

Consumer Survey about Vehicle Choice

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ABSTRACT

Objective: A national survey of drivers was conducted to identify the important factors in selecting a vehicle and to assess the level of awareness of vehicle crash tests and vehicle safety ratings.

Methods: A total of 928 drivers were interviewed in February 2010 as part of a national omnibus survey of the US adult population.

Results: Based on ratings of the importance of specific factors, safety was the second most important factor in selecting a vehicle, after quality/reliability. Eighty-six percent of respondents said safety is a very important consideration. More than three-quarters of respondents said they have seen vehicle safety ratings or information about vehicle crash tests; 67 percent of these respondents said such information would be useful in purchasing a vehicle or considering what vehicle to own. About 30 percent of respondents could name an organization that provides ratings. Fourteen percent could name the safety rating of their present vehicle. Seventy-two percent of respondents said their driving skills were better than average, and 27 percent said their skills were average.

Conclusion: Safety is a high priority for most consumers in selecting a vehicle, and important sources of information on the relative safety of vehicles are vehicle safety ratings and performance in vehicle crash tests.

INTRODUCTION

Information about the safety of passenger vehicles is produced and provided to US consumers in the form of safety ratings by the Insurance Institute for Highway Safety (IIHS), National Highway Traffic Safety Administration (NHTSA), and Consumers Union. The ratings, which are intended to help consumers make informed decisions about their vehicle purchases, then are distributed by numerous other sources to consumers.

NHTSA's New Car Assessment Program (NCAP) was launched in 1978. It provides information to consumers about vehicle crashworthiness (i.e., ability to protect occupants in crashes) and crash propensity. Vehicles are assigned up to five stars depending on how well they perform in front and side crash tests, as well as in handling and other tests designed to assess a vehicle's ability to resist rollover. IIHS's crashworthiness program began in the 1990s with an frontal offset crash test. The current program rates vehicles as good, acceptable, marginal, or poor based on performance in high-speed front and side crash tests, a roof strength test intended to assess rollover crash protection, plus evaluations of seat/head restraints for protection against neck injuries in rear impacts. To earn a Top Safety Pick award, a vehicle must have good ratings in all four tests and offer standard electronic stability control. IIHS also conducts a series of low-speed bumper tests to assess the amounts of damage that commonly occur to bumpers in low-speed crashes. Consumers Union rates vehicles based on crash and rollover test scores from NHTSA and IIHS, as well as its own dry and wet braking performance and emergency handling tests.

Comparative vehicle safety rating programs are not confined to the US market. NHTSA's NCAP has spawned similar programs in other countries. Euro NCAP was established in 1997 and is backed by seven European Governments, the European Commission, and motoring and consumer organizations in every European Union country. Similar programs exist in Australia, China, Japan, Korea, and New Zealand. None of the NCAPs or crashworthiness programs of IIHS and Consumers Union is part of a government regulatory program. By influencing decisions about vehicle purchases, these programs pressure automakers to manufacture safer vehicles.

In the United States, the crash test programs of IIHS and Consumers Union receive considerable media attention, and vehicle safety ratings are widely available through the internet and elsewhere. Automakers also market the safety features available on new vehicles, and so it is useful to know to what extent consumers consider safety in choosing a vehicle, including whether they consult vehicle crash tests and vehicle safety ratings. To gather this information, IIHS conducted a national telephone survey in February 2010. IIHS conducted prior surveys about vehicle purchase decisions in 1992 (Ferguson, 1992), when only the federal government was supplying vehicles safety ratings, and in 2004 (IIHS, 2004). A similar survey about vehicle choices was conducted in 2005 across several European countries for Euro NCAP (Market & Opinion Research International, 2005).

METHODS

Questions were administered as part of a telephone omnibus survey conducted weekly by the survey firm International Communications Research (ICR) to a representative national sample of people 18 and older. Each survey collects information on a variety of topics during interviews with a minimum of 1,000 people, half men and half women. Of the 1,000 interviews, 150 are completed with respondents on their cellphones, and at least 30 are conducted in Spanish. The sample is based on a fully-replicated, stratified, single-stage random-digit-dialing sample of telephone households and randomly generated cellphone samples. Within each sample household, one adult respondent is randomly selected using a computerized procedure based on the "most recent birthday method."

