Technical Report – Columbus and Cincinnati, Ohio Cross-Site Alcohol Survey

Columbus and Cincinnati Cross-Site Alcohol Survey
FALL 2017

GALLUP

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Background

Anheuser-Busch InBev (AB InBev) is undertaking global efforts to reduce the harmful use of alcohol via its Global Smart Drinking Goals (GSDG) initiative by positively shifting alcohol norms, increasing individuals' health literacy about ways to avoid harmful drinking, and ensuring that no- and low-alcohol beer products represent at least 20% of the Company's global beer volume by year-end 2025. Additionally, site-specific interventions in nine intervention sites will be undertaken by the local steering committees. The outcomes targeted by the GSDG initiative include reducing binge drinking, underage drinking, and driving after drinking. To assess whether the GSDG initiative is successful in achieving its goals, the AB InBev Foundation is funding an evaluation that includes annual adult and youth surveys across nine intervention sites and in nine comparison sites. Results will provide quantitative data for testing whether the initiative is associated with positive changes in alcohol knowledge, beliefs, and behaviors reflective of reduced risk-taking and potential harms associated with alcohol.

This assessment involved conducting a mail survey of 1,500 drinking-age adults (age 18 and older) in Columbus, Ohio and 1,500 drinking-age adults in Cincinnati, Ohio. The survey includes questions on the core outcomes relevant to all sites (e.g., drinking behavior, alcohol norms and outcome expectancies, impaired driving, binge drinking, etc.) and the tailored or site-specific outcomes related to locally implemented programs (e.g., Lyft Safe Ride program, "Be A Designated Rider" in Columbus, OH).

Methodology

AB InBev and HBSA selected the city of Columbus, Ohio as its program area in the U.S. in 2016. Columbus is a prosperous, medium-sized city with a population of 837,931, according to the U.S. Census, and a large college student population of about 136,000, representing nearly 16% of the total population. Cincinnati, Ohio was selected by HBSA as the control city area.

With a goal to receive 1,500 completed surveys from adults of drinking age (18 and older) each in Columbus, OH, and its comparison site, Cincinnati, OH, Gallup mailed a paper survey with a $5 prepaid incentive to approximately 10,000 households in each city (initially assuming about a 15% response rate). Households were randomly selected using an addressed-based-sampling frame covering 97%+ of each city based on zip codes. The mailing envelope was addressed to the residents at the address, and had Gallup as a return address/logo.

The survey included instructions to select the person age 18 or older living in the household with the next birthday as the selected participant. There were no youth surveys (i.e., involving individuals younger than age 18) conducted in Columbus or Cincinnati.

Sampling

In the U.S., telephone interviewing has been the traditional method of conducting survey research since the 1980's. Due to high mobile phone penetration researchers use a dual sampling frame — landline and mobile — to reach households via telephone. However, telephone response rates have consistently declined over the past several decades and have stabilized at around 9%.[1] The inbound and outbound migration of persons with mobile numbers can lead to potential undercoverage of persons in the desired geographical area.[2]

The target population for the Cross-site Alcohol Use Survey was the non-institutionalized adult population aged 18 and older living in the territories of Columbus and Cincinnati, Ohio. Due to the high cost and relatively low response rates associated with telephone surveys (the 2016 Columbus survey was completed via telephone with a 14% response rate), and the potential for missed residents and undercoverage, data collection was moved from telephone to mail in the 2017 study.

All sampling was done at the city level — separate sample files of residential households (P.O. boxes — unless that was only way to reach the house — and vacation rentals, were excluded) were ordered from Marketing Systems Group (MSG) and used for each city. The geographies for inclusion for each city were defined by zip codes of preponderance in the city. The list of zip codes for each city appears below.

Zip Code	Area Code	City	County	State		Zip Code	Area Code	City	County	State
43085	614/740	COLUMBUS	FRANKLIN	OH		43215	614/380	COLUMBUS	FRANKLIN	OH
43201	614	COLUMBUS	FRANKLIN	OH		43217	614	COLUMBUS	FRANKLIN	OH
43202	614/380	COLUMBUS	FRANKLIN	OH		43219	614	COLUMBUS	FRANKLIN	OH
43203	614/380	COLUMBUS	FRANKLIN	OH		43220	614	COLUMBUS	FRANKLIN	OH
43204	614	COLUMBUS	FRANKLIN	OH		43221	614	COLUMBUS	FRANKLIN	OH
43205	614	COLUMBUS	FRANKLIN	OH		43222	614/380	COLUMBUS	FRANKLIN	OH
43206	614	COLUMBUS	FRANKLIN	OH		43223	614	COLUMBUS	FRANKLIN	OH
43207	614	COLUMBUS	FRANKLIN	OH		43224	614	COLUMBUS	FRANKLIN	OH
43209	614	COLUMBUS	FRANKLIN	OH		43227	614	COLUMBUS	FRANKLIN	OH
43210	614	COLUMBUS	FRANKLIN	OH		43228	614	COLUMBUS	FRANKLIN	OH
43211	614	COLUMBUS	FRANKLIN	OH		43229	614/740	COLUMBUS	FRANKLIN	OH
43212	614	COLUMBUS	FRANKLIN	OH		43230	614	COLUMBUS	FRANKLIN	OH
43213	614	COLUMBUS	FRANKLIN	OH		43231	614	COLUMBUS	FRANKLIN	OH
43214	614	COLUMBUS	FRANKLIN	OH		43232	614	COLUMBUS	FRANKLIN	OH

[1] http://www.pewresearch.org/2017/05/15/what-low-response-rates-mean-for-telephone-surveys/#fn-291178-2
[2] https://academic.oup.com/jssam/article-abstract/1/1/45/942585

Zip Code	Area Code	City	County	State		Zip Code	Area Code	City	County	State
45202	513	CINCINNATI	HAMILTON	OH		45230	513	CINCINNATI	HAMILTON	OH
45203	513	CINCINNATI	HAMILTON	OH		45231	513	CINCINNATI	HAMILTON	OH
45204	513	CINCINNATI	HAMILTON	OH		45232	513	CINCINNATI	HAMILTON	OH
45205	513	CINCINNATI	HAMILTON	OH		45233	513	CINCINNATI	HAMILTON	OH
45206	513	CINCINNATI	HAMILTON	OH		45234	513	CINCINNATI	HAMILTON	OH
45207	513	CINCINNATI	HAMILTON	OH		45235	513	CINCINNATI	HAMILTON	OH
45208	513	CINCINNATI	HAMILTON	OH		45236	513	CINCINNATI	HAMILTON	OH
45209	513	CINCINNATI	HAMILTON	OH		45237	513	CINCINNATI	HAMILTON	OH
45211	513	CINCINNATI	HAMILTON	OH		45238	513	CINCINNATI	HAMILTON	OH
45212	513	CINCINNATI	HAMILTON	OH		45239	513	CINCINNATI	HAMILTON	OH
45213	513	CINCINNATI	HAMILTON	OH		45240	513	CINCINNATI	HAMILTON	OH
45214	513	CINCINNATI	HAMILTON	OH		45241	513	CINCINNATI	HAMILTON	OH
45215	513	CINCINNATI	HAMILTON	OH		45242	513	CINCINNATI	HAMILTON	OH
45216	513	CINCINNATI	HAMILTON	OH		45243	513	CINCINNATI	HAMILTON	OH
45217	513	CINCINNATI	HAMILTON	OH		45244	513	CINCINNATI	HAMILTON	OH
45218	513	CINCINNATI	HAMILTON	OH		45245	513	CINCINNATI	CLERMONT	OH
45219	513	CINCINNATI	HAMILTON	OH		45246	513	CINCINNATI	HAMILTON	OH
45220	513	CINCINNATI	HAMILTON	OH		45247	513	CINCINNATI	HAMILTON	OH
45223	513	CINCINNATI	HAMILTON	OH		45248	513	CINCINNATI	HAMILTON	OH
45224	513	CINCINNATI	HAMILTON	OH		45249	513	CINCINNATI	HAMILTON	OH
45225	513	CINCINNATI	HAMILTON	OH		45251	513	CINCINNATI	HAMILTON	OH
45226	513	CINCINNATI	HAMILTON	OH		45252	513	CINCINNATI	HAMILTON	OH
45227	513	CINCINNATI	HAMILTON	OH		45255	513	CINCINNATI	HAMILTON	OH
45229	513	CINCINNATI	HAMILTON	OH						

