

## **Bar Patron Survey Questionnaires**

### **Question-By-Question Justification**

#### **Bar Entry Patron Questionnaire**

- Q1: This question will identify whether the respondent is a regular driver, an infrequent driver, or a non-driver.
- Q2: This question asks if the respondent will be driving that evening. Responses to this and the later alcohol use questions will allow determination of whether the respondent plans to combine driving with alcohol use. Moreover, comparison of the response to this question at bar entry to the response upon exit to an identical question (Q18) will identify if there was a change in driving plans during the time spent in the bar.
- Q3: This question asks the general frequency with which respondents consume alcohol. It will be used to differentiate regular drinkers from infrequent drinkers.
- Q4-5: These questions collect information on the respondent's drinking plans for that evening. Responses to the questions will be looked at in light of whether the respondent plans to drive that evening, the respondent's awareness of enforcement activity, and the respondent's perceived risk of an alcohol-impaired driver being stopped by police. The planned drinking quantity will also be compared to the number of drinks that the respondent actually consumed, which will be reported upon exit (Q20).
- Q6-7: These questions will identify the frequency with which respondents engage in problem drinking, as indicated by the number of drinks usually consumed during a typical day involving drinking (Q6), and the frequency of binge drinking (Q7).
- Q8-9: Q8 will collect information on the respondent's perceived risk of an alcohol-impaired driver being stopped by police. Q9 will take an alternative wording approach to the issue of perceived risk. Analyses will examine the relationship between perceived risk and both awareness of enforcement activity and planned behavior.
- Q10-13: These questions will collect information on awareness of enforcement activity. They will ask about awareness of the enforcement effort (Q10), perceived regularity of the enforcement effort (Q11), exposure to enforcement messages (Q12), and source of the messages (Q13).

Q14-16: These questions will collect information on age (Q14), ethnicity (Q15), and race (Q16). They will be used to assess whether there are demographic differences in enforcement activity awareness and perceived risk among the bar patron population.

Q17: This question asks what the respondent's zip code is, which will allow the study to identify whether the respondent resides in the community receiving the HVE intervention.

### **Bar Exit Patron Questionnaire**

Q18: This question asks if the respondent will be driving that evening. The response will be compared to the response provided to an identical question upon bar entry to see if there was a change. It also will be compared to the reported drinking behavior.

Q19: This question asks the frequency of drinking in bars/restaurants; providing an indication of how typical the respondent's behavior that evening is.

Q20: This question asks the number of drinks actually consumed, and will be compared to the planned drinking amount at entry to see if it changed during the course of the drinking episode.

Q21: This question repeats one of the perceived risk questions asked at entry. It will be used to assess whether perceived enforcement risk changes during the course of drinking.