

STREET SMART PEDESTRIAN

Respondent: _____
 Phone #: _____
 Date: _____

Riter Research (3/4/04)

Gender:
 Female 1
 Male 2

Market:
 DC 1
 Maryland 2
 Virginia 3

Hello, this is _____ from Riter Research, a market research firm. We are conducting a brief study in your area among licensed drivers regarding driving behavior. **(If necessary:** We are not selling anything, we are only interested in your opinions.) This questionnaire will take about 10 minutes to complete.

1a. Are you a licensed driver?

Yes 1 **Skip to 1c**
 No 2 **Continue**

1b. Is there a licensed driver in the household I can speak with?

Yes 1 **Ask to speak to and reintroduce**
 No 2 **Thank and terminate**

1c. Please stop me when I reach your age category. **(Read list.)**

Under 18 1 **Ask Q1d and reintroduce**
 18 to 24 2 **Skip to Q2**
 25 to 34 3 **Skip to Q2**
 35 to 44 4 **Skip to Q2**
 45 or over 5 **Skip to Q2**
 Refused X **Continue**

1d. Is there another licensed driver in the household I can speak with?

Yes 1 **Ask to speak to and reintroduce**
 No 2 **Thank and terminate**

2. **Do not ask, record only. Respondent is:**

Female 1 Set quota shutdown at 50%
Male 2

3. About how many miles did you drive last year? **(Read list.)**

Less than 5,000 1
 5,000 to 10,000 2
 10,001 to 15,000 3
 More than 15,000 4

4. When driving in the past month, how often have you observed pedestrians who walk out into the road or jaywalk without any concern for motor vehicles? Would you say ... **(read scale)**?

	Frequently	4
	Occasionally	3
	Rarely	2
	Never	1
(Don't read)	Don't Know	X
(Don't read)	Refused	Y

5. And how often in the past month have you observed other drivers who did not yield to pedestrians in crosswalks? Would you say ... **(read scale)**?

	Frequently	4
	Occasionally	3
	Rarely	2
	Never	1
(Don't read)	Don't Know	X
(Don't read)	Refused	Y

6. Does **(insert VA, DC, MD)** have a law requiring drivers to stop or yield to pedestrians in crosswalks?

	Yes	1
	No	2
	Don't Know	X
	Refused	Y

7. What do you think the chances are of getting a ticket if you don't yield to a pedestrian in a crosswalk? Would you say it is ...**(read list)**?

	Very likely	4
	Somewhat likely	3
	Not very likely	2
	Not likely at all	1
(don't read)	Don't know	X
(don't read)	Refused	Y

8. From what you know or have seen, when a pedestrian accident has occurred between a motor vehicle and a pedestrian, who do you think is most at fault?

	Pedestrian	1
	Driver	2
(don't read)	Both	0
(don't read)	Don't know	X
(don't read)	Refused	Y

9. How strictly do you think the police in your area enforce the yield to pedestrian law in crosswalks? Would you say ... **(read list)**?

	Very strictly	4
	Somewhat strictly	3
	Not very strictly	2
	Not at all	1
(don't read)	Don't know	X
(don't read)	Refused	Y

10. In the past 30 days, have you had to stop suddenly or swerve to avoid hitting a pedestrian who was walking on the street or highway without apparent concern for traffic?

Yes	1
No	2
Don't Know	X
Refused	Y

11. In the past 30 days, have you failed to stop or yield for a pedestrian who was crossing the street within a crosswalk?

Yes	1
No	2
Don't Know	X
Refused	Y

12. In the past 30 days, have you seen or heard about police efforts in D.C., Maryland, and Virginia to crack down on drivers who do not yield to pedestrians in crosswalks?

Yes	1	Continue
No	2	Continue
Don't Know	X	Skip to Q14
Refused	Y	Skip to Q14

13. Where did you see or hear it? **(Check all that apply. Do not read list.)**

Newspaper	1	Brochure	1
Radio	2	Police checkpoint	2
Television	3	Magazine	3
Poster	4	Outdoor billboards	4
Flier	5	Mobile billboards	5
Leaflet	6	On bus / Metro	6
Banner	7	Bus shelter	7
Internet	8	Mail	8
Don't Know	X	Other _____	0
Refused	Y	(specify)	

- 14a. Have you recently seen or heard a public service message that says, "Every 7 minutes a pedestrian is injured or killed" by a motor vehicle and urges drivers to watch out and 'stay alert at intersections and crosswalks'?"

