

PUBLIC ATTITUDES TOWARD PASSIVE RESTRAINT SYSTEMS

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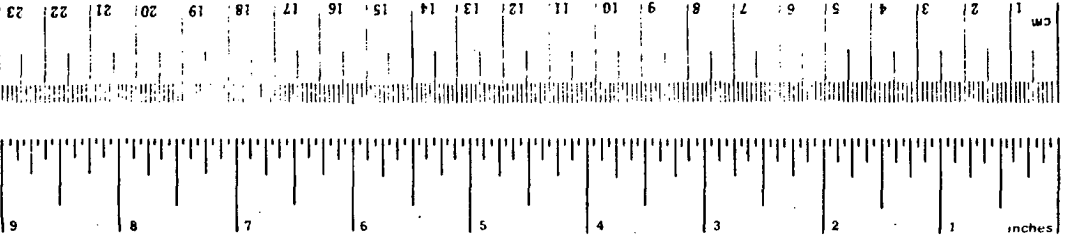
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16. Abstract The U. S. Department of Transportation, National Highway Traffic Safety Administration, sponsored a major survey to examine public attitudes toward automobile safety. The survey used a scientifically selected sample of 2,016 adult Americans who are either licensed drivers or who live in households with at least one automobile. The survey explored a broad range of subjects relating to automobile safety including: Public concern about automobile safety and perception of the need to protect automobile passengers from crash injury; public attitudes toward currently available safety equipment, particularly the active safety belts; attitudes toward new rules requiring passive restraint systems in new automobiles for crash protection, and public expectations about technology and use of new passive restraint systems. This report contains the full results of the survey, as well as descriptive material on the sampling techniques involved.					
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METRIC CONVERSION FACTORS

Approximate Conversions to Metric Measures				Approximate Conversions from Metric Measures			
Symbol	When You Know	Multiply by	To Find	Symbol	When You Know	Multiply by	To Find
LENGTH							
in	inches	2.5	centimeters	mm	millimeters	0.04	inches
ft	feet	30	centimeters	cm	centimeters	0.4	inches
yd	yards	0.9	meters	m	meters	3.3	feet
mi	miles	1.6	kilometers	km	kilometers	0.6	miles
AREA							
in ²	square inches	6.5	square centimeters	cm ²	square centimeters	0.16	square inches
ft ²	square feet	0.09	square meters	m ²	square meters	1.2	square yards
yd ²	square yards	0.8	square meters	km ²	square kilometers	0.4	square miles
mi ²	square miles	2.6	square kilometers	ha	hectares (10,000 m ²)	2.5	acres
MASS (weight)							
oz	ounces	28	grams	g	grams	0.035	ounces
lb	pounds	0.45	kilograms	kg	kilograms	2.2	pounds
	short tons	0.9	tonnes	t	tonnes (1000 kg)	1.1	short tons
VOLUME							
tsp	teaspoons	5	milliliters	ml	milliliters	0.03	fluid ounces
Tbsp	tablespoons	15	milliliters	l	liters	2.1	pints
fl oz	fluid ounces	30	milliliters	qt	quarts	1.06	gallons
c	cups	0.24	liters	l	liters	0.26	cubic feet
pt	pints	0.47	liters	m ³	cubic meters	35	cubic feet
qt	quarts	0.95	liters	m ³	cubic meters	1.3	cubic yards
gal	gallons	3.8	liters				
ft ³	cubic feet	0.03	cubic meters				
yd ³	cubic yards	0.76	cubic meters				
TEMPERATURE (exact)							
°F	Fahrenheit temperature	5/9 (after subtracting 32)	Celsius temperature	°C	Celsius temperature	9/5 (then add 32)	Fahrenheit temperature



* 1 in = 2.54 (exactly). For other exact conversions, and more detailed tables, see *Units, Weights, and Measures*, Part 2, 25, NIST Monograph No. 103-110, 2008.

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Introduction

This survey examines the attitudes and perceptions of adult Americans toward a variety of key issues in the field of automobile safety. The range of subjects explored in this study includes:

- 1) The car-buying habits of car owners;
- 2) The public's degree of concern about automobile safety and its perception of the need for measures to protect automobile passengers;
- 3) Public attitudes toward currently available safety equipment, especially the active seat belt;
- 4) Public assessments of the performance of governmental and private sector leaders in dealing with automobile safety matters;
- 5) Attitudes toward new rules requiring the installation of passive restraint systems in new automobiles; and,
- 6) Public knowledge of and expectations about the use and performance of new passive restraint technology.

Sample Design

A special nationwide sample was prepared for this project under the direction of Dr. Richard Link, an expert in the field. The sample was based on a probability method of selection, using the 1970 Census data down to tracts, block groups, and individual blocks to gain a precise point at which interviews were to be conducted. A detailed description of the sample methodology can be found in the Appendix to this report.

Interviewing

Interviewing was conducted across the nation between May 17 and May 27, 1978,

in which period 2,016 interviews were successfully completed.

Coding and Tabulation

The questionnaire for this survey contained a number of subjective questions in order to gain a qualitative depth in unexplored areas. Once the field work had been completed and the questionnaires had been returned, responses to subjective questions were codified so that they could be tabulated. This process of coding required that the response to every subjective question on every questionnaire be read, interpreted, and placed in a general code category. Once coded, the questionnaires were keypunched and then tabulated by computer using a special program to provide cross-tabulations. The printouts for this study are available to the client and constitute a basic part of this report. They depict all of the raw data in total, and for 60 separate subgroups within the sample.

Glossary

For the purposes of analysis, the American public has been divided into 60 subgroups, some involving purely demographic distinctions and others involving differences in attitudes or safety habits. What follows is a listing of these groups and a brief description of how each was extrapolated from the questions on the survey:

Region

The nation was divided into four regions using the same state-by-state breakdown employed by the U.S. Census: the East (25% of total) includes Pennsylvania and states to its northeast; the Midwest (27%) includes the states within the triangle bounded by Ohio, Kansas, and North Dakota; the South (30%) includes the border states and Oklahoma and Texas; the West (18%) refers to the Pacific and Rocky Mountain states, Hawaii, and Alaska.

Type of place

Respondents in cities (34%), suburbs (26%), small towns (16%), and rural areas (24%) as defined by the 1970 U.S. Census.

Age, education, sex, marital status, children in household, income, occupation, ethnic background

These self-evident demographic distinctions are drawn from the factual questions on the survey.

Seat belt use

Frequent seat belt users (16%) say they wear seat belts "almost all the time," while infrequent seat belt users (37%) respond that they never use seat belts (Q.8d.).

Safety consciousness

Respondents with low safety consciousness (9%) say that safety is of no importance to them in buying a car (Q.8a.), or that improvements in safety design would be least likely to make them want to buy a new car (Q.10b.). Respondents with increased safety concern (21%) say that safety has become more important to them over the past five years (Q.9d.).

Accident experience

Respondents classified as having auto injury experience (19%) are those who say they or members of their immediate family have been seriously injured in an auto accident (Q.F11.).

Accident fear

Those with high accident fear (48%) say they have "a great deal of concern" that they or a member of their family will be involved in an injury-causing auto accident, while those with low accident fear (10%) say they have little or no concern this will occur (Q.3.).

Position on passive restraint rule

Attitudes favoring (58%), opposing (24%), or no difference/unsure (17%) on the Secretary's rule are determined by responses to Q.19d.

Passive restraint preference

We provided respondents with five hypothetical pricing conditions for passive restraints and asked them to say for each situation whether they would prefer air bags or automatic seat belts. We categorized respondents by their preferences, as follows: those who prefer air bags when they are \$350 more expensive than automatic belts (35%); those who do not fall into the first category, but who prefer air bags when they are either \$200 or \$100 more expensive than automatic belts (9%); those who prefer air bags only when there is no price disadvantage and no extra cost (7%); those who prefer automatic belts when the two systems are priced the same (37%); and, those who make a cost-conscious choice, preferring whichever system is least expensive when the two systems are priced differently (8%).

Car ownership

New car buying household (59%), exclusively used car household (39%), and recent car household (35%) are determined by responses to Q.6c., inquiring about a respondent's first, second, and third cars. In order to qualify as belonging to a recent car household, a respondent must have a car from model year 1976 or later. Frequent new car buyers (6%) say they buy a new car at least once every two years (Q.8c.).

Car size and make

Small car drivers (30%) say in Q.1c. that the car they personally drive is either a subcompact or a compact, while large car drivers (32%) say they drive standard or luxury automobiles. Respondents are also classified by the kind of cars which are owned by their households: subcompact household (20%), compact household (27%), intermediate household (29%), standard/luxury household (45%), and foreign car household (15%) are designated from responses to Q.6d. Since many households own more than one car, respondents can be represented in more than one category.

Switchers to rule support (12%)

These respondents did not favor the Secretary's passive restraint rule when first asked (Q.19d.), but did favor it when asked again later in the survey (Q.31.).

Unfavorable to government auto safety regulations (33%)

These respondents say that government regulation of auto safety generally does more harm than good (Q.10c.).

Unaware of passive restraints (18%)

These respondents say they had not heard of air bags or automatic belts prior to this survey (Q.20a.,c.).

SECTION I

CAR BUYING AND CAR OWNERSHIP

Over the last three-quarters of a century, the automobile has changed the face of the nation and transformed Americans into the most mobile people the world has known. In 1976 alone, American motorists drove more than 1.3 trillion vehicle miles--using their cars for work and for pleasure, travelling distances both great and small.

As our society has recognized in many diverse areas, progress has its price. Increased industrialization has dramatically broadened the reach of material prosperity, but it has also taken its toll on the natural environment. While advances in communications have bridged wide gaps between geographical regions, they have narrowed the measure of personal privacy. The development of the automobile has followed a similar pattern of benefit and cost. The automobile has played an extraordinary role in expanding personal mobility, helping Americans move about efficiently and conveniently, but for this too a price has been paid. In 1976, 47,000 Americans died in automobile accidents and another 1,800,000 experienced disabling injuries.

This report provides the results of a survey undertaken for the National Highway Traffic Safety Administration about how the American people view the problems of automobile safety. With a cross section of 2,016 American households, we have tried to discover how Americans perceive past efforts to reduce the personal risks of driving and what their expectations and desires are for the future. We paid special attention to public attitudes toward the major safety innovation looming on the horizon--the use of passive restraint technologies. This survey represents an effort to understand how the American people will confront the major decisions facing them in the area of auto safety.

In order to understand properly the attitudes and perceptions of Americans with regard to automobile safety, it is important first to examine the context

in which these attitudes are formed. For that reason, we begin this report with a brief look at the car-buying and car-ownership habits of the American driving public.

The Car-Buying Decision

In order to develop a sense of who plays the key role in deciding to buy a car, we asked respondents to tell us which member of their household has the greatest influence in choosing what kind of automobile to purchase. We found that for the most part, the decision rests with the male adult (41%) or else it is shared equally by different members of the household (36%). In households with married couples, the woman only rarely has the primary decision making responsibility--a point attested to both by married men and married women. Among married women, 39% report that the male makes the decision, and 48% say the decision is a joint one, with only 8% saying that the choice is the woman's alone. Married men have only a slightly different perception of the process, with 47% saying the decision is male dominated, and 46% saying the choice is a joint one.

Interpretation

While men tend to play a more dominant role in purchasing a car, nearly half of all married couples say that the choice of which car to purchase is jointly made. The significance of this finding is simply that the views of both men and women are important in establishing the context of public opinion about automobile safety. While men clearly play a somewhat more dominant role, it would miss the mark to suggest that women's attitudes do not affect the real world of car buying and selling.

We asked respondents how often they buy a newly manufactured car (as distinguished from a used or previously owned car). Overall, 7% say they buy a new

*Marginal notations refer to the tables which follow the textual section of this report.

car at least once every two years, 12% say they buy a new car every three years, 11% say they do so every four years, 15% say every five years, and 10% say they buy a newly manufactured car only every six years. In addition, 23% report they buy a new car less often than every six years, and 16% volunteer that they never buy a newly manufactured car. Summarizing these results, we find the following:

	<u>Frequency</u> %	<u>Cumulative</u> %
Once a year	1	1
Every 2 years	6	7
Every 3 years	12	19
Every 4 years	11	30
Every 5 years	15	45
Every 6 years	10	55

Even among households with annual incomes over \$20,000, only 38% purchase a new car at least once every four years.

We asked respondents to tell us whether they usually buy a new or used car when the time comes for them to purchase an automobile. Overall, 47% T3 say they tend to buy new cars, 40% say they usually buy used cars, 7% volunteer that they buy both kinds, and 5% volunteer that it depends on the situation. People age 65 and over (64%), professional-and executive-level workers (61%) and people between the ages of 50 and 64 (57%) are most likely to buy new cars. People who are 18 to 24 years of age (57%), blue collar workers (48%), and residents of western states (47%) are most likely to purchase used automobiles.

Factors Which Influence Car Buying

We gave respondents a list of 12 factors that might influence their decision about what kind of car to buy and asked them whether each is of major importance, minor importance, or no importance. The factor of cost is most often considered to be of major importance (85%), followed by two other cost-related factors--gas mileage (77%) and repair record (75%). Safety and safety features are reported to be of major importance with the fourth greatest frequency (72%). Four other factors follow only somewhat behind these top priorities--insurance rates (66%), interior comfort and style (66%), size (64%), and dealer service (64%). The four remaining factors--exterior appearance and style (50%), preference for one particular make of car (47%), resale value (45%), and prestige and status (14%)--are said to be of major importance with a relatively lower frequency that tends to classify them as lower priorities.

T4

Interpretation

Because a survey of this sort cannot reproduce the conditions in a showroom when an individual buys a car, we would not assert that this ordering of priorities reflects the way car-purchasing decisions are actually made. We do believe, however, that these results reflect the values and concerns of the American public. It is in these terms that we point out the relatively high importance of safety, which ranks closely behind the most critical pocketbook considerations. Though it is often difficult for consumers to differentiate between various car models in terms of safety, these responses suggest that consumers would pointedly avoid cars which they suspected had insufficient safety protection and that a portion of them might seek out cars with clear safety advantages.

Looking further at the importance respondents attach to safety as a factor in automobile purchases, we find that frequent seat belt users (84%), people with

T5

a high fear of auto accidents (81%), people between the ages of 50 and 64 (80%), those in the West (77%), and those who would pay \$350 more to have an air bag instead of automatic seat belts installed in their cars (73%) are most likely to say safety is of major importance to them in car buying. Most likely to say that safety is of only minor or no importance in car buying are people with low accident fear (44%), people who prefer the air bag only at no extra cost (39%), people who prefer whatever passive restraint system is cheapest (37%), and those who oppose the passive restraint rule (35%). A majority of all groups say that safety is of major importance.

New Innovations and Car Buying

We gave respondents a list of six possible new innovations in cars and asked them which would make them most inclined to purchase an automobile. The most popular innovation is improved gas mileage, selected by 42%. Following behind in a middle range are new safety features to protect driver and passengers in a collision (22%) and features to reduce the cost of repairs (21%). There is only a small concern for innovations which would produce larger interior dimensions (3%), better exterior styling (2%), and smaller exterior size (1%). By reversing the question and asking which feature would least make them want to buy a new car, we again find that styling innovations are the relatively least desired. Overall, 5% of the public say that new safety innovations would be least likely to inspire a new car purchase.

Interpretation

This measurement again indicates that cost factors have the greatest impact on American car buyers, and that a smaller, but still significant, portion of the public is attracted by safety considerations. Though it is not clear how well it has been utilized, these results

suggest that safety has the potential to become an additional selling point for an automobile manufacturer who could clearly demonstrate a competitive advantage in the safety area. Furthermore, safety innovations would be welcomed by a sizeable portion of the car-buying public.

Current Car Ownership

For the purposes of understanding our sample and classifying respondents in arraying the survey results, we asked respondents a series of factual questions about the cars they currently own. Fully 98% of the households own a car.* It will be useful to summarize our results briefly.

First cars. Of the automobiles that respondents think of as their "first T8 car," 27% are of model years 1976 through 1978, 51% are of model years 1970 through 1975, and 22% are of model years before 1970. Of all first cars, 9% are of foreign manufacture, with the foreign share increasing as cars become newer. The largest percentage of cars are standard size (29%), followed by intermediates (22%), compacts (18%), subcompacts (12%), pickups and vans (10%), and luxury models (5%). Standard size cars are less common in the more recent model years, while subcompacts and compacts are more common. Fifty-two percent of first cars were purchased new. T9

Second cars. Fifty-six percent of our respondents' households have at least two cars. Of their "second cars," 23% are of the 1976 model year or T10 later, 48% are of model years 1970 through 1975, while 29% are of model years before 1970. Among all second cars, 12% are of foreign manufacture, 23% are standards, 21% are pickups or vans, 17% are compacts, 16% are intermediates, and 16% are subcompacts. Fifty-five percent of second cars were purchased used. T11

*In order to qualify for an interview, the respondent had to be a licensed driver or a member of a household with a car.

Third cars. Fifteen percent of the respondents' households have at least three cars, 83% of which are more than three years old and 38% of which are more than nine years old. Pickups and vans (24%) are the most popular third cars. Sixty-five percent of all third cars were purchased used.

T12

T13

SECTION II

ATTITUDES TOWARD SAFETY AND SEAT BELT USE IN AUTOMOBILES

Overall Perceptions of Automobile Safety

Although there is an element of danger in almost every activity in modern life, the degree of danger varies sharply. To explore perceptions of the relative dangers of driving, respondents were asked how concerned they are that each of seven types of injury-causing accidents would involve them or members of their immediate families. Nearly three out of four respondents, 73%, express a great deal or quite a bit of concern about automobile accidents. This is considerably higher than the same level of concern about fires (58%) or accidents on the job (48%). Smaller numbers, 39%, express such concern over airplane crashes (not surprisingly, since most Americans seldom or ever fly) or natural disasters such as hurricanes, tornadoes, earthquakes, or lightning (which after all affect a very small number of people each year). Two very rare types of accidents are less often the subject of a great deal or quite a bit of concern: nuclear explosions (34%) and elevator accidents (25%).

T14

In relative terms, then, Americans perceive automobile accidents to be a major source of danger to them and their families. Nearly half, 48%, say they have a great deal of concern about involvement in an auto accident. Twenty-five percent express quite a bit of concern, 15% express some concern, 7% only a little concern, and only 3% no concern. There are some important differences between various subgroups of the population. Women are more likely to express great concern (53%) than are men (43%). But an even more revealing set of statistics is the surprisingly uniform reaction of other subgroups among whom one would suspect there would be real differences. The level of great concern, for example, is statistically the same among frequent users and infrequent users of seat belts. There is little difference here between those who support and those who oppose the passive restraint rule.

T15

Even those who have had an auto injury experience show virtually no greater level of concern over future involvement in an accident than do Americans generally.

Interpretation

There is a broad consensus among the American people of the dangers inherent in automobile travel. People show greater concern about auto accidents than about any other form of accident tested; fully three-fourths of the American people recognize the personal threat of automobile accidents. In addition, concern is widespread. It is by no means concentrated only in that segment of the population that is conscious of auto safety or favors specific measures to enhance it.

Concern about involvement in an automobile accident may stem in part from a feeling that automobiles provide little protection under certain conditions. When we asked respondents how much protection newer cars would provide in a collision while going 30 miles an hour, only 10% say a great deal of protection, and an additional 27% say quite a bit of protection. In other words, slightly more than one in three respondents give positive responses. A plurality of 39% say newer cars would give only some protection under such circumstances, and 16% say they would give very little protection. In other words, a majority of 55% give essentially negative responses.

There is relatively little difference in responses to this question between those who own compact or subcompact cars and those who do not. Negative attitudes are more common among younger people: 48% of those over age 65 but 61% of those under age 25 say newer cars provide only some or very little protection in 30 m.p.h. collisions. Also, those who oppose the passive restraint rule are more likely than average (60%) to give negative responses, suggesting that their opposition to passive restraints does not stem from a feeling that they are already sufficiently protected.

Interpretation

Coupled with the finding that people consider auto travel inherently dangerous, this finding that even newer cars are perceived as providing little protection in collisions provides a firm intellectual underpinning for the proposition that additional safety measures are needed.

The Auto Manufacturers and Auto Safety

Despite perceptions about the lack of safety in automobiles, the American public does not believe that auto manufacturers lack concern about safety. By a 47% to 38% margin, they believe American cars are designed in anticipation of a collision or crash. While this is not an overwhelming margin for the manufacturers, it does show that there is no consensus that auto makers have failed in their responsibility to passenger safety. More affluent respondents and those in the East tend to express more negative attitudes toward the manufacturers, but even here less than a majority say cars are designed without consideration of collisions. T17

This is not to say that Americans see automobile safety features as having become more important in the last five years. When asked to select from a list of six features the ones that are more important today compared with five years ago, safety is in the second tier of responses. Despite changes that have been required in safety equipment, respondents are far more likely to select gas mileage (57%) than safety (21%) as a quality which has become more important to them in the last five years. Indeed, safety ranks no higher than durability (24%) or maintenance (21%). T18

Interpretation

While Americans express a high level of concern about automobile safety, there is no overwhelming tendency to perceive a gross failure in the safety design of American cars. As we shall see in greater detail in the next section of this report, the public does not perceive a great

lack of good will on anyone's part with regard to auto safety. Americans believe that auto safety can and should be improved, but there is no urgent demand for corrective action which might be expected if manufacturers were widely perceived as being lax in this area.

Given the public's attitudes about general auto safety equipment, it is hardly surprising that 65% believe cars should be built with as many safety features as possible included as standard equipment, while 26% believe only the most essential safety features should be included as part of the basic car, while other safety features should be optional. Indeed, Americans want as many safety features as possible to be standard equipment. T19

It is important to realize that agreement on this abstract proposition extends to just about every segment of the American people. It is shared even by majorities, albeit not large ones, of the following groups:

- those with a low safety consciousness (50% select the statement that as many safety features as possible should be included as standard equipment, compared to 39% who select the statement that cars should have only those safety features that must be built into the basic car as standard equipment, allowing the buyer to select other safety features as options.)

- those who oppose the passive restraint rule (51% to 42%), and
- those who prefer the air bag only at no extra cost (56% to 33%).

As one might expect, it is favored by wide margins of the following groups:

- those with increased safety concern (76% to 18%),
- frequent seat belt users (74% to 19%),
- those who support the passive restraint rule (74% to 19%), and
- those who prefer the air bag even at \$350 more than a passive belt (70% to 24%).

Interpretation

These results are important, not because they settle the policy questions involving passive restraints, but because they show the public

to be strongly sympathetic to the basic approach of requiring safety features as standard equipment. That is not to say that there may not be equivocation on specific measures, or even outright opposition to some when their drawbacks become evident. But it does mean that a broad consensus of the American public at this time believes:

- a) that automobiles are inherently dangerous, and
- b) that safety features should be built into automobiles as standard equipment.

Before looking in detail at Americans' attitudes toward seat belts and passive restraints, let us consider their reactions to other auto safety questions.

By a huge 79% to 3% margin, they consider large cars safer than small cars. This opinion is even shared by about two-thirds of small car drivers, subcompact households, compact households, and foreign car households. T20

Americans react very positively to a proposal for brakes that are designed to greatly reduce skidding; 86% rate them as good, as against 8% who call them fair and 3% poor. T21

They are almost as positive about car bumpers that can absorb 5 m.p.h. crashes without damage: 71% call them good, while 27% react negatively (fair or poor).

More controversial are seat belts that must be buckled before the car will start, a measure that has now been discontinued. Only 38% say they are good, while 25% call them fair and 34% poor. It is noteworthy, however, that only one-third of respondents are solid in their rejection.

Finally, Americans strongly reject state or federal laws requiring the use of seat belts, with fines for non-use. Only 21% call this proposal good, 18% say it is fair, and 57% say it is poor.

Interpretation

While Americans are ready to accept safety proposals that cause them no inconvenience, such as non-skid brakes and crash-resistant bumpers, they are unreceptive to being ordered to do things, such as using their

seat belts. As we look at respondents' attitudes toward seat belts, this fact should not be forgotten.

Seat Belt Use

Despite Americans' awareness of the dangers of automobile travel, our survey shows that most Americans do not use their seat belts most of the time.

When given five alternatives to characterize their use of seat belts, the results are as follows:

T22

16%	Use seat belts almost all the time
9%	Use seat belts most of the time
18%	Use seat belts only sometimes
19%	Use seat belts rarely
37%	Never use seat belts

These results are essentially in line with those from other surveys of seat belt use.

Among no segment of the population is frequent seat belt use a majority phenomenon. Use of seat belts almost all the time is most common among the college educated (28%), in the West (26%), and among professionals and executives (25%). It is significant that seat belt use is no more frequent than average among young Americans; indeed, if anything it is slightly less frequent among them than average. There is no evidence here of the establishment of habits among the young which, if continued, will change the overall picture in the future. There is no evidence that those with very young children or those with older children use seat belts more frequently than others. Seat belt use is least frequent in the South (63% rarely or never use them), in rural areas (62%), and among blue collar respondents (62%).

Interestingly, the use of seat belts is slightly more frequent than average among those who prefer automatic belts to air bags, and it is somewhat less

frequent than average among those who prefer air bags. This suggests that some of those who never use seat belts recognize the need for protection and, perhaps out of a distaste for belts, prefer air bags to automatic seat belts.

Seat belt use varies somewhat by driving situation. It is most frequent T23 in long distance driving (28% almost all the time), on highways (24%), and while driving with children in the car (22%). There is no statistically significant difference in frequent use while driving alone, driving to work, riding in a car as a passenger, driving on local streets, and using the car for errands. In no situation does a majority report using seat belts almost all or most of the time; the closest is the 40% who use them that often while driving long distances.

Interpretation

Americans have had seat belts in their cars for a number of years, but seat belt use is still far from the general rule. The fact is that the majority rarely use seat belts or never use them, and only a distinct minority use them almost all or most of the time. There are few signs here that this situation will change. Even though the vast majority of Americans express considerable concern about auto accidents and acknowledge that there is a risk of being injured, they nonetheless decide not to use seat belts. Nor is there any sign of increasing seat belt use among the young or those directly or indirectly touched by serious automobile accidents. Without remarkable changes in seat belt habits, it appears Americans will only get the kind of protection seat belts provide, if something more than the current seat belt is offered in automobiles.

Attitudes Toward Seat Belts

To understand Americans' attitudes toward the quality of current seat belts on four key dimensions, we asked them to rate, on a scale of 1 (poor quality) to 7 (excellent quality), the ease of use, appearance, safety protection, T24 and comfort of seat belts. From their responses we have calculated a median score, which represents the midpoint of attitudes. We have also calculated

medians for the responses of frequent seat belt users and infrequent seat belt users. The results are as follows:

Safety protection. Seat belts get high ratings here, with nearly half of the respondents rating them at 6 or 7. The overall median score is 4.9, the highest for any quality tested. Frequent seat belt users give them a very high 5.8 median; infrequent users give them a 3.8. In other words, a considerable number of infrequent users disagree with frequent users that seat belts provide much safety protection.

Appearance. Respondents generally tend to find the appearance of seat belts acceptable (4.0 median score), with about equal numbers saying excellent (22%) and poor (27%). Frequent seat belt users are somewhat more positive (4.6) than infrequent users (3.2), but the gap is relatively narrow and the overall median scores suggest that appearance is not a major plus or a major minus with respondents.

Ease of use. The overall score here is 3.7 with an equal number, 29%, saying excellent and poor. There is a sharp difference, however, between frequent seat belt users (5.2) and infrequent users (3.1). Frequent users by and large have no trouble using seat belts; many infrequent users consider them difficult.

Comfort. Overall, comfort is the greatest weakness of current seat belts. The 2.6 median score given for comfort is based on 17% who rate it excellent, and 43% who rate it poor. Here there is an even sharper difference between frequent seat belt users (4.7) and infrequent users (1.3). Essentially frequent users are saying that seat belts have an acceptable level of comfort or better, but infrequent users are almost unanimously hostile in their complaints.

Interpretation

Infrequent users outnumber frequent users of seat belts by better than three to one. What we see here suggests that there are strong and enduring reasons deterring infrequent users from changing their habits and using seat belts. Many, if not most, of them are ready to concede that seat belts provide some safety protection. But they find them very uncomfortable and, to a lesser extent, difficult to use. The seat belt is seen as cumbersome, and regarded with distaste. Despite the long experience Americans have now had with seat belts and their recognition of the need for safety protection and how it is provided by belts, they nevertheless retain these negative attitudes--and don't use their seat belts.

To understand the full range of Americans' attitudes toward seat belts, we asked them to volunteer, in their own words, their favorable and unfavorable impressions of the seat belts currently used in cars. Unfavorable comments outnumber favorable ones by nearly a two-to-one margin (122% to 65% because of multiple comments), with 33% volunteering neutral or mixed attitudes. Among frequent seat belt users, favorable comments outnumber unfavorable ones by about a two-to-one margin, but, even so, more than half the frequent users voice complaints. Among infrequent users, unfavorable comments outnumber favorable ones by an overwhelming four and one-half-to-one margin.

T26

Almost all of the positive comments center on safety. Thus 20% say that seat belts protect lives or prevent injuries; 14% say belts are important and should be used in more cars; 6% say they prevent various kinds of injuries; 5% say they restrain people and hold them in place, and 4% say they are good for children. Five percent volunteer that they have a sense of security when they use seat belts. Some respondents note simply that they use belts (5%) or that they like shoulder harnesses along with belts (4%). Only 1% volunteer that seat belts are comfortable.

There are a number of comments which are neither entirely positive or

negative. Thus 6% volunteer that belts are both good and bad, depending on the kind of accident; 4% say that although belts are good, they don't wear them; 2% say present belts are satisfactory and can't be improved. Some respondents in effect call for more seat belt use: 2% want the buzzer and interlock system or mandatory use; 2% say too few people wear seat belts; 1% say they should be put in all cars for those who want them, and 1% say that people should get used to wearing them. Then there are suggested modifications: belts should be larger (1%), have better shoulder harnesses (1%), should be retractable (1%), or need a better system or location (1%). Preferences for automatic belts or Volkswagen belts and for air bags are volunteered by 1% each.

Negative comments show considerably more enmity and fervor than positive ones. While the positive comments largely make the intellectual case for safety, negative comments concentrate on the lack of comfort and ease of use and also alleged safety defects in often vivid ways. Consider these comments pertaining to comfort: too confining, can't move, feel tied down (18%); uncomfortable (17%); the shoulder harness is uncomfortable, dangerous, or in the way (8%, such comments are volunteered most often by frequent users); the buzzer and interlock system are annoying (5%); they wrinkle your clothes (1%). There are also plenty of specific complaints about ease of use: bothersome, inconvenient, nuisance (17%); hard to use, should be easier to get on and off (10%, this comment is volunteered most often by frequent users); inconvenient for local driving, don't wear them in the city (4%). Considering the large number of negative comments about comfort and ease of use made by both seat belt users and non-users, it is important to note that there is no significant number of complaints relating to the appearance of seat belts.

Negative comments about safety are made almost entirely by infrequent seat belt users. They include: in an accident they trap you in the car, need emergency release (13%); don't really protect, don't always help (5%); can cause injury, more harm than good (2%); aren't necessary, I drive safely, little traffic here (1%). Finally, 13% say simply that they don't use seat belts; 4% say they wear them only on long trips or under hazardous conditions; 2% say they should be taken out, and 2% volunteer other negative comments.

Interpretation

We see two rather different pictures of seat belts here--that supplied by the minority who use them regularly and that painted by the majority who seldom or never use them.

For seat belt users, the most important thing about belts is that they provide safety or a feeling of safety. While there are some vivid comments, most of them are couched in cool, intellectual terms, suggesting an intellectual but perhaps not emotional commitment. For significant numbers of belt users, there are also drawbacks: the belts are hard to use, they are uncomfortable, and shoulder harnesses in particular are uncomfortable or dangerous.

For infrequent seat belt users, there is little positive to say about belts and a great deal of negative things to say. Belts are confining, bothersome, uncomfortable, and, in the opinion of many non-users, have serious safety problems. While these last responses may be considered rationalizations by some observers, nevertheless they are volunteered with a frequency that suggests that at least some Americans have not been persuaded of the clear safety advantage of seat belts.

The primary significance of these findings is that there is little evidence here of substantial increases in seat belt usage in the future. At present, infrequent users have few positive feelings about seat belts. While it may be possible to clear up some misconceptions, it seems hardly likely that conventional seat belts can be devised which will avoid the complaints of lack of comfort and ease of use.

When asked to select which one of the four qualities we tested about seat belts needs the most improvement, Americans show a clear agreement on two

choices: comfort (43%) and ease of use (25%). Only 13% choose safety protection and 5% appearance. These results are consistent with the nature and frequency of negative comments volunteered about seat belts.

