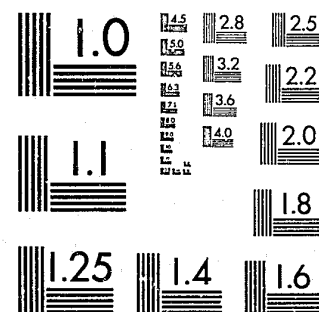


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driving under the influence: california public opinion

1981

conducted for

ADP

STATE OF CALIFORNIA

DEPARTMENT OF
ALCOHOL AND DRUG PROGRAMS

111 Capitol Mall, Sacramento, Ca. 95814

Sally Davis, M.S.W., Director

February, 1982
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Sacramento, California 95814

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Preface

ACQUISITIONS

Attached is a copy of Driving Under The Influence: California Public Opinion, 1981. Funded by the Office of Traffic Safety, State of California, and the National Highway Safety Administration, this report contains findings of attitudes, knowledge, and practices of the California public regarding driving and drinking alcoholic beverages. The findings of a survey of a cross-section sample of California adults relate to a variety of driving-under-the-influence (DUI) issues important to state agencies.

Report findings describe the public's attitude toward the importance of DUI compared to other important social issues, efforts by police to apprehend and arrest violators, efforts of district attorneys and judges to prosecute, appropriateness of penalties for conviction and support or opposition for various methods of financing DUI programs.

In addition, report findings describe the public knowledge of apprehension and arrest process, current penalties for conviction and recall of DUI media messages.

Furthermore, report findings describe the public's practices regarding alcohol consumption, drinking and driving behavior, actions to intervene with the drinking and driving of others.

Some of the findings could ultimately impact directly upon not only driving-under-the-influence violators, but also many agencies, departments, committees, boards, councils and interest groups in California.

It is our hope that this report will be informative to you and will serve as a catalyst for future cooperation efforts in examining the range of factors which affect driving-under-the-influence in California.

Two major interests of the Department of Alcohol and Drug Programs (DADP) in the report focus on improved public safety from DUI violators and in helping those DUI violators who can benefit from treatment/recovery of their alcohol problems. Hence, this Department is available to assist other entities in exploring the findings of this project. Please forward any comments to DADP's Division of Alcohol Programs, 111 Capitol Mall, Sacramento, CA 95814, or telephone (916) 445-1125.


SALLY DAVIS, MSW
Director
U.S. Department of Justice
National Institute of Justice

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DRIVING UNDER THE INFLUENCE:
CALIFORNIA PUBLIC OPINION, 1981

conducted for

DEPARTMENT OF ALCOHOL AND DRUG PROGRAMS
STATE OF CALIFORNIA
July-August, 1981

TABLE OF CONTENTS

FOREWORD	i
LIST OF TABLES.	v
HIGHLIGHTS OF THE FINDINGS.	viii
CHAPTER I. Awareness of Driving Under the Influence (DUI) as a Problem in California	1
CHAPTER II. Public Knowledge of and Beliefs About the Apprehension and Arrest Process and Penalties for Conviction.	8
CHAPTER III. Drinking and Driving Behavior.	23
CHAPTER IV. Attitudes Toward Various DUI Issues and Problems.	38
CHAPTER V. Financing of DUI Programs.	53
CHAPTER VI. Health Insurance Coverage for Alcohol and/or Drug Treatment Services	57
APPENDIX	
Table A.1: Demographic Characteristics of Survey Respondents	
Table A.2: Driving Characteristics of Survey Respondents	
Survey Method	
Survey Questionnaire	

FOREWORD

The Department of Alcohol and Drug Programs initiated a project ⁽¹⁾ in the fall of 1980 to provide information to state agencies regarding the California adult population's attitudes, beliefs, and practices with respect to driving under the influence (DUI) issues and concerns. Since the involved state agencies have a wide variety of information needs, each agency was asked to answer the question: "What information, if you had it, would be useful to you in your planning and/or operations?" The responses were discussed and put into priority order by the participating state agencies.

Field Research Corporation was selected to convert the requested information needs into a public opinion research questionnaire and to conduct a survey among a statewide sample of the California general public. The survey involved personal, face-to-face in-home interviews with a cross-section sample of California adults 18 or older. In all, 1,039 persons were interviewed, 494 men and 545 women.

⁽¹⁾ Support for the project was given by the Office of Traffic Safety, State of California, and the National Highway Traffic Safety Administration. Joe Brynda of the Department of Alcohol and Drug Programs was the project director. The opinions, findings and conclusions expressed in this report are those of Field Research Corporation and not necessarily those of the Department of Alcohol and Drug Programs, the Office of Traffic Safety, the National Highway Traffic Safety Administration or the Federal Highway Administration.

The survey was done throughout California, with each geographic area represented in its proper proportion, using Field Research Corporation's master sample of California which is based on a replicated design that specifies the selection probability for each person included in the sample. Projections from the survey data can be reliably made to the California civilian adult public 18 or older within normal statistical confidence intervals. (See the Survey Method discussion at the back of this report for more details about the survey design and execution.)

A printed questionnaire was administered to respondents by a corps of skilled and experienced public opinion research interviewers.

Interviewing was conducted between July 26 and August 23, 1981.

The objective of the research was to determine from a representative sample of the California adult general public a body of information about various issues related to DUI. Specifically, questions were included to measure:

1. Salience of DUI Issues

- . Extent to which DUI issues are volunteered as important social problems facing people of California today
- . Evaluation of degree of seriousness of drunk driving in context of other specific problems (e.g. drug abuse, burglary and theft, etc.)
- . Recall of any information or messages about drunk driving within past few months

2. Knowledge of certain aspects of DUI including --
 - . The apprehension and arrest process
 - . Current penalties for conviction
3. Attitudes and Beliefs toward DUI Issues
 - . Efforts by police on apprehension and arrests
 - . Appropriateness of penalties for conviction
 - . Probabilities of being stopped on suspicion, arrested and convicted for DUI
 - . Support or opposition for various methods of financing DUI programs
4. Drinking and Driving Behavior
5. Drinker-driver interventions
 - . Actions taken in past year to prevent someone from driving when they had been drinking too much
 - . Reactions of person(s) with whom intervention made
6. Coverage by and interest in health insurance plans with alcohol and/or drug treatment benefits
7. Demographics
 - . Age, marital status, education, household income, ethnicity, sex, area of California

The findings presented in this report have been summarized from a three-volume set of detailed statistical tables which were delivered separately to the Department. The

answers to all questions were tabulated in total for all respondents and cross-tabulated by a standard set of variables which included:

- . Area of the State
- . Age
- . Sex
- . Education
- . Household income
- . Ethnicity
- . Drinker Typology (frequency and amount of drinking)
- . Drink too much and drive past year
- . Accidents in past 5 years whether or not at fault
- . Frequency of being exposed ("at risk")
to alcoholic beverages
- . Miles drive per year
- . Incidence and frequency of commuting by car
- . Percent of driving done on highway
- . Family member/close friend seriously
injured or killed in DUI accident
- . Evaluation of seriousness of drunk driving
problem in California today
- . Recall of messages or information about drunk driving

The Appendix at the back of this report contains two tables showing the demographic and driving characteristics of survey respondents, a complete description of the survey method and a copy of the survey questionnaire.

List of Tables

Chapter I	Awareness of Driving Under the Influence (DUI) as a Problem in California
Table I.1	Most Important Social Problems Facing People of California (Volunteered Responses)
Table I.2	Ratings of Seriousness of Eight Selected Social Problems in California
Table I.3	Rating of Drunk Driving as "Extremely Serious" Problem by Selected Respondent Characteristics
Table I.4	Volunteered Reasons for Rating Drunk Driving as "Extremely Serious" Problem in California
Table I.5	Recall of Information on Messages about Drunk Driving within Past Few Months by Selected Respondent Characteristics
Table I.6	Information/Messages Recalled about Drunk Driving (Volunteered Responses)
Chapter II	Public Knowledge of and Beliefs about the Apprehension and Arrest Process and Penalties for Conviction
Table II.1	Beliefs about Likelihood of Being Stopped, Arrested, Convicted for DUI
Table II.2	Beliefs about Being Stopped, Arrested, Convicted for DUI by Selected Respondent Characteristics
Table II.3	Knowledge about Road-Side Tests for Evidence of Intoxication (Volunteered Responses)
Table II.4	Ability to Name One or More Road-Side Tests by Selected Respondent Characteristics
Table II.5	Knowledge about Blood Alcohol Concentration Level for Presumed DUI
Table II.6	Knowledge of .10 Blood Alcohol Concentration by Selected Respondent Characteristics
Table II.7	Who Should Decide on Type of Chemical Test by Selected Respondent Characteristics
Table II.8	Beliefs about What Happens if Person Refuses to Take Chemical Test (Volunteered Responses)

Table II.9	Expected Outcomes if Person Refuses Chemical Test by Selected Respondent Characteristics
Table II.10	Knowledge of Current Penalties for Conviction of Drunk Driving (with no accident involved)
Table II.11	Attitudes Toward What Penalty/ies Should Be for Conviction of Drunk Driving (with no accident involved)
Table II.12	Attitudes Toward Severity of Penalties for Conviction of Drunk Driving (with no accident involved)
Table II.13	Overall Attitudes Toward Current Efforts in California to Arrest/Convict for DUI
Table II.14	Ratings of Efforts to Arrest/Convict for DUI by Selected Respondent Characteristics
<u>Chapter III</u>	<u>Drinking and Driving Behavior</u>
Table III.1	Frequency of Drinking Any Alcoholic Beverages Current Survey, 1980 and 1974
Table III.2	Frequency of Drinking Five or More Drinks Current Survey, 1980 and 1974
Table III.3	Drinker Typology, By Sex Current Survey, 1980 and 1974
Table III.4	Frequency of Being Exposed to Alcoholic Beverages
Table III.5	Self-Report of Driving When Had Too Much to Drink
Table III.6	Frequency of Being Exposed to Drugs
Table III.7	Self-Report of Driving When Had Taken Too Many Drugs or Pills
Table III.8	Family Member or Close Friend Seriously Injured or Killed (in DUI Accident)
Table III.9	Incidence of Discussions of Drinking and Driving by Selected Respondent Characteristics
Table III.10	Circumstances of Discussions in Past Month of Drinking and Driving
Table III.11	Actions Taken to Prevent Someone From Drunk Driving in Past Year (Volunteered Responses)
Table III.12	Incidence of Taking Action(s) to Prevent Someone from Drunk Driving by Selected Respondent Characteristics

<u>Chapter IV</u>	<u>Attitudes Toward Various DUI Issues and Problems</u>
Table IV.1	Statements on Prosecutors, Judges, Police and Jail Sentences
Table IV.2	Statements on Perceived Effects of Penalties
Table IV.3	Statements on Public Responsibility
Table IV.4	Statements on Other General Aspects of the DUI Problem
Table IV.5	Statements on Driving and Drugs
Table IV.6	Mean Scores for Three-Group Segmentation Analysis of 25 Attitude Statements
Table IV.7	Socio-Demographic Characteristics of Three Attitude Groups
<u>Chapter V</u>	<u>Financing of DUI Programs</u>
Table V.1	Support and Opposition for 6 Proposals to Raise Money for DUI Program
Table V.2	Support for Two Financing Proposals by Selected Respondent Characteristics
Table V.3	Support and Opposition for Paying Higher Taxes for Community Programs on Drunk Driving Problem
<u>Chapter VI</u>	<u>Health Insurance Coverage for Alcohol and Treatment Services</u>
Table VI.1	Incidence of Having and Willingness to Use Health Insurance Coverage for Alcohol and/or Drug Treatment Services
Table VI.2	Attitudes Toward Health Insurance Coverage for Alcohol and/or Drug Treatment Services
<u>Appendix</u>	
Table A.1	Demographic Characteristics of Survey Respondents
Table A.2	Driving Characteristics of Survey Respondents

HIGHLIGHTS OF THE FINDINGS

Awareness of DUI as a Problem in California

It's clear that the issue of drunk driving is not uppermost in the minds of most Californians. When respondents are asked to name the most important social problems facing people in California today, crime, inflation and the high cost of living lead the list. Drug abuse ranks third and alcohol abuse fifth. Drunk driving is volunteered by only 3.6%, compared to 30.3% mentioning crime and 27.6% mentioning inflation.

p.1*

However, when respondents are questioned directly about drunk driving in the context of eight particular social problems, drunk driving ranks second in perceived seriousness. Two-thirds (65.3%) of those interviewed rate it as an "extremely serious" problem in California.

p.2

Information Messages Recalled

Three out of five (59%) respondents claim to have seen or heard some sort of information or messages about drunk driving within the past few months or so. Recall of specific messages is fairly thin and the slogan "if you drink, don't drive, if you drive, don't drink" is still the best remembered message--mentioned by about one in five (18.3%) of those interviewed.

p.6

Chances of Being Stopped, Arrested, Later Convicted of Drunk Driving

Just under half (45.0%) of those interviewed believe that-if a person is driving erratically on a freeway or major highway in California he/she "almost certainly" or "probably" will be stopped by the police on the suspicion of drunk driving. Another one-third (32.1%) believes that an erratic driver might or might not be stopped and the balance, just over one in five (22.4%), believes that such a driver will not be stopped by police.

p.8-9

If an erratic driver is stopped and has, in fact, had too much to drink, three out of four (74.0%) respondents believe that the person will be arrested for drunk driving and another one in six (16.6%) thinks that he/she might be arrested. Very few believe the person will not be arrested.

p.8-9

However, only two in five (38.2%) believe that the person who is arrested on drunk driving charges will later be convicted. The balance either believes that the person will never be convicted or is not sure.

p.8-9

* Refers to pages in the text where this point is discussed in more detail.

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Knowledge of Apprehension and Arrest Process

Respondents were asked to describe, if they could, the kinds of road-side tests the police may ask a person to perform if he/she is stopped on suspicion of drunk driving. Nine out of ten California adults can describe one or more such tests and the top three the public is most familiar with are walking a straight line, the breath test and touching your nose with your eyes closed.

p. 11

Very few respondents--only one in eight (12.6%)--know that at a blood alcohol concentration level of .10 a person is presumed to be driving under the influence, according to California law in force at the time of the interview.

p. 13

The public is divided in their opinions of whether a person should be given the choice of which type of chemical test he/she takes to determine the alcohol or drug level in the blood or whether this decision should be made by the arresting police officer. Just under half (49.0%) believe that the officer should decide, 43.0% believe the individual should decide and the rest are undecided.

p. 15

Penalties for Conviction

The public generally believes that penalties for conviction of DUI are stricter than they actually are in California. This is most evident with respect to jail sentences, especially for second and third or more convictions. For example, one in five (21.4%) respondents believe that mandatory jail sentences take effect on the second conviction and this proportion doubles to two in five (41.9%) who believe that jail sentences are required with a third or subsequent conviction.

p. 18

What the Penalties Should Be

The survey findings clearly show that most of the public favors stiffer penalties for conviction of drunk driving than they believe are now in force in California. That is, much larger proportions of respondents say that convicted drunk drivers should lose their license, pay big fines and go to jail than believe is now the case for each of these penalties.

p. 19

The public calls for harsher penalties for DUI convictions, even when there is no accident. When accidents are involved, especially those with injuries and/or deaths, most of those interviewed believe that the penalties should be much more severe. There is a linear progression in that as the seriousness of the accident increases, the proportion who call for harsher penalties also increases.

p. 20

Efforts to Arrest and Convict for DUI

On balance, a majority (59%) of survey respondents believes that California should be making more of an effort to apprehend and arrest people whose driving suggests that they are driving under the influence. An even larger majority (64.5%) believes that district attorneys and the courts are not strict enough in the prosecution of DUI cases.

p. 21

Drinking Practices

The current survey finds that roughly half of California adults either do not drink alcoholic beverages at all, or drink very little. Less than one in five (17.5%) report that they drink some alcoholic beverage almost every day. Another 29% drink one to four times a week. Men are much more likely to drink at all, and to drink frequently, than women are.

p. 23

A comparison of these findings to data from two earlier statewide California surveys done for the Department of Alcohol and Drug Programs and the Social Research Group of the University of California suggests that an increasing proportion of the California public claims to abstain from alcoholic beverages. In 1974, 16% said that had not consumed any in the past year; by 1980 this figure had increased to 18% and in the current 1981 survey, the proportion of abstainers reached 22%.

p. 24

Californians are more likely to be exposed to alcoholic beverages than is true for adults nationwide. National data from a telephone survey done for the National Highway Traffic Safety Administration show that one in five adults nationally say they are in situations several times a week or more where alcohol is served compared to more than one in three Californians in the current survey.

p. 28

Drinking and Driving

All respondents were asked whether they have ever driven somewhere within the past year when they knew they had had too much to drink. Nearly, one in three (30.7%) men and 13.2% of women respond "yes" to this question.

p. 29-30

Men under 40 are nearly twice as likely to report drinking and driving than men over 40. Among women, the largest proportion is found in the 18-24 age group but the proportions are roughly the same, although lower, in other age groups of women under 50. Beyond 50, the proportion of women who drink and drive drops off sharply.

p. 29-30

Drug Usage

California adults interviewed in this survey are much less likely to report taking drugs than they are to report drinking alcoholic beverages. (Drugs were defined for respondents as "marijuana, cocaine, Valium, uppers, downers, or any other drugs.") Only 3% of those interviewed report driving in the past year when they knew they had taken too many drugs or pills of any kind.

p. 31-32

Discussions of Drinking and Driving

The earlier national telephone surveys have shown that between 35% and 40% of all those interviewed claim to have discussed the topic of drinking and driving with someone within the past month. The same question was included in this California survey and the findings are virtually the same: 35.4% say they have had such discussions.

p.34

Personal Intervention in Drinking and Driving Situations

Questions were included in the current survey which also had been asked in the national surveys on the actions taken by the respondents to prevent someone from driving in a situation where they had been drinking too much. In the California survey, slightly more than one in three (36.9%) say they have intervened in such a situation within the past year. Similar proportions were found in the earlier national surveys. The action most frequently mentioned was an offer to take the person home.

p.36

Attitudes Toward DUI Issues and Problems

All respondents were asked to indicate whether they agreed or disagreed with each of 25 statements touching on various aspects of DUI issues and problems. A discussion of the distribution of responses to these statements is presented in Chapter IV. In addition, a special respondent clustering, or segmentation, analysis was done to determine whether meaningful groups of the public could be differentiated, given the particular questionnaire items used.

p.38

This multivariate analysis was able to find three fairly distinct groups of respondents: a moderate intervention group (40% of all respondents), a social independence group (33% of all respondents) and a harsh punishment group (27% of all respondents).

p.45

Segment I: Moderate Intervention Group

This group seems to have a higher level of confidence in the public's desire and ability to deal with DUI issues. They are pragmatic and understanding about the overall problem and have a more pronounced sense of social responsibility; they are more apt to look to themselves and to others to help manage the problem than they are to blame the efforts being made by the criminal justice system.

p.47

Despite their generally moderate public responsibility position, this group also supports jail sentences for drunk drivers, especially for repeat offenders, and more vigorous prosecution of drunk driving cases.

Segment II: Social Independence Group

Compared to the other two segments, this group of respondents takes a more laissez faire position and they are below average on most of the social intervention measures. They are much more likely to admit that there have been times when they themselves might have failed a road-side sobriety test. Half of those reporting driving after too much to drink in the past year are in this group. They generally want to leave things the way they are and do not support more arrest and conviction efforts, perhaps because they see themselves more at risk, as a group, than other respondents do.

p.48

Segment III: Harsh Punishment Group

This is the crack-down group--more in favor of punishing DUI offenders, requiring a tougher stance from the police, prosecutors and judges and requiring stiffer jail sentences. Although they are more apt to believe that there's not much that anyone can do to stop people from driving after they've had too much to drink, they are also more willing to mete out harsh punishment in the hopes that this will serve in some measure as a deterrent to others.

p.49

Financing of DUI Programs

Strong public support (86.0%) exists for financing DUI programs by increasing fines for those convicted of driving while intoxicated. A smaller majority (57.9%) favors an increase in the tax on all alcoholic beverages to support DUI programs.

p.53

Despite the public's call for more efforts to be made in California to apprehend, arrest and convict for DUI, a majority opposes any increases in general state revenue sources, such as the sales tax or gasoline tax, to support DUI programs. Most are also opposed to using state general fund monies.