Interviews were conducted during February 3-7, 2010, encompassing both weekdays and weekends. Sample records received a minimum of six call attempts on various days and at different times, and initial refusals were re-dialed by specially trained interviewers who attempted to convert them into completed interviews. Demographic data and detailed geographic data were collected for each respondent and each household. About 52 percent of households phoned were successfully reached, and 28 percent of these households participated in the survey. This response rate was similar to prior ICR omnibus surveys. The final sample of completed interviews for the omnibus survey was 1,024.

The survey sample was weighted to provide nationally representative and projectable estimates of the US adult population 18 and older. The weighting process takes into account the disproportionate probabilities of household selection due to the number of separate telephone lines and the probability associated with the random selection of an individual household member. Following application of the weights, the sample is post-stratified and balanced by key demographics such as age, gender, region, and education. For the current omnibus survey, the 1,024 respondents were weighted to represent 228.4 million people. Given the total sample size (N=1,024) and sampling method, the estimated sampling tolerance for survey percentages derived from the total sample was ± 3.1 percentage points ($p < 0.05$).

Respondents who reported not having a driver's license were excluded from questions about vehicle purchases, perceived driving ability, and crash involvements with animals. This yielded a sample of 928, representing 202.4 million people when weighted. The estimated sampling tolerance for the survey percentages calculated among respondents with driver's licenses was ± 3.2 percentage points ($p < 0.05$).

Highlights of the survey findings are reported below. Unweighted and weighted samples are provided for each questionnaire item in the tables. Percentage breakdowns of responses are based on the weighted samples. Appendix A lists the survey instrument along with tabulations of all responses.

RESULTS

Characteristics of Survey Respondents

The sample was split almost evenly between males and females (Table 1). Approximately one-quarter of respondents was younger than 35, and about one-quarter was 60 and older. More than half had attended or graduated from college. Forty-seven percent were employed full-time, and 14 percent were employed part-time; 17 percent said they were retired. Forty-two percent of respondents said their annual household income was \$50,000 or more, and 13 percent said it was \$100,000 or more. The sampling method assured that the geographic distribution of the sample was approximately representative of the continental US population: 17 percent in the northeast region, 22 percent in the north central region, 38 percent in the southern region, and 23 percent in the western region.

Ninety percent of respondents said they drive more than once a week, 6 percent said they drive once a week or less, and 3 percent said they never drive. The type of vehicle driven most often was a car (53 percent) followed by an SUV (19 percent), pickup (19 percent), and minivan (8 percent).

Important Factors in New Vehicle

Respondents were asked what factors they would look for if they were in the market for a new vehicle (Table 2). Forty-three percent said they would consider fuel economy, by far the most common

response. The next most common responses were price (23 percent); safety (21 percent); quality, service, or reliability (21 percent); style considerations such as color (19 percent); and size (15 percent).

Next, respondents were read a list of factors and asked whether each factor would be very important, fairly important, or not very important when buying a new vehicle (Table 3). The factor most often mentioned as very important was quality and reliability (93 percent) followed by safety (86 percent), price (79 percent), fuel economy (77 percent), performance and handling (75 percent), maintenance costs (73 percent), and good warranty coverage (72 percent). When asked about safety technology that helps avoid crashes, 55 percent of respondents said it was very important. Less than half of respondents said that Bluetooth support and built-in hands-free support for phones, navigation, entertainment, or wireless internet access were important.

Respondents were asked if they would look for a new vehicle that is larger than, smaller than, or about the same size as their current vehicle. Two-thirds of respondents said they would look for the same size. One-fifth of respondents said they would look for a larger vehicle, most often to accommodate a large family. Twelve percent said they would look for a smaller vehicle, usually to obtain better fuel efficiency.