Finally, to gauge attitudes about seat belts with more precision, we asked Americans to agree or disagree with a series of statements about seat belts.

- By a 54% to 31% margin, respondents agree that auto manufacturers could have designed seat belts that would be easier to use. A solid majority, 59%, of infrequent seat belt users agree. It appears many Americans do see some possibility of improved seat belts. T28

- By a 55% to 37% margin, respondents reject the statement: "Just having a seat belt around me in a car makes me feel safer." Only slightly more than one in three Americans agree. Even among the groups most likely to use seat belts--the college educated, professionals and executives, residents of the West, and those with increased safety concern--less than half agree. T29

Interpretation

However much Americans may appreciate on an intellectual level the safety advantages of seat belts--and, as we have seen, that appreciation is by no means universal--they do not on an emotional level feel they are safer with their seat belts fastened. This result, as much as any other, suggests the difficulties ahead for those who hope to persuade much larger numbers of Americans to voluntarily use seat belts.

- By a 66% to 25% margin, Americans reject the statement: "Getting killed or hurt in a car accident is just a matter of fate, so seat belts don't make that big a difference." The 37% of the driving population who are infrequent belt users, however, are almost evenly divided on this question, indicating a substantial degree of fatalism on the part of just those individuals who must be persuaded if seat belt use is to increase. T30

- By a similar 72% to 21% margin, Americans reject the statement:

"The chances of getting into an accident are so small that seat belts aren't really worth the inconvenience." The rejection of this statement on an intellectual level contrasts vividly with the behavior of the majority of Americans who use seat belts only rarely if at all. T31

- Fully 37% agree with the statement: "There's nothing anyone can do that would make me use seat belts most of the time"; 52% disagree. Finally, nearly three-quarters of the respondents agree with the statement: "Seat belts on new cars are all pretty much the same, no matter what kind of car you buy." T32a T32b

Interpretation

A very substantial minority insists, even after the interview has treated the subject of safety, that they will not use seat belts. The potential for increasing seat belt use is definitely limited.

Child Safety Seats and Harnesses

Ten percent of Americans report that they have a special child safety seat or harness for their cars. Surprisingly, less than half (43%) of those Americans with very young children have a safety seat or harness. Of those who have children under age five or who have these devices, about one-third (32%) use them almost always with infants or very young children in the car; 7% use them most of the time, 4% only sometimes, and 5% hardly ever. A majority (52%) of respondents did not respond to this question because they do not possess a child safety seat or harness. Once again, use of these devices is much higher than average among the college educated and among frequent users of seat belts. There is little difference between married men and married women or between those with very young children and those with older children in the household. T33 T34

SECTION III

PERCEPTIONS OF THE ROLE OF GOVERNMENT REGULATORS AND
AUTO MANUFACTURERS IN AUTO SAFETY

Before looking at attitudes toward the key questions related to passive restraints, it is important to understand the perceptions the American public has about government regulators, government regulations, and the performance of the automobile manufacturers in the area of auto safety. To understand what these attitudes are, we tested such items as whose opinions the public trusts on auto safety; whether government regulations do more good than harm; perceptions of how beneficial past federal safety requirements have been; the necessity of government regulation to ensure public safety in various industries; perceptions of how well auto manufacturers meet consumers' needs; the performance of the auto industry in specific areas such as attractiveness, safety, quality of construction, and mileage, and finally, whether the government and the auto manufacturers really have the public's interest at heart when it comes to auto safety.

Trustworthiness on Auto Safety Issues

Respondents were first asked to rate the trustworthiness of ten different groups when it comes to auto safety. A seven-point scale was used and results have been calculated on the basis of a median score (the halfway point); scores closer to seven indicate a high degree of trust, while scores closer to one indicate a low degree of trust. T35

Four groups receive above average trustworthiness scores. Leading the list are safety engineers at 5.2, followed by the National Highway Traffic Safety Administration (NHTSA) at 5.1. Majorities of those with an opinion give both groups high marks for trustworthiness (6 or 7 on the scale), while less than 10% have low trust in them (1 or 2 on the

scale). Race drivers and the American Automobile Association are also highly credible sources on automobile safety, with median scores of 4.9 and nearly 50% giving each of them high scores for trustworthiness. Two groups receive scores in the average range. Consumer advocates are rated at 4.4, which is based in part upon 39% with high trust in them and 11% with little trust in their opinions. Government auto safety officials do not fare as well as the NHTSA; their score is 4.3, with 36% having a great deal of trust in them.

The private sector fares least well on this question, but the scores are not especially poor. Automobile mechanics score best at 3.8, followed by insurance companies at 3.7, and car manufacturers at 3.5. While 20% say that they have a great deal of trust in manufacturers' opinions, 22% say they have little trust. Finally, local automobile dealers have a low level of credibility; the score for them is just 3.0, with only 13% saying they have very high trust in their opinions and 32% expressing little trust in their opinions.

Interpretation

These results confirm the axiom that when a group has a financial interest in a matter, its opinions are less credible than the opinions of those who are perceived as more neutral observers. Consequently, the public is more likely to accept the opinions of safety engineers, the National Highway Traffic Safety Administration, race drivers, and the American Automobile Association, than those of insurance companies and car manufacturers. Even so, less than one-fourth of the respondents indicate low levels of trust in these "interested parties."

Government Regulations and Regulators

Respondents were read two statements about government regulation and the cost this regulation adds to the price of goods--both in general terms and specifically relating to auto safety--and asked which comes closest to their viewpoint. In each instance, the public believes government regulation does more good than harm, because it improves quality and safety without affecting prices too much. In the case of government regulation in general, the margin is 53% to 31%, and for auto safety in particular the margin is 56% to 33%. T36 T37

SELECTED STATEMENT ABOUT THE ROLE OF GOVERNMENT REGULATION

<u>Statement A:</u> "Government regulation does more harm than good and basically hurts people because the good that comes from it is not worth the added price."	31%
<u>Statement B:</u> "Government regulation does more good than harm and basically helps people because it improves quality and safety without affecting prices too much."	53%
Neither (VOL)	7%
Not sure	9%

SELECTED STATEMENT ABOUT AUTO SAFETY REGULATIONS

<u>Statement A:</u> "Government auto safety regulations have done more good than harm and have basically helped people by improving quality and safety without affecting prices too much."	56%
<u>Statement B:</u> "Government auto safety regulations have done more harm than good and have basically hurt people because the good that comes from them is not worth the added price."	33%
Neither (VOL)	4%
Not sure	7%

The idea that government regulation is more beneficial than harmful meets with majority approval from all sections of the country, especially the East; with all age groups except 50 to 64 year-olds, among whom 48% believe government regulation does more good than harm; and with both professional- and executive-level households as well as blue collar households. The only groups where a slight plurality believe government regulation in general does more harm than good are people who have a low accident fear and those who oppose the passive restraint rule.

When it comes to the specific area of government auto safety regulation, people in the West are most positively disposed towards government auto safety regulation, although they do not feel as strongly about government regulation in general. A majority of all age groups (especially the young) and income brackets believe that government auto safety regulation does more good than harm. The greatest resistance to this idea comes from those who are infrequent seat belt users (40% say auto safety regulation does more harm than good, and 48% believe it does more good than harm), and those with low safety consciousness (46% more harm), while 51% of those who oppose the passive restraint rule believe the benefit that comes from government auto safety regulation is not worth the added price.

Interpretation

It has been stated by opinion leaders that we are in a period of anti-government feeling--people are looking less and less to government to solve their problems and are generally critical of the government's performance, especially the federal government. Nevertheless, when it comes to government regulation both in general and specifically in the area of auto safety, the feeling is that government regulation does more good than harm, even though such regulations may add to the cost of the product. This opinion is *fairly uniformly held*, even in areas which have been traditionally resistant to government regulation. All of this suggests that the majority of Americans believe government auto safety regulation is worth the added cost.

By cross-tabulating the responses to these general and specific regulation questions, we find that 42% of those who believe government regulation in general has done more harm than good surprisingly feel that government regulation of automobile safety has done more good than harm. Conversely, only 23% of those who believe government regulation in general has done more good than harm feel that government auto safety regulation has done more harm than good. T38

Given these attitudes, it is not surprising to find that, by a 58% to 28% margin, Americans agree that "the people in government who deal with automobile safety issues really have my best interest at heart." A majority of most groups subscribe to this feeling. The only groups where opinion is equally divided on this matter are infrequent seat belt users, people with a low safety consciousness, those who oppose the passive restraint rule, and those unfavorable to government auto safety regulations. Even in these groups, however, more people agree than disagree. T39

Perhaps people agree that the government is working on their behalf because they perceive past federal government requirements to improve the automobile as beneficial and worth the added cost. For example, 96% feel this way about safety glass, 91% about padded dash boards, 82% about dual braking systems, and 82% about more protective bumpers. In each case, only a handful of people feel that the requirement is not beneficial and not worth the additional cost. Other federal requirements such as fuel economy standards and seat belts are seen as beneficial and worth the added cost by two-thirds of the American people. In each of these instances, only about a quarter of the respondents believe these improvements are not beneficial and not worth the added cost. In the more controversial area of auto exhaust emission standards, 51% believe this improvement to be T40a

beneficial and worth the added cost, while a sizable 36% feel it is not beneficial.

When asked which of these improvements the auto industry would have made on its own without federal regulations, 23% of the respondents say the private sector would have done none of them, and another 21% are not sure or do not answer the question. The two features which people believe auto manufacturers would most likely have instituted on their own are safety glass (38%) and padded dashboards (30%). About a quarter of the respondents believe auto manufacturers would have installed dual braking systems without government regulations. In other areas, such as seat belts, more protective bumpers, and fuel economy standards, about a fifth of the population say auto manufacturers would have instituted these features on their own. Only 8% feel the private sector would have adopted auto exhaust emission standards on its own.

It is interesting to note that among those who oppose government safety regulations, perceptions about which features the automobile manufacturers would have offered on their own mirror almost precisely those of the total sample. This point is particularly relevant since 90% of these people feel the padded dashboard is beneficial, 83% feel the dual braking system is beneficial, 96% see safety glass as beneficial, and 78% see more protective bumpers as beneficial. In all of these areas, attitudes mirror those of the general population in terms of support for government regulations. Those who oppose government regulations are less likely to feel fuel economy standards are beneficial (57% beneficial, 33% not beneficial), seat belts are beneficial (53% beneficial, 40% not beneficial), or auto emission standards are beneficial (38% beneficial, 51% not beneficial).

Interpretation

The American public generally perceives government regulators and the regulations they enforce as improving auto safety. While regulations may add to the cost of an automobile, the public largely believes this cost is worth the added protection. In reviewing past regulations, the public feels the government has provided beneficial safety improvements which justify increased costs. At the same time, few people believe automobile manufacturers would have provided most of these improvements on their own. Overall, the government receives high marks for its auto safety performance, and the American people believe that regulators have the public interest at heart.

The Automobile Manufacturers

To set the context of public attitudes toward government regulation of the automobile industry, we asked respondents how much regulation of six specific industries is needed to ensure public safety. This question was one of the first questions asked in the survey so the respondent did not know that the subject of the interview would be auto safety. In each of the six industries tested, better than 7 out of 10 respondents feel a great deal or quite a bit of regulation is necessary. The public is most likely to feel that food manufacturers need a great deal of regulation, with 52% providing this response. Hospitals (47%) and automobile manufacturers (46%) are cited with the next highest frequency as needing a great deal of regulation. They are followed by the airlines at 42%, the electric utilities at 41%, and the building contractors at 37%. Overall, then, the public does not single out the auto industry as especially needing regulation, but it does feel that substantial regulation is needed.

There is relatively little difference by geographical area or age group in views toward the need for regulating car matters, but, as one would expect, those with a low safety consciousness and a low accident fear, and those who

oppose passive restraints are less likely to feel the need for government regulations. Even so, a majority of these respondents feel there should be a great deal or quite a bit of regulation.

By saying that there should be government regulation of the auto industry to ensure public safety, the American public is not suggesting that auto companies are not producing the type of cars Americans want. In fact, by a two-to-one count (42% to 22%) Americans feel auto manufacturers generally build the kind of cars consumers want. The remaining respondents took the more neutral positions or were not sure. The positive attitude is endorsed by people who support the passive restraint rule.

T43a

When asked to explain the reasons for their attitudes, respondents who believe automobile manufacturers build the type of cars consumers want state that in order to sell cars, manufacturers must be responsive to consumers (29%). These respondents also volunteer that auto companies offer variety to please consumers (19%), while others mention improved appearance or mileage. Among the people who feel auto manufacturers do not build the type of cars consumers want, 13% cite that cars are poorly built and hard to repair, 9% talk about profit as the manufacturers' main objective, and 7% say that the manufacturers build what they want and do not care about the consumer. Smaller numbers feel cars could get better gas mileage (5%) or be built with a greater eye towards safety (4%).

T43b

Interpretation

While the public perceives that such diverse industries as auto manufacturers, building contractors, and food manufacturers need quite a bit of government regulation to ensure public safety, they do not believe automobile manufacturers need greater regulation than the others. Generally, the public believes auto makers provide the kind of cars consumers desire. The public generally sees auto manufacturers as doing a good job in this respect.

While the public may feel that this desire stems from the need to sell cars, they also feel the auto industry is providing variety and improving the appearance and economy of cars.

When asked to evaluate the job performance of American automobile manufacturers in seven different areas, the public gives the industry very positive marks for attractiveness and comfort, acceptable marks for safety, and very weak marks in the areas of durability, economical maintenance, quality of construction, and gas mileage. Using a standard, four-part rating system of excellent, good, fair, and poor, where excellent and good represent positive evaluations and fair and poor represent negative evaluations, automobile manufacturers receive positive marks from 81% for attractiveness and 78% for comfort. In the area of safety, the mark is less glowing, but it is an acceptable 57% positive, 40% negative. In the other four areas, between 59% and 67% judge the performance of the auto industry negatively. These ratings include at least 20% who feel the manufacturers are doing a poor job. T44

When we analyze the job performance ratings of the automobile industry on safety by subgroups, we find that, with the exception of the East where 47% rate the performance as positive and 51% as negative, majorities are positive; in the other three regions 60% or better are on the positive side. There is remarkably little difference by age groups, although the 30 to 40 age group is less favorable (55% positive) than those over age 65 (64%). Even the difference in the ratings between frequent and infrequent seat belt users is relatively minor. T45

Interpretation

The American public rates the job performance of automobile manufacturers in the areas of attractiveness and comfort considerably

above their work in safety. While the positive rating of the manufacturers' performance in the safety area is acceptable, a substantial 40% feel their performance is negative here. This criticism is not isolated in some small segment of the public; rather, it is spread evenly across the population as a whole.

Further evidence that a large segment of the population is not dissatisfied with the performance of the auto industry can be found in results to our question on which areas manufacturers could improve without greatly increasing T46 costs. Since respondents could answer as many items as desired, it can be assumed that those who did not answer are satisfied with the industry's performance. Only 25% select safety as an area where manufacturers could improve automobile quality without greatly increasing the cost. Comparing this to the percentage selecting other qualities, we find gas mileage well above the rest at 52%, followed by durability at 40%, quality of construction at 39%, and economical maintenance at 35%. Comfort and attractiveness are selected by less than 20%.

The same pattern of results appears when respondents are asked to select the qualities on which foreign car manufacturers do a better job than American auto makers. Here only 9% feel that in the area of auto safety T47 foreign manufacturers do a better job than the Americans. The competitive edge for foreign manufacturers is gas mileage--fully 57% feel foreign manufacturers do a better job on this quality than do American manufacturers.

Among households with a foreign car, the percentages for each quality are higher across-the-board. Yet, once again, even among these respondents only 20% feel that foreign manufacturers have a significant edge in safety.

Interpretation

As we have seen elsewhere in this survey, the public does not now view the automobile industry as being derelict in its responsibility

to auto safety. While a quarter of respondents believe domestic manufacturers could improve safety features without greatly increasing costs, the public is much more likely to express dissatisfaction with current efforts in the area of gas mileage, quality of construction and economical maintenance.

We asked respondents to agree or disagree with the statement: "The people in the automobile industry who deal with auto safety have my best interest at heart." The question is the same as the one asked earlier about government regulators. Here 49% agree and 34% disagree. While this is less positive than the answer for government (58% agree, 28% disagree) it is nevertheless a positive response. With the exception of those with a low safety consciousness, those who oppose the passive restraint rule, those in foreign car households, and people unfavorable to government auto safety regulations, pluralities agree that the manufacturers have the public interest at heart. Even among groups where a plurality disagree, the margins are relatively slight. Approval is fairly constant among most other groups, but men, people under age 30, residents in the East, and infrequent seat belt users tend to be the most divided about whether the auto makers really have their best interest at heart.

T48

Interpretation

While the public is likely to feel that many industries--including the automobile industry--are in need of government regulation to promote safety standards, they are not likely to feel the auto industry should be singled out. Furthermore, a majority of Americans feel that under current circumstances auto manufacturers are doing an excellent or good job, and that their safety experts have the public's interest at heart.

If there is a central message which comes out of all of this data, it is that both government regulators and auto manufacturers

SECTION IV

ATTITUDES TOWARD THE INTRODUCTION
OF PASSIVE RESTRAINT SYSTEMS

have a common role to play in auto safety. The public sees no single "good guy" or "bad guy," but a situation where both groups have a constructive role to perform.

In previous sections of this report, we discussed the public's attitudes toward government auto safety regulation in general and explored public evaluations of currently available auto safety equipment. In this section, we shift our focus to one particular regulation--the Secretary of Transportation's July 1977 rule requiring the use of passive restraint systems in new cars. After examining the public's reaction to this ruling, we will turn to a discussion of public expectations about the two primary passive restraint technologies--air bags and automatic seat belts.

Preferences in Policy Direction

Before introducing respondents to the subject of passive restraints, we asked for their own view about the most appropriate direction for government auto safety policy. Our question was framed in the following terms:

T49

"Currently, about 20% of Americans use car seat belts. Do you think it would be better if the government encouraged people to use their seat belt equipment, or do you think it would be better if the government required manufacturers to develop automatic passenger crash safety equipment?"

Overall, 48% believe the government's emphasis should be on requiring the manufacturers to develop automatic crash protection equipment, and 25% say that government efforts should be directed mainly at encouraging greater use of seat belts. An additional 8% volunteer that government should rely on both approaches, 10% volunteer that the government should take neither of the two approaches, and 9% are not sure.

Only 15% of those who use seat belts infrequently say the government should emphasize greater seat belt use, while 56% say the government's emphasis should be on requiring manufacturers to develop automatic safety protection devices. Frequent seat belt users are more divided in their views, with 41% stressing greater utilization of seat belts and 40% opting

for the development of automatic safety systems. Individuals who say later in the survey that they would be willing to pay an extra \$350 for an air bag-equipped car than for automatic belts are most likely to favor governmental efforts to promote the development of automatic safety equipment (63%), while those who prefer automatic seat belts over air bags split by a narrow 39% to 34% margin in favor of the policy that requires new technological innovation by manufacturers.

In large measure, responses to the question of government's overall policy direction are consistent with positions respondents later take when asked specifically about the Secretary's passive restraint rule. Among those who say they support the rule, 57% say they generally prefer an emphasis on requiring the development of more automatic equipment. Among those who say they oppose the Secretary's rule, 31% say the government should focus on encouraging greater seat belt use, while 32% prefer focusing on the development of automatic equipment, and 25% volunteer that they prefer neither course.

Interpretation

In terms of a broad policy direction, a plurality of Americans accept the idea that there is more to be gained by requiring the development of new alternatives to active seat belts than by trying to persuade people to use their seat belts more frequently. This message comes through most strongly from non-users of seat belts--the key target group for auto safety protection measures. As we have seen in an earlier section of this report, these non-users are relatively firm in their resistance to seat belts; now they appear to be saying explicitly that if they are to be reached by government safety efforts, it will be through technological innovation rather than through education and persuasion in favor of seat belts.

The Passive Restraint Rule

When we asked respondents whether they had heard about the U.S. Department

of Transportation's new safety requirement for cars manufactured in 1982 T50
and beyond, we found that 23% say they have heard of the new rule. Frequent
new car buyers (34%), college-educated individuals (32%), frequent seat belt
users (31%), and married men (30%) demonstrate the highest levels of aware-
ness. When asked what effect this rule will have on new cars, 14% volunteer T51
that it will lead to the mandatory use of air bags, while 4% mention higher
prices as a consequence, 3% say in general terms that more safety devices
will be required, and only 1% volunteer that the rule will lead to the use of
automatic seat belts.

To gauge public reaction to the Secretary's rule, we posed the following T52
question to respondents:

"Starting in the 1982 model year, cars will be required to be
equipped with air bags or automatic seat belts. What is your
opinion of this? Do you strongly favor, moderately favor,
moderately oppose, or strongly oppose the requirement to equip
cars with air bags or automatic seat belts, or doesn't it make
much difference to you?"

Overall, 58% of respondents say they favor the rule--27% strongly and 31%
moderately. A combined total of 25% say they oppose the rule (9% moderately,
16% strongly), while 9% say the rule will not make much difference, and 8%
are unable to give a definitive response.*

As shown in the following table, 11 groups of respondents say with the
greatest frequency that they "strongly" or "moderately" favor the rule
requiring passive restraints in new automobiles:

*At the conclusion of each interview, after respondents had been more fully
informed about air bags and automatic seat belts, we again asked for reactions
to the Secretary's rule. Overall, divisions of opinion remained stable,
with 58% saying they favor the rule and 28% saying they oppose it (T80).
These later results will be discussed at greater length at the end of this
section (p. 59).

	<u>Favor Rule</u> %
<u>Total</u>	<u>58</u>
Prefer air bag @ +\$350	74
Very young children in household	73
18-24	68
25-29	68
30-39	68
Frequent seat belt users	68
Increased safety concern	67
Professional/executive	66
Prefer air bag @ +\$200 or +\$100	66
Older children in household	65
Subcompact household	65

Ten groups of respondents, listed below, say with the greatest frequency that they "moderately" or "strongly" oppose the rule requiring passive restraints in new automobiles:

	<u>Oppose Rule</u> %
<u>Total</u>	<u>25</u>
Low safety consciousness	43
Unfavorable to government auto safety regulations	39
65 and over	34
Prefer automatic belt	34
Low accident fear	34
Frequent new car buyers	33
50-64	32
Infrequent seat belt users	32
Married men	31
Small towns	31

It should be noted that in nine of the ten most negative groups, a plurality of respondents still favor the Secretary's rule. Only among those who are classified as having "low safety consciousness" do more people oppose the rule than favor it.

Interpretation

In their initial consideration of the matter, a majority of Americans support the Secretary's decision to require the use of passive restraints in new automobiles. The sharpest variations in opinions occur by age, with people under age 40 providing the strongest core of support for the Secretary's rule. Divisions also occur by the type of passive restraint equipment people say they prefer, with those who favor air bags over automatic seat belts most likely to also favor the rule.

Attitudes Toward the Air Bag

Before we asked respondents questions about passive restraint systems, we inquired about their prior knowledge of air bags. We found that awareness of this passive restraint technology is extremely high, with 79% saying they had heard about the air bag system. As we shall discuss later in this section, only 15% had heard about the alternative passive restraint technology--automatic seat belts. T53

Those people who said they had heard about the air bag were asked to tell us in their own words what they know about it. Fully 70% of the public could volunteer at least one substantive statement, with substantive knowledge highest among those who express a willingness to pay an added cost for an air bag-equipped car (76%). The most frequent comments made about air bags are that they inflate on impact (33%), that respondents have seen them on television (14%), that they protect passengers from the car dash and windshield (13%), and that they cushion the impact in a crash (6%). Several negative comments about air bags are volunteered by respondents, including that they have defects and have not yet been perfected (5%), that they are expensive (4%), that they might inflate accidentally (3%), and that they are ineffective when a car is hit from the side (2%). In total, negative comments represent 18% of all statements volunteered about the air bag. Even among those who T54

prefer the automatic belt to the air bag, favorable and descriptive comments outnumber unfavorable comments by a three-to-one margin.

To better acquaint respondents with the air bag, we provided them with a verbal and visual description. The following figure reproduces the descriptive show card that was used to ensure adequate knowledge for completion of the survey:

How the air bag works:



SHOW CARD 1

AN AIR BAG IS A DEVICE WHICH IS PLACED IN THE DASHBOARD AND STEERING WHEEL OF A CAR. WHEN A CAR IS INVOLVED IN A FRONT-END COLLISION, THE AIR BAG AUTOMATICALLY INFLATES INSTANTLY TO PROTECT THE DRIVER AND PASSENGERS FROM HITTING THE WINDSHIELD OR DASHBOARD. IT DEFLATES JUST AS RAPIDLY AFTER IT HAS CUSHIONED THE IMPACT OF THE PASSENGERS' FORWARD MOTION.

After providing this description of air bags, we asked respondents to rate the expected performance of air bags in four different areas, using a seven-point scale. (These areas are the same as the ones used for seat belts in the previous section.) In terms of ease of use, air bags receive a median rating of 5.5 out of a possible score of 7, with 62% of those with an opinion providing excellent ratings of 6 or 7. This represents a sizeable increase over the 3.7 median score given active seat belts on this scale for ease of use. On the dimension of safety protection, respondents give air bags a median rating of 5.4, again with 62% providing excellent ratings of 6 or 7. Once again this score is better than that given active belts (4.9). In the area of comfort, where active seat belts received a low rating of 2.6, air bags receive a median rating of 5.3. It is in this area that the air bag has its most decisive edge. Air bags receive their lowest rating in the area of appearance, with 42% of those with an opinion providing very high scores and 15% providing very low scores for an overall median of 4.5. It is important to stress that respondents' impressions of the appearance of air bags are based primarily on the show card we provided (reproduced on the previous page); since air bags are concealed prior to inflation, they do not affect the appearance of an automobile's interior and we must hypothesize that respondents' concern about this factor would not be a significant consideration in ultimate consumer evaluations. T55

Frequent seat belt users and infrequent seat belt users provide similar ratings for air bags in the areas of ease of use, safety protection, and comfort. In the area of appearance, frequent seat belt users rate air bags somewhat more highly (4.7) than do infrequent users (4.2). Dividing respondents by their preference between the two primary passive restraint technologies, we find that those who later say they are willing to pay extra for T56

air bags rate them significantly higher than those who prefer automatic seat belts when the two systems cost the same.

	Prefer Air Bag At +\$350 #	Prefer Automatic Belt #
Ease of use	6.0	5.0
Safety protection	5.9	4.9
Comfort	5.8	4.8
Appearance	5.0	3.8

These results indicate that the preferences which respondents demonstrate at the end of the survey are based, at least in part, in differing substantive judgments of the two technologies.

Interpretation

Overall, air bags receive better marks from the public than current seat belts or automatic seat belts on all four aspects--ease of use, safety protection, comfort, and appearance. Air bags are rated lowest in terms of appearance, which, as we saw in Section II, is the least important of these four factors when it comes to evaluating seat belts. The air bag's key advantage over active seat belts is in comfort.

Having seen and heard a description of air bags, respondents were asked to volunteer the advantages and disadvantages of the air bag restraint system. T57
Overall, 87% of the public can identify at least one advantage, but a high 78% can identify at least one disadvantage. Among those who would be willing T58
to pay an extra \$350 for air bags, fully 96% can volunteer an advantage, and 73% can mention some disadvantage to the system. Among respondents who prefer the automatic seat belt with no price incentive, 80% can mention one or more advantages to the air bag system, and 83% can volunteer at least one disadvantage.

In discussing the advantages of air bags, respondents most frequently cite their safety value, mentioning factors such as their effectiveness in reducing injury and death (44%) and the protection they offer from the wind-

shield and dash (36%). With much less frequency, respondents mention the fact that air bags are automatic (8%). They also provide some positive comparisons with seat belts, with 5% saying air bags are more comfortable, 4% saying air bags are generally better, and 2% mentioning that air bags will protect people who don't currently wear seat belts.

On the negative side, respondents frequently point to a series of operational fears about the air bag. These concerns include the air bag might accidentally inflate (19%), that it might not inflate when needed (12%), that it might malfunction (8%), and that it might go off with a slight bump (6%). Respondents also mention a variety of fears about possible detrimental effects of air bags in an accident. These fears include concern that the air bag might obstruct a driver's vision (11%), that it might cause suffocation (5%), that it might get in the way and interfere with maneuverability after inflation (3%), that it might trap an occupant in a car after an accident (3%), and that it might cause injury when it inflates (3%). Two technical concerns--relating to the expense of installation and maintenance (14%) and the problem of returning an air bag to storage after inflation (5%)--also are mentioned in the context of disadvantages associated with the air bag. Not surprisingly, respondents who later say they prefer the air bag over the automatic seat belt only when there is no added cost are the most likely to volunteer concerns about the expense attached to air bags (21%).

To further explore the perceived advantages of the air bag, we gave respondents ten reasons for favoring the installation of air bags in new cars and asked them to select the one or two best arguments. The three reasons selected most frequently are: "they provide the most safety in a front-end collision" (34%), "they work automatically in a crash" (33%), and "they would provide the most safety for little children, who now have trouble using seat belts" (30%). A fourth reason, "you don't have to think about them because

they're hidden and out of sight," is selected by 22% of the public, indicating that this is an argument of secondary importance. None of the six remaining reasons are selected by more than 11%, which indicates that each is of only minor importance in the public's mind.

We gave respondents 12 reasons for opposing the installation of air bags in new cars and again asked them to select the one or two that are most persuasive. As we saw with the volunteered responses, concerns about proper operation dominate all others, with 47% selecting the idea that "they might inflate by mistake when a car is being driven," and 25% choosing the notion that "you can never really be sure they would work when you need them." Cost is a secondary concern, with 13% selecting "they cost more than other safety systems," and another 11% choosing "they would cost a lot to replace, and you have to replace them after each crash."

T60

Without directly explaining the need for seat belts in an air bag-equipped car, we asked respondents what the likelihood is that they would use lap belts for additional protection in a car equipped with an air bag system. Overall, 21% say it is very likely they would use lap belts, 18% say it is somewhat likely, 54% say it is not likely at all, and 7% do not give a definitive response. This distribution of responses, with 21% indicating a high likelihood of lap belt use, indicates that respondents expect their current seat belt habits to apply with the advent of the air bag. Frequent seat belt users, for example, say with a frequency of 85% that there is at least a moderate likelihood that they would use lap belts in an air bag-equipped automobile. On the other hand, 79% of infrequent seat belt users say it is not likely at all that they would use lap belts under these circumstances.

T61

To gauge the public's information needs with regard to air bags, we asked respondents to tell us in their own words what they would most like

T62

to find out about this passive restraint equipment. Overall, respondents convey a fairly intense need for greater information--particularly in the details of how the system operates. For example, 26% say they want to know more about the dependability and effectiveness of air bags, 15% want to know more about how they work, 9% want to know what the bags are filled with when they inflate, and another 8% seek more information about how inflation is triggered. Other questions relating to operation include whether air bags inflate accidentally (8%), how they have performed under driving conditions (7%), and what happens after inflation (5%). With a somewhat lower frequency, respondents pose a series of practical questions relating to the use of air bags, including cost (13%), service (7%), and replacement and repair (7%). Fourteen percent would like complete publicity on the subject, including live demonstrations and test drives.

