

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

	Total	Valid License		Served as DD		Young Adults compared to Parents			Drunk texted		Being shamed on social		Legal consequences			Impact of social media on drinking			Ride sharing apps			Past app usage					Social media usage											
		Yes	No	Yes	No	Better	Same	Worse	Yes more than once	Yes but just once as I learned my lesson	Never	T2B	B2B	T2B	B2B	Drink More	No Impact	Drink Less	More likely	No Impact	Less likely	Uber	Lyft	JustPark	Apps to help find public transit routes	Apps to help hail a taxi cab	Other	None of the above	Facebook - T2B	Facebook - B2B	Twitter - T2B	Twitter - B2B	Instagram - T2B	Instagram - B2B	Tumblr - T2B	Tumblr - B2B	Snapchat - T2B	Snapchat - B2B
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k	
Base: All Respondents (unwtd)	2404	2404	-	1709	695	1217	815	372	273	246	1885	992	1412	1513	891	79	1804	521	676	1504	224	525	75	35	268	352	116	1505	1558	572	445	1675	603	1538	135	2147	403	1829
Base: All Respondents (wtd)	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	631	377	1770	478	1677	106	2196	309	1944
All of the time	321	321	-	321	-	145	107	69	44	39	238	154	167	212	109	23	207	91	86	196	40	76	14	10	36	52	10	196	229	66	96	200	96	179	43	264	67	229
	13%	13%	-	20%	-	12%	14%	18%	19%	20%	12%	16%	12%	14%	12%	37%	11%	18%	13%	13%	19%	19%	27%	31%	18%	17%	9%	12%	15%	10%	25%	11%	20%	11%	41%	12%	22%	12%
Sometimes	1274	1274	-	1274	-	682	389	203	161	133	980	538	736	844	429	35	993	246	389	773	112	275	31	15	139	207	71	770	858	272	197	896	288	825	45	1157	200	965
	53%	53%	-	80%	-	56%	49%	52%	70%	69%	49%	56%	51%	56%	49%	56%	54%	47%	59%	50%	54%	69%	60%	46%	66%	65%	47%	56%	43%	52%	51%	68%	49%	63%	43%	53%	65%	50%
Never	809	809	-	-	809	398	292	118	25	22	762	262	547	463	346	4	623	182	181	572	56	47	7	7	30	55	29	673	433	47	85	675	93	673	18	775	42	750
	34%	34%	-	-	100%	33%	37%	30%	11%	11%	38%	27%	38%	30%	39%	7%	34%	35%	28%	37%	27%	12%	13%	22%	15%	18%	41%	28%	47%	22%	38%	20%	40%	17%	35%	14%	39%	
Sigma	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	631	377	1770	478	1677	106	2196	309	1944
	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, j/k
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B, C/D, E/F/G, H/I/J, K/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, 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	Valid License		Served as DD		Young Adults compared to Parents			Drunk texted Yes (more than once)	Drunk texted Yes but just once as I learned my lesson	Never	Being shamed on social		Legal consequences		Impact of social media on drinking			Ride sharing apps			Past app usage					Social media usage												
		Yes	No	Yes	No	Better	Same	Worse				T2B	B2B	T2B	B2B	Drink More	No Impact	Drink Less	More likely	No Impact	Less likely	Uber	Lyft	JustPark	Apps to help find public transit routes	Apps to help hail a taxi cab	Other	None of the above	Facebook - T2B	Facebook - B2B	Twitter - T2B	Twitter - B2B	Instagram - T2B	Instagram - B2B	Tumblr - T2B	Tumblr - B2B	Snapchat - T2B	Snapchat - B2B	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k		
Base: All Respondents (unwtd)	2404	2404	-	1709	695	1217	815	372	273	246	1885	992	1412	1513	891	79	1804	521	676	1504	224	525	75	35	268	352	116	1505	1558	572	445	1675	603	1538	135	2147	403	1829	
Base: All Respondents (wtd)	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	621	377	1770	478	1677	106	2196	309	1944	
0	819	819	-	10	809	400	298	121	27	22	770	265	554	467	352	4	629	186	181	579	59	48	7	7	30	56	29	681	436	300	85	684	95	681	18	785	42	760	
1	72	72	-	72	-	36	23	14	5	4	63	31	41	53	20	1	49	23	24	39	10	4	-	-	5	13	4	48	45	19	9	47	13	52	1	70	12	56	
2	171	171	-	171	-	97	54	19	11	14	146	74	96	119	52	1	145	25	47	105	19	29	1	1	14	19	11	113	119	35	26	133	30	122	3	156	25	139	
3	190	190	-	190	-	87	74	28	36	13	141	74	116	116	74	6	151	33	44	133	13	30	4	2	16	25	7	131	120	51	27	145	34	130	10	174	22	151	
4	114	114	-	114	-	60	34	20	19	11	83	54	60	82	32	8	82	24	46	57	11	29	4	6	17	24	7	68	80	19	21	72	30	70	11	98	24	83	
5	165	165	-	165	-	93	44	29	19	14	133	79	86	114	51	8	119	38	50	99	17	40	5	2	15	19	9	100	117	32	28	119	42	103	9	146	27	119	
6-10	396	396	-	396	-	219	109	68	43	44	308	155	241	261	135	13	301	82	114	243	38	89	8	2	42	59	20	239	267	82	66	274	95	245	18	361	62	295	
11-15	128	128	-	128	-	72	39	17	13	18	97	63	65	91	37	5	93	29	49	68	11	32	4	-	7	71	85	25	30	81	30	84	3	119	21	98			
16-20	113	113	-	113	-	51	36	26	15	17	81	51	62	66	47	5	88	20	22	86	5	25	4	3	12	13	6	72	87	13	23	72	27	73	5	101	12	89	
21-25	44	44	-	44	-	20	14	10	6	7	31	19	26	26	19	-	31	13	16	22	7	13	1	5	8	-	23	25	16	6	32	15	19	4	35	13	28		
26-30	49	49	-	49	-	20	18	11	8	11	31	26	24	35	14	1	42	5	14	27	8	14	4	2	12	14	4	19	42	5	12	30	23	18	5	38	17	26	
31-35	7	7	-	7	-	4	3	-	-	2	5	2	5	4	3	-	3	4	2	5	-	1	1	-	-	-	6	4	3	1	6	1	6	-	7	1	6		
36-40	23	23	-	23	-	14	7	2	3	3	17	6	17	16	7	1	19	2	8	15	-	9	-	-	6	3	-	12	18	4	9	10	5	14	4	19	3	17	
41-45	1	1	-	1	-	1	-	-	-	1	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-	1	-	-		
46-50	31	31	-	31	-	20	6	6	8	3	21	17	14	24	8	2	18	11	15	14	3	9	2	1	3	7	1	18	21	8	9	19	8	20	3	26	6	22	
51-100	49	49	-	49	-	19	16	14	9	7	33	22	26	28	20	3	37	9	11	31	7	15	2	1	6	12	2	27	31	14	11	32	14	26	4	42	12	33	
more than 100	32	32	-	32	-	14	12	6	7	4	20	17	15	17	14	2	14	16	13	18	1	13	5	2	6	10	3	11	23	6	15	13	14	13	7	21	9	21	
Sigma	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	621	377	1770	478	1677	106	2196	309	1944	
100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, j/k
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B, C/D, E/F/G, H/I/J, K/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, 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	Valid License		Served as DD		Young Adults compared to Parents			Drunk texted		Being shamed on social		Legal consequences			Impact of social media on drinking			Ride sharing apps			Past app usage					Social media usage												
		Yes	No	Yes	No	Better	Same	Worse	Yes (more than once)	Yes (but just once as I learned my lesson)	Never	T2B	B2B	T2B	B2B	Drink More	No Impact	Drink Less	More likely	No Impact	Less likely	Uber	Lyft	JustPark	Apps to help find public transit routes	Apps to help hail a taxi cab	Other	None of the above	Facebook - T2B	Facebook - B2B	Twitter - T2B	Twitter - B2B	Instagram - T2B	Instagram - B2B	Tumblr - T2B	Tumblr - B2B	Snapchat - T2B	Snapchat - B2B	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k		
Base: All Respondents (unwtd)	2404	2404	-	1709	695	1217	815	372	273	246	1885	992	1412	1513	891	79	1804	521	676	1504	224	525	75	35	268	352	116	1505	1558	572	445	1675	603	1538	135	2147	403	1829	
Base: All Respondents (wtd)	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	631	377	1770	478	1677	106	2196	309	1944	
Top 2 Box (Net)	2326	2326	-	1562	763	1198	759	369	217	185	1924	934	1392	1485	841	57	1766	503	640	1494	191	381	49	28	199	303	107	1592	1482	601	365	1714	462	1623	101	2132	294	1888	
	97%	97%	-	98%	94%	98%	96%	94%	94%	96%	97%	98%	96%	95%	91%	97%	97%	98%	97%	92%	98%	96%	95%	89%	97%	96%	98%	97%	95%	97%	97%	97%	97%	98%	97%	95%	97%	95%	97%
Very seriously	1859	1859	-	1280	579	964	580	315	146	153	1560	763	1096	1184	675	39	1393	427	556	1159	143	305	39	23	165	255	90	1258	1223	304	1356	379	1284	83	1708	230	1518		
	77%	77%	-	80%	72%	79%	74%	81%	63%	79%	79%	80%	76%	78%	76%	81%	76%	82%	85%	75%	69%	77%	76%	71%	80%	81%	83%	77%	80%	71%	76%	81%	77%	79%	77%	78%	78%	74%	78%
Somewhat seriously	467	467	-	283	184	234	179	54	71	32	364	171	296	301	166	18	372	76	84	335	48	76	10	6	34	47	17	334	259	155	81	358	83	339	17	424	65	369	
	19%	19%	-	18%	23%	19%	23%	14%	31%	17%	18%	18%	20%	20%	19%	29%	20%	15%	13%	22%	23%	19%	19%	17%	15%	15%	20%	17%	25%	16%	20%	17%	20%	16%	19%	19%	21%	19%	
Bottom 2 Box (Net)	78	78	-	33	46	27	30	22	14	8	56	20	59	34	44	5	57	16	15	46	17	18	3	4	6	11	2	47	38	31	12	57	16	54	5	64	15	57	
	3%	3%	-	2%	6%	2%	4%	6%	6%	4%	3%	2%	4%	2%	5%	9%	3%	2%	3%	8%	4%	5%	3%	4%	4%	2%	3%	2%	5%	3%	3%	3%	4%	3%	5%	3%	5%	3%	
Not very seriously	54	54	-	29	25	21	21	12	10	8	36	16	38	29	25	3	37	13	10	29	15	16	3	2	5	9	2	27	27	18	6	42	14	34	3	42	14	33	
	2%	2%	-	2%	3%	2%	3%	3%	4%	4%	2%	2%	3%	2%	3%	5%	2%	3%	1%	2%	7%	4%	5%	5%	3%	3%	2%	2%	2%	3%	2%	3%	2%	3%	2%	5%	2%	2%	
Not at all seriously	24	24	-	4	21	5	9	10	3	*	20	3	21	5	19	2	20	2	5	17	2	2	-	2	3	-	21	10	13	6	15	2	20	2	22	1	23		
	1%	1%	-	*	3%	*	1%	3%	2%	*	1%	*	1%	*	2%	4%	1%	*	1%	1%	1%	-	6%	*	1%	-	1%	1%	2%	2%	1%	1%	2%	2%	1%	1%	1%		
Sigma	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	631	377	1770	478	1677	106	2196	309	1944	
	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, j/k
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B, C/D, E/F/G, H/I/J, K/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, 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	Valid License		Served as DD		Young Adults compared to Parents			Drunk texted Yes but just once as I learned my lesson	Never	Being shamed on social		Legal consequences		Impact of social media on drinking			Ride sharing apps			Past app usage					Social media usage													
		Yes	No	Yes	No	Better	Same	Worse			Yes more than once	T2B	B2B	T2B	B2B	Drink More	No Impact	Drink Less	More likely	No Impact	Less likely	Uber	Lyft	JustPark	Apps to help find public transit routes	Apps to help hail a taxi cab	Other	None of the above	Facebook - T2B	Facebook - B2B	Twitter - T2B	Twitter - B2B	Instagram - T2B	Instagram - B2B	Tumblr - T2B	Tumblr - B2B	Snapchat - T2B	Snapchat - B2B	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k		
Base: All Respondents (unwtd)	2404	2404	-	1709	695	1217	815	372	273	246	1885	992	1412	1513	891	79	1804	521	676	1504	224	525	75	35	268	352	116	1505	1558	572	445	1675	603	1538	135	2147	403	1829	
Base: All Respondents (wtd)	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	631	377	1770	478	1677	106	2196	309	1944	
Top 2 Box (Net)	389	389	-	220	169	148	171	70	88	47	254	204	185	282	107	36	250	103	101	220	68	115	25	18	52	66	19	197	255	87	83	257	113	230	52	314	93	255	
	16%	16%	-	14%	21%	12%	22%	18%	38%	24%	13%	21%	13%	19%	12%	58%	14%	20%	15%	14%	33%	29%	49%	57%	25%	21%	17%	12%	17%	14%	22%	15%	24%	14%	49%	14%	30%	13%	
