

## NHTSA: DRUNK DRIVER/RIDER RESEARCH SURVEY

Thanks again for your willingness to participate in our survey. Over the course of the survey we will go fairly in-depth into some of your attitudes and behaviors regarding alcohol consumption. Remember, all of your responses will be completely anonymous and your answers will never be tied back to you. The survey will take about 20 more minutes to complete.

[PROVIDE SURVEY PROGRESS BAR LINKED TO QUESTION NUMBER]

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### Section 1: Consumer Understanding

1. We would like to understand how you see yourself along the following characteristics. Please indicate where you feel you fall on the following scales.  
[RANDOMIZE SCALES; ALLOW 1 RESPONSE PER ROW]

Set in my ways	Open to change
0	0
Pay no attention to my well-being and health	Pay close attention to my well-being and health
0	0
Trendsetting	Follow others' lead
0	0

Worry about money	0	0	0	0	0	0	0	Free-spending
Cautious	0	0	0	0	0	0	0	Adventurous
Logical	0	0	0	0	0	0	0	Emotional
Pessimistic	0	0	0	0	0	0	0	Optimistic
Active	0	0	0	0	0	0	0	Passive
Vocal	0	0	0	0	0	0	0	Quiet
Positive	0	0	0	0	0	0	0	Negative

2. On a scale of 1 to 7 where 1 means "Completely disagree" and 7 means "Completely agree," how much do you agree with each of the following statements about yourself?  
[RANDOMIZE ROWS; ALLOW 1 RESPONSE PER ROW]

	1 – Com pletel y disag ree							7 – Com pletel y agree
I feel best when I am safe and secure	1	2	3	4	5	6	7	
I enjoy taking risks	1	2	3	4	5	6	7	
I make decisions completely on my own	1	2	3	4	5	6	7	
I am a spiritual person	1	2	3	4	5	6	7	
I prefer what's familiar and comfortable to new and different	1	2	3	4	5	6	7	
I engage in holistic health practices (e.g., yoga, meditation, etc.)	1	2	3	4	5	6	7	
I have a demanding work schedule	1	2	3	4	5	6	7	
I like to host parties in my home	1	2	3	4	5	6	7	
I like to host parties outside of my home	1	2	3	4	5	6	7	
I enjoy extreme sports (e.g.,	1	2	3	4	5	6	7	

skydiving, mountain climbing, etc.)							
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3. On a scale of 1 to 7 where 1 means "Not at all likely" and 7 means "Extremely likely," how likely are you to do any of the following when [IF NON-MOTORCYCLE, PIPE "driving"; IF MOTORCYCLE, PIPE "riding"]. [RANDOMIZE ROWS; ALLOW 1 RESPONSE PER ROW]

	1 – Not at all likely							7 – Extre mely likel y
Drive 10 mph over the speed limit	1	2	3	4	5	6	7	
Drive 15 mph over the speed limit								
Drive 20 mph or more over the speed limit	1	2	3	4	5	6	7	
Drive without wearing a seatbelt	1	2	3	4	5	6	7	
[ASK OF MOTORCYCLISTS ONLY] Drive my motorcycle between cars	1	2	3	4	5	6	7	
[ASK OF MOTORCYCLISTS ONLY] Drive my motorcycle on the shoulder	1	2	3	4	5	6	7	
[ASK OF MOTORCYCLISTS ONLY] Do tricks on my motorcycle (e.g., wheelies, etc.)	1	2	3	4	5	6	7	
[ASK OF MOTORCYCLISTS ONLY] Ride without wearing a helmet	1	2	3	4	5	6	7	
[ASK OF MOTORCYCLISTS ONLY] Ride without wearing protective gear	1	2	3	4	5	6	7	
Violate other traffic laws (e.g., illegal U-turns, running red lights, etc.)	1	2	3	4	5	6	7	
Drive aggressively (e.g., tailgate, break-check, etc.)	1	2	3	4	5	6	7	
Yell or gesture to other drivers	1	2	3	4	5	6	7	
Drive or ride after drinking alcohol	1	2	3	4	5	6	7	

## Section 2: Alcohol Consumption

Thank you for your time so far. Next we'd like to understand your alcohol consumption.

