

1. Over the past three years, have you served as the designated driver for your friends and/or family

	Total	Gender		AGE			EDUCATION				Q13	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	App user	Non-users
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2404	1142	1262	906	796	702	75	400	998	931	899	1505
Base: All Respondents (wtd)	2404	1168	1236	656	817	930	168	924	942	370	765	1639
All of the time	321	152	169	115	121	85	17	111	130	63	125	196
	13%	13%	14%	17%	15%	9%	10%	12%	14%	17%	16%	12%
				E	E		*			GH	K	
Sometimes	1274	599	675	424	425	424	81	465	521	207	504	770
	53%	51%	55%	65%	52%	46%	48%	50%	55%	56%	66%	47%
				DE	E		*				K	
Never	809	418	391	118	271	421	70	349	291	100	136	673
	34%	36%	32%	18%	33%	45%	42%	38%	31%	27%	18%	41%
					C	CD	I*	HI				J
Sigma	2404	1168	1236	656	817	930	168	924	942	370	765	1639
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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2. Over the past 3 years, please estimate the total number of times you've personally served as the designated driver for your friends and/or family

	Total	Gender		AGE			EDUCATION				Q13	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	App user	Non-users
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2404	1142	1262	906	796	702	75	400	998	931	899	1505
Base: All Respondents (wtd)	2404	1168	1236	656	817	930	168	924	942	370	765	1639
0	819	422	397	120	275	423	70	353	296	101	138	681
	34%	36%	32%	18%	34%	45%	42%	38%	31%	27%	18%	42%
					C	CD	I*	HI				J
1	72	46	26	21	23	29	8	26	27	11	24	48
	3%	4%	2%	3%	3%	3%	5%	3%	3%	3%	3%	3%
		B					*					
2	171	79	92	39	55	77	11	57	79	24	58	113
	7%	7%	7%	6%	7%	8%	7%	6%	8%	6%	8%	7%
							*					
3	190	91	99	67	57	65	13	83	71	23	59	131
	8%	8%	8%	10%	7%	7%	8%	9%	7%	6%	8%	8%
							*					
4	114	43	70	34	38	42	5	46	48	14	46	68
	5%	4%	6%	5%	5%	4%	3%	5%	5%	4%	6%	4%
							*					
5	165	74	92	57	58	50	-	67	68	31	65	100
	7%	6%	7%	9%	7%	5%	-	7%	7%	8%	9%	6%
				E			*	F	F	F		
6 - 10	396	171	224	129	138	129	30	122	173	70	157	239
	16%	15%	18%	20%	17%	14%	18%	13%	18%	19%	20%	15%
				E			*		G	G	K	
11 - 15	128	68	60	38	54	36	3	45	52	28	57	71
	5%	6%	5%	6%	7%	4%	2%	5%	6%	8%	7%	4%
					E		*			F	K	
16-20	113	56	58	37	48	28	11	39	44	20	41	72
	5%	5%	5%	6%	6%	3%	6%	4%	5%	5%	5%	4%
				E	E		*					
21-25	44	24	21	21	15	8	5	22	11	7	22	23
	2%	2%	2%	3%	2%	1%	3%	2%	1%	2%	3%	1%
				E			*				K	
26-30	49	19	30	23	15	11	3	19	15	12	31	19
	2%	2%	2%	3%	2%	1%	2%	2%	2%	3%	4%	1%
				E			*			H	K	
31-35	7	2	5	1	3	3	-	5	1	1	1	6
	*	*	*	*	*	*	-	1%	*	*	*	*
							*					
36-40	23	15	7	9	6	7	-	10	8	4	10	12
	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%
							*					
41-45	1	1	-	1	*	-	-	-	-	1	1	-
	*	*	-	*	*	-	-	-	-	*	*	-
							*			H		
46-50	31	16	15	14	7	10	-	8	15	8	13	18
	1%	1%	1%	2%	1%	1%	-	1%	2%	2%	2%	1%
							*					
51-100	49	20	29	27	14	8	5	12	20	12	22	27
	2%	2%	2%	4%	2%	1%	3%	1%	2%	3%	3%	2%

				DE			*			G		
more than 100	32	21	10	18	8	6	3	10	15	5	21	11
	1%	2%	1%	3%	1%	1%	2%	1%	2%	1%	3%	1%
				DE			*				K	
Sigma	2404	1168	1236	656	817	930	168	924	942	370	765	1639
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean (Incl. 0)	11.6	13.2	10.1	20.8	10	6.5	10.4	9.8	12.8	13.7	18.5	8.4
				DE	E		*				K	
Std. Dev.	41.08	52.36	26.21	67.47	27.42	20.11	28.43	33.29	50.62	36.03	57.65	29.89
Std. Err.	0.84	1.53	0.75	2.63	0.96	0.66	2.2	1.1	1.65	1.87	2.08	0.74
Mean (Excl. 0)	17.6	20.6	14.9	25.5	15.1	12	17.8	15.8	18.7	18.8	22.5	14.4
				DE			*				K	
Std. Dev.	49.53	64.35	30.67	73.88	32.51	26.02	35.45	41.2	60.2	41.1	62.95	37.98
Std. Err.	1.24	2.36	1.06	3.19	1.4	1.16	3.59	1.72	2.37	2.5	2.51	1.23
Median	3	3	4	5	3	2	2	3	3	5	5	2