				C	E	E	U	J	L	N	PQ*	P	RS	YZa	UXYZa*	**	a	a	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*		
Strongly agree	130	130	-	74	56	50	57	22	36	18	76	78	52	95	35	12	72	46	22	79	28	40	12	11	22	26	3	61	94	24	42	78	50	65	29	93	40	81	
	5%	5%	-	5%	7%	4%	7%	6%	16%	9%	4%	8%	4%	6%	4%	19%	4%	9%	3%	5%	14%	10%	24%	11%	8%	3%	4%	6%	4%	11%	4%	10%	4%	27%	4%	13%	4%		
				E	J	J	L	PQ*	P	RS	Za	UXYZa*	**	Za	a	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Somewhat agree	259	259	-	146	113	98	114	48	52	29	178	125	133	187	72	24	177	57	79	141	40	74	13	7	30	41	15	136	162	63	41	179	63	165	24	222	54	174	
	11%	11%	-	9%	14%	8%	14%	12%	23%	15%	9%	13%	9%	12%	8%	39%	10%	11%	12%	9%	19%	19%	25%	22%	15%	13%	14%	8%	11%	10%	11%	10%	13%	10%	22%	10%	17%	9%	
				C	E	E	J	J	L	N	PQ*	P	RS	YZa	UXYZa*	**	a	a	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Bottom 2 Box (Net)	2015	2015	-	1375	640	1077	618	320	142	146	1727	750	1266	1237	778	26	1573	416	554	1321	140	284	26	14	154	248	91	1441	1264	545	294	1513	365	1447	54	1882	216	1690	
	84%	84%	-	86%	79%	88%	78%	82%	62%	76%	87%	79%	87%	81%	88%	42%	86%	80%	85%	86%	67%	71%	51%	43%	75%	79%	83%	88%	83%	86%	78%	85%	76%	86%	51%	86%	70%	87%	
				D	FG	FG	H	HI	K	M	Q	OQ	Q	T	T	V	V	V	V	V	V	V	V	V	V	V	V	V	V	V	V	V	V	V	V	V	V	V	
Somewhat disagree	619	619	-	404	215	343	190	86	67	61	491	269	350	433	186	12	473	133	168	382	69	109	12	8	50	90	38	404	381	176	102	463	133	418	22	556	82	495	
	26%	26%	-	25%	27%	28%	24%	22%	29%	31%	25%	28%	24%	28%	21%	20%	26%	26%	25%	33%	27%	23%	26%	24%	29%	35%	25%	28%	27%	26%	28%	25%	21%	25%	26%	25%	25%		
				N	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Strongly disagree	1397	1397	-	971	425	734	428	234	75	86	1236	481	916	805	592	14	1099	283	386	939	72	175	14	6	104	158	53	1038	883	369	193	1050	231	1030	32	1325	134	1194	
	58%	58%	-	61%	53%	60%	54%	60%	33%	44%	62%	50%	63%	53%	67%	23%	60%	55%	59%	61%	34%	44%	28%	17%	51%	50%	48%	63%	58%	58%	51%	59%	48%	61%	30%	60%	43%	61%	
				D	F	F	H	HI	K	M	Q	O	T	T	V	V	V	V	V	V	V	V	V	V	V	V	V	V	V	V	V	V	V	V	V	V	V	V	
Sigma	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	631	377	1770	478	1677	106	2196	309	1944	
	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, j/k
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B, C/D, E/F/G, H/I/J, K/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, 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	Valid License		Served as DD		Young Adults compared to Parents			Drunk texted Yes but just once as I learned my lesson	Never	Being shamed on social		Legal consequences		Impact of social media on drinking			Ride sharing apps			Past app usage					Social media usage													
		Yes	No	Yes	No	Better	Same	Worse			Yes more than once	T2B	B2B	T2B	B2B	Drink More	No Impact	Drink Less	More likely	No Impact	Less likely	Uber	Lyft	JustPark	Apps to help find public transit routes	Apps to help hail a taxi cab	Other	None of the above	Facebook - T2B	Facebook - B2B	Twitter - T2B	Twitter - B2B	Instagram - T2B	Instagram - B2B	Tumblr - T2B	Tumblr - B2B	Snapchat - T2B	Snapchat - B2B	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k		
Base: All Respondents (unwtd)	2404	2404	-	1709	695	1217	815	372	273	246	1885	992	1412	1513	891	79	1804	521	676	1504	224	525	75	35	268	352	116	1505	1558	572	445	1675	603	1538	135	2147	403	1829	
Base: All Respondents (wtd)	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	631	377	1770	478	1677	106	2196	309	1944	
Top 2 Box (Net)	2263	2263	-	1512	751	1168	737	358	216	180	1867	904	1359	1431	832	56	1713	493	631	1438	194	376	49	25	201	299	101	1542	1446	572	353	1670	453	1575	103	2062	287	1835	
	94%	94%	-	95%	93%	95%	93%	92%	94%	94%	95%	95%	94%	94%	94%	95%	94%	95%	96%	93%	94%	96%	78%	98%	95%	92%	94%	95%	91%	94%	94%	95%	94%	92%	94%	94%	93%	94%	
Strongly agree	1495	1495	-	1030	465	789	447	259	146	124	1225	634	861	963	531	38	1090	367	478	894	122	266	28	14	147	212	68	991	1008	334	249	1079	325	1018	70	1364	203	1192	
	62%	62%	-	65%	57%	64%	57%	66%	63%	64%	62%	66%	59%	63%	60%	61%	60%	71%	73%	58%	59%	67%	54%	45%	71%	67%	60%	60%	53%	53%	54%	61%	68%	61%	66%	62%	66%	61%	
Somewhat agree	768	768	-	482	286	379	290	99	71	55	642	271	497	467	301	18	623	127	153	544	72	110	21	10	54	88	33	551	438	237	103	591	128	558	33	699	84	642	
	32%	32%	-	30%	35%	31%	37%	25%	31%	29%	32%	28%	34%	31%	34%	29%	34%	24%	23%	35%	35%	28%	42%	33%	26%	28%	30%	34%	29%	38%	27%	33%	27%	33%	31%	32%	27%	33%	
Bottom 2 Box (Net)	141	141	-	83	58	57	52	32	14	13	114	49	92	88	53	6	109	26	24	103	14	23	2	7	5	15	9	97	74	60	24	100	25	101	3	134	23	109	
	6%	6%	-	5%	7%	5%	7%	8%	6%	7%	6%	5%	6%	6%	6%	10%	6%	5%	4%	7%	7%	6%	4%	22%	2%	5%	8%	6%	5%	9%	6%	5%	6%	5%	6%	3%	6%	7%	6%
Somewhat disagree	116	116	-	75	42	51	44	22	10	13	94	42	74	79	38	6	92	18	23	86	8	18	1	7	4	11	7	81	64	48	21	80	23	81	3	110	18	89	
	5%	5%	-	5%	5%	4%	6%	6%	4%	7%	5%	4%	5%	4%	10%	5%	4%	3%	6%	4%	5%	3%	22%	2%	3%	6%	5%	4%	8%	5%	5%	5%	5%	5%	3%	5%	6%	5%	
Strongly disagree	25	25	-	8	17	6	9	10	4	1	20	7	18	10	15	-	18	7	2	17	6	5	1	-	4	2	2	16	10	12	4	20	3	21	-	23	5	20	
	1%	1%	-	*	2%	*	1%	3%	2%	*	1%	1%	1%	2%	-	1%	1%	*	1%	3%	1%	3%	1%	-	1%	2%	1%	1%	1%	2%	1%	1%	1%	-	1%	-	1%	1%	
Sigma	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	631	377	1770	478	1677	106	2196	309	1944	
	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, j/k
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B, C/D, E/F/G, H/I, J, K/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, 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	Valid License		Served as DD		Young Adults compared to Parents			Drunk texted Yes (more than once) No (once as I learned my lesson) Never	Being shamed on social			Legal consequences			Impact of social media on drinking			Ride sharing apps			Past app usage					Social media usage												
		Yes	No	Yes	No	Better	Same	Worse		T2B	B2B	T2B	B2B	Drink More	No Impact	Drink Less	More likely	No Impact	Less likely	Uber	Lyft	JustPark	Apps to help find public transit routes	Apps to help hail a taxi cab	Other	None of the above	Facebook - T2B	Facebook - B2B	Twitter - T2B	Twitter - B2B	Instagram - T2B	Instagram - B2B	Tumblr - T2B	Tumblr - B2B	Snapchat - T2B	Snapchat - B2B			
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k		
Base: All Respondents (unwtd)	2404	2404	-	1709	695	1217	815	372	273	246	1885	992	1412	1513	891	79	1804	521	676	1504	224	525	75	35	268	352	116	1505	1558	572	445	1675	603	1538	135	2147	403	1829	
Base: All Respondents (wtd)	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	621	377	1770	478	1677	106	2196	309	1944	
Top 2 Box (Net)	1186	1186	-	800	386	579	418	189	108	102	975	522	664	774	413	34	876	277	315	738	134	224	37	19	108	162	50	773	765	298	204	873	261	804	71	1056	172	929	
	49%	49%	-	50%	48%	47%	53%	48%	47%	43%	49%	55%	46%	51%	47%	54%	48%	53%	48%	48%	48%	64%	56%	72%	59%	53%	52%	45%	47%	50%	47%	54%	49%	55%	48%	67%	48%	56%	48%
Strongly agree	365	365	-	256	108	167	127	71	49	32	284	197	168	262	103	20	234	111	103	213	49	87	15	9	42	52	14	216	247	80	90	245	105	222	36	304	66	261	
	15%	15%	-	16%	13%	14%	16%	18%	21%	16%	14%	21%	12%	17%	12%	31%	13%	21%	16%	14%	23%	22%	20%	17%	13%	13%	16%	13%	16%	13%	14%	22%	13%	34%	14%	21%	13%		
Somewhat agree	822	822	-	544	278	412	291	119	60	71	691	326	496	512	310	14	641	166	212	525	85	137	22	10	66	110	35	556	518	218	114	627	156	582	35	752	106	668	
	34%	34%	-	34%	34%	34%	37%	30%	26%	30%	35%	34%	34%	34%	35%	23%	35%	32%	32%	34%	41%	34%	43%	30%	32%	35%	32%	34%	34%	35%	30%	35%	33%	35%	33%	34%	34%	34%	
Bottom 2 Box (Net)	1218	1218	-	795	423	645	371	201	122	91	1005	431	787	746	472	29	947	242	341	803	74	174	14	13	98	152	60	866	754	333	173	898	217	873	35	1139	137	1015	
	51%	51%	-	50%	52%	53%	47%	52%	53%	47%	51%	45%	54%	49%	53%	46%	52%	47%	52%	52%	36%	44%	28%	41%	47%	48%	55%	53%	50%	53%	46%	51%	45%	52%	33%	52%	44%	52%	
Somewhat disagree	867	867	-	571	296	476	271	120	85	66	716	308	559	534	333	21	689	156	237	579	52	125	13	10	74	106	39	617	534	238	119	638	166	612	25	809	100	721	
	36%	36%	-	36%	37%	39%	34%	31%	37%	34%	36%	32%	37%	35%	38%	34%	38%	30%	36%	38%	25%	31%	25%	33%	36%	34%	36%	38%	35%	38%	32%	36%	35%	36%	24%	37%	32%	37%	
Strongly disagree	351	351	-	223	127	169	100	81	37	25	289	123	228	211	139	7	258	86	104	224	23	49	1	3	24	46	21	249	221	95	54	260	51	261	10	331	38	294	
	15%	15%	-	14%	16%	14%	13%	21%	16%	13%	15%	13%	16%	14%	16%	11%	14%	17%	16%	15%	11%	12%	3%	8%	12%	15%	15%	15%	15%	14%	15%	11%	16%	9%	15%	12%	15%		
Sigma	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	631	377	1770	478	1677	106	2196	309	1944	
	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, j/k
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B, C/D, E/F/G, H/I/J, K/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, 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	Valid License		Served as DD		Young Adults compared to Parents			Drunk texted Yes but just once as I learned my lesson	Never	Being shamed on social		Legal consequences		Impact of social media on drinking			Ride sharing apps			Past app usage					Social media usage												
		Yes	No	Yes	No	Better	Same	Worse			Yes more than once	T2B	B2B	T2B	B2B	Drink More	No Impact	Drink Less	More likely	No Impact	Less likely	Uber	Lyft	JustPark	Apps to help find public transit routes	Apps to help hail a taxi cab	Other	None of the above	Facebook - T2B	Facebook - B2B	Twitter - T2B	Twitter - B2B	Instagram - T2B	Instagram - B2B	Tumblr - T2B	Tumblr - B2B	Snapchat - T2B	Snapchat - B2B
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k
Base: All Respondents (unwtd)	2404	2404	-	1709	695	1217	815	372	273	246	1885	992	1412	1513	891	79	1804	521	676	1504	224	525	75	35	268	352	116	1505	1558	572	445	1675	603	1538	135	2147	403	1829
Base: All Respondents (wtd)	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	631	377	1770	478	1677	106	2196	309	1944
Top 2 Box (Net)	2266	2266	-	1529	737	1163	729	374	212	185	1869	917	1349	1451	815	59	1711	496	624	1451	191	367	45	28	195	295	102	1553	1450	572	349	1677	454	1577	100	2069	286	1837
