

THE DENVER AREA DRINKING-DRIVING SURVEY, 1971

By

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## NOTICES

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## INTRODUCTION

Studies demonstrating the strong relationship between the abusive use of alcoholic beverages and highway crashes have led the National Highway Traffic Safety Administration to develop a new program to reduce the number of alcohol-related crashes on American highways. As a major component of this program the NHTSA is funding a number of demonstration Alcohol Safety Action Programs (ASAPs) in various parts of the United States, and the Colorado Department of Health has inaugurated one such program for Denver and its surrounding suburbs. The Highway Safety Research Institute of The University of Michigan served as the subcontractor for evaluation during the first year of the Denver ASAP.

A major aspect of the Denver program is the use of mass media campaigns to inform and influence the general public concerning the dangers of abusive drinking and driving. These campaigns are under the direction of Dr. Harold Mendelsohn of the University of Denver.

The main purpose of the survey reported here was to obtain baseline data on knowledge, attitudes, and behavior characteristics of Denver area residents relevant to the drinking-driving problem. It is expected that at least one similar survey will be carried out at the end of the Denver demonstration program; and that a comparison of the results of the two surveys will be an important means for evaluating the success of the public information campaigns and indeed of the whole DASAP effort. These baseline survey results should also be of value in planning the content and methods of the public information campaigns.

Most of the questions used in the survey were developed for use in a similar survey in Washtenaw County, Michigan (8). In this process a number of previous studies related to drinking and driving were consulted, and many of the questions were borrowed or adapted from these earlier studies. The studies consulted include the 1967-68 British road surveys before and after the campaign to publicize the new British drunk driving law (17); similar surveys in Canada in 1969 and 1970 (16); the Driver Opinion Poll in California (6); the Opinion Research Corporation's national survey on drinking and driving for the NHTSA (13); Harold Mulford's Cedar Rapids study (11); Don Cahalan's national surveys of drinking behavior (3, 4, 5); and copies of questionnaires used by the Vermont ASAP in its roadside survey (14), by the Oregon Research Institute in King County, Washington and three Oregon communities (2), and by the University of Wisconsin Survey Research Laboratory in the Wisconsin ASAP area (9).

The cover sheet, the interview schedule, and the card sets used are shown in Appendix A. A short instruction manual (Appendix B) was prepared by HSRI, and the interviewers assigned to this study spent one morning in a training session. The actual interviewing commenced on March 26 and was completed on June 2.



## SUMMARY OF FINDINGS

In the general public survey conducted by the Highway Safety Research Institute (HSRI) as part of its evaluation of the Denver Alcohol Safety Action Program (DASAP), interviews with five hundred and four (504) persons of driving age were obtained.

Analysis of the interviews showed that 85% of the sample held current driver licenses, while 5% were former drivers, and 10% had never had a license. Seventy-eight percent of the sample said that they drink alcoholic beverages, and 43% said that they do drive after drinking. Fifteen percent of the total sample admitted to having driven after excessive drinking during the previous year.

It is this latter group which is clearly the main target of the Denver alcohol safety efforts. The analysis in Section 5 indicates that in comparison with drivers who do not drink before driving, those who admit to excessive drinking before driving are more likely to be in their twenties and thirties, to be male, to drink more heavily and more frequently, to have more accidents and traffic violations, to be less concerned about the dangers of drunk driving, to estimate larger numbers of drinks as both safe and legal, and to be more opposed to many kinds of suggested drunk driving countermeasures--from more police patrolling at bars, to provision of special license plates for convicted drunk drivers. However, they did evidence much the same media use patterns as the non-drinking drivers, and they were almost as likely to say that they had been influenced by the media and that they do pay attention to messages on highway safety.

Nevertheless, drinking drivers only tend to be different from non-drinking drivers, and there was considerable diversity within these groups on almost all variables analyzed. This supports the need for a multi-faceted alcohol safety program geared to have an impact on all types of Denverites who drive after excessive drinking.

## SAMPLE DESIGN AND RESPONSE RATE

The study was designed to obtain 500 interviews from a representative sample of Denver area residents of driving age (16 and over). In fact, 504 interviews were obtained.

The first step in the sample design was to select systematically 662 addresses from the Research Services master sampling frame of the Denver area (which contains a complete enumeration of 10% of the blocks in each census tract). Dormitories, hotels, military barracks, and other group quarters were not included in this sampling frame. Explanatory letters were sent to the occupants of all of these addresses. Thirty-six of these letters were returned by the post office for various reasons\*, and it was decided to substitute the next higher address in each case. Still five of the final addresses were determined by the interviewers not to be dwelling units (commercial use only, vacant lot, etc.) and 18 of the addresses were determined to be presently unoccupied dwellings.

In order to insure an equal chance of selection for respondents of all age groups, it was decided to interview one-half of the persons 16 and over residing at the remaining 639 addresses. The addresses were randomly divided into two groups, and at the addresses in the first group the interviewers were instructed to interview the first, third, etc., persons, and at addresses in the second group they were instructed to interview the second, fourth, etc., persons. Therefore, it was necessary for the interviewer to list all the persons 16 and over in the household in order by decreasing age before determining which persons were to

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\*The main reason letters were returned was that the address no longer existed because the building had been demolished.

be interviewed. Of the 639 occupied addresses there were 31, or 4.9%, at which the person answering the door refused to talk to the interviewer even enough to obtain the listing information. At four more addresses the interviewers were unable to find anyone at home after repeated callbacks. Table 3.1 shows the number of persons of driving age at the 639 addresses in relation to whether that address was in the first or second sample group.

It can be seen that more than half of the 604 households in which the listing was completed contained just two persons of driving age. There were slightly more one-person households (21.6%) than households with three or more persons (17.7%). The average household size in the listed Denver sample is 2.04 persons of driving age, somewhat less than that estimated in the original sample design. It should be noted that 69 one-person addresses (11.4%) fell into the second sample group and thus no one was eligible to be interviewed at these addresses. An average of 2.1 calls was made at these 69 addresses, and an average of 2.9 calls was made at the 23 unoccupied or non-existent addresses.

After eliminating the 69 one-person households in the second sample group, there remained a final sample of 570 households at which one or more interviews should have been obtained (35 non-listed households and 535 listed households containing 608 potential respondents). If one assumes an average of two persons of driving age (thus one potential respondent) for each of the 35 unlisted housing units, this makes a total of 643 potential respondents in the Denver area sample. Thus the 504 interviews obtained provide a reasonably satisfactory response rate of 78.4%, slightly better than the approximate 76.8% response rate obtained by the Research Triangle Institute in the Mecklenburg County, North Carolina, drinking-driving survey (following a "three or more callbacks" procedure) (7). As mentioned above, 4.9% of these potential respondents were lost because of refusal

TABLE 3.1. DRIVING AGE COMPOSITION OF OCCUPIED HOUSING UNITS BY SAMPLE GROUP

SAMPLE GROUP	NUMBER OF PERSONS 16 AND OVER IN HOUSEHOLD								Total
	One	Two	Three	Four	Five	Six	NA		
First Sample Group (1, 3, 5 Selection)	61	191	35	13	2	0	18	320	
Second Sample Group (2, 4, 6 Selection)	69	175	38	16	3	1	17	319	
TOTAL N	130	366	73	29	5	1	35	639	
% of 604 Listed Households	21.5%	60.6%	12.1%	4.8%	0.8%	.2%			

before listing and 0.6% because of inability to find anyone at home. However, the most important reason for non-response was refusal by the designated respondent after the listing was completed. This involved some 10.3% of the potential respondents, a considerably higher percentage of refusals after listing than occurred in the Mecklenburg survey but not dissimilar from the experience of The University of Michigan's Survey Research Center when interviewing in large metropolitan areas (10, pp. 28-30). A further 4.1% of the designated respondents could not be found at home after repeated callbacks, although contact was made with other persons in the household. Finally, two designated respondents could not be interviewed because they were ill; one was physically incapacitated; one moved away before he could be interviewed; and eight could not be interviewed because they did not speak English well enough (mostly Spanish speaking).

The agreement with Research Services, Inc., had specified that a minimum of four calls would be made at each address in an attempt to obtain an interview. In actuality, the interviewers had to go much beyond this minimum to obtain the 504 interviews. Sixty of the interviews, or 12%, required five or more calls for completion (ranging up to 22 calls). Only 33% of the interviews were obtained on the first call, 28% on the second, 15% on the third, and 12% on the fourth. Four percent required seven or more calls. An average of 2.6 calls were made at the addresses of the nonrespondents.

These data on number of calls and response rate become particularly significant when one looks at differences in the characteristics of respondents who were found with relative ease compared with those who required greater perseverance on the part of the interviewer. Table 3.2 compares respondents on a number of relevant characteristics in relation to the number of calls it took to obtain their interviews. It is apparent that respondents found on the first call tended to be considerably different from

TABLE 3.2. VARIOUS CHARACTERISTICS OF RESPONDENTS IN RELATION TO NUMBER OF CALLS REQUIRED TO OBTAIN THE INTERVIEW

Number Of Calls	(N) (%)	% 16-30 Years Old	% Male	% Single, Widowed, Divorced, or Separated	% College Graduate	% Family Income Over \$15,000	% Driving Over 10,000 Mi. Per Year	% Having 1 or More Accidents In 3 Yrs.	% Who Drive After Drinking Too Much
One	(165) 33%	30	42	19	15	18	30	16	30
Two	(139) 28%	37	59	27	15	23	35	21	49
Three or Four	(134) 27%	34	58	30	17	26	47	29	46
Five or More	(60) 12%	45	52	33	22	23	42	30	57
TOTAL	498* 100%	35	52	26	17	22	37	23	43

\*Six respondents were NA on the number of calls.

those found on subsequent calls. Those respondents found on later calls were more likely to be young, male, unmarried, well educated, and affluent. Of particular importance to the Denver Alcohol Safety Action Program, they were more likely to drive a lot, to have accidents, to drive after drinking, and to admit driving after too much drinking. It is clear that the extra effort necessary to obtain an interview with the hard-to-find respondents was more than justified in the Denver area since it resulted in the obtaining of a more representative sample in regard to characteristics important to the alcohol safety program.

Since each person 16 and over at selected households had an equal chance of selection as a respondent (namely .5), the 504 interviews may be considered a self-weighting sample. The clustering of some respondents in common households means that the sampling error of percentages based on these data are somewhat larger than they would be if the sample were a simple random probability sample. The general estimates of the sampling error at a 95% level of confidence for the entire sample and for subgroups of various sizes are given in Table 3.3 below.

TABLE 3.3. ESTIMATED SAMPLING ERROR OF PERCENTAGES IN RELATION TO SIZE OF BASE GROUP (95% CONFIDENCE LEVEL)

Reported Percentages	Number of Respondents						
	500	400	300	200	100	70	40
50	4.9	5.4	6.2	7.5	10.5	13	21
30 or 70	4.5	4.9	5.7	6.9	9.6	12	19
20 or 80	3.9	4.3	4.9	6.0	8.4	11	18
10 or 90	2.9	3.2	3.7	4.5	6.3	9	17
5 or 95	2.1	2.4	2.7	3.3	4.6	7	17

Differences between groups of the sizes indicated would need to be roughly one and a half times as large as these figures to be considered statistically significant at a 95% level of confidence.



The interviews took a median time of 35 minutes to complete. They were coded and keypunched at the Highway Safety Research Institute under the supervision of the author. One-tenth of the interviews were check coded, and the average error rate per interview was found to be 1.5. Those errors found in check coding were corrected before keypunching, while a large proportion of the remaining coding errors were discovered and corrected by special computer programs before the analysis began.

Research Services, Inc., validated that the received interviews really did take place by telephoning a subsample of 10% of the completed interviews. The unit cost of the total field work was approximately \$10.25 per completed interview.

As this report goes to press, sex and age data from the 1970 census have not yet been published for the Denver area. Only total populations are available. These indicate that 49% of the inhabitants of the Denver urbanized area are residents of Denver city. Since 51% of the completed interviews were obtained in Denver city, it is clear that the sample is reasonably representative of both the central city and the suburban parts of the Denver urbanized area.

GENERAL DRIVING AND DRINKING  
CHARACTERISTICS OF THE SAMPLE

In regard to driving, some 85% of the sample were licensed drivers at the time of the interview, and another had previously had a driver's license. This is a higher proportion of drivers than was found in the Mecklenburg County survey (7) where only 78% were found to be current drivers and in the national survey conducted in 1970 for NHTSA by the Opinion Research Corporation (13) where only 80% were found to be drivers. Five-sixths of the never-drivers were females, and three-tenths of them were under 21 (compared to one-tenth of the drivers).

Of the currently licensed drivers, 95% said they were licensed in Colorado, and 93% of these Colorado licensees were willing to give their license numbers to the interviewers. Twenty-three percent of the sample had been involved in one or more accidents as a driver during the past three years, and 21% had been charged with traffic violations during the same time period. A total of 4% (19 respondents) admitted to having been arrested for drunk driving at some time, but only 1% (5 respondents) in the past three years. Five of these 19 respondents said they never drink before driving now, but only one of them said he is a total abstainer. A surprisingly high 11% of the current or former drivers had had their licenses suspended or revoked at some time.

In regard to drinking, 78% of the sample said that they do drink. Of the drinkers, more than half (56%) considered themselves to be very light drinkers. On the other hand, 43% of the drinkers (33% of the total sample) said they drink four or more drinks at a time at least once a month, and 11 respondents

reported drinking this much every day of the month. Moreover, 16% of the drinkers (12% of the total sample) said they drink eight or more drinks at a time at least once a month, and one respondent said he did so every day. Almost one-third of the drinkers said that after drinking they had taken risks or chances they would not ordinarily take. A comparison of the drinkers' self-classification with their reported frequency-quantity data is provided in Table 4.1. It is apparent that there is not a perfect relationship between self-classification and the frequency-quantity information, but the two measures do seem quite consistent for most of the drinkers.

TABLE 4.1. FREQUENCY OF DRINKING FOUR AND EIGHT DRINKS IN RELATION TO SELF-CLASSIFICATION OF DRINKING TYPE, DRINKERS ONLY

Self-Classified Drinking Type (N)	Drinking 4 or More Drinks		Drinking 8 or More Drinks	
	Once a Month or More	Five Times a Month or More	Once a Month or More	Five Times a Month or More
Very light (221)	21%	*4	5%	*2
Fairly light (93)	58%	*4	14%	0
Moderate (69)	84%	28%	43%	7%
Fairly heavy (7)	100%	86%	86%	57%
Heavy (3)	100%	100%	100%	100%
TOTAL (393)	43%	9%	16%	4%

\*Actual number of cases

The overall percentages of drinking and of driving are shown in Table 4.2. The 78% drinker rate is considerably higher than the 49% drinker rate found in the Mecklenburg County study (7, p.26)\*, and somewhat higher than the 68% drinker rate found in Cahalan's 1964-65 national survey of persons 21 and older (3, p.22). The proportion of drivers who said they drink (80%) is also somewhat larger than the 67% found in ORC in its national survey (13, p.13). However, these drinking percentages are similar to those found in the HSRI Washtenaw County Drinking-Driving study (8) and to those found by Cahalan et.al. for large urban areas (3, pp.37-40). Thus, while drinking in the Denver area is probably a more prevalent social custom than in the nation as a whole, it does not seem to be unusually high for localities of its type.

TABLE 4.2. DRINKING AND DRIVING CHARACTERISTICS OF THE DENVER AREA SAMPLE

(N)	Never a Driver	Former or Present Driver	Total
Abstainer (110)	4%	18%	22%
Drinker (394)	6%	72% (43, 15*)	78%
TOTAL (504)	10%	90%	100%

\*Sample percents for those who drive after drinking, and for those who have driven in past year after drinking more than they should have.

\*This figure is probably unusually low due to the under-representation of males in this survey (41%).

Turning to the issue of most direct interest to the DASAP program, the data show that 48% of the Denver drivers (43% of the total sample) said that they do drink before driving. Of the drivers, 17% (15% of the total sample) admitted that they had driven at least once in the past year after drinking more than they should have. As a comparison, the Mecklenburg survey reported that 6% of the direct question subsample of all respondents and 10% of the randomized response subsample said they had driven at least once in the past year within an hour of having four or more alcoholic drinks (7, pg. 58). The question and the procedure used in Mecklenburg County were somewhat different from those used in Denver, but the Mecklenburg findings do suggest that drinking before driving may be more prevalent in the Denver area.

Looking at the converse situation, among the drivers who admitted to driving after drinking, 29% said that at least once in the previous 12 months they had deliberately refrained from driving after they had drunk too much to drive safely. In most cases the other means of travel involved someone else driving the respondent in his car (either the spouse or a friend), but a substantial number had been taken in someone else's car and a small number had taken a taxi or walked.

Twenty-five percent of the total sample, and 36% of those who admitted to driving after drinking, said that in the previous year they had been passengers in a car driven by someone who had been drinking too much. Twelve percent of the total sample and 14% of these drinking drivers had turned down a ride with a drinking driver in the previous year.

VARIOUS CHARACTERISTICS OF DENVER RESIDENTS IN  
RELATION TO THEIR DRINKING AND DRIVING BEHAVIOR

In the codebook at the end of this report (Appendix C) four sets of percentage distributions are given for almost all of the interview questions. The four sets of figures are based on the 504 respondents in the total sample, the 50 respondents who never had a driver's license, the 237 respondents who drive but said they never drink before driving, and the 216 respondents who said they do drink before driving.

In this section of the report the tables for the relevant questions are organized in a more detailed fashion to better analyze the differences in knowledge, attitudes, and behavior which are associated with different drinking/driving types of respondents. The six subgroups compared in this analysis are:

- (1) The 50 respondents who have never had a driver license;
- (2) The 90 respondents who drive or have driven but never drink at all;
- (3) The 147 respondents who drive or have driven and drink but never drink before driving;
- (4) The 140 respondents who drink before driving but who said they had not driven after drinking more than they should have within the previous year;
- (5) The 48 respondents who said they drove after drinking more than they should have once or twice in the previous year;
- (6) The 28 respondents who said they drove after drinking more than they should have three or more times in the previous year.\*

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\*One respondent is omitted from the tabulations in this section because of incompleteness of response.

These latter two groups are fairly small as would be expected (9.5% and 5.6% of the total sample respectively), but they are clearly the most important subgroups as far as the success of DASAP is concerned. Of course it is not known what members of subgroup 4 mean when they say they have not driven after drinking more than they "should have", and in fact some of them may be as prone to contribute to alcohol-related accidents as members of the admitted drunk driving subgroups. Similarly some members of subgroup 3 may have been less than candid when they said they never drink before driving, and thus some of them also may be prone to contribute to alcohol-related accidents. But it is the two admitted drunk driver subgroups, and particularly the repeating drunk driver subgroup, which contain most of the high risk drivers as far as probability of involvement in an alcohol-related accident is concerned. The members of these subgroups must be impacted either directly or indirectly by the public education campaign and other DASAP activities if a significant reduction in alcohol-related crashes is to be achieved in the Denver area.

From a statistical point of view it is unfortunate that the numbers of cases in these subgroups are so small. Thus, while the subsequent tables in this section do often show interesting differences between the drunk driver subgroups and the other subgroups, the case numbers are so small that one must be cautious in generalizing them to the population at large. The differences are interesting and suggestive, even though most are not in the strictest sense statistically significant by the standard adopted in this report.

#### 5.1 BACKGROUND CHARACTERISTICS OF THE SAMPLE

Bearing in mind the above warning, Tables 5.1 to 5.4 present data on differences in background characteristics for the six drinking/driver types in the Denver area. Table 5.1 presents data on age, sex, and ethnicity; Table 5.2 on marital status and church attendance; Table 5.3 on education and family income; and Table 5.4 on occupation of family head.

TABLE 5.1.1. AGE, SEX, AND ETHNICITY BY DRINKING/DRIVER TYPE, IN PERCENT

Drinking/ Driving Type (N)	AGE						SEX		ETHNICITY**			
	16- 20	21- 30	31- 44	45- 64	65+	M	F	W	B	C	Other	
	Never a Driver (50)	30	16	10	32	12	16	84	62	8	28	1*
Abstaining Driver (90)	13	12	17	31	27	41	59	91	6	1	2*	
Non-Drinker Before Driving (147)	11	24	26	28	12	42	58	89	3	8	0	
Non-Drunk Driver (140)	6	26	36	29	3	68	32	92	4	3	1*	
Rare Drunk Driver (48)	10	31	38	21	0	79	21	90	6	4	0	
Frequent Drunk Driver (28)	7	43	32	18	0	82	18	86	7	7	0	
TOTAL SAMPLE (504)	12	24	27	28	10	52	48	88	5	7	4*	

\*Actual number rather than percentages.

\*\*The ethnic designations are as follows: W-white; B-black; C-chicano; "other" includes Oriental and American Indian.



TABLE 5.2. MARITAL STATUS AND CHURCH ATTENDANCE BY DRINKING/DRIVER TYPE, IN PERCENT

Drinking/ Driving Type (N)	<u>MARITAL STATUS</u>				<u>CHURCH ATTENDANCE</u>			
	Married or Widowed	Divorced or Separated	Single	Married More Than Once	Regular	Often	Seldom	Never
Never a Driver(50)	64	4	32	12	32	22	38	8
Abstaining Driver(90)	83	2	14	16	52	16	25	8
Non-Drinker Before Driving(147)	84	4	13	10	39	12	35	13
Non-Drunk Driver(140)	81	4	16	17	27	11	49	14
Rare Drunk Driver(48)	77	4	19	14	29	10	44	17
Frequent (28) Drunk Driver	79	7	14	21	14	14	50	21
<b>TOTAL</b>	<b>80</b>	<b>4</b>	<b>16</b>	<b>14</b>	<b>35</b>	<b>13</b>	<b>39</b>	<b>13</b>

TABLE 5.3. EDUCATION AND FAMILY INCOME BY DRINKING/DRIVER TYPE, IN PERCENT

Drinking/ Driver Type (N)	EDUCATION				FAMILY INCOME			
	Non High School Grad	High School Grad	Some College	College Grad	Under \$7000	\$7,000- \$9,999	\$10,000- \$14,999	Over \$15,000
Never a Driver (50)	50	32	18	0	50	24	17	9
Abstaining Driver (90)	31	30	24	15	44	20	20	16
Non-Drinker Before Driving (147)	23	38	22	17	31	20	31	18
Non-Drunk Driver (140)	15	41	25	19	24	17	30	29
Rare Drunk Driver(48)	11	47	21	21	23	21	23	33
Frequent Drunk Driver(28)	25	36	14	25	26	18	26	30
TOTAL	24	38	22	17	32	20	26	22

TABLE 5.4. OCCUPATION OF FAMILY HEAD BY DRINKING/DRIVER TYPE, IN PERCENT

Drinking/ Driver Type (N)	Professional, Technical	Managerial, Official	Clerical, Sales	Craftsman, Foreman	Operative	Service Worker	Laborer	Other*
Never a Driver (50)	13	4	19	17	11	11	15	11
Abstaining Driver (90)	19	18	20	9	10	11	6	6
Non-Drinker Before Driving (147)	21	11	17	13	15	16	4	2
Non-Drunk Driver (140)	18	15	16	14	16	13	3	4
Rare Drunk Driver(48)	15	25	12	23	12	6	6	0
Frequent Drunk Driver(28)	29	7	7	14	21	11	4	7
TOTAL	19	14	16	14	14	13	5	4

\*Head a student, housewife, or never employed.

