

## DOCUMENT RESUME

ED 123 335

CE 005 733

TITLE Communications Strategies on Alcohol and Highway Safety. Volume I. Adults 18-55. Final Report.

INSTITUTION Grey Advertising, Inc., New York, N.Y.

SPONS AGENCY National Highway Traffic Safety Administration (DOT), Washington, D. C.; National Inst. on Alcohol Abuse and Alcoholism (DHEW/PHS), Rockville, Md.

REPORT NO. DOT-HS-801-400

PUB DATE Feb 75

NOTE 224p.; For Volume II, see CE 005 734

AVAILABLE FROM National Technical Information Service, Springfield, Virginia 22151 (PB-241-258; MF \$2.25, HC \$7.25)

EDRS PRICE MF-\$0.83 HC-\$11.37 Plus Postage.

DESCRIPTORS \*Accident Prevention; \*Adults; Alcohol Education; Communication (Thought Transfer); Community Action; \*Drinking; Interpersonal Relationship; Interviews; Mass Media; Questionnaires; Social Action; Social Relations; \*Statistical Studies; Tables (Data); \*Traffic Safety

IDENTIFIERS \*Communications Strategies; Drinking Drivers; Target Populations

## ABSTRACT

The first part of a two-part, two volume study deals with adults aged 18-55 and identifies target populations and communications strategies for encouraging personal action steps to prevent drunk driving. Fully 54% of adult Americans participate once a month in social or business situations where alcohol is served. They are termed Alcohol Related Situations (ARS)-Involved. This group has the potential for controlling drinking or restraining drunk drivers. The types of measures they are willing to take are restricted to friends and relatives, and include offering to drive, inviting the person to stay over, calling a taxi, and serving food with liquor. Findings, reported largely in tabular form, and recommendations are based on personal interviews with a national probability sample of 1,600 adults. Target populations for advertising are differentiated on the basis of life styles and personality profiles. A Technical Appendix contains: Schematic Flow Chart of Study Operations, Sample Design and Field Procedures, Sample Weighting, Sample Tolerances, U.S. Population Estimates, R Factor Analysis, Q Segmentation Analysis, Validation of Q Analysis, Development of Personality Scores, Fact and Attitude Battery--Full Scale, and a 21-item bibliography. Also included are copies of the interview forms. (NTIS)

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DOT HS-801 400

# COMMUNICATIONS STRATEGIES ON ALCOHOL AND HIGHWAY SAFETY

## Volume I - Adults 18-55

Contract No. DOT-HS-074-1-096

February 1975

Final Report

PREPARED FOR:

U.S. DEPARTMENT OF TRANSPORTATION

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

WASHINGTON, D.C. 20590

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1. Report No. DOT HS-801 400		2. Government Accession No.		3. Recipient's Catalog No.	
4. Title and Subtitle Communications Strategies On Alcohol and Highway Safety (Volume 1 Adults 18-55)				5. Report Date February 1975	
				6. Performing Organization Code	
7. Author(s)				8. Performing Organization Report No.	
9. Performing Organization Name and Address Research Department Grey Advertising, Inc. 777 Third Ave. New York, N.Y. 10017				10. Work Unit No. (TRAIS)	
				11. Contract or Grant No. DOT-HS-074-1-096	
12. Sponsoring Agency Name and Address U.S. Department of Transportation National Highway Traffic Safety Administration U.S. Department of Health, Education and Welfare National Institute on Alcohol Abuse and Alcoholism				13. Type of Report and Period Covered Final Report February-December, 1974	
				14. Sponsoring Agency Code	
15. Supplementary Notes					
16. Abstract The study is in two volumes, the first dealing with adults aged 18-55, the second with high school youth. Both identify target populations and communications strategies for encouraging personal action steps to prevent drunk driving.  Fully 54% of adult Americans participate at least once a month in social or business situations where alcohol is served; they are termed ARS-Involved. This group has the potential for controlling drinking or restraining drunk drivers. The types of measures they are willing to take are restricted to friends and relatives, and include offer to drive, invite to stay over, call a taxi and serve food with liquor to reduce intoxication.  Adults seem less able to recognize impairment in others, but are quite willing to act. They have several misperceptions about causes and solutions of impairment. More than 60 percent mistakenly believe that a can of beer or a drink of wine is less intoxicating than an average drink of liquor.  Findings and recommendations are based on a national probability sample of 1,600 adults. Target populations for advertising are differentiated on the basis of life styles and personality profiles.					
17. Key Words Mass communications, alcohol and highway safety, public information, drunk driving, campaigns, personal intervention, advertising.			18. Distribution Statement Document is available to the public through the National Technical Information Service, Springfield, Virginia 22151		
19. Security Classif. (of this report) Unlimited		20. Security Classif. (of this page) Unlimited		21. No. of Pages 230	22. Price

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**SECTION I**

**BACKGROUND AND OBJECTIVES**

## BACKGROUND

Nearly 55,000 people are killed annually on our nation's highways. About one half of these fatalities are in accidents caused by the drunk driver. The economic cost of drunk driver accidents is estimated to total in the area of 6.4 billion dollars annually.

Growing concern about the drunk driving problem prompted the U.S. Department of Transportation's National Highway Traffic Safety Administration to embark upon a high priority program to combat it. Early in 1971, NHTSA, working with Grey Advertising, Inc., New York, under a no-profit, cost-reimbursement contract, launched an extensive three-year public information/communications effort.

As the program got under way, it was clear that the general population had no awareness or understanding either of the extent of the problem or of its major cause, since all previous public education programs had communicated broadly a "don't drink and drive" message — advice which was too often ignored.

The core of the problem was the relatively small number (8 million) of problem drinkers. Because, realistically, the general public (118 million licensed drivers) frequently drives after moderate drinking, the program's initial objectives were limited to communicating two basic facts:

- . The problem drinker who drives is the major element of the drunk driving problem.
- . The problem of drunk driving is pervasive in our society.

The communication targets were two:

- . The general public
- . Key "influentials", i.e., those professional groups – law enforcement, legal and medical – which could be most effective in combating the situation.

The result was a highly integrated communications and action effort, utilizing the major forms of advertising media and public information.

In addition, special messages were directed at selected population groups who were difficult to reach via regular language, idioms or media channels:

- . Ethnic groups
- . Youth



## OBJECTIVES

As part of the second phase of the program, in order to measure the progress made to date and to develop strategy and approaches for future efforts, it became apparent that there was a need to do some major basic consumer research. The objectives of the research were:

- . To measure the accomplishments of the program to date.
- . To know what actions people were willing to take to stop the drunk from driving, and
- . What types of people were willing to take what kinds of actions, in order to best focus future public education efforts.

Early in 1974, NHTSA directed Grey Advertising, Inc. to do the necessary research. The assignment was to conduct major and comprehensive research among high school youth and adults, focusing on involvement in potential drinking and driving situations, and the attitudes of both groups about drunk driving action.

To answer these questions, Grey undertook two major research studies:

- . An Adult Study — results reported in this document.
- . A High School Youth Study — reported in a separate document.

**SECTION II**  
**RESEARCH METHOD**

## METHOD

For the adult population a two-phase research program was initiated:

### I. EXPLORATION: To develop the measurement tool

#### Review of Existing Data

Relevant data sources\* were reviewed to gain insight into the problem and to help develop appropriate screening questions for the Incidence Check.

#### Incidence Check

An "incidence study" was conducted by a national telephone probability sample among 507 adults, 21 to 60 years old, to establish the frequency of social and business alcohol related situations.

#### Qualitative Development

The purpose of this stage was to develop hypotheses to be tested in the main Measurement Phase. In addition, it provided us with input as to the correct language to be used in the Fact, Attitude and Potential Countermeasure batteries in the Measurement Phase Questionnaire.

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\* For bibliography see the Technical Appendix.

II. MEASUREMENT PHASE: To measure the national population according to the objectives of the study.

**WHO?** 2532 households were screened for eligible adults. 1512 adults between 18-55 were administered personal interviews in their home.

In addition, 1185 households were screened for eligible college students.

148 college students were administered personal interviews in 25 geographically dispersed central locations.

**WHERE?** Nationwide, using 75 PSU's in Grey's National Probability Sample and 25 central locations for college interviews.\*

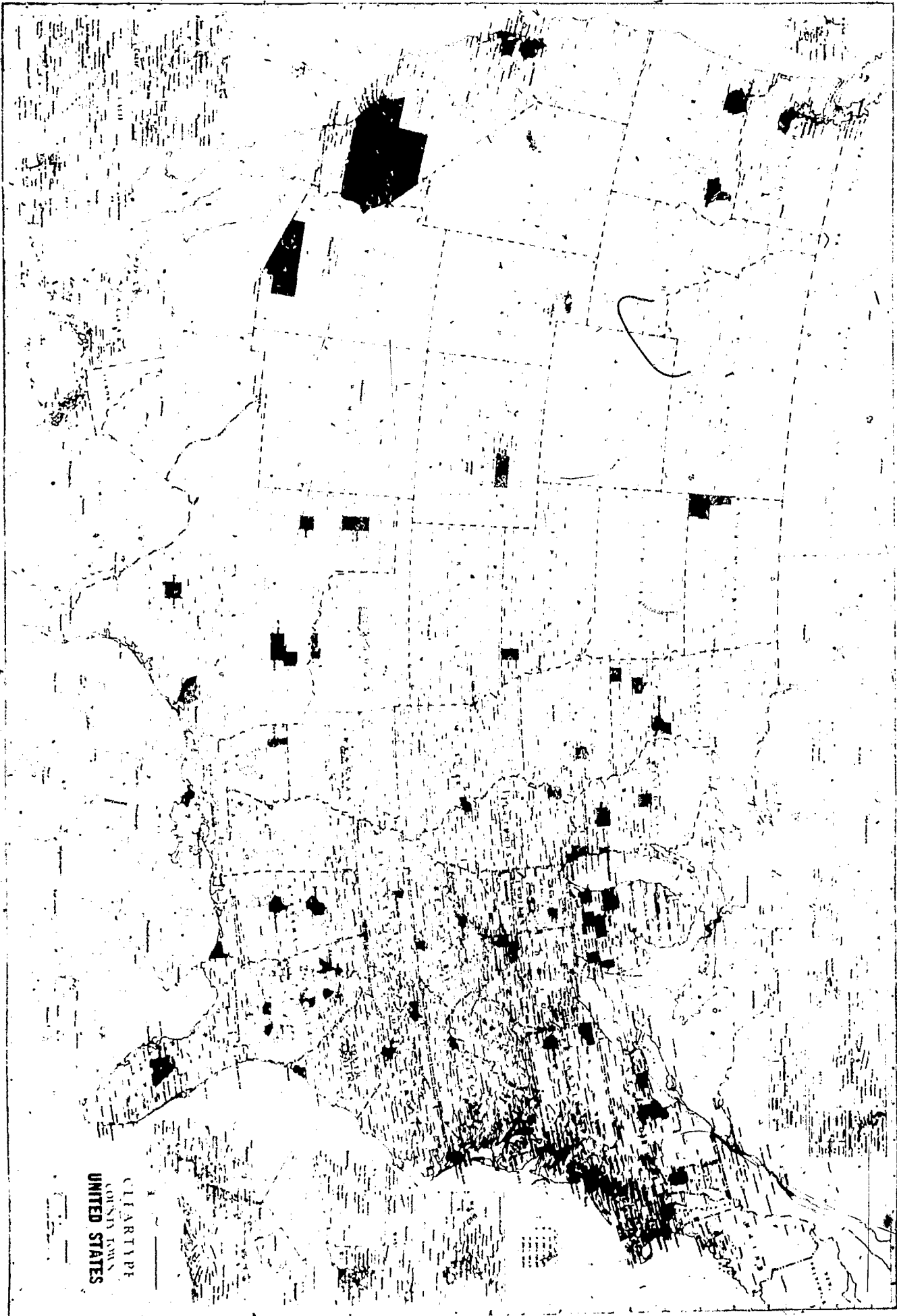
**HOW LONG?** The average interview took one hour and fifteen minutes.

**WHEN?** June-July, 1974.

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\* Note: For detailed technical discussion on Sampling Plan see the Technical Appendix.

PRIMARY SAMPLING UNITS NHTSA ADULT STUDY



CLEARFORK  
COUNTY  
TENNESSEE  
UNITED STATES

**SECTION III**  
**FINDINGS**

## FINDINGS

### A. WHAT HAS BEEN ACCOMPLISHED BY NHTSA'S PAST EFFORTS?

### B. MARKET DEFINITION

- What are the market boundaries?
- Who are the ARS—Involved people?
- What are their attitudes and knowledge?

### C. RECOGNITION OF THE POTENTIAL DWI SITUATION

- The nature of the alcohol related situation
- Recognition of the need to act
- Knowledge of appropriate actions

### D. MARKET COUNTERMEASURE POTENTIAL

- Development of dimensions
- Countermeasure potential
  - In general
  - Role of the "problem drinker"
  - Role of death or maiming outcome

### E. MARKET SEGMENTATION

- Rationale for grouping ARS—Involved people according to countermeasures
- Approach used to segment ARS—Involved individuals
- Countermeasure segments

**A. WHAT HAS BEEN ACCOMPLISHED BY NHTSA'S  
PAST COMMUNICATIONS EFFORTS?**



— HIGHLIGHTS —

WHAT HAS BEEN ACCOMPLISHED BY NHTSA'S  
PAST COMMUNICATIONS EFFORTS?

- Significant progress has been made since 1971 when the NHTSA public information program began in increasing people's awareness of the drunk driving problem. It is now seen as a key social issue in the U.S. Over three-quarters of adults rate drunk driving as an "extremely" or "very" important problem. They see it as only slightly less vital than such major issues as corruption in government (83%) and inflation (82%). (It is important to note that this study was conducted during the summer of 1974, a period when coverage of Watergate and the economy dominated the news in the press and on the airwaves.) In fact, drunk driving is now considered by many to be a more important problem than issues like pollution of the environment (69%), alcoholism (67%), the energy crisis (65%) or racial conflicts (50%).
- Significant increases have also been registered in the numbers of people who realize that problem drinkers cause more fatal accidents than social drinkers. Four years ago less than half (47%) of all adults were aware of this fact; today 59% are, a relative gain of 26%.
- There is another very important manifestation of increased popular understanding about the magnitude of the drunk driver problem. That is the very marked rise in the public readiness to pay higher taxes to support law enforcement programs aimed at coping with drunk driving. In 1970, 58% of the people indicated their support for law enforcement approaches funded by increased taxes. By 1974, this number had grown to 85%, a significant proportional increase of 47%.

## WHAT HAS BEEN ACCOMPLISHED BY NHTSA'S PAST COMMUNICATIONS EFFORTS?

(Base: Total Sample)

— % RATING "EXTREMELY" OR "VERY" IMPORTANT —

### SOCIAL ISSUES:

CORRUPTION IN GOVERNMENT

83%

DRUG ABUSE

83

CRIME IN THE STREETS

82

INFLATION

82

DRUNK DRIVING

76

POLLUTION OF THE ENVIRONMENT

69

ALCOHOLISM

67

ENERGY CRISIS

65

UNEMPLOYMENT

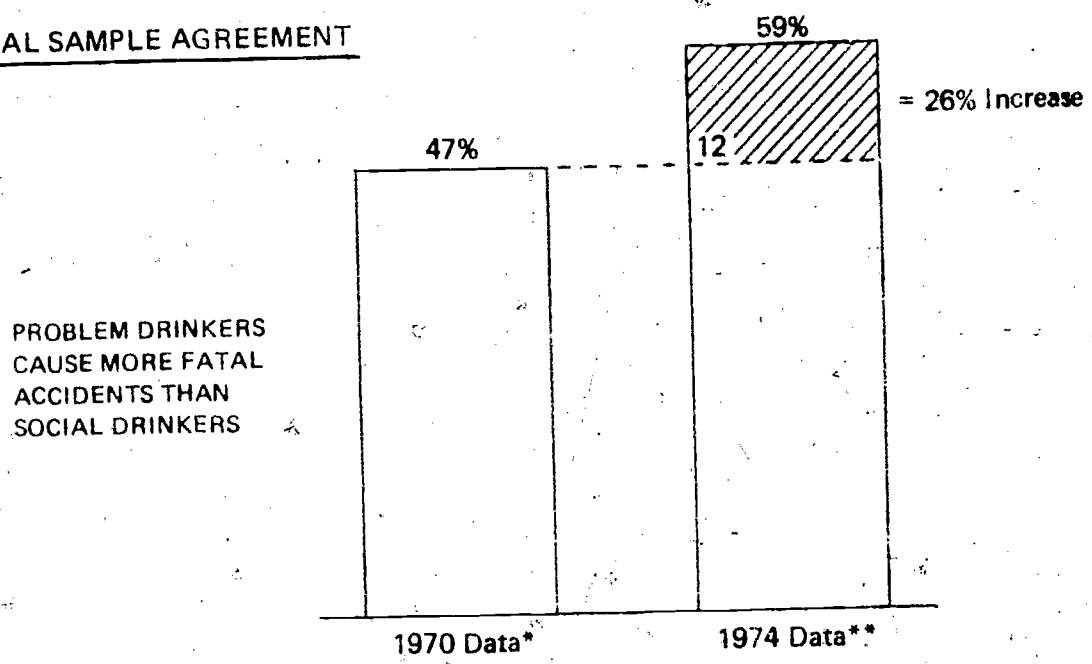
56

RACIAL CONFLICTS

50

### WHAT HAS BEEN ACCOMPLISHED BY NHTSA'S PAST COMMUNICATIONS EFFORTS? (CONT'D)

#### TOTAL SAMPLE AGREEMENT

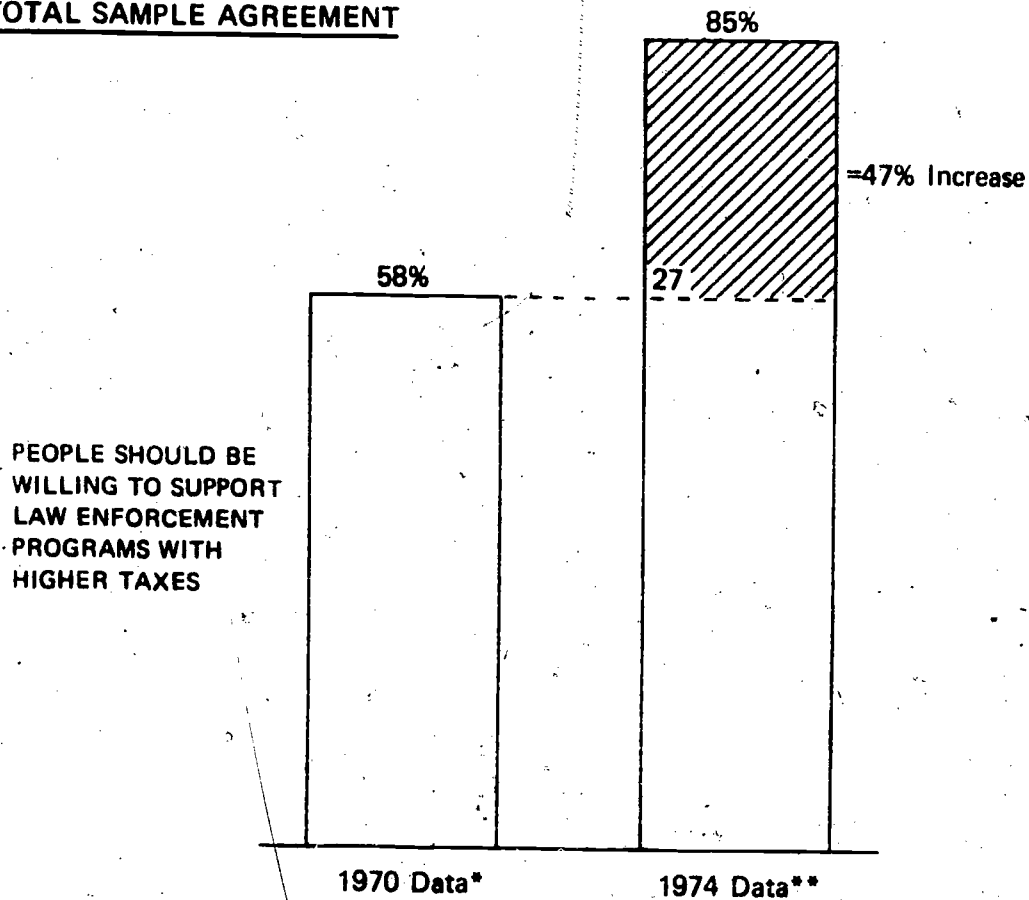


\* Public Information and Program Feasibility Study for Alcohol Countermeasures Program, Martin Marietta Corporation, December, 1970.

\*\* A Strategic Study on Alcohol and Highway Safety, Grey Advertising Inc., January, 1975.

### WHAT HAS BEEN ACCOMPLISHED BY NHTSA'S PAST COMMUNICATIONS EFFORTS? (CONT'D)

#### TOTAL SAMPLE AGREEMENT



PEOPLE SHOULD BE WILLING TO SUPPORT LAW ENFORCEMENT PROGRAMS WITH HIGHER TAXES

\* Public Information and Program Feasibility Study for Alcohol Countermeasures Program, Martin Marietta Corporation, December, 1970.  
\*\* A Strategic Study on Alcohol and Highway Safety, Grey Advertising Inc., January, 1975.

In addition to evaluating the accomplishments of NHTSA's communications efforts to date and determining where public attitudes currently stand, the study was designed to obtain research guidance for determining future countermeasure strategies and the best means of communicating them. This is extremely important for the public service advertiser who isn't in a position to target his media, but who must target his message so as to aid in capturing the attention of relevant members of the public. The remainder of the presentation deals with these issues.

**B. MARKET DEFINITION**

- . **What are the market boundaries?**
- . **Who are the ARS—Involved people?**
- . **What are their attitudes and knowledge?**

— HIGHLIGHTS —

**MARKET DEFINITION**

Social drinking is a common pattern of behavior indulged in frequently by a broad cross-section of the public. Fully 54% of Americans between the ages of 18 and 55 participate at least once a month in social or business situations where alcohol is served; they are termed **Adult ARS-Involved**.

The ARS-Involved group has by far the greatest opportunity to stop drunken driving, since they are actively involved in fully 87% of the instances where it could occur. Those most likely to be present at ARS-Involved situations are those with the most potential for restraining other drunk drivers. In addition, they are most likely to be in a position themselves, if drunk, of needing to accept similar restraint. They are not just innocent bystanders, but are present and actively involved at the times and places when and where drunk driving is most likely to start.

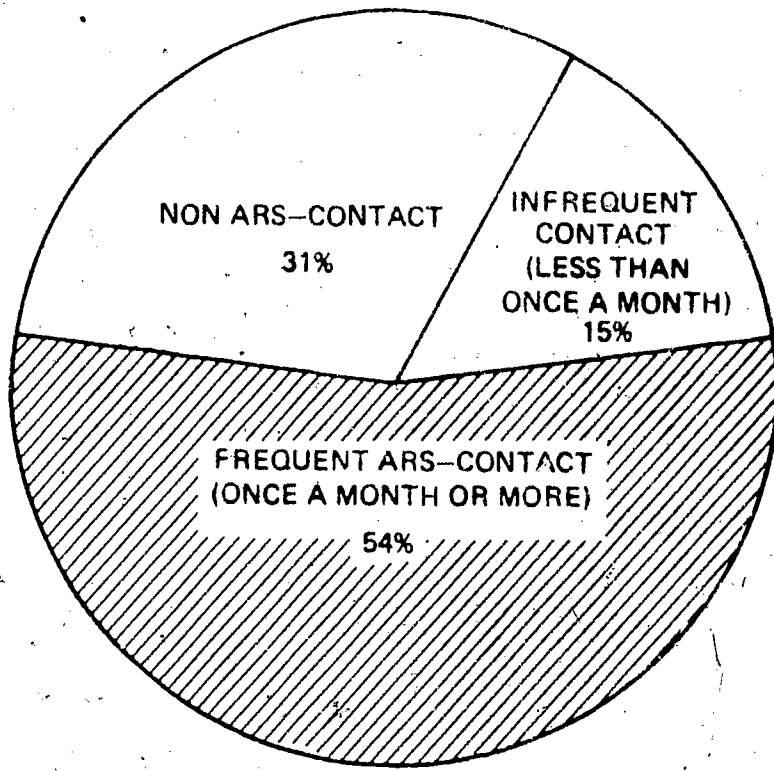
Although this group draws from all ages, education levels, incomes, occupations, both sexes and all regions of the country, there are some variations from the national population.

- demographically, they tend to skew slightly younger and more male. They are also more upscale, and less Southern.
- psychographically, they are more independent, self-assured and willing to help their close friends but not others. They are apt to use their own judgement in deciding what to do and not to rely on the letter of law for direction.
- attitudinally, they tend to be more positive about alcohol than do others.
- behaviorally, they are more apt to be drinkers, and to drink more when they do drink. In an average week, 60% of them drink at least once a week. Almost one-fifth drink on five days or more, and when they are at alcohol-related social (ARS) occasions, many drink a lot - 70% say they consume from three to nine drinks at such affairs.



**HOW FREQUENTLY DOES THE 18-55 YEAR OLD POPULATION HAVE CONTACT WITH THE ALCOHOL RELATED SITUATION?**

(Base: Total Sample)



**HOW FREQUENTLY DOES THE 18-55 YEAR OLD POPULATION  
HAVE CONTACT WITH THE ALCOHOL RELATED SITUATION?**

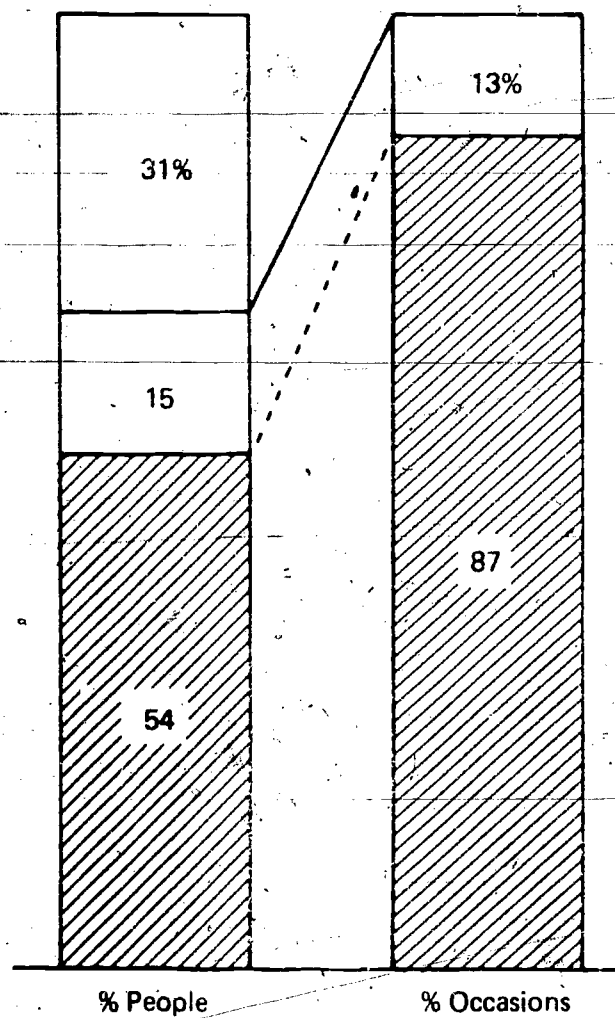
(Base: Total Sample)

**FREQUENCY OF CONTACT WITH  
ARS IN PAST 3 MONTHS:**

NONE

INFREQUENT (LESS THAN ONCE A MONTH)

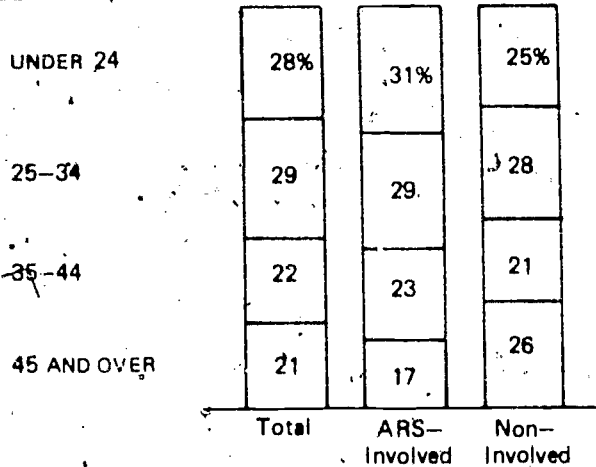
FREQUENT (ONCE A MONTH OR MORE)



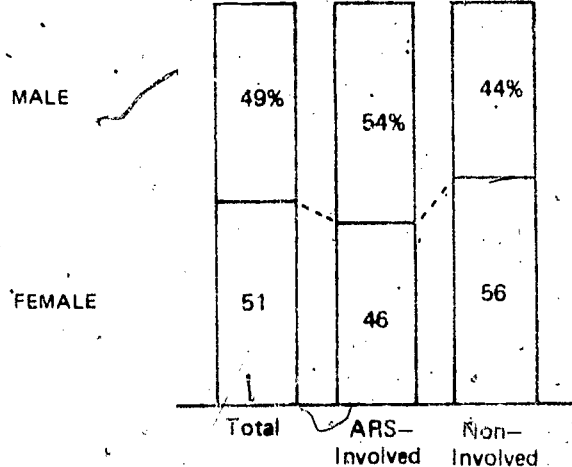
WHAT ARE THE DEMOGRAPHIC CHARACTERISTICS OF THE ARS-INVOLVED GROUP?

(Base: Total Sample)

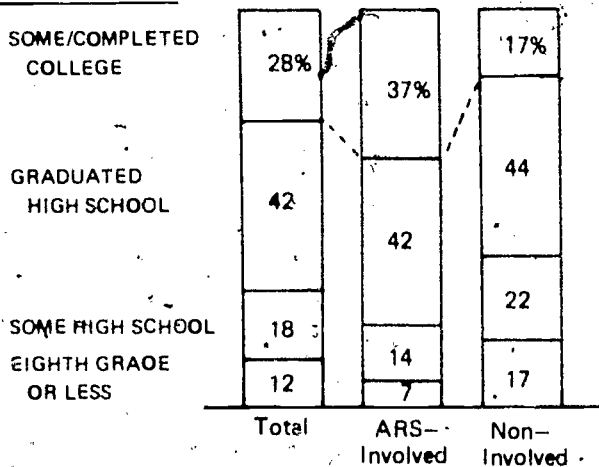
AGE OF RESPONDENT



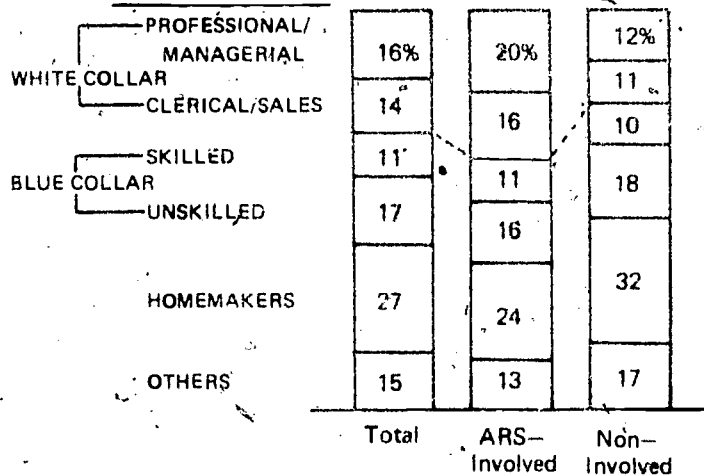
SEX OF RESPONDENT



EDUCATION OF RESPONDENT



OCCUPATION OF RESPONDENT\*

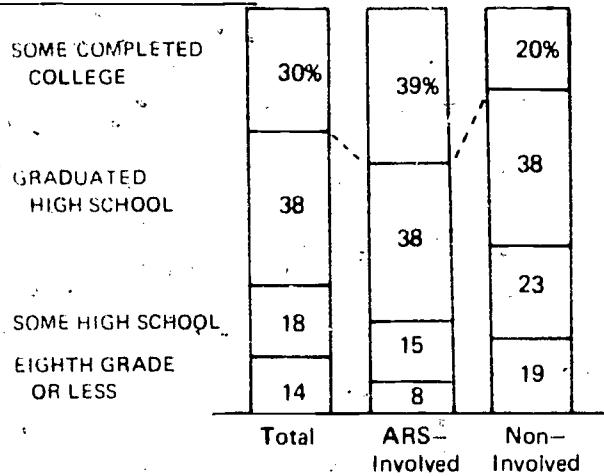


\*Does not include those respondents currently in college.

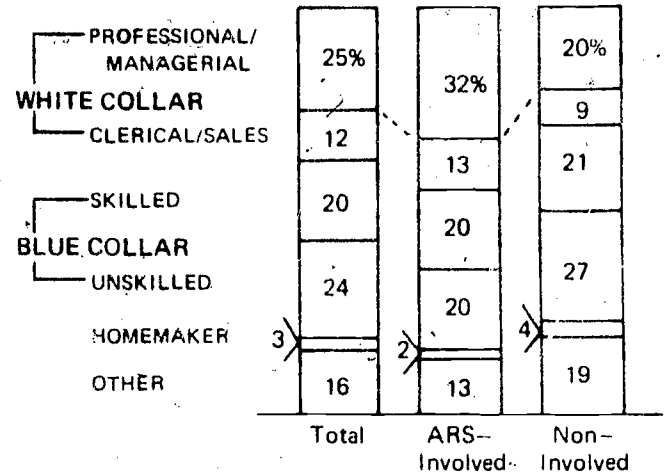
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(Base: Total Sample)

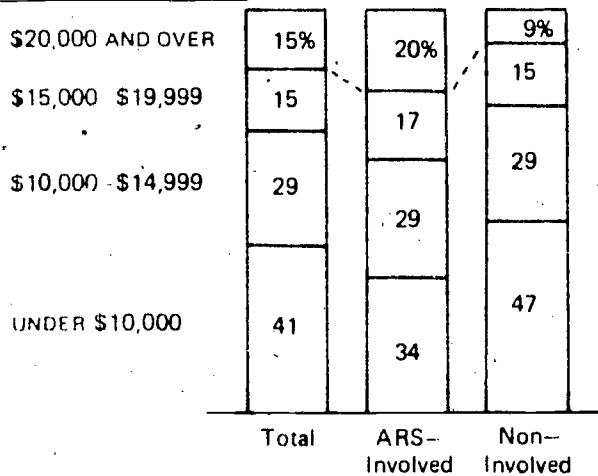
EDUCATION OF HEAD OF HOUSEHOLD



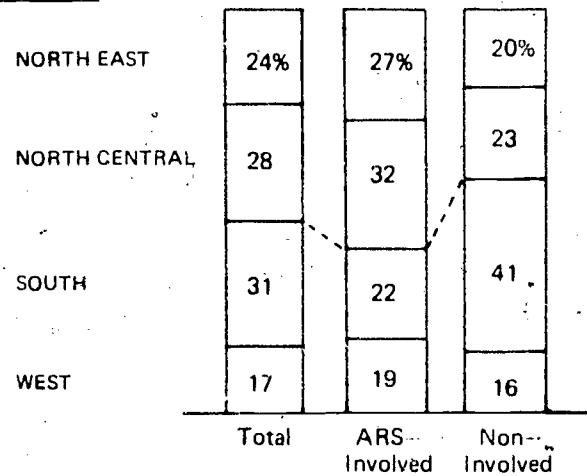
OCCUPATION OF HEAD OF HOUSEHOLD



HOUSEHOLD INCOME



REGION



### **HOW DID WE DETERMINE THE PERSONALITY PROFILE OF THE ARS-INVOLVED INDIVIDUAL?**

The personality description was prepared by Grey's consulting psychologist using information derived from a list of 22 self-administered personality inventory ratings obtained from each person in the study.

In order to assure an unbiased analysis of the personalities involved, independent of their demographic and attitudinal characteristics, the psychologist was given only the psychological data shown.

## WHAT PERSONALITY/LIFESTYLE FACTORS DID WE MEASURE?

- FRIENDLINESS**
- . I spend a lot of time visiting friends.
  - . Trying to please people is a waste of time. (R)
- AGGRESSION**
- . Stupidity makes me angry.
  - . I do not like to see anyone receive bad news. (R)
- DOMINANCE**
- . I feel confident when directing activities of others.
  - . I think it is better to be quiet than assertive. (R)
- CAUTIOUSNESS**
- . I am careful about the things I do because I want to have a long and healthy life.
  - . I like the feeling of speed. (R)
- IMPULSIVITY**
- . I find that I sometimes forget to "look before I leap."
  - . Rarely, if ever, do I do anything reckless. (R)
- SUPPORTIVENESS OF FRIENDS**
- . I believe in giving friends lots of help/advice.
  - . If someone is in trouble, I try not to become involved. (R)

---

(R) = Phrase was reversed for Factor Scoring. For full description of scoring, see the Technical Appendix.

**NEED FOR SOCIAL  
RECOGNITION**

- . When I am doing something, I often worry about what other people will think.
- . I will not go out of my way to behave in an approved way. (R)

**ACCEPTANCE OF  
SOCIAL ORDER**

- . I believe society we live in is pretty good the way it is.
- . I would make a lot of changes in the laws of this country if I could. (R)

**RESPECT FOR LAW**

- . I obey the law even when I am convinced it is in need of change.
- . If I can get away with it, I will break any law which I think is bad. (R)

**HELPFULNESS  
TO OTHERS**

- . I enjoy helping people even if I don't know them very well.
- . I try to get out of helping other people if I can. (R)

**AUTONOMY**

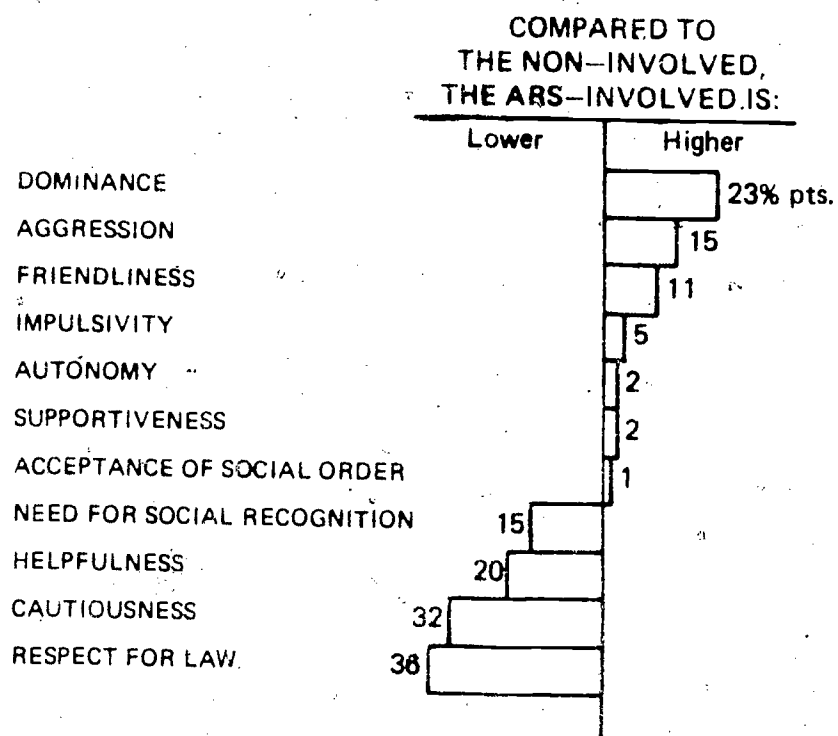
- . If I have a problem, I like to work it out alone.
- . I usually try to share my problems with someone who can help me. (R)

---

(R) = Phrase was reversed for Factor Scoring. For full description of scoring, see the Technical Appendix.

**WHAT IS THE PERSONALITY/LIFESTYLE PROFILE  
OF THE ARS-INVOLVED GROUP?**

(Base: Total Sample)





### THE PERSONALITY PROFILE OF THE ARS-INVOLVED INDIVIDUAL

As compared with other adults in the population, the ARS-Involved individual is more self-assured and less apt to depend on others for recognition and approval.

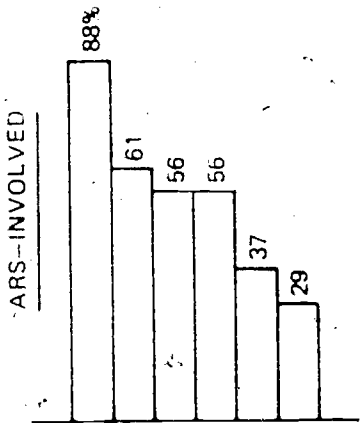
While he is a friendly and sociable individual who will not hesitate to get involved and take action in relevant situations, his willingness to be supportive of others is more limited to those close to him. He is not as concerned with being helpful to those beyond his immediate circle.

In terms of the action which he can be expected to take, he will be guided by his own judgement in the immediate situation, and will not be strongly influenced by the law, per se.

WHAT ARE THE ALCOHOL ATTITUDES OF THE ARS-INVOLVED GROUP?

Rating Strongly or Somewhat Agree

COMPARED TO THE  
ARS-INVOLVED, THE  
NON-INVOLVED IS



± 0% pts.  
+ 3  
+19  
- 8  
- 3  
+22

ALCOHOL AND THE TEENAGER ATTITUDES

- IT IS THE PARENTS' RESPONSIBILITY TO EXPLAIN THE USE OF ALCOHOLIC BEVERAGES
- PARENTS SHOULD NOT BE TOLERANT IF THEIR TEENS DRINK TOO MUCH
- PARENTS SHOULD DISCOURAGE THEIR TEENS FROM DRINKING
- TV ADS OF BEER AND WINE MAKE DRINKING ATTRACTIVE TO TEENAGERS
- PARENTS SHOULD BE MORE CONCERNED ABOUT ALCOHOL THAN MARIJUANA
- TEENAGERS SHOULD NOT BE ALLOWED TO DRINK IN THEIR HOMES

ALCOHOL AND THE PERSON ATTITUDES

- THERE IS NO WAY TO STOP PEOPLE WHO WANT TO DRINK
- MOST PEOPLE WHO DRINK DO SO TO SOCIALIZE BETTER
- MOST PEOPLE CAN CONTROL THEIR DRINKING
- ALCOHOLIC BEVERAGES ARE A STIMULANT
- MOST PEOPLE WHO DRINK DO SO TO GET HIGH
- MOST PEOPLE WHO DRINK DO SO ONLY TO FEEL RELAXED
- PEOPLE WHO DRINK ARE MORALLY WEAK

+16  
- 5  
- 6  
- 6  
+11  
+ 2  
+20

ALCOHOL AND THE SOCIAL SCENE ATTITUDES

- TV OVER-EMPHASIZES THE SOCIAL USES OF ALCOHOLIC BEVERAGES
- ALCOHOLIC BEVERAGES ARE A VERY IMPORTANT PART OF MOST PARTIES
- A GOOD HOST/HOYESS DOES NOT NECESSARILY PROVIDE ALCOHOL

- 5  
- 6  
+16



WHAT IS THE PERSONAL DRINKING BEHAVIOR OF THE ARS-INVOLVED GROUP?

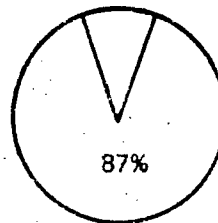
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COMPARED TO THE  
ARS-INVOLVED, THE  
NON-INVOLVED IS:

TOTAL  
SAMPLE

ARS-INVOLVED

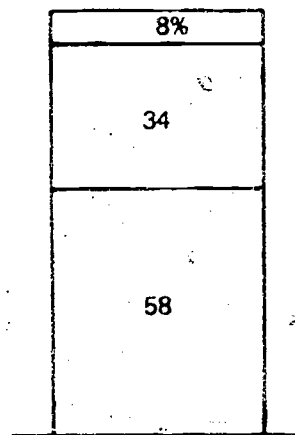
65% CURRENTLY DRINK ALCOHOLIC BEVERAGES



-47% pts.

TYPE OF BEVERAGE MOST  
FREQUENTLY CONSUMED:

9 WINE  
33 LIQUOR  
58 BEER



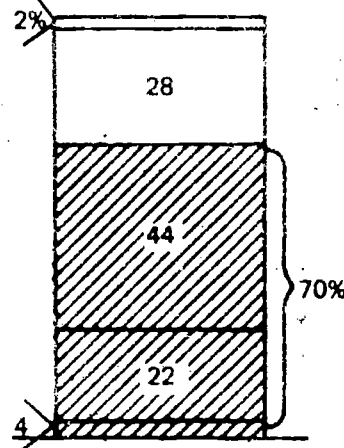
+ 3

- 5

+ 2

NUMBER OF DRINKS IN AVERAGE  
SOCIAL ARS:

5 NONE  
31 1 OR 2 DRINKS  
42 3 OR 4 DRINKS  
19 5 TO 9 DRINKS  
3 10 OR MORE



+ 9

+15

-10

-11

- 3

WHAT IS THE PERSONAL DRINKING BEHAVIOR OF THE ARS-INVOLVED GROUP? (CONT'D)

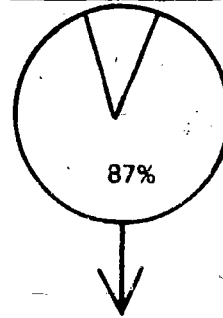
(Base: Total Sample)

TOTAL SAMPLE

ARS-INVOLVED

COMPARED TO THE ARS-INVOLVED, THE NON-INVOLVED IS:

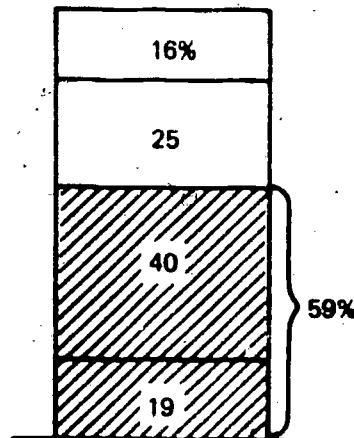
65% CURRENTLY DRINK ALCOHOLIC BEVERAGES



-47% pts.

NUMBER OF DAYS DRANK IN PAST WEEK

27	NONE
24	1 DAY
35	2 TO 4 DAYS
14	5 OR MORE



+29

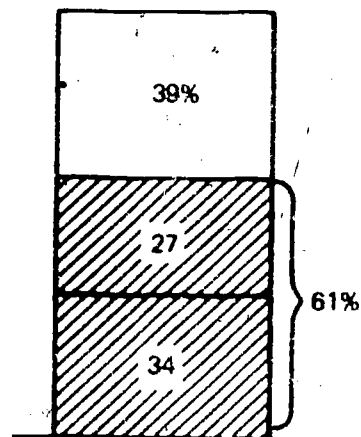
+ 1

-16

-15

MOST ON ANY ONE OF THESE DAYS

41	1 OR 2 DRINKS
28	3 OR 4 DRINKS
31	5 OR MORE



+ 8

+ 4

-12

### **C. RECOGNITION OF THE POTENTIAL DWI SITUATION**

- . The nature of the alcohol related situation
- . Recognition of the need to act.
- . Knowledge of appropriate actions

— HIGHLIGHTS —

**RECOGNITION OF THE POTENTIAL DWI SITUATION**

- Almost all ARS—Involved individuals participate in social drinking situations, for the most part consisting of drinking in mixed company. The majority of drinking situations take place in the home — their own or friend's — though an important minority (40%) occur in public places.
- It is not reluctance to take action, get involved or interfere, that inhibits the majority of people from trying to prevent someone who has been drinking too heavily from getting behind the wheel. Rather it stems from their difficulty in identifying the potential drunk driver and then knowing what to do.

