

**Impaired Driving
Evaluation Report**
Covering the Period of Performance:
October 1, 2005, through September 30, 2006

Submitted to:
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1. Introduction

Louisiana's estimated population for 2005 was 4.39 million, and the state covers an area of 43,566 square miles. 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 299 local police departments in addition to the 64 local sheriffs' offices. Figure 1, which is a reproduction of the Figure D3 of the 2005 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

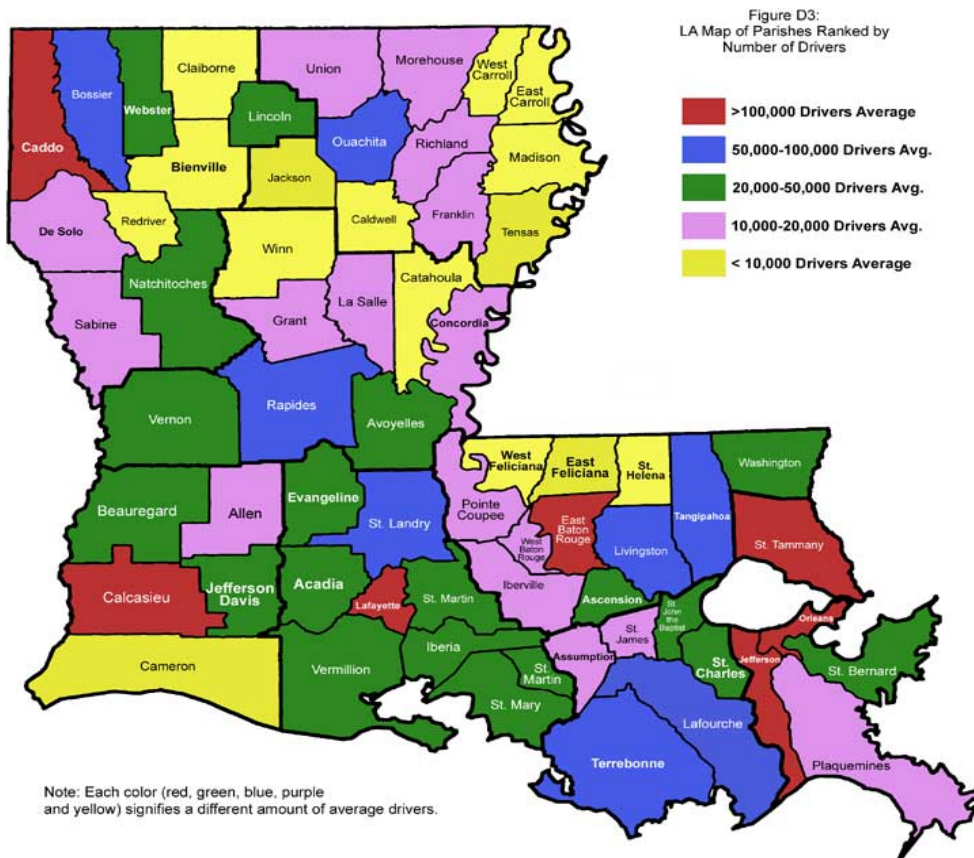


Table 1 depicts the number of fatal and injury crashes in 2005 for all 64 parishes. The table indicates that East Baton Rouge Parish, with 56 fatalities, 25 of which were alcohol related, presents by far the most serious area of concern in Louisiana, followed by Caddo Parish with 46 fatalities (21 alcohol related) and Calcasieu Parish with 47 fatalities (19 alcohol related). East Baton Rouge Parish also had the highest number of alcohol-related injuries (583).

