



**CENTRAL SURVEYS, INC.**

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OPINIONS ABOUT HIGHWAY SAFETY

IOWA DRIVERS

August 14 - 25, 1978

"Prepared by Central Surveys, Inc., under a project approved by the Office for Planning and Programming/Governor's Highway Safety Office, in cooperation with the U.S. Department of Transportation, National Highway Traffic Safety Administration and Federal Highway Administration.

"The opinions, findings, and conclusions expressed in this publication are those of the authors and not necessarily those of the Office for Planning and Programming/Governor's Highway Safety Office, the National Highway Traffic Safety Administration, or the Federal Highway Administration."

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INTRODUCTION



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## INTRODUCTION

This report is based on a total of 768 interviews with licensed Iowa drivers. All interviews were conducted by telephone from the centrally supervised location in the offices of Central Surveys, Inc., in Shenandoah, Iowa, from August 14 through August 25, 1978.

The total of 768 interviews includes 607 distributed so as to provide a representative cross section of licensed drivers throughout the state, and 161 supplementary interviews with young drivers in the 16 through 24 age bracket to provide an improved level of statistical reliability whenever replies by young people are considered separately.

Interviews were accepted only with Iowa residents who claim to be licensed drivers and who say they drive a car at least one day a week on the average.

Replies to some questions in this survey may add to more than 100 percent due to multiple answers. Also, percentages may occasionally total slightly more or slightly less than 100 as a result of rounding to whole numbers.

The statistical reliability of a sample of this size is discussed beginning on Page vi.

Tables on Pages 31 through 67 report answers to survey questions for various subgroups of respondents according to age, sex, community size, etc. For most questions, the numbers of respondents in the subgroups, on which the percentages in the tables are based, are shown on Page iii. Questions 18 through 26 were asked only of those respondents who say they drink

alcoholic beverages. Questions 33 through 35 were asked only of those in the 16 through 24 age bracket. The numbers of respondents in the subgroups for the tables reporting answers to these questions are shown on Pages iv and v.

Numbers of respondents in tables reporting answers to Questions 5 through 17 and 27 through 31a.

	<u>Number of Respondents</u>
Iowa Licensed Drivers	607
AGE:	
16 through 24	297**
25 through 44	211
45 through 64	175
65 and over	85
SEX:	
Male	295
Female	312
SIZE OF COMMUNITY:	
Metropolitan	241
Other urban areas	170
Small town and rural	196
URBAN OR RURAL:	
Live in town	464
Live in country	143
EDUCATION:	
Less than complete high school	141
Completed high school	241
Some college	129
College graduate	95
MILES DRIVEN PER WEEK:	
Less than 50	164
50 to 99	119
100 to 199	144
200 or more	179

\*\* Includes supplementary interviews.

Numbers of respondents in tables reporting answers to Questions 18 through 26.

	<u>Number of Respondents</u>
Respondents Who Use Alcohol	432
AGE:	
16 through 24	227**
25 through 44	170
45 through 64	115
65 and over	42
SEX:	
Male	233
Female	199
SIZE OF COMMUNITY:	
Metropolitan	185
Other urban areas	110
Small town and rural	137
URBAN OR RURAL:	
Live in town	326
Live in country	106
EDUCATION:	
Less than complete high school	80
Completed high school	175
Some college	99
College graduate	77
MILES DRIVEN PER WEEK:	
Less than 50	95
50 to 99	89
100 to 199	102
200 or more	145

\*\* Includes supplementary interviews.

Numbers of respondents in tables reporting answers to Questions 33 through 35.

	<u>Number of Respondents</u>
Young People, 16 through 24	297**
SEX:	
Male	149
Female	148
SIZE OF COMMUNITY:	
Metropolitan	119
Other urban areas	83
Small towns and rural	95
URBAN OR RURAL:	
Live in town	221
Live in country	76
EDUCATION:	
Less than complete high school	93
Completed high school	107
Attended college	97
MILES DRIVEN PER WEEK:	
Less than 50	106
50 to 99	71
100 to 199	58
200 or more	62

\*\* For these tables, the total as well as all subgroups include supplementary interviews.



### Statistical Reliability

Any sampling procedure is subject to a range of tolerance or "margin of statistical error" due to the laws of probability or chance. The likelihood of chance statistical error depends primarily on the number of interviews in the sample, or in a subsample under consideration, and on the proportion of respondents giving a reply.

There is less likelihood of chance sampling error whenever percentages are based on the entire cross section sample of 607 interviews than there is when findings are reported separately for a smaller group such as those in a particular age or educational bracket. Also, there is less likelihood of chance error whenever answers are given by very large proportions (95%) or very small proportions (5%) than there is when findings approach 50 percent. This is illustrated in the following table.

