

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1318	178	118	73	555	330	64	433	218	319	169	265	780
Weighted	1318	167	170	91	491	318	81	429	221	318	172	269	778
Yes	1014	137	143	66	381	224	62	268	187	275	151	194	602
	77%	82%	84%	73%	78%	70%	77%	62%	85%	87%	88%	72%	77%
		E	E	*	E		*		G	G	G		
No	304	30	27	25	109	94	19	161	34	43	21	74	175
	23%	18%	16%	27%	22%	30%	23%	38%	15%	13%	12%	28%	23%
				*		ABD	*	HIJ					

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Have A Valid Driver's License	1010	146	99	53	431	232	49	270	183	276	148	190	603
Weighted	1014	137	143	66	381	224	62	268	187	275	151	194	602
All of the time	214	33	31	4	90	48	9	53	53	52	36	38	111
	21%	24%	21%	6%	24%	22%	14%	20%	28%	19%	24%	19%	18%
		C	C*	*	C	C	*		GI				
Sometimes	581	75	89	46	211	119	40	147	96	171	93	100	372
	57%	55%	63%	70%	55%	53%	65%	55%	52%	62%	61%	52%	62%
			*	DE*			*			H			K
Never	218	29	23	16	80	57	12	68	38	51	23	57	120
	22%	21%	16%	25%	21%	25%	20%	25%	20%	19%	15%	29%	20%
			*	*			*	J				L	

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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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.

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Served As The Designated Driver Over The Past 3 Years	790	115	83	40	340	173	39	202	145	225	125	135	479
Weighted	795	108	120	50	301	167	49	200	149	224	129	138	482
1	59	8	9	1	20	17	3	19	9	12	9	10	31
	7%	8%	7%	3%	7%	10%	5%	10%	6%	6%	7%	7%	6%
			*	*			*						
2	82	19	9	4	25	19	6	24	14	19	13	17	48
	10%	17%	7%	7%	8%	12%	13%	12%	9%	9%	10%	13%	10%
		BD	*	*			*						
3	75	9	17	9	17	20	2	13	11	27	15	16	48
	9%	9%	14%	17%	6%	12%	5%	7%	7%	12%	11%	12%	10%
			D*	D*		D	*						
4	37	-	9	5	14	7	3	17	4	7	4	5	25
	5%	-	7%	10%	5%	4%	5%	8%	2%	3%	3%	3%	5%
			A*	A*	A	A	A*	HI					
5	109	9	19	11	43	17	9	17	28	34	14	14	77
	14%	9%	16%	22%	14%	10%	18%	9%	19%	15%	11%	10%	16%
			*	AE*			*		G	G			
6 - 10	192	24	24	8	83	43	10	44	38	60	32	36	119
	24%	22%	20%	15%	28%	26%	20%	22%	26%	27%	25%	26%	25%
			*	*			*						
11 - 20	114	20	9	8	44	26	8	37	14	31	18	21	68
	14%	18%	7%	15%	15%	16%	15%	19%	10%	14%	14%	15%	14%
		B	*	*			*	H					
21-30	44	7	7	1	23	5	1	6	10	18	8	5	24
	6%	6%	6%	2%	8%	3%	3%	3%	7%	8%	6%	4%	5%
			*	*	E		*			G			
31-40	14	4	3	-	4	3	-	6	2	3	4	3	8
	2%	4%	2%	-	1%	2%	-	3%	1%	1%	3%	2%	2%
			*	*			*						
41-50	28	4	4	-	13	3	4	6	7	6	5	4	14
	4%	3%	4%	-	4%	2%	8%	3%	5%	3%	4%	3%	3%
			*	*			*						
More than 50	42	5	10	4	13	6	4	10	13	5	6	5	22
	5%	4%	8%	8%	4%	4%	8%	5%	8%	2%	4%	4%	5%
			*	*			*		I				
Summary													
Mean	19.3	16	22.6	16.3	17.7	19.1	31.2	17.6	23.1	13	20.4	14	18.5
			*	*			*		I				
Std. Dev.	57.13	27.31	50.8	35.31	41.63	81.11	104	38.53	46.51	24.06	66.67	29.11	61.89
Std. Err.	2.03	2.55	5.58	5.58	2.26	6.17	16.65	2.71	3.86	1.6	5.96	2.51	2.83
Median	7	8.3	5	5	8	6	7	7.3	8	6	7	6	6

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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.

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Served As The Designated Driver Over The Past 3 Years	790	115	83	40	340	173	39	202	145	225	125	135	479
Weighted	795	108	120	50	301	167	49	200	149	224	129	138	482
Being a designated driver is the responsible thing to do.													
Strongly agree	543	65	85	34	203	115	42	129	99	154	93	105	330
	68%	60%	71%	67%	68%	69%	85%	65%	67%	69%	72%	76%	68%
			*	*			ADE*						
Somewhat agree	219	36	29	15	87	45	8	59	44	59	33	30	131
	28%	33%	24%	30%	29%	27%	15%	30%	30%	27%	26%	22%	27%
		F	*	*			*						
Somewhat disagree	28	7	4	1	9	7	-	9	5	9	3	3	17
	4%	6%	4%	2%	3%	4%	-	4%	3%	4%	2%	2%	4%
			*	*			*						
Strongly disagree	5	1	1	-	2	1	-	3	1	1	-	-	4
	1%	1%	1%	-	1%	1%	-	1%	1%	1%	-	-	1%
			*	*			*						
Summary													
Top2Box (Agree)	762	100	114	49	290	159	49	189	144	213	126	135	461
	96%	93%	95%	98%	96%	95%	100%	94%	96%	95%	98%	98%	96%
			*	*			*						
Low2Box (Disagree)	33	8	6	1	11	8	-	11	6	11	3	3	21
	4%	7%	5%	2%	4%	5%	-	6%	4%	5%	2%	2%	4%
			*	*			*						

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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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.

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Served As The Designated Driver Over The Past 3 Years	790	115	83	40	340	173	39	202	145	225	125	135	479
Weighted	795	108	120	50	301	167	49	200	149	224	129	138	482
When I am a designated driver, it's because I want to protect my friends.													
Strongly agree	471	64	77	31	167	92	40	118	86	133	78	96	280
	59%	59%	64%	62%	56%	55%	82%	59%	58%	59%	60%	69%	58%
			*	*			ABDE*					L	
Somewhat agree	271	39	30	16	115	63	8	66	51	75	43	32	168
	34%	36%	25%	33%	38%	38%	15%	33%	34%	34%	33%	24%	35%
		F	*	*	BF	F	*					K	
Somewhat disagree	41	5	10	3	14	9	1	10	9	14	8	8	28
	5%	4%	8%	5%	5%	5%	3%	5%	6%	6%	6%	6%	6%
			*	*			*						
Strongly disagree	11	1	3	-	4	3	-	6	3	1	-	1	7
	1%	1%	2%	-	1%	2%	-	3%	2%	1%	-	1%	1%
			*	*			*						
Summary													
Top2Box (Agree)	743	102	107	48	282	155	48	184	137	208	121	128	448
	93%	95%	89%	95%	94%	93%	97%	92%	92%	93%	94%	93%	93%
			*	*			*						
Low2Box (Disagree)	53	6	13	3	19	12	1	16	12	15	8	10	35
	7%	5%	11%	5%	6%	7%	3%	8%	8%	7%	6%	7%	7%
			*	*			*						

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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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.

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Served As The Designated Driver Over The Past 3 Years	790	115	83	40	340	173	39	202	145	225	125	135	479
Weighted	795	108	120	50	301	167	49	200	149	224	129	138	482
When I am a designated driver, it's because I want to protect my community.													
Strongly agree	347	46	49	24	129	69	30	91	63	96	55	73	199
	44%	43%	41%	47%	43%	42%	61%	45%	42%	43%	42%	53%	41%
			*	*			ABDE*					L	
Somewhat agree	341	47	56	18	133	72	15	88	58	96	54	48	213
	43%	43%	47%	35%	44%	43%	31%	44%	39%	43%	42%	35%	44%
			*	*			*						
Somewhat disagree	80	11	9	8	32	17	3	16	21	22	17	13	52
	10%	10%	7%	15%	11%	10%	5%	8%	14%	10%	13%	10%	11%
			*	*			*						
Strongly disagree	27	4	6	1	7	8	1	5	7	10	3	3	18
	3%	4%	5%	3%	2%	5%	3%	3%	5%	4%	3%	2%	4%
			*	*			*						
Summary													
Top2Box (Agree)	689	93	105	41	262	142	45	178	121	192	109	121	412
	87%	86%	88%	82%	87%	85%	92%	89%	81%	86%	85%	88%	85%
			*	*			*	H					
Low2Box (Disagree)	106	15	14	9	39	25	4	22	28	32	20	17	70
	13%	14%	12%	18%	13%	15%	8%	11%	19%	14%	15%	12%	15%
			*	*			*		G				

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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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.

