



CENTRAL SURVEYS, INC.

P.O. BOX 100 • SHENANDOAH, IOWA 51601
(712) 246-1630

OPINIONS ABOUT HIGHWAY SAFETY

IOWA DRIVERS

November 28 - December 7, 1977

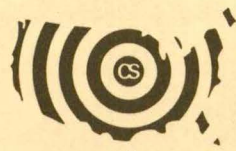
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The opinions, findings, and conclusions expressed in this publication are those of the authors and not necessarily those of the Office for Planning and Programming, Division of Highway Safety, the National Highway Traffic Safety Administration, or the Federal Highway Administration.

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INTRODUCTION



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INTRODUCTION

This report is based on 601 interviews with licensed Iowa drivers. Interviewing was done by telephone from Central Surveys' Shenandoah, Iowa offices from November 28, 1977 to December 7, 1977.

Respondent selection was accomplished in a random manner from current telephone directories. The communities represented in the sample were also randomly selected from state voter registration files. Interviews were in clusters of five in each community. The original telephone number was tried three times on different days and at different times of day before a substitution was used.

Interviewers were instructed to interview only licensed drivers. These potential respondents were further screened to be automobile drivers at least one time per week.

Particular attention was paid to respondent age, and in most openings the interviewer was instructed to ask to interview the youngest available male of age 16 or more. Other age and sex quotas provided the following pattern as compared to U.S. Census Data - Iowa, 1970.

Sex and Age Distribution of
Survey Respondents Compared to U.S. Census Data

	<u>Men (49%)</u>		<u>Women (51%)</u>	
	<u>Survey</u> (%)	<u>Census</u> (%)	<u>Survey</u> (%)	<u>Census</u> (%)
Age 16-24	11	10.6	11	10.3
Age 25-44	16	15.8	17	17.5
Age 45-64	15	15.3	16	15.1
Age 65 or more	7	8.5	7	6.3

The sampling procedure produced excellent representation of all sizes of cities and adequate rural area plus a good geographic spread.

The distribution of interviews in communities throughout the state is shown below.

Distribution of Interviews

<u>METRO</u>	<u>Number of Interviews</u>
Ames	10
Cedar Rapids (including Marion)	35
Council Bluffs	20
Davenport (including Bettendorf)	25
Des Moines (including West Des Moines, Urbandale, Windsor Heights, Norwalk, etc.)	60
Dubuque	20
Iowa City (including Coralville)	15
Mason City (including Clear Lake)	15
Sioux City	20
Waterloo (including Cedar Falls)	15
Total	<u>235</u>
 <u>OTHER CITIES OVER 2,500 POPULATION</u>	
Burlington	10
Carroll	5
Cedar Falls	5
Chariton	5
Charles City	5
Clear Lake	10
Clinton	10
Creston	5
Fairfield	5
Fort Dodge	15
Fort Madison	5
Hampton	5
Keokuk	5
Knoxville	5
Le Claire	5

Distribution of Interviews
(Continued)

<u>OTHER CITIES OVER 2,500 POPULATION (Cont'd.)</u>	<u>Number of Interviews</u>
Marshalltown	5
Muscatine	5
Ottumwa	10
Pella	5
Red Oak	5
Sac City	5
Shenandoah	5
Spirit Lake	5
Storm Lake	5
Tipton	5
Vinton	5
Webster City	<u>10</u>
Total	170
<u>RURAL OR SMALL TOWNS UNDER 2,500 POPULATION</u>	
Adel	5
Ashton	5
Atalissa	5
Aurelia	5
Batavia	5
Battle Creek	5
Bellevue	5
Boyden	5
Brandon	5
Charter Oak	5
Denver	10
Dougherty	5
Dunlap	5
Earlham	5
Epworth	5
Hamburg	5
Hazelton	5
Ida Grove	5
Keystone	5
Lewis	5

Distribution of Interviews
(Continued)

<u>RURAL OR SMALL TOWNS UNDER 2,500 POPULATION</u> (Cont'd.)	<u>Number of</u> <u>Interviews</u>
Lorimor	5
Mallard	5
Mapleton	6
Marengo	5
Martelle	5
Mingo	5
Monroe	5
Northwood	5
Norwalk	5
Ollie	5
Paullina	5
Prescott	5
Scranton	5
Story City	5
Waucoma	5
Welton	5
West Branch	5
Worthington	5
Total	<u>196</u>
 GRAND TOTAL	 <u><u>601</u></u>

SURVEY HIGHLIGHTS



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SURVEY HIGHLIGHTS

There are mixed results in the survey findings for the interests of highway safety. In a nutshell, concern about highway safety is not very great, but there appears to be an interest in avoiding and reducing accidents.

Overall, Iowa residents are fairly well informed about the problem of highway safety in Iowa in terms of causes of accidents and speed limits. Younger drivers, while obviously the cause of many highway safety problems, are also very aware of these problems and their attitudes are favorable toward reducing the problem. For example, the younger driver group in the survey are less likely to call highway safety a "minor problem" in their area. Nearly all of them say they feel "more comfortable" at 55 miles per hour on the highways and they also indicate a higher awareness than other survey groups that the 55 mile per hour speed limit is more important as a way to reduce accidents than as a fuel saver. Also a larger than average proportion say they want more information about highway safety.

Drinking drivers, speed, and driver error are in a near standoff in the eyes of Iowa drivers as the cause of most highway accidents.

A healthy majority say they approve of the 55 mile per hour speed limit, but most of them admit exceeding it. Most of the disapproval would apparently disappear if it was increased to 60 miles per hour. Most Iowa drivers admit to feeling more comfortable at 55 miles per hour than at 70 miles per hour.

There seems to be near consensus that to drive 60 miles per hour will not produce any more severe penalty than a warning ticket, but at 65 mph or higher a ticket and fine would be forthcoming.

Among Iowa drivers 70 percent say they sometimes drink an alcoholic beverage - this includes beer, wine and hard liquor singly or in combination. The groups most likely to drink are in the age group 25 through 44, those with college exposure and white collar workers. Least likely drinkers include retired workers, those age 45 and over, and respondents with less than a high school education.

High proportions of Iowans say it is acceptable, in their circle of acquaintances, to urge a drinker not to drive. They also say, and it may only be lip service, that they themselves would honor a friend's suggestion not to drive.

Apparently the best media to communicate with drivers who drink or those who speed at times of heavy traffic is by radio; car radios are on much of the time in automobiles of those in each category.

Survey results suggest two approaches to the applications of the information. The apparent willingness and social acceptability of asking a less cautious drinker not to drive could be promoted and supported in public service messages in a "How do you tell your best friend.....?" context. This would enlarge on a situation already well accepted.