  - Among ARS—Involved adults, when asked if they had found themselves in a potential drunk driving situation during the past year, a large majority (57%) did not feel that they had. Given the group's regular pattern of weekly frequency of drinking and the large amounts of alcohol consumed over a year's time, this was obviously a statistical impossibility. They simply had not perceived themselves to be involved in this type of problem, probably in large part because they didn't recognize it.
  - In fact, people realize they often don't know how to tell when others are drunk. For example, 70% of people know that "a person can be drunk and still not stagger or slur his speech." And only 39% think it is easy to tell if a person is drunk, even if you don't know him well.

- Further, they do not know what to do when faced with a drunk driver prospect. This is due to the many popular misconceptions about impairment of driving ability due to alcohol. They include the beliefs (incorrect) that: “mixing different kinds of drinks can increase the effect of alcohol” (80%); “a can of beer (or a glass of wine) is less intoxicating than an average drink of liquor” (70%); “a cold shower” (68%) or “drinking black coffee” (52%) can “sober a person up.”

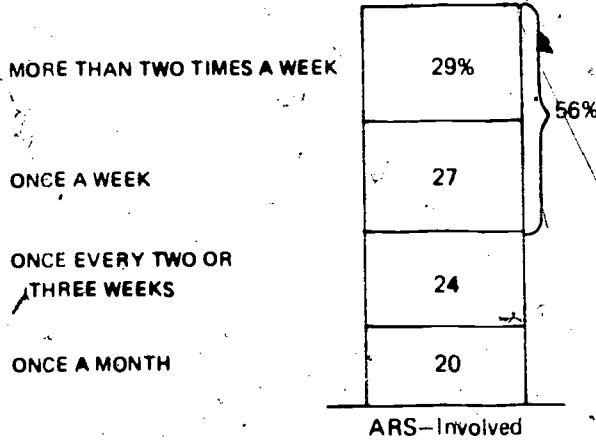
However, once ARS-Involved adults perceived they were in a possible drunk driver situation, three out of four took action to forestall it.

- the actions which were taken tended mainly to be with close friends or relatives, both in home and public drinking environments.
- the actions which were taken tended to involve driving, rather than other types of after-the-fact countermeasures. Physical actions of restraint were taken by only one out of five of these ARS-Involved persons.
- those ARS-Involved individuals who did not take action failed to do so mainly because they didn't know how to cope with the situation.

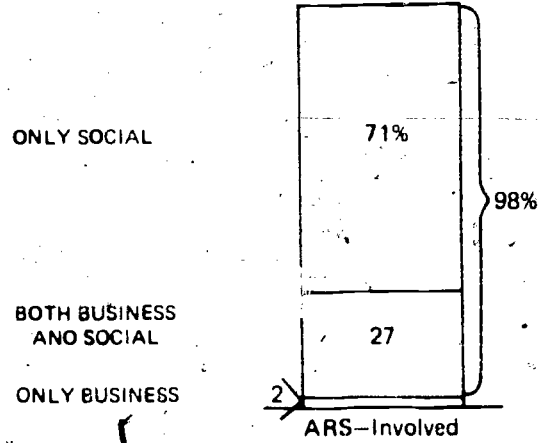
**WHAT IS THE NATURE OF THE ARS-INVOLVED GROUP'S CONTACT WITH THE ALCOHOL RELATED SITUATION?**

(Base: ARS-Involved Sample)

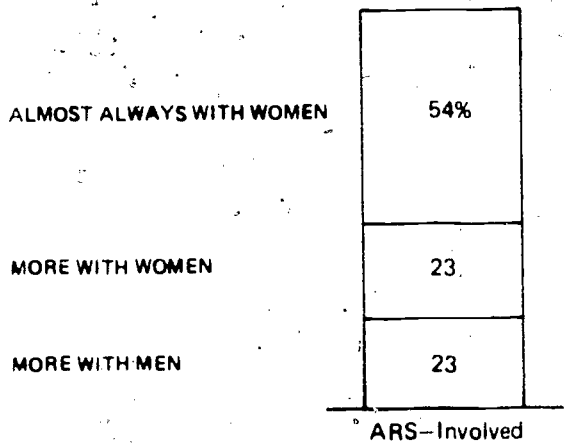
FREQUENCY OF ARS CONTACT



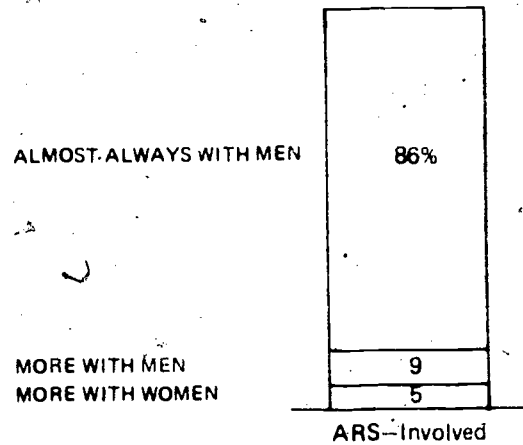
TYPES OF ARS SITUATIONS



MALE DRINKING PATTERNS IN SOCIAL SITUATIONS



FEMALE DRINKING PATTERNS IN SOCIAL SITUATIONS



LOCATION OF ARS SOCIAL SITUATIONS

ANY HOME LOCATION

OWN

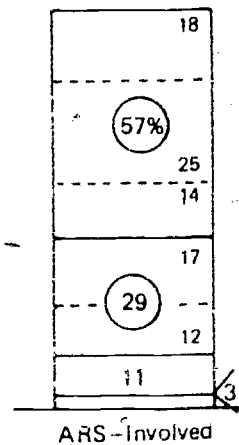
FRIENDS  
RELATIVES

ANY BAR/RESTAURANT

MEAL PRIMARY

MEAL NOT PRIMARY

RECREATIONAL EVENT  
IN A CAR





WHAT ARE THE ALCOHOL ATTITUDES AND KNOWLEDGE OF THE ARS-INVOLVED GROUP THAT RELATE TO HIGHWAY SAFETY?

(Base: ARS-Involved Sample)

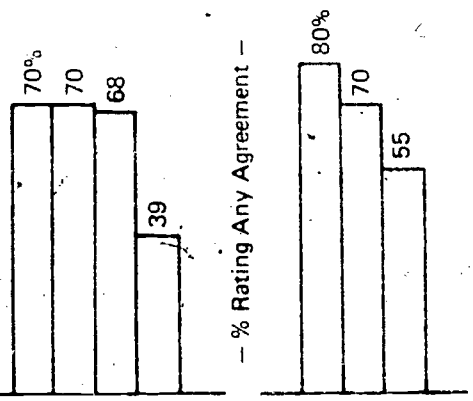
ALCOHOL/HIGHWAY SAFETY ATTITUDES

- A PERSON WHO IS DRUNK CANNOT COMPENSATE FOR IT WHEN HE DRIVES IN A FATAL DRUNK DRIVING ACCIDENT THE DRUNK IS USUALLY NOT THE ONE KILLED
- PEOPLE SHOULD SUPPORT STRICT LAWS AGAINST DRUNK DRIVING EVEN IF IT MEANS HIGHER TAXES
- IT IS DANGEROUS TO DRIVE A CAR AFTER ONLY ONE OR TWO DRINKS

ALCOHOL/HIGHWAY SAFETY KNOWLEDGE

- OUT OF EVERY TEN TRAFFIC DEATHS, FIVE ARE CAUSED BY DRINKING DRIVERS
- THE ONLY WAY TO TELL IF A PERSON IS LEGALLY DRUNK IS BY THE % OF ALCOHOL IN THE BLOOD
- PROBLEM DRINKERS CAUSE MORE FATAL ACCIDENTS THAN SOCIAL DRINKERS

— % Rating "Strongly" or "Somewhat" Agree —



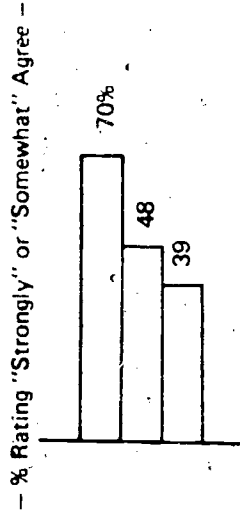
— % Rating Any Agreement —

WHAT ARE THE ALCOHOL ATTITUDES AND FACTS THAT RELATE TO THE ACTUAL EXPERIENCES OF THE ARS--INVOLVED GROUP?

(Base: ARS--Involved Sample)

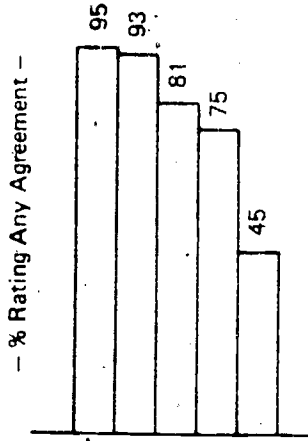
IDENTIFICATION OF IMPAIRMENT

- A PERSON CAN BE DRUNK AND NOT STALLER OR SLUR HIS SPEECH
- IT IS EASY TO TELL WHEN SOMEONE HAS HAD TOO MUCH TO DRINK
- IT IS EASY TO TELL IF A PERSON IS DRUNK EVEN IF YOU DON'T KNOW HIM WELL



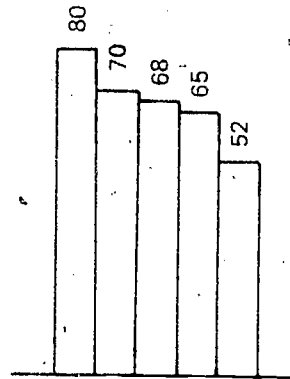
PERCEIVED CAUSES OF IMPAIRMENT

- ALCOHOL WILL AFFECT A PERSON FASTER IF HE'S UNDER MEDICATION
- A PERSON DRINKING ON AN EMPTY STOMACH WILL GET DRUNK FASTER
- A PERSON'S MOOD HELPS DETERMINE HOW THEY ARE AFFECTED BY ALCOHOL
- A PERSON WHO IS USED TO DRINKING CAN DRINK MORE
- A SMALL PERSON WILL GET DRUNK FASTER THAN A LARGE PERSON



MISPERCEPTIONS ON CAUSES/SOLUTIONS OF IMPAIRMENT

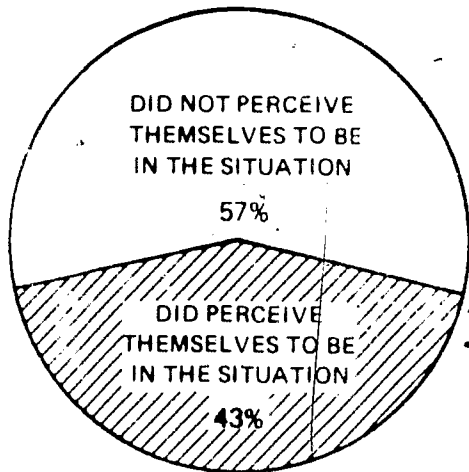
- MIXING DIFFERENT KINDS OF DRINKS CAN INCREASE THE EFFECT OF ALCOHOL
- A CAN OF BEER IS LESS INTOXICATING THAN AN AVERAGE DRINK OF LIQUOR
- A COLD SHOWER CAN HELP SOBER UP A PERSON
- A DRINK OF WINE IS LESS INTOXICATING THAN AN AVERAGE DRINK OF LIQUOR
- DRINKING BLACK COFFEE CAN HELP SOBER UP A PERSON



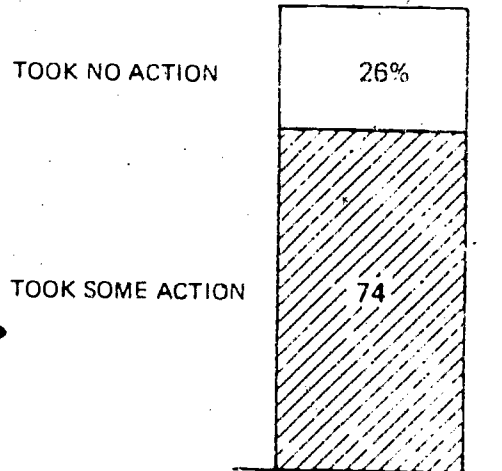
### WHAT IS THE ARS-INVOLVED GROUP'S EXPERIENCE WITH THE ACTUAL NEED TO TAKE IMMEDIATE ACTION COUNTERMEASURES?

(Base: ARS-Involved Sample)

PAST YEAR IN A POTENTIAL DWI SITUATION



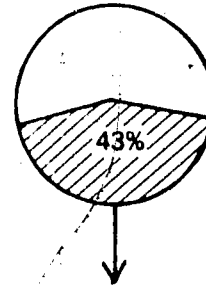
WHEN PERCEIVED, TOOK SOME ACTION



**IN THE PERCEIVED SITUATION, WHO WAS THE POTENTIAL DWI AND WHAT WAS THE LOCATION OF THE INCIDENT?**

(Base: ARS--Involved Sample)

**THOSE THAT PERCEIVED THEMSELVES TO BE IN THE SITUATION**

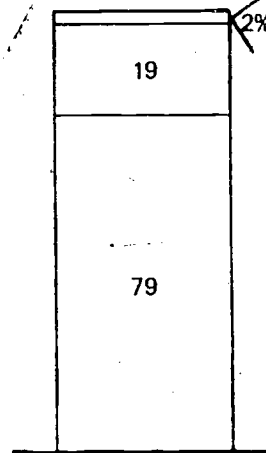


**RELATIONSHIP TO POTENTIAL DWI\***

SOMEONE YOU JUST MET

CASUAL ACQUAINTANCE

CLOSE FRIEND OR RELATIVE

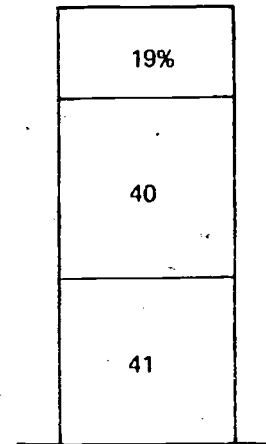


**LOCATION OF INCIDENT\***

OWN HOME

FRIEND'S HOME

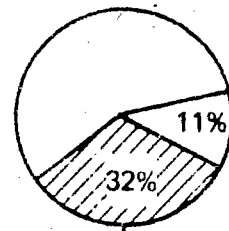
IN A BAR OR PUBLIC DRINKING PLACE



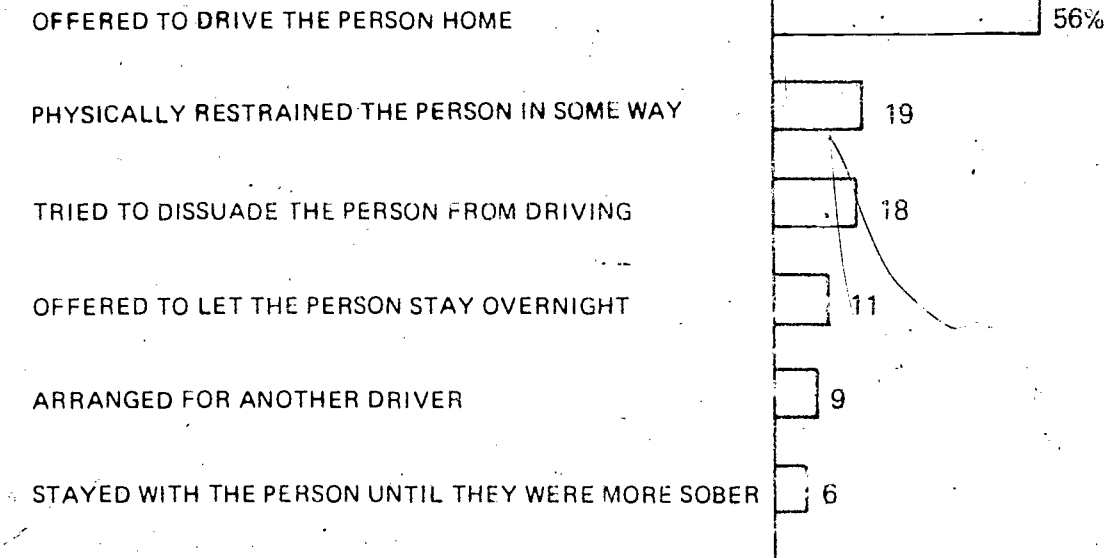
\* = In most recent situation, if more than one.

WHEN THE ARS-INVOLVED PEOPLE TOOK SOME KIND OF ACTION  
WHAT DID THEY DO\*?

ARS-INVOLVED WHO TOOK  
SOME ACTION



ACTIONS TAKEN (MULTIPLE RESPONSES)

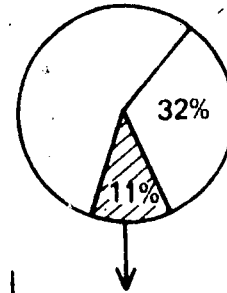


\* Verbatim response, major responses reported

**WHEN THE ARS-INVOLVED PEOPLE DID NOT TAKE ACTION WHAT WERE THEIR REASONS\* FOR NOT DOING SO?**

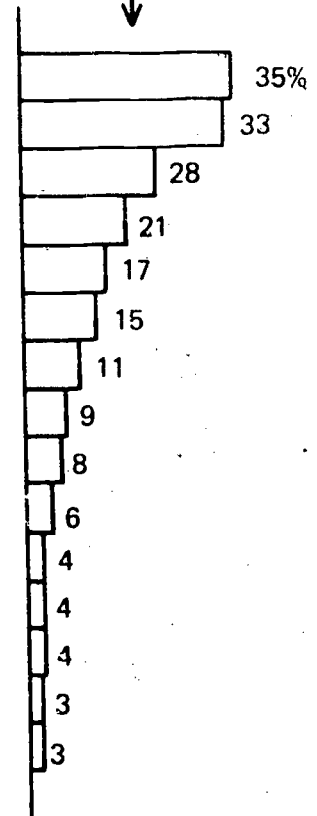
(Base: ARS-Involved Sample)

**ARS-INVOLVED WHO TOOK NO ACTION**



REASONS NO ACTION TAKEN:

- WASN'T SURE WHAT COULD BE DONE
- THAT PERSON NEVER LISTENS TO ANYONE
- WASN'T SURE HOW PERSON WOULD REACT
- THE PERSON WAS HOSTILE
- AFRAID IT WOULD CAUSE AN UGLY SCENE
- IT WASN'T MY RESPONSIBILITY
- DIDN'T KNOW THE PERSON WELL
- IF OTHERS HAD HELPED, I WOULD HAVE ACTED
- DIDN'T WANT TO LOSE THE PERSON'S FRIENDSHIP
- TOO MANY PEOPLE WERE INVOLVED ALREADY
- WAS AFRAID OF WHAT OTHERS WOULD SAY
- DIDN'T LIKE THE PERSON
- DIDN'T FEEL CLOSE TO THE PERSON
- TRUSTED THE PERSON'S DRIVING ABILITY
- I WAS ALSO DRUNK



\* Given list to check, multiple responses allowed

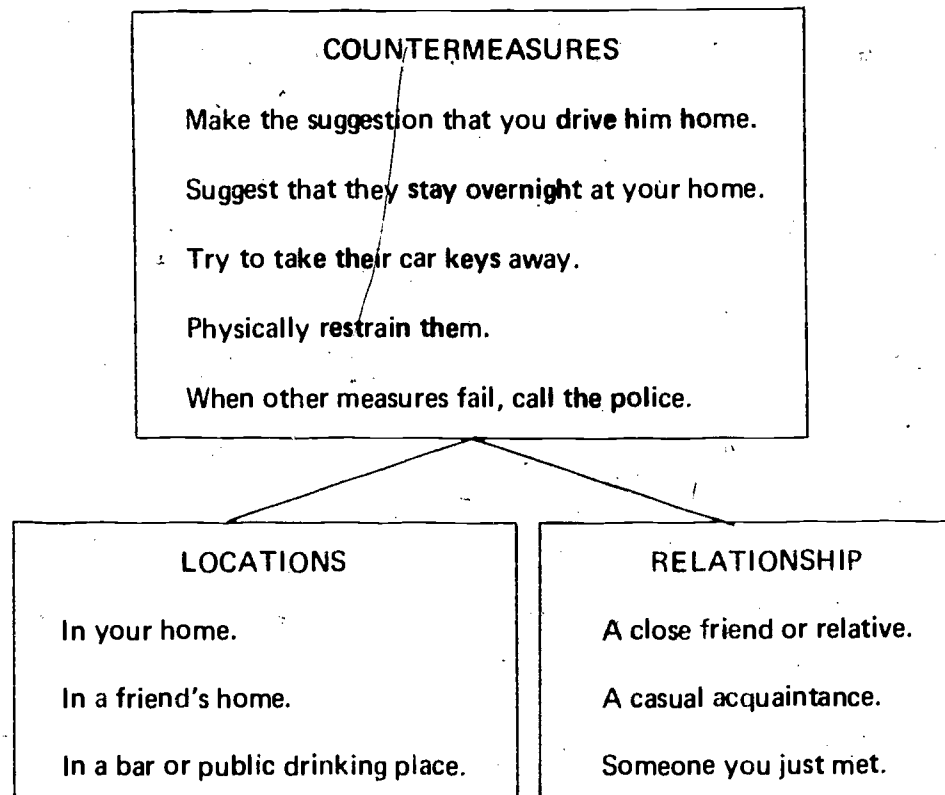
#### **D. MARKET COUNTERMEASURE POTENTIAL**

- . Development of dimensions
- . Countermeasure potential
  - In general
  - Role of the "problem drinker" as focus for countermeasures
  - Role of death/maiming outcome as focus for countermeasures

## DEVELOPMENT OF COUNTERMEASURE DIMENSIONS

The 21 countermeasure dimensions reported on in this study were developed in the following manner:

First, a list of five personal action countermeasures which our preliminary work indicated were most viable or desirable were combined with three location variables and three relationship variables.





This 5x3x3 matrix permitted us to get ratings on the likelihood to take action on 45 countermeasure/location/relationship situations. These ratings were obtained on a self-administered basis using a 6 point "Likelihood Of Doing" scale (from "Extremely Likely" to "Not At All Likely").

In addition to the 45 immediate actions, "Likelihood To Take Action" ratings were also obtained on the same 6 point scale for 15 additional countermeasures which were not divided by person or place. These were pre-planning measures rather than after-the-fact.

The 60 (45 + 15) countermeasures and countermeasure situations were then computer factor analyzed on the basis of the willingness that people had shown to take them. Factor analysis is a statistical technique which examines correlations between variables and objectively groups them on this basis, in this case clustering similar sets of actions people will take. Additionally, the factors were examined based on rating patterns and further refined using marketing judgements to produce the final structure.

Using this analysis we have been able to reduce the list of countermeasures to 21 dimensions, each representing a different set of actions. For purposes of this presentation we have divided these into two groups.

- 12 immediate action countermeasures
- 9 pre-planning or general countermeasures

These 21 countermeasures contain within themselves all of the original 60 elements.\*

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\* For a more detailed analysis of the specific procedure see the Technical Appendix.

## COUNTERMEASURE FACTORS

### I. IMMEDIATE ACTION

The twelve immediate action countermeasures have been further divided into three areas:

- A. Offers to Help – 7 Dimensions
- B. Physical Intervention – 4 Dimensions
- C. Legal Intervention – 1 Dimension

### II. PRE-PLANNING

The nine pre-planning countermeasures have been divided into two areas:

- A. Home Planning – 6 Dimensions
- B. Community Actions – 3 Dimensions

## IA. OFFERS TO HELP – 7 DIMENSIONS

### **Factor:** OFFER TO DRIVE HOME/A CLOSE FRIEND OR RELATIVE/ANY LOCATION

- . Drive a close friend or relative from your own home.
- . Drive a close friend or relative from a friend's home.
- . Drive a close friend or relative from a bar or public drinking place.

### **Factor:** OFFER TO DRIVE HOME/CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET/OWN OR FRIEND'S HOME

- . Offer to drive a casual acquaintance from your own home.
- . Offer to drive a casual acquaintance from a friend's home.
- . Offer to drive someone you just met from your own home.
- . Offer to drive someone you just met from a friend's home.

### **Factor:** OFFER TO DRIVE HOME/CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET/BAR

- . Offer to drive a casual acquaintance from a bar.
- . Offer to drive someone you just met from a bar.

### **Factor:** INVITE TO STAY OVER/CLOSE FRIEND OR RELATIVE/ ANY LOCATION

- . Invite a close friend or relative to stay over when in your own home.
- . Invite a close friend or relative to stay over when in a friend's home.
- . Invite a close friend or relative to stay over when in a bar, etc.

**Factor: INVITE TO STAY OVER/CASUAL ACQUAINTANCE OR  
SOMEONE YOU JUST MET/OWN OR FRIEND'S HOME**

- . Invite to stay over a casual acquaintance when in your own home.
- . Invite to stay over a casual acquaintance when in a friend's home.
- . Invite to stay over someone you just met when in your own home.
- . Invite to stay over someone you just met when in a friend's home.

**Factor: INVITE TO STAY OVER/CASUAL ACQUAINTANCE OR  
SOMEONE YOU JUST MET/BAR**

- . Invite to stay over a casual acquaintance when in a bar, etc.
- . Invite to stay over someone you just met when in a bar, etc.

**Factor: CALL A TAXI FOR A PERSON WHO DRANK TOO MUCH**

- . Call a taxi for a person who drank too much.

**IB. PHYSICAL INTERVENTION – 4 DIMENSIONS**

**Factor: TAKE THE KEYS AWAY OR PHYSICALLY RESTRAIN/  
CLOSE FRIEND OR RELATIVE/ANY LOCATION**

- . Take the keys away from a close friend or relative in your own home.
- . Take the keys away from a close friend or relative in a friend's home.
- . Take the keys away from a close friend or relative in a bar, etc.
- . Physically restrain a close friend or relative in your own home.
- . Physically restrain a close friend or relative in a friend's home.
- . Physically restrain a close friend or relative in a bar, etc.

**Factor: TAKE THE KEYS AWAY OR PHYSICALLY RESTRAIN/  
CASUAL ACQUAINTANCE/ANY LOCATION**

- Take the keys away from a casual acquaintance in your own home.
- Take the keys away from a casual acquaintance in a friend's home.
- Take the keys away from a casual acquaintance in a bar, etc.
- Physically restrain a casual acquaintance in your own home.
- Physically restrain a casual acquaintance in a friend's home.
- Physically restrain a casual acquaintance in a bar, etc.

**Factor: TAKE THE KEYS AWAY/SOMEONE YOU JUST MET/  
ANY LOCATION**

- Take the keys away from someone you just met in your own home.
- Take the keys away from someone you just met in a friend's home.
- Take the keys away from someone you just met in a bar, etc.

**Factor: PHYSICALLY RESTRAIN/SOMEONE YOU JUST MET/  
ANY LOCATION**

- Physically restrain someone you just met in your own home.
- Physically restrain someone you just met in a friend's home.
- Physically restrain someone you just met in a bar, etc.

**IC. LEGAL INTERVENTION – 1 DIMENSION****Factor: CALL THE POLICE/ANY PERSON/ANY LOCATION**

- . Call the police for a close friend or relative in your own home.
- . Call the police for a close friend or relative in a friend's home.
- . Call the police for a close friend or relative in a bar, etc.
- . Call the police for a casual acquaintance in your own home.
- . Call the police for a casual acquaintance in a friend's home.
- . Call the police for a casual acquaintance in a bar, etc.
- . Call the police for someone you just met in your own home.
- . Call the police for someone you just met in a friend's home.
- . Call the police for someone you just met in a bar, etc.



**IIA. HOME PLANNING – 6 DIMENSIONS**

**Factor:** PLAN TO SERVE FOOD AT A PARTY WITH THE DRINKS TO REDUCE THE EFFECTS OF ALCOHOL

- Plan to serve food at a party with the drinks, etc.

**Factor:** EXCLUDE A HEAVY DRINKER FROM PARTIES, OR REFUSE TO SERVE MORE DRINKS TO A GUEST WHO IS BECOMING INTOXICATED

- Exclude heavy drinkers from a party.
- Refuse to serve a guest who is becoming intoxicated.

**Factor:** ATTEND OR HOST A PARTY WHERE NO ALCOHOLIC BEVERAGES ARE SERVED

- Attend a party where no alcoholic beverages are served.
- Host a party where no alcoholic beverages are served.

**Factor:** PLAN A PARTY WHERE DRINKING IS CUT OFF AT A CERTAIN HOUR AND REPLACED WITH NON-ALCOHOLIC BEVERAGES AND FOOD

- Plan a party where drinking is cut off at a certain hour, etc.

**Factor: AS A HOST/HOSTESS, PLAN FOR SOBER TRANSPORTATION  
OR A PLACE TO STAY FOR PARTY GUESTS**

- . As a host provide sober party transportation.
- . As a host plan to provide overnight lodging for guests.

**Factor: IN THE PARTY SITUATION, MAKE USE OF FAVORS THAT  
URGE RESPONSIBLE DRINKING OR A TEST DEVICE THAT  
WOULD INDICATE IT WAS DANGEROUS TO DRIVE**

- . As a host make use of anti-drunk driving party favors.
- . Make use of a test device that would indicate when it was dangerous to drive.

**IIB. COMMUNITY ACTIONS – 3 DIMENSIONS**

**Factor:** TREAT SERIOUSLY ANY CONVERSATION ON DRINKING AND DRIVING, PARTICULARLY WHEN PEOPLE ARE TREATING IT LIGHTLY

- . Treat seriously any conversation on drinking and driving, etc.

**Factor:** REPORT TO AUTHORITIES STORES OR BARS THAT SELL ALCOHOLIC BEVERAGES TO MINORS

- . Report to authorities stores or bars, etc.

**Factor:** WORK IN THE COMMUNITY TO SET UP A "PARTY BUS" SYSTEM OR TO MODERATE THE EXPOSURE OF ALCOHOL USE ON TELEVISION

- . Subscribe to a community "Party Bus" system.
- . Work to moderate the exposure of alcohol on television.

– HIGHLIGHTS –

**MARKET COUNTERMEASURE POTENTIAL**

While the ARS–Involved group shows a high degree of willingness to take certain countermeasures in general, immediate action measures are more likely to be considered than pre–planning measures. The two countermeasures showing highest potential are:

- offering to drive a close friend or relative
- offering to let a close friend or relative stay over.

They are less likely to take physical actions or those involving someone other than a close friend or relative.

They are not likely to call the police, even as a last resort.

Of the pre–planning countermeasures, only one offered high potential.

- plan to serve food with drinks at a party.

• Potential for countermeasure action is limited when the drunk is characterized as a problem drinker.

- only 48% of the ARS—Involved adults say they know or come in contact with a problem drinker.
- people are less likely to take physical action countermeasures against the problem drinker, or offer to let him stay over.
- the image most people have of a problem drinker is one of deep-seated physical and emotional difficulties, far beyond that which can be affected in a social situation.

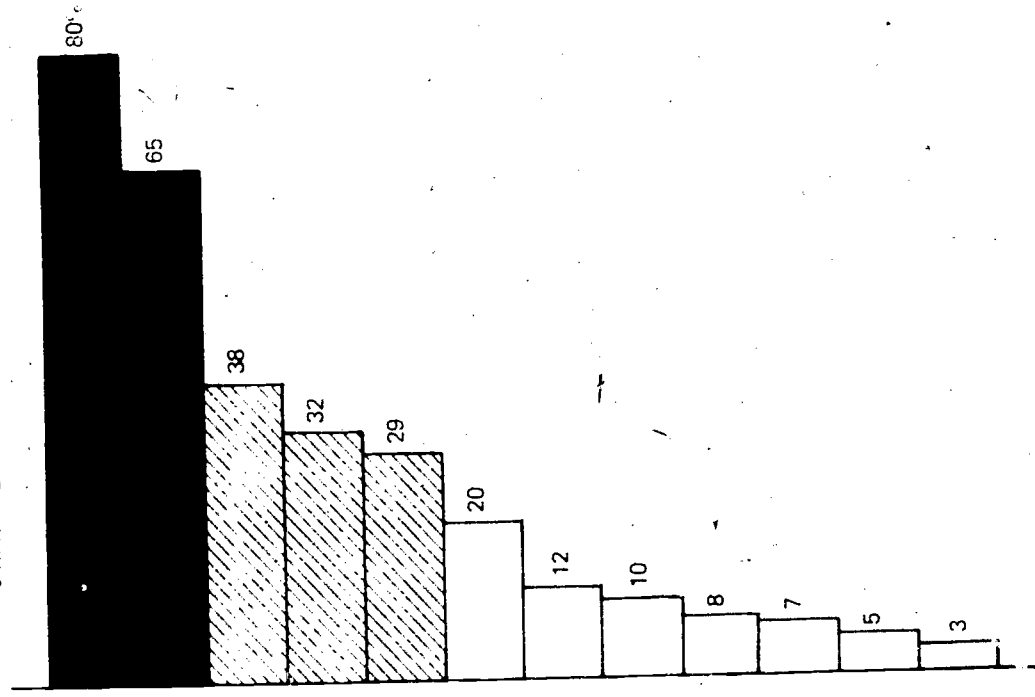
• Recognition that a possible result of drunk driving is an accident where someone is killed or seriously maimed is far from universal. This is particularly true when the DWI is a social drinker. However, when death or serious injury is believed to be a probable outcome of DWI, likelihood to take countermeasures is enhanced.

**WHICH COUNTERMEASURES OFFER POTENTIAL FOR IMMEDIATE ACTION  
AMONG THE ARS-INVOLVED INDIVIDUALS?**

(Base ARS—Involved Sample)

50%+ = High Potential  
25-49% = Some Potential  
Under 25% = Low Potential

- % RATING "EXTREMELY" LIKELY TO DO -



IMMEDIATE ACTION COUNTERMEASURES

OFFER TO DRIVE HOME/CLOSE FRIEND OR RELATIVE ANY LOCATION

CALL A TAXI FOR A PERSON WHO DRANK TOO MUCH

OFFER TO DRIVE HOME/CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET/OWN OR FRIEND'S HOME

TAKE KEYS AWAY OR RESTRAIN/CLOSE FRIEND OR RELATIVE ANY LOCATION

OFFER TO DRIVE HOME/CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET/BAR

INVITE TO STAY OVER/CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET/OWN OR FRIEND'S HOME

CALL THE POLICE/ANY PERSON/ANY LOCATION

TAKE THE KEYS AWAY OR RESTRAIN/CASUAL ACQUAINTANCE/ANY LOCATION

TAKE THE KEYS AWAY/SOMEONE YOU JUST MET/ANY LOCATION

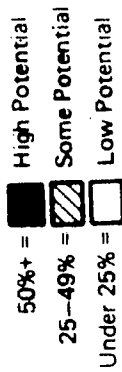
INVITE TO STAY OVER/CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET/BAR

PHYSICALLY RESTRAIN/SOMEONE YOU JUST MET/ANY LOCATION

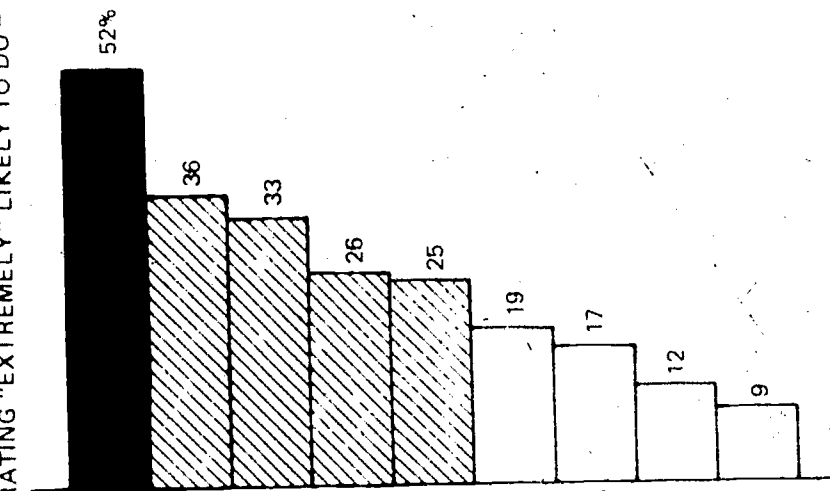


**WHICH COUNTERMEASURES OFFER POTENTIAL FOR ACTION AMONG THE ARS-INVOLVED INDIVIDUALS?**

(Base: ARS-Involved Sample)



- % RATING "EXTREMELY" LIKELY TO DO -



PRE-PLAN GENERAL COUNTERMEASURES

PLAN TO SERVE FOOD AT A PARTY WITH THE DRINKS TO REDUCE THE EFFECTS OF ALCOHOL

TREAT SERIOUSLY ANY CONVERSATION ON DRINKING AND DRIVING, PARTICULARLY WHEN PEOPLE ARE TREATING IT LIGHTLY

EXCLUDE FROM PARTIES A HEAVY DRINKER, OR REFUSE TO SERVE MORE DRINKS TO A GUEST WHO IS BECOMING INTOXICATED

ATTEND OR HOST A PARTY WHERE NO ALCOHOLIC BEVERAGES ARE SERVED

REPORT TO AUTHORITIES STORES OR BARS THAT SELL ALCOHOLIC BEVERAGES TO MINORS

PLAN A PARTY WHERE DRINKING IS CUT OFF AT A CERTAIN HOUR AND REPLACED WITH NON-ALCOHOLIC BEVERAGES AND FOOD

AS A HOST-HOYESS, PLAN FOR SOBER TRANSPORTATION OR A PLACE TO STAY FOR PARTY GUESTS

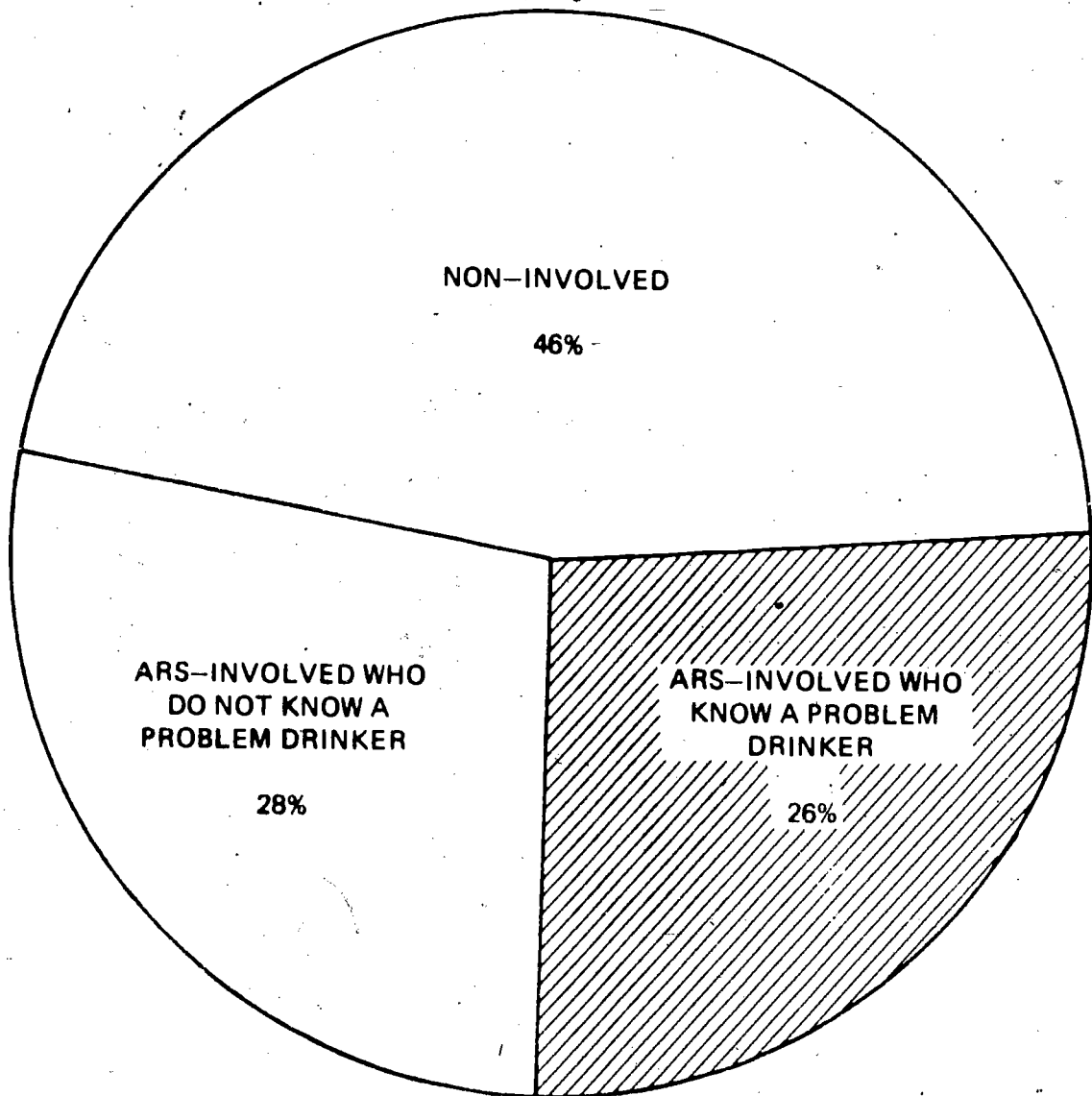
WORK IN THE COMMUNITY TO SET UP A "PARTY BUS" SYSTEM OR TO MODERATE THE EXPOSURE OF ALCOHOL USE ON TELEVISION

IN THE PARTY SITUATION, MAKE USE OF FACETS THAT URGE RESPONSIBLE DRINKING OR A TEST DEVICE THAT WOULD INDICATE IT WAS DANGEROUS TO DRIVE



**WHAT PROPORTION OF THE ARS-INVOLVED KNOW A PROBLEM DRINKER?**

(Base: Total Sample)





**WILL THE ARS-INVOLVED GROUP TAKE MORE ACTION WHEN THE POTENTIAL DRUNK DRIVER IS CHARACTERIZED AS A PROBLEM DRINKER?**

(Base = APS -Involved Sample)

**WHEN A POTENTIAL DRUNK DRIVER IS A PROBLEM DRINKER**

COUNTERMEASURES

MAKE THE SUGGESTION TO THE PERSON THAT YOU DRIVE HIM HOME

15%

19%

+ 4% pts.