Clearly the most significant background factor in these data is sex. Drinking drivers and especially drunk drivers are much more likely to be male than female, while non-drinking drivers are considerably more likely to be female.

Age also shows some large differences, with the drinking drivers quite a bit more likely to be in their twenties and thirties compared with the non-drinking drivers, and the more frequent drunk drivers in particular appear to be more likely to be in their twenties. However, in regard to ethnicity, the blacks and Chicanos seem fairly proportionately spread among the different drinking/driving types, and no important differences are suggested.

In regard to marital status, few differences are apparent except that the frequent drunk drivers appear somewhat more likely to be divorced or separated and to have been married more than once. However, in regard to church attendance, it seems clear that all drinking drivers are less likely to attend church regularly than the non-drinking drivers, and especially than the abstainers. There also is a considerable further difference on this variable between the frequent drunk drivers and the other drinking drivers.

On class-related variables such as education, income, and occupation few differences seem important. The drinking drivers do appear to be both more affluent and somewhat better educated than the non-drinking drivers, but the educational difference is probably related to the fact that a group disproportionately composed of younger males will have had more educational opportunities than a group composed disproportionately of older females. The data on occupation also support the conclusion that drinking before driving is a behavior practiced by some portion of all social and ethnic groups in the Denver area, and is by no means an activity particularly associated with one class or ethnic group.

## 5.2 ALCOHOL AND SAFETY KNOWLEDGE AND ATTITUDES

Tables 5.5 and 5.6 present some of the answers to 15 questions in the interview related to the role of alcohol in highway crashes. Few differences appear among the groups in regard to personal knowledge of alcohol-related accidents (overall a little over two-fifths of the respondents had such personal knowledge or experience), but it is important to note that by far the highest self-involvement in alcohol crashes was in the frequent drunk drivers subgroup. Large proportions of all the groups recognized the high involvement of alcohol in fatal crashes (although a smaller percent of the frequent drunk drivers than of the other groups), but the non-drinking drivers definitely indicated more concern about getting in a drunk driving accident than did the drinking drivers. Again large proportions of each group estimated the number of Colorado fatalities in an acceptably large range. There were only small group differences on this and on the Colorado injuries estimates, but it is interesting to note that while estimates on fatalities were reasonably accurate, respondents in general tended to under-estimate injuries. Only 10% gave a figure as high as 5000, and 8% estimated fewer injuries than deaths.

In regard to the relationship between quantity of alcohol consumed and highway safety, the frequent drunk drivers were least likely to agree that even one drink makes a person a poorer driver. They were much more likely than the members of the other subgroups to choose five or more drinks of liquor or cans of beer as safe limits. They were also more likely to choose five or more drinks as the limit after which one could be considered legally drunk, but in all subgroups respondents tended to underestimate this number--with over one-quarter of the total saying either one or two drinks. The frequent drunk drivers were also much more likely to think a can of beer is not nearly as dangerous as a drink of liquor, an attitude shared by one-quarter of the whole sample. In general the drinking drivers tended to

TABLE 5.5. AWARENESS OF AND CONCERN ABOUT HIGHWAY SAFETY AND ALCOHOL INVOLVEMENT IN CRASHES BY DRINKING/DRIVER TYPE, IN PERCENT

Drinking/ Driver Type (N)	Annual Colorado Fatalities Estimated at 500 or More	Annual Colorado Injuries Estimated at 2000 or More	Involvement of Self in an Alcohol- Related Accident	Involvement of a Close Friend or Relative in an Alcohol- Related Accident	Drinking Drivers Seen as Most Im- portant Cause of Accidents	Alcohol Involvement Seen in 50% or More Fatal Crashes	Quite Con- cerned About Drunk Driv- ing Accident at Night	Social Drinkers Seen More Fre- quently at Fault Than Problem Drinkers
Never a Driver (50)	44	14	12	24	23	61	52	40
Abstaining Driver (90)	58	35	11	22	47	64	49	57
Non-Drinker Before Driving (147)	54	34	18	25	33	63	57	54
Non-Drunk Driver (140)	57	43	14	30	28	54	39	60
Rare Drunk Driver (48)	62	48	17	29	35	67	35	52
Frequent Drunk Driver (28)	50	47	41	7	32	50	32	54
TOTAL	55	37	16	25	34	60	47	55

TABLE 5.6. KNOWLEDGE OF ALCOHOL QUANTITIES IN RELATION TO SAFETY, LEGALITY, AND CHANCES OF ACCIDENT BY DRINKING/DRIVER TYPE, IN PERCENT

Drinking/ Driving Type (N)	Strongly Agree That Even One Drink Makes Poorer Driving	Safe Limit at 5 or More Drinks of Liquor	Safe Limit at 5 or More Cans of Beer	At least Twice as Many Cans of Beer as Drinks of Liquor Are Safe	5 or More Drinks of Liquor Illegal (DUI)	Legal Limit Lower Than Safe Limit	CHANCES OF ACCIDENT		
							3 or More Times Greater With 3 Drinks	6 or More Times Greater With 6 Drinks	10 or More Times Greater With 9 Drinks
Never a Driver (50)	36	16	36	32	12	20	30	32	34
Abstaining Driver (90)	43	12	38	32	16	16	37	51	43
Non-Drinker Before Driving (147)	31	16	34	22	18	30	34	42	29
Non-Drunk Driver (140)	22	16	31	20	16	25	27	36	40
Rare Drunk Driver (48)	21	15	35	21	25	30	23	30	31
Frequent Drunk Driver (28)	11	29	54	41	47	27	19	17	21
TOTAL	29	16	33	25	19	25	30	38	35

estimate lower chances of accident after three drinks than did non-drinking drivers. However, at the level of six and nine drinks, sharp differences show up among the three drinking driver subgroups, suggesting that the drinking drivers who limit their consumption more before driving do so in part because the message of the increased risk has gotten across to them.

In regard to knowledge of actual legal blood alcohol concentrations (BAC) for drunk and impaired driving, very few Denverites in any of these subgroups had much idea of the correct numbers. Two-thirds did not even try to guess, and only ten respondents were correct on the presumptive BAC level for intoxication, while six were correct on the impaired BAC presumptive level.

Finally it should be noted that all subgroups except never-drivers said social drinkers cause more accidents than problem drinkers, but the overall split is fairly even (55%-42%), and one doubts that many respondents have any strong feeling on this question.

### 5.3 ATTITUDES AND KNOWLEDGE OF ALCOHOLISM AND ALCOHOLISM TREATMENT

In Table 5.7 it can be seen that drinking drivers tend to give somewhat lower estimates of the extent of drinking problems among Denver adults than do non-drinking drivers. One does not know how the respondents tended to interpret "have serious drinking problems", but in general the estimates seem surprisingly high with over one-third picking a number of 21 or more out every 100 adults. Not surprisingly, drinkers tend to have more acquaintances with persons with drinking problems than do abstainers, and this is particularly high for the frequent drunk drivers. The abstainers were also least likely to see alcoholism as a serious health problem, and more likely to say that they could solve any drinking problem themselves (Table 5.8). The non-drunk drivers and the rare drunk drivers were more likely to agree that it is all right to get drunk whenever you feel



TABLE 5.7. IDEAS ABOUT ALCOHOLISM BY DRINKING/DRIVER TYPE, IN PERCENT

Drinking/ Driver Type (N)	Less Than 6% Have Alcohol Problem	Have Had Close Alcoholic Friend or Relative	Agree That Alcoholism Is Not a Serious Health Problem	Agree That All Right to Get Drunk Anytime	Strongly Agree That Alcoholism Is An Illness
Never a Driver (50)	8	50	38	14	74
Abstaining Driver (90)	20	36	26	18	76
Non-Drinker Before Driving (147)	22	64	23	17	74
Non-Drunk Driver (140)	32	50	34	26	67
Rare Drunk Driver (48)	31	67	27	31	75
Frequent Drunk Driver (28)	29	79	18	18	75
TOTAL	24	55	28	21	73

TABLE 5.8. ATTITUDES AND KNOWLEDGE CONCERNING ALCOHOLISM TREATMENT BY DRINKING/DRIVER TYPE

Drinking/ Driver Type (N)	Believe Problem Drinkers Can Usually Overcome Problems	First Solution Suggested to Own Drinking Problem		Know About Some Alcohol Help Organization
		Would Try to Solve Problem By Oneself	Would Seek Professional Help	
Never a Driver (50)	20	20	24	68
Abstaining Driver (90)	13	29	17	84
Non-Drinker Before Driving (147)	9	26	28	86
Non-Drunk Driver (140)	14	33	25	86
Rare Drunk Driver (48)	15	21	31	83
Frequent Drunk Driver (28)	11	39	25	86
TOTAL	13	28	25	84

like it than were the non-drinking drivers, but surprisingly the frequent drunk drivers did not agree with other drinking drivers on this question.

As shown in Table 5.8, there were few subgroup differences concerning the frequency with which alcoholics are able to overcome their problems (only 13% overall said "most of the time" or "always"). Most of the respondents in all subgroups knew of some organization offering help to alcoholics, most frequently Alcoholics Anonymous.

#### 5.4 ATTITUDES TOWARD DRUNK DRIVING COUNTERMEASURES

In general it is apparent from Tables 5.9-5.11 that drinking drivers and especially frequent drunk drivers are less likely to be supportive of all activities to combat drunk driving than other respondents. Compared to non-drinking drivers, they are less willing to pay taxes for alcohol safety; they are more likely to disagree with more police patrolling around bars; they are more likely to disagree with random breath tests; they are more likely to oppose implied consent; they are more likely to disagree with hosts limiting drinks to driving guests or with bars providing transportation or breath tests. On the other side, the abstaining drivers stand out as giving the strongest support to almost all of the countermeasures suggested.

These group differences should not obscure the fact that a majority of the drinking drivers did support almost all of these countermeasures, except bars providing transportation for drunks and having special license plates for convicted drunk drivers. However, when faced with making the best choice among seven possible approaches to the drunk driving problem, the respondents made very different choices. The most popular approach was more severe penalties with 30% support, while 26% favored greater police enforcement of drunk driving laws, 15% preferred public information campaigns, and 11% rated expanded alcohol treatment facilities as best. There seem to be no important differences among the subgroups on this question

TABLE 5.9. GENERAL AWARENESS AND SUPPORT FOR DRUNK DRIVING COUNTERMEASURES BY DRINKING/DRIVER TYPE, IN PERCENT

Drinking/ Driving Type (N)	Agree Too Much Fuss About Dangers of Drinking & Driving	Strongly Agree Counsel- ing Better Than Jail for Drunk Drivers	Agree Gov't. Should Provide Medical Help to Drunk Drivers	Willing to Pay more Taxes for Alcohol Safety	Heard of Denver Alcohol Safety Program
Never a Driver (50)	28	60	90	52	6
Abstaining Driver (90)	10	53	83	70	16
Non-Drinker Before Driving (147)	14	56	80	69	14
Non-Drunk Driver (140)	23	44	70	55	12
Rare Drunk Driver (48)	15	50	81	58	13
Frequent Drunk Driver (28)	25	54	86	39	4
TOTAL	18	52	79	61	13

TABLE 5.10. ATTITUDES TOWARD POLICE/LEGAL TYPES OF DRUNK DRIVING COUNTERMEASURES BY DRINKING/DRIVER TYPE, IN PERCENT

Drinking/ Driving Type (N)	Present Traffic Enforcement Not Strict Enough	Disagree Police Should Patrol Around Bars More	Disagree Police Should Do Ran- dom Road Breath Tests	Disagree Breath Tests in All Accidents	Disagree Breath Test Refusers Should Lose License	Disagree All Alcohol Convict- ions on Driver Record	Disagree Special Plates for Convicted Drunk Drivers
Never a Driver (50)	26	12	26	14	16	24	48
Abstaining Driver (90)	28	9	25	11	6	19	35
Non-Drinker Before Driving (147)	42	13	35	23	14	23	54
Non-Drunk Driver (140)	33	27	47	27	27	46	61
Rare Drunk Driver (48)	40	33	42	25	19	42	60
Frequent Drunk Driver (28)	25	39	50	43	47	43	71
TOTAL	34	19	37	22	19	32	54

TABLE 5.11. ATTITUDES TOWARD BAR, HOST, AND INSURANCE DRUNK DRIVING COUNTERMEASURES  
BY DRINKING/DRIVER TYPE, IN PERCENT

Drinking/ Driving Type (N)	Disagree Bars Should Provide Transportation for Drunks	Disagree Bars Should Provide Breath Tests for Customers	Disagree Host Should Limit Drinking of Driving Guests	Disagree Raise Insurance Rates of Drunk Drivers	Disagree Cancelling Collision Insurance of Drunk Drivers
Never a Driver (50)	49	26	14	20	38
Abstaining Driver (90)	33	25	12	8	33
Non-Drinker Before Driving (147)	39	37	18	13	37
Non-Drunk Driver (140)	60	47	24	19	48
Rare Drunk Driver (48)	63	33	8	25	46
Frequent Drunk Driver (28)	54	46	29	36	61
TOTAL	48	37	18	17	42

(Table 5.12). Clearly a broad public consensus is lacking on the best approach to the drunk driving problem.

Only one-eighth of the respondents had heard anything about "a special new program in the Denver area to reduce alcohol-related traffic accidents", and only half of these persons could recall any activity of the program. No one was aware that the Colorado Department of Health was in charge of the program.

#### 5.5 DRINKING AND DRIVING BEHAVIOR OF DRINKING DRIVERS

Not surprisingly, the sharpest differences among the drinking/driving subgroups occur with respect to their drinking and driving behavior. For example, Table 5.13 demonstrates that there is a very strong relationship between drinking/driver type and the drinking type self-classification and the frequency of imbibing four and eight drinks each month. Those who admitted they had driven drunk were also much more likely to admit that they had taken risks after drinking that they ordinarily would not take.

Turning to driving behavior in Table 5.14, it is also not surprising to find an association between drinking/driving type and having been arrested for drunk driving, having been charged with other violations in the past three years, having had one's license suspended or revoked, and having had one or more accidents in the past three years. Perhaps less expected is the finding that the persons who have driven drunk are also the persons most likely to have been passengers with drunks and to have refused a ride with a drunk driver.

#### 5.6 ATTENTION TO MASS MEDIA MESSAGES ON DRINKING AND DRIVING

Over two-thirds of the Denver residents said they had seen or heard messages on drinking and driving within the previous three months, and by far the most noticed source of these messages was television. Radio and newspapers were tied for a distant second. Forty-one percent of those who recalled messages said their feelings about the drinking driving problem

TABLE 5.12. OPINION AS TO BEST DRUNK DRIVING COUNTERMEASURE APPROACH BY DRINKING/DRIVER TYPE, IN PERCENT

Drinking/ Driver Type (N)	Greater Police Enforcement	Public Information Campaign	Better Treat- ment For Problem Drinkers	More Severe Penalties	Antabuse	Special Alcohol Education Course	Random Road Checks by Police	Don't Know
Never a Driver(50)	28	18	16	22	0	8	6	2
Abstaining Driver(90)	25	11	9	36	7	7	6	0
Non-Drinker Before Driving (147)	29	15	8	28	2	11	6	1
Non-Drunk Driver (140)	25	16	11	33	0	7	8	1
Rare Drunk Driver(48)	21	15	19	29	6	8	2	0
Frequent Drunk Driver(28)	29	11	11	21	4	14	11	0
TOTAL	26	15	11	30	3	9	6	1



TABLE 5.13. EXTENT OF DRINKING AND RISK TAKING BY DRINKING/DRIVER TYPE, IN PERCENT

Drinking/ Driving Type (N)	DRINKING TYPE SELF-CLASSIFICATION				Abstainer	DRINKING QUANTITY/FREQUENCY				Take Risks After Drinking At Least Once in a While
	Very Light Drinker	Fairly Light Drinker	Moderate Drinker	Fairly Heavy Drinker		Four Drinks Once a Month or More	Four Drinks 5 Times a Month or More	Eight Drinks Once a Month or More	Eight Drinks 5 Times a Month or More	
Never a Driver (50)	38	20	2	0	40	16	0	8	0	16
Abstaining Driver (90)	--	--	--	--	100	--	--	--	--	--
Non-Drinker Before Driving (147)	84	11	4	1	0	21	2	4	1	12
Non-Drunk Driver (140)	41	33	23	3	0	48	11	14	4	34
Rare Drunk Driver (48)	31	33	33	2	0	73	19	29	6	67
Frequent Drunk Driver (28)	18	18	50	14	0	96	32	68	7	61
TOTAL	44	18	14	2	22	33	7	12	2	24

TABLE 5.14. DRIVING AND PASSENGER BEHAVIOR BY DRINKING/DRIVER TYPE, IN PERCENT

Drinking/ Driving Type (N)	Ever Arrested For Drunk Driving	One or More Other Violations in Past 3 Years	License Ever Suspended or Revoked	One or More Accidents in Past 3 Years	Passenger With Drunk Driver in Past year	Refused Ride With Drunk Driver in Past Year
Never a Driver (50)	--	--	--	--	24	20
Abstaining Driver (90)	1	10	6	20	7	6
Non-Drinker Before Driving (147)	3	20	11	25	21	12
Non-Drunk Driver (140)	5	28	12	24	-21	9
Rare Drunk Driver (48)	8	31	10	28	56	19
Frequent Drunk Driver (28)	11	50	32	43	75	36
TOTAL	4	21	10	23	25	13

had been changed by the messages they noticed. On the other hand, 34% said that they pay only a little or hardly any attention to messages on highway safety. Fortunately, drinking drivers are not found disproportionately in the latter category, although they do not indicate any unusual susceptibility to such messages either. Very small differences in attention to the media are found among the six subgroups in Table 5.15.

In Table 5.16 the respondents' preferences as to the best and worst media sources are presented. Clearly television is seen by all subgroups as by far the best source for messages on the effects of drinking on driving. Billboards rate second best as media source (13%), but they also have many more detractors (41%) than supporters. Even television is considered the worst source by 8% of the respondents.

TABLE 5.15. ATTENTION TO MASS MEDIA MESSAGES ON DRINKING AND DRIVING BY DRINKING/DRIVER TYPE, IN PERCENT

Drinking/ Driving Type (N)	Heard or Saw Drinking/ Driving Message in Past 3 Months	Saw Drinking/ Driving Message on TV	Feelings Changed by Drinking/ Driving Messages	Pay Little or Hardly Any Attention to Highway Safety Messages
Never a Driver (50)	72	60	49	34
Abstaining driver (90)	62	50	48	42
Non-Drinker Before Driving (147)	73	65	38	26
Non-Drunk Driver (140)	62	49	40	38
Rare Drunk Driver(48)	77	67	35	38
Frequent Drunk Driver(28)	79	64	36	36
TOTAL	69	58	41	34

TABLE 5.16. RESPONDENTS OPINIONS CONCERNING RELATIVE EFFECTIVENESS OF MEDIA SOURCES FOR DRINKING/DRIVER MESSAGES BY DRINKING/DRIVER TYPE, IN PERCENT

Drinking/ Driving Type (N)	Television		Radio		Billboards		Newspapers	
	Most	Least	Most	Least	Most	Least	Most	Least
Never a Driver (50)	80	4	8	22	6	45	6	29
Abstaining Driver (90)	72	6	5	19	12	47	10	27
Non-Drinker Before Driving (147)	72	6	9	17	14	43	6	34
Non-Drunk Driver (140)	70	12	9	15	13	39	6	31
Rare Drunk Driver (48)	67	2	6	23	17	29	6	46
Frequent Drunk Driver (28)	61	14	7	21	14	32	18	32
TOTAL	71	8	8	18	13	41	7	32

## CONCLUSION

The data presented in Section 5 show that Denverites who drive after excessive drinking tend to be somewhat different in relevant background characteristics, knowledge, and attitudes from drivers who deny drinking before driving. However, this is only a tendency, and it is clear that drinking drivers in the Denver area do not form a single homogeneous group. They are more likely to be unmarried than non-drinking drivers, but still 76% of the admitted drunk drivers were married. They are more likely to be college graduates, but still 16% of them had not even finished high school. They are less likely to be concerned about meeting drunk drivers when driving at night, but still one-third of them did express such concern.

The obvious implication of this diversity is that a single public information approach geared to a particular type of drinking driver will not be sufficient. Perhaps drivers who do not perceive how risky driving after excessive drinking can be provide a more fertile field for change than those who correctly perceive the risk but still persist in their unsafe behavior. Clearly there are a lot of drivers in the Denver area who do not sufficiently recognize the seriousness of drunk driving, and thus there is need for more public information in this sphere. However, it is also clear that information about risks involved is not alone sufficient to change behavior for most people. Thus the public information program may also want to emphasize the increased deterrent and rehabilitative activities of the Denver Alcohol Safety Action Program. It is apparent from the survey data that a multi-faceted approach is required to make a significant impact on drunk driving in the Denver area.

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## APPENDIX A

1. Letter to Respondent
2. Cover Sheet
3. Interview Schedule
4. Facsimile of Interviewer Cards

1. LETTER TO RESPONDENT

HIGHWAY SAFETY RESEARCH INSTITUTE

Institute of Science and Technology

Huron Parkway and Baxter Road

Ann Arbor, Michigan 48105

THE UNIVERSITY OF MICHIGAN

March 1971

Dear Sir or Madam:

An interviewer employed by Research Services Inc. will soon be calling at your home in connection with a study of highway safety in the Denver area. This study is sponsored by the Highway Safety Research Institute of The University of Michigan which is involved in research concerning the problems of highway safety in many parts of the United States.

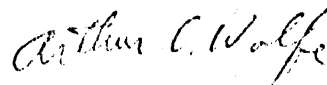
This study is based on personal interviews taken at a sample of addresses selected to represent a cross-section of persons of driving age in the Denver area. It is essential to the scientific accuracy of our study that each of the selected respondents participate in the interview. Naturally all responses to questions will be held in strict confidence. Reports from our studies present only summary statistics from all of our interviews, and individual names are never used.

Advance notice about this visit is being given so that you will not mistake the interviewer for a salesperson. He or she will be happy to show the Research Services Inc. identification card.

The topic of highway safety is of concern to everyone. I'm sure the respondent(s) chosen in your household will find the interview enjoyable and interesting. The interviewer will be glad to answer any further questions you may have. If you desire any additional information about this survey, you may call John Emery, the President of Research Services, Inc. (244-8045), or Frederick Clark, our Denver Field Representative (322-6134).

Thank you for your assistance.

Sincerely yours,



Arthur C. Wolfe  
Project Director

ACW:plw

2. COVER SHEET

Highway Safety Study

RESEARCH SERVICES, INC.

3/71

KEY ADDRESS: \_\_\_\_\_

TRACT #: \_\_\_\_\_ BLOCK #: \_\_\_\_\_ COUNTY: \_\_\_\_\_

"Hello, my name is \_\_\_\_\_ of Research Services, Inc. We're making an Opinion Survey about Highway Safety. Perhaps you recall receiving a letter about the Project.

"The first thing I've been asked to do is to list all persons living here in this household who are 16 years of age or older. For example, what is the Age and Sex of the oldest person living here?

"And what is (his)(her) relationship to you?"

"And the next oldest?"

INTERVIEWER: Continue on as above, concluding with: "And are there any other persons 16 years of age or older living here in this Household?" If the Answer is NO, the Listing is complete and you may now proceed to explain. . . .