Health Insurance Coverage for Alcohol and Drug Treatment Services

More than eight in ten (82.7%) of those interviewed have group or individual health insurance, but most don't know whether their coverage includes alcohol or drug treatment services. Despite this lack of knowledge, two-thirds (62.6%) of all respondents believe that such coverage should be included in all health insurance plans, although there is less support (43.1%) for requiring it by law.

p.57

Even though a majority favors an alcohol and drug treatment benefit, most see this type of coverage as less important to them and their families than most other benefits. Still, about four in ten (41.4%) say that it is about the same as, or more important than, most other health insurance benefits.

p.58

Table I.1
MOST IMPORTANT SOCIAL PROBLEMS
FACING PEOPLE OF CALIFORNIA
(Volunteered Responses)

Crime (general); fear of crime	30.3%
Inflation, cost of living	27.6
Drug abuse	23.3
Unemployment	15.1
Alcohol abuse	9.8
Burglary and theft	9.3
Environmental protection	7.1
Mugging and purse snatching	7.0
Welfare problems/costs	6.3
Family life	6.1
Education/schools	5.5
Influx of non-English speaking people	5.3
Senior citizens	4.7
Racial discrimination, conflict	4.5
Criminal justice system	4.2
Overcrowding, population	3.8
Drunk driving	3.6
Vandalism	3.0
Police	1.3
Lack of belief in institutions	1.1
Bums/derelicts on street	.4
Prostitution	.2
All other problems	12.1
Don't know, no opinion	8.3

Base: All respondents (1039)

Question: In your opinion, what do you see as the most important social problems facing the people of California today? What others?

Note: Figures add to more than 100% because multiple responses to the question were acceptable.

Chapter I.

AWARENESS OF DRIVING UNDER THE INFLUENCE (DUI) AS A PROBLEM IN CALIFORNIA

Volunteered Social Problems

One of the questions of interest in this survey was to determine the salience of the issue of driving under the influence of alcohol and drugs (hereafter referred to simply as DUI) in the context of other important social problems. At the very beginning of the interview, respondents were asked to volunteer, in their own words and without prompting, what they see as "the most important social problems facing the people of California today." Table I.1 on the opposite page shows the distribution of responses to this free-response question offered by all respondents interviewed in the survey.

General comments about crime and inflation and the high cost of living lead the list of social problems voluntarily mentioned by respondents. These two issues have consistently been at the top of the list of public concerns voiced by the California public in many different public opinion surveys done for various sponsors by Field Research Corporation in the past few years. What is not routine is the relatively high ranking of drug abuse (mentioned by about one in four) and alcohol abuse (mentioned by one in ten). Judging from the current survey results, these two issues seem to be more salient to the California public now than they have been in the recent past.

Table I.2
RATINGS OF SERIOUSNESS OF
EIGHT SELECTED SOCIAL PROBLEMS IN CALIFORNIA

	Extremely serious	Fairly serious	Only slightly, not at all serious	No opinion
Burglary and theft	72.7%	22.7%	4.3%	.3%
Drunk driving	65.3	29.2	5.4	.1
Drug abuse	62.5	27.5	9.6	.4
Vandalism	56.1	30.6	12.7	.6
Alcohol abuse	51.8	36.5	10.5	1.2
Mugging and purse snatching	41.8	38.2	19.3	.7
Prostitution	21.0	26.3	49.5	3.2
Bums or derelicts on the streets	19.3	23.6	54.4	2.7
Base: All respondents	(1039)	(1039)	(1039)	(1039)

Question: This card lists a number of social problems. For each one of these, please tell me how serious a problem you feel it is here in California today. (Answer choices offered on card: extremely serious, fairly serious, only slightly serious, not at all serious)

The issue of drunk driving, per se, is voluntarily mentioned by only about 4% of all California adults. This does not mean, however, that only 4% are concerned about the DUI issue, as we shall see in a moment. What it does mean is that DUI is simply not uppermost in the public's mind as a "most important" social problem in California.

Degree of Seriousness of Eight Selected Problems

The next question, still early in the interview before it became apparent that the survey was focussed on DUI issues, asked respondents to rate what they believe to be the seriousness of eight selected social problems in California. One of these was drunk driving with seven other problems used as controls, as shown on Table I.2 on the opposite page. Even though only a very small proportion of the California public voluntarily mentions DUI as one of the most important social problems facing the people of California today, a very sizable number--about two-thirds (65.3%) of all respondents--rate drunk driving as an "extremely serious" problem when they are questioned directly about it. In this context, drunk driving ranks second in perceived seriousness among eight social problems respondents were questioned directly about.

Drug abuse is a virtual tie with drunk driving--two-thirds (62.5%) of the public rate drug abuse as an "extremely serious" problem..

Burglary and theft leads the list of eight problems:

72.7% rate this "extremely serious."

About half the public rates vandalism and alcohol abuse as "extremely serious" while two in five give this rating to mugging and purse snatching. Prostitution and bums or derelicts on the streets are seen as "extremely serious" problems by only one in five of California adults.

Burglary and theft leads the list of eight problems: 72.7% rate this "extremely serious."

About half the public rates vandalism and alcohol abuse as "extremely serious" while two in five give this rating to mugging and purse snatching. Prostitution and bums or derelicts on the streets are seen as "extremely serious" problems by only one in five of California adults.

Concern about the "extremely serious" nature of drunk driving cuts across all socio-demographic groups in California, as illustrated on Table I.3 opposite. A larger proportion of respondents rates drunk driving as an "extremely serious" problem in Los Angeles and Orange Counties than in the other parts of Southern California or Northern California. Ratings are proportionately lower among those who are under 25, and who are college graduates.

The number of accidents one has personally been in within the past five years does not seem to have much effect, although those who have had a relative or close friend killed in a DUI accident are more likely to rate drunk driving "extremely serious" than are those who have not had close association with a DUI death.

High mileage drivers are somewhat less likely to rate drunk driving as "extremely serious" than are those who do not drive at all or who drive less than 5,000 miles a year.

The ratings given by drinkers and abstainers are roughly equal, but respondents who report that they have driven somewhere in the past year when they knew they had had too much to drink are less likely to rate drunk driving as "extremely serious" than are those who report that they have not driven after too much to drink.

Table I.4

VOLUNTEERED REASONS FOR RATING DRUNK DRIVING
AS "EXTREMELY SERIOUS" PROBLEM IN CALIFORNIA

Drunk drivers kill (innocent) people	33.9%
Drunk drivers cause accidents, wrecks	33.4
Very prevalent in California	22.9
Laws/penalties too lenient	15.0
People who drink don't have control over their actions	13.8
Read about it in newspapers/saw on TV/ heard on radio -- all media mentions	11.2
Friends/family members have been involved with accident/death from drunk driving	8.5
Have seen drunk drivers on the road/seen people weaving/getting pulled over/ticketed	7.9
No one should drink and drive	6.6
Have been involved myself with accident/ drunk driver/death from drunk driving	6.1
Younger drivers are special problems	4.4
High cost to everyone/society/courts	3.5
Cost of property damage	3.4
Judges, courts too lenient; do not prosecute drunk driving cases/laws enough	3.0
Should lose license for drunk driving	2.1
It's very serious, something must be done	2.1

Base: Respondents rating drunk driving
"extremely serious" problem (687)

Question: You said that this problem is _____ here in California.
Why do you feel this way? Can you tell me more about how you
feel about that?

Note: Reasons volunteered by fewer than 2% not shown. Figures add to more
than 100% because multiple responses to the question were acceptable.

All respondents were asked to describe their reasons for the degree of seriousness rating they gave to drunk driving as a problem in California. Table I.4 on the opposite page groups the volunteered responses into answer categories for those who rated drunk driving as an "extremely serious" problem.

Respondents who see drunk driving as "extremely serious" volunteer that drunk drivers cause accidents, especially fatal accidents, and that drunk driving is very prevalent in California today. Also mentioned are the beliefs that California laws and/or penalties are too lenient and people who drink don't have sufficient control over their actions and/or don't realize what they're doing. Reference is made by one in ten respondents to discussion of drunk driving in the media.

Other reasons offered for viewing drunk driving as "extremely serious" are that family members and/or friends have been involved in drunk-driving accidents, that weaving drivers have been observed on the road, and that young people are especially susceptible to this problem. Other volunteered responses are shown on the facing page.

Table I.5
RECALL OF INFORMATION OR MESSAGES
ABOUT DRUNK DRIVING WITHIN PAST FEW MONTHS
by Selected Respondent Characteristics

	Recall seeing or hearing drunk driving information/ messages	Base
All respondents	59.0%	(1039)
<u>Area</u>		
Bay Area	50.6	(244)
Other No. Cal.	64.9	(198)
L.A./Orange	57.2	(421)
Other So. Cal.	68.3	(176)
<u>Age</u>		
18 - 24	52.6	(161)
25 - 29	72.9	(147)
30 - 39	60.7	(234)
40 - 49	67.9	(139)
50 - 59	57.4	(127)
60+	48.8	(230)
<u>Sex</u>		
Male	58.7	(494)
Female	59.3	(545)
<u>Education</u>		
Less than high school	36.6	(158)
High school graduate	59.2	(324)
Some college	65.4	(311)
College graduate	66.6	(244)
<u>Auto accidents past 5 yrs.</u>		
None	54.6	(662)
One	64.6	(243)
Two or more	72.3	(130)
<u>Friend/relative injured, killed in DUI accident</u>		
Yes	68.8	(287)
No	55.4	(747)
<u>Miles drive average year</u>		
None	32.5	(100)
Less than 5,000	53.9	(259)
5,000 - 15,000	66.0	(382)
More than 15,000	66.2	(294)
<u>Drink alcoholic beverages</u>		
Yes	61.9	(810)
No	48.8	(228)
<u>Too much to drink/drive past year</u>		
Yes	63.4	(218)
No	57.7	(819)

Question: Do you recall seeing or hearing any information or messages about drunk driving within the past few months or so?

Recall of DUI Information or Messages

Another aspect of salience is the degree to which the public remembers seeing or hearing any recent information or messages about drunk driving. On this point, 59% of the California public claim to have seen or heard such information or messages in the past few months or so.

Table I.5 shows that recall of drunk-driving messages is proportionately higher among those who--

- . Have had one or more automobile accidents within the past 5 years
- . Have had a friend or relative injured or killed in a DUI accident
- . Drink alcoholic beverages
- . Drive 5,000 or more miles a year
- . Are between 25 and 29 years old
- . Have at least some college education

A comparison of Table I.5 to Table I.3 shown earlier on ratings of the degree of seriousness of drunk driving as a social problem shows that drinkers are more likely than abstainers to recall information messages about drunk driving although drinkers and abstainers are roughly on a par with their ratings of the seriousness of the problem. Those who report driving after too much to drink are somewhat more likely to remember DUI messages but less likely to rate DUI as an "extremely serious" problem.

Table I.6

INFORMATION/MESSAGES RECALLED
ABOUT DRUNK DRIVING
(Volunteered Responses)

Magazine, newspaper, TV stories/editorials about drunk driving accidents (not specific)	37.7%
"Drink don't drive/drive don't drink"/drinking and driving don't mix	18.3
Ads for Raleigh Hills/AA group/alcohol rehab. programs	7.6
Laws-penalties will be stricter/laws-penalties now are light	7.3
CHP will be out in force during holidays	6.2
CHP billboards/Cal Trans signs on freeway	5.0
Woman says to man: "Don't drive you'll kill yourself"	5.0
Mothers/Women Against Drunk Drivers (MADD)	4.7
Self/relative/friend/acquaintance seen/involved in accident/stopped by police for driving under the influence	3.6
Car and/or glass in a circle with slash over them (sign)	3.4
Commercial: man ends up in jail for drunk driving	2.4
Hearings in Sacramento on drunk driving	2.1
Other	13.5
Don't know/no answer/don't remember	4.1

Base: Respondents who reply "Yes" or "Maybe/not sure" to recall of information/messages about drunk driving (641)

Question: What do you remember seeing or hearing about (drunk driving within the past few months or so)? What was the content of the message?

Note: Figures add to more than 100% because multiple responses to the question were acceptable.

Those who said that they have, or may have, seen or heard messages or information about drunk driving were asked to volunteer what they remember from the message(s). Table I.6 contains these volunteered responses. The slogan "if you drink don't drive, if you drive, don't drink" is still the best remembered message--mentioned by about one in five (18.3%).

Other specific messages are recalled by much smaller proportions of respondents including such things as ads for Raleigh Hills and other alcoholic treatment programs (7.6%), stricter penalties are coming (7.3%), the CHP holiday program (6.2%), freeway billboards (5.0%) and a particular commercial on "don't drive, you'll kill yourself" (5.0%). Another 4.7% mention seeing or hearing about Mothers Against Drunk Drivers (MADD).

Chapter II.

PUBLIC KNOWLEDGE OF AND BELIEFS ABOUT THE APPREHENSION AND ARREST PROCESS AND PENALTIES FOR CONVICTION

Several questions were included in the survey to test the levels of public knowledge about specific aspects of the apprehension, arrest and conviction process. The results from this series of questions are discussed in this chapter.

Chances of Being Stopped, Arrested, Later Convicted

The first set of questions was designed to determine the extent to which the public believes that a person who is driving erratically on a freeway or a major highway will be stopped by the police on suspicion of drunk driving and, if justified, later arrested and convicted of drunk driving.

Almost half of those interviewed--45%--believe that an erratic driver will be stopped by police on suspicion of drunk driving. Another one-third (32.1%) believes that an erratic driver might or might not be stopped; the balance, just over one in five (22.4%), believe that such a person will not be stopped by police.

If an erratic driver is stopped and has, in fact, had too much to drink, three out of four respondents (74%) believe that the person will be arrested for drunk driving and another one in six (16.6%) thinks he/she might be arrested. Very few (8.4%) believe the person will not be arrested.

There is a greater awareness among the public that conviction on drunk driving charges is less probable than arrest. That is, only 38.2% say that the person who is arrested on drunk driving charges will later be convicted. Another 28.2% say the arrested person might or might not be convicted and 30.4% believe the person will not be convicted.

Table II.1
BELIEFS ABOUT LIKELIHOOD OF
BEING STOPPED, ARRESTED, CONVICTED
FOR DUI

	(a) Stopped on suspicion	(b) Arrested	(c) Later convicted
Will be	45.0%	74.0%	38.2%
Almost certainly will	16.7	36.1	13.5
Probably will	28.3	37.9	24.7
Might, might not	32.1	16.6	28.2
Will not be	22.4	8.4	30.4
Probably not	19.8	7.0	23.3
Almost certainly will not	2.6	1.4	7.1
Don't know, no answer	.5	1.0	3.1
Base: All respondents	(1039)	(1039)	(1039)

- Questions: (a) Suppose a person is driving erratically on a freeway or major highway in California, how likely do you think it is that the person will be stopped by the police on the suspicion of drunk driving?
- (b) Suppose that person is stopped and has, in fact, had too much to drink, how likely do you think it is that the person will be arrested for drunk driving?
- (c) Suppose the person is arrested for drunk driving, how likely do you think it is that the person will later be convicted of drunk driving?

Table II.2
BELIEFS ABOUT BEING STOPPED, ARRESTED, CONVICTED FOR DUI
BY SELECTED RESPONDENT CHARACTERISTICS

	Will be stopped on suspicion	Will be arrested	Will be later convicted	Base
All respondents	45.0%	74.0%	38.2%	(1039)
<u>Area</u>				
Bay Area	46.9	69.5	42.2	(244)
Other No. Cal	40.8	79.4	37.7	(198)
L.A./Orange	48.1	72.5	37.9	(421)
Other So. Cal.	39.8	77.5	34.2	(176)
<u>Age</u>				
18 - 24	42.5	71.1	43.0	(161)
25 - 29	43.2	75.2	29.5	(147)
30 - 39	43.4	79.0	44.4	(234)
40 - 49	43.9	74.2	37.0	(139)
50 - 59	42.1	80.0	38.8	(127)
60+	53.2	67.0	34.6	(230)
<u>Sex</u>				
Male	48.1	76.9	41.1	(494)
Female	42.2	71.2	35.6	(545)
<u>Education</u>				
Less than high school	58.7	68.9	40.9	(158)
High school graduate	45.7	75.4	39.0	(324)
Some college	41.4	73.1	39.5	(311)
College graduate	38.8	76.4	33.3	(244)
<u>Auto accidents past 5 years</u>				
None	44.8	74.2	35.6	(662)
One	49.7	72.7	42.8	(243)
Two or more	36.0	73.1	43.1	(130)
<u>Friend/relative injured, killed in DUI accident</u>				
Yes	34.3	72.4	34.3	(287)
No	49.0	74.4	39.4	(747)
<u>Miles drive average year</u>				
None	55.9	66.7	35.2	(100)
Less than 5,000	51.1	71.2	43.7	(259)
5,000 - 15,000	39.9	76.5	34.1	(382)
More than 15,000	41.8	76.6	40.1	(294)
<u>Drink alcoholic beverages</u>				
Yes	42.8	71.4	37.3	(810)
No	52.5	75.0	41.2	(228)
<u>Too much to drink/drive past year</u>				
Yes	43.7	78.4	44.2	(218)
No	45.3	72.6	36.7	(819)

Table II.2 on the opposite page shows the proportions of selected respondent subgroups who believe that a person will be stopped, will be arrested and will be later convicted of drunk driving. Belief that a person driving erratically will be stopped on suspicion by police is higher among those who --

- are 60 years of age or older
- have less than a high school education
- are non-drivers or low mileage drivers
- do not drink alcoholic beverages
- are men (by only a slight margin)

There seem to be fewer pronounced differences among subgroups of respondents on their beliefs about whether a person will be arrested if she/he has, in fact, had too much to drink and later convicted of drunk driving. Men are somewhat more likely than women to believe in the chances of arrest and conviction. Also there is some evidence that those who live outside the Bay Area or L.A./Orange are more likely to believe in the chances of arrest, but this apparent geographic difference does not hold up on beliefs about conviction.

An inconsistent pattern of response is evident on two dimensions--drinking at all and drinking and driving. On the one hand, proportionately more abstainers than drinkers believe that people will be arrested and convicted but, on the other hand, those who drink and drive are more likely to believe in the chances of arrest and conviction than those who do not drive and drink.

Table II.3

KNOWLEDGE ABOUT ROAD-SIDE TESTS
FOR EVIDENCE OF INTOXICATION
(Volunteered Responses)

<u>Road-side tests volunteered</u>	
Walk a straight line	81.1%
Take breath test	50.1
Touch nose with eyes closed	43.3
Stand on one foot, other balancing tests	17.7
Bring fingers together with eyes closed	13.6
Say the alphabet, ask other cognitive questions	10.4
Count numbers	7.6
Blood/urine test	5.9
Check speech	1.8
Search car/look for bottles	.5
Other	2.0
Don't know/no answer	10.1

Base: All respondents

(1039)

Question: If the police see a person driving erratically or carelessly, they may stop a person to see whether there's evidence of intoxication. The police may ask the person to take a series of road-side tests. Do you happen to know what these are?

Road-side Tests

The question in this set concerned road-side tests that police may ask a person to take if he or she is stopped after being seen driving erratically or carelessly. All respondents were asked to describe, without prompting from the interviewer, any such tests that they may have heard about. Table II.3 contains the voluntary responses to this question.

Nine out of ten persons interviewed were able to describe one or more road-side tests they believed would be conducted by police. The top three road-side tests the public is most familiar with are walking a straight line (volunteered by 81%), the breath test (volunteered by 50%) and touching your nose with your eyes closed (volunteered by 43%).