SUGGEST TO THE PERSON THAT HE STAY OVER-NIGHT AT YOUR HOME

23

11

-12

TRY TO TAKE THEIR CAR KEYS AWAY IF THEY INSIST ON DRIVING

23

15

- 8

PHYSICALLY RESTRAIN THEM IF THEY INSIST ON DRIVING

30

12

-18

WHEN OTHER MEASURES FAIL CALL POLICE TO PREVENT THEIR DRIVING

21

25

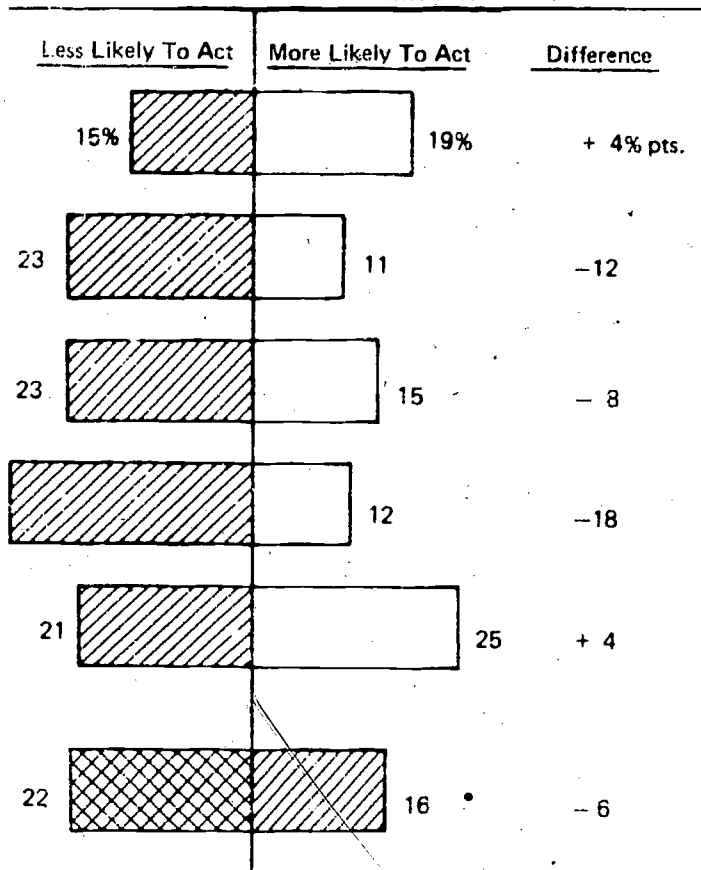
+ 4

AVERAGE

22

16

- 6



## WHY ARE PEOPLE LESS LIKELY TO ACT FOR THE PROBLEM DRINKER?

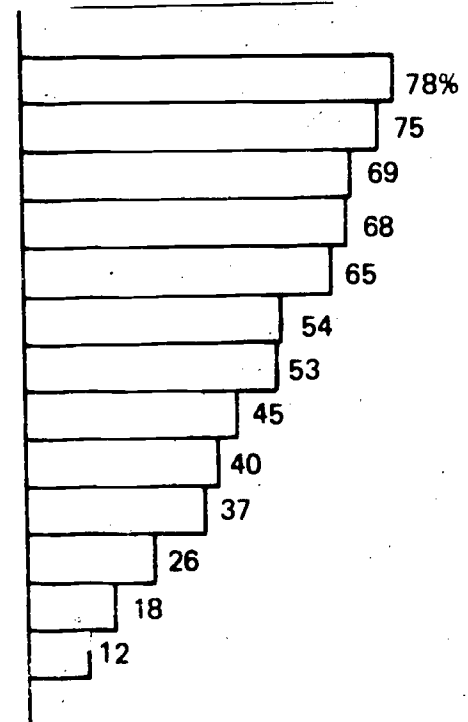
(Base: ARS-Involved)

— % Rating "Extremely" Or "Very" Likely To Have Characteristic —

### THINK PROBLEM DRINKER:

- IS ADDICTED TO ALCOHOL
- CAN NOT CONTROL HIS DRINKING
- FREQUENTLY HAS FAMILY PROBLEMS
- DOESN'T RECOGNIZE HIS PROBLEM
- FREQUENTLY DRIVES AFTER HEAVY DRINKING
- NEEDS PSYCHIATRIC CARE
- LOOKS AND ACTS NORMAL, EXCEPT WHEN DRINKING
- CAN NOT HOLD A STEADY JOB
- IS A HOSTILE PERSON WHEN DRUNK
- HAS REPEATED ARRESTS FOR DRUNK DRIVING
- TENDS TO BE ANTI-SOCIAL
- HAD PARENTS WHO DRANK TOO MUCH
- IS A LOT OF FUN AT PARTIES

### ARS-INVOLVED

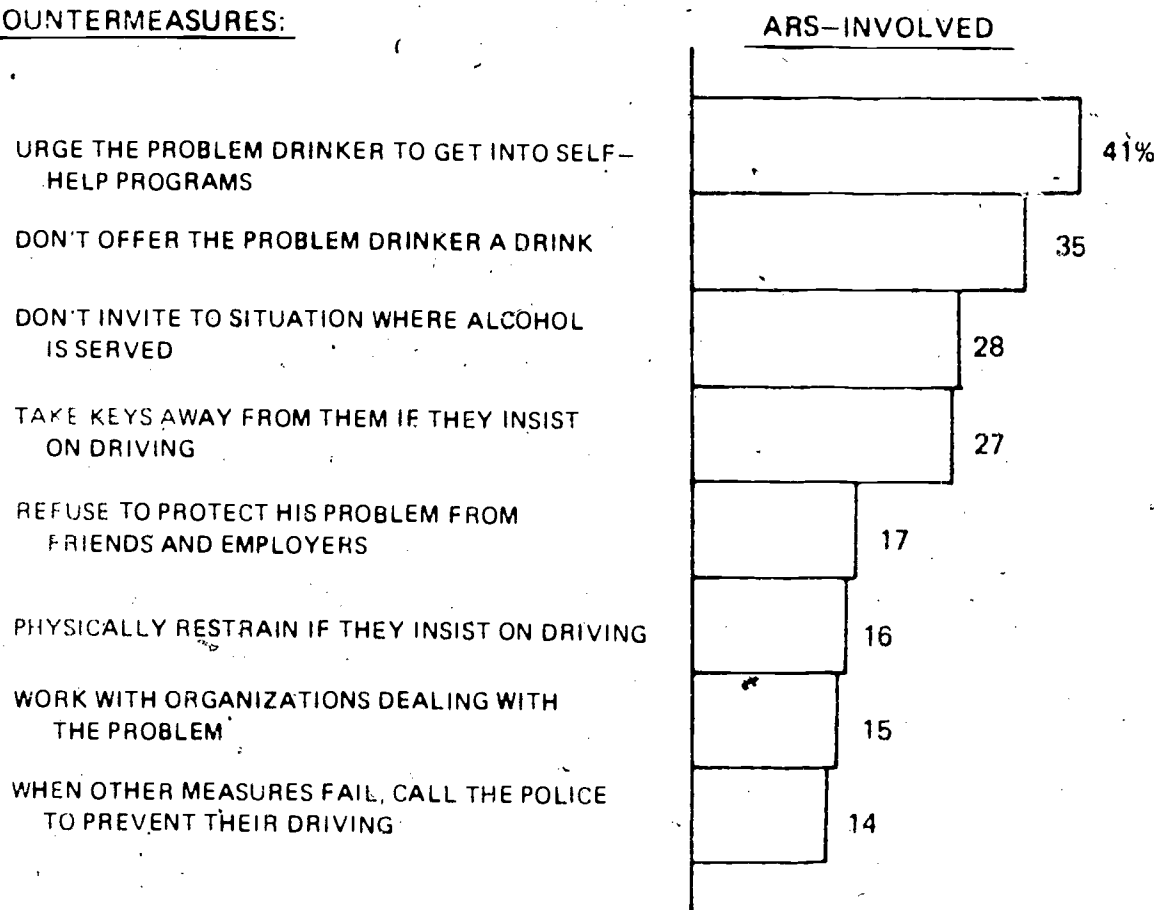


**WHAT COUNTERMEASURES WILL THE ARS-INVOLVED GROUP DO  
FOR THE PROBLEM DRINKER?**

(Base: ARS-Involved Sample)

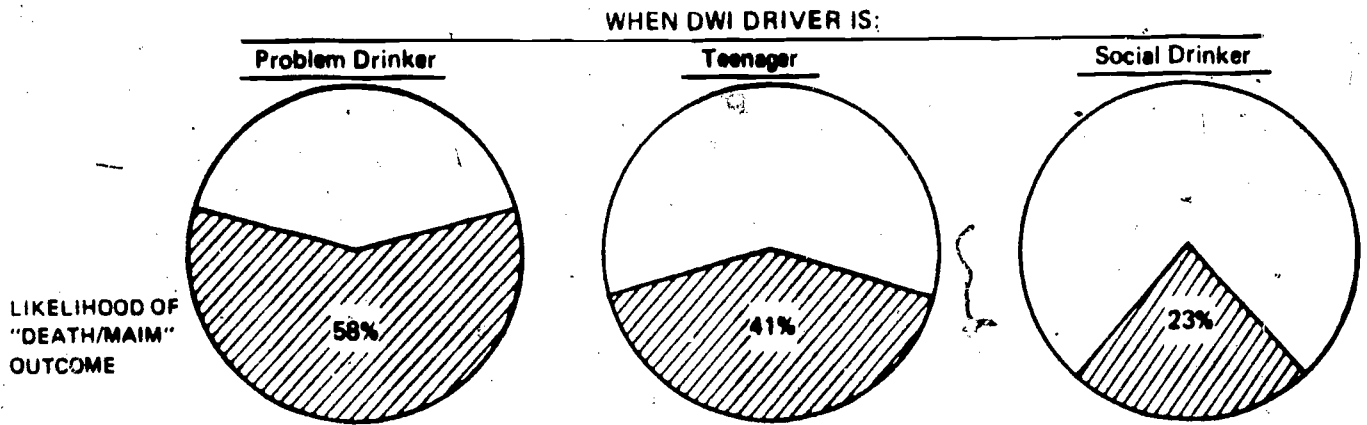
— % Rating "Extremely" Likely To Do —

COUNTERMEASURES:



**WHAT PROPORTION OF THE ARS-INVOLVED GROUP BELIEVED IN THE LIKELIHOOD\* OF AN ACCIDENT WHERE SOMEONE IS KILLED OR MAIMED AS A RESULT OF DWI?**

(Base: ARS-Involved Sample)



\* Persons rating any likelihood

**WHAT HAPPENS TO COUNTERMEASURE POTENTIAL WITH THE BELIEF IN THE "DEATH/MAIM" OUTCOME?**

(Base: ARS--Involved Sample)

% Rating: "Extremely" Likely to Do the Countermeasure

	TOTAL INVOLVED POTENTIAL	INCREASE IN RATING WHEN THE DWI DRIVER IS:		
		Social Drinker % pts.	Teenager % pts.	Problem Drinker % pts.
OFFER TO DRIVE HOME CLOSE FRIEND OR RELATIVE ANY LOCATION	H	+ 7	+ 3	- 2
INVITE TO STAY OVER CLOSE FRIEND OR RELATIVE ANY LOCATION	H	+ 10	+ 4	- 7
CALL A TAXI FOR A PERSON WHO DRANK TOO MUCH	M	+ 9	+ 8	- 7
OFFER TO DRIVE HOME CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET/OWN OR FRIEND'S HOME	M	+ 7	+ 1	± 0
TAKE KEYS AWAY OR RESTRAIN/CLOSE FRIEND OR RELATIVE ANY LOCATION	M	+ 12	+ 8	+ 3
OFFER TO DRIVE HOME/CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET/BAR	L	+ 5	± 0	+ 1
INVITE TO STAY OVER/CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET/OWN OR FRIEND'S HOME	L	+ 5	+ 2	- 3
CALL THE POLICE ANY PERSON ANY LOCATION	L	+ 8	+ 5	+ 3
TAKE THE KEYS AWAY OR RESTRAIN A CASUAL ACQUAINTANCE ANY LOCATION	L	+ 8	+ 2	+ 3
TAKE THE KEYS AWAY/SOMEONE YOU JUST MET ANY LOCATION	L	+ 5	+ 1	+ 1
INVITE TO STAY OVER/CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET/BAR	L	+ 4	± 0	+ 2
PHYSICALLY RESTRAIN SOMEONE YOU JUST MET ANY LOCATION	L	+ 4	± 0	± 0

Average: + 7 + 3 + 3



WHAT HAPPENS TO COUNTERMEASURE POTENTIAL WITH THE BELIEF  
IN THE "DEATH/MAIM" OUTCOME?

(Base: ARS—Involved Sample)

— % Rating "Extremely Likely to Do the Countermeasure —"

PRE-PLAN/GENERAL COUNTERMEASURES

	TOTAL INVOLVED POTENTIAL	INCREASE IN RATING WHEN THE DWI DRIVER IS:		
		Social Drinker % pts.	Teenager % pts.	Problem Drinker % pts.
PLAN TO SERVE FOOD AT A PARTY WITH THE DRINKS TO REDUCE THE EFFECTS OF ALCOHOL	H	+10	+6	+3
TREAT SERIOUSLY ANY CONVERSATION ON DRINKING AND DRIVING, PARTICULARLY WHEN PEOPLE ARE TREATING IT LIGHTLY	M	+12	+9	+6
EXCLUDE FROM PARTIES A HEAVY DRINKER, OR REFUSE TO SERVE MORE DRINKS TO A GUEST WHO IS BECOMING INTOXICATED	M	+12	+12	+5
ATTEND OR HOST A PARTY WHERE NO ALCOHOLIC BEVERAGES ARE SERVED	M	+11	+3	± 0
REPORT TO AUTHORITIES STORES OR BARS THAT SELL ALCOHOLIC BEVERAGES TO MINORS	M	+8	+17	+5
PLAN A PARTY WHERE DRINKING IS CUT OFF AT A CERTAIN HOUR AND REPLACED WITH NON-ALCOHOLIC BEVERAGES AND FOOD	L	+8	+7	+5
AS A HOST/HOUSTESS, PLAN FOR SOBER TRANSPORTATION OR A PLACE TO STAY FOR PARTY GUESTS	L	+7	+3	+3
WORK IN THE COMMUNITY TO SET UP A "PARTY BUS" SYSTEM OR TO MODERATE THE EXPOSURE OF ALCOHOL USE ON TELEVISION	L	+8	+4	+1
IN THE PARTY SITUATION, MAKE USE OF FAVORS THAT URGE RESPONSIBLE DRINKING OR A TEST DEVICE THAT WOULD INDICATE IT WAS DANGEROUS TO DRIVE	L	+9	+3	+2
<b>Average</b>		<b>+9</b>	<b>+7</b>	<b>+3</b>



## E. MARKET SEGMENTATION

- . Rationale
- . Approach
- . Countermeasure segments

### RATIONALE FOR GROUPING ARS-INVOLVED PEOPLE ACCORDING TO COUNTERMEASURES

For public service advertisers like NHTSA whose possibilities for media selection are limited, targeting by message selection and tone of voice are particularly crucial. Traditionally, markets have been sub-divided on the basis of consumer demographics or other characteristics such as behavior. Such market divisions are severely limited in their marketing utility in that they usually provide no guidance on the crucial issue of what to say to consumers in the communication efforts in order to persuade them to act.

It can be shown, however, that attitudes determine behavior.\* Therefore, they represent a more viable basis for grouping consumers and targeting communication efforts within the total market. We have already examined the countermeasure attitudes held by the ARS-Involved as a whole. Further segmentation based on these countermeasures enabled us to determine which sub-groups existed within the total ARS-Involved, and what different sets of countermeasure actions they were willing to take. In addition, we were able to describe these groups based on their demographic, psychological, behavioral and alcohol attitude characteristics.

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\* Grey Validation Study, The Grey Marketing and Research Department, 1966.

DuBois, Cornelius, "Twelve Brands on a Seesaw", Advertising Research Foundation Proceedings, Annual Conference, 1967.



### APPROACH USED TO SEGMENT ARS-INVOLVED INDIVIDUALS

In order to segment ARS-Involved people on the basis of sets of countermeasures they are willing to take, "Q" Segmentation analysis was performed on countermeasure responses to isolate and group people whose sets of countermeasure responses were highly similar.\*

Four distinct segments of ARS-Involved individuals were obtained on the basis of sets of countermeasure potential common within each group.

To more completely understand these groups, the segments were further described in terms of their:

- . Demographic characteristics
- . Personality profiles
- . ARS and drinking behavior
- . Alcohol attitudes and knowledge

We then named these segments based on an examination of totality of this information.

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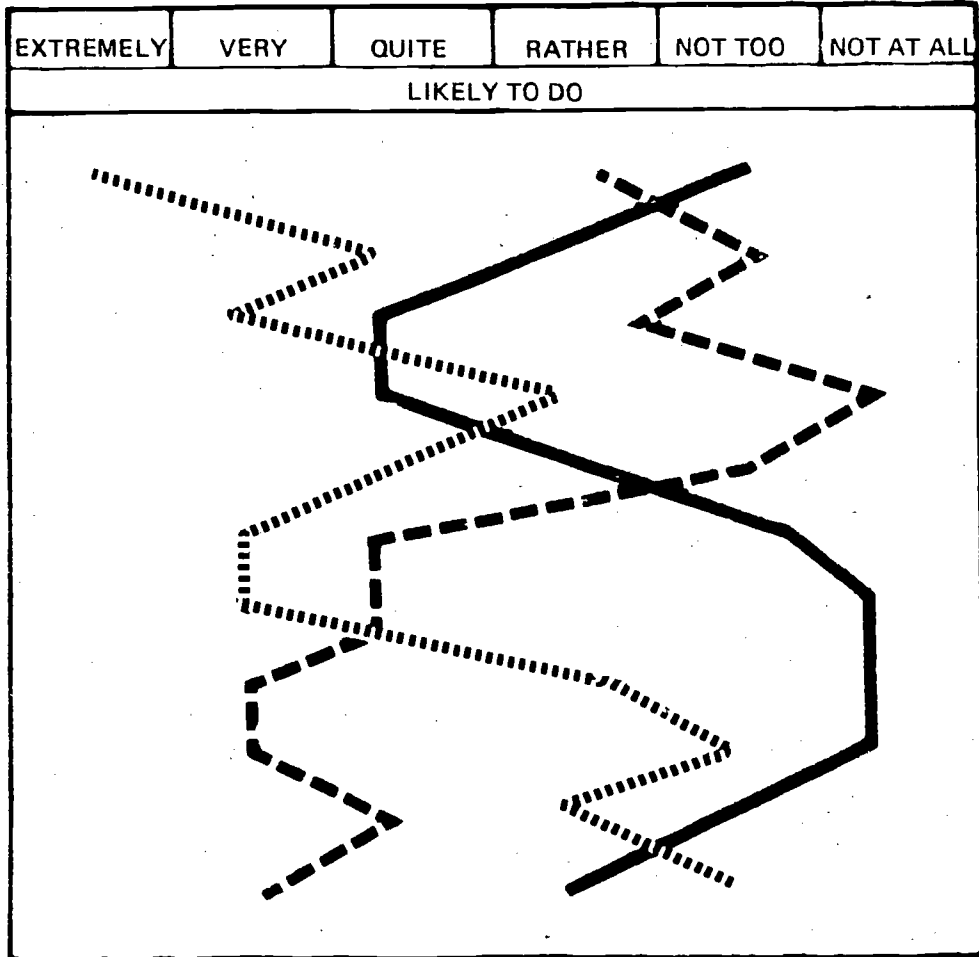
\* For a more detailed analysis of the specific procedure see the Technical Appendix.

### WHAT DOES THE COMPUTER LOOK FOR WHEN DOING A Q SEGMENTATION ANALYSIS?

#### BASIC PHRASES

#### CONSUMER RATINGS

- PHRASE 1
- PHRASE 2
- PHRASE 3
- PHRASE 4
- PHRASE 5
- PHRASE 6
- PHRASE 7
- PHRASE 8
- PHRASE 9
- PHRASE 10
- PHRASE 11



—————  
RATING PATTERN I

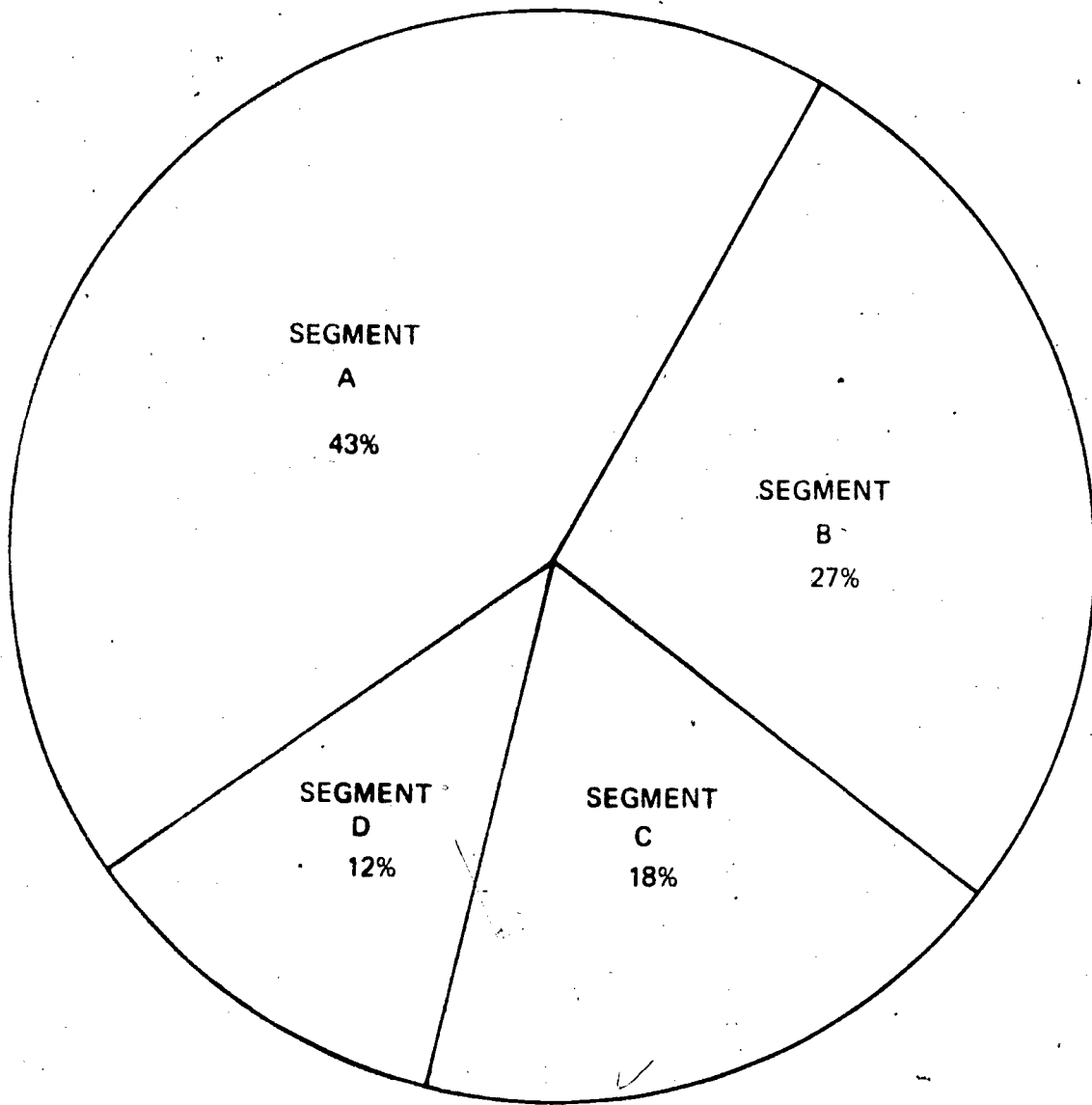
.....  
RATING PATTERN II

- - - - -  
RATING PATTERN III

COUNTERMEASURE SEGMENTS

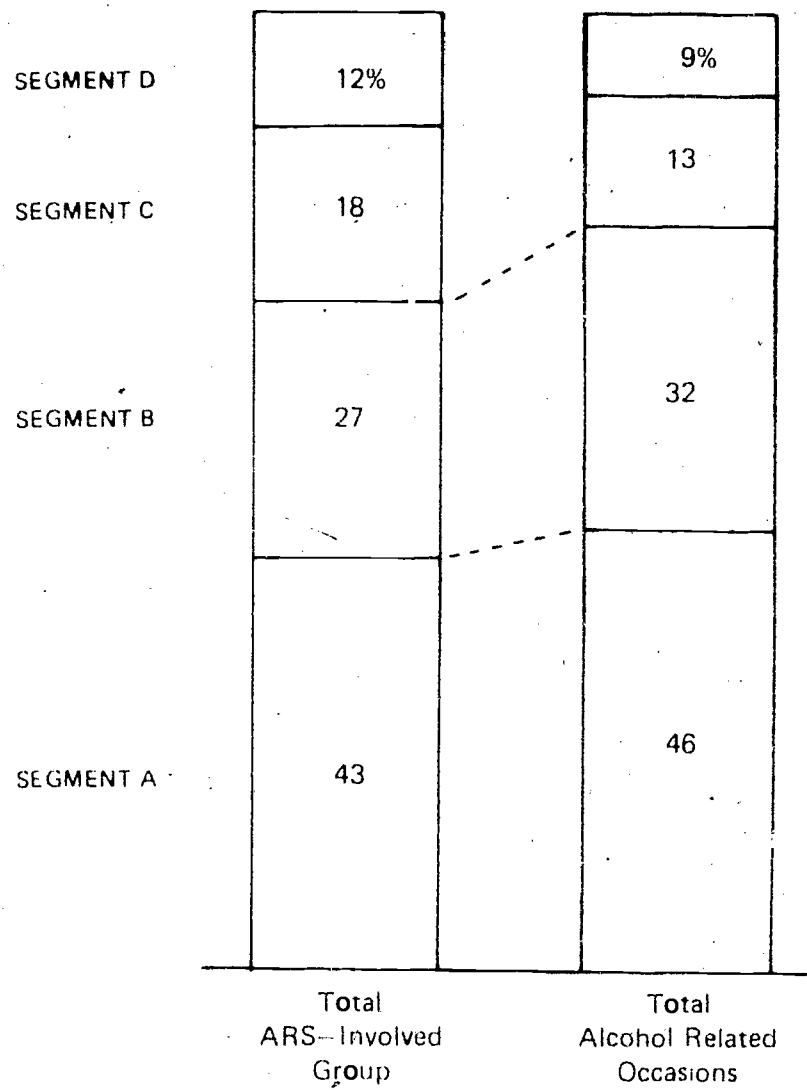
### HOW DOES THE ARS-INVOLVED GROUP SEGMENT?

(Base: Respondents Who Were In ARS Once A Month Or More)



**WHAT PROPORTION OF ALCOHOL RELATED SITUATIONS ARE  
ACCOUNTED FOR BY THE SEGMENTS?**

(Base: ARS-Involved Sample)



## HOW DO THE SEGMENTS DIFFER ON THEIR POTENTIAL FOR COUNTERMEASURES?

(Base: ARS—Involved Sample)

IMMEDIATE ACTION COUNTERMEASURES	Total Involved	Segment A	Segment B	Segment C	Segment D
OFFER TO DRIVE HOME/CLOSE FRIEND OR RELATIVE/ANY LOCATION	H	H	H	H	H
INVITE TO STAY OVER/CLOSE FRIEND OR RELATIVE/ANY LOCATION	H	H	H	H	H
CALL A TAXI FOR A PERSON WHO DRANK TOO MUCH	M	M	M	<input type="checkbox"/> H	M
OFFER TO DRIVE HOME/CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET/OWN OR FRIEND'S HOME	M	M	M	(L)	M
TAKE KEYS AWAY OR RESTRAIN/ CLOSE FRIEND OR RELATIVE/ANY LOCATION	M	(L)	<input type="checkbox"/> H	M	<input type="checkbox"/> H
OFFER TO DRIVE HOME/CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET/BAR	L	L	L	L	L
INVITE TO STAY OVER/CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET/OWN OR FRIEND'S HOME	L	L	L	L	L
CALL THE POLICE/ANY PERSON/ ANY LOCATION	L	L	L	L	<input type="checkbox"/> H
TAKE THE KEYS FROM OR RESTRAIN/ CASUAL ACQUAINTANCE/ANY LOCATION	L	L	L	L	L
TAKE THE KEYS AWAY/SOMEONE YOU JUST MET/ANY LOCATION	L	L	L	L	L
INVITE TO STAY OVER/CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET/BAR	L	L	L	L	L
PHYSICALLY RESTRAIN/SOMEONE YOU JUST MET/ANY LOCATION	L	L	L	L	L

H = High Potential (50% or more rating "Extremely" Likely)

M = Moderate Potential (25%—49% rating "Extremely" Likely)

L = Low Potential (Under 25% rating "Extremely" Likely)

Compared to the total ARS—Involved potential increased

(L) Compared to the total ARS—Involved potential decreased

## HOW DO THE SEGMENTS DIFFER ON THEIR POTENTIAL FOR COUNTERMEASURES?

(Base: ARS—Involved Sample)

PRE-PLAN/GENERAL COUNTERMEASURES	Total Involved	Segment A	Segment B	Segment C	Segment D
PLAN TO SERVE FOOD AT A PARTY WITH THE DRINKS TO REDUCE THE EFFECTS OF ALCOHOL	H	H	(M)	H	(M)
TREAT SERIOUSLY ANY CONVERSATION ON DRINKING AND DRIVING, PARTICULARLY WHEN PEOPLE ARE TREATING IT LIGHTLY	M	M	(L)	M	M
AS A HOST/HOESSTESS, EXCLUDE FROM PARTIES, OR REFUSE TO SERVE MORE DRINKS TO A GUEST WHO IS BECOMING INTOXICATED	M	M	(L)	M	[H]
ATTEND OR HOST A PARTY WHERE NO ALCOHOLIC BEVERAGES ARE SERVED	M	M	(L)	M	M
REPORT TO AUTHORITIES STORES OR BARS THAT SELL ALCOHOLIC BEVERAGES TO MINORS	M	(L)	(L)	M	[H]
PLAN A PARTY WHERE DRINKING IS CUT OFF AT A CERTAIN HOUR AND REPLACED WITH NON-ALCOHOLIC BEVERAGES AND FOOD	L	L	L	[M]	L
AS A HOST/HOESSTESS, PLAN FOR SOBER TRANSPORTATION OR A PLACE TO STAY FOR PARTY GUESTS	L	L	L	[M]	L
WORK IN THE COMMUNITY TO SET UP A "PARTY BUS" SYSTEM OR TO MODERATE THE EXPOSURE OF ALCOHOL USE ON TELEVISION	L	L	L	L	L
IN THE PARTY SITUATION, MAKE USE OF FAVORS THAT URGE RESPONSIBLE DRINKING OR A TEST DEVICE THAT WOULD INDICATE IT WAS DANGEROUS TO DRIVE	L	L	L	L	L

H = High Potential (50% or more rating "Extremely" Likely)

M = Moderate Potential (25%—49% rating "Extremely" Likely)

L = Low Potential (Under 25% rating "Extremely" Likely)

Compared to the total ARS—Involved potential increased

Compared to the total ARS—Involved potential decreased

**WHAT IS SEGMENT A LIKE?**

- . Size
- . Countermeasure potential
- . Demography
- . Psychology
- . Alcohol attitudes
- . Drinking behavior
- . Alcohol knowledge
- . Actual experience with potential DWI's
- . Problem drinker countermeasures



## WHAT ARE THE PEOPLE IN SEGMENT A LIKE?

Segment A is the largest single segment in the ARS—Involved group, accounting for 43% of the individuals and 46% of the total ARS occasions.

Though more passive than other groups, this segment is willing to offer to drive (not just close friends and relatives), invite someone to stay over, or call a taxi — if it is the socially acceptable thing to do. Beyond these immediate actions, they will pre-plan to serve food at social occasions where alcohol is being served. This group, however, is strongly differentiated by its relative passivity in that they are much less willing than others to consider countermeasures involving physical restraint of even their close friends and relatives.

Socio-demographically, Segment A is about equally divided between males and females in the 20 to 45 year age range. They are generally well educated and earn better than average incomes, with more than two thirds making \$10,000 or more. Nearly half hold white collar jobs, with professional occupations being held by more than a third.

The alcohol attitudes and knowledge of this segment are fairly typical of all the ARS—Involved, though they are less likely to believe that people who drink are morally weak. Also, they are somewhat less knowledgeable about the magnitude of alcohol-caused traffic deaths and the role of the problem drinker.

In terms of behavior, they are frequently involved in the ARS situation, with more than half of the occasions of their involvement being in a home environment. While social occasions account for the majority of their ARS involvement, they are slightly more often apt to drink in business situations, presumably because of their higher level of professional employment. When they are in ARS situations, Segment A respondents (like other ARS-Involved individuals) themselves drink moderately heavily.

Segment A individuals perceived themselves to have been in a potential DWI situation and have reported taking action at levels similar to the total ARS-Involved group. They are slightly less likely to know a problem drinker and less likely to take action (other than driving) if the potential DWI is characterized as a "problem drinker."

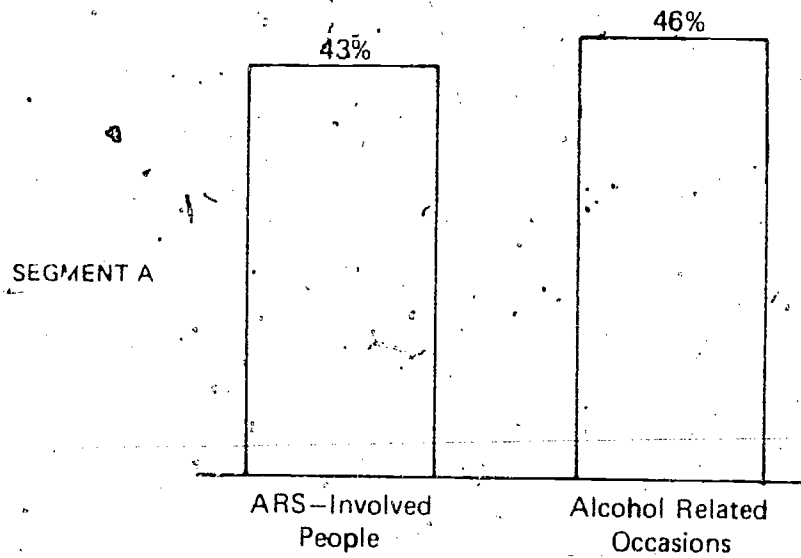
In terms of personality profile, Segment A respondents are characterized mainly by their passivity and their need to conform to what is socially acceptable. In situations which require action for reasons of social conformity they would tend to act, but to rely on their own judgement regarding the specific actions to take.

Because Segment A's willingness to get involved is so tied to their perception of what is the socially acceptable thing to do, we call them the —

**SOCIAL CONFORMERS**

**WHAT PROPORTION OF ARS-INVOLVED PEOPLE AND OCCASIONS IS ACCOUNTED FOR BY SEGMENT A?**

(Base: ARS-Involved Sample)



WHICH COUNTERMEASURES OFFER POTENTIAL AMONG SEGMENT A?

— % RATING "EXTREMELY" LIKELY TO DO —

50%+ = High Potential  
25--49% = Some Potential  
Under 25% = Low Potential

IMMEDIATE ACTION COUNTERMEASURES

- OFFER TO DRIVE HOME CLOSE FRIEND OR RELATIVE ANY LOCATION 79%
- INVITE TO STAY OVER CLOSE FRIEND OR RELATIVE ANY LOCATION 57
- OFFER TO DRIVE HOME CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET OWN OR FRIEND'S HOME 37
- CALL A TAXI FOR A PERSON WHO DRANK TOO MUCH 33
- OFFER TO DRIVE HOME CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET BAR 24
- INVITE TO STAY OVER CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET OWN OR FRIEND'S HOME 13
- INVITE TO STAY OVER CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET BAR 6
- TAKE KEYS AWAY OR RESTRAIN CLOSE FRIEND OR RELATIVE ANY LOCATION 6
- TAKE THE KEYS AWAY SOMEONE YOU JUST MET ANY LOCATION 3
- CALL THE POLICE ANY LOCATION 2
- TAKE THE KEYS AWAY OR RESTRAIN CASUAL ACQUAINTANCE ANY LOCATION 2
- PHYSICALLY RESTRAIN SOMEONE YOU JUST MET ANY LOCATION 1

PRE-PLAN GENERAL COUNTERMEASURES

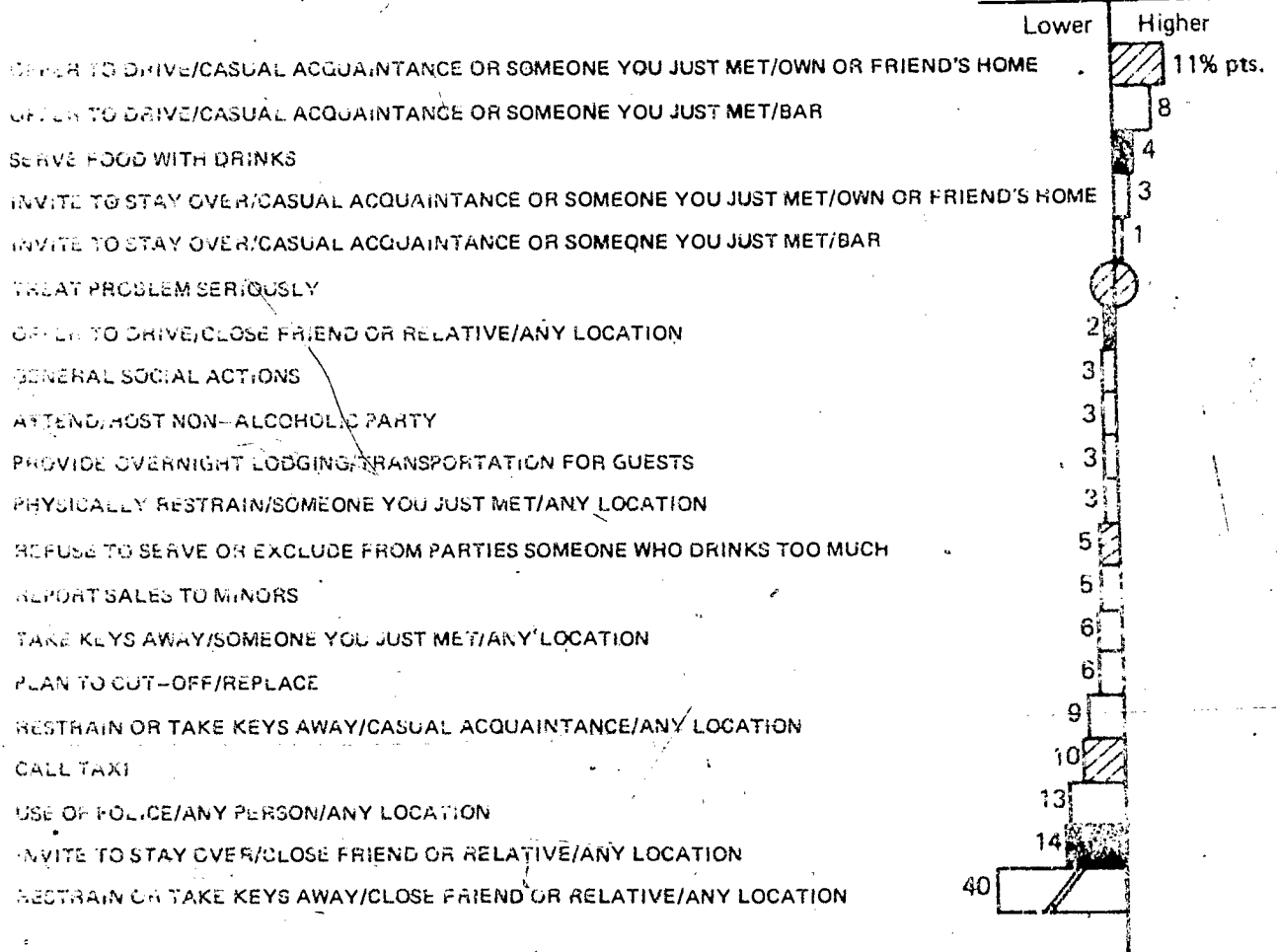
- PLAN TO SERVE FOOD AT A PARTY WITH THE DRINKS TO REDUCE THE EFFECTS OF ALCOHOL 54%
- TREAT SERIOUSLY ANY CONVERSATION ON DRINKING AND DRIVING, PARTICULARLY WHEN PEOPLE ARE TREATING IT LIGHTLY 36
- EXCLUDE FROM PARTIES A HEAVY DRINKER OR REFUSE TO SERVE MORE DRINKS TO A GUEST WHO IS BECOMING INTOXICATED 30
- ATTEND OR HOST A PARTY WHERE NO ALCOHOLIC BEVERAGES ARE SERVED 25
- REPORT TO AUTHORITIES STORES OR BARS THAT SELL ALCOHOLIC BEVERAGES TO MINORS 22
- AS A HOST/HOUSTESS, PLAN FOR SOBER TRANSPORTATION OR A PLACE TO STAY FOR PARTY GUESTS 16
- PLAN A PARTY WHERE DRINKING IS CUT OFF AT A CERTAIN HOUR AND REPLACED WITH NON-ALCOHOLIC BEVERAGES AND FOOD 15
- WORK IN THE COMMUNITY TO SET UP A "PARTY BUS" SYSTEM OR TO MODERATE THE EXPOSURE OF ALCOHOL USE ON TELEVISION 10
- IN THE PARTY SITUATION, MAKE USE OF FAVORS THAT URGE RESPONSIBLE DRINKING OR A TEST DEVICE THAT WOULD INDICATE IT WAS DANGEROUS TO DRIVE 8




### WHAT COUNTERMEASURE ACTIONS DIFFERENTIATE SEGMENT A?

(Base: ARS—Involved Sample)

— % Rating "Extremely" Likely To Do —

COMPARED TO BALANCE OF INVOLVED RESPONDENTS SEGMENT A IS:



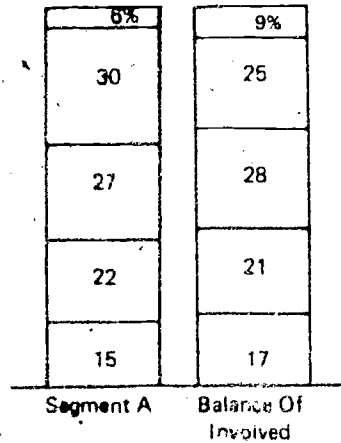
 High Potential for Segment  
 Some Potential for Segment  
 Low Potential for Segment

WHAT ARE THE DEMOGRAPHIC CHARACTERISTICS OF SEGMENT A?

(Base: ARS - Involved Sample)

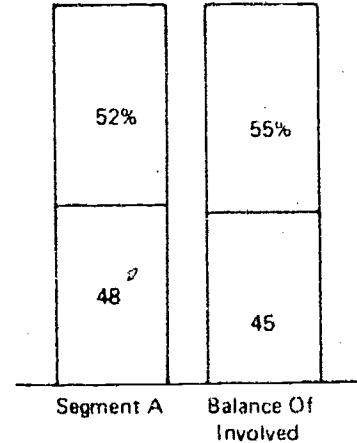
AGE OF RESPONDENT

UNDER 20  
20-24  
25-34  
35-44  
45 AND OVER



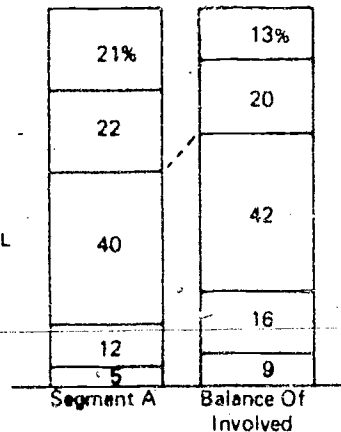
SEX OF RESPONDENT

MALE  
FEMALE



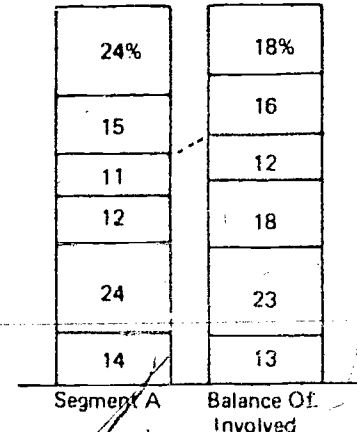
EDUCATION OF RESPONDENT\*

COMPLETED COLLEGE  
SOME COLLEGE  
COMPLETED HIGH SCHOOL  
SOME HIGH SCHOOL  
GRAMMAR SCHOOL



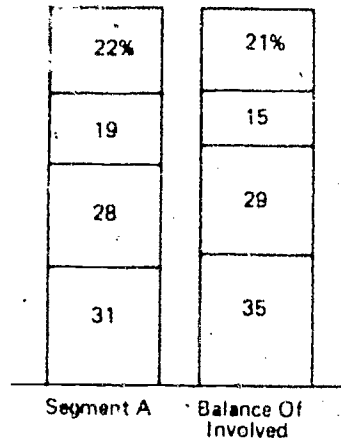
OCCUPATION OF RESPONDENT\*

PROFESSIONAL/  
MANAGERIAL  
WHITE COLLAR  
CLERICAL SALES  
SKILLED  
BLUE COLLAR  
UNSKILLED  
HOMEMAKER  
OTHER



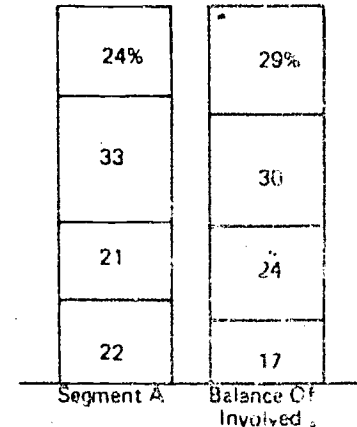
INCOME OF HOUSEHOLD

\$20,000 AND OVER  
\$15,000-\$19,999  
\$10,000-\$14,999  
UNDER \$10,000



REGION

NORTH EAST  
NORTH CENTRAL  
SOUTH  
WEST

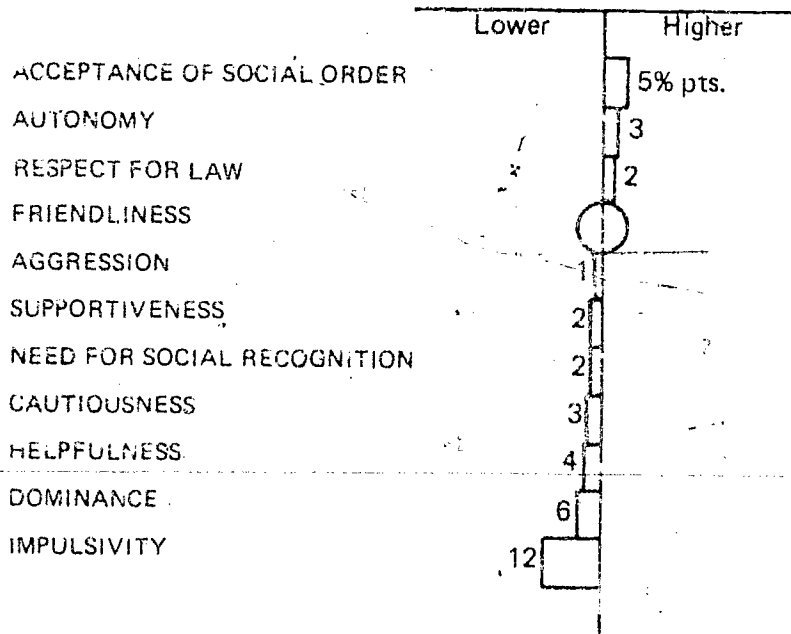


\*Does not include those currently in college

WHAT IS THE PERSONALITY/LIFESTYLE PROFILE OF SEGMENT A?

(Base: ARS-Involved Sample)

COMPARED TO BALANCE  
OF ARS-INVOLVED  
SEGMENT A IS:



## WHAT IS THE PERSONALITY PROFILE OF SEGMENT A

The members of this group are generally satisfied, even complacent, with society as it is. They are passive, non-impulsive persons who mind their own affairs and would do what is expected of them socially, but little more.

They are not strongly motivated by their need for personal recognition through supportiveness of their friends or helpfulness of those less close to them. Rather, they seek to avoid situations of personal confrontation. They are motivated by a need for social conformity.

In sum, they could be expected to take such actions which are considered the socially acceptable "things to do", but they would do little more. In those situations where they would act, they would tend to rely on their own judgement of which actions to take.



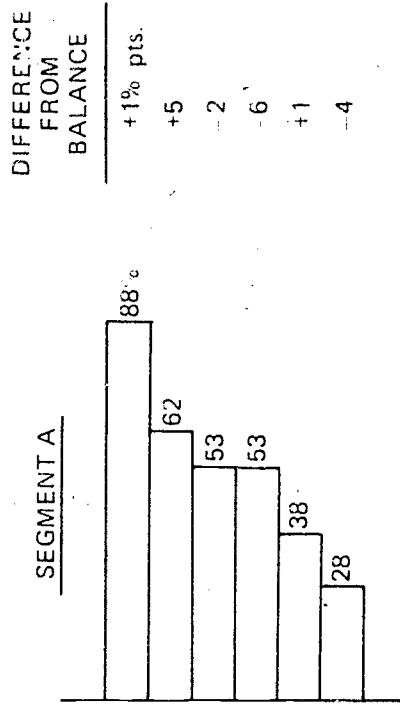
## WHAT ARE THE ALCOHOL ATTITUDES OF SEGMENT A?