4. How often do you usually drink each of the following types of alcoholic beverages?  
 [RANDOMIZE; ALLOW 1 RESPONSE PER ROW]

	More than once a week	Once a week	A few times a month	Once a month	Less than once a month	Never
Beer	1	2	3	4	5	6
Wine or wine coolers	1	2	3	4	5	6
Liquor (vodka, scotch, tequila, etc.)	1	2	3	4	5	6
Other alcoholic beverages	1	2	3	4	5	6

ASK Q5 IF Q4 LIQUOR≠6

5. In which of the following ways do you typically drink liquor? Please select all that apply.  
 [RANDOMIZE; ALLOW MULTIPLE RESPONSES]

As a shot	1
In a tumbler (on the rocks or without ice)	2
In a mixed drink with multiple types of alcohol (e.g., martini, cosmopolitan, etc.)	3
In a mixed drink with a non-alcoholic mixer (e.g., rum and Coke, vodka cranberry, etc.)	4
Other (Please Specify: _____)	98
I do not drink liquor	99

6. Where do you drink alcohol? Please identify all the locations where you at least sometimes drink alcohol, and then identify the location where you most commonly drink.  
 [RANDOMIZE LIST; ALLOW MULTIPLE RESPONSES]

	At least sometimes drink alcohol	Most common location
At a bar or club	1	1
At a restaurant	2	2
At home	3	3
At a friend's house	4	4
At a family member's house	5	5
When traveling (e.g., at an airport, hotel, or campground)	6	6
At an event (e.g., a concert, sporting event, etc.)	7	7
Other (Please Specify: _____)	98	98
None of the above	99	99

With whom do you usually drink alcohol? Please select all that apply.

[RANDOMIZE LIST; LOCK “ONLY BY MYSELF” TO TOP; ALLOW MULTIPLE RESPONSES]

I only drink alcohol by myself	97
My spouse or partner	1
My parents	2
My children	3
My extended family	4
My friends	5
My coworkers	6
A club or organization I belong to	7
Other people where I am drinking (unknown before the visit)	8
Other (Please Specify: _____)	98

7. For what reasons do you most commonly drink alcohol? Please select all that apply.  
[RANDOMIZE; ALLOW MULTIPLE RESPONSES]

To quench my thirst	1
To get a “buzz”	2
To get drunk	3
To complement a meal	4
It is good for my health	5
I enjoy the taste	6
To help me sleep	7
To help me feel comfortable in social situations	8
To help me unwind after a hard day	9
To complement an activity (e.g., watching sports, on a date, etc.)	10
To celebrate an event or holiday	11
Other people invite me to join them	12
To energize me before a social occasion	13
It is part of my cultural or religious background	14
It is part of my routine	15
It is something I enjoy with family or friends in a social setting	16
I am in a good mood	17
I am in a bad mood	18
I am bored	19
I don't know	97
Other (Please Specify: _____)	98
None of the above	99

8. On a scale of 1 to 7 where 1 means “Not at all likely” and 7 means “Extremely likely,” how likely would you be to drink heavily in the following situations?

[RANDOMIZE ROWS; ALLOW 1 RESPONSE PER ROW]

ANALYSIS NOTE: WE ARE USING “heavily” AS A WAY TO HAVE THEM SELF-IDENTIFY THEIR HEAVY DRINKING PSYCHOLOGICALLY NOT BEHAVIORALLY.