Vehicle Crash Tests and Safety Ratings

More than three-quarters of respondents said they had seen information about vehicle crash tests or vehicle safety ratings (Table 4). About two-thirds of these respondents said the information was useful in choosing a vehicle, and 63 percent of those who found the information useful said it was very useful. Thirty percent of all respondents said they could identify the organizations that conduct crash tests or publish vehicle safety ratings. The organization (or source of ratings) named most often was Consumers Union (42 percent) followed by IIHS (24 percent) and NHTSA (13 percent).

Comparison of Driving Skills

Respondents were asked to compare their driving skills with those of other drivers on the road (Table 5). Seventy-two percent said they were better-than-average drivers; this included 23 percent who said they were much better than average. Another 27 percent said they were average drivers. Only about 1 percent said they were worse-than-average drivers.

Collisions with Animals

Seventeen percent of respondents said they had had a crash involving a large animal (Table 6). Almost all (89 percent) of these respondents said they had collided with a deer. Three percent said they had collided with a dog.

Gender Differences

Analysis of survey responses by respondent gender showed that most gender differences were small. When asked what factors they would look for in a new vehicle, women were more likely than men to mention safety (26 vs. 16 percent), and men were more likely than women to mention quality/service/reliability (25 vs. 16 percent). In rating the importance of specific factors, women were more likely than men to say safety is very important (92 vs. 79 percent), crash avoidance safety technologies are very important (63 vs. 47 percent), and fuel economy is very important (83 vs. 72 percent). A higher proportion of women than men also said that vehicle crash tests or safety ratings have been useful (72 vs. 61 percent).

Male respondents were more likely than female respondents to say their driving skills are better or much better than average (76 vs. 67 percent). A larger proportion of male drivers said they had had a crash involving a large animal (24 vs. 10 percent).

DISCUSSION

Since the 1960s, the federal government has set safety standards for all new vehicles in the United States. The government, IIHS, and Consumers Union also conduct vehicle safety tests to encourage designs that address issues beyond the limited scope of safety regulations. Today, consumers have unprecedented amounts of information on the relative safety of specific vehicle models via the publication of vehicle safety ratings, results of crash tests and subsequent media coverage, and advertising by vehicle manufacturers.

The current study collected information from a nationally representative sample of drivers about the factors they consider when choosing a vehicle. Results suggest that safety is one of the most important factors. This is consistent with a 1992 survey of people who intended to purchase new vehicles (Ferguson, 1992). When asked to rate the importance of specific factors in choosing a vehicle, safety was the second most important consideration in both 1992 (90 percent) and 2010 (86 percent), after quality/reliability (97 percent in 1992, 93 percent in 2010). The proportion of respondents who said fuel economy is very important was greater in 2010 than in 1992 (77 vs. 57 percent), whereas the percentage who said vehicle styling is very important was much lower in 2010 (27 vs. 46 percent).

When respondents were asked an open-ended question about the factors they would look for in a new vehicle, by far the most common answer was fuel economy. The percentage of respondents mentioning fuel economy was twice the number mentioning safety (43 vs. 21 percent). Thus, it appears that although the large majority of respondents said that safety was very important, fuel economy was foremost in their minds when the survey was conducted. This may reflect, in part, that the survey was conducted in February 2010, amidst a severe economic downturn that followed record high gas prices.

Survey respondents in 2010 were asked to rate the importance of vehicle technology to help avoid crashes. Fifty-five percent of respondents said the technology is very important; another 27 percent said the technology is fairly important. Far fewer respondents thought various built-in hands-free telecommunications or entertainment systems are important. For example, 25 percent of drivers said a built-in hands-free cellphone system is very important.

Seventy-eight percent of respondents in the current survey had seen information about vehicle crash tests or safety ratings. This compares with 86 percent of respondents in an omnibus survey conducted by IIHS in 2004. The percentage of respondents who said the information would be useful in purchasing a vehicle or considering what vehicle to own was greater in 2010 compared with 2004 (67 vs. 50 percent). Although most respondents were aware of vehicle crash tests or safety ratings and found them useful, fewer (30 percent) could name an organization that conducts crash tests or publishes safety ratings and even fewer could name the rating of their current vehicle.

In summary, it appears that safety is very important to consumers in choosing a vehicle. It also appears that important sources of vehicle safety information are vehicle crash tests and safety ratings.