The 33 Problem ID Parishes are highlighted in Table 1. The 33 parishes comprise 78% of the alcohol-related fatalities and 88% of the alcohol-related injuries in Louisiana. Compared to 2004, Orleans Parish experienced the largest decline in alcohol-related crashes, i.e. -26 or 68%, followed by Lafourche Parish (-12), Ascension Parish (-9), and St. Bernard Parish (-5). The largest increase in alcohol-related crashes was in EBR Parish (+7). Some of the decline and increase in alcohol-related crashes may be attributable to Hurricanes Katrina and Rita, but it is difficult to assess how much of the decline/increase in individual parishes is due to the displacement of the population following the hurricanes. A close inspection of the crash data indicates that much of the decline in fatal crashes in Louisiana (1.6%) came from Orleans Parish. Orleans Parish had a 64% (-48) decline in total fatalities from CY 2004 to CY 2005 and a 32% decline in all crashes, while East Baton Rouge parish had a 4% increase in fatalities and a 4.8% increase in all crashes. Thus the increase in fatalities in EBR may be explained by the increase in drivers. However in Orleans Parish, the decline of fatalities was much larger than the decline of all crashes. The non-alcohol-related crashes in Orleans Parish declined by 38%; this is closer to the overall decline in crashes. The 68% decline in alcohol-related crashes in Orleans Parish may be largely due to the decline in alcohol consumption after Katrina. It is therefore likely that the number of alcohol-related crashes in Orleans Parish may increase in the future as the population and visitors return and alcohol consumption increases again.

Table 1: 2005 Crash Statistics by Parish

Parish	Problem ID	Fatal Crashes		Injury Crashes		Fatalities		Injuries	
		All	Alcohol	All	Alcohol	All	Alcohol	All	Alcohol
Acadia	Y	14	7	629	70	17	7	1195	105
Allen	N	12	5	129	21	13	6	252	42
Ascension	Y	20	7	1001	127	23	7	1717	227
Assumption	N	3	3	195	31	3	3	343	42
Avoyelles	Y	17	11	379	57	18	12	687	96
Beauregard	Y	13	4	277	36	14	4	444	57
Bienville	N	4	2	106	17	4	2	176	23
Bossier	Y	13	2	1,293	79	14	2	2,075	121
Caddo	Y	42	20	3381	301	46	21	4993	439
Calcasieu	Y	41	18	3089	298	47	19	5437	508
Caldwell	N	3	3	66	13	3	3	109	24
Cameron	N	4	0	72	10	4	0	98	15
Catahoula	N	3	1	62	10	3	1	129	34
Claiborne	N	3	1	73	12	3	1	112	14
Concordia	N	4	0	127	8	4	0	217	14
De Soto	N	8	2	153	25	10	4	244	42
East Baton Rouge	Y	52	21	6378	347	56	25	10303	583
East Carroll	N	3	1	35	8	3	1	100	16
East Feliciana	N	6	0	48	8	6	0	95	14
Evangeline	Y	9	3	369	45	10	4	689	69
Franklin	N	5	1	30	5	7	1	74	9
Grant	N	7	4	97	12	7	4	148	15
Iberia	Y	17	8	845	101	21	12	1373	158
Iberville	N	7	3	305	37	7	3	510	49
Jackson	N	6	2	45	8	6	2	68	12
Jefferson	Y	35	13	4144	231	39	14	6339	374
Jefferson Davis	N	11	5	419	38	12	5	819	51
Lafayette	Y	32	16	2,548	195	38	17	4,031	288
Lafourche	Y	20	9	989	119	23	12	1,732	185
LaSalle	N	4	3	74	9	4	3	115	13
Lincoln	Y	12	4	419	26	14	5	696	43
Livingston	Y	29	13	1282	131	32	16	2130	201
Madison	N	11	7	67	8	11	7	143	20
Morehouse	N	11	3	297	17	11	3	594	40
Natchitoches	Y	6	3	519	61	6	3	914	101
Orleans	Y	26	12	4714	309	26	14	8397	489
Ouachita	Y	21	10	1544	118	24	12	2511	195
Plaquemines	N	8	4	154	18	8	4	232	26
Pointe Coupee	N	14	8	225	29	17	9	419	58
Rapides	Y	22	12	1673	107	24	13	2859	176
Red River	N	1	0	54	5	1	0	105	5
Richland	N	13	2	96	9	14	2	174	13

