# CDC Enhanced Message Development Audience Segmentation Survey

**[INTRO LANGUAGE]**

We would like to ask you some questions to determine your eligibility to participate in a survey sponsored by the Centers for Disease Control and Prevention (CDC). This eligibility survey should take about one minute to complete. Throughout the survey, please do not use your browser’s back button to view previous questions. This may invalidate your responses and end your survey.

**[TERMINATION LANGUAGE]**

Thank you for completing this eligibility survey. Unfortunately, based on the responses you provided, you do not meet the specifications we are looking for in this study. We appreciate your time today answering these questions.

## Section 1: Screener

**Question Type:** Single Punch

**Variable Name:** Q1

**Variable Label:** Q1: Sex

**Variable Text:** What is your sex?

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Male |
| 2 | Female |
| 99 | Refused |

**// If Q1= 99 then SOFT PROMPT: Please provide an answer to this question. //**

**// If Q1 =1, then skip to Q3 //**

**Question Type:** Single Punch

**Name:** Q2

**Variable Label: Q2: Pregnancy Status**

**Variable Text: To your knowledge are you** currently **pregnant?**

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Yes |
| 2 | No |
| 3 | Not sure |
| 99 | Refused |

**// If Q2 = 1 OR 3 OR 99 then TERMINATE. //**

**Question Type:** Drop Down

**Variable Name:** Q3

**Variable Label:** Q3: Age

**Variable Text:** What is your age in years?

|  |  |
| --- | --- |
| Value | Value Label |
| 1 | Under 18 |
| 2 | 18 |
| 3 | 19 |
| … | … |
| xx | 75 |
| xx | 76 or older |
| 99 | Refused |

**//TERMINATE If Q3=17–20 or Q3= 65–76//**

**// If Q3= 99 then SOFT PROMPT: Please provide an answer to this question. //**

**Question Type:** Drop Down

**Variable Name:** Q4

**Variable Label:** Q4: Days of Drinking

**Variable Text:** During the past 30 days, how many days did you have at least one drink of any alcoholic beverage such as beer, wine, a malt beverage, or liquor?

|  |  |
| --- | --- |
| Value | Value Label |
| 1 | 0 days |
| 2 | 1 day |
| 3 | 2 days |
| 4 | 3 days |
| … | … |
| 31 | 30 days |
| 99 | Refused |

**//TERMINATE if Q4=1 //**

**// If Q4= 99 then SOFT PROMPT: Please provide an answer to this question. //**

**Question Type:** Drop Down

**Variable Name:** Q5

**Variable Label:** Q5: Average Drinks

**Variable Text:** One drink is equivalent to a 12-ounce beer, a 5-ounce glass of wine, or a drink with one shot of liquor. During the past 30 days, on the days when you drank, about how many drinks did you drink on average?

NOTE: A pitcher of beer counts as five drinks, or a cocktail drink with two shots counts as two drinks.

|  |  |
| --- | --- |
| Value | Value Label |
| 1 | 1 drink |
| 2 | 2 drinks |
| 3 | 3 drinks |
| 4 | 4 drinks |
| 5 | 5 drinks |
| 6 | 6 drinks |
| 7 | 7 drinks |
| 8 | 8 drinks |
| 9 | 9 drinks |
| 10 | 10 drinks |
| 11 | 11 drinks |
| 12 | 12 drinks |
| 13 | 13 drinks |
| 14 | 14 drinks |
| 15 | 15 drinks |
| 16 | More than 15 drinks |
| 99 | Refused |

**// If Q5= 99 then SOFT PROMPT: Please provide an answer to this question. //**

**// If Q5= 1 then program to show Q6A, if Q5= 2 then program to show Q6B. //**

**///If respondent selected Q1 = 1, then only show them Q6A.**

**If respondent selected Q1 = 2, then only show them Q6B. ///**

**Question Type:** Drop Down

**Variable Name:** Q6A

**Variable Label:** Q6A: MALE: Frequency of Binge Drinking

**Variable Text:** Considering all types of alcoholic beverages, how many times during the past 30 days did you have five or more drinks on an occasion? An “occasion” is defined as period of two to three hours.

|  |  |
| --- | --- |
| Value | Value Label |
| 1 | 0 times |
| 2 | 1 time |
| 3 | 2 times |
| 4 | 3 times |
| … | … |
| 31 | 30 times |
| 99 | Refused |
| 100 | Valid Skip |

