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National Highway  
Traffic Safety  
Administration

PRETEST AND REFINEMENT OF ITEMS FOR  
ALCOHOL HIGHWAY SAFETY SURVEYS

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16. Abstract <p>This study summarizes the procedures employed in pre-testing a set of alcohol-highway safety questionnaire items. The procedures included conducting a set of focus groups and a series of telephone interviews on several forms of the questionnaires. The purpose of the project was to test various forms of the questionnaire items for use on continuing surveys for understanding, interpretability, and response variability. Administration time and degree of response difficulty were also measured.</p> <p><u>General Findings:</u> Respondents are able to define terms such as "drunk driving", "drinking and driving", and "alcohol impaired driving," but the meanings are not universal. Respondents have some difficulty forecasting probabilities and need probes to delimit answers. When respondents are told, at the beginning of the phone call, that they have been randomly selected and the specific sponsor of the study (e.g. NHTSA), they are more likely to answer a variety of sensitive issues re: drinking and driving.</p> <p>Participant response time on the various forms ranged from a low of 10 minutes to answer 34 questions to a high of 13 minutes to answer 47 questions. The forms are entitled: "General Deterrence" (34 Questions); "Public Information &amp; Education Emphasis Form" (Note: Option 1-without additional questions =35 questions; Option 2-with additional questions=47 questions); "General Deterrence and Public Information/Education Emphasis Form" (44 Questions). A reference set of questions entitled: "Core Questions" is included with a total of 35 questions.</p>			
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## INTRODUCTION

There are several sections to this report. The first section briefly summarizes the procedures employed in pre-testing a set of alcohol-highway safety questionnaire items. These procedures include the conduct of both focus groups and telephone interviews. Readers should be aware that the descriptions of the pre-testing procedures are brief; they are merely meant to provide an overview of what was done and of how the final versions of the questionnaires were developed.

The second section of this report contains copies of the finalized versions of the alcohol-highway safety questionnaires. Since pretesting and finalizing the alcohol-highway safety questionnaire items were the primary purposes of this project, the finalized questionnaire forms constitute the principal product of this project. Readers and users should be aware that, although the questionnaire forms are ready for use, interviewers should be trained and practiced in using and coding the forms prior to conducting an alcohol-highway safety survey.

The third section of the report contains the results of the focus group discussions. These results are provided in this report to provide readers with a flavor for the kinds of responses and definitions rendered to such concepts as "alcohol-impaired driving," "drunk driving," "driving after drinking too much," etc. Although focus group results are not generalizable, they provide insight into the nature of a problem, often clarify cloudy issues, and point the direction for further research. In the case of this project, the focus groups were conducted to obtain preliminary information about how to word items in a drinking-driving questionnaire with respect to understandability, lack of ambiguity, and commonality of meaning.

## SECTION I

### *Summary of Procedures Employed* in Pre-testing a Set of Alcohol-Highway Safety Questionnaires

## I. PURPOSE OF THE STUDY

The purpose of the study is taken directly from the Statement of Work:

"This project will pretest two sets of alcohol safety survey items for understanding, interpretability, and response variability. In addition, three special alcohol survey forms will be pilot tested to determine length of time for administration and to remedy any administrative problems."

The project took place in the context of government concern over deaths and injuries related to drunk driving behavior. The forms developed by the government and pretested in this project are intended to measure the effectiveness of a variety of programs aimed at reducing the number of accidents and injuries related to drunk driving.

## II. KEY PROJECT TASKS

The tasks outlined in the Statement of Work and executed in this pretest are outlined here:

- Task 1: Determine Unambiguous Wording for Questionnaire Items
- Task 2: Pretest Basic Core Questions
- Task 3: Pretest Special Alcohol Forms
- Task 4: Prepare Final Report

The remainder of this report details how each of the four tasks was completed and the findings for each task.

### III. RESULTS BY TASK

This portion of the report details results from three of the four tasks that comprise this study. Task 4 is the production of this final report.

Task 1: Focus Groups to Determine Unambiguous Wording for Questionnaire Items

Task 2: Pretest Basic Core Items

Task 3: Pretest Special Alcohol Forms

In Task 1 two focus groups each were held in Philadelphia and Norfolk to explore the meanings given to key words intended for use in the study questionnaires. The two cities were chosen for these reasons:

- Variations in state laws related to drinking and driving
- Project budget considerations for travel
- Desire to avoid doing research in the Washington Metro area.

Market research facilities in the two sites were required to locate participants who met the following qualifications:

1. Mix of men/women (60/40 split)
2. Currently holding a valid driver's license
3. Consumed either alcohol, beer or wine at least six times in the past year .

4. Employment - 70/30 split - emphasis on full time with at least two full-time homemakers in each group
5. Age range (Group A: 18-29) (Group B: 30-65)

The flow of the sessions followed this stream: The purpose and ground rules were stated and rapport was built with questions on state laws for drinking age and definitions of what constituted an "alcoholic beverage." About 10 minutes of each group was devoted to "war stories" to clear the air about drinking and driving incidents and to set the stage for a discussion of probabilities for being caught and punished for drinking and driving. Participants then filled out sample questions in a "mock questionnaire" that included some items from the draft survey forms in which the same "issue area" was asked in several different ways to determine if responses changed as a result of the way the question was worded. Some time was spent discussing various ways that traditional open ended questions could be "closed" and the session ended with participant comments and suggestions relevant to the conduct of telephone surveys.

The sessions were observed by a member of the NHTSA project staff and were tape recorded. Participants were paid for their time and light refreshments (non-alcoholic) were served.

There were five major findings from the four focus groups:

Finding #1: Very little ambiguity is present in the term "alcoholic beverage" -- Participants use it to describe wine, beer and liquor.

Finding #2: Some ambiguity exists between these three terms:

- Drunk Driving
- Drinking and Driving
- Alcohol Impaired Driving

Finding #3: Participants have a problem forecasting probabilities and tend to respond more accurately when presented with a scale on which to place themselves. When left to "set their own number" they tend to score low (e.g. zero, or "one or two times"). If a scale is presented they tend to mark slightly higher.

Finding #4: Questions formerly thought of as "open ended" can be closed with no difficulty.

Finding #5: Comments about telephone interviewing:

1. Tell respondent how long the call will take
2. Clearly identify the interviewer
3. Clearly state the purpose of the interview.

#### Task 2: Results of Pretest of Basic Core Questions

Twenty-six Basic Core Questions were developed in a study that preceded this one. While the majority of the questions had been tested in previous studies, some ambiguity still remained. The purpose of this task was to determine which questions still needed revision. A two-step process was used:

Step 1: Round one of testing -- Determine which questions required revision

Step 2: Round two of testing -- Test responses to Revised Questions  
(Iteration)

Round 1 calls were made to Hartford, Connecticut; Atlanta, Georgia; Milwaukee, Wisconsin; and San Diego, California over a six-day period between 6-9 pm, local time in the target city. Each respondent answered a 7-question screener and depending on response was either moved on to the core questions or terminated. Table III-A gives key information about Round 1 Calls.

Note: In this section, several tables appear that summarize data about the pre-tests. The phrase: "Total calls attempted" requires some explanation.

For example, in Table III-A on the following page the total number of calls attempted totals 272. The total number of completed calls is 36. In order to reach 36 persons who provided us with the following variables listed below, we had to talk to 272 respondents. Key variables:

- sex
- range of ages
- spread of cities
- consumed alcohol in last year
- current drivers license

TABLE III - A - KEY INFORMATION  
ABOUT ROUND 1 OF CORE QUESTIONS CALLS

Total Calls Attempted: 272

Total Calls Completed: 36

Range of Interview Times: Low of 5 minutes - High of 20 minutes

Overall average time: 8 minutes

Respondent Ratings: Hostile or Uncooperative - (Refused) - 6  
Reserved, limited communication - 1  
Brisk, quick to answer - 15  
Relaxed, communicative - 9  
Open, eager to talk - 5

Number of Males: 18      Number of Females: 18

Age Range: 21-78

Number of beer drinkers: 26

Number of wine drinkers: 32

Number of liquor drinkers: 29

Majority of respondents drank beer, wine or liquor light to moderately in a given week.

Key questions eligible for revision included:

- Question 1: Within the past 12 months, how often have you driven after you have had too much to drink for safe driving?
- Question 3: Police and the courts are the ones primarily responsible for doing something about alcohol impaired driving.
- Question 4: If I am alcohol impaired I do not drive.
- Question 9: Among your friends, is it acceptable to suggest to persons who have had too much to drink, that they should not drive, or that they should wait until their alcohol level is safe for driving?
- Question 10: I would drive after drinking enough to be legally drunk.

- Question 11: If it were legal I would drive after drinking too much.
- Question 12: Suppose you drove after drinking too much 100 times. How many times do you think you would be caught and punished? (TIMES OUT OF 100?)
- Question 16: Suppose you drove after drinking too much and are identified by the police as a drunk driver. What do you think your chances are out of 100 that you would suffer some negative consequences? (CHANCES OUT OF 100?)
- Question 17: Do these consequences keep you from driving after drinking too much?

Round 2 of the Core Questions was conducted in March, 1984 and the same cities were called as in Round 1. The screener was revised slightly and this round required four days of intensive telephoning to produce enough participants in each category. Calls were made on both week nights and weekends. Table III-B gives key information about Round 2 calls.

TABLE III - B KEY INFORMATION ABOUT

ROUND 2 OF CORE QUESTION CALLS

Total Calls Attempted: 170

Total Calls Completed: 18

Range of Interview Times: Low of 12 minutes - High of 26 minutes  
Overall average time: 15 minutes

Respondent Ratings: Hostile or Uncooperative - 0  
Reserved, limited communication - 7  
Brisk, quick to answer - 1  
Relaxed, communicative - 6  
Open, eager to talk - 4

Number of Males: 9      Number of Females: 9

Age range: 18-24 - 5 respondents  
25-49 - 7 respondents  
50+ - 6 respondents

Distribution of completed interview by city:

Atlanta: 4  
Hartford: 4  
Milwaukee: 5  
San Diego: 5

Liquor Preferences: Beer Drinkers - 8  
Wine Drinkers - 13  
Liquor Drinkers - 8

Drinking Frequency: Every Day - 1  
Several times a week - 5  
Once a week - 2  
Several times a month - 2  
Once a month - 3  
Less than once a month - 1  
A few times a year - 4

At the end of Round 2 of Core Question telephone calls the following changes were made to the questionnaires:

1. The appropriate "form" of a particular question was chosen
2. Questions were "broken up" so that agree/disagree formats were related and "some of the time/most of the time" modes were related
3. Questions were situated in different places in the form to more appropriately track "logic patterns" and to avoid confusion

Rather than a third round of tests on the core questions to test the changes listed directly above, it was decided to include the core questions in the pretest of the Special Alcohol Forms.

### Task 3: Results of Pretest of Special Alcohol Forms

Three special alcohol survey forms were developed for specific use by localities. All embody the core questions to some degree but stress different attributes of the campaign against drunk driving. Thus each form contains items "unique" to that particular form. The three forms have these titles:

Form 1: General Deterrence

Form 2: Public Information and Educational Emphasis

Form 3: General Deterrence and Public Information/Education Emphasis

Note: When the final forms were created, Form 2 actually had an "A" and "B" version which differed by the inclusion or exclusion of "optional" items.

The pretest of the Special Alcohol Forms was accomplished in a two-step procedure. First, all items which had not been previously pretested (i.e., were not basic core items) were pretested. After these "unique" items had been pretested, the forms were reconstituted and pilot tested to determine the average length of each interview and to identify potential problems in administering the questionnaire.

During the Step 1 pretest (testing the "unique" non-core items), telephone calls were made to the following cities:

- Pittsburgh, PA
- Houston, TX
- Minneapolis, MN
- Seattle, WA

Calls were made in late April and early May, 1984 and took place over a 5-day period. Nine interviews per city were collected from residents of the cities listed above. Key information about the calls is summarized in Table III-C below.

TABLE III - C - KEY INFORMATION ABOUT SPECIAL  
ALCOHOL INFORMATION FORMS - 36 TELEPHONE INTERVIEWS

Total Calls Attempted: 279

Range of Interview Times: Low of 7, high of 20 minutes

Majority of calls in 9-13 minute range

Respondent Ratings: Hostile = 0  
Reserved = 2  
Brisk = 5  
Relaxed = 20  
Open, eager = 9

Number of Males: 17      Number of Females: 19

Age Range of Respondents:

18-24: 2  
25-39: 16  
40-59: 13  
60 plus: 5

Distribution of completed interviews by city:

Pittsburgh, Pennsylvania: 9  
Houston, Texas: 9  
Minneapolis, Minnesota: 9  
Seattle, Washington: 9

Alcoholic beverage preferences:

Beer drinkers: 25  
Wine drinkers: 24  
Liquor drinkers: 20

Drinking Frequency: Every Day - 3  
Several times a week - 12  
Once a week - 6  
Several times a month - 4  
Once a month - 2  
Less than once a month - 1  
A few times a year - 8

Ever Drive Within One Hour of Drinking?

Yes - 22      No - 11      Yes, but no more - 3

Some comments that illustrate the results of the pretest of the "unique" items on the three Special Alcohol Forms are included here:

- Interviewers were in close agreement that many respondents felt the questions implied they personally were drunk drivers.
- Most persons felt the questions were hard to answer because they had never been in the circumstances indicated.
- In general, this set of respondents had fewer problems with understanding the questions asked of them than with similar groups in previous tests. "Don't know's" or "No opinions" were rare. There were no flagrant instances of respondents completely misunderstanding questions posed of them.

The last step in the testing process was to reconstitute the questionnaires so that each questionnaire included the appropriate "core" and "non core" items. The finalized versions of the questionnaires were then pilot tested principally for administration time, question area flow and ease/difficulty of response.

This last pretest of all elements took place in late May and the completed interviews were conducted in the following cities:

- |                   |                 |
|-------------------|-----------------|
| ● Pittsburgh, PA  | ● Milwaukee, WI |
| ● Houston, TX     | ● Hartford, CT  |
| ● Minneapolis, MN | ● Atlanta, GA   |
| ● Seattle, WA     | ● San Diego, CA |

The reconstituted questionnaires were color coded to facilitate identification. There were five versions of the forms as indicated below:

Form A	Orange	"General Deterrence"
Form B-1	Yellow	"Public Information and Education Emphasis Form" - <u>Without</u> optional questions
Form B-2	Green	"Public Information and Education Emphasis Form" - <u>With</u> optional questions.
Form C	Blue	"General Deterrence and Public Information/Education Emphasis Form"
Form D	Pink	"Core Questions"

Forms A-C garnered responses from nine respondents spread across the eight cities listed earlier in this section. Form D was embodied in various forms as appropriate.

Table III-D gives key information about the results from this final round of pre-testing.

TABLE III-D

**KEY INFORMATION ABOUT FINAL ROUND OF "RECONSTITUTED"  
QUESTIONNAIRES (CORE AND SPECIAL QUESTIONS)**

Total Calls Attempted: 196

Total Calls Completed: 36

The following data will be presented by Form since variations occur:

	<u>Form A</u> Gen. Det.	<u>Form B-</u> Pub. Info. & Ed. Emph. (+ opt. Q's)	<u>Form B-2</u> Pub. Info. & Ed. Emph. (w/o opt.Q's)	<u>Form C</u> Gen. Det & Public Info./ Educ. Emph.
<b>ITEMS</b>				
● No. of Males	1	6	5	7
Females	8	3	4	2
● Ages:				
18-24	2	2	1	1
25-39	5	5	4	6
40-59	2	2	4	2
60+	0	0	0	0
● Drive within 1 hr. of drinking:				
All the time	0	0	Yes=7	Yes=7
Most of the time	0	0	No=2	No=2
Some times	1	3		
Almost never	7	2		
Never	1	4		
● Drinking Freq.				
Every Day	0	0	0	0
Sev. x Week	1	3	3	1
Once x Week	2	2	2	3
Sev. x Month	1	1	0	2
Once x Month	2	1	1	2
Less than once x Mo.	1	1	0	1
Few x Year	2	1	3	0
● Beverage Pref.				
Beer	4	7	3	7
Wine	9	6	7	6
Liquor	9	7	5	7

#### IV. SUMMARY

The purposes of this project were achieved:

1. Pretested two sets of alcohol safety survey items for understanding, interpretability, and response variability.
2. Pilot tested items on three sets of special alcohol survey forms to determine length of time of administration.

When the study was completed, five forms (A, B-1, B-2, C, D) were generated. The Table below gives a summary of information for each form:

# TABLE IV - A - QUESTIONNAIRE

## SUMMARY INFORMATION

Note: Each questionnaire contains 9 questions at the beginning of the form which serve as a screener for reaching the appropriate respondent. The number of questions listed below in this table are the actual number of questions on the form, excluding screener items.

