

ATTACHMENT D

Question-By-Question Justification

Item	Explanation
1, 1a	These items are screening questions. An individual must be 18 or older and report having operated a motorcycle on the road in the past 30 days to be eligible to participate. If the impaired riding intervention occurs in conjunction with a special event, the respondent must have attended the event to be eligible to participate. Question 1a will only be asked if the impaired riding intervention occurs in conjunction with a special event.
2, 3	These items identify the motorcycle the respondent operates most often. It focuses the respondent on a particular vehicle when answering ensuing questions on drinking and riding. Anchoring these later questions to a specific vehicle is designed to improve the accuracy of the collected data. The data will also be used to ascertain if drinking and riding patterns, and responses to the drinking and riding intervention, vary by motorcycle type.
4, 6	These items ask how many miles respondents have operated a motorcycle in the past year, and how frequently respondents operate a motorcycle. Frequency of riding and mileage enable researchers to control for riding exposure in interpreting questions on riding behavior. Both of these questions will be asked because they touch on different aspects of riding exposure. A rider may ride many miles over a few long trips and not ride much at other times, for example, or may ride fewer miles a year but make more trips.
5, 7	Questions 6 and 7 ask if respondents ride more often for transportation or for recreation, and how often respondents ride at night. Impaired riding fatalities peak during nights and weekends, and these questions will identify if respondents ride during these high-risk times. They also identify the purpose of the respondent's riding, which may be associated with the likelihood that they would drink during a trip. Finally, these questions identify if the respondent tends to be on the road on a motorcycle during the times when the interventions will take place.
8	Question 8 asks how often respondents drink alcoholic beverages. This item will allow us identify if drinking and riding patterns, and responses to the drinking and riding intervention, vary between infrequent drinkers and those who drink more frequently (and those who are at a higher risk for riding impaired). If respondents do not ever drink alcoholic beverages, questions 9-11 on their self-reported drinking and riding behaviors are not relevant and will be skipped.

- 9 Question 9 measures the prevalence of riding a motorcycle within 2 hours of drinking alcohol. This item provides an objective measure of drinking and riding prevalence, (unlike Question 10, which asks for subjective information on perceived impairment), and enable researchers to track changes in drinking and riding prevalence before and after the intervention. An effective impaired riding intervention should reduce the number of drinking and riding trips.
- 10 This item asks about self-reported riding when the respondent is impaired by alcohol. It provides information on how often impaired riding trips occur, and enables researchers to track changes in impaired riding prevalence before and after the intervention. An effective impaired riding intervention should reduce the number of impaired riding trips.
- 11 Question 11 asks how often respondents have avoided operating a motorcycle because they felt they had too much to drink to ride safely. An effective impaired riding intervention should increase the frequency with which riders who drink avoid riding after drinking alcohol.
- 12, 16-17 These items ask respondents about the publicity program. Question 12 asks if respondents saw or heard of an impaired riding publicity program in general, and Questions 16 and 17 ask for recall of the specific ads and slogans used in the program.
- 13-15 These items ask respondents if they have seen or heard of impaired riding enforcement activities. Question 13 asks respondents if they have heard about enforcement efforts in general. Question 14 ask respondents if they have seen or heard anything about sobriety checkpoints or special DWI patrols, which are specific impaired driving enforcement approach found to be effective for reducing the occurrence of alcohol-impaired crashes. Question 15 asks respondents if they have personally seen or been stopped during these sobriety checkpoints or special DWI patrols.
- 18-19 These items focus on the perceived likelihood of riders being stopped by police if they have had too much to drink. An increase in likelihood should follow if a program is effective. Question 19a will be asked instead of Question 19 if the HVE occurs in conjunction with a special event. Because Question 19a asks respondents to compare police enforcement of alcohol-impaired riding to the last occurrence of the event, this question will only be asked if the special event has been held previously.
- 20, 22-23 Standard demographic questions.

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This question gives researchers an idea of the general geographic location where each respondent lives. It is possible that motorcycle riders might travel far from home to attend motorcycle-related events or other locations where impaired riding interventions occur, and thus knowing if respondents live nearby or far away can give a sense of how much exposure to the intervention respondents received.