

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

**The 2006 National Labor Day  
Impaired Driving Enforcement  
Crackdown:  
*Drunk Driving. Over The Limit.  
Under Arrest.***



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1. Report No. DOT HS 811 039		2. Government Accession No.		3. Recipient's Catalog No.	
4. Title and Subtitle The 2006 National Labor Day Impaired Driving Enforcement Crackdown: <i>Drunk Driving. Over the Limit. Under Arrest.</i>				5. Report Date September 2008	
				6. Performing Organization Code	
7. Author(s) Mark G. Solomon, James H. Hedlund, Emily R. Haire, Robert H. B. Chaffe, all of Preusser Research Group; Linda A. Cosgrove of the National Highway Traffic Safety Administration				8. Performing Organization Report No.	
9. Performing Organization Name and Address Preusser Research Group, Inc. 7100 Main Street Trumbull, CT 06611				10. Work Unit No. (TRAIS)	
				11. Contract or Grant No. DTNH22-98-D-45079	
12. Sponsoring Agency Name and Address National Highway Traffic Safety Administration 1200 New Jersey Avenue SE. Washington, DC 20590				13. Type of Report and Period Covered Final Report September 2008	
				14. Sponsoring Agency Code	
15. Supplementary Notes					
16. Abstract <p>The National Highway Traffic Safety Administration's 2006 <i>Drunk Driving. Over the Limit. Under Arrest.</i> Labor Day holiday campaign had three main components: (1) DWI enforcement, (2) public awareness efforts, and (3) evaluation. The 2006 program used approximately \$10 million in Congressionally funded television and radio advertisements. The message was that police would arrest drivers if they were caught driving drunk. Thirty States reported spending \$8 million locally on similar messages. Eighteen nights of enforcement focused on apprehending intoxicated drivers. Forty-eight States reported over 40,000 DWI arrests. National random sample telephone surveys conducted prior to and just after the campaign found that the media effort increased awareness of the enforcement crackdown and a small increase in the perceived likelihood of being stopped for drinking and driving, but indicated no self-reported changes in drinking driving behavior. The number of alcohol-related fatalities were essentially unchanged from the year before; drivers with positive blood alcohol concentrations (.08+ grams per deciliter) who were male, age 18 to 34, decreased in number from 2005 to 2006 (4,996 versus 4,872). Case studies document recent efforts in 8 States, demonstrating that States can achieve significant reduction in alcohol-related crashes when they engage in sustained high-visibility enforcement (Colorado, Connecticut, Georgia, Minnesota, Nevada, New Jersey, Tennessee, and West Virginia). Several of these States accomplished sizable decreases in alcohol-related deaths due to their programs. For example, Colorado had a 28% reduction in drivers over the .08 BAC limit during the five-year period from 2001 and West Virginia had an 18% decrease in alcohol-related fatalities 2002 through 2005</p>					
17. Key Words Alcohol Impaired Driving Countermeasures Publicity Sobriety Checkpoints DWI BAC Enforcement Alcohol-Related Fatalities				18. Distribution Statement This report is free of charge from the NHTSA Web site at <a href="http://www.nhtsa.dot.gov">www.nhtsa.dot.gov</a>	
19. Security Classif.(of this report) Unclassified		20. Security Classif.(of this page) Unclassified		21. No. of Pages	
				22. Price	



TECHNICAL SUMMARY

CONTRACTOR Preusser Research Group, Inc.	CONTRACT NUMBER DTNH22-98-D-45079
REPORT TITLE The 2006 National Labor Day Impaired Driving Enforcement Crackdown: <i>Drunk Driving. Over the Limit. Under Arrest.</i>	REPORT DATE September 2008
REPORT AUTHOR(S) Mark G. Solomon, James H. Hedlund, Emily R. Haire, Robert H. B. Chaffe, Linda A. Cosgrove <sup>1</sup>	

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**Background**

NHTSA’s 2006 National Impaired Driving High-Visibility Enforcement program is based on previous research showing that well-publicized, high-visibility enforcement can reduce alcohol-related crashes, fatalities, and injuries. NHTSA modeled the National 2006 Labor Day holiday campaign on the success of the national program to increase seat belt use. The seat belt program, known as *Click It or Ticket (CIOT)*, includes short-duration, intensive law enforcement, supported by paid and earned media that emphasizes heightened enforcement efforts and is a proven method to raise seat belt use within a short period of time (Solomon, Ulmer, & Preusser, 2002). Although impaired driving is a complex problem with many factors other than enforcement that influence the number of alcohol-related crashes, high-visibility enforcement crackdowns are an important part of the overall strategy.

The 2006 program of enforcement and paid and earned media was scheduled around the Labor Day holiday period. National efforts and advertisements carried the slogan, *Drunk Driving. Over the Limit. Under Arrest.* The centerpiece of the paid media effort included a national television advertisement showing young adult males of differing races in a variety of settings (e.g., urban, suburban, and rural locations) as they were being arrested for driving drunk. The narrator says that “*All across America, police are stepping up enforcement, and if you drink and drive you will be arrested.*” NHTSA planned a paid media campaign that spanned 3 weekends leading up to and around the Labor Day holiday period. Eighteen consecutive nights of intensive DWI enforcement beginning on August 18, 2006, were sought from participating State and local law enforcement agencies. That enforcement was to involve high-visibility DWI checkpoints and/or saturation patrol techniques.

**Evaluation Methods**

Paid and earned media data were collected from NHTSA’s national media contractors, the Tombras Group and AkinsCrisp Public Strategies. These data included dollar amounts spent on the national advertisement purchase (Tombras) and the number of news events and stories captured and counted by news clipping services (AkinsCrisp).

(Continued on additional pages)

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State by State activity data were obtained using NHTSA's Web-based reporting system, [www.mobilizationsdata.com](http://www.mobilizationsdata.com). The States used this Web site to report dollar amounts spent on various media types (television, radio, billboard, and newsprint) and details of their local law enforcement agency efforts over the course of the 2006 Labor Day holiday campaign.

The Federal Bureau of Investigation's Uniform Crime Reporting (UCR) data (2001-2006) were examined for annual trends in DWI arrests.

Two national, random-sample telephone surveys were conducted by M. Davis and Company, Inc. The first was completed before announcing the *Drunk Driving. Over the Limit. Under Arrest*. Labor Day holiday campaign. The second was conducted immediately after the conclusion of the campaign's enforcement and publicity. A second set of national, random-sample telephone surveys were conducted surrounding end-of-year 2006 activities by TMR, Inc.

Data from the Fatality Analysis Reporting System (FARS) were used to examine trends in the number of alcohol-related fatalities.

Case studies documented recent efforts in 8 States with high-visibility enforcement programs.

## **Results**

NHTSA and the States (20 States reporting) spent over \$18 million on the Labor Day advertisement campaign. Both television and radio airtime were purchased. Enforcement efforts implemented concurrently with the paid advertisement campaign resulted in over 40,000 arrests (48 States reporting). UCR data indicated higher annual DWI arrest rates comparing 2006 to 2005 in 26 of the 49 States providing data, 3 States remained unchanged, and the rate decreased in 20 States.

National telephone survey results indicated that the media effort reached the general public and the 18- to 34-year-old age group in particular. The 2006 Labor Day holiday campaign heightened awareness of law enforcement efforts to arrest intoxicated drivers. The proportion of survey respondents who indicated it was "somewhat likely" or "very likely" to be personally stopped by a law enforcement officer if they drove drunk increased over the course of the campaign. There was no change in the proportion of survey respondents who reported drinking alcohol and then driving in the past 30 days. Only 4% of the respondents reported driving when they thought they had too much to drink to drive safety and that did not change over time. End-of-year national telephone surveys found that campaign awareness also was increased in December 2006; however, unlike the Labor Day campaign, perceived risk of enforcement did not increase.

The total number of alcohol-related fatalities nationwide remained essentially unchanged in 2006 compared to 2005 (17,602 compared to 17,590). The number of motor vehicle fatalities for male drivers (blood alcohol concentrations [BAC] of .08 g/dL or higher) age 18 to 34 decreased in 2006 compared to 2005 (4,996 down from 4,872).

## **Discussion**

The 2006 National *Drunk Driving. Over the Limit. Under Arrest* program clearly demonstrated that a paid and earned media campaign stressing DWI enforcement can reach the general public and in particular the target group, people in the 18- to 34-year-old age range, in terms of awareness of the campaign. Even with an effort of this magnitude, overall alcohol-related fatalities have stubbornly remained much the same as in the past.

The 8 case studies included in this report demonstrate that States can achieve significant reductions in alcohol-related crashes when they engage in sustained high-visibility enforcement. Several of these States accomplished sizable decreases in alcohol-related deaths due to their programs. For example, Colorado had a 28% reduction in drivers over the .08 BAC limit during the 5-year period from 2001 (228 deaths) to 2006 (164 deaths). Nevada saw a 27% decline in the first 8 months of 2007 as compared to the similar time period in 2006. West Virginia used a high-visibility enforcement program that was accompanied by an 18% decrease in alcohol-related fatalities; from 2002 through 2005 the numbers of drivers with BACs over the .08 BAC limit dropped 30%.

Not all the States have continued their sustained high-visibility enforcement programs, usually due to resource issues. Connecticut, for example, did not continue what was a very successful program due to the loss of special funding; which had resulted from the lack of compliance with the Federal repeat offender requirements. When the State adopted repeat offender laws that complied with Federal requirements these funds were no longer available to support the impaired driving program. Not all these States were able to conduct sustained high-visibility enforcement programs statewide, though the dramatic declines in alcohol-related fatalities has prompted many of these States to continue or expand their programs in order to achieve further reductions in alcohol-related deaths. NHTSA continues to encourage additional States to conduct sustained high-visibility enforcement programs in order to achieve their goals of reducing alcohol-related crashes, deaths, and injuries.



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## I. INTRODUCTION

Highly visible and well-publicized enforcement has been acknowledged to be one of the key components of efforts to control DWI. Early evidence for this comes from evaluations of the 1967 British Road Safety Act that established a BAC of .08 g/dL as illegal per se and authorized police to screen motorists suspected of having alcohol in their blood (Coding & Samson, 1974), and from crackdowns in New Zealand (Hurst & Wright, 1980). In the United States, the effectiveness of well-publicized DWI enforcement was demonstrated in at least some of the Alcohol Safety Action Projects of the 1970s (Levy et al., 1978).

In the 1980s, law enforcement agencies in various locales around the country began to use sobriety checkpoints as a DWI deterrent tool. Surveys of residents of areas where these roadblocks were being conducted showed that they were highly visible undertakings (Williams & Lund, 1984). More recently, checkpoints along with an enforcement-based media message have been shown to be effective at reducing alcohol-related crashes at the local level (Wells et al., 1991) and statewide level (Lacey et al., 1999). An excellent example of the high-visibility impaired driving enforcement approach is *Checkpoint Tennessee*, a program conducted on a statewide basis in 1994. *Checkpoint Tennessee* was a year-long heightened, impaired driving enforcement program in which checkpoints were conducted throughout the State every weekend of the year. There was a 20% reduction over the projected number of impaired driving fatal crashes that would have occurred with no intervention, and this effect remained present 21 months after the initial year had concluded (Lacey, Jones, & Smith, 1999).

In 2002, in light of the lack of progress in reducing alcohol-related traffic deaths at that time, NHTSA sought to encourage States across the Nation to step up their impaired driving enforcement efforts, using a combined *Checkpoint Tennessee* and *Click It or Ticket* model. The seat belt program, known as *Click It or Ticket*, includes short-duration, intensive law enforcement, supported by paid and earned media that emphasizes heightened enforcement efforts and is a proven method to raise seat belt use within a short period of time (Solomon, Ulmer, & Preusser, 2002).

The success of the *Click It or Ticket* model led to the adoption of *You Drink & Drive. You Lose.* in 2003. To encourage widespread adoption of this technique, NHTSA led several national initiatives. The first nationwide crackdown, in 2003, centered around the July 4th holiday period. In 2004 and 2005 at the request of the States, a Labor Day crackdown period replaced the 4<sup>th</sup> of July crackdown. NHTSA also coordinated nationwide crackdowns during the month of December, but to a lesser extent, and many States took part at both times of year. The nationwide crackdowns continue to serve a central role in NHTSA's overall impaired driving program.

Congress appropriated \$11 million for the paid media in 2003, and \$14 million for the media in both 2004 and 2005. The *You Drink & Drive. You Lose.* paid media campaign aired during three weekends in June and July in 2003. The campaign slogan was changed to *Drunk Driving. Over the Limit. Under Arrest.* starting in 2004 and advertisements were aired during three weekends leading into the Labor Day holidays for 2004 and 2005. All campaigns included paid ads placed on national television and radio programs that were most likely to be seen by the target audience, 21- to 34-year-old males, a group who are overrepresented compared to the general population in alcohol-related fatalities.

Thirteen special evaluation States (SES) were selected in 2003 to participate in a multiyear demonstration effort that would combine additional paid media and sustained enforcement. These States were selected based on a willingness to participate and a worse than average alcohol crash problem. Alcohol-related fatalities declined in 12 of the 13 SES States comparing 2003 with 2002. However, alcohol-related fatalities in the July-December 2003 period declined significantly from earlier years in only two of the SES States and increased significantly in one. Time series analyses showed a significant

July-December intervention effect of the July 2003 Crackdown in only one of the SES States (NHTSA, 2007).

While there were no significant changes in self-reported drinking and driving behaviors, declines in alcohol-related fatalities were seen over the three-year period. The number of alcohol-impaired drivers involved in fatal crashes declined from 2001-2002 to 2004-2005 in 30 States (7 of the 13 SES and 23 of the 37 non-SES). Of the five years shown, the 2005 totals were the lowest in 13 States (5 of the SES and 8 of the non-SES), as well as for non-SES combined.

The results were similar for drivers 18 to 34 years old. The number of alcohol-impaired male drivers age 18 to 34 involved in fatal crashes declined from 2001-2002 to 2004-2005 in 26 States (8 of the 13 SES and 18 of the non-SES). Of the five years shown, the 2005 totals were the lowest in 14 States (4 of the SES and 10 of the non-SES), as well as for the non-SES combined. Statistical analysis confirmed that alcohol-related fatalities declined from 2001-2002 to 2004-2005 and that this decrease did not differ across SES and non-SES.

In 2002, West Virginia became a Strategic Evaluation State for NHTSA's Impaired Driving High-Visibility Enforcement campaign. The State implemented NHTSA's model publicity and enforcement program in targeted counties to reduce impaired driving and alcohol-related fatalities. The State spent nearly \$3.4 million on the campaign from 2003 through 2005, or an average of about 62¢ per capita each year. The campaign began during the July 4th holiday period in 2003 and was sustained for the next 27 months, running through September 2005. Statewide awareness surveys in targeted counties indicated that drivers reported significantly more often after the campaign that they had heard about impaired driving in West Virginia and that they had personally experienced a sobriety checkpoint. Roadside surveys of driver BACs indicated a significant decrease in the proportion of drivers with positive BACs at the end of the campaign compared to the same period the previous year. In addition, time series analysis performed on the alcohol-related fatality trend for the targeted counties indicated a significant decrease by an estimated 1 fewer fatality each month. The total fatalities saved in the targeted counties totaled about 18 in the year and a half of data available following the July 2003 start of the campaign (Zwicker et al., 2007).

In 2003, Connecticut (not an SES) initiated a publicity and enforcement campaign to reduce impaired driving and alcohol-related fatalities, particularly among men 21 to 34 years old, a group identified as being overrepresented in alcohol-related fatalities. The State spent nearly \$4 million on the campaign. Connecticut's *You Drink & Drive. You Lose* publicity and enforcement campaign represented the first time the State had expended such a substantial amount of money for both media and enforcement in its effort to reduce impaired driving and ultimately, alcohol-related crashes. The campaign focused on increasing awareness of the enforcement, especially during holiday periods, and on increasing the perceived risk of being stopped if a driver had been drinking. Men 21 to 34 served as the primary focus for the awareness campaign.

The Connecticut campaign, which began during the July 4<sup>th</sup> holiday period, was sustained during the summer and fall. Law enforcement agencies put on a large number of sobriety checkpoints as the campaign progressed, with a particularly large number of sobriety checkpoints held during the winter 2003 holiday enforcement period when law enforcement agencies held more than three times as many sobriety checkpoints as the July 4<sup>th</sup> holiday period. The increased number of checkpoints accompanied by the extensive media campaign was designed to serve as a deterrent to those who may choose to drink and drive, and ultimately lead to fewer alcohol-related fatalities on Connecticut roads. Statewide awareness surveys indicated that drivers reported significantly more often after the campaign that they had heard about impaired driving in Connecticut and had been through or knew someone who had been through a sobriety checkpoint. Telephone surveys also indicated that more drivers thought State and local police

were very strict about enforcing the laws against drinking and driving and that a driver who had been drinking was almost certain to be stopped by police. Patterns were similar for men 21 to 34 years old. Roadside surveys of BACs indicated a significant decrease in the proportion of drivers with positive BACs at the end of the campaign compared to the previous year. In addition, time series analyses of the alcohol-related fatality trend for the State and for men 21 to 34 indicated that both rates decreased significantly, by an estimated 2.6 and 1.8 fewer fatalities each month. The total fatalities saved amounted to 47 statewide and 27 for men 21 to 34 in the year and a half following the campaign's start.

Law enforcement agencies will often participate in special enforcement efforts without special inducements and, indeed, sobriety checkpoints were conducted by some Connecticut police departments that did not receive special grants to do so. However, the availability of funding for police overtime produced a level of effort that went well beyond what would have been likely without such funding. The result, in Connecticut, was a large-scale enforcement and media campaign that measurably affected alcohol-related fatalities. The campaign achieved its ultimate goal: significantly reducing the alcohol-related fatality trend for the State and for men 21 to 34 years old. The reduction in alcohol-related fatalities involving men 21 to 34 resulted in saving an estimated 27 lives and the reduction in the overall rate resulted in saving an estimated total of 47 lives (Zwicker et al., 2007).

Widely publicized enforcement campaigns focused on impaired driving work, but they must include the full implementation of two crucial elements, enforcement and extensive media. The preferable type of media is enforcement-centered paid advertisements placed at specific times of day to reach the target audience, young adult males. These were the core elements for the nationwide effort coordinated under the direction of NHTSA for the Labor Day holiday period in 2006.

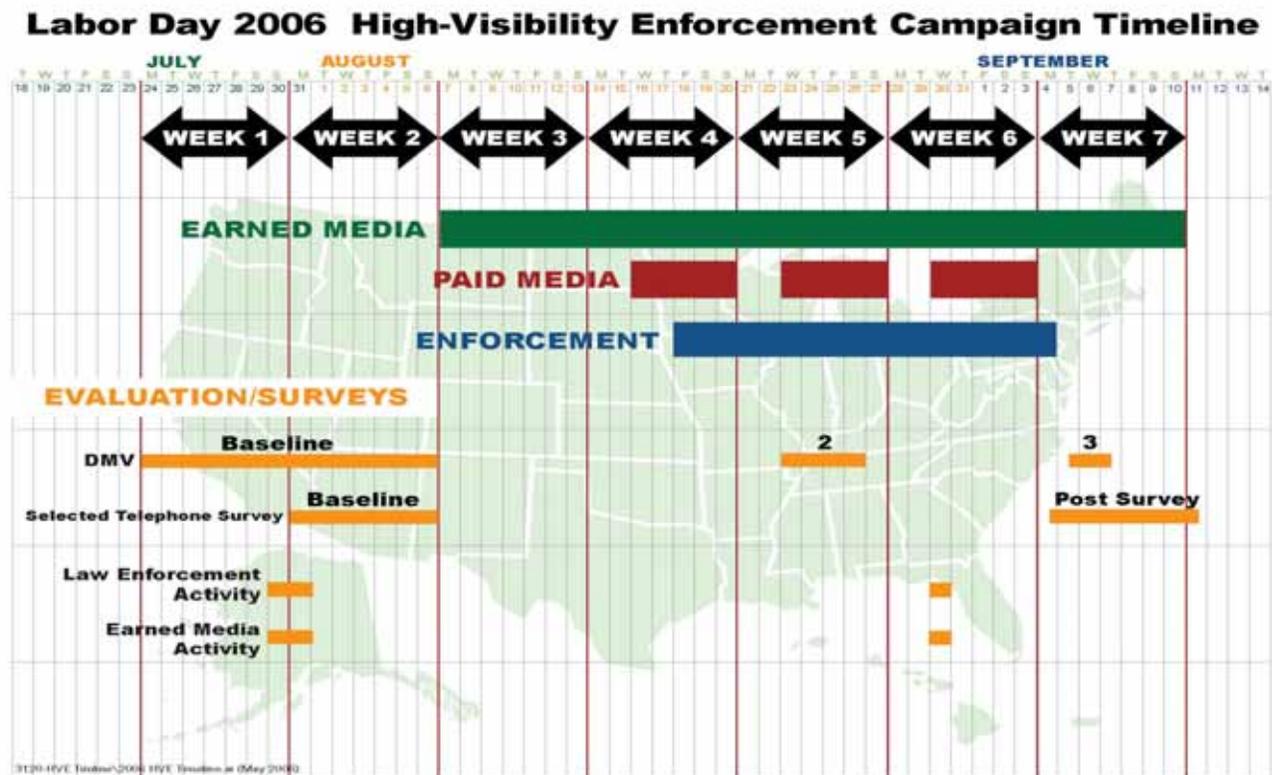
In 2006, NHTSA with the support of all 50 States and thousands of law enforcement agencies nationwide produced the largest enforcement effort to date to deter drinking and driving. NHTSA and States alike expend significant resources to reduce injuries and fatalities on the nation's roadways through widely publicized enforcement efforts. *Drunk Driving. Over The Limit. Under Arrest.* was the title of the nationwide effort. This report provides a process and outcome evaluation for the 2006 National Labor Day holiday campaign. It focuses on progress in an ongoing effort toward nationwide adoption of a proven impaired driving countermeasure the *Drunk Driving. Over The Limit. Under Arrest.* crackdown.

## II. PROGRAM AND EVALUATION DESCRIPTION

### Program Description

The 2006 *Drunk Driving. Over the Limit. Under Arrest.* Labor Day holiday campaign was a selective traffic enforcement program (STEP) in an ongoing campaign promoting nationwide implementation of the proven high-visibility impaired driving law enforcement strategy. The strategy uses vigorous enforcement supported with intensive publicity focused on deterring drunk driving. The 2006 Labor Day campaign model and schedule are presented in Figure 1. Statewide crackdowns typically followed the same national campaign schedule.

Figure 1. Schedule for the 2006 *Drunk Driving. Over the Limit. Under Arrest.* Crackdown



The 2006 campaign kicked off with **earned media** that ran beyond the duration of the enforcement crackdown (August 7 – September 10).<sup>1</sup> Earned media is positive news coverage achieved by creating newsworthy stories or events. Earned media provided details on how and when the enforcement crackdown would occur. Earned media efforts (through news and similar sources of information) generated at the local level were used to make motorists aware that their local authorities are among the Labor Day crackdown’s participants.

NHTSA’s Office of Communication and Consumer Information contracted with AkinsCrisp Public Strategies, which assisted in the development of earned media material that helped publicize the national earned media message. The earned media material included messaging and templates in support

<sup>1</sup> NHTSA coordinated a second crackdown during the month of December. That effort was not as large as the Labor Day Crackdown and requirements for States reporting on program activity were less stringent.

of drunk driving initiatives. This material was made available online and States were welcome to tailor and distribute it to best fit their local situation and objectives. Earned media material included campaign advertisement art available in a variety of formats (poster art, billboard art) and radio and television advertisements (Appendix A).

As part of the *Drunk Driving: Over the Limit. Under Arrest.* campaign, AkinsCrisp developed two earned media planners, one with an enforcement emphasis and one with a social-norming emphasis, to be used by the States and their partner organizations. These planners included a fill-in-the-blank news release, an “op-ed” piece, a letter-to-the-editor, and a talking points/fact sheet that communities could tailor to their local situations. A sample of this media can be found in Appendix A.

A coordinated national earned media effort started approximately 10 days before the enforcement effort. It began with a national kickoff press event, featuring newsworthy personalities from government and law enforcement, as well as spokespeople for health and highway safety advocacy groups. Television, radio and newspapers were used to get the enforcement centered message out among the public in advance of the actual enforcement effort.

The *Drunk Driving. Over the Limit. Under Arrest.* campaign also included **paid media**, in which paid advertisements were aired in four-day periods over three consecutive weekends (August 16-20; 23-27; August 30 – September 3). The paid media mainly consisted of targeted television and radio advertisements, and also newsprint and billboards.

NHTSA and their paid media contractor, the Tombras Group, developed new television and radio advertisements to use in the 2006 Labor Day holiday campaign and beyond. A new “evergreen” (not tied to a specific year) 30-second television advertisement showed the viewer that police would be vigilant against drunk driving. The advertisement showed young adult males of differing races in a variety of urban, suburban, and rural locations as they were being arrested for drunk driving. The narrator says that “*All across America, police are stepping up enforcement, and if you drink and drive you will be arrested*” (for television advertisement storyboard, see Appendix A).

During the advertisement period, radio and television advertisements aired extensively. Advertisements were strategically positioned at times and during shows that attracted the primary target audience, adult males 18 to 34, and on a secondary target group, Spanish-speaking males. Paying for advertisement placement was necessary to reach the specific target group with sufficient frequency within a short time frame, to ensure message retention. The Tombras Group implemented the nationwide placement of television and radio advertisements. States implemented local purchases at their own discretion.

The Tombras Group developed a variety of radio spots of varying time lengths (5, 10, and 15 seconds) narrated in English or in Spanish. All of the radio spots delivered a strong enforcement centered message. A sample radio script is presented in Appendix A.

Tombras also assisted development of a variety of poster and billboard advertisement art. All of these carried an enforcement centered message (see Appendix A).

A two-week intensive **enforcement** period was planned to occur more or less concurrently with the paid advertisement schedule (August 18 – September 4). States planned for local law enforcement agency and State Police enforcement using sobriety checkpoints and or saturation patrols. Some States planned to give incentives to law enforcement agencies to encourage their participation and reporting on their activities; details on incentives for law enforcement were not captured for this evaluation.

## Evaluation Description

### *Collection of Process Information*

Evaluation activity reported here focuses on the 2006 Labor Day holiday campaign. Two processes were at the core of the campaign; (1) **crackdown media** (earned and paid); and (2) **crackdown enforcement**. These two processes were to be used to increase motorists' **awareness** and serve as a reminder that drunk driving is a crime that will not be tolerated coupled with increased highly visible law enforcement.

### *Crackdown Media*

NHTSA's high-visibility enforcement model relies on two types of media: paid media and earned media. Earned media is news coverage of the crackdown generated by television, radio, newspaper, and other outlets that focus on increased law enforcement activities to combat impaired driving.

The general evaluation questions regarding **paid media** included:

- How many dollars were spent on paid advertisements on the national and State level?
- What types of paid media were used?

NHTSA's national paid media contractor, the Tombras Group, collected national advertisement data from the media buys made to support the crackdown. These data indicated dollar amounts spent for placing nationwide advertisements on television, radio, and other media. State Highway Safety Offices reported on their State's television and radio advertisement placement.

Earned media were also used at both the national and State levels. Descriptions and counts of earned media for the national level were obtained from NHTSA's national earned media contractor, AkinsCrisp Public Strategies. AkinsCrisp tracked State and local usage of the Crackdown planners and sampled the national press exposure generated by the *Drunk Driving. Over the Limit. Under Arrest.* campaign. AkinsCrisp used several national electronic clipping services and scanned media sources daily during the campaign. Individual State Highway Safety Offices provided counts of earned media through NHTSA's Web-based reporting system ([www.mobilizationsdata.com](http://www.mobilizationsdata.com)).

The general evaluation questions regarding **earned media** included:

- What types of earned media were reported by the States?
- How much earned media happened?

### *Crackdown Enforcement*

The next evaluation objective was to describe the amount of enforcement that was put into the Labor Day holiday campaign. The general evaluation questions regarding crackdown enforcement included:

- How much enforcement occurred during the 2006 crackdown?
- What proportion of enforcement was directed towards arresting drunk drivers?

States used the NHTSA Web-based reporting system ([www.mobilizationsdata.com](http://www.mobilizationsdata.com)) to report their enforcement activities during the national holiday campaign enforcement period. States reported the number of law enforcement agencies participating, the number of law enforcement agencies reporting, and the number of enforcement actions taken during the enforcement period.

#### *FBI Uniform Crime Reporting Program*

The FBI Uniform Crime Reporting program receives and publishes data from law enforcement agencies in each State on reported crimes including DWI. These data show the annual number of DWI arrests made per State for State and local agencies. Trend in the annual rate of DWI arrest (2001-2006) per State were estimated based on U.S. Census resident population figures.

#### *National Sample Telephone Surveys*

National sample telephone surveys were conducted for NHTSA by the Morris Davis and Company, Inc. (MDC), before and after the 2006 Labor Day holiday campaign. Follow-up telephone surveys were conducted by TMR, Inc., surrounding end-of-year 2006 activities.

The telephone surveys were used to determine public awareness of the campaign, attitudes toward law enforcement of drinking and driving laws, and self-reported drinking-driving behavior. MDC and TMR conducted interviews using a computer-assisted telephone interviewing (CATI) format in both English and Spanish. The general evaluation questions regarding **awareness** were:

- Did awareness of impaired driving messages increase over the course of the campaign's activities?
- Did the target audience (young adult males) encounter program media and enforcement?
- Did the target audience experience increased enforcement?

#### *Fatality Analysis Reporting System (FARS)*

FARS data (based on alcohol imputation data) for the years 2001 and 2006 permitted detailed examination of alcohol-related crashes and fatalities. The data were used to indicate trends in annual fatal crashes and positive-BAC drivers.

#### *Case Study*

Case studies documented recent high-visibility enforcement programs in several States to provide detailed information about how several States implemented their impaired driving campaigns. One obvious characteristic of these States is that they made recent progress in reducing impaired driving. The case studies serve not as formal evaluations but rather brief descriptions of current programs where progress was made.

The process of selection for case study included:

- NHTSA's Regional Administrators were asked for recommendations of States with "good" impaired driving programs: have a high-visibility enforcement component; and have made progress recently;

- Availability of hard data that demonstrate program results; and
- Indication from FARS data of positive trends regarding impaired driving including number of alcohol-related crashes alcohol-related fatalities.

Together these criteria produced an initial list of 7 candidate States. Two States declined to participate, for various reasons, leaving 5: Colorado, Georgia, Minnesota, New Jersey, and Nevada. Three additional States with recent formal evaluations of their high-visibility enforcement activities were included (Connecticut, Tennessee, and West Virginia), bringing the total to 8 case study States.

Project staff interviewed each State's Governor's Representative or Coordinator by telephone. Additional information was obtained as appropriate from other persons recommended in that interview. Information on Connecticut, Tennessee, and West Virginia was obtained from the published evaluation reports.

### III. RESULTS

#### Process Information

##### *Labor Day Holiday Period Paid Publicity*

Approximately \$18.3 million was directed toward enforcement-centered advertisements for the 2006 national impaired driving campaign. NHTSA spent nearly \$10.3 million on the placement of national advertisement spots on television and radio formats. The majority of dollars spent went towards television, less towards radio. Other types of formats (billboards, Web sites, video games) were purchased but to a lesser extent. The amount spent on the national advertisement purchase equaled approximately 3¢ per capita.

The radio and television advertisements aired extensively and were strategically positioned at times and during shows that attracted target audiences, primarily adult males 18 to 34. Paying for advertisement placement was necessary to reach the specific target group with sufficient frequency within a short time frame, to ensure message retention. Approximately 1 out of every 10 dollars spent went towards reaching a Hispanic male audience 18 to 34.

State-reported publicity information was obtained from NHTSA’s online reporting system ([www.mobilizationsdata.com](http://www.mobilizationsdata.com)). Thirty States and Territories reported the dollars they spent to place advertisements. Across these 30, approximately \$8 million was spent for either television or radio advertisements. That amount equaled approximately 5¢ per capita. For television media buys, States spent approximately 4¢ per capita. Typically States spent less on radio advertisements than on television, and spent far fewer dollars buying advertisement space in newspapers and on billboards.