FORM NAME	FORM COLOR	NO. OF QUESTIONS	APPROXIMATED AVERAGE TIME TO ADMINISTER
A: General Deterrence	Orange	34	10 minutes
B: Version 1: Public Information and Education Emphasis Form ( <u>Without optional questions</u> )	Yellow	35	10 minutes
B: Version 2: Public Information and Education Emphasis Form ( <u>With optional questions</u> )	Green	47	13 minutes
C: General Deterrence and Public Information/ Education Emphasis Form	Blue	44	12 minutes
D: Core Questions **	Pink	35	10 minutes

\*\* These questions do not comprise a "questionnaire". They are included only for reference. In addition, the actual number of core questions is 30. The five additional questions (31-35) were added to allow the questionnaire to stand alone if desired.

SECTION II

ALCOHOL HIGHWAY SAFETY QUESTIONNAIRES:

FINALIZED FORMS

FORM A: GENERAL DETERRENCE

PHONE NUMBER: \_\_\_\_\_ CITY: \_\_\_\_\_

DATE OF INTERVIEW: \_\_\_\_\_ INTERVIEWER NAME: \_\_\_\_\_

TIME OF CALL: \_\_\_\_\_ LENGTH OF CALL: \_\_\_\_\_

- RESPONDENT RATING: 1 - HOSTILE, UNCOOPERATIVE  
2 - RESERVED, LIMITED COMMUNICATION  
3 - BRISK, QUICK TO ANSWER  
4 - RELAXED, COMMUNICATIVE  
5 - OPEN, EAGER TO TALK
- 

HELLO: MY NAME IS \_\_\_\_\_ AND.....

READ: "I'M CALLING TODAY TO ASK YOU FOR YOUR OPINIONS ON SOME IMPORTANT QUESTIONS RELATED TO THE ISSUE OF DRINKING AND DRIVING. I DON'T MEAN TO PRY, BUT MANY PUBLIC INSTITUTIONS, INCLUDING THE U.S. GOVERNMENT NEED TO COLLECT INFORMATION ABOUT THIS PROBLEM. REMEMBER, YOUR ANSWERS ARE CONFIDENTIAL.

1. Are you a licensed driver currently? a. \_\_\_\_\_ YES b. \_\_\_\_\_ no

IF 'NO' -- "WE ARE ONLY TALKING TO LICENSED DRIVERS -- IS THERE ANYONE ELSE AT HOME NOW THAT I COULD TALK TO?"

REPEAT QUESTION 1 WITH NEW RESPONDENT

2. Sex of Respondent: a. \_\_\_\_\_ MALE b. \_\_\_\_\_ FEMALE
3. What is your age? a. 18-24 b. 25-39 c. 40-59 d. 60 plus
4. How many years have you been driving? a. 1-5 yrs. b. 6-10 yrs. c. 11-19 yrs. d. 20+
5. Would you please estimate for me the number of miles you personally drive in a typical year? (READ CHOICES)
- a. \_\_\_\_\_ UNDER 10,000 b. \_\_\_\_\_ BETWEEN 10,000-19,999  
c. \_\_\_\_\_ OVER 20,000 MILES
6. Have you ever driven within one hour of drinking an alcoholic beverage?
- a. YES b. NO (SKIP TO Q. #8) c. YES, BUT NOT ANYMORE d. DON'T KNOW

7. How often would you say that you drive within one hour of consuming an alcoholic beverage? Would you say this happens. . . (Read Responses)

- a. ALL THE TIME    b. MOST OF THE TIME    c. SOME OF THE TIME  
d. ALMOST NONE OF THE TIME    e. NONE OF THE TIME

8. Do you drink?

YES

NO

a. BEER

\_\_\_\_\_

\_\_\_\_\_

IF ALL ARE NO, SKIP  
DOWN

b. WINE

\_\_\_\_\_

\_\_\_\_\_

c. LIQUOR

\_\_\_\_\_

\_\_\_\_\_

9. In general, about how often do you drink beer, wine or liquor?

I'LL READ SEVERAL CATEGORIES AND YOU TELL ME WHICH ONE FITS YOU BEST:

a. EVERY DAY \_\_\_\_\_

b. SEVERAL TIMES A WEEK \_\_\_\_\_

c. ONCE A WEEK \_\_\_\_\_

d. SEVERAL TIMES A MONTH \_\_\_\_\_

e. ONCE A MONTH \_\_\_\_\_

f. LESS THAN ONCE A MONTH \_\_\_\_\_

g. A FEW TIMES A YEAR \_\_\_\_\_

IF NEVER: \_\_\_\_\_ READ:

"I'M SORRY, WE ARE LIMITING THIS SURVEY TO PERSONS  
WHO DRINK ALCOHOL BEVERAGES, SO I WON'T NEED TO  
ASK ANY FURTHER QUESTIONS. THANKS FOR YOUR TIME.

---

END OF SCREENER QUESTIONS -- IF RESPONDENT IS  
QUALIFIED, GO ON TO NEXT SET OF QUESTIONS

1. Within the past 12 months, how often have you driven when your blood alcohol content was over the legal limit?
- a. Daily
  - b. 2-6 times per week
  - c. Once a week
  - d. Once every 2 weeks
  - e. Once a month
  - f. About 4-6 times a year
  - g. About once or twice a year
  - h. Never

---

LISTED BELOW IS A SET OF STATEMENTS ABOUT DRINKING AND DRIVING. I'LL READ THE STATEMENT. PLEASE TELL ME IF YOU:

A. STRONGLY AGREE      B. AGREE      C. DISAGREE      D. STRONGLY DISAGREE

THERE ARE NO RIGHT OR WRONG ANSWERS. WE ARE INTERESTED IN YOUR PERSONAL REACTIONS TO THE STATEMENT.

---

- |  |   |   |   |   |
|--|---|---|---|---|
| 2. I should take positive action to prevent others from driving while impaired by alcohol.   | a | b | c | d |
| 3. The primary responsibility for reducing alcohol-impaired driving rests with the police and the courts.  | a | b | c | d |
| 4. I should take action to avoid my own alcohol impaired driving.  | a | b | c | d |
| 5. Except for alcoholics and persons with real drinking problems, few people drive alcohol-impaired.   | a | b | c | d |
| 6. The way I usually drink alcohol does not affect my driving abilities.   | a | b | c | d |
| 7. Suppose you drive after drinking too much. What are your chances (out of 100) of getting caught and punished? For example, would you say your chances are 10 out of 100, 40 out of 100, 75 out of 100? (Probe: Could you give me a number that best states your chances of getting caught and punished as a result of driving after having too much to drink? ) |   |   |   |   |

Chance out of 100 \_\_\_\_ (Skip to Q. 8) (If answer is "Zero", skip to Q. 10)

7a. FOR A REFUSAL, OR "I DON'T KNOW", OR "I CAN'T ANSWER THAT QUESTION", use this approach:

o Would you say your chances are greater or less than 50% Greater Less

IF ANSWER IS "GREATER" THAN 50%, Ask: "How much greater than 50%?"

Possible Probe: Between 50% and 75% More than 75%

Can you give me a specific percent? \_\_\_\_\_

IF ANSWER IS "LESS THAN 50%, Ask: "How much less than 50%?"

Possible Probe:    Between 25% and 50%                      Less than 25%

Can you give me a specific percent?\_\_\_\_\_

8. Is the chance of getting caught and punished (\_\_\_TIMES OUT OF 100) high enough to keep you from driving after drinking too much?

YES (GO TO Q. 9)                      NO (GO TO Q. 10)                      NOT APPLICABLE (GO TO Q. 11)

9. If "Yes" to Question 8: Why do you think you might be caught and punished if you drive after drinking too much?

(DO NOT READ. CIRCLE ALL THAT APPLY)

- a. Increased enforcement
- b. Police know where to look
- c. Police know what to look for
- d. Police cracking down on DWI's
- e. Police trained to catch DWI's
- f. Police use roadblocks
- g. Citizen reports to police
- h. People told me
- i. Someone I know got caught
- j. TV, radio coverage
- k. Newspaper articles
- l. Other (Specify)

GO TO QUESTION 11

10. If "No" to Question 8: "Why do you think you might be able to drive after drinking too much and not get caught and punished?"

(DO NOT READ. CIRCLE ALL THAT APPLY)

- a. Police won't see
- b. Police won't stop
- c. Police won't arrest
- d. Can drive safely
- e. Can drive normally
- f. Not enough police
- g. I haven't been caught yet
- h. I wouldn't do it anyway (FOR THOSE WHO ANSWERED "ZERO" TO Q. 7)
- i. Other (Specify) \_\_\_\_\_

---

Now I'll read another set of questions about drinking and driving. I'll read the statement and you tell me if the statement is true for you:

A. All the Time    B. Most of the Time    C. Some of the Time    D. None of the Time

There are no right or wrong answers. We are interested in your personal reactions to the statements.

---

- |   |   |   |   |   |
|---|---|---|---|---|
| 11. I would drive after drinking enough to be legally drunk.  | a | b | c | d |
| 12. Among my friends it is acceptable to suggest that they shouldn't drive when they have had too much to drink.      | a | b | c | d |
| 13. If I am alcohol impaired I do not drive.  | a | b | c | d |
| 14. If there were no drunk driving laws I would drive after drinking too much.  | a | b | c | d |
| 15. Among my friends it is acceptable to suggest that they should wait until their alcohol level is safe for driving. | a | b | c | d |
-

NOW I WANT TO ASK YOU SOME QUESTIONS ABOUT WHAT MIGHT HAPPEN IN THE FUTURE:

16. Suppose you drive after drinking too much. What are your chances (out of 100) that you will be seen by police? Would you say your chances are 10 out of 100? 40 out of 100? or 75 out of 100? (PROBE: CAN YOU GIVE ME A NUMBER BETWEEN 1 AND 100 THAT BEST STATES YOUR CHANCES OF BEING SEEN BY THE POLICE WHILE DRIVING AFTER YOU HAVE HAD TOO MUCH TO DRINK?)

16. \_\_\_\_\_

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16a. FOR A REFUSAL OR "I DON'T KNOW" OR "I CAN'T ANSWER THAT QUESTION, USE THIS APPROACH:

- o Would you say your chances are greater or less than 50%?

\_\_\_\_\_ GREATER \_\_\_\_\_ LESS

IF ANSWER IS "GREATER" THAN 50%, Ask: "How much greater than 50%? \_\_\_\_\_

POSSIBLE PROBE: Between 50% - 75% \_\_\_\_\_ More than 75% \_\_\_\_\_

IF ANSWER IS "LESS" THAN 50%, Ask: "How much less than 50%?" \_\_\_\_\_

POSSIBLE PROBE: Between 25% - 50% \_\_\_\_\_ Less than 25% \_\_\_\_\_

Can you give me a specific percent? \_\_\_\_\_

- 
17. Suppose you drive after drinking too much and are seen by the police or others. What are your chances (out of 100) of being stopped by the police? Would you say your chances are 10 out of 100? 40 out of 100? 75 out of 100? or what? (PROBE: COULD YOU GIVE ME A NUMBER THAT BEST STATES YOUR CHANCES OF BEING STOPPED BY THE POLICE AFTER YOU HAVE HAD TOO MUCH TO DRINK?)

17. \_\_\_\_\_

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17a. FOR A REFUSAL OR "I DON'T KNOW" OR "I CAN'T ANSWER THAT QUESTION, USE THIS APPROACH:

- o Would you say your chances are greater or less than 50%?

\_\_\_\_\_ GREATER \_\_\_\_\_ LESS

IF ANSWER IS "GREATER" THAN 50%, Ask: "HOW MUCH GREATER THAN 50%?" \_\_\_\_\_

POSSIBLE PROBE: BETWEEN 50% - 75% \_\_\_\_\_ MORE THAN 75% \_\_\_\_\_

IF ANSWER IS "LESS" THAN 50%, Ask: "HOW MUCH LESS THAN 50%?" \_\_\_\_\_

POSSIBLE PROBE: BETWEEN 25% - 50% \_\_\_\_\_ LESS THAN 25% \_\_\_\_\_

Can you give me a specific percent? \_\_\_\_\_

18. Suppose you drive after drinking too much and are stopped by the police. What are your chances, (out of 100) that the police will recognize you as a drunk driver? For example: Would you say your chances are 10 out of 100? 40 out of 100? 75 out of 100? (PROBE: COULD YOU GIVE ME A NUMBER THAT BEST STATES YOUR CHANCES OF BEING STOPPED BY THE POLICE AND RECOGNIZED AS A DRUNK DRIVER?)

18. \_\_\_\_\_

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18a. FOR A REFUSAL OR "I DON'T KNOW" OR "I CAN'T ANSWER THAT QUESTION," USE THIS APPROACH:

- o Would you say your chances are greater or less than 50%?

\_\_\_\_\_ GREATER

\_\_\_\_\_ LESS

IF ANSWER IS "GREATER" THAN 50%, Ask: "HOW MUCH GREATER THAN 50%" \_\_\_\_\_

POSSIBLE PROBE: BETWEEN 50% - 75% \_\_\_\_\_ MORE THAN 75% \_\_\_\_\_

IF ANSWER IS "LESS" THAN 50%, Ask: "HOW MUCH LESS THAN 50%?" \_\_\_\_\_

POSSIBLE PROBE: BETWEEN 25% - 50% \_\_\_\_\_ MORE THAN 25% \_\_\_\_\_

Can you give me a specific percent? \_\_\_\_\_

- 
19. Suppose you were stopped and recognized by the police as a drunk driver. What are your chances (out of 100) of suffering some negative consequences? For example would you say your chances are 10 out of 100? 40 out of 100? 75 out of 100? (PROBE: COULD YOU GIVE ME A NUMBER THAT BEST STATES YOUR CHANCES OF SUFFERING SOME NEGATIVE CONSEQUENCES?)

19. \_\_\_\_\_

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19a. FOR A REFUSAL OR "I DON'T KNOW" OR "I CAN'T ANSWER THAT QUESTION," USE THIS APPROACH:

- o Would you say your chances are greater or less than 50%?

\_\_\_\_\_ GREATER

\_\_\_\_\_ LESS

IF ANSWER IS "GREATER" THAN 50%, Ask: "HOW MUCH GREATER THAN 50%" \_\_\_\_\_

POSSIBLE PROBE: BETWEEN 50% - 75% \_\_\_\_\_ MORE THAN 75% \_\_\_\_\_

IF ANSWER IS "LESS" THAN 50%, Ask: "HOW MUCH LESS THAN 50%?" \_\_\_\_\_

POSSIBLE PROBE: BETWEEN 25% - 50% \_\_\_\_\_ MORE THAN 25% \_\_\_\_\_

Can you give me a specific percent? \_\_\_\_\_

20. If you were convicted of a drunk driving first offense, how unpleasant would the consequences be?
- a. extremely unpleasant
  - b. very unpleasant
  - c. somewhat unpleasant
  - d. not very unpleasant
  - e. not at all unpleasant
21. Do these consequences influence your decision to drive after drinking too much? Would you say they:
- a. strongly influence my decision
  - b. influence me a little
  - c. are so low I don't worry about it
  - d. never thought about it
22. Do these consequences keep you from driving after drinking too much?
- a. All the time
  - b. Most of the time
  - c. Some of the time
  - d. None of the time
23. Compared with a year ago, has the likelihood of your driving after drinking too much?
- a. Increased (GO TO Q. 24)
  - b. Decreased (GO TO Q. 24)
  - c. Stayed the same (GO TO Q. 25)

24. Why has the likelihood of your driving after drinking too much changed?

(DO NOT READ. CIRCLE ALL THAT APPLY)

- a. Increased DWI enforcement
- b. Stricter penalties for DWI
- c. More aware of illegality of DWI
- d. More aware DWI is serious offense
- e. Have been arrested for DWI
- f. Personal circumstances
- g. Health
- h. Change in drinking behavior
- i. More aware of dangers
- j. More information about the problem of drinking and driving
- k. DON'T KNOW
- l. Other (Specify: \_\_\_\_\_)

25. What might the police and courts do so that you wouldn't drive while impaired by alcohol? (DON'T READ OR PROBE. CIRCLE ALL THAT APPLY)

- a. take license away
- b. restrict license
- c. jail
- d. big fines
- e. roadblocks
- f. more police
- g. more arrests
- h. courts/police don't let people off
- i. advertise roadblocks, crackdown, etc.
- j. nothing can be done
- k. I never would drive while impaired
- l. DON'T KNOW
- m. Other (Specify: \_\_\_\_\_)

26. Suppose you are planning to drive someplace where you knew there would be drinking. Are there things you COULD DO so that you would not have to drive after having drunk too much?

a.        YES    b.        NO (GO TO Q. 30)    c.        I DON'T DRINK AND DRIVE (GO TO Q. 29)

27. What are some of the things you COULD DO? (FILL IN COLUMN A--DO NOT READ OR PROBE)

28. Now, can you tell me the things you HAVE DONE in the past year to avoid driving after drinking too much? (FILL IN COLUMN B--DO NOT READ OR PROBE)

ITEM	A COULD DO	B HAVE DONE
a. Don't drink alcoholic beverages	_____	_____
b. Limit the number of drinks	_____	_____
c. Eat Food	_____	_____
d. Drink some alcoholic beverages and some non-alcoholic beverages	_____	_____
e. Stop drinking at a predetermined time	_____	_____
f. Plan to have someone drive home	_____	_____
g. Walk home	_____	_____
h. Plan to take a taxi or public transportation	_____	_____
i. Test self for own alcohol level	_____	_____
j. Stay overnight	_____	_____
k. Drink coffee, tea	_____	_____
l. Dilute drinks	_____	_____
m. Wait until effects of alcohol wear off	_____	_____
n. Other (Specify: _____)		

29. [Ask only in response to "I DON'T DRINK AND DRIVE" in Q. 26 OR 28.] What do you do specifically to ensure that you don't drink and drive?

