

Supplemental Information Required For Approval of Demonstration Surveys

Background:

On June 1, 2006 OMB approved NHTSA's information collection request entitled "Evaluation Surveys for Impaired Driving and Safety Belt Interventions" using the above approval number and setting an expiration date of 6/30/2008. Under the terms of clearance, OMB gave Generic Clearance to State Surveys and Demonstration Surveys subsumed under 2127-0646, and wrote that NHTSA was to obtain approval of each specific State and Demonstration Survey. The terms of clearance further stated that OMB will review the complete specification of each State/Demonstration survey instance within 15 business days. NHTSA was instructed to provide OMB the following information for that review: (1) the exact questionnaire to be used; (2) designated survey population and sampling design; (3) whether or not the sample will be stratified, and if so, how; (4) specific sample sizes; (5) the scheduling of each survey instance; (6) the goals of each survey instance; and (7) how the data will be analyzed.

This document formally requests OMB approval for conducting one of the Demonstration Project information collections subsumed under 2127-0646, entitled "Nighttime Belt Enforcement Demonstration." The required information follows:

Questionnaire

The questionnaires are included as Attachment A; one for each of the three project Sites. They will average 10 minutes in duration. The only differences between the three questionnaires are that:

- Q11 contains the name of the State in which the Site is located (two in North Carolina, and one in West Virginia);
- The Q25-Q33 series uses different terminology when referring to the intervention because the three Sites will be using different forms of enforcement (checkpoints in Asheville, stepped up traffic enforcement zones in Greenville, and safety enforcement zones in Charleston). In addition, Q26 will not be asked for one of the Sites (Greenville) because it doesn't fit with the form of enforcement that will be used.
- Q34 refers to the county in which the Site is located.

Survey Population and Sampling Design

NHTSA will survey the general population age 18 and older at three Demonstration Sites: (1) Pitt County, North Carolina; (2) Buncombe County, North Carolina; and (3) Kanawha County, West Virginia. Those counties include the cities of Greenville, Asheville, and Charleston, respectively.

Each Demonstration Site will implement a nighttime belt enforcement intervention during each quarter of calendar year 2007. A pre and post survey wave will be conducted surrounding each intervention period, resulting in eight survey waves per Site. Four hundred interviews will be completed per survey wave per Site.

Data collection methods will be the same across survey waves and across Sites. A probability sample of households from each county using list-assisted RDD methodology will be employed. The sample

will be purchased from the Marketing Systems Group, Inc. (MSG) one of the premier sample generation companies in the nation. The initial sample released will be proportional to the number of interviews intended to be completed. In previous surveys with the same respondent qualifiers conducted for the U.S. Department of Transportation by M. Davis and Company, Inc. (the company that will conduct the Demonstration Project telephone surveys) the ratio has been 3:1 for the initial sample release. That is we would release 1200 numbers per market to achieve an ending sample of 400. This release formula has consistently resulted in response rates of 40% or more. The sample purchased will be divided into replicates of 50 numbers to facilitate management of the sample to achieve an acceptable response rate. Therefore, all sample releases, including the initial sample release, will be in replicates of 50. Also, replicates of 50 will facilitate releases of as few as 50 numbers to minimize a negative impact on the response rate.

The contractor will utilize MSG's GENESYS Sampling System for the RDD sample. To generate sample, the GENESYS System employs a random digit dialing list assisted methodology. List-assisted refers to the use of commercial lists of directory-listed telephone numbers to increase the likelihood of dialing household residences. The system utilizes a database consisting of all residential telephone exchanges, working bank information, and various geographic service parameters such as State, county, Primary ZIP code, etc. In addition, the database provides working bank information at the two-digit level – each of the 100 banks (i.e., first two digits of the four-digit suffix) in each exchange will be defined as "working" if it contains one or more listed telephone households.

The sample frame will consist of the set of all telephone exchanges in each of the Demonstration Site counties. Using the sample frame defined above, the system will compute an interval such that the number of intervals will be equivalent to the desired number of sample pieces. The interval will be computed by dividing the total possible telephone numbers in the sample frame (i.e., # of working banks X 100) by the number of RDD sample pieces required. Within each interval a single random number will be generated between 1 and the interval size; the corresponding phone number within the interval will be identified and written to an output file. The result will be that every potential telephone number within the geography of each Demonstration Site will have a known and equal probability of selection.

The number of sample pieces generated will be greater than what is anticipated to be needed to account for sample reduction based on purging non-productive numbers and for contingency purposes. Specifically, to obtain 400 interviews per market per wave between 3800 and 3900 sample pieces will be generated.

Up to 75% of the non-productive numbers (i.e. non-working, businesses and fax/modems) selected through the above process will be purged by running the sample file against databases that can identify numbers that are non-productive and calling the remaining numbers to determine if they are non-productive. The calling will be undertaken between the hours of 9:00 am and 5:00 pm local time to minimize intrusion since fewer people are home at this time.

The resulting sample will be called utilizing Computer Assisted Telephone Interviewing (CATI) stations manned by interviewers. The interviewers will call each household in the sample to identify households qualified to complete the survey. Upon reaching a qualified household one adult (age 18 or older) will be randomly selected from each sampled household to participate. Random in-household selection will be maintained by asking for the person in the household age 18 or older who

had the last birthday or the most recent birthday (rotating the two options).

Sample Stratification

The samples will not be stratified.

Sample Sizes

Each sample wave, per Site, will be composed of 400 respondents. Over the course of the study, this equates to 9,600 interviews (400 respondents x 8 waves x 3 Sites). Assuming a simple random sample, pre-post differences for each intervention will need to exceed 6.9 percentage points to be statistically significant. That is an adequate level of precision for this study given past evaluation experience with safety belt mobilizations.

Scheduling of Each Survey Instance

At each Site, the survey waves will immediately surround intervention activity occurring during March, May, August, and November 2007. The enforcement intervention will consist of one week of media followed by two weeks of combined media and enforcement activity. The pre-intervention survey wave will be conducted during the two weeks prior to onset of media. The post-intervention survey wave will start 2-3 days following conclusion of the intervention, and proceed for two weeks. The preceding schedule means that the pre-intervention survey waves will begin the last week of February, the first week of May, the middle of July, and the middle of October. The post-intervention survey waves will begin the end of March, the beginning of June, the end of August, and the end of November.