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Served As The Designated Driver Over The Past 3 Years	790	115	83	40	340	173	39	202	145	225	125	135	479
Weighted	795	108	120	50	301	167	49	200	149	224	129	138	482
I feel good about myself when I do something for others by being a designated driver.													
Strongly agree	397	52	67	26	146	78	29	104	73	112	60	81	231
	50%	48%	55%	52%	48%	47%	59%	52%	49%	50%	47%	59%	48%
			*	*			*					L	
Somewhat agree	337	47	45	18	135	76	16	81	65	89	58	52	208
	42%	44%	37%	35%	45%	46%	33%	41%	44%	40%	45%	38%	43%
			*	*			*						
Somewhat disagree	49	8	9	5	14	11	2	10	10	19	8	3	37
	6%	8%	7%	10%	5%	6%	5%	5%	6%	9%	6%	2%	8%
			*	*			*						K
Strongly disagree	12	1	-	1	6	2	1	5	1	4	2	1	6
	1%	1%	-	2%	2%	1%	3%	2%	1%	2%	2%	1%	1%
			*	*			*						
Summary													
Top2Box (Agree)	734	99	111	44	281	154	45	185	139	200	119	134	439
	92%	91%	93%	87%	93%	92%	92%	93%	93%	90%	92%	97%	91%
			*	*			*					L	
Low2Box (Disagree)	61	9	9	6	20	13	4	14	10	23	10	4	43
	8%	9%	7%	13%	7%	8%	8%	7%	7%	10%	8%	3%	9%
			*	*			*						K

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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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.

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Served As The Designated Driver Over The Past 3 Years	790	115	83	40	340	173	39	202	145	225	125	135	479
Weighted	795	108	120	50	301	167	49	200	149	224	129	138	482
It makes sense for everyone to take a turn as the designated driver.													
Strongly agree	385	55	58	31	144	66	32	97	69	106	58	61	244
	48%	51%	48%	62%	48%	39%	64%	49%	46%	47%	45%	44%	51%
		E	*	E*			E*						
Somewhat agree	329	46	46	14	129	82	11	79	64	92	61	62	199
	41%	43%	39%	28%	43%	49%	23%	39%	43%	41%	47%	45%	41%
		F	*	*	F	CF	*						
Somewhat disagree	70	6	14	5	23	16	5	19	14	24	8	13	35
	9%	5%	12%	10%	8%	10%	10%	10%	10%	11%	6%	10%	7%
			*	*			*						
Strongly disagree	11	1	1	-	4	3	1	4	2	2	2	2	4
	1%	1%	1%	-	1%	2%	3%	2%	1%	1%	1%	2%	1%
			*	*			*						
Summary													
Top2Box (Agree)	714	101	104	45	273	148	43	176	133	198	119	122	443
	90%	94%	87%	90%	91%	88%	87%	88%	89%	88%	92%	89%	92%
			*	*			*						
Low2Box (Disagree)	81	7	16	5	28	19	6	24	16	26	10	16	39
	10%	6%	13%	10%	9%	12%	13%	12%	11%	12%	8%	11%	8%
			*	*			*						

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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4_6. [I feel impositioned when I have to be a designated driver.]

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

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Served As The Designated Driver Over The Past 3 Years	790	115	83	40	340	173	39	202	145	225	125	135	479
Weighted	795	108	120	50	301	167	49	200	149	224	129	138	482
I feel impositioned when I have to be a designated driver.													
Strongly agree	96	16	12	7	39	16	6	31	17	28	12	18	46
	12%	15%	10%	15%	13%	9%	13%	15%	12%	12%	9%	13%	9%
			*	*			*						
Somewhat agree	237	40	42	16	92	30	16	58	45	66	39	28	149
	30%	37%	35%	33%	31%	18%	33%	29%	30%	29%	30%	21%	31%
		E	E*	E*	E		E*					K	
Somewhat disagree	268	34	43	14	110	55	13	71	51	73	45	50	162
	34%	31%	36%	28%	36%	33%	26%	35%	35%	33%	35%	36%	34%
			*	*			*						
Strongly disagree	194	18	23	12	60	66	14	41	35	57	33	41	125
	24%	17%	19%	25%	20%	40%	28%	20%	23%	26%	26%	30%	26%
			*	*		ABD	*						
Summary													
Top2Box (Agree)	333	56	54	24	131	46	23	88	63	94	51	47	194
	42%	52%	45%	48%	44%	27%	46%	44%	42%	42%	40%	34%	40%
		E	E*	E*	E		E*						
Low2Box (Disagree)	462	52	66	26	170	121	27	111	86	130	78	91	288
	58%	48%	55%	52%	56%	73%	54%	56%	58%	58%	60%	66%	60%
			*	*		ABCD	*						

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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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.

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Served As The Designated Driver Over The Past 3 Years	790	115	83	40	340	173	39	202	145	225	125	135	479
Weighted	795	108	120	50	301	167	49	200	149	224	129	138	482
When I am a designated driver, I feel good about doing 'the right thing'.													
Strongly agree	458	63	71	31	180	80	33	119	83	125	75	90	275
	58%	58%	59%	62%	60%	48%	67%	60%	56%	56%	59%	65%	57%
			*	*	E		E*						
Somewhat agree	290	39	45	14	104	74	15	68	57	84	45	42	177
	37%	36%	37%	28%	34%	45%	31%	34%	38%	38%	35%	31%	37%
			*	*		D	*						
Somewhat disagree	38	7	4	5	12	9	1	9	8	12	7	5	25
	5%	6%	4%	10%	4%	5%	3%	4%	5%	5%	5%	3%	5%
			*	*			*						
Strongly disagree	8	-	-	-	4	4	-	4	2	2	1	1	5
	1%	-	-	-	1%	2%	-	2%	1%	1%	1%	1%	1%
			*	*			*						
Summary													
Top2Box (Agree)	748	101	116	45	284	154	48	187	140	210	121	132	453
	94%	94%	96%	90%	94%	92%	97%	94%	94%	94%	94%	96%	94%
			*	*			*						
Low2Box (Disagree)	47	7	4	5	17	13	1	13	9	14	8	5	29
	6%	6%	4%	10%	6%	8%	3%	6%	6%	6%	6%	4%	6%
			*	*			*						

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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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.

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Served As The Designated Driver Over The Past 3 Years	790	115	83	40	340	173	39	202	145	225	125	135	479
Weighted	795	108	120	50	301	167	49	200	149	224	129	138	482
It's difficult for me to have as much fun as my friends when I'm a designated driver.													
Strongly agree	142	20	20	14	59	19	10	47	16	41	31	18	82
	18%	18%	17%	28%	19%	12%	21%	24%	11%	18%	24%	13%	17%
			*	E*	E		*	H		H	H		
Somewhat agree	272	42	45	13	104	50	18	66	46	75	48	40	169
	34%	39%	37%	25%	35%	30%	36%	33%	31%	33%	38%	29%	35%
			*	*			*						
Somewhat disagree	228	26	32	15	90	54	10	48	63	63	29	50	132
	29%	24%	27%	30%	30%	32%	21%	24%	42%	28%	23%	37%	27%
			*	*			*		GIJ			L	
Strongly disagree	154	20	23	9	48	43	11	39	24	45	20	30	99
	19%	18%	19%	17%	16%	26%	23%	20%	16%	20%	16%	22%	21%
			*	*		D	*						
Summary													
Top2Box (Agree)	414	62	65	26	163	70	28	113	62	116	79	57	251
	52%	57%	54%	53%	54%	42%	57%	57%	42%	52%	61%	41%	52%
		E	*	*	E		*	H			H		K
Low2Box (Disagree)	381	46	55	24	138	97	21	87	87	108	50	81	231
	48%	43%	46%	47%	46%	58%	43%	43%	58%	48%	39%	59%	48%
			*	*		AD	*		GJ			L	

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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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.