ACKNOWLEDGMENT

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REFERENCES

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Table 1 Characteristics of survey sample of people with driver's license

	Percent N=928 Weighted N=202.4 million
Age (years)	
18-24	10
25-34	17
35-59	48
60-70	14
71+	9
Refused	2
Gender	
Male	49
Female	51
Education	
Less than high school graduate	10
High school graduate	33
Some college/college graduate	45
Postgraduate or more	10
Technical school/other	1
Refused	<1
Employment Status	
Full-time employment	47
Part-time employment	14
Retired	17
Homemaker	6
Student	4
Not employed/disabled/handicapped	12
Refused	<1
Household Income	
<\$25,000	20
\$25,000-49,999	29
\$50,000-74,999	13
\$75,000-99,999	13
\$100,000 or more	13
<\$50,000 unspecified	2
\$50,000 or more, unspecified	3
Don't know	2
Refused	5
Region*	
Northeast (CT, MA, ME, NH, NJ, NY, PA, RI, VT)	17
North Central (IL, IN, IA, KS, MI, MN, MO, ND, NE, OH, SD, WI)	22
Southern (AL, AR, DC, DE, FL, GA, KY, LA, MD, MS, NC, OK, SC, TN, TX, VA, WV)	38
Western (AZ, CA, CO, ID, MT, NM, NV, OR, UT, WA, WY)	23

*Survey sample excluded residents from Hawaii and Alaska, homeless and institutionalized populations, and members of US Armed Forces living in barracks

Table 2 Factors would look for if in the market for new vehicle

	Percent* N=928 Weighted N=202.4 million
Fuel economy	43
Price/cost	23
Safety	21
Quality/service/reliability	21
Styling (e.g., color, storage/cargo space)	19
Size	15
Performance	13
Convenience (e.g., power windows, locks)	12
Green/environmentally friendly	2
Bluetooth access	2
Other	1
Don't know/refused	8

*Note: Multiple answers allowed; percents sum to more than 100 percent

Table 3 Importance of specific factors in buying new vehicle

	Percent				Total N=928 Weighted N=202.4 million
	Very important	Fairly important	Not very important	Don't know/ refused	
Price	79	18	3	<1	100
Color	18	30	53	<1	100
Styling	27	39	33	1	100
Quality/reliability	93	6	1	—	100
Performance/handling	75	21	4	<1	100
Safety	86	12	2	<1	100
Fuel economy	77	19	3	<1	100
Maintenance costs	73	20	6	1	100
Good warranty coverage	72	20	8	<1	100
Size	50	35	15	<1	100
Green/environmentally friendly	36	42	20	1	100
Safety technology to help your vehicle avoid crashes such as electronic stability control or lane departure warning	55	27	17	1	100
Bluetooth support	18	15	62	5	100
Built-in hands-free phone system	25	19	56	1	100
Built-in hands-free navigation system	19	23	57	1	100
Built-in hands-free entertainment system	12	20	68	<1	100
Built-in hands-free wireless internet access	9	10	81	<1	100

Table 4 Vehicle crash test and safety ratings

	Percent
	N=928
Have seen information about vehicle crash tests or vehicle safety ratings	Weighted N=202.4 million
Yes	78
No	22
Don't know	<1
	N=755
If yes, whether information has been useful in choosing vehicle	Weighted N=157.8 million
Yes	67
No	32
Don't know	1
	N=504
If useful, how useful	Weighted N=105.4 million
Very useful	63
Fairly useful	35
Not very useful	2
Don't know	<1
	N=928
Knew which organizations conduct crash tests or publish vehicle safety ratings	Weighted N=202.4 million
Yes	30
No	70
	N=303
If yes, which organization	Weighted N=59.8 million*
Consumers Union/ <i>Consumer Reports</i>	42
Insurance Institute for Highway Safety (IIHS)	24
NHTSA/NCAP/Star Ratings	13
Auto manufacturers	7
National Transportation Safety Board (NTSB)	5
J.D. Powers	5
Car & Driver	3
AAA	2
Other	16

