

Survey of Seat Belt Usage Among Tractor Trailer Drivers

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Survey of Seat Belt Usage Among Tractor Trailer Drivers

Executive Summary

Executive Summary: Survey of Seat Belt¹ Usage among Tractor Trailer Drivers

Background and Method

- In December 2005, the Center for Governmental Services (CGS) at Auburn University contracted with the Alabama Department of Public Safety (DPS) to conduct a survey of commercial tractor trailer drivers on the topic of seat belt use. The purpose of the study was to estimate the percentage of drivers who wear their seat belts and to identify ways to increase seat belt use. Information also was collected about methods that DPS can provide information to drivers to increase seat belt use. CGS collected survey data from March through May, 2006. A total of 1002 surveys were collected using several methodologies: intercepts at truck stops, intercepts at trucking companies, a mail survey, and an employer distributed survey that drivers returned by mail.
- This study was unique among seat belt surveys in Alabama in that most of the surveys were conducted by intercepting drivers at various locations around the State. By using intercepts, CGS professional staff were able to obtain responses from a diverse sample of drivers from locations that included trucking companies, truck stops, and manufacturers or distributors with in-house trucking operations. In addition, the intercept methodology allowed drivers to interact with interviewers, providing input that might otherwise have been lost. The interviewers, in turn, were able to provide participants with a gift (a seat belt cutter and windshield hammer) that appeared to create goodwill toward the project and communicated a positive message from the Department of Public Safety about their concern for driver safety. In addition to assessing the level of seat belt use in Alabama, the survey also explored driver concerns about seat belt use, possible messages that would motivate increased usage, and the media behavior of drivers.
- Several key conclusions to be drawn from this study include:
 - Reported seat belt usage among Alabama tractor trailer drivers is very high (78.9%). However, there is room for improvement among drivers of all cargo types and other characteristics assessed in this study.
 - Commercial drivers with the greatest room for improvement appear to be independent drivers who carry logs, poles, beams and lumber; metal; heavy machinery; and building and construction materials.
 - The most effective way to reach non-seat belt wearers through advertising communications is through country music stations. Among drivers who do not consistently wear their seat belts, country music is the most preferred non-satellite radio format.

¹ The phrase "seat belt" is being used in this study as an alternative to "safety belt" because early in data collection surveyors discovered that some tractor trailer drivers do not understand the phrase "safety belt."

Study Findings

Seat Belt Usage

- More than three-fourths of the participants report that they always wear their seat belts (78.9%).
- Drivers employed less than 1 year reported using seat belts most frequently (86.2%), followed by those who have driven 16 years or longer (83.6%). Among drivers who are at mid-career (11 to 15 years), seat belt usage is lowest (72.8%). The percentage of drivers who always wear a seat belt is somewhat lower among independent owner-operators (73.4%) and those who typically travel the longest distances (72.9% among drivers who travel more than 1000 miles per round trip).
- The percentage of drivers who always wear a seat belt differed somewhat for different cargo types. The lowest levels of seat belt usage were observed among *independent drivers* who carry the following types of cargo:
 - Logs, poles, beams & lumber (64%)
 - Metal (68%)
 - Heavy machinery (70%)
 - Building and construction materials (70%)

Occasions for Not Wearing a Seat Belt

- Among drivers who “sometimes” wear a seat belt, 27.1% explain that they usually only wear it at weigh stations or around law enforcement.

Reasons for Not Always Wearing a Seat Belt

- Many drivers report that they fail to always wear a seat belt because it is uncomfortable (55.9%).
- Many drivers who do not always wear a seat belt explain that they fear being unable to unbuckle their seat belts after a crash (40.3%) or that the belt will place them in danger if the cabin is crushed (30.4%).

Messages that would Motivate Seat Belt Use

- Most drivers who fail to always wear a seat belt claim that there is nothing DPS can tell them to motivate them to wear their seat belts (59.6% among drivers who sometimes wear their seat belts and 66.7% of drivers who never wear them).
- Almost one-fifth of the drivers suggested that the DPS provide statistics and proof that seat belts save lives more frequently than not (19.3%).

Effective Ways to Reach Tractor Trailer Drivers with Information about Commercial Vehicle Safety

- Approximately two-thirds of the drivers indicate that radio is a means to reach them with information about commercial vehicle safety (62.3%). Among drivers who mention radio, 19.3% listen to XM Satellite Radio.
- It was possible to identify the music formats for 254 of the FM/AM non-satellite radio stations that respondents mentioned. The most popular radio format reported by commercial drivers was country (40.2%), followed by news or talk radio (28.0%). Among drivers who report that they only *sometimes or never wear their seat belts*, 45.3% prefer country music.
- Newspapers most frequently read include the *Birmingham News* and *USA Today* (26.1% and 18.1% of newspaper readers respectively).
- Among drivers who read magazines, trucking publications were the most often mentioned such as *Trucker News* (11.0%), *Land Line* (6.4%) *Trucker Magazine* (5.8%) and *Overdrive* (5.2%).
- Among respondents who use the Internet, 14.7% visit a variety of trucking websites.
- Among drivers who read trucking association newsletters or visit association websites, 28.3% obtain information from the Owner-Operator Independent Drivers Association and 23.6% from the Alabama Trucking Association.

Survey of Seat Belt Usage Among Commercial Tractor Trailer Drivers

Detailed Findings

Background

In December 2005, the Center for Governmental Services (CGS) at Auburn University contracted with the Alabama Department of Public Safety (DPS) to conduct a survey of commercial tractor trailer drivers on the topic of seat belt use. The purpose of the study was to estimate the percentage of drivers who wear their seat belts at all times and to identify messages and ways that DPS can impart information to motivate future use of seat belts. In addition to providing information that will be useful in the development of an educational campaign to promote seat belt usage among commercial tractor trailer drivers, this study will provide pre-campaign benchmark data that may be compared to future post-campaign statistics. The survey questions and methodological design of this study provide a unique contribution to the research on seat belt use in Alabama by exploring driver concerns about seat belt use, possible messages that would motivate increase usage, and the media behavior of drivers.

This study was unique among seat belt surveys in Alabama in that most of the surveys were conducted by intercepting drivers at various locations around the State. By using intercepts, CGS professional staff were able to obtain responses from a diverse sample of drivers from locations that included trucking companies, truck stops, and manufacturers or distributors with in-house trucking operations. In addition, the intercept methodology allowed drivers to interact with interviewers, providing input that might otherwise have been lost. The interviewers, in turn, were able to provide participants with a gift (a seat belt cutter and windshield hammer) that appeared to create goodwill toward the project and communicated a positive message from the Department of Public Safety about their concern for driver safety. In addition to assessing the level of seat belt use in Alabama, the survey also explored driver concerns about seat belt use, possible messages that would motivate increased usage, and the media behavior of drivers.

Method

CGS began collecting survey data from Alabama-based tractor-trailer drivers in March 2006. Data collection was completed during the first week of May. A total of 1002 surveys were collected using several methodologies:

- ***Intercepting drivers at truck stops throughout the State.*** CGS professionals were stationed near fuel lanes and intercepted drivers as they approached the entrance as or as they were fueling their vehicles.
- ***Intercepting drivers at trucking companies and other businesses with trucking operations throughout the State.*** CGS professionals were stationed in break rooms, lobby areas, or near scales where there was a high volume of driver traffic.
- ***Mail surveys*** were distributed to members of the Alabama Trucking Association.

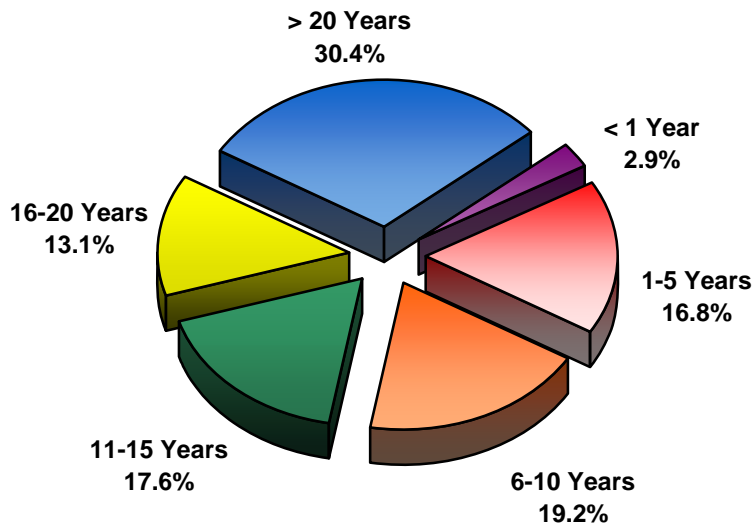
- ***Surveys were provided to three Alabama companies*** to be distributed by employers and returned by individual drivers to CGS through the mail.

