

ATTACHMENT D
DADSS National Telephone Survey Questionnaire

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Introduction:

Hello, I'm **(fill in appropriate name)** of **(fill in appropriate name)**, a national research firm. I am calling on behalf of the U.S. Department of Transportation and the Automotive Coalition for Traffic Safety. We're talking with people around the country today, and would like to ask you a few questions on an anonymous basis. We are conducting a study of America's opinions of driving and safety issues. We are not selling anything. This survey is voluntary and will only take about 15 minutes. We are interested only in your opinions.

CELL PHONE SAMPLE: It will take approximately fifteen minutes to answer these questions. If you are currently driving, I'll need to call you back at a later time.

(ASK QC1-QC6 OF CELL PHONE SAMPLE)

C1. For your safety, are you currently driving or doing anything that would make it unsafe for you to be on the phone?

- 1 Yes **(THANK AND CALL BACK ANOTHER TIME)**
 - 2 No **(CONTINUE)**
 - 3 DON'T KNOW/REFUSED **(THANK AND TERMINATE)**
-

C2. Before we begin, I am going to ask you a few questions about yourself, just to be sure we have a representative sample. (DO NOT PAUSE) Just to confirm, are you 21 years or older?

- 1 Yes **(CONTINUE)**
 - 2 No **(THANK AND TERMINATE)**
 - 3 DON'T KNOW/REFUSED **(THANK AND TERMINATE)**
-

C3. And, just to confirm, have I reached you on your cell phone?

- 1 Yes **(CONTINUE)**
 - 2 No **(THANK AND TERMINATE)**
 - 3 DON'T KNOW/REFUSED **(THANK AND TERMINATE)**
-

C4. In addition to a cell phone, do you also have regular landline telephone service in your home?

- 1 Yes (**CONTINUE TO C5**)
 - 2 No (**CONTINUE TO C6**)
 - 3 DON'T KNOW/REFUSED (**THANK AND TERMINATE**)
-

(IF C4:1, THEN ASK:)

C5. Do you use that landline telephone to make and receive calls, or is it only used for other purposes such as connecting to the Internet, connecting to a fax machine, or for business purposes?

- 1 Use to make and receive calls (**THANK AND TERMINATE**)
 - 2 Only used for connecting to the Internet, a fax machine, or for business purposes. (**CONTINUE**)
 - 3 DON'T KNOW/REFUSED (**THANK AND TERMINATE**)
-

C6. In which state do you live?

- | | | | |
|----|----------------------|----|--|
| 1 | Alabama | 29 | Nevada |
| 2 | Alaska | 30 | New Hampshire |
| 3 | Arizona | 31 | New Jersey |
| 4 | Arkansas | 32 | New Mexico |
| 5 | California | 33 | New York |
| 6 | Colorado | 34 | North Carolina |
| 7 | Connecticut | 35 | North Dakota |
| 8 | Delaware | 36 | Ohio |
| 9 | District of Columbia | 37 | Oklahoma |
| 10 | Florida | 38 | Oregon |
| 11 | Georgia | 39 | Pennsylvania |
| 12 | Hawaii | 40 | Rhode Island |
| 13 | Idaho | 41 | South Carolina |
| 14 | Illinois | 42 | South Dakota |
| 15 | Indiana | 43 | Tennessee |
| 16 | Iowa | 44 | Texas |
| 17 | Kansas | 45 | Utah |
| 18 | Kentucky | 46 | Vermont |
| 19 | Louisiana | 47 | Virginia |
| 20 | Maine | 48 | Washington |
| 21 | Maryland | 49 | West Virginia |
| 22 | Massachusetts | 50 | Wisconsin |
| 23 | Michigan | 51 | Wyoming |
| 24 | Minnesota | 52 | I do not live in the United States
(THANK AND TERMINATE) |
| 25 | Mississippi | 53 | Don't know/refused (THANK AND
TERMINATE) |
| 26 | Missouri | | |
| 27 | Montana | | |
| 28 | Nebraska | | |
-

(READ TO RDD LANDLINE SAMPLE)

Before we begin, just to be sure we have a representative sample, may I please speak to the person in the household who has had the most recent birthday and is at least 21 years old? **(IF NEW RESPONDENT - RE-READ INTRODUCTION, THEN GO TO L1) (IF RESPONDENT ON PHONE MATCHES THIS CRITERIA, CONTINUE SURVEY)**

(ASK L1 OF RDD LANDLINE SAMPLE)

L1. Just to confirm, are you 21 years or older?