**// // If Q6A= 99 then SOFT PROMPT: Please provide an answer to this question. //**

**Question Type:** Drop Down

**Variable Name:** Q6B

**Variable Label:** Q6B: FEMALE: Frequency of Binge Drinking

**Variable Text:** Considering all types of alcoholic beverages, how many times during the past 30 days did you have four or more drinks on an occasion? An “occasion” is defined as period of two to three hours.

|  |  |
| --- | --- |
| Value | Value Label |
| 1 | 0 times |
| 2 | 1 time |
| 3 | 2 times |
| 4 | 3 times |
| … | … |
| 31 | 30 times |
| 99 | Refused |
| 100 | Valid Skip |

**// // If Q6B= 99 then SOFT PROMPT: Please provide an answer to this question. //**

**Question Type:** Drop Down

**Variable Name:** Q7

**Variable Label:** Q7: Largest Volume of Drinking

**Variable Text:** During the past 30 days, what was the largest number of drinks you had on any one occasion? An “occasion” is defined as period of two to three hours.

|  |  |
| --- | --- |
| Value | Value Label |
| 1 | 1 drink |
| 2 | 2 drinks |
| 3 | 3 drinks |
| 4 | 4 drinks |
| 5 | 5 drinks |
| 6 | 6 drinks |
| 7 | 7 drinks |
| 8 | 8 drinks |
| 9 | 9 drinks |
| 10 | 10 drinks |
| 11 | 11 drinks |
| 12 | 12 drinks |
| 13 | 13 drinks |
| 14 | 14 drinks |
| 15 | 15 drinks |
| 16 | More than 15 drinks |
| 99 | Refused |

**Survey Eligibility**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | **ELIGIBLE** | **INELIGIBLE, TERMINATE** | |
| **Q#** | **Item/Calculation** | **EXCESSIVE DRINKERS** | **NON-EXCESSIVE DRINKERS** | **REFUSALS** |
| **Q4 \* Q5** | **COMPOSITE SCORE for heavy drinking** | >60 for males (Q1 = 1)  >30 for females (Q1 = 2) | ≤60 for males (Q1 = 1)  ≤30 for females (Q1 = 2) | Refuses any item Q1 – 5 |
|  |  | **OR** | **AND** |
| **Q6A** | **Male Binge Frequency** | 1 or more times | 0 times |
| **Q6B** | **Female Binge Frequency** | 1 or more times | 0 times |
|  |  |  |  |

**//If Eligible = 1, CONTINUE; If Eligible =0, TERMINATE//**

**//PAGE BREAK//**

We are inviting you to take part in a research study. This will involve completing a web-based survey that asks questions about your knowledge and attitudes about consuming alcohol. It should take you about 10–12 minutes to complete. This study is sponsored by the Centers for Disease Control and Prevention (CDC).

There are neither risks nor benefits to you taking part in this survey. Any compensation you receive is a small token to thank you for taking part, if you choose to do so.

Your participation is voluntary. This means that you are free to choose not to take part or to skip certain questions. There is no penalty if you choose not to respond. However, your complete participation will help enhance messages and materials for adult drinkers. It is important that as many adults respond to this survey as possible so that the information we get is complete.

Your personal information will be kept separate from your survey responses. Government personnel will not have access to your name, address, or email address; they will only have access to your responses. Government personnel will not be able to trace your responses back to you. Responses will be reported only for the whole group. If you have any questions about this survey at any time, please contact the survey administrator by emailing [pi@forsmarshgroup.com](mailto:pi@forsmarshgroup.com). Please include the subject “Alcohol Attitudes Study.”

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | I wish to continue |
| 0 | I do not wish to continue |
| 99 | Refused |

**//If 0 or 99, TERMINATE.////If 1, Proceed to next page.//**

## Section 2: Knowledge Attitudes and Beliefs About Excessive Drinking

Consider this information:

//PROGRAM IMAGE[[1]](#footnote-1) //

****

\*

**\*An “occasion” is defined as period of two to three hours.**

**Question Type:** Randomized Grid

**Variable Text:** To what extent do you agree or disagree with the following statements?

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Variable Text** | **Variable Label** |
| Q8A | Excessive drinking is harmful to your health. | Q8A: Risk: Harm to Individual |
| Q8B | Excessive drinking increases the risk of cancer. | Q8B: Risk: Cancer |
| Q8C | Excessive drinking increases the risk of violence. | Q8C Risk: Violence |
| Q8D | People who drink excessively put themselves at risk for serious health problems. | Q8D Risk: Serious Health Problems |
| Q8E | Excessive drinking is dangerous. | Q8E: Risk: Danger |
| Q8F | Excessive drinking is an important public health problem. | Q8F Risk: Public Health Problem |