In addition, it appears that the relationship of fuel saving to the 55 miles per hour speed limit is not well recognized, but safety and the speed limit are largely accepted. It would appear that agencies involved in energy saving could accomplish their purpose by promoting highway safety as a reason to reduce speed, in their publicity programs.

SURVEY QUESTIONS AND ANSWERS



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SURVEY QUESTIONS AND ANSWERS

NOTE: Unless otherwise indicated, percentages are based on a total of 601 interviews.

Q. 1: Do you have a current drivers license? (Asked only to qualify respondent as licensed driver)

Q. 2: In the average week, about how many days do you personally drive a car?

One day	1%
Two	8
Three	7
Four	7
Five	9
Six	7
Seven	61

Q. 3: In the average week, about how many miles do you drive?

Under 50 miles	27%
50 through 99	22
100 through 199	23
200 through 299	10
300 or more miles	17
Don't know	1

Q. 4: About how long have you been a licensed driver?

Licensed driver 5 years or less	14%
Over 5 through 15	26
Over 15 through 30	27
Over 30 years	33

Q. 5: Do you read a daily newspaper on a regular basis?

Yes, read a daily newspaper	80%
No, do not	20

Q. 6: About how many hours per week do you watch television?

Watch television 10 hours or less	40%
11 through 20 hours	29
Over 20 hours	30
Don't know	1

Q. 7: About how many hours per week do you listen to a radio?

Listen to radio 10 hours or less	55%
11 through 20 hours	17
Over 20 hours	27
Don't know	1

Q. 8: When you are driving your car, would you say that your car radio is usually on, usually turned off, or about half and half?

Radio usually on	52%
Usually off (includes 5 respondents who say "no car radio")	23
Half and half	25

Q. 9: Do you usually notice highway billboards when you drive?

Yes, notice billboards	66%
No, do not notice	34

Q. 9a: (If "yes" on Q. 9) Can you recall any billboard messages you've seen in the last week, other than commercial advertisements - that is, any billboards with a public service message?

	Percent asked	(66%)
References to safety - highway emergency phone number, Drive With Care, Buckle Up, Return Safely, etc.		4%
One by Blue Cross about smoking, Army and Navy recruiting, Don't smoke in bed - the ashes you cause could be your own, Abortions, etc.		3
No, do not recall any public service messages		59

Q. 10: How much of a problem do you consider highway safety in your area of Iowa - very serious, somewhat serious, or only a minor problem?

Highway safety problem very serious	10%
Somewhat serious	38
Only a minor problem	49
No opinion	3

Q. 11: Some of the factors involved in highway accidents are excess speed, drunk drivers, driver error, road and weather conditions, and faulty equipment. Please tell me which one factor causes the most accidents, as you understand it.

Q. 11a: Which would be the second largest cause of accidents in Iowa?

	Q. 11 <u>First</u>	Q. 11a <u>Second</u>	<u>Total</u>
Drunk drivers	28%	30%	58%
Excess speed	25	28	53
Driver error	35	18	53
Road and weather conditions	12	17	29
Faulty equipment	2	7	9
Don't know, no opinion	1	2	3

Q. 12: Which would be the least important cause of accidents?

Faulty equipment	59%
Road and weather conditions	17
Driver error	7
Excess speed	5
Drunk drivers	3
Don't know, no opinion	9

Q. 13: As you probably know, the speed limit in Iowa is 55 miles per hour, on all divided highways and most other primary roads. In general, do you feel that the 55 limit is a good idea or a poor idea?

55 miles per hour a good idea	75%
Poor idea	24
Don't know, no opinion	1

Q. 13a: (If "good idea" on Q. 13) What do you think are the main advantages of the 55 miles per hour limit?

	Number saying it's a good idea (452)
Safer, less accidents, better reaction time, you can stop faster to avoid an accident, the accident rate is down, less serious accidents, fewer people killed in accidents, etc.	87%
Saves fuel, energy saving, saves fuel and money	32
Qualified - but interstate speed should be higher, but 60 would be just as safe, but car runs better at 60, etc.	6
It's more relaxing, not as much tension, less tiring	3
People have a tendency to overdrive the limit anyway so it's best to start low, 55 helps to keep drivers down to a reasonable speed, etc.	3
Better for sightseeing, you can see more of the scenery	1
Better for your car, not as hard on the car	1
Miscellaneous other answers	*
Don't know, nonspecific	1

Q. 13b: (If "poor idea" on Q. 13) What are your main objections to the 55 mile per hour limit?

	Number saying it's a poor idea (146)
60 would be better, 60 or 65 would be much better, 60 is more realistic	34%
Too slow, takes too long to get anywhere, when you're on vacation you want to get where you're going, etc.	29
Nobody observes it anyway so why have it, most people drive between 60 and 65 anyway, it's not enforced	20
Should be raised on the interstate, should be 65 on the interstate, should be raised on divided highways, interstates are designed for higher speeds, we paid a lot of tax money to build interstates and should be allowed to drive faster on them	16
New cars are made to function better at higher speeds, cars perform better at higher speeds	15
The accident rate is no lower, more accidents now than when it was 70, the slower speed causes more accidents, traffic piles up and there's more chance of an accident	14
No fuel savings, get better mileage at a higher speed	11
Miscellaneous other answers	8

* Less than ½ of 1 percent.

Q. 14: When you are driving on a divided highway such as an interstate, about how fast do you usually drive?

Drive 55 or less	41%
56 to 60 miles per hour	45
Over 60 to 65	9
All over 65	3
Never drive on the interstate, don't drive out of town	3

Q. 14a: (If says "55 or less" on Q. 14) Do you sometimes drive 60 on the interstate?

Yes, drive 60 on the interstate	77%
No, do not	20
Never drive on the interstate, don't drive out of town	3

Q. 14b: (If says "yes drive 60" on Q. 14a) Do you sometimes drive 65?

Yes, sometimes drive 65	33%
No, do not	65
Never drive on the interstate, don't drive out of town	3

Q. 14c: (If says "yes drive 65" on Q. 14b) Do you sometimes drive 70 or more?

Yes, sometimes drive 70 or more	9%
No, do not	88
Never drive on the interstate, don't drive out of town	3

Q. 15: If a person were clocked at 70 mph by a patrolman do you think the person would receive a speeding ticket, or just get a warning?

Fine, speeding ticket	88%
Just a warning	6
Just a warning for first offense	2
Qualified - depends on road conditions, time of day, density of traffic, etc.	1
Don't know	3

Q. 15a: (If says "fine" or "don't know" on Q. 15) How about a person clocked at 65 - would that person get a ticket or just a warning?