	1 – Not at all likely							7 – Extre mely likel y
For a special occasion or celebration	1	2	3	4	5	6	7	
After a stressful day	1	2	3	4	5	6	7	
When visiting with friends	1	2	3	4	5	6	7	
When visiting with family	1	2	3	4	5	6	7	
When watching a sporting event	1	2	3	4	5	6	7	
When watching a concert	1	2	3	4	5	6	7	
When going out to dinner	1	2	3	4	5	6	7	
When going out to a bar or club	1	2	3	4	5	6	7	
For a holiday	1	2	3	4	5	6	7	
When I am by myself	1	2	3	4	5	6	7	
After hearing bad news	1	2	3	4	5	6	7	
After hearing good news	1	2	3	4	5	6	7	
When I am traveling	1	2	3	4	5	6	7	

9. How do you usually get home when you have had multiple alcoholic beverages outside of your home? Please select all ways you have used to get home and the way you most commonly get home.

[RANDOMIZE LIST; ALLOW MULTIPLE RESPONSES]

	Ever Used	Most commonly used
I ride with a designated driver who had no alcoholic beverages	1	1
I ride with a non-drinker that was not serving as a designated driver	2	2
I use a taxi or car service	3	3
I use public transportation	4	4
I ride with a driver who had some alcohol but less than me	5	5
I ride with a driver who had as much alcohol as me	6	6
I ride with a driver who had more alcohol than me	7	7
I drive myself in a motor vehicle (e.g., car, truck, or SUV)	8	8

[ASK OF MOTORCYCLES ONLY] I ride my motorcycle	9	9
Other (Please Specify: _____)	98	98
None of the above	99	99

### Section 3: Attitudes towards Drinking and Driving

Next we'd like to understand your attitudes towards drinking and driving. Please be assured all of your answers are completely confidential.

10. On a scale of 1 to 7 where 1 means "Completely disagree" and 7 means "Completely agree," how much do you agree with each of the following statements about drinking and driving?

[RANDOMIZE ROWS; ALLOW 1 RESPONSE PER ROW]

	1 – Completely disagree	2	3	4	5	6	7 – Completely agree
It is okay to drive when you are "buzzed"	1	2	3	4	5	6	7
People who get arrested for drinking and driving rarely go to jail	1	2	3	4	5	6	7
People who get arrested for drinking and driving rarely have to pay a fine	1	2	3	4	5	6	7
Law enforcement focuses too much on drinking and driving rather than other more serious crimes	1	2	3	4	5	6	7
Getting a DUI (Driving Under the Influence) or DWI (Driving While Intoxicated) is a serious offense	1	2	3	4	5	6	7
Getting a DUI or DWI conviction would have a large impact on my life	1	2	3	4	5	6	7
Getting charged with a DUI or DWI would have a large impact on my life	1	2	3	4	5	6	7
I am responsible for taking care of myself when I am drinking	1	2	3	4	5	6	7
I will take the keys away from others to prevent them from driving after drinking	1	2	3	4	5	6	7
I would not like asking for rides after drinking alcohol	1	2	3	4	5	6	7
I would not like to admit that I should not drive because of how much I have had to drink	1	2	3	4	5	6	7

I would not like to leave my vehicle behind after drinking to get another ride	1	2	3	4	5	6	7
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Which of the following outcomes would be most concerning if you were to drink and drive?  
Please select the *top three* most concerning situations.

[RANDOMIZE; ALLOW UP TO 3 RESPONSES]

Getting arrested	1
Going to jail	2
Losing my license	3
Getting fined	4
Spending money on court costs or a lawyer	5
Receiving lawsuits from injured parties	6
Having higher insurance rates	7
Impacting my family life	8
Impacting my friendships	9
Losing my job	10
Changing other people's opinions of me	11
Having a DUI or DWI on my record	12
Not being able to get another job	13
Other (Please Specify: _____)	98
None of the above	99

11. Which of the below situations have you ever encountered regarding driving while under the influence of alcohol?

[ALLOW MULTIPLE RESPONSES]

	Yes	No
I have been pulled over for driving under the influence but was released	1	2
I have been pulled over for driving under the influence, was arrested, charged, and disciplined (fined, community service, taken to jail, revoked license, etc.)	1	2

