

**Impaired Driving
Evaluation Report
Covering the Period of Performance:
October 1, 2004, through September 30, 2005**

Submitted to:

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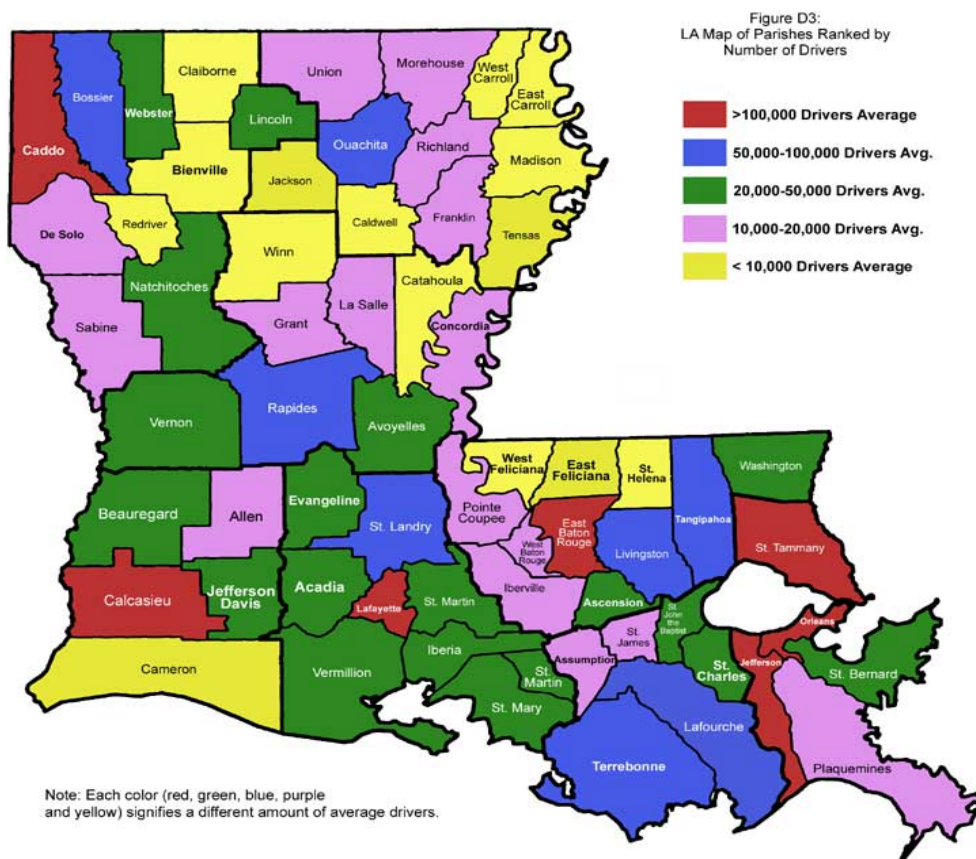
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1. Review of 2004-2005 Evaluation

Louisiana's estimated population for 2004 was 4.38 million, and the state covers an area of 43,566 square miles. The urban/rural breakdown was 68% and 32%, respectively. The racial breakdown is 63.9% white, 32.5% African-American and 3.6% other races. The state is divided into 64 parishes. These parishes are grouped into eight planning regions which delineate the state's media markets. Each parish has an elected sheriff who serves as the chief law enforcement official. Cities and towns are served by local law enforcement agencies. There are approximately 250 local police departments in addition to the 64 local sheriffs' offices. Figure 1, which is a reproduction of the Figure D3 of the 2004 Traffic Records Data Report (<http://lhsc.lsu.edu>), shows the parishes of Louisiana with the colors indicating the number of licensed drivers.

Figure 1: Louisiana Parishes and Licensed Drivers



2. Enforcement

The LHSC contracted with 84 law enforcement agencies within 33 Problem ID parishes to conduct overtime enforcement during the federal budget year October 1, 2004, through September 30, 2005. These included 39 larger agencies that worked five enforcement waves and 44 smaller agencies that worked three enforcement waves. This 2005 Analysis and Evaluation Report includes the LHSC efforts in support of NHTSA, the Southwest Region and LHSC Impaired Driving waves of:

- * Dec 19, 2004 - Jan 2, 2005 DWI all agencies
- * June 26 - July 9, 2005DWI and OP only 39 larger agencies
- * August 19 - Sept 5, 2005DWIall agencies

The Louisiana State Police conducted DWI (and OP) overtime efforts throughout all 12 months of fiscal year 2005. Due to Hurricanes Katrina and Rita and other factors, enforcement data from several agencies is incomplete at this time; however, it will be updated when it becomes available.

Figure 2 indicates the fatalities and alcohol-related fatalities of the 33 selected Parishes, while Table 1 depicts these statistics for the 33 parishes.