Fine, speeding ticket	64%
Just a warning	24
Just a warning for first offense	4
Depends on the patrolman	2
Qualified - depends on road conditions, time of day, density of traffic, etc.	1
Don't know	5

Q. 15b: (If says "fine" or "don't know" on Q. 15a) How about a person clocked at 60 mph - would that person get a ticket or just a warning?

Fine, speeding ticket	8%
Just a warning	82
Just a warning for first offense	3
Depends on the patrolman	2
Qualified - depends on road conditions, time of day, density of traffic, etc.	1
Don't know	4

Q. 16: Do you personally feel safer when driving at 55 mph than at 70 mph?

Yes, feel safer	78%
No, do not	18
Qualified - as safe at 60 or some other higher speed	2
Don't know	2

Q. 17: Do you think the 55 mph speed limit is more important as a way to save fuel, or as a way to reduce accidents?

Save fuel	10%
Reduce accidents	56
Both save fuel and reduce accidents	28
Neither	4
Don't know	2

Q. 18: The next series of questions have to do with the topic of drinking and driving. First, may I ask, do you ever drink beer yourself?

Yes, drink beer	49%
No, do not	51

Q. 19: Do you ever drink wine?

Yes, drink wine	44%
No, do not	56

Q. 20: Do you ever drink hard liquor such as vodka or whiskey?

Yes, drink hard liquor	53%
No, do not	47

Q. 21: The next question deals with the social acceptability of drinking and driving. Among your own friends, is it considered socially acceptable to drive after having several drinks, such as 4 or more, or not socially acceptable?

Yes, socially acceptable	38%
No, not socially acceptable	54
Don't know, no opinion	8

Q. 22: Among your friends, is it socially acceptable to ask a friend not to drive, if you think the friend has had too much to drink?

Yes, socially acceptable	89%
No, not socially acceptable	5
Don't know, no opinion	6

Q. 23: (Asked only if use alcoholic beverages) Suppose the situation were turned around and one of your friends told you that you shouldn't drive because you had had too much to drink. Do you think you would take the friend's advice, or ignore it?

	Number asked	(422)
Would take friend's advice		90%
Would ignore it		5
Don't know, no opinion		5

Q. 24: During the past year have you taken any action to prevent someone from driving after having too many drinks?

Yes, have taken action	30%
No, have not	69
Don't know, can't recall	1

Q. 24a: (If "yes" on Q. 24) How did you handle it? What did you do? etc.

	Percent asked	(30%)
Did the driving, took the keys away and drove home myself, saw to it that he had a ride home, sent him home in a cab		24%
Told them they shouldn't drink and drive, just told him that he'd had too much to drink		2
Made him sleep it off, made him stay until he was sober, locked the car and made them stay		2
Gave him coffee and walked him around, gave him something to eat to sober him up, gave him coffee		1
Called the authorities		*
Miscellaneous answers		1

Q. 25: (Asked only if use alcoholic beverages) With respect to your own driving habits, would you say that compared to a year ago, are you more likely to drive after having several drinks, or less likely to drive after having several drinks?

	Number asked	(422)
More likely		3%
Less likely		61
Same (includes 18 respondents say something to the effect "I never drink and drive," "If I know I'm going to be drinking I don't plan on driving," etc.)		34
Don't know, can't recall		2

* Less than $\frac{1}{2}$ of 1 percent.

Q. 26: By your best guess, out of every 10 traffic deaths in Iowa, how many would you say are caused by drinking drivers?

One	5%
Two	8
Three	12
Four	13
Five	28
Six	6
Seven	8
Eight	7
Nine	2
Ten	1
Don't know	10

Q. 27: Do you feel that you have enough information on highway safety subjects such as the effect of speeding and drinking drivers, or would you like to have more information?

Have enough information	63%
Would like more information	34
Don't know	3

Q. 28: If you wanted more information on those subjects would you rather get it from newspapers, television, radio, billboards or some other way?

Television	42%
Newspapers	31
Radio	12
Patrolman, police, law enforcement officers, sheriff, the state patrolman at the license bureau, etc.	8
Billboards	8
Pamphlets, literature, manuals, pamphlets or literature through the mail	6
At a Driver's Education class at a school	2
Government officials, state legislator	1
Miscellaneous - AAA, speakers, meetings, a friend, etc.	2
Don't know	7

SURVEY FINDINGS



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SURVEY FINDINGSConcern About Highway Safety
(Q.10)

Only 10 percent of the active drivers in Iowa consider highway safety as a very serious problem in their area of the state. Tempering that small number is 38 percent who consider the problem as somewhat serious, but 49 percent say highway safety is only a minor problem in their part of Iowa.

Among survey subgroups there is only minor deviation from the survey total. There is the least concern among the retired, with only 2 percent saying they consider the problem serious and 57 percent saying it is only a minor problem. Drivers who live in the country are more inclined to call the problem serious. Students are the least inclined (only 33%) among surveys groups to treat the problem as only minor.

Main Causes of Accidents
(Q.11, 11a & 12)

Driver error is named by 35 percent of the Iowa drivers as the one factor most likely to cause accidents. It is followed by 28 percent who say drunk drivers are the most likely cause and 25 percent put the blame on excessive speed. The second largest cause of accidents in Iowa is thought to be drunk drivers by 30 percent of the drivers, while 28 percent blame excessive speed, and 18 percent name driver error. The following table shows the total of the choices from both questions and this combines to 58 percent naming drunk drivers and 53 percent each for speed and driver error. The table also shows the least important cause of accidents, and faulty equipment is named far more often than any others.

	Most Likely Causes (Two choices)	Least Likely Cause
	<u>Total</u>	<u>Cause</u>
Drunk drivers	58%	3%
Speed	53%	5%
Driver error	53%	7%
Roads and weather	29%	17%
Faulty equipment	9%	59%
No opinion	3%	9%

A further table shows the opinions of those who drink and those who do not drink, and their ideas on the primary causes of accidents in Iowa.

<u>Accident Causes</u> (First and second selections combined)	Number	People Who <u>Drink</u>	Do Not <u>Drink</u>
		(422)	(179)
Driver error		57%	43%
Drunk drivers		56	60
Speed		48	62
Roads and weather		31	24
Faulty equipment		9	8
No opinion		2	4

The distinct difference in these two groups are that those who drink are more apt to select driver error than speed as the main cause, while those who do not drink select speed over driver error in larger numbers. Both groups refer about equally to drunk drivers as a cause of accidents.