Table 1: 2005 Crash Statistics by Parish (continued)

Parish	Problem ID	Fatal Crashes		Injury Crashes		Fatalities		Injuries	
		All	Alcohol	All	Alcohol	All	Alcohol	All	Alcohol
Sabine	N	8	7	130	20	8	7	185	33
St. Bernard	Y	6	0	369	26	6	0	600	51
St. Charles	Y	8	6	528	43	8	6	848	70
St. Helena	N	4	2	65	13	4	2	96	17
St. James	N	7	5	186	22	7	5	311	35
St. John	Y	12	4	656	80	15	5	1218	149
St. Landry	Y	21	10	959	114	23	10	1747	209
St. Martin	Y	16	7	531	86	19	8	958	150
St. Mary	Y	9	2	463	43	9	2	823	59
St. Tammany	Y	46	15	1995	172	53	18	3212	289
Tangipahoa	Y	44	15	1487	113	53	17	2735	198
Tensas	N	1	0	10	1	1	0	18	1
Terrebonne	Y	17	9	1038	127	19	11	1811	209
Union	N	8	6	149	20	8	6	233	34
Vermillion	Y	9	5	594	95	9	5	966	131
Vernon	Y	12	5	355	44	13	5	575	82
Washington	Y	14	2	389	26	14	2	692	47
Webster	Y	7	0	375	45	10	0	585	76
West Baton Rouge	N	15	3	389	39	15	3	803	110
West Carroll	N	3	1	30	3	3	1	61	5
West Feliciana	N	3	3	28	5	3	3	49	10
Winn	N	5	3	118	23	5	3	177	37
Louisiana		867	363	49246	4276	991	402	85087	7008

2. Enforcement

The LHSC contracted with 42 law enforcement agencies within 33 Problem ID parishes to conduct overtime enforcement during the federal budget year October 1, 2005, through September 30, 2006. The Louisiana State Police worked in all 64 parishes. This FY06 Analysis and Evaluation Report includes the LHSC efforts in support of the impaired driving enforcement. All participating agencies conducted DWI (and OP) overtime efforts throughout all 12 months of the fiscal year 2006.

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 each month of FY06. Table A1 shows the contracted agencies listed by geographic parish, the number of overtime hours worked, the number of DWI arrests and the average number of overtime hours worked for each DWI arrest. Agency reports submitted at the time this report was written

(9/30/2006) show that 14,982 overtime hours resulted in 1919 DWI arrests. This is an average of 1 DWI arrest per 7.8 overtime hours (1:7.8 ratio). However, the ratio varies between agencies from a low of 1:3.4 (9 DWI arrests for 31 overtime hours) to a high of 0:126 (0 DWI arrests for 126 overtime hours).

3. Media/Public Relations Campaign Implementation

The LHSC contracted with Cranch Hardy and Associates to coordinate the paid media buy throughout the state. Data available from Cranch Hardy and Associates indicate that a media buy was conducted during the five time periods: New Year, Mardi Gras, Prom/Grad, July 4th and Labor Day weekends. Details are depicted below. During the five time periods there were 6,545 radio spots and 3978 TV spots purchased throughout the seven media markets: Alexandria, Baton Rouge, Lafayette, Lake Charles, Monroe, New Orleans, and Shreveport. The total cost for both the TV and radio spots was \$557,339. Tables 2 and 3 depict a summary of the purchased spots.

Table 2: Media Buy for the Impaired Driving Campaigns by Region

Market	Radio \$	Radio Spots	TV \$	TV Spots	Times Viewed
Alexandria Total	\$ 16,328	646	\$33,833	568	284,135
Baton Rouge Total	\$ 75,070	1,662	\$63,232	705	1,056,963
Lafayette Total	\$ 45,200	862	\$26,459	284	908,758
Lake Charles Total	\$ 39,784	1,173	\$32,156	496	329,191
Monroe Total	\$ 20,354	529	\$30,115	560	630,270
New Orleans Total	\$ 55,954	1,032	\$61,027	706	1,179,439
Shreveport Total	\$ 27,957	641	\$29,870	659	1,171,252
Grand Total	\$ 280,647	6,545	\$276,692	3,978	5,560,008

Table 3 depicts the media buy for the five time periods.