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Strongly Disagree |
| 2 | Disagree |
| 3 | Neither Agree or Disagree |
| 4 | Agree |
| 5 | Strongly Agree |
| 99 | Refused |

**Question Type:** Randomized Grid

**Variable Text:** To what extent do you agree or disagree with the following statements?

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Variable Text** | **Variable Label** |
| Q9A | Excessive drinking is acceptable as long as you are not doing something dangerous. | Q9A Acceptable: Not Dangerous |
| Q9B | Excessive drinking is acceptable during a social occasion, like a party, wedding, or sports game. | Q9B Acceptable: Social Occasion |
| Q9C | As long as you are not harming other people, I don’t see a problem with excessive drinking. | Q9C: Acceptable: Not Harming Others |
| Q9D | In my opinion, excessive drinking is not a problem as long as you’re not putting other people at risk. | Q9D: Acceptable: Others Not at Risk |
| Q9E | In my opinion, it is acceptable for adults of drinking age to drink excessively as long as it is in an appropriate setting. | Q9E: Acceptable: Appropriate Setting |
| Q9F | Excessive drinking is acceptable when your friends and/or family are drinking excessively, too. | Q9F: Friends and Family Drinking Excessively |

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Strongly Disagree |
| 2 | Disagree |
| 3 | Neither Agree or Disagree |
| 4 | Agree |
| 5 | Strongly Agree |
| 99 | Refused |

## Section 3: Motivators or Drivers for Excessive Drinking

One drink is equivalent to a 12-ounce beer, a 5-ounce glass of wine, or a drink with one shot of liquor. An occasion is defined as a period of two to three hours.

**Question Type:** Randomized Grid

**Variable Text:** To what extent do you agree or disagree with the following statements?

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Variable Text** | **Variable Label** |
| Q10A | I never turn down a free drink. | Q10A: Economics: Accept Free Drink |
| Q10B | I consume more drinks when there are deals or discounts on alcohol, such as during happy hour or with an offer of bottomless drinks. | Q10C: Economics: Drink More During Deals |

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Strongly Disagree |
| 2 | Disagree |
| 3 | Neither Agree or Disagree |
| 4 | Agree |
| 5 | Strongly Agree |
| 99 | Refused |

**Question Type:** Randomized Grid

**Variable Text:** Think about times in the past when you drank too much. To what extent do you agree or disagree with the following statements?

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Variable Text** | **Variable Label** |
| Q11A | I drank to feel at ease in a group. | Q11A: Social: Confidence in a Group |
| Q11B | I drank to feel more self-confident. | Q11B: Social: Self-Confidence |
| Q11C | I drank to ease conversations with someone I was romantically interested in. | Q11C: Social: Romance |
| Q11D | I drank to celebrate a special occasion. | Q11D: Social: Celebration |
| Q11E | I drank because it made social gatherings more fun. | Q11E: Social: Fun |
| Q11F | I drank to feel included. | Q11F: Social: Fear of Being Left Out |
| Q11G | I drank because I was with family or friends who were drinking, too. | Q11G: Social: Friends/Family |

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Strongly Disagree |
| 2 | Disagree |
| 3 | Neither Agree or Disagree |
| 4 | Agree |
| 5 | Strongly Agree |
| 99 | Refused |

**Question Type:** Randomized Grid

**Variable Text:** Again, think about times in the past when you drank too much. To what extent do you agree or disagree with the following statements?

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Variable Text** | **Variable Label** |
| Q12A | I drank to relax. | Q12A: Emotions: Relax |
| Q12B | I drank because I was sad. | Q12B: Emotions Sad |
| Q12C | I drank because I was angry. | Q12C: Emotions: Angry |
| Q12D | I drank to escape from my everyday problems. | Q12D: Emotions: Escape Problems |
| Q12E | I drank to deal with feelings of despair. | Q12E: Emotions: Despair |
| Q12F | I drank to dull pain and discomfort. | Q12F: Emotions: Pain |
| Q12G | I drank because I was bored. | Q12G: Emotions: Boredom |

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Strongly Disagree |
| 2 | Disagree |
| 3 | Neither Agree or Disagree |
| 4 | Agree |
| 5 | Strongly Agree |
| 99 | Refused |

**Question Type:** Randomized Grid

**Variable Text:** Once more, think about times in the past when you drank too much. To what extent do you agree or disagree with the following statements?

