Understanding and Messaging to At Risk Drivers

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Prepared for: The National Highway and Traffic Safety Administration

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Background and Methodology

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Background and Objectives

The National Highway Traffic Safety Administration wishes to develop a better understanding of the behaviors and attitudes of at-risk drivers.* The context of these insights will be used by NHTSA to develop and improve messaging and other marketing communication tactics aimed at reducing the number of people who risk driving under the influence. More specifically, the objectives of this research are to:

- Profile demographic and behavioral characteristics of At-Risk Drivers
- Understand alcohol consumption patterns
- Uncover perceptions, attitudes, and risks as perceived by At-Risk Drivers
- Identify lifestyle/leisure interests common among At-Risk Drivers
- Recommend messaging themes that could be used to reduce driving under the influence

* At Risk Drivers within this study are defined as licensed drivers between 18 and 44 who drive at least 10 two or more times per week, drink alcohol at least two days a week, and have had an instance in the past month where they drank 3 or more (female)/4 or more (male) drinks on one occasion.

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Research Methodology
- Data Collection

- A total of 834 respondents completed a 20-minute web-based survey, implemented during the first two weeks of May in 2007.
- A nationally representative sample of online panelists were invited to participate in the study. Respondents were screened for:
  - Age (18 – 44)
  - Driver license
  - Driving at least 10 miles two or more times per week
  - Drinking alcoholic beverages two or more times a week
  - Having had at least one occasion where they drank at least 3 (female) or 4 (male) alcoholic beverages outside of the home
- Soft-quotas were established to insure a sufficient number of completes across target age groups:
  - 18-20: 48
  - 21-24: 346
  - 25-34: 320
  - 35-44: 120

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Research Methodology
- Questionnaire Summary

Screening for Qualification: Age, gender, driver's licensing, frequency of drinking, drinking 4+ drinks at a sitting in last month
Attitudinal Perceptions About Drinking and Driving: Attitudes about drinking, drinking and driving, designated driving, stopping individuals from DUI
Alcohol Consumption and Behavior Patterns, and Reasons/Rationales for Drinking: Alcohol consumption, reasons for drinking, occasions and locations of drinking, occasions when drinking more than usual, typical drinking partners, designated driving
Attitudes About Risks, Penalties, and Enforcement Related to DUI: Attitudes about DUI enforcement, perceptions of risks related to enforcement, opinions about DUI enforcement, perceptions of risks related to DUI and to DUI enforcement
DUI Behaviors and Awareness: Perceptions of ability to drive safely while under the influence, DUI behaviors, reasons for driving under the influence, awareness of legal limits, stops and arrests for DUI, emotional reactions to DUI arrests
Strategies for Avoiding DUI: Strategies employed for avoiding DUI, alternatives to DUI that are available
Personal Attitudes: Life attitudes
Additional Demographics: Race, marital status, family structure, own/rent, education, employment, type of vehicle driven, household income

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Executive Summary

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Executive Summary

Overview:

- **Drivers Most At Risk - The 80/20 Rule:** 18% of At-Risk Drivers do the bulk (82%) of serious driving under the influence (defined as driving within one hour of drinking three or more drinks). In most ways, Drivers Most At Risk resemble the broader category of At-Risk Drivers, with some important exceptions. They are somewhat more likely than average to be male, 25-34, and single/never married. Their attitudes are also similar to At-Risk drivers in most respects, but less favorable in terms of the ability to influence them to avoid risky choices.
  - *Implications: To the extent that they are both targetable and influenceable, getting Drivers Most At Risk to modify their risky behaviors represents the best opportunity to reduce driving under the influence on American highways. Because they are not that different from the broader category of At-Risk drivers, many of the same messages designed for them will also work for members of the broader category. Because of their high consumption of alcohol and associated psychological mechanisms, the challenge will be in finding messages that resonate with them, that they will not reject out of hand, and that will be effective when they are under the influence.*

- **Who Are At-Risk Drivers – And How Are the Heaviest Drinkers and the Drivers Most At Risk Different?:** The vast majority of At-Risk Drivers are 21-34 years old (80%). Those who drink the heaviest are disproportionately younger (18-24), male, either single or "formerly married" (divorced, separated, or widowed), and either unemployed or students. Those who drive most under the influence are also disproportionately male and single, but also a bit older (25-34).
  - *Implications: While it would be wonderful to moderate heavy drinking among younger drivers, messages need to be focused on, and appropriate for, the demographic groups with the highest rates of DUI.*

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Executive Summary

Overview (continued):

- **At-Risk Drivers Drink Frequently, At High Volumes, and For Long Periods of Time:** 55% typically drink at least 4 drinks per occasion, and the average drinks per occasion is 4.5. Drivers Most At Risk have even higher consumption, self-reporting an average of 5.9 drinks per occasion. Four-fifths of At-Risk Drivers typically drink for three or more hours at a time, and 44% typically drink at a faster rate than the body can metabolize alcohol (one drink per hour).
  - *Implications*: *Many or most At-Risk Drivers suffer from some level of alcoholism, and have the associated problems, psychology, and denial mechanisms of that condition. Not surprisingly, this will make influencing their behavior more difficult, and it will be necessary to appeal to them in ways that do not make them immediately "turn off the message."*

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Reasons and Rationales for Drinking:

- **Social Context:** The most common reason given for drinking by At-Risk Drivers is a social context (84%). The three most common occasions for drinking are "having a night out," "parties/ celebrations," and "social/family gatherings." Three-quarters of At-Risk Drivers report that they regularly drink with a small group of friends – and over half drink with their spouse or partner.
  - *Implications: Messaging to At-Risk Drivers needs to make it socially acceptable for drinkers to perform responsible behaviors, to help each other have fun and be safe, and to undermine negative role models. The message element might be framed as "Designated Drivers – the life of the party." Ads could show the designated driver as the most popular person at the party – being given a jocular hard time by drinking friends who are, nevertheless, truly grateful. If the designated driver talks to the audience, he might end a list of advantages of designated driving with "… and it lets me take care of my friends."*
- **Unwinding/Relaxing** is the second most common reason given (79%) and **To Celebrate An Event or Holiday** is the third most common reason (75%).
  - *Implication: Messaging should stress how much easier/better it is to unwind and relax – and/or to celebrate an event/holiday -- when you know you have a plan for getting home safely.*
- **I Enjoy the Taste (74%) and To Complement a Meal (58%)** are the next most common reasons given. They appeal more to those who are older, wealthier, married, and/or who drink less.
  - *Implication: Because eating slows down the processing of alcohol into the blood stream, messaging might stress the pleasures of moderating drinking with a meal.*
- **"To Get a Buzz" and "To Get Drunk:"** These two reasons are mentioned by 52% and 33% of At-Risk Drivers, respectively – but Drivers Most At Risk mention them 73% and 54% of the time.
  - *Implication: Message aimed at Drivers Most At Risk might be: "If you're looking for a buzz, then you can't be safe to drive – so plan a good "escape route" – with your friends or your bartender -- before you start."*

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Top Reasons and Rationales for Driving Under the Influence:

- **"I felt like I was OK to drive" (74%) is the top justification** given for driving under the influence. This rationalizations scores even more strongly among Drivers Most at Risk (83%).
- At the same time, At-Risk Drivers tend to disagree with the proposition that "Most people know exactly how much they can drink before they are unable to drive safely." At-Risk drivers also wildly over-predict their ability to drive safely after drinking.
  - *Implication: Despite ample objective evidence to the contrary, drinking drivers either believe or rationalize that they are able to judge their own (reduced) abilities to drive when under the influence. Persuasive messages need to stress that "you never really know when you are OK to drive" – perhaps showing individuals who swear they are OK to drive, but who cannot react quickly to non-driving stimuli -- and end up getting a ride home. A "cognitive dissonance" approach might show a driver holding forth on the inability of "most people" to make this judgment – then show him later, with a few drinks under his belt, claiming he's OK to drive.*

- **"I'd driven like this before and I was OK" (40%) is second most common justification** (55% among Drivers Most at Risk).
  - *Implication: The message needs to be "It only has to happen once." Ads might show individuals in several situations where they used "I dodged a bullet before" to justify taking risks – then end the ad with them saying the same thing about drinking and driving. Alternatively, the ad might combine "I've driven like this before and I was OK" with montages of possible consequences.*

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Top Reasons and Rationales for Driving Under the Influence (continued):

- **"I was expected to drive myself home" (30%) and "People I came with expected me to drive" (16%)** (38% and 23%, respective, for Drivers Most at Risk).
  - *Implication: Messaging needs to make it more socially acceptable to "disappoint expectations" and/or to ask for help. Ads might show situations where a driver is embarrassed to have to ask for a ride or help, or to not offer a ride home, and an influential peer takes them "off the hook" (e.g., "Hey, nobody's putting a gun to your head – it would be stupid to drive when you've had too much.").*

- **"No one suggested that I should not drive home" (22%)** (29% for Drivers Most at Risk)
  - *Implication: Messaging needs to make it socially acceptable to intervene, and also needs to point out that friends may be too embarrassed to say anything. As well as the current slogan, "Friends don't let friends drive drunk," another message element might be "Your friends won't always tell you when you've had too much to drink." An ad might feature a wife complaining to a driver that he should not have driven home inebriated, with him using the excuse that no one suggested he shouldn't drive home, then show his best friend telling <u>his</u> wife that he feels guilty because he didn't intervene – and was afraid he would embarrass his friend.*

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Perceptions of Risks Associated With Drinking and Driving:

- **Killing someone (45%) and hurting someone (14%) in an accident are the two most common primary concerns** that At-Risk Drivers have about being caught drinking and driving.
  - *Implication: For the average At-Risk Driver, killing someone in an accident represents the single most powerful "fear card." The challenge is in messaging about this in a way that does not simply cause them to tune out the message.*

- **Drivers Most At Risk are less concerned about killing/hurting someone in an accident (34% and 8%, respectively) and more concerned about a range of consequences to themselves and their family.** These include going to jail (12%), losing their license (8%), getting fined (8%), the impact on their family (7%), and losing their job (7%).
  - *Implication: Ads aimed at Drivers Most at Risk need to stress the unpleasantness of consequences to them if they are caught. They could be shown trying to cope with life without a driver's license, having fines and increased insurance costs, having job threatened, consequences on their family – and ultimately, jail.*

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Perceptions of Risks Associated With Drinking and Driving (continued):

- **Four-Fifths (79%) of At-Risk Drivers believe they are at least somewhat likely to get stopped by their local police** after having too much too drink**.** 35% believe they are extremely or very likely. Despite this, At-Risk Drivers are somewhat more likely to agree than disagree with the statement that "The vast majority of people who drink and drive will never get pulled over. Only 19% report having ever been stopped, and only 7% report having ever been arrested. Most believe, however, that if they are pulled over, the police are willing to arrest.
  - *Implication: Messaging needs to make the fear of getting pulled over or arrested more salient. An ad might show a driver coming home from a party, worrying about being pulled over, getting by one situation with great relief, then encountering a checkpoint. The slogan might be "Beating the chances – what are the odds?"*

- **At-Risk Drivers who have been arrested for drunk driving report a range of negative emotions:** embarrassment (69%), sadness (56%), anger (56%), fear (40%), and frustration (38%).
  - *Implication: Messaging needs to play upon these negative emotions as a consequence of drinking and driving. They might be contrasted with the minor embarrassment/ inconvenience of asking for help.*

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Attitudes About Drinking and Driving:

- **At-Risk Drivers tend to recognize the social stigma associated with getting arrested for drunk driving**
  - *Implication: Messaging should stress the social shame of getting arrested as an additional risk*

- **At-Risk Drivers tend to modestly disagree with the proposition that "most people don't really care if other people drink and drive, as long as they don't cause any accidents" – but Drivers Most At Risk are more ambivalent about this proposition.**
  - *Implication: Messaging needs to reinforce the attitude that people care about drunk driving – even when there are no accidents (or arrests) – that people view individuals who drink and drive as both irresponsible and uncaring about their fellow man.*

- **At-Risk Drivers are likely to agree somewhat strongly with the proposition that "Drunk drivers are a threat to the personal safety of my family and me" –** with Drivers Most At Risk agreeing somewhat less
  - *Implication: This finding implies a chance to leverage some "cognitive dissonance" between the opinions and behaviors of At-Risk Drivers. A message that features a speaker talking about the risk that drunk drivers pose to his/her child could be followed by cues that indicate that the speaker is him/herself a drinking driver – causing psychological discomfort in the At-Risk viewer.*

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Attitudes About Drinking and Driving (continued):

- **On average, At-Risk Drivers are somewhat unlikely to agree that DUI laws, penalties, and enforcement are too harsh, and to agree that drunk driving is a major problem, and that "people who drive drunk deserve what they get."**

- **Drivers Most at Risk, however, are more ambivalent about the appropriateness of penalties and about the size of problem posed by drunk driving**. Among At-Risk Drivers, 35% believe penalties should be more severe and 21% less severe – but these numbers nearly reverse among Drivers Most at Risk.
  - *Implication: Messaging needs to reinforce that drunk driving penalties are appropriate – perhaps by giving a hint of the issue from the victim's side.*

- **On average, At-Risk Drivers only marginally disagree that "People who get arrested rarely go to jail," "The courts are way too soft on people who drink and drive," and that people arrested for drunk driving are likely to "get off" if they have a good lawyer.**
  - *Implication: Messaging needs to drive concern about the imposition of penalties by the courts for drunk drivers – perhaps an ad that shows a conversation in a bar that shows three friends agreeing over drinks that jail is unlikely, and that a good lawyer can get you off – followed by a shot of one of them with the "bars clanging shut".*

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Strategies for Avoiding Driving Under the Influence:

- **Strategies At-Risk Drivers are most likely to use include several that totally avoid driving under the influence (e.g., spending the night, calling a cab, designated driver, and phoning a friend for a ride). Drivers Most at Risk, however, include several that are less successful (e.g., limiting drinks, leaving early to avoid drinking too much, "hang out until sober," and "get ride with someone who is drinking less")**
  - *Implication: Particularly with Drivers Most at Risk, we want to both encourage any behaviors that reduce risk, while trying to shift them to even safer strategies. An appropriate theme might be "Some solutions work better than others."*

- **Over 75% of At-Risk Drivers have been a Designated Driver, and over 80% have ridden with one – but few At-Risk drivers consistently plan ahead on their drinking.** Attitudinal acceptance of designated driving is also generally high.
  - *Implications: Despite fairly good acceptance of designated driving by most At-Risk Drivers, it is difficult to get them to plan ahead consistently enough to impact DUI occasions as much as could be desired. Messaging should stress the merits of designated driving, recognizing that it is a "necessary but not sufficient" condition for reducing DUI, and that there are other good alternatives*

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Strategies for Avoiding Driving Under the Influence (continued):

- **Drivers Most at Risk are less accepting of designated driving, and less inclined to believe they can have fun while being a Designated Driver.**
  - *Implications: the fact that they tend to be a bit older (and therefore more likely to be embarrassed by using a designated driver), combined with a greater drive to consume alcohol frequently and in larger quantities, makes Drivers at Most Risk a more difficult target for designated driving messages. Messaging should focus on making designated driving, as well as alternatives like cabs and rides home with friends, more socially acceptable.*

Drinking Locations:

- 43% of At-Risk Drivers indicate that home is the most frequent drinking location, followed by bars and clubs (31%). For Drivers Most at Risk, however, these percentages almost exactly reverse. Drivers Most at Risk are also disproportionately likely to drink regularly at sporting events and at leisure activities outside of the home.
  - *Implications: the fact that they are more likely to be drinking heavily in bars, clubs, and other locations outside the home makes Drivers Most at Risk an especially strong risk. Messaging needs to feature such environments, and strategies for avoiding drunk driving when leaving them. This also implies a possible need to enlist bar/clubs in helping get the message out – "If you're going to drink, let us help you drink responsibly."*

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Possible Messaging Elements

Messaging Overview

The tables on the following slides summarize our recommendations about messaging to At-Risk Drivers, as well as the rational behind those recommendations.

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Possible Message Elements

Message Element	Rational/ Persuasive	Emotional	Positive	Negative	Belief/Attitude Impacted
"Designated drivers -- the life of the party"	X	X	X		Appeals to the social aspects of drinking and makes it socially attractive to be -- and to use -- a designated driver. Designated drivers help the group have fun, everybody takes a turn.
"Enjoy the party, enjoy your friends -- and make sure everyone gets home safe"	X				Reinforce the positive social aspects of drinking, then tie them to getting home safely
"Friends don't let friends drive drunk"	X	X	X	X	Reinforce the positive social aspects of drinking, then tie them to getting home safely
"Getting home safe -- the perfect end to a perfect evening"	X	X	X		Build belief that the most fun way to drink is to have a plan for getting home safe.
"The best way to unwind and relax -- have a plan"	X	X	X		Leverage the need of At-Risk Drivers to "unwind and relax" by tying it to a plan to get home safely
"Celebrate -- don't violate"	X	X	X	X	Stress the fun of celebrating -- and how violating the laws ruins the good time.
"Nobody's forcing you to drive drunk"	X	X	X	X	Need to undermine perception that the driver "is expected to drive him/herself home" or drive others home, even though the driver is under the influence.

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Possible Message Elements

Message Element	Rational/ Persuasive	Emotional	Positive	Negative	Belief/Attitude Impacted
"You never really know when you're OK to drive"	X			X	Need to undermine beliefs and rationalizations of At-Risk Drivers that (1) after drinking, they can judge when they're OK to drive and (2) just because they "dodged a bullet" driving under the influence before does not mean they can do so again. Present evidence, but do it in a way that At-Risk Drivers can identify with, or that juxtaposes their belief that most people cannot judge whether they are fit to drive, with their own behavior.
"It only has to happen once" or "It's only a question of time"	X	X		X	Need to undermine beliefs and rationalizations of At-Risk Drivers that just because they "dodged a bullet" driving under the influence before does not mean they can again. Need to combine persuasive argument repeated risk-taking will inevitably lead to consequences, with a vision of those consequences.
"If you're getting buzzed, you can't be safe to drive"	X			X	Need to undermine the (false) belief of many At-Risk drivers that they have good judgment about when they are safe to drive after drinking
"Your friends may not always tell you when you've had too much"	X	X		X	Undermine the belief that a good reason for driving under the influence is because "no one told me I shouldn't drive"

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Possible Message Elements

Message Element	Rational/ Persuasive	Emotional	Positive	Negative	Belief/Attitude Impacted
"Drinking and driving -- a choice you could regret for the rest of your life."	X	X		X	Play on greatest single fear of At-Risk Drivers: that they will kill or injure someone else in an accident.
"Drinking and driving -- do you really want to live with the consequences?"	X	X		X	Play on range of fears, particularly by Drivers Most at Risk, about getting caught (going to jail, losing license, getting fined, impact on family, losing job)
"Beating the charges -- what are the odds?"	X	X		X	Play on fear of getting stopped and/or arrested. Also undermine the perception that most people don't get arrested for DUI, and that those arrested have a good chance of getting off if they have a good lawyer
"Too embarrassed to ask for a ride home? Try this for embarrassment" or "Drive drunk? -- the one you'll be maddest at is yourself"		X		X	Play on negative emotions reported by those arrested for DUI (embarrassment, sadness, anger, fear, frustration)
"Drinking and driving -- wouldn't it be a shame -- and wouldn't you be ashamed?"		X		X	Play on fear of the shame of getting caught

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Possible Message Elements

Message Element	Rational/ Persuasive	Emotional	Positive	Negative	Belief/Attitude Impacted
"People care about drinking and driving -- even when there are no accidents"		X		X	Need to reinforce weakly held opinion among At-Risk Drivers (particularly Drivers Most at Risk) that "people care about drunk driving, even if there are no accidents"
"Drinking and driving threatens everybody -- so why do you do it?"		X		X	Need to leverage and reinforce strongly held opinion of At-Risk Drivers that drunk drivers threaten their family and themselves
"The only thing worse than a drunk driver getting punished -- is him not getting punished"		X		X	Need to reinforce moderately held opinion among At-Risk Drivers that DUI laws, penalties, and enforcement are not unduly harsh, and that drunk drivers "deserve what they get."
"When it comes to avoiding drinking and driving, some solutions work better than others."	X		X		Need to shift Most at Risk Drivers to safer strategies (e.g., getting a cab, designated driving, etc.), while not undercutting current strategies that are imperfect but helpful.

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Key Findings

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Drivers at Risk for Drinking and Driving: Profiles

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At-Risk Drivers Who Drink the Heaviest Tend to Be Younger, Male, Single, and Have Lower Socio-Economics

Demographics		Number of Drinks Per Occasion		
Gender	**Total**	**1 to 3**	**4 to 5**	**6+**
Male	48%	*42%*	49%	**58%**
Age				
18 to 20 years old	6%	*3%*	4%	**14%**
21 to 24 years old	42%	*36%*	**48%**	44%
25 to 34 years old	38%	**44%**	37%	*30%*
35 to 44 years old	14%	**18%**	11%	12%
Ethnicity				
White	84%	84%	82%	86%
Percent Spanish/Hispanic/Latino	7%	7%	8%	7%
Other				
Single/Never Married	49%	*39%*	53%	**61%**
Average No. Adults in Household	2.2	*2.1*	2.2	2.3
Percentage of Households with Kids	25%	28%	23%	22%
Average No. Kids in Household	1.9	1.9	1.9	1.8
Percent Own a Home	41%	**47%**	40%	*31%*
Percent Four Year Degree or More Education	50%	**62%**	45%	*34%*
Percent Employed	79%	**84%**	76%	*74%*
Average Income (Thousands of $)	$69.5	**$75.3**	$68.9	*$60.4*

Data in **bold** is significantly higher than that of Total. *Italicized* data is significantly lower than that of Total

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The Young, Those Formerly Married or Single, Students, and Males are Most At Risk for Very Heavy Drinking

To target messages to the drivers most at risk, it is useful to understand which demographics best predict heavy drinking – and which demographic groups merely appear to drink heavily because they are related to ("correlate with") the "true demographic drivers" of heavy drinking. The groups indicated below are the heaviest drinkers. Once the four variables below have been accounted for ("controlled for"), there are only very small differences in drinking by income, race, or Hispanic origin.

Example 1: controlling for employment status, age, and gender, At-Risk Drivers who were "once married" (are divorced, separated, or widowed) average 6.7 drinks per occasion

Avg. Drinks Per Occasion

Marital Status	Average
Once was married	6.7
Single, never married	5.8
Unmarried Couple	5.2
Married	4.7

Example 2: controlling for marital status, At-Risk Driver who are males between 18 and 20 and who are either students or are employed, average 6.6 drinks per occasion

Employment Status	Age	Gender	Average	Sample Size
Student or Employed	18 to 20 years old	Male	6.6	22
*Student**	*18 to 20 years old*	*Female*	*6.5*	*12*
Not employed (unemployed, retired, homemaker)	21 to 24 years old	Male or Female	5.9	22
Employed	21 to 24 years old	Male	5.3	111
*Not employed (unemployed, retired, homemaker)**	*35 to 44 years old*	*Female*	*5.1*	*10*
Student	21 to 24 years old	Male	5.1	33
Not employed (unemployed, retired, homemaker)	25 to 34 years old	Male or Female	5.0	31
*Employed**	*18 to 20 years old*	*Female*	*5.0*	*13*
Employed	35 to 44 years old	Male	4.6	48
Employed	25 to 34 years old	Male	4.4	161
*Student**	*25 to 34 years old*	*Male*	*4.2*	*8*
Employed	21 to 24 years old	Female	4.1	141
Employed	25 to 34 years old	Female	3.8	116
Student	21 to 24 years old	Female	3.7	39
Employed	35 to 44 years old	Female	3.3	56

*Especially small sample sizes

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At-Risk Drivers Who Report Having Driven Impaired are Disproportionately Likely to be Men, 25-34, and Single

Men and those 25-34 are also more likely to have been stopped and have been arrested.

Demographics		Drove Impaired		Stopped for DWI/DUI	Arrested for DWI/DUI
Gender	**Total**	**No**	**Yes**	**Yes**	**Yes**
Male	48%	*44%*	**55%**	**70%**	**66%**
Age					
18 to 20 years old	6%	5%	7%	4%	6%
21 to 24 years old	42%	**45%**	*36%*	*31%*	*26%*
25 to 34 years old	38%	*34%*	**45%**	**47%**	47%
35 to 44 years old	14%	15%	13%	17%	22%
Ethnicity					
White	84%	82%	87%	88%	87%
Percent Spanish/Hispanic/Latino	7%	7%	8%	5%	6%
Other					
Single/Never married	49%	*46%*	**54%**	52%	53%
Average No. Adults in Household	2.2	2.2	2.1	2.1	2.1
Percentage of Households with Kids	25%	27%	*21%*	22%	24%
Average No. Kids in Household	1.9	1.9	1.9	1.9	1.6
Percent Own a Home	41%	**44%**	*36%*	37%	*33%*
Percent Four Year Degree or More Education	50%	51%	48%	46%	35%
Percent Employed	79%	78%	81%	83%	87%
Average Income (Thousands of $)	$69.5	$72.0	$65.7	$67.6	$64.6

Data in **bold** is significantly higher than that of Total. *Italicized* data is significantly lower than that of Total

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Heavier Drinkers Are More Likely to Believe They Can Drink More Before They Are Impaired

They are also likely to believe that they can drive sooner after drinking. Most drivers report that they typically drink "on the spur of the moment."

		Number of Drinks/Occasion		
	Total	**1-3**	**4-5**	**6+**
Average # of alcoholic drinks on a typical occasion	4.5	*2.5*	4.5	**8.1**
Number of hours drinking on a typical occasion	3.9	*3.2*	**4.1**	**4.8**
Spur of the moment drinkers	69%	71%	67%	70%
Average # of Drinks Before Perceived Impairment	3.3	*2.7*	3.5	**4.2**
Percent Claim They Can Drive After Fewer Hours Than Average After 3-4 Drinks	29%	*21%*	**35%**	**35%**

Data in **bold** is significantly higher than that of Total. *Italicized* data is significantly lower than that of Total

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Individuals Who Have Driven Impaired or Have Been Stopped or Arrested for DUI, Consume More Alcoholic Drinks Than Average

Those who drive impaired are also disproportionately likely to believe that they can drive after drinking with higher levels of alcohol and remain unimpaired. Spur of the moment drinkers are more likely to drive impaired.

		Drove Impaired		Stopped for DWI/DUI	Arrested for DWI/DUI
	Total	No	Yes	Yes	Yes
Average # of alcoholic drinks on a typical occasion	4.5	4.0	**5.3**	**5.1**	**6.2**
Number of hours drinking on a typical occasion	3.9	*3.8*	**4.1**	4.0	**4.4**
Spur of the moment drinkers	69%	*66%*	**74%**	72%	76%
Average # of Drinks Before Perceived Impairment	3.3	*3.0*	**3.9**	3.5	3.4
Percent Claim They Can Drive After Fewer Hours Than Average After 3-4 Drinks	29%	*22%*	**39%**	31%	29%

Data in **bold** is significantly higher than that of Total. *Italicized* data is significantly lower than that of Total

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Heavier Drinkers Show Higher Rates of Risk Behaviors – But Most At-Risk Drivers Also Report Using/Being Designated Drivers

Over half of At-Risk Drivers who report drinking at least 4 drinks per occasion also report having driven while impaired, and a similar percentage report having ridden with someone who was impaired. Heavier drinkers are also more likely to have been stopped and/or arrested for DUI. Over three-quarters of At-Risk Drivers report having been a designated driver and/or ridden with a designated driver in the past year.

		Number of Drinks/Occasion		
	Total	**1 to 3**	**4 to 5**	**6+**
Knowledge of Someone who Drank and Drove	72%	*63%*	**79%**	**81%**
Ridden With Designated Driver (Past Yr)	79%	78%	81%	78%
Ridden With Someone Thought to be impaired (Past Yr)	42%	*32%*	**48%**	**54%**
Been a Designated Driver (Past Yr)	73%	**78%**	71%	*67%*
Driven While Impaired (Past Yr)	39%	*25%*	**44%**	**56%**
Percent Avoided Driving Because Of Drinking (Past Yr)	83%	81%	**88%**	81%
Percent Claimed Likely to Get Stopped for DUI/DWI(T2B)	35%	32%	37%	38%
Percent Stopped for Suspicion of DUI/DWI	19%	16%	17%	**26%**
Percent Arrested For DUI/DWI	7%	*3%*	7%	**13%**
Percent Who Believe Penalties DUI/DWI Penalties Should Be More Severe (T2B):	35%	**41%**	34%	*27%*

Data in **bold** is significantly higher than that of Total. *Italicized* data is significantly lower than that of Total

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Those Who Have Driven Impaired Are More Likely to Engage in Other Risk Behaviors Related to DUI

Those who have driven impaired are less likely to believe they will get stopped – yet they also report higher levels of actually getting stopped and of getting arrested.

		Drove Impaired		Stopped for DWI/DUI	Arrested for DWI/DUI
	Total	No	Yes	Yes	Yes
Knowledge of Someone who Drank and Drove	72%	*63%*	**88%**	**82%**	84%
Ridden With Designated Driver (Past Yr)	79%	81%	76%	74%	71%
Ridden With Someone Thought to be impaired (Past Yr)	42%	*30%*	**63%**	**52%**	55%
Been a Designated Driver (Past Yr)	73%	**78%**	*64%*	*65%*	*56%*
Driven While Impaired (Past Yr)	39%	-	**100%**	**56%**	**56%**
Percent Avoided Driving Because Of Drinking (Past Yr)	83%	*81%*	**87%**	**89%**	**95%**
Percent Claimed Likely to Get Stopped for DUI/DWI(T2B)	35%	**38%**	*30%*	**42%**	**53%**
Percent Stopped for Suspicion of DUI/DWI	19%	*13%*	**27%**	**100%**	**100%**
Percent Arrested For DUI/DWI	7%	*5%*	**10%**	**35%**	**100%**
Percent Who Believe Penalties DUI/DWI Penalties Should Be More Severe (T2B):	35%	**39%**	*29%*	*25%*	*18%*

Data in **bold** is significantly higher than that of Total. *Italicized* data is significantly lower than that of Total

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Alcohol Consumption Behaviors

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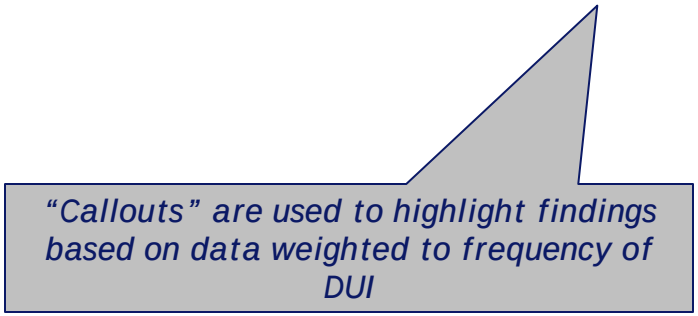
Methodology Note: Weighting for Frequency of Driving Under the Influence

To help focus on those who represent the highest driving safety risks, an additional analysis of the survey data was done, with the data weighted to reflect frequency of DUI*. Findings that reflect this weighting appear throughout this report in "callouts," such as the one below …



*Question used was Q24a: "How many times in the past 3 months have you driven a motor vehicle within an hour after drinking three or more alcoholic beverages?" To avoid extreme effects on the data caused by a few individuals who DUId very frequently, answers were "capped" at 10 occasions in the past 3 months

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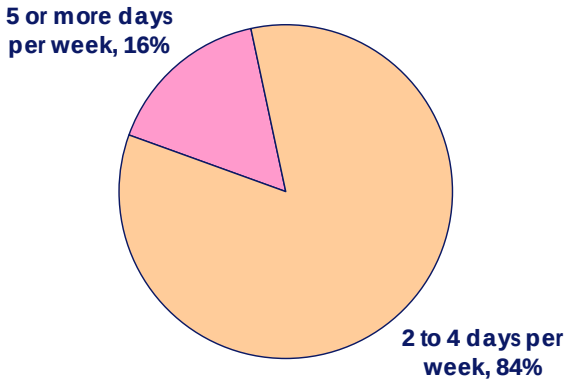
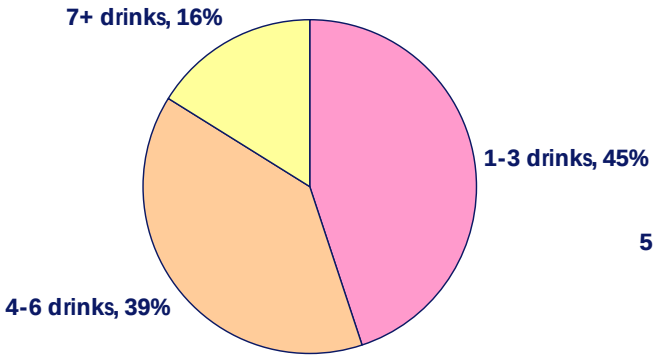
At Risk Drivers Drink Frequently, At High Volumes, and For Long Periods of Time

Over half of At-Risk Drivers typically drink at least 4 drinks per occasion. 15% of At-Risk Drivers drink 5+ days per week.

of Drinking Occasions in Typical Week



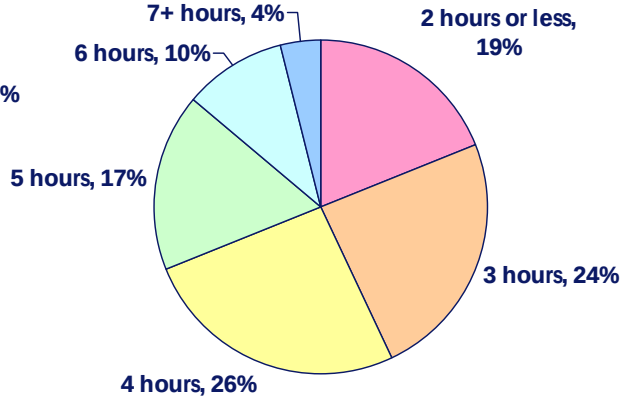
Drinking Volume Per Typical Occasion



Average # of drinks: 4.5

Weighted for frequency of DUI, average drinks per occasion rises to 5.9 drinks

Duration of Drinking Per Typical Occasion



Average # of hours: 3.9

S5. In an average week, on how many days do you drink an alcoholic beverage?
Q3a. On a typical occasion when you drink alcohol, how many alcoholic drinks do you have?
Q3b. Still thinking about a typical occasion when you drink alcohol, over the course of how many hours do you have these drinks?

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47% of At-Risk Drivers Usually Consume More Than One Drink Per Hour

While four out of five At-Risk Drivers typically drink for 3 or more hours at a time, a large proportion (but not a majority) typically drink faster than the body can metabolize alcohol.

Typical # of Drinks Per Occasion	Typical # of Hrs Drinking Per Occasion: 0 to 2	3	4	5+
1 to 2	10%	5%	4%	2%
3	**5%**	7%	7%	5%
4	**2%**	**5%**	5%	4%
5	**1%**	**4%**	**4%**	5%
6+	**1%**	**4%**	**6%**	**15%**

Q.3a. On a typical occasion when you drink alcohol, how many alcoholic drinks do you have?
Q.3b. Over the course of how many hours do you have these drinks?

Typically consumes more than one drink per hour

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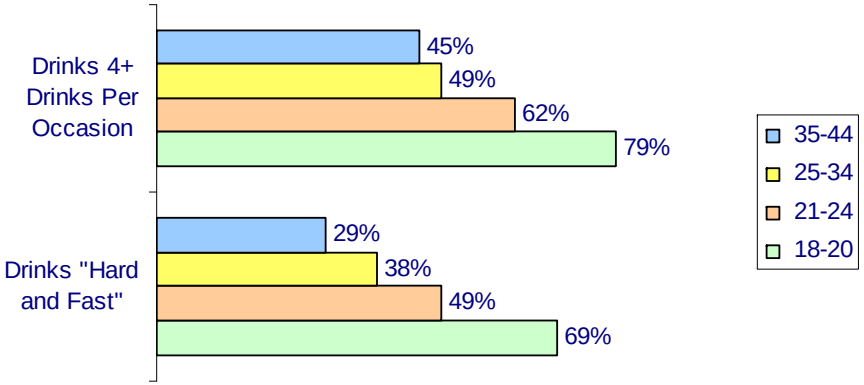
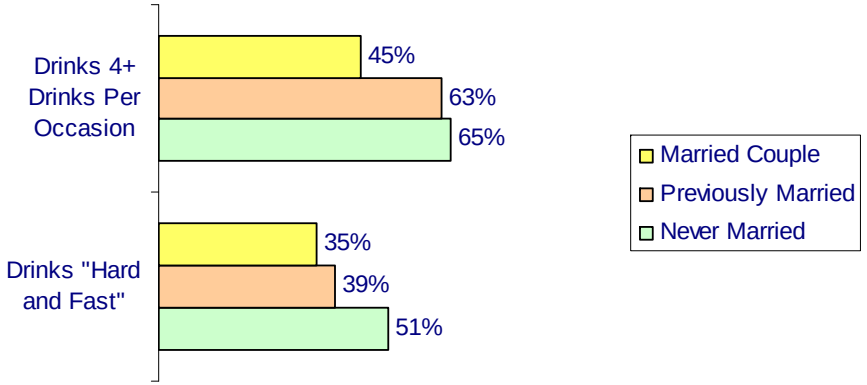
Heavy Drinking At-Risk Drivers Are Disproportionately Likely to be Younger, Male, Unemployed, and Either Single or Previously Married

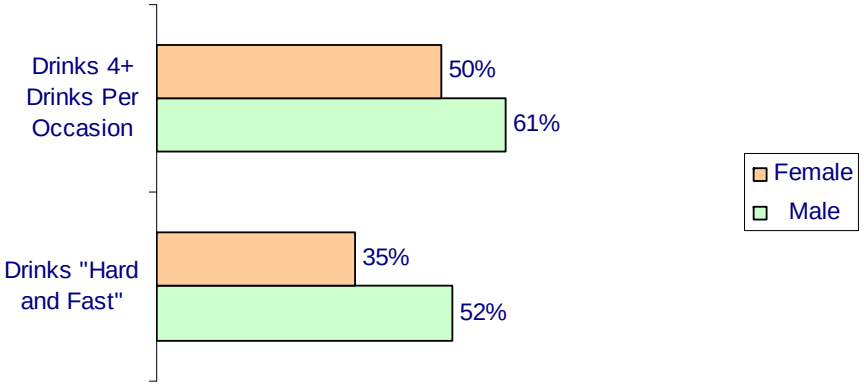
Drinking Habits of At-Risk Drivers By Age



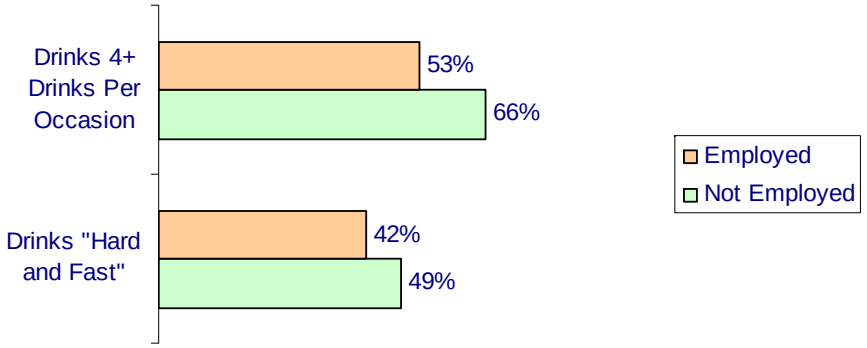
Drinkig Habits of At-Risk Drivers by Marital Status



Drinking Habits of At-Risk Drivers by Gender



Drinking Habits of At-Risk Drivers By Employment Status



"Hard and Fast" drinkers typically drink 3+ drinks per occasion and also typically drink more than 1 drink per hour.