To encourage participation, respondents were offered a seat belt cutter from DPS as a “thank you” for their feedback. To ensure anonymity and encourage honesty, drivers who were approached at truck stops and trucking companies were given a clipboard with a survey and an information sheet about the study and filled out the form themselves. Upon completion, drivers were encouraged to fold the survey and insert it into a sealed ballot box instead of handing it to CGS surveyors.

Respondent Characteristics

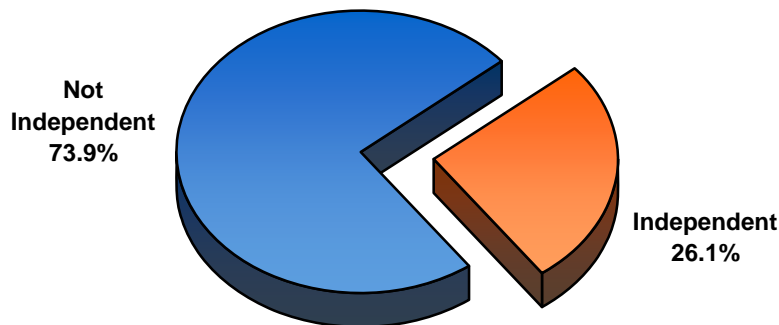
The survey sample included a broad range of driver experience levels ranging from less than one year to over twenty years. The median length of driver employment fell within the category of 11 to 15 years.

Figure 1: How many years have you been driving a commercial vehicle? (Question 5)



Approximately one-fourth (26.1%) of the drivers are independent owner - operators.

Figure 2: Are you an independent owner/operator? (Question 6)



Major Points:

The median length of driver employment fell within the category of 11 to 15 years.

Approximately one-fourth (26.1%) of the drivers were independent owner operators.

Almost nine out of ten (85.8%) of the participants are interstate drivers, and approximately one-third (30.8%) transport hazardous materials.

Figure 3: Are you registered for interstate transportation? (Do you drive your tractor-trailer outside of Alabama?) (Question 7)

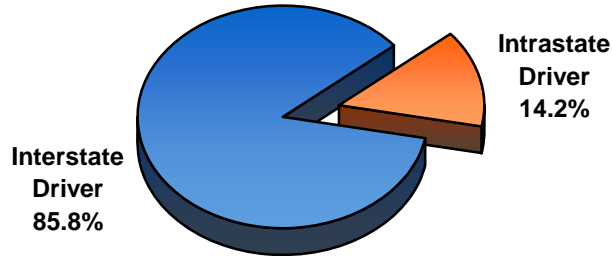
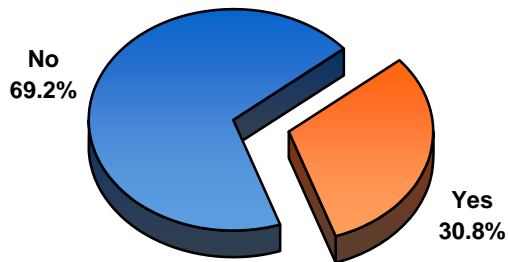


Figure 4: Do you transport hazardous materials? (Question 9)



Drivers who transport hazardous materials were asked to specify types of materials. The most common responses were:

- Various/all kinds (33.9%)
- Corrosive materials (16.9%)
- Flammable materials (14.2%)
- Paint; paint chemicals (10.9%)
- Chemicals (8.2%)
- Batteries (6.0%)
- Petroleum; gasoline; diesel (5.5%)
- Asphalt (3.8%)
- Poisons (1.6%)

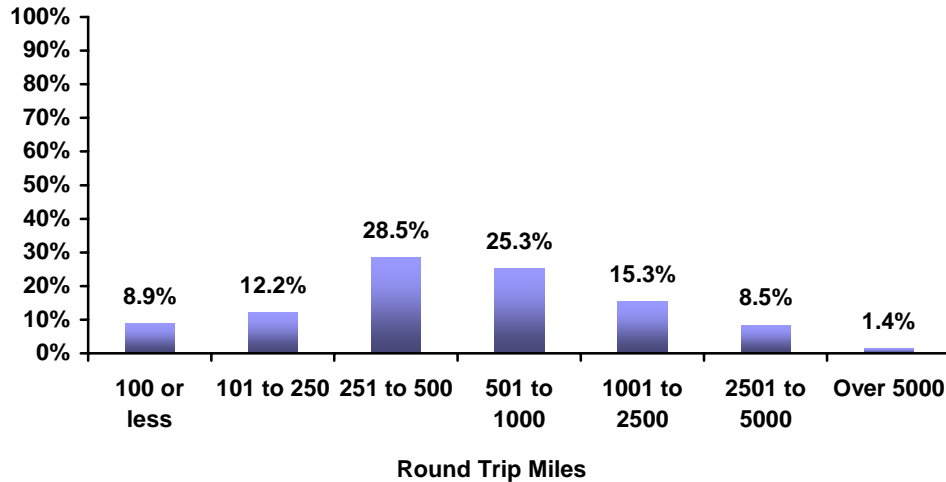
Major Points:

85.8% of the participants are interstate drivers.

30.8% transport hazardous materials.

Drivers were asked to estimate the length of their average round trip in miles. Responses ranged from 10 miles to 15,000 or more, and the median response was 520 miles. As shown in Figure 5, most drivers travel between 251 and 1,000 miles per round trip.

Figure 5: What is the length of your average round trip in miles? (Question 8)



Participants were asked to select the types of cargo that they transport using a list of pre-defined categories that included examples. As shown in Table 1 on the following page, drivers transport a wide variety of cargos and most identified three or four cargo types that apply to them. The most frequently mentioned cargos include:

- Building/construction materials (42.8%)
- General freight (in containers) (42.6%)
- Metal (sheets, coils, and rolls) (38.7%)
- Logs, poles, beams, lumber (34.4%)
- Household/Trade goods (25.8%)

Major Points:

The medium round trip length among participants is 520 miles.

A majority of the drivers travel between 251 and 1000 miles in a typical round trip (53.8%)

The most common types of cargo that participants transport are general freight, construction materials, metal, logs, poles, beams, and lumber, and household/trade goods.

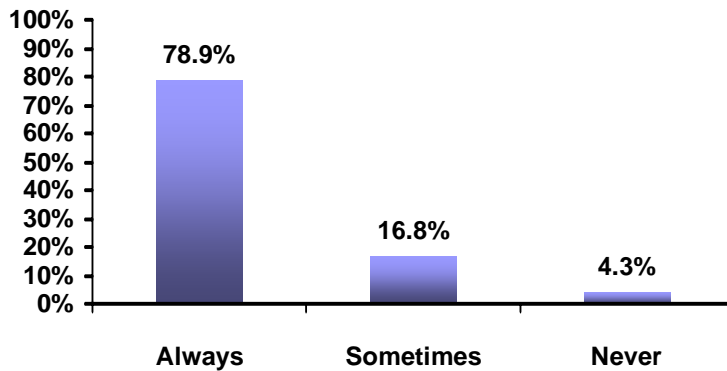
Table 1: What types of cargo do you transport? (Check all categories that apply. (Question 10)