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30. How can you tell when you have had too much to drink to drive safely?  
(DO NOT READ OR PROBE. CIRCLE ALL THAT APPLY)

- a. Number of Drinks
- b. Slurred Speech
- c. Weaving/Staggering
- d. Personality Changes (e.g., very talkative, loud, aggressive, very quiet, etc.)
- e. Getting Sick
- f. Can't Stand Up
- g. Sleepy
- h. Passed Out
- i. Blurred Vision (inability to focus easily)
- j. Can Just Tell (Nothing Specific)
- k. Can't Tell
- l. Other (please specify) \_\_\_\_\_

31. Are there any services available in your community that individuals can use to avoid driving after they have had too much to drink?

- a. YES (GO TO Q. 32)    b. NO ( GO TO Q. 33)    c. DON'T KNOW (SKIP TO Q. 33)

32. What are these services? (DO NOT READ OR PROBE -- CHECK ALL RESPONSES)

- a. TAXI
- b. PUBLIC TRANSPORTATION
- c. DIAL-A-RIDE
- d. POLICE
- e. NAME OF A SPECIFIC LOCAL PROGRAM (PLEASE SPECIFY) \_\_\_\_\_
- f. OTHER: (PLEASE SPECIFY) \_\_\_\_\_

33. Suppose you are away from home and decide to have some drinks. Later on, you decide to drive home. Where would you be most likely to have had the drinks?  
(RECORD FIRST 2 RESPONSES, IF ONLY ONE RESPONSE GIVEN, ASK: "Is there anyplace else you might have drinks?")

	FIRST RESPONSE	SECOND RESPONSE
a. Bars/Taverns	_____	_____
b. Restaurants	_____	_____
c. Cocktail Lounges	_____	_____
d. Other People's Homes	_____	_____
e. Sporting Events	_____	_____
f. Cars/Vans	_____	_____
g. At Home	_____	_____
h. Other (please specify):	_____	_____

34. What was the last grade level that you completed in school?

- a. Completed elementary school (sixth grade)
- b. Some high school
- c. Completed high school
- d. Some college
- e. Completed college
- f. Some graduate work
- g. Completed graduate work (either M.A. or Ph.D.)

---

THAT'S ALL THE QUESTIONS I WANTED TO ASK. THANK YOU VERY MUCH FOR  
SHARING YOUR VIEWS WITH US ABOUT DRUNK DRIVING. HOPEFULLY THE RESULTS  
OF THIS SURVEY CAN BE USED TO IMPROVE EFFORTS TO COMBAT DRUNK DRIVING.  
THANK YOU AGAIN -- GOODBYE

---

VERSION 1

FORM B: PUBLIC INFORMATION AND EDUCATION EMPHASIS FORM  
(without optional questions)

PHONE NUMBER: \_\_\_\_\_ CITY: \_\_\_\_\_

DATE OF INTERVIEW: \_\_\_\_\_ INTERVIEWER NAME: \_\_\_\_\_

TIME OF CALL: \_\_\_\_\_ LENGTH OF CALL: \_\_\_\_\_

- RESPONDENT RATING: 1 - HOSTILE, UNCOOPERATIVE  
2 - RESERVED, LIMITED COMMUNICATION  
3 - BRISK, QUICK TO ANSWER  
4 - RELAXED, COMMUNICATIVE  
5 - OPEN, EAGER TO TALK

HELLO: MY NAME IS \_\_\_\_\_ AND.....

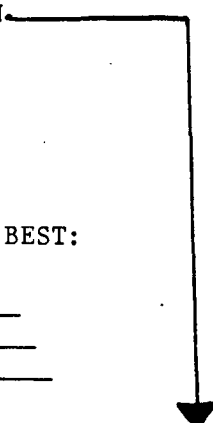
READ: "I'M CALLING TODAY TO ASK YOU FOR YOUR OPINIONS ON SOME IMPORTANT QUESTIONS RELATED TO THE ISSUE OF DRINKING AND DRIVING. I DON'T MEAN TO PRY, BUT MANY PUBLIC INSTITUTIONS, INCLUDING THE U.S. GOVERNMENT NEED TO COLLECT INFORMATION ABOUT THIS ISSUE TO DEVELOP EFFECTIVE PROGRAMS TO COMBAT THE PROBLEM. REMEMBER, YOUR ANSWERS ARE CONFIDENTIAL."

1. Are you a licensed driver currently? a. \_\_\_\_\_ YES b. \_\_\_\_\_ no

IF 'NO' -- "WE ARE ONLY TALKING TO LICENSED DRIVERS -- IS THERE ANYONE ELSE AT HOME NOW THAT I COULD TALK TO?"

REPEAT QUESTION 1 WITH NEW RESPONDENT

2. Sex of Respondent: a. \_\_\_\_\_ MALE b. \_\_\_\_\_ FEMALE  
3. What is your age? a. 18-24 b. 25-39 c. 40-59 d. 60 plus  
4. How many years have you been driving? a. 1-5 yrs. b. 6-10 yrs. c. 11-19 yrs. d. 20+  
5. Would you please estimate for me the number of miles you personally drive in a typical year? (READ CHOICES)  
a. \_\_\_\_\_ UNDER 10,000 b. \_\_\_\_\_ BETWEEN 10,000-19,999  
c. \_\_\_\_\_ OVER 20,000 MILES

6. Have you ever driven within one hour of drinking an alcoholic beverage?  
a. YES    b. NO (SKIP TO Q. #8)    c. YES, BUT NOT ANYMORE    d. DON'T KNOW
7. How often would you say that you drive within one hour of consuming an alcoholic beverage? Would you say this happens . . . (Read Responses)  
a. ALL THE TIME    b. MOST OF THE TIME    c. SOME OF THE TIME  
d. ALMOST NONE OF THE TIME    e. NONE OF THE TIME
8. Do you drink?                      YES                      NO
- |           |       |       |  |
|-----------|-------|-------|--|
| a. BEER   | _____ | _____ | IF ALL ARE NO, SKIP<br>DOWN  |
| b. WINE   | _____ | _____ |  |
| c. LIQUOR | _____ | _____ |  |
9. In general, about how often do you drink beer, wine or liquor?  
I'LL READ SEVERAL CATEGORIES AND YOU TELL ME WHICH ONE FITS YOU BEST:
- |                             |                                 |
|-----------------------------|---------------------------------|
| a. EVERY DAY _____          | b. SEVERAL TIMES A WEEK _____   |
| c. ONCE A WEEK _____        | d. SEVERAL TIMES A MONTH _____  |
| e. ONCE A MONTH _____       | f. LESS THAN ONCE A MONTH _____ |
| g. A FEW TIMES A YEAR _____ |                                 |
- IF NEVER:    \_\_\_\_\_    READ:    "I'M SORRY, WE ARE LIMITING THIS SURVEY TO PERSONS WHO DRINK ALCOHOL BEVERAGES, SO I WON'T NEED TO ASK ANY FURTHER QUESTIONS. THANKS FOR YOUR TIME."
- 

END OF SCREENER QUESTIONS -- IF RESPONDENT IS  
QUALIFIED, GO ON TO NEXT SET OF QUESTIONS

1. Within the past 12 months, how often have you driven while impaired by alcohol?
- a. Daily
  - b. 2-6 times per week
  - c. Once a week
  - d. Once every 2 weeks
  - e. Once a month
  - f. About 4-6 times a year
  - g. About once or twice a year
  - h. Never

---

LISTED BELOW IS A SET OF STATEMENTS ABOUT DRINKING AND DRIVING. I'LL READ THE STATEMENT. PLEASE TELL ME IF YOU:

A. STRONGLY AGREE      B. AGREE      C. DISAGREE      D. STRONGLY DISAGREE

THERE ARE NO RIGHT OR WRONG ANSWERS. WE ARE INTERESTED IN YOUR PERSONAL REACTIONS TO THE STATEMENT.

---

- |   |   |   |   |   |
|---|---|---|---|---|
| 2. I should take positive action to prevent others from driving while impaired by alcohol.                | a | b | c | d |
| 3. The primary responsibility for reducing alcohol-impaired driving rests with the police and the courts. | a | b | c | d |
| 4. I should take action to avoid my own alcohol impaired driving.   | a | b | c | d |
| 5. Except for alcoholics and persons with real drinking problems, few people drive alcohol-impaired.      | a | b | c | d |
| 6. The way I usually drink alcohol does not affect my driving abilities.                                  | a | b | c | d |
| 7. The drinking and driving behavior of my friends is none of my business.                                | a | b | c | d |
| 8. People who occasionally drink in social settings are among those who drive when impaired by alcohol.   | a | b | c | d |
| 9. When people like me drive after drinking, they may become part of the drunk-driving problem.           | a | b | c | d |
| 10. People I know sometimes drive while impaired by alcohol.  | a | b | c | d |

11. In the past, I may have driven when  
my abilities were impaired by  
alcohol.

a      b      c      d

12. We can avoid most alcohol-related  
accidents by dealing with a small  
number of people who drive when  
their abilities are severely impaired  
by alcohol.

a      b      c      d

(IF RESPONDENT ASKS, "WHAT NUMBER?" SAY "20% OR LESS: MARK HERE \_\_\_\_ THAT RESPONDENT  
NEEDED TO BE PROMPTED)

13. People who can "hold their liquor"  
don't have to worry about driving  
drunk.

a      b      c      d

-----  
Now I'll read another set of questions about drinking and driving. I'll read the statement and you tell me if the statement is true for you:

A. All the Time      B. Most of the Time      C. Some of the Time      D. None of the Time

There are no right or wrong answers. We are interested in your personal reactions to the statements.  
-----

- |   |   |   |   |   |
|---|---|---|---|---|
| 14. I would drive after drinking enough to be legally drunk.  | a | b | c | d |
| 15. I try to stop friends from driving after they have had too much to drink.   | a | b | c | d |
| 16. Among my friends it is acceptable to suggest that they shouldn't drive when they have had too much to drink.      | a | b | c | d |
| 17. If I am alcohol impaired I do not drive.  | a | b | c | d |
| 18. If there were no drunk driving laws I would drive after drinking too much.  | a | b | c | d |
| 19. Among my friends it is acceptable to suggest that they should wait until their alcohol level is safe for driving. | a | b | c | d |

20. Suppose you drive after drinking too much. What are your chances (out of 100) of getting caught and punished? For example, would you say your chances are 10 out of 100, 40 out of 100, 75 out of 100? (Probe: Could you give me a number that best states your chances of getting caught and punished as a result of driving after having too much to drink? )

Chance out of 100 \_\_\_\_\_ (Skip to Q. 21) (If answer is "Zero", skip to Q. 22)

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20a. FOR A REFUSAL, OR "I DON'T KNOW", OR "I CAN'T ANSWER THAT QUESTION", use this approach:

o Would you say your chances are greater or less than 50% \_\_\_\_\_ Greater \_\_\_\_\_ Less

IF ANSWER IS "GREATER" THAN 50%, Ask: "How much greater than 50%?" \_\_\_\_\_

Possible Probe: Between 50% and 75% \_\_\_\_\_ More than 75% \_\_\_\_\_

Can you give me a specific percent? \_\_\_\_\_

IF ANSWER IS "LESS THAN 50%, Ask: "How much less than 50%?" \_\_\_\_\_

Possible Probe: Between 25% and 50% \_\_\_\_\_ Less than 25% \_\_\_\_\_

Can you give me a specific percent? \_\_\_\_\_

- 
21. Is the chance of getting caught and punished ( \_\_\_\_\_ TIMES OUT OF 100) high enough to keep you from driving after drinking too much?

\_\_\_\_\_ YES \_\_\_\_\_ NO \_\_\_\_\_ NOT APPLICABLE

22. Suppose you are planning to drive someplace where you knew there would be drinking. Are there things you COULD DO so that you would not have to drive after having drunk too much?

a. \_\_\_\_\_ YES b. \_\_\_\_\_ NO (GO TO Q.27) c. \_\_\_\_\_ I DON'T DRINK AND DRIVE (GO TO Q. 26)

23. What are some of the things you COULD DO? (FILL IN COLUMN A--DO NOT READ OR PROBE)
24. Now, of the things you mention you could do, which WOULD YOU BE WILLING TO DO?  
(FILL IN COLUMN B - DO NOT READ OR PROBE)
25. Now, can you tell me the things you HAVE DONE in the past year to avoid driving after drinking too much? (FILL IN COLUMN C--DO NOT READ OR PROBE)

ITEM	A COULD DO	B WOULD DO	C HAVE DONE
a. Don't drink alcoholic beverages	_____	_____	_____
b. Limit the number of drinks	_____	_____	_____
c. Eat Food	_____	_____	_____
d. Drink some alcoholic beverages and some non-alcoholic beverages	_____	_____	_____
e. Stop drinking at a predetermined time	_____	_____	_____
f. Plan to have someone drive home	_____	_____	_____
g. Walk home	_____	_____	_____
h. Plan to take a taxi or public transportation	_____	_____	_____
i. Test self for own alcohol level	_____	_____	_____
j. Stay overnight	_____	_____	_____
k. Drink coffee, tea	_____	_____	_____
l. Dilute drinks	_____	_____	_____
m. Wait until effects of alcohol wear off	_____	_____	_____
n. Other (Specify: _____)			

26. (Ask only if answered "I DON'T DRINK AND DRIVE" to Q. 22 or Q. 25) What do you do specifically to ensure that you don't drink and drive?
- \_\_\_\_\_
- \_\_\_\_\_

27. Suppose you were giving a party or were in a place where there was drinking. Are there things you could do to keep others from driving after drinking too much?

a. \_\_\_\_\_ YES      b. \_\_\_\_\_ NO (GO TO Q. 31)      c. \_\_\_\_\_ I DON'T KNOW (GO TO Q. 31)

28. What are some things you COULD DO to keep others from driving after drinking too much? (FILL IN COLUMN A BELOW - DO NOT READ OR PROBE)
29. Of the actions you just mentioned, which if any, WOULD YOU BE WILLING TO DO? (FILL IN COLUMN B BELOW - DO NOT READ OR PROBE)
30. In the past year, which of the things you have mentioned HAVE YOU ACTUALLY DONE to prevent someone else from driving after drinking too much? (FILL IN COLUMN C BELOW - DO NOT READ OR PROBE)

ITEM	A COULD DO	B WOULD DO	C HAVE DONE
a. Serve non-alcoholic beverages (e.g. punch, sodas, juices, etc.)	_____	_____	_____
b. Serve stimulants (coffee, tea)	_____	_____	_____
c. Monitor the drinking of guests and friends	_____	_____	_____
d. Volunteer not to drink in order to drive others home	_____	_____	_____
e. Limit the amount of alcohol served	_____	_____	_____
f. Stop serving drinks at an appropriate time	_____	_____	_____
g. Intervene to stop someone from driving (verbally restrain)	_____	_____	_____
h. Intervene to stop someone from driving (physically restrain)	_____	_____	_____
i. Have a sober guest drive someone home	_____	_____	_____
j. Serve food	_____	_____	_____
k. Let person stay overnight	_____	_____	_____
l. Suggest waiting until effects of alcohol wear off	_____	_____	_____
m. Call a taxi or car service	_____	_____	_____
n. Dilute drinks	_____	_____	_____
o. Other (SPECIFY: _____)	_____	_____	_____

31. How can you tell when you have had too much to drink to drive safely? (DO NOT READ OR PROBE. CIRCLE ALL THAT APPLY)

- a. Number of Drinks
- b. Slurred Speech
- c. Weaving/Staggering
- d. Personality Changes (e.g., very talkative, loud, aggressive, very quiet, etc.)
- e. Getting Sick
- f. Can't Stand Up
- g. Sleepy
- h. Passed Out
- i. Blurred Vision (inability to focus easily)
- j. Can Just Tell (Nothing Specific)
- k. Can't Tell
- l. Other (please specify) \_\_\_\_\_

32. Are there any services available in your community that individuals can use to avoid driving after they have had too much to drink?