**Table 1. Estimated Amount Spent on Paid Advertisements; National and States**

	Estimated Dollars	Cents per Capita**
<b>National Buy</b>	<b>\$10,270,331</b>	<b>3</b>
Television	\$8,503,226	3
Radio	\$1,170,979	<1
Other (billboard, Web, video games, else)	\$596,126	<1
<b>State Buy (30)*</b>	<b>\$8,058,909</b>	<b>5</b>
Television (26*)	\$4,284,884	4
Radio (28*)	\$3,346,232	2
Newsprint (7*)	\$89,510	<1
Billboard (9*)	\$212,081	<1
Other/Unknown (9*)	\$126,202	<1

\* Number of States/Territories reporting an amount greater than zero dollars.

\*\* Based on dollar amount divided by (U.S. Census) resident population of reporting States.

Media venues often provided value-added or bonus spots on television and radio for the national television and radio buys. Simply put, these are television or radio advertisements that air, but are not purchased. The bonus exposures did not necessarily reach the target audiences or air at the highest viewing times, but they provided an added benefit. Based on NHTSA’s national budget of \$10.3 million,

the media buy received an estimated 42% in value-added exposure (\$4.3 million) for the advertisement campaign.<sup>2</sup>

#### *Labor Day Holiday Period Earned Publicity*

Earned media typically started in States before the paid media and enforcement crackdown, with a flurry of kickoff press events, featuring newsworthy personalities at all levels of government and law enforcement, as well as spokespeople for health and highway safety advocacy groups. AkinsCrisp Public Strategies assisted NHTSA with the nationwide launch of the campaign.

AkinsCrisp, working closely with the Tombras Group, helped NHTSA organize multiple national radio interviews for NHTSA and key partners to kickoff and promote the holiday campaign. Key partners included the Governors' Highway Safety Association, International Association of Chiefs of Police, and MADD. Earned media events at the time of kickoff included both radio and television interviews. Throughout the campaign 432 television news stories were documented in 167 designated market areas and 1,067 news stories were documented through clipping services.

In regard to local efforts, press releases were distributed to local print news before, sometimes during, and after to raise awareness of the campaign. Additional interviews, press releases, etc., continued to bring news coverage to the ongoing enforcement effort. The intent was that these events would put the motoring public on notice that local law enforcement would be cracking down on alcohol-related violations. During the 2006 crackdown, media activity reported to NHTSA by the States included: 359 press conferences; 1,715 television news stories; 1,101 radio news stories; and 3,984 print news stories. The earned media activity reported here comes from law enforcement agencies (LEAs) and State Highway Safety Offices that participated and reported on earned media activities at the end of the campaign. These counts of activities likely underreport what actually occurred and was reported by these States.

#### *Labor Day Holiday Period Enforcement*

The enforcement activities reported here come from LEAs that participated and reported to their State Highway Safety Offices at the end of the campaign. Across the 50 States and the District of Columbia, State Highway Safety Offices reported that 8,425 LEAs participated in the crackdown in 2006. Of those, 6,798, or 81%, reported their crackdown activities.

Table 2 shows the number of alcohol-related and select other citations issued during the crackdown. Enforcement results were dependent on level of arrest and ticket writing, and also on the number of agencies reporting and completeness in reporting. For instance, while 48 States/territories reported information on DWI arrests, less than those reported on other citation types. Several States provided information indicating that far fewer than the total number of participating agencies actually reported and, as such, what is presented in Table 2 likely understates total enforcement activities.

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<sup>2</sup> Source: The Tombras Group

**Table 2. Number of Law Enforcement Agency Actions**

<b>Enforcement Action</b>	<b>Number</b>	<b>Per 10,000 Population**</b>
<b>DWI Arrests (48*)</b>	<b>40,062</b>	<b>1.4</b>
Speeding (38*)	319,556	16.4
Adult Safety Restraint Citations (40*)	101, 918	5.2
Unrestrained Child Citations (38*)	9,875	0.5
Drug Citations/Arrests (32*)	12,080	0.7

\* Number of States/Territories reporting an amount greater than zero.

\*\* Based on dollar amount divided by (U.S. Census) total resident population of reporting States.

Forty-eight States, and the District of Columbia, reported 40,062 DWI arrests during the two-week enforcement campaign. In addition, there were 319,556 speeding citations reported issued during the same time-period. Over 400,000 other citation types were reported, including over 100,000 for unrestrained adults, close to 10,000 for unrestrained children, and nearly 12,000 drug citations/arrests.

### **Trend in FBI Uniform Crime Reporting - DWI Arrests**

The FBI Uniform Crime Reporting program receives and publishes data from law enforcement agencies in each State on reported crimes including DWI. These data are shown in Table 3 for the six years 2001-2006 for each State. Not all law enforcement agencies report to the FBI each year. In the table, the first row for each State shows the percentage of the population covered by the agencies that did report. The second row for each State shows the number of annual DWI arrests made per 1,000 population covered by the reporting agencies. The third row shows DWI arrests projected to the full State (U.S. Census) resident population, based on the known rate.

The Table below shows that the 2006 DWI arrest rate was higher than in 2005 in 26 of the 49 States providing data; 3 remained unchanged; and for 20 the rate decreased. The 2006 DWI arrest rate was lowest in Delaware (0.3 per 1,000 population, 100% agencies reporting) and highest in Wyoming (10.8 per 1000 population, 98% agencies reporting).

**Table 3. Number DUI Arrests by State; 2001-2006**

<b>State</b>		<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>
	%						
	Covered	75%	84%	91%	89%	71%	80%
	Rate	3.9	3.7	3.5	3.4	3.6	3.4
<b>ALABAMA</b>	Estimate	17482	16419	15802	15338	16376	15416
	%						
	Covered	91%	91%	97%	97%	97%	96%
	Rate	7.8	8.1	7.7	8.0	7.4	6.8
<b>ALASKA</b>	Estimate	4936	5164	5017	5260	4903	4530
	%						
	Covered	95%	95%	96%	97%	90%	96%
	Rate	6.6	8.0	7.3	6.8	6.4	6.0
<b>ARIZONA</b>	Estimate	35138	43665	40623	38840	38316	36880

State		2001	2002	2003	2004	2005	2006
ARKANSAS	%						
	Covered	71%	52%	66%	54%	78%	69%
	Rate	7.7	7.0	5.2	4.7	4.6	4.8
	Estimate	20681	18850	14066	12910	12864	13577
CALIFORNIA	%						
	Covered	100%	99%	99%	94%	99%	100%
	Rate	5.2	5.1	5.3	5.3	5.0	5.4
	Estimate	178098	180332	187191	189459	182481	198681
COLORADO	%						
	Covered	78%	81%	71%	86%	92%	95%
	Rate	6.8	6.3	6.1	5.4	5.7	6.9
	Estimate	30276	28379	27675	24793	26484	32649
CONNECTICUT	%						
	Covered	90%	70%	65%	84%	88%	61%
	Rate	3.3	2.7	2.4	3.1	3.0	2.4
	Estimate	11261	9179	8481	10776	10582	8371
DELAWARE	%						
	Covered	90%	85%	100%	91%	100%	100%
	Rate	0.3	0.3	0.3	0.2	0.2	0.3
	Estimate	225	215	224	187	200	233
FLORIDA	%						
	Covered	100%	99%	100%	100%	100%	100%
	Rate	3.7	3.7	3.3	3.2	3.2	3.1
	Estimate	60256	60913	56873	55728	57559	55508
GEORGIA	%						
	Covered	47%	49%	54%	35%	37%	34%
	Rate	5.4	5.7	5.2	4.8	4.1	5.2
	Estimate	45879	48935	45898	42922	37390	48838
HAWAII	%						
	Covered	88%	78%	101%	88%	82%	84%
	Rate	2.7	2.4	3.2	3.7	4.1	4.7
	Estimate	3327	2969	4010	4680	5280	6014
IDAHO	%						
	Covered	92%	97%	94%	91%	63%	84%
	Rate	7.2	7.6	7.3	7.2	6.8	8.3
	Estimate	9454	10198	9951	10059	9693	12223
ILLINOIS	%						
	Covered	23%	23%	23%	23%	23%	23%
	Rate	2.3	2.0	2.1	2.1	2.1	2.0
	Estimate	29346	25333	26043	26435	26855	25442
INDIANA	%						
	Covered	69%	69%	74%	74%	75%	59%
	Rate	5.7	6.2	6.2	6.0	5.9	6.0
	Estimate	34850	38361	38627	37072	36909	38111
IOWA	%						
	Covered	69%	91%	91%	85%	89%	83%
	Rate	3.9	4.9	4.7	5.6	5.2	5.3
	Estimate	11409	14484	13972	16397	15477	15667

State		2001	2002	2003	2004	2005	2006
KANSAS	% Covered	NA	49%	48%	71%	47%	65%
	Rate	NA	8.1	8.2	7.0	7.0	6.3
	Estimate	NA	21996	22374	19035	19279	17435
KENTUCKY	% Covered	22%	23%	26%	25%	64%	23%
	Rate	6.1	6.2	5.1	5.5	8.2	5.1
	Estimate	24879	25484	20802	22739	34267	21244
LOUISIANA	% Covered	72%	71%	73%	70%	54%	48%
	Rate	4.2	3.9	3.4	3.6	3.6	4.3
	Estimate	18943	17274	15226	16004	16189	18242
MAINE	% Covered	97%	100%	99%	100%	99%	100%
	Rate	5.4	5.3	5.6	5.5	4.9	5.8
	Estimate	6958	6827	7331	7200	6481	7725
MARYLAND	% Covered	71%	59%	100%	100%	99%	99%
	Rate	5.4	6.2	4.3	4.2	4.2	4.1
	Estimate	29227	33628	23548	23587	23343	23081
MASSACHUSETTS	% Covered	80%	72%	70%	71%	77%	85%
	Rate	2.2	2.0	1.9	2.0	2.3	1.5
	Estimate	14107	12716	12313	13140	14617	9834
MICHIGAN	% Covered	83%	96%	97%	93%	97%	93%
	Rate	5.6	5.2	5.0	4.8	4.8	4.7
	Estimate	55993	52168	50092	48912	48128	47714
MINNESOTA	% Covered	73%	83%	83%	70%	94%	89%
	Rate	6.2	6.5	5.9	6.5	6.3	5.7
	Estimate	31078	32555	29810	33253	32538	29251
MISSISSIPPI	% Covered	41%	54%	48%	51%	50%	56%
	Rate	8.3	7.7	8.1	8.0	6.4	7.0
	Estimate	23701	22079	23156	23001	18661	20253
MISSOURI	% Covered	81%	84%	97%	83%	63%	98%
	Rate	4.9	7.2	6.7	6.2	5.7	6.8
	Estimate	27861	40872	38059	35450	33310	39494
MONTANA	% Covered	57%	66%	60%	NA	83%	NA
	Rate	5.1	4.4	4.1	NA	4.0	NA
	Estimate	4589	4045	3757	NA	3764	NA
NEBRASKA	% Covered	78%	91%	86%	93%	90%	87%
	Rate	7.9	8.2	8.7	8.6	9.0	8.2
	Estimate	13635	14140	15059	14995	15762	14577

State		2001	2002	2003	2004	2005	2006
NEVADA	% Covered	99%	71%	N/A	97%	100%	99%
	Rate	4.3	3.4	N/A	4.1	4.0	4.5
	Estimate	8922	7302	N/A	9452	9751	11122
NEW HAMPSHIRE	% Covered	53%	64%	69%	76%	83%	79%
	Rate	4.5	5.0	5.7	5.6	4.7	4.6
	Estimate	5659	6337	7337	7307	6084	6052
NEW JERSEY	% Covered	96%	97%	93%	97%	96%	97%
	Rate	3.0	2.9	3.0	2.9	2.9	3.0
	Estimate	25136	24696	25830	25523	25618	26009
NEW MEXICO	% Covered	46%	64%	55%	76%	74%	65%
	Rate	8.0	9.1	8.6	8.9	7.9	6.7
	Estimate	14629	16835	16069	16923	15149	13008
NEW YORK	% Covered	32%	33%	45%	51%	51%	49%
	Rate	3.1	3.6	3.1	2.8	3.0	3.0
	Estimate	60003	69091	60321	53350	57279	58649
NORTH CAROLINA	% Covered	91%	83%	79%	71%	86%	76%
	Rate	8.9	8.4	8.2	8.2	3.9	7.5
	Estimate	72930	70058	69043	70071	33407	66496
NORTH DAKOTA	% Covered	86%	90%	85%	80%	87%	90%
	Rate	5.8	5.8	7.1	7.9	7.5	8.0
	Estimate	3693	3705	4492	5021	4752	5064
OHIO	% Covered	53%	57%	49%	68%	57%	50%
	Rate	3.5	3.2	3.6	2.6	3.1	3.3
	Estimate	39956	36323	41197	29477	35204	38226
OKLAHOMA	% Covered	94%	98%	100%	97%	94%	91%
	Rate	6.5	6.3	6.0	5.6	4.7	4.9
	Estimate	22520	22053	20899	19558	16823	17526
OREGON	% Covered	92%	84%	91%	95%	94%	84%
	Rate	5.1	4.5	4.2	4.9	4.3	4.5
	Estimate	17756	15820	14791	17537	15802	16737
PENNSYLVANIA	% Covered	79%	85%	85%	87%	85%	88%
	Rate	3.8	3.7	3.8	3.9	3.9	4.2
	Estimate	46565	45994	46581	47931	48690	52449
RHODE ISLAND	% Covered	91%	98%	100%	100%	81%	89%
	Rate	2.0	1.8	1.9	2.2	2.7	2.2
	Estimate	2079	1974	2020	2363	2849	2370

State		2001	2002	2003	2004	2005	2006
SOUTH CAROLINA	% Covered	30%	54%	13%	16%	91%	90%
	Rate	4.8	1.6	7.3	3.2	2.2	2.0
	Estimate	19407	6633	30382	13608	9499	8526
SOUTH DAKOTA	% Covered	48%	69%	86%	55%	36%	47%
	Rate	9.3	7.8	8.1	9.1	7.2	10.1
	Estimate	7083	5910	6217	6992	5613	7906
TENNESSEE	% Covered	80%	85%	84%	82%	78%	81%
	Rate	5.1	5.1	5.0	4.9	4.8	4.8
	Estimate	29480	29724	29440	28797	28580	28840
TEXAS	% Covered	97%	99%	94%	99%	96%	96%
	Rate	4.4	4.2	4.2	4.4	4.1	3.9
	Estimate	93324	91067	92270	97988	94584	92306
UTAH	% Covered	76%	95%	72%	63%	84%	79%
	Rate	4.3	3.6	3.5	3.6	3.1	3.2
	Estimate	9738	8290	8283	8668	7813	8211
VERMONT	% Covered	84%	86%	77%	84%	87%	83%
	Rate	5.5	5.7	5.5	6.2	6.7	6.8
	Estimate	3399	3518	3387	3872	4187	4244
VIRGINIA	% Covered	77%	86%	75%	87%	77%	77%
	Rate	3.7	3.4	3.4	3.5	3.8	3.6
	Estimate	26832	25107	25117	26275	28927	27770
WASHINGTON	% Covered	79%	84%	74%	76%	86%	82%
	Rate	6.3	6.8	8.1	8.1	6.8	7.0
	Estimate	37843	41198	49692	50051	42793	45021
WEST VIRGINIA	% Covered	49%	51%	45%	58%	85%	49%
	Rate	4.6	4.4	4.5	3.7	4.3	4.5
	Estimate	8361	7959	8158	6677	7760	8269
WISCONSIN	% Covered	17%	91%	76%	72%	68%	95%
	Rate	3.5	7.0	7.0	8.5	8.4	7.8
	Estimate	18867	37932	38139	46994	46639	43137
WYOMING	% Covered	98%	98%	95%	97%	98%	98%
	Rate	9.7	9.0	8.8	9.5	10.2	10.8
	Estimate	4768	4473	4393	4821	5180	5554

N/A = No Data Available

## Telephone Awareness Surveys – Labor Day 2006

The evaluation of the 2006 National Labor Day holiday campaign included a pre- and post-program national sample telephone survey<sup>3</sup> surrounding the Labor Day holiday campaign. Survey questions were designed to measure public awareness of the campaign, attitudes toward law enforcement of drinking and driving laws, and drinking-driving behavior.

A total of 2,436 respondents participated in computer-assisted telephone interviewing surrounding the Labor Day holiday campaign: 1,214 in the pre-wave surveys conducted from July 23 through August 6, 2006; and 1,222 post-wave surveys conducted from September 9 through September 24, 2006.

Qualified respondents had to be 18 or older, must have driven a motor vehicle in the past year, and must have consumed an alcoholic beverage in the past year. The pre- and post-program survey samples had proportionally similar demographic characteristics of sex, age, race and ethnicity, annual household income, driving frequency; type of vehicle driven most frequently; and seat belt use. English-language and Spanish-language surveys were available. The full battery of questions is presented in Appendix B.1, National Telephone Survey.

Selected survey results are presented below, grouped as they pertain to: exposure to program messages; exposure to law enforcement messages; perception of law enforcement activity, and self-reported behavior. Tests of significance (chi-square test) were performed for overall respondents and for respondents 18 to 34. Total respondents 18 to 34 numbered 269 in the pre-survey and 228 in the post-survey. The sampling error for this sub-group of respondents was large, and as such, apparent pre-post differences in awareness survey results were not always found to be statistically significant. Comprehensive results are presented in Appendix B.2, Telephone Survey Results.

### *Exposure to Program Message*

The national telephone survey included questions about recent exposure and knowledge of general anti-drinking driving media and specific 2006 *Drunk Driving. Over the Limit. Under Arrest.* messages.

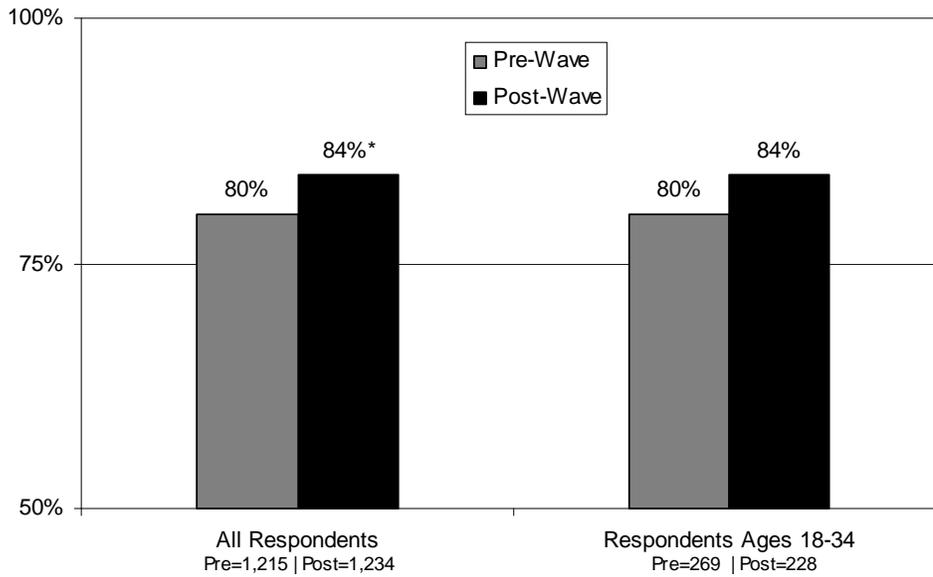
Participants were asked if in the past 30 days they had seen or heard any messages that encouraged people to avoid driving after drinking. Eighty percent of respondents in the pre-wave survey indicated that they had experienced recent anti-drinking and driving media; a significant increase in media exposure was achieved by the time of the post-wave survey period, with 84% of respondents reporting having seen or heard program messages (Figure 2). Respondents 18 to 34 also measured an increase from 80% to 84%, but that difference was not statistically significant.

Individuals who saw or heard messages to avoid driving after drinking most often reported television (38%) as the source, followed by billboard/signs, radio, and newspaper. Personal observation, friends or relatives, and other sources made up less than 10% (Figure 3). Report of radio as the source of messages measured slightly higher in the post wave (17% to 19%) but that increase was not statistically significant. All other sources also remained relatively stable over time. Respondents in the 18- to 34-year-old age group were more likely to have been exposed to messages through billboards/signs (36%) and radio (28%) than television (23%) and that was unlike older respondents (Figure 4).

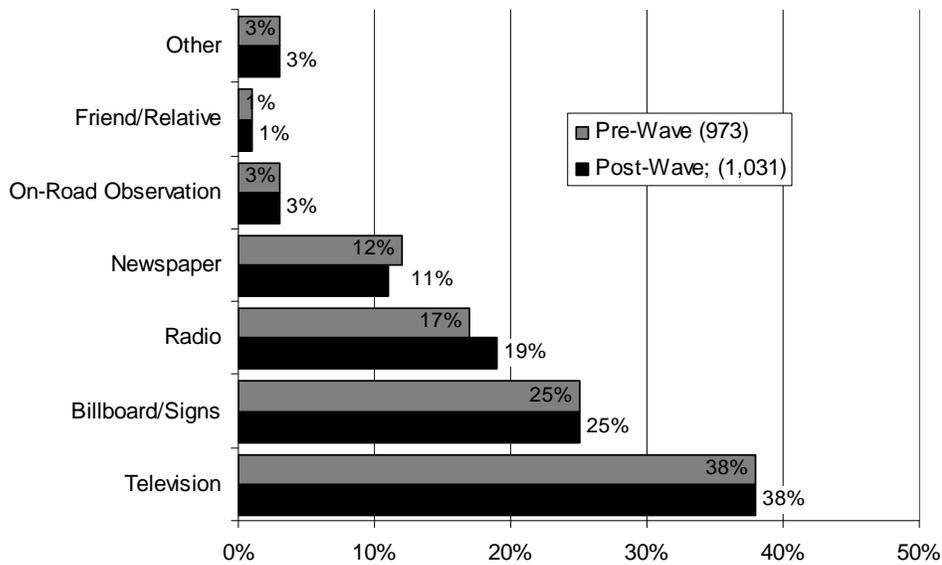
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<sup>3</sup> M. Davis and Company, Inc., conducted the 2006 National Alcohol Crackdown telephone surveys.

**Figure 2. Recent Exposure to a Drinking and Driving Message**

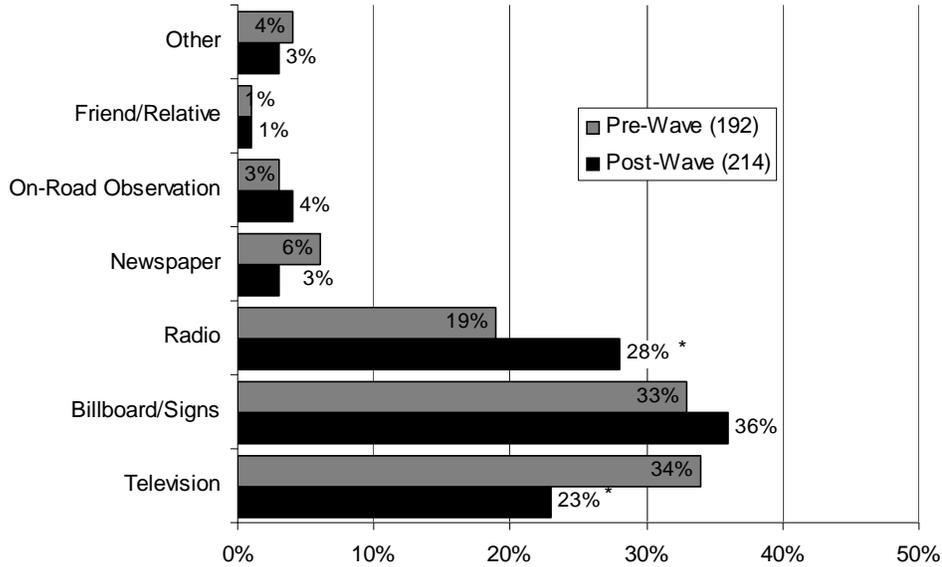


**Figure 3. Program Message Source; All Respondents**



\*Significance testing is 95% level of confidence compared to pre-wave.

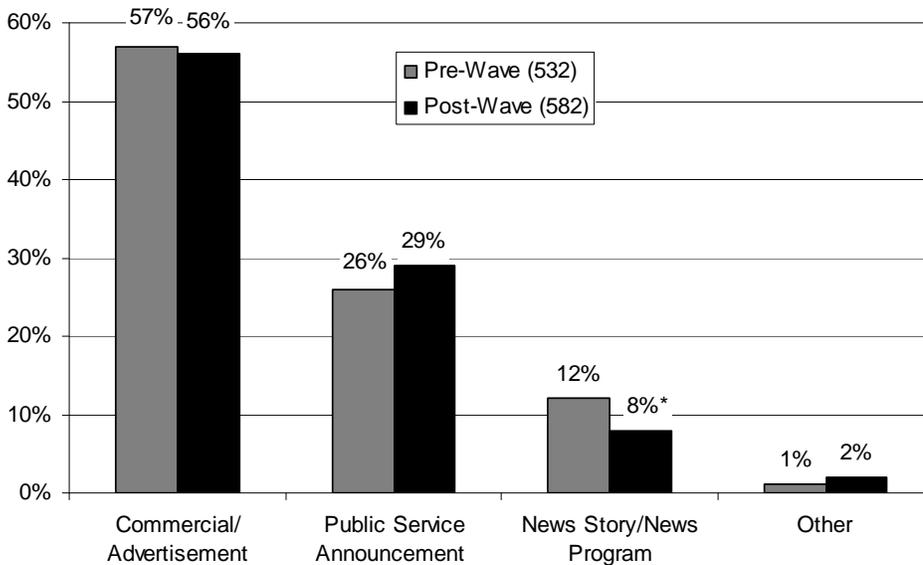
**Figure 4. Program Message Source; Respondents Age 18 to 34**



\*Significance testing is 95% level of confidence compared to pre-wave.

Respondents reported television and radio broadcast media recognition of anti-drinking-and-driving messages in four categories: commercial; public service announcement (PSA); news story/news program; and other (Figure 5). The majority of survey respondents reported being informed through commercial advertising segments, less than one-third through PSAs, with news segments and other media representing less. Report of exposure through PSAs measured higher in the post-wave survey period and a statistically significant decrease was measured in reported exposure as news coverage (12 to 8%).

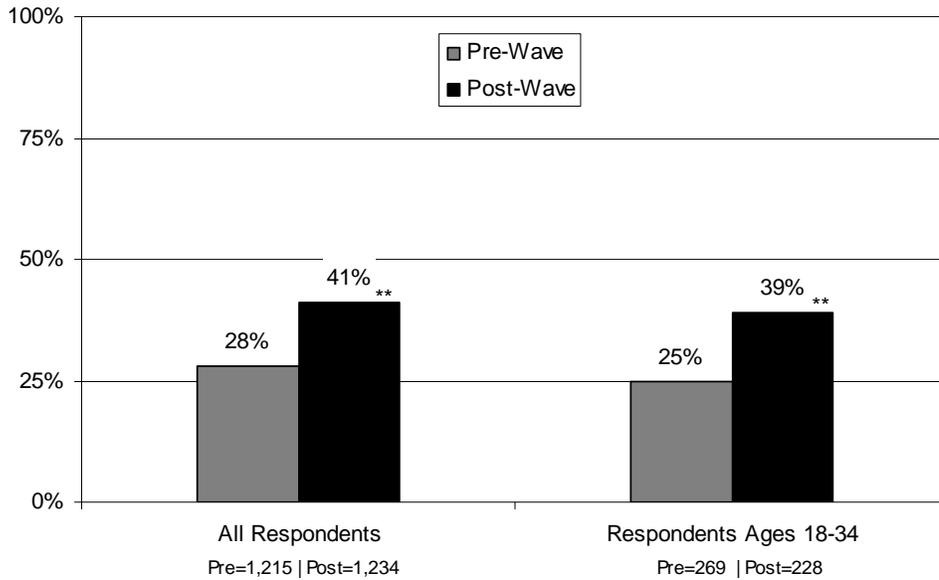
**Figure 5. Program Message Type**



\*Significance testing is 95% level of confidence compared to pre-wave

Survey respondents were asked in the past 30 days if had they seen or heard of any special effort by police in their community to reduce driving under the influence or driving drunk (Figure 6). There was a statistically significant increase in overall respondents reporting that they had (28% to 41%). Respondents 18 to 34 also increased sharply (25% to 39%) as did male respondents (30% to 45%).

**Figure 6. Recent Exposure to Message About Special Local Police Effort To Reduce Driving Under the Influence or Drunk Driving**



\*\*Significance testing is 99% level of confidence compared to pre-wave

To measure whether respondents had seen the 2006 impaired driving advertisements, surveyors delivered a prompt. They described the following scenes of the 2006 television advertisement to survey participants:

*The ad starts by showing drivers struggling in motor vehicles filled with liquid. A policeman stops one driver who opens the door, and the liquid comes pouring out. Next, a policeman circles an intersection on a map. The ad ends with a policeman testing a driver for alcohol use, handcuffing a violator, and putting him in a police car.*

Surveyors then asked participants if they recalled seeing this ad within the past two weeks. In the pre-wave survey, 4% of respondents recalled seeing the ad; in the post-wave, 50% recalled seeing the ad. There was also a statistically significant increase among proportion of respondent 18 to 34, the age group that the ad purchase targeted (5% to 58%).

#### *Exposure to Law Enforcement Messages*

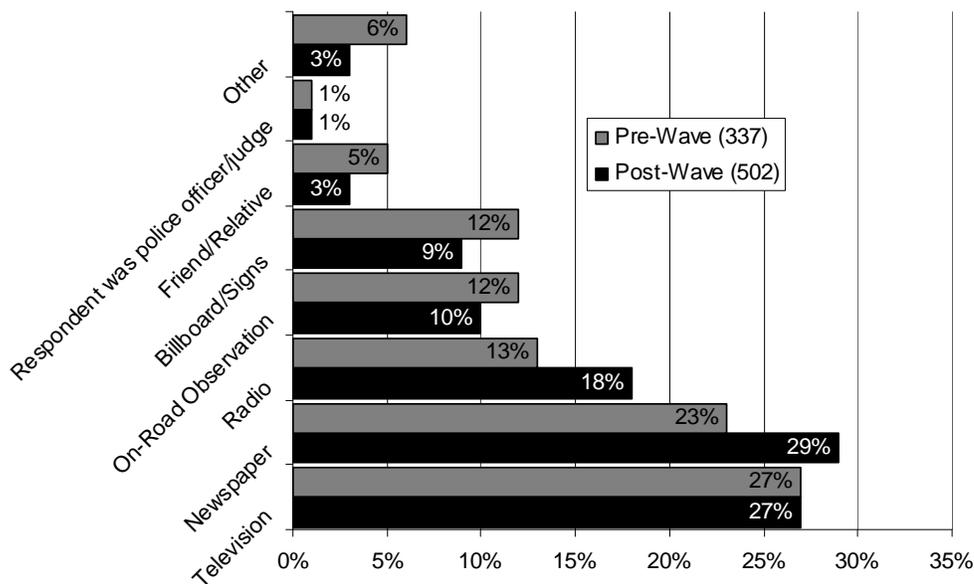
In addition to program message exposure, the national telephone survey included questions about recent exposure to and knowledge of law enforcement messages.