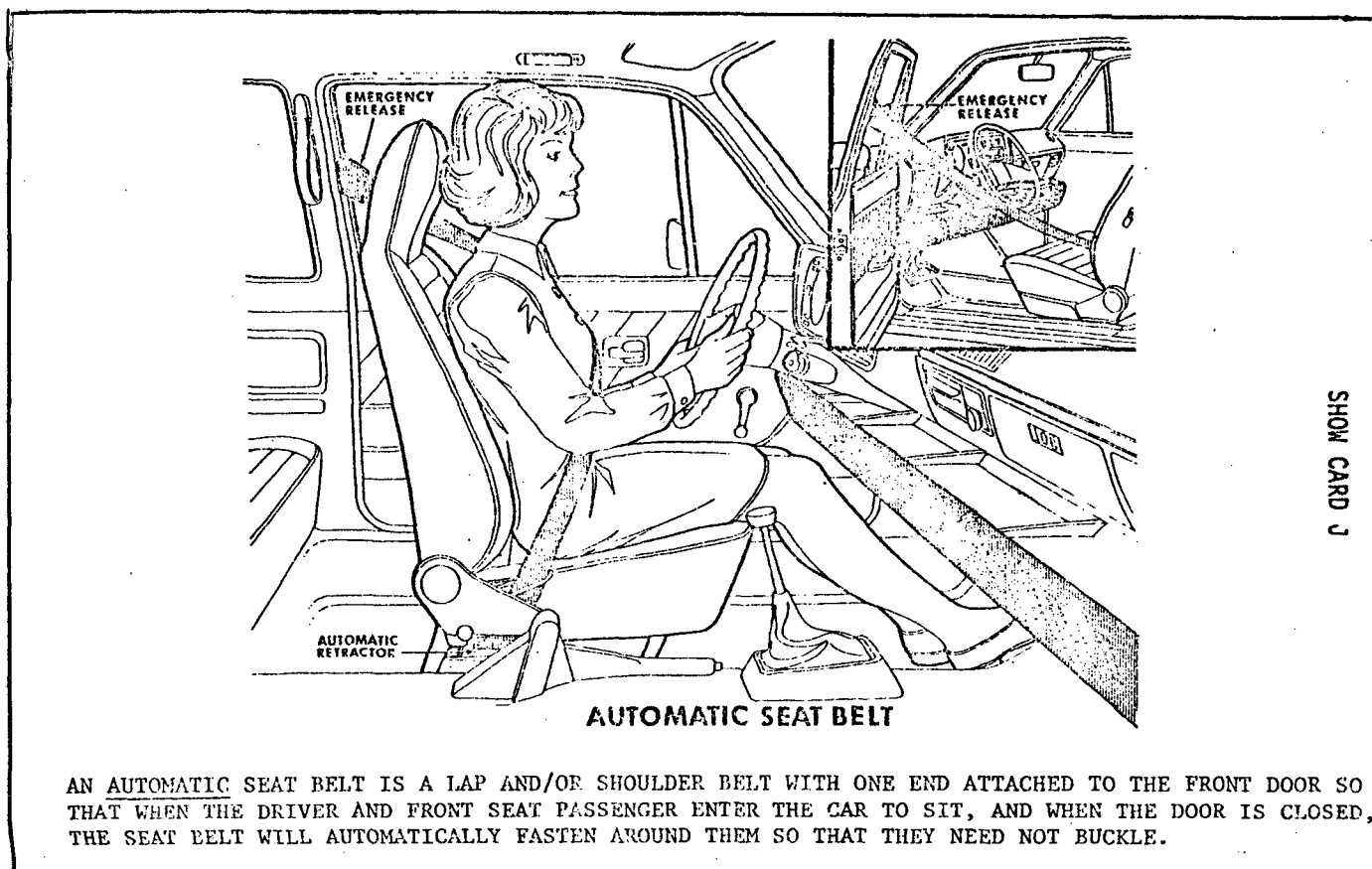
Interpretation

A large portion of the public is aware that a new safety technology--the air bag--is on the horizon. When acquainted with this technology, the public demonstrates a largely favorable response and shows expectations that the air bag system will be an improvement on almost all scores over currently available active seat belts. Despite the fact that comfort and ease of use are seen as the greatest problems with current seat belt equipment, the main advantage of air bags is perceived to be the safety protection they provide. Although the public rates the air bag system far ahead of active seat belts in the areas of comfort and convenience, the public consistently places safety ahead of these two other factors in discussing the advantages of the air bag system. At this stage, before actual purchasing decisions must be made by consumers, operational problems rather than cost are seen as the greatest potential disadvantages of air bags. There would seem to be some genuine concern--as is normally the case with new, complex and advanced technology--that there is a high margin of error that could apply to the operation of air bags, with the greatest concern centering on the possibility that air bags would inflate accidentally or not inflate when needed. While the public is generally receptive to air bags and has high expectations for them, a series of pressing questions about their reliability and operation must be answered more fully before there can be any real and substantial acceptance of this new innovation in safety design.

Attitudes Toward Automatic Seat Belts

While more than three-quarters of the public say they have heard about air bags, only 15% say that they have heard anything about automatic seat belts or passive seat belts. Even among the groups with the highest awareness-- frequent new car buyers (27%), frequent seat belt users (23%), and those with a college education (23%)--knowledge about automatic seat belts is very limited. Only 11% of the public can volunteer any substantive knowledge about automatic seat belts, with no specific piece of information volunteered by more than 2%. T63 T64

As we did with the air bag, we provided a verbal and visual description of the automatic seat belt. The following figure reproduces the show card used to acquaint respondents with the automatic seat belt:



Having received a description of automatic seat belts, respondents were asked to rate their expected quality on a seven-point scale. With regard to ease of use, automatic belts receive a median rating of 5.0, compared with 3.7 for active belts and 5.5 for air bags. One half of the respondents give automatic belts excellent ratings of 6 or 7 for ease of use. Automatic belts are given a median rating of 4.8 for safety protection, compared with 4.9 for active belts and 5.4 for air bags. In the area of comfort, the median rating for automatic seat belts drops to 3.2, with very excellent scores and very poor scores split by a margin of 19% to 35%. Automatic belts are rated more highly than active belts (2.6) in terms of comfort, but score decidedly less well than air bags (5.3) on this measure. In the area of appearance, automatic belts are given a median score of 3.6, compared with 4.0 for active belts and 4.5 for air bags. T65

On each of the four areas we tested, frequent seat belt users rate automatic seat belts more highly than do infrequent users. The largest variation occurs in the area of comfort, with frequent users giving automatic belts a median rating of 4.3 and infrequent users providing a very low median rating of 1.8. These scores are similar to (and slightly higher than) the scores given to active seat belts by these groups. For all four areas, respondents who later say they prefer automatic seat belts over air bags give the automatic seat belt system higher ratings than those who say they are willing to pay an extra \$350 for air bags. Again, the greatest difference between the two groups is in the area of comfort. It is also important to note, as the following table shows, that those who prefer automatic seat belts over air bags rate the automatic seat belt system more highly on three out of four dimensions: T66

- - - Prefer Automatic Belt - - -

	<u>Median Score for Automatic Belts</u> #	<u>Median Score for Air Bags</u> #
Ease of use	5.3	5.0
Safety protection	5.2	4.9
Comfort	3.9	4.8
Appearance	4.0	3.8

These results again indicate that the preference respondents establish between passive restraint systems is based at least in part on substantive evaluations of the benefits and disadvantages of each system.

After they were supplied with a description of automatic seat belts, respondents were asked to volunteer the advantages and disadvantages of the automatic belt system. Overall 72% can mention at least one advantage, while 80% can volunteer at least one disadvantage. There is not a great variety among the positive comments, with only five ideas being volunteered with regularity. The two most frequently cited advantages of automatic seat belts relate to the fact that they work without buckling--35% volunteer more people would use them because they would have to do so, and 34% say they are easier and more convenient to use because they work by themselves. Other perceived advantages of automatic seat belts are that they prevent injury (22%) and that they are comfortable (2%), while 5% say in general terms that automatic seat belts are a good idea which they like. T67 T68

The disadvantages that respondents cite fall into two major categories --fear about how they would work in an accident and concern about inconveniences they might cause. Comments which reflect respondents' fears about automatic seat belts include the possibility that a person could get trapped in a car and could not exit in a hurry (23%), that automatic seat belts might not work properly (9%), that a person could not get out of the belt if

the car door became stuck or damaged (4%), that they could cause injury (3%), and that they would be dangerous if a car door flew open (2%). Concerns about potential inconveniences include the idea that automatic seat belts would be too confining (13%), that they would be uncomfortable (11%), that they would be a nuisance (11%), that they do not permit any freedom of choice as to when they must be worn (10%), and that they would make getting in and out of a car inconvenient (10%). In addition, 4% raise the possibility that people would disconnect automatic seat belts, and 3% volunteer that automatic seat belts might add to the expense of a car.

We gave respondents a list of ten reasons for favoring automatic seat belts in new cars and asked them to choose the one or two reasons which they feel are most persuasive. Two reasons on the list are selected with greater frequency--"because they are automatic, you can wear seat belts without having to remember to buckle them up yourself" (48%) and "they make driving safer because you'll always have your belt on" (29%). Simplicity is selected by only 14% and the low extra cost by only 12%. Of the other ideas on the list, none is selected by more than 11% of the respondents, although it is interesting to note that 10% of those who prefer automatic seat belts over the air bag say that one of the best arguments for automatic belts is that "you can find a way to disconnect them if you want."

When we ask respondents to choose the strongest arguments for opposing automatic seat belts in new cars from a list of 12, fear of possible dangers in an accident and concern about personal discomfort again top the list of the most widely perceived disadvantages. Overall, 39% select the idea that "if something goes wrong, they might trap you in the car after an accident" as one of the strongest arguments against automatic belts. In the area of comfort, 25% select the idea that "belts are too constraining and uncom-

T69

T70

fortable," 17% choose "it would be a pain in the neck to have to be strapped in, even when going for just a short ride," and 17% pick "restraining belts would be uncomfortable, especially for overweight people or pregnant women."

To further gauge potential acceptance and use of automatic seat belts, we asked respondents what the likelihood is that they or someone in their household would try to disconnect their automatic seat belts if they had to buy a car with such a system. Overall, 35% say it is very likely that the automatic seat belts would be disconnected in their car, 19% say it is somewhat likely, and 41% say it is not likely at all. Among infrequent seat belt users, 52% say there is a high likelihood and 16% say there is a moderate likelihood that they would try to disconnect their automatic seat belts. On the other hand, 71% of all frequent seat belt users say it is not likely at all that they would try to disconnect the system. Of those who prefer automatic seat belts over air bags, 42% say there is at least some likelihood that an attempt would be made to disconnect the system.

T71

After raising the question of disconnecting automatic seat belts, we asked respondents how they would feel about a government rule requiring interlock systems designed to prevent the seat belts from being disconnected. Overall, 24% say they would favor such a requirement, and 65% say they would oppose it. Among infrequent seat belt users, 76% would oppose such a requirement, while 60% of those who prefer automatic seat belts say they would oppose it. Among those who report owning a car with an interlock system, 58% say they would oppose an interlock requirement for automatic seat belts, compared with a 66% rate of opposition among those who say they never owned a car with an interlock system.

T72

While the public desires a great deal of additional information about air bags, there do not appear to be as many questions about automatic seat

T73

belts. When respondents are asked what more they would like to find out about automatic belts, 24% say there is nothing more they would like to know, while 9% simply say they do not like automatic seat belts. The most frequent substantive questions that arise relate to the possibility of entrapment (10%), how the system works (7%), its level of safety (7%), its effect on comfort (7%), the cost of the system (6%), and how it can be disconnected (6%).

Interpretation

The public has not yet been exposed to a great deal of information about automatic seat belts, and awareness of this innovation is relatively low. Upon a preliminary introduction, many people perceive the advantages of a system that is automatic, but in the minds of much of the public automatic seat belts retain the same liabilities and disadvantages of the active seat belts which are currently available. The clearest advantage that the public attaches to automatic seat belts is that they do not require the effort of buckling up and that they will make safety protection more widespread. On the other hand, many people are concerned about the comfort of this new system and the possibility of entrapment in an accident. Especially among infrequent seat belt users, these concerns are sufficiently high to yield a reasonable possibility that people will find a way to defeat the system. In view of this finding, the mere fact of the innovation does not necessarily mean there will be a dramatic increase in belt usage.

Comparative Ratings of Restraint Systems

Using responses from the seven-point rating scale for active seat belts, automatic seat belts, and air bags, we find that the three systems compare as follows:

	- - - - - <u>Median Score</u> - - - - -		
	<u>Active Belts</u> #	<u>Automatic Belts</u> #	<u>Air Bags</u> #
Safety protection	4.9	4.8	5.4
Appearance	4.0	3.6	4.5
Ease of use	3.7	5.0	5.5
Comfort	2.6	3.2	5.3

On every measure, then, air bags are judged to be of a higher quality than either automatic belts or active belts. Air bags appear to have the greatest advantage in the area of comfort, an especially important consideration to non-seat belt users. In fact, infrequent seat belt users are especially dubious about the comfort of automatic seat belts--rating them at 1.8--while they tend to be much more positive about the comfort offered by air bags, which they rate at 5.3.

The responses to these questions suggest a number of other perceptions of the advantages and disadvantages of air bags and automatic seat belts:

1. In volunteering the advantages of air bags, respondents are most likely to discuss safety advantages, such as protection from the windshield and dashboard. When discussing automatic belts, on the other hand, respondents more often point to the fact that they are self-operating and would ensure greater belt usage.

2. In discussing the disadvantages of the two systems, respondents are most likely to express fears of air bags malfunctioning, while pointing to the confining nature of automatic belts. For both systems, there is a high level of fear that each might create problems for drivers and passengers in the case of an accident.

3. More people are aware of air bags than they are of automatic belts. Nonetheless, after information is provided more questions remain about air bags, perhaps because of the greater extent to which they depart from the status quo.

Interpretation

With regard to that portion of the driving public which currently receives insufficient safety protection--non-seat belt users--our comparative data suggests that the air bag has great potential for providing an acceptable alternative to active seat belts. Automatic seat belts are less likely to provide a satisfactory alternative. However, many questions remain in Americans' minds about air bags--relating primarily to their dependability--and these questions must be answered before anyone can say with complete confidence that non-seat belt users will openly accept air bags. Since automatic belts represent a lesser departure from currently used equipment, fewer questions are raised about them--but there is also a much lower level of enthusiasm for them among non-seat belt users.

Preferences in Passive Restraint Systems

After providing respondents with a visual and verbal description of air bags and automatic seat belts and posing a series of questions on each system, we concluded by examining public preferences between the two technologies under five different pricing conditions. The five hypothetical price situations we employed were: 1) air bags costing \$350 more than automatic seat belts; 2) air bags costing \$200 more than automatic seat belts; 3) air bags costing \$100 more than automatic seat belts; 4) air bags and automatic seat belts costing the same price; and, 5) automatic seat belts costing \$100 more than air bags.

A summary of the results from the five pricing situations shows that the portion of the public preferring air bags rises from 35% when air bags cost \$350 more than automatic seat belts to 50% when the two systems are

priced equally. The number favoring the automatic belts drops from 50% when they are least expensive to 37% when neither system has an advantage in price. When automatic belts are \$100 more expensive than air bags, 52% say they prefer the air bag system, and 31% say they would choose to buy a car equipped with automatic belts.

Let us now turn to a more detailed look at preferences in each of the five hypothetical price conditions.

Air bags \$350 more expensive. All respondents were asked which passive restraint system they would most likely desire if air bags were to cost \$350 more than automatic seat belts. Overall, 35% say they would prefer air bags, 50% say they would prefer automatic belts, and 15% are unable to express a definitive preference. As the following table shows, ten groups of respondents most frequently say they would prefer the air bag system over automatic seat belts when air bags are \$350 more expensive: T75

	<u>Prefer Air Bags</u> %
<u>Total</u>	<u>35</u>
18-24	47
25-29	45
Very young children in household	45
Support passive restraint rule	45
30-39	42
Blue collar	41
Older children in household	41
Hispanic	40
Increased safety concern	40
Auto injury experience	40

Among respondents who have a car in their household that was purchased new, 33% say they would prefer the air bag-equipped car. Among frequent new car buyers, 39% say they would be willing to pay \$350 extra for the air bag system. Of all respondents with a recently manufactured car, 34% choose the

air bag-equipped car. Preferences do not vary greatly by size of car, with people who have an intermediate-sized car in their household showing the greatest preference for air bags (39%) and people who have standard or luxury cars showing the least frequent air bag preference (34%).

Air bags \$200 more expensive. Those people who did not express a preference for air bags at an additional cost of \$350 were asked what passive restraint system they would prefer if the extra cost of air bags was dropped to \$200. An additional 3% of the respondents opt for air bags under these circumstances, while 46% say they would prefer automatic seat belts and 16% can give no definitive response. By adding the 35% who say they would be willing to pay an additional \$350 for air bags to those who say they would be willing to pay an extra \$200 for them, we obtain a total of 38% who would be willing to pay at least \$200 extra to have air bags rather than automatic seat belts. There is no major change by demographic groups when the price is lowered to \$200.

T76

Air bags \$100 more expensive. Those people who did not express a preference for air bags at an additional cost of \$350 or \$200 were asked what passive restraint system they would prefer if the added cost of air bags was further reduced to only \$100. Another 6% of the respondents, for a cumulative total of 44%, say they would now choose air bags, 41% say they would still prefer automatic belts, and 15% cannot give a definitive response.

T77

Air bags at no added cost. All respondents were asked what their preference would be between air bags and automatic seat belts if the two passive restraint systems cost the same amount. Under these circumstances, 50% of the public say they would prefer an air bag-equipped car, 37% say they would choose a car equipped with automatic seat belts, and 13% express no preference between the two. As shown on the following table, four groups

T78

of respondents say most often that they would prefer automatic seat belts over the air bag when the two systems cost the same:

	<u>Prefer Automatic Belts</u> %
<u>Total</u>	<u>37</u>
Oppose passive restraint rule	52
Frequent seat belt users	50
65 and over	49
50-64	46

Automatic belts \$100 more expensive. As a final test of preferences, we asked respondents which passive restraint system they would choose if automatic seat belts cost \$100 more than air bags. In this case, 52% of the public say they would select an air bag-equipped car, 31% say they would choose a car with automatic seat belts, and 17% do not express a preference for either system. T79

Interpretation

At this early stage in the decision making process, it appears that there will be a sizeable market for both air bags and automatic seat belts when consumers are faced with a choice of passive restraint systems. Given the necessity of a choice, approximately one-third of the respondents seem to have a strong predisposition to air bags, one-third are strongly inclined to automatic seat belts, and the remaining one-third have either no preference or a preference that is largely determined by price. Though a survey of this sort cannot reproduce the conditions under which consumers make their actual purchasing decisions, it is still worth noting that a large portion of the public is not swayed by pricing considerations in choosing a passive restraint system. It is also interesting to note that preferences do not vary a great deal by the frequency of new car purchases or by the size of car purchased, but shifts in preferences do occur by age, by seat belt usage, and by attitudes toward government auto safety regulations.

The Secretary's Passive Restraint Rule Reconsidered

Having explored with respondents a variety of issues relating to passive restraints--including the advantages and disadvantages of air bags and automatic seat belts--we again asked respondents for their reactions to the Secretary's rule requiring the use of passive restraint systems in new cars. As the following table shows, exposure to the subject of passive restraints during the course of the survey did not greatly affect the distribution of opinions on the rule:

T80

	<u>Rule Position</u> <u>At Survey's Start</u> %	<u>Rule Position</u> <u>At Survey's End</u> %
Strongly favor	27	26
Moderately favor	31	32
Moderately oppose	9	12
Strongly oppose	16	16
Not much difference	9	9
Not sure	8	5

Of those who originally supported the rule, 80% continue to do so when asked again, while 12% oppose it, and 8% say either it makes no difference or give no answer. Of those who originally opposed the rule, 20% later turn to its support, 71% continue to oppose it, and 9% decide they have no opinion on the rule or that the rule makes no difference. Among those who began with a noncommittal attitude toward the rule, 41% later say they support it, and 23% conclude by opposing it.

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A KEY TO THE SYMBOLS
USED IN THESE TABLES

- (m) Multiple responses accepted; totals may be greater than 100 percent.
- * Less than one-half of one percent.
- @ Percentages calculated only on the basis of those respondents who expressed an opinion; "not sure" responses excluded from calculations.
- + Base too small to be statistically reliable.
- ++ Base too small to be statistically analyzed.
- (VOL) Volunteered response.
- NA Not applicable.

Q.7.

WHO DECIDES THE KIND OF CAR TO BUY

	Male Adult %	Female Adult %	Child/ Teen- ager %	Members Of Household Equally %	Depends On Whose Car (VOL) %	Not Ap- plicable %	Not Sure %
<u>Total Respondents</u>	<u>41</u>	<u>14</u>	<u>*</u>	<u>36</u>	<u>7</u>	<u>1</u>	<u>1</u>
Men	52	2	-	36	8	1	1
Women	30	26	*	36	6	1	1
Married men	47	1	-	46	3	*	3
Married women	39	8	*	48	4	-	1
New car buying household	38	12	-	40	8	1	1
Exclusively used car household	45	17	*	30	6	1	1
Frequent new car buyers	43	12	-	32	11	2	-

Q.8c.

FREQUENCY OF NEW CAR PURCHASES

	Once a Year %	Every 2 Years %	Every 3 Years %	Every 4 Years %	Every 5 Years %	Every 6 Years %	Less Often %	Never (VOL) %	Not Sure %
<u>Total Respondents</u>	<u>1</u>	<u>6</u>	<u>12</u>	<u>11</u>	<u>15</u>	<u>10</u>	<u>23</u>	<u>16</u>	<u>6</u>
East	*	5	12	10	15	11	23	14	10
Midwest	2	6	13	13	15	9	22	14	6
South	1	5	12	12	14	9	23	17	7
West	1	6	9	8	16	10	24	19	7
Under \$7,000	-	4	7	7	8	9	29	28	8
\$7,000-\$12,500	1	4	10	10	12	11	24	20	8
\$12,500-\$20,000	1	4	13	13	15	11	22	14	7
Over \$20,000	1	10	14	13	20	8	21	8	5
Subcompact household	-	8	14	12	18	12	18	11	7
Compact household	1	4	9	13	17	12	24	15	5
Intermediate household	1	5	13	13	14	10	22	13	9
Standard/luxury household	1	5	12	9	16	9	24	18	6

INDICATIONS OF WHETHER RESPONDENTS ORDINARILY BUY
A NEW OR A USED CAR

	<u>New Car</u> %	<u>Used Car</u> %	<u>Both (VOL)</u> %	<u>Depends (VOL)</u> %	<u>Not Sure</u> %
<u>Total Respondents</u>	<u>47</u>	<u>40</u>	<u>7</u>	<u>5</u>	<u>1</u>
East	51	35	7	6	1
Midwest	45	40	9	4	2
South	51	40	7	2	*
West	38	47	7	8	*
18-24	30	57	6	4	3
25-29	45	40	7	7	1
30-39	41	43	10	5	1
40-49	44	41	9	6	*
50-64	57	29	7	5	2
65 and over	64	28	4	1	3
Professional/executive	61	26	7	5	1
Blue collar	38	48	8	5	1

PERCEIVED IMPORTANCE OF CERTAIN FACTORS
IN DECIDING WHAT KIND OF CAR TO BUY

	<u>Major</u> <u>Importance</u> %	<u>Minor</u> <u>Importance</u> %	<u>No</u> <u>Importance</u> %	<u>Not</u> <u>Sure</u> %
Cost	85	11	3	1
Gas mileage	77	19	4	*
Repair record	75	17	5	3
Safety and safety features	72	22	5	1
Insurance rates	66	25	8	1
Interior comfort and style	66	28	6	*
Size	64	28	6	2
Dealer service	64	24	10	2
Exterior appearance and style	50	39	10	1
Preference for one particular make of car	47	36	15	2
Resale value	45	37	17	1
Prestige and status	14	36	47	3

PERCEIVED IMPORTANCE OF SAFETY AND
SAFETY FEATURES IN DECIDING WHAT
KIND OF CAR TO BUY

	<u>Major</u> <u>Import-</u> <u>ance</u> <u>%</u>	<u>Minor</u> <u>Import-</u> <u>ance</u> <u>%</u>	<u>No</u> <u>Import-</u> <u>ance</u> <u>%</u>	<u>Not</u> <u>Sure</u> <u>%</u>
<u>Total Respondents</u>	<u>72</u>	<u>22</u>	<u>5</u>	<u>1</u>
East	74	20	5	1
Midwest	66	27	5	2
South	72	20	6	2
West	77	20	3	*
18-24	62	30	8	*
25-29	68	27	3	2
30-39	73	23	3	1
40-49	75	18	6	1
50-64	80	14	5	1
65 and over	70	25	4	1
Men	68	25	6	1
Women	76	19	4	1
Frequent seat belt users	84	13	1	2
Infrequent seat belt users	66	25	7	2
Auto injury experience	74	18	7	1
High accident fear	81	14	3	2
Low accident fear	54	36	8	2
Support passive restraint rule	75	20	4	1
Oppose passive restraint rule	64	28	7	1
No difference or unsure on rule	73	20	5	2
Prefer air bag at +\$350	73	22	4	1
Prefer air bag at +\$200 or +\$100	67	29	3	1
Prefer air bag only at no extra cost	61	30	9	*
Prefer automatic belt	77	18	4	1
Cost-conscious preference	57	25	12	6

SELECTED MOST DESIRABLE NEW CAR FEATURES

	<u>Total</u> <u>Respondents</u> %	<u>Frequent New</u> <u>Car Buyers</u> %	<u>Recent Car</u> <u>Household</u> %	<u>New Car Buying</u> <u>Household</u> %
Improved gas mileage	<u>42</u>	40	40	42
New safety features to protect driver and passengers in a collision	<u>22</u>	21	23	22
Features to reduce the cost of repairs	<u>21</u>	25	22	22
Larger interior dimensions	<u>3</u>	3	4	3
Better exterior styling	<u>2</u>	2	3	2
Smaller exterior size	<u>1</u>	2	1	1
None	<u>2</u>	2	2	2
Not sure	<u>7</u>	5	5	6

SELECTED LEAST DESIRABLE NEW CAR FEATURES

	<u>Total</u> <u>Respondents</u> %	<u>Frequent New</u> <u>Car Buyers</u> %	<u>Recent Car</u> <u>Household</u> %	<u>New Car Buying</u> <u>Household</u> %
Smaller exterior size	<u>32</u>	32	34	31
Better exterior styling	<u>25</u>	22	25	26
Larger interior dimensions	<u>20</u>	20	21	21
New safety features to protect driver and passengers in a collision	<u>5</u>	8	4	4
Features to reduce the cost of repairs	<u>3</u>	1	3	3
Improved gas mileage	<u>1</u>	1	1	1
None	<u>5</u>	8	5	5
Not sure	<u>9</u>	8	7	9

MAKE AND MODEL OF FIRST AUTO, BY MODEL YEAR OF THE AUTO

	<u>Total</u> <u>Respondents</u> <u>%</u>	<u>- - - Model Year of First Auto - - -</u>		
		<u>1976-</u> <u>1978 (27%)</u> <u>%</u>	<u>1970-</u> <u>1975 (51%)</u> <u>%</u>	<u>Before</u> <u>1970 (22%)</u> <u>%</u>
<u>Make and Model of First Auto:</u>				
All foreign	<u>9</u>	12	10	5
Subcompact	<u>12</u>	18	12	4
Compact	<u>18</u>	16	19	19
Intermediate	<u>22</u>	23	21	22
Standard	<u>29</u>	22	30	38
Luxury	<u>5</u>	5	7	4
Pick-up, van	<u>10</u>	12	9	10
All other models	<u>*</u>	*	*	*
Don't know model	<u>2</u>	1	2	3
No response	<u>2</u>	3	*	*

CONDITION OF FIRST AUTO WHEN PURCHASED, BY THE MODEL YEAR OF THE AUTO

	Total Respondents %	- - - - Model Year of First Auto - - -		
		1976- 1978 (27%) %	1970- 1975 (51%) %	Before 1970 (22%) %
<u>Condition of First Auto At Time of Purchase:</u>				
Purchased new	52	86	46	25
Purchased used	47	13	54	75
Not sure	*	1	*	-
No answer	1	*	*	*

MAKE AND MODEL OF SECOND AUTO, BY MODEL YEAR OF THE AUTO¹

	Total Respondents %	- - -Model Year of Second Auto- - -		
		1976- 1978 (23%) %	1970- 1975 (48%) %	Before 1970 (29%) %
<u>Make and Model of Second Auto:</u>				
All foreign	<u>12</u>	15	13	8
Subcompact	<u>16</u>	20	19	7
Compact	<u>17</u>	15	16	19
Intermediate	<u>16</u>	17	17	15
Standard	<u>23</u>	16	23	28
Luxury	<u>4</u>	5	4	3
Pick-up, van	<u>21</u>	23	19	23
All other models	<u>*</u>	1	*	-
Don't know model	<u>3</u>	2	2	5
No response	<u>*</u>	1	*	-

¹Base limited to respondents in household with second auto (56% of the total).

CONDITION OF SECOND AUTO WHEN PURCHASED,
BY THE MODEL YEAR OF THE AUTO¹

Condition of Second Auto At Time of Purchase:	Total Respondents %	- - -Model Year of Second Auto- - -		
		1976- 1978 (23%) %	1970- 1975 (48%) %	Before 1970 (29%) %
Purchased new	<u>44</u>	82	41	19
Purchased used	<u>55</u>	17	58	80
Not sure	<u>1</u>	1	1	1

¹Base limited to respondents in household with second auto (56% of the total).

MAKE AND MODEL OF THIRD AUTO, BY MODEL YEAR OF THE AUTO¹

	Total Respondents %	- - - Model Year of Third Auto - - -		
		1976- 1978 (17%)+ %	1970- 1975 (45%) %	Before 1970 (38%) %
<u>Make and Model of Third Auto:</u>				
All foreign	<u>12</u>	16	13	9
Subcompact	<u>18</u>	18	21	12
Compact	<u>17</u>	22	18	15
Intermediate	<u>15</u>	16	16	13
Standard	<u>17</u>	10	16	22
Luxury	<u>4</u>	6	5	1
Pick-up, van	<u>24</u>	25	18	31
All other models	<u>*</u>	-	-	1
Don't know model	<u>4</u>	3	4	5
No Response	<u>1</u>	-	2	-

¹Base limited to respondents in households with a third auto (15% of the total).

CONDITION OF THIRD AUTO WHEN PURCHASED,
BY MODEL YEAR OF THE AUTO¹

Condition of Third Auto At Time of Purchase:	- - -Model Year of Third Auto - - - -			
	Total Respondents %	1976- 1978 (17%)+ %	1970- 1975 (45%) %	Before 1970 (38%) %
Purchased new	<u>34</u>	81	34	12
Purchased used	<u>65</u>	19	66	87
Not sure	<u>1</u>	-	-	1

¹Base limited to respondents in households with a third auto (15% of the total).

LEVEL OF CONCERN THAT RESPONDENT OR A MEMBER OF THE IMMEDIATE FAMILY
MIGHT BE INVOLVED IN CERTAIN INJURY-CAUSING ACCIDENTS

	<u>A Great Deal</u> <u>Of Concern</u>	<u>Quite A Bit</u> <u>Of Concern</u>	<u>Some</u> <u>Concern</u>	<u>Only A Lit-</u> <u>tle Concern</u>	<u>No</u> <u>Concern</u>	<u>Not Sure</u>
	%	%	%	%	%	%
Automobile accident	48	25	15	7	3	2
Fire	37	21	19	13	8	2
Accident on the job	28	20	16	15	19	2
Airplane crash	26	13	16	22	23	*
Natural disaster, such as hurricane, tornado, earthquake, lightning strike	24	15	18	22	19	2
Nuclear explosion	23	11	12	20	30	4
Elevator accident	16	9	16	25	33	1

DEGREE OF CONCERN THAT RESPONDENT OR MEMBER OF IMMEDIATE FAMILY
MIGHT BE INVOLVED IN AN AUTOMOBILE ACCIDENT

	<u>A Great Deal of Concern</u> %	<u>Quite a Bit of Concern</u> %	<u>Some Concern</u> %	<u>Only a Little Concern</u> %	<u>No Concern</u> %	<u>Not Sure</u> %
<u>Total Respondents</u>	<u>48</u>	<u>25</u>	<u>15</u>	<u>7</u>	<u>3</u>	<u>2</u>
Men	43	27	17	8	4	1
Women	53	23	14	6	3	1
Frequent seat belt users	50	23	17	6	2	2
Infrequent seat belt users	49	24	14	8	4	1
Low safety consciousness	36	20	24	12	6	2
Increased safety concern	58	21	13	4	2	2
Auto injury experience	53	24	14	5	3	1
Support passive restraint rule 50		26	15	6	2	1
Oppose passive restraint rule	45	25	15	9	5	*
No difference or unsure on rule	47	23	18	7	5	*

Q.13.

