

1. Do you currently have a valid driver's license?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1318	659	659	1318	-	-	72	211	519	516	596	272	222	228	1237	61	6	14	994	168	68	88	644	335	339
Weighted	1318	657	661	1318	-	-	72	216	519	511	594	273	219	232	1237	60	6	14	996	166	66	89	642	336	340
Yes	1014	536	477	1014	-	-	30	160	391	433	451	211	175	177	956	45	6	6	769	134	50	61	494	270	250
	77%	82%	72%	77%	-	-	41%	74%	75%	85%	76%	77%	80%	76%	77%	76%	100%	42%	77%	80%	75%	69%	77%	80%	73%
	B						*	F	F	FGH					*	**	**			U	*	*		X	
No	304	121	184	304	-	-	42	56	129	78	143	62	44	55	282	14	-	8	228	33	16	28	148	66	90
	23%	18%	28%	23%	-	-	59%	26%	25%	15%	24%	23%	20%	24%	23%	24%	-	58%	23%	20%	25%	31%	23%	20%	27%
			A				GHI*	I	I							*	**	**			*	S*			W

- 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/
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/
Minimum Base: 30 (**), Small Base: 100 (*)
[Table of Contents](#)

2. Over the past 3 years, have you served as the designated driver for your friends and/or family...

	Total	Gender		AGE			EDUCATION				DEM B				DEM A				DEM C						
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Have A Valid Driver's License	1010	537	473	1010	-	-	30	156	388	436	451	209	176	174	952	46	6	6	765	134	51	60	494	268	248
	1014	536	477	1014	-	-	30	160	391	433	451	211	175	177	956	45	6	6	769	134	50	61	494	270	250
	214	142	72	214	-	-	12	22	86	94	130	41	24	20	190	18	5	1	156	43	6	9	131	43	41
	21%	26%	15%	21%	-	-	39%	14%	22%	22%	29%	19%	14%	11%	20%	41%	73%	16%	20%	32%	12%	14%	26%	16%	16%
Sometimes	B						**	G		G	KLM	M				N*	**	**		RTU	*	*	WX		
	581	285	296	581	-	-	13	91	226	250	244	121	110	106	553	23	2	3	450	67	28	36	287	158	136
	57%	53%	62%	57%	-	-	45%	57%	58%	58%	54%	57%	63%	60%	58%	51%	27%	52%	59%	50%	56%	59%	58%	59%	54%
Never			A				**						J			*	**	**			*	*			
	218	109	109	218	-	-	5	46	79	89	77	49	41	52	213	4	-	2	162	24	16	16	76	69	73
	22%	20%	23%	22%	-	-	16%	29%	20%	20%	17%	23%	23%	29%	22%	8%	-	33%	21%	18%	32%	27%	15%	25%	29%
							**	HI						J	O	*	**	**			S*	*	V	V	

- 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/)
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/)
Minimum Base: 30 (**), Small Base: 100 (*)
[Table of Contents](#)

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

	Total	Gender		AGE			EDUCATION				DEM B				DEM A				DEM C						
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Served As The Designated Driver Over The Past 3 Years Weighted	790	427	363	790	-	-	25	110	309	346	372	161	135	122	738	42	6	4	600	110	35	45	415	199	176
	795	427	368	795	-	-	25	114	312	344	374	162	134	125	743	42	6	4	606	110	34	45	417	201	176
	59	33	26	59	-	-	2	8	22	26	21	18	5	15	48	9	1	-	34	14	2	8	21	11	26
	7%	8%	7%	7%	-	-	8%	7%	7%	8%	6%	11%	4%	12%	7%	23%	14%	-	6%	13%	7%	18%	5%	6%	15%
2							**				JL		JL		N*	**	**	**		R	*	R*			VW
	82	48	34	82	-	-	3	10	34	35	33	11	14	24	78	2	1	-	61	12	3	6	34	21	27
	10%	11%	9%	10%	-	-	13%	9%	11%	10%	9%	7%	11%	19%	11%	4%	23%	-	10%	11%	8%	13%	8%	11%	15%
3							**				JK				*	**	**	**		*	*				V
	75	36	39	75	-	-	5	6	30	35	28	23	14	10	73	1	1	-	62	7	3	3	40	21	14
	9%	8%	11%	9%	-	-	18%	5%	9%	10%	7%	14%	11%	8%	10%	2%	13%	-	10%	6%	10%	6%	10%	10%	8%
4							**				J				*	**	**	**		*	*				
	37	19	18	37	-	-	2	5	19	11	18	5	5	9	35	1	-	1	24	6	2	5	17	7	13
	5%	5%	5%	5%	-	-	10%	4%	6%	3%	5%	3%	4%	7%	5%	3%	-	30%	4%	6%	5%	10%	4%	4%	7%
5							**								*	**	**	**		*	*				
	109	53	56	109	-	-	3	15	43	49	40	25	25	19	100	8	1	-	83	16	8	2	54	32	24
	14%	12%	15%	14%	-	-	11%	13%	14%	14%	11%	16%	19%	15%	13%	20%	13%	-	14%	15%	23%	4%	13%	16%	13%
6 - 10							**				J				*	**	**	**		U*	*				
	192	97	95	192	-	-	1	28	67	96	94	39	34	25	186	5	1	-	155	17	8	13	103	50	38
	24%	23%	26%	24%	-	-	4%	25%	21%	28%	25%	24%	25%	20%	25%	13%	14%	-	26%	15%	22%	28%	25%	25%	22%
11 - 20							**								*	**	**	**		S	*	*			
	114	62	52	114	-	-	3	20	51	40	61	19	20	14	108	4	-	2	87	15	5	6	68	26	20
	14%	14%	14%	14%	-	-	11%	18%	16%	12%	16%	11%	15%	11%	15%	10%	-	46%	14%	14%	16%	13%	16%	13%	11%
21-30							**								*	**	**	**		*	*				
	44	27	18	44	-	-	4	6	18	17	24	10	7	3	40	4	-	1	32	9	1	2	25	13	7
	6%	6%	5%	6%	-	-	14%	5%	6%	5%	6%	6%	5%	2%	5%	9%	-	23%	5%	8%	3%	4%	6%	6%	4%
31-40							**								*	**	**	**		*	*				
	14	8	6	14	-	-	-	3	3	8	9	2	2	2	11	3	-	-	8	4	1	1	9	3	2
	2%	2%	2%	2%	-	-	-	3%	1%	2%	2%	1%	1%	2%	7%	-	-	-	1%	3%	3%	2%	2%	2%	1%
41-50							**								N*	**	**	**		*	*				
	28	19	9	28	-	-	1	4	8	14	18	3	4	4	27	1	-	-	26	2	-	-	18	7	4
	4%	4%	3%	4%	-	-	4%	4%	3%	4%	5%	2%	3%	3%	4%	2%	-	-	4%	2%	-	-	4%	3%	2%
More than 50							**								*	**	**	**		*	*				
	42	25	16	42	-	-	2	8	19	13	29	8	4	1	37	3	1	-	32	8	1	1	29	10	3
	5%	6%	4%	5%	-	-	7%	7%	6%	4%	8%	5%	3%	1%	5%	7%	22%	-	5%	7%	4%	2%	7%	5%	2%
							**				M	M			*	**	**	**		*	*		X		
Summary																									
Mean	19.3	21.3	16.9	19.3	-	-	36.5	21.4	22.5	14.4	25	14.9	17.8	9.1	17.8	37.8	69.3	15.6	17.8	26.6	32.6	10.3	20.8	20.1	14.6
							**	I			M				N*	**	**	**		*	*				
Std. Dev.	57.13	56.99	57.27	57.13	-	-	114.58	46.04	75.76	26.01	69.69	32.9	64.16	15.55	45.61	150.57	133.6	8.89	40.2	98.86	124.22	21.22	41.91	66.63	74.21
Std. Err.	2.03	2.76	3.01	2.03	-	-	22.92	4.39	4.31	1.4	3.61	2.59	5.52	1.41	1.68	23.23	54.54	4.44	1.64	9.43	21	3.16	2.06	4.72	5.59
Median	7	7	6	7	-	-	4.8	7.3	7	6	10	5.3	6	5	7	5	4.1	20	7	5.3	5	5.2	10	6	5

- 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/)
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/)
Minimum Base: 30 (**), Small Base: 100 (*)
[Table of Contents](#)

4_1. [Being a designated driver is the responsible thing to do
Please indicate the extent to which you agree or disagree with the following statements.

	Gender			AGE			EDUCATION				DEM B				DEMA								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Served As The Designated Driver Over The Past 3 Years Weighted	790	427	363	790	-	-	25	110	309	346	372	161	135	122	738	42	6	4	600	110	35	45	415	199	176
Being a designated driver is the responsible thing to do.	795	427	368	795	-	-	25	114	312	344	374	162	134	125	743	42	6	4	606	110	34	45	417	201	176
Strongly agree	543 68%	270 63%	273 74%	543 68%	-	-	13 54%	82 72%	213 68%	235 68%	246 66%	99 61%	104 77%	94 75%	527 71%	12 29%	3 50%	1 23%	430 71%	60 54%	22 64%	31 70%	275 66%	147 73%	121 69%
Somewhat agree	219 28%	135 32%	84 23%	219 28%	-	-	9 35%	30 27%	85 27%	95 28%	105 28%	54 33%	29 22%	30 24%	197 26%	19 47%	1 13%	2 46%	159 26%	37 34%	11 33%	11 25%	118 28%	51 25%	50 28%
Somewhat disagree	28 4%	20 5%	8 2%	28 4%	-	-	3 11%	1 1%	12 4%	12 4%	18 5%	7 5%	1 1%	1 1%	15 2%	9 22%	2 36%	1 30%	13 2%	13 12%	1 3%	1 3%	19 5%	3 2%	5 3%
Strongly disagree	5 1%	2 *	3 1%	5 1%	-	-	- **	1 1%	2 1%	2 1%	4 1%	1 1%	-	-	4 1%	1 2%	-	-	3 1%	1 1%	-	1 2%	5 1%	-	-
Summary																									
Top2Box (Agree)	762 96%	406 95%	357 97%	762 96%	-	-	22 89%	112 98%	298 96%	330 96%	351 94%	153 95%	133 99%	124 99%	724 97%	31 76%	4 64%	3 70%	590 97%	97 88%	33 97%	43 95%	393 94%	198 98%	171 97%
Low2Box (Disagree)	33 4%	22 5%	11 3%	33 4%	-	-	3 11%	2 2%	14 4%	15 4%	23 6%	8 5%	1 1%	1 1%	19 3%	10 24%	2 36%	1 30%	16 3%	14 12%	1 3%	2 5%	25 6%	3 2%	5 3%

- 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/
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/
Minimum Base: 30 (**), Small Base: 100 (*)
[Table of Contents](#)

4_2. [When I am a designated driver, it's because I want to protect my friends
Please indicate the extent to which you agree or disagree with the following statements.

	Gender			AGE			EDUCATION				DEM B				DEMA								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Served As The Designated Driver Over The Past 3 Years Weighted	790	427	363	790	-	-	25	110	309	346	372	161	135	122	738	42	6	4	600	110	35	45	415	199	176
	795	427	368	795	-	-	25	114	312	344	374	162	134	125	743	42	6	4	606	110	34	45	417	201	176
When I am a designated driver, it's because I want to protect my friends.																									
Strongly agree	471	230	242	471	-	-	12	72	193	195	230	88	82	71	457	10	3	1	379	49	17	26	254	124	94
	59%	54%	66%	59%	-	-	46%	63%	62%	57%	61%	55%	61%	56%	61%	25%	50%	23%	63%	44%	51%	58%	61%	61%	53%
		A					**								O	*	**	**	S		*	*			
Somewhat agree	271	170	101	271	-	-	13	34	101	123	125	59	42	46	241	24	3	3	192	52	13	15	137	67	67
	34%	40%	27%	34%	-	-	50%	30%	32%	36%	33%	36%	31%	37%	32%	58%	50%	77%	32%	47%	38%	33%	33%	38%	38%
		B					**								N*	-	**	**	R	*	*	*			
Somewhat disagree	41	22	20	41	-	-	1	6	12	23	12	13	9	7	35	7	-	-	26	8	4	3	21	10	11
	5%	5%	5%	5%	-	-	4%	5%	4%	7%	3%	8%	7%	6%	5%	16%	-	-	4%	7%	12%	7%	5%	5%	6%
							**				J				N*	**	**	**		*	*	*			
Strongly disagree	11	6	6	11	-	-	-	2	6	3	7	2	1	2	10	1	-	-	8	2	-	1	5	1	5
	1%	1%	2%	1%	-	-	-	2%	2%	1%	2%	1%	1%	1%	1%	2%	-	-	1%	2%	-	2%	1%	*	3%
							**								*	**	**	**		*	*	*			
Summary																									
Top2Box (Agree)	743	400	343	743	-	-	24	106	295	318	355	147	124	116	698	34	6	4	572	100	30	41	391	191	161
	93%	94%	93%	93%	-	-	96%	93%	94%	92%	95%	91%	93%	93%	94%	82%	100%	100%	94%	91%	88%	91%	94%	95%	91%
							**								O	*	**	**		*	*	*			
Low2Box (Disagree)	53	27	25	53	-	-	1	8	18	26	19	14	10	9	45	7	-	-	35	10	4	4	26	11	16
	7%	6%	7%	7%	-	-	4%	7%	6%	8%	5%	9%	7%	7%	6%	18%	-	-	6%	9%	12%	9%	6%	5%	9%
							**								N*	**	**	**		*	*	*			

- 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/
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/
Minimum Base: 30 (**), Small Base: 100 (*)
[Table of Contents](#)

4_3. [When I am a designated driver, it's because I want to protect my community.
Please indicate the extent to which you agree or disagree with the following statements.

	Gender			AGE			EDUCATION				DEM B				DEMA								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Served As The Designated Driver Over The Past 3 Years Weighted	790	427	363	790	-	-	25	110	309	346	372	161	135	122	738	42	6	4	600	110	35	45	415	199	176
When I am a designated driver, it's because I want to protect my community.	795	427	368	795	-	-	25	114	312	344	374	162	134	125	743	42	6	4	606	110	34	45	417	201	176
Strongly agree	347 44%	169 40%	178 48%	347 44%	-	-	13 54%	54 48%	135 43%	145 42%	175 47%	64 40%	60 45%	48 38%	335 45%	10 24%	1 14%	1 23%	283 47%	37 33%	10 31%	18 39%	186 44%	90 45%	72 41%
Somewhat agree	341 43%	188 44%	153 42%	341 43%	-	-	7 26%	47 41%	142 46%	146 42%	158 42%	78 48%	56 42%	49 39%	314 42%	20 48%	4 63%	3 77%	255 42%	56 51%	15 44%	15 34%	183 44%	90 45%	69 39%
			A				**								O	*	**	**	S		*	*			
Somewhat disagree	80 10%	53 12%	27 7%	80 10%	-	-	4 17%	12 10%	27 9%	37 11%	31 8%	18 11%	11 8%	20 16%	66 9%	12 28%	1 23%	-	52 9%	14 12%	7 19%	8 18%	39 9%	16 8%	24 14%
			B				**								JL	N*	**	**			R*	R*			
Strongly disagree	27 3%	17 4%	10 3%	27 3%	-	-	1 4%	1 1%	8 3%	17 5%	9 3%	2 1%	7 5%	8 7%	27 4%	-	-	-	17 3%	4 3%	2 6%	4 9%	11 3%	5 2%	12 7%
							**						K	JK	*	**	**	**		*	*	R*			VW
Summary																									
Top2Box (Agree)	689 87%	357 84%	331 90%	689 87%	-	-	20 80%	101 89%	278 89%	290 84%	333 89%	142 88%	116 87%	97 77%	650 87%	30 72%	5 77%	4 100%	538 89%	93 84%	26 75%	33 73%	368 88%	180 90%	140 80%
Low2Box (Disagree)	106 13%	70 16%	37 10%	106 13%	-	-	5 20%	13 11%	35 11%	54 16%	40 11%	20 12%	18 13%	29 23%	93 13%	12 28%	1 23%	-	69 11%	17 16%	9 25%	12 27%	49 12%	21 10%	36 20%
			B				**							JK	N*	**	**	**			R*	R*			VW

- 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/
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/
Minimum Base: 30 (**), Small Base: 100 (*)
[Table of Contents](#)

4.4. [I feel good about myself when I do something for others by being a designated driver
Please indicate the extent to which you agree or disagree with the following statements.

