

National Survey of Drowsy Driving Knowledge, Attitudes, and Behaviors

Client: U.S. Department of Transportation, National Highway Traffic Safety Administration

Overview

Drowsy driving results in thousands of traffic-related deaths each year. Insight conducts the National Survey of Drowsy Driving Knowledge, Attitudes, and Behaviors, a key component of the National Highway Traffic Safety Administration's (NHTSA) Drowsy Driving Strategic Plan.

The survey seeks to provide national estimates of this behavior and collect additional data in Arkansas and New Jersey, two states that have enacted drowsy driving legislation. NHTSA will use the data to design and deploy countermeasures to reduce the incidence of drowsy driving across the United States.

Insight—

- Developed nationally representative sample of drivers, oversampling drivers in Arkansas and New Jersey



- Collaborated with subject matter experts and stakeholders to design survey
- Administered mixed-mode web/mail survey to approximately 11,000 drivers
- Worked with NHTSA to create a dissemination plan to raise awareness of drowsy driving and improve public education.

Products

Sampling and data collection plan, English and Spanish questionnaires, cognitive testing results report, usability testing report, mini-pilot results and incentives report, survey database, final report, journal manuscript, dissemination plan