Cargo Categories <i>(Descriptions in italics are category examples that were provided to respondents.)</i>	
General freight (in containers) <i>Packaged or containerized newly processed items, U.S. mail, cleaned and packaged laundry, non-refrigerated grocery items</i>	452 45.1%
Household/Trade goods <i>Uncrated furniture, trade show displays and exhibits</i>	260 25.9%
Metal (sheets, coils, rolls) <i>Fencing, cable, corrugated metal</i>	389 38.8%
Motor vehicles (no wheels touching the ground) <i>New, used, and disabled cars</i>	85 8.5%
Piggyback, drive away/towaway (at least one axle on the road) <i>Multiple saddle mounted trucks</i>	29 2.9%
Logs, poles, beams, lumber <i>Dimension lumber, plywood, firewood, new pallets, pulpwood (most types of cut or processed wood EXCEPT lumber included with other construction components)</i>	350 34.9%
Building/construction materials <i>Cargoes composed totally of materials used in construction projects such as insulation, bricks, bagged cement</i>	430 42.9%
Mobile homes <i>Office trailers, ½ of manufactured homes, doublewides</i>	12 1.2%
Heavy Machinery, large objects <i>Bulldozers, golf carts, boats, storage sheds, burial vaults</i>	189 18.9%
Farm products (unprocessed) <i>Fresh vegetables, fruit, and eggs, cotton, animal by-products, flowers and plants</i>	180 18.0%
Liquid fuels or chemicals (in bulk) <i>Gasoline</i>	99 9.9%
Liquid fuels or chemicals (not in bulk) <i>Chemicals or liquid fuels in cylinders, LPG, propane, liquid butane</i>	129 12.9%
Other liquids in bulk <i>Brine, unpackaged milk, septic waste, water, tallow</i>	82 8.2%
Gases (in bulk - carried in tank bodies only, not otherwise containerized) <i>Aerosol propellant, gas butane, carbon dioxide, helium, oxygen, nitrogen</i>	57 5.7%
Gases (not in bulk) <i>Gasses in cylinders, oxygen in cylinders, acetylene</i>	98 9.8%
Livestock/Live Animals <i>Cattle, chickens, horses, bees, pigs, rats, etc.</i>	19 1.9%
Coal/coke <i>Lignite, bituminous coal, anthracite, needle coke, petroleum coke</i>	37 3.7%
Chemicals (not in bulk) <i>Packaged chemicals</i>	164 16.4%
Commodities dry bulk <i>Scrap batteries, mulch, used tires, highway signs, empty used pallets or crates, mixing concrete</i>	232 23.2%
Refrigerated food or beverages <i>Meat, seafood, beverages, or food carried in a reefer trailer or van</i>	184 18.4%
Explosives <i>Ammunition, explosive bombs, detonating fuses, dynamite, jet thrust units, blasting caps, display fireworks, common fireworks</i>	89 8.9%
Other	28 2.8%

Seat Belt Usage

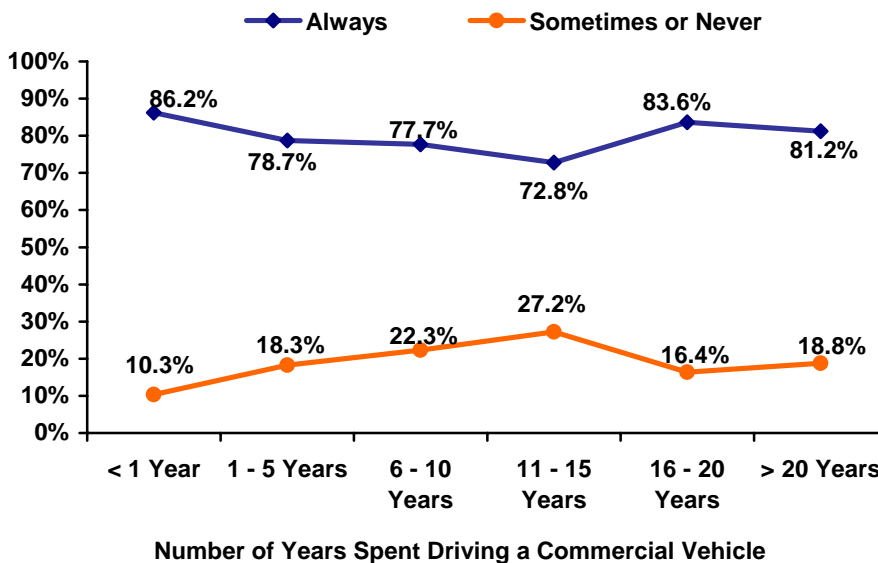
More than three-fourths (78.9%) of the drivers report that they **always** wear a seat belt while operating a commercial vehicle while fewer than five percent say that they **never** wear one (4.3%). The following graphs presented in this section explore seat belt usage by years of experience, miles per round trip, and independent owner-operators versus company-employed drivers.

Figure 6: How often do you wear your seat belt while operating your commercial vehicle? (Question 1)



New drivers of less than one year were most likely to report that they always wear a seat belt (86.2%). Those who have driven longer also reported very high seat belt use (83.6 of those who have driven 16-20 years and 81.2% of those who have driven more than 20 years). Among mid-career drivers (11 to 15 years), seat belt usage dips down to slightly less than three-fourths (72.8%).

Figure 7: Seat Belt Usage (Question 1) by Years Driving a Commercial Vehicle (Question 5)



Major Points:

More than three-fourths of the participants report that they always wear their seat belts (78.9%).

Reported seat belt usage is highest among new drivers who have been employed for less than 1 year, followed by the more experienced drivers of 16 years or longer.

Seat Belt Usage by Cargo Categories and Independent versus Company Drivers

As shown in Figure 8, the percentage of drivers who report always wearing a seat belt is somewhat lower among independent owner-operators. However, the figure also illustrates that seat belt use remains fairly consistent among independent owner-operators regardless of how many miles they typically travel, while fewer long distance company-employed drivers report that they always wear a seat belt.

Figure 8: Percentage of Drivers Who Always Wear a Seat Belt by Miles per Round Trip and Independent versus Non-Independent Owner-Operators

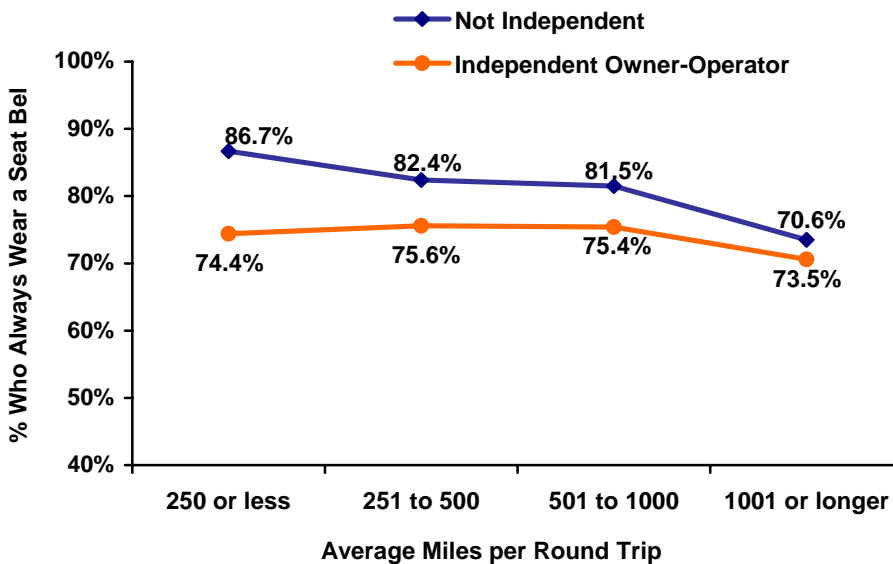


Table 2 on the following page presents seat belt usage by cargo category, and the categories are listed in descending order by the percentage of respondents who reported that they always wear a seat belt. The percentage of consistent seat belt wearers by cargo category ranged from a high of 81.7% among *carriers of bulk liquids (not fuel or chemical)* to a low of 70.2% among *carriers of gases in bulk*, and 58% among drivers who pull mobile homes.²

² It should be noted that the sample size of drivers who pull mobile homes is very low (n=12).

