

**NHTSA Alcohol-Impaired Driving Segmentation Study  
Survey Questionnaire  
TARGET LENGTH: 25 Minutes  
CURRENT ESTIMATED LENGTH: 28 Minutes**

**Study Specs**

- MODE: Mixed-mode quantitative survey (primarily online, supplemented with phone)
- LENGTH: Up to 28 minutes
- LANGUAGE: Programmed in English and Spanish
- SAMPLE: n=5,400 – Assumes 26% incidence rate
  - o Estimate n=400 motorcycle riders
  - o Spanish completes will fall out naturally (no set target)
- SAMPLE SOURCE: NORC AmeriSpeak Panel + Supplemental Partners
- QUALIFICATION CRITERIA:
  - o U.S. Nationwide
  - o 21- to 54-years-old
  - o Licensed drivers (mix of vehicle/motorcycle)
  - o Drives at least 10 miles per week
  - o Consumes alcohol at least two to three times a month
  - o MEETS AT LEAST ONE OF THE FOLLOWING CRITERIA
    - Heavy drinker (has more than 1.5 drinks per hour)
    - Drove vehicle after drinking, rode motorcycle after drinking or rode with a driver who had also been drinking in the last 12 months
    - Attitudes align with at least three out of seven risk statements
    - Has been stopped by law enforcement for reckless driving or driving while impaired
    - Has been involved in a crash in the last 12 months

**SECTION 100: Welcome and Screening**

**BASE: ALL QUALIFIED RESPONDENTS**

Q100. Please choose your preferred language...

1. English
2. Spanish—**NOTE: The survey will be translated once the English version is finalized.**

**BASE: ALL QUALIFIED RESPONDENTS**

Q105a. ***Thank you for your willingness to participate in our survey. First, we would like to ask you a few classification questions. Please be assured all of your answers are completely anonymous. We appreciate your honest and thoughtful responses.***

In which of the following states do you live?

[PROVIDE A PULL-DOWN LIST OF ALL 50 U.S. STATES AND DC; PROVIDE AN OPT-OUT CHECKBOX FOR "Other" AND THANK AND TERMINATE IF SELECTED]

Q105b. HIDDEN QUESTION—CODED CENSUS REGION

1. New England (ME, NH, VT, MA, CT, RI)
2. Middle Atlantic (NY, NJ, PA)
3. South Atlantic (WV, MD, DE, DC, VA, NC, SC, GA, FL)
4. East South Central (KY, TN, AL, MS)
5. East North Central (MI, OH, IN, IL, WI)
6. West South Central (AR, LA, OK, TX)
7. West North Central (MN, IA, MO, ND, SD, NE, KS)
8. Mountain (MT, WY, CO, NM, AZ, UT, NV, ID)
9. Pacific (WA, OR, CA, AK, HI)

**BASE: ALL QUALIFIED RESPONDENTS**

Q110. Are you:

Mark all that apply.

1. Female
2. Male
3. Transgender, non-binary, or another gender

**BASE: ALL QUALIFIED RESPONDENTS**

Q115a. What is your age?

[RECORD NUMERIC RESPONSE; CODE TO LIST BELOW]

Q115b. HIDDEN QUESTION—AGE RANGE

1. Under 21-years-old **TERMINATE**
2. 21- to 24-years-old
3. 25- to 29-years-old
4. 30- to 34-years-old
5. 35- to 39-years-old
6. 40- to 44-years-old
7. 45- to 49-years-old
8. 50- to 54-years-old

9. 55 years old or older **TERMINATE**

**BASE: ALL QUALIFIED RESPONDENTS**

Q120. Which of the following best describes your total household income in 2022?

1. Less than \$20,000
2. \$20,000 to \$49,000
3. \$50,000 to \$74,999
4. \$75,000 to \$99,999
5. \$100,000 to \$149,999
6. \$150,000 to \$199,000
7. \$200,000 or more
8. Prefer not to answer

**BASE: ALL QUALIFIED RESPONDENTS**

Q125. Are you of Hispanic or Latino background (Cuban, Mexican, Puerto Rican, South or Central American or other Spanish culture of origin, regardless of race)? *Please select all that apply.*

1. No **[EXCLUSIVE]**
2. Yes—Cuban
3. Yes—Mexican
4. Yes—Puerto Rican
5. Yes—South American
6. Yes—Central American
7. Yes—Other Spanish culture of origin
8. Prefer not to answer **[EXCLUSIVE]**

**BASE: ALL QUALIFIED RESPONDENTS**

Q130. What is your race?