*Note: Multiple answers allowed; percents sum to more than 100 percent

Table 5 Comparison of driving skills with other drivers on road

	Percent
	N=928
	Weighted N=202.4 million
Much better than average	23
Better than average	49
Average	27
Worse than average	1
Much worse than average	<1
Don't know/refused	<1

Table 6 Collisions with large animals

	Percent
	N=928
Had a collision with deer, moose, or other large animal	Weighted N=202.4 million
Yes	17
No	83
Don't know/refused	<1
	N=168
If yes, large animal(s) involved	Weighted N=34.3 million*
Deer	89
Dog	3
Cow	2
Moose	1
Bear	1
Other	5

*Note: Multiple answers allowed; percents sum to more than 100 percent

Appendix A

Responses to Consumer Purchase Survey – Responses Reflect Weighted Ns

Q1	Do you have a license to drive a car? (ENTER ONE RESPONSE)	Whether have driver license	Percent
		Yes	89
1	Yes	No	<u>11</u>
2	No	Total	100
3	(DO NOT READ) Don't Know	N=1,024	
4	(DO NOT READ) Refused	Weighted N=228.4 million	

Note: All of the following questions were administered only to the 928 respondents with driver's license.

Q2	How often do you drive a vehicle? (READ LIST; ENTER ONE RESPONSE)	How often drive	Percent
		Less than once a month	<1
1	Less than once a month	Once a month	1
2	Once a month	2-3 times month	1
3	2-3 times a month	Once a week	4
4	Once a week	More than once a week	90
5	More than once a week	Never	<u>3</u>
6	(DO NOT READ) Never	Total	100
D	(DO NOT READ) Don't Know	N=928	
R	(DO NOT READ) Refused	Weighted N=202.4 million	

Q3	Which type of vehicle do you drive most often? (READ LIST; ENTER ONE RESPONSE)	Vehicle type drive most often	Percent
		Car	53
1	Car	Minivan	8
2	Mini Van	SUV	19
3	SUV/Utility Vehicle	Pickup	19
4	Pickup	Other	1
5	Other_____	Refused	<u><1</u>
D	(DO NOT READ) Don't know	Total	100
R	(DO NOT READ) Refused	N=903	
		Weighted N=196 million	

Q4	What specific vehicle do you drive most of the time (e.g., Ford Focus)? (DO NOT READ; ENTER ONE RESPONSE; MUST HAVE BOTH THE MANUFACTURER/BRAND AND THE MODEL) Record MAKE: _____ Record MODEL: _____	Provided make and/or model	Percent
		Yes	98
		Other	<1
		Don't know	<1
		Refused	<u>1</u>
		Total	100
D	(DO NOT READ) Don't know	N=903	
R	(DO NOT READ) Refused	Weighted N=196 million	

Q5	What is the model year of this vehicle? (DO NOT READ; ENTER ONE RESPONSE) Record MODEL YEAR: _____	<i>Note: Results not summarized</i>	
D	(DO NOT READ) Don't know		
R	(DO NOT READ) Refused		

Q6	What factors would you look for if you were in the market for a new vehicle? (DO NOT READ; ENTER ALL)	Factors looking for in new vehicle	Percent*
		Fuel economy	43
		Price/cost	23
		Safety	21
		Quality/service/reliability	21
		Styling (e.g. color, storage/cargo space)	19
		Size	15
		Performance	13
		Convenience (e.g., power windows, locks)	12
		Green/environmentally friendly	2
		Bluetooth access	2
		Other	1
		Don't know/refused	8
		N=928	
		Weighted N= 202.4million	
		*Note: Multiple answers allowed; percents sum to more than 100 percent	

- Q7 For each of the following factors please tell me whether it would be a very important consideration for you when buying a new vehicle, whether it would be fairly important, or not important. How about... would it be.....? (READ LIST)
- 3 Very important
2 Fairly important
1 Not very important
D (DO NOT READ) Don't Know
R (DO NOT READ) Refused