Attitudes about 55
MPH Speed Limit
(Q.13, 13a, 13b, 16 & 17)

Approval of the 55 mile per hour speed limit is expressed by three out of four drivers; 24 percent say they think it is a poor idea. Majorities in each of the survey subgroups express approval with such expressions coming from 85 percent of the housewives down to 67 percent of those who drive most. A surprise pairing is found among retired persons and students with 84 percent and 83 percent respectively approving the 55 mile per hour speed limit. Those who say the 55 mile per hour speed limit is a good idea mostly say that they think the main advantages are for safety and fuel saving. In all, 87 percent name safety and an additional 32 percent suggest energy and fuel saving. Several other reasons are given by much smaller proportions including 6 percent who qualify their answers, many suggesting higher speed limits would be acceptable on divided highways.

Drivers who indicate disapproval or objection to the 55 mile per hour limit mostly say that 60 or 65 would be a better, more realistic speed to set. This is mentioned by 34 percent while 29 percent simply say that it takes too long and it's too tiresome driving for long periods at 55. Another 16 percent say the speed limit should be raised on interstates (probably implying all four lane roads). Other objections are given by smaller proportions including 20 percent who say that there is no reason to have it because nobody observes it anyway. Comments and replies to this question are shown in verbatim form beginning on Page 33.

A lopsided majority of 78 percent say they personally feel safer when driving at 55 miles per hour than at 70, and only 18 percent reply negatively, and 2 percent qualify that they would feel as safe at a higher speed. Again replies of the student subgroup is a surprise with 92 percent replying that they feel safer at that speed; retired persons follow closely at 87 percent. The lowest proportion was found among blue collar workers where only 68 percent reply affirmatively.

While the 55 mile per hour speed limit was originally installed as a fuel saving device, is now recognized more importantly by Iowa drivers as a way to reduce accidents. In all, 50 percent say that accident reduction is its most important function, and only 10 percent exclusively say that it is a fuel saving measure; also it should be noted that an additional 28 percent say that it serves with equal importance in both functions. The largest proportion saying it is to reduce accidents is found in the student subgroup. One reason may be that many of these students were not of driving age in 1973 when the speed limit was instigated during the time of the oil embargo.

Interstate Highway Speeds

(Q.14, 14a, 14b, 14c, 15, 15a & 15b)

When drivers are asked how fast they usually drive on a divided highway such as an interstate, 41 percent say they usually drive at 55 miles per hour or less and 45 percent say they usually drive at a speed over 55 but no more than 60, and the balance drive over 60 with the exception of 3 percent who say they don't drive on such roads. Upon further probing of those who say they drive 55 or less (in steps of 5 miles per hour) 77 percent admit to sometimes driving 60, 33 percent admit to sometimes driving 65 miles per hour and 9 percent will admit to driving 70 miles per hour.

While only 9 percent of the survey total admit to driving 70 at times, 19 percent of those who drive 200 miles or more a week admit to sometimes driving 70. The smallest proportion among the survey groups admitting sometimes driving 70 is 3 percent of those age 65 and over. A clear pattern emerges among highway drivers as to what they would expect if clocked by the highway patrol at various speeds. If the driver was clocked at 70 miles per hour, 88 percent say they would

expect a ticket or fine. If a driver was clocked at 65 miles per hour 64 percent say they would expect a ticket or fine and 28 percent a warning, while only 8 percent would expect a ticket for a driver clocked at 60 miles an hour and 85 percent a warning of some kind.

Other answers are given in all three cases such as "it depends on the officer" and other qualified answers. A comparison of replies is shown in the following table:

	<u>Speed Clocked</u>		
	<u>70</u>	<u>65</u>	<u>60</u>
Would expect a ticket	88%	64%	8%
Warning only	6	24	82
Warning for first offense	2	4	3
Depends on officer	*	2	2
Other qualified replies	1	1	1
No opinion	3	5	4

It certainly appears that the large majority of drivers believe the Iowa Highway Patrol is conceding 5 miles per hour over 55.

Personal Alcohol Usage
(Q.18, 19 & 20)

In all, 70 percent of Iowa's licensed drivers drink one or more forms of alcoholic beverages. The proportions admitting consumption of hard liquor, beer, and wine is shown in the following table:

	<u>Use Alcohol in Some Form</u>	
	<u>Yes</u>	<u>No</u>
Drink one or more forms of alcoholic beverage	70%	30
Hard liquor	53%	47
Beer	49%	51
Wine	44%	56

(Percentages read across)

Survey subgroups with significantly higher proportions using alcohol are shown on the following page along with those with significantly lower proportions of users.

<u>Higher Proportions of Users:</u>	<u>Percent Using Alcohol</u>
	<u>%</u>
Age 25 - 44	84
Attended college	81
White collar	80
<u>Low Proportions of Users:</u>	<u>%</u>
Retired	46
Age 65 and over	52
Less than high school education	58
Age 45 - 64	59

Drinking and Driving
(Q.21, 22, 23, 24a & 25)

Only 38 percent say it is socially acceptable among their friends and acquaintances to drive after having as many as four drinks. Among the survey subgroups only younger drivers, students, and blue collar workers produce small majorities saying it is socially acceptable to drive after drinking.

However, in a follow up question 89 percent say it is socially acceptable to ask a friend not to drive if you think he has had too much to drink. There are no significant deviations from this high proportion among the survey subgroups.

When those who admit some use of alcoholic beverages are asked if they would take a friend's advice and not drive after drinking if the friend thought they shouldn't, 90 percent reply affirmatively. Again among the survey subgroups the deviations are mostly minor except that among drinkers who have retired 97 percent say they would accept the friends judgement.

Among all drivers, 30 percent say that they have taken action in the past year to prevent somebody from driving after having (what they felt) were too many drinks. This type of response is highest among the age group 16 through 24 where 57 percent say they have done this; such answers diminish with increased age to only 4 percent of those age 65 and over saying they have made such an effort.

More say they provided the person with a ride home, either by driving themselves, seeing that they had another ride, or calling a cab. Other remedies were less numerous such as simply telling them not to drive; asking them to stay overnight, providing food and coffee, calling authorities, etc. These comments and remedies can be seen in detail beginning on Page 36.

Among drinkers 61 percent say their habits have improved compared to a year ago and that they are now less likely to drive after having several drinks than a year ago. Only 3 percent say that they are more likely to drive after drinking and 34 percent say their habits are unchanged including several who say that they never drink and then drive, or that they never did and never expect to do so. We suggest caution in evaluating replies to this question, however. We suspect that many who said "less likely" were really saying "not likely." There is also the factor that few people will admit to a socially questionable action such as driving after too many drinks.

Information About Highway Safety
(Q.26, 27 & 28)

Replies as to their best guess of the number of traffic deaths caused by drinking drivers probably indicates lack of information in this regard. The most common answer, that 5 out of each 10 deaths are traffic related, is given by 28 percent. An additional 38 percent say fewer than 5 are traffic related. On the

other hand, 21 percent say the figure is higher than five. The frequency distribution, if plotted as a curve, would closely resemble that which would result from pure guesswork. While the bell curve is slightly lopsided, it would appear that the extremes and the middle are represented to fit such a curve.