Major Points:

The percentage of drivers who always wear a seat belt is somewhat lower among:

- *Independent owner-operators*
- *Drivers who typically travel more than 1,000 miles per round trip*

Table 2: Seat Belt Usage (Question 1) by Cargo Categories (Question 10)

	Seat Belt Usage		Total
	Always	Sometimes or Never	
Other liquids in bulk (not fuel or chemicals)	67	15	82
	81.7%	18.3%	100%
Liquid fuels or chemicals (in bulk)	79	19	98
	80.6%	19.4%	100%
Metal (sheets, coils, rolls)	312	76	388
	80.4%	19.6%	100%
General freight (in containers)	360	89	449
	80.2%	19.8%	100%
Household/trade goods	206	51	257
	80.2%	19.8%	100%
Chemicals (not in bulk)	131	33	164
	79.9%	20.1%	100%
Liquid fuels or chemicals (not in bulk)	102	27	129
	79.1%	20.9%	100%
Livestock, live animals	15	4	19
	78.9%	21.1%	100%
Heavy machinery, large objects	148	41	189
	78.3%	21.7%	100%
Building/construction materials	336	94	430
	78.1%	21.9%	100%
Coal/coke	28	8	36
	77.8%	22.2%	100%
Motor vehicles (no wheels on ground)	66	19	85
	77.6%	22.4%	100%
Gases (not in bulk)	76	22	98
	77.6%	22.4%	100%
Logs, poles, beams, lumber	270	79	349
	77.4%	22.6%	100%
Commodities (dry bulk)	178	53	231
	77.1%	22.9%	100%
Refrigerated food or beverages	139	44	183
	76.0%	24.0%	100%
Explosives	66	23	89
	74.2%	25.8%	100%
Farm products (unprocessed)	131	48	179
	73.2%	26.8%	100%
Piggyback, driveaway/towaway	21	8	29
	72.4%	27.6%	100%
Gases (in bulk - carried in tank bodies only)	40	17	57
	70.2%	29.8%	100%
Mobile homes	7	5	12
	58.3%	41.7%	100%
Other	23	5	28
	82.1%	17.9%	100%
Total	787	211	998
	78.9%	21.1%	100%

Major Points:

The percentage of consistent seat belt wearers by cargo category ranged from a high of 81.7% among carriers of bulk liquids (not fuel or chemical) to a low of 70.2% among carriers of gases in bulk, and 58% among drivers who pull mobile homes.

Table 3 presents seat belt usage by driver status (independent versus company drivers) within each cargo category. The inclusion of driver status yielded several noteworthy differences in seat belt usage. As mentioned earlier, reported seat belt usage is lower among independent drivers. Within several cargo categories, usage among independent drivers drops even lower:

- Among carriers of logs, poles, beams and lumber, 64% of independent drivers always wear a seat belt as compared to 81% among company drivers.
- Among drivers who carry metal (sheets, coils, rolls, etc.), seat belt usage is 68% among independent drivers and 83% among company drivers.
- Among drivers who carry heavy machinery and other large objects, the percentage of seat belt use is 70% among independent drivers and 80% among company drivers.
- Among drivers who carry building and construction materials, seat belt usage is 70% among independent drivers and 80% among company drivers.

The comparisons listed above are highlighted in red in Table 3. Differences can be observed for several other categories shown in this table. However, the sample sizes for some of the cargo categories are too small to make a valid comparison.

Table 3: Seat Belt Usage (Question 1) by Cargo Categories (Question 10) and Driver Status (Question 6)

Cargo	Driver Status	Seat Belt Usage	
		Always	Sometimes or Never
Other liquids in bulk (not fuel or chemicals)	Independent	5 100.0%	0 0.0%
	Company Driver	55 78.6%	15 21.4%
Liquid fuels or chemicals (in bulk)	Independent	3 50.0%	3 50.0%
	Company Driver	72 81.8%	16 18.2%
Metal (sheets, coils, rolls)	Independent	47 68.1%	22 31.9%
	Company Driver	257 82.6%	54 17.4%
General freight (in containers)	Independent	69 78.4%	19 21.6%
	Company Driver	283 80.6%	68 19.4%
Household/trade goods	Independent	28 75.7%	9 24.3%
	Company Driver	169	41

Major Points:

Seat belt usage is lower among independent drivers who carry:

- *Logs, poles, beams & lumber (64%)*
- *Metal (68%)*
- *Heavy machinery (70%)*
- *Building and construction materials (70%).*

Table 3: Seat Belt Usage (Question 1) by Cargo Categories (Question 10) and Driver Status (Question 6)

Cargo	Driver Status	Seat Belt Usage	
		Always	Sometimes or Never
Chemicals (not in bulk)	Independent	80.5%	19.5%
		9	1
		90.0%	10.0%
	Company Driver	117	32
Liquid fuels or chemicals (not in bulk)	Independent	78.5%	21.5%
		5	2
		71.4%	28.6%
	Company Driver	92	25
Livestock, live animals	Independent	78.6%	21.4%
		4	3
		57.1%	42.9%
	Company Driver	9	1
		90.0%	10.0%
	Independent	30	13
Heavy machinery, large objects		69.8%	30.2%
	Company Driver	115	28
		80.4%	19.6%
	Independent	60	24
Building/construction materials		71.4%	28.6%
	Company Driver	270	69
		79.6%	20.4%
	Independent	4	2
Coal/coke		66.7%	33.3%
	Company Driver	22	6
		78.6%	21.4%
	Independent	8	5
Motor vehicles (no wheels on ground)		61.5%	38.5%
	Company Driver	54	14
		79.4%	20.6%
	Independent	2	1
Gases (not in bulk)		66.7%	33.3%
	Company Driver	71	21
		77.2%	22.8%
	Independent	54	30
Logs, poles, beams, lumber		64.3%	35.7%
	Company Driver	208	48
		81.3%	18.8%
	Independent	28	9
Commodities (dry bulk)		75.7%	24.3%
	Company Driver	144	43
		77.0%	23.0%
	Independent	59	20
Refrigerated food or beverages		74.7%	25.3%
	Company Driver	73	24
		75.3%	24.7%
	Independent	0	4
Explosives			

Major Points:

Noteworthy differences in seat belt use by cargo type and driver status are highlighted in red in Table 3. .

Table 3: Seat Belt Usage (Question 1) by Cargo Categories (Question 10) and Driver Status (Question 6)

Cargo	Driver Status	Seat Belt Usage	
		Always	Sometimes or Never
		0.0%	100.0%
	Company Driver	63	19
		76.8%	23.2%
Farm products (unprocessed)	Independent	33	11
		75.0%	25.0%
	Company Driver	95	37
		72.0%	28.0%
Piggyback, driveaway/towaway	Independent	1	0
		100.0%	0.0%
	Company Driver	18	8
		69.2%	30.8%
Gases (in bulk - carried in tank bodies only)	Independent	0	2
		0.0%	100.0%
	Company Driver	36	15
		70.6%	29.4%
Mobile homes	Independent	0	3
		0.0%	100.0%
	Company Driver	6	2
		75.0%	25.0%
Other	Independent	7	3
		70.0%	30.0%
	Company Driver	15	1
		93.8%	6.3%

Note: Percentages should total approximately 100% across each row. Rounding may cause percentages to total slightly more or less than 100%.

Occasions for Not Wearing a Seat Belt

Drivers who only *sometimes* wear a seat belt were asked to describe occasions when they do not wear it. Of the 168 respondents who sometimes wear a seat belt, 103 provided explanations, which are summarized in Table 4. Slightly more than one-fourth (27.1%) of these drivers stated that they only wear a seat belt when they are at weight scales or around law enforcement (e.g. they are about to be pulled over by a State Trooper).

Some drivers prefer not to wear a seat belt when they are driving through towns and make a lot of stops (16.7%). Perhaps for similar reasons, some drivers say that they do not wear seat belts when backing up or turning to look out the window (7.3%). A few others prefer to report opposite behavior – they are less likely to wear seat belts when they are on a long stretch of Interstate (7.3%).

Major Points:

Among drivers who “sometimes” wear a seat belt, 27.1% report that they only put on the seat belt when they are at a weigh station or around law enforcement.