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Variable Text** | **Variable Label** |
| Q13A | I drank because I enjoyed the feeling of getting drunk or buzzed. | Q13A: Enjoyment: Feeling Buzzed |
| Q13B | I drank because I enjoyed trying out new drinks. | Q13B: Enjoyment: New Drinks |
| Q13C | I drank because I enjoyed the experience of visiting new wineries, distilleries, or breweries. | Q13C: Enjoyment: New Places with Alcohol |
| Q13D | I drank because I enjoyed the taste. | Q13D: Enjoyment: Taste |

## Section 4: Evaluation of Personal Health Status and Drinking Behavior

**Question Type:** Randomized Grid

**Variable Text:** How likely are you to drink too much in the following contexts?

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Variable Text** | **Variable Label** |
| Q14A | At your home | Q14A: Context: Home |
| Q14B | In public (e.g., at bars, restaurants, at parties) | Q14B: Context: Public |
| Q14C | During meals | Q14C: Context: Meals |
| Q14D | When alone | Q14D: Context: Alone |
| Q14E | With others | Q14E: Context: With Others |

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Very Unlikely |
| 2 | Unlikely |
| 3 | Neither Likely or Unlikely |
| 4 | Likely |
| 5 | Very Likely |
| 99 | Refused |

**Question Type:** Grid

**Variable Text:** How likely are you to drink too much alcohol on a…?

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Variable Text** | **Variable Label** |
| Q15A | Monday | Q15A: Day of the Week: Monday |
| Q15B | Tuesday | Q15B: Day of the Week: Tuesday |
| Q15C | Wednesday | Q15C: Day of the Week: Wednesday |
| Q15D | Thursday | Q15D: Day of the Week: Thursday |
| Q15E | Friday | Q15E: Day of the Week: Friday |
| Q15F | Saturday | Q15F: Day of the Week: Saturday |
| Q15G | Sunday | Q15G: Day of the Week: Sunday |

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Very Unlikely |
| 2 | Unlikely |
| 3 | Neither Likely or Unlikely |
| 4 | Likely |
| 5 | Very Likely |
| 99 | Refused |

**Question Type:** Randomized Grid

**Variable Text:** Think about times in the past when you drank too much. How frequently did you drink each of the following types of alcohol?

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Variable Text** | **Variable Label** |
| Q16A | Wine | Q16A: Alcohol Type: Wine |
| Q16B | Beer | Q16B: Alcohol Type: Beer |
| Q16C | Liquor/distilled spirits only (i.e., no chaser or mixer included) | Q16C: Alcohol Type: Liquor |
| Q16D | Cocktails or mixed drinks | Q16D: Alcohol Type: Cocktails or Mixed Drinks |
| Q16E | Malt beverages (e.g., hard lemonade, alcopops) | Q16E: Alcohol Type: Malt beverages |
| Q16F | Other (please specify): \_\_\_\_\_ | Q16Q16F: Alcohol Type: Other |

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Never |
| 2 | Rarely |
| 3 | Sometimes |
| 4 | Very Often |
| 5 | Always |
| 99 | Refused |

**Question Type:** Randomized Grid

**Variable Text:** To what extent do you agree or disagree with the following statements?

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Variable Text** | **Variable Label** |
| Q17A | I don’t think I drink too much. | Q17A: Precon: Not too much |
| Q17B | Pressure from my peers to drink too much would make it hard for me to drink less. | Q17B: Precon: Pressure from peers |
| Q17C | There is no need for me to think about drinking less. | Q17CD: Precon: No need to change |
| Q17D | Drinking less alcohol would be pointless for me. | Q17D: Precon: Less drinking pointless |
| Q17E | I enjoy my drinking, but sometimes I drink too much. | Q17E: Contem: Enjoy but too much |
| Q17F | Sometimes I think I should cut down on my drinking. | Q17F: Contem: Cut down |
| Q17G | I am at a stage where I should think about drinking less alcohol. | Q17G: Contem: Think about less |
| Q17H | My drinking is a problem sometimes. | Q17H: Contem: Drinking problem |
| Q17I | I am trying to drink less than I used to. | Q17I: Act: Trying Less |
| Q17J | I am actually decreasing my drinking right now | Q17J: Act: Actually changing |

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Strongly Disagree |
| 2 | Disagree |
| 3 | Neither Agree or Disagree |
| 4 | Agree |
| 5 | Strongly Agree |
| 99 | Refused |

**Question Type:** Randomized Grid

**Variable Text:** The following list includes some problems associated with excessive drinking or drinking too much. Please tell us how important each reason is to you for **limiting** your drinking.

