completed interviews
- 456 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 (115 were age-related screen-outs and 341 were quota-outs by region or gender)
- 1472 refusals to be interviewed (including 1000 second refusals) and 132 terminated interviews

Based on the standard calculations of participation rate, the participation rate was 73.54%. The Final Summary Disposition is given in Table A-3.

TABLE A-3: FINAL SAMPLE DISPOSITION

STATUS	COUNT	%	%
TOTAL NUMBERS DIALED	12581	100.00	
Not in service/disconnected/wrong number	1017	8.08	
Business/non-residential number	1338	10.64	
Computer/fax tone	294	2.34	
Over maximum (5) attempts	998	7.92	
Other reason terminating	50	0.40	
Not available	2	0.02	
No answer	1276	10.14	
Answering machine	516	4.10	
Busy	73	0.58	
Callback	293	2.33	
Callback for designated respondent	83	0.66	
Spanish language callback	22	0.17	
Language problems	186	1.48	
Health/deaf/deceased	317	2.52	
Respondent away for duration	53	0.42	
Refusals (eligibility unknown)	0	0.00	
Initial refusals (callback)	472	3.75	
Second refusals	1000	7.95	
TOTAL CONTACTS	4591	36.49	100.00
TOTAL NOT QUALIFIED	115		2.50
Screen out Q.A--No one 16+	115		2.50
TOTAL QUALIFIED	4476		97.50
Quota out--gender	329		7.17
Quota out--region	12		0.26
Callback to complete			0.00
Terminates	132		2.88
COMPLETES	4003		87.19
COMPLETION RATE	73.54%		
INCIDENCE	97.50%		

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 equal to the inverse of the number of 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 4,003 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 (12 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)(1 thru 6,98,99=7).
compute weight1=numtel.
recode weight1 (1=1)(2=.5).
compute weight2=(weight1 * nadults).
compute weight4=1.
if (gender eq 1 and catage eq 1) weight4=1.075.
if (gender eq 1 and catage eq 2) weight4=.895.
if (gender eq 1 and catage eq 3) weight4=.829.
if (gender eq 1 and catage eq 4) weight4=.904.
if (gender eq 1 and catage eq 5) weight4=.908.
if (gender eq 1 and catage eq 6) weight4=1.323.
if (gender eq 2 and catage eq 1) weight4=1.00.
if (gender eq 2 and catage eq 2) weight4=1.010.
if (gender eq 2 and catage eq 3) weight4=.907.
if (gender eq 2 and catage eq 4) weight4=.894.
if (gender eq 2 and catage eq 5) weight4=1.186.
if (gender eq 2 and catage eq 6) weight4=1.546.
compute weight5=(weight2 * weight4).
recode weight5 (sysmis=1).
compute weight6=(weight5 * .4968).
WEIGHT BY WEIGHT6.
```

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 sizes for the surveys are large enough to permit estimates for sub-samples 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:

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

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.

TABLE A-5

**Pooled Sampling Error Expressed as Percentages
For Given Sample Sizes (Assuming $P=Q$)**

Sample Size

2,000	10.0	7.2	6.1	5.4	4.9	4.6	4.3	4.1	4.0	3.8	3.1
1,000	10.3	7.6	6.5	5.8	5.4	5.1	4.9	4.7	4.5	4.4	
900	10.3	7.6	6.6	5.9	5.5	5.2	5.0	4.8	4.7		
800	10.4	7.7	6.7	6.0	5.6	5.3	5.1	5.0			
700	10.5	7.8	6.8	6.1	5.8	5.4	5.2				
600	10.6	8.0	7.0	6.3	5.9	5.7					
500	10.7	8.2	7.2	6.6	6.2						
400	11.0	8.5	7.5	6.9							
300	11.3	9.0	8.1								
200	12.0	9.8									
100	13.9										

Sample

Size 100 200 300 400 500 600 700 800 900 1000 2000

APPENDIX B

QUESTIONNAIRE

SCHULMAN, RONCA AND BUCUVALAS, INC.