The other tests mentioned much less often include: standing on one foot and other balancing tests, bringing the fingers together with eyes closed, saying the alphabet, counting numbers, or taking a blood or urine test.

Table II.4
ABILITY TO NAME ONE OR MORE ROAD-SIDE TESTS
BY SELECTED RESPONDENT CHARACTERISTICS

	Can name one or more road-side tests	Cannot name any road-side tests	Base
All respondents	89.9%	10.1%	(1039)
<u>Area</u>			
Bay Area	92.1	7.9	(244)
Other No. Cal.	95.2	4.8	(198)
L.A./Orange	86.9	13.1	(421)
Other So. Cal.	88.3	11.7	(176)
<u>Age</u>			
18 - 24	92.8	7.2	(161)
25 - 29	91.6	8.4	(147)
30 - 39	90.8	9.2	(234)
40 - 49	95.0	5.0	(139)
50 - 59	93.8	6.2	(127)
60+	79.1	20.9	(230)
<u>Sex</u>			
Male	93.1	6.9	(494)
Female	87.0	13.0	(545)
<u>Education</u>			
Less than high school	78.9	21.1	(158)
High school graduate	89.3	10.7	(324)
Some college	93.8	6.2	(311)
College graduate	93.8	6.2	(244)
<u>Auto accidents past 5 years</u>			
None	87.5	12.5	(662)
One	93.7	6.3	(243)
Two or more	95.6	4.4	(130)
<u>Friend/relative injured, killed in DUI accident</u>			
Yes	94.7	5.3	(287)
No	88.1	11.9	(747)
<u>Miles drive average year</u>			
None	65.2	34.8	(100)
Less than 5,000	89.3	10.7	(259)
5,000 - 15,000	93.2	6.8	(382)
More than 15,000	96.4	3.6	(294)
<u>Drink alcoholic beverages</u>			
Yes	92.6	7.4	(810)
No	80.7	19.3	(228)
<u>Too much to drink/drive past year</u>			
Yes	94.9	5.1	(218)
No	88.5	11.5	(819)

Table II.4 on the facing page demonstrates that very high proportions of all subgroups of respondents are able to name one or more road-side tests that police may ask a person to perform if he/she is stopped after being seen driving erratically or carelessly. Nine out of ten or more of all respondents are aware of one or more such road-side tests. Awareness is lower than average among those who --

- do not drive at all
- are 60 or older
- have less than a high school education
- do not drink alcoholic beverages

The top road-side test mentioned by virtually all those aware of these tests is walking a straight line. Awareness of this test ranges from roughly 75% to 80% among most subgroups. The breath test and touching the nose with eyes closed each is named by 40% to 50% of most respondent subgroups.

Blood Alcohol Concentration Levels

Another objective of the knowledge series of questions was to test the extent to which the public knows at what blood alcohol concentration level it is presumed that a person is driving under the influence. To do this, respondents were first reminded that if a person fails the road-side test(s) and the police think the person is intoxicated, he or she is arrested and taken to a proper facility to be given one of three chemical tests--a blood test, a urine test, or a breath test. Respondents were then asked whether they happen to know at what blood alcohol concentration level it is presumed the person was driving under the influence.

Only 12.6% of all those interviewed gave the correct answer of .10. Another one in three (30.5%) guessed, but gave an incorrect answer and the balance--over half of all respondents--said that they didn't know what the correct answer was.

Table II.5

KNOWLEDGE ABOUT BLOOD ALCOHOL CONCENTRATION LEVEL FOR PRESUMED DUI

Blood alcohol concentration level volunteered

Correct answer (.10)	12.6%
Incorrect answer	<u>30.5</u>
Incorrect decimal (.01, 1.1 etc.)	7.5
All other incorrect	23.0
Don't know	56.9

Base: All respondents (1039)

Question: If the person fails the road-side tests and the police think the person is intoxicated, he or she is arrested and taken to the proper facility to be given one of three chemical tests--a blood test, urine test, or breath test--to determine blood alcohol concentration level. Do you happen to know at what blood alcohol concentration level it is presumed that the person was driving while under the influence?

Table II.6
KNOWLEDGE OF .10 BLOOD ALCOHOL CONCENTRATION
BY SELECTED RESPONDENT CHARACTERISTICS

	Volunteered correct answer on blood alcohol concentration (.10)	Base
All respondents	12.6%	(1039)
<u>Area</u>		
Bay Area	11.9	(244)
Other No. Cal.	12.9	(198)
L.A./Orange	10.8	(421)
Other So. Cal.	17.1	(176)
<u>Age</u>		
18 - 24	9.5	(161)
25 - 29	12.5	(147)
30 - 39	10.5	(234)
40 - 49	20.4	(139)
50 - 59	12.9	(127)
60+	11.5	(230)
<u>Sex</u>		
Male	18.6	(494)
Female	7.0	(545)
<u>Education</u>		
Less than high school	3.2	(158)
High school graduate	11.1	(324)
Some college	10.6	(311)
College graduate	24.0	(244)
<u>Auto accidents past 5 years</u>		
None	12.8	(662)
One	11.5	(243)
Two or more	13.5	(130)
<u>Friend/relative injured, killed in DUI accident</u>		
Yes	13.0	(287)
No	12.5	(747)
<u>Miles drive average year</u>		
None	4.2	(100)
Less than 5,000	6.9	(259)
5,000 - 15,000	16.2	(382)
More than 15,000	16.8	(294)
<u>Drink alcoholic beverages</u>		
Yes	13.5	(810)
No	9.1	(228)
<u>Too much to drink/drive past year</u>		
Yes	16.9	(218)
No	11.4	(819)

Table II.6 on the facing page shows the percentage of various subgroups of respondents who are able to voluntarily name .10 as the correct blood alcohol concentration level for the presumption of DUI. Most likely to offer the correct answer are those who --

- are college graduates
- are 40 to 49 years of age
- are higher mileage drivers
- report driving after too much to drink
- are men

Conversely, those least likely to know the correct blood alcohol concentration level are those who --

- have less than a high school education
- do not drive at all
- are women
- do not drink alcoholic beverages
- are 18 to 24 years old

Table II.7
WHO SHOULD DECIDE ON TYPE OF CHEMICAL TEST
BY SELECTED RESPONDENT CHARACTERISTICS

	Who should decide type of chemical test given			
	Arresting officer	Individual person	Qualified, not sure	Base
All respondents	48.8%	42.8%	8.5%	(1039)
<u>Area</u>				
Bay Area	48.1	41.6	10.4	(244)
Other No. Cal.	47.4	44.2	8.5	(198)
L.A./Orange	47.3	43.0	9.7	(421)
Other So. Cal.	55.0	42.3	2.7	(176)
<u>Age</u>				
18 - 24	40.4	53.7	5.9	(161)
25 - 29	39.5	51.1	9.2	(147)
30 - 39	48.4	44.8	6.8	(234)
40 - 49	48.1	40.5	11.4	(139)
50 - 59	48.9	37.7	13.3	(127)
60+	63.5	30.3	6.2	(230)
<u>Sex</u>				
Male	38.4	50.7	10.9	(494)
Female	58.4	35.5	6.1	(545)
<u>Education</u>				
Less than high school	54.6	34.9	10.4	(58)
High school graduate	50.3	42.4	7.3	(324)
Some college	44.6	47.9	7.5	(311)
College graduate	47.9	42.1	10.1	(244)
<u>Auto accidents past 5 years</u>				
None	53.7	38.9	7.4	(662)
One	42.0	48.7	9.2	(243)
Two or more	37.7	51.5	10.7	(130)
<u>Friend/relative injured, killed in DUI accident</u>				
Yes	50.0	43.6	6.3	(287)
No	48.4	42.4	9.3	(747)
<u>Miles drive average year</u>				
None	54.0	34.7	11.2	(100)
Less than 5,000	57.1	37.9	4.9	(259)
5,000 - 15,000	50.8	40.7	8.5	(382)
More than 15,000	36.3	53.3	10.5	(294)
<u>Drink alcoholic beverages</u>				
Yes	45.2	47.6	7.2	(810)
No	61.4	26.2	12.4	(228)
<u>Too much to drink/drive past year</u>				
Yes	30.5	61.2	8.3	(218)
No	53.9	37.7	8.3	(819)

Chemical Tests

The public is divided in their opinions of whether a person should be given the choice of which type of chemical test he/she takes to determine the blood alcohol level or drug level or whether this decision should be left up to the arresting officer. Just under half--48.8%--believe the officer should decide, and 42.8% believe the individual should decide. The balance give qualified responses or are undecided on this issue.

Table II.7 on the opposite page shows the distribution of answers to this question for selected subgroups of respondents. Support for the arresting officer making this decision is above average among those who --

- are 60 or older
- are women
- have less than a high school education
- have not been involved in any auto accidents in the past five years
- are lower mileage drivers
- do not drink alcoholic beverages
- do not report driving after too much to drink

On the other hand, support for the individual who is stopped being allowed to make the decision on which chemical tests are performed is above average among those who --

- are younger
- are men
- have some college
- have been involved in auto accidents
- are high mileage drivers
- drink alcoholic beverages
- report driving after too much to drink

Respondents were asked whether they know what happens if the person refuses to submit to one of the chemical tests to determine his/her blood alcohol level. Table II.8 below shows the categories of responses volunteered to this question. Notice that nearly four in ten (37.5%) say that they don't know what would happen. Of those suggesting various actions that they believe would be taken, the most frequently mentioned are that the person would have his/her license suspended or revoked (20.9%), would be arrested/detained (17.1%), put in jail (16.8%), or automatically presumed to be guilty (9%). Other supposed actions are mentioned less often, as illustrated on Table II.8.

Table II.8
BELIEFS ABOUT WHAT HAPPENS IF
PERSON REFUSES TO TAKE CHEMICAL TEST
(Volunteered Responses)

Can name one or more expected outcomes	52.2%
License suspended/loss of license/ license revoked	20.9
Arrested/detained	17.1
Put in jail	16.8
Automatically guilty/presumed guilty/ automatically convicted	9.0
Forced to take test	2.9
Given a ticket/citation/fine	2.5
Must appear in court before judge	2.0
Written on record "refused to cooperate"/ resisting arrest	1.3
Prosecute person as a drunk driver	.3
Officer can declare person intoxicated	.2
Other	.8
Cannot name any expected outcomes	37.5
Don't know, not sure	10.2
Base: All respondents	(1039)

Question: Do you happen to know what happens if the person refuses to take one of the chemical tests? (IF YES OR MAYBE/NOT SURE): What happens?

Note: Figures add to more than subtotal shown because multiple responses to the question were acceptable.

Table II.9

NAMING OF EXPECTED OUTCOMES IF PERSON REFUSES CHEMICAL TEST
BY SELECTED RESPONDENT CHARACTERISTICS

	If person refuses chemical test--			
	Can name one or more expected outcomes	Cannot name any expected outcomes	Not sure	Base
All respondents	52.2%	37.5%	10.2%	(1039)
<u>Area</u>				
Bay Area	61.4	33.0	5.5	(244)
Other No. Cal.	62.2	27.7	10.1	(198)
L.A./Orange	46.2	45.9	7.9	(421)
Other So. Cal.	43.0	34.7	22.2	(176)
<u>Age</u>				
18 - 24	55.7	35.6	8.7	(161)
25 - 29	48.2	40.3	11.4	(147)
30 - 39	59.7	32.0	8.3	(234)
40 - 49	52.0	34.2	13.8	(139)
50 - 59	56.1	38.9	5.0	(127)
60+	41.9	44.3	13.8	(230)
<u>Sex</u>				
Male	60.2	31.2	8.5	(494)
Female	44.8	43.4	11.8	(545)
<u>Education</u>				
Less than high school	47.5	42.0	10.5	(158)
High school graduate	48.4	39.0	12.4	(324)
Some college	58.0	34.2	7.7	(311)
College graduate	54.1	35.8	10.1	(244)
<u>Auto accidents past 5 yrs.</u>				
None	50.7	39.1	10.2	(662)
One	52.2	39.1	8.7	(243)
Two or more	61.5	25.4	13.1	(130)
<u>Friend/relative injured, killed in DUI accident</u>				
Yes	60.6	31.5	8.0	(287)
No	49.5	39.8	10.7	(747)
<u>Miles drive average year</u>				
None	25.6	57.4	17.0	(100)
Less than 5,000	48.4	37.5	14.1	(259)
5,000-15,000	52.8	39.0	8.1	(382)
More than 15,000	65.9	27.6	6.5	(294)
<u>Drink alcoholic beverages</u>				
Yes	54.8	35.2	9.9	(810)
No	43.3	45.6	11.1	(228)
<u>Too much to drink/drive past year</u>				
Yes	63.0	26.9	10.2	(218)
No	49.3	40.4	10.3	(819)

Table II.9 on the opposite page shows the proportions of respondents in various subgroups of the overall sample who can or cannot voluntarily name any expected outcomes that they believe would happen if a person refuses to submit to one of the chemical tests to determine his/her blood alcohol concentration level.

Those who can name one or more expected outcomes are more likely to be --

- residents of Northern California
- younger
- men
- better educated
- involved in auto accident(s) in the past 5 years
- have had a friend or relative killed in a DUI accident
- high mileage drivers
- those who report driving after too much to drink

As expected, those who do not drive at all have far less awareness of outcomes than drivers.

Table II.10

KNOWLEDGE OF CURRENT PENALTIES
FOR CONVICTION OF DRUNK DRIVING
(with no accident involved)

Most likely penalty/ies	First conviction	Second conviction	Third or more conviction
Pay a fine	71.3%	50.6%	38.3%
Lose driver's license	15.3	45.3	56.6
Go to jail	12.6	21.4	41.9
Required to take special treatment or education program	20.3	16.2	16.8
Other (volunteered)	2.9	1.4	1.2
Don't know	11.3	20.8	22.7
Average number of penalties mentioned by those with an opinion	1.4	1.7	2.0
Base: All respondents	(1039)	(1039)	(1039)

Questions: Now, we'd like to get some idea of your understanding of the current penalties for conviction on drunk driving or driving under the influence charges. As you may know, these penalties may vary according to whether it's a first conviction or a repeated conviction, and they also vary depending on whether there was an accident or not, and the seriousness of the accident. For these next questions, let's assume that there is no accident involved. (SHOW ANSWER CARD)

- (a) For the first conviction, what is the penalty or penalties most likely to be for drunk driving, as far as you know?
- (b) Now, what about the second conviction in 5 years?
- (c) For the third or more conviction in 7 years?

NOTE: Figures within each column add to more than 100% because multiple responses to the question were acceptable.

Understanding of Current Penalties for Conviction

Another objective was to learn what the public believes to be the current penalties for conviction on charges of drunk driving or driving under the influence. The questioning framework worked like this: respondents were first reminded that these penalties may vary according to whether it's a first conviction or a repeated conviction and also depending on whether there was an accident or not, and the seriousness of the accident. Respondents were then instructed to assume that there is no accident involved. They were asked what they believe the penalty or penalties are most likely to be for a first conviction, then a second conviction in 5 years, and then a third or subsequent conviction in seven years. The distributions of answers to these three questions are shown on Table II.10.

- For a first conviction, nearly three out of four (71.3%) believe that the most likely penalty would be to pay a fine. Very few believe that the person would lose his/her driver's license (15.3%) or go to jail (12.6%), although one in five (20.3%) believes that the person would be required to take a special treatment or education program. The average number of penalties mentioned by those with an opinion is 1.4.
- For the second conviction, the proportion mentioning a fine drops to about half (50.6%), while loss of the driver's license goes up to 45.3% and a mandatory jail sentence increases to 21.4%. The average number of penalties mentioned by those with an opinion moves up to 1.7.
- For the third conviction, loss of driver's license increases to 56.6%, a jail sentence goes up to 41.9% while mentions of paying a fine drops to 38.3%. The average number of penalties is 2.0.

Table II.11
ATTITUDES TOWARD WHAT PENALTY/IES
SHOULD BE FOR CONVICTION OF DRUNK DRIVING
(with no accident involved)

	First conviction	Second conviction	Third or more conviction
<u>Penalty/ies should be</u>			
Pay a fine	64.0%	54.2%	45.7%
Lose driver's license	33.2	58.8	70.0
Go to jail	19.0	39.7	54.8
Required to take special treatment or education program	25.9	22.8	27.2
Other (volunteered)	4.8	2.7	3.2
Don't know	5.8	5.4	6.1
Base: All respondents	(1039)	(1039)	(1039)

- Questions: (a) What do you think the penalty or penalties should be for the first drunk driving conviction?
- (b) What do you think the penalty or penalties should be for the second conviction in 5 years?
- (c) What do you think the penalty or penalties should be for the third or more conviction in 7 years?

NOTE: Figures within each column add to more than 100% because multiple responses to the question were acceptable.

Attitudes Toward What the Penalties "Should Be" for Conviction

Respondents were also asked what they believe the penalties should be for the first, second and third or subsequent convictions for drunk driving, still assuming there is no accident involved when the person is apprehended. The survey findings displayed on Table II.11 clearly demonstrate that the public favors stiffer penalties for conviction of drunk driving charges than they believe are now in force in California. We just saw that 15.3% of the public believe a person would lose his/her driver's license on the first conviction but nearly twice as many--33.2%--say that a person should lose his/her license. Similarly, only 12.6% believe that a person would go to jail on the first conviction, but 19% say that the person should go to jail.

The same pattern holds for second and third convictions: much larger proportions of the public say that the person should lose his license and/or go to jail than believe is now the case. On the second conviction, nearly six out of ten (58.8%) believe the person should lose his/her license and support for this penalty moves up to 70% for the third or subsequent conviction. Nearly four in ten (39.7%) favor sending the person to jail on the second conviction and more than half (54.8%) support this view for the third conviction.

More people support requiring a special treatment or education program at all three levels of conviction than believe is now the case.

Table II.12
ATTITUDES TOWARD SEVERITY OF PENALTIES
FOR CONVICTION OF DRUNK DRIVING
(with an accident involved)

	Accident involved with-- Property damage only	Injury, but no death	Death
Compared to conviction with no accident, penalty should be--			
Much more severe	27.8%	60.8%	88.8%
Somewhat more severe	40.6	28.2	5.8
About the same	29.6	10.5	5.2
Less severe	1.2	.1	-
Don't know, no answer	.8	.4	.2
Base: All respondents	(1039)	(1039)	(1039)

Questions: (a) Do you think the penalty should be more severe, less severe, or the same for a conviction in an accident with property damage as for a conviction where there is no accident? Should the penalty be much more severe, somewhat more severe, about the same, or less severe?

(b)an accident with an injury, but no death

(c)an accident with a death

Penalties for Conviction in More Serious Accidents

A series of three questions was included in the survey questionnaire to test the degree of public support for or opposition to more severe penalties for conviction on charges of drunk driving or driving under the influence when there is an accident compared to when there is not. The findings from this set of questions demonstrate clearly that the general public's support progresses directly upward toward more and more severe penalties as the DUI accident gets more serious. First, respondents were told to assume that the person is convicted in an accident with property damage and then asked whether they think the penalty should be more severe, less severe, or the same as for a conviction where there is no accident. More than two-thirds of those interviewed (68.4%) say that the penalty should be more severe.

Next, they were asked about conviction in an accident involving an injury, but no death. Under these circumstances, about nine out of ten (89%) say that the penalty should be more severe than for a conviction with no accident. When the accident involves a death, an even larger proportion of respondents (94.6%) believes that the penalty should be more severe and virtually all of these respondents say it should be much more severe than the penalty where no accident is involved.

Overall Efforts to Arrest and Convict for DUI

On balance, a majority (59.2%) of the survey respondents believes that California should be making more of an effort to apprehend and arrest people whose driving suggests that they are under the influence of alcohol or drugs. Fewer than four in ten (37.3%) approve of the current level of effort and virtually no one believes that California should be doing less to arrest these drivers.