Figure 2: Louisiana Parishes and Alcohol-Related Fatalities

(Size of pie proportional to number of fatalities; yellow part proportion of alcohol-related fatalities. Numbers Identify Parish Codes)

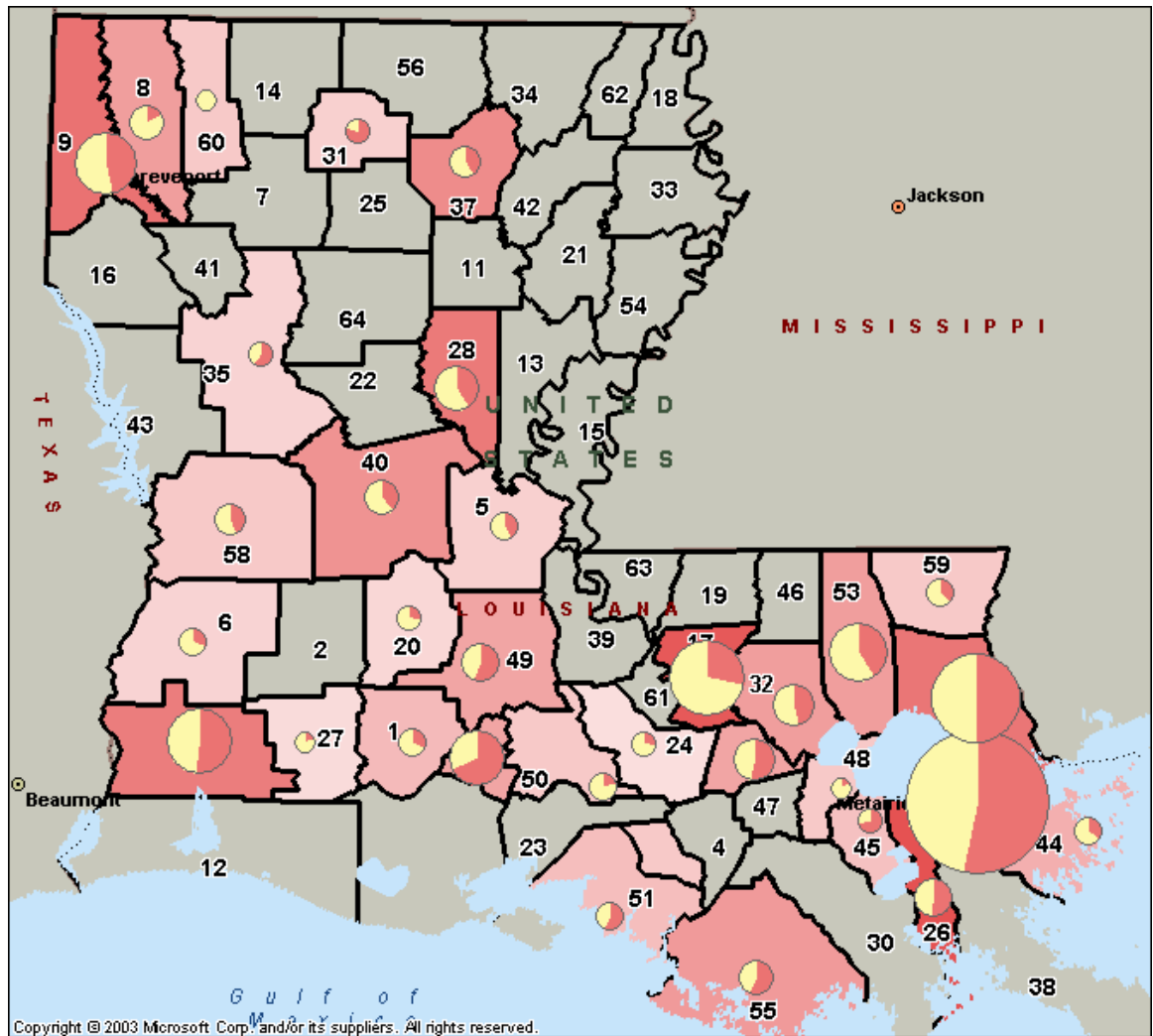


Figure 2 indicates that Orleans Parish, with 79 fatalities, 42 of which are alcohol-related, presents by far the most serious area of concern in Louisiana, followed by St. Tammany (60/30) and East Baton Rouge Parish (53/15). The data in Table 1 shows that the 33 selected parishes represent 80% of the alcohol-related fatalities and 88% of the alcohol-related injuries in crashes in Louisiana. In addition, the 33 parishes comprise 87% of the licensed drivers in Louisiana. This coverage will be sufficient given the limited resources.