Table 3: Media Buy by Time of Placement

Market	Radio \$	Radio Spots	TV \$	TV Spots
New Year	\$37,833	843	\$57,096	739
Mardi Gras	\$35,372	826		
Prom/Grad.	\$31,465	701	\$38,388	747
July 4th	\$39,582	963		
Labor Day	\$136,395	3212	\$181,208	2358
Total	\$280,647	6545	\$276,692	3,844

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 instruments 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 telephone polls was to measure the impact of change attributed to the campaign. The campaign consisted of three components: paid media, earned media, and enforcement over the labor-day weekend.

The sample design provided for interviewing 800 licensed motorists statewide, 400 each during two different time periods, one before Labor Day 2006 and the other after Labor Day 2006. 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 2006) of 400 interviews was conducted on August 8, 2006. The second set (post-Labor Day 2006) of 400 interviews were conducted September 18, 2006. Quotas ensuring nominal male participation in the study were imposed.

The overall margin of error for the difference between the percentages obtained from the two surveys of 400 licensed motorists is not greater than plus or minus 7 percentage points at the 95% level of confidence. Also, there is a 95% certainty that the statistics presented for the results obtained from this survey are not more than 5 percentage points above or below the figure that would have been obtained if all of the licensed motorists in the state had 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.

Based on the information in the post telephone survey, a general trend can be detected indicating that licensed drivers had heard about the campaign and enforcement. For instance, (see Table A2 (PAGES 14-17) (5) “What do you recall having heard or seen?” (+18% for television/news/commercial/radio, FROM 23.8% to 41.8%), (7) “What was it called?” (Drunk Driving, Over the Limit, Under Arrest. +4.7, from 2.2% to 6.9%). “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?” (Yes +5.7%). However, the only change which was statistically significant at a 5% level was an increase (from 23.8% to 41.8%) in having seen or heard a “television/news/commercial/radio”.

5. Crash Analysis

The data entry for 2006 is not complete at this time. Thus the 2001-2005 crash data were analyzed for trends in alcohol-related fatal crashes. Table 4 and Figure 2 show the crash rate (per 100,000 licensed drivers) of alcohol-related crashes from 2001 to 2005. The alcohol-related crash rate for “All Ages”, although down slightly from 2004, has not changed significantly over the past five years.

Table 4: Crash Rate of Alcohol-Related Crashes

Year	Fatal Crashes			Injury Crashes		
	Ages 18-20	Ages 21-24	All Ages	Ages 18-20	Ages 21-24	All Ages
2001	25	30	14	340	438	189
2002	27	25	14	348	427	195
2003	24	29	13	319	386	178
2004	20	31	14	298	383	163
2005	21	28	13	282	312	149

The alcohol-related crash rate for ages 18-20, however, is down considerably in 2004 and 2005 compared to the years 2001-2003. Figure 3 shows the crash rate for alcohol-related injury crashes. Although the information on BAC for injury-related crashes is not as reliable as that in fatal crashes, the trend indicates a decline in the number of drivers involved in alcohol-related injury crashes.