	94%	94%	-	96%	91%	95%	92%	96%	92%	96%	94%	96%	93%	96%	92%	94%	94%	96%	95%	94%	91%	92%	88%	87%	95%	94%	93%	95%	95%	91%	93%	95%	94%	94%	94%	93%	95%	95%
Strongly agree	1447	1447	-	996	451	755	441	252	140	117	1190	613	834	935	511	30	1052	365	444	876	127	246	30	12	132	202	67	976	977	323	242	1058	300	1005	61	1330	167	1181
	60%	60%	-	62%	56%	62%	56%	64%	61%	61%	60%	64%	58%	62%	58%	48%	58%	70%	68%	57%	61%	62%	58%	37%	64%	64%	61%	60%	64%	51%	58%	60%	63%	60%	58%	61%	54%	61%
Somewhat agree	819	819	-	533	286	408	288	122	72	68	679	304	515	516	304	29	660	130	180	576	63	121	15	16	64	93	35	577	473	107	619	154	572	39	739	120	657	
	34%	34%	-	33%	35%	33%	37%	31%	31%	35%	34%	32%	36%	34%	34%	46%	36%	25%	27%	37%	30%	30%	30%	50%	31%	30%	32%	35%	31%	39%	28%	35%	32%	34%	36%	34%	39%	34%
Bottom 2 Box (Net)	138	138	-	66	72	62	60	16	19	8	111	37	101	68	70	4	111	23	31	89	18	32	6	4	9	19	8	86	70	59	28	93	24	100	6	127	23	107
	6%	6%	-	4%	9%	5%	8%	4%	8%	4%	6%	4%	7%	4%	8%	6%	6%	4%	5%	6%	9%	8%	12%	13%	5%	6%	7%	5%	9%	7%	5%	5%	6%	6%	6%	7%	5%	
Somewhat disagree	111	111	-	57	54	54	48	8	15	7	89	31	80	58	53	-	95	16	26	72	13	30	4	2	6	12	5	68	59	47	24	76	22	77	4	101	22	80
	5%	5%	-	4%	7%	4%	6%	2%	6%	4%	4%	3%	6%	4%	6%	-	5%	3%	4%	5%	6%	7%	9%	7%	3%	4%	4%	4%	8%	6%	4%	5%	5%	4%	5%	7%	4%	
Strongly disagree	27	27	-	9	19	8	12	8	4	1	22	6	21	10	17	4	17	5	17	5	2	2	2	3	7	3	18	11	12	4	17	3	23	2	25	1	26	
	1%	1%	-	1%	2%	1%	2%	2%	2%	*	1%	1%	1%	1%	2%	6%	1%	1%	1%	2%	1%	2%	4%	6%	2%	3%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	
Sigma	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	631	377	1770	478	1677	106	2196	309	1944
	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, j/k
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B, C/D, E/F/G, H/I, J, K/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, 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	Valid License		Served as DD		Young Adults compared to Parents			Drunk texted		Never	Being shamed on social		Legal consequences		Impact of social media on drinking			Ride sharing apps			Past app usage					Social media usage												
		Yes	No	Yes	No	Better	Same	Worse	Yes more than once	Yes but just once as I learned my lesson		T2B	B2B	T2B	B2B	Drink More	No Impact	Drink Less	More likely	No Impact	Less likely	Uber	Lyft	JustPark	Apps to help find public transit routes	Apps to help hail a taxi cab	Other	None of the above	Facebook - T2B	Facebook - B2B	Twitter - T2B	Twitter - B2B	Instagram - T2B	Instagram - B2B	Tumblr - T2B	Tumblr - B2B	Snapchat - T2B	Snapchat - B2B	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k		
Base: All Respondents (unwtd)	2404	2404	-	1709	695	1217	815	372	273	246	1885	992	1412	1513	891	79	1804	521	676	1504	224	525	75	35	268	352	116	1505	1558	572	445	1675	603	1538	135	2147	403	1829	
Base: All Respondents (wtd)	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	631	377	1770	478	1677	106	2196	309	1944	
I drink more as a result	64	64	-	56	8	21	33	10	25	10	29	49	15	56	8	13	29	22	24	23	17	27	9	11	19	18	6	16	44	15	24	34	24	12	39	23	31		
	3%	3%	-	4%	1%	2%	4%	3%	11%	5%	1%	5%	1%	4%	1%	20%	2%	4%	1%	8%	7%	18%	34%	9%	6%	5%	1%	3%	7%	2%	6%	2%	5%	1%	12%	2%	7%	2%	
				D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k		
No impact	1167	1167	-	828	339	637	370	160	126	101	940	379	789	711	456	28	1017	122	284	812	71	198	20	10	102	137	47	809	780	266	184	831	236	787	42	1062	163	923	
	49%	49%	-	52%	42%	47%	41%	41%	55%	52%	47%	40%	54%	47%	52%	45%	56%	23%	43%	53%	34%	50%	40%	30%	49%	44%	43%	49%	51%	42%	40%	47%	49%	44%	39%	48%	53%	47%	
				D	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k				
I drink less as a result	515	515	-	385	130	264	146	105	62	66	387	337	178	411	104	20	265	231	232	207	76	138	18	8	74	120	33	251	356	98	122	324	157	297	44	455	101	373	
	21%	21%	-	24%	16%	22%	18%	27%	34%	20%	35%	12%	27%	12%	31%	15%	44%	35%	13%	36%	35%	36%	26%	36%	38%	30%	15%	23%	16%	32%	18%	33%	18%	42%	21%	33%	19%		
				D	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k			
Not applicable	658	658	-	326	332	302	239	116	17	17	625	189	469	341	317	2	511	144	498	45	35	3	3	11	39	24	562	339	252	47	581	61	568	7	639	23	617		
	27%	27%	-	20%	41%	25%	30%	30%	7%	9%	32%	20%	32%	22%	36%	3%	28%	28%	18%	32%	22%	9%	7%	10%	5%	12%	22%	34%	40%	13%	33%	13%	34%	7%	29%	7%	32%		
				D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k		
Sigma	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	631	377	1770	478	1677	106	2196	309	1944	
	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, j/k
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B, C/D, E/F/G, H/I/J, K/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, 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	Valid License		Served as DD		Young Adults compared to Parents			Drunk texted		Never	Being shamed on social		Legal consequences		Impact of social media on drinking			Ride sharing apps			Past app usage					Social media usage												
		Yes	No	Yes	No	Better	Same	Worse	Yes more than once	Yes but just once as I learned my lesson		T2B	B2B	T2B	B2B	Drink More	No Impact	Drink Less	More likely	No Impact	Less likely	Uber	Lyft	JustPark	Apps to help find public transit routes	Apps to help hail a taxi cab	Other	None of the above	Facebook - T2B	Facebook - B2B	Twitter - T2B	Twitter - B2B	Instagram - T2B	Instagram - B2B	Tumblr - T2B	Tumblr - B2B	Snapchat - T2B	Snapchat - B2B	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k	
Base: All Respondents (unwtd)	2404	2404	-	1709	695	1217	815	372	273	246	1885	992	1412	1513	891	79	1804	521	676	1504	224	525	75	35	268	352	116	1505	1558	572	445	1675	603	1538	135	2147	403	1829	
Base: All Respondents (wtd)	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	631	377	1770	478	1677	106	2196	309	1944	
I drink more as a result	74	74	-	63	11	23	31	20	35	19	20	62	12	59	15	18	30	26	34	23	17	40	10	9	27	3	12	59	7	31	31	41	22	15	45	37	26		
	3%	3%	-	4%	1%	2%	4%	5%	15%	10%	1%	7%	1%	4%	2%	29%	2%	5%	2%	8%	10%	20%	29%	13%	8%	3%	1%	4%	1%	8%	2%	9%	1%	14%	2%	12%	1%		
				D	E	E	J	J	J	J	L	N	PQ*	PQ*	PQ*	P	S	S	Za	UVZa*	**	**	YZa	a	a*	c	c	e	e	i*	i*	k	k	k	k	k			
No impact	1258	1258	-	900	358	703	382	173	138	94	1026	427	831	785	473	29	1100	129	328	845	85	209	25	13	100	158	60	856	840	293	190	918	246	864	39	1157	167	1001	
	52%	52%	-	56%	44%	57%	48%	44%	60%	49%	52%	45%	57%	52%	48%	46%	60%	25%	50%	55%	41%	52%	48%	42%	49%	50%	54%	52%	55%	46%	51%	52%	51%	53%	54%	51%			
				D	FG	U	U	U	U	U	K	K	K	K	K	Q*	Q*	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T		
I drink less as a result	447	447	-	345	102	217	146	84	47	59	341	309	138	363	84	13	206	227	188	190	69	122	16	9	64	95	26	227	304	86	102	293	134	255	47	384	88	321	
	19%	19%	-	22%	13%	18%	19%	21%	20%	30%	17%	32%	9%	24%	9%	22%	11%	44%	29%	32%	33%	31%	29%	31%	30%	24%	14%	20%	14%	27%	27%	17%	28%	15%	44%	17%	29%	17%	
				D	FG	HJ	HJ	HJ	HJ	HJ	L	L	L	L	L	P*	OP	S	S	a	a*	**	**	a	a	a*	c	c	e	e	i*	i*	k	k	k	k	k		
Not applicable	625	625	-	286	338	282	230	113	11	21	593	155	470	312	313	2	486	137	105	482	38	28	+	-	15	34	21	543	316	245	54	528	56	537	6	610	17	596	
	26%	26%	-	18%	42%	23%	29%	29%	5%	11%	30%	16%	32%	21%	35%	3%	27%	26%	16%	31%	32%	18%	7%	1%	-	7%	11%	19%	33%	39%	14%	30%	12%	32%	5%	28%	6%	31%	
				C	C	C	C	C	C	H	HI	K	K	M	M	O	O	RT	RT	UV	UV	UV	UV	UV	UV	UV	UV	UV	UV	UV	UV	UV	UV	UV	UV	UV	UV	UV	UV
Sigma	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	631	377	1770	478	1677	106	2196	309	1944	
	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, j/k
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B, C/D, E/F/G, H/I/J, K/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, 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	Valid License		Served as DD		Young Adults compared to Parents			Drunk texted		Never	Being shamed on social		Legal consequences		Impact of social media on drinking			Ride sharing apps			Past app usage					Social media usage													
		Yes	No	Yes	No	Better	Same	Worse	Yes (more than once)	Yes (but just once as I learned my lesson)		T2B	B2B	T2B	B2B	Drink More	No Impact	Drink Less	More likely	No Impact	Less likely	Uber	Lyft	JustPark	Apps to help find public transit routes	Apps to help hail a taxi cab	Other	None of the above	Facebook - T2B	Facebook - B2B	Twitter - T2B	Twitter - B2B	Instagram - T2B	Instagram - B2B	Tumblr - T2B	Tumblr - B2B	Snapchat - T2B	Snapchat - B2B		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k			
Base: All Respondents (unwtd)	2404	2404	-	1709	695	1217	815	372	273	246	1885	992	1412	1513	891	79	1804	521	676	1504	224	525	75	35	268	352	116	1505	1558	572	445	1675	603	1538	135	2147	403	1829		
Base: All Respondents (wtd)	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	631	377	1770	478	1677	106	2196	309	1944		
I drink more as a result	72	72	-	63	9	22	33	17	27	12	33	55	17	54	17	17	28	27	28	26	17	38	9	6	18	21	4	17	49	13	36	32	44	18	17	42	38	28		
	3%	3%	-	4%	1%	2%	4%	4%	12%	6%	2%	6%	1%	4%	2%	26%	2%	5%	4%	2%	8%	10%	17%	20%	9%	7%	3%	1%	3%	2%	10%	2%	9%	1%	16%	2%	12%	1%		
				D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k			
No impact	1173	1173	-	852	321	628	379	166	140	98	935	426	747	730	443	32	999	142	310	784	79	206	22	14	112	144	53	786	813	242	182	837	267	772	42	1073	179	910		
	49%	49%	-	53%	40%	51%	48%	43%	61%	51%	47%	53%	51%	48%	50%	51%	55%	27%	47%	51%	38%	52%	44%	43%	55%	46%	48%	53%	38%	48%	47%	56%	46%	40%	49%	58%	47%			
				D	G	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k							
I drink less as a result	502	502	-	375	127	266	148	88	49	64	389	317	185	401	101	10	262	230	210	218	74	117	19	10	62	109	36	267	351	91	100	340	112	313	34	446	75	387		
	21%	21%	-	24%	16%	22%	19%	23%	21%	33%	20%	33%	13%	26%	11%	17%	14%	44%	32%	14%	36%	29%	38%	31%	30%	35%	16%	23%	14%	26%	19%	24%	19%	32%	20%	24%	20%			
				D	G	HJ	L	N	OP	S	a	a*	**	a	a	a*	**	a	a	a*	**	a	a	a*	**	a	a	a*	**	a	a	a*	**	a	a	a*	**	a	a	
Not applicable	657	657	-	305	353	309	229	120	15	19	623	155	502	334	323	4	534	120	107	512	38	37	1	2	14	40	17	569	307	287	59	562	55	575	13	635	18	619		
	27%	27%	-	19%	44%	25%	29%	31%	7%	10%	31%	16%	35%	22%	37%	6%	29%	23%	16%	33%	18%	9%	2%	6%	7%	13%	16%	35%	20%	45%	16%	32%	12%	34%	12%	29%	6%	32%		