- a. YES (GO TO Q. 33)    b. NO ( GO TO Q. 34)    c. DON'T KNOW (SKIP TO Q. 34)

33. What are these services? (DO NOT READ OR PROBE -- CIRCLE ALL RESPONSES)

- a. TAXI
- b. PUBLIC TRANSPORTATION
- c. DIAL-A-RIDE
- d. POLICE
- e. NAME OF A SPECIFIC LOCAL PROGRAM (PLEASE SPECIFY)
- f. OTHER: (PLEASE SPECIFY) \_\_\_\_\_

34. Suppose you are away from home and decide to have some drinks. Later on, you decide to drive home. Where would you be most likely to have had the drinks?  
(RECORD FIRST 2 RESPONSES. IF ONLY ONE RESPONSE GIVEN, ASK: "Is there anyplace else you might have drinks?")

	FIRST RESPONSE	SECOND RESPONSE
a. Bars/Taverns	_____	_____
b. Restaurants	_____	_____
c. Cocktail Lounges/Nite Clubs	_____	_____
d. Other People's Homes	_____	_____
e. Sporting Events	_____	_____
f. Cars/Vans	_____	_____
g. At Home	_____	_____
h. Other (please specify): _____		

35. What was the last grade level that you completed in school?

- a. Completed elementary school (sixth grade)
- b. Some high school
- c. Completed high school
- d. Some college
- e. Completed college
- f. Some graduate work
- g. Completed graduate work (either M.A. or Ph.D.)

---

THAT'S ALL THE QUESTIONS I WANTED TO ASK. THANK YOU VERY MUCH FOR  
SHARING YOUR VIEWS WITH US ABOUT DRUNK DRIVING. HOPEFULLY THE RESULTS  
OF THIS SURVEY CAN BE USED TO IMPROVE EFFORTS TO COMBAT DRUNK DRIVING.  
THANK YOU AGAIN -- GOODBYE

---

VERSION 2

FORM B: PUBLIC INFORMATION AND EDUCATION EMPHASIS FORM  
(with optional questions)

PHONE NUMBER: \_\_\_\_\_ CITY: \_\_\_\_\_

DATE OF INTERVIEW: \_\_\_\_\_ INTERVIEWER NAME: \_\_\_\_\_

TIME OF CALL: \_\_\_\_\_ LENGTH OF CALL: \_\_\_\_\_

- RESPONDENT RATING: 1 - HOSTILE, UNCOOPERATIVE  
2 - RESERVED, LIMITED COMMUNICATION  
3 - BRISK, QUICK TO ANSWER  
4 - RELAXED, COMMUNICATIVE  
5 - OPEN, EAGER TO TALK
- 

HELLO: MY NAME IS \_\_\_\_\_ AND.....

---

READ: "I'M CALLING TODAY TO ASK YOU FOR YOUR OPINIONS ON SOME IMPORTANT QUESTIONS RELATED TO THE ISSUE OF DRINKING AND DRIVING. I DON'T MEAN TO PRY, BUT MANY PUBLIC INSTITUTIONS, INCLUDING THE U.S. GOVERNMENT NEED TO COLLECT INFORMATION ABOUT THIS ISSUE TO DEVELOP EFFECTIVE PROGRAMS TO COMBAT THE PROBLEM. REMEMBER, YOUR ANSWERS ARE CONFIDENTIAL."

---

1. Are you a licensed driver currently? a. \_\_\_\_\_ YES b. \_\_\_\_\_ no

IF 'NO' -- "WE ARE ONLY TALKING TO LICENSED DRIVERS -- IS THERE ANYONE ELSE AT HOME NOW THAT I COULD TALK TO?"

REPEAT QUESTION 1 WITH NEW RESPONDENT

2. Sex of Respondent: a. \_\_\_\_\_ MALE b. \_\_\_\_\_ FEMALE
3. What is your age? a. 18-24 b. 25-39 c. 40-59 d. 60 plus
4. How many years have you been driving? a. 1-5 yrs. b. 6-10 yrs. c. 11-19 yrs. d. 20+
5. Would you please estimate for me the number of miles you personally drive in a typical year? (READ CHOICES)
- a. \_\_\_\_\_ UNDER 10,000 b. \_\_\_\_\_ BETWEEN 10,000-19,999  
c. \_\_\_\_\_ OVER 20,000 MILES

6. Have you ever driven within one hour of drinking an alcoholic beverage?
- a. YES    b. NO (SKIP TO Q. #8)    c. YES, BUT NOT ANYMORE    d. DON'T KNOW
7. How often would you say that you drive within one hour of consuming an alcoholic beverage? Would you say this happens. . . (Read Responses)
- a. ALL THE TIME    b. MOST OF THE TIME    c. SOME OF THE TIME  
d. ALMOST NONE OF THE TIME    e. NONE OF THE TIME

8. Do you drink?                      YES                      NO
- a. BEER                      \_\_\_\_\_                      \_\_\_\_\_                      IF ALL ARE NO, SKIP  
b. WINE                      \_\_\_\_\_                      \_\_\_\_\_                      DOWN  
c. LIQUOR                      \_\_\_\_\_                      \_\_\_\_\_

9. In general, about how often do you drink beer, wine or liquor?

I'LL READ SEVERAL CATEGORIES AND YOU TELL ME WHICH ONE FITS YOU BEST:

- a. EVERY DAY \_\_\_\_\_                      b. SEVERAL TIMES A WEEK \_\_\_\_\_  
c. ONCE A WEEK \_\_\_\_\_                      d. SEVERAL TIMES A MONTH \_\_\_\_\_  
e. ONCE A MONTH \_\_\_\_\_                      f. LESS THAN ONCE A MONTH \_\_\_\_\_  
g. A FEW TIMES A YEAR \_\_\_\_\_

IF NEVER: \_\_\_\_\_ READ:

"I'M SORRY, WE ARE LIMITING THIS SURVEY TO PERSONS WHO DRINK ALCOHOL BEVERAGES, SO I WON'T NEED TO ASK ANY FURTHER QUESTIONS. THANKS FOR YOUR TIME."

---

END OF SCREENER QUESTIONS -- IF RESPONDENT IS  
QUALIFIED, GO ON TO NEXT SET OF QUESTIONS

1. Within the past 12 months, how often have you driven while impaired by alcohol?
- a. Daily
  - b. 2-6 times per week
  - c. Once a week
  - d. Once every 2 weeks
  - e. Once a month
  - f. About 4-6 times a year
  - g. About once or twice a year
  - h. Never

-----  
LISTED BELOW IS A SET OF STATEMENTS ABOUT DRINKING AND DRIVING. I'LL READ THE STATEMENT.  
PLEASE TELL ME IF YOU:

A STRONGLY AGREE      B. AGREE      C. DISAGREE      D. STRONGLY DISAGREE

THERE ARE NO RIGHT OR WRONG ANSWERS. WE ARE INTERESTED IN YOUR PERSONAL REACTIONS TO THE STATEMENT.

- 
- |   |   |   |   |   |
|---|---|---|---|---|
| 2. I should take positive action to prevent others from driving while impaired by alcohol.                | a | b | c | d |
| 3. The primary responsibility for reducing alcohol-impaired driving rests with the police and the courts. | a | b | c | d |
| 4. I should take action to avoid my own alcohol impaired driving.   | a | b | c | d |
| 5. Except for alcoholics and persons with real drinking problems, few people drive alcohol-impaired.      | a | b | c | d |
| 6. The way I usually drink alcohol does not affect my driving abilities.                                  | a | b | c | d |
| 7. The drinking and driving behavior of my friends is none of my business.                                | a | b | c | d |
| 8. People who occasionally drink in social settings are among those who drive when impaired by alcohol.   | a | b | c | d |
| 9. When people like me drive after drinking, they may become part of the drunk-driving problem.           | a | b | c | d |
| 10. People I know sometimes drive while impaired by alcohol.  | a | b | c | d |

11. In the past, I may have driven when  
my abilities were impaired by  
alcohol. a b c d

12. We can avoid most alcohol-related  
accidents by dealing with a small  
number of people who drive when  
their abilities are severely impaired  
by alcohol. a b c d

(IF RESPONDENT ASKS, "WHAT NUMBER?" SAY "20% OR LESS: MARK HERE \_\_\_\_ THAT RESPONDENT  
NEEDED TO BE PROMPTED)

13. People who can "hold their liquor"  
don't have to worry about driving  
drunk. a b c d

---

Now I'll read another set of questions about drinking and driving. I'll read the statement and you tell me if the statement is true for you:

A. All the Time      B. Most of the Time      C. Some of the Time      D. None of the Time

Again, there are no right or wrong answers. We are interested in your personal reactions to the statements.

---

- |   |   |   |   |   |
|---|---|---|---|---|
| 14. I would drive after drinking enough to be legally drunk.  | a | b | c | d |
| 15. I try to stop friends from driving after they have had too much to drink.   | a | b | c | d |
| 16. Among my friends it is acceptable to suggest that they shouldn't drive when they have had too much to drink.      | a | b | c | d |
| 17. If I am alcohol impaired I do not drive.  | a | b | c | d |
| 18. If there were no drunk driving laws I would drive after drinking too much.  | a | b | c | d |
| 19. Among my friends it is acceptable to suggest that they should wait until their alcohol level is safe for driving. | a | b | c | d |

20. Suppose you drive after drinking too much. What are your chances (out of 100) of getting caught and punished? For example, would you say your chances are 10 out of 100, 40 out of 100, 75 out of 100? (Probe: Could you give me a number that best states your chances of getting caught and punished as a result of driving after having too much to drink? )

Chance out of 100 \_\_\_\_ (Skip to Q. 21) (If answer is "Zero", skip to Q. 22)

---

20a. FOR A REFUSAL, OR "I DON'T KNOW", OR "I CAN'T ANSWER THAT QUESTION", use this approach:

o Would you say your chances are greater or less than 50% \_\_\_\_ Greater \_\_\_\_ Less

IF ANSWER IS "GREATER" THAN 50%, Ask: "How much greater than 50%?" \_\_\_\_

Possible Probe: Between 50% and 75% \_\_\_\_ More than 75% \_\_\_\_

Can you give me a specific percent? \_\_\_\_

IF ANSWER IS "LESS THAN 50%", Ask: "How much less than 50%?" \_\_\_\_

Possible Probe: Between 25% and 50% \_\_\_\_ Less than 25% \_\_\_\_

Can you give me a specific percent? \_\_\_\_

- 
21. Is the chance of getting caught and punished ( \_\_\_\_ TIMES OUT OF 100) high enough to keep you from driving after drinking too much?

\_\_\_\_ YES \_\_\_\_ NO \_\_\_\_ NOT APPLICABLE

22. Suppose you are planning to drive someplace where you knew there would be drinking. Are there things you COULD DO so that you would not have to drive after having drunk too much?

a. \_\_\_\_ YES b. \_\_\_\_ NO (GO TO Q. 27) c. \_\_\_\_ I DON'T DRINK AND DRIVE (GO TO Q. 26)

23. What are some of the things you COULD DO? (FILL IN COLUMN A--DO NOT READ OR PROBE)
24. Now, of the things you mention you could do, which WOULD YOU BE WILLING TO DO?  
(FILL IN COLUMN B - DO NOT READ OR PROBE)
25. Now, can you tell me the things you HAVE DONE in the past year to avoid driving after drinking too much? (FILL IN COLUMN C--DO NOT READ OR PROBE)

ITEM	A COULD DO	B WOULD DO	C HAVE DONE
a. Don't drink alcoholic beverages	_____	_____	_____
b. Limit the number of drinks	_____	_____	_____
c. Eat Food	_____	_____	_____
d. Drink some alcoholic beverages and some non-alcoholic beverages	_____	_____	_____
e. Stop drinking at a predetermined time	_____	_____	_____
f. Plan to have someone drive home	_____	_____	_____
g. Walk home	_____	_____	_____
h. Plan to take a taxi or public transportation	_____	_____	_____
i. Test self for own alcohol level	_____	_____	_____
j. Stay overnight	_____	_____	_____
k. Drink coffee, tea	_____	_____	_____
l. Dilute drinks	_____	_____	_____
m. Wait until effects of alcohol wear off	_____	_____	_____
n. Other (Specify: _____)			

26. (Ask only if answered "I DON'T DRINK AND DRIVE" to Q. 22 or 25)  
What do you do specifically to ensure that you don't drink and drive?
- 
-

27. Suppose you were giving a party or were in a place where there was drinking. Are there things you could do to keep others from driving after drinking too much.

a. \_\_\_\_\_ YES      b. \_\_\_\_\_ NO (GO TO Q. 31)      c. \_\_\_\_\_ I DON'T KNOW (GO TO Q. 31)

28. What are some things you COULD DO to keep others from driving after drinking too much? (FILL IN COLUMN A BELOW - DO NOT READ OR PROBE)

29. Of the actions you just mentioned, which if any, WOULD YOU BE WILLING TO DO? (FILL IN COLUMN B BELOW - DO NOT READ OR PROBE)

30. In the past year, which of the things you have mentioned HAVE YOU ACTUALLY DONE to prevent someone else from driving after drinking too much? (FILL IN COLUMN C BELOW - DO NOT READ OR PROBE)

ITEM	A COULD DO	B WOULD DO	C HAVE DONE
a. Serve non-alcoholic beverages (e.g. punch, sodas, juices, etc.)	_____	_____	_____
b. Serve stimulants (coffee, tea)	_____	_____	_____
c. Monitor the drinking of guests and friends	_____	_____	_____
d. Volunteer not to drink in order to drive others home	_____	_____	_____
e. Limit the amount of alcohol served	_____	_____	_____
f. Stop serving drinks at an appropriate time	_____	_____	_____
g. Intervene to stop someone from driving (verbally restrain)	_____	_____	_____
h. Intervene to stop someone from driving (physically restrain)	_____	_____	_____
i. Have a sober guest drive someone home	_____	_____	_____
j. Serve food	_____	_____	_____
k. Let person stay overnight	_____	_____	_____
l. Suggest waiting until effects of alcohol wear off	_____	_____	_____
m. Call a taxi or car service	_____	_____	_____
n. Dilute drinks	_____	_____	_____
o. Other (SPECIFY: _____)	_____	_____	_____

31. How can you tell when you have had too much to drink to drive safely? (DO NOT READ OR PROBE. CIRCLE ALL THAT APPLY)

- a. Number of Drinks
- b. Slurred Speech
- c. Weaving/Staggering
- d. Personality Changes (e.g., very talkative, loud, aggressive, very quiet, etc.)
- e. Getting Sick
- f. Can't Stand Up
- g. Sleepy
- h. Passed Out
- i. Blurred Vision (inability to focus easily)
- j. Can Just Tell (Nothing Specific)
- k. Can't Tell
- l. Other (please specify) \_\_\_\_\_

32. Are there any services available in your community that individuals can use to avoid driving after they have had too much to drink?

- a. YES (GO TO Q. 33)    b. NO ( GO TO Q. 34)    c. DON'T KNOW (SKIP TO Q. 34)

33. What are these services? (DO NOT READ OR PROBE -- CIRCLE ALL RESPONSES)

- a. TAXI
- b. PUBLIC TRANSPORTATION
- c. DIAL-A-RIDE
- d. POLICE
- e. NAME OF A SPECIFIC LOCAL PROGRAM (PLEASE SPECIFY)
- f. OTHER: (PLEASE SPECIFY) \_\_\_\_\_

NOW I'M GOING TO READ YOU ANOTHER SET OF QUESTIONS ABOUT DRINKING AND DRIVING BEHAVIOR. AFTER EACH STATEMENT, PLEASE TELL ME HOW LIKELY IT WOULD BE FOR YOU TO TAKE THE ACTION DESCRIBED--THAT IS:

WOULD IT BE: (A) EXTREMELY LIKELY (B) LIKELY (C) UNLIKELY  
OR (D) EXTREMELY UNLIKELY FOR YOU.

WE ARE INTERESTED ONLY IN YOUR PERSONAL REACTIONS.

