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## SHARE THE ROAD SAFELY INFORMATION COLLECTION SURVEY

### TELEPHONE INTERVIEW INTRODUCTION

*Hello, my name is [interviewer's name] from [company name], and I am calling on behalf of the U.S. Department of Transportation. The Department is conducting a study to better understand drivers' awareness of highway safety messages, particularly messages about cars and large trucks together on the road. We are conducting a brief survey of randomly selected households who have a licensed driver and would like to ask for your participation. The survey questionnaire will take approximately 10 minutes to complete and will be kept in strict confidentiality.*

*Can I speak to you or someone in your household that is a licensed driver?*

- IF the respondent is that person and agrees to take the survey, *May we begin now?*
  - If Yes, skip to Section I.
  - If No, record their information and arrange a call back.
- IF another respondent comes to the phone, repeat first paragraph of Introduction [*"Hello, my name..."*], then skip to Section I.
- IF another respondent is not available, record information and arrange a call back.
- IF respondent does not want to participate, thank him/her and hang up [End Survey].

### SECTION I

*The U.S. Department of Transportation wants drivers of all types of vehicles to be aware of safe driving practices that can reduce the number of crashes involving cars and large trucks. The DOT has distributed and publicized information on these practices. Your response will help the DOT to provide drivers with the right safety information about cars and large trucks on highways.*

*After I read each question, please respond with "yes" or "no", or select from the options that will be provided under each question to the best of your knowledge.*

- 1) *Are you aware that large trucks have driving limitations that make it more challenging to drive on the road?*
  - Yes (Proceed to question 1a)
  - No (Skip to question 2)

- 1a) *What do you think are some of the limitations?* (Select all that apply)
- Blind spots
  - Truck size/weight
  - Changing lanes
  - Merging with traffic
  - Driver skills
  - Stopping distances
  - Other \_\_\_\_\_
- 1b) *Where did you see or hear about these limitations?*
- Internet
  - On a truck
  - Brochures/Pamphlets
  - Radio
  - Television
  - Billboards
  - State Police/Highway Patrol
  - Driver education/training course
  - Local DMV office
  - Truck shows/safety seminars
  - Highway rest stop/information center
  - Truck stop
  - Gas station
  - Other \_\_\_\_\_
  - Don't know/don't remember
- 1c) *When you learned about them, did you change your driving behavior around trucks?*
- Yes (Proceed to question 1d)
  - No (Skip to question 2)
- 1d) *If yes, what did you change?* (Select all that apply)
- I stay out of truck driver's blind spots
  - I leave more space when passing
  - I leave more room to trucks that are turning
  - I don't follow as closely
  - Other \_\_\_\_\_

- 2) *Have you read, seen, or heard of the phrase “Share the Road Safely”?*
- Yes (Proceed to question 2a)
  - No (Skip to question 3)
- 2a) *What does the phrase mean to you?* (Record response)
- 2b) *What types of vehicles do you think “Share the Road Safely” applies to?* (Select all that apply)
- Passenger cars
  - Light trucks (including SUVs, vans, and pick up trucks)
  - Large trucks (trucks with gross weight rating over 10,000 lbs)
  - Buses (more than 9 passengers)
  - Motorcycles
  - Other \_\_\_\_\_
- 2c) *Where did you read or hear about it?* (Select all that apply)
- Internet
  - On a truck
  - Brochures/Pamphlets
  - Radio
  - Television
  - State Police/Highway Patrol
  - Driver education/training course
  - Local DMV office
  - Truck shows/safety seminars
  - Highway rest stop/information center
  - Truck stop
  - Gas station
  - Other \_\_\_\_\_
  - Don’t know/don’t remember
- 2d) *Have you ever received any of the following materials related to “Share the Road Safely”?* (Select all that apply)
- Brochures/Pamphlets/Flyers
  - Bumper stickers
  - Other trinkets such as pens, magnets, and key rings
  - Other \_\_\_\_\_
  - Never seen any of these materials (Skip to question 3)

2e) *If you received any of these materials, would you say you always, sometimes, or never?*  
(Answer each)

- |                                  |         |            |        |
|----------------------------------|---------|------------|--------|
| • Throw them away                | -Always | -Sometimes | -Never |
| • File for future use            | -Always | -Sometimes | -Never |
| • Pass along to interested party | -Always | -Sometimes | -Never |

2f) *When you learned about “Share the Road Safely,” did it influence your behavior when driving in or around large trucks, buses and other vehicles?*

- Yes
- No

3) *Have you seen or heard of the phrases: “No Zone” or “Don’t Hang Out in the No Zone”?*

- Yes (Proceed to question 3a)
- No (Skip to question 4)

3a) *What do these phrases mean to you?*

3b) *Where did you see or hear about either of these two phrases? (Select all that apply)*

- Internet
- On a truck
- Brochures/Pamphlets
- Radio
- Television
- State Police/Highway Patrol
- Driver education/training course
- Local DMV office
- Fair/Exhibit
- Highway rest stop/information center
- Other \_\_\_\_\_
- Don’t know/don’t remember

3c) *Have you ever received any of the following materials related to “No Zone”?*  
(Select all that apply)