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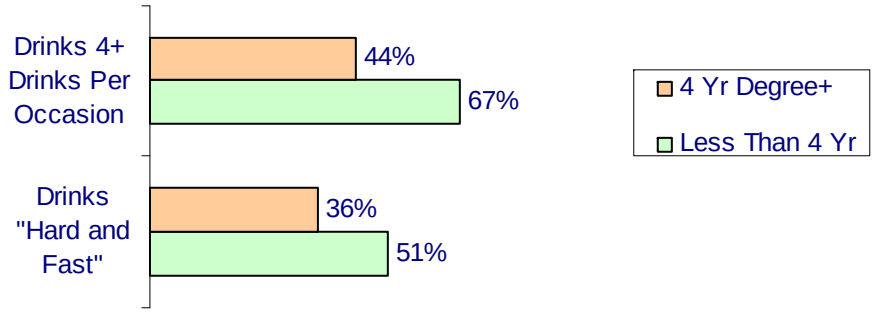
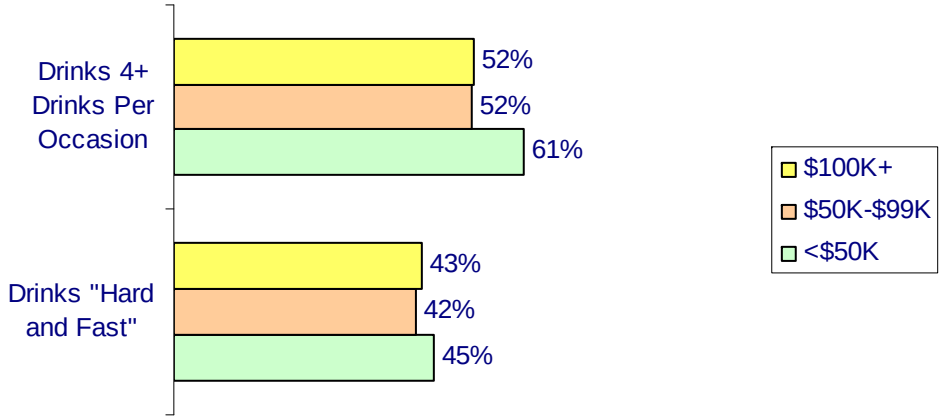
Heavy Drinking At-Risk Drivers Also Are Somewhat More Likely to be Less Educated and Have Lower Income

Drinking Habits of At-Risk Drivers by Education



Drinking Habits of At-Risk Drivers by HH Income



"Hard and Fast" drinkers typically drink 3+ drinks per occasion and also typically drink more than 1 drink per hour.

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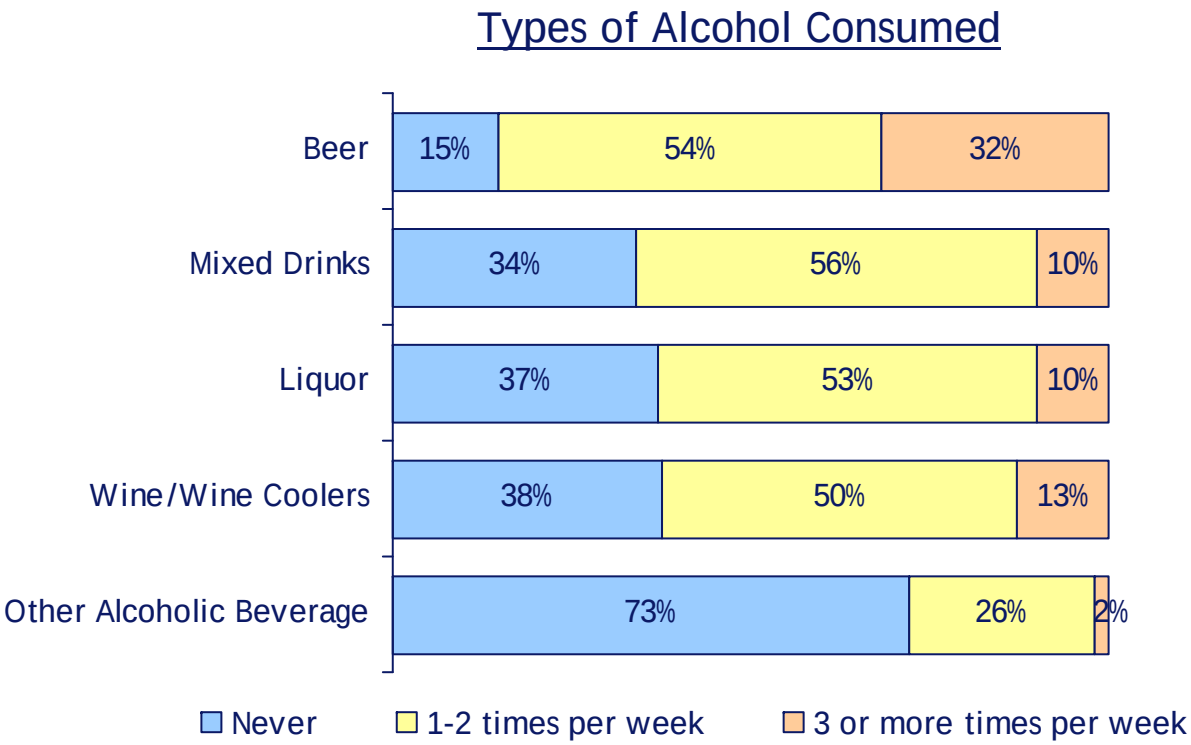
Beer Is the Most Frequently Consumed Alcoholic Beverage

Mixed drinks, liquor and wine are consumed at least once a week by about two thirds of at-risk drivers.



Q2. In a typical week, how often do you drink each of the following types of alcohol?

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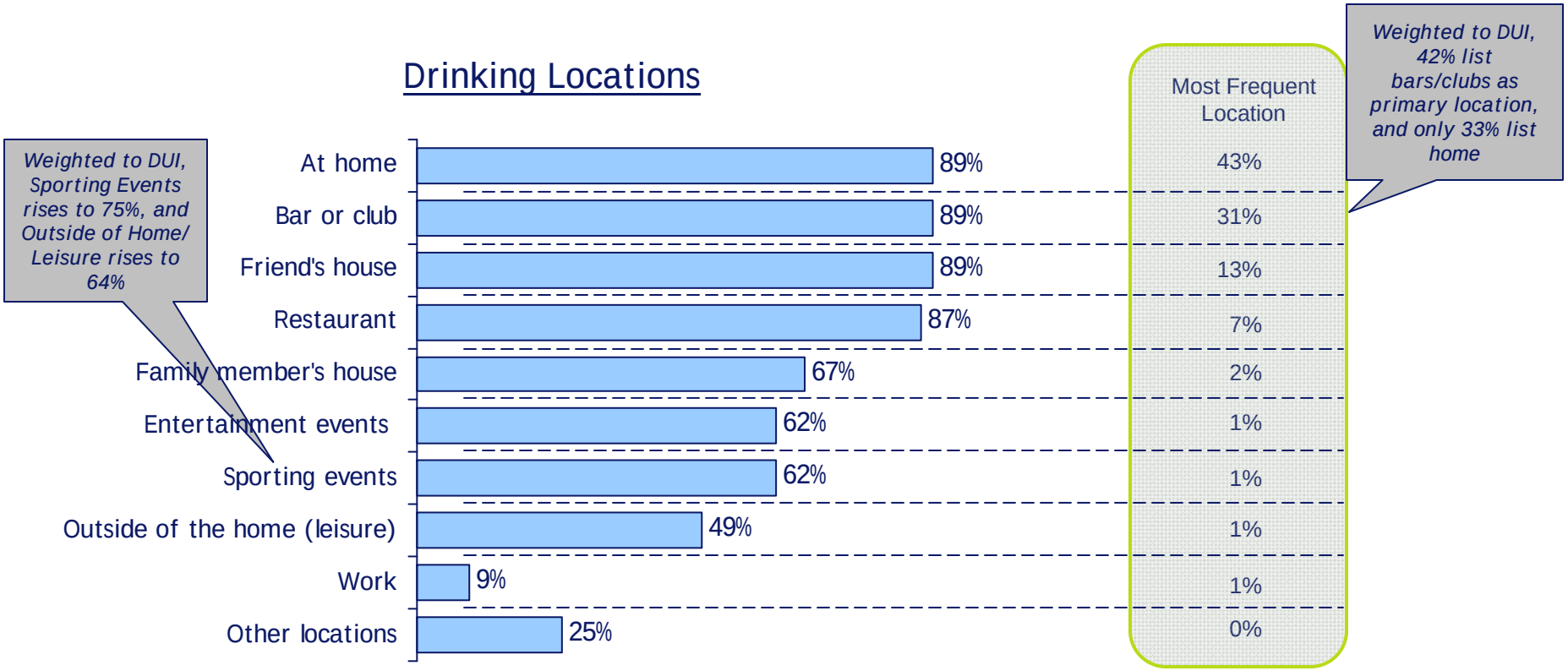
At Home is Most Popular Place to Drink – But Almost All At-Risk Drivers Drink Outside the Home

The average At-Risk Driver drinks at several locations in a typical week.



Q7. Listed below are places where people say they drink alcohol. Please select all the locations where you drink alcohol in a typical week, and then indicate the one location where you tend to drink alcohol the most.

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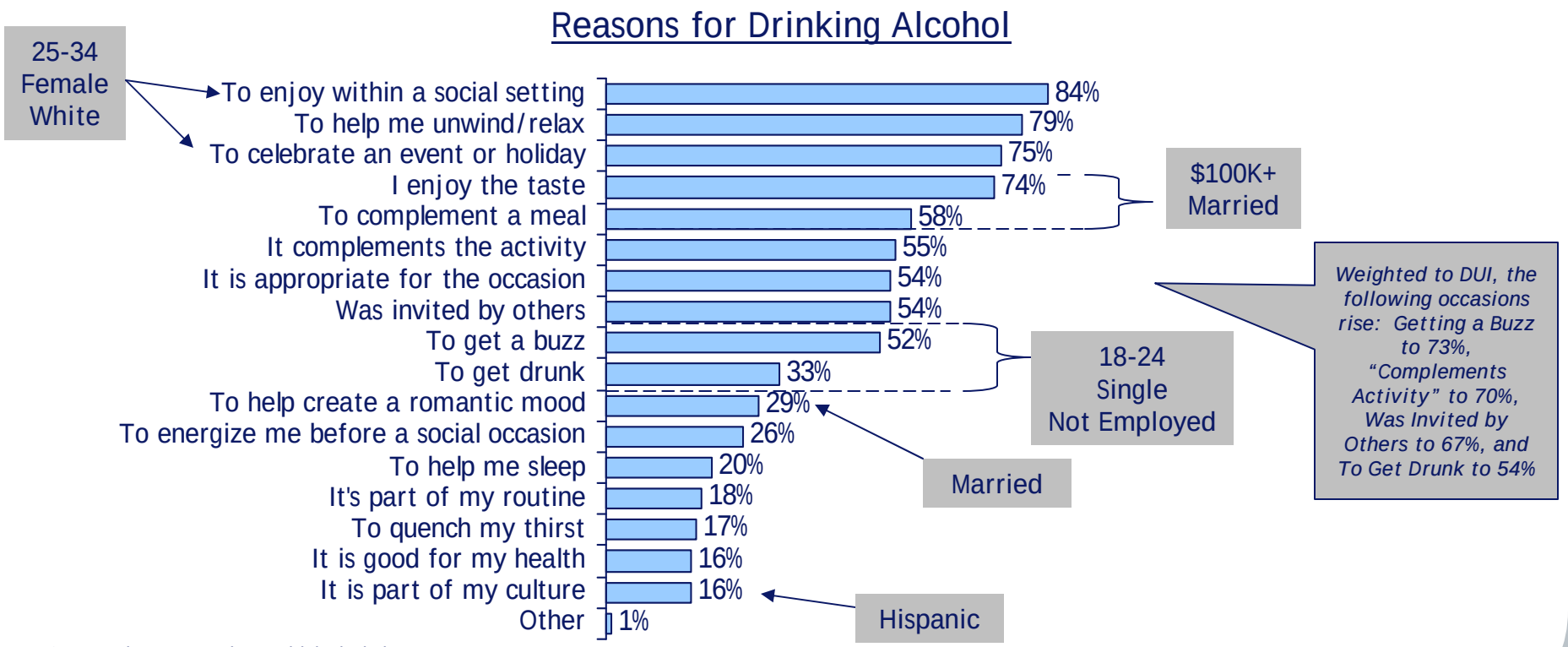
Drinking With Friends/Family is Most Popular Reason for Imbibing

Three-quarters or more of At-Risk drivers also list unwinding/relaxing, celebrating events/holidays, and "enjoying the taste" as reasons they drink. Over half report drinking for each of a number of reasons related to how drinking complements other events, is appropriate to the occasion, or because they are invited to. Over half drink "to get a buzz," and a third drink to "get drunk."



Q4. For what reasons do you drink alcohol?

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Younger At-Risk Drivers More Likely to Drink to Get a Buzz or Get Drunk

Older At-Risk Drivers are disproportionately likely to list "to complement a meal." Drivers 25-34 are disproportionately likely to find reasons/rationales rooted in "appropriateness" to a situation, occasion, or other activity, such as to unwind or because they like the taste.

	Age			
Reasons for Drinking:	**18-20**	**21-24**	**25-34**	**35-44**
To enjoy within a social setting	81%	81%	**89%**	84%
To help me unwind/relax	*65%*	77%	**84%**	75%
To celebrate an event or holiday	*69%*	75%	**82%**	*62%*
I enjoy the taste	*60%*	*65%*	**84%**	75%
To complement a meal	*33%*	*52%*	**65%**	**68%**
It complements the activity	54%	52%	**63%**	*42%*
It is appropriate for the occasion	54%	53%	**59%**	*44%*
Was Invited by others	*48%*	56%	56%	*44%*
To get a buzz	**60%**	**57%**	52%	*33%*
To get drunk	**58%**	**40%**	*28%*	*14%*
To help create a romantic mood	*27%*	30%	33%	*20%*
To energize me before a social occasion	**44%**	28%	25%	*16%*
To help me sleep	*8%*	21%	21%	18%
It's part of my routine	**13%**	15%	**23%**	18%
To quench my thirst	*13%*	14%	21%	17%
It is good for my health	*10%*	*11%*	**20%**	**23%**
It is part of my culture	13%	*10%*	**20%**	18%

Q4. For what reasons do you drink alcohol?
Note: data ranked on maximum differentiation across age groups
Bold indicates attribute indexes higher than average
Italics indicates attribute indexes lower than average

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Heavy Drinking At-Risk Drivers More Likely to Drink "for a Buzz," for Social Reasons, or to Complement an Activity

Not surprisingly, lighter-drinking At-Risk Drivers claim they drink to complement a meal, on special occasions, or for their health. Heavier drinkers are more likely to list "because its part of my routine."

	Number of Drinks Per Occasions		
Reasons for Drinking:	**6 or more**	**4-5**	**1-3**
To complement a meal	*42%*	56%	**69%**
It complements the activity	**61%**	**59%**	*49%*
It is appropriate for the occasion	*49%*	53%	**57%**
Was Invited by others	**60%**	55%	*49%*
To get a buzz	**68%**	**58%**	*39%*
To get drunk	**56%**	34%	*18%*
To energize me before a social occasion	**33%**	29%	*20%*
It's part of my routine	**28%**	17%	*13%*
It is good for my health	*9%*	13%	**22%**

Q4. For what reasons do you drink alcohol?
Note: data ranked on maximum differentiation across drinks per occasion, attributes not shown show minimal differentiation
Bold indicates attribute indexes higher than average
Italics indicates attribute indexes lower than average

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"Nights out," Parties/Celebrations, and Social/Family Gatherings are Most Commonly Cited Drinking Occasions

The most often-mentioned occasions underline the frequent social role of drinking among At-Risk Drivers.

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Younger At-Risk Drivers (18-24) Are Disproportionately Likely to "Get a Buzz" Before Going Out

At-Risk Drivers 25-34 Are disproportionately likely to drink socially, to unwind, after working, and at sporting events.

	Age			
Occasions for Drinking	18-20	21-24	25-34	35-44
Having a night out	*83%*	87%	**94%**	*83%*
Parties or celebrations	85%	85%	91%	88%
Social/family gatherings	*75%*	**76%**	**84%**	83%
Holidays	67%	**63%**	**73%**	**73%**
When staying in with friends	**71%**	65%	68%	*57%*
During a meal	*46%*	*52%*	**67%**	**66%**
At night to unwind or relax	*50%*	*53%*	**67%**	62%
Sporting events	52%	*49%*	**65%**	53%
After a day at work	*35%*	*38%*	**59%**	48%
When traveling	**42%**	**30%**	**42%**	*31%*
After hearing good news	**44%**	32%	36%	*22%*
Watching TV	35%	28%	36%	31%
Before going out	**58%**	**39%**	*23%*	*19%*
After hearing bad news	**29%**	20%	23%	18%
When I am by myself	23%	**14%**	**26%**	18%
Business meetings	8%	6%	9%	10%
Other occasions	**23%**	15%	21%	*13%*

Q6. Typically, on what occasions do you drink alcohol?
Note: data ranked on maximum differentiation across age groups
Bold indicates attribute indexes higher than average
Italics indicates attribute indexes lower than average

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Heavy Drinkers Drink for an Especially Wide Range of Reasons

Occasions for Drinking	Number of Drinks Per Occasions: 6 or more	4-5	1-3
Having a night out	**93%**	**91%**	*85%*
When staying in with friends	**68%**	**69%**	*61%*
During a meal	*45%*	**60%**	**67%**
Sporting events	**57%**	**63%**	*50%*
After hearing good news	**39%**	*33%*	*29%*
Watching TV	**37%**	*29%*	*31%*
Before going out	**45%**	**34%**	*21%*
After hearing bad news	**29%**	**23%**	*15%*
When I am by myself	**24%**	**20%**	*16%*

Q6. Typically, on what occasions do you drink alcohol?
Note: data ranked on maximum differentiation across drinks per occasion, attributes not shown show minimal differentiation
Bold indicates attribute indexes higher than average
Italics indicates attribute indexes lower than average

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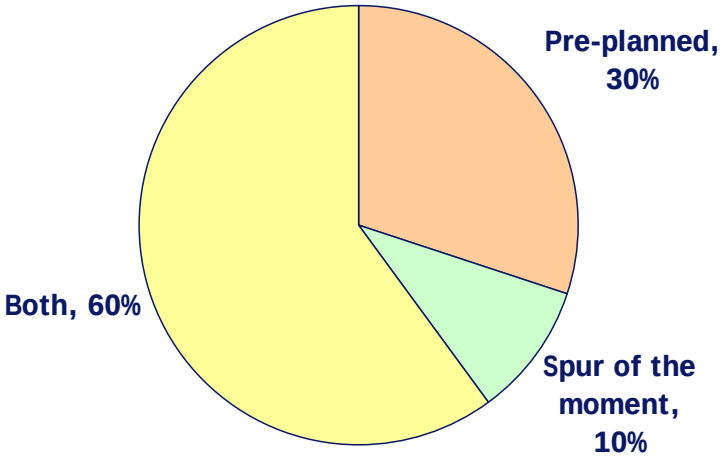
Seven in Ten At-Risk Drivers Often Drink on the Spur of the Moment

Drink Occasion Planning



Spur of the moment/both are more likely to be:

Age: 21-24

Q5. When you drink alcohol, do you typically plan ahead, or do you decide to drink alcohol on the spur of the moment?

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At-Risk Drivers Are Highly Likely to Drink Regularly With "A Small Group of Friends," and/or with Spouse/Partner

On average At-Risk Drivers drink with 2 other people

Q9. In a typical week, with whom do you regularly drink alcohol?

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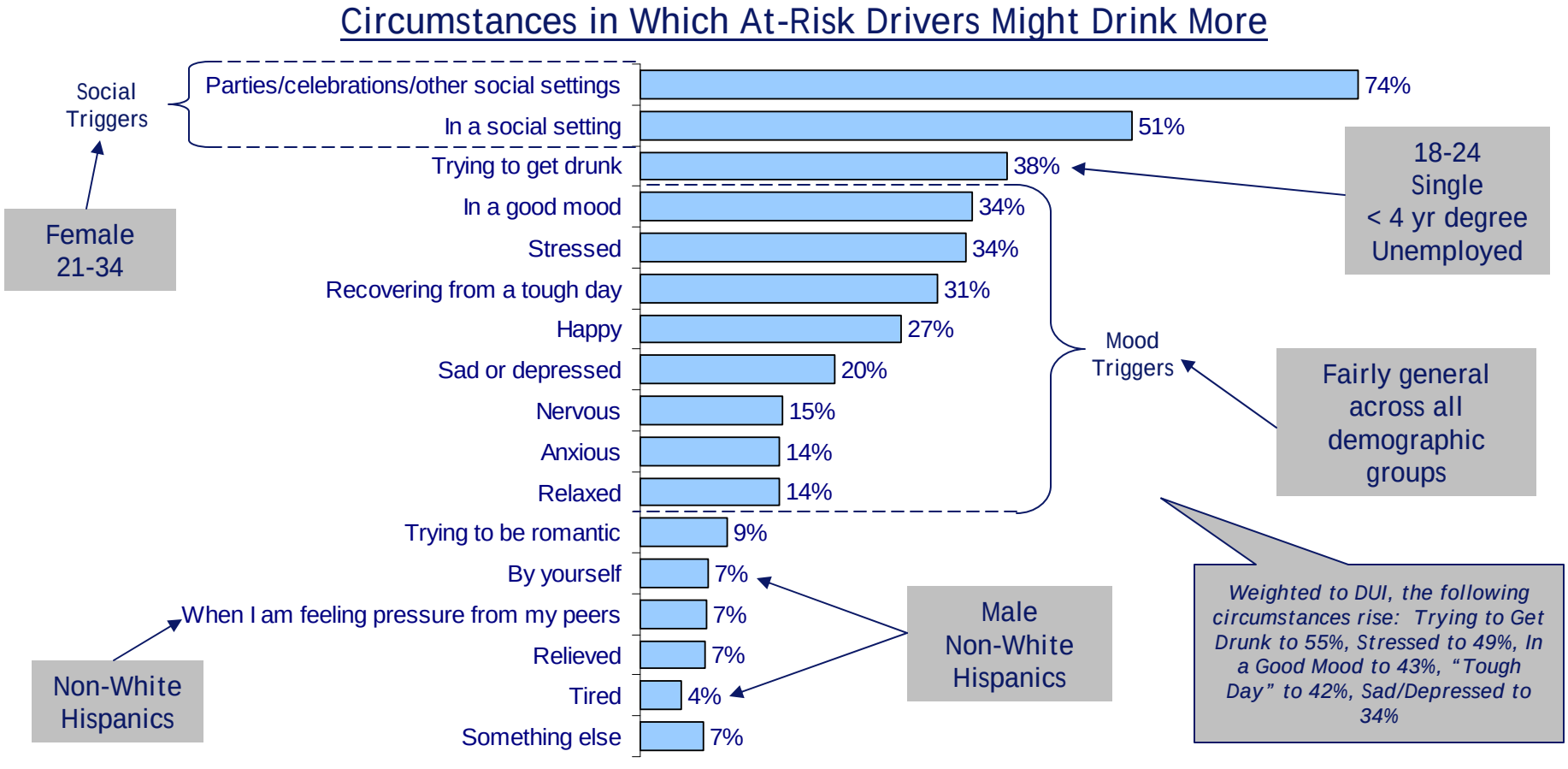
Parties/Celebrations/Social Settings Are Most Common Situations Where At-Risk Drivers Are Likely to Drink More

A range of mood-related triggers (both positive and negative) are mentioned by smaller percentages. 38% report drinking more when they are "trying to get drunk."



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Previously Married Report Sustained Drinking, While 18-20 Year Olds Are More Likely to "Drink to Get Drunk"

How do Drinking Behaviors and Patterns of At-Risk Drivers Vary Among Demographic Groups

- **Previously Married Drink for Longer Periods, More Frequently at Family Member's House, and More Frequently at Entertainment Events:** Those previously married report average lengths of drinking per occasion of 4.7 hours, compared to 3.9 hours for all At-Risk Drivers. 84% report drinking at a family member's house in a typical week, compared with 67% for all At-Risk Drivers. 77% report drinking at entertainment events in a typical week (compared with 62%).
- **43% of Previously Married, 42% of Singles (Never Married), and 39% of 21-24 year olds Use Bars/Clubs as Primary Drinking Location** (compared with 31% of all At-Risk Drivers).
- **Men Drink More Beer:** 45% of male At-Risk Drivers drink beer 3+ times per week, compared with 19% of women
- **Men and Those 25-34 Are More Likely to Drink at Sporting Events:** 65% of both groups report drinking frequently at sporting events (compared to 59% for all At-Risk Drivers).
- **18-20 Year Old At-Risk Drivers Are More Likely to Drink to "Get Drunk" (58%) or to "Energize Myself Before a Social Occasion" (44%)** (compared with 33% and 26% of all At-Risk Drivers)
- **58% of 18-20 Year Olds Drink Before Going Out** (compared with 31% of all At-Risk Drivers)
- **18-20 Year Olds Drink More Liquor:** 21% drink liquor 3+ times per week, compared with 10% for all At-Risk Drivers
- **48% of 18-20 Year Olds List Friend's House as Primary Drinking Location** (compared with 13% of all At-Risk Drivers)
- **18-20 Year Olds, Non-Whites, Hispanics, and the Non-Employed Drink More Mixed Drinks:** 23%, 18%, 18%, and 15%, respectively, of the listed groups drink mixed drinks 3+ times per week (compared with 10% of all At-Risk Drivers).

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Alcohol Consumption and Drinker Driver Awareness

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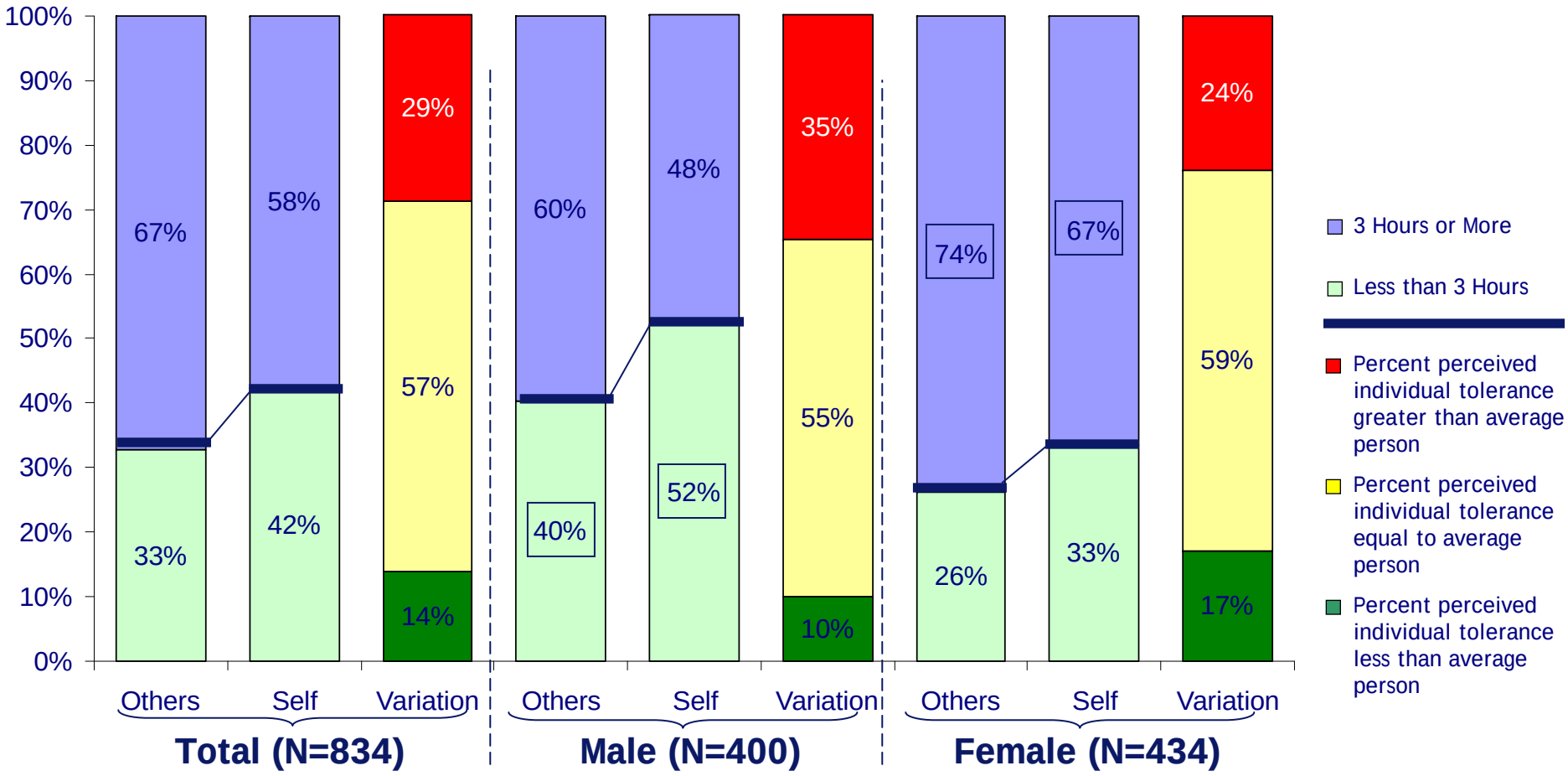
Over One-Third of Male At-Risk Drivers Believe They Can Drive More Safely Under the Influence

Female At-Risk Drivers are almost as likely to believe that they are "less able" (17%) than that they are "more able" (24%).



Q19. How many hours after drinking 3-4 drinks can the average person drive safely?
Q20. How many hours after drinking 3-4 drinks can you drive safely?

Significantly higher difference between Male/Female at a 95% confidence interval

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The Typical At-Risk Driver Believes He/She Can Drink Three Drinks in Two Hours Without Becoming Impaired

At-Risk Drivers who are Young, Male, Non-White, and/or Single tend to believe they can consume even more without becoming impaired.

Number of Drinks in Two Hours Prior to Impairment

At Risk Drivers (Total):	3 Drinks
18-20 year olds Males Non-Whites Single/Never Married	Claim they can drink more than average within a two hours period: Mean = 4 drinks

Q21. What is the maximum number of drinks you can have in two hours before your ability to drive becomes impaired?

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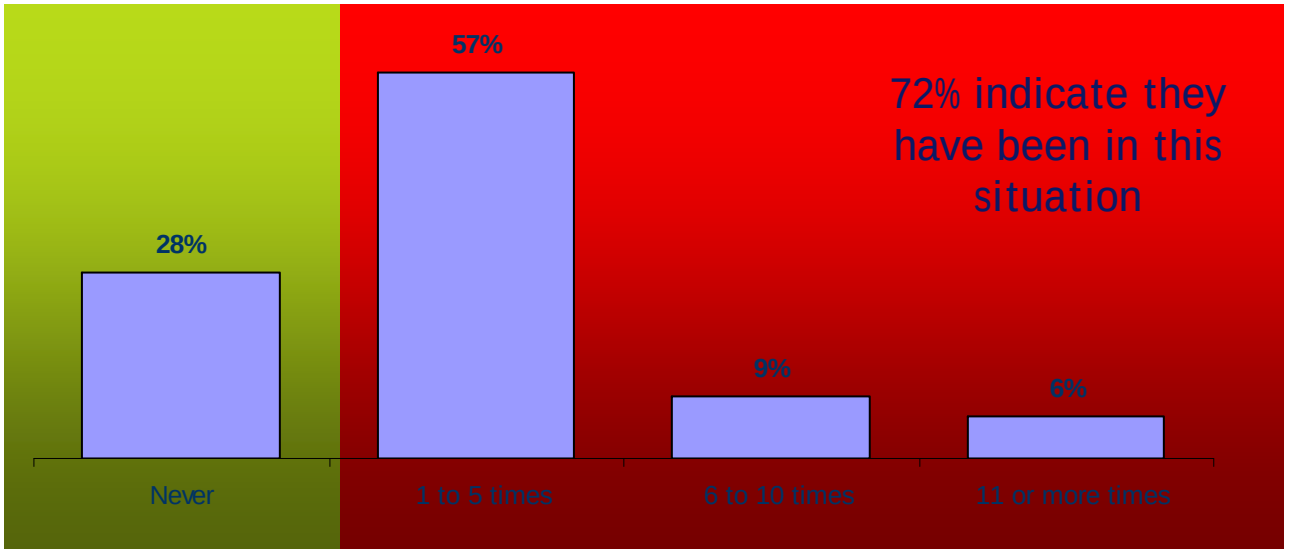
Most At-Risk Drivers Have Let Someone Else Drink and Drive

Given the large amounts of drinking in social situations among At-Risk Drivers, it is not surprising that a majority have let someone else drive under the influence.

Incidence of Allowing Someone To Drink and Drive



More likely to be:

Age: 18-20 or 25-34

White

Single/Never Married

Income < $50K

Q22. In the last year, how many times were you in a situation where you were with someone who had too much to drink to drive safely, and they still drove?

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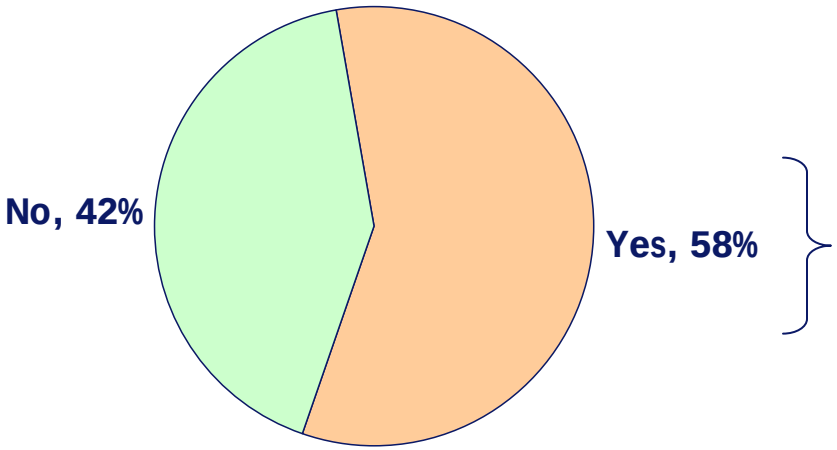
Almost Three-Fifths of At-Risk Drivers Have Ridden With a Drinking Driver in Last Year

Ridden with Someone Who Had Too Much To Drink



More likely to be:

Age: 21-24

Q23. In the past 12 months, have you ridden in a motor vehicle with a driver who you thought might have had too much alcohol to drive safely?

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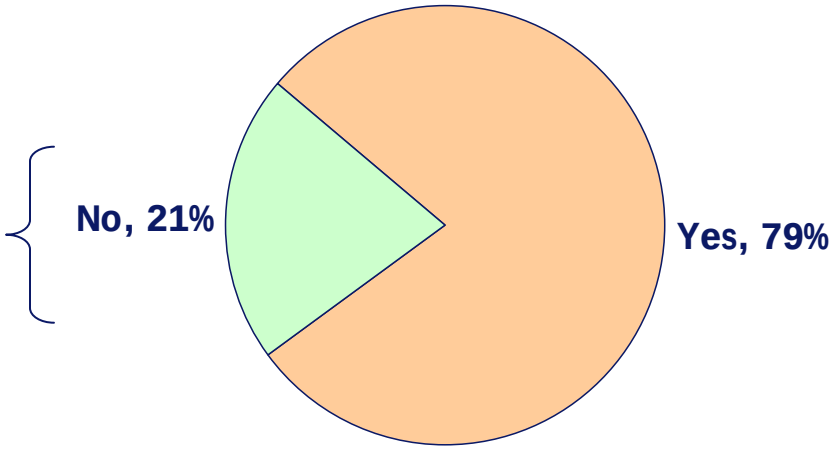
Four-Fifths of At-Risk Drivers Have Ridden with a Designated Driver in Last year

Older At-Risk Drivers, who are more likely to have driven under the influence, are more likely not to have used a designated driver in the last year.

Ridden With a Designated Driver

More likely to be:

Age: 35-44



Q10. In the past year, have you ridden anywhere with someone who agreed to be the designated driver, that is a pre-selected driver who does not drink any alcohol?

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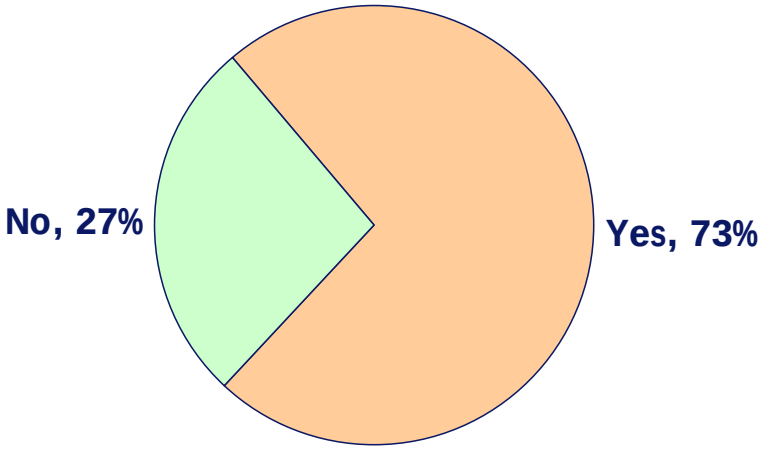
Almost Three-Fourths of At-Risk Drivers Have Been a Designated Driver in the Last Year

Younger drivers and women are particularly likely to have been a designated driver.

Been a Designated Driver



More likely to be:

Age: 18-24

Female

Q11. Have you been a designated driver for other passengers in the past year?

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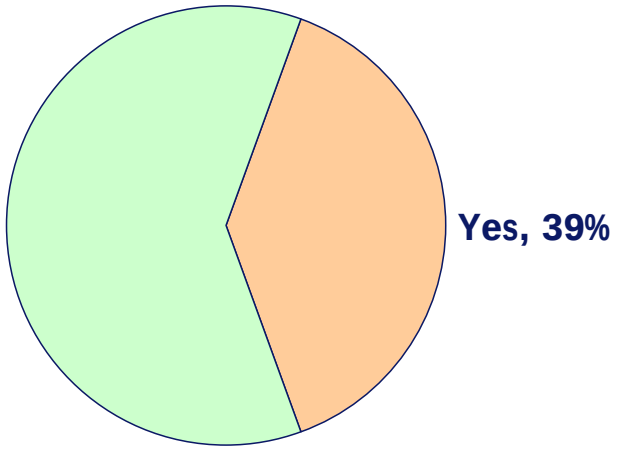
At-Risk Drivers Who Drove Within 1 Hour After 3+ Drinks Do So More Than Once a Month

The bulk of the most dangerous driving under the influence happens within a one fifths sub-group of At-Risk Drivers – who are disproportionately 25-34, male, and single.

Driven Within an Hour After Drinking 3+ Alcoholic Beverages



Average number of occurrences in the past three months: 3.4

Drove with another individual in the vehicle: 56%

More likely to be:

Age: 25-34

Male

Single/Never Married

Q24. In the past 12 months, have you driven a motor vehicle within an hour after drinking three or more alcoholic beverages?
Q24a. How many times in the past 3 months have you driven a motor vehicle within an hour after drinking three or more alcoholic beverages?
Q24b. And how many of these times was there at least one other individual in the car with you?

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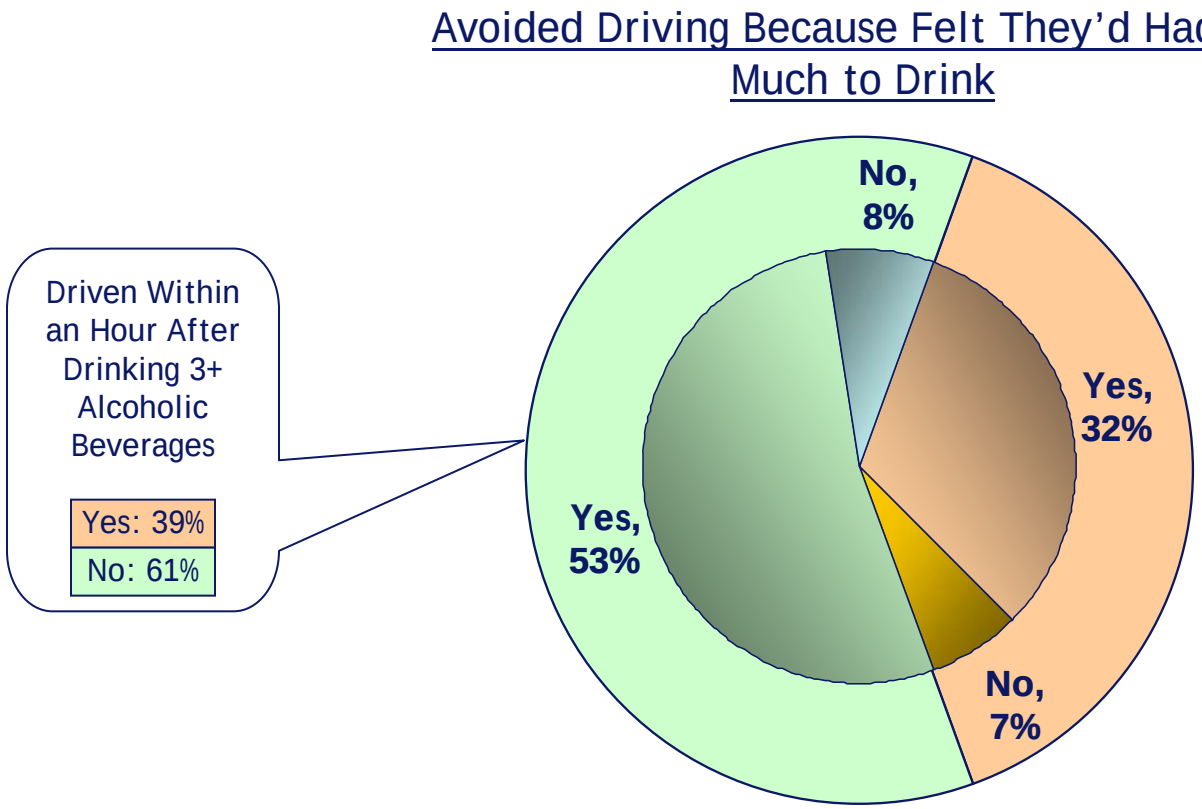
85% of At-Risk Drivers Report Having Avoided Driving Because They'd Had Too Much to Drink

The drivers who report the riskiest behavior in the last month are only slightly less likely to have avoided driving because of drinking too much.