Surveys

Survey Instrument

Gallup worked with HBSA to develop the English-language questionnaire, first creating a global core survey to be used across the nine countries, then working to customize the questionnaire for each country. Gallup and HBSA based the survey design on questions asked by AB InBev in 2016 with alterations for shifts in analytical goals and on the ground strategies in 2017. The U.S. version was cognitive tested in September, 2017 among a group of 9 adults in Omaha, Nebraska. In the cognitive interview, respondents were lead through the survey with an interviewer at their side. The interviewer asked probing questions following specific survey questions to determine clarity and understanding of the question wording, general comprehension and any obvious difficulties the respondent had with skip instructions. In addition, the use of show cards with examples of alcohol types and sizes were tested. Based on the feedback from the cognitive interviews, Gallup and HBSA made additional changes to the questionnaire before finalizing, including custom questions for the Columbus, OH version regarding the Lyft Rideshare program.

Gallup then laid out the survey questionnaires in a format appropriate for self-completion. The final versions of the two surveys and the show cards, appear in Appendix B.

Cover letter

Gallup included a cover letter with each mail package providing instructions on randomly selecting one

adult, aged 18 or older, using the next (upcoming) birthday method. The cover letter also included instructions for the respondent to call the project director if they had any questions.

Gallup received reach outs from 13 respondents. Most of the respondents were older adults. Inquiries included:

- Two inquired if there were additional surveys they could participate in (as Gallup randomly selects respondents, there was no further options for these).
- Two elderly respondents who were non-drinkers wanted to confirm we wanted their opinions since they did not drink (we assured them we did want their opinions)
- Three had a friend or family member who received a survey and wanted to complete one as well (Gallup explained that respondents were randomly selected to keep the study representative)
- Two had questions/confusion on using "X" vs. "check" mark in responses (Gallup indicated that either was fine as long as it was consistent)
- One wanted to confirm which residence in a split level home should receive the survey (Gallup confirmed the specific address – A)
- Two calls where Gallup left return messages and did not hear back from respondent
- One inquirer emailed if she would receive additional incentive upon completion (Gallup indicated that there was no additional incentive beyond the initial $5)

A copy of the cover letter appears in Appendix A.

Incentives
Gallup included a $5.00 bill as prepaid incentive in each mailing packet to encourage participation.

Mailings
Surveys were mailed in early November (dates in table below), with two reminder post cards following at 7 and 14 days later.

City	Survey Mail Date	Reminder Post Card #1	Reminder Post Card #2
Columbus	11/06/2017	11/13/2017	11/21/2017
Cincinnati	11/03/2017	11/10/2017	11/17/2017

Response Rates

Completed surveys were received starting November 14, 2017. As of December 8, 4,414 surveys – approximately 22% of those mailed out, had been received, averaging about 25 additional surveys daily. Given the impending holiday season, and the additional returns, HBSA made the decision to continue receiving surveys through the end of December, 2017. Gallup accepted returned surveys through Friday December 29, 2017.

Gallup received 1,350 packets returned in the mail due to non-deliverable addresses. A total of 4,813 surveys – 2, 536 from Cincinnati and 2,277 from Columbus – were received for a total response rate of 25.8% of mailable households.

City	Surveys Mailed Out	Completed Surveys Returned	Not Delivered – Return to Sender	Response Rate
Columbus	10,000	2,277	661	24.4%
Cincinnati	10,000	2,536	689	27.2%
TOTAL	**20,000**	**4,813**	**1,350**	**25.8%**

Data Processing

All returned surveys were scanned using an optical scanner, with visual verification of a portion of responses for accuracy. Data were scanned directly into Gallup's secure data storage. The scanning process cleans out-of-bound responses, applies rules for multiple responses to single response items (if a valid response and "none" or "don't" know were provided, the valid response was kept; if multiple valid responses were provided, a single response was randomly selected so as not to bias to the first answer code), and cleans data based on skip patterns.

Once scanned, the data were reviewed and cleaned to identify respondents who provided complete data on the variables needed for weighting (adults in household, age, gender, education and race/ethnicity). A phenomenon was noted whereby quite a few (particularly older) respondents who said there were "0" people in their household. Visual inspection of the completed surveys bear out that respondents were indeed writing in "0" in the response box. As it was clear that at least the respondent was age 18 or older, these records were recoded to "1" in the household size variable (HHsize).
A total of 432 of the 4,813 records were not included in weighting due to missing data on one or more of the weighting variables. The records remain in the delivered SPSS data file, but will have "0" in the weight variable.

		SURVEY LOCATION		Total
		CINCINNATI	COLUMBUS	
Valid Response	No – clean out	246	186	432
	Valid for weighting	2,290	2,091	4,381
Total for weighting		2,536	2,277	4,813

A final labeled, weighted data set of 4,813 records was provided, including the 432 records which were not included in weighting due to missing data on one or more of the weighting variables. The "non-valid" records remain in the delivered SPSS data file, but will have "0" in the weight variable.

Weighting

To ensure that the two samples were representative of the adult (18 and older) population of the two U.S. cities, Columbus and Cincinnati, Gallup staff prepared weights separately for each city based on available population demographics. The weighting process of the two city samples was as follows:

- Gallup staff first reviewed household size. They capped household size at three residents aged 18

and older. They used this step to adjust for unequal probability of selection as residents of relatively large households have a lower probability of selection for the survey.

- Gallup staff then constructed post-stratification weights to correct for age, gender, race, Hispanic ethnicity and education, collapsing cells to ensure sufficient sample size for each demographic cell.

Gallup used the *2017 Nielsen Demographic Estimates* as the population source for constructing weights.

The completed survey sample, population target and weighted proportions of each of the weight variables appear below.