Nearly two out of three drivers say they feel they have enough information on subjects of highway safety. In all, 63 percent feel well enough informed and 34 percent are open to more information. Among survey subgroups it is an interesting observation that the younger driver feels less well informed than each succeeding age group. Among the youngest only 54 percent feel adequately informed; among the oldest 72 percent consider themselves well informed. Younger drivers and white collar drivers are most open to more information (44%).

Television is selected by 42 percent as the best media to provide information on traffic safety. Newspapers are selected by 31 percent and radio trailing at 12 percent. Other sources are named by much smaller proportions. The younger drivers name those media in the same order as the survey total.

Media Use and Attention
(Q.5, 6, 7, 8, 9 & 9a)

Four out of five Iowa drivers say they read a daily paper on a regular basis. The highest readership is found among those who have attended college with 87 percent replying that they read a newspaper daily; those who have driven less than five years are least likely to read a daily paper regularly.

Television viewing habits are quite evenly spread with four in ten saying that they watch the TV for ten hours or less each week, three in ten say that they watch from 11 to 20 hours per week, and the balance say they watch for more than 20 hours throughout a week. The more frequent viewers are the older people and retired; those watching the least TV are white collar workers and high mileage weekly drivers.

Radio listening receives less attention than TV with 55 percent saying that they listen to a radio fewer than 10 hours a week, 17 percent say they listen from 11 to 20 hours, and 27 percent listen over 20 hours a week. The survey subgroups with the heaviest listening schedules are the age 45 through 64, less than high school education and rural and small town residents. The least frequent listeners are found in the age group 25 through 44, those who have attended college, and metro residents.

Just a shade over half (52%) say that their car radio is usually on when driving, and an additional 25 percent say it is on about half of the time. Those subgroups most likely to have a car radio turned on are younger drivers, both white and blue collar workers, and those driving 200 miles or more per week.

Two out of three Iowa drivers say that they usually notice highway billboards when they are driving with younger drivers saying most frequently that they notice them.

Only 7 percent, however, are able to recall any public service billboard messages; four percent refer to safety messages and three percent give other types of billboard messages such as smoking, arm forces recruiting, etc. The following table shows the survey subgroups with the largest proportions who drink and admit driving 70 miles per hour and the medium to which they are most exposed.

Media Exposure:

<u>Groups Most Likely to Drink</u>	<u>% Who Drink</u>	<u>Read a Daily Paper</u> %	<u>Most Hours Watching TV</u> %	<u>Most Hours Listening to Radio</u> %	<u>Car Radio Usually On</u> %	<u>Aware of Billboards</u> %
Survey Total	70	80	29	27	52	66
Age 25 - 44	84	79	24	21	66	67
Attended college	81	87	23	21	56	61
White collar	80	83	19	26	66	61
Blue collar	79	77	24	25	66	68
Metro	79	80	24	24	52	63

<u>Groups Most Likely to Speed</u>	<u>% Over 70 MPH</u>					
Survey Total	9	80	29	27	52	66
Drive 200 + per week	19	83	18	30	60	69
Age 16 - 24	14	69	35	28	67	73
Men	14	81	26	26	53	67
Driving less than 5 years	14	66	35	30	66	72
Students	13	77	27	32	67	70

OPINION VARIATIONS BY SUBGROUPS



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Q. 5: Do you read a daily newspaper on a regular basis?

	<u>Yes</u> (Percentages read across)	<u>No</u>
Iowa Highway Safety Total	80%	20
<u>Age:</u>		
16 through 24	69%	31
25 through 44	79%	21
45 through 64	84%	16
65 and over	85%	15
<u>SEX:</u>		
Men	81%	19
Women	78%	22
<u>OCCUPATION:</u>		
White collar	83%	17
Blue collar	77%	23
Housewife	79%	21
Retired	83%	17
Student	77%	23
<u>SIZE OF COMMUNITY:</u>		
Metropolitan	80%	20
Other urban areas	86%	14
Rural and small town	74%	26
<u>URBAN OR RURAL:</u>		
Live in town	82%	18
Live in the country	72%	28
<u>EDUCATION:</u>		
Less than complete high school	74%	26
Completed high school	75%	25
Attended college	87%	13
<u>MILES DRIVEN PER WEEK:</u>		
Less than 50	80%	20
50 to 99	77%	23
100 to 199	77%	23
200 or more	83%	17
Driven less than 5 years	66%	34

Q. 6: About how many hours per week do you watch television?

	<u>10 or less</u>	<u>11 through 20</u>	<u>Over 20</u>	<u>Don't Know</u>
	(Percentages read across)			
Iowa Highway Safety Total	40%	29	30	1
<u>AGE:</u>				
16 through 24	40%	24	35	1
25 through 44	44%	32	24	-
45 through 64	43%	31	24	2
65 and over	26%	26	47	1
<u>SEX:</u>				
Men	45%	29	26	*
Women	35%	30	33	2
<u>OCCUPATION:</u>				
White collar	51%	29	19	1
Blue collar	45%	30	24	1
Housewife	25%	32	41	2
Retired	29%	27	43	1
Student	38%	35	27	-
<u>SIZE OF COMMUNITY:</u>				
Metropolitan	46%	30	24	-
Other urban areas	38%	28	32	2
Rural and small town	34%	30	35	1
<u>URBAN OR RURAL:</u>				
Live in town	40%	31	28	1
Live in the country	41%	26	32	1
<u>EDUCATION:</u>				
Less than complete high school	40%	25	35	-
Completed high school	36%	29	33	2
Attended college	45%	32	23	-
<u>MILES DRIVEN PER WEEK:</u>				
Less than 50	34%	25	41	-
50 to 99	35%	33	30	2
100 to 199	38%	32	30	1
200 or more	52%	30	18	-
Driven less than 5 years	36%	28	35	1

* Less than $\frac{1}{2}$ of 1 percent.