TABLE OF STATISTICAL RELIABILITY  
95 PERCENT CERTAINTY - 1.96 STANDARD ERRORS

<u>Number of Interviews:</u>	If the Percentage Giving an Answer is Near:				
	5	15	25	35	45
	or 95	or 85	or 75	or 65	or 55
607 - Iowa licensed drivers	2%	3%	3%	4%	4%
432 - Respondents who use alcohol	2%	3%	4%	4%	5%
297 - Young people, 16 through 24	2%	4%	5%	5%	6%
211 - 25 through 44	3%	5%	6%	6%	7%
175 - 45 through 64	3%	5%	6%	7%	7%
85 - 65 and over	5%	8%	9%	10%	11%

This table is calculated to the 95 percent confidence level. When the proportion giving an answer is close to the percentages shown at the top of the table, based on the numbers of interviews at the left, there is 95 percent certainty (19 chances in 20) the survey finding is a statistically precise measurement within plus-or-minus the margin of error indicated by the table.

For example, 35 percent of the Iowa licensed drivers in the survey say (Q.30) it is socially acceptable behavior within their circle of friends to drive after having had a few drinks. From the table, it can be seen that this figure is probably a statistically precise measurement within a plus-or-minus margin of 4 percentage points. That is, there is 95 percent certainty that a larger sample or a complete census of Iowa licensed drivers (with telephones) would find at least 31 percent and no more than 39 percent saying this behavior is socially acceptable among their friends.

Among the 297 young people in the 16 through 24 age bracket, 47 percent say this behavior is socially acceptable among their friends. In this case, the margin of error is about 6 percentage points - or it is 95 percent certain that a complete census of young licensed Iowa drivers in this age bracket would find at least 41 percent and no more than 53 percent giving this answer.

Two-thirds of the time, actual chance statistical errors will fall within about one-half the margins shown in the table. The average chance sampling error would be about one-third the indicated margins.

As the table shows, fairly large chance sampling errors can occur whenever replies are reported separately for groups that include fewer than 100 respondents. In a few cases, results are shown separately in this report for quite small subgroups, such as the 42 respondents who are 65 or older and say they drink alcoholic beverages. In such cases, survey findings should be regarded merely as rough approximations of actual opinion levels, and not as statistically precise measurements.

In considering whether any change in survey findings since the 1977 survey of Iowa drivers represents a "real" change in public attitudes or merely a chance sampling deviation, a somewhat different method of calculating statistical reliability is used that takes into consideration the chance of sampling error in each of the two surveys. This is illustrated below.

TABLE OF STATISTICAL RELIABILITY  
DIFFERENCES BETWEEN TWO PROPORTIONS

Numbers of Interviews 1977 and 1978 Surveys	If the Average of The Two Percentages is Near:					Degree of Certainty Differences is Real
	5 or 95	15 or 85	25 or 75	35 or 65	45 or 55	
601 and 607, Iowa Licensed Drivers	1%	2%	2%	3%	3%	68% (2 to 1 odds)
	2%	4%	5%	5%	6%	95% (19 to 1 odds)
	3%	5%	6%	7%	7%	99% (99 to 1 odds)
422 and 432, respon- dents who use alcohol	1%	2%	3%	3%	3%	68% (2 to 1 odds)
	3%	5%	6%	6%	7%	95% (19 to 1 odds)
	4%	6%	8%	8%	9%	99% (99 to 1 odds)

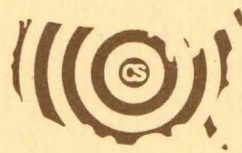
For example, the proportion of Iowa licensed drivers saying highway safety is a "serious problem" in their areas (Q.12) stood at 10 percent in last year's survey and 19 percent in this survey. The average of these two proportions is close to 15 percent, and the difference between the two is 9 percentage points. As shown above, a difference of just 4 percentage points would have been large enough to provide a 95 percent degree of certainty that opinions have actually changed - so it may be regarded as statistically certain that Iowa drivers are more concerned about highway safety at this time than they were a year ago.

The proportion of Iowa drivers who say they listen to the radio ten or more hours a week stood 44 percent a year ago and 46 percent now. The average of these two percentages is 45 percent, and the difference between the two is 2 percentage points. From the table, it can be seen that this difference is not large enough to provide even a 68 percent degree of certainty. That is, there is a very good chance that this difference is not "real," and that radio listening habits have not changed in the past year.

When considering apparent changes in replies by smaller groups of respondents, such as those in a particular age or educational bracket, quite large apparent changes in replies since 1977 are required before it can be regarded as statistically certain that the opinions of these subgroups have changed.

To simplify consideration of apparent changes in attitudes since the time of the 1977 survey, a rule of thumb calculation is that changes of just 3 percent points or less should be ignored because it is highly possible they are simply chance fluctuations. Changes in answers of 4 or 5 percentage points probably, but not necessarily, represent actual shifts in public attitudes. Changes amounting to 6 percentage points or more (7 points or more for questions asked only of those who use alcohol) are statistically significant "at the 95 percent level of confidence" and almost certainly reflect "real" changes in public attitudes.