Figure 2: Drivers Using Alcohol in Fatal Crashes by Year

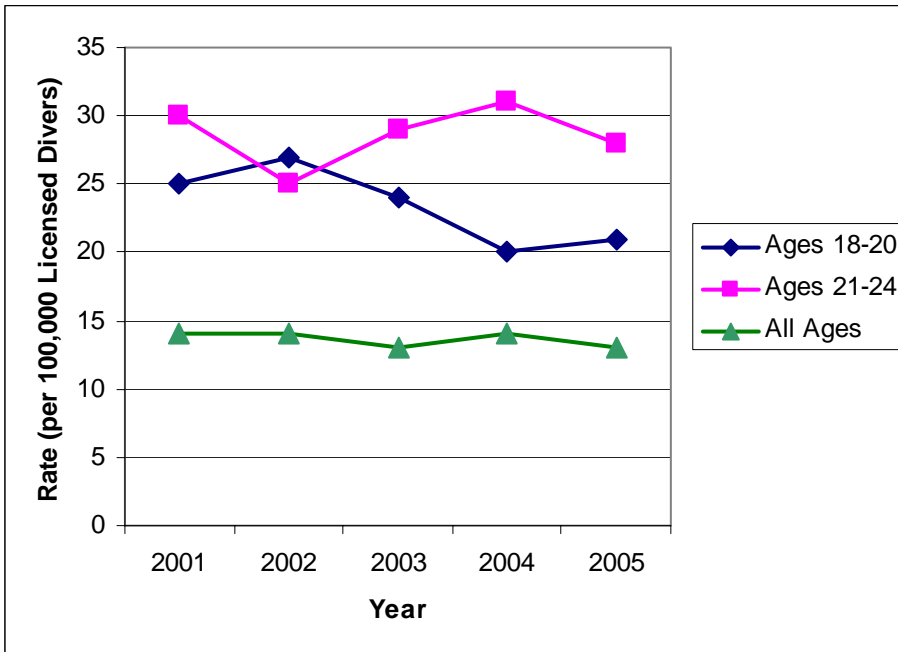


Figure 3: Crash Rate of Drivers Using Alcohol in Injury Crashes by Year

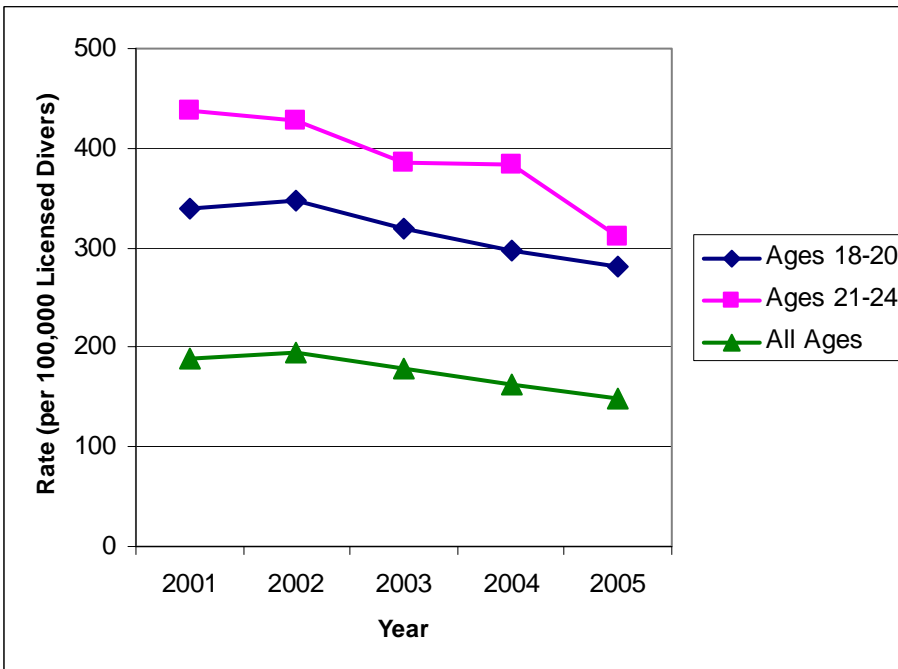


Table 5 depicts the percentage of alcohol-related crashes which also shows a decline. The fatality data show that there was a decline in alcohol-related fatalities of 10% or 3 percentage points from 2004 to 2005. DWI arrests data are also on the decline. DWI arrests dropped by 27% from 2001 to 2005.

