



HIGH-RISK DRIVER SURVEY

DRAFT 4

BACKGROUND AND OBJECTIVES

TARGET AUDIENCE AND NUMBER OF SURVEYS

The survey will capture:

- 860 surveys of high risk drivers
- 100 surveys of moderate risk drivers
- 108 surveys of texters (atop the natural incidence of moderate risk drivers)
- 500 surveys of low risk drivers

Definitions follow:

HIGH RISK DRIVERS

Drivers who have done any of the following in the past thirty days:

- Driven at least once after drinking two drinks.
- Driven after drinking enough alcohol that they thought they could be in trouble if they were stopped by the police.
- Any two of the following:
 - drove at least once without wearing a seat belt
 - drove 10 miles per hour or faster than the posted speed limit more than half the time
 - texted or accessed the Internet while driving



MODERATE RISK DRIVERS

Drivers who have done any one (and only one) of the following in the past thirty days:

- drove at least once without wearing a seat belt
- drove 10 miles per hour or faster than the posted speed limit more than half the time
- texted or accessed the Internet while driving

LOW RISK DRIVERS

All other drivers.

SAMPLING

Sampling will be accomplished by doing the following:

- Followup calls with previous survey takers on the Minnesota statewide survey who have participated in one or more of the behaviors above.
- Random sampling of the general population, with roughly 60 percent cell phone users and 40 percent

GEOGRAPHY

Statewide survey in Minnesota, with no geographical oversampling.

SECTION 1 - SCREENING QUESTIONS

Hello, I'm _____ calling on behalf of the Minnesota Office of Traffic Safety. We are conducting a study of Minnesotans' driving habits and attitudes. The interview is voluntary and completely confidential. May I begin? [IF ASKED, THE SURVEY WILL TAKE NO MORE THAN 10 MINUTES DEPENDING ON YOUR ANSWERS.]

S1. [CELL ONLY] Before I continue, can you safely talk on your phone, specifically, are you currently driving? [INTERVIEWER NOTE: EVEN IF THE RESPONDENT IS OK WITH TAKING THE SURVEY WHILE DRIVING, WE CANNOT CONTINUE WITH THE SURVEY.]

1. Yes – safe/ not driving [CONTINUE]
2. No – not safe/driving [ARRANGE CALLBACK]

S2. [CELL ONLY] Are you in a place where you can speak freely? [INTERVIEWER NOTE: WE WANT TO ENSURE THEY CAN ANSWER HONESTLY ABOUT THESE TOPICS AND ARE NOT INFLUENCED BY OTHERS LISTENING.]



- 1. Yes – can speak freely [CONTINUE]
- 2. No – cannot speak freely [ARRANGE CALLBACK]

S3. Have you driven a vehicle in the past three months?

- 1. Yes [CONTINUE]
- 2. No [THANK AND TERMINATE]

1. In the past 30 days, have you personally done any of the following? You can just answer yes or no. All of your answers are confidential and will never be linked to you.. This is purely for research purposes. [RANDOMIZE.]

| | Yes | No | DK/Refused |
|--|-----|----|------------|
| a. Driven at least one time without wearing your seat belt? | | | |
| b. Driven 10 miles per hour or faster than the posted speed limit more than half the time? | | | |
| c. Driven at least once after drinking two or more drinks? | | | |
| c-i. [IF YES TO C] c-2. Driven at least once after drinking enough that you thought you could be in trouble with the police if you were stopped? | | | |
| d. Texted or accessed the Internet at least once while driving? | | | |

[IF C=YES (DRINKING AND DRIVING) OR IF ANY TWO OR MORE RESPONSES = YES, COUNT TOWARD HIGH-RISK QUOTA. IF ONLY ONE OF A, B, OR D = YES, COUNT TOWARD MODERATE RISK QUOTA. IF NO RESPONSES = YES, COUNT TOWARD LOW-RISK QUOTA.]

[IF QUOTA IS FILLED, GO TO AGE AND GENDER QUESTIONS [Q30 AND 33], THEN TERMINATE.]