Table 1: 2004 Crash Statistics for 33 Contracted Parishes

Parish Code	Parish	Fatal Crashes		Injury Crashes		Fatalities		Injuries	
		All	Alcohol	All	Alcohol	All	Alcohol	All	Alcohol
1000	Acadia	13	5	537	56	15	5	925	104
3000	Ascension	27	14	926	117	30	16	1,514	202
5000	Avoyelles	10	4	398	46	12	5	755	81
6000	Beauregard	14	4	237	29	16	5	414	59
8000	Bossier	20	4	1,232	99	22	4	2,008	159
9000	Caddo	37	16	3,415	371	45	21	5,500	599
10000	Calcasieu	43	22	2,716	297	48	25	4,969	518
17000	East Baton Rouge	50	14	5,890	360	53	15	9,809	619
20000	Evangeline	6	1	350	57	7	2	643	85
24000	Iberville	9	2	311	37	11	3	537	61
26000	Jefferson	25	12	4,617	243	27	14	7,073	406
27000	Jefferson Davis	4	1	356	50	5	1	601	79
28000	Lafayette	30	13	2,659	274	34	14	4,239	415
29000	Lafourche	34	21	830	94	41	28	1,341	149
31000	Lincoln	8	6	389	48	10	8	647	86
32000	Livingston	26	12	1,158	116	28	13	1,955	201
35000	Natchitoches	9	5	485	56	10	6	797	91
36000	Orleans	74	38	7,262	546	79	42	13,119	975
37000	Ouachita	16	7	1,857	147	17	7	3,066	237
40000	Rapides	22	9	1,591	107	23	9	2,854	188
44000	St. Bernard	11	5	530	32	14	5	895	44
45000	St. Charles	10	7	510	57	11	8	861	105
48000	St. John	6	1	535	58	6	1	941	104
49000	St. Landry	24	14	911	99	25	14	1,661	149
50000	St. Martin	10	3	425	76	13	3	733	113
51000	St. Mary	13	7	455	84	14	8	882	140
52000	St. Tammany	51	24	1,753	154	60	30	2,793	262
53000	Tangipahoa	39	17	1,415	104	44	18	2,563	180
55000	Terrebonne	17	11	824	115	21	12	1,377	192
57000	Vermillion	17	7	485	76	17	7	817	123
58000	Vernon	14	5	286	39	18	8	454	66
59000	Washington	16	6	385	39	16	6	640	69
60000	Webster	3	0	356	43	3	0	605	61
	Louisiana	885	395	50,123	4,668	991	451	85,087	7,859
	% of Louisiana	80%	80%	92%	88%	80%	80%	92%	88%

Appendix A includes detailed statistics regarding the enforcement results. Each contracted agency was required to report their overtime hours and the number of DWI arrests issued during these DWI waves. Table A1 shows the contracted agencies listed by geographic parish, the number of overtime hours worked, the number of DWI Arrests and average number of overtime hours worked per each DWI Arrest. Submitted agency reports show that 12,555.5 overtime hours were worked with 1,396 DWI arrests made. This is an average of 1 DWI arrest per 9 overtime hours worked (1:9 ratio). However, the ratio varies between agencies from a low of 1:2.1 (26 DWI arrests to 53.5 overtime hours worked) to a high of 0:60 (no DW arrests to 60 overtime hours worked).

3. Media/Public Relations Campaign Implementation

The LHSC contracted with Cranch and Associates to coordinate the paid media buy throughout the state. Data available from Cranch and Associates show that a media buy was conducted during the Labor Day 2005 period. Details are depicted in Tables A2 in the appendix. During the Labor Day weekend there were 2921 radio spots and 2430 TV spots purchased throughout seven media markets in Louisiana. An additional 461 radio spots were purchased from the LA Network which reaches all parishes in Louisiana. The total cost for both the TV and radio spots was \$398,675. The media markets included Alexandria, Baton Rouge, Lafayette, Lake Charles, Monroe, New Orleans, Shreveport, and the LA network. Table 2 depicts a summary of the purchased spots, excluding the LA Network.

Table 2: Media Buy for the 2005 Labor Day Campaign by Region

Market	Radio \$	Radio Spots	TV \$	TV Spots
Alexandria Total	\$ 9,058	357	\$ 27,980	378
Baton Rouge Total	\$ 22,490	416	\$ 47,519	463
Lafayette Total	\$ 31,892	705	\$ 34,061	211
Lake Charles Total	\$ -	-	\$ 26,768	296
Monroe Total	\$ 9,003	255	\$ 18,398	300
New Orleans Total	\$ 43,580	335	\$ 68,022	368
Shreveport Total	\$ 17,870	392	\$ 24,484	414
Grand Total	\$ 133,893	2460	\$ 247,232	2430

4. Attitudinal Survey

Two statewide polls using the same survey instrument were conducted before and after the Labor Day 2005 Impaired Driving Media and Enforcement Campaign. The survey instrument were developed and the polls were conducted by Southern Media & Opinion Research, Inc., for the Louisiana Highway Safety Commission in order to assess Louisiana licensed motorists' recall of recent messages regarding drinking and driving, and to understand the general public's perception of driving while under the influence. Specifically, the objective of the polls was to measure the impact of change attributed to the campaign. The campaign consisted of three components: paid media, earned media, and enforcement from August 19 - September 5, 2005. During the campaign, Hurricane Katrina struck Louisiana on Monday, August 29, 2005. Extensive areas of southeast Louisiana including the New Orleans metropolitan area were evacuated and sustained extensive destruction as a consequence of the storm and ensuing flooding. The following section provides an excerpt of the report from Southern Media & Opinion Research, Inc:

“The sample design provided for interviewing 800 licensed motorists statewide, 400 each during two different time periods, one before Labor Day 2005 and the other after Labor Day 2005. During the intervening time, an initiative to reduce drinking and driving was implemented. Interviews were completed by telephone with a total of 800 licensed motorists. The first set (pre-Labor Day 2005) of 400 interviews were conducted on Monday, August 1, and Tuesday, August 2, 2005. The second set (post-Labor Day 2005) of 400 interviews were conducted from Tuesday, September 13, through Thursday, September 15, 2005. Quotas ensuring nominal male participation in the study were imposed.