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Variable Text** | **Variable Label** |
| Q18A | Drinking is bad for my health. | Q18A: Limiting Your Drinking: Bad for my  health |
| Q18B | Alcohol is expensive. | Q18B: Limiting Your Drinking: Expensive |
| Q18C | Family/friends get upset. | Q18C: Limiting Your Drinking: Friends upset |
| Q18D | Drinking negatively impacts  my career. | Q18D: Limiting Your Drinking: Bad for career |
| Q18E | Drinking is against my  basic values or beliefs. | Q18E: Limiting Your Drinking: Basic Values |
| Q18F | I am labeled an alcoholic. | Q18F: Limiting Your Drinking: Alcoholic |
| Q18G | I do things I regret. | Q18G: Limiting Your Drinking: Regret |
| Q18H | Drinking can make me throw up. | Q18H: Limiting Your Drinking: Throw Up |
| Q18I | Drinking can give me a hangover. | Q18I: Limiting Your Drinking: Hangover |
| Q18J | I get in trouble with the  police. | Q18J: Limiting Your Drinking: Police |
| Q18K | I am losing control over my life. | Q18K: Limiting Your Drinking: Lose control |
| Q18L | Drinking damages  personal relationships. | Q18L: Limiting Your Drinking: Relationships |
| Q18M | Drinking causes motor vehicle  accidents. | Q18M: Limiting Your Drinking: Car Accident |
| Q18N | Drinking causes death. | Q18N: Limiting Your Drinking: Death |
| Q18O | Drinking causes divorce. | Q18O: Limiting Your Drinking: Divorce |
| Q18P | I could accidentally hurt someone. | Q18P: Limiting Your Drinking: Accidental harm |
| Q18Q | I embarrass myself. | Q18Q: Limiting Your Drinking: Embarrassment |
| Q18R | I make bad decisions. | Q18R: Limiting Your Drinking: Bad decisions |
| Q18S | Drinking causes reckless  sexual behavior. | Q18S: Limiting Your Drinking: Risky sex |
| Q18T | I am a poor role model. | Q18T: Limiting Your Drinking: Poor role model |
| Q18U | A DUI is very expensive. | Q18U: Limiting Your Drinking: DUI cost |
| Q18V | I could lose my driver’s license. | Q18W: Limiting Your Drinking: Lose license |
| Q18W | Drinking damages my reputation. | Q18Y: Limiting Your Drinking: Damaged Rep. |
| Q18X | Drinking could cause an unplanned pregnancy. | Q18Z: Limiting Your Drinking: Get pregnant |
| Q18Y | I post drunken photos on the internet. | Q18AA: Limiting Your Drinking: Drunk photos |
| Q18Z | I could get physically hurt. | Q18BB: Limiting Your Drinking: Injury |
| Q18AA | Drinking causes long-term health problems. | Q18CC: Limiting Your Drinking: Long term  health problems |

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Not at all Important |
| 2 | Not very Important |
| 3 | Somewhat Important |
| 4 | Very Important |
| 99 | Refused |

Think about your alcohol consumption during the past 12 months as you answer these next few questions.

**Question Type:** Single Punch

**Variable Name:** Q19

**Variable Label:** Q19: Alcohol Dependence: Month Plus Drinking

**Variable Text**: During the past 12 months, was there a month or more when you spent a lot of your time obtaining or drinking alcohol?

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Yes |
| 2 | No |

**Question Type:** Single Punch

**Variable Name:** Q20

**Variable Label:** Q20: Alcohol Dependence: Month Plus Recovering from Drinking

Variable Text: During the past 12 months, was there a month or more when you spent a lot of time getting over the effects of the alcohol you drank?

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Yes |
| 2 | No |

## Question Type: Single Punch

Variable Name: Q21

Variable Label: Q21: Alcohol Dependence: Tried to Set Drinking Limits

Variable Text: During the past 12 months, did you try to set limits on how often or how much alcohol you drink?

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Yes |
| 2 | No |

## Question Type: Single Punch

**Variable Name:** Q22

**Variable Label:** Q22: Alcohol Dependence: Failed to Set Drinking Limits

**Variable Text:** Were you able to keep within the limits you set, or did you often drink more than you intended to?

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | I usually kept to the limits I set. |
| 2 | I often drank more than intended. |

## Question Type: Single Punch

**Variable Name:** Q23

**Variable Label:** Q23: Alcohol Dependence: Need to drink more to feel drunk

**Variable Text:** During the past 12 months, did you need to drink more alcohol than you used to in order to get the effect you wanted?