Table 4: On what occasions do you NOT wear your seat belt? (Question 10. among respondents who *sometimes* wear a seat belt)³

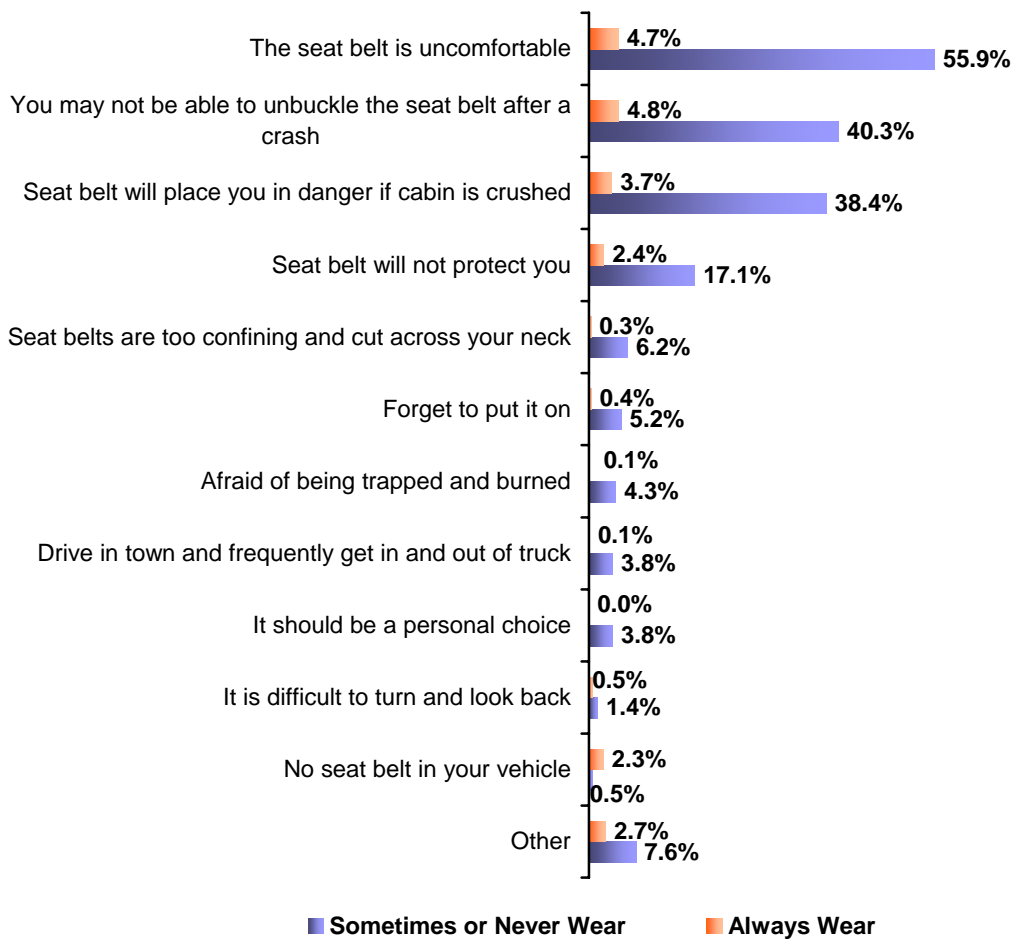
Occasions for Not Wearing a Seat Belt	
Only wear it going through the scales/around law enforcement	26 27.1%
When driving in town and making stops; in slow traffic	16 16.7%
When I forget	9 9.4%
Wear it during bad weather	8 8.3%
When it is uncomfortable	8 8.3%
When driving on a long stretch of highway	7 7.3%
When backing up or turning to look out the window	7 7.3%
End of work day; when not traveling far	5 5.2%
Remove it once on mill/company property	3 3.1%
Do not wear most of the time	3 3.1%
When I feel like it	1 1.0%
Other	8 8.3%

³ Table percentages are based upon the 99 who responded. Percentages may total more than 100% due to multiple responses.

Reasons for Not Always Wearing a Seat Belt

Drivers who said that they do not always wear a seat belt were asked to further explain their response. Participants were presented with a list of five potential explanations that they could choose and were given an opportunity to write in other reasons that were not listed. Although most who provided explanations reported not always wearing a seat belt, some drivers who claimed to always wear it also responded to this question (possibly to indicate concerns or complaints, despite their compliance with the seat belt law). Figure 9 shows the percentage of drivers who selected each of the five provided explanations as well as reasons that a few added.

Figure 9: Reasons for Not Always Wearing a Seat Belt (Question 2)



A majority of respondents agreed that seat belts are not comfortable (55.9%). A few respondents (6.2%) also expanded on this sentiment by adding that seat belts are too confining and have shoulder straps that cut across their necks. In addition to being uncomfortable, several mentioned that the neck location of the shoulder strap may cause neck or collarbone damage in an accident.

Major Points:

A majority of the tractor trailer drivers who do not always wear their seat belts indicate that the seat belt is uncomfortable (55.9%).

A notable percentage of drivers who *sometimes* or *never* wear their seat belts worry that they will not be able to unbuckle their seat belts after a crash (40.3%) or that the belt will place them in danger if the cabin is crushed (38.4%). Several respondents (4.3%) specifically stated that they are afraid of being trapped in a burning truck, and some mention that they have known or witnessed drivers being killed because they were trapped. A sample of verbatim comments about seat belt concerns includes:

- *About 10 years ago a driver had an accident driving a gas truck turn over. He was able to call 911 but couldn't get out of seat belt, so while on the phone with operator the truck exploded.*
- *As an adult I should not be made to wear a seat belt if I choose not to the government should not be able to dictate what I should do about a seat belt. That is not a democracy; it is dictatorship.*
- *I feel it should be optional, they always tell you about lives saved by seat belts, but never tell you how many die because of them. It's a 50/50 situation!*
- *I have seen several instances where the driver died because he couldn't get out of the vehicle. I would rather get a ticket than put my life in danger.*
- *I watched a driver burn up in a truck screaming to the police officer to shoot him*
- *People do die while wearing their seat belt. I've seen lots of it. If I'm going to die hopefully it will be with my head still on my shoulders!*
- *The seat belts are not made for big people. They are most uncomfortable and feel like they are cutting into your neck and stomach.*
- *It is hard to maneuver the rig; if backing, shifting, and retrieving something from the dash.*

Major Points:

Many drivers who sometimes or never wear their seat belts appear to be fearful that they will not be able to unbuckle their seat belts after a crash and that the belt will place them in danger if the cabin is crushed.

Messages that would Motivate Seat Belt Use

Respondents were asked to describe types of information that the DPS could provide that would motivate them to wear their seat belts at all times. Two hundred and sixty-nine respondents provided comments and a complete list is shown in Table 5.

A majority (66.7%) of drivers who do not always wear their seat belts claim that there is nothing DPS can tell them to motivate them to wear their seat belts. Among those who made suggestions, some said that DPS should provide statistics and proof that seat belts save more lives than not. Interestingly, many current seat belt wearers offered this suggestion (29.1%), indicating that they are concerned about the perceived risks associated with seat belts even though they currently wear them.

Table 5: What information could the DPS provide that would motivate you to wear your seat belt at all times? (Question 3)

	Seatbelt Usage			Total
	Always	Never	Sometimes	
None; Nothing	0 .0%	18 66.7%	56 59.6%	74 27.5%
Stats and proof that seat belts save more lives than not	43 29.1%	2 7.4%	7 7.4%	52 19.3%
Fines, tickets. "click it or ticket"	30 20.3%	1 3.7%	2 2.1%	33 12.3%
Make seat belts better fitting and more comfortable	5 3.4%	3 11.1%	5 5.3%	13 4.8%
Pictures/video of ejected bodies; billboards/ displays of crashed vehicles	16 10.8%	0 .0%	2 2.1%	18 6.7%
It's the law	9 6.1%	0 .0%	0 .0%	9 3.3%
Checkpoints; random checks	4 2.7%	0 .0%	2 2.1%	6 2.2%
Assurance that the belt will unlatch; teach how to unlatch after a crash	0 .0%	0 .0%	5 5.3%	5 1.9%
PSAs on the radio, TV, newspapers and road signs	8 5.4%	0 .0%	0 .0%	8 3.0%
A bad accident	3 2.0%	0 .0%	2 2.1%	5 1.9%
Offer financial rewards for wearing a seat belt (e.g. discounts, gas credits)	6 4.1%	0 .0%	0 .0%	6 2.2%
Other	25 16.9%	3 11.1%	8 8.5%	36 13.4%
Do not know	4 2.7%	1 3.7%	7 7.4%	12 4.5%
Total	148 100.0%	27 100.0%	94 100.0%	269 100.0%

Major Points:

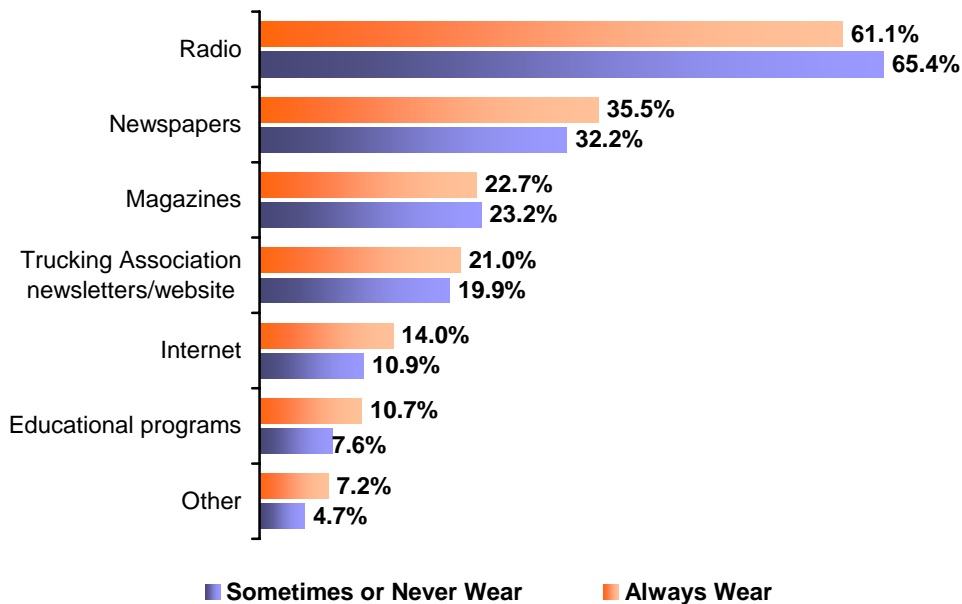
Most drivers who do not always wear a seat belt claim that there is nothing the Department of Public Safety can tell them that will motivate them to wear their seat belts.