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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3. How seriously do the following people take the role of assigning or being a designated driver? - I, myself

	Total	Gender		AGE			EDUCATION				Q13	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	App user	Non-users
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2404	1142	1262	906	796	702	75	400	998	931	899	1505
Base: All Respondents (wtd)	2404	1168	1236	656	817	930	168	924	942	370	765	1639
Top 2 Box (Net)	2326	1116	1210	622	793	911	156	905	910	355	734	1592
	97%	96%	98%	95%	97%	98%	93%	98%	97%	96%	96%	97%
			A			C	*	FI				
Very seriously	1859	823	1036	474	644	740	119	732	731	277	601	1258
	77%	70%	84%	72%	79%	80%	71%	79%	78%	75%	79%	77%
			A		C	C	*					
Somewhat seriously	467	293	174	148	149	170	37	172	178	79	133	334
	19%	25%	14%	23%	18%	18%	22%	19%	19%	21%	17%	20%
		B					*					
Bottom 2 Box (Net)	78	52	26	34	25	20	12	19	33	15	31	47
	3%	4%	2%	5%	3%	2%	7%	2%	3%	4%	4%	3%
		B		E			G*			G		
Not very seriously	54	35	19	30	17	8	9	12	24	9	27	27
	2%	3%	2%	5%	2%	1%	5%	1%	3%	3%	4%	2%
		B		DE			G*				K	
Not at all seriously	24	17	7	4	8	12	3	7	9	6	3	21
	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	*	1%
							*					
Sigma	2404	1168	1236	656	817	930	168	924	942	370	765	1639
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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4_1. To what extent do you agree or disagree with the following as they relate to designated drivers: - I would never be a designated driver; I prefer to party with the rest of my friends

	Total	Gender		AGE			EDUCATION				Q13	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	App user	Non-users
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2404	1142	1262	906	796	702	75	400	998	931	899	1505
Base: All Respondents (wtd)	2404	1168	1236	656	817	930	168	924	942	370	765	1639
Top 2 Box (Net)	389	254	135	170	126	93	35	150	146	58	191	197
	16%	22%	11%	26%	15%	10%	21%	16%	15%	16%	25%	12%
		B		DE	E		*				K	
Strongly agree	130	91	39	59	41	30	15	46	50	19	69	61
	5%	8%	3%	9%	5%	3%	9%	5%	5%	5%	9%	4%
		B		DE	E		*				K	
Somewhat agree	259	163	95	111	85	63	21	103	96	39	123	136
	11%	14%	8%	17%	10%	7%	12%	11%	10%	10%	16%	8%
		B		DE	E		*				K	
Bottom 2 Box (Net)	2015	914	1101	487	691	838	132	774	797	312	574	1441
	84%	78%	89%	74%	85%	90%	79%	84%	85%	84%	75%	88%
			A		C	CD	*					J
Somewhat disagree	619	348	270	185	207	227	50	237	248	84	215	404
	26%	30%	22%	28%	25%	24%	30%	26%	26%	23%	28%	25%
		B					*					
Strongly disagree	1397	566	831	301	484	611	83	537	548	229	359	1038
	58%	48%	67%	46%	59%	66%	49%	58%	58%	62%	47%	63%
			A		C	CD	*			F		J
Sigma	2404	1168	1236	656	817	930	168	924	942	370	765	1639
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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4_2. To what extent do you agree or disagree with the following as they relate to designated drivers: - If it weren't for designated drivers, there would be a lot more car accidents and fatalities in my community.

	Total	Gender		AGE			EDUCATION				Q13	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	App user	Non-users
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2404	1142	1262	906	796	702	75	400	998	931	899	1505
Base: All Respondents (wtd)	2404	1168	1236	656	817	930	168	924	942	370	765	1639
Top 2 Box (Net)	2263	1086	1177	605	773	885	152	878	887	346	721	1542
	94%	93%	95%	92%	95%	95%	91%	95%	94%	93%	94%	94%
						C	*					
Strongly agree	1495	683	811	427	491	577	87	622	575	210	504	991
	62%	58%	66%	65%	60%	62%	52%	67%	61%	57%	66%	60%
			A				*	FHI			K	
Somewhat agree	768	402	366	178	281	309	65	255	312	135	217	551
	32%	34%	30%	27%	34%	33%	39%	28%	33%	37%	28%	34%
		B			C	C	*		G	G		J
Bottom 2 Box (Net)	141	83	59	52	45	45	15	46	55	24	44	97
	6%	7%	5%	8%	5%	5%	9%	5%	6%	7%	6%	6%
				E			*					
Somewhat disagree	116	67	49	45	36	36	6	41	50	20	36	81
	5%	6%	4%	7%	4%	4%	4%	4%	5%	5%	5%	5%
				E			*					
Strongly disagree	25	15	10	7	9	9	9	5	6	5	9	16
	1%	1%	1%	1%	1%	1%	5%	1%	1%	1%	1%	1%
							GHI*					
Sigma	2404	1168	1236	656	817	930	168	924	942	370	765	1639
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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4_3. To what extent do you agree or disagree with the following as they relate to designated drivers: - Designated drivers get enough credit for the service they perform