"My Instructions are to interview the (1st, 3rd, 5th, etc.) (2nd, 4th, 6th, etc.) members of this household who are 16 years of age or older. May I talk please with \_\_\_\_\_?"

IF NO ELIGIBLE RESPONDENT IS HOME: When would be a convenient time for me to call-back and talk with \_\_\_\_\_?

CONVENIENT CALL-BACK TIME/DAY: \_\_\_\_\_

List below all persons in the Household 16 years of age and older, in order, beginning with the oldest.

No.	Relationship to Person Giving Information	Sex	Age	Chosen Respondent for this Cover Sheet (✓)
1.				
2.				
3.				
4.				
5.				
6.				

CALL RECORD :

Call Number	1	2	3	4	5	6	More (Specify)
Hour of the Day (plus AM or PM)							
Date							
Day of Week							
Results							

NONRESPONSE FORM

1. Check reason for nonresponse below and explain more fully as necessary.

- HV-----House Vacant, not being lived in. Indicate under "Comments" if seasonal DU.
- AND-----Address Not a Dwelling. Describe below (commercial, house burned, etc.)
- NAH-----Not at Home; HU being lived in but no one at home after required # of calls.
- Ref (IC)--Refusal by Initial Contact; not enough information to select R. Describe below.
- Ref (R)--Refusal by selected R after listing completed. Describe below.
- RA-----R Absent; someone at HU but selected R never available. Describe below.
- NER-----No Eligible Respondent (Only 1 person living in a HU with a 2,4,6 selection number).
- Other----No interview obtained for reason other than above. Explain fully below.

COMMENTS:

2. For each nonresponse supply as much of the information below as possible, without asking neighbors. (For HV or AND supply only "a")

a. Type of Structure:

- Trailer
- Detached Single-Family House
- Two or Four Family House
- Row House (3 or more units in attached row)
- Apartment House (5 or more units; free access to DU)
- Apartment House (5 or more units; locked entry or guarded by doorman or both)
- Apartment in a partially commercial structure.
- Other \_\_\_\_\_

b. Race:  Caucasian /  Negro /  Other: \_\_\_\_\_

c. Estimated Income:  Under \$7,000 /  \$7,000 - \$12,000 /  Over \$12,000 /

3. INTERVIEW SCHEDULE

RESEARCH SERVICES, INC.  
1441 Welton Street  
Denver, Colorado 80202

HSRI Study of  
Highway Safety

Winter, 1971

DENVER AREA GENERAL PUBLIC QUESTIONNAIRE

Interviewer's Name \_\_\_\_\_

Respondent's Address \_\_\_\_\_

Date of Interview \_\_\_\_\_ Length of Interview \_\_\_\_\_  
(min.)

1. First I have a question about the important causes of traffic accidents. I will name some causes of accidents and ask you to tell me how important you think each is, using the numbers on this card. (HAND R CARD # 1 AND ASK ABOUT EACH CAUSE BELOW)

How important do you think poor road design or maintenance is in causing traffic accidents?

- \_\_\_\_\_ a. Poor road design or maintenance
- \_\_\_\_\_ b. Cars which have something wrong with them
- \_\_\_\_\_ c. Poor traffic laws and regulations
- \_\_\_\_\_ d. Poor driving conditions such as rain, fog, or icy roads
- \_\_\_\_\_ e. Drivers who can't handle a car well
- \_\_\_\_\_ f. Drivers who drive too fast
- \_\_\_\_\_ g. Drivers who don't care about traffic regulations
- \_\_\_\_\_ h. Drivers who have had too much to drink
- \_\_\_\_\_ i. Pedestrians who have had too much to drink

2. Which of these problems do you think is the most important cause of traffic accidents? (HAND R CARD # 2) Just tell me the letter on this card.

2a. Which do you think is the second most important cause? \_\_\_\_\_

2b. And which do you think is the third most important cause? \_\_\_\_\_

3. Do you think traffic laws and regulations around here are enforced too strictly, just about right, or less strictly than they should be?

1. Too strictly / 3. Just about right / 5. Less strictly / 8. No opin

4. About how many persons would you guess were killed last year in traffic accidents in Colorado? \_\_\_\_\_

5. How many would you guess were injured? \_\_\_\_\_

6. Out of every 100 traffic accidents in which someone is killed, how many would you guess involve a driver who has been drinking? \_\_\_\_\_

7. When you travel in a car at night, would you say you are generally quite concerned, somewhat concerned, or not much concerned about getting into an accident involving a driver who has been drinking?

/1. Quite concerned/ /3. Somewhat concerned/ /5. Not much concerned/

8. Have you ever been involved in a traffic accident when a driver had been drinking?

/1. Yes/

/5. No/

/8. DK/

8a. Has this happened within the past three years? (IF YES) How many times?  
/0. No/ \_\_\_\_\_

8b. How serious was the accident? Did it involve:  
/1. Minor property damage/,  
/2. Major property damage/,  
/3. Minor injury/, /4. Major injury/, or /5. Death/ ?

8c. Has any close friend or relative ever been involved in a serious accident when a driver had been drinking?  
/1. Yes/ /5. No/ /8. DK/  
(GO TO Q.9)

8d. How serious was the accident? Did it involve:  
/1. Minor property damage/,  
/2. Major property damage/,  
/3. Minor injury/, /4. Major injury/, or /5. Death/ ?

9. Would you guess that more of the alcohol-related accidents are caused by social drinkers (people who never or only occasionally drink too much), or by problem drinkers (people who frequently drink too much)?

/1. Social drinkers/ /5. Problem drinkers/ /8. No guess/

10. Now I'd like your guess as to how many drinks containing one ounce of whiskey or other hard liquor (that is, a normal shot) the average man can drink in two hours without becoming too drunk to drive safely. How many drinks do you think? \_\_\_\_\_

11. How many bottles or cans of beer do you think the average man can drink in two hours and still drive safety?  
\_\_\_\_\_

12. As you may know, a blood-alcohol test is used to measure the amount of alcohol in the blood stream resulting from drinking alcoholic beverages. Do you happen to know the lowest blood alcohol concentration at which a driver is considered "under the influence" of liquor by Colorado law?  
\_\_\_\_\_

13. And at what blood alcohol concentration is a driver considered to be "driving while ability is impaired"?  
\_\_\_\_\_

14. About how many drinks do you think the average man can have before he reaches a blood alcohol concentration high enough to be considered "under the influence" of liquor?  
\_\_\_\_\_

15. Suppose a man of average weight has three drinks in two hours. How many times more likely do you think he is to cause an accident than a driver who has not been drinking?  
\_\_\_\_\_

15a. How about with six drinks in two hours?  
\_\_\_\_\_

15b. How about with nine drinks in two hours?  
\_\_\_\_\_

16. Do you happen to know what the normal penalty is for a driver who refuses to take the breath test when arrested for a drinking offense. (IF YES) What is that?  
\_\_\_\_\_

8.No idea

Other: \_\_\_\_\_

1.License suspended

17. What do you think is most likely to happen the first time a driver is convicted of drunk driving in the Denver area? Just give me the numbers from this card. (HAND R CARD # 3 AND RECORD NUMBERS OF ALL ANSWERS R MENTIONS)  
\_\_\_\_\_

17a. What do you think should happen to a first offender?  
\_\_\_\_\_

17b. What do you think should happen to a driver the second time he is convicted of drunk driving?  
\_\_\_\_\_

18. If there were an expanded government program which could cut down on alcohol-related traffic accidents by as much as one third or one half, how much more taxes per year would you personally be willing to pay to support such a program?

- /0. None/   /1. \$1-\$5/   /2. \$6-\$10/   /3. \$11-\$20/   /4. \$21-\$39/
- /5. \$40-\$59/   /6. \$60-\$99/   /7. \$100 or more/

19. During the past 3 months do you remember seeing or hearing any advertisements, spot commercials, articles, films, or other items about the effects of drinking on driving?

- /1. Yes/   /5. No/ → (GO TO Q. 20)   /8. DK/ → (GO TO Q. 20)

19a. Where did you see or hear these? /1. TV/   /2. Newspapers/  
(CHECK ALL THAT R SAYS)

/3. Magazines/   /4. Radio/   /5. Billboards/   /6. Pamphlets/

/7. Other: \_\_\_\_\_

19b. What do you remember most from what you heard or saw?  
\_\_\_\_\_  
\_\_\_\_\_

19c. Would you say that seeing these advertisements or commercials had changed your feelings about the drinking-driving problem in any way?

/1. Yes/   /5. No/   /8. Don't Know/

19d. Generally speaking, would you say you pay quite a lot of attention to messages about highway safety, a little attention, or hardly any attention at all?

/1. A lot/   /3. A little/   /5. Hardly any/   /8. Don't know/

20. Suppose the same message about the effects of drinking on driving were placed on TV, on the radio, on billboards, and in the newspaper. In which location do you think you would be most likely to pay attention to the message?

- /1. TV/   /2. Radio/   /3. Billboards/   /4. Newspaper/   /0. None/   /8. DK/

20a. In which location would you be least likely to pay attention to the message?

- /1. TV/   /2. Radio/   /3. Billboards/   /4. Newspaper/   /0. None/   /8. DK/



21. Have you heard of the special new program in the Denver area to reduce alcohol-related traffic accidents?

/1.Yes/      /5.No/ → (GO TO Q.22)

21a. Do you happen to know what group is in charge of this program? (IF YES) What is that?  
\_\_\_\_\_

21b. Can you tell me anything about what this program is doing? (CHECK ALL THAT R MENTIONS)

/0.No,nothing/   /1.Increased police enforcement/

/2.Police station sobriety testing and videotaping/

/3.Antabuse drug/   /4.Public information campaign/

/5.Treatment services for problem drinkers/   /6.Strict court sentences/  
/7.Random public breath testing/   /8.Driver course/

/Other

22. Are you yourself a member of any organization or club that is concerned about the drinking driver problem in a major way?

/1.Yes/      /5.No/ → (GO TO Q.23)

22a. What group is that? \_\_\_\_\_

23. How effective do you think each of the following methods would be in reducing the drinking driver problem? Just give me the number on this card. (HAND R CARD # 4)

How effective do you think greater police enforcement of drunk driving laws would be?

- \_\_\_\_\_ a. Greater police enforcement of drunk driving laws
- \_\_\_\_\_ b. Large-scale public information and education campaigns
- \_\_\_\_\_ c. Improved treatment services for problem drinkers
- \_\_\_\_\_ d. More severe penalties for convicted drunk drivers
- \_\_\_\_\_ e. Having convicted drunk drivers use a pill like Antabuse which causes them to be sick if they drink alcohol
- \_\_\_\_\_ f. Special alcohol-education courses for convicted drunk drivers
- \_\_\_\_\_ g. Police using random road checks to find drivers who have been drinking

24. Which of these 7 approaches to reducing the drinking driver problem would you most like to see used in the Denver area? (HAND R CARD # 5) Just give me the letter from this card.

24a. And which would be your second preferred approach? \_\_\_\_\_

25. Now I have a few questions about the problem of alcoholism in the Denver area. Out of every 100 adults how many would you guess are alcoholics or have serious drinking problems?

26. Have you ever had a close friend or relative who had a serious drinking problem?

Yes      5.No → (GO TO Q.27)

26a. Was he or she (were they) able to overcome this problem or not?  
1.Overcome / 2.Partially overcome / 3.Not overcome / 7.DK

27. How often do you think persons with serious drinking problems are able to overcome them? Would you say:

1.Almost always / 2.Most of the time / 3.About half the time /  
4.Only occasionally / or 5.Almost never ? 8.No opinion

28. If you yourself had a drinking problem, what do you think you would do to try to solve the problem?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

29. Do you know of any (other) agencies or organizations in the Denver area that offer help for drinking problems? (IF YES) What are their names?

0.No \_\_\_\_\_  
\_\_\_\_\_

30. Drinking is an accepted part of business and social activity for many people. Do you yourself ever drink alcoholic beverages, or are you a total abstainer?

1.Yes, drink / 5.No, total abstainer → (SKIP TO Q.A34, p.9)

31. At the present time do you consider yourself to be a:

- /1. Very light drinker/, /2. Fairly light drinker/, /3. Moderate drinker/, /4. Fairly heavy drinker/, or /5. Heavy drinker/ ?

32. About how many times in a month would you say you have four or more drinks at a time? (BY "DRINK" IS MEANT A GLASS OF WINE, A BOTTLE OR CAN OF BEER, A SINGLE SHOT OF WHISKEY, ETC.)

/0. None/ → (GO TO Q.33)

↓ (NUMBER OF TIMES)

<p>32a. About how many times in a month do you have eight or more drinks at a time?</p> <p><u>/0. None/</u> _____ (NUMBER OF TIMES)</p>
---

33. After having had a couple of drinks how often have you found yourself taking risks or chances that you ordinarily would not take? Would you say very often, fairly often, once in a while, or never?

- /1. Very often/ /2. Fairly often/ /3. Once in a while/ /4. Never/

34. Now I have some questions about your driving. Do you currently have a driver's license? (IF NO) Have you ever had a driver's license?

- /1. Yes, currently/ /2. Yes, formerly/ /5. No, never/ → (GO TO Q.45, p.10)

35. About how many years have you been driving (did you drive)?

36. And about how many miles do (did) you yourself drive in a year? (HAND R CARD # 6)

- /1. Under 1000/ /2. 1000-3000/ /3. 3000-5000/ /4. 5000-10,000/
- /5. 10,000-15,000/ /6. 15,000-25,000/ /7. Over 25,000/ /8. No idea/

37. Who taught you to drive? (CHECK ALL APPROPRIATE CATEGORIES)

- /1. Parent/ /2. Friend/ /3. Spouse/ /4. Public school driver ed course/
- /5. Private driver ed course/ /Other: \_\_\_\_\_/

38. How many cars or trucks do you have available for personal use (in your family)?

- /0. None/ /1. One/ /2. Two/ /3. Three/ /4. Four or more/

↓  
(GO TO Q.40)

(IF ANY CARS)

39. Do you (does your family) carry automobile insurance?

1. Yes /  5. No

40. Some people say that you should never drink alcohol before driving; others say it doesn't matter very much. How about you? Do you ever have a drink before driving?

1. Yes /  5. No → (GO TO Q.41)

40a. Of course even when one knows he has drunk more than he should have before driving, he often has no other way to get home. About how many times in the past 12 months would you say you had driven after drinking more than you should have?

0. None

40b. About how many times in the past 12 months have you not driven yourself when you felt you had been drinking too much to drive safely?

0. None → (GO TO Q.41)

(IF ANY TIMES)

40c. How did you get home? (CHECK ALL ANSWERS GIVEN)

- 1. Spouse drove R's car /  2. Someone else drove R's car
- 3. Someone else took R in his car /  4. R went in a taxi
- 5. R went in a bus /  6. R walked /  7. Didn't go home

OTHER: \_\_\_\_\_

41. Have you ever been arrested for drunk driving?

Yes /  8. No → (GO TO Q.42)

41a. Has this happened any time in the past three years? (IF YES) How many times?

7. No

42. Have you been charged with any other traffic violations in the past three years, not counting parking tickets? (IF YES) How many times?

0. No

43. Has your driver license ever been suspended or revoked in any state?

1. Yes /  5. No

44. In the past three years how many accidents have you been involved in as driver?

\_\_\_\_\_ (SKIP TO Q.45, p.10)

(ASK QUESTIONS A34-A39, A41-A44 OF ABSTAINERS ONLY)

A34. Now we have some questions about your driving. Do you currently have a driver license? (IF NO) Did you ever have a driver license?

/1.Yes, currently/ /2.Yes, formerly/ /5.No, never/ → (GO TO Q.45, p.10)

A35. About how many years have you been driving (did you drive)?

A36. And about how many miles do (did) you yourself drive in a year? (HAND R CARD # 6)

/1.Under 1000/ /2.1000-3000/ /3.3000-5000/ /4.5000-10,000/  
/5.10,000-15,000/ /6.15,000-25,000/ /7.Over 25,000/ /8.No idea/

A37. Who taught you to drive? (CHECK ALL APPROPRIATE CATEGORIES)

/1.Parent/ /2.Friend/ /3.Spouse/ /4.Public School driver ed course/  
/5.Private driver ed course/ /Other: \_\_\_\_\_/

A38. How many cars or trucks do you have available for your personal use (in your family)?

/0.None/ /1.One/ /2.Two/ /3.Three/ /4.Four or more/  
(GO TO Q.41)

A39. Do you (does your family) carry automobile insurance?  
/1.Yes/ /5.No/ /8.Don't know/

A41. Was there ever a time when you drank alcoholic beverages?

/Yes/ /0.No/ → (GO TO Q.A42)

A41a. Were you ever arrested for drunk driving?  
/Yes/ /8.No/ → (GO TO Q.A42)

A41b. Was this any time in the past three years? (IF YES) How many times?  
\_\_\_\_\_ /7.No/

A42. Have you been charged with any (other) traffic violations in the past three years, not counting parking tickets? (IF YES) How many times?

/0.No/

A43. Has your driver license ever been suspended or revoked in any state?

1.Yes / 5.No

A44. In the past three three years how many accidents have you been involved in as a driver?

(ASK EVERYONE)

45. In the past 12 months about how many times have you been a passenger in a car driven by someone you felt had been drinking too much?

0.Never \_\_\_\_\_ (NUMBER OF TIMES)

46. In the past 12 months have you ever turned down a ride because you felt the driver had been drinking too much?

1.Yes / 5.No

47. Now I have something a little different. On this set of cards are a number of statements, and I want to know how you feel about each statement. Please read each statement and tell me if you agree strongly, agree somewhat, disagree somewhat, or disagree strongly. (HAND R CARD SET A-S AND HAVE HIM BEGIN WITH ANY STATEMENT AND CONTINUE THROUGH ALL THE STATEMENTS)

- 1. AGREE STRONGLY
- 2. AGREE SOMEWHAT
- 3. DISAGREE SOMEWHAT
- 4. DISAGREE STRONGLY

(I'ER CIRCLE THE LETTER OF THE STATEMENT AT WHICH R BEGINS, AND ENTER APPROPRIATE NUMBER FOR R'S ANSWER TO EACH STATEMENT)

A. _____	F. _____	K. _____	P. _____
B. _____	G. _____	L. _____	Q. _____
C. _____	H. _____	M. _____	R. _____
D. _____	I. _____	N. _____	S. _____
E. _____	J. _____	O. _____	

P1. Finally I would like a little background information about yourself. What is your date of birth? \_\_\_\_\_

P2. Are you married now and living with your (husband/wife) -- or are you widowed, divorced, separated, or single?

- /1.Married & living with spouse (or spouse in service)/
- /2.Widowed/      /3.Divorced/      /4.Separated/      /5.Single/ → (GO TO Q.P3)

P2a. Have you been married more than once?

/1.Yes/      /5.No/

P3. How many years of school or college have you finished? \_\_\_\_\_

P4. Are you presently employed; or are you unemployed, or retired, (or a housewife), or a student, or what?

- /1.Employed/      /2.Unemployed/      /3.Retired/      /4.Housewife/      /5.Student/
- (GO TO Q.P5)

P4a. What kind of work do you do (did you do when you were employed)?

\_\_\_\_\_

(IF R IS NOT HEAD OF FAMILY)

P5. Is (HEAD) presently employed; or is he unemployed, or retired, or a student, or what?

- /1.Employed/      /2.Unemployed/      /3.Retired/      /4.Housewife/      /5.Student/
- (GO TO Q.P6)

P5a. What kind of work does (HEAD) do (did he do when he was employed)?

\_\_\_\_\_

P6. Are you Protestant, Roman Catholic, Jewish, or something else?

- /Protestant/      /200.Roman Catholic/      /300.Jewish/      OTHER: \_\_\_\_\_

P6a. What church is that: Baptist, Methodist, or what?

\_\_\_\_\_

P7. Would you say you go to religious services regularly, often, seldom, or never?

1.Regularly / 2.Often / 4.Seldom / 5.Never

P8. How long have you lived in the Denver area; that is, Adams, Arapahoe, Denver, and Jefferson Counties?

(IF LESS THAN THREE YEARS) \_\_\_\_\_

P8a. Where did you live previously? \_\_\_\_\_  
(CITY AND STATE)

P9. About how much was your total family income in 1970 -- that is, before taxes and deductions? Just give me the letter of the right income category on this card. (HAND R CARD # 7)

A.Under \$1000 / B.\$1000-\$2999 / C.\$3000-\$4999 / D.\$5000-\$6999

E.\$7000-\$9999 / F.\$10,000-\$14,999 / G.\$15,000-\$24,999

H.\$25,000 and over

P10. How many children and how many adults were supported by that income?

\_\_\_\_\_ (CHILDREN) \_\_\_\_\_ (ADULTS 18 OR OVER)

(ASK ONLY IF R HAS A DRIVER LICENSE)

P11. Is your driver license from the state of Colorado?

1.Yes / 5.No → P11a. What state is it from \_\_\_\_\_



P11b. In order to test how representative our sample of drivers is, we need to compare our respondents with other drivers who are not in the sample. Would you mind giving me the driver license number from your license?  
\_\_\_\_\_

THANK R FOR HIS COOPERATION



INTERVIEWER'S SUPPLEMENT

- S1. Respondent's sex is: /1.Male/ /2.Female/
- S2. Respondent's race is: /1.White/ /2.Black/ /3.Chicano/  
/4.Other: \_\_\_\_\_
- S3. Relationship of R to head of family. /1.R is head/ /2.R is wife/  
/OTHER: \_\_\_\_\_
- S4. Number of persons over 16 in household: \_\_\_\_\_
- S5. Respondent's cooperation was: /1.Very good/ /2.Good/  
/3.Fair/ /4.Poor/ /5.Very poor/
- S6. Respondent's general interest in the questions was:  
/1.Very high/ /2.Fairly high/ /3.Average/ /4.Fairly low/ /5.Very low/

THUMBNAIL SKETCH

"As an Independent Contractor, on assignment with Research Services, Inc., I hereby certify that the foregoing is a complete and accurate account of the interview I have completed on this date with the above-described respondent."