6690
444 PARK AVENUE SOUTH
NEW YORK, NEW YORK 10016
FINAL QX

STUDY NUMBER

November 4, 1995
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

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..... 7

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)..... 11

(VOL) Don't know..... 12

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

19_____

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

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

Size/larger..... 1
Steel construction... 2
Bumpers..... 3
Seatbelts..... 4
Airbags..... 5
Braking system..... 6
Other (SPECIFY)
..... 7

[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
Other (SPECIFY)
..... 7

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
About as safely..... 3
Both (VOL)..... 4
Not sure..... 5

SKIP TO Q5c
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..... 5
More police..... 6
Media attention..... 7
Other (SPECIFY)
..... 8
Not sure..... 9

[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
More lenient laws..... 4
Less enforcement..... 5
Less police.....6
Media attention.....7
Right on red.....8
Driving faster.....9
Other (SPECIFY)
_____.....0
Not sure..... x

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..... 2
Braking distance..... 3
Crashworthiness..... 4
Seatbelts..... 5
Side impact devices..... 6
Steel frame..... 7
Other (SPECIFY)
..... 8
Not sure..... 9
Nothing..... 0

SKIP TO Q 13

10. How difficult would you expect it to be to obtain that kind of information?
Would it be.....

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

- 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
Consumer groups..... 5
Family and friends..... 6
Federal agencies..... 7
Insurance agent..... 8
Mechanics/Garages..... 9
State agencies..... 10
Other (SPECIFY)
..... 11
Not sure..... 12

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

11b. From which federal or state 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)8

Not sure..... 9

ASK EVERYONE

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

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
Consumer groups.....5
Family and friends..... 6
Federal agencies..... 7
Insurance
companies/agents..... 8
Mechanics/Garages..... 9
State agencies.....10
Other (SPECIFY)11

Not sure.....12

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 Q16a**

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

Mechanics..... 6

Government..... 7

Friends/co-workers..... 8

Insurance agent..... 9

Other (SPECIFY)
..... 10

[IF "GOVERNMENT AGENCIES" IN Q15b ASK Q15c, ELSE SKIP TO Q15d]

15c. From which government agencies have you seen or heard about crash ratings? **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)
..... 8

Not sure..... 9

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

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

Car and Driver..... 1

Consumer Reports..... 2

Motor Trend..... 3

Popular Mechanics..... 4

Road and Track..... 5

Other (SPECIFY)
..... 6

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
Other (SPECIFY)
..... 5

[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
Other (SPECIFY)
..... 8
Not sure..... 9

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

U.S. Department of Transportation..... 1
National Highway Traffic Safety Administration. 2
State Department of Motor Vehicles..... 3
Library..... 4
Other (SPECIFY)
..... 5
Not sure..... 6

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 left to the manufacturers?

Government should set standards..... 1
Should be left to 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

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

Manufacturers..... 1
State government..... 2
Federal government..... 3
Other (SPECIFY) _____ 4
Not sure..... 5

[IF "GOVERNMENT AGENCIES" 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
Other (SPECIFY) _____ 8

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**

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

_____ **SKIP TO Q. 21**

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

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 SOMEWHAT NOT TOO NOT SURE
IMPORTANT IMPORTANT IMPORTANT (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

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

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

Manufacturers..... 1
State government..... 2
Federal government..... 3
Other (SPECIFY) _____4
Not sure..... 5

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

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?

25c. How long ago did that occur?

_____ NUMBER OF YEARS AGO

Within the past year..... 00
Not sure..... 99

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

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

25e. Why not?

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?

Automobile manufacturer..... 1
Consumer Product Safety Commission..... 2
Department of Transportation..... 3
Federal Highway Administration..... 4
National Highway Traffic Safety Admin..... 5
Government (unspecified)..... 6
Other (SPECIFY)..... 7
Not sure..... 8

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)?

Ask about defects..... 1
Ask about recalls..... 2
Ask about crash ratings..... 3
Report a defect/problem..... 4
Other (SPECIFY)

Not sure..... 5

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?

Manufacturers..... 1
Government..... 2
Other (SPECIFY)
..... 3

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 of the following areas would you like to see increased public education efforts? 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
Other (SPECIFY) 8
_____..... 8
Not sure..... 9

- 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?