	Total	Gender		AGE			EDUCATION				Q13	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	App user	Non-users
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2404	1142	1262	906	796	702	75	400	998	931	899	1505
Base: All Respondents (wtd)	2404	1168	1236	656	817	930	168	924	942	370	765	1639
Top 2 Box (Net)	1186	589	598	333	419	434	89	444	461	192	414	773
	49%	50%	48%	51%	51%	47%	53%	48%	49%	52%	54%	47%
							*				K	
Strongly agree	365	183	182	113	136	116	31	130	147	56	148	216
	15%	16%	15%	17%	17%	12%	18%	14%	16%	15%	19%	13%
				E			*				K	
Somewhat agree	822	406	416	220	283	318	58	314	314	136	265	556
	34%	35%	34%	34%	35%	34%	35%	34%	33%	37%	35%	34%
							*					
Bottom 2 Box (Net)	1218	580	638	323	398	496	78	480	481	178	352	866
	51%	50%	52%	49%	49%	53%	47%	52%	51%	48%	46%	53%
							*					J
Somewhat disagree	867	417	450	238	266	363	47	340	346	134	250	617
	36%	36%	36%	36%	33%	39%	28%	37%	37%	36%	33%	38%
						D	*					J
Strongly disagree	351	162	188	85	132	133	32	140	135	44	102	249
	15%	14%	15%	13%	16%	14%	19%	15%	14%	12%	13%	15%
							*					
Sigma	2404	1168	1236	656	817	930	168	924	942	370	765	1639
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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4_4. To what extent do you agree or disagree with the following as they relate to designated drivers: - Our communities need more designated drivers

	Total	Gender		AGE			EDUCATION				Q13	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	App user	Non-users
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2404	1142	1262	906	796	702	75	400	998	931	899	1505
Base: All Respondents (wtd)	2404	1168	1236	656	817	930	168	924	942	370	765	1639
Top 2 Box (Net)	2266	1093	1173	614	762	891	151	863	903	348	713	1553
	94%	94%	95%	94%	93%	96%	90%	93%	96%	94%	93%	95%
							*		F			
Strongly agree	1447	645	802	367	503	577	89	578	578	201	471	976
	60%	55%	65%	56%	62%	62%	53%	63%	61%	54%	62%	60%
			A		C	C	*	I	I			
Somewhat agree	819	448	371	247	258	314	62	285	325	147	242	577
	34%	38%	30%	38%	32%	34%	37%	31%	35%	40%	32%	35%
		B		D			*			GH		
Bottom 2 Box (Net)	138	76	63	43	56	40	16	61	39	22	52	86
	6%	6%	5%	6%	7%	4%	10%	7%	4%	6%	7%	5%
							H*					
Somewhat disagree	111	56	55	38	43	30	9	48	37	17	43	68
	5%	5%	4%	6%	5%	3%	5%	5%	4%	5%	6%	4%
				E			*					
Strongly disagree	27	20	8	5	13	9	8	13	2	5	9	18
	1%	2%	1%	1%	2%	1%	5%	1%	*	1%	1%	1%
		B					H*	H		H		
Sigma	2404	1168	1236	656	817	930	168	924	942	370	765	1639
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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5_1. How have the following impacted how much alcohol you consume when you're out with friends: - Seeing or hearing examples of people losing their jobs because of inappropriate or offensive social media posts

	Total	Gender		AGE			EDUCATION				Q13	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	App user	Non-users
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2404	1142	1262	906	796	702	75	400	998	931	899	1505
Base: All Respondents (wtd)	2404	1168	1236	656	817	930	168	924	942	370	765	1639
I drink more as a result	64	38	26	42	13	9	7	28	17	12	48	16
	3%	3%	2%	6%	2%	1%	4%	3%	2%	3%	6%	1%
				DE			*			H	K	
No impact	1167	601	566	350	443	374	64	426	481	196	358	809
	49%	51%	46%	53%	54%	40%	38%	46%	51%	53%	47%	49%
		B		E	E		*		F	FG		
I drink less as a result	515	250	265	178	154	183	28	198	207	82	263	251
	21%	21%	21%	27%	19%	20%	17%	21%	22%	22%	34%	15%
				DE			*				K	
Not applicable	658	279	379	87	207	365	68	272	237	80	96	562
	27%	24%	31%	13%	25%	39%	40%	29%	25%	22%	12%	34%
			A		C	CD	HI*	I				J
Sigma	2404	1168	1236	656	817	930	168	924	942	370	765	1639
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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5_2. How have the following impacted how much alcohol you consume when you're out with friends: - Your friends' or the public's ability to capture pictures of you while you're out drinking

	Total	Gender		AGE			EDUCATION				Q13	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	App user	Non-users
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2404	1142	1262	906	796	702	75	400	998	931	899	1505
Base: All Respondents (wtd)	2404	1168	1236	656	817	930	168	924	942	370	765	1639
I drink more as a result	74	48	26	46	21	7	5	27	30	12	62	12
	3%	4%	2%	7%	3%	1%	3%	3%	3%	3%	8%	1%
		B		DE	E		*				K	
No impact	1258	634	624	372	470	416	90	470	499	200	402	856
	52%	54%	51%	57%	57%	45%	54%	51%	53%	54%	53%	52%
				E	E		*					
I drink less as a result	447	208	239	160	136	152	10	178	177	81	220	227
	19%	18%	19%	24%	17%	16%	6%	19%	19%	22%	29%	14%
				DE			*	F	F	F	K	
Not applicable	625	278	347	78	191	356	63	248	236	77	82	543
	26%	24%	28%	12%	23%	38%	38%	27%	25%	21%	11%	33%
					C	CD	HI*	I	I			J
Sigma	2404	1168	1236	656	817	930	168	924	942	370	765	1639
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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5_3. How have the following impacted how much alcohol you consume when you're out with friends: - Seeing pictures of your friends on other people on social media who have been drinking heavily