		Percent				Total N=928
Factors in buying new vehicle		Very Important	Fairly Important	Not very Important	Don't know/Refused	Weighted N= 202.4 million
a	Price	79	18	3	<1	100
b	Color	18	30	53	<1	100
c	Styling	27	39	33	1	100
d	Quality/reliability	93	6	1	—	100
e	Performance/handling	75	21	4	<1	100
f	Safety	86	12	2	<1	100
g	Fuel economy	77	19	3	<1	100
h	Maintenance costs	73	20	6	1	100
i	Good warranty coverage	72	20	8	<1	100
j	Size	50	35	15	<1	100
k	Green/environmentally friendly	36	42	20	1	100
l	Safety technology to help your vehicle avoid crashes such as electronic stability control or lane departure warning	55	27	17	1	100
m	Bluetooth support	18	15	62	5	100
n	Built-in systems providing hands-free phones	25	19	56	1	100
o	Built-in systems providing hands-free navigation support	19	23	57	1	100
p	Built-in systems providing hands-free entertainment	12	20	68	<1	100
q	Built-in systems providing hands-free wireless internet access	9	10	81	<1	100

Q8	If you were looking for a new vehicle, would you look for a vehicle that is ... your current vehicle? (READ LIST; ENTER ONE RESPONSE)		Size would look for in new vehicle	Percent	
	1	Larger than	GO TO Q9	Larger	20
	2	Smaller than	GO TO Q9	Smaller	12
	3	About the same size	GO TO Q9	About the same size	67
	D (DO NOT READ)	First car/Don't know	GO TO Q10	First car/don't know	<u>1</u>
	R (DO NOT READ)	Refused	GO TO Q10	Total	100
				N=928	
			Weighted N=202.4 million		
Q9	Why are you looking for a vehicle that is (larger than/smaller than/about the same) for your new vehicle? (DO NOT READ; ENTER ALL)		Why look for larger vehicle	Percent*	
	1	Safer in a crash	Big family	45	
	2	Big/small family	Meets/suits needs	22	
	3	Purchase price	Comfort	13	
	4	Gas mileage	Safer in a crash	10	
	5	Easier to maneuver smaller car	Like the size/style/look	6	
	6	Easier to park smaller car	Gas mileage	3	
	7	Other _____	Economical/purchase price	1	
	D	Don't know	I'm used to it	1	
	R	Refused	Other	7	
			N=147		
			Weighted N=40.1 million		
			Why look for smaller vehicle	Percent*	
			Gas mileage	46	
			Big/small family	12	
			Meets/suits needs	11	
			Easier to maneuver small car	11	
			Economical/purchase price	5	
			Like the size/style/look	5	
			I'm used to it	4	
			Easier to park smaller car	4	
			Safer in a crash	2	
			Don't know/refused	1	
			Other	8	
		N=113			
		Weighted N=24.4 million			
		Why look for same size vehicle	Percent*		
		Family size	23		
		Meets/suits my needs	20		
		Like the size/style/look	11		
		I'm used to it	10		
		Easier to maneuver small car	9		
		Gas mileage	9		
		Comfort	8		
		Safer in a crash	7		
		Easier to park smaller car	4		
		Economical/purchase price	4		
		Don't know	3		
		Other	4		
		N=658			
		Weighted N=135.8 million			
*Note: Multiple answers allowed; percents sum to more than 100 percent					

Q10	Have you ever seen information about vehicle crash tests or vehicle safety ratings?	Have seen information about vehicle crash tests or vehicle safety ratings	Percent
	1 Yes ASK 11A	Yes	78
	2 No SKIP TO 11B	No	22
	D Don't know SKIP TO 11B	Don't know	<1
	R Refused SKIP TO 11B	Total	100
		N=928	
		Weighted N=202.4 million	
Q10A	Where have you ever seen this information? (DO NOT READ LIST; RECORD ALL MENTIONED)	Where saw information on vehicle safety ratings or crash tests	Percent*
	1 Car ads	Internet	26
	2 TV shows – PROBE: What shows? _____	Magazines	23
	5 Magazines	TV show	21
	6 Radio	TV (unspecified)	4
	7 Newspaper	TV news	6
	8 Internet	Dateline	2
	9 Other _____	20/20	3
	10 None of these	60 minutes	3
	D Don't know	National news	2
	R Refused	Local news	1
		Morning news	1
		TV shows other	4
		Commercials	14
		Car ads	8
		Newspaper	6
		News (nonspecific)	6
		Radio	<1
		Consumer Reports	5
		Dealership	4
		Insurance company	1
		Other	6
		None	2
		N=755	
		Weighted N=157.8 million	
		*Note: Multiple answers allowed; percents sum to more than 100 percent	
Q11	Has this information on crash tests or vehicle safety ratings been useful to you in purchasing a vehicle or in considering what vehicle you would like to own?	Whether information on crash tests or vehicle safety ratings has been useful	Percent
	1 Yes GO TO Q11A	Yes	67
	2 No SKIP TO Q11B	No	32
	D Don't know SKIP TO Q11B	Don't know	1
	R Refused SKIP TO Q11B	Total	100
		N=755	
		Weighted N=157.8 million	