ASK Q14 IF Q13="YES" FOR EITHER OPTION

12. Which of the following describes how you felt after being pulled over for driving under the influence of alcohol? Please select all that apply.  
 [RANDOMIZE ROWS; ALLOW MULTIPLE RESPONSES]

Embarrassed	1
Ashamed	2
Angry	3
Sad	4
Surprised	5
Proud	6
Frustrated	7
Indifferent	8
Excited	9
Scared	10
Nervous	11
Calm	12
Amused	13
Other (Please Specify: _____)	98
None of the above	99

13. How strict do you feel law enforcement in your community currently is apprehending drunk drivers? On a scale of 1 to 7 where 1 means "Extremely lenient" and 7 means "Extremely strict," please provide a rating  
 [ALLOW 1 RESPONSE]

1 – Extremely lenient							7 – Extremely strict
1	2	3	4	5	6	7	

14. How strict do you feel law enforcement should be regarding drinking and driving? On a scale of 1 to 7 where 1 means "Extremely lenient" and 7 means "Extremely strict," please provide a rating  
 [ALLOW 1 RESPONSE]

1 – Extremely lenient							7 – Extremely strict
1	2	3	4	5	6	7	

15. On a scale of 1 to 7 where 1 means "Not at all severe" and 7 means "Extremely severe," how severe an offense is a DUI or DWI arrest?  
 [ALLOW 1 RESPONSE]

1 – Not at all serious							7 – Extremely
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								serious
1	2	3	4	5	6	7		

#### Section 4: Outside influencers

Thank you for your thoughtful responses. We are next going to ask you about what influences your thoughts about drinking and driving.

16. On a scale of 1 to 7 where 1 means “Completely disagree” and 7 means “Completely agree,” how much do you agree with the following statements regarding your friends and family members’ attitudes towards drinking and driving?

[RANDOMIZE ROWS; ALLOW 1 RESPONSE PER ROW]

	1 – Com pletel y disag ree							7 – Com pletel y agree
Most of my friends are strongly against drinking and driving	1	2	3	4	5	6	7	
Most of my family members are strongly against drinking and driving	1	2	3	4	5	6	7	
I have friends that sometimes talk me into driving after I have had alcohol	1	2	3	4	5	6	7	
I have friends that will pick me up if I have had alcohol	1	2	3	4	5	6	7	
I have family members that sometimes talk me into driving after I have had alcohol	1	2	3	4	5	6	7	
I have family members that will pick me up if I have had alcohol	1	2	3	4	5	6	7	

17. On a scale of 1 to 7 where 1 means “Not at all likely” and 7 means “Extremely likely,” how likely would the following be to change your opinions and behavior regarding drinking and driving?

[RANDOMIZE ROWS; ALLOW 1 RESPONSE PER ROW]

	1 – Not at all likely							7 – Extre mely likel y
Advertising about increased enforcement	1	2	3	4	5	6	7	
Advertising about the dangers of drinking and driving	1	2	3	4	5	6	7	
Local news stories about crashes	1	2	3	4	5	6	7	

National news stories about crashes	1	2	3	4	5	6	7
Stories about crashes from family or friends	1	2	3	4	5	6	7
A friend or family member was in an crash	1	2	3	4	5	6	7
Hearing or reading facts and statistics about the number of crashes or fatalities	1	2	3	4	5	6	7
Advertising about increased enforcement, plus increased presence of police	1	2	3	4	5	6	7
Social media postings about increased enforcement	1	2	3	4	5	6	7
Social media postings about the dangers of drinking and driving	1	2	3	4	5	6	7
Social media postings about increased enforcement, plus increased presence of police	1	2	3	4	5	6	7

18. Through which of the following have you ever seen or heard advertising that publicized the dangers of drinking and driving? Please select all that apply.  
 [RANDOMIZE ROWS; ALLOW MULTIPLE RESPONSES]