Goals of Each Survey Instance

The goal of the Demonstration Project is to evaluate the effectiveness of different approaches to nighttime enforcement of safety belt laws, and the impact over time. This information collection is one part of the evaluation plan, which will also include observation surveys of belt use and process information provided by the Sites (e.g., citation data). The telephone survey is designed to assess the penetration of the communications portion of the intervention as well as assess public perceptions of the intervention and any changes in relevant perceptions and attitudes associated with the intervention. Each individual intervention will be assessed using a pre/post survey design. Since the Demonstration Project is designed to permit adjustments in the intervention over the course of the year, comparisons of pre/post differences across survey waves will be an additional analytic task to evaluate the benefits of the adjustments.

How Data Will Be Analyzed

For each intervention wave, pre- and post-survey data will be compared to determine if:

- Awareness of project-related messaging increased from pre- to post-survey waves;
- Observation of enforcement activity increased from pre- to post-survey waves;
- Attitudes relating to enforcement of safety belt laws changed from pre- to post-survey waves.

For each intervention wave at each Site, pre/post responses to survey questions will be compared and

the difference tested for statistical significance. Sites will be compared in how often they experienced statistically significant change, and the magnitude of that change. There will also be within-Site comparison of pre/post differences across survey waves for selected questionnaire items in order to assess the impact of Site intervention adjustments.

ATTACHMENT A
QUESTIONNAIRES

DEMO PROJECT: NIGHT BELT ENFORCEMENT
Asheville, North Carolina

Date: _____ CATI ID: _____
Interviewer: _____
Time Start: _____ Time End: _____ TOTAL TIME: _____

INTRODUCTION

Hello, I'm _____ calling for the U.S. Department of Transportation. This is not a sales call. We are conducting a national study of Americans' driving habits and attitudes. The interview is voluntary and the information you provide us will be used for statistical purposes only. We will not collect any personal information that would allow anyone to identify you. The interview takes about 10 minutes to complete. *[Please note that an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB control number for this information collection is 2127-XXXX]*

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, 18 or older, who (has had the most recent/will have the next) birthday?
Respondent is the person.....1 **SKIP TO Q1**
Other respondent comes to phone.....2
Respondent is not available.....3 **ARRANGE CALLBACK**
Refused.....4

- B. Hello, I'm _____ calling for the U.S. Department of Transportation. This is not a sales call. We are conducting a national study of Americans' driving habits and attitudes. The interview is voluntary and the information you provide us will be used for statistical purposes only. We will not collect any personal information that would allow anyone to identify you. The interview takes about 10 minutes to complete. *[Please note that an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB control number for this information collection is 2127-0615].*

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

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

Almost every day.....1
Few days a week.....2
Few days a month.....3
Few days a year.....4
Never.....5 **SKIP TO Q11**
Other (SPECIFY)6
(VOL) Don't know.....7
(VOL) Refused.....8

Q.2 How often do you drive a motor vehicle at night, after 9:00 pm? Do you drive at night almost every day, a few days a week, a few days a month, a few days a year, or do you never drive after 9:00 at night?

- Almost every day.....1
- Few days a week.....2
- Few days a month.....3
- Few days a year.....4
- Never.....10
- Other.....11
- (SPECIFY)_____
- (VOL) Don't know.....12
- (VOL) Refused.....13

Q.3 Is the vehicle you drive most often a car, van, motorcycle, sport utility vehicle, pickup truck, or other type of truck? (NOTE: IF RESPONDENT DRIVES MORE THAN ONE VEHICLE OFTEN, ASK:) "What kind of vehicle did you LAST drive?"

- Car.....1
- Van or minivan.....2
- Motorcycle.....3 **SKIP TO Q11**
- Pickup truck.....4
- Sport Utility Vehicle.....5
- Other.....10
- Other truck (SPECIFY)....11
- (VOL) Don't know.....12
- (VOL) Refused.....13

Q.4 For the next series of questions, please answer only for the (car/truck/van) you said you usually drive. Do the seat belts in the front seat of the (car/truck/van) go across your shoulder only, across your lap only, or across both your shoulder and lap?

INTERVIEWER INSTRUCTION: SEATBELT QUESTIONS REFER TO DRIVER SIDE BELTS.

- Across shoulder.....1
- Across lap.....2 **SKIP TO Q6**
- Across both.....3
- Vehicle has no belts.....4 **SKIP TO Q11**
- (VOL) Don't know.....5 **SKIP TO Q7**
- (VOL) Refused.....6 **SKIP TO Q7**

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

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

IF Q4=1 SKIP TO Q7

Q.6 When driving this (car/truck/van), how often do you wear your lap belt...(READ LIST)

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

Q.7 When was the last time you did NOT wear your seat belt when driving?

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

Q8 When driving **at night**, are you more likely, less likely, or just as likely to wear your seat belt compared to when driving during the day?

- More likely.....1
- Less likely.....2
- Just as likely.....3
- Don't drive at night.....4
- (VOL) Don't know.....5
- (VOL) Refused.....6

Q.9 In the past 30 days, has your use of seat belts when driving (vehicle driven most often) increased, decreased, or stayed the same?

- Increased.....1
 - Decreased.....2
 - Stayed the same.....3
 - New driver.....4
 - (VOL) Don't know.....5
 - (VOL) Refused.....6
- SKIP TO Q11**

Q.10 What caused your use of seat belts to increase?
(DO NOT READ LIST - MULTIPLE RECORD)

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

Q.11 Does North Carolina have a law requiring seat belt use by adults?

- Yes.....1
- No.....2 **SKIP TO Q15**
- (VOL) Don't know.....3 **SKIP TO Q15**
- (VOL) Refused.....4 **SKIP TO Q15**

IF Q1=5 OR Q3= 3, SKIP TO Q13

Q.12 Assume that you do not use your seat belt AT ALL while driving over the next six months. How likely do you think you will be to receive a ticket for not wearing a seat belt? READ

- Very likely.....1
- Somewhat likely.....2
- Somewhat unlikely.....3
- Very unlikely.....4
- (VOL) Don't know.....5
- (VOL) Refused.....6

Q.13 According to your state law, can police stop a vehicle if they observe a seat belt violation or do they have to observe some other offense first in order to stop the vehicle?