- 1 Yes **(CONTINUE)**
 - 2 No **(THANK AND TERMINATE)**
 - 3 DON'T KNOW/REFUSED **(THANK AND TERMINATE)**
-

(REMAINDER OF SURVEY QUESTIONS ARE ASKED OF BOTH SAMPLES UNLESS OTHERWISE SPECIFIED)

D1. And, just to be sure we have a representative sample; in what year were you born?

_____ (9999 = Don't Know/REFUSED)

(If the year they give means they are younger than age 21 thank and terminate. Questions C2 and L1 determine they are 21 or older, so you are terminating here only if the year they say does not match their responses in QC2 or QL1)

D2. Gender **(Observed)**

- 1 MALE
 - 2 FEMALE
-

1. Are you a licensed driver, that is, do you have a valid driver's license?

- 1 YES
 - 2 NO **(Ask: May I please speak with someone who is a licensed driver in your household and who has had the most recent birthday and is at least 21 years old? - If no, thank and terminate)**
 - 3 Refused **(DO NOT READ)**
-

2. How often do you usually drive a car or other motor vehicle? Would you say that you usually drive...**(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

- 1 Every day
 - 2 Almost every day
 - 3 Several days a week
 - 4 Once a week or less
 - 5 Only certain times a year
 - 6 Never
 - 7 Refused **(DO NOT READ) (THANK AND TERMINATE)**
-

Read: This next set of questions is about your drinking habits and alcohol use. All answers are completely anonymous. We are trying to gauge national estimates of behavior so it's important for us to get honest answers.

3. In the past month, how often did you usually drink any alcoholic beverages, including beer, light beer, wine, wine coolers, liquor, or flavored malt beverages? Would you say you usually drank alcoholic beverages (**ROTATE TOP TO BOTTOM, BOTTOM TO TOP, punches 1-6, always read punch 7 last**)...

- 1 Every day
 - 2 Nearly every day
 - 3 Three or four days a week
 - 4 One or two days a week
 - 5 Two or three days a month
 - 6 Once a month or less
 - 7 You did not drink any alcoholic beverages in past month (**SKIP TO Q5**)
 - 8 I do not drink alcoholic beverages at all/ever (**DO NOT READ**) (**SKIP TO Q9**)
 - 9 Don't know (**DO NOT READ**)
 - 10 Refused (**DO NOT READ**)
-

(IF Q3:1-6, 9-10 ASK:)

4. In the past month when you consumed alcoholic beverages, what is the highest number of drinks you consumed AT ONE SITTING (**Read If Necessary:** one standard drink is approximately a 12-ounce beer, a 12-ounce wine cooler, a five-ounce glass of wine, a 1 ½ ounce shot of hard liquor, a 12 ounce bottle of flavored malt drink)? (**RECORD ACTUAL WHOLE NUMBER**)

_____ (**97 = Less than one, 98 = Don't Know, 99 = Refused**)

(IF Q3:1-7, 9-10 ASK:)

Now, I would like to ask you a few questions about your own experience...

5. In your opinion, how many alcoholic beverages could YOU drink in two hours before it would be unsafe for you to drive (**Read If Necessary:** one standard drink is approximately a 12-ounce beer, a 12-ounce wine cooler, a five-ounce glass of wine, a 1 ½ ounce shot of hard liquor, a 12 ounce bottle of flavored malt drink)? (**RECORD ACTUAL WHOLE NUMBER**)

_____ (96 = no limit, 97 = Less than one, 98 = Don't Know, 99 = Refused)

(IF Q3:1-7, 9-10 ASK:)

6. Now, IN THE PAST TWELVE MONTHS, have you ever driven a motor vehicle WITHIN TWO HOURS AFTER drinking any alcoholic beverages, even if you only had a little bit to drink?

- 1 YES
 - 2 NO
 - 3 Don't Know (**DO NOT READ**)
 - 4 Refused (**DO NOT READ**)
-

(IF Q3:1-7, 9-10 ASK:)

7. And, about how many times IN THE PAST TWELVE MONTHS did you drive when you thought you were OVER THE LEGAL LIMIT FOR ALCOHOL AND DRIVING? That is, the amount of alcohol in your body was greater than the law allows. (**RECORD ACTUAL WHOLE NUMBER**)

_____ (97 = None/Never, 98 = Don't Know, 99 = Refused)

(IF Q3:1-7, 9-10 ASK:)

8. And, IN THE PAST TWELVE MONTHS have you ever driven when you thought you had too much to drink to drive safely?

- 1 YES
 - 2 NO
 - 3 Don't Know (**DO NOT READ**)
 - 4 Refused (**DO NOT READ**)
-

Now I would like to ask you about your views regarding drinking and driving...