INTERVIEWER'S SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_, 1971

4. FACSIMILE OF INTERVIEWER CARDS

HSRI Denver Area Study of  
Highway Safety

CARD # 1

DEGREES OF IMPORTANCE

1. Very Important
2. Somewhat important
3. Not very important
4. Not important at all

HSRI Denver Area Study of  
Highway Safety

CARD # 2

CAUSES OF ACCIDENTS

- A. Poor road design or maintenance
- B. Cars which have something wrong with them
- C. Poor traffic laws and regulations
- D. Poor driving conditions such as rain, fog, or icy roads
- E. Drivers who can't handle a car well
- F. Drivers who drive too fast
- G. Drivers who don't care about traffic regulations
- H. Drivers who have had too much to drink
- I. Pedestrians who have had too much to drink

HSRI Denver Area Study of  
Highway Safety

CARD # 3

DRUNK DRIVING PENALTIES

1. Go to jail for a period
2. Lose his license temporarily
3. Lose his license permanently
4. Be required to take pills which cause a person to be sick if he drinks alcohol
5. Have his car taken away temporarily
6. Pay a fine
7. Be required to attend a driver education course
8. Be required to seek medical help
9. Be given a warning and to go on probation

HSRI Denver Area Study of  
Highway Safety

CARD # 4

DEGREES OF EFFECTIVENESS

1. Very effective
2. Fairly effective
3. Somewhat effective
4. Not very effective

HSRI Denver Area Study of  
Highway Safety

CARD # 5

METHODS OF TRYING TO REDUCE THE DRINKING DRIVER PROBLEM

- A. Greater police enforcement of drunk driving laws
- B. Large-scale public information and education campaigns
- C. Improved treatment services for problem drinkers
- D. More severe penalties for convicted drunk drivers
- E. Having convicted drunk drivers use a pill like Antabuse which causes them to be sick when they drink alcohol
- F. Special alcohol-education courses for convicted drunk drivers
- G. Police use of random road checks to find drivers who have been drinking

HSRI Denver Area Study of  
Highway Safety

CARD # 6

MILES DRIVEN CATEGORIES

- Under 1000 miles
- 1000-3000 miles
- 3000-5000 miles
- 5000-10,000 miles
- 10,000-15,000 miles
- 15,000-25,000 miles
- Over 25,000 miles

HSRI Denver Area Study of  
Highway Safety

CARD # 7

INCOME CATEGORIES

- A. Under \$1000
- B. \$1000-\$2999
- C. \$3000-\$4999
- D. \$5000-\$6999
- E. \$7000-\$9999
- F. \$10,000-\$14,999
- G. \$15,000-\$24,999
- H. \$25,000 and over

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of Highway Safety

- A. No person should be denied the right to drive if he needs his car to get to work.
1. AGREE STRONGLY
  2. AGREE SOMEWHAT
  3. DISAGREE SOMEWHAT
  4. DISAGREE STRONGLY

HSRI Denver Area Study  
of Highway Safety

- B. Far too much fuss is made about the dangers of drinking and driving.
1. AGREE STRONGLY
  2. AGREE SOMEWHAT
  3. DISAGREE SOMEWHAT
  4. DISAGREE STRONGLY

HSRI Denver Area Study  
of Highway Safety

- C. Having even one drink will make a person a poorer driver.
1. AGREE STRONGLY
  2. AGREE SOMEWHAT
  3. DISAGREE SOMEWHAT
  4. DISAGREE STRONGLY

HSRI Denver Area Study  
of Highway Safety

- D. Taverns and bars should be required to provide transportation for customers who get too drunk to drive safely.
1. AGREE STRONGLY
  2. AGREE SOMEWHAT
  3. DISAGREE SOMEWHAT
  4. DISAGREE STRONGLY

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of Highway Safety

E. Breath-testing devices should be available in taverns and bars for customers' use in determining whether they have exceeded legal BAC limits.

1. AGREE STRONGLY
2. AGREE SOMEWHAT
3. DISAGREE SOMEWHAT
4. DISAGREE STRONGLY

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F. The police should patrol more around taverns and bars at night.

1. AGREE STRONGLY
2. AGREE SOMEWHAT
3. DISAGREE SOMEWHAT
4. DISAGREE STRONGLY

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G. The host at a party should try to see that his guests who must drive home do not drink too much.

1. AGREE STRONGLY
2. AGREE SOMEWHAT
3. DISAGREE SOMEWHAT
4. DISAGREE STRONGLY

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H. All alcohol-related convictions should be entered on a driver's record whether or not they are related to driving (e.g. drunk and disorderly).

1. AGREE STRONGLY
2. AGREE SOMEWHAT
3. DISAGREE SOMEWHAT
4. DISAGREE STRONGLY

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I. Drivers convicted of alcohol-related traffic accidents should have special license plates on their cars so they can be easily identified.

1. AGREE STRONGLY
2. AGREE SOMEWHAT
3. DISAGREE SOMEWHAT
4. DISAGREE STRONGLY

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of Highway Safety

J. Breath tests to determine Blood Alcohol Concentrations should be required in all reported accidents.

1. AGREE STRONGLY
2. AGREE SOMEWHAT
3. DISAGREE SOMEWHAT
4. DISAGREE STRONGLY

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K. The police should carry out random road checks to catch drivers who have drunk too much, and anyone stopped should be required to take a breath test.

1. AGREE STRONGLY
2. AGREE SOMEWHAT
3. DISAGREE SOMEWHAT
4. DISAGREE STRONGLY

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L. Persons who refuse to take a breath test when suspected of driving "under the influence" should have their license suspended, as in the Colorado implied consent law.

1. AGREE STRONGLY
2. AGREE SOMEWHAT
3. DISAGREE SOMEWHAT
4. DISAGREE STRONGLY

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M. Insurance companies should automatically raise the insurance rates of drivers convicted of drunk driving.

1. AGREE STRONGLY
2. AGREE SOMEWHAT
3. DISAGREE SOMEWHAT
4. DISAGREE STRONGLY

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of Highway Safety

N. Insurance companies should cancel the collision insurance policies of drivers convicted of drunk driving.

1. AGREE STRONGLY
2. AGREE SOMEWHAT
3. DISAGREE SOMEWHAT
4. DISAGREE STRONGLY

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of Highway Safety

O. It's all right to get drunk whenever you feel like it.

1. AGREE STRONGLY
2. AGREE SOMEWHAT
3. DISAGREE SOMEWHAT
4. DISAGREE STRONGLY

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of Highway Safety

P. Alcoholism is an illness.

1. AGREE STRONGLY
2. AGREE SOMEWHAT
3. DISAGREE SOMEWHAT
4. DISAGREE STRONGLY



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of Highway Safety

Q. It is better to place those arrested for drunk driving on probation and into a counseling or treatment program than it is to put them in jail.

1. AGREE STRONGLY
2. AGREE SOMEWHAT
3. DISAGREE SOMEWHAT
4. DISAGREE STRONGLY

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R. The government should help keep drunk drivers off the roads even if it means spending money to provide medical and psychological help.

1. AGREE STRONGLY
2. AGREE SOMEWHAT
3. DISAGREE SOMEWHAT
4. DISAGREE STRONGLY

HSRI Denver Area Study  
of Highway Safety

S. Alcoholism and problem drinking is not a serious health problem in the Denver area.

1. AGREE STRONGLY
2. AGREE SOMEWHAT
3. DISAGREE SOMEWHAT
4. DISAGREE STRONGLY

**APPENDIX B**

**INSTRUCTIONS FOR HSRI STUDY OF HIGHWAY SAFETY,  
DENVER AREA GENERAL PUBLIC  
SURVEY**

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**PURPOSE:** This is a Study of Public Attitudes toward Highway Safety.

**DEADLINE:** We are hopeful all interviews can be completed in three weeks' time or by April 17. If we have to go beyond that time we will, of course, but please schedule yourself with the hope of finishing by the 17th.

**NOTE:** Because the deadline is "dragged out" there will be a temptation to "let things lie for a period". Please don't do that. This is going to be hard to complete and will need both concentration and organization (not to mention devotion to the cause) on your part.

**WEEKLY REPORTS:** You must file a report with us every Friday. This can be forwarded by mail or left at the home of Mr. Emery, Mrs. Standage or Mrs. McAnally. Be sure you get it in, though.

**ASSIGNMENT:** It is impossible to tell how many Interviews you will be doing. Chances are it will be somewhere around 25 to 30.

You are assigned a total of \_\_\_\_\_ Household Units. You may NOT substitute for any of these. Thus, each Household holds promise of the following possible results:

- 1: Only one person in the home qualifies for an interview and you complete an interview with him or her.
- 2: One (or two) qualify and you have to call-back at some later date to interview one or both of those persons.
- 3: No one qualifies because the designated Respondent line is "2", and there is only one person 16 or over in the household.
- 4: The Dwelling Unit is vacant. (Please check this carefully, If you have any reason to believe someone is playing possum, call back later. It is perfectly all right to check with a neighbor to determine if a house is vacant.)
- 5: There are qualified Respondents in the Unit who refuse to be interviewed. This completes the Contact because you cannot substitute.

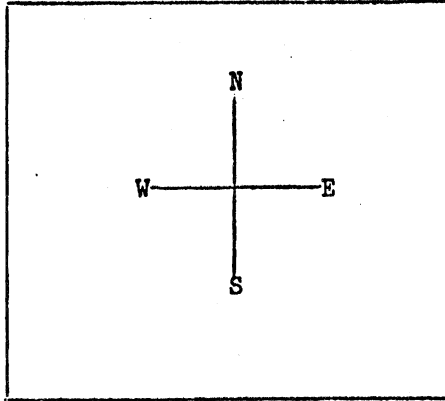
Now. . . read on to the General Instructions for further information about the Study.

YOUR INTERVIEWER NUMBER IS: \_\_\_\_\_

Listing Sheet

Sheet No. \_\_\_\_\_

County \_\_\_\_\_  
 Town or Precinct \_\_\_\_\_  
 Block or Segment \_\_\_\_\_  
 Listed by \_\_\_\_\_



When listing, start at NE corner. Go clockwise around block.

List one dwelling unit on each consecutive line.

CODE for type of DU: S is single family; D is duplex; M is multiple family; WB is connected with business; SP is special DU.

PLACE CHECK MARK HERE WHEN INTERVIEW COMPLETED

		Address & Street or Road Name or RFD Route	Apt. No.	Type of DU	Special Description
1					
2					
3					
4					
5					
6					
7					
8					
9					
10	Blank				
11	Blank				
12	Blank				
13	Leave				
14	Leave				
15	Leave				
16					
17					
18					
19					

WEEKLEY REPORT: Highway Safety Study.

CONTACTS COMPLETED THIS WEEK:

Vacant Household = \_\_\_\_\_

Refusal = \_\_\_\_\_

Completed = \_\_\_\_\_

Assignment Sheets and/or Questionnaires for all completed contacts should be attached.

TIME AND EXPENSE THIS WEEK:

Time = \_\_\_\_\_ Hours

Miles = \_\_\_\_\_

Other = \_\_\_\_\_

INTERVIEWER SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

## The Sample

The sample is intended to provide a representative cross-section of the residents of the Denver Area 16 years of age and older.

An area probability selection procedure has been used to choose 650 addresses in the Denver area, and no substitutions for these addresses are to be made on this study. Instead each address is to be contacted up to four times in an attempt to obtain an interview from the designated respondent at that address. Naturally if no one is home at the time of the first call, later calls should be made at different times of day and days of week in order to maximize the chances of making contact and obtaining an interview.

If no one is home at the time of first call, information from neighbors about the household composition and working habits might be obtained for planning later calls. If someone is home but not the designated respondent(s), arrangements can usually be made for a good time to call again and sometimes an actual appointment can be made. Telephone numbers might also be obtained for arranging a later appointment, but initial telephone contact with a respondent is not recommended unless the contact with the other person has been quite positive about the respondent's willingness to cooperate. Experience has shown that designated respondents are more likely to refuse interviews over the telephone than at the door.

## Cover Sheets

For each address and designated respondent a separate cover sheet is to be filled out with information on the household composition and the time of day and result of each call. On the back of the cover sheet is a nonresponse form which should be filled in if you obtain a refusal or for some other reason are not able to obtain an interview.

## Respondent Selection

To ensure equal representation of persons of all ages, half of the persons 16 and older who are found at the 650 sample addresses are to be interviewed. On your assignment sheet you will find a series of selection numbers beside each assigned address. These selection numbers should be entered on the cover sheet for that address, and in order to determine the correct respondent(s) at that address you will first have to list in order by age from oldest to youngest all persons in the household (whether related or not) who are 16 and older that are living there. (If two persons 16 or older are twins flip a coin to decide which one takes precedence on the cover sheet list).

Then in accordance with the particular selection numbers for that address you will attempt to interview either the first, third, fifth, etc. persons listed or the second, fourth, sixth, etc. persons listed. If there turns out to be only one person 16 or older at an address with 2, 4, 6 selection numbers, then you will not take any interview at that address. Simply explain the situation to the person, apologize for disturbing him, and check the NER category on the nonresponse form. If your source of information that only one person lives at such an address is someone else in the neighborhood, explain this in the comments section of the form.

Be sure to make a separate cover sheet for each designated respondent. Repeat the list of persons in the household identically, but be sure to check which person that cover sheet goes with. Also when an interview is completed please enter that questionnaire number at the top of the cover sheet that goes with it.

At an address in which more than one respondent is designated ask the first respondent you interview not to tell the other respondent(s) much about the questionnaire. This study seeks to try to find out what a representative sample of Denverites know or think about highway safety and drinking without any special preparation or coaching. The knowledge questions are not a "test" of the individual respondent, but an attempt to estimate general knowledge of

these matters among the general public. If one respondent tells a second respondent just before the interview that the "under the influence" BAC level in Colorado is .10%, for example, then our results will be biased toward thinking that there is greater public awareness of this number than there really is.

### Respondent Letters

You will receive a pre-addressed and stamped respondent letter for each of your assigned addresses, and you should mail these a few days before you expect to call at your addresses. They are just addressed to "Occupant" at each address, so in some cases the person who answers the door will not remember receiving the letter. You will also have extra copies of the letter which you can hand to the person in such a case.

In general interviewers find that these letters make life easier for them on the doorstep and that there is less fast talking required in order to explain why they are there. Of course some refusals are still to be expected, but we hope the respondent letter will help to reduce these to a minimum. If the contact wants to know what the University of Michigan is doing way out in Denver, you can mention that HSRI is the major research institute of its kind in the nation and that it is conducting studies concerned with highway safety in many parts of the United States.

### Length of Interview

The interview is expected to take from 30-35 minutes on the average, but you can expect considerable variation from respondent to respondent. If you can maintain a business-like attitude without being rude, you can usually reduce digressions to a minimum. But some respondents will have more to say about highway safety, etc. than will others; and some respondents will take longer to answer the questions than will others; so some variation in interview length is to be expected. Please enter the length of interview on the questionnaire and cover sheet.



### Knowledge Questions

There are a number of questions which seek to measure public awareness of certain facts (Q.4-6, Q. 12-13, etc.). Most respondents will not know accurate answers for these questions, but generally you should still ask respondents to give their best guesses. Of course you should not indicate whether an answer is correct or incorrect at the time it is given. If a respondent desires to learn the correct answer, say that you are not supposed to tell him during the interview but that you will be glad to talk further about some of the questions when the interview is finished.

### The Questionnaire

The format of the questionnaire may be somewhat different from that which you are used to, but we hope it is fairly straightforward and easy to understand. Basic features are:

(1) Most questions are closed with the answer categories enclosed in boxes. You should make an X mark in the answer box. On closed single-answer questions you should try to get the respondent to select one answer, but record qualifying comments in the margin.

(2) When boxed answers are provided for you to check, they are almost always preceded by a number. These numbers are for pre-coding purposes, and can generally be ignored by the interviewer.

(3) Only a few closed questions involve multiple answers where you can record as many answers as the respondent wants to give. These are 17, 19a, 21b, 37, A37, and 40c.

(4) Most of the questions without boxed answers just involve entering a number or letter from the 26 respondent cards (2 sets: Cards 1-7 and Cards A-S) or entering a number provided by the respondent. The only truly open questions are 16, 19b, 21a, 21b, 22a, 28, 29, P4, and P5.

(5) A number of subquestions are contingent on the answers to main questions. These are almost always boxed, and arrows and GO TO... instructions should make it simple for you to do the right thing depending on the respondent's answers.

(6) In addition there are three major skips in the questionnaire. Abstainers skip from Q. 30 on P. 6 to Q. A34 on P. 9, non-driving drinkers skip from Q. 34 on P. 7 to Q. 45 on P. 10; and non-driving abstainers skip from Q. A34 on P. 9 to Q. 45 on P. 10.

#### Question by Question Comments

Q. 1 Fairly straightforward using Card #1. Under 1c we include such things as lack of traffic lights or stop signs, poorly marked traffic directions, etc. Under 1e we are thinking about lack of driving skill resulting from physical disabilities or from inexperience or from ignorance of safe driving practices.

Q. 2 The letters on Card #2 correspond to the letters in Q. 1.

Q. 3 This question is not concerned with enforcement of parking regulations; but is aimed at the respondent's general feeling about whether the police and courts are doing enough in the area of enforcing present laws and regulations.

Q. 4-6 Just ask R to give his best guesses. Q. 6 changes the focus from highway safety in general to the problem of drinking and driving specifically and this remains the focus through Q. 24.

Q. 7-8 Aimed at R's general concern about the drinking driving problem, and about his personal experience in this regard. In Q.8 R himself could be the driver involved but he doesn't need to tell you this. Q. 8b and 8d should be answered for the most serious accident if there had been more than one. On 8b and 8d "major property damage" is defined as \$300 or more and "major injury" is defined as serious enough to require being carried away from the accident.

Q. 9 It is difficult to define these two categories simply. The basic idea is that problem drinkers are persons who have developed a psychological dependence on alcohol which leads them to

drink frequently and heavily, while social drinkers are the more numerous group of drinkers who do not have that psychological dependence on alcohol. Obviously drawing a clear line between the two groups is not possible, but the respondent can still give his impression of which of the two groups cause the majority of alcohol-related accidents.

Q. 10-11 Again R's best guesses are all we ask for, and we leave it up to R to define for himself "too drunk to drive safely".

Q. 12-14 Most people will not know the legal levels as such, but they may still be able to make a good guess as to the number of drinks involved. In Q. 14 if R should ask about the kinds of drinks and length of time involved, tell him they are the same as Q. 10, that is 2 hours and normal shots of whiskey. One 12-ounce bottle of beer has about the same alcohol content also.

Q. 15 Again R is asked to make guesses, this time as to how much a person's accident chances increase as he drinks more alcohol.

Q. 16-17 Now we turn to penalties. Note the change from what does happen now in Q. 17 to what R thinks should happen in Q. 17a.

Q. 18 Straightforward.

Q. 19-20 These questions are intended to help in planning the Denver area public information and education campaign.

Q. 21-22 These questions are to learn of R's awareness of and involvement in programs to reduce drunk driving. In 21b, you do not present any alternatives to R, but the categories are there to simplify your recording of his answers. If the answer does not fit neatly into the categories offered, enter it on the "other" line.

Q. 23-24 Like Q. 1-2 these questions ask R to rate a number of approaches and then to rank the two approaches which he would most favor being used in the Denver area. We recognize that there can be a difference between what R considers most effective and what he would most favor being implemented.

Q. 25-29 This is a short section on R's attitudes, knowledge, and own experience in regard to the general problem of alcoholism. In Q. 26 the "close relative" could be R himself but he doesn't have to say so. In Q. 29 "other" is in parentheses and should be used in the question only if some agency or organization (Alcoholics Anonymous, Family Services, etc.) was mentioned in Q. 28.

Q. 30-33 These concern R's own drinking. In Q. 31 there are no clear definitions of the categories and we will naturally accept whatever category R assigns himself to.

Q. 34-44 These concern R's driving behavior including drinking and driving behavior. If R has never had a driver's license skip to Q. 45. For Q. 38 include "in your family" for all respondents who are not single. In Q. 39 use "do you" in talking with the head of the family and "does your family" when talking to other family members.

Q. 42, 44 Traffic violation charges and accidents over the three year period may be somewhat difficult for R to recall accurately since the exact time of such events becomes hazy after a while. So some R's may have to guess at numbers within the three year period.

Q. A34-A44 These are identical with Q. 34-44 except that there is no A40 and A41 is modified to ask if R ever was a drinker.

Q. 45-46 Straightforward.

Q. 47 The cards A-S are to handed to R beginning with any card (random start) and for each statement he can just give you the letter of the statement and the number of his feeling about it. Don't forget to circle the letter of the statement with which R begins.

Q. P1-P2 Straightforward.

Q. P3 These should be full-time equivalent years. Enter 12 if R has a high school diploma (but no further education) even if it was obtained in the Army, in night school, etc. Similarly enter 16 if R has a college degree no matter how many years it took him to get it, and don't enter 16 if he doesn't have a degree no matter how many years he's been studying.

Q. P4-P5 Obtain enough detail on occupation so we can have some clue as to R's economic status. If he is "in banking", is he the bank president or clerk? If he is an "engineer" does he have an engineering degree, or is he a locomotive engineer, or does he tend the boiler in an office building, or what?

Q. P5 By "family" we mean persons living together who are related to each other. A single person is head of his one-person family even if he shares his household with a non-relative, so P5 would not need to be asked of single persons. The "head" of a family of two or more persons is the husband, or the "economic dominant", or the person closest to 45. If the respondent is not the "head" of his or her family (checked other than "1" on S3) P5 should be asked as well as P4.

Q. P6-P8 Straightforward.

Q. P9-P10 Note that we are asking total income before taxes for all family members who reside together (of course not grown children who are away from home). Also include the income of a husband away in the service.

Q. P11 If R should feel reluctant about giving his license number, explain that we don't care about him as an individual. However, it is important that we be able to compare our sample of drivers with other drivers in order to check on how typical our sample is of all drivers.

If R should mention that he has both a chauffeur's license and a general operating license, please record them both.

S1-S6 Fairly straightforward. S3 refers to family while S4 refers to the entire household (unrelated as well as related persons).

Thumbnail Sketch. Enter here any general comments on the interviewing situation - R's hospitableness or lack of same, R's reluctance to answer certain questions, any suspicion that R was not answering honestly, the presence of other persons and how they affected the interview, any other information which you feel might help a coder to make better use of the information which you have obtained, etc.

APPENDIX C

CODEBOOK OF THE DENVER GENERAL PUBLIC SURVEY ON  
HIGHWAY SAFETY

## APPENDIX C

### CODEBOOK OF THE DENVER GENERAL PUBLIC SURVEY ON HIGHWAY SAFETY

The following codebook shows the results obtained from household interviews with 504 residents of the Denver area aged 16 and older during the spring of 1971. The interviews were conducted by interviewers employed by Research Services Inc., John Emery, Director. The 504 interviews represent a response rate of 78.4% from among the 643 eligible respondents in the representative sample. Sixty-one percent of these interviews were obtained on the first or second call by the interviewer, while the remaining 39% required three or more calls (12% required five or more calls).

For most of the variables from V17-V159 four sets of percentage distributions are provided in the left margin of the codebook. The first set under the heading "TI" contains the percentages for the 504 total interviews. The second column under the heading "OD" (zero driving) contains the percentages for the 50 respondents who have never been drivers. The third column under the heading "ND" (non-drinking drivers) contains percentages for the 237 present or former drivers who say they never drink before driving. The fourth column under the heading "DD" contains the percentages for the 216 present or former drivers who say they do drink before driving. It is of course this last group which is of greatest concern to the Denver Alcohol Safety Action Program. If a number in one of these columns is preceded by an \* this means that it is an actual frequency rather than a percent.

For a few general sampling variables percentages are given only for the total sample ("TS") and for total interviews ("TI"). For eleven numeric variables percentages distributions are inappropriate (e.g. V30 Colorado Fatalities), so the tenth,

fiftieth and ninetieth percentiles are shown for these variables. In most cases percentages will add to one hundred in each column, but for the multiple response variables (e.g. V52 Alcohol Safety Messages) the percentages are based on dividing the number of mentions of a category by the number of respondents and will usually add to more than one hundred.

Appended to the end of the codebook are four pages containing the "other" responses which did not fit into the regular code categories on certain questions.



