



DRINKING AND DRIVING IN AMERICA

A MADD and Nationwide Insurance Survey

2005

Conducted by:
THE GALLUP ORGANIZATION
502 Carnegie Center
Princeton, NJ 08540

Contents

Introduction	3
Survey Highlights	4
Detailed Findings	7
<i>Greatest Highway Safety Problems</i>	8
<i>Public Perceptions of Major Safety Problems</i>	11
<i>Awareness of Amount of Alcohol Needed To Be Legally Classified As Drunk Driver in State</i>	13
<i>Support for Federal Law To Require .08 Blood Alcohol Limit In All States</i>	15
<i>Encouraged Someone Not To Drive Because They Suspected The Driver Had Been Drinking</i>	16
<i>Personal Drinking</i>	19
<i>Ever Operated a Car or Truck Under the Influence</i>	22
<i>Suspension of Driving Privileges</i>	25
<i>Factors That May Discourage Drunk Driving</i>	27
<i>Total Awareness of MADD and What It Tries To Accomplish</i>	30
<i>Effectiveness of MADD In Making Public Aware of Negative Consequences of Drunk Driving</i>	30
<i>Support For Potential Methods To Reduce Drunk Driving</i>	32
Technical Appendix	35
<i>Sample Composition</i>	36
<i>Sampling Tolerances</i>	37

Introduction

The following report is based on the findings of a national survey conducted by The Gallup Organization for Mothers Against Drunk Driving (MADD). The study measures the public's attitudes, knowledge and awareness of driving safety issues. The questionnaire was developed by The Gallup Organization in consultation with representatives of Mothers Against Drunk Driving. Many of the questions asked in previous studies conducted by Gallup for MADD in 1991, 1993, and 2000 were included in this survey. Whenever available, comparison data based on licensed drivers is provided.

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. Up to three calls were made to each household to obtain an eligible respondent. 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. For sub-groups within this population the sampling error would be greater (refer to tables of recommended sampling tolerances in the technical appendix to this report). In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

Survey Highlights

Greatest Highway Safety Problem

Everyone was asked in an open-ended question what they believed to be the greatest highway safety problem. Based on licensed drivers, the leading responses are:

- Driving under the influence of alcohol or other drugs (37%)
- Speeding (27%)
- Cell phones, talking on the phone while driving (19%)
- Poor/unsafe drivers (8%)
- Aggressive drivers (6%).

Other safety problems each mentioned by four percent include inattentive/distracted drivers and heavy traffic/too many cars on the road.

Major Highway Safety Problems

From a list of nine potential highway safety problems, drivers most frequently mention drivers under the influence of alcohol as a major highway safety problem – 94% of licensed drivers consider this to be a major highway safety problem, followed by drivers under the influence of illegal drugs (87%) and drivers who drive aggressively (83%). Approximately seven in ten of the respondents think drivers who speed and/or drivers who talk on cell phones are a major highway safety problem (73% and 69% respectively). About half (47%) say drivers who don't wear seat belts are a major highway safety problem.

Awareness of and Support for Legal Blood Alcohol Limit in All States

A slight majority (54%) are aware that .08 percent is the legal blood alcohol limit for drunk driving in their state. Thirteen percent thought it was lower (.05 percent), while nine percent believed it is .10 percent and four percent thought it is .15 percent.

Drivers were told that according to the NHTSA, .08 percent blood alcohol concentration is the illegal drunk driving limit in all 50 states and asked to what extent they supported or opposed this limit. Most (88%) support this new law including 42% who strongly support the law and 46% who support it. Eleven percent oppose the law, though only four percent strongly oppose it. Strong support ranges from 27% among drivers age 16-24 to 49% among drivers age 50 and over.

Driving Under the Influence

Seventeen percent of all drivers surveyed said they had, in the past week, encouraged someone not to drive because they suspected they had drunk too much or were drunk.

Asked if they had been successful, at least three-quarters (77%) said they had. One in five said they had not been successful.

More than half (53%) of the drivers surveyed said they do, on occasion, drink alcoholic beverages. Forty-seven percent said they did not. Those who reported they drink on occasion were asked a series of follow-up questions about their driving behavior such as had they in the past three months operated a car or truck either under the influence of alcohol or close to being under the influence of alcohol or had they ever driven a car or truck while under the influence or close to being under the influence of alcohol.

One in every ten (10%) drivers who say they drink on occasion report having operated a car or truck while under the influence in the past three months. The vast majority (90%) had not.

When asked if they had ever operated a car or truck either while under the influence of alcohol or close to being under the influence, six in ten said they had done so (67% among those age 35-49). Among those who said they had driven under the influence, 11% report having been caught or arrested while doing so.

All drivers who indicated they drink on occasion were asked if their driving privileges had ever been suspended or revoked for driving under the influence of alcohol. They were also asked if they had ever caused a crash while driving under the influence of alcohol. One in twelve (8%) say they have had their driving privileges suspended or revoked at some point. One percent of drivers who say they drink on occasion report that they had caused a crash while driving under the influence of alcohol.