				C																																				
Sigma	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	631	377	1770	478	1677	106	2196	309	1944		
	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, j/k
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B, C/D, E/F/G, H/I/J, K/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, 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	Valid License		Served as DD		Young Adults compared to Parents			Drunk texted		Being shamed on social		Legal consequences		Impact of social media on drinking			Ride sharing apps			Past app usage					Social media usage													
		Yes	No	Yes	No	Better	Same	Worse	Yes more than once	Yes but just once as I learned my lesson	Never	T2B	B2B	T2B	B2B	Drink More	No Impact	Drink Less	More likely	No Impact	Less likely	Uber	Lyft	JustPark	Apps to help find public transit routes	Apps to help hail a taxi cab	Other	None of the above	Facebook - T2B	Facebook - B2B	Twitter - T2B	Twitter - B2B	Instagram - T2B	Instagram - B2B	Tumblr - T2B	Tumblr - B2B	Snapchat - T2B	Snapchat - B2B	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k		
Base: All Respondents (unwtd)	2404	2404	-	1709	695	1217	815	372	273	246	1885	992	1412	1513	891	79	1804	521	676	1504	224	525	75	35	268	352	116	1505	1558	572	445	1675	603	1538	135	2147	403	1829	
Base: All Respondents (wtd)	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	631	377	1770	478	1677	106	2196	309	1944	
Yes - more than once	231	231	-	205	25	111	76	44	231	-	-	129	101	160	70	38	147	45	87	92	52	104	24	18	45	57	15	74	40	67	134	120	68	41	161	96	110		
	10%	10%	-	13%	3%	9%	10%	11%	100%	-	-	14%	7%	11%	8%	61%	8%	9%	13%	6%	25%	26%	46%	58%	22%	18%	14%	5%	12%	6%	18%	8%	25%	4%	39%	7%	31%	6%	
Yes - but just once as I learned my lesson	193	193	-	172	22	84	68	41	-	193	-	123	70	154	40	6	133	54	78	21	87	9	6	46	47	11	67	155	21	71	6	89	78	20	151	76	91		
	8%	8%	-	11%	3%	7%	9%	11%	-	100%	-	13%	5%	10%	4%	10%	7%	10%	12%	6%	10%	22%	17%	19%	27%	15%	10%	4%	10%	3%	19%	5%	19%	5%	19%	7%	24%	5%	
Never	1980	1980	-	1218	762	1031	645	305	-	-	1980	701	1279	1205	775	18	1542	420	491	1354	135	207	19	8	115	210	83	1497	1189	571	240	1545	269	1531	45	1884	138	1743	
	82%	82%	-	76%	94%	84%	82%	78%	-	-	100%	74%	88%	79%	88%	28%	85%	81%	75%	88%	65%	52%	37%	24%	56%	67%	76%	91%	78%	90%	64%	87%	56%	91%	42%	86%	45%	90%	
				C	G						HI	K		M	*	O	O	T	RT	v	*	**	v	UVX	UVX*	UVXYZ		b		d	f	*	h		j				
Sigma	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	631	377	1770	478	1677	106	2196	309	1944	
	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, j/k
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B, C/D, E/F/G, H/I/J, K/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, 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	Valid License		Served as DD		Young Adults compared to Parents			Drunk texted Yes but just once as I learned my lesson	Never	Being shamed on social		Legal consequences		Impact of social media on drinking			Ride sharing apps			Past app usage					Social media usage												
		Yes	No	Yes	No	Better	Same	Worse			Yes more than once	T2B	B2B	T2B	B2B	Drink More	No Impact	Drink Less	More likely	No Impact	Less likely	Uber	Lyft	JustPark	Apps to help find public transit routes	Apps to help hail a taxi cab	Other	None of the above	Facebook - T2B	Facebook - B2B	Twitter - T2B	Twitter - B2B	Instagram - T2B	Instagram - B2B	Tumblr - T2B	Tumblr - B2B	Snapchat - T2B	Snapchat - B2B
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k
Base: All Respondents (unwtd)	2404	2404	-	1709	695	1217	815	372	273	246	1885	992	1412	1513	891	79	1804	521	676	1504	224	525	75	35	268	352	116	1505	1558	572	445	1675	603	1538	135	2147	403	1829
Base: All Respondents (wtd)	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	621	377	1770	478	1677	106	2196	309	1944
Top 2 Box (Net)	953	953	-	692	262	448	330	176	129	123	701	953	-	889	64	50	544	359	350	479	124	235	38	22	111	175	66	513	633	204	219	621	262	580	79	812	190	670
	40%	40%	-	43%	32%	37%	42%	45%	56%	64%	35%	100%	-	59%	7%	80%	30%	69%	53%	31%	60%	59%	75%	69%	54%	56%	60%	31%	42%	32%	58%	35%	55%	35%	74%	37%	61%	34%
Very concerned	494	494	-	331	163	220	170	104	56	58	381	494	-	480	14	24	247	224	179	199	108	20	15	59	92	30	278	321	108	104	338	130	312	39	429	92	360	
	21%	21%	-	21%	20%	18%	21%	27%	24%	30%	19%	52%	-	32%	2%	38%	14%	43%	27%	16%	33%	27%	38%	46%	29%	29%	28%	17%	21%	17%	17%	19%	27%	19%	37%	20%	30%	18%
Somewhat concerned	459	459	-	360	99	227	160	72	73	65	320	459	-	409	50	27	298	135	170	234	55	126	19	7	52	83	35	234	312	96	115	283	131	268	39	382	98	310
	19%	19%	-	23%	12%	19%	20%	18%	32%	34%	16%	48%	-	27%	6%	43%	16%	26%	26%	15%	26%	32%	36%	23%	25%	26%	14%	21%	15%	30%	16%	27%	16%	37%	17%	32%	16%	
Bottom 2 Box (Net)	1451	1451	-	903	547	777	459	214	101	70	1279	-	1451	630	820	12	1278	160	306	1061	84	164	13	10	94	139	44	1126	887	427	158	1149	216	1097	27	1384	119	1274
	60%	60%	-	57%	58%	63%	58%	55%	44%	36%	65%	-	100%	41%	93%	20%	70%	31%	47%	69%	40%	41%	25%	31%	46%	44%	40%	69%	58%	68%	42%	65%	45%	65%	26%	63%	39%	66%
Not very concerned	538	538	-	382	156	322	149	67	66	50	422	-	538	315	223	6	472	60	155	345	38	102	9	10	58	65	22	355	364	125	63	417	105	363	14	502	75	430
	22%	22%	-	24%	19%	26%	19%	17%	29%	26%	21%	-	37%	21%	25%	9%	26%	12%	24%	22%	18%	26%	17%	30%	28%	21%	20%	22%	24%	20%	17%	24%	22%	22%	13%	23%	24%	22%
Not at all concerned	913	913	-	521	391	456	310	147	36	20	857	-	913	315	598	7	807	100	151	716	46	62	4	36	74	22	771	522	302	95	732	111	734	13	882	45	844	
	38%	38%	-	33%	48%	37%	39%	38%	15%	11%	43%	-	63%	21%	68%	11%	44%	19%	23%	46%	22%	16%	8%	1%	17%	24%	20%	47%	34%	48%	25%	41%	44%	12%	40%	14%	43%	
Sigma	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	631	377	1770	478	1677	106	2196	309	1944
	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/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/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/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	Valid License		Served as DD		Young Adults compared to Parents			Drunk texted Yes but just once as I learned my lesson	Never	Being shamed on social		Legal consequences		Impact of social media on drinking			Ride sharing apps			Past app usage					Social media usage													
		Yes	No	Yes	No	Better	Same	Worse			Yes more than once	T2B	B2B	T2B	B2B	Drink More	No Impact	Drink Less	More likely	No Impact	Less likely	Uber	Lyft	JustPark	Apps to help find public transit routes	Apps to help hail a taxi cab	Other	None of the above	Facebook - T2B	Facebook - B2B	Twitter - T2B	Twitter - B2B	Instagram - T2B	Instagram - B2B	Tumblr - T2B	Tumblr - B2B	Snapchat - T2B	Snapchat - B2B	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k	
Base: All Respondents (unwtd)	2404	2404	-	1709	695	1217	815	372	273	246	1885	992	1412	1513	891	79	1804	521	676	1504	224	525	75	35	268	352	116	1505	1558	572	445	1675	603	1538	135	2147	403	1829	
Base: All Respondents (wtd)	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	631	377	1770	478	1677	106	2196	309	1944	
Top 2 Box (Net)	1519	1519	-	1057	463	835	455	229	160	154	1205	889	630	1519	-	48	1059	413	490	876	153	296	46	30	148	231	86	944	963	391	258	1087	313	1025	88	1359	218	1191	
	63%	63%	-	66%	57%	68%	58%	59%	69%	80%	61%	93%	43%	100%	-	76%	58%	80%	75%	57%	73%	74%	90%	93%	72%	74%	79%	58%	63%	62%	68%	61%	65%	61%	62%	70%	62%	61%	
				D	FG	J	HJ	L	N	P*	S	a	UXYa*	**	a	a	a*	e	i*	k																			
Very concerned	1055	1055	-	725	330	567	308	181	93	94	869	660	395	1055	-	28	702	325	369	583	104	191	34	15	100	167	63	663	677	265	174	774	203	742	51	972	137	850	
	44%	44%	-	45%	41%	46%	39%	46%	40%	48%	44%	69%	27%	46%	-	44%	39%	63%	56%	38%	50%	48%	56%	48%	49%	53%	58%	40%	45%	48%	42%	53%	44%	48%	44%	44%	44%		
				F	L	N	*	OP	S	a	UXa*	**	a	a*																									
Somewhat concerned	464	464	-	331	133	268	147	48	68	60	336	229	235	464	-	20	356	87	122	294	48	105	12	14	48	64	23	281	287	126	84	312	110	284	37	387	81	341	
	19%	19%	-	21%	16%	22%	19%	12%	29%	31%	17%	24%	16%	31%	-	32%	20%	17%	19%	19%	23%	26%	24%	45%	23%	20%	21%	17%	19%	20%	22%	18%	23%	17%	34%	18%	26%	18%	
				D	G	G	J	J	L	N	PQ*	a	*	**	a	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Bottom 2 Box (Net)	885	885	-	538	346	390	334	161	70	40	775	64	820	-	885	15	764	106	165	664	56	102	5	2	57	83	23	695	556	240	119	684	165	652	18	837	91	753	
	37%	37%	-	34%	43%	32%	42%	41%	31%	20%	39%	7%	57%	-	100%	24%	42%	20%	25%	43%	27%	26%	10%	7%	28%	26%	21%	42%	37%	38%	32%	39%	35%	39%	17%	38%	30%	39%	
				C	E	E	I	HI	K	M	Q	RT	V	*	**	V	V	UVXYZ	d	h	j																		
Not very concerned	279	279	-	190	89	131	107	42	41	22	216	44	235	-	279	5	232	42	66	190	23	58	3	2	34	39	11	176	187	58	44	204	64	186	11	254	40	219	
	12%	12%	-	12%	11%	11%	14%	11%	18%	11%	11%	5%	16%	-	32%	7%	13%	8%	10%	12%	11%	15%	7%	7%	17%	13%	10%	11%	12%	12%	13%	11%	12%	13%	13%	11%	12%	13%	
				J	K	M	*	Q	*	**	a	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Not at all concerned	606	606	-	348	258	259	227	120	29	17	559	20	586	-	606	10	532	64	99	474	32	44	2	-	23	44	12	519	369	182	75	480	101	465	7	583	51	535	
	25%	25%	-	22%	32%	21%	29%	31%	13%	9%	28%	2%	40%	-	68%	16%	29%	12%	15%	31%	16%	11%	4%	-	11%	14%	11%	32%	24%	29%	20%	27%	21%	28%	7%	27%	17%	27%	
				C	E	E	I	HI	K	M	Q	RT	V	*	**	V	V	UVXYZ	d	h	j																		
Sigma	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	631	377	1770	478	1677	106	2196	309	1944	
	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, j/k
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B, C/D, E/F/G, H/I, J, K/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, 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	Valid License		Served as DD		Young Adults compared to Parents			Drunk texted		Never	Being shamed on social		Legal consequences		Impact of social media on drinking			Ride sharing apps			Past app usage					Social media usage												