	Total	Gender		AGE			EDUCATION				Q13	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	App user	Non-users
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2404	1142	1262	906	796	702	75	400	998	931	899	1505
Base: All Respondents (wtd)	2404	1168	1236	656	817	930	168	924	942	370	765	1639
I drink more as a result	72	47	25	51	17	4	11	24	25	11	55	17
	3%	4%	2%	8%	2%	*	6%	3%	3%	3%	7%	1%
		B		DE	E		*				K	
No impact	1173	585	588	381	437	355	61	448	470	194	387	786
	49%	50%	48%	58%	53%	38%	36%	49%	50%	52%	51%	48%
				E	E		*		F	F		
I drink less as a result	502	233	269	144	155	203	26	190	209	78	235	267
	21%	20%	22%	22%	19%	22%	15%	21%	22%	21%	31%	16%
							*				K	
Not applicable	657	304	354	81	209	368	70	262	239	87	89	569
	27%	26%	29%	12%	26%	40%	42%	28%	25%	23%	12%	35%
					C	CD	GHI*					J
Sigma	2404	1168	1236	656	817	930	168	924	942	370	765	1639
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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6. Have you ever drunk texted somebody an inappropriate or unintended text or photo when you've been drinking?

	Total	Gender		AGE			EDUCATION				Q13	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	App user	Non-users
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2404	1142	1262	906	796	702	75	400	998	931	899	1505
Base: All Respondents (wtd)	2404	1168	1236	656	817	930	168	924	942	370	765	1639
Yes - more than once	231	119	112	163	60	8	20	90	83	38	156	74
	10%	10%	9%	25%	7%	1%	12%	10%	9%	10%	20%	5%
				DE	E		*				K	
Yes - but just once as I learned my lesson	193	104	89	107	67	18	5	61	85	41	126	67
	8%	9%	7%	16%	8%	2%	3%	7%	9%	11%	16%	4%
				DE	E		*			FG	K	
Never	1980	946	1035	386	690	904	143	772	774	291	483	1497
	82%	81%	84%	59%	84%	97%	85%	84%	82%	79%	63%	91%
				C	CD		*	I	I			J
Sigma	2404	1168	1236	656	817	930	168	924	942	370	765	1639
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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7_1. To what extent are you concerned about the following when you're out drinking with friends? - Being shamed on social media because of something inappropriate you did as a result of drinking too much

	Total	Gender		AGE			EDUCATION				Q13	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	App user	Non-users
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2404	1142	1262	906	796	702	75	400	998	931	899	1505
Base: All Respondents (wtd)	2404	1168	1236	656	817	930	168	924	942	370	765	1639
Top 2 Box (Net)	953	492	462	337	294	323	80	356	367	150	441	513
	40%	42%	37%	51%	36%	35%	48%	39%	39%	41%	58%	31%
				DE			*				K	
Very concerned	494	240	255	154	140	200	51	186	183	75	216	278
	21%	21%	21%	23%	17%	22%	30%	20%	19%	20%	28%	17%
				D			HI*				K	
Somewhat concerned	459	252	207	183	154	122	29	170	184	75	225	234
	19%	22%	17%	28%	19%	13%	17%	18%	20%	20%	29%	14%
		B		DE	E		*				K	
Bottom 2 Box (Net)	1451	677	774	319	524	608	87	568	576	220	324	1126
	60%	58%	63%	49%	64%	65%	52%	61%	61%	59%	42%	69%
				C	C		*				J	
Not very concerned	538	268	270	157	193	188	17	217	225	80	183	355
	22%	23%	22%	24%	24%	20%	10%	23%	24%	22%	24%	22%
							*	F	F	F		
Not at all concerned	913	408	504	162	331	420	71	351	351	140	142	771
	38%	35%	41%	25%	40%	45%	42%	38%	37%	38%	19%	47%
			A		C	C	*				J	
Sigma	2404	1168	1236	656	817	930	168	924	942	370	765	1639
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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7_2. To what extent are you concerned about the following when you're out drinking with friends? - The potential legal consequences of overconsuming alcohol, such as being caught drinking and driving

