



# Research In Progress

## Phone Surveys For Crackdown Mobilization (II)

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NHTSA has been conducting pre/post national telephone surveys surrounding the Summer and Winter National Alcohol Crackdowns in order to measure public awareness of the campaigns, penetration of the media messaging, and any associated changes in the public's perceived risk of an alcohol-impaired driver being stopped by law enforcement officers. This Contract will continue that survey activity for the 2011 and 2012 Crackdowns, with options to extend to 2013 and 2014.

<b>Start Date:</b>	September 27, 2010
<b>End Date:</b>	December 2015 (if options are exercised)
<b>Contractor:</b>	The Media Network, Incorporated
<b>Contract Number:</b>	DTNH22-10-C-00179
<b>Total Contract Cost:</b>	\$1,393,385

**Last Updated:** January 2012