Factors That Might Discourage Drivers from Driving After Drinking

Respondents were read a number of things that might discourage a person from driving after drinking. Realizing that they could kill or injure others would reportedly deter 96% from driving after drinking. Nine in ten say they would be discouraged from driving after drinking if they received a jail sentence and/or losing his/her driver's license (89%) or the realization that they could kill themselves (91%). Eighty-five percent say they would be discouraged from driving after drinking if they thought they would have to pay substantial fines or having their car impounded. Other factors thought to deter approximately eight in ten drivers include having an ignition interlock installed in their car (81%), fear of losing their job, (80%), increased automobile insurance rates, sobriety checkpoints (80%), advice from a close friend (78%) or pressure from family (77%).

Drivers were read a number of different ideas that have been discussed for reducing drunk driving and improving traffic safety and asked to what extent they supported each. Ideas for which half or more report they strongly support are: requiring repeat offenders and offenders with high blood alcohol concentrations to install an ignition interlock in their car (56% strongly support this); requiring all drivers and passengers to wear a seat belt (51%); making it illegal to have an open container of alcohol in the car (51%); giving convicted drunk drivers bigger fines and longer jail terms (50%), requiring all DUI offenders to undergo mandatory alcohol abuse assessment and treatment (49%).

Detailed Findings

Greatest Highway Safety Problems

Q: What do you feel is the greatest highway safety problem?

In an open-ended question, everyone was asked what they considered to be the greatest highway safety problem. Unprompted, licensed drivers most frequently cite driving under the influence of alcohol or other drugs than other highway safety problems. Speeding was mentioned by 27%, followed by cell phones or talking on the phone while driving (19%). One in twelve (8%) mention poor/unsafe drivers, and six percent cite aggressive drivers or road rage as the most serious highway safety problem. Other highway safety problems mentioned by at least four percent of licensed drivers include inattentive drivers (4%), or heavy traffic (4%).

- Drivers in the Eastern region of the country are less likely than those in other regions to cite driving under the influence or drunk driving as the greatest highway safety problem (29%). Still, they are divided between drinking and driving and speeding as the greatest highway safety problem. In contrast, four in ten in the South (41%), West (40%), and Midwest (37%) cite driving under the influence as the major highway safety problem.
- There was little variation in responses by gender or age in those who mentioned driving under the influence.
- Women are more likely than men to mention speeding as the greatest highway safety problem (35% vs. 19%).
- Younger drivers under age 25 are more likely than their counterparts to mention poor, unsafe drivers (15%).

Greatest Highway Safety Problems

(Total Mentions)

	GENDER			AGE				REGION			
	Total** %	Male %	Female %	16-24 %	25-34 %	35-49 %	50+ %	East %	Midwest %	South %	West %
Driving under the influence of alcohol or other drugs	37	35	39	36	34	38	38	29	37	41	40
Speed/speeding	27	19	35	24	25	32	26	29	27	25	30
Cell phones/talking on the phone	19	20	18	17	13	18	22	20	23	18	16
Poor/unsafe drivers	8	8	7	15	6	7	7	5	5	10	9
Aggressive drivers/road rage	6	5	7	3	8	7	6	9	5	4	9
Inattentive drivers/distracted	4	5	4	3	4	5	5	4	4	4	6
Heavy traffic/too many cars	4	5	3	1	5	3	5	5	2	4	6
Semi-trucks/tractor trailers	3	4	3	1	5	2	4	3	2	5	2
Poor unsafe highways	3	4	1	4	4	1	3	5	4	1	2
People not wearing seatbelt	3	3	3	7	3	3	1	1	3	3	5
Teenage drivers	3	3	4	2	3	4	4	3	3	3	4
Other	3	4	2	2	6	2	2	3	4	3	1
Number of Interviews	(926)	(459)	(467)	(92)	(117)	(239)	(478)	(177)	(247)	(301)	(201)

**Total includes up to 3 mentions.

In 2005, 37% mention drinking and driving or drunk driving as the greatest highway safety problem. This represents an 8 percentage point increase since 2000 in licensed drivers. Speeding is cited by 27%, while cell phones rank third.

Greatest Highway Safety Problems

(Total Responses)

	1991 %	1993 %	2000 %	2005** %
Drinking and driving/drunk driving	39	35	29	37
Speed/speeding	22	23	28	27
Cell phones	NA	NA	23	19
Poor/unsafe drivers	6	2	12	8
Aggressive drivers/road rage	NA	NA	11	6
Heavy traffic/too many cars	5	4	5	4
Inattentive drivers	NA	NA	NA	4
Semi-trucks/tractor trailers	NA	NA	5	3
Teenage drivers	NA	NA	3	3
People not wearing seat belts	5	3	3	3
Poor unsafe highways	8	3	4	3
Number of Interviews	(9028)	(2032)	(930)	(926)

**Table lists mentions of 3% or more.

Public Perceptions of Major Safety Problems

Q: In terms of highway safety, do you feel the following constitute a major safety problem, a minor safety problem, or is not a problem? How about (read and rotate):

- Drivers who speed*
- Drivers of defective automobiles*
- Drivers under the influence of prescription drugs or medication*
- Drivers under the influence of illegal drugs*
- Drivers under the influence of alcohol*
- Drivers who drive too slow*
- Drivers who don't wear safety belts*
- Drivers who talk on cell phones*
- Drivers who drive aggressively*

Among the nine potential highway safety problems read to respondents, drivers under the influence of alcohol was named most frequently as a major highway safety problem, mentioned by more than nine in ten (94%) surveyed. Similar findings were noted in 2000. Drivers under the influence of illegal drugs was named second (87%), followed by drivers who drive aggressively. Speeding was fourth (73%) and drivers who talk on cell phones was fifth.