Telephone survey respondents were asked if, in the past 30 days, they had seen or heard of any special effort by police in their communities to reduce driving under the influence or drunk driving. In the post-wave period, 41% of respondents were aware of special enforcement efforts, representing a

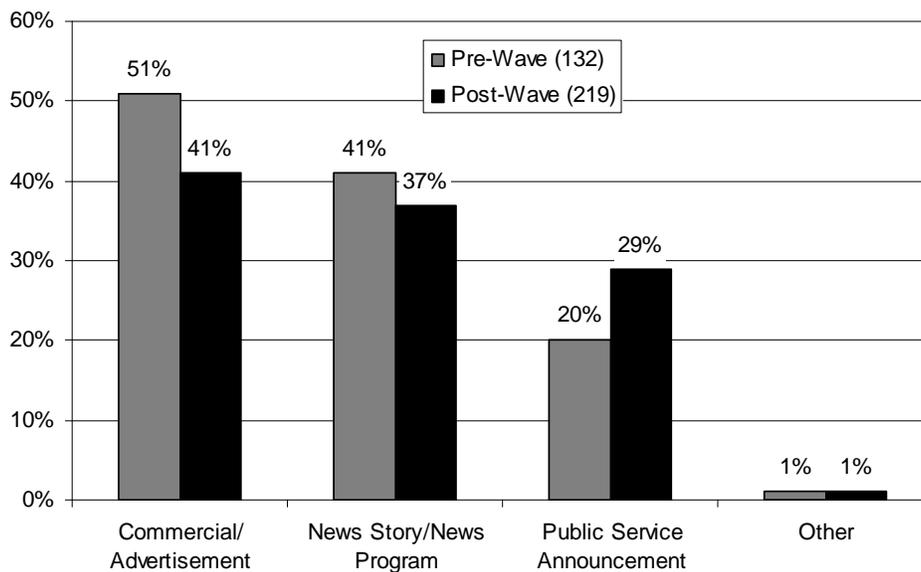
statistically significant increase from 28% in the pre-wave period. The majority of respondents (51% in the pre-wave, 59% in the post-wave) believed that these special efforts were occurring both at daytime and at nighttime hours and a smaller proportion of respondents believed special police efforts were happening at night (30% in the pre-wave, 24% in the post wave).

Respondents reported television and newspaper as the most common sources of their enforcement knowledge, together totaling over half of given responses. Reports of newspaper and radio increased in the post-wave but these differences were not statistically significant (Figure 7). Commercial/ads were most often reported as the enforcement message type followed by news stories and then public service announcements (Figure 8). Surveys found no statistically significant differences between the pre- and post-survey waves.

**Figure 7. Enforcement Message Source**



**Figure 8. Enforcement Message Type**



Surveyors asked if respondents knew the name or slogan of any enforcement programs that prevent driving under the influence or drunk driving in their State (Table 4). Without delivering a menu of prompts, surveyors asked what the slogan or program was called. Unaided respondents were most familiar with the programs MADD and DARE. Recall of the slogan “Don’t drink and drive” doubled from the pre- to the post-wave period (7% to 14%). The current national slogan “Drunk Driving. Over the Limit. Under Arrest.” remained constant at 2% and 3% in the pre- and post-wave surveys. When prompted with slogan names, respondents indicated knowing of the national slogan and a statistically significant increase was measured from the pre- to the post-wave period (32% to 38%).

**Table 4. Enforcement Program / Slogan Recall, Unprompted**

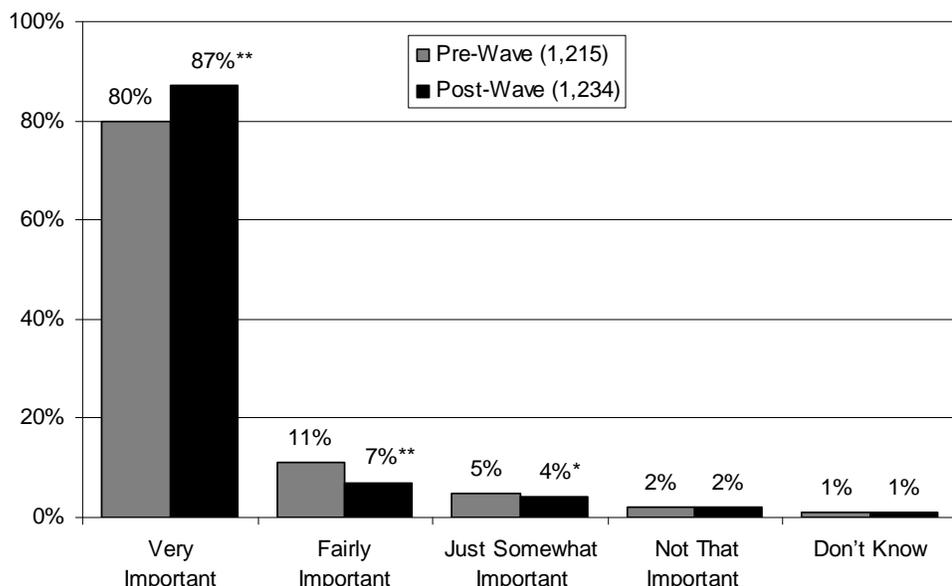
<b>Enforcement Program / Slogan</b>	<b>Pre-Wave (N=537)</b>	<b>Post-Wave (N=525)</b>
MADD/ Mothers Against Drunk Driving	42%	43%
DARE/ Drug Abuse Resistance Education	20%	16%
Don’t drink and drive.	7%	14%**
Friends don’t let friends drive drunk.	7%	4%*
SADD/ Students Against Drunk Driving	6%	5%
You drink and drive. You lose.	4%	6%
Drunk Driving. Over the Limit. Under Arrest.	2%	3%
<b>Drunk Driving. Over the Limit. Under Arrest. (Prompted)</b>	32%	38%**
Buzzed driving is drunk driving.	2%	1%
Get the keys.	0%	0%
Recovery month	0%	0%
Step away from your vehicle.	0%	0%
Other	10%	8%

Significance testing is 95% (\*) and 99% (\*\*) level of confidence compared to pre-wave.

#### *Perception of Law Enforcement Activity*

Ninety-seven percent of survey participants said they believe that it is important to some degree for their States to enforce State drinking-and-driving laws more strictly. This was clear in the pre-wave period, with 80% of respondents reporting that stepped-up enforcement is “very” important. In the post-wave period, this trend increased significantly, jumping 7 more percentage points (Figure 9). Large increases were measured among male respondents (74% to 83%) and respondents 18 to 34 years old (76% to 88%).

**Figure 9. Importance of Enforcement**



Significance testing is 95% (\*) and 99% (\*\*) level of confidence compared to pre-wave.

Virtually all respondents agreed on the importance of enforcing DWI laws. Yet over one-third did not think it is likely that they personally will be stopped by a law enforcement officer if they drive a motor vehicle while the amount of alcohol in their bodies was more than what the law allows (Table 5). The collection of post surveys indicated a statistically significant decrease in that proportion (36 to 29%) among the general population and among male respondents in particular (40 to 31%). Among the general population, those who said the likelihood of personally being stopped was either “very likely” or “somewhat likely” increased from 47% to 51% at the end of the campaign.

The proportion of respondents 18 to 34 that thought it was “not likely” to be stopped by law enforcement decreased (32% to 28%), but that difference was not statistically significant. There was an increase in the proportion of these respondents indicating that law enforcement was “somewhat likely to stop you” (28% to 34%) and a slight decrease (29% to 28%) indicating that law enforcement was “very likely to stop you.”

**Table 5. Likelihood of Police Stopping You if Drinking and Driving Above Legal Limit**

Likelihood of Enforcement	All Respondents		Respondents Age 18 to 34	
	Pre-Wave (N=1,215)	Post-Wave (N=1,234)	Pre-Wave (N=269)	Post-Wave (N=228)
Very Likely to Stop You	25%	27%	29%	28%
Somewhat Likely to Stop You	22%	24%	28%	34%
Not Likely to Stop You	36%	29%**	32%	28%
Don't Know	17%	18%	10%	11%

\*\*Significance testing is 99% level of confidence compared to pre-wave.

A statistically significant increase occurred in the perception that drivers were more likely to be stopped during the past month, up from 27% in the pre-wave period to 32% in the post-wave period. An increase was also apparent among respondents ages 18 to 34.

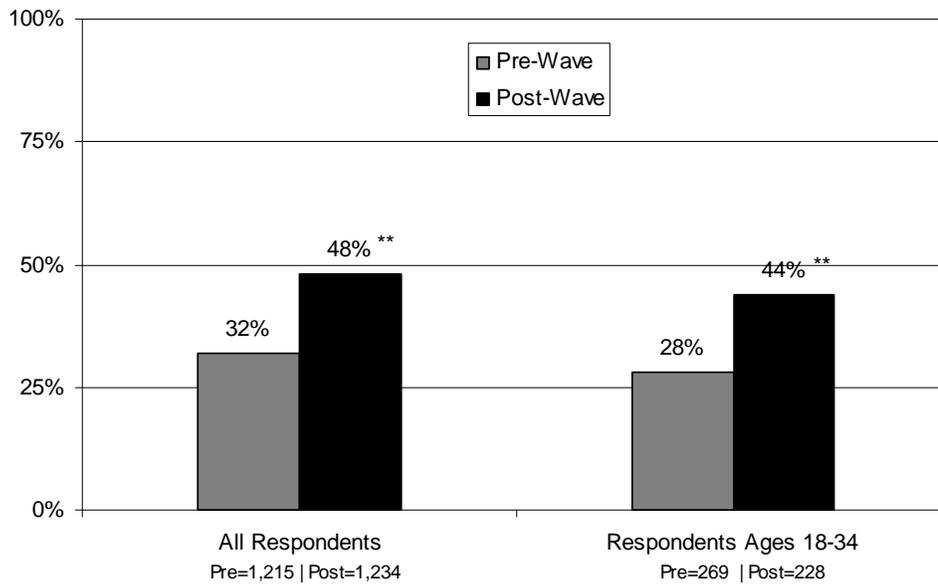
**Table 6. Perception of Enforcement in Past Month**

Perception of Enforcement in the Past Month	All Respondents		Respondents Age 18 to 34	
	Pre-Wave (N=1,215)	Post-Wave (N=1,234)	Pre-Wave (N=269)	Post-Wave (N=228)
More Likely	27%	32%**	30%	36%
Less Likely	8%	7%	7%	7%
About the Same	52%	46%**	54%	52%
Don't Know	13%	15%	9%	4%

\*\*Significance testing is 99% level of confidence compared to pre-wave.

More survey participants had seen or heard about police setting up DWI checkpoints or other DWI enforcement efforts in the post-wave period as compared to the pre-wave period (Figure 10). There was no change in the proportion of overall respondents (20%) who reported they had, in the past 30 days, personally driven past or driven through a police checkpoint set up to catch drivers who were driving while under the influence of alcohol or driving drunk. There was an apparent change in the proportion of younger respondents 18 to 34 who had gone through or by checkpoints (20% to 28%).

**Figure 10. Seen or Heard About DWI Enforcement in Past 30 Days**



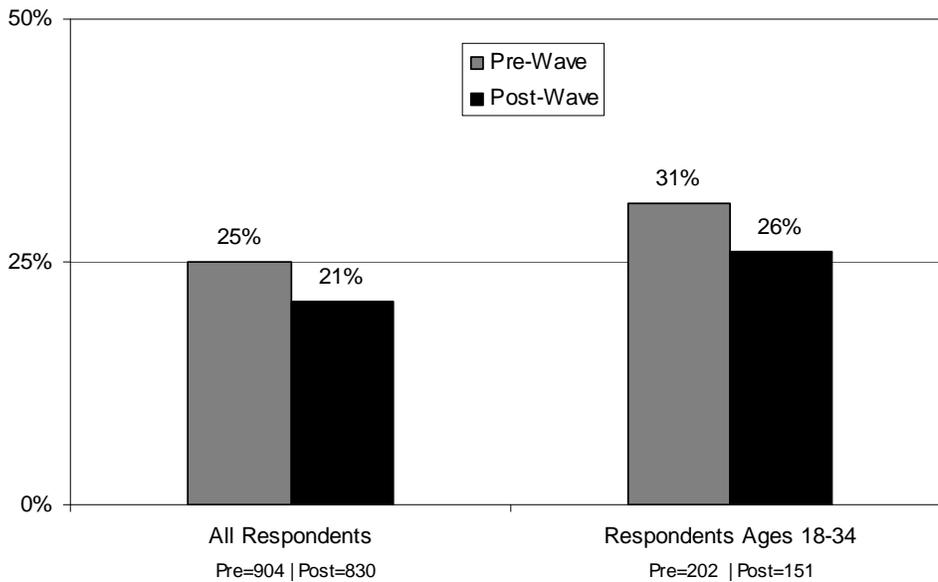
\*\*Significance testing is 99% level of confidence compared to pre-wave.

### Self-Reported Behavior

Seventy-four percent of respondents in the pre-wave and 67% of respondents in the post-wave period reported having at least one drink of any alcoholic beverage during the past 30 days. (The 7-point post-wave difference was significant with a 99% level of confidence). Respondents 18 to 34 reported a slightly larger decrease than the general population (75% to 66%).

Over two-thirds of overall participants reported drinking alcohol, and nearly a quarter admitted to some level of drinking and driving. A higher proportion of young respondents indicated drinking and driving in the past 30 days. The proportion of respondents that reported drinking and driving measured lower in the post-wave (Figure 11). Only 4% of the general respondents reported driving when they thought they had too much to drink to drive safely in the past 30 days and that did not change over time.

**Figure 11. Reported Drinking and Driving in Past 30 Days**



### Telephone Awareness Surveys: End-of-Year

Pre- and post-program telephone surveys<sup>4</sup> were conducted surrounding end-of-year activities that occurred in December 2006. Less enforcement and media took place at this time compared to the Labor Day holiday campaign and evaluation activities only included the collection of the national sample telephone surveys, as a follow up to the Labor Day campaign.

A total of 2,401 respondents participated in these two computer-assisted telephone interviews: 1,201 in the pre-wave surveys, conducted from November 27 through December 13, 2006; and 1,200 post-wave surveys, conducted from January 2 through January 20, 2008.

Selected results are presented in the table below showing a comparison from pre-post surveys for both the Labor Day and the end-of-year surveys. The full battery of questions for both surveys were the same; presented in Appendix B.1. Comprehensive survey results are also presented Appendix B.

<sup>4</sup> TMR, Inc., conducted the end-of-year 2006 telephone surveys.

Over one-quarter (28%) of survey respondents indicated recent exposure to a message concerning local DWI enforcement before the Labor Day campaign. That proportion increased by a 13-percentage-point increase by the time of the post-survey (41%). Exposure to messages decreased by the time of the end-of-year pre-survey (35%) before increasing by the time of the post-survey (44%). The Labor Day and the end-of-year campaigns both increased exposure to local enforcement messages. Exposure to the local enforcement messages increased more during Labor Day campaign compared to the end-of-year campaign (13-percentage-point increase versus 9-percentage-point increase).

Perceived enforcement increased during the Labor Day wave. The proportion of respondents who thought the likelihood of being stopped by police if driving above the legal alcohol limit increased (47% to 51%). The proportion that thought it was “more likely” to be stopped in the past month for driving above the legal limit also increased (27% to 32%). End-of-year surveys measured decreases from pre-to-post-surveys but those differences were not found to be significant.

Aided recognition of the campaign slogan, *Drunk Driving. Over the Limit. Under Arrest.* was relatively unchanged at the end-of-year compared to the end of the Labor Day campaign. Both survey waves indicated the campaigns contributed to statistically significant improvements in aided recall.

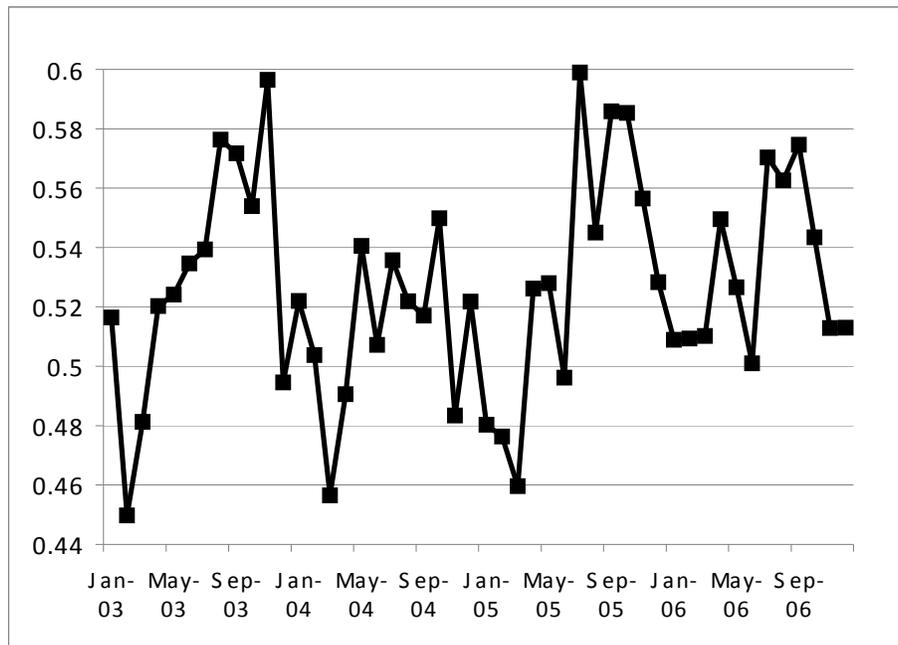
**Table 7. National Sample Telephone Surveys;  
2006 You Drink. You Drive. You Lose. Campaigns**

<b>Indicated recent exposure to messages about local enforcement for DWI driving</b>			
	Pre	Post	Percent Point Difference
Labor Day	28%	41%	+13**
End-of-Year	35%	44%	+9**
<b>Perception of enforcement – “somewhat/very likely to be stopped by police if drinking and driving above legal limit”</b>			
	Pre	Post	Percent Point Difference
Labor Day	47%	51%	+4*
End-of-Year	54%	50%	-5
<b>Perception of enforcement - “more likely to be stopped the past month if drinking alcohol”</b>			
	Pre	Post	Percent Point Difference
Labor Day	27%	32%	+5**
End-of-Year	35%	31%	-4
<b>Indicated recall (aided) of slogan – Drunk Driving. Over the Limit. Under Arrest.</b>			
	Pre	Post	Percent Point Difference
Labor Day	32%	38%	+6**
End-of-Year	25%	39%	+14**

## The Fatality Analysis Reporting System (FARS) Data

Figure 12 shows the rate of alcohol-related crashes per 100,000 vehicle miles traveled for years 2003 through 2006. A decrease in alcohol-related crashes per vehicle miles traveled (VMT) occurred after 2003 into 2004. A decrease, but not as large, continued into 2005 and was maintained into 2006.

**Figure 12. Alcohol-Related Crashes per 100k VMT; January 2003 - December 2006**



Source: NHTSA FARS

Number of alcohol-related motor vehicle fatalities by State for 2001 through 2006 are shown in Table 8. As indicated above, the total number of alcohol-related fatalities nationwide was essentially unchanged in 2006 compared to 2005 (17,602 compared to 17,590). The number of alcohol-related fatalities declined in 25 States plus the District of Columbia and the number of alcohol-related fatalities increased in the remaining 25 States. Some States showed a marked improvement comparing 2006 to 2005. Ten States showed a decrease of 10% or more in number of alcohol fatalities; 14 States showed an increase of 10% or more.

As noted above, male drivers 18 to 34 are overrepresented in alcohol-related crashes and fatalities, and as such, *Drunk Driving. Over the Limit. Under Arrest.* crackdowns have focused on these drivers. Table 9 shows the number of motor vehicle fatalities for male drivers (BAC .01 or higher) in the 18- to-34 age group, for years 2001 through 2006. Nationwide, the number of these fatalities decreased in 2006 compared to 2005 (5,654 compared to 5,782). These fatalities decreased in 31 States and the District of Columbia while 18 States posted increases. Fourteen States and the District of Columbia showed decreases of 10% or more; 9 States showed increases of 10% or more. Table 10 shows the number of motor vehicle fatalities for male drivers (BAC .08 or higher) 18 to 34, for years 2001 through 2006. Nationwide, the number of these fatalities decreased in 2006 compared to 2005 (4,872 compared 4,996). These fatalities decreased in 29 States and the District of Columbia, while 21 States posted increases. Sixteen States and the District of Columbia showed decreases of 10% or more; 13 States showed increases of 10% or more.

**Table 8. Alcohol-Related Fatalities by State, 2001-2006**

	2001	2002	2003	2004	2005	2006
Alabama	374	410	414	432	445	475
Alaska	47	37	37	31	37	23
Arizona	487	489	471	446	508	585
Arkansas	195	241	252	264	218	254
California	1,552	1,628	1,629	1,667	1,769	1779
Colorado	328	314	252	265	252	226
Connecticut	161	144	137	131	130	129
Delaware	66	50	61	51	64	57
District of Columbia	34	24	35	19	28	18
Florida	1,281	1,279	1,287	1,244	1,553	1,376
Georgia	558	533	483	536	562	604
Hawaii	59	47	71	64	72	84
Idaho	91	91	106	93	89	106
Illinois	623	653	637	613	595	594
Indiana	320	262	261	304	325	319
Iowa	152	137	145	111	117	148
Kansas	193	227	199	139	142	170
Kentucky	251	302	277	307	311	272
Louisiana	444	427	410	424	439	475
Maine	65	50	75	70	60	74
Maryland	282	276	287	286	239	268
Massachusetts	228	224	215	207	186	174
Michigan	520	494	485	431	438	440
Minnesota	225	256	266	191	208	183
Mississippi	277	335	321	352	390	375
Missouri	520	518	493	460	535	500
Montana	104	126	127	105	125	126
Nebraska	94	117	121	92	93	89
Nevada	133	165	180	154	169	186
New Hampshire	67	50	51	59	61	52
New Mexico	285	281	279	270	284	341
New Jersey	216	219	206	213	193	186
New York	505	482	540	594	580	558
North Carolina	536	592	528	549	562	554
North Dakota	53	49	53	39	59	50
Ohio	608	558	466	492	519	488
Oklahoma	270	251	260	282	286	263
Oregon	187	180	207	204	177	196
Pennsylvania	646	649	621	616	639	600
Rhode Island	48	46	59	43	48	42
South Carolina	582	549	490	463	555	523
South Dakota	85	92	97	83	81	80
Tennessee	533	485	443	542	473	509
Texas	1,807	1,810	1,771	1,704	1,672	1,677
Utah	70	71	47	75	40	69
Vermont	34	27	29	32	30	29
Virginia	339	379	367	363	362	379
Washington	281	299	261	247	302	294
West Virginia	136	179	148	142	129	161
Wisconsin	366	360	388	358	380	364
Wyoming	82	67	63	59	66	80
<b>Total States</b>	<b>17,400</b>	<b>17,524</b>	<b>17,105</b>	<b>16,919</b>	<b>17,590</b>	<b>17,602</b>

Source: NHTSA FARS

**Table 9. Drivers with Positive BACs (.01 or higher) Involved in Fatal Crashes:  
Males 18 to 34 Years Old, 2001-2006**

<b>State</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>
Alabama	137	162	128	159	152	158
Alaska	14	16	5	6	12	7
Arizona	164	136	132	133	145	164
Arkansas	66	89	74	91	76	78
California	508	579	536	568	609	552
Colorado	118	112	90	88	92	73
Connecticut	55	50	50	42	51	48
Delaware	19	16	25	20	20	12
District of Columbia	13	10	13	9	9	7
Florida	362	359	352	347	422	372
Georgia	182	153	153	176	179	191
Hawaii	21	23	30	23	21	31
Idaho	30	31	34	39	29	31
Illinois	205	267	234	209	196	194
Indiana	106	98	75	109	113	119
Iowa	51	50	42	41	43	44
Kansas	66	80	73	50	50	59
Kentucky	78	101	87	99	106	96
Louisiana	166	158	130	139	142	163
Maine	18	16	21	20	22	19
Maryland	85	102	103	102	79	92
Massachusetts	80	84	82	71	74	62
Michigan	172	159	135	144	132	134
Minnesota	77	93	99	72	63	72
Mississippi	99	106	113	119	125	133
Missouri	189	186	183	161	186	175
Montana	32	36	48	38	35	42
Nebraska	34	47	45	32	35	42
Nevada	42	47	50	45	61	52
New Hampshire	16	19	14	22	15	16
New Jersey	106	94	92	96	89	62
New Mexico	66	71	64	65	51	64
New York	162	154	165	207	192	177
North Carolina	190	206	215	203	193	193
North Dakota	18	15	21	10	19	14
Ohio	213	189	146	167	165	149
Oklahoma	83	87	97	93	91	83
Oregon	53	47	51	68	46	58
Pennsylvania	244	229	210	210	233	204
Rhode Island	20	20	25	12	16	13
South Carolina	216	199	154	157	200	165
South Dakota	26	22	30	20	28	25
Tennessee	201	172	140	186	150	166
Texas	647	706	649	612	578	569
Utah	25	28	13	26	8	26
Vermont	11	12	6	11	13	7
Virginia	108	145	121	132	117	124
Washington	102	113	86	97	117	105
West Virginia	52	68	50	47	41	42
Wisconsin	127	135	149	121	119	138
Wyoming	24	20	17	17	24	30
<b>Total</b>	<b>5,896</b>	<b>6,111</b>	<b>5,651</b>	<b>5,731</b>	<b>5,782</b>	<b>5,654</b>

Source: NHTSA FARS

**Table 10. Drivers with Positive BACs (.08 or higher) Involved in Fatal Crashes:  
Males 18 to 34 Years Old, 2001-2006**

<b>State</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>
Alabama	119	141	110	140	135	134
Alaska	14	14	3	6	11	5
Arizona	140	119	118	118	127	133
Arkansas	51	73	60	78	68	61
California	419	469	431	472	517	471
Colorado	93	97	80	78	81	64
Connecticut	48	44	43	39	46	45
Delaware	18	14	23	18	17	10
District of Columbia	9	9	11	7	7	5
Florida	300	304	298	296	365	326
Georgia	152	127	136	147	156	167
Hawaii	16	20	23	20	18	28
Idaho	24	23	29	34	28	27
Illinois	183	232	208	175	167	163
Indiana	86	81	63	94	92	104
Iowa	40	38	34	30	39	37
Kansas	55	69	63	37	39	51
Kentucky	63	86	74	87	90	83
Louisiana	140	135	116	108	120	138
Maine	16	15	19	20	19	16
Maryland	66	79	75	84	64	74
Massachusetts	71	73	68	62	67	53
Michigan	147	139	113	120	114	119
Minnesota	70	76	85	65	55	63
Mississippi	90	91	100	109	109	118
Missouri	152	160	160	141	154	145
Montana	29	31	41	35	33	37
Nebraska	27	39	37	29	28	36
Nevada	36	40	42	39	52	44
New Hampshire	13	18	11	21	14	15
New Jersey	92	80	78	75	76	50
New Mexico	58	60	53	54	47	58
New York	132	132	139	182	160	146
North Carolina	160	179	172	180	174	165
North Dakota	17	13	20	9	18	12
Ohio	175	167	124	148	139	133
Oklahoma	73	72	81	76	80	69
Oregon	44	42	43	56	37	51
Pennsylvania	212	198	179	183	204	178
Rhode Island	18	18	23	12	14	11
South Carolina	188	173	133	134	170	145
South Dakota	24	18	28	19	26	25
Tennessee	172	143	125	162	131	144
Texas	554	610	560	528	502	497
Utah	20	25	11	26	8	24
Vermont	11	10	2	7	13	7
Virginia	93	125	100	111	102	108
Washington	87	101	74	85	100	90
West Virginia	46	61	44	42	36	37
Wisconsin	115	114	135	104	107	127
Wyoming	21	17	15	14	23	26
<b>Total</b>	<b>4,999</b>	<b>5,216</b>	<b>4,813</b>	<b>4,914</b>	<b>4,996</b>	<b>4,872</b>

Source: NHTSA FARS

#### **IV. CASE STUDIES OF STATE HIGH-VISIBILITY IMPAIRED DRIVING ENFORCEMENT**

This document contains short summary case studies of 8 State high-visibility impaired driving enforcement programs. The procedures for selecting the States and conducting the studies are described below. Case study information sources are located in Appendix C.

Case study goal: To document current high-visibility enforcement programs in several States that have made progress recently in reducing impaired driving. The case studies are not formal evaluations in any sense but merely descriptions of current programs together with some data that show recent progress.

State selection: Each NHTSA Regional Administrator was asked for recommendations for States in their regions with a “good impaired driving program that has a high-visibility enforcement component ... and some hard data that demonstrate the program's results.” In addition, project staff examined recent FARS data and trends on several impaired driving measures. Together these produced an initial list of 7 States. Project staff then contacted the Governor’s Representative or Coordinator in each candidate State. Two States declined to participate, for various reasons, leaving 5: Colorado, Georgia, Minnesota, New Jersey, and Nevada. In addition, 3 States with recent formal evaluations of their high-visibility enforcement activities – Connecticut, Tennessee, and West Virginia – were included, bringing the total to 8.

Case study procedures: Project staff interviewed each State’s Governor’s Representative or Coordinator by phone. Additional information was obtained as appropriate from other people recommended in that interview. Information on Connecticut, Tennessee, and West Virginia was obtained from the published evaluation reports. Sources for each State are listed in the Appendix.

Case study content: Each study is written informally in one to two pages, using a similar style. Each begins with one or two paragraphs that summarize the State’s program. The remainder of each study can be condensed as needed. Each study includes some data showing recent success.<sup>5</sup> Connecticut is the exception, where high-visibility enforcement has not been continued since its 2003-04 campaign and impaired driving appears to have returned to pre-campaign levels.

Each study draft was reviewed and approved by the State’s Governor’s Representative or Coordinator. Connecticut again is the exception, as the information all comes from the published report. Each draft then was reviewed and approved by the appropriate NHTSA Regional Administrator.

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<sup>5</sup> Please refer to Tables 8, 9 and 10 in the previous chapter for annual fatality trend data.

## **Colorado**

Colorado keeps impaired driving enforcement before the public throughout the year with seven major statewide campaigns. In addition, over 20 agencies conduct sobriety checkpoints during the summer. Colorado has conducted these campaigns and summer checkpoints for over 10 years as part of its traffic law enforcement program “The Heat Is On!” The result: drivers in fatal crashes over the legal .08 BAC limit dropped from 228 in 2001 to 164 in 2006, a decrease of 28% in 5 years.

Colorado’s statewide high-visibility enforcement campaigns in 2007 were held in January around New Year’s Eve, March around St. Patrick’s Day, May on Memorial Day weekend, July around Independence Day, August and September with the National Labor Day Crackdown, October on Halloween week, and December on office party weekend. Over 70 municipal and county law enforcement agencies and the Colorado State Patrol participate in all seven campaigns each year. These include most of the major agencies in Colorado’s most populated areas. Over 100 agencies participated in the 2007 Labor Day Crackdown.

The enforcement campaigns range from four days for the St. Patrick’s Day and office party weekends to more than two weeks for the Labor Day Crackdown. They use both sobriety checkpoints and saturation patrols. Many are multi-jurisdictional, combining officers from city and county law enforcement agencies and the Colorado State Patrol. These campaigns produce over 5,000 impaired driving arrests each year.

All seven campaigns are highly publicized using both paid advertising, funded by NHTSA grants, and earned media. Colorado works closely with MADD to publicize the campaigns through activities such as dedicating a sobriety checkpoint to a victim of a drunk driver or holding a media event where a rose was dropped into a lake in memory of each recent victim. There’s extensive publicity in Spanish to reach Colorado’s growing Latino population.

In addition to the seven campaigns, about 20 agencies participate in Checkpoint Colorado each summer. They conduct checkpoints on selected weekends from Memorial Day to Labor Day using the slogan The Heat Is On!

Colorado’s LEAF (Law Enforcement Assistance Fund for the Prevention of Drunken Driving) funds many county and municipal activities. Every Colorado alcohol or drug-related traffic offender pays a \$90 fine to the LEAF fund. Most of these funds are used for grants for local impaired driving enforcement. In recent years LEAF has provided about \$1 million annually to 50 to 60 cities and counties for their high-visibility impaired driving campaigns. About \$600,000 in additional funding for Checkpoint Colorado and for the Colorado State Patrol comes from Federal 402 and 410 grant funds.

Data from fatal crashes demonstrate Colorado’s success in reducing alcohol-impaired driving. The number of drivers over the legal .08 BAC limit dropped 28% in five years, from 228 in 2001 to 164 in 2006. The number of fatalities involving a driver, pedestrian, or cyclist with a BAC over .08 dropped 32%, from 281 in 2001 to 192 in 2006.

## **Connecticut**

Connecticut conducted a major high-visibility impaired driving enforcement campaign from March 2003 through January 2004. Enforcement used frequent checkpoints during two holiday crackdown periods in July and December. A few checkpoints were conducted during other times, along with standard impaired driving enforcement. Earned and paid media publicized this enforcement before

and during each crackdown. An evaluation concluded that the campaign reduced alcohol-related fatalities by about 47 over the 18 months from July 2003 to December 2004.