An even larger majority--about two-thirds (64.5%)--believes that district attorneys and the courts are not strict enough in their prosecution of DUI cases. Only about one in four (26.6%) says the effort to convict is about right and only 2.7% say it is too strict.

Table II.13

OVERALL ATTITUDES TOWARD CURRENT EFFORTS IN CALIFORNIA TO ARREST/CONVICT FOR DUI

In its effort made to arrest for DUI, California should--

Do more	59.2%
Continue the same	37.3
Do less	1.6
Don't know, no answer	1.8

Efforts by district attorneys and courts to convict for DUI are--

Not strict enough	64.5%
About right	26.6
Too strict	2.7
Don't know, no answer	6.2

Base: All respondents (1039)

Questions: (a) How do you feel about the effort that is made here in California to arrest people whose driving suggests the person is under the influence of alcohol or drugs? Would you say California should be doing more, continue the same or be doing less?

(b) What about the effort that's being made by district attorneys and the courts to convict people who have been arrested for driving under the influence of alcohol or drugs? Would you say prosecution of these cases has been too strict, about right, or not strict enough?

Table II.14

RATINGS OF EFFORTS TO ARREST/CONVICT FOR DUI
By Selected Respondent Characteristics

	More effort to arrest	More strict prosecution	Base
All respondents	59.2%	64.5%	(1039)
<u>Area</u>			
Bay Area	56.6	62.7	(244)
Other No. Cal.	60.1	62.1	(198)
L.A./Orange	61.6	65.9	(421)
Other So. Cal.	56.0	66.3	(176)
<u>Age</u>			
18 - 24	49.2	50.6	(161)
25 - 29	54.1	56.5	(147)
30 - 39	65.8	64.3	(234)
40 - 49	58.0	66.8	(139)
50 - 59	63.1	70.4	(127)
60+	64.5	77.4	(230)
<u>Sex</u>			
Male	54.1	59.4	(494)
Female	63.9	69.3	(545)
<u>Education</u>			
Less than high school	65.2	59.2	(158)
High school graduate	60.9	67.4	(324)
Some college	55.1	62.5	(311)
College graduate	57.5	66.5	(244)
<u>Auto accidents past 5 years</u>			
None	58.1	68.7	(662)
One	62.7	60.8	(243)
Two or more	57.7	51.1	(130)
<u>Friend/relative injured, killed in DUI accident</u>			
Yes	61.1	66.5	(287)
No	58.3	64.1	(747)
<u>Miles drive average year</u>			
None	65.6	61.5	(100)
Less than 5,000	62.0	68.2	(259)
5,000 - 15,000	58.6	64.2	(382)
More than 15,000	54.2	62.5	(294)
<u>Drink alcoholic beverages</u>			
Yes	57.8	62.1	(810)
No	64.0	72.8	(228)
<u>Too much to drink/drive past year</u>			
Yes	50.3	45.7	(218)
No	61.7	69.8	(819)

Attitudes toward the need for more efforts being made in California to arrest and to convict for DUI are shown on Table II.14 for various selected subgroups of the survey sample. Support for these efforts cuts across all regions of California and all subgroups of respondents and is especially high among those who--

- . are older
- . are women
- . do not drink
- . do not report driving after too much to drink

The picture is somewhat mixed on some of the other demographic dimensions. Education is an example of this. Notice that those with less than a high school education are above average in their support of more efforts being made to arrest DUI drivers but they are below average in their support of more efforts being made for conviction. Involvement in auto accidents also presents a mixed view. That is, involvement does not seem to affect one's views on efforts to arrest for DUI, but those who have been involved in two or more accidents are less likely to support more convictions. Whether one has had a friend or relative injured or killed in a DUI accident does not seem to have an effect on opinions toward increased efforts to arrest and convict for DUI.

Chapter III.

DRINKING AND DRIVING BEHAVIOR

Drinking Practices

Another objective of the survey was to develop some information on the drinking and driving behavior of Californians. As a part of this development there was special interest in continuing a basic trend measure of several items on drinking practices which were included in statewide surveys in 1974 and 1980 conducted by Field Research Corporation for the California Department of Alcohol and Drug Programs and the Social Research Group of the University of California. In all three of these surveys respondents were asked whether they had consumed any alcoholic beverage during the preceding twelve months and, if so, how often.

Table III.1 on the following page demonstrates that about half the adults in California either do not drink alcoholic beverages at all or drink very little--that is, two or three times a month or less often. In 1981, 17.5% of Californians report that they drink some alcoholic beverage almost daily or more often and another 29% drink one to four times a week. As in the previous surveys, men are much more likely to drink, and to drink frequently, than women are.

Data from these three surveys suggest that an increasing proportion of the public claims to abstain from alcoholic beverages. In 1974, 16% said that they had not consumed any alcoholic beverage in the past year. In 1980, this

figure increased to 18% and moved up again in 1981 to 22.4%. This change seems to have come mostly as a result of more people moving from the 1-5 times a year category into the "never drink" group.

Table III.1

FREQUENCY OF DRINKING ANY ALCOHOLIC BEVERAGES CURRENT SURVEY, 1980 AND 1974

Frequency of drinking any alcoholic beverage in past year	Current Survey			1980			1974		
	Total	Males	Females	Total	Males	Females	Total	Males	Females
Almost daily or more often	17.5%	25.1%	10.5%	21%	31%	13%	19%	29%	10%
1-4 times/week	29.0	35.3	23.1	24	27	22	27	30	24
2-3 times/month- 6 times/year	21.3	18.0	24.3	22	22	23	26	21	30
1-5 times/year	9.8	6.0	13.3	15	8	21	12	9	15
Abstain	22.4	15.6	28.8	18	13	22	16	10	20
Base: Respondents answering	(1038)	(493)	(545)	(1037)	(451)	(586)	(1020)	(438)	(582)

Question: Now, please think of all the times during the last 12 months when you had something to drink. How often have you had some kind of beverage containing alcohol, whether it was wine, beer, whiskey, or any other drink? (SHOW CARD)

In all three years respondents who drink alcoholic beverages were also asked how often they drink five or more drinks. In 1981, 8.4% report drinking that much at least once a week compared to 12% in 1980 and 10% in 1974. About one-third of respondents in all three years claims that they never drink five or more drinks at a sitting. Men are much more likely to say they drink this much than women are.

Table III.2
FREQUENCY OF DRINKING FIVE OR MORE DRINKS
CURRENT SURVEY, 1980 AND 1974

	Current Survey			1980			1974		
	Total	Males	Females	Total	Males	Females	Total	Males	Females
Frequency of five or more drinks in past year									
At least weekly	8.4%	14.0%	3.2%	12%	19%	5%	10%	17%	5%
2-3 times/month-6 times/year	19.1	25.5	13.0	18	24	13	17	23	12
1-5 times/year	15.3	17.3	13.6	16	16	16	21	22	20
Never	34.6	27.6	41.2	35	27	43	35	28	43
Abstain	22.6	15.7	29.0	18	14	23	16	11	21
Base: Respondents answering	(1032)	(492)	(540)	(1026)	(447)	(579)	(990)	(419)	(571)

Question: (IF DRANK IN PAST YEAR): About how often during the last 12 months would you say you had five or more drinks?

The two measures of drinking practices cited above-- that is, the frequency of drinking any alcoholic beverage and the frequency of drinking five or more drinks at a sitting-- were used by the Social Research Group⁽¹⁾ in the two earlier surveys in 1974 and 1980 to construct an overall typology of California drinkers. Survey respondents were categorized as frequent heavy drinkers, weekly or monthly moderate drinkers, weekly or monthly light drinkers, infrequent drinkers or abstainers. The same groupings were used again this year and the comparison data are shown on Table III.3.

Between 1974 and 1980 there were slight increases at both ends of the drinking continuum and slight decreases in all of the frequency categories in between. This pattern did not hold, however, between 1980 and 1981. As noted earlier, there apparently has been an increase in the abstainers category at the expense of the infrequent drinker category, but the 1981 distribution otherwise more closely resembles that of the 1974 survey than that of the 1980 survey.

Comparing the findings for men and women, we see little change this year in the more frequent drinking patterns of women, while men are less likely to fall into the frequent heavy drinker group than they were in either of the two earlier surveys. Hence, the decrease in the overall frequent heavy drinking category is accounted for by a change in men's drinking

(1) Cameron, T. *Alcohol and Alcohol Problems: Public Opinion in California, 1974 - 1980*, conducted by the Social Research Group, Berkeley California, for the California Department of Alcohol and Drug Programs

practices and not women's. On the other hand, somewhat higher proportions of both men and women this year are likely to say that they are abstainers.

Table III.3
DRINKER TYPOLOGY, BY SEX
CURRENT SURVEY, 1980 AND 1974

	Current Survey			1980			1974		
	Total	Males	Fe- males	Total	Males	Fe- males	Total	Males	Fe- males
<u>Frequent Heavy Drinkers</u> (Drinks some alcohol at least weekly and drinks five or more drinks at least once or twice weekly)	8.0%	13.4%	2.9%	12%	19%	5%	9%	16%	4%
<u>Weekly Moderate Drinkers</u> (Drinks some alcohol at least weekly and drinks five or more drinks occasionally but not as often as once a week)	24.5	33.0	16.5	22	29	16	23	30	16
<u>Monthly Moderate Drinkers</u> (Drinks some alcohol 1 to 3 times a month and drinks five or more drinks occasionally but not as often as once a week)	7.8	7.9	7.7	7	9	6	11	12	10
<u>Weekly Light Drinkers</u> (Drinks some alcohol at least weekly and never drinks five or more drinks at a sitting)	14.1	13.9	14.2	12	10	13	13	13	14
<u>Monthly Light Drinkers</u> (Drinks some alcohol 1 to 3 times a month, but never drinks five or more drinks at a sitting)	9.8	7.7	11.8	9	8	10	10	6	13
<u>Infrequent Drinkers</u> (Drinks some alcohol less often than monthly)	13.3	8.3	17.8	20	12	27	18	13	23
<u>Abstainers</u> (Did not drink in the past year)	22.6	15.7	29.1	18	13	23	16	11	21
Base: Respondents answering	(1028)	(489)	(539)	(1016)	(442)	(574)	(980)	(412)	(568)

Table III.4

FREQUENCY OF BEING EXPOSED TO ALCOHOLIC BEVERAGES

	Current Survey			National surveys*		
	Total	Males	Females	1980	1979	1978
In past 3 months, have been in situation where alcoholic beverages were served--						
Several times a day	5.4%	8.1%	2.9%	1.7%	0.7%	- %
About once a day	12.3	15.1	9.7	3.9	3.9	3.4
2-6 times a week	19.0	21.4	16.8	15.1	12.9	12.0
Once a week	15.2	18.0	12.5	16.3	18.2	16.5
Once every 2 weeks	10.6	10.0	11.2	9.9	11.1	12.1
Once every month	10.4	8.3	12.3	14.6	11.9	12.3
Less than once a month	10.1	8.2	11.8	14.4	18.3	17.2
Never	16.9	10.6	22.9	24.0	22.7	25.7
No answer	.2	.3	-	0.3	0.2	0.9
Base:	(1039)	(494)	(545)	(1500)	(1500)	(1500)

Question: How often in the past three months have you found yourself in a situation where alcoholic beverages were served? (SHOW CARD)

* 1980 Survey of Public Perceptions on Highway Safety, conducted by Teknekron Research, Inc. for U.S. Department of Transportation, National Highway Traffic Safety Administration.

Exposure to Alcoholic Beverages

The prevalence of alcoholic beverages in California is demonstrated on Table III.4. Here we see that nearly one in four men (23.2%) and one in eight (12.6%) women say that they have been in situations where alcoholic beverages were served about once a day or more often in the past three months. Another 39.4% of men and 29.3% of women have been in such situations less often than every day, but at least once a week. Combining these top two frequency categories shows that nearly two-thirds of California men and 40% of women are exposed to alcohol beverages and therefore "at risk" of drinking at least once a week or more often.

It's also clear that a certain portion of the abstainers find themselves in situations where alcohol is being served. As we just saw, for example, 15.7% of California men claim to be abstainers but only 10.6% say that they never are in situations where alcoholic beverages are served. A similar pattern is true for women: a slightly larger proportion of women say they are abstainers (29.1%) than say they are never in the presence of alcohol (22.9%).

California adults are more likely to be in situations where alcohol is served than is true for adults nationwide. The same question was asked in a national survey in 1980 conducted by Teknekron Research, Inc. for the U.S. Department of Transportation. Their report also contained national trend data for 1978 and 1979.

Drinking and Driving

In an effort to measure the extent to which California adults admit to drinking and driving, all respondents in this year's survey were asked: "In the past year, have you ever driven somewhere when you knew you had too much to drink?"

One in five California adults report that they have driven at least once in the past year when they were under the influence of alcohol.

Patterns of self-reported drinking and driving differ quite markedly between men and women and between older and younger people as illustrated on Table III.5. Nearly one in three men (30.7%) report drinking and driving in the past year and the largest proportion occurs in the 25-29 age group (44.6%), followed closely by those 30-39 (41.8%) and 18-24 (39.5%). Among women, 13.2% report drinking and driving. The largest proportion is found in the 18-24 age group (26.9%) and few differences are evident in other age groups of women under 50. Over 50, the proportion drops to 8%.

Apart from the clear differences between men and women and younger and older people on this measure, an effort was made to search through the survey data with a regression analysis approach ⁽¹⁾ to see whether there are other independent predictors of self-reported drinking and driving behavior. No important ones were found other than one's actual drinking practices. That is, aside from a person's sex and age, the only other variable from this survey which is most likely to differentiate people on whether they drink and drive is simply whether they drink and how much.

⁽¹⁾ Field Research Corporation's statistical programs are proprietary, developed and written in Fortran-IV, using conventional solutions for descriptive statistics but with special algorithms, as applicable. For the regression analysis used, see Greenberger, M.H. and Ward, J.H. (1956) "An Iterative Technique for Multiple Correlation Analysis." IBM Technical Newsletter 12, p. 85-97.

As Table III.5 below shows, nearly two-thirds (61.4%) of frequent heavy drinkers and almost half (48.7%) of weekly moderate drinkers report drinking and driving. These two subgroups of drinkers combined account for more than three-fourths of all those found in this survey who say they drove at least once in the past year when they had had too much to drink.

Table III.5
SELF REPORT OF DRIVING WHEN HAD TOO MUCH TO DRINK

	In past year, drove when had too much to drink	Base
All respondents	21.6%	(1039)
<u>Males</u>	<u>30.7</u>	(494)
18 - 24	39.5	(80)
25 - 29	44.6	(73)
30 - 39	41.8	(119)
40 - 49	23.6	(57)
50 - 59	21.3	(56)
60+	9.2	(109)
<u>Females</u>	<u>13.2</u>	(545)
18 - 24	26.9	(81)
25 - 29	15.4	(74)
30 - 39	13.8	(115)
40 - 49	16.7	(82)
50 - 59	8.0	(71)
60+	.9	(121)
<u>Drinker Typology</u>		
Frequent heavy drinkers	61.4	(75)
Weekly moderate drinkers	48.7	(250)
Monthly moderate drinkers	29.9	(75)
Weekly light drinkers	7.6	(144)
Monthly light drinkers	3.5	(117)
Infrequent drinkers	5.1	(139)
Abstainers	1.5*	(228)

Question:: In the past year have you ever driven somewhere when you knew you had too much to drink?

* Inconsistent response. Three respondents apparently misunderstood the question.

Table III.6

FREQUENCY OF BEING EXPOSED TO DRUGS

In past 3 months, have been in situation where drugs were being used--	All respondents	Males	Females
Several times a day	2.2%	2.7%	1.7%
About once a day	3.7	3.7	3.6
2 - 6 times a week	5.2	6.7	3.7
Once a week	5.7	7.4	4.0
Once every 2 weeks	2.6	3.6	1.7
Once every month	4.7	5.4	4.0
Less than once a month	6.4	7.1	5.8
Never	69.4	63.3	75.1
No answer	.2	.1	.3
Base:	(1039)	(494)	(545)

Question: How often in the past three months have you found yourself in a situation where drugs were being used? (Drugs would include marijuana, cocaine, Valium, uppers, downers, or any other drugs.) (SHOW CARD)

Note: Comparable national data not available

Drug Usage ⁽¹⁾

In this survey, California adults were asked two questions about their drug usage--one on whether they have driven somewhere in the past year when they knew they had taken too many drugs or pills of any kind and another on how often in the past three months they were in a situation where drugs were being used. Drugs were explicitly defined for respondents as "marijuana, cocaine, Valium, uppers, downers, or any other drugs." This definition of drugs could allow, of course, for a wide range of interpretation by survey respondents. For example, a person who routinely takes Valium for stress reduction might or might not think of this as a drug in the same sense as marijuana or cocaine. Similarly, use of anti-histamines, pain killers and other widely prevalent drugs may be under-reported in the context of this particular questioning sequence.

In any case, the data from the current survey indicate that California adults are much less likely to report exposure to drugs than they are to alcoholic beverages. Most Californians--about two-thirds of the men (63.3%) and three-fourths of the women (75.1%)--say that they are never in a situation where any drugs are being used. At the other end of the continuum, only 6.4% of men and 5.3% of women report being exposed to any kind of drugs on a daily basis.

(1) Alcohol is, in fact a drug. But in keeping with common usage and to avoid the frequent use of the term "drugs other than alcohol," when the term "drugs" is used alone in this report, it means drugs other than alcohol.

Table III.7

SELF REPORT OF DRIVING WHEN HAD TAKEN TOO MANY DRUGS OR PILLS

	In past year, drove when had taken too many drugs or pills	Base
All respondents	2.9%	(1039)
<u>Males</u>	<u>3.7</u>	(494)
18 - 24	7.3	(80)
25 - 29	4.5	(73)
30 - 39	4.3	(119)
40 - 49	4.9	(57)
50 - 59	-	(56)
60+	.3	(109)
<u>Females</u>	<u>2.1</u>	(545)
18 - 24	6.9	(81)
25 - 29	2.7	(74)
30 - 39	1.1	(115)
40 - 49	-	(82)
50 - 59	-	(71)
60+	1.5	(121)
<u>Drinker Typology</u>		
Frequent heavy drinkers	9.1	(75)
Weekly moderate drinkers	5.5	(250)
Monthly moderate drinkers	4.2	(75)
Weekly light drinkers	.6	(144)
Monthly light drinkers	-	(117)
Infrequent drinkers	-	(139)
Abstainers	1.2	(228)

Question: In the past year, have you ever driven somewhere when you knew you had taken too many drugs or pills of any kind?

Driving and Drugs

Only 2.9% of California adults report driving in the past year when they knew they had taken too many drugs or pills of any kind. This may be an understatement due to several things. For example, some survey respondents may be thinking only of "hard" drugs such as cocaine or Heroin and not including the more ordinary prescription drugs they may take. Others may not be willing to reveal their actual drug-using behavior in a routine public opinion research survey. Whatever the reasons, it's clear that only a very small proportion of the California public reports to driving under the influence of drugs.

Men are only slightly higher on this measure than women: 3.7% to 2.1% respectively. (It will be recalled that a much larger proportion of men than women report driving under the influence of alcohol.) Those between 18 and 24 are more likely to admit to driving under the influence of drugs than are older persons. The more a person drinks, the more likely he/she is to admit to driving after using drugs.

Table III.8

FAMILY MEMBER OR CLOSE FRIEND SERIOUSLY
INJURED OR KILLED (IN DUI ACCIDENT)

	<u>Current survey</u>	<u>1980 National Survey*</u>
Family member or close friend has been seriously injured or killed in an automobile accident (which involved alcohol or drugs)--		
Yes	26.5%	35.5%
No	72.9	64.5
Not reported	.6	-
Base: All respondents	(1039)	(1500)

Questions: FRC 1981: Has anyone close to you--a family member or close friend--been seriously injured or killed in an automobile accident which involved alcohol or drugs?