The post-Labor Day survey excluded the following southeast Louisiana parishes: Jefferson, Orleans, Plaquemines, St. Bernard, St. Tammany, Tangipahoa and Washington. These parishes were excluded due to destruction caused by Hurricane Katrina, which made Louisiana landfall on Monday, August 29, 2005, and the subsequent flooding due to breaks in the levees.

The overall margin of error for the statistics obtained from the survey data in the sample of 400 licensed motorists is not greater than plus or minus 4.9 percentage points at the 95% level of confidence. In other words, there is a 95% certainty that the statistics presented for the results obtained on this survey are not more than 4.9 percentage

points above or below the figure that would have been obtained if all of the licensed motorists in the state would have been interviewed.

The sample error may be larger for subgroup responses, such as those based on respondents by education, age, and other demographic or attitudinal variables. There are other sources of potential error which cannot be calculated including question wording and order of question presentation. “

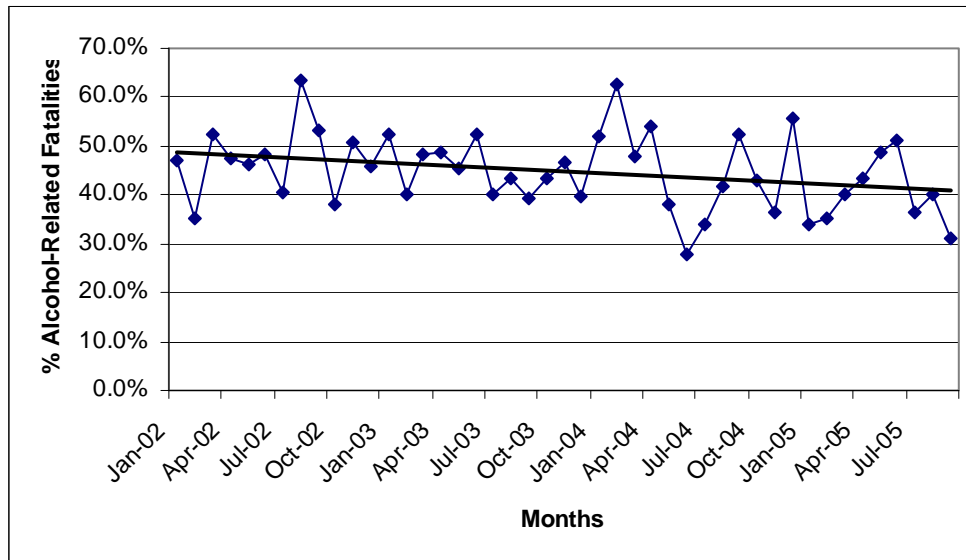
Because of the hurricane Katrina the post-treatment survey included a different population frame than the pre-treatment survey. Hence, no conclusions can be drawn about the drivers in the following parishes: Jefferson, Orleans, Plaquemines, St. Bernard, St. Tammany, Tangipahoa and Washington. Based on the limited information in the post survey, a general trend can be detected indicating that the licensed drivers had heard about the campaign and enforcement. For instance, (see Table A4) (5) “What do you recall having heard or seen?” (+6.1% for television/news/commercial/radio), (7) “What was it called?” (You Drink and Drive. You lose. +4.1%), “How likely do you think it is for a drunk driver to be stopped and arrested?” (Very likely + 7.5%), In your opinion, are police in your part of the state doing more to get drunk drivers off” (Yes +5.7%). However, the only change which was statistically significant at a 5% level was an increase (from 46.3% to 55.8%) in the proportion of licensed motorists who think enforcement of drinking and driving laws in their community is "about right". A substantial decrease was noted in the percent of motorists who think such enforcement is too weak (dropped from 43.8% to 32.8%) (See Table A3). The only other statistically significant change measured was for motorists age. Overall, the post-Labor Day survey group was slightly younger than the pre-Labor Day enforcement survey group.

Although many of the observed increases were not significant, they all point in a positive direction, namely, showing an increase in awareness of the media campaign and an increase of awareness of enforcement efforts by police agencies. The lack of statistical significance may be due to the Katrina effect, i.e., different media and police focus after Labor Day, and change of sampled population.