Yes	1	Continue
No	2	Continue
Don't Know	X	Skip to Q15a
Refused	Y	Skip to Q15a

14b. Where did you see or hear it? **(Check all that apply. Do not read list.)**

Newspaper	1	Brochure	1
Radio	2	Police checkpoint	2
Television	3	Magazine	3
Poster	4	Outdoor billboards	4
Flier	5	Mobile billboards	5
Leaflet	6	On bus / Metro	6
Banner	7	Bus shelter	7
Internet	8	Mail	8
Don't Know	X	Other _____	0
Refused	Y	(specify)	

15a. Have you recently seen or heard a public service message or advertising for a program called "Street Smart" that talks about the need for "drivers to watch out for pedestrians and bicyclists?"

Yes	1	Continue
No	2	Continue
Don't Know	X	Skip to Q16
Refused	Y	Skip to Q16

15b. Where did you see or hear it? **(Check all that apply. Do not read list.)**

Newspaper	1	Brochure	1
Radio	2	Police checkpoint	2
Television	3	Magazine	3
Poster	4	Outdoor billboards	4
Flier	5	Mobile billboards	5
Leaflet	6	On bus / Metro	6
Banner	7	Bus shelter	7
Internet	8	Mail	8
Don't Know	X	Other _____	0
Refused	Y	(specify)	

16. I'd like to ask you some questions about specific public service messages and advertising that promotes awareness of the need for both drivers and pedestrians to be "Street Smart." For each description, please tell me if you recall seeing or hearing the message in the past few months. **(Rotate order.)**

- a. **A message that features a police officer who says, "I've been a police officer for more than 30 years. I have seen death on the highway. I've seen pedestrians die. I'll never get over delivering that news to a family. Never." Then announcer then says, "Every 7 minutes somebody gets hit – every single day. It has to stop. So police are strictly enforcing laws for drivers, pedestrians and cyclists. Everyone needs to slow down. Concentrate on driving, especially around crosswalks and intersections. Stop for pedestrians. Imagine the impact you can make."**

Yes	1
No	2

- b. () A message that features a victim of being hit in a crosswalk and talks about how her life has changed for the worse since being hit. The announcer says, “ Every 7 minutes a pedestrian or cyclist is injured or killed by a driver on our roads today. Someone doesn’t look and the result is tragic. Imagine the impact – if you or someone you care about were involved.” A message from Street Smart, a public safety program from DC, Maryland, and Virginia.

Yes	1
No	2

- c. () A message that features a man who says, “ I can’t believe that they did not see my dad. And now he is gone, hit by a car. I will continue to drive through that intersection every day and think about how he died.” The announcer comes on to say, “Every 7 minutes somebody gets hit – every single day. IT has to stop. Everyone needs to slow down. Concentrate on driving, especially around crosswalks and intersections. Stop for pedestrians. Imagine the impact you can make.” A message from Street Smart, a public safety program from DC, Maryland, and Virginia.

Yes	1
No	2

- d. () A message that says, “ Take the time and cross safely. Use appropriate crossings and be sure drivers can see you. It could save your life, or change it forever.” A message from Street Smart, a public safety program from DC, Maryland, and Virginia.

Yes	1
No	2

Refer to Q16. If ‘yes’ to either 16A, 16B, 16C, or 16D, ask Q17, otherwise skip to Q18.

17. You mentioned you have seen one or more of the advertising messages for Street Smart Program. Where did you see or hear it? **(Check all that apply. Do not read. Probe until unproductive.)**

Newspaper	1	Brochure	1
Radio	2	Police checkpoint	2
Television	3	Magazine	3
Poster	4	Outdoor billboards	4
Flier	5	Mobile billboards	5
Leaflet	6	On bus / Metro	6
Banner	7	Bus shelter	7
Internet	8	Mail	8
Don't Know	X	Other _____	0
Refused	Y	(specify)	

18. For classification purposes only, please tell me which race or ethnicity you belong to.
(Read list.)

	African American	1
	Asian American	2
	Hispanic / Latino	3
	Native American	4
	Caucasian / White	5
(don't read)	Other _____	0
	(specify)	
(don't read)	Don't Know	X
(don't read)	Refused	Y

Thank you for your participation. My supervisor may want to verify that I conducted this interview.

May I please have your name? _____

And I reached you by dialing _____

Record County code definitions:

FILL IN