(Base: ARS—Involved Sample)

% Rating "Strongly" Or "Somewhat" Agree

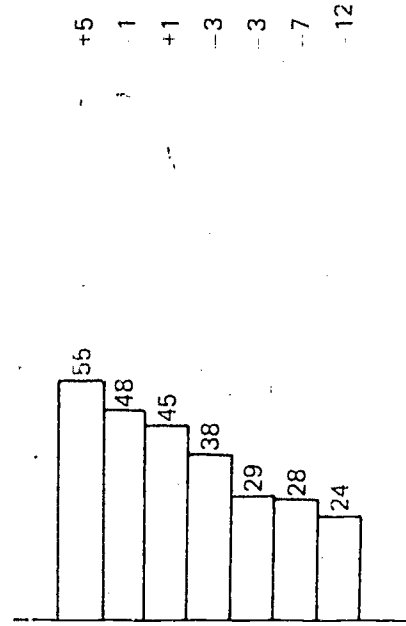
### ALCOHOL AND TEENAGER ATTITUDES

- IT IS THE PARENTS' RESPONSIBILITY TO EXPLAIN THE USE OF ALCOHOLIC BEVERAGES
- PARENTS SHOULD NOT BE TOLERANT IF THEIR TEENS DRINK TOO MUCH
- PARENTS SHOULD DISCOURAGE THEIR TEENS FROM DRINKING
- TV ADS OF BEER AND WINE MAKE DRINKING ATTRACTIVE TO TEENAGERS
- PARENTS SHOULD BE MORE CONCERNED ABOUT ALCOHOL THAN MARIJUANA
- TEENAGERS SHOULD NOT BE ALLOWED TO DRINK IN THEIR HOMES



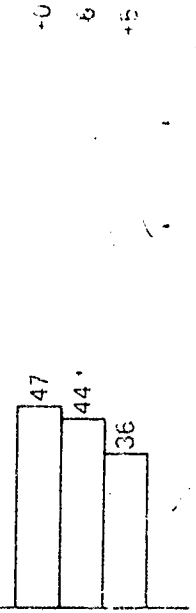
### ALCOHOL AND THE PERSON ATTITUDES

- THERE IS NO WAY TO STOP PEOPLE WHO WANT TO DRINK
- MOST PEOPLE WHO DRINK DO SO TO SOCIALIZE BETTER
- MOST PEOPLE CAN CONTROL THEIR DRINKING
- ALCOHOLIC BEVERAGES ARE A STIMULANT
- MOST PEOPLE WHO DRINK DO SO ONLY TO FEEL RELAXED
- MOST PEOPLE WHO DRINK DO SO TO GET HIGH
- PEOPLE WHO DRINK ARE MORALLY WEAK



### ALCOHOL AND THE SOCIAL SCENE ATTITUDES

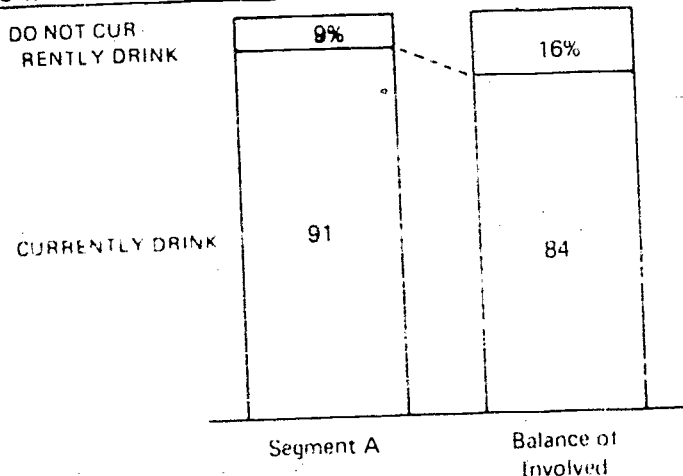
- ALCOHOLIC BEVERAGES ARE A VERY IMPORTANT PART OF MOST PARTIES
- TV OVER-EMPHASIZES THE SOCIAL USES OF ALCOHOLIC BEVERAGES
- A GOOD HOST/HOYESS DOES NOT NECESSARILY PROVIDE ALCOHOL



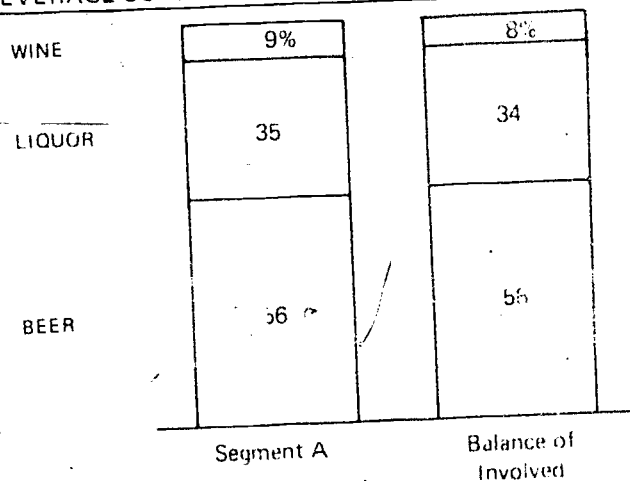
### WHAT IS THE DRINKING BEHAVIOR OF SEGMENT A?

(Base ARS--Involved Sample)

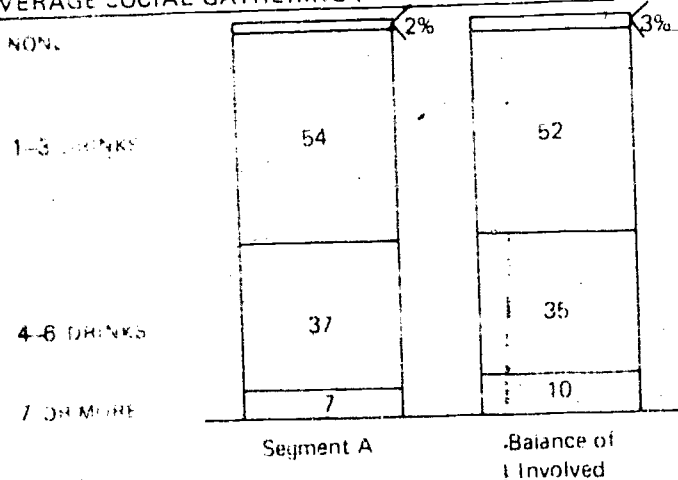
#### ALCOHOLIC BEVERAGE CONSUMPTION (MOST FREQUENTLY)



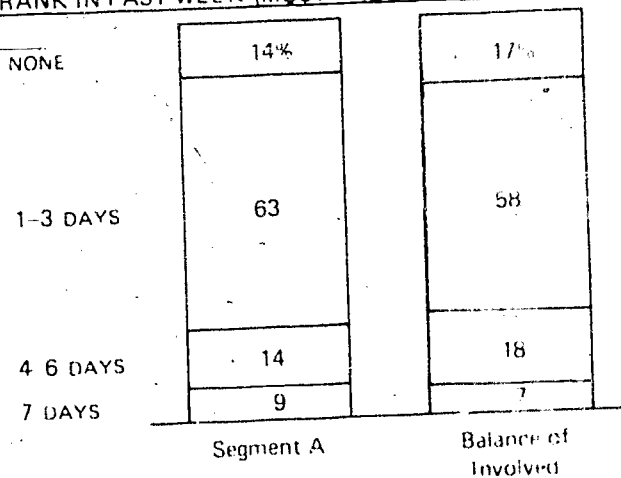
#### TYPE OF ALCOHOLIC BEVERAGE CONSUMED (MOST FREQUENTLY)



#### NUMBER OF DRINKS AT AVERAGE SOCIAL GATHERING (MOST FREQUENTLY)



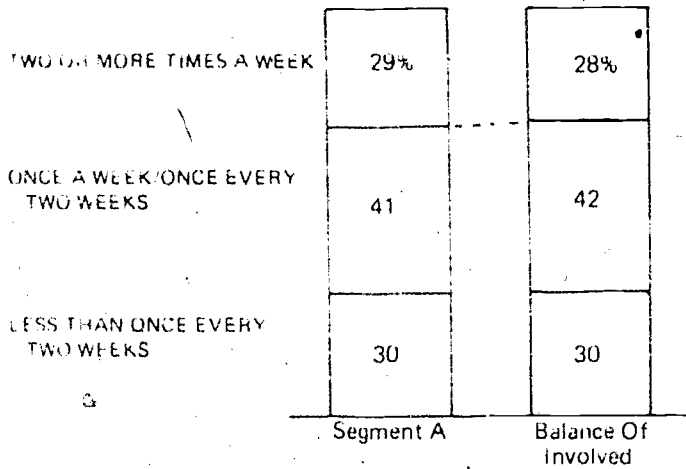
#### NUMBER OF DAYS DRANK IN PAST WEEK (MOST FREQUENTLY)



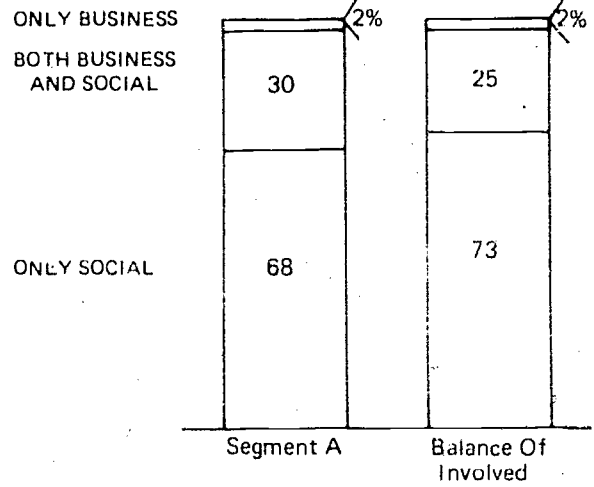
WHAT IS THE NATURE OF SEGMENT A'S CONTACT WITH THE ALCOHOL RELATED SITUATION?

(Base: ARS-Involved Sample)

FREQUENCY OF CONTACT



TYPE OF CONTACT



LOCATION OF CONTACT

ANY HOME LOCATION

OWN

FRIENDS

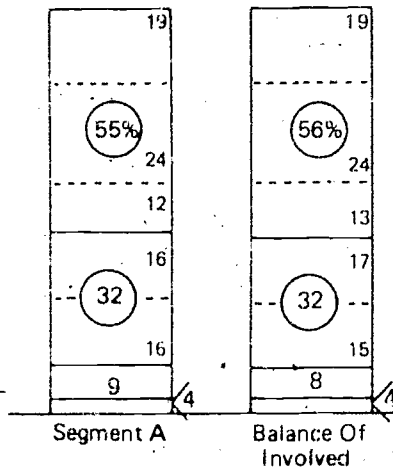
RELATIVES

BAR RESTAURANT

MEAL PRIMARY

MEAL NOT PRIMARY

RECREATIONAL EVENT IN A CAR



WHAT ARE THE ALCOHOL ATTITUDES AND KNOWLEDGE OF SEGMENT A THAT RELATE TO HIGHWAY SAFETY?

(Base: ARS—Involved Sample)

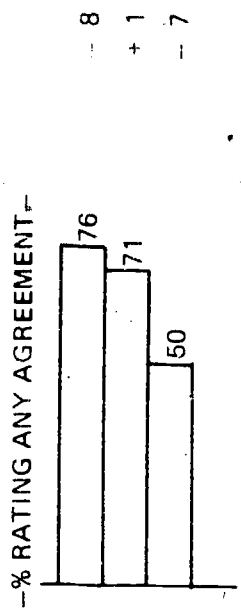
ALCOHOL/HIGHWAY SAFETY ATTITUDES

A PERSON WHO IS DRUNK CANNOT COMPENSATE FOR IT WHEN HE DRIVES  
 IN A FATAL DRUNK DRIVING ACCIDENT THE DRUNK IS USUALLY NOT THE ONE KILLED  
 PEOPLE SHOULD SUPPORT STRICT LAWS AGAINST DRUNK DRIVERS EVEN IF IT MEANS HIGHER TAXES  
 IT IS DANGEROUS TO DRIVE A CAR AFTER ONLY ONE OR TWO DRINKS



ALCOHOL/HIGHWAY SAFETY KNOWLEDGE

OUT OF EVERY TEN TRAFFIC DEATHS, FIVE ARE CAUSED BY DRINKING DRIVERS  
 THE ONLY WAY TO TELL IF A PERSON IS LEGALLY DRUNK IS BY THE % OF ALCOHOL IN THE BLOOD  
 PROBLEM DRINKERS CAUSE MORE FATAL ACCIDENTS THAN SOCIAL DRINKERS

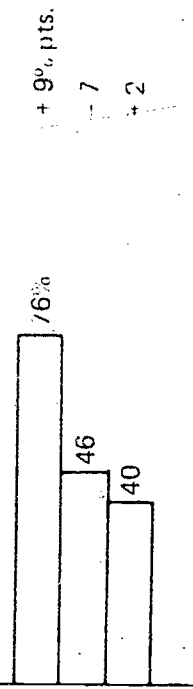


WHAT ARE THE ALCOHOL ATTITUDES AND FACTS THAT RELATE TO THE ACTUAL EXPERIENCES OF SEGMENT A?

(Base: ARS—Involved Sample)

DIFFERENCE FROM BALANCE

-% RATING "STRONGLY" OR "SOMEWHAT" AGREE -



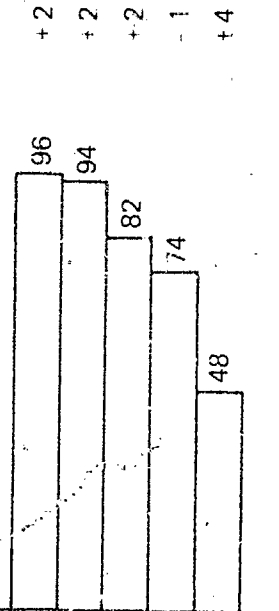
IDENTIFICATION OF IMPAIRMENT

- A PERSON CAN BE DRUNK AND NOT STAGGER OR SLUR HIS SPEECH
- IT IS EASY TO TELL WHEN SOMEONE HAS HAD TOO MUCH TO DRINK
- IT IS EASY TO TELL IF A PERSON IS DRUNK EVEN IF YOU DON'T KNOW HIM WELL

PERCEIVED CAUSES OF IMPAIRMENT

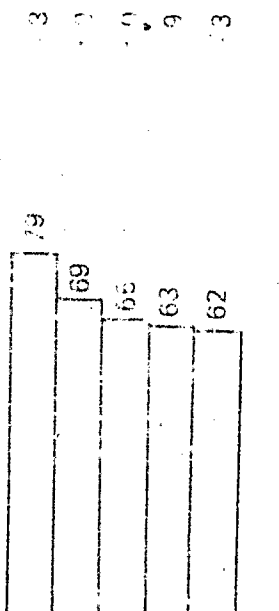
- ALCOHOL WILL AFFECT A PERSON FASTER IF HE'S UNDER MEDICATION
- A PERSON DRINKING ON AN EMPTY STOMACH WILL GET DRUNK FASTER
- A PERSON'S MOOD HELPS TO DETERMINE HOW HE IS AFFECTED BY ALCOHOL
- A PERSON WHO IS USED TO DRINKING CAN DRINK MORE
- A SMALL PERSON WILL GET DRUNK FASTER THAN A LARGE PERSON

-% RATING ANY AGREEMENT -



MISPERCEPTIONS ON CAUSES/SOLUTIONS OF IMPAIRMENT

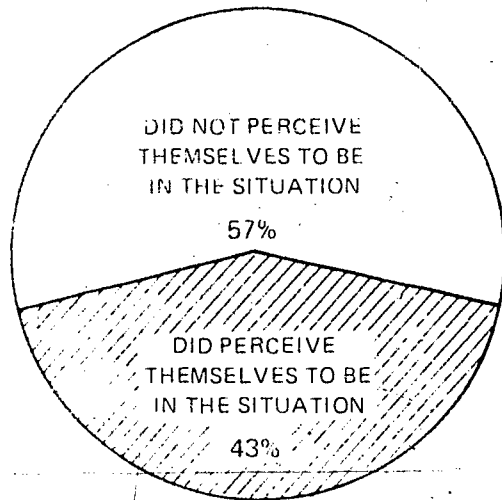
- MIXING DIFFERENT KINDS OF DRINKS CAN INCREASE THE EFFECT OF ALCOHOL
- A CAN OF BEER IS LESS INTOXICATING THAN AN AVERAGE DRINK OF LIQUOR
- A DRINK OF WINE IS LESS INTOXICATING THAN AN AVERAGE DRINK OF LIQUOR
- A COLD SHOWER CAN HELP SOBER UP A PERSON
- DRINKING BLACK COFFEE CAN HELP SOBER UP A PERSON



WHAT IS SEGMENT A'S EXPERIENCE WITH THE ACTUAL NEED TO TAKE IMMEDIATE ACTION COUNTERMEASURES?

(Base: ARS-Involved Sample)

PAST YEAR IN A POTENTIAL DWI SITUATION



WHEN PERCEIVED, TOOK SOME ACTION

TOOK NO ACTION

28%

TOOK SOME ACTION

72%

Segment A

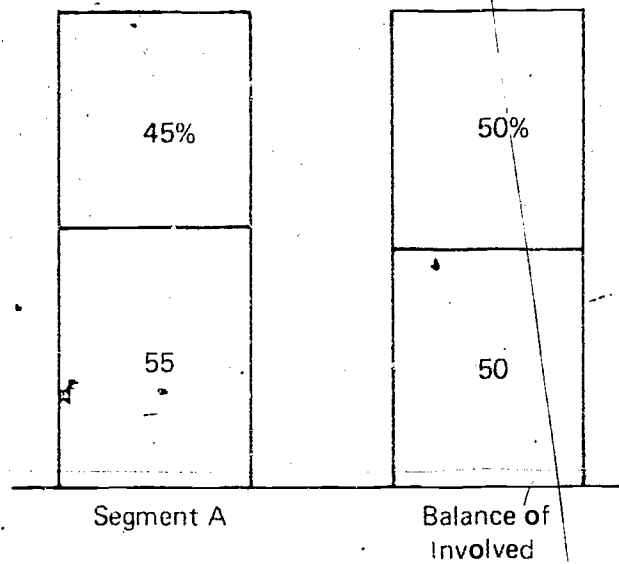
**WHAT PROPORTION OF SEGMENT A KNOW A PROBLEM DRINKER?**

(Base: Involved Respondents)

KNOW A PROBLEM DRINKER

KNOW A PROBLEM DRINKER

DO NOT KNOW A PROBLEM DRINKER



Segment A

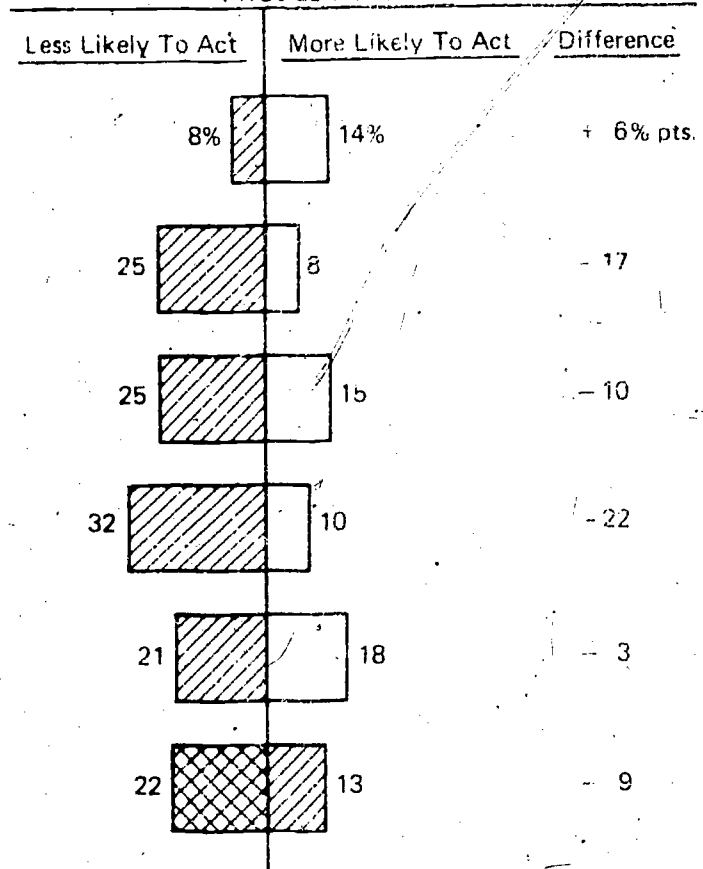
Balance of  
Involved

**WILL SEGMENT A TAKE MORE ACTION WHEN THE POTENTIAL DRUNK DRIVER IS CHARACTERIZED AS A PROBLEM DRINKER?**

(Base: ARS--Involved Sample)

COUNTERMEASURES

WHEN POTENTIAL DRUNK DRIVER IS A PROBLEM DRINKER





**WHAT IS SEGMENT B LIKE?**

- . Size
  - . Countermeasure potential
  - . Demography
  - . Psychology
  - . Alcohol attitudes
  - . Drinking behavior
  - . Alcohol knowledge
  - . Actual experience with potential DWI's
  - . Problem drinker countermeasures
-

### WHAT ARE THE PEOPLE IN SEGMENT B LIKE?

Segment B is the second largest group accounting for 27% of the ARS group and 32% of the total occasions. The sets of actions that Segment B is willing to take mainly involve restraining their friends whose driving ability has been impaired by drinking. They are aggressive and motivated mainly by strong feelings of friendship. Thus, in addition to their willingness to take driving and stay-over countermeasures they, more than others, will physically restrain their close friends and relatives from driving and will take their keys away.

In terms of pre-planning countermeasures, Segment B members show substantially lower potential than other ARS-Involved members on any actions. While still moderately willing to do so, they would be less likely than others even to serve food at parties.

Demographically, this segment is a predominantly male group with males outnumbering females by a two-to-one margin. This is also a young group with three out of four of its members under 35 years of age. This segment is slightly less upscale than others in the ARS group with about two-thirds having incomes of less than \$15,000, with one-third having attended college. Members of this group can be found in all regions of the country, but they tend to be overrepresented in the Northeast.

The alcohol attitudes of Segment B can be described as even more "pro" drinking, than those of other ARS—Involved adults. They believe less that parents should discourage teens from drinking, that strict law enforcement should be supported by higher taxes and that a few drinks are not dangerous when driving. They are also somewhat more susceptible to the common misperceptions about intoxication and the sobering-up process.

More than other ARS—Involved individuals, members of Segment B perceived they had been in a potential DWI situation, and more of them took action. They tend to know problem drinkers more than do others and are slightly less inhibited about taking countermeasures against them.

The members of this segment are in the ARS situation more frequently than others in the ARS group, with one-third of them involved two or more times per week, and half of their ARS occasions being in the home. They are heavier drinkers than others in the ARS group with over two-thirds having four or more drinks in an average social situation. In terms of beverage drunk most frequently, they have a much higher preference for beer, with over two-thirds indicating it is their most frequent choice.

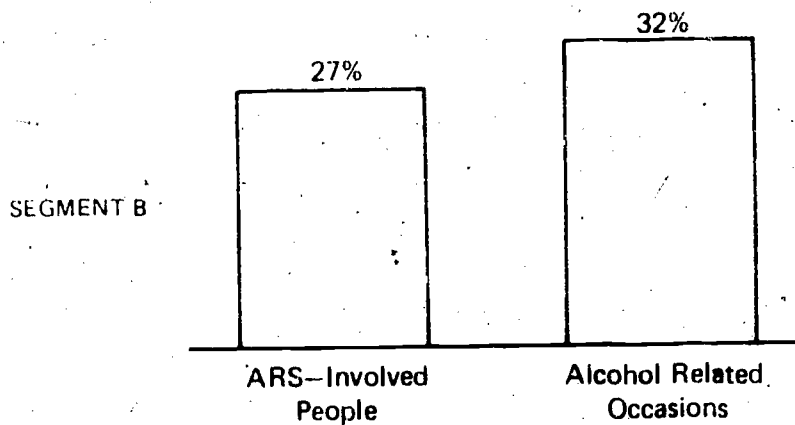
Their personality profile suggests that their primary motivation for acting is friendship and affiliation. They are strongly motivated to act on behalf of their own group members, but not on the basis of broader social conscience. They are not only more impulsive but are highly aggressive and dominant persons who throw caution to the wind when confronted with the potential DWI situation. Thus, they will go so far as to physically restrain their friends from involvement in such situations when necessary.

Because of their aggressive personality and willingness to restrain their friends, even physically, when confronted with the DWI situation, we call them the —

**AGGRESSIVE RESTRAINERS**

**WHAT PROPORTION OF ARS-INVOLVED PEOPLE AND OCCASIONS IS ACCOUNTED FOR BY SEGMENT B?**

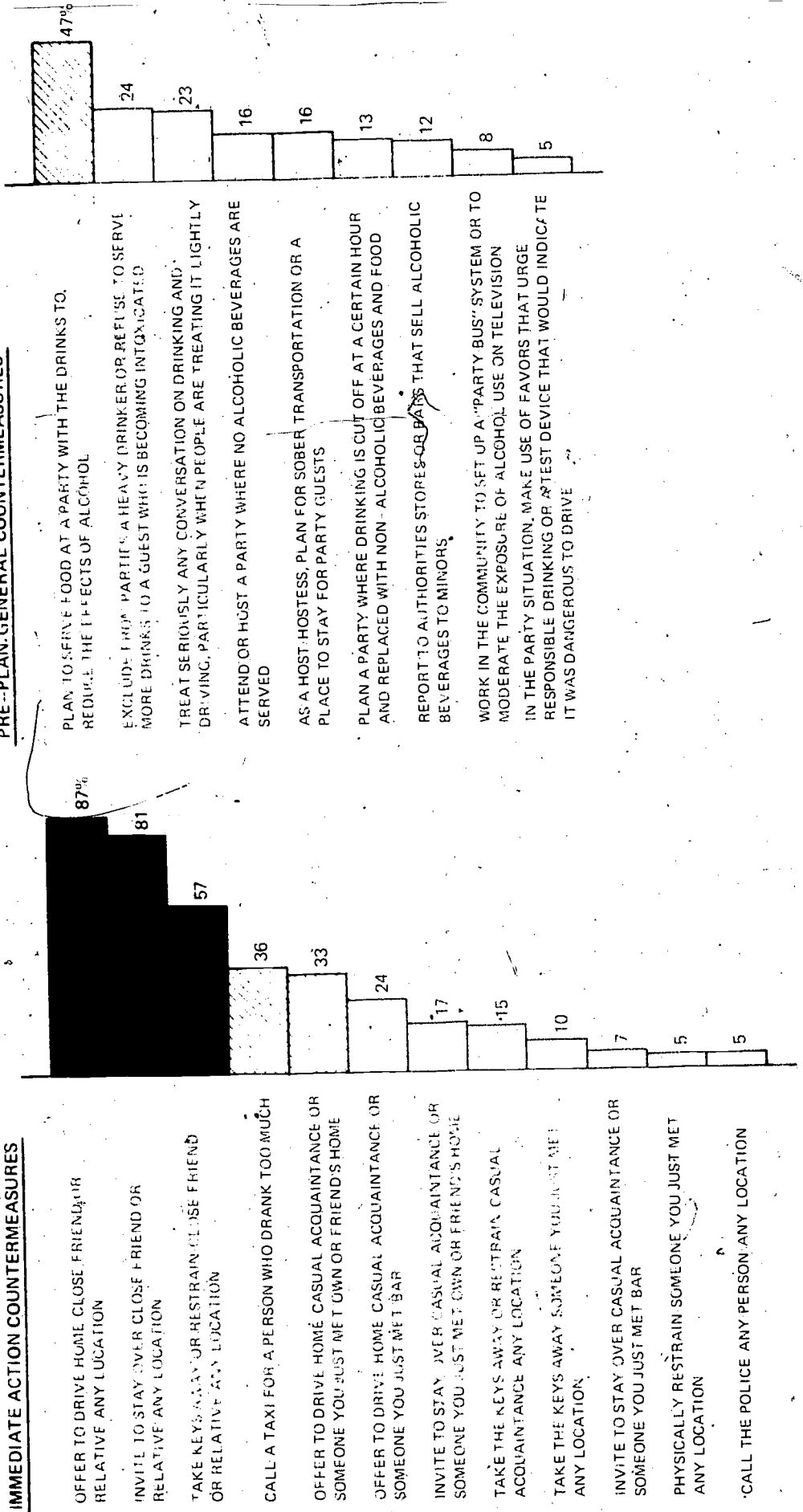
(Base: ARS-Involved Sample)



WHICH COUNTERMEASURES OFFER POTENTIAL AMONG SEGMENT B?

- % RATING "EXTREMELY" LIKELY TO DO -

50%+ = High Potential  
 25-49% = Some Potential  
 Under 25% = Low Potential



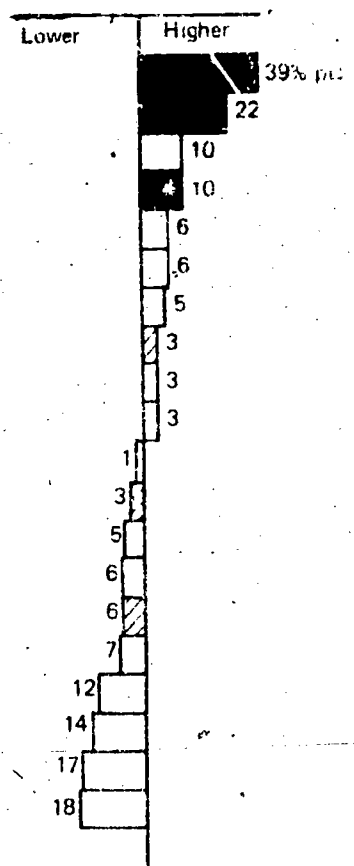
### WHAT COUNTERMEASURE ACTIONS DIFFERENTIATE SEGMENT B?

(Base: ARS Involved Sample)

Rating "Extremely" Likely To Do

COMPARED TO BALANCE OF INVOLVED RESPONDENTS SEGMENT B IS:

- RESTRAIN OR TAKE KEYS AWAY/CLOSE FRIEND OR RELATIVE/ANY LOCATION
- INVITE TO STAY OVER/CLOSE FRIEND OR RELATIVE/ANY LOCATION
- RESTRAIN OR TAKE KEYS AWAY/A CASUAL ACQUAINTANCE/ANY LOCATION
- OFFER TO DRIVE/CLOSE FRIEND OR RELATIVE/ANY LOCATION
- INVITE TO STAY OVER/CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET/OWN OR FRIEND'S HOME
- OFFER TO DRIVE/CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET/BAR
- TAKE KEYS AWAY/SOMEONE YOU JUST MET/ANY LOCATION
- OFFER TO DRIVE/CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET/OWN OR FRIEND'S HOME
- INVITE TO STAY OVER/CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET/BAR
- PHYSICALLY RESTRAIN/SOMEONE YOU JUST MET/ANY LOCATION
- PROVIDE OVERNIGHT LODGING/TRANSPORTATION FOR GUESTS
- CALL TAXI
- GENERAL SOCIAL ACTIONS
- USE OF POLICE ACTION, ANY PERSON/ANY LOCATION
- SERVE FOOD WITH DRINKS
- PLAN TO GET OFF/REPLACE
- REFUSE TO DRIVE OR EXCLUDE FROM PARTIES SOMEONE WHO DRINKS TOO MUCH
- ATTEND HOST NON-ALCOHOLIC PARTY
- REPORT SALES TO MINORS
- TREAT PROBLEM SERIOUSLY



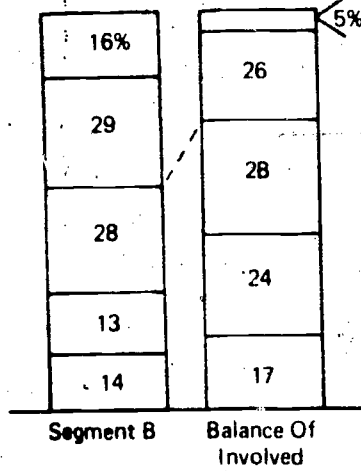
High Potential for Segment  
 Some Potential for Segment  
 Low Potential for Segment

WHAT ARE THE DEMOGRAPHIC CHARACTERISTICS OF SEGMENT B?

(Base: ARS Involved Sample)

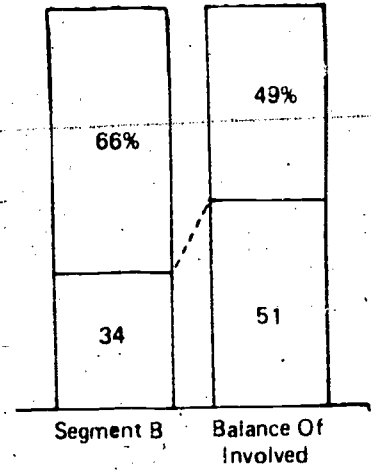
AGE OF RESPONDENT

UNDER 20  
20-24  
25-34  
35-44  
45 AND OVER



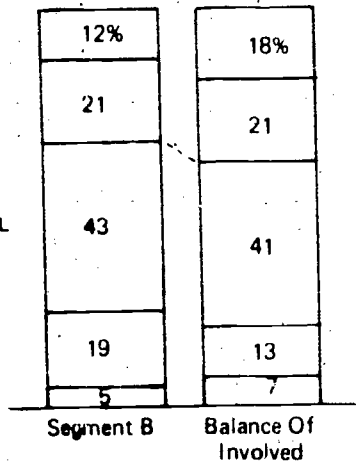
SEX OF RESPONDENT

MALE  
FEMALE



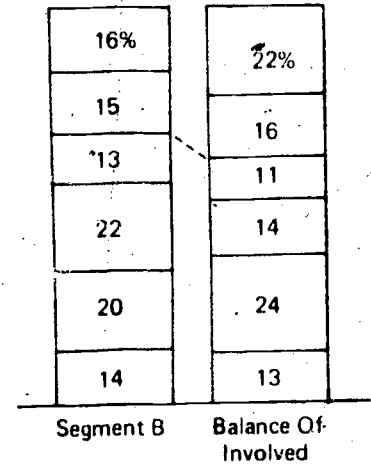
EDUCATION OF RESPONDENT\*

COMPLETED COLLEGE  
SOME COLLEGE  
COMPLETED HIGH SCHOOL  
SOME HIGH SCHOOL  
GRAMMAR SCHOOL



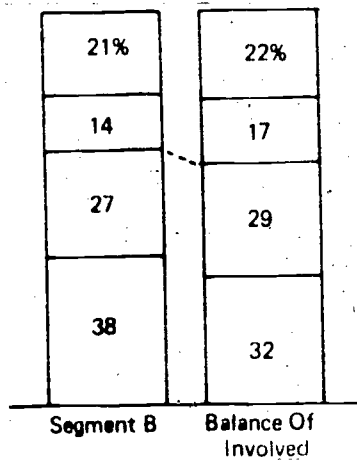
OCCUPATION OF RESPONDENT\*

PROFESSIONAL / MANAGERIAL  
WHITE COLLAR  
CLERICAL / SALES  
SKILLED  
BLUE COLLAR  
UNSKILLED  
HOMEMAKER  
OTHER



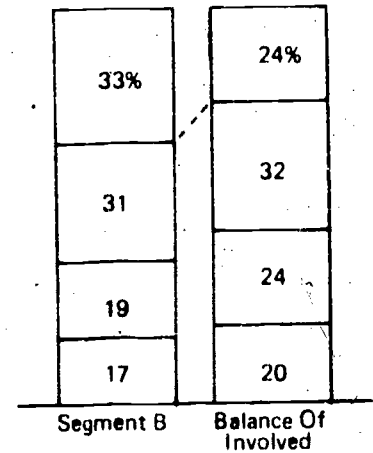
INCOME OF HOUSEHOLD

\$20,000 AND OVER  
\$15,000-\$19,999  
\$10,000-\$14,999  
UNDER \$10,000



REGION

NORTH EAST  
NORTH CENTRAL  
SOUTH  
WEST

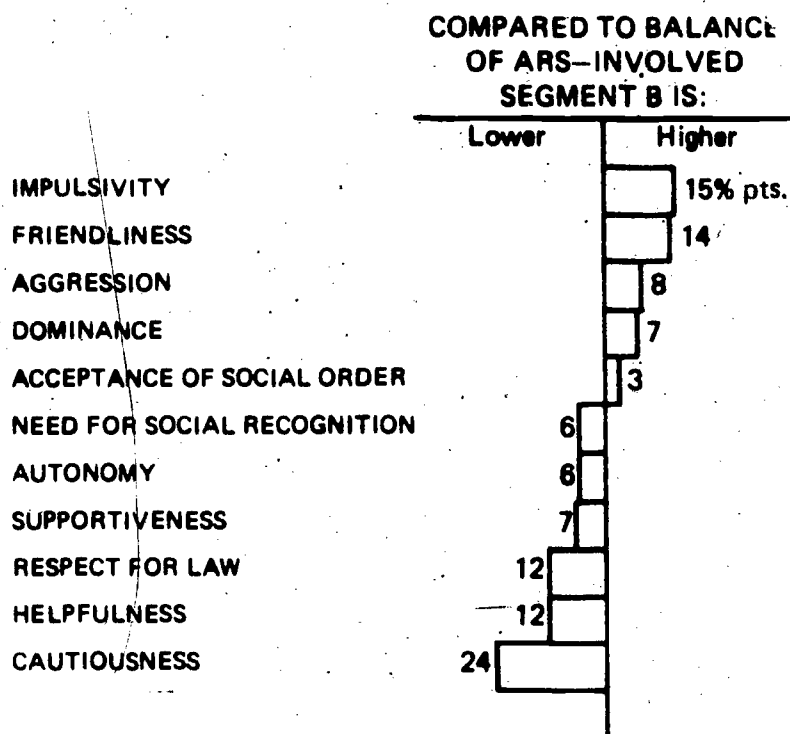


\*Does not include those currently in college.



## WHAT IS THE PERSONALITY/LIFESTYLE PROFILE OF SEGMENT B?

(Base: ARS-Involved Sample)



### **WHAT IS THE PERSONALITY PROFILE OF SEGMENT B?**

In many respects these individuals are the exact antithesis of the Social Conformers. They are likely to move around in groups and are strongly motivated by their sense of friendship and affiliation.

Within their own social circle they are likely to intervene actively and display a very protective role toward fellow group members. They are unlikely to go to the assistance or support of others who are not members of their own in-group, however. Not surprisingly they tend to be rather apathetic toward the values of the society in which they live and they exhibit little concern about what others beyond their own group think of them.

They are given to making decisions on impulse and have a distinct tendency towards aggressiveness and self-assertiveness. This can make them willing to take aggressive action when confronted with danger.

**WHAT ARE THE ALCOHOL ATTITUDES OF SEGMENT B?**

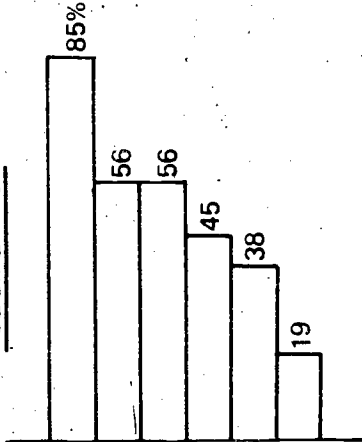
(Base: ARS—Involved Sample)

—% Rating "Strongly" or "Somewhat" Agree—

DIFFERENCE FROM BALANCE  
- 4% pts.  
- 1  
± 0  
- 13  
- 2  
- 1

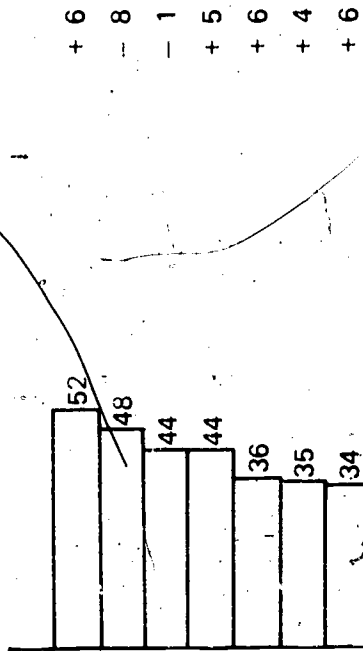
SEGMENT B

ALCOHOL AND TEENAGER ATTITUDES  
 IT IS THE PARENTS' RESPONSIBILITY TO EXPLAIN THE USE OF ALCOHOLIC BEVERAGES  
 PARENTS SHOULD NOT BE TOLERANT IF THEIR TEENS DRINK TOO MUCH  
 TV ADS OF BEER AND WINE MAKE DRINKING ATTRACTIVE TO TEENAGERS  
 PARENTS SHOULD DISCOURAGE THEIR TEENS FROM DRINKING  
 PARENTS SHOULD BE MORE CONCERNED ABOUT ALCOHOL THAN MARIJUANA  
 TEENAGERS SHOULD NOT BE ALLOWED TO DRINK IN THEIR HOMES



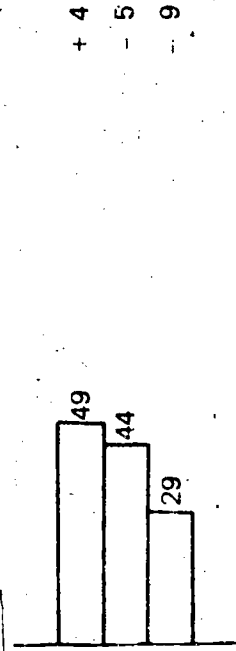
ALCOHOL AND THE PERSON ATTITUDES

MOST PEOPLE WHO DRINK DO SO TO SOCIALIZE BETTER  
 THERE IS NO WAY TO STOP PEOPLE WHO WANT TO DRINK  
 MOST PEOPLE CAN CONTROL THEIR DRINKING  
 ALCOHOLIC BEVERAGES ARE A STIMULANT  
 MOST PEOPLE WHO DRINK DO SO ONLY TO FEEL RELAXED  
 MOST PEOPLE WHO DRINK DO SO TO GET HIGH  
 PEOPLE WHO DRINK ARE MORALLY WEAK



ALCOHOL AND THE SOCIAL SCENE ATTITUDES

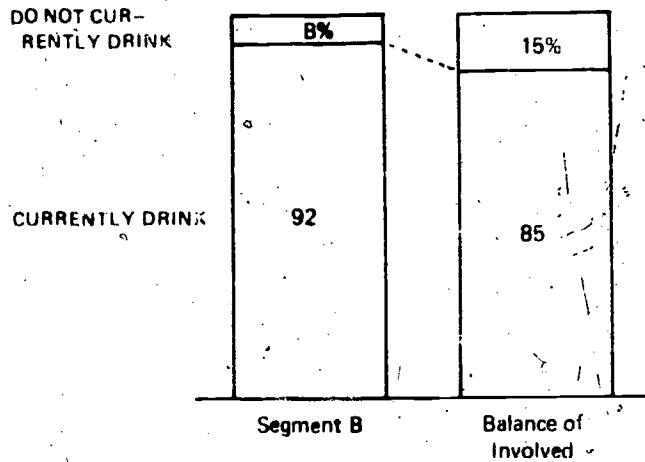
ALCOHOLIC BEVERAGES ARE A VERY IMPORTANT PART OF MOST PARTIES  
 TV OVER—EMPHASIZES THE SOCIAL USES OF ALCOHOLIC BEVERAGES  
 A GOOD HOST/HOESS DOES NOT NECESSARILY PROVIDE ALCOHOL



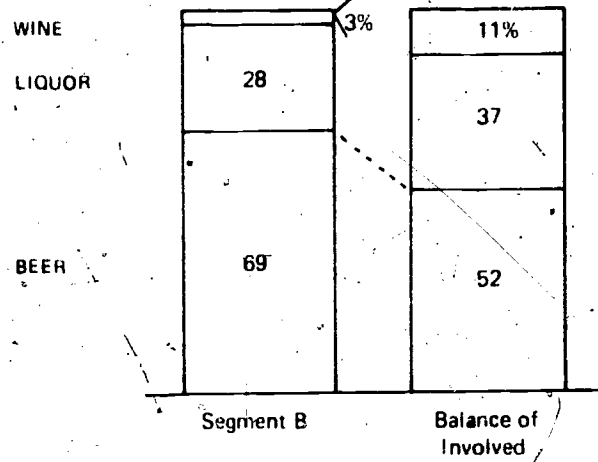
WHAT IS THE DRINKING BEHAVIOR OF SEGMENT B?

(Base: ARS -Involved Sample)

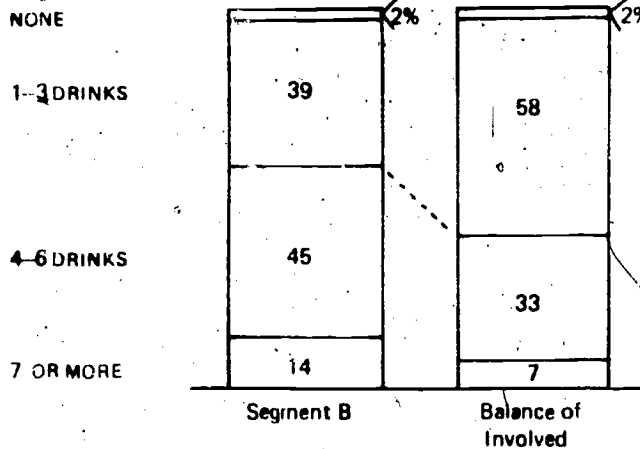
ALCOHOLIC BEVERAGE CONSUMPTION (MOST FREQUENTLY)



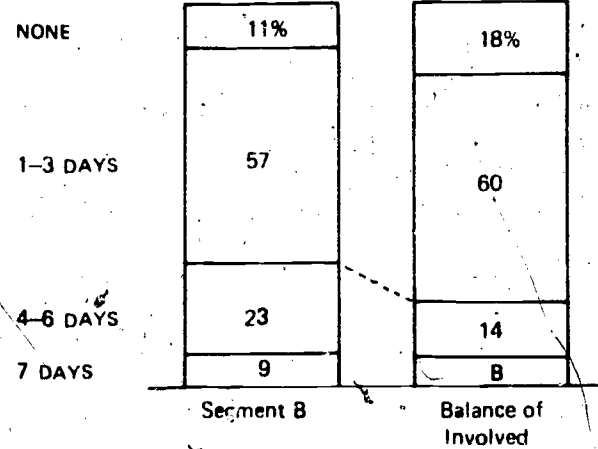
TYPE OF ALCOHOLIC BEVERAGE CONSUMED (MOST FREQUENTLY)



NUMBER OF DRINKS AT AVERAGE SOCIAL GATHERING (MOST FREQUENTLY)



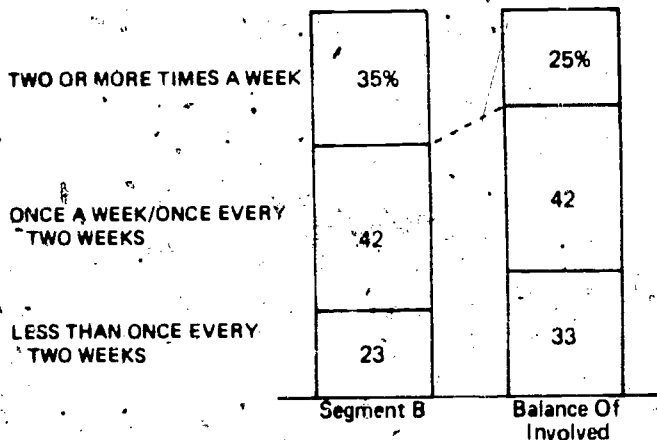
NUMBER OF DAYS DRANK IN PAST WEEK (MOST FREQUENTLY)



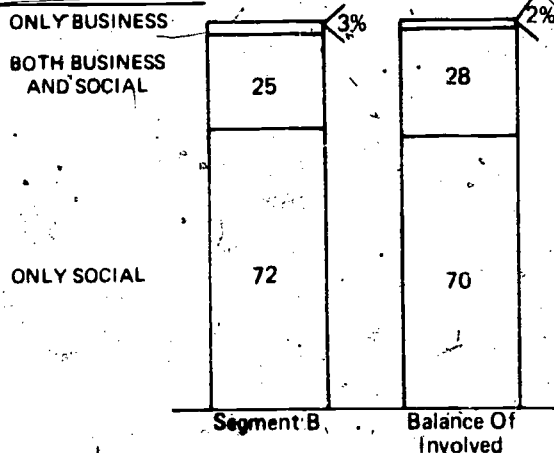
**WHAT IS THE NATURE OF SEGMENT B'S CONTACT WITH THE ALCOHOL RELATED SITUATION?**

(Base: ARS-Involved Sample)

FREQUENCY OF CONTACT



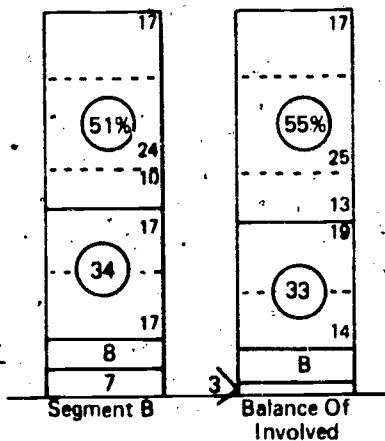
TYPE OF CONTACT



LOCATION OF CONTACT

ANY HOME LOCATION

OWN  
 FRIENDS RELATIVES  
 BAR/RESTAURANT MEAL PRIMARY  
 MEAL NOT PRIMARY RECREATIONAL EVENT IN A CAR

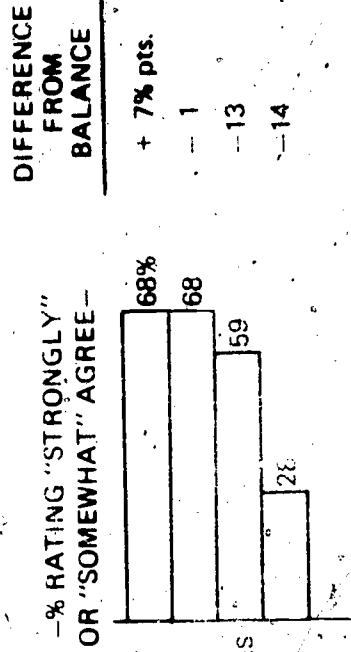


**WHAT ARE THE ALCOHOL ATTITUDES AND KNOWLEDGE OF SEGMENT B THAT RELATE TO HIGHWAY SAFETY?**

(Base: ARS--Involved Sample)

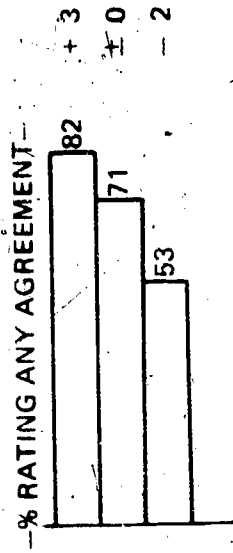
**ALCOHOL/HIGHWAY SAFETY ATTITUDES**

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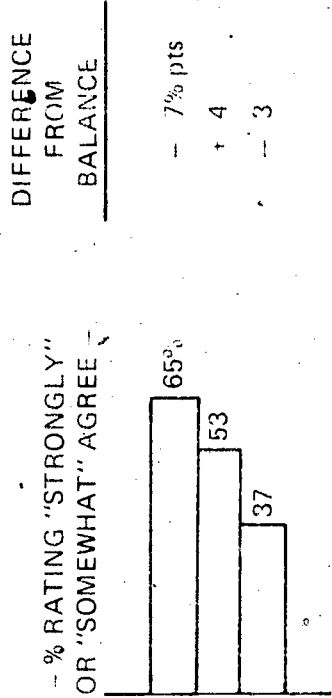


WHAT ARE THE ALCOHOL ATTITUDES AND FACTS THAT RELATE TO THE ACTUAL EXPERIENCES OF SEGMENT B?