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

Q.14 In your opinion, SHOULD police be allowed to stop a vehicle if they observe a seat belt violation when no other traffic laws are being broken?

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

Q.15 Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements?

ROTATE

- a) Seat belts are just as likely to harm you as help you.
- b) If I was in an accident, I would want to have my seat belt on.
- c) Police in my community generally will not bother to write tickets for seat belt violations.
- d) Police in my community are writing tickets for seat belt violations they see **at night**.

Q16 Now I'm going to ask you a few questions about alcohol use. During the past 30 days have you had at least one drink of any alcoholic beverage, including liquor, beer, wine or wine coolers?

- Yes.....1
- No.....2 **SKIP TO Q22**
- (VOL) Don't Know.....3 **SKIP TO Q22**
- (VOL) Refused.....4 **SKIP TO Q22**

IF Q1 = 5, SKIP TO Q22

Q17. During the past 30 days, have you driven a motor vehicle within two hours after drinking any alcoholic beverages, even if you had only a little?

- Yes.....1
- No.....2 **SKIP TO Q21**
- (VOL) Don't Know.....3 **SKIP TO Q21**
- (VOL) Refused.....4 **SKIP TO Q21**

Q18. How many days out of the past 30 days did you drive within two hours after drinking any alcoholic beverages?

_____ (Range=01-30) DON'T KNOW =31 REFUSED=32

Q19. On the most recent occasion when you drove within two hours after drinking alcoholic beverages, how many drinks (of beer, wine, liquor) did you have?

- ENTER NUMBER of DRINKS _____ (01-90)
- Don't know.....98
- Refuse.....99

Q20. Compared to other months during the past year, would you say that the number of days you drove after drinking alcohol was lower than usual, higher than usual or the same as usual during the past 30 days?

- Higher Than Usual.....1
- Lower Than Usual.....2
- Same as Usual.....3
- (VOL) Don't Know.....4
- (VOL) Refused.....5

Q21. Suppose you drove a motor vehicle after drinking alcohol, and the amount of alcohol in your body was more than what the law allows for drivers. How likely is it that the police would stop you? Would the police be.....?

- Very Likely To Stop You,.....1
- Somewhat Likely To Stop You, or.....2
- Not Likely To Stop.....3
- (VOL) Don't Know.....4
- (VOL) Refused.....5

Q22. Do you think the chances of being stopped for driving after drinking have changed in the past month? That is, compared to a month ago, do you think a driver who had been drinking is more likely, less likely or about as likely to be stopped by the police?

- More likely.....1
- Less likely.....2
- About the same.....3
- (vol)Don't know.....4
- (vol)Refuse.....5

Q.23 Yes or No--in the past 30 days, have you seen or heard of any **special effort** by police to ticket drivers in your community for the following violations?

Did you see or hear in the past 30 days of a **special effort** by police to ticket drivers for.....
[READ LIST AND MULTIPLE RECORD]

ROTATE PUNCHES

1. Not Wearing A Seat Belt
2. Driving Under The Influence or Drunk Driving
3. Speeding
4. Running Red Lights

[FOR EACH YES IN Q23, ASK Q24]

Q.24 Where did you see or hear about that special effort?
[DO NOT READ--MULTIPLE RESPONSE]

- TV.....1
- Radio.....2
- Friend/Relative.....3
- Newspaper.....4
- Personal observation/on the road....5
- Billboard/signs.....6
- Educational Program.....7
- I'm a police officer/judge.....8
- Direct contact by police officer...9
- Other (specify _____)..... 17
- Don't know.....18
- Refused.....19

ONLY ASK IF YES FOR CATEGORY 5 IN Q24, ELSE SKIP TO Q24B

Q24a What did you see (on the road/through personal observation)?

Specify _____

ONLY ASK IF YES FOR CATEGORY 6 IN Q24, ELSE SKIP TO Q25

Q24b What did the (billboard/sign) say?

Specify _____

Q25 Yes or No – in the past 30 days, have you seen or heard anything about the police setting up checkpoints where they will stop motor vehicles to check for violations?

- Yes.....1
- No.....2 **SKIP TO Q34**
- Don't know.....3 **SKIP TO Q34**
- Refused.....4 **SKIP TO Q34**

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

Q26 Let me just confirm, is this the type of checkpoint that you have seen or heard about in the past 30 days?

- Yes.....1
- No.....2 **SKIP TO Q34**
- Don't know.....3
- Refused.....4

Q27 To your knowledge, what violations were the police checking for at the checkpoints? **[Do Not Read] [Multiple Punch]**

- Drunk/Alcohol Impaired Driving.....1
- Drugs/Drugged Driving.....2
- Non-Use of Seat Belts.....3
- Improper Vehicle Registration.....4
- Non Traffic-Related Violation.....5
- All Types of Violations.....6
- Other (Specify _____).....7
- Don't know.....8
- Refused.....9

Q28. Where did you see or hear about the police checkpoints?
[DO NOT READ--MULTIPLE RESPONSE]

- TV.....1
- Radio.....2
- Friend/Relative.....3
- 4 **SKIP to Q30**
- Other.....5
- Don't know.....6
- Refused.....7
- SKIP to Q30**
- SKIP to Q30**
- SKIP to Q30**
- Newspaper.....

Q29. Was the (tv/radio) message a commercial (or advertisement), was it part of a news program, or was it something else?
MULTIPLE RECORD

- Commercial / Advertisement/ Public Service Announcement.....1
- News story / news program.....2
- Something else (specify).....3
- Don't Know.....4
- Refused.....5

Q30. Did the message say that the checkpoint would be conducted during the day, or that it would be conducted at night, or that it would be conducted during both the day and night?

- Day.....1
- Night.....2
- Day and Night.....3
- Don't Know.....4
- Refused.....5

Q31. In the past 30 days, did you personally see any checkpoints where police were stopping motor vehicles to check for violations?

- Yes.....1
- No.....2 **SKIP TO Q34**
- Don't know.....3 **SKIP TO Q34**
- Refused.....4 **SKIP TO Q34**

Q32. Did you see the checkpoint during the day, during the night, or during both the day and night.