**[ALLOW MULTIPLE RESPONSES]**

1. American Indian or Alaskan Native
2. Asian
3. Black or African American
4. Native Hawaiian or Other Pacific Islander
5. White
6. I prefer not to state

**BASE: ALL QUALIFIED RESPONDENTS**

Q135. Do you currently have a valid driver's license for any of the following types of vehicles?

[RANDOMIZE; ALLOW MULTIPLE RESPONSES; MUST SELECT 1 OR 2 TO CONTINUE;  
ELSE THANK & TERMINATE]

- |   |                                     |
|---|-------------------------------------|
| 1. Motor vehicle (e.g., car, truck, van, SUV) | CONTINUE                            |
| 2. Motorcycle                                 | CONTINUE                            |
| 3. Commercial motor vehicle                   | MUST ALSO SELECT 1 OR 2 TO CONTINUE |
| 4. Boat                                       | MUST ALSO SELECT 1 OR 2 TO CONTINUE |
| 5. Moped or motor-driven cycles               | MUST ALSO SELECT 1 OR 2 TO CONTINUE |
| 6. I don't know                               | TERMINATE                           |
| 7. None of the above                          | TERMINATE                           |

**BASE: ALL QUALIFIED RESPONDENTS**

Q140a.

IF Q135/1 and NE/2 DISPLAY: On average, how many miles do you typically drive per week?

IF Q135/1 and /2 DISPLAY: Please indicate your average mileage for each of the following types of vehicles.

- A. Motor vehicle (e.g., car, truck, van, SUV)  
B. Motorcycle [DISPLAY IF Q135/2]

1. Less than 10 miles
2. 10–14 miles
3. 15–19 miles
4. 20–24 miles
5. 25 miles or more
6. Unsure

Q140b. HIDDEN QUESTION—DRIVER/RIDER CLASSIFICATION

- |                       |   |
|-----------------------|---|
| 1. MOTOR VEHICLE ONLY | – Q140a_A/2-5 & Q140a_B/NE 2-5              |
| 2. MOTORCYCLE ONLY    | – Q140a_A/NE 2-5 & Q140a_B/2-5              |
| 3. BOTH               | – Q140a_A/2-5 & Q140a_B/2-5                 |
| 4. NEITHER            | – Q140a_A/NE 2-5 & Q140a_B/NE 2-5 TERMINATE |

**BASE: ALL QUALIFIED RESPONDENTS**

Q150. Thinking about the last 12 months, on average, how often did you consume alcoholic drinks? By a drink, we mean half an ounce of absolute alcohol (e.g., a 12-ounce can or glass of beer or malt beverage, a five-ounce glass of wine or a drink containing one shot of liquor). Please feel free to estimate and provide an honest response.

1. Every day
2. Five to six times a week
3. Three to four times a week
4. Twice a week
5. Once a week
6. Two to three times a month
7. Once a month TERMINATE
8. Three to 11 times in the past year TERMINATE
9. One or two times in the past year TERMINATE
10. I don't know TERMINATE

**BASE: ALL QUALIFIED RESPONDENTS**

Q155. In the past month, what is the largest number of drinks of alcohol you consumed at one time? Please feel free to estimate and provide an honest response.

1. Largest number of drinks [RECORD NUMERIC RESPONSE]
2. Prefer not to answer TERMINATE

[FOR MEN (Q110=1), THANK & TERMINATE IF Q155<4;]  
[FOR WOMEN (Q110=2), THANK & TERMINATE IF Q155<3;]

**BASE: ALL QUALIFIED RESPONDENTS**

Q160. Thinking about the time during the past month when you consumed the largest number of drinks at one time, over the course of how many hours did you have those [PIPE RESPONSE FROM Q155] drinks? Please feel free to estimate and provide an honest response.