(Base: ARS—Involved Sample)

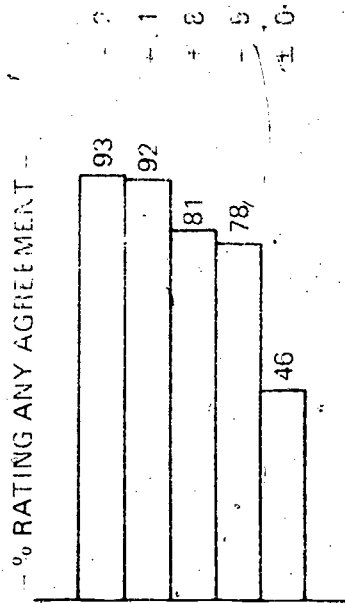
IDENTIFICATION OF IMPAIRMENT

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- IT IS EASY TO TELL IF A PERSON IS DRUNK EVEN IF YOU DON'T KNOW HIM WELL



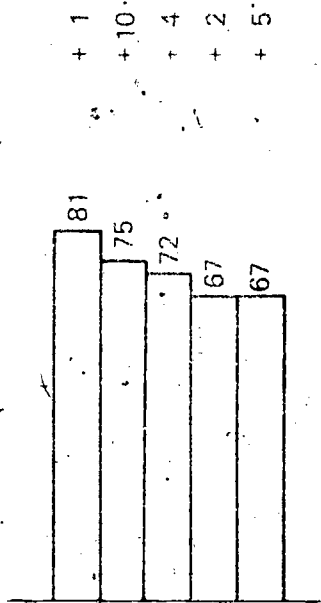
PERCEIVED CAUSES OF IMPAIRMENT

- ALCOHOL WILL AFFECT A PERSON FASTER IF HE'S UNDER MEDICATION
- A PERSON DRINKING ON AN EMPTY STOMACH WILL GET DRUNK FASTER
- A PERSON WHO IS USED TO DRINKING CAN DRINK MORE
- A PERSON'S MOOD HELPS TO DETERMINE HOW HE IS AFFECTED BY ALCOHOL
- A SMALL PERSON WILL GET DRUNK FASTER THAN A LARGE PERSON



MISPERCEPTIONS ON CAUSES/SOLUTIONS OF IMPAIRMENT

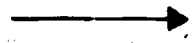
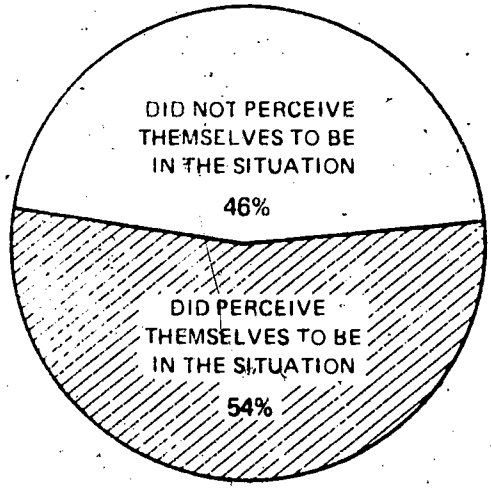
- MIXING DIFFERENT KINDS OF DRINKS CAN INCREASE THE EFFECT OF ALCOHOL
- A COLD SHOWER CAN HELP SOBER UP A PERSON
- A CAN OF BEER IS LESS INTOXICATING THAN AN AVERAGE DRINK OF LIQUOR
- A DRINK OF WINE IS LESS INTOXICATING THAN AN AVERAGE DRINK OF LIQUOR
- DRINKING BLACK COFFEE CAN HELP SOBER UP A PERSON



### WHAT IS SEGMENT B'S EXPERIENCE WITH THE ACTUAL NEED TO TAKE IMMEDIATE ACTION COUNTERMEASURES?

(Base: ARS—Involved Sample)

PAST YEAR IN A POTENTIAL DWI SITUATION



WHEN PERCEIVED, TOOK SOME ACTION

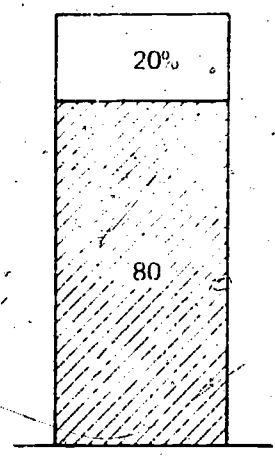
TOOK NO ACTION

20%

TOOK SOME ACTION

80

Segment B





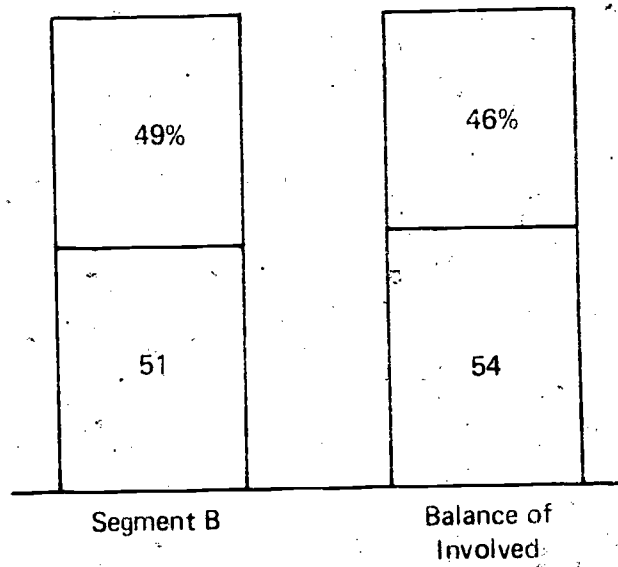
**WHAT PROPORTION OF SEGMENT B KNOW A PROBLEM DRINKER?**

(Base: Involved Respondents)

KNOW A PROBLEM DRINKER

KNOW A PROBLEM DRINKER

DO NOT KNOW A PROBLEM DRINKER



**WILL SEGMENT B TAKE MORE ACTION WHEN THE POTENTIAL DRUNK DRIVER IS CHARACTERIZED AS A PROBLEM DRINKER?**

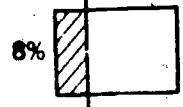
(Base: ARS-Involved Sample)

COUNTERMEASURES

**WHEN POTENTIAL DRUNK DRIVER IS A PROBLEM DRINKER**

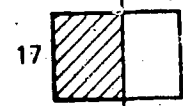
Less Likely To Act	More Likely To Act	Difference
--------------------	--------------------	------------

MAKE THE SUGGESTION TO THE PERSON THAT YOU DRIVE HIM HOME



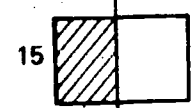
+ 12% pts.

SUGGEST TO THE PERSON THAT HE STAY OVERNIGHT AT YOUR HOME



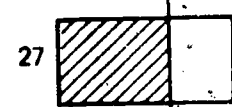
- 5

TRY TO TAKE THEIR CAR KEYS AWAY IF THEY INSIST ON ORIVING



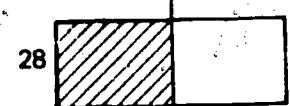
+ 1

PHYSICALLY RESTRAIN THEM IF THEY INSIST ON ORIVING



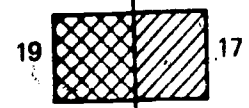
- 13

WHEN OTHER MEASURES FAIL, CALL POLICE TO PREVENT THEIR DRIVING



- 3

AVERAGE



- 2

**WHAT IS SEGMENT C LIKE?**

- . Size
- . Countermeasure potential
- . Demography
- . Psychology
- . Alcohol attitudes
- . Drinking behavior
- . Alcohol knowledge
- . Actual experience with potential DWI's
- . Problem drinker countermeasures

### WHAT ARE THE PEOPLE IN SEGMENT C LIKE?

This is the second smallest segment accounting for only 18% of the ARS-Involved group and 13% of the occasions.

People in this segment are differentiated from other ARS-Involved groups by their greater willingness to pre-plan and thus avoid the potential DWI problem. They are much less likely than others to further take action after drunkenness has taken place.

This is a predominantly female segment (56%) with one-third of its members living in the South. They are slightly older with nearly half of them over 35 years old. In addition, their household income is substantially below others in the ARS-Involved group with nearly two-thirds of them having incomes of less than \$15,000.

Their alcohol attitudes are much less positive than other ARS-Involved adults, but they are equally subject to the common misperceptions. They are less likely to have been in potential DWI situations and are somewhat less likely to have taken any action when confronted with it. They tend to know problem drinkers slightly more than others, and their likelihood to take countermeasure action is further reduced by focusing on the problem drinker.

Segment C members are less frequently involved in the ARS situation, with 80% involved once a week or less. They are light drinkers with two-thirds having three or less drinks on an average social occasion.

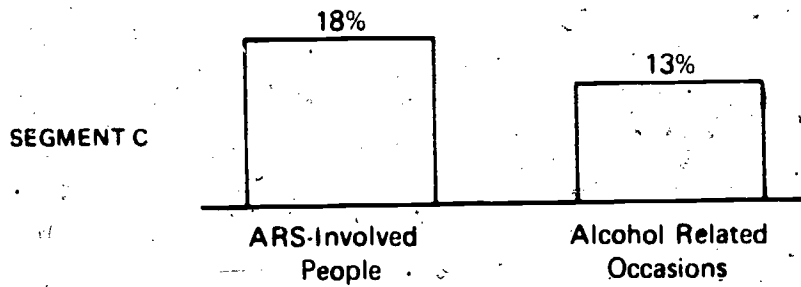
The segment's personality is quiet and nonassertive. They are much more cautious than other members of the ARS group which explains their greater tendency to want to plan ahead to avoid potentially harmful situations.

Because of the passive nature of their personality and their high willingness to perform pre-planning countermeasures, we call them the —

**CAUTIOUS PRE-PLANNERS**

**WHAT PROPORTION OF ARS-INVOLVED PEOPLE AND OCCASIONS IS ACCOUNTED FOR BY SEGMENT C?**

(Base: ARS-Involved Sample)



WHICH COUNTERMEASURES OFFER POTENTIAL AMONG SEGMENT C?

- % RATING "EXTREMELY" LIKELY TO DO -

50%+ = High Potential  
 25-49% = Some Potential  
 Under 25% = Low Potential

IMMEDIATE ACTION COUNTERMEASURES

- OFFER TO DRIVE HOME CLOSE FRIEND OR RELATIVE ANY LOCATION 66%
- INVITE TO STAY OVER CLOSE FRIEND OR RELATIVE ANY LOCATION 55
- CALL A TAXI FOR A PERSON WHO DRANK TOO MUCH 49
- TAKE KEYS AWAY OR RESTRAIN/CLOSE FRIEND OR RELATIVE ANY LOCATION 25
- OFFER TO DRIVE HOME/CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET OWN OR FRIEND'S HOME 9
- CALL THE POLICE/ANY PERSON/ANY LOCATION 6
- INVITE TO STAY OVER/CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET OWN OR FRIEND'S HOME 3
- OFFER TO DRIVE HOME/CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET/ANY LOCATION 3
- TAKE THE KEYS AWAY OR RESTRAIN/CASUAL ACQUAINTANCE/ANY LOCATION 2
- INVITE TO STAY OVER/CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET/ANY LOCATION 1
- PHYSICALLY RESTRAIN/SOMEONE YOU JUST MET/ANY LOCATION 1
- TAKE THE KEYS AWAY/SOMEONE YOU JUST MET/ANY LOCATION 1

PRE-PLAN/GENERAL COUNTERMEASURES

- PLAN TO SERVE FOOD AT A PARTY THE EFFECTS OF ALCOHOL 58%
- TREAT SERIOUSLY ANY CONVERSATION ON DRINKING AND DRINKING PARTICULARLY WHEN PEOPLE ARE TREATING IT LIGHTLY 48
- ATTEND OR HOST A PARTY WHERE NO ALCOHOLIC BEVERAGES ARE SERVED 44
- EXCLUDE FROM PARTIES A HEAVY DRINKER, OR REFUSE TO SERVE MORE DRINKS TO A GUEST WHO IS BECOMING INTOXICATED 44
- PLAN A PARTY WHERE DRINKING IS CUT OFF AT A CERTAIN HOUR AND REPLACED WITH NON-ALCOHOLIC BEVERAGES AND FOOD 35
- REPORT TO AUTHORITIES STORES OR BARS THAT SELL ALCOHOLIC BEVERAGES TO MINORS 32
- AS A HOST/HOUSTESS, PLAN FOR SOBER TRANSPORTATION OR A PLACE TO STAY FOR PARTY GUESTS 25
- WORK IN THE COMMUNITY TO SET UP A "PARTY BUS" SYSTEM OR TO MODERATE THE EXPOSURE OF ALCOHOL USE ON TELEVISION 19
- IN THE PARTY SITUATION, MAKE USE OF FAVORS THAT URGE RESPONSIBLE DRINKING OR A TEST DEVICE THAT WOULD INDICATE IT WAS DANGEROUS TO DRIVE 15

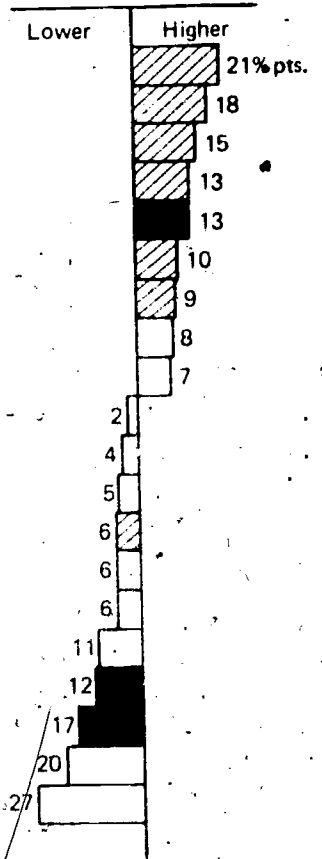
### WHAT COUNTERMEASURE ACTIONS DIFFERENTIATE SEGMENT C?

(Base: ARS-Involved Sample)

- % Rating "Extremely" Likely To Do -

COMPARED TO BALANCE OF INVOLVED RESPONDENTS  
SEGMENT C IS:

- ATTEND/HOST NON-ALCOHOLIC PARTY
- PLAN TO CUT-OFF/REPLACE
- TREAT PROBLEM SERIOUSLY
- REFUSE TO SERVE OR EXCLUDE FROM PARTIES SOMEONE WHO DRINKS TOO MUCH
- CALL TAXI
- REPORT SALES TO MINORS
- PROVIDE OVERNIGHT LODGING/TRANSPORTATION FOR GUESTS
- GENERAL SOCIAL ACTIONS
- SERVE FOOD WITH DRINKS
- PHYSICALLY RESTRAIN/SOMEONE YOU JUST MET/ANY LOCATION
- USE OF POLICE/ANY PERSON/ANY LOCATION
- INVITE TO STAY OVER/CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET/BAR
- RESTRAIN OR TAKE KEYS AWAY/CLOSE FRIEND OR RELATIVE/ANY LOCATION
- RESTRAIN OR TAKE KEYS AWAY/CASUAL ACQUAINTANCE/ANY LOCATION
- TAKE KEYS AWAY/SOMEONE YOU JUST MET/ANY LOCATION
- INVITE TO STAY OVER/CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET/OWN OR FRIEND'S HOME
- INVITE TO STAY OVER/CLOSE FRIEND OR RELATIVE/ANY LOCATION
- OFFER TO DRIVE HOME/CLOSE FRIEND OR RELATIVE/ANY LOCATION
- OFFER TO DRIVE HOME/CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET/BAR
- OFFER TO DRIVE HOME/CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET/OWN OR FRIEND'S HOME



High Potential for Segment  
 Some Potential for Segment  
 Low Potential for Segment



WHAT ARE THE DEMOGRAPHIC CHARACTERISTICS OF SEGMENT C?

(Base: ARS-Involved Sample)

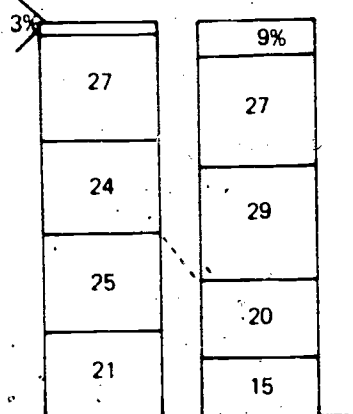
AGE OF RESPONDENT  
UNDER 20

20-24

25-34

35-44

45 AND OVER

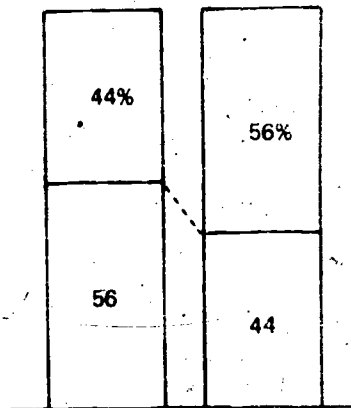


Segment C Balance Of Involved

SEX OF RESPONDENT

MALE

FEMALE



Segment C Balance Of Involved

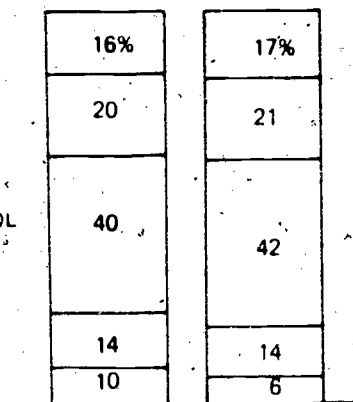
EDUCATION OF RESPONDENT\*

COMPLETED COLLEGE

SOME COLLEGE

COMPLETED HIGH SCHOOL

SOME HIGH SCHOOL  
GRAMMAR SCHOOL



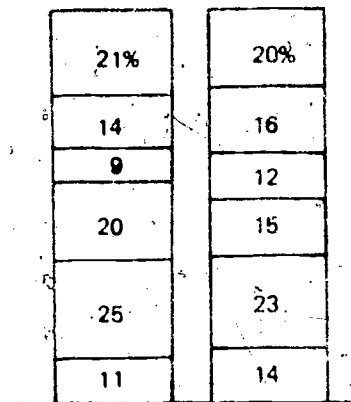
Segment C Balance Of Involved

OCCUPATION OF RESPONDENT\*

PROFESSIONAL/  
MANAGERIAL  
WHITE COLLAR  
CLERICAL/SALES  
SKILLED  
BLUE COLLAR  
UNSKILLED

HOMEMAKER

OTHER



Segment C Balance Of Involved

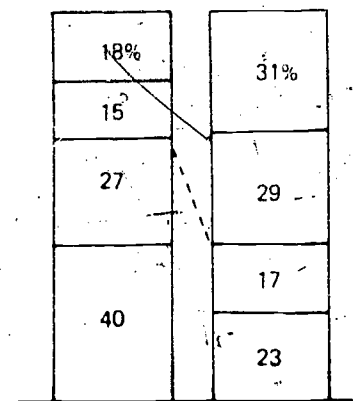
INCOME OF HOUSEHOLD

\$20,000 AND OVER

\$15,000-\$19,999

\$10,000-\$14,999

UNDER \$10,000



Segment C Balance Of Involved

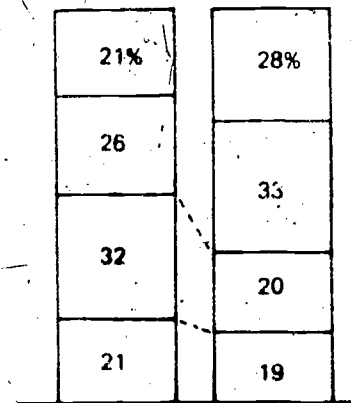
REGION

NORTH EAST

NORTH CENTRAL

SOUTH

WEST



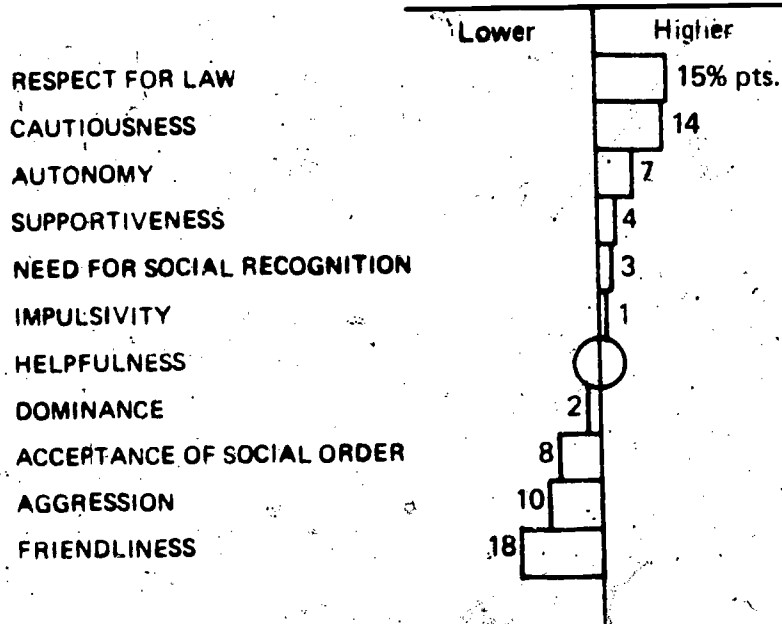
Segment C Balance Of Involved

\*Does not include those currently in college.

### WHAT IS THE PERSONALITY/LIFESTYLE PROFILE OF SEGMENT C?

(Base: ARS-Involved Sample)

COMPARED TO BALANCE  
OF ARS-INVOLVED  
SEGMENT C IS.



### WHAT IS THE PERSONALITY PROFILE OF SEGMENT C?

The members of this segment tend to be quiet, non-self-assertive individuals who are, to some extent, "loners". They are likely to be less than completely satisfied with contemporary American society and are likely to be critical of many elements in it.

Their unwillingness to assert themselves would tend to make them fairly law-abiding individuals, partly because they do not want to attract attention to themselves, and partly because they prefer to avoid situations which involve any kind of risk or danger.

They would be unlikely to seek any active form of restraint in handling other people's problems, but they do feel some sense of responsibility and, therefore, might be expected to act in a more passive manner to avoid the problem.

# WHAT ARE THE ALCOHOL ATTITUDES OF SEGMENT C?

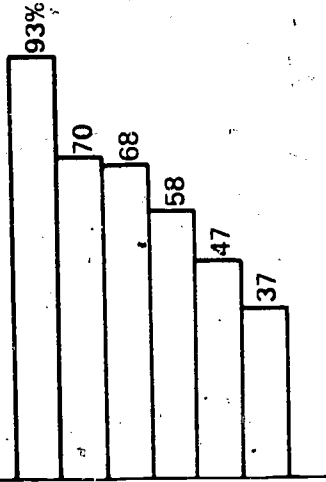
(Base: ARS—Involved Sample)

—% Rating "Strongly" or "Somewhat" Agree—

## ALCOHOL AND TEENAGER ATTITUDES

- IT IS THE PARENTS' RESPONSIBILITY TO EXPLAIN THE USE OF ALCOHOLIC BEVERAGES
- PARENTS SHOULD DISCOURAGE THEIR TEENS FROM DRINKING
- PARENTS SHOULD NOT BE TOLERANT IF THEIR TEENS DRINK TOO MUCH
- TV ADS OF BEER AND WINE MAKE DRINKING ATTRACTIVE TO TEENAGERS
- TEENAGERS SHOULD NOT BE ALLOWED TO DRINK IN THEIR HOMES
- PARENTS SHOULD BE MORE CONCERNED ABOUT ALCOHOL THAN MARIJUANA

### SEGMENT C



DIFFERENCE FROM BALANCE

+ 6% pts.  
+18  
- 1  
+ 2  
+10  
- 1

## ALCOHOL AND THE PERSON ATTITUDES

- THERE IS NO WAY TO STOP PEOPLE WHO WANT TO DRINK
- MOST PEOPLE WHO DRINK DO SO TO SOCIALIZE BETTER
- MOST PEOPLE WHO DRINK DO SO TO GET HIGH
- MOST PEOPLE CAN CONTROL THEIR DRINKING
- ALCOHOLIC BEVERAGES ARE A STIMULANT
- PEOPLE WHO DRINK ARE MORALLY WEAK
- MOST PEOPLE WHO DRINK DO SO ONLY TO FEEL RELAXED

- 1  
- 3  
+11  
- 6  
- 2  
± 0  
- 3

## ALCOHOL AND THE SOCIAL SCENE ATTITUDES

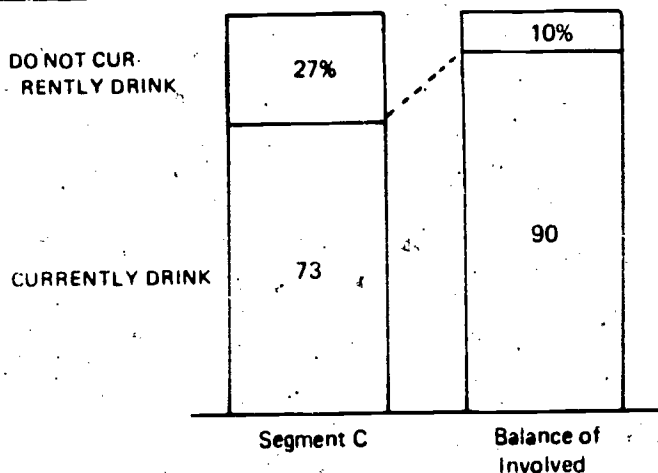
- TV OVER EMPHASIZES THE SOCIAL USES OF ALCOHOLIC BEVERAGES
- A GOOD HOST/HOSTESS DOES NOT NECESSARILY PROVIDE ALCOHOL
- ALCOHOLIC BEVERAGES ARE A VERY IMPORTANT PART OF MOST PARTIES

+14  
+ 6  
- 2

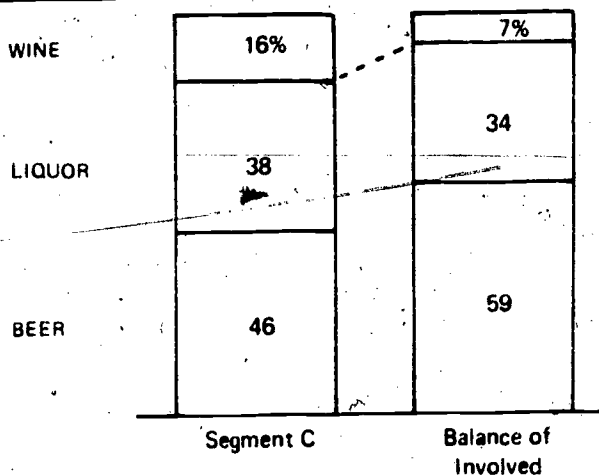
WHAT IS THE DRINKING BEHAVIOR OF SEGMENT C?

(Base: ARS-Involved Sample)

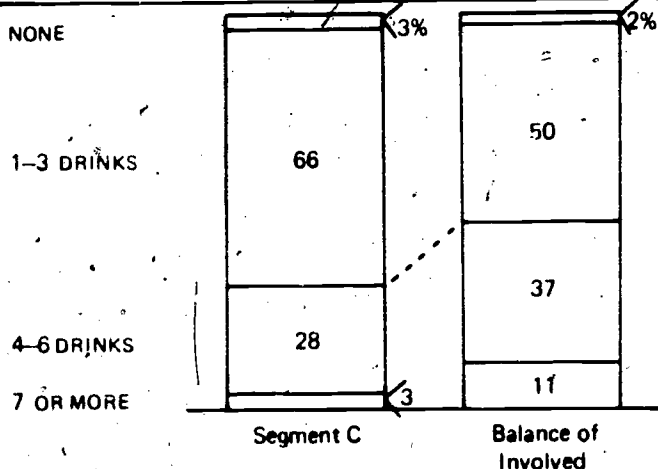
ALCOHOLIC BEVERAGE CONSUMPTION (MOST FREQUENTLY)



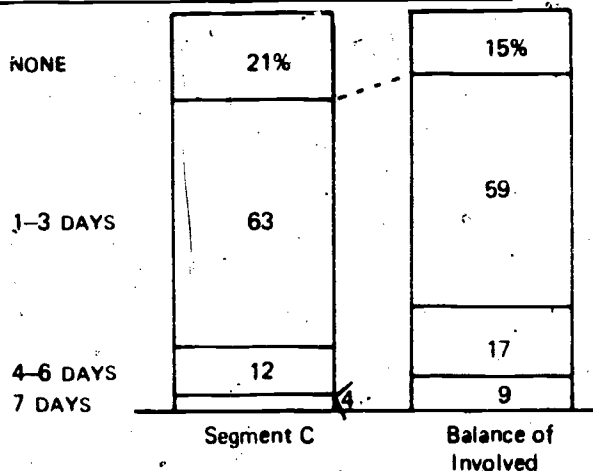
TYPE OF ALCOHOLIC BEVERAGE CONSUMED (MOST FREQUENTLY)



NUMBER OF DRINKS AT AVERAGE SOCIAL GATHERING (MOST FREQUENTLY)



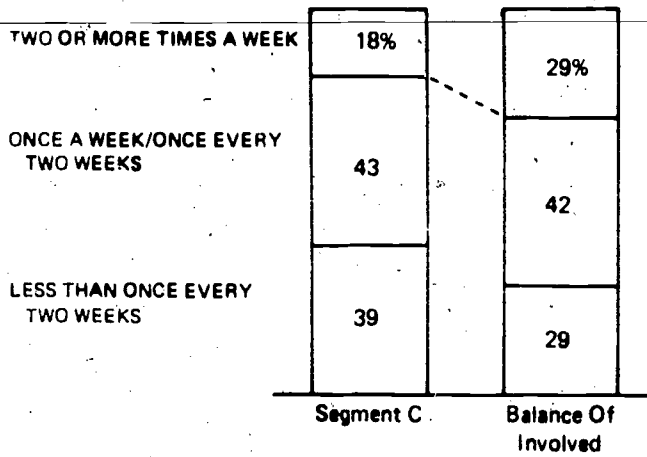
NUMBER OF DAYS DRANK IN PAST WEEK (MOST FREQUENTLY)



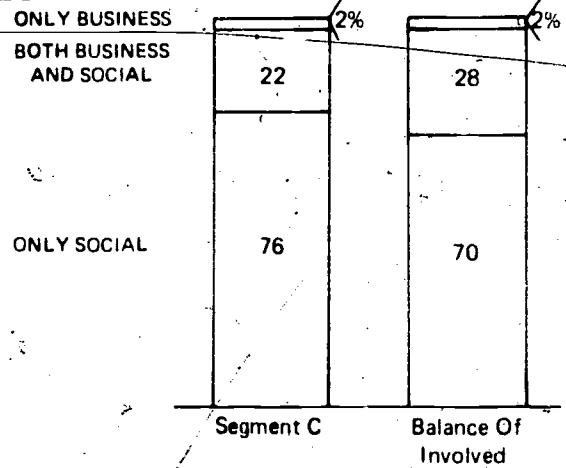
**WHAT IS THE NATURE OF SEGMENT C'S CONTACT WITH THE ALCOHOL RELATED SITUATION?**

(Base: ARS-Involved Sample)

FREQUENCY OF CONTACT

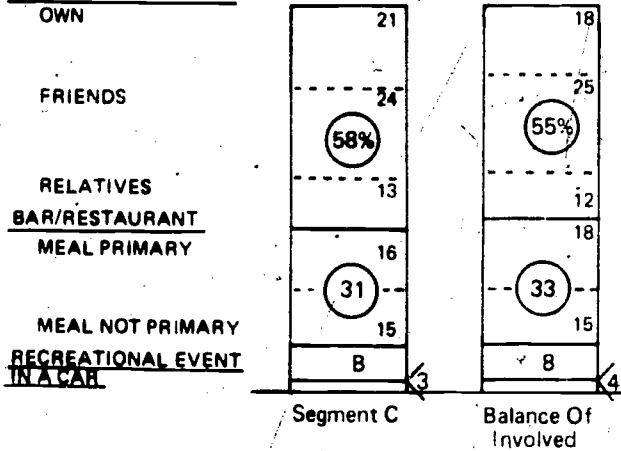


TYPE OF CONTACT



LOCATION OF CONTACT

ANY HOME LOCATION

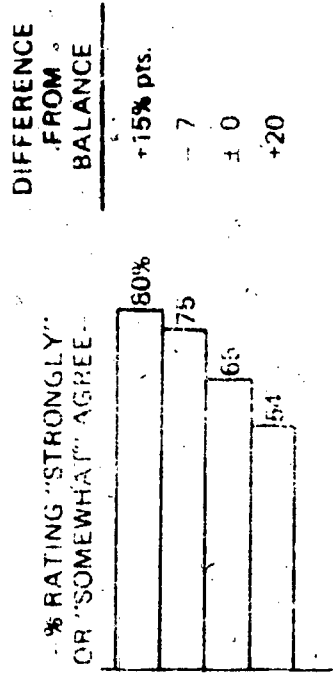


WHAT ARE THE ALCOHOL ATTITUDES AND KNOWLEDGE OF SEGMENT C THAT RELATE TO HIGHWAY SAFETY?

(Base: ARS—Involved Sample)

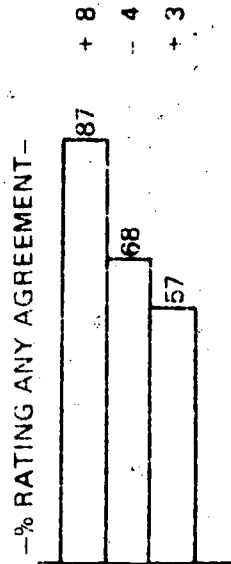
HIGHWAY SAFETY ATTITUDES

PERSON WHO IS DRUNK CANNOT COMPENSATE FOR IT WHEN HE DRIVES  
 A FATAL DRUNK DRIVING ACCIDENT THE DRUNK IS USUALLY NOT THE ONE KILLED  
 PEOPLE SHOULD SUPPORT STRICT LAWS AGAINST DRUNK DRIVING EVEN IF IT MEANS HIGHER TAXES  
 IS DANGEROUS TO DRIVE A CAR AFTER ONLY ONE OR TWO DRINKS



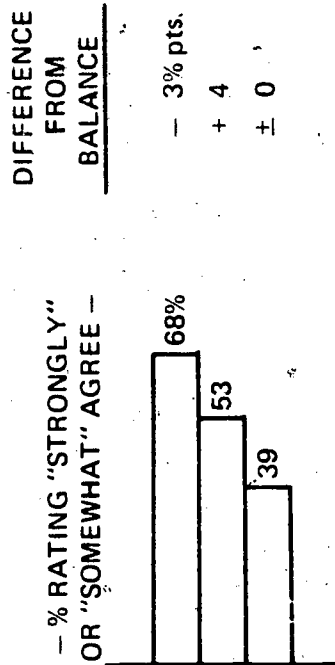
HIGHWAY SAFETY KNOWLEDGE

OF EVERY TEN TRAFFIC DEATHS, FIVE ARE CAUSED BY DRINKING DRIVERS  
 ONLY WAY TO TELL IF A PERSON IS LEGALLY DRUNK IS BY THE % OF ALCOHOL IN THE BLOOD  
 BLEM DRINKERS CAUSE MORE FATAL ACCIDENTS THAN SOCIAL DRINKERS



WHAT ARE THE ALCOHOL ATTITUDES AND FACTS THAT RELATE TO THE ACTUAL EXPERIENCES OF SEGMENT C?

(Base: ARS—Involved Sample)

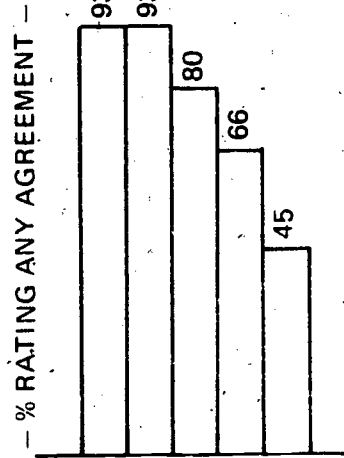


IDENTIFICATION OF IMPAIRMENT

- A PERSON CAN BE DRUNK AND NOT STAGGER OR SLUR HIS SPEECH
- IT IS EASY TO TELL WHEN SOMEONE HAS HAD TOO MUCH TO DRINK
- IT IS EASY TO TELL IF A PERSON IS DRUNK EVEN IF YOU DON'T KNOW HIM WELL

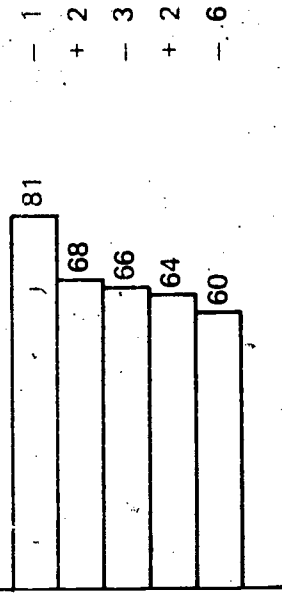
PERCEIVED CAUSES OF IMPAIRMENT

- ALCOHOL WILL AFFECT A PERSON FASTER IF HE'S UNDER MEDICATION
- A PERSON DRINKING ON AN EMPTY STOMACH WILL GET DRUNK FASTER
- A PERSON'S MOOD HELPS TO DETERMINE HOW HE IS AFFECTED BY ALCOHOL
- A PERSON WHO IS USED TO DRINKING CAN DRINK MORE
- A SMALL PERSON WILL GET DRUNK FASTER THAN A LARGE PERSON



MISPERCEPTIONS ON CAUSES/SOLUTIONS OF IMPAIRMENT

- MIXING DIFFERENT KINDS OF DRINKS CAN INCREASE THE EFFECT OF ALCOHOL
- A COLD SHOWER CAN HELP SOBER UP A PERSON
- A CAN OF BEER IS LESS INTOXICATING THAN AN AVERAGE DRINK OF LIQUOR
- DRINKING BLACK COFFEE CAN HELP SOBER UP A PERSON
- A DRINK OF WINE IS LESS INTOXICATING THAN AN AVERAGE DRINK OF LIQUOR

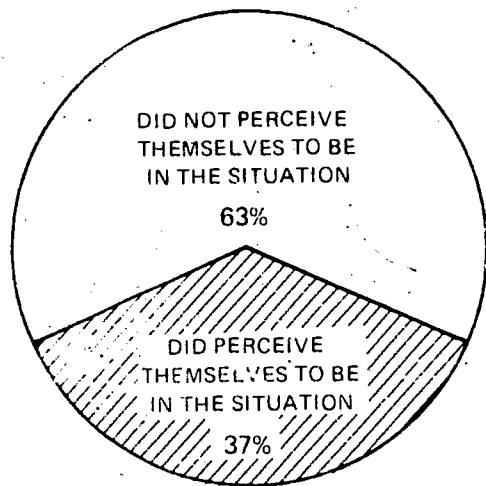




### WHAT IS SEGMENT C'S EXPERIENCE WITH THE ACTUAL NEED TO TAKE IMMEDIATE ACTION COUNTERMEASURES?

(Base: ARS-Involved Sample)

PAST YEAR IN A POTENTIAL DWI SITUATION



WHEN PERCEIVED, TOOK SOME ACTION

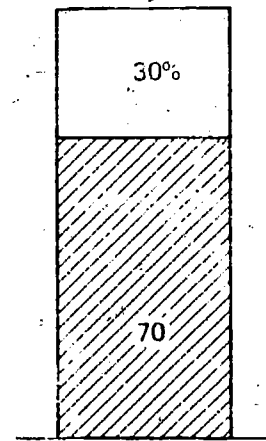
TOOK NO ACTION

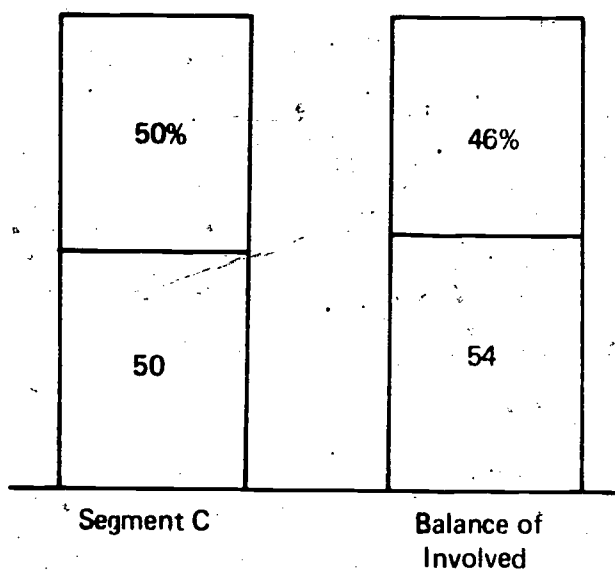
30%

TOOK SOME ACTION

70

Segment C



**WHAT PROPORTION OF SEGMENT C KNOW A PROBLEM DRINKER?****(Base: Involved Respondents)****KNOW A PROBLEM DRINKER****KNOW A PROBLEM DRINKER****DO NOT KNOW A PROBLEM DRINKER**

**WILL SEGMENT C TAKE MORE ACTION WHEN THE POTENTIAL DRUNK DRIVER IS CHARACTERIZED AS A PROBLEM DRINKER?**

(Base: ARS—Involved Sample)

COUNTERMEASURES

**WHEN POTENTIAL DRUNK DRIVER IS A PROBLEM DRINKER**

MAKE THE SUGGESTION TO THE PERSON THAT YOU DRIVE HIM HOME



+ 4% pts.

SUGGEST TO THE PERSON THAT HE STAY OVERNIGHT AT YOUR HOME



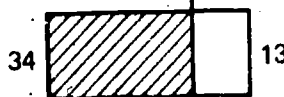
- 11

TRY TO TAKE THEIR CAR KEYS AWAY IF THEY INSIST ON DRIVING



- 13

PHYSICALLY RESTRAIN THEM IF THEY INSIST ON DRIVING



- 21

WHEN OTHER MEASURES FAIL, CALL POLICE TO PREVENT THEIR DRIVING



+ 1

AVERAGE



- 8

**WHAT IS SEGMENT D LIKE?**

- **Size**
- **Countermeasure potential**
- **Demography**
- **Psychology**
- **Alcohol attitudes**
- **Drinking behavior**
- **Alcohol knowledge**
- **Actual experience with potential DWI's**
- **Problem drinker countermeasures**

### WHAT ARE THE PEOPLE IN SEGMENT D LIKE?

This is the smallest segment of the ARS—Involved group accounting for 12% of the people and only 9% of the occasions.

Though they are highly likely to use all kinds of countermeasures, the set of actions which distinguishes this group involves their willingness to resort to legal measures, such as, calling the police to prevent DWI and reporting sales of alcoholic beverages to minors. They also have above average tendencies to perform most other pre-planning and immediate action countermeasures including physical restraint of close friends or relatives.

This group has a higher representation of females (56%), and is slightly older with 40% of its members over 35. In terms of socio-economic status, three-quarters of them are in households with incomes over \$10,000, though the majority have less than a college education (67%).

They are somewhat more negative toward alcohol, especially as it involves teen drinking, and tend more to believe that people who drink are morally weak. This segment, more than any other, understands the role of the problem drinker in traffic fatalities.

Segment D individuals have the lowest incidence of perceived potential DWI occasions among the ARS—adults, but when they did find themselves in the situation, almost 9 out of 10 took action. Although their personal knowledge of problem drinkers is average for ARS—Involved adults, the likelihood of calling the police (already high) is greatly increased when the subject is characterized as a problem drinker.

As might be expected, they are less frequently involved in the ARS situation and are lighter drinkers than others in the ARS group. This is the only segment where liquor rather than beer is the most popular alcoholic beverage.

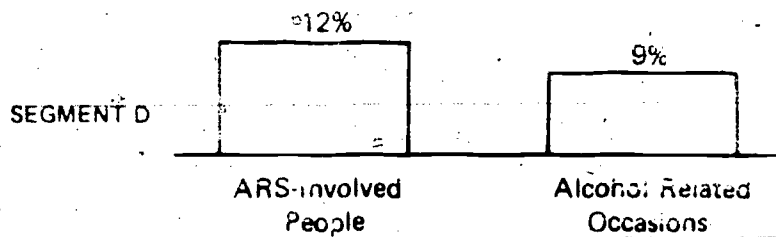
Their willingness to act results from a personality that is extremely cautious. They have a very high respect for the law and wish to gain social approval, presumably through resorting to legal measures.