Connecticut reduced its high-visibility impaired driving enforcement efforts after the campaign ended. Perhaps as a result, Connecticut's count of drivers in fatal crashes in 2006 who exceeded the legal BAC limit of .08 was 110, more than the 105 reported in 2002.

Connecticut's 2003-2004 campaign followed NHTSA's model of high-visibility enforcement during key holiday periods and sustained enforcement during other times. Campaign activities and results are documented in *Connecticut's 2003 Impaired-Driving High-Visibility Enforcement Campaign*, DOT HS 810 689, and summarized in Traffic Tech #324, both available from NHTSA.

Checkpoints were Connecticut's main enforcement strategy. At least 109 were conducted during the campaign, about half during the December crackdown and one-quarter during the July crackdown. At 20 of the checkpoints, conducted before and after the crackdowns, researchers collected voluntary anonymous BAC data from drivers.

For each crackdown, Connecticut used extensive paid and earned media with strong enforcement messages. The media campaign was directed primarily to male drivers 21 to 34, who have the highest involvement in alcohol-related crashes. Enforcement activities received extensive news coverage in local radio and television stations and in newspapers.

Connecticut spent a total of \$2,199,533 on special impaired driving enforcement activities over the campaign's 11 months. Connecticut's paid media cost \$1,582,568 over the same period. Enforcement and media together cost \$3,782,101. This is about \$1.51 for each of Connecticut's 2,499,000 residents. The campaign's costs were covered by Sec. 154 and Sec. 164 funds transferred from the Federal Highway Administration because Connecticut did not have open container and repeat impaired driving offender laws that satisfied Federal requirements.

The campaign produced substantial results. In statewide telephone surveys, each holiday crackdown increased the proportion of persons who reported seeing or hearing something about alcohol-impaired driving by 8 to 9 percentage points, from about 55% beforehand to about 63% afterwards. Each crackdown also increased the proportion who believed that police were enforcing impaired driving laws very strictly by about 9 percentage points, for both local and State police. In roadside surveys, the proportion of drivers with positive BACs dropped 4.3 percentage points, from 13.5% to 9.3%, from before the July crackdown to after the December crackdown.

Statistical analyses estimated that Connecticut's alcohol-related fatalities decreased by about 47 in the 18 months after the campaign began in July 2003. Over half of the reduction came from the target group of male drivers 21 to 34.

Connecticut did not continue high-visibility impaired driving enforcement at the same level after the campaign ended. Transfer funds under Sec. 164 ended after fiscal year 2003 because Connecticut adopted repeat impaired driving offender laws. Perhaps as a result, Connecticut's count of drivers in fatal crashes in 2006 who exceeded the legal BAC limit of .08 was 110, more than the 105 reported in 2002. The rate of drivers in fatal crashes with BACs over .08 also increased slightly, from 3.36 per billion vehicle miles of travel in 2002 to 3.48 in 2006.

## Georgia

Georgia uses a four-tier strategy of high-visibility traffic enforcement operations. Five two-week statewide crackdowns annually emphasize impaired driving and seat belt use. The “One Hundred Days of Summer HEAT” campaign highlights aggressive driving and speeding between the May *Click It or Ticket* and the Labor Day “Operation Zero Tolerance” crackdowns. At least one multijurisdictional checkpoint or saturation patrol is conducted every two weeks throughout the year in each of the State’s 16 regions. Finally, a quick-strike enforcement task force can be deployed rapidly to a problem location. As a result, Georgia’s proportion of drivers in fatal crashes with BACs over the .08 legal limit was third lowest in the Nation in 2006.

Georgia’s strategy is based on a unique three-level management structure for traffic safety enforcement, consisting of individual agencies, enforcement networks, and HEAT units.

Georgia has 159 counties and 595 law enforcement agencies, many quite small. To support them in providing effective traffic safety enforcement services, the Governor’s Office of Highway Safety established 16 regional enforcement networks, each consisting of all the agencies within 7 to 15 counties. Each region has a full-time coordinator and assistant coordinator provided by one of the region’s agencies.

Each region holds a monthly meeting for traffic safety information-sharing and training hosted by one of the region’s agencies. Each monthly meeting also includes a major checkpoint where officers from municipal agencies, county sheriffs, the Georgia State Patrol, college and university safety departments, and motor carrier inspectors work together. Agencies report their enforcement campaign activities through the region each month using a simple online system. Each region has a Road Check trailer, with all equipment needed for a checkpoint or other high-visibility enforcement activity, and a BAT trailer, with breath test and other impaired driving enforcement equipment. Both trailers rotate among the region’s participating agencies.

HEAT – Highway Enforcement of Aggressive Traffic – units are dedicated to traffic enforcement. Units consist of two to five officers, with most having about three. In fiscal year 2007 there were 27 HEAT units across Georgia, housed in city and county police agencies, county sheriffs, and a State Patrol unit. HEAT officers are supported by Federal 402 and 410 funds – a total of \$4.6 million in fiscal year 2007 – and by local matching funds. A three-officer unit typically has two federally funded officers and one provided by the host agency.

HEAT units conduct at least two multi-jurisdictional high-visibility enforcement operations and at least one educational event each month. They participate in all statewide crackdowns and the summer HEAT campaign. HEAT units have distinctive dark blue patrol cars with the host agency’s logo that send an unmistakable message of aggressive traffic law enforcement.

The two-week statewide crackdowns emphasize impaired driving around July 4, Labor Day, and in December. The crackdowns around Memorial Day and Thanksgiving emphasize seat belt and child safety seat use. But all crackdowns address all major traffic offenses. While the May 2007 *Click It or Ticket* mobilization produced 12,629 seat belt citations, it also accounted for 1,894 impaired driving arrests. Similarly, the Labor Day crackdown produced 2,120 impaired driving arrests and 9,048 belt citations.

The impaired driving crackdowns are publicized with both paid advertising and extensive local earned media. Publicity uses both Georgia’s own Operation Zero Tolerance tag line and the Drunk Driving. Over the Limit. Under Arrest. slogan. The crackdowns use a mix of checkpoints, saturation

patrols, and corridor patrols. About three-quarters of Georgia's agencies currently participate in these crackdowns.

To provide extra emphasis for the 2007 Labor Day Crackdown, Georgia joined with the 5 adjoining States in Hands Across the Border campaigns. During the last week of August, Georgia joined in on 10 two-State news conferences and 9 large two-State checkpoints.

Agencies receive no officer overtime funding for any high-visibility enforcement activities. Agencies that provide a regional coordinator receive \$15,000 annually, half for coordinator expenses and half for equipment of their choice.

Four incentive programs encourage agency participation in high-visibility enforcement activities.

- Network drawings: At each monthly network meeting, if 70% of the agencies in the network have reported enforcement activities for the previous month, then one of the reporting agencies attending the meeting is chosen at random to receive equipment such as hand-held radar or breath test instruments.
- Crackdown plaques: GOHS awards plaques to agencies with outstanding participation at one of the five major crackdowns. The awards are presented at the agency and attract substantial local media.
- Small agency awards: Agencies with fewer than 60 officers with the greatest participation and reporting receive law enforcement equipment of their choice from GOHS.
- Governor's challenge: Agencies apply by documenting their enforcement policies, training, activities, and results. Winning agencies receive trophies and equipment. The highest-scoring agencies join an annual drawing for high-profile awards, including a fully-equipped patrol car and a motorcycle. At an annual banquet, attended by 700 officers in 2007, the top agency and individual officers are awarded the Governor's Cup.

When special traffic safety problems arise, HEAT officers can join with local agencies and the State Patrol in a quick-strike team. As an example, in 2007 "Operation Rolling Thunder" addressed a substantial increase in fatal and serious injury crashes in the Savannah area. About 65 HEAT and State Patrol officers from across Georgia assisted local officers in high-visibility enforcement operations every other week for three months. Their 73 separate operations produced 4,657 traffic citations, including 96 impaired driving arrests. Traffic fatalities for the three-month period dropped from 12 in 2006 to 5 in 2007; serious injuries dropped from 15 to 9.

Georgia grew by almost 900,000 residents from 2000 to 2005, an increase of 11%. Law enforcement staffing hasn't kept pace. But as a result of its creative traffic enforcement management and impressive array of year-round high-visibility enforcement activities, in 2006 Georgia was the State with the third lowest proportion of drivers in fatal crashes with BACs over the .08 legal limit.

## **Minnesota**

Minnesota has conducted high-visibility impaired driving enforcement since 1998. NightCAP (the Nighttime Concentrated Alcohol Enforcement Program) is managed by the Minnesota State Patrol and funded by the Minnesota Office of Traffic Safety. NightCAP operations use saturation patrols because Minnesota cannot conduct checkpoints. NightCAP operates statewide saturation patrols in June and December and at least one saturation patrol in every other month in each of Minnesota's 13 counties with the most alcohol-related traffic fatalities and serious injuries. All NightCAP operations include State, county, and local law enforcement agencies.

NightCAP has reduced impaired driving. Minnesota's impaired driver rate – drivers over the .08 legal BAC limit in fatal crashes, per 100 million vehicle miles of travel – dropped from 2.94 in 2001 to an estimated 2.54 in 2006, compared to the national rate of 4.14. Minnesota's estimated 2006 rate is the third lowest in the Nation. Fatalities involving a driver, pedestrian, or cyclist with a BAC over .08 dropped 19%, from 196 in 2001 to 159 in 2006.

Minnesota conducts regular telephone surveys to help plan and evaluate its traffic safety activities. The September 2006 survey found that 68% of Minnesota's residents had heard about increased impaired driving enforcement but only 31% believed that they were very likely to be stopped by police if they drove after drinking too much. Minnesota concluded that the next step was to make impaired driving enforcement message more visible. Drivers needed to see officers making arrests, with flashing red lights on their patrol cars, and to associate these arrests with impaired driving.

In 2007, Minnesota tried this strategy in Anoka, the county with the third highest fatal and serious injury alcohol-related crashes. Anoka is immediately northeast of Minneapolis and has about 325,000 residents. Its 12 law enforcement agencies have mutual aid agreements so that officers from any agency can work throughout the county. The agencies all use the same record management system so that reports can be combined easily.

Planning was critical. The Minnesota Office of Traffic Safety met with the law enforcement agencies and the Minnesota State Patrol; city and county attorneys and judges; city, county, and State traffic engineers; and State officials. Everyone endorsed the experiment and pledged their cooperation.

In 5 months, May through September 2007, Anoka County residents saw 22 impaired driving enforcement zone operations, almost one each week. Each enforcement zone was conducted on both sides of a single roadway segment. Rented roadside variable message signs warned drivers that they were entering a "DWI Enforcement Zone." Officers on the roadside wore reflective "DWI Task Force" vests. Patrol cars had magnetic "DWI Task Force" signs.

Officers observed passing traffic and stopped vehicles for any violation. If officers detected any signs of alcohol-impaired driving, they used their standard roadside sobriety tests and impaired driving arrest procedures.

The campaign was launched with a major media event. Each week's operations produced additional media stories and pictures.

The 22 enforcement zones required 2,088 hours of officer time and \$130,308 for officer time and equipment. They produced 312 impaired driving arrests and 1,341 total traffic citations.

In the September 2007 telephone survey, statewide awareness of increased impaired driving enforcement had dipped slightly from 2006, to 63%. Awareness in Anoka was about the same, at 66%. The proportion who had personally seen impaired driving enforcement was slightly lower in Anoka, at 26%, than statewide, at 32%. But 42% of Anoka residents thought it was very likely that they would be stopped if they drove after drinking too much, compared to 27% statewide. Anoka residents saw local media with local messages – our officers are making impaired driving arrests on our roads. While they may not have seen an enforcement zone themselves, they may have heard about one from friends, neighbors, or co-workers.

Crash data document the strategy's success. In the 5 months of May through September 2007, the number of crashes with a serious injury or fatality in Anoka dropped to 50, 37% below the 2004-2006 average of 79. Alcohol-related serious injury or fatality crashes dropped to 11, 35% below the 3-year

average of 17. There were only 2 alcohol-related fatalities in 2007 compared to the 3-year average of 4.

In 2008, Minnesota plans to expand the Anoka enforcement zone strategy to about 6 counties with high numbers of alcohol-related serious injuries and fatalities. Each county will establish a calendar of enforcement zones for the full year. Each county will participate in statewide crackdowns in April, June, July, November, and December and will conduct additional enforcement zones in other months. They will use procedures similar to those in Anoka, including the "DWI Enforcement Zone" roadside signs and "DWI Task Force" reflective vests for officers. There's not enough funding to match the Anoka level of one enforcement zone each week in each county, but the goal is at least one each month.

Minnesota is planning this expansion of the Anoka strategy because reducing impaired driving is a critical part of the Toward Zero Deaths mission "to move Minnesota toward zero deaths on our roads."

## **Nevada**

Nevada conducts multijurisdictional high-visibility traffic law enforcement campaigns throughout the State every month under the Joining Forces banner. While each campaign has its own emphasis area, alcohol-impaired driving is included in all and featured in half.

Nevada's DWI arrests have increased from 12,816 in 2004 to 15,962 in 2006 and likely will exceed 17,000 in 2007. DWI arrests per licensed driver increased from 1 per 122 licensed drivers in 2004 to 1 in 104 in 2006 and likely better than 1 in 100 in 2007. Through October 31, alcohol-related traffic fatalities were 27% lower in 2007 than in 2006.

Traffic law enforcement in Nevada must cope with the State's unique geography and demography. Almost all Nevada's residents live in or near Las Vegas (71%) or Reno (25%), which are separated by 450 miles of lonely road. The remaining 104,000 residents are scattered across 11 counties, whose combined geographical area exceeds the size of 42 States. The two population centers are growing explosively, making Nevada the Nation's fastest-growing State by far. Its population increased by 66% from 1990 to 2000 and by another 21% from 2000 to 2005, to an estimated 2,415,000 residents. A further 11% increase is expected by 2010. Law enforcement funding and staff resources have been stretched to the limit.

To meet this challenge, Nevada's Office of Traffic Safety created Joining Forces, in which agencies coordinate joint efforts to attack traffic violators across the board and across the State. Thirteen Joining Forces interagency events will be conducted in 2007 and 14 are scheduled for 2008. Almost all Nevada agencies participate; together they cover 98% of Nevada's population. Paid overtime for officers was funded in 2007 by over \$1 million in Federal Sec. 402, 405, and 410 grants.

All agencies must participate in the statewide *Click It or Ticket* seat belt use crackdown in May and the *You Drink and Drive. You Lose* impaired driving crackdown around Labor Day. Each agency decides which other events it wishes to join. Some agencies participate in all; others pick and choose.

For fiscal year 2008, DWI will be emphasized in events in December 2007 (DWI month) and in February (Superbowl; DWI), April (alcohol awareness month; DWI, and pedestrians), June (DWI and pedestrians), July (Independence Day; DWI and speed), and August-September (Labor Day; DWI) 2008.

Each event lasts about a week. Events use a mix of checkpoints, especially in Las Vegas and Reno, and saturation patrols. Paid media promote the statewide crackdowns. In 2006, paid media also

were used for the December impaired driving events. In 2007, paid media were used in December, July, and Labor Day impaired driving events. Each event generates substantial local media coverage.

To encourage participation, Nevada conducts regional Joining Forces workshops before each fiscal year. The workshops provide specific training and logistical information about upcoming enforcement activities. Each agency plans its event calendar for the year, matched to available funding levels. Beginning in 2004, Nevada held recognition banquets for participants in the northern and southern portions of the State shortly after the annual May seat belt mobilization. Smaller agencies in Nevada's rural areas especially appreciate the opportunities these conferences and banquets provide to network with officers from around the State.

In 2007 a single statewide banquet was held in September to recognize officers participating in all Joining Forces events throughout the year and also to provide training on traffic safety subjects. In addition, an agency recognition program was begun. Participating agencies earn points for activities such as participation in events, training, reporting, and media activities. One qualifying agency in each of three total point categories was selected at random to receive an equipment award of \$5,000, \$10,000, or \$15,000.

Nevada's data document how Joining Forces has affected alcohol-impaired driving. DWI arrests have increased from 12,816 in 2004 to 13,668 in 2005, 15,962 in 2006, and likely will exceed 17,000 in 2007. Even more impressive is the increase in DWI arrests per licensed driver: from 1 per 122 licensed drivers in 2004 to 1 in 118 in 2005, 1 in 104 in 2006, and likely better than 1 in 100 in 2007. Through October 31, alcohol-related traffic fatalities were 27% lower in 2007 than in 2006. With enthusiastic law enforcement participation and demonstrated results, Joining Forces will continue to be Nevada's key high-visibility law enforcement strategy.

## **New Jersey**

New Jersey conducts statewide high-visibility impaired driving enforcement campaigns around Labor Day and in December each year. Over 96% of New Jersey's 492 law enforcement agencies participated in the 2007 Labor Day *Over the Limit, Under Arrest* campaign. Together they arrested 1,655 impaired drivers and issued over 10,000 additional citations for speeding, failing to buckle up, and other traffic offenses.

For the past five years New Jersey has emphasized that all law enforcement agencies have a role in getting drunk drivers off the road. To encourage agency participation in the campaigns, the New Jersey Division of Traffic Safety works closely with the New Jersey State Police, the New Jersey State Association of Chiefs of Police, and the New Jersey Police Traffic Officers' Association, a unique association of police agencies that informs and educates member agencies and officers, promotes cooperation, and serves as the statewide voice of law enforcement on traffic safety issues and strategies. The division emphasizes personal relationships, regular face-to-face contacts, prompt feedback, and thanks and congratulations to agencies for successful operations.

These efforts have increased participation in the Labor Day campaigns from 55 agencies in 2003 to 382 in 2005 and 473 in 2007 – 96% of all New Jersey agencies, and 100% in two of the State's three regions.

Campaign activities include both checkpoints and saturation patrols. A few agencies also conduct local checkpoints or saturation patrols at other times throughout the year.

New Jersey's media is dominated by the out-of-State New York City and Philadelphia markets. So New Jersey does not use paid television ads for its campaigns. Instead, it generates extensive publicity through earned media with local radio and newspapers. It contracts with radio stations so that campaign messages are aired regularly.

New Jersey provided \$5,000 grants to 186 police agencies for officer overtime for the 2007 Labor Day campaign, for a total of \$930,000. Another 287 agencies participated without grant funding. Many of the 287 agencies that participated on their own used funds from the Drunk Driving Enforcement Fund. Each convicted drunk driver pays \$100 to the New Jersey DDEF, producing a total of about \$2.8 million annually. Most of the Fund is returned to police departments to be used for impaired driving enforcement activities including saturation patrols, checkpoints, training, and equipment.

New Jersey also conducts a statewide enforcement campaign emphasizing seat belt use in May, as part of the national *Click It or Ticket* mobilization. Southern New Jersey agencies conduct a second seat belt campaign in the fall, while northern agencies conduct a speeding enforcement campaign in the summer. By publicizing traffic law enforcement, these campaigns remind the public that police are looking for impaired drivers all year long.

This high-visibility enforcement has helped New Jersey maintain its low impaired driver rate, measured by the number of drivers over the .08 legal BAC limit in fatal crashes per billion vehicle miles of travel. New Jersey's estimated 2006 rate was 2.91, sixth lowest of all States, 30% below the national 4.14 rate.

## **Tennessee**

Tennessee provided the model for statewide sustained high-visibility impaired driving enforcement. From April 1994 to March 1995, Tennessee conducted 882 checkpoints across the State. Checkpoints were scheduled in at least 4 counties every weekend and in each of Tennessee's 95 counties on 5 weekends. Impaired driving enforcement was publicized extensively with public service messages and earned media. The program reduced fatal traffic crashes involving drivers with BACs of .10 or above by 20%.

Tennessee has continued high-visibility enforcement at a somewhat less intense level since the Checkpoint Tennessee program ended. Since 1995, checkpoints have been concentrated in several campaigns each year. From 1995 to 2006, the number of drivers in Tennessee's fatal crashes with BACs over the legal limit of .08 dropped 9%.

By 1995 it was well-known that high-visibility enforcement using checkpoints can reduce alcohol-impaired driving and crashes. But checkpoints in the United States had been conducted only in a few locations within a State and only a few times a year. The Checkpoint Tennessee demonstration was the first to conduct checkpoints statewide throughout the year. Checkpoint Tennessee activities and results are documented in *Checkpoint Tennessee: Tennessee's Statewide Sobriety Checkpoint Program*, DOT HS 808 841, available from NHTSA.

The Tennessee Highway Patrol was responsible for scheduling and conducting checkpoints. Each of the patrol's eight districts scheduled three 90-minute checkpoints per night on two nights each month. The nights and locations were selected so that checkpoints were scheduled in at least four counties every weekend. These checkpoints used at least six troopers and a supervisor, sometimes assisted by local law enforcement officers.

On 5 weekends – at the beginning and end of the demonstration and on the holiday weekends of Memorial Day, July 4, and Labor Day – the Patrol scheduled a low-manpower checkpoint in each of Tennessee’s 95 counties in which a regular checkpoint was not already scheduled.

In all, Tennessee conducted 882 checkpoints during the 12-month demonstration, with only a few scheduled checkpoints called off due to weather or other circumstances.

Checkpoint Tennessee was publicized through public service announcements and earned and donated media, with no paid advertising. Television and radio public service announcements were aired extensively. Billboard ads, using donated materials and space, reached over 1.25 million vehicles daily. As checkpoints were scheduled and conducted they received extensive television, radio, and newspaper coverage.

In surveys by telephone and at driver license offices before, during, and after Checkpoint Tennessee, about 90% of the public supported the use of checkpoints to reduce drinking and driving.

Checkpoint Tennessee’s operating costs were paid by the Tennessee Governor’s Highway Safety Office, the Tennessee Highway Patrol, and participating local law enforcement agencies. These costs were estimated at \$475,339 for program planning and operations. NHTSA demonstration funds of \$452,255 were used for equipment, training, public information materials, and program evaluation. No demonstration funds were used for personnel costs.

Statistical analyses estimated that Checkpoint Tennessee reduced fatal crashes involving drivers with BACs of .10 or above by about 20%, or about nine crashes per month. This reduction continued through the end of 1996.

Since 1995, Tennessee has continued high-visibility enforcement at a somewhat less intense level. Five campaigns each year use extensive checkpoints and saturation patrols. A Hands Across the Border campaign in May is conducted in cooperation with each of Tennessee’s 8 adjoining States. Labor Day and December campaigns take advantage of national media publicizing impaired driving enforcement. The “100 Days of Summer Heat” campaign runs from the May *Click It or Ticket* crackdown to the Labor Day campaign. It includes speeding and aggressive driving as well as impaired driving. An October impaired driving campaign before Halloween rounds out the schedule.

In addition to the campaigns, Tennessee provides grant funding to some agencies to conduct at least one checkpoint each month throughout the year.

Almost all of Tennessee’s law enforcement agencies participate in the campaigns, with municipal, county, and Highway Patrol officers cooperating in many activities. In the three-week 2007 Labor Day campaign, 339 of the 368 municipal law enforcement agencies, 93 of the 95 county sheriffs, and all 8 Highway Patrol Districts participated. Together they conducted about 173 checkpoints, devoted over 11,500 hours specifically to impaired driving enforcement, and made 1,375 DWI arrests.

Tennessee encourages participation through a law enforcement challenge, in which participating agencies are eligible for equipment awards. Prizes in 2007 included a fully-equipped patrol car and a speed enforcement trailer. Much of the equipment awarded as prizes is donated by corporate sponsors.

Tennessee has established 22 law enforcement networks covering the State. Each network holds monthly meetings with officers from member agencies. These networks provide excellent communications with officers and agencies across Tennessee and help increase participation in high-visibility enforcement activities.

Alcohol-impaired driving in Tennessee has continued to decrease over the 10 years since Checkpoint Tennessee. From 1995 to 2006, the number of drivers in Tennessee's fatal crashes with BACs over the legal limit of .08 dropped 9%, from 404 to 377.

## **West Virginia**

West Virginia conducted a major high-visibility impaired driving enforcement campaign from July 2003 through September 2005. Enforcement used both checkpoints and saturation patrols throughout the year, with concentrated enforcement during two-week crackdown periods around July 4 and Labor Day and during December. Impaired driving enforcement was publicized through both earned and paid media. Enforcement and media were concentrated on six target counties. An evaluation concluded that the campaign reduced alcohol-related fatalities by about 18 in the six target counties over 18 months. Statewide, the number of drivers with BACs over the legal limit of .08 dropped 30% from 2002 to 2005.

Since this campaign, West Virginia has continued high-visibility impaired driving enforcement statewide, conducting an average of 30 checkpoints or saturation patrols each month.

West Virginia's 2003-2005 campaign was conducted under NHTSA's Strategic Evaluation State demonstration program, assisted by grant funding from NHTSA. The campaign followed NHTSA's model of high-visibility enforcement during key holiday periods and sustained enforcement during other times. Campaign activities and results are documented in *West Virginia's Impaired Driving High-visibility Enforcement Campaign*, DOT HS 810 792, and summarized in Traffic Tech #332, both available from NHTSA.

West Virginia concentrated the campaign's enforcement and publicity in 6 counties, which together contain about 30% of the State's population. Over the campaign's 27 months, an average of 5.0 checkpoints or saturation patrols were conducted in each of these target counties each month, with more during crackdown periods. The remaining 49 counties averaged 2.4 checkpoints or saturation patrols each month, less than half the level of the target counties. In both the target and the other counties the mix of enforcement activities was 5 or 6 saturation patrols for each checkpoint.

By the campaign's end, enforcement activities across the State involved city and county law enforcement agencies covering 75% of the State's area and 85% of its population. The West Virginia State Police participated statewide.

West Virginia used paid ads on radio and television stations serving the 6 target counties to publicize the campaign's enforcement activities. The ads were aired during the summer and December crackdown periods. The public also saw NHTSA's national impaired driving ads during these times. Enforcement activities received extensive news coverage in local radio and television stations and in newspapers.

West Virginia spent a total of \$2,943,601 to fund special impaired driving enforcement activities over the campaign's 27 months. About half of the funds came from NHTSA grants. West Virginia's paid media cost \$416,838 over the same period. Enforcement and media together cost \$3,360,439 over the campaign. This is about \$1.85 for each of West Virginia's 1,817,000 residents over the three years, or about 62¢ each year.

The campaign produced impressive results on several measures. In surveys at Department of Motor Vehicle offices in targeted counties, the proportion of persons who reported seeing or hearing something about alcohol-impaired driving increased 30% from June 2003 to September 2005. In roadside

surveys in targeted counties, the proportion of drivers with a positive BAC dropped 2.8 percentage points, from 7.6% to 4.8%, from spring 2004 to spring 2005. Alcohol-related fatalities decreased by about 18 in the six target counties in the 18 months after the campaign began. Statewide, the number of drivers with a BAC over the legal limit of .08 dropped 30%, from 146 in 2002 to 102 in 2005.

West Virginia continued high-visibility impaired driving enforcement statewide in 2006 and 2007. Each of West Virginia's eight Safe Community regions scheduled two checkpoints or saturation patrols each week at high-risk periods. Similarly, each of the State's seven State Police regions scheduled two events. Together, they produce an average of 30 checkpoints or saturation patrols across the State each month. West Virginia continued both paid and earned media activities to publicize this enforcement, using television, radio, newspapers, magazines, billboards, stadium ads, and other methods, for an average of 15 media activities each week across the State.

In addition, West Virginia conducted a demonstration program of minimum drinking age and alcohol-impaired driving law enforcement in Huntington, home of Marshall University. The one-year demonstration was funded by the Governor's Highway Safety Program using NHTSA funds. The Insurance Institute for Highway Safety (IIHS) funded and conducted an evaluation. Activities included high-visibility checkpoints and minimum drinking age enforcement in bars and on campus. IIHS should release the evaluation results in spring 2008.

West Virginia plans to continue its high-visibility impaired driving enforcement at a similar level in 2008. West Virginia's other impaired driving activities also will continue or expand. These include alcohol education and enforcement at high school proms, support of SADD programs, alcohol-free high school graduation parties, a college program involving all 23 colleges and universities in the State, server training and designated driver promotion in bars and restaurants, and a host of education and information activities for various audiences. One creative strategy is the "phantom checkpoint," in which checkpoint signs are set up and officers deployed at roadside but vehicles are not stopped. Phantom checkpoints can be moved several times during an evening, creating the impression that checkpoints are everywhere.

## V. DISCUSSION

Between 2003 and 2005, the National Impaired Driving Program demonstrated that a high-visibility impaired driving law enforcement program, supported by a paid and earned media campaign that stresses a law enforcement messages, can reach the general public. While these efforts have been successful at increasing awareness of law enforcement efforts to catch intoxicated drivers, they have not produced evidence of a reduction in the number of alcohol related fatalities (Solomon et al., 2003; Tison & Chaudhary, 2007).

Enforcement and media were core elements for the nationwide effort coordinated under the direction of NHTSA for the Labor Day holiday period in 2006. NHTSA and the States alike expended significant resources in an attempt to reduce injuries and fatalities on the nation's roadways through widely publicized enforcement efforts. Once again, a large national advertisement purchase (approximately \$10 million) occurred, with States adding their own purchased media contribution. Thirty States reported spending \$8 million to place the *Drunk Driving. Over the Limit. Under Arrest.* advertisements. State Highway Safety Offices reported that 8,425 State and local level law enforcement agencies participated in the 2006 Labor Day holiday enforcement blitz. Of these, 6,798 reported on their crackdown activities. Even with an effort of this magnitude, overall fatalities, the desired outcome measure, remained stubbornly much the same as in the past.

Nearly one-third of national awareness survey respondents indicated that they were "likely" to be stopped if they were driving while impaired by alcohol at the end of the campaign; an increase from 27% to 32%. However, the percentage of respondents who said they drove after drinking too much in the past month remained unchanged at 4%.

The 2006 Labor Day campaign again focused on reaching young adults 18 to 34 with the media component. This group, especially males, is disproportionately involved in alcohol-related fatalities. National awareness surveys indicated that this age group became more aware of the enforcement campaign over time and FARS data indicated a small decrease in the number of fatally injured positive BAC drivers in that age range from 2005 to 2006.

There is strong public support (87%) for enforcement of DWI laws. However, more research is required to identify approaches that can channel this public support into an effective nationwide program. One possible approach that has been shown to work in a number of prior research studies is sustained enforcement throughout the year. Unlike belt use which is affected by periodic CIOT enforcement, reductions in alcohol related crashes may require a concentrated week after week and month after month effort.

The eight case studies included in this report demonstrate that States can achieve significant reductions in alcohol-related crashes when they engage in sustained high visibility enforcement. Several of these States accomplished sizable decreases in alcohol-related deaths due to their programs. For example, Colorado had a 28% reduction in drivers over the .08 BAC limit during the five-year period from 2001 (228 deaths) to 2006 (164 deaths). Nevada saw a 27% decline in the first eight months of 2007 as compared to the similar time period in 2006. West Virginia used a high-visibility enforcement program that was accompanied by a 18% decrease in alcohol-related fatalities; from 2002 through 2005 the number of drivers with BACs over .08 dropped 30%.

Not all the States have continued their sustained high visibility enforcement programs, usually due to resource issues. Connecticut, for example, did not continue what was a very successful program due to the loss of special funding (that resulted from the lack of compliance with Federal repeat offender requirements). When the State adopted repeat offender laws that complied with Federal requirements

these funds were no longer available to support the impaired driving program. Not all these States were able to conduct sustained high-visibility enforcement programs statewide, though the dramatic declines in alcohol-related fatalities has prompted many of these States to continue or expand their programs in order to achieve further reductions in alcohol-related deaths. NHTSA continues to encourage additional States to conduct sustained high visibility enforcement programs in order to achieve their goals of reducing alcohol-related crashes, deaths, and injuries.

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## **APPENDICES**

## Appendix A: Television and Radio Advertisements and Advertisement Art

**THE TOMBRAS GROUP**

**CLIENT: NHTSA**  
**ISCI: ZHWY-0276**

NOTE: The visuals contained within the storyboard frames (characters, props, colors, etc) are illustrated for reference only. The actual spot will be live action, not animated.

### Dunk Driving :30TV

Cars filled with various types of alcohol, visually indicating how alcohol impairs driving ability.