	EXTREMELY LIKELY	LIKELY	UNLIKELY	EXTREMELY UNLIKELY
34. If I were hosting a party, I would refuse drinks to drivers I thought had drunk too much.	a	b	c	d
35. I would end my parties with dessert and coffee to be sure my guests limit their drinking before driving.	a	b	c	d
36. I would try to stop a person from driving after he/she had too much to drink to drive safely.	a	b	c	d
37. If I had to drive after a social occasion, I would not drink alcoholic beverages.	a	b	c	d
38. If I were at a party and knew I would be driving afterwards, I would limit my alcohol level by scheduling my drinks (for example, drinking more slowly or making every other drink non-alcoholic).	a	b	c	d
39. In order to avoid driving alcohol-impaired, I would limit my alcohol level by stopping my drinking at a pre-determined time.	a	b	c	d
40. I would use a breath test device (if available) to test myself for my alcohol-level before driving.	a	b	c	d
41. I would refuse to ride in a car with a driver I thought had too much to drink.	a	b	c	d

- |  | EXTREMELY<br>LIKELY | LIKELY | UNLIKELY | EXTREMELY<br>UNLIKELY |
|--|---------------------|--------|----------|-----------------------|
| 42. After I stopped drinking, I would wait until my alcohol level was "safe" before getting into my car and driving.   | a.                  | b      | c        | d                     |
| 43. I would ask a friend to drive me home if I felt I had had too much to drink to drive safely.   | a                   | b      | c        | d                     |
| 44. I would volunteer not to drink alcoholic beverages in order to drive my friends home safely.   | a                   | b      | c        | d                     |
| 45. I would stay overnight after a party to avoid driving after drinking too much.   | a                   | b      | c        | d                     |
| 46. Suppose you are away from home and decide to have some drinks. Later on, you decide to drive home. Where would you be most likely to have had the drinks?<br>(RECORD FIRST 2 RESPONSES. IF ONLY ONE RESPONSE GIVEN, ASK "Is there anyplace else you might have drinks?") |                     |        |          |                       |

FIRST RESPONSE

SECOND RESPONSE

- |                                  |       |       |
|----------------------------------|-------|-------|
| a. Bars/Taverns                  | _____ | _____ |
| b. Restaurants                   | _____ | _____ |
| c. Cocktail Lounges/Nite Clubs   | _____ | _____ |
| d. Other People's Homes          | _____ | _____ |
| e. Sporting Events               | _____ | _____ |
| f. Cars/Vans                     | _____ | _____ |
| g. At Home                       | _____ | _____ |
| h. Other (please specify): _____ |       |       |

47. What was the last grade level that you completed in school?
- a. Completed elementary school (sixth grade)
  - b. Some high school
  - c. Completed high school
  - d. Some college
  - e. Completed college
  - f. Some graduate work
  - g. Completed graduate work (either M.A. or Ph.D.)

---

THAT'S ALL THE QUESTIONS I WANTED TO ASK. THANK YOU VERY MUCH FOR  
SHARING YOUR VIEWS WITH US ABOUT DRUNK DRIVING. HOPEFULLY THE RESULTS  
OF THIS SURVEY CAN BE USED TO IMPROVE EFFORTS TO COMBAT DRUNK DRIVING.  
THANK YOU AGAIN --- GOODBYE

---

FORM C: GENERAL DETERRENCE AND PUBLIC INFORMATION/EDUCATION EMPHASIS FORM

PHONE NUMBER: \_\_\_\_\_ CITY: \_\_\_\_\_

DATE OF INTERVIEW: \_\_\_\_\_ INTERVIEWER NAME: \_\_\_\_\_

TIME OF CALL: \_\_\_\_\_ LENGTH OF CALL: \_\_\_\_\_

- RESPONDENT RATING: 1 - HOSTILE, UNCOOPERATIVE  
2 - RESERVED, LIMITED COMMUNICATION  
3 - BRISK, QUICK TO ANSWER  
4 - RELAXED, COMMUNICATIVE  
5 - OPEN, EAGER TO TALK

HELLO: MY NAME IS \_\_\_\_\_ AND.....

READ: "I'M CALLING TODAY TO ASK YOU FOR YOUR OPINIONS ON SOME IMPORTANT QUESTIONS RELATED TO THE ISSUE OF DRINKING AND DRIVING. I DON'T MEAN TO PRY, BUT MANY PUBLIC INSTITUTIONS, INCLUDING THE U.S. GOVERNMENT NEED TO COLLECT INFORMATION ABOUT THIS ISSUE TO DEVELOP EFFECTIVE PROGRAMS TO COMBAT THE PROBLEM. REMEMBER, YOUR ANSWERS ARE CONFIDENTIAL.

1. Are you a licensed driver currently? a. \_\_\_\_\_ YES b. \_\_\_\_\_ no

IF 'NO' -- "WE ARE ONLY TALKING TO LICENSED DRIVERS -- IS THERE ANYONE ELSE AT HOME NOW THAT I COULD TALK TO?"

REPEAT QUESTION 1 WITH NEW RESPONDENT

2. Sex of Respondent: a. \_\_\_\_\_ MALE b. \_\_\_\_\_ FEMALE
3. What is your age? a. 18-24 b. 25-39 c. 40-59 d. 60 plus
4. How many years have you been driving? a. 1-5 yrs. b. 6-10 yrs. c. 11-19 yrs. d. 20+
5. Would you please estimate for me the number of miles you personally drive in a typical year? (READ CHOICES)
- a. \_\_\_\_\_ UNDER 10,000 b. \_\_\_\_\_ BETWEEN 10,000-19,999  
c. \_\_\_\_\_ OVER 20,000 MILES
6. Have you ever driven within one hour of drinking an alcoholic beverage?
- a. YES b. NO (SKIP TO Q. #8) c. YES, BUT NOT ANYMORE d. DON'T KNOW

7. How often would you say that you drive within one hour of consuming an alcoholic beverage? Would you say this happens. . . (Read Responses)

- a. ALL THE TIME    b. MOST OF THE TIME    c. SOME OF THE TIME  
d. ALMOST NONE OF THE TIME    e. NONE OF THE TIME

8. Do you drink?                      YES                      NO

a. BEER                      \_\_\_\_\_                      \_\_\_\_\_

b. WINE                      \_\_\_\_\_                      \_\_\_\_\_

c. LIQUOR                      \_\_\_\_\_                      \_\_\_\_\_

IF ALL ARE NO, SKIP  
DOWN \_\_\_\_\_

9. In general, about how often do you drink beer, wine or liquor?

I'LL READ SEVERAL CATEGORIES AND YOU TELL ME WHICH ONE FITS YOU BEST:

a. EVERY DAY \_\_\_\_\_

b. SEVERAL TIMES A WEEK \_\_\_\_\_

c. ONCE A WEEK \_\_\_\_\_

d. SEVERAL TIMES A MONTH \_\_\_\_\_

e. ONCE A MONTH \_\_\_\_\_

f. LESS THAN ONCE A MONTH \_\_\_\_\_

g. A FEW TIMES A YEAR \_\_\_\_\_

IF NEVER: \_\_\_\_\_ READ:

"I'M SORRY, WE ARE LIMITING THIS SURVEY TO PERSONS  
WHO DRINK ALCOHOL BEVERAGES, SO I WON'T NEED TO  
ASK ANY FURTHER QUESTIONS. THANKS FOR YOUR TIME.

---

END OF SCREENER QUESTIONS -- IF RESPONDENT IS  
QUALIFIED, GO ON TO NEXT SET OF QUESTIONS

1. Within the past 12 months, how often have you driven while impaired by alcohol?
- a. Daily
  - b. 2-6 times per week
  - c. Once a week
  - d. Once every 2 weeks
  - e. Once a month
  - f. About 4-6 times a year
  - g. About once or twice a year
  - h. Never

---

LISTED BELOW IS A SET OF STATEMENTS ABOUT DRINKING AND DRIVING. I'LL READ THE STATEMENT. PLEASE TELL ME IF YOU:

A. STRONGLY AGREE      B. AGREE      C. DISAGREE      D. STRONGLY DISAGREE

THERE ARE NO RIGHT OR WRONG ANSWERS. WE ARE INTERESTED IN YOUR PERSONAL REACTIONS TO THE STATEMENT.

---

- |  |   |   |   |   |
|--|---|---|---|---|
| 2. I should take positive action to prevent others from driving while impaired by alcohol.   | a | b | c | d |
| 3. The primary responsibility for reducing alcohol-impaired driving rests with the police and the courts.  | a | b | c | d |
| 4. People I know sometimes drive while impaired by alcohol.  | a | b | c | d |
| 5. In the past, I may have driven when my abilities were impaired by alcohol.  | a | b | c | d |
| 6. We can avoid most alcohol-related accidents by dealing with a small number of people who drive when their abilities are severely impaired by alcohol. | a | b | c | d |

(IF RESPONDENT ASKS, "WHAT NUMBER?" SAY "20% OR LESS: MARK HERE \_\_\_\_\_ THAT RESPONDENT NEEDED TO BE PROMPTED)

- |  |   |   |   |   |
|--|---|---|---|---|
| 7. People who can "hold their liquor" don't have to worry about driving drunk.                       | a | b | c | d |
| 8. I should take action to avoid my own alcohol impaired driving.                                    | a | b | c | d |
| 9. Except for alcoholics and persons with real drinking problems, few people drive alcohol-impaired. | a | b | c | d |

- |  |   |   |   |   |
|--|---|---|---|---|
| 10. People who occasionally drink in social settings are among those who drive when impaired by alcohol. | a | b | c | d |
| 11. The drinking and driving behavior of my friends is none of my business.                              | a | b | c | d |
| 12. The way I usually drink alcohol does not affect my driving abilities.                                | a | b | c | d |
| 13. When people like me drive after drinking they may become part of the drunk-driving problem.          | a | b | c | d |

-----  
Now I'll read another set of questions about drinking and driving. I'll read the statement and you tell me if the statement is true for you:

A. All the Time    B. Most of the Time    C. Some of the Time    D. None of the Time

There are no right or wrong answers. We are interested in your personal reactions to the statements.  
-----

- |   |   |   |   |   |
|---|---|---|---|---|
| 14. I would drive after drinking enough to be legally drunk.  | a | b | c | d |
| 15. I try to stop friends from driving after they have had too much to drink.   | a | b | c | d |
| 16. Among my friends it is acceptable to suggest that they shouldn't drive when they have had too much to drink.      | a | b | c | d |
| 17. If I am alcohol impaired I do not drive.  | a | b | c | d |
| 18. If there were no drunk driving laws I would drive after drinking too much.  | a | b | c | d |
| 19. Among my friends it is acceptable to suggest that they should wait until their alcohol level is safe for driving. | a | b | c | d |

20. Suppose you drive after drinking too much. What are your chances (out of 100) of getting caught and punished? For example, would you say your chances are 10 out of 100, 40 out of 100, 75 out of 100? (Probe: Could you give me a number that best states your chances of getting caught and punished as a result of driving after having too much to drink?)

Chance out of 100 \_\_\_\_\_ (Skip to Q. 21) OR (If answer is "Zero", skip to Q. 23)

---

20a. FOR A REFUSAL, OR "I DON'T KNOW", OR "I CAN'T ANSWER THAT QUESTION", use this approach:

o Would you say your chances are greater or less than 50% \_\_\_\_\_ Greater \_\_\_\_\_ Less

IF ANSWER IS "GREATER" THAN 50%, Ask: "How much greater than 50%?" \_\_\_\_\_

Possible Probe: Between 50% and 75% \_\_\_\_\_ More than 75% \_\_\_\_\_

Can you give me a specific percent? \_\_\_\_\_

IF ANSWER IS "LESS THAN 50%", Ask: "How much less than 50%?" \_\_\_\_\_

Possible Probe: Between 25% and 50% \_\_\_\_\_ Less than 25% \_\_\_\_\_

Can you give me a specific percent? \_\_\_\_\_

- 
21. Is the chance of getting caught and punished ( \_\_\_\_\_ TIMES OUT OF 100) high enough to keep you from driving after drinking too much?

\_\_\_\_\_ YES (GO TO Q. 22) \_\_\_\_\_ NO (GO TO Q. 23) \_\_\_\_\_ NOT APPLICABLE (GO TO Q. 24)

22. If Yes to Question 21: "Why do you think you might be caught and punished if you drive after drinking too much?"

(DO NOT READ. CIRCLE ALL THAT APPLY)

- a. Increased enforcement
- b. Police know where to look
- c. Police know what to look for
- d. Police cracking down on DWI's
- e. Police trained to catch DWI's
- f. Police use roadblocks
- g. Citizen reports to police
- h. People told me
- i. Someone I know got caught
- j. TV, radio coverage
- k. Newspaper articles
- l. Other (Specify) \_\_\_\_\_

GO TO QUESTION 24

23. If No to Question 21: "Why do you think you might be able to drive after drinking too much and not get caught and punished?"

(DO NOT READ. CIRCLE ALL THAT APPLY)

- a. Police won't see
- b. Police won't stop
- c. Police won't arrest
- d. Can drive safely
- e. Can drive normally
- f. Not enough police
- g. I haven't been caught yet
- h. I wouldn't do it any (FOR THOSE WHO ANSWERED "ZERO" TO Q. 20)
- i. Other (Specify) \_\_\_\_\_

NOW I WANT TO ASK YOU SOME QUESTIONS ABOUT WHAT MIGHT HAPPEN IN THE FUTURE:

24. Suppose you drive after drinking too much. What are your chances (out of 100) that you will be seen by police? Would you say your chances are 10 out of 100? 40 out of 100? 75 out of 100? or what? (PROBE: CAN YOU GIVE ME A NUMBER BETWEEN 1 AND 100 THAT BEST STATES YOUR CHANCES OF BEING SEEN BY THE POLICE WHILE DRIVING AFTER YOU HAVE HAD TOO MUCH TO DRINK?)

24. \_\_\_\_\_

---

24a. FOR A REFUSAL, OR "I DON'T KNOW", OR "I CAN'T ANSWER THAT QUESTION", use this approach:

o Would you say your chances are greater or less than 50% \_\_\_\_\_ Greater \_\_\_\_\_ Less

IF ANSWER IS "GREATER" THAN 50%, Ask: "How much greater than 50%?" \_\_\_\_\_

Possible Probe: Between 50% and 75% \_\_\_\_\_ More than 75% \_\_\_\_\_

Can you give me a specific percent? \_\_\_\_\_

IF ANSWER IS "LESS THAN 50%, Ask: "How much less than 50%?" \_\_\_\_\_

Possible Probe: Between 25% and 50% \_\_\_\_\_ Less than 25% \_\_\_\_\_

Can you give me a specific percent? \_\_\_\_\_

- 
25. Suppose you drive after drinking too much and are seen by the police or others. What are your chances (out of 100) of being stopped by the police? Would you say your chances are 10 out of 100? 40 out of 100? 75 out of 100? or what? (PROBE: COULD YOU GIVE ME A NUMBER THAT BEST STATES YOUR CHANCES OF BEING STOPPED BY THE POLICE AFTER YOU HAVE HAD TOO MUCH TO DRINK?)

25. \_\_\_\_\_

---

25a. FOR A REFUSAL, OR "I DON'T KNOW", OR "I CAN'T ANSWER THAT QUESTION", use this approach:

o Would you say your chances are greater or less than 50% \_\_\_\_\_ Greater \_\_\_\_\_ Less

IF ANSWER IS "GREATER" THAN 50%, Ask: "How much greater than 50%?" \_\_\_\_\_

Possible Probe: Between 50% and 75% \_\_\_\_\_ More than 75% \_\_\_\_\_

Can you give me a specific percent? \_\_\_\_\_

IF ANSWER IS "LESS THAN 50%, Ask: "How much less than 50%?" \_\_\_\_\_

Possible Probe: Between 25% and 50% \_\_\_\_\_ Less than 25% \_\_\_\_\_

Can you give me a specific percent? \_\_\_\_\_

26. Suppose you drive after drinking too much and are stopped by the police. What are your chances, (out of 100) that the police will recognize you as a drunk driver? For example: Would you say your chances are 10 out of 100? 40 out of 100? 75 out of 100? (PROBE: COULD YOU GIVE ME A NUMBER THAT BEST STATES YOUR CHANCES OF BEING STOPPED BY THE POLICE AND RECOGNIZED AS A DRUNK DRIVER?)

26. \_\_\_\_\_

---

26a. FOR A REFUSAL, OR "I DON'T KNOW", OR "I CAN'T ANSWER THAT QUESTION", use this approach:

o Would you say your chances are greater or less than 50% \_\_\_\_\_ Greater \_\_\_\_\_ Less

IF ANSWER IS "GREATER" THAN 50%, Ask: "How much greater than 50%?" \_\_\_\_\_

Possible Probe: Between 50% and 75%? \_\_\_\_\_ More than 75% \_\_\_\_\_

Can you give me a specific percent? \_\_\_\_\_

IF ANSWER IS "LESS THAN 50%", Ask: "How much less than 50%?" \_\_\_\_\_

Possible Probe: Between 25% and 50% \_\_\_\_\_ Less than 25% \_\_\_\_\_

Can you give me a specific percent? \_\_\_\_\_

- 
27. Suppose you were stopped and recognized by the police as a drunk driver. What are your chances (out of 100) of suffering some negative consequences. For example would you say your chances are 10 out of 100? 40 out of 100? 75 out of 100? (PROBE: COULD YOU GIVE ME A NUMBER THAT BEST STATES YOUR CHANCES OF SUFFERING SOME NEGATIVE CONSEQUENCES?)