		Yes	No	Yes	No	Better	Same	Worse	Yes more than once	Yes but just once as I learned my lesson		T2B	B2B	T2B	B2B	Drink More	No Impact	Drink Less	More likely	No Impact	Less likely	Uber	Lyft	JustPark	Apps to help find public transit routes	Apps to help hail a taxi cab	Other	None of the above	Facebook - T2B	Facebook - B2B	Twitter - T2B	Twitter - B2B	Instagram - T2B	Instagram - B2B	Tumblr - T2B	Tumblr - B2B	Snapchat - T2B	Snapchat - B2B	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k	
Base: All Respondents (unwtd)	2404	2404	-	1709	695	1217	815	372	273	246	1885	992	1412	1513	891	79	1804	521	676	1504	224	525	75	35	268	352	116	1505	1558	572	445	1675	603	1538	135	2147	403	1829	
Base: All Respondents (wtd)	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	631	377	1770	478	1677	106	2196	309	1944	
I drink more because it's fun for me and my friends to post photos of us having a good time while drinking.	62	62	-	58	4	21	27	15	38	6	18	50	12	48	15	62	-	36	19	7	34	13	9	15	15	5	15	44	12	30	23	44	8	22	35	37	18		
It doesn't impact my drinking either way.	1823	1823	-	1200	623	979	596	248	147	133	1542	544	1278	1059	764	-	1823	-	433	1310	80	252	30	14	124	199	68	1329	1148	498	223	1406	300	1339	39	1721	198	1521	
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	519	519	-	337	182	225	166	127	45	54	420	359	160	413	106	-	-	519	186	212	121	113	9	9	67	99	37	294	328	120	123	342	134	329	45	439	74	405	
Sigma	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	631	377	1770	478	1677	106	2196	309	1944	
	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, j/k
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B, C/D, E/F/G, H/I/J, K/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, 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	Valid License		Served as DD		Young Adults compared to Parents			Drunk texted Yes but just once as I learned my lesson	Never	Being shamed on social		Legal consequences		Impact of social media on drinking			Ride sharing apps			Past app usage					Social media usage													
		Yes	No	Yes	No	Better	Same	Worse			Yes more than once	T2B	B2B	T2B	B2B	Drink More	No Impact	Drink Less	More likely	No Impact	Less likely	Uber	Lyft	JustPark	Apps to help find public transit routes	Apps to help hail a taxi cab	Other	None of the above	Facebook - T2B	Facebook - B2B	Twitter - T2B	Twitter - B2B	Instagram - T2B	Instagram - B2B	Tumblr - T2B	Tumblr - B2B	Snapchat - T2B	Snapchat - B2B	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k	
Base: All Respondents (unwtd)	2404	2404	-	1709	695	1217	815	372	273	246	1885	992	1412	1513	891	79	1804	521	676	1504	224	525	75	35	268	352	116	1505	1558	572	445	1675	603	1538	135	2147	403	1829	
Base: All Respondents (wtd)	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	631	377	1770	478	1677	106	2196	309	1944	
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 to	655	655	-	474	181	359	177	120	87	78	491	350	306	490	165	36	433	186	655	-	-	228	29	16	118	182	52	249	470	116	137	442	177	392	46	576	131	469	
These apps don't have any impact on my planning.	27%	27%	-	30%	22%	29%	22%	31%	38%	40%	25%	37%	21%	32%	19%	58%	24%	36%	100%	-	-	57%	57%	50%	57%	58%	47%	15%	31%	18%	36%	25%	37%	23%	44%	26%	42%	24%	
These apps don't have any impact on my planning.	1540	1540	-	969	572	772	539	229	92	94	1354	479	1061	876	664	19	1310	212	-	1540	-	94	13	7	60	86	42	1305	928	457	189	1200	225	1184	36	1461	124	1347	
These apps don't have any impact on my planning.	64%	64%	-	61%	71%	63%	68%	59%	40%	49%	68%	50%	73%	58%	75%	30%	72%	41%	-	100%	-	23%	26%	23%	29%	27%	39%	80%	61%	72%	26%	50%	68%	47%	71%	34%	67%	40%	69%
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	208	-	152	56	94	73	42	52	21	135	124	84	153	56	7	80	121	-	-	208	77	9	9	28	46	15	85	121	59	51	128	77	101	24	159	54	128	
Sigma	9%	9%	-	10%	7%	8%	9%	11%	22%	11%	7%	13%	6%	10%	6%	12%	4%	23%	-	-	100%	19%	17%	27%	14%	15%	14%	5%	8%	9%	14%	7%	16%	6%	23%	7%	17%	7%	
	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	631	377	1770	478	1677	106	2196	309	1944	
	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, j/k
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B, C/D, E/F/G, H/I/J, K/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, 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	Valid License		Served as DD		Young Adults compared to Parents			Drunk texted Yes more than once	Drunk texted Yes but just once as I learned my lesson	Never	Being shamed on social		Legal consequences		Impact of social media on drinking			Ride sharing apps			Past app usage					Social media usage											
		Yes	No	Yes	No	Better	Same	Worse				T2B	B2B	T2B	B2B	Drink More	No Impact	Drink Less	More likely	No Impact	Less likely	Uber	Lyft	JustPark	Apps to help find public transit routes	Apps to help hail a taxi cab	Other	None of the above	Facebook - T2B	Facebook - B2B	Twitter - T2B	Twitter - B2B	Instagram - T2B	Instagram - B2B	Tumblr - T2B	Tumblr - B2B	Snapchat - T2B	Snapchat - B2B
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k	
Base: All Respondents (unwtd)	2404	2404	-	1709	695	1217	815	372	273	246	1885	992	1412	1513	891	79	1804	521	676	1504	224	525	75	35	268	352	116	1505	1558	572	445	1675	603	1538	135	2147	403	1829
Base: All Respondents (wtd)	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	621	377	1770	478	1677	106	2196	309	1944
Uber	399	399	-	352	47	196	131	71	104	87	207	235	164	296	102	34	252	113	228	94	77	399	34	18	84	101	17	289	70	152	194	198	133	56	303	149	194	
	17%	17%	-	22%	6%	16%	17%	18%	45%	45%	10%	25%	11%	20%	12%	54%	14%	22%	35%	6%	37%	100%	67%	55%	41%	32%	16%	-	19%	11%	40%	11%	41%	8%	53%	14%	48%	10%
				D				J	J		L	N			PQ*	P	S		S	VXYZa	XYZa*	**	YZa	Za	a*		c		e		g		i*		k			
Lyft	51	51	-	45	7	23	19	9	24	9	19	38	13	46	5	13	30	9	29	13	9	34	51	8	15	16	4	-	40	6	22	24	26	17	12	32	27	17
	2%	2%	-	3%	1%	2%	2%	2%	10%	5%	1%	4%	1%	3%	1%	20%	2%	4%	1%	4%	9%	100%	7%	5%	4%	-	3%	1%	6%	1%	6%	1%	12%	*	1%	9%	1%	
							J	J		L	N			PQ*	S		S		a	UVYZa*	**	a	a	a*		e		g		i*		k						
Apps to help find public transit routes	206	206	-	176	30	94	74	38	45	46	115	111	94	148	57	15	124	67	118	60	28	84	15	9	206	101	17	-	168	24	75	97	88	81	29	151	59	115
	9%	9%	-	11%	4%	8%	9%	10%	19%	24%	6%	12%	6%	10%	6%	23%	7%	13%	18%	4%	13%	21%	28%	27%	100%	32%	15%	-	11%	4%	20%	5%	18%	5%	27%	7%	19%	6%
							J	J		L	N			PQ*	P	S		S		a	a*	**	UVYZa	UZa	a*		c		e		g		i*		k			
Apps to help hail a taxi cab	314	314	-	259	55	161	90	63	57	47	210	175	139	231	83	15	199	99	182	86	46	101	16	11	101	314	27	-	238	50	84	189	118	169	32	260	79	213
	13%	13%	-	16%	7%	13%	11%	16%	25%	24%	11%	18%	10%	15%	9%	25%	11%	19%	28%	6%	22%	31%	33%	49%	100%	24%	-	16%	8%	22%	11%	25%	10%	30%	12%	25%	11%	
							J	J		L	N			P*	P	S		S		a	a*	**	UVZa	UVYZa	a*		c		e		g		i*		k			
JustPark	32	32	-	25	7	12	13	7	18	6	8	22	10	30	2	9	14	9	16	7	9	18	8	32	9	11	2	-	23	6	15	10	15	5	13	9	17	11
	1%	1%	-	2%	1%	2%	2%	2%	8%	3%	*	2%	1%	2%	*	14%	1%	2%	2%	*	4%	4%	16%	100%	4%	3%	2%	-	1%	1%	4%	1%	3%	*	12%	*	5%	1%
							J	J		L	N			PQ*	S		S		a	UXYZa*	**	a	a	a*		e		g		i*		k						
Other	110	110	-	81	29	49	38	23	15	11	83	66	44	86	23	5	68	37	52	42	15	17	4	2	17	27	110	-	90	11	11	73	28	69	3	103	18	83
	5%	5%	-	5%	4%	5%	6%	6%	7%	6%	4%	7%	3%	6%	3%	8%	4%	7%	8%	3%	7%	4%	8%	7%	8%	9%	100%	-	6%	2%	3%	4%	6%	4%	3%	5%	6%	4%
							J	J		L	N			*	P	S		S		a	a*	**	Ua	Ua	UVXYa*		c		e		g		i*		k			
None of the above	1639	1639	-	966	673	843	542	254	74	67	1497	513	1126	944	695	15	1329	294	249	1305	85	-	-	-	-	-	1639	955	510	155	1339	190	1314	20	1586	100	1481	
	68%	68%	-	61%	83%	69%	69%	65%	32%	35%	76%	54%	78%	62%	79%	25%	73%	57%	38%	85%	41%	-	-	-	-	-	100%	63%	81%	41%	76%	40%	78%	19%	72%	32%	76%	
							HI			L	K		M	*	OQ	O		RT		*	**	-	-	-	*	UVXYZ		b		d		f	*	h		j		
Sigma	2750	2750	-	1902	848	1378	906	465	337	274	2138	1160	1590	1781	968	105	2016	628	875	1607	268	652	128	79	431	569	176	1639	1802	677	515	1926	662	1788	166	2445	448	2114
	114%	114%	-	119%	105%	113%	115%	119%	146%	142%	108%	122%	110%	117%	109%	169%	111%	121%	133%	104%	129%	164%	249%	247%	209%	181%	100%	119%	107%	137%	109%	139%	107%	156%	111%	145%	109%	
Summary																																						
App user	765	765	-	629	136	382	247	136	156	126	483	441	324	576	190	47	493	225	406	235	124	399	51	32	206	314	110	-	565	121	222	431	288	363	86	609	210	463
	32%	32%	-	39%	17%	31%	31%	35%	68%	65%	24%	22%	31%	38%	21%	75%	27%	43%	62%	15%	59%	100%	100%	100%	100%	100%	100%	-	37%	19%	59%	24%	60%	22%	81%	28%	68%	24%
							J	J		L	N			PQ*	P	S		S		a	a*	**	a	a	a*		c		e		g		i*		k			
Non-users	1639	1639	-	966	673	843	542	254	74	67	1497	513	1126	944	695	15	1329	294	249	1305	85	-	-	-	-	-	1639	955	510	155	1339	190	1314	20	1586	100	1481	
	68%	68%	-	61%	83%	69%	69%	65%	32%	35%	76%	54%	78%	62%	79%	25%	73%	57%	38%	85%	41%	-	-	-	-	-	100%	63%	81%	41%	76%	40%	78%	19%	72%	32%	76%	
							HI			L	K		M	*	OQ	O		RT		*	**	-	-	-	*	UVXYZ		b		d		f	*	h		j		

Statistics:
 - Overlap formulae used
 - Column Proportions:
 Columns Tested (5%): A/B, C/D, E/F/G, H/I/J, K/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/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/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/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	Valid License		Served as DD		Young Adults compared to Parents			Drunk texted		Never	Being shamed on social		Legal consequences		Impact of social media on drinking			Ride sharing apps			Past app usage					Social media usage											
		Yes	No	Yes	No	Better	Same	Worse	Yes (more than once)	Yes (but just once as I learned my lesson)		T2B	B2B	T2B	B2B	Drink More	No Impact	Drink Less	More likely	No Impact	Less likely	Uber	Lyft	JustPark	Apps to help find public transit routes	Apps to help hail a taxi cab	Other	None of the above	Facebook - T2B	Facebook - B2B	Twitter - T2B	Twitter - B2B	Instagram - T2B	Instagram - B2B	Tumblr - T2B	Tumblr - B2B	Snapchat - T2B	Snapchat - B2B
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k	
Base: All Respondents (unwtd)	2404	2404	-	1709	695	1217	815	372	273	246	1885	992	1412	1513	891	79	1804	521	676	1504	224	525	75	35	268	352	116	1505	1558	572	445	1675	603	1538	135	2147	403	1829
Base: All Respondents (wtd)	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	621	377	1770	478	1677	106	2196	309	1944