- Day.....1
- Night.....2
- Day and Night.....3
- Don't Know.....4
- Refused.....5

Q.33. Were you personally stopped by police at a checkpoint in the past 30 days?

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

Q34 In the past 30 days, have you noticed any new or recently posted signs having traffic safety messages while traveling in Buncombe County? The signs could be about drinking and driving, speeding, seat belt use, running red lights, or any other traffic issue.

- Yes.....1
- No.....2 **SKIP TO Q36**
- Don't know.....3 **SKIP TO Q36**
- Refused.....4 **SKIP TO Q36**

Q35 What types of new or recently posted signs did you see? **[DO NOT READ]**

- a) Banners
- b) Posters
- c) Big green signs showing belt usage rates
- d) Variable message boards
- e) Decals on patrol cars
- f) Storefront/business signs
- g) Other (specify _____)

FOR EACH YES IN Q35, ASK Q35a

Q35a) What did the sign(s) say?

Specify _____

Q36 Do you recall hearing or seeing the following slogans in the past 30 days? **READ LIST AND MULTIPLE RECORD YES**

ROTATE PUNCHES 1-70

- 1. Friends don't let friends drive drunk (PUNCH "1") (All)
- 2. Click it or ticket (PUNCH "2") (All)
- 3. Buckle Up America (PUNCH "3") (All)
- 5. Drunk Driving. Over The Limit. Under Arrest. (PUNCH "5") (All)
- 71. (VOL) None of these
- 72. (VOL) Don't know
- 73. (VOL) Refused

ASK ALL

Now, I need to ask you some basic information about you and your household.

Q.37 What is your age?

_____ AGE REFUSED=99

Q.38 Including yourself, how many persons, age 18 or older, are living in your household at least half of the time or consider it their primary residence?

_____ REFUSED=99

Q.39 How many children age 17 or younger are living in your household at least half of the time or consider it their primary residence?

_____ NONE=0 REFUSED=99

Q.40 Do you consider yourself to be Hispanic or Latino?

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

Q.41 Which of the following racial categories describes you? You may select more than one.
[READ LIST--MULTIPLE RECORD]

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

Q.42 What is the highest grade or year of school you completed?

- 8th grade or less.....9
- 9th grade.....10
- 10th grade.....11
- 11th grade.....12
- 12th grade/GED.....13
- Some college.....14
- College graduate or higher....15
- (VOL) Refused.....16

Q.43 Do you have more than one telephone number in your household?

- Yes.....1
 - No.....2
 - Don't know.....3
 - (VOL) Refused.....4
- SKIP TO Q45**
SKIP TO Q45
SKIP TO Q45

Q.44 Not including cells phones, and phones used primarily for fax or computer lines, how many different telephone numbers do you have in your household?

_____ 10 OR MORE=10 DONT' KNOW=11 REFUSED=12

Q.45 FROM OBSERVATION, ENTER SEX OF RESPONDENT

Male.....1

Female.....2

That completes the survey.

Thank you very much for your time and cooperation.

**DEMO PROJECT: NIGHT BELT ENFORCEMENT
Greenville, North Carolina**

Date: _____ CATI ID: _____
Interviewer: _____
Time Start: _____ Time End: _____ TOTAL TIME: _____

INTRODUCTION

Hello, I'm _____ calling for the U.S. Department of Transportation. This is not a sales call. We are conducting a national study of Americans' driving habits and attitudes. The interview is voluntary and the information you provide us will be used for statistical purposes only. We will not collect any personal information that would allow anyone to identify you. The interview takes about 10 minutes to complete. *[Please note that an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB control number for this information collection is 2127-XXXX]*

DUMMY QUESTION FOR BIRTHDAY QUESTIONS

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

B. In order to select just one person to interview, could I speak to the person in your household, 18 or older, who (has had the most recent/will have the next) birthday?

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

B. Hello, I'm _____ calling for the U.S. Department of Transportation. This is not a sales call. We are conducting a national study of Americans' driving habits and attitudes. The interview is voluntary and the information you provide us will be used for statistical purposes only. We will not collect any personal information that would allow anyone to identify you. The interview takes about 10 minutes to complete. *[Please note that an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB control number for this information collection is 2127-0615].*

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

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

Almost every day.....1
Few days a week.....2
Few days a month.....3
Few days a year.....4
Never.....5 **SKIP TO Q11**
Other (SPECIFY)6
(VOL) Don't know.....7
(VOL) Refused.....8

Q.2 How often do you drive a motor vehicle at night, after 9:00 pm? Do you drive at night almost every day, a few days a week, a few days a month, a few days a year, or do you never drive after 9:00 at night?

- Almost every day.....1
- Few days a week.....2
- Few days a month.....3
- Few days a year.....4
- Never.....10
- Other.....11
- (SPECIFY)_____
- (VOL) Don't know.....12
- (VOL) Refused.....13

Q.3 Is the vehicle you drive most often a car, van, motorcycle, sport utility vehicle, pickup truck, or other type of truck? (NOTE: IF RESPONDENT DRIVES MORE THAN ONE VEHICLE OFTEN, ASK:) "What kind of vehicle did you LAST drive?"

- Car.....1
- Van or minivan.....2
- Motorcycle.....3 **SKIP TO Q11**
- Pickup truck.....4
- Sport Utility Vehicle.....5
- Other.....10
- Other truck (SPECIFY)....11
- (VOL) Don't know.....12
- (VOL) Refused.....13

Q.4 For the next series of questions, please answer only for the (car/truck/van) you said you usually drive. Do the seat belts in the front seat of the (car/truck/van) go across your shoulder only, across your lap only, or across both your shoulder and lap?

INTERVIEWER INSTRUCTION: SEATBELT QUESTIONS REFER TO DRIVER SIDE BELTS.

- Across shoulder.....1
- Across lap.....2 **SKIP TO Q6**
- Across both.....3
- Vehicle has no belts.....4 **SKIP TO Q11**
- (VOL) Don't know.....5 **SKIP TO Q7**
- (VOL) Refused.....6 **SKIP TO Q7**

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

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

IF Q4=1 SKIP TO Q7

Q.6 When driving this (car/truck/van), how often do you wear your lap belt...(READ LIST)

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

Q.7 When was the last time you did NOT wear your seat belt when driving?