#### Video:

OPEN ON A PICK-UP TRUCK IN A RURAL SETTING. THE TRUCK IS SWERVING BACK AND FORTH ON THE ROAD.



WE CUT INSIDE TO SEE THE PICKUP IS FULL OF A LIGHT BROWN LIQUID SLOSHING BACK AND FORTH. IT FILLS THE CAR TO JUST UNDER EYE LEVEL. THE DRIVER STRUGGLES TO KEEP CONTROL SO IT APPEARS THAT HE IS A DRUNK DRIVER.



CUT TO A MAN DRIVING IN A SUBURBAN SETTING. HIS CAR IS FULL OF A CLEAR LIQUID. HE STRUGGLES TO KEEP HIS HEAD ABOVE SO HE BREATHES. HE SWERVES DOWN THE NEIGHBORHOOD STREET.



CUT TO A MAN IN A CAR IN AN URBAN SETTING. HE STRUGGLES TO DRIVE AS A RED LIQUID SPLASHES IN HIS FACE.



CUT TO COP TAPPING ON THE WINDOW OF THE PICK-UP. WE SEE INSIDE – THE MAN STRUGGLES TO HOLD HIS BREATH IN THE BROWN LIQUID.



#### Audio:

SFX: ENVIRONMENTAL SOUNDS

SFX: SLOSHING

SFX: SLOSHING, GASPING FOR BREATH

SFX: GURGLING

**CLIENT: NHTSA**  
**ISCI: ZHWY-0276**

NOTE: The visuals contained with in the storyboard Frames (characters, props, colors, etc) are illustrated for reference only. The actual spot will be live action, not animated.

**Video:**

**Audio:**

THEY CONDUCT SOBRIETY TESTS,



ANNCR: Make no mistake.

HANDCUFF THEM,



ANNCR: You will get caught ...

AND PUT THEM IN CRUISERS.



ANNCR: ... and you will be arrested.

LOGO: Drunk Driving. Over the limit.  
Under arrest.



SUPER: Paid for by the U.S. Department of  
Transportation National Highway  
Traffic Safety Administration



**THE TOMBRAS GROUP**  
STREET SMART ADVERTISING

**:05, :10 and :15 HVE Radio Liners**

Client: NHTSA  
Job No.: NHTS-19985  
Job Title: :2006 HVE Radio

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**:05 Liner – Drunk Driving. Over the Limit. Under Arrest.**

All across America, cops are cracking down like never before. Drunk Driving. Over the Limit. Under Arrest.

**:10 Radio Liner – Drunk Driving. Over the Limit. Under Arrest.**

All across America, cops are cracking down like never before. If you drive drunk, you will get caught and you will be arrested. Drunk Driving. Over the Limit. Under Arrest.

**:15 Radio Liner – Drunk Driving. Over the Limit. Under Arrest.**

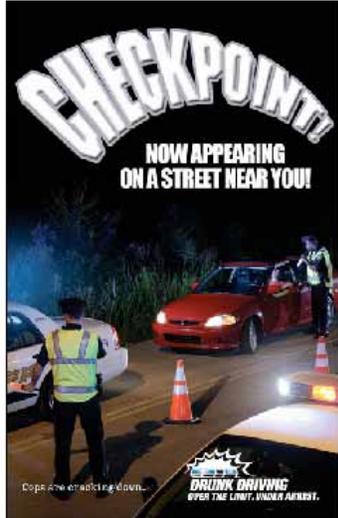
All across America, cops are cracking down like never before. If you drive drunk, you will get caught and you will be arrested. So, don't take any chances. If you're drunk, do not get behind the wheel. Drunk Driving. Over the Limit. Under Arrest.

The tag should be accompanied by either of the following Sponsor IDs:

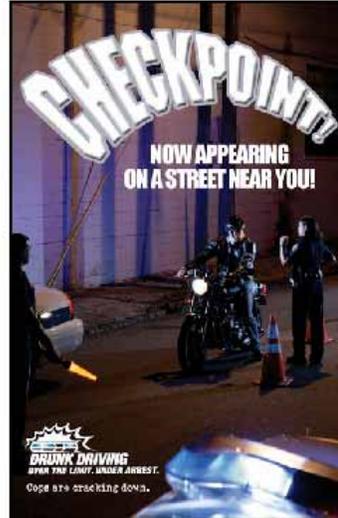
"Paid for by the US Department of Transportation" or "Brought to you by the US Department of Transportation"



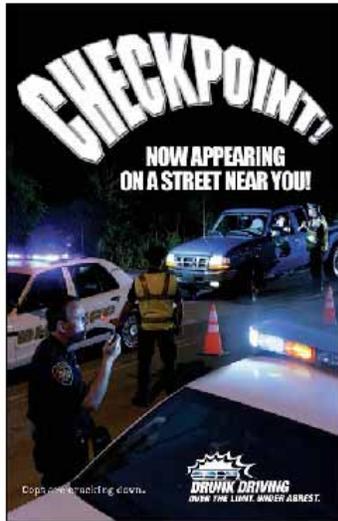
2006 HVE "Over the Limit. Under Arrest"  
Communications Planner Materials



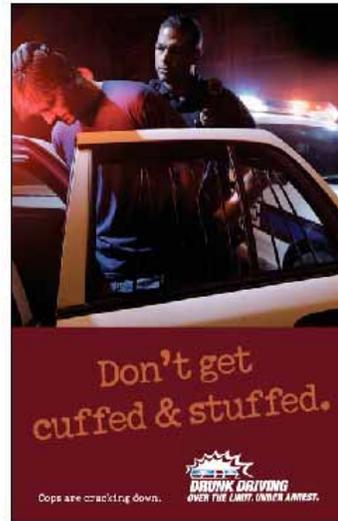
2006 HVE – A 10 on the Meter  
(Checkpoint)



2006 HVE – Motorcycle Checkpoint



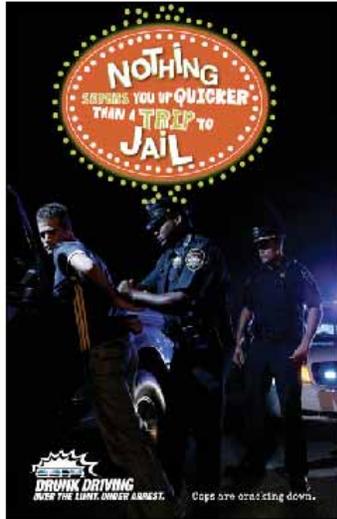
2006 HVE – Rural Checkpoint



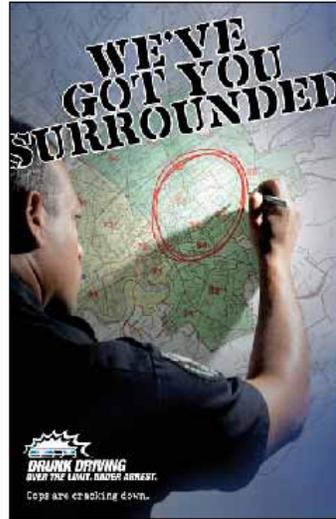
2006 HVE – Cuffed & Stuffed



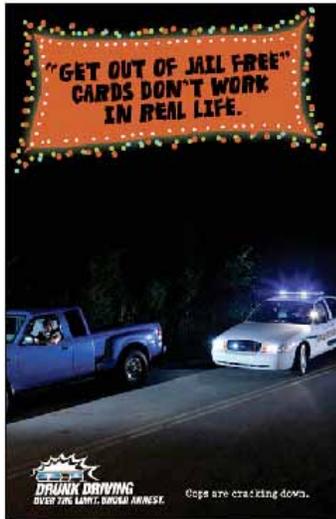
2006 HVE "Over the Limit. Under Arrest"  
Communications Planner Materials



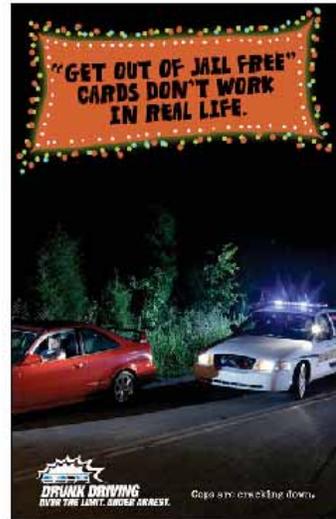
2006 HVE – Trip to Jail



2006 HVE – Have you Surrounded

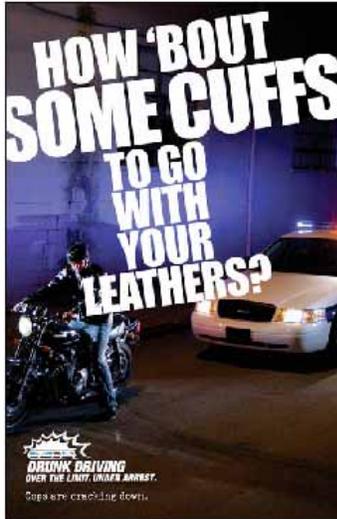


2006 HVE – Get Out of Jail Free Truck

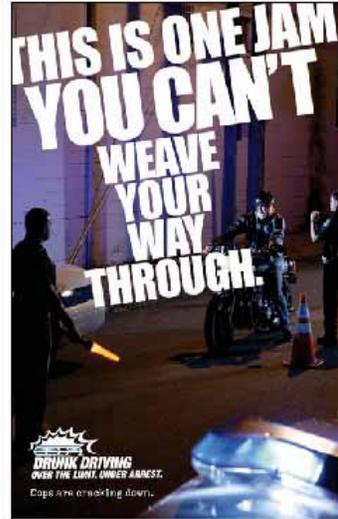


2006 HVE – Get Out of Jail Free Car

2006 HVE "Over the Limit. Under Arrest"  
 Communications Planner Materials



2006 HVE – Motorcycle Cuffs Pullover



2006 HVE – Motorcycle Weave Checkpoint



2006 HVE – Cracking Down Billboard



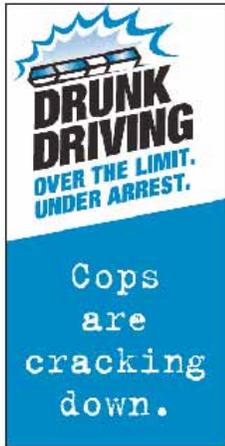
2006 HVE – Blue and Red Logos



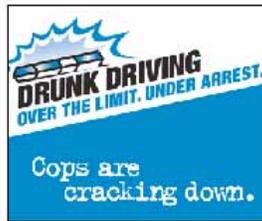
2006 HVE – Cuffed and Stuffed Billboard



2006 HVE "Over the Limit. Under Arrest." Initiative  
Online Banner Ads



2006 HVE Banner  
300 x 600



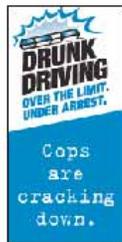
2006 HVE Banner  
300 x 250



2006 HVE Banner  
600 x 400



2006 HVE Banner  
160 x 600



2006 HVE Banner  
120 x 240



2006 HVE Banner  
560 x 90



2006 HVE  
Banner  
728 x 90



**AUGUST/LABOR DAY CRACKDOWN**  
**SAMPLE LETTER TO EDITOR**  
**318 WORDS**

Dear Editor:

Drunk driving is one of America's deadliest crimes. In fact, during 2004, nearly 13,000 people were killed in highway crashes involving an impaired driver or motorcycle operator with an illegal blood alcohol concentration (BAC) of .08 or higher. The picture for motorcycle operators is particularly bleak. Forty-one percent of the 1,672 motorcycle operators who died in single-vehicle crashes in 2004 had BAC levels of .08 or higher.

That's why local law enforcement officials will be out in force during August and the Labor Day holiday to launch an aggressive new crackdown on impaired drivers called: *Drunk Driving. Over the Limit. Under Arrest.*

Driving with a BAC of .08 or higher is illegal in every state. Although drunk driving fatalities across the nation slightly declined in 2003 and 2004, alcohol-related fatalities are projected to increase in 2005. Moreover, according to the FBI's Uniform Crime Report, more than 1.4 million people were arrested for driving under the influence during 2004.

Our message is simple. No matter what you drive – a passenger car, pickup, sport utility vehicle or motorcycle – if we catch you driving impaired, we will arrest you. No exceptions. No excuses. Far too many people still don't understand that alcohol, drugs and driving just don't mix. Drunk driving is no accident—nor is it a victimless crime. Too many lives are being lost so we will be out in force to stop it.

Drunk driving is simply not worth the risk. Not only do you risk killing yourself or someone else, but the trauma and financial costs of a crash or an arrest for impaired driving can be significant. Violators often face jail time, the loss of their driver's license, higher insurance rates, attorney fees, time away from work, and dozens of other expenses.

Don't take the chance. Drunk driving is a serious crime. Remember: *Drunk Driving. Over the Limit. Under Arrest.*

For more information, visit [www.StopImpairedDriving.org](http://www.StopImpairedDriving.org).

***Name, address and phone number.  
(The newspaper must have these to  
verify the identity of the sender, but  
won't print the street address or  
phone number.)***



**AUGUST/LABOR DAY CRACKDOWN  
SAMPLE NEWS RELEASE**

**Note: Before filling in the names of the Organization and Organization Spokesperson, you *MUST* contact them to obtain their permission to use their names in this press release, and you must get their approval for the language of their quotations, and any changes or additions they may require. Only after this is done should you send out the press release.**

FOR IMMEDIATE RELEASE: [Date]  
CONTACT: [Name, Phone Number, E-mail]

**[Local Organization] Launches New  
*Drunk Driving. Over the Limit. Under Arrest.*  
Labor Day Crackdown on Drunk Driving**

**[City, State]** – Drunk driving is one of America’s deadliest crimes. In fact, during 2004, nearly 13,000 people were killed in highway crashes involving an impaired driver or motorcycle operator with an illegal blood alcohol concentration (BAC) of .08 or higher. The picture for motorcycle operators is particularly bleak. Forty-one percent of the 1,672 motorcycle operators who died in single-vehicle crashes in 2004 had BAC levels of .08 or higher.

That is why **[Local Organization]** announced today they will be joining with thousands of other law enforcement and highway safety agencies across the nation during August and the Labor Day holiday to launch an aggressive new crackdown on impaired drivers called: *Drunk Driving. Over the Limit. Under Arrest.*

“Make no mistake. Our message is simple. No matter what you drive – a passenger car, pickup, sport utility vehicle or motorcycle – if we catch you driving impaired, we will arrest you. No exceptions. No excuses,” said **[Local Law Enforcement Leader]**.

“We will be out in force conducting sobriety checkpoints, saturation patrols and using undercover officers to get more drunk drivers off the road. We want everyone to play it safe and always designate a sober driver or find a different way home if they have been out drinking,” said **[Local Law Enforcement Leader]**.

Driving with a BAC of .08 or higher is illegal in every state. Although drunk driving fatalities across the nation slightly declined in 2003 and 2004, alcohol-related fatalities are projected to increase in 2005. Moreover, according to the FBI’s Uniform Crime Report, more than 1.4 million people were arrested for driving under the influence during 2004.

“Drunk driving is simply not worth the risk. Not only do you risk killing yourself or someone else, but the trauma and financial costs of a crash or an arrest for impaired driving can be significant,” said **[Local Leader]**. “Violators often face jail time, the loss of their driver’s license, higher insurance rates, attorney fees, time away from work, and dozens of other expenses.

“So don’t take the chance. Remember, if you are over the limit, you are under arrest.”

The national *Drunk Driving. Over the Limit. Under Arrest.* impaired driving crackdown is a comprehensive impaired driving prevention program organized by the U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA) that focuses on combining high-visibility enforcement with heightened public awareness through advertising and publicity.

This year’s effort is supported by \$11 million in paid-national advertising to help put everyone on notice that if they are caught driving impaired, they will be arrested.

For more information, visit [www.StopImpairedDriving.org](http://www.StopImpairedDriving.org).



**AUGUST/LABOR DAY CRACKDOWN**  
**SAMPLE Op-Ed**  
**490 WORDS**

***Drunk Driving. Over the Limit. Under Arrest.***  
**National Labor Day Enforcement Crackdown**

Drunk driving is one of America's deadliest crimes. In fact, during 2004, nearly 13,000 people were killed in highway crashes involving an impaired driver or motorcycle operator with an illegal blood alcohol concentration (BAC) of .08 or higher. The picture for motorcycle operators is particularly bleak. Forty-one percent of the 1,672 motorcycle operators who died in single-vehicle crashes in 2004 had BAC levels of .08 or higher.

That's why local law enforcement officials will be joining with thousands of other law enforcement and highway safety agencies across the nation during August and the Labor Day holiday to launch an aggressive new crackdown on impaired drivers called: *Drunk Driving. Over the Limit. Under Arrest.*

Our message is simple. No matter what you drive – a passenger car, pickup, sport utility vehicle or motorcycle – if we catch you driving impaired, we will arrest you. No exceptions. No excuses. We will be out in force conducting sobriety checkpoints, saturation patrols and using undercover officers to get more drunk drivers off the road. We want everyone to play it safe and always designate a sober driver or find a different way home if they have been out drinking.

Driving with a BAC of .08 or higher is illegal in every state. Although drunk driving fatalities across the nation slightly declined in 2003 and 2004, these fatalities are projected to increase in 2005. Moreover, according to the FBI's Uniform Crime Report, more than 1.4 million people were arrested for driving under the influence during 2004.

Much of the tragedy from drunk driving can be prevented with a few simple precautions before going out to celebrate:

- Whenever you plan on consuming alcohol, designate a sober driver before going out and give that person your keys;
- If you're impaired, call a taxi, use mass transit or call a sober friend or family member to get you home safely;
- Use your community's Sober Rides program **[insert your local Sober Rides specifics here]**;
- Promptly report drunk drivers you see on the roadways to law enforcement;
- Wearing your safety belt while in a car or using a helmet and protective gear when on a motorcycle is your best defense against an impaired driver;
- And remember, *Friends Don't Let Friends Drive Drunk*. If you know someone who is about to drive or ride while impaired, take their keys and help them make other arrangements to get to where they are going safely.

Drunk driving is simply not worth the risk. Not only do you risk killing yourself or someone else, but the trauma and financial costs of a crash or an arrest for impaired driving can be significant. Violators often face jail time, the loss of their driver's license, higher insurance rates, attorney fees, time away from work, and dozens of other expenses.

Don't take the chance. Drunk driving is a serious crime. Remember: *Drunk Driving. Over the Limit. Under Arrest.*

For more information, visit [www.StopImpairedDriving.org](http://www.StopImpairedDriving.org).



## **AUGUST/LABOR DAY CRACKDOWN FACT SHEET & TALKING POINTS**

### **Drunk Driving. Over the Limit. Under Arrest.**

#### ***National Labor Day Enforcement Crackdown***

#### **Impaired Driving Is a Crime and Will Not Be Tolerated**

- Impaired driving is one of America's most-often-committed and deadliest crimes. Overall in 2004, more than 15,000 people died in highway crashes involving a driver or motorcycle operator with a blood alcohol concentration (BAC) of .01 or higher. Of those, nearly 13,000 were in crashes where the driver's BAC was .08 or higher.
- That's why law enforcement will be out in force across the nation this Labor Day weekend cracking down on drunk drivers.
- Our message is simple – *Drunk Driving. Over the Limit. Under Arrest.*
- No matter what you drive – a passenger car, pickup, sport utility vehicle or motorcycle – if we catch you driving impaired, we will arrest you.
- Far too many people still don't understand that alcohol, drugs, and driving don't mix. Impaired driving is no accident – nor is it a victimless crime.
- Fortunately, much of the tragedy that comes from impaired driving crashes could be prevented if everyone would take a few simple precautions.
- Always follow these tips for a safe Labor Day weekend:
  - Whenever you plan on consuming alcohol, designate a sober driver before going out and give that person your keys;
  - If you're impaired, call a taxi, use mass transit or call a sober friend or family member to get you home safely;
  - Use your community's Sober Rides program [**insert your local Sober Rides specifics here**];
  - Promptly report drunk drivers you see on the roadways to law enforcement;
  - Wearing your safety belt while in a car or using a helmet and protective gear when on a motorcycle is your best defense against an impaired driver;
  - And remember, *Friends Don't Let Friends Drive Drunk*. If you know someone who is about to drive or ride while impaired, take their keys and help them make other arrangements to get to where they are going safely.

## **Alcohol and Fatal Motorcycle Crashes**

- Alcohol affects those skills essential to operating a motorcycle – balance and coordination. So it plays a particularly big role in motorcycle fatalities.
- Twenty-eight percent of all fatally injured motorcycle operators had BAC levels of .08 or higher. An additional 6 percent had lower alcohol levels (BAC .01 to .07).
- Forty-one percent of the 1,672 motorcycle operators who died in single-vehicle crashes in 2004 had BAC levels of .08 or higher.
- The age groups 30 to 39 and 40 to 49 are those with the highest rates of alcohol involvement for motorcycle operators in fatal crashes.

## **Impaired Driving Creates Serious Consequences**

- The tragedies and costs from driving impaired do not just end at the potential death, disfigurement, disability and injury caused by impaired drivers.
- Driving or riding a motorcycle while impaired is not worth the risk. The consequences are serious and real. Not only do you risk killing yourself or someone else, but the trauma and financial costs of a crash or an arrest for driving while impaired can be significant.
- Violators often face jail time, the loss of their driver's license, higher insurance rates, and dozens of other unanticipated expenses from attorney fees, other fines and court costs, car towing and repairs, lost time at work, etc.
- Refuse a sobriety test in many jurisdictions and you can lose your license on the spot and have your car impounded.
- Plus, there is the added embarrassment, humiliation, and potential loss and consequence after informing family, friends and employers.

## ***Drunk Driving. Over the Limit. Under Arrest.***

- Drunk driving is a serious crime.
- Driving with a BAC of .08 or higher is illegal in every state. Although drunk driving fatalities across the nation slightly declined in 2003 and 2004, alcohol-related fatalities are projected to increase in 2005. Moreover, according to the FBI's Uniform Crime Report, more than 1.4 million people were arrested for driving under the influence during 2004.

- That's why law enforcement will be out in force looking for drunk drivers. Don't take the risk. Remember *Drunk Driving. Over the Limit. Under Arrest.*
- The national *Drunk Driving. Over the Limit. Under Arrest.* impaired driving crackdown is a comprehensive impaired driving prevention program organized by the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) that focuses on combining high-visibility enforcement with heightened public awareness through advertising and publicity.
- This year's effort is supported by \$11 million in paid national advertising to help put everyone on notice that if they are caught driving impaired, they will be arrested.
- For more information, visit [www.StopImpairedDriving.org](http://www.StopImpairedDriving.org).

**Appendix B.1: National Telephone Survey Template**

**Conducted by:**

M. Davis & Company, Inc. – Labor Day Survey

TMR, Inc. – End-of-Year Survey

Hello, I'm calling for the U.S. Department of Transportation. This is not a sales call. We are conducting a national study of Americans' driving habits and attitudes. The interview is voluntary and the information you provide us will be used for statistical purposes only. We will not collect any personal information that would allow anyone to identify you. The interview takes about 10 minutes to complete. This study has been reviewed and approved by the Office of Management and Budget under OMB control number 2127-0646.

V1. Is this phone number for:  
Home use.....1  
Home and business use.....2  
Business use only.....3  
If 3) – I am very sorry, I'm trying to reach a residence. Thank you, goodbye. TERMINATE

V2. Are you a member of this household and at least 18 years old?  
Yes.....1 SKIP to Q1  
No.....2  
Refused.....3 TERMINATE (CALL BACK)

V3. May I speak to a member of this household who is at least 18 years old?  
Available.....1 RETURN TO INTRODUCTION  
Not available.....2 SCHEDULE CALL BACK  
There are none....3 SCREEN OUT  
Refused.....9 TERMINATE (CALL BACK)

Q1. Tell me then, including yourself, how many persons age 18 and older are living in this household at least half the time, even if they are not at home right now?

NUMBER OF ADULTS IN HOUSEHOLD

None.....00 CONFIRM, THEN SCREEN OUT Q1  
Refused.....99

Q2. How many of these (NUMBER FROM Q1) persons, age 18 and older, drive a motor vehicle at least a few times a year?

NUMBER OF DRIVERS IN HOUSEHOLD AGE 18 AND OLDER

None.....00 CONFIRM, THEN SCREEN OUT Q2  
Refused.....99

Q3. Even if they were not driving, how many of these (NUMBER FROM Q2) drivers have had even a single beer, glass of wine or any other alcoholic beverage in the past year? (READ IF NECESSARY: They do not have to be regular drinkers or persons who drive after drinking.)

NUMBER OF DRIVERS WHO EVER DRINK IN HOUSEHOLD

None.....00 CONFIRM, THEN SCREEN OUT Q3  
Refused.....99

IF ONLY ONE IN Q3, ASK TO SPEAK TO THAT PERSON AND CONTINUE WITH Q5a. IF IT'S SAME PERSON WHO RECEIVED INTRODUCTION, SKIP TO Q6.

IF MORE THAN ONE IN Q3, ASK Q4a.

Q4a. In order to select just one person to interview, could I speak to the youngest male DRIVER, age 18 and older, who has had a beer, glass of wine or other alcoholic beverage in the past year?  
IF NO MALE ASK: Could I speak to the youngest female DRIVER, age 18 and older, who has had a beer, glass of wine or other alcoholic beverage in the past year?

Respondent is the person.....1	SKIP TO Q6
Other respondent comes to phone.....2	SKIP TO Q5a
Respondent is not available.....3	ARRANGE CALLBACK
Refused.....9	ASK Q4b

Q4b. Would you please tell me why you do not want to do the interview?  
TERMINATE (Initial Refusal)

Q5a. Hello, I'm \_\_\_\_\_ calling for the U.S. Department of Transportation. This is not a sales call. We are conducting a national study of Americans' driving habits and attitudes. The interview is voluntary and the information you provide us will be used for statistical purposes only. We will not collect any personal information that would allow anyone to identify you. The interview takes about 10 minutes to complete. This study has been reviewed and approved by the Office of Management and Budget under OMB control number 2127-0646. Could we begin now?

CONTINUE INTERVIEW.....1	SKIP TO Q6
Arrange Callback.....2	CALLBACK
Refused.....9	ASK Q5b

Q5b. Would you please tell me why you do not want to do the interview?  
TERMINATE (Initial Refusal)

(CONCLUDING TEXT FOR TERMINATES/SCREEN-OUTS:)

Those are all of the questions that I have. If you have any questions about vehicle safety issues or just want some additional information visit the National Highway Traffic Safety Administration's Web site at [www.nhtsa.dot.gov](http://www.nhtsa.dot.gov). Thank you for your time today.

This call may be monitored for quality assurance.

Q6. How often do you drive a motor vehicle? Almost every day, a few days a week, a few days a month, or a few days a year?

Almost every day.....1  
Few days a week.....2  
Few days a month.....3  
Few days a year.....4  
(Vol) Never.....5  
Other (SPECIFY) .....97  
(VOL) Don't know.....98  
(VOL) Refused.....99

**SCREEN OUT**

Q7. Is the vehicle you drive most often a car, van, motorcycle, pickup truck, sport utility vehicle, or other type of truck? [NOTE: IF RESPONDENT DRIVES MORE THAN ONE VEHICLE OFTEN, ASK:] "What kind of vehicle did you LAST drive?"

- Car.....1
  - Van or minivan.....2
  - Motorcycle.....3
  - Pickup truck.....4
  - Sport Utility Vehicle.....5
  - Other truck (SPECIFY).....6
  - Other(SPECIFY).....7
  - (VOL) Don't know.....8
  - (VOL) Refused.....9
- SKIP TO Q9

Q8. When driving this (car/truck/van), how often do you wear your seat belt? [READ ANSWERS] [IF ASKED IF THIS APPLIES TO SHOULDER BELTS OR LAP BELTS SAY SHOULDER BELTS]

- All of the time.....1
- Most of the time.....2
- Some of the time.....3
- Rarely.....4
- Never.....5
- (VOL) Don't Know.....8
- (VOL) Refused.....9

Q9. Now I'm going to ask you a few questions about alcohol use. During the past 30 days have you had at least one drink of any alcoholic beverage, including liquor, beer, wine or wine coolers?

- Yes.....1
  - No.....2
  - (VOL) Don't Know.....8
  - (VOL) Refused.....9
- SKIP TO Q14

Q10a. During the past 30 days, have you driven a motor vehicle within two hours after drinking any alcoholic beverages, even if you had only a little?

- Yes.....1
  - No.....2
  - (VOL) Don't Know.....8
  - (VOL) Refused.....9
- SKIP TO Q14

Q10b. How many days out of the past 30 days did you drive within two hours after drinking any alcoholic beverages?

\_\_\_\_\_ (Range=01-30) DON'T KNOW =98 REFUSED=99

Q11. On the most recent occasion when you drove within two hours after drinking alcoholic beverages, how many drinks (of beer, wine, liquor) did you have?

- ENTER NUMBER of DRINKS \_\_\_\_\_ (01-90)
- (VOL) Don't know.....98
  - (VOL) Refused.....99

Q12a. In the past 30 days, did you drive when you thought you had too much to drink to drive safely?

Yes.....1  
No.....2      SKIP TO Q14  
9VOL) Don't Know.....8      SKIP TO Q14  
(VOL) Refused.....9      SKIP TO Q14

Q12b. About how many times in the past 30 days did you drive when you thought you had too much to drink to drive safely?

ENTER NUMBER: \_\_\_\_\_ (01 - 30)  
Never.....00  
(VOL)Don't know.....98  
(VOL)Refused.....99

Q13. In the past 30 days, have you seen police on the roads you normally drive: [READ LIST]

More often than usual.....1  
Less often than usual, or.....2  
About the same.....3  
Never.....4  
(VOL)Don't know.....8  
(VOL)Refused.....9

Q14. Suppose you drove a motor vehicle after drinking alcohol and the amount of alcohol in your body was more than what the law allows for drivers. How likely is it that the police would stop you? Would the police be.....?

Very Likely To Stop You .....1  
Somewhat Likely To Stop You, or.....2  
Not Likely To Stop You.....3  
(VOL) Don't Know.....8  
(VOL) Refused.....9

Q15. Do you think the chances of being stopped have changed in the past month? That is, compared to a month ago, do you think a driver who had been drinking alcohol is more likely, less likely or about as likely to be stopped by the police?

More likely.....1  
Less likely.....2  
About the same.....3  
(VOL)Don't know.....8  
(VOL)Refuse.....9

Q16a Now, I would like to ask you a few questions about educational or other types of activities. In the past 30 days, have you seen or heard any messages that encourage people to avoid driving after drinking? This could be public service announcements on TV, messages on the radio, signs on the road, news stories, or something else.

Yes.....1  
No.....2      SKIP TO Q17a  
(VOL)Don't know.....8      SKIP TO Q17a  
(VOL)Refused.....9      SKIP TO Q17a

Q16b. Where did you see or hear these messages?  
[DO NOT READ--MULTIPLE RESPONSES ACCEPTED]

- TV.....1
- Radio.....2
- Friend/Relative.....3 SKIP TO Q17a
- Newspaper.....4 SKIP TO Q17a
- Personal observation/on the road...5 SKIP TO Q17a
- Billboard/signs.....6 SKIP TO Q17a
- I'm a police officer/judge.....7 SKIP TO Q17a
- Other (specify \_\_\_\_\_).....97 SKIP TO Q17a
- Don't know.....98 SKIP TO Q17a
- Refused.....99 SKIP TO Q17a

Q16c. Was the (TV/radio) message a commercial (or advertisement), was it part of a news program, or was it something else?

- Commercial/Advertisement.....1
- Public Service Announcement.....2
- News story/news program.....3
- Something else (specify):\_\_ \_\_.....7
- (VOL) Don't know.....8

Q17a. Yes or No--in the past 30 days, have you seen or heard of any special effort by police in your community to reduce driving under the influence or drunk driving?

- Yes.....1
- No.....2 SKIP TO Q18a
- (VOL) Don't know.....8 SKIP TO Q18a
- (VOL) Refused.....9 SKIP TO Q18a

Q17b. Is this special effort to reduce driving under the influence or drunk driving, occurring only during daytime hours, nighttime hours or both daytime and nighttime hours?