DEGREE OF PROTECTION RESPONDENTS FEEL NEWER CARS PROVIDE
IN CASE OF A COLLISION WHILE GOING 30 MILES AN HOUR

	<u>Great Deal of Protection</u> %	<u>Quite a Bit of Protection</u> %	<u>Only Some Protection</u> %	<u>Very Little Protection</u> %	<u>Not Sure</u> %
<u>Total Respondents</u>	<u>10</u>	<u>27</u>	<u>39</u>	<u>16</u>	<u>8</u>
18-24	8	26	45	16	5
25-29	10	31	40	15	4
30-39	9	25	45	14	7
40-49	10	28	38	17	7
50-64	13	26	36	18	7
65 and over	13	27	30	18	12
Frequent seat belt users	16	27	35	15	7
Infrequent seat belt users	10	24	40	19	7
Auto injury experience	8	28	42	14	8
Support passive restraint rule	10	31	40	14	5
Oppose passive restraint rule	10	24	40	20	6
No difference or unsure on rule	11	19	35	19	16
Subcompact household	8	27	42	16	7
Compact household	13	27	37	16	7

PERCEPTIONS OF WHETHER CARS ARE DESIGNED IN
ANTICIPATION OF A COLLISION OR CRASH

	<u>Designed With</u> <u>Crash in Mind</u> %	<u>Not Designed</u> <u>With Crash in Mind</u> %	<u>Neither</u> <u>(VOL)</u> %	<u>Not</u> <u>Sure</u> %
<u>Total Respondents</u>	47	38	4	11
East	36	45	6	13
Midwest	49	39	4	8
South	52	33	4	11
West	53	36	3	8
Under \$7,000	50	33	3	14
\$7,000-\$12,500	50	34	5	11
\$12,500-\$20,000	46	40	5	9
Over \$20,000	45	43	4	8
Frequent seat belt users	55	34	4	7
Infrequent seat belt users	46	40	4	10
Low safety consciousness	48	40	3	9
Increased safety concern	47	42	3	8

Q.9d. QUALITIES SELECTED AS MORE IMPORTANT TO RESPONDENTS TODAY THAN FIVE YEARS AGO (m)

	<u>Dura-</u> <u>bility</u> %	<u>Economi-</u> <u>cal Main-</u> <u>tenance</u> %	<u>Gas</u> <u>Mileage</u> %	<u>Quality</u> <u>Of Con-</u> <u>struction</u> %	<u>Attrac-</u> <u>tiveness</u> %	<u>Safety</u> %	<u>Comfort</u> %	<u>None/</u> <u>Not Sure</u> %
<u>Total Respondents</u>	<u>24</u>	<u>21</u>	<u>57</u>	<u>16</u>	<u>2</u>	<u>21</u>	<u>11</u>	<u>8</u>
18-24	22	20	57	16	4	19	9	8
25-29	32	24	59	20	1	23	10	5
30-39	25	21	63	14	2	21	12	5
40-49	24	22	57	21	2	21	12	7
50-64	22	19	57	14	1	22	9	8
65 and over	21	18	50	12	2	18	14	12

SELECTED STATEMENTS ABOUT SAFETY FEATURES ON CARS

Statement A: Cars should have only those safety features that must be built into the basic car as standard equipment, allowing the buyer to select other safety features as options.

Statement B: Cars should be built with as many safety features as possible and they should be included as standard equipment.

	<u>Statement A</u>	<u>Statement B</u>	<u>Neither</u>	<u>Some of</u>	<u>Not</u>
	<u>%</u>	<u>%</u>	<u>(VOL)</u>	<u>Both(VOL)</u>	<u>Sure</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
<u>Total Respondents</u>	<u>26</u>	<u>65</u>	<u>1</u>	<u>5</u>	<u>3</u>
Frequent seat belt users	19	74	1	3	3
Infrequent seat belt users	31	61	1	5	2
Low safety consciousness	39	50	-	8	3
Increased safety concern	18	76	-	4	2
Support passive restraint rule	19	74	1	4	2
Oppose passive restraint rule	42	51	1	5	1
No difference or unsure on rule	27	56	1	7	9
Prefer air bag at +\$350	24	70	1	3	2
Prefer air bag at +\$200 or +\$100	29	66	-	3	2
Prefer air bag only at no extra cost	33	56	-	8	3
Prefer automatic belt	25	67	1	5	2

PERCEPTIONS OF WHETHER LARGE OR SMALL CARS ARE SAFER

	<u>Large Cars Safer</u> %	<u>Small Cars Safer</u> %	<u>Not Much Difference</u> %	<u>Depends (VOL)</u> %	<u>Not Sure</u> %
<u>Total Respondents</u>	<u>79</u>	<u>3</u>	<u>14</u>	<u>4</u>	<u>*</u>
Small car drivers	68	4	21	6	1
Large car drivers	85	1	10	3	1
Subcompact household	69	5	19	6	1
Compact household	74	3	17	5	1
Intermediate household	84	2	11	3	*
Standard/luxury household	84	1	11	3	1
Foreign car household	64	6	22	3	5

RATINGS OF SELECTED AUTO SAFETY SUGGESTIONS

	<u>Good</u> %	<u>Fair</u> %	<u>Poor</u> %	<u>Not Sure</u> %
Brakes that are designed to greatly reduce skidding	86	8	3	3
Car bumpers that can absorb 5 m.p.h. crashes without damage	71	16	11	2
Safety belts that must be buckled before the car will start	38	25	34	3
State or federal laws requiring the use of seat belts, with fines for non-use	21	18	57	4

FREQUENCY OF WEARING SEAT BELTS

	<u>Almost All The Time</u> %	<u>Most Of The Time</u> %	<u>Only Sometimes</u> %	<u>Rarely</u> %	<u>Never</u> %	<u>Not Sure</u> %
<u>Total Respondents</u>	<u>16</u>	<u>9</u>	<u>18</u>	<u>19</u>	<u>37</u>	<u>1</u>
East	17	10	15	19	39	*
Midwest	13	9	19	22	36	1
South	11	8	18	19	44	*
West	26	10	20	18	26	*
Cities	16	10	19	19	35	1
Suburbs	20	9	15	19	36	1
Small towns	15	8	19	20	37	1
Rural	11	7	19	20	42	1
18-24	12	8	19	20	40	1
25-29	15	7	24	21	32	1
30-39	17	8	16	23	35	1
40-49	15	9	16	20	38	2
50-64	20	9	18	16	36	1
65 and over	14	10	14	17	43	2
College educated	28	12	19	15	25	1
Married men	18	10	15	22	35	*
Married women	16	8	21	19	36	*
Very young children in household	16	10	18	21	34	1
Older children in household	13	8	17	20	40	2
Under \$7,000	13	8	17	16	44	2
\$7,000-\$12,500	12	9	16	21	40	2
\$12,500-\$20,000	16	9	19	21	34	1
Over \$20,000	19	9	19	20	33	*
Professional/executive	25	10	22	18	25	*
Blue collar	12	9	17	20	42	*

(cont'd)

FREQUENCY OF WEARING SEAT BELTS

	<u>Almost All</u> <u>The Time</u> %	<u>Most Of</u> <u>The Time</u> %	<u>Only</u> <u>Sometimes</u> %	<u>Rarely</u> %	<u>Never</u> %	<u>Not</u> <u>Sure</u> %
<u>Total Respondents</u>	<u>16</u>	<u>9</u>	<u>18</u>	<u>19</u>	<u>37</u>	<u>1</u>
Support passive restraint rule	19	11	19	19	32	*
Oppose passive restraint rule	13	6	15	18	48	*
No difference or unsure on rule	10	7	17	23	41	2
Prefer air bag at +\$350	14	8	16	19	42	1
Prefer air bag at +\$200 or +\$100	9	5	21	26	39	*
Prefer air bag only at no extra cost	11	9	13	20	46	1
Prefer automatic belt	22	11	20	19	28	*
Cost-conscious preference	12	7	12	21	48	*
Small car drivers	21	7	19	20	32	1
Large car drivers	15	11	17	17	39	1
Unfavorable to government auto safety regulations	13	7	15	19	45	1

FREQUENCY OF SEAT BELT USE IN VARIOUS SORTS OF DRIVING SITUATIONS @

	Almost All the Time %	Most of the Time %	Only Some- times %	Rarely %	Never %	(Not Sure) %	(Doesn't Apply) %
Driving long distances	28	12	13	8	39	(-)	(3)
Driving on highways	24	10	13	9	44	(-)	(2)
Driving with children in the car	22	8	10	10	50	(-)	(16)
Driving alone	16	7	12	12	53	(-)	(4)
Driving to work	16	6	7	12	59	(3)	(24)
Riding in a car as a passenger	15	8	14	13	50	(-)	(2)
Driving on local streets	15	6	8	13	58	(-)	(2)
Using your car for errands	14	6	8	13	59	(-)	(3)

MEDIAN LADDER SCORES FOR THE QUALITY OF SEAT BELTS IN CERTAIN AREAS @

	<u>Median Score</u> #	<u>Excellent Quality (6-7)</u> %	<u>Poor Quality (1-2)</u> %	<u>(Not Sure)</u> %
Safety protection	4.9	47	12	(4)
Appearance	4.0	22	27	(4)
Ease of use	3.7	29	29	(4)
Comfort	2.6	17	43	(4)

MEDIAN LADDER SCORES FOR THE QUALITY
OF SEAT BELTS IN CERTAIN AREAS,
BY FREQUENCY OF SEAT BELT USE @

- - - - - Median Scores - - - - -

	<u>Total</u>	<u>Frequent Seat</u>	<u>Infrequent Seat</u>
	<u>#</u>	<u>Belt Users</u>	<u>Belt Users</u>
		<u>#</u>	<u>#</u>
Safety protection	<u>4.9</u>	5.8	3.8
Appearance	<u>4.0</u>	4.6	3.2
Ease of use	<u>3.7</u>	5.2	3.1
Comfort	<u>2.6</u>	4.7	1.3

VOLUNTEERED ATTITUDES ABOUT SEAT BELTS
CURRENTLY USED IN CARS (m)

	<u>Total Respondents</u> %	<u>Frequent Seat Belt Users</u> %	<u>Infrequent Seat Belt Users</u> %
<u>Total Positive</u>	<u>65</u>	<u>133</u>	<u>32</u>
They protect, save lives, prevent injury, are safe	20	38	10
Seat belts are important; install and use in more cars	14	26	7
Prevent head injuries, whiplash, going through windshield	6	12	3
Sense of security, feel safer with them on	5	12	1
They restrain you, hold you in place	5	11	2
I use them, wear them a lot	5	19	1
Good for children, we make children use them	4	3	5
Like shoulder harness along with belt	4	7	2
Comfortable and easy to use, no inconvenience	1	3	*
All other positive feelings	1	2	1
<u>Total Negative</u>	<u>122</u>	<u>73</u>	<u>147</u>
Too confining, can't move, feel tied down	18	7	25
Uncomfortable	17	12	17
Bothersome, inconvenient, nuisance	17	7	21
Don't use them, rarely use them	13	1	24
Trap you in car during accident; need emergency release	13	4	21
Hard to use, should be easier to get on and off	10	14	9
Shoulder harness: uncomfortable, dangerous, in the way	8	13	4
Buzzer and interlock system are annoying	5	6	4
Don't really protect, don't always help	5	2	7

(cont'd)

VOLUNTEERED ATTITUDES ABOUT SEAT BELTS
CURRENTLY USED IN CARS (m)

	<u>Total Respondents</u> %	<u>Frequent Seat Belt Users</u> %	<u>Infrequent Seat Belt Users</u> %
<u>Total Negative (cont'd)</u>	<u>122</u>	<u>73</u>	<u>147</u>
Only wear on long trips, under hazardous conditions	4	1	2
Inconvenient for local driving, don't wear in city	4	1	3
Can cause injury, more harm than good	2	1	3
Take them out, don't like them	2	1	3
They wrinkle your clothes	1	2	1
Aren't necessary: I drive safely, little traffic here	1	*	1
All other negative feelings	2	1	2
<u>Total Improvements/Neutral</u>	<u>33</u>	<u>33</u>	<u>32</u>
Good and bad: in accident can save life or trap you in and cause more injury	6	2	6
Should be optional, don't force me to use them	5	5	5
They're good, I should use them but I don't	4	-	6
More protection, wider, stronger, tighter belts, more belts	3	5	2
Present belts are satisfactory, can't be improved	2	6	1
Install buzzer and interlock system, like mandatory use	2	4	1
Too few people wear seat belts	2	1	2
Should be larger, adjustable for large people	1	2	1
Prefer automatic belt you don't buckle, VW belt	1	2	1
Should be put in all cars for those who want them	1	1	2

(cont'd)

VOLUNTEERED ATTITUDES ABOUT SEAT BELTS
CURRENTLY USED IN CARS (m)

	<u>Total</u> <u>Respondents</u> %	<u>Frequent Seat</u> <u>Belt Users</u> %	<u>Infrequent Seat</u> <u>Belt Users</u> %
<u>Total Improvements/Neutral (cont'd)</u>	<u>33</u>	<u>33</u>	<u>32</u>
Better shoulder harness, racing harness	1	1	1
Should be retractable, out of the way when not in use	1	1	1
Prefer air bags	1	1	1
Need improvement, better system, better location	1	1	1
We should get used to wearing them, should become habit	1	*	1
All other improvements/neutral feelings	1	1	*

All other feelings about seat belts	1	1	1
Don't know/no response	1	1	1

SELECTED AREA IN WHICH SEAT BELTS
NEED MOST IMPROVEMENT

	<u>Ease of</u> <u>Use</u> %	<u>Appear-</u> <u>ance</u> %	<u>Safety Pro-</u> <u>tection</u> %	<u>Comfort</u> %	<u>None</u> <u>(VOL)</u> %	<u>Not</u> <u>Sure</u> %
<u>Total Respondents</u>	<u>25</u>	<u>5</u>	<u>13</u>	<u>43</u>	<u>11</u>	<u>3</u>
Frequent seat belt users	25	5	11	31	20	8
Infrequent seat belt users	24	5	14	45	11	1
Low safety consciousness	20	4	13	40	16	7
Increased safety concern	22	4	14	48	10	2
Auto injury experience	26	5	14	43	11	1
High accident fear	24	5	13	42	11	5
Low accident fear	17	5	12	38	17	11

REACTIONS TO A SELECTED STATEMENT

"The car manufacturers could have designed seat belts that are easier to use if they really cared about people."

	<u>Agree</u> %	<u>Disagree</u> %	<u>Not Sure</u> %
<u>Total Respondents</u>	<u>54</u>	<u>31</u>	<u>15</u>
East	60	25	15
Midwest	52	37	11
South	54	27	19
West	50	36	14
Frequent seat belt users	47	41	12
Infrequent seat belt users	59	25	16
Low safety consciousness	53	33	14
Increased safety concern	57	30	13
Support passive restraint rule	54	34	12
Oppose passive restraint rule	56	29	15
No difference or unsure on rule	53	23	24
Prefer air bag at +\$350	55	33	12
Prefer air bag at +\$200 or +\$100	54	33	13
Prefer air bag only at no extra cost	48	32	20
Prefer automatic belt	56	31	13
Cost-conscious preference	49	32	19

REACTIONS TO A SELECTED STATEMENT

"Just having a seat belt around me
in a car makes me feel safer."

	<u>Agree</u>	<u>Disagree</u>	<u>Not Sure</u>
	<u>%</u>	<u>%</u>	<u>%</u>
<u>Total Respondents</u>	<u>37</u>	<u>55</u>	<u>8</u>
East	37	54	9
Midwest	37	55	8
South	32	61	7
West	46	49	5
18-24	39	54	7
25-29	37	53	10
30-39	37	56	7
40-49	33	59	8
50-64	39	53	8
65 and over	32	60	8
College educated	47	43	10
Under \$7,000	31	60	9
\$7,000-\$12,500	37	54	9
\$12,500-\$20,000	38	54	8
Over \$20,000	37	56	7
Professional/executive	44	48	8
Blue collar	33	60	7
Frequent seat belt users	83	13	4
Infrequent seat belt users	10	83	7
Low safety consciousness	20	67	13
Increased safety concern	42	50	8
Auto injury experience	37	55	8
High accident fear	37	55	8
Low accident fear	32	61	7

(cont'd)

REACTIONS TO A SELECTED STATEMENT

"Just having a seat belt around me
in a car makes me feel safer."

	<u>Agree</u> %	<u>Disagree</u> %	<u>Not Sure</u> %
<u>Total Respondents</u>	<u>37</u>	<u>55</u>	<u>8</u>
Support passive restraint rule	44	48	8
Oppose passive restraint rule	24	71	5
No difference or unsure on rule	30	60	10
Prefer air bag at +\$350	35	59	6
Prefer air bag at +\$200 or +\$100	37	55	8
Prefer air bag only at no extra cost	23	65	12
Prefer automatic belt	45	48	7
Cost-conscious preference	24	68	8
Small car drivers	43	48	9
Large car drivers	33	59	8
Subcompact household	40	53	7
Compact household	41	50	9
Intermediate household	36	56	8
Standard/luxury household	34	59	7
Foreign car household	40	54	6

REACTIONS TO A SELECTED STATEMENT

"Getting killed or hurt in a car accident is just a matter of fate, so seat belts don't make that big a difference."

	<u>Agree</u> %	<u>Disagree</u> %	<u>Not Sure</u> %
<u>Total Respondents</u>	<u>25</u>	<u>66</u>	<u>9</u>
East	28	63	9
Midwest	27	65	8
South	24	64	12
West	17	79	4
College educated	13	80	7
Under \$7,000	29	60	11
\$7,000-\$12,500	27	63	10
\$12,500-\$20,000	24	67	9
Over \$20,000	19	74	7
Professional/executive	14	78	8
Blue collar	28	62	10
White non-Hispanic	23	68	9
Black	42	45	13
Hispanic	16	74	10
Frequent seat belt users	5	90	5
Infrequent seat belt users	41	49	10
Low safety consciousness	32	57	11
Increased safety concern	21	71	8
Auto injury experience	25	67	8
High accident fear	26	66	8
Low accident fear	24	67	9
Support passive restraint rule	19	75	6
Oppose passive restraint rule	34	54	12
No difference or unsure on rule	30	56	14

(cont'd)

REACTIONS TO A SELECTED STATEMENT

"Getting killed or hurt in a car accident is just a matter of fate, so seat belts don't make that big a difference."

	<u>Agree</u> %	<u>Disagree</u> %	<u>Not Sure</u> %
<u>Total Respondents</u>	25	66	9
Prefer air bag at +\$350	24	68	8
Prefer air bag at +\$200 or +\$100	26	68	6
Prefer air bag only at no extra cost	29	62	9
Prefer automatic belt	23	69	8
Cost-conscious preference	32	62	6
New car buying household	24	68	8
Exclusively used car household	26	63	11
Frequent new car buyers	30	64	6
Recent car households	24	68	8
Small car drivers	19	72	9
Large car drivers	28	61	11
Subcompact household	21	72	7
Compact household	20	73	7
Intermediate household	25	67	8
Standard/luxury household	27	63	10
Foreign car household	23	71	6
Switchers to rule support	26	67	7
Unfavorable to government auto safety regulations	30	60	10
Unaware of passive restraints	32	57	11

REACTIONS TO A SELECTED STATEMENT

"The chances of getting into an accident
are so small that seat belts aren't
really worth the inconvenience."

	<u>Agree</u> %	<u>Disagree</u> %	<u>Not Sure</u> %
<u>Total Respondents</u>	<u>21</u>	<u>72</u>	<u>7</u>
18-24	20	74	6
25-29	14	78	8
30-39	17	78	5
40-49	19	72	9
50-64	24	68	8
65 and over	29	63	8
Frequent seat belt users	4	94	2
Infrequent seat belt users	34	56	10
Low safety consciousness	38	57	5
Increased safety concern	17	79	4
Auto injury experience	18	76	6
High accident fear	20	73	7
Low accident fear	32	61	7
Support passive restraint rule	14	80	6
Oppose passive restraint rule	32	61	7
No difference or unsure on rule	26	62	12
Prefer air bag at +\$350	19	75	6
Prefer air bag at +\$200 or +\$100	21	72	7
Prefer air bag only at no extra cost	24	65	11
Prefer automatic belt	19	76	5
Cost-conscious preference	27	68	5

REACTIONS TO A SELECTED STATEMENT

"There's nothing anyone can do that would make me use seat belts most of the time."

	<u>Agree</u> %	<u>Disagree</u> %	<u>Not Sure</u> %
<u>Total Respondents</u>	<u>37</u>	<u>52</u>	<u>11</u>
East	36	51	13
Midwest	43	48	9
South	37	52	11
West	31	61	8
College educated	25	67	8
Professional/executive	27	64	9
Blue collar	40	50	10
Frequent seat belt users	9	84	7
Infrequent seat belt users	55	33	12
Low safety consciousness	54	36	10
Increased safety concern	32	60	8
Auto accident experience	39	53	8
High accident fear	38	53	9
Low accident fear	43	47	10
Support passive restraint rule	29	62	9
Oppose passive restraint rule	54	37	9
No difference or unsure on rule	42	43	15
Prefer air bag at +\$350	41	50	9
Prefer air bag at +\$200 or +\$100	33	59	8
Prefer air bag only at no extra cost	44	44	12
Prefer automatic belt	32	59	9
Cost-conscious preference	40	54	6
Unfavorable to government auto safety regulations	45	45	10
Unaware of passive restraints	44	43	13

REACTIONS TO A SELECTED STATEMENT

"Seat belts in new cars are all pretty much the same no matter what kind of car you buy."

	<u>Agree</u> %	<u>Disagree</u> %	<u>Not Sure</u> %
<u>Total Respondents</u>	<u>72</u>	<u>12</u>	<u>16</u>
East	74	10	16
Midwest	75	10	15
South	70	13	17
West	66	18	16
18-24	77	13	10
25-29	69	18	13
30-39	71	13	16
40-49	75	9	16
50-64	72	9	19
65 and over	64	11	25
College educated	62	20	18
Married men	76	13	11
Married Women	67	12	21
Frequent seat belt users	64	23	13
Infrequent seat belt users	76	9	15
Low safety consciousness	70	13	17
Increased safety concern	71	13	16
Auto injury experience	69	15	16
High accident fear	71	13	16
Low accident fear	71	10	19
Support passive restraint rule	71	14	15
Oppose passive restraint rule	75	10	15
No difference or unsure on rule	69	11	20

(cont'd)

REACTIONS TO A SELECTED STATEMENT

"Seat belts in new cars are all pretty much the same no matter what kind of car you buy."

	<u>Agree</u> %	<u>Disagree</u> %	<u>Not Sure</u> %
<u>Total Respondents</u>	<u>72</u>	<u>12</u>	<u>16</u>
Prefer air bag at +\$350	74	12	14
Prefer air bag at +\$200 or +\$100	75	12	13
Prefer air bag only at no extra cost	72	9	19
Prefer automatic belt	69	14	17
Cost-conscious preference	70	11	19
Non-drivers	74	6	20
Small car drivers	68	17	15
Large car drivers	71	10	19
Subcompact household	68	17	15
Compact household	69	15	16
Intermediate household	73	10	17
Standard/luxury household	72	12	16
Foreign car household	67	19	14

INDICATIONS OF WHETHER RESPONDENT HAS
A SPECIAL CHILD SAFETY SEAT OR HARNESS

	<u>Have Spe-</u> <u>cial Seat</u> %	<u>Don't Have</u> <u>Special Seat</u> %	<u>Not</u> <u>Sure</u> %
<u>Total Respondents</u>	<u>10</u>	<u>87</u>	<u>3</u>
Very young children in household	43	56	1
Frequent seat belt users	14	84	2
Infrequent seat belt users	7	91	2

USE OF SPECIAL SAFETY SEAT
OR HARNESS WITH INFANTS OR
VERY YOUNG CHILDREN IN CAR¹

	<u>Almost Always</u> %	<u>Most of The Time</u> %	<u>Only Sometimes</u> %	<u>Hardly Ever</u> %	<u>No Answer</u> %
<u>Total Respondents</u>	<u>32</u>	<u>7</u>	<u>4</u>	<u>5</u>	<u>52</u>
College educated +	47	8	7	3	35
Married men	31	11	3	6	49
Married women	36	4	4	3	53
Very young children in household	30	7	3	3	57
Older children in household	25	6	5	3	61
Frequent seat belt users +	65	5	-	2	28
Infrequent seat belt users	21	5	3	6	65

¹Based only on respondents who have children under age 5 in their households or those who have a special child safety seat or harness.

TRUST INDEX MEDIAN SCORES FOR DIFFERENT
GROUPS' OPINIONS ON AUTOMOBILE SAFETY @

	Median ¹ Score #	Very High Trust (6-7) %	Very Low Trust (1-2) %	Not Sure %
<u>Above Average</u>				
Safety engineers	5.2	54	6	(5)
National Highway Traffic Safety Administration	5.1	51	8	(8)
Race drivers	4.9	48	17	(11)
American Automobile Association	4.9	45	8	(9)
<u>Average</u>				
Consumer advocates	4.4	39	11	(7)
Government auto safety officials	4.3	36	14	(4)
<u>Below Average</u>				
Automobile mechanics	3.8	29	22	(2)
Insurance companies	3.7	28	23	(3)
Car manufacturers	3.5	20	22	(1)
Local dealers	3.0	13	32	(2)

¹Scores computed on the basis of respondents expressing an opinion.

SELECTED STATEMENT ABOUT THE
ROLE OF GOVERNMENT REGULATION

Statement A: "Government regulation does more harm than good and basically hurts people because the good that comes from it is not worth the added price."

Statement B: "Government regulation does more good than harm and basically helps people because it improves quality and safety without affecting prices too much."

	<u>State- ment A</u> %	<u>State- ment B</u> %	<u>Neither (VOL)</u> %	<u>Not Sure</u> %
<u>Total Respondents</u>	<u>31</u>	<u>53</u>	<u>7</u>	<u>9</u>
East	25	57	9	9
Midwest	34	51	6	9
South	31	52	5	12
West	36	51	6	7
18-24	28	58	8	6
25-29	31	54	6	9
30-39	31	53	8	8
40-49	31	52	9	8
50-64	33	48	6	13
65 and over	32	52	4	12
Professional/executive	29	54	11	6
Blue collar	33	51	6	10
High accident fear	29	57	6	8
Low accident fear	38	36	9	17
Support passive restraint rule	27	59	6	8
Oppose passive restraint rule	44	41	7	8
No difference or unsure on rule	27	50	8	15

SELECTED STATEMENT ABOUT AUTO SAFETY REGULATIONS

Statement A: Government auto safety regulations have done more good than harm and have basically helped people by improving quality and safety without affecting prices too much.

Statement B: Government auto safety regulations have done more harm than good and have basically hurt people because the good that comes from them is not worth the added price.

	<u>Statement A</u>	<u>Statement B</u>	<u>Neither (VOL)</u>	<u>Not Sure</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
<u>Total Respondents</u>	<u>56</u>	<u>33</u>	<u>4</u>	<u>7</u>
East	57	31	5	7
Midwest	53	38	4	5
South	55	32	4	9
West	62	29	4	5
18-24	64	26	3	7
25-29	60	32	4	4
30-39	55	33	5	7
40-49	51	37	5	7
50-64	51	36	4	9
65 and over	57	30	3	10
College educated	65	23	8	4
Under \$7,000	60	28	3	9
\$7,000-\$12,500	54	32	3	11
\$12,500-\$20,000	58	31	5	6
Over \$20,000	55	36	4	5
Frequent seat belt users	65	27	5	3
Infrequent seat belt users	48	40	4	8
Low safety consciousness	41	46	4	9
Increased safety concern	62	29	3	6
Support passive restraint rule	64	26	4	6
Oppose passive restraint rule	38	51	4	7
No difference or unsure on rule	53	28	5	14

(cont'

SELECTED STATEMENT ABOUT AUTO SAFETY REGULATIONS

	<u>Statement A</u>	<u>Statement B</u>	<u>Neither (VOL)</u>	<u>Not Sure</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
<u>Total Respondents</u>	<u>56</u>	<u>33</u>	<u>4</u>	<u>7</u>
Prefer air bag at +\$350	60	31	4	5
Prefer air bag at +\$200 or +100	63	25	4	8
Prefer air bag only at no extra cost	51	31	6	12
Prefer automatic belt	53	37	4	6

ATTITUDES ABOUT GOVERNMENT AUTO SAFETY REGULATIONS,
ACCORDING TO ATTITUDES ABOUT GOVERNMENT REGULATION

	<u>Total</u> <u>Respondents</u> %	<u>Government</u> <u>Regulation</u> <u>Does More</u> <u>Harm (31%)</u> %	<u>Government</u> <u>Regulation</u> <u>Does More</u> <u>Good (53%)</u> %	<u>Neither</u> <u>(7%)</u> %	<u>Not</u> <u>Sure</u> <u>(9%)</u> %
Government auto safety regulations have done more good than harm	<u>56</u>	42	68	39	43
Government auto safety regulations have done more harm than good	<u>33</u>	51	23	29	25
Neither	<u>4</u>	2	3	19	6
Not sure	<u>7</u>	5	6	13	26

REACTIONS TO A SELECTED STATEMENT

"The people in government who deal with automobile safety issues really have my best interests at heart."

	<u>Agree</u> %	<u>Disagree</u> %	<u>Not Sure</u> %
<u>Total Respondents</u>	<u>58</u>	<u>28</u>	<u>14</u>
East	52	30	18
Midwest	59	32	9
South	60	25	15
West	63	26	11
College educated	60	23	17
Frequent seat belt users	70	17	13
Infrequent seat belt users	49	37	14
Low safety consciousness	46	43	11
Increased safety concern	66	24	10
Auto injury experience	59	31	10
High accident fear	62	29	9
Low accident fear	54	30	16
Support passive restraint rule	66	23	11
Oppose passive restraint rule	45	43	12
No difference or unsure on rule	52	25	23
Prefer air bag at +\$350	58	28	14
Prefer air bag at +\$200 or +\$100	59	26	15
Prefer air bag only at no extra cost	60	27	13
Prefer automatic belt	61	29	10
Cost-conscious preference	54	34	12
Unfavorable to government auto safety regulations	45	44	11

ATTITUDES TOWARD FEDERAL GOVERNMENT REQUIREMENTS
TO IMPROVE THE AUTOMOBILE

	<u>Beneficial</u>	<u>Not Beneficial</u>	<u>Not Sure</u>
	<u>%</u>	<u>%</u>	<u>%</u>
Safety glass	96	2	2
Padded dash board	91	6	3
Dual braking systems	82	4	14
More protective bumpers	82	12	6
Fuel economy standards	67	23	10
Seat belts	67	26	7
Auto exhaust emission standards	51	36	13

Q.11b.