Local newspapers	1
National newspapers	2
Magazines	3
National or cable television network	4
Local television network	5
Radio	6
Billboards	7
Posters in bars or restaurants	8
Posters in government offices (e.g., DMV, license plate office, courthouse)	9
Online	10
Other (Please Specify: _____)	98
I have not seen advertising about drinking and driving	99

19. Through which of the following have you seen or heard advertising that publicized the dangers of drinking and driving in the past three months? Please select all that apply.  
 [RANDOMIZE ROWS; ALLOW MULTIPLE RESPONSES]

[PIPE RESPONSES FROM Q20]	
I have not seen advertising recently	99

For the next few questions, please think about any advertising about drinking and driving you have seen before.

ASK Q22-Q31 IF Q21≠99

### **UNAIDED AWARENESS**

20. What do you remember about these ads? Please be as specific as possible.  
[RECORD VERBATIM RESPONSE; PROVIDE OPT-OUT CHECK BOX FOR “I don’t remember”]

### **AIDED AWARENESS**

21. Including the items you just mentioned, which of the following do you recall seeing in these advertisements? Please select all that apply.  
[RANDOMIZE ROWS; ALLOW MULTIPLE RESPONSES]

State law enforcement officers	1
Local law enforcement officers	2
A person getting pulled over by law enforcement officers	3
A person getting in an accident	4
A fatality because of an accident	5
A person getting arrested	6
A person in jail	7
A person getting tested for sobriety	8
“Drive sober or get pulled over” slogan	9
“They’ll see you before you see them” slogan	10
Facts or statistics about drinking and driving	11
Children or teenagers	12
Other (Please Specify: _____)	98
None of the above	99
I do not remember	97

ASK Q24-Q26 IF Q23≠97 OR 99

22. On a scale of 1 to 7 where 1 means “Not at all influential” and 7 means “Extremely influential,” how influential were the following aspects of the commercials on your attitudes?  
[RANDOMIZE ROWS; ALLOW 1 RESPONSE PER ROW]

	1 – Not at all influential							7 – Extremely influential
PIPE SELECTIONS FROM Q23	1	2	3	4	5	6	7	

23. On a scale of 1 to 7 where 1 means “Not at all influential” and 7 means “Extremely influential,” how influential were the following aspects of the commercials on your behaviors?

[RANDOMIZE ROWS; ALLOW 1 RESPONSE PER ROW]

	1 – Not at all influent ial							7 – Extrem ely influent ial
PIPE SELECTIONS FROM Q23	1	2	3	4	5	6	7	

On a scale of 1 to 7 where 1 means “Not at all thought-provoking” and 7 means “Extremely thought-provoking,” how thought-provoking were the following aspects of the commercials?

[RANDOMIZE ROWS; ALLOW 1 RESPONSE PER ROW]

	1 – Not at all thought - provoki ng							7 – Extrem ely thought - provoki ng
PIPE SELECTIONS FROM Q23	1	2	3	4	5	6	7	

24. On a scale of 1 to 7 where 1 means “Completely disagree” and 7 means “Completely agree,” how much do you agree with the following statements concerning advertising about drinking and driving?

[RANDOMIZE ROWS; ALLOW 1 RESPONSE PER ROW]

	1 – Com pletel y disag ree							7 – Com pletel y agree
They do not apply to me	1	2	3	4	5	6	7	
They are just trying to scare me	1	2	3	4	5	6	7	
They show too much blood or gore	1	2	3	4	5	6	7	
The situations they show are not believable	1	2	3	4	5	6	7	
They are not realistic enough to be taken seriously	1	2	3	4	5	6	7	
They make light of a serious situation	1	2	3	4	5	6	7	
They make me think differently when I am considering driving under the influence of alcohol	1	2	3	4	5	6	7	
I continue to think about the advertising	1	2	3	4	5	6	7	

25. On a scale of 1 to 7 where 1 means "Not communicated well at all" and 7 means "Communicated extremely well," how well were the following messages communicated in the advertisements you have seen?