Percent Citing Problem as Major Highway Safety Problem

(Based on licensed drivers)

	1993 %	2000 %	2005 %
Influence of alcohol	97	94	94
Influence of illegal drugs	91	84	87
*Drivers who drive aggressively	NA	NA	83
Speeding	69	71	73
*Drivers who talk on cell phones	NA	NA	69
Not wearing safety belts	NA	44	47
Drivers of defective automobiles	53	42	41
Drivers under the influence of prescription drugs or medication	41	39	41
Drivers who drive too slow	33	32	26

NA=Not available

*Added to 2005 survey.

Awareness of Amount of Alcohol Needed To Be Legally Classified As Drunk Driver in State

Q: What is the legal blood alcohol limit for drunk driving in your state? Is it .05, .08, .10, or .15?

More than half (54%) of all licensed drivers say that the legal blood alcohol limit (B.A.L.) in their state is .08.

Thirteen percent believe it is .10 (9%) or .15 (4%). An additional 13% felt the B.A.L. in their state was .05.

One in five (20%) said they did not know what the blood alcohol limit for drunk driving was in their state.

- Men are more likely than women to know that the legal alcohol limit for drunk driving is .08 (59% vs. 49%).
- Women are more likely than men to say they did not know.
- Drivers under age 50 were more likely to know that the B.A.L. in their state was .08 than were drivers age 50 and over.
- Regionally, drivers in the West were more likely to know that the B.A.L. was .08 than were those in the Eastern region of the country (61% vs. 50%).
- College-educated drivers, more frequently than their counterparts, knew the B.A.L. was .08 (59% vs. 49%).

**Awareness of Blood Alcohol Limit to Be Legally Classified as a Drunk
Driver in State**

	GENDER			REGION			
	Total %	Male %	Female %	East %	Midwest %	South %	West %
.05	13	12	14	12	14	14	13
.08	54	59	49	50	55	52	61
.10	9	10	8	11	11	7	8
.15	4	3	4	4	3	4	3
Don't know/Refused	20	16	25	23	17	23	15
Total	100	100	100	100	100	100	100
Number of Interviews	(926)	(459)	(467)	(177)	(247)	(301)	(201)

Support for Federal Law to Require .08 Blood Alcohol Limit in All States

Q: According to the National Highway Traffic Safety Administration, .08 percent blood alcohol concentration is the illegal drunk driving limit in all 50 states and the District of Columbia. Please tell me if you strongly support the law, support the law, oppose the law, or strongly oppose the law.

Eighty-eight percent of licensed drivers say they support a new federal law that requires all states to set the illegal drunk driving limit at .08 percent. Eleven percent oppose the new law.

- Drivers ages 50 and over are most likely to support the new law (49% strongly support the law).
- Regionally, drivers in the West and East are more likely than those in the Midwest to support the law. Those in the Midwest are less likely to say they strongly support this law.

Support for New Federal Law that Requires .08 Blood Alcohol Limit in All States

	Strongly Support %	Support %	Oppose %	Strongly Oppose %	DK/RF %	Total %	NI
TOTAL	42	46	7	4	1	100	(926)
GENDER							
Male	38	47	9	5	1	100	(459)
Female	45	46	5	3	1	100	(467)
AGE							
16-24	27	56	10	7	0	100	(92)
25-34	35	49	8	5	3	100	(117)
35-49	40	48	9	3	-	100	(239)
50+	49	41	5	4	1	100	(478)
REGION							
East	44	46	8	2	0	100	(177)
Midwest	34	49	10	6	1	100	(247)
South	41	47	6	4	2	100	(301)
West	48	41	6	4	1	100	(201)

Encouraged Someone Not To Drive Because They Suspected the Driver Had Been Drinking

Q: In the past week, have you encouraged someone not to drive because you suspected they had drunk too much or were drunk?

Q: (If “Yes”): Were you successful?

Everyone was asked if, during the last week, they had encouraged someone not to drive because they suspected they had been drinking too much or were drunk.

Seventeen percent of all drivers report having encouraged someone in the past week not to drive because they suspected he/she had been drinking too much or were drunk.

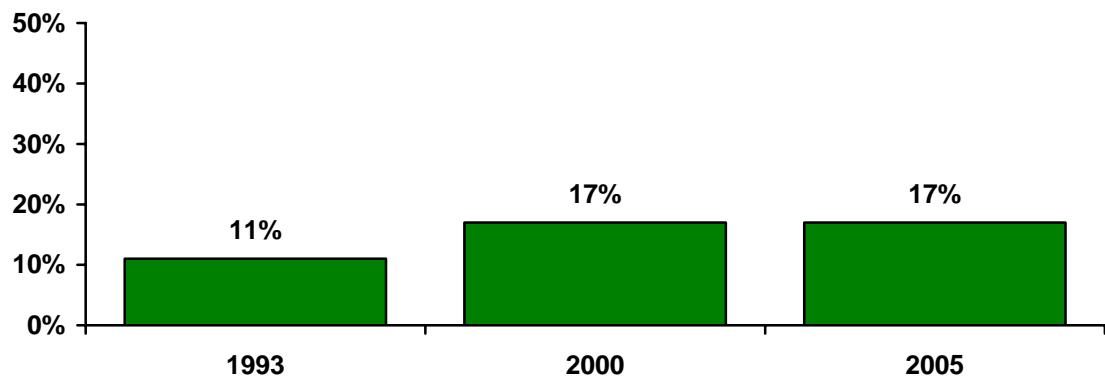
- One-third (34%) of drivers age 16-24, said they had encouraged someone not to drive during the past week because of drinking.