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

Q8 When driving **at night**, are you more likely, less likely, or just as likely to wear your seat belt compared to when driving during the day?

- More likely.....1
- Less likely.....2
- Just as likely.....3
- Don't drive at night.....4
- (VOL) Don't know.....5
- (VOL) Refused.....6

Q.9 In the past 30 days, has your use of seat belts when driving (vehicle driven most often) increased, decreased, or stayed the same?

- Increased.....1
 - Decreased.....2
 - Stayed the same.....3
 - New driver.....4
 - (VOL) Don't know.....5
 - (VOL) Refused.....6
- SKIP TO Q11**

Q.10 What caused your use of seat belts to increase?
(DO NOT READ LIST - MULTIPLE RECORD)

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

Q.11 Does North Carolina have a law requiring seat belt use by adults?

- Yes.....1
- No.....2 **SKIP TO Q15**
- (VOL) Don't know.....3 **SKIP TO Q15**
- (VOL) Refused.....4 **SKIP TO Q15**

IF Q1=5 OR Q3= 3, SKIP TO Q13

Q.12 Assume that you do not use your seat belt AT ALL while driving over the next six months. How likely do you think you will be to receive a ticket for not wearing a seat belt? READ

- Very likely.....1
- Somewhat likely.....2
- Somewhat unlikely.....3
- Very unlikely.....4
- (VOL) Don't know.....5
- (VOL) Refused.....6

Q.13 According to your state law, can police stop a vehicle if they observe a seat belt violation or do they have to observe some other offense first in order to stop the vehicle?

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

Q.14 In your opinion, SHOULD police be allowed to stop a vehicle if they observe a seat belt violation when no other traffic laws are being broken?

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

Q.15 Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements?

ROTATE

- a) Seat belts are just as likely to harm you as help you.
- b) If I was in an accident, I would want to have my seat belt on.
- c) Police in my community generally will not bother to write tickets for seat belt violations.
- e) Police in my community are writing tickets for seat belt violations they see **at night**.

Q16 Now I'm going to ask you a few questions about alcohol use. During the past 30 days have you had at least one drink of any alcoholic beverage, including liquor, beer, wine or wine coolers?

- Yes.....1
- No.....2 **SKIP TO Q22**
- (VOL) Don't Know.....3 **SKIP TO Q22**
- (VOL) Refused.....4 **SKIP TO Q22**

IF Q1 = 5, SKIP TO Q22

Q17. During the past 30 days, have you driven a motor vehicle within two hours after drinking any alcoholic beverages, even if you had only a little?

- Yes.....1
- No.....2 **SKIP TO Q21**
- (VOL) Don't Know.....3 **SKIP TO Q21**
- (VOL) Refused.....4 **SKIP TO Q21**

Q18. How many days out of the past 30 days did you drive within two hours after drinking any alcoholic beverages?

_____ (Range=01-30) DON'T KNOW =31 REFUSED=32

Q19. On the most recent occasion when you drove within two hours after drinking alcoholic beverages, how many drinks (of beer, wine, liquor) did you have?

- ENTER NUMBER of DRINKS _____ (01-90)
- Don't know.....98
- Refuse.....99

Q20. Compared to other months during the past year, would you say that the number of days you drove after drinking alcohol was lower than usual, higher than usual or the same as usual during the past 30 days?

- Higher Than Usual.....1
- Lower Than Usual.....2
- Same as Usual.....3
- (VOL) Don't Know.....4
- (VOL) Refused.....5

Q21. Suppose you drove a motor vehicle after drinking alcohol, and the amount of alcohol in your body was more than what the law allows for drivers. How likely is it that the police would stop you? Would the police be.....?

- Very Likely To Stop You,.....1
- Somewhat Likely To Stop You, or.....2
- Not Likely To Stop.....3
- (VOL) Don't Know.....4
- (VOL) Refused.....5

Q22. Do you think the chances of being stopped for driving after drinking have changed in the past month? That is, compared to a month ago, do you think a driver who had been drinking is more likely, less likely or about as likely to be stopped by the police?

- More likely.....1
- Less likely.....2
- About the same.....3
- (vol)Don't know.....4
- (vol)Refuse.....5

Q.23 Yes or No--in the past 30 days, have you seen or heard of any **special effort** by police to ticket drivers in your community for the following violations?

Did you see or hear in the past 30 days of a **special effort** by police to ticket drivers for.....
[READ LIST AND MULTIPLE RECORD]

ROTATE PUNCHES

1. Not Wearing A Seat Belt
2. Driving Under The Influence or Drunk Driving
3. Speeding
4. Running Red Lights

[FOR EACH YES IN Q23, ASK Q24]

Q.24 Where did you see or hear about that special effort?
[DO NOT READ--MULTIPLE RESPONSE]

- TV.....1
- Radio.....2
- Friend/Relative.....3
- Newspaper.....4
- Personal observation/on the road....5
- Billboard/signs.....6
- Educational Program.....7
- I'm a police officer/judge.....8
- Direct contact by police officer...9
- Other (specify _____)..... 17
- Don't know.....18
- Refused.....19

ONLY ASK IF YES FOR CATEGORY 5 IN Q24, ELSE SKIP TO Q24B

Q24a What did you see (on the road/through personal observation)?

Specify _____

ONLY ASK IF YES FOR CATEGORY 6 IN Q24, ELSE SKIP TO Q25

Q24b What did the (billboard/sign) say?

Specify _____

Q25 Yes or No – in the past 30 days, have you seen or heard anything about the police conducting stepped up traffic enforcement patrols to check for violations?