SURVEY HIGHLIGHTS



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SURVEY HIGHLIGHTS

A number of the questions included in this survey were also asked in the survey of Iowa drivers conducted in late November and early December of 1977. As discussed in the Introduction, changes in replies since 1977 amounting to 6 percentage points or more may be regarded as "statistically significant," and almost certainly represent "real" changes in the attitudes of Iowa drivers. Changes of just 4 or 5 percentage points quite possibly reflect "real" changes, but changes amounting to 3 percentage points or less should probably be ignored since they could easily occur as a result of chance sampling fluctuations.

Comparisons of the replies in the 1977 and 1978 surveys are shown on the following two pages. The most important apparent changes in the attitudes of Iowa drivers are a 12 percentage point increase in those who say they have taken some action to prevent someone from driving who has had too many drinks, and an 11 percentage point increase in those who say highway safety is either a "very serious problem" or at least a "somewhat serious problem" in their areas. A somewhat smaller change that is of interest is a 5 percentage point increase in the proportion who say driving after having had a few drinks is not regarded as socially acceptable behavior in their circle of friends.

These changes since 1977 indicate that advertising and informational campaigns intended to discourage driving while intoxicated, and to encourage people to assume the responsibility for keeping their friends and guests from driving after drinking, have had a significant impact on the attitudes of Iowa drivers.

	<u>1977</u>	<u>1978</u>	<u>Increase</u>	<u>Decrease</u>
Q.2: Drive car six days a week or fewer	39%	38%	-	1%
Seven days a week	61	62	1%	-
Q.3: Drive 199 miles or fewer in an average week	72%	70%	-	2%
Drive 200 miles or more	27	30	3%	-
Q.4: Have been a licensed driver for 15 years or less	40%	43%	3%	-
Over 15 years	60	57	-	3%
Q.5: Read a daily newspaper on a regular basis	80%	73%	-	7%
Q.6: Watch television 10 hours a week or less	40%	42%	2%	-
Over 10 hours a week	59	56	-	3%
Q.8: Listen to radio 10 hours a week or less	55%	53%	-	2%
Over 10 hours a week	44	46	2%	-
Q.10: Say radio is usually on when driving a car	52%	56%	4%	-
Q.11: Usually notice highway billboards when driving	66%	68%	2%	-
Q.11a: Recall recently seeing billboards on highway safety	4%	5%	1%	-
Q.12: Say highway safety is a very serious problem in the area	10%	19%	9%	-
A somewhat serious problem	38	40	2%	-
Only a minor problem	49	39	-	10%
Q.15: Drink beer	49%	54%	5%	-
Q.16: Drink wine	44%	47%	3%	-
Q.17: Drink hard liquor	53%	57%	4%	-
Total who drink beer, wine or hard liquor	70%	71%	1%	-

	<u>1977</u>	<u>1978</u>	<u>Increase</u>	<u>Decrease</u>
Q.30: Say it is socially acceptable among their friends to drive after having a few drinks	38%	35%	-	3%
Not socially acceptable	54	59	5%	-
Q.31: Say they, themselves, have taken some action during the past year to prevent someone from driving after taking too many drinks	30%	42%	12%	-
Have not taken such actions	69	58	-	11%

Briefly, other survey findings include the following:

Among Iowa drivers who use alcohol, roughly equal proportions say they usually drink in their homes, or away from home. Young people are particularly likely to drink away from home.

A fourth of those who use alcohol say they sometimes move from one bar to another during the evening. Most of those giving this answer are young people.

Most Iowa drivers who use alcohol recognize that they are not as good at driving after having had a few drinks. College educated drivers are particularly aware of this; those with less than a high school education are much less so.

More than three-fourths of the drivers who drink say "fear of a crash" would be the factor most likely to keep them from driving after drinking. Only 15 percent mention "fear of arrest" as the greatest deterrent, and very few (5%) mention pressure from friends not to drink. Despite this, we feel it is important that more people now than a year ago say they have tried to discourage someone from driving after drinking.

Among Iowa drivers who drink alcoholic beverages, most indicate they would be likely to serve food at a party where drinks were served, and most say they would be likely to avoid offering drinks to a guest who is becoming intoxicated. Indications are, however, that quite a few might be reluctant to ask who is driving home at such a party, and it appears that parties where drinking is cut off at a specified time are not very popular.

Most Iowa drivers can correctly define "blood alcohol content." Only a few, however, can define "Implied Consent."



Only a third of the young people in the sample claim to know anyone who uses alcohol and drugs (mostly marijuana) at the same time. We suspect that some young people were reluctant to answer this question for fear that any information they gave might be made available to police or other authorities.

Young people most frequently say they would look to their parents (34%) or a doctor (31%) for advice and information regarding the use of alcohol or drugs. Further analysis indicates that those who are still in school are inclined to look to their parents for such advice, while those who have attended college are more likely to seek advice from a doctor. A number (18%) say they get advice on such matters from their friends, while only a few would seek advice from a school guidance counselor, a teacher or a minister.

Almost three-fifths of the young people in the sample say food would normally be served at parties, such as keggers, among their friends.

Almost half of the Iowa drivers say they have taken drivers' education courses, and most of these say the training they received was satisfactory. Practically all young people have taken such courses. Very few drivers over 45 years of age have taken drivers' education.