One in five drivers in the South report discouraging someone from driving because they suspected they had been drinking too much. In the Midwest the figure was 14% and in the East, 12%.

In Past Week Encouraged Someone Not to Drive Because They Had Been Drinking

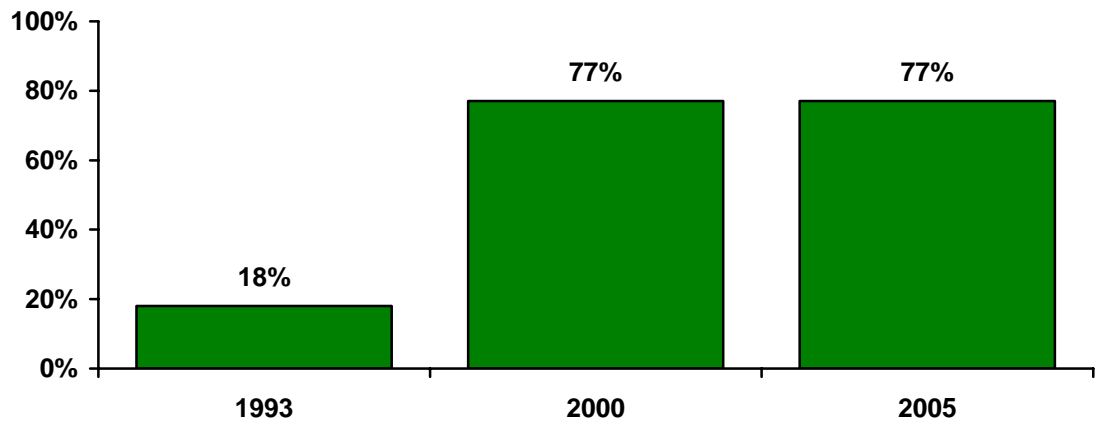
	Yes %	No %	DK/RF %	Total %	NI
TOTAL	17	83	0	100	(926)
GENDER					
Male	15	85	0	100	(459)
Female	19	81	0	100	(467)
AGE					
16-24	34	66	0	100	(92)
25-34	24	76	0	100	(117)
35-49	16	84	0	100	(239)
50+	10	89	1	100	(478)
REGION					
East	12	88	0	100	(177)
Midwest	14	86	0	100	(247)
South	21	78	1	100	(301)
West	20	80	0	100	(201)

Percent Who Have in Past Week Encouraged Someone Not to Drive Because Person Had Been Drinking



Asked if they had been successful in encouraging someone not to drink and drive in the past week, among those who had encouraged someone, three-quarters (77%) said they were successful.

Successful in Encouraging Someone Not to Drink and Drive
(Based on drivers who said they had encouraged someone not to drive)



Personal Drinking

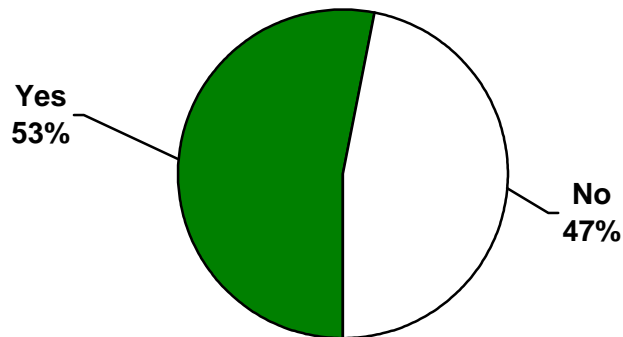
Q: On occasion, do you personally drink alcoholic beverages?

Q: (If “Yes”) In the past three months, have you operated a car or truck either under the influence, or close to being under the influence of alcohol?

Q: (If “Yes”) Were you caught while doing so?

More than half (53%) of licensed drivers said they do, on occasion, drink alcoholic beverages, while 47% report they do not drink alcoholic beverages.

Personally Drink Alcoholic Beverages (n=926)



Those who said they drank alcoholic beverages on occasion were asked a series of follow-up questions about driving under the influence including whether or not in the past three months they had operated a car or truck either under the influence, or close to being under the influence of alcohol.

One in every ten (10%) licensed drivers who on occasion say they drink alcoholic beverages report they had operated a car or truck either under the influence, or close

to being under the influence of alcohol during the past three months. Nine in ten (90%) said they had not. Asked if they had been caught while doing so, only one percent of the 49 respondents who said they had in the past three months, operated a vehicle while drinking too much said they had been caught.

- Drivers under age 35 who report drinking alcoholic beverages on occasion are more likely than those age 35 and over to say they have operated a car or truck either under the influence, or close to being under the influence of alcohol in the past three months. The percentages range from 20% among those age 16-34 to 8% among those age 35-49 to three percent among those age 50 and over.
- Male and female drivers who drink alcoholic beverages and report they have operated a vehicle while under the influence in the past three months gave similar responses to this question – 10% among both men and women.
- There were no significant variations in the responses by drivers in various regions of the country.