Because of their willingness to take legal countermeasures of all kinds and especially to resort to legal measures, we call them the —

**LEGAL ENFORCERS**

**WHAT PROPORTION OF ARS-INVOLVED PEOPLE AND OCCASIONS IS ACCOUNTED FOR BY SEGMENT D?**

(Base: ARS-Involved Sample)



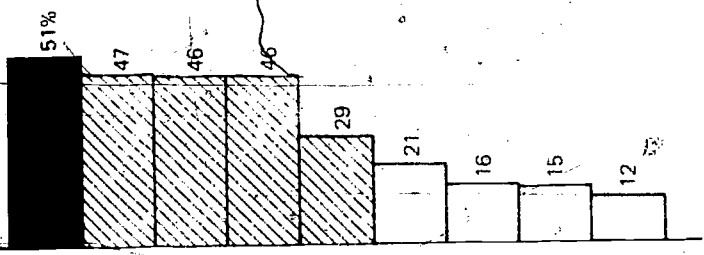
WHICH COUNTERMEASURES OFFER POTENTIAL AMONG SEGMENT D?

— % RATING "EXTREMELY" LIKELY TO DO

50%+ = High Potential  
 25-49% = Some Potential  
 Under 25% = Low Potential

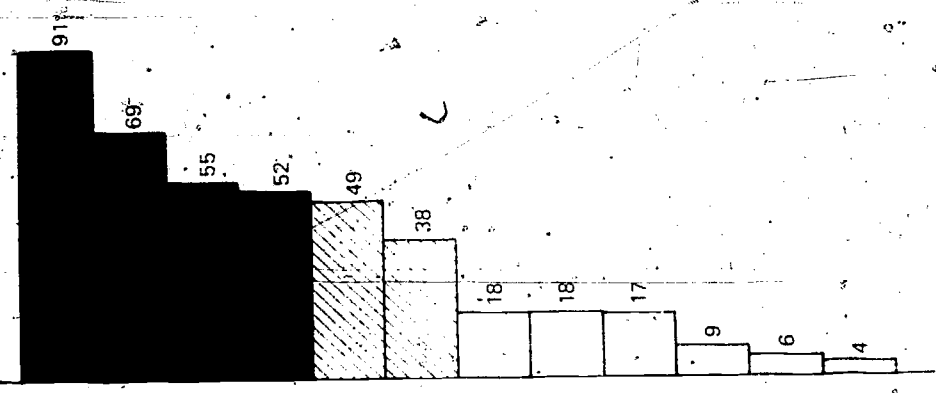
PRE-PLAN GENERAL COUNTERMEASURES

- REPORT TO AUTHORITIES STORES OR BARS THAT SELL ALCOHOLIC BEVERAGES TO MINORS
- TREAT SERIOUSLY ANY CONVERSATION ON DRINKING AND DRIVING, PARTICULARLY WHEN PEOPLE ARE TREATING IT LIGHTLY
- PLAN TO SERVE FOOD AT A PARTY WITH THE DRINKS TO REDUCE THE EFFECTS OF ALCOHOL
- EXCLUDE FROM PARTIES A HEAVY DRINKER, OR REFUSE TO SERVE MORE DRINKS TO A GUEST WHO IS BECOMING INTOXICATED
- ATTEND OR HOST A PARTY WHERE NO ALCOHOLIC BEVERAGES ARE SERVED
- PLAN A PARTY WHERE DRINKING IS CUT OFF AT A CERTAIN HOUR AND REPLACED WITH NON-ALCOHOLIC BEVERAGES AND FOOD
- AS A HOST, HOSTESS, PLAN FOR SOBER TRANSPORTATION OR A PLACE TO STAY FOR PARTY GUESTS
- WORK IN THE COMMUNITY TO SET UP A "PARTY BUS" SYSTEM OR TO MODERATE THE EXPOSURE OF ALCOHOL USE ON TELEVISION
- IN THE PARTY SITUATION, MAKE USE OF FAVORS THAT URGE RESPONSIBLE DRINKING OR A TEST DEVICE THAT WOULD INDICATE IT WAS DANGEROUS TO DRIVE



IMMEDIATE ACTION COUNTERMEASURES

- OFFER TO DRIVE HOME CLOSE FRIEND OR RELATIVE ANY LOCATION
- INVITE TO STAY OVER CLOSE FRIEND OR RELATIVE ANY LOCATION
- TAKE KEYS AWAY OR RESTRAIN CLOSE FRIEND OR RELATIVE ANY LOCATION
- CALL THE POLICE ANY PERSON ANY LOCATION
- CALL A TAXI FOR A PERSON WHO DRANK TOO MUCH
- OFFER TO DRIVE HOME CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET OWN OR FRIEND'S HOME
- TAKE THE KEYS AWAY OR RESTRAIN CASUAL ACQUAINTANCE ANY LOCATION
- TAKE THE KEYS AWAY SOMEONE YOU JUST MET ANY LOCATION
- OFFER TO DRIVE HOME CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET BAR
- INVITE TO STAY OVER CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET OWN OR FRIEND'S HOME
- PHYSICALLY RESTRAIN SOMEONE YOU JUST MET ANY LOCATION
- INVITE TO STAY OVER CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET BAR





### WHAT COUNTERMEASURE ACTIONS DIFFERENTIATE SEGMENT D?

(Base: ARS Involved Sample)

- % Rating "Extremely" Likely To Do -

COMPARED TO BALANCE OF INVOLVED RESPONDENTS  
SEGMENT D IS

USE OF POLICE BY PERSON ANY LOCATION

REPORT SALES TO MINORS

RESTRAIN OR TAKE KEYS AWAY CLOSE FRIEND OR RELATIVE ANY LOCATION

REFUSE TO SERVE OR EXCLUDE FROM PARTIES SOMEONE WHO DRINKS TOO MUCH

TAKE KEYS AWAY SOMEONE YOU JUST MET ANY LOCATION

TREAT PROBLEM SERIOUSLY

RESTRAIN OR TAKE KEYS AWAY A CASUAL ACQUAINTANCE ANY LOCATION

OFFER TO DRIVE HOME A CLOSE FRIEND OR RELATIVE ANY LOCATION

CALL TAXI

OFFER TO DRIVE HOME CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET OWN OR FRIEND'S HOME

INVITE TO STAY OVER A CLOSE FRIEND OR RELATIVE ANY LOCATION

GENERAL SOCIAL ACTIONS

PHYSICALLY RESTRAIN SOMEONE YOU JUST MET ANY LOCATION

ATTEND/HOST NON-ALCOHOLIC PARTY

PLAN TO CUT-OFF/REPLACE

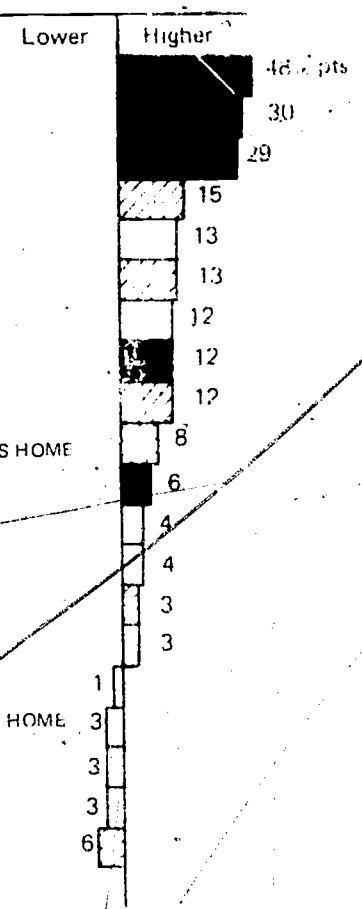
INVITE TO STAY OVER CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET/BAR

INVITE TO STAY OVER CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET/OWN OR FRIEND'S HOME

OFFER TO DRIVE HOME CASUAL ACQUAINTANCE OR SOMEONE YOU JUST MET/BAR

PROVIDE OVERNIGHT LODGING/TRANSPORTATION FOR GUESTS

SERVE FOOD WITH DRINKS



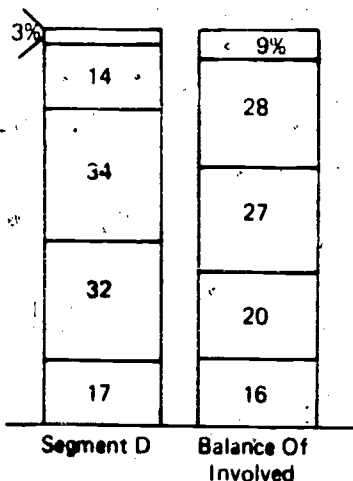
High Potential for Segment  
 Some Potential for Segment  
 Low Potential for Segment

WHAT ARE THE DEMOGRAPHIC CHARACTERISTICS OF SEGMENT D?

(Base: ARS-Involved Sample)

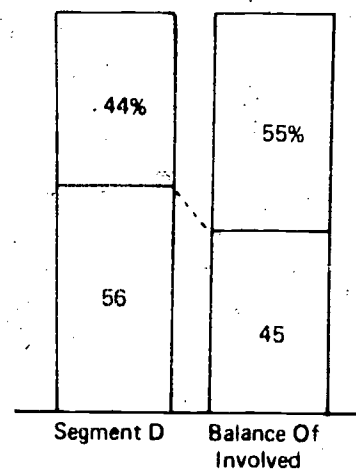
AGE OF RESPONDENT

UNDER 20  
20-24  
25-34  
35-44  
45 AND OVER



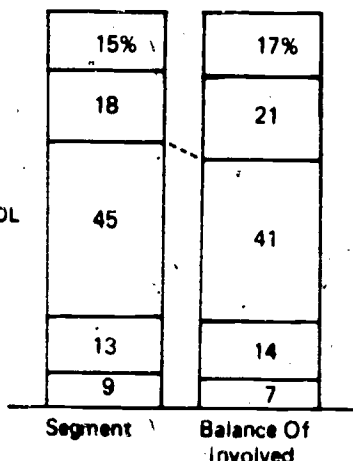
SEX OF RESPONDENT

MALE  
FEMALE



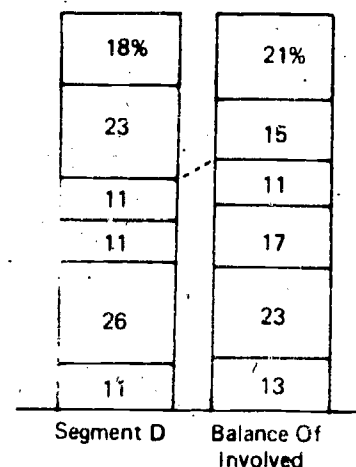
EDUCATION OF RESPONDENT\*

COMPLETED COLLEGE  
SOME COLLEGE  
COMPLETED HIGH SCHOOL  
SOME HIGH SCHOOL  
GRAMMAR SCHOOL



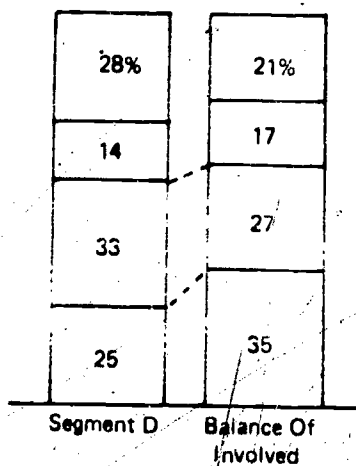
OCCUPATION OF RESPONDENT\*

PROFESSIONAL/MANAGERIAL  
WHITE COLLAR  
CLERICAL/SALES  
SKILLED BLUE COLLAR  
UNSKILLED  
HOMEMAKER  
OTHER



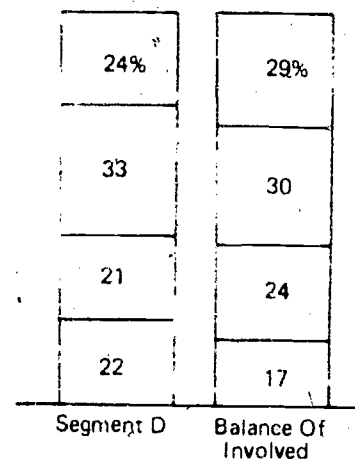
INCOME OF HOUSEHOLD

\$20,000 AND OVER  
\$15,000-\$19,999  
\$10,000-\$14,999  
UNDER \$10,000



REGION

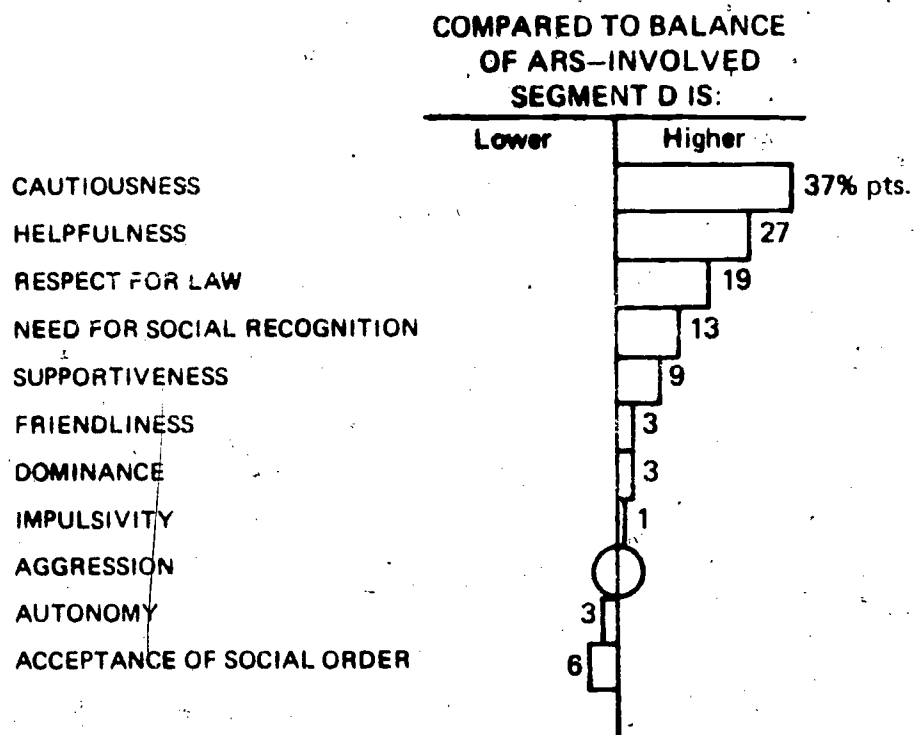
NORTH EAST  
NORTH CENTRAL  
SOUTH  
WEST



\* Does not include those currently in college.

## WHAT IS THE PERSONALITY/LIFESTYLE PROFILE OF SEGMENT D?

(Base: ARS—Involved Sample)



### **WHAT IS THE PERSONALITY PROFILE OF SEGMENT D?**

This group of people consists of relatively cautious individuals who exhibit a very high degree of concern with their own and other people's physical safety. At the same time they display a highly developed social conscience and feel a moral imperative to assist others who are in difficulty. They also want to ensure that their own behavior, as well as that of others, is kept within the bounds of the law.

However, it should be noted that their motivation is not entirely altruistic in that they have a well-developed concern about what others think of them. Thus, to some extent, their desire to help others is perceived as a method of gaining social approval.

# WHAT ARE THE ALCOHOL ATTITUDES OF SEGMENT D?

(Base: ARS—Involved Sample)

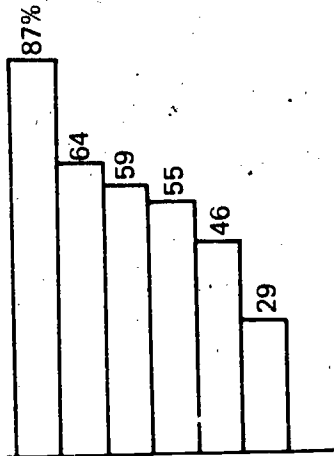
—% Rating "Strongly" or "Somewhat" Agree—

DIFFERENCE FROM BALANCE

## ALCOHOL AND TEENAGER ATTITUDES

- IT IS THE PARENTS' RESPONSIBILITY TO EXPLAIN THE USE OF ALCOHOLIC BEVERAGES
- TV ADS OF BEER AND WINE MAKE DRINKING ATTRACTIVE TO TEENAGERS
- PARENTS SHOULD DISCOURAGE THEIR TEENS FROM DRINKING
- PARENTS SHOULD NOT BE TOLERANT IF THEIR TEENS DRINK TOO MUCH
- PARENTS SHOULD BE MORE CONCERNED ABOUT ALCOHOL THAN MARIJUANA
- TEENAGERS SHOULD NOT BE ALLOWED TO DRINK IN THEIR HOMES

## SEGMENT D



— 2% pts.

+10  
+ 4  
- 8  
+ 9  
- 3

## ALCOHOL AND THE PERSON ATTITUDES

- THERE IS NO WAY TO STOP PEOPLE WHO WANT TO DRINK
- MOST PEOPLE CAN CONTROL THEIR DRINKING
- PEOPLE WHO DRINK ARE MORALLY WEAK
- MOST PEOPLE WHO DRINK DO SO TO SOCIALIZE BETTER
- ALCOHOLIC BEVERAGES ARE A STIMULANT
- MOST PEOPLE WHO DRINK DO SO ONLY TO FEEL RELAXED
- MOST PEOPLE WHO DRINK DO SO TO GET HIGH

± 0  
+ 9  
+17  
- 7  
± 0  
+ 2  
- 7

## ALCOHOL AND THE SOCIAL SCENE ATTITUDES

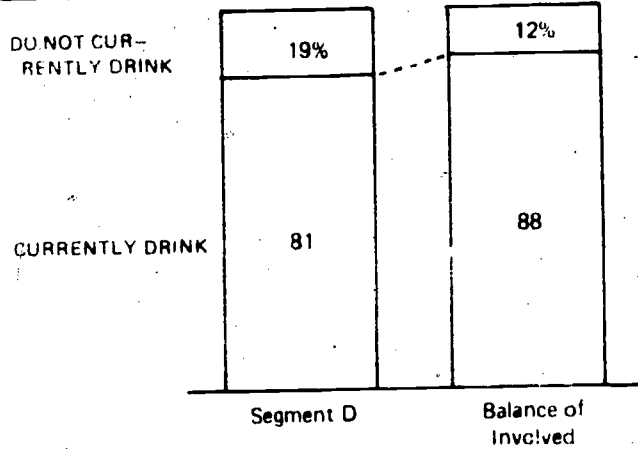
- TV OVER—EMPHASIZES THE SOCIAL USES OF ALCOHOLIC BEVERAGES.
- ALCOHOLIC BEVERAGES ARE A VERY IMPORTANT PART OF MOST PARTIES
- A GOOD HOST/HOUSTESS DOES NOT NECESSARILY PROVIDE ALCOHOL

+ 6  
- 4  
- 1

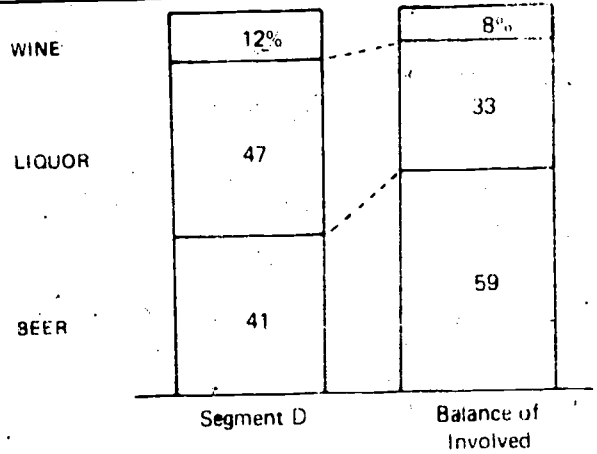
WHAT IS THE DRINKING BEHAVIOR OF SEGMENT D?

(Base: ARS--Involved Sample)

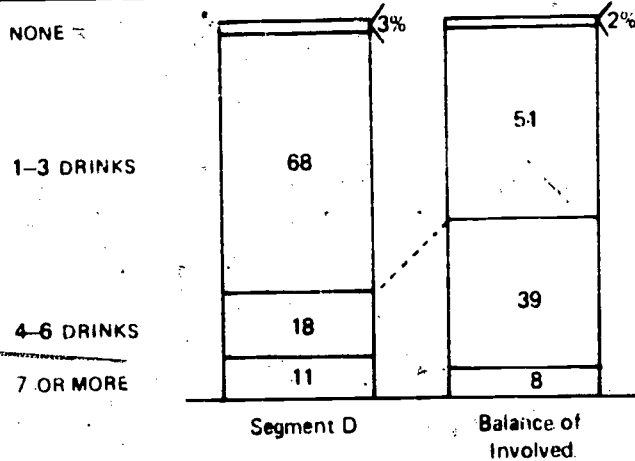
ALCOHOLIC BEVERAGE CONSUMPTION (MOST FREQUENTLY)



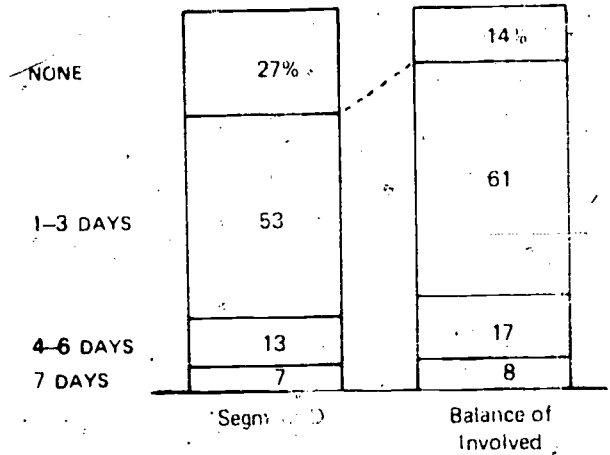
TYPE OF ALCOHOLIC BEVERAGE CONSUMED (MOST FREQUENTLY)



NUMBER OF DRINKS AT AVERAGE SOCIAL GATHERING (MOST FREQUENTLY)



NUMBER OF DAYS DRANK IN PAST WEEK (MOST FREQUENTLY)



**WHAT IS THE NATURE OF SEGMENT D'S CONTACT WITH THE ALCOHOL RELATED SITUATION?**

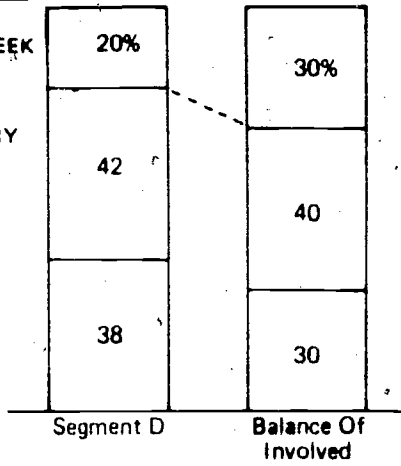
(Base: ARS-Involved Sample)

**FREQUENCY OF CONTACT**

TWO OR MORE TIMES A WEEK

ONCE A WEEK/ONCE EVERY TWO WEEKS

LESS THAN ONCE EVERY TWO WEEKS

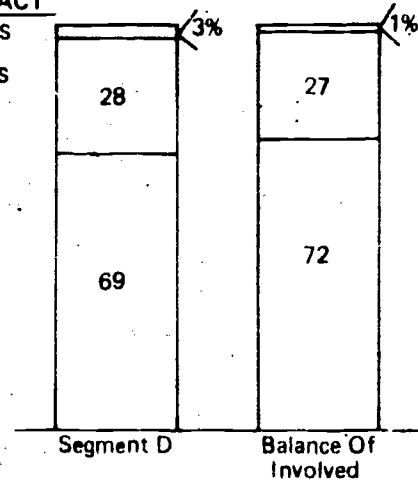


**TYPE OF CONTACT**

ONLY BUSINESS

BOTH BUSINESS AND SOCIAL

ONLY SOCIAL



**LOCATION OF CONTACT**

ANY HOME LOCATION

OWN

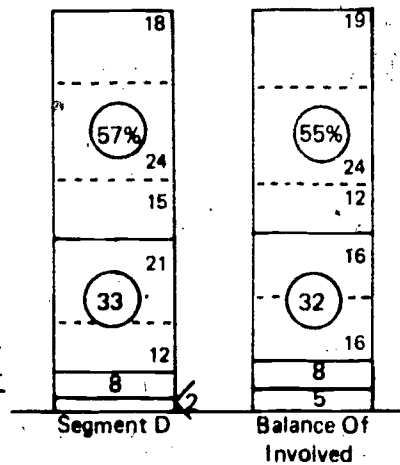
FRIENDS

RELATIVES

BAR/RESTAURANT

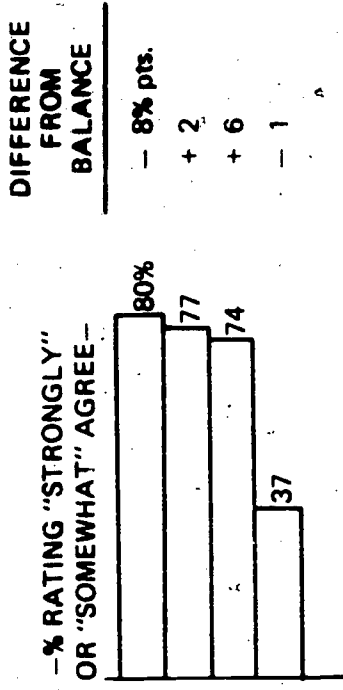
MEAL PRIMARY

MEAL NOT PRIMARY  
RECREATIONAL EVENT  
IN A CAR



WHAT ARE THE ALCOHOL ATTITUDES AND KNOWLEDGE OF SEGMENT D THAT RELATE TO HIGHWAY SAFETY?

(Base: ARS--Involved Sample)

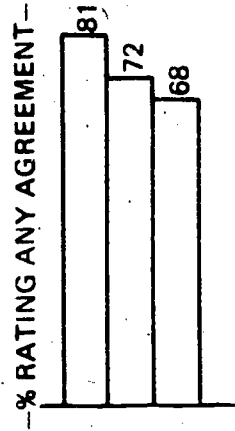


ALCOHOL/HIGHWAY SAFETY ATTITUDES

- A PERSON WHO IS DRUNK CANNOT COMPENSATE FOR IT WHEN HE DRIVES
- IN A FATAL DRUNK DRIVING ACCIDENT THE DRUNK IS USUALLY NOT THE ONE KILLED
- PEOPLE SHOULD SUPPORT STRICT LAWS AGAINST DRUNK DRIVING EVEN IF IT MEANS HIGHER TAXES
- IT IS DANGEROUS TO DRIVE A CAR AFTER ONLY ONE OR TWO DRINKS

ALCOHOL/HIGHWAY SAFETY KNOWLEDGE

- OUT OF EVERY TEN TRAFFIC DEATHS, FIVE ARE CAUSED BY DRINKING DRIVERS
- THE ONLY WAY TO TELL IF A PERSON IS LEGALLY DRUNK IS BY THE % OF ALCOHOL IN THE BLOOD
- PROBLEM DRINKERS CAUSE MORE FATAL ACCIDENTS THAN SOCIAL DRINKERS





**WHAT ARE THE ALCOHOL ATTITUDES AND FACTS THAT RELATE TO THE ACTUAL EXPERIENCES OF SEGMENT D?**

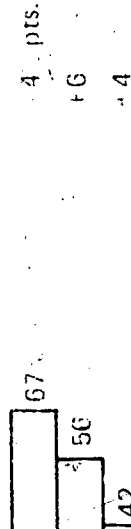
(Base: ARS—Involved Sample)

DIFFERENCE FROM BALANCE

...% RATING "STRONGLY" OR "SOMEWHAT" AGREE

IDENTIFICATION OF IMPAIRMENT

- A PERSON CAN BE DRUNK AND NOT STAGGER OR SLUR HIS SPEECH
- IT IS EASY TO TELL WHEN SOMEONE HAS HAD TOO MUCH TO DRINK
- IT IS EASY TO TELL IF A PERSON IS DRUNK EVEN IF YOU DON'T KNOW HIM WELL



4 pts.

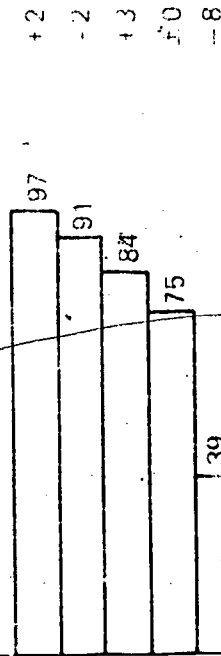
+6

+4

PERCEIVED CAUSES OF IMPAIRMENT

- ALCOHOL WILL AFFECT A PERSON FASTER IF HE'S UNDER MEDICATION
- A PERSON DRINKING ON AN EMPTY STOMACH WILL GET DRUNK FASTER
- A PERSON'S MOOD HELPS TO DETERMINE HOW HE IS AFFECTED BY ALCOHOL
- A PERSON WHO IS USED TO DRINKING CAN DRINK MORE
- A SMALL PERSON WILL GET DRUNK FASTER THAN A LARGE PERSON

...% RATING ANY AGREEMENT



+2

-2

+3

+0

-8

MISPERCEPTIONS ON CAUSES/SOLUTIONS OF IMPAIRMENT

- MIXING DIFFERENT KINDS OF DRINKS CAN INCREASE THE EFFECT OF ALCOHOL
- A COLD SHOWER CAN HELP SOBER UP A PERSON
- A CAN OF BEER IS LESS INTOXICATING THAN AN AVERAGE DRINK OF LIQUOR
- A DRINK OF WINE IS LESS INTOXICATING THAN AN AVERAGE DRINK OF LIQUOR
- DRINKING BLACK COFFEE CAN HELP SOBER UP A PERSON

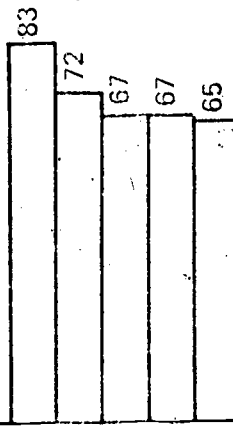
+3

+5

+4

+3

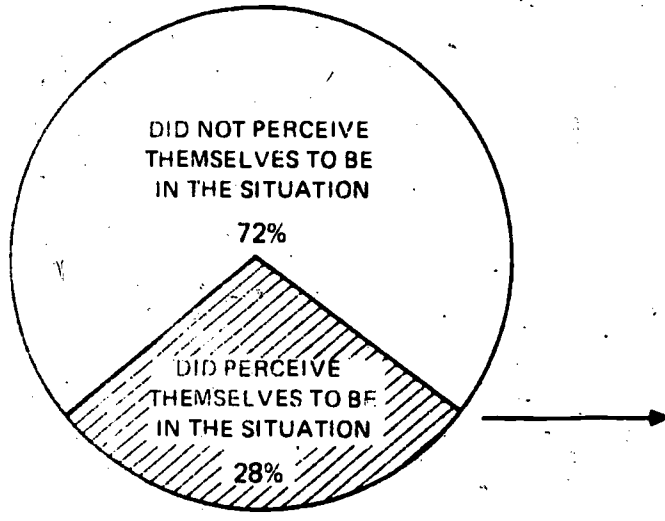
+2



### WHAT IS SEGMENT D'S EXPERIENCE WITH THE ACTUAL NEED TO TAKE IMMEDIATE ACTION COUNTERMEASURES?

(Base: ARS--Involved Sample)

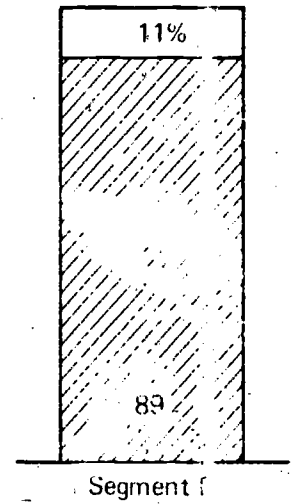
PAST YEAR IN A POTENTIAL DWI SITUATION

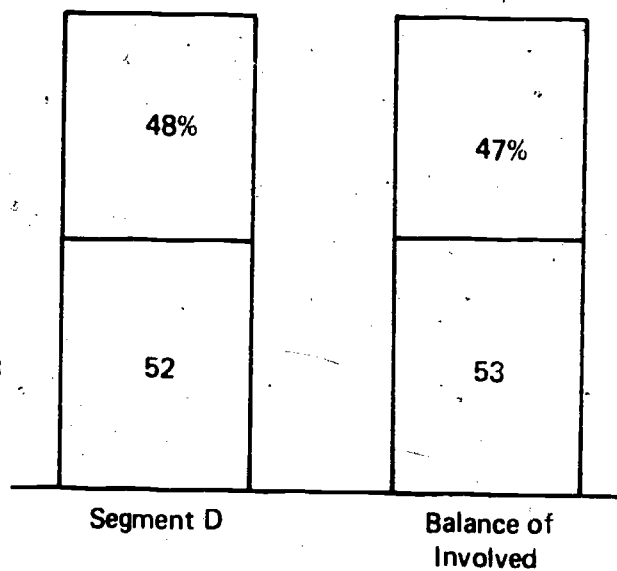


WHEN PERCEIVED, TOOK SOME ACTION

TOOK NO ACTION

TOOK SOME ACTION



**WHAT PROPORTION OF SEGMENT D KNOW A PROBLEM DRINKER?****(Base: Involved Respondents)****KNOW A PROBLEM DRINKER****KNOW A PROBLEM DRINKER****DO NOT KNOW A PROBLEM DRINKER**

**WILL SEGMENT D TAKE MORE ACTION WHEN THE POTENTIAL DRUNK DRIVER IS CHARACTERIZED AS A PROBLEM DRINKER?**

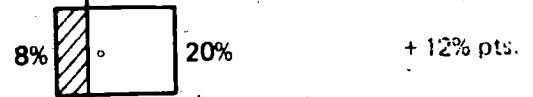
(Base: ARS—Involved Sample)

COUNTERMEASURES

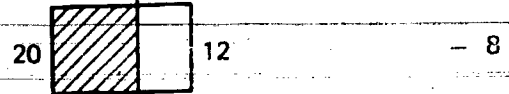
**WHEN POTENTIAL DRUNK DRIVER IS PROBLEM DRINKER**

MAKE THE SUGGESTION TO THE PERSON THAT YOU DRIVE HIM HOME

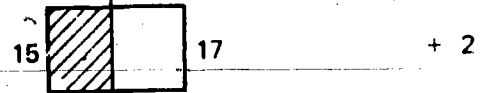
Less Likely To Act      More Likely To Act      Difference



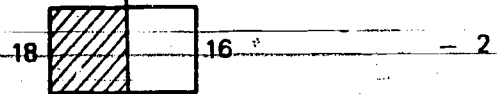
SUGGEST TO THE PERSON THAT HE STAY OVERNIGHT AT YOUR HOME



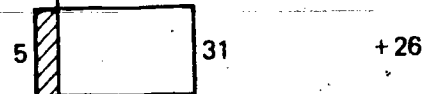
TRY TO TAKE THEIR CAR KEYS AWAY IF THEY INSIST ON DRIVING



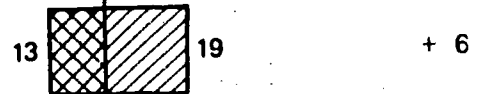
PHYSICALLY RESTRAIN THEM IF THEY INSIST ON DRIVING



WHEN OTHER MEASURES FAIL, CALL POLICE TO PREVENT THEIR DRIVING



AVERAGE



SEGMENT SUMMARY OF ARS INVOLVED ADULTS

	SOCIAL CONFORMERS 74% of the ARS-Adult Population (4% of Total Occasions)	AGGRESSIVE RESTRAINERS 27% of ARS-Adult Population (32% of Total Occasions)	CAUTIOUS PRE-PLANNERS 19% of ARS-Adult Population (13% of Total Occasions)	LEGAL ENFORCERS 12% of ARS-Adult Population (9% of Total Occasions)
A L C O H O L	Less likely to Believe that people who drink are morally weak Know the relationship between alcohol and traffic fatalities Know that problem drinkers cause more fatal accidents than social drinkers	More likely to Believe alcohol is important to people in social occasions Have opinions and prescriptions about the causes and "cures" of intoxication Less likely to Believe that parents should discourage teens from drinking Support strict law enforcement by higher taxes	Less likely to Hold positive attitudes toward alcohol and its role in social occasions	More likely to Understand the role of the problem drinker in traffic fatalities Believe people who drink are morally weak Believe that parents should discourage teens from drinking
	E C O N O M I C C O U N T E R M E A S U R E	More likely to Act for a close friend or relative by making the offer to drive them home inviting to stay overnight In the pre-plan measures, serve food with drinks Less likely to Take any countermeasures involving restraint, even for close friends or relatives	More likely to Take physical restraint countermeasures for close friends and relatives Take the drive and stay-over countermeasures for close friends and relatives Less likely to Take pre-planning countermeasures	More likely to Take most pre-plan countermeasure actions Call a taxi for someone who drank too much Less likely to Take driving, stayover or restraint countermeasure actions against the potential DWI
B E H A V I O R		Frequently in the alcohol related situation Generally, moderate to heavy drinkers Less likely to know a problem drinker	Frequently in the alcohol related situation Heavier drinkers than balance of involved Beer the most preferred beverage	Less frequently involved in the ARS Lighter drinkers than the balance involved More likely to know a problem drinker
P H A R A C T E R I S T I C S	Demography: About equal proportion of males and females Somewhat more in the 20-45 age range More white collar, with up-scale characteristics Psychology: Passive, non impulsive Conforming Non-confrontive	Demography: Two to one male proportion Higher percent under 24 years old Draws from all groups but somewhat more blue collar Psychology: Strongly motivated by friendship and affiliation Impulsive risk takers Aggressive Dominant	Demography: Slightly more female More from the South Somewhat more down scale Psychology: Cautious Quiet and non-assertive Law respecting	Demography: Slightly more female Somewhat older Lower percent with college experience Psychology: Cautious Helpful High respect for the law High need for social recognition



2

**SECTION IV**

**KEY FINDINGS  
AND IMPLICATIONS**

### KEY FINDINGS

1. Frequent social drinking is a mass phenomenon among U.S. adults, with fully 54% of them participating in alcohol related situations at least once a month. This group of ARS—Involved adults offers an important opportunity as the target for NHTSA's mass communications efforts, as they account for over 85% of the potential DWI situations.
2. The key problems inhibiting countermeasures action behavior by ARS—adults are :
  - their inability to recognize impairment in others
  - their failure to know what to do

Once they do recognize impairment, they are quite willing to act.

3. There are several misconceptions and myths which are contributing to the lack of recognition of potential DWI situations. Among these are the underestimation of the potency of beer and wine, the failure to relate a person's size to alcohol capacity, the belief that sticking to one type of liquor is less intoxicating, and that black coffee and cold showers sober one up.

4. Efforts to increase social responsibility for curbing drunk driving must go beyond focusing solely on the problem drinker. There is a much greater opportunity to attack the problem on a broader scale, rather than limiting the focus to the problem drinker alone.
  - Less than half of the ARS-Involved adults know anyone they characterize as a problem drinker.
  - Most people see the problem drinker's problem to be much more deep-seated, far beyond what can be easily affected in a social situation. They, therefore, don't take action to stop him because they don't feel competent to do so.
    - a majority of ARS-Involved adults believe the problem drinker is addicted to alcohol, doesn't recognize his problem and needs psychiatric care.
    - they are even less likely to take physical action to prevent a problem drinker than they would be with a social drinker.
5. Belief that drunk driving will result in a serious accident is far from universal. On the other hand, recognition of this as a likely outcome increases a person's willingness to take countermeasures.



6. Countermeasures are highly likely to be taken only for close friends or relatives. People are unlikely to act for casual acquaintances or strangers. The key countermeasures tend to be in the immediate action category, not pre-planning, although serving food with drinks does have high potential. The types of countermeasures people are likely to take are:

- Offer to drive home
- Offer to let stay over
- Call a taxi

7. The target for NHTSA can be further refined by understanding that there are sets of actions certain groups are highly willing to take. The ARS-Involved divides into four countermeasure segments who are importantly differentiated from each other. Two of these segments represent significant potential targets for NHTSA communications efforts.

## IMPLICATIONS

**1. SHOULD NHTSA TARGET ITS COUNTERMEASURE COMMUNICATIONS EFFORTS TO ALL ADULTS, OR TO A PARTICULAR GROUP WITHIN THE POPULATION?**

NHTSA communications should be directed at the ARS-Involved group.

The ARS-Involved group represents nearly all of the total potential DWI situations.

They are highly differentiated from the non-involved group demographically, psychologically and behaviorally. Thus, any attempts to communicate to both groups simultaneously will necessarily weaken and diffuse the impact on the ARS-Involved.

They have demonstrated a basic willingness to take counter-measure actions when they believed the situation called for it.

**2. ARE THERE SEGMENTS WITHIN THE ARS-INVOLVED,  
GROUP FOR WHOM SPECIFIC STRATEGIES SHOULD  
BE DEVELOPED?**

There are two countermeasure segments, the SOCIAL CONFORMERS and the AGGRESSIVE RESTRAINERS, for whom different strategies and advertising executions should be developed, as these groups:

- Represent the vast majority of all ARS occasions and ARS-Involved individuals.
- Are sufficiently different from each other to require separate communications approaches.

The remaining two segments should not be targeted for specific communications. They are too small, both in terms of the numbers of people they include (18% and 12%), and the proportion of ARS occasions they represent (13% and 9% respectively).

- the CAUTIOUS PRE-PLANNERS are basically unwilling to take any immediate action measures and are already involved in the planning types of measures.
- the LEGAL ENFORCERS have such a high willingness to take most actions and are so attuned to the problem, they will probably pick up the message concerning identification of the impaired individual even if it is not specifically targeted at them.

Furthermore, the messages directed towards the two major segments, while not likely to flag the specific attention of these smaller segments, would still represent relevant messages with no risk of alienation.

**3. WHAT SHOULD BE NHTSA'S COMMUNICATIONS OBJECTIVES?**

NHTSA's communications objectives should be two-fold.

- A. The first objective is to **educate** an ARS-Involved individual:
- correct misconceptions about impairment
  - heighten awareness and sensitivity about situations where impairment is likely to occur
- B. The second objective is to **persuade** people to take those countermeasures which have the highest potential for action.

#### 4. WHAT SHOULD BE THE STRATEGY FOR THE "SOCIAL CONFORMER" SEGMENT?

The strategy for the "Social Conformer" segment should encompass the following elements:

##### OBJECTIVES

- Correct misconception/myths about impairment.  
Heighten awareness and sensitize people to situations where impairment is likely to occur.
- Persuade people to take those countermeasures which have the highest potential for action.

##### TARGET

- The SOCIAL CONFORMER — a generally passive group who express a high willingness to drive anyone who is impaired if they feel that this is the socially acceptable action. They are married, upscale men and women over 25 years old from white collar backgrounds.

##### MOTIVATING FACTORS

- Social Conformity — Conformity to social expectations as a well regarded member of society dictates that people who are impaired must be prevented from driving.
- Outcome — Letting a person who is impaired drive can result in an accident in which someone is killed or seriously injured — especially an innocent person.

**MOST LIKELY ACTION**

- . Offer to drive
- . Offer to let them stay over
- . Offer to call a taxi
- . Serve food with the drinks

**FOCUS OF ACTION**

. Any close friend or relative who has had too much to drink (not just a problem drinker).

**SETTING**

. At home, upper middle class, young and middle aged couples.

**TONALITY**

- . Sanction giving help and receiving help in alcohol related situations.



**5. WHAT SHOULD BE THE STRATEGY FOR  
THE "AGGRESSIVE RESTRAINER" SEGMENT?**

The strategy for the "Aggressive Restrainer" segment should encompass the following elements:

**OBJECTIVES**

- Correct misconceptions/myths about impairment.
- Heighten awareness and sensitize people to situations where impairment is likely to occur.
- Persuade people to take those countermeasures which have the highest potential for action.

**TARGET**

- The **AGGRESSIVE RESTRAINERS**— aggressive personalities who are willing to restrain friends, even physically. They are predominantly men, high school educated, under 35 from middle income backgrounds.

**MOTIVATING FACTORS**

- Camaraderie — Valuing a feeling of close camaraderie for friends dictates that friends who are impaired must be kept from driving.
- Outcome — Letting a person who is impaired drive can result in an accident in which someone is killed or seriously injured — especially an innocent person.



**MOST LIKELY ACTION**

- Offer to drive
- Offer to let them stay over
- Take the keys away or physically restrain
- Offer to call a taxi

**FOCUS OF ACTION**

- Close friends, beer -- drinking

**SETTING**

- Home or public place, under 35, middle or lower middle class men and women together, possibly men only.

**TONALITY**

- Sanction giving help and receiving help in alcohol related situations.