1. Number of hours [RECORD NUMERIC RESPONSE]
2. Prefer not to answer TERMINATE

Q161. HIDDEN QUESTION—AT-RISK – Has more than 1.5 drinks per hour

1. Yes (Q155 Drinks/Q160 – Hours) >1.5
2. No (Q155 Drinks/Q160 – Hours) ≤1.5

**BASE: ALL QUALIFIED RESPONDENTS**

Q170. Still thinking about the time during the past month when you consumed the largest number of drinks at one time, which of the following activities did you do **before drinking** those [PIPE RESPONSE FROM Q155] drinks?

[RANDOMIZE LIST; ALLOW MULTIPLE RESPONSES]

- |  |           |
|--|-----------|
| 1. Assigned a designated driver                            | TERMINATE |
| 2. Planned a ride with a friend or family member           | TERMINATE |
| 3. Planned using a taxi or ride-share service (Uber, Lyft) | TERMINATE |
| 4. I was at home and didn't leave                          | TERMINATE |
| 5. I don't know or remember                                |           |
| 6. None of the above                                       |           |

**BASE: ALL QUALIFIED RESPONDENTS**

Q175. After you drank those [PIPE RESPONSE FROM Q155] drinks, how did you get home or to the place where you were staying? Please select the one answer that best applies.

[RANDOMIZE LIST; ANCHOR PUNCH 1, 8 and 9; DISPLAY PUNCH 7 IF Q140b/2 OR 3;]

1. I did not go anywhere/stayed home
2. I rode with a designated driver who had no alcoholic beverages
3. I used a taxi or ride-share service
4. I used public transportation
5. I rode with a driver who consumed alcohol
6. I drove myself in a motor vehicle (e.g., car, truck, or SUV)
7. [ASK OF MOTORCYCLES ONLY] I rode my motorcycle
8. Other (Please Specify: \_\_\_\_\_)
9. I don't know, or I don't remember

Q176. HIDDEN QUESTION—AT-RISK – Did not have a sober driver

1. Yes (Q175/5,6,7 or 9)
2. No (Q175/1-4, 8)

**BASE: ALL QUALIFIED RESPONDENTS**

Q180. How well do each of the following describe you?

1. Not at all
2. Not too well
3. Somewhat well
4. Very well
5. Extremely well

**[RANDOMIZE]**

- A. I only use a designated driver if absolutely necessary
- B. I know when I have had too much to drink to drive safely
- C. It is better to be safe than sorry when it comes to driving after drinking
- D. I would not get upset if a friend or family member tried to stop me from driving after I had had a few drinks
- E. It is hard to have a good time when I'm going out if I have to be the designated driver
- F. I typically do not worry about how much alcohol I am drinking
- G. I sometimes do not realize that I have had too much to drink

Q181. HIDDEN QUESTION—AT-RISK – Has at least three risky attitudes

1. Yes—Meets at least three of the following criteria:
  - a. Q180\_A/1-2
  - b. Q180\_B/1-2
  - c. Q180\_C/1-2
  - d. Q180\_D/1-2
  - e. Q180\_E/3-5
  - f. Q180\_F/3-5
  - g. Q180\_G/3-5
2. No—All others

**BASE: ALL QUALIFIED RESPONDENTS**

Q185. Have you ever been stopped by law enforcement for reckless or drunk driving? Please feel free to estimate and provide an honest response.

1. Yes—one time
2. Yes—more than once
3. No
4. I prefer not to answer

Q186. HIDDEN QUESTION—AT-RISK – STOPPED BY LAW ENFORCEMENT

1. Yes (Q185/1,2, or 4)
2. No (Q185/3)

**BASE: ALL QUALIFIED RESPONDENTS**

Q190. Have you been involved in a crash while driving in the last 12 months?

1. Yes—one time
2. Yes—more than once
3. No
4. I prefer not to answer

Q191. HIDDEN QUESTION—AT-RISK – INVOLVED IN A CRASH

1. Yes (Q190/1,2, or 4)
2. No (Q190/3)

**BASE: ALL QUALIFIED RESPONDENTS**

Q195. AT-RISK CLASSIFICATION (Heavy drinker OR No sober driver OR Risky attitudes OR Stopped by law enforcement OR involved in a crash)

1. Yes (Q161/1 OR Q176/1 OR Q181/1 OR Q186/1 OR Q191/1)
2. No—all others **TERMINATE**



**SECTION 200: Consumer Attitudes**

***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, 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.***

**BASE: ALL QUALIFIED RESPONDENTS**

Q200. We would like to understand how you see yourself along with the following characteristics.

