



Driver Safety Public Opinion Poll

February, 2017

Objective

The overall objective of this research is to provide the National Safety Council with an understanding of attitudes and behaviors of the driving public across a variety of driver safety-related issues.

Results from this research will be used to develop policies, programs and educational material that will reduce traffic fatalities.

Methodology

This research was conducted with Toluna Group's proprietary panel of pre-screened, validated, de-duplicated and well-profiled respondents. Sample outgo (invitations) and completes were monitored to ensure returns were balanced to US Census for age, gender, ethnicity, geographic region, income, education and ethnicity.

To qualify for the study, respondents had to:

- Live in the United States
- Be 21 or older
- Have an (unrestricted) driver's license
- Drive at least 15 minutes on a typical weekday

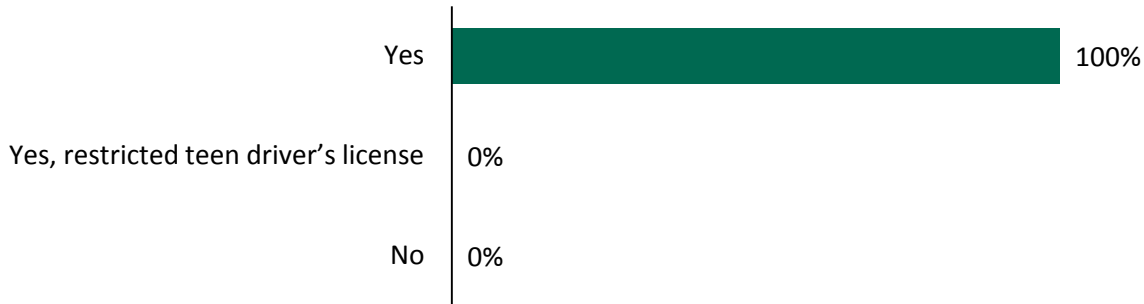
A total of 2,001 surveys were completed with between January 22nd and February 2nd, 2017.

Statistical significance is not shown in this report, but at the 95% confidence level +/- 2% is considered significant.

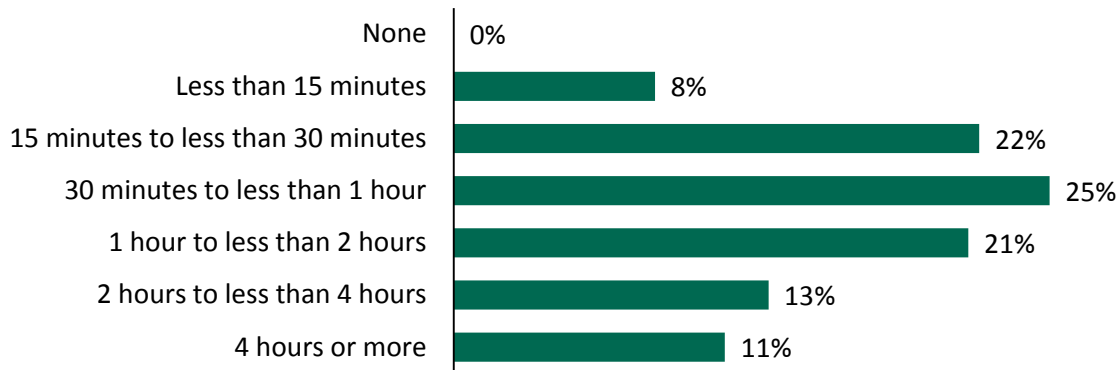
Question numbers that are skipped reflect information on other topics. Results may be restricted to internal use or shared publically at a later time.

Questionnaire with results (All numbers are percentages. Unless otherwise noted n=2,001)

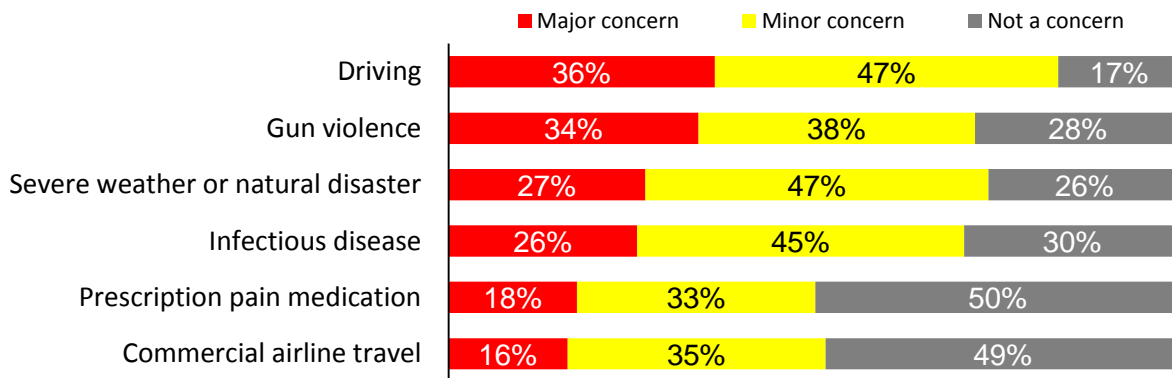
1. Do you have a driver's license?



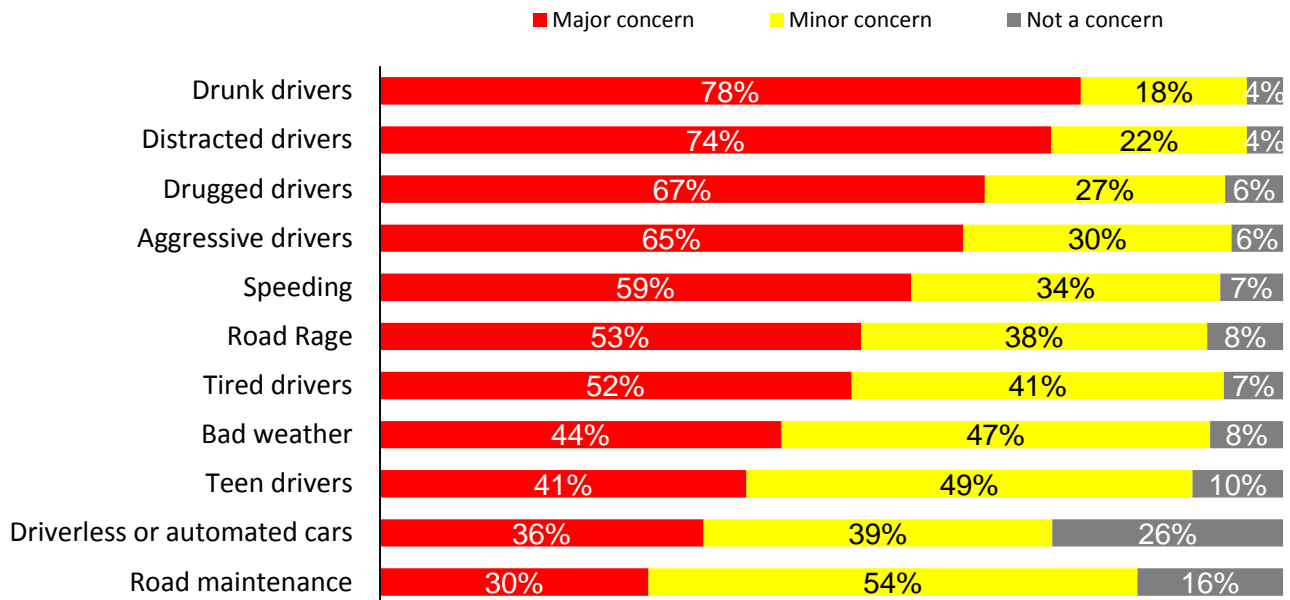
2. On average, how much time do you spend in total driving on a typical weekday?



3. How concerned are you about each of the following as potential causes of injury or death for your family?



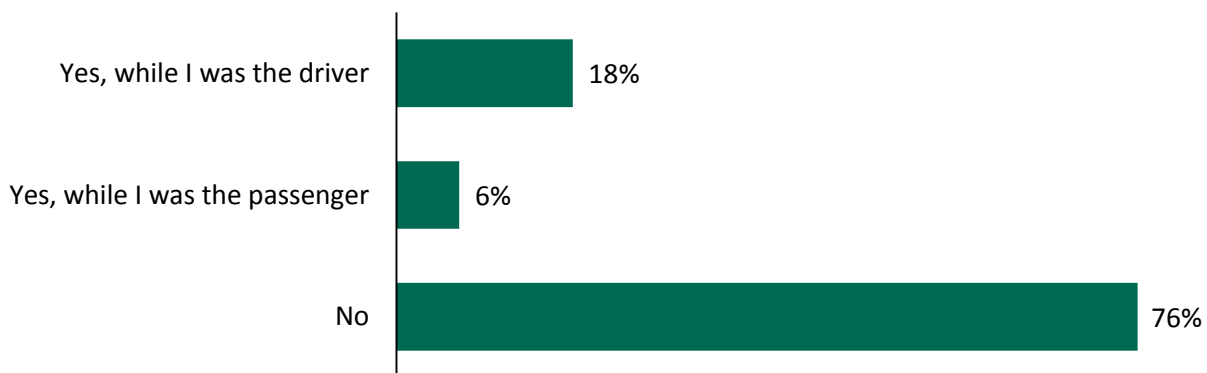
4. Please rate your level of concern with each of the following traffic safety issues in terms of how they impact overall traffic safety in the United States.



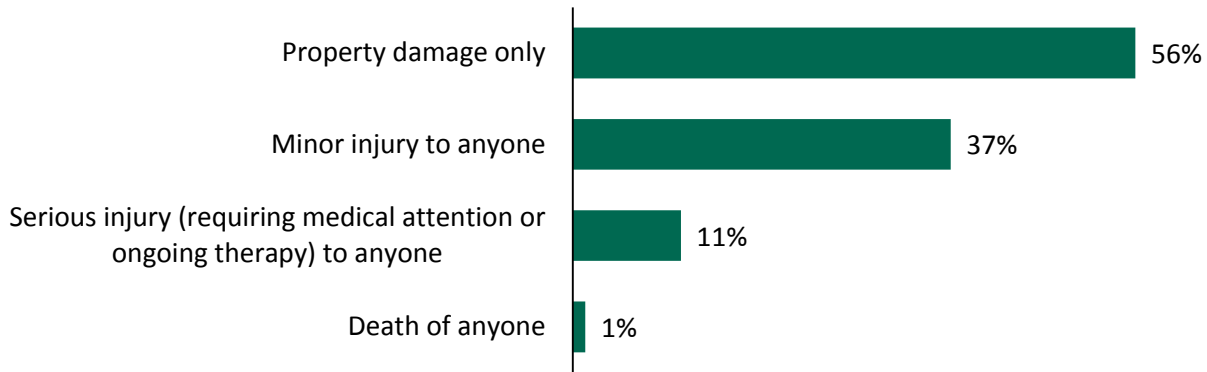
5. What, if anything, that was not listed do you consider to be major traffic safety issue in terms of how it impacts overall traffic safety in the United States?

RESULTS NOT SHOWN

6. In the past three years, have you been in a car crash?



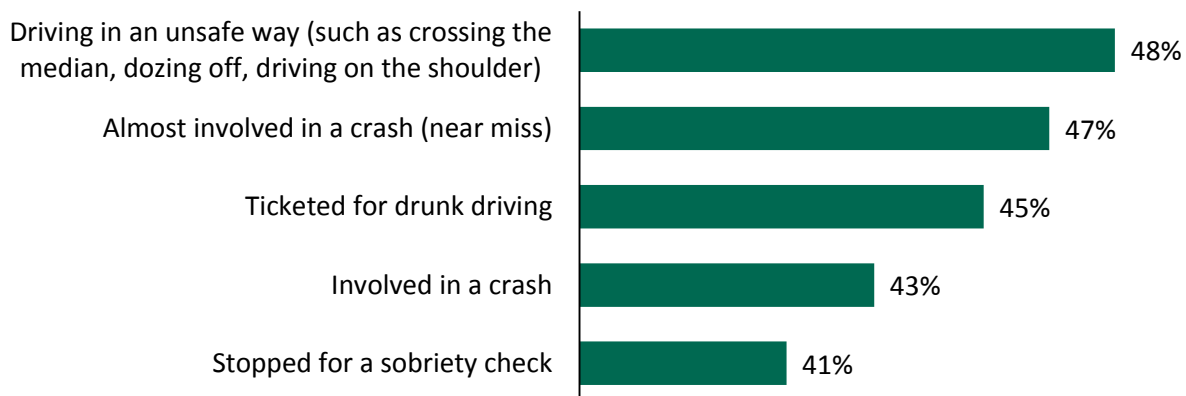
7. Did the crash result in...? **(SELECT ALL THAT APPLY)** (n=488, Involved in Crash in Past Three Years)



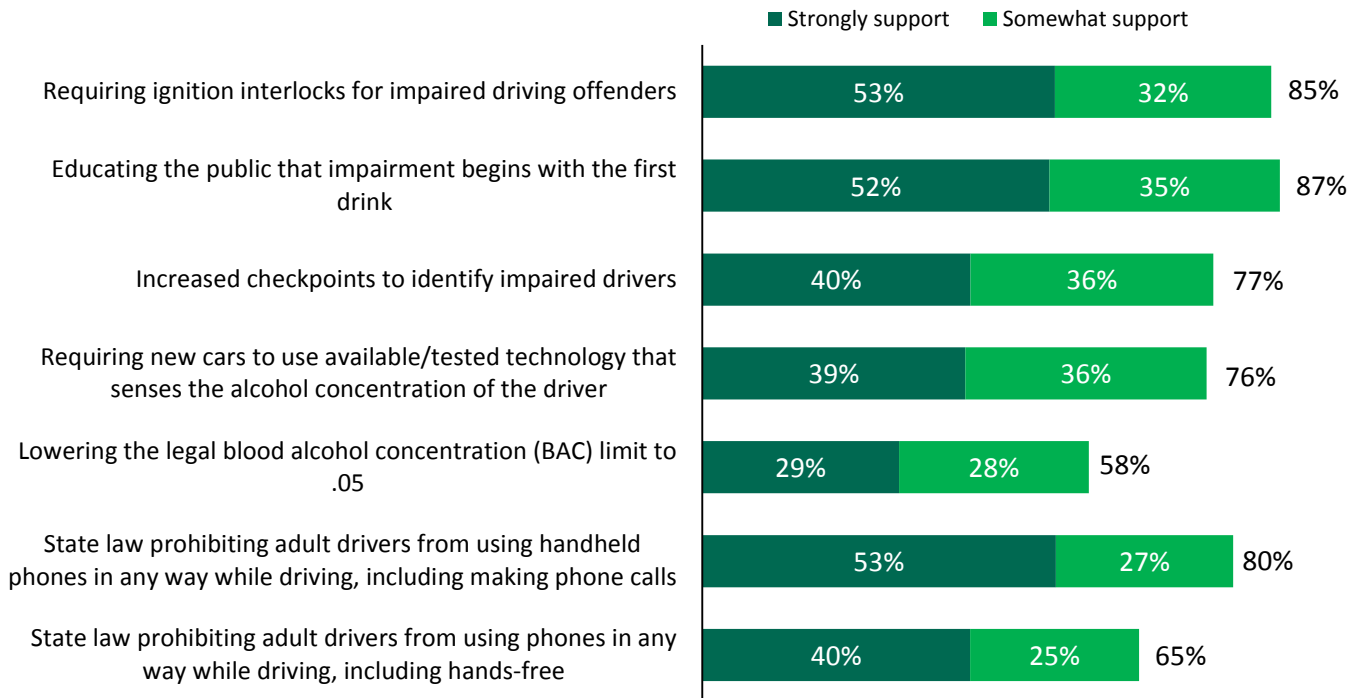
9. In the past three months, have you driven a vehicle even though you felt your ability to drive had been compromised by drinking alcohol?



11. During any of the times you choose to drive, even though you felt your ability was compromised by drinking alcohol were you...? Keep in mind your response is 100% confidential and will not be shared. (n=196, Choose to Drive While Impaired by Alcohol in Past Three Months)



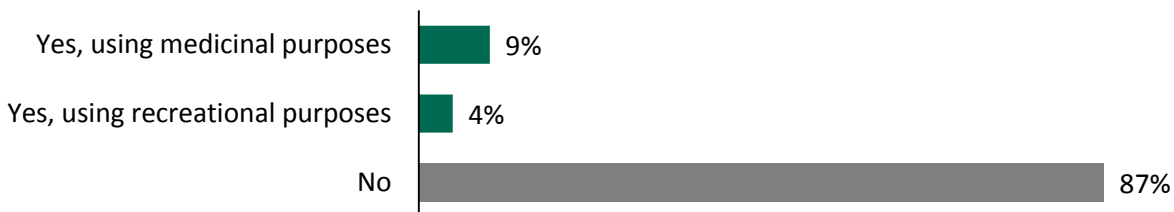
22. How strongly would you support or oppose...?



26. Are you concerned that the legalization of marijuana will negatively impact traffic safety?



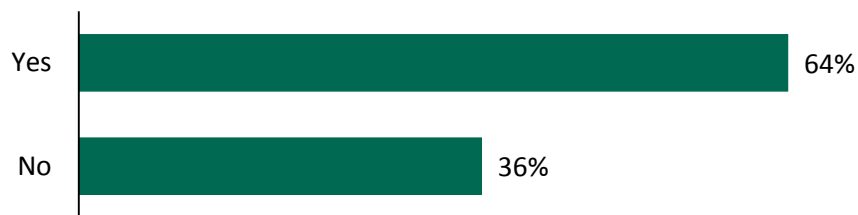
27. In the past month, have you driven after using marijuana?



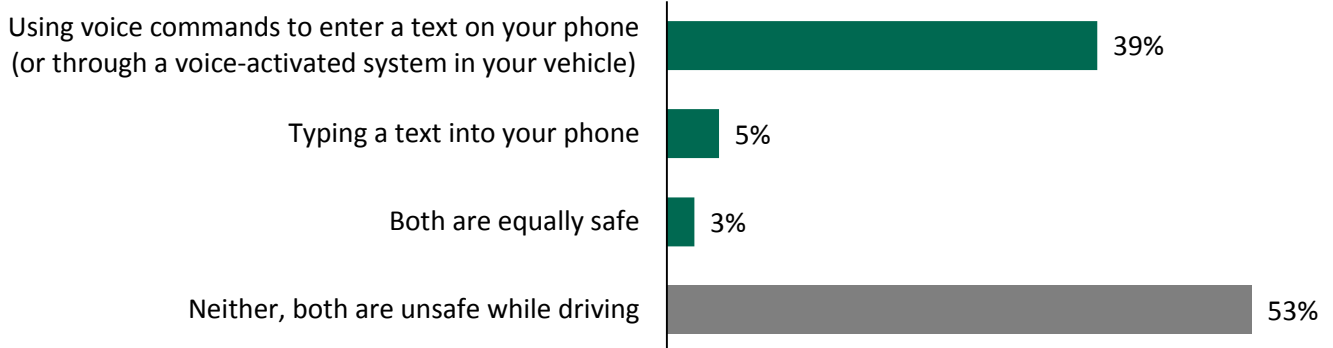
28. In the past month, have you taken any opioid pain medication? These medicines include Oxycontin, Percocet, Vicodin, Norco, Morphine and Dilaudid or any other type of opioid.



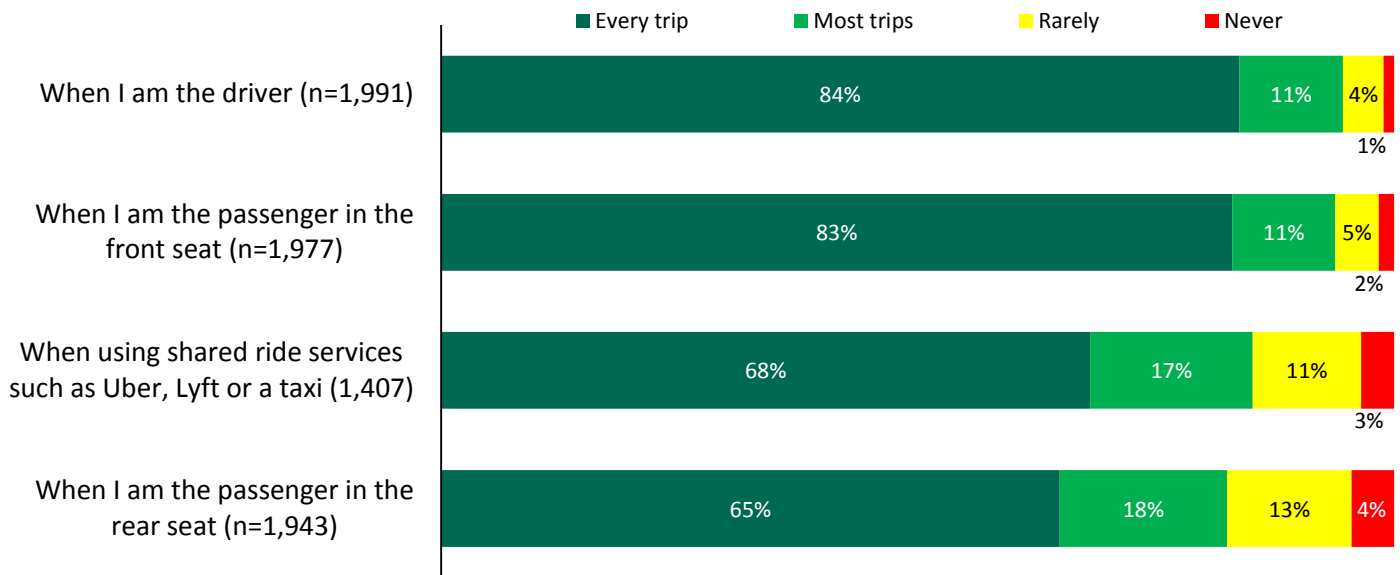
29. While taking opioid pain medication, did you feel it was safe for you to drive a vehicle? (*n=345, Taken Opioid Pain Medication in Past Month*)



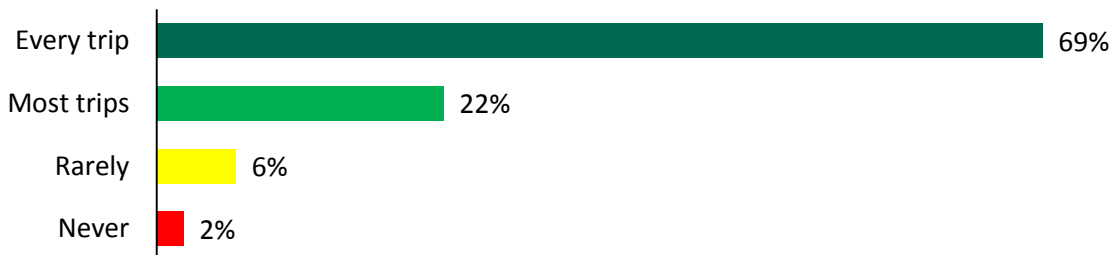
31. Which do you feel is safer to do while driving?



34. Please select the option that describes how often you wear a seat belt. (*n size varies; Did Not Say Situation was 'Not Applicable'*)



35. When you are the driver, how often do you make sure every passenger, regardless of where they are sitting, is buckled up?

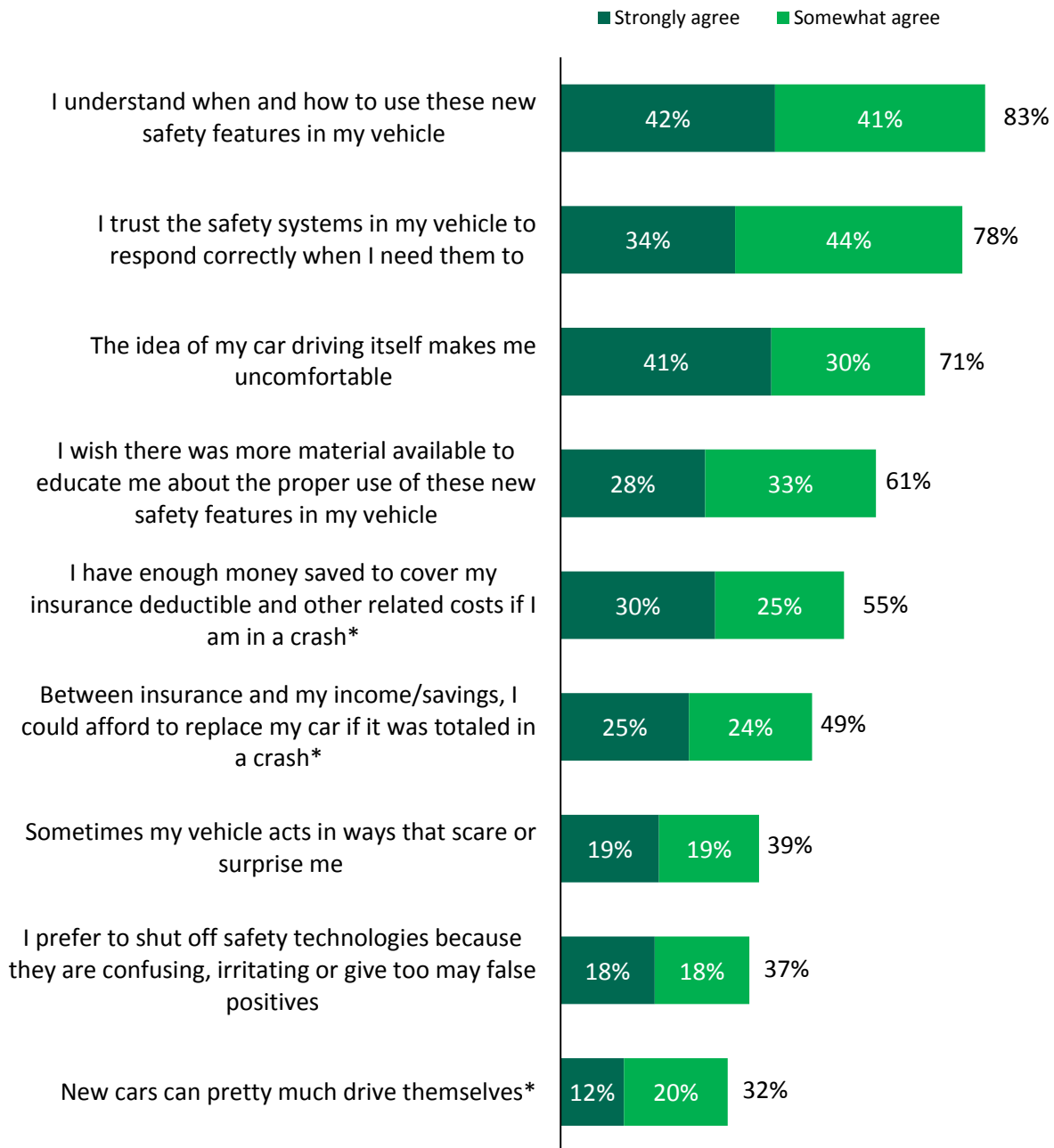


39. Recently automakers have added many new safety features to help drivers detect or respond to risks. These include features such as back-up cameras, automatic emergency braking, blind spot monitoring, lane departure warnings and many others.

Do you currently drive a vehicle with any of these types of features?



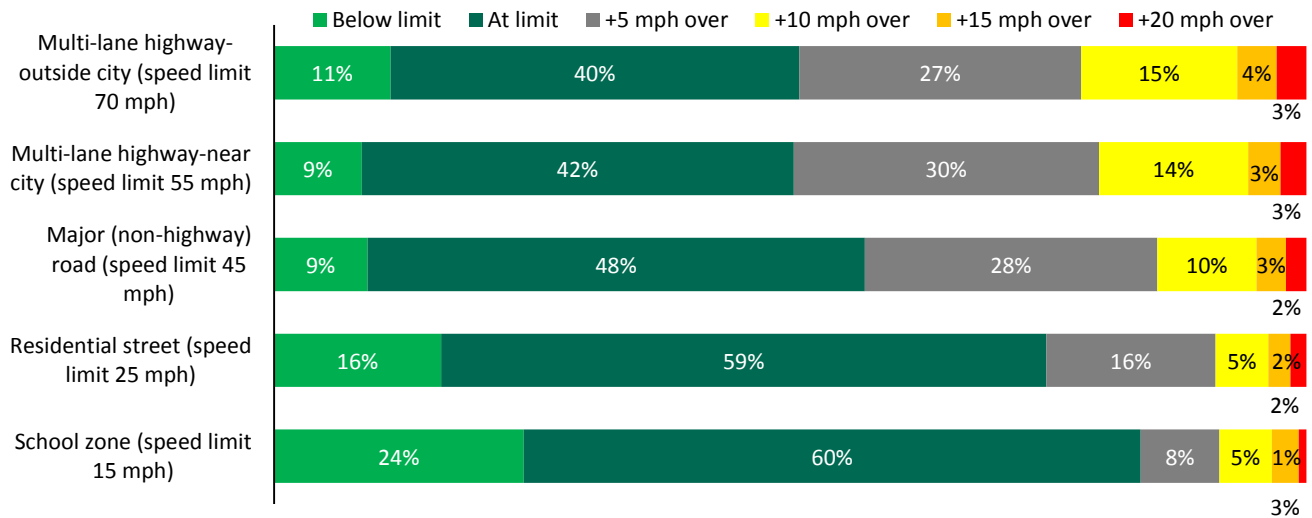
40. Please rate your level of agreement with each of the following statements. (n=837, Have Safety Features, Statements with * asked of all respondents)



42. Would you consider new safety features a nice-to-have or a must-have when you buy your next car?

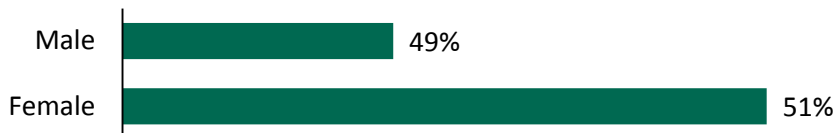


44. Assuming traffic conditions allow for it, what do you consider to be the highest safe speed to drive on each of the following US road types?