Q26. In the past 12 months have you ever deliberately avoided driving a motor vehicle because you felt you had too much to drink to drive safely?

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At Risk Drivers Are Quite Likely to Perceive/Believe That They are "OK to Drive" After Drinking

About half of At-Risk Drivers who believed they were "OK to drive" use the rationale that they "had gotten home just fine before" when drinking and driving. Three in ten list either that they were expected to drive themselves home and/or that they could not stay overnight at or near their drinking location. Drivers Most at Risk are even more likely to have driven because they "felt OK" and had driven in that condition before.

Top 10 Reasons for Driving After Drinking

	Total	Weighted for DUI	18-20	21-24	25-34	35-44
Felt okay to drive	74%	83%	57%	79%	72%	78%
Driven like this before & was ok	40%	55%	14%	49%	42%	24%
I was expected to drive myself home	30%	38%	43%	37%	25%	22%
Could not stay overnight at the drinking location	29%	32%	29%	31%	30%	20%
No one suggested that I should not drive home	22%	29%	19%	26%	19%	22%
People I came with expected me to drive	16%	23%	14%	19%	17%	7%
Cabs were too expensive	14%	13%	5%	17%	15%	5%
Promised to give other people a ride home	10%	12%	10%	17%	6%	5%
Too late to call for a ride or a cab	8%	10%	14%	8%	6%	7%
People told me I was okay to drive	7%	9%	19%	7%	5%	7%

Q25. Why did you decide to drive after you have been drinking?

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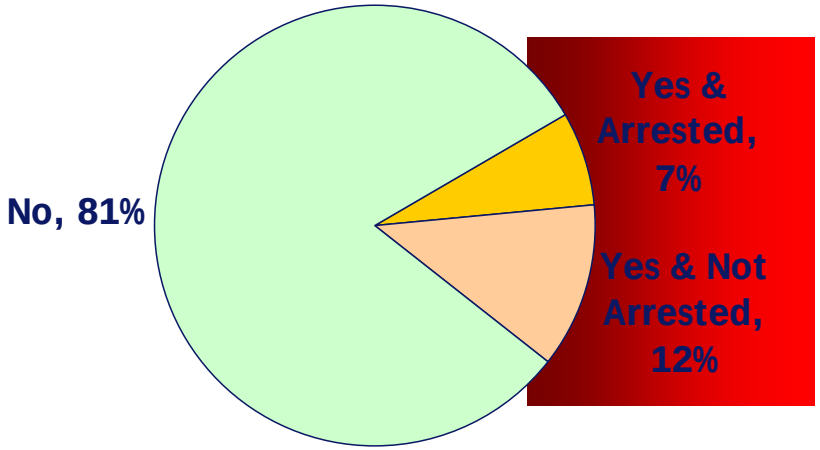
About One Out of Five At-Risk Drivers Report Having Been Stopped – 35% of Them Have Been Arrested

Stopped On Suspicion of Drinking and Driving



Q28. Have you ever been stopped on suspicion of drinking and driving?
Q29. Have you ever been arrested for drunk driving (DUI/DWI)

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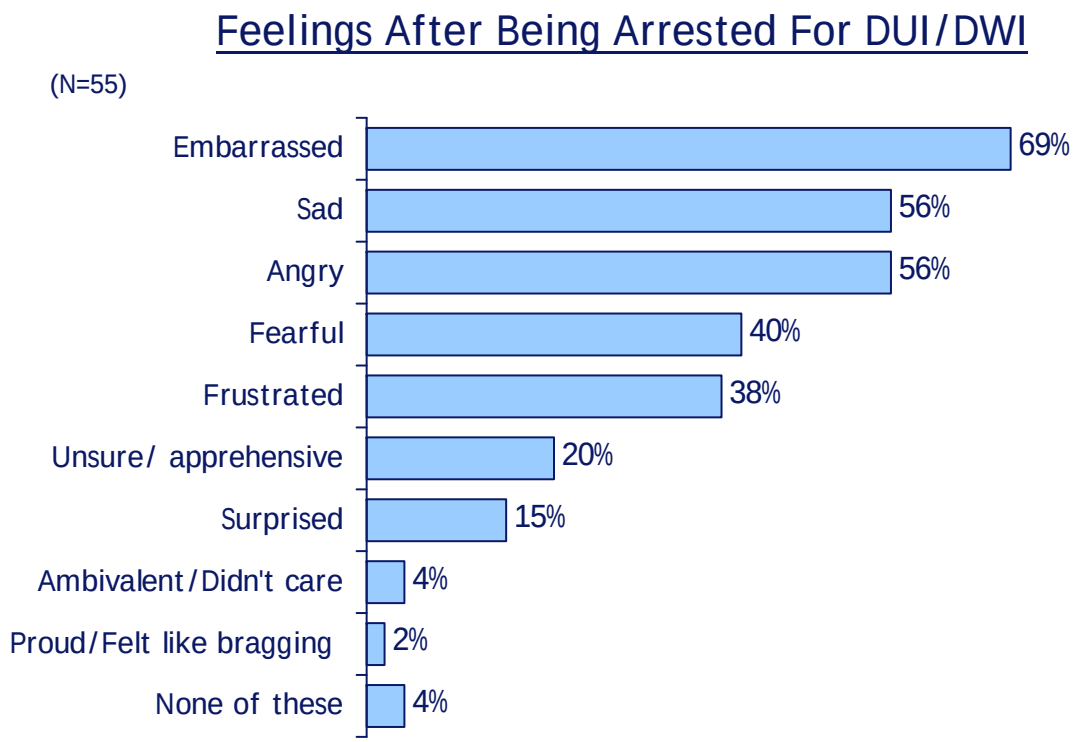
Majority of Those Arrested for DUI Report Feeling Embarrassed, Sad, and/or Angry

Large proportions also report feeling fearful and/or frustrated.



Q30. How did you feel after you were arrested for drunk driving?

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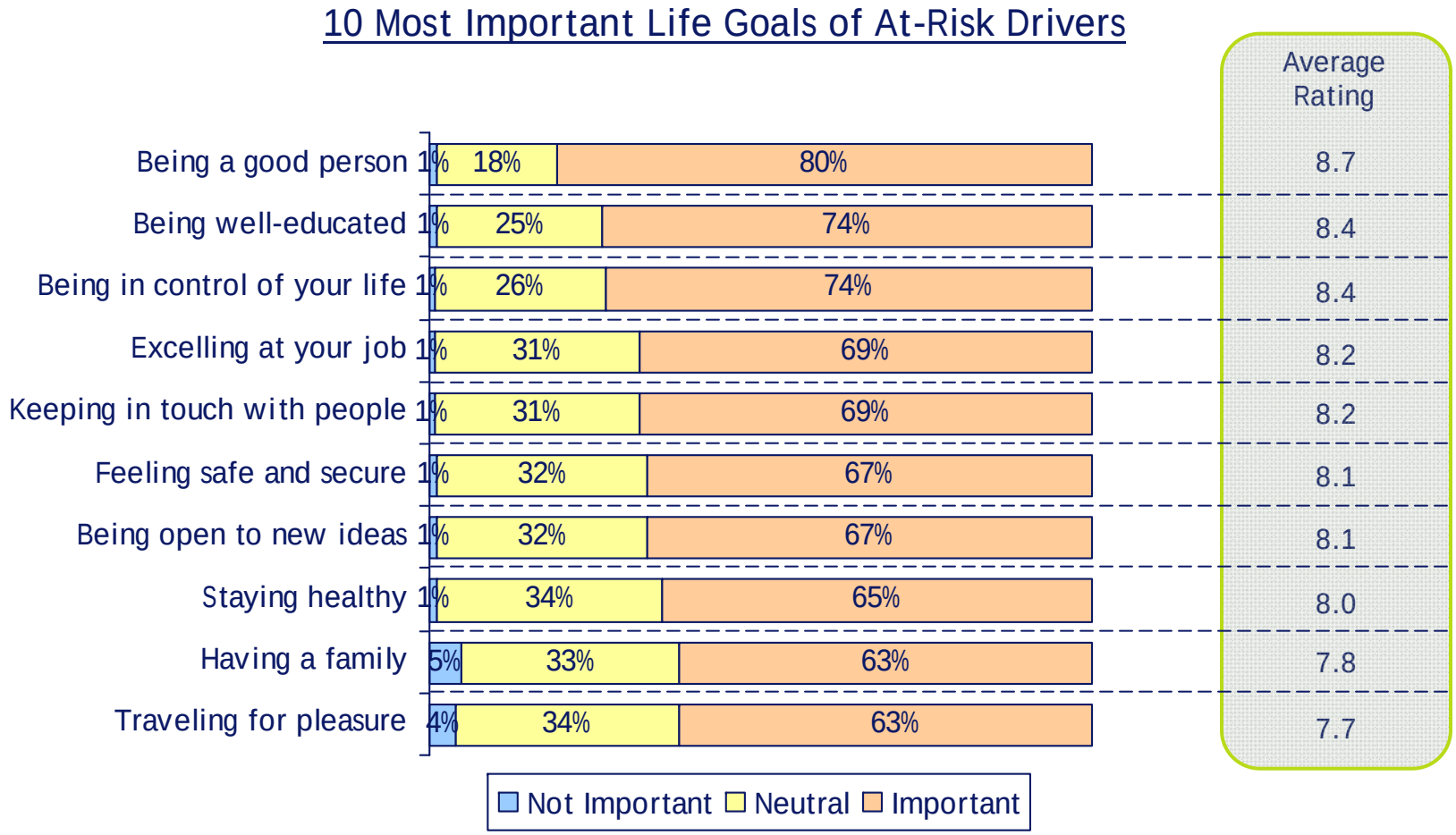
Being "Good," Well-Educated, In Control, Successful, "In Touch," Safe, Secure, and Open to New Ideas Are Most Important to At-Risk Drivers



Q34. Thinking about yourself, how important is each of the following things to you personally?

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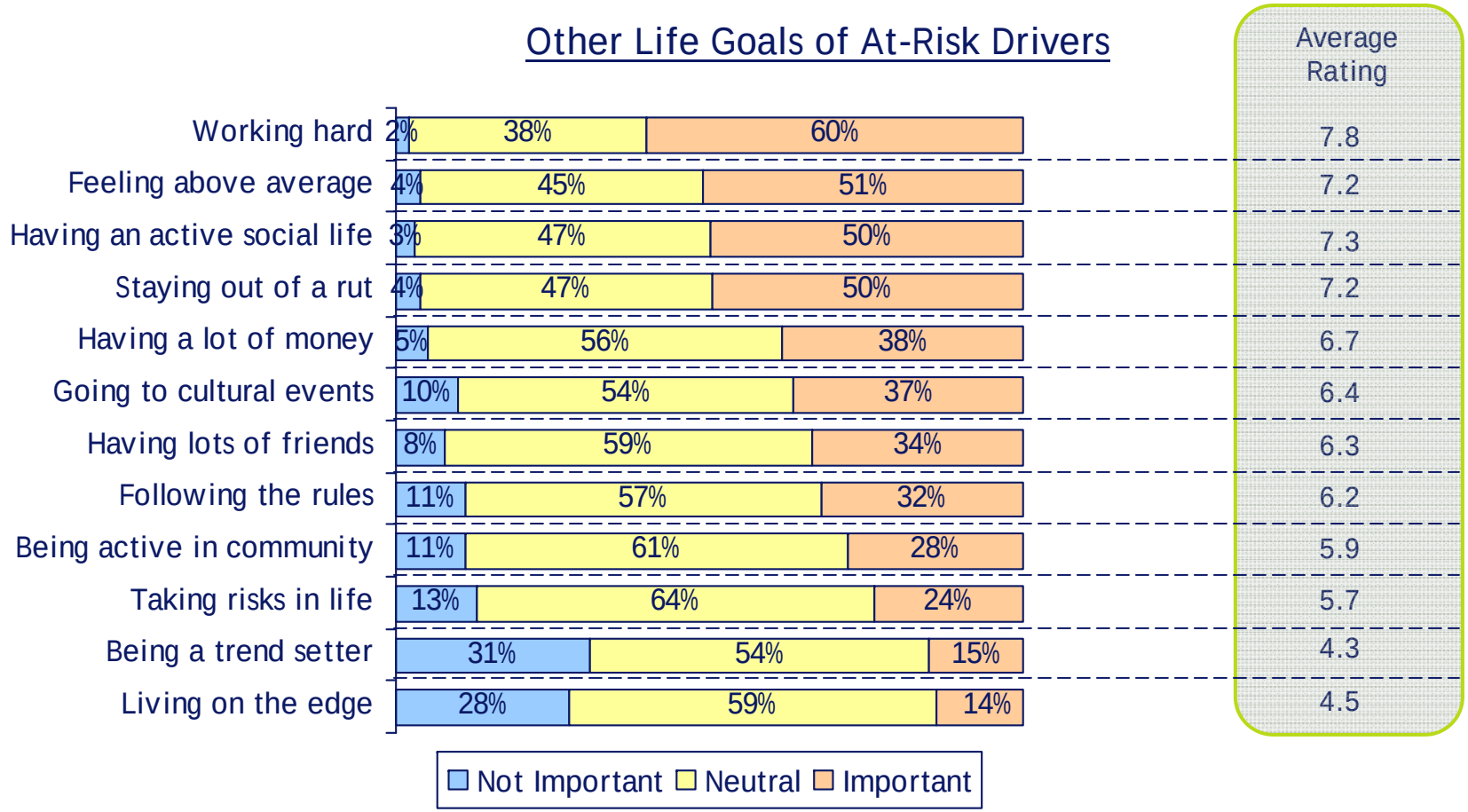
“Living on the Edge” is Low Priority for Most At-Risk Drivers



Q34. Thinking about yourself, how important is each of the following things to you personally?

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Attitudes About Drinking and Driving

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Methodology Note: Using Factor Analysis to Group Attitudes

In the following slides, Factor Analysis has been used to identify and group related attitudes together. Factor analysis works by identifying groups of variables that correlate strongly with each other (i.e., a respondent who answers higher on one of the questions in a group is likely to also answer higher (or lower, if the relationship is "negative") to other questions in the group.

In addition to grouping questions together, factor analysis is also useful for identifying (and naming) psychological constructs that are assumed to underlie related groups of questions. So, for example, four questions on the next slide related to getting rides home after drinking are summarized by the factor name "People who drink should get a ride home with friends."

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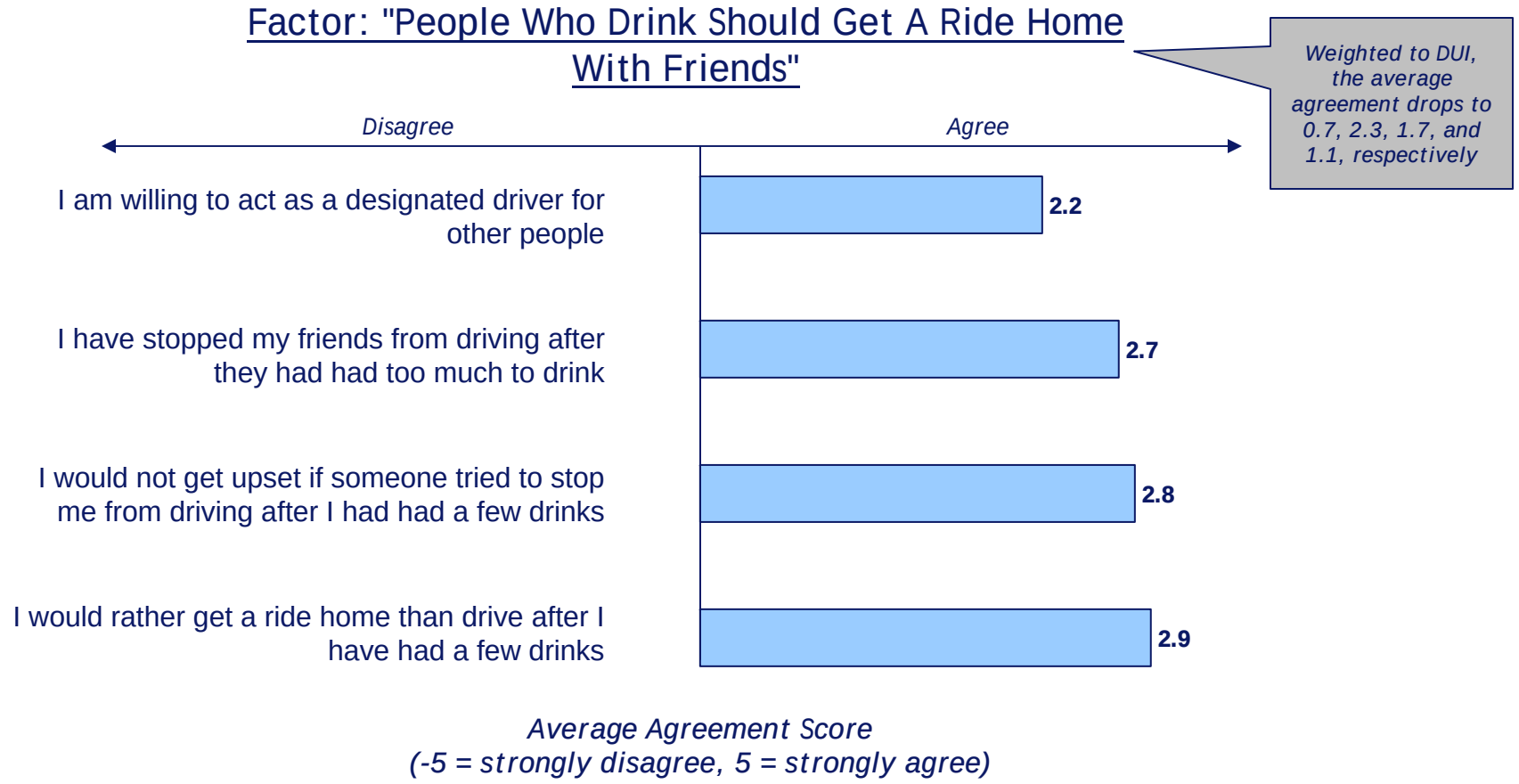
At-Risk Drivers Generally Agree that It is Good to Get/Offer a Ride Home to Prevent Drinking and Driving -- But Those Most At Risk Are Less Likely To Agree

On average, At-Risk Drivers are willing to act as a designated drivers, are willing to have someone stop them from driving drunk, are likely to have stopped someone else, and would rather get a ride home after drinking.



Q.1a, Q1b: Please use the following scale to indicate how much you agree or disagree with each of the following statements.

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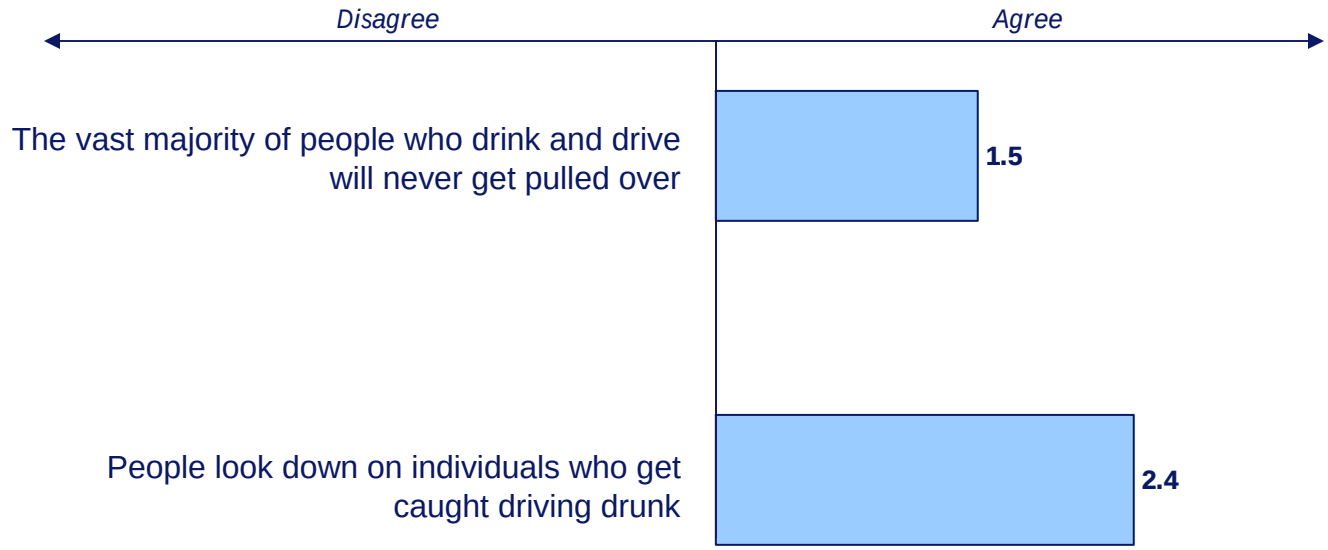
At-Risk Drivers Know there Are Social Consequences to Getting Caught, But Are Somewhat Likely to Believe That Most Drivers Who Drink Will Never Get Caught

This belief may be reinforced by the relatively low percentages of At-Risk Drivers who report actually getting stopped and/or arrested.

Factor: "People Look Down on Those Caught Driving Under Influence -- But Most are Never Caught!



Average Agreement Score
(-5 = strongly disagree, 5 = strongly agree)

Q.1a, Q1b: Please use the following scale to indicate how much you agree or disagree with each of the following statements.

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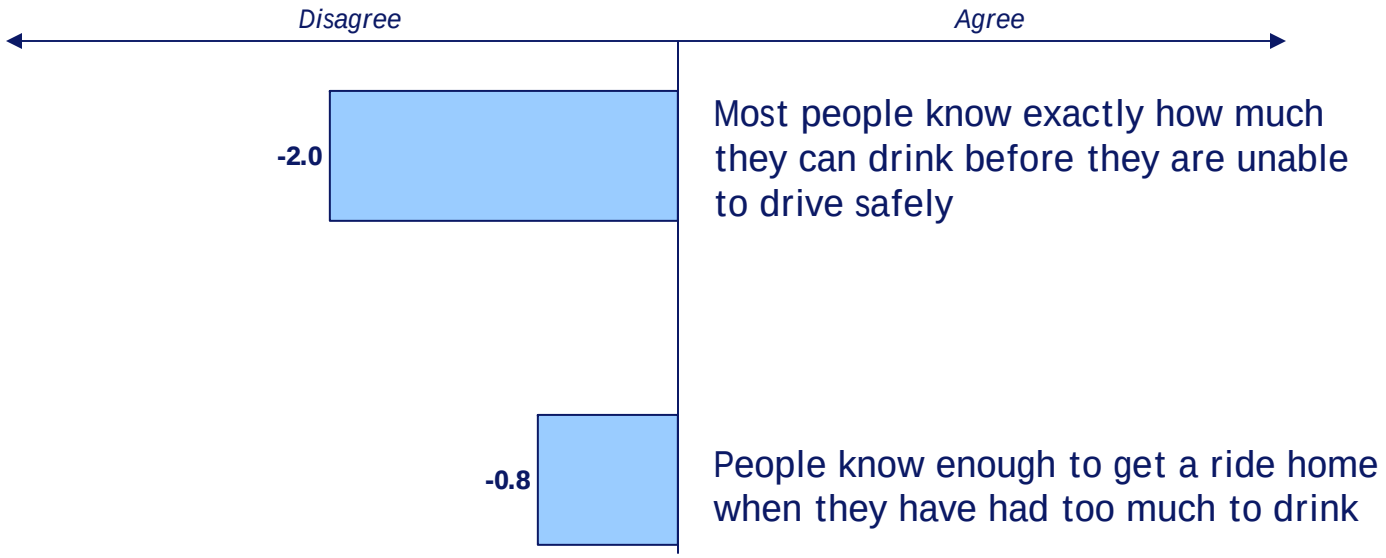
A Majority of At-Risk Drivers Recognize that Most People Do Not Know How Much They Can Drink Before They are Unable to Drive Safely

They are only slightly likely to disagree with the proposition that "People know enough to get a ride home."

Factor: "People Have Good Common Sense About Drinking and Driving"



Average Agreement Score
(-5 = strongly disagree, 5 = strongly agree)

Q.1a, Q1b: Please use the following scale to indicate how much you agree or disagree with each of the following statements.

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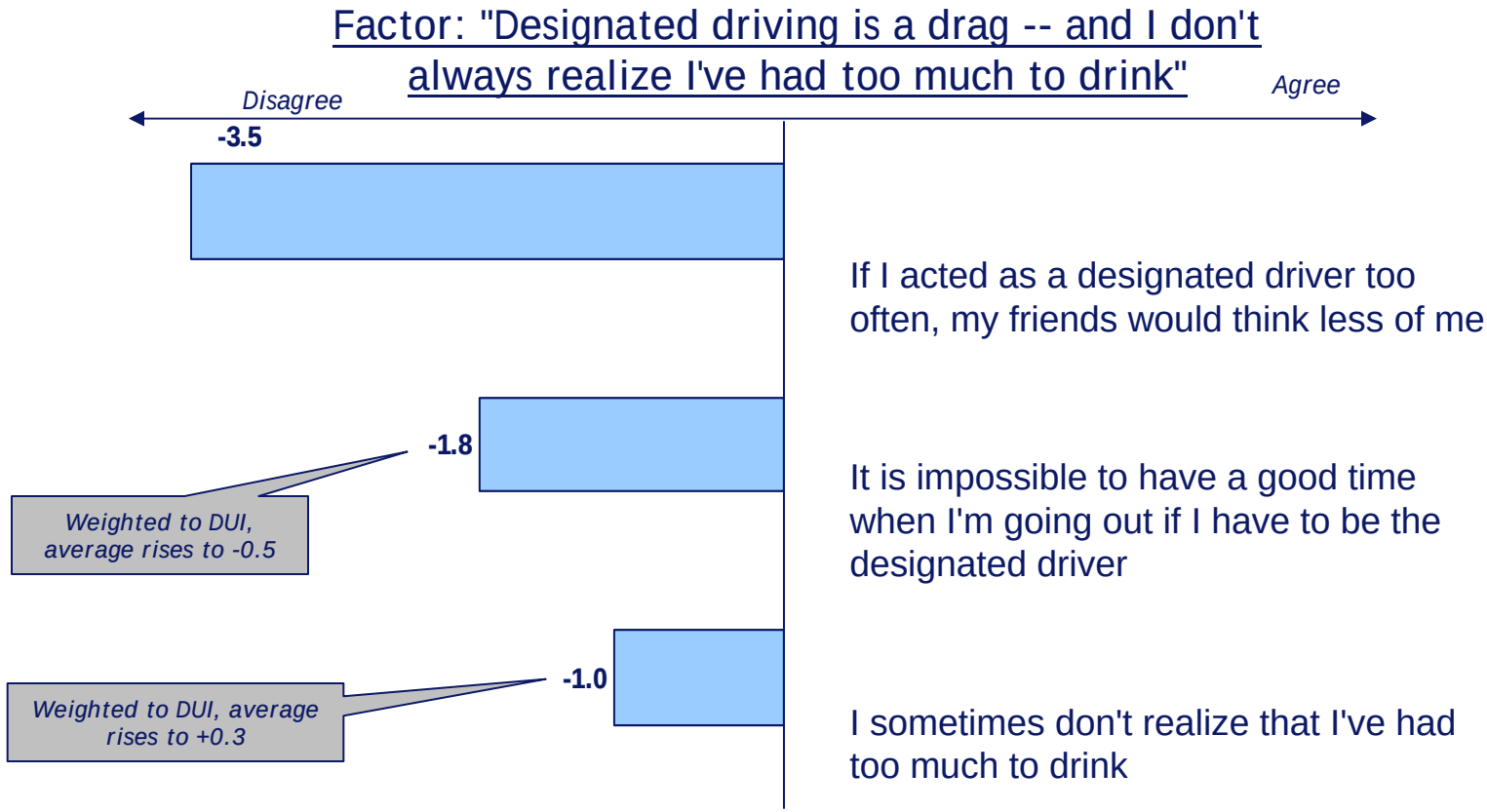
At-Risk Drivers See Little Social Risk in Being a Designated Driver

They "somewhat disagree" that it is impossible to have a good time while being a designated driver. They are slightly likely to disagree that "I sometimes don't realize I've had too much too drink." The Drivers Most at Risk are somewhat more likely to believe that it's hard to have a good time as a designated driver – and more of them realize that they may not know when they've had "too much."



Q.1a, Q1b: Please use the following scale to indicate how much you agree or disagree with each of the following statements.

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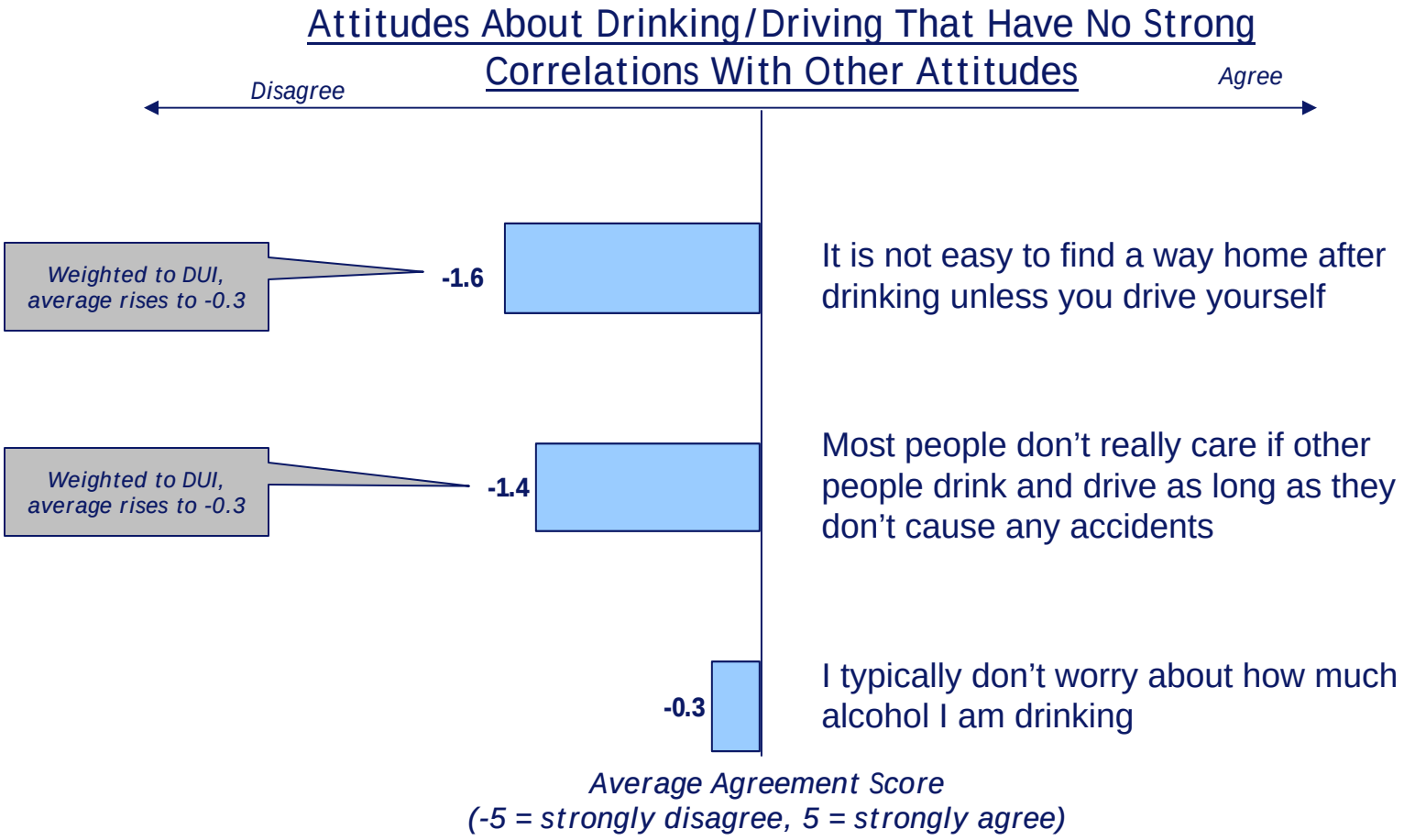
On Average, At-Risk Drivers Aren't Too Concerned With How Much Alcohol They Drink

At-Risk drivers disagree with the propositions that "it is not easy to find a way home after drinking unless you drive yourself" and that "people don't really care if other people drink and drive, as long as they don't cause accidents" – but Drivers Most at Risk agree and disagree almost equally.



Q.1a, Q1b: Please use the following scale to indicate how much you agree or disagree with each of the following statements.

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Perceived Risks Associated with Drinking and Driving

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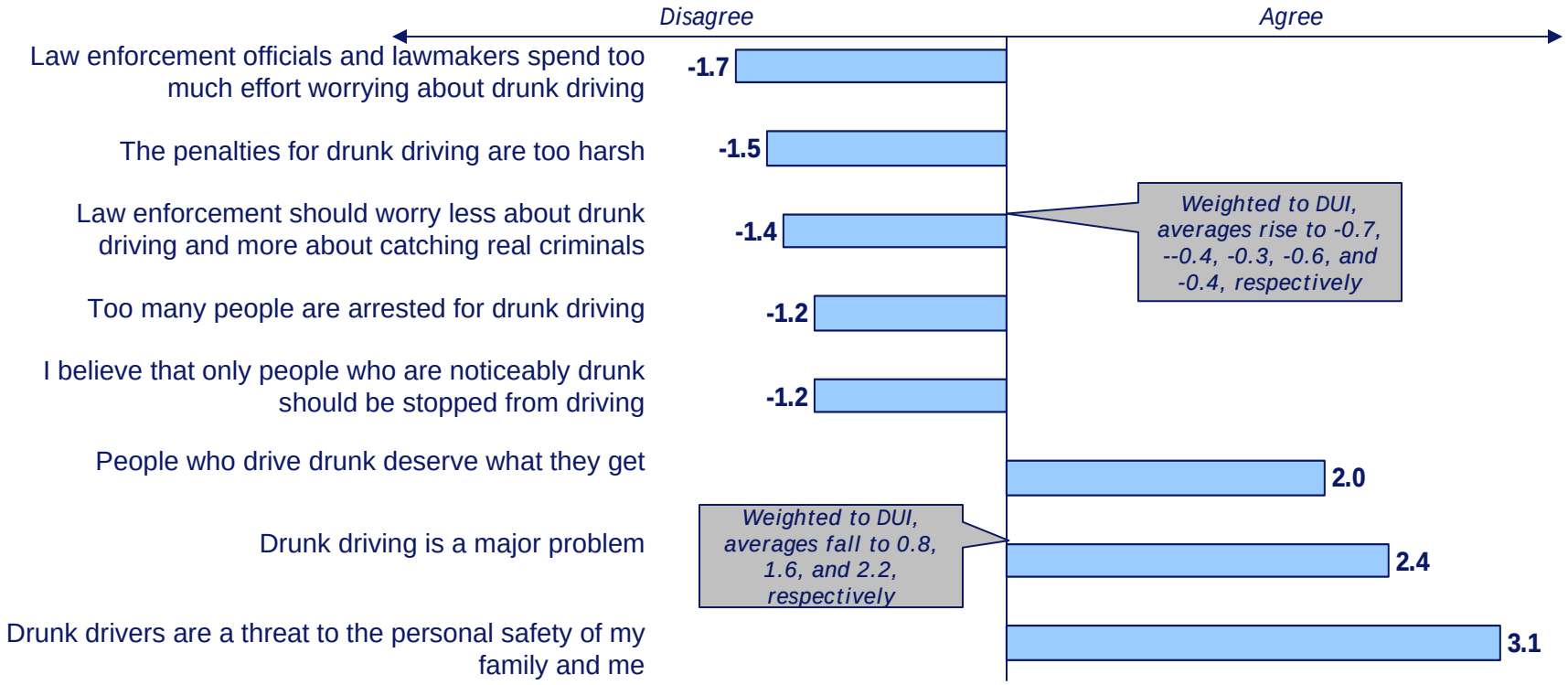
At-Risk Drivers See Drunk Drivers as a Threat to Themselves and Their Families, and Do Not Generally Think DUI Enforcement is Too Harsh – But the Most At Risk Are Less Convinced

At-Risk Drivers moderately support enforcement of DUI laws and the penalties meted out. 25% believe penalties should be increased, while 21% indicate they should be decreased.

Factor: "DUI Laws, Penalties, and Enforcement are Too Strict and Too Harsh"



Q.1a, Q1b, and Q13: Please use the following scale to indicate how much you agree or disagree with each of the following statements.

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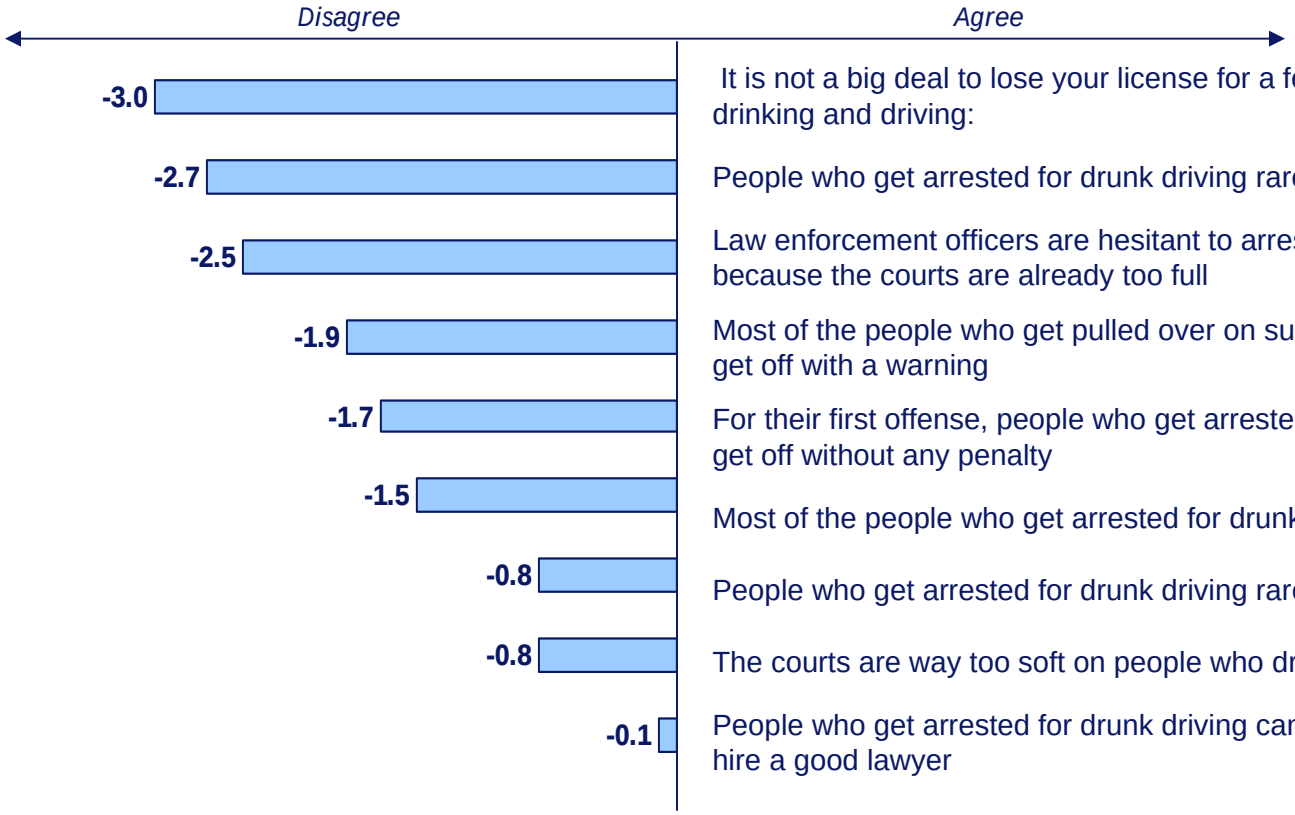
Losing License is Seen as Major Penalty by Most At-Risk Drivers

At-Risk Drivers are likely to believe that those arrested for drunk driving will have to pay a fine, and that law enforcement is willing to arrest people for drunk driving. On average, they are unsure, however, whether those arrested can get off easily if they hire a good lawyer.