On Occasion, Drink Alcoholic Beverages
(Based on licensed drivers)

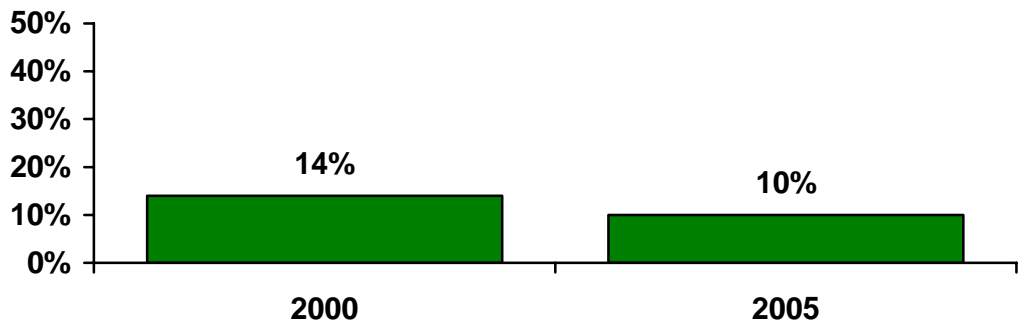
	1991 %	1993 %	2000 %	2005 %
Yes	58	56	59	53
No	42	44	41	47
Total	100	100	100	100
Number of Interviews	(9028)	(2032)	(930)	(926)

Operated Car/Truck Under the Influence or Close to Being Under the Influence in Past Three Months

(Based on drivers who drink alcohol)

	Yes %	No %	DK/RF %	Total %	NI
TOTAL	10	90	0	100	(506)
GENDER					
Male	10	90	0	100	(273)
Female	10	90	0	100	(233)
AGE					
16-24	24	76	0	100	(52)
25-34	18	82	0	100	(73)
35-49	8	92	0	100	(139)
50+	3	96	1	100	(242)
REGION					
East	11	89	0	100	(110)
Midwest	11	89	0	100	(133)
South	8	91	1	100	(139)
West	9	91	0	100	(124)

Operated Car/Truck Under the Influence or Close to Being Under the Influence in Past Three Months



Ever Operated a Car or Truck Under the Influence

Q: (Asked of all drivers who drink alcoholic beverages on occasion): Have you ever operated a car or truck either under the influence, or close to being under the influence of alcohol?

Q: (If “yes”) Were you caught or arrested while doing so?

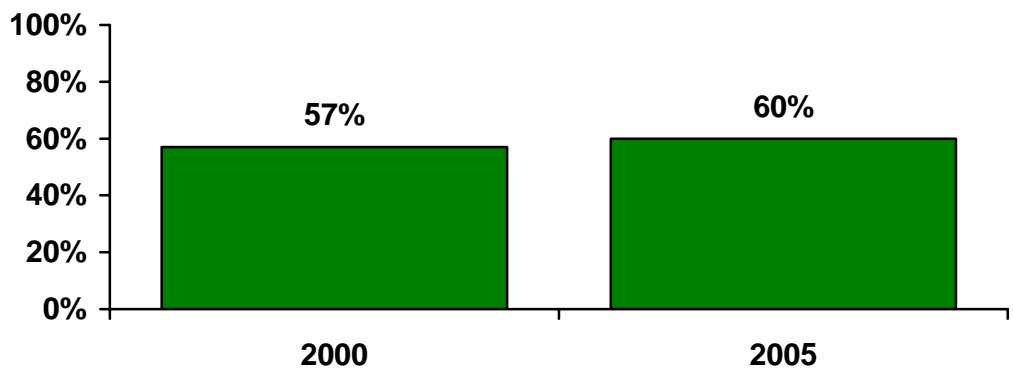
Three in every five (60%) drivers who say that on occasion they drink alcoholic beverages report having ever operated a car or truck either under the influence, or close to being under the influence of alcohol.

- Male drivers who drink on occasion are more likely than female drivers to say they have ever operated a vehicle while under the influence (70% vs. 49%).
- Drivers in the Midwest who report drinking occasionally are more likely than those in the South to say they have ever operated a car or truck while under or close to being under the influence of alcohol.
- Drivers age 35-49 who report drinking on occasion are the age group most likely to say they have at some time driven a car or truck while under the influence.

Ever Operated Car or Truck Under or Close to Being Under the Influence
 (Based on drivers who drink alcohol)

	Yes %	No %	Total %	NI
TOTAL	60	40	100	(506)
GENDER				
Male	70	30	100	(273)
Female	49	51	100	(233)
AGE				
16-24	54	46	100	(52)
25-34	58	42	100	(73)
35-49	67	33	100	(139)
50+	57	43	100	(242)
REGION				
East	58	42	100	(110)
Midwest	67	33	100	(133)
South	54	46	100	(139)
West	64	36	100	(124)

Ever Operated Car or Truck Under or Close to Being Under the Influence
 (Based on drivers who drink alcohol)



Ever Caught or Arrested While Driving Under/Close to Being Under the Influence

(Based on those who ever drove car under the influence of alcohol)

	Yes %	No %	DK/RF %	Total %	NI
TOTAL	11	89	0	100	(305)
GENDER					
Male	12	87	1	100	(190)
Female	9	91	0	100	(115)

Suspension of Driving Privileges

Q: Have your driving privileges ever been suspended or revoked for driving under the influence of alcohol?