9. Please tell me the extent to which you agree or disagree with the following statement: Drinking and driving is a big problem on our roads. Do you...(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

- 1 Totally agree
 - 2 Somewhat agree
 - 3 Somewhat disagree
 - 4 Totally disagree
 - 5 Don't Know (DO NOT READ)
 - 6 Refused (DO NOT READ)
-

And thinking again about your own experience...

10. Some people we have spoken with have been arrested for a drinking and driving violation and some people have not, what about you...have you ever been arrested for a drinking and driving violation?

- 1 YES
 - 2 NO
 - 3 Refused (DO NOT READ)
-

Moving on...

11. The amount of alcohol in a person's body can be measured in terms of the "blood alcohol concentration," which is often called BAC (**pronounced B-A-C**) level. Have you ever heard of blood alcohol concentration or BAC levels before today?

- 1 YES
 - 2 NO
 - 3 Don't Know (DO NOT READ)
 - 4 Refused (DO NOT READ)
-

12. In your state it is illegal for an adult to drive a motor vehicle if their BAC (**pronounced B-A-C**) level is point-zero-eight (.08) or higher. In your opinion, how many alcoholic beverages would a (**D2: MALE/FEMALE - insert appropriate gender of respondent**) about your height and weight have to drink in a two hour period to just reach a point-zero-eight (.08) BAC level? (**Read if necessary:** one standard drink is approximately a 12-ounce beer, a 12-ounce wine cooler, a five-ounce glass of wine, a 1 ½ ounce shot of hard liquor, a 12 ounce bottle of flavored malt drink) (**RECORD ACTUAL WHOLE NUMBER**) (**IF RESPONDENT ASKS WHICH MALE OR FEMALE, THEY SHOULD REPORT FOR THEMSELVES**)

_____ (**98 = Don't Know - PROBE FOR BEST GUESSTIMATE, 99 = Refused**)

Now talking about one of the penalties for people caught drinking and driving...

13. Many states require convicted drunk drivers' motor vehicles to have an alcohol breath test device that they must blow into to show they have not been drinking. If the device indicates that the individual has been drinking, the vehicle will not start. BEFORE TODAY, have you heard of these alcohol devices being required for the motor vehicles of convicted drunk drivers? **(Note to interviewer: These devices typically sense for a blood alcohol concentration level of up to .04. Each state established the target level beyond which the vehicle will not start.)**

- 1 YES
 - 2 NO
 - 3 Don't Know **(DO NOT READ)**
 - 4 Refused **(DO NOT READ)**
-

14. And, do you think requiring alcohol breath testing devices in motor vehicles driven by convicted drunk drivers is...(ROTATE)...a good idea...or...bad idea?

(IF GOOD/BAD IDEA, ASK) And do you think it is a VERY (good/bad) idea or just a SOMEWHAT (good/bad) idea?

- 1 Very good idea
 - 2 Somewhat good idea
 - 3 Somewhat bad idea
 - 4 Very bad idea
 - 5 Don't know **(DO NOT READ)**
 - 6 Refused **(DO NOT READ)**
-

Thinking now about ALL drivers and a new alcohol sensing technology...

15. Let's imagine it was possible to design motor vehicles with an alcohol sensing technology that would be able to determine quickly and accurately whether the driver has an illegal BAC (**pronounced B-A-C**) level of point-zero-eight (.08) or higher without requiring the driver to blow into a tube. The system would prevent the vehicle from moving if the driver's BAC level was over the legal limit. Do you think having an alcohol sensing technology system in NEW CARS is ... (**ROTATE**)...a good idea...or...bad idea?

(IF GOOD/BAD IDEA, ASK) And do you think it is a VERY (good/bad) idea or just a SOMEWHAT (good/bad) idea?

- 1 Very good idea
 - 2 Somewhat good idea
 - 3 Somewhat bad idea
 - 4 Very bad idea
 - 5 Don't know (**DO NOT READ**)
 - 6 Refused (**DO NOT READ**)
-

I am now going to read you two different descriptions of these new advanced alcohol sensing technology systems currently being developed. These new technologies will measure a driver's BAC (**pronounced B-A-C**) level to prevent ANYONE with an illegal blood alcohol level from driving. Both technologies will measure blood alcohol levels quickly and accurately. After I read each one, please tell me whether you think it is a good idea or a bad idea to have this alcohol sensing technology in new motor vehicles to prevent anyone with an illegal blood alcohol level from driving. (**Note to Interviewer: If respondent asks how much it costs, interviewer responds, "It is expected to be inexpensive and would be no more than the cost of other safety technology today."**)

(ROTATE Q16/18 WITH Q17/19 AS BLOCKS, Q18 SHOULD ALWAYS IMMEDIATELY FOLLOW Q16, Q19 SHOULD ALWAYS IMMEDIATELY FOLLOW Q17)

16. (One/The other) technology being developed will measure the level of alcohol in the blood through the skin, such as having the driver touch the start/stop ignition button.
17. (One/The other) technology being developed will measure the level of alcohol in the blood through the exhaled breath of the driver in the motor vehicle's cabin.