Top 2 Box (Net)	1319	1319	-	934	385	683	424	212	150	133	1036	681	638	953	366	43	894	383	436	733	150	257	33	23	129	222	69	810	883	290	234	929	318	859	83	1170	216	1005
	55%	55%	-	59%	48%	56%	54%	54%	65%	69%	52%	71%	44%	63%	41%	68%	49%	74%	67%	48%	72%	65%	65%	73%	63%	71%	63%	49%	58%	46%	62%	52%	66%	51%	79%	53%	70%	52%
Strongly agree	677	677	-	467	210	343	208	126	64	55	559	371	306	494	183	18	426	233	252	353	71	122	15	8	65	119	45	419	466	134	131	131	163	449	45	604	106	523
	28%	28%	-	29%	26%	28%	26%	32%	28%	28%	28%	39%	21%	33%	21%	32%	23%	45%	39%	23%	34%	31%	29%	32%	38%	41%	26%	31%	21%	35%	27%	34%	27%	42%	28%	34%	27%	
Somewhat agree	642	642	-	466	176	340	216	85	86	78	478	310	332	459	183	25	468	149	184	380	79	135	18	16	64	103	24	391	417	156	103	458	154	410	39	566	109	482
	27%	27%	-	29%	22%	28%	27%	22%	37%	41%	24%	33%	23%	30%	21%	40%	26%	29%	28%	25%	38%	34%	36%	49%	31%	33%	22%	24%	27%	25%	27%	26%	32%	24%	36%	26%	35%	25%
Bottom 2 Box (Net)	1085	1085	-	661	424	541	365	179	81	60	944	272	813	566	519	20	929	136	219	807	58	141	18	8	77	92	41	828	637	341	143	841	160	818	23	1026	94	939
	45%	45%	-	41%	52%	44%	46%	46%	35%	31%	48%	29%	56%	37%	59%	32%	51%	26%	33%	52%	28%	35%	35%	27%	37%	29%	37%	51%	42%	54%	38%	48%	34%	49%	21%	47%	30%	48%
Somewhat disagree	389	389	-	268	121	194	146	49	43	30	316	126	263	236	153	13	327	49	99	261	29	69	7	5	45	42	18	270	241	106	71	268	76	259	13	352	53	305
	16%	16%	-	17%	15%	16%	19%	12%	19%	16%	16%	13%	18%	16%	17%	20%	18%	9%	15%	17%	14%	17%	13%	16%	22%	13%	16%	16%	17%	19%	15%	16%	15%	12%	16%	17%	16%	
Strongly disagree	696	696	-	394	303	347	219	130	38	30	628	146	550	330	367	7	602	87	121	546	29	72	11	3	32	50	23	558	396	235	72	574	85	559	10	674	41	634
	29%	29%	-	25%	37%	28%	28%	33%	17%	16%	32%	15%	38%	22%	41%	11%	33%	17%	18%	35%	14%	18%	22%	10%	15%	21%	34%	26%	37%	37%	32%	18%	33%	9%	31%	13%	33%	
Sigma	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	631	377	1770	478	1677	106	2196	309	1944
	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, j/k
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B, C/D, E/F/G, H/I/J, K/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, 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	Valid License		Served as DD		Young Adults compared to Parents			Drunk texted		Being shamed on social		Legal consequences		Impact of social media on drinking			Ride sharing apps			Past app usage					Social media usage												
		Yes	No	Yes	No	Better	Same	Worse	Yes more than once	Yes but just once as I learned my lesson	Never	T2B	B2B	T2B	B2B	Drink More	No Impact	Drink Less	More likely	No Impact	Less likely	Uber	Lyft	JustPark	Apps to help find public transit routes	Apps to help hail a taxi cab	Other	None of the above	Facebook - T2B	Facebook - B2B	Twitter - T2B	Twitter - B2B	Instagram - T2B	Instagram - B2B	Tumblr - T2B	Tumblr - B2B	Snapchat - T2B	Snapchat - B2B
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k
Base: All Answering (unwtd)	519	519	-	465	54	239	175	105	273	246	-	321	198	384	135	60	327	132	198	222	99	262	51	29	120	134	36	146	409	66	182	261	285	162	82	373	224	228
Base: All Answering (wtd)	424	424	-	377	47	194	144	85	231	193	-	252	172	314	110	45	280	99	164	187	73	192	32	24	91	104	26	142	331	61	137	226	209	146	61	312	172	201
Top 2 Box (Net)	280	280	-	251	29	125	96	58	159	121	-	196	84	223	57	34	173	73	110	110	60	138	26	18	69	71	18	77	223	32	107	130	143	84	54	190	124	119
	66%	66%	-	67%	61%	65%	67%	68%	69%	62%	-	78%	49%	71%	52%	76%	62%	73%	67%	59%	83%	72%	81%	74%	76%	68%	67%	54%	67%	53%	78%	57%	68%	57%	61%	72%	59%	
Strongly agree	98	98	-	86	12	45	33	21	65	33	-	72	27	77	21	19	52	28	44	28	26	51	11	8	24	29	5	20	77	11	39	48	57	24	26	64	48	36
	23%	23%	-	23%	26%	23%	23%	25%	28%	17%	-	28%	16%	25%	19%	42%	18%	28%	27%	15%	36%	27%	33%	35%	26%	28%	17%	14%	23%	17%	28%	27%	16%	42%	21%	28%	18%	
Somewhat agree	182	182	-	165	17	81	64	37	94	88	-	124	57	145	36	15	122	45	66	82	34	87	16	10	45	42	13	57	146	21	68	81	86	60	28	126	76	83
	43%	43%	-	44%	35%	42%	44%	43%	41%	45%	-	49%	33%	46%	33%	34%	44%	45%	40%	44%	47%	45%	48%	39%	50%	40%	50%	40%	44%	35%	50%	36%	41%	41%	45%	40%	44%	41%
Bottom 2 Box (Net)	144	144	-	125	18	69	48	27	71	72	-	56	88	91	53	11	107	26	54	77	13	54	6	22	33	9	65	108	29	30	96	66	62	8	121	48	82	
	34%	34%	-	33%	39%	35%	33%	32%	31%	38%	-	22%	51%	29%	48%	24%	38%	27%	33%	41%	17%	28%	19%	6	26	24%	32%	33%	47%	33%	32%	43%	32%	43%	13%	39%	28%	41%
Somewhat disagree	92	92	-	83	9	42	37	13	45	47	-	39	53	54	38	5	67	19	31	54	7	36	3	3	13	25	7	37	76	11	17	60	48	36	4	77	33	48
	22%	22%	-	22%	19%	22%	25%	15%	20%	24%	-	15%	31%	17%	35%	12%	24%	20%	19%	29%	10%	19%	10%	14%	14%	24%	26%	26%	23%	18%	13%	27%	23%	25%	6%	25%	19%	24%
Strongly disagree	52	52	-	42	9	27	11	14	26	26	-	17	34	37	14	5	39	7	23	24	5	18	3	3	9	8	2	28	32	18	13	36	18	26	4	45	15	34
	12%	12%	-	11%	20%	14%	8%	17%	11%	13%	-	7%	20%	12%	13%	12%	14%	7%	14%	13%	7%	9%	9%	12%	10%	8%	7%	20%	10%	29%	10%	9%	18%	6%	14%	9%	17%	
Sigma	424	424	-	377	47	194	144	85	231	193	-	252	172	314	110	45	280	99	164	187	73	192	32	24	91	104	26	142	331	61	137	226	209	146	61	312	172	201
	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, j/k
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B, C/D, E/F/G, H/I/J, K/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, 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	Valid License		Served as DD		Young Adults compared to Parents			Drunk texted	Never	Being shamed on social		Legal consequences		Impact of social media on drinking			Ride sharing apps			Past app usage					Social media usage													
		Yes	No	Yes	No	Better	Same	Worse	Yes (more than once)		Yes (but just once as I learned my lesson)	T2B	B2B	T2B	B2B	Drink More	No Impact	Drink Less	More likely	No Impact	Less likely	Uber	Lyft	JustPark	Apps to help find public transit routes	Apps to help hail a taxi cab	Other	None of the above	Facebook - T2B	Facebook - B2B	Twitter - T2B	Twitter - B2B	Instagram - T2B	Instagram - B2B	Tumblr - T2B	Tumblr - B2B	Snapchat - T2B	Snapchat - B2B	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k	
Base: All Respondents (unwtd)	2404	2404	-	1709	695	1217	815	372	273	246	1885	992	1412	1513	891	79	1804	521	676	1504	224	525	75	35	268	352	116	1505	1558	572	445	1675	603	1538	135	2147	403	1829	
Base: All Respondents (wtd)	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	621	377	1770	478	1677	106	2196	309	1944	
Top 2 Box (Net)	600	600	-	461	139	256	229	116	118	92	390	389	211	460	140	40	373	187	237	265	97	179	28	29	91	143	35	263	447	96	182	327	200	312	75	473	157	382	
	25%	25%	-	29%	17%	21%	29%	30%	51%	48%	20%	41%	15%	30%	16%	64%	20%	36%	36%	17%	47%	45%	54%	92%	44%	46%	32%	16%	29%	15%	48%	18%	42%	19%	71%	22%	51%	20%	
				D		E	E	J	J		L	N		PQ*		P	S		RS	Za	Za*	**	a	Za	a*		c		e		g		i*		k				
Strongly agree	137	137	-	109	27	45	56	35	40	19	78	108	29	112	25	13	60	63	61	34	47	13	14	22	48	11	42	101	17	63	57	62	57	38	88	48	76		
	6%	6%	-	7%	3%	4%	7%	9%	17%	10%	4%	11%	2%	7%	3%	22%	3%	12%	9%	3%	16%	12%	25%	43%	11%	15%	10%	3%	7%	3%	17%	3%	13%	3%	36%	4%	15%	4%	
					E	U	J		N			S		a	UXZa*	**	a	a	a*		c		e		g		i*		k										
Somewhat agree	463	463	-	352	112	210	172	81	78	73	312	281	182	348	115	26	313	125	176	224	63	133	15	16	69	96	24	221	346	79	119	270	138	254	37	384	109	306	
	19%	19%	-	22%	14%	17%	22%	21%	34%	38%	16%	29%	13%	23%	13%	42%	17%	24%	27%	15%	30%	33%	29%	49%	34%	30%	22%	13%	23%	13%	32%	15%	29%	15%	35%	18%	35%	16%	
						J	J		N			S		a*	**	a	a	a*		c		e		g		i*		k											
Bottom 2 Box (Net)	1804	1804	-	1134	670	969	560	275	113	101	1590	564	1240	1060	744	23	1450	331	418	1275	111	219	24	2	115	171	74	1376	1073	535	195	1444	278	1365	31	1723	152	1562	
	75%	75%	-	71%	33%	79%	71%	70%	49%	52%	80%	59%	85%	70%	84%	36%	80%	64%	64%	83%	53%	55%	46%	8%	56%	54%	68%	84%	71%	85%	52%	82%	58%	81%	29%	78%	49%	80%	
							HI		K			T	RT		*	**	UVV*	UVVYZ		UVV*	UVVYZ		b		d		f		h		j								
Somewhat disagree	577	577	-	413	164	307	185	85	56	57	465	248	330	363	215	14	430	133	191	332	54	138	8	2	77	88	22	353	383	124	114	393	151	361	20	523	96	437	
	24%	24%	-	26%	20%	25%	24%	22%	24%	29%	23%	26%	23%	24%	24%	23%	24%	26%	29%	22%	26%	35%	16%	8%	38%	28%	20%	22%	25%	20%	30%	22%	31%	22%	18%	24%	31%	22%	
							*						VZa	*	**	VYZa		*	**	VYZa		e		g		i		k											
Strongly disagree	1227	1227	-	721	506	662	375	190	57	44	1125	317	910	697	530	8	1020	199	227	943	57	82	15	-	37	82	52	1022	689	411	80	1051	127	1004	11	1200	56	1125	
	51%	51%	-	45%	62%	54%	48%	49%	25%	23%	57%	33%	63%	46%	60%	13%	56%	38%	35%	61%	28%	20%	30%	-	18%	26%	48%	62%	65%	65%	21%	59%	27%	60%	11%	55%	18%	58%	
							HI		K					*	**	X		*	**	UXY*	UVVYZ		b		d		f		h		j								
Sigma	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	631	377	1770	478	1677	106	2196	309	1944	
	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, j/k
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B, C/D, E/F/G, H/I/J, K/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, 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	Valid License		Served as DD		Young Adults compared to Parents			Drunk texted Yes (more than once)	Drunk texted Yes (but just once as I learned my lesson)	Never	Being shamed on social		Legal consequences		Impact of social media on drinking			Ride sharing apps			Past app usage					Social media usage												
		Yes	No	Yes	No	Better	Same	Worse				T2B	B2B	T2B	B2B	Drink More	No Impact	Drink Less	More likely	No Impact	Less likely	Uber	Lyft	JustPark	Apps to help find public transit routes	Apps to help hail a taxi cab	Other	None of the above	Facebook - T2B	Facebook - B2B	Twitter - T2B	Twitter - B2B	Instagram - T2B	Instagram - B2B	Tumblr - T2B	Tumblr - B2B	Snapchat - T2B	Snapchat - B2B	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k	
Base: All Respondents (unwtd)	2404	2404	-	1709	695	1217	815	372	273	246	1885	992	1412	1513	891	79	1804	521	676	1504	224	525	75	35	268	352	116	1505	1558	572	445	1675	603	1538	135	2147	403	1829	
Base: All Respondents (wtd)	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	621	377	1770	478	1677	106	2196	309	1944	
Top 2 Box (Net)	612	612	-	466	145	273	236	104	115	109	388	402	210	464	148	40	364	208	272	249	91	209	24	18	104	141	31	261	451	94	186	341	209	323	66	490	159	387	