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Served As The Designated Driver Over The Past 3 Years	790	115	83	40	340	173	39	202	145	225	125	135	479
Weighted	795	108	120	50	301	167	49	200	149	224	129	138	482
When I am a designated driver, I can rest assured that my friends and/or family will be safe.													
Strongly agree	524	66	85	35	200	96	42	127	99	150	83	102	317
	66%	61%	71%	70%	66%	58%	85%	64%	67%	67%	64%	74%	66%
			E*	*			ADE*						
Somewhat agree	232	35	26	14	90	61	6	60	42	64	37	31	141
	29%	32%	22%	28%	30%	37%	13%	30%	28%	29%	29%	23%	29%
		F	*	*	F	BF	*						
Somewhat disagree	34	8	7	-	10	8	1	11	7	6	7	4	19
	4%	7%	6%	-	3%	5%	3%	6%	4%	3%	5%	3%	4%
			*	*			*						
Strongly disagree	6	-	1	1	2	2	-	2	1	2	1	-	6
	1%	-	1%	2%	1%	1%	-	1%	1%	1%	1%	-	1%
			*	*			*						
Summary													
Top2Box (Agree)	755	100	111	49	289	157	48	187	142	215	120	134	458
	95%	93%	93%	98%	96%	94%	97%	93%	95%	96%	93%	97%	95%
			*	*			*						
Low2Box (Disagree)	40	8	9	1	12	10	1	13	7	9	8	4	24
	5%	7%	7%	2%	4%	6%	3%	7%	5%	4%	7%	3%	5%
			*	*			*						

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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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.

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Served As The Designated Driver Over The Past 3 Years	790	115	83	40	340	173	39	202	145	225	125	135	479
Weighted	795	108	120	50	301	167	49	200	149	224	129	138	482
I believe everyone in my circle of friends should take a turn being the designated driver.													
Strongly agree	357	47	50	27	140	66	26	91	67	96	52	55	232
	45%	43%	42%	55%	46%	39%	54%	46%	45%	43%	41%	40%	48%
			*	*			*						
Somewhat agree	342	47	58	16	124	80	16	84	66	92	65	61	196
	43%	43%	48%	33%	41%	48%	33%	42%	44%	41%	51%	45%	41%
			*	*			*						
Somewhat disagree	80	13	9	6	29	17	5	21	12	31	8	19	47
	10%	12%	7%	13%	10%	10%	10%	10%	8%	14%	6%	14%	10%
			*	*			*			J			
Strongly disagree	17	1	3	-	8	4	1	4	4	5	3	3	8
	2%	1%	2%	-	3%	2%	3%	2%	3%	2%	2%	2%	2%
			*	*			*						
Summary													
Top2Box (Agree)	698	94	108	44	264	146	43	175	133	188	118	116	427
	88%	87%	90%	87%	88%	87%	87%	88%	89%	84%	92%	84%	89%
			*	*			*						
Low2Box (Disagree)	97	14	12	6	37	21	6	25	16	36	11	22	55
	12%	13%	10%	13%	12%	13%	13%	12%	11%	16%	8%	16%	11%
			*	*			*						

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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4. [SUMMARY - TOP2BOX (AGREE)]

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

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Served As The Designated Driver Over The Past 3 Years	790	115	83	40	340	173	39	202	145	225	125	135	479
Weighted	795	108	120	50	301	167	49	200	149	224	129	138	482
Being a designated driver is the responsible thing to do.	762	100	114	49	290	159	49	189	144	213	126	135	461
	96%	93%	95%	98%	96%	95%	100%	94%	96%	95%	98%	98%	96%
			*	*			*						
When I am a designated driver, I can rest assured that my friends and/or family will be safe.	755	100	111	49	289	157	48	187	142	215	120	134	458
	95%	93%	93%	98%	96%	94%	97%	93%	95%	96%	93%	97%	95%
			*	*			*						
When I am a designated driver, I feel good about doing 'the right thing'.	748	101	116	45	284	154	48	187	140	210	121	132	453
	94%	94%	96%	90%	94%	92%	97%	94%	94%	94%	94%	96%	94%
			*	*			*						
When I am a designated driver, it's because I want to protect my friends.	743	102	107	48	282	155	48	184	137	208	121	128	448
	93%	95%	89%	95%	94%	93%	97%	92%	92%	93%	94%	93%	93%
			*	*			*						
I feel good about myself when I do something for others by being a designated driver.	734	99	111	44	281	154	45	185	139	200	119	134	439
	92%	91%	93%	87%	93%	92%	92%	93%	93%	90%	92%	97%	91%
			*	*			*					L	
It makes sense for everyone to take a turn as the designated driver.	714	101	104	45	273	148	43	176	133	198	119	122	443
	90%	94%	87%	90%	91%	88%	87%	88%	89%	88%	92%	89%	92%
			*	*			*						
I believe everyone in my circle of friends should take a turn being the designated driver.	698	94	108	44	264	146	43	175	133	188	118	116	427
	88%	87%	90%	87%	88%	87%	87%	88%	89%	84%	92%	84%	89%
			*	*			*						
When I am a designated driver, it's because I want to protect my community.	689	93	105	41	262	142	45	178	121	192	109	121	412
	87%	86%	88%	82%	87%	85%	92%	89%	81%	86%	85%	88%	85%
			*	*			*	H					
It's difficult for me to have as much fun as my friends when I'm a designated driver.	414	62	65	26	163	70	28	113	62	116	79	57	251
	52%	57%	54%	53%	54%	42%	57%	57%	42%	52%	61%	41%	52%
		E	*	*	E		*	H			H		K
I feel impositioned when I have to be a designated driver.	333	56	54	24	131	46	23	88	63	94	51	47	194
	42%	52%	45%	48%	44%	27%	46%	44%	42%	42%	40%	34%	40%
		E	E*	E*	E		E*						

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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4. [SUMMARY - LOW2BOX (DISAGREE)]

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

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Served As The Designated Driver Over The Past 3 Years	790	115	83	40	340	173	39	202	145	225	125	135	479
Weighted	795	108	120	50	301	167	49	200	149	224	129	138	482
I feel impositioned when I have to be a designated driver.	462	52	66	26	170	121	27	111	86	130	78	91	288
	58%	48%	55%	52%	56%	73%	54%	56%	58%	58%	60%	66%	60%
It's difficult for me to have as much fun as my friends when I'm a designated driver.			*	*		ABCDF	*						
	381	46	55	24	138	97	21	87	87	108	50	81	231
	48%	43%	46%	47%	46%	58%	43%	43%	58%	48%	39%	59%	48%
When I am a designated driver, it's because I want to protect my community.			*	*		AD	*		GJ			L	
	106	15	14	9	39	25	4	22	28	32	20	17	70
	13%	14%	12%	18%	13%	15%	8%	11%	19%	14%	15%	12%	15%
I believe everyone in my circle of friends should take a turn being the designated driver.			*	*			*		G				
	97	14	12	6	37	21	6	25	16	36	11	22	55
	12%	13%	10%	13%	12%	13%	13%	12%	11%	16%	8%	16%	11%
It makes sense for everyone to take a turn as the designated driver.			*	*			*						
	81	7	16	5	28	19	6	24	16	26	10	16	39
	10%	6%	13%	10%	9%	12%	13%	12%	11%	12%	8%	11%	8%
I feel good about myself when I do something for others by being a designated driver.			*	*			*						
	61	9	9	6	20	13	4	14	10	23	10	4	43
	8%	9%	7%	13%	7%	8%	8%	7%	7%	10%	8%	3%	9%
When I am a designated driver, it's because I want to protect my friends.			*	*			*						K
	53	6	13	3	19	12	1	16	12	15	8	10	35
	7%	5%	11%	5%	6%	7%	3%	8%	8%	7%	6%	7%	7%
When I am a designated driver, I feel good about doing 'the right thing'.			*	*			*						
	47	7	4	5	17	13	1	13	9	14	8	5	29
	6%	6%	4%	10%	6%	8%	3%	6%	6%	6%	6%	4%	6%
When I am a designated driver, I can rest assured that my friends and/or family will be safe.			*	*			*						
	40	8	9	1	12	10	1	13	7	9	8	4	24
	5%	7%	7%	2%	4%	6%	3%	7%	5%	4%	7%	3%	5%
Being a designated driver is the responsible thing to do.			*	*			*						
	33	8	6	1	11	8	-	11	6	11	3	3	21
	4%	7%	5%	2%	4%	5%	-	6%	4%	5%	2%	2%	4%
			*	*			*						