By a margin of 60 percent to 18 percent, Iowa drivers say they approve of the recent change in Iowa law raising the legal age for drinking to 19. Even among young people under 25 years of age, a majority say they approve of the change in the law.

In summary, the survey indicates that Iowa drivers have increasingly come to accept a responsibility to discourage their friends and acquaintances from driving after drinking. In our opinion, this does not conflict with the fact that "fear of a crash" appears to be a much greater deterrent to drunken driving than "pressure from friends." Undoubtedly, "fear of a crash" is the main reason why people will attempt to "pressure" their friends on this subject. Friends can do a lot to remind someone who has been drinking that a crash is a real possibility.

SURVEY QUESTIONS AND ANSWERS



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SURVEY QUESTIONS AND ANSWERS

NOTE: Whenever possible, comparisons are made with the 1977 survey. Unless otherwise indicated, percentages are based on a total of 601 interviews in the 1977 survey and 607 interviews in the 1978 survey

1. Do you have a current drivers license?

Asked only to qualify respondent as licensed driver.

Q.2: In the average week, about how many days do you personally drive a car?

	<u>1977</u>	<u>1978</u>
One day	1%	2%
Two	8	5
Three	7	8
Four	7	6
Five	9	9
Six	7	8
Seven	61	62

Q.3: In the average week, about how many miles do you drive?

Under 50 miles	27%	27%
50 through 99	22	20
100 through 199	23	23
200 through 299	10	15
300 or more miles	17	15
Don't know	1	*

Q.4: About how long have you been a licensed driver?

Licensed driver 5 years or less	14%	17%
Over 5 through 15	26	26
Over 15 through 30	27	27
Over 30 years	33	30

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

Q.5: Do you read a daily newspaper on a regular basis?

	<u>1977</u>	<u>1978</u>
Yes, read a daily newspaper	80%	73%
No, do not	20	27

Q.6: About how many hours per week do you watch television?

Watch television 10 hours or less	40%	42%
11 through 20 hours	29	30
Over 20 hours	30	26
Don't know	1	2

Q.7: On an average day, when would you most likely watch TV - before noon, noon to 6 p.m., 6 to 10 p.m., or late evening?

	<u>1978</u>
Before noon	10%
Noon to 6	14
6 to 10	73
Late evening	15
News time, not specified	*
Never watch	2

Q.8: About how many hours per week do you listen to a radio?

	<u>1977</u>	<u>1978</u>
Listen to radio 10 hours or less	55%	53%**
11 through 20 hours	17	18
Over 20 hours	27	28
All the time	-	1
Don't know	1	-

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

\*\*Includes 4 percent who say they seldom or never listen to radio.

Q.9: On an average day, when would you most likely listen to the radio - before noon, noon to 6 p.m., 6 to 10 p.m., or late evening?

	<u>1978</u>
Before noon	61%
Noon to 6	32
6 to 10	12
Late evening	11
News time	2
All the time	2
It varies, only when in car	1
Never listen	4

Q.10: When you are driving your car, would you say that your car radio is usually on, usually turned off, or about half and half?

	<u>1977</u>	<u>1978</u>
Radio usually on	52%	56%
Usually off (includes 5 respondents in 1977 who say "no car radio," and 4 in 1978)	23	26
Half and half	25	18

Q.11: Do you usually notice highway billboards when you drive?

Yes, notice billboards	66%	68%
No, do not notice	34	32

Q.11a: (If "yes" on Q.11) Can you recall any billboard messages you've seen in the last week, other than commercial advertisements - that is, any billboards with a public service message? What was it about?

	Percent asked	(66%)	(68%)
References to safety - highway emergency phone number, Drive With Care, Buckle Up, "Keep alive - stay 55," etc.		4%	5%
Other messages - continue your education, election, birthright, dental care, smoking, banking services, U.S. Savings Bonds, join the army, etc.		3	7
No, do not recall any public service messages		59	56

Q.12: How much of a problem do you consider highway safety in your area of Iowa - very serious, somewhat serious, or only a minor problem?

	<u>1977</u>	<u>1978</u>
Highway safety problem very serious	10%	19%
Somewhat serious	38	40
Only a minor problem	49	39
No opinion	3	2

Q.13: Have you ever taken a drivers' education course in school?

	<u>1978</u>
Yes, have taken a drivers' education course	48%
No, have not	52

Q.13a: (If "yes" on Q.13) Would you rate the training as very satisfactory, satisfactory, somewhat unsatisfactory, or very unsatisfactory?

	Percent asked (48%)
Very satisfactory	18%
Satisfactory	26
Somewhat unsatisfactory	3
Very unsatisfactory	1
Don't know	*

Q.14: A new law recently passed in Iowa raised the legal age for drinking alcoholic beverages from 18 to 19 years old. Do you approve of increasing the age, or disapprove?

Approve	60%
Disapprove	18
Should be raised to 21 years	16
Don't know	6

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

The next series of questions have to do with the topic of drinking and driving.

Q.15: First, may I ask, do you ever drink beer yourself?

