

Drivers' Awareness of and Response to Significant Weather Events
and the Correlation of Weather to Road Impacts

I'm calling on behalf of the National Oceanic and Atmospheric Administration's National Weather Service, the University of Utah, and the Utah Department of Transportation. I'd like to ask you a few questions about your driving, but first I need to make sure you are somewhere safe to talk on the telephone. Are you driving right now?

If "No," continue below (A).

If "Yes": Sorry, I cannot interview you while you are driving. We'll call you at another time.

Thank you. Good Bye.

A. The purpose of this interview is to learn how people respond to weather reports about driving conditions. We are doing this study to improve how weather reports are given to the public.

Before we begin, I need to make sure you are eligible to participate.

Are you 18 or over? No Yes

Do you have a driver's license for driving in Utah? No Yes

Do you live in one of these areas: South Davis, Salt Lake or Summit County? No Yes

Do you travel regularly in the Salt Lake Valley? No Yes

If "No" to any of these, end the interview "I'm sorry, you are not eligible, thank you for your time".

If yes to all four: "You are eligible to participate. Let me briefly explain our survey."

I would like to ask you 10 to 15 questions which will take less than 10 minutes. Your participation is voluntary, and you are free to skip any questions you choose not to answer. There are no immediate benefits to you for participating, but your answers will help us improve weather reporting in the state.

Personal information will not be saved or shared. We are not recording your name or telephone number; we use only code numbers in our data file. This interview might be audio-recorded for quality control and to check your answers to open-ended questions. The tapes will be destroyed once we are certain we have accurately typed up your responses.

You can call the researcher, Carol Werner at 801 581 8938 or you can contact the Institutional Review Board if you have questions regarding your rights as a research participant. Also, contact the Review Board if you have questions, complaints or concerns which you do not feel you can discuss with the interviewer. The University of Utah's Institutional Review Board may be reached by phone at (801) 581-3655 or by e-mail at irb@hsc.utah.edu.

Are you willing to participate in this survey? We would appreciate your help.

1. In the past few years have you used the bus or TRAX to travel in Salt Lake County?

No Yes Don't remember

2. In the past few years, have you carpooled to travel in Salt Lake County?

No Yes Don't remember

Now I'd like to ask you some questions about your travel yesterday:

3. Did you travel yesterday in Salt Lake County?

No Yes Don't remember

If "NO" go to 4, 5 and 6

If "YES" go to 7, 8 and 9

If "DON'T REMEMBER" Probe: Take a moment to think about whether you went out yesterday.

If respondent still does not remember, end interview.

4. Did you NOT travel in Salt Lake because of the storm and driving conditions? No Yes

5. Did you NOT travel because your work or school was closed yesterday? No Yes

6. Did you NOT travel for other reasons (If yes, specify) _____

GO TO 9a

7. Which mode did you use MOST for traveling yesterday? Did you drive, carpool, or use transit?

Drove carpoled used transit

8. What were your reasons for traveling yesterday?

8a. Did you commute to or from work or school? No Yes

8b. Did you travel to or from a recreation spot? No Yes

8c. Did you travel to or from health care or other appointments No Yes

8d. Did you travel for other reasons, such as errands, to see friends or entertainment? No Yes

9. Before you traveled, were you aware that a winter storm was coming?

No Yes Don't know/don't remember

If "No" or "Don't know/Don't remember," go to 11

If "YES" go to 10

9a. Before you decided NOT to travel yesterday, were you aware that a winter storm was coming?

No Yes Don't know/Don't remember

If "NO" or "Don't know/Don't remember" go to 17

If "YES" go to 10

10. We'd like to know how people learned about the storm. I'm going to read you a list of sources that provide weather information. Please tell me which sources provided you with information before or during the storm yesterday:

10a. Could you see it was snowing before you began your trip?

No Yes Don't know/don't remember

10b. Did you learn the storm was coming from one of the local TV weather reporters – not a national broadcast, but a local TV weather report ?

No Yes Don't know/don't remember

10c. Did you learn the storm was coming from a nationwide news or weather broadcast?

No Yes Don't know/don't remember

10d. Did you learn the storm was coming from a local radio station?

No Yes Don't know/don't remember

10e. Did you learn the storm was coming from NOAA Weather Radio All Hazards (also called NWR)?

No Yes Don't know/Don't remember

If Yes, continue here 10e1.

If "no" or "Don't know/Don't remember" go to 10f.

10e1. How satisfied were you with the NOAA Weather Radio All Hazards service information?

satisfied

dissatisfied

A mix of satisfied and dissatisfied

10f. Did you learn the storm was coming from a friend, family member or neighbor?

No Yes Don't know/Don't remember

10g. Did you learn the storm was coming by dialing UDOT's 511 service?

