Appendix E
Justification for survey questions
Impaired Driving Survey
Form 1322

Item numbers 1 – 6

Standard demographic questions used to conduct post-stratification weighting of the sample to U.S Census data to reduce sample bias.

Item number 3

For sampling purposes, it is essential to know the general geographic location in which each participant lives. This will let the research team know if the participants reside in the program areas.

Item number 7

Frequency of driving enables researchers to control for driving exposure and to gauge the actual frequency of certain driving behaviors in subsequent questions.

Item number 8

This question identifies the vehicle the respondent usually drives. It focuses the respondent on a particular type of vehicle when answering the survey questions.

Item numbers 9 - 12

These questions examine self-reported alcohol-impaired-driving (i.e., drunk driving) behaviors and associated events. These questions are important because the evaluation does not include a behavioral outcome measure for alcohol-impaired-driving, and will rely on this index, as well as alcohol-involved fatalities, injuries, and crashes, to gauge the impact of the program on change in alcohol-impaired-driving behavior.

Item numbers 13 - 17

These questions assess participant awareness of alcohol-impaired-driving (i.e., drunk driving) enforcement and program activities, as well as the participant's perceived likelihood of getting stopped by the police for violating the law. These questions are important because they capture any changes in general deterrence associated with the program activity.

Item number 18

This question collects the participant's self-reported support for alcohol-impaired-driving (i.e., drunk driving) enforcement in the community. This is a key question because one of the main purposes of the program is to increase public support for enforcement.

Item numbers 19 - 29

These items capture the participant's exposure to community-oriented enforcement activities (e.g., law enforcement talking with community members in informal settings to discuss the importance of traffic law enforcement), and the participant's involvement in community activities organized by the law enforcement (e.g., community meetings). This series of questions is critical because the program is designed to engage in community-oriented law enforcement activities to increase public support for alcohol-impaired-driving enforcement.