Q: Have you ever caused a crash while driving under the influence of alcohol?

One in twelve (8%) licensed drivers who say they occasionally drink alcoholic beverages report that their driving privileges have been suspended or revoked for driving under the influence of alcohol. Most (92%) say they have not.

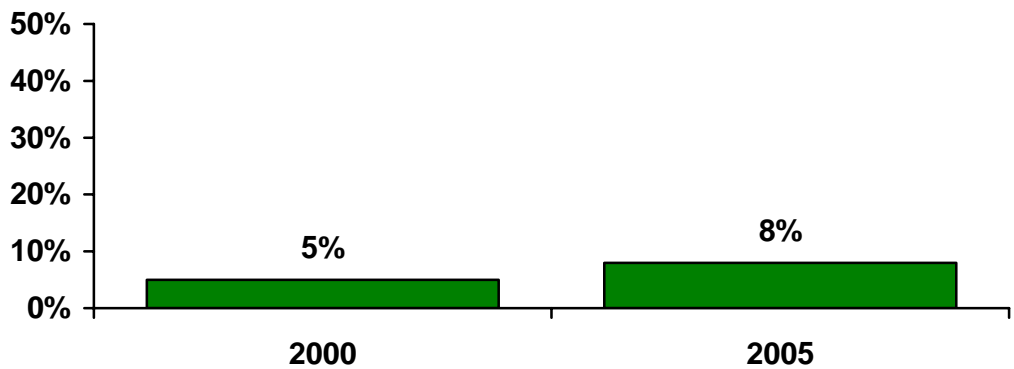
- Male drivers are more likely females to say their driving privileges have at some point been suspended or revoked for driving under the influence of alcohol (11% vs. 5%).

In addition, only one percent who drank on occasion say they have ever caused a crash while driving under the influence of alcohol.

**Driving Privileges EVER Suspended/Revoked for Driving Under the Influence
(Based on those who drink alcoholic beverages)**

	Yes %	No %	Total %	NI
TOTAL	8	92	100	(506)
GENDER				
Male	11	89	100	(273)
Female	5	95	100	(233)
AGE				
16-24	7	93	100	(52)
25-34	10	90	100	(73)
35-49	11	89	100	(139)
50+	4	96	100	(242)
REGION				
East	4	96	100	(110)
Midwest	11	89	100	(133)
South	10	90	100	(139)
West	6	94	100	(124)

**Driving Privileges EVER Suspended/Revoked for DUI
(Based on those who drink alcoholic beverages)**



Factors That May Discourage Drunk Driving

Q: Which, if any, of the following factors would discourage you from driving after drinking?

- A jail sentence*
- Losing your license*
- Embarrassment within your community*
- Advertising showing the consequences of drunk driving*
- Fear of losing your job*
- Substantial fines*
- Advice from a close friend*
- Having your car impounded*
- Pressure from friends*
- Realizing you could kill or injure yourself*
- Realizing you could kill or injure others*
- Sobriety checkpoints*
- News coverage of drinking and driving*
- Increased automobile insurance rates*
- Pressure from family members (added in 2005)*
- Ignition interlock installed in your car; that is, a device that the driver blows into and if alcohol is detected, the car won't start (added in 2005)*

Drivers were read sixteen possible factors that might discourage someone from driving after drinking and asked which, if any, would discourage them from driving after drinking. Among the factors presented to drivers, 96% of drivers said that realizing they could kill or injure others would discourage them from driving after drinking. Nine in ten (91%) felt a jail sentence would be a deterrent, and/or that they could kill or injure themselves (91%). As many (89%) believe that losing their license would discourage them from driving after drinking.

Paying substantial fines was a deterrent for 85% of drivers. Eighty-five percent believe that having their car impounded would discourage them. Eight in ten (80%) felt that increased automobile insurance rates or fear of losing their job would discourage them from driving after drinking.

Eighty-one percent felt that an ignition interlock system installed in their car would discourage them from driving after drinking.

Factors that May Discourage Drunk Driving

	Licensed Drivers %	Drink Alcohol on Occasion %	Ever Operated Vehicle Under Influence	
			Yes %	No %
Realizing you could kill or injure others	96	98	98	98
A jail sentence	91	91	92	90
Losing your license	89	90	90	89
Realizing you could kill or injure yourself	91	93	90	96
Substantial fines	85	86	87	86
Having your car impounded	85	83	82	86
Increased automobile insurance rates	80	78	78	79
Sobriety checkpoints	80	80	82	79
Fear of losing your job	80	80	82	76
Advice from a close friend	78	78	76	82
Advertising showing the consequences of drunk driving	75	69	66	74
Embarrassment within your community	72	70	64	79
News coverage of drinking and driving	70	67	61	75
Pressure from friends	72	71	70	72
Pressure from family members	77	76	74	79
Ignition interlock	81	79	75	84
Number of Interviews	(926)	(506)	(305)	(201)

Factors that May Discourage Drunk Driving
(Based on licensed drivers)