- Daytime hours.....1
- Nighttime hours.....2
- Both .....3
- (VOL)Don't know.....8
- (VOL)Refused.....9

Q17c. Where did you see or hear about that special effort?  
[DO NOT READ--MULTIPLE RESPONSES ACCEPTED]

- TV.....1
- Radio.....2
- Friend/Relative.....3 SKIP TO Q18a
- Newspaper.....4 SKIP TO Q18a
- Personal observation/on the road...5 SKIP TO Q18a
- Billboard/signs.....6 SKIP TO Q18a
- I'm a police officer/judge.....7 SKIP TO Q18a
- Other (specify):.....97 SKIP TO Q18a
- (VOL) Don't know.....98 SKIP TO Q18a
- (VOL) Refused.....99 SKIP TO Q18a

Q17d. Was the (TV/radio) message a commercial (or advertisement), was it part of a news program, or was it something else? [MULTIPLE RECORD]

- Commercial/Advertisement.....1
- Public Service Announcement.....2
- News story/news program.....3
- Something else (specify): \_\_\_\_\_7
- (VOL) Don't know.....8

Q18a. In the past 30 days, have you seen or heard anything about police setting up checkpoints or other enforcement efforts to catch drivers who were driving while under the influence of alcohol or driving drunk?

- Yes.....1
- No.....2 SKIP TO Q19a
- (VOL) Don't know.....8 SKIP TO Q19a
- (VOL) Refused.....9 SKIP TO Q19a

Q18b. Are you speaking about checkpoints only, other enforcement efforts only or both checkpoints and other enforcement efforts?

- Checkpoints only.....1
- Other enforcement efforts only.....2
- Both .....3
- (VOL) Don't know.....8
- (VOL) Refused.....9

Q18c. In the past 30 days, did you personally drive past, or drive through a police checkpoint set up to catch drivers who were driving while under the influence of alcohol or driving drunk?

- Yes.....1
- No.....2
- (VOL) Don't know.....8
- (VOL) Refused.....9

Q19a. Do you know the name or slogan of any enforcement program(s) that prevent driving under the influence or drunk driving in \_\_\_\_\_ [identify State]?

- Yes.....1
- No.....2 SKIP TO Q19c
- (VOL) Don't know...8 SKIP TO Q19c
- (VOL) Refused.....9 SKIP TO Q19c

Q19b. What was the slogan or program called? [MULTIPLE MENTION][DO NOT READ]

- 1. Friends don't let friends drive drunk.....("1")
- 2. You Drink and Drive. You Lose.....("2")
- 3. Get the keys.....("3")
- 4. Drunk Driving. Over The Limit. Under Arrest.....("4")
- 5. Recovery Month.....("5")
- 6. Buzzed Driving Is Drunk Driving .....("6")
- 7. MADD/Mothers Against Drunk Driving.....("7")
- 8. DARE/Drug Abuse Resistance Education.....("8")
- 9. SADD/Students Against Drunk Driving.....("9")
- 10. Step away from your vehicle.....("10")
- 11. Don't drink and drive.....("11")
- 97. Other, specify \_\_\_\_\_97
- 98. (VOL) Don't know.....98
- 99. (VOL) Refused.....99

Q19c. I'd like to find out if you recall seeing a particular ad on TV recently. "The ad starts by showing drivers struggling in motor vehicles filled with liquid. A policeman stops one driver who opens the door and the liquid comes pouring out. Next, a policeman circles an intersection on a map. The ad ends with a policeman testing a driver for alcohol use, handcuffing a violator, and putting him in a police car." Do you recall seeing this ad in the past two weeks?

- Yes.....1
- No.....2                   SKIP TO Q20
- (VOL)Don't know...8       SKIP TO Q20
- (VOL)Refused.....9       SKIP TO Q20

Q19d. What was the slogan or logo used at the end of this ad?  
[DO NOT READ – MULTIPLE RECORD]

- Drunk Driving. Over The Limit. Under Arrest..1
- Other (SPECIFY).....2
- Don't drink and drive.....3
- (VOL)Can't recall.....8
- (VOL)Refused.....9

Q20. Do you recall hearing or seeing the following slogans in the past 30 days? [ROTATE]

	Yes	No	DK	Ref
1. Friends don't let friends drive drunk.....	1	2	8	9
2. You Drink and Drive. You Lose.....	1	2	8	9
3. Get the keys.....	1	2	8	9
4. Drunk Driving. Over The limit. Under Arrest ....	1	2	8	9
5. Recovery Month.....	1	2	8	9
6. Buzzed Driving Is Drunk Driving.....	1	2	8	9
7. Click It or Ticket... ..	1	2	8	9
8. Step away from your vehicle.....	1	2	8	9

Q21. Thinking about everything you have heard, how important do you think it is for [STATE] to enforce the drinking and driving laws more strictly . . . . very important, fairly important, just somewhat important, or not that important?

- Very important.....1
- Fairly important.....2
- Just somewhat important.....3
- Not that important.....4
- (VOL)Don't know.....8
- (VOL)Refused.....9

**DEMOGRAPHICS**

Now I need some information about you.

D1. (NOTE: SELECT GENDER BY OBSERVATION - ASK ONLY IF NECESSARY.)  
Are you Male or Female?

- Male.....1
- Female.....2

D2a. What is your age? \_\_\_\_\_ AGE REFUSED = 99 Skip to D2b

(INTERVIEWER: If respondent refuses, use the question below to attempt to get their age.)

D2b. Okay, if you would prefer not to provide your exact age, please stop me when I get to the category that includes your age? (INTERVIEWER: READ LIST UNTIL RESPONDENT STOPS YOU.)

- 18 to 24.....1
- 25 to 34.....2
- 35 to 44.....3
- 45 to 54.....4
- 55 to 64.....5
- 65 to 74.....6
- 75 or older.....7
- (VOL) Refused.....9

D3. Do you consider yourself to be Hispanic or Latino?

- Yes.....1
- No.....2 SKIP TO D4
- (VOL) Not sure.....3
- (VOL) Refused.....9

D3b. Do you speak Spanish at home?

- Yes.....1
- No.....2 SKIP TO D4
- (VOL)Refused.....9

D3c. In general, would you say you speak Spanish 100% of the time, 75% of the time, 50% of the time, or 25% of the time?

- 100%.....1
- 75%.....2
- 50%.....3
- 25%.....4
- (VOL)Other: Specify ...7 \_\_\_\_\_
- (VOL)Don't know.....8
- (VOL)Refused.....9

D4. Which of the following racial categories describes you? You may select more than one. [READ LIST--MULTIPLE RECORD]

- American Indian or Alaska Native.....1
- Asian.....2
- Black or African American.....3
- Native Hawaiian or other Pacific Islander.....4
- White.....5
- [DO NOT READ] Other (Specify).....7 \_\_\_\_\_
- (VOL)Refused.....9

D5. What is the highest grade or year of school you completed?  
[DO NOT READ LIST]

- 8th grade or less.....1
- 9th grade.....2
- 10th grade.....3
- 11th grade.....4
- 12th grade/GED.....5
- Some college.....6
- College graduate or higher.....7
- (VOL) Refused.....9

D6. Please stop me when I reach the category that includes your household's total annual income for last year, that is, 2005: (READ LIST UNTIL RESPONDENT STOPS YOU TO SELECT A CATEGORY.)

- Under \$15,000.....1
- From \$15,000 to less than \$30,000.....2
- From \$30,000 to less than \$50,000.....3
- From \$50,000 to less than \$75,000.....4
- From \$75,000 to less than \$100,000.....5
- From \$100,000 to less than \$125,000...6
- \$125,000 or more.....7
- (VOL) Don't know.....8
- (VOL) Refused.....9

D7a. How many telephone numbers do you have in your household? Please do not count numbers for cell phones, or phone lines that are used exclusively for business purposes, computers or fax machines.

- One.....1
- Two.....2
- Three.....3
- Four or more.....4
- (VOL) Don't know.....8      SKIP TO END
- (VOL) Refused .....9      SKIP TO END

D7b. (TO CONFIRM, READ AFTER RESPONDENT HAS GIVEN ANSWER :)  
So, you have [number] phone numbers that are not used exclusively for business, computers, fax machines or cell phones?

- Yes.....1
- No.....2      BACK TO D7a
- (VOL) Don't know.....8
- (VOL) Refused .....9

That completes the survey.  
Thanks for taking the time to participate in this research study.

## Appendix B.2: National Telephone Survey Results; Labor Day 2006

Conducted by M. Davis and Company, Inc.

Table 1: NHTSA Regions (Asterisked (\*) territories not included.)

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post-55+
Weighted Base	2449	1215 50%	1234 50%	269 11%	502 21%	441 18%	228 9%	535 22%	463 19%
REGION 1 (Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont)	212 9%	120 10%	92 7%	26 10%	54 11%	39 9%	14 6%	44 8%	31 7%
REGION 2 (New Jersey, New York, Puerto Rico,* Virgin Islands*)	230 9%	121 10%	109 9%	21 8%	57 11%	43 10%	21 9%	46 9%	41 9%
REGION 3 (Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia)	199 8%	104 9%	95 8%	23 8%	34 7%	46 11%	11 5%	36 7%	48 10%
REGION 4 (Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee)	357 15%	167 14%	190 15%	34 13%	75 15%	59 13%	36 16%	82 15%	69 15%
REGION 5 (Illinois, Indiana, Michigan, Minnesota, Ohio, Wisconsin)	432 18%	196 16%	237 19%	47 17%	82 16%	67 15%	45 20%	100 19%	90 19%
REGION 6 (Arkansas, Louisiana, New Mexico, Oklahoma, Texas & Indian Nations)	90 4%	49 4%	41 3%	10 4%	17 3%	22 5%	10 4%	19 3%	13 3%
REGION 7 (Kansa, Iowa, Missouri, Nebraska)	177 7%	79 6%	98 8%	21 8%	33 7%	25 6%	19 8%	40 7%	39 8%
REGION 8 (Colorado, Montana, North Dakota, South Dakota, Utah, Wyoming)	297 12%	146 12%	150 12%	36 14%	53 11%	56 13%	25 11%	66 12%	59 13%
REGION 9 (American Samoa,* Arizona, California, Guam,* Hawaii, Nevada, North Marianas*)	333 14%	177 15%	155 13%	41 15%	77 15%	58 13%	37 16%	68 13%	50 11%
REGION 10 (Alaska, Idaho, Oregon, Washington)	122 5%	55 5%	67 5%	10 4%	19 4%	26 6%	9 4%	35 7%	23 5%

Table 2: Q1. Tell me then, including yourself, how many persons age 18 and older are living in this household at least half the time, even if they are not at home right now?

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post-55+
Weighted Base	2449	1215 50%	1234 50%	269 11%	502 21%	441 18%	228 9%	535 22%	463 19%
1	658 27%	313 26%	344 28%	53 20%	112 22%	147 33%	35 15%	148 28%	157 34%
2	1395 57%	688 57%	707 57%	143 53%	296 59%	247 56%	128 56%	303 57%	273 59%
3	292 12%	161 13%	130 11%	52 19%	68 13%	41 9%	37 16%	63 12%	31 7%
4	78 3%	40 3%	38 3%	14 5%	20 4%	6 1%	17 7%	20 4%	1 0%
5	15 1%	9 1%	7 1%	4 2%	4 1%	0 0%	4 2%	1 0%	2 0%
6	7 0%	3 0%	3 0%	1 0%	1 0%	1 0%	3 2%	0 0%	0 0%
7	2 0%	0 0%	2 0%	0 0%	0 0%	0 0%	2 1%	0 0%	0 0%
8	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%
10	1 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%
Mean	2.0	2.0	1.9	2.2	2.0	1.8	2.3	1.9	1.7

Table 3: Q2. How many of these persons, age 18 and older, drive a motor vehicle at least a few times a year?

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post-35-54	Post-55+
Weighted Base	2449	1215 50%	1234 50%	269 11%	502 21%	441 18%	228 9%	535 22%	463 19%
1	774 32%	374 31%	400 32%	65 24%	134 27%	172 39%	45 20%	167 31%	184 40%
2	1365 56%	677 56%	688 56%	139 52%	302 60%	236 53%	131 57%	298 56%	256 55%
3	243 10%	129 11%	115 9%	50 19%	50 10%	28 6%	34 15%	60 11%	21 4%
4	52 2%	27 2%	25 2%	10 4%	14 3%	4 1%	14 6%	10 2%	1 0%
5	10 0%	6 1%	3 0%	4 2%	2 0%	0 0%	2 1%	0 0%	2 0%
6	2 0%	1 0%	1 0%	0 0%	0 0%	1 0%	1 1%	0 0%	0 0%
7	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%
8	1 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%
Mean	1.8	1.9	1.8	2.1	1.9	1.7	2.1	1.8	1.7

Table 4: Q3. Even if they were not driving, how many of these drivers have had even a single beer, glass of wine or any other alcoholic beverage in the past year?

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	2449	1215 50%	1234 50%	269 11%	502 21%	441 18%	228 9%	535 22%	463 19%
1	1299 53%	605 50%	694 56%	115 43%	232 46%	255 58%	100 44%	293 55%	295 64%
2	991 40%	524 43%	467 38%	118 44%	236 47%	170 39%	96 42%	211 39%	159 34%
3	128 5%	67 6%	60 5%	28 10%	26 5%	13 3%	21 9%	31 6%	9 2%
4	24 1%	14 1%	10 1%	6 2%	7 1%	1 0%	7 3%	1 0%	1 0%
5	4 0%	2 0%	2 0%	1 0%	0 0%	1 0%	2 1%	0 0%	0 0%
6	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%
7	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%
8	1 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%
Mean	1.6	1.6	1.5	1.7	1.6	1.5	1.8	1.5	1.4

Table 5: Q6. How often do you drive a motor vehicle? Almost every day, a few days a week, a few days a month, or a few days a year?

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	2449	1215 50%	1234 50%	269 11%	502 21%	441 18%	228 9%	535 22%	463 19%
Almost every day	2085 85%	1048 86%	1038 84%	248 92%	452 90%	346 78%	202 89%	472 88%	358 77%
Few days a week	281 11%	127 10%	155 13%	12 4%	32 6%	83 19%	16 7%	50 9%	88 19%
Few days a month	57 2%	32 3%	25 2%	8 3%	15 3%	9 2%	6 3%	7 1%	12 3%
Few days a year	23 1%	9 1%	14 1%	1 0%	4 1%	4 1%	4 2%	5 1%	5 1%
Never	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Other (specify)	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Don't Know	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%
Refused	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
No Response	1	0	1	0	0	0	0	1	0

Table 6: Q7. Is the vehicle you drive most often a car, van, motorcycle, pickup truck, sport utility vehicle, or other type of truck? [NOTE: IF RESPONDENT DRIVES MORE THAN ONE VEHICLE OFTEN, ASK:] "What kind of vehicle did you LAST drive?"

DROVE A MOTOR VEHICLE PAST YEAR

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	2449	1215 50%	1234 50%	269 11%	502 21%	441 18%	228 9%	535 22%	463 19%
Car	1431 58%	721 59%	710 58%	174 65%	273 54%	273 62%	129 56%	286 53%	292 63%
Pickup truck	385 16%	184 15%	200 16%	35 13%	80 16%	68 15%	39 17%	84 16%	74 16%
Sport Utility Vehicle	378 15%	178 15%	200 16%	39 15%	90 18%	49 11%	44 19%	104 19%	53 11%
Van or minivan	200 8%	100 8%	100 8%	14 5%	40 8%	46 10%	11 5%	53 10%	35 7%
Other truck (specify)	29 1%	14 1%	14 1%	2 1%	10 2%	3 1%	5 2%	4 1%	5 1%
Motorcycle	15 1%	9 1%	6 1%	2 1%	5 1%	2 0%	0 0%	3 1%	3 1%
Other (specify)	10 0%	6 1%	3 0%	2 1%	4 1%	0 0%	0 0%	2 0%	1 0%
Don't Know	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%
Refused	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Table 7: Q8. When driving this (car/truck/van), how often do you wear your seat belt? [READ ANSWERS] [IF ASKED IF THIS APPLIES TO SHOULDER BELTS OR LAP BELTS SAY SHOULDER BELT]

DROVE A MOTOR VEHICLE PAST YEAR MOTORCYCLE IS NOT VEHICLE DRIVEN MOST OFTEN

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	2434	1206 50%	1228 50%	267 11%	498 20%	439 18%	228 9%	532 22%	460 19%
All of the time	2155 89%	1060 88%	1095 89%	221 83%	448 90%	388 88%	193 85%	470 88%	426 93%
Most of the time	149 6%	78 6%	71 6%	23 9%	28 6%	26 6%	17 7%	37 7%	15 3%
Some of the time	57 2%	29 2%	28 2%	8 3%	12 2%	9 2%	7 3%	9 2%	12 3%
Rarely	37 2%	19 2%	18 1%	6 2%	6 1%	6 1%	5 2%	10 2%	3 1%
Never	33 1%	21 2%	12 1%	8 3%	3 1%	10 2%	5 2%	4 1%	3 1%
Don't Know	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%
Refused	2 0%	0 0%	2 0%	0 0%	0 0%	0 0%	0 0%	2 0%	0 0%

Table 8: Q9. Now I'm going to ask you a few questions about alcohol use. During the past 30 days have you had at least one drink of any alcoholic beverage, including liquor, beer, wine or wine coolers?

DROVE A MOTOR VEHICLE PAST YEAR

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	2449	1215 50%	1234 50%	269 11%	502 21%	441 18%	228 9%	535 22%	463 19%
Yes	1734 71%	904 74%	830 67%	202 75%	392 78%	307 70%	151 66%	379 71%	298 64%
No	700 29%	305 25%	396 32%	66 25%	108 21%	130 30%	76 33%	152 28%	163 35%
Don't Know	3 0%	0 0%	3 0%	0 0%	0 0%	0 0%	0 0%	3 1%	0 0%
Refused	12 0%	7 1%	5 0%	1 0%	2 0%	3 1%	1 0%	1 0%	3 1%

Table 9: Q10a. During the past 30 days, have you driven a motor vehicle within two hours after drinking any alcoholic beverages, even if you had only a little?

DROVE A MOTOR VEHICLE PAST YEAR PAST 30 DAYS AT LEAST ONE ALCOHOLIC DRINK

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	1734	904 52%	830 48%	202 12%	392 23%	307 18%	151 9%	379 22%	298 17%
Yes	398 23%	224 25%	174 21%	62 31%	93 24%	70 23%	40 26%	82 22%	53 18%
No	1320 76%	675 75%	645 78%	140 69%	297 76%	236 77%	110 73%	293 77%	240 81%
Don't Know	13 1%	3 0%	10 1%	0 0%	1 0%	1 0%	1 1%	4 1%	5 2%
Refused	3 0%	2 0%	1 0%	0 0%	1 0%	1 0%	0 0%	0 0%	1 0%

Table 10: Q10b. How many days out of the past 30 days did you drive within two hours after drinking any alcoholic beverages? DROVE A MOTOR VEHICLE PAST YEAR PAST 30 DAYS AT LEAST ONE ALCOHOLIC DRINK PAST 30 DAYS DROVE VEHICLE WITHIN 2 HRS AFTER DRINK

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	398	224 56%	174 44%	62 15%	93 23%	70 17%	40 10%	82 21%	53 13%
1	157 39%	84 37%	73 42%	31 51%	34 36%	18 27%	17 43%	32 39%	24 46%
2	117 29%	67 30%	50 29%	12 19%	28 30%	27 39%	12 29%	26 32%	13 24%
3	37 9%	23 10%	13 8%	6 10%	14 15%	3 5%	3 7%	9 10%	2 4%
4	33 8%	22 10%	11 6%	4 7%	9 9%	9 13%	2 5%	4 5%	5 9%
5	10 2%	2 1%	8 5%	1 2%	0 0%	1 1%	1 3%	3 4%	4 7%
6	5 1%	3 1%	2 1%	1 2%	0 0%	2 2%	0 0%	2 3%	0 0%
7	2 1%	1 0%	1 1%	1 2%	0 0%	0 0%	0 0%	0 0%	1 2%
8	2 1%	2 1%	0 0%	1 2%	1 1%	0 0%	0 0%	0 0%	0 0%
10	11 3%	5 2%	6 3%	2 3%	2 2%	1 2%	2 5%	2 3%	2 3%
12	1 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%
15	2 1%	2 1%	1 0%	1 2%	1 1%	0 0%	0 0%	0 0%	1 1%
20	1 0%	0 0%	1 1%	0 0%	0 0%	0 0%	1 3%	0 0%	0 0%
30	3 1%	3 1%	0 0%	0 0%	2 2%	1 2%	0 0%	0 0%	0 0%
Don't Know	15 4%	10 4%	5 3%	0 0%	2 2%	7 11%	1 3%	2 3%	2 4%
Refused	2 1%	1 0%	1 1%	0 0%	1 1%	0 0%	1 3%	0 0%	0 0%
Mean	2.7	2.8	2.5	2.6	3.0	2.8	2.8	2.4	2.5

Table 11: Q11. On the most recent occasion when you drove within two hours after drinking alcoholic beverages, how many drinks (of beer, wine, liquor) did you have? **DROVE A MOTOR VEHICLE PAST YEAR PAST 30 DAYS AT LEAST ONE ALCOHOLIC DRINK PAST 30 DAYS DROVE VEHICLE WITHIN 2 HRS AFTER DRINK**

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	398	224 56%	174 44%	62 15%	93 23%	70 17%	40 10%	82 21%	53 13%
1	175 44%	89 40%	86 49%	16 25%	32 34%	42 60%	19 48%	35 43%	32 60%
2	139 35%	83 37%	56 32%	26 42%	40 43%	17 25%	7 19%	32 39%	16 31%
3	46 11%	29 13%	17 10%	13 21%	10 11%	6 8%	4 11%	9 11%	4 7%
4	17 4%	8 4%	9 5%	1 2%	5 6%	2 2%	4 11%	3 4%	1 2%
5	2 1%	1 0%	1 1%	1 2%	0 0%	0 0%	1 3%	0 0%	0 0%
6	8 2%	4 2%	4 2%	3 5%	1 1%	0 0%	4 9%	0 0%	0 0%
7	1 0%	1 0%	0 0%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%
10	1 0%	1 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%
12	1 0%	1 0%	0 0%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%
15	1 0%	1 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%
Don't Know	7 2%	4 2%	2 1%	0 0%	1 1%	3 5%	0 0%	2 3%	0 0%
Refused	1 0%	1 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%
Mean	1.9	2.1	1.8	2.5	2.2	1.5	2.3	1.7	1.5

Table 12: Q12a. In the past 30 days, did you drive when you thought you had too much to drink to drive safely? **DROVE A MOTOR VEHICLE PAST YEAR PAST 30 DAYS AT LEAST ONE ALCOHOLIC DRINK PAST 30 DAYS DROVE VEHICLE WITHIN 2 HRS AFTER DRINK**

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	398	224 56%	174 44%	62 15%	93 23%	70 17%	40 10%	82 21%	53 13%
Yes	17 4%	10 4%	7 4%	4 7%	5 5%	1 1%	4 11%	3 3%	1 1%
No	381 96%	214 96%	167 96%	57 93%	88 95%	69 99%	36 89%	79 97%	52 99%
Don't Know	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Refused	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Table 13: Q12b. About how many times in the past 30 days did you drive when you thought you had too much to drink to drive safely? DROVE A MOTOR VEHICLE PAST 30 DAYS AT LEAST ONE ALCOHOLIC DRINK PAST 30 DAYS DROVE VEHICLE WITHIN 2 HRS AFTER DRINK PAST 30 DAYS DROVE WHEN DRANK TOO MUCH

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	17	10 56%	7 44%	4 25%	5 28%	1 3%	4 25%	3 16%	1 3%
1	10 59%	5 56%	5 64%	2 50%	3 56%	1 100%	4 100%	0 0%	1 100%
2	2 13%	0 0%	2 29%	0 0%	0 0%	0 0%	0 0%	2 80%	0 0%
3	1 6%	1 11%	0 0%	1 25%	0 0%	0 0%	0 0%	0 0%	0 0%
4	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
5	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
6	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
7	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
8	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
9	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
10	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
11	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
12	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
13	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
14	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
15	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
16	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
17	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
18	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
19	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
20	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
21	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
22	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
23	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
24	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
25	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Table 13: Q12b. About how many times in the past 30 days did you drive when you thought you had too much to drink to drive safely? (continued) DROVE A MOTOR VEHICLE PAST YEAR PAST 30 DAYS AT LEAST ONE ALCOHOLIC DRINK PAST 30 DAYS DROVE VEHICLE WITHIN 2 HRS AFTER DRINK PAST 30 DAYS DROVE WHEN DRANK TOO MUCH

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	17	10 56%	7 44%	4 25%	5 28%	1 3%	4 25%	3 16%	1 3%
26	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
27	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
28	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
29	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
30	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
31	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
32	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
33	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
34	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
35	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
36	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
37	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
38	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
39	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
40	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Never	4 22%	3 33%	1 7%	1 25%	2 44%	0 0%	0 0%	1 20%	0 0%
Don't Know	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Refused	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Table 14: Q14. Suppose you drove a motor vehicle after drinking alcohol and the amount of alcohol in your body was more than what the law allows for drivers. How likely is it that the police would stop you? Would the police be...?

DROVE A MOTOR VEHICLE PAST YEAR

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	2449	1215 50%	1234 50%	269 11%	502 21%	441 18%	228 9%	535 22%	463 19%
Very Likely to Stop You	637 26%	299 25%	338 27%	79 29%	124 25%	95 21%	64 28%	158 30%	112 24%
Somewhat Likely to Stop You	564 23%	262 22%	301 24%	77 28%	114 23%	72 16%	77 34%	138 26%	84 18%
Not Likely to Stop You	790 32%	433 36%	357 29%	86 32%	164 33%	182 41%	63 28%	145 27%	148 32%
Don't Know	432 18%	211 17%	221 18%	28 10%	95 19%	88 20%	24 11%	86 16%	111 24%
Refused	22 1%	9 1%	13 1%	0 0%	4 1%	5 1%	0 0%	6 1%	7 1%
No Response	4	0	4	0	0	0	0	2	2

Table 15: Q15. Do you think the chances of being stopped have changed in the past month? That is, compared to a month ago, do you think a driver who had been drinking alcohol is more likely, less likely or about as likely to be stopped by the police?

DROVE A MOTOR VEHICLE PAST YEAR

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	2449	1215 50%	1234 50%	269 11%	502 21%	441 18%	228 9%	535 22%	463 19%
More likely	725 30%	326 27%	399 32%	80 30%	136 27%	108 24%	81 36%	158 30%	159 34%
Less likely	181 7%	95 8%	86 7%	20 7%	31 6%	44 10%	17 7%	38 7%	32 7%
About the same	1202 49%	635 52%	567 46%	146 54%	284 57%	204 46%	119 52%	273 51%	170 37%
Don't know	338 14%	157 13%	181 15%	23 9%	50 10%	84 19%	10 4%	65 12%	104 22%
Refused	3 0%	2 0%	1 0%	0 0%	1 0%	2 0%	0 0%	1 0%	0 0%

Table 16: Q16a Now, I would like to ask you a few questions about educational or other types of activities. In the past 30 days, have you seen or heard any messages that encourage people to avoid driving after drinking? This could be public service announcements on TV, messages on the radio, signs on the road, news stories, or something else. **DROVE A MOTOR VEHICLE PAST YEAR**

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	2449	1215 50%	1234 50%	269 11%	502 21%	441 18%	228 9%	535 22%	463 19%
Yes	2004 82%	973 80%	1031 84%	214 80%	411 82%	346 79%	192 84%	459 86%	377 82%
No	421 17%	226 19%	195 16%	53 20%	85 17%	88 20%	36 16%	75 14%	81 17%
Don't know	22 1%	14 1%	7 1%	2 1%	5 1%	7 2%	0 0%	2 0%	5 1%
Refused	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
No Response	2	1	1	0	1	0	0	0	1

Table 17: Q16b. Where did you see or hear these messages? [DO NOT READ--MULTIPLE RESPONSES ACCEPTED] **DROVE A MOTOR VEHICLE PAST YEAR PAST 30 DAYS SEEN/HEARD MESSAGES AVOID DRIVING AFTER DRINK**

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	2004	973 49%	1031 51%	214 11%	411 20%	346 17%	192 10%	459 23%	377 19%
TV	754 38%	367 38%	387 38%	71 34%	157 39%	137 41%	44 23%	187 41%	155 42%
Billboard/signs	486 25%	236 25%	250 25%	70 33%	99 24%	67 20%	69 36%	115 25%	67 18%
Radio	361 18%	166 17%	195 19%	41 19%	80 20%	45 13%	54 28%	85 19%	54 15%
Newspaper	221 11%	114 12%	107 11%	13 6%	34 8%	68 20%	6 3%	37 8%	63 17%
Personal observation/on the road	58 3%	29 3%	28 3%	7 3%	14 3%	9 3%	9 4%	8 2%	12 3%
Friend/Relative	19 1%	9 1%	11 1%	1 1%	4 1%	3 1%	2 1%	3 1%	6 2%
I'm a police officer/judge	5 0%	1 0%	3 0%	0 0%	0 0%	1 0%	0 0%	2 0%	1 0%
Other	68 3%	32 3%	36 4%	9 4%	17 4%	6 2%	6 3%	20 4%	10 3%
No Response	33	20	13	3	6	10	1	3	10

Table 18: Q16c. Was the (TV/radio) message a commercial (or advertisement), was it part of a news program, or was it something else? [MULTIPLE RESPONSES ACCEPTED] DROVE A MOTOR VEHICLE PAST YEAR PAST 30 DAYS SEEN/HEARD MESSAGES AVOID DRIVING AFTER DRINK PAST 30 DAYS SEEN/HEARD MESSAGES ON TV/RADIO

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	1115	532 48%	582 52%	111 10%	237 21%	181 16%	99 9%	272 24%	210 19%
Commercial/Advertisement	628 56%	304 57%	323 56%	82 73%	145 61%	76 42%	70 71%	166 61%	85 41%
Public Service Announcement	307 28%	140 26%	168 29%	18 16%	60 25%	62 34%	22 22%	71 26%	75 36%
News story/news program	107 10%	61 12%	45 8%	10 9%	24 10%	28 15%	2 2%	19 7%	24 12%
Something else (specify)	17 2%	4 1%	13 2%	1 1%	2 1%	1 1%	1 1%	9 3%	3 2%
Don't Know	56 5%	22 4%	34 6%	1 1%	6 2%	15 8%	4 4%	7 3%	22 11%

Table 19: Q.17a Yes or No-- in the past 30 days, have you seen or heard of any special effort by police in your community to reduce driving under the influence or drunk driving? DROVE A MOTOR VEHICLE PAST YEAR

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	2449	1215 50%	1234 50%	269 11%	502 21%	441 18%	228 9%	535 22%	463 19%
Yes	839 34%	337 28%	502 41%	67 25%	144 29%	126 29%	88 39%	226 42%	188 40%
No	1552 63%	846 70%	707 57%	196 73%	347 69%	302 69%	138 60%	298 56%	263 57%
Don't Know	56 2%	31 3%	25 2%	6 2%	11 2%	13 3%	2 1%	11 2%	13 3%
Refused	2 0%	1 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%

Table 20: Q17b. Is this special effort to reduce driving under the influence or drunk driving, occurring only during daytime hours, nighttime hours or both daytime and nighttime hours?  
DROVE A MOTOR VEHICLE PAST YEAR PAST 30 DAYS SEEN/HEARD POLICE EFFORT TO REDUCE DUI

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	839	337 40%	502 60%	67 8%	144 17%	126 15%	88 10%	226 27%	188 22%
Daytime hours	73 9%	31 9%	42 8%	9 13%	11 7%	11 8%	5 5%	18 8%	19 10%
Nighttime hours	224 27%	103 30%	121 24%	19 29%	55 38%	29 23%	28 32%	57 25%	37 20%
Both	467 56%	172 51%	296 59%	31 47%	70 49%	71 56%	52 59%	131 58%	113 60%
Don't Know	75 9%	32 9%	43 9%	8 12%	9 6%	16 12%	3 4%	20 9%	19 10%
Refused	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Table 21: Q17c. Where did you see or hear about that special effort? [DO NOT READ-- MULTIPLE RESPONSES ACCEPTED] DROVE A MOTOR VEHICLE PAST YEAR PAST 30 DAYS SEEN/HEARD POLICE EFFORT TO REDUCE DUI