Table 5: Percentage of Alcohol-Related Crashes

Year	Percent Alcohol-Related Crashes	Alcohol-Related Fatalities			Injury Crashes		PDO Crashes	
		Fatalities (LA)	Fatalities per 100 Million Miles Traveled	Percent Fatalities (LA)	Alcohol-Related Crashes (1,000)	Percent Alcohol-Related Crashes	Alcohol-Related Crashes (1,000)	Percent Alcohol-Related Crashes
2001	47%	446	1.08	47%	5.2	10.7%	5.5	5.1%
2002	47%	431	1.00	47%	5.4	10.6%	6.8	5.9%
2003	45%	414	0.94	44%	4.9	10.0%	6.4	5.7%
2004	45%	451	1.01	45%	4.7	9.3%	6.1	5.4%
2005	42%	402	0.89	42%	4.3	8.7%	4.4	4.1%
1 Year	-3%	-11%	-12%	-3%	-9%	-1%	-28%	-1%
5 Years	-5%	-10%	-18%	-5%	-17%	-2%	-20%	-1%

Table 6: DWI Arrests 2001 to 2005

Year	Submits and Refusals				% Refusal	% Convictions (DWI-1 st -4 th)	% 894	% No Convictions	Total Arrests
	Submit 1	Submit 2+	Refusal 1	Refusal 2+					
2001	13,768	2,203	6,131	1,222	32%	34%	19%	47%	23,324
2002	12,446	1,845	6,136	1,188	34%	29%	15%	56%	21,615
2003	11,070	1,597	5,582	1,057	34%	32%	19%	49%	19,306
2004	11,383	1,381	5,210	1,035	33%	29%	17%	54%	19,009
2005	9,616	1,121	5,439	883	32%	24%	16%	60%	17,059
Difference									
1 Year	-16%	-19%	4%	-15%	-1%	-5%	-1%	6%	-10%
5 Years	-35%	-58%	-12%	-29%	2%	-10%	-1%	12%	-27%

Note: The arrest and conviction data is based on reports published by the Louisiana Office of Motor Vehicles

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 specifically for Louisiana crash 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 FY06 efforts can be summarized as follows:

- The paid media campaign increased the awareness of the enhanced DWI enforcement efforts.
- The attitudinal survey shows that the enhanced enforcement in FY06 and the media campaigns publicizing the enforcement continue to affect the alcohol-related crashes and fatalities.
- An analysis of the 2005 crash data shows that the alcohol-related fatalities have declined and that the injury rates also declined from 2004 to 2005.
- There is some indication that the alcohol-related fatalities may continue to decline in 2006.

Appendix A: Table A1: DWI Enforcement Hours and Arrests by Agency

Parish	Agency	DWI Hours	DWI Arrests	DWI Ratio [hrs/arr]
Jefferson	Jefferson Parish Sheriff's Office	6	1	6.0
Jefferson	Kenner Police Dept.	180.75	22	8.2
Orleans	New Orleans Police Department	176	13	13.5
St. Bernard	St. Bernard Sheriff Department	29	0	
St. Tammany	Slidell Police Department	0	0	
St. Tammany	St. Tammany Sheriff's Office	325.5	53	6.1
Ascension	Ascension Parish Sheriff's Office	277	45	6.2
Ascension	Gonzales Police Department	166	36	4.6
EBR	Baton Rouge Police Department	763	130	5.9
EBR	East Baton Rouge Sheriff's Office	31	9	3.4
EBR	Zachery Police Department	420	62	6.8
Livingston	Denham Springs Police Department	231.7	27	8.6
Livingston	Livingston Sheriff's Office	49.5	6	8.3
Tangipahoa	Hammond Police Department	313	39	8.0
Tangipahoa	Tangipahoa Sheriff's Office	179	32	5.6
Washington	Bogalusa Police Dept.	680	10	68.0
Lafourche	Lafourche Parish Sheriff's Office	90	3	30.0
St. Charles	St Charles Sheriff's Office	145.5	19	7.7
St. John	St. John the Baptist Parish Sheriff's Office	529	70	7.6
Terrebonne	Houma Police Department	144.5	14	10.3
Terrebonne	Terrebonne Parish Sheriff's Office	395.5	40	9.9
Lafayette	Lafayette Parish Sheriff's Office	318	28	11.4
Lafayette	Lafayette Police Department	701	32	21.9
St. Landry	St Landry Parish Sheriff's Office	316	34	9.3
Vermillion	Abbeville Police Department	257	17	15.1
Beauregard	DeRidder Police Department	48	3	16.0
Beauregard	Beauregard Sheriff's Office	126	0	
Calcasieu	Lake Charles Police Department	115.5	23	5.0
Calcasieu	Calcasieu Sheriff's Office	227	15	15.1
Rapides	Alexandria Police Department	359	45	8.0
Rapides	Pineville Police Department	410.5	22	18.7
Rapides	Rapides Sheriff's Office	81	19	4.3
Vernon	Rosepine Police Department	306	42	7.3
Bossier	Bossier City Police Department	203	188	1.1
Caddo	Caddo Parish Sheriff's Office	302.5	26	11.6
Caddo	Shreveport PD	969	165	5.9
Lincoln	Ruston Police Dept.	398	47	8.5
Natchitoches	Natchitoches Police Dept.	774	64	12.1
Webster	Webster Parish Sheriff's Office	70	6	11.7
Quachita	Monroe Police Department	563	79	7.1
Quachita	West Monroe Police Department	713	80	8.9
Statewide	Louisiana State Police	2592.5	353	7.3
Total	Louisiana	14982	1919	7.8

