

Appendix H – Survey Packet Cover Letter (English)



[Date]

Dear Neighbor,

You were recently selected to participate in a research survey, entitled *The Idaho Driving Safety Survey*, about traffic safety in the State of Idaho. You are one of approximately 2100 adults in the state that have been randomly chosen to participate in this research project that will help us learn about driving habits and opinions about traffic safety of the residents of our state.

The study is being sponsored by the National Highway Traffic Safety Administration (NHTSA) and it is being conducted by Battelle. Battelle is a non-profit research organization. No one at NHTSA or Battelle will have access to your name, address or personal information, and no one at the state will have access to the answers you provide on your survey.

If you choose to take part, it will take about 20-30 minutes of your time to complete the survey. Your participation is completely voluntary and any information you provide will be kept confidential. We have enclosed \$5 to compensate you for your time and to thank you for your participation.

Please complete the enclosed survey booklet and return it using the postage-paid envelope as soon as possible!

If you prefer, you may take part using the on-line survey at www.surveylink.com, by using this password: [password]. Please complete the survey only once. If you complete the survey on-line, you do not need to return the survey booklet.

You can choose to participate in English or Spanish, whichever you prefer. If you prefer to complete the survey in Spanish, please call 1-xxx-xxx-xxxx to let us know, and we will be happy to send one to you. You may also complete the survey in Spanish online using the link and password above, and selecting "Spanish" as the language you prefer.

We hope that you will consider participating in *The Idaho Driving Safety Survey*! If you have questions about the study please call our toll-free number 1-xxx-xxx-xxxx. If you have questions about your rights as a research participant, please call the toll-free number, 1-877-810-9530, ext. 500.

Sincerely,