5. Crash Analysis

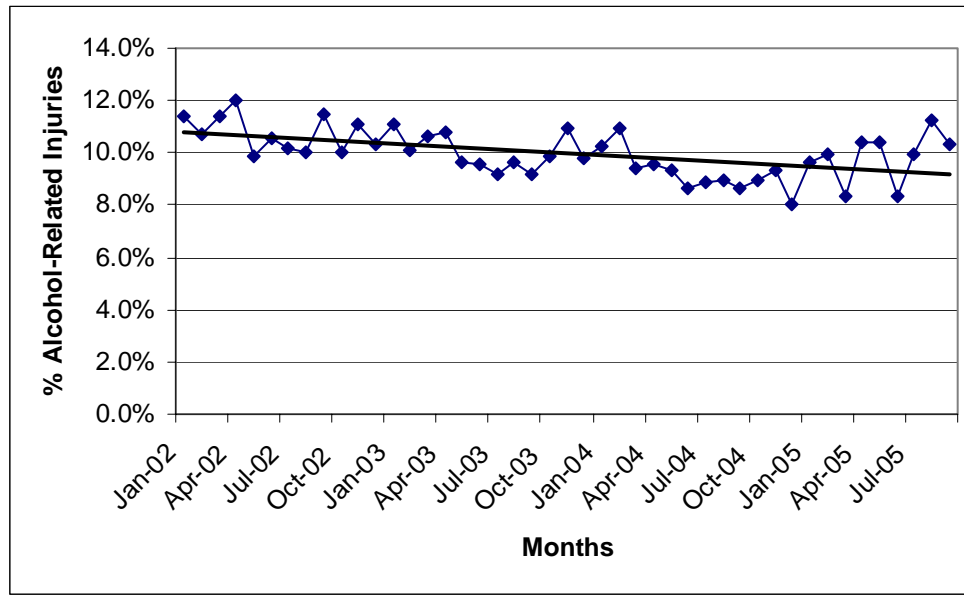
The 2002-2005 crash data were analyzed for trends in alcohol-related fatalities, for the percentage of alcohol-related fatalities, for the number of alcohol-related injuries, and for the percentage of alcohol-related injuries. However, the data entry for 2005 is not complete at this time. Thus, the analysis and trend data are preliminary in nature. These statistics will be updated after all crash reports have been entered. Figures 3 and 4 depict trends in the respective measurements. Although data for 2005 are incomplete, the percentage of alcohol-related fatalities is continuing to decline from a high of 47% in 2002.

Figure 3: Percentage of Alcohol-Related Fatalities



The data regarding injuries indicate a significant trend towards a lower percentage of alcohol-related injuries (Figure 4). The 3rd quarter of 2005 exhibits more variation because of the smaller number of records available so far.

Figure 4: Percentage of Alcohol-Related Injuries



Alcohol involvement is estimated using a data mining algorithm developed at LSU. The algorithm has been tested and compared to the model used by NHTSA. The test results show that the algorithm has a slightly better predicting capability for Louisiana when compared to the model developed by NHTSA because it was calibrated to Louisiana cash data.

6. Conclusions

As demonstrated in earlier projects, enhanced enforcement along with appropriate media coverage leads to a reduction in alcohol-related fatalities and injuries. The attitudinal survey shows that the enhanced enforcement and the media campaigns publicizing the enforcement had a positive effect. An increase in awareness of DWI enforcement was observed. An analysis of the crash data also shows that alcohol-related injuries and fatalities continued to decline between October 2004 and September 2005. It is too early to ascertain whether alcohol-related fatalities also continued to decline significantly in 2005.

**Note: The results for the attitudinal survey were not available at the time this report was created.

Appendix J

Table A1: DWI Enforcement Hours and Arrests by Agency

Parish	Town	Agency	# DWI OT Enf Hrs Worked	# DWI Arrest	Ratio
ASCENSION		SO	144	17	8.5
ASCENSION	Gonzales	PD	48	8	6.0
ASCENSION Total			192	25	
BEAUREGARD		SO	231	17	13.6
BEAUREGARD	DeRidder	PD	120	13	9.2
BEAUREGARD Total			351	30	
BOSSIER	Benton	PD	66.5	3	22.2
BOSSIER	Haughton	PD	105	10	10.5
BOSSIER Total			171.5	13	
CADDO		SO	205	13	15.8
CADDO	Shreveport	PD	301	59	5.1
CADDO	Vivian	PD	110	3	36.7
CADDO Total			616	75	
CALCASIEU		SO	211	18	11.7
CALCASIEU	Lake Charles	PD	65.5	5	13.1
CALCASIEU	DeQuincy	PD	60	0	
CALCASIEU	Sulphur	PD	35	2	17.5
CALCASIEU Total			371.5	25	
EAST BATON ROUGE		SO	177	13	13.6
EAST BATON ROUGE	Baton Rouge	PD	344	65	5.3
EAST BATON ROUGE	Baker	PD	59	0	
EAST BATON ROUGE	Zachary	PD	120	16	7.5
EAST BATON ROUGE Total			700	94	
JEFFERSON		SO	139.25	22	6.3
JEFFERSON	Kenner	PD	132.75	13	10.2
JEFFERSON	Harahan	PD	50	1	50.0
JEFFERSON Total			322	36	
LAFAYETTE		SO	180	18	10.0
LAFAYETTE	Lafayette	PD	186	14	13.3
LAFAYETTE	Carencro	PD	18	1	18.0
LAFAYETTE Total			384	33	
LAFOURCHE		SO	103	2	51.5
LAFOURCHE Total			103	2	
LINCOLN	Lincoln	SO	44.5	8	5.6
LINCOLN	Ruston	PD	181.5	22	8.3
LINCOLN Total			226	30	
LIVINGSTON		SO	239	37	6.5
LIVINGSTON	Denham Springs	PD	53.5	26	2.1
LIVINGSTON Total			292.5	63	
NATCHITOCHES	Natchitoches	PD	432	32	13.5
NATCHITOCHES Total			432	32	
ORLEANS	New Orleans	PD	359	60	6.0
ORLEANS	Causeway	PD	49	2	24.5
ORLEANS Total			408	62	
QUACHITA	Monroe	PD	45.5	8	5.7
QUACHITA	West Monroe	PD	183	12	15.3
QUACHITA	UL - Monroe	PD	60	0	
QUACHITA Total			288.5	20	
RAPIDES		SO	97	7	13.9
RAPIDES	Alexandria	PD	297	19	15.6
RAPIDES	Pineville	PD	151	9	16.8
RAPIDES Total			545	35	
ST. BERNARD		SO	8	2	4.0