	<u>1977</u>	<u>1978</u>
Yes, drink beer	49%	54%
No, do not	51	46

Q.16: Do you ever drink wine?

Yes, drink wine	44%	47%
No, do not	56	53

Q.17: Do you ever drink hard liquor such as vodka or whiskey?

Yes, drink hard liquor	53%	57%
No, do not	47	43

NOTE: Questions 18 through 26 asked of 432 respondents who drink beer, wine, or hard liquor on Questions 15, 16 or 17

Q.18: Where do you usually drink - at home, friends' homes, or taverns and other places serving liquor-by-the-drink?

	<u>1978</u>
At home	59%
Taverns (includes bars, night clubs, lounges)	30
Friends' homes	30
Other eating places - restaurants, cafes, supper clubs	10
Other answers - dances, gravel roads, race tracks, parks	1

Q.19: Do you sometimes move from one bar to another during an evening?

Yes, sometimes move from one bar to another	25%
No, do not	75

Q.20: Would you say you are a better driver after you've had a couple of drinks, it doesn't make any difference, or not as good a driver?

	<u>1978</u>
A better driver	1%
Makes no difference	30
Not as good	61
Don't know	8

Q.21: Which of the following would most likely keep you from driving after drinking - fear of an arrest if caught, fear of a crash, or pressure from friends not to drive?

Arrest	15%
Fear of a crash	76
Pressure from friends not to drive	5
Don't know	6

Q.22: Suppose you were giving a party at which you planned to serve drinks. How likely would you be to also serve some type of food - extremely likely, very likely, somewhat likely, or not at all likely?

Extremely likely	67%
Very likely	24
Somewhat likely	4
Not at all likely	3
Don't know	3

Q.23: How likely are you to plan a party where drinking is cut off at a certain time and replaced with nonalcoholic beverages and food?

Extremely likely	13%
Very likely	20
Somewhat likely	20
Not at all likely	40
Don't know	6
Refused to answer	*

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



Q.24: If you were giving a party at which you planned to serve drinks, how likely are you to ask who is driving home?

	<u>1978</u>
Extremely likely	18%
Very likely	20
Somewhat likely	23
Not at all likely	34
Don't know	5

Q.25: How likely are you to avoid offering drinks to a guest who is becoming intoxicated?

Extremely likely	56%
Very likely	20
Somewhat likely	11
Not at all likely	9
Don't know	4

Q.26: If you and another person are going to a party, how likely are you to agree ahead of time that one of you will limit your drinking and drive home?

Extremely likely	33%
Very likely	25
Somewhat likely	14
Not at all likely	22
Don't know	6

Q.27: (All respondents) Have you ever heard the term "implied consent"?

Yes	46%
No	54

Q.27a: (If "yes" on Q.27) What does it mean to you?

Percent asked	1978 (46%)
Correct answers - when you sign for a drivers license you agree that if arrested you will submit to tests, if you have a license you consent to take a test if arrested for OMVI, etc.	4%
Incorrect answers - If arrested you have to give consent for blood tests, you give permission to drive the car, if they refuse to take a test for alcoholism they are automatically considered intoxicated, etc.	10
Vague or partially correct - taken for granted, not a verbal statement - just an understanding, I agree to take any tests without being asked, if both go along with an idea or suggestion, etc.	11
Don't know	21

Q.28: I'm going to read you two statements describing some aspects surrounding the use of alcoholic beverages. Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement:

(A) A can of beer is less intoxicating than an average drink of liquor	
Strongly agree	14%
Somewhat agree	26
Somewhat disagree	22
Strongly disagree	25
Don't know	13
(B) Drinking black coffee helps sober up a person	
Strongly agree	8%
Somewhat agree	25
Somewhat disagree	19
Strongly disagree	35
Don't know	13

Q.29: Have you ever heard the term "blood alcohol content?"

	<u>1978</u>
Yes, have heard the term "blood alcohol content"	91%
No, have not	9

Q.29a: (If "yes" on Q.29) What does it mean to you?

	Percent asked	(91%)
Correct answers - percentage of alcohol in the blood stream, test to determine amount of alcohol one has consumed, etc.	84%	
Incorrect answers - determines what you've been drinking, alcohol turns to sugar - means you'll probably end up as a diabetic, too much drinking, etc.	2	
Vague answers - blood tests, a test that is taken	1	
Don't know	4	

Q.30: The next question deals with the social acceptability of drinking and driving. Among your own friends, is it considered socially acceptable to drive after several drinks, such as 4 or more, or not socially acceptable?

	<u>1977</u>	<u>1978</u>
Yes, considered socially acceptable	38%	35%
No, not socially acceptable	54	59
Don't know	8	6

Q.31: During the past year have you taken any action to prevent someone from driving after having too many drinks?

Yes, have taken action	30%	42%
No, have not	69	58
Don't know, can't recall	1	-

Q.31a: (If "yes" on Q.31) How did you handle it? What did you do?