Q. 7: About how many hours per week do you listen to a radio?

	<u>10 or less</u>	<u>11 through 20</u>	<u>Over 20</u>	<u>Don't Know</u>
	(Percentages read across)			
Iowa Highway Safety Total	55%	17	27	1
<u>AGE:</u>				
16 through 24	51%	20	28	1
25 through 44	62%	17	21	-
45 through 64	49%	17	33	1
65 and over	58%	15	25	2
<u>SEX:</u>				
Men	57%	16	26	1
Women	53%	19	28	1
<u>OCCUPATION:</u>				
White collar	56%	17	26	1
Blue collar	57%	18	25	1
Housewife	53%	19	27	-
Retired	58%	14	25	2
Student	50%	18	32	-
<u>SIZE OF COMMUNITY:</u>				
Metropolitan	59%	17	24	*
Other urban areas	51%	20	27	2
Rural and small town	53%	16	31	-
<u>URBAN OR RURAL:</u>				
Live in town	56%	16	27	1
Live in the country	53%	20	27	-
<u>EDUCATION:</u>				
Less than complete high school	52%	15	32	1
Completed high school	52%	18	30	1
Attended college	61%	18	21	*
<u>MILES DRIVEN PER WEEK:</u>				
Less than 50	57%	16	27	-
50 to 99	55%	17	28	1
100 to 199	57%	20	22	1
200 or more	53%	17	30	1
Driven less than 5 years	51%	18	30	1

* Less than $\frac{1}{2}$ of 1 percent.

Q. 8: When you are driving your car, would you say that your car radio is usually on, usually turned off, or about half and half?

	<u>Usually On</u>	<u>Usually Off</u>	<u>Half and Half</u>
	(Percentages read across)		
Iowa Highway Safety Total	52%	23	25
<u>AGE:</u>			
16 through 24	67%	9	24
25 through 44	66%	10	24
45 through 64	45%	26	29
65 and over	16%	63	21
<u>SEX:</u>			
Men	53%	21	26
Women	52%	24	24
<u>OCCUPATION:</u>			
White collar	66%	15	19
Blue collar	66%	8	26
Housewife	41%	27	32
Retired	13%	64	23
Student	67%	13	20
<u>SIZE OF COMMUNITY:</u>			
Metropolitan	52%	21	27
Other urban areas	53%	22	25
Rural and small town	53%	25	22
<u>URBAN OR RURAL:</u>			
Live in town	52%	24	24
Live in the country	53%	19	28
<u>EDUCATION:</u>			
Less than complete high school	41%	31	28
Completed high school	55%	18	26
Attended college	56%	22	22
<u>MILES DRIVEN PER WEEK:</u>			
Less than 50	52%	24	23
50 to 99	42%	32	26
100 to 199	54%	20	26
200 or more	60%	16	24
Driven less than 5 years	66%	11	23

Q. 9: Do you usually notice highway billboards when you drive?

	<u>Yes</u> (Percentages read across)	<u>No</u>
Iowa Highway Safety Total	66%	34
<u>AGE:</u>		
16 through 24	73%	27
25 through 44	67%	33
45 through 64	62%	38
65 and over	63%	37
<u>SEX:</u>		
Men	67%	33
Women	66%	34
<u>OCCUPATION:</u>		
White collar	61%	39
Blue collar	68%	32
Housewife	68%	32
Retired	64%	36
Student	70%	30
<u>SIZE OF COMMUNITY:</u>		
Metropolitan	63%	37
Other urban areas	69%	31
Rural and small town	69%	31
<u>URBAN OR RURAL:</u>		
Live in town	66%	34
Live in the country	67%	33
<u>EDUCATION:</u>		
Less than complete high school	67%	33
Completed high school	71%	29
Attended college	61%	39
<u>MILES DRIVEN PER WEEK:</u>		
Less than 50	65%	35
50 to 99	68%	32
100 to 199	62%	38
200 or more	69%	31
Driven less than 5 years	72%	28

Q. 10: How much of a problem do you consider highway safety in your area of Iowa - very serious, somewhat serious, or only a minor problem?

	<u>Very Serious</u>	<u>Somewhat Serious</u>	<u>Minor Problem</u>	<u>No Opinion</u>
	(Percentages read across)			
Iowa Highway Safety Total	10%	38	49	3
<u>AGE:</u>				
16 through 24	8%	52	39	1
25 through 44	10%	37	51	1
45 through 64	12%	30	54	4
65 and over	7%	36	47	10
<u>SEX:</u>				
Men	10%	37	52	2
Women	9%	40	46	5
<u>OCCUPATION:</u>				
White collar	11%	41	46	2
Blue collar	11%	35	51	3
Housewife	10%	34	52	4
Retired	2%	34	57	7
Student	12%	53	33	2
<u>SIZE OF COMMUNITY:</u>				
Metropolitan	10%	41	46	3
Other urban areas	7%	38	52	3
Rural and small town	12%	34	50	4
<u>URBAN OR RURAL:</u>				
Live in town	8%	39	49	4
Live in the country	16%	36	47	1
<u>EDUCATION:</u>				
Less than complete high school	12%	28	54	6
Completed high school	10%	37	50	3
Attended college	8%	45	45	2
<u>MILES DRIVEN PER WEEK:</u>				
Less than 50	9%	37	47	6
50 to 99	8%	35	51	5
100 to 199	7%	42	49	1
200 or more	13%	37	49	1
Driven less than 5 years	11%	49	37	2

Q. 17: Do you think the 55 mph speed limit is more important as a way to save fuel, or as a way to reduce accidents?

	<u>Save Fuel</u>	<u>Reduce Accidents</u>	<u>Both</u>	<u>Neither</u>	<u>Don't Know</u>
	(Percentages read across)				
Iowa Highway Safety Total	10%	56	28	4	2
<u>AGE:</u>					
16 through 24	17%	61	19	2	1
25 through 44	10%	58	26	6	*
45 through 64	6%	52	32	4	5
65 and over	10%	47	38	1	3
<u>SEX:</u>					
Men	11%	51	29	6	3
Women	10%	59	27	2	2
<u>OCCUPATION:</u>					
White collar	11%	53	25	9	2
Blue collar	10%	57	27	4	2
Housewife	8%	60	29	-	3
Retired	12%	45	42	-	1
Student	13%	63	22	-	2
<u>SIZE OF COMMUNITY:</u>					
Metropolitan	14%	56	25	4	1
Other urban areas	10%	55	30	2	3
Rural and small town	6%	55	31	5	3
<u>URBAN OR RURAL:</u>					
Live in town	11%	55	28	4	2
Live in the country	7%	56	30	5	3
<u>EDUCATION:</u>					
Less than complete high school	12%	48	36	1	2
Completed high school	9%	60	24	5	2
Attended college	11%	54	29	4	2
<u>MILES DRIVEN PER WEEK:</u>					
Less than 50	10%	57	30	1	1
50 to 99	10%	59	25	3	3
100 to 199	11%	53	30	3	3
200 or more	10%	52	28	8	3
Driven less than 5 years	14%	60	23	1	1

* Less than ½ of 1 percent.

- Q. 18: The next series of questions have to do with the topic of drinking and driving. First, may I ask, do you ever drink beer yourself?
- Q. 19: Do you ever drink wine?
- Q. 20: Do you ever drink hard liquor such as vodka or whiskey?