	Gender			AGE			EDUCATION				DEM B				DEMA								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Served As The Designated Driver Over The Past 3 Years Weighted	790	427	363	790	-	-	25	110	309	346	372	161	135	122	738	42	6	4	600	110	35	45	415	199	176
I feel good about myself when I do something for others by being a designated driver.	795	427	368	795	-	-	25	114	312	344	374	162	134	125	743	42	6	4	606	110	34	45	417	201	176
Strongly agree	397 50%	203 47%	195 53%	397 50%	- -	- -	9 37%	70 62%	158 51%	160 46%	199 53%	73 45%	69 51%	57 45%	385 52%	8 20%	3 50%	1 23%	316 52%	48 44%	13 39%	20 44%	208 50%	111 55%	78 44%
Somewhat agree	337 42%	189 44%	148 40%	337 42%	- -	- -	10 39%	36 32%	135 43%	155 45%	145 39%	77 48%	56 42%	58 47%	310 42%	24 59%	1 13%	2 46%	247 41%	52 47%	18 52%	20 45%	174 42%	85 42%	78 44%
Somewhat disagree	49 6%	27 6%	22 6%	49 6%	- -	- -	3 11%	6 5%	15 5%	26 7%	24 6%	10 6%	7 5%	8 7%	42 6%	5 13%	2 36%	- *	38 6%	6 7%	2 7%	3 6%	29 7%	3 2%	17 10%
Strongly disagree	12 1%	9 2%	3 1%	12 1%	- -	- -	3 12%	1 1%	4 1%	4 1%	6 2%	2 1%	2 1%	2 2%	7 1%	4 9%	- N*	1 30%	5 1%	4 3%	1 3%	2 5%	6 1%	2 1%	4 2%
Summary							**										**	**		R	*	R*			
Top2Box (Agree)	734 92%	391 92%	343 93%	734 92%	- -	- -	19 76%	107 94%	293 94%	315 91%	344 92%	150 93%	125 94%	115 92%	694 93%	33 79%	4 64%	3 70%	563 93%	100 91%	31 91%	40 89%	382 92%	196 97%	156 88%
Low2Box (Disagree)	61 8%	36 8%	25 7%	61 8%	- -	- -	6 24%	7 6%	19 6%	29 9%	30 8%	12 7%	9 6%	10 8%	49 7%	9 21%	2 36%	1 30%	43 7%	10 9%	3 9%	5 11%	35 8%	5 3%	20 12%

- 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/
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/
Minimum Base: 30 (**), Small Base: 100 (*)
[Table of Contents](#)

4_5. [It makes sense for everyone to take a turn as the designated driver.
Please indicate the extent to which you agree or disagree with the following statements.

	Gender			AGE			EDUCATION				DEM B				DEM A								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Served As The Designated Driver Over The Past 3 Years Weighted	790	427	363	790	-	-	25	110	309	346	372	161	135	122	738	42	6	4	600	110	35	45	415	199	176
	795	427	368	795	-	-	25	114	312	344	374	162	134	125	743	42	6	4	606	110	34	45	417	201	176
It makes sense for everyone to take a turn as the designated driver																									
Strongly agree	385	189	197	385	-	-	12	56	152	166	183	76	62	64	371	10	2	2	307	44	12	23	200	95	90
	48%	44%	54%	48%	-	-	46%	50%	49%	48%	49%	47%	46%	51%	50%	25%	28%	47%	51%	40%	36%	50%	48%	47%	51%
			A				**								O	*	**	**	S		*	*			
Somewhat agree	329	186	143	329	-	-	8	44	128	149	153	65	62	50	303	22	2	1	245	52	16	16	173	86	70
	41%	44%	39%	41%	-	-	33%	39%	41%	43%	41%	40%	46%	40%	41%	54%	36%	23%	40%	47%	48%	36%	41%	43%	40%
							**								*	**	**	**			*	*			
Somewhat disagree	70	45	25	70	-	-	5	13	27	25	31	20	9	9	58	8	2	1	45	15	5	5	40	16	14
	9%	10%	7%	9%	-	-	20%	12%	9%	7%	8%	12%	7%	7%	8%	19%	36%	30%	7%	13%	16%	10%	10%	8%	8%
							**								N*	**	**	**			*	*			
Strongly disagree	11	8	3	11	-	-	-	-	6	5	6	1	1	3	10	1	-	-	9	-	-	2	5	4	3
	1%	2%	1%	1%	-	-	-	-	2%	1%	2%	1%	1%	2%	1%	2%	-	-	2%	-	-	4%	1%	2%	2%
							**								*	**	**	**			*	S*			
Summary																									
Top2Box (Agree)	714	375	340	714	-	-	20	100	279	315	336	141	124	113	675	33	4	3	552	96	29	38	373	181	160
	90%	88%	92%	90%	-	-	80%	88%	89%	91%	90%	87%	92%	90%	91%	79%	64%	70%	91%	87%	84%	86%	89%	90%	91%
			A				**								O	*	**	**			*	*			
Low2Box (Disagree)	81	53	28	81	-	-	5	13	33	29	38	21	10	12	69	9	2	1	55	15	5	6	44	20	17
	10%	12%	8%	10%	-	-	20%	12%	11%	9%	10%	13%	8%	10%	9%	21%	36%	30%	9%	13%	16%	14%	11%	10%	9%
			B				**								N*	**	**	**			*	*			

- 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/
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/
Minimum Base: 30 (**), Small Base: 100 (*)
[Table of Contents](#)

4_6. [I feel imposed when I have to be a designated driver.
Please indicate the extent to which you agree or disagree with the following statements.

	Gender			AGE			EDUCATION				DEM B				DEMA								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Served As The Designated Driver Over The Past 3 Years Weighted	790	427	363	790	-	-	25	110	309	346	372	161	135	122	738	42	6	4	600	110	35	45	415	199	176
	795	427	368	795	-	-	25	114	312	344	374	162	134	125	743	42	6	4	606	110	34	45	417	201	176
I feel imposed when I have to be a designated driver.																									
Strongly agree	96	59	37	96	-	-	2	12	34	47	63	15	8	11	89	6	1	-	75	15	2	4	63	12	22
	12%	14%	10%	12%	-	-	9%	11%	11%	14%	17%	9%	6%	8%	12%	16%	14%	-	12%	14%	5%	10%	15%	6%	12%
Somewhat agree	237	136	101	237	-	-	11	30	91	105	123	51	34	30	209	22	3	3	180	37	7	13	134	54	49
	30%	32%	28%	30%	-	-	43%	26%	29%	31%	33%	31%	25%	24%	28%	53%	50%	77%	30%	34%	21%	30%	32%	27%	28%
							**				KLM				N*	**	**	**		*	*	*	W		W
Somewhat disagree	268	144	124	268	-	-	8	40	110	109	134	52	46	37	257	9	2	-	214	37	13	5	146	74	48
	34%	34%	34%	34%	-	-	33%	36%	35%	32%	36%	32%	35%	29%	35%	22%	36%	-	35%	33%	37%	11%	35%	37%	27%
							**								*	**	**	**	U	U	U*	*	X		X
Strongly disagree	194	88	105	194	-	-	4	31	76	83	55	45	46	48	189	4	-	1	138	22	12	22	74	61	58
	24%	21%	29%	24%	-	-	15%	27%	24%	24%	15%	28%	35%	38%	25%	10%	-	23%	23%	20%	36%	49%	18%	30%	33%
			A				**				J	J	J	J	O	*	**	**		S*	RS*		V		V
Summary																									
Top2Box (Agree)	333	195	138	333	-	-	13	42	126	152	185	65	42	41	298	28	4	3	254	52	9	18	197	66	71
	42%	46%	38%	42%	-	-	51%	37%	40%	44%	50%	40%	31%	33%	40%	68%	64%	77%	42%	47%	26%	40%	47%	33%	40%
		B					**				LM				N*	**	**	**	T	*	*	*	W		
Low2Box (Disagree)	462	232	230	462	-	-	12	71	186	192	189	96	93	84	445	13	2	1	352	58	25	27	221	135	106
	58%	54%	62%	58%	-	-	49%	63%	60%	56%	50%	60%	69%	67%	60%	32%	36%	23%	58%	53%	74%	60%	53%	67%	60%
			A				**				J	J	J	J	O	*	**	**		S*	*	*	V		

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

[Table of Contents](#)

4_7. [When I am a designated driver, I feel good about doing 'the right thing'
Please indicate the extent to which you agree or disagree with the following statements.

	Gender			AGE			EDUCATION				DEM B				DEMA								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Served As The Designated Driver Over The Past 3 Years Weighted	790	427	363	790	-	-	25	110	309	346	372	161	135	122	738	42	6	4	600	110	35	45	415	199	176
	795	427	368	795	-	-	25	114	312	344	374	162	134	125	743	42	6	4	606	110	34	45	417	201	176
When I am a designated driver, I feel good about doing 'the right thing'																									
Strongly agree	458 58%	233 55%	225 61%	458 58%	-	-	12 48% **	77 68% HI	177 57%	192 56%	229 61%	83 51%	78 58%	68 55%	442 59%	12 29%	4 59%	1 23%	366 60%	48 44%	18 53%	26 58%	248 59%	125 62%	85 48%
Somewhat agree	290 37%	162 38%	128 35%	290 37%	-	-	10 41%	30 26%	119 38%	132 38%	127 34%	66 41%	51 38%	47 38%	264 36%	22 54%	2 28%	2 46%	217 36%	53 48%	10 29%	11 24%	148 36%	69 34%	73 41%
Somewhat disagree	38 5%	25 6%	14 4%	38 5%	-	-	3 11%	5 5%	14 4%	17 5%	13 3%	11 7%	6 4%	9 7%	31 4%	5 13%	1 13%	1 30%	18 3%	9 8%	5 15%	6 14%	16 4%	6 3%	16 9%
Strongly disagree	8 1%	7 2%	2 *	8 1%	-	-	- **	2 2%	3 1%	4 1%	6 1%	2 1%	-	1 1%	7 1%	2 4%	-	-	6 1%	-	1 3%	2 4%	6 1%	1 *	2 1%
Summary																									
Top2Box (Agree)	748 94%	396 93%	352 96%	748 94%	-	-	22 89% **	107 94%	296 95%	324 94%	355 95%	149 92%	129 96%	116 92%	706 95%	34 83%	6 87%	3 70%	583 96%	101 92%	28 83%	37 82%	396 95%	194 96%	158 90%
Low2Box (Disagree)	47 6%	31 7%	15 4%	47 6%	-	-	3 11% **	7 6%	16 5%	20 6%	18 5%	13 8%	6 4%	10 8%	37 5%	7 17%	1 13%	1 30%	24 4%	9 8%	6 17%	8 18%	21 5%	7 4%	18 10%
															N*	**	**	**		R	R*	R*			VW

- 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/
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/
Minimum Base: 30 (**), Small Base: 100 (*)
[Table of Contents](#)

4_8. [It's difficult for me to have as much fun as my friends when I'm a designated driver
Please indicate the extent to which you agree or disagree with the following statements.

	Total	Gender		AGE			EDUCATION				DEM B				DEM A				DEM C						
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Served As The Designated Driver Over The Past 3 Years	790	427	363	790	-	-	25	110	309	346	372	161	135	122	738	42	6	4	600	110	35	45	415	199	176
Weighted	795	427	368	795	-	-	25	114	312	344	374	162	134	125	743	42	6	4	606	110	34	45	417	201	176
It's difficult for me to have as much fun as my friends when I'm a designated driver																									
Strongly agree	142	89	53	142	-	-	8	19	51	64	82	20	22	19	131	8	2	-	108	23	5	6	82	24	36
	18%	21%	14%	18%	-	-	32%	17%	16%	19%	22%	12%	16%	15%	18%	20%	37%	-	18%	21%	16%	14%	20%	12%	21%
		B					**				K				*	**	**				*	*	W		W
Somewhat agree	272	144	128	272	-	-	9	40	104	119	129	62	43	38	252	16	2	2	212	43	10	7	154	63	55
	34%	34%	35%	34%	-	-	35%	35%	33%	35%	34%	38%	32%	30%	34%	39%	28%	46%	35%	39%	31%	15%	37%	31%	31%
							**								*	**	**	U	U	*	*				
Somewhat disagree	228	123	105	228	-	-	6	30	94	98	107	43	37	41	214	11	1	1	176	26	10	15	114	65	49
	29%	29%	28%	29%	-	-	22%	26%	30%	29%	29%	27%	28%	33%	29%	27%	13%	30%	29%	24%	31%	34%	27%	32%	28%
							**								*	**	**	**		*	*				
Strongly disagree	154	71	83	154	-	-	3	25	62	63	57	37	32	28	146	6	1	1	111	18	8	17	68	50	36
	19%	17%	23%	19%	-	-	11%	22%	20%	18%	15%	23%	24%	22%	20%	14%	22%	23%	18%	16%	23%	38%	16%	25%	21%
		A					**				J	J			*	**	**	**		*	RS*		V		
Summary																									
Top2Box (Agree)	414	233	180	414	-	-	17	59	156	183	211	82	65	57	383	25	4	2	319	66	16	13	236	87	91
	52%	55%	49%	52%	-	-	67%	52%	50%	53%	56%	51%	48%	45%	52%	59%	64%	46%	53%	60%	47%	28%	56%	43%	52%
							**				M				*	**	**	U	U	*	*	W			
Low2Box (Disagree)	381	194	188	381	-	-	8	55	156	162	163	80	69	69	360	17	2	2	287	44	18	32	182	114	85
	48%	45%	51%	48%	-	-	33%	48%	50%	47%	44%	49%	52%	55%	48%	41%	36%	54%	47%	40%	53%	72%	44%	57%	48%
							**							J	*	**	**	**		*	RS*		V		

- 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/
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/
Minimum Base: 30 (**), Small Base: 100 (*)
[Table of Contents](#)

4_9. [When I am a designated driver, I can rest assured that my friends and/or family will be safe
Please indicate the extent to which you agree or disagree with the following statements.