	<u>1977</u> (30%)	<u>1978</u> (42%)
I did the driving myself, took the keys and drove home myself, saw to it that he had a ride home, sent him home in a cab	24%	37%
Made him sleep it off, made him stay until he was sober, locked the car and made them stay	2	3
Told them they shouldn't drink and drive, just told him that he'd had too much to drink	2	2
Gave him coffee and walked him around, gave him something to eat to sober him up, gave him coffee	1	1
Called the authorities	*	-
Miscellaneous answers	1	1

NOTE: Question 32 was asked to determine respondent's age - Questions 33 through 35 were asked of 297 respondents in the 16 to 24 age group.

Q.33: Do you know of anyone who ever uses drugs at the same time as alcohol?

	<u>1978</u>
Yes	33%
No	67

Q.33a: (If "yes" on Q.33) What kind of drugs would you say they usually use?

	Percent asked (33%)
Marijuana, pot, grass, Mary Jane	27%
Amphetamines, speed, uppers, whites, benies	8
Heroin, acid, angel dust, micro dot	2
Tranquilizers, barbiturates, valium, downers	1
Cocaine, coke	1
Nonspecific - hard drugs	*
Don't know	2

\*Less than ½ of 1 percent.

Q.33b: (If "yes" on Q.33) Do they ever use marijuana and alcohol at the same time?

	Percent asked	<u>1978</u> (33%)
Yes		32%
No		1

Q.34: Whose advice would you be most likely to ask and trust regarding the use of alcohol, drugs and marijuana - your minister, parents, friends, school guidance counselor, doctor, teacher, or someone else? (If "someone else," who?)

Minister	5%
Parents	34
Friends	18
Guidance counselor	6
Doctor	31
Teacher	2
Other answers - policeman, professional, sisters, husband, cousin, etc.	6
No one, my own common knowledge	4
Don't know	1

Q.35: If your friends had a party, such as a kegger, would you normally expect food to be available?

Yes	57%
No	39
Don't know	4

DISCUSSION OF SURVEY FINDINGS



**CENTRAL SURVEYS, INC.**

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DISCUSSION OF SURVEY FINDINGSConcern About Highway Safety  
(Q.12)

Although most Iowa drivers continue to regard highway safety as just a "somewhat serious problem" (40%) or "only a minor problem" (39%), the proportion saying this is a "very serious problem" has increased significantly - from just 10 percent a year ago to 19 percent now. As indicated in the Introduction, changes since last year's survey amounting to 6 percentage points or more are statistically significant "at the 95 percent level of confidence."

More men (43%) than women (35%) say highway safety is "only a minor problem." The largest proportions giving this answer are 45 percent each among high school graduates and those with less than a high school education; the smallest is 22 percent among college graduates. (Table on Page 39 .)

Use of Alcoholic Beverages  
(Q.15, 16 & 17)

Approximately 7 in each 10 respondents (71%) say they at least occasionally drink beer, wine or hard liquor.

The largest proportions saying they drink alcoholic beverages are 81 percent each among those in the 25 through 44 age group, college graduates and those who drive 200 miles or more per week. The smallest is 49 percent among respondents 65 years of age or older.

Replies to these questions are summarized briefly in the table on the following page.

Q.15: First, may I ask, do you ever drink beer yourself?

Q.16: Do you ever drink wine?

Q.17: Do you ever drink hard liquor such as vodka or whiskey?

	<u>Drink Beer</u>	<u>Drink Wine</u>	<u>Drink Hard Liquor</u>	<u>Drink One or More</u>
Iowa Licensed Drivers	54%	47%	57%	71%
AGE:				
16 through 24	66%	44%	50%	76%
25 through 44	62%	55%	68%	81%
45 through 64	44%	44%	54%	66%
65 and over	33%	38%	39%	49%
SEX:				
Male	71%	47%	60%	79%
Female	38%	46%	54%	64%
EDUCATION:				
Less than complete high school	48%	28%	40%	57%
Completed high school	53%	47%	57%	73%
Some college	60%	54%	66%	77%
College graduate	59%	63%	67%	81%
MILES DRIVEN PER WEEK:				
Less than 50	37%	37%	43%	58%
50 to 99	55%	47%	60%	75%
100 to 199	54%	48%	59%	71%
200 or more	69%	54%	65%	81%

In last year's survey, 70 percent indicated they drank at least some alcoholic beverages, which does not differ significantly from the 71 percent level found this year.



Drinking Away from Home  
(Q.18 & 19)

About 3 in each 5 (59%) of those who drink alcoholic beverages say they usually drink at home; 30 percent say they usually drink at taverns (including bars, night clubs, etc.) and 30 percent say they usually drink at the homes of friends, while small proportions mention other places. These proportions add to more than 100 percent because a number mention more than one place where they drink.

Further analysis suggests that Iowans drink about equally in their homes and in other places.

Say they usually drink at home, and do not mention any other places	40%
Say they usually drink away from home - at the homes of friends, bars, restaurants, etc., and do not mention their homes	41
Mention their homes as well as one or more other places where they usually drink	19

Analyzing replies in this way shows a fairly marked pattern by age groups, as shown below.