SOCIAL NORMING

2. Okay, now I'd like to ask you how many other drivers do the same behaviors I just asked you about. For each question, give me a guess about what percent of Minnesota drivers have done the following in the past thirty days. Give me your best guess between 0 and 100 percent even if you're not sure. [KEEP THE ORDER THE SAME AS THE ORDER IN Q1]

| | Percent (0-100) | DK/Refused |
|---|-----------------|------------|
| a. Percent of drivers who have driven at least one time without wearing their seat belt. | | |
| b. Percent of drivers who have driven 10 miles per hour or faster than the posted speed limit more than half the time. | | |
| c. Percent of drivers who have driven at least once after drinking enough that they could be in trouble with the police if they were stopped. | | |
| d. Percent of drivers who have texted or accessed the Internet at least once while driving. | | |
| e. Overall, what percent of drivers do you think are UNSAFE drivers? | | |

3. [IF YES TO 1C – DRINKING QUESTION] How many drinks can the average person have and still be okay to drive within two hours of drinking? ____
4. [IF YES TO 1C – DRINKING QUESTION] How many drinks can you have and still be okay to drive within two hours of drinking? ____ [DON'T KNOW IS AN ACCEPTABLE RESPONSE]
5. Deleted



PERCEIVED RISK

6. On a scale of 1 to 5, where 1 is not dangerous and 5 is extremely dangerous, how dangerous do you think the following behaviors are for the typical driver? [KEEP THE SAME ORDER AS Q1]

| | Rating (1 to 5) | DK/Refused |
|---|-----------------|------------|
| a. Driving without wearing a seat belt. | | |
| b. Driving 10 miles per hour or faster than the posted speed limit more than half the time. | | |
| c. Driving after drinking enough to be in trouble with the police if stopped? | | |
| d. Texting or accessing the Internet while driving. | | |

STAGE OF CHANGE

7. [IF YES TO 1A – SEAT BELTS] You mentioned that you haven't always worn your seat belt in the past 30 days. Which of the following best describes your thoughts about wearing seat belts? [RANDOMIZE RESPONSES]

I should wear a seat belt all the time. I just don't.

I don't always need a seat belt.

8. [IF YES TO 1A – SEAT BELTS] What concerns you more when not wearing a seat belt? Is it...[RANDOMIZE FIRST TWO RESPONSES]

Getting a ticket

Being in a crash

Neither of these is a concern

9. [IF YES TO 1b - SPEEDING] You mentioned that you have driven 10 miles per hour or faster than the posted speed limit more than half the time in the past 30 days. Which of the following best describes your thoughts when doing this? [RANDOMIZE RESPONSES]

I shouldn't drive that fast, but I do.

I can handle driving that speed, so it's not a problem.

10. [IF YES TO 1B - SPEEDING] What concerns you more when driving 10 miles per hour or more than the posted speed limit? Is it ...[RANDOMIZE FIRST TWO RESPONSES]



- Getting a ticket
- Being in a crash
- Neither of these is a concern

11. [IF YES TO 1c – DRINKING and NO to 1c-1] You mentioned that you have driven at least once in the past 30 days after having two or more drinks. Which of the following best describes your thoughts about driving after drinking alcohol? [RANDOMIZE RESPONSES]

- I shouldn't drive after drinking, but I do.
- I can handle driving home after drinking that amount, so I won't get into trouble.

11a. [IF YES TO 1c – DRINKING and YES to 1c-1] You mentioned that you have driven at least once in the past 30 days after having enough to drink that you could be in trouble if the police stopped you. Which of the following best describes your thoughts about driving after drinking alcohol? [RANDOMIZE RESPONSES]

- I shouldn't drive after drinking, but I do.
- I can handle driving home after drinking that amount, so I won't get into trouble.

12. [IF YES TO 1c - DRINKING] What concerns you more when you drive after drinking alcohol? Is it... [RANDOMIZE FIRST TWO RESPONSES]

- Getting arrested
- Being in a crash
- Neither of these is a concern

13. [IF YES TO 1d - TEXTING] You mentioned that you have texted or accessed the Internet while driving at least once in the past 30 days. Which of the following best describes your thoughts about texting or accessing the Internet while driving? [RANDOMIZE RESPONSES]

- I shouldn't text or access the Internet while driving, but I do.
- I can handle texting and accessing the Internet while driving, so it's not a problem.