27. \_\_\_\_\_

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27a. FOR A REFUSAL, OR "I DON'T KNOW", OR "I CAN'T ANSWER THAT QUESTION", use this approach:

o Would you say your chances are greater or less than 50% \_\_\_\_\_ Greater \_\_\_\_\_ Less

IF ANSWER IS "GREATER" THAN 50%, Ask: "How much greater than 50%?" \_\_\_\_\_

Possible Probe: Between 50% and 75%? \_\_\_\_\_ More than 75% \_\_\_\_\_

Can you give me a specific percent? \_\_\_\_\_

IF ANSWER IS "LESS THAN 50%", Ask: "How much less than 50%?" \_\_\_\_\_

Possible Probe: Between 25% and 50% \_\_\_\_\_ Less than 25% \_\_\_\_\_

Can you give me a specific percent? \_\_\_\_\_

28. If you were convicted of a drunk driving first offense, how unpleasant would the consequences be?
- a. extremely unpleasant
  - b. very unpleasant
  - c. somewhat unpleasant
  - d. not very unpleasant
  - e. not at all unpleasant
29. Do these consequences influence your decision to drive after drinking too much? Would you say they:
- a. strongly influence my decision
  - b. influence me a little
  - c. are so low I don't worry about it
  - d. never thought about it
30. What might the police and courts do so that you wouldn't drive while impaired by alcohol? (DON'T READ OR PROBE. CIRCLE ALL THAT APPLY)
- a. take license away
  - b. restrict license
  - c. jail
  - d. big fines
  - e. roadblocks
  - f. more police
  - g. more arrests
  - h. courts/police don't let people off
  - i. advertise roadblocks, crackdown, etc.
  - j. nothing can be done
  - k. I never would drive while impaired
  - l. don't know
  - m. Other (Please Specify: \_\_\_\_\_)

31. Suppose you are planning to drive someplace where you knew there would be drinking. Are there things you COULD DO so that you would not have to drive after having drunk too much?

a.        YES    b.        NO (GO TO Q. 36)    c.        I DON'T DRINK AND DRIVE (GO TO Q. 35)

32. What are some of the things you COULD DO? (FILL IN COLUMN A BELOW--DO NOT READ OR PROBE)

33. Now, of the things you mention you could do, which WOULD YOU BE WILLING TO DO? (FILL IN COLUMN B BELOW - DO NOT READ OR PROBE)

34. Now, can you tell me the things you HAVE DONE in the past year to avoid driving after drinking too much? (FILL IN COLUMN C BELOW--DO NOT READ OR PROBE)

ITEM	A COULD DO	B WOULD DO	C HAVE DONE
a. Don't drink alcoholic beverages	_____	_____	_____
b. Limit the number of drinks	_____	_____	_____
c. Eat Food	_____	_____	_____
d. Drink some alcoholic beverages and some non-alcoholic beverages	_____	_____	_____
e. Stop drinking at a predetermined time	_____	_____	_____
f. Plan to have someone drive home	_____	_____	_____
g. Walk home	_____	_____	_____
h. Plan to take a taxi or public transportation	_____	_____	_____
i. Test self for own alcohol level	_____	_____	_____
j. Stay overnight	_____	_____	_____
k. Drink coffee, tea	_____	_____	_____
l. Dilute drinks	_____	_____	_____
m. Wait until effects of alcohol wear off	_____	_____	_____
n. Other (Specify: _____)			

35. ( Ask only in response to "I DON'T DRINK AND DRIVE IN Q. 31 and Q. 34)  
What do you do specifically to ensure that you don't drink and drive?
- 

36. Suppose you were giving a party or were in a place where there was drinking. Are there things you could do to keep others from driving after drinking too much?
- a. \_\_\_\_\_ YES      b. \_\_\_\_\_ NO (GO TO Q. 40)      c. \_\_\_\_\_ I DON'T KNOW (GO TO Q. 40)

37. What are some things you COULD DO to keep others from driving after drinking too much? (FILL IN COLUMN A BELOW - DO NOT READ OR PROBE)
38. Of the actions you just mentioned, which if any, WOULD YOU BE WILLING TO DO? (FILL IN COLUMN B BELOW - DO NOT READ OR PROBE)
39. In the past year, which of the things you have mentioned HAVE YOU ACTUALLY DONE to prevent someone else from driving after drinking too much? (FILL IN COLUMN C BELOW - DO NOT READ OR PROBE)

ITEM	A COULD DO	B WOULD DO	C HAVE DONE
a. Serve non-alcoholic beverages (e.g. punch, sodas, juices, etc.)	_____	_____	_____
b. Serve stimulants (coffee, tea)	_____	_____	_____
c. Monitor the drinking of guests and friends	_____	_____	_____
d. Volunteer not to drink in order to drive others home	_____	_____	_____
e. Limit the amount of alcohol served	_____	_____	_____
f. Stop serving drinks at an appropriate time	_____	_____	_____
g. Intervene to stop someone from driving (verbally restrain)	_____	_____	_____
h. Intervene to stop someone from driving (physically restrain)	_____	_____	_____
i. Have a sober guest drive someone home	_____	_____	_____
j. Serve food	_____	_____	_____
k. Let person stay overnight	_____	_____	_____
l. Suggest waiting until effects of alcohol wear off	_____	_____	_____
m. Call a taxi or car service	_____	_____	_____
n. Dilute drinks	_____	_____	_____
o. Other (SPECIFY: _____)	_____	_____	_____

40. How can you tell when you have had too much to drink to drive safely? (DO NOT READ OR PROBE. CHECK ALL THAT APPLY)

- a. Number of Drinks
- b. Slurred Speech
- c. Weaving/Staggering
- d. Personality Changes (e.g., very talkative, loud, aggressive, very quiet, etc.)
- e. Getting Sick
- f. Can't Stand Up
- g. Sleepy
- h. Passed Out
- i. Blurred Vision (inability to focus easily)
- j. Can Just Tell (Nothing Specific)
- k. Can't Tell
- l. Other (please specify) \_\_\_\_\_

41. Are there any services available in your community that individuals can use to avoid driving after they have had too much to drink?

- a. YES (GO TO Q. 42)    b. NO ( GO TO Q. 43)    c. DON'T KNOW (SKIP TO Q. 43)

42. What are these services? (DO NOT READ OR PROBE -- CIRCLE ALL RESPONSES)

- a. TAXI
- b. PUBLIC TRANSPORTATION
- c. DIAL-A-RIDE
- d. POLICE
- e. NAME OF A SPECIFIC LOCAL PROGRAM (PLEASE SPECIFY) \_\_\_\_\_
- f. OTHER: (PLEASE SPECIFY) \_\_\_\_\_

43. Suppose you are away from home and decide to have some drinks. Later on, you decide to drive home. Where would you be most likely to have had the drinks?  
(RECORD FIRST 2 RESPONSES. IF ONLY ONE RESPONSE GIVEN, ASK: "Is there any place else you might have drinks?")

	FIRST RESPONSE	SECOND RESPONSE
a. Bars/Taverns	_____	_____
b. Restaurants	_____	_____
c. Cocktail Lounges/Nite Clubs	_____	_____
d. Other People's Homes	_____	_____
e. Sporting Events	_____	_____
f. Cars/Vans	_____	_____
g. At Home	_____	_____
h. Other (please specify):	_____	_____

44. What was the last grade level that you completed in school?

- a. Completed elementary school (sixth grade)
- b. Some high school
- c. Completed high school
- d. Some college
- e. Completed college
- f. Some graduate work
- g. Completed graduate work (either M.A. or Ph.D.)

---

THAT'S ALL THE QUESTIONS I WANTED TO ASK. THANK YOU VERY MUCH FOR  
SHARING YOUR VIEWS WITH US ABOUT DRUNK DRIVING. HOPEFULLY THE RESULTS  
OF THIS SURVEY CAN BE USED TO IMPROVE EFFORTS TO COMBAT DRUNK DRIVING.  
THANK YOU AGAIN -- GOODBYE

---

FORM D: CORE QUESTIONS

PHONE NUMBER: \_\_\_\_\_ CITY: \_\_\_\_\_

DATE OF INTERVIEW: \_\_\_\_\_ INTERVIEWER NAME: \_\_\_\_\_

TIME OF CALL: \_\_\_\_\_ LENGTH OF CALL: \_\_\_\_\_

RESPONDENT RATING: 1 - HOSTILE, UNCOOPERATIVE

2 - RESERVED, LIMITED COMMUNICATION

3 - BRISK, QUICK TO ANSWER

4 - RELAXED, COMMUNICATIVE

5 - OPEN, EAGER TO TALK

-----  
HELLO: MY NAME IS \_\_\_\_\_ AND.....

READ: "I'M CALLING TODAY TO ASK YOU FOR YOUR OPINIONS ON SOME IMPORTANT QUESTIONS RELATED TO THE ISSUE OF DRINKING AND DRIVING. I DON'T MEAN TO PRY, BUT MANY PUBLIC INSTITUTIONS, INCLUDING THE U.S. GOVERNMENT NEED TO COLLECT INFORMATION ABOUT THIS ISSUE TO DEVELOP EFFECTIVE PROGRAMS TO COMBAT THE PROBLEM. REMEMBER, YOUR ANSWERS ARE CONFIDENTIAL."

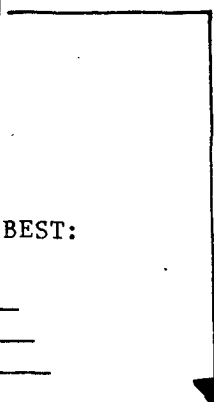
1. Are you a licensed driver currently? a. \_\_\_\_\_ YES b. \_\_\_\_\_ NO

IF 'NO' -- "WE ARE ONLY TALKING TO LICENSED DRIVERS -- IS THERE ANYONE ELSE AT HOME NOW THAT I COULD TALK TO?"

REPEAT QUESTION 1 WITH NEW RESPONDENT

2. Sex of Respondent: a. \_\_\_\_\_ MALE b. \_\_\_\_\_ FEMALE
3. What is your age? a. 18-24 b. 25-39 c. 40-59 d. 60 plus
4. How many years have you been driving? a. 1-5 yrs. b. 6-10 yrs. c. 11-19 yrs. d. 20+
5. Would you please estimate for me the number of miles you personally drive in a typical year? (READ CHOICES)
- a. \_\_\_\_\_ UNDER 10,000 b. \_\_\_\_\_ BETWEEN 10,000-19,999  
c. \_\_\_\_\_ OVER 20,000 MILES

6. Have you ever driven within one hour of drinking an alcoholic beverage?
- a. YES    b. NO (SKIP TO Q. #8)    c. YES, BUT NOT ANYMORE    d. DON'T KNOW
7. How often would you say that you drive within one hour of consuming an alcoholic beverage? Would you say this happens . . . (Read Responses)
- a. ALL THE TIME    b. MOST OF THE TIME    c. SOME OF THE TIME  
d. ALMOST NONE OF THE TIME    e. NONE OF THE TIME

8. Do you drink?                      YES                      NO
- |           |       |       |  |
|-----------|-------|-------|--|
| a. BEER   | _____ | _____ | IF ALL ARE NO, SKIP<br>DOWN  |
| b. WINE   | _____ | _____ |  |
| c. LIQUOR | _____ | _____ |  |

9. In general, about how often do you drink beer, wine or liquor?

I'LL READ SEVERAL CATEGORIES AND YOU TELL ME WHICH ONE FITS YOU BEST:

- |                             |                                 |
|-----------------------------|---------------------------------|
| a. EVERY DAY _____          | b. SEVERAL TIMES A WEEK _____   |
| c. ONCE A WEEK _____        | d. SEVERAL TIMES A MONTH _____  |
| e. ONCE A MONTH _____       | f. LESS THAN ONCE A MONTH _____ |
| g. A FEW TIMES A YEAR _____ |                                 |

IF NEVER: \_\_\_\_\_ READ:

"I'M SORRY, WE ARE LIMITING THIS SURVEY TO PERSONS WHO DRINK ALCOHOL BEVERAGES, SO I WON'T NEED TO ASK ANY FURTHER QUESTIONS. THANKS FOR YOUR TIME.

---

END OF SCREENER QUESTIONS -- IF RESPONDENT IS  
QUALIFIED, GO ON TO NEXT SET OF QUESTIONS

1. Within the past 12 months, how often have you driven while impaired by alcohol?

- a. Daily
- b. 2-6 times per week
- c. Once a week
- d. Once every 2 weeks
- e. Once a month
- f. About 4-6 times a year
- g. About once or twice a year
- h. Never

---

LISTED BELOW IS A SET OF STATEMENTS ABOUT DRINKING AND DRIVING. I'LL READ THE STATEMENT.  
PLEASE TELL ME IF YOU:

A. STRONGLY AGREE      B. AGREE      C. DISAGREE      D. STRONGLY DISAGREE

THERE ARE NO RIGHT OR WRONG ANSWERS. WE ARE INTERESTED IN YOUR PERSONAL REACTIONS TO THE  
STATEMENT.

---

- |   |   |   |   |   |
|---|---|---|---|---|
| 2. I should take positive action to prevent others from driving while impaired by alcohol.                | a | b | c | d |
| 3. The primary responsibility for reducing alcohol-impaired driving rests with the police and the courts. | a | b | c | d |
| 4. I should take action to avoid my own alcohol impaired driving.   | a | b | c | d |
| 5. Except for alcoholics and persons with real drinking problems, few people drive alcohol-impaired.      | a | b | c | d |
| 6. People who occasionally drink in social settings are among those who drive when impaired by alcohol.   | a | b | c | d |
| 7. The drinking and driving behavior of my friends is none of my business.                                | a | b | c | d |

---

Now I'll read another set of questions about drinking and driving. I'll read the statement and you tell me if the statement is true for you:

A. All the Time      B. Most of the Time      C. Some of the Time      D. None of the Time

There are no right or wrong answers. We are interested in your personal reactions to the statements.

---

- |   |   |   |   |   |
|---|---|---|---|---|
| 8. I would drive after drinking enough to be legally drunk.   | a | b | c | d |
| 9. I try to stop friends from driving after they have had too much to drink.  | a | b | c | d |
| 10. Among my friends it is acceptable to suggest that they shouldn't drive when they have had too much to drink.      | a | b | c | d |
| 11. If I am alcohol impaired I do not drive.  | a | b | c | d |
| 12. If there were no drunk driving laws I would drive after drinking too much.  | a | b | c | d |
| 13. Among my friends it is acceptable to suggest that they should wait until their alcohol level is safe for driving. | a | b | c | d |

14. Suppose you drive after drinking too much. What are your chances (out of 100) of getting caught and punished? For example, would you say your chances are 10 out of 100, 40 out of 100, 75 out of 100? (Probe: Could you give me a number that best states your chances of getting caught and punished as a result of driving after having too much to drink? )

Chance out of 100 \_\_\_\_ (Skip to Q. 15) (If answer is "Zero", skip to Q. 17)

---

14a. FOR A REFUSAL, OR "I DON'T KNOW", OR "I CAN'T ANSWER THAT QUESTION", use this approach:

o Would you say your chances are greater or less than 50% \_\_\_\_ Greater \_\_\_\_ Less

IF ANSWER IS "GREATER" THAN 50%, Ask: "How much greater than 50%?" \_\_\_\_

Possible Probe: Between 50% and 75% \_\_\_\_ More than 75% \_\_\_\_

Can you give me a specific percent? \_\_\_\_

IF ANSWER IS "LESS THAN 50%", Ask: "How much less than 50%?" \_\_\_\_

Possible Probe: Between 25% and 50% \_\_\_\_ Less than 25% \_\_\_\_

Can you give me a specific percent? \_\_\_\_

- 
15. Is the chance of getting caught and punished ( \_\_\_\_ TIMES OUT OF 100) high enough to keep you from driving after drinking too much?