ST. BERNARD Total			8	2	
ST. CHARLES		SO	121	14	8.6
ST. CHARLES Total			121	14	
ST. JOHN THE BAPTIST		SO	168	23	7.3
ST. JOHN THE BAPTIST Total			168	23	
ST. LANDRY		SO	252	19	13.3
ST. LANDRY Total			252	19	
ST. MARY		SO	56	4	14.0
ST. MARY	Balwin	PD	60	1	60.0
ST. MARY	Berwick	PD	70	6	11.7
ST. MARY	Franklin	PD	53	4	13.3
ST. MARY Total			239	15	
ST. TAMMANY		SO	175	31	5.6
ST. TAMMANY	Slidell	PD	42.5	6	7.1
ST. TAMMANY	Covington	PD	6	1	6.0
ST. TAMMANY	Mandeville	PD	66	10	6.6
ST. TAMMANY Total			289.5	48	
TANGIPAOHA		SO	132	16	8.3
TANGIPAOHA	Hammond	PD	119	22	5.4
TANGIPAOHA	Tickfaw	PD	46	3	15.3
TANGIPAOHA Total			297	41	
TERREBONNE		SO	210	11	19.1
TERREBONNE	Houma	PD	189	20	9.5
TERREBONNE	Abbeville	PD	82	9	9.1
TERREBONNE Total			481	40	
VERNON	Leesville	PD	68	4	17.0
VERNON	Rosepine	PD	106.5	13	8.2
VERNON Total			174.5	17	
WASHINGTON	Bogalusa	PD	88	4	22.0
WASHINGTON	Franklinton	PD	60	0	
WASHINGTON Total			148	4	
WEBSTER		SO	266	12	22.2
WEBSTER	Cullen	PD	118.5	2	59.3
WEBSTER	Dixie Inn	PD	54	3	18.0
WEBSTER	Springhill	PD	92	4	23.0
WEBSTER Total			530.5	21	
STATE POLICE			4444	577	7.7
Grand Total			12555.5	1396	9.0

Table A 2: Media Buy for the 2005 Labor Day Campaign

Market	Radio Station	Radio \$	Radio Spots	TV Station	TV \$	TV Spots
Alexandria	KRRV-FM	\$ 1,575.00	63	Cox Cable	\$ 10,080.00	308
	KZMZ-FM	\$ 2,016.00	63	KALB	\$ 17,900.00	70
	KQID-FM	\$ 1,771.00	77			
	KEDG-FM	\$ 1,771.00	77			
	KLAA-FM	\$ 1,925.00	77			
Baton Rouge	WFME-FM	\$ 5,755.00	71	Cox Cable	\$ 20,366.00	340
	WEMX-FM	\$ 7,275.00	115	WGMB	\$ 15,553.00	103
	WDGL-FM	\$ 8,030.00	87	WAFB	\$ 9,000.00	8