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	839	337 40%	502 60%	67 8%	144 17%	126 15%	88 10%	226 27%	188 22%
TV	220 27%	88 27%	132 27%	15 24%	41 29%	31 25%	23 27%	61 28%	48 27%
Newspaper	215 26%	77 23%	139 29%	6 9%	28 20%	43 35%	8 9%	64 29%	66 37%
Radio	131 16%	44 13%	87 18%	17 26%	17 12%	11 9%	18 21%	43 20%	26 14%
Personal observation/on the road	88 11%	39 12%	49 10%	6 10%	20 14%	13 10%	15 18%	17 8%	17 9%
Billboard/signs	82 10%	38 12%	44 9%	9 14%	15 11%	14 12%	12 13%	22 10%	10 6%
Friend/Relative	31 4%	17 5%	14 3%	5 8%	7 5%	5 4%	6 7%	3 1%	5 3%
I'm a police officer/judge	11 1%	5 1%	6 1%	1 2%	2 1%	2 2%	1 1%	4 2%	1 1%
Other	35 4%	21 6%	14 3%	4 7%	12 9%	4 3%	3 4%	5 2%	6 3%
No Response	25	9	16	3	3	3	1	7	9

Table 22: Q.17d Was the (TV/RADIO) message a commercial (or advertisement), was it part of a news program, or was it something else? DROVE A MOTOR VEHICLE PAST YEAR PAST 30 DAYS SEEN/HEARD POLICE EFFORT TO REDUCE DUI SAW/HEARD OF SPECIAL EFFORT ON TV/RADIO

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	351	132 38%	219 62%	32 9%	57 16%	42 12%	42 12%	104 30%	74 21%
Commercial/ Advertisement	158 45%	67 51%	91 41%	20 62%	27 47%	20 47%	23 56%	45 44%	22 30%
News story/ news program	135 38%	54 41%	81 37%	9 28%	25 43%	20 48%	12 28%	42 40%	27 37%
Public Service Announcement	89 25%	26 20%	63 29%	2 7%	13 22%	11 26%	7 18%	27 26%	29 39%
Something else	3 1%	1 1%	2 1%	0 0%	0 0%	1 3%	0 0%	2 2%	0 0%
Don't Know	6 2%	3 2%	3 1%	1 3%	1 2%	1 3%	0 0%	1 1%	2 2%

Table 23: Q18a. In the past 30 days, have you seen or heard anything about police setting up checkpoints or other enforcement efforts to catch drivers who were driving while under the influence of alcohol or driving drunk? DROVE A MOTOR VEHICLE PAST YEAR

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	2449	1215 50%	1234 50%	269 11%	502 21%	441 18%	228 9%	535 22%	463 19%
Yes	975 40%	388 32%	587 48%	76 28%	164 33%	146 33%	101 44%	266 50%	217 47%
No	1434 59%	807 66%	627 51%	191 71%	330 66%	286 65%	124 55%	262 49%	235 51%
Don't Know	39 2%	19 2%	20 2%	2 1%	9 2%	8 2%	2 1%	6 1%	12 3%
Refused	2 0%	1 0%	1 0%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%

Table 24: Q18b. Are you speaking about checkpoints only, other enforcement efforts only or both checkpoints and other enforcement efforts? **DROVE A MOTOR VEHICLE PAST YEAR SAW/HEARD OF POLICE CHECKPOINTS OR OTHER EFFORTS TO STOP DUI**

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	975	388 40%	587 60%	76 8%	164 17%	146 15%	101 10%	266 27%	217 22%
Checkpoints only	581 60%	260 67%	321 55%	56 73%	115 70%	88 60%	60 59%	148 56%	110 51%
Other enforcement efforts only	64 7%	29 7%	35 6%	4 6%	15 9%	9 6%	1 1%	25 9%	10 4%
Both	312 32%	90 23%	222 38%	15 20%	33 20%	42 29%	40 39%	90 34%	92 43%
Don't Know	17 2%	10 2%	8 1%	1 1%	1 1%	7 5%	0 0%	3 1%	5 2%
Refused	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Table 25: Q18c. In the past 30 days, did you personally drive past, or drive through a police checkpoint set up to catch drivers who were driving while under the influence of alcohol or driving drunk? **DROVE A MOTOR VEHICLE PAST YEAR SAW/HEARD OF POLICE CHECKPOINTS OR OTHER EFFORTS TO STOP DUI**

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	975	388 40%	587 60%	76 8%	164 17%	146 15%	101 10%	266 27%	217 22%
Yes	193 20%	78 20%	115 20%	15 20%	39 24%	22 15%	28 28%	60 22%	27 13%
No	768 79%	303 78%	464 79%	60 78%	124 76%	119 81%	72 71%	205 77%	185 85%
Don't Know	14 1%	7 2%	7 1%	1 1%	1 0%	5 4%	1 1%	1 1%	4 2%
Refused	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Table 26: Q19a. Do you know the name or slogan of any enforcement program(s) that prevent driving under the influence or drunk driving in (identify state)? DROVE A MOTOR VEHICLE PAST YEAR

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	2449	1215 50%	1234 50%	269 11%	502 21%	441 18%	228 9%	535 22%	463 19%
Yes	1062 43%	537 44%	525 43%	120 44%	251 50%	165 37%	110 48%	243 45%	171 37%
No	1338 55%	652 54%	686 56%	146 54%	241 48%	264 60%	114 50%	282 53%	283 61%
Don't Know	47 2%	26 2%	21 2%	3 1%	11 2%	12 3%	3 1%	10 2%	9 2%
Refused	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%
No Response	1	0	1	0	0	0	0	0	1

Table 27: Q19b. What was the slogan or program called? [MULTIPLE RESPONSES ACCEPTED][DO NOT READ] DROVE A MOTOR VEHICLE PAST YEAR KNOWS THE NAME/SLOGAN OF ENFORCEMENT PROGRAM TO STOP DUI

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	1062	537 51%	525 49%	120 11%	251 24%	165 16%	110 10%	243 23%	171 16%
MADD/Mothers Against	421 43%	212 42%	209 43%	51 45%	88 38%	73 47%	48 46%	85 38%	76 50%
DARE/Drug Abuse Resistance Education	178 18%	99 20%	79 16%	18 15%	53 23%	29 19%	14 13%	43 19%	22 15%
Don't Drink and Drive	99 10%	33 7%	66 14%	12 10%	16 7%	5 3%	11 11%	40 18%	15 10%
SADD/Students Against Drunk Driving	56 6%	31 6%	24 5%	11 9%	17 7%	4 3%	9 8%	12 5%	4 2%
Friends Don't Let Friends Drive Dunk	54 5%	35 7%	18 4%	3 2%	16 7%	16 10%	5 5%	6 2%	7 5%
You Drink and Drive. You Lose.	49 5%	18 4%	30 6%	7 7%	7 3%	4 2%	8 8%	12 5%	10 7%
Drunk Driving. Over The Limit. Under Arrest.	22 2%	9 2%	13 3%	1 1%	4 2%	4 2%	2 2%	6 3%	4 3%
Buzzed Driving Is Drunk Driving	17 2%	11 2%	7 1%	3 3%	3 1%	4 3%	2 2%	4 2%	2 1%
Get the Keys	2 0%	2 0%	0 0%	0 0%	0 0%	2 1%	0 0%	0 0%	0 0%
Recovery Month	2 0%	2 0%	0 0%	1 1%	0 0%	1 1%	0 0%	0 0%	0 0%
Step Away From Your Vehicle	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Other (specify)	85 9%	48 10%	37 8%	7 7%	27 12%	13 9%	6 6%	18 8%	13 9%
Don't Know	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Refused	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
No Response	76	36	41	6	20	10	5	18	17

Table 28: Q19c. I'd like to find out if you recall seeing a particular ad on TV recently. "The ad starts by showing drivers struggling in motor vehicles filled with liquid. A policeman circles an intersection on a map. The ad ends with a policeman testing a driver for alcohol use, handcuffing a violator, and putting him in a police car." Do you recall seeing this ad in the past two weeks? DROVE A MOTOR VEHICLE PAST YEAR

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	2449	1215 50%	1234 50%	269 11%	502 21%	441 18%	228 9%	535 22%	463 19%
Yes	669 27%	50 4%	619 50%	12 5%	23 5%	15 3%	132 58%	287 54%	198 43%
No	1760 72%	1157 95%	602 49%	255 95%	474 94%	425 96%	95 42%	244 46%	258 56%
Don't Know	20 1%	7 1%	13 1%	2 1%	5 1%	0 0%	1 0%	4 1%	7 2%
Refused	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Table 29: Q19d. What was the slogan or logo used at the end of this ad? [DO NOT READ - MULTIPLE RESPONSES ACCEPTED] DROVE A MOTOR VEHICLE PAST YEAR RECALL AD ".SHOWING DRIVERS STRUGGLING IN VEHICLE FILLED."

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	669	50 8%	619 92%	12 2%	23 3%	15 2%	132 20%	287 43%	198 30%
Drunk Driving. Over The Limit. Under Arrest.	37 6%	6 13%	30 5%	3 22%	4 16%	0 0%	9 7%	16 6%	5 3%
Other	21 3%	0 0%	21 3%	0 0%	0 0%	0 0%	6 4%	11 4%	4 2%
Don't drink and drive	45 7%	11 21%	35 6%	2 17%	9 37%	0 0%	9 7%	15 5%	10 5%
Can't recall	560 84%	33 66%	526 85%	7 61%	11 47%	15 100%	106 80%	241 85%	177 90%
Refused	4 1%	0 0%	4 1%	0 0%	0 0%	0 0%	2 2%	2 1%	0 0%
No Response	3	0	3	0	0	0	0	2	1

Table 30: Q.20-1 Do you recall hearing or seeing the following slogans in the past 30 days "Friends don't let friends drive drunk"? DROVE A MOTOR VEHICLE PAST YEAR

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	2449	1215 50%	1234 50%	269 11%	502 21%	441 18%	228 9%	535 22%	463 19%
Yes	856 35%	385 32%	470 38%	80 30%	151 30%	154 35%	96 42%	183 34%	190 41%
No	1568 64%	822 68%	746 60%	188 70%	348 69%	284 64%	132 58%	343 64%	265 57%
Don't know	25 1%	7 1%	18 1%	1 0%	3 1%	3 1%	0 0%	10 2%	8 2%
Refused	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Table 31: Q.20-2 Do you recall hearing or seeing the following slogans in the past 30 days-- "You Drink and Drive. You Lose."? DROVE A MOTOR VEHICLE PAST YEAR

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	2449	1215 50%	1234 50%	269 11%	502 21%	441 18%	228 9%	535 22%	463 19%
Yes	835 34%	362 30%	473 38%	68 25%	153 31%	141 32%	98 43%	176 33%	198 43%
No	1582 65%	843 69%	739 60%	200 74%	346 69%	295 67%	130 57%	347 65%	257 55%
Don't know	31 1%	10 1%	22 2%	1 0%	3 1%	5 1%	0 0%	13 2%	9 2%
Refused	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Table 32: Q.20-3 Do you recall hearing or seeing the following slogans in the past 30 days--  
"Get the keys"? DROVE A MOTOR VEHICLE PAST YEAR

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	2449	1215 50%	1234 50%	269 11%	502 21%	441 18%	228 9%	535 22%	463 19%
Yes	842 34%	375 31%	467 38%	79 29%	149 30%	146 33%	90 40%	186 35%	189 41%
No	1578 64%	832 68%	746 60%	190 71%	350 70%	289 66%	138 60%	336 63%	266 57%
Don't know	29 1%	9 1%	21 2%	0 0%	3 1%	5 1%	0 0%	13 2%	8 2%
Refused	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Table 33: Q.20-4 Do you recall hearing or seeing the following slogans in the past 30 days--  
"Drunk Driving. Over The Limit. Under Arrest"? DROVE A MOTOR VEHICLE PAST YEAR

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	2449	1215 50%	1234 50%	269 11%	502 21%	441 18%	228 9%	535 22%	463 19%
Yes	858 35%	387 32%	472 38%	70 26%	171 34%	146 33%	86 38%	185 35%	199 43%
No	1565 64%	821 68%	744 60%	197 73%	329 65%	292 66%	141 62%	341 64%	255 55%
Don't know	26 1%	7 1%	19 2%	1 0%	3 1%	3 1%	0 0%	10 2%	9 2%
Refused	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Table 34: Q.20-5 Do you recall hearing or seeing the following slogans in the past 30 days--  
 "Recovery Month"? DROVE A MOTOR VEHICLE PAST YEAR

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	2449	1215 50%	1234 50%	269 11%	502 21%	441 18%	228 9%	535 22%	463 19%
Yes	841 34%	374 31%	467 38%	72 27%	152 30%	147 33%	92 40%	183 34%	191 41%
No	1580 65%	832 68%	749 61%	196 73%	347 69%	288 65%	136 60%	341 64%	265 57%
Don't know	28 1%	10 1%	19 2%	1 0%	3 1%	5 1%	0 0%	11 2%	8 2%
Refused	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Table 35: Q.20-6 Do you recall hearing or seeing the following slogans in the past 30 days--  
 "Buzzed Driving Is Drunk Driving"? DROVE A MOTOR VEHICLE PAST YEAR

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	2449	1215 50%	1234 50%	269 11%	502 21%	441 18%	228 9%	535 22%	463 19%
Yes	841 34%	376 31%	465 38%	75 28%	152 30%	150 34%	92 40%	180 34%	192 41%
No	1582 65%	831 68%	751 61%	193 72%	348 69%	287 65%	136 60%	343 64%	264 57%
Don't know	26 1%	7 1%	19 2%	1 0%	2 0%	4 1%	0 0%	12 2%	7 1%
Refused	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Table 36: Q.20-7 Do you recall hearing or seeing the following slogans in the past 30 days--  
"Click It or Ticket"? DROVE A MOTOR VEHICLE PAST YEAR

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	2449	1215 50%	1234 50%	269 11%	502 21%	441 18%	228 9%	535 22%	463 19%
Yes	833 34%	365 30%	468 38%	73 27%	159 32%	133 30%	86 38%	180 34%	201 43%
No	1590 65%	842 69%	748 61%	195 72%	342 68%	303 69%	141 62%	344 64%	257 55%
Don't know	27 1%	9 1%	18 1%	1 0%	2 0%	5 1%	0 0%	12 2%	6 1%
Refused	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Table 37: Q.20-8 Do you recall hearing or seeing the following slogans in the past 30 days--  
"Step away from your vehicle"? DROVE A MOTOR VEHICLE PAST YEAR

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	2449	1215 50%	1234 50%	269 11%	502 21%	441 18%	228 9%	535 22%	463 19%
Yes	807 33%	361 30%	446 36%	71 26%	150 30%	139 32%	86 38%	173 32%	187 40%
No	1615 66%	846 70%	770 62%	197 73%	350 70%	297 67%	142 62%	352 66%	268 58%
Don't know	27 1%	9 1%	18 1%	1 0%	2 0%	5 1%	0 0%	11 2%	8 2%
Refused	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Table 38: Q21. Thinking about everything you have heard, how important do you think it is for [NAME STATE] to enforce the drinking and driving laws more strictly...very important, fairly important, just somewhat important, or not that important? DROVE A MOTOR VEHICLE PAST YEAR

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	2449	1215 50%	1234 50%	269 11%	502 21%	441 18%	228 9%	535 22%	463 19%
Very Important	2045 83%	973 80%	1072 87%	204 76%	394 78%	374 85%	200 88%	446 83%	420 91%
Fairly Important	227 9%	138 11%	88 7%	44 17%	57 11%	36 8%	17 7%	50 9%	21 4%
Just somewhat important	108 4%	64 5%	44 4%	13 5%	35 7%	14 3%	7 3%	23 4%	14 3%
Not that important	51 2%	29 2%	22 2%	7 3%	11 2%	11 2%	4 2%	14 3%	4 1%
Don't Know	18 1%	10 1%	8 1%	0 0%	5 1%	5 1%	0 0%	3 1%	5 1%
Refused	1 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%

Table 39: D1. Are you male or female? (NOTE: SELECT GENDER BY OBSERVATION - ASK ONLY IF NECESSARY) DROVE A MOTOR VEHICLE PAST YEAR

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	2449	1215 50%	1234 50%	269 11%	502 21%	441 18%	228 9%	535 22%	463 19%
Male	1351 55%	679 56%	672 54%	168 62%	260 52%	249 56%	145 63%	283 53%	239 52%
Female	1098 45%	536 44%	562 46%	101 38%	242 48%	192 44%	83 37%	252 47%	225 48%

Table 40: D2a. What is your age? DROVE A MOTOR VEHICLE PAST YEAR

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	11584 3	56085 48%	59758 52%	7229 6%	21459 19%	27396 24%	6289 5%	23706 20%	29763 26%
Age	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	49	49	50	27	45	66	28	45	66

Table 41: D2b. Okay, if you would prefer not to provide your exact age, please stop me when I get to the category that includes your age? (INTERVIEWER: READ LIST UNTIL RESPONDENT STOPS YOU.) DROVE A MOTOR VEHICLE PAST YEAR

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	2449	1215 50%	1234 50%	269 11%	502 21%	441 18%	228 9%	535 22%	463 19%
18 to 24	135 6%	74 6%	61 5%	74 28%	0 0%	0 0%	61 27%	0 0%	0 0%
25 to 34	362 15%	195 16%	167 14%	195 72%	0 0%	0 0%	167 73%	0 0%	0 0%
35 to 44	453 19%	218 18%	235 19%	0 0%	218 43%	0 0%	0 0%	235 44%	0 0%
45 to 54	584 24%	284 23%	300 24%	0 0%	284 57%	0 0%	0 0%	300 56%	0 0%
55 to 64	423 17%	205 17%	219 18%	0 0%	0 0%	205 46%	0 0%	0 0%	219 47%
65 to 74	299 12%	145 12%	155 13%	0 0%	0 0%	145 33%	0 0%	0 0%	155 33%
75 or older	182 7%	92 8%	90 7%	0 0%	0 0%	92 21%	0 0%	0 0%	90 19%
Refused	10 0%	3 0%	7 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Table 42: D3 Do you consider yourself to be Hispanic or Latino? DROVE A MOTOR VEHICLE PAST YEAR

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	2449	1215 50%	1234 50%	269 11%	502 21%	441 18%	228 9%	535 22%	463 19%
Yes	137 6%	74 6%	63 5%	39 14%	25 5%	10 2%	31 14%	23 4%	9 2%
No	2304 94%	1135 93%	1169 95%	229 85%	474 94%	430 98%	196 86%	511 96%	454 98%
Not sure	4 0%	3 0%	1 0%	1 0%	2 0%	0 0%	0 0%	1 0%	0 0%
Refused	4 0%	2 0%	1 0%	0 0%	1 0%	1 0%	0 0%	0 0%	1 0%

Table 43: D3b. Do you speak Spanish at home? DROVE A MOTOR VEHICLE PAST YEAR CONSIDER THEMSELVES TO BE HISPANIC/LATINO

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	137	74 54%	63 46%	39 28%	25 19%	10 7%	31 23%	23 17%	9 6%
Yes	90 66%	47 64%	43 68%	25 64%	17 66%	5 54%	23 75%	16 70%	3 38%
No	47 34%	27 36%	20 32%	14 36%	9 34%	5 46%	8 25%	7 30%	5 63%
Refused	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Table 44: D3c. In general, would you say you speak Spanish 100% of the time, 75% of the time, 50% of the time, or 25% of the time? **DROVE A MOTOR VEHICLE PAST YEAR**  
**CONSIDER THEMSELVES TO BE HISPANIC/LATINO SPEAK SPANISH AT HOME**

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	90	47 53%	43 47%	25 28%	17 19%	5 6%	23 26%	16 18%	3 4%
100%	22 25%	16 34%	6 14%	5 21%	9 50%	2 40%	5 24%	1 3%	0 0%
75%	14 16%	6 12%	9 21%	6 23%	0 0%	0 0%	2 10%	6 40%	0 0%
50%	29 33%	12 24%	18 42%	6 23%	4 21%	2 40%	7 33%	7 43%	3 100%
25%	23 26%	14 29%	10 23%	8 32%	5 28%	1 20%	7 33%	2 13%	0 0%
Other (specify)	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Don't Know	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Refused	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
No Response	1	0	1	0	0	0	1	0	0

Table 45: D4. Which of the following racial categories describes you? You may select more than one. [READ LIST-MULTIPLE RESPONSES ACCEPTED] DROVE A MOTOR VEHICLE PAST YEAR

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	2,449	1,215 50%	1,234 50%	269 11%	502 21%	441 18%	228 9%	535 22%	463 19%
American Indian or Alaska Native	32 1%	20 2% 63%	12 1% 37%	6 2% 19%	7 1% 22%	7 2% 22%	3 1% 10%	4 1% 13%	4 1% 13%
Asian	31 1%	13 1% 41%	18 1% 59%	4 1% 12%	9 2% 28%	1 0% 2%	4 2% 14%	12 2% 38%	2 0% 7%
Black or African American	139 6%	62 5% 45%	76 6% 55%	19 7% 14%	31 6% 23%	11 3% 8%	18 8% 13%	34 6% 24%	21 5% 15%
Native Hawaiian or other Pacific Islander	0 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%
White	2,025 83%	1,007 83% 50%	1,018 83% 50%	194 72% 10%	410 82% 20%	402 91% 20%	165 73% 8%	443 83% 22%	407 88% 20%
Hispanic	137 6%	74 6% 54%	63 5% 46%	39 14% 28%	25 5% 19%	10 2% 7%	31 14% 23%	23 4% 17%	9 2% 6%
Other (specify)	37 1%	13 1% 36%	23 2% 64%	3 1% 9%	4 1% 10%	5 1% 15%	4 2% 12%	8 1% 21%	10 2% 28%
Refused	49 2%	26 2% 52%	23 2% 48%	4 1% 8%	16 3% 33%	5 1% 11%	1 0% 2%	12 2% 25%	10 2% 21%

Table 46: D5. What is the highest grade or year of school you completed? DROVE A MOTOR VEHICLE PAST YEAR

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	2,449	1,215 50%	1,234 50%	269 11%	502 21%	441 18%	228 9%	535 22%	463 19%
8th grade or less	27 1%	16 1%	11 1%	1 0%	7 1%	7 2%	2 1%	2 0%	6 1%
9th grade	34 1%	15 1%	19 2%	5 2%	4 1%	6 1%	1 0%	7 1%	11 2%
10th grade	34 1%	14 1%	20 2%	4 1%	6 1%	4 1%	5 2%	5 1%	9 2%
11th grade	38 2%	17 1%	20 2%	8 3%	5 1%	5 1%	7 3%	6 1%	6 1%
12th grade/GED	635 26%	313 26%	322 26%	76 28%	127 25%	110 25%	71 31%	129 24%	120 26%
Some college	658 27%	319 26%	339 27%	100 37%	99 20%	118 27%	66 29%	148 28%	121 26%
College graduate or higher	1,011 41%	514 42%	497 40%	74 27%	252 50%	187 42%	76 33%	234 44%	187 40%
Refused	12 0%	7 1%	6 0%	1 0%	1 0%	3 1%	0 0%	2 0%	2 0%

Table 47: D6. Please stop me when I reach the category that includes your household's total annual income for the last year, that is, 2005. DROVE A MOTOR VEHICLE PAST YEAR

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	2,449	1,215 50%	1,234 50%	269 11%	502 21%	441 18%	228 9%	535 22%	463 19%
Under \$15,000	103 4%	58 5%	45 4%	19 7%	19 4%	20 4%	10 4%	18 3%	18 4%
From \$15,000 to less than \$30,000	260 11%	119 10%	141 11%	39 15%	41 8%	39 9%	29 13%	61 11%	51 11%
From \$30,000 to less than \$50,000	412 17%	213 18%	199 16%	59 22%	64 13%	90 20%	56 25%	69 13%	73 16%
From \$50,000 to less than \$75,000	477 19%	243 20%	234 19%	47 18%	111 22%	85 19%	39 17%	115 21%	81 17%
From \$75,000 to less than \$100,000	305 12%	146 12%	159 13%	26 10%	82 16%	38 9%	33 15%	76 14%	50 11%
From \$100,000 to less than \$125,000	173 7%	84 7%	89 7%	15 6%	47 9%	22 5%	19 8%	48 9%	22 5%
\$125,000 or more	210 9%	121 10%	89 7%	23 9%	58 11%	40 9%	9 4%	50 9%	30 6%
Don't Know	113 5%	76 6%	37 3%	25 9%	23 5%	28 6%	12 5%	9 2%	16 3%
Refused	396 16%	157 13%	240 19%	16 6%	58 12%	80 18%	21 9%	90 17%	123 26%

Table 48: D7a. How many telephone numbers do you have in your household? Please do not count numbers for cell phones, or phone lines that are used exclusively for business purposes, computers or fax machines. DROVE A MOTOR VEHICLE PAST YEAR

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	2,449	1,215 50%	1,234 50%	269 11%	502 21%	441 18%	228 9%	535 22%	463 19%
One	2,332 95%	1,153 95%	1,179 96%	258 96%	474 94%	419 95%	220 96%	511 95%	441 95%
Two	95 4%	50 4%	45 4%	9 3%	25 5%	17 4%	7 3%	19 3%	19 4%
Three	14 1%	7 1%	6 0%	1 1%	3 1%	3 1%	0 0%	3 1%	2 1%
Four or more	5 0%	2 0%	3 0%	0 0%	1 0%	1 0%	0 0%	2 0%	1 0%
Don't Know	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Refused	3 0%	2 0%	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%

Table 49: D7b. So, you have [number] phone numbers that are not used exclusively for business, computers, fax machines or cell phones? DROVE A MOTOR VEHICLE PAST YEAR HAVE 1 OR MORE TELEPHONE NUMBERS IN HH

	Total	2006 SURVEY		AGE BY WAVE					
		Pre-Wave	Post-Wave	Pre 18-34	Pre 35-54	Pre 55+	Post 18-34	Post 35-54	Post 55+
Weighted Base	2,446	1,212 50%	1,233 50%	268 11%	502 21%	440 18%	228 9%	535 22%	463 19%
Yes	2,445 100%	1,212 100%	1,232 100%	268 100%	502 100%	440 100%	228 100%	534 100%	463 100%
No	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Don't Know	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%
Refused	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

### Appendix B.3: National Telephone Survey Results; End-of-Year 2006

Conducted by TMR, Inc.

Phone Survey - Alcohol		All Ages				Age 18-34 Only				Ages 35 and up			
		Wave 1	Wave 2		Post-Pre	Wave 1	Wave 2		Post-Pre	Wave 1	Wave 2		Post-Pre
Suvey Question	Response	Percent				Percent				Percent			
<b>D1. Gender</b>	Male	57.8	58.2		0.4	70.1	70.1		0	54	54.7		0.7
	Female	42.2	41.8		-0.4	29.9	29.9		0	46	45.3		-0.7
	<b>N</b>	<b>(N=1,201)</b>	<b>(N=1,200)</b>			<b>(N=294)</b>	<b>(N=298)</b>			<b>(N=882)</b>	<b>(N=879)</b>		
<b>D2. Age</b>	18-34	25	25.3			100	100			0	0		
	35-54		42.7	2.5		0	0	0		53.6	57.2	3.6	
	55+	34.8	31.9	0.3	-2.9	0	0	0	0	46.4	42.8	0	-3.6
	<b>N</b>	<b>(N=1,176)</b>	<b>(N=1,177)</b>			<b>(N=294)</b>	<b>(N=298)</b>			<b>(N=882)</b>	<b>(N=879)</b>		
<b>D4. Race/Ethnicity</b>	White	91.2	90.6		-0.6	88.3	86.6		-1.7	92.3	92.1		-0.2
	Black	4.4	5.8		1.4	7.1	6.9		-0.2	3.5	5.4		1.9
	Other	4.4	3.7				6.5		1.9	4.2	2.5		-1.7
	<b>N</b>	<b>(N=1,165)</b>	<b>(N=1,177)</b>			<b>(N=283)</b>	<b>(N=291)</b>			<b>(N=862)</b>	<b>(N=870)</b>		
<b>D3. Hispanic</b>	Yes	40.2	5.9	5.9	-0.7	4.6	11.6	9.7	-1.9	4	4.6		0.6
	No		94.1	94.1	0		88.1	90.3	2.2	96	95.4		-0.6
	<b>N</b>	<b>(N=1,187)</b>	<b>(N=1,196)</b>			<b>(N=294)</b>	<b>(N=298)</b>			<b>(N=874)</b>	<b>(N=877)</b>		
<b>D6. Annual Household Income</b>	<\$50K	37.7	35.7			43.4	44.4			35.5	32.1		
	\$50k-\$99.9K	42.6	42.2		-0.4	46.2	42.4		-3.8	41.2	42.2		1
	\$100K +	19.8	22.2	-2	2.4	10.4	13.2	1	2.8	23.2	25.7	-3.4	2.5
	<b>N</b>	<b>(N=860)</b>	<b>(N=889)</b>			<b>(N=221)</b>	<b>(N=250)</b>			<b>(N=633)</b>	<b>(N=635)</b>		
<b>Q6. How often do you drive a motor vehicle?</b>	Every day	85.9	88.8			89.8	92.3			84.5	87.6		
	Few days/week	11.6	9.4			6.8	6.4		-0.4	13.2	10.5		-2.7
	Few days/month	2.1	1.3	2.9	-0.8	3.1	1	2.5	-2.1	1.8	1.5	3.1	-0.3
	Few days/year	0.4	0.4	-2.2	0	0.3	0.3		0	0.5	0.5		0
	<b>N</b>	<b>(N=1,197)</b>	<b>(N=1,199)</b>			<b>(N=294)</b>	<b>(N=298)</b>			<b>(N=879)</b>	<b>(N=878)</b>		
<b>Q7. Vehicle driven most often?</b>	Car	56.5	52.5		-4	60.9	53.7			55.3	51.5		-3.8
	Van or Minivan	10.1	8.3		-1.8	7.5	5.4		-2.1	10.8	9.4		-1.4
	Motorcycle	0.4	0.4		0	1	0.3	-7.2	-0.7	0.2	0.5		0.3