	1991 %	1993 %	2000 %	2005 %
Realizing you could kill or injure others	97	98	96	96
Realizing you could kill or injure yourself	93	95	91	91
A jail sentence	89	92	91	91
Losing your license	86	91	91	89
Substantial fines	81	88	84	85
Having your car impounded	74	85	82	85
Ignition interlock installed in car	NA	NA	NA	81
Fear of losing your job	70	76	75	80
Sobriety checkpoints	NA	NA	76	80
Increased automobile rates	NA	NA	80	80
Advice from a close friend	74	81	75	78
Pressure from family members	NA	NA	NA	77
Advertisement showing consequences of drunk driving	70	72	66	75
Embarrassment within your community	66	74	61	72
Pressure from friends	63	71	64	72
News coverage of drinking and driving	NA	NA	66	70

Total Awareness of MADD and What It Tries To Accomplish

Q: Have you ever heard of an organization called MADD (Mothers Against Drunk Driving)?

Ninety-four percent of the drivers surveyed report that they have heard of MADD. Only six percent had not. Those under age 25 are the most likely age group to be unaware of MADD.

Effectiveness of MADD In Making Public Aware of Negative Consequences of Drunk Driving

Q: Do you believe that MADD is very effective, somewhat effective or not at all effective in making the public aware of the negative consequences of drunk driving?

Most drivers aware of MADD believe that MADD is either very effective (28%) or somewhat effective (62%) in making the public aware of the negative consequences of drunk driving. Seven percent do not think MADD is effective.

- Drivers age 35 and over are more likely to say MADD is very effective than are drivers age 16-24 (31% vs. 14%).

Effectiveness of MADD in Making Public Aware of Negative Consequences

(Based on all aware of MADD)

	GENDER			AGE				REGION			
	Total %	Male %	Female %	16-24 %	25-34 %	35-49 %	50+ %	East %	Midwest %	South %	West %
Very effective	28	25	30	14	24	32	30	27	25	31	26
Somewhat effective	62	64	61	67	64	59	63	64	64	58	66
Not at all effective	7	7	6	18	9	6	4	7	6	8	5
Don't know/Refused	3	4	3	1	3	3	3	2	5	3	3
Total	100	100	100	100	100	100	100	100	100	100	100
Number of Interviews	(883)	(436)	(447)	(76)	(109)	(227)	(471)	(172)	(237)	(286)	(188)

Effectiveness of MADD in Making Public Aware of Negative Consequences

(Based on all aware of MADD)

	2000 %	2005 %
Very effective	25	28
Somewhat effective	65	62
Not at all effective	6	7
Don't know/Refused	4	3
Total	100	100
Number of Interviews	(899)	(883)

Support for Potential Methods to Reduce Drunk Driving

Q: There are different ideas being discussed for reducing drunk driving and improving traffic safety. For each of the following ideas, please tell me if you strongly support the idea, support the idea, oppose the idea, or strongly oppose the idea. How about :

- Using sobriety checkpoints to check for drunk drivers*
- Increasing the sales tax on beer, wine and liquor to fund law enforcement efforts*
- Giving police the authority to immediately take away a driver's license when the driver is found to be under the influence of alcohol*
- Giving mandatory jail sentences to first-time drunk driving offenders*
- Encouraging the media to run free public service ads to help stop drunk driving*
- Authorizing the impoundment and sale of a car belonging to a repeat offender found guilty of drunk driving*
- Giving convicted drunk drivers bigger fines and longer jail terms*
- Initiate government restrictions on alcohol advertising that appeals to youth*
- Increasing news coverage of drinking and driving*
- Requiring repeat offenders and offenders with high blood alcohol concentrations to install an ignition interlock in their car, that is, a device that the driver blows into and if alcohol is detected, the car won't start*
- Requiring all DUI offenders to undergo mandatory alcohol abuse assessment and treatment*
- Requiring all drivers and passengers to wear a seat belt*
- Making it illegal to have an open container of alcohol in the car*

The vast majority of drivers would support most of the ideas posed to them to help reduce drunk driving and improve traffic safety. Some measures receive stronger support than others.

- More than half (56%) strongly support requiring repeat offenders with high blood alcohol concentration to install an ignition interlock in their car.
- One in every two (51%) drivers strongly support requiring all passengers to wear a seat belt. And, 51% strongly support making it illegal to have an open container of alcohol in the car.
- Forty-nine percent strongly support requiring all DUI offenders to undergo mandatory alcohol abuse assessment and treatment.

- Using sobriety checkpoints to check for drunk drivers is strongly supported by 42%.
- Authorizing the impoundment and sale of a car belonging to a repeat offender found guilty of drunk driving has strong support from 45% of drivers.
- Forty-six percent strongly support the idea of initiating government restrictions on alcohol advertising that appeals to youth.
- Forty-one percent of drivers strongly support giving police the authority to immediately take away a driver's license when the driver is found to be under the influence of alcohol.
- Increasing the sales tax on beer, wine and liquor to fund law enforcement efforts is strongly supported by 28%.
- One in four (24%) drivers strongly support giving mandatory jail sentences to first-time drunk driving offenders.