The most frequent suggestion was that the DPS should provide statistics and proof that seat belts save more lives than not.

Effective Ways to Reach Tractor Trailer Drivers with Information about Commercial Vehicle Safety

Participants were given a list of five types of media or methods where they could get safety information and were asked to identify ones that might reach them. As shown in Figure 10, radio was by far the most frequently cited method of effective communication.

Figure 10: Best Ways to Reach Drivers with Information about Commercial Vehicle Safety (Question 4)



Among the 621 respondents who selected radio as an effective way to reach them, 472 identified radio stations or station categories that they enjoy. Slightly more than one-fourth (27.1%) indicated that they listen to a satellite radio service, and XM Satellite Radio was by far the most often mentioned (19.3%) followed by Sirius (4.2%). Among respondents who listen to satellite radio, several mentioned that they listen to a satellite channel for truckers. No other satellite or commercial radio station was mentioned as frequently as XM radio. A complete list of cited stations is provided in the Appendix.

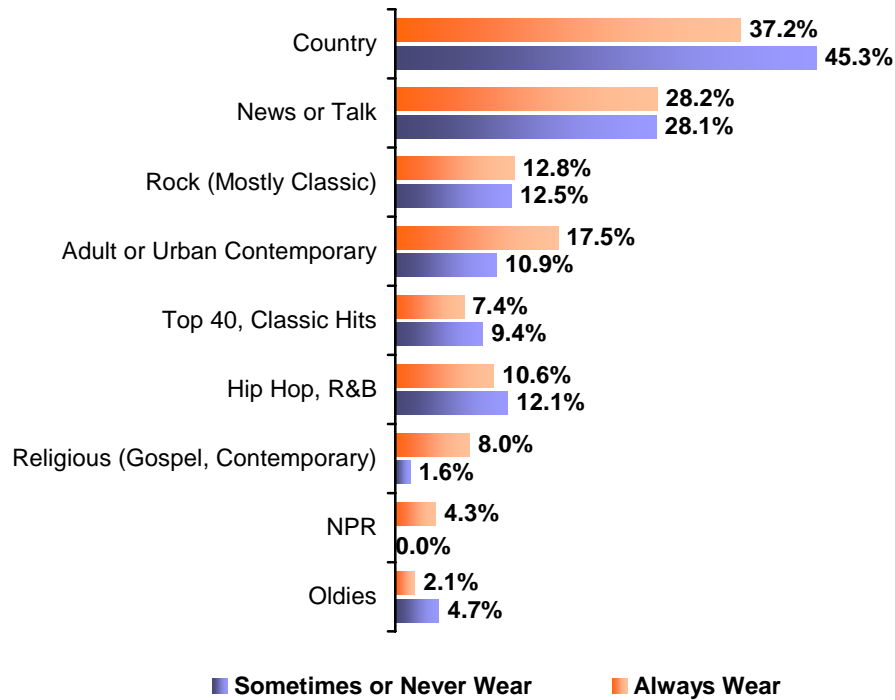
It was possible to identify the music formats for 254 of the FM/AM non-satellite radio stations that respondents mentioned. The most popular radio format reported by commercial drivers was country (40.2%), followed by news or talk radio (28.0%). As shown in Figure 11, among drivers who report that they only *sometimes or never wear their seat belts*, 45.3% prefer country music.

Major Points:

Approximately two-thirds of the drivers indicate that radio is the best way to reach them with information about commercial vehicle safety.

Among drivers who read newspapers, the most popular publications are the Birmingham News (26.1%) and USA Today (18.1%).

Figure 11: Most Popular FM/AM Radio Station Formats of Stations Mentioned by Commercial Vehicle Drivers



Major Points:

Among drivers who report that they only sometimes or never wear their seat belts, 45.3% prefer country music.

10.8% of magazine readers recommend advertising in *Trucker News*.

Among respondents who use the Internet, 14.7% visit a variety of trucking websites.

The most frequently read newspapers mentioned by drivers were the *Birmingham News* (26.1%) and *USA Today* (18.1%). Among respondents who read magazines, trucking publications were most often identified. Specific publications include:

- *Trucker News* (11.0%)
- *Land Line* (6.4%)
- *Trucker Magazine* (5.8%)
- *Overdrive* (5.2%)
- Other trucking magazines (14.5%)

Among respondents who suggested using the Internet to communicate information about commercial vehicle safety, recommended sites include:

- *Yahoo* (15.8%)
- Trucking websites (14.7%)
- News websites (9.5%)
- *American Online* (8.4%)
- *MSN* (7.4%)

Among the 106 drivers who read trucking association newsletters and websites, the most frequently mentioned associations were:

- Alabama Trucking Association (23.6%)
- American Trucking Association (16.0%)
- Owner-Operator Independent Drivers Association (28.3%)
- Employers (company newsletters) (11.3%)

Thirty-three drivers provided suggestions and comments regarding educational programs that might be offered by the Department of Public Safety. While the comments were varied, one theme that emerged was the perceived need for car drivers (*4-wheelers*) to receive training on how to safely travel around tractor-trailers, particularly young people enrolled in driver's education courses (42.4% among drivers who offered suggestions).

Major Points:

Among drivers who read trucking association newsletters or visit association websites, 28.3% recommended advertising through the Owner-Operator Independent Drivers Association, and 23.6% suggested the Alabama Trucking Association.

Conclusions

Results obtained by CGS are encouraging and indicate that more Alabama truck drivers claim 100% seat belt use as do drivers in other areas of the Country.ⁱ Also, the percentage of truck drivers who say that they always wear their seat belt closely mirrors statistics obtained in 2005 indicating overall vehicle seat belt use in Alabama at 81.85%.ⁱⁱ

Several key conclusions to be drawn from this study include:

- Reported seat belt usage is very high (78.9%). However, there is room for improvement among drivers of all cargo types and other characteristics assessed in this study.
- Commercial drivers with the greatest room for improvement appear to be independent drivers who carry logs, poles, beams and lumber; metal; heavy machinery; and building and construction materials.
- The most effective way to reach non-seat belt wearers through advertising communications is through country music stations. Among drivers who do not consistently wear their seat belts, country music is the most preferred non-satellite radio format.

Drivers who do not always wear a seat belt gave a number of reasons that echo those that were discovered in a comprehensive 2005 national study sponsored by the Federal Motor Carrier Safety Administration including lack of seat belt comfort, fear of being trapped or injured by a seat belt in the case of an accident, and a restriction on movement and ability to see when backing, turning, parking, or negotiating tight areas. Deeper investigation into why drivers consider seat belts to be uncomfortable has been recently explored in focus group research and group participants revealed that there is a lack of awareness of how to correctly adjust seat belts for maximum safety and comfort. The same study also cited important improvements in the design of seat belts over the last decade to improve comfort and flexibility. Education campaigns conducted by DPS about how to correctly wear and adjust truck seat belts to avoid lockage and discomfort and touting improved design might motivate greater use.