- Yes.....1
- No.....2 **SKIP TO Q34**
- Don't know.....3 **SKIP TO Q34**
- Refused.....4 **SKIP TO Q34**

Q26 Deleted

Q27 To your knowledge, what violations were the police checking for with the stepped up patrols?
[Do Not Read] [Multiple Punch]

- Drunk/Alcohol Impaired Driving.....1
- Drugs/Drugged Driving.....2
- Non-Use of Seat Belts.....3
- Improper Vehicle Registration.....4
- Non Traffic-Related Violation.....5
- All Types of Violations.....6
- Other (Specify _____).....7
- Don't know.....8
- Refused.....9

Q28. Where did you see or hear about the stepped up traffic enforcement patrols?
[DO NOT READ--MULTIPLE RESPONSE]

- TV.....1
- Radio.....2
- Friend/Relative.....3
- 4 **SKIP to Q30**
- Other.....5
- Don't know.....6
- Refused.....7
- SKIP to Q30
- SKIP to Q30
- SKIP to Q30
- SKIP to Q30
- SKIP to Q30
- Newspaper.....

Q29. Was the (tv/radio) message a commercial (or advertisement), was it part of a news program, or was it something else?
MULTIPLE RECORD

- Commercial / Advertisement/ Public Service Announcement.....1
- News story / news program.....2
- Something else (specify).....3
- Don't Know.....4
- Refused.....5

Q30. Did the message say that the stepped up patrols would be conducted during the day, or that they would be conducted at night, or that they would be conducted during both the day and night?

- Day.....1
- Night.....2
- Day and Night.....3
- Don't Know.....4
- Refused.....5

Q31. In the past 30 days, did you personally see police stopping motor vehicles to check for violations?

- Yes.....1
- No.....2 **SKIP TO Q34**
- Don't know.....3 **SKIP TO Q34**
- Refused.....4 **SKIP TO Q34**

Q32. Did you see the police stop during the day, during the night, or during both the day and night.

- Day.....1
- Night.....2
- Day and Night.....3
- Don't Know.....4
- Refused.....5

Q.33. Were you personally stopped by police in the past 30 days?

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

Q34 In the past 30 days, have you noticed any new or recently posted signs having traffic safety messages while traveling in Pitt County? The signs could be about drinking and driving, speeding, seat belt use, running red lights, or any other traffic issue.

- Yes.....1
- No.....2 **SKIP TO Q36**
- Don't know.....3 **SKIP TO Q36**
- Refused.....4 **SKIP TO Q36**

Q35 What types of new or recently posted signs did you see? **[DO NOT READ]**

- h) Banners
- i) Posters
- j) Big green signs showing belt usage rates
- k) Variable message boards
- l) Decals on patrol cars
- m) Storefront/business signs
- n) Other (specify _____)

FOR EACH YES IN Q35, ASK Q35a

Q35a) What did the sign(s) say?

Specify _____

Q36 Do you recall hearing or seeing the following slogans in the past 30 days? **READ LIST AND MULTIPLE RECORD YES**

ROTATE PUNCHES 1-70

- 1. Friends don't let friends drive drunk (PUNCH "1") (All)
- 2. Click it or ticket (PUNCH "2") (All)
- 3. Buckle Up America (PUNCH "3") (All)
- 5. Drunk Driving. Over The Limit. Under Arrest. (PUNCH "5") (All)
- 71. (VOL) None of these
- 72. (VOL) Don't know
- 73. (VOL) Refused

ASK ALL

Now, I need to ask you some basic information about you and your household.

Q.37 What is your age?

_____ AGE REFUSED=99

Q.38 Including yourself, how many persons, age 18 or older, are living in your household at least half of the time or consider it their primary residence?

_____ REFUSED=99

Q.39 How many children age 17 or younger are living in your household at least half of the time or consider it their primary residence?

_____ NONE=0 REFUSED=99

Q.40 Do you consider yourself to be Hispanic or Latino?

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

Q.41 Which of the following racial categories describes you? You may select more than one.
[READ LIST--MULTIPLE RECORD]

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

Q.42 What is the highest grade or year of school you completed?

- 8th grade or less.....9
- 9th grade.....10
- 10th grade.....11
- 11th grade.....12
- 12th grade/GED.....13
- Some college.....14
- College graduate or higher....15
- (VOL) Refused.....16

Q.43 Do you have more than one telephone number in your household?

- Yes.....1
 - No.....2
 - Don't know.....3
 - (VOL) Refused.....4
- SKIP TO Q45**
SKIP TO Q45
SKIP TO Q45

Q.44 Not including cells phones, and phones used primarily for fax or computer lines, how many different telephone numbers do you have in your household?

_____ 10 OR MORE=10 DONT KNOW=11 REFUSED=12

Q.45 FROM OBSERVATION, ENTER SEX OF RESPONDENT

Male.....1

Female.....2

That completes the survey.

Thank you very much for your time and cooperation.

**DEMO PROJECT: NIGHT BELT ENFORCEMENT
Charleston, West Virginia**

Date: _____ CATI ID: _____
Interviewer: _____
Time Start: _____ Time End: _____ TOTAL TIME: _____

INTRODUCTION

Hello, I'm _____ calling for the U.S. Department of Transportation. This is not a sales call. We are conducting a national study of Americans' driving habits and attitudes. The interview is voluntary and the information you provide us will be used for statistical purposes only. We will not collect any personal information that would allow anyone to identify you. The interview takes about 10 minutes to complete. *[Please note that an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB control number for this information collection is 2127-XXXX]*

DUMMY QUESTION FOR BIRTHDAY QUESTIONS

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

C. In order to select just one person to interview, could I speak to the person in your household, 18 or older, who (has had the most recent/will have the next) birthday?

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

B. Hello, I'm _____ calling for the U.S. Department of Transportation. This is not a sales call. We are conducting a national study of Americans' driving habits and attitudes. The interview is voluntary and the information you provide us will be used for statistical purposes only. We will not collect any personal information that would allow anyone to identify you. The interview takes about 10 minutes to complete. *[Please note that an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB control number for this information collection is 2127-0615].*

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

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

Almost every day.....1
Few days a week.....2
Few days a month.....3
Few days a year.....4
Never.....5 **SKIP TO Q11**
Other (SPECIFY)6
(VOL) Don't know.....7
(VOL) Refused.....8

Q.2 How often do you drive a motor vehicle at night, after 9:00 pm? Do you drive at night almost every day, a few days a week, a few days a month, a few days a year, or do you never drive after 9:00 at night?