Education/educate the public..... 1
 Set standards/stricter standards..... 2
 Enforce laws/more enforcement..... 3
 Increase penalties..... 4
 Other (SPECIFY)..... 5

Not sure..... 6

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 SOMEWHAT NOT TOO NOT SURE
IMPORTANT IMPORTANT IMPORTANT (VOL)

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. Design safer roads	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. I would like to switch subjects for a minute. Have you seen or heard any advertisements that use crash dummies?

Yes..... 1
No..... 2 **SKIP TO Q40a**

- 39b. Could you tell me what advice or message the crash dummies advertised? **DO NOT READ LIST -- MULTIPLE RECORD**

Commercial for a brand of car..... 1
Commercial for something
 else (e.g., toys)..... 2
Don't be a dummy..... 3
Wear seat belts/buckle up..... 4
Don't drink and drive..... 5
Other (SPECIFY).....10

- 39c. Who sponsored (that/those) advertisements? **DO NOT READ**

Automobile manufacturer..... 1
Beer company..... 2
Department of Transportation..... 3
Federal Highway Administration..... 4
National Highway Traffic Safety Admin... 5
Insurance Company/Industry..... 6
Other (SPECIFY)..... 7
Not sure.....8

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
Don't be a dummy/buckle up..... 3
You could learn a lot from a dummy..... 4
Speed shatters life..... 5
Make the right call..... 6
Always expect a train..... 7

42. 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.....

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 this type of information?

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

43b. Who sponsors this hotline?

Automobile dealers..... 1
Automobile manufacturers..... 2
Consumer Reports..... 3
Consumer groups..... 4
Federal agencies..... 5
Insurance companies..... 6
State agencies..... 7
Other (SPECIFY) _____ 8
Not sure..... 9

[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 Dept of Motor Vehicles (DMV).....6
State Motor Vehicle Inspection Station..... 7
Other (SPECIFY)8
_____. 8
Not sure.....9

43d. Have you ever called this hotline?

Yes..... 1
No..... 2 **SKIP TO Q44a**
Not sure..... 3 **SKIP TO Q44a**

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)?

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

Very important..... 1
Somewhat important..... 2
Not too important.....3
Not sure..... 5

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
None of these..... 6

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

READ LIST. 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
None of these..... 6

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 Q48a**
Not sure..... 3 **SKIP TO Q48a**

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

Yes..... 1
No..... 2 **SKIP TO Q48a**
Not sure..... 3 **SKIP TO Q48a**

- 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 Q48a**
Not sure..... 3 **SKIP TO Q48a**

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?

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

Phone..... 1
In-Person..... 2 **SKIP TO Q47j**
Mail..... 3 **SKIP TO Q47l**
Not sure..... 4 **SKIP TO Q48a**

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

- 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

- 47l. How quickly did you need the information that you called about? Did you need it

Same day.....1
 Within a few days.....2
 Within a week.....3
 Longer than a week.....4

- 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

- 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

48a. Have you ever heard of the Federal Highway Administration?

Yes..... 1

No..... 2

Not sure..... 3

SKIP TO Q49

SKIP TO Q49

48b. Have you ever contacted the Federal Highway Administration?

Yes..... 1

No..... 2

Not sure..... 3

SKIP TO Q.49

SKIP TO Q.49

48c. When did you contact them (most recently)? Was it within

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

48d. What did you contact them about on that occasion?