CODEBOOK FOR DENVER GENERAL PUBLIC SURVEY I

Code

V1 R1 Data Set Number (81) TL=1-2 W=2

V2 R2 Respondent ID number TL=3-6 W=4

V3 R3 Data Source TL=7

TS Freqs & %s  
 504 78%  
 139 21%  
 643 100%

- 1. cover sheet and interview
- 2. cover sheet only

V4 R4 Community TL=8-9 MD=99 W=2

TS Freqs  
 320  
 34  
 37

- 10. Denver
- 21. Arvada
- 22. Aurora
- 23. Bennett
- 24. Bow Mar
- 25. Brighton
- 26. Broomfield
- 27. Cherry Hills
- 28. Columbine Valley
- 29. Commerce City
- 30. Deer City
- 31. Edgewater
- 32. Englewood
- 33. Federal Heights
- 34. Glendale
- 35. Golden

TS Freqs  
 36. Greenwood  
 63 37. Lakewood  
 1 38. Lakeside  
 37 39. Littleton  
 40. Morrison  
 41. Mountain View  
 15 42. North Glenn  
 9 43. Sheridan  
 14 44. Thornton  
 17 45. Westminster  
 2 46. Wheat Ridge  
 1 47. Henderson  
 32 48. Dupont  
 50. Unincorporated  
 2 99. NA

V5 R5 County TL=10 MD=9

TS TI  
 16% 13%  
 14% 19%  
 50% 51%  
 20% 17%

- 1. Adams
- 2. Arapahoe
- 3. Denver
- 4. Jefferson
- 9. NA

V6 R6 Tract Number C=Alpha TL=11-14 MD=9999 W=4

3-DIGIT BASIC NUMBER WITH LEADING ZERO(S) IF NECESSARY,  
 PLUS 1-DIGIT SUFFIX (0=NO SUFFIX: 1=A,A1,A2; 2=B,B1,B2;  
 3=C,C1,C2; 4=D,D1,D2).

9999. NA

V7 R7 Number of Respondents (designated at HU) TL=15 MD=0

TS	TI
<u>77%</u>	<u>79%</u>
21%	20%
*9	*6
*35	

1. One
2. Two
3. Three
0. Inap., listing not completed

V8 R8 Person Number (of chosen R) TL=16 MD=0

TS	TI
<u>50%</u>	<u>51%</u>
38%	39%
8%	7%
3%	3%
*1	*1
*1	*1
*35	

1. One
2. Two
3. Three
4. Four
5. Five
6. Six
0. Inap., listing not completed

V9 R9 Sex of Chosen R TL=17 MD=0,9

TS	TI
<u>51%</u>	<u>52%</u>
49%	48%
*1	
*35	

1. Male
2. Female
9. NA
0. Inap., listing not completed

V10 R10 Number of Calls (made to HU) TL=18 MD=9

MAKE A ROUGH GUESS WHEN SOME INFORMATION IS AVAILABLE  
BUT EXACT NUMBER IS NOT CLEAR.

TS	TI
<u>27%</u>	<u>33%</u>
26%	28%
15%	15%
14%	17%

TS	TI
<u>7%</u>	<u>5%</u>
5%	3%
2%	1%
3%	3%

5. Five
6. Six
7. Seven
8. Eight or more
9. NA

V11 R11 Interviewer Number TL=19-20 W=2

- |                     |                        |
|---------------------|------------------------|
| 01. Marion Trickey  | 12. Kathy Brown        |
| 02. Ruth N. Smith   | 13. Alice Hayes        |
| 03. N. Laubenstein  | 14. Mary Whitney       |
| 04. Georgia Horning | 15. Arthur Stewart     |
| 05. T. Vieau        | 16. Lee Dunakay        |
| 06. Pearl Hoyser    | 17. P. Brichel         |
| 07. R. Miller       | 18. Anna Jane Shetland |
| 08. P. Miller       | 19. Jess Armstrong     |
| 09. L. Hammer       | 20. Kath Love          |
| 10. Tom Swearingen  | 21. Non-interview      |
| 11. Joan Waid       | 22. Non-interview      |
|                     | 23. Steven Byrd        |

V12 R12 Coder Number TL=21

1. Kalyan Dutta
2. Adnan/Karen Qaquish
3. Tony Watson
4. June Wright
6. Art Wolfe
7. Fred Clark

V13 R13 Result of Calls TL=22

TS

78%

5%

10%

1%

4%

\*2

\*1

\*6

\*1

1. Interview
2. Ref.(IC) Refusal Before Listing
3. Ref.(R) Refusal After Listing
4. NAH No one at Home and No Listing
5. RA Listing Completed But Designated R Not Available
6. R Ill
7. R Physically Incapacitated-Senile, Retarded, Deaf, etc.
8. R Unable to Speak English
9. Other Reason for Nonresponse

V14 R14 Type of Structure TL=23 MD=0

Non-interviews Only

0%

52%

6%

7%

7%

7%

0%

1%

20%

1. Trailer
2. Detached Single-Family House
3. Two to Four-Family House
4. Row House
5. Apartment House (5 or more units; free access)
6. Apartment House (5 or more units; locked, guarded, or both)
7. Apartment in partially commercial structure
8. Other
9. NA (nonresponse cover sheet)
0. Inap., Interview Obtained

V15 R15 Date of Interview (3 digit month & day) TL=24-26  
(3/26-6/2) MD=000,999 W=3

999. NA  
000. Inap., no interview

V16 R16 Length of Interview (in minutes) TL=27-29  
(Range 17' - 150') MD=000,999 W=3

USE LEADING ZERO IF NECESSARY

Percentile

10. 25'

50. 35'

90. 51'

999. NA  
000. Inap., no interview

V17-V28 IMPORTANCE OF VARIOUS ACCIDENT CAUSES

First I have a question about the important causes of traffic accidents. I will name some causes of accidents and ask you to tell me how important you think each is, using the numbers on this card.

How important do you think poor road design or maintenance is in causing traffic accidents?

V17 R17 Poor Road Design (Q.1a. Poor road design or maintenance.) TL=30 MD=0,9

TI	OD	ND	DD	
61	55	61	62	1. Important
28	39	28	26	2. Somewhat Important
8	2	3	3	3. Not Very Important
2	0	2	4	4. Not Important at all
1	4	*1	0	8. DK
*1	0	*1	0	9. NA
				0. Inap., No Interview

V18 R18 Bad Cars (Q.1b. Cars which have something wrong with them) TL=31 MD=0,9

TI	OD	ND	DD	
61	66	65	55	1. Important
30	26	27	33	2. Somewhat Important
6	4	4	9	3. Not Very Important
3	0	3	3	4. Not Important at all
1	4	1	0	8. DK
0	0	0	0	9. NA
				0. Inap., No Interview

V19 R19 Poor Traffic Laws (Q.1c. Poor traffic laws and regulations) TL=32 MD=0,9

TI	OD	ND	DD	
46	49	52	38	1. Important
30	22	27	35	2. Somewhat Important
14	8	13	17	3. Not Very Important
9	14	8	10	4. Not Important at all
1	6	0	0	8. DK
0	0	0	0	9. NA
				0. Inap., No Interview

V20 R20 Poor Conditions (Q.1d. Poor driving conditions such as rain, fog, or icy roads) TL=33 MD=0,9

TI	OD	ND	DD	
61	70	65	55	1. Important
31	20	29	37	2. Somewhat Important
6	4	6	7	3. Not Very Important
1	2	1	1	4. Not Important at all
*2	4	0	0	8. DK
0	0	0	0	9. NA
				0. Inap., No Interview

V21 R21 Poor Drivers (Q.1e. Drivers who can't handle a car well) TL=34 MD=0,9

TI	OD	ND	DD	
86	82	86	85	1. Important
13	12	12	14	2. Somewhat Important
1	2	1	1	3. Not Very Important
*1	0	*1	0	4. Not Important at all
*2	4	0	0	8. DK
0	0	0	0	9. NA
				0. Inap., No Interview

V22 R22 Fast Drivers (Q.1f. Drivers who drive too fast)  
TL=35 MD=0,9

TI	OD	ND	DD	
73	78	78	65	1. Important
23	16	19	28	2. Somewhat Important
3	2	2	5	3. Not Very Important
1	0	*1	2	4. Not Important at all
*2	4	0	0	8. DK
0	0	0	0	9. NA
				0. Inap., No Interview

V23 R23 Careless Drivers (Q.1g. drivers who don't care about traffic regulations)  
TL=36 MD=0,9

TI	OD	ND	DD	
85	84	86	84	1. Important
13	8	13	15	2. Somewhat Important
1	4	1	1	3. Not Very Important
*1	0	*1	0	4. Not Important at all
*2	4	0	0	8. DK
0	0	0	0	9. NA
				0. Inap., No Interview

V24 R24 Drinking Drivers (Q.1h. Drivers who have had too much to drink)  
TL=37 MD=0,9

TI	OD	ND	DD	
93	86	96	91	1. Important
5	4	3	6	2. Somewhat Important
2	6	*1	2	3. Not Very Important
1	0	1	1	4. Not Important at all
*2	4	0	0	8. DK
0	0	0	0	9. NA
				0. Inap., No Interview

V25 R25 Drinking Pedestrians (Q.1i. Pedestrians who have had too much to drink)  
TL=38 MD=0,9

TI	OD	ND	DD	
48	50	52	43	1. Important
32	30	33	30	2. Somewhat Important
14	12	11	18	3. Not Very Important
6	4	3	8	4. Not Important at all
1	4	*1	0	8. DK
*2	0	*1	*1	9. NA
				0. Inap., No Interview

V26 R26 First Cause (Q.2. Which of these problems do you think is the most important cause of traffic accidents?)

TL=39 MD=0

TI	OD	ND	DD	
5	8	5	4	1.a. Poor road design
4	12	3	2	2.b. Bad cars
2	2	1	2	3.c. Poor traffic laws
6	0	6	8	4.d. Poor conditions
21	17	19	24	5.e. Poor drivers
12	8	11	14	6.f. Fast drivers
16	23	16	14	7.g. Careless Drivers
34	23	39	30	8.h. Drinking drivers
2	6	1	2	9.i. Drinking pedestrians
*3	*2	*1	0	0. Inap., no interview; NA, DK

V27 R27 Second Cause (Q.2a. Which do you think is the second most important cause?)

TL=40 MD=0

TI	OD	ND	DD	
6	2	7	6	1.a. Poor road design
8	4	8	9	2.b. Bad cars
2	0	2	2	3.c. Poor traffic laws
12	8	11	12	4.d. Poor conditions
16	24	14	16	5.e. Poor drivers
19	22	21	17	6.f. Fast drivers
15	10	17	14	7.g. Careless drivers
22	29	19	23	8.h. Drinking drivers
1	0	1	*1	9.i. Drinking pedestrians
*1	*1	0	0	0. Inap., no interview; NA, DK

V28 R28 Third Cause (Q.2b. And which do you think is the third most important cause?)

TL=41 MD=0

TI	OD	ND	DD	
8	11	8	8	1.a. Poor road design
13	11	15	12	2.b. Bad cars
4	2	2	6	3.c. Poor traffic laws
13	15	15	10	4.d. Poor conditions
15	6	16	17	5.e. Poor drivers
16	23	14	17	6.f. Fast drivers
13	6	14	14	7.g. Careless drivers
16	21	16	15	8.h. Drinking drivers
*4	*2	*1	*1	9.i. Drinking pedestrians
*4	*3	0	*1	0. Inap., No interview; NA, DK

V29 R29 Traffic Enforcement (Q.3. Do you think traffic laws and regulations around here are enforced too strictly, just about right, or less strictly than they should be?)

TL=42 MD=0,9

TI	OD	ND	DD	
3	6	2	3	1. Too strictly
59	60	57	60	3. Just about right
34	26	37	33	5. Less strictly than they should be
4	8	4	3	8. no opinion, DK
*5	0	*5	0	9. NA
				0. Inap., no interview

V30 R30 Colorado Fatalities (Q.4. About how many persons would you guess were killed last year in traffic accidents in Colorado?) TL=43-46 MD=0000,9998  
 See also V140, V142 W=4

CODE ACTUAL NUMBER GIVEN WITH LEADING ZERO(S) AS NECESSARY. IF A RANGE IS GIVEN, CODE MIDPOINT ROUNDING TO ODD WHEN NECESSARY.

Percentiles

	<u>TI</u>	
10.	250	0001. None or one
50.	500	9996. 9,996-10,000
90.	700	9997. Over 10,000
		9998. DK, No guess
		9999. NA
		0000. Inap., No interview

V31 R31 Colorado Injuries (Q.5. How many would you guess were injured?) TL=47-51 MD=00000,99998  
 See Also V141, V142 W=5

CODE ACTUAL NUMBER GIVEN WITH LEADING ZEROES AS NECESSARY. IF A RANGE IS GIVEN, CODE MIDPOINT ROUNDING TO ODD WHEN NECESSARY.

Percentiles

	<u>TI</u>	
10.	300	00001. None or one
50.	1500	99996. 99,996-100,000
90.	5000	99997. Over 100,000
		99998. DK, no guess
		99999. NA
		00000. Inap., no interview

V32 R32 Alcohol Fatalities % (Q.6. Out of every 100 traffic accidents in which someone is killed, how many would you guess involve a driver who has been drinking?)  
 See also V143 TL=52-53 MD=00,98 W=2

CODE ACTUAL NUMBER WITH LEADING ZERO IF NECESSARY. IF A RANGE IS GIVEN, CODE MIDPOINT ROUNDING TO ODD WHEN NECESSARY.

Percentiles

	<u>TI</u>	<u>OD</u>	<u>ND</u>	<u>DD</u>	
10.	10	19	20	10	97. 97, 98, 99, or 100
50.	50	50	50	50	98. DK, no guess
90.	75	81	75	75	99. NA
					00. Inap., no interview

V33 R33 Drunk Driver Concern (Q.7. When you travel in a car at night, would you say you are generally quite concerned, somewhat concerned, or not much concerned about getting into an accident involving a driver who has been drinking?) TL=54 MD=0,9

TI	OD	ND	DD	
47	52	54	38	1. Quite concerned
35	35	32	39	3. Somewhat concerned
18	12	14	24	5. Not much concerned
*4	*2	*2	0	9. NA
				0. Inap., no interview

V34 R34 Accident Involvement (Q.8. Have you ever been involved in a traffic accident when a driver had been drinking? Q.8a. Has this happened within the past three years? (IF YES) How many times? Q.8c. Has any close friend or relative ever been involved in a serious accident when a driver had been drinking?) TL=55 MD=0,9

TI	OD	ND	DD	
				See also V144
*1	0	0	*1	1. R involved 4 or more times in past 3 years
0	0	0	0	2. R involved 3 times in past 3 years
*1	0	0	*1	3. R involved two times in past 3 years
5	10	5	5	4. R involved once in past 3 years (or DK,NA,how many times)
12	2	12	13	5. R involved before past 3 years
25	24	24	27	6. R not involved; other involved
57	64	59	54	7. Neither R no other involved (or DK R and no other) ("no" or "DK" to Q.8 and "no" to Q.8c)
*1	0	*1	0	8. DK both R and other involvement ("DK" to Q.8 & Q.8c)
*1	0	0	*1	9. NA (whole question)
				0. Inap., no interview

V35 R35 Accident Seriousness (Q.8b. How serious was the accident? Did it involve: ? Q.8d. ?) TL=56 MD=0,9  
See also V144

CODE ONLY HIGHEST NUMBER CHECKED.

TI	OD	ND	DD	
9	4	8	12	1. Minor property damage
5	6	3	6	2. Major property damage
9	14	8	9	3. Minor injury
12	4	12	13	4. Major injury
7	8	8	6	5. Death
1	0	1	1	6. Seriousness NA, DK
57	64	59	54	7. Neither R nor other involved in drinking accident (or DK R and no other) (coded 7 in R34)
*1	0	*1	0	8. DK both R and other involvement(coded 8 in R34)
*1	0	0	*1	9. NA (whole question) (coded 9 in R34)
				0. Inap., no interview



V36 R36 Soc./Prob. Drinkers (Q.9. Would you guess that more of the alcohol-related accidents are caused by social drinkers (people who never or only occasionally drink too much), or by problem drinkers (people who frequently drink too much?) TL=57 MD=0,9

TI	OD	ND	DD	
55	40	55	57	1. Social drinkers
42	58	41	39	5. Problem drinkers
4	2	4	4	8. DK, no guess
				9. NA
				0. Inap., no interview

V37 R37 No. of Safe Drinks (Q.10. Now I'd like your guess as to how many drinks containing one ounce of whiskey or other hard liquor (that is, a normal shot) the average man can drink in two hours without becoming too drunk to drive safely. How many drinks do you think?)  
See also V145. TL=58-59 MD=99 W=2

CODE ACTUAL NUMBER WITH LEADING ZERO IF NECESSARY. IF RANGE IS GIVEN, CODE MIDPOINT ROUNDING UP IF NECESSARY.

TI	OD	ND	DD	
3	4	4	1	00. None
8	10	8	7	01. One
25	18	25	26	02. Two
25	20	24	27	03. Three
17	12	16	19	04. Four
7	6	7	7	05. Five
6	6	3	8	06. Six
*3	0	*3	0	07. Seven
*5	*1	*2	*2	08. Eight
*1	0	*1	0	09. Nine
*3	0	*3	0	10. Ten
*2	*1	0	*1	12. Twelve
*1	0	*1	0	15. Fifteen
*1	0	0	*1	20. Twenty
7	20	8	*3	98. DK, no guess
				99. NA, inap., no interview

V38 R38 No. of Safe Cans (Q.11. How many bottles or cans of beer do you think the average man can drink in two hours and still drive safely?) TL=60-61 MD=99 W=2  
See also V145

TI	OD	ND	DD	
1	2	2	*1	00 None
3	4	3	3	01. One
16	20	18	12	02. Two
17	12	17	17	03. Three
23	10	21	28	04. Four
9	10	10	8	05. Five
16	16	14	18	06. Six
1	0	1	2	07. Seven
2	0	2	2	08. Eight
*1	0	*1	0	09. Nine
1	2	*1	2	10. Ten
2	6	2	1	12. Twelve
*1	0	*1	0	15. Fifteen
*2	*1	*1	0	20. Twenty
*1	0	*1	0	24. Twenty-four
7	16	8	4	98. DK, no guess
				99. NA, inap., no interview

V39 R39 Drunk BAC Number (Q.12. As you may know, a blood-alcohol test is used to measure the amount of alcohol in the blood stream resulting from drinking alcoholic beverages. Do you happen to know the lowest blood alcohol concentration at which a driver is considered "under the influence" of liquor by Colorado law?) TL=62-65 DEC=2

See also V146 MD=0000,9998 W=4

CODE ACTUAL NUMBER TO TWO DECIMAL PLACES IN FORM XX.XX% BUT DON'T CODE THE DECIMAL ITSELF. USE LEADING OR FOLLOWING ZEROES AS NECESSARY. IF ANSWER IS IN MG CONVERT TO PERCENT (100 mg = .10%).

Percentiles

	<u>TI</u>	
10.	.05	0001. .01% or less
50.	1.50	9997. 99.97 or more
90.	15.00	9998. DK, no guess
		9999. NA
		0000. Inap., no interview

V40 R40 Impaired BAC Number (Q.13. And at what blood alcohol concentration is a driver considered to be "driving while ability is impaired"?) TL=66-69 DEC=2

See also V147 MD=0000,9998 W=4

CODE ACTUAL NUMBER TO TWO DECIMAL PLACES IN FORM XX.XX% BUT DON'T CODE THE DECIMAL ITSELF. USE LEADING OR FOLLOWING ZEROES AS NECESSARY. IF ANSWER IS IN MG CONVERT TO PERCENT (100 mg = .10%).

Percentiles

	<u>TI</u>	
10.	.05	0001. .01% or less
50.	1.40	9997. 99.97 or more
90.	12.80	9998. DK, no guess
		9999. NA
		0000. Inap., no interview

V41 R41 No. of Legal Drinks (Q.14. About how many drinks do think the average man can have before he reaches a blood alcohol concentration high enough to be considered "under the influence" of liquor?) TL=70-71 MD=00,99 W=2

CODE ACTUAL NUMBER WITH LEADING ZERO WHEN NECESSARY. IF RANGE IS GIVEN, CODE MIDPOINT ROUNDING UP WHEN NECESSARY.

<u>TI</u>	<u>OD</u>	<u>ND</u>	<u>DD</u>	
7	4	8	8	01. One or less
19	18	19	19	02. Two
22	14	23	22	03. Three
15	10	14	17	04. Four
6	4	7	6	05. Five
6	4	4	9	06. Six
2	0	2	1	07. Seven
2	0	3	2	08. Eight
0	0	0	0	09. Nine
1	2	2	1	10. Ten
1	2	0	1	12. Twelve
*1	0	*1	0	13. Thirteen
*1	0	0	*1	16. Sixteen
18	41	20	12	98. DK, no idea
				99. NA
				00. Inap., no interview

V42 R42 Accident 3 Drinks (Q.15. Suppose a man of average weight has three drinks in two hours. How many times more likely do you think he is to cause an accident than a driver who has not been drinking?)  
 See also V149 TL=72-73 MD=98,99 W=2

CODE ACTUAL NUMBER WITH A LEADING ZERO IF NECESSARY. IF ANSWER IS IN %, ROUND TO NEAREST WHOLE NUMBER AND MAKE A CARD (25% GREATER = 1.25 TIMES = 01). IF RANGE IS GIVEN, CODE MIDPOINT ROUNDING TO HIGHER NUMBER WHEN NECESSARY.

Percentiles

	TI	OD	ND	DD	
00.	1	1	1	1	00. Reduced chance of accident
01.	2	2	2	2	01. No or small increased chance of accident (less than 1.5
05.	5	5	6	5	96. 96-100 times
					97. Over 100 times
					98. DK, no idea
					99. NA; Inap., no interview

V43 R43 Accident 6 Drinks (Q.15a. How about with six drinks in two hours?) TL=74-75 MD=98,99 W=2  
 SEE R42 INSTRUCTION. See also V150.

Percentiles

	TI	OD	ND	DD	
00.	2	2	2	1	00. Reduced chance of accident
04.	4	4	5	4	01. No or small increased chance of accident(less than 1.5)
020.	20	13	28	20	96. 96-100 times
					97. Over 100 times
					98. DK, no idea
					99. NA; Inap., no interview

V44 R44 Accident 9 Drinks (Q.15b. How about with nine drinks in two hours?) TL=76-77 MD=98,99 W=2  
 SEE R42 INSTRUCTION. See also V151.