Many drivers responded to the survey question asking under what circumstances they fail to wear their seat belt by instead indicating what situations motivated seat belt use. Many reported that law enforcement efforts increase their propensity to wear a seat belt. This result is similar to that found in a study conducted during a 2005 Alabama “Click it or Ticket” campaign that indicates that law enforcement activities increase seat belt use.ⁱⁱⁱ

Despite the successes of law enforcement campaigns, some truckers do not wear their seat belt when the threat of being caught is absent. And, based upon previous research, educational campaigns about the negative consequences of not wearing a seat belt might have limited success. Positive motivators, though, might induce longer term behavior change. For example, subjective interviewer observations indicate that drivers were very appreciative to receive a safety device to help them escape cab entrapment.

Many truckers informally indicated that they carry knives that they can use to cut a seat belt and break a window if such a need arises. Incentives such as seat belt cutters could be more widely offered in an effort to reduce driver concerns about seat belt dangers and increase seat belt use.

Although it was stressed to drivers that their responses should be written on the survey, many still engaged CGS professionals in conversation in an effort to express their opinions. Although such commentary generally mirrored the survey results, drivers seemed to feel strongly that education that targets automobile drivers would increase road safety. It was frequently expressed that automobile drivers do not clearly understand the conditions truck drivers operate under and how they drive in the presence of trucks affects truck drivers' abilities to maneuver to avoid accidents. While this type of education might not directly increase seat belt use, a highly visible automobile driver education campaign could result in commercial vehicle drivers feeling that their opinions are valuable to the DPS, thus encouraging a greater level of cooperation from truck drivers. Perhaps an innovative campaign aimed at educating both automobile and truck drivers about sharing the road safely and the importance of seat belt use that engages truck drivers to help educate automobile drivers would help create an environment that encourages truck driver advocacy.

ⁱ Bergoffen, G., Knipling, R. R., Tidwell, S. A., Short, J. B., Krueger, G. P., Inderbitzen, R. E., Reagle, G., & Murray, D. C. (2005). *Commercial truck and bus safety synthesis 8: Commercial vehicle safety belt usage, a synthesis of safety practices* (Project MC-08). Washington, DC:Transportation Research Board. Retrieved May 10, 2006 from http://trb.org/news/blurb_detail.asp?id=5183.

ⁱⁱ Glassbrenner, D. (2005, November). *Safety belt use in 2005 – use rates in the states and territories* (Report No. DOT HS 809 970). Washington, DC:NHTSA's National Center for Statistics and Analysis. Retrieved May 10, 2006 from <http://www-nrd.nhtsa.dot.gov/pdf/nrd-30/NCSA/RNotes/2005/809-932/images/809932.pdf>.

ⁱⁱⁱ *Executive Summary: Click It or Ticket*. Retrieved May 10, 2006 from <http://adeca.alabama.gov/clickit/> (Results from the 2005 law enforcement efforts).

Survey of Seat Belt Usage Among Tractor Trailer Drivers

Appendix A: Survey Instrument

Survey of Seat Belt Usage among Tractor Trailer Drivers

To be completed by the interviewer:

This driver resides or is based in Alabama []

What type of commercial vehicle are you driving today?

[] Truck Tractor (Bobtail)

[] Tractor with Double Trailers

[] Tractor with Semi-Trailer

[] Other Truck Tractor Configuration _____

We are with the Auburn University Survey Research Lab and we're conducting a survey on behalf of the Department of Public Safety on the usage of seat belts. The survey is very brief and your responses will be **COMPLETELY ANONYMOUS – Do Not Write Your Name on the Survey**. The purpose of the survey is to learn why commercial drivers choose to either wear or not wear their seat belts, and to identify the types of information that would help to encourage consistent seat belt usage. Your opinions in this survey will be greatly appreciated. You will receive a seat belt cutter from the Department of Public Safety.

Will you take a few moments to complete the survey?

TO BE COMPLETED BY THE DRIVER

THIS SURVEY IS ANONYMOUS. PLEASE DO NOT WRITE YOUR NAME ON THIS SURVEY.

Thank you for agreeing to participate in this survey. Please answer the following questions as completely and honestly as possible – your responses are anonymous and you should not record your name on the survey. Once you have answered the questions, fold your survey and **place it in the ballot box**.

1. How often do you wear your seat belt while operating your commercial vehicle?

[] Always

[] Never

[] Sometimes → On what occasions do you NOT wear your seat belt?

2. If you do not always wear your seat belt, which of the following reasons best explain why? (*Check all that apply and add any other reasons that may not be listed.*)

[] The seat belt is uncomfortable

[] There is no seat belt in your vehicle

[] You do not believe that the seat belt will protect you in the event of a crash

[] You believe that wearing a seat belt may place you in danger if you are in a crash in which the cabin is crushed.

[] You worry that you may not be able to unbuckle the seat belt after a crash, causing you to become trapped in the cabin.

[] Other reason (please specify in the box below)

3. What information could the Department of Public Safety provide that would motivate you to wear your seat belt at all times?

4. What is the best way to reach you with information about commercial vehicle safety?

Radio public service announcements →

What radio stations?

The Internet →

What types of sites do you visit?

Newspapers →

Which ones do you read most often?

Magazines →

Which ones do you read most often?

Through trucking association newsletters or websites →

What associations(s)?

Educational programs offered by the Department of Public Safety

Suggestions/Comments:

Other (please describe)

5. How many years have you been driving a commercial vehicle?

Less than 1 year

11 to 15 years

1 to 5 years

16 to 20 years

6 to 10 years

Longer than 20 years

6. Are you an independent owner/operator? Yes No

7. Are you registered for interstate transportation? (*Do you drive a tractor trailer outside of Alabama?*)

Yes No

8. What is the length of your average round trip? _____ miles

9. Do you transport hazardous materials? No Yes (Describe) _____

10. What types of cargo do you transport? (Check all categories that apply. Some examples have been provided to define each category.)

Cargo Categories (check all that apply to you):	Examples of specific products in each category:
<input type="checkbox"/> General freight (in containers)	<i>Packaged or containerized newly processed items, U.S. mail, cleaned and packaged laundry, non-refrigerated grocery items</i>
<input type="checkbox"/> Household/Trade goods	<i>Uncrated furniture, trade show displays and exhibits</i>
<input type="checkbox"/> Metal (sheets, coils, rolls)	<i>Fencing, cable, corrugated metal</i>
<input type="checkbox"/> Motor vehicles (no wheels touching the ground)	<i>New, used, and disabled cars</i>
<input type="checkbox"/> Piggyback, drive away/towaway (at least one axle on the road)	<i>Multiple saddlemounted trucks</i>
<input type="checkbox"/> Logs, poles, beams, lumber	<i>Dimension lumber, plywood, firewood, new pallets, pulpwood (most types of cut or processed wood EXCEPT lumber included with other construction components)</i>
<input type="checkbox"/> Building/construction materials	<i>Cargoes composed totally of materials used in construction projects such as insulation, bricks, bagged cement</i>
<input type="checkbox"/> Mobile homes	<i>Office trailers, ½ of manufactured homes, double-wides</i>
<input type="checkbox"/> Heavy Machinery, large objects	<i>Bulldozers, golf carts, boats, storage sheds, burial vaults</i>
<input type="checkbox"/> Farm products (unprocessed)	<i>Fresh vegetables, fruit, and eggs, cotton, animal by-products, flowers and plants</i>
<input type="checkbox"/> Liquid fuels or chemicals (in bulk)	<i>Gasoline</i>
<input type="checkbox"/> Liquid fuels or chemicals (not in bulk)	<i>Chemicals or liquid fuels in cylinders, LPG, propane, liquid butane</i>
<input type="checkbox"/> Other liquids in bulk	<i>Brine, unpackaged milk, septic waste, water, tallow</i>
<input type="checkbox"/> Gases (in bulk - carried in tank bodies only, not otherwise containerized)	<i>Aerosol propellant, gas butane, carbon dioxide, helium, oxygen, nitrogen</i>
<input type="checkbox"/> Gases (not in bulk)	<i>Gasses in cylinders, oxygen in cylinders, acetylene</i>
<input type="checkbox"/> Livestock/Live Animals	<i>Cattle, chickens, horses, bees, pigs, rats, etc.</i>
<input type="checkbox"/> Coal/coke	<i>Lignite, bituminous coal, anthracite, needle coke, petroleum coke</i>
<input type="checkbox"/> Chemicals (not in bulk)	<i>Packaged chemicals</i>
<input type="checkbox"/> Commodities dry bulk	<i>Scrap batteries, mulch, used tires, highway signs, empty used pallets or crates, mixing concrete</i>
<input type="checkbox"/> Refrigerated food or beverages	<i>Meat, seafood, beverages, or food carried in a reefer trailer or van</i>
<input type="checkbox"/> Explosives	<i>Ammunition, explosive bombs, detonating fuses, dynamite, jet thrust units, blasting caps, display fireworks, common fireworks</i>
<input type="checkbox"/> Other (Please Specify)	

The purpose of this study is to increase seat belt usage among Alabama's commercial vehicle drivers. Thank you for your participation!