[RANDOMIZE ROWS; ALLOW 1 RESPONSE PER ROW]

	1 – Not communicated well at all							7 – Communicated extremely well
Law enforcement is cracking down all the time	1	2	3	4	5	6	7	
Law enforcement is cracking down around holidays or special events	1	2	3	4	5	6	7	
You can seriously hurt or kill someone when drinking and driving	1	2	3	4	5	6	7	
A DUI or DWI can affect your whole family	1	2	3	4	5	6	7	
A DUI or DWI can ruin your life (lose your job, lose a scholarship, etc.)	1	2	3	4	5	6	7	
Drinking and driving can lead to a gory or bloody accident	1	2	3	4	5	6	7	

26. Do you recall seeing or hearing advertising about drinking and driving near these time periods? Please select all that apply.

[RANDOMIZE ROWS; ALLOW MULTIPLE RESPONSES]

In the winter	1
In the spring	2
In the summer	3
In the fall	4
Around the 4 <sup>th</sup> of July	5
Around Christmas or New Years	6
Around Labor Day	7
Around Saint Patrick's Day	8
Around Halloween	9
Around Cinco de Mayo	10
Around the Super Bowl	11
[LOCK TO BOTTOM] Around other holidays	12
Other (Please Specify: _____)	98
I do not remember	97

27. Based on the ads you have seen recently, have your feelings about drinking and driving changed? On a scale of 1 to 7 where 1 means “My feelings have not changed at all” and 7 means “My feelings have changed completely,” please provide a rating. [RANDOMIZE ROWS; ALLOW 1 RESPONSE]

1 – My feelings have not changed at all	2	3	4	5	6	7 – My feelings have changed completely
1	2	3	4	5	6	7

28. Based on these advertisements, how did your behavior regarding drinking and driving change? Please select all that apply. [RANDOMIZE ROWS; ALLOW MULTIPLE RESPONSES]

I will never drink and drive	1
I only drive if I have had one or two alcoholic beverages	2
I only drive if I have had beer or wine and not liquor	3
I do not let my friends or family members drink and drive	4
I have a designated driver when I go out	5
I call a cab when I go out	6
Other (Please Specify: _____)	98
My behavior has not changed – I <i>will still</i> drive regardless of how much alcohol I consumed	99
My behavior has not changed – I never drive when I have had alcohol	96

## Section 6: Additional Profiling

Thanks for sticking with us. Lastly, we'd like to ask about yourself and your free-time activities.

29. Which of the following activities do you do during your free time? Please select all that apply. [RANDOMIZE LIST; ALLOW MULTIPLE RESPONSES]

Going to movies	1
Working out at a gym or fitness club	2
Shopping at clothing boutiques	3
Going out to eat	4
Going to bars or nightclubs	5
Yard work or Gardening	6
Shopping at malls	7

Going to arts events (e.g., theater, art shows, etc.)	8
Going to see/hear live music	9
Going to museums	10
Travelling	11
Home improvement	12
Yoga or Pilates	13
Playing games (e.g. board games, cards, poker, etc.)	14
Playing video games	15
Watching movies at home	16
Reading	17
Trying out new technology	18
Outdoor sports/activities	19
Crafts (e.g., sewing, crochet knitting, etc.)	20
Cooking	21
Running/jogging	22
Going to sporting events	23
Social media	24
Other (Please Specify: _____)	98
None of these	99

30. What type of television programming do you watch? Please select all that apply.  
 [RANDOMIZE LIST; ALLOW MULTIPLE RESPONSES]

Business	1
Fashion	2
Arts	3
Music	4
Comedy	5
Soap Operas	6
Game shows	7
Movies	8
Youth-oriented programming	9
Home improvement shows	10
How-to/DIY shows	11
Reality TV	12
Sitcoms	13
Talk shows	14
Sports	15
Late night talk shows	16
Drama	17
Local or national news	18
Other (Please Specify: _____)	98
I do not watch television	97

None of these	99
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31. What types of music/radio format do you most frequently listen to? Please select all that apply.