PERCEPTIONS OF REQUIREMENTS WHICH AUTOMOBILE MANUFACTURERS WOULD
HAVE ADOPTED WITHOUT GOVERNMENT REGULATIONS (m)

	<u>Auto Exhaust Emission Standards</u> %	<u>Fuel Economy Standards</u> %	<u>Seat Belts</u> %	<u>More Protective Bumpers</u> %	<u>Safety Glass</u> %	<u>Padded Dash Board</u> %	<u>Dual Braking Systems</u> %	<u>None</u> %	<u>Not Sure</u> %
<u>Total</u>	<u>8</u>	<u>18</u>	<u>22</u>	<u>19</u>	<u>38</u>	<u>30</u>	<u>25</u>	<u>23</u>	<u>21</u>
Frequent seat belt users	11	23	30	21	41	34	30	24	17
Infrequent seat belt users	8	15	16	19	35	27	22	24	23
Low safety consciousness	8	15	23	16	39	32	23	23	24
Increased safety concern	8	20	28	24	42	34	25	22	18
Support passive restraint rule	7	18	24	21	39	30	24	22	18
Oppose passive restraint rule	8	18	21	17	40	31	29	24	14
No difference or unsure on rule	8	16	16	16	33	26	23	23	30
Unfavorable to government auto safety regulations	8	17	22	20	40	32	27	23	19

ATTITUDES TOWARD AMOUNT OF GOVERNMENT REGULATION
REQUIRED TO ENSURE PUBLIC SAFETY IN CERTAIN INDUSTRIES

	<u>A Great Deal</u> <u>of Regulation</u> <u>%</u>	<u>Quite a Bit</u> <u>of Regulation</u> <u>%</u>	<u>Only a Little</u> <u>Regulation</u> <u>%</u>	<u>No</u> <u>Regulation</u> <u>%</u>	<u>Not</u> <u>Sure</u> <u>%</u>
Food manufacturers	52	31	11	2	4
Hospitals	47	29	15	4	5
Automobile manufacturers	46	32	16	4	2
Airlines	42	31	15	3	9
Electric utilities	41	31	17	5	6
Building contractors	37	34	20	4	5

PERCEPTIONS OF THE AMOUNT OF GOVERNMENT REGULATION OF AUTOMOBILE
MANUFACTURERS NECESSARY TO INSURE PUBLIC SAFETY

	A Great Deal Of Regulation %	Quite A Bit Of Regulation %	Only A Little Regulation %	No Regu- lation %	Not Sure %
<u>Total Respondents</u>	<u>46</u>	<u>32</u>	<u>16</u>	<u>4</u>	<u>2</u>
East	47	35	12	3	3
Midwest	43	31	20	4	2
South	48	30	14	4	4
West	44	32	19	4	1
18-24	48	34	14	3	1
25-29	44	35	18	2	1
30-39	47	33	13	3	4
40-49	51	25	16	5	3
50-64	43	32	17	4	4
65 and over	44	30	17	6	3
Low safety consciousness	34	33	22	9	2
Increased safety concern	49	29	15	4	3
Auto injury experience	48	30	15	5	2
High accident fear	58	26	11	2	3
Low accident fear	27	28	30	8	7
Support passive restraint rule	49	31	14	2	4
Oppose passive restraint rule	39	28	22	8	3
No difference or unsure on rule	41	38	14	2	5
Prefer air bag at +\$350	48	34	13	3	2
Prefer air bag at +\$200 or +\$100	40	35	21	2	2
Prefer air bag only at no extra cost	38	36	16	6	4
Prefer automatic belt	46	29	17	4	4

REACTIONS BY NUMERICAL SELECTION TO TWO STATEMENTS
ON AUTO MANUFACTURERS

<u>Selected Number</u> #	<u>Total Respondents</u> %	<u>Support Passive Restraint Rule</u> %	<u>Oppose Passive Restraint Rule</u> %	<u>No Difference or Unsure on Rule</u> %
[1] Statement A: "Auto manufacturers generally build the kinds of cars consumers want."	<u>20</u>	20	19	23
[2]	<u>22</u>	22	19	24
[3]	<u>11</u>	13	9	8
[4] <u>In between</u>	<u>12</u>	12	10	12
[5]	<u>6</u>	6	8	5
[6] <u>Statement B: "Auto manufacturers generally do not build the kinds of cars consumers want."</u>	<u>13</u>	13	15	11
[7]	<u>9</u>	8	11	7
Not sure	<u>7</u>	6	9	10

VOLUNTEERED STATEMENTS ON WHY RESPONDENTS BELIEVE AUTO MANUFACTURERS
ARE OR ARE NOT RESPONSIVE TO CONSUMER NEEDS (m)

	Total Respondents %	- <u>Passive Restraint Rule Position</u> -		
		Support Rule %	Oppose Rule %	No Difference/ Unsure on Rule %
<u>Positive Toward Manufacturer Responsiveness</u>	<u>62</u>	<u>64</u>	<u>53</u>	<u>62</u>
Build what consumer wants in order to sell cars, sales show they please	29	29	27	32
Meet consumer demands, offer variety, try to please consumer	19	20	17	18
Cars are improving--appearance, economy, mileage, ride	5	6	3	3
Competitive field, so have to please consumer	3	3	1	4
Government makes manufacturers adhere to certain standards	3	3	3	2
Dual motive--to please consumer and make profit	2	2	2	2
Cars are safer, have more safety features	1	1	*	1
<u>Negative Toward Manufacturer Responsiveness</u>	<u>42</u>	<u>41</u>	<u>44</u>	<u>35</u>
Cars are poorly built, recalls, don't last, hard to repair, too much emphasis on style	13	13	14	12
Manufacturers build what is most profitable	9	7	10	9
Manufacturers build what they want, don't care about the consumer	7	6	8	7
Cars could be built to get better mileage, be more efficient	5	6	4	2
Manufacturers could build safer cars	4	5	2	2
Manufacturers are building too many small cars	2	2	3	1
Cars are too expensive	1	1	1	1
Manufacturers use advertising to influence consumers	1	1	2	1

All other feelings about manufacturers	7	7	10	4
Don't know, no response	8	7	9	12

JOB PERFORMANCE RATINGS OF AMERICAN AUTOMOBILE
MANUFACTURERS IN CERTAIN AREAS

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Not Sure</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Attractiveness	25	56	15	2	2
Comfort	18	60	18	3	1
Safety	8	49	33	7	3
Durability	6	33	39	20	2
Economical maintenance	4	30	43	21	2
Quality of construction	4	29	40	25	2
Gas mileage	4	27	45	22	2

JOB PERFORMANCE RATINGS OF AMERICAN AUTOMOBILE
MANUFACTURERS ON AUTO SAFETY

	<u>Excellent</u> %	<u>Good</u> %	<u>Fair</u> %	<u>Poor</u> %	<u>Not Sure</u> %
<u>Total Respondents</u>	<u>8</u>	<u>49</u>	<u>33</u>	<u>7</u>	<u>3</u>
East	6	41	41	10	2
Midwest	8	52	31	7	2
South	8	52	30	5	5
West	9	53	31	6	1
18-24	9	47	37	6	1
25-29	9	50	33	7	1
30-39	8	47	35	9	1
40-49	6	49	37	7	1
50-64	9	49	32	8	2
65 and over	5	59	25	6	5
Frequent seat belt users	9	53	28	8	2
Infrequent seat belt users	6	50	34	8	2

Q.9c.

PERCEPTIONS OF WHICH QUALITIES AMERICAN AUTO MANUFACTURERS
COULD DO A BETTER JOB ON TODAY WITHOUT GREATLY INCREASING COSTS (m)

	<u>Durability</u>	<u>Economical</u>	<u>Gas</u>	<u>Quality of</u>	<u>Attrac-</u>	<u>Safety</u>	<u>Com-</u>	<u>None</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>Construction</u>	<u>tiveness</u>	<u>%</u>	<u>fort</u>	<u>Not</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>Sure</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
<u>Total Respondents</u>	<u>40</u>	<u>35</u>	<u>52</u>	<u>39</u>	<u>14</u>	<u>25</u>	<u>17</u>	<u>13</u>
East	42	31	52	38	11	26	12	10
Midwest	40	29	50	38	13	21	15	15
South	35	39	51	37	14	23	18	15
West	48	46	58	46	23	33	26	7
Frequent seat belt users	43	42	55	38	16	30	21	10
Infrequent seat belt users	39	35	50	37	14	23	17	6
Low safety consciousness	49	38	47	42	15	23	17	17
Increased safety concern	39	37	53	48	15	40	19	9
Foreign car household	51	48	60	44	17	31	22	7

PERCEPTIONS OF QUALITIES ON WHICH FOREIGN AUTO MANUFACTURERS
DO A BETTER JOB THAN AMERICAN AUTO MANUFACTURERS (m)

	<u>Dura-</u> <u>bility</u> %	<u>Economi-</u> <u>cal Main-</u> <u>tenance</u> %	<u>Gas</u> <u>Mile-</u> <u>age</u> %	<u>Quality</u> <u>Of Con-</u> <u>struction</u> %	<u>Attrac-</u> <u>tive-</u> <u>ness</u> %	<u>Safety</u> %	<u>Comfort</u> %	<u>None/</u> <u>Not</u> <u>Sure</u> %
<u>Total Respondents</u>	<u>26</u>	<u>17</u>	<u>57</u>	<u>21</u>	<u>9</u>	<u>9</u>	<u>7</u>	<u>30</u>
18-24	31	18	63	27	18	10	9	18
25-29	30	23	68	32	15	18	12	18
30-39	30	18	63	24	9	8	7	24
40-49	31	16	61	19	6	7	5	28
50-64	20	15	48	15	3	7	4	41
65 and over	17	14	43	14	7	7	7	47
College educated	42	27	72	37	14	15	11	15
Foreign car household	48	30	76	39	19	20	14	8

REACTIONS TO A SELECTED STATEMENT

"The people in the automobile industry who deal with auto safety issues really have my best interests at heart."

	<u>Agree</u> %	<u>Disagree</u> %	<u>Not Sure</u> %
<u>Total Respondents</u>	<u>49</u>	<u>34</u>	<u>17</u>
East	43	36	21
Midwest	50	36	14
South	53	30	17
West	49	37	14
18-24	46	38	16
25-29	44	40	16
30-39	48	36	16
40-49	44	37	19
50-64	55	29	16
65 and over	54	28	18
Men	44	40	16
Women	54	29	17
Under \$7,000	54	30	16
\$7,000-\$12,500	49	29	22
\$12,500-\$20,000	47	37	16
Over \$20,000	49	38	13
Frequent seat belt users	60	26	14
Infrequent seat belt users	43	41	16
Low safety consciousness	40	49	11
Increased safety concern	53	33	14
Auto injury experience	49	37	14
High accident fear	52	34	14
Low accident fear	48	33	19

(cont'd)

REACTIONS TO A SELECTED STATEMENT

"The people in the automobile industry who deal with auto safety issues really have my best interests at heart."

	<u>Agree</u> %	<u>Disagree</u> %	<u>Not Sure</u> %
<u>Total Respondents</u>	<u>49</u>	<u>34</u>	<u>17</u>
Support passive restraint rule	54	31	15
Oppose passive restraint rule	41	46	13
No difference or unsure on rule	46	27	27
Prefer air bag at +\$350	49	35	16
Prefer air bag at +\$200 or +\$100	48	36	16
Prefer air bag only at no extra cost	46	33	21
Prefer automatic belt	53	34	13
Cost-conscious preference	43	40	17
Non-drivers	54	34	12
Small car drivers	47	36	17
Large car drivers	54	29	17
Subcompact household	46	37	17
Compact household	47	38	15
Intermediate household	48	36	16
Standard/luxury household	52	32	16
Foreign car household	38	44	18
Switchers to rule support	55	28	17
Unfavorable to government auto safety regulations	41	47	12
Unaware of passive restraints	48	30	22

PERCEPTIONS OF WHETHER IT IS BETTER FOR THE GOVERNMENT
TO ENCOURAGE SEAT BELT USE OR TO REQUIRE MANUFACTURERS
TO DEVELOP AUTOMATIC PASSENGER CRASH SAFETY EQUIPMENT

	<u>Encour- age Use Of Seat Belts</u> %	<u>Manufac- turers Develop Equipment</u> %	<u>Both (VOL)</u> %	<u>Neither (VOL)</u> %	<u>Not Sure</u> %
<u>Total Respondents</u>	<u>25</u>	<u>48</u>	<u>8</u>	<u>10</u>	<u>9</u>
East	24	52	6	8	10
Midwest	28	43	7	12	10
South	23	50	9	11	7
West	28	48	11	9	4
18-24	25	54	10	6	5
25-29	21	54	7	11	7
30-39	25	50	10	7	8
40-49	28	48	8	9	7
50-64	31	43	6	11	9
65 and over	19	43	6	17	15
Married men	26	48	6	13	7
Married women	27	49	9	7	8
Very young children in household	23	55	7	7	8
Older children in household	25	54	8	9	4
Frequent seat belt users	41	40	13	3	3
Infrequent seat belt users	15	56	4	15	10
Low safety consciousness	27	40	3	18	12
Increased safety concern	27	54	9	5	5
Auto injury experience	24	52	8	8	8
High accident fear	25	52	7	8	8
Low accident fear	25	40	6	19	10
Support passive restraint rule	24	57	11	3	5
Oppose passive restraint rule	31	32	2	25	10
No difference or unsure on rule	23	41	7	12	17

(cont'd)

PERCEPTIONS OF WHETHER IT IS BETTER FOR THE GOVERNMENT
TO ENCOURAGE SEAT BELT USE OR TO REQUIRE MANUFACTURERS
TO DEVELOP AUTOMATIC PASSENGER CRASH SAFETY EQUIPMENT

	<u>Encour- age Use Of Seat Belts</u> %	<u>Manufac- turers Develop Equipment</u> %	<u>Both (VOL)</u> %	<u>Neither (VOL)</u> %	<u>Not Sure</u> %
<u>Total Respondents</u>	<u>25</u>	<u>48</u>	<u>8</u>	<u>10</u>	<u>9</u>
Prefer air bag at +\$350	20	63	7	7	3
Prefer air bag at +\$200 or +\$100	24	50	11	7	8
Prefer air bag only at no extra cost	22	50	8	7	13
Prefer automatic belt	34	39	8	11	8
Cost-conscious preference	23	51	7	11	8
Non-drivers	17	52	9	9	13

INDICATIONS OF WHETHER RESPONDENT HAS HEARD OF
THE NEW SAFETY REQUIREMENT FOR ALL CARS MANUFACTURED IN 1982

	<u>Had</u> <u>Heard</u> <u>%</u>	<u>Had Not</u> <u>Heard</u> <u>%</u>	<u>Not</u> <u>Sure</u> <u>%</u>	<u>No</u> <u>Answer</u> <u>%</u>
<u>Total Respondents</u>	<u>23</u>	<u>71</u>	<u>6</u>	<u>*</u>
College educated	32	61	6	1
Men	27	66	7	*
Women	19	76	5	*
Married men	30	64	6	-
Married women	19	76	5	*
Very young children in household	24	70	6	-
Older children in household	24	71	5	*
Under \$7,000	19	77	4	*
\$7,000-\$12,500	20	74	6	-
\$12,500-\$20,000	23	70	7	*
Over \$20,000	29	65	6	*
White non-Hispanic	24	70	6	*
Black	18	77	5	-
Hispanic	18	78	4	-
Frequent seat belt users	31	61	8	-
Infrequent seat belt users	21	73	6	*
Support passive restraint rule	25	70	5	*
Oppose passive restraint rule	26	67	7	-
No difference or unsure on rule	13	79	8	-
Prefer air bag at +\$350	27	67	6	*
Prefer air bag at +\$200 or +\$100	22	69	9	-
Prefer air bag only at no extra cost	13	78	9	-
Prefer automatic belt	23	72	5	*
Cost-conscious preference	23	73	4	-

(cont'd)

INDICATIONS OF WHETHER RESPONDENT HAS HEARD OF
THE NEW SAFETY REQUIREMENT FOR ALL CARS MANUFACTURED IN 1982

	<u>Had</u> <u>Heard</u> <u>%</u>	<u>Had Not</u> <u>Heard</u> <u>%</u>	<u>Not</u> <u>Sure</u> <u>%</u>	<u>No</u> <u>Answer</u> <u>%</u>
<u>Total Respondents</u>	<u>23</u>	<u>71</u>	<u>6</u>	<u>*</u>
New car buying household	24	70	6	-
Exclusively used car household	21	73	6	*
Frequent new car buyers	34	61	5	-
Recent car household	26	69	5	-

VOLUNTEERED STATEMENTS ABOUT THE WAY CARS WILL CHANGE
AS A RESULT OF DOT'S NEW PASSIVE RESTRAINT RULE
TO BE EFFECTIVE IN 1982¹

	<u>All Re-</u> <u>spondents</u> %	<u>Air Bag</u> <u>+\$350</u> %	<u>Air Bag</u> <u>+\$200/</u> <u>+\$100</u> %	<u>Air Bag</u> <u>Only at</u> <u>No Extra</u> <u>Cost</u> %	<u>Auto-</u> <u>matic</u> <u>Belt</u> %
<u>Total</u>	<u>28</u>	<u>34</u>	<u>29</u>	<u>19</u>	<u>29</u>
Mandatory use of air bags	14	19	11	6	14
Increase in price of new cars	4	4	3	1	4
More safety devices--general	3	3	3	1	3
Automatic safety belts	1	1	2	3	2
Increased emission controls	1	1	2	2	1
More safety devices--specific	1	1	2	1	1
Improve gas mileage in new cars	1	1	2	2	1
Design changes	1	1	1	1	1
Cars smaller	*	1	1	1	*
All other safety features for 1982 cars	2	2	2	1	2

Don't know/no response	2	2	2	-	3
No answer	78	74	78	87	77

¹Asked only of respondents who said they had heard about the rule.

ATTITUDES TOWARD THE REQUIREMENT TO EQUIP CARS
WITH AIR BAGS OR AUTOMATIC SEAT BELTS STARTING
IN THE 1982 MODEL YEAR

	<u>Strongly Favor</u> %	<u>Moderate-ly Favor</u> %	<u>Moderate-ly Oppose</u> %	<u>Strongly Oppose</u> %	<u>Not Much Difference</u> %	<u>Not Sure</u> %
<u>Total Respondents</u>	<u>27</u>	<u>31</u>	<u>9</u>	<u>16</u>	<u>9</u>	<u>8</u>
East	29	33	6	10	10	12
Midwest	26	28	11	19	9	7
South	26	29	9	17	11	8
West	27	34	7	18	7	7
Cities	26	32	8	13	11	10
Suburbs	32	30	8	14	6	10
Small towns	21	32	8	23	9	7
Rural	27	29	11	17	11	5
18-24	34	34	8	9	7	8
25-29	31	37	8	10	9	5
30-39	33	35	7	10	9	6
40-49	23	32	8	18	9	10
50-64	22	25	9	23	11	10
65 and over	20	22	11	23	12	12
College educated	31	36	8	11	6	8
Married men	24	30	10	21	8	7
Married women	29	33	8	13	8	9
Very young children in household	36	37	7	10	5	5
Older children in household	32	33	7	13	8	7
Under \$7,000	24	28	6	18	14	10
\$7,000-\$12,500	26	29	9	13	14	9
\$12,500-\$20,000	29	33	9	14	7	8
Over \$20,000	28	34	8	17	6	7
Professional/executive	31	35	7	11	7	9
Blue collar	27	33	9	15	10	6

(cont'd)

ATTITUDES TOWARD THE REQUIREMENT TO EQUIP CARS
WITH AIR BAGS OR AUTOMATIC SEAT BELTS STARTING
IN THE 1982 MODEL YEAR

	<u>Strongly</u> <u>Favor</u> <u>%</u>	<u>Moderate-</u> <u>ly Favor</u> <u>%</u>	<u>Moderate-</u> <u>ly Oppose</u> <u>%</u>	<u>Strongly</u> <u>Oppose</u> <u>%</u>	<u>Not Much</u> <u>Difference</u> <u>%</u>	<u>Not</u> <u>Sure</u> <u>%</u>
<u>Total Respondents</u>	<u>27</u>	<u>31</u>	<u>9</u>	<u>16</u>	<u>9</u>	<u>8</u>
Frequent seat belt users	43	25	8	12	3	9
Infrequent seat belt users	22	27	10	22	12	7
Low safety consciousness	16	23	16	27	9	9
Increased safety concern	35	32	6	13	8	6
High accident fear	31	29	7	15	9	9
Low accident fear	23	24	8	26	10	9
Prefer air bag at +\$350	40	34	6	8	6	6
Prefer air bag at +\$200 or +\$100	26	40	9	6	12	7
Prefer air bag only at no extra cost	21	29	8	18	11	13
Prefer automatic belt	21	28	11	23	9	8
Cost-conscious preference	21	25	10	19	14	11
Small car drivers	30	32	8	14	7	9
Luxury car drivers	25	30	10	16	11	8
New car households	27	30	9	17	9	8
Recent car households	28	30	9	17	8	8
Frequent new car buyers	25	31	10	23	6	5
Subcompact household	31	34	8	13	6	8
Compact household	27	31	8	17	8	9
Intermediate household	29	31	8	16	9	7
Standard/luxury household	26	32	9	15	10	8
Unfavorable to government auto safety regulations	18	28	12	27	8	7

INDICATIONS OF WHETHER RESPONDENT HAS HEARD OF
THE AIR BAG

	<u>Have</u> <u>Heard</u> <u>%</u>	<u>Have Not</u> <u>Heard</u> <u>%</u>	<u>Not</u> <u>Sure</u> <u>%</u>
<u>Total Respondents</u>	<u>79</u>	<u>19</u>	<u>2</u>
Cities	72	25	3
Suburbs	80	17	3
Small towns	86	13	1
Rural	83	16	1
College educated	88	11	1
Men	84	15	1
Women	74	23	3
Under \$7,000	71	26	3
\$7,000-\$12,500	73	26	1
\$12,500-\$20,000	82	17	1
Over \$20,000	89	10	1
White non-Hispanic	83	15	2
Black	54	44	2
Hispanic	53	44	3
Support passive restraint rule	83	16	1
Oppose passive restraint rule	80	17	3
No difference or unsure on rule	64	33	3
Prefer air bag at +\$350	85	15	-
Prefer air bag at +\$200 or +\$100	84	14	2
Prefer air bag only at no extra cost	76	22	2
Prefer automatic belt	81	17	2
Cost-conscious preference	80	19	1
Switchers to rule support	72	25	3
Unfavorable to government auto safety regulations	81	18	1

VOLUNTEERED STATEMENTS ABOUT
RESPONDENTS' PRIOR KNOWLEDGE OF AIR BAGS¹ (m)

	<u>Total</u> <u>Respondents</u> <u>%</u>	<u>Prefer</u> <u>Air Bag</u> <u>at +\$350</u> <u>%</u>	<u>Prefer</u> <u>Air Bag</u> <u>at +\$200</u> <u>or +\$100</u> <u>%</u>	<u>Prefer</u> <u>Air Bag</u> <u>Only at</u> <u>No Extra</u> <u>Cost</u> <u>%</u>	<u>Prefer</u> <u>Automatic</u> <u>Belts</u> <u>%</u>
<u>Total</u>	<u>115</u>	<u>126</u>	<u>132</u>	<u>116</u>	<u>118</u>
Inflates on impact, automatic	33	40	45	32	30
Seen on T.V., news, demonstrations, etc.	14	15	13	12	15
Protects driver, passengers from dash, windshield, steering wheel	13	16	19	13	10
Cushions impact, absorbs shock	6	7	8	7	5
Defects, not perfected yet, some- times malfunction	5	3	4	4	8
They are safe, reliable, will reduce death, injury	4	5	6	3	4
It's a good idea, I like it	4	7	5	2	2
Comes out of dash, steering wheel	4	5	4	4	2
Expensive	4	2	4	8	4
Inflates and holds you in place, blows up around driver and pas- senger like a balloon	3	3	3	4	3
Inflate accidentally or when not needed	3	1	1	3	4
No good, don't like them, don't think they're a good idea	2	1	1	1	4
Inflates in head-on collision, not effective if hit from side	2	2	2	4	3
Inflates, then deflates immediately	2	3	4	2	2
Released at certain speed, impact	2	3	2	-	1
Require maintenance, being reset after each inflation	1	1	2	4	2
Know basically how they work	1	2	2	1	2
Look dangerous, may cause accidents, damage	1	*	-	1	2
Fear of smothering, suffocation	1	1	1	-	3

(cont'd)

¹Asked only of respondents who said they had heard about air bags.

VOLUNTEERED STATEMENTS ABOUT
RESPONDENTS' PRIOR KNOWLEDGE OF AIR BAGS¹ (m)

	<u>Total</u> <u>Respondents</u> <u>%</u>	<u>Prefer</u> <u>Air Bag</u> <u>at +\$350</u> <u>%</u>	<u>Prefer</u> <u>Air Bag</u> <u>at +\$200</u> <u>or +\$100</u> <u>%</u>	<u>Prefer</u> <u>Air Bag</u> <u>Only at</u> <u>No Extra</u> <u>Cost</u> <u>%</u>	<u>Prefer</u> <u>Automatic</u> <u>Belts</u> <u>%</u>
<u>Total</u>	<u>115</u>	<u>126</u>	<u>132</u>	<u>116</u>	<u>118</u>
They're safer, better than seat belts	1	2	1	2	*
All other information about air bags	9	7	5	9	12

Don't know, no response	9	8	7	5	11
No answer	21	16	17	24	19

¹Asked only of respondents who said they had heard about air bags.

MEDIAN LADDER SCORES FOR PERCEIVED QUALITY OF AIRBAGS
IN CERTAIN AREAS @

	Median Score #	Excellent	Poor	(Not Sure) %	- Median Scores -	
		Quality (6-7) %	Quality (1-2) %		Active Belts #	Passive Belts #
Ease of use	5.5	62	10	(11)	3.7	5.0
Safety protection	5.4	62	9	(12)	4.9	4.8
Comfort	5.3	60	11	(19)	2.6	3.2
Appearance	4.5	42	15	(18)	4.0	3.6

MEDIAN LADDER SCORES FOR PERCEIVED QUALITY OF AIRBAGS

IN CERTAIN AREAS, BY SELECTED SUBGROUPS @

Q.23a.

	----- Median Scores -----						
	<u>Total Re-</u> <u>spondents</u> #	<u>Frequent</u> <u>Seat Belt</u> <u>Users</u> #	<u>Infrequent</u> <u>Seat Belt</u> <u>Users</u> #	<u>Prefer Air</u> <u>Bag at +\$350</u> #	<u>Prefer Air Bag</u> <u>At +\$200 or +\$100</u> #	<u>Prefer Air Bag</u> <u>Only At No Ex-</u> <u>tra Cost</u> #	<u>Prefer</u> <u>Automa-</u> <u>tic Belt</u> #
Ease of use	<u>5.5</u>	5.7	5.3	6.0	5.8	5.7	5.0
Safety protection	<u>5.4</u>	5.5	5.4	5.9	5.8	5.6	4.9
Comfort	<u>5.3</u>	5.6	5.3	5.8	5.8	5.4	4.8
Appearance	<u>4.5</u>	4.7	4.2	5.0	4.9	4.8	3.8

VOLUNTEERED PERCEIVED ADVANTAGES OF THE AIR BAG (m)

	<u>Total Respondents</u> %	<u>Prefer Air Bag at +\$350</u> %	<u>Prefer Air Bag at +\$200 or +\$100</u> %	<u>Prefer Air Bag Only at No Extra Cost</u> %	<u>Prefer Automatic Belts</u> %
<u>Total</u>	<u>119</u>	<u>138</u>	<u>135</u>	<u>117</u>	<u>99</u>
Protect from injuries, death, offer safety	44	50	51	48	39
Protect driver from windshield, steering wheel, dashboard	36	46	38	35	33
Automatic, work without driver involvement	8	8	11	11	5
Cushion impact in collision, front-end crashes	7	8	9	4	7
More comfortable, convenient, less restrictive than seat belts	5	7	4	4	3
Better than seat belts	4	5	8	6	3
Good idea	3	2	5	2	2
Protect people who don't wear seat belts	2	3	2	2	2
Out of the way, not visible	1	2	1	-	*
All other advantages of air bags	9	7	6	5	5

Don't know any advantages of air bags	12	3	4	8	19

VOLUNTEERED PERCEIVED DISADVANTAGES OF THE AIR BAG (m)

	<u>Total Respondents</u> %	<u>Prefer Air Bag at +\$350</u> %	<u>Prefer Air Bag at +\$200 or +\$100</u> %	<u>Prefer Air Bag Only at No Extra Cost</u> %	<u>Prefer Automatic Belts</u> %
<u>Total</u>	<u>112</u>	<u>106</u>	<u>111</u>	<u>115</u>	<u>125</u>
Might not inflate when suppose to, accidentally inflate	19	17	20	22	20
Expensive to install, maintain, restore	14	13	17	21	13
Might not inflate when they should	12	14	13	12	11
Might obstruct vision	11	10	9	13	13
Might malfunction	8	7	11	3	10
Might go off with only a slight bump, what does it take to trigger them?	6	5	7	6	6
Might cause suffocation	5	6	5	7	5
How are they returned to storage area?	5	6	3	4	5
Wouldn't protect in all situations, only front-end collisions	3	4	4	4	4
Might get in your way, prevent maneuverability after inflation	3	2	4	2	4
Might trap occupant in car, make it difficult to get out of car	3	3	2	1	3
Might cause injury when they inflate	3	1	2	1	5
Might not deflate quickly enough	2	4	2	4	2
Might frighten driver	2	2	1	1	3
Haven't been tried, tested, proven enough	2	1	*	1	3
Cumbersome, inconvenient	1	1	-	1	2
No advantage over seat belts, prefer seat belts	1	1	-	-	2
All other disadvantages of air bags	12	9	11	12	14
Don't know any disadvantages of air bags	21	26	22	17	16
Don't know, no response	1	1	1	3	1

Q.24a.

SELECTED BEST REASONS FOR FAVORING INSTALLATION OF AIR BAGS IN NEW CARS (m)

	Total Respondents %	Support Passive Restraint Rule %	Oppose Passive Restraint Rule %	No Difference or Unsure on Rule %	Prefer Air Bags at +\$350 %	Prefer Air Bags at +\$200 or +\$100 %	Prefer Air Bag Only at No Extra Cost %	Prefer Automatic Belt %	Cost-Conscious Preference %
They provide the most safety in a front-end collision	<u>34</u>	40	24	29	39	36	30	30	31
They work automatically in a crash	<u>33</u>	38	22	30	36	42	28	32	34
They would provide the most safety for little children, who now have trouble using seat belts	<u>30</u>	33	24	26	33	30	32	29	32
You don't have to think about them because they're hidden and out of sight	<u>22</u>	21	19	27	23	24	33	18	28
They will make driving more comfortable because shoulder belts won't be needed	<u>11</u>	10	11	13	13	10	9	10	10
Big insurance companies say they will reduce injuries and lower insurance premiums	<u>11</u>	10	13	11	9	11	13	14	13
Any system that gives some protection without buckling belts is an improvement	<u>9</u>	7	11	10	8	8	13	9	12
They would make me feel better when someone else in my family is out driving because I'd know they would have some protection	<u>9</u>	11	8	7	10	12	10	9	8
They wouldn't detract from a car's appearance, as belts do	<u>6</u>	6	7	7	7	9	4	7	4

Q.24a.

SELECTED BEST REASONS FOR FAVORING INSTALLATION OF AIR BAGS IN NEW CARS (m)

	Total Respondents	Support Passive Restraint Rule	Oppose Passive Restraint Rule	No Difference or Unsure on Rule	Prefer Air Bags at +\$350	Prefer Air Bags at +\$200 or +\$100	Prefer Air Bag Only at No Extra Cost	Prefer Automatic Belt	Cost-Conscious Preference
	%	%	%	%	%	%	%	%	%
There is no temptation to tamper with them since they are out of sight	<u>4</u>	5	4	4	5	5	2	4	2
None	<u>4</u>	1	13	2	1	1	1	6	2
Not sure	<u>3</u>	1	5	7	1	2	3	3	2

Q.24b.

SELECTED BEST REASONS FOR OPPOSING INSTALLATION OF AIR BAGS IN NEW CARS (m)

	Total Respondents	Support Passive Restraint Rule	Oppose Passive Restraint Rule	No Difference or Unsure on Rule	Prefer Air Bags at +\$350	Prefer Air Bags at +\$200 or +\$100	Prefer Air Bag Only at No Extra Cost	Prefer Automatic Belt	Cost-Conscious Preference
	%	%	%	%	%	%	%	%	%
They might inflate by mistake when a car is being driven	<u>47</u>	47	50	43	50	47	41	48	47
You can never be really sure they would work when you need them	<u>25</u>	24	24	31	26	24	26	23	29
They cost more than other safety systems	<u>13</u>	12	13	15	11	19	19	11	18
The air bag system uses toxic chemicals to make it work	<u>12</u>	14	9	10	12	12	15	11	14
They might surround you or hit you too hard when they inflate	<u>12</u>	11	13	15	12	16	8	12	9
Since they are mostly intended to work in front-end crashes, you'd still have to wear lap belts to be really safe	<u>12</u>	14	12	7	13	10	11	13	11
You can't trust auto companies to do a good enough job in making such complicated equipment	<u>12</u>	11	14	10	12	6	9	13	11
They would cost a lot to replace, and you have to replace them after each crash	<u>11</u>	13	9	11	11	17	16	11	13
You can't trust service station mechanics or dealers to replace or repair such complicated equipment	<u>11</u>	12	12	9	12	11	12	12	14

Q.24b.