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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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?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1318	178	118	73	555	330	64	433	218	319	169	265	780
Weighted	1318	167	170	91	491	318	81	429	221	318	172	269	778
All of the time	239	27	27	19	99	57	10	100	37	57	24	50	124
	18%	16%	16%	21%	20%	18%	12%	23%	17%	18%	14%	18%	16%
				*			*	J					
Sometimes	739	97	105	51	284	156	45	198	130	198	111	142	459
	56%	58%	62%	56%	58%	49%	56%	46%	59%	62%	64%	53%	59%
			E	*	E		*		G	G	G		
Never	339	43	37	21	107	105	25	131	54	63	38	77	195
	26%	26%	22%	23%	22%	33%	31%	31%	24%	20%	22%	29%	25%
				*		BD	*	IJ					

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Served As The Designated Driver Over The Past 3 Years	975	132	92	55	433	219	44	299	163	256	132	188	580
Weighted	974	124	133	69	383	211	55	296	166	254	135	191	579
1	107	18	17	11	32	22	6	33	15	32	11	29	56
	11%	14%	13%	16%	8%	11%	11%	11%	9%	13%	8%	15%	10%
		D	*	*			*					L	
2	109	16	13	1	36	36	6	35	24	28	13	20	64
	11%	13%	10%	2%	9%	17%	11%	12%	14%	11%	10%	11%	11%
		C	*	*		CD	C*						
3	83	9	16	6	27	22	3	22	22	23	8	24	42
	9%	8%	12%	9%	7%	10%	5%	7%	13%	9%	6%	13%	7%
			*	*			*					L	
4	44	5	7	-	18	10	4	14	9	12	4	12	28
	4%	4%	5%	-	5%	5%	7%	5%	5%	5%	3%	6%	5%
			*	*			*						
5	117	16	13	9	48	21	10	38	21	27	13	23	74
	12%	13%	10%	13%	12%	10%	18%	13%	13%	11%	9%	12%	13%
			*	*			*						
6 - 10	186	17	17	15	85	44	8	55	19	55	31	41	108
	19%	14%	13%	22%	22%	21%	14%	19%	12%	21%	23%	22%	19%
			*	*	AB		*			H	H		
11 - 20	112	16	19	11	44	19	3	24	19	25	24	10	74
	12%	13%	14%	16%	12%	9%	5%	8%	12%	10%	18%	5%	13%
			*	*			*				GI		K
21-30	65	8	10	7	24	14	1	18	7	24	11	7	40
	7%	7%	8%	11%	6%	6%	2%	6%	4%	9%	8%	4%	7%
			*	*			*			H			
31-40	18	5	-	1	5	4	2	5	3	5	3	1	13
	2%	4%	-	2%	1%	2%	4%	2%	2%	2%	2%	*	2%
		B	*	*			B*						
41-50	48	4	9	1	27	5	2	16	16	10	3	6	34
	5%	3%	7%	2%	7%	2%	4%	6%	10%	4%	2%	3%	6%
			*	*	E		*		IJ				
More than 50	87	10	11	5	35	14	10	36	11	14	13	17	46
	9%	8%	9%	7%	9%	7%	18%	12%	7%	6%	10%	9%	8%
			*	*			E*	I					
Summary													
Mean	30.7	30.9	26.8	39.8	31.5	29.4	28.3	41.1	19.6	17	39.3	32	27.4
			*	*			*	HI			I		
Std. Dev.	107.03	122.94	72.6	139.56	109.17	110.19	56.34	133.8	36.19	34.03	143.65	125.28	91.15
Std. Err.	3.43	10.7	7.57	18.82	5.25	7.45	8.49	7.74	2.83	2.13	12.5	9.14	3.78
Median	6	5	5.6	8	8	5	5	6	5	6	10	5	8

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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?

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Served As The Designated Driver Over The Past 3 Years	964	132	91	55	425	217	44	295	162	253	132	187	575
Weighted	964	124	131	69	375	209	55	291	165	251	135	190	574
My friends [and family] feel impositioned when they are a designated driver.													
Strongly agree	103	11	14	8	46	18	5	41	14	29	13	19	52
	11%	9%	11%	11%	12%	9%	9%	14%	9%	12%	10%	10%	9%
			*	*			*						
Somewhat agree	376	54	62	24	164	53	19	110	66	93	57	67	221
	39%	44%	47%	35%	44%	25%	34%	38%	40%	37%	42%	35%	38%
		E	E*	*	E		*						
Somewhat disagree	350	42	40	26	131	86	24	98	66	94	43	69	222
	36%	34%	31%	38%	35%	41%	43%	34%	40%	37%	32%	37%	39%
			*	*			*						
Strongly disagree	136	16	14	11	34	52	8	42	18	36	22	35	79
	14%	13%	11%	16%	9%	25%	14%	14%	11%	14%	16%	19%	14%
			*	*		ABD	*						
Summary													
Top2Box (Agree)	479	66	77	31	210	72	24	151	81	122	70	85	273
	50%	53%	58%	46%	56%	34%	43%	52%	49%	49%	52%	45%	48%
		E	E*	*	E		*						
Low2Box (Disagree)	485	58	55	37	166	138	31	140	85	129	65	105	301
	50%	47%	42%	54%	44%	66%	57%	48%	51%	51%	48%	55%	52%
			*	*		ABD	*						

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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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?

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Served As The Designated Driver Over The Past 3 Years	964	132	91	55	425	217	44	295	162	253	132	187	575
Weighted	964	124	131	69	375	209	55	291	165	251	135	190	574
When other people are designated drivers, they feel good about doing 'the right thing'.													
Strongly agree	369	42	55	35	139	77	21	111	65	97	51	80	213
	38%	34%	42%	51%	37%	37%	39%	38%	40%	38%	38%	42%	37%
			*	AD*			*						
Somewhat agree	499	71	68	31	200	103	26	139	82	137	71	90	313
	52%	58%	52%	46%	53%	49%	48%	48%	49%	55%	53%	47%	54%
			*	*			*						
Somewhat disagree	81	9	7	3	29	26	6	31	17	16	10	15	45
	8%	8%	5%	4%	8%	12%	11%	11%	10%	6%	7%	8%	8%
			*	*			*						
Strongly disagree	14	1	1	-	8	3	1	10	1	2	2	6	3
	2%	1%	1%	-	2%	1%	2%	3%	1%	1%	1%	3%	1%
			*	*			*	I				L	
Summary													
Top2Box (Agree)	869	114	123	66	338	180	48	250	147	234	123	169	526
	90%	92%	93%	96%	90%	86%	86%	86%	89%	93%	91%	89%	92%
			*	E*			*			G			
Low2Box (Disagree)	95	10	9	3	37	29	8	41	18	17	12	21	48
	10%	8%	7%	4%	10%	14%	14%	14%	11%	7%	9%	11%	8%
			*	*		C	*	I					

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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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?