**APPENDIX**

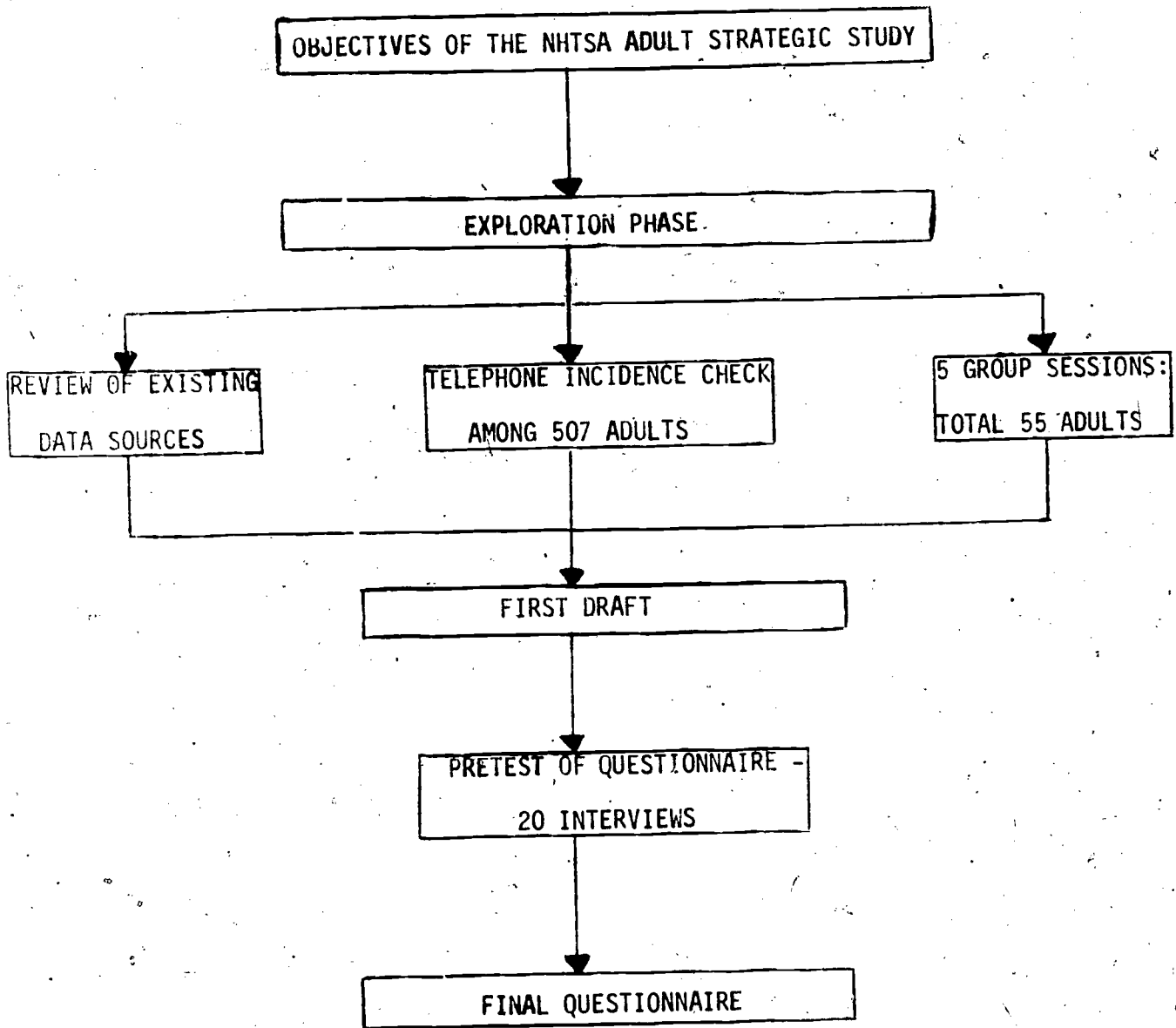
. Technical Appendix

. Questionnaire

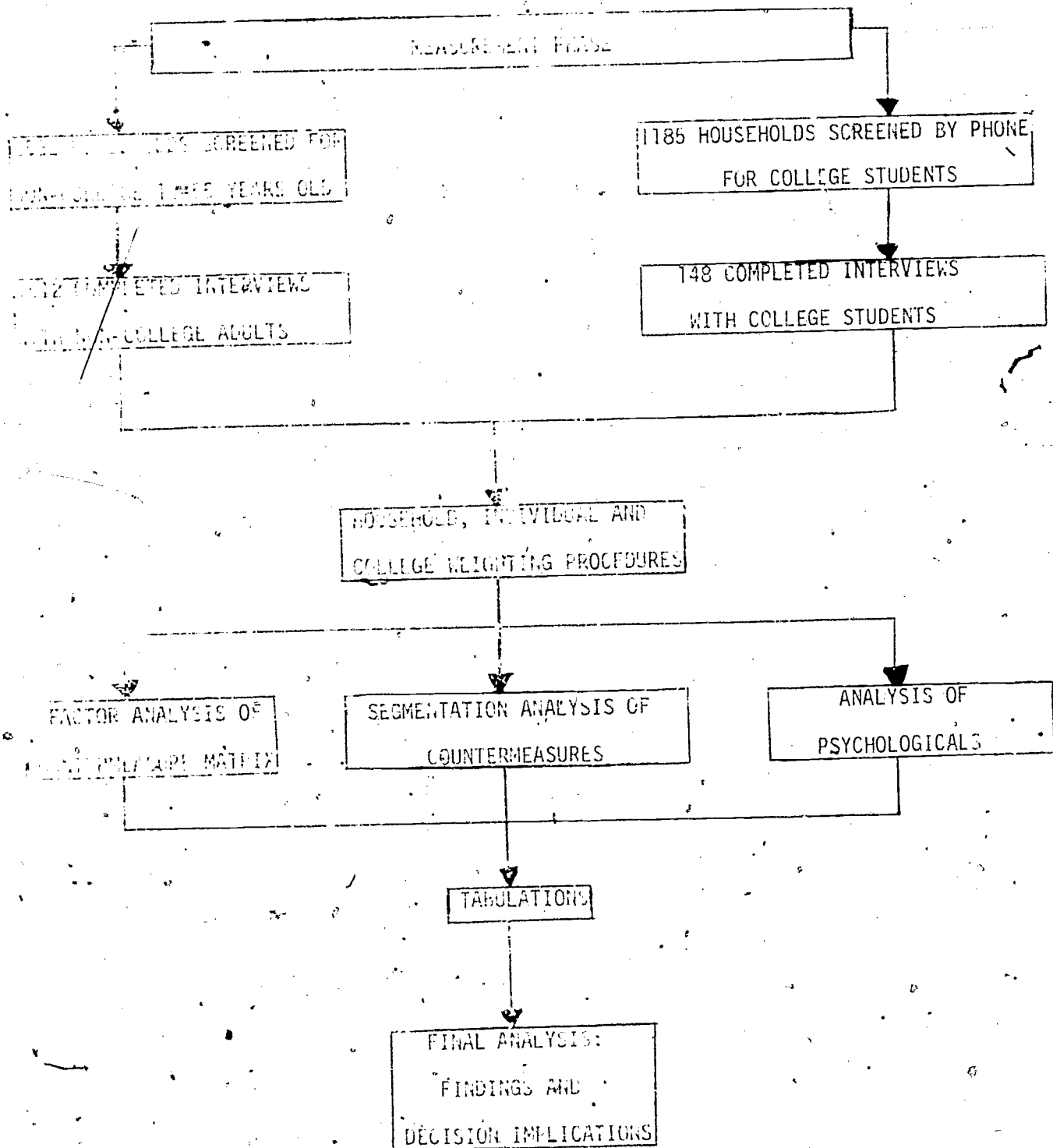
TECHNICAL APPENDIX

- A. Schematic Flow Chart of Study Operations
- B. Sample Design and Field Procedures
- C. Sample Weighting
- D. Sample Tolerances
- E. U.S. Population Estimates
- F. "R" Factor Analysis
- G. "Q" Segmentation Analysis
- ii. Validation of "Q" Analysis
- I. Development of Personality Scores
- J. Fact and Attitude Battery - Full Scale
- K. Bibliography

APPENDIX A  
SCHEMATIC FLOW CHART OF STUDY OPERATIONS



SCHEMATIC FLOW CHART OF FIELD OPERATIONS (CONT'D)



APPENDIX B

SAMPLE DESIGN AND FIELD PROCEDURES

This study was conducted using the Grey National Probability Sample which is a stratified multi stage sample\*. Interviews were conducted in 75 Primary Sampling Units (164 self-weighting clusters) throughout the country. The sample was designed to provide a full representation of the population 18-55 and the households in which they reside. This permits accurately projectable incidence and socio-demographic data.

Each cluster was assigned 16 households to screen. Interviewers were instructed to make 2 callbacks on each household selected. Each household was designated as a male interview household or a female interview household. If no sex-eligible 18-55 year-old resided in the designated household, no interview was conducted. Household information was collected from all households contacted regardless of whether or not an eligible respondent was present.

When there were more than one qualified individual, the eligible respondent in the household was selected by a random procedure (circling pattern) specified in advance by the Field Department. When the designated respondent was not available, two additional callbacks at different times and on different days of the week were made in an attempt to interview the respondent. If a respondent could not be contacted or refused to be interviewed, he was replaced by screening additional households beyond the original household screening requirements to obtain a respondent of the same sex.

\* In addition, college students were interviewed in 25 geographically dispersed central locations and these interviews weighted to combine with the balance of the sample. (See Appendix C).



APPENDIX C  
SAMPLE WEIGHTING

The Grey National Probability Sample was used to develop weights for College and Adult Sample Completed Questionnaires from the Probability Sample and Probability Replacements.\*

Stage I. HOUSEHOLD WEIGHTING

The profile of the Household screenings in the assigned National Probability Sample was adjusted to the profile of U.S. Households as provided by the U.S. Bureau of Census by giving each screener an appropriate weight.

(Table 1)

Stage II. INDIVIDUAL WEIGHTING

The profile of the individual household members over 18 years old with the Stage I weight applied was adjusted to the profile of U.S. Individuals over 18 years old as provided by the U.S. Bureau of Census by giving each individual an appropriate weight. (Table 2)

\* Weighting is performed by Grey's Multivariate Sample Weighting and Balance Program. This technique is superior to successive uni-dimensional weighting since it finds a unique least square weighting solution which minimizes the amount of each respondent's weight and retains the maximum statistical efficiency for the sample. Since the procedure also takes into account the natural covariance skews of population characteristics, cross tabulation results are more projective than with uni-dimensional weighting.

For detailed description of the algorithm, see: Deming, W. Edward, "Statistical Adjustment of Data", Dover Publications, New York, 1964, Chapter 7.

## SAMPLE WEIGHTING (CONT'D)

## Stage III. A. ADJUSTMENT WEIGHTING OF COLLEGE SAMPLE

The College Sample and the Adult Sample Completed Questionnaires were combined by adjusting the weighted totals for the categories of College and Non-College Individuals by age and sex to the U.S. Bureau of Census profile for those categories.

(Table 3)

## Stage III. B. COMPLETED QUESTIONNAIRE WEIGHTING

The College and Adult Completed Questionnaires from the Probability Sample and the Probability Replacements with the Stage III-A adjustment weight applied was adjusted to the profile of eligible individuals (age 18-55) from the Probability Sample with the Stage II weight applied. Weights were given to each questionnaire.

(Table 4)

A diagram of the entire weighting procedure is provided. (Table 5).



TABLE 1

COMPARISON OF ORIGINAL HOUSEHOLD SCREENINGS  
WITH U.S. DEMOGRAPHICS FOR NHTSA ALCOHOL AND  
HIGHWAY SAFETY STUDY.

REGION (1)	U.S. DEMOS %	UNADJUSTED H.H. SCREENINGS %	WEIGHT
Northeast	23.89	26.07	0.9150
Central	27.61	26.30	1.0528
South	30.88	32.11	0.9498
West	17.61	15.52	1.1579
NUMBER OF PEOPLE IN H.H. (2)			
One	13.70	15.05	0.7390
Two Or More	85.19	83.89	1.0527
No Answer	1.11	1.07	0.9936
OCCUPATION OF HEAD OF H.H. (3)			
Professional/Managerial	22.16	25.39	0.8632
Unskilled	15.60	13.94	1.1138
Other	58.33	56.71	1.0349
No Answer	3.91	3.95	0.9953
MARITAL STATUS OF HEAD OF H.H. (4)			
Married	67.50	71.17	0.8997
Single	7.90	7.50	1.0881
Other	22.59	19.35	1.3570
No Answer	2.01	1.97	1.1043

	U.S. DEMOS	UNADJUSTED H.H. SCREENINGS	WEIGHT
AGE OF HEAD OF H.H. (5)			
Under 25	7.58	6.28	1.1789
25-34	18.80	16.47	1.1747
35-54	34.12	33.77	1.0198
55 And Over	34.28	38.31	0.8798
No Answer	5.21	5.17	1.0142
EDUCATION OF HEAD OF H.H. (6)			
Elementary	20.62	20.62	1.0696
High School	44.75	44.83	0.9703
College	28.63	28.55	1.0073
No Answer	6.00	6.00	0.9677

SOURCES:

- (1) P. C(1) B1, Table 1, 1970
- (2) P. 25, No. 258, Table 16, December 1973
- (3) P. 55, No. 89, Table 5, July 1973
- (4) P. 20, No. 258, Table 17, December 1973
- (5) P. 30, No. 258, Table 17, December 1973
- (6) P. 60, No. 87, Table 9, June 1973

TABLE 2

C-5

COMPARISON OF WEIGHTED PROFILE OF INDIVIDUALS OVER 18 YEARS  
 OLD FROM PROBABILITY SAMPLE WITH U.S. DEMOGRAPHICS FOR NHTSA  
 ALCOHOL AND HIGHWAY SAFETY STUDY.

	<u>U.S. DEMOS</u>	<u>UNADJUSTED</u> <u>INDIVIDUAL PROFILE</u>	<u>WEIGHT</u>
	<u>%</u>	<u>%</u>	
AGE OF INDIVIDUAL (1)			
19 Or Under	5.28	5.68	0.9423
20 - 21	5.09	5.49	0.9977
22 - 24	11.94	6.55	1.9755
25 - 34	18.70	19.49	1.0101
35 - 39	7.34	7.97	0.9597
40 - 49	15.36	15.81	0.9675
50 - 54	7.73	8.19	0.9225
55 - Over	26.41	28.66	0.8433
No Answer	2.16	2.16	0.9931
EDUCATION OF INDIVIDUAL (2)			
8th Grade Or Less	20.33	17.53	1.2892
Some High School	16.60	16.12	1.0482
Grad High School	35.59	34.02	1.0342
Some College	12.66	16.34	0.7102
Grad College	10.74	11.93	0.8685
No Answer	4.08	4.07	0.9790
SEX OF INDIVIDUAL (3)			
Male	49.20	46.41	1.0648
Female	50.80	53.59	0.9444

SOURCE:

(1) Series P-25, No. 511, January 1974, Table 1

(2) Series P-20, No. 243, November 1972, Table 6

(3) Series P-25, No. 511, January 1974, Table 1

ADJUSTMENT WEIGHTS FOR COMBINING THE COLLEGE AND  
ADULT SAMPLE COMPLETED QUESTIONNAIRES FOR THE NHTSA  
ALCOHOL AND HIGHWAY SAFETY STUDY

	Full Time College		Non College	
	% of U.S.	Weight	% of U.S.	Weight
<u>Men</u>				
18 and 19	.86	.87	1.78	1.07
20 and 21	.71	.33	1.67	.58
22 to 24	.49	.60	3.08	.82
25 and Over	.40	.60	37.98	1.10
<u>Female</u>				
18 and 19	.81	.34	1.97	.82
20 and 21	.59	.37	2.07	1.05
22 to 24	.20	.73	3.66	.87
25 and Over	.16	.73	43.57	1.10

## SOURCE:

P-20, N.261 Table 2 March, 1974

P-20, N.260 Table A February, 1974

COMPARISON OF COMPLETED PROBABILITY SAMPLE, REPLACEMENT  
 SAMPLE AND COLLEGE SAMPLE (WITH COLLEGE ADJUSTMENT WEIGHT)  
 WITH ADJUSTED PROFILE OF ELIGIBLE PROBABILITY SAMPLE INDIVIDUALS  
 (AGE 14-55) FOR NHTSA ALCOHOL AND HIGHWAY SAFETY STUDY

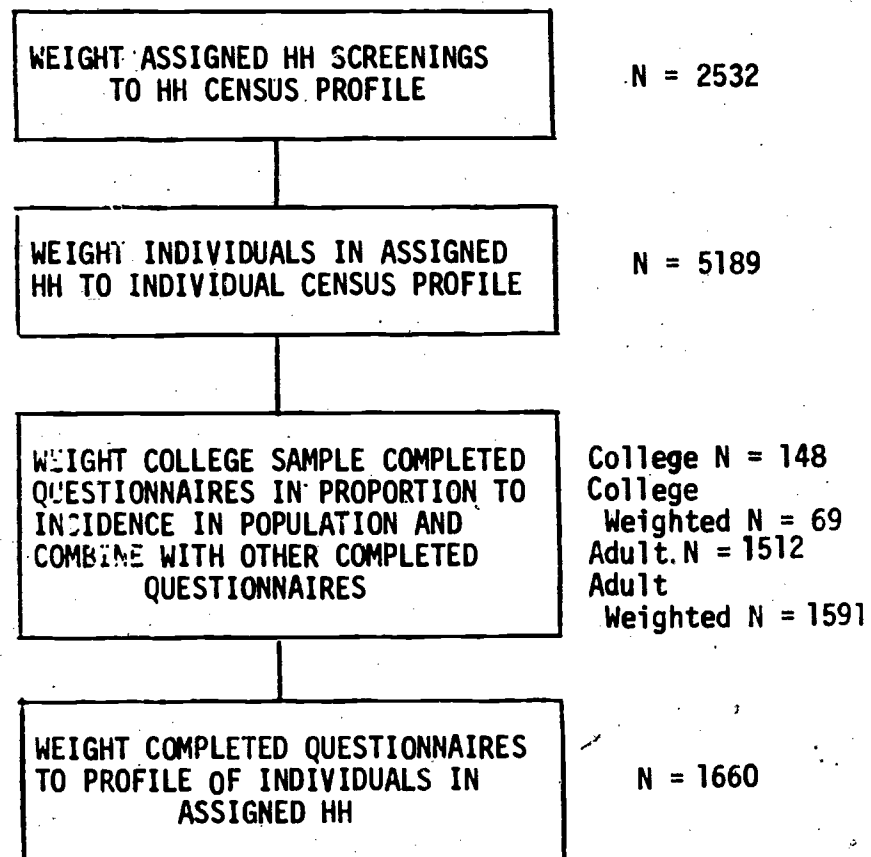
	<u>ADJUSTED INDIVIDUALS</u> %	<u>COMPLETED QUESTIONNAIRES</u> %	<u>WEIGHT</u>
REGION			
Northeast	23.70	25.48	0.9821
Central	27.93	26.25	1.0571
South	30.89	31.27	0.9200
West	17.47	17.00	1.1047
NUMBER OF PEOPLE IN H.H.			
One	2.18	5.54	0.3937
Two Or More	93.47	90.10	1.0550
No Answer	4.35	4.35	0.7012
OCCUPATION OF HEAD OF H.H.			
Professional/Managerial	26.00	33.02	0.8982
Unskilled	22.31	18.41	1.0808
All Other	48.91	45.74	1.0587
No Answer	2.78	2.82	0.9531
H.H. INCOME			
Under \$4,000	6.59	4.86	1.1907
\$4,000 - \$14,999	51.81	50.38	0.9698
\$15,000 & Over	28.54	31.69	1.0388
No Answer	13.06	13.06	0.9865

Table 4 - (CONT'D)

	<u>ADJUSTED INDIVIDUALS</u>	<u>COMPLETED QUESTIONNAIRES</u>	<u>WEIGHT</u>
AGE OF INDIVIDUAL			
21 Or Less	14.33	10.29	1.4639
22 - 24	16.38	7.26	2.5324
25 - 34	25.82	29.03	0.9097
35 - 44	20.80	23.17	0.8595
45 - 49	10.40	10.19	0.9230
50 - 54	10.58	18.38	0.5082
No Answer	1.69	1.69	0.9815
EDUCATION OF INDIVIDUAL			
8th Grade or Less	10.88	8.21	1.7213
Some High School	16.75	15.55	1.0555
High School	40.51	36.54	1.0806
Some College Or More	26.24	34.06	0.7378
No Answer	5.62	5.63	0.9493
SEX OF INDIVIDUAL			
Male	49.21	46.54	1.0829
Female	50.79	53.45	0.9304

TABLE 5

NHTSA STRATEGIC STUDY  
WEIGHTING PROCEDURE



## SAMPLE TOLERANCES

(95% CONFIDENCE INTERVALS FOR NHTSA ADULTS STUDY\*)

Approximate Reported Percentage	MAXIMUM VARIATION (+ or -)						
	Total Sample	ARS- Involved	Non- Involved	Segment A	Segment B	Segment C	Segment D
	Base = (1660)	(934)	(726)	(397)	(245)	(169)	(121)
90%	1.7	2.3	2.7	3.7	4.5	5.5	6.8
80%	2.3	3.2	3.6	4.8	6.1	7.9	8.8
70%	2.7	3.6	4.2	5.5	7.2	8.6	10.2
60%	2.8	3.8	4.4	5.9	7.5	9.0	10.9
50%	2.9	3.9	4.6	6.0	7.6	9.1	11.1
40%	2.8	3.8	4.4	5.9	7.5	9.0	10.9
30%	2.7	3.6	4.2	5.5	7.2	8.6	10.2
20%	2.3	3.2	3.6	4.8	6.1	7.9	8.8
10%	1.7	2.3	2.7	3.7	4.5	5.5	6.8

\* Confidence intervals have been corrected for sampling efficiency after weighting.

Note: To estimate whether or not the difference between two percentages from different bases is significant, add and subtract the indicated variance from each. If the resulting ranges intersect (overlap) the difference is probably not significant (19 chances out of 20), if they do not intersect the difference is probably significant.

Example 1

The percent of Total Sample who currently drink alcoholic beverages is 65%. Among ARS-Involved adults this percent is 87%. The calculation is done as follows.

$$65\% \pm 2.8 = 62.2\% - 67.8\%$$

$$87\% \pm 2.3 = 84.7\% - 89.3\%$$

The two ranges do not overlap, therefore the difference is probably significant.

Example 2

28% of the Total Sample is under 24 years. The figure for ARS-Involved is 31%.

$$28\% \pm 2.7 = 25.3\% - 30.7\%$$

$$31\% \pm 3.6 = 27.4\% - 34.6\%$$

The ranges do overlap, the difference is not significant.



APPENDIX E  
U.S. POPULATION ESTIMATES

<u>CATEGORY</u>	<u>POPULATION ESTIMATE</u>
Adults (18-55)	101,606,000
ARS-Involved	54,867,000
Non-Involved	46,739,000
Segment A	23,593,000
Segment B	14,814,000
Segment C	9,876,000
Segment D	6,584,000

"R" FACTOR ANALYSIS

This form of factor analysis is a statistical technique which examines correlations between variables. It objectively groups those concepts which are associated with one another (i.e. rated similarly) into factors or dimensions.

The procedure for determining the dimensions in this study involved:

1. The Countermeasure Lists - 45 Immediate Action/Relationship/Location countermeasures plus 15 pre-planning or general countermeasures - a total of 60. The ARS-Involved respondents rated each of the 60 countermeasures on a six-point scale according to how likely he was to do the countermeasure -- "extremely", "very", "quite", "rather", "not too", or "not at all".
2. Factor Analysis - the ratings were analyzed on a computer\* to isolate and group those actions highly correlated with one another and which represent a single evaluative aspect or countermeasure factor.

\* The "R" and "Q" analyses were developed from Grey proprietary programs that utilize a principal component solution that was subsequently rotated using the Varimax procedure. The mathematical routines were obtained from BMD 03M series, June, 1970; Bio-medical Computer Program, University of California Press.

Factor Selection

- a) Selection of a solution was made on the basis of
    - ... an examination of the proportion of variance accounted for by each solution.
    - ... the degree to which the different solutions defined meaningful countermeasures.
  - b) Factors were split up into two or more different countermeasures if one or more of the following conditions applied:
    - ... two or more clearly differentiated countermeasures were contained within one factor.
    - ... a noticeable drop in factor loading occurred between individual items within a factor.
    - ... marketing considerations suggested that individual items or groups of items should be dealt with separately.
    - ... these factors (or related actions) then represent a single aspect or dimension in an evaluation analysis.
4. Dimension Labels - each countermeasure factor was given a descriptive name which seemed best to summarize the countermeasures in that factor.

As a result of this analysis 21 factors or dimensions were used to describe the countermeasure attitudes of the ARS-Involved population.

"R" FACTOR ANALYSIS (CONT'D)

Factor 1 (	Factor Loading	Generic Importance (% Top Box)	Segment				Countermeasure Dimension
			A	B	C	D	
Call the police for a casual acquaintance in your own home.	.814	9	2	4	7	51	Call the police/ any person/ any location
Call the police for a casual acquaintance in a friend's home.	.811	7	2	3	2	43	
Call the police for someone you just met in a friend's home.	.805	8	2	2	2	47	
Call the police for someone you just met in your own home.	.882	11	3	5	7	54	
Call the police for a casual acquaintance in a bar, etc.	.875	7	1	3	2	45	
Call the police for a close friend or relative in your own home.	.837	14	3	7	16	67	
Call the police for a close friend or relative in a friend's home.	.847	12	2	9	10	61	
Call the police for a close friend or relative in a bar, etc.	.855	12	1	9	10	58	
Call the police for someone you just met in a bar, etc.	.803	7	2	4	1	42	
Invite to stay over someone you just met when in your own home.	.815	12	14	14	3	9	
Invite to stay over a casual acquaintance when in your own home.	.764	18	20	25	7	14	
Invite to stay over someone you just met when in a friend's home.	.743	7	8	9	1	4	
Invite to stay over a casual acquaintance when in a friend's home.	.669	11	11	18	1	9	

Factor 2

- Invite to stay over someone you just met when in your own home.
- Invite to stay over a casual acquaintance when in your own home.
- Invite to stay over someone you just met when in a friend's home.
- Invite to stay over a casual acquaintance when in a friend's home.

"R" FACTOR ANALYSIS (CONT'D)

Factor 3	Factor Loading	Generic Importance %	Segment				Countermeasure Dimension
			A %	B %	C %	D %	
Physically restrain a close friend or relative in a friend's home.	.842	24	3	50	19	45	
Physically restrain a close friend or relative in your own home.	.837	25	4	51	20	50	
Take the keys away from a close friend or relative in a friend's home.	.820	35	9	69	29	64	Take the keys away from physically restrain/close friend or relative/any location.
Take the keys away from a close friend or relative in a bar, etc.	.799	29	7	57	23	58	
Physically restrain a close friend or relative in a bar, etc.	.798	20	1	43	14	43	
Take the keys away from a close friend or relative in your own home.	.792	42	15	73	43	68	
Physically restrain a casual acquaintance in your own home.	.590	6	1	12	4	14	
Take the keys away from a casual acquaintance in your own home.	.587	15	6	28	5	31	
Take the keys away from a casual acquaintance in a friend's home.	.535	9	3	18	1	23	Take the keys away from physically restrain/casual acquaintance/any location.
Physically restrain a casual acquaintance in a friend's home.	.521	6	2	11	2	14	
Take the keys away from a casual acquaintance in a bar, etc.	.513	6	1	12	1	17	
Physically restrain a casual acquaintance in a bar, etc.	.484	4	-	9	1	9	

"R" FACTOR ANALYSIS (CONT'D)

Factor Loading	Generic Importance %	Segment				Countermeasure Dimension
		A %	B %	C %	D %	
<u>Factor 4</u>						
.735	4	1	7	3	7	Physically restrain/ someone you just met/ any location
.790	4	2	5	-	10	
.591	1	-	3	-	2	
<u>Factor 5</u>						
.504	6	3	10	1	17	Take the keys away/ someone you just met/ any location
.363	11	5	18	4	27	
.320	2	1	3	-	9	
<u>Factor 5</u>						
.823	37	43	39	15	46	Offer to drive home/ casual acquaintance or someone you just met/ own or friend's home
.725	26	31	28	9	33	
.706	36	42	42	9	43	
.612	26	34	25	4	30	
<u>Factor 5</u>						
.666	80	80	84	72	93	Offer to drive home/ close friend or relative/ any location
.621	81	80	87	67	92	
.378	77	76	89	59	86	

Factor Loadings (Cont.)

Factor	Generic Importance	Segment			Countermeasure Dimension
		A	B	C	
<u>Factor 6</u>					
• Invite a close friend or relative to stay over when in your own home.	.702	68	31	77	Invite to stay over/ close friend or relative only for...
• Invite a close friend or relative to stay over when in a friend's home.	.679	51	77	50	
• Invite a close friend or relative to stay over when in a bar, etc.	.776	51	77	46	
<u>Factor 7</u>					
• Offer to drive someone you just met from a bar.	.704	10	17	1	Offer to drive from a casual acquaintance or someone you just met from a bar, etc.
• Offer to drive a casual acquaintance from a bar.	.640	30	31	5	
• Invite to stay over someone you just met when in a bar, etc.	.670	3	3	-	
• Invite to stay over a casual acquaintance when in a bar, etc.	.612	8	12	2	Invite to stay over casual acquaintance or someone you just met from a bar, etc.
<u>Factor 8</u>					
• Call a taxi for a person who drank too much.	.542	33	50	49	Call a taxi.
<u>Factor 9</u>					
• Plan to serve food at a party with the drinks, etc.	.579	54	47	58	Plan to serve food.
<u>Factor 10</u>					
• Refuse to serve a guest who is becoming intoxicated.	.759	30	31	47	Exclude from parties a heavy drinker.
• Exclude heavy drinkers from a party.	.699	31	18	41	
• Plan a party where drinking is cut off at a certain hour, etc.	.444	15	13	33	Plan a party where drinking is cut off.

"R" FACTOR ANALYSIS (CONT'D)

Factor Loading	Generic Importance %	Segment				Countermeasure Dimension
		A %	B %	C %	D %	
<u>Factor 11</u>						
.721	15	13	13	26	17	As a host, plan for sober transportation or a place to stay for party guests.
.697	19	19	20	24	13	
<u>Factor 12</u>						
.822	33	34	22	50	35	Attend or host a party where no alcoholic beverages are served.
.816	19	16	10	38	22	
<u>Factor 13</u>						
.713	8	6	6	16	11	Work in the community to set up a "Party Bus" system or to moderate the exposure of alcohol on television.
.672	15	13	10	22	20	
.707	8	5	5	17	12	In the party situation make use of favors that urge responsible drinking or a test device that would indicate it was dangerous to drive.
.622	10	10	5	12	11	
.392	25	22	12	32	51	Report to authorities stores or bars that sell alcoholic beverages to minors.
.416	36	36	23	43	47	

As a host provide sober party transportation.

As a host plan to provide overnight lodging for guests.

Attend a party where no alcoholic beverages are served.

Host a party where no alcoholic beverages are served.

Subscribe to a community "Party Bus" system.

Work to moderate the exposure of alcohol on television.

Make use of a test device that would indicate when it was dangerous to drive.

As a host make use of anti-drunk driving party favors.

Report to authorities stores or bars, etc.

Treat seriously any conversation on drinking and driving, etc.





## APPENDIX G

## "Q" SEGMENTATION ANALYSIS

This form of factor analysis is a statistical technique which examines correlations between individuals based on the countermeasures they have rated.

This computer operation places individuals into homogeneous groups in terms of how similar their patterns of response are.

To do this, "Q" segmentations of three, four and five groups were analyzed for clarity and consistency. In order to select one of these three possibilities into which to segment the market, top box scores for the 60 countermeasures and average scores for the 21 factors were compared within each possibility, segment by segment.

As a result of this detailed comparison among the alternative possibilities it was concluded that a segmentation solution of four groups would be most helpful in understanding the nature of the market for countermeasures.

APPENDIX H  
VALIDATION OF "Q" ANALYSIS

The "Q" Analysis was validated by predicting "Q" group membership using the 60 countermeasures in a discriminant function analysis\*.

If a high proportion of the respondents are properly classified into their respective "Q" groups, the discriminant function validates the segmentation analysis.

The following table indicates a high degree of predictability for the four-group segmentation:

<u>SEGMENT</u>	<u>SAMPLE SIZE</u>	<u>DISCRIMINANT CLASSIFICATION CORRECTLY CLASSIFIED</u>	
		<u>Number</u>	<u>%</u>
A	397	349	87.9
B	245	199	81.2
C	169	132	78.1
<u>D</u>	<u>121</u>	<u>111</u>	<u>91.7</u>
Total	932**	791	84.9

\* = The program used was the Grey Advertising modified version of BMD 07M, June 1970, Bio-medical Computer Program, University of California Press.

\*\* = 2 Respondents were not classified into any of the four segments.

APPENDIX I  
DEVELOPMENT OF PERSONALITY SCORES

The procedure for the analysis of the psychological data was carried out in the following three steps, which are discussed in detail below:

- . Computation of factor scores.
- . Assignment of respondents into high, medium and low factor score groups.
- . Computation of differences between the segments.

1. Computation of factor scores:

The first step is to assign a weight to each point within the rating scale. Because a 4-point rating scale was used in this study, a weight from one to four was given to each statement depending on how it was rated; a weight of 4 for top-box, a weight of 3 for the second box, a weight of 2 for the third box, and a weight of 1 for the bottom box.

Next, the scores for each statement within a factor were added up in order to obtain a score for each psychological factor. Thus, if a factor had two statements, the score for the factor ranged from a minimum of 2 to a maximum of 8.

## DEVELOPMENT OF PERSONALITY SCORES (CONT'D)

2. Assignment of respondents into high, medium and low factor score groups:

Based on the percent of respondents who scored 8, 7, 6, 5, 4, 3, 2, for a given factor (which totals to 100% for each factor), each factor is then divided, as evenly as possible, into 3 equal groups of thirds. See an example below:

<u>FACTOR NO. 8</u>	<u>TOTAL SAMPLE</u> <u>100%</u>	
Scores: 8	17)	} 35% HIGH
7	18)	
6	34)	} 34% MEDIUM
5	19)	} 31% LOW
4	7)	
3	3)	
2	2)	

The group that includes the highest scores 8, 7, etc. is designated the "high" group, the group with the lowest scores 4, 3, 2, etc. becomes the "low" group, etc.

## DEVELOPMENT OF PERSONALITY SCORES (CONT'D)

### 3. Computation of differences between the segments:

The high, medium and low divisions for each factor is then carried over in a cross-tab for each segment vs. the balance.

The final operations are a difference computation. First, for each factor the percent in the low group is subtracted from the percent in the high group for each segment and balance score.

This yields the factor score for the segment and balance.

Secondly, the factor score for the balance is subtracted from the segment score to yield the profile score. For example.

	<u>SEGMENT</u>	<u>BALANCE</u>
<u>FACTOR NO. 1</u>	<u>A</u>	
High	30%	35%
Medium	35%	40%
Low	<u>35%</u>	<u>25%</u>
<b>FACTOR SCORES</b>	-5	+10
	-5 (-)	+10 = -15%PTS <b>PROFILE SCORE</b>

The profile scores are then charted in rank order from the highest positive to the highest negative.

## FACT AND ATTITUDE BATTERY - FULL SCALE

	Strongly	Somewhat	Slightly	Slightly	Somewhat	Strongly
	AGREE			DISAGREE		
People who drink too much are morally weak.	23	17	14	13	16	18
It is easy to tell when someone has had too much to drink.	34	24	14	11	10	7
If people want to drink there is no way to stop them.	34	20	13	11	9	12
A good host or hostess provides alcoholic beverages.	8	14	18	16	15	28
A can of beer is less intoxicating than an average drink of liquor.	24	23	19	11	9	12
The only way to tell if a person is legally drunk is by the percent of alcohol in his blood.	38	21	11	11	8	11
A person's mood helps to determine how affected by alcohol they will be.	31	25	22	8	7	7
A small person will get drunk faster than a large person on the same number of drinks.	17	14	13	13	13	29
A person drinking on an empty stomach will get drunk faster on the same number of drinks than a person who has just eaten something.	61	21	9	3	3	3
A person who is used to drinking can drink more and not become drunk than a person who drinks only once in a while.	31	26	18	7	8	11
Alcoholic beverages are a stimulant.	28	17	13	7	8	26
Most people can control their drinking.	17	26	22	12	12	12
Drinking black coffee can help sober up a person.	18	24	25	20	7	15
If a person knows they have drunk too much they can compensate for it when they drive.	6	4	9	9	12	60
Alcohol is considered a drug.	47	18	12	6	6	9

FACT AND ATTITUDE BATTERY - FULL SCALE

	Strongly	Somewhat	Slightly	Slightly	Strongly	
	AGREE			DISAGREE		
Mixing different kinds of drinks can increase the effects of alcohol.	46	23	12	7	3	
Most people who drink do so to get high.	18	20	17	17	15	
Most people who drink do so only to feel relaxed.	10	22	25	16	15	
Most people who drink do so to socialize better.	18	27	26	12	5	
Television programs over-emphasize the social use of alcoholic beverages.	30	22	20	12	5	
A cold shower can help sober up a person.	17	24	28	10	10	
Out of every 10 traffic deaths, 5 are caused by drinking drivers.	39	26	18	9	5	
Alcohol will affect a person faster if he's under medication like a tranquilizer or anti-depressant.	68	18	8	3	1	
Teenagers should be allowed to drink in their homes.	13	16	22	10	11	
Parents should be tolerant if their teenagers drink too much.	12	6	9	10	15	
Parents should be more concerned about alcohol than marijuana.	20	16	16	14	14	
It is the parents' responsibility to explain the use of alcoholic beverages to their teenagers.	72	16	7	2	1	
Alcoholic beverages are a very important part of most parties.	22	20	17	12	11	
It is dangerous to drive a car after only 1 or 2 drinks.	24	20	21	16	11	
A drink of wine is less intoxicating than an average drink of liquor.	21	22	23	13	9	

FACT AND ATTITUDE BATTERY - FULL SCALE (CONT'D)

	Strongly	Somewhat	Slightly	Slightly	Somewhat	Strongly
	AGREE			DISAGREE		
Parents should discourage teenagers from drinking.	47	17	15	10	5	5
Television advertising of beer and wine makes drinking attractive to teenagers.	36	23	16	9	8	7
For most people, it is hard to tell if the person is drunk unless you know him well.	10	19	16	17	18	20
Unless a person staggers or slurs his speech he is probably not drunk.	5	6	8	15	22	43
Problem drinkers cause more fatal accidents than social drinkers.	30	17	12	13	14	14
People should support strict law enforcement to reduce the drunk driving problem even if it means higher taxes.	45	26	14	5	4	16
When someone's killed in a drunk driving accident it's usually the drunk person.	8	6	6	13	21	46



APPENDIX K  
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NATIONAL RESEARCH FOUNDATION FOR BUSINESS STATISTICS, INC.

708 THIRD AVENUE

NEW YORK, N. Y. 10017

661-2226

June, 1974

Job #10300 BR606

SOCIAL SURVEY

SCREENING INTERVIEW

START 79-0  
80-1

			5
			6
Time Interview Started	_____	PSU #	7
			8
Time Interview Ended	_____	CLUSTER #	9
		L.S. LINE #	_____

(ASK TO SPEAK TO THE MALE OR FEMALE HEAD OF THE HOUSEHOLD. IF HE/SHE IS NOT AT HOME SPEAK TO ANY RESPONSIBLE ADULT AT HOME. IF NO ONE IS AT HOME WHO CAN GIVE YOU SCREENING INFORMATION, RECORD ON CALLBACK SHEET AND MAKE APPOINTMENT TO COME BACK).

SCREENED MALE HEAD OF HOUSEHOLD.....[ ] 10-1  
 SCREENED FEMALE HEAD OF HOUSEHOLD.....[ ] -2  
 SCREENED OTHER MALE ADULT.....[ ] -3  
 SCREENED OTHER FEMALE ADULT.....[ ] -4

Hello, my name is \_\_\_\_\_, I'm from the National Research Foundation. We're conducting a nationwide survey on various social issues and problems and I'd appreciate a few minutes of your time to answer a few questions.

1a. LIST NAME AND INFORMATION OF ALL MALE AND FEMALE MEMBERS IN HOUSEHOLD LIST MALES IN SINGLE COLUMN BELOW. LIST FEMALE MEMBERS IN SEPARATE LIST.

Please tell me the name and age of each male and female, including your own, 15 years of age and older. Start with the oldest and go to the youngest.

1b. IF MORE THAN ONE MALE AND ONE FEMALE 15 YEARS AND OLDER ASKED WHICH ONE OF THESE MEN AND OR WOMEN IS THE MALE AND WHICH ONE IS THE FEMALE HEAD OF THE HOUSE? (CIRCLE ONE MALE AND ONE FEMALE)

1c. SHOW EDUCATION LEVEL MALE AND FEMALE (CIRCLE ONE) ASKED: What is the last grade completed by \_\_\_\_\_ (NAME OF ONE MALE OR ONE FEMALE BELOW)

1d. Were any of these people in high school or a full-time college student (that is, more than 12 hours of classes a week) during this current year? (RECORD IN COLUMN 1d.)

MALE SCREENING SELECTION

1a.		1b.	1c. Education					1d.
Name of Household Member	Age	Male Head of House	A. 8th Grade or Less	B. Some High School	C. Grad High School	D. Some College	E. Completed College Or More	High School Or Full-Time College Student
Male Members of Household								
1.	11							
	12	13-1	14-1	-2	-3	-4	-5	15-1
	16							
2.	17	18-1	19-1	-2	-3	-4	-5	20-1
	21							
3.	22	23-1	24-1	-2	-3	-4	-5	25-1
	26							
4.	27	28-1	29-1	-2	-3	-4	-5	30-1

FEMALE SCREENING SELECTION

1a.		1b.	1c. Education					1d.
Name of Household Member	Age	Female Head of House	A. 8th Grade or Less	B. Some High School	C. Grad High School	D. Some College	E. Completed College Or More	High School Or Full-Time College Student
Female Members of Household								
	31							
1.	32	33-1	34-1	-2	-3	-4	-5	35-1
	36							
2.	37	38-1	39-1	-2	-3	-4	-5	40-1
	41							
3.	42	43-1	44-1	-2	-3	-4	-5	45-1
	46							
4.	47	48-1	49-1	-2	-3	-4	-5	50-1

ON THIS QUESTIONNAIRE YOU MUST INTERVIEW A FEMALE

INTERVIEWER: YOU ARE TO INTERVIEW A SELECTED RESPONDENT WHO IS A FEMALE. THESE FEMALES MUST BE

- . 18-55 YEARS OF AGE
- . NOT IN HIGH SCHOOL OR FULL-TIME COLLEGE (NOT CIRCLED IN COL. 1d)

WRITE IN BELOW THE NAMES OF THE FEMALES WHO MEET THESE QUALIFICATIONS. PUT EACH PERSON ON A SEPARATE LINE STARTING WITH THE OLDEST AND GO TO THE YOUNGEST. IF ONLY ONE FEMALE QUALIFIES, INTERVIEW THIS FEMALE. IF MORE THAN ONE FEMALE QUALIFIES, INTERVIEW THE FEMALE LISTED ON THE LINE WITH THE HIGHEST NUMBER OR LOWEST LINE THAT IS CIRCLED FOR EXAMPLE, IF LINES 1 AND 3 ARE CIRCLED, YOU ARE TO INTERVIEW THE PERSON LISTED ON LINE 3. IF NO ONE IS LISTED ON THE THIRD LINE, THEN THE PERSON ON LINE 1 WILL BE INTERVIEWED.

51-2

NAMES OF FEMALES 18-55, NOT IN HIGH SCHOOL OR FULL-TIME COLLEGE

52. 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_

IF THE SELECTED RESPONDENT IS THE PERSON YOU ARE SPEAKING TO, CONTINUE WITH THE FULL QUESTIONNAIRE 0.1.

IF THE SELECTED RESPONDENT IS NOT AVAILABLE, AT THE TIME OF THIS INITIAL CALL, MAKE AN APPOINTMENT FOR WHEN SHE IS LIKELY TO BE AVAILABLE. RECORD IN CALLBACK RECORD BELOW. NOW CONTINUE, WITH HOUSEHOLD RESPONDENT TO 0.2 ON SCREENER.

Date/Time Arranged For Callback \_\_\_\_\_

CLASSIFICATION

And now, a few more questions for classification purposes--

2a. In total how many people, including yourself, live in this household?

(WRITE IN) \_\_\_\_\_ 53  
 \_\_\_\_\_ 54  
 (Number)

SKIP 55-56

2b. How many of these people are (READ LIST, WRITE IN NUMBERS)

14-18 \_\_\_\_\_ 57  
 \_\_\_\_\_ 58 → ASK 0.2c  
 \_\_\_\_\_ 59  
 6-13 \_\_\_\_\_ 60 → SKIP TO 0.3  
 \_\_\_\_\_ 61  
 5 or Younger \_\_\_\_\_ 62 → SKIP TO 0.3

2c. Did any of the 14 to 18 year olds attend high school this year?

YES [ ] 63-1  
 NO [ ] -2 → GO TO 0.3

INTERVIEWER: CHECK Q.1b. IF THERE IS A MALE HEAD OF HOUSEHOLD YOU ARE TO ASK QUESTIONS 3a, b, c ABOUT HIM.

IF THERE IS NO MALE HEAD OF HOUSEHOLD, YOU ARE TO ASK QUESTIONS 3a, b, c ABOUT FEMALE HEAD OF HOUSEHOLD

MALE HEAD OF HOUSEHOLD

FEMALE HEAD OF HOUSEHOLD

64X

64X

3a. What kind of work does he do? (PROBE FOR DETAILS - RECORD BELOW)

65  
66  
67

(TYPE OF WORK)

68

What kind of work does she do? (PROBE FOR DETAILS - RECORD BELOW)

65  
66  
67

(TYPE OF WORK)

68

3b. HAND MARITAL STATUS CARD TO RESPONDENT  
Which letter on the card corresponds to his marital status? (RECORD)

- A. Married [ ] 69-1
- B. Single [ ] -2
- C. Divorced [ ] -3
- D. Widowed [ ] -4
- E. Separated [ ] -5
- Refused/DK [ ] -6

HAND MARITAL STATUS CARD TO RESPONDENT  
Which letter on the card corresponds to her marital status? (RECORD)

- A. Married [ ] 69-1
- B. Single [ ] -2
- C. Divorced [ ] -3
- D. Widowed [ ] -4
- E. Separated [ ] -5
- Refused/DK [ ] -6

3c. HAND RESPONDENT INCOME CARD

And would you tell me now the letter on this card which corresponds to the total income in this household from all sources before taxes? (RECORD RESPONSE BELOW)

- |                           |                             |
|---------------------------|-----------------------------|
| A. Under \$4,000 [ ] 70-1 | H. \$10,000-\$14,999 [ ] -8 |
| B. \$4,000-\$4,999 [ ] -2 | I. \$15,000-\$19,999 [ ] -9 |
| C. \$5,000-\$5,999 [ ] -3 | J. \$20,000-\$24,999 [ ] -0 |
| D. \$6,000-\$6,999 [ ] -4 | K. \$25,000 AND OVER [ ] -X |
| E. \$7,000-\$7,999 [ ] -5 | DON'T KNOW [ ] -Y           |
| F. \$8,000-\$8,999 [ ] -6 | REFUSED [ ] 71-1            |
| G. \$9,000-\$9,999 [ ] -7 |                             |

(RECORD BUT DO NOT ASK) -

RACE

- White [ ] 72-1
- Black [ ] -2
- Oriental [ ] -3
- Other [ ] -4

RESPONDENT'S NAME \_\_\_\_\_ TELEPHONE NO. \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ 73  
74

INTERVIEWER'S NAME \_\_\_\_\_ DATE \_\_\_\_\_ 75

END 79-0  
80-1

NATIONAL RESEARCH FOUNDATION FOR BUSINESS STATISTICS, INC.  
708 THIRD AVENUE NEW YORK, N. Y. 10017

June, 1974

661-2226

Job #10300BR606

TIME STARTED \_\_\_\_\_

PSU # \_\_\_\_\_

TIME ENDED \_\_\_\_\_

CLUSTER # \_\_\_\_\_

START 79-0  
80-3

SOCIAL SURVEY  
FULL QUESTIONNAIRE

RECORD: Selected respondent is Male [ ] 5-1  
Female [ ] -2

- 1. RE-INTRODUCE YOURSELF, IF NECESSARY AND SAY: There are many problems and social issues facing our country at this time. HAND CARD A TO RESPONDENT SAYING: For each of the problems I read to you would you please tell me which letter on this card best describes how important you feel the problem is.

FOR EACH PHRASE READ: How important a problem do you think \_\_\_\_\_ (PROBLEM) is? RECORD

	IMPORTANT						
	A	B	C	D	E	F	
	Extremely	Very	Quite	Rather	Not Too	Not At All	
	6	5	4	3	2	1	
The energy crisis.....	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	6
Crime in the streets.....	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	7
Drug abuse.....	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	8
Corruption in the government.....	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	9
Pollution of the environment.....	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	10
Drunk driving.....	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	11
Inflation.....	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	12
Racial Conflicts.....	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	13
Unemployment.....	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	14
Alcoholism.....	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	15



2. We are discussing these social issues with many people across our country. You have been randomly selected to be interviewed on the topic of the use of alcoholic beverages and their place in society today. We are speaking to both drinkers and non-drinkers about this subject. Your opinions will be very valuable and kept in the strictest confidence.
3. As you know some people feel one way, some feel another about the use of alcoholic beverages. I'm going to give you a series of cards, each of which has a statement describing some aspect surrounding the use of alcoholic beverages. We would like you to tell us how much you agree with each of these aspects. To help you give us your opinion, we'll use this Opinion Rater (SHOW RESPONDENT "STRONGLY AGREE" TO "STRONGLY DISAGREE" SCALE ON OPINION RATER). As you can see, there are six boxes -- each with a different label -- going from "Strongly Agree" to "Strongly Disagree." (POINT TO WORDS)

Please place each of these cards in the box that best describes how much you agree with it.