	Total	Gender		AGE			EDUCATION				Q13	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	App user	Non-users
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2404	1142	1262	906	796	702	75	400	998	931	899	1505
Base: All Respondents (wtd)	2404	1168	1236	656	817	930	168	924	942	370	765	1639
Top 2 Box (Net)	1519	802	717	420	485	615	114	577	598	230	576	944
	63%	69%	58%	64%	59%	66%	68%	62%	63%	62%	75%	58%
		B				D	*				K	
Very concerned	1055	524	532	258	324	474	83	415	407	151	393	663
	44%	45%	43%	39%	40%	51%	49%	45%	43%	41%	51%	40%
						CD	*				K	
Somewhat concerned	464	278	185	162	161	141	31	162	191	80	183	281
	19%	24%	15%	25%	20%	15%	19%	18%	20%	21%	24%	17%
		B		DE			*				K	
Bottom 2 Box (Net)	885	366	519	237	333	316	53	347	344	140	190	695
	37%	31%	42%	36%	41%	34%	32%	38%	37%	38%	25%	42%
			A		E		*					J
Not very concerned	279	140	139	96	109	75	12	104	110	53	103	176
	12%	12%	11%	15%	13%	8%	7%	11%	12%	14%	13%	11%
				E	E		*					
Not at all concerned	606	226	380	141	224	241	41	243	234	87	86	519
	25%	19%	31%	22%	27%	26%	25%	26%	25%	24%	11%	32%
			A		C		*					J
Sigma	2404	1168	1236	656	817	930	168	924	942	370	765	1639
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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8. When you're out at a friend's house, restaurant or bar and consuming alcoholic beverages, which of the following is closest to your point of view when it comes to the impact social media has on how many drinks you consume:

	Total	Gender		AGE			EDUCATION				Q13	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	App user	Non-users
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2404	1142	1262	906	796	702	75	400	998	931	899	1505
Base: All Respondents (wtd)	2404	1168	1236	656	817	930	168	924	942	370	765	1639
I drink more because it's fun for me and my friends to post photos of us having a good time while drinking.	62 3%	38 3%	24 2%	52 8%	11 1%	- -	3 2%	24 3%	25 3%	10 3%	47 6%	15 1%
				DE	E		*				K	
It doesn't impact my drinking either way.	1823 76%	880 75%	943 76%	457 70%	645 79%	721 77%	116 69%	702 76%	724 77%	281 76%	493 64%	1329 81%
				C	C		*				J	
I drink less because I don't want any embarrassing photos of me to end up on social media because I haven't consumed in Sigma	519 22%	250 21%	269 22%	147 22%	162 20%	210 23%	48 29%	198 21%	194 21%	79 21%	225 29%	294 18%
							*				K	
	2404	1168	1236	656	817	930	168	924	942	370	765	1639
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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9. Given the existence of ride sharing apps such as Uber, Lyft, and other apps that help to call a cab or locate public transit, which of the following is closest to your point of view:

	Total	Gender		AGE			EDUCATION				Q13	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	App user	Non-users
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2404	1142	1262	906	796	702	75	400	998	931	899	1505
Base: All Respondents (wtd)	2404	1168	1236	656	817	930	168	924	942	370	765	1639
The existence of these apps makes me more likely to plan how I'm going to get home after a night of drinking, because they make it easier.	655	286	370	240	190	225	37	251	270	97	406	249
	27%	24%	30%	37%	23%	24%	22%	27%	29%	26%	53%	15%
			A	DE			*				K	
These apps don't have any impact on my planning.	1540	761	779	320	564	657	102	595	606	237	235	1305
	64%	65%	63%	49%	69%	71%	61%	64%	64%	64%	31%	80%
				C	C		*					J
The existence of these apps makes me less likely to plan how I'm going to get home after a night of drinking, because I can use them to	208	122	87	96	64	49	28	78	67	36	124	85
	9%	10%	7%	15%	8%	5%	17%	8%	7%	10%	16%	5%
		B		DE			GH*			H	K	
Sigma	2404	1168	1236	656	817	930	168	924	942	370	765	1639
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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10. What apps have you used in the past to help you plan to get home safely when you've been drinking?

	Total	Gender		AGE			EDUCATION				Q13	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	App user	Non-users
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2404	1142	1262	906	796	702	75	400	998	931	899	1505
Base: All Respondents (wtd)	2404	1168	1236	656	817	930	168	924	942	370	765	1639
Uber	399	207	191	249	90	59	19	123	161	96	399	-
	17%	18%	15%	38%	11%	6%	11%	13%	17%	26%	52%	-
				DE	E		*			FGH	K	
Lyft	51	36	15	37	8	6	2	19	14	16	51	-
	2%	3%	1%	6%	1%	1%	1%	2%	2%	4%	7%	-
		B		DE			*			GH	K	
Apps to help find public transit routes	206	119	87	107	76	23	5	66	86	49	206	-
	9%	10%	7%	16%	9%	2%	3%	7%	9%	13%	27%	-
		B		DE	E		*			FGH	K	
Apps to help hail a taxi cab	314	164	150	125	107	82	31	107	116	59	314	-
	13%	14%	12%	19%	13%	9%	19%	12%	12%	16%	41%	-
				DE	E		*			GH	K	
JustPark	32	19	13	19	10	3	4	13	10	5	32	-
	1%	2%	1%	3%	1%	*	2%	1%	1%	1%	4%	-
				DE			*				K	
Other	110	41	69	39	38	32	13	40	38	19	110	-
	5%	3%	6%	6%	5%	3%	8%	4%	4%	5%	14%	-
			A	E			*				K	
None of the above	1639	761	878	293	578	769	110	662	651	217	-	1639
	68%	65%	71%	45%	71%	83%	65%	72%	69%	59%	-	100%
			A	C	CD		*	I	I			J
Sigma	2750	1346	1404	869	907	974	183	1030	1075	462	1111	1639
	114%	115%	114%	132%	111%	105%	109%	111%	114%	125%	145%	100%
Summary												
App user	765	407	358	364	240	162	58	262	292	154	765	-
	32%	35%	29%	55%	29%	17%	35%	28%	31%	41%	100%	-
		B		DE	E		*			GH	K	
Non-users	1639	761	878	293	578	769	110	662	651	217	-	1639
	68%	65%	71%	45%	71%	83%	65%	72%	69%	59%	-	100%
			A	C	CD		*	I	I			J