1980 National Survey: Has anyone close to you been seriously injured or killed in an automobile accident?
(IF YES): Was that person a family member or close friend? (Note: Question does not mention alcohol or drugs)

* 1980 Survey of Public Perceptions on Highway Safety (op. cit.)

Personal Experience with DUI Injury or Death

In this year's survey respondents were asked whether anyone close to them--a family member or close friend--has been seriously injured or killed in an automobile accident which involved alcohol or drugs. About one-fourth (26.5%) of the California adult public answers "yes" to this question, i.e. they have had personal experience with a DUI injury or death.

A similar question was included in the U.S. Department of Transportation 1980 national survey mentioned earlier in this chapter, but that question made no reference to alcohol or drugs: it simply asked whether anyone close to the respondent, either a family member or close friend, or both, has been seriously injured or killed in an automobile accident. As one might expect, with no reference to alcohol or drugs made, the proportion of the national sample was higher--about one in three (35.5%)--who have had a close personal experience with an automobile accident injury or death.

Table III.9

INCIDENCE OF DISCUSSIONS OF DRINKING AND DRIVING
BY SELECTED RESPONDENT CHARACTERISTICS

	In past month, have discussed drinking and driving with someone	Base
All respondents	35.4%	(1039)
<u>Area</u>		
Bay Area	30.9	(244)
Other No. Cal.	38.3	(198)
L.A./Orange	32.0	(421)
Other So. Cal.	46.4	(176)
<u>Age</u>		
18 - 24	37.3	(161)
25 - 29	55.8	(147)
30 - 39	40.0	(234)
40 - 49	39.6	(139)
50 - 59	29.1	(127)
60+	16.8	(230)
<u>Sex</u>		
Male	34.4	(494)
Female	36.3	(545)
<u>Education</u>		
Less than high school	32.7	(158)
High school graduate	33.3	(324)
Some college	38.8	(311)
College graduate	36.1	(244)
<u>Auto accident past 5 yrs.</u>		
None	31.8	(662)
One	42.1	(243)
Two or more	42.3	(130)
<u>Friend/relative injured, killed in DUI accident</u>		
Yes	55.2	(287)
No	27.9	(747)
<u>Miles drive average year</u>		
None	20.2	(100)
Less than 5,000	32.5	(259)
5,000 - 15,000	37.0	(382)
More than 15,000	42.3	(294)
<u>Drink alcoholic beverages</u>		
Yes	39.1	(810)
No	22.5	(228)
<u>Too much to drink/drive past year</u>		
Yes	51.8	(218)
No	30.8	(819)

Discussion of Drinking and Driving

In the national telephone surveys mentioned above a question was included to determine the extent to which people say they discuss the topic of drinking and driving with friends, family members or other associates. The same question was asked in the current California survey which found that 36.9% say that they have discussed drinking and driving with someone within the past month. This is closely comparable to the national findings of 36.8% in 1980, 40.1% in 1979 and 35.1% in 1978.

Table III.9 on the opposite page shows the proportions reporting these discussions among selected respondent subgroups. Incidence of having these types of discussions is higher than average among those who--

- . live in Southern California outside of L.A./Orange
- . are younger, especially in their mid to late 20's
- . have had a friend or relative injured or killed in a DUI accident
- . are higher mileage drivers
- . drink alcoholic beverages
- . report driving after too much to drink

In the current survey, another question was added in which respondents were asked to describe in their own words the circumstances of the discussion. Table III.10 on the next page shows the categories of responses to this question. The subjects of discussion volunteered by respondents suggest a general interest in the topic of drinking and driving rather than in specific issues.

Table III.10

CIRCUMSTANCES OF DISCUSSIONS IN PAST MONTH OF DRINKING AND DRIVING

Have discussed in past month with someone	35.4%
A friend	17.6
A family member	15.3
A business or professional associate	6.0
Someone else	.8
<u>Circumstances of discussion</u>	
Family/friends/co-workers involved in drunk driving incident/accident	10.6%
Just talking about drunk driving in general	6.3
Tried to stop someone from driving while drunk	6.1
Talking about the laws/penalties regarding drunk drivers	4.2
Heard about accident/incident/read in paper or saw on T.V.	2.6
Observed drunk drivers on the road/ saw someone who got pulled over	2.5
Respondent involved in drunk driving incident/accident	2.0
Riding with someone who was drunk (didn't get stopped)	2.0
Just talking about drinking (not driving)	1.7
Other	.4

Base: All respondents (1039)

1981 FRC Questions: (a) *In the past month, have you discussed the topic of drinking and driving with anyone?*

(b) (IF YES): *Whom did you discuss this with?*

(c) (IF YES): *What were the circumstances of this discussion? Can you tell me a little more about that?*

Table III.11
ACTIONS TAKEN TO PREVENT SOMEONE
FROM DRUNK DRIVING IN PAST YEAR
(Volunteered Responses)

	Current survey	National surveys**		
		1980	1979	1978
Have taken some action in past year	36.9%	42.4%	42.6%	37.3%
<u>Action(s) taken*</u>				
Offered to drive him/her home	54.2	54.0	57.1	62.1
Offered to let him/her stay over	19.5	11.6	10.5	10.4
Took his/her keys away	19.5	15.2	12.1	11.5
Got someone else to drive him/her	12.2	9.7	4.5	-
Gave him/her coffee	4.9	2.8	1.6	-
Called a taxi	2.7	1.7	2.7	1.1
Gave him/her food	2.2	1.3	0.8	-
Called the police	1.6	1.4	2.0	2.6
Physically restrained him/her	1.4	2.8	1.4	2.6
Other	7.9	11.1	15.5	-
<u>Reaction of the person*</u>				
Agreed to action taken	51.5%	44.4%	43.8%	N.A.
Became hostile	27.4	36.3	26.4	N.A.
Was grateful	22.8	8.8	11.3	N.A.
Other	6.2	10.5	18.5	N.A.
Base: All respondents	(1039)	(1500)	(1500)	(1500)

Questions: (a) During the past year, have you taken any action to prevent someone from driving in a situation where they had been drinking too much?

(b) (IF YES): Please tell me what actions you took?

(c) (IF YES): What was the reaction of the person when you took this/these action(s)?

* Percentages for actions taken and reaction of other person in current survey based on those who have taken some action in the past year. Assumption is that national survey data are comparably based.

** 1980 Survey of Public Perceptions on Highway Safety (op. cit.)

N.A. = Not available

Intervention in Drinking and Driving Situations

Another set of questions was included in the current survey which also had been part of the past three national telephone surveys mentioned above on the subject of actions taken by the respondent to prevent someone from driving in a situation where they had been drinking too much. In the current California survey, 36.9% of all those interviewed claim to have intervened in such a situation within the past year. Similar proportions were found in the national surveys as shown on Table III.11 opposite.

The most frequently volunteered action in all four surveys is an offer to take the person home. Other interventions mentioned quite often are the offer to have the person stay over, taking away the person's car keys and getting someone else to drive the person home.

In the California survey, the drinking person was reported nearly as often to be grateful for the intervention as hostile toward it, while the national data seem to suggest more hostility toward these kinds of actions by one's friends or acquaintances.

(As we shall see in the next chapter, very nearly everyone interviewed in this year's survey in California believes that people should do more to discourage their friends from driving after they had had too much to drink.)

Table III.12
INCIDENCE OF TAKING ACTION(S) TO PREVENT SOMEONE FROM DRUNK DRIVING
BY SELECTED RESPONDENT CHARACTERISTICS

	In past month, have taken action(s) to prevent someone from drunk driving	Base
All respondents	36.9%	(1039)
<u>Area</u>		
Bay Area	29.9	(244)
Other No. Cal.	38.3	(198)
L.A./Orange	35.4	(421)
Other So. Cal.	48.3	(176)
<u>Age</u>		
18 - 24	54.2	(161)
25 - 29	57.6	(147)
30 - 39	46.1	(234)
40 - 49	35.3	(139)
50 - 59	20.2	(127)
60+	10.7	(230)
<u>Sex</u>		
Male	37.6	(494)
Female	36.2	(545)
<u>Education</u>		
Less than high school	34.6	(158)
High school graduate	35.7	(324)
Some college	40.1	(311)
College graduate	36.2	(244)
<u>Auto accident past 5 yrs.</u>		
None	31.0	(662)
One	43.5	(243)
Two or more	55.4	(130)
<u>Friend/relative injured, killed in DUI accident</u>		
Yes	53.7	(287)
No	30.3	(747)
<u>Miles drive average year</u>		
None	19.3	(100)
Less than 5,000	32.3	(259)
5,000 - 15,000	36.1	(382)
More than 15,000	49.2	(294)
<u>Drink alcoholic beverages</u>		
Yes	43.2	(810)
No	15.2	(228)
<u>Too much to drink/drive past year</u>		
Yes	68.3	(218)
No	28.3	(819)

Table III.12 opposite shows the reported incidence of taking action(s) in the past year to prevent someone from driving after they have had too much to drink. The patterns observable here are very similar to those just seen in the preceding table about who is most likely to have had discussions about drinking and driving. That is, those who report higher than average incidences of intervening with someone to prevent them from drunk driving are--

- . Southern California residents outside L.A./Orange
- . younger
- . have had a friend or relative injured or killed in a DUI accident
- . are higher mileage drivers
- . drink alcoholic beverages
- . report driving after too much to drink

Chapter IV.

ATTITUDES TOWARD VARIOUS DUI ISSUES AND PROBLEMS

Earlier in Chapter II the levels of public knowledge and beliefs about the apprehension, arrest and conviction process for DUI cases were discussed and it was shown that majorities of respondents generally believe that not enough effort is being made to arrest and convict drunk drivers in California.

To probe deeper into California public attitudes toward these and other DUI issues and problems, a set of 25 statements was drawn up which touch on five different areas. These can be grouped as follows:

- Prosecutors, judges, police and jail sentences 8 statements
- Perceived effects of penalties 3 statements
- Public responsibility 6 statements
- Other general aspects of the DUI problem 6 statements
- Driving and drugs 2 statements

Midway through the interview all respondents were given a booklet containing these 25 statements (in scrambled order) and instructed to read each one and indicate whether they agree or disagree with it. The

answer choices offered for each statement were "agree strongly," "agree somewhat," "undecided," "disagree somewhat" and "disagree strongly."

The results of these self-administered ratings offered by the survey respondents are discussed in this chapter.

Table IV.1
STATEMENTS ON PROSECUTORS, JUDGES
POLICE AND JAIL SENTENCES

	Agree %	Disagree %	Neutral/ Undecided %	Mean Score*
Prosecutors should be doing much more to get convictions of people charged with drunk driving	85.5	5.6	8.9	4.29
Judges today are too lenient in their sentencing of drunk drivers	74.8	10.3	14.9	4.10
People charged with driving under the influence should be allowed to plea bargain for milder sentences like reckless driving	23.7	66.8	9.5	2.09
Repeated drunk driving offenders should be sentenced to long jail terms	76.6	14.0	9.5	4.07
All convicted drunk drivers should be required to spend some time in jail	62.7	25.7	11.5	3.68
Police are too sympathetic toward drunk drivers because most off-duty police also drink and drive	29.1	46.5	24.4	2.71
The police spend too much time picking up social drinkers on their way home from parties	28.7	48.6	22.6	2.67
The police should be allowed to stop motorists at random to give them a breath or coordination test	27.3	58.9	13.9	2.35
Base: All respondents	(1039)	(1039)	(1039)	

* Respondents rated each statement on a 5-point extent of agreement/disagreement scale. The values assigned to the scale for calculating the mean scores are agree strongly (5), agree somewhat (4), neutral/undecided (3), disagree somewhat (2), disagree strongly (1). The higher the mean score, the closer to the agreement side of the continuum.

Prosecutors, Judges, Police and Jail Sentences

That a majority of the California public believes that the criminal justice system should take a tougher stand on drunk driving is clear from the attitude statements shown on Table IV.1. Notice that more than eight in ten (85.5%) survey respondents agree that prosecutors should be doing much more to get convictions and three out of four (74.8%) believe that judges are too lenient in their sentencing of drunk drivers. Two-thirds of the respondents do not believe in plea bargaining for milder sentences like reckless driving.

Three out of four (76.6%) also believe that repeated drunk driving offenders should be sentenced to long jail terms and two-thirds (62.7%) believe that all convicted drunk drivers should be required to spend some time in jail.

Attitudes are more polarized, however, regarding the police. Majorities of respondents do not believe that the police spend too much time picking up social drinkers on their way home from parties nor do they believe the police are too sympathetic toward drunk drivers because most off-duty police also drink and drive.

Still, the public is not ready to go as far as allowing the police to stop motorists at random to give them breath or coordination tests. Well over half (58.9%) the respondents disagree with this proposal.

Perceived Effects of Penalties

Three statements were included to help determine the public's perceptions of the effects of certain drunk driving conviction penalties. The results are on Table IV.2 below. Three-fourths (73%) of the respondents agree that taking away the driver's license has little effect since most convicted drunk drivers continue to drive without their license. On the other hand, most respondents (70.9%) believe that requiring convicted drunk drivers to go to a treatment program will help to reduce the overall DUI problem and a similar proportion (68.4%) believes that harsh punishment of drunk drivers will serve as an example and help to keep others from driving under the influence.

Table IV.2
STATEMENTS OF PERCEIVED EFFECTS OF PENALTIES

	Agree %	Disagree %	Neutral/ Undecided %	Mean Score*
Taking away the driver's license from a convicted drunk driver has little effect, since most continue to drive without a license	73.0	16.7	10.3	3.93
Requiring those convicted of driving under the influence to go to a treatment program will have a positive effect on reducing the overall problem	70.9	13.7	15.4	3.87
Harsh punishment of drunk drivers will keep others from driving while under the influence	68.4	22.8	8.7	3.73
Base: All respondents	(1039)	(1039)	(1039)	

* Respondents rated each statement on a 5-point extent of agreement/disagreement scale. The values assigned to the scale for calculating the mean scores are agree strongly (5), agree somewhat (4), neutral/undecided (3), disagree somewhat (2), disagree strongly (1). The higher the mean score, the closer to the agreement side of the continuum.

Table IV.3

STATEMENTS ON PUBLIC RESPONSIBILITY

	Agree %	Disagree %	Neutral/ Undecided %	Mean Score*
People should do more to discourage their friends from driving after they have had too much to drink	94.7	2.3	2.9	4.78
Citizens should be encouraged to report the license number of cars driving erratically	78.8	9.9	11.3	4.12
There's not much anyone can do to stop people from driving after they've been drinking too much	40.1	51.4	8.4	2.77
The bartender who originally served drinks to a drunk driver should share some of the responsibility if there is an accident	33.7	48.9	17.4	2.66
The host or hostess who originally served drinks to a drunk driver should share some of the responsibility if there is an accident	31.9	49.6	18.4	2.60
Laws should be passed that would require automakers to equip all new cars with devices that would make it difficult for persons who are under the influence to start their cars	55.1	25.9	19.0	3.44
Base: All respondents	(1039)	(1039)	(1039)	

* Respondents rated each statement on a 5-point extent of agreement/disagreement scale. The values assigned to the scale for calculating the mean scores are agree strongly (5), agree somewhat (4), neutral/undecided (3), disagree somewhat (2), disagree strongly (1). The higher the mean score, the closer to the agreement side of the continuum.

Public Responsibility

Six of the attitude statements touched on various aspects of the public's responsibility in regard to DUI issues and problems. As shown on Table IV.3, very nearly everyone interviewed (94.7%) agrees that people should do more to discourage their friends from driving after they have had too much to drink. Nearly eight in ten (78.8%) believe that citizens should be encouraged to spot and report to police the license numbers of cars seen driving erratically.

Still some underlying doubt is evident about how effective these steps might be in curtailing the DUI problem in that four in ten (40.1%) respondents agree that there's not much anyone can do to stop people from driving after they've had too much to drink. Along this same line, majorities of respondents are not in favor of the idea of forcing some share of responsibility on bartenders or hosts or hostesses who originally served drinks to a drunk driver who is later involved in an accident.

Only a bare majority of respondents (55.1%) supports a proposal for legislation requiring automobile manufacturers to equip new cars with devices that would make it difficult for persons who are under the influence to start their cars.

Table IV.4

STATEMENTS OF OTHER GENERAL ASPECTS OF THE DUI PROBLEM

	Agree %	Disagree %	Neutral/ Undecided %	Mean Score*
Most people who drive after they've been drinking have no idea how seriously impaired their driving is	91.7	4.7	3.5	4.47
There have been times when I might not have passed an alcohol test if I had been stopped while driving on the highway	39.3	47.3	13.4	2.65
The chances of being caught by the police while driving under the influence are slight	54.1	33.2	12.7	3.28
The chances of my being in a car accident where the other driver is drunk are very slight	27.4	62.4	10.3	2.44
Most drunk driving accidents involve social drinkers rather than alcoholics or people with real drinking problems	43.0	28.2	28.8	3.21
Speeders and reckless drivers who are sober are just as dangerous as someone who drives after having a few drinks	74.0	18.7	7.3	3.86
Base: All respondents	(1039)	(1039)	(1039)	

* Respondents rated each statement on a 5-point extent of agreement/disagreement scale. The values assigned to the scale for calculating the mean scores are agree strongly (5), agree somewhat (4), neutral/undecided (3), disagree somewhat (2), disagree strongly (1). The higher the mean score, the closer to the agreement side of the continuum.

Other General Aspects of the DUI Problem

The overwhelming majority of respondents in this survey--91.7%--agree with the notion that most people who drive after they've been drinking have no idea how seriously impaired their driving skill, perception and judgment are. About four in ten (39.3%) admit that there have been times when they might not have passed a road-side sobriety test. (It will be recalled from Chapter III that about half as many respondents (21.6%) admit to driving in the past year when they knew they had too much to drink.)

About two-thirds (62.4%) accept the notion that they are at risk of being in a car accident when the other driver is drunk, even though only about one-third (33.2%) believes that the chances are good of being caught by police when driving under the influence.

Opinions are somewhat mixed on whether most drunk driving accidents are caused by social drinkers or alcoholics and real problem drinkers--43% lean toward the social drinker explanation, while 28.2% disagree and 28.8% are undecided.

Three-fourths of the respondents agree that speeders and reckless drivers, though sober, are just as dangerous as someone who drives after having a few drinks. (How many drinks are thought to be "too many" was not asked and remains a moot point here.)

CONTINUED

1 OF 2

Driving and Drugs

Two statements were addressed explicitly to drugs, although the term "driving under the influence"--intended to refer both to drinking and drugs--was used in many of the other statements. Apparently a majority of the California public does not see drugs and driving a more serious problem than alcohol and driving. When questioned directly on this point, the respondents split into thirds; that is, one-third (35.4%) agrees that driving with drugs is more dangerous than with alcohol, one-third (35.1%) disagrees and one-third (29.5%) is undecided.

Similarly, only one-third (32.5%) believes that the penalties should be more severe for conviction of driving under the influence of drugs than of alcohol. The rest disagree with this idea or are not sure.

Table IV.5

STATEMENTS ON DRIVING AND DRUGS

	<u>Agree</u> %	<u>Disagree</u> %	<u>Neutral/ Undecided</u> %	<u>Mean Score*</u>
Driving under the influence of marijuana and certain other drugs is more dangerous than driving under the influence of alcohol	35.4	35.1	29.5	2.99
The penalties for conviction of driving under the influence of drugs should be more severe than for alcohol	32.5	45.2	22.3	2.76
Base: All respondents	(1039)	(1039)	(1039)	

* Respondents rated each statement on a 5-point extent of agreement/disagreement scale. The values assigned to the scale for calculating the mean scores are agree strongly (5), agree somewhat (4), neutral/undecided (3), disagree somewhat (2), disagree strongly (1). The higher the mean score, the closer to the agreement side of the continuum.