Columbus, Ohio

Age	Survey Sample %	Population %	Weighted %
18 to 29	14	26	24
30 to 44	23	28	28
45 to 54	14	15	16
55 to 64	22	15	15
65+	27	16	17

Gender	Survey Sample %	Population %	Weighted %
Male	40	48	47
Female	60	52	53

Education	Survey Sample %	Population %	Weighted %
High school graduate or less	23	38	36
Some college	24	31	31
College graduate or higher	53	31	33

Ethnicity	Survey Sample %	Population %	Weighted %
Hispanic	3	5	3
Not Hispanic	97	95	97

Race	Survey Sample %	Population %	Weighted %
White	75	66	67
Black	16	25	24
Other	9	9	9

Cincinnati, Ohio

Age	Survey Sample %	Population %	Weighted %
18 to 29	8	21	19
30 to 44	19	25	25
45 to 54	18	16	17
55 to 64	24	17	18
65+	31	20	21

Gender	Survey Sample %	Population %	Weighted %
Male	39	47	46
Female	61	53	54

Education	Survey Sample %	Population %	Weighted %
High school graduate or less	27	38	37
Some college	26	330	29
College graduate or higher	27	32	34

Ethnicity	Survey Sample %	Population %	Weighted %
Hispanic	2	3	2
Not Hispanic	98	97	98

Race	Survey Sample %	Population %	Weighted %
White	78	70	71
Black	15	24	24
Other	7	6	6

Appendix A – Cover Letter

GALLUP®

##CITY RESIDENT##
##ADDRESS 1##
##ADDRESS 2##
##CITY##, ##STATE## ##ZIP CODE##

Dear ##CITY## Resident,

Gallup invites a person age 18 or over in your household to take part in an important research survey, sponsored by a non-profit research company, HBSA, and funded by the charitable AB InBev Foundation. To randomly select one person, we would like to invite the adult 18+ who will have the next (upcoming) birthday to participate.

The survey collects information on legal adults' knowledge and attitudes about alcohol, drinking behaviors, and outcomes related to drinking alcohol, as a way to help see how well programs trying to reduce harms from alcohol use are working across different countries. Even if you do not drink alcohol, we still want your opinions.

Some of the questions ask about sensitive and personal behaviors around the use of alcohol. We will make sure that no one will learn how you answered, and we will not ask for any personally identifying information (such as your name) so that your survey answers remain anonymous. Once returned to Gallup, your survey data will be kept in a secure, locked office space. Participation in the survey is voluntary, and you may skip any questions you feel uncomfortable answering. Only you will know how you answered the questions. All results will be shown only for large groups of respondents. To further protect the confidentiality of your answers, please complete the survey in a location that gives you privacy, seal the survey in the enclosed return envelope, and mail the envelope promptly.

The survey should take about 20 minutes, and we have enclosed a $5 bill as a token of our appreciation for your consideration and as a thank you. By completing and mailing back the survey, you are consenting to participate in the research.

Thank you in advance for your time. Sincerely,

Cynthia English

Cynthia English
Senior Project Manager Gallup,
Inc.

If after reading this informed consent form and the survey instruction sheet you still have questions, you may contact Cynthia English at (402) 938-6621 or cynthia_english@gallup.com for questions about the research or about your rights as a research participant.

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Appendix B – Surveys and Show Cards

Reference Card for Alcohol Drinks

For this survey, **whole alcohol drinks** mean a 12 oz. can of regular beer, an 8 oz. of glass of malt liquor or flavored alcohol beverage sold in cans, 5 oz. of wine, or 1.5 oz. of hard liquor, such as vodka, whiskey, rum, or tequila (whether as a shot or in a mixed drink).

For example, a six pack of beer consists of 6 drinks and a bottle of wine contains 5 drinks. If you had a larger drink, such as a pint of beer (16 oz.) or an oversized glass of wine, please count that as more than one drink.

"A WHOLE DRINK IS..."

12 fl oz of regular beer	=	8-9 fl oz of malt liquor (shown in a 12 oz glass)	=	5 fl oz of table wine	=	1.5 fl oz shot of 80-proof spirits ("hard liquor" – whiskey, gin, rum, vodka, tequila, etc.)
about 5% alcohol		about 7% alcohol		about 12% alcohol		about 40% alcohol

The percent of "pure" alcohol, expressed here as alcohol by volume (alc/vol). varies by beverage.

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In order to ensure that the research represents a random sample of people living in the United States, please ask the person age 18 or older in your household who will have the next birthday to fill out this survey.

Please read each question carefully and answer each one honestly - there are no right or wrong answers. It is your opinion that counts. Your survey responses will be completely confidential. Please answer all questions to the best of your ability, though you may skip any question you do not feel comfortable answering.

You may contact Gallup for support or questions by sending an email to galluppoll@gallupmail.com or by calling 1-888-297-8999.

SURVEY INSTRUCTIONS

Please carefully follow the steps below when completing this survey.

- Use only a blue or black ink pen that does not blot the paper
- Make solid marks inside the response boxes
- Do not make other marks on the survey

START HERE

The first questions ask how you feel about your quality of life, health, or other areas of your life. Please keep in mind your standards, hopes, pleasures and concerns. There are no right or wrong answers.

1 Thinking about the last month, how satisfied or dissatisfied are you with your overall health?

- ☐ Extremely satisfied
- ☐ Satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Dissatisfied
- ☐ Extremely dissatisfied
- ☐ Don't know/Unsure

2 How satisfied or dissatisfied are you with the conditions of the place where you live?

- ☐ Extremely satisfied
- ☐ Satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Dissatisfied
- ☐ Extremely dissatisfied
- ☐ Don't know/Unsure

3 How often do you worry about having enough money to meet your everyday needs?

- ☐ Often
- ☐ Sometimes
- ☐ Rarely
- ☐ Never
- ☐ Don't know/Unsure

Continue ⇨

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The next questions are about drinking alcohol drinks. As a reminder all of your answers will be kept completely confidential.

4 **Have you ever had a whole alcohol drink (more than a sip or a taste) with alcohol in it, such as beer, wine, liquor, or spirits?**

- ☐ Yes
- ☐ No → ***Skip to Question 28***
- ☐ Don't know/Unsure → ***Skip to Question 28***

In the rest of this survey, we will say "alcohol drinks" when we mean "beverages or drinks with alcohol in them."

5 **During the last 12 months, did you have a whole drink (more than a sip or a taste) of any kind of alcohol beverage such as beer with alcohol; wine; champagne; or distilled spirits, either commercially produced or homemade?**

- ☐ Yes
- ☐ No → ***Skip to Question 28***
- ☐ Don't know/Unsure → ***Skip to Question 28***

6 **During the last 12 months, how often did you have a whole alcohol drink, such as beer with alcohol, wine, liquor, or spirits?**

- ☐ At least once a week
- ☐ At least once a month
- ☐ Less than once a month
- ☐ Never
- ☐ Don't know/Unsure

*Please refer to the **REFERENCE CARD FOR ALCOHOL DRINKS** on alcohol sizes to answer Questions 7-24 for each of the types of alcohol.*

7 **In the last 30 days, did you drink any beer, ale, or malt liquor with alcohol?**

- ☐ Yes
- ☐ No → ***Skip to Question 10***
- ☐ Don't know/Unsure → ***Skip to Question 10***

8 **In the last 30 days, on how many days did you drink beer, ale, or malt liquor?**

- ☐☐ Number of days
- ☐ Don't know/Unsure

9 **Please think about a typical day when you drank beer, ale or malt liquor during the last 30 days. How many BOTTLES, CANS, OR GLASSES did you usually drink on a day that you drank it?**

- ☐☐ Number of drinks
- ☐ Don't know/Unsure

10 **In the last 30 days, did you drink any type of wine or champagne?**

- ☐ Yes
- ☐ No → ***Skip to Question 13***
- ☐ Don't know/Unsure → ***Skip to Question 13***

11 **In the last 30 days, on how many days did you drink any type of wine or champagne?**

- ☐☐ Number of days
- ☐ Don't know/Unsure

12 **Please think about a typical day when you drank wine or champagne during the last 30 days. How many GLASSES did you usually drink on a day that you drank it?**

- ☐☐ Number of drinks
- ☐ Don't know/Unsure

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13 **In the last 30 days, did you drink any flavored alcohol beverages sold in cans or bottles, such as hard cider (e.g. Redd's® Apple Ale), hard lemonade, hard tea, ice beverages (e.g. Smirnoff Ice®), Lime-a-Rita®, or other pre-mixed spirits?**