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Served As The Designated Driver Over The Past 3 Years	964	132	91	55	425	217	44	295	162	253	132	187	575
Weighted	964	124	131	69	375	209	55	291	165	251	135	190	574
Designated drivers feel it's difficult to have as much fun as the rest of the group.													
Strongly agree	178	23	20	15	85	26	9	59	28	51	29	35	99
	19%	19%	15%	22%	23%	12%	16%	20%	17%	20%	21%	18%	17%
			*	*	E		*						
Somewhat agree	438	59	68	28	177	78	29	137	79	109	52	84	262
	45%	48%	52%	40%	47%	37%	52%	47%	48%	43%	39%	44%	46%
			E*	*	E		*						
Somewhat disagree	254	31	35	14	82	80	13	68	44	71	39	53	157
	26%	25%	26%	20%	22%	38%	23%	23%	27%	28%	29%	28%	27%
			*	*		ABCD	*						
Strongly disagree	93	10	9	12	32	25	5	27	14	20	14	18	55
	10%	8%	7%	18%	8%	12%	9%	9%	8%	8%	11%	10%	10%
			*	BD*			*						
Summary													
Top2Box (Agree)	616	82	88	43	262	104	38	196	107	160	81	119	362
	64%	67%	67%	62%	70%	50%	68%	67%	65%	64%	60%	63%	63%
		E	E*	*	E		E*						
Low2Box (Disagree)	347	41	43	26	114	105	18	95	58	91	54	71	212
	36%	33%	33%	38%	30%	50%	32%	33%	35%	36%	40%	37%	37%
			*	*		ABDF	*						

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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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?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Served As The Designated Driver Over The Past 3 Years	964	132	91	55	425	217	44	295	162	253	132	187	575
Weighted	964	124	131	69	375	209	55	291	165	251	135	190	574
Designated drivers are relieved to know they and their friends and/or family will be safe.													
Strongly agree	467	55	68	34	193	89	28	137	82	122	69	98	273
	48%	45%	52%	49%	51%	43%	50%	47%	50%	49%	52%	52%	47%
			*	*	E		*						
Somewhat agree	447	59	58	35	166	105	24	127	78	121	60	84	272
	46%	48%	44%	51%	44%	50%	43%	44%	47%	48%	44%	44%	47%
			*	*			*						
Somewhat disagree	41	8	6	-	13	11	3	21	6	8	4	4	28
	4%	7%	4%	-	4%	5%	5%	7%	3%	3%	3%	2%	5%
		C	*	*			*	I					
Strongly disagree	9	1	-	-	3	4	1	6	-	1	2	4	2
	1%	1%	-	-	1%	2%	2%	2%	-	*	1%	2%	*
			*	*			*					L	
Summary													
Top2Box (Agree)	915	115	126	69	359	195	52	264	160	243	129	182	545
	95%	92%	96%	100%	96%	93%	93%	91%	97%	97%	96%	96%	95%
			*	AE*			*		G	G			
Low2Box (Disagree)	49	9	6	-	16	15	4	27	6	8	6	8	30
	5%	8%	4%	-	4%	7%	7%	9%	3%	3%	4%	4%	5%
		C	*	*		C	*	HI					

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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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?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Served As The Designated Driver Over The Past 3 Years	964	132	91	55	425	217	44	295	162	253	132	187	575
Weighted	964	124	131	69	375	209	55	291	165	251	135	190	574
My designated drivers are happy to drive, even if nobody else takes a turn as a designated driver.													
Strongly agree	260	29	32	21	104	61	13	88	43	58	39	48	148
	27%	24%	24%	31%	28%	29%	23%	30%	26%	23%	29%	25%	26%
			*	*			*						
Somewhat agree	481	58	56	30	191	118	28	133	82	138	62	92	292
	50%	47%	43%	44%	51%	56%	50%	46%	49%	55%	46%	49%	51%
			*	*		B	*			G			
Somewhat disagree	192	30	39	15	71	27	11	59	36	46	30	38	119
	20%	24%	30%	22%	19%	13%	20%	20%	22%	18%	22%	20%	21%
		E	DE*	*			*						
Strongly disagree	31	7	4	3	10	4	4	11	4	9	4	11	15
	3%	5%	3%	4%	3%	2%	7%	4%	3%	4%	3%	6%	3%
			*	*			*					L	
Summary													
Top2Box (Agree)	741	87	88	51	295	178	40	221	125	196	101	141	440
	77%	71%	67%	75%	79%	85%	73%	76%	76%	78%	75%	74%	77%
			*	*	B	ABDF	*						
Low2Box (Disagree)	223	36	43	17	80	31	15	70	40	55	34	49	134
	23%	29%	33%	25%	21%	15%	27%	24%	24%	22%	25%	26%	23%
		E	DE*	*	E		E*						

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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7. [SUMMARY - TOP2BOX (AGREE)]

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

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Served As The Designated Driver Over The Past 3 Years	964	132	91	55	425	217	44	295	162	253	132	187	575
Weighted	964	124	131	69	375	209	55	291	165	251	135	190	574
Designated drivers are relieved to know they and their friends and/or family will be safe.	915	115	126	69	359	195	52	264	160	243	129	182	545
	95%	92%	96%	100%	96%	93%	93%	91%	97%	97%	96%	96%	95%
			*	AE*			*		G	G			
When other people are designated drivers, they feel good about doing 'the right thing'.	869	114	123	66	338	180	48	250	147	234	123	169	526
	90%	92%	93%	96%	90%	86%	86%	86%	89%	93%	91%	89%	92%
			*	E*			*			G			
My designated drivers are happy to drive, even if nobody else takes a turn as a designated driver.	741	87	88	51	295	178	40	221	125	196	101	141	440
	77%	71%	67%	75%	79%	85%	73%	76%	76%	78%	75%	74%	77%
			*	*	B	ABDF	*						
Designated drivers feel it's difficult to have as much fun as the rest of the group.	616	82	88	43	262	104	38	196	107	160	81	119	362
	64%	67%	67%	62%	70%	50%	68%	67%	65%	64%	60%	63%	63%
		E	E*	*	E		E*						
My friends [and family] feel impositioned when they are a designated driver.	479	66	77	31	210	72	24	151	81	122	70	85	273
	50%	53%	58%	46%	56%	34%	43%	52%	49%	49%	52%	45%	48%
		E	E*	*	E		*						

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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7. [SUMMARY - LOW2BOX (DISAGREE)]

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

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Served As The Designated Driver Over The Past 3 Years	964	132	91	55	425	217	44	295	162	253	132	187	575
Weighted	964	124	131	69	375	209	55	291	165	251	135	190	574
My friends [and family] feel impositioned when they are a designated driver.	485	58	55	37	166	138	31	140	85	129	65	105	301
	50%	47%	42%	54%	44%	66%	57%	48%	51%	51%	48%	55%	52%
			*	*		ABD	*						
Designated drivers feel it's difficult to have as much fun as the rest of the group.	347	41	43	26	114	105	18	95	58	91	54	71	212
	36%	33%	33%	38%	30%	50%	32%	33%	35%	36%	40%	37%	37%
			*	*		ABDF	*						
My designated drivers are happy to drive, even if nobody else takes a turn as a designated driver.	223	36	43	17	80	31	15	70	40	55	34	49	134
	23%	29%	33%	25%	21%	15%	27%	24%	24%	22%	25%	26%	23%
		E	DE*	*	E		E*						
When other people are designated drivers, they feel good about doing 'the right thing'.	95	10	9	3	37	29	8	41	18	17	12	21	48
	10%	8%	7%	4%	10%	14%	14%	14%	11%	7%	9%	11%	8%
			*	*		C	*	I					
Designated drivers are relieved to know they and their friends and/or family will be safe.	49	9	6	-	16	15	4	27	6	8	6	8	30
	5%	8%	4%	-	4%	7%	7%	9%	3%	3%	4%	4%	5%
		C	*	*		C	*	HI					

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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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	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1274	177	114	71	533	316	63	417	212	307	164	257	756
Weighted	1275	166	165	89	471	305	79	412	215	306	167	261	753
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	80	92	51	198	120	34	188	94	151	71	139	327
	45%	48%	56%	58%	42%	40%	43%	46%	44%	49%	43%	53%	43%
			DE	DE*			*					L	
Somewhat agree	561	68	61	33	215	146	39	179	105	121	75	100	344
	44%	41%	37%	37%	46%	48%	49%	43%	49%	40%	45%	38%	46%
				*		B	*		I				K
Somewhat disagree	110	15	10	4	48	29	4	33	15	29	15	13	70
	9%	9%	6%	4%	10%	10%	5%	8%	7%	10%	9%	5%	9%
				*			*						K
Strongly disagree	29	4	1	1	11	10	2	12	2	5	6	8	13
	2%	2%	1%	1%	2%	3%	3%	3%	1%	2%	4%	3%	2%
				*			*						
Summary													
Top2Box (Agree)	1136	147	153	84	413	266	73	367	198	272	146	239	671
	89%	89%	93%	94%	88%	87%	92%	89%	92%	89%	87%	92%	89%
				*			*						
Low2Box (Disagree)	139	19	12	5	59	39	6	45	17	34	21	22	83
	11%	11%	7%	6%	12%	13%	8%	11%	8%	11%	13%	8%	11%
				*			*						

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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8_2. [Designated drivers save lives.]