[RANDOMIZE LIST; ALLOW MULTIPLE RESPONSES]

Classic rock	1
Modern rock	2
Indie	3
Hip-hop	4
R&B	5
Electronic	6
Jazz	7
Classical	8
Hispanic	9
Metal	10
Country	11
News	12
Talk radio	13
Sports	14
NPR	15
Online radio	16
Satellite radio	17
Other (Please Specify: _____)	98
I do not listen to music on the radio	97
None of these	99

Which of the following activities do you do online? Please select all that apply.

[RANDOMIZE LIST; ALLOW MULTIPLE RESPONSES]

Online banking	1
Online investing/stock trading	2
Streaming or downloading music	3
Streaming or downloading video	4
Instant messaging/chat	5
Email	6
Read sports scores	7
Read sports news	8
Job hunting	9
Read blogs and forums	10
Shopping	11
Auctions	12
Online dating	13
Social networking	14

Other (Please Specify: _____)	98
None of these	99

ASK Q36 IF Q35=14

32. Which of the following social networks do you use regularly? Please select all that apply.  
[RANDOMIZE LIST; ALLOW MULTIPLE RESPONSES]

Facebook	1
Twitter	2
YouTube	3
LinkedIn	4
Pinterest	5
Google+	6
Foursquare	7
Tumblr	8
Snapchat	9
Instagram	10
Other (Please Specify: _____)	98
I do not use social networking websites	97
None of these	99

What kind of smartphone, if any, do you own?

[RANDOMIZE LIST; ALLOW 1 RESPONSE]

iPhone	1
Android	2
Blackberry	3
Windows	4
Symbian	5
Other (Please Specify: _____)	98
I do not own a smartphone	97
None of these	99

33. Which of the following best describes where you live? Please select one response.  
[ALLOW 1 RESPONSE]

Urban area	1
Suburban	2
Small town	3
Rural	4
None of these	99

34. What is the highest level of education you completed? Please select one response.  
[ALLOW 1 RESPONSE]

Some high school	1
High school	2
Trade or vocational school	3
Associate's degree	4
Some college	5
Bachelor's degree	6
Some graduate school	7
Graduate degree	8
Other	98
I prefer not to answer	96

35. What is your employment status? Please select one response.  
 [ALLOW ONE RESPONSE]

Full time	1
Part-time	2
Unemployed looking for full time	3
Unemployed looking for part-time	4
Unemployed but not currently looking	5
Retired	6
Student	7
On leave or sabbatical	8
Other	98
I prefer not to answer	96

36. Which of the following best describes your job?  
 [ALLOW 1 RESPONSE]

Executive	1
White collar/office	2
Blue collar/trade	3
Service industry	4
Retail	5
Agriculture or farming	6
Mining	7
Industrial	8
Educator	9
Other	98
None of these	99
I prefer not to answer	96

37. Which of the following best describes your marital status?  
 [RANDOMIZE OPTIONS; ALLOW 1 RESPONSE]

Single / never married	1
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Married	2
Live with partner	3
Divorced	4
Separated	5
Widowed	6
Other	98
I prefer not to answer	96

How many children under the age of 18, if any, are living in your household at least half of the time or consider it their primary residence?

[RECORD NUMERIC RESPONSE]

None	1
1	2
2	3
3	4
4	5
5 or more	6

Thank you very much for taking the time to complete our survey. Your responses are greatly appreciated.

**ANALYSIS NOTE: ANALYSIS AMONG AGE GROUPS, DIFFERENT ETHNICITIES, AND ADDITIONAL DEMOGRAPHICS FROM THE SCREENER WILL BE CONDUCTED ON MAIN SURVEY FINDINGS**