Q11A How useful is this information? Has it been or would it be...? (READ LIST)			How useful information on crash tests or vehicle safety ratings has been	Percent
3	Very useful		Very useful	63
2	Fairly useful		Fairly useful	35
1	Not very useful		Not very useful	2
D	(DO NOT READ) Don't Know		Don't know	<u><1</u>
R	(DO NOT READ) Refused		Total	100
			N=504	
			Weighted N=105.4 million	
Q11B Do you know the vehicle safety rating of the vehicle you drive now?			Know vehicle safety rating of vehicle drive now	Percent
1	Yes	GO TO Q11c	Yes	14
2	No	GO TO Q12	No	83
D	Don't know	GO TO Q12	Don't know	<u>3</u>
R	Refused	GO TO Q12	Total	100
			N=928	
			Weighted N=202.4 million	
Q11C What is the vehicle safety rating? Record Vehicle Safety Rating _____			Safety rating of current vehicle (grouped by safety rating system)	Percent
			Government (star ratings)	38
			IIHS (good, acceptable, etc, Best Pick)	15
			<i>Consumer Reports</i>	8
			Edmunds	3
			Motor Trend	0
			Don't know/refused	13
			Other safety ratings	<u>23</u>
			Total	100
			N=136	
			Weighted N=29 million	
			Accuracy of safety rating provided	Percent
			Rating not interpretable or missing vehicle make, model, or model year	52
			Rating correct	34
			Rating incorrect	<u>14</u>
			Total	100
			N=136	
			Weighted N=29 million	
Q12 Do you know what organizations conduct crash tests or publish vehicle safety ratings? (DO NOT READ LIST; RECORD ALL MENTIONED)			Named an organization	Percent
			Yes	30
			No	<u>70</u>
1	Insurance Institute for Highway Safety (Top Safety Picks)		Total	100
2	The Government (NCAP, Star Ratings)		N=928	
3	<i>Consumer Reports</i>		Weighted N=202.4 million	
4	Other _____			
D	Don't know		Among respondents who knew an organization, name of	
R	Refused			

organization	Percent*
IIHS	24
Consumers Union/ <i>Consumer Reports</i>	42
NHTSA/NCAP/Star ratings	13
AAA	2
J.D. Powers	5
NTSB	5
Auto Manufacturers	7
National Safety Council	1
Car & Driver	3
Motor Trend	1
Other	14
N=303	
Weighted N=59.8 million	
*Note: Multiple answers allowed; percents sum to more than 100 percent	

Q13	Compared with other drivers on the road, would you say your driving skills are much better than average, better than average, average, worse than average, or much worse than average (READ LIST; ENTER ONE RESPONSE)	Comparison of driving skills to other drivers on the road	Percent
1	Much better than average	Much better than average	23
2	Better than average	Better than average	49
3	Average	Average	27
4	Worse than average	Worse than average	1
5	Much worse than average	Much worse than average	<1
D	(DO NOT READ) Don't know	Don't know/refused	<1
R	(DO NOT READ) Refused	Total	100
		N=928	
		Weighted N=202.4 million	

Q14	Have you been in a collision with a deer, moose or other large animal?	Whether had collision with large animal	Percent
1	Yes	Yes	17
2	No	No	83
D	Don't know	Refused	<1
R	Refused	Total	100
		N=928	
		Weighted N=202.4 million	