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

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1274	177	114	71	533	316	63	417	212	307	164	257	756
Weighted	1275	166	165	89	471	305	79	412	215	306	167	261	753
Designated drivers save lives.													
Strongly agree	793	98	118	62	287	177	49	253	131	200	101	181	474
	62%	59%	72%	70%	61%	58%	62%	61%	61%	65%	61%	69%	63%
			ADE	*			*						
Somewhat agree	412	55	39	26	157	107	26	133	72	91	56	67	246
	32%	33%	24%	30%	33%	35%	33%	32%	33%	30%	33%	26%	33%
				*	B	B	*						K
Somewhat disagree	54	10	6	-	21	16	-	17	11	15	4	8	27
	4%	6%	4%	-	5%	5%	-	4%	5%	5%	2%	3%	4%
		CF		*		C	*						
Strongly disagree	16	2	1	-	5	4	4	9	1	-	5	5	6
	1%	1%	1%	-	1%	1%	5%	2%	*	-	3%	2%	1%
				*			D*	I			HI		
Summary													
Top2Box (Agree)	1204	154	157	89	444	284	76	386	203	291	157	248	720
	94%	93%	96%	100%	94%	93%	95%	94%	94%	95%	94%	95%	96%
				ADE*			*						
Low2Box (Disagree)	70	12	7	-	27	20	4	26	12	15	10	13	34
	6%	7%	4%	-	6%	7%	5%	6%	6%	5%	6%	5%	4%
		C		*	C	C	*						

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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

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

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1274	177	114	71	533	316	63	417	212	307	164	257	756
Weighted	1275	166	165	89	471	305	79	412	215	306	167	261	753
Designated drivers give peace of mind to families.													
Strongly agree	714	90	110	54	260	153	48	227	113	183	95	165	417
	56%	54%	67%	60%	55%	50%	60%	55%	53%	60%	57%	63%	55%
			ADE	*			*					L	
Somewhat agree	482	64	52	30	178	131	26	152	93	111	58	80	297
	38%	38%	32%	34%	38%	43%	33%	37%	43%	36%	35%	31%	39%
				*		B	*						K
Somewhat disagree	63	10	3	5	26	16	3	24	8	12	10	12	33
	5%	6%	2%	6%	5%	5%	3%	6%	4%	4%	6%	5%	4%
				*			*						
Strongly disagree	15	2	-	-	7	4	3	10	1	-	4	4	7
	1%	1%	-	-	2%	1%	3%	2%	*	-	2%	2%	1%
				*			B*	I			I		
Summary													
Top2Box (Agree)	1196	154	162	84	438	284	74	379	206	294	153	245	714
	94%	93%	98%	94%	93%	93%	94%	92%	96%	96%	92%	94%	95%
			ADE	*			*			GJ			
Low2Box (Disagree)	78	12	3	5	33	20	5	34	9	12	14	16	40
	6%	7%	2%	6%	7%	7%	6%	8%	4%	4%	8%	6%	5%
		B		*	B	B	*	I			I		

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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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.

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1274	177	114	71	533	316	63	417	212	307	164	257	756
Weighted	1275	166	165	89	471	305	79	412	215	306	167	261	753
Volunteering as a designated driver is a way of giving back to our community.													
Strongly agree	525	65	74	44	186	119	38	175	90	142	55	128	293
	41%	39%	45%	49%	40%	39%	48%	42%	42%	46%	33%	49%	39%
				*			*	J		J		L	
Somewhat agree	569	74	75	34	213	143	30	182	94	122	85	105	354
	45%	45%	46%	38%	45%	47%	38%	44%	44%	40%	51%	40%	47%
				*			*				I		
Somewhat disagree	156	24	13	11	63	36	10	43	29	35	24	24	94
	12%	14%	8%	13%	13%	12%	13%	10%	14%	12%	15%	9%	13%
				*			*						
Strongly disagree	24	4	3	-	9	7	1	11	2	7	2	4	12
	2%	2%	2%	-	2%	2%	2%	3%	1%	2%	1%	2%	2%
				*			*						
Summary													
Top2Box (Agree)	1095	139	149	78	399	262	68	358	184	264	140	233	647
	86%	84%	90%	87%	85%	86%	86%	87%	86%	86%	84%	89%	86%
				*			*						
Low2Box (Disagree)	180	27	16	11	72	42	11	55	31	42	26	28	107
	14%	16%	10%	13%	15%	14%	14%	13%	14%	14%	16%	11%	14%
				*			*						

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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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.

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1274	177	114	71	533	316	63	417	212	307	164	257	756
Weighted	1275	166	165	89	471	305	79	412	215	306	167	261	753
Designated drivers are people who take personal responsibility for the well-being of others.													
Strongly agree	687	85	98	54	255	147	48	232	110	177	76	160	406
	54%	51%	60%	60%	54%	48%	60%	56%	51%	58%	45%	61%	54%
			E	*			*	J		J		L	
Somewhat agree	498	66	56	34	182	139	21	148	90	108	78	83	300
	39%	40%	34%	38%	39%	46%	27%	36%	42%	35%	47%	32%	40%
				*		BDF	*				GI		K
Somewhat disagree	82	15	10	1	31	16	8	28	14	21	11	15	45
	6%	9%	6%	1%	7%	5%	10%	7%	7%	7%	7%	6%	6%
		C		*			C*						
Strongly disagree	8	-	-	-	4	2	3	5	1	-	2	3	2
	1%	-	-	-	1%	1%	3%	1%	*	-	1%	1%	*
				*			AB*						
Summary													
Top2Box (Agree)	1185	151	154	88	436	286	69	380	200	285	154	243	707
	93%	91%	94%	99%	93%	94%	87%	92%	93%	93%	92%	93%	94%
				AF*			*						
Low2Box (Disagree)	90	15	10	1	35	18	10	32	15	21	13	18	47
	7%	9%	6%	1%	7%	6%	13%	8%	7%	7%	8%	7%	6%
		C		*			C*						

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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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.

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1274	177	114	71	533	316	63	417	212	307	164	257	756
Weighted	1275	166	165	89	471	305	79	412	215	306	167	261	753
I admire and respect people who volunteer to be designated drivers.													
Strongly agree	711	91	104	59	247	166	44	238	112	180	84	160	419
	56%	55%	63%	66%	52%	55%	55%	58%	52%	59%	50%	61%	56%
			D	D*			*						
Somewhat agree	481	62	53	24	192	123	26	146	90	110	67	85	291
	38%	37%	33%	27%	41%	40%	33%	35%	42%	36%	40%	33%	39%
				*	C	C	*						
Somewhat disagree	62	10	6	4	26	12	5	19	13	10	12	8	35
	5%	6%	3%	4%	5%	4%	6%	5%	6%	3%	7%	3%	5%
				*			*						
Strongly disagree	21	3	1	3	6	4	4	9	-	6	4	8	9
	2%	2%	1%	3%	1%	1%	5%	2%	-	2%	2%	3%	1%
				*			*	H		H	H	L	
Summary													
Top2Box (Agree)	1192	153	157	83	439	289	70	384	202	290	151	245	710
	93%	92%	96%	93%	93%	95%	89%	93%	94%	95%	90%	94%	94%
				*			*						
Low2Box (Disagree)	83	13	7	6	32	16	9	28	13	16	16	16	43
	7%	8%	4%	7%	7%	5%	11%	7%	6%	5%	10%	6%	6%
				*			*						

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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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.