- Brochures/Pamphlets
- Bumper Stickers
- Trinkets such as pens, magnets, and key rings
- Other \_\_\_\_\_
- Never seen any of these materials (Skip to question 4)

3d) *If you received any of these materials, would you say you always, sometimes, or never?*  
(Answer each)

- |                                  |         |            |        |
|----------------------------------|---------|------------|--------|
| • Read materials right away      | -Always | -Sometimes |        |
| -Never                           |         |            |        |
| • Throw them away                | -Always | -Sometimes | -Never |
| • File for future use            | -Always | -Sometimes | -Never |
| • Pass along to interested party | -Always | -Sometimes | -Never |

3e) *When you learned about “No Zone,” did it influence your behavior when driving in or around large trucks and vehicles?*

- Yes
- No

4) *Are you aware of any Federal, State or local programs that provide safety information to the public about driving safely around large trucks?*

- Yes (Proceed to question 4a)
- No (Skip to question 5)

4a) *If yes, please list the program(s) you have heard about?*

5) *In your opinion, what do you think is the most effective way to change the public’s behavior about driving around large trucks? (Select all that apply)*

- Highway Patrol/Traffic Enforcement
- Educating the public on the impacts of crashes involving large trucks
- Educating the public on the limitations of driving a truck from the driver’s perspective (e.g., blind spots, stopping distance)
- Promoting general safety messages/outreach
- Other \_\_\_\_\_

5a) *In your opinion, how effective are the following outreach methods in changing the public's behaviors? (Please select the methods first, then rate each on whether the method is very effective, somewhat effective, or not effective)*

- |  |                |                 |                     |
|--|----------------|-----------------|---------------------|
| • Television   |                | -Very Effective | -                   |
| Somewhat Effective                                     | -Not Effective |                 |                     |
| • Radio announcements                                  |                | -Very Effective | -                   |
| Somewhat Effective                                     | -Not Effective |                 |                     |
| • Billboards on Highways                               |                | -Very Effective | -                   |
| Somewhat Effective                                     | -Not Effective |                 |                     |
| • Information brochures                                |                | -Very Effective | -                   |
| Somewhat Effective                                     | -Not Effective |                 |                     |
| • Driver's Ed  |                | -Very Effective | -                   |
| Somewhat Effective                                     | -Not Effective |                 |                     |
| • Trinkets (e.g., bumper stickers, pencils, key rings) |                | -Very Effective | -Somewhat Effective |
| Effective  |                |                 | -Not                |
| • Highway Patrol Enforcement                           |                | -Very Effective | -                   |
| Somewhat Effective                                     | -Not Effective |                 |                     |
| Other _____  |                | -Very Effective | -Somewhat Effective |
| Effective  |                |                 | -Not                |

## SECTION II: RESPONDENT DEMOGRAPHICS

*This section contains a few questions on demographics for research purposes only. Please answer each of the following items as accurately as possible. We assure you that your responses are strictly confidential and will not be shared with anyone. Your answers will be combined with the answers from other survey respondents. We will only report summary statistics, not individual responses.*

6) *Which of the following categories best describes your ethnicity? (Select all that apply)*

- American Indian or Alaska Native
- Asian or Pacific Islander
- Black or African American
- Hispanic/Latino
- White (Non-Hispanic)

7) *What is the highest level of education completed?*

- Less than high school diploma
- High school graduate
- Some college
- College graduate
- Post graduate or professional degree

8) *What is your total annual household income?*

- Less than \$20,000
- \$20,000 – \$39,999
- \$40,000 – \$59,999
- \$60,000 – \$99,999
- \$100,000 – \$149,999
- \$150,000 – \$199,999
- \$200,000 or more

9) *How many years have you been driving?*

- Less than 5 years
- 5 – 10 years
- 11 – 20 years
- 21 – 30 years
- 31 – 40 years
- 41 – 50 years
- 51 – 60 years
- 61+ years

10) *What is your age group?*

- Under 18
- 18 – 20 years old
- 21 – 24 years old
- 25 – 34 years old
- 35 – 44 years old
- 45 – 54 years old
- 55 – 64 years old
- 65 – 79 years old
- 80+ years old

11) *What vehicle do you drive? (Select all that apply)*

- Passenger cars
- Light trucks (including SUVs, vans, and pick up trucks)
- Large trucks (trucks with gross weight rating over 10,000 lbs)
- Buses (more than 9 passengers)
- Motorcycle
- Other \_\_\_\_\_

11a) *Do you drive a commercial vehicle requiring a CDL license??*

- Yes
- No

12) *How many miles do you drive on the road per year?*

- Less than 5,000 miles
- 5,000 – 10,000 miles
- 10,001 – 20,000 miles
- 20,001 – 50,000 miles
- 50,001+ miles

13) *What state issued your driver's license?*

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13a) *How much time per week do you drive in your home state?*

- Less than 25%
- 25%-50%
- More than 50%

14) From observation, record gender of respondent. If unable to determine, ask: *What is your gender?*

- Male
- Female

***This concludes our survey. We appreciate your help and encourage you to look for U.S. Department of Transportation safety messages. Thank you for your participation.***