	<u>16</u> <u>to 24</u>	<u>25</u> <u>to 44</u>	<u>45</u> <u>to 64</u>	<u>65 or</u> <u>Older</u>
Say they usually drink at home, and do not mention any other places	29%	36%	49%	52%
Say they usually drink away from home - at the homes of friends, bars, restaurants, etc., and do not mention their homes	55	42	33	36
Mention their homes as well as one or more other places where they usually drink	16	22	18	12

A fourth of those who use alcohol say they sometimes move from one bar to another during an evening. This ranges from 36 percent among young people down to just 2 percent among those 65 years of age or older. (Table on Page 48 .)

Understanding of Effect of  
Drinking on One's Own Driving  
(Q.20)

Most Iowa drivers (61%) recognize that they are not as good a driver after having a few drinks; 30 percent say this makes no difference in their ability to drive, and a few (1%) claim to be better drivers.

As shown in the table on Page 49, replies to this question show a fairly close relationship to the education of the respondent. Among those with less than a high school education, fewer than half (49%) say they are not as good a driver after having had a few drinks. Among college graduates, 80 percent give this answer.

Effective Pressures Against  
Drinking and Driving  
(Q.21)

Somewhat surprisingly, only 15 percent of the Iowa drivers who drink alcoholic beverages say "fear of an arrest" would be the factor most likely to keep them from driving after drinking, and only 5 percent mention the pressure from friends not to drive. Three-fourths (76%) say the factor most likely to deter them from driving after drinking is fear of a crash.

Substantial majorities in all subgroups mention fear of a crash in reply to this question. The largest proportions saying fear of arrest would be more likely to keep them from drinking after driving are 21 percent each among men and among those who drive 200 miles or more per week. The largest proportion mentioning "pressure from friends not to drink" is just 8 percent among young people. (Table on Page 50 .)

Drinking, Driving, and Social Situations  
(Q.22, 23, 24, 25, 26, 30, 31 & 31a)

Replies to Questions 22 through 26 are summarized below, in descending order according to the proportions saying these various situations are likely to occur. (These questions were asked only of those who say they drink alcoholic beverages.)

	<u>Extremely</u> <u>Likely</u>	<u>Very</u> <u>Likely</u>	<u>Somewhat</u> <u>Likely</u>	<u>Not</u> <u>Likely</u>	<u>No</u> <u>Opinion</u>
	(Percentages read across)				
If giving a party at which drinks were to be served, how likely to also serve food	67%	24	4	3	3
How likely to avoid offering drinks to a guest who is becoming intoxicated	56%	20	11	9	4
If going to a party with another person, how likely to agree that one will limit drinking and drive home	33%	25	14	22	6
If giving a party, how likely to ask who is driving home	18%	20	23	34	5
How likely to plan a party where drinking is cut off at a certain time and replaced with nonalcoholic beverages and food	13%	20	20	40	6

It is important to emphasize that respondents who say they are not likely to do some of these things do not necessarily mean that they would be unconcerned about a guest driving home while intoxicated. Some respondents, in answering the question, volunteer comments such as "Our friends don't drink that much," "They would probably be from this neighborhood and would walk home," etc. Nevertheless, it appears that some people would be uncomfortable in having to ask a guest who is driving home, and parties where drinking is cut off at a specific time are evidently not too popular.

By a margin of 59 percent to 35 percent, Iowa drivers (including those who drink alcoholic beverages themselves and those who do not) say it is not socially acceptable among their friends to drive after taking several drinks. The proportion saying this is not acceptable is 5 percentage points higher than in last year's survey. This increase is large enough that it probably, but not necessarily, represents a "real" shift in the attitudes of Iowa drivers.

Replies relate closely to the age of the respondent. Among people under 45 years of age, close to half say it is socially acceptable among their friends to drive after having had a few drinks. Among those 65 years of age or older, only 5 percent regard this as acceptable behavior.

Replies are also related to whether or not the respondents themselves drink alcoholic beverages, as shown below.

Q.30: The next question deals with the social acceptability of drinking and driving. Among your own friends, is it considered socially acceptable to drive after several drinks, such as four or more, or not socially acceptable?

Number of respondents	Use	Do Not
	<u>Alcohol</u> (432)	<u>(175)</u>
Yes, socially acceptable	42%	16%
No, not socially acceptable	52	75
No opinion	6	9

More than two-fifths (42%) say they have taken an action during the past year to prevent someone from driving after having taken too many drinks. This is a 12 percentage point increase over the proportion claiming to have taken such actions in last year's survey - a statistically significant change.

Specifically, 37 percent say they drove the person home themselves or otherwise saw to it that someone else did the driving. Small proportions say they took various other actions such as having the person stay, telling the person they should not drink and drive, giving the person coffee or food, etc.

Two-thirds of the young drivers under 24 years of age say they have taken some action to prevent an intoxicated person from driving during the past year, ranging down to just 6 percent among older respondents - some of whom volunteer that no such occasion has arisen.

Among drivers who use alcohol, just over half say they have taken some action to prevent an intoxicated person from driving.

Q.31: During the past year, have you taken any action to prevent someone from driving after having too many drinks?