Please indicate where you feel you fall on the following scales.

[RANDOMIZE ORDER OF PAIRINGS]

Trendsetting				Follow other's lead
1	2	3	4	5

Pessimistic				Optimistic
1	2	3	4	5

Prefer to be in smaller groups of people				Love being in large groups of people
1	2	3	4	5

Worry a lot				Carefree
1	2	3	4	5

Consider others when making decisions				Make decisions on my own
1	2	3	4	5

Prefer new and different				Prefer familiar and comfortable
1	2	3	4	5

**BASE: ALL QUALIFIED RESPONDENTS**

Q205. How well do each of the following describe you?

1. Not at all
2. Not too well
3. Somewhat well
4. Very well
5. Extremely well

**[RANDOMIZE]**

- A. I enjoy taking risks
- B. I engage in holistic health practices (e.g., yoga, meditation, etc.)
- C. I like to host parties outside of my home
- D. Risks aren't bad if you understand them
- E. I am less comfortable taking risks if I feel uncertain about the outcome
- F. I am less likely to take risks than when I was younger
- G. I adapt easily when things don't go as planned
- H. I care about what others think about me
- I. I feel responsible for those around me
- J. I feel guilty if I do the wrong thing

**BASE: ALL QUALIFIED RESPONDENTS**

Q210. Using a scale from 1 to 10, where 1 means "not at all severe" and 10 means "extremely severe," how severe do you feel the potential legal and physical consequences of drinking and driving are to you personally?

[INSERT NUMERIC SCORE 1–10]

**BASE: ALL QUALIFIED RESPONDENTS**

Q215. How likely are you to do any of the following?

1. Not at all likely
2. Not too likely
3. Somewhat likely
4. Very likely
5. Extremely likely

**[RANDOMIZE; DISPLAY G-J IF MOTORCYCLE RIDER Q140b/2 or 3]**

- A. Drive 10 mph over the speed limit on a residential road
- B. Drive without wearing a seat belt
- C. Drive through red lights
- D. Drive after drinking alcohol
- E. Drive after using marijuana
- F. Drive after using drugs other than marijuana or alcohol
- G. Ride my motorcycle between cars
- H. Ride my motorcycle on the shoulder
- I. Do tricks on my motorcycle (e.g., wheelies, etc.)
- J. Ride without wearing a helmet

**BASE: ALL QUALIFIED RESPONDENTS**

Q220. How believable are the following statements?

1. Not at all believable
2. Not too believable
3. Somewhat believable
4. Very believable
5. Extremely believable

**[RANDOMIZE]**

- A. As long as no one gets hurt, driving after a few drinks is OK
- B. People generally know when they have had too much to drink
- C. It's impossible to have a good time when you are a designated driver
- D. Police actively enforce drunk driving laws

**SECTION 300—Alcohol Consumption**

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

**BASE: ALL QUALIFIED RESPONDENTS**

Q300. Which of the following statements best describes you when drinking alcohol?

1. I have a specific limit for the number of drinks I will drink and will stop after hitting that limit
2. I have a specific limit for the number of drinks I will drink, but sometimes, I keep drinking after hitting that limit
3. I don't have a set limit for the number of drinks I will drink

**BASE: ALL QUALIFIED RESPONDENTS**

Q305. How often do you usually drink each of the following types of alcoholic beverages?

1. More than once a week
2. Once a week
3. A few times a month
4. Once a month or less
5. Never

**[RANDOMIZE]**

- A. Beer
- B. Wine
- C. Malt beverages (hard seltzers, hard ciders, etc.)
- D. Liquor/mixed drinks/cocktails containing liquor (vodka, scotch, tequila, etc.)

**BASE: ALL QUALIFIED RESPONDENTS**

Q315. Where do you most commonly drink alcohol?

[SINGLE SELECT; RANDOMIZE AND ANCHOR PUNCH E]

- A. At my home
- B. At the home of a friend or family member
- C. At a bar, club, brewery, winery or restaurant
- D. Outdoors (camping, at the beach, etc.)
- E. Other PLEASE SPECIFY: \_\_\_\_\_

**BASE: ALL QUALIFIED RESPONDENTS**

Q320. When it comes to alcohol, how have your drinking habits changed since the COVID-19 pandemic?