14. [IF YES TO 1d - TEXTING] What concerns you more when you're texting or accessing the Internet while driving? Is it... [RANDOMIZE FIRST TWO RESPONSES]

- Getting a ticket
- Being in a crash
- Neither of these is a concern



ATTITUDES TOWARD DRIVING

15. Would you classify yourself as an above average, average, or below average driver in terms of safety?

Above Average ____

Average ____

Below Average ____

Don't Know/Refused ____

16. How could you become a safer driver? _____

PERSONALITY

17. I'm going to read a list of words, and on a scale of 1 to 10, tell me how well they describe you. A 1 means that the word doesn't describe you well at all and a 10 means that it describes you very well. [RANDOMIZE]

| | Number (1 to 10) | DK/Refused |
|------------------|------------------|------------|
| a. Stubborn | | |
| b. Thrillseeking | | |
| c. Social | | |
| d. Impatient | | |
| e. Optimistic | | |
| f. Competitive | | |



DRIVING HABITS

Okay, now let's ask some driving questions.

18. How many crashes have you been in during the last three years? Count all crashes where you were driving and there was damage to any vehicle, regardless of whose fault it was. ____ [Code "Don't Remember" as -99]
19. How many moving violations have you received in the last three years? Don't count parking tickets. ____ [Code "Don't Remember" as -99]
20. Has your license ever been canceled, revoked, or suspended?
- ___ Yes
- ___ No
- ___ Don't Know/Refused
21. Do you think you are more likely, equally likely, or less likely than other drivers to have a crash?
- ___ More Likely
- ___ Equally Likely
- ___ Less Likely
- ___ Don't Know/Refused
22. What most worries you about being in a crash? [Open-ended, code first response]
- ___ damage to vehicle
- ___ injury to self
- ___ legal liability
- ___ death (self)
- ___ injury or death of another person
- ___ lose license
- ___ repair costs
- ___ nothing/can't think of anything
- ___ other _____



MEDIA

23. How many days per week do you do the following?

- Watch TV
- Go online (access the Internet)
- Listen to AM/FM radio
- Read newspapers
- Read magazines
- Go out to bars
- Spend time with family members

PAST BEHAVIOR CHANGE

24. In your entire life, have you consistently done any of the following? You can just answer yes or no. [KEEP SAME ORDER AS Q1]

| | Yes | No | DK/Refused |
|--|-----|----|------------|
| a. [IF NO TO 1A – SEAT BELTS] Driven without wearing your seat belt? | | | |
| b. [IF NO TO 1B - SPEEDING] Driven 10 miles per hour or faster than the posted speed limit? | | | |
| c. [IF NO TO 1C - DRINKING] Driven after drinking enough that you thought you could be in trouble if you were stopped by police? | | | |
| d. [IF NO TO 1D - TEXTING] Texted or accessed the Internet while driving? | | | |

25. [If yes to 24a – SEAT BELTS] What made you start consistently wearing a seat belt?

26. [If yes to 24b - SPEEDING] What made you stop consistently driving 10 miles per hour above the speed limit? _____

27. [If yes to 24c - DRINKING] What made you stop driving after drinking? _____



28. [If yes to 24d - TEXTING] What made you stop texting or accessing the Internet while driving? _____

DEMOGRAPHICS

Almost done. We just have a few classification questions for our analysis purposes.

29. What is your employment status? Are you...

Working full-time

Working part-time

Unemployed and looking for work

Retired

Not working and not looking for work, such as a homemaker or student

30. In what year were you born? _____

31. What county do you live in? _____

32. Which of the following categories includes your total household income?

\$0 to \$9,999

\$10,000 to \$24,999

\$25,000 to \$49,999

\$50,000 to \$99,999

\$100,000 to \$199,999

\$200,000 or more

33. Record gender:

Male

Female

Thank you for your time!