	KNXX-FM	\$ 1,430.00	143	WBXH	\$ 2,600.00	12
Lafayette	KFTE-FM	\$ 1,180.00	38	Cox Cable	\$ 9,016.00	105
	KMDL-FM	\$ 4,695.00	83	KADN	\$ 9,010.00	64
	KRKA-FM	\$ 2,490.00	50	KLFY	\$ 8,760.00	24
	KRRQ-FM	\$ 4,934.00	78	KATC	\$ 7,275.00	18
	KSMB-FM	\$ 2,510.00	34			
	KYKZ-FM	\$ 6,325.00	95			
	KZWA-FM	\$ 2,340.00	116			
	KKGB-FM	\$ 3,468.00	116			
	KBXG-FM	\$ 3,950.00	95			
Lake Charles				Cox Cable	\$ 6,328.00	168
				KPLC	\$ 13,460.00	48
				KVHP	\$ 6,980.00	80
Monroe	KRVV-FM	\$ 3,250.00	50	Lovecomm Cable	\$ 7,168.00	247
	KJLO-FM	\$ 1,658.00	79	KNOE	\$ 6,690.00	25
	KQLQ-FM	\$ 2,205.00	63	KARD	\$ 3,500.00	12
	KXRR-FM	\$ 1,890.00	63	KTVE	\$ 1,040.00	16
New Orleans	WYLD	\$ 2,100.00	28	WVUE	\$ 22,550.00	65
	WQUE	\$ 14,150.00	58	WNOL	\$ 16,060.00	71
	WRNO	\$ 5,890.00	50	WWL	\$ 9,000.00	8
	WNOE	\$ 10,510.00	92	Charter Cable	\$ 3,248.00	112
	KKND-FM	\$ 10,930.00	107	Cox Cable	\$ 17,164.00	112
Shreveport	KXKS-FM	\$ 2,016.00	42	Lifewise Cable	\$ 3,862.00	198
	KRUF-FM	\$ 2,172.00	58	Cox Cable	\$ 1,932.00	140
	KTUX-FM	\$ 2,727.00	113	KMSS-TV	\$ 9,090.00	56
	KWKH-FM	\$ 210.00	42	KTBS-TV	\$ 8,800.00	12
	KMJJ-FM	\$ 4,030.00	58	KPXJ-TV	\$ 800.00	8
	KVMA-FM	\$ 6,715.00	79			
LA Netwrk	LA Network	\$ 17,550.00	461			
TOTALS		\$ 151,443.00	2921		\$ 247,232.00	2430

Table A 3: Statistical differences for questions posed in the pre- and post-Labor Day surveys, Louisiana 2005.

Question	Chi-square	Statistical significance
2. What kind of vehicle do you drive most often; is it a car, a pickup truck, an SUV or a van?	.19063	not significant
3. Do you think enforcement of drinking and driving laws in your community is too strong, too weak, or about right?	.01092	significant
4. Do you recall having heard or seen anything recently about drinking and driving?	.37184	not significant
6. Have you heard of any recent enforcement programs on drinking and driving?	.21693	not significant
8. How likely do you think it is for a drunk driver to be stopped and arrested: very likely, somewhat likely, somewhat unlikely, or very unlikely?	.13493	not significant
9. Do police in your part of the state set up roadblocks to check for drivers who have been drinking?	.43848	not significant
10. In your opinion, are police in your part of the state doing more to get drunk drivers off the road now than they were a few months ago?	.06110	not significant
11. What is your age?	.02948	significant
12. What is the highest grade or year of school you completed?	.63000	not significant
13. Are you male or female?	1.00000	not significant
14. How would you describe your race or ethnic background?	.87177	not significant

Table A 4: Survey Instrument and Results
COMPARISON OF FREQUENCY RESPONSES
PRE/POST LABOR DAY SURVEYS
Pre (n=400), Post (n=400)

SMOR 2603–Pre/Post Labor Day Comparison
8.1.05

ID

INTERVIEWER

Hello, this is **(interviewer's name)** with Southern Media and
Opinion Research in Baton Rouge. We are conducting a brief survey
on driving in Louisiana.

PARISH

1. Are you a licensed Louisiana driver? YES..... 100.0
(Do you have a valid Louisiana driver's license?)

2. What kind of vehicle do you drive most often; CAR..... 54.3
is it a car, a pickup truck, an SUV or a van? PICKUP TRUCK..... 23.5
SUV..... 14.3
VAN..... 8.0

(MOTORCYCLE/OTHER)

TERMINATE

(DNK/WS)..... **TERMINATE**

3. Do you think enforcement of drinking and TOO STRONG..... 4.0
driving laws in your community TOO WEAK..... 43.8
is too strong, too weak, or about right? ABOUT RIGHT..... 46.3
(DON'T KNOW)..... 5.3
(REFUSED)..... 0.8

4. Do you recall having heard or seen anything YES..... 61.3
recently about drinking and driving? NO **(SKIP TO Q6)** 38.3
(DNK/WS) **(SKIP TO Q6)** 0.5

5. What do you recall having heard or seen?
(PROBE FOR CONTENT: What did you hear or see?)
(RECORD UP TO TWO RESPONSES--PROBE: Anything else?)