- Almost every day.....1
- Few days a week.....2
- Few days a month.....3
- Few days a year.....4
- Never.....10
- Other.....11
- (SPECIFY)_____
- (VOL) Don't know.....12
- (VOL) Refused.....13

Q.3 Is the vehicle you drive most often a car, van, motorcycle, sport utility vehicle, pickup truck, or other type of truck? (NOTE: IF RESPONDENT DRIVES MORE THAN ONE VEHICLE OFTEN, ASK:) "What kind of vehicle did you LAST drive?"

- Car.....1
- Van or minivan.....2
- Motorcycle.....3 **SKIP TO Q11**
- Pickup truck.....4
- Sport Utility Vehicle.....5
- Other.....10
- Other truck (SPECIFY)....11
- (VOL) Don't know.....12
- (VOL) Refused.....13

Q.4 For the next series of questions, please answer only for the (car/truck/van) you said you usually drive. Do the seat belts in the front seat of the (car/truck/van) go across your shoulder only, across your lap only, or across both your shoulder and lap?

INTERVIEWER INSTRUCTION: SEATBELT QUESTIONS REFER TO DRIVER SIDE BELTS.

- Across shoulder.....1
- Across lap.....2 **SKIP TO Q6**
- Across both.....3
- Vehicle has no belts.....4 **SKIP TO Q11**
- (VOL) Don't know.....5 **SKIP TO Q7**
- (VOL) Refused.....6 **SKIP TO Q7**

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

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

IF Q4=1 SKIP TO Q7

Q.6 When driving this (car/truck/van), how often do you wear your lap belt...(READ LIST)

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

Q.7 When was the last time you did NOT wear your seat belt when driving?

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

Q8 When driving **at night**, are you more likely, less likely, or just as likely to wear your seat belt compared to when driving during the day?

- More likely.....1
- Less likely.....2
- Just as likely.....3
- Don't drive at night.....4
- (VOL) Don't know.....5
- (VOL) Refused.....6

Q.9 In the past 30 days, has your use of seat belts when driving (vehicle driven most often) increased, decreased, or stayed the same?

- Increased.....1
 - Decreased.....2
 - Stayed the same.....3
 - New driver.....4
 - (VOL) Don't know.....5
 - (VOL) Refused.....6
- SKIP TO Q11**

Q.10 What caused your use of seat belts to increase?
(DO NOT READ LIST - MULTIPLE RECORD)

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

Q.11 Does West Virginia have a law requiring seat belt use by adults?

- Yes.....1
- No.....2 **SKIP TO Q15**
- (VOL) Don't know.....3 **SKIP TO Q15**
- (VOL) Refused.....4 **SKIP TO Q15**

IF Q1=5 OR Q3= 3, SKIP TO Q13

Q.12 Assume that you do not use your seat belt AT ALL while driving over the next six months. How likely do you think you will be to receive a ticket for not wearing a seat belt? READ

- Very likely.....1
- Somewhat likely.....2
- Somewhat unlikely.....3
- Very unlikely.....4
- (VOL) Don't know.....5
- (VOL) Refused.....6

Q.13 According to your state law, can police stop a vehicle if they observe a seat belt violation or do they have to observe some other offense first in order to stop the vehicle?

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

Q.14 In your opinion, SHOULD police be allowed to stop a vehicle if they observe a seat belt violation when no other traffic laws are being broken?

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

Q.15 Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements?

ROTATE

- a) Seat belts are just as likely to harm you as help you.
- b) If I was in an accident, I would want to have my seat belt on.
- c) Police in my community generally will not bother to write tickets for seat belt violations.
- f) Police in my community are writing tickets for seat belt violations they see **at night**.

Q16 Now I'm going to ask you a few questions about alcohol use. During the past 30 days have you had at least one drink of any alcoholic beverage, including liquor, beer, wine or wine coolers?

- Yes.....1
- No.....2 **SKIP TO Q22**
- (VOL) Don't Know.....3 **SKIP TO Q22**
- (VOL) Refused.....4 **SKIP TO Q22**

IF Q1 = 5, SKIP TO Q22

Q17. During the past 30 days, have you driven a motor vehicle within two hours after drinking any alcoholic beverages, even if you had only a little?

- Yes.....1
- No.....2 **SKIP TO Q21**
- (VOL) Don't Know.....3 **SKIP TO Q21**
- (VOL) Refused.....4 **SKIP TO Q21**

Q18. How many days out of the past 30 days did you drive within two hours after drinking any alcoholic beverages?

_____ (Range=01-30) DON'T KNOW =31 REFUSED=32

Q19. On the most recent occasion when you drove within two hours after drinking alcoholic beverages, how many drinks (of beer, wine, liquor) did you have?

- ENTER NUMBER of DRINKS _____ (01-90)
- Don't know.....98
- Refuse.....99

Q20. Compared to other months during the past year, would you say that the number of days you drove after drinking alcohol was lower than usual, higher than usual or the same as usual during the past 30 days?

- Higher Than Usual.....1
- Lower Than Usual.....2
- Same as Usual.....3
- (VOL) Don't Know.....4
- (VOL) Refused.....5

Q21. Suppose you drove a motor vehicle after drinking alcohol, and the amount of alcohol in your body was more than what the law allows for drivers. How likely is it that the police would stop you? Would the police be.....?

- Very Likely To Stop You,.....1
- Somewhat Likely To Stop You, or.....2
- Not Likely To Stop.....3
- (VOL) Don't Know.....4
- (VOL) Refused.....5

Q22. Do you think the chances of being stopped for driving after drinking have changed in the past month? That is, compared to a month ago, do you think a driver who had been drinking is more likely, less likely or about as likely to be stopped by the police?

- More likely.....1
- Less likely.....2
- About the same.....3
- (vol)Don't know.....4
- (vol)Refuse.....5

Q.23 Yes or No--in the past 30 days, have you seen or heard of any **special effort** by police to ticket drivers in your community for the following violations?