	Gender			AGE			EDUCATION				DEM B				DEMA								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Served As The Designated Driver Over The Past 3 Years Weighted	790	427	363	790	-	-	25	110	309	346	372	161	135	122	738	42	6	4	600	110	35	45	415	199	176
When I am a designated driver, I can rest assured that my friends and/or family will be safe	795	427	368	795	-	-	25	114	312	344	374	162	134	125	743	42	6	4	606	110	34	45	417	201	176
Strongly agree	524 66%	256 60%	267 73%	524 66%	- -	- -	11 43%	83 73%	205 66%	225 65%	245 65%	102 63%	89 67%	87 70%	512 69%	9 22%	1 14%	1 23%	419 69%	54 49%	22 64%	28 63%	271 65%	140 70%	113 64%
Somewhat agree	232 29%	142 33%	90 24%	232 29%	- -	- -	12 46%	26 22%	92 29%	103 30%	106 28%	46 29%	43 32%	37 29%	205 28%	21 50%	4 63%	2 46%	168 28%	41 37%	10 31%	13 28%	120 29%	51 25%	60 34%
Somewhat disagree	34 4%	25 6%	9 2%	34 4%	- -	- -	3 11%	4 4%	14 4%	13 4%	18 5%	14 8%	2 1%	- -	21 3%	12 28%	1 23%	- -	16 13%	14 5%	2 5%	2 4%	22 5%	7 4%	4 2%
Strongly disagree	6 1%	4 1%	2 1%	6 1%	- -	- -	- -	1 1%	2 1%	3 1%	5 1%	- -	- -	1 1%	5 1%	- -	- -	1 30%	3 1%	1 1%	- -	2 5%	4 1%	2 1%	- -
Summary							**										**	**							
Top2Box (Agree)	755 95%	398 93%	357 97%	755 95%	- -	- -	22 89%	109 95%	296 95%	328 95%	351 94%	148 92%	132 99%	124 99%	717 97%	30 72%	5 77%	3 70%	587 97%	95 86%	32 95%	41 91%	391 94%	192 95%	173 98%
Low2Box (Disagree)	40 5%	29 7%	11 3%	40 5%	- -	- -	3 11%	5 5%	16 5%	16 5%	23 6%	14 8%	2 1%	1 1%	26 3%	12 28%	1 23%	1 30%	19 3%	15 14%	2 5%	4 9%	27 6%	10 5%	4 2%
		B					**				LM	LM				N*	**	**	R	*	*	X			

- 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/
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/
Minimum Base: 30 (**), Small Base: 100 (*)
[Table of Contents](#)

4_10. [I believe everyone in my circle of friends should take a turn being the designated driver
Please indicate the extent to which you agree or disagree with the following statements.

	Gender			AGE			EDUCATION				DEM B				DEMA								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Served As The Designated Driver Over The Past 3 Years Weighted	790	427	363	790	-	-	25	110	309	346	372	161	135	122	738	42	6	4	600	110	35	45	415	199	176
I believe everyone in my circle of friends should take a turn being the designated driver	795	427	368	795	-	-	25	114	312	344	374	162	134	125	743	42	6	4	606	110	34	45	417	201	176
Strongly agree	357	177	180	357	-	-	11	52	135	158	168	74	57	57	346	7	2	1	291	39	11	15	191	84	81
	45%	41%	49%	45%	-	-	43%	46%	43%	46%	45%	46%	43%	46%	47%	18%	28%	23%	48%	35%	33%	35%	46%	42%	46%
Somewhat agree	A						**								O	*	**	**	S		*	*			
	342	192	150	342	-	-	11	46	142	144	168	68	58	47	312	23	4	3	252	52	14	23	189	84	69
	43%	45%	41%	43%	-	-	42%	40%	45%	42%	45%	42%	44%	38%	42%	54%	58%	77%	42%	47%	41%	52%	45%	42%	39%
Somewhat disagree	80	44	36	80	-	-	3	13	28	36	30	18	13	18	68	11	1	-	54	15	6	4	30	27	23
	10%	10%	10%	10%	-	-	11%	11%	9%	10%	8%	11%	10%	14%	9%	26%	13%	-	9%	14%	17%	9%	7%	13%	13%
Strongly disagree	17	14	3	17	-	-	1	2	7	6	7	2	5	3	16	1	-	-	8	4	3	2	8	7	3
	2%	3%	1%	2%	-	-	4%	2%	2%	2%	2%	1%	4%	2%	2%	2%	-	-	1%	3%	9%	4%	2%	3%	2%
Summary		B					**								J	N*	**	**			R*	*			
Top2Box (Agree)	698	369	330	698	-	-	21	98	277	302	336	142	116	105	659	30	6	4	543	91	25	39	380	168	150
	88%	86%	90%	88%	-	-	85%	86%	89%	88%	90%	88%	86%	83%	89%	72%	87%	100%	90%	83%	74%	87%	91%	84%	85%
Low2Box (Disagree)	97	59	38	97	-	-	4	15	35	42	38	20	18	21	84	12	1	-	63	19	9	6	38	33	26
	12%	14%	10%	12%	-	-	15%	14%	11%	12%	10%	12%	14%	17%	11%	28%	13%	-	10%	17%	26%	13%	9%	16%	15%
							**								N*	**	**	**	R	R*	*		V	V	

- 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/
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/
Minimum Base: 30 (**), Small Base: 100 (*)
[Table of Contents](#)

4. [SUMMARY - TOP2BOX (AGREE)]

Please indicate the extent to which you agree or disagree with the following statements.

	Gender			AGE			EDUCATION				DEM B				DEM A								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Served As The Designated Driver Over The Past 3 Years	790	427	363	790	-	-	25	110	309	346	372	161	135	122	738	42	6	4	600	110	35	45	415	199	176
Weighted:	795	427	368	795	-	-	25	114	312	344	374	162	134	125	743	42	6	4	606	110	34	45	417	201	176
Being a designated driver is the responsible thing to do.	762	406	357	762	-	-	22	112	298	330	351	153	133	124	724	31	4	3	590	97	33	43	393	198	171
	96%	95%	97%	96%	-	-	89%	98%	96%	96%	94%	95%	99%	99%	97%	76%	64%	70%	97%	88%	97%	95%	94%	98%	97%
							**					JK	J	O	*	**	**	S			*	*	V		
When I am a designated driver, I can rest assured that my friends and/or family will be safe.	755	398	357	755	-	-	22	109	296	328	351	148	132	124	717	30	5	3	587	95	32	41	391	192	173
When I am a designated driver, I feel good about doing 'the right thing'.	95%	93%	97%	95%	-	-	89%	95%	95%	95%	94%	92%	99%	99%	97%	72%	77%	70%	97%	86%	95%	91%	94%	95%	98%
	748	396	352	748	-	-	22	107	296	324	355	149	129	116	706	34	6	3	583	101	28	37	396	194	158
	94%	93%	96%	94%	-	-	89%	94%	95%	94%	95%	92%	96%	92%	95%	83%	87%	70%	96%	92%	83%	82%	95%	96%	90%
							**						JK	JK	O	*	**	**	S		*	*	V		
When I am a designated driver, it's because I want to protect my friends.	743	400	343	743	-	-	24	106	295	318	355	147	124	116	698	34	6	4	572	100	30	41	391	191	161
	93%	94%	93%	93%	-	-	96%	93%	94%	92%	95%	91%	93%	93%	94%	82%	100%	100%	94%	91%	88%	91%	94%	95%	91%
							**						O	*	**	**	**			*	*	X			
I feel good about myself when I do something for others by being a designated driver.	734	391	343	734	-	-	19	107	293	315	344	150	125	115	694	33	4	3	563	100	31	40	382	196	156
	92%	92%	93%	92%	-	-	76%	94%	94%	91%	92%	93%	94%	92%	93%	79%	64%	70%	93%	91%	91%	89%	92%	97%	88%
							**						O	*	**	**	**			*	*	VX			
It makes sense for everyone to take a turn as the designated driver.	714	375	340	714	-	-	20	100	279	315	336	141	124	113	675	33	4	3	552	96	29	38	373	181	160
	90%	88%	92%	90%	-	-	80%	88%	89%	91%	90%	87%	92%	90%	91%	79%	64%	70%	91%	87%	84%	86%	89%	90%	91%
			A				**						O	*	**	**	**			*	*				
I believe everyone in my circle of friends should take a turn being the designated driver.	698	369	330	698	-	-	21	98	277	302	336	142	116	105	659	30	6	4	543	91	25	39	380	168	150
	88%	86%	90%	88%	-	-	85%	86%	89%	88%	90%	88%	86%	83%	89%	72%	87%	100%	90%	83%	74%	87%	91%	84%	85%
							**								O	*	**	**	ST		*	*	WX		
When I am a designated driver, it's because I want to protect my community.	689	357	331	689	-	-	20	101	278	290	333	142	116	97	650	30	5	4	538	93	26	33	368	180	140
	87%	84%	90%	87%	-	-	80%	89%	89%	84%	89%	88%	87%	77%	87%	72%	77%	100%	89%	84%	75%	73%	88%	90%	80%
			A				**				M	M			O	*	**	**	TU		*	*	X		
It's difficult for me to have as much fun as my friends when I'm a designated driver.	414	233	180	414	-	-	17	59	156	183	211	82	65	57	383	25	4	2	319	66	16	13	236	87	91
	52%	55%	49%	52%	-	-	67%	52%	50%	53%	56%	51%	48%	45%	52%	59%	64%	46%	53%	60%	47%	28%	56%	43%	52%
							**				M				*	**	**	**	U		*	*	W		
I feel imposed when I have to be a designated driver.	333	195	138	333	-	-	13	42	126	152	185	65	42	41	298	28	4	3	254	52	9	18	197	66	71
	42%	46%	38%	42%	-	-	51%	37%	40%	44%	50%	40%	31%	33%	40%	68%	64%	77%	42%	47%	26%	40%	47%	33%	40%
		B					**				LM				N*	**	**	**	T	*	*	W			

- 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/
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/
Minimum Base: 30 (**), Small Base: 100 (*)
[Table of Contents](#)

4. [SUMMARY - LOW2BOX (DISAGREE)]

Please indicate the extent to which you agree or disagree with the following statements.

	Gender			AGE			EDUCATION				DEM B				DEMA								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Served As The Designated Driver Over The Past 3 Years	790	427	363	790	-	-	25	110	309	346	372	161	135	122	738	42	6	4	600	110	35	45	415	199	176
Weighted	795	427	368	795	-	-	25	114	312	344	374	162	134	125	743	42	6	4	606	110	34	45	417	201	176
I feel imposed when I have to be a designated driver.	462	232	230	462	-	-	12	71	186	192	189	96	93	84	445	13	2	1	352	58	25	27	221	135	106
	58%	54%	62%	58%	-	-	49%	63%	60%	56%	50%	60%	69%	67%	60%	32%	36%	23%	58%	53%	74%	60%	53%	67%	60%
It's difficult for me to have as much fun as my friends when I'm a designated driver.	381	194	188	381	-	-	8	55	156	162	163	80	69	69	360	17	2	2	287	44	18	32	182	114	85
	48%	45%	51%	48%	-	-	33%	48%	50%	47%	44%	49%	52%	55%	48%	41%	36%	54%	47%	40%	53%	72%	44%	57%	48%
			A				**						J	J	O	*	**	**			S*	*		V	
							**						J			*	**	**			*	RS*		V	
When I am a designated driver, it's because I want to protect my community.	106	70	37	106	-	-	5	13	35	54	40	20	18	29	93	12	1	-	69	17	9	12	49	21	36
	13%	16%	10%	13%	-	-	20%	11%	11%	16%	11%	12%	13%	23%	13%	28%	23%	-	11%	16%	25%	27%	12%	10%	20%
			B				**						JK			N*	**	**			R*	R*		VW	
I believe everyone in my circle of friends should take a turn being the designated driver.	97	59	38	97	-	-	4	15	35	42	38	20	18	21	84	12	1	-	63	19	9	6	38	33	26
	12%	14%	10%	12%	-	-	15%	14%	11%	12%	10%	12%	14%	17%	11%	28%	13%	-	10%	17%	26%	13%	9%	16%	15%
							**									N*	**	**			R	R*	*	V	V
It makes sense for everyone to take a turn as the designated driver.	81	53	28	81	-	-	5	13	33	29	38	21	10	12	69	9	2	1	55	15	5	6	44	20	17
	10%	12%	8%	10%	-	-	20%	12%	11%	9%	10%	13%	8%	10%	9%	21%	36%	30%	9%	13%	16%	14%	11%	10%	9%
			B				**									N*	**	**			*	*			
I feel good about myself when I do something for others by being a designated driver.	61	36	25	61	-	-	6	7	19	29	30	12	9	10	49	9	2	1	43	10	3	5	35	5	20
	8%	8%	7%	8%	-	-	24%	6%	6%	9%	8%	7%	6%	8%	7%	21%	36%	30%	7%	9%	9%	11%	8%	3%	12%
							**									N*	**	**			*	*	W	*	W
When I am a designated driver, it's because I want to protect my friends.	53	27	25	53	-	-	1	8	18	26	19	14	10	9	45	7	-	-	35	10	4	4	26	11	16
	7%	6%	7%	7%	-	-	4%	7%	6%	8%	5%	9%	7%	7%	6%	18%	-	-	6%	9%	12%	9%	6%	5%	9%
							**									N*	**	**			*	*			
When I am a designated driver, I feel good about doing 'the right thing'.	47	31	15	47	-	-	3	7	16	20	18	13	6	10	37	7	1	1	24	9	6	8	21	7	18
	6%	7%	4%	6%	-	-	11%	6%	5%	6%	5%	8%	4%	8%	5%	17%	13%	30%	4%	8%	17%	18%	5%	4%	10%
							**									N*	**	**			R	R*	R*		VW
When I am a designated driver, I can rest assured that my friends and/or family will be safe.	40	29	11	40	-	-	3	5	16	16	23	14	2	1	26	12	1	1	19	15	2	4	27	10	4
	5%	7%	3%	5%	-	-	11%	5%	5%	5%	6%	8%	1%	1%	3%	28%	23%	30%	3%	14%	5%	9%	6%	5%	2%
			B				**				LM	LM				N*	**	**			R	*	X		
Being a designated driver is the responsible thing to do.	33	22	11	33	-	-	3	2	14	15	23	8	1	1	19	10	2	1	16	14	1	2	25	3	5
	4%	5%	3%	4%	-	-	11%	2%	4%	4%	6%	5%	1%	1%	3%	24%	36%	30%	3%	12%	3%	5%	6%	2%	3%
							**				LM	L				N*	**	**		R	*	*	W		

- 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/
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/
Minimum Base: 30 (**), Small Base: 100 (*)
[Table of Contents](#)