- 1. Increased
- 2. No change
- 3. Decreased

[RANDOMIZE]

- A. Drinking at my home
- B. Drinking at the home of a friend or family member
- C. At a bar, club, brewery, winery or restaurant
- D. Drinking outdoors (camping, at the beach, etc.)

**BASE: ALL QUALIFIED RESPONDENTS**

Q325. Which of the following best describes your preference when drinking alcohol?

[ROTATE TOP-TO-BOTTOM; BOTTOM-TO-TOP]

- 1. I strongly prefer to drink alone
- 2. I somewhat prefer to drink alone
- 3. I somewhat prefer to drink with others
- 4. I strongly prefer to drink with others

**BASE: ALL QUALIFIED RESPONDENTS**

Q330. Do you usually...

1. Yes
2. No

[RANDOMIZE]

- A. Drink alcohol alone
- B. Drink alcohol with friends or family
- C. Drink alcohol with strangers (at a bar, club or restaurant)

**BASE: ALL QUALIFIED RESPONDENTS**

Q335. Please indicate if each of the following reasons explains why you most commonly drink alcohol.

1. Yes
2. No

[RANDOMIZE]

- A. To quench my thirst
- B. To get drunk
- C. To help me sleep
- D. It helps me be more social
- E. It helps me feel less anxious
- F. To celebrate an event or holiday
- G. To enjoy a particular wine, liquor or cocktail
- H. It is part of my routine
- I. It is something I enjoy with family or friends in a social setting
- J. Had a stressful day/in a bad mood
- K. I am bored

**BASE: ALL QUALIFIED RESPONDENTS**

Q340. How often do you make decisions that you later regret when drinking alcohol?

1. Never
2. Rarely
3. Sometimes
4. Frequently

**BASE: ALL QUALIFIED RESPONDENTS**

Q345. How often during the last 6 months have you found that you were not able to stop drinking alcohol once you had started?

1. Never
2. Rarely
3. Sometimes
4. Frequently

**BASE: ALL QUALIFIED RESPONDENTS**

Q345. Has a friend or family member expressed concern about your drinking?

1. No
2. Yes, but not in the last 6 months
3. Yes, during the last 6 months

**BASE: ALL QUALIFIED RESPONDENTS**

Q350. Have you or someone else been injured as a result of your drinking?

1. No
2. Yes, but not in the last 6 months
3. Yes, during the last 6 months

**BASE: ALL QUALIFIED RESPONDENTS**

Q355. How often during the last 6 months have you been unable to remember what happened the night before because you had been drinking alcohol?

1. Never
2. Rarely
3. Sometimes
4. Frequently

**BASE: ALL QUALIFIED RESPONDENTS**

Q360. How likely would you be to drink heavily in the following situations?

1. Not at all likely
2. Not too likely
3. Somewhat likely
4. Very likely
5. Extremely likely

[RANDOMIZE;]

- A. After a stressful day
- B. For a holiday, special event or celebration
- C. Visiting family or friends
- D. When I am by myself
- E. When attending an event (concert, sports)
- F. When going out to dinner
- G. When going out to a bar, sports bar or club

**BASE: ALL QUALIFIED RESPONDENTS**

Q365. How do you usually get home when you have had multiple alcoholic beverages outside of your home?

[RANDOMIZE LIST; ALLOW MULTIPLE RESPONSES; DISPLAY PUNCH 6 IF Q140b/2-3]

1. I ride with a driver who had no alcoholic beverages
2. I ride with a driver who also consumed alcoholic beverages
3. I drive myself in a motor vehicle (e.g., car, truck or SUV)
4. I use a taxi or ride-share service
5. I use public transportation
6. I ride my motorcycle
7. I walked home
8. I road a moped or motorized cycle/scooter

<b>SECTION 400—Attitudes Towards Drinking and Driving</b>
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*Next, we'd like to understand your attitudes towards drinking and driving. Please be assured all of your answers are completely confidential.*

**BASE: ALL QUALIFIED RESPONDENTS**

Q400. How believable are the following statements about driving after consuming alcohol?