TABLE IV.6
MEAN SCORES FOR THREE-GROUP SEGMENTATION ANALYSIS
OF 25 ATTITUDE STATEMENTS*

	Total	Segment I Moderate Inter- vention	Segment II Social Indepen- dence	Segment III Harsh Punish- ment
1. Judges too lenient in sentencing drunks	4.11	4.40	3.48	4.42
2. Prosecutors should be doing much more	4.29	4.56	3.74	4.57
3. Plea bargaining should be allowed	2.09	1.49	2.39	2.60
4. Taking away license has little effect	3.92	3.99	3.47	4.36
5. All convicted should spend time in jail	3.68	4.12	2.63	4.30
6. Harsh punishment prevents DUI	3.73	4.10	2.87	4.23
7. Requiring treatment program--positive effect	3.87	4.01	3.54	4.06
8. People should discourage friends from DUI	4.77	4.92	4.60	4.76
9. Repeated offenders should get long jail terms	4.08	4.46	3.32	4.42
10. Police pick up social drinkers	2.67	2.13	2.69	3.41
11. DUI of drugs more dangerous than alcohol	3.00	2.78	2.60	3.81
12. Drivers have no idea how impaired driving is	4.47	4.68	4.11	4.61
13. Chance of DUI accident is slight	2.44	2.00	2.52	2.98
14. Little anyone can do to prevent D.D.	2.76	2.16	2.81	3.57
15. Police too sympathetic because they DUI	2.71	2.48	2.47	3.32
16. Chance of being caught by police slight	3.27	3.22	3.02	3.62
17. Citizens should report license numbers	4.14	4.49	3.51	4.36
18. Bartender should share responsibility	2.65	3.14	1.81	2.97
19. Host(ess) should share responsibility	2.60	3.10	1.66	2.99
20. Most accidents involve social drinkers	3.21	3.05	3.09	3.58
21. Speeders/reckless drivers as dangerous	3.86	3.66	3.67	4.36
22. Times I might have failed test	2.65	2.17	3.26	2.62
23. Laws requiring DUI prevention devices on autos	3.44	3.64	2.85	3.85
24. Convicted DUI drugs should be more severe	2.76	2.35	2.46	3.72
25. Police should randomly stop motorists	2.35	2.29	1.61	3.34
Base	(1039)	(410)	(342)	(287)

* Respondents rated each statement on a 5-point extent of agreement/disagreement scale. The values assigned to the scale for calculating the mean scores are agree strongly (5), agree somewhat (4), neutral/undecided (3), disagree somewhat (2), disagree strongly (1). The higher the mean score, the closer to the agreement side of the continuum.

Attitude Segments (Table IV.6)

As mentioned earlier, the primary objective of this survey was to identify and describe the overall patterns of public opinion on DUI issues in California. A secondary objective was to attempt to determine whether meaningful sub-groups of respondents could be differentiated, based on their answers to the particular items used in the questionnaire. If the public divides into some separate segments based on their attitudes toward DUI, then it would also be helpful to identify the variations, if any, in the socio-demographic characteristics of persons in these attitudinal segments.

To do this special type of analysis, a data file was built which contained the respondents' answers to the 25 agree-disagree attitude statements along with their socio-demographic descriptors such as age, sex, income, education, driving behavior, drinking practices, etc. The first step in the multi-variate analysis was a 25 x 25 item correlation matrix of the attitude statements. This revealed that, with a few exceptions, the attitude statements seemed to be measuring largely independent (e.g. not highly correlated) aspects of the DUI problem. The same 25 items were then subjected to a factor analysis⁽¹⁾ which again did not seem to yield a clear and useful set of attitudinal factors.

⁽¹⁾ The Eigenroot extraction follows the Jacobi Solution described by Hotelling, H. in Horst, Paul (1962) "Matrix Reduction," *Psychometrika*. 27 (2) p. 169-178.

The Varimax Rotation algorithm follows: Kaiser, H.F. (1959) "Program for varimax rotation in factor analysis." *Educational and Psychological Measurement*. 19, p. 413-420.

The most insightful information emerged from a respondent clustering or segmentation analysis based on the Howard-Harris cluster algorithm.⁽¹⁾ This program assigns respondents to groups based on their similarity in answering the battery of 25 attitude items. The program sequentially forms groups, starting with the basic single group, which reduces the overall within variance. The best, or optimal, number of groups is that where the addition of one more group does not significantly improve this within variance criterion. In addition, the groups which are formed must meet the test of a rational perspective. It is felt that these conditions were successfully met in that three stable groups of respondents emerged from the analysis. For convenient shorthand purposes, these groups can be described as:

- Segment I: Moderate Intervention Group
 (40% of all respondents)
- Segment II: Social Independence Group
 (33% of all respondents)
- Segment III: Harsh Punishment Group
 (27% of all respondents)

⁽¹⁾ Green, P.E. and Wind, Y. (1973). *Multivariate Decisions in Marketing*, Hinsdale, Illinois: The Dryden Press, p. 369.

Segment I: Moderate Intervention Group (40%)

This group is referred to as the "moderate interventionists" because they seem to have a higher level of confidence in the public's desire and ability to deal with DUI issues. They are pragmatic and understanding about the overall problem and have a more pronounced sense of social responsibility; they are more apt to look to themselves and to others to help manage the problem than they are to blame the efforts being made by the criminal justice system.

Compared to other respondents in this survey, Segment I respondents are--

- . more convinced that most people don't do enough to discourage their friends from driving after drinking too much
- . more aware of the chances of being in an accident themselves where the other driver is drunk
- . more supportive of encouraging citizens to report to police the license numbers of cars seen driving erratically
- . more likely to believe that bartenders and hosts and hostesses who serve alcoholic drinks should share responsibility for subsequent drunk driving accidents caused by their customers/guests
- . more convinced that most people don't realize how impaired their driving is after they've been drinking

Despite their generally moderate public responsibility position, this group also supports jail sentences for drunk drivers, especially for repeat offenders, and more vigorous prosecution of drunk driving cases. Also, they are less in favor of plea bargaining than others are. Perhaps these latter aspects reflect a desire to be reasonable, but firm when responsibility is ignored.

Segment II: Social Independence Group (33%)

Compared to the other two segments, this group of respondents takes a more laissez faire position and they are below average on most of the social intervention measures. They are much more likely to admit that there have been times when they themselves might have failed a road-side sobriety test. They generally want to leave things the way they are and do not support more arrest and conviction efforts, perhaps because they see themselves more at risk, as a group, than other respondents do.

Compared to other respondents, those in Segment II are--

- . much more apt to reject the idea that bartenders and hosts and hostesses have any responsibility for serving alcohol to a drunk driver
- . most opposed to allowing the police to stop motorists at random to give them breath or coordination tests
- . more convinced that harsh punishment is not an effective way to prevent DUI
- . less likely to support jail sentences for DUI convictions
- . less willing to support the public's responsibility to report license plate numbers of erratic drivers
- . less likely to support driver restraint devices being required of automobile manufacturers

The Segment II group would seem to be the most in need of "consciousness raising," but perhaps the most difficult to reach and convince. Public information campaigns addressed to this group need to focus on the prevalence and seriousness of DUI in California and to point out the social responsibility aspects of the problem--that is, somehow make more effort to convince this group of the points of view more likely to now be held by those in Segment I.

Segment III: Harsh Punishment Group (27%)

This is the crack-down group--more in favor of punishing DUI offenders, requiring a tougher stance from the police, prosecutors and judges and passing jail sentences. Although they are more apt to believe that there's not much that anyone can do to stop people from driving after they've had too much to drink, they are also more willing to mete out harsh punishment in the hopes that this will serve in some measure as a deterrent to others.

Compared to other respondents, those in Segment III are--

- . more in favor of jail terms, mandatory treatment programs and driver restraint devices in automobiles
- . more likely to describe the police as too sympathetic toward the DUI problem because they themselves drink and drive

Table IV.7
SOCIO-DEMOGRAPHIC CHARACTERISTICS
OF THREE ATTITUDE GROUPS

	All respondents	Segment I Moderate Inter- vention	Segment II Social Indepen- dence	Segment III Harsh Punish- ment
<u>Age</u>	%	%	%	%
18 - 29	32.5	30.5	37.8	29.3
30 - 59	47.6	51.8	48.4	41.3
60+	19.7	17.8	13.8	29.0
<u>Sex</u>				
Male	48.1	40.6	60.7	44.3
Female	51.9	59.4	39.3	55.7
<u>Education</u>				
Less than high school	15.8	12.2	13.2	23.4
High school graduate	32.9	27.5	31.1	42.2
Some college	29.0	30.8	33.8	21.2
College graduate	22.1	29.2	21.9	12.9
<u>Income</u>				
Less than \$10,000	18.8	17.8	14.4	25.1
\$10,000 - \$14,999	13.5	13.1	11.2	16.6
\$15,000 - \$19,999	12.1	12.3	11.3	12.6
\$20,000 - \$24,999	12.8	9.4	14.7	15.2
\$25,000+	34.5	39.6	38.4	23.4
<u>Miles drive average year</u>				
None	11.2	9.6	7.7	17.3
Less than 5,000	26.1	22.9	23.1	33.8
5,000 - 15,000	34.7	40.8	34.4	27.0
More than 15,000	27.6	26.2	34.8	21.4
<u>Drinker typology</u>				
Frequent heavy drinkers	7.9	4.9	12.4	7.0
Weekly moderate drinkers	24.3	20.1	34.9	18.1
Monthly moderate drinkers	7.7	4.4	7.7	12.2
Weekly light drinkers	14.0	18.1	13.9	8.4
Monthly light drinkers	9.8	12.6	8.8	7.0
Infrequent drinkers	13.2	15.4	9.3	14.4
Abstainers	22.4	23.9	11.7	32.3
<u>Too much to drink/drive past year</u>				
Yes	21.6	12.9	36.3	17.0
No	78.3	87.1	63.2	83.0
Base:	(1039)	(410)	(342)	(287)

- more willing to allow the police to stop motorists at random to give them a breath or coordination test
- more apt to believe that most DUI accidents involve social drinkers rather than hard-core alcoholics but, paradoxically, also to believe that the police spend too much time picking up social drinkers on their way home from parties
- more concerned about the dangerous effects of drugs and driving

Unlike respondents in Segment I, those in Segment III are less apt to see other drunk drivers as a threat to themselves and less willing to admit the risk of being involved in a drunk driving accident.

Socio-demographic Characteristics of Segments

Inspection of the socio-demographic characteristics of the respondents in each of the three attitude segments reveals some interesting differences, as shown on Table IV.7. Notice first that Segment II seems to be a more cohesive group than either of the other two. Specifically, respondents who fall into Segment II (Social Independence) are more likely to--

- be younger men
- have more education and income
- be more likely to have driven within the past year after having had too much to drink
- be high mileage drivers
- be heavier drinkers

These characteristics tie in quite nicely with what one might have predicted for this group based solely on their DUI attitudes expressed in the 25 agree/disagree statements. That is, younger men are indeed more likely to be the social independents who drink more and drive more miles than others and acknowledge that they are a more at-risk group and therefore less willing to support more stringent DUI intervention measures, either by the public or the criminal justice system. Over half of those who report driving after too much to drink are in Segment II.

Respondents who fall into Segment III (Harsh Punishment) are clearly different kinds of people from the social independents in Segment II. In Segment III we are more likely to find those who --

- . are older women
- . have less education and lower income
- . be less likely to be high mileage drivers
- . be less likely to drink at all or frequently

Respondents in Segment I (Moderate Intervention) have certain patterns in common with each of the other two groups. That is, the profile of Segment I respondents shows that they are more likely to be--

- . women
- . in the middle 30-59 age group
- . somewhat better educated
- . middle income
- . average mileage drivers
- . light drinkers and less likely to be alcohol abstainers

The predominant socio-demographic characteristics of this group, the largest one with 40% of all respondents, seem to fit well with their moderate views on DUI issues and problems. As shown earlier, this group seems to be the most optimistic about the chances of success of public intervention steps.

The foregoing attitudinal segmentational analysis seems to show clearly that California adults do not have one unified point of view about DUI issues. Rather, the public is inclined to see and agree with a variety of different dimensions of the problem and not all of these are consistent and coherent.

Moreover, attitudes differ among subgroups of the general public depending on their age, education, driving practices, drinking behavior and other factors. Therefore, it's unlikely that any one public information message about DUI will be equally effective across all subgroups of the general public. In like manner, it is unlikely that proposed remedial measures will gather near unanimous support. In fact, given the strong, disparate attitudes, it is likely that no matter how popular it is, there will be a significant portion of the population, about one-third, that will oppose it.

Table V.1
SUPPORT AND OPPOSITION FOR 6 PROPOSALS
TO RAISE MONEY FOR DUI PROGRAMS
(at the State level)

	<u>Favor</u>	<u>Oppose</u>	<u>Not Sure</u>
Increase fines for those convicted of driving while intoxicated	86.1%	10.1%	3.9%
Increase tax on all alcoholic beverages	57.9	37.6	4.5
Increase <u>only</u> the tax on alcohol consumed in bars and restaurants	31.2	61.7	7.1
Use State general fund monies	21.9	67.3	10.9
Increase State sales tax	6.5	88.7	4.9
Increase gasoline tax	2.5	93.9	3.5
Base: All respondents	(1039)	(1039)	(1039)

Question: Several proposals have been considered to raise money to pay for various aspects of the driving under the influence programs, such as enforcement, treatment, prevention, adjudication, jails, and so on. (SHOW CARD). This card shows several of these proposals for raising money for this problem. For each one, please tell me whether you favor or oppose it.

Chapter V. FINANCING OF DUI PROGRAMS

A set of questions was included to test the extent of public support for or opposition to various proposals that have been considered to raise money to pay for DUI programs, such as enforcement, treatment, prevention, adjudication, jails, etc. Respondents were given a card which showed six different possible sources of revenue and were asked, for each of these, whether they would favor or oppose it. The results are shown on Table V.1 opposite.

Public support exists for two of the six financing proposals. Strong public support is reported for increasing the fines for those convicted of driving while intoxicated. Well over eight in ten (86.1%) of all those interviewed in the current survey support this revenue source for DUI programs.

A smaller majority--57.9%--says that they are in favor of an increase in the tax on all alcoholic beverages, but a majority (61.7%) rejects the idea of increasing the tax only on alcohol consumed in bars and restaurants.

It's clear from the findings that the public strongly opposes any increases in general state revenue sources such as the sales tax or the gasoline tax and is also opposed to using state general fund monies for supporting DUI programs.

Table V.2

SUPPORT FOR TWO FINANCING PROPOSALS
BY SELECTED RESPONDENT CHARACTERISTICS

	Favor This Proposal		Base
	Increase DUI fines	Increase tax on all alcoholic beverages	
All respondents	86.1%	57.9 %	(1039)
<u>Age</u>			
18 - 24	85.4	42.9	(161)
25 - 29	85.6	53.4	(147)
30 - 39	88.0	59.2	(234)
40 - 49	83.9	61.8	(139)
50 - 59	87.5	62.0	(127)
60 +	85.7	68.3	(230)
<u>Sex</u>			
Male	85.4	53.3	(494)
Female	86.7	62.2	(545)
<u>Education</u>			
Less than high school	83.7	60.1	(158)
High school graduate	86.9	56.3	(324)
Some college	86.0	54.5	(311)
College graduate	86.9	63.3	(244)
<u>Income</u>			
Less than \$10,000	80.3	58.9	(177)
\$10,000 - \$14,999	84.7	52.1	(137)
\$15,000 - \$19,999	83.8	55.0	(120)
\$20,000 - \$24,999	86.9	60.6	(142)
\$25,000 +	92.2	58.6	(378)
<u>Miles drive average year</u>			
None	81.0	59.4	(100)
Less than 5,000	86.2	58.3	(259)
5,000 - 15,000	87.3	59.2	(382)
More than 15,000	86.6	55.1	(294)
<u>Drinker typology</u>			
Frequent heavy drinkers	77.1	34.8	(75)
Weekly moderate drinkers	86.4	39.7	(250)
Monthly moderate drinkers	81.8	62.9	(75)
Weekly light drinkers	88.4	54.5	(144)
Monthly light drinkers	94.2	66.3	(117)
Infrequent drinkers	91.4	69.6	(139)
Abstainers	83.7	76.4	(228)
<u>Too much to drink/drive past year</u>			
Yes	83.6	37.1	(218)
No	86.9	63.7	(819)

The survey found extremely high levels of support in all subgroups of the public for increasing the fines for those convicted of drunk driving. Both men and women express equally high levels of support for this proposal and eight out of ten, or more, respondents interviewed in various age, income and educational groups favor it. The notion is even supported by three out of four (77.1%) frequent heavy drinkers and more than eight out of ten (83.6%) who report driving after too much to drink within the past year.

The same broad-scale public support is not evident for the proposal to increase the tax on all alcoholic beverages. In this instance, women are more supportive than men and older people more so than younger people. Still, more than half of the survey respondents favor this idea. Those least likely to support the proposal are: 18-24, frequent heavy drinkers or weekly moderate drinkers, and those who report drinking and driving after too much to drink.

A question was inserted in the current survey which had been asked in the 1980 national survey mentioned earlier to compare the degree of public support for a tax increase to help pay for DUI programs at the local community level. In the national survey, this apparently was the only question included on financing DUI programs whereas the California survey also included a set of questions about six specific proposals. As we've just seen, the California respondents are opposed to any general tax increases at the state level for DUI programs and only a slim majority supports an increase in the tax on all alcoholic beverages.

The California respondents are also opposed to paying higher taxes for programs in their own community aimed at cutting down on the problem of drunk driving. Just about two-thirds (64.6%) of California respondents reject this proposal--almost an exact reverse of the 1980 national survey findings where 59% of the respondents claimed that they supported such a tax increase. There are several plausible explanations for such a wide divergence in opinion between the California survey and the national survey. First, since the passage of Proposition 13 in California in June of 1978, repeated survey measures we and others have taken continue to show strong public opposition in California to general tax increases for any purposes. Also, economic conditions have deteriorated somewhat between 1980 and 1981

and the public continues to face the pressures of gradually mounting unemployment and continued high inflation. Then, too, the California questionnaire focused more attention on the topic of financing than the national survey did and this allowed the respondents more opportunity to express their opposition to various different tax increase proposals.

Table V.3
SUPPORT AND OPPOSITION FOR PAYING
HIGHER TAXES FOR COMMUNITY PROGRAMS
ON DRUNK DRIVING PROBLEM
(at community level)

<u>Paying higher taxes in community for drunk driving programs</u>	<u>Current Survey</u>	<u>1980* National Survey</u>
<u>Favor</u>	<u>29.1%</u>	<u>59.0%</u>
Strongly	5.2	27.1
Somewhat	23.9	31.9
<u>Oppose</u>	<u>64.6</u>	<u>35.8</u>
Somewhat	22.1	16.1
Strongly	42.6	19.7
No opinion	6.3	5.2
Base: All respondents	(1039)	(NA)

Question: How do you feel about paying higher taxes for programs in your community aimed at cutting down on the problem of drunk driving? Would you be in favor or opposed to paying higher taxes in your community for this purpose? Would you be strongly or somewhat (in favor) (opposed)?

* 1980 Survey of Public Perceptions on Highway Safety (op. cit.)

N.A. = Not available

Table VI.1

INCIDENCE OF HAVING AND WILLINGNESS TO USE
HEALTH INSURANCE COVERAGE FOR ALCOHOL
AND/OR DRUG TREATMENT SERVICES

Respondent or immediate family members who have health insurance	82.7%
<u>Coverage for alcohol and/or drug treatment services</u>	
Covered	23.1%
Not covered	22.0
Don't know, not sure	37.6
<u>Willingness to use alcohol and/or drug treatment services if needed</u>	
Would use	57.9%
Would not use	12.8
Don't know, not sure	12.0
Base: All respondents	(1039)

- Questions: (a) Do you or members of your immediate family have health insurance--either as part of a group or an individual plan? Please don't count Medicare-only coverage.
- (b) (IF YES): Does the health insurance plan that you have cover alcohol and/or drug treatment services?
- (c) (IF YES): If your health insurance plan (includes) (were to include) coverage for alcohol and/or drug treatment services, do you think you or members of your family would use the services if the need arose?