5. Over the past 3 years, how often has someone other than yourself served as the designated driver for you and/or your friends/family?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A				DEM C						
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1318	659	659	1318	-	-	72	211	519	516	596	272	222	228	1237	61	6	14	994	168	68	88	644	335	339
	1318	657	661	1318	-	-	72	216	519	511	594	273	219	232	1237	60	6	14	996	166	66	89	642	336	340
	239	113	126	239	-	-	25	44	93	77	138	44	27	31	227	11	1	1	185	28	13	13	132	51	56
	18%	17%	19%	18%	-	-	35%	20%	18%	15%	23%	16%	12%	13%	18%	18%	14%	7%	19%	17%	20%	14%	20%	15%	17%
Sometimes	739	367	373	739	-	-	27	119	282	311	325	168	134	111	695	35	6	4	584	94	29	33	381	199	160
	56%	56%	56%	56%	-	-	38%	55%	54%	61%	55%	62%	61%	48%	56%	58%	86%	29%	59%	57%	43%	37%	59%	59%	47%
							F	F	F	FH	M	M	M		*	**	**	**	TU	U	*	*	X	X	
Never	339	177	162	339	-	-	19	53	144	123	131	61	58	90	316	14	-	9	227	44	25	44	130	86	124
	26%	27%	25%	26%	-	-	27%	24%	28%	24%	22%	22%	26%	39%	26%	24%	-	65%	23%	26%	37%	49%	20%	26%	36%
							*							JKL		*	**	**			R*	RS*			VW

- 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/
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/
Minimum Base: 30 (**), Small Base: 100 (*)
[Table of Contents](#)

6. Over the past 3 years, please estimate the number of times someone other than yourself served as a designated driver?

	Total	Gender		AGE			EDUCATION					DEM B				DEM A				DEM C					
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Served As The Designated Driver Over The Past 3 Years Weighted	975	479	496	975	-	-	52	158	375	390	461	212	164	138	919	45	6	5	762	123	44	46	511	250	214
	974	478	496	974	-	-	52	162	374	386	460	212	162	141	919	44	6	5	767	121	42	45	510	250	215
	107	50	57	107	-	-	4	28	32	42	35	25	23	24	95	11	-	1	79	16	3	9	38	30	39
1	11%	10%	11%	11%	-	-	8%	18%	9%	11%	8%	12%	14%	17%	10%	25%	-	19%	10%	13%	7%	20%	8%	12%	18%
							*	HI			J		J		N*	**	**	**			*	R*			V
	109	62	47	109	-	-	6	11	43	48	47	29	18	15	98	8	2	1	77	16	6	10	60	24	25
2	11%	13%	9%	11%	-	-	12%	7%	12%	12%	10%	14%	11%	11%	11%	17%	37%	19%	10%	13%	13%	22%	12%	10%	11%
							*								*	**	**	**			*	R*			
	83	35	49	83	-	-	6	10	37	31	40	18	13	12	79	3	1	1	69	6	4	5	45	22	17
3	9%	7%	10%	9%	-	-	11%	6%	10%	8%	9%	9%	8%	9%	9%	6%	13%	18%	9%	5%	10%	11%	9%	9%	8%
							*								*	**	**	**			*				
	44	18	26	44	-	-	1	9	19	14	21	9	8	6	43	1	-	-	37	5	1	1	27	12	4
4	4%	4%	5%	4%	-	-	2%	6%	5%	4%	5%	4%	5%	4%	5%	2%	-	-	5%	4%	2%	2%	5%	5%	2%
							*								*	**	**	**			*	*			
	117	58	58	117	-	-	9	18	40	51	59	28	18	12	111	5	1	-	92	17	4	3	58	34	26
5	12%	12%	12%	12%	-	-	16%	11%	11%	13%	13%	13%	11%	9%	12%	11%	13%	-	12%	14%	10%	7%	11%	13%	12%
							*								*	**	**	**			*	*			
	186	84	102	186	-	-	7	27	73	78	82	40	34	30	179	4	2	-	142	24	10	9	92	50	43
6 - 10	19%	18%	20%	19%	-	-	13%	17%	20%	20%	18%	19%	21%	21%	20%	9%	36%	-	19%	20%	25%	21%	18%	20%	20%
							*								*	**	**	**			*	*			
	112	58	54	112	-	-	2	23	40	47	61	20	20	11	108	4	-	-	89	19	3	1	75	22	15
11 - 20	12%	12%	11%	12%	-	-	4%	14%	11%	12%	13%	10%	12%	8%	12%	9%	-	-	12%	16%	7%	2%	15%	9%	7%
							*	F							*	**	**	**	U	U	*	*	WX		
	65	34	31	65	-	-	7	7	31	20	31	15	12	7	62	3	-	-	56	6	3	-	33	22	9
21-30	7%	7%	6%	7%	-	-	14%	4%	8%	5%	7%	7%	8%	5%	7%	6%	-	-	7%	5%	7%	-	7%	9%	4%
							GI*								*	**	**	**			*	*			
	18	12	6	18	-	-	-	2	6	10	11	1	2	4	16	2	-	-	14	2	2	-	10	2	6
31-40	2%	3%	1%	2%	-	-	-	1%	2%	2%	2%	*	1%	3%	2%	4%	-	-	2%	2%	4%	-	1%	3%	
							*								*	**	**	**			*	*			
	48	24	24	48	-	-	-	11	18	20	24	8	7	9	48	1	-	-	40	3	4	2	26	11	11
41-50	5%	5%	5%	5%	-	-	-	7%	5%	5%	5%	4%	4%	7%	5%	2%	-	-	5%	3%	9%	4%	5%	4%	5%
							*								*	**	**	**			*	*			
	87	42	44	87	-	-	10	16	35	25	50	18	7	11	81	4	-	2	72	7	3	5	45	22	20
More than 50	9%	9%	9%	9%	-	-	19%	10%	9%	7%	11%	9%	5%	8%	9%	8%	-	44%	9%	6%	6%	11%	9%	9%	9%
							HI*				L				*	**	**	**			*	*			
	Summary																								
Mean	30.7	28.5	32.9	30.7	-	-	41	41.4	33.2	22.4	37.3	30.6	20.6	21.4	31.2	24.1	5.4	33.2	31.7	31.4	18.9	23.8	30.6	30.8	30.9
							*	I							*	**	**	**			*	*			
Std. Dev.	107.03	94.93	117.56	107.03	-	-	137.54	140.56	111.58	77.26	122.12	116.98	77.89	53.42	108.98	74.65	3.88	41.71	107.4	129.83	26.11	76.16	105.13	113.84	103.77
							*								*	**	**	**			*	*			
Std. Err.	3.43	4.34	5.28	3.43	-	-	19.07	11.18	5.76	3.91	5.69	8.03	6.08	4.55	3.59	11.13	1.58	18.66	3.89	11.71	3.94	11.23	4.65	7.2	7.09
							*								*	**	**	**			*	*			
Median	6	6	6	6	-	-	5.8	6	8	6	8	5	6	6	6	4.4	4.1	12.6	6	6	10	3	7	6	5
							*								*	**	**	**			*	*			

- 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/)
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/)
Minimum Base: 30 (**), Small Base: 100 (*)
[Table of Contents](#)

7_1. [My friends [and family] feel impositioned when they are a designated driver
How do you think your friends feel about being a designated driver?

	Gender			AGE			EDUCATION				DEM B				DEMA								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Served As The Designated Driver Over The Past 3 Years Weighted	964	471	493	964	-	-	50	154	373	387	454	212	162	136	909	44	6	5	753	122	44	45	507	246	211
My friends [and family] feel impositioned when they are a designated driver	964	470	494	964	-	-	50	159	373	383	453	212	160	139	910	43	6	5	759	120	42	43	506	246	211
Strongly agree	103	60	43	103	-	-	9	21	37	36	69	11	11	11	93	5	2	2	81	16	1	4	63	20	21
	11%	13%	9%	11%	-	-	18%	13%	10%	9%	15%	5%	7%	8%	10%	11%	37%	44%	11%	13%	3%	10%	12%	8%	10%
Somewhat agree	376	194	182	376	-	-	19	48	154	155	192	74	60	50	343	26	4	3	293	56	16	11	208	84	85
	39%	41%	37%	39%	-	-	37%	31%	41%	41%	42%	35%	37%	36%	38%	60%	63%	56%	39%	47%	39%	25%	41%	34%	40%
Somewhat disagree	350	156	194	350	-	-	12	61	134	143	136	92	70	51	338	11	-	-	278	38	17	17	175	107	68
	36%	33%	39%	36%	-	-	25%	38%	36%	37%	30%	44%	44%	37%	37%	27%	-	-	37%	32%	40%	39%	35%	43%	32%
Strongly disagree	136	60	75	136	-	-	10	28	49	49	55	35	19	26	135	1	-	-	107	10	7	11	61	36	38
	14%	13%	15%	14%	-	-	20%	18%	13%	13%	12%	17%	12%	19%	15%	2%	-	-	14%	8%	17%	27%	12%	15%	18%
Summary							*				J			J	O	*	**	**			*	RS*			V
Top2Box (Agree)	479	254	225	479	-	-	28	70	190	191	262	85	71	61	437	30	6	5	374	72	18	15	270	103	105
	50%	54%	46%	50%	-	-	56%	44%	51%	50%	58%	40%	44%	44%	48%	71%	100%	100%	49%	60%	42%	34%	53%	42%	50%
Low2Box (Disagree)	485	216	269	485	-	-	22	89	182	192	192	127	89	77	473	12	-	-	385	48	24	28	236	143	106
	50%	46%	54%	50%	-	-	44%	56%	49%	50%	42%	60%	56%	56%	52%	29%	-	-	51%	40%	58%	66%	47%	58%	50%
		A					*				J	J	J	J	O	*	**	**	S		S*	S*		V	

- 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/
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/
Minimum Base: 30 (**), Small Base: 100 (*)
[Table of Contents](#)

7_2. [When other people are designated drivers, they feel good about doing 'the right thing']

How do you think your friends feel about being a designated driver?

	Gender			AGE			EDUCATION				DEM B				DEMA								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Served As The Designated Driver Over The Past 3 Years Weighted	964	471	493	964	-	-	50	154	373	387	454	212	162	136	909	44	6	5	753	122	44	45	507	246	211
When other people are designated drivers, they feel good about doing 'the right thing'	964	470	494	964	-	-	50	159	373	383	453	212	160	139	910	43	6	5	759	120	42	43	506	246	211
Strongly agree	369 38%	178 38%	191 39%	369 38%	-	-	25 49% *	76 48% HI	130 35%	138 36%	195 43%	69 33%	59 37%	46 33%	361 40%	5 11%	1 14% **	2 44% **	307 41% ST	34 28%	10 24% *	18 42% *	194 38%	100 41%	76 36%
Somewhat agree	499 52%	238 51%	262 53%	499 52%	-	-	17 34% *	69 44%	193 52%	220 58%	214 47%	120 57%	84 52%	81 59%	463 51%	30 71%	4 64% **	2 37% **	381 50%	70 58%	28 67% R*	21 48%	260 51%	125 51%	115 54%
Somewhat disagree	81 8%	47 10%	34 7%	81 8%	-	-	7 14% I*	9 6%	43 11%	37 6%	18 8%	16 8%	11 10%	74 8%	6 8%	- 14% **	- 19% **	1 8%	61 8%	14 11%	3 7% *	3 7% *	44 9%	21 8%	16 8%
Strongly disagree	14 2%	7 2%	7 1%	14 2%	-	-	2 4% I*	4 2%	7 2%	2 *	8 2%	5 2%	1 1%	1 1%	11 1%	2 4%	1 22% **	- 1% **	9 1%	3 3%	1 2% *	1 2% *	9 2%	1 *	5 2%
Summary																									
Top2Box (Agree)	869 90%	416 88%	453 92%	869 90%	-	-	41 83% *	146 92%	323 87%	358 94% FH	409 90%	189 89%	143 89%	127 92%	824 91%	35 82% *	5 78% **	4 81% **	688 91%	103 86%	38 91% *	39 91% *	453 90%	225 91%	191 90%
Low2Box (Disagree)	95 10%	54 12%	41 8%	95 10%	-	-	9 17% I*	13 8%	49 13%	25 6%	44 10%	23 11%	17 11%	12 8%	85 9%	8 18% *	1 22% **	1 19% **	71 9%	17 14%	4 9% *	4 9% *	53 10%	22 9%	21 10%

- 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/
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/
Minimum Base: 30 (**), Small Base: 100 (*)
[Table of Contents](#)

7_3. [Designated drivers feel it's difficult to have as much fun as the rest of the group

How do you think your friends feel about being a designated driver?

	Gender			AGE			EDUCATION				DEM B				DEMA								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Served As The Designated Driver Over The Past 3 Years Weighted	964	471	493	964	-	-	50	154	373	387	454	212	162	136	909	44	6	5	753	122	44	45	507	246	211
Designated drivers feel it's difficult to have as much fun as the rest of the group	964	470	494	964	-	-	50	159	373	383	453	212	160	139	910	43	6	5	759	120	42	43	506	246	211
Strongly agree	178 19%	93 20%	86 17%	178 19%	-	-	16 31% HI*	33 21%	70 19%	59 16%	102 23% KM	27 13%	30 19%	19 14%	171 19%	4 9%	3 51% **	1 19% **	141 19%	24 20%	6 15% *	7 16% *	106 21% W	35 14%	37 18%
Somewhat agree	438 45%	209 44%	229 46%	438 45%	-	-	13 27% *	62 39%	173 46%	189 49%	191 42%	107 50%	76 48%	64 46%	406 45%	28 65%	1 N* **	3 62% **	341 45%	57 47%	26 63% RU*	14 33% *	228 45%	113 46%	96 46%
Somewhat disagree	254 26%	131 28%	123 25%	254 26%	-	-	14 28% *	37 23%	100 27%	103 27%	120 27%	54 26%	41 25%	39 28%	241 26%	10 24% *	2 36% **	1 19% **	199 26%	31 26%	7 17% *	17 40% RT*	126 25%	70 28%	58 27%
Strongly disagree	93 10%	37 8%	56 11%	93 10%	-	-	7 14% *	26 16% HI	29 8%	31 8%	40 9%	24 11%	14 8%	16 12%	92 10%	1 2% *	- - **	- - **	78 10%	9 8%	2 4% *	5 11% *	45 9%	28 11%	20 9%
Summary																									
Top2Box (Agree)	616 64%	302 64%	315 64%	616 64%	-	-	29 58% *	96 60%	243 65%	249 65%	293 65%	134 63%	106 66%	83 60%	576 63%	32 74% *	4 64% **	4 81% **	482 64%	80 67%	33 78% U	21 49% U*	334 66%	148 60%	134 63%
Low2Box (Disagree)	347 36%	168 36%	179 36%	347 36%	-	-	21 42% *	63 40%	130 35%	134 35%	160 35%	78 37%	54 34%	56 40%	333 37%	11 26% *	2 36% **	1 19% **	276 36%	40 33%	9 22% *	22 51% ST*	172 34%	98 40%	78 37%

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

[Table of Contents](#)

7_4. [Designated drivers are relieved to know they and their friends and/or family will be safe

How do you think your friends feel about being a designated driver?