SELECTED BEST REASONS FOR OPPOSING INSTALLATION OF AIR BAGS IN NEW CARS (m)

	Total Respondents %	Support Passive Restraint Rule %	Oppose Passive Restraint Rule %	No Difference or Unsure on Rule %	Prefer Air Bags at +\$350 %	Prefer Air Bags at +\$200 or +\$100 %	Prefer Air Bag Only at No Extra Cost %	Prefer Automatic Belt %	Cost-Conscious Preference %
They add more weight to a car and make it less fuel efficient	<u>3</u>	3	3	4	2	4	3	4	3
Seat belts give better protection than air bags	<u>3</u>	3	4	1	1	1	-	5	1
I already wear seat belts so I don't need air bags	<u>2</u>	3	2	1	1	1	1	4	3
None	<u>3</u>	3	3	1	3	2	1	2	1
Not sure	<u>5</u>	3	4	12	4	3	5	4	1

LIKELIHOOD OF USING LAP BELTS FOR
ADDITIONAL PROTECTION IN A CAR EQUIPPED
WITH AN AIR BAG SYSTEM

	<u>Very</u> <u>Likely</u> <u>%</u>	<u>Somewhat</u> <u>Likely</u> <u>%</u>	<u>Not Likely</u> <u>At All</u> <u>%</u>	<u>Not</u> <u>Sure</u> <u>%</u>
<u>Total Respondents</u>	<u>21</u>	<u>18</u>	<u>54</u>	<u>7</u>
College educated	29	24	42	5
Professional/executive	26	21	47	6
Blue collar	19	19	56	6
Frequent seat belt users	67	18	10	5
Infrequent seat belt users	7	10	79	4
Low safety consciousness	10	12	75	3
Increased safety concern	30	20	47	3
Auto injury experience	24	18	54	4
High accident fear	25	17	52	6
Low accident fear	18	14	61	7
Switchers to rule support	19	26	43	12
Unfavorable to government auto safety regulations	18	15	62	5
Unaware of passive restraints	13	20	53	14
Prefer air bag at +\$350	18	19	62	1
Prefer air bag at +\$200 or +\$100	16	20	61	3
Prefer air bag only at no extra cost	13	20	62	5
Prefer automatic belt	32	19	43	6

VOLUNTEERED DESIRED INFORMATION ABOUT AIR BAGS (m)

	<u>Total Respondents</u> %	<u>Prefer Air Bag at +\$350</u> %	<u>Prefer Air Bag at +\$200 or +\$100</u> %	<u>Prefer Air Bag Only at No Extra Cost</u> %	<u>Prefer Automatic Belts</u> %
How dependable and effective, how fast do they inflate?	<u>26</u>	26	29	27	25
How do they work, mechanics?	<u>15</u>	19	16	14	13
Complete publicity, education, live demonstration, test drive	<u>14</u>	12	11	10	15
Cost?	<u>13</u>	13	22	20	10
What are they filled with, is it toxic?	<u>9</u>	13	9	8	8
What triggers inflation (impact, speed, heat)?	<u>8</u>	10	11	12	5
Do they inflate accidentally, would that be dangerous?	<u>8</u>	9	8	8	9
Where can they be serviced, installed, inspected?	<u>7</u>	9	9	9	7
Cost of replacement and repair?	<u>7</u>	8	8	8	7
Live test results, statistics	<u>7</u>	7	4	7	8
Opposed, uninterested, don't think they will work	<u>7</u>	1	3	5	12
What happens after inflation, how deflated?	<u>5</u>	6	7	6	4
Extent of protection to other passengers and in collisions other than front end	<u>5</u>	7	6	1	6
Of what are they made?	<u>3</u>	3	4	4	2
When inflated, do they impede vision, mobility, maneuverability?	<u>3</u>	3	4	2	3
How long do they stay inflated, how fast do they deflate?	<u>2</u>	3	3	5	1
I think I know enough or can find out from media	<u>2</u>	4	1	3	2
Are they harmful, how hard do they hit you, can they explode?	<u>2</u>	2	1	4	2

(cont'd)

VOLUNTEERED DESIRED INFORMATION ABOUT AIR BAGS (m)

	<u>Total</u> <u>Respondents</u> %	<u>Prefer</u> <u>Air Bag</u> <u>at +\$350</u> %	<u>Prefer</u> <u>Air Bag</u> <u>at +\$200</u> <u>or +\$100</u> %	<u>Prefer</u> <u>Air Bag</u> <u>Only at</u> <u>No Extra</u> <u>Cost</u> %	<u>Prefer</u> <u>Automatic</u> <u>Belts</u> %
Where are they hidden in the car?	<u>1</u>	2	1	1	1
I've never seen one; what do they look like?	<u>1</u>	2	1	1	1
How durable are they?	<u>1</u>	1	2	-	1
All other information about air bags which would be helpful	<u>13</u>	14	10	12	13

Don't know, no response	<u>11</u>	9	12	11	11

INDICATIONS OF WHETHER RESPONDENT HAS HEARD
OF PASSIVE OR AUTOMATIC SEAT BELTS

	<u>Have</u> <u>Heard</u> <u>%</u>	<u>Have Not</u> <u>Heard</u> <u>%</u>	<u>Not</u> <u>Sure</u> <u>%</u>
<u>Total Respondents</u>	15	82	3
College educated	23	73	4
Men	20	77	3
Women	10	88	2
Under \$7,000	10	87	3
\$7,000-\$12,500	13	86	1
\$12,500-\$20,000	15	82	3
Over \$20,000	20	77	3
White non-Hispanic	15	82	3
Black	15	81	4
Hispanic	10	89	1
<i>Frequent seat belt users</i>	23	74	3
<i>Infrequent seat belt users</i>	10	88	2
New car buying household	16	81	3
Exclusively used car household	13	84	3
Frequent new car buyers	27	69	4
Recent car household	18	73	3

VOLUNTEERED KNOWLEDGE ABOUT AUTOMATIC SEAT BELTS¹ (m)

	<u>Total</u> <u>Respondents</u> %	<u>Prefer</u> <u>Air Bag</u> <u>at +\$350</u> %	<u>Prefer</u> <u>Air Bag</u> <u>at +\$200</u> <u>or +\$100</u> %	<u>Prefer</u> <u>Air Bag</u> <u>Only at</u> <u>No Extra</u> <u>Cost</u> %	<u>Prefer</u> <u>Automatic</u> <u>Belts</u> %
<u>Total</u>	<u>13</u>	<u>11</u>	<u>15</u>	<u>18</u>	<u>17</u>
Go around you when you get in	2	3	3	4	2
Automatic	2	2	2	4	3
Interlock	2	1	4	2	2
Used in new cars, in V.W.'s	1	1	1	1	2
Attached to the door	1	*	1	1	2
Don't like them	1	*	-	1	1
More protection, safe	*	1	-	-	1
All other unfavorable responses	1	1	1	1	1
All other favorable responses	1	1	1	-	1
All other information about passive or automatic seat belts	2	1	2	4	2

Don't know, no response	3	3	2	5	5
No answer	86	88	87	83	82

¹Asked only of respondents who said they had heard about automatic seat belts.

MEDIAN LADDER SCORES FOR PERCEIVED QUALITY OF
AUTOMATIC SEAT BELTS IN CERTAIN AREAS @

	Median Score	Excellent Quality (6-7)	Poor Quality (1-2)	(Not Sure)	Median Scores	
	#	%	%	%	Active Belts #	Air Bag #
Ease of use	5.0	50	17	(8)	3.7	5.5
Safety protection	4.8	45	12	(10)	4.9	5.4
Appearance	3.6	22	26	(10)	4.0	4.5
Comfort	3.2	19	35	(13)	2.6	5.3

Q.23b.

MEDIAN LADDER SCORES FOR PERCEIVED QUALITY
OF AUTOMATIC SEAT BELTS IN CERTAIN AREAS,
BY SELECTED SUBGROUPS @

	----- Median Scores -----						
	Total Re- spondents #	Frequent Seat Belt Users #	Infrequent Seat Belt Users #	Prefer Air Bag At +\$350 #	Prefer Air Bag At +\$200 Or +\$100 #	Prefer Air Bag only At No Extra Cost #	Prefer Automatic Belt #
Ease of use	<u>5.0</u>	5.4	4.5	4.8	5.1	5.1	5.3
Safety protection	<u>4.8</u>	5.5	4.1	4.5	4.8	4.4	5.2
Appearance	<u>3.6</u>	4.3	3.1	3.2	3.7	3.3	4.0
Comfort	<u>3.2</u>	4.3	1.8	2.5	3.3	2.7	3.9

VOLUNTEERED PERCEIVED ADVANTAGES OF AUTOMATIC BELTS (m)

	<u>Total</u> <u>Respondents</u> %	<u>Prefer</u> <u>Air Bag</u> <u>at +\$350</u> %	<u>Prefer</u> <u>Air Bag</u> <u>at +\$200</u> <u>or +\$100</u> %	<u>Prefer</u> <u>Air Bag</u> <u>Only at</u> <u>No Extra</u> <u>Cost</u> %	<u>Prefer</u> <u>Automatic</u> <u>Belts</u> %
<u>Total</u>	<u>102</u>	<u>96</u>	<u>115</u>	<u>99</u>	<u>110</u>
Would have to use them, more people would use them	35	35	34	32	41
Easy to use, convenient, time saver, don't have to remember	34	32	41	35	35
Prevent you from injury, keep you from hitting windshield	22	21	28	23	23
I like them, they'd be good, good idea	5	4	6	2	5
Comfortable	2	1	2	1	2
All other advantages of automatic seat belts	4	3	4	6	4

Don't know any advantages of automatic seat belts	22	23	16	16	20

VOLUNTEERED PERCEIVED DISADVANTAGES OF AUTOMATIC BELTS (m)

	<u>Total</u> <u>Respondents</u> %	<u>Prefer</u> <u>Air Bag</u> <u>at +\$350</u> %	<u>Prefer</u> <u>Air Bag</u> <u>at +\$200</u> <u>or +\$100</u> %	<u>Prefer</u> <u>Air Bag</u> <u>Only at</u> <u>No Extra</u> <u>Cost</u> %	<u>Prefer</u> <u>Automatic</u> <u>Belts</u> %
<u>Total</u>	<u>118</u>	<u>127</u>	<u>120</u>	<u>128</u>	<u>109</u>
You might get trapped, can't exit in a hurry	23	23	19	21	25
Too confining, too restraining, don't like being tied down	13	15	12	17	10
Uncomfortable	11	14	12	13	9
A nuisance, in the way	11	12	17	12	9
No freedom of choice, can't choose whether you want them or not	10	11	10	8	9
Getting in and out is inconvenient	10	10	10	16	9
Might not work properly	9	8	7	5	11
I don't want them, don't like them	5	5	4	4	4
Are they adjustable, can they fit different size people?	4	4	5	8	4
If the door is stuck or damaged, you can't get out of seat belts	4	5	3	2	3
People will disconnect them	4	5	3	3	3
Could cause injury, might be unsafe	3	4	5	3	3
Cost more	3	2	3	3	3
Don't look nice	2	3	2	3	2
Not effective under all conditions and for all passengers	2	2	3	4	2
Emergency release is hard to reach	2	2	3	2	1
Wouldn't be safe if door flew open	2	2	2	4	2

Don't know any disadvantages of automatic seat belts	14	13	13	9	18
Don't know, no response	6	5	6	9	6

Q.25a.

SELECTED BEST REASONS FOR FAVORING AUTOMATIC SEAT BELTS IN NEW CARS (m)

	Total Respondents %	Support Passive Restraint Rule %	Oppose Passive Restraint Rule %	No Difference or Unsure on Rule %	Prefer Air Bags at +\$350 %	Prefer Air Bags at +\$200 or +\$100 %	Prefer Air Bag Only at No Extra Cost %	Prefer Automatic Belt %	Cost-Conscious Preference %
Because they are automatic, you can wear seat belts without having to remember to buckle them up yourself	<u>48</u>	55	34	42	49	53	44	48	45
They make driving safer because you'll always have your belt on	<u>29</u>	34	20	26	28	32	25	33	26
Since they are simple, they are not likely to break or not work	<u>14</u>	14	12	17	13	13	11	15	15
They would not add very much expense to the cost of new cars	<u>12</u>	12	11	12	11	13	14	12	18
You can find a way to disconnect them if you want	<u>11</u>	9	15	12	11	12	15	10	15
They're easy to understand	<u>11</u>	11	11	12	13	11	12	11	11
Being strapped in gives you a feeling of safety, and a system that works on this basis is a good one	<u>11</u>	12	6	10	10	9	8	13	9
They add no extra weight to the car so you don't lose out on fuel efficiency	<u>6</u>	6	9	2	6	7	6	5	3

(cont'd)

Q.25a.

SELECTED BEST REASONS FOR FAVORING AUTOMATIC SEAT BELTS IN NEW CARS (m)

	<u>Total Respondents</u>	<u>Support Passive Restraint Rule</u>	<u>Oppose Passive Restraint Rule</u>	<u>No Difference or Unsure on Rule</u>	<u>Prefer Air Bags at +\$350</u>	<u>Prefer Air Bags at +\$200 or +\$100</u>	<u>Prefer Air Bag Only at No Extra Cost</u>	<u>Prefer Automatic Belt</u>	<u>Cost-Conscious Preference</u>
	%	%	%	%	%	%	%	%	
They are easy and inexpensive to replace	<u>4</u>	4	3	4	5	3	4	4	5
Big manufacturers like General Motors and Volkswagen are already starting to put them in a lot of cars	<u>2</u>	2	2	3	2	2	1	3	1
None	<u>8</u>	4	15	8	8	4	7	6	7
Not sure	<u>5</u>	2	6	11	3	4	6	4	2

Q.25b.

SELECTED BEST REASONS FOR OPPOSING AUTOMATIC SEAT BELTS IN NEW CARS (m)

	Total Respondents %	Support Passive Restraint Rule %	Oppose Passive Restraint Rule %	No Difference or Unsure on Rule %	Prefer Air Bags at +\$350 %	Prefer Air Bags at +\$200 or +\$100 %	Prefer Air Bag Only at No Extra Cost %	Prefer Automatic Belt %	Cost-Conscio Preference %
If something goes wrong, they might trap you in the car after an accident	<u>39</u>	40	39	38	43	42	35	39	32
Belts are too constraining and uncomfortable	<u>25</u>	24	25	29	28	29	31	20	30
It would be a pain in the neck to have to be strapped in, even when going for just a short ride	<u>17</u>	15	19	19	15	16	21	17	22
Restraining belts would be uncomfortable, especially for overweight people or pregnant women	<u>17</u>	18	17	13	18	18	20	16	18
I would feel a loss of freedom to have belts wrapping around me automatically	<u>14</u>	13	17	14	15	13	16	10	16
They would be too easy and too tempting to disconnect	<u>12</u>	15	10	8	13	12	14	14	14
The belts we now use get fouled up too easily and the new automatic ones would also have this problem	<u>10</u>	11	9	8	9	12	4	12	8

(cont'd)

Q.25b.

SELECTED BEST REASONS FOR OPPOSING AUTOMATIC SEAT BELTS IN NEW CARS (m)

	Total Respondents %	Support Passive Restraint Rule %	Oppose Passive Restraint Rule %	No Difference or Unsure on Rule %	Prefer Air Bags at +\$350 %	Prefer Air Bags at +\$200 or +\$100 %	Prefer Air Bag Only at No Extra Cost %	Prefer Automatic Belt %	Cost-Conscious Preference %
They aren't a big enough change from what we currently have to be a big improvement in safety	<u>8</u>	10	6	6	9	9	6	8	5
I just can't get used to belts, no matter whether they are automatic or you have to buckle them yourself	<u>7</u>	6	9	8	7	6	7	6	7
I already wear standart seat belts, so I don't need <u>auto-</u> <u>matic</u> seat belts	<u>6</u>	7	5	5	5	4	4	8	5
They would detract from the appearance of a car's interior	<u>3</u>	3	2	2	2	4	6	3	5
None	<u>4</u>	4	2	3	3	2	1	5	2
Not sure	<u>4</u>	2	4	11	3	2	3	4	1

LIKELIHOOD OF DISCONNECTING THE
AUTOMATIC SEAT BELT SYSTEM TO
AVOID WEARING BELTS

	<u>Very</u> <u>Likely</u> <u>%</u>	<u>Somewhat</u> <u>Likely</u> <u>%</u>	<u>Not Like-</u> <u>ly At All</u> <u>%</u>	<u>Not</u> <u>Sure</u> <u>%</u>
<u>Total Respondents</u>	<u>35</u>	<u>19</u>	<u>41</u>	<u>5</u>
18-24	43	21	31	5
25-29	34	23	37	6
30-39	34	22	40	4
40-49	37	18	40	5
50-64	32	14	48	6
65 and over	32	14	47	7
College educated	25	18	52	5
Professional/executive	27	20	49	4
Blue collar	40	19	35	6
White non-Hispanic	37	19	41	3
Black	28	21	42	9
Hispanic	22	18	43	17
Frequent seat belt users	15	10	71	4
Infrequent seat belt users	52	16	26	6
Low safety consciousness	51	19	24	6
Increased safety concern	35	19	43	3
Auto injury experience	39	18	38	5
High accident fear	38	17	40	5
Low accident fear	37	12	40	11
Support passive restraint rule	30	20	48	2
Oppose passive restraint rule	54	15	26	5
No difference or unsure on rule	29	20	39	12

(cont'd)

LIKELIHOOD OF DISCONNECTING THE
AUTOMATIC SEAT BELT SYSTEM TO
AVOID WEARING BELTS

	<u>Very</u> <u>Likely</u> <u>%</u>	<u>Somewhat</u> <u>Likely</u> <u>%</u>	<u>Not Like-</u> <u>ly At All</u> <u>%</u>	<u>Not</u> <u>Sure</u> <u>%</u>
<u>Total Respondents</u>	<u>35</u>	<u>19</u>	<u>41</u>	<u>5</u>
Prefer air bag at +\$350	45	20	33	2
Prefer air bag at +\$200 or +\$100	37	24	36	3
Prefer air bag only at no extra cost	40	24	32	4
Prefer automatic belt	27	15	53	5
Cost-conscious preference	41	20	34	5
New car buying household	35	19	43	3
Exclusively used car household	36	19	38	7
Frequent new car buyers	44	20	33	3
Recent car household	37	19	40	4
Switchers to rule support	27	20	50	3
Unfavorable to government auto safety regulations	45	20	32	3
Unaware of passive restraints	27	22	40	11

REACTIONS TO AN INTERLOCK SYSTEM FOR CARS
EQUIPPED WITH AUTOMATIC SEAT BELTS

	<u>Favor</u> %	<u>Oppose</u> %	<u>Not Sure</u> %
<u>Total Respondents</u>	<u>24</u>	<u>65</u>	<u>11</u>
Married men	24	66	10
Married women	26	64	10
Very young children in household	30	60	10
Older children in household	29	60	11
White non-Hispanic	24	66	10
Black	24	61	15
Hispanic	29	49	22
Frequent seat belt users	44	48	8
Infrequent seat belt users	14	76	10
Low safety consciousness	14	76	10
Increased safety concern	31	59	10
Support passive restraint rule	33	58	9
Oppose passive restraint rule	9	84	7
No difference or unsure on rule	18	61	21
Prefer air bag at +\$350	23	70	7
Prefer air bag at +\$200 or +\$100	25	64	11
Prefer air bag only at no extra cost	22	68	10
Prefer automatic belt	29	60	11
Cost-conscious preference	23	71	6
Non-drivers	39	55	15
Switchers to rule support	29	58	13
Unfavorable to government auto safety regulations	16	75	9
Unaware of passive restraints	21	55	24
Interlock owners	30	58	12
Never owned interlock car	23	66	11

VOLUNTEERED DESIRED INFORMATION ABOUT AUTOMATIC SEAT BELTS (m)

	Total Respondents %	Prefer Air Bag at +\$350 %	Prefer Air Bag at +\$200 or +\$100 %	Prefer Air Bag Only at No Extra Cost %	Prefer Automatic Belts %
Nothing	<u>24</u>	28	23	20	21
Potential trap in case of an accident?	<u>10</u>	9	11	6	13
Don't like them, need no more information	<u>9</u>	12	8	10	6
How do they work?	<u>7</u>	8	6	8	7
How safe, effective?	<u>7</u>	7	9	6	7
More comfortable?	<u>7</u>	7	9	7	6
Any additional costs--repairs, main- tenance, initial cost?	<u>6</u>	4	8	14	7
Can they be disconnected, how to disconnect?	<u>6</u>	6	7	7	6
All information--general and sta- tistical test results	<u>6</u>	6	7	5	7
Free from malfunction, dependable, durable	<u>5</u>	4	5	4	5
How convenient, inconvenient, easy to use?	<u>4</u>	3	3	6	4
Easily adjusted?	<u>4</u>	5	2	3	5
Want to try them myself, see them work	<u>3</u>	2	6	4	4
Must they be mandatory in new cars?	<u>2</u>	2	1	2	3
Other potential problems	<u>2</u>	2	1	1	2
How restricting, confining?	<u>2</u>	1	3	-	2
Like them, need no more information	<u>2</u>	1	1	1	3
How do they differ from present seat belts?	<u>1</u>	1	2	-	2
What about back seat passengers?	<u>1</u>	*	1	1	2
All other information about automatic seat belts	<u>5</u>	5	5	4	5

Don't know, no response	<u>6</u>	5	7	6	5

SUMMARY OF PREFERENCES BETWEEN AIRBAGS AND
AUTOMATIC BELTS AT DIFFERENT PRICES

	<u>Air Bag</u> %	<u>Automatic Belt</u> %	<u>Not Sure</u> %
Air bag \$350 more	35	50	15
Air bag \$200 more ¹	38	46	16
Air bag \$100 more ²	44	41	15
Air bag same price as automatic belts	50	37	13
Automatic belts \$100 more	52	31	17

¹ Total air bag % calculated by adding air bag preference at \$350 and air bag preference at \$200.

² Total air bag % calculated by adding air bag preference at \$350, air bag preference at \$200, and air bag preference at \$100.

PREFERENCES IN A NEW CAR
BETWEEN A CAR EQUIPPED WITH AUTOMATIC SEAT BELTS
AND A CAR EQUIPPED WITH AIR BAGS COSTING \$350 MORE

	<u>Car With</u> <u>\$350</u> <u>Air Bags</u> <u>%</u>	<u>Automatic</u> <u>Belts</u> <u>%</u>	<u>Not</u> <u>Sure</u> <u>%</u>
<u>Total Respondents</u>	<u>35</u>	<u>50</u>	<u>15</u>
18-24	47	40	13
25-29	45	43	12
30-39	42	44	14
40-49	36	52	12
50-64	24	58	18
65 and over	16	61	23
Men	34	50	16
Women	35	50	15
Very young children in household	45	47	8
Older children in household	41	46	13
Under \$7,000	24	55	21
\$7,000-\$12,500	37	49	14
\$12,500-\$20,000	38	45	17
Over \$20,000	36	53	11
Professional/executive	36	53	11
Blue collar	41	45	14
White non-Hispanic	35	50	15
Black	29	50	21
Hispanic	40	39	21

(cont'd)

PREFERENCES IN A NEW CAR
BETWEEN A CAR EQUIPPED WITH AUTOMATIC SEAT BELTS
AND A CAR EQUIPPED WITH AIR BAGS COSTING \$350 MORE

	<u>Car With</u> <u>\$350</u> <u>Air Bags</u> <u>%</u>	<u>Automatic</u> <u>Belts</u> <u>%</u>	<u>Not</u> <u>Sure</u> <u>%</u>
<u>Total Respondents</u>	<u>35</u>	<u>50</u>	<u>15</u>
Frequent seat belt users	30	57	13
Infrequent seat belt users	39	44	17
Low safety consciousness	29	57	14
Increased safety concern	40	51	9
Auto injury experience	40	47	13
High accident fear	35	51	14
Low accident fear	31	44	25
Support passive restraint rule	45	44	11
Oppose passive restraint rule	19	63	18
<u>No difference or unsure on rule</u>	<u>24</u>	<u>50</u>	<u>26</u>
Unfavorable to government auto safety regulations	33	54	13
New car buying household	33	52	15
Exclusively used car household	38	46	16
Frequent new car buyers	39	47	14
Recent car household	34	52	14
Subcompact household	36	54	10
Compact household	35	53	12
Intermediate household	39	45	16
Standard/luxury household	34	51	15

PREFERENCES IN A NEW CAR
BETWEEN A CAR EQUIPPED WITH AUTOMATIC SEAT BELTS
AND A CAR EQUIPPED WITH AIR BAGS COSTING \$200 MORE¹

	<u>Car With</u> <u>\$200</u> <u>Air Bags</u> <u>%</u>	<u>Automatic</u> <u>Belts</u> <u>%</u>	<u>Not</u> <u>Sure</u> <u>%</u>	<u>Car With</u> <u>\$350</u> <u>Air Bags</u> <u>%</u>
<u>Total Respondents</u>	<u>3</u>	<u>46</u>	<u>16</u>	<u>35</u>
18-24	2	36	15	47
25-29	2	40	13	45
30-39	3	42	13	42
40-49	4	48	12	36
50-64	3	56	17	24
65 and over	4	55	25	16
Married men	3	49	16	32
Married women	3	47	14	36
Very young children in household	2	44	9	45
Older children in household	3	43	13	41
Under \$7,000	4	51	21	24
\$7,000-\$12,500	3	47	13	37
\$12,500-\$20,000	3	43	16	38
Over \$20,000	4	49	11	36
Professional/executive	3	49	12	36
Blue collar	3	42	14	41
Frequent seat belt users	2	56	12	30
Infrequent seat belt users	4	41	16	39
Low safety consciousness	2	54	15	29
Increased safety concern	4	47	9	40
Auto injury experience	3	43	14	40
High accident fear	4	47	14	35
Low accident fear	2	39	28	31

(cont'd)

¹Asked only of those who did not prefer air bag at \$350.

PREFERENCES IN A NEW CAR
BETWEEN A CAR EQUIPPED WITH AUTOMATIC SEAT BELTS
AND A CAR EQUIPPED WITH AIR BAGS COSTING \$200 MORE¹

	<u>Car With</u> <u>\$200</u> <u>Air Bags</u> <u>%</u>	<u>Automatic</u> <u>Belts</u> <u>%</u>	<u>Not</u> <u>Sure</u> <u>%</u>	<u>Car With</u> <u>\$350</u> <u>Air Bags</u> <u>%</u>
<u>Total Respondents</u>	<u>3</u>	<u>46</u>	<u>16</u>	<u>35</u>
Support passive restraint rule	4	41	10	45
Oppose passive restraint rule	1	59	21	19
No difference or unsure on rule	3	46	27	24
Unfavorable to government auto safety regulations	2	51	14	33
New car buying household	3	49	15	33
Exclusively used car household	3	43	16	38
Frequent new car buyers	2	44	15	39
Subcompact household	4	49	11	36
Compact household	3	48	14	35
Intermediate household	3	42	16	39
Standard/luxury household	3	48	15	34

¹ Asked only of those who did not prefer air bag at \$350.

PREFERENCES IN A NEW CAR
BETWEEN A CAR EQUIPPED WITH AUTOMATIC SEAT BELTS
AND A CAR EQUIPPED WITH AIR BAGS COSTING \$100 MORE¹

	<u>Car With</u> <u>\$100</u> <u>Air Bags</u> <u>%</u>	<u>Automatic</u> <u>Belts</u> <u>%</u>	<u>Not</u> <u>Sure</u> <u>%</u>	<u>Car With</u> <u>\$350</u> <u>Air Bags</u> <u>%</u>	<u>Car With</u> <u>\$200</u> <u>Air Bags</u> <u>%</u>
<u>Total Respondents</u>	<u>6</u>	<u>41</u>	<u>15</u>	<u>35</u>	<u>3</u>
Frequent seat belt users	4	53	11	30	2
Infrequent seat belt users	6	35	16	39	4
Low safety consciousness	4	50	15	29	2
Increased safety concern	6	41	9	40	4
Auto injury experience	5	39	13	40	3
High accident fear	6	42	13	35	4
Low accident fear	6	35	26	31	2
Support passive restraint rule	7	35	9	45	4
Oppose passive restraint rule	5	56	19	19	1
No difference or unsure on rule	7	41	25	24	3
New car buying household	7	43	14	33	3
Exclusively used car household	5	39	15	38	3
Frequent new car buyers	5	42	12	39	2
Subcompact household	9	41	10	36	4
Compact household	6	44	12	35	3
Intermediate household	6	37	15	39	3
Standard/luxury household	7	42	14	34	3

¹ Asked only of those who did not prefer air bag at \$350 or \$200.

PREFERENCES IN A NEW CAR
BETWEEN A CAR EQUIPPED WITH AUTOMATIC SEAT BELTS
AND A CAR EQUIPPED WITH AIR BAGS COSTING \$100 MORE¹

	<u>Car With</u> <u>\$100</u> <u>Air Bags</u> <u>%</u>	<u>Automatic</u> <u>Belts</u> <u>%</u>	<u>Not</u> <u>Sure</u> <u>%</u>	<u>Car With</u> <u>\$350</u> <u>Air Bags</u> <u>%</u>	<u>Car With</u> <u>\$200</u> <u>Air Bags</u> <u>%</u>
<u>Total Respondents</u>	<u>6</u>	<u>41</u>	<u>15</u>	<u>35</u>	<u>3</u>
East	9	37	15	35	4
Midwest	6	42	15	34	3
South	5	44	14	34	3
West	4	42	16	36	2
18-24	10	29	12	47	2
25-29	6	35	12	45	2
30-39	7	37	11	42	3
40-49	5	42	13	36	4
50-64	5	52	16	24	3
65 and over	3	52	25	16	4
College Educated	8	43	11	35	3
Married men	5	45	15	32	3
Married women	5	42	14	36	3
Very young children in household	6	37	10	45	2
Older children in household	6	37	13	41	3
Under \$7,000	2	47	23	24	4
\$7,000-\$12,500	7	40	13	37	3
\$12,500-\$20,000	6	39	14	38	3
Over \$20,000	7	42	11	36	4
Professional/executive	9	42	10	36	3
Blue collar	6	37	13	41	3

(cont'd)

¹Asked only of those who did not prefer air bag at \$350 or \$200.

PREFERENCES IN A NEW CAR
BETWEEN A CAR EQUIPPED WITH AUTOMATIC SEAT BELTS
AND A CAR EQUIPPED WITH AIR BAGS AT THE SAME COST

	<u>Car With</u> <u>Air Bags</u> %	<u>Automatic</u> <u>Belts</u> %	<u>Not</u> <u>Sure</u> %
<u>Total Respondents</u>	<u>50</u>	<u>37</u>	<u>13</u>
18-24	65	24	11
25-29	60	29	11
30-39	58	30	12
40-49	48	39	13
50-64	38	46	16
65 and over	29	49	22
College educated	53	37	10
Very young children in household	59	29	12
Older children in household	56	32	12
Under \$7,000	38	38	24
\$7,000-\$12,500	54	35	11
\$12,500-\$20,000	52	34	14
Over \$20,000	51	39	10
Professional/executive	50	40	10
Blue collar	56	32	12
Frequent seat belt users	38	50	12
Infrequent seat belt users	56	38	16
Low safety consciousness	48	36	16
Increased safety concern	52	39	9
Auto injury experience	53	34	13
High accident fear	51	38	11
Low accident fear	43	33	24
Support passive restraint rule	60	31	9
Oppose passive restraint rule	32	52	16
No difference or unsure on rule	41	33	26

(cont'd)

PREFERENCES IN A NEW CAR
BETWEEN A CAR EQUIPPED WITH AUTOMATIC SEAT BELTS
AND A CAR EQUIPPED WITH AIR BAGS AT THE SAME COST

	<u>Car With</u> <u>Air Bags</u> %	<u>Automatic</u> <u>Belts</u> %	<u>Not</u> <u>Sure</u> %
<u>Total Respondents</u>	<u>50</u>	<u>37</u>	<u>13</u>
New car buying household	48	40	12
Exclusively used car household	53	32	15
Frequent new car buyers	52	37	11
Subcompact household	54	38	8
Compact household	50	38	12
Intermediate household	54	33	13
Standard/luxury household	50	37	13

PREFERENCES IN A NEW CAR
BETWEEN A CAR EQUIPPED WITH AIR BAGS
AND A CAR EQUIPPED WITH AUTOMATIC SEAT BELTS COSTING \$100 MORE

	<u>Car With</u> <u>Air Bags</u> %	<u>Automatic</u> <u>Belts</u> %	<u>Not</u> <u>Sure</u> %
<u>Total Respondents</u>	<u>52</u>	<u>31</u>	<u>17</u>
18-24	66	21	13
25-29	61	27	12
30-39	60	27	13
40-49	53	31	16
50-64	43	39	18
65 and over	31	41	28
College educated	55	29	16
Very young children in household	61	27	12
Older children in household	59	27	14
Under \$7,000	42	32	26
\$7,000-\$12,500	57	30	13
\$12,500-\$20,000	55	29	16
Over \$20,000	54	33	13
Professional/executive	53	31	16
Blue collar	58	27	15
Frequent seat belt users	40	46	14
Infrequent seat belt users	60	23	17
Low safety consciousness	57	25	18
Increased safety concern	55	34	11
Auto injury experience	56	30	14
High accident fear	53	33	14
Low accident fear	47	26	27

(cont'd)

PREFERENCES IN A NEW CAR
BETWEEN A CAR EQUIPPED WITH AIR BAGS
AND A CAR EQUIPPED WITH AUTOMATIC SEAT BELTS COSTING \$100 MORE

	<u>Car With</u> <u>Air Bags</u> %	<u>Automatic</u> <u>Belts</u> %	<u>Not</u> <u>Sure</u> %
<u>Total Respondents</u>	<u>52</u>	<u>31</u>	<u>17</u>
Support passive restraint rule	61	27	12
Oppose passive restraint rule	36	45	19
No difference or unsure on rule	46	26	28
Non-drivers	48	29	23
New car buying household	51	34	15
Exclusively used car household	56	26	18
Frequent new car buyers	56	32	12
Recent car household	54	32	14
Small car drivers	52	35	13
Large car drivers	50	32	18
Subcompact household	56	33	11
Compact household	52	33	15
Intermediate household	57	29	14
Standard/luxury household	53	31	16
Foreign car household	56	33	11
Switchers to rule support	48	35	17
Unfavorable to government auto safety regulations	50	35	15
Unaware of passive restraints	40	28	32

CONSIDERED ATTITUDES TOWARD THE SECRETARY'S PASSIVE RESTRAINT RULE¹

	<u>Strongly Favor</u> %	<u>Mildly Favor</u> %	<u>Mildly Oppose</u> %	<u>Strongly Oppose</u> %	<u>Not Much Difference</u> %	<u>Not Sure</u> %
<u>Total Respondents</u>	<u>26</u>	<u>32</u>	<u>12</u>	<u>16</u>	<u>9</u>	<u>5</u>
Support passive restraint rule	40	40	7	5	6	2
Oppose passive restraint rule	5	15	24	47	7	2
No difference or unsure on rule	11	30	11	12	22	14

¹This question, asked at the end of the interview, repeats a question earlier, before the subject of passive restraints was discussed with respondents.