Here is the first card (HAND GREEN PRACTICE CARD). How much do you agree that "Fresh air sobers a person up"? Please place the card in the box that best describes how much you agree with this statement. Now, please place each of the remaining cards in the boxes that best describes how much you agree with the statement.

(SHUFFLE YELLOW STATEMENT CARDS AND HAND TO RESPONDENT. COLLECT CARDS AFTER RESPONDENT IS FINISHED AND PLACE IN APPROPRIATE ENVELOPES. ENTER ANSWERS ON QUESTIONNAIRE AFTER THE INTERVIEW IS COMPLETE)



START 79-0  
80-2

	STRONG- LY	SOME- WHAT	SLIGHT- LY	SLIGHT- LY	SOME- WHAT	STRONG- LY	
	A G R E E			D I S A G R E E			
	-6	-5	-4	-3	-2	-1	
1. People who drink too much are morally weak.							5
2. It is easy to tell when someone has had too much to drink.							6
3. If people want to drink there is no way to stop them.							7
4. A good host or hostess provides alcoholic beverages.							8
5. A can of beer is less intoxicating than an average drink of liquor							9
6. The only way to tell if a person is legally drunk is by the percent of alcohol in his blood.							10
	-6	-5	-4	-3	-2	-1	
7. A person's mood helps to determine how affected by alcohol they will be							11
8. A small person will get drunk faster than a large person on the same number of drinks.							12
9. A person drinking on an empty stomach will get drunk faster on the same number of drinks than a person who has just eaten something.							13
10. A person who is used to drinking can drink more and not become drunk than a person who drinks only once in a while.							14
	-6	-5	-4	-3	-2	-1	
11. Alcoholic beverages are a stimulant.							15
12. Most people can control their drinking.							16
13. Drinking black coffee can help sober up a person.							17
14. If a person knows they have drunk too much they can compensate for it when they drive.							18
15. Alcohol is considered a drug.							19
16. Mixing different kinds of drinks can increase the effects of alcohol.							20
	-6	-5	-4	-3	-2	-1	
17. Most people who drink do so to get high							21
18. Most people who drink do so only to feel relaxed.							22
19. Most people who drink do so to socialize better							23
20. Television programs over-emphasize the social use of alcoholic beverages.							24
21. A cold shower can help sober up a person.							25
22. Out of every 10 traffic deaths, 5 are caused by drinking drivers.							26
23. Alcohol will affect a person faster if he's under medication like a tranquilizer or anti-depressant.							27
	-6	-5	-4	-3	-2	-1	

	STRONG- LY	SOME- WHAT	SLIGHT- LY	SLIGHT- LY	SOME- WHAT	STRONG- LY	
	A G R E E			D I S A G R E E			
	-6	-5	-4	-3	-2	-1	
24. Teenagers should be allowed to drink in their homes.							28
25. Parents should be tolerant if their teenagers drink too much.							29
26. Parents should be more concerned about alcohol than marijuana.							30
27. It is the parent's responsibility to explain the use of alcoholic beverages to their teenagers.							31
28. Alcoholic beverages are a very important part of most parties.							32
29. It is dangerous to drive a car after only 1 or 2 drinks.							33
	-6	-5	-4	-3	-2	-1	
30. A drink of wine is less intoxicating than an average drink of liquor.							34
31. Parents should discourage teenagers from drinking.							35
32. Television advertising of beer and wine makes drinking attractive to teenagers.							36
33. For most people, it is hard to tell if the person is drunk unless you know him well.							37
34. Unless a person staggers or slurs his speech he is probably not drunk.							38
	-6	-5	-4	-3	-2	-1	
35. Problem drinkers cause more fatal accidents than social drinkers.							39
36. People should support strict law enforcement to reduce the drunk driving problem even if it means higher taxes.							40
37. When someone's killed in a drunk driving accident it's usually the drunk person.							41

END 79-0  
80-2

4a. In the past 3 months, have you found yourself in a social or business situation where alcoholic beverages were served?

Yes.....[ ] 6-1 → CONTINUE      No.....[ ] -2 → "X" NO CONTACT ON FOLD-OUT SHEET AND SKIP TO Q.7a

b. HAND CARD B TO RESPONDENT AND SAY: Which letter on this card best describes how frequently in the past 3 months you found yourself in a social or business situation where alcoholic beverages were served. RECORD BELOW AND FOLLOW FOLD-OUT RECORDING INSTRUCTIONS.

- A. Daily..... [ ] 17-1
  - B. 5 to 6 times a week..... [ ] -2
  - C. 2 to 4 times a week..... [ ] -3
  - D. Once a week..... [ ] -4
  - E. Once every 2 weeks..... [ ] -5
  - F. Once every 3 weeks..... [ ] -6
  - G. Once a month..... [ ] -7
  - H. Once every 2 months..... [ ] -8
  - I. Less than once every 2 months..... [ ] -9
- "X" FREQUENT CONTACT ON FOLD-OUT SHEET (for A-G)
- "X" INFREQUENT CONTACT ON FOLD-OUT SHEET (for H-I)

c. Were these alcohol related situations only social situations, only business situations or both business and social situations? (RECORD BELOW AND FOLLOW SKIP PATTERN, IF NECESSARY)

- Only social situations..... [ ] 18-1 → FINISH Q.4, THEN SKIP 10-Q.5c
- Only business situations..... [ ] -2 → SKIP TO Q.5a
- Both social and business..... [ ] -3 → ASK 4d-f AND Q.5

d. In the past 3 months at the alcohol related social situations you attended did any of these take place at \_\_\_\_\_ (READ EACH LOCATION BELOW, RECORD IN COL.4d)?

e. FOR EACH "YES" IN COL.4d, ASK: How many times during the past 3 months were you in \_\_\_\_\_ (READ "YES" LOCATION) where alcoholic beverages were served? Would you say it was 1-4 times, 5-10 times or more than 10 times? RECORD IN COLUMN 4e. REPEAT FOR EACH "YES" LOCATION.

	Col. 4d		Col. 4e		
	NO	YES	NUMBER OF TIMES		
			1-4	5-10	OVER 10
1. A friend's home.....	[ ]	[ ]	19-1	[ ]	-2 [ ] -3
2. A relative's home.....	[ ]	[ ]	-2	[ ]	21-1 [ ] -2 [ ] -3
3. A bar, restaurant or lounge where a meal was the primary reason for attending.....	[ ]	[ ]	-3	[ ]	22-1 [ ] -2 [ ] -3
4. A bar, restaurant or lounge where a meal was not the primary reason for attending.....	[ ]	[ ]	-4	[ ]	23-1 [ ] -2 [ ] -3
5. A social occasion in your own home.....	[ ]	[ ]	-5	[ ]	24-1 [ ] -2 [ ] -3
6. A recreational event, such as a sporting event, picnic, etc.....	[ ]	[ ]	-6	[ ]	25-1 [ ] -2 [ ] -3
7. Riding in a car.....	[ ]	[ ]	-7	[ ]	26-1 [ ] -2 [ ] -3

f. FOR MALE RESPONDENT ASK: What percent of these social situations were "Male Only" drinking situations? READ LIST, RECORD, SKIP TO 5a.

FOR FEMALE RESPONDENT ASK: What percent of these social situations were "Female Only" drinking situations? READ LIST, RECORD, GO TO 5a.

4f  
MALE/FEMALE

- 0 - 10%..... [ ] 27-1
- 11 - 25%..... [ ] -2
- 26 - 50%..... [ ] -3
- 51 - 75%..... [ ] -4
- 76 and over..... [ ] -5

5a. During the past 3 months where the alcohol related situation was a business situation, did any of these take place at \_\_\_\_\_ (READ EACH LOCATION, RECORD IN COLUMN 5a)?

5b. FOR EACH "YES" IN COLUMN 5a, ASK: How many times during the past 3 months were you at \_\_\_\_\_ (READ "YES" LOCATION) where alcoholic beverages were served?

	Col. 5a		Col. 5b		
	LOCATION		NUMBER OF TIMES		
	NO	YES	1-4	5-10	MORE THAN 10
1. An office party.....	[ ]	[ ]	[ ] 28-1	[ ] 29-1	[ ] -2 [ ] -3
2. A business luncheon or other appointment outside the office at noontime....	[ ]	[ ]	[ ] -2	[ ] 30-1	[ ] -2 [ ] -3
3. A business meeting or convention.....	[ ]	[ ]	[ ] -3	[ ] 31-1	[ ] -2 [ ] -3
4. Meetings of Chamber of Commerce, Flks or like organizations.....	[ ]	[ ]	[ ] -4	[ ] 32-1	[ ] -2 [ ] -3
5. A business appointment in the evening.....	[ ]	[ ]	[ ] -5	[ ] 33-1	[ ] -2 [ ] -3

5c. INTERVIEWER: CHECK FOLD OUT SHEET; IF RESPONDENT IS "X"ED IN CIRCLE ("FREQUENT CONTACT") CONTINUE WITH Q.6a.

IF RESPONDENT IS NOT "X"ED IN CIRCLE ("FREQUENT CONTACT") ON FOLD-OUT, SKIP TO Q.7 (RESPONDENT DOES NOT ANSWER SECTION I OF ANSWER BOOKLET)

6a. HAND ANSWER BOOKLET TO RESPONDENT AND SAY: In section one of this booklet (HAVE RESPONDENT OPEN TO GREEN PAGE) there are a series of situations you and I may find ourselves in.

Would you start by reading situation number 1 carefully and rate how likely you are to do each of the 5 actions for each of the different persons by putting an "X" in the scale box which best describes how likely you are to take that action.

(MAKE SURE RESPONDENT KNOWS WHERE TO RECORD ANSWERS, AND THAT THEY RATE EACH ACTION FOR EACH PERSON BY TAKING ONE MEASURE AT A TIME AND RATING IT FOR ALL PERSONS UNTIL ALL THE ACTIONS ARE DONE.

WHEN RESPONDENT FINISHES THE RATING OF ASPECTS, ASK THEM TO NOW ANSWER Q.1 ON THE LAST GREEN PAGE.

6b. HAND CARD C TO THE RESPONDENT AND SAY: There have been many actions suggested as a way of reducing the problem of driving after excessive drinking before it happens. For each of the following suggested actions I read, please tell me which letter on this card best describes how likely you are to do the suggested action.

How likely are you to \_\_\_\_\_ (READ "X"ED ACTION)? RECORD. START AT "X"ED ACTION, ASK ALL ACTIONS.

START AT  
"X"ED ACTION,  
ASK ALL

Likely To Do

	A	B	C	D	E	F	
	Extremely	Very	Quite	Rather	Not Too	Not At All	
	6	5	4	3	2	1	
<input type="checkbox"/> Host/Hostess of party where no alcoholic beverages are served.....[ ].....[ ].....[ ].....[ ].....[ ].....[ ]							34
<input type="checkbox"/> As a host/hostess, plan for sober party transportation for your guests.....[ ].....[ ].....[ ].....[ ].....[ ].....[ ]							35
<input type="checkbox"/> Provide and arrange for overnight lodging for your guests.....[ ].....[ ].....[ ].....[ ].....[ ].....[ ]							36
<input type="checkbox"/> Attend a party where no alcoholic beverages are served.....[ ].....[ ].....[ ].....[ ].....[ ].....[ ]							37
<input type="checkbox"/> Plan to serve food at a party with the drinks to reduce the effects of alcohol.....[ ].....[ ].....[ ].....[ ].....[ ].....[ ]							38
<input type="checkbox"/> Plan a party where drinking is cut off at a certain hour and replaced with non-alcoholic beverages and food.....[ ].....[ ].....[ ].....[ ].....[ ].....[ ]							39
<input type="checkbox"/> Call a taxi for a person who drank too much.....[ ].....[ ].....[ ].....[ ].....[ ].....[ ]							40
<input type="checkbox"/> As a host/hostess, refuse to serve more drinks to a guest who is becoming intoxicated.....[ ].....[ ].....[ ].....[ ].....[ ].....[ ]							41
<input checked="" type="checkbox"/> Exclude from your parties persons who drink too much.....[ ].....[ ].....[ ].....[ ].....[ ].....[ ]							42
<input type="checkbox"/> Subscribe to a community plan to provide party transportation, e.g. a party bus.....[ ].....[ ].....[ ].....[ ].....[ ].....[ ]							43
<input type="checkbox"/> Work to get television to moderate the showing of drinking as a "must" in social situations.....[ ].....[ ].....[ ].....[ ].....[ ].....[ ]							44
<input type="checkbox"/> Treat seriously any conversation on drinking and driving, particularly when people are treating it lightly.....[ ].....[ ].....[ ].....[ ].....[ ].....[ ]							45
<input type="checkbox"/> Report to authorities stores or bars that sell alcoholic beverages to persons under the legal age.....[ ].....[ ].....[ ].....[ ].....[ ].....[ ]							46
<input type="checkbox"/> Use party napkins, coasters and favors with messages encouraging responsible drinking.....[ ].....[ ].....[ ].....[ ].....[ ].....[ ]							47
<input type="checkbox"/> Provide for guests a simple inexpensive test device that would indicate whether or not it was dangerous for them to drive..[ ].....[ ].....[ ].....[ ].....[ ].....[ ]							48

7a. Have you heard of the term "Problem Drinker"?

Yes [ ] 49-1

No [ ] -2

What does the term mean to you?  
RECORD VERBATIM BELOW.

What do you think the term might mean?  
RECORD VERBATIM BELOW.

_____	50
_____	51
_____	52
_____	53

7b. HAND ANSWER BOOK TO RESPONDENT OPEN TO SECTION II, BUFF PAGES, AND SAY: On the left hand side of this page there are a list of aspects of personality or behavior that could be associated with the problem drinker. Would you rate each aspect according to how you feel the aspect is characteristic of the problem drinker?

MAKE SURE RESPONDENT UNDERSTANDS HOW TO RATE THE ASPECTS. AFTER RESPONDENT HAS RATED THE ASPECTS, ASK THE RESPONDENT TO COMPLETE QUESTION 1 ON PAGE 7 OF THE BUFF PAGES AND FOLLOW THE INSTRUCTIONS AS TO WHETHER THEY COMPLETE ALL THE PARTS OF Q.2.

8a. HAND CARD D TO RESPONDENT AND SAY: On this card you will find several possible outcomes that could happen to a driver who has been drinking so heavily that he or she would be considered legally drunk.

If that driver were a teenager, which one letter on this card best describes the outcome that is most likely to happen? (RECORD ON TEENAGE LINE.) Which letter best describes the next most likely outcome? (RECORD.) Which letter best describes the third most likely outcome? (RECORD.)

8b. If the driver were an average social drinker who had been drinking so heavily he would be considered legally drunk, which one letter best describes the outcome that is most likely to happen to him? (RECORD ON SOCIAL DRINKER LINE.) Which letter best describes the next most likely outcome? (RECORD.) Which letter best describes the third most likely outcome? (RECORD.)

8c. If the driver was a problem drinker who was legally drunk, which one letter on the card best describes the outcome most likely to happen to him? (RECORD ON PROBLEM DRINKER LINE.) Which letter best describes the next most likely outcome? (RECORD.) Which letter best describes the third most likely outcome? (RECORD.)

	MOST LIKELY OUTCOME						NEXT MOST LIKELY OUTCOME						THIRD MOST LIKELY OUTCOME							
	A 6	B 5	C 4	D 3	E 2	F 1	A 6	B 5	C 4	D 3	E 2	F 1	A 6	B 5	C 4	D 3	E 2	F 1		
Teenager	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	54	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	57	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	60
Social Drinker	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	55	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	58	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	61
Problem Drinker	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	56	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	59	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	62

8d. HAND CARD E TO RESPONDENT AND SAY: Which letter best describes how likely a person is to be arrested and convicted when stopped for drunk driving if that person were \_\_\_\_\_ (READ PERSON)? REPEAT FOR EACH PERSON.

A	B	C	D
Very Likely	Quite Likely	Rather Likely	Not Too Likely
4	3	2	1

1. An adult female.....[ ].....[ ].....[ ].....[ ] 63
2. A young person, under the legal drinking age.....[ ].....[ ].....[ ].....[ ] 64
3. A prominent citizen.....[ ].....[ ].....[ ].....[ ] 65
4. An adult male.....[ ].....[ ].....[ ].....[ ] 66
5. An adult minority group member.....[ ].....[ ].....[ ].....[ ] 67
6. A young person, who is older than the legal drinking age.....[ ].....[ ].....[ ].....[ ] 68

9a. If an average sized person of about 150 lbs., was drinking beer over a one-hour period, how many cans could the person have and still not be legally drunk? DO NOT READ LIST, RECORD IN COLUMN 9a.

9b. If this same person was drinking liquor in a one-hour period, how many drinks of liquor could they have and still not be legally drunk? DO NOT READ LIST, RECORD IN COLUMN 9b.

	Col. 9a Cans of Beer	Col. 9b Drinks of Liquor
1.....	60-1.....	70-1
2.....	2.....	2
3.....	3.....	3
4.....	4.....	4
5 or more.....	5.....	5

9c. In your state, what is the legal age that you may purchase and drink alcoholic beverages? (RECORD IN COLUMN 9c.)

9d. If you could set the legal age for drinking in your state, what age would it be? (RECORD IN COLUMN 9d.)

	Col. 9c Current Legal Age	Col. 9d Respondents Legal Age
Under 15 years of age.....	71-1.....	72-1
16 years old.....	2.....	2
17 years old.....	3.....	3
18 years old.....	4.....	4
19 years old.....	5.....	5
20 years old.....	6.....	6
21 years old.....	7.....	7
22 years old.....	8.....	8
23 years old.....	9.....	9
24 years old.....	0.....	0
25 years old.....	x.....	x
Over 25 years old.....	y.....	y

END 79-0  
80-3

10. FOR ALL RESPONDENTS, HAND ANSWER BOOK TO RESPONDENT OPEN TO SECTION 3 ON WHITE PAGES AND SAY: This part of the booklet contains a number of statements people have made about themselves. For each of the statements we would like you to simply put an "X" in the box which best describes how true or untrue the statement is about you.

Here again there are no right or wrong answers. What you, yourself, think is what matters. Remember to "X" one box and one box only, for each statement.

MAKE SURE RESPONDENT FULLY UNDERSTANDS: IF FOR ANY REASON THEY OBJECT, DON'T FORCE THEM TO COMPLETE SECTION.

WHEN THEY ARE FINISHED SECTION 3, TURN TO SECTION 4 BLUE PAGE OF ANSWER BOOK AND READ INSTRUCTION IN Q. 11.

11. ASK RESPONDENT TO TURN TO SECTION 4 BLUE PAGE OF ANSWER BOOKLET AND SAY: In this section, like all other sections of the questionnaire, the answers you give will be combined with the the answers of many people so that your individual responses will never be looked at separately. Would you please start at Question 1 of Section 4. Answer this question to the best of your ability by "X"ing the box that best describes your answer and then follow the instruction to the right of your answer.

MAKE SURE RESPONDENT UNDERSTANDS, ASSIST IF NECESSARY: WHEN THIS SECTION IS FINISHED TAKE BACK THE BOOKLET.



START 79-0  
80-6

SKIP 43-60

15a. Are you employed full-time, part-time, or currently unemployed?

- Employed full-time..... [ ] 61-1
  - part-time..... [ ] -2
  - Unemployed..... [ ] -3
- GO TO 15c  
SKIP TO 16a

15b. What kind of work do you do? (PROBE FOR DETAILS - RECORD BELOW.)

..... 62  
(TITLE OF WORK)

..... 63  
(TITLE)

USE EVERYBODY

(HANI RESPONDENT INCOME CARD.)

16a. And would you tell me please which letter on this card best corresponds to the total income in this household from all sources before taxes? (RECORD BELOW.)

- |                                  |                                    |
|----------------------------------|------------------------------------|
| A. Under \$4,000..... [ ] 64-1   | H. \$10,000 - \$14,999..... [ ] -8 |
| B. \$4,000 - \$4,999..... [ ] -2 | I. \$15,000 - \$19,999..... [ ] -9 |
| C. \$5,000 - \$5,999..... [ ] -3 | J. \$20,000 - \$24,999..... [ ] -0 |
| D. \$6,000 - \$6,999..... [ ] -4 | K. \$25,000 & over..... [ ] -x     |
| E. \$7,000 - \$7,999..... [ ] -5 | Refused/<br>Don't know..... [ ] -y |
| F. \$8,000 - \$8,999..... [ ] -6 |                                    |
| G. \$9,000 - \$9,999..... [ ] -7 |                                    |

(HAI D RESPONDENT WEIGHT/HEIGHT CARD.)

16b. Which letter best describes your current weight? (RECORD IN WEIGHT COLUMN.)  
Which letter best describes your height? (RECORD IN HEIGHT COLUMN.)

- | <u>WEIGHT</u>                  | <u>HEIGHT</u>                    |
|--------------------------------|----------------------------------|
| A. Under 100 lbs..... [ ] 65-1 | A. Under 5 ft..... [ ] 66-1      |
| B. 100 - 134 lbs..... [ ] -2   | B. 5 ft. - 5 ft. 6 inches [ ] -2 |
| C. 135 - 154 lbs..... [ ] -3   | C. 5 ft. 7 inches - 6 ft. [ ] -3 |
| D. 155 - 190 lbs..... [ ] -4   | D. Over 6 ft..... [ ] -4         |
| E. Over 190 lbs..... [ ] -5    | Refused..... [ ] -5              |
| Refused..... [ ] -6            |                                  |

16c. How old were you on your last birthday?

- |                          |                          |
|--------------------------|--------------------------|
| Under 18..... [ ] 67-1   | 22 years old..... [ ] -6 |
| 18 years old..... [ ] -2 | 23 years old..... [ ] -7 |
| 19 years old..... [ ] -3 | 24 years old..... [ ] -8 |
| 20 years old..... [ ] -4 | 25 years old..... [ ] -9 |
| 21 years old..... [ ] -5 | Over 25..... [ ] -0      |
|                          | Refused..... [ ] -x      |

RECORD BUT DO NOT ASK:

RACE

- White..... [ ] 68-1
- Black..... [ ] -2
- Oriental..... [ ] -3
- Other..... [ ] -4

END 79-0  
80-6

Thank you very much for your cooperation.

NAME \_\_\_\_\_ PHONE \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_

INTERVIEWER'S NAME \_\_\_\_\_ DATE \_\_\_\_\_

I have received \$5 for the completed questionnaire.



FOLD- OUT SHEET

No Social Contact.....[ ]

Frequent Social Contact.....

Infrequent Social Contact.....[ ]

ANSWER BOOKLET

RESPONDENT'S NAME \_\_\_\_\_ TELEPHONE # \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY/STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

INTERVIEWER'S NAME \_\_\_\_\_ DATE \_\_\_\_\_

SITUATION 1: You are in your own home and a person is very drunk and about to drive a car.

IF THAT PERSON WERE:

MEASURES

A Close Friend or Relative	A Casual Acquaintance	Someone You Just Met
----------------------------	-----------------------	----------------------

1. Make the suggestion to the person that you drive him home

Extremely likely.....	<input type="checkbox"/> 5-6.....	<input type="checkbox"/> 6-6.....	<input type="checkbox"/> 7-6
Very likely.....	<input type="checkbox"/> -5.....	<input type="checkbox"/> -5.....	<input type="checkbox"/> -5
Quite likely.....	<input type="checkbox"/> -4.....	<input type="checkbox"/> -4.....	<input type="checkbox"/> -4
Rather likely.....	<input type="checkbox"/> -3.....	<input type="checkbox"/> -3.....	<input type="checkbox"/> -3
Not too likely.....	<input type="checkbox"/> -2.....	<input type="checkbox"/> -2.....	<input type="checkbox"/> -2
Not at all likely.....	<input type="checkbox"/> -1.....	<input type="checkbox"/> -1.....	<input type="checkbox"/> -1

2. Suggest to the person that they stay overnight at your home

Extremely likely.....	<input type="checkbox"/> 8-6.....	<input type="checkbox"/> 9-6.....	<input type="checkbox"/> 10-6
Very likely.....	<input type="checkbox"/> -5.....	<input type="checkbox"/> -5.....	<input type="checkbox"/> -5
Quite likely.....	<input type="checkbox"/> -4.....	<input type="checkbox"/> -4.....	<input type="checkbox"/> -4
Rather likely.....	<input type="checkbox"/> -3.....	<input type="checkbox"/> -3.....	<input type="checkbox"/> -3
Not too likely.....	<input type="checkbox"/> -2.....	<input type="checkbox"/> -2.....	<input type="checkbox"/> -2
Not at all likely.....	<input type="checkbox"/> -1.....	<input type="checkbox"/> -1.....	<input type="checkbox"/> -1

3. Try to take their car keys away if they insist on driving

Extremely likely.....	<input type="checkbox"/> 11-6.....	<input type="checkbox"/> 12-6.....	<input type="checkbox"/> 13-6
Very likely.....	<input type="checkbox"/> -5.....	<input type="checkbox"/> -5.....	<input type="checkbox"/> -5
Quite likely.....	<input type="checkbox"/> -4.....	<input type="checkbox"/> -4.....	<input type="checkbox"/> -4
Rather likely.....	<input type="checkbox"/> -3.....	<input type="checkbox"/> -3.....	<input type="checkbox"/> -3
Not too likely.....	<input type="checkbox"/> -2.....	<input type="checkbox"/> -2.....	<input type="checkbox"/> -2
Not at all likely.....	<input type="checkbox"/> -1.....	<input type="checkbox"/> -1.....	<input type="checkbox"/> -1

4. Physically restrain them if they insist on driving

Extremely likely.....	<input type="checkbox"/> 14-6.....	<input type="checkbox"/> 15-6.....	<input type="checkbox"/> 16-6
Very likely.....	<input type="checkbox"/> -5.....	<input type="checkbox"/> -5.....	<input type="checkbox"/> -5
Quite likely.....	<input type="checkbox"/> -4.....	<input type="checkbox"/> -4.....	<input type="checkbox"/> -4
Rather likely.....	<input type="checkbox"/> -3.....	<input type="checkbox"/> -3.....	<input type="checkbox"/> -3
Not too likely.....	<input type="checkbox"/> -2.....	<input type="checkbox"/> -2.....	<input type="checkbox"/> -2
Not at all likely.....	<input type="checkbox"/> -1.....	<input type="checkbox"/> -1.....	<input type="checkbox"/> -1

5. When other measures fail, call the police to prevent their driving.

Extremely likely.....	<input type="checkbox"/> 17-6.....	<input type="checkbox"/> 18-6.....	<input type="checkbox"/> 19-6
Very likely.....	<input type="checkbox"/> -5.....	<input type="checkbox"/> -5.....	<input type="checkbox"/> -5
Quite likely.....	<input type="checkbox"/> -4.....	<input type="checkbox"/> -4.....	<input type="checkbox"/> -4
Rather likely.....	<input type="checkbox"/> -3.....	<input type="checkbox"/> -3.....	<input type="checkbox"/> -3
Not too likely.....	<input type="checkbox"/> -2.....	<input type="checkbox"/> -2.....	<input type="checkbox"/> -2
Not at all likely.....	<input type="checkbox"/> -1.....	<input type="checkbox"/> -1.....	<input type="checkbox"/> -1

SITUATION 2: You are in a friend's home and a person is very drunk and about to drive a car.

IF THAT PERSON WERE:  
 A Close Friend or Relative      A Casual Acquaintance      Someone You Just Met

1. Make the suggestion to the person that you drive him home

Extremely likely.....	<input type="checkbox"/>	20-6.....	<input type="checkbox"/>	21-6.....	<input type="checkbox"/>	22-6
Very likely.....	<input type="checkbox"/>	-5.....	<input type="checkbox"/>	-5.....	<input type="checkbox"/>	-5
Quite likely.....	<input type="checkbox"/>	-4.....	<input type="checkbox"/>	-4.....	<input type="checkbox"/>	-4
Rather likely.....	<input type="checkbox"/>	-3.....	<input type="checkbox"/>	-3.....	<input type="checkbox"/>	-3
Not too likely.....	<input type="checkbox"/>	-2.....	<input type="checkbox"/>	-2.....	<input type="checkbox"/>	-2
Not at all likely.....	<input type="checkbox"/>	-1.....	<input type="checkbox"/>	-1.....	<input type="checkbox"/>	-1

2. Suggest to the person that they stay overnight at your home

Extremely likely.....	<input type="checkbox"/>	23-6.....	<input type="checkbox"/>	24-6.....	<input type="checkbox"/>	25-6
Very likely.....	<input type="checkbox"/>	-5.....	<input type="checkbox"/>	-5.....	<input type="checkbox"/>	-5
Quite likely.....	<input type="checkbox"/>	-4.....	<input type="checkbox"/>	-4.....	<input type="checkbox"/>	-4
Rather likely.....	<input type="checkbox"/>	-3.....	<input type="checkbox"/>	-3.....	<input type="checkbox"/>	-3
Not too likely.....	<input type="checkbox"/>	-2.....	<input type="checkbox"/>	-2.....	<input type="checkbox"/>	-2
Not at all likely.....	<input type="checkbox"/>	-1.....	<input type="checkbox"/>	-1.....	<input type="checkbox"/>	-1

3. Try to take their car keys away if they insist on driving

Extremely likely.....	<input type="checkbox"/>	26-6.....	<input type="checkbox"/>	27-6.....	<input type="checkbox"/>	28-6
Very likely.....	<input type="checkbox"/>	-5.....	<input type="checkbox"/>	-5.....	<input type="checkbox"/>	-5
Quite likely.....	<input type="checkbox"/>	-4.....	<input type="checkbox"/>	-4.....	<input type="checkbox"/>	-4
Rather likely.....	<input type="checkbox"/>	-3.....	<input type="checkbox"/>	-3.....	<input type="checkbox"/>	-3
Not too likely.....	<input type="checkbox"/>	-2.....	<input type="checkbox"/>	-2.....	<input type="checkbox"/>	-2
Not at all likely.....	<input type="checkbox"/>	-1.....	<input type="checkbox"/>	-1.....	<input type="checkbox"/>	-1

4. Physically restrain them if they insist on driving

Extremely likely.....	<input type="checkbox"/>	29-6.....	<input type="checkbox"/>	30-6.....	<input type="checkbox"/>	31-6
Very likely.....	<input type="checkbox"/>	-5.....	<input type="checkbox"/>	-5.....	<input type="checkbox"/>	-5
Quite likely.....	<input type="checkbox"/>	-4.....	<input type="checkbox"/>	-4.....	<input type="checkbox"/>	-4
Rather likely.....	<input type="checkbox"/>	-3.....	<input type="checkbox"/>	-3.....	<input type="checkbox"/>	-3
Not too likely.....	<input type="checkbox"/>	-2.....	<input type="checkbox"/>	-2.....	<input type="checkbox"/>	-2
Not at all likely.....	<input type="checkbox"/>	-1.....	<input type="checkbox"/>	-1.....	<input type="checkbox"/>	-1

5. When other measures fail, call the police to prevent their driving

Extremely likely.....	<input type="checkbox"/>	32-6.....	<input type="checkbox"/>	33-6.....	<input type="checkbox"/>	34-6
Very likely.....	<input type="checkbox"/>	-5.....	<input type="checkbox"/>	-5.....	<input type="checkbox"/>	-5
Quite likely.....	<input type="checkbox"/>	-4.....	<input type="checkbox"/>	-4.....	<input type="checkbox"/>	-4
Rather likely.....	<input type="checkbox"/>	-3.....	<input type="checkbox"/>	-3.....	<input type="checkbox"/>	-3
Not too likely.....	<input type="checkbox"/>	-2.....	<input type="checkbox"/>	-2.....	<input type="checkbox"/>	-2
Not at all likely.....	<input type="checkbox"/>	-1.....	<input type="checkbox"/>	-1.....	<input type="checkbox"/>	-1

**SITUATION 3: You are in a bar or public drinking place and a person is very drunk and about to drive a car.**

MEASURES

IF THAT PERSON WERE:

A Close Friend or Relative	A Casual Acquaintance	Someone You Just Met
----------------------------------	-----------------------------	----------------------------

1. Make the suggestion to the person that you drive him home

Extremely likely.....	<input type="checkbox"/> 35-6.....	<input type="checkbox"/> 36-6.....	<input type="checkbox"/> 37-6
Very likely.....	<input type="checkbox"/> -5.....	<input type="checkbox"/> -5.....	<input type="checkbox"/> -5
Quite likely.....	<input type="checkbox"/> -4.....	<input type="checkbox"/> -4.....	<input type="checkbox"/> -4
Rather likely.....	<input type="checkbox"/> -3.....	<input type="checkbox"/> -3.....	<input type="checkbox"/> -3
Not too likely.....	<input type="checkbox"/> -2.....	<input type="checkbox"/> -2.....	<input type="checkbox"/> -2
Not at all likely.....	<input type="checkbox"/> -1.....	<input type="checkbox"/> -1.....	<input type="checkbox"/> -1

2. Suggest to the person that they stay overnight at your home

Extremely likely.....	<input type="checkbox"/> 38-6.....	<input type="checkbox"/> 39-6.....	<input type="checkbox"/> 40-6
Very likely.....	<input type="checkbox"/> -5.....	<input type="checkbox"/> -5.....	<input type="checkbox"/> -5
Quite likely.....	<input type="checkbox"/> -4.....	<input type="checkbox"/> -4.....	<input type="checkbox"/> -4
Rather likely.....	<input type="checkbox"/> -3.....	<input type="checkbox"/> -3.....	<input type="checkbox"/> -3
Not too likely.....	<input type="checkbox"/> -2.....	<input type="checkbox"/> -2.....	<input type="checkbox"/> -2
Not at all likely.....	<input type="checkbox"/> -1.....	<input type="checkbox"/> -1.....	<input type="checkbox"/> -1

3. Try to take their car keys away if they insist on driving

Extremely likely.....	<input type="checkbox"/> 41-6.....	<input type="checkbox"/> 42-6.....	<input type="checkbox"/> 43-6
Very likely.....	<input type="checkbox"/> -5.....	<input type="checkbox"/> -5.....	<input type="checkbox"/> -5
Quite likely.....	<input type="checkbox"/> -4.....	<input type="checkbox"/> -4.....	<input type="checkbox"/> -4
Rather likely.....	<input type="checkbox"/> -3.....	<input type="checkbox"/> -3.....	<input type="checkbox"/> -3
Not too likely.....	<input type="checkbox"/> -2.....	<input type="checkbox"/> -2.....	<input type="checkbox"/> -2
Not at all likely.....	<input type="checkbox"/> -1.....	<input type="checkbox"/> -1.....	<input type="checkbox"/> -1

4. Physically restrain them if they insist on driving

Extremely likely.....	<input type="checkbox"/> 44-6.....	<input type="checkbox"/> 45-6.....	<input type="checkbox"/> 46-6
Very likely.....	<input type="checkbox"/> -5.....	<input type="checkbox"/> -5.....	<input type="checkbox"/> -5
Quite likely.....	<input type="checkbox"/> -4.....	<input type="checkbox"/> -4.....	<input type="checkbox"/> -4
Rather likely.....	<input type="checkbox"/> -3.....	<input type="checkbox"/> -3.....	<input type="checkbox"/> -3
Not too likely.....	<input type="checkbox"/> -2.....	<input type="checkbox"/> -2.....	<input type="checkbox"/> -2
Not at all likely.....	<input type="checkbox"/> -1.....	<input type="checkbox"/> -1.....	<input type="checkbox"/> -1

5. When other measures fail, call the police to prevent their driving

Extremely likely.....	<input type="checkbox"/> 47-6.....	<input type="checkbox"/> 48-6.....	<input type="checkbox"/> 49-6
Very likely.....	<input type="checkbox"/> -5.....	<input type="checkbox"/> -5.....	<input type="checkbox"/> -5
Quite likely.....	<input type="checkbox"/> -4.....	<input type="checkbox"/> -4.....	<input type="checkbox"/> -4
Rather likely.....	<input type="checkbox"/> -3.....	<input type="checkbox"/> -3.....	<input type="checkbox"/> -3
Not too likely.....	<input type="checkbox"/> -2.....	<input type="checkbox"/> -2.....	<input type="checkbox"/> -2
Not at all likely.....	<input type="checkbox"/> -1.....	<input type="checkbox"/> -1.....	<input type="checkbox"/> -1

## SECTION 1

- 1a. In the past year, were you in a situation where someone had been drinking too heavily and was about to drive a car? ("X" CORRECT ANSWER BOX AND FOLLOW INSTRUCTION TO THE RIGHT OF YOUR ANSWER.)

Yes, I was in the situation.....  50-1 → ANSWER Q.1b  
 No, I was not in the situation....  -2 → RETURN ANSWER BOOK TO INTERVIEWER

- 1b. Take the most recent situation and please "X" the phrase that best describes your relationship with the person who had been drinking heavily and was about to drive.

Close friend or relative.....  51-1  
 Casual acquaintance.....  -2 → "X" ANSWER AND GO TO Q.1c  
 Someone I just met.....  -3

- 1c. Which phrase best describes where the most recent situation took place? ("X" ANSWER, THEN PLEASE GO TO Q.1d.)

In your own home.....  52-1  
 In a friend's home.....  -2 → ANSWER AND GO TO Q.1d  
 In a bar or public drinking place.  -3

- 1d. In the most recent situation, did you take any kind of action to stop the drunk person from driving? ("X" CORRECT ANSWER BOX AND FOLLOW INSTRUCTION TO THE RIGHT OF YOUR ANSWER.)

Yes, I took action.....  53-1 → PLEASE ANSWER Q.1e  
 No, I didn't take any action.....  -2 → PLEASE ANSWER Q.1f



## SECTION 1

- 1a. In the past year, were you in a situation where someone had been drinking too heavily and was about to drive a car? ("X" CORRECT ANSWER BOX AND FOLLOW INSTRUCTION TO THE RIGHT OF YOUR ANSWER.)

Yes, I was in the situation.....  50-1 → ANSWER Q.1b  
 No, I was not in the situation....  -2 → RETURN ANSWER BOOK TO INTERVIEWER

- 1b. Take the most recent situation and please "X" the phrase that best describes your relationship with the person who had been drinking heavily and was about to drive.

Close friend or relative.....  51-1  
 Casual acquaintance.....  -2  
 Someone I just met.....  -3

→ "X" ANSWER AND GO TO Q.1c

- 1c. Which phrase best describes where the most recent situation took place? ("X" ANSWER, THEN PLEASE GO TO Q.1d.)

In your own home.....  52-1  
 In a friend's home.....  -2  
 In a bar or public drinking place.  -3

→ ANSWER AND GO TO Q.1d

- 1d. In the most recent situation, did you take any kind of action to stop the drunk person from driving? ("X" CORRECT ANSWER BOX AND FOLLOW INSTRUCTION TO THE RIGHT OF YOUR ANSWER.)

Yes, I took action.....  53-1 → PLEASE ANSWER Q.1e  
 No, I didn't take any action.....  -2 → PLEASE ANSWER Q.1f

le. In your own words, please write out all the actions you took. \_\_\_\_\_ 54  
 \_\_\_\_\_ 55  
 \_\_\_\_\_ 56  
 \_\_\_\_\_ 57

WHEN YOU ARE FINISHED RETURN ANSWER BOOK TO INTERVIEWER

lf. There are many reasons why people don't take action. In this particular situation would you "X" any of the reasons that best explains why you did not take any action? (YOU CAN "X" MORE THAN ONE REASON.)

- The person was hostile.....  58-1
- I was afraid of what others would say...  58-2
- I wasn't sure about what could be done.....  -3
  
- There were too many people involved already.....  -4
- That person never listens to anyone anyhow.....  -5
- I was afraid it would cause an ugly scene.....  -6
  
- If others had helped me, I would have acted.....  -7
- I wasn't sure how the person would react.....  -8
- It wasn't my responsibility.....  -9
  
- I didn't like the person.....  -0
- I didn't want to lose the person's friendship.....  -x
- I didn't know the person well.....  -y
- I didn't feel close to the person.....  59-1

Write in any other reasons here \_\_\_\_\_  
 \_\_\_\_\_ 60  
 \_\_\_\_\_ 61

END 79-0
80-4

WHEN YOU ARE FINISHED PLEASE RETURN ANSWER BOOK TO THE INTERVIEWER

START 79-0  
80-5

SECTION 2

LIKELIHOOD THAT THIS IS A CHARACTERISTIC OF A PROBLEM DRINKER:

	Extremely Likely 6	Very Likely 5	Quite Likely 4	Rather Likely 3	Not Too Likely 2	Not At All Likely 1	
Tends to be anti-social.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5
Frequently drives after heavy drinking.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6
Can not hold a steady job.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7
Is a hostile person when drunk....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8
Frequently has family problems....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9
Is a lot of fun at parties.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10
Had parents who drank too much....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11
Needs psychiatric care.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12
Doesn't recognize his problem.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	13
Looks and acts normal, except when he/she is drinking....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	14
Has repeated arrests for drunk driving.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15
Can not control their drinking.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	16
Is addicted to alcohol.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	17

SECTION 2

1a. If a problem drinker were drunk and about to drive, would you be more likely to act because it was a problem drinker, act about the same whether a problem drinker or social drinker, or less likely to act because it is a problem drinker? Please "X" how likely you are to act for each of the actions below. (WHEN YOU ARE FINISHED ANSWER Q.1b.)

	MORE LIKELY TO DO BECAUSE IT IS A PROBLEM DRINKER 3	DO ABOUT THE SAME WHETHER PROBLEM OR SOCIAL DRINKER 2	LESS LIKELY TO DO BECAUSE IT IS A PROBLEM DRINKER 1	
Make the suggestion to the person that you drive him home.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	18
Suggest to the person that they stay overnight at your home.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	19
Try to take their car keys away if they insist on driving.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	20
Physically restrain them if they insist on driving.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	21
When all other measures fail, call the police to prevent their driving...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	22

1b. Using the definition of a problem drinker as "one who drinks so heavily that it seriously interferes with his or her work and family life", do you currently know, and come in contact with, anyone who fits this description? ("X" CORRECT ANSWER AND FOLLOW INSTRUCTION TO THE RIGHT OF THAT ANSWER.)

Yes.....  23-1 —————> PLEASE ANSWER Q.2  
 No.....  -2 —————> PLEASE RETURN ANSWER BOOK TO INTERVIEWER

**SECTION 2**

2a. Please "X" the answer box that best describes how many problem drinkers you know.

- Just One.....  24-1
- Two.....  -2
- Three.....  -3
- Four or more.....  -4

→ AFTER YOU HAVE ANSWERED HERE PLEASE GO TO Q.2b

2b. Regardless of how many problem drinkers you know, would you please "X" the answer box that best describes the relationship you have with the one problem drinker you are most familiar with. ("X" CORRECT ANSWER AND THEN PLEASE GO TO Q.2c.)

- Male business acquaintance.....  25-1
- Female business acquaintance.....  -2
- Male member of immediate family.....  -3
- Female member of immediate family.....  -4
- Male relative not in immediate family.....  -5
- Female relative not in immediate family.....  -6
- Close male friend.....  -7
- Close female friend.....  -8
- Casual male acquaintance.....  -9
- Casual female acquaintance.....  -0

2c. For this problem drinker whom you are most familiar with, would you "X" the rating box for each action to describe how likely you are to do the suggested action.

LIKELY TO DO FOR THE PROBLEM DRINKER						
Extremely	Very	Quite	Rather	Not Too	Not At All	
6	5	4	3	2	1	

- |  |                          |                          |                          |                          |                          |                          |    |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|----|
| See that the problem drinker is not invited to social situations where alcohol is served.....      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 26 |
| Don't offer the problem drinker a drink.....   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 27 |
| Work with organizations that are dealing with the problem.....                                     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 28 |
| Refuse to protect the problem drinker so that employer and friends can learn about the problem.... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 29 |
| Urge the problem drinker to get into self-help programs.....                                       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 30 |
| Take their keys away from them if they insist on driving.....                                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 31 |
| Physically restrain them if they insist on driving.....  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 32 |
| When other measures fail, call the police to prevent their driving....                             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 33 |

	<u>Very True</u> <u>About Myself</u> 4	<u>Quite True</u> <u>About Myself</u> 3	<u>Somewhat</u> <u>True</u> <u>About Myself</u> 2	<u>Not True</u> <u>At All</u> <u>About Myself</u> 1	
I do not like to see anyone receive bad news.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	34
I feel confident when directing the activity of others.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	35
If I have a problem, I like to work it out alone.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	36
I like the feeling of speed....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	37
Rarely, if ever, do I do anything reckless.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	38
I spend a lot of time visiting friends.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	39
I believe the society we live in is pretty good the way it is.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	40
I enjoy helping people even if I don't know them very well.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	41
Trying to please people is a waste of time.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	42
If I can get away with it, I will break any law which I think is bad.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	43
Stupidity makes me angry.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	44

	<u>Very True</u> <u>About Myself</u> 4	<u>Quite True</u> <u>About Myself</u> 3	<u>Somewhat</u> <u>True</u> <u>About Myself</u> 2	<u>Not True</u> <u>At All</u> <u>About Myself</u> 1	
I am careful about the things I do because I want to have a long and healthy life.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	45
I believe in giving friends lots of help and advice.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	46
When I am doing something, I often worry about what other people will think.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	47
I would make a lot of changes in the laws of this country if I could.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	48
I usually try to share my problems with someone who can help me.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	49
I obey the law even when I am convinced it is in need of change.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	50
I think it is better to be quiet than assertive.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	51
I try to get out of helping other people if I can.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	52
I find that I sometimes forget to "look before I leap".....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	53
I will not go out of my way to behave in an approved way....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	54
If someone is in trouble, I try not to become involved.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	55

SECTION 4

1a. Do you currently drink any type of alcoholic beverage? ("X" CORRECT ANSWER AND FOLLOW INSTRUCTION TO THE RIGHT OF YOUR ANSWER.)

Yes.....  56-1 → PLEASE ANSWER Q.1b  
No.....  -2 → PLEASE RETURN ANSWER BOOK TO INTERVIEWER

1b. Would you please "X" the type or types of alcohol beverage you most frequently drink. (YOU MAY "X" MORE THAN ONE IF NECESSARY, THEN PLEASE ANSWER QUESTION 1c.)

Beer.....  57-1  
Liquor (straight or mixed).....  -2  
Wine (any kind).....  -3

1c. On how many days did you have something to drink in the past week?

58  
\_\_\_\_\_  
WRITE IN NUMBER. PLEASE ANSWER Q.1d

1d. What was the most you had on any one day?

59  
60  
\_\_\_\_\_  
WRITE IN NUMBER. PLEASE ANSWER Q.1e

1e. At an average social situation where alcoholic beverages are served, how many drinks do you ordinarily have?

61  
62  
\_\_\_\_\_  
WRITE IN NUMBER THEN RETURN ANSWER BOOK TO INTERVIEWER.