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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11_1. To what extent do you agree or disagree with the following statements: - I am less likely to drink and drive because I would never want that information to get out on social media

	Total	Gender		AGE			EDUCATION				Q13	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	App user	Non-users
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2404	1142	1262	906	796	702	75	400	998	931	899	1505
Base: All Respondents (wtd)	2404	1168	1236	656	817	930	168	924	942	370	765	1639
Top 2 Box (Net)	1319	625	694	411	416	492	92	498	532	196	509	810
	55%	54%	56%	63%	51%	53%	55%	54%	56%	53%	66%	49%
				DE			*				K	
Strongly agree	677	304	373	193	218	266	55	282	256	84	258	419
	28%	26%	30%	29%	27%	29%	33%	31%	27%	23%	34%	26%
							*	I	I		K	
Somewhat agree	642	321	321	218	198	226	38	216	276	112	251	391
	27%	27%	26%	33%	24%	24%	22%	23%	29%	30%	33%	24%
				DE			*		G	G	K	
Bottom 2 Box (Net)	1085	543	542	246	401	438	75	425	410	174	257	828
	45%	46%	44%	37%	49%	47%	45%	46%	44%	47%	34%	51%
					C	C	*					J
Somewhat disagree	389	210	179	132	147	109	13	153	157	66	118	270
	16%	18%	14%	20%	18%	12%	7%	17%	17%	18%	15%	16%
				E	E		*	F	F	F		
Strongly disagree	696	334	363	113	254	329	63	273	253	108	138	558
	29%	29%	29%	17%	31%	35%	37%	29%	27%	29%	18%	34%
					C	C	*					J
Sigma	2404	1168	1236	656	817	930	168	924	942	370	765	1639
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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11_2. To what extent do you agree or disagree with the following statements: - I regret some texts or photos that I've sent while I've been drunk.

	Total	Gender		AGE			EDUCATION				Q13	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	App user	Non-users
		A	B	C	D	E	F	G	H	I	J	K
Base: All Answering (unwtd)	519	261	258	365	135	19	14	77	205	223	373	146
Base: All Answering (wtd)	424	223	201	270	127	27	25	152	168	79	282	142
Top 2 Box (Net)	280	161	119	183	81	16	16	103	104	57	203	77
	66%	73%	59%	68%	64%	60%	65%	68%	62%	72%	72%	54%
		B			*	**	**	*		H	K	*
Strongly agree	98	58	40	69	28	1	9	39	33	17	78	20
	23%	26%	20%	26%	22%	4%	36%	26%	19%	22%	28%	14%
					*	**	**	*			K	*
Somewhat agree	182	103	78	114	53	15	7	63	72	40	125	57
	43%	46%	39%	42%	42%	56%	29%	42%	43%	50%	44%	40%
					*	**	**	*				*
Bottom 2 Box (Net)	144	61	82	87	46	11	9	49	64	22	79	65
	34%	27%	41%	32%	36%	40%	35%	32%	38%	28%	28%	46%
			A		*	**	**	*	I			J*
Somewhat disagree	92	36	55	57	30	5	7	30	38	17	55	37
	22%	16%	28%	21%	23%	20%	27%	20%	23%	21%	20%	26%
			A		*	**	**	*				*
Strongly disagree	52	25	27	30	16	5	2	19	25	6	24	28
	12%	11%	13%	11%	13%	19%	8%	13%	15%	7%	8%	20%
					*	**	**	*	I			J*
Sigma	424	223	201	270	127	27	25	152	168	79	282	142
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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11_3. To what extent do you agree or disagree with the following statements: - Social media helps me to stay safe when I've been drinking.

	Total	Gender		AGE			EDUCATION				Q13	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	App user	Non-users
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2404	1142	1262	906	796	702	75	400	998	931	899	1505
Base: All Respondents (wtd)	2404	1168	1236	656	817	930	168	924	942	370	765	1639
Top 2 Box (Net)	600	322	278	261	173	165	49	238	224	89	337	263
	25%	28%	22%	40%	21%	18%	29%	26%	24%	24%	44%	16%
		B		DE			*				K	
Strongly agree	137	69	68	61	37	39	13	52	49	23	94	42
	6%	6%	5%	9%	4%	4%	8%	6%	5%	6%	12%	3%
				DE			*				K	
Somewhat agree	463	253	210	200	137	126	36	186	175	66	243	221
	19%	22%	17%	31%	17%	14%	22%	20%	19%	18%	32%	13%
		B		DE			*				K	
Bottom 2 Box (Net)	1804	846	958	395	644	765	119	685	719	281	428	1376
	75%	72%	78%	60%	79%	82%	71%	74%	76%	76%	56%	84%
			A		C	C	*					J
Somewhat disagree	577	276	301	202	193	183	24	212	243	99	224	353
	24%	24%	24%	31%	24%	20%	14%	23%	26%	27%	29%	22%
				DE			*		F	F	K	
Strongly disagree	1227	570	657	193	451	582	95	473	475	183	204	1022
	51%	49%	53%	29%	55%	63%	57%	51%	50%	49%	27%	62%
					C	CD	*					J
Sigma	2404	1168	1236	656	817	930	168	924	942	370	765	1639
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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11_4. To what extent do you agree or disagree with the following statements: - Social media helps me to plan ahead before I've been drinking.