	<u>(PRE)</u> (n=245)	<u>(PO)</u> (n=245)
TELEVISION/NEWS/COMMERCIALS/RADIO.....	47.8	53
MOTHERS AGAINST DRUNK DRIVERS/(MADD) AD.....	20.0	8
ACCIDENTS INVOLVING ALCOHOL.....	15.1	5
DON'T LET YOUR FRIEND DRIVE DRUNK/DON'T DRINK AND DRIVE.....	12.2	15
NEWSPAPER.....	10.2	12
DWI ARREST/DWI OFFENSE.....	9.4	7
CRACKING DOWN ON DRINKING & DRIVING/ENFORCING LAW.....	6.5	5
DEATHS INVOLVING DRUNK DRIVERS.....	6.5	7
BILLBOARDS.....	5.3	5
DON'T REMEMBER.....	4.9	7
STRICTER PENALTIES AGAINST DRUNK DRIVERS.....	4.9	2
PERSONAL EXPERIENCE WITH DRUNK DRIVERS.....	4.5	3
NEW LAWS REGARDING DRINKING & DRIVING/OPEN CONTAINER.....	3.7	5
LAW ENFORCEMENT.....	2.9	0
DROPPED ALCOHOL LEVEL.....	2.9	0
CHECK POINTS/ROAD BLOCKS.....	2.4	3

	TEENAGE DRIVERS/TEENAGE DRINKING & DRIVING.....	2.0	0
	OTHER.....	2.0	5
	PUBLIC SERVICE ANNOUNCEMENT (PSA).....	1.2	1
	HAVE A DESIGNATED DRIVER.....	0.8	2
LOSE	YOU DRINK & DRIVE, YOU BREAK THE LAW/YOU DRINK, YOU DRIVE. YOU		
	0.8.....	7.5	
	DARE PROGRAM.....	0.4	0
	HOLIDAY CHECKPOINTS.....	0.0	2
6.	Have you heard of any recent enforcement programs on drinking and driving?		
		(PRE)	(PO)
	YES.....	24.3	28
	NO (SKIP TO Q8)	74.5	69
	(DNK/WS) (SKIP TO		
Q8)	1.3.....	2.3	
7.	What was it called?		
		(PRE)	(PO)
	(DO NOT READ CHOICES)	(n=97)	(n=97)
	DON'T DRINK AND DRIVE.....	6.2	12
	PLEASE STEP AWAY FROM YOUR CAR.....	0.0	0
	USE A DESIGNATED DRIVER.....	1.0	0
	YOU DRINK AND DRIVE. YOU LOSE.....	2.1	6
	OTHER, SPECIFY:		
	ROAD BLOCKS ON LOCAL HWY/HOLIDAY CHECK POINTS.....	24.7	16
	MADD PROGRAM/FAMILIES AGAINST DRUNK DRIVERS.....	8.2	9
	PENALTIES FOR DRUNK DRIVERS.....	7.2	1
ENFORCEMENT	LOCAL POLICE INFORMING PUBLIC/STRICTER		
	6.2.....	8.0	
	OTHER.....	4.1	10
	DARE PROGRAM.....	3.1	5
	OPEN CONTAINER LAW.....	2.1	0
	AMOUNT OF ALCOHOL LEVELS.....	2.1	0
	PROJECT INDEPENDENCE.....	1.0	0
	SAFE & SOBER, YOU CAN'T AFFORD IT.....	1.0	0
	(DON'T REMEMBER).....	30.9	25
	(REFUSED).....	0.0	0
8.	How likely do you think it is for a drunk driver to be stopped and arrested: very likely, somewhat likely, somewhat unlikely or very unlikely?		
		(PRE)	(PO)
	VERY LIKELY.....	21.8	29
	SOMEWHAT LIKELY.....	42.5	37
	SOMEWHAT UNLIKELY.....	22.0	19
	VERY UNLIKELY.....	8.3	8
	(DNK/WS).....	5.5	6
9.	Do police in your part of the state set up roadblocks to check for drivers who have been drinking?		
		(PRE)	(PO)
	YES.....	58.8	61
	NO.....	28.8	24
	(DNK/WS).....	12.5	13
10.	In your opinion, are police in your part of the state doing more to get drunk drivers off the road now than they were a few months ago?		
		(PRE)	(PO)
	YES.....	49.8	55
	NO.....	31.8	24
	(DNK/WS).....	18.5	20

These last few questions will help us sort your answers with those of the other people taking our survey.

		(PRE)	(PO)
11. What is your age? (Are you:)	UNDER 25.....	5.3	9
	25 - 34.....	11.3	16
	35 - 44.....	13.5	13
	45 - 54.....	23.8	19
	55 - 64.....	20.3	19
	65 OR OVER.....	25.8	21
	(WS).....	0.3	0
		(PRE)	(PO)
12. What is the highest grade or year of school you completed?	did not graduate from high school.....	8.8	11
	graduated high school or got GED, but did not attend		
college	38.5.....	39.3	
	attended college or university.....	23.5	23
	graduated from a four year college or university.....	28.8	25
	(DNK/WS).....	0.5	1
		(PRE)	(PO)
13. (ASK IF NECESSARY) Are you male or female?	MALE.....	42.0	42
	FEMALE.....	58.0	58
	(WS).....	0.0	0
		(PRE)	(PO)
14. How would you describe your race or ethnic background?	WHITE.....	74.8	73
	AFRICAN-AMERICAN.....	21.8	21
	HISPANIC.....	0.8	0
	NATIVE AMERICAN.....	0.8	0
	ASIAN.....	0.0	0
	OTHER (specify).....	2.0	3
	(WS).....	0.0	0