	Pick-up Truck	16.1	18.8	2.7		14.6	18.8	4.2	16.8	19.1	2.3		
	SUV	15.6	18.6	3		15.3	20.8	5.5	15.3	18.1	2.8		
	Other truck	0.9	1.1	0.2			1	0.3	1	1	0		
	Other	0.3	0.3	0		0	0	0	0.5	0.3	-0.2		
	<b>N</b>	<b>(N=1,199)</b>	<b>(N=1,200)</b>			<b>(N=294)</b>	<b>(N=298)</b>		<b>(N=881)</b>	<b>(N=879)</b>			
<b>Q8. How often wear belt while driving?</b>	All of the time	87.1	87.9	0.8		85.9	82.1	-3.8	87.4	89.9	2.5		
	Most of the time	7.4	6.4	-1			8.4	0.5	7.2	5.6	-1.6		
	Some of the time	2.1	3	0.9			3.7	2.3		2.9	0.5		
	Rarely	1.7	1.7	0		7.9	2.1	3.7	1.6	1.6	0.9	-0.7	
	Never	1.8	1			1.4		2	-0.7	2.4	1.5	0.7	-0.8
	<b>N</b>	<b>(N=1,195)</b>	<b>(N=1,194)</b>			<b>(N=291)</b>	<b>(N=297)</b>			<b>(N=880)</b>	<b>(N=875)</b>		
<b>Q9. Any drink in past 30 days?</b>	Yes	71.1	77.9	-0.8		2.7	73.8	79.5		70.6	77.5		
	No	28.9	22.1	-6.8			26.2	20.5	-5.7	29.4	22.5	-6.9	
	<b>N</b>	<b>(N=1,192)</b>	<b>(N=1,193)</b>	6.8		<b>(N=294)</b>	<b>(N=298)</b>	5.7	<b>(N=875)</b>	<b>(N=874)</b>	6.9		
<b>Q10a. Driven within 2 hours of drinking?</b>	Yes	27	22.2				34	26.9		24.7	20.9		
	No	73	77.8	4.8			66	73.1		75.3	79.1	3.8	
	<b>N</b>	<b>(N=836)</b>	<b>(N=919)</b>	-4.8		<b>(N=215)</b>	<b>(N=234)</b>	-7.1	<b>(N=608)</b>	<b>(N=670)</b>	-3.8		
<b>Q10b. How many days driven within 2 hours of drinking?</b>	One day	48.7	52.6	3.9		19.7	47.5	59	7.1	11.5	48.8	49.2	0.4
	Two days	24.4	26.6				32.8	23	-9.8	20.9	28.5	7.6	
	Three or more days	26.9	20.8					18	-1.7	30.2	22.3	-7.9	
	<b>Ns</b>	<b>(N=193)</b>	<b>(N=192)</b>			<b>(N=61)</b>	<b>(N=61)</b>			<b>(N=129)</b>	<b>(N=130)</b>		
<b>Q11. How many drinks did you have?</b>	One drink	49.7	52.8				46.8	44.3		51.1	56.6		
	Two drinks	30.7	34	3.3			29	34.4	5.4	31.9	33.8	1.9	
	Three or more drinks	19.6	13.2	-6.4	3.1		21.2	21.3	-2.5	17	9.6	5.5	-7.4
	<b>N</b>	<b>(N=199)</b>	<b>(N=197)</b>			<b>(N=62)</b>	<b>(N=61)</b>			<b>(N=135)</b>	<b>(N=136)</b>		
<b>Q12a. Past month, driven when had too much to drink?</b>	Yes	8.8	5.4	-3.4			13	9.5	-3.5	6.9	2.9	-4	
	No	91.2	94.6	3.4			87	90.5	3.5	93.1	97.1	4	
	<b>N</b>	<b>(N=216)</b>	<b>(N=204)</b>			<b>(N=69)</b>	<b>(N=63)</b>			<b>(N=144)</b>	<b>(N=140)</b>		
<b>Q12b. How many time driven when had too much to drink?</b>	Never	31.3	9.1				37.5	16.7	-20.8	25	0	-25	
	Once	37.5	63.6	26.1	-22.2		25	33.3	8.3	50	100	50	
	Twice	25	9.1	-15.9			25	16.7	-8.3	25	0	-25	
	Three times of more	6.3	18.2	11.9			12.5	33.3	20.8	0	0	0	
	<b>N</b>	<b>(N=16)</b>	<b>(N=11)</b>			<b>(N=8)</b>	<b>(N=6)</b>			<b>(N=8)</b>	<b>(N=4)</b>		

<b>Q14. If drinking, how like is it police would stop you?</b>	Very likely	26.7	24.2			29.6	29.6		25.4	22.5			
	Somewhat likely	26.9	25.6	-2.5	-1.3	30.6	30.3	-0.3	25.7	24.1	-2.9	-1.6	
	Not likely	25.5	23.4		-2.1	22.8	20.2	-2.6	26.7	24.3		-2.4	
	Don't know	21	26.8		5.8		19.9	2.9	22.2	29		6.8	
	<b>N</b>	<b>(N=1,188)</b>	<b>(N=1,194)</b>			<b>(N=294)</b>	<b>(N=297)</b>	<b>#VALUE!</b>	<b>(N=870)</b>	<b>(N=875)</b>			
<b>Q15. Chance of being stopped changed in past month?</b>	More likely	34.7	31.2			36.1	33.9		33.9	30.4			
	Less likely	8.1	5	-3.5	4.3		5.4	-4.1	7.7	5	-3.5	-2.7	
	About the same	45.1	49.4				55	10.1	45.3	47.8		2.5	
	Don't know	12.1	14.4	-3.1	2.3	9.5	5.7	-3.8	13	16.8		3.8	
	<b>N</b>	<b>(N=1,196)</b>	<b>(N=1,199)</b>			<b>(N=294)</b>	<b>(N=298)</b>		<b>(N=878)</b>	<b>(N=879)</b>		<b>#VALUE!</b>	
<b>Q16a. Heard/seen any message re: drinking and driving?</b>	Yes	83.2	89.2		6	80.3	88.9	8.6	84.8	89.6		4.8	
	No	16.8	10.8		-6	19.7	11.1		15.2	10.4		-4.8	
	<b>N</b>	<b>(N=1,176)</b>	<b>(N=1,182)</b>			<b>(N=290)</b>	<b>(N=297)</b>	<b>#VALUE!</b>	<b>(N=862)</b>	<b>(N=863)</b>			
	<b>Q16b1. Heard/seen message on: TV</b>	Yes	78.1	81.5		3.4	74.7	73.9	-8.6	79.2	84.1		4.9
		No	21.9	18.5		-3.4	25.3	26.1	0.8	20.8	15.9		-4.9
<b>N</b>		<b>(N=978)</b>	<b>(N=1,054)</b>			<b>(N=233)</b>	<b>(N=264)</b>		<b>(N=731)</b>	<b>(N=773)</b>			
<b>Q16b2. Heard/seen message on: Radio</b>		Yes	22.8	25.2		2.4	23.6	28	4.4	22.6	24.6		2
		No	77.2	74.8		-2.4	76.4	72	-4.4	77.4	75.4		-2
	<b>N</b>	<b>(N=978)</b>	<b>(N=1,054)</b>			<b>(N=233)</b>	<b>(N=264)</b>		<b>(N=731)</b>	<b>(N=773)</b>			
	<b>Q16b3. Heard/seen message: Friend/Relative</b>	Yes	1.4	0.9				1.9	0.6	1.5	0.5		-1
		No	98.6	99.1		0.5	98.7	98.1	-0.6	98.5	99.5		1
<b>N</b>		<b>(N=978)</b>	<b>(N=1054)</b>	-0.5		<b>(N=233)</b>	<b>(N=264)</b>		<b>(N=731)</b>	<b>(N=773)</b>			
<b>Q16b4. Heard/seen message in: Newspaper</b>		Yes	8.9	10.2		1.3	4.7	9.1	4.4	10.3	10.5		0.2
		No	91.1	89.8		-1.3	95.3	90.9	-4.4	89.7	89.5		-0.2
	<b>N</b>	<b>(N=978)</b>	<b>(N=1,054)</b>			<b>(N=233)</b>	<b>(N=264)</b>		<b>(N=731)</b>	<b>(N=773)</b>			
	<b>Q16b5. Heard/seen message: personal observation</b>	Yes	1.3	2.3		1	0.9	3.8	2.9	1.5	1.8		0.3
		No	98.7	97.7		-1	99.1	96.2		98.5	98.2		-0.3
<b>N</b>		<b>(N=978)</b>	<b>(N=1,054)</b>			<b>(N=233)</b>	<b>(N=264)</b>		<b>(N=731)</b>	<b>(N=773)</b>			
<b>Q16b6. Heard/seen message on: Billboard</b>		Yes	13.1	17.1		4	12.9	26.1	-2.9	13.3	14		0.7
		No	86.9	82.9		-4	87.1	73.9	-13.2	86.7	86		-0.7
	<b>N</b>	<b>(N=978)</b>	<b>(N=1,054)</b>			<b>(N=233)</b>	<b>(N=264)</b>		<b>(N=731)</b>	<b>(N=773)</b>			
	<b>Q16b7. Heard/seen message: Police officer/Judge</b>	Yes	0.2	0.5		0.3	0.4	1.1	0.7	0.1	0.3		0.2
		No	99.8	99.5		-0.3	99.6	98.9	-0.7	99.9	99.7		-0.2

	N	(N=978)	(N=1054)		(N=233)	(N=264)		(N=731)	(N=773)	
Q16b8. Heard/seen message on: Other	Yes	2.4	2.5	0.1	3	2.3	-0.7	1.9	2.6	0.7
	No	97.6	97.5	-0.1	97	97.7	0.7	98.1	97.4	-0.7
	N	(N=978)	(N=1,054)		(N=233)	(N=264)		(N=731)	(N=773)	
Q16c1. What message part of commercial?	Yes	52.7	53.4	0.7	58.8	58.3	-0.5	50.8	51.6	0.8
	No	47.3	46.6	-0.7	41.2	41.7	0.5	49.2	48.4	-0.8
	N	(N=978)	(N=1,054)		(N=233)	(N=264)		(N=731)	(N=773)	
Q16c2. What message part of PSA?	Yes	25.3	32.8	7.5	18.5	26.1	7.6	27.5	35.6	8.1
	No	74.7	67.2	-7.5	81.5	73.9	-7.6	72.5	64.4	-8.1
	N	(N=978)	(N=1,054)		(N=233)	(N=264)		(N=731)	(N=773)	
Q16c3. What message part of news?	Yes	11.9	13.3	1.4	6.9	11	4.1	13.5	14.2	0.7
	No	88.1	86.7	-1.4	93.1	89	-4.1	86.5	85.8	-0.7
	N	(N=978)	(N=1,054)		(N=233)	(N=264)		(N=731)	(N=773)	
Q16c4. What message part of other?	Yes	1.2	0.5			0	-0.9	1.4	0.6	-0.8
	No	98.8	99.5	0.7	99.1	100	0.9	98.6	99.4	0.8
	N	(N=978)	(N=1,054)	-0.7	(N=233)	(N=264)		(N=731)	(N=773)	
Q17a. Seen/Heard special efforts?	Yes	34.9	43.5	8.6	28.7	38	9.3	36.4	45.4	9
	No	65.1	56.5	-8.6	71.3	62	-9.3	63.6	54.6	-9
	N	(N=1,149)	(N=1,157)		(N=282)	(N=295)	#VALUE!	(N=843)	(N=842)	
Q17b. When do special efforts take place?	Daytime	9.7	5.6	-4.1	13.6	8	-5.6	8.8	4.5	-4.3
	Nighttime		26.6	-2.3	34.6	34.8	0.2	27.7	24.1	-3.6
	Both	51.4	57.1	5.7	44.4	50	5.6	54.1	59.9	5.8
	Don't know	10	10.7	0.7	7.4	7.1	-0.3	9.4	11.5	2.1
	N	(N=401)	(N=503)		(N=81)	(N=112)		(N=307)	(N=382)	
Q17c1. special efforts on: TV	Yes	55.1	52.7	-2.4	56.8	43.8	-13	55	55.2	0.2
	No	44.9	47.3	2.4	43.2	56.3	13.1	45	44.8	-0.2
	N	(N=401)	(N=503)		(N=81)	(N=112)		(N=307)	(N=382)	
Q17c2. special efforts on: Radio	Yes	14.7	16.3	1.6	12.3	20.5	8.2	15.3	15.4	0.1
	No	85.3	83.7	-1.6	87.7	79.5	-8.2	84.7	84.6	-0.1
	N	(N=401)	(N=503)		(N=81)	(N=112)		(N=307)	(N=382)	
Q17c3. special efforts: friends/relatives	Yes	3.2	2.6			5.4	0.5	2.9	1.8	-1.1
	No	96.8	97.4	0.6	95.1	94.6	-0.5	97.1	98.2	1.1
	N	(N=401)	(N=503)	-0.6	(N=81)	(N=112)		(N=307)	(N=382)	

Q17c4. special efforts: newspaper	Yes	20	21.3	1.3	6.2	12.5	6.3	23.1	23.8	0.7						
	No	80	78.7	-1.3							93.8	87.5	-6.3	76.9	76.2	-0.7
	<b>N</b>	<b>(N=401)</b>	<b>(N=503)</b>								<b>(N=81)</b>	<b>(N=112)</b>		<b>(N=307)</b>	<b>(N=382)</b>	
Q17c5. special efforts: personal observation	Yes	6.7	10.1	3.4	7.4	14.3	6.9	6.8	8.9	2.1						
	No	93.3	89.9	-3.4							92.6	85.7	-6.9	93.2	91.1	-2.1
	<b>N</b>	<b>(N=401)</b>	<b>(N=503)</b>								<b>(N=81)</b>	<b>(N=112)</b>		<b>(N=307)</b>	<b>(N=382)</b>	
Q17c6. special efforts: billboard	Yes	4.7	7.2	2.5	6.2	9.8	3.6	4.6	6.5	1.9						
	No	95.3	92.8	-2.5							93.8	90.2	-3.6	95.4	93.5	-1.9
	<b>N</b>	<b>(N=401)</b>	<b>(N=503)</b>								<b>(N=81)</b>	<b>(N=112)</b>		<b>(N=307)</b>	<b>(N=382)</b>	
Q17c7. special efforts: officer/judge	Yes	1.7	1.2		95.1	2.7	-2.2	1	0.8	-0.2						
	No	98.3	98.8	0.5							97.3	2.2	99	99.2	0.2	
	<b>N</b>	<b>(N=401)</b>	<b>(N=503)</b>	-0.5							<b>(N=81)</b>	<b>(N=112)</b>		<b>(N=307)</b>	<b>(N=382)</b>	
Q17c8. special efforts: others	Yes	4	2	-2	2.5	2.7	0.2	4.2	1.8	-2.4						
	No	96	98	2							97.5	97.3	-0.2	95.8	98.2	2.4
	<b>N</b>	<b>(N=401)</b>	<b>(N=503)</b>								<b>(N=81)</b>	<b>(N=112)</b>		<b>(N=307)</b>	<b>(N=382)</b>	
Q17d1.Special effort message part of commercial?	Yes	36.9	29.8	-7.1	38.3	33	-5.3	36.5	28.5	-8						
	No	63.1	70.2	7.1							61.7	67	5.3	63.5	71.5	8
	<b>N</b>	<b>(N=401)</b>	<b>(N=503)</b>								<b>(N=81)</b>	<b>(N=112)</b>		<b>(N=307)</b>	<b>(N=382)</b>	
Q17d2. Special effort message part of PSA?	Yes	14.5	18.1	3.6	9.9	17.9	8	15.6	18.6	3						
	No	85.5	81.9	-3.6							90.1	82.1	-8	84.4	81.4	-3
	<b>N</b>	<b>(N=401)</b>	<b>(N=503)</b>								<b>(N=81)</b>	<b>(N=112)</b>		<b>(N=307)</b>	<b>(N=382)</b>	
Q16d3. Special effort message part of news?	Yes	17.7	21.1	3.4	22.2	11.6	-10.6	16.9	24.1	7.2						
	No	82.3	78.9	-3.4							77.8	88.4	10.6	83.1	75.9	-7.2
	<b>N</b>	<b>(N=401)</b>	<b>(N=503)</b>								<b>(N=81)</b>	<b>(N=112)</b>		<b>(N=307)</b>	<b>(N=382)</b>	
Q17d4. Special effort message part of other?	Yes	0.2	0	-0.2	0	0	0	0.3	0	-0.3						
	No	99.8	100	0.2							100	100	0	99.7	100	0.3
	<b>N</b>	<b>(N=401)</b>	<b>(N=503)</b>								<b>(N=81)</b>	<b>(N=112)</b>		<b>(N=307)</b>	<b>(N=382)</b>	
Q18a. Seen/heard about checkpoints?	Yes	38.8	45.9	7.1	34.1	41.1	7	40.2	47.6	7.4						
	No	61.2	54.1	-7.1							65.9	58.9	-7	59.8	52.4	-7.4
	<b>N</b>	<b>(N=1,187)</b>	<b>(N=1,182)</b>								<b>(N=290)</b>	<b>(N=297)</b>	#VALUE!	<b>(N=873)</b>	<b>(N=864)</b>	
Q18b. Checkpts only, other enforcement, or both?	Checkpoints only	60.2	60.8	0.6	62.9	69.7	6.8	60	58.4	-1.6						
	Other enforcement only	10.7	6.1	-4.6							16.5	4.2	-12.3	9.4	6.8	-2.6

	Both	29.1	33.1	4		20.6	26.1	5.5		30.6	34.8	4.2
	N	(N=447)	(N=525)			(N=97)	(N=119)			(N=340)	(N=397)	
Q18c. Personally drive through checkpoint?	Yes	16.7	13.7			23.2	25.4			14.5	10.5	
	No	83.3	86.3	3		76.8	74.6			85.3	89.5	4.2
	N	(N=455)	(N=541)	-3		(N=99)	(N=122)	2.2		(N=346)	(N=410)	-4
Q19a. Know slogan?	Yes	53.1	49	-4.1		55.9	52.1	-2.2	-3.8	52.5	47.9	-4.6
	No	46.9	51	4.1		44.1	47.9		3.8	47.5	52.1	4.6
	N	(N=1,165)	(N=1,151)			(N=286)	(N=286)			(N=855)	(N=843)	
Q19b1. What was it? Friends don't let...	Yes	22.3	8				5.4		-15.2	22.5	9.2	-13.3
	No	77.7	92	14.3		79.4	94.6		15.2		90.8	13.3
	N	(N=619)	(N=564)	-14.3	20.6	(N=160)	(N=149)			(N=449)	(N=404)	
Q19b2. What was it? You Drink and Drive.	Yes	9.7	6.9	-2.8		10	6		-4	9.1	7.4	-1.7
	No	90.3	93.1			90	94		4	90.9	92.6	1.7
	N	(N=619)	(N=564)			(N=160)	(N=149)			(N=449)	(N=404)	
Q19b3. What was it? Get the keys	Yes	2.6	1.4	2.8			1.3		0.7	3.3	1.5	-1.8
	No	97.4	98.6	1.2		99.4	98.7		-0.7	96.7	98.5	1.8
	N	(N=619)	(N=564)	-1.2	0.6	(N=160)	(N=149)			(N=449)	(N=404)	
Q19b4. What was it? Drunk Driving. Over the	Yes	3.1	2	-1.1		5	2.7		-2.3	2.4	1.7	-0.7
	No	96.9	98			95	97.3		2.3	97.6	98.3	0.7
	N	(N=619)	(N=564)			(N=160)	(N=149)			(N=449)	(N=404)	
Q19b5. What was it? Recovery Month	Yes	0.5	0	1.1			0		-0.6	0.4	0	-0.4
	No	99.5	100	0.5		99.4	100		0.6	99.6	100	0.4
	N	(N=619)	(N=564)	-0.5	0.6	(N=160)	(N=149)			(N=449)	(N=404)	
Q19b6. What was it? Buzzed Driving is	Yes	2.7	2.3				2		-1.8	2.2	2.5	0.3
	No	97.3	97.7	0.4		96.3	98		1.7	97.8	97.5	-0.3
	N	(N=619)	(N=564)	-0.4	3.8	(N=160)	(N=149)			(N=449)	(N=404)	
Q19b7. What was it? MADD	Yes	58.3	59.4	1.1		53.1	61.1		8	60.4	58.9	-1.5
	No	41.7	40.6	-1.1		46.9	38.9		-8	39.6	41.1	1.5
	N	(N=619)	(N=564)			(N=160)	(N=149)			(N=449)	(N=404)	
Q19b8. What was it? DARE	Yes	16.3	9.6	-6.7		15.6	11.4		-4.2	16.9	8.7	-8.2
	No	83.7	90.4	6.7		84.4	88.6		4.2	83.1	91.3	8.2
	N	(N=619)	(N=564)			(N=160)	(N=149)			(N=449)	(N=404)	
Q19b9. What was it?	Yes	11.5	6.9	-4.6		12.5	8.7		-3.8	11.4	6.4	-5

SADD	No	88.5	93.1		4.6	87.5	91.3		3.8	88.6	93.6		5
	<b>N</b>	<b>(N=619)</b>	<b>(N=564)</b>			<b>(N=160)</b>	<b>(N=149)</b>			<b>(N=449)</b>	<b>(N=404)</b>		
<b>Q19b10. What was it?</b>	Yes	2.3	0.2		-2.1	0	0		0	3.1	0.2		-2.9
Step Away from your	No	97.7	99.8			100	100		0	96.9	99.8		2.9
	<b>N</b>	<b>(N=619)</b>	<b>(N=564)</b>			<b>(N=160)</b>	<b>(N=149)</b>			<b>(N=449)</b>	<b>(N=404)</b>		
<b>Q19b11. What was it?</b>	Yes	11.5	10.5	2.1	-1	6.9	10.1		3.2	12.9	10.4		-2.5
Don't drink and drive	No	88.5	89.5		1	93.1	89.9		-3.2	87.1	89.6		2.5
	<b>N</b>	<b>(N=619)</b>	<b>(N=564)</b>			<b>(N=160)</b>	<b>(N=149)</b>			<b>(N=449)</b>	<b>(N=404)</b>		
<b>Q19b12. What was it?</b>	Yes	7.8	9.2		1.4	8.1	10.7		2.6	7.6	8.9		1.3
Other	No	92.2	90.8		-1.4	91.9	89.3		-2.6	92.4	91.1		-1.3
	<b>N</b>	<b>(N=619)</b>	<b>(N=564)</b>			<b>(N=160)</b>	<b>(N=149)</b>			<b>(N=449)</b>	<b>(N=404)</b>		
<b>Q19c. Seen TV ad?</b>	Yes	35.8	62.2			46.4	61.4			32.6	62.7		
	No	64.2	37.8			53.6	38.6			67.4	37.3		
	<b>N</b>	<b>(N=1,180)</b>	<b>(N=1,190)</b>	26.4		<b>(N=291)</b>	<b>(N=298)</b>	15		<b>(N=865)</b>	<b>(N=869)</b>	30.1	
<b>Q19d. Slogan or logo in ad?</b>	Drunk Driving. Over the	12.8	7.6		-26.4	15.7	8.2		-15	10.6	7.2		-30.1
	Other	2.6	2.8			3	1.6			2.5	3.3		
	Don't drink and drive	11.4	6.9		-5.2	11.2	6		-7.5	11.7	7.3		-3.4
	Can't recall	73.2	82.7		0.2	70.1	84.2		-1.4	75.2	82.2		0.8
	<b>N</b>	<b>(N=422)</b>	<b>(N=740)</b>		-4.5	<b>(N=134)</b>	<b>(N=183)</b>		-5.2	<b>(N=282)</b>	<b>(N=545)</b>		-4.4
<b>Q20a. Heard/saw slogan:</b>	Yes	81.1	83.9	9.5		78.2	80.9		14.1	82.4	84.7	7	
Friends don't let...	No	18.9	16.1			21.8	19.1			17.6	15.3		
	<b>N</b>	<b>(N=1,181)</b>	<b>(N=1,185)</b>	2.8		<b>(N=289)</b>	<b>(N=298)</b>	2.7		<b>(N=869)</b>	<b>(N=864)</b>	2.3	
<b>Q20b. Heard/saw slogan:</b>	Yes	68.4	72.4		-2.8	73.7	73.6		-2.7	66.9	72.6		-2.3
You Drink and Drive.	No	31.6	27.6			26.3	26.4			33.1	27.4		
	<b>N</b>	<b>(N=1,179)</b>	<b>(N=1,178)</b>	4		<b>(N=289)</b>	<b>(N=296)</b>	-0.1		<b>(N=866)</b>	<b>(N=859)</b>	5.7	
<b>Q20c. Heard/saw slogan:</b>	Yes	23.6	28.4		-4	25.2	23.9		0.1	22.9	29.9		-5.7
Get the keys	No	76.4	71.6			74.8	76.1			77.1	70.1		
	<b>N</b>	<b>(N=1,186)</b>	<b>(N=1,185)</b>	4.8		<b>(N=290)</b>	<b>(N=297)</b>	-1.3		<b>(N=872)</b>	<b>(N=865)</b>	7	
<b>Q20d. Heard/saw slogan:</b>	Yes	24.9	39.2		-4.8	30.1	43.1		1.3	23	38.1		-7
Drunk Driving. Over the	No	75.1	60.8			69.9	56.9			77	61.9		
	<b>N</b>	<b>(N=1,187)</b>	<b>(N=1,172)</b>	14.3		<b>(N=292)</b>	<b>(N=297)</b>	1.3		<b>(N=871)</b>	<b>(N=852)</b>	15.1	
<b>Q20e. Heard/saw slogan:</b>	Yes	3.4	3.4		-14.3	6.2	5.1		-1.3	2.3	3		-15.1
Recovery Month	No	96.6	96.6			93.8	94.9			97.7	97		
				0					-1.1				0.7
				0					1.1				-0.7

	<b>N</b>	<b>(N=1,192)</b>	<b>(N=1,195)</b>			<b>(N=292)</b>	<b>(N=296)</b>			<b>(N=876)</b>	<b>(N=876)</b>		
<b>Q20f. Heard/saw slogan:</b>	Yes	25.9	37.1			35.3	41.9			22.4	35.9		
Buzzed Driving is	No	74.1	62.9	11.2		64.7	58.1			77.6	64.1		
	<b>N</b>	<b>(N=1,186)</b>	<b>(N=1,190)</b>	-1.2		<b>(N=292)</b>	<b>(N=298)</b>	6.6		<b>(N=870)</b>	<b>(N=869)</b>	13.5	
<b>Q20g. Heard/saw slogan:</b>	Yes	79.6	78.4			87.8	87.5	-6.6		77	75.6		-3.5
Click It or Ticket	No	20.4	21.6			12.2	12.5			23	24.4		
	<b>N</b>	<b>(N=1,195)</b>	<b>(N=1,191)</b>	-1.2		<b>(N=294)</b>	<b>(N=296)</b>	-0.3		<b>(N=877)</b>	<b>(N=872)</b>	-1.4	
<b>Q20h. Heard/saw slogan:</b>	Yes	24	25.3	1.2		19.9	25.1	0.3		25.3	25.1	1.4	
Step Away from your	No	76	74.7			80.1	74.9			74.7	74.9		
	<b>N</b>	<b>(N=1,183)</b>	<b>(N=1,184)</b>	1.3		<b>(N=297)</b>	<b>(N=295)</b>	5.2		<b>(N=867)</b>	<b>(N=866)</b>	-0.2	
<b>Q21. Important to enforce D&amp;D laws more strictly?</b>	Very important	81.1	83.3	-3		77.2	79.5	-5.2		82.3	85	0.2	
	Fairly important	10.8	8.5			14.3	12.4			9.4	6.8		
	Somewhat important	5.3	4.6	2.2		5.4	5	2.3		5.3	4.3	2.7	
	Not that important	2.2	2.8	-2.3		2.4	3	-1.9		2.2	2.8	-2.6	
	Don't know	0.7	0.8	-0.7	0.1	0.7	0	-0.4	-0.7	0.7	1	-1	0.3
	<b>N</b>	<b>(N=1,199)</b>	<b>(N=1,200)</b>	0.6		<b>(N=294)</b>	<b>(N=298)</b>	0.6		<b>(N=882)</b>	<b>(N=879)</b>	0.6	

## Appendix C: Case Study Sources

### Colorado

Telephone interview on October 30, 2007, with Glenn Davis, Colorado Safety & Traffic Engineering  
DWI arrest data: [www.dot.state.co.us/TrafficSafety/HEAT/index.cfm](http://www.dot.state.co.us/TrafficSafety/HEAT/index.cfm)  
2007 FARS data: Rahim Marandi, Colorado Safety & Traffic Engineering (not used)  
FARS data through 2006: NHTSA  
LEAF: [www.dot.state.co.us/Safety/alcohol/leaf.htm](http://www.dot.state.co.us/Safety/alcohol/leaf.htm)

### Connecticut

Connecticut Tests NHTSA's High-Visibility Enforcement Impaired Driving Campaign in 2003, Traffic Tech #324, Feb. 2007.  
[www.nhtsa.dot.gov/portal/site/nhtsa/menuitem.faab46d31ce6710baff82410dba046a0/](http://www.nhtsa.dot.gov/portal/site/nhtsa/menuitem.faab46d31ce6710baff82410dba046a0/)  
Full report: Connecticut's 2003 Impaired-Driving High-Visibility Enforcement Campaign, DOT HS 810 689, February 2007  
[www.nhtsa.dot.gov/people/injury/alcohol/StopImpaired/3025ConnImpDriving/](http://www.nhtsa.dot.gov/people/injury/alcohol/StopImpaired/3025ConnImpDriving/)  
FARS data: NHTSA

### Georgia

Telephone interviews:  
Scarlett Woods, GOHS, on November 5  
Ricky Rich, GOHS, on November 9  
Data on GA enforcement activities from Ricky Rich  
Summer HEAT: [www.gahighwaysafety.org/heatison.html](http://www.gahighwaysafety.org/heatison.html)  
FARS data: NHTSA  
U.S. Census Bureau (2006). State and Metropolitan Area Data Book: 2006. Table A-1  
[www.census.gov/compendia/smadb/SMADBstate.html#pop](http://www.census.gov/compendia/smadb/SMADBstate.html#pop)

### Minnesota

Telephone interview on November 9, 2007, with Jean Ryan, Minnesota OHS  
Telephone survey results and Anoka data from Ms. Ryan  
NightCAP presentation by Jean Ryan at Lifesavers 2007  
High-visibility impaired driving enforcement draft 2008 plans, Minnesota OHS  
Toward Zero Deaths: [www.tzd.state.mn.us](http://www.tzd.state.mn.us)

### Nevada

Telephone interview on October 29, 2007, with John Johansen, Nevada OHS  
Nevada belt program case study, Task 6 report, Evaluation of higher safety belt use in specific States  
Joining Forces FY 2008 schedule at [ots.state.nv.us/joining\\_forces\\_activity\\_report\\_f.shtml](http://ots.state.nv.us/joining_forces_activity_report_f.shtml)  
U.S. Census Bureau (2006). State and Metropolitan Area Data Book: 2006. Tables A-1 and A3. [www.census.gov/compendia/smadb/SMADBstate.html#pop](http://www.census.gov/compendia/smadb/SMADBstate.html#pop)

### New Jersey

Telephone interview on October 30, 2007, with Robert Gaydosh, New Jersey Division of Highway Traffic Safety  
2007 Labor Day Crackdown: [www.nj.gov/oag/hts/downloads/07-otlua-rpt.pdf](http://www.nj.gov/oag/hts/downloads/07-otlua-rpt.pdf)  
Drunk Driving Enforcement Fund: [www.nj.gov/oag/hts/grants/index.html](http://www.nj.gov/oag/hts/grants/index.html)  
New Jersey Police Traffic Officers' Association: [www.njptoa.com/Abt.html](http://www.njptoa.com/Abt.html)  
FARS data: NHTSA

## Tennessee

Telephone interview on November 1, 2007, with Richard Holt, Tennessee Governor's Highway Safety Office  
Labor Day 2007 campaign data from Richard Holt  
*Checkpoint Tennessee*: Tennessee's Statewide Sobriety Checkpoint Program, JH Lacey, R. K. Jones, and R. G. Smith, DOT HS 808 841, January 1999.  
FARS data: NHTSA

## West Virginia

Telephone interview on November 8, 2007, with Robert Tipton, West Virginia Coordinator West Virginia's Impaired Driving High-visibility Enforcement Campaign,  
Traffic Tech #332, Aug. 2007,  
[www.nhtsa.dot.gov/staticfiles/DOT/NHTSA/Communication%20&%20Consumer%20Information/Traffic%20Tech%20Publications/Associated%20Files/tt332.pdf](http://www.nhtsa.dot.gov/staticfiles/DOT/NHTSA/Communication%20&%20Consumer%20Information/Traffic%20Tech%20Publications/Associated%20Files/tt332.pdf)  
full report: DOT HS 810 792, Aug. 2007  
[www.nhtsa.dot.gov/portal/nhtsa\\_static\\_file\\_downloader.jsp?file=/staticfiles/DOT/NHTSA/Traffic%20Injury%20Control/Articles/Associated%20Files/WVAImpairedDrivingLow.pdf](http://www.nhtsa.dot.gov/portal/nhtsa_static_file_downloader.jsp?file=/staticfiles/DOT/NHTSA/Traffic%20Injury%20Control/Articles/Associated%20Files/WVAImpairedDrivingLow.pdf)  
Current activities: West Virginia Governor's Highway Safety Program Sustained DWI Enforcement Plan 2008, from Tipton  
College alcohol enforcement demo: e-mail from Anne McCartt, IIHS  
FARS data: NHTSA



DOT HS 811 039  
September 2008

**THIS IS ONE JAM  
YOU CAN'T  
WEAVE  
YOUR  
WAY  
THROUGH.**

  
**DRUNK DRIVING**  
**OVER THE LIMIT. UNDER ARREST.**

Cops are cracking down.



U.S. Department of Transportation  
**National Highway Traffic Safety  
Administration**

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[www.nhtsa.gov](http://www.nhtsa.gov)