Factor: "People Who Get Arrested for DUI Get Off Lightly"



Q13: Please use the following scale to indicate how much you agree or disagree with each of the following statements.

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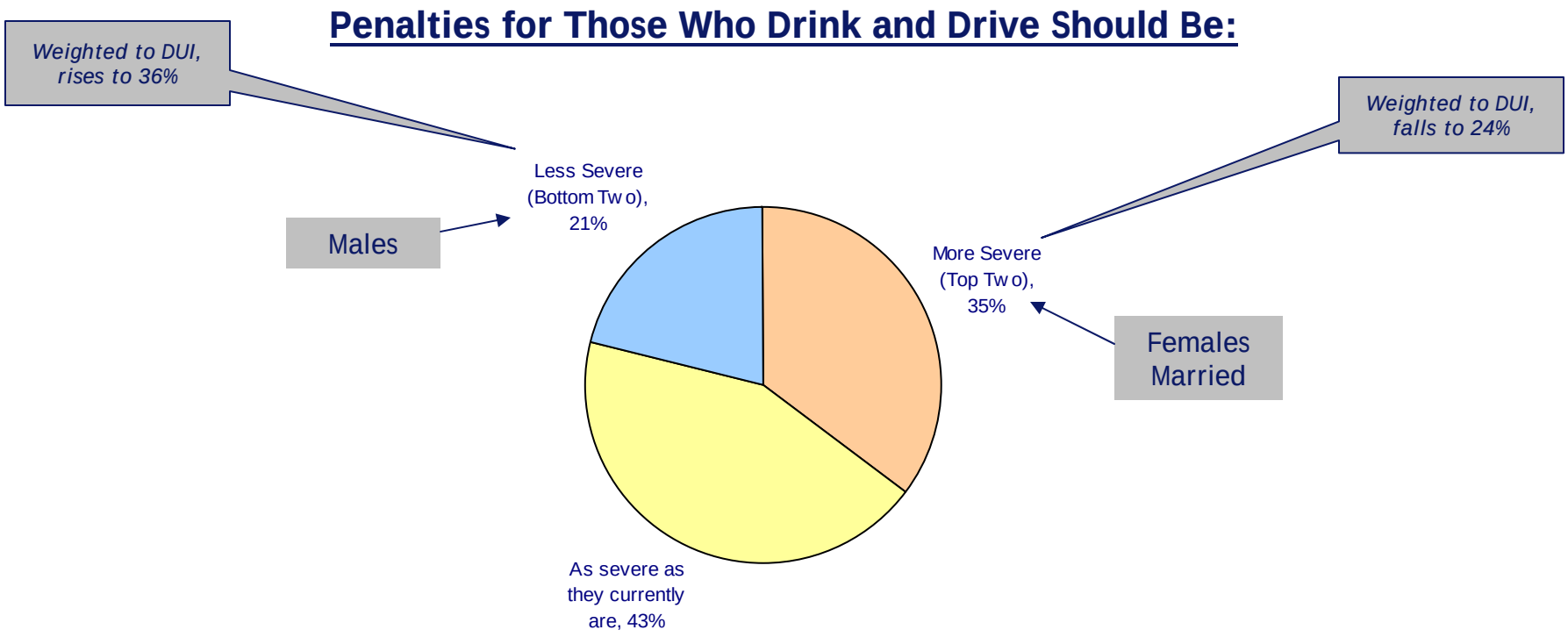
At-Risk Drivers Somewhat More Likely to Believe that DUI Penalties Should be Increased Than Decreased – But Reverse is True for Drivers Most At Risk

Women are more likely than men to favor increasing penalties.



Q15. In your opinion, should the penalties that are given out to drivers who violate the drinking and driving laws be...

Groups that are more likely to indicate this response

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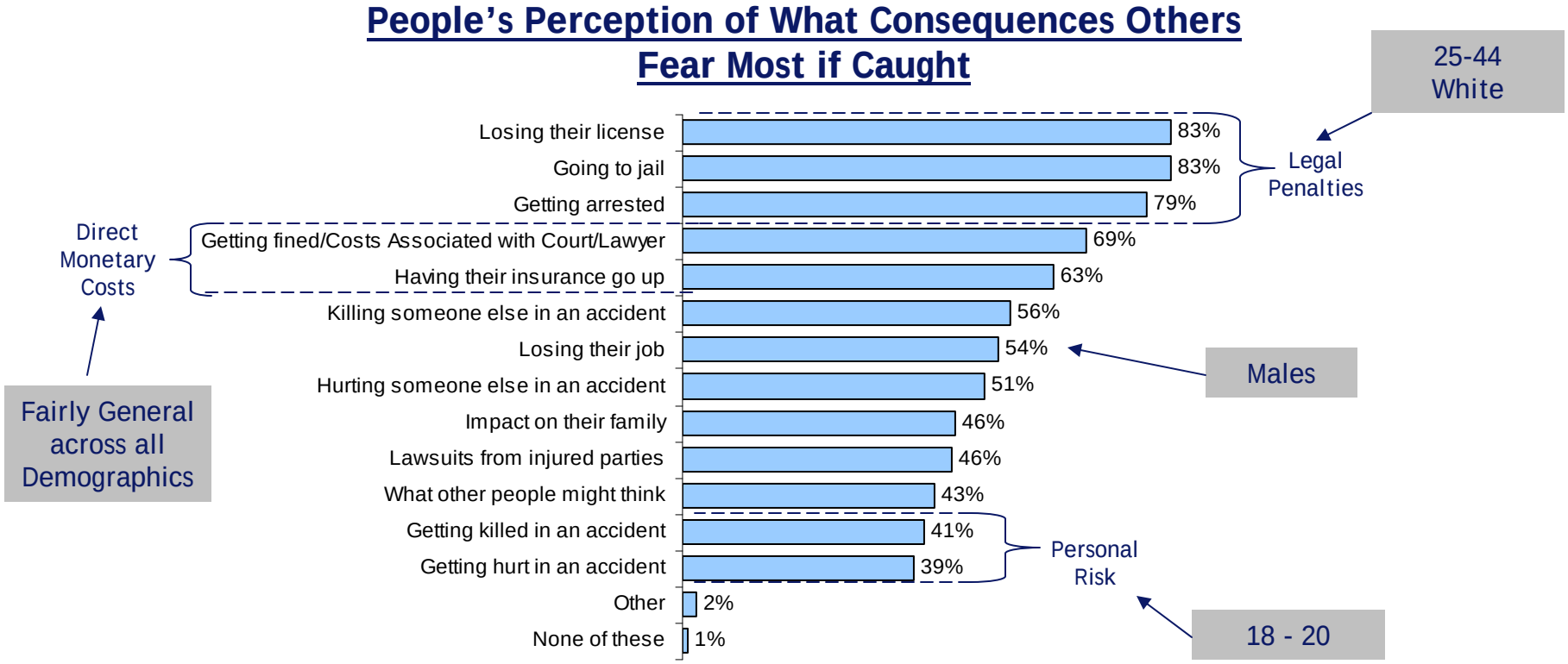
At-Risk Drivers Believe That The Most Common Fears Related to Getting Caught Involve Loss of License and Jail



Q16. Which of the following possible consequences of drinking and driving do you think people who drink and drive are afraid of if they get caught?

Groups that are more likely to indicate this fear

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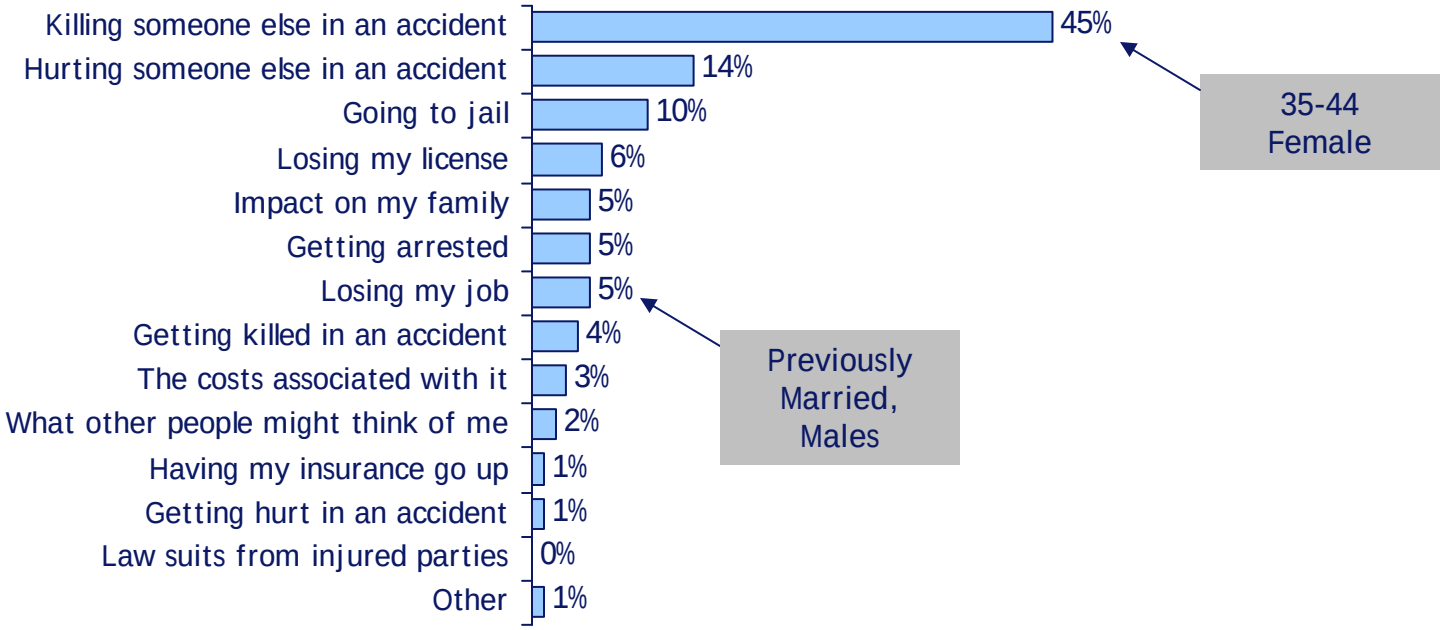
The Greatest Concerns of At-Risk Drivers is Killing or Hurting Someone in an Accident

Outcomes People Are Most Concerned with Themselves



Q17. Which of the following would you be most concerned about if you were to be caught drinking and driving?

Groups that are more likely to indicate this concern

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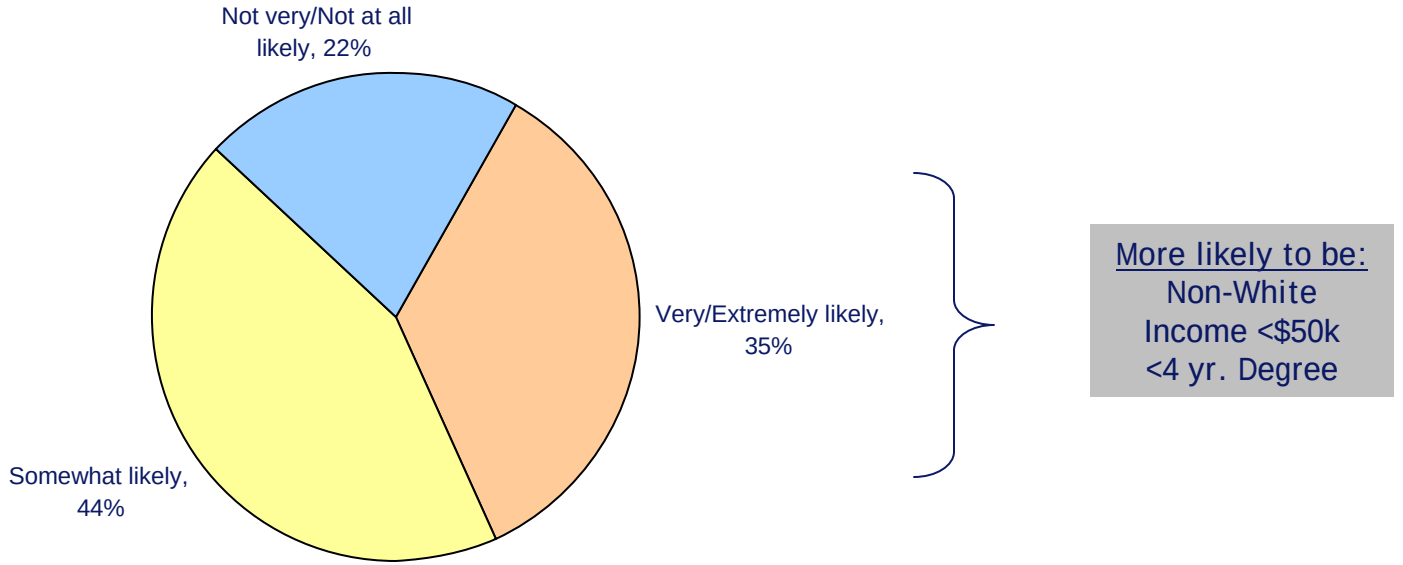
Four-Fifths of At-Risk Drivers Believe They are At Least Somewhat Likely to Get Stopped if They Drink Too Much

Likelihood of Being Stopped, in Town or Area, for Drinking Too Much



More likely to be:
Non-White
Income <$50k
<4 yr. Degree

Q18. In your town or area how likely are you to be stopped by a police officer for driving after you have had too much to drink?

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Lifestyle Attitudes

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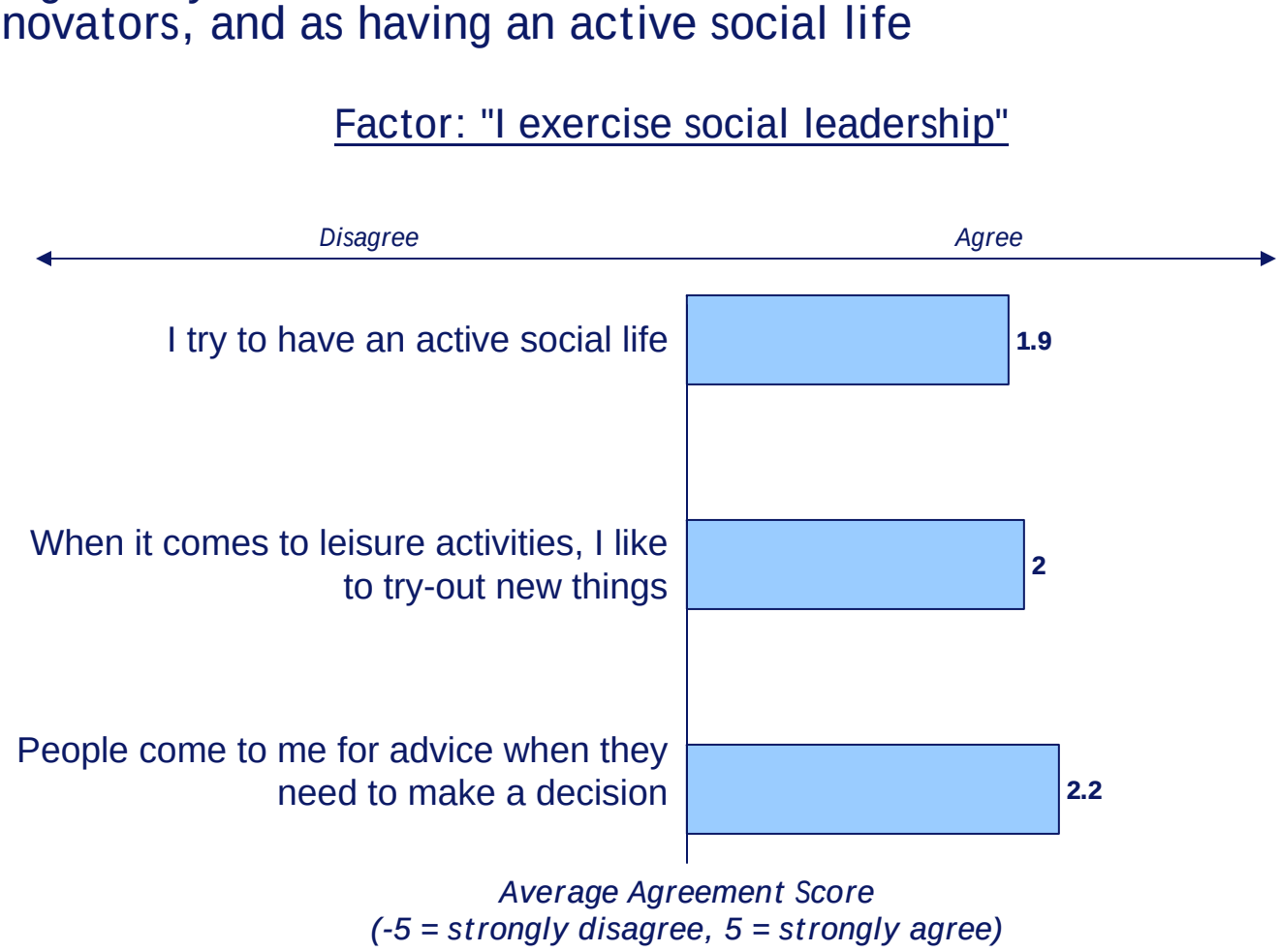
At-Risk Drivers Tend to View Themselves as Social Leaders

On average, they see themselves as individuals who advise others, as leisure-time innovators, and as having an active social life



Q35. Please indicate how much you agree or disagree with each of the following statements:

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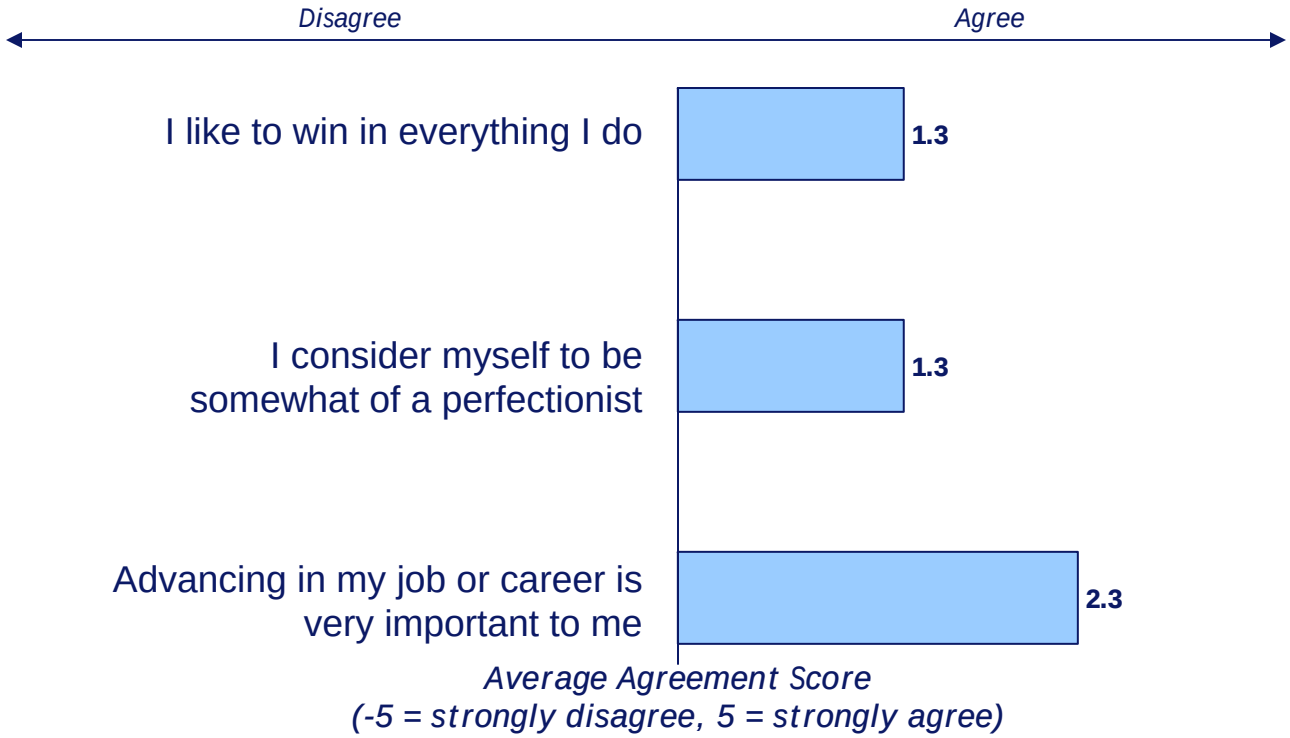
At-Risk Drivers Tend to "Want to Be Winners"

On average, their job/career is important to them, they are more likely than not to see themselves as perfectionists, and they like to win. This implies that messages that stress the threat of drinking and driving to career, and the "loser image" of drunk drivers, may have some impact on At-Risk Drivers.

Factor: "I want to be a winner"



Q35. Please indicate how much you agree or disagree with each of the following statements:

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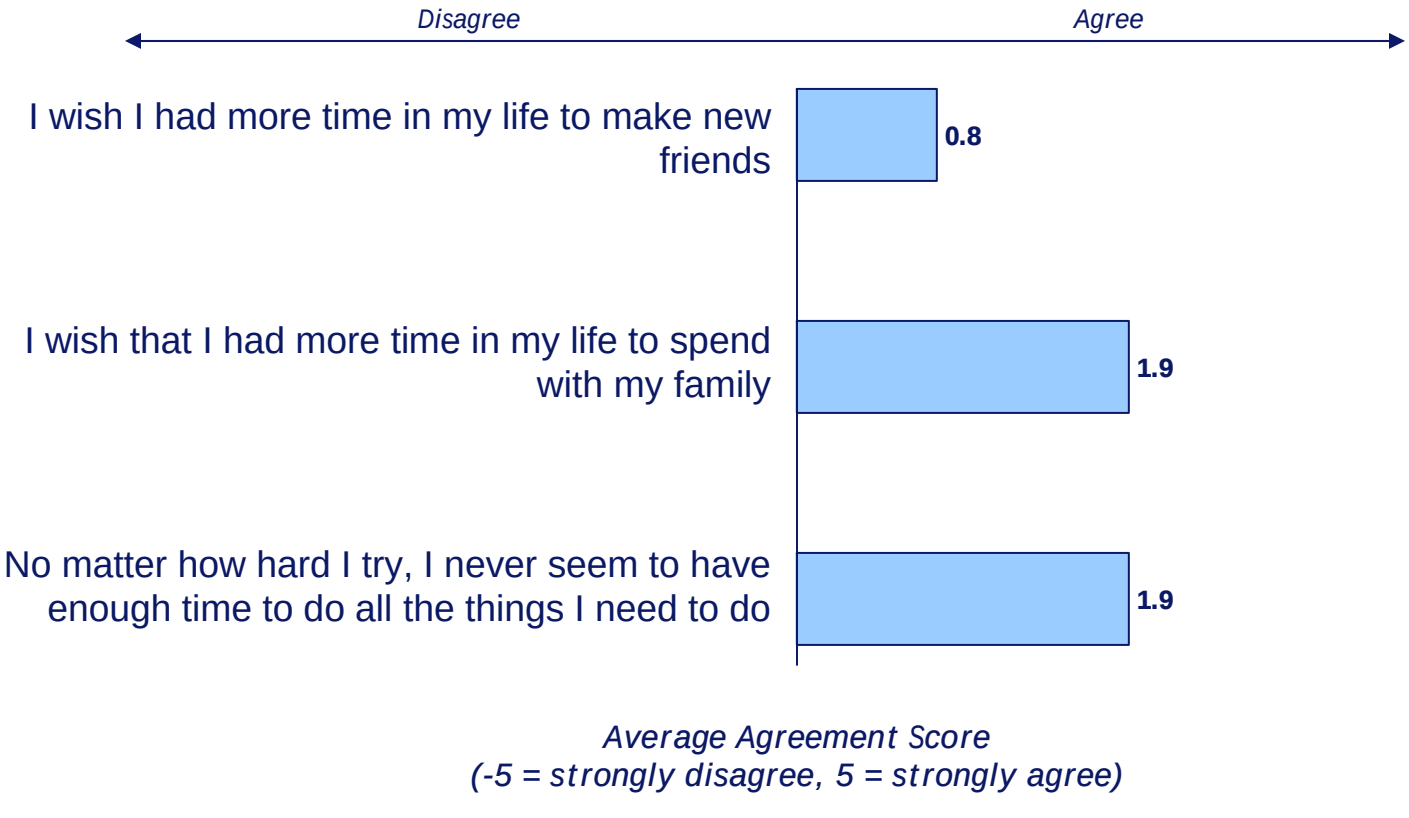
At-Risk Drivers Tend to Feel Under Some Time Pressure

They are more likely to feel short of time to spend with their family than with their friends (perhaps because they spend a fair amount of time drinking with friends).

Factor: "Time Poverty"



Q35. Please indicate how much you agree or disagree with each of the following statements:

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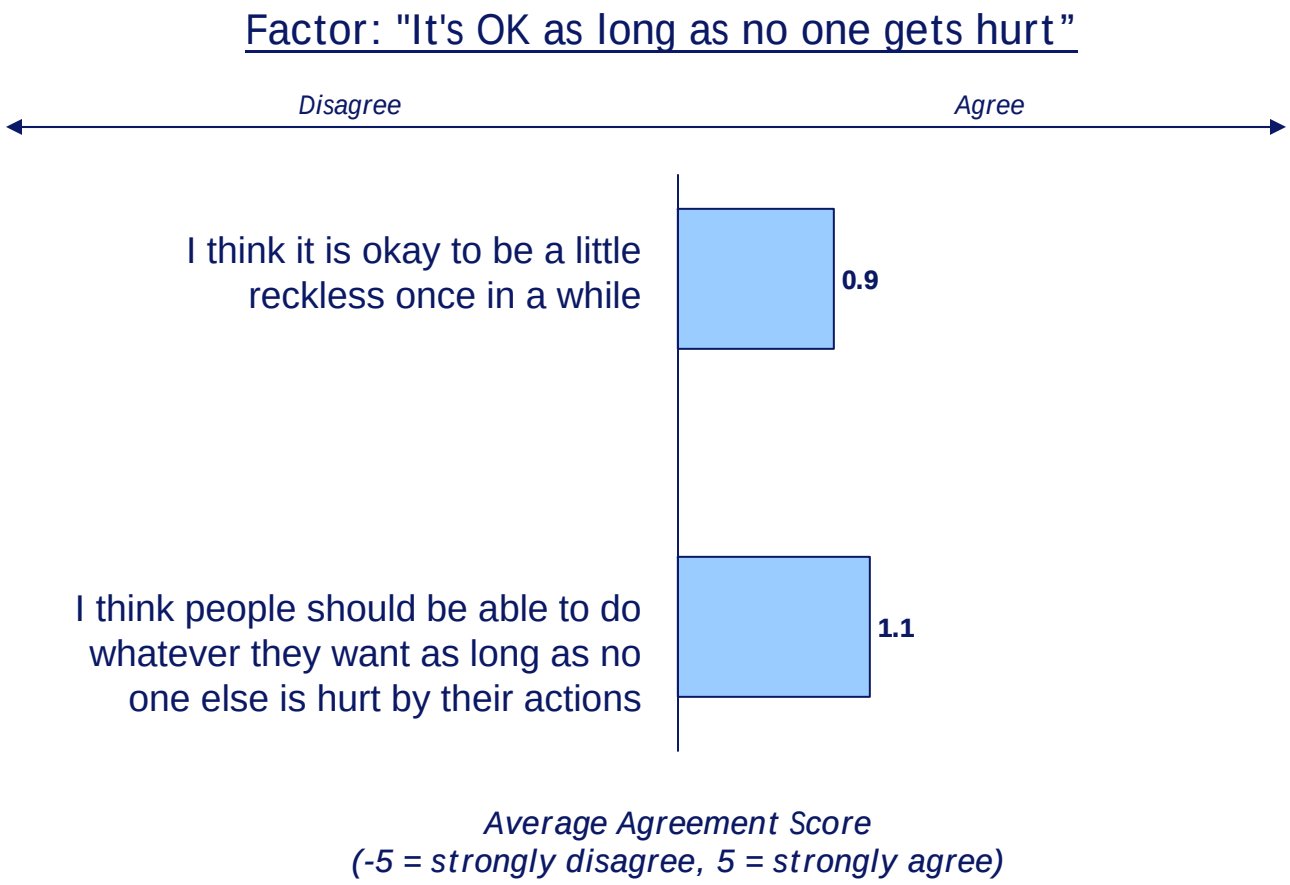
On Average, At-Risk Drivers Are Only Modestly Likely to Think That "It's OK As Long as No One Gets Hurt"

This implies that for many there is at least some acknowledgement that recklessness and risk-taking can have consequences.



Q35. Please indicate how much you agree or disagree with each of the following statements:

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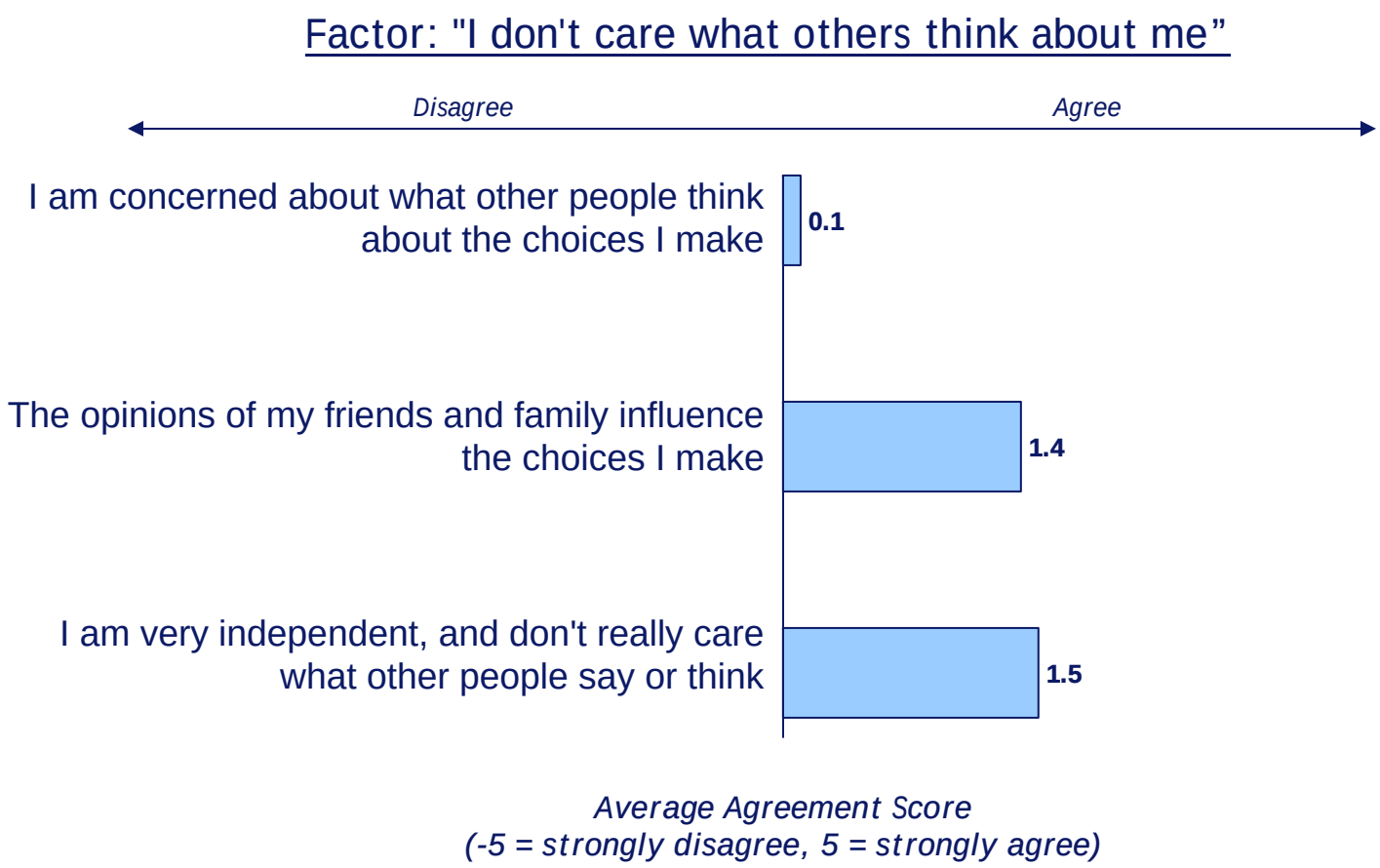
On Average, At-Risk Drivers View Themselves as Somewhat Independent of The Opinion of Others – Yet Admit That Opinions of Friends and Family Influence Their Choices



Q35. Please indicate how much you agree or disagree with each of the following statements:

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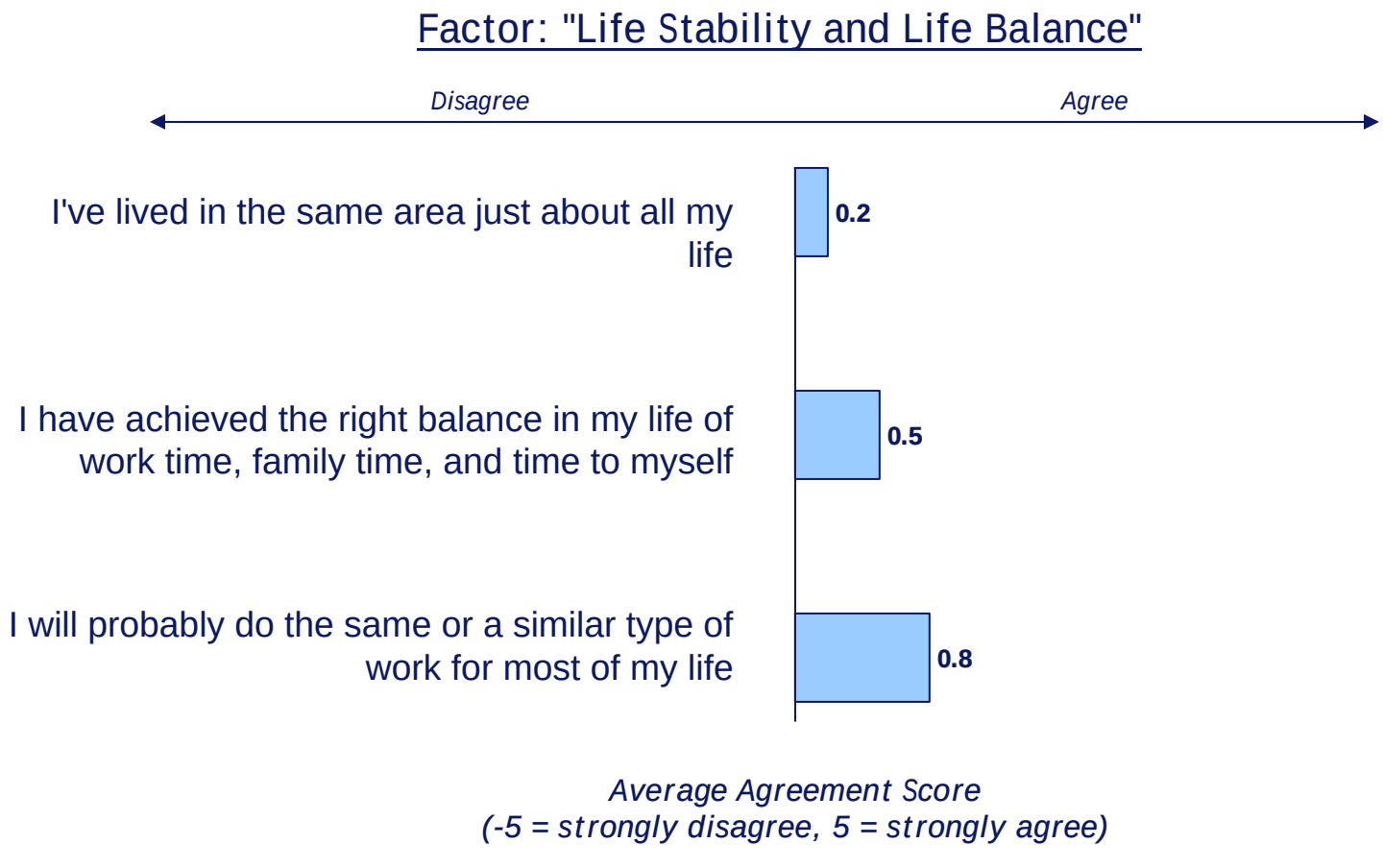
At-Risk Drivers Are Only Slightly Likelier Than Not to View Their Job and Location as Stable for Their Lifetime

They are not particularly likely to view their life as being "in balance."



Q35. Please indicate how much you agree or disagree with each of the following statements:

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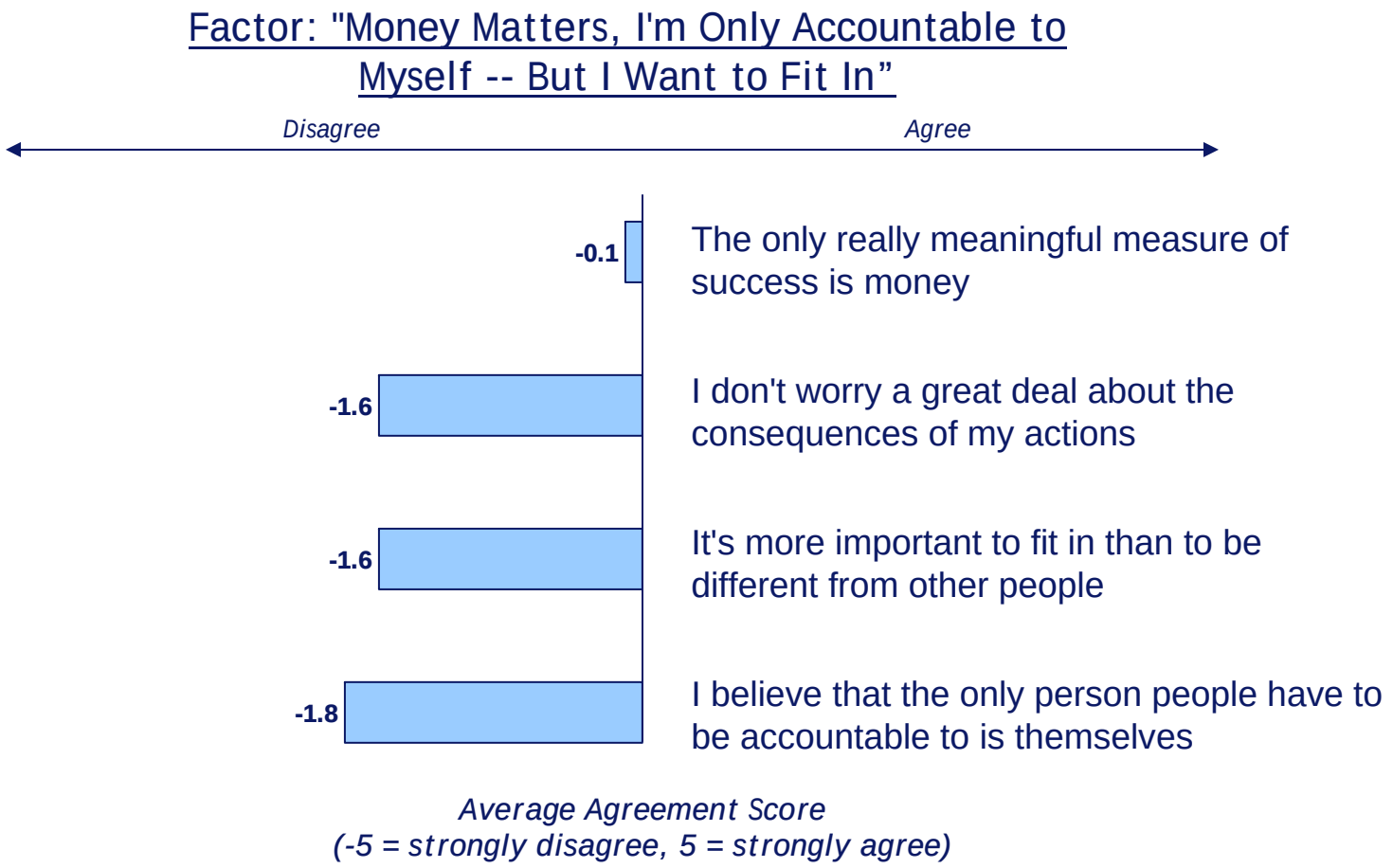
On Average, At-Risk Drivers Tend to Believe in Some Level of Accountability to Others, and Tend to Worry About the Consequences of Their Actions

They tend to not agree that "it is more important to fit in than be different."