	Total	Gender		AGE			EDUCATION				Q13	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	App user	Non-users
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2404	1142	1262	906	796	702	75	400	998	931	899	1505
Base: All Respondents (wtd)	2404	1168	1236	656	817	930	168	924	942	370	765	1639
Top 2 Box (Net)	612	325	287	293	175	144	46	222	243	100	351	261
	25%	28%	23%	45%	21%	15%	28%	24%	26%	27%	46%	16%
		B		DE	E		*				K	
Strongly agree	161	84	77	82	44	36	18	61	60	22	108	54
	7%	7%	6%	12%	5%	4%	11%	7%	6%	6%	14%	3%
				DE			*				K	
Somewhat agree	450	241	210	211	131	108	28	161	183	78	244	207
	19%	21%	17%	32%	16%	12%	17%	17%	19%	21%	32%	13%
				DE	E		*				K	
Bottom 2 Box (Net)	1792	843	949	364	643	786	121	702	699	270	414	1378
	75%	72%	77%	55%	79%	85%	72%	76%	74%	73%	54%	84%
			A		C	CD	*					J
Somewhat disagree	524	259	265	174	174	176	23	200	213	87	204	320
	22%	22%	21%	26%	21%	19%	14%	22%	23%	24%	27%	20%
				DE			*			F	K	
Strongly disagree	1269	584	684	190	468	610	98	502	486	183	210	1058
	53%	50%	55%	29%	57%	66%	59%	54%	52%	49%	27%	65%
			A		C	CD	*					J
Sigma	2404	1168	1236	656	817	930	168	924	942	370	765	1639
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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11_5. To what extent do you agree or disagree with the following statements: - When invited to an event on Facebook, I then use social media to help me organize how I'm going to get home safely.

	Total	Gender		AGE			EDUCATION				Q13	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	App user	Non-users
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2404	1142	1262	906	796	702	75	400	998	931	899	1505
Base: All Respondents (wtd)	2404	1168	1236	656	817	930	168	924	942	370	765	1639
Top 2 Box (Net)	589	308	281	269	168	152	36	227	227	100	354	235
	25%	26%	23%	41%	21%	16%	21%	25%	24%	27%	46%	14%
				DE			*				K	
Strongly agree	185	92	93	81	43	61	11	94	51	29	124	61
	8%	8%	8%	12%	5%	7%	6%	10%	5%	8%	16%	4%
				DE			*	H		H	K	
Somewhat agree	404	216	188	188	125	91	25	132	176	71	230	174
	17%	18%	15%	29%	15%	10%	15%	14%	19%	19%	30%	11%
				DE	E		*			G	K	
Bottom 2 Box (Net)	1815	860	954	387	649	778	132	697	715	270	411	1404
	75%	74%	77%	59%	79%	84%	79%	75%	76%	73%	54%	86%
					C	C	*					J
Somewhat disagree	552	262	290	184	191	177	36	207	224	85	187	366
	23%	22%	23%	28%	23%	19%	21%	22%	24%	23%	24%	22%
				E			*					
Strongly disagree	1262	598	664	204	458	601	96	490	491	185	224	1038
	53%	51%	54%	31%	56%	65%	57%	53%	52%	50%	29%	63%
					C	CD	*					J
Sigma	2404	1168	1236	656	817	930	168	924	942	370	765	1639
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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11_6. To what extent do you agree or disagree with the following statements: - When I see my friends on social media having fun while drinking, I'm more likely to want to join them.

	Total	Gender		AGE			EDUCATION				Q13	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	App user	Non-users
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2404	1142	1262	906	796	702	75	400	998	931	899	1505
Base: All Respondents (wtd)	2404	1168	1236	656	817	930	168	924	942	370	765	1639
Top 2 Box (Net)	584	323	261	301	180	103	42	202	243	97	342	242
	24%	28%	21%	46%	22%	11%	25%	22%	26%	26%	45%	15%
		B		DE	E		*				K	
Strongly agree	127	80	47	83	40	4	19	45	47	16	97	31
	5%	7%	4%	13%	5%	*	11%	5%	5%	4%	13%	2%
		B		DE	E		GHI*				K	
Somewhat agree	457	243	214	217	140	99	23	157	196	81	246	211
	19%	21%	17%	33%	17%	11%	14%	17%	21%	22%	32%	13%
				DE	E		*			G	K	
Bottom 2 Box (Net)	1820	845	975	356	637	827	126	722	699	273	423	1397
	76%	72%	79%	54%	78%	89%	75%	78%	74%	74%	55%	85%
			A		C	CD	*					J
Somewhat disagree	623	306	317	183	210	231	25	236	259	103	207	417
	26%	26%	26%	28%	26%	25%	15%	26%	27%	28%	27%	25%
							*		F	F		
Strongly disagree	1197	539	657	173	428	596	100	486	440	170	216	981
	50%	46%	53%	26%	52%	64%	60%	53%	47%	46%	28%	60%
			A		C	CD	HI*	I				J
Sigma	2404	1168	1236	656	817	930	168	924	942	370	765	1639
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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11_7. To what extent do you agree or disagree with the following statements: - I always plan ahead of time how I'm going to get home before going out and drinking.