	25%	25%	-	29%	18%	22%	30%	27%	50%	56%	20%	42%	14%	31%	17%	64%	20%	40%	41%	16%	43%	52%	46%	58%	51%	45%	28%	16%	30%	15%	49%	19%	44%	19%	62%	22%	51%	20%	
Strongly agree	161	161	-	128	33	66	73	22	42	23	97	130	31	129	32	18	70	73	76	47	38	60	10	13	25	53	13	54	114	26	64	79	68	77	30	118	57	90	
	7%	7%	-	8%	4%	5%	9%	6%	18%	12%	5%	14%	2%	8%	4%	30%	4%	14%	12%	3%	18%	15%	19%	39%	12%	17%	3%	7%	4%	17%	4%	14%	5%	28%	5%	18%	5%		
				D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k		
				D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k		
				D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k		
				D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k		
Bottom 2 Box (Net)	1792	1792	-	1129	664	952	553	287	116	85	1592	551	1241	1056	737	23	1459	311	384	1291	118	190	28	13	101	173	78	1378	1069	537	191	1429	269	1354	40	1706	151	1557	
	75%	75%	-	71%	82%	78%	70%	73%	50%	44%	80%	58%	86%	69%	83%	36%	80%	60%	59%	84%	57%	48%	54%	42%	49%	55%	72%	84%	70%	85%	51%	81%	56%	81%	78%	49%	80%		
Somewhat disagree	524	524	-	383	141	261	171	92	59	50	414	223	301	343	180	11	403	110	154	319	51	97	12	13	65	86	29	320	359	113	90	354	128	317	28	461	88	395	
	22%	22%	-	24%	17%	21%	22%	24%	26%	26%	21%	23%	21%	23%	20%	17%	22%	21%	23%	21%	25%	24%	24%	42%	32%	27%	26%	20%	24%	18%	24%	24%	20%	27%	19%	27%	21%	29%	20%
Strongly disagree	1269	1269	-	746	523	692	383	194	56	34	1178	328	941	712	557	12	1056	201	230	972	67	93	15	-	36	87	50	1058	709	425	101	1074	141	1038	12	1245	62	1162	
	53%	53%	-	47%	65%	56%	49%	50%	24%	18%	59%	34%	65%	47%	63%	19%	58%	39%	35%	63%	32%	23%	30%	-	18%	28%	45%	65%	47%	67%	27%	61%	29%	62%	11%	57%	20%	60%	
				D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k		
				D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k		
				D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k		
				D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k		
Sigma	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	621	377	1770	478	1677	106	2196	309	1944	
	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, j/k
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B, C/D, E/F/G, H/I/J, K/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, 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	Valid License		Served as DD		Young Adults compared to Parents			Drunk texted Yes but just once as I learned my lesson	Never	Being shamed on social		Legal consequences		Impact of social media on drinking			Ride sharing apps			Past app usage					Social media usage													
		Yes	No	Yes	No	Better	Same	Worse			T2B	B2B	T2B	B2B	Drink More	No Impact	Drink Less	More likely	No Impact	Less likely	Uber	Lyft	JustPark	Apps to help find public transit routes	Apps to help hail a taxi cab	Other	None of the above	Facebook - T2B	Facebook - B2B	Twitter - T2B	Twitter - B2B	Instagram - T2B	Instagram - B2B	Tumblr - T2B	Tumblr - B2B	Snapchat - T2B	Snapchat - B2B		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k		
Base: All Respondents (unwtd)	2404	2404	-	1709	695	1217	815	372	273	246	1885	992	1412	1513	891	79	1804	521	676	1504	224	525	75	35	268	352	116	1505	1558	572	445	1675	603	1538	135	2147	403	1829	
Base: All Respondents (wtd)	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	631	377	1770	478	1677	106	2196	309	1944	
Top 2 Box (Net)	589	589	-	472	118	254	223	112	112	98	379	400	189	459	130	40	343	206	261	231	98	207	27	21	96	137	45	235	437	91	170	345	200	306	75	468	144	391	
	25%	25%	-	30%	15%	21%	28%	29%	49%	51%	19%	42%	13%	30%	15%	64%	19%	40%	40%	15%	47%	52%	53%	66%	47%	44%	41%	14%	29%	14%	45%	20%	42%	18%	71%	21%	47%	20%	
				D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k		
Strongly agree	185	185	-	149	36	82	60	44	42	20	123	148	38	150	35	15	83	88	93	36	72	10	10	32	58	21	61	144	26	70	99	80	87	35	139	49	122		
	8%	8%	-	9%	4%	7%	8%	11%	18%	11%	6%	15%	3%	10%	4%	23%	5%	17%	14%	4%	17%	18%	19%	32%	15%	19%	4%	9%	18%	4%	19%	17%	5%	33%	6%	16%	6%		
				D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k		
Somewhat agree	404	404	-	323	82	172	163	68	70	78	256	252	152	309	95	26	260	119	168	174	62	134	18	11	64	79	25	174	293	65	100	247	120	219	40	329	96	269	
	17%	17%	-	20%	10%	14%	21%	18%	30%	40%	13%	26%	10%	20%	11%	41%	14%	23%	26%	11%	30%	34%	35%	34%	31%	25%	11%	19%	10%	27%	14%	25%	13%	38%	15%	31%	14%		
				D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k		
Bottom 2 Box (Net)	1815	1815	-	1123	691	971	566	278	119	95	1601	553	1261	1060	755	22	1480	312	395	1310	110	192	24	11	110	177	64	1404	1083	540	207	1425	278	1371	31	1728	165	1553	
	75%	75%	-	70%	35%	79%	72%	71%	51%	49%	81%	58%	87%	70%	85%	36%	81%	60%	60%	85%	53%	48%	47%	34%	53%	56%	59%	86%	71%	86%	55%	80%	58%	82%	29%	79%	53%	80%	
				C	FG																																		
Somewhat disagree	552	552	-	383	170	296	171	85	60	56	435	226	326	359	193	8	436	108	163	343	47	92	8	8	66	88	18	366	398	102	101	378	125	366	21	498	87	416	
	23%	23%	-	24%	21%	24%	22%	22%	26%	29%	22%	24%	22%	24%	22%	13%	24%	21%	25%	22%	23%	16%	24%	32%	28%	16%	22%	26%	16%	27%	21%	26%	22%	20%	23%	28%	21%	21%	
				D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k		
Strongly disagree	1262	1262	-	741	522	675	395	193	58	39	1165	327	935	701	561	14	1044	205	232	967	64	100	16	3	44	89	47	1038	684	438	106	1047	153	1005	9	1229	78	1137	
	53%	53%	-	46%	64%	55%	50%	49%	25%	20%	59%	34%	64%	46%	63%	22%	57%	39%	35%	63%	31%	25%	31%	11%	21%	28%	42%	63%	69%	28%	59%	32%	60%	9%	56%	4%	59%		
				C	FG																																		
Sigma	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	631	377	1770	478	1677	106	2196	309	1944	
	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, j/k
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B, C/D, E/F/G, H/I/J, K/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, 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	Valid License		Served as DD		Young Adults compared to Parents			Drunk texted		Being shamed on social		Legal consequences		Impact of social media on drinking			Ride sharing apps			Past app usage					Social media usage													
		Yes	No	Yes	No	Better	Same	Worse	Yes (more than once)	Yes (but just once as I learned my lesson)	Never	T2B	B2B	T2B	B2B	Drink More	No Impact	Drink Less	More likely	No Impact	Less likely	Uber	Lyft	JustPark	Apps to help find public transit routes	Apps to help hail a taxi cab	Other	None of the above	Facebook - T2B	Facebook - B2B	Twitter - T2B	Twitter - B2B	Instagram - T2B	Instagram - B2B	Tumblr - T2B	Tumblr - B2B	Snapchat - T2B	Snapchat - B2B	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k	
Base: All Respondents (unwtd)	2404	2404	-	1709	695	1217	815	372	273	246	1885	992	1412	1513	891	79	1804	521	676	1504	224	525	75	35	268	352	116	1505	1558	572	445	1675	603	1538	135	2147	403	1829	
Base: All Respondents (wtd)	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	631	377	1770	478	1677	106	2196	309	1944	
Top 2 Box (Net)	584	584	-	462	122	266	211	107	130	104	350	356	228	439	145	48	380	156	222	259	103	210	31	26	104	132	36	242	446	83	156	340	226	284	63	465	178	357	
	24%	24%	-	29%	15%	22%	27%	27%	56%	54%	18%	37%	16%	29%	16%	77%	21%	30%	34%	17%	49%	53%	61%	83%	51%	42%	33%	15%	29%	13%	41%	19%	47%	17%	59%	21%	57%	18%	
				D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k		
Strongly agree	127	127	-	105	22	45	55	28	58	27	43	99	29	99	29	22	63	43	47	42	39	54	13	12	32	41	9	31	101	12	44	70	64	43	30	83	61	51	
	5%	5%	-	7%	3%	4%	7%	7%	25%	14%	2%	10%	2%	6%	3%	35%	3%	8%	7%	3%	19%	14%	25%	37%	16%	13%	8%	2%	7%	2%	12%	4%	13%	3%	28%	4%	20%	3%	
Somewhat agree	457	457	-	357	99	221	157	79	73	77	307	257	199	340	117	26	318	113	175	217	64	156	19	15	72	91	26	211	345	71	111	269	162	241	33	382	116	306	
	19%	19%	-	22%	12%	18%	20%	20%	31%	40%	16%	27%	14%	22%	13%	41%	17%	22%	27%	14%	31%	39%	37%	46%	35%	29%	24%	13%	23%	11%	30%	15%	34%	14%	31%	17%	38%	16%	
Bottom 2 Box (Net)	1820	1820	-	1133	687	959	577	284	100	90	1630	598	1222	1081	739	15	1442	363	434	1281	106	189	20	5	101	182	74	1397	1073	548	221	1431	252	1393	43	1731	132	1587	
	76%	76%	-	71%	35%	78%	73%	73%	44%	46%	82%	63%	84%	71%	84%	23%	79%	70%	66%	83%	51%	47%	39%	17%	49%	58%	67%	85%	71%	87%	59%	81%	53%	83%	41%	79%	43%	82%	
Somewhat disagree	623	623	-	446	178	351	189	84	63	51	509	250	373	416	207	8	485	130	186	389	48	111	12	3	67	86	26	417	414	138	102	450	136	415	26	562	72	496	
	26%	26%	-	28%	22%	29%	24%	21%	27%	27%	26%	26%	27%	23%	13%	27%	25%	28%	23%	28%	23%	9%	33%	27%	24%	25%	27%	22%	22%	27%	25%	29%	25%	25%	26%	23%	26%		
Strongly disagree	1197	1197	-	687	509	608	389	200	38	38	1121	347	849	664	532	7	957	233	247	892	57	77	8	3	34	96	48	981	659	410	119	981	17	1169	60	1091			
	50%	50%	-	43%	63%	50%	49%	51%	16%	20%	57%	36%	59%	44%	60%	11%	53%	45%	38%	58%	27%	19%	16%	8%	17%	31%	43%	60%	43%	65%	32%	55%	24%	58%	16%	53%	19%	56%	
Sigma	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	631	377	1770	478	1677	106	2196	309	1944	
	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, j/k
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B, C/D, E/F/G, H/I/J, K/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, 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	Valid License		Served as DD		Young Adults compared to Parents			Drunk texted Yes but just once as I learned my lesson	Never	Being shamed on social		Legal consequences			Impact of social media on drinking			Ride sharing apps			Past app usage					Social media usage												
		Yes	No	Yes	No	Better	Same	Worse			Yes more than once	T2B	B2B	T2B	B2B	Drink More	No Impact	Drink Less	More likely	No Impact	Less likely	Uber	Lyft	JustPark	Apps to help find public transit routes	Apps to help hail a taxi cab	Other	None of the above	Facebook - T2B	Facebook - B2B	Twitter - T2B	Twitter - B2B	Instagram - T2B	Instagram - B2B	Tumblr - T2B	Tumblr - B2B	Snapchat - T2B	Snapchat - B2B	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k	
Base: All Respondents (unwtd)	2404	2404	-	1709	695	1217	815	372	273	246	1885	992	1412	1513	891	79	1804	521	676	1504	224	525	75	35	268	352	116	1505	1558	572	445	1675	603	1538	135	2147	403	1829	