1. Not at all believable
2. Not too believable
3. Somewhat believable
4. Very believable
5. Extremely believable

[RANDOMIZE]

- A. Coffee sobers me up enough to drive
- B. I don't drink hard liquor, so I am ok to drive
- C. I can always tell if I've had too much to drink
- D. I am more cautious about how I drive after I drink

**BASE: ALL QUALIFIED RESPONDENTS**

Q405. Please rate how well each of the following statements describes your beliefs about drinking and driving.

1. Not at all
2. Not too well
3. Somewhat well
4. Very well
5. Extremely well

[RANDOMIZE]

- A. Buzzed driving is different than drunk driving
- B. People who get arrested for drinking and driving rarely have to pay a fine
- C. Law enforcement focuses too much on drinking and driving rather than other more serious crimes
- D. Getting a DUI or DWI is a serious offense
- E. Getting a DUI or DWI would make it more difficult to keep/find a job
- F. I will take the keys away from others to prevent them from driving after drinking
- G. I don't like asking for rides after drinking alcohol
- H. It is embarrassing to admit that I should not drive because of how much I have had to drink
- I. Leaving my vehicle or motorcycle behind after drinking to get another ride is a hassle
- J. Even if I've had a few drinks, generally, I'm okay to drive a short distance

**BASE: ALL QUALIFIED RESPONDENTS**

Q410. Which of the following outcomes would be most concerning if you were to drink and drive? Please select the *top three* most concerning situations.

1. Most concerning
2. Second-most concerning
3. Third-most concerning

[RANDOMIZE]

- A. Getting arrested/Going to jail
- B. Having my name published in the news for a DUI
- C. Potentially hurting or killing someone else in a crash
- D. Potentially hurting or killing myself in a crash
- E. Potentially damaging my vehicle in a crash
- F. Losing my license
- G. Getting fined
- H. Spending money on court costs or a lawyer
- I. Impacting my family life
- J. Impacting my friendships
- K. Impacting my job/career
- L. Having a DUI or DWI on my record



**BASE: ALL QUALIFIED RESPONDENTS**

Q415. You indicated that [INSERT MOST CONCERNING CONSEQUENCE FROM Q410] is the most concerning outcome. Which of the following emotions best describes how you would feel if you experienced that outcome?

[RANDOMIZE AND ANCHOR PUNCH 10]

1. Embarrassment
2. Shame
3. Guilt
4. Anger
5. Sadness
6. Frustration
7. Fear
8. Anxiousness
9. Regret
10. Other (specify)

**BASE: ALL QUALIFIED RESPONDENTS**

Q420. Thinking about the possible consequences of drinking and driving, which is more likely to happen?

[ROTATE TOP-TO-BOTTOM; BOTTOM-TO-TOP]

1. Legal consequences are much more likely
2. Legal consequences are somewhat more likely
3. Physical consequences are somewhat more likely
4. Physical consequences are much more likely

**BASE: ALL QUALIFIED RESPONDENTS**

Q425. Thinking about the risks of drinking and driving, are you more concerned with legal consequences (fines, legal costs, loss of license, jail) or physical consequences (hurting yourself or others)?

[ROTATE TOP-TO-BOTTOM; BOTTOM-TO-TOP]

1. Much more concerned with legal consequences
2. Somewhat more concerned with legal consequences
3. Somewhat more concerned with physical consequences
4. Much more concerned with physical consequences



**BASE: ALL QUALIFIED RESPONDENTS**

Q430. Thinking about the risks of drinking and driving, are you more concerned with how that behavior impacts your life or the life of others?

[ROTATE TOP-TO-BOTTOM; BOTTOM-TO-TOP]

1. Much more concerned with the impact on my life
2. Somewhat more concerned with the impact on my life
3. Somewhat more concerned with the impact on others
4. Much more concerned with the impact on others

**BASE: ALL QUALIFIED RESPONDENTS**

Q435. What has a bigger impact on the decision to avoid driving after drinking?

[ROTATE TOP-TO-BOTTOM; BOTTOM-TO-TOP]

1. I don't want to disappoint others
2. I don't want to disappoint myself

**BASE: ALL QUALIFIED RESPONDENTS**

Q440. What has a bigger impact on the decision to avoid driving after drinking?

[ROTATE TOP-TO-BOTTOM; BOTTOM-TO-TOP]

1. I don't want to get caught
2. I don't want to do something illegal

**BASE: ALL QUALIFIED RESPONDENTS**

Q445. Have you ever encountered the following situations regarding driving while under the influence of alcohol?