Number of respondents	Use	
	<u>Alcohol</u>	<u>Do Not</u>
	(432)	(175)
Yes, have taken action	52%	19%
No, have not	48	81

Understanding of "Implied Consent"  
(Q.27 & 27a)

Fewer than half (46%) can recall having heard the term, "Implied Consent," and only 4 percent can define it accurately. There is no subgroup of Iowa drivers in which more than a small proportion can correctly define this term.

Understanding of "Blood Alcohol Content"  
(Q.29 & 29a)

Practically all Iowa drivers (91%) recall having heard the term, "blood alcohol content," and most (84%) define it accurately. Proportions able to offer reasonably correct definitions of this term range from 60 percent among drivers 65 years of age or older up to 96 percent among those in the 25 through 44 age bracket. (Table on Page 61 .)

Other Information About Alcohol  
(Q.28)

By a rather narrow margin of 47 percent to 40 percent, Iowa drivers are inclined to disagree with the statement, "A can of beer is less intoxicating than an average drink of liquor." By a wider margin of 54 percent to 33 percent, they disagree with the statement that "Drinking black coffee helps sober up a person."

Young people tend to accept the first of these two statements, but not the second.

(A)	<u>A can of beer is less intoxicating than an average drink of liquor</u>	16 to 24	25 to 44	45 to 64	65 or Older
	Strongly or somewhat agree	53%	37%	35%	41%
	Strongly or somewhat disagree	44	53	51	27
	No opinion	3	10	14	32
(B)	<u>Drinking black coffee helps sober up a person</u>				
	Strongly or somewhat agree	24%	35%	35%	38%
	Strongly or somewhat disagree	72	57	49	29
	No opinion	4	8	16	33

Quite a few beer drinkers evidently believe that beer is less intoxicating than other alcoholic beverages. Iowans who drink wine or liquor but not beer disagree with this idea.

(A) <u>A can of beer is less intoxicating than an average drink of liquor</u>	<u>Number of Respondents</u>	<u>Agree</u>	<u>Dis-agree</u>	<u>No Opinion</u>
Respondents who say they drink beer but do not drink wine or liquor	52	56%	37	7
Respondents who say they drink beer as well as wine or liquor	277	46%	47	7
Respondents who say they drink wine or liquor but do not drink beer	103	24%	65	11
Respondents who do not use alcohol	175	36%	39	25

Perhaps as a result of personal experience, Iowa drivers who use alcohol are more likely to disagree with the second of these statements than are those who do not.

(B) Drinking black coffee helps sober up a person

<u>Number of respondents</u>	<u>Use Alcohol (432)</u>	<u>Do Not (175)</u>
Strongly or somewhat agree	33%	36%
Strongly or somewhat disagree	57	42
No opinion	10	22

Simultaneous Use of Drugs and Alcohol by Young People  
(Q.33, 33a & 33b)

A third of the young people in the sample (including cross section as well as supplementary interviews) say they know someone who uses drugs at the same time as alcohol; two-thirds say they do not. Specifically, 27 percent say the people they know usually use marijuana along with alcohol; 8 percent mention amphetamines or "speed," and small proportions refer to various other drugs used in combination with alcohol.

It was anticipated that a larger proportion of young people would say they know someone who uses drugs at the same time as alcohol. Either this practice is less common in Iowa than anticipated, or some young people are not being entirely frank in their replies. It seems highly likely that some young people were reluctant to answer these questions for fear that any information they might give could be used by narcotics investigators.

Most Trusted Source of Information  
About Use of Alcohol and Drugs  
 (Q.34)

Quite a few young people indicate they would be most likely to ask for and trust the advice of their parents or a doctor regarding the use of alcohol, drugs and marijuana.

Q.34: Whose advice would you be most likely to ask and trust regarding the use of alcohol, drugs and marijuana - your minister, parents, friends, school guidance counselor, doctor, teacher, or someone else?

Parents	34%
Doctor	31
Friends	18
Guidance counselor	6
Minister	5
Teacher	2
Other answers	6
No one - my own knowledge, etc.	4
Don't know, not certain	1

Young people who have attended college (or are attending college) are quite likely to say they would trust the advice of a doctor. Those with less than a high school education (most of whom are still in high school) are quite likely to mention their parents in reply to this question. (Table on Page 67 .)



Whether Food Is Served at Youth Parties  
(Q.35)

Almost three-fifths of the young people in the sample (57%) say they would normally expect food to be available if their friends were to have a party such as a kegger.

The largest proportion saying they would expect food at such a party is 68 percent among small town and rural young people; the smallest is 50 percent among those living in metropolitan areas (large cities and suburban areas).

Drivers' Education Courses  
(Q.13 & 13a)

About half of the licensed drivers in Iowa have taken courses in drivers' education, judging by replies to Question 13. Among young people under 24 years of age, almost all say they have taken drivers' education. Among people 45 years of age or older, very few have taken such courses. (Table on Page 40 .)

The 48 percent who have taken courses in drivers' education includes 44 percent who regard the training they received as either "very satisfactory) or at least "satisfactