



DRINKING AND DRIVING IN AMERICA

A 2005 MADD and Nationwide Insurance Survey Conducted by Gallup

Drinking and Driving: Americans' Greatest Highway Safety Concern

- Driving under the influence of alcohol or other drugs was listed as the greatest highway safety problem by the largest percentage of respondents (37 percent)—up from 29 percent in 2000-- followed by speeding (27 percent) and cell phones (19 percent).
- Most respondents (94 percent) cite driving under the influence of alcohol as a major highway safety problem, followed by driving under the influence of illegal drugs (87 percent) and aggressive drivers (83 percent).

Most Americans Support Sobriety Checkpoints

- Eighty-seven percent say they support the use of sobriety checkpoints to check for drunk drivers.
- Support for sobriety checkpoints has increased from 79 percent in 1993 to 83 percent in 2000 to 87 percent in 2005.
- Eighty percent say they would be discouraged from drinking and driving by sobriety checkpoints, up from 76 percent in 2000.

Top 10 Factors to Discourage Drunk Driving

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| • Realizing they could kill or injure others | 96 percent |
| • Realizing they could kill or injure themselves | 91 percent |
| • Jail sentence | 91 percent |
| • Possibility of losing their license | 89 percent |
| • Paying substantial fines | 85 percent |
| • Having car impounded | 85 percent |
| • Installing an ignition interlock in vehicle if caught | 81 percent |
| • Fear of losing their job | 80 percent |
| • Sobriety checkpoints | 80 percent |
| • Increased auto insurance rates | 80 percent |

Most Americans Say "Yes" to .08 BAC Drunk Driving Standard

- Eighty-eight percent of respondents say they support .08 percent blood alcohol concentration (BAC) as the illegal drunk driving limit.

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Driving Under the Influence / Discouraging Impaired Drivers

- Sixty percent of those surveyed said they had operated a car or truck under the influence of alcohol or close to being under the influence of alcohol, up from 57 percent in 2000.
- Nearly one in five (17 percent) drivers say they had, in the past week, encouraged someone not to drive because they suspected he/she had been drinking too much. Among this group, three in every four (77 percent) said they were successful in preventing someone from drinking and driving.

Top 10 Methods to Reduce Drunk Driving

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| • Encouraging the media to run free public service ads | 92 percent |
| • Requiring repeat offenders and high BAC offenders to install an ignition interlock in their car | 91 percent |
| • Giving convicted drunk drivers bigger fines and longer jail terms | 90 percent |
| • Requiring all DUI offenders to undergo mandatory alcohol abuse assessment and treatment | 90 percent |
| • Making it illegal to have an open container of alcohol in the car | 89 percent |
| • Increasing news coverage of drinking and driving | 87 percent |
| • Using sobriety checkpoints | 87 percent |
| • Requiring all drivers and passengers to wear a seat belt | 87 percent |
| • Authorizing impoundment and sale of car belonging to repeat offender | 84 percent |
| • Initiating government restrictions on alcohol advertising that appeals to youth | 83 percent |

Leading the Fight Against Drunk Driving

- Virtually all (94 percent) have heard of MADD.
- Most (90 percent) believe that MADD is effective in making the public aware of the negative consequences of drunk driving.

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The questionnaire was developed and conducted by the Gallup Organization for Mothers Against Drunk Driving and sponsor Nationwide Insurance in commemoration of MADD's 25th anniversary. A total of 1004 interviews were conducted by telephone with a representative sample of the U.S. public age 16 and over. Among this group, 926 were identified as licensed drivers. The findings are based on licensed drivers. The study was conducted during the period of July 26 – August 14, 2005. The findings are representative of all men and women age 16 and over residing in U.S. households with telephones. For results based on samples of this size, one can say with 95% confidence that the error attributable to sampling and other random effects could be plus or minus three percentage points.