Percentiles

	TI	OD	ND	DD	
00.	2	2	2	2	00. Reduced chance of accident
09.	9	9	10	9	01. No or small increased chance of accident(less than 1.5)
096.	96	96	96	96	96. 96-100 times
					97. Over 100 times
					98. DK, no idea
					99. NA; Inap., no interview

V45 R45 Refusal Penalty (Q.16. Do you happen to know what the normal penalty is for a driver who refuses to take the breath test when arrested for a drinking offense. (IF YES) What is that?) TL=78-80 MD=0,9 Responses=3

TI	OD	ND	DD	
51	18	51	59	1. License suspended or revoked
6	10	6	6	2. Jail
4	6	3	4	3. Fine, ticket
0	0	0	0	4. Warning
2	4	2	2	5. Arrest-NA specific penalty
3	2	2	3	6. Nothing
1	0	1	2	7. Other
38	64	39	31	8. DK, No idea
				9. NA
				0. Inap., No interview; no second, or third response

V46 R46 First Penalty Now (Q.17. What do you think is most likely to happen the first time a driver is convicted of drunk driving in the Denver area?) TL=81-84 MD=0 Responses=4

TI	OD	ND	DD	
10	14	4	10	1. Go to jail for a period
58	34	63	58	2. Lose his license temporarily
3	4	*1	6	3. Lose his license permanently
0	0	0	0	4. Be required to take pills which cause a person to be sick if he drinks alcohol
2	2	1	3	5. Have his car taken away temporarily
40	38	40	40	6. Pay a fine
8	4	8	10	7. Be required to attend a driver education course
2	10	2	*1	8. Be required to seek medical help
12	16	13	12	9. Be given a warning and to go on Probation
				0. DK; NA; Inap., no interview; No second, third or fourth response

V47 R47 Best First Penalty (Q.17a. What do you think should happen to a first offender?) TL=85-88 MD=0 Responses=4

TI	OD	ND	DD	
11	10	11	10	1. Go to jail for a period
53	34	56	54	2. Lose his license temporarily
5	8	4	6	3. Lose his license permanently
2	8	1	1	4. Be required to take pills which cause a person to be sick if he drinks alcohol
6	8	6	6	5. Have his car taken away temporarily
28	22	27	30	6. Pay a fine
14	4	15	14	7. Be required to attend a driver education course
4	10	5	2	8. Be required to seek medical help
11	14	9	13	9. Be given a warning and to go on probation
				0. DK; NA; Inap., no interview; No second, third or fourth response

V48 R48 Best Second Penalty (Q.17b. What do you think should happen to a driver the second time he is convicted of drunk driving?) TL=89-92 MD=0 Responses=4

TI	OD	ND	DD	
24	26	23	25	1. Go to jail for a period
30	26	25	36	2. Lose his license temporarily
36	28	40	33	3. Lose his license permanently
2	6	2	1	4. Be required to take pills which cause a person to be sick if he drinks alcohol
10	6	11	9	5. Have his car taken away temporarily
19	8	19	21	6. Pay a fine
6	4	7	6	7. Be required to attend a driver education course
13	4	15	12	8. Be required to seek medical help
3	8	2	3	9. Be given a warning and to go on probation
				0. DK; NA; Inap., no interview; No second, third, or fourth response

V49 R49 ASAP Tax Support (Q.18. If there were an expanded government program which could cut down on alcohol-related traffic accidents by as much as one third or one half, how much more taxes per year would you personally be willing to pay to support such a program?) TL=93 MD=9

TI	OD	ND	DD	
39	48	30	46	0. None
19	22	22	14	1. \$1-\$5
11	12	13	9	2. \$6-\$10
7	6	8	6	3. \$11-\$20
6	0	7	6	4. \$21-\$39
5	4	5	5	5. \$40-\$59
1	0	2	1	6. \$60-\$99
7	4	8	8	7. \$100 or more;
5	4	6	5	8. DK, or Yes, DK or NA how much
0	0	0	0	9. NA; Inap., no interview

V50 R50 DAD Advertisements (Q.19. During the past 3 months do you remember seeing or hearing any advertisements, spot commercials, articles, films, or other items about the effects of drinking on driving?) TL=94 MD=0,9

TI	OD	ND	DD
69	72	69	68
31	28	30	32
*1	0	*1	0
0	0	0	0

1. Yes  
5. No  
8. DK  
9. NA  
0. Inap., no interview

V51 R51 What DAD Media (Q.19a. Where did you see or hear these?) TL=95-97 MD=0,9 Responses=3

TI	OD	ND	DD
58	60	60	55
10	6	12	10
8	6	8	7
10	12	9	12
2	0	2	2
1	0	*1	1
3	4	2	3
*2	0	0	1
31	28	31	32

1. Television  
2. Newspapers  
3. Magazines  
4. Radio  
5. Billboards  
6. Pamphlets  
7. Other  
8. DK  
9. NA  
0. Inap., no interview or coded 5-9 in R50; or no second or third response

V52 R52 What DAD Messages (Q.19b. What do you remember most from what you heard or saw?) TL=98-99 MD=0,9 Responses=2

TI	OD	ND	DD
58	54	61	54
3	0	2	3
9	11	8	10
10	14	8	12
11	3	10	14
4	6	3	3
2	3	1	2
14	17	16	10

1. Inform (scare) people about extent of DAD problem in general  
2. Inform (scare) people about legal penalties for drunk driving  
3. Educate people about physiological effects of alcohol, number of safe drinks, relation of number of drinks to chances of accident to BAC levels etc.  
4. Educate people never to drive after drinking  
5. Encourage more govt'l. actions to solve DAD problems & get drunk drivers off the road (Scream Bloody Murder)  
6. Encourage people with alcohol problems to obtain treatment  
7. Other  
8. DK, Don't Remember, nothing specific  
9. NA  
0. Inap., no interview, or coded 5-9 in R50; or no second response

V53 R53 DAD Messages Impact (Q.19c. Would you say that seeing these advertisements or commercials had changed your feelings about the drinking-driving problem in any way?) TL=100 MD=0,9

TI	OD	ND	DD
41	49	42	38
*1	0	*1	0
56	51	56	58
3	0	2	4
*2	*1	0	*1

1. Yes  
3. Maybe  
5. No  
8. Don't know  
9. NA  
0. Inap., no interview, or coded 5-9 in R50

V54 R54 Attention HS Message (Q.19d. Generally speaking, would you say you pay quite a lot of attention to messages about highway safety, a little attention, or hardly any attention at all?) TL=101 MD=0,9

TI	OD	ND	DD
<del>66</del>	<del>66</del>	<del>69</del>	<del>62</del>
30	31	24	35
5	3	7	3

1. A lot
3. A little
5. Hardly any
8. Don't know
9. NA
0. Inap., no interview, or coded 5-9 in R50

V55 R55 Best Message Place (Q.20. Suppose the same message about the effects of drinking on driving were placed on TV, on the radio, on billboards, and in the newspapers. In which location do you think you would be most likely to pay attention to the message?) TL=102 MD=0,9

TI	OD	ND	DD
<del>71</del>	<del>80</del>	<del>72</del>	<del>68</del>
8	8	7	8
13	6	13	14
7	6	7	8
0	0	0	0
*2	0	0	*2
1	0	*1	1

1. TV
2. Radio
3. Billboards
4. Newspapers
5. In bars or liquor stores
7. Other
8. DK
9. NA
0. None; or inap., no interview

V56 R56 Worst Message Place (Q.20a. In which location would you be least likely to pay attention to the message?) TL=103 MD=0,9

TI	OD	ND	DD
<del>8</del>	<del>4</del>	<del>6</del>	<del>10</del>
18	22	18	18
41	45	44	35
32	29	31	34
0	0	0	0
1	0	1	1

1. TV
2. Radio
3. Billboards
4. Newspapers
5. In Bars or liquor stores
8. DK
9. NA
0. None; or inap., no interview

V57 R57 Heard of Denver ASAP (Q.21. Have you heard of the special new program in the Denver area to reduce alcohol-related traffic accidents?) TL=104 MD=0,9

TI	OD	ND	DD
<del>12</del>	<del>6</del>	<del>15</del>	<del>11</del>
88	94	85	89

1. Yes
3. Maybe, not sure
5. No
9. NA
0. Inap., no interview

V58 R58 Group Running ASAP (Q.21a. Do you happen to know what group is in charge of this program? (IF YES) What is that?) TL=105 MD=0,9

TI	OD	ND	DD	
0	0	0	0	1. Colorado Health Dept.
1	0	1	2	2. Police, sheriff, etc.
*2	0	1	0	3. Alcoholics Anonymous
				4.
				5.
				6.
1	0	2	1	7. Other
9	6	10	7	8. No, don't know
				9. NA
88	94	85	89	0. Inap., no interview, or coded 5-9 in R57

V59 R59 ASAP Activities (Q.21b. Can you tell me anything about what this program is doing?) TL=106-109 MD=0 Responses=4

TI	OD	ND	DD	
*7	0	*4	*3	1. Increased police enforcement
*7	0	*6	*1	2. Police station sobriety testing and videotaping
0	0	0	0	3. Antabuse drug
*8	0	*4	*4	4. Public information campaign
*4	0	*3	*1	5. Treatment services for problem drinkers
*3	0	0	*3	6. Strict court sentences
0	0	0	0	7. Random public breath testing
*3	0	*3	0	8. Driver course
*4	0	*3	*1	9. Other
				0. No, nothing; or Inap., no interview, or coded 5-9 in R57; or no second, third, or fourth response

V60 R60 Member DAD Organiz. (Q.22. Are you yourself a member of any organization or club that is concerned about the drinking driver problem in a major way?) TL=110 MD=0,9

TI	OD	ND	DD	
2	2	2	2	1. Yes, auto clubs
*2	0	*1	*1	2. Yes, civic, fraternal, veterans, etc. group
1	0	2	0	3. Yes, church group, temperance group
1	0	*1	1	4. Yes, involvement through work organization
95	94	95	95	5. No
1	0	1	1	6. Yes, other organization
0	0	0	0	7. Yes, NA what organization
*2	4	0	0	8. DK
*3	0	*2	*1	9. NA
				0. Inap., no interview

V61 R61 Enforcement Effect (Q.23. How effective do you think each of the following methods would be in reducing the drinking driver problem?) TL=111 MD=0,9

TI	OD	ND	DD	
48	54	51	43	1. Very effective
29	22	25	36	2. Fairly effective
16	14	17	15	3. Somewhat effective
7	8	6	7	4. Not very effective
*1	2	0	0	8. DK
*1	0	*1	0	9. NA
				0. Inap., no interview



V62 R62 Education Effect (Q.23b. Large-scale public information and education campaigns) TL=112 MD=0,9

TI	OD	ND	DD	
27	34	26	26	1. Very effective
38	30	44	32	2. Fairly effective
23	26	20	26	3. Somewhat effective
12	10	9	16	4. Not very effective
0	0	0	0	8. DK
*2	0	*2	0	9. NA
				0. Inap., no interview

V63 R63 Treatment Effect (Q.23c. Improved treatment services for problem drinkers) TL=113 MD=0,9

TI	OD	ND	DD	
40	54	45	30	1. Very effective
30	24	28	32	2. Fairly effective
22	16	19	26	3. Somewhat effective
8	6	7	10	4. Not very effective
*2	0	0	*2	8. DK
*2	0	*2	0	9. NA
				0. Inap., no interview

V64 R64 Penalties Effect (Q.23d. More severe penalties for convicted drunk drivers) TL=114 MD=0,9

TI	OD	ND	DD	
60	66	63	54	1. Very effective
20	12	20	23	2. Fairly effective
12	14	12	13	3. Somewhat effective
7	6	5	10	4. Not very effective
*2	2	*1	0	8. DK
*1	0	*1	0	9. NA
				0. Inap., no interview

V65 R65 Antabuse Effect (Q.23e. Having convicted drunk drivers use a pill like Antabuse which causes them to be sick if they drink alcohol) TL=115 MD=0,9

TI	OD	ND	DD	
18	26	16	17	1. Very effective
16	18	18	13	2. Fairly effective
24	10	26	25	3. Somewhat effective
41	40	39	44	4. Not very effective
1	6	*1	*1	8. DK
*2	0	*1	*1	9. NA
				0. Inap., no interview

V66 R66 DAD Courses Effect (Q.23f. Special alcohol-education courses for convicted drunk drivers) TL=116 MD=0,9

TI	OD	ND	DD	
24	22	28	20	1. Very effective
36	38	35	37	2. Fairly effective
27	24	26	29	3. Somewhat effective
12	14	11	13	4. Not very effective
*2	2	0	*1	8. DK
*1	0	*1	0	9. NA
				0. Inap., no interview

V67 R67 Random Checks Effect (Q.23g. Police using random road checks to find drivers who have been drinking)  
 TL=117 MD=0,9

TI	OD	ND	DD	
31	34	35	26	1. Very effective
27	24	26	29	2. Fairly effective
25	28	25	24	3. Somewhat effective
17	14	14	20	4. Not very effective
*2	0	*1	*1	8. DK
*1	0	*1	0	9. NA
				0. Inap., no interview

V68 R68 Best DAD Approach (Q.24. Which of these 7 approaches to reducing the drinking driver problem would you most like to see used in the Denver Area?)  
 TL=118 MD=0,9

TI	OD	ND	DD	
26	28	28	24	1.A. Greater police enforcement of drunk driving laws
15	18	14	15	2.B. Large-scale public information and education campaigns
11	16	8	13	3.C. Improved treatment services for problem drinkers
30	22	31	30	4.D. More severe penalties for convicted drunk drivers
3	0	4	2	5.E. Having convicted drunk drivers use a pill like Antabuse which causes them to be sick when they drink alcohol
9	8	9	8	6.F. Special alcohol-education courses for convicted drunk drivers
6	6	6	7	7.G. Police use of random road checks to find drivers who have been drinking
1	2	*1	*1	3. DK
*5	0	*3	*2	9. NA
				0. Inap., no interview

V69 R69 Second Best Approach (Q.24a. And which would be your second preferred approach?) TL=119 MD=0,9

TI	OD	ND	DD	
22	18	23	23	1.A. Greater police enforcement of drunk driving laws
10	12	9	11	2.B. Large-scale public information and education campaigns
14	18	14	13	3.C. Improved treatment services for problem drinkers
20	14	23	19	4.D. More severe penalties for convicted drunk drivers
5	18	4	4	5.E. Having convicted drunk drivers use a pill like Antabuse which causes them to be sick when they drink alcohol
14	12	14	15	6.F. Special alcohol-education courses for convicted drunk drivers
13	6	13	15	7.G. Police use of random road checks to find drivers who have been drinking
1	2	0	*2	8. DK
*5	0	*3	*2	9. NA
				0. Inap., no interview

V70 R70 Alcoholic Percentage (Q.25. Now I have a few questions about the problem of alcoholism in the Denver area. Out of every 100 adults how many would you guess are alcoholics or have serious drinking problems?)  
 See also V152  
 TL=120-121 MD=00,98 W=2

CODE ACTUAL NUMBER WITH LEADING ZERO IF NECESSARY. IF RANGE IS GIVEN, CODE MIDPOINT ROUNDING UP WHEN NECESSARY.

Percentiles	TI	OD	ND	DD	
10.	3	7	3	3	01. One percent or less
50.	15	25	17	10	98. DK, no guess
90.	50	75	50	46	99. NA
					00. Inap., no interview

V71 R71 Ever Close Alcoholic (Q.26. Have you ever had a close friend or relative who had a serious drinking problem? Q.26a. Was he or she (were they) able to overcome this problem or not?)  
 TL=122 MD=0,9

TI	OD	ND	DD	
14	6	15	16	1. Yes, overcome
11	6	11	12	2. Yes, partially overcome
28	34	27	29	3. Yes, not overcome
0	0	0	0	4. Yes, NA if overcome
1	4	1	1	7. Yes, DK if overcome
45	50	49	42	5. No
0	0	0	0	8. DK (Q.26)
0	0	0	0	9. NA (Q.26)
				0. Inap., no interview

V72 R72 Alcoholism Success (Q.27. How often do you think persons with serious drinking problems are able to overcome them?)  
 TL=123 MD=0,9

TI	OD	ND	DD	
3	2	3	3	1. Almost always
10	18	8	11	2. Most of the time
39	28	38	43	3. About half of the time
33	32	34	32	4. Only occasionally
13	20	15	9	5. Almost never
2	0	3	2	8. No opinion, DK
*1	0	*1	0	9. NA
				0. Inap., no interview

V73 R73 How Solve D Problem (Q.28. If you yourself had a drinking problem, what do you think you would do to try to solve the problem?) TL=124-127 MD=00,99 Responses= 2 W=2

TI	OD	ND	DD	
4	0	3	5	11. Admit one has a problem
22	14	22	24	12. Stop,quit,use will power, stay away from liquor
2	4	3	*1	13. Pray,seek help from the Lord,attend church
3	4	3	2	14. Try to cut down; avoid drinking friends
2	2	2	1	15. Use Antabuse pill
1	0	1	1	16. Try to find out what's wrong (no mention of external help)
6	10	6	5	21. Seek help, NA what kind
1	2	*1	1	22. Seek help from other family members or friends
1	2	2	1	23. Attend alcoholic classes
*1	0	0	*1	24. Read books, etc.
32	32	36	28	25. Seek help from alcoholics anonymous or similar groups
4	4	3	5	31. Seek professional help, NA what kind
*2	0	0	1	32. Seek help from clergymen
0	0	0	0	33. Seek help from social agencies
19	22	20	17	34. Seek medical help (doctor, hospital)
7	0	7	9	35. Seek psychological help specifically (psychiatrist, mental hospital or clinic, counselor)
2	2	2	2	36. Seek help at (alcoholic) treatment center, clinic, sanitarium specifically (House of Hope, Mt. Airy, etc.)
4	4	4	4	50. Nothing: wouldn't try to solve problem
1	0	0	1	90. Other solutions
7	10	5	8	98. DK
				99. NA
				00. or 09. Inap., no interview, no second response

V74 R74 Helpful Organization (Q.29. Do you know of any (other) agencies or organizations in the Denver area that offer help for drinking problems? (IF YES) What are their names?) TL=128-129 MD=9 Responses=2

REPEAT ANY ORGANIZATIONS MENTIONED IN Q.28.

TI	OD	ND	DD	
78	60	79	82	1. Alcoholics Anonymous, Alanon, Alateen
10	14	10	9	2. Fort Logan Mental Hospital; other mental health agencies
2	2	2	2	3. General hospitals, VA hospital
2	2	3	2	4. Special alcoholic treatment centers (Mt. Airy, House of Hope, etc.)
1	0	*1	1	5. Other medical agencies, clinics; Medical Association
6	0	7	6	6. Religious organizations, Salvation Army, etc.
*1	0	0	*1	7. Social service organizations
1	4	1	0	8. Other
				9. NA: Inap., no interview
				0. No, none; no second response

V75 R75 Drinking Type (Q.30. Drinking is an accepted part of business and social activity for many people. Do you yourself ever drink alcoholic beverages, or are you a total abstainer?) TL=130 MD=0,9

IGNORE PRECODING ON Q.30.

TI	OD	ND	DD	
44	38	52	36	1. Very light drinker
18	20	7	31	2. Fairly light drinker
14	2	2	29	3. Moderate drinker
2	0	0	3	4. Fairly heavy drinker
*3	0	*1	*2	5. Heavy drinker
*1	0	*1	0	6. Yes, drink (Q.30), NA how much (Q.31)
22	40	38	0	7. No, total abstainer
				9. NA on both Q.30 and Q.31
				0. Inap., no interview

V76 R76 Times Four Drinks (Q.32. About how many times in a month would you say you have four or more drinks at a time?) TL=131-132 MD=99 W=2

CODE ACTUAL NUMBER WITH LEADING ZERO IF NECESSARY. IF RANGE IS GIVEN, CODE MIDPOINT ROUNDING UP WHEN NECESSARY.

TI	OD	ND	DD	
67	84	87	40	00. None; or inap., no interview or total abstainer (coded 7 in R75)
13	6	8	19	01. One
6	4	3	10	02. Two
2	2	*1	4	03. Three
5	4	*1	11	04. Four
1	0	0	2	05. Five
1	0	0	2	06. Six
0	0	0	0	07. Seven
*3	0	0	*3	08. Eight
*1	0	0	*1	09. Nine
*2	0	0	*2	10. Ten
*2	0	*1	*1	12. Twelve
*2	0	0	*2	15. Fifteen
*1	0	0	*1	16. Sixteen
1	0	*1	1	20. Twenty
*1	0	0	*1	25. Twenty-five
2	0	*1	4	30. Thirty
*2	0	0	*2	31. Thirty-one
				99. NA

V77 R77 Times Eight Drinks (Q.32a. About how many times in a month do you have eight or more drinks at a time?)

TL=133-134 MD=99 W=2

TI	OD	ND	DD	
88	92	98	76	00. None; or inap., no interview, total abstainer, or coded 00 in R76
6	2	2	11	01. One
2	4	0	4	02. Two
*3	*1	0	*2	03. Three
1	0	0	3	04. Four
0	0	0	0	05. Five
*1	0	0	*1	06. Six
*1	0	0	*1	08. Eight
*2	0	*1	*1	10. Ten
*1	0	0	*1	12. Twelve
*3	0	*1	*2	15. Fifteen
*2	0	0	*2	20. Twenty
*1	0	0	*1	25. Twenty-five
*1	0	0	*1	31. Thirty-one
*2	0	0	*2	98. DK
				99. NA

V78 R78 Risks After Drinking (Q.33. After having had a couple of drinks how often have you found yourself taking risks or chances that you ordinarily would not take?)

TL=135 MD=9

TI	OD	ND	DD	
1	*1	*1	1	1. Very often
3	0	1	5	2. Fairly often
21	14	6	39	3. Once in a while
54	44	55	55	4. Never
				8. DK
				9. NA
22	40	38	0	0. Inap., no interview, or total abstainer (coded 7 in R75)

V79 R79 Have Driver License (Q.34,A34. Now I have some questions about your driving. Do you currently have a driver's license? (IF NO) Have you ever had a driver's license?) TL=136 MD=0,9

TI	OD	ND	DD
85	0	90	99
5	0	10	1
10	100	0	0

1. Yes, currently  
2. Yes, formerly  
5. No, never  
9. NA  
0. Inap., no interview

V80 R80 Years Driven (Q.35,A35. About how many years have you been driving (did you drive)?) TL=137 MD=9

TI	OD	ND	DD
2	0	5	*1
8	0	12	7
13	0	12	16
21	0	20	28
18	0	17	24
12	0	14	12
9	0	11	9
6	0	10	3
*2	0	*2	0
10	100	0	0

1. 18 months or less  
2. 2-4 years  
3. 5-9 years  
4. 10-19 years  
5. 20-29 years  
6. 30-39 years  
7. 40-49 years  
8. 50 years or more  
9. NA, DK  
0. Inap., no interview, or never a driver

V81 R81 Average Mileage (Q.36,A36. And about how many miles do (did) you yourself drive in a year?) TL=138 MD=9

TI	OD	ND	DD
9	0	17	3
12	0	18	10
9	0	14	6
22	0	23	25
16	0	16	21
12	0	6	20
9	0	7	14
*2	0	*1	*1
10	100	0	0

1. Under 1000  
2. 1000-2999  
3. 3000-4999  
4. 5000-9999  
5. 10,000-14,999  
6. 15,000-24,999  
7. 25,000 and over  
8. DK, no idea  
9. NA  
0. Inap., no interview, or never a driver

V82 R82 How Learn Driving (Q.37,A37. Who taught you to drive?) TL=139-140 MD=9 Responses=2

TI	OD	ND	DD
45	0	46	53
10	0	10	11
7	0	10	4
14	0	14	16
4	0	5	3
18	0	18	21
0	0	0	0
*1	0	*1	0

1. Parent or other relative  
2. Friend  
3. Spouse  
4. Public school driver education course  
5. Private driver education course  
6. Self  
7. Military  
8. Other  
9. NA  
0. Inap., no interview, or never a driver; or no second response

V83 R83 No. of Vehicles (Q.38,A38. How many cars or trucks do you have available for personal use (in your family)?)  
 TL=141 MD=9

TI	OD	ND	DD	
14	100	7	2	0. None, or inap., no interview, or not a driver
29	0	36	27	1. One
39	0	40	48	2. Two
12	0	12	15	3. Three
6	0	5	8	4. Four or more
				9. NA

V84 R84 Carry Auto Insurance (Q.39,A39. Do you (does your family) carry automobile insurance?) TL=142 MD=0,9

TI	ND	DD	
95	95	95	1. Yes
5	5	5	5. No
			8. DK
			9. NA
			0. Inap., no interview, or not a driver, or no cars (coded 0 in R83)

V85 R85 Drink Before Drive? (Q.40. Some people say that you should never drink alcohol before driving; others say it doesn't matter very much. How about you? Do you ever have a drink before driving?) TL=143 MD=9

TI	OD	ND	DD	
43	0	0	100	1. Yes
29	0	62	0	5. No
				9. NA
28	100	38	0	0. Inap., no interview, or never a driver, or total abstainer

See also V155, V156

V86 R86 Times Driven Drunk (Q.40a. Of course even when one knows he has drunk more than he should have before driving, he often has no other way to get home. About how many times in the past 12 months would you say you had driven after drinking more than you should have?)  
 See also V155, V156 TL=144-145 MD=99 W=2

CODE ACTUAL NUMBER WITH LEADING ZERO AS NECESSARY. IF RANGE IS GIVEN, CODE MIDPOINT ROUNDING UP WHEN NECESSARY.