*Survey of Seat Belt Usage
Among Tractor Trailer Drivers*

*Appendix B:
Recruitment Poster*

**Appendix B
Driver Recruitment Poster**

**Do you drive a tractor trailer?
Are you based in Alabama?**

If “yes,” Auburn University is conducting a safety belt survey among tractor trailer drivers and we need your opinions!

This anonymous survey should take no longer than 10 minutes to complete. Please tell us what you think, and have a safe journey.

The Auburn University Center for Governmental Services is conducting this study on behalf of the Alabama Department of Public Safety. The information collected will be used to increase safety belt usage in Alabama through driver education programs.



Center for Governmental Services, 2236 Haley Center, Auburn University, AL 36849, 334-844-4781



*Survey of Seat Belt Usage
Among Tractor Trailer Drivers*

*Appendix C:
Lists of Radio Stations, Newspapers,
and Magazines Provided by
Respondents*

Appendix C-Table 1: Radio Stations Listed by Survey Participants

Radio Stations	Count	Column %
XM Satellite Radio	91	19.3
All stations; all FM; it varies	50	10.6
AM WHHY 1440 Montgomery	38	8.1
Country	28	5.9
Talk Radio	22	4.7
Sirius Satellite Radio	20	4.2
WTVY 95.5 Dothan	18	3.8
Satellite Radio (not specified)	17	3.6
WZHT 105.7 Troy/Montgomery	17	3.6
WZZK 104.7 Birmingham	17	3.6
WLWI 92.3 Montgomery	16	3.4
WZRR 99.5 Birmingham	15	3.2
Out of State AM	11	2.3
101.1 The Source, Birmingham	9	1.9
106.9 Homewood/Birmingham	9	1.9
107.7 Birmingham (and possibly Georgiana)	9	1.9
CB Channel 19	8	1.7
WTUG 92.9 Tuscaloosa/Northport	8	1.7
WBHK 98.7 Birmingham/Warrior	8	1.7
NPR	7	1.5
WKXX 102.9 Attalia (or WNPT Marion)	7	1.5
WYOK 104.1 Atmore (or WALR LaGrange/Atlanta)	7	1.5
Rock; Classic Rock; Soft Rock	6	1.3
WDJC 93.7 Birmingham (or WRJM 93.7 Geneva)	6	1.3
WRKH 96.1 Mobile (or WQKS Montgomery, WXFL Huntsville)	6	1.3
WBAM 98.9 Montgomery	6	1.3
Fox 95.7 Tuscaloosa/Birmingham	6	1.3
WDXB 102.5 Birmingham/Jasper (or WESP Dothan)	6	1.3
WDJR 96.9 Dothan (or WRSA 96.9 Huntsville/Decatur)	5	1.1
WNSP 105.5 Bay Minette (or WVNA Muscle Shoals)	5	1.1
WTAK 106.1 Hartselle (WSTH Alexander City, WBMH Grove Hill)	5	1.1
AM WJOX 690 Birmingham	5	1.1
WYSF 94.5 Birmingham	4	.8

Radio Stations	Count	Column %
WQEN 103.7 Birmingham (or WAAO 103.7 Andalusia)	4	.8
WINL 98.5 Linden	4	.8
WHHY 101.9 Montgomery/Selma	4	.8
Fox 95.1 Montgomery	3	.6
WMJJ 96.5 Birmingham	3	.6
WKXN 96.7 Montgomery/Greenville (or Auburn/Opelika)	3	.6
WLBF 89.1 Montgomery	3	.6
WZYP 104.3 Huntsville/Athens	3	.6
WOKK 97.1 Meridian, MS	3	.6
WQEM 101.5 Columbiana	3	.6
WDBT 105.3 Headland/Dotham	3	.6
WDXX Dixie 100 Selma	2	.4
WVEE V103 Atlanta, GA	2	.4
WOOF 99.7 Dothan	2	.4
WMXS 103.3 Montgomery	2	.4
WKSJ 94.9 Mobile	2	.4
WABB 97.5 Mobile	2	.4
WKXN 107.9 Greenville/Montgomery	2	.4
WPHC 92.5 Birmingham	2	.4
WIZB 94.3 Abbeville	2	.4
WRLD 95.3 Valley	2	.4
WJZW 97.9 Wetumpka	2	.4
WRAX 100.5 Birmingham (or WLDA Fort Rucker)	2	.4
WYDE 101.1 Birmingham (or WZTZ Elba)	2	.4
Out of State FM Station	2	.4
Christian Radio/Gospel	2	.4
WNPT Linden (Catfish Country)	1	.2
97.3 Monroe, LA	1	.2
WJIZ 96.3 Albany/Bainbridge, GA	1	.2
WYYX 97.7 Pensacola, FL	1	.2
Fox 6 87.7FM, Birmingham	1	.2
WBHY 88.5 Mobile (and possibly an 88.5 in Guntersville)	1	.2
WBHM 90.3 Birmingham	1	.2
WDXX Dixie 100 100.1 Selma	1	.2
WQSB 105.1 Albertville	1	.2

Radio Stations	Count	Column %
WKMX 106.7 Enterprise	1	.2
WAQG 91.7 Ozark	1	.2
WZEW 92.1 Mobile	1	.2
WOAB 104.9 Ozark	1	.2
WAVH 106.5 Daphne/Mobile	1	.2
WGMZ 93.1 Glencoe/Anniston	1	.2
WPGG 93.3 Evergreen	1	.2
WTXT 98.1 Tuscaloosa	1	.2
WALX 100.9 Selma	1	.2
WAMI 102.3 Opp (or WELR Roanoke)	1	.2
WEUP 103.1 Huntsville	1	.2
WNSI 105.9 Atmore (or WRHY Centre, WRTR Brookwood)	1	.2
WBTG 106.3 Sheffield (or WKNU Brewton)	1	.2
AM WRAG 590 Carrollton	1	.2
AM WERC 960 Birmingham	1	.2
AM WAPI 1070 Birmingham	1	.2
AM WANI 1400 Auburn (or WFPA Fort Payne)	1	.2
AM WBIL 580 Tuskegee	1	.2
AM WJBB 1230 Haleyville	1	.2
AM WJDB 630 Thomasville	1	.2
AM Stations	1	.2
Total Number of Respondents¹	472	

¹ Percentages may total more than 100% due to multiple responses.

Appendix C-Table 2: Newspapers Listed by Survey Participants

Newspapers	Count	Column %
Birmingham News	72	26.1
USA Today	50	18.1
Montgomery Advertiser	17	6.2
Dothan Eagle	21	7.6
Mobile Press-Register	14	5.1
Anniston Star	13	4.7
Atlanta Journal Constitution	7	2.5
Opelika-Auburn News	7	2.5
Selma Times Journal	8	2.9
Mountain Eagle	3	1.1
Tuscaloosa News	7	2.5
All/any paper	8	2.9
Columbus Ledger	3	1.1
Cullman Times	2	.7
Local paper	5	1.8
Trucking publications	8	2.9
Other	46	16.7
Total Number of Respondents ²	276	

² Percentages may total more than 100% due to multiple responses.

Appendix C-Table 3: Magazines Listed by Survey Participants

Magazines	Count	Column %
Trucker News	19	11.0
Overdrive	9	5.2
Trucker Magazine	10	5.8
Time	8	4.7
Land Line	11	6.4
Car & Driver	5	2.9
Hot Rod	5	2.9
Other car magazines	15	8.7
Transportation Topics	8	4.7
Alabama Game and Fish	2	1.2
Jet	7	4.1
Ebony	5	2.9
ATA Magazine	4	2.3
Free Truck Stop Magazines	2	1.2
Trucking	4	2.3
Field & Stream	3	1.7
Other fishing, hunting, outdoor magazines	11	6.4
Other Trucking Magazines	25	14.5
Other	42	24.4
Total Number of Respondents ³	172	

³ Percentages may total more than 100% due to multiple responses.