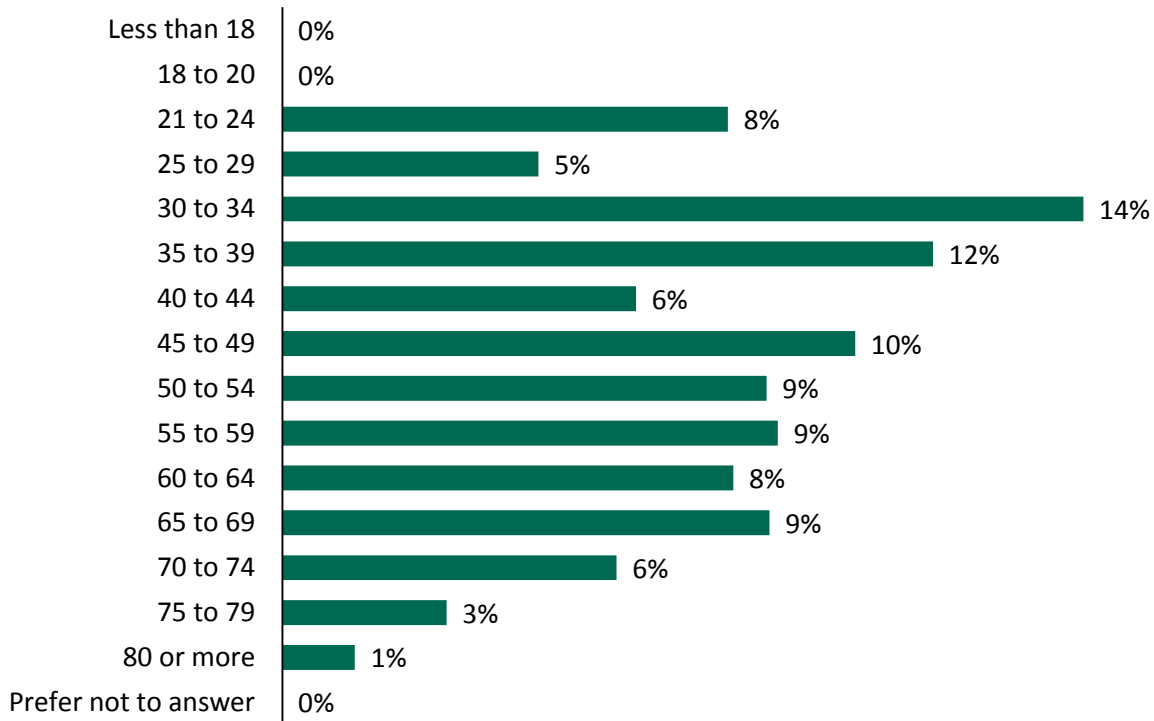


DEMOGRAPHICS

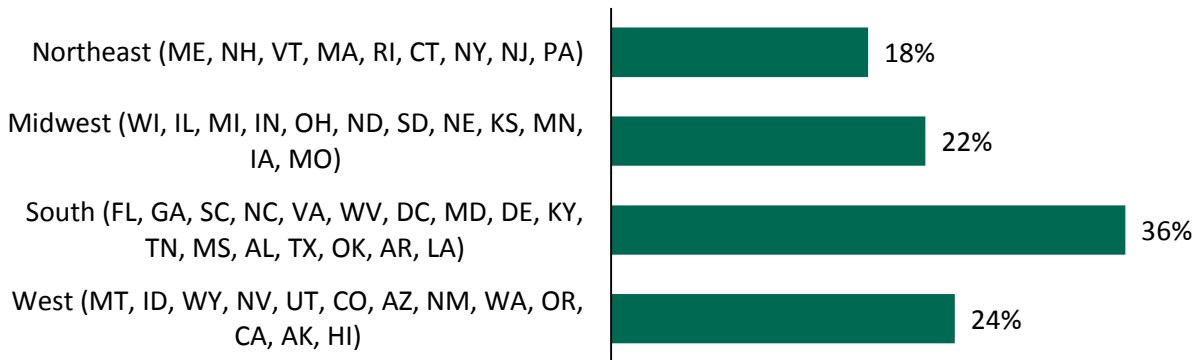
45. Are you...?



46. How old are you?



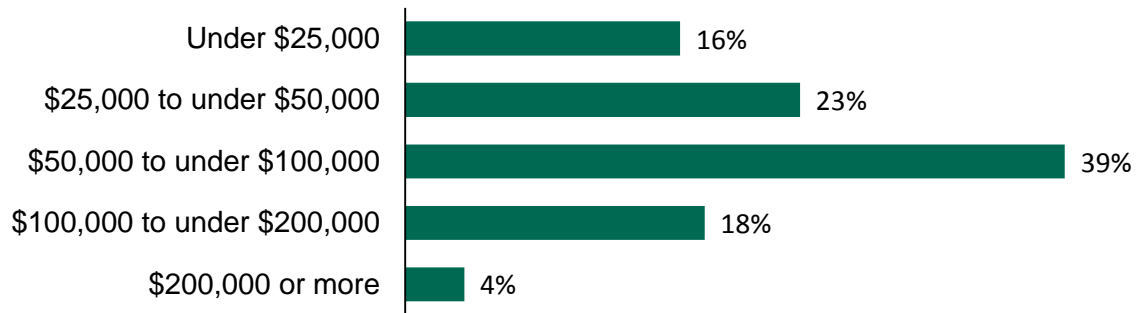
47. Which state do you live in? **(RESULTS SHOWN BY REGION)**



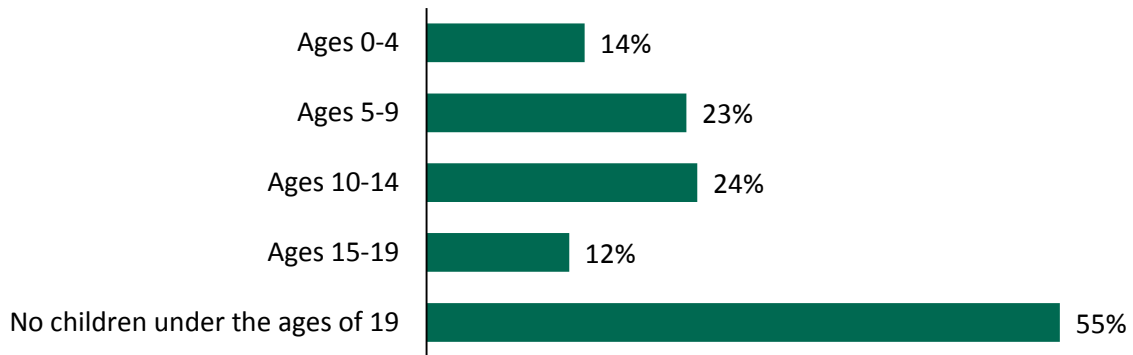
48. What is your zip code?