No Yes Don't know/Don't remember

If Yes, continue here 10g1.

If "No" or "Don't know/Don't remember", go to next question 10h

10g1. How satisfied were you with the UDOT 511 service information?

satisfied

dissatisfied

A mix of satisfied and dissatisfied

10h. Did you learn the storm was coming from a message to your mobile device?

No Yes Don't know/don't remember

For any answer, continue with 10i.

10i. Did you learn the storm was coming by going online?

No Yes Don't know/Don't remember

If "No," or "Don't know/Don't remember," go to 11

If Yes, continue here 10i1.

10i1. Did you login to the UDOT CommuterLink website?

No Yes Don't know/Don't remember

If "No," or "Don't know/Don't remember" go to 10i2

If Yes continue here 10i1a:

10i1a. How satisfied were you with the UDOT CommuterLink information?

satisfied

dissatisfied

A mix of satisfied and dissatisfied

10i2. Did you login to the National Weather Service website?

No Yes Don't know/don't remember

If "No" or "Don't know/Don't remember," go to 11

If Yes, continue here 10i2a:

10i2a. How satisfied were you with the National Weather Service website?
 satisfied
 dissatisfied
 A mix of satisfied and dissatisfied

The next questions ask your views about the storm.

11. I understood the possible impacts of the winter storm based on the information that I had
 Completely agree
 Somewhat agree
 Neutral
 Somewhat Disagree
 Completely Disagree

12. Which of the following best represents your feelings about the storm's severity?
 The storm was less severe than I expected
 The storm was as severe as I expected
 The storm was more severe than I expected

13. Across all your sources of information, how satisfied were you with the information that you received about the winter storm and driving conditions?
 Very satisfied
 Somewhat satisfied
 Neither satisfied nor dissatisfied
 Somewhat dissatisfied
 Very dissatisfied

FOR PEOPLE WHO TRAVELED (said "Yes" to #3, regardless of their answers to the "Knowledge" questions):

14. In which -- if any -- of the following ways did you change your travel because of the storm?

14a. Did you change your route? No Yes

14b. Did you change your travel schedule – did you leave earlier or later than usual? No Yes

14c. Did you use transit such as TRAX, Front Runner train or a bus instead of driving? No Yes

15. Did any of the following influence you to change your travel?

15a. Was your decision influenced by the actual weather at the time?

15b. Was your decision influenced by the weather forecast?

15c. Was your decision influenced by known road closures?

15d. Was your decision influenced by known road conditions?

16. Is there anything else that would have led you to change your travel to avoid driving during the storm? (open ended)

17. WE HAVE A FEW QUICK QUESTIONS ABOUT YOUR BACKGROUND. THESE WILL ALLOW US TO COMPARE OUR SAMPLE TO THE GENERAL POPULATION ALONG THE WASATCH FRONT:

- A. In what city do you live? _____
 B. What is your zip code? _____

[Interviewer: Do not read the names – mark the response. If the city is not on the list, type the name in the space above.]

Bacchus ____	Grantsville ____	Mills Junction ____	Tooele ____
Bingham ____	Herriman ____	Murray ____	West Jordan ____
Bluffdale ____	Holladay ____	North Salt Lake ____	West Valley City ____
Bountiful ____	Hunter ____	Park City ____	Woods Cross ____
Butlerville ____	Kearns ____	Riverton ____	
Centerville ____	Kimball Junction ____	Salt Lake City ____	
Cottonwood Heights ____	LakePoint ____	Sandy ____	
Crescent ____	Lark ____	Snyderville ____	
Draper ____	Magna ____	South Jordan ____	
Farmington ____	Midvale ____	South Salt Lake ____	

- C. WHAT IS YOUR AGE? _____
 D. ARE YOU MALE OR FEMALE? M F
 E. WHAT IS YOUR ETHNIC GROUP OR RACE?
 WHITE HISPANIC AFRICAN AMERICAN ASIAN TONGAN/SAMOAN/PACIFIC ISLANDS
 NATIVE AMERICAN OTHER:
 F. ARE YOU EMPLOYED OUTSIDE THE HOME?
 CURRENTLY EMPLOYED FULL OR PART-TIME RETIRED NOT EMPLOYED OUTSIDE HOME
 G. HOW MANY YEARS OF SCHOOL HAVE YOU COMPLETED? _____
 H. ARE YOU CURRENTLY A FULL OR PART-TIME STUDENT? NO YES
 I. FOR HOW MANY YEARS HAVE YOU DRIVEN IN SNOWY CONDITIONS? _____
 J. WHAT IS YOUR HOUSEHOLD INCOME PER YEAR? _____

CLOSING: Thank you so much for your help. We really appreciate it.

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