(IF GOOD/BAD IDEA, ASK) And do you think it is a VERY (good/bad) idea or just a SOMEWHAT (good/bad) idea?

- 1 Very good idea
 - 2 Somewhat good idea
 - 3 Somewhat bad idea
 - 4 Very bad idea
 - 5 Don't know (**DO NOT READ**)
 - 6 Refused (**DO NOT READ**)
-

(IF Q16:1-4) (HALF OF THESE RESPONDENTS WILL BE ASKED – SAMPLE A)

18. Please tell me some of the reasons why you feel this technology that measures the level of alcohol in the blood through the skin is a (INSERT RESPONSE FROM Q16)? What specifically makes you feel this way about this new technology?

RECORD VERBATIM RESPONSES

(IF Q17:1-4) (HALF OF THESE RESPONDENTS WILL BE ASKED – SAMPLE B)

19. Please tell me some of the reasons why you feel this technology that measures the level of alcohol in the blood through the exhaled breath of the driver in the motor vehicle's cabin is a (INSERT RESPONSE FROM Q17)? What specifically makes you feel this way about this new technology?

RECORD VERBATIM RESPONSES

Now I would like to talk in a little more detail about each of these types of advanced alcohol sensing technology currently being developed that measure a driver's BAC (**pronounced B-A-C**) level to prevent ANYONE with an illegal blood alcohol level from driving...

Thinking (first/next) about the (Breath-Based System/Touch-Based System)...**(ROTATE Q20-23 WITH Q24-25 AS BLOCKS)**

20. This system measures the alcohol content in your finger tissue. The sensor could be placed in different locations in the vehicle such as a start/stop ignition button, the steering wheel, or the gear lever. It will quickly and accurately measure the blood alcohol level of the driver. If the driver is over the legal limit for BAC the vehicle will not move. Would you be in favor of having this touch-based alcohol sensing technology system in your next motor vehicle?

- 1 YES
 - 2 NO
 - 3 Don't know **(DO NOT READ)**
 - 4 Refused **(DO NOT READ)**
-

(IF Q20:1-2) (HALF OF THESE RESPONDENTS WILL BE ASKED – SAMPLE B)

21. Please tell me some of the reasons why you said you would (be in favor/not be in favor) of having this touch-based alcohol sensing technology system in your next motor vehicle? What specifically makes you feel this way about this new technology?

RECORD VERBATIM RESPONSES

22. Now, what if you learned that it would be possible to add a biometric security feature to the touch-based alcohol sensing technology system that could help prevent theft of the vehicle. Would the addition of this biometric security feature make you **(ROTATE)**...more likely...or...less likely...to be in favor of having the touch-based alcohol sensing technology system in your next vehicle or would it not make a difference in your opinion one way or the other?

- 1 More Likely
 - 2 Less Likely
 - 3 No Difference
 - 4 Don't know **(DO NOT READ)**
 - 5 Refused **(DO NOT READ)**
-

23. The touch-based alcohol sensing technology system will REQUIRE the driver remove a glove, if wearing one, in order to measure the blood alcohol level through the skin. How much of an inconvenience, if at all, would this be for you? Would it be... **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

- 1 Very inconvenient
 - 2 Somewhat inconvenient
 - 3 Not too inconvenient
 - 4 Not at all inconvenient
 - 5 Don't know **(DO NOT READ)**
 - 6 Refused **(DO NOT READ)**
-

Thinking (first/next) about the (Breath-Based System/Touch-Based System)... **(ROTATE Q20-23 WITH Q24-25 AS BLOCKS)**

24. This system measures the alcohol content in your breath. After you get into your vehicle and before your vehicle can move, the system will quickly and accurately measure the alcohol content of the driver without the need to breathe into a tube. The system will detect only the driver's breath, even if there are other passengers in the vehicle. If the driver is over the legal limit for BAC the vehicle will not move. Would you be in favor of having this breath-based alcohol sensing technology system in your next vehicle?