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

**SECTION 500—Outside Influencers**

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

**BASE: ALL QUALIFIED RESPONDENTS**

Q500. Please rate how well each of the following statements describes your friends' and peers' attitudes towards drinking and driving.

1. Not at all
2. Not too well
3. Somewhat well
4. Very well
5. Extremely well

**[RANDOMIZE]**

- A. Most of my friends are strongly against drinking and driving
- B. Some of my friends try to talk me into driving after I have had alcohol
- C. I have friends that will pick me up if I have had alcohol

**BASE: ALL QUALIFIED RESPONDENTS**

Q505. How likely would the following be to change your opinions and behavior regarding drinking and driving?

1. Not at all likely
2. Not too likely
3. Somewhat likely
4. Very likely
5. Extremely likely

**[RANDOMIZE]**

- A. Advertising/social media posts about increased enforcement
- B. Advertising/social media posts about the dangers of drinking and driving
- C. Advertising/social media posts about increased presence of law enforcement
- D. News stories about crashes
- E. Stories about crashes from family or friends
- F. A friend or family member was in a crash
- G. Hearing or reading facts and statistics about the number of crashes or fatalities

**BASE: ALL QUALIFIED RESPONDENTS**

Q510. Through which of the following have you ever seen, read or heard advertising that publicized the dangers of drinking and driving? Please select all that apply.

[RANDOMIZE AND ANCHOR PUNCH 14]

1. Local newspapers
2. National newspapers
3. Magazines
4. National or cable television network
5. Local television network
6. Radio
7. Ads on billboards, buses or bus shelters
8. Posters in bars or restaurants
9. Posters in government offices (e.g., DMV, license plate office, courthouse)
10. Social media
11. Streaming shows, movies or videos
12. Streaming audio online
13. Online banner ads
14. I have not seen advertising about drinking and driving

**BASE: ALL QUALIFIED RESPONDENTS**

Q515. 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.

[SHOW IN SAME ORDER AS Q510]

1. Local newspapers
2. National newspapers
3. Magazines
4. National or cable television network
5. Local television network
6. Radio
7. Ads on billboards, buses or bus shelters
8. Posters in bars or restaurants
9. Posters in government offices (e.g., DMV, license plate office, courthouse)
10. Social media
11. Streaming shows, movies or videos
12. Streaming audio online
13. Online banner ads
14. I have not seen any advertising about drinking and driving recently

**BASE: HAS SEEN, READ OR HEARD ADVERTISING (Q510/1-13)**

Q520. Do you recall seeing or hearing advertising about drinking and driving near these time periods? Please select all that apply.

[RANDOMIZE AND ANCHOR PUNCHES 13 and 14]

1. In the winter
2. In the spring
3. In the summer
4. In the fall
5. Around the 4<sup>th</sup> of July
6. Around the Christmas holiday season or New Year's
7. Around Labor Day
8. Around Saint Patrick's Day
9. Around Halloween
10. Around Cinco de Mayo
11. Around Thanksgiving
12. Around the Super Bowl
13. Around other holidays
14. I do not remember

**BASE: HAS SEEN, READ OR HEARD ADVERTISING (Q510/1-13)**

Q525. For the next few questions, please think about any advertising about drinking and driving you have seen before.

Who was the sponsor of the advertising?

[RANDOMIZE AND ANCHOR PUNCHES 8 AND 9]

1. NHTSA (National Highway Traffic Safety Administration)
2. USDOT (U.S. Department of Transportation)
3. AAA
4. MADD (Mothers Against Drunk Driving)
5. Alcohol/beverage company
6. State/local transportation organization
7. State/local law enforcement
8. Other (Please Specify: \_\_\_\_\_)
9. Don't know / unsure

**BASE: HAS SEEN, READ OR HEARD ADVERTISING (Q515/1-13)**

Q530. Still thinking about any advertising about drinking and driving you have seen before...

Which of the following do you recall seeing in these advertisements? Please select all that apply.