TI	OD	ND	DD	
85	100	100	65	00. None; or inap., no interview, or never a driver, or total abstainer, or never drives after drinking (coded 5 in R85)
6	0	0	13	01. One
4	0	0	9	02. Two
2	0	0	4	03. Three
1	0	0	2	04. Four
*2	0	0	*2	05. Five
1	0	0	2	06. Six
*1	0	0	*1	07. Seven
*1	0	0	*1	10. Ten
*3	0	0	*3	12. Twelve
*1	0	0	*1	20. Twenty
*1	0	0	*1	24. Twenty-four
*1	0	0	*1	30. Thirty
*1	0	0	*1	48. Forty-eight
				99. NA



V87 R87 Times Other Way Home (Q.40b. About how many times in the past 12 months have you not driven yourself when you felt you had been drinking too much to drive safely?)

TL=146-147 MD=99 W=2

TI	OD	ND	DD	
88	100	100	71	00. None; or inap., no interview, or never a driver, or total abstainer, or never drives after drinking (coded 5 in R85).
3	0	0	8	01. One
3	0	0	7	02. Two
2	0	0	4	03. Three
*3	0	0	*3	04. Four
1	0	0	3	05. Five
1	0	0	2	06. Six
1	0	0	2	10. Ten
*2	0	0	*2	12. Twelve
*1	0	0	*1	20. Twenty
*1	0	0	*1	25. Twenty-five
				99. NA

V88 R88 What Other Ways Home (Q.40c. How did you get home?)

TL=148-150 MD=9 Responses=3

TI	OD	ND	DD	
3	0	0	8	1. Spouse drove R's car
4	0	0	9	2. Someone else drove R's car
4	0	0	10	3. Somewhat else took R in his car
2	0	0	4	4. R went in a taxi
0	0	0	0	5. R went in a bus
*2	0	0	1	6. R walked
1	0	0	2	7. Other
				9. NA
				0. Inap., no interview, or never a driver, or total abstainer, or never drives after drinking, or never used other means home (coded 00 in R87); or no second or third response

V89 R89 Times Arrested Drunk (Q.41. Have you ever been arrested for drunk driving? Q.A41. Was there ever a time when you drank alcoholic beverages? (IF YES) Q.A41a. Were you ever arrested for drunk driving? (IF YES) Q.41a. Has this happened anytime in the past three years? Q.A41b. Was this any time in the past three years? (IF YES) How many times?) TL=151 MD=9

TI	OD	ND	DD	
1	0	*1	2	1. Yes, arrested 1 time in past 3 years
0	0	0	0	2. Yes, arrested 2 times in past 3 years
0	0	0	0	3. Yes, arrested 3 times in past 3 years
0	0	0	0	4. Yes, arrested 4 times in past 3 years
0	0	0	0	5. Yes, arrested 5 times in past 3 years
0	0	0	0	6. Yes, arrested 6 or more times or NA how many times in past 3 years
3	0	2	5	7. Yes, arrested but <u>not</u> in past 3 years or NA if in past 3 years
73	0	70	93	8. No, never arrested for drunk driving
*1	0	*1	0	9. NA if ever arrested
24	100	28	1	0. Inap., no interview or never a driver; or never drank (or NA if ever drank) alcoholic beverages

V90 R90 Other Violations (Q.42,A42. Have you been charged with any other traffic violations in the past three years, not counting parking tickets? (IF YES) How many times?) TL=152 MD=9

TI	OD	ND	DD	
79	100	84	68	0. No, none; or inap., no interview or never a driver
17	0	14	24	1. Yes, 1 time
2	0	1	5	2. Yes, 2 times
0	0	0	0	3. Yes, 3 times
1	0	1	1	4. Yes, 4 times
1	0	1	*1	5. Yes, 5 times
0	0	0	0	6. Yes, 6 times
*1	0	0	*1	7. Yes, 7 or more times
*2	0	0	1	8. Yes, NA how many times
				9. NA

V91 R91 Ever Lost License (Q.43,A43. Has your driver license ever been suspended or revoked in any state?)

TL=153 MD=9

TI	OD	ND	DD	
10	0	9	14	1. Yes
80	0	91	86	5. No
*4	0	*2	*2	9. NA
10	100	0	0	0. Inap., no interview or never a driver

V92 R92 No. Accidents 3 Yrs. (Q.44,A44. In the past three years how many accidents have you been involved in as driver?)

TL=154 MD=9

TI	OD	ND	DD	
77	100	76	72	0. None; or inap., no interview, or never a driver
18	0	21	20	1. One accident
3	0	1	5	2. Two accidents
1	0	1	1	3. Three accidents
*2	0	0	1	4. Four accidents
0	0	0	0	5. Five accidents
*1	0	*1	0	6. Six accidents
*1	0	0	*1	7. Seven or more accidents
*1	0	0	*1	8. Involved in accident(s), DK or NA how many
*5	0	*3	*2	9. NA if any accidents

V93 R93 Times DAD Passenger (Q.45. In the past 12 months about how many times have you been a passenger in a car driven by someone you felt had been drinking too much?)

TL=155 MD=9

TI	OD	ND	DD	
75	76	85	64	0. Never; or inap., no interview
8	2	6	12	1. One time
6	4	3	11	2. Two times
2	4	2	3	3. Three times
2	4	1	3	4. Four times
1	0	1	2	5. Five times
2	2	1	2	6. Six times
3	8	2	3	7. Seven or more times
0	0	0	0	8. Was a passenger with a drunk driver, DK or NA how many times
				9. NA

V94 R94 Ever Refused Ride (Q.46. In the past 12 months have you ever turned down a ride because you felt the driver had been drinking too much?) TL=156 MD=0,9

TI	OD	ND	DD	
12	20	9	14	1. Yes
88	80	91	86	5. No
*1	0	*1	0	9. NA
				0. Inap., no interview

V95 R95 Not Deny Right (Q.47. Now I have something a little different. On this set of cards are a number of statements, and I want to know how you feel about each statement. Please read each statement and tell me if you agree strongly, agree somewhat, disagree somewhat, or disagree strongly. Q.47A. No person should be denied the right to drive if he needs his car to get to work.)

TL=157 MD=0,9

TI	OD	ND	DD	
25	41	21	26	1. Agree strongly
29	33	30	27	2. Agree somewhat
21	8	23	21	3. Disagree somewhat
25	18	26	25	4. Disagree strongly
*1	0	0	*1	8. DK
*3	*1	*2	0	9. NA
				0. Inap., no interview

V96 R96 Too Much Fuss DAD (Q.47B. Far too much fuss is made about the dangers of drinking and driving.)

TL=158 MD=0,9

TI	OD	ND	DD	
8	20	6	8	1. Agree strongly
10	8	6	14	2. Agree somewhat
17	12	14	22	3. Disagree somewhat
65	60	74	56	4. Disagree strongly
0	0	0	0	8. DK
*3	0	*2	*1	9. NA
				0. Inap., no interview

V97 R97 Drive Poorer with 1 (Q.47C. Having even one drink will make a person a poorer driver.) TL=159 MD=0,9

TI	OD	ND	DD	
29	36	35	20	1. Agree strongly
32	24	35	30	2. Agree somewhat
19	18	19	20	3. Disagree somewhat
20	22	10	30	4. Disagree strongly
*1	0	*1	0	8. DK
*3	0	*2	*1	9. NA
				0. Inap., no interview

V98 R98 Bars Provide Transp. (Q.47D. Taverns and bars should be required to provide transportation for customers who get too drunk to drive safely.) TL=160 MD=0,9

TI	OD	ND	DD	
29	33	37	19	1. Agree strongly
23	14	26	22	2. Agree somewhat
20	22	17	22	3. Disagree somewhat
28	26	19	38	4. Disagree strongly
*2	4	0	0	8. DK
*4	*1	*2	*1	9. NA
				0. Inap., no interview

V99 R99 Bars Provide Tests (Q.47E. Breath-testing devices should be available in taverns and bars for customer's use in determining whether they have exceeded legal BAC limits.) TL=161 MD=0,9

TI	OD	ND	DD	
27	46	30	19	1. Agree strongly
35	20	37	37	2. Agree somewhat
19	16	17	22	3. Disagree somewhat
17	10	15	21	4. Disagree strongly
1	8	1	*1	8. DK
*3	0	*2	*1	9. NA
				0. Inap., no interview

V100 R100 Police Patrol Bars (Q.47F. The police should patrol more around bars and taverns at night.) TL=162 MD=0,9

TI	OD	ND	DD	
42	62	49	29	1. Agree strongly
38	24	39	41	2. Agree somewhat
13	6	8	20	3. Disagree somewhat
6	6	3	10	4. Disagree strongly
*2	2	*1	0	8. DK
*3	0	*2	*1	9. NA
				0. Inap., no interview

V101 R101 Host Should Limit-D (Q.47G. The host at a party should try to see that his guests who must drive home do not drink too much.) TL=163 MD=0,9

TI	OD	ND	DD	
51	64	58	40	1. Agree strongly
31	20	26	39	2. Agree somewhat
10	6	13	9	3. Disagree somewhat
8	8	3	12	4. Disagree strongly
*1	2	0	0	8. DK
*3	0	*2	*1	9. NA
				0. Inap., no interview

V102 R102 Record All Alcohol (Q.47H. All alcohol-related convictions should be entered on a driver's record whether or not they are related to driving (e.g., "drunk and disorderly").) TL=164 MD=0,9

TI	OD	ND	DD	
42	42	52	32	1. Agree strongly
26	32	27	23	2. Agree somewhat
18	12	15	23	3. Disagree somewhat
14	12	6	22	4. Disagree strongly
*1	2	0	0	8. DK
*3	0	*2	*1	9. NA
				0. Inap., no interview

V103 R103 Special Plates (Q.47I. Drivers convicted of alcohol-related traffic accidents should have special license plates on their cars so they can be easily identified.) TL=165 MD=0,9

TI	OD	ND	DD	
21	30	23	16	1. Agree strongly
25	18	29	21	2. Agree somewhat
22	14	22	24	3. Disagree somewhat
32	34	26	38	4. Disagree strongly
*2	4	0	0	8. DK
*3	0	*2	*1	9. NA
				0. Inap., no interview

V104 R104 Test All Accidents (Q.47J. Breath tests to determine blood alcohol concentrations should be required in all reported accidents.) TL=166 MD=0,9

TI	OD	ND	DD	
46	60	57	31	1. Agree strongly
31	22	24	41	2. Agree somewhat
12	10	12	13	3. Disagree somewhat
10	4	6	16	4. Disagree strongly
1	4	1	0	8. DK
*3	0	*2	*1	9. NA
				0. Inap., no interview

V105 R105 Test Random Checks (Q.47K. The police should carry out random road checks to catch drivers who have drunk too much, and anyone stopped should be required to take a breath test.) TL=167 MD=0,9

TI	OD	ND	DD	
33	40	41	23	1. Agree strongly
29	34	28	30	2. Agree somewhat
19	14	17	22	3. Disagree somewhat
18	12	14	24	4. Disagree strongly
*2	0	*1	*1	8. DK
*4	0	*3	*1	9. NA
				0. Inap., no interview

V106 R106 Suspend Refusers (Q.47L. Persons who refuse to take a breath test when suspected of driving "under the influence" should have their license suspended, as in the Colorado implied consent law.) TL=168 MD=0,9

TI	OD	ND	DD	
57	59	66	46	1. Agree strongly
24	22	23	26	2. Agree somewhat
11	8	7	15	3. Disagree somewhat
8	8	3	13	4. Disagree strongly
*1	2	0	0	8. DK
*4	*1	*2	*1	9. NA
				0. Inap., No interview

V107 R107 Raise DAD Insurance (Q.47M. Insurance companies should automatically raise the insurance rates of drivers convicted of drunk driving.) TL=169 MD=0,9

TI	OD	ND	DD	
60	59	69	50	1. Agree strongly
23	20	20	28	2. Agree somewhat
8	10	7	8	3. Disagree somewhat
9	10	4	14	4. Disagree strongly
				8. DK
*5	*1	*2	*2	9. NA
				0. Inap., no interview

V108 R108 Cancel Collision (Q.47N. Insurance companies should cancel the collision insurance policies of drivers convicted of drunk driving.) TL=170 MD=0,9

TI	OD	ND	DD	
30	30	36	24	1. Agree strongly
28	30	29	27	2. Agree somewhat
19	18	17	21	3. Disagree somewhat
23	20	18	29	4. Disagree strongly
*1	2	0	0	8. DK
*4	0	*2	*2	9. NA
				0. Inap., no interview

V109 R109 Drunk Anytime OK (Q.47O. It's all right to get drunk whenever you feel like it.) TL=171 MD=0,9

TI	OD	ND	DD	
11	6	10	14	1. Agree strongly
10	8	8	13	2. Agree somewhat
18	16	13	25	3. Disagree somewhat
61	70	70	49	4. Disagree strongly
				8. DK
*4	0	*3	*1	9. NA
				0. Inap., no interview

V110 R110 Alcoholism Illness (Q.47P. Alcoholism is an illness.) TL=172 MD=0,9

TI	OD	ND	DD	
72	74	74	70	1. Agree strongly
18	16	15	21	2. Agree somewhat
5	2	6	6	3. Disagree somewhat
5	8	5	3	4. Disagree strongly
				8. DK
*3	0	*2	*1	9. NA
				0. Inap., no interview

V111 R111 Counseling Not Jail (Q.47Q. It is better to place those arrested while driving "under the influence" on probation and into a counseling or treatment program than it is to put them in jail.) TL=173 MD=0,9

TI	OD	ND	DD	
52	60	55	47	1. Agree strongly
32	30	28	38	2. Agree somewhat
10	6	10	12	3. Disagree somewhat
5	2	6	3	4. Disagree strongly
1	2	*1	*1	8. DK
*2	0	*2	0	9. NA
				0. Inap., no interview

V112 R112 Gov't. Should Help (Q.47R. The government should help keep drunk drivers off the roads even if it means spending money to provide medical and psychological help.) TL=174 MD=0,9

TI	OD	ND	DD	
41	58	44	33	1. Agree strongly
38	32	37	41	2. Agree somewhat
11	4	10	12	3. Disagree somewhat
10	6	8	12	4. Disagree strongly
*2	0	0	1	8. DK
*3	0	*3	0	9. NA
				0. Inap., no interview

V113 R113 Alcoh. Not Serious (Q.47S. Alcoholism and problem drinking is not a serious health problem in the Denver area.) TL=175 MD=0,9

TI	OD	ND	DD	
9	14	10	7	1. Agree strongly
19	24	14	23	2. Agree somewhat
26	24	24	29	3. Disagree somewhat
41	32	49	35	4. Disagree strongly
4	6	3	6	8. DK
*5	0	*5	0	9. NA
				0. Inap., no interview

V114 R114 Starting Statement (Q.47A-47S.) TL=176-177 MD=00,99 W=2

CODE CIRCLED LETTER

TI	OD	ND	DD		TI	OD	ND	DD	
12	7	15	11	01. A	5	9	5	5	10. J
6	9	6	4	02. B	8	4	7	9	11. K
6	2	6	6	03. C	5	0	4	8	12. L
3	2	2	4	04. D	4	7	5	3	13. M
4	7	4	4	05. E	3	0	2	4	14. N
10	11	8	10	06. F	3	2	3	2	15. O
6	2	7	6	07. G	5	4	6	5	16. P
6	7	6	7	08. H	5	16	5	3	17. Q
3	7	3	2	09. I	3	2	4	1	18. R
				00. Inap., no interview	3	2	1	5	19. S
				99. NA					

V115 R115 Age Jan. 1, 1971 (Q.P1. Finally I would like a little background information about yourself. What is your date of birth?) TL=178-179 MD=00,99

See also V157

CODE ACTUAL AGE AS OF JAN. 1, 1971. SUBTRACT LAST TWO DIGITS OF BIRTH YEAR FROM 70. IF BEFORE 1900, SUBTRACT LAST TWO DIGITS FROM 100 AND ADD 70. IF Q.P1 IS NA OR THERE IS NO INTERVIEW ALSO CHECK THE COVER SHEET LISTING BOX.

Percentiles

	TI	OD	ND	DD	
.0.	19	16	19	22	99. NA (including respondent chosen but age NA on cover sheet)
.0.	38	34	43	36	00. Inap., listing not completed
.0.	65	67	73	55	



V116 R116 Marital Status (Q.P2. Are you married now and living with your (husband/wife)--or are you widowed, divorced, separated, or single?) TL=180 MD=0,9

TI	OD	ND	DD	
74	50	76	78	1. Married & living with spouse (or spouse in service)
6	14	8	2	2. Widowed
3	2	2	3	3. Divorced
1	2	1	1	4. Separated
16	32	14	16	5. Single
*1	0	*1	0	9. NA
				0. Inap., no interview

V117 R117 Married Twice (Q.P2a. Have you been married more than once?) TL=181 MD=9

TI	OD	ND	DD	
14	12	12	17	1. Yes
68	55	73	66	5. No
				9. NA
18	33	15	17	0. Inap., no interview, or never married (coded 5 in R116)

V118 R118 Education of R (Q.P3. How many years of school or college have you finished?) TL=182 MD=0,9

TI	OD	ND	DD	
3	14	3	0	1. 0-7 years
6	8	6	4	2. 8 years
15	28	17	11	3. 9-11 years
38	32	35	41	4. 12 years, high school diploma
22	18	23	23	5. 13-15 years, some college
11	0	11	14	6. 16 years, Bachelor's degree
4	0	3	6	7. 17-18 years, Master's degree
2	0	3	1	8. 19 or more years, Doctor's degree
*5	0	*4	*1	9. NA
				0. Inap., no interview

V119 R119 R Employment Status (Q.P4. Are you presently employed; or are you unemployed, or retired, (or a housewife), or a student, or what?) TL=183 MD=0,9

IF R IS BOTH STUDENT AND EMPLOYED, CODE STUDENT, IF R IS BOTH HOUSEWIFE AND EMPLOYED, CODE EMPLOYED.

TI	OD	ND	DD	
59	24	45	83	1. Employed
3	6	2	2	2. Unemployed
7	4	12	2	3. Retired
22	44	30	9	4. Housewife
8	22	9	4	5. Student
0	0	0	0	7. Other
*1	0	*1	0	9. NA
				0. Inap., no interview

V120 R120 R's Occupation (Q.P4a. What kind of work do you do (did you do when you were employed)?)

TL=184 MD=9

TI	OD	ND	DD	
14	4	12	19	1. Professional, technical, & kindred workers
8	2	4	13	2. Managers, official & proprietors (except farm)
16	12	16	18	3. Clerical, sales, and kindred workers
7	4	5	10	4. Craftsmen, foremen and kindred workers
9	8	6	13	5. Operatives and kindred workers
11	6	12	10	6. Service workers including private household workers
3	0	5	2	7. Laborers (except farm)
*1	0	0	*1	8. Farmers (including farm managers, foremen and laborers)
*6	0	*4	*2	9. NA
31	64	40	14	0. Inap., no interview, or R a student only, or a housewife, or never employed

V121 R121 H Employment Status (Q.P5. Is (HEAD) presently employed; or is he unemployed, or retired, or a student or what?)

TL=185 MD=0,9

IF R IS HEAD OF HIS/HER OWN FAMILY UNIT (INCLUDING ANY UNMARRIED PERSON NOT LIVING WITH ADULT RELATIVES), REPEAT THE R119 CODE.

TI	OD	ND	DD	
83	62	79	93	1. Employed
3	16	2	2	2. Unemployed
10	12	16	2	3. Retired
2	8	2	1	4. Housewife
2	2	2	2	5. Student
0	0	0	0	7. Other
*4	0	*3	*1	9. NA
				0. Inap., no interview

V122 R122 H's Occupation (Q.P5a. What kind of work does (HEAD) do (did he do when he was employed)?)

TL=186 MD=9

IF R IS HEAD OR HIS/HER OWN FAMILY UNIT (INCLUDING ANY UNMARRIED PERSON NOT LIVING WITH ADULT RELATIVES), REPEAT R120 CODE.

TI	OD	ND	DD	
19	13	20	19	1. Professional, technical, & kindred workers
14	4	14	16	2. Managers, official & proprietors (except farm)
16	19	18	14	3. Clerical, sales, & kindred workers
14	17	12	16	4. Craftsmen, foremen, & kindred workers
14	11	13	16	5. Operatives & kindred workers
13	11	14	11	6. Service workers including private household workers
5	15	5	4	7. Laborers (except farm)
*2	0	*1	*1	8. Farmers (including farm managers, foremen & laborers)
				9. NA
4	11	4	4	0. Inap., no interview, or Head a student only, or a housewife, or never employed.

V123 R123 Religion (Q.P6. Are you Protestant, Roman Catholic, Jewish, or something else? Q.P6a. What church is that: Baptist, Methodist, or what?) TL=187-189 MD=000,998 W=3  
See V158 for Collapsed Percentages.  
Protestant. General

- 100. Protestant, no denomination given
- 101. Non-denominational Protestant church
- 102. Community church (no denominational basis)
- 109. Other Protestant (not listed below)

Protestant. Reformation Era

- 110. Presbyterian
- 111. Lutheran
- 112. Congregational
- 113. Evangelical and Reformed
- 114. Reformed, Dutch Reformed, or Christian Reformed
- 115. United Church of Christ
- 116. Episcopalian, Anglican, Church of England

Protestant. Pietistic

- 120. Methodist
- 121. African Methodist Episcopal
- 122. United Brethren or Evangelical Brethren
- 123. Baptist
- 124. Disciples of Christ
- 125. 'Christian'
- 126. Mennonite 'Amish'
- 127. Church of the Brethren

Protestant. Neo-Fundamentalist

- 130. United Missionary or Protestant Missionary
- 131. Church of God
- 132. Nazarene or Free Methodist
- 133. Church of God in Christ
- 134. Plymouth Brethren
- 135. Pentecostal or Assembly of God
- 136. Church of Christ
- 137. Salvation Army
- 138. Primitive Baptist or Free Will Baptist
- 139. Seventh Day Adventist
- 140. Southern Baptist
- 141. Missouri Synod Lutheran
- 149. Other Fundamentalist

Non-Traditional Christian

- 150. Christian Scientists
- 151. Spiritualists
- 152. Latter Day Saints, Mormons
- 153. Unitarian or Universalist
- 154. Jehovah's Witnesses
- 155. Quakers
- 156. Unity

Catholic

200. Roman Catholic

Jewish

300. Jewish

Greek Rite Catholic

700. Greek Rite Catholic

Eastern Orthodox

- 710. Greek Orthodox
- 711. Russian Orthodox
- 712. Roumanian Orthodox
- 713. Serbian Orthodox
- 719. Other Orthodox

Non -Christians, Other Than Jewish

- 720. Muslims
- 721. Buddhists
- 722. Hindu
- 723. Bahai
- 728. Agnostics, Atheists
- 729. Other Non-Judeo-Christian Religions

790. Other Religions

800. No preference, no religion

998. DK Preference

999. NA

000. Inap., no interview

V124 R124 Church Attendance (Q.P7. Would you say you go to religious services regularly, often, seldom, or never?)

