PUBLIC OPINION RESEARCH

The Research

In a nationwide online survey conducted by Public Opinion Strategies, we asked 1,006 drivers age 21 and older to rate the technology based on a scale of zero (very negative) to one hundred (very positive). Respondents had a very positive reaction to the description of the technology with a mean rating of 75. The survey was conducted in January 2015.

Methodology – National Online Survey

Public Opinion Strategies conducted a national online survey among N=1,006 adults age 21 or older. In addition, we conducted oversample interviewing with three specific key target audiences in order to reach a minimum sample size per audience of N=500.

- N=506 parents/guardians of children ages 14–20.
- N=500 social to heavy drinkers (defined as adults who had three or more alcoholic beverages in the past seven days and had one or more alcoholic beverages in a single setting/occasion in the past 30 days).
- N=500 new motor vehicle buyers (defined as adults who report they will be purchasing a new motor vehicle in the next two to three years).

The survey was conducted January 19–26, 2015.

Survey Question

“Listed below is a detailed description of a new technology that is being developed for new motor vehicles. Please read the description in its entirety and then answer the question that follows:

A new technology is being developed that will enable a vehicle to measure the driver’s blood alcohol level. If the driver’s blood alcohol level is over the legal limit, the vehicle won't shift into gear - it won't move.

There are two different ways the technology could work:

1. It would measure the blood alcohol level through the driver's skin, such as when the driver presses the button to start the car or through the steering wheel. It would take multiple readings in less than half of a second to ensure accuracy.

2. It would measure the blood alcohol level through the driver's breath. It would be designed to measure only the driver's breath, not the passengers’.

Both systems are non-intrusive; they will not impact or inconvenience a sober driver.

The technology will be engineered and calibrated to accurately and precisely measure a driver's blood alcohol level. It will be programmed by the manufacturer at the legal blood alcohol limit in all 50 states of .08. For young drivers, parents will be able to program the system to zero, which is the legal blood alcohol limit for drivers under 21 years of age.

The technology will be available on new cars as an optional feature - like other safety features such as adaptive cruise control, forward collision warning, lane departure warning, and blind spot detection.

Please rate your overall reaction to this entire description of the new technology on a scale of zero to one hundred, where zero means you have a very negative reaction and one hundred means you have a very positive reaction, and fifty is neutral. Of course, you can use any number between zero and one hundred depending on how you feel."

Research conducted by:

GCA PUBLIC OPINION STRATEGIES