Chapter VI.

HEALTH INSURANCE COVERAGE FOR
ALCOHOL AND DRUG TREATMENT SERVICES

Various groups in the State are interested in the extent to which the public has, or perhaps thinks it has, health insurance coverage for alcohol and/or drug treatment services and public attitudes toward the importance of this type of benefit. A set of questions was included in the current survey to develop some information on this issue from a cross-section of the California public and the findings are presented in this chapter.

All respondents were first asked whether they, or members of their immediate family, have health insurance, either as part of a group or an individual plan, not counting Medicare-only. Just over eight in ten (82.7%) report that they and/or immediate family members have health insurance.

Most Californians who have health insurance apparently do not now have coverage for alcohol and drug treatment services. Only about one in four of those interviewed (23.1%) say that they have this type of coverage and the balance either say they do not have such coverage, or they don't know.

Most of those interviewed who have health insurance say that they or members of their family would use alcohol or drug treatment services were they included as a benefit in their health insurance coverage.

Table VI.2

ATTITUDES TOWARD HEALTH INSURANCE
COVERAGE FOR ALCOHOL AND/OR DRUG
TREATMENT SERVICES

Health insurance coverage for alcohol and/or drug treatment programs--	
Should be in all plans	62.6%
Should not be	25.1
Don't know, not sure	12.3
Should be required by law in all plans	
Should not be	43.1%
Don't know, not sure	41.5
	15.4
Rating of importance of having coverage for alcohol and/or drug treatment services--	
One of the most important benefits	4.6%
Among the more important ones	9.0
More important than many others	5.8
About the same as others	22.0
Less important than many others	10.6
Among the less important ones	11.3
One of the least important ones	35.4
Don't know, no answer	1.3
Base: All respondents (1039)	
Questions: (a) Do you think that alcohol and/or drug treatment services should be covered in all health insurance plans?	
(b) Do you think a law should be passed that would require that coverage for alcohol and/or drug treatment services be included in all health insurance programs?	
(c) Thinking about the various benefits which can be included in health insurance plans, how would you rate the importance to you and your family of having coverage for alcohol and/or drug treatment services? Would you say this type of benefit is . . . (READ ANSWERS)	

All respondents, both those with and those without health insurance, were then asked whether they think that alcohol and/or drug treatment services should be covered in all health insurance plans. About two-thirds (62.6%) say that they should, about one in four (25.1%) say that they should not and the remaining 12.3% are undecided.

Although a clear majority supports alcohol and/or drug treatment coverage, there is less support for requiring this type of coverage by law. As Table IV.2 shows, respondents are evenly split on this point, with roughly 40% in favor, 40% opposed and the balance undecided.

Although a majority of respondents favors the inclusion of alcohol and drug treatment benefits in health insurance policies, most see this type of coverage as less important to them and their families than most other benefits. Still, about four in ten (41.4%) say that it is about the same as, or more important than, most other health insurance benefits.

APPENDIX

Table A.1
DEMOGRAPHIC CHARACTERISTICS
OF SURVEY RESPONDENTS

	Total State
<u>Area</u>	
Bay Area	23.5%
Other No. Cal.	18.9
L.A./Orange	40.5
Other So. Cal.	17.1
<u>Age</u>	
18 - 24	18.9
25 - 29	13.6
30 - 39	18.6
40 - 49	14.7
50 - 59	14.3
60 +	19.7
Not reported	.1
<u>Sex</u>	
Male	48.1
Female	51.9
<u>Education</u>	
Less than high school	15.7
High school graduate	32.9
Some college	29.0
College graduate	22.1
Not reported	.1
<u>Income</u>	
Less than \$10,000	18.8
\$10,000 - \$14,999	13.5
\$15,000 - \$19,999	12.1
\$20,000 - \$24,999	12.8
\$25,000 +	34.5
Not reported	8.3
<u>Ethnicity</u>	
White	72.1
Hispanic	15.4
Black	7.6
Asian	4.1
Other	.8
<u>Language(s) spoken at home</u>	
Only English	77.3
Other Language(s)	22.0
Spanish	11.7
Chinese	1.2
Japanese	.9
All other languages	8.1
Not reported	.8
Not reported	.7
<u>Frequency of speaking English in household</u>	
Always	77.3
Almost always	7.8
Usually	7.1
Sometimes	4.2
Almost always not	2.3
Not reported	1.3

Base: All respondents (1039)

TABLE A.2
DRIVING CHARACTERISTICS OF SURVEY RESPONDENTS

	Total State
<u>Miles drove in past year</u>	
None, did not drive	11.2%
2,000 or less	13.7
2,001 - 5,000	12.4
5,001 - 10,000	16.6
10,001 - 15,000	18.1
15,001 - 20,000	10.6
20,001 - 30,000	9.7
More than 30,000	7.3
Not reported	.4
<u>Proportion of driving on highway</u>	
25% or less	32.8
26 - 50%	23.4
51 - 75%	18.5
76 - 100%	13.9
None, did not drive	11.2
Not reported	*
<u>Proportion of driving in town</u>	
25% or less	23.8
26 - 50%	24.9
51 - 75%	15.1
76 - 100%	24.7
None, did not drive	11.2
Not reported	*
<u>Commute by car</u>	
Ever drive to work	56.9
4 days a week or less	9.2
5 days week or more	46.6
Not reported	1.0
Never drive to work	43.1
<u>Years driving</u>	
2 years or less	2.2
3 - 5 years	7.9
6 - 10 years	16.9
11 - 15 years	11.6
16 - 20 years	10.0
21 - 30 years	13.9
Over 30 years	25.5
Do not drive	11.2
Not reported	.8
<u>Accidents involved in over past 5 years</u>	
None	63.8
One	22.8
Two	8.6
Three or more	4.4
Not reported	.4

Base: All respondents (1039)

*Less than ½ of one percent

METHODOLOGY

The survey method and procedures used in this survey are outlined in these pages.

General Approach

The survey was done by personal, face-to-face interviews in the home. A printed questionnaire was administered to respondents by a corps of skilled and experienced public opinion research interviewers working under the supervision of Field Research Corporation staff supervisors. A copy of the questionnaire can be found following this section.

Interviewing Dates

All interviews were conducted between July 26 and August 23, 1981.

Sample Size

A total of 1,039 interviews were completed and tabulated.

Sample Design

The survey was done throughout California using Field Research Corporation's "FIELDSCOPE" sample master sample of California which is based on a replicated design that specifies the selection probability for each person included in the sample. This permits the precise mathematical calculation of reliability for survey statistics.

The sample consists of 200 primary sampling-point clusters. These Primary Sampling Units (PSU's) enter the sample with a probability of selection in proportion to the population of California counties. Specific cluster locations are determined by random selection of key addresses, using current telephone directories as the initial sampling frame within counties. Households in a given cluster are consecutively listed with a procedure to assure that interviewers exert no influence on the selection of households. This procedure also draws non-telephone homes into the sample and permits telephone-density bias to be removed (as explained in the weighting section of this Appendix).

Within households a self-weighting procedure is used to adjust the selection probability of sex within age groups. Optimum retrieval is sought by using constant size clusters with up to four different visits to each household. The cluster size for this study was 10 households.

The specific procedure for selecting households and respondents within households is as follows:

1. Key address starting points are selected from telephone directories within sample areas. Starting points are randomly selected by computer, which assures that all listed numbers have an equal chance of being selected.

2. Each key address determines a group or cluster of households. The cluster consists of a constant number of consecutive households; in this case, 10. The cluster, however, excludes the key address household selected but begins with the household immediately adjacent (to the left) of the key address. Thus, the first interview household may or may not have a listed telephone.
3. The interviewer attempts an interview at the first address and then following a prescribed pattern, goes through the remaining households making interview attempts at each. This procedure is repeated on four different visits to the cluster. The number of completed interviews will vary by cluster but the size of the cluster itself is constant.
4. Respondents within each household are selected with a self-weighting age and sex procedure. The interviewer has no influence over this respondent selection procedure.

Respondent Eligibility

Interviewing was confined to civilian males and females 18 years of age and older living in private households. Not included in this definition are persons residing in hotels or other transient quarters, persons with no clearly defined place of residence, migrants, drifters, inmates of institutions or military personnel residing in government quarters.

Sample Projections

Projections can be made reliably to this universe state-wide or by the northern and southern portions of the state. The confidence intervals for such projections are discussed at the end of this section (Estimating Sampling Error) and are reported separately in the tabulations.

Interviewing Procedures

All interviewing was conducted by Field Research Corporation's corps of trained interviewers. Full-time staff members from FRC's San Francisco and Los Angeles offices supervised and evaluated the performance of each interviewer. Interviewers were also given written instructions which explained all details of the survey.

All callback attempts were made on different days and at different times and every reasonable effort was made to do one attempt in each of four different time periods: (1) Daytime until 3:00 p.m., (2) Late afternoon 3:00-6:00 p.m., (3) Evening 6:00-9:00 p.m., (4) Saturday 10:00 a.m.-5:00 p.m.

Results of Interview Attempts

Each address at which an attempt was made to obtain an interview was listed on a Contact Record Sheet. The date and the time of the attempt, as well as a code to indicate the result, were listed.

To complete interviews with 1,039 customers from the basic statewide sample, it was necessary to make one or more attempts at 2,170 households. A breakdown of the results of the interviewing effort is shown on the following table.

	<u>Number</u>	<u>Percent</u>
Total households called on	<u>2,170</u>	<u>100%</u>
<u>NO CONTACT MADE</u>	<u>464</u>	<u>21</u>
No one home after all attempts	392	18
Head of household not home after all attempts	21	1
Inaccessible (dog, locked gate, etc.)	51	2
<u>CONTACT MADE</u>	<u>1,706</u>	<u>79</u>
<u>Interview not completed</u>	<u>667</u>	<u>31</u>
Communications barrier	116	5
Refused to cooperate, too busy now	523	24
Started and terminated	21	1
Incomplete questionnaire	7	*
<u>Interview completed and tabulated</u>	<u>1,039</u>	<u>48</u>

* Less than $\frac{1}{2}$ of one percent.

Verification of Interviews

A standard practice of FRC is to validate by either telephone or mail a certain portion of each interviewer's work. Such a check assures us that the interviews are being conducted consistent with the survey instructions. For this survey, approximately 20% of each interviewer's work was validated by telephone. All work validated and was found to be consistent with the survey specifications.

Data Processing

Each questionnaire was systematically reviewed for completeness and consistency, and free-response questions were coded by the FRC coding staff. Coded questionnaire data were then transferred to punched data cards and computer processed to yield the cross-tabulation tables.

Sample Weighting

The survey data were subjected to a statistical weighting procedure to correct minor population imbalances and to remove selection biases. The two-stage statistical weighting procedure applied to FIELDSCOPE sample data is as follows:

1. Telephone Density

Since cluster locations are selected from current telephone directories, a bias is introduced which gives areas with greater density of listed telephones a higher selection probability. This bias is removed by giving each cluster of interviews a weight which is inversely proportional to the density of listed telephone homes found in that cluster.

2. Population Parameters

The second weighting stage adjusts the sample to conformity with census-established population parameters of age within sex within geographic area.

Estimating Sample Error

All surveys based on probability samples are subject to some degree of error tolerance due to random sampling variability. This variability can be assessed by computing the replicated sampling error.⁽¹⁾ FRC's procedure uses data generated by the survey itself to estimate the degree of error tolerance in the data. The Replicate Tables shown in this volume for each question contain the tolerance limits for the survey data calculated at both the 95 and 99 percent confidence levels. The figures show the interval or range within which one would expect to find, with 95 or 99 percent confidence, the answers to a given question if the entire population had been surveyed using identical interviewing procedures.

The method takes into account sample clustering, weighting, coding, and interviewing errors and is a more comprehensive estimate of total error than would be provided by simple random-sample error computations.

⁽¹⁾ Deming, W. E. (1960) *Sample Designs in Business Research*, New York: John Wiley & Sons, P.87-101. Kish, L. (1965) *Survey Sampling*, New York: John Wiley & Sons, P.127-132.

Field Research Corporation
234 Front Street
San Francisco, CA 94111

599-001
072681
Final

Cluster Number: _____

Time started: _____

DUI ISSUES SURVEY
—Main Questionnaire—

Hello. I'm of Field Research Corporation. I'm working on a public opinion survey that is being conducted with a cross-section sample of people throughout California to find out how people in the state feel about various issues facing us today. (IF NECESSARY, SAY): This is a bonaifde opinion survey -- we are definitely not selling anything.

1. First of all, how long have you lived in California? (RECORD BELOW UNDER Q.1)
2. How long have you lived in (NAME OF CITY OR TOWN)? (RECORD BELOW UNDER Q.2)
3. How long have you lived at this address? (RECORD BELOW UNDER Q.3)

	(Q.1) LIVED IN CALIF.	(Q.2) LIVED IN CITY/TOWN	(Q.3) LIVED THIS ADDRESS
ONE YEAR OR LESS	1- 1	2- 1	3- 1
13 MONTHS TO 2 YEARS	2	2	2
25 MONTHS TO 5 YEARS	3	3	3
MORE THAN 5 YEARS TO 10 YEARS	4	4	4
MORE THAN 10 YEARS TO 20 YEARS	5	5	5
MORE THAN 20 YEARS	6	6	6

4. In your opinion, what do you see as the most important social problems facing the people of California today? (PROBE): What others?

22

23

5. (SHOW CARD A) This card lists a number of social problems. For each one of these, please tell me how serious a problem you feel it is here in California today.

	EXTREMELY SERIOUS	FAIRLY SERIOUS	ONLY SLIGHTLY SERIOUS	NOT AT ALL SERIOUS	
(1) Drug abuse	1	2	3	4	24
(2) Mugging and purse snatching.	1	2	3	4	25
(3) Prostitution	1	2	3	4	26
(4) Drunk driving	1	2	3	4	27
(5) Burglary and theft	1	2	3	4	28
(6) Alcohol abuse	1	2	3	4	29
(7) Vandalism	1	2	3	4	30
(8) Bums or derelicts on the streets	1	2	3	4	31

6. Next, I want to talk some more about one of those problems -- drunk driving. (REFER TO ANSWER IN Q.5) You said that this problem is _____ here in California. Why do you feel this way? (PROBE): Can you tell me more about how you feel about that?

32

33

- 7a. Do you recall seeing or hearing any information or messages about drunk driving within the past few months or so? YES 1 } (ASK Q.7b)
MAYBE, NOT SURE 2 }
NO 3 (SKIP TO Q.8a)

(IF "YES" OR "MAYBE, NOT SURE" TO Q.7a, ASK):

7b. What do you remember seeing or hearing about it? (PROBE): What was the content of the message?

- 8a. How do you feel about the effort that is made here in California to arrest people whose driving suggests the person is under the influence of alcohol or drugs? Would you say California should... (READ ANSWER CHOICES)
- 8b. What about the effort that's being made by district attorneys and the courts to convict people who have been arrested for driving under the influence of alcohol or drugs? Would you say prosecution of these cases has been ... (READ ANSWER CHOICES)
- 9a. (SHOW CARD B) Suppose a person is driving erratically on a freeway or major highway in California, how likely do you think it is that the person will be stopped by the police on the suspicion of drunk driving? (RECORD BELOW UNDER Q.9a)
- 9b. Suppose that person is stopped and has, in fact, had too much to drink, how likely do you think it is that the person will be arrested for drunk driving? (RECORD BELOW UNDER Q.9b)
- 9c. Suppose the person is arrested for drunk driving, how likely do you think it is that the person will later be convicted of drunk driving? (RECORD BELOW UNDER Q.9c)

	(Q.9a) STOPPED ON SUSPICION	(Q.9b) ARRESTED	(Q.9c) LATER CONVICTED
ALMOST CERTAINLY WILL BE	1	1	1
PROBABLY WILL BE	2	2	2
MIGHT, MIGHT NOT BE.	3	3	3
PROBABLY WILL NOT BE	4	4	4
ALMOST CERTAINLY WILL NOT BE	5	5	5

10. I'm going to ask you some specific questions about driving under the influence of alcohol or drugs. Please try to answer them, just based on what you know or may have heard about from other people.

(1) If the police see a person driving erratically or carelessly, they may stop a person to see whether there's evidence of intoxication. The police may ask the person to take a series of road-side tests. Do you happen to know what these are? (DO NOT SUGGEST ANSWERS. CIRCLE ALL MENTIONED, OR WRITE IN "OTHER.")

WALK A STRAIGHT LINE 1
BRING FINGERS TOGETHER WITH EYES CLOSED. 2
TOUCH NOSE WITH EYES CLOSED. 3
SAY THE ALPHABET 4
COUNT NUMBERS. 5
TAKE A BREATH TEST 6
OTHER

DON'T KNOW 0

Q.10 (CONTINUED)

- (2) If the person fails the road-side tests and the police think the person is intoxicated, he or she is arrested and taken to the proper facility to be given one of three chemical tests -- a blood test, urine test, or breath test -- to determine blood alcohol concentration level.

Do you happen to know at what blood alcohol concentration level it is presumed that the person was driving while under the influence?

(write in amount) 43/44

DON'T KNOW. 0

- (3) Do you think the person stopped should be given the choice of which type of chemical test is given to determine the blood alcohol level or drug level, or should this choice be up to the arresting officer?

PERSON SHOULD HAVE A CHOICE. 1
ARRESTING OFFICER SHOULD DECIDE. 2
QUALIFIED

DON'T KNOW, NOT SURE 0

- (4) Do you happen to know what happens if the person refuses to take one of the chemical tests? YES 1 } (ASK Q.b)
MAYBE, NOT SURE 2 }
NO, DON'T KNOW. 3 (SKIP TO Q.11)

(IF "YES" OR "MAYBE/NOT SURE"):

b. What happens? 47
48

11. Now, we'd like to get some idea of your understanding of the current penalties for conviction on drunk driving or driving under the influence charges. As you may know, these penalties may vary according to whether it's a first conviction or a repeated conviction, and they also vary depending on whether there was an accident or not, and the seriousness of the accident.

For these next questions, let's assume that there is no accident involved.

(SHOW CARD C).

- a. For the first conviction, what is the penalty or penalties most likely to be for drunk driving, as far as you know? (RECORD BELOW UNDER a.)
- b. What do you think the penalty or penalties should be for the first drunk driving conviction? (RECORD BELOW UNDER b.)

	FIRST CONVICTION PENALTY/IES	
	(a.) Now likely to be	(b.) Should be
PAY A FINE	50/50	61/62
How much?	52/53	62/64
LOSE DRIVER'S LICENSE.	54/55	65/66
How long?	56/57	67/68
GO TO JAIL	58/59	69/70
How long?	60/61	71/72
REQUIRED TO TAKE SPECIAL TREATMENT OR EDUCATION PROGRAM	62/63	73/74
OTHER (Volunteered)	64/65	75/76
DON'T KNOW	0	0

(49)

(60)

Q.11 (CONTINUED)

(C2)

- c. Now, what about the second conviction in 5 years...what do you think the penalty or penalties are most likely to be? (RECORD BELOW UNDER c.)
- d. What do you think the penalty or penalties should be for the second conviction in 5 years? (RECORD BELOW UNDER d.)

	SECOND CONVICTION PENALTY/IES	
	(c) Now likely to be	(d) Should be
PAY A FINE	<input type="checkbox"/>	<input type="checkbox"/>
How much?	13/14	24/25
LOSE DRIVER'S LICENSE	<input type="checkbox"/>	<input type="checkbox"/>
How long?	15/16	26/27
GO TO JAIL.	<input type="checkbox"/>	<input type="checkbox"/>
How long?	12/18	28/29
REQUIRED TO TAKE SPECIAL TREATMENT OR EDUCATION PROGRAM.	<input type="checkbox"/>	<input type="checkbox"/>
OTHER (Volunteered)	21/22	30/31
DON'T KNOW.	0 (12)	0 (23)

- e. For the third or more conviction in 7 years, what do you think the penalty or penalties are most likely to be? (RECORD BELOW UNDER e.)
- f. What do you think the penalty or penalties should be for the third or more conviction in 7 years? (RECORD BELOW UNDER f.)

