

**Impaired Driving Gallup Poll Questions**  
**2006 Customer Satisfaction Survey**  
**May 2006**  
**OMB NO: 2127-0579**  
**Expiration Date: 08/31/08**

Hello, my name is \_\_\_\_\_ and I'm calling with The Gallup Organization. We have been asked by a federal agency to talk briefly with adults across America. To be sure that our poll is representative, I need to speak to the adult, age 16 or older, in your household who had the most recent birthday. Would that be you?

- 1 Yes, male respondent available (Continue)
- 2 Yes, female respondent available (Continue)
  
- 4 No - (Ask to speak with adult, 16 or older, who had the most recent birthday;  
Repeat Introduction)
  
- 5 No adult in household 16 years or older - (Thank and Terminate)
- 7 Respondent not available - (Set time to call back)
- 8 (Soft Refusal)
- 9 (Hard Refusal) - (Thank and Terminate)

**(Read once eligible respondent on line:)**

A federal agency may not conduct or sponsor, and a person is not required to respond to, nor shall a person be subject to a penalty for failure to comply with a collection of information subject to the requirements of the Paperwork Reduction Act unless that collection of information displays a current valid OMB Control Number. The OMB Control Number for this information collection is 2127-0579. Public reporting for this collection of information is estimated to be approximately 5 minutes per response, including the time for reviewing instructions, completing and reviewing the collection of information. All responses to this collection of information are voluntary. Information collected during this survey will be protected to the extent available under applicable laws and regulations and no individually identifiable information will be included in the published report. Additionally, identifying information will not be retained once the data collection is done. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to: Information Collection Clearance Officer, National Highway Traffic Safety Administration, Washington, D.C. 20590.

CUSTOMER SERVICE SATISFACTION
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- 1. As the Labor Day holiday approaches, how concerned are you about each of the following aspects of your personal safety? Please use a scale from 1 to 5 where 1 is not concerned at all, and 5 is very concerned. What about...(READ AND ROTATE A-D)

- 5 Very concerned
- 4
- 3

- 2
- 1 Not concerned at all
- 6 (DK)
- 7 (Refused)

- A. Terrorism
- B. Criminal assault
- C. Drunk Drivers
- D. Severe weather

(READ:) Now I'd like to ask you some questions about driving under the influence of alcohol.

- 2. Are you aware that the U.S. Department of Transportation and the National Highway Transportation Safety Administration or NHTSA (say NIT SUH) sponsors television and radio commercials to promote safety on the nation's highways?

- 1 Yes
- 2 No
- 3 (DK)
- 4 (Refused)

- 3. Have you seen or heard Department of Transportation or NHTSA (say NIT- SUH) sponsored commercials that use the phrase (read and rotate A-D):

- 1 Yes
- 2 No
- 3 (DK)
- 4 (Refused)

- A. Buzzed Driving is Drunk Driving
- B. Friends Don't Let Friends Drive Drunk
- C. You Drink and Drive. You Lose
- D. Click It or Ticket

- 4. How satisfied are you with the Department of Transportation or NHTSA efforts in messaging around drunk driving? Please use a scale from 1 to 5 where 1 is not at all satisfied, and 5 is very satisfied.

- 5 Very satisfied
- 4
- 3
- 2
- 1 Not at all satisfied
- 6 (DK)
- 7 (Refused)

5. In your mind, should drunk driving be (a crime that might result in jail time or a traffic offense that might result in a fine) or (a traffic offense, that might result in a fine or a crime that might result in jail time?)

1. Crime
2. Traffic offense
3. Both
4. DK
5. Refused

6. In your opinion, how effective would each of the following be to reducing the number of drunk drivers on our nation's roads today? Please use a scale of 1 to 5 where "5" is very effective, and "1" is not effective at all. Let's start with:

5 Very effective

4

3

2

1 Not effective at all

6 (DK)

7 (Refused)

- A. More police enforcement
- B. More education about the dangers of drunk driving
- C. Tougher penalties for offenders
- D. More advertising

(READ:) Finally, I have a few questions for statistical purposes only.

D1. AGE: Please tell me your age. (Open ended and code actual age)

00 (Refused)

99 99+

D2. ETHNICITY: Are you of Hispanic or Latino origin or descent?

1 Yes

2 No

3 (DK)

4 (Refused)

D3. RACE: Which of these groups best describes your racial background? (Read 06-09, 11-12)? (List all that apply)

- 01 Some other racial group (list \_\_\_\_\_) **[DO NOT ASK RESPONDENT. THIS (01) PORTION IS ONLY FOR INTERVIEWER'S USE]**
- 02 (DK)
- 03 (Refused)
- 04 HOLD
- 05 HOLD
  
- 06 White
- 07 Black or African-American
- 08 Asian (includes Chinese, Filipino, Japanese, Asian Indian, Korean, Vietnamese, other Asian)
- 09 American Indian or Alaskan Native
  
- 10 (Hispanic) - (Probe:) I'm sorry, Hispanic is not a race, are you (reread 06-09, 11-12)?
  
- 11 Native Hawaiian
- 12 Other Pacific Islander

D4. How many different phone NUMBERS do you have coming into your household, not including lines dedicated to a fax machine, modem, or phone lines used strictly for business purposes? Do not include cellular phones. (Open ended and code)

- 1 One
- 2 Two
- 3 Three
- 4 Four
- 5 Five or more
  
- 6 (DK)
- 7 (Refused)