(RESULTS NOT SHOWN)

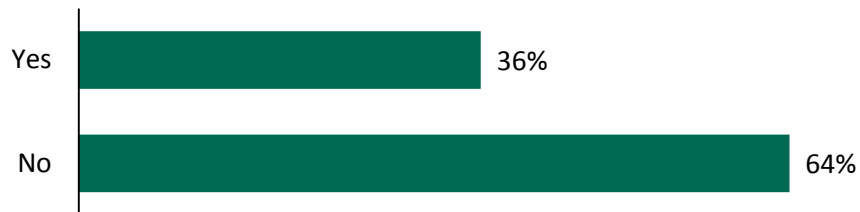
49. Which of the following categories best describes your total annual household income before taxes?



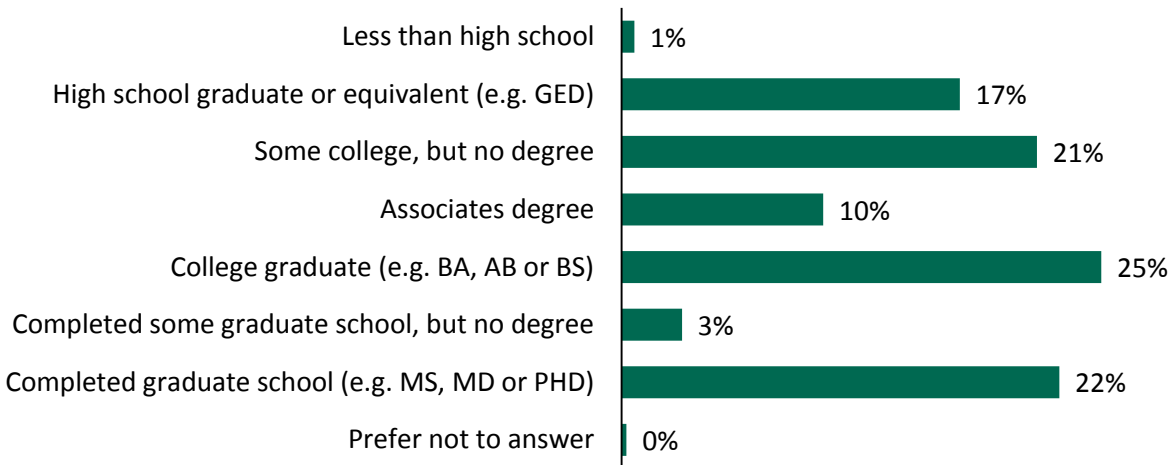
50. Please select the ages of children in your household.



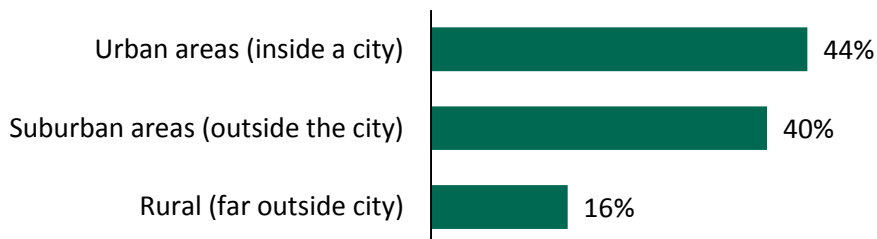
51. Does your job or occupation require you to drive, other than getting to and from work?



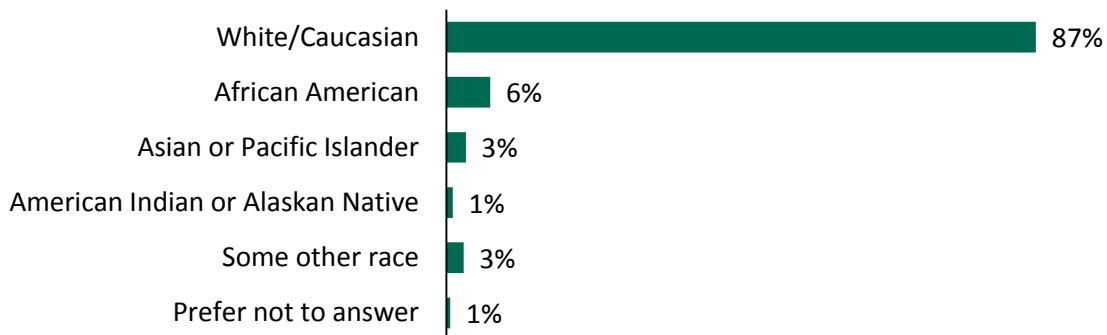
52. What is the highest level of education you have completed or the highest degree you have received?



53. Would you say you drive mostly in...?



54. Which of the following best describes you?



55. Do you consider yourself to be Hispanic?



If you have additional questions about the content of this summary, please contact the National Safety Council at media@nsc.org.