Q35. Please indicate how much you agree or disagree with each of the following statements:

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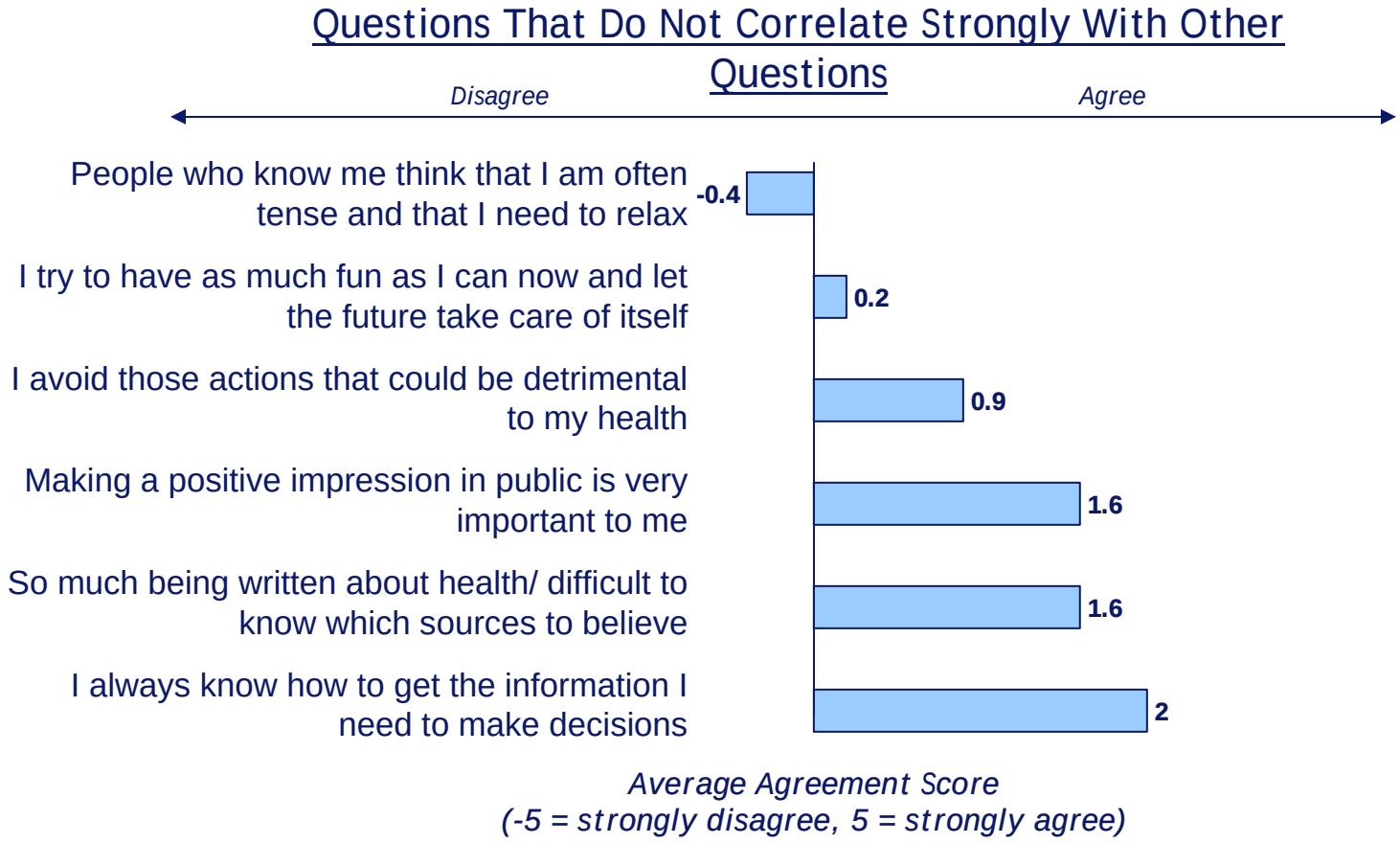
At-Risk Drivers Tend to Believe They Have Information Needed for Decisions – But Don't Always Know What to Believe About Health Matters

On average, they care at least somewhat about the impression they make in public. They are only modestly likely to say they avoid actions that are detrimental to their health.



Q35. Please indicate how much you agree or disagree with each of the following statements:

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Strategies to Avoid Drinking and Driving

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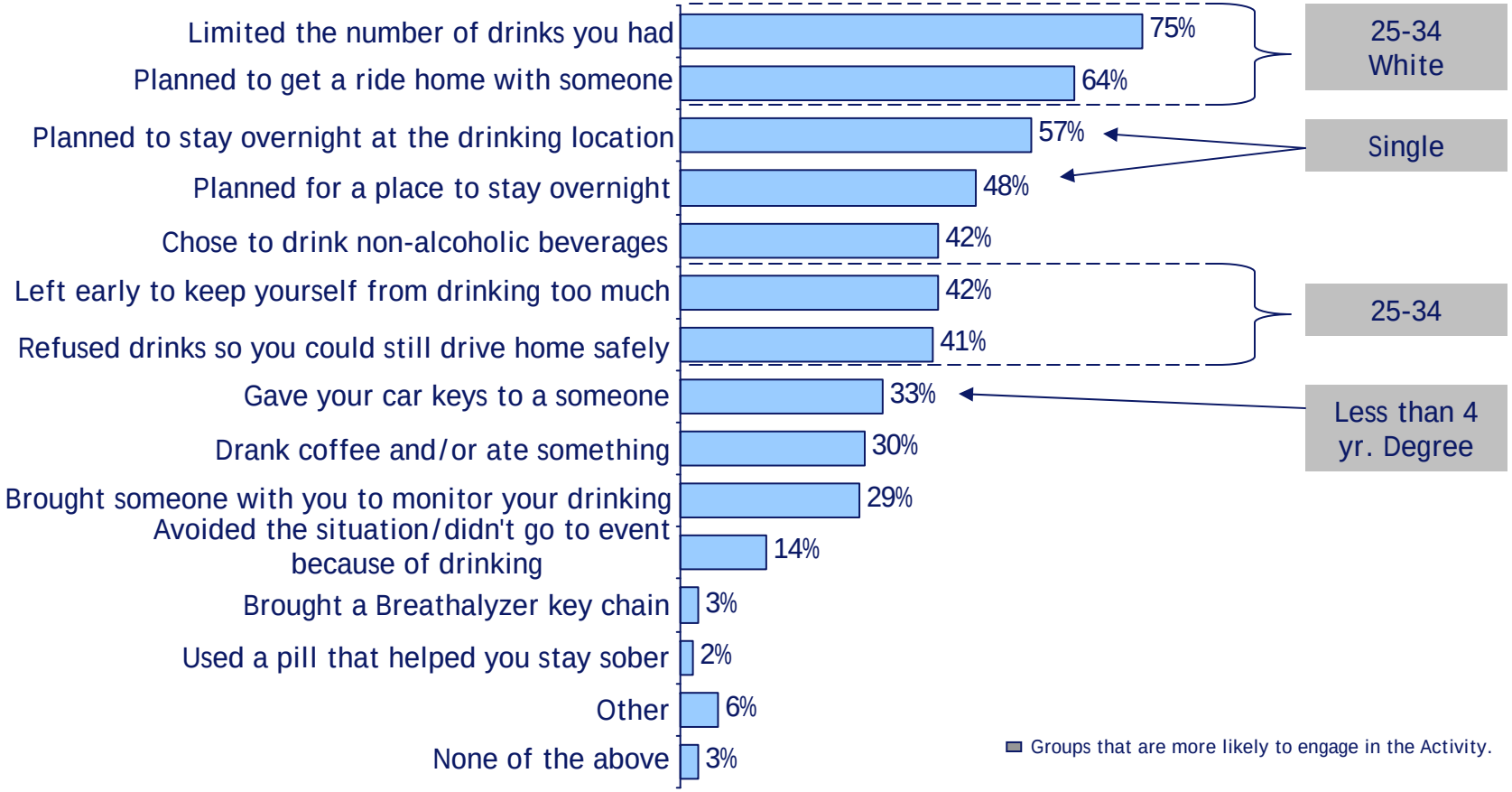
Majorities of At-Risk Drivers Have Limited Drinks, Planned a Ride Home, and/or Stayed Overnight at Drinking Location in Last 12 Months

Large proportions also have planned for a place to stay, chosen non-alcoholic beverages, left early, and/or refused drinks

Activities Done to Avoid Drinking and Driving



Q31. There are several things people can do prior to drinking to prevent themselves from drinking and driving. Please select all the activities you have done in the past 12 months to prevent yourself from drinking and driving.

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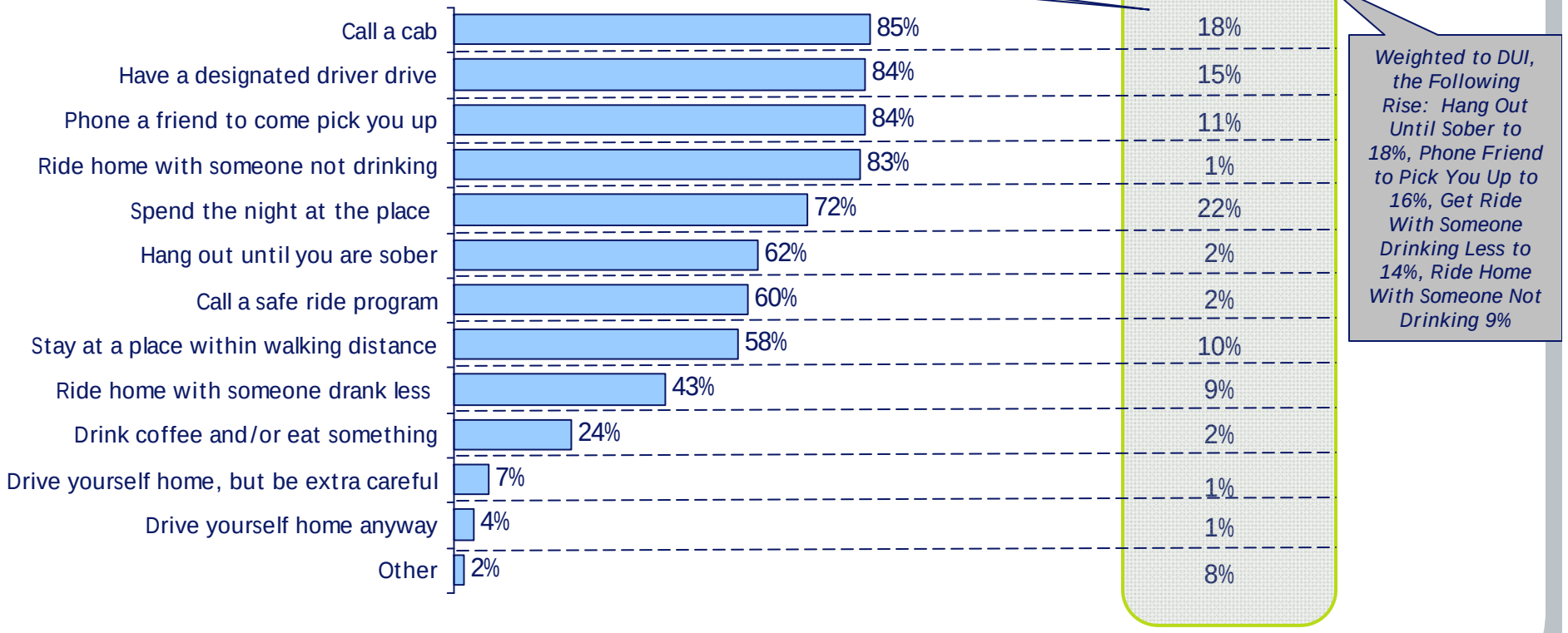
To Avoid DUI, At-Risk Drivers Most Likely to Choose to Spend the Night, Call a Cab, Or use a Designated Driver

The drivers most at risk are more likely to choose risky strategies to avoid driving under the influence.

Weighted to DUI, Calling a Cab Falls to 14% and Designated Drivers Falls to 9%



Weighted to DUI, the Following Rise: Hang Out Until Sober to 18%, Phone Friend to Pick You Up to 16%, Get Ride With Someone Drinking Less to 14%, Ride Home With Someone Not Drinking 9%

Q32. Which of these are alternatives for a person who has had too much to drink, and needs to go someplace by car?
Q33. Which of these would you most likely do in the event you felt like you had too much to drink and needed to go someplace by car?

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Thank You

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www.segmentationcompany.com

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Understanding and Messaging to At Risk Drivers - At Risk Driver Segmentation

February 2008

Prepared for: The National Highway Traffic Safety Administration

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Background and Methodology

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Background and Objectives

The National Highway Traffic Safety Administration wishes to develop a better understanding of the behaviors and attitudes of at-risk drivers.* The context of these insights will be used by NHTSA to develop and improve messaging and other marketing communication tactics aimed at reducing the number of people who risk driving under the influence. More specifically, the objectives of this research are to:

- Profile demographic and behavioral characteristics of At-Risk Drivers
- Understand alcohol consumption patterns
- Uncover perceptions, attitudes, and risks as perceived by At-Risk Drivers
- Identify lifestyle/leisure interests common among At-Risk Drivers
- Recommend messaging themes that could be used to reduce driving under the influence

* At Risk Drivers within this study are defined as licensed drivers between 18 and 44 who drive at least 10 two or more times per week, drink alcohol at least two days a week, and have had an instance in the past month where they drank 3 or more (female)/4 or more (male) drinks on one occasion.

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Research Methodology
- Data Collection

- A total of 834 respondents completed a 20-minute web-based survey, implemented during the first two weeks of May in 2007.
- A nationally representative sample of online panelists were invited to participate in the study. Respondents were screened for:
  - Age (18 – 44)
  - Driver license
  - Driving at least 10 miles two or more times per week
  - Drinking alcoholic beverages two or more times a week
  - Having had at least one occasion where they drank at least 3 (female) or 4 (male) alcoholic beverages outside of the home
- Soft-quotas were established to insure a sufficient number of completes across target age groups:
  - 18-20: 48
  - 21-24: 346
  - 25-34: 320
  - 35-44: 120

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Research Methodology
- Questionnaire Summary

Screening for Qualification: Age, gender, driver's licensing, frequency of drinking, drinking 4+ drinks at a sitting in last month
Attitudinal Perceptions About Drinking and Driving: Attitudes about drinking, drinking and driving, designated driving, stopping individuals from DUI
Alcohol Consumption and Behavior Patterns, and Reasons/Rationales for Drinking: Alcohol consumption, reasons for drinking, occasions and locations of drinking, occasions when drinking more than usual, typical drinking partners, designated driving
Attitudes About Risks, Penalties, and Enforcement Related to DUI: Attitudes about DUI enforcement, perceptions of risks related to enforcement, opinions about DUI enforcement, perceptions of risks related to DUI and to DUI enforcement
DUI Behaviors and Awareness: Perceptions of ability to drive safely while under the influence, DUI behaviors, reasons for driving under the influence, awareness of legal limits, stops and arrests for DUI, emotional reactions to DUI arrests
Strategies for Avoiding DUI: Strategies employed for avoiding DUI, alternatives to DUI that are available
Personal Attitudes: Life attitudes
Additional Demographics: Race, marital status, family structure, own/rent, education, employment, type of vehicle driven, household income

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Summary of Findings

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Summary of Findings

- **The greatest opportunity to reduce at-risk driving is focusing on "Drivers Most At Risk" …**
  - 18% of At-Risk Drivers do 82% of "serious driving under the influence" (defined as driving within 1 hour of having 3 or more drinks)
  - Such drivers are attitudinally more resistant to changing their behaviors than other drivers at risk

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Summary of Findings (Continued)

- The greatest opportunity to reduce at-risk driving is focusing on "Drivers Most At Risk."
- **The most effective "levers" to reduce at-risk driving are rooted in "The 3 R's, the 2 I's, … and the 'POPOV'" …**

The Three R's:	**The Two I's:**	**POPOV:**
Reasons	Impacts, and	Perceptions,
Rationales, and	Influences of others	Opinions, and
perceived Risks		Points Of View

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Summary of Findings (Continued)

- The greatest opportunity to reduce at-risk driving is focusing on "Drivers Most At Risk."
- The most effective "levers" to reduce at-risk driving are rooted in "The 3 R's, the 2 I's, … and the 'POPOV'".
- **The most effective way to message is to "attack on multiple fronts" …**
  - Appeal at both rational and emotional levels
  - Seek to undermine dysfunctional attitudes
  - Recognize denial mechanisms …
    - … and approach them obliquely (not head on)
  - Try to move At-Risk Drivers incrementally …
    - … and only as far as they can go

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Summary of Findings (Continued)

- The greatest opportunity to reduce at-risk driving is focusing on "Drivers Most At Risk."
- The most effective "levers" to reduce at-risk driving are rooted in "The 3 R's, the 2 I's, … and the 'POPOV'".
- The most effective way to message is to "attack on multiple fronts."
- **Because Drivers Most at Risk drink frequently, at high volumes, and for long periods of time …**
  - Most appear to have a drinking problem, and suffer from alcohol abuse
    - Making modifying or influencing their behavior more difficult
  - They must be appealed to in a way that makes them not immediately "turn off the message"

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Strategic Implications:
- Divide and Conquer

- "Segmenting" Drivers-at-Risk offers a means of:
  - Identifying sub-groups (or "clusters"), requiring different approaches and messages to reduce their at risk behaviors
  - Prioritizing these sub-groups according to their level of risk – and the feasibility of influencing their behavior
  - Developing strategies that are targeted to the situation, attitudes, perceptions, beliefs, and needs of each group
  - Targeting resources (e.g., advertising and PR, law enforcement, etc.) in a more efficient and effective manner

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Introducing:
The Five At-Risk Driver Segments

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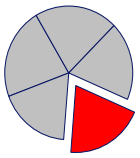
Segment 4: Snapshot

They are …

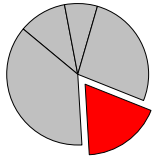
- More likely than average to have actually been arrested for DUI
- Least fearful of DUI penalties
- More likely to believe that, if pulled over, they will get off lightly
- Most likely to think it is OK to drink and drive "as long as no one gets hurt"
- Least likely to take precautions to avoid driving after drinking
- Least interested in being in being a designated driver

"I live my life and don't worry too much about the consequences "

20%
Of At Risk Drivers



18%
Of DUI Incidents



RISK INDEX	107
Risk of DUI Index	74
Risk of Arrest Index	145
Drinks/Occasion Index	100

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Segment 4: Profile

- **Demographics:**
  - Lower-middle socioeconomics
  - Somewhat more likely to be non-white
  - More likely to be parents

- **Attitudes:**
  - *More* likely than the average to believe that:
    - *"As long as no one gets hurt, driving after a few drinks is OK"*
    - *"People generally know when they've had too much"*
    - *"Even if they're pulled over, people aren't that likely to be penalized"*

- **Greatest Fears:**
  - Killing someone in an accident
  - Going to jail
  - Losing license
  - Getting arrested
  - Getting fined

- **Risky Behaviors:**
  - More likely to have been arrested for DUI at some point
  - Less likely than average to drink and drive or ride with a driver while under the influence

- **Top Reasons and Rationales for:**
  - **Drinking:** Something I enjoy with family/friends, to help unwind
  - **Drinking more than usual:** At parties/celebrations, social settings, good mood
  - **Drinking and driving**: I felt I was OK to drive, I had driven home before and got home just fine

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Segment 4: Profile (Continued)

- **Life Attitudes:**
  - Like all segments, segment members want to be viewed as "good people" – but they care less about it than other segments
  - On average, segment members:
    - Worry less than other segments about the consequences of their actions
    - Feel less accountable to others for their actions

- **Avoiding Drinking and Driving:**
  - Less likely to take precautions to avoid driving after drinking

- **Contexts of Drinking:**
  - Drink in fewer locations/occasion than average: Most likely to drink:
    - **Locations:** at bars or clubs, at home, at a friend's house
    - **Occasions:** nights out, parties/celebrations, social/family gatherings
    - **Drinking Companions:** small group of friends, spouse/partner
    - **Beverages:** beer, mixed drinks, and liquor

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Segment 4: Findings and Implications

- **Finding:** This segment has about an average rate of DUI incidents.
  - *Implication:* To the extent that they can be targeted and "reached" (emotionally, attitudinally), this segment is a medium-important target for reducing driving under the influence.
- **Finding:** Members of this segment are only about three-quarters as likely as average to have DUI'd in the last year – yet they generate an average number of DUI incidents.
  - *Implication:* A sub-group of this segment has particularly high levels of DUI. It is particularly important to do whatever is possible to target them and get them off the road.
- **Finding:** This segment's members have a "bad attitude." They are unusually likely to be in denial about the risks and consequences of DUI, and they feel less responsible to the people around them.
  - *Implication:* It will be more difficult to influence their behavior by appealing to their better judgment and better nature through messaging – though it is still worth trying.

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Segment 4: Findings and Implications

- **Finding:** Being more likely to have actually been arrested for DUI, it appears that they did not find the experience "catastrophic".
  - *Implication:* To keep individuals from entering this segment, it is important to raise the pain of penalties – particularly in repeat offenders. It is also important to increase the visibility of enforcement.
- **Finding**: Despite lower levels of anxiety of the consequences of DUI, the things this segment fears the most include (1) killing someone, (2) going to jail, (3) losing their license, (4) getting arrested, and (5) getting fined.
  - *Implication:* Messages targeted at this segment should stress these penalties.

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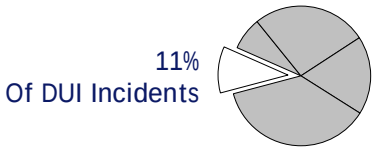
Segment 1: Snapshot

They are …

- Most likely to fear that someone will get hurt or killed because of DUI
- Most likely to fear a wide range of legal, financial, and social consequences of DUI
- Most interested in being "a good person"
- More willing to be a designated driver
- More likely to plan ahead for drinking occasions
- More likely to drink for taste, or to complement a meal
- Least likely to "drink to get drunk"

"I'm likely to take precautions so I don't put myself and others at risk by drinking and driving."



RISK INDEX	67
Risk of DUI Index	92
Risk of Arrest Index	28
Drinks/Occasion Index	80

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Segment 1: Profile

- **Demographics:**
  - Older
  - More likely to be married than the average At-Risk Driver
  - Higher than average socio-economics

- **Attitudes:**
  - *More* likely than the average to:
    - Be willing: to be a designated driver, and to let someone else intervene to stop them from driving after drinking
    - Agree that drunk drivers are a problem, think others look down on drunk drivers, and think that individuals who are caught are likely to be punished

- **Greatest Fears:**
  - Killing someone in an accident
  - Losing license
  - Hurting someone else in an accident
  - Getting arrested
  - Going to jail

- **Risky Behaviors:**
  - Drinks less per occasion than average at-risk driver
  - About average likelihood of having DUI'd in last 3 months – but number of DUI incidents is about half the average

- **Top Reasons and Rationales for:**
  - **Drinking:** to complement a meal, enjoy with friends/family in a social setting, enjoy the taste, unwind/relax, to celebrate an event/holiday
  - **Drinking more than usual:** At parties/celebrations, social settings
  - **Drinking and driving**: I felt I was OK to drive, I had driven home before and got home just fine

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Segment 1: Profile (Continued)

- **Life Attitudes:**
  - Like all segments, segment members want to be viewed as "good people."
  - Segment places more emphasis than average on:
    - Being a good person
    - Excelling at their jobs
    - Keeping in touch with friends/family
    - Working hard
    - Having a family
- **Avoiding Drinking and Driving:**
  - More likely than average to have done the following in last 12 months to avoid DUI:
    - Limited the number of drinks per occasion
    - Planned ahead to get a ride with a non-drinker
- **Contexts of Drinking:**
  - Much more likely to drink with a meal (83% vs. 60% for average Driver at Risk):
    - **Locations:** at home, at a restaurant, at a bar/club, at a friend's house
    - **Occasions:** night out, parties and celebrations, social/family gatherings, meal
    - **Drinking Companions:** small group of friends, spouse/partner
    - **Beverages:** beer, wine or wine coolers

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Segment 1: Findings and Implications

- **Finding:** This segment has only half as many DUI incidents as average – but an almost average percentage (relative to all Drivers At Risk) who will DUI at least once in six months.
- **Finding:** Almost two-thirds of this segment are past the early young-adult stage (under 25) – yet too high a percentage continue to drink somewhat heavily and occasionally drive under the influence.
  - *Implication:* This segment represents a long-term, slow-but-steady, chronic risk of DUI. There is a reasonably large probability that many will continue their drinking and driving patterns, with the attendant risks, into later adulthood.
- **Finding:** This segments is only about one-quarter as likely as the average Driver at Risk to have ever been arrested for drunk driving.
  - *Implication:* They are able to moderate their drinking and driving behaviors to "fly under the radar." This is both good news and bad news – they are not as drunk when they drive, but they are also less likely to get taken off the road.

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Segment 1: Findings and Implications

- **Finding:** This segment has the strongest focus of all segments on the potential consequences of driving under the influence – both to others (i.e., "someone getting hurt") and too themselves (losing their license, getting arrested, going to jail, getting hurt/killed themselves, impact on their family, lawsuits, losing their job, the judgment of others, etc.). They also have the strongest interest in "being good citizens".
  - *Implication:* These represent powerful "levers" to reach the segment and help them modify their behaviors. Ads and messaging should stress consequences to others (those hurt in an accident, their own families) and to themselves (social shame, getting arrested, going to jail, losing job, losing license, etc.).
- **Finding:** This segments behaviors and the contexts of their drinking are "more benign" than the average Driver at Risk (lower consumption of alcohol, drinking at home and with meals, etc.). They are also more likely to take precautions to avoid DUI.
  - *Implication:* Messaging should both encourage these behaviors, and keep reminding segment members that when it comes to the consequences of DUI, "it only has to happen once".

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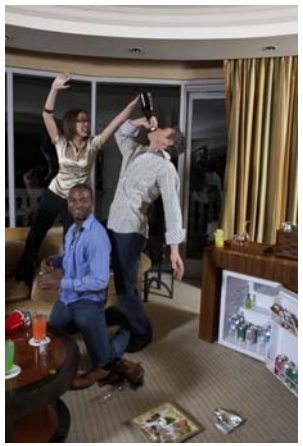
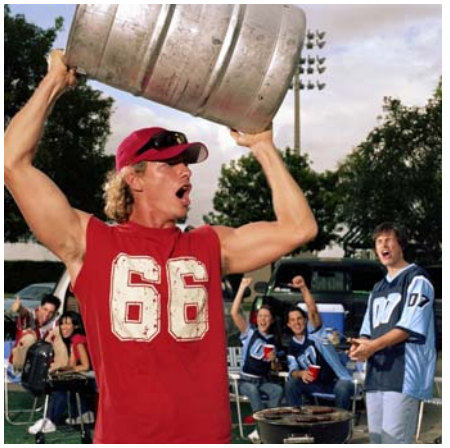
Segment 3: Snapshot

They are …

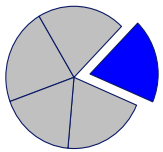
- Most likely to be 21 to 24
- Most likely segment to be interested in "getting drunk" – and less worried about how much they are drinking
- Heavier drinkers who often drink with groups of friends
- Strongly influenced by peers and drinking buddies
- Somewhat less willing to be a designated driver – but most likely to use one
- More likely to stay where they've been drinking until they sober up
- Most likely to drink due to positive emotions/least likely from negative ones
- Believe that law enforcement should spend less time/effort enforcing DUI



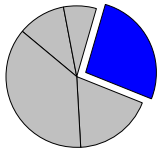


"Let's Party!"

19%
Of At Risk Drivers



26%
Of DUI Incidents



RISK INDEX	104
Risk of DUI Index	123
Risk of Arrest Index	74
Drinks/Occasion Index	115

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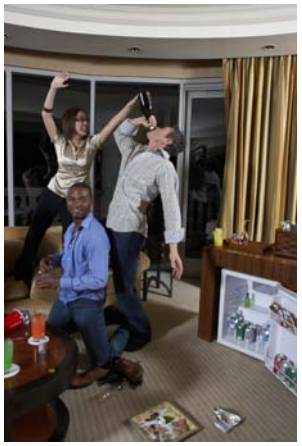
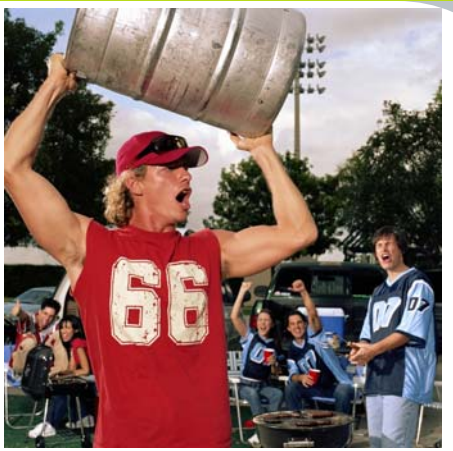
Segment 3: Profile





- **Demographics:**
  - Younger and single
  - Renting
  - Going to school

- **Attitudes:**
  - *More* likely than the average to be say:
    - *"I don't worry too much about how much alcohol I am drinking"*
    - *"It's not easy to find a way home after drinking unless you drive yourself"*
    - *"Most people don't really care if others drink and drive – as long as they don't cause accidents"*
    - *"It's impossible to have good time when you are a designated driver"*

- **Greatest Fears:**
  - Killing someone in an accident
  - Going to jail/getting arrested, losing license
  - Getting fined
  - Having insurance go up

- **Risky Behaviors:**
  - More likely to have driven within an hour of finishing 3+ drinks in the last 12 months
  - Ridden with someone under the influence
  - Less likely to have been arrested for DUI
  - Averages 5.3 drinks per occasion

- **Top Reasons and Rationales for:**
  - **Drinking:** With friends in social setting, to celebrate event/holiday, to unwind/relax, to get a buzz, to get drunk
  - **Drinking more than usual:** At parties/celebrations, get drunk, other people invite me, alcohol complements activity, appropriate to occasion
  - **Drinking and driving**: I felt I was OK to drive, had driven home before/got home just fine

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Segment 3: Profile (Continued)

- **Life Attitudes:**
  - Like all segments, segment members want to be viewed as "good people"
  - Somewhat more likely than other segments to value risk taking/living on the edge

- **Avoiding Drinking and Driving:**
  - More likely than average to have done the following in last 12 months to avoid DUI:
    - Limit number of drinks
    - Use a designated/sober driver
    - Plan ahead to stay overnight
- **Contexts of Drinking:**
  - Most likely to drink:
    - **Locations:** at a friends house, bar/club, at home, restaurant
    - **Occasions:** nights out, parties/celebrations, social/family gatherings
    - **Drinking Companions:** small group/friends, spouse/partner, large group
    - **Beverages:** beer, mixed drinks, and liquor

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Segment 3: Findings and Implications

- **Finding:** This segment drinks and drives a third again as much as average – but are only three-quarters as likely as average to have been arrested …
  - *Implications:* … because they haven't been drinking and driving long enough. Both for their own good, and as a question of public safety, it is critical to target and reach this segment.
- **Finding:** This segment is young, inexperienced at managing their drinking, inclined to binge drink, and has highly reduced levels of good judgment about drinking, driving, and related behaviors.
  - *Implication:* Assuming they survive, some proportions of this segment will "grow out of" heavy, highly irresponsible drinking (and driving) – while others will "graduate" into longer-term problem drinkers and DUI'ers. The goals should be (1) to keep them alive and help them avoid the riskiest behaviors, (2) to quickly get them/the most dangerous ones off the road, (3) to assist them in maturing into more responsible drinkers/non-drinkers, and (4) to divert them from "progressing" into other Segments.

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Segment 3: Findings and Implications

- **Findings:** This segment (1) is less fearful of the consequences of drinking and driving, (2) has unrealistic perceptions of their ability to safely drink and drive, (3) is somewhat more willing than average to take steps to avoid driving after drinking, (4) is unusually influenceable by friends, and (5) will be difficult to discourage from drinking and driving if it appears to "end the good times".
  - *Implications:*
    - *Make the party stop:* Messaging to this segment should stress that "the party will stop:" getting arrested, going to jail, loss of license, increased insurance rates – and somebody getting killed. Also stress that the "party is more fun" when precautions and planning make it safe.
    - *Make it socially acceptable to seek – and offer – help/intervention*: Ads should feature "role models" who make it "cool" to seek help from friends (and bartenders), to use a designated driver, to plan ahead for partying, etc., and who make it "stupid" to take bad risks for no purpose. Ads should also make the designated driver or the friend called for a ride into a social hero.
    - *Get bartenders to help:* states and localities should seek (and enforce) help from bartenders in keeping young drinkers off the road – and provide penalties if bartenders let "drunks" drive.
    - *Interventions for binge drinking:* courts, law enforcement, and colleges, need to have (and mandate) programs and strong interventions for binge drinkers.

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Segment 2: Snapshot

They are least likely to …

- Drink excessively or to get drunk
- Have DUI'd in the last 12 months
- Fear killing/hurting someone while DUIing
- Believe others have good judgment after drinking

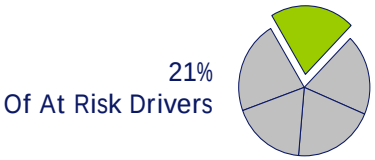
The are most likely to …

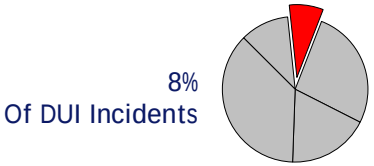
- Drink to complement a meal, at restaurants, and at family gatherings
- Be older and/or be married

They also believe …

- That their drinking is under control
- They are not likely to cause an accident while drinking and driving
- That drunk driving laws should be enforced

"I'm unlikely to drive after having too much to drink"





RISK INDEX	78
Risk of DUI Index	67
Risk of Arrest Index	96
Drinks/Occasion Index	72

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Segment 2: Profile

- **Demographics:**
  - Predominantly ages 25-44
  - Have at least a 4-year college degree
  - Own a home, be Married, and have children < 18
  - Have a "professional" occupation, and HH income of $75-$100K
- **Attitudes:**
  - *Less* likely than average to say:
    - *"The penalties for drunk driving are too harsh,"*
    - *"It is not a big deal to lose your license for a few months if you get caught Drinking and Driving"*
    - *"I sometimes don't realize when I've had too much to drink"*
    - *"It's impossible to have good time when you are a designated driver"*
- **Greatest Fears:**
  - Killing someone in an accident
  - Losing license
  - Going to jail
  - Getting arrested

- **Risky Behaviors (*Less risky than average*):**
  - Less likely to have driven within an hour of finishing 3 drinks in the last twelve months
  - Less likely to have ridden in a motor vehicle with someone who may have had too much; per drinking occasion
  - They average less than 1 drink per hour
- **Top Reasons and Rationales for:**
  - **Drinking:** To complement a meal, It's something I enjoy with family/friends, to celebrate an event/holiday, I enjoy the taste, to help unwind/relax
  - **Drinking more than usual:** At parties/celebrations, in a social setting, in a good mood
  - **Drinking and driving**: I felt I was OK to drive, had driven home before/got home just fine

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Segment 2: Profile (Continued)

- **Life Attitudes:**
  - Like all segments, segment members want to be viewed as "good people"
  - Less likely than average to value risk taking and "living on the edge"
- **Avoiding Drinking and Driving:**
  - More likely than average to have done the following in last 12 months to avoid DUI:
    - Limit number of drinks
    - Choose non-alcoholic drinks
    - Plan ahead to stay overnight
- **Contexts of Drinking:**
  - Most likely to drink:
    - **Locations:** at a restaurant, night out, social/family gatherings, during a meal
    - **Occasions:** parties/celebrations, nights out, social/family gatherings, during a meal
    - **Drinking Companions:** small group/friends, spouse/partner
    - **Beverages:** beer, wine or wine cooler

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Segment 2: Findings and Implications

- **Finding:** The segment is two-thirds as likely as average to have driven within an hour of having three or more drinks in the last 12 months – and DUIs at only 40% of the average rate.
- **Finding:** Assuming their self-reported behavior is accurate (not an "iron-clad assumption"), they appear to have fairly good, but not perfect, control of their drinking and associated driving.
  - *Implication:* While this segment definitely takes some unwarranted risks, it is a much lower threat to DUI than other segments. From the standpoint of targeting limiting resources to most reduce DUI, "spillover" from messaging targeted to other segments might have to be adequate for this segment.

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Segment 2: Findings and Implications

- **Finding:** Partly because they believe that their drinking and associated driving is under control, they are much less focused on consequences than other segments, and much less likely to believe that they will kill someone in an accident.
- **Finding:** This segment is more likely to believe that drunk driving laws should be enforced.
  - *Implication:* While the segment is, in fact, less likely to kill someone, this assumption on their part puts segment members (and the general public) at risk. Messaging aimed at this segment (but good "spill-over" to other segments needs to stress the message of "it only needs to happen once." One effective technique for reaching this (and other segments) might be a "cognitive dissonance" approach: an ad might show an individual who talks about how bad drunk drivers are, and how important it is to enforce drunk driving laws – then showing that same individual justifying driving because "he's only had a few …."
- **Finding:** In addition to believing that drunk driving laws should be enforced, this segment also is more likely to believe that individuals should, in general, be accountable to those around them.
  - *Implication:* These attitudes, plus the segments general interest in being a "good citizen," represent goods "levers" for reminding them of their obligations.

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Segment 5: Snapshot

They are:

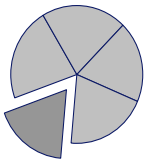
- The most likely to drink to get drunk – *especially when they are feeling bad*
- The most at risk –
  - For drinking a lot when they drink
  - For driving under the influence
  - For getting arrested
- More likely to believe that they can "get away with it"
- More likely to admit that "I don't always know when I've had too much

… but they also:

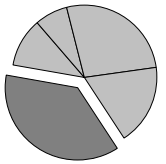
- Worry about the consequences of DUI
- Are a bit more willing to take precautions to avoid driving after drinking – *so they can give themselves permission to "really get plowed."*

"Let me drown my sorrows"

18%
Of At Risk Drivers



37%
Of DUI Incidents



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Segment 5: Profile

- **Demographics:**
  - Lower middle socio-economics (lower education, less likely to be employed full time)
  - Somewhat younger than average
  - Unmarried
- **Attitudes:**
  - **More likely than average to say:**
    - *"It is impossible to have a good time if I have to be a designated driver"*
    - *"I believe that only people who are noticeably drunk should be stopped from driving*
    - *"The penalties for drunk driving are too harsh"*
  - **Less likely than average to say:**
    - *"People who get arrested for drunk driving rarely go to jail,"*
    - *"I would not get upset if someone tried to stop from driving after a few drinks."*
- **Greatest Fears (***afraid of a wider range of consequences than other segments***):**
  - Killing someone in an accident
  - Getting arrested, going to jail, and losing license
  - Getting fined/spending money on court costs, having insurance go up

- **Risky Behaviors (***Highest Risk Levels***):**
  - The segment self-reports averaging 6.1 drinks per drinking occasion
  - Over half have driven within 1 hour of having 3 or more drinks within the last 12 months
  - Over half have ridden with a driver who is under the influence
  - 44% have been arrested for DUI
- **Top Reasons and Rationales for:**
  - **Drinking:** to help me unwind/relax, I enjoy it with family/friends, to celebrate an event, to get a buzz.
    - *Much more likely than average to drink "to get drunk" (67%)*
  - **Drinking more than usual:** when stressed, trying to get drunk, at parties/celebrations, recovering from a tough day, sad or depressed
  - **Drinking and driving**: I felt I was OK to drive, had driven home before/got home just fine

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Segment 5: Profile (Continued)

- **Life Attitudes:**
  - Like all segments, segment members want to be viewed as "good people"
  - More likely to say "I think it is OK to be a little reckless once in a while", "I try to have as much fun as a can and let the future take care of itself", "People should be able to do what they want, as long as no one gets hurt," and "People who know me often think I am tense"

- **Avoiding Drinking and Driving:**
  - More likely than average to have done the following in last 12 months to avoid DUI:
    - Stay overnight
    - Give their keys to someone
    - Bring someone else to drive

- **Contexts of Drinking (*Most likely to drink*):**
  - **Locations:** at a bar/club, at a friend's house, at home, at a restaurant
  - **Occasions:** parties/celebrations, nights out, social/family gatherings, at night to unwind
  - **Drinking Companions:** small group/friends, spouse/partner, large group of friends
  - **Beverages:** beer, liquor, mixed drinks, wine or wine coolers

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Segment 5: Findings and Implications

- **Finding:** This is the segment most at risk. Per capita, it has twice as many DUI incidents as average for Drivers at Risk. Segment members drink heavily, have false perceptions about their ability to drink and drive, and have dangerous attitudes and beliefs.
- **Finding:** The heavy drinking of this segment is driven by negative emotion and/or depression.
  - *Implication*: It is hugely important to focus on reducing the risks represented by this segment.
  - *Implication:* Reaching and influencing this segment effectively will be a challenge.
  - *Implication*: Because of the high risk they represent, it is important to enforce DUI laws aggressively around this segment to get them off the road.
  - *Implication:* As a question of public policy, it may be well worth the social investment to provide and mandate treatment both for their alcoholism (and/or binge drinking) and for their likely depression. This would be both (1) in their own interest and (2) in the interests of public safety.
  - *Implication:* Since this segment is less likely to "help themselves," some of the accountability for their actions should be placed on the drinking establishment.

