

**Road Rage 2009 Survey
Final Questionnaire
December 4, 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?

- a) Under 21 [**Terminate**]
- b) 21-34
- c) 35-44
- d) 45-54
- e) 55-64
- f) 65 or older
- g) 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.)

- a) Yes
- b) No [**Terminate**]
- c) Refused [**Terminate**]

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

- a) Less than 10 minutes [**Terminate**]
- b) 10-20 minutes
- c) 21-40 minutes
- d) 41 minutes to 1 hour

- e) 1-2 hours
- f) Over 2 hours
- g) 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?

- a) Drivers here are more courteous, meaning they exhibit less road rage
- b) Drivers here are less courteous, meaning they exhibit more road rage
- c) About the same
- d) 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?

Rotate order of presentation	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?

Do NOT rotate order of presentation	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?

Rotate order of presentation	Every Day	Several times a week	Once a week	Once in awhile	Not at all	Refused (Don't read)
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:

Have you ever come close to or actually had an accident doing the following things while driving? In answering, please use a four-point scale of "1=never," "2=have come close to an accident," "3=had an accident," and "4=both."

Rotate order of presentation	Never	Have come close to an accident	Had an accident	Both	N/A
31. Texting/emailing on your cell phone or Blackberry	①	②	③	④	⑤
32. Searching/scrolling menu options on your iPod/mp3 player	①	②	③	④	⑤
33. Using your GPS/Navigation System	①	②	③	④	⑤

34. RECORD, but do not ask, GENDER:

- a) Male
- b) Female

Additional Comments/Good stories (record below).

That's all our questions. Thank you very much!