	THIRD OR MORE CONVICTION PENALTY/IES	
	(e) Now likely to be	(f) Should be
PAY A FINE.	<input type="checkbox"/>	<input type="checkbox"/>
How much?	35/36	46/47
LOSE DRIVER'S LICENSE	<input type="checkbox"/>	<input type="checkbox"/>
How long?	37/38	48/49
GO TO JAIL.	<input type="checkbox"/>	<input type="checkbox"/>
How long?	39/40	50/51
REQUIRED TO TAKE SPECIAL TREATMENT OR EDUCATION PROGRAM.	<input type="checkbox"/>	<input type="checkbox"/>
OTHER (Volunteered)	43/44	53/54
DON'T KNOW.	0 (34)	0 (45)

- 12a. We've been talking about penalties for drunk driving or driving under the influence where there is no accident. Suppose the person is convicted of drunk driving or driving under the influence where there is an accident with property damage only, but no injuries or death ...

Do you think the penalty should be more severe, less severe, or the same for a conviction in an accident with property damage as for a conviction where there is no accident? Should the penalty be ... (READ ANSWER CHOICES)

- MUCH MORE SEVERE 1
SOMEWHAT MORE SEVERE 2
ABOUT THE SAME 3
LESS SEVERE. 4

- 12b. What about a conviction of drunk driving or driving under the influence where there is an accident with an injury, but no death ...

Do you think the penalty should be more severe, less severe or the same for a conviction in an accident with an injury as for a conviction where there is no accident? Should the penalty be ... (READ ANSWER CHOICES)

- MUCH MORE SEVERE 1
SOMEWHAT MORE SEVERE 2
ABOUT THE SAME 3
LESS SEVERE. 4

(C2)

- 12c. What about a conviction on drunk driving or driving under the influence where there is an accident with a death...

Do you think the penalty should be more severe, less severe, or the same for a conviction in an accident with a death as for a conviction where there is no accident? Should the penalty be ... (READ ANSWER CHOICES)

- MUCH MORE SEVERE 1
SOMEWHAT MORE SEVERE 2
ABOUT THE SAME 3
LESS SEVERE. 4

13. This sheet contains a number of different questions related to driving under the influence of alcohol or drugs. We would like you to fill this out, if you would.

INTERVIEWER: HAND RESPONDENT RATING SHEETS. ALLOW SUFFICIENT TIME FOR HIM/HER TO COMPLETE SHEET AND RETURN IT. ATTACH TO THE BACK OF THIS MAIN QUESTIONNAIRE. BE SURE TO WRITE RESPONDENT'S NAME ON SHEET.

14. Several proposals have been considered to raise money to pay for various aspects of the driving under the influence program, such as enforcement, treatment, prevention, adjudication, jails, and so on. (SHOW CARD D). This card shows several of these proposals for raising money for this problem. For each one, please tell me whether you favor or oppose it.

	FAVOR	OPPOSE	NOT SURE
(1) Increase the tax on all alcoholic beverages	1	2	3 59
(2) Increase <u>only</u> the tax on alcohol consumed in bars and restaurants	1	2	3 60
(3) Increase the fines for those convicted of driving while intoxicated.	1	2	3 61
(4) Use state general fund monies	1	2	3 62
(5) Increase the state sales tax.	1	2	3 63
(6) Increase the gasoline tax	1	2	3 64
Other (Volunteered)	<input type="checkbox"/>	<input type="checkbox"/>	65

15. How do you feel about paying higher taxes for programs in your community aimed at cutting down on the problem of drunk driving. Would you be in favor or opposed to paying higher taxes in your community for this purpose? Would you be

- STRONGLY IN FAVOR 1
SOMEWHAT IN FAVOR 2
SOMEWHAT OPPOSED. 3
STRONGLY OPPOSED. 4

(Don't read) → NO OPINION 0

- 16a. In the past month, have you discussed the topic of drinking and driving with anyone?

- YES 1 (ASK Q.16b/c)
NO. 2 (SKIP TO Q.17a) →

(IF "YES" TO Q.16a, ASK):

- 16b. Whom did you discuss this with? FRIEND 1
FAMILY MEMBER. 2
BUSINESS/PROFESSIONAL ASSOCIATE. 3
OTHER (specify) _____ X

- 16c. What were the circumstances of this discussion? (PROBE): Can you tell me a little more about that?

- (C2)
- 17a. During the past year, have you taken any action to prevent someone from driving in a situation where they had been drinking too much? YES 71- 1 (ASK Q.17b/c)
NO 2 (SKIP TO Q.18)

(IF "YES" TO Q.17a, ASK):

- 17b. Please tell me what actions you took? (INTERVIEWER: DO NOT READ LIST. CIRCLE WHICH RESPONSES ARE SIMILAR TO THE ACTIONS MENTIONED BY THE RESPONDENT)

72-
OFFERED TO DRIVE HIM/HER HOME 1
OFFERED TO LET HIM/HER STAY OVER. . . . 2
CALLED A TAXI 3
TOOK HIS/HER KEYS AWAY. . . . 4
PHYSICALLY RESTRAINED HIM/HER 5
GOT SOMEONE ELSE TO DRIVE HIM/HER 6
GAVE HIM/HER COFFEE 7
GAVE HIM/HER FOOD 8
CALLED THE POLICE 9
OTHER 73-

- 17c. What was the reaction of the person when you took this/these actions? (DO NOT READ LIST. CIRCLE WHICH RESPONSE IS APPROPRIATE)

74-
BECAME HOSTILE 1
AGREED 2
WAS GRATEFUL 3
OTHER (specify)

18. In the past year, have you ever driven somewhere when you knew you had too much to drink? YES 75- 1
NO 2
19. In the past year, have you ever driven somewhere when you knew you had taken too many drugs or pills of any kind? YES 76- 1
NO 2

20. (SHOW CARD E) How often in the past three months have you found yourself in a situation where alcoholic beverages were served?

77-
SEVERAL TIMES A DAY 1
ABOUT ONCE A DAY. . . . 2
TWO - SIX TIMES A WEEK. . . . 3
ONCE A WEEK 4
ONCE EVERY TWO WEEKS. . . . 5
ONCE EVERY MONTH. . . . 6
LESS THAN ONCE A MONTH. . . . 7
NEVER 0

21. (KEEP CARD E) How often in the past three months have you found yourself in a situation where drugs were being used? (Drugs would include marijuana, cocaine, valium, uppers, downers, or any other drugs)

78-
SEVERAL TIMES A DAY 1
ABOUT ONCE A DAY. . . . 2
TWO - SIX TIMES A WEEK. . . . 3
ONCE A WEEK 4
ONCE EVERY TWO WEEKS. . . . 5
ONCE EVERY MONTH. . . . 6
LESS THAN ONCE A MONTH. . . . 7
NEVER 0

(END C2)

- (C3)
22. (SHOW CARD F) Now, please think of all the times during the last 12 months when you had something to drink. How often have you had some kind of beverage containing alcohol, whether it was wine, beer, whiskey, or any other drink? Just give me the letter: A, B, C, or whatever fits your answer. . .

12-
A. USUALLY TWICE A DAY, OR MORE OFTEN 1
B. USUALLY ONCE A DAY, SOMETIMES TWICE. . . . 2
C. ONLY ONCE A DAY. . . . 3
D. NEARLY EVERY DAY 4
E. THREE OR FOUR TIMES A WEEK 5
F. ONCE OR TWICE A WEEK 6
G. TWO OR THREE TIMES A MONTH 7
H. ABOUT ONCE A MONTH 8
I. SIX TO ELEVEN TIMES A YEAR 9
J. ONE TO FIVE TIMES A YEAR 0
(ASK Q.23a/b)

K. NEVER IN THE LAST YEAR X (GO TO Q.24a)

(UNLESS "NEVER IN THE LAST YEAR", ASK):

23a. (SHOW CARD G) When you did have some kind of alcoholic beverage during this time period, how many drinks did you usually have on any one occasion? ONE OR TWO 1
THREE OR FOUR 2
FIVE OR SIX 3
SEVEN OR EIGHT 4
NINE OR MORE 5

- 23b. (SHOW CARD H) About how often during the last twelve months would you say you had five or more drinks?

14-
A. EVERY DAY 1
B. NEARLY EVERY DAY 2
C. THREE OR FOUR TIMES A WEEK. . . . 3
D. ONCE OR TWICE A WEEK 4
E. TWO OR THREE TIMES A MONTH. . . . 5
F. ABOUT ONCE A MONTH 6
G. SIX TO ELEVEN TIMES A YEAR. . . . 7
H. ONE TO FIVE TIMES A YEAR. . . . 8
I. NEVER IN THE LAST YEAR. . . . 9

Now, some background questions....

- 24a. About how many miles would you say you drove last year? Just your best estimate. NONE, DID NOT DRIVE 15- 1 (SKIP TO Q.25)
2,000 OR LESS MILES 2
2,001 TO 5,000. . . . 3
5,001 TO 10,000 4 (GO TO Q.24b)
10,001 - 15,000 5
15,001 - 20,000 6
20,001 - 30,000 7
MORE THAN 30,000. . . . 8

- 24b. Of all the driving you do, about what proportion is on the highway and what proportion is in-town driving?

HIGHWAY % 16/17
IN-TOWN % 18/19

- 24c. Do you ever drive your car (a car) to work?

YES 20- 1 (ASK Q.24d)
NO 2 (ASK Q.24e)

(IF "YES" TO QUES. 25c, ASK):

- 24d. How many days a week do you drive your car to work?

DAYS PER WEEK 21-

- 24e. How many years have you been driving?

22-
2 OR LESS 1
3 - 5 YEARS 2
6 - 10 YEARS 3
11 - 15 YEARS 4
16 - 20 YEARS 5
21 - 30 YEARS 6
OVER 30 YEARS 7

25. Approximately how many accidents of any type have you been involved in over the past five years where you were the driver, whether or not you were at fault?

(write in number) 23-

26. Has anyone close to you—a family member or close friend—been seriously injured or killed in an automobile accident which involved alcohol or drugs? (23)
YES 1
NO 2

27a. Do you or members of your immediate family have health insurance—either as part of a group or an individual plan? Please don't count Medicare-only coverage. YES 1 (ASK QUES. 27b/c)
NO 2 (SKIP TO Q. 28)

(IF "YES" TO Q. 27a, ASK):

27b. Does the health insurance plan that you have cover alcohol and/or drug treatment services? YES 1
NO 2
DON'T KNOW, NOT SURE. . . 3

27c. If your health insurance plan (includes) (were to include) coverage for alcohol and/or drug treatment services, do you think you or members of your family would use the services if the need arose? YES 1
NO 2
DON'T KNOW, NOT SURE. . . 3

(ASK EVERYONE):

28. Do you think that alcohol and/or drug treatment services should be covered in all health insurance plans? YES 1
NO 2
DON'T KNOW, NOT SURE. . . 3

29. Do you think a law should be passed that would require that coverage for alcohol and/or drug treatment services be included in all health insurance programs? YES 1
NO 2
DON'T KNOW, NOT SURE. . . 3

30. Thinking about the various benefits which can be included in health insurance plans, how would you rate the importance to you and your family of having coverage for alcohol and/or drug treatment services? Would you say this type of benefit is . . . (READ ANSWERS)

ONE OF THE MOST IMPORTANT ONES 1
AMONG THE MORE IMPORTANT ONES 2
MORE IMPORTANT THAN MANY OTHERS 3
ABOUT THE SAME AS OTHERS 4
LESS IMPORTANT THAN MANY OTHERS 5
AMONG THE LESS IMPORTANT ONES 6
ONE OF THE LEAST IMPORTANT ONES. 7

31. May I ask your age? 18 - 24 01
25 - 29 02
30 - 34 03
35 - 39 04
40 - 44 05
45 - 49 06
50 - 54 07
55 - 59 08
60 - 64 09
65+ 10

32. What was the last grade you completed in school? 8TH GRADE OR LESS 1
9 - 11TH GRADE 2
12TH (HIGH SCHOOL COMPLETED) 3
1 - 2 YEARS COLLEGE, BUSINESS, OR TECHNICAL SCHOOL 4
3 YEARS COLLEGE 5
COMPLETED COLLEGE 6
COLLEGE ADVANCED DEGREE 7

33. Now, we don't care to know your exact income, but would you look at this card and tell me into which of these groups your total income falls? Include income of all people who live in this household. (SHOW CARD I) A. UNDER \$3,000 01
B. \$3,000 - \$4,999 02
C. \$5,000 - \$6,999 03
D. \$7,000 - \$9,999 04
E. \$10,000 - \$14,999 05
F. \$15,000 - \$19,999 06
G. \$20,000 - \$24,999 07
H. \$25,000 - \$29,999 08
I. \$30,000 - \$34,999 09
J. \$35,000 - \$39,999 10
K. \$40,000 - \$44,999 11
L. \$45,000 - \$49,999 12
M. \$50,000 OR MORE 13

34a. Is there a telephone in this residence? YES 1 (ASK Q. 34b)
NO 2 (SKIP TO 35) (23)

(IF "YES" TO Q. 34a, ASK):

34b. Is your telephone number listed in the current telephone directory? YES 1
NO 2
DON'T KNOW 3

35. (SHOW CARD J) Which one of these groups best describes your ethnic background?

WHITE 1
BLACK OR NEGRO 2
JAPANESE 3
CHINESE 4
FILIPINO 5
KOREAN 6
VIETNAMESE 7
INDIAN (AMER.) 8
ASIAN INDIAN 9
HAWAIIAN 1
GUAMANIAN 2
SAMOAN 3
ESKIMO 4
ALEUT 5
OTHER (specify)

36a. Are you of Spanish or Hispanic origin or descent? YES 1 (ASK Q. 36b)
NO 2 (SKIP TO Q. 37a) 40-

(IF "YES" TO QUES. 36a, ASK):

36b. Is your background . . . (READ CATEGORIES) MEXICAN, MEXICAN-AMER., CHICANO 1
PUERTO RICAN 2
CUBAN 3
SOME OTHER SPANISH OR HISPANIC GROUP 4

37a. Do you speak a language other than English at home? YES 1 (ASK QUES. 37b/c)
NO 2 (SEE QUES. 38) 42-

(IF "YES" TO QUES. 37a, ASK):

37b. What language is that? SPANISH 1
CHINESE 2
JAPANESE 3
OTHER (specify)

37c. (SHOW CARD K) Which statement on this card best describes which language or languages are spoken in this household? ENGLISH IS ALMOST ALWAYS SPOKEN HERE 1
ENGLISH IS USUALLY SPOKEN, BUT SOMETIMES ANOTHER LANGUAGE IS ALSO SPOKEN 2
ANOTHER LANGUAGE IS USUALLY SPOKEN, BUT SOMETIMES ENGLISH IS ALSO SPOKEN 3
ANOTHER LANGUAGE IS ALMOST ALWAYS SPOKEN HERE 4

38. SEX: MALE 1
FEMALE 2 45-

Thank you very much for your cooperation. So that my supervisor can verify this interview, may I please have your name, address and telephone number. (IF NECESSARY): This information will be removed from the questionnaire and discarded after the interviews have been validated. This insures that my work was done honestly and correctly.

INTERVIEWER: IT IS IMPORTANT THAT YOU GET THE AREA CODE AND FIRST THREE DIGITS OF THE RESPONDENT'S TELEPHONE NUMBER. IF RESPONDENT REFUSES TO GIVE TELEPHONE NUMBER, EXPLAIN THAT YOU WOULD LIKE ONLY THEIR AREA CODE AND THE FIRST THREE DIGITS OF THEIR TELEPHONE NUMBER—AND THAT YOU NEED THIS ONLY FOR STATISTICAL WEIGHTING PURPOSES.

RESPONDENT NAME: ADDRESS:

CITY: ZIP CODE:

TELEPHONE NO.: (AREA CODE) (NUMBER)

CLUSTER NUMBER: INTERVIEWER NAME:

DATE: TIME ENDED:

OFFICE CODES

Area / Cluster Telephone area and prefix

Verification — FOR OFFICE USE ONLY

Verified by: Date:

Remarks:

ATTEMPTS:

(C4)
Please read each statement and indicate whether you agree or disagree with it. Circle the answer number you select for each question. Do not skip any.

	AGREE STRONGLY	AGREE SOMEWHAT	UN- DECIDED	DISAGREE SOMEWHAT	DISAGREE STRONGLY	
1. Judges today are too lenient in their sentencing of drunk drivers.	1	2	3	4	5	12
2. Prosecutors should be doing much more to get convictions of people charged with drunk driving	1	2	3	4	5	13
3. People charged with driving under the influence should be allowed to plea bargain for milder sentences like reckless driving.	1	2	3	4	5	14
4. Taking away the drivers license from a convicted drunk driver has little effect, since most continue to drive without a license	1	2	3	4	5	15
5. All convicted drunk drivers should be required to spend some time in jail	1	2	3	4	5	16
6. Harsh punishment of drunk drivers will keep others from driving while under the influence	1	2	3	4	5	17
7. Requiring those convicted of driving under the influence to go to a treatment program will have a positive effect on reducing the overall problem.	1	2	3	4	5	18
8. People should do more to discourage their friends from driving after they have had too much to drink.	1	2	3	4	5	19
9. Repeated drunk driving offenders should be sentenced to long jail terms	1	2	3	4	5	20
10. The police spend too much time picking up social drinkers on their way home from parties.	1	2	3	4	5	21
11. Driving under the influence of marijuana and certain other drugs is more dangerous than driving under the influence of alcohol	1	2	3	4	5	22

(4)

	AGREE STRONGLY	AGREE SOMEWHAT	UN- DECIDED	DISAGREE SOMEWHAT	DISAGREE STRONGLY	
12. Most people who drive after they've been drinking have no idea how seriously impaired their driving is	1	2	3	4	5	23
13. The chances of my being in a car accident where the other driver is drunk are very slight	1	2	3	4	5	24
14. There's not much anyone can do to stop people from driving after they've been drinking too much	1	2	3	4	5	25
15. Police are too sympathetic toward drunk drivers because most off-duty police also drink and drive	1	2	3	4	5	26
16. The chances of being caught by the police while driving under the influence are slight	1	2	3	4	5	27
17. Citizens should be encouraged to report the license numbers of cars driving erratically.	1	2	3	4	5	28
18. The bartender who originally served drinks to a drunk driver should share some of the responsibility if there is an accident.	1	2	3	4	5	29
19. The host or hostess who originally served drinks to a drunk driver should share some of the responsibility if there is an accident	1	2	3	4	5	30
20. Most drunk driving accidents involve social drinkers rather than alcoholics or people with real drinking problems.	1	2	3	4	5	31
21. Speeders and reckless drivers who are sober are just as dangerous as someone who drives after having a few drinks.	1	2	3	4	5	32
22. There have been times when I might not have passed an alcohol test if I had been stopped while driving on the highway	1	2	3	4	5	33

(please turn page)

(4)

	AGREE STRONGLY	AGREE SOMEWHAT	UN- DECIDED	DISAGREE SOMEWHAT	DISAGREE STRONGLY	
23. Laws should be passed that would require automakers to equip all new cars with devices that would make it difficult for persons who are under the influence to start their cars	1	2	3	4	5	34
24. The penalties for conviction of driving under the influence of other drugs should be more severe than for alcohol	1	2	3	4	5	35
25. The police should be allowed to stop motorists at random to give them a breath or coordination test.	1	2	3	4	5	36

Respondent Name: _____

Interviewer: _____

Cluster Number: _____

END