\_\_\_\_ YES (GO TO Q. 16) \_\_\_\_ NO (GO TO Q. 17) \_\_\_\_ NOT APPLICABLE (GO TO Q. 18)

16. If "Yes" to Question 15: "Why do you think you might be caught and punished if you drive after drinking too much?"

(DO NOT READ. CIRCLE ALL THAT APPLY)

- a. Increased enforcement
- b. Police know where to look
- c. Police know what to look for
- d. Police cracking down on DWI's
- e. Police trained to catch DWI's
- f. Police use roadblocks
- g. Citizen reports to police
- h. People told me
- i. Someone I know got caught
- j. TV, radio coverage
- k. Newspaper articles
- l. Other (Specify) \_\_\_\_\_

GO TO QUESTION 18

17. If "No" to Question 15: "Why do you think you might be able to drive after drinking too much and not get caught and punished?"

(DO NOT READ. CIRCLE ALL THAT APPLY)

- a. Police won't see
- b. Police won't stop
- c. Police won't arrest
- d. Can drive safely
- e. Can drive normally
- f. Not enough police
- g. I haven't been caught yet
- h. I wouldn't do it anyway (FOR THOSE WHO ANSWERED "ZERO" TO Q. 17)
- i. Other (Specify) \_\_\_\_\_

18. Suppose you were stopped and recognized by the police as a drunk driver. What are your chances (out of 100) of suffering some negative consequences? For example would you say your chances are 10 out of 100? 40 out of 100? 75 out of 100? (PROBE: COULD YOU GIVE ME A NUMBER THAT BEST STATES YOUR CHANCES OF GETTING CAUGHT AND SUFFERING SOME NEGATIVE CONSEQUENCES?)

Chance out of 100 \_\_\_\_\_ (IF ANSWER IS "ZERO", SKIP TO Q. 20)

(IF NO ANSWER, GO TO Q. 18a)

- 18a. FOR A REFUSAL, OR "I DON'T KNOW", OR "I CAN'T ANSWER THAT QUESTION", use this approach:

o Would you say your chances are greater or less than 50% \_\_\_\_\_ Greater \_\_\_\_\_ Less

IF ANSWER IS "GREATER" THAN 50%, Ask: "How much greater than 50%?" \_\_\_\_\_

Possible Probe: Between 50% and 75% \_\_\_\_\_ More than 75% \_\_\_\_\_

Can you give me a specific percent? \_\_\_\_\_

IF ANSWER IS "LESS THAN 50%", Ask: "How much less than 50%?" \_\_\_\_\_

Possible Probe: Between 25% and 50% \_\_\_\_\_ Less than 25% \_\_\_\_\_

Can you give me a specific percent? \_\_\_\_\_

19. Do these consequences keep you from driving after drinking too much?
- a. All the time
  - b. Most of the time
  - c. Some of the time
  - d. None of the time
20. Compared with a year ago, has the likelihood of your driving after drinking too much ...
- a. Increased (GO TO Q. 21)
  - b. Decreased (GO TO Q. 21)
  - c. Stayed the same (GO TO Q. 22)
21. Why has the likelihood of your driving after drinking too much changed?
- (DO NOT READ. CIRCLE ALL THAT APPLY)
- a. Increased DWI enforcement
  - b. Stricter penalties for DWI
  - c. More aware of illegality of DWI
  - d. More aware DWI is serious offense
  - e. Have been arrested for DWI
  - f. Personal circumstances
  - g. Health
  - h. Change in drinking behavior
  - i. More aware of dangers
  - j. More information about the problem of drinking and driving
  - k. DON'T KNOW
  - l. Other (Specify: \_\_\_\_\_)
22. Suppose you are planning to drive someplace where you knew there would be drinking. Are there things you COULD DO so that you would not have to drive after having drunk too much?
- a. \_\_\_\_ YES    b. \_\_\_\_ NO (GO TO Q. 27)    c. \_\_\_\_ I DON'T DRINK AND DRIVE (GO TO Q. 26)

28. What are some things you COULD DO to keep others from driving after drinking too much? (FILL IN COLUMN A BELOW - DO NOT READ OR PROBE)
29. Of the actions you just mentioned, which if any, WOULD YOU BE WILLING TO DO? (FILL IN COLUMN B BELOW - DO NOT READ OR PROBE)
30. In the past year, which of the things you have mentioned HAVE YOU ACTUALLY DONE to prevent someone else from driving after drinking too much? (FILL IN COLUMN C BELOW - DO NOT READ OR PROBE)

ITEM	A COULD DO	B WOULD DO	C HAVE DONE
a. Serve non-alcoholic beverages (e.g. punch, sodas, juices, etc.)	_____	_____	_____
b. Serve stimulants (coffee, tea)	_____	_____	_____
c. Monitor the drinking of guests and friends	_____	_____	_____
d. Volunteer not to drink in order to drive others home	_____	_____	_____
e. Limit the amount of alcohol served	_____	_____	_____
f. Stop serving drinks at an appropriate time	_____	_____	_____
g. Intervene to stop someone from driving (verbally restrain)	_____	_____	_____
h. Intervene to stop someone from driving (physically restrain)	_____	_____	_____
i. Have a sober guest drive someone home	_____	_____	_____
j. Serve food	_____	_____	_____
k. Let person stay overnight	_____	_____	_____
l. Suggest waiting until effects of alcohol wear off	_____	_____	_____
m. Call a taxi or car service	_____	_____	_____
n. Dilute drinks	_____	_____	_____
o. Other (SPECIFY: _____)	_____	_____	_____

31. How can you tell when you have had too much to drink to drive safely? (DO NOT READ OR PROBE. CIRCLE ALL THAT APPLY)

- a. Number of Drinks
- b. Slurred Speech
- c. Weaving/Staggering
- d. Personality Changes (e.g., very talkative, loud, aggressive, very quiet, etc.)
- e. Getting Sick
- f. Can't Stand Up
- g. Sleepy
- h. Passed Out
- i. Blurred Vision (inability to focus easily)
- j. Can Just Tell (Nothing Specific)
- k. Can't Tell
- l. Other (please specify) \_\_\_\_\_

32. Are there any services available in your community that individuals can use to avoid driving after they have had too much to drink?

- a. YES (GO TO Q. 33)    b. NO ( GO TO Q. 34)    c. DON'T KNOW (SKIP TO Q. 34)

33. What are these services? (DO NOT READ OR PROBE -- CIRCLE ALL RESPONSES)

- a. TAXI
- b. PUBLIC TRANSPORTATION
- c. DIAL-A-RIDE
- d. POLICE
- e. NAME OF A SPECIFIC LOCAL PROGRAM (PLEASE SPECIFY)
- f. OTHER: (PLEASE SPECIFY) \_\_\_\_\_

34. Suppose you are away from home and decide to have some drinks. Later on, you decide to drive home. Where would you be most likely to have had the drinks?  
(RECORD FIRST 2 RESPONSES. IF ONLY ONE RESPONSE GIVEN, ASK: "Is there anyplace else you might have drinks?")

FIRST RESPONSE

SECOND RESPONSE

- |                                |       |       |
|--------------------------------|-------|-------|
| a. Bars/Taverns                | _____ | _____ |
| b. Restaurants                 | _____ | _____ |
| c. Cocktail Lounges/Nite Clubs | _____ | _____ |
| d. Other People's Homes        | _____ | _____ |
| e. Sporting Events             | _____ | _____ |
| f. Cars/Vans                   | _____ | _____ |
| g. At Home                     | _____ | _____ |
| h. Other (please specify):     | _____ |       |

35. What was the last grade level that you completed in school?

- a. Completed elementary school (sixth grade)
- b. Some high school
- c. Completed high school
- d. Some college
- e. Completed college
- f. Some graduate work
- g. Completed graduate work (either M.A. or Ph.D.)

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THAT'S ALL THE QUESTIONS I WANTED TO ASK. THANK YOU VERY MUCH FOR  
SHARING YOUR VIEWS WITH US ABOUT DRUNK DRIVING. HOPEFULLY THE RESULTS  
OF THIS SURVEY CAN BE USED TO IMPROVE EFFORTS TO COMBAT DRUNK DRIVING.  
THANK YOU AGAIN -- GOODBYE

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### SECTION III

#### FOCUS GROUP DISCUSSION: SUMMARY OF MAJOR FINDINGS

## SUMMARY OF MAJOR FINDINGS OF FOCUS GROUP DISCUSSIONS

This section of the report details findings from the four focus groups in the following areas:

- A. Definitions of Common Terms
- B. Perceptions of Probabilities
- C. Responses to Key Questionnaire Items
- D. Categories for Open-Ended Questions
- E. General Attitudes Toward Telephone Interviews

Where appropriate, verbatim comments from participants are used to illustrate particular points. The reader is reminded that the findings from these focus groups cannot be projected to a larger universe of similar respondents.

### A. Definitions of Common Terms

One of the key concerns of this study was to ask questions of a variety of respondents nationwide and to have the terms used in the survey mean the same thing to each respondent. Elimination of questionnaire ambiguity is the main concern of every questionnaire developer but is of particular importance when the subject matter is sensitive.

Some terms that were examined in the focus groups included the following:

1. Alcoholic Beverage
2. Drinking and Driving
3. Drunk Driving
4. Alcohol-Impaired Driving
5. Driving After Drinking Too Much
6. Driving After You Have Had Too Much To Drink To Drive Safely
7. Driving After You Have Had Too Much To Drink For Safe Driving
8. Driving While Impaired By Alcohol
9. Legally Drunk

The major elements on this list will be addressed in this part of the report.

#### DEFINITIONS

Alcoholic Beverage - The following quotes best define what individuals mean when this term is used:

"A drink with alcohol in it."

"Beer, wine, liquor -- all of it."

"Any commercial product I buy with 'alcohol content' on the label."

"Something you can drink enough of to get you drunk."

"If it's advertised as an alcoholic beverage that is what it is."

"Homemade stuff is an alcoholic beverage too."

There wasn't any confusion about this term among the four groups and they were clear in the difference between alcoholic beverages and food products (e.g., vanilla), medical products (e.g., cough syrup), personal

care products (e.g., mouthwash) and products for the home (e.g., sterno) in terms of their alcoholic content.

Some synonyms mentioned for "alcoholic beverages" include:

1. "A real drink."
2. "Mixed drinks."
3. "Drinks."

Drinking and Driving - This term had a degree of ambiguity imbedded in its presentation--some participants felt it was having a drink in your hand while driving a car, while others felt it was drinking at home, in a bar or "out with friends" and then stopping, but getting in a vehicle and then driving.

Drunk Driving - Of all the terms on the list, this term was most clearly understood by individuals. It had one meaning for people: driving a vehicle after consuming an alcoholic beverage in excess of what the body can tolerate, such that behaviors like the following are exhibited:

1. Weaving
2. Stopping too late or too soon
3. Excessive speed
4. Driving on the wrong side of the road or the wrong way up a one-way street
5. Colliding with objects or people

Alcohol-Impaired Driving - Some participants saw this phrase as a "fancied-up version" of drunk driving. They gave examples of "impaired" as:

"Being off in your reaction time."

"Vision is blurred."

"Unable to fully control your car."

Some participants thought this phrase was a little more drunk than "drunk driving" -- somehow worse. This feeling seemed to stem from having driven a car while drunk but feeling they were not impaired too much to drive. In a sense, many participants felt that they may be "drunk drivers," but the other fellow is "alcohol-impaired" and in much worse shape.

Driving After Drinking Too Much -

Driving After You Have Had Too Much To Drink to Drive -

Driving After You Have Had Too Much To Drink To Drive Safely -

Most participants saw these phrases as similar and tended to think the first one was clear enough while the latter two were so long that the main point was lost.

Someone commented that the third phrase had so much alliteration that it lost its punch. There was also another problem with this triad: the ambiguity of "too much" -- participants were vehement in their rationale that individuals could tolerate varying amounts of alcohol and still handle a car adequately. They justified their point of view with personal examples -- sometimes with tragic consequences. They made very clear that "too much for me," might not be "too much for someone else" or its converse.

Most participants felt that "drunk driving" covered the elements implied in this triad of key words.

Driving While Impaired By Alcohol - Most participants couldn't see the distinction between this phrase and "Alcohol-Impaired Driving." They gave the same definitions for both phrases and indicated that the former phrasing was a little more to the point.

Legally Drunk - Actual comments make the point very clear about this phrase:

"That means they got you -- your blood alcohol is too high."

"Friends don't say 'you're legally drunk' -- they just say you were drunk last night. The cops say 'you're legally drunk' -- and you failed the breath test."

"To be declared 'legally drunk' you have to be tested by a policeman."

"I don't really know what it means -- something about the amount of alcohol in your blood, right?"

"You can't walk a straight line or touch your nose in three tries."

"You are wasted, bombed, intoxicated."

Participants weren't always clear what this meant but many knew that some sort of test had to be conducted on the driver to determine level of alcohol in the body. Many thought that it was the most severe form of drunkenness and was just one step from "falling down drunk."

In terms of commonality of understanding the following three terms were most clearly understood by participants:

Most clearly understood: Drunk Driving

Second most clearly understood: Drinking and Driving

Third most clearly understood: Alcohol-Impaired Driving

B. Perceptions of Probabilities

Another purpose of the focus group phase of this project was to determine the ease or difficulty in participants' ability to estimate or forecast the probability of various events happening to them in the future.

The mock questionnaire (See Appendix B) asked various forms of the same questions to stimulate participants to estimate or forecast probabilities. Some interesting findings emerged:

1. When asked, "What are your chances of X..." participants tended to first answer with words:

"My chances are good."

"My chances are slim to none."

"No chance."

2. The few who did answer with a number tended to do so in the following manner:

"A 50/50 chance."

"10% because the cop may be in a bad mood."

"100% chance -- I'm not very lucky."

Participants said that if a range of percentages, or a list of numbers from one to ten where they could pick a number were given, they could answer more accurately.

C. Responses to Key Questionnaire Items

There were a number of questions on the pre-test forms that were explored in the focus groups. Group participants answered a set of questions individually, and then discussed their responses in the group. The group responses to some alternative forms of asking questions about alcohol-highway safety issues are discussed below. Suggestions for their inclusion in the final formats are also provided.

- a. Three forms of questions in the area related to chances for getting caught and punished for driving after drinking too much were provided to group participants. These alternative forms were:

1. Suppose you drove 100 times after drinking too much. Of these 100 times, how many times do you think you would be caught and punished?

\_\_\_\_\_ times

2. If you were to drive after drinking too much, what do you feel would be the chances of getting caught and punished? Indicate the number of chances out of 100 times.

\_\_\_\_\_ number of chances

3. On a scale of 1 to 100, what are your chances of getting caught and punished for driving after having too much to drink?

\_\_\_\_\_ chances

Each of the questions above produced a slightly different response on the part of the respondent. Question 1 was difficult for some people because it was hard for them to imagine driving 100 times after drinking too much. Question 2 was preferred by those people who like to think in terms of numbers. They tended to use the phrase 50/50. Almost no one liked Question 3. They felt it was too difficult to calculate.

b. In a second set of questions the format looked like this:

1. Have you ever driven within one hour of drinking an alcoholic beverage?

\_\_\_\_\_ Yes                      \_\_\_\_\_ No

2. Is this question true or false for you?

I usually drive within an hour of drinking an alcoholic beverage:

\_\_\_\_\_ True                      \_\_\_\_\_ False

3. Out of 100 times that you drive your car, how many times (out of 100) do you drive within one hour of drinking an alcoholic beverage?

\_\_\_\_\_ Times out of 100

Question 1 was easy to answer and not perceived as threatening by participants. Question 2 caused some concerns. Most admitted that the situation was true -- they did often get in a car within an hour of drinking an alcoholic beverage; but felt that answering the question "TRUE" made them feel that they were "really drunks who did this all the time." Question 3 made most participants a little uneasy because they tended not to think about how many of the last 100 times in a car they drove, or the last 100 times they drank and drove.