APPENDIX

The Sample

The sample received our closest attention. Dr. Richard Link of Artronic Information Systems, Inc., developed the basic sampling philosophy and supervised the actual sampling process. A detailed description of sample methodology, prepared with the aid of Dr. Link, follows.

Philosophy Utilized in Sample Design

The national sample cross section design has been done with the purpose of maximizing the useful stratification which may be employed to produce a sample with greatest accuracy for fixed sample size. We have tried not to introduce excessive refinements, but have followed the strategem of stratifying where possible and introducing random elements, (which insure that we achieve a truly random sample that is projectible) at the lowest possible level. (1)

Stratification of the National Sample

The stratification employed in the construction of this national sample follows the rough outlines of procedures which have been developed over the course of time to develop national samples by the leading market research firms in the United States. These considerations deal with not only the potentially theoretically desirable stratifications, but also with the factors which have been found to really matter in a large number of sociological, business, and political inquiries implemented through the methodology of survey research.

The basic stratification employed is that of region within the United States. Repeatedly differences in view have been exhibited among the East,

Midwest, South and West. We have followed the definition of these regions employed by the Census. Within a region the next most important differences in opinion have been those associated with the most urban and lesser urban parts. Thus the data on population has been stratified on the basis of cities, suburbs, small towns, and rural areas. This stratification is even more refined in the context that within a region cities have been ordered from largest to smallest; associated suburban parts also have been ordered from largest to smallest, and the small towns have been geographically spread as have been the rural population strata. This strategy of organization is similar to that adopted by the Wooldridge Committee in its study of the NIH Program. (2)

This type of stratification scheme assures that every region, and every size of city, suburb, town and rural area will be included within one percentage point of its actual distribution within the total population.

Once the adult population (18 years and older) of the United States has been arrayed in this manner, a tape is prepared with each major unit (cities, suburbs, small towns by state, and rural by state) represented by proper subtotals. A random selection tape is constructed using the following device. In order to bring intra-cluster correlation effects to a minimum, and still keep costs of interviewing at a reasonable level, we selected a basic cluster size of ten interviews, (with an alternative of eleven at random sample points), thereby requiring 200 sample points for a sample of 2000 respondents. We then divided the total adult population of the United States 18 years and older by 200. This number, the sampling interval, is then multiplied by a random number, to give a random starting point.

The above procedure defines the sample in terms of gross units. The

sample is further refined by the use of tract and block information in those areas for which such information exists, in that the tract material can be accumulated to the actual point within the selected area, and hence unique blocks selected. Outside of tracted areas, similar techniques can be used to define explicit towns, or minor civil divisions, and random areas selection is made within these small units.

The results of utilizing these procedures can be seen in the following table which gives the characteristics of the U.S. adult population and corresponding sample points.

	<u>U.S. Adult Population</u>		<u>Sample Points</u>	
	<u>#</u>	<u>%</u>	<u>#</u>	<u>%</u>
<u>Total</u>	<u>133,567,845</u>	<u>100</u>	<u>200</u>	<u>100</u>
East	33,041,905	25	49	25
Midwest	36,732,026	28	56	28
South	40,959,216	30	61	30
West	22,861,698	17	34	17
Cities	43,599,090	33	67	33
Suburbs	35,204,430	26	51	26
Small town	20,722,528	16	32	16
Rural	34,041,797	25	50	25

The selection of households within the selected areas was done utilizing random starting points, and the selection of individuals within the households for interviews was also done utilizing random selection procedures. From the random starting point, the interviewer was directed in a systematic manner, so that this freedom of choice in household selection was minimal; interviewers were required to seek interviews in regular intervals around the block assigned to assure a full and accurate representation of the population of the block.

Complete records were kept of the results of each attempt at contact. When the designated respondents were not at home, appointments were made, and call backs at the appointed time were employed. Only when such call backs were unsuccessful were interviewers allowed to attempt to interview persons in the dwelling unit immediately next to the designated unit. No sex quotas were assigned, and interviewers were instructed to seek interviews with respondents of a designated sex at each household, provided that a respondent of that sex would be available that day; in households with adults of only one sex, interviews were allowed to be conducted regardless of whether this was the designated sex for that household.

Notes:

- (1) Cochran, W.G., Sampling Techniques, 2nd Ed., John Wiley & Sons, Inc., New York, 1963.
- (2) Biomedical Science and Its Administration, A Study of the National Institutes of Health, Report to the President, February, 1965.

Sampling Error

In reading the data, it should be kept in mind that the results are subject to sampling error, i.e., the difference between the results obtained from the sample and those which would be obtained by surveying the entire population. The size of sampling error varies by sample size and frequency of response. The following table shows the range of sampling error for different size samples and different frequency of response.

Sampling Error at 95% Confidence Level*

	<u>Sample Size</u>								
	<u>100</u>	<u>200</u>	<u>300</u>	<u>400</u>	<u>600</u>	<u>800</u>	<u>1000</u>	<u>1200</u>	<u>1500</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
<u>If response is near:</u>									
10% or 90%	6	4	3	3	2	2	2	2	2
20% or 80%	8	5	4	4	3	3	3	3	2
30% or 70%	9	6	5	5	4	3	3	3	3
40% or 60%	10	6	6	5	4	4	3	3	3
50%	10	6	6	5	4	4	3	3	3

*The chances are 95 in 100 that the sampling error is not larger than the figures shown.

Overview

The following table gives the base figures of the significant subgroups used in this analysis. By referring to this and the table above listing sampling error, the reader can accurately determine the probable range of response for any of the data shown in this report.

Weighting

The group of respondents selected by the sampling procedure differed slightly from the adult population of the United States in some respects. Accordingly, the responses of certain groups of respondents were weighted, so that they would represent the actual share of the total adult population. The following weighting factors were employed: respondents with family incomes under \$7,000 were weighted at 1.2, and respondents with family incomes over \$20,000 were weighted at 0.8.

MONITION

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OVERVIEW OF THE RESPONDENTS

	<u>Number of Respondents</u> #	<u>Proportion of Total</u> %	<u>Weighted Number of Respondents</u> ¹ #	<u>Weighted Proportion of Total</u> ¹ %
<u>Total Respondents</u>	<u>2,016</u>	<u>100</u>	<u>1,940</u>	<u>100</u>
<u>Area</u>				
East	508	25	485	25
Midwest	549	27	528	27
South	604	30	587	30
West	355	18	340	18
<u>Type of Place</u>				
Cities	689	34	667	34
Suburbs	547	27	511	26
Small Towns	312	16	307	16
Rural	468	23	455	24
<u>Age</u>				
18-21	183	9	175	9
22-24	165	8	163	8
25-29	250	12	241	12
30-39	419	21	387	20
40-49	297	15	275	14
50-64	443	22	428	22
65 and over	255	13	269	14
No answer	4	*	3	*
<u>Sex</u>				
Men	1,003	50	957	49
Women	1,013	50	984	51

(cont'd)

¹Weighted as follows: annual income under \$7,000 at 1.2, over \$20,000 at 0.8; all others at 1.0.

OVERVIEW OF THE RESPONDENTS

	<u>Number of Respondents</u> #	<u>Proportion of Total</u> %	<u>Weighted Number of Respondents</u> #	<u>Weighted Proportion of Total</u> %
<u>Total Respondents</u>	<u>2,016</u>	<u>100</u>	<u>1,940</u>	<u>100</u>
<u>Income</u>				
Under \$5,000	119	6	143	7
\$5,000-\$6,999	130	6	156	8
\$7,000-\$9,999	217	11	217	11
\$10,000-\$12,499	226	11	226	12
\$12,500-\$14,999	247	12	247	13
\$15,000-\$19,999	317	16	317	16
\$20,000-\$24,999	284	14	227	12
\$25,000-\$29,999	139	7	111	6
\$30,000 and over	205	10	164	8
Not sure/refused	129	6	129	6
No answer	15	1	15	1
<u>Education</u>				
Not a high school graduate	520	26	533	27
High school graduate	1,131	56	1,074	55
4-year college graduate or more	352	17	320	16
No answer	13	1	12	*
<u>Occupation</u>				
High level professional	102	5	87	4
Middle level professional	163	8	150	8
Executive, manager	155	8	134	7
Sales	158	8	146	7
White collar, civil service	170	8	166	8

(cont'd)

¹Weighted as follows: annual income under \$7,000 at 1.2, over \$20,000 at 0.8; all others at 1.0.

OVERVIEW OF THE RESPONDENTS

	<u>Number of Respondents</u> #	<u>Proportion of Total</u> %	<u>Weighted Number of Respondents</u> ¹ #	<u>Weighted Proportion of Total</u> ¹ %
<u>Total Respondents</u>	<u>2,016</u>	<u>100</u>	<u>1,940</u>	<u>100</u>
<u>Occupation (cont'd)</u>				
Skilled labor	617	31	587	30
Semi- and unskilled labor	243	12	243	13
Student	27	1	30	2
Retired	305	15	321	17
Other	45	2	46	2
No answer	31	2	30	2
<u>Racial Background</u>				
American Indian	10	*	10	*
Alaskan Native	-	-	-	-
Asian/Pacific Islander	14	1	13	1
Black	186	9	185	9
White	1,791	89	1,719	89
Refused/not sure	4	*	4	*
No answer	11	1	10	1
<u>Hispanic Ancestry</u>				
Hispanic ancestry	88	4	87	4
No Hispanic ancestry	1,699	85	1,626	84
Not sure/don't understand	167	8	166	9
No answer	62	3	62	3
<u>Employment</u>				
Head of household employed	1,569	78	1,472	76
Spouse employed	508	25	461	24
Other member employed	283	14	261	13
No member employed	309	15	330	17
Not sure	2	*	2	*
No answer	7	*	7	*

(cont'd)

¹Weighted as follows: annual income under \$7,000 at 1.2, over \$20,000 at 0.8; all others at 1.0.

OVERVIEW OF THE RESPONDENTS

	<u>Number of Respondents</u> #	<u>Proportion of Total</u> %	<u>Weighted Number of Respondents</u> ¹ #	<u>Weighted Proportion of Total</u> ¹ %
<u>Total Respondents</u>	<u>2,016</u>	<u>100</u>	<u>1,940</u>	<u>100</u>
<u>Marital Status/Children</u>				
Married men	724	36	687	35
Married women	709	35	672	35
Very young children in household	383	19	363	19
Older children in household	683	34	633	33
<u>Car Size and Make</u>				
Small car drivers	605	30	581	30
Large car drivers	656	33	630	32
Subcompact household	427	21	394	20
Compact household	543	27	520	27
Intermediate household	599	30	570	29
Standard/luxury household	924	46	877	45
Foreign car household	327	16	300	15
<u>Head of Household's Job Related to Auto Industry</u>				
Directly related	93	5	87	4
Indirectly related	194	10	181	9
Not related	1,588	79	1,531	79
Not sure	29	1	29	2
No answer	112	5	113	6
<u>Interlock System</u>				
Owned car with interlock	362	18	340	18
Not owned car with interlock	1,611	80	1,559	80
Not sure	37	2	35	2
No answer	6	*	6	*

(cont'd)

¹Weighted as follows: annual income under \$7,000 at 1.2, over \$20,000 at 0.8; all others at 1.0.

OVERVIEW OF THE RESPONDENTS

	<u>Number of Respondents</u> #	<u>Proportion of Total</u> %	<u>Weighted Number of Respondents</u> ¹ #	<u>Weighted Proportion of Total</u> ¹ %
<u>Total Respondents</u>	<u>2,016</u>	<u>100</u>	<u>1,940</u>	<u>100</u>
<u>Recalled Car</u>				
Owned recalled car	432	22	400	21
Not owned recalled car	1,554	77	1,512	78
Not sure	24	1	23	1
No answer	6	*	6	*
<u>Number of Auto Accidents</u>				
One	478	24	459	24
Two	144	7	137	7
Three	42	2	40	2
Four to six	34	2	32	2
None	1,306	65	1,260	65
Not sure	7	*	7	*
No answer	5	*	5	*
<u>Serious Injury or Death in Auto Accident</u>				
Member of family in accident	382	19	370	19
No member in accident	1,594	79	1,531	79
Not sure	25	1	24	1
No answer	15	1	15	1
<u>Accident Experience</u>				
Auto injury experience	382	19	370	19
High accident fear	960	48	930	48
Low accident fear	210	10	201	10
<u>Seat Belt Use</u>				
Frequent users	325	16	308	16
Infrequent users	743	37	723	37

(cont'd)

¹Weighted as follows: annual income under \$7,000 at 1.2, over \$20,000 at 0.8; all others at 1.0.

OVERVIEW OF THE RESPONDENTS

	<u>Number of Respondents</u> #	<u>Proportion of Total</u> %	<u>Weighted Number of Respondents</u> ¹ #	<u>Weighted Proportion of Total</u> ¹ %
<u>Total Respondents</u>	<u>2,016</u>	<u>100</u>	<u>1,940</u>	<u>100</u>
<u>Safety Consciousness</u>				
Low consciousness	179	9	171	9
Increased concern	415	21	402	21
<u>Passive Restraint Preference</u>				
Support passive restraint rule	1,174	58	1,122	58
Oppose passive restraint rule	491	24	472	24
No difference or unsure on rule	342	17	337	17
Prefer air bag at +\$350	708	35	674	35
Prefer air bag at +\$200 or +\$100	190	9	180	9
Prefer air bag only at no extra cost	146	7	142	7
Prefer automatic belt	742	37	711	37
Cost-conscious preference	170	8	164	8
<u>Car Ownership</u>				
New car buying household	1,217	60	1,145	59
Exclusively used car household	756	38	751	39
Frequent new car buyers	138	7	126	6
Recent car household	739	37	682	35
<u>Other Variables</u>				
Switchers to rule support	241	12	236	12
Unfavorable to government auto safety regulations	665	33	633	33
Unaware of passive restraints	340	17	341	18
Non-driver	117	6	117	6

¹Weighted as follows: annual income under \$7,000 at 1.2, over \$20,000 at 0.8; all others at 1.0.

Peter D. Hart Research Associates, Inc.
 1529 O Street, NW
 Washington, DC 20005
 (202) 234-5570

Name of Interviewer: _____
 Respondent's State: _____
 Respondent's County: _____
 Respondent's City/Town/Village: _____
 Respondent: Male 8-1 Female _____-2

OMB Clearance No. **4S78009** EXP- 7/31
 SAMPLE POINT

9	10	11	12
13	14	15	

Study #1505
 National--U.S. Department of Transportation
 May 1978

I'm from Hart Research, the public opinion research firm in Washington, DC. We are conducting a survey for the U.S. Department of Transportation. Your participation in this survey is voluntary, but we would really appreciate your cooperation and help. The survey is authorized by the Department of Transportation. Your responses will be kept completely confidential and will never be identified with you.

HOW TO DETERMINE WHOM YOU ARE TO INTERVIEW IN THIS HOUSEHOLD:

- If only one man or woman 18 or older lives here, interview that person.
- If more than one man or woman 18 or older lives here, list all people who live here and will be home during the day by age, beginning with the oldest. Then, start at the bottom of the list and move upward until you come to the first "X" next to which you have entered a name (or described by position). THE PERSON NEXT TO THIS "X" IS THE ONLY PERSON YOU CAN INTERVIEW.

How many people 18 years or over live here and will be home today? _____ (write in)
 (IF ONLY ONE, LIST AND BEGIN INTERVIEW. IF MORE THAN ONE, ASK:)

Who is the oldest person who lives here and will be home today? And the next oldest? (STARTING WITH THE OLDEST, LIST BY AGE ALL PEOPLE WHO LIVE HERE AND WILL BE HOME TODAY. BE SURE TO RECORD SEX IN COLUMN BELOW. Identify by name or position in the household:

Men--husband, father, son, boarder, etc.
 Women--wife, mother, daughter, boarder, etc.)

	AGE	SEX (M/F)
X 1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____

1a. Are you a licensed driver?

Licensed driver 16-1
 Not a licensed driver _____-2
 Not sure _____-3

1b. What is the total number of automobiles owned by you or others in your household?

No automobiles <u>17</u> -1	SEE INSTRUCTIONS BELOW
One automobile _____-2	CONTINUE
Two automobiles _____-3	WITH
Three or more automobiles. _____-4	INTERVIEW

INSTRUCTION: IF RESPONDENT IS NOT A LICENSED DRIVER IN Q.1a. AND IF RESPONDENT IS IN A HOUSEHOLD WITH NO AUTOMOBILES IN Q.1b., TERMINATE INTERVIEW AND DO NOT COUNT TOWARD QUOTA. IF RESPONDENT IS A LICENSED DRIVER IN Q.1a. OR IF RESPONDENT IS IN A HOUSEHOLD WITH ONE OR MORE AUTOMOBILES, CONTINUE INTERVIEW.

1c. What kind of car do you yourself drive?

2. Here is a card (HAND RESPONDENT SHOW CARD A.) with names of a number of different industries. For each industry, how much government regulation is necessary to ensure public safety--a great deal of regulation, quite a bit of regulation, only a little regulation, or no regulation at all. The first industry on the list is (READ INDUSTRY AND REPEAT CHOICES IF NECESSARY; REPEAT FOR OTHER INDUSTRIES.)

	A Great Deal Of Regulation	Quite A Bit Of Regulation	Only A Little Regulation	No Regulation	Not Sure
A. Airlines	<u>19</u> -1	_____ -2	_____ -3	_____ -4	_____ -5
B. Food manufacturers	<u>20</u> -1	_____ -2	_____ -3	_____ -4	_____ -5
C. Building contractors	<u>21</u> -1	_____ -2	_____ -3	_____ -4	_____ -5
D. Hospitals.	<u>22</u> -1	_____ -2	_____ -3	_____ -4	_____ -5
E. Automobile manufacturers	<u>23</u> -1	_____ -2	_____ -3	_____ -4	_____ -5
F. Electric utilities	<u>24</u> -1	_____ -2	_____ -3	_____ -4	_____ -5

3. In many situations in our lives there is a possibility of accidents which cause injuries. I am going to read you a number of different kinds of accidents. For each one, I want you to tell me how much concern you feel that you or a member of your immediate family might be involved in such an injury-causing accident--a great deal of concern, quite a bit of concern, some concern, only a little concern, or no concern? (READ ITEM AND REPEAT CHOICES IF NECESSARY.)

	A Great Deal Of Concern	Quite a Bit Of Concern	Some Concern	Only a Lit- tle Concern	No Concern	Not Sure
A. Airplane crash.	25-1	-2	-3	-4	-5	-6
B. Elevator accident	26-1	-2	-3	-4	-5	-6
C. Accident on the job	27-1	-2	-3	-4	-5	-6
D. Automobile accident	28-1	-2	-3	-4	-5	-6
E. Natural disaster, such as hurricane, tornado, earthquake, lightning strike.	29-1	-2	-3	-4	-5	-6
F. Fire.	30-1	-2	-3	-4	-5	-6
G. Nuclear explosion	31-1	-2	-3	-4	-5	-6

4. Now I would like to read you two statements about the role of government regulation. Please tell me which statement comes closest to your own opinion.

Statement A: "Government regulation does more harm than good and basically hurts people because the good that comes from it is not worth the added price." 32-1

Statement B: "Government regulation does more good than harm and basically helps people because it improves quality and safety without affecting prices too much." -2
 Neither (VOL) -3
 Not sure. -4

5a. Are you married, single, divorced, or widowed?

Married. 33-1
 Single -2
 Divorced -3
 Widowed. -4

5b. Are there any children under 18 in this household? (IF "YES:") How many?

Yes, children
 One child. 34-1
 Two children -2
 Three or more children -3
 No children -4

ASK Q.5c.
 SKIP TO Q.6a.

5c. Are there any children under 5? Any children between 5 and 12? Any children between 13 and 17? (MULTIPLE RESPONSES ACCEPTABLE.)

Children under 5 35-1
 Children 5-12. -2
 Children 13-17 -3

6a. Now I want to ask you about the automobile or automobiles in this household. (IF MORE THAN ONE AUTOMOBILE, SAY: Let's start with the first automobile, AND THEN REPEAT ALL QUESTIONS FOR UP TO THREE AUTOMOBILES.) What model year is this car? (RECORD LAST TWO DIGITS OF YEAR IN BOXES.)

6b. And in what year was it purchased? (RECORD LAST TWO DIGITS OF YEAR IN BOXES.)

6c. Was it purchased new or used?

6d. And what is the make and model of the car?

	First Auto	Second Auto	Third Auto
6a. Model year.	19 <input type="text"/> <input type="text"/>	19 <input type="text"/> <input type="text"/>	19 <input type="text"/> <input type="text"/>
6b. Year purchased.	19 <input type="text"/> <input type="text"/>	19 <input type="text"/> <input type="text"/>	19 <input type="text"/> <input type="text"/>
6c. Was it: purchased new.	48-1	49-1	50-1
purchased used	-2	-2	-2
not sure	-3	-3	-3
6d. Make and model (WRITE OUT BOTH)	Make Model	Make Model	Make Model

Example:
 Make: | Model:
 Chevrolet | Malibu
 Volkswagen | Rabbit

51		
52	57	
53	58	
54	59	62
55	60	63
56	61	64

7. In your household, when it comes to deciding what kind of car to buy, who makes the decision? (IF MORE THAN ONE PERSON NAMED) Who has the greater role in making the decision?

- Male adult 65-1 Members of household equally -4
- Female adult -2 Depends on whose car (VOL). -5
- Child/teenager -3 Not applicable. -6
- Not sure. -7

8a. Here are a number of factors people have said are important to them in deciding what kind of car to buy. (HAND RESPONDENT SHOW CARD B.) I would like you to tell me, when it comes to deciding what kind of car to buy, how important each factor is to you or to the person in the household who decides what kind of car to buy--is it of major importance, is it of minor importance, or is it of no importance? (RECORD BELOW.)

	-8a.-			
	Major Importance	Minor Importance	No Importance	Not Sure
A. Resale value.	<u>66-1</u>	<u>-2</u>	<u>-3</u>	<u>-4</u>
B. Preference for one particular make of car	<u>67-1</u>	<u>-2</u>	<u>-3</u>	<u>-4</u>
C. Exterior appearance and style	<u>68-1</u>	<u>-2</u>	<u>-3</u>	<u>-4</u>
D. Interior comfort and style.	<u>69-1</u>	<u>-2</u>	<u>-3</u>	<u>-4</u>
E. Size.	<u>70-1</u>	<u>-2</u>	<u>-3</u>	<u>-4</u>
F. Safety and safety features.	<u>71-1</u>	<u>-2</u>	<u>-3</u>	<u>-4</u>
G. Prestige and status	<u>72-1</u>	<u>-2</u>	<u>-3</u>	<u>-4</u>
H. Repair record	<u>73-1</u>	<u>-2</u>	<u>-3</u>	<u>-4</u>
I. Cost.	<u>74-1</u>	<u>-2</u>	<u>-3</u>	<u>-4</u>
J. Dealer service.	<u>75-1</u>	<u>-2</u>	<u>-3</u>	<u>-4</u>
K. Insurance rates	<u>76-1</u>	<u>-2</u>	<u>-3</u>	<u>-4</u>
L. Gas mileage	<u>77-1</u>	<u>-2</u>	<u>-3</u>	<u>-4</u>

8b. In buying a car, do you ordinarily buy a new car or a used car?

- New car 8-1
- Used car. -2
- Both (VOL). -3
- Depends (VOL). -4
- Not sure. -5

8c. About how often would you say that you or others in your household buy a "new" car? When we say "new" we mean a car not previously owned or driven by another person. Do you buy a new car once a year, once every two years, once every three years, once every four years, once every five years, once every six years, or less often than once every six years?

- Once a year. 9-1 Every 5 years. -5
- Every 2 years. -2 Every 6 years. -6
- Every 3 years. -3 Less often -7
- Every 4 years. -4 Never (VOL). -8
- Not sure -9

8d. In a car, as driver or passenger, how often do you wear seat belts--almost all the time, most of the time, only sometimes, rarely, or never?

- Almost all the time 10-1 Rarely. -4
- Most of the time -2 Never -5
- Only sometimes -3 Not sure -6

8e. (HAND RESPONDENT SHOW CARD C.) Here is a card with two opposite statements about automobile manufacturers with several blanks in between them. The numbers between these opposites signify shades of meaning between the statements. If you feel Statement A is closest to your point of view, select numbers 1 or 2. If Statement B is closest to your point of view, select numbers 6 or 7. The numbers 3, 4, or 5 are in between. What number would you select to represent your point of view?

Statement A: "Auto manufacturers generally build the kinds of cars consumers want."	1 <u>11-1</u>
	2 <u>-2</u>
	3 <u>-3</u>
	4 <u>-4</u>
	5 <u>-5</u>
Statement B: "Auto manufacturers generally do not build the kinds of cars consumers want."	6 <u>-6</u>
	7 <u>-7</u>
	Not Sure <u>-8</u>

8f. Why do you feel that way?

- 9a. Here is a list (HAND RESPONDENT SHOW CARD D.) of qualities people look for in an automobile. For each quality, what kind of job do you think is done by American automobile manufacturers overall--an excellent job, a good job, a fair job, or a poor job? (RECORD BELOW UNDER 9a.)
- 9b. Looking over this list, on which quality or qualities do you think foreign auto manufacturers do a better job than American auto manufacturers? (MULTIPLE RESPONSES ACCEPTABLE. RECORD BELOW UNDER 9b.)
- 9c. On which quality or qualities do you think American auto manufacturers could do a better job today if they wanted to, without greatly increasing costs? (MULTIPLE RESPONSES ACCEPTABLE. RECORD BELOW UNDER 9c.)
- 9d. Which one or two qualities are more important to you today than they were five years ago? (ACCEPT NO MORE THAN TWO RESPONSES. RECORD BELOW UNDER 9d.)

	-9a.-					9b. Foreign Do Better	9c. U.S. Could Do Better	9d. More Important
	Excellent	Good	Fair	Poor	Not Sure			
A. Durability	14-1	-2	-3	-4	-5	21-1	22-1	23-1
B. Economical maintenance	15-1	-2	-3	-4	-5	-2	-2	-2
C. Gas mileage.	16-1	-2	-3	-4	-5	-3	-3	-3
D. Quality of construction.	17-1	-2	-3	-4	-5	-4	-4	-4
E. Attractiveness	18-1	-2	-3	-4	-5	-5	-5	-5
F. Safety	19-1	-2	-3	-4	-5	-6	-6	-6
G. Comfort.	20-1	-2	-3	-4	-5	-7	-7	-7
						None (VOL)	-8	-8
						Not sure	-9	-9

10a. Here is a list of new features for automobiles. (HAND RESPONDENT SHOW CARD E.) Which one of them would most likely make you want to buy a car? (ACCEPT ONLY ONE RESPONSE AND RECORD BELOW UNDER 10a.)

10b. Looking over the list again, which one of them would least likely make you want to buy a new car? (ACCEPT ONLY ONE RESPONSE AND RECORD BELOW UNDER 10b.)

	10a. Most Likely	10b. Least Likely
A. Improved gas mileage	24-1	25-1
B. Features to reduce the cost of repairs	-2	-2
C. Better exterior styling.	-3	-3
D. New safety features to protect driver and passengers in a collision	-4	-4
E. Larger interior dimensions	-5	-5
F. Smaller exterior size.	-6	-6
None (VOL)	-7	-7
Not sure	-8	-8

10c. Here are two statements (HAND RESPONDENT SHOW CARD F). Which one comes closer to your opinion?

Statement A: "Government auto safety regulations have done more good than harm and have basically helped people by improving quality and safety without affecting prices too much." 26-1

Statement B: "Government auto safety regulations have done more harm than good and have basically hurt people because the good that comes from them is not worth the added price." -2

Neither (VOL) -3

Not sure. -4

10d. In general, do you think large cars are safer than small cars, that small cars are safer than large cars, or do you think there is not much difference in safety between large cars and small cars?

Large cars safer	27-1
Small cars safer	-2
Not much difference.	-3
Depends (VOL)	-4
Not sure	-5

10e. In general, do you think American automobile manufacturers design cars in anticipation of a collision or crash, or do you think that American cars are designed without this consideration?

Designed with crash in mind	28-1
Not designed with crash in mind	-2
Neither (VOL)	-3
Not sure.	-4

10f. Let me read you a list of suggestions to help improve auto safety. For each item I read, I would like you to rate it as good, fair, or poor.

	Good	Fair	Poor	Not Sure
A. Safety belts that must be buckled before the car will start.	29-1	-2	-3	-4
B. State or federal laws requiring the use of seat belts, with fines for non-use	30-1	-2	-3	-4
C. Car bumpers that can absorb 5-m.p.h. crashes without damage.	31-1	-2	-3	-4
D. Brakes that are designed to greatly reduce skidding	32-1	-2	-3	-4

11a. In the past five years, the federal government has passed a number of requirements to improve the automobile. For each of the following requirements, please tell me whether you feel it was a beneficial change that was worth the cost, or whether it was not beneficial enough considering the cost. (READ EACH REQUIREMENT AND RECORD BELOW UNDER 11a.)

	11a.-----			11b. Done on Own
	Beneficial	Not Beneficial	Not Sure	
A. Auto exhaust emission standards	33-1	-2	-3	40-1
B. Fuel economy standards	34-1	-2	-3	-2
C. Seat belts	35-1	-2	-3	-3
D. More protective bumpers	36-1	-2	-3	-4
E. Safety glass	37-1	-2	-3	-5
F. Padded dash board	38-1	-2	-3	-6
G. Dual braking systems	39-1	-2	-3	-7
				None (VOL) -8
				Not sure -9

11b. Considering these requirements once again, which do you feel automobile manufacturers would have adopted without government regulations? (READ EACH ITEM ON LIST. RECORD ABOVE UNDER 11b. MULTIPLE RESPONSES ACCEPTED.)

12. (HAND RESPONDENT SHOW CARD G.) Now I would like to read you a list of different groups of people. For each group, I would like you to tell me how much trust you would have in its opinion on automobile safety. The scale we will use is a 7-point scale. If you have a high degree of trust rate them as 6 or 7. If you have a low degree of trust, rate them as a 1 or 2. If you feel neutral, select the numbers between 3 and 5. The first group is (READ LIST). What number would you give them? (RECORD BELOW--CONTINUE READING LIST.)

	Low		Neutral			High		Not Sure
	1	2	3	4	5	6	7	
A. Insurance companies	41-1	-2	-3	-4	-5	-6	-7	-8
B. Automobile mechanics	42-1	-2	-3	-4	-5	-6	-7	-8
C. Car manufacturers	43-1	-2	-3	-4	-5	-6	-7	-8
D. Government auto-safety officials	44-1	-2	-3	-4	-5	-6	-7	-8
E. American Automobile Association	45-1	-2	-3	-4	-5	-6	-7	-8
F. Safety engineers	46-1	-2	-3	-4	-5	-6	-7	-8
G. Consumer advocates	47-1	-2	-3	-4	-5	-6	-7	-8
H. Local dealers	48-1	-2	-3	-4	-5	-6	-7	-8
I. Race drivers	49-1	-2	-3	-4	-5	-6	-7	-8
J. National Highway Traffic Safety Administration	50-1	-2	-3	-4	-5	-6	-7	-8

13. How much protection do you feel newer cars provide in case of a collision while going 30 miles an hour--do they provide a great deal of protection, quite a bit of protection, only some protection, or very little protection?

Great deal of protection	51-1
Quite a bit of protection	-2
Only some protection	-3
Very little protection	-4
Not sure	-5

15. When it comes to your attitude about seat belts currently used in cars, what are your feelings about them? What do you like about them? What don't you like about them? How could they be better? (PROBE. GET SPECIFICS.)