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Segment 5: Findings and Implications

- **Finding:** a high proportion of this segment have been arrested for DUI, and, consequently, they are more likely to fear arrest.
- **Finding:** the segment is especially sensitive to the consequences to themselves of getting arrested.
  - *Implication:* These fears represents a good (though, with this segment, not always effective) lever to influence the segment. Messaging to the segment should focus on these consequences (e.g., arrest, loss of license, fines, increased insurance rates, etc.
- **Finding:** the segment is somewhat more willing to consider strategies to avoid driving after drinking.
  - *Implication:* two of the strategies for Segment 3 also apply to Segment 5: (1) make it socially acceptable to seek – and offer – help/intervention, and (2) get bartenders to help (*see recommendations for Segment* 3).
  - *Implication:* advertising and messaging should stress "planning ahead" – "If you're going to tie one on, plan ahead – and get some help."

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Detailed Segment Profiles

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Segment 5
- (Discontented Blue Collars)

"Let me drown my sorrows"

Percent of At Risk Drivers: 18%

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Thoughts/Adjectives/Descriptions:

- Appear somewhat depressed about their life
- Believe that driving under the influence is not so bad
- Feel that they can get away with driving after a few drinks
- Feel that drunk driving laws should not be so stringently enforced
- Worry about the consequences of getting stopped – particularly the consequences that effect them personally (losing my license, getting arrested, jail, financial losses, insurance going up, someone getting hurt, losing my job)

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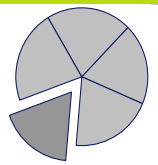
Overview
- Segment 5



18%
Of At Risk Drivers

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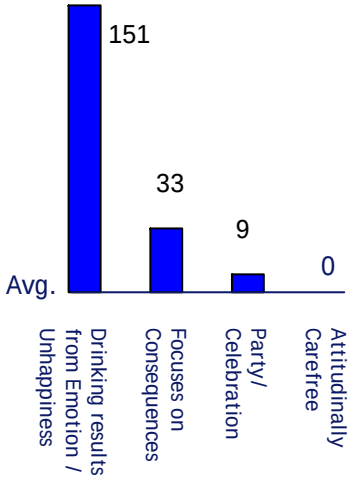
KEY FACTS

- Most likely to have DUI'd in last 12 months
- Likely to drink more when stressed/unhappy
- Drinks highest number of drinks per occasion
- More likely to drink to get drunk/get a buzz
- Lower and lower middle socio-economics



Key Characteristics	**• Are most likely to have driven under the influence in the past 12 months** **• Are most likely to drink more when they are stressed or unhappy** **• Are more likely to drink "to get drunk"** **• Are most likely to drink before going out ("to energize themselves")** **• Are most likely to drink more when pressured by their peers** **• Are most unwilling to be a designated driver**	
Demographics	**• Lower levels of education** **• Less married** **• Lower socio-economics** **• Younger**	• Does not have a 4-year degree (**68%** vs. 50% for Total) • High school education or less (**20%** vs. 11%) • Some college or 2-year degree (**48%** vs. 39%) • Not currently married (**84%** vs. 71%) • Unskilled labor (**11%** vs. 3%) • Not employed full time (**41%** vs. 33%) • Income under $25,000 (19% vs. 13%) • Unemployed and looking for work (7% vs. 4%) • 18 to 20 years old (10% vs. 6%)
Risky Behaviors	**More likely to:** **• Drink and drive** **• Have been stopped/arrested for DUI** **• Ridden with a driver under the influence** **• Drink more per occasion**	**More likely to have**: • Driven within an hour of finishing 3 or more drinks in the last 12 months (**56%** vs. 38%) • Been arrested for DWI (**44%** vs. 36%) – Among those who had been stopped on suspicion of DUI (24% vs. 19%) • Ridden in a motor vehicle with a driver who might have had too much to drink (**54%** vs. 42%) **On average, typically drinks**: • **6.1** drinks per occasion (vs. 4.5) • For **4.2** hrs (vs. 3.9)

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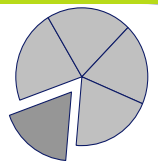
Context of Drinking - Segment 5



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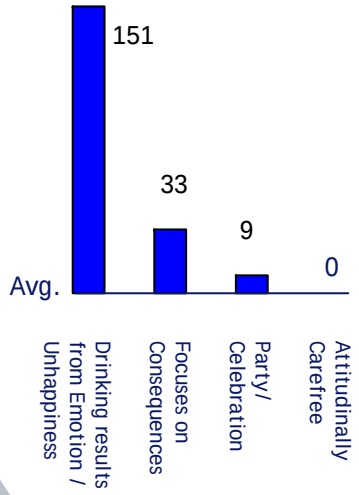

Typical Drinking Occasions	• **Like all segments, parties and nights out are occasions most commonly listed** • **Segment lists almost all types of occasions more frequently than average**	**Top drinking occasions**: • Parties or celebrations (95% vs. 88% for Total) • Having a night out (94% vs. 89%) • Social/family gatherings (83% vs. 80%) • Holidays (**79%** vs. 68%) • At night to unwind or relax (**78%** vs. 60%) • When staying in with friends (**76%** vs. 65%) **Additional occasions listed more often than average**: • After hearing bad news (**50%** vs. 21%) • Before going out (**56%** vs. 31%) • After hearing good news (**50%** vs. 33%) • When I am by myself (**34%** vs. 20%) • Other occasions (**30%** vs. 18%) • When traveling (**47%** vs. 35%) • After a day at work (**58%** vs. 47%) • Watching TV (**42%** vs. 32%)
Most Common Drinking Locations	• **Drinks somewhat more often at many locations** • **Drinks somewhat less at restaurants**	• At a bar or club (93% vs. 89%) • At a friend's house (91% vs. 89%) • At home (91% vs. 89%) • At a restaurant (81% vs. 87%) • At entertainment events (i.e. concerts, plays) (69% vs. 62%) • At a family member's house (68% vs. 67%) • At sporting events (62% vs. 62%)
Most Common Drinking Peers	• **More likely to drink alone** • **Somewhat more likely to drink in large groups**	• With a small group of friends (76% vs. 74%) • With my spouse, partner, or significant other (58% vs. 56%) • With a large group of friends or acquaintances (40% vs. 32%) • With other family members (27% vs. 28%) • No one, I drink alone (**27%** vs. 16%) • With my co-worker(s) or colleagues (26% vs. 22)
Most Common Beverages	• **More likely to drink beer and liquor** • **Less likely to drink wine or wine coolers**	**Occasions Per Week**: • Beer (2.2 vs. 1.9) • Wine or wine coolers (1.0 vs. 1.2) • Liquor (Vodka, Scotch, Tequila etc.) (**1.5** vs. 1.1) • Mixed drinks (1.4 vs. 1.2) • Other alcoholic beverages (0.6 vs. 0.4)

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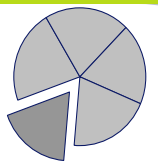
Reasons and Rationales - Segment 5

18%
Of At Risk Drivers



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KEY FACTS

- Most likely to have DUI'd in last 12 months
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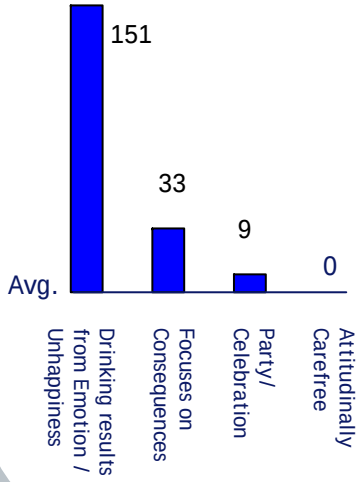

Reasons for Drinking	• **Top reason is "to unwind/relax"** • **Much more likely to drink "to get drunk" or "to get a buzz"** • **Social reasons and celebrating events are also major rationales for drinking**	**Top reasons for drinking**: • To help me unwind/relax (**91%** vs. 79% for Total) • I enjoy with family or friends in a social setting (88% vs. 84%) • To celebrate an event or holiday (**85%** vs. 75%) • To get a buzz (**81%** vs. 52%) **More likely to drink**: • To get drunk (**67%** vs. 33%) • To get a buzz (**81%** vs. 52%) • To energize me before a social occasion (**46%** vs. 26%) • Other people invite me to join them (**69%** vs. 54%) • It's part of my routine (**32%** vs. 18%) • To help me unwind/relax (**91%** vs. 79%) • Alcohol complements the activity (**68%** vs. 55%) • To make me sleepy/help me sleep (**32%** vs. 20%)
Circumstances Under Which You Might Drink More Than Usual	• **Much more likely than average to drink more than usual for a wide variety of reasons** • **Much more likely than average to drink more due to negative emotions**	**Top circumstances**: • Stressed (**99%** vs. 34%) • Trying to get drunk (**79%** vs. 38%) • At parties, celebrations, or other social settings (78% vs. 74%) • Recovering from a tough day (**57%** vs. 31%) • Sad or depressed (**56%** vs. 20%) • In a social setting (55% vs. 51%) • In a good mood (38% vs. 34%) • Nervous (**38%** vs. 15%) • Anxious (**38%** vs. 14%) • Happy (**32%** vs. 27%) • When I am feeling pressure from my peers (**17%** vs. 7%) • Trying to be romantic (17% vs. 9%) • By yourself (**16%** vs. 7%)
Reasons/ Rationales for Drinking and Driving	• **Appears more likely to believe they can drive safely after drinking**	**Top rationalizations for drinking and driving**: • I felt like I was okay to drive (80% vs. 74%) • I had driven home after drinking this amount before, and gotten home just fine (46% vs. 40%) • Could not stay overnight at the drinking location/Nowhere within walking distance I could spend the night (34% vs. 29%) • I was expected to drive myself home (29% vs. 30%) • No one suggested I should not drive myself home (24% vs. 22%)

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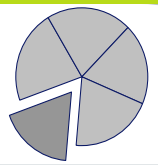
Attitudes About Drinking and Driving - Segment 5

18% Of At Risk Drivers



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KEY FACTS

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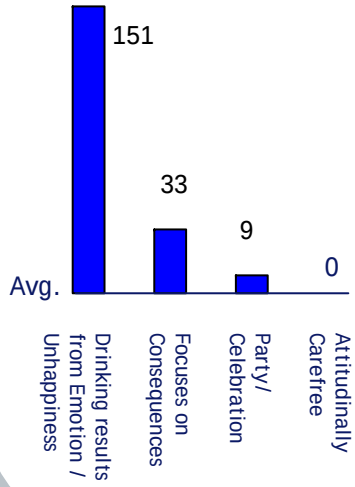

Attitudes About Drinking and Driving	• **Less willing to be a designated driver** • **Somewhat less willing to accept help/intervention** • **Somewhat less worried and judgmental about drinking** • **Somewhat more likely to not always know when they've had too much**	**More Likely Than Average To Agree**: • It is impossible to have a good time when I'm going out if I have to be the designated driver (**-0.7** vs. -1.8 for Total) • I typically don't worry about how much alcohol I am drinking (0.3 vs. -0.4) • It is not easy to find a way home after drinking unless you drive yourself (-1.0 vs. -1.6) • I sometimes don't realize I've had too much to drink (-0.4 vs. -1.0) • Most people don't really care if other people drink and drive as long as they don't cause any accidents (-0.9 vs. -1.4) **Less Likely Than Average To Agree**: • I am willing to act as a designated driver for other people when they go out drinking (1.7 vs. 2.2) • I would not get upset if someone tried to stop me from driving after I had had a few drinks (2.2 vs. 2.7) • I would rather get a ride home than drive after I have had a few drinks (2.5 vs. 2.9)
Attitudes About Drunk Driving	• **Somewhat more likely to believe that drunk drivers should be dealt with less harshly**	**Agree Most Strongly:** • Drunk drivers are a threat to the personal safety of my family and me (3.0 vs. 3.1) • People look down on individuals who get caught driving drunk (2.6 vs. 2.4) • Drunk driving is a major problem (2.4 vs. 2.4) **More Likely Than Average To Agree**: • I believe that only people who are noticeably drunk should be stopped from driving (-0.6 vs. -1.2) • The penalties for drunk driving are too harsh (-1 vs. -1.5) • Too many people are arrested for drunk driving (-0.8 vs. -1.2)
Attitudes About Penalties	• **Wants somewhat less emphasis on enforcing DUI laws** • **Somewhat more likely to believe that drunk drivers can "get away with it"**	**More Likely Than Average To Agree**: • Law enforcement officers should worry less about drunk driving and worry more about catching real criminals (-1.0 vs. -1.4) **Less Likely Than Average To Agree**: • People who get arrested for drunk driving rarely go to jail (-1.2 vs. -0.8) • The courts are way too soft on people who drink and drive (-1.1 vs. -0.8) • People who get arrested for drunk driving rarely have to pay a fine (-3.0 vs. -2.7)

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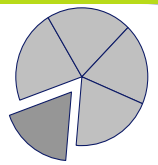
Perceptions and Fears - Segment 5

18%
Of At Risk Drivers



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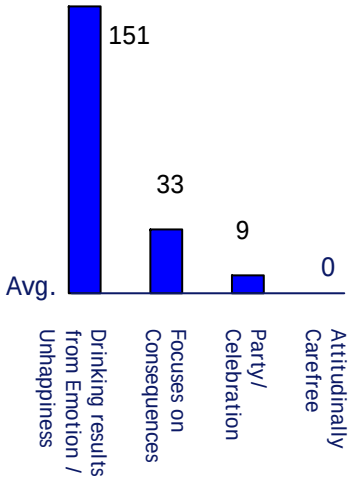

Perceptions About Drinking and Driving	• **Modestly more likely to believe they can drive safely after drinking**	• Likelihood of being stopped by police after having too much to becomes impaired: 40% (vs. 35% for Total) • Perceived number of drinks respondent can have before driving becomes impaired: 3.9 (vs. 3.3) • Perceived number of hours after drinking 3-4 drinks respondents can drive safely: 3.1 (vs. 3.6) • Perceived number of hours after drinking 3-4 drinks the average person can drive safely: 3.4 (vs. 3.8) • Difference in perceived hours of respondent and the average person: -0.3 • Those who perceived minimum BAC within state of residence to be 0.08: 81% (vs. 79%)
Perceived Reasons Other Fear Being Caught for DUI	• **More likely to believe that others fear a larger number of consequences**	• Losing their license (92% vs. 83%) • Getting arrested (**90%** vs. 79%) • Going to jail (89% vs. 83%) • Getting fined/spending money on court costs or a lawyer (**81%** vs. 69%) • Having their insurance go up (**73%** vs. 63%) • Killing someone else in an accident (**73%** vs. 56%) • Hurting someone else in an accident (**67%** vs. 51%) • Losing their job (**64%** vs. 54%) • Lawsuits from injured parties (**58%** vs. 46%) • Getting killed in an accident (**57%** vs. 41%) • Impact on their family (**56%** vs. 46%) • Getting hurt in an accident (**54%** vs. 39%)
Respondent's Greatest Concern About Being Arrested for DUI	• **Like other segments, greatest fear is killing someone else in an accident**	• Killing someone else in an accident (44% vs. 45%) • Hurting someone else in an accident (14% vs. 14%) • Going to jail (8% vs. 10%) • Losing my license (6% vs. 6%) • Impact on my family (6% vs. 5%) • Getting killed in an accident (6% vs. 4%) • Getting arrested (5% vs. 5%)

* Percent reporting 8-10 on a 0-10 point scale

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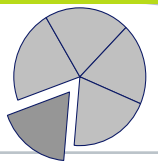
Strategies to Avoid DUI - Segment 5

18%
Of At Risk Drivers



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KEY FACTS

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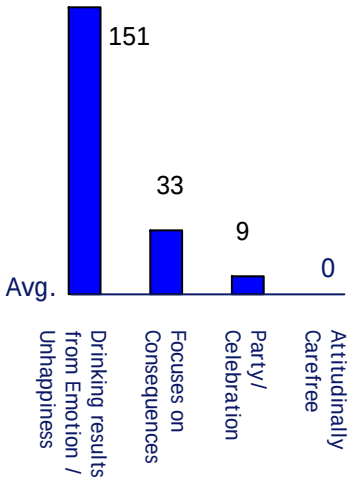

Activities Done in Last Twelve Months to Avoid DUI	• **Large proportions planned ahead at least once in last twelve months to avoid DUI** • **More likely than average to have used others to help avoid DUI**	• Limited the number of drinks you had, to avoid the potential of driving under the influence (75% vs. 75% for Total) • Planned ahead to get a ride home with someone that would not be drinking/arranged for a designated driver (69% vs. 64%) • Planned ahead to stay overnight at drinking location (**68%** vs. 57%) • Planned ahead for a place to stay overnight that was within walking distance of the drinking location (54% vs. 48%) • Left early to keep yourself from drinking too much to drive home safely (49% vs. 42%) • Gave your car keys to a designated driver, bartender, or someone else (**46%** vs. 33%) • Refused offers from others to buy you drinks so you could still drive home safely (41% vs. 41%) • Purposely brought someone with you that you knew would keep you from drinking too much to drive safely (**37%** vs. 29%) • Chose to drink non-alcoholic beverages instead (36% vs. 42%) • Drank coffee and/or ate something to make yourself sober enough to drive (36% vs. 30%)
Alternatives for Individuals to Use to Avoid DUI	• **Top alternatives for others involve help from friends** • **More likely than average to cite "drinking coffee/ eating" as a usable strategy**	• Have a designated driver drive (89% vs. 84%) • Phone a friend to come pick you up (89% vs. 84%) • Get a ride home with someone not drinking (86% vs. 83%) • Call a cab (85% vs. 85%) • Hang out until you are sober enough to drive (**76%** vs. 62%) • Spend the night at the place you are at (75% vs. 72%) • Call a safe ride program (66% vs. 60%) • Find a place within walking distance to stay for the night and drive home the next day (**66%** vs. 58%) • Get a ride home with someone who has not had as much to drink as you (**53%** vs. 43%) • Drink coffee/eat something to make yourself sober enough (**34%** vs. 24%)
Top Things Respondent is Most Likely to Do to Avoid DUI	• **45% would choose getting help/ride from someone else as thing they would be most likely to do**	• Phone a friend to come pick you up (24% vs. 22%) • Call a cab (13% vs. 18%) • Spend the night at the place you are at and drive home the next day (13% vs. 10%) • Hang out until you are sober enough to drive (13% vs. 11%) • Get a ride home with someone who has not had as much to drink as you (11% vs. 8%) • Get a ride home with someone who had not been drinking at all (10% vs. 15%)

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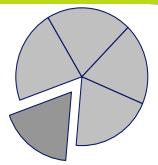
Life Attitudes - Segment 5

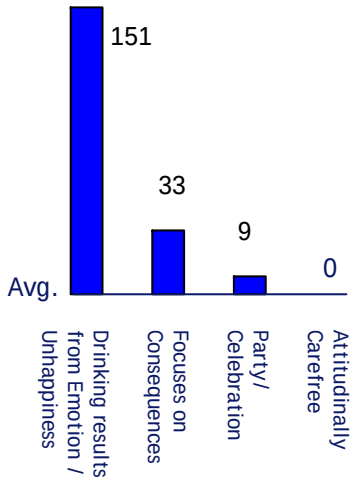
18%
Of At Risk Drivers



RISK INDEX	144
Risk of DUI Index	144
Risk of Arrest Index	156
Drinks/Occasion Index	133

KEY FACTS

- Most likely to have DUI'd in last 12 months
- Likely to drink more when stressed/unhappy
- Drinks highest number of drinks per occasion
- More likely to drink to get drunk/get a buzz
- Lower and lower middle socio-economics



Things That Are Most Important in Life	• **Somewhat more interested in taking risks/living on the edge** • **A little less focused in "following the rules"**	• Being a good person (8.8 vs. 8.7 for Total) • Being in control of your life (8.6 vs. 8.4) • Keeping in touch with family and friends (8.4 vs. 8.2) • Being well-educated (8.4 vs. 8.4) • Feeling safe and secure (8.2 vs. 8.1) • Being open to new ideas (8.1 vs. 8.1) • Excelling at your job (8.1 vs. 8.2) • Having a family (8 vs. 7.8) • Working hard (7.9 vs. 7.8) • Staying healthy (7.9 vs. 8.0) • Traveling for pleasure (7.9 vs. 7.7) • Staying out of a rut (7.5 vs. 7.2) • Having an active social life (7.5 vs. 7.3) • Feeling above average (7.2 vs. 7.2) • Having a lot of money (6.8 vs. 6.7) • Having lots of friends (6.2 vs. 6.3) • Going to the theater, museums, other cultural events (6.0 vs. 6.4) • Taking risks in life (6.0 vs. 5.7) • Following the rules (5.8 vs. 6.2) • Living on the edge (5.2 vs. 4.5) • Being a trend setter (4.4 vs. 4.3)
Life Attitudes	• **More likely to be reckless** • **Somewhat more likely to have a carefree or "devil may care" attitude"**	**More Likely Than Average To Agree**: • I think it is okay to be a little reckless once in a while (**1.7** vs. 0.9) • I try to have as much fun as I can now and let the future take care of itself (0.9 vs. 0.2) • I think people should be able to do whatever they want as long as no one else is hurt by their actions (1.7 vs. 1.1) • People who know me think that I am often tense and that I need to relax (0.1 vs. -0.4) • I've lived in the same area just about all my life (0.6 vs. 0.2) • The only really meaningful measure of success is money (-1.4 vs. -1.8) **Less Likely Than Average To Agree**: • I avoid those actions that could be detrimental to my health (0.4 vs. 0.9)

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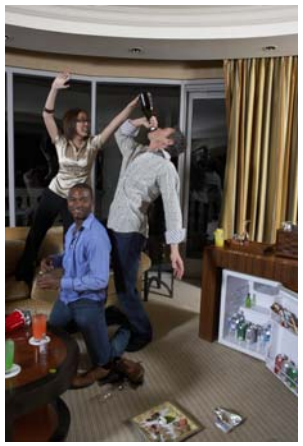

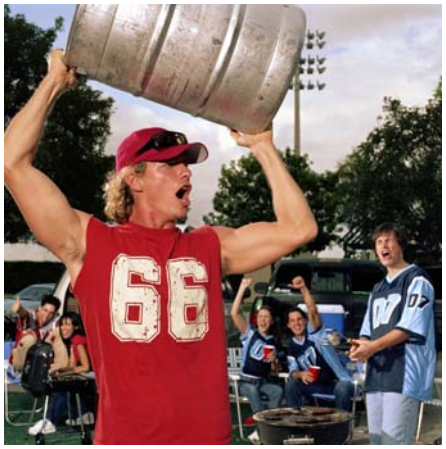

Segment 3
- (Inexperienced Social Drinkers)

"Let's Party"

Percent of At Risk Drivers: 19%

RISK INDEX	104
Risk of DUI Index	123
Risk of Arrest Index	74
Drinks/Occasion Index	115

Thoughts/Adjectives/Descriptions:

- Tend to be heavier social drinkers
- Are more likely to use designated driver and/or to stay at the place they are drinking
- Are strongly Influenced by their peers – and drinking buddies
- Are Somewhat less willing to be a designated driver – but willing to use one
- Believe that law enforcement should spend less time enforcing DUI

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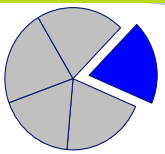
Overview
- Segment 3

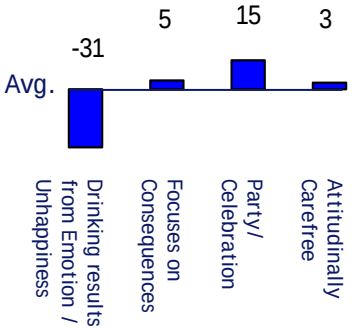


19%
Of At Risk Drivers

RISK INDEX	104
Risk of DUI Index	123
Risk of Arrest Index	74
Drinks/Occasion Index	115

KEY FACTS

- Newly-legal drinkers (57% 21-24)
- Most "interested in getting drunk"
- Most likely to drink with friends
- Most likely to drink more due to positive emotions



Key Characteristics	• **Most likely to be interested in "getting drunk"** • **Least worried about how much they are drinking** • **Most likely to drink more at parties, celebrations, and other social settings** • **Most likely to drink with groups of friends (large and small)** • **Most likely to drink more due to positive emotions** • **Least likely to drink more due to negative emotions** • **Least likely to be married** • **Most likely to be 21-24** • **Places least importance on "following the rules"**	
Key Demographics	• **Single** • **21-24** • **Student** • **Renter**	**More likely**: • Single/never married (**68%** vs. 49% for Total) • 21-24 (**57%** vs. 41%) • NOT a parent of someone under 18 (**87%** vs. 75%) • Student (**22%** vs. 13%) • Renter (**59%** vs. 47%) • Have more adults in HH (averages 2.35 vs. 2.16) • HH income under $25K (19% vs. 13%) • HH income of $100-$125K (13% vs. 9%)
Risky Behaviors	**More likely to:** • **Drink and drive** • **Ride with a driver who is under the influence** • **Drinks more per occasion** **Less likely to** • **Have been arrested for DUI**	**More likely to have:** • Driven within an hour of finishing 3 or more drinks in the last 12 months (**48%** vs. 38%) • Ridden in a motor vehicle with a driver who might have had too much to drink (**59%** vs. 42%) **Less Likely to have**: • Been arrested for drunk driving (*21%* vs. 36%) – Among those who had been stopped on suspicion of DUI (18% vs. 19%) **On average, typically drinks**: • **5.3** drinks per occasion (vs. 4.5) • For 3.9 hrs (vs. 3.9)

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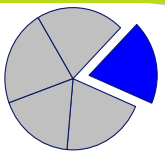
Context of Drinking
- Segment 3



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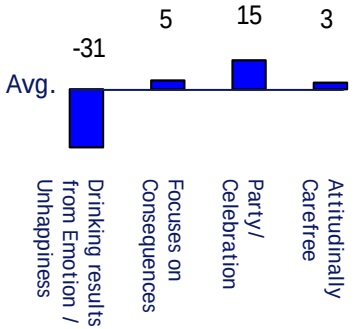

Typical Drinking Occasions	• **Like all segments, top occasions are parties and nights out** • **Social occasions and holidays are also common** • **Two-thirds list "to get drunk" as a drinking occasion**	**Top drinking occasions**: • Having a night out (96% vs. 89% for Total) • Parties or celebrations (95% vs. 88%) • Social/family gatherings (81% vs. 80%) • Holidays (75% vs. 68%) • When staying in with friends (73% vs. 65%) • To get drunk (**67%** vs. 33%) • Sporting events (**66%** vs. 56%) **Additional occasions listed more frequently than average**: • Before going out (**45%** vs. 31%) • When traveling (42% vs. 35%)
Most Common Drinking Locations	• **Most common locations are in social situations and at home**	• At a friend's house (97% vs. 89%) • At a bar or club (94% vs. 89%) • At home (90% vs. 89%) • At a restaurant (89% vs. 87%) • At a family member's house (66% vs. 67%) • At entertainment events (i.e. concerts, plays) (66% vs. 62%) • At sporting events (64% vs. 62%) • Outside of the home while doing leisure activities (i.e. fishing, golfing) (52% vs. 49%)
Most Common Drinking Peers	• **More likely to drink with friends** • **Less likely to drink with spouse/partner**	• With a small group of friends (**87%** vs. 74%) • With my spouse, partner, or significant other (*48%* vs. 56%) • With a large group of friends or acquaintances (*47%* vs. 32%) • With other family members (30% vs. 28%) • With my co-worker(s) or colleagues (23% vs. 22%) • No one, I drink alone (13% vs. 16%)
Most Common Beverages	• **More likely to drink mixed drinks** • **Less likely to drink wine or wine coolers**	**Occasions per Week**: • Beer (1.9 vs. 1.9) • Wine or wine coolers (0.9 vs. 1.2) • Liquor (Vodka, Scotch, Tequila etc.) (1.3 vs. 1.1) • Mixed drinks (1.5 vs. 1.2) • Other alcoholic beverages (0.6 vs. 0.4)

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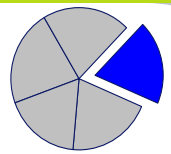
Reasons and Rationales - Segment 3

19%
Of At Risk Drivers



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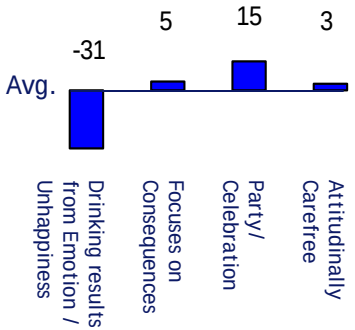

Reasons for Drinking	• **Much more likely to drink "to get drunk" or "to get a buzz"** • **Social reasons, events and occasions are major reasons for drinking**	**Top reasons for drinking**: • I enjoy with family/friends in social setting (**91%** vs. 84% for Total • To celebrate an event or holiday (**85%** vs. 75%) • To help me unwind/relax (82% vs. 79%) • To get a buzz (**80%** vs. 52%) **More likely to drink**: • To get drunk (**73%** vs. 33%) • To get a buzz (**80%** vs. 52%) • Because other people invite me to join them (**69%** vs. 54%) • To energize me before a social occasion (**39%** vs. 26%) • Because alcohol complements the activity (**68%** vs. 55%) • Because it's appropriate for the occasion (**65%** vs. 54%) • To celebrate an event or holiday (**85%** vs. 75%)
Circumstances Under Which You Might Drink More Than Usual	• **Much more likely than average to drink more to celebrate and when happy** • **Less likely to drink more due to negative emotions**	**Top reasons for drinking more than usual**: • At parties, celebrations, or other social settings (*92%* vs. 74%) • Trying to get drunk (**85%** vs. 38%) • In a social setting (*62%* vs. 51%) • In a good mood (*47%* vs. 34%) • Happy (*39%* vs. 27%) **Less likely to drink more when**: • Stressed (*0%* vs. 34%) • Anxious (5% vs. 14%) • Nervous (7% vs. 15%) • Recovering from a tough day (24% vs. 31%) • Sad or depressed (14% vs. 20%)
Reasons/ Rationales for Drinking and Driving	• **Top reasons relate to believing they can drive safely** • **Social rationales also play an above-average role**	**Top rationales for drinking and driving**: • I felt like I was okay to drive (77% vs. 74%) • I had driven home after drinking this amount before, and gotten home just fine (41% vs. 40%) • I was expected to drive myself home (36% vs. 30%) • Could not stay overnight at the drinking location/Nowhere within walking distance I could spend the night (29% vs. 29%) • No one suggested that I should not drive (23% vs. 22%) • The people I came with expected me to drive home (21% vs. 16%)

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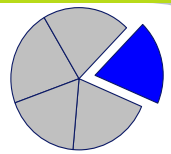
Attitudes About Drinking and Driving - Segment 3

19% Of At Risk Drivers



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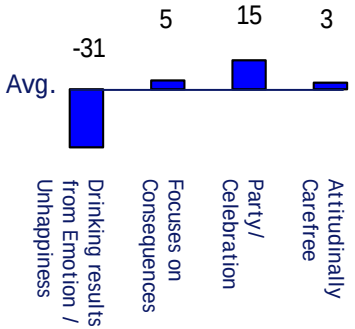

Attitudes About Drinking and Driving	• **Worries less than average about how much they drink** • **Somewhat more resistant to being a designated driver**	**More Likely Than Average To Agree**: • I typically don't worry about how much alcohol I am drinking (**0.5** vs. -0.4 for Total) • I sometimes don't realize that I've had too much to drink (-0.5 vs. -1.0) • It is not easy to find a way home after drinking unless you drive yourself (-1.2 vs. -1.6) • It is impossible to have a good time when I'm going out if I have to be the designated driver (-1.5 vs. -1.8) • Most people don't really care if other people drink and drive as long as they don't cause any accidents (-1.1 vs. -1.4) • If I acted as a designated driver too often, my friends would think less of me (-3.2 vs. -3.5) **Less Likely Than Average To Agree**: • I am willing to act as a designated driver for other people when they go out drinking (1.9 vs. 2.2)
Attitudes About Drunk Driving	• **Somewhat less likely to believe that drunk driving is a problem** • **Somewhat less likely to believe that DUI should be vigorously enforced**	**More Likely Than Average To Agree**: • I believe that only people who are noticeably drunk should be stopped from driving (-0.7 vs. -1.2) • The vast majority of people who drink and drive will never get pulled over (1.8 vs. 1.5) **Less Likely Than Average To Agree**: • Drunk driving is a major problem (2.0 vs. 2.4) • Drunk drivers are a threat to the personal safety of my family and me (2.8 vs. 3.1) • People who drive drunk deserve what they get (1.7 vs. 2)
Attitudes About Penalties	• **Mixed views about penalties**	**More Likely Than Average To Agree**: • Law enforcement officials and lawmakers spend too much time and effort worrying about drunk driving (-1.1 vs. -1.7) • Law enforcement officers should worry less about drunk driving and worry more about catching real criminals (-0.9 vs. -1.4) **Less Likely Than Average To Agree**: • The courts are way too soft on people who drink and drive (-1.2 vs. -0.8)

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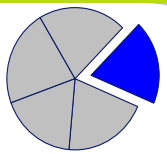
Perceptions and Fears - Segment 3



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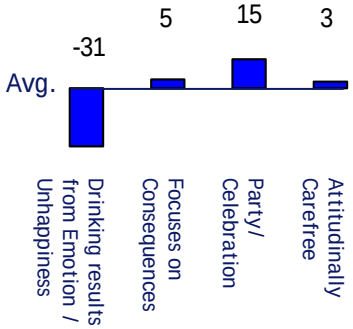

Perceptions About Drinking and Driving	• **Respondents believe they (and others) can safely drive sooner after 3-4 drinks**	• Likelihood of being stopped by police after having too much to becomes impaired: 31% (vs. 35% for Total) • Perceived number of drinks respondent can have before driving becomes impaired: 3.7 (vs. 3.3) • Perceived number of hours after drinking 3-4 drinks respondents can drive safely: 3.0 (vs. 3.6) • Perceived number of hours after drinking 3-4 drinks the average person can drive safely: 3.4 (vs. 3.8) • Difference in perceived hours of respondent and the average person: -0.4 • Those who perceived minimum BAC within state of residence to be 0.08: 85% (vs. 79%)
Perceptions of Reasons Other Fear Being Caught for DUI	• **Respondents believe others are <u>most</u> afraid of arrest, jail, finds, and losing licenses**	• Losing their license (87% vs. 83%) • Going to jail (86% vs. 83%) • Getting arrested (85% vs. 79%) • Getting fined/spending money on court costs or a lawyer (76% vs. 69%) • Having their insurance go up (**<u>72%</u>** vs. 63%) • Killing someone else in an accident (61% vs. 56%) • Hurting someone else in an accident (55% vs. 51%) • Losing their job (54% vs. 54%) • Impact on their family (50% vs. 46%)
Respondent's Greatest Fear About Being Arrested for DUI	• **Like all segments, this group is most likely to most fear killing someone in an accident**	• Killing someone else in an accident (40% vs. 45%) • Going to jail (12% vs. 10%) • Hurting someone else in an accident (9% vs. 14%) • Losing my license (7% vs. 6%) • Losing my job (7% vs. 5%) • Getting fined/spending money on court costs or a lawyer (6% vs. 3%) • Getting arrested (5% vs. 5%)

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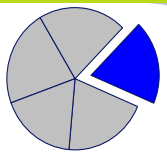
Strategies to Avoid DUI - Segment 3



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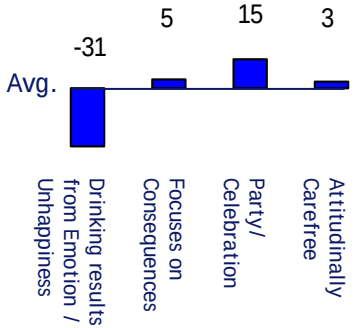

Activities Done in Last Twelve Months to Avoid DUI	• **Limiting number of drinks is most common strategy** • **Is more likely than average to list planning either a ride home, or to spend the night**	• Limited the number of drinks you had, to avoid the potential of driving under the influence (80% vs. 75% for Total) • Planned ahead to get a ride home with someone that would not be drinking/arranged for a designated driver (**73%** vs. 64%) • Planned ahead to stay overnight at the drinking location (**67%** vs. 57%) • Planned ahead for a place to stay overnight that was within walking distance of the drinking location (52% vs. 48%) • Refused offers from others to buy you drinks so you could still drive home safely (41% vs. 41%) • Left early to keep yourself from drinking too much to drive home safely (41% vs. 42%)
Alternatives for Individuals to Use to Avoid DUI	• **Believes that calling a cab is the top alternative to DUI** • **Various forms of "getting a ride" are the next best alternatives**	• Call a cab (92% vs. 85%) • Get a ride home with someone who had not been drinking at all (89% vs. 83%) • Have a designated driver drive (87% vs. 84%) • Phone a friend to come pick you up (87% vs. 84%) • Spend the night at the place you are at and drive home the next day (77% vs. 72%) • Hang out until you are sober enough to drive (68% vs. 62%) • Call a safe ride program (62% vs. 60%) • Find a place within walking distance to stay for the night and drive home the next day (57% vs. 58%) • Get a ride home with someone who has not had as much to drink as you (51% vs. 43%)
Thing Respondent is Most Likely to Do to Avoid DUI	• **Calling a cab and phoning a friend for a ride are most likely choices**	• Call a cab (22% vs. 18%) • Phone a friend to come pick you up (21% vs. 22%) • Hang out until you are sober enough to drive (14% vs. 11%) • Get a ride home with someone who had not been drinking at all (13% vs. 15%) • Spend the night at the place you are at and drive home the next day (11% vs. 10%)

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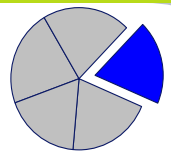
Life Attitudes - Segment 3



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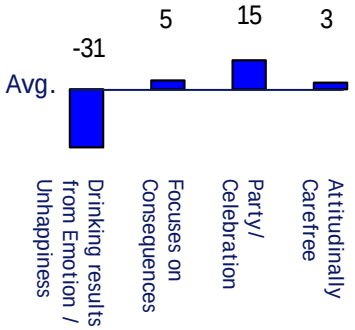
- Most likely to drink with friends
- Most likely to drink more due to positive emotions



Things That Are Most Important in Life	• **Like all segments, interested in "being a good person"** • **Somewhat more likely to value risk taking, living on the edge, and "not following the rules"**	**Most Important Things In Life**: • Being a good person (8.5 vs. 8.7 for Total) • Being well-educated (8.4 vs. 8.4) • Being in control of your life (8.2 vs. 8.4) • Excelling at your job (8.0 vs. 8.2) • Being open to new ideas (7.9 vs. 8.1) • Keeping in touch with family and friends (7.7 vs. 8.2) • Feeling safe and secure (7.7 vs. 8.1) • Staying healthy (7.6 vs. 8) • Having lots of friends (6.3 vs. 6.3) **More Important Than Average**: • Taking risks in life (6.0 vs. 5.7) • Living on the edge (5.0 vs. 4.5) **Less Important Than Average**: • Having a family (7.3 vs. 7.8) • Following the rules (5.3 vs. 6.2) • Staying out of a rut (6.8 vs. 7.2)
Life Attitudes	• **Career and social life are most important values** • **More likely to take an "as long as no one get's hurt" attitude** • **Somewhat more likely to be "a little reckless"** • **Cares somewhat less about health and family**	**Strongest Attitudes**: • Advancing in my job or career is very important to me (2.5 vs. 2.3) • I try to have an active social life (2.0 vs. 1.9) • People come to me for advice when they need to make a decision (2.0 vs. 2.2) • I think people should be able to do whatever they want as long as no one else is hurt by their actions (1.9 vs. 1.1) • When it comes to leisure activities, I like to try-out new things (1.8 vs. 2) • There is so much being written about health these days that it is difficult to know which sources to believe (1.7 vs. 1.6) **More Likely Than Average**: • I believe that the only person people have to be accountable to is themselves (0.6 vs. -0.1) • I think it is okay to be a little reckless once in a while (1.6 vs. 0.9) **Less Likely Than Average**: • I avoid those actions that could be detrimental to my health (0.4 vs. 0.9) • I wish that I had more time in my life to spend with my family (1.4 vs. 1.9)

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"I live my life and don't worry too much about the consequences "