- ☐ Yes
- ☐ No → ***Skip to Question 16***
- ☐ Don't know/Unsure → ***Skip to Question 16***

14 **In the last 30 days, on how many days did you drink flavored alcohol beverages sold in cans or bottles, such as hard cider (e.g. Redd's® Apple Ale), hard lemonade, hard tea, ice beverages (e.g. Smirnoff Ice®), Lime-a-Rita®, or other pre-mixed spirits?**

☐☐ Number of days

☐ Don't know/Unsure

15 **Please think about a typical day when you drank flavored alcohol beverages during the last 30 days. How many BOTTLES OR GLASSES did you usually drink on a day that you drank it?**

☐☐ Number of drinks

☐ Don't know/Unsure

16 **In the last 30 days, did you drink any distilled spirits, such as vodka, gin, tequila, rum, whiskey, or brandy?**

- ☐ Yes
- ☐ No → ***Skip to Question 19***
- ☐ Don't know/Unsure → ***Skip to Question 19***

17 **In the last 30 days, on how many days did you drink distilled spirits, such as vodka, gin, tequila, rum, whiskey, or brandy?**

☐☐ Number of days

☐ Don't know/Unsure

18 **Please think about a typical day when you drank distilled spirits either alone or in mixed drinks during the last 30 days. How many DRINKS OR SHOTS did you usually drink on a day that you drank it?**

☐☐ Number of drinks

☐ Don't know/Unsure

19 **In the last 30 days, did you drink any homemade alcohol - that is, alcohol not made in a factory, brewery, or winery - such as moonshine or home-brewed beer?**

- ☐ Yes
- ☐ No → ***Skip to Question 22***
- ☐ Don't know/Unsure → ***Skip to Question 22***

20 **In the last 30 days, on how many days did you drink homemade alcohol - that is, alcohol not made in a factory, brewery, or winery - such as moonshine or home-brewed beer?**

☐☐ Number of days

☐ Don't know/Unsure

21 **Please think about a typical day when you drank homemade alcohol during the last 30 days. How many GLASSES OR BOTTLES did you usually drink on a day that you drank it?**

☐☐ Number of drinks

☐ Don't know/Unsure

22 **What was the greatest number of whole alcohol drinks that you had on any ONE day in the last 30 days?**

☐☐ Number of drinks

☐ Don't know/Unsure

23 **On how many of the last 30 days, if any, did you have at least FOUR whole drinks of an alcohol beverage in a two-hour period?** ***(Enter 0 if none)***

☐☐ Number of days

☐ Don't know/Unsure

24 **On how many of the last 30 days, if any, did you have at least SIX whole drinks of an alcohol drink in one day?** ***(Enter 0 if none)***

☐☐ Number of days

☐ Don't know/Unsure

Continue ⇨

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25 **During the last 30 days, when you drank alcohol beverages, how often did you do each of the following?**

	Often	Sometimes	Rarely	Never	Don't know/ Unsure
a. Play drinking games	☐	☐	☐	☐	☐
b. Make plans ahead of time to avoid driving after drinking alcohol	☐	☐	☐	☐	☐
c. Alternate between drinking alcohol beverages and beverages without alcohol such as water, soda, or beer with no alcohol in it	☐	☐	☐	☐	☐
d. Eat before or while drinking alcohol	☐	☐	☐	☐	☐
e. Count your alcohol drinks	☐	☐	☐	☐	☐
f. Drink coffee or tea to sober up	☐	☐	☐	☐	☐
g. Take a shower to sober up	☐	☐	☐	☐	☐

26 **Now changing to think about just the last 7 days, on how many days did you have a whole alcohol drink (more than a sip or taste)?**

- ☐ 0 days → ***Skip to Question 28***
- ☐ 1 day
- ☐ 2 days
- ☐ 3 days
- ☐ 4 days
- ☐ 5 days
- ☐ 6 days
- ☐ 7 days
- ☐ Don't know/Unsure → ***Skip to Question 28***

27 **Thinking about just the days when you drank alcohol during the last 7 days, how many whole drinks did you USUALLY have on those days?**

☐☐ Number of drinks

☐ Don't know/Unsure

EVERYONE ANSWER:

28 **How easy or hard would it be for you to find NON-alcohol beer to buy; that is, beer brewed with no alcohol in it such as O'Douls®, Busch® NA, Beck's® NA, Coors® NA, Buckler®, or St. Pauli N.A.®?**

- ☐ Very easy
- ☐ Somewhat easy
- ☐ Somewhat hard
- ☐ Very hard
- ☐ Don't know/Does not apply

29 **In the last 30 days, have you, personally, had a beer with NO alcohol in it, such as O'Douls®, Busch® NA, Beck's® NA, Coors® NA, Buckler®, or St. Pauli N.A.®?**

- ☐ Yes
- ☐ No → ***Skip to Question 33***
- ☐ Don't know/Unsure → ***Skip to Question 33***

30 **In the last 30 days, on how many days did you drink any NON-alcohol beer, that is beer brewed with no alcohol in it?**

☐☐ Number of days

☐ Don't know/Unsure

31 **Please think about a typical day when you drank NON-alcohol beer during the last 30 days. How many drinks of NON-alcohol beer did you usually have on a day when you drank it?**

☐☐ Number of drinks

☐ Don't know/Unsure

32 **In the last 30 days, on how many days did you have both a drink with alcohol in it and a beer with no alcohol in it?**

☐☐ Number of days

☐ None

☐ Don't know/Unsure

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The next questions are about your health.

33 **Have you talked about your health with a doctor, nurse, or other health care worker in the last 12 months?**

- ☐ Yes
- ☐ No → ***Skip to Note before Question 37***

34 **During the last 12 months, did any doctor, nurse, or other health care worker ask you about, or have you fill out a form about, how much alcohol you drink?**

- ☐ Yes
- ☐ No → ***Skip to Note before Question 37***

35 **During the last 12 months, did any doctor, nurse, or other health care worker advise you to reduce the amount of alcohol you drink or to stop drinking alcohol altogether, other than because you were starting a new medication or were pregnant?**

- ☐ Yes
- ☐ No → ***Skip to Note before Question 37***

36 **As a result of being advised to reduce the amount or to stop drinking alcohol during the last 12 months, did you do any of the following?**

		Yes	No
a.	Reduce **how often** you drink alcohol	☐	☐
b.	Reduce **how much** alcohol you drink on those days when you do drink	☐	☐
c.	Eat more between drinks	☐	☐
d.	Alternate alcohol and non-alcohol drinks	☐	☐
e.	Drink more slowly	☐	☐
f.	Stop drinking entirely	☐	☐

IF YOU HAVE HAD A WHOLE DRINK OF ALCOHOL AT ANY TIME IN YOUR LIFE, PLEASE CONTINUE; OTHERWISE, SKIP TO QUESTION 39

37 **Have you ever received any counseling, medication, or other medical treatment to reduce or stop your use of alcohol?**

- ☐ Yes
- ☐ No → ***Skip to Question 39***

38 **Did you receive that counseling or treatment in the past 12 months?**

- ☐ Yes
- ☐ No

39 **Have you ever noticed any health warnings or information, either words or pictures, on a bottle or can of beer, about ...?**

		Yes	No
a.	Driving after drinking	☐	☐
b.	Drinking while pregnant	☐	☐
c.	Underage drinking - that is, drinking before you can do so legally	☐	☐
d.	Health effects of drinking	☐	☐