Base: All Respondents (wtd)	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	621	377	1770	478	1677	106	2196	309	1944	
Top 2 Box (Net)	1893	1893	-	1327	566	1018	584	291	183	163	1547	801	1092	1275	619	48	1416	429	588	1166	139	335	39	24	175	267	88	1254	1231	467	322	1363	393	1301	95	1714	257	1516	
	79%	79%	-	83%	70%	83%	74%	75%	80%	84%	78%	84%	75%	84%	70%	77%	78%	83%	90%	76%	67%	84%	76%	75%	85%	85%	80%	77%	81%	74%	85%	77%	82%	78%	90%	78%	83%	78%	
				D	FG							L	N		*			ST	T		a	*	**	a	a	*		c		e				i*					
Strongly agree	1153	1153	-	814	339	635	334	184	85	103	965	465	688	750	403	21	859	274	395	697	61	186	21	13	103	169	61	781	789	250	203	826	234	792	53	1058	141	943	
	48%	48%	-	51%	42%	47%	47%	47%	37%	53%	49%	47%	47%	49%	46%	33%	47%	53%	60%	45%	29%	47%	41%	40%	50%	54%	56%	48%	52%	40%	54%	47%	49%	47%	50%	48%	46%	49%	
				D	F	H	H					H	H		*	O	O	ST	T		U	*	**	U	*		c		e					*					
Somewhat agree	740	740	-	513	228	383	250	107	98	60	582	336	404	525	216	28	557	155	193	469	78	148	18	11	71	97	27	473	442	217	119	537	160	508	43	656	115	573	
	31%	31%	-	32%	28%	31%	32%	27%	43%	31%	29%	35%	28%	35%	24%	44%	31%	30%	30%	30%	37%	37%	35%	35%	35%	31%	24%	29%	29%	34%	32%	30%	33%	30%	40%	30%	37%	29%	
				U	L	N						L	N		PQ*						Za	*	**		*		*							i*					
Bottom 2 Box (Net)	511	511	-	268	243	207	205	99	47	30	433	152	358	244	266	14	406	90	67	374	69	64	12	8	31	47	22	384	288	164	55	407	85	376	11	482	53	428	
	21%	21%	-	17%	30%	17%	26%	25%	20%	16%	22%	16%	25%	16%	30%	23%	22%	17%	10%	24%	33%	16%	24%	15%	15%	20%	23%	19%	26%	15%	23%	18%	22%	10%	22%	17%	22%		
				C	E	E						K			*				R	RS	*	**	*	UXY	*		*	UXY	b	d				*	h				
Somewhat disagree	199	199	-	137	63	93	82	24	36	23	140	73	126	123	76	10	155	34	32	124	43	47	7	8	21	25	9	119	126	51	34	139	47	119	7	176	38	145	
	8%	8%	-	9%	8%	8%	10%	6%	16%	12%	7%	8%	9%	8%	9%	16%	9%	7%	5%	8%	21%	12%	13%	24%	10%	8%	8%	7%	8%	8%	9%	8%	10%	7%	7%	8%	12%	7%	
				J	J							J			Q*				R	RS	a	*	**		*		*							*					
Strongly disagree	311	311	-	131	180	114	122	75	11	8	293	79	232	122	190	4	251	56	35	250	27	17	5	*	10	22	13	265	162	113	21	268	37	257	3	306	15	283	
	13%	13%	-	8%	22%	9%	16%	19%	5%	4%	15%	8%	16%	8%	21%	7%	14%	11%	5%	16%	13%	4%	10%	1%	5%	7%	12%	16%	11%	18%	6%	15%	8%	15%	3%	14%	5%	15%	
				C	E	E						K			M	*			R	R	*	**	*	UX*	UXY	*		UX*	UXY	b	d				*	h			
Sigma	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	631	377	1770	478	1677	106	2196	309	1944	
	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, j/k
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B, C/D, E/F/G, H/I/J, K/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, 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	Valid License		Served as DD		Young Adults compared to Parents			Drunk texted		Being shamed on social		Legal consequences		Impact of social media on drinking			Ride sharing apps			Past app usage					Social media usage													
		Yes	No	Yes	No	Better	Same	Worse	Yes (more than once)	Yes (but just once as I learned my lesson)	Never	T2B	B2B	T2B	B2B	Drink More	No Impact	Drink Less	More likely	No Impact	Less likely	Uber	Lyft	JustPark	Apps to help find public transit routes	Apps to help hail a taxi cab	Other	None of the above	Facebook - T2B	Facebook - B2B	Twitter - T2B	Twitter - B2B	Instagram - T2B	Instagram - B2B	Tumblr - T2B	Tumblr - B2B	Snapchat - T2B	Snapchat - B2B	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k	
Base: All Answering (unwtd)	2084	2084	-	1545	539	1052	703	329	266	243	1575	917	1167	1325	759	77	1534	473	634	1244	206	513	73	35	265	342	114	1209	1558	252	445	1355	603	1218	135	1827	403	1509	
Base: All Answering (wtd)	2029	2029	-	1413	616	1029	667	333	222	191	1616	857	1172	1288	742	62	1512	456	604	1244	182	387	49	32	203	296	108	1295	1520	257	377	1396	478	1302	106	1821	309	1570	
Top 2 Box (Net)	362	362	-	297	65	129	146	87	125	75	161	249	113	275	87	38	207	117	135	154	73	150	21	22	67	78	16	125	281	40	120	190	161	143	61	263	135	187	
	18%	18%	-	21%	11%	13%	22%	26%	56%	39%	10%	29%	10%	21%	12%	61%	14%	26%	22%	12%	40%	39%	44%	69%	33%	26%	15%	10%	19%	16%	32%	14%	34%	11%	57%	14%	44%	12%	
				D		E	E	U	J		L	N	PQ*	P	S	RS	YZa	YZa*	**	Za	Za	*																	
Strongly agree	106	106	-	91	15	37	43	26	48	23	34	78	28	86	20	18	40	48	39	35	32	53	11	13	23	29	6	22	83	11	54	39	59	33	32	62	45	49	
	5%	5%	-	6%	2%	4%	6%	8%	22%	12%	2%	9%	2%	7%	3%	29%	3%	11%	6%	3%	18%	14%	23%	40%	11%	10%	6%	2%	5%	4%	14%	3%	12%	3%	30%	3%	14%	3%	
					E	U	J		N	PQ*	P	S	RS	Za	YZa*	**	a	a	a*																				
Somewhat agree	256	256	-	206	50	92	104	60	77	52	127	171	85	189	67	20	168	68	96	119	40	98	10	9	44	49	10	102	198	29	66	151	102	110	29	200	90	138	
	13%	13%	-	15%	8%	9%	16%	18%	35%	27%	8%	20%	7%	15%	9%	32%	11%	15%	16%	10%	22%	25%	21%	29%	22%	16%	9%	8%	13%	11%	17%	11%	21%	8%	27%	11%	29%	9%	
					E	J	J		N	PQ*	S	S	YZa	a*	**	Za	a	*																					
Bottom 2 Box (Net)	1668	1668	-	1117	551	900	521	246	97	116	1455	608	1059	1013	654	24	1304	339	468	1090	109	237	27	10	136	218	92	1170	1238	216	257	1206	317	1160	45	1559	174	1383	
	82%	82%	-	79%	89%	87%	78%	74%	44%	61%	90%	71%	90%	79%	88%	39%	86%	74%	78%	88%	60%	61%	56%	67%	74%	85%	90%	81%	84%	68%	86%	66%	89%	85%	43%	86%	56%	88%	
								H	HI	K	M	*	OQ	O	T	RT																							
Somewhat disagree	490	490	-	366	124	262	158	69	54	63	372	218	272	340	149	14	372	104	159	279	51	113	15	7	71	89	26	276	385	54	106	300	141	276	15	430	93	341	
	24%	24%	-	26%	20%	25%	24%	21%	25%	33%	23%	25%	23%	26%	20%	22%	25%	23%	26%	22%	28%	29%	30%	21%	35%	30%	24%	21%	25%	21%	28%	21%	30%	21%	14%	24%	30%	22%	
								J		N			*																										
Strongly disagree	1178	1178	-	751	427	638	363	177	42	53	1082	390	788	673	505	10	932	235	310	810	58	124	12	3	65	129	66	894	853	162	151	906	175	884	30	1129	81	1041	
	58%	58%	-	53%	69%	62%	54%	53%	19%	28%	67%	46%	67%	52%	68%	17%	62%	52%	51%	65%	32%	32%	26%	11%	32%	44%	51%	69%	56%	63%	40%	65%	37%	68%	28%	62%	26%	66%	
								HI		K	M	*	OQ	O	T	RT																							
Sigma	2029	2029	-	1413	616	1029	667	333	222	191	1616	857	1172	1288	742	62	1512	456	604	1244	182	387	49	32	203	296	108	1295	1520	257	377	1396	478	1302	106	1821	309	1570	
	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, j/k
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B, C/D, E/F/G, H/I/J, K/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, 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	Valid License		Served as DD		Young Adults compared to Parents			Drunk texted		Never	Being shamed on social		Legal consequences		Impact of social media on drinking				Ride sharing apps			Past app usage					Social media usage											
		Yes	No	Yes	No	Better	Same	Worse	Yes (more than once)	Yes (but just once as I learned my lesson)		T2B	B2B	T2B	B2B	Drink More	No Impact	Drink Less	More likely	No Impact	Less likely	Uber	Lyft	JustPark	Apps to help find public transit routes	Apps to help hail a taxi cab	Other	None of the above	Facebook - T2B	Facebook - B2B	Twitter - T2B	Twitter - B2B	Instagram - T2B	Instagram - B2B	Tumblr - T2B	Tumblr - B2B	Snapchat - T2B	Snapchat - B2B	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k	
Base: All Respondents (unwtd)	2404	2404	-	1709	695	1217	815	372	273	246	1885	992	1412	1513	891	79	1804	521	676	1504	224	525	75	35	268	352	116	1505	1558	572	445	1675	603	1538	135	2147	403	1829	
Base: All Respondents (wtd)	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	621	377	1770	478	1677	106	2196	309	1944	
Top 2 Box (Net)	370	370	-	293	77	139	157	74	107	75	188	277	93	309	61	38	205	128	136	149	85	141	27	16	54	88	25	134	265	70	111	212	145	177	56	280	111	217	
	15%	15%	-	18%	9%	11%	20%	19%	46%	39%	9%	29%	6%	20%	7%	60%	11%	25%	21%	10%	41%	35%	53%	50%	26%	28%	23%	8%	17%	11%	29%	12%	30%	11%	53%	13%	36%	11%	
				D		E	E	J	J	J	L	N	PQ*	P	S	RS	XYZa	UXYZa*	**	a	a	a*					c	e											
Strongly agree	115	115	-	93	22	44	43	28	44	25	47	93	22	99	17	18	48	49	42	38	36	46	14	7	19	32	5	42	87	17	52	58	43	30	80	46	61		
	5%	5%	-	6%	3%	4%	5%	7%	19%	13%	2%	10%	3%	6%	2%	29%	3%	9%	6%	2%	17%	12%	23%	9%	10%	4%	3%	6%	3%	14%	3%	12%	3%	28%	4%	15%	3%		
					E	J	J	J	J	L	N	PQ*	P	S	RS	Za	UXYZa*	**	a	a	a*					c	e												
Somewhat agree	255	255	-	200	55	95	114	46	63	51	141	184	70	210	45	20	157	78	94	112	49	94	14	8	35	56	21	92	178	53	59	158	87	134	26	200	65	156	
	11%	11%	-	13%	7%	8%	14%	12%	27%	26%	7%	19%	5%	14%	5%	31%	9%	15%	14%	7%	24%	24%	26%	26%	17%	18%	19%	6%	12%	8%	16%	9%	18%	8%	25%	9%	21%	8%	
					E	J	J	J	J	L	N	PQ*	P	S	RS	XYa	a*	**	a	a	a*					e													
Bottom 2 Box (Net)	2034	2034	-	1302	732	1086	632	316	123	118	1792	676	1358	1211	823	25	1618	391	520	1391	124	258	24	16	152	226	84	1505	1254	561	266	1559	333	1500	50	1916	199	1727	
	85%	85%	-	82%	91%	89%	80%	81%	54%	61%	91%	71%	94%	80%	93%	40%	89%	75%	79%	90%	59%	65%	47%	50%	74%	72%	77%	92%	83%	89%	71%	88%	70%	89%	47%	87%	64%	89%	
					FG					HI					*	OQ	O	T	RT	V	*	**	UV	UV	UV**	UVXYZ													
Somewhat disagree	460	460	-	319	141	228	156	76	52	49	359	225	234	307	152	14	320	125	140	265	55	104	8	10	62	74	15	278	299	110	97	314	115	280	22	396	84	326	
	19%	19%	-	20%	17%	19%	20%	20%	22%	26%	18%	24%	16%	20%	17%	23%	18%	24%	21%	17%	27%	26%	15%	31%	30%	23%	14%	17%	20%	17%	26%	18%	17%	20%	18%	18%	27%	17%	
					L										*	P						*	**	VYZa	a	*													
Strongly disagree	1574	1574	-	983	592	858	476	240	72	69	1434	451	1124	903	671	11	1298	266	380	1126	68	154	16	6	90	152	69	955	451	170	1227	218	1220	28	1520	115	1401		
	65%	65%	-	62%	73%	70%	60%	62%	31%	36%	72%	47%	77%	59%	76%	17%	71%	51%	58%	73%	33%	39%	32%	20%	44%	49%	63%	75%	63%	72%	70%	73%	73%	69%	69%	37%	72%		
					FG					HI					*	OQ	O	T	RT	V	*	**	UV	UVXY*	UVXYZ														
Sigma	2404	2404	-	1595	809	1225	789	390	231	193	1980	953	1451	1519	885	62	1823	519	655	1540	208	399	51	32	206	314	110	1639	1520	631	377	1770	478	1677	106	2196	309	1944	
	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, j/k
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B, C/D, E/F/G, H/I/J, K/L, M/N, O/P/Q, R/S/T, U/V/W/X/Y/Z/a, b/c, d/e, f/g, h/l, j/k
 Minimum Base: 30 (**), Small Base: 100 (*)
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