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 SOMEWHAT NOT TOO
IMPORTANT IMPORTANT IMPORTANT

ROTATE LIST

a. Compile national statistics
on highway fatalities and
injuries

1

2

3

b. Conduct research on
motor vehicle safety

1

2

3

c. Conduct research on safe
highway design

1

2

3

d. Conduct public education
campaigns to reduce
drunk driving

1

2

3

ROTATE LIST		VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT TOO IMPORTANT
e.	Conduct public education campaigns to increase seat belt usage	1	2	3
f.	Require manufacturers to improve safety features on passenger vehicles	1	2	3
g.	Provide consumer information on traffic safety issues	1	2	3
h.	Set bumper performance standards for new vehicles	1	2	3
i.	Reduce odometer fraud	1	2	3
j.	Conduct public education campaigns to increase child car seat usage	1	2	3
k.	Conduct public education campaigns to improve pedestrian safety	1	2	3
l.	Conduct public education campaigns to increase compliance with stop signs and signals	1	2	3
m.	Regulate the safety of heavy trucks	1	2	3

50. 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 SOMEWHAT NOT TOO
IMPORTANT IMPORTANT IMPORTANT

ROTATE LIST

a.	Pass tougher drinking and driving laws	1	2	3
b.	Require helmets for motorcycle riders	1	2	3
c.	Require bicycle helmets for children	1	2	3
d.	Require bicycle helmets for adults	1	2	3
e.	Increase enforcement of seatbelt laws	1	2	3
f.	Increase enforcement of drinking and driving laws	1	2	3
g.	Increase enforcement of car seat laws for infants and young children	1	2	3
h.	Stiffen requirements for young drivers to get and keep driving licenses	1	2	3
i.	Pass tougher seatbelt laws	1	2	3

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 D1**
 (VOL) Don't know..... 3 **SKIP TO D1**
 (VOL) Refused..... 4 **SKIP TO D1**

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

_____ **WITHIN THE PAST YEAR=0**

IF MORE THAN FIVE YEARS, SKIP TO D1

52c. Was the vehicle in which you were riding equipped with an airbag?

Yes..... 1
No..... 2 **SKIP TO Q52e**
 Not sure..... 3 **SKIP TO Q52e**

52d. Did the airbag(s) deploy?

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

52e. Were you wearing a seatbelt at the time of the accident?

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

52f. Where were you treated for the injuries you sustained in the accident? **READ LIST IF NECESSARY. MULTIPLE RECORD.**

Hospital emergency room..... 1
Doctor's office..... 2
Clinic..... 3
At accident scene..... 4
Other (SPECIFY)..... 5

_____ Did not need treatment..... 6 **SKIP TO D1**

52g. Were you hospitalized overnight or longer?

Yes..... 1

No..... 2

(VOL) Don't know..... 3

(VOL) Refused..... 4

52h. Approximately what was the total cost for the medical treatment you received as a result of this accident?

52i. Which of the following covered some or all of the cost of your treatment? Were any of the costs covered by....

Automobile insurance..... 1

Medicaid..... 2

Medicare..... 3

Your health insurance..... 4

Someone else's health insurance..... 5

You or your family out of pocket... 6

Other driver..... 7

52j. Did your injuries result in any time off from work?

Yes..... 1

No..... 2

(VOL) Don't know..... 3

SKIP TO D1

SKIP TO D1

52k. How much time did you miss from work as a result of your injuries from the accident?

_____ DAYS

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

_____ AGE REFUSED=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?

_____ **IF NO OTHER ADULTS 16+, ENTER "0"**
REFUSED=99

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?

_____ NONE=0 REFUSED=99

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?

NOTE: IF RESPONDENT SAYS "MIXED", ENTER EACH RACE INDICATED

White..... 1

Black or African American..... 2

Asian or Pacific Islander..... 3

Eskimo, Aleutian or American Indian..... 4

Other(SPECIFY)..... 5

(VOL) Refused..... 6

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..... 4

Some college..... 5

College grad (4 year)..... 6

Post graduate..... 7

Not sure..... 8

Refused..... 9

D7. Is your total annual household income before taxes over or under \$30,000?

(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)

Over \$30,000..... 1

Under \$30,000..... 2

(VOL) Not sure..... 3

(VOL) Refused..... 4

SKIP TO D9

SKIP TO D9

D8. Is it over or under \$50,000?

Over \$50,000.....	1	SKIP TO D10
Under \$50,000.....	2	SKIP TO D10
(VOL) Not sure.....	3	SKIP TO D10
(VOL) Refused.....	4	SKIP TO D10

D9. Is it over or under \$15,000?

Over \$15,000.....	1
Under \$15,000.....	2
(VOL) Not sure.....	3
(VOL) Refused.....	4

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. FROM OBSERVATION, ENTER SEX OF RESPONDENT

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

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