- 1 YES
 - 2 NO
 - 3 Don't know **(DO NOT READ)**
 - 4 Refused **(DO NOT READ)**
-

(IF Q24:1-2) (HALF OF THESE RESPONDENTS WILL BE ASKED - SAMPLE A)

25. Please tell me some of the reasons why you said you would (be in favor/not be in favor) of having this breath-based advanced alcohol sensing technology system in your next vehicle? What specifically makes you feel this way about this new technology?

RECORD VERBATIM RESPONSES

Now I would like to read you some statements about these new types of advanced alcohol sensing technologies in general and ask whether you agree or disagree with each statement. For each statement, please tell me if you:.

Totally agree	Somewhat agree	Somewhat disagree	Totally disagree	(DO NOT READ) Don't Know	(DO NOT READ) Refused
1	2	3	4	5	6

The (first/next) statement is...(RANDOMIZE STATEMENTS)

26. I would be willing to buy a car that has an advanced alcohol sensing technology system.
 27. I do not want my vehicle preventing me from driving even if I am over the legal limit for alcohol and driving.
 28. These advanced alcohol sensing technology systems will save lots of lives.
 29. These advanced alcohol sensing technology systems will prevent people from driving if they are over the legal limit for alcohol and driving.
 30. I would be concerned that these advanced alcohol sensing technology systems might allow other people to find out about my blood alcohol results.
 31. These advanced alcohol sensing technology systems will not be intrusive for drivers.
 32. I would be concerned that these advanced alcohol sensing technology systems might not be reliable.
 33. In order for these advanced alcohol sensing technology systems to reduce drunk driving, they must be standard equipment in all new cars.
 34. If auto insurance companies gave drivers a discount for having a car with these advanced alcohol sensing technology systems, people would be more likely to buy cars having one of these systems.
-

1Now, I have just a few more questions for statistical purposes only and to help make sure we have included enough people from different backgrounds. I want to assure you again that this survey is anonymous.

D3. What is the highest grade or year of school you completed? (DO NOT READ RESPONSE CATEGORIES)

- 1 8th grade or less (Grades 1-8)
 - 2 Some High School (Grades 9-11)
 - 3 High School Graduate/GED
 - 4 Some college
 - 5 College graduate
 - 6 Graduate school or higher
 - 7 Refused
-

D4. Please stop me when I reach the category that best describes your household's total annual income for last year, that is 2011:

- 1 Under \$15,000
 - 2 From \$15,000 to less than \$30,000
 - 3 From \$30,000 to less than \$50,000
 - 4 From \$75,000 to less than \$100,000
 - 5 From \$100,000 to less than \$125,000
 - 6 \$125,000 or more
 - 7 Don't know **(DO NOT READ)**
 - 8 Refused **(DO NOT READ)**
-

D5. What is your ethnic or racial heritage? **(READ CHOICES) (ACCEPT MULTIPLE RESPONSES)**

- 1 AFRICAN AMERICAN OR BLACK
 - 2 WHITE
 - 3 HISPANIC OR LATINO
 - 4 ASIAN
 - 5 NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER
 - 6 ALASKA NATIVE OR AMERICAN INDIAN
 - 7 OTHER **(DO NOT READ) (Please specify)**
 - 8 REFUSED **(DO NOT READ)**
-

D6. 1Are you currently employed, a student, a homemaker, retired, or unemployed?(Accept Multiple Responses)

- 1 EMPLOYED
 - 2 STUDENT
 - 3 HOMEMAKER
 - 4 RETIRED
 - 5 UNEMPLOYED
 - 6 Refused **(DO NOT READ)**
-

35. And thinking about the way you use new technology – everything ranging from computers to cell phones to PDAs — which of the following descriptions best describes you personally....
(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

- 1 You adapt to new technology quickly and continually seek new products.
- 2 You adapt to new technology, but wait until it's been on the market for a while.
- 3 You adapt to new technology and make a change only when you have to.

...OR...

- 4 You are reluctant to use new technology.
 - 5 DON'T KNOW (DO NOT READ)
 - 6 REFUSED (DO NOT READ)
-

36. And have you or anyone in your immediate family been a victim of drunk driving, or do you personally know someone that has been a victim? **(IF YES, CLARIFY) (ACCEPT MULTIPLE RESPONSES)**

- 1 Yes, Self
 - 2 Yes, Immediate Family
 - 3 Yes, Know Someone
 - 4 No
 - 5 Respondent was drunk driver and caused accident **(DO NOT READ)**
 - 6 Refused **(DO NOT READ)**
-

Thank you for your time and participating in this important driving safety survey.