Q14A	What large animal or animals were involved? (DO NOT READ LIST; ENTER ALL) _____	What large animal or animals	Percent*
a	Deer	Deer	89
b	Moose	Dog	3
c	Cow	Cow	2
d	Bull	Moose	1
e	Dog	Bear	1
f	Bear	Other animal	5
		N=168	
		Weighted N=34.3 million	
		*Note: Multiple answers allowed; percents sum to more than 100 percent	

Demographic Characteristics

And finally, just a few questions for classification purposes only. . .		
Currently, are you yourself employed full time, part-time, or not at all?	Employment Status	Percent
1 Full time	Full-time employment	47
2 Part time	Part-time employment	14
3 Not employed	Retired	17
R Refused	Homemaker	6
	Student	4
	Temporarily unemployed	8
	Disabled/handicapped	4
	Other not employed	<1
	Refused	<1
(ASK IF NOT EMPLOYED)	Total	100
Are you: (READ LIST)	N=928	
1 Retired	Weighted N=202.4 million	
2 A home maker		
3 A student, or		
4 Temporarily unemployed		
5 (DO NOT READ) Disabled/handicapped		
0 (DO NOT READ) Other		
D (DO NOT READ) Don't Know		
R (DO NOT READ) Refused		
What is your age? (RECORD 2 DIGIT NUMBER)	Age (years)	Percent
	18-24	10
R Refused	25-34	17
	35-59	48
	60-70	14
	71+	9
	Refused	2
	Total	100
	N=928	
	Weighted N=202.4 million	
What is the last grade of school you completed? (DO NOT READ LIST)	Education of respondent	Percent
1 Less than high school graduate	Some high school	10
2 High school graduate	High school graduate	33
3 Some college	Some college/college graduate	45
4 Graduated college	Postgraduate or more	10
5 Graduate school or more	Technical school/other	1
6 Technical school/Other	Refused	<1
R Refused	Total	100
	N=928	
	Weighted N=202.4 million	

Is your total annual household income from all sources, and before taxes? (READ LIST)	Household income	Percent
1 Less than \$10,000	<\$10,000	5
2 \$10,000 but less than \$15,000	\$10,000-\$24,999	15
3 \$15,000 but less than \$20,000	\$25,000-\$49,999	29
4 \$20,000 but less than \$25,000	\$50-\$74,999	13
5 \$25,000 but less than \$30,000	\$75,000-\$99,999	13
6 \$30,000 but less than \$35,000	\$100,000 or more	13
7 \$35,000 but less than \$40,000	Under \$50,000 unspecified	2
8 \$40,000 but less than \$50,000	\$50,000 and over unspecified	3
9 \$50,000 but less than \$75,000	Don't know	2
10 \$75,000 but less than \$100,000, or	Refused	5
11 \$100,000 and over	Total	100
D (DO NOT READ) Don't Know	N=928	
R (DO NOT READ) Refused	Weighted N=202.4 million	

(ASK IF DON'T KNOW OR REFUSED)

Is your total annual household income from all sources and before taxes less or more than \$50,000?

- 1 \$50,000 and more, or
2 Less than \$50,000
D Don't Know
R Refused

Demographic Data (items not asked)

Gender of respondent	Percent
Male	49
Female	51
Total	100
N=928	
Weighted N=202.4 million	

Region of respondent's residence	Percent
Northeast Region (CT, MA, ME, NH, NJ, NY, PA, RI, VT)	17
North Central Region (IL, IN, IA, KS, MI, MN, MO, ND, NE, OH, SD, WI)	22
South Region (AR, AL, DC, DE, GA, FL, KY, LA, MD, MS, NC, OK, SC, TN, TX, VA, WV)	38
West Region (AZ, CA, CO, ID, MT, NM, NV, OR, UT, WA, WY)	23
Total	100

N=928

Weighted N=202.4 million

Note: Sample excluded residents from Hawaii and Alaska, homeless and institutionalized populations, and members of US Armed Forces living in barracks