	Total	Gender		AGE			EDUCATION				Q13	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	App user	Non-users
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2404	1142	1262	906	796	702	75	400	998	931	899	1505
Base: All Respondents (wtd)	2404	1168	1236	656	817	930	168	924	942	370	765	1639
Top 2 Box (Net)	1893	886	1007	514	659	721	112	722	760	299	639	1254
	79%	76%	81%	78%	81%	77%	67%	78%	81%	81%	84%	77%
			A				*	F	F	F	K	
Strongly agree	1153	444	709	276	418	458	65	447	464	177	372	781
	48%	38%	57%	42%	51%	49%	39%	48%	49%	48%	49%	48%
			A		C	C	*					
Somewhat agree	740	442	298	237	241	263	47	275	297	122	267	473
	31%	38%	24%	36%	29%	28%	28%	30%	31%	33%	35%	29%
		B		DE			*				K	
Bottom 2 Box (Net)	511	282	229	143	158	210	56	202	182	71	126	384
	21%	24%	19%	22%	19%	23%	33%	22%	19%	19%	16%	23%
		B					GHI*					J
Somewhat disagree	199	115	84	89	53	56	17	65	82	35	80	119
	8%	10%	7%	14%	7%	6%	10%	7%	9%	9%	10%	7%
		B		DE			*				K	
Strongly disagree	311	166	145	53	105	153	39	137	100	36	46	265
	13%	14%	12%	8%	13%	16%	23%	15%	11%	10%	6%	16%
					C	C	HI*	HI				J
Sigma	2404	1168	1236	656	817	930	168	924	942	370	765	1639
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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11_8. To what extent do you agree or disagree with the following statements: - I'm more likely to use social media when I've been drinking

	Total	Gender		AGE			EDUCATION				Q13	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	App user	Non-users
		A	B	C	D	E	F	G	H	I	J	K
Base: All Answering (unwtd)	2084	949	1135	866	678	540	60	344	860	820	875	1209
Base: All Answering (wtd)	2029	943	1086	623	698	708	132	778	799	321	735	1295
Top 2 Box (Net)	362	216	145	211	100	50	29	122	149	62	237	125
	18%	23%	13%	34%	14%	7%	22%	16%	19%	19%	32%	10%
		B		DE	E		*				K	
Strongly agree	106	76	30	59	37	10	8	44	37	17	83	22
	5%	8%	3%	9%	5%	1%	6%	6%	5%	5%	11%	2%
		B		DE	E		*				K	
Somewhat agree	256	141	115	153	63	40	21	79	112	45	154	102
	13%	15%	11%	25%	9%	6%	16%	10%	14%	14%	21%	8%
		B		DE			*				K	
Bottom 2 Box (Net)	1668	727	941	411	598	658	103	656	650	259	498	1170
	82%	77%	87%	66%	86%	93%	78%	84%	81%	81%	68%	90%
			A		C	CD	*					J
Somewhat disagree	490	248	242	190	176	124	15	198	196	81	213	276
	24%	26%	22%	30%	25%	17%	11%	25%	24%	25%	29%	21%
				E	E		*	F	F	F	K	
Strongly disagree	1178	479	699	222	422	535	88	458	454	177	284	894
	58%	51%	64%	36%	60%	75%	67%	59%	57%	55%	39%	69%
			A		C	CD	*					J
Sigma	2029	943	1086	623	698	708	132	778	799	321	735	1295
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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11_9. To what extent do you agree or disagree with the following statements: - Social media makes me do things I regret when I've been drinking.

	Total	Gender		AGE			EDUCATION				Q13	
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	App user	Non-users
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2404	1142	1262	906	796	702	75	400	998	931	899	1505
Base: All Respondents (wtd)	2404	1168	1236	656	817	930	168	924	942	370	765	1639
Top 2 Box (Net)	370	234	136	194	111	65	37	127	142	64	236	134
	15%	20%	11%	29%	14%	7%	22%	14%	15%	17%	31%	8%
		B		DE	E		*				K	
Strongly agree	115	76	40	58	37	20	12	48	38	17	74	42
	5%	6%	3%	9%	5%	2%	7%	5%	4%	5%	10%	3%
		B		DE	E		*				K	
Somewhat agree	255	158	97	135	74	45	25	79	103	47	162	92
	11%	14%	8%	21%	9%	5%	15%	9%	11%	13%	21%	6%
		B		DE	E		*			G	K	
Bottom 2 Box (Net)	2034	935	1099	463	706	865	130	797	801	306	529	1505
	85%	80%	89%	71%	86%	93%	78%	86%	85%	83%	69%	92%
			A		C	CD	*					J
Somewhat disagree	460	242	218	167	157	135	25	197	170	67	181	278
	19%	21%	18%	25%	19%	15%	15%	21%	18%	18%	24%	17%
				DE	E		*				K	
Strongly disagree	1574	693	882	295	549	730	105	600	631	239	348	1227
	65%	59%	71%	45%	67%	78%	63%	65%	67%	64%	45%	75%
			A		C	CD	*					J
Sigma	2404	1168	1236	656	817	930	168	924	942	370	765	1639
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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