	Alcoholic Beverage Users	Non-users
	(Percentages read across)	
Iowa Highway Safety Total	70%	30
<u>AGE:</u>		
16 through 24	76%	24
25 through 44	84%	16
45 through 64	59%	41
65 and over	52%	48
<u>SEX:</u>		
Men	74%	26
Women	66%	34
<u>OCCUPATION:</u>		
White collar	80%	20
Blue collar	79%	21
Housewife	65%	35
Retired	46%	54
Student	70%	30
<u>SIZE OF COMMUNITY:</u>		
Metropolitan	79%	21
Other urban areas	66%	34
Rural and small town	63%	37
<u>URBAN OR RURAL:</u>		
Live in small town	72%	28
Live in the country	65%	35
<u>EDUCATION:</u>		
Less than complete high school	58%	42
Completed high school	67%	33
Attended college	81%	19
<u>MILES DRIVEN PER WEEK:</u>		
Less than 50	67%	33
50 to 99	72%	28
100 to 199	70%	30
200 or more	73%	27
Driven less than 5 years	69%	31

Q. 21: The next question deals with the social acceptability of drinking and driving. Among your own friends, is it considered socially acceptable to drive after having several drinks, such as 4 or more, or not socially acceptable?

	<u>Socially Acceptable</u>	<u>Not Socially Acceptable</u>	<u>Don't Know</u>
	(Percentages read across)		
Iowa Highway Safety Total	38%	54	8
<u>AGE:</u>			
16 through 24	54%	45	1
25 through 44	44%	50	6
45 through 64	32%	60	8
65 and over	15%	65	20
<u>SEX:</u>			
Men	41%	54	5
Women	34%	55	11
<u>OCCUPATION:</u>			
White collar	38%	53	9
Blue collar	51%	46	3
Housewife	32%	57	11
Retired	23%	61	16
Student	52%	48	-
<u>SIZE OF COMMUNITY:</u>			
Metropolitan	41%	53	6
Other urban areas	34%	57	9
Rural and small town	38%	53	9
<u>URBAN OR RURAL:</u>			
Live in town	37%	55	8
Live in the country	40%	53	7
<u>EDUCATION:</u>			
Less than complete high school	30%	58	12
Completed high school	40%	55	5
Attended college	40%	52	8
<u>MILES DRIVEN PER WEEK:</u>			
Less than 50	34%	59	7
50 to 99	35%	58	8
100 to 199	43%	51	7
200 or more	42%	50	8
Driven less than 5 years	48%	49	2

Q. 24: During the past year have you taken any action to prevent someone from driving after having too many drinks?

	<u>Yes</u>	<u>No</u>	<u>Can't Recall</u>
	(Percentages read across)		
Iowa Highway Safety Total	30%	69	1
<u>AGE:</u>			
16 through 24	57%	43	-
25 through 44	36%	63	1
45 through 64	16%	83	1
65 and over	4%	94	1
<u>SEX:</u>			
Men	32%	67	1
Women	28%	72	*
<u>OCCUPATION:</u>			
White collar	31%	69	-
Blue collar	45%	55	1
Housewife	22%	77	1
Retired	5%	95	-
Student	55%	45	-
<u>SIZE OF COMMUNITY:</u>			
Metropolitan	33%	67	*
Other urban areas	24%	76	-
Rural and small town	32%	66	2
<u>URBAN OR RURAL:</u>			
Live in town	29%	71	*
Live in the country	32%	66	2
<u>EDUCATION:</u>			
Less than complete high school	29%	71	-
Completed high school	32%	67	1
Attended college	28%	71	*
<u>MILES DRIVEN PER WEEK:</u>			
Less than 50	24%	75	1
50 to 99	29%	71	-
100 to 199	28%	71	1
200 or more	39%	60	1
Driven less than 5 years	53%	47	-

* Less than $\frac{1}{2}$ of 1 percent.

Q. 27: Do you feel that you have enough information on highway safety subjects such as the effect of speeding and drinking drivers, or would you like to have more information?

	<u>Have Enough</u>	<u>Would Like More</u>	<u>Don't Know</u>
	(Percentages read across)		
Iowa Highway Safety Total	63%	34	3
<u>AGE:</u>			
16 through 24	54%	44	2
25 through 44	60%	38	2
45 through 64	67%	28	4
65 and over	72%	25	3
<u>SEX:</u>			
Men	66%	32	2
Women	59%	37	3
<u>OCCUPATION:</u>			
White collar	56%	44	1
Blue collar	69%	28	3
Housewife	58%	37	4
Retired	72%	23	5
Student	57%	40	3
<u>SIZE OF COMMUNITY:</u>			
Metropolitan	64%	33	3
Other urban areas	57%	40	3
Rural and small town	66%	31	3
<u>URBAN OR RURAL:</u>			
Live in town	63%	35	2
Live in the country	61%	34	5
<u>EDUCATION:</u>			
Less than complete high school	69%	26	5
Completed high school	64%	33	3
Attended college	57%	41	2
<u>MILES DRIVEN PER WEEK:</u>			
Less than 50	62%	35	3
50 to 99	62%	35	3
100 to 199	67%	31	1
200 or more	60%	37	3
Driven less than 5 years	55%	43	1
<u>USE ALCOHOL ?:</u>			
Alcohol users	61%	36	3
Alcohol non-users	67%	31	2

SUMMARIES OF VERBATIM COMMENTS



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Main Objections To The 55 Mile Per Hour Limit

Q.13: As you probably know, the speed limit in Iowa is 55 miles per hour, on all divided highways and most other primary roads. In general, do you feel that the 55 limit is a good idea or a poor idea?

Q.13b: (If "poor idea") What are your main objections to the 55 mile per hour limit?

(Answers by the 146 respondents who object
to the 55 mile per hour limit)

- 49 merely suggest a higher speed limit: "I think 60 would be more realistic," "Sixty to sixty-five would be better," "The limit should be 65," "Sixty is better," "I'd like to have it 65 mph and don't feel any different driving at that speed," "I think there should be a limit but 60 would be better than 55," "It should be at least 60," "It's about 5 miles per hour too slow for me - 60 would be better," "It's unrealistic - 60 would be more acceptable,"
- 43 say it's too slow, takes too long to get anywhere, when you're on vacation you want to get where you're going, etc.: "It's too slow," "Takes longer to get places," "You don't get anywhere," "Too slow for long distance driving," "Time is money and that's too slow," "If everone drove 55 we'd have what looked like a funeral procession on the highway," "I don't like driving that slow," "On vacation when you have a long drive you like to get there," "Too slow - you get bored," etc.
- 29 say nobody observes the 55 mile per hour speed limit anyway: "Many people don't observe it," "People drive more than 55 anyway," "It's not enforced so what's the use," "People speed anyway," "Everyone passes you at 55," "People are geared to going faster anyway and it's hard to hold them down," "It's a farce and not being observed," "Most people drive between 60 and 65; They always have and still do," etc.