14. Here are two views about safety features on cars. Which view do you prefer?

Statement A: Cars should have only those safety features that must be built into the basic car as standard equipment, allowing the buyer to select other safety features as options 52-1

Statement B: Cars should be built with as many safety features as possible and they should be included as standard equipment -2

Neither (VOL)	-3
Some of both (VOL)	-4
Not sure	-5

53
54
55
56

16. I'd like to ask you about how often you use your seat belts as a driver or a passenger in various sorts of driving situations. For each sort of driving I mention, please tell me if you use your seat belt almost all of the time, most of the time, only sometimes, rarely, or never. If any of these situations don't apply to you, just say so. Now, when you are (READ FIRST STATEMENT ON THE LIST), how often would you say you use your seat belts? (REPEAT CHOICES AND RECORD BELOW.)

	Almost All The Time	Most of The Time	Only Some- times	Rarely	Never	Not Sure	Doesn't Apply
Driving to work.	57-1	-2	-3	-4	-5	-6	-7
Using your car for errands	58-1	-2	-3	-4	-5	-6	-7
Driving long distances	59-1	-2	-3	-4	-5	-6	-7
Driving on local streets	60-1	-2	-3	-4	-5	-6	-7
Driving on highways.	61-1	-2	-3	-4	-5	-6	-7
Driving with children in the car	62-1	-2	-3	-4	-5	-6	-7
Riding in a car as a passenger	63-1	-2	-3	-4	-5	-6	-7
Driving alone.	64-1	-2	-3	-4	-5	-6	-7

17a. (HAND RESPONDENT SHOW CARD H.) Here is a card showing a ladder with 7 rungs on it. I'd like you to use it to rate the general quality of seat belts in four different areas. If you think the quality of seat belts in a particular area is especially poor, rate it at 1 or 2. If you think the quality is especially good for that area, rate it at 6 or 7. And if you think the quality is neither especially good nor especially bad, rate it somewhere in the middle at 3, 4, or 5. Now, in the area of (READ FIRST AREA ON LIST), how would you rate the quality of seat belts? (READ EACH AREA AND RECORD BELOW FOR EACH ONE.)

	17a.							Not Sure	17b. Most Needs Improvement
	Poor 1	2	3	4	5	6	Excellent 7		
Ease of use.	65-1	-2	-3	-4	-5	-6	-7	-8	69-1
Appearance	66-1	-2	-3	-4	-5	-6	-7	-8	-2
Safety protection.	67-1	-2	-3	-4	-5	-6	-7	-8	-3
Comfort.	68-1	-2	-3	-4	-5	-6	-7	-8	-4
								None (VOL)	-5
								Not sure	-6

17b. For the four areas you just rated, please tell me which one needs most improvement to make you use seat belts more frequently--is it ease of use, appearance, safety protection or comfort? (RECORD ABOVE UNDER 17b.)

18. Now I will read you some statements, and for each statement please tell me whether you tend to agree or disagree. (READ EACH STATEMENT AND ASK:) Do you agree or disagree?

	Agree	Disagree	Not Sure
"The chances of getting into an accident are so small that seat belts aren't really worth the inconvenience."	70-1	-2	-3
"The people in government who deal with automobile safety issues really have my best interests at heart."	71-1	-2	-3
"Seat belts in new cars are all pretty much the same no matter what kind of car you buy."	72-1	-2	-3
"The car manufacturers could have designed seat belts that are easier to use if they really cared about people."	73-1	-2	-3
"The people in the automobile industry who deal with auto safety issues really have my best interests at heart."	74-1	-2	-3
"Getting killed or hurt in a car accident is just a matter of fate, so seat belts don't make that big a difference."	75-1	-2	-3
"Just having a seat belt around me in a car makes me feel better."	76-1	-2	-3
"There's nothing anyone can do that would make me use seat belts most of the time."	77-1	-2	-3

19a. Currently about 20% of Americans use car seat belts. Do you think it would be better if the government encouraged people to use their seat belt equipment, or do you think it would be better if the government required manufacturers to develop automatic passenger crash safety equipment?

Encourage use of seat belts.	78-1	Neither (VOL).	-4
Manufacturers develop equipment.	-2	Not sure	-5
Both (VOL)	-3		

19b. Recently, the U.S. Department of Transportation has made a major new safety requirement for all cars manufactured in 1982. Before I mentioned this, had you heard about this requirement or not?

- Had heard 8-1 ASK Q.19c.
- Had not heard -2 SKIP TO
- Not sure -3 Q.19d.

19c. What have you heard? In what ways might cars change because of this requirement? (PROBE.)

9
10

19d. Starting in the 1982 model year, cars will be required to be equipped with air bags or automatic seat belts. What is your opinion of this? Do you strongly favor, moderately favor, moderately oppose, or strongly oppose the requirement to equip cars with air bags or automatic seat belts, or doesn't it make much difference to you?

- Strongly favor 11-1
- Moderately favor -2
- Moderately oppose -3
- Strongly oppose -4
- Not much difference -5
- Not sure -6

20a. Have you heard of the air bag?

- Have heard 12-1 ASK Q.20b.
- Have not heard -2 SKIP TO
- Not sure -3 Q.20c.

20b. What do you know about air bags? (PROBE.)

13
14

20c. Have you ever heard of passive or automatic seat belts?

- Have heard 15-1 ASK Q.20d.
- Have not heard -2 SKIP TO
- Not sure -3 Q.21a.

20d. What do you know about passive or automatic seat belts? (PROBE.)

16
17

BEFORE Q.21a. HAND RESPONDENT SHOW CARD I AND READ THE FOLLOWING:

So that we are both talking about the same thing, I would like to show you a drawing of an air bag and read you a description of how it works. An air bag is a device which is placed in the dashboard and steering wheel of a car. When a car is involved in a front-end collision, the air bag automatically inflates instantly to protect the driver and passengers from hitting the windshield or dashboard. It deflates just as rapidly after it has cushioned the impact of the passengers' forward motion.

21a. What do you think would be the main advantages of air bags? (PAUSE FOR RESPONSE.) In what ways would they be helpful? (PAUSE FOR RESPONSE.) How could they improve upon safety features currently used?

18
19

21b. What do you think would be the disadvantages of air bags? (PAUSE FOR RESPONSE.) What do you feel would be the principal drawbacks? (PAUSE FOR RESPONSE.) What concerns would you have about the air bags?

20
21

BEFORE Q.22a. HAND RESPONDENT SHOW CARD J AND READ THE FOLLOWING:

Now, I would like to show you a drawing of an automatic seat belt and read you a description of how an automatic seat belt works. An automatic seat belt is a lap and/or shoulder belt with one end attached to the front door so that when the driver and front seat passenger enter the car to sit, and when the door is closed, the seat belt will automatically fasten around them so that they need not buckle.

22a. What do you think would be the advantages of automatic seat belts? (PAUSE FOR RESPONSE.) In what ways would they be helpful? (PAUSE FOR RESPONSE.) How could they improve upon safety features currently used?

22
23

22b. What do you think would be the disadvantages of automatic seat belts? (PAUSE FOR RESPONSE.) What do you feel would be the principal drawbacks? (PAUSE FOR RESPONSE.) What concerns would you have about the automatic seat belts?

24
25

23a. (HAND RESPONDENT SHOW CARD K.) Using the same ladder with 7 rungs that you saw earlier, I'd like you to think about the air bag and rate how you think its quality will be in four different areas. Just to remind you, if you think the quality for an area will be especially poor, rate it at the bottom end of the ladder at 1 or 2. If you think the quality will be especially good, rate it at the top end at 6 or 7. And if you think the quality will be neither especially good nor especially bad, rate it somewhere in the middle at 3, 4 or 5. Now, in the area of (READ THE FIRST AREA ON THE LIST), how would you rate the quality of air bags? (READ EACH AREA AND RECORD BELOW FOR EACH ONE.)

	Poor 1	2	3	4	5	6	Excellent 7	Not Sure
Ease of use . . .	26-1	-2	-3	-4	-5	-6	-7	-8
Appearance. . .	27-1	-2	-3	-4	-5	-6	-7	-8
Safety protection	28-1	-2	-3	-4	-5	-6	-7	-8
Comfort	29-1	-2	-3	-4	-5	-6	-7	-8

23b. (LET RESPONDENT KEEP SHOW CARD K.) Now I want you to use this same ladder again to rate automatic seat belts. Thinking of automatic seat belts, how would you rate them on the basis of (READ THE FIRST AREA ON THE LIST)? (READ EACH AREA ON THE LIST AND RECORD BELOW FOR EACH ONE.)

	Poor 1	2	3	4	5	6	Excellent 7	Not Sure
Ease of use . . .	30-1	-2	-3	-4	-5	-6	-7	-8
Appearance. . .	31-1	-2	-3	-4	-5	-6	-7	-8
Safety protection	32-1	-2	-3	-4	-5	-6	-7	-8
Comfort	33-1	-2	-3	-4	-5	-6	-7	-8

24a. (HAND RESPONDENT SHOW CARD L.) Here is a card listing a number of reasons people have given us for favoring the installation of air bags in new cars. Regardless of whether or not you would like an air bag-equipped car, please tell me which one or two reasons are the best ones for favoring the installation of air bags in new cars. (ACCEPT NO MORE THAN TWO AND RECORD BELOW.)

- A. You don't have to think about them because they're hidden and out of sight. 34-1
- B. They wouldn't detract from a car's appearance, as belts do. -2
- C. They would provide the most safety for little children, who now have trouble using seat belts. -3
- D. They provide the most safety in a front end collision. -4
- E. They will make driving more comfortable because shoulder belts won't be needed. -5
- F. Big insurance companies say they will reduce injuries and lower insurance premiums. -6
- G. They work automatically in a crash. -7
- H. There is no temptation to tamper with them since they are out of sight. -8
- I. Any system that gives some protection without buckling belts is an improvement. -9
- J. They would make me feel better when someone else in my family is out driving because I'd know they would have some protection. -0
- None (VOL) -X
- Not sure -R

24b. (HAND RESPONDENT SHOW CARD M.) Now here is a card listing a number of reasons people have given us for opposing the installation of air bags in new cars. Regardless of whether or not you would like an air bag-equipped car, please tell me which one or two items on this list are the best ones for opposing the installation of air bags in new cars. (ACCEPT NO MORE THAN TWO RESPONSES AND RECORD BELOW.)

- A. They add more weight to a car and make it less fuel efficient. 35-1
- B. You can't trust auto companies to do a good enough job in making such complicated equipment. -2
- C. They cost more than other safety systems. -3
- D. They might inflate by mistake when a car is being driven. -4
- E. Since they are mostly intended to work in front-end crashes, you'd still have to wear lap belts to be really safe. -5
- F. The air bag system uses toxic chemicals to make it work. -6
- G. Seat belts give better protection than air bags. -7
- H. They might surround you or hit you too hard when they inflate. -8
- I. You can't trust service station mechanics or dealers to replace or repair such complicated equipment. -9
- J. You can never be really sure they would work when you need them. -0
- K. They would cost a lot to replace, and you have to replace them after each crash. -X
- L. I already wear seat belts so I don't need air bags. -R
- None (VOL). 36-1
- Not sure. -2

25a. (HAND RESPONDENT SHOW CARD N.) This card lists a number of reasons that people have given us for favoring the installation of automatic seat belts on new automobiles. Whether or not you would like to have a car equipped with automatic seat belts, please tell me which one or two items on this list are the best ones for favoring the installation of automatic seat belts on new cars. (ACCEPT NO MORE THAN TWO RESPONSES AND RECORD BELOW.)

- A. They're easy to understand 37-1
B. They would not add very much expense to the cost of new cars -2
C. They are easy and inexpensive to replace -3
D. Because they are automatic, you can wear seat belts without having to remember to buckle them up yourself -4
E. They make driving safer because you'll always have your belt on. -5
F. They add no extra weight to the car so you don't lose out on fuel efficiency. -6
G. You can find a way to disconnect them if you want. -7
H. Big manufacturers like General Motors and Volkswagen are already starting to put them in a lot of cars. -8
I. Since they are simple, they are not likely to break or not work -9
J. Being strapped in gives you a feeling of safety, and a system that works on this basis is a good one. -0
None (VOL) -X
Not sure -R

25b. (HAND RESPONDENT SHOW CARD O.) Now here is a card that lists a number of reasons that people have given us for opposing the installation of automatic seat belts on new automobiles. Regardless of whether you personally would like to have a car equipped with automatic seat belts, please tell me which one or two reasons on this list are the best ones for opposing the installation of automatic seat belts on new cars. (ACCEPT NO MORE THAN TWO RESPONSES AND RECORD BELOW.)

- A. They would be too easy and too tempting to disconnect 38-1
B. Belts are too constraining and uncomfortable -2
C. The belts we now use get fouled up too easily and the new automatic ones would also have this problem. -3
D. Restraining belts would be uncomfortable, especially for overweight people or pregnant women. -4
E. It would be a pain in the neck to have to be strapped in, even when going for just a short ride. -5
F. I would feel a loss of freedom to have belts wrapping around me automatically -6
G. They aren't a big enough change from what we currently have to be a big improvement in safety -7
H. They would detract from the appearance of a car's interior -8
I. If something goes wrong, they might trap you in the car after an accident. -9
J. I just can't get used to belts, no matter whether they are automatic or you have to buckle them yourself. -0
K. I already wear standard seat belts, so I don't need automatic seat belts -X
None (VOL) -R
Not sure 39-1

26a. Suppose you are going to buy a new car, and it must be equipped with either air bags or automatic seat belts. Two cars are available, identical except that one has automatic seat belts and the other has air bags. The car with air bags has a price of \$350 more than the car with automatic belts. Which would you prefer?

- Car with air bags. 40-1 SKIP TO Q.26d.
Automatic belts. -2 ASK Q.26b.
Not sure -3

26b. Suppose now that the price of the car with air bags is \$200 more than the price of the car with automatic seat belts. Which would you buy?

- Car with air bags. 41-1 SKIP TO Q.26d.
Automatic belts. -2 ASK Q.26c.
Not sure -3

26c. Suppose now that the price of the car with air bags is \$100 more than the price of the car with automatic seat belts. Which would you buy?

- Car with air bags. 42-1
Automatic belts. -2
Not sure -3

ASK EVERYONE:
26d. Suppose that the prices for the cars with air bags and with automatic seat belts were the same. Which would you buy?

- Car with air bags. 43-1
Automatic belts. -2
Not sure -3

26e. Finally, suppose that the price of the car with automatic seat belts is \$100 more than the price of the car with air bags. Which would you buy?

- Car with air bags. 44-1
Automatic belts. -2
Not sure -3

27. If you had to buy a car with automatic seat belts, what would you say the likelihood is that you or someone in your household would try to find a way to disconnect the belt system so that you could avoid wearing the belts--very likely, somewhat likely, or not very likely at all?

- Very likely. 45-1
Somewhat likely. -2
Not likely at all. -3
Not sure -4

28. If you had to buy a car installed with an interlock system that was designed to prevent cars equipped with automatic belts from starting if the belt system were disconnected, how would you feel about this requirement--would you favor the interlock requirement or oppose it?

- Favor 46-1
Oppose. -2
Not sure -3

29. If you were riding in an automobile equipped with an air bag system, what is the likelihood you would also use lap belts to provide added protection--very likely, somewhat likely, or not likely at all?

- Very likely 47-1
Somewhat likely -2
Not likely at all -3
Not sure. -4

30a. What would you most like to find out about air bags that you don't know already? What information would most help you decide whether to have them in your next car? (PROBE. GET SPECIFICS.)

48

49

30b. And what do you most want to know about automatic seat belts that you may not know already? What information would most help you decide whether to have them in you next car? (PROBE. GET SPECIFICS.)

50

51

31. All in all, how do you feel about the rule requiring manufacturers to put either air bags or automatic seat belts in new cars? Do you strongly favor, moderately favor, moderately oppose or strongly oppose this requirement, or does it not make much difference to you one way or the other?

- Strongly favor 52-1
- Moderately favor -2
- Moderately oppose. -3
- Strongly oppose. -4
- Not much difference. -5
- Not sure -6

32a. Do you have a special child safety seat or harness?

- | | | |
|--|-----------------|-----------|
| Have special seat or harness | <u>53-1</u> | ASK Q.32b |
| Don't have special seat or harness | <u> -2</u> | SKIP TO |
| Not sure | <u> -3</u> | Q.F1. |

32b. When you are driving with infants or very young children in the car, how often do you use the special safety seat or harness--almost always, most of the time, only sometimes, or hardly ever?

- Almost always. 54-1
- Most of the time -2
- Only sometimes -3
- Hardly ever. -4
- Not sure -5

FACTUAL

Now we would like to ask you a few questions for statistical purposes only.

F1. Is the head of this household regularly employed? (IF MORE THAN ONE ADULT IN HOUSEHOLD:) Are any other members of this household regularly employed? (IF "YES":) Which ones? (MULTIPLE RESPONSES ACCEPTABLE.)

Head of household employed	55-1	ASK Q.F2.
Other member employed		
Spouse employed	-2	
Other member employed	-3	
No member employed	-4	SKIP TO
Not sure	-5	Q.F3.

FOR Q.F2., ASK FOR EACH HOUSEHOLD MEMBER EMPLOYED (UP TO TWO). IF RESPONDENT IS HEAD OF HOUSEHOLD, RECORD RESPONDENT'S ANSWERS UNDER COLUMN LABELLED "HEAD OF HOUSEHOLD," AND RECORD ANSWERS CONCERNING ANY OTHER MEMBER OF HOUSEHOLD UNDER COLUMN LABELLED "OTHER MEMBER."

IF RESPONDENT IS NOT HEAD OF HOUSEHOLD, RECORD RESPONDENT'S ANSWERS UNDER COLUMN LABELLED "OTHER MEMBER" AND RECORD ANSWERS CONCERNING HEAD OF HOUSEHOLD UNDER COLUMN LABELLED "HEAD OF HOUSEHOLD."

F2. What form of transportation does the head of the household/ (OTHER MEMBER OF HOUSEHOLD) regularly use to get to and from work? (MULTIPLE RESPONSES ACCEPTABLE.)

	Head of Household	Other Member
Private automobile	56-1	57-1
Car pool	-2	-2
Bus	-3	-3
Subway, streetcar, elevated train	-4	-4
Railroad commuter train	-5	-5
Walking	-6	-6
Other (VOL)	-7	-7
Works at home (VOL)	-8	-8
Doesn't work (VOL)	-9	-9
Not sure	-0	-0

F3. Is the head of household's job directly or indirectly related to the automobile manufacturing industry?

Directly related	58-1
Indirectly related	-2
Not related	-3
Not sure	-4

F4. What type of work does the head of the household usually do? What is the job called? (BE SURE TO GET ENOUGH INFORMATION TO CLASSIFY PROPERLY. IF UNSURE, WRITE JOB DESCRIPTION IN SPACE BELOW. IF "UNEMPLOYED," GET USUAL OCCUPATION.)

High level professional	59-1
Middle level professional	-2
Executive, manager	-3
Sales	-4
White collar, civil service	-5
Skilled labor	-6
Semiskilled, unskilled labor	-7
Student	-8
Retired	-9
Other	-0

(specify)

JOB DESCRIPTION: _____

F5. In what age group are you?

18-21	60-1	40-49	-5
22-24	-2	50-64	-6
25-29	-3	65 and older	-7
30-39	-4		

F6. What is the last grade of school you completed?

Not a high school graduate	61-1
High school graduate	-2
4-year college graduate or more	-3

F7. Have you ever rented a car?

Have rented	62-1
Not rented	-2
Not sure	-3

F8. Have you or has anyone in your household ever owned a car with a safety belt interlock system? A safety belt interlock system is designed to keep the car from starting when the seat belts are not buckled.

Owned a car with interlock	63-1
Not owned car with interlock	-2
Not sure	-3

F9. Have you or has anyone in your household ever owned a car which was recalled by the manufacturer because of defects?

Owned recalled car	64-1
Not owned recalled car	-2
Not sure	-3

RECORD THE FOLLOWING--DO NOT ASK

F10. Approximately how many automobile accidents have you been involved in over the past five years, whether or not you were at fault?

- One . . . 65-1 Four to six . . . -4
- Two . . . -2 None -5
- Three . . . -3 Not sure -6

F11. Have you ever been seriously injured or has a member of your immediate family ever been killed or seriously injured in an automobile accident?

- Member in accident 66-1
- No member in accident. -2
- Not sure -3

F12. What is your racial background?

- American Indian 67-1
- Alaskan native -2
- Asian/Pacific Islander -3
- Black -4
- White -5
- Refused/not sure -6

F13. Are you of Hispanic ancestry?

- Hispanic ancestry 68-1
- Not Hispanic ancestry. -2
- Not sure/don't understand -3

F14. For statistical purposes only, we need to know your total family income for 1977. Will you please look at this card and tell me which letter best represents all the money the members of this household earned or received from salary or wages or other sources, such as pensions, stocks and bonds, real estate, and other investments in 1977 before taxes?
(HAND RESPONDENT SHOW CARD P.)

- A. Under \$5,000 69-1
- B. \$5,000-\$6,999 -2
- C. \$7,000-\$9,999 -3
- D. \$10,000-\$12,499 -4
- E. \$12,500-\$14,999 -5
- F. \$15,000-\$19,999 -6
- G. \$20,000-\$24,999 -7
- H. \$25,000-\$29,999 -8
- I. \$30,000 and over -9
- J. Not sure/refused -0

INTERVIEWER: IF "NOT SURE" OR "REFUSED," ESTIMATE AND "X" THE LETTER "J" PLUS THE LETTER YOU ESTIMATE.

Length of Interview

- 15 minutes or less 70-1
- 16 minutes to 30 minutes -2
- 31 minutes to 45 minutes -3
- 46 minutes to 1 hour -4
- 1 hour 1 minute to 1 hour 15 minutes -5
- 1 hour 16 minutes to 1 hour 30 minutes -6
- More than 1 hour and 30 minutes. -7

THIS IS A BONA FIDE INTERVIEW AND HAS BEEN OBTAINED ACCORDING TO MY AGREEMENT WITH HART RESEARCH ASSOCIATES, INC.

Interviewer's Name (Please sign):

Interview No.: _____ Interview Date: _____

Time of Interview (o'clock, a.m., p.m.): _____

Sample Point Number: _____

Validated by: _____ Date: _____

SHOW CARD A

- A. Airlines
- B. Food manufacturers
- C. Building contractors
- D. Hospitals
- E. Automobile manufacturers
- F. Electric utilities

SHOW CARD B

- A. Resale value
- B. Preference for one particular make of car
- C. Exterior appearance and style
- D. Interior comfort and style
- E. Size
- F. Safety and safety features
- G. Prestige and status
- H. Repair record
- I. Cost
- J. Dealer service
- K. Insurance rates
- L. Gas mileage

SHOW CARD C

STATEMENT A

1 2 3 4 5 6 7

"AUTO MANUFACTURERS
GENERALLY BUILD THE
KINDS OF CARS
CONSUMERS WANT."

STATEMENT B

"AUTO MANUFACTURERS
GENERALLY DO NOT
BUILD THE KINDS OF
CARS CONSUMERS WANT."

SHOW CARD D

- A. Durability
- B. Economical maintenance
- C. Gas mileage
- D. Quality of construction
- E. Attractiveness
- F. Safety
- G. Comfort

Excellent

Good

Fair

Poor

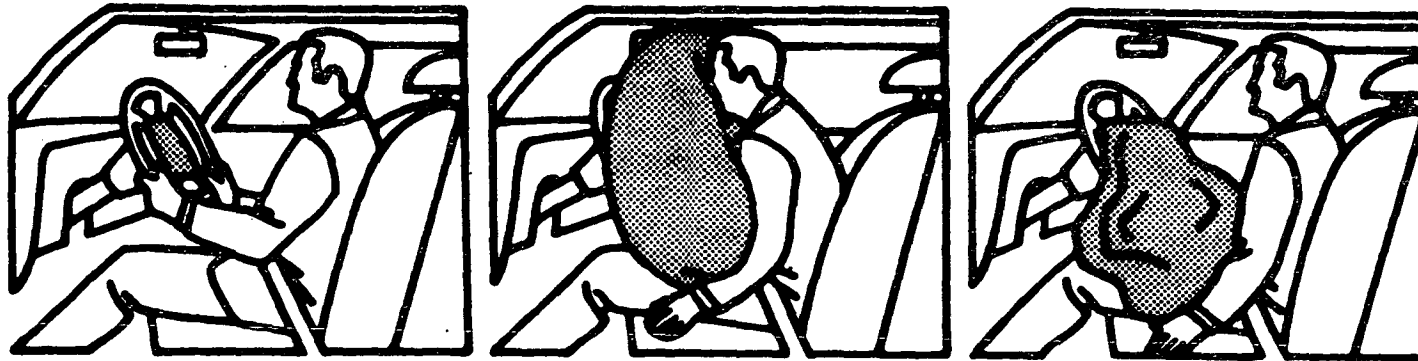
SHOW CARD E

- A. Improved gas mileage
- B. Features to reduce the cost of repairs
- C. Better exterior styling
- D. New safety features to protect driver and passengers in a collision
- E. Larger interior dimensions
- F. Smaller exterior size

SHOW CARD H

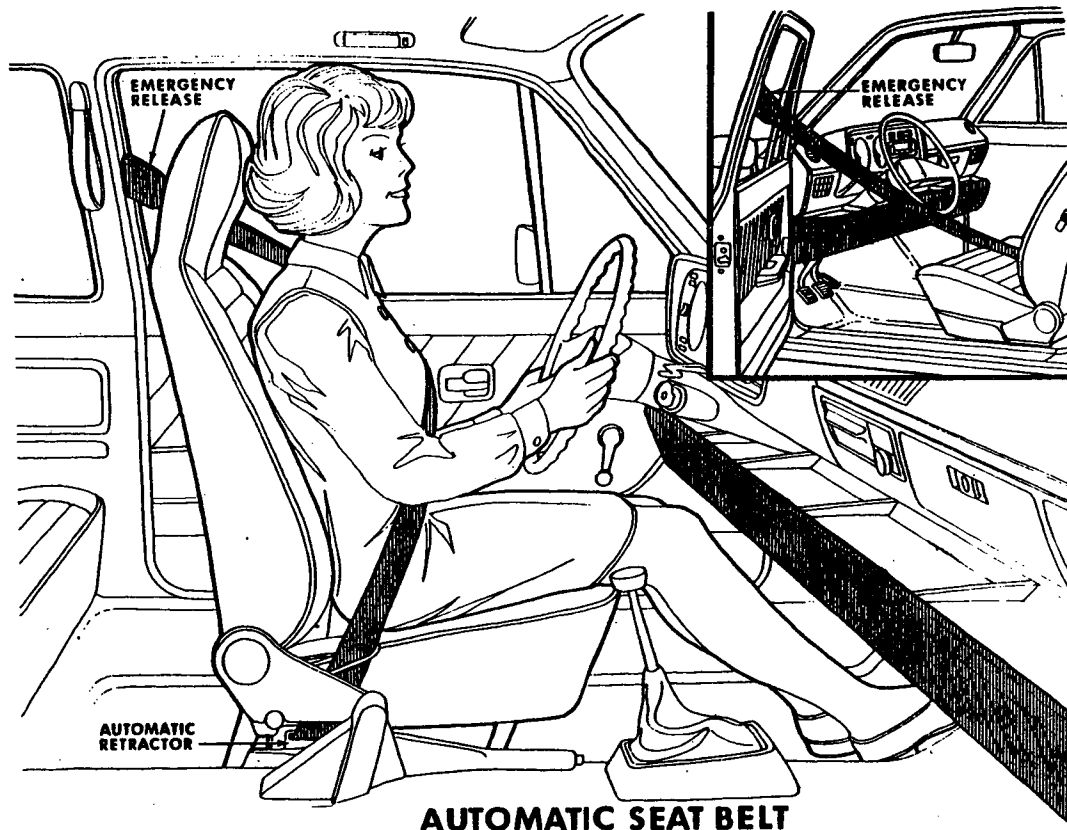
Excellent	7		7	Excellent
	6		6	
	5		5	
	4		4	
	3		3	
	2		2	
Poor	1		1	Poor

How the air bag works:



SHOW CARD 1

AN AIR BAG IS A DEVICE WHICH IS PLACED IN THE DASHBOARD AND STEERING WHEEL OF A CAR. WHEN A CAR IS INVOLVED IN A FRONT-END COLLISION, THE AIR BAG AUTOMATICALLY INFLATES INSTANTLY TO PROTECT THE DRIVER AND PASSENGERS FROM HITTING THE WINDSHIELD OR DASHBOARD. IT DEFLATES JUST AS RAPIDLY AFTER IT HAS CUSHIONED THE IMPACT OF THE PASSENGERS' FORWARD MOTION.



SHOW CARD J

AN AUTOMATIC SEAT BELT IS A LAP AND/OR SHOULDER BELT WITH ONE END ATTACHED TO THE FRONT DOOR SO THAT WHEN THE DRIVER AND FRONT SEAT PASSENGER ENTER THE CAR TO SIT, AND WHEN THE DOOR IS CLOSED, THE SEAT BELT WILL AUTOMATICALLY FASTEN AROUND THEM SO THAT THEY NEED NOT BUCKLE.

SHOW CARD

K

Excellent	7		7	Excellent
				6
				5
5				5
				4
4				4
				3
3				3
				2
2				2
				1
Poor	1		1	Poor

SHOW CARD L

- A. You don't have to think about them because they're hidden and out of sight.
- B. They wouldn't detract from a car's appearance, as belts do.
- C. They would provide the most safety for little children, who now have trouble using seat belts.
- D. They provide the most safety in a front-end collision.
- E. They will make driving more comfortable because shoulder belts won't be needed.
- F. Big insurance companies say they will reduce injuries and lower insurance premiums.
- G. They work automatically in a crash.
- H. There is no temptation to tamper with them since they are out of sight.
- I. Any system that gives some protection without buckling belts is an improvement.
- J. They would make me feel better when someone else in my family is out driving because I'd know they would have some protection.

SHOW CARD M

- A. They add more weight to a car and make it less fuel efficient.
- B. You can't trust auto companies to do a good enough job in making such complicated equipment.
- C. They cost more than other safety systems.
- D. They might inflate by mistake when a car is being driven.
- E. Since they are mostly intended to work in front-end crashes, you'd still have to wear lap belts to be really safe.
- F. The air bag system uses toxic chemicals to make it work.
- G. Seat belts give better protection than air bags.
- H. They might surround you or hit you too hard when they inflate.
- I. You can't trust service station mechanics or dealers to replace or repair such complicated equipment.
- J. You can never be really sure they would work when you need them.
- K. They would cost a lot to replace, and you have to replace them after each crash.
- L. I already wear seat belts so I don't need air bags.

SHOW CARD N

- A. They're easy to understand.
- B. They would not add very much expense to the cost of new cars.
- C. They are easy and inexpensive to replace.
- D. Because they are automatic, you can wear seat belts without having to remember to buckle them up yourself.
- E. They make driving safer because you'll always have your belt on.
- F. They add no extra weight to the car so you don't lose out on fuel efficiency.
- G. You can find a way to disconnect them if you want.
- H. Big manufacturers like General Motors and Volkswagen are already starting to put them in a lot of cars.
- I. Since they are simple, they are not likely to break or not work.
- J. Being strapped in gives you a feeling of safety, and a system that works on this basis is a good one.

SHOW CARD O

- A. They would be too easy and too tempting to disconnect.
- B. Belts are too constraining and uncomfortable.
- C. The belts we now use get fouled up too easily and the new automatic ones would also have this problem.
- D. Restraining belts would be uncomfortable, especially for overweight people or pregnant women.
- E. It would be a pain in the neck to have to be strapped in, even when going for just a short ride.
- F. I would feel a loss of freedom to have belts wrapping around me automatically.
- G. They aren't a big enough change from what we currently have to be a big improvement in safety.
- H. They would detract from the appearance of a car's interior.
- I. If something goes wrong, they might trap you in the car after an accident.
- J. I just can't get used to belts, no matter whether they are automatic or you have to buckle them yourself.
- K. I already wear standard seat belts, so I don't need automatic seat belts.

TOTAL FAMILY INCOME

- A. Under \$5,000
- B. \$5,000 - \$6,999
- C. \$7,000 - \$9,999
- D. \$10,000 - \$12,499
- E. \$12,500 - \$14,999
- F. \$15,000 - \$19,999
- G. \$20,000 - \$24,999
- H. \$25,000 - \$29,999
- I. \$30,000 and over.