	Gender			AGE			EDUCATION				DEM B				DEMA								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Served As The Designated Driver Over The Past 3 Years Weighted	964	471	493	964	-	-	50	154	373	387	454	212	162	136	909	44	6	5	753	122	44	45	507	246	211
Designated drivers are relieved to know they and their friends and/or family will be safe.	964	470	494	964	-	-	50	159	373	383	453	212	160	139	910	43	6	5	759	120	42	43	506	246	211
Strongly agree	467 48%	213 45%	254 51%	467 48%	- -	- -	30 59% *	88 56% I	175 47% K	174 46% K	238 52% K	85 40% K	79 49% K	65 47% K	459 51% O	5 11% *	1 14% **	2 44% **	386 51% S	41 34% S	21 50% *	19 44% *	247 49% S	120 49% S	100 47% S
Somewhat agree	447 46%	230 49%	218 44%	447 46%	- -	- -	15 30% *	65 41% F	176 47% F	191 50% F	188 41% J	114 54% J	77 48% J	69 50% J	413 45% N*	30 70% **	2 27% **	3 56% **	344 45% RT	62 51% RT	20 48% *	22 51% *	227 45% W	123 50% W	98 46% W
Somewhat disagree	41 4%	22 5%	18 4%	41 4%	- -	- -	4 8% G*	2 1% G	18 5% G	17 4% G	24 5% G	9 4% G	5 3% G	3 2% G	30 3% N*	7 17% **	4 58% **	- - **	21 3% RT	16 13% RT	1 2% *	2 5% *	28 6% W	2 1% W	10 5% W
Strongly disagree	9 1%	5 1%	4 1%	9 1%	- -	- -	1 2% *	3 2% I	4 1% I	1 * I	4 1% I	4 2% I	- - I	1 1% I	8 1% N*	1 2% **	- - **	- - **	8 1% RT	1 1% RT	- - *	- - *	4 1% W	2 1% W	3 1% W
Summary																									
Top2Box (Agree)	915 95%	443 94%	472 95%	915 95%	- -	- -	45 90% *	154 97% F	351 94% F	365 95% F	426 94% F	199 94% F	155 97% F	135 97% F	872 96% O	35 81% *	3 42% **	5 100% **	730 96% S	103 86% S	41 98% S*	41 95% *	474 94% VX	243 98% VX	198 94% VX
Low2Box (Disagree)	49 5%	27 6%	22 5%	49 5%	- -	- -	5 10% G*	5 3% G	22 6% G	18 5% G	28 6% G	13 6% G	5 3% G	4 3% G	37 4% N*	8 19% **	4 58% **	- - **	29 4% RT	17 14% RT	1 2% *	2 5% *	32 6% W	4 2% W	13 6% W

- 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/
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/
Minimum Base: 30 (**), Small Base: 100 (*)
[Table of Contents](#)

7_5. [My designated drivers are happy to drive, even if nobody else takes a turn as a designated driver

How do you think your friends feel about being a designated driver?

	Gender			AGE			EDUCATION				DEM B				DEMA								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Served As The Designated Driver Over The Past 3 Years Weighted	964	471	493	964	-	-	50	154	373	387	454	212	162	136	909	44	6	5	753	122	44	45	507	246	211
My designated drivers are happy to drive, even if nobody else takes a turn as a designated driver.	964	470	494	964	-	-	50	159	373	383	453	212	160	139	910	43	6	5	759	120	42	43	506	246	211
Strongly agree	260 27%	137 29%	123 25%	260 27%	- -	- -	20 40%	54 34%	89 24%	97 25%	151 33%	46 21%	29 18%	34 25%	253 28%	4 9%	1 14%	2 44%	219 29%	23 19%	8 18%	10 23%	141 28%	59 24%	60 28%
Somewhat agree	481 50%	246 52%	235 47%	481 50%	- -	- -	17 34%	63 40%	187 50%	214 56%	217 48%	107 50%	83 52%	74 54%	448 49%	26 61%	4 64%	3 56%	370 49%	62 51%	22 53%	27 63%	242 48%	134 54%	104 49%
Somewhat disagree	192 20%	77 16%	116 23%	192 20%	- -	- -	11 23%	35 22%	84 23%	62 16%	73 16%	53 25%	41 25%	26 19%	180 20%	11 25%	1 22%	- -	143 19%	33 27%	12 29%	4 10%	108 21%	47 19%	37 18%
Strongly disagree	31 3%	10 2%	20 4%	31 3%	- -	- -	1 3%	7 4%	12 3%	10 3%	13 3%	6 3%	7 4%	4 3%	29 3%	2 4%	- -	- -	26 3%	3 2%	U* -	2 4%	15 3%	6 2%	10 5%
Summary																									
Top2Box (Agree)	741 77%	383 82%	357 72%	741 77%	- -	- -	37 75%	117 74%	276 74%	311 81%	368 81%	152 72%	112 70%	109 78%	700 77%	30 71%	5 78%	5 100%	589 78%	85 71%	30 71%	37 86%	384 76%	193 78%	164 78%
Low2Box (Disagree)	223 23%	87 18%	136 28%	223 23%	- -	- -	13 25%	42 26%	97 26%	72 19%	86 28%	60 30%	48 30%	30 22%	209 23%	13 29%	1 22%	- -	170 22%	35 29%	12 29%	6 14%	122 24%	54 22%	47 22%
		A					*		I				J			*	**	**		U	*	*			

- 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/
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/
Minimum Base: 30 (**), Small Base: 100 (*)
[Table of Contents](#)

7. [SUMMARY - TOP2BOX (AGREE)]

How do you think your friends feel about being a designated driver?

	Gender			AGE			EDUCATION				DEM B				DEM A								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Served As The Designated Driver Over The Past 3 Years	964	471	493	964	-	-	50	154	373	387	454	212	162	136	909	44	6	5	753	122	44	45	507	246	211
Weighted	964	470	494	964	-	-	50	159	373	383	453	212	160	139	910	43	6	5	759	120	42	43	506	246	211
Designated drivers are relieved to know they and their friends and/or family will be safe.	915	443	472	915	-	-	45	154	351	365	426	199	155	135	872	35	3	5	730	103	41	41	474	243	198
	95%	94%	95%	95%	-	-	90%	97%	94%	95%	94%	94%	97%	97%	96%	81%	42%	100%	96%	86%	98%	95%	94%	98%	94%
							*	F							O	*	**	**	S		S*	*		VX	
When other people are designated drivers, they feel good about doing 'the right thing'.	869	416	453	869	-	-	41	146	323	358	409	189	143	127	824	35	5	4	688	103	38	39	453	225	191
	90%	88%	92%	90%	-	-	83%	92%	87%	94%	90%	89%	89%	92%	91%	82%	78%	81%	91%	86%	91%	91%	90%	91%	90%
							*			FH					*	**	**	**			*	*			
My designated drivers are happy to drive, even if nobody else takes a turn as a designated driver.	741	383	357	741	-	-	37	117	276	311	368	152	112	109	700	30	5	5	589	85	30	37	384	193	164
	77%	82%	72%	77%	-	-	75%	74%	74%	81%	81%	72%	70%	78%	77%	71%	78%	100%	78%	71%	*	S*		78%	78%
							*			H	KL				*	**	**	**			*	*			
Designated drivers feel it's difficult to have as much fun as the rest of the group.	616	302	315	616	-	-	29	96	243	249	293	134	106	83	576	32	4	4	482	80	33	21	334	148	134
	64%	64%	64%	64%	-	-	58%	60%	65%	65%	65%	63%	66%	60%	63%	74%	64%	81%	64%	67%	78%	49%	66%	60%	63%
							*								*	**	**	**		U	U*	*			
My friends [and family] feel impositioned wher they are a designated driver.	479	254	225	479	-	-	28	70	190	191	262	85	71	61	437	30	6	5	374	72	18	15	270	103	105
	50%	54%	46%	50%	-	-	56%	44%	51%	50%	58%	40%	44%	44%	48%	71%	100%	100%	49%	60%	42%	34%	53%	42%	50%
		B					*				KLM					N*	**	**	RTU		*	*	W		

- 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/
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/
Minimum Base: 30 (**), Small Base: 100 (*)
[Table of Contents](#)

7. [SUMMARY - LOW2BOX (DISAGREE)]

How do you think your friends feel about being a designated driver?

	Gender			AGE			EDUCATION				DEM B				DEMA								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Served As The Designated Driver Over The Past 3 Years	964	471	493	964	-	-	50	154	373	387	454	212	162	136	909	44	6	5	753	122	44	45	507	246	211
Weighted	964	470	494	964	-	-	50	159	373	383	453	212	160	139	910	43	6	5	759	120	42	43	506	246	211
My friends [and family] feel impositioned wher they are a designated driver.	485	216	269	485	-	-	22	89	182	192	127	89	77	473	12	-	-	-	385	48	24	28	236	143	106
	50%	46%	54%	50%	-	-	44%	56%	49%	50%	42%	60%	56%	56%	52%	29%	-	-	51%	40%	58%	66%	47%	58%	50%
		A					*				J	J	J	O	*	**	**		S		S*	S*		V	
Designated drivers feel it's difficult to have as much fun as the rest of the group.	347	168	179	347	-	-	21	63	130	134	160	78	54	56	333	11	2	1	276	40	9	22	172	98	78
	36%	36%	36%	36%	-	-	42%	40%	35%	35%	35%	37%	34%	40%	37%	26%	36%	19%	36%	33%	22%	51%	34%	40%	37%
							*								*	**	**				*	ST*			
My designated drivers are happy to drive, even if nobody else takes a turn as a designated driver.	223	87	136	223	-	-	13	42	97	72	86	60	48	30	209	13	1	-	170	35	12	6	122	54	47
	23%	18%	28%	23%	-	-	25%	26%	26%	19%	19%	28%	30%	22%	23%	29%	22%	-	22%	29%	29%	14%	24%	22%	22%
		A					*				J	J	J		*	**	**		U		*	*			
When other people are designated drivers, they feel good about doing 'the right thing'.	95	54	41	95	-	-	9	13	49	25	44	23	17	12	85	8	1	1	71	17	4	4	53	22	21
	10%	12%	8%	10%	-	-	17%	8%	13%	6%	10%	11%	11%	8%	9%	18%	22%	19%	9%	14%	9%	9%	10%	9%	10%
							I*		I						*	**	**				*	*			
Designated drivers are relieved to know they and their friends and/or family will be safe.	49	27	22	49	-	-	5	5	22	18	28	13	5	4	37	8	4	-	29	17	1	2	32	4	13
	5%	6%	5%	5%	-	-	10%	3%	6%	5%	6%	6%	3%	3%	4%	19%	58%	**	4%	14%	2%	5%	6%	2%	6%
							G*									N*	**	**		RT	*	*	W		W

- 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/
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/
Minimum Base: 30 (**), Small Base: 100 (*)
[Table of Contents](#)

8_1. [Designated drivers make a difference in their community, similar to those who volunteer to clean up a local park or help out at a food bank

Please indicate the extent to which you agree or disagree with the following statements.

	Total	Gender		AGE			EDUCATION				DEM B				DEM A				DEM C						
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1274	635	639	1274	-	-	69	198	507	500	572	267	217	218	1195	59	6	14	962	161	67	84	626	326	322
Weighted	1275	634	641	1275	-	-	68	203	508	495	570	268	215	221	1197	57	6	14	965	160	65	85	624	327	323
Designated drivers make a difference in their community, similar to those who volunteer to clean up a local park or help out at a food bank																									
Strongly agree	575 45%	252 40%	323 50%	575 45%	- -	- -	24 36%	109 53%	235 46%	207 42%	275 48%	115 43%	92 43%	94 43%	557 47%	10 17%	5 73%	4 25%	467 48%	51 32%	30 46%	27 31%	287 46%	157 48%	131 40%
Somewhat agree	561 44%	300 47%	261 41%	561 44%	- -	- -	30 44%	73 36%	231 45%	227 46%	240 42%	120 45%	99 46%	101 46%	511 43%	39 69%	2 27%	9 61%	408 42%	82 51%	27 42%	43 51%	277 44%	133 41%	151 47%
		B					*	G							N*	**	**	**	R		*	*			
Somewhat disagree	110 9%	69 11%	40 6%	110 9%	- -	- -	10 15%	14 7%	36 7%	50 10%	46 8%	25 9%	19 9%	19 9%	100 8%	8 14%	- -	2 14%	74 8%	19 12%	7 11%	9 11%	47 8%	31 10%	31 10%
		B					GH*								*	**	**	**	*		*	*			
Strongly disagree	29 2%	13 2%	16 3%	29 2%	- -	- -	4 6%	8 4%	6 1%	11 2%	9 2%	8 3%	5 2%	7 3%	29 2%	- *	- **	- **	15 2%	7 R	1 *	6 7%	13 2%	6 2%	9 3%
							H*	H								*	**	**	R*		*	R*			
Summary																									
Top2Box (Agree)	1136 89%	552 87%	584 91%	1136 89%	- -	- -	54 79%	181 89%	466 92%	434 88%	515 90%	235 88%	191 89%	195 88%	1068 89%	49 86%	6 100%	13 86%	876 91%	133 83%	57 87%	70 82%	564 90%	290 89%	282 87%
Low2Box (Disagree)	139 11%	82 13%	57 9%	139 11%	- -	- -	14 21%	22 11%	42 8%	61 12%	55 10%	33 12%	24 11%	26 12%	129 11%	8 14%	- *	2 14%	89 9%	27 17%	8 13%	15 18%	60 10%	38 11%	41 13%
		B					GH*			H						*	**	**	R		*	R*			

- 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/
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/
Minimum Base: 30 (**), Small Base: 100 (*)
[Table of Contents](#)

8_2. [Designated drivers save lives.]

Please indicate the extent to which you agree or disagree with the following statements.

	Total	Gender		AGE			EDUCATION				DEM B				DEM A				DEM C						
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times a day	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1274	635	639	1274	-	-	69	198	507	500	572	267	217	218	1195	59	6	14	962	161	67	84	626	326	322
Weighted	1275	634	641	1275	-	-	68	203	508	495	570	268	215	221	1197	57	6	14	965	160	65	85	624	327	323
Designated drivers save lives																									
Strongly agree	793	346	447	793	-	-	37	137	335	283	356	166	132	139	775	12	3	2	633	78	35	46	391	218	183
	62%	55%	70%	62%	-	-	54%	68%	66%	57%	62%	62%	61%	63%	65%	20%	50%	16%	66%	49%	54%	55%	63%	67%	57%
		A					*	I							O	*	**	**	SU		*	*		X	
Somewhat agree	412	244	168	412	-	-	24	56	152	180	180	84	76	71	363	37	2	10	289	65	28	30	199	99	114
	32%	38%	26%	32%	-	-	35%	28%	30%	36%	32%	31%	36%	32%	30%	65%	27%	68%	30%	41%	42%	36%	32%	30%	35%
		B					*	GH							N*	**	**	**	R	R*	*	*			
Somewhat disagree	54	37	17	54	-	-	6	6	16	26	27	14	7	6	45	7	1	-	35	14	1	4	26	10	18
	4%	6%	3%	4%	-	-	8%	3%	3%	5%	5%	5%	3%	3%	4%	13%	23%	-	4%	9%	1%	4%	4%	3%	5%
		B					H*								N*	**	**	**	RT	*	*	*			
Strongly disagree	16	8	8	16	-	-	2	3	5	6	8	4	-	5	13	1	-	2	7	3	2	5	8	-	8
	1%	1%	1%	1%	-	-	3%	2%	1%	1%	1%	2%	-	2%	1%	2%	-	16%	1%	2%	3%	5%	1%	-	3%
							*							L		*	**	**			*	R*	W		W
Summary																									
Top2Box (Agree)	1204	590	615	1204	-	-	61	194	487	463	536	251	208	210	1138	49	5	12	923	142	63	76	590	318	297
	94%	93%	96%	94%	-	-	89%	95%	96%	94%	94%	93%	97%	95%	95%	85%	77%	84%	96%	89%	96%	90%	95%	97%	92%
			A				*	F							O	*	**	**	SU		*	*		X	
Low2Box (Disagree)	70	44	26	70	-	-	8	10	21	32	35	18	7	11	58	8	1	2	42	17	3	8	34	10	26
	6%	7%	4%	6%	-	-	11%	5%	4%	6%	6%	7%	3%	5%	5%	15%	23%	16%	4%	11%	4%	10%	5%	3%	8%
		B					H*								N*	**	**	**	R	*	R*				W

- 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/
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/
Minimum Base: 30 (**), Small Base: 100 (*)
[Table of Contents](#)

8_3. [Designated drivers give peace of mind to families.