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1274	177	114	71	533	316	63	417	212	307	164	257	756
Weighted	1275	166	165	89	471	305	79	412	215	306	167	261	753
People who volunteer as designated drivers are leaders who care about others.													
Strongly agree	591	79	84	52	219	121	36	202	90	146	78	144	335
	46%	47%	51%	59%	46%	40%	46%	49%	42%	48%	47%	55%	45%
			E	DE*			*					L	
Somewhat agree	552	71	69	30	206	142	34	168	107	125	67	96	339
	43%	43%	42%	34%	44%	47%	43%	41%	50%	41%	40%	37%	45%
				*			*		GI				K
Somewhat disagree	110	14	10	6	39	33	8	31	16	31	19	15	68
	9%	8%	6%	7%	8%	11%	10%	8%	8%	10%	11%	6%	9%
				*			*						
Strongly disagree	21	2	1	-	8	9	1	11	1	3	4	5	11
	2%	1%	1%	-	2%	3%	2%	3%	*	1%	2%	2%	1%
				*			*						
Summary													
Top2Box (Agree)	1143	150	153	83	424	263	70	370	198	272	144	241	674
	90%	90%	93%	93%	90%	86%	89%	90%	92%	89%	87%	92%	90%
				*			*						
Low2Box (Disagree)	131	16	11	6	47	42	9	42	17	34	22	20	79
	10%	10%	7%	7%	10%	14%	11%	10%	8%	11%	13%	8%	10%
				*			*						

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1274	177	114	71	533	316	63	417	212	307	164	257	756
Weighted	1275	166	165	89	471	305	79	412	215	306	167	261	753
Designated drivers are 'cool'.													
Strongly agree	506	66	74	42	177	117	30	173	73	136	53	128	281
	40%	39%	45%	48%	38%	39%	38%	42%	34%	45%	32%	49%	37%
				*			*	J		HJ		L	
Somewhat agree	579	73	74	38	205	151	38	177	101	127	87	103	367
	45%	44%	45%	42%	44%	50%	48%	43%	47%	41%	52%	40%	49%
				*			*				I		K
Somewhat disagree	163	24	17	8	77	31	6	47	35	41	24	24	95
	13%	14%	11%	9%	16%	10%	8%	11%	17%	13%	14%	9%	13%
				*	E		*						
Strongly disagree	27	4	-	1	12	5	5	15	6	2	3	6	10
	2%	2%	-	1%	2%	2%	6%	4%	3%	1%	2%	2%	1%
				*			BE*	I					
Summary													
Top2Box (Agree)	1085	139	147	80	383	269	68	351	174	263	140	231	648
	85%	84%	89%	90%	81%	88%	86%	85%	81%	86%	84%	89%	86%
			D	*		D	*						
Low2Box (Disagree)	189	27	17	9	89	36	11	62	41	43	27	30	106
	15%	16%	11%	10%	19%	12%	14%	15%	19%	14%	16%	11%	14%
				*	BE		*						

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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8_9. [Our communities need more designated drivers.]

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

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1274	177	114	71	533	316	63	417	212	307	164	257	756
Weighted	1275	166	165	89	471	305	79	412	215	306	167	261	753
Our communities need more designated drivers.													
Strongly agree	641	80	94	47	233	146	41	214	100	161	82	152	377
	50%	48%	57%	53%	49%	48%	52%	52%	47%	52%	49%	58%	50%
				*			*					L	
Somewhat agree	540	71	66	37	205	130	30	169	97	128	67	95	326
	42%	43%	40%	41%	43%	43%	38%	41%	45%	42%	40%	37%	43%
				*			*						
Somewhat disagree	77	12	3	5	30	22	4	22	16	16	13	8	44
	6%	7%	2%	6%	6%	7%	5%	5%	7%	5%	8%	3%	6%
		B		*	B	B	*						
Strongly disagree	17	3	1	-	4	6	4	8	2	2	5	5	6
	1%	2%	1%	-	1%	2%	5%	2%	1%	1%	3%	2%	1%
				*			D*						
Summary													
Top2Box (Agree)	1180	151	160	84	437	276	72	382	197	288	149	247	703
	93%	91%	97%	94%	93%	91%	90%	93%	92%	94%	89%	95%	93%
			AEF	*			*						
Low2Box (Disagree)	94	15	4	5	34	28	8	30	18	18	18	14	50
	7%	9%	3%	6%	7%	9%	10%	7%	8%	6%	11%	5%	7%
		B		*		B	B*						

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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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.

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1274	177	114	71	533	316	63	417	212	307	164	257	756
Weighted	1275	166	165	89	471	305	79	412	215	306	167	261	753
It's important that more people share the responsibility of being a designated driver.													
Strongly agree	661	85	94	52	237	152	40	220	105	164	77	151	387
	52%	51%	57%	59%	50%	50%	51%	53%	49%	54%	46%	58%	51%
				*			*						
Somewhat agree	522	70	65	33	197	127	29	164	96	121	72	94	320
	41%	42%	40%	37%	42%	42%	36%	40%	45%	40%	43%	36%	42%
				*			*						
Somewhat disagree	77	10	4	4	29	21	8	22	14	19	15	12	42
	6%	6%	3%	4%	6%	7%	10%	5%	7%	6%	9%	5%	6%
				*			B*						
Strongly disagree	15	-	1	-	7	4	3	7	-	2	3	4	5
	1%	-	1%	-	2%	1%	3%	2%	-	1%	2%	2%	1%
				*			A*						
Summary													
Top2Box (Agree)	1183	156	159	85	435	279	69	384	201	285	149	245	707
	93%	94%	96%	96%	92%	92%	87%	93%	93%	93%	89%	94%	94%
			F	*			*						
Low2Box (Disagree)	92	10	6	4	36	25	10	29	14	21	18	16	46
	7%	6%	4%	4%	8%	8%	13%	7%	7%	7%	11%	6%	6%
				*			B*						

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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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.

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1274	177	114	71	533	316	63	417	212	307	164	257	756
Weighted	1275	166	165	89	471	305	79	412	215	306	167	261	753
If designated drivers got more credit for what they do, more people would volunteer to be one.													
Strongly agree	492	62	69	36	184	111	30	170	85	120	57	121	282
	39%	37%	42%	41%	39%	36%	38%	41%	39%	39%	34%	46%	37%
				*			*					L	
Somewhat agree	593	82	78	40	210	150	34	186	101	143	78	109	357
	47%	49%	47%	45%	44%	49%	43%	45%	47%	47%	47%	42%	47%
				*			*						
Somewhat disagree	159	18	17	10	64	39	11	45	26	36	28	24	101
	12%	11%	10%	11%	14%	13%	14%	11%	12%	12%	17%	9%	13%
				*			*						
Strongly disagree	31	5	-	2	14	6	4	12	3	7	3	8	14
	2%	3%	-	3%	3%	2%	5%	3%	1%	2%	2%	3%	2%
		B		*	B		B*						
Summary													
Top2Box (Agree)	1085	144	147	76	393	260	64	355	186	264	135	229	639
	85%	86%	90%	86%	83%	85%	81%	86%	86%	86%	81%	88%	85%
				*			*						
Low2Box (Disagree)	190	23	17	13	78	44	15	57	29	43	31	32	115
	15%	14%	10%	14%	17%	15%	19%	14%	14%	14%	19%	12%	15%
				*			*						

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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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.

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1274	177	114	71	533	316	63	417	212	307	164	257	756
Weighted	1275	166	165	89	471	305	79	412	215	306	167	261	753
Designated drivers get enough credit for the service they perform.													
Strongly agree	226	29	30	20	83	54	9	83	28	63	27	49	114
	18%	18%	18%	23%	18%	18%	11%	20%	13%	21%	16%	19%	15%
				*			*	H		H			
Somewhat agree	474	55	61	27	180	128	25	148	98	103	67	86	278
	37%	33%	37%	30%	38%	42%	32%	36%	45%	34%	40%	33%	37%
				*		A	*		GI				
Somewhat disagree	440	59	55	30	160	97	39	131	67	114	56	95	278
	34%	36%	33%	34%	34%	32%	49%	32%	31%	37%	34%	37%	37%
				*			BDE*						
Strongly disagree	135	23	19	12	48	26	6	50	23	26	16	30	83
	11%	14%	11%	14%	10%	9%	8%	12%	11%	9%	10%	12%	11%
				*			*						
Summary													
Top2Box (Agree)	700	84	91	47	263	181	34	231	126	166	94	136	393
	55%	50%	55%	52%	56%	60%	43%	56%	58%	54%	56%	52%	52%
				*		AF	*						
Low2Box (Disagree)	575	82	73	42	208	123	45	181	89	140	73	126	361
	45%	50%	45%	48%	44%	40%	57%	44%	42%	46%	44%	48%	48%
		E		*			E*						

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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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.