Degree of Support for Methods to Reduce Drunk Driving

	Strongly Support			Total Strongly/ Somewhat Support		
	1993 %	2000 %	2005 %	1993 %	2000 %	2005 %
Encouraging the media to run free public service ads to help stop drunk driving	46	39	45	95	91	92
Requiring repeat offenders and offenders with high blood alcohol concentration to install an ignition interlock in their car	NA	NA	56	NA	NA	91
Giving convicted drunk drivers bigger fines and longer jail terms	47	46	50	89	86	90
Requiring all DUI offenders to undergo mandatory alcohol abuse assessment and treatment	NA	NA	49	NA	NA	90
Making it illegal to have an open container of alcohol	NA	NA	51	NA	NA	89
Increasing news coverage of drinking and driving	NA	29	33	NA	84	87
Using sobriety checkpoints to check for drunk drivers	31	35	42	79	83	87
Requiring all drivers and passengers to wear a seat belt	NA	NA	51	NA	NA	87
Authorizing the impoundment and sale of a car belonging to a repeat offender found guilty of drunk driving	38	41	45	77	79	84
Initiate government restrictions on alcohol advertising that appeals to youth	NA	37	46	NA	76	83
Giving police the authority to immediately take away a driver's license when the driver is found to be under the influence of alcohol	37	33	41	77	71	78
Increasing the sales tax on beer, wine and liquor to fund law enforcement efforts	30	25	28	70	60	64
Giving mandatory jail sentences to first-time drunk driving offenders	23	24	24	59	59	63

Technical Appendix

Sample Composition

	Total Sample (n=1002) %	Total Licensed Drivers (n=926) %
GENDER		
Male	49	49
Female	<u>51</u>	<u>51</u>
	100	100
AGE		
16-24	14	12
25-34	16	16
35-49	28	29
50+	<u>42</u>	<u>43</u>
	100	100
EDUCATION		
High school graduate or less/technical school	49	47
College incomplete	25	25
College graduate	<u>26</u>	<u>28</u>
	100	100
REGION OF COUNTRY		
East	21	22
Midwest	23	23
South	35	34
West	<u>21</u>	<u>21</u>
	100	100

Sampling Tolerances

In interpreting survey results, it should be borne in mind that all sample surveys are subject to sampling error, that is, the extent to which the results may differ from what would be obtained if the whole population had been interviewed. The size of such sampling errors depends largely on the number of interviews.

The following tables may be used in estimating the sampling error of any percentage in this report. The computed allowances have taken into account the effect of the sample design upon sampling error. They may be interpreted as indicating the range (plus or minus the figure shown) within which the results of repeated samplings in the same time period could be expected to vary, 95 percent of the time, assuming the same sampling procedures, the same interviewers, and the same questionnaire.

The first table shows how much allowance should be made for the sampling error of a percentage:

RECOMMENDED ALLOWANCE FOR SAMPLING ERROR OF A PERCENTAGE							

IN PERCENTAGE POINTS (AT 95 IN 100 CONFIDENCE LEVEL)*							
S A M P L E S I Z E							
		1000	930	750	500	300	100
PERCENTAGES NEAR	10	2	2	2	3	4	6
PERCENTAGES NEAR	20	3	3	3	4	5	8
PERCENTAGES NEAR	30	3	3	4	4	6	10
PERCENTAGES NEAR	40	3	3	4	5	6	10
PERCENTAGES NEAR	50	3	3	4	5	6	10
PERCENTAGES NEAR	60	3	3	4	5	6	10
PERCENTAGES NEAR	70	3	3	4	4	6	10
PERCENTAGES NEAR	80	3	3	3	4	5	8
PERCENTAGES NEAR	90	2	2	2	3	4	6

* THE CHANCES ARE 95 IN 100 THAT THE SAMPLING ERROR IS NOT LARGER THAN THE FIGURE SHOWN.

The table would be used in the following manner: Let us say a reported percentage is 33 for a group which includes 1000 respondents. Then we go to row "percentages near 30" in the table and go across to the column headed "1000". The number at this point is 3, which means that the 33 percent obtained in the sample is subject to a sampling error of plus or minus 3 points. Another way of saying it is that very probably (95 chances of 100) the true figure would be somewhere between 30 and 36, with the most likely figure the 33 obtained.

In comparing survey results in two samples, such as, for example, men and women, the question arises as to how large a difference between them must be before one can be reasonably sure that it reflects a real difference. In the tables below, the number of points which must be allowed for in such comparisons is indicated.

Two tables are provided. One is for percentages near 20 or 80; the other for percentages near 50. For percentages in between, the error to be allowed for is between those shown in the two tables.

RECOMMENDED ALLOWANCE FOR SAMPLING
ERROR OF THE DIFFERENCE BETWEEN
20 % AND 80 %
IN PERCENTAGE POINTS
(AT 95 IN 100 CONFIDENCE LEVEL)*
S A M P L E S I Z E

	1000	930	750	500	300	100
1002	4					
930	4	4				
750	4	4	4			
500	5	5	5	5		
300	6	6	6	6	7	
100	9	9	9	9	10	12

RECOMMENDED ALLOWANCE FOR SAMPLING
ERROR OF THE DIFFERENCE BETWEEN
50 % AND 50 %
IN PERCENTAGE POINTS
(AT 95 IN 100 CONFIDENCE LEVEL)*
S A M P L E S I Z E
=====

	1000	930	750	500	300	100
1002	5					
930	5	5				
750	5	5	5			
500	6	6	6	7		
300	7	7	7	8	9	
100	11	11	11	11	12	15