Did you see or hear in the past 30 days of a **special effort** by police to ticket drivers for.....
[READ LIST AND MULTIPLE RECORD]

ROTATE PUNCHES

1. Not Wearing A Seat Belt
2. Driving Under The Influence or Drunk Driving
3. Speeding
4. Running Red Lights

[FOR EACH YES IN Q23, ASK Q24]

Q.24 Where did you see or hear about that special effort?
[DO NOT READ--MULTIPLE RESPONSE]

- TV.....1
- Radio.....2
- Friend/Relative.....3
- Newspaper.....4
- Personal observation/on the road....5
- Billboard/signs.....6
- Educational Program.....7
- I'm a police officer/judge.....8
- Direct contact by police officer...9
- Other (specify _____)..... 17
- Don't know.....18
- Refused.....19

ONLY ASK IF YES FOR CATEGORY 5 IN Q24, ELSE SKIP TO Q24B

Q24a What did you see (on the road/through personal observation)?

Specify _____

ONLY ASK IF YES FOR CATEGORY 6 IN Q24, ELSE SKIP TO Q25

Q24b What did the (billboard/sign) say?

Specify _____

Q25 Yes or No – in the past 30 days, have you seen or heard anything about the police setting up safety enforcement zones where they will stop motor vehicles to check for violations?

- Yes.....1
- No.....2 **SKIP TO Q34**
- Don't know.....3 **SKIP TO Q34**
- Refused.....4 **SKIP TO Q34**

By safety enforcement zone, we mean a systematic effort by police to stop vehicles for the purpose of checking for compliance with existing laws.

Q26 Let me just confirm, is this the type of safety enforcement zone that you have seen or heard about in the past 30 days?

- Yes.....1
- No.....2 **SKIP TO Q34**
- Don't know.....3
- Refused.....4

Q27 To your knowledge, what violations were the police checking for at the safety enforcement zones? **[Do Not Read] [Multiple Punch]**

- Drunk/Alcohol Impaired Driving.....1
- Drugs/Drugged Driving.....2
- Non-Use of Seat Belts.....3
- Improper Vehicle Registration.....4
- Non Traffic-Related Violation.....5
- All Types of Violations.....6
- Other (Specify _____).....7
- Don't know.....8
- Refused.....9

Q28. Where did you see or hear about the safety enforcement zones?
[DO NOT READ--MULTIPLE RESPONSE]

- TV.....1
 - Radio.....2
 - Friend/Relative.....3
 - 4 **SKIP to Q30**
 - Other.....5
 - Don't know.....6
 - Refused.....7
- SKIP to Q30** Newspaper.....
- SKIP to Q30**
- SKIP to Q30**
- SKIP to Q30**

Q29. Was the (tv/radio) message a commercial (or advertisement), was it part of a news program, or was it something else?
MULTIPLE RECORD

- Commercial / Advertisement/ Public Service Announcement.....1
- News story / news program.....2
- Something else (specify).....3
- Don't Know.....4
- Refused.....5

Q30. Did the message say that the safety enforcement zone would be conducted during the day, or that it would be conducted at night, or that it would be conducted during both the day and night?

- Day.....1
- Night.....2
- Day and Night.....3
- Don't Know.....4
- Refused.....5

Q31. In the past 30 days, did you personally see any safety enforcement zones where police were stopping motor vehicles to check for violations?

- Yes.....1
- No.....2 **SKIP TO Q34**
- Don't know.....3 **SKIP TO Q34**
- Refused.....4 **SKIP TO Q34**

Q32. Did you see the safety enforcement zone during the day, during the night, or during both the day and night.

- Day.....1
- Night.....2
- Day and Night.....3
- Don't Know.....4
- Refused.....5

Q.33. Were you personally stopped by police at a safety enforcement zone in the past 30 days?

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

Q34 In the past 30 days, have you noticed any new or recently posted signs having traffic safety messages while traveling in Kanawha County? The signs could be about drinking and driving, speeding, seat belt use, running red lights, or any other traffic issue.

- Yes.....1
- No.....2 **SKIP TO Q36**
- Don't know.....3 **SKIP TO Q36**
- Refused.....4 **SKIP TO Q36**

Q35 What types of new or recently posted signs did you see? **[DO NOT READ]**

- o) Banners
- p) Posters
- q) Big green signs showing belt usage rates
- r) Variable message boards
- s) Decals on patrol cars
- t) Storefront/business signs
- u) Other (specify _____)

FOR EACH YES IN Q35, ASK Q35a

Q35a) What did the sign(s) say?

Specify _____

Q36 Do you recall hearing or seeing the following slogans in the past 30 days? **READ LIST AND MULTIPLE RECORD YES**

ROTATE PUNCHES 1-70

- 1. Friends don't let friends drive drunk (PUNCH "1") (All)
- 2. Click it or ticket (PUNCH "2") (All)
- 3. Buckle Up America (PUNCH "3") (All)
- 5. Drunk Driving. Over The Limit. Under Arrest. (PUNCH "5") (All)
- 71. (VOL) None of these
- 72. (VOL) Don't know
- 73. (VOL) Refused

ASK ALL

Now, I need to ask you some basic information about you and your household.

Q.37 What is your age?

_____ AGE REFUSED=99

Q.38 Including yourself, how many persons, age 18 or older, are living in your household at least half of the time or consider it their primary residence?

_____ REFUSED=99

Q.39 How many children age 17 or younger are living in your household at least half of the time or consider it their primary residence?

_____ NONE=0 REFUSED=99

Q.40 Do you consider yourself to be Hispanic or Latino?

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

Q.41 Which of the following racial categories describes you? You may select more than one.
[READ LIST--MULTIPLE RECORD]

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

Q.42 What is the highest grade or year of school you completed?

- 8th grade or less.....9
- 9th grade.....10
- 10th grade.....11
- 11th grade.....12
- 12th grade/GED.....13
- Some college.....14
- College graduate or higher....15
- (VOL) Refused.....16

Q.43 Do you have more than one telephone number in your household?

- Yes.....1
 - No.....2
 - Don't know.....3
 - (VOL) Refused.....4
- SKIP TO Q45**
SKIP TO Q45
SKIP TO Q45

Q.44 Not including cells phones, and phones used primarily for fax or computer lines, how many different telephone numbers do you have in your household?

_____ 10 OR MORE=10 DONT KNOW=11 REFUSED=12

Q.45 FROM OBSERVATION, ENTER SEX OF RESPONDENT

Male.....1

Female.....2

That completes the survey.

Thank you very much for your time and cooperation.