Please indicate the extent to which you agree or disagree with the following statements.

	Gender			AGE			EDUCATION				DEM B				DEMA								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1274	635	639	1274	-	-	69	198	507	500	572	267	217	218	1195	59	6	14	962	161	67	84	626	326	322
Weighted	1275	634	641	1275	-	-	68	203	508	495	570	268	215	221	1197	57	6	14	965	160	65	85	624	327	323
Designated drivers give peace of mind to families.																									
Strongly agree	714	309	405	714	-	-	35	127	291	261	321	150	120	124	698	11	2	2	572	68	35	39	353	194	167
	56%	49%	63%	56%	-	-	51%	63%	57%	53%	56%	56%	56%	56%	58%	20%	36%	16%	59%	42%	53%	46%	57%	59%	52%
Somewhat agree		A					*	I							O	*	**	**	SU		*	*			
	482	279	203	482	-	-	25	57	190	210	211	100	89	82	439	33	3	8	347	76	24	35	234	125	123
	38%	44%	32%	38%	-	-	36%	28%	37%	42%	37%	37%	41%	37%	37%	57%	50%	53%	36%	48%	37%	41%	38%	38%	38%
Somewhat disagree		B					*	G	G						N*	**	**	**	R	*	*				
	63	37	26	63	-	-	5	16	23	19	29	16	6	12	47	12	1	3	35	14	5	9	30	7	26
	5%	6%	4%	5%	-	-	7%	8%	4%	4%	5%	6%	3%	6%	4%	21%	13%	22%	4%	9%	8%	10%	5%	2%	8%
Strongly disagree							*	I							N*	**	**	**	R	*	R*	W			
	15	9	7	15	-	-	4	3	4	5	10	2	1	3	13	1	-	1	10	2	1	2	7	2	7
	1%	1%	1%	1%	-	-	5%	2%	1%	1%	2%	1%	*	1%	1%	2%	*	9%	1%	1%	3%	1%	1%	2%	2%
Summary							HI*										**	**			*	*			
Top2Box (Agree)	1196	588	608	1196	-	-	60	184	482	471	532	250	208	206	1137	44	6	10	919	144	59	74	588	319	290
	94%	93%	95%	94%	-	-	87%	91%	95%	95%	93%	93%	97%	93%	95%	77%	87%	69%	95%	90%	90%	87%	94%	97%	90%
Low2Box (Disagree)							*	FG	FG						J	O	*	**	SU		*	X			
	78	46	32	78	-	-	9	19	26	24	38	18	6	15	60	13	1	4	46	16	6	11	37	8	33
	6%	7%	5%	6%	-	-	13%	9%	5%	5%	7%	7%	3%	7%	5%	23%	13%	31%	5%	10%	10%	13%	6%	3%	10%
							HI*	HI			L					N*	**	**		R	*	R*	W		VW

- 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/
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/
Minimum Base: 30 (**), Small Base: 100 (*)
[Table of Contents](#)

8_4. [Volunteering as a designated driver is a way of giving back to our community.
Please indicate the extent to which you agree or disagree with the following statements.

	Gender			AGE			EDUCATION				DEM B				DEMA								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1274	635	639	1274	-	-	69	198	507	500	572	267	217	218	1195	59	6	14	962	161	67	84	626	326	322
Weighted	1275	634	641	1275	-	-	68	203	508	495	570	268	215	221	1197	57	6	14	965	160	65	85	624	327	323
Volunteering as a designated driver is a way of giving back to our community.																									
Strongly agree	525	233	292	525	-	-	25	92	219	190	263	99	84	79	506	13	3	3	433	46	23	24	269	136	120
	41%	37%	46%	41%	-	-	36%	45%	43%	38%	46%	37%	39%	36%	42%	23%	50%	23%	45%	29%	35%	28%	43%	42%	37%
		A					*				KM				O	*	**	**	SU		*	*			
Somewhat agree	569	301	268	569	-	-	32	84	226	227	248	120	104	97	533	27	3	6	413	85	30	41	276	149	144
	45%	48%	42%	45%	-	-	47%	41%	44%	46%	43%	45%	49%	44%	45%	48%	50%	39%	43%	53%	45%	49%	44%	45%	45%
		B					*								*	**	**		R		*	*			
Somewhat disagree	156	86	71	156	-	-	10	22	58	67	49	43	23	41	136	16	-	4	102	28	11	16	66	40	51
	12%	14%	11%	12%	-	-	14%	11%	11%	14%	9%	16%	11%	19%	11%	28%	-	31%	11%	17%	17%	19%	11%	12%	16%
							*				J			JL	N*	**	**	**	R	*	R*				
Strongly disagree	24	14	10	24	-	-	2	6	6	10	10	6	3	4	22	1	-	1	17	1	2	4	13	3	8
	2%	2%	1%	2%	-	-	3%	3%	1%	2%	2%	2%	2%	2%	2%	2%	-	7%	2%	1%	3%	4%	2%	1%	2%
							*									*	**	**			*	S*			
Summary																									
Top2Box (Agree)	1095	534	560	1095	-	-	57	176	444	417	511	219	189	176	1039	40	6	9	846	131	53	65	545	285	264
	86%	84%	87%	86%	-	-	84%	86%	87%	84%	90%	82%	88%	79%	87%	70%	100%	62%	88%	82%	80%	77%	87%	87%	82%
							*				KM		M		O	*	**	**	U		*	X			
Low2Box (Disagree)	180	100	80	180	-	-	11	28	64	78	59	49	26	45	158	17	-	5	119	29	13	19	79	42	59
	14%	16%	13%	14%	-	-	16%	14%	13%	16%	10%	18%	12%	21%	13%	30%	-	38%	12%	18%	20%	23%	13%	13%	18%
							*				J			JL	N*	**	**	**			*	R*			V

- 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/
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/
Minimum Base: 30 (**), Small Base: 100 (*)
[Table of Contents](#)

8_5. [Designated drivers are people who take personal responsibility for the well-being of others
Please indicate the extent to which you agree or disagree with the following statements.

	Gender			AGE			EDUCATION				DEM B				DEMA								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1274	635	639	1274	-	-	69	198	507	500	572	267	217	218	1195	59	6	14	962	161	67	84	626	326	322
Weighted	1275	634	641	1275	-	-	68	203	508	495	570	268	215	221	1197	57	6	14	965	160	65	85	624	327	323
Designated drivers are people who take personal responsibility for the well-being of others																									
Strongly agree	687 54%	294 46%	393 61%	687 54%	-	-	33 48%	127 63%	280 55%	247 50%	322 56%	142 53%	108 50%	115 52%	673 56%	9 16%	2 36%	2 16%	553 57%	67 42%	29 44%	38 45%	354 57%	177 54%	155 48%
Somewhat agree			A				*	FI							O	*	**	**	STU		*	*	X		
	498 39%	284 45%	214 33%	498 39%	-	-	28 41%	63 31%	195 38%	212 43%	207 36%	103 38%	96 45%	92 42%	455 38%	33 58%	3 41%	8 55%	357 37%	77 49%	31 47%	33 39%	226 36%	132 40%	140 43%
			B				*	G							J	N*	**	**	R		*	*	V		
Somewhat disagree	82 6%	51 8%	31 5%	82 6%	-	-	7 10%	11 5%	31 6%	32 7%	39 7%	21 8%	10 5%	11 5%	62 5%	15 26%	1 23%	3 20%	50 5%	15 10%	5 8%	11 13%	40 6%	17 5%	24 7%
			B				*								N*	**	**	**	R		*	R*			
	8 1%	5 1%	3 *	8 1%	-	-	1 1%	2 1%	2 *	3 1%	3 1%	3 1%	-	2 1%	7 1%	-	-	1 9%	5 1%	-	1 1%	2 3%	4 1%	1 *	3 1%
Strongly disagree							*								*	**	**	**			*	RS*			
Summary																									
Top2Box (Agree)	1185 93%	578 91%	607 95%	1185 93%	-	-	61 89%	190 93%	475 93%	459 93%	528 93%	245 91%	204 95%	207 94%	1128 94%	42 74%	5 77%	10 71%	910 94%	144 90%	60 91%	71 84%	580 93%	309 94%	296 92%
Low2Box (Disagree)			A				*								O	*	**	**	U		*	*			
	90 7%	56 9%	34 5%	90 7%	-	-	8 11%	13 7%	33 7%	35 7%	42 7%	23 9%	10 5%	14 6%	69 6%	15 26%	1 23%	4 29%	55 6%	15 10%	6 9%	13 16%	44 7%	18 6%	27 8%
			B				*								N*	**	**	**			*	R*			

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

[Table of Contents](#)

8_6. [I admire and respect people who volunteer to be designated drivers.

Please indicate the extent to which you agree or disagree with the following statements.

	Gender			AGE			EDUCATION				DEM B				DEM A								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1274	635	639	1274	-	-	69	198	507	500	572	267	217	218	1195	59	6	14	962	161	67	84	626	326	322
Weighted	1275	634	641	1275	-	-	68	203	508	495	570	268	215	221	1197	57	6	14	965	160	65	85	624	327	323
[I admire and respect people who volunteer to be designated drivers																									
Strongly agree	711	309	402	711	-	-	35	130	292	254	331	151	118	111	693	13	3	2	566	71	36	38	359	198	154
	56%	49%	63%	56%	-	-	51%	64%	57%	51%	58%	56%	55%	50%	58%	22%	50%	16%	59%	45%	55%	45%	58%	60%	48%
		A					*	I							O	*	**	**	SU		*	*	X	X	
Somewhat agree	481	274	207	481	-	-	26	58	189	208	205	99	86	91	438	34	2	8	352	70	24	35	230	116	135
	38%	43%	32%	38%	-	-	38%	28%	37%	42%	36%	37%	40%	41%	37%	59%	27%	53%	36%	44%	37%	41%	37%	35%	42%
		B					*	G		G					N*	**	**				*	*			
Somewhat disagree	62	40	23	62	-	-	6	11	20	26	28	12	8	14	51	11	-	1	36	16	4	6	27	9	26
	5%	6%	4%	5%	-	-	8%	5%	4%	5%	5%	5%	4%	6%	4%	19%	-	7%	4%	10%	6%	8%	4%	3%	8%
		B					*								N*	**	**		R		*	*			VW
Strongly disagree	21	11	9	21	-	-	2	4	7	7	7	6	3	5	16	-	1	3	11	3	2	5	8	5	8
	2%	2%	1%	2%	-	-	3%	2%	1%	1%	1%	2%	1%	2%	1%	-	23%	24%	1%	2%	3%	6%	1%	1%	2%
							*									*	**	**			*	R*			
Summary																									
Top2Box (Agree)	1192	583	609	1192	-	-	61	188	481	462	536	250	204	202	1130	46	5	10	918	141	60	73	589	314	289
	93%	92%	95%	93%	-	-	89%	92%	95%	93%	94%	93%	95%	91%	94%	81%	77%	69%	95%	88%	91%	86%	94%	96%	89%
			A				*								O	*	**	**	SU		*	*	X	X	
Low2Box (Disagree)	83	51	32	83	-	-	8	15	27	33	35	18	11	19	66	11	1	4	47	18	6	12	35	14	34
	7%	8%	5%	7%	-	-	11%	8%	5%	7%	6%	7%	5%	9%	6%	19%	23%	31%	5%	12%	9%	14%	6%	4%	11%
		B					*								N*	**	**		R		*	R*			VW

- 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/
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/
Minimum Base: 30 (**), Small Base: 100 (*)
[Table of Contents](#)

8_7. [People who volunteer as designated drivers are leaders who care about others
Please indicate the extent to which you agree or disagree with the following statements.

	Gender			AGE			EDUCATION				DEM B				DEM A								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1274	635	639	1274	-	-	69	198	507	500	572	267	217	218	1195	59	6	14	962	161	67	84	626	326	322
Weighted	1275	634	641	1275	-	-	68	203	508	495	570	268	215	221	1197	57	6	14	965	160	65	85	624	327	323
People who volunteer as designated drivers are leaders who care about others																									
Strongly agree	591	247	344	591	-	-	29	116	244	202	275	113	98	106	580	5	2	4	482	50	27	32	294	156	142
	46%	39%	54%	46%	-	-	43%	57%	48%	41%	48%	42%	45%	48%	48%	8%	36%	25%	50%	31%	42%	37%	47%	47%	44%
			A				*	FHI	I						O	*	**	**	SU		*	*			
Somewhat agree	552	307	245	552	-	-	30	66	216	240	241	119	95	97	504	36	3	9	395	89	28	41	271	137	144
	43%	48%	38%	43%	-	-	43%	33%	43%	48%	42%	44%	44%	44%	42%	64%	50%	61%	41%	56%	42%	48%	43%	42%	45%
			B				7	G	G	G					N*	**	**	**	R		*	*			
Somewhat disagree	110	67	43	110	-	-	7	19	40	44	43	31	20	16	94	14	1	1	73	18	10	9	49	30	31
	9%	11%	7%	9%	-	-	10%	9%	8%	9%	7%	12%	9%	7%	8%	25%	13%	7%	8%	11%	15%	11%	8%	9%	9%
			B				*								N*	**	**	**	R*		*	*			
Strongly disagree	21	13	8	21	-	-	3	2	7	9	12	6	2	2	19	2	-	1	15	3	1	3	10	5	7
	2%	2%	1%	2%	-	-	4%	1%	1%	2%	2%	1%	1%	1%	2%	3%	-	7%	2%	2%	1%	3%	2%	1%	2%
							*									*	**	**			*	*			
Summary																									
Top2Box (Agree)	1143	554	589	1143	-	-	59	182	460	442	516	232	193	203	1084	41	6	13	877	139	55	73	565	293	286
	90%	87%	92%	90%	-	-	86%	89%	91%	89%	90%	86%	90%	92%	91%	72%	87%	86%	91%	87%	84%	86%	91%	89%	88%
			A				*								O	*	**	**	*		*	*			
Low2Box (Disagree)	131	80	52	131	-	-	9	21	48	53	55	37	22	18	113	16	1	2	88	21	10	12	59	35	37
	10%	13%	8%	10%	-	-	14%	11%	9%	11%	10%	14%	10%	8%	9%	28%	13%	14%	9%	13%	16%	14%	9%	11%	12%
			B				*								N*	**	**	**			*	*			

- 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/
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/
Minimum Base: 30 (**), Small Base: 100 (*)
[Table of Contents](#)

8_8. [Designated drivers are 'cool'.]