The last section of the mock questionnaire used for practice in the focus groups included the following seven questions:

1. Within the last 12 months, how often have you driven after you had too much to drink?  
\_\_\_\_\_ number of times
2. Look at the list below. Find the time period that best describes how often you have driven, in the last year, after having had too much to drink. Put an X next to the one that best describes you.  
\_\_\_\_\_ Daily                      \_\_\_\_\_ 2 to 6 times per week  
\_\_\_\_\_ Once a week              \_\_\_\_\_ Once every 2 weeks  
\_\_\_\_\_ About 4 to 6 times a year              \_\_\_\_\_ Never  
\_\_\_\_\_ About once or twice a year
3. In the last month (October), how often have you driven after having had too much to drink?  
\_\_\_\_\_ Never              \_\_\_\_\_ Once              \_\_\_\_\_ 2 to 3 times  
\_\_\_\_\_ 4 to 5 times              \_\_\_\_\_ 6 or more times
4. In the last three months (since Labor Day), how often have you driven after having too much to drink?  
\_\_\_\_\_ Never              \_\_\_\_\_ Once              \_\_\_\_\_ 2 to 3 times  
\_\_\_\_\_ 4 to 6 times              \_\_\_\_\_ 7 to 10 times  
\_\_\_\_\_ 10 or more times
5. In the last six months (since Memorial Day), how often have you driven after you've had too much to drink?  
\_\_\_\_\_ Never              \_\_\_\_\_ Once              \_\_\_\_\_ 2 to 3 times  
\_\_\_\_\_ 4 to 6 times              \_\_\_\_\_ 7 to 11 times  
\_\_\_\_\_ 12 to 16 times              \_\_\_\_\_ More than 17 times

6. On the average, in any given month, how often would you say you have driven after you've had too much to drink?

\_\_\_\_\_ Never      \_\_\_\_\_ Once      \_\_\_\_\_ 2 to 3 times

\_\_\_\_\_ 4 to 6 times      \_\_\_\_\_ 6 or more times

7. If we multiplied Question 6 by 12 months, would that be an accurate average for you for a year?

\_\_\_\_\_ yes

\_\_\_\_\_ No

The groups' responses and discussions can be summarized as follows:

- a. The easiest question to answer was Question #2. The broad range of choices allowed them to find one that was true for them.
- b. The "last month" is perceived by most people as the last calendar month, not 30 days from today's date.
- c. Three to six months in the past or a year in the past is difficult for people to comprehend.
- d. Question 6 usually produced the answer never or once and would not be a useful indicator of frequency of DWI.

D. Categories for Open-Ended Questions

A number of items on the questionnaire forms to be pretested were open-ended or provided space for written comments. These questions were asked of participants in the focus groups to see if they could be closed, or if additional response categories could be created. The findings:

1. Reasons you might get caught and punished:

- Swerving
- Accident
- Run a red light
- Speeding

- Playing chicken
- Falling asleep
- Someone sees you drinking in the car
- Passed out in the seat
- Driving too slow
- Driving carelessly
- Go in the out exit
- Failing the drunk tests

2. How can you avoid being caught and punished?

- Being familiar with the area
- Taking back roads
- Driving more slowly
- Extreme concentration
- Letting someone else drive
- Luck, experience
- Keeping the windows open
- Keeping the radio up loud

3. What can the police or the courts do to cut down on number of drunk drivers?

- Roadblocks and checkpoints
- Stiffer penalties for first offense, permanent suspension for second offense
- \$1,000 fines
- Jail sentences for offenders
- More cops
- Raise the drinking age to 21

#### E. General Attitudes Toward Telephone Interviews

Many participants commented that the subject matter of this study made them a little reluctant to talk about it over the phone with a stranger. There was concern over how phone numbers were obtained. Some worried that the answers might get back to their employers. They also indicated that they would not be fully truthful on those questions where a "true" or a "yes" might imply that they drank and drove as a matter of course.

Some participants indicated that no matter who made the call they would not be willing to talk about this issue on the phone. Those who would be willing to talk felt that surveys like this one would lead to better laws and fewer drunk drivers -- both of which were good for the whole society. Having DOT/NHTSA conduct an alcohol-highway safety survey was appealing to some, but somewhat discomforting to others.

Most participants indicated that when the phrase, "I'd like to talk to you for a few minutes," was used -- they felt that 5 minutes was the most that "a few minutes" would cover. If the interviewer said that the questions would take 15 minutes, some participants felt that was far too long to spend on the phone; others seemed to feel that being told initially how long the survey would take was a good idea. Many indicated that between the hours of 6 p.m. and 10 p.m. there was really "no convenient time to talk" because between getting ready for supper, eating it, being with the children and watching television, the phone was an intrusion. Daytime calls on the job were a problem for this topic area, but generally perceived as a better time for telephone interviews.

Given the above concerns about anonymity and time, interviewers should indicate that phone numbers are obtained randomly; the caller does not know who the respondent is. In addition, for surveys averaging more than 10 minutes, interviewers may increase response rates by asking whether the time is convenient for the respondent, and if not, what time would be convenient for a call back.

## CONCLUSIONS AND RECOMMENDATIONS

The findings from this quartet of focus groups were instrumental in deciding the conduct of the pretest of items for alcohol highway safety surveys.

1. Very little ambiguity appears to be incurred in the use of the term "alcoholic beverage." It is a term used by individuals to cover wine, beer and liquor.
2. The three items which share a common base of understanding among most participants are:
  - Drunk Driving
  - Drinking and Driving\*
  - Alcohol-Impaired Driving\*\*
- \* Be aware that this term has two clear meanings but both meanings imply that it is a condition that can lead to an accident.
- \*\* Legally drunk came in a close fourth with alcohol-impaired driving.
3. Participants have a problem with forecasting probabilities and do best with an existing scale (e.g., 1% to 10%, or 1% to 100% or a base of 1,000 or 10,000).
4. Some closing up of questions can be done to save interviewing time.
5. Potential responses to the proposed telephone interview may result in incomplete forms if the interview takes too long over the phone.

Note: Actual pretesting indicated that respondents did complete the questionnaire.

APPENDIX A:  
MODERATOR'S GUIDE

## MODERATOR'S GUIDE FOR AMERICAN DRIVING HABITS & LEGAL DRINKING AGE

### INTRODUCTION

(1 minute)

Hello. My name is Naomi Henderson and I'm the moderator this evening. We'll be here about 90 minutes and the purpose of tonight's discussion is to talk about two main issues:

- American Driving Habits
- Drinking and Driving - Legal Drinking Age

### GROUND RULES

(3 minutes)

I'm a freelance consultant -- I don't work for any one particular company. I'm my own boss -- running my own business. I don't have anything to sell -- I travel all over the country and talk to consumers about products, ideas and services. Feel free to make positive or negative comments about anything that comes up in tonight's discussion. My job is not on the line here.

Tonight we'll be talking about ideas, opinions, definitions and concepts. Please have the courage of your convictions.

- This session is being tape recorded and observers are present behind the one-way mirror.
- You are being paid for two things tonight -- your time and your opinions -- make sure I hear from you several times in the course of this discussion.
- All of you need to talk -- but each one doesn't have to answer every question.
- Please talk one at a time -- in a voice at least as loud as mine.
- Avoid side conversations with your neighbors.
- There are no right or wrong answers in this type of market research. We are looking for different points of view. Have the courage of your convictions, and don't let the group sway your opinion.
- Please -- no smoking during this session.

### BACKGROUND

(6 minutes)

Please introduce yourself to the group and tell us:

- First Name
- Age
- How long you have lived in this area
- The type of car you drive most often right now
- The total number of years you have been driving a car
- The age you were when you had your first "real drink"

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DRINKING & DRIVING  
PAGE TWO

GENERAL  
INFORMATION

(5 minutes)

1. What is the legal drinking age in this state?
2. What age can a person begin drinking beer and wine in this state?
3. Let me get some information from you:
  - a. Define "alcoholic beverage" -- what does that include/ give me some examples.
  - b. Does that include beer and wine?
  - c. Can you tell me something that contains alcohol but that you don't define as an alcoholic beverage?  
(THIS PROBE IS INTENDED TO SPARK CONVERSATION ONLY)
  - d. Let's make a list of all the qualities that a product has to have to be called an "alcoholic beverage."
  - e. What's your favorite "alcoholic beverage?"

WAR  
STORIES

(5 minutes)

1. (PREP. QUESTION) What are your chances of being stopped for speeding in the next 30 days? \*Eating too much salt in next week?
2. Do you know anyone who has been stopped by the police and told they had too much to drink?
  - a. Can you tell me what happened?
  - b. What did you think about what happened to them?(THIS QUESTION IS ONLY INTENDED TO SET THE STAGE FOR FURTHER DISCUSSION)
3. What would you do if you were stopped and told by the police that you had too much to drink?

/ QUESTIONNAIRE /

DEFINITIONS

(30 minutes)

We're going to talk about several terms tonight and I want the group to agree on definitions for each of the terms.

USE FLIP CHART -- TO RECORD KEY DEFINITIONS -- PROBE ALL NOMINALIZATIONS, e.g., "How much is too much?"

FILLER QUESTION: "Too young to drink and drive" -- How young is that in your opinion?

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PAGE THREE

DEFINITIONS

(cont.)

1. "Drinking & Driving"
2. "Drunk Driving"
3. "Alcohol-Impaired Driving"
4. "Driving After Drinking Too Much"
5. "Driving After You Have Had Too Much To Drink To Drive Safely"
6. "Driving After You Have Had Too Much To Drink For Safe Driving"
7. "Driving While Impaired By Alcohol"
8. "Legally Drunk"
  - a. Of the above terms, which one do you think most people would understand the best, in terms of a definition that we could all agree on?
  - b. Which phrase have you heard most often? i.e., which one is most familiar?
  - c. When you hear the phrase "X", what comes to your mind? ASK FOR EACH ONE! WHAT DOES THE TERM MEAN TO YOU?

PROBABILITIES

(30 minutes)

1. What are your chances of getting caught and punished for driving after drinking too much? (ASK AS UNAIDED QUESTION FIRST)

LISTEN FOR: a. "My chances are good/not good" (qualitative)  
b. "Chances are 1 in 10/better than even" (quantitative)

- |   |
|---|
| <p>2. If I asked the question: "What are your chances of getting caught and punished after driving and drinking too much?"</p> <p>** on a questionnaire that came in the mail and the answers were multiple choice -- describe for me what you think the answers would look like.</p> |
|---|

PROBE TO SEE DIFFERENCES BETWEEN QUALITATIVE AND QUANTITATIVE.  
PRESS FOR QUANTITATIVE AND LISTEN CAREFULLY FOR RESPONSES.

=====

THESE QUESTIONS  
WOULD BE ON A  
PIECE OF PAPER  
FOR RESPONDENTS  
TO COMPLETE  
DURING THE  
FOCUS GROUP  
TO PROMOTE  
DISCUSSION.

=====

3. Here are some questions that address this issue. First write down your answer and then we'll discuss it. Don't say anything until everyone has written down their answers. (SECTION I)
4. Which one of the questions was the easiest for you to answer? WHY? PROBE ALL NOMINALIZATIONS.
5. Here are some other questions I want you to answer: (SECTION II & III)
6. Which one of these last set of questions was the easiest for you to answer? WHY? PROBE ALL NOMINALIZATIONS.

CATEGORIES  
FOR OPEN-  
ENDED  
QUESTIONS

(10 minutes)

1. What are some of the reasons you might get caught and punished after drinking too much?  
  
LISTEN FOR CLEAR REASONS TO MAKE CLOSE-ENDED RESPONSES TO "chances out of 100" QUESTIONS.
2. What are some of the reasons you might be able to drive after drinking too much and not get caught and punished? Can you give me any examples?  
  
LISTEN FOR ACTUAL RESPONSES.
3. What can the police and courts do so you wouldn't drive while impaired by alcohol?  
  
LISTEN FOR VALID REASONS
4. What services are available in this community that individuals can use to avoid driving after they have had too much to drink?  
  
LISTEN FOR ACTUAL SERVICES KNOWN BY RESPONDENTS.
5. Here are some services that are available in other communities:  
  
o Taxi    o Public Transportation    o Dail-A-Ride  
o Police Escort  
  
Can you add anything to this list? (LISTEN FOR VALID RESPONSES)

MODERATOR'S GUIDE  
DRINKING & DRIVING  
PAGE FIVE

GENERAL  
ATTITUDE  
TOWARD  
QUESTIONNAIRE

(10 minutes)

If I were to call you up on the phone and ask you 20 or 30 questions taking a few minutes and they were the kind of questions we've been talking about today:

- a. Who do you think I'd be doing the survey for? What kind of study would want these answers?
- b. What would be your attitude: Would you willingly answer questions about drinking and driving?
  1. What kind of questions would be "too threatening?"
  2. What kind of questions would "turn you off?"
    - a. What advice do you have for anyone who makes a phone call that asks the American public to answer some questions about drinking and driving?
    - b. If I told you it was for the U.S. Dept. of Trans. and it would take 15 minutes, what would that do to your willingness to answer? It would be random.
    - c. Here are some slogans about drinking and driving. Look them over and the group needs to come to an agreement about the best one of this lot. I'll be right back in a few moments. Mr. X or Ms. Y would you serve as moderator while I'm gone.

(THIS PLOY ALLOWS ME TO COME AND TALK TO THE CLIENT)

FOUR SLOGANS

1. Make the last one for the road a cup of coffee.
2. Drinking and driving don't mix.
3. If you have a drink and drive, drink Pepsi.
4. Report drunk drivers immediately!
5. Friends don't let friends drive drunk.
- \*6. Can you write your own anti-drunk driving slogan?

WRAP-UP

(3 minutes)

Final questions from the client.

Thank you for being her tonight. You have been very helpful. I appreciate your time and comments. Good Night!

TOTAL INTERVIEWING TIME: 105 minutes -- (We have about 90-110 minutes per group to actually talk to respondents.)

APPENDIX B:

MOCK QUESTIONNAIRE

First Name: \_\_\_\_\_ City: \_\_\_\_\_ Date: \_\_\_\_\_

1. Suppose you drove 100 times after drinking too much. Of these 100 times, how many times do you think you would be caught and punished?

\_\_\_\_\_ Times

2. If you were to drive after drinking too much, what do you feel would be the chances of getting caught and punished? Indicate the number of chances out of 100 times.

Number of chances: \_\_\_\_\_

3. On a scale of 1 to 100, what are your chances of getting caught and punished for driving after having too much to drink?

Chances: \_\_\_\_\_

- a. Of the three questions above, which one was easiest for you to answer?

\_\_\_\_\_

- b. Why was that question the easiest one to answer?

\_\_\_\_\_  
\_\_\_\_\_

II. \*\*\*\*\*

1. Have you ever driven within one hour of drinking an alcoholic beverage?

\_\_\_\_\_ YES \_\_\_\_\_ NO

2. Is this question or false for you?

I usually drive within an hour of drinking an alcoholic beverage.

\_\_\_\_\_ TRUE \_\_\_\_\_ FALSE

3. Out of 100 times that you drive your car, how many times (out of 100) do you drive within one hour of drinking an alcoholic beverage?

\_\_\_\_\_ Times out of 100

- a. Which one of this set of questions was easiest to answer? \_\_\_\_\_

- b. Why was that question the easiest? \_\_\_\_\_

\_\_\_\_\_

- c. Which question was the least threatening to you? \_\_\_\_\_

-----  
III.

1. Within the last 12 months, how often have you driven after you had too much to drink?

Number of Times: \_\_\_\_\_

2. Look at the list below. Find the time period that best describes how often you have driven, in the last year, after having had too much to drink. Put an X next to the one that best describes you.

\_\_\_\_\_ Daily                      \_\_\_\_\_ 2-6 Times per Week                      \_\_\_\_\_ Once a week  
\_\_\_\_\_ Once every 2 weeks                      \_\_\_\_\_ Once a month                      \_\_\_\_\_ About 4-6 times a year  
\_\_\_\_\_ About once or twice a year                      \_\_\_\_\_ Never

3. In the last month (October), how often have you driven after having had too much to drink?

\_\_\_\_\_ NEVER                      \_\_\_\_\_ ONCE                      \_\_\_\_\_ 2-3 TIMES                      \_\_\_\_\_ 4-5 TIMES                      \_\_\_\_\_ 6 OR MORE TIMES

4. In the last three months (since Labor Day) how often have you driven after having too much to drink?

\_\_\_\_\_ NEVER                      \_\_\_\_\_ ONCE                      \_\_\_\_\_ 2-3 TIMES                      \_\_\_\_\_ 4-6 TIMES                      \_\_\_\_\_ 7-10 TIMES                      \_\_\_\_\_ TEN OR MORE

5. In the last six months (since Memorial Day), how often have you driven after you've had too much to drink?

\_\_\_\_\_ NEVER                      \_\_\_\_\_ ONCE                      \_\_\_\_\_ 2-3 TIMES                      \_\_\_\_\_ 4-6 TIMES                      \_\_\_\_\_ 7-11 TIMES  
\_\_\_\_\_ 12-16 TIMES                      \_\_\_\_\_ MORE THAN 17 TIMES

6. On the average, in any given month, how often would say you have driven after you've had too much to drink?

\_\_\_\_\_ NEVER                      \_\_\_\_\_ ONCE                      \_\_\_\_\_ 2-3 TIMES                      \_\_\_\_\_ 4-5 TIMES                      \_\_\_\_\_ 6 OR MORE TIMES

7. If we multiplied Question 6 by 12 months -- would that be an accurate average for you for a year?                      \_\_\_\_\_ YES                      \_\_\_\_\_ NO

- a. Of the six questions above, which one was easiest for you to answer?

Question: \_\_\_\_\_

- b. Why was that question the easiest? \_\_\_\_\_  
\_\_\_\_\_