Percent of At Risk Drivers: 20%

Segment 4
- (Middle Class Risk Takers)

RISK INDEX	107
Risk of DUI Index	74
Risk of Arrest Index	145
Drinks/Occasion Index	100

Thoughts/Adjectives/Descriptions:

- Believe that as long as no one gets hurt, driving after a few drinks is OK
- Feel that people generally know when they've had too much
- Believe that even if they're pulled over, people aren't all that likely to be badly penalized

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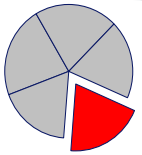
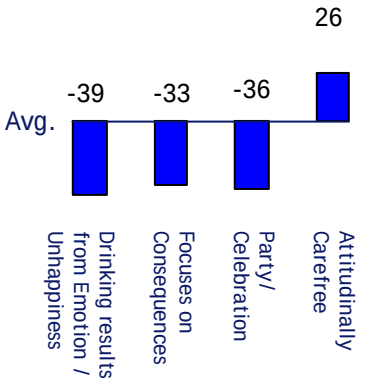
Overview
- Segment 4

20%
Of At Risk Drivers



RISK INDEX	107
Risk of DUI Index	74
Risk of Arrest Index	145
Drinks/Occasion Index	100

KEY FACTS
- Less fearful of penalties for DU
- Most likely to have DUI'd in last 12 months
- Least open to designated driving
- More interested in "following the rules"



Key Characteristics	• **Much less likely to drink with a meals, parties, events, and celebrations** • **Least fearful of a range of penalties for DUI – and more likely to believe that DUIs will "get off lightly"** • **Least likely to have avoided driving after drinking in the past 12 months** • **Least open to being a designated driver** • **Places the most importance on "following the rules"**	
Key Demographics	• **Lower middle socio-economics** • **Parents**	**More Likely**: • High school education or less (**20**% vs. 11% for Total) • HH income $25K to $35K (20% vs. 13%) • Less likely to be between ages 25-34 (27% vs. 38%) • Parents of children < 18 (32% vs. 25%) • Homemakers (6% vs. 3%) • African American (7% vs. 4%) • Asian (7% vs. 4%) • Semi-skilled (5% vs. 2%)
Risky Behaviors	• **Somewhat more likely to have been arrested for DUI** **Less likely to:** • **Drink and drive** • **Ride with a driver under the influence**	Somewhat more likely to have been arrested for drunk driving (41% vs. 36%) – Among those who had been stopped on suspicion of DUI (18% vs. 19%) **Less Likely To Have**: • Driven within an hour of finishing 3 or more drinks in the last 12 months (*29*% vs. 38%) • Ridden in a motor vehicle with a driver who might have had too much to drink (*32*% vs. 42%) **On Average, Typically Drinks**: • 4.6 drinks per occasion (vs. 4.5) • For 4.0 hrs (vs. 3.9)

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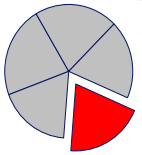
Context of Drinking
- Segment 4

20%
Of At Risk Drivers



RISK INDEX	107
Risk of DUI Index	74
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Drinks/Occasion Index	100

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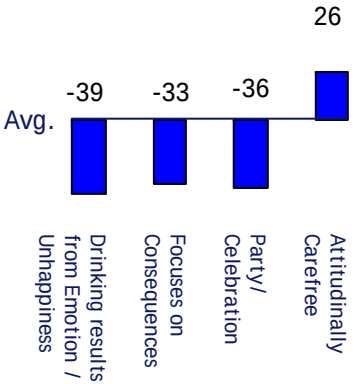

Typical Drinking Occasions	• **Like all segments, top occasions are nights out and parties** • **On average, segment list many less typical drinking occasions than Total**	**Top Occasions For Drinking**: • Having a night out (*71%* vs. 89% for Total) • Parties or celebrations (*67%* vs. 88%) • Social/family gatherings (*59%* vs. 80%) • When staying in with friends (*44%* vs. 65%) • At night to unwind or relax (*43%* vs. 60%) • Holidays (*42%* vs. 68%): • After a day at work (*37%* vs. 47%) • Sporting events (*34%* vs. 56%) • During a meal (*24%* vs. 60%) • Watching TV (*23%* vs. 32%) • After hearing good news (*21%* vs. 33%) • Before going out (*20%* vs. 31%)
Most Common Drinking Locations	• **On average, typically drinks in fewer location types than Total**	• At a bar or club (*79%* vs. 89%) • At home (*78%* vs. 89%) • At a friend's house (*76%* vs. 89%) • At a restaurant (*72%* vs. 87%) • At a family member's house (59% vs. 67%) • At sporting events (*51%* vs. 62%) • At entertainment events (i.e. concerts, plays) (*49%* vs. 62%) • Outside of the home while doing leisure activities (i.e. fishing, golfing) (*40%* vs. 49%) • Other locations (*15%* vs. 25%)
Most Common Drinking Peers	• **Slightly more likely than average to drink alone**	• With a small group of friends (*61%* vs. 74%) • With my spouse, partner, or significant other (*42%* vs. 56%) • With a large group of friends or acquaintances (26% vs. 32%) • With other family members (23% vs. 28%) • No one, I drink alone (18% vs. 16%) • With my co-worker(s) or colleagues (17% vs. 22%)
Most Common Beverages	• **Preferred beverages, and number of occasions, tracks closely to Total**	**Occasions Per Week**: • Beer (2.0 vs. 1.9) • Wine or wine coolers (0.9 vs. 1.2) • Liquor (Vodka, Scotch, Tequila etc.) (1.2 vs. 1.1) • Mixed drinks (1.3 vs. 1.2) • Other alcoholic beverages (0.6 vs. 0.4)

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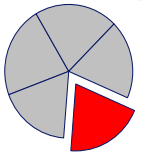
Reasons and Rationales - Segment 4

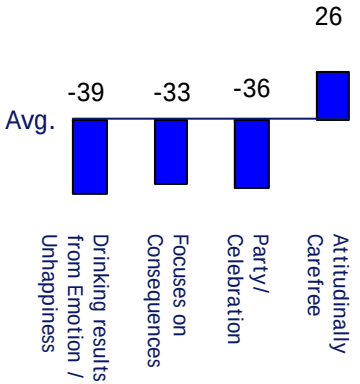


20%
Of At Risk Drivers

RISK INDEX	107
Risk of DUI Index	74
Risk of Arrest Index	145
Drinks/Occasion Index	100

KEY FACTS

- Less fearful of penalties for DU
- Most likely to have DUI'd in last 12 months
- Least open to designated driving
- More interested in "following the rules"



Reasons for Drinking	• **On average, segment cites fewer reasons for drinking than Total** • **Much less likely than average to drink with meals** • **Top reasons are social, to help unwind, taste, and event/activity**	**Top Reasons**: • It is something I enjoy with family or friends in a social setting (*63%* vs. 84% for Total) • To help me unwind/relax (*57%* vs. 79%) • I enjoy the taste (*51%* vs. 74%) • To celebrate an event or holiday (*42%* vs. 75%) • To get a buzz (*37%* vs. 52%) • Other people invite me to join them (*33%* vs. 54%) • Alcohol complements the activity (i.e. watching sports, reading) (*31%* vs. 55%) **Other Reasons That Are Below Total**: • To complement a meal (*6%* vs. 58%) • Because it's appropriate for the occasion (*27%* vs. 54%) • To help create a romantic mood (*14%* vs. 29%) • To get drunk (*18%* vs. 33%)
Circumstances Under Which You Might Drink More Than Usual	• **Most likely to drink more in social settings or when feeling good** • **Somewhat more likely than average to drink when relaxed**	**Top Reasons For Drinking More Than Usual**: • At parties, celebrations, or other social settings (*46%* vs. 74%) • In a social setting (*34%* vs. 51%) • In a good mood (*24%* vs. 34%) • Relaxed (21% vs. 14%) • Stressed (*20%* vs. 34%) • Happy (*19%* vs. 27%) • Recovering from a tough day (*17%* vs. 31%) Somewhat more likely to drink when relaxed (21% vs. 14%) Less likely to drink more when trying to get drunk (*9%* vs. 38%)
Reasons/ Rationales for Drinking and Driving	• **Like all segments, top rationales are related to believing they can safely drink and drive - but less likely to believe so than average**	**Top Rationales For Drinking And Driving**: • I felt like I was okay to drive (69% vs. 74%) • I had driven home after drinking this amount before, and gotten home just fine (*29%* vs. 40%) • I was expected to drive myself home (29% vs. 30%) • Could not stay overnight at the drinking location/Nowhere within walking distance I could spend the night (25% vs. 29%) • No one suggested that I should not drive myself home (17% vs. 22%) • Cabs were too expensive (15% vs. 14%) • I had promised to give other people a ride home (15% vs. 10%)

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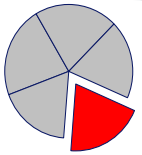
Attitudes About Drinking and Driving - Segment 4

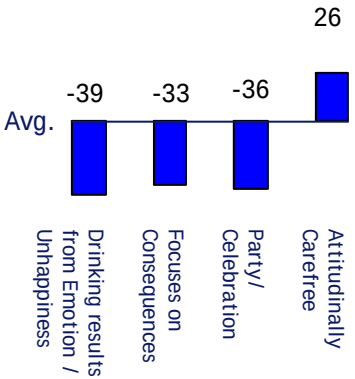
20% Of At Risk Drivers



RISK INDEX	107
Risk of DUI Index	74
Risk of Arrest Index	145
Drinks/Occasion Index	100

KEY FACTS

- Less fearful of penalties for DU
- Most likely to have DUI'd in last 12 months
- Least open to designated driving
- More interested in "following the rules"



Attitudes About Drinking and Driving	• **More likely to resist being a designated driver** • **More likely to have an "as long as no one gets hurt" attitude** • **More likely to believe in judgment of drinking drivers**	**More Likely Than Average To Agree**: • If I acted as a designated driver too often, my friends would think less of me (**-2.6** vs. -3.5 for Total) • Most people don't really care if other people drink and drive as long as they don't cause any accidents (-**0.7** vs. -1.4) • Most people know exactly how much they can drink before they are unable to drive safely (-0.6 vs. -1.2) • People know enough to get a ride home when they have had too much to drink (-0.2 vs. -0.8) • It is impossible to have a good time when I'm going out if I have to be the designated driver (-1.3 vs. -1.8) • I sometimes don't realize I've had too much to drink (-0.5 vs. -1.0)
Attitudes About Drunk Driving	• **More likely to believe society should be more tolerant of drunk driving** • **Less likely to believe DUIs will get pulled over**	**More Likely Than Average To Agree**: • Too many people are arrested for drunk driving (-0.8 vs. -1.2) • I believe that only people who are noticeably drunk should be stopped from driving (-0.9 vs. -1.2) **More Likely Than Average To Disagree**: • People look down on individuals who get caught driving drunk (1.9 vs. 2.4) • The vast majority of people who drink and drive will never get pulled over (1.1 vs. 1.5)
Attitudes About Penalties	• **Consistently more likely to believe that DUI's will not get badly penalized if caught**	**More Likely Than Average To Agree**: • It is not a big deal to lose your license for a few months if you get caught drinking and driving **(-2.0** vs. -3.0) • Law enforcement officers are hesitant to arrest people for drunk driving because the courts are already too full **(-1.7** vs. -2.5) • The courts are too soft on people who drink & drive (**0.0** vs. -0.8) • People who get arrested for drunk driving rarely have to pay a fine **(-2.0** vs. -2.7) • Most of the people who get pulled over on suspicion of drunk driving will get off with a warning **(-1.2** vs. -1.9) • For their first offense, people who get arrested for drunk driving typically get off without any penalty (-1.1 vs. -1.7)

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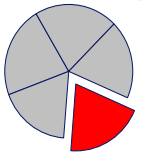
Perceptions and Fears - Segment 4

20%
Of At Risk Drivers



RISK INDEX	107
Risk of DUI Index	74
Risk of Arrest Index	145
Drinks/Occasion Index	100

KEY FACTS
- Less fearful of penalties for DU
- Most likely to have DUI'd in last 12 months
- Least open to designated driving
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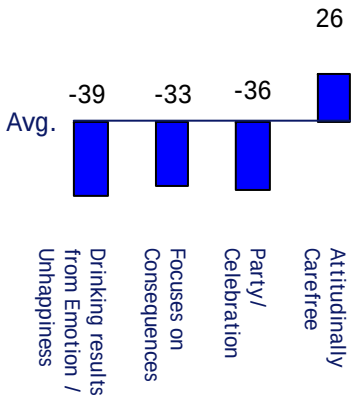

Perceptions About Drinking and Driving	• **Perceptions track closely to Total**	• Likelihood of being stopped by police after having too much to becomes impaired: 37% (vs. 35% for Total) • Perceived number of drinks respondent can have before driving becomes impaired: 3.4 (vs. 3.3) • Perceived number of hours after drinking 3-4 drinks respondents can drive safely: 3.8 (vs. 3.6) • Perceived number of hours after drinking 3-4 drinks the average person can drive safely: 3.8 (vs. 3.8) • Difference in perceived hours of respondent and the average person: 0 • Those who perceived minimum BAC within state of residence to be 0.08: 68% (vs. 79%) – Many believed the minimum BAC to be below 0.08: 22% (vs. 15%)
Perceptions of Reasons Other Fear Being Caught for DUI	• **On average, the segment believes that the typical person has less fears about the consequences of DUI**	**Top Perceived Fears**: • Going to jail (*71%* vs. 83%) • Losing their license (*61%* vs. 83%) • Getting arrested (*56%* vs. 79%) **Less Likely Than Average To Perceive Other Fears**: • Having their insurance go up (*35%* vs. 63%) • Getting fined/spending money on court costs/lawyer (*44%* vs. 69%) • Losing their license (*61%* vs. 83%) • Hurting someone else in an accident (*32%* vs. 51%) • Lawsuits from injured parties (*28%* vs. 46%) • Losing their job (*36%* vs. 54%) • What other people might think (*26%* vs. 43%) • Impact on their family (*30%* vs. 46%) • Getting hurt in an accident (*24%* vs. 39%) • Getting killed in an accident (*27%* vs. 41%) • Killing someone else in an accident (42% vs. 56%)
Respondent's Greatest Concern About Being Arrested for DUI	• **Segment's greatest concerns track closely to Total**	• Killing someone else in an accident (45% vs. 45%) • Going to jail (14% vs. 10%) • Hurting someone else in an accident (10% vs. 14%) • Impact on my family (6% vs. 5%) • Losing my license (6% vs. 6%) • Getting arrested (5% vs. 5%)

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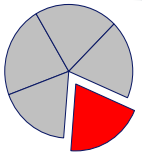
Strategies to Avoid DUI - Segment 4

20%
Of At Risk Drivers



RISK INDEX	107
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Drinks/Occasion Index	100

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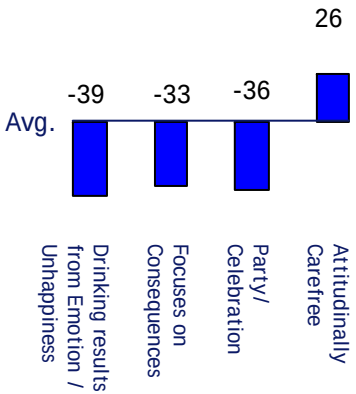

Activities Done in Last Twelve Months to Avoid DUI	• **On average, segment engaged in significantly less DUI avoidance strategies** • **Segment is particularly unlikely to avoid DUI by planning ahead**	**Top Activities**: • Limited the number of drinks you had, to avoid the potential of driving under the influence (*53%* vs. 75% for Total) • Planned ahead to get a ride home with someone that would not be drinking/arranged for a designated driver (*42%* vs. 64%) **Activities Less Likely Than Average**: • Planned ahead to stay overnight at drinking location (32% vs. 57%) • Planned ahead to get a ride home with someone that would not be drinking/arranged for a designated driver (*42%* vs. 64%) • Limited the number of drinks you had, to avoid the potential of driving under the influence (*53%* vs. 75%) • Planned ahead for a place to stay overnight that was within walking distance of the drinking location (*30%* vs. 48%) • Refused offers from others to buy you drinks so you could still drive home safely (*27%* vs. 41%)
Alternatives for Individuals to Use to Avoid DUI	• **Lists (and thinks of) substantially fewer DUI avoidance strategies than average**	**Much Less Likely Than Average**: • Call a cab (68% vs. 85%) • Have a designated driver drive (65% vs. 84%) • Phone a friend to come pick you up (63% vs. 84%) • Get a ride home with someone who had not been drinking at all (63% vs. 83%) • Spend the night at the place you are at and drive home the next day (56% vs. 72%) • Call a safe ride program (49% vs. 60%) • Find a place within walking distance to stay for the night and drive home the next day (*44%* vs. 58%) • Hang out until you are sober enough to drive (*39%* vs. 62%) • Get a ride home with someone who has not had as much to drink as you (*25%* vs. 43%)
Things Respondent is Most Likely to Do to Avoid DUI	• **Respondent's most likely choices closely track Total**	• Phone a friend to come pick you up (25% vs. 22%) • Call a cab (17% vs. 18%) • Get a ride home with someone who had not been drinking at all (15% vs. 15%) • Have a designated driver drive (11% vs. 9%)

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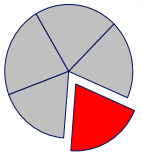
Life Attitudes - Segment 4



20%
Of At Risk Drivers

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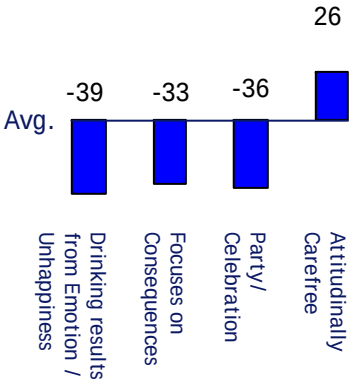

Things That Are Most Important in Life	• **Like all segments, these individuals want to be viewed as "good people" - but do so somewhat less than average** • **Places somewhat more importance in following rules and being a trend setter**	**Most Important Things In Life**: • Being a good person (8.2 vs. 8.7 for Total) • Being in control of your life (8 vs. 8.4) • Staying healthy (7.9 vs. 8.0) • Being well-educated (7.9 vs. 8.4) • Excelling at your job (7.9 vs. 8.2) • Feeling safe and secure (7.9 vs. 8.1) • Having a family (7.8 vs. 7.8) • Keeping in touch with family and friends (7.8 vs. 8.2) • Being open to new ideas (7.5 vs. 8.1) • Working hard (7.5 vs. 7.8) • Staying out of a rut (7.4 vs. 7.2) • Traveling for pleasure (7.3 vs. 7.7) • Having an active social life (7.2 vs. 7.3) • Feeling above average (7.0 vs. 7.2) **Somewhat More Important Than Average**: • Following the rules (6.8 vs. 6.2) • Being a trend setter (4.9 vs. 4.3)
Life Attitudes	• **Worries less about consequences and feels less accountable to others - but is a bit less likely think it is OK to be a little reckless**	**More Likely Than Average To Agree**: • I've lived in the same area just about all my life (**1.2** vs. 0.2) • I don't worry a great deal about the consequences of my actions (-**0.6** vs. -1.6) • It's more important to fit in than to be different from other people **(-0.6** vs. -1.6) • The only really meaningful measure of success is money **(-0.9** vs. -1.8) • I believe that the only person people have to be accountable to is themselves (0.6 vs. -0.1) • I have achieved the right balance in my life of work time, family time, and time to myself (1.1 vs. 0.5) • I try to have as much fun as I can now and let the future take care of itself (0.7 vs. 0.2) **Less Likely Than Average To Agree**: • I think it is okay to be a little reckless once in a while (0.3 vs. 0.9)

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"I'm likely to take precautions before I put myself into a position where I'm drinking and driving"

Percent of At Risk Drivers: 22%

Segment 1
- (Socially Accountable Drinkers)

RISK INDEX	67
Risk of DUI Index	92
Risk of Arrest Index	28
Drinks/Occasion Index	80

Thoughts/Adjectives/Descriptions:

- They are more willing to be a designated driver
- They are also more likely to plan ahead for drinking occasions
- Most likely to drink to complement a meal or the taste

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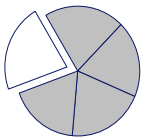
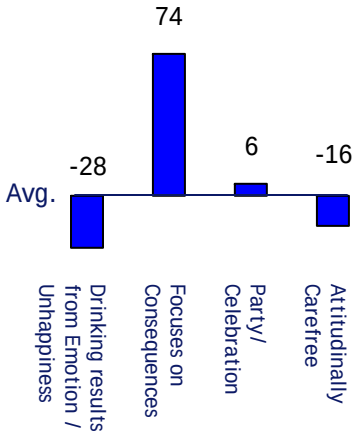
Overview
- Segment 1



RISK INDEX	67
Risk of DUI Index	92
Risk of Arrest Index	28
Drinks/Occasion Index	80

KEY FACTS

- High socio-economics
- Most fearful of consequences of DUI
- Least likely to "drink to get drunk"
- Most willing to be a designated driver
- Most interested in "being a good citizen"



Key Characteristics	**• Most likely to believe others fear "someone getting hurt" as a consequence of DUI** **• Most likely to believe others fear a range of legal, financial, and social consequences of DUI** **• Most likely to drink to complement a meal or because they enjoy the taste** **• Least likely to "drink to get drunk"** **• Most willing to act as a designated driver** **• Most likely to want to "be a good person and good citizen"**	
Demographics	**• Married** **• Higher socio-economics** **• 25 to 34**	• Married (**38%** vs. 29% for Total) • More than 4 year college degree (22% vs. 15%) • Employed full time (74% vs. 67%) • 25 to 34 years old (45% vs. 38%) • HH income of $125,000 to $175,000 (14% vs. 8%)
Risky Behaviors	**• Average levels of DUI** **• Less likely to have ridden with an impaired driver** **• Drinks less per occasion** **• Averages about 1 drink per hour**	**Near Average**: • Driven within an hour of finishing 3 or more drinks in the last 12 months (36% vs. 38%) • Stopped on suspicion of DWI (18% vs. 19%) – Of those, % who have been arrested for DWI/DUI (**45**% vs. 36%) **Less Likely To Have**: • Ridden in a motor vehicle with a driver who might have had too much to drink (37% vs. 42%) On average, typically drinks: • *3.7* drinks per occasion (vs. 4.5) • For 3.8 hrs (vs. 3.9)

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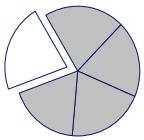
Context of Drinking
- Segment 1

22%
Of At Risk Drivers



RISK INDEX	67
Risk of DUI Index	92
Risk of Arrest Index	28
Drinks/Occasion Index	80

KEY FACTS
- High socio-economics
- Most fearful of consequences of DUI
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- Most willing to be a designated driver
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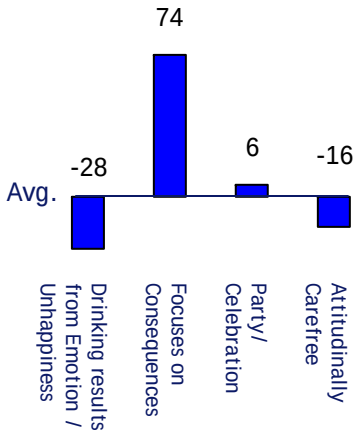

Typical Drinking Occasions	• **Like all segments, top occasions are nights out and parties** • **Drinking with a meal is much more common than average**	**Top Occasions For Drinking**: • Having a night out (90% vs. 89% for Total) • Parties or celebrations (90% vs. 88%) • Social/family gatherings (87% vs. 80%) • During a meal (**83%** vs. 60%) • Holidays (73% vs. 68%) • When staying in with friends (69% vs. 65%) • At night to unwind or relax (65% vs. 60%) • Sporting events (63% vs. 56%) • After a day at work (50% vs. 47%)
Most Common Drinking Locations	• **Drinking locations roughly track the average**	**Top Locations For Drinking**: • At home (95% vs. 89%) • At a restaurant (92% vs. 87%) • At a bar or club (92% vs. 89%) • At a friend's house (90% vs. 89%) • At a family member's house (75% vs. 67%) • At sporting events (66% vs. 62%) • At entertainment events (i.e. concerts, plays) (60% vs. 62%) • Outside of the home while doing leisure activities (i.e. fishing, golfing) (51% vs. 49%)
Most Common Drinking Peers	• **More likely to drink with spouse/partner** • **Slightly less likely to drink with large group**	• With a small group of friends (72% vs. 74%) • With my spouse, partner, or significant other (63% vs. 56%) • With other family members (32% vs. 28%) • With a large group of friends or acquaintances (28% vs. 32%) • With my co-worker(s) or colleagues (23% vs. 22%) • No one, I drink alone (13% vs. 16%)
Most Common Beverages	• **Somewhat more likely to drink wine or wine coolers** • **Slightly less likely to drink mixed drinks**	**Occasions Per Week**: • Beer (1.9 vs. 1.9) • Wine or wine coolers (1.5 vs. 1.2) • Liquor (Vodka, Scotch, Tequila etc.) (1.0 vs. 1.1) • Mixed drinks (1.0 vs. 1.2) • Other alcoholic beverages (0.3 vs. 0.4)

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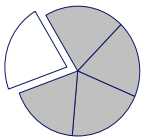
Reasons and Rationales - Segment 1



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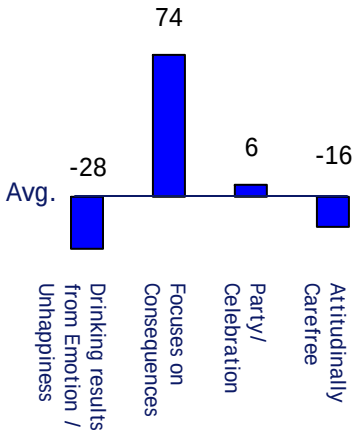

Reasons for Drinking	• **Much more likely to drink for "benign reasons" (e.g., with meals, because of taste, for health, etc.)** • **Much less likely to drink to "get drunk" or "get a buzz"**	**Top Reasons For Drinking**: • To complement a meal (**96%** vs. 58% for Total) • Enjoy with family or friends in a social setting (90% vs. 84%) • I enjoy the taste (**89%** vs. 74%) • To help me unwind/relax (84% vs. 79%) • To celebrate an event or holiday (82% vs. 75%) • Because it's appropriate for the occasion (60% vs. 54%) **More Likely To Drink Because**: • It is good for my health (**25%** vs. 16%) • It is part of my cultural background (18% vs. 16%) Less likely to drink: • To get a buzz (*35%* vs. 52%) • To get drunk (*5%* vs. 33%)
Circumstances Under Which You Might Drink More Than Usual	• **Most likely to drink more when celebrating/ partying** • **Less likely than average to drink either to get drunk or due to negative emotions**	**Top Reasons For Drinking More Than Usual**: • At parties, celebrations, or other social settings (78% vs. 74%) • In a social setting (55% vs. 51%) • Recovering from a tough day (33% vs. 31%) • In a good mood (33% vs. 34%) • Stressed (31% vs. 34%) • Happy (25% vs. 27%) **Less Likely To Drink More When**: • Trying to get drunk (*10%* vs. 38%) • Sad or depressed (*11%* vs. 20%) • Nervous (10% vs. 15%) • When I am feeling pressure from my peers (4% vs. 7%)
Reasons/ Rationales for Drinking and Driving	• **Like all segments, top rationales are related to believing they can safely drink and drive**	**Top Rationales For Drinking And Driving**: • I felt like I was okay to drive (73% vs. 74%) • I had driven home after drinking this amount before, and gotten home just fine (38% vs. 40%) • Could not stay overnight at the drinking location/Nowhere within walking distance I could spend the night (26% vs. 29%) • No one suggested that I should not drive myself home (24% vs. 22%) • I was expected to drive myself home (23% vs. 30%) • Cabs were too expensive (15% vs. 14%) • The people I came with expected me to drive home (14% vs. 16%) • Other people told me I was okay to drive (11% vs. 7%)

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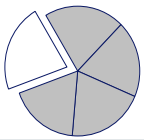
Attitudes About Drinking and Driving - Segment 1

22% Of At Risk Drivers



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KEY FACTS

- High socio-economics
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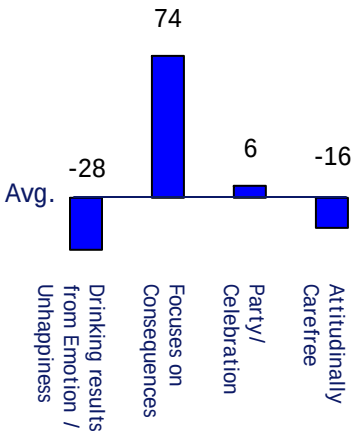

Attitudes About Drinking and Driving	• **More willing to act as a designated driver** • **Many more "responsible" attitudes about drinking and driving**	**More Likely Than Average To Agree**: • I am willing to act as a designated driver for other people when they go out drinking (**2.9** vs. 2.2 for Total) • I would not get upset if someone tried to stop me from driving after I had had a few drinks (3.1 vs. 2.7) **Less Likely Than Average To Agree**: • Most people don't really care if other people drink and drive as long as they don't cause any accidents (-2.1 vs. -1.4) • I typically don't worry about how I am drinking (-1 vs. -0.4) • It is impossible to have a good time when I'm going out if I have to be the designated driver (-2.4 vs. -1.8) • It is not easy to find a way home after drinking unless you drive yourself (-2.1 vs. -1.6) • If I acted as a designated driver too often, my friends would think less of me (-3.9 vs. -3.5) • I sometimes don't realize I've had too much to drink (-1.3 vs. -1.0)
Attitudes About Drunk Driving	• **Slightly more inclined to see drunk driving as a threat** • **Believes less discretion should be used in stopping people**	**Agree Most Strongly With**: • Drunk drivers are a threat to the personal safety of my family and me (3.3 vs. 3.1) • People look down on individuals who get caught driving drunk (2.5 vs. 2.4) • Drunk driving is a major problem (2.4 vs. 2.4) **Somewhat Less Likely Than Average To Agree**: • I believe that only people who are noticeably drunk should be stopped from driving (-1.6 vs. -1.2)
Attitudes About Penalties	• **Less likely to believe that individuals who are caught for DUI will "get off lightly"**	**Disagree Most Strongly With**: • It is not a big deal to lose your license for a few months if you get caught drinking and driving (-3.4 vs. -3.0) • People who get arrested for drunk driving rarely have to pay a fine (-3.1 vs. -2.7) **Less Likely Than Average To Agree With:** • People who get arrested for drunk driving can get away with it easily if they hire a good lawyer (-0.7 vs. -0.1) • For their first offense, people who get arrested for drunk driving typically get off without any penalty (-2.2 vs. -1.7) • The courts are too soft on people who drink & drive (-1.2 vs. -0.8)

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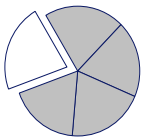
Perceptions and Fears - Segment 1



RISK INDEX	67
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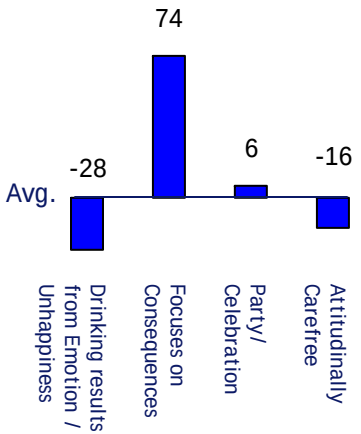

Perceptions About Drinking and Driving	• **Segment has "more conservative" assumptions about safe limits on drinking before driving**	• Likelihood of being stopped by police after having too much to drink: 36% (vs.35% for Total) • Perceived number of drinks respondent can have before driving becomes impaired: 3.1 (vs. 3.3) • Perceived number of hours after drinking 3-4 drinks respondents can drive safely: **3.9** (vs. 3.6) • Perceived number of hours after drinking 3-4 drinks the average person can drive safely: **4.1** (vs. 3.8) – Difference in perceived hours of respondent and the average person: -0.2 • Those who perceived minimum BAC within state of residence to be 0.08: 76% (vs. 79%)
Perceptions of Reasons Other Fear Being Caught for DUI	• **Segment much more likely to believe that others fear "someone getting hurt" from drunk driving** • **Segment more likely to believe that others fear arrest and the legal, financial, and social impacts of DUI**	• Killing someone else in an accident (**100%** vs. 56%) • Losing their license (90% vs. 83%) • Hurting someone else in an accident (**90%** vs. 51%) • Getting arrested (**89%** vs. 79%) • Going to jail (86% vs. 83%) • Getting fined/spending money on court costs or a lawyer (73% vs. 69%) • Getting killed in an accident (**73%** vs. 41%) • Getting hurt in an accident (**72%** vs. 39%) • Having their insurance go up (69% vs. 63%) • Impact on their family (**66%** vs. 46%) • Lawsuits from injured parties (**65%** vs. 46%) • Losing their job (**63%** vs. 54%) • What other people might think (**54%** vs. 43%)
Respondent's Greatest Fear About Being Arrested for DUI	• **Segment most fears killing/ hurting someone in an accident**	• Killing someone else in an accident (54% vs. 45%) • Hurting someone else in an accident (16% vs. 14%) • Going to jail (5% vs. 10%) • Getting arrested (5% vs. 5%) • Losing my license (4% vs. 6%) • Impact on my family (4% vs. 5%)

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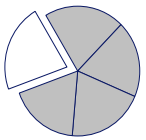
Strategies to Avoid DUI - Segment 1



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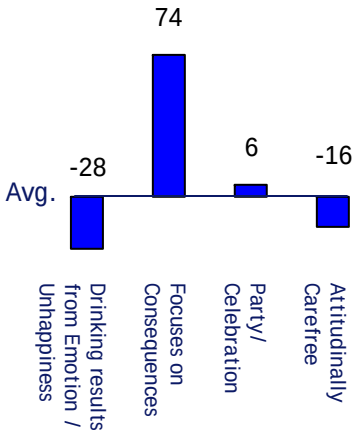

Activities Done in Last Twelve Months to Avoid DUI	• **Uses a range of strategies to avoid DUI** • **More likely to have limited drinks and/or planned ahead**	• Limited the number of drinks you had, to avoid the potential of driving under the influence (**82%** vs. 75% for Total) • Planned ahead to get a ride home with someone that would not be drinking/arranged for a designated driver (**69%** vs. 64%) • Planned ahead to stay overnight at the drinking location (58% vs. 57%) • Planned ahead for a place to stay overnight that was within walking distance of the drinking location (55% vs. 48%) • Refused offers from others to buy you drinks so you could still drive home safely (48% vs. 41%) • Chose to drink non-alcoholic beverages instead of alcohol (47% vs. 42%) • Left early to keep yourself from drinking too much to drive home safely (45% vs. 42%)
Alternatives for Individuals to Use to Avoid DUI	• **More likely to mention a designated driver or a ride home with a non-drinker as an option**	• Phone a friend to come pick you up (90% vs. 84%) • Call a cab (89% vs. 85%) • Have a designated driver drive (88% vs. 84%) • Get a ride home with someone who had not been drinking at all (88% vs. 83%) • Spend the night at the place you are at and drive home the next day (73% vs. 72%) • Hang out until you are sober enough to drive (70% vs. 62%) • Find a place within walking distance to stay for the night and drive home the next day (61% vs. 58%) • Call a safe ride program (55% vs. 60%) • Get a ride home with someone who has not had as much to drink as you (40% vs. 43%)
Thing Respondent is Most Likely to Do to Avoid DUI	• **More likely to get a ride home with a non-drinker, but otherwise tracks average**	• Phone a friend to come pick you up (20% vs. 22%) • Call a cab (19% vs. 18%) • Get a ride home with someone who had not been drinking at all (19% vs. 15%) • Hang out until you are sober enough to drive (11% vs. 11%) • Have a designated driver drive (10% vs. 9%)

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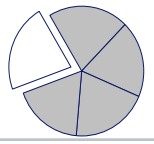
Life Attitudes - Segment 1

22%
Of At Risk Drivers



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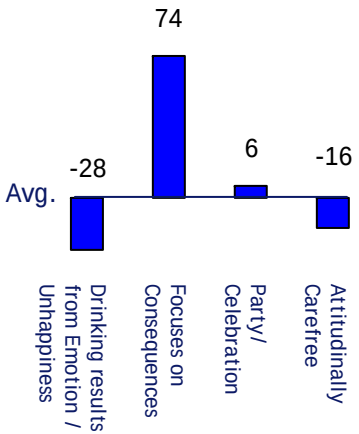

Things That Are Most Important in Life	• **Wants to be a "good person" and solid citizen**	**Most Important Things In Life:** • Being a good person (**9.1** vs. 8.7 for Total) • Being in control of your life (8.7 vs. 8.4) • Being well-educated (8.7 vs. 8.4) • Excelling at your job (**8.6** vs. 8.2) • Keeping in touch with family and friends (**8.6** vs. 8.2) • Feeling safe and secure (*8.5* vs. 8.1) • Staying healthy (*8.5* vs. 8.0) • Working hard (**8.4** vs. 7.8) • Being open to new ideas (8.4 vs. 8.1) • Having a family (**8.2** vs. 7.8) • Traveling for pleasure (8.0 vs. 7.7) • Feeling above average (*7.7* vs. 7.2) • Staying out of a rut (7.4 vs. 7.2) **More Important Than Average**: • Following the rules (**6.7** vs. 6.2) • Being active in your local community (*6.3* vs. 5.9)
Life Attitudes	• **More likely to care about family, career, and the opinions of others** • **Somewhat less likely to have a carefree attitude about life** • **Somewhat more responsible and accountable**	**More Likely Than Average To Agree**: • I wish that I had more time to spend with my family (2.3 vs. 1.9) • Advancing in my job/career is very important to me (2.7 vs. 2.3) • Making a positive impression in public is very important to me (2.0 vs. 1.6) • The opinions of my friends and family influence the choices I make (1.7 vs. 1.4) • No matter how hard I try, I never seem to have enough time to do all the things I need to do (2.2 vs. 1.9) • People come to me for advice when they need to make a decision (2.5 vs. 2.2) **Less Likely Than Average To Agree**: • I don't worry a great deal about the consequences of my actions (-2.3 vs. -1.6) • I think people should be able to do whatever they want as long as no one else is hurt by their actions (0.5 vs. 1.1) • I try to have as much fun as I can now and let the future take care of itself (-0.4 vs. 0.2) • I've lived in the same area just about all my life (-0.4 vs. 0.2) • I believe that the only person people have to be accountable to is themselves (-0.7 vs. -0.1) • The only meaningful measure of success is money (-2.1 vs. -1.8)

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"I am unlikely to be in a situation where I'm driving and had too much to drink"

Percent of At Risk Drivers: 21%

Segment 2
- (Responsible Drinkers)

RISK INDEX	78
Risk of DUI Index	67
Risk of Arrest Index	96
Drinks/Occasion Index	72

Thoughts/Adjectives/Descriptions:

- Believe that their drinking is under control (and drink less frequently than other segments)
- Most likely to drink with family and at meals
- Do not believe that they are likely to cause an accident when drinking and driving
- Feel strongly that drunk driving laws should be enforced

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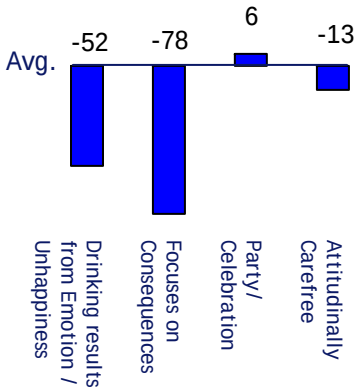
Overview - Segment 2

21%
Of At Risk Drivers

RISK INDEX	78
Risk of DUI Index	67
Risk of Arrest Index	96
Drinks/Occasion Index	72

KEY FACTS

- Most likely to drink to complement a meal, at a restaurant, & at social/family gatherings
- Least likely to drink to get drunk
- Least likely to DUI'd in last 12 months
- Lowest consumption of alcohol
- Most married
- Most conservative attitudes about life



Key Characteristics

- **Least likely to believe that others fear killing/hurting someone when DUI**
- **Most likely to believe that others fear impact on family if they were arrested for DUI**
- **Most likely to drink to complement a meal**
- **Most likely to drink typically drink at restaurants**
- **Most likely to typically drink at family/social gatherings**
- **Least likely to drink to get drunk**
- **Least likely to have DUI'd in the last 12 months**
- **Lowest self-reported consumption of drinks per occasion**
- **Most conservative perceptions of how much one can drink and still be safe to drive**
- **Most likely to be married**
- **Most likely to believe that people need to be accountable to others**
- **Least likely to believe that, after drinking, others have good judgment about whether they are safe to drive**

Key Demographics

- **Married**
- **Home owners**
- **25-44**
- **Parents**
- **College graduates**