40 **If an adult had too much to drink in a bar or restaurant, how likely is it that he/she would be refused service if he/she tried to buy another alcohol drink?**

Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know/ Unsure
☐	☐	☐	☐	☐

41 **If an adult were to drive after having too much to drink to drive legally, how likely is it that he/she would be stopped by the police?**

Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know/ Unsure
☐	☐	☐	☐	☐

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42 **During the last 12 months, how often did you...?**

	Never/ 0 times	1-2 times	3-5 times	More than 5 times	Don't know/ Unsure
a. Discourage someone from driving who had too much to drink	☐	☐	☐	☐	☐
b. Ride in a car or other motor vehicle with a driver who had too much to drink	☐	☐	☐	☐	☐

43 **How much do you think the following people would approve or disapprove if you were to have FOUR whole alcohol drinks in about a two-hour period?**

	Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove	Don't know/ Unsure
a. Your closest friend	☐	☐	☐	☐	☐	☐
b. Most adult members of your family	☐	☐	☐	☐	☐	☐

44 **In the past 12 months, have you ever personally bought or tried to buy any alcohol?**

- ☐ Yes
- ☐ No → ***Skip to Question 46***

45 **In the past 12 months, how many times were you asked for age identification when you bought alcohol?**

- ☐ Never
- ☐ Sometimes
- ☐ Most of the time
- ☐ Every time

46 **To the best of your knowledge, what is the blood alcohol limit - that is, the percent of alcohol in your blood - at which it is illegal to drive a motor vehicle in your city?**

- ☐ There is no legal limit
- ☐ Any alcohol at all
- ☐ .02
- ☐ .03
- ☐ .05
- ☐ .08
- ☐ .10
- ☐ Other
- ☐ Don't know/Unsure

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47 **How much do you approve or disapprove of the following?**

	Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove	Don't know/ Unsure
a. Increasing police efforts to check if stores and bars sell alcohol to youth who are below the legal drinking age	☐	☐	☐	☐	☐	☐
b. Increasing police efforts to arrest adults who give or sell alcohol to underage youth	☐	☐	☐	☐	☐	☐
c. Increasing efforts by stores and bars to prevent sales of alcohol to underage youth by routinely checking IDs for all customers who look young	☐	☐	☐	☐	☐	☐
d. Attaching alcohol breathalyzers to the ignitions of cars owned by people with a history of driving while intoxicated, to keep them from starting their cars	☐	☐	☐	☐	☐	☐
e. Revoking someone's driver's license if they fail a breathalyzer test	☐	☐	☐	☐	☐	☐
f. Increasing police checkpoints to identify drivers who have been drinking	☐	☐	☐	☐	☐	☐
g. Increasing penalties for stopped drivers who refuse to take breathalyzer tests	☐	☐	☐	☐	☐	☐
h. Increasing high visibility police patrols to identify and stop intoxicated drivers	☐	☐	☐	☐	☐	☐

48 **How much do you approve or disapprove of an adult...**

	Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove	Don't know/ Unsure
a. Having **FIVE** whole alcohol drinks in a row?	☐	☐	☐	☐	☐	☐
b. Driving right after drinking **FOUR** whole alcohol drinks in row?	☐	☐	☐	☐	☐	☐

49 **At any time in the past 12 months...**

	Yes	No	Don't know/ Unsure
a. Have you felt you should cut down on your drinking?	☐	☐	☐
b. Have people annoyed you by criticizing your drinking?	☐	☐	☐
c. Have you felt bad or guilty about your drinking?	☐	☐	☐
d. Have you had a drink first thing in the morning to steady your nerves or get rid of a hangover?	☐	☐	☐
e. Have you worried that you have a drinking problem?	☐	☐	☐

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50 **Do you have a valid driver's license?**

- ☐ Yes
- ☐ No

51 **Do you drive a motor vehicle?**

- ☐ Yes
- ☐ No → ***Skip to Note before Question 55***

52 **In the last 12 months how many times, if any, have you seen or heard about a sobriety checkpoint where police officers are stopping drivers to check for alcohol-impaired driving?**

- ☐ Never/0 times → ***Skip to Question 54***
- ☐ 1 time
- ☐ 2 times
- ☐ 3 times
- ☐ 4 or more times
- ☐ Don't know/Unsure → ***Skip to Question 54***

53 **What impact, if any, did seeing or hearing about a sobriety checkpoint have on the likelihood that you would drive after drinking?**

- ☐ Had no effect at all
- ☐ Made you a little less likely to drive after drinking
- ☐ Made you a lot less likely to drive after drinking
- ☐ Don't know/Unsure

54 **Have you done the following?**

	Yes ▼	No ▼	Don't know/ Unsure ▼
a. Ever been through a police sobriety checkpoint where police officers stop most drivers to check for alcohol-impaired driving	☐	☐	☐
b. Been stopped by the police for drinking and driving in the last 12 months	☐	☐	☐
c. Used an app or social media tool like WAYZ®, WhatsUp® or Twitter® to avoid police when you or another driver drove after drinking	☐	☐	☐

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IF YOU HAVE HAD A WHOLE DRINK OF ALCOHOL ANYTIME IN THE LAST 12 MONTHS, PLEASE CONTINUE; OTHERWISE, SKIP TO QUESTION 56.

55 **In the last 12 months, how many times, if any, have each of the following things happened to you while you were drinking?**

	None/ 0 times	1-2 times	3-5 times	More than 5 times	Don't know/ Unsure
a. You drove a car or other motor vehicle, like a motorcycle or scooter, after having too much to drink	☐	☐	☐	☐	☐
b. You hit, punched, slapped, or drew a weapon on someone	☐	☐	☐	☐	☐
c. You were hit, punched, slapped, or had a weapon drawn on you by someone	☐	☐	☐	☐	☐
d. You had an injury that required medical attention	☐	☐	☐	☐	☐
e. Someone sexually fondled or grabbed you without invitation	☐	☐	☐	☐	☐
f. You had unintended sex that you later regretted	☐	☐	☐	☐	☐
g. You sexually fondled or grabbed someone without invitation	☐	☐	☐	☐	☐
h. You had sex with someone who didn't want it	☐	☐	☐	☐	☐
i. You damaged someone's property	☐	☐	☐	☐	☐
j. You took something that didn't belong to you	☐	☐	☐	☐	☐
k. You were robbed	☐	☐	☐	☐	☐
l. You were arrested or had other legal problems	☐	☐	☐	☐	☐
m. You tried to commit suicide	☐	☐	☐	☐	☐

56 **Now, thinking about just the last 30 days, did you take/do any of the following to get high in the last 30 days?**

	Yes	No
a. A prescription drug to get high	☐	☐
b. Marijuana	☐	☐
c. Another drug, such as cocaine, heroin, or a club drug	☐	☐
d. Sniffing or "huffing" glue, gasoline, or other products	☐	☐

57 **What is your age in years?**

☐☐☐

58 **Do you consider yourself to be…**

☐ Male
☐ Female
☐ Something else

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59 **How many persons age 18 or older live in your household?**

☐☐

60 **Are you of Hispanic, Latino, or Spanish origin?**

- ☐ Yes
- ☐ No

61 **What is your race?** ***(Mark all that apply)***

- ☐ White
- ☐ Black or African American
- ☐ Asian
- ☐ American Indian or Alaskan Native
- ☐ Native Hawaiian or Pacific Islander
- ☐ Other