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1274	177	114	71	533	316	63	417	212	307	164	257	756
Weighted	1275	166	165	89	471	305	79	412	215	306	167	261	753
I would never be a designated driver. I prefer to party with the rest of my friends.													
Strongly agree	119	17	10	13	49	21	9	50	19	29	11	14	61
	9%	10%	6%	14%	10%	7%	11%	12%	9%	10%	6%	5%	8%
				*			*	J					
Somewhat agree	253	40	28	13	110	47	15	85	38	60	37	38	141
	20%	24%	17%	14%	23%	16%	19%	21%	18%	20%	22%	14%	19%
		E		*	E		*						
Somewhat disagree	351	41	43	25	121	98	21	110	60	78	52	58	223
	28%	25%	26%	28%	26%	32%	27%	27%	28%	26%	31%	22%	30%
				*		D	*						K
Strongly disagree	552	67	84	39	191	138	34	167	99	138	68	151	328
	43%	41%	51%	44%	40%	45%	43%	41%	46%	45%	41%	58%	44%
			D	*			*					L	
Summary													
Top2Box (Agree)	372	57	38	25	159	69	24	134	56	90	47	52	202
	29%	34%	23%	28%	34%	23%	30%	33%	26%	29%	28%	20%	27%
		BE		*	BE		*						K
Low2Box (Disagree)	903	109	127	64	312	236	55	278	159	216	120	210	551
	71%	66%	77%	72%	66%	77%	70%	67%	74%	71%	72%	80%	73%
			AD	*		AD	*					L	

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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8. [SUMMARY - TOP2BOX (AGREE)]

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

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1274	177	114	71	533	316	63	417	212	307	164	257	756
Weighted	1275	166	165	89	471	305	79	412	215	306	167	261	753
Designated drivers save lives.	1204	154	157	89	444	284	76	386	203	291	157	248	720
	94%	93%	96%	100%	94%	93%	95%	94%	94%	95%	94%	95%	96%
				ADE*			*						
Designated drivers give peace of mind to families.	1196	154	162	84	438	284	74	379	206	294	153	245	714
	94%	93%	98%	94%	93%	93%	94%	92%	96%	96%	92%	94%	95%
			ADE	*			*			GJ			
I admire and respect people who volunteer to be designated drivers.	1192	153	157	83	439	289	70	384	202	290	151	245	710
	93%	92%	96%	93%	93%	95%	89%	93%	94%	95%	90%	94%	94%
				*			*						
Designated drivers are people who take personal responsibility for the well-being of others.	1185	151	154	88	436	286	69	380	200	285	154	243	707
	93%	91%	94%	99%	93%	94%	87%	92%	93%	93%	92%	93%	94%
				AF*			*						
It's important that more people share the responsibility of being a designated driver.	1183	156	159	85	435	279	69	384	201	285	149	245	707
	93%	94%	96%	96%	92%	92%	87%	93%	93%	93%	89%	94%	94%
			F	*			*						
Our communities need more designated drivers.	1180	151	160	84	437	276	72	382	197	288	149	247	703
	93%	91%	97%	94%	93%	91%	90%	93%	92%	94%	89%	95%	93%
			AEF	*			*						
People who volunteer as designated drivers are leaders who care about others.	1143	150	153	83	424	263	70	370	198	272	144	241	674
	90%	90%	93%	93%	90%	86%	89%	90%	92%	89%	87%	92%	90%
				*			*						
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. Volunteering as a designated driver is a way of giving back to our community.	1136	147	153	84	413	266	73	367	198	272	146	239	671
	89%	89%	93%	94%	88%	87%	92%	89%	92%	89%	87%	92%	89%
				*			*						
	1095	139	149	78	399	262	68	358	184	264	140	233	647
	86%	84%	90%	87%	85%	86%	86%	87%	86%	86%	84%	89%	86%
Designated drivers are 'cool'.				*			*						
	1085	139	147	80	383	269	68	351	174	263	140	231	648
	85%	84%	89%	90%	81%	88%	86%	85%	81%	86%	84%	89%	86%
If designated drivers got more credit for what they do, more people would volunteer to be one.			D	*		D	*						
	1085	144	147	76	393	260	64	355	186	264	135	229	639
	85%	86%	90%	86%	83%	85%	81%	86%	86%	86%	81%	88%	85%
Designated drivers get enough credit for the service they perform.				*			*						
	700	84	91	47	263	181	34	231	126	166	94	136	393
	55%	50%	55%	52%	56%	60%	43%	56%	58%	54%	56%	52%	52%
I would never be a designated driver. I prefer to party with the rest of my friends.				*		AF	*						
	372	57	38	25	159	69	24	134	56	90	47	52	202
	29%	34%	23%	28%	34%	23%	30%	33%	26%	29%	28%	20%	27%
		BE		*	BE		*						K

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
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- Column Means:
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Minimum Base: 30 (**), Small Base: 100 (*)

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8. [SUMMARY - LOW2BOX (DISAGREE)]

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

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1274	177	114	71	533	316	63	417	212	307	164	257	756
Weighted	1275	166	165	89	471	305	79	412	215	306	167	261	753
I would never be a designated driver. I prefer to party with the rest of my friends.	903	109	127	64	312	236	55	278	159	216	120	210	551
	71%	66%	77%	72%	66%	77%	70%	67%	74%	71%	72%	80%	73%
			AD	*		AD	*					L	
Designated drivers get enough credit for the service they perform.	575	82	73	42	208	123	45	181	89	140	73	126	361
	45%	50%	45%	48%	44%	40%	57%	44%	42%	46%	44%	48%	48%
		E		*			E*						
If designated drivers got more credit for what they do, more people would volunteer to be one.	190	23	17	13	78	44	15	57	29	43	31	32	115
	15%	14%	10%	14%	17%	15%	19%	14%	14%	14%	19%	12%	15%
				*			*						
Designated drivers are 'cool'.	189	27	17	9	89	36	11	62	41	43	27	30	106
	15%	16%	11%	10%	19%	12%	14%	15%	19%	14%	16%	11%	14%
				*	BE		*						
Volunteering as a designated driver is a way of giving back to our community.	180	27	16	11	72	42	11	55	31	42	26	28	107
	14%	16%	10%	13%	15%	14%	14%	13%	14%	14%	16%	11%	14%
				*			*						
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	19	12	5	59	39	6	45	17	34	21	22	83
	11%	11%	7%	6%	12%	13%	8%	11%	8%	11%	13%	8%	11%
				*			*						
People who volunteer as designated drivers are leaders who care about others.	131	16	11	6	47	42	9	42	17	34	22	20	79
	10%	10%	7%	7%	10%	14%	11%	10%	8%	11%	13%	8%	10%
				*			*						
Our communities need more designated drivers.	94	15	4	5	34	28	8	30	18	18	18	14	50
	7%	9%	3%	6%	7%	9%	10%	7%	8%	6%	11%	5%	7%
		B		*		B	B*						
It's important that more people share the responsibility of being a designated driver.	92	10	6	4	36	25	10	29	14	21	18	16	46
	7%	6%	4%	4%	8%	8%	13%	7%	7%	7%	11%	6%	6%
				*			B*						
Designated drivers are people who take personal responsibility for the well-being of others.	90	15	10	1	35	18	10	32	15	21	13	18	47
	7%	9%	6%	1%	7%	6%	13%	8%	7%	7%	8%	7%	6%
		C		*			C*						
I admire and respect people who volunteer to be designated drivers.	83	13	7	6	32	16	9	28	13	16	16	16	43
	7%	8%	4%	7%	7%	5%	11%	7%	6%	5%	10%	6%	6%
				*			*						
Designated drivers give peace of mind to families.	78	12	3	5	33	20	5	34	9	12	14	16	40
	6%	7%	2%	6%	7%	7%	6%	8%	4%	4%	8%	6%	5%
		B		*	B	B	*	I			I		
Designated drivers save lives.	70	12	7	-	27	20	4	26	12	15	10	13	34
	6%	7%	4%	-	6%	7%	5%	6%	6%	5%	6%	5%	4%
		C		*	C	C	*						

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