- Married (**42%** vs. 29% for Total)
- Own a home (**54%** vs. 41%)
- 25-44 (**71%** vs. 53%)
- HH income of $75K-$100K (21% vs. 14%)
- Parents of children under 18 (**33%** vs. 25%)
- Children 6-11 in the HH (**21%** vs. 13%)
- Professional occupation (**39%** vs. 31%)
- Highest education level is 4-year college degree (43% vs. 35%)

Risky Behaviors

Less likely to:

- **Drink and drive**
- **Ride with a driver who is under the influence**
- **Have been arrested for DUI**
- **Reports averaging less than 1 drink per hour**

Less Likely To Have:

- Driven within an hour of finishing 3 or more drinks in the last 12 months (*26%* vs. 38%)
- Ridden in a motor vehicle with a driver who might have had too much to drink (*34%* vs. 42%)
- Stopped on suspicion of DUI (18% vs. 19%)
  - Of those, % who have been arrested for DWI/DUI (*27%* vs. 36%)

On Average, Typically Drinks:

- *3.3* drinks per occasion (vs. 4.5)
- For *3.6* hrs (vs. 3.9)

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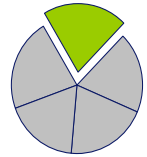
Context of Drinking
- Segment 2

21%
Of At Risk Drivers



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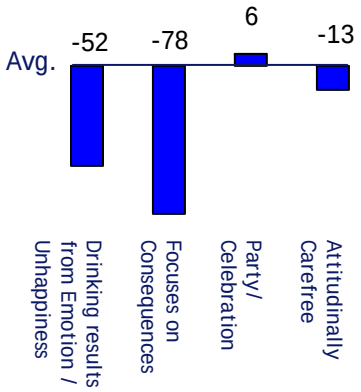
- Least likely to DUI'd in last 12 months
- Lowest consumption of alcohol
- Most married
- Most conservative attitudes about life



Typical Drinking Occasions	• **Like all segments, top occasions are nights out and celebrations** • **Much more likely to drink with meals and at social/family gatherings**	**Top Occasions For Drinking**: • Parties or celebrations (93% vs. 88% for Total) • Having a night out (93% vs. 89%) • Social/family gatherings (**91%** vs. 80%) • During a meal (**83%** vs. 60%) • Holidays (73% vs. 68%) • When staying in with friends (66% vs. 65%) • Sporting events (59% vs. 56%) • At night to unwind or relax (59% vs. 60%)
Most Common Drinking Locations	• **Somewhat more likely to drink at a restaurant** • **Otherwise, tracks Total locations fairly closely**	• At a restaurant (96% vs. 87%) • At home (93% vs. 89%) • At a friend's house (90% vs. 89%) • At a bar or club (86% vs. 89%) • At a family member's house (68% vs. 67%) • At entertainment events (i.e. concerts, plays) (68% vs. 62%) • At sporting events (66% vs. 62%) • Outside of the home while doing leisure activities (i.e. fishing, golfing) (48% vs. 49%) • Other locations (23% vs. 25%) • At work (7% vs. 9%)
Most Common Drinking Peers	• **More likely to drink with spouse/partner**	• With a small group of friends (73% vs. 74%) • With my spouse, partner, or significant other (**68%** vs. 56%) • With other family members (28% vs. 28%) • With a large group of friends or acquaintances (25% vs. 32%) • With my co-worker(s) or colleagues (20% vs. 22%) • No one, I drink alone (12% vs. 16%)
Most Common Beverages	• **Drinks wine or wine coolers more than average** • **Drinks other types of beverages less**	**Occasions Per Week**: • Beer (1.6 vs. 1.9) • Wine or wine coolers (1.5 vs. 1.2) • Liquor (Vodka, Scotch, Tequila etc.) (0.8 vs. 1.1) • Mixed drinks (1.0 vs. 1.2) • Other alcoholic beverages (0.3 vs. 0.4)

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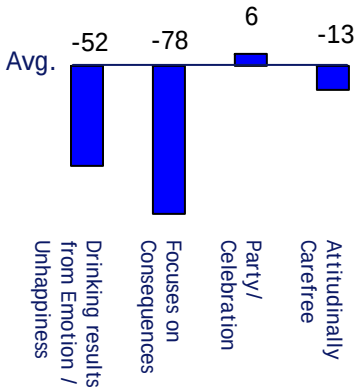
Reasons and Rationales - Segment 2

21%
Of At Risk Drivers

RISK INDEX	78
Risk of DUI Index	67
Risk of Arrest Index	96
Drinks/Occasion Index	72

KEY FACTS

- Most likely to drink to complement a meal, at a restaurant, & at social/family gatherings
- Least likely to drink to get drunk
- Least likely to DUI'd in last 12 months
- Lowest consumption of alcohol
- Most married
- Most conservative attitudes about life



Reasons for Drinking	• **Top reasons/ rationales are relatively benign** • **Much less likely to drink to get drunk, to get a buzz, to energize for social occasions, or for routine**	**Top Reasons For Drinking**: • To complement a meal (**94%** vs. 58% for Total) • It is something I enjoy with family or friends in a social setting (90% vs. 84%) • To celebrate an event or holiday (83% vs. 75%) • I enjoy the taste (82% vs. 74%) • To help me unwind/relax (78% vs. 79%) • Because it's appropriate for the occasion (58% vs. 54%) **Less Likely To Drink**: • To get drunk (*8%* vs. 33%) • To get a buzz (*34%* vs. 52%) • To energize me before a social occasion (*13%* vs. 26%) • Because it's part of my routine (*10%* vs. 18%)
Circumstances Under Which You Might Drink More Than Usual	• **Most likely to drink more when celebrating/ partying, in social settings, and/or in good mood** • **Less likely than average to drink to get drunk or due to negative emotions**	**Top Reasons For Drinking More Than Usual**: • At parties, celebrations, or other social settings (78% vs. 74%) • In a social setting (49% vs. 51%) • In a good mood (30% vs. 34%) **Less Likely Than Average To Drink More When**: • Trying to get drunk (*15%* vs. 38%) • Sad or depressed (10% vs. 20%) • Stressed (*24%* vs. 34%) • Nervous (7% vs. 15%) • Anxious (8% vs. 14%) • Recovering from a tough day (25% vs. 31%) • Happy (22% vs. 27%)
Reasons/ Rationales for Drinking and Driving	• **Like all segments, top rationales are related to believing they can safely drink and drive** • **Modestly more likely to feel pressured by others' expectations**	**Top Rationales For Drinking And Driving**: • I felt like I was okay to drive (*64%* vs. 74%) • I had driven home after drinking this amount before, and gotten home just fine (41% vs. 40%) • I was expected to drive myself home (32% vs. 30%) • Could not stay overnight at the drinking location/Nowhere within walking distance I could spend the night (27% vs. 29%) • The people I came with expected me to drive home (23% vs. 16%) • No one suggested that I should not drive myself (18% vs. 22%)

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Attitudes About Drinking and Driving - Segment 2

21% Of At Risk Drivers

RISK INDEX	78
Risk of DUI Index	67
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Drinks/Occasion Index	72

KEY FACTS

- Most likely to drink to complement a meal, at a restaurant, & at social/family gatherings
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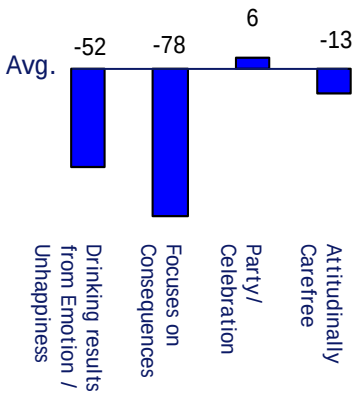
- Lowest consumption of alcohol
- Most married
- Most conservative attitudes about life



Attitudes About Drinking And Driving	• **More willing than average to be a designated driver** • **Less likely to think that they sometimes don't know if they've had too much** • **Somewhat less trusting of judg-ment of those under the influence**	**Less Likely Than Average To Agree**: • It is impossible to have a good time when I'm going out if I have to be the designated driver *(-2.8* vs. -1.8 for Total) • I sometimes don't realize I've had too much to drink *(-1.9* vs. -1.0) • If I acted as a designated driver too often, my friends would think less of me (-4.2 vs. -3.5) • Most people know exactly how much they can drink before they are unable to drive safely (-1.9 vs. -1.2) • It is not easy to find a way home after drinking unless you drive yourself (-2.2 vs. -1.6) • I typically don't worry about how much I am drinking (-0.9 vs. -0.4) • Most people don't really care if other people drink and drive as long as they don't cause any accidents (-1.9 vs. -1.4) • People know enough to get a ride home when they have had too much to drink (-1.2 vs. -0.8)
Attitudes About Drunk Driving	• **Somewhat less likely to agree that drunk driving should be less strongly enforced** • **A little more likely to see drunk driving as a problem**	**Attitudes Agree With Most Strongly**: • Drunk drivers are a threat to the personal safety of my family and me (3.3 vs. 3.1) • Drunk driving is a major problem (2.6 vs. 2.4) • People look down on individuals who get caught driving drunk (2.5 vs. 2.4) • People who drive drunk deserve what they get (2.2 vs. 2.0) **Attitudes Disagree With Most Strongly**: • The penalties for drunk driving are too harsh (-2.2 vs. -1.5) • I believe that only people who are noticeably drunk should be stopped from driving (-1.7 vs. -1.2) • Too many people are arrested for drunk driving (-1.7 vs. -1.2)
Attitudes About Penalties	• **Less likely to believe that DUI should not be so stringently enforced** • **Less likely to believe that DUI's can "get away with it" if caught**	**More Likely Than Average To Agree**: • People who get arrested for drunk driving can get away with it easily if they hire a good lawyer (0.4 vs. -0.1) • The courts are too soft on people who drink & drive (-0.4 vs. -0.8) **Less Likely Than Average To Agree**: • Law enforcement officials and lawmakers spend too much time and effort worrying about drunk driving (-2.3 vs. -1.7) • Law enforcement officers should worry less about drunk driving and worry more about catching real criminals (-1.9 vs. -1.4) • It is not a big deal to lose your license for a few months if you get caught drinking and driving (-3.5 vs. -3.0)

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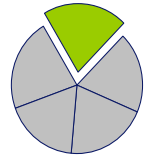
Perceptions and Fears - Segment 2

21%
Of At Risk Drivers



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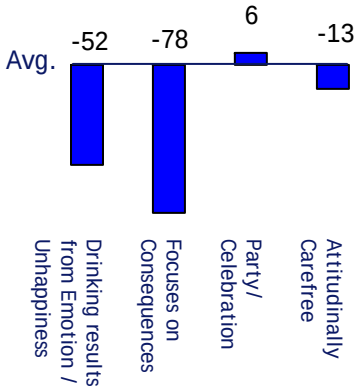
- Most conservative attitudes about life



Perceptions About Drinking and Driving	• **Perceived ability of both others and selves to safely drive after drinking is lower than average**	• Likelihood of being stopped by police after having too much to becomes impaired: 31% (vs. 35% for Total) • Perceived number of hours after drinking 3-4 drinks respondents can drive safely: **4.1** (vs. 3.6) • Perceived number of hours after drinking 3-4 drinks the average person can drive safely: 4.1 (vs. 3.8) • Difference in perceived hours of respondent and the average person: 0 • Those who perceived minimum BAC within state of residence to be 0.08: 83% (vs. 79%)
Perceptions of Reasons Other Fear Being Caught for DUI	• **Perceptions of fears of others less likely to involve injuring/killing others**	**Top Consequences They Perceive Others To Fear**: • Losing their license (86% vs. 83%) • Going to jail (83% vs. 83%) • Getting arrested (76% vs. 79%) **Much Less Likely To Believe Others Are Fearful Of**: • Killing someone else in an accident (0% vs. 56%) • Hurting someone else in an accident (10% vs. 51%) • Getting killed in an accident (6% vs. 41%) • Getting hurt in an accident (8% vs. 39%) • Impact on their family (25% vs. 46%) • Lawsuits from injured parties (29% vs. 46%)
Respondent's Greatest Fear About Being Arrested for DUI	• **Like other segments, greatest single fear is killing someone – but this is cited somewhat less than average**	• Killing someone else in an accident (39% vs. 45%) • Hurting someone else in an accident (17% vs. 14%) • Going to jail (9% vs. 10%) • Losing my license (7% vs. 6%) • Losing my job (7% vs. 5%) • Impact on my family (5% vs. 5%) • Getting arrested (5% vs. 5%)

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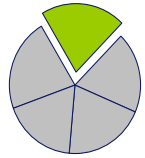
Strategies to Avoid DUI - Segment 2

21%
Of At Risk Drivers



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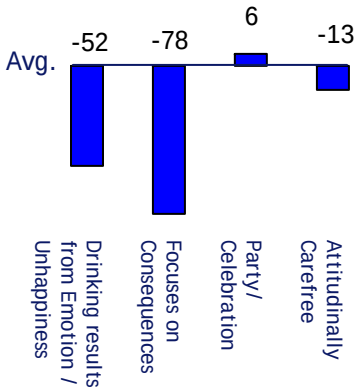

Activities Done in Last Twelve Months to Avoid DUI	• **Limiting drinks is top strategy for avoiding DUI – and used somewhat more than other segments** • **More likely than average to choose non-alcoholic drinks to avoid DUI**	• Limited the number of drinks you had, to avoid the potential of driving under the influence (82% vs. 75% for Total) • Planned ahead to get a ride home with someone that would not be drinking/arranged for a designated driver (67% vs. 64%) • Planned ahead to stay overnight at the drinking location (62% vs. 57%) • Chose to drink non-alcoholic beverages instead of alcohol (**56%** vs. 42%) • Planned ahead for a place to stay overnight that was within walking distance of the drinking location (47% vs. 48%) • Refused offers from others to buy you drinks so you could still drive home safely (46% vs. 41%) • Left early to keep yourself from drinking too much to drive home safely (44% vs. 42%)
Alternatives for Individuals to Use to Avoid DUI	• **Tends to cite a few more alternatives than average**	• Call a cab (92% vs. 85%) • Have a designated driver drive (92% vs. 84%) • Phone a friend to come pick you up (91% vs. 84%) • Get a ride home with someone who had not been drinking at all (89% vs. 83%) • Spend the night at the place you are at and drive home the next day (79% vs. 72%) • Call a safe ride program (67% vs. 60%) • Find a place within walking distance to stay for the night and drive home the next day (63% vs. 58%) • Hang out until you are sober enough to drive (60% vs. 62%) • Get a ride home with someone who has not had as much to drink as you (43% vs. 43%)
Things Respondent is Most Likely to Do to Avoid DUI	• **Calling a cab, or getting someone else to drive, are most likely strategies**	• Call a cab (22% vs. 18%) • Phone a friend to come pick you up (18% vs. 22%) • Get a ride home with someone who had not been drinking at all (14% vs. 15%) • Have a designated driver drive (12% vs. 9%) • Spend the night at the place you are at and drive home the next day (11% vs. 10%) • Get a ride home with someone who has not had as much to drink as you (10% vs. 8%)

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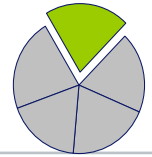
Life Attitudes - Segment 2

21%



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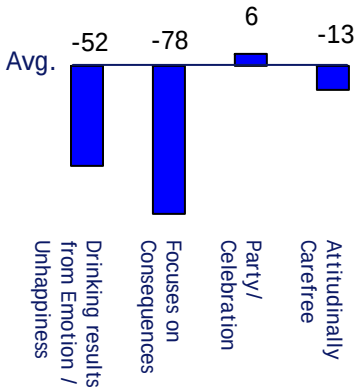

Things That Are Most Important in Life	• **Values taking risks and "setting trends" less than average** • **Otherwise, life priorities generally track the average fairly closely**	**Most Important Things In Life:** • Being a good person (8.9 vs. 8.7 for Total) • Being well-educated (8.6 vs. 8.4) • Being in control of your life (8.4 vs. 8.4) • Keeping in touch with family and friends (8.3 vs. 8.2) • Excelling at your job (8.2 vs. 8.2) • Being open to new ideas (8.2 vs. 8.1) • Staying healthy (8.2 vs. 8.0) • Feeling safe and secure (8.1 vs. 8.1) • Traveling for pleasure (8 vs. 7.7) • Working hard (7.9 vs. 7.8) • Having a family (7.8 vs. 7.8) • Staying out of a rut (7.1 vs. 7.2) • Having an active social life (7.0 vs. 7.3) • Feeling above average (7.0 vs. 7.2) • Going to the theater/museums/other cultural events (6.7 vs. 6.4) **Less Important Than Average**: • Living on the edge (*3.6* vs. 4.5) • Taking risks in life (*5.1* vs. 5.7) • Being a trend setter (3.7 vs. 4.3)
Life Attitudes	• **Less likely to view money as important** • **More likely to expect people to be accountable to others** • **Somewhat less likely to feel it is OK to be reckless**	**More Likely Than Average To Agree**: • I avoid those actions that could be bad for my health (1.3 vs. 0.9) **Less Likely That Average To Agree**: • Only really meaningful measure of success is money *(-2.8* vs. -1.8) • I believe that the only person people have to be accountable to is themselves *(-1* vs. -0.1) • I try to have as much fun as I can now and let the future take care of itself (-0.7 vs. 0.2) • I've lived in the same area just about all my life (-0.8 vs. 0.2) • I don't worry a great deal about the consequences of my actions (-2.3 vs. -1.6) • It's more important to fit in than to be different from other people (-2.3 vs. -1.6) • I think it is okay to be a little reckless once in a while (0.5 vs. 0.9) • People who know me think that I am often tense and that I need to relax (-0.8 vs. -0.4) • I am concerned about what other people think about the choices I make (-0.3 vs. 0.1)

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Segment Comparisons

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	Segment 5	Segment 3	Segment 4	Segment 1	Segment 2
	18%	19%	20%	22%	21%
Most likely to say	"Let me drown my sorrows"	"Let's Party"	"I live my life and don't worry too much about the consequences "	"I'm likely to take precautions before I put myself into a position where I'm drinking and driving"	"I am unlikely to be in a situation where I'm driving and had too much to drink"
Demo-graphics	Married: 16% Grad of 4 yr college: 32% < 25 yrs old: 56% Parent of <18: 23% HH Income < $35: 34% HH Income $35-$75: 34% HH Income > $75: 32%	Married: 10% Grad of 4 yr college: 53% < 25 yrs old: 64% Parent of <18: 13% HH Income < $35: 28% HH Income $35-$75: 43% HH Income > $75: 29%	Married: 32% Grad of 4 yr college: 40% < 25 yrs old: 54% Parent of <18: 32% HH Income < $35: 34% HH Income $35-$75: 40% HH Income > $75: 36%	Married: 38% Grad of 4 yr college: 60% < 25 yrs old: 37% Parent of <18: 23% HH Income < $35: 19% HH Income $35-$75: 41% HH Income > $75: 40%	Married: 42% Grad of 4 yr college: 61% < 25 yrs old: 29% Parent of <18: 33% HH Income < $35: 19% HH Income $35-$75: 28% HH Income > $75: 53%
Key Charac-teristics	**Most likely:** • To have driven under the influence in the past 12 months • To drink more when they are stressed or unhappy • To drink before going out ("to energize themselves") • To drink more when pressured by their peers • To drink "to get drunk" **Most unwilling** to be a designated driver"	**Most likely:** • To be interested in "getting drunk" • To drink more at parties, celebrations, and other social settings • To drink with groups of friends (large and small) • To drink more due to positive emotions • To be 21-24 **Least likely:** • To be worried a bout how much they are drinking • To drink more due to negative emotions • To be married • Place importance on "following the rules"	**Much less likely** to drink with a meals, parties, events, and celebrations **Least likely:** • To be fearful of a range of penalties for DUI – and more likely to believe that DUIs will "get off lightly" • To have avoided driving after drinking in the past 12 months • To be open to being a designated driver **Places the most importance** on "following the rules"	**Most likely:** • To believe others fear "someone getting hurt" as a consequence of DUI • To believe others fear a range of legal, financial, and social consequences of DUI • To drink to complement a meal or to enjoy the taste • To want to "be a good person and good citizen" **Least likely** to "drink to get drunk" **Most willing** to act as a designated driver	**Most likely:** • To drink to complement meal • To typically drink at restaurants & family/social gatherings • To think others fear impact on family if they were arrested for DUI • To believe that people need to be accountable to others **Least likely:** • To drink to get drunk • To have DUI'd in last 12 months • To believe that others fear killing/hurting someone when DUI • To believe that others have good judgment about whether they are safe to drive after drinking **Lowest** consumption of drinks per occasion

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	Segment 5 18%	Segment 3 19%	Segment 4 20%	Segment 1 22%	Segment 2 21%
Risky Behaviors	**More likely** to: • Drink and drive • Have been stopped/ arrested for DUI • Ridden with a driver under the influence • Drink more per occasion	**More likely** to: • Drink and drive • Ridden with a driver under the influence • Drink more per occasion **Less likely** to: • Have been arrested for DUI	Partly because of age, **somewhat more likely** to have been arrested for DUI **Less likely** to: • Drink and drive • Ride with a driver under the influence	• **Average** levels of DUI • **Somewhat less likely** than average to have ridden with an impaired driver • **Drinks less** per occasion • **Averages** about 1 drink per hour	**Less likely** to: • Drink and drive • Ride with a drinking driver Have been arrested for DUI **Averages less** than 1 drink per hour
Reasons for Drinking	• **Top reason** is "to unwind/relax" • **Much more likely** to drink "to get drunk" or "to get a buzz" • **Social reasons** and **celebrating events** are also major rationales for drinking	• **Much more likely** to drink "to get drunk" or "to get a buzz" • **Social reasons** are major reasons for drinking • **Events and occasions** are also major reasons	• **Segment lists many less reasons** for drinking than Total • **Much less likely** than average to drink with meals • **Top reasons** are social, to help unwind, taste, and event/activity	• **Much more likely** to drink for "benign reasons" (e.g., with meals, because of taste, for health, etc.) • **Much less likely** to drink to "get drunk" or "get a buzz"	• **Top reasons/ rationales** are relatively benign • **Much less likely** to drink to "get drunk," to "get a buzz," "to energize me for social occasions," or as "part of my routine
Circum-stances Under Which Segment Might Drink More	**Much more likely to**: • Drink more due to negative emotions • To drink more than usual for a wide variety of reasons	• **Much more likely** to drink more to celebrate and when happy • **Less likely** to drink more due to negative emotions	• **Most likely** to drink more in social settings or when feeling good • **Somewhat more likely** than average to drink more when relaxed	• **Most likely** to drink more when celebrating/ partying • **Less likely** than average to drink either to get drunk or due to negative emotions	• **Most likely** to drink more when celebrating/ partying, in social settings, and/or in good mood • **Less likely** than average to drink to get drunk or due to negative emotions
Reasons and Rationales for DUI	• **More likely to believe** they can drive safely after drinking	• **Top reasons** relate to believing they can drive safely • **Social rationales** also play an above-average role	• **Top rationales** are related to believing they can safely drink and drive – **but they are less likely to believe so than average**	• **Top rationales** are related to believing they can safely drink and drive	• **Top rationales** are related to believing they can safely drink and drive • **Modestly more likely** to feel pressured by other's expectations

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	Segment 5 18%	Segment 3 19%	Segment 4 20%	Segment 1 22%	Segment 2 21%
Most Common Drinking Occasions	• Parties and nights out are occasions most commonly listed • Segment lists almost all types of occasions more frequently than average.	• Top occasions are parties, nights out, social occasions, and holidays • Two-thirds list "getting drunk"	• Top occasions are nights out and parties • On average, segment lists many less typical drinking occasions than Total	• Top occasions are nights out and parties • Drinking with a meal is much more common than average	• Top occasions are nights out and celebrations • Much more likely to drink with meals and at social/family gatherings
Drinking Locations	• Drinks more often at many locations • Drinks less at restaurants	• Most common locations are in social situations and at home	• On average, typically drinks in fewer location types than Total	• Drinking locations roughly track the average	• Somewhat more likely to drink at a restaurant • Otherwise, tracks to Total
Most Common Drinking Peers	• More likely to drink alone • More likely to drink in large groups	• More likely to drink with friends • Less likely to drink with spouse/partner	• Slightly more likely than average to drink alone	• Somewhat more likely to drink with spouse/ partner • Somewhat less likely to drink with large group	• More likely to drink with spouse/partner
Most Common Beverages	• More likely to drink beer and liquor • Less likely to drink wine& wine coolers	• Less likely to drink wine/wine coolers • Consumption of other drinks fairly average	• Preferred beverages, closely track to Total	• Somewhat more likely to drink wine or wine coolers • A bit less likely to drink mixed drinks	• Drinks wine and wine cooler more than average • Drinks other types of beverages less
Attitudes About Drinking and Driving	**More likely**: • To believe that drunk drivers should be dealt with less harshly • To believe that drunk drivers can "get away with it" • To not always know when they've had too much **Less:** • Worried and judgmental about drinking • Willing to be a designated driver • Willing to accept help/ intervention	**Worries less** about how much they drink **Somewhat less likely to**: • Believe that drunk driving is a problem • Believe that DUI should be vigorously enforced • Be willing to be a designated driver They have mixed views about penalties	**More likely to**: • Believe in their own judgment about when they are fit to drive • Believe society should be more tolerant of drunk driving • Believe that DUI's will not get badly penalized if caught • Have an "as long as no one gets hurt" attitude **Less likely** to: • Be willing to be a designated driver • Believe DUIs will get pulled over	**Many more "responsible attitudes"** about drinking and driving **More willing** to act as a designated driver **Less likely** to believe that individuals who are caught for DUI will "get off lightly" **A bit more likely to:** • See drunk driving as a threat • Believe that DUI laws should be enforced	**More willing** to be a designated driver **Less likely to:** • Believe that DUI should not be so stringently enforced • Believe that DUI's can "get away with it" if caught • Think that they sometimes don't know if they've had too much **A little more likely** to see drunk driving as a problem **Somewhat less trusting** that others can judge when they've had "too much"

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	Segment 5 18%	Segment 3 19%	Segment 4 20%	Segment 1 22%	Segment 2 21%
Segment's Perceptions About Drinking and Driving (Averages)	**Somewhat more likely to:** • Believe they can "drink more and safely drive sooner" • Believe they would be stopped by the police when they DUI	• **More likely to** believe they can "drink more and safely drive sooner"	• **Average** in their perceptions of the ability to safely drink and drive	• **Less likely** to believe they can "drink more and safely drive sooner"	• **Less likely** to believe they can "drink more and safely drive sooner" • **Somewhat less likely** to believe they would be stopped by the police when they DUI
Top Perceived Reasons Others Fear DUI	• Losing their license (92%) • Getting arrested (**90%**) • Going to jail (89%) • Getting fined/spending money on court costs or a lawyer (**81%**) • Having their insurance go up (**73%**) • Killing someone else in an accident (**73%**) • Hurting someone else in an accident (**67%**) • Losing their job (**64%**) • Lawsuits from injured parties (**58%**) • Getting killed in an accident (**57%**) • Impact on their family (**56%**) • Getting hurt in an accident (**54%**)	• Losing their license (87%) • Going to jail (86%) • Getting arrested (85%) • Getting fined/ spending money on court costs or a lawyer (76%) • Having their insurance go up (**72%**) • Killing someone else in an accident (61%) • Hurting someone else in an accident (55%) • Losing their job (54%) • Impact on their family (50%)	**Top perceived fears:** • Going to jail (*71%*) • Losing their license (*61%*) • Getting arrested (*56%*) **Less likely than average to perceive others fear:** • Having their insurance go up (*35%*) • Getting fined/spending money on court costs/lawyer (*44%*) • Losing their license (*61%*) • Hurting someone else in an accident (*32%*) • Lawsuits from injured parties (*28%*) • Losing their job (*36%*) • What other people might think (*26%*) • Impact on their family (*30%*) • Getting hurt in an accident (*24%*) • Getting killed in an accident (*27%*) • Killing someone else in an accident (42%)	• Killing someone else in an accident (**100%**) • Losing their license (90%) • Hurting someone else in an accident (**90%**) • Getting arrested (**89%**) • Going to jail (86%) • Getting fined/ spending money on court costs or a lawyer (73%) • Getting killed in an accident (**73%**) • Getting hurt in an accident (**72%**) • Having their insurance go up (69%) • Impact on their family (**66%**) • Lawsuits from injured parties (**65%**) • Losing their job (**63%**) • What other people might think (**54%**)	**Top perceived fears:** • Losing their license (86%) • Going to jail (83%) • Getting arrested (76%) **Much less likely than average to perceive others fear:** • Killing someone else in an accident (*0%*) • Hurting someone else in an accident (*10%*) • Getting killed in an accident (*6%*) • Getting hurt in an accident (*8%*) • Impact on their family (*25%*) • Lawsuits from injured parties (*29%*)
Greatest Fear	• Killing someone else in an accident (44%)	• Killing someone else in an accident (40%)	• Killing someone else in an accident (45%)	• Killing someone else in an accident (**54**%)	• Killing someone else in an accident (*38%*)

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	Segment 5	Segment 3	Segment 4	Segment 1	Segment 2
	18%	19%	20%	22%	21%
Top Activities Done in Last 12 Months to Avoid DUI	• Limited the number of drinks you had (75%) • Planned ahead to get a ride home with non-drinker/designated driver (69%) • Planned ahead to stay overnight (**68%**) • Planned ahead for a place to stay overnight within walking distance (54%) • Left early to keep yourself from drinking too much (49%) • Gave your car keys to a designated driver, bartender, etc. (**46%**) • Refused offers from others to buy you drinks (41%) • Brought someone with you that you knew would keep you from drinking too much (**37%**)	• Limited the number of drinks you had (80%) • Planned ahead to get a ride home with non drinker/ designated driver (**73%**) • Planned ahead to stay overnight (**67%**) • Planned ahead to stay overnight within walking distance (52%) • Refused offers from others to buy you drinks (41% vs. 41%) • Left early to keep yourself from drinking too much (41%)	**Top activities:** • Limited the number of drinks you had (*53%*) • Planned ahead to get a ride home with non-drinker/ designated driver (*42%*) **Activities less likely than average:** • Planned ahead to stay overnight (32%) • Planned ahead to get a ride home with non-drinker/ designated driver (*42%*) • Planned ahead to stay overnight within walking distance (*30%*) • Refused offers from others to buy you drinks (*27%*)	• Limited the number of drinks you had (**82%**) • Planned ahead to get a ride home with non-drinker/designated driver (**69%**) • Planned ahead to stay overnight (58%) • Planned ahead to stay overnight within walking distance (55%) • Refused offers from others to buy you drinks (48%) • Chose to drink non-alcoholic beverages (47%) • Left early to keep yourself from drinking too much (45%)	• Limited the number of drinks you had (**82%**) • Planned ahead to get a ride home with non-drinker/designated driver (67%) • Planned ahead to stay overnight (62%) • Chose to drink non-alcoholic beverages (**56%**) • Planned ahead for a place to stay that was within walking distance (47%) • Refused offers from others to buy you drinks (46%) • Left early to keep yourself from drinking too much (44%)
Top Alternatives for Others to Avoid DUI	• Designated driver (89%) • Phone a friend (89%) • Ride home with non-drinker (86%) • Call a cab (85%) • Hang out until sober (**76%**)	• Call a cab (**92%**) • Ride home with non-drinker (89%) • Designated driver (87%) • Phone a friend (87%) • Spend the night (77%)	• Call a cab (*68%*) • Designated driver (*65%*) • Phone a friend (*63%*) • Ride home with non-drinker (*63%*) • Spend the night (*56%*)	• Phone a friend (90%) • Call a cab (89%) • Designated driver (88%) • Ride home with non-drinker (88% • Spend the night (73%)	• Call a cab (**92%**) • Designated driver (**92%**) • Phone a friend (91%) • Ride home with non-drinker (89%) • Spend the night (79%)
Respon-dent's Most Likely Action to Avoid DUI	• Phone a friend • Call a cab • Spend the night • Hang out until sober • Get a ride with non-drinker	• Call a cab • Phone a friend • Get a ride with non-drinker • Designated driver • Spend the night	• Phone a friend • Call a cab • Get a ride with non-drinker • Designated driver	• Phone a friend • Call a cab • Get a ride with non-drinker • Hang out until sober • Designated driver	• Call a cab • Phone a friend • Get a ride with non-drinker • Designated driver • Spend the night

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	Segment 5 18%	Segment 3 19%	Segment 4 20%	Segment 1 22%	Segment 2 21%
Most Important Things in Life	• Being a good person (8.8) • Being in control (8.6) • Keeping in touch with family/ friends (8.4) • Well-educated (8.4) • Safe and secure (8.2) • Open to new ideas (8.1) • Excelling at your job (8.1) • Having a family (8) • Working hard (7.9) • Staying healthy (7.9) • Traveling for pleasure (7.9 • Staying out of a rut (7.5) • Active social life (7.5) • Feeling above average (7.2) • Having lots of money (6.8) • Having lots of friends (6.2) • Going to the theater/ museums/other cultural events (6) • Taking risks (6)	• Being a good person (8.5) • Well-educated (8.4) • Being in control (8.2) • Excelling at your job (8) • Open to new ideas (7.9) • Keeping in touch with family/friends (7.7) • Safe and secure (7.7) • Staying healthy (7.6) • Having lots of friends (6.3) **More important than average:** • Taking risks (6) • Living on the edge (5) **Less important than average:** • Having a family (7.3) • Following the rules (5.3) • Staying out of rut (6.8)	• Being a good person (8.2) • Being in control (8) • Staying healthy (7.9) • Well-educated (7.9) • Excelling at your job (7.9) • Safe and secure (7.9) • Having a family (7.8) • Keeping in touch with family/friends (7.8) • Open to new ideas (7.5) • Working hard (7.5) • Staying out of rut (7.4) • Traveling for pleasure (7.3) • Active social life (7.2) • Feeling above average (7) **Somewhat more important than average:** • Following the rules	• Being a good person (**9.1**) • Being in control (8.7) • Well-educated (8.7) • Excelling at your job (**8.6**) • Keeping in touch with family/friends (**8.6**) • Safe and secure (*8.5*) • Staying healthy (*8.5*) • Working hard (**8.4**) • Open to new ideas (8.4) • Having a family (**8.2**) • Traveling for pleasure (8) • Feeling above average (*7.7*) • Staying out of rut (7.4) **More important than average:** • Following the rules (**6.7**) • Active in local community (*6.3*)	• Being a good person (8.9) • Well-educated (8.6) • Being in control (8.4) • Keeping in touch with family/friends (8.3) • Excelling at your job (8.2) • Open to new ideas (8.2) • Staying healthy (8.2) • Safe and secure (8.1) • Traveling for pleasure (8) • Working hard (7.9) • Having a family (7.8) • Staying out of rut (7.1) • Active social life (7) • Feeling above average (7) • Going to the theater/ museums/other cultural events (6.7) **Less important than average:** • Living on the edge (*3.6*) • Taking risks in life (*5.1*) • Being a trend setter (3.7)
General Attitudes	• More likely to be reckless • Somewhat more likely to have a carefree attitude	• Career and social life are most important values • More likely to take an "as long as no one get's hurt" attitude • Somewhat more likely to be "a little reckless" • Cares somewhat less about health and family	• Worries less about consequences • Feels less accountable to others • Also a bit less likely think it is OK to be a little reckless	• More likely to care about family, career, and others' opinions • Somewhat less likely to have a carefree attitude about life • Somewhat more responsible and accountable	• Less likely to view money as important • More likely to expect people to be accountable to others • Somewhat less likely to feel it is OK to be reckless

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Appendix

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Technical Scoring

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Short Form Scoring Algorithm

- Goal: To create a mathematical model of at-risk driver segments for use in scoring new respondents.
- Data: 834 respondents completed a 20-minute web-based survey implemented during the first two weeks of May 2007.
- Method: Modeling used the following steps
  - Selection of input variables
  - Transformation of input variables
  - Final modeling
  - Creating the Excel scoring application

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Short Form Scoring Algorithm

Selection of input variables

- Initially, the following variables were considered for use in the short form.
  - Demographic questions:
    - D3_1, D3_3, D6, D11
  - Attitude questions:
    - Q1b_4, Q1b_8, Q13_07, Q13_09, Q16_3, Q16_4, Q16_7, Q16_10
  - Behavioral questions:
    - Q3a, Q3b, Q4_3, Q4_5, Q4_11, Q4_17, Q6_6, Q6_12, Q8_3, Q8_7, Q8_10, Q8_13, Q8_15, Q24a, Q34_03, Q34_04, Q34_13, Q34_15, Q35_01, Q35_02, Q35_04, Q35_19, Q35_20

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Short Form Scoring Algorithm

Selection of input variables (continued)

- Stepwise Multinomial Logistic Regression was used to reduce the initial list down to the 7 best predictive variables.
  - Q8_13. Under what circumstances might you drink more than usual? Do you tend to drink more when you are… (Select all that apply): Trying to get drunk
  - Q4_5. For what reasons do you drink alcohol? (Select all that apply): To complete a meal
  - Q16_4. Which of the following possible consequences of drinking and driving do you think people who drink and drive are afraid of if they get caught? (Select all that apply): Killing someone else in an accident
  - Q8_10. Under what circumstances might you drink more than usual? Do you tend to drink more when you are… (Select all that apply): Stressed
  - Q4_3. For what reasons do you drink alcohol? (Select all that apply): To get drunk
  - Q8_15. Under what circumstances might you drink more than usual? Do you tend to drink more when you are… (Select all that apply): At parties, celebrations, or other social settings
  - Q4_11. For what reasons do you drink alcohol? (Select all that apply): To energize me before a social occasion
- Variables were recoded to a value of "2" if the statement was selected and "1" if it was not.

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Short Form Scoring Algorithm

Final Modeling

- The 7-question battery was entered into a Multinomial Logistic Regression, which yielded the final mathematical scoring algorithm.

Creating the Programmer's Algorithm

- To allow NHTSA to categorize additional respondents, we created a programmer's algorithm based on a four equation scoring formula.
- The algorithm uses responses to the 7 scoring questions to produce a segment classification for each respondent.
- When integrated with automated data entry (i.e. web-based surveys, CATI data collection) the programmer's algorithm can be used to segment data in real time.

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Short Form Scoring Algorithm

Scoring Formula

- To predict a respondent's segment replace the variable names in each of the four equations with the respondent's recoded responses.

  - **Equation 1** = -30.979 + (Q8_13 * -5.15) + (Q4_5 * 9.439) + (Q16_4 * 22.237)+ (Q8_10 * -7.589) + (Q4_3 * -5.232) + (Q8_15 * 0.519) + (Q4_11 * -2.581)

  - **Equation 2** = 26.754 + (Q8_13 * -2.055) + (Q4_5 * 6.197) + (Q16_4 * -21.029)+ (Q8_10 * -4.511) + (Q4_3 * -3.137) + (Q8_15 * 2.524) + (Q4_11 * -2.388)

  - **Equation 3** = 18.945 + (Q8_13 * 2.104) + (Q4_5 * 1.341) + (Q16_4 * -0.465)+ (Q8_10 * -26.995) + (Q4_3 * 0.476) + (Q8_15 * 2.766) + (Q4_11 * 1.44)

  - **Equation 4** = 18.985 + (Q8_13 * -2.738) + (Q4_5 * -1.055) + (Q16_4 * -1.554)+ (Q8_10 * -4.741) + (Q4_3 * -1.266) + (Q8_15 * -1.348) + (Q4_11 * 0.106)

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Short Form Scoring Algorithm

Scoring Formula (continued)

- The number of the equation with the highest positive value is the number of the respondent's predicted segment. Ex. If Equation 4 has the highest positive value, the respondent's predicted segment is 4.

- If none of the equations produce a positive value the respondent's predicted segment is 5.

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Risk Indices

The Risk Index is a combined measure of the overall risk that each Drunk Driving Segment presents, representing three risk factors:

- **Factor 1**: The risk that the segment is driving under the influence
  - *This risk is measured by the percentage of each segment that reports having driven within an hour after finishing 3 or more drinks – within the last 12 months*
- **Factor 2**: The risk that the segment will drive so badly while under the influence as to get arrested for DUI
  - *This risk is measured by the percentage of each segment that reports having ever been arrested for DUI**
- **Factor 3**: The average drinks per occasion that each segment reports
- For the first two factors, the index for each segment is calculated as follows:

- INDEX is calculated as:
  - (percentage for the segment / average percentage for all of the segments) * 100
- The third factor is calculated in a similar way, substituting the average drinks per occasion for percentages.

- For each of these factors:
  - A score of 100 therefore means that the segment has an average degree of risk
  - A score of 200 means its risk is twice the average, and
  - A score of 50 means its risk is half the average.

- The overall Risk Index is calculated by averaging the 3 other indexes.

*NOTE: There is a modest bias in the Factor 2 index, because older segments will have a higher probability of having been arrested because they will, on average, have more years over which to have been arrested.

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