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Yes |
| 2 | No |

## Question Type: Single Punch

**Variable Name:** Q24

**Variable Label:** Q24: Alcohol Dependence: Drinking has less of an effect

**Variable Text:** During the past 12 months, did you notice that drinking the same amount of alcohol had less effect on you than it used to?

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Yes |
| 2 | No |

## Question Type: Single Punch

**Variable Name:** Q25

**Variable Label:** Q25: Alcohol Dependence: Tried to Cut Down Drinking

**Variable Text:** During the past 12 months, did you want to or try to cut down or stop drinking alcohol?

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Yes |
| 2 | No |

## Section 5: Demographics

**Question Type:** Multi-Punch

**Variable Name:** Q26A

**Variable Label:** Q26A: Ethnicity

**Variable Text:** What best describes your ethnicity?

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Hispanic or Latino |
| 2 | Not Hispanic or Latino |
| 99 | Refused |

**Question Type:** Multi-Punch

**Variable Name:** Q26B

**Variable Label:** Q26B: Race

**Variable Text:** What best describes your race?

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | White or Caucasian |
| 2 | Black or African American |
| 3 | Hispanic or Latino |
| 4 | Asian |
| 5 | Native American or Alaska Native |
| 6 | Native Hawaiian or Other Pacific Islander |
| 99 | Refused |

**Question Type:** Single Punch, Other Open-End Essay

**Variable Name:** Q27

**Variable Label:** Q27: Education

**Variable Text:** What is the highest level of education you have completed?

|  |  |
| --- | --- |
| **Value** | **Value label** |
| 1 | Grade School |
| 2 | Less than high school graduate/some high school |
| 3 | High school graduate or completed GED |
| 4 | Some college or technical school |
| 5 | Received four-year college degree |
| 6 | Some postgraduate studies |
| 7 | Received advanced degree |
| 8 | Other:\_\_\_\_\_\_\_\_\_\_\_\_ |
| 99 | Refused |

**Question Type:** Single Punch

**Variable Name:** Q28

**Variable Label:** Q28: Labor Status

**Variable Text:** Which of the following best describes what you are currently doing? Please mark all that apply.

|  |  |
| --- | --- |
| **Value** | **Value label** |
| 1 | Employed full-time |
| 2 | Employed part-time |
| 3 | Unemployed |
| 4 | Homemaker |
| 5 | Student |
| 6 | Retired |
| 7 | Disabled |
| 8 | Other:\_\_\_\_\_\_\_\_\_\_ |
| 99 | Refused |

**Question Type:** Single Punch

**Variable Name:** Q29

**Variable Label:** Q29: Income

**Variable Text:** What is your total household income?

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | $20,000/year or less |
| 2 | $20,001–$30,000/year |
| 3 | $30,001–$40,000/year |
| 4 | $40,001–$50,000/year |
| 5 | $50,001–$60,000/year |
| 6 | $60,001–$80,000/year |
| 7 | $80,001–$100,000/year |
| 8 | More than $100,000/year |
| 99 | Refused |

**Question Type:** Single Punch

**Variable Name:** Q30

**Variable Label:** Q30: Marital Status

**Variable Text:** What is your marital status?

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Single |
| 2 | Married |
| 3 | In a relationship |
| 4 | Divorced or Widowed |
| 99 | Refused |

**Question Type:**  Alphabetical Drop-Down List

**Variable Name:** Q31

**Variable Label:** Q31: Zip Code

**Variable Text:** Where do you live? Please type your 5-digit zip code below.

**[POST SURVEY COMPLETION PSA]**

If you would like to learn more about how alcohol use affects your health, consider visiting the Centers of Disease Control and Prevention’s Alcohol and Health information page: <https://www.cdc.gov/alcohol/fact-sheets/alcohol-use.htm>.

If you or someone you know suffers from excessive drinking, you can call the Substance Abuse and Mental Health Services Administration’s (SAMHSA) National Helpline at 1-800-622-HELP (4357). SAMHSA’s National Helpline is a confidential, free information service that is available 24 hours a day, 365 days a year in English and Spanish. SAMHSA serves individuals and family members facing mental and/or substance use disorders and provides referrals to local treatment facilities, support groups, and community-based organizations. Callers can also order free publications and other information.

1. Source: <https://www.cdc.gov/alcohol/pdfs/alcoholyourhealth.pdf> [↑](#footnote-ref-1)