Please indicate the extent to which you agree or disagree with the following statements.

	Total	Gender		AGE			EDUCATION				DEM B				DEMA								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1274	635	639	1274	-	-	69	198	507	500	572	267	217	218	1195	59	6	14	962	161	67	84	626	326	322
Weighted	1275	634	641	1275	-	-	68	203	508	495	570	268	215	221	1197	57	6	14	965	160	65	85	624	327	323
Designated drivers are 'cool'.																									
Strongly agree	506	212	294	506	-	-	31	86	215	174	237	94	87	88	490	11	3	2	412	44	24	27	247	133	126
	40%	33%	46%	40%	-	-	45%	42%	42%	35%	42%	35%	41%	40%	41%	19%	50%	16%	43%	27%	37%	31%	40%	41%	39%
		A					*		I						O	*	**	**	SU		*	*			
Somewhat agree	579	307	272	579	-	-	27	88	219	244	255	130	97	98	537	30	3	9	423	84	30	42	282	154	143
	45%	48%	42%	45%	-	-	40%	43%	43%	49%	45%	48%	45%	44%	45%	53%	50%	61%	53%	53%	46%	49%	45%	47%	44%
		B					*								*	**	**	**		R	*	*			
Somewhat disagree	163	97	66	163	-	-	7	22	65	68	70	38	29	26	147	14	-	1	116	26	9	10	83	39	41
	13%	15%	10%	13%	-	-	11%	11%	13%	14%	12%	14%	13%	12%	12%	25%	-	7%	12%	17%	14%	12%	13%	12%	13%
		B					*								N*	**	**	**			*	*			
Strongly disagree	27	18	8	27	-	-	3	7	8	8	9	6	2	9	22	2	-	2	14	5	2	6	12	2	13
	2%	3%	1%	2%	-	-	5%	3%	2%	2%	2%	2%	1%	4%	2%	3%	-	16%	1%	3%	3%	7%	2%	1%	4%
							*							JL		*	**	**			R*				W
Summary																									
Top2Box (Agree)	1085	519	566	1085	-	-	58	174	435	418	492	224	184	185	1027	41	6	11	835	128	54	68	529	287	269
	85%	82%	88%	85%	-	-	85%	86%	86%	85%	86%	84%	86%	84%	86%	72%	100%	78%	87%	80%	83%	81%	85%	88%	83%
			A				*								O	*	**	**	S		*	*			
Low2Box (Disagree)	189	115	74	189	-	-	10	29	73	76	79	44	31	36	170	16	-	3	130	32	11	16	95	40	54
	15%	18%	12%	15%	-	-	15%	14%	14%	15%	14%	16%	14%	16%	14%	28%	-	22%	20%	20%	17%	19%	15%	12%	17%
		B					*								N*	**	**	**	R		*	*			

- 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/
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/
Minimum Base: 30 (**), Small Base: 100 (*)
[Table of Contents](#)

8_9. [Our communities need more designated drivers.

Please indicate the extent to which you agree or disagree with the following statements.

	Gender			AGE			EDUCATION				DEM B				DEMA								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1274	635	639	1274	-	-	69	198	507	500	572	267	217	218	1195	59	6	14	962	161	67	84	626	326	322
Weighted	1275	634	641	1275	-	-	68	203	508	495	570	268	215	221	1197	57	6	14	965	160	65	85	624	327	323
Our communities need more designated drivers.																									
Strongly agree	641	264	377	641	-	-	27	119	267	228	310	122	108	100	625	10	3	2	527	54	34	27	336	156	150
Somewhat agree	50%	42%	59%	50%	-	-	40%	59%	53%	46%	54%	46%	50%	45%	52%	17%	50%	16%	55%	34%	52%	32%	54%	48%	46%
		A					*	FI	I		KM				O	*	**	**	SU		SU*	*	X		
	540	302	237	540	-	-	32	70	212	225	217	123	98	101	491	37	2	10	380	89	27	44	239	159	141
	42%	48%	37%	42%	-	-	47%	35%	42%	46%	38%	46%	46%	46%	41%	65%	27%	68%	39%	56%	41%	52%	38%	49%	44%
Somewhat disagree		B					*			G		J		J		N*	**	**	RT	*	R*		V		
	77	59	18	77	-	-	6	9	27	35	37	17	8	15	64	10	1	1	49	14	4	10	40	11	25
	6%	9%	3%	6%	-	-	8%	4%	5%	7%	7%	6%	4%	7%	5%	17%	23%	7%	5%	9%	6%	12%	6%	3%	8%
Strongly disagree		B					*									N*	**	**			*	R*		W	
	17	9	9	17	-	-	3	5	3	6	6	6	1	5	16	-	-	1	10	3	1	4	9	2	7
	1%	1%	1%	1%	-	-	5%	2%	1%	1%	1%	2%	*	2%	1%	-	-	9%	1%	2%	1%	4%	1%	1%	2%
							H*	H								*	**	**			*	R*			
Summary																									
Top2Box (Agree)	1180	567	614	1180	-	-	60	189	478	453	527	246	206	201	1116	47	5	12	906	143	61	71	575	315	291
	93%	89%	96%	93%	-	-	87%	93%	94%	92%	92%	92%	96%	91%	93%	83%	77%	84%	94%	89%	92%	84%	92%	96%	90%
Low2Box (Disagree)							*		F		M				O		**	**	SU		*	VX			
	94	67	27	94	-	-	9	14	30	42	43	23	9	20	81	10	1	2	58	17	5	14	49	13	32
	7%	11%	4%	7%	-	-	13%	7%	6%	8%	8%	4%	9%	7%	17%	23%	16%	6%	11%	8%	16%	8%	4%	10%	
		B					H*				L				N*	**	**		R		*	R*	W		W

- 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/
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/
Minimum Base: 30 (**), Small Base: 100 (*)
[Table of Contents](#)

8_10. [It's important that more people share the responsibility of being a designated driver
Please indicate the extent to which you agree or disagree with the following statements.

	Gender			AGE			EDUCATION				DEM B				DEMA								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1274	635	639	1274	-	-	69	198	507	500	572	267	217	218	1195	59	6	14	962	161	67	84	626	326	322
Weighted	1275	634	641	1275	-	-	68	203	508	495	570	268	215	221	1197	57	6	14	965	160	65	85	624	327	323
It's important that more people share the responsibility of being a designated driver																									
Strongly agree	661	286	375	661	-	-	32	116	279	233	306	137	105	112	647	9	3	2	533	61	33	34	328	178	154
	52%	45%	59%	52%	-	-	46%	57%	55%	47%	54%	51%	49%	51%	54%	15%	50%	16%	55%	38%	50%	40%	53%	54%	48%
		A					*	I	I						O	*	**	**	SU		*	*			
Somewhat agree	522	285	237	522	-	-	26	70	200	226	224	113	97	88	480	35	2	6	387	76	26	32	258	132	132
	41%	45%	37%	41%	-	-	38%	34%	39%	46%	39%	42%	45%	40%	40%	61%	27%	39%	40%	48%	40%	38%	41%	40%	41%
		B					*	GH							N*	**	**	**			*	*			
Somewhat disagree	77	52	24	77	-	-	10	14	23	30	34	12	11	19	62	11	-	4	40	18	5	13	32	16	30
	6%	8%	4%	6%	-	-	14%	7%	5%	6%	6%	5%	5%	8%	5%	19%	-	29%	4%	11%	8%	16%	5%	5%	9%
		B					HI*								N*	**	**	**	R	*	R*				VW
Strongly disagree	15	11	4	15	-	-	1	3	6	5	5	6	1	3	9	3	1	2	4	4	2	5	6	2	7
	1%	2%	1%	1%	-	-	1%	2%	1%	1%	1%	2%	*	1%	1%	5%	23%	16%	*	3%	3%	6%	1%	1%	2%
							*								N*	**	**	**	R	R*	R*				
Summary																									
Top2Box (Agree)	1183	571	612	1183	-	-	58	187	479	459	531	250	203	199	1126	43	5	8	921	137	59	66	587	310	286
	93%	90%	96%	93%	-	-	84%	92%	94%	93%	93%	93%	94%	90%	94%	76%	77%	56%	95%	86%	90%	78%	94%	95%	89%
			A				*	F	F						O	*	**	**	STU		*	*	X	X	
Low2Box (Disagree)	92	63	28	92	-	-	11	17	29	36	40	18	12	22	70	14	1	6	44	22	7	18	38	17	37
	7%	10%	4%	7%	-	-	16%	8%	6%	7%	7%	6%	6%	10%	6%	24%	23%	44%	5%	14%	10%	22%	6%	5%	11%
		B					HI*								N*	**	**	**	R	R*	R*				VW

- 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/
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/
Minimum Base: 30 (**), Small Base: 100 (*)
[Table of Contents](#)

8_11. [If designated drivers got more credit for what they do, more people would volunteer to be one

Please indicate the extent to which you agree or disagree with the following statements.

	Total	Gender		AGE			EDUCATION				DEM B				DEM A				DEM C							
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times a day	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	
Base: All Respondents	1274	635	639	1274	-	-	69	198	507	500	572	267	217	218	1195	59	6	14	962	161	67	84	626	326	322	
Weighted	1275	634	641	1275	-	-	68	203	508	495	570	268	215	221	1197	57	6	14	965	160	65	85	624	327	323	
If designated drivers got more credit for what they do, more people would volunteer to be one																										
Strongly agree	492	222	270	492	-	-	20	101	208	163	244	90	76	82	477	10	2	2	393	45	26	28	257	121	114	
	39%	35%	42%	39%	-	-	29%	50%	41%	33%	43%	33%	35%	37%	40%	18%	36%	16%	41%	28%	40%	33%	41%	37%	35%	
		A					*	FHI	I		K				O	*	**	**	S		*	*				
Somewhat agree	593	310	283	593	-	-	36	64	242	252	253	135	103	101	546	33	4	10	445	85	30	32	288	157	148	
	47%	49%	44%	47%	-	-	52%	32%	48%	51%	44%	50%	48%	46%	46%	57%	64%	68%	53%	46%	46%	38%	46%	48%	46%	
							G*	G	G						+	+	**	**	U		*	*				
Somewhat disagree	159	85	74	159	-	-	10	28	53	69	61	36	31	30	145	13	-	-	1	105	28	7	19	66	44	49
	12%	13%	12%	12%	-	-	15%	14%	10%	14%	11%	14%	14%	14%	12%	23%	-	7%	11%	18%	10%	23%	11%	13%	15%	
							*								N*	**	**	**	R		*	R*			V	
Strongly disagree	31	17	14	31	-	-	3	11	6	12	12	7	5	8	29	1	-	1	22	2	3	5	13	6	12	
	2%	3%	2%	2%	-	-	4%	5%	1%	2%	2%	3%	2%	3%	2%	2%	-	9%	2%	1%	4%	6%	2%	2%	4%	
							*	HI								*	**	**			*	RS*				
Summary																										
Top2Box (Agree)	1085	532	553	1085	-	-	56	165	450	414	497	225	179	183	1023	43	6	12	838	130	56	61	545	278	262	
	85%	84%	86%	85%	-	-	81%	81%	89%	84%	87%	84%	83%	83%	85%	76%	100%	84%	87%	81%	86%	71%	87%	85%	81%	
							*		GI						O	*	**	**	U		U*	*	X			
Low2Box (Disagree)	190	102	88	190	-	-	13	39	58	80	73	43	36	38	174	14	-	2	126	30	9	24	79	50	61	
	15%	16%	14%	15%	-	-	19%	19%	11%	16%	13%	16%	17%	17%	15%	24%	-	16%	13%	19%	14%	29%	13%	15%	19%	
							*	H		H						N*	**	**			*	RT*			V	

- 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/
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/
Minimum Base: 30 (**), Small Base: 100 (*)
[Table of Contents](#)

8_12. [Designated drivers get enough credit for the service they perform.

Please indicate the extent to which you agree or disagree with the following statements.

	Gender			AGE			EDUCATION				DEM B				DEM A								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1274	635	639	1274	-	-	69	198	507	500	572	267	217	218	1195	59	6	14	962	161	67	84	626	326	322
Weighted	1275	634	641	1275	-	-	68	203	508	495	570	268	215	221	1197	57	6	14	965	160	65	85	624	327	323
Designated drivers get enough credit for the service they perform.																									
Strongly agree	226	123	102	226	-	-	12	48	82	84	137	35	25	28	215	8	2	1	189	20	8	9	128	52	46
	18%	19%	16%	18%	-	-	18%	24%	16%	17%	24%	13%	12%	13%	18%	13%	28%	10%	20%	12%	12%	11%	20%	16%	14%
							*	HI			KLM					*	**	**	S		*	*	X		
Somewhat agree	474	270	205	474	-	-	26	68	181	199	215	99	83	78	431	36	1	7	341	74	18	41	230	131	114
	37%	43%	32%	37%	-	-	38%	33%	36%	40%	38%	37%	38%	35%	36%	63%	13%	46%	35%	46%	28%	48%	37%	40%	35%
		B					*								N*	**	**	**	RT	*	RT*	*			
Somewhat disagree	440	196	244	440	-	-	22	60	186	171	164	106	81	88	419	12	4	4	328	55	30	27	202	117	120
	34%	31%	38%	34%	-	-	33%	30%	37%	35%	29%	40%	38%	40%	35%	22%	58%	31%	34%	34%	46%	32%	36%	37%	
		A					*				J		J	J	O	*	**	**			*	*			
Strongly disagree	135	45	90	135	-	-	8	27	59	41	55	28	26	27	132	1	-	2	107	11	9	7	65	27	43
	11%	7%	14%	11%	-	-	11%	13%	12%	8%	10%	10%	12%	12%	11%	2%	-	13%	11%	7%	14%	9%	10%	8%	13%
			A				*	I							O	*	**	**			*	*			W
Summary																									
Top2Box (Agree)	700	393	307	700	-	-	38	116	263	283	352	134	108	106	646	44	3	8	530	94	26	50	358	183	159
	55%	62%	48%	55%	-	-	56%	57%	52%	57%	62%	50%	50%	48%	54%	76%	42%	56%	55%	59%	40%	59%	57%	56%	49%
		B					*				KLM				N*	**	**	**	T	T	*	T*	X		
Low2Box (Disagree)	575	241	334	575	-	-	30	88	245	212	219	134	107	115	551	13	4	6	435	66	39	34	266	145	164
	45%	38%	52%	45%	-	-	44%	43%	48%	43%	38%	50%	50%	52%	46%	24%	58%	44%	45%	41%	60%	41%	43%	44%	51%
			A				*				J	J	J	J	O	*	**	**			RSU*	*			V

- 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/
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/
Minimum Base: 30 (**), Small Base: 100 (*)
[Table of Contents](#)

8_13. [I would never be a designated driver. I prefer to party with the rest of my friends
Please indicate the extent to which you agree or disagree with the following statements.