- 24 say it should be raised on the interstate, interstates are designed for higher speeds, etc.: "The limit should be 65 on the interstate," "On the interstate you should be able to go 75 because the roads are made to go that speed," "That's too slow on the interstate - it should be 65," "It should be 60 or 70 on a divided highway or interstate," "It's O.K. on back roads but too slow for the interstate," "It's ridiculous on a four-lane highway. We spent taxes on big highways to travel 70 or 75 and we only get to drive 55," "Interstates are designed for higher speeds," "They should raise it to 65 on the interstates and leave it at 55 on a two-lane highway," "It doesn't make sense to spend money on these four-lane highways for faster speeds and you can't drive the speed they're built for," "Its poor use of interstates," "They built the interstate to move traffic so they ought to raise the speed limit," etc.
- 22 say newer cars are made to function better at higher speeds, etc.: "Modern cars are built to go faster," "Most cars are built for a speed of 60 or 65 and run better at those speeds," "I drive a Cadillac and it doesn't operate efficiently at that speed - it was built for a faster speed," "My car operates better at higher speeds like 70," "My car performs better at 65," "Cars function better at higher speeds," "Cars don't operate efficiently at 55," "Your car don't perform right - that speed is too low for the engine," etc.
- 20 say the accident rate is no lower, more accidents now, traffic piles up and it's unsafe, etc.: "Sixty-five would be just as safe," "I've been behind people doing 65 and when they see a patrolman they slam on the brakes and that causes accidents," "The lower speed doesn't cause that many fewer accidents," "There's more accidents at 55," "At 55 cars have a tendency to get bunched together and that is very dangerous," "There's more accidents now," "More accidents now than when it was 70," "It seems a hazard that slow," "If they set it at 60 it would take the 30 mile an hour drivers off the road; they are the most dangerous," "At 60 you could get out of the other fellows way and avoid a traffic jam," "It's not any more hazardous to drive at 60 and it's easier," "It's not safe at 55 because traffic stacks up too much," etc.
- 16 there's no fuel savings, get better mileage at a higher speed, etc.: "On small imports it doesn't save any gas nor does it save on my larger car; I get better gas mileage at 60," "Better gas mileage at 65," "Saves gas at 60," "It's been proved by truck drivers that you use more gas," "They claim it saves gas but we've checked our car at 60 and 65 and it seems to get better mileage at those speeds," "My pickup gets better mileage at 65 than it does at 55," "It's safer but the gas savings isn't as effective as they say," "You don't get as good gas mileage at 55 with a bigger engine," "On today's cars gas consumption is such that there is no savings at 55," etc.

11 give miscellaneous other answers.

- 1 "It's especially hard for truckers. Cars can go 55, but not trucks."
- 2 "It inhibits people's freedom" or "It's an infringement on rights."
- 1 "I don't think they should have speed limits like they have now. It should depend on weather conditions."
- 1 "It depends on the skill of the driver."
- 1 "It really should be up to the discretion of the driver to determine his speed."
- 1 "It should be a person's own risk if he wishes to drive faster."
- 1 "If you pay attention you can drive 70 with ease."
- 1 "It's hard to keep a car at 55 if you drive several hours."
- 1 "It is too tiring."
- 1 "It was implemented to save gas but there is not that much of a gas shortage."

Preventing Someone From Driving
After Having Too Many Drinks

Q. 24: During the past year have you taken any action to prevent someone from driving after having too many drinks?

Q. 24a: (If "yes") How did you handle it? What did you do?

(180 respondents say they have taken action
to prevent someone from driving after drinking)

- 145 provided the person with a ride home: "I found someone to drive him home," "I took them home," "Pulled them out of the car, got in and drove," "I took the keys away from him and drove," "I took him home and someone else drove his car home," "I had them ride with me and we got their car later," "It was my husband and I had my own set of keys so I drove," "I told them they were too drunk and I drove," "I did the driving for my date because he was in no shape and he didn't mind my driving for him," "I sent them home in a cab," "We had an agreement that I would drive if he drank too much and I drove," "They knew they were drunk so they let me drive them home," "Instead of riding with the person I was going to I got in with the drunk person and drove them home and had my ride pick me up there," "I run a bar and I arranged for someone to take him home," "I told him he'd had a few too many and drove him home myself because I hadn't been drinking," "I took them home and found someone to drive their vehicle," "I told them to let me drive because they weren't very alert," etc.
- 13 simply told the person not to drive: "I just told him he was too drunk to drive," "I told them they shouldn't drive home but I never drove them home," "I told him he'd had too many drinks but it didn't do any good. He didn't listen to me," "I suggested he should stop drinking and not drive home," "I just talked to them," "I told them they'd had too much and shouldn't drive but they ignored me and drove anyway," etc.
- 12 made the drinker stay overnight, stay and sleep it off, etc.: "I told them not to leave while they were drunk and they didn't," "I make him sleep it off before he drove home," "I talked them into staying," "I took the keys away and locked the car and made them stay," "Convinced them that they were too far gone and should spend the night," "I took the keys away and let the air out of the tires so they would stay," etc.

3 give the person food or coffee: "I gave him coffee and walked him around to sober him up," "I gave him coffee before he left," or "I gave him something to eat to sober him up."

3 called the authorities: "I called the cops" or "I finally called the authorities. A trucker had run two cars off the highway and I thought it was time someone in authority stopped him," etc.

6 give miscellaneous other answers.

1 "Well, they were not friends, but I saw them getting into their car to drive so I arrested them before they had a chance to drive."
(Police Officer)

1 "I told the bartender that the fellow shouldn't have any more drinks and the bartender cut him off. I don't know if he drove or not."

1 "I took his keys and gave them to the bartender and told the bartender that if the fellow was caught driving that I would testify against the bartender. Iowa should have the same law that the state of Washington has. You can drink when driving but a patrolman can pull you over any time and demand that an alcohol test be taken and you have to take it or an OMVI charge will be filed, and your license can be revoked. This way they have not only picked up drunks but a lot of drug users. It's a tougher law but a good one."

1 "I couldn't get the keys so I had to ride with him but I kept talking, left the windows down, and did a lot of praying."

1 "I heard a drunk driver on my CB and asked him to pull off the road and stop. He thanked me and said he would."

1 "She wouldn't listen to us and was stopped by a patrolman on an OMVI."

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