

**Road Rage 2008 Survey  
Final Questionnaire  
January 24, 2008**

Name: \_\_\_\_\_ Date: \_\_\_\_\_

City: \_\_\_\_\_ ST: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Interviewer: \_\_\_\_\_ MSA City: \_\_\_\_\_

Hi, my name is \_\_\_\_\_ calling from Prince Market Research. We are conducting a national study on road rage with a random cross-section of consumers. The survey will take less than 5 minutes of your time and your answers will remain confidential. Do you have a moment to answer a few questions. Great!

**1. Which of the following includes your age?**

- <sub>1</sub> Under 21 [Terminate]
- <sub>2</sub> 21-34
- <sub>3</sub> 35-44
- <sub>4</sub> 45-54
- <sub>5</sub> 55-64
- <sub>6</sub> 65 or older
- <sub>7</sub> Refused [Terminate]

**2. Do you personally drive to work, or somewhere else, during rush hour at least THREE days of the week, Monday –Friday?**

(The respondent you are talking to must actually drive a vehicle themselves- not their spouse, friend, etc.- during rush hour **at least three** mornings and/or afternoons during the week (Monday-Friday). It does not matter if they are driving to work, school, the gym, etc. as long as they drive during rush hour at least three days of the work week.)

- <sub>1</sub> Yes
- <sub>2</sub> No [Terminate]
- <sub>3</sub> Refused [Terminate]

**3. On average, how many minutes is your commute to work, each way?**

- <sub>1</sub> Less than 10 minutes [Terminate]
- <sub>2</sub> 10-20 minutes
- <sub>3</sub> 21-40 minutes
- <sub>4</sub> 41 minutes to 1 hour
- <sub>5</sub> 1-2 hours
- <sub>6</sub> Over 2 hours
- <sub>7</sub> Refused [Terminate]

4. What does the term “Road Rage” mean, to you? [How would you define it?]

5. What would you say are the major causes of Road Rage? [Probe if necessary.]

1-

2-

3-

6. In terms of road rage, how do you think the drivers in your metropolitan area compare with the drivers in other major cities? Would you say that the drivers in YOUR METROPOLITAN AREA are more courteous than the drivers in other major cities, less courteous than other those in other cities, or about the same?

- <sub>1</sub> Drivers here are more courteous, meaning they exhibit less road rage
- <sub>2</sub> Drivers here are less courteous, meaning they exhibit more road rage
- <sub>3</sub> About the same
- <sub>4</sub> Would rather not say/DK [Terminate]

**How often do you see any of the following road rage inducing behaviors by other drivers in your metropolitan area?**

<b>Rotate order of presentation</b>	Every Day	Several times a week	Once a week	Once in awhile	Not at all	Refused <i>(Don't read)</i>
7. Drivers cutting into your lane with little or no warning/notice	①	②	③	④	⑤	⑥
8. Drivers who tailgate	①	②	③	④	⑤	⑥
9. Drivers who slam on their brakes at the last minute	①	②	③	④	⑤	⑥
10. Drivers who run right through a light that has already turned red	①	②	③	④	⑤	⑥
11. Drivers driving a lot faster than is safe for road or traffic conditions	①	②	③	④	⑤	⑥
12. Drivers who are talking on their cell phone	①	②	③	④	⑤	⑥
13. Drivers who are texting, emailing, and/or using their Blackberry while driving	①	②	③	④	⑤	⑥
14. Drivers who are eating or drinking while driving	①	②	③	④	⑤	⑥
15. Drivers who are doing other things, like putting on make-up, shaving, or reading while behind the wheel	①	②	③	④	⑤	⑥

**Comments:**

**In the LAST MONTH, have you done any of the following things as a reaction to rude or aggressive drivers?**

<b>Do NOT rotate order of presentation</b>	Yes	No	Refused <i>(Don't read)</i>
16. Honked your horn	①	②	③
17. Cursed at another driver	①	②	③
18. Made an obscene gesture at another driver	①	②	③
19. Waved your fist or arms at another driver	①	②	③
20. Called and reported another driver	①	②	③
21. Slammed into the back of a bad driver! (Ha! Ha!)	①	②	③

**Comments:**

**Just a few more questions. Please be candid! How often do you do any of the following things yourself, while driving?**

<b>Rotate order of presentation</b>	Every Day	Several times a week	Once a week	Once in awhile	Not at all	Refused <i>(Don't read)</i>
22. Merged into another lane with little or no warning/notice	①	②	③	④	⑤	⑥
23. Driven too close to the car in front of you	①	②	③	④	⑤	⑥
24. Slammed on your brakes at the last minute, causing problems for drivers behind you	①	②	③	④	⑤	⑥
25. Run through a traffic light that was already red	①	②	③	④	⑤	⑥
26. Driven a lot faster than you really should have	①	②	③	④	⑤	⑥
27. Talked on your cell phone while driving	①	②	③	④	⑤	⑥
28. Sent text messages, emails, and/or used your Blackberry while driving	①	②	③	④	⑤	⑥
29. Eat or drink while driving	①	②	③	④	⑤	⑥
30. Done something like put on make-up, shaved, or read while driving	①	②	③	④	⑤	⑥

**Comments:**

**In your opinion, how effective would each of the following actions be in reducing “road rage” in your city? In answering, please use a three-point scale of “1=not at all effective,” “2=might or might not help,” and “3=would definitely be effective.”**

<b>Rotate order of presentation</b>	Not at all effective	Might or might not help	Would definitely be effective	Refused <i>(Don't read)</i>
31. Limiting cell phone usage to “hands free” only	①	②	③	④
32. Making it illegal to use a cell phone while driving	①	②	③	④
33. Using automatic cameras to record traffic violation, such as running a red light, in order to send tickets to aggressive drivers	①	②	③	④

**34. RECORD, but do not ask, GENDER:**

- <sub>1</sub> Male
- <sub>2</sub> Female

**Additional Comments/Good stories (record below).**

**Thank you very much!**