	Gender			AGE			EDUCATION				DEM B				DEM A								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1274	635	639	1274	-	-	69	198	507	500	572	267	217	218	1195	59	6	14	962	161	67	84	626	326	322
Weighted	1275	634	641	1275	-	-	68	203	508	495	570	268	215	221	1197	57	6	14	965	160	65	85	624	327	323
[Would never be a designated driver. I prefer to party with the rest of my friends]																									
Strongly agree	119	83	36	119	-	-	8	22	48	41	76	19	12	11	116	2	1	-	99	11	3	6	65	28	26
	9%	13%	6%	9%	-	-	11%	11%	10%	8%	13%	7%	6%	5%	10%	4%	14%	-	10%	7%	5%	7%	10%	8%	8%
		B					*				KLM					*	**	**			*				
Somewhat agree	253	150	103	253	-	-	21	33	94	104	126	55	33	38	212	31	2	8	170	54	11	18	136	47	70
	20%	24%	16%	20%	-	-	30%	16%	19%	21%	22%	21%	16%	17%	18%	54%	27%	57%	18%	34%	17%	21%	22%	14%	22%
		B					GH*				L					N*	**	**		RTU	*	W			W
Somewhat disagree	351	186	165	351	-	-	22	57	133	139	155	75	63	59	326	19	2	4	266	42	16	27	174	94	82
	28%	29%	26%	28%	-	-	33%	28%	26%	28%	27%	28%	29%	27%	27%	33%	36%	27%	28%	27%	24%	32%	28%	29%	25%
							*									*	**	**		*	*	*			
Strongly disagree	552	216	336	552	-	-	17	92	232	210	213	119	107	113	543	5	1	2	430	52	35	34	249	159	144
	43%	34%	52%	43%	-	-	26%	45%	46%	43%	37%	44%	50%	51%	45%	10%	22%	16%	45%	33%	54%	40%	40%	49%	45%
		A					*	F	F	F			J	J	O	*	**	**	S		S*	*		V	
Summary																									
Top2Box (Agree)	372	233	139	372	-	-	29	55	143	146	202	75	45	49	328	33	3	8	269	65	14	24	201	74	97
	29%	37%	22%	29%	-	-	42%	27%	28%	29%	35%	28%	21%	22%	27%	57%	42%	57%	28%	41%	22%	28%	32%	23%	30%
		B					GH*				KLM					N*	**	**		RT	*	W			W
Low2Box (Disagree)	903	401	501	903	-	-	40	148	365	349	368	194	169	172	868	24	4	6	696	95	51	61	423	253	226
	71%	63%	78%	71%	-	-	58%	73%	72%	71%	65%	72%	79%	78%	73%	43%	58%	43%	72%	59%	78%	72%	68%	77%	70%
		A					*	F	F	F			J	J	O	*	**	**	S		S*	*		VX	

- 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/
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/
Minimum Base: 30 (**), Small Base: 100 (*)
[Table of Contents](#)

8. [SUMMARY - TOP2BOX (AGREE)]

Please indicate the extent to which you agree or disagree with the following statements.

	Total	Gender		AGE			EDUCATION				DEM B				DEM A				DEM C						
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1274	635	639	1274	-	-	69	198	507	500	572	267	217	218	1195	59	6	14	962	161	67	84	626	326	322
Weighted	1275	634	641	1275	-	-	68	203	508	495	570	268	215	221	1197	57	6	14	965	160	65	85	624	327	323
Designated drivers save lives.	1204	590	615	1204	-	-	61	194	487	463	536	251	208	210	1138	49	5	12	923	142	63	76	590	318	297
	94%	93%	96%	94%	-	-	89%	95%	96%	94%	94%	93%	97%	95%	95%	85%	77%	84%	96%	89%	96%	90%	95%	97%	92%
		A					*								O	*	**	**	SU		*	*	X		
Designated drivers give peace of mind to families.	1196	588	608	1196	-	-	60	184	482	471	532	250	208	206	1137	44	6	10	919	144	59	74	588	319	290
	94%	93%	95%	94%	-	-	87%	91%	95%	95%	93%	93%	97%	93%	95%	77%	87%	69%	95%	90%	90%	87%	94%	97%	90%
							*		FG	FG					O	*	**	**	SU		*	*	X	VX	
I admire and respect people who volunteer to be designated drivers.	1192	583	609	1192	-	-	61	188	481	462	536	250	204	202	1130	46	5	10	918	141	60	73	589	314	289
	93%	92%	95%	93%	-	-	89%	92%	95%	93%	94%	93%	95%	91%	94%	81%	77%	69%	95%	88%	91%	86%	94%	96%	89%
		A					*								O	*	**	**	SU		*	*	X		
Designated drivers are people who take personal responsibility for the well-being of others.	1185	578	607	1185	-	-	61	190	475	459	528	245	204	207	1128	42	5	10	910	144	60	71	580	309	296
	93%	91%	95%	93%	-	-	89%	93%	93%	93%	93%	91%	95%	94%	94%	74%	77%	71%	94%	90%	91%	84%	93%	94%	92%
		A					*								O	*	**	**	U		*	*			
It's important that more people share the responsibility of being a designated driver.	1183	571	612	1183	-	-	58	187	479	459	531	250	203	199	1126	43	5	8	921	137	59	66	587	310	286
	93%	90%	96%	93%	-	-	84%	92%	94%	93%	93%	93%	94%	90%	94%	76%	77%	56%	95%	86%	90%	78%	94%	95%	89%
		A					*		F	F					O	*	**	**	STU		*	*	X	X	
Our communities need more designated drivers.	1180	567	614	1180	-	-	60	189	478	453	527	246	206	201	1116	47	5	12	906	143	61	71	575	315	291
	93%	89%	96%	93%	-	-	87%	93%	94%	92%	92%	92%	96%	91%	93%	83%	77%	84%	94%	89%	92%	84%	92%	96%	90%
		A					*		F				M		O	*	**	**	SU		*	*	VX		
People who volunteer as designated drivers are leaders who care about others.	1143	554	589	1143	-	-	59	182	460	442	516	232	193	203	1084	41	6	13	877	139	55	73	565	293	286
	90%	87%	92%	90%	-	-	86%	89%	91%	89%	90%	86%	90%	92%	91%	72%	87%	86%	91%	87%	84%	86%	91%	89%	88%
		A					*								O	*	**	**			*	*			
Designated drivers make a difference in their community, similar to those who volunteer to clean up a local park or help out at a food bank.	1136	552	584	1136	-	-	54	181	466	434	515	235	191	195	1068	49	6	13	876	133	57	70	564	290	282
	89%	87%	91%	89%	-	-	79%	89%	92%	88%	90%	88%	89%	88%	89%	86%	100%	86%	91%	83%	87%	82%	90%	89%	87%
		A					*	F	F						O	*	**	**	SU		*	*			
Volunteering as a designated driver is a way of giving back to our community.	1095	534	560	1095	-	-	57	176	444	417	511	219	189	176	1039	40	6	9	846	131	53	65	545	285	264
	86%	84%	87%	86%	-	-	84%	86%	87%	87%	84%	90%	82%	88%	79%	87%	70%	100%	62%	88%	82%	80%	77%	87%	82%
		A					*		KM				M		O	*	**	**	U		*	*	X		
Designated drivers are 'cool'.	1085	519	566	1085	-	-	58	174	435	418	492	224	184	185	1027	41	6	11	835	128	54	68	529	287	269
	85%	82%	88%	85%	-	-	85%	86%	86%	85%	86%	84%	86%	84%	86%	72%	100%	78%	87%	80%	83%	81%	85%	88%	83%
		A					*								O	*	**	**	S		*	*			
If designated drivers got more credit for what they do, more people would volunteer to be one.	1085	532	553	1085	-	-	56	165	450	414	497	225	179	183	1023	43	6	12	838	130	56	61	545	278	262
	85%	84%	86%	85%	-	-	81%	81%	89%	84%	87%	84%	83%	83%	85%	76%	100%	84%	87%	81%	86%	71%	87%	85%	81%
		A					*		GI						O	*	**	**	U		*	*	X		
Designated drivers get enough credit for the service they perform.	700	393	307	700	-	-	38	116	263	283	352	134	108	106	646	44	3	8	530	94	26	50	358	183	159
	55%	62%	48%	55%	-	-	56%	57%	52%	57%	62%	50%	50%	48%	54%	76%	42%	56%	55%	59%	40%	59%	57%	56%	49%
		B					*			KLM					N*	**	**	**	T		*	T*	X		
I would never be a designated driver. I prefer to party with the rest of my friends.	372	233	139	372	-	-	29	55	143	146	202	75	45	49	328	33	3	8	269	65	14	24	201	74	97
	29%	37%	22%	29%	-	-	42%	27%	28%	29%	35%	28%	21%	22%	27%	57%	42%	57%	28%	41%	22%	28%	32%	23%	30%
		B					GHI*				KLM				N*	**	**	**	RT		*	*	W		W

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

[Table of Contents](#)

8. [SUMMARY - LOW2BOX (DISAGREE)]

Please indicate the extent to which you agree or disagree with the following statements.

	Gender			AGE			EDUCATION				DEM B				DEMA								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1274	635	639	1274	-	-	69	198	507	500	572	267	217	218	1195	59	6	14	962	161	67	84	626	326	322
Weighted	1275	634	641	1275	-	-	68	203	508	495	570	268	215	221	1197	57	6	14	965	160	65	85	624	327	323
I would never be a designated driver. I prefer to party with the rest of my friends.	903	401	501	903	-	-	40	148	365	349	368	194	169	172	868	24	4	6	696	95	51	61	423	253	226
	71%	63%	78%	71%	-	-	58%	73%	72%	71%	65%	72%	79%	78%	73%	43%	58%	43%	72%	59%	78%	72%	68%	77%	70%
		A					*	F	F	F	J	J	J	J	O	*	**	**	S		S*	*	VX		
Designated drivers get enough credit for the service they perform.	575	241	334	575	-	-	30	88	245	212	219	134	107	115	551	13	4	6	435	66	39	34	266	145	164
	45%	38%	52%	45%	-	-	44%	43%	48%	43%	38%	50%	50%	52%	46%	24%	58%	44%	45%	41%	60%	41%	43%	44%	51%
		A					*				J	J	J	J	O	*	**	**		RSU*	*		V		
If designated drivers got more credit for what they do, more people would volunteer to be one.	190	102	88	190	-	-	13	39	58	80	73	43	36	38	174	14	-	2	126	30	9	24	79	50	61
	15%	16%	14%	15%	-	-	19%	19%	11%	16%	13%	16%	17%	17%	15%	24%	-	16%	13%	19%	14%	29%	13%	15%	19%
Designated drivers are 'cool'.	189	115	74	189	-	-	10	29	73	76	79	44	31	36	170	16	-	3	130	32	11	16	95	40	54
	15%	18%	12%	15%	-	-	15%	14%	14%	15%	14%	16%	14%	16%	14%	28%	N*	22%	13%	20%	17%	19%	15%	12%	17%
		B					*	H							N*	**	**	**		R	*	*			
Volunteering as a designated driver is a way of giving back to our community.	180	100	80	180	-	-	11	28	64	78	59	49	26	45	158	17	-	5	119	29	13	19	79	42	59
	14%	16%	13%	14%	-	-	16%	14%	13%	16%	10%	18%	12%	21%	13%	30%	-	38%	12%	18%	20%	23%	13%	13%	18%
							*				J	JL			N*	**	**	**		*	R*		V		
Designated drivers make a difference in their community, similar to those who volunteer to clean up a local park or help out at a food bank.	139	82	57	139	-	-	14	22	42	61	55	33	24	26	129	8	-	2	89	27	8	15	60	38	41
	11%	13%	9%	11%	-	-	21%	11%	8%	12%	10%	12%	11%	12%	11%	14%	-	14%	9%	17%	13%	18%	10%	11%	13%
People who volunteer as designated drivers are leaders who care about others.	131	80	52	131	-	-	9	21	48	53	55	37	22	18	113	16	1	2	88	21	10	12	59	35	37
	10%	13%	8%	10%	-	-	14%	11%	9%	11%	10%	14%	10%	8%	9%	28%	13%	14%	9%	13%	16%	14%	9%	11%	12%
		B					*								N*	**	**	**		*	*	*			
Our communities need more designated drivers.	94	67	27	94	-	-	9	14	30	42	43	23	9	20	81	10	1	2	58	17	5	14	49	13	32
	7%	11%	4%	7%	-	-	13%	7%	6%	8%	8%	8%	4%	9%	7%	17%	23%	16%	6%	11%	8%	16%	8%	4%	10%
		B					H*								L	N*	**	**		R	*	R*	W		W
It's important that more people share the responsibility of being a designated driver.	92	63	28	92	-	-	11	17	29	36	40	18	12	22	70	14	1	6	44	22	7	18	38	17	37
	7%	10%	4%	7%	-	-	16%	8%	6%	7%	7%	7%	6%	10%	6%	24%	23%	44%	5%	14%	10%	22%	6%	5%	11%
		B					H*								N*	**	**	**		R	*	R*		VW	
Designated drivers are people who take personal responsibility for the well-being of others.	90	56	34	90	-	-	8	13	33	35	42	23	10	14	69	15	1	4	55	15	6	13	44	18	27
	7%	9%	5%	7%	-	-	11%	7%	7%	7%	7%	9%	5%	6%	6%	26%	23%	29%	6%	10%	9%	16%	7%	6%	8%
		B					*								N*	**	**	**		*	R*				
I admire and respect people who volunteer to be designated drivers.	83	51	32	83	-	-	8	15	27	33	35	18	11	19	66	11	1	4	47	18	6	12	35	14	34
	7%	8%	5%	7%	-	-	11%	8%	5%	7%	6%	7%	5%	9%	6%	19%	23%	31%	5%	12%	9%	14%	6%	4%	11%
		B													N*	**	**	**		R	*	R*		VW	
Designated drivers give peace of mind to families.	78	46	32	78	-	-	9	19	26	24	38	18	6	15	60	13	1	4	46	16	6	11	37	8	33
	6%	7%	5%	6%	-	-	13%	9%	5%	5%	7%	7%	3%	7%	5%	23%	13%	31%	5%	10%	13%	6%	3%	10%	
							H*	HI		L					N*	**	**	**		R	*	R*	W		VW
Designated drivers save lives.	70	44	26	70	-	-	8	10	21	32	35	18	7	11	58	8	1	2	42	17	3	8	34	10	26
	6%	7%	4%	6%	-	-	11%	5%	4%	6%	6%	7%	3%	5%	5%	15%	23%	16%	4%	11%	4%	10%	5%	3%	8%
		B					H*								N*	**	**	**		R	*	R*			W

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

[Table of Contents](#)