62 **What is your current marital status?**

- ☐ Single/Never been married
- ☐ Married or living in a marriage-like relationship
- ☐ Divorced or separated
- ☐ Widowed
- ☐ Other

63 **Do you go to school or university now?**

- ☐ Yes
- ☐ No

64 **What is your highest completed level of education?**

- ☐ Less than high school diploma
- ☐ High school degree or diploma
- ☐ Technical, trade, or vocational degree after high school
- ☐ Some college, but no degree
- ☐ Two-year associate degree
- ☐ Four-year bachelor's degree (e.g. BA, BS, AB)
- ☐ Some postgraduate work, but no degree
- ☐ Postgraduate or professional degree including master's, doctorate, medical, or law degree

65 **Compared with other families in America, how rich or poor do you consider your family to be?**

- ☐ Rich
- ☐ Above average
- ☐ A little above average
- ☐ About average
- ☐ A little below average
- ☐ Below average
- ☐ Poor
- ☐ Don't know/Unsure

66 **What is the highest completed level of education of the person who provides most of the income in your household?**

- ☐ Less than high school diploma
- ☐ High school degree or diploma
- ☐ Technical, trade, or vocational degree after high school
- ☐ Some college, but no degree
- ☐ Two-year associate degree
- ☐ Four-year bachelor's degree (e.g. BA, BS, AB)
- ☐ Some postgraduate work, but no degree
- ☐ Postgraduate or professional degree including master's, doctorate, medical, or law degree

THANK YOU for taking the time to complete this survey. Your opinions are important to us!

Please mail your completed survey to Gallup using the postage-paid Business Reply Envelope provided.

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GALLUP®

In order to ensure that the research represents a random sample of people living in the United States, please ask the person age 18 or older in your household who will have the next birthday to fill out this survey.

Please read each question carefully and answer each one honestly - there are no right or wrong answers. It is your opinion that counts. Your survey responses will be completely confidential. Please answer all questions to the best of your ability, though you may skip any question you do not feel comfortable answering.

You may contact Gallup for support or questions by sending an email to galluppoll@gallupmail.com or by calling 1-888-297-8999.

SURVEY INSTRUCTIONS

Please carefully follow the steps below when completing this survey.

- Use only a blue or black ink pen that does not blot the paper
- Make solid marks inside the response boxes
- Do not make other marks on the survey

START HERE

The first questions ask how you feel about your quality of life, health, or other areas of your life. Please keep in mind your standards, hopes, pleasures and concerns. There are no right or wrong answers.

1 Thinking about the last month, how satisfied or dissatisfied are you with your overall health?

- ☐ Extremely satisfied
- ☐ Satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Dissatisfied
- ☐ Extremely dissatisfied
- ☐ Don't know/Unsure

2 How satisfied or dissatisfied are you with the conditions of the place where you live?

- ☐ Extremely satisfied
- ☐ Satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Dissatisfied
- ☐ Extremely dissatisfied
- ☐ Don't know/Unsure

3 How often do you worry about having enough money to meet your everyday needs?

- ☐ Often
- ☐ Sometimes
- ☐ Rarely
- ☐ Never
- ☐ Don't know/Unsure

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The next questions are about drinking alcohol drinks. As a reminder all of your answers will be kept completely confidential.

4 **Have you ever had a whole alcohol drink (more than a sip or a taste) with alcohol in it, such as beer, wine, liquor, or spirits?**

- ☐ Yes
- ☐ No → ***Skip to Question 28***
- ☐ Don't know/Unsure → ***Skip to Question 28***

In the rest of this survey, we will say "alcohol drinks" when we mean "beverages or drinks with alcohol in them."

5 **During the last 12 months, did you have a whole drink (more than a sip or a taste) of any kind of alcohol beverage such as beer with alcohol; wine; champagne; or distilled spirits, either commercially produced or homemade?**

- ☐ Yes
- ☐ No → ***Skip to Question 28***
- ☐ Don't know/Unsure → ***Skip to Question 28***

6 **During the last 12 months, how often did you have a whole alcohol drink, such as beer with alcohol, wine, liquor, or spirits?**

- ☐ At least once a week
- ☐ At least once a month
- ☐ Less than once a month
- ☐ Never
- ☐ Don't know/Unsure

*Please refer to the **REFERENCE CARD FOR ALCOHOL DRINKS** on alcohol sizes to answer Questions 7-24 for each of the types of alcohol.*

7 **In the last 30 days, did you drink any beer, ale, or malt liquor with alcohol?**

- ☐ Yes
- ☐ No → ***Skip to Question 10***
- ☐ Don't know/Unsure → ***Skip to Question 10***

8 **In the last 30 days, on how many days did you drink beer, ale, or malt liquor?**

- ☐☐ Number of days
- ☐ Don't know/Unsure

9 **Please think about a typical day when you drank beer, ale or malt liquor during the last 30 days. How many BOTTLES, CANS, OR GLASSES did you usually drink on a day that you drank it?**

- ☐☐ Number of drinks
- ☐ Don't know/Unsure

10 **In the last 30 days, did you drink any type of wine or champagne?**

- ☐ Yes
- ☐ No → ***Skip to Question 13***
- ☐ Don't know/Unsure → ***Skip to Question 13***

11 **In the last 30 days, on how many days did you drink any type of wine or champagne?**

- ☐☐ Number of days
- ☐ Don't know/Unsure

12 **Please think about a typical day when you drank wine or champagne during the last 30 days. How many GLASSES did you usually drink on a day that you drank it?**

- ☐☐ Number of drinks
- ☐ Don't know/Unsure

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13 **In the last 30 days, did you drink any flavored alcohol beverages sold in cans or bottles, such as hard cider (e.g. Redd's® Apple Ale), hard lemonade, hard tea, ice beverages (e.g. Smirnoff Ice®), Lime-a-Rita®, or other pre-mixed spirits?**

- ☐ Yes
- ☐ No ➔ ***Skip to Question 16***
- ☐ Don't know/Unsure ➔ ***Skip to Question 16***

14 **In the last 30 days, on how many days did you drink flavored alcohol beverages sold in cans or bottles, such as hard cider (e.g. Redd's® Apple Ale), hard lemonade, hard tea, ice beverages (e.g. Smirnoff Ice®), Lime-a-Rita®, or other pre-mixed spirits?**

- ☐☐ Number of days
- ☐ Don't know/Unsure

15 **Please think about a typical day when you drank flavored alcohol beverages during the last 30 days. How many BOTTLES OR GLASSES did you usually drink on a day that you drank it?**

- ☐☐ Number of drinks
- ☐ Don't know/Unsure

16 **In the last 30 days, did you drink any distilled spirits, such as vodka, gin, tequila, rum, whiskey, or brandy?**

- ☐ Yes
- ☐ No ➔ ***Skip to Question 19***
- ☐ Don't know/Unsure ➔ ***Skip to Question 19***

17 **In the last 30 days, on how many days did you drink distilled spirits, such as vodka, gin, tequila, rum, whiskey, or brandy?**

- ☐☐ Number of days
- ☐ Don't know/Unsure

18 **Please think about a typical day when you drank distilled spirits either alone or in mixed drinks during the last 30 days. How many DRINKS OR SHOTS did you usually drink on a day that you drank it?**

- ☐☐ Number of drinks
- ☐ Don't know/Unsure

19 **In the last 30 days, did you drink any homemade alcohol - that is, alcohol not made in a factory, brewery, or winery - such as moonshine or home-brewed beer?**

- ☐ Yes
- ☐ No ➔ ***Skip to Question 22***
- ☐ Don't know/Unsure ➔ ***Skip to Question 22***