[RANDOMIZE AND ANCHOR PUNCHES 12-14]

1. Presence of law enforcement
2. A person getting pulled over by law enforcement officers
3. A person getting tested for sobriety
4. A person getting arrested
5. A person in jail
6. A person getting in a crash
7. A fatality because of a crash
8. Impact on loved ones
9. "Drive sober or get pulled over" slogan
10. "Buzzed driving is drunk driving" slogan
11. Facts or statistics about drinking and driving
12. Other (Please Specify: \_\_\_\_\_)
13. None of the above
14. I don't recall

**BASE: RECALLS ELEMENTS FROM AD (Q530/1-12)**

Q535. How effective were each of the following elements at influencing your decision to drive sober?

1. Not at all effective
2. Not too effective
3. Somewhat effective
4. Very effective
5. Extremely effective

[DISPLAY ITEMS SELECTED AT Q530]

1. Presence of law enforcement
2. A person getting pulled over by law enforcement officers
3. A person getting tested for sobriety
4. A person getting arrested
5. A person in jail
6. A person getting in a crash
7. A fatality because of a crash
8. Impact on loved ones
9. "Drive sober or get pulled over" slogan
10. "Buzzed driving is drunk driving" slogan
11. Facts or statistics about drinking and driving

**BASE: RECALLS ELEMENTS FROM AD (Q530/1-12)**

Q540. How well were the following messages communicated in the advertisements you have seen?

1. Not at all
2. Not too well
3. Somewhat well
4. Very well
5. Extremely well

**[RANDOMIZE]**

- A. Law enforcement is cracking down all the time
- B. Law enforcement is cracking down around holidays or special events
- C. A DUI or DWI can affect your whole family
- D. A DUI or DWI can ruin your life (lose your job, lose a scholarship, etc.)
- E. You can seriously hurt or kill yourself when drinking and driving
- F. You can seriously hurt or kill someone else when drinking and driving

**BASE: ALL QUALIFIED RESPONDENTS**

Q545. Please indicate if you believe the following statements describe drinking and driving advertisements.

1. Yes
2. No

**[RANDOMIZE]**

- A. They are memorable
- B. They are believable
- C. They are just trying to scare me
- D. They show too much blood or gore
- E. They are not realistic enough to be taken seriously
- F. They make light of a serious situation
- G. They show situations that I don't think would happen to me
- H. They get lost in other advertising
- I. They make me think differently about driving under the influence of alcohol

**BASE: ALL QUALIFIED RESPONDENTS**

Q550. Earlier, you rated the severity of the potential legal and physical consequences of drinking and driving are to you personally as **[INSERT SCORE FROM Q210]** using a scale from 1 to 10, where 1 means "not at all severe" and 10 means "extremely severe."

Now, after thinking a bit more about the topic and using that same scale, how severe do you feel the potential legal and physical consequences of drinking and driving are to you personally?

**[INSERT NUMERIC SCORE 1–10]**



**SECTION 600—Additional Profiling**

*Thanks for sticking with us. Lastly, we'd like to ask about yourself.*

**BASE: ALL QUALIFIED RESPONDENTS**

Q600. Which of the following best describes where you live? Please select one response.

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

**BASE: ALL QUALIFIED RESPONDENTS**

Q605. What is the highest level of education you completed? Please select one response.

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

**BASE: ALL QUALIFIED RESPONDENTS**

Q610. What is your employment status? Please select one response.

1. Full time
2. Part-time
3. Unemployed
4. Retired
5. Student
6. Homemaker
7. Other
8. I prefer not to answer

**BASE: ALL QUALIFIED RESPONDENTS**

Q615. Which of the following best describes your job?

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

**BASE: ALL QUALIFIED RESPONDENTS**

Q620. Do you own or rent your home?

1. Own
2. Rent
3. Other
4. I prefer not to answer

**BASE: ALL QUALIFIED RESPONDENTS**

Q625. Which of the following best describes your marital status?

1. Single/never married
2. Married or in a civil union
3. Live with partner
4. Divorced
5. Separated
6. Widowed
7. Other
8. I prefer not to answer

**BASE: ALL QUALIFIED RESPONDENTS**

Q630. Which of the following do you consider yourself to be? *Select as many as apply.*

[MULTI-PUNCH]

1. Heterosexual or straight
2. Gay
3. Lesbian
4. Bisexual
5. A different term [open-end text box]
6. Don't know
7. I prefer not to answer

**BASE: ALL QUALIFIED RESPONDENTS**

Q640. 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?

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

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