TL=190 MD=0,9

TI	OD	ND	DD	
35	32	44	26	1. Regularly
13	22	14	11	2. Often
39	38	31	48	4. Seldom
13	8	11	15	5. Never
				9. NA
				0. Inap., no interview

V125 R125 Time in Denver Area (Q.P8. How long have you lived in the Denver area, that is Adams, Arapahoe, Denver, and Jefferson Counties?)

TL=191 MD=0,9

TI	OD	ND	DD	
7	4	6	8	1. Less than 12 months
6	6	5	6	2. 12-35 months
5	2	5	7	3. 36-59 months
12	6	16	9	4. 5-9 years
25	33	25	24	5. 10-19 years
20	14	17	24	6. 20-29 years
9	10	11	8	7. 30-39 years
15	24	15	12	8. 40 or more years
				9. NA
				0. Inap., no interview

V126 R126 Previous State (Q.P8a. Where did you live previously?)

TL=192-193 MD=00,99

New England

01. Connecticut
02. Maine
03. Massachusetts
04. New Hampshire
05. Rhode Island
06. Vermont

Middle Atlantic

11. Delaware
12. New Jersey
13. New York
14. Pennsylvania

East North Central

21. Illinois
22. Indiana
23. Michigan
24. Ohio
25. Wisconsin

West North Central

31. Iowa
32. Kansas
33. Minnesota
34. Missouri
35. Nebraska
36. North Dakota
37. South Dakota

Pacific Area

71. California
72. Oregon
73. Washington

Non-Contiguous U.S.

81. Alaska
82. Hawaii
83. Puerto Rico
84. American Samoa
85. Guam
86. Trust Territory of the Pacific Islands
87. Virgin Islands
88. Other U.S. Dependencies

South

41. Alabama
42. Arkansas
43. Florida
44. Georgia
45. Louisiana
46. Mississippi
47. North Carolina
48. South Carolina
49. Texas
40. Virginia

Border Area

51. Kentucky
52. Maryland
53. Oklahoma
54. Tennessee
55. Washington, D.C.
56. West Virginia

Mountain Area

61. Arizona
62. Colorado
63. Idaho
64. Montana
65. Nevada
66. New Mexico
67. Utah
68. Wyoming

Foreign Areas

91. Canada
92. Central or South America
93. Europe
94. Asia
95. Australia, Pacific Islands
96. Africa
99. NA
00. Inap., no interview, or coded 3-9 in R125

V127 R127 Family Income (Q.P9. About how much was your total family income in 1970--that is, before taxes and deductions? or nonresponse Q.2c.) TL=194 MD=0,9

TI	OD	ND	DD	
				See also V159
2	9	2	0	1.A. Under \$1000
8	20	9	5	2.B. \$1000-\$2999
9	11	10	7	3.C. \$3000-\$4999; or under \$7000 or Nonresponse Q.2c.
14	11	16	12	4.D. \$5000-\$6999
20	24	20	18	5.E. \$7000-\$9999; or \$7000-\$12,000 on nonresponse Q.2c.
26	17	27	28	6.F. \$10,000-\$14,999
16	6	12	23	7.G. \$15,000-\$24,999; or over \$12,000 on nonresponse Q.2c.
6	2	5	7	8.H. \$25,000 and over
				9. DK, refused to say
				0. NA

V128 R128 Children Supported (Q.P10. How many children & how many adults were supported by that income?)

TL=195 MD=9

TI	OD	ND	DD	
44	44	45	44	0. None; or inap., no interview
13	8	16	11	1. One
18	22	16	19	2. Two
12	8	11	14	3. Three
7	8	8	5	4. Four
3	4	2	4	5. Five
2	4	2	1	6. Six
*1	0	0	*1	7. Seven
*4	*1	*1	*2	8. Eight or more
				9. NA

V129 R129 Adults Supported (Q.P10.) TL=196 MD=0,9

TI	OD	ND	DD	
15	20	14	14	1. One
72	66	72	75	2. Two
8	10	9	6	3. Three
4	2	4	3	4. Four
*2	*1	0	*1	5. Five
*2	0	*1	*1	6. Six
				7. Seven
				8. Eight or more
				9. NA
				0. Inap., no interview

V130 R130 Colo. License & No. (Q.P11. Is your driver license from the state of Colorado? Q.P11b. In order to test how representative our sample of drivers is, we need to compare our respondents with other drivers who are not in the sample. Would you mind giving me the driver license number from your license?) TL=197 MD=0,9

TI	OD	ND	DD	
88	0	87	88	1. Yes, & R gave license number
7	0	9	5	2. Yes, & R didn't give license number
*1	0	*1	0	4. No, & R gave other State license number
5	0	4	6	5. No, & R didn't give other state license number, or foreign license
				9. NA
				0. Inap., no interview, or no present license (coded 2-5 in R79)

V131 R131 State of License (Q.P11a. What state is it from?) TL=198-199 MD=00,97 W=2

USE CODE FOR R126

- 62. Colorado
- 97. Refused to say
- 99. NA
- 00. Inap., no interview, or no present license  
(coded 2-5 in R79)

V132 R132 License Number (Q.P11b.) TL=200-210 W=11 C=Alpha

CODE ACTUAL NUMBER LEFT JUSTIFIED WITH FOLLOWING ZEROES AS NECESSARY

000000000000. Inap., no interview, or no present license (coded 2-5 in R79), or didn't give number (coded 2 or 5 in R130), or other state or foreign license

V133 R133 Length of License TL=211-212 MD=00 W=2

TOTAL NUMBER OF LETTERS AND DIGITS IN LICENSE NUMBER

- 00. Inap., no interview, no license number obtained

V134 R134 Sex (Q.S1 or cover sheet listing box) TL=213 MD=0,9

TI	OD	ND	DD
52	16	42	72
48	84	58	28

- 1. Male
- 2. Female
- 9. NA
- 0. Inap., listing not completed

V135 R135 Race (Q.S2. or nonresponse Q.2b.) TL=214 MD=9

TI	OD	ND	DD
88	62	90	91
5	8	4	5
7	28	5	4
*4	*1	*2	*1

- 1. White
- 2. Black
- 3. Chicano
- 4. Other
- 9. NA

V136 R136 Relation to Head (of R's own family residing at HU) (Q.S3. or cover sheet listing box) TL=215 MD=0,9

A SINGLE COLLEGE STUDENT IS CONSIDERED HEAD OF HIS/HER FAMILY UNIT.

TI	OD	ND	DD
55	30	44	73
33	46	44	18
6	6	7	5
5	12	4	3
0	0	0	0
*3	*1	*2	0
*3	*2	0	*1

- 1. R is head
- 2. R is wife of head
- 3. R is son or son-in-law of head
- 4. R is daughter or daughter-in-law of head
- 5. R is father or father-in-law of head
- 6. R is mother or mother-in-law of head
- 7. R is other relative to head
- 9. NA
- 0. Inap., listing not completed

V137 R137 Number 16+ in HU (all 16 up in Housing Unit  
whether related or not) (Q.S4. or cover sheet listing box)  
TL=216 MD=0,9

TS	TI	
10	10	1. One
61	62	2. Two
17	16	3. Three
10	9	4. Four
2	2	5. Five
*3	*2	6. Six
		7. Seven
		8. Eight
		9. NA
*36	*2	0. Inap., listing not completed

V138 R138 R's Cooperation (Q.S5.) TL=217 MD=0,9

TI	OD	ND	DD	
60	50	66	55	1. Very good
29	26	26	34	2. Good
9	16	6	11	3. Fair
1	8	1	0	4. Poor
*3	0	*2	*1	5. Very poor
				9. NA
				0. Inap., no interview

V139 R139 R's Interest (Q.S6.) TL=218 MD=0,9

TI	OD	ND	DD	
33	16	36	32	1. Very high
30	26	32	30	2. Fairly high
32	36	28	35	3. Average
4	18	3	2	4. Fairly low
1	4	1	1	5. Very low
				9. NA
				0. Inap., no interview

V140 R140 Fatalities-7 (R30 Collapsed) TL=219 MD=0,9

TI	OD	ND	DD	
1	2	1	0	1. 0001-0099
39	38	37	41	2. 0100-0499
43	38	45	43	3. 0500-0699
8	4	8	10	4. 0700-0999
2	2	2	2	5. 1000-1999
1	0	1	2	6. 2000-9995
0	0	0	0	7. 9996 or more
5	16	6	2	8. DK
				9. NA
				0. Inap., no interview

V141 R141 Injuries-7 (R31 Collapsed) TL=220 MD=0,9

TI	OD	ND	DD	
13	24	14	9	1. 00001-00499
42	42	43	41	2. 00500-01999
25	14	22	31	3. 02000-04999
7	0	8	9	4. 05000-09999
3	0	3	3	5. 10000-24999
2	0	2	2	6. 25000-99995
0	0	0	0	7. 99996 or more
8	20	9	5	8. DK
				9. NA
				0. Inap., no interview



				VI42	<u>R142 Injury/Death Ratio (R31/R30)</u>	TL=221	MD=9
TI	OD	ND	DD				
8	23	10	4	0.	Less than 1.0		
21	36	21	18	1.	1.0-1.999		
37	28	36	40	2.	2.0-3.999		
19	10	17	23	3.	4.0-6.999		
4	0	6	3	4.	7.0-9.999		
7	0	8	8	5.	10.0-19.999		
2	3	*1	3	6.	20.0-39.999		
1	0	1	1	7.	40.0-99.999		
*2	0	*2	0	8.	100.0-999.998		
				9.	DK, NA on one or both R30 & R31; or inap., no interview		

				VI43	<u>R143 Alcohol Fatal %-7 (R32 Collapsed)</u>	TL=222	MD=0,9
TI	OD	ND	DD				
11	8	9	13	1.	01%-19%		
21	24	19	22	2.	20%-34%		
6	4	6	7	3.	35%-49%		
32	26	34	32	4.	50%		
9	4	9	10	5.	51-65%		
15	22	15	13	6.	66%-80%		
4	8	6	1	7.	81%-100%		
2	2	3	1	8.	DK		
				9.	NA		
				0.	Inap., no interview		

				VI44	<u>R144 Alcohol Crash Exp. (R34 &amp; R35 combined)</u>	TL=223	MD=9
TI	OD	ND	DD				
58	64	60	54	0.	No involvement		
2	2	2	3	1.	Other involved, minor property damage		
7	2	6	9	2.	R involved, minor property damage		
8	10	7	9	3.	Other involved, major property damage or minor injury		
6	10	5	6	4.	R involved, major property damage or minor injury		
8	4	9	9	5.	Other involved, major injury		
3	0	3	4	6.	R involved, major injury		
6	8	6	7	7.	Other involved, death		
1	0	2	0	8.	R involved, death		
				9.	DK, NA or R34 or R35; Inap., no interview		

				VI45	<u>R145 Cans/Drinks Ratio (R38/R37)</u>	TL=224,	MD=9
TI	OD	ND	DD				
1	3	2	1	0.	Less than .5		
8	11	9	6	1.	.5-.999		
30	24	29	33	2.	1.0		
16	8	15	20	3.	1.001-1.499		
19	22	21	17	4.	1.5-1.999		
19	24	18	19	5.	2.0-2.999		
5	8	6	4	6.	3.0-9.999		
*1	0	*1	0	7.	10.0-99.998		
				9.	DK, NA on one or both; or inap., no interview		

V146 R146 Correct Drunk BAC (R39 Collapsed) TL=225 MD=9

TI	OD	ND	DD	
3	2	2	4	0. Less than .04
1	0	0	1	1. .05
1	0	*1	1	2. .06-.09
2	2	1	3	3. .10 (correct)
2	0	2	3	4. .11-.15
5	2	6	4	5. .16-.99
18	8	15	23	6. 1.00-10.00
5	8	3	6	7. 10.01-90.00
64	78	69	54	8. DK
				9. NA; Inap., no interview

V147 R147 Correct Impaired BAC (R40 Collapsed) TL=226 MD=9

TI	OD	ND	DD	
2	2	2	2	0. Less than .04
1	2	1	1	1. .05 (correct)
1	0	0	2	2. .06-.09
2	0	2	3	3. .10
2	0	1	3	4. .11-.15
5	2	5	5	5. .16-.99
13	10	12	15	6. 1.00-10.00
3	4	3	2	7. 10.01-90.00
71	80	74	66	8. DK
				9. NA; Inap., no interview

V148 R148 Safe/Legal Ratio (R37/R41) TL=227 MD=9

TI	OD	ND	DD	
9	15	10	8	0. Less than .5
37	33	33	42	1. .5-.999
28	33	31	24	2. 1.0
5	7	6	4	3. 1.001-1.499
8	4	6	11	4. 1.5-1.999
7	4	9	6	5. 2.0-2.999
5	4	6	5	6. 3.0-9.999
0	0	0	0	7. 10.0-99.998
*106				9. DK, NA on one or both; or inap., no interview

V149 R149 Accident 3 drinks-9 (R42 Collapsed) TL=228 MD=9

TI	OD	ND	DD	
4	5	2	6	0. Reduced chance of accident
26	18	20	34	1. No or small increased chance of accident
40	48	43	35	2. 1.50-2.49
21	25	25	17	3. 2.50-5.49
6	0	7	6	4. 5.50-10.49
*1	*1	0	0	5. 10.50-25.49
1	2	1	2	6. 25.50-50.49
1	0	1	1	7. 50.50-100.49
*1	0	*1	0	8. Over 100.49
				9. DK, NA; inap., no interview

				V150	<u>R150 Accident 6 Drinks-9</u>	(R43 Collapsed)	TL=229	MD=9
TI	OD	ND	DD					
0	0	0	0	0.	Reduced chance of accident			
7	3	5	11	1.	No or small increased chance of accident			
25	16	23	30	2.	1.50-2.49			
29	50	27	27	3.	2.50-5.49			
25	24	32	19	4.	5.50-10.49			
4	0	4	6	5.	10.50-25.49			
4	5	5	2	6.	25.50-50.49			
4	3	4	5	7.	50.50-100.49			
1	0	1	1	8.	Over 100.49			
				9.	DK, NA; inap., no interview			

				V151	<u>R151 Accident 9 Drinks-9</u>	(R44 Collapsed)	TL=230	MD=9
TI	OD	ND	DD					
0	0	0	0	0.	Reduced chance of accident			
1	3	1	2	1.	No or small increased chance of accident			
19	13	17	22	2.	1.50-2.49			
14	13	13	16	3.	2.50-5.49			
31	37	35	24	4.	5.50-10.49			
10	10	9	10	5.	10.50-25.49			
5	3	4	5	6.	25.50-50.49			
17	18	17	17	7.	50.50-100.49			
3	3	4	3	8.	Over 100.49			
				9.	DK, NA; inap., no interview			

				V152	<u>R152 Alcoholic %-7</u>	(R70 Collapsed)	TL=231	MD=0,9
TI	OD	ND	DD					
11	6	10	12	1.	1-3%			
14	2	11	19	2.	4-5%			
21	12	18	26	3.	6-10%			
14	16	15	12	4.	11-20%			
14	14	17	12	5.	21-30%			
13	16	16	10	6.	31-50%			
7	22	6	5	7.	51-95%			
6	12	6	4	8.	DK			
				9.	NA			
				0.	Inap., no interview			

				V153	<u>R153 Driver-Drinker-Arr.</u>	(from R75, R79, R89)	TL=232	MD=0,9
TI	OD	ND	DD					
4	40	0	0	1.	Never a driver and is an abstainer			
6	60	0	0	2.	Never a driver and is not an abstainer			
13	0	28	0	3.	Former or present driver who never drank			
4	0	9	0	4.	Former or present driver who used to drink but is now an abstainer but was never arrested for drunk driving			
*1	0	*1	0	5.	Former or present driver who used to drink but is now an abstainer and was arrested for drunk driving			
69	0	61	94	6.	Former or present driver who drinks but was never arrested for drunk driving			
4	0	2	6	7.	Former or present driver who drinks and was arrested for drunk driving			
				9.	NA on R75, R79, or R89			
				0.	Inap., no interview			

VI54 R154 Driver Drunk-7 (R85 & R86 combined) TL=233 MD=0,9

TI	OD	ND	DD	
40	0	100	0	1. Driver who drinks but never drives after drinking
39	0	0	65	2. Didn't drive after drinking too much in past year
8	0	0	13	3. Drove once after drinking too much in past year
5	0	0	9	4. Drove twice " " " " " "
4	0	0	7	5. Drove 3-5 times" " " " " "
2	0	0	4	6. Drove 6-15 times" " " " " "
1	0	0	2	7. Drove 16-18 times " " " " " "
				9. NA on one or both R85 & R86
				0. Inap., no interview, or never a driver, or a total abstainer

VI55 R155 Drink & Drive -6 (from R75, R79, R85, R86) TL=234 MD=0,9

TI	OD	ND	DD	
10	100	0	0	1. Never a driver
18	0	38	0	2. Present or former driver who is an abstainer
29	0	62	0	3. Present or former driver who drinks but never drives after drinking
28	0	0	65	4. Present or former driver who drinks and drives after drinking but has not driven in the past year after drinking too much
10	0	0	22	5. Present or former driver who drinks and has driven once or twice in the past year after drinking too much
6	0	0	13	6. Present or former driver who drinks and has driven more than twice in the past year after drinking too much
				9. NA, DK on R85, or R86
				0. Inap., no interview

VI56 R156 Drink & Drive-3 (from R75, R79, R85) TL=235 MD=0,9

TI				
50				1. Never a driver
237				2. Present or former driver who never drives after drinking
216				3. Present or former driver who drives (has driven) after drinking
1				9. NA, DK on R75, R79, or R85
				0. Inap., no interview

VI57 R157 Age-5 (R115 Collapsed) TL=236 MD=9

TI	OD	ND	DD	
12	30	12	7	1. 15-20
24	16	19	30	2. 21-30
27	10	22	36	3. 31-44
28	32	29	26	4. 45-64
10	12	17	2	5. 65 up
				9. NA; inap., listing not completed

V158 R158 Religion-7 (R123 Collapsed) TL=237 MD=9

TI	OD	ND	DD	
30	16	29	34	1. Protestant, general or reformation era, or Unitarian
26	16	28	28	2. Protestant, pietistic
5	12	7	2	3. Protestant, neo-fundamentalist or non-traditional Christian
29	46	28	25	4. Roman Catholic
1	2	1	1	5. Jewish
3	2	*1	3	6. Other
6	6	6	6	7. None
				9. NA, DK; inap, no interview

V159 R159 Income-4 (R127 Collapsed) TL=238 MD=9

TI	OD	ND	DD	
32	50	36	24	1. Under \$7000
20	24	20	18	2. \$7000-\$9999
26	17	27	28	3. \$10,000-\$14,999
22	9	17	30	4. \$15,000 and over
				9. NA, DK, refused

OTHER RESPONSES TO DENVER GENERAL PUBLIC SURVEY

V10 Number of Calls

#1526 Twelve calls  
#1026 Nine calls  
#1027 Nine calls  
#0633 Eleven calls  
#2160 Nine calls  
#2114 Fourteen calls  
#2113 Nine calls  
#2305 Eleven calls  
#2304 Sixteen calls  
#2301 Twenty-two calls  
#2303 Fourteen calls

V13 Result of Calls

#2181 Refusal - R said he lost his license because of drunk driving charges and didn't want to be interviewed.  
#2217 R moved after listing and selection.

V45 Refusal Penalty

#1824 Restriction of driving privileges  
#1329 Show cause why didn't take test; appear at department of motor vehicles  
#1108 12 points at once  
#0332 Implied consent

V49 ASAP Tax Support

#636 Willing to pay 2% more.  
#253 Whatever necessary.  
#0634 An added 1% of gas tax.  
#0214 I would go along with what's necessary.  
#0208 As much as necessary.  
#1120 Depends on how effective program would be

V51 What DAD Media

#1528 School.  
#0639 School driving education.  
#2006 Safety meetings.  
#1505 Movie at school.  
#0810 Drivers Ed.  
#0708 School (I teach).  
#0703 High School.

- #0706 School.
- #1224 Safety program at work.
- #1327 Alcoholics' Anonymous.
- #0618 Air Force Safety Briefing.
- #0722 Safety lectures at work.
- #1312 At work with films.
- #1304 Safety films at work.

V52 What DAD Messages

- #0725 Parents are to blame-they don't know where their children are.
- #1615 Talking about insurance rates.
- #0322 Non-drinkers insurance.
- #1834 Something about the rates (insurance) are lower if your're not supposed to be a drinker.

V55 Best Message Place

- #0184 Police officers themselves.

V58 Group Running ASAP

- #0910 Safety Group?
- #1705 State Drivers Ed.
- #1302 National Safety Council.
- #1321 Highway Department.
- #0415 AAA.
- #0116 State of Colorado
- #1532 KIMN Radio.

V59 ASAP Activities

- #0934 Implied Consent Law
- #0201 Using their own will power.
- #1511 A bill re: Blood alcohol test.
- #1842 Trying to get new laws made.

V60 Member DAD Organiz.

- #2301 High risk insurance group.
- #1327 Alcoholics Anonymous.
- #0980 Safety Club.
- #0522 Council of Alcoholism.

V73 How Solve D Problem

- #0604 Take life.
- #0703 I'd try to occupy myself with something different.

V74 Helpful Organization

#1006 RA  
#0926 Dial a phone.  
#0637 Half Way House.  
#0641 3A.  
#0905 Mount Airey.  
#0643 Sobriety House.  
#254 Mt. Airy.  
#1841 Cenikor.  
#0708 Sobriety House.

V93 Times DAD Passenger

#0914 Many - 15.  
#0981 30 times.  
#0635 20 times.  
#0880 10 times.  
#0901 24 times.  
#1919 20 times.  
#1909 10 times.  
#1205 10 times.  
#0212 100 times.  
#2301 15 times.  
#0409 12 times.  
#240 25 times.  
#0135 100 times.  
#0181 15 times.

V123 Religion

#1203 Not organized.

V130 Colo. License & No.

#0208 R has Colorado license but was unable to give it because his brother was sleeping in the bedroom. Gave Kansas No: H3C153.

V134 Race

#2155 Race - oriental.  
#2156 " "  
#0316 " "  
#1720 Italian or Spanish.  
#0717 Indian  
#2214 Oriental



V135 Relation to Head

#0212 R is brother of head  
#1507 Sister  
#232 R is sister of head  
#2155 R is sister-in-law to head  
#1280 Nephew  
#2107 R is brother to head  
#2203 Sister of head