**Table A 2: Survey Instrument and Results
COMPARISON OF FREQUENCY RESPONSES
PRE/POST LABOR DAY SURVEY
Pre (n=400), Post (n=400)**

What kind of vehicle do you drive most often; is it a car, a pickup truck, an SUV or a van?	(PRE)	(POST)
CAR	53.5	51.8
PICKUP TRUCK	23	22
SUV	16	20.5
VAN	7.5	5.8

Do you think enforcement of drinking and driving laws in your community is too strong, too weak, or about right?	(PRE)	(POST)
TOO STRONG	4.8	4
TOO WEAK	38.5	40.8
ABOUT RIGHT	49.8	48.5
(DON'T KNOW)	6.5	6.3
(REFUSED)	0.5	0.5

Do you recall having heard or seen anything recently about drinking and driving?	(PRE)	(POST)
YES	53.3	67.3
NO	46.5	32.3
(DNK/WS)	0.3	0.5

What do you recall having heard or seen?	(PRE)	(POST)	(PRE)	(POST)
	All	All	(n=213)	(n=269)
(NOT APPLICABLE--responded NO or DNK/WS to Question 4)	46.8	32.8	0	0
TELEVISION/NEWS/COMMERCIALS/RADIO	23.8	41.8	44.6	62.1
DON'T LET YOUR FRIEND DRIVE DRUNK/DON'T DRINK AND DRIVE	10.8	8.3	20.2	12.3
ACCIDENTS INVOLVING ALCOHOL	6.8	5.3	12.7	7.8
DWI ARREST/DWI OFFENSE	5.3	8.3	9.9	12.3
BILLBOARDS	5	3.8	9.4	5.6
NEWSPAPER	5	9.5	9.4	14.1
MOTHERS AGAINST DRUNK DRIVERS/(MADD) AD	4.5	4.3	8.5	6.3
CHECK POINTS/ROAD BLOCKS	4	5.8	7.5	8.6
DEATHS INVOLVING DRUNK DRIVERS	3.8	2.8	7	4.1
CRACKING DOWN ON DRINKING & DRIVING/ENFORCING LAW	2.8	4.8	5.2	7.1
DON'T REMEMBER	2.3	6	4.2	8.9
YOU DRINK & DRIVE, YOU BREAK THE LAW/YOU DRINK, YOU DRIVE. YOU LOSE	2.3	0.3	4.2	0.4
NEW LAWS REGARDING DRINKING & DRIVING/OPEN CONTAINER	2.3	0.8	4.2	1.1
HAVE A DESIGNATED DRIVER	2	1.8	3.8	2.6
STRICTER PENALTIES AGAINST DRUNK DRIVERS	1.5	1	2.8	1.5
HOLIDAY CHECKPOINTS	1.3	1.5	2.3	2.2
MEL GIBSON ARRESTED FOR DRINKING AND DRIVING	1.3	0	2.3	0
PERSONAL EXPERIENCE WITH DRUNK DRIVERS	1	0.8	1.9	1.1
STATISTICS ON DRINKING AND DRIVING	0.8	0.3	1.4	0.4
TEENAGE DRIVERS/TEENAGE DRINKING & DRIVING	0.5	0.8	0.9	1.1
DROPPED ALCOHOL LEVEL	0.5	0	0.9	0