20 **In the last 30 days, on how many days did you drink homemade alcohol - that is, alcohol not made in a factory, brewery, or winery - such as moonshine or home-brewed beer?**

- ☐☐ Number of days
- ☐ Don't know/Unsure

21 **Please think about a typical day when you drank homemade alcohol during the last 30 days. How many GLASSES OR BOTTLES did you usually drink on a day that you drank it?**

- ☐☐ Number of drinks
- ☐ Don't know/Unsure

22 **What was the greatest number of whole alcohol drinks that you had on any ONE day in the last 30 days?**

- ☐☐ Number of drinks
- ☐ Don't know/Unsure

23 **On how many of the last 30 days, if any, did you have at least FOUR whole drinks of an alcohol beverage in a two-hour period?** ***(Enter 0 if none)***

- ☐☐ Number of days
- ☐ Don't know/Unsure

24 **On how many of the last 30 days, if any, did you have at least SIX whole drinks of an alcohol drink in one day?** ***(Enter 0 if none)***

- ☐☐ Number of days
- ☐ Don't know/Unsure

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25 **During the last 30 days, when you drank alcohol beverages, how often did you do each of the following?**

	Often	Sometimes	Rarely	Never	Don't know/ Unsure
a. Play drinking games	☐	☐	☐	☐	☐
b. Make plans ahead of time to avoid driving after drinking alcohol	☐	☐	☐	☐	☐
c. Alternate between drinking alcohol beverages and beverages without alcohol such as water, soda, or beer with no alcohol in it	☐	☐	☐	☐	☐
d. Eat before or while drinking alcohol	☐	☐	☐	☐	☐
e. Count your alcohol drinks	☐	☐	☐	☐	☐
f. Drink coffee or tea to sober up	☐	☐	☐	☐	☐
g. Take a shower to sober up	☐	☐	☐	☐	☐

26 **Now changing to think about just the last 7 days, on how many days did you have a whole alcohol drink (more than a sip or taste)?**

- ☐ 0 days → ***Skip to Question 28***
- ☐ 1 day
- ☐ 2 days
- ☐ 3 days
- ☐ 4 days
- ☐ 5 days
- ☐ 6 days
- ☐ 7 days
- ☐ Don't know/Unsure → ***Skip to Question 28***

27 **Thinking about just the days when you drank alcohol during the last 7 days, how many whole drinks did you USUALLY have on those days?**

☐☐ Number of drinks

☐ Don't know/Unsure

EVERYONE ANSWER:

28 **How easy or hard would it be for you to find NON-alcohol beer to buy; that is, beer brewed with no alcohol in it such as O'Douls®, Busch® NA, Beck's® NA, Coors® NA, Buckler®, or St. Pauli N.A.®?**

- ☐ Very easy
- ☐ Somewhat easy
- ☐ Somewhat hard
- ☐ Very hard
- ☐ Don't know/Does not apply

29 **In the last 30 days, have you, personally, had a beer with NO alcohol in it, such as O'Douls®, Busch® NA, Beck's® NA, Coors® NA, Buckler®, or St. Pauli N.A.®?**

- ☐ Yes
- ☐ No → ***Skip to Question 33***
- ☐ Don't know/Unsure → ***Skip to Question 33***

30 **In the last 30 days, on how many days did you drink any NON-alcohol beer, that is beer brewed with no alcohol in it?**

☐☐ Number of days

☐ Don't know/Unsure

31 **Please think about a typical day when you drank NON-alcohol beer during the last 30 days. How many drinks of NON-alcohol beer did you usually have on a day when you drank it?**

☐☐ Number of drinks

☐ Don't know/Unsure

32 **In the last 30 days, on how many days did you have both a drink with alcohol in it and a beer with no alcohol in it?**

☐☐ Number of days

☐ None

☐ Don't know/Unsure

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The next questions are about your health.

33 **Have you talked about your health with a doctor, nurse, or other health care worker in the last 12 months?**

- ☐ Yes
- ☐ No → ***Skip to Note before Question 37***

34 **During the last 12 months, did any doctor, nurse, or other health care worker ask you about, or have you fill out a form about, how much alcohol you drink?**

- ☐ Yes
- ☐ No → ***Skip to Note before Question 37***

35 **During the last 12 months, did any doctor, nurse, or other health care worker advise you to reduce the amount of alcohol you drink or to stop drinking alcohol altogether, other than because you were starting a new medication or were pregnant?**

- ☐ Yes
- ☐ No → ***Skip to Note before Question 37***

36 **As a result of being advised to reduce the amount or to stop drinking alcohol during the last 12 months, did you do any of the following?**

		Yes	No
a.	Reduce **how often** you drink alcohol	☐	☐
b.	Reduce **how much** alcohol you drink on those days when you do drink	☐	☐
c.	Eat more between drinks	☐	☐
d.	Alternate alcohol and non-alcohol drinks	☐	☐
e.	Drink more slowly	☐	☐
f.	Stop drinking entirely	☐	☐

IF YOU HAVE HAD A WHOLE DRINK OF ALCOHOL AT ANY TIME IN YOUR LIFE, PLEASE CONTINUE; OTHERWISE, SKIP TO QUESTION 39

37 **Have you ever received any counseling, medication, or other medical treatment to reduce or stop your use of alcohol?**

- ☐ Yes
- ☐ No → ***Skip to Question 39***

38 **Did you receive that counseling or treatment in the past 12 months?**

- ☐ Yes
- ☐ No

39 **Have you ever noticed any health warnings or information, either words or pictures, on a bottle or can of beer, about ...?**

		Yes	No
a.	Driving after drinking	☐	☐
b.	Drinking while pregnant	☐	☐
c.	Underage drinking - that is, drinking before you can do so legally	☐	☐
d.	Health effects of drinking	☐	☐

40 **If an adult had too much to drink in a bar or restaurant, how likely is it that he/she would be refused service if he/she tried to buy another alcohol drink?**

Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know/ Unsure
☐	☐	☐	☐	☐

41 **If an adult were to drive after having too much to drink to drive legally, how likely is it that he/she would be stopped by the police?**

Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know/ Unsure
☐	☐	☐	☐	☐

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42 During the last 12 months, how often did you...?

	Never/ 0 times	1-2 times	3-5 times	More than 5 times	Don't know/ Unsure
a. Discourage someone from driving who had too much to drink	☐	☐	☐	☐	☐
b. Ride in a car or other motor vehicle with a driver who had too much to drink	☐	☐	☐	☐	☐

43 How much do you think the following people would approve or disapprove if you were to have FOUR whole alcohol drinks in about a two-hour period?

	Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove	Don't know/ Unsure
a. Your closest friend	☐	☐	☐	☐	☐	☐
b. Most adult members of your family	☐	☐	☐	☐	☐	☐

44 In the past 12 months, have you ever personally bought or tried to buy any alcohol?

☐ Yes
☐ No → ***Skip to Question 46***

45 In the past 12 months, how many times were you asked for age identification when you bought alcohol?

☐ Never
☐ Sometimes
☐ Most of the time
☐ Every time

46 To the best of your knowledge, what is the blood alcohol limit - that is, the percent of alcohol in your blood - at which it is illegal to drive a motor vehicle in your city?

☐ There is no legal limit
☐ Any alcohol at all
☐ .02
☐ .03
☐ .05
☐ .08
☐ .10
☐ Other
☐ Don't know/Unsure

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47 How much do you approve or disapprove of the following?

	Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove	Don't know/ Unsure
a. Increasing police efforts to check if stores and bars sell alcohol to youth who are below the legal drinking age	☐	☐	☐	☐	☐	☐
b. Increasing police efforts to arrest adults who give or sell alcohol to underage youth	☐	☐	☐	☐	☐	☐
c. Increasing efforts by stores and bars to prevent sales of alcohol to underage youth by routinely checking IDs for all customers who look young	☐	☐	☐	☐	☐	☐
d. Attaching alcohol breathalyzers to the ignitions of cars owned by people with a history of driving while intoxicated, to keep them from starting their cars	☐	☐	☐	☐	☐	☐
e. Revoking someone's driver's license if they fail a breathalyzer test	☐	☐	☐	☐	☐	☐
f. Increasing police checkpoints to identify drivers who have been drinking	☐	☐	☐	☐	☐	☐
g. Increasing penalties for stopped drivers who refuse to take breathalyzer tests	☐	☐	☐	☐	☐	☐
h. Increasing high visibility police patrols to identify and stop intoxicated drivers	☐	☐	☐	☐	☐	☐

48 How much do you approve or disapprove of an adult...

	Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove	Don't know/ Unsure
a. Having **FIVE** whole alcohol drinks in a row?	☐	☐	☐	☐	☐	☐
b. Driving right after drinking **FOUR** whole alcohol drinks in row?	☐	☐	☐	☐	☐	☐

49 At any time in the past 12 months...

	Yes	No	Don't know/ Unsure
a. Have you felt you should cut down on your drinking?	☐	☐	☐
b. Have people annoyed you by criticizing your drinking?	☐	☐	☐
c. Have you felt bad or guilty about your drinking?	☐	☐	☐
d. Have you had a drink first thing in the morning to steady your nerves or get rid of a hangover?	☐	☐	☐
e. Have you worried that you have a drinking problem?	☐	☐	☐

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50 **Have you heard that the city of Columbus is increasing drinking and driving enforcement on weekends during football season?**

- ☐ Yes
- ☐ No
- ☐ Don't know/Unsure

51 **Have you heard about the Columbus Lyft Safe Ride program, "Be A Designated Rider?"**

- ☐ Yes
- ☐ No
- ☐ Don't know/Unsure

52 **Do you have a valid driver's license?**

- ☐ Yes
- ☐ No

53 **Do you drive a motor vehicle?**

- ☐ Yes
- ☐ No → ***Skip to Note before Question 57***

54 **In the last 12 months how many times, if any, have you seen or heard about a sobriety checkpoint where police officers are stopping drivers to check for alcohol-impaired driving?**

- ☐ Never/0 times → ***Skip to Question 56***
- ☐ 1 time
- ☐ 2 times
- ☐ 3 times
- ☐ 4 or more times
- ☐ Don't know/Unsure → ***Skip to Question 56***

55 **What impact, if any, did seeing or hearing about a sobriety checkpoint have on the likelihood that you would drive after drinking?**

- ☐ Had no effect at all
- ☐ Made you a little less likely to drive after drinking
- ☐ Made you a lot less likely to drive after drinking
- ☐ Don't know/Unsure

56 **Have you done the following?**

	Yes ▼	No ▼	Don't know/ Unsure ▼
a. Ever been through a police sobriety checkpoint where police officers stop most drivers to check for alcohol-impaired driving	☐	☐	☐
b. Been stopped by the police for drinking and driving in the last 12 months	☐	☐	☐
c. Used an app or social media tool like WAYZ®, WhatsUp® or Twitter® to avoid police when you or another driver drove after drinking	☐	☐	☐

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IF YOU HAVE HAD A WHOLE DRINK OF ALCOHOL ANYTIME IN THE LAST 12 MONTHS, PLEASE CONTINUE; OTHERWISE, SKIP TO QUESTION 58.

57 **In the last 12 months, how many times, if any, have each of the following things happened to you while you were drinking?**

	None/ 0 times	1-2 times	3-5 times	More than 5 times	Don't know/ Unsure
a. You drove a car or other motor vehicle, like a motorcycle or scooter, after having too much to drink	☐	☐	☐	☐	☐
b. You hit, punched, slapped, or drew a weapon on someone	☐	☐	☐	☐	☐
c. You were hit, punched, slapped, or had a weapon drawn on you by someone	☐	☐	☐	☐	☐
d. You had an injury that required medical attention	☐	☐	☐	☐	☐
e. Someone sexually fondled or grabbed you without invitation	☐	☐	☐	☐	☐
f. You had unintended sex that you later regretted	☐	☐	☐	☐	☐
g. You sexually fondled or grabbed someone without invitation	☐	☐	☐	☐	☐
h. You had sex with someone who didn't want it	☐	☐	☐	☐	☐
i. You damaged someone's property	☐	☐	☐	☐	☐
j. You took something that didn't belong to you	☐	☐	☐	☐	☐
k. You were robbed	☐	☐	☐	☐	☐
l. You were arrested or had other legal problems	☐	☐	☐	☐	☐
m. You tried to commit suicide	☐	☐	☐	☐	☐

58 **Now, thinking about just the last 30 days, did you take/do any of the following to get high in the last 30 days?**

	Yes	No
a. A prescription drug to get high	☐	☐
b. Marijuana	☐	☐
c. Another drug, such as cocaine, heroin, or a club drug	☐	☐
d. Sniffing or "huffing" glue, gasoline, or other products	☐	☐

59 **What is your age in years?**

☐☐☐

60 **Do you consider yourself to be…**

☐ Male
☐ Female
☐ Something else

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61 How many persons age 18 or older live in your household?

☐☐

62 Are you of Hispanic, Latino, or Spanish origin?

- ☐ Yes
- ☐ No

63 What is your race? *(Mark all that apply)*

- ☐ White
- ☐ Black or African American
- ☐ Asian
- ☐ American Indian or Alaskan Native
- ☐ Native Hawaiian or Pacific Islander
- ☐ Other

64 What is your current marital status?

- ☐ Single/Never been married
- ☐ Married or living in a marriage-like relationship
- ☐ Divorced or separated
- ☐ Widowed
- ☐ Other

65 Do you go to school or university now?

- ☐ Yes
- ☐ No

66 What is your highest completed level of education?

- ☐ Less than high school diploma
- ☐ High school degree or diploma
- ☐ Technical, trade, or vocational degree after high school
- ☐ Some college, but no degree
- ☐ Two-year associate degree
- ☐ Four-year bachelor's degree (e.g. BA, BS, AB)
- ☐ Some postgraduate work, but no degree
- ☐ Postgraduate or professional degree including master's, doctorate, medical, or law degree

67 Compared with other families in America, how rich or poor do you consider your family to be?

- ☐ Rich
- ☐ Above average
- ☐ A little above average
- ☐ About average
- ☐ A little below average
- ☐ Below average
- ☐ Poor
- ☐ Don't know/Unsure

68 What is the highest completed level of education of the person who provides most of the income in your household?

- ☐ Less than high school diploma
- ☐ High school degree or diploma
- ☐ Technical, trade, or vocational degree after high school
- ☐ Some college, but no degree
- ☐ Two-year associate degree
- ☐ Four-year bachelor's degree (e.g. BA, BS, AB)
- ☐ Some postgraduate work, but no degree
- ☐ Postgraduate or professional degree including master's, doctorate, medical, or law degree

THANK YOU for taking the time to complete this survey. Your opinions are important to us!

Please mail your completed survey to Gallup using the postage-paid Business Reply Envelope provided.

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