OTHER	0.5	0.5	0.9	0.7
LAW ENFORCEMENT	0.3	0.3	0.5	0.4
PUBLIC SERVICE ANNOUNCEMENT (PSA)	0.3	1.3	0.5	1.9
IF CAUGHT DRIVING DRUNK, YOU WILL BE SENT TO JAIL	0.3	3	0.5	4.5
IF YOU DRINK AND DRIVE, WE'LL CATCH YOU	0.3	0.5	0.5	0.7
IF YOU DRINK AND DRIVE YOU WILL BE TICKETED	0	1	0	1.5
ALCOHOL FLOWING OUT OF CAR	0	1	0	1.5
CLICK IT OR TICKET	0	0.5	0	0.7
LITERATURE PASSED OUT AT BALLGAME	0	0.3	0	0.4
DRINKING AND DRIVING KILLS	0	0.3	0	0.4
ADVISE MERCHANTS WHO THEY SELL ALCOHOL TO	0	0.3	0	0.4

Have you heard of any recent enforcement programs on drinking and driving?	(PRE)	(POST)
YES	22.8	28.8
NO	76	69.3
(DNK/WS)	1.3	2

What was it called?	(PRE)	(POST)
(DO NOT READ CHOICES)	(n=91)	(n=115)
DON'T DRINK AND DRIVE	15.4	9.5
DRUNK DRIVING, OVER THE LIMIT, UNDER ARREST	2.2	6.9
USE A DESIGNATED DRIVER	6.6	1.7
YOU DRINK AND DRIVE. YOU LOSE	7.7	3.4
ZERO TOLERANCES, ZERO CHANCES	1.1	2.6
OTHER, SPECIFY:		
MADD PROGRAM/FAMILIES AGAINST DRUNK DRIVERS	15.4	6
ROAD BLOCKS ON LOCAL HWY/HOLIDAY CHECK POINTS	12.1	25.9
OTHER	4.4	1.7
LOCAL POLICE INFORMING PUBLIC/STRICTER ENFORCEMENT	3.3	2.6
WE'RE GONNA GET YOU	2.2	0.9
DARE PROGRAM	1.1	1.7
OPEN CONTAINER LAW	1.1	0
DRINKING & DRIVING GETS YOU A TICKET	1.1	0.9
AA MEETINGS	0	0.9
DON'T DRIVE WITHOUT SEAT BELTS	0	0.9
REHABILITATION FOR KIDS WHO DRINK AND DRIVE	0	0.9
DEFENSIVE DRIVING	0	0.9
NATIONAL INITIATIVE/TASK FORCES	0	0.9
(DON'T REMEMBER)	26.4	31.9
(REFUSED)	0	0

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)	(POST)
VERY LIKELY	23.3	23.5
SOMEWHAT LIKELY	38.3	41
SOMEWHAT UNLIKELY	20	22
VERY UNLIKELY	13.3	8.3
(DNK/WS)	5.3	5.3

Do police in your part of the state set up roadblocks to check for drivers who have been drinking?

	(PRE)	(POST)
YES	63.8	68.5
NO	28	22.5
(DNK/WS)	8.3	9

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)	(POST)
YES	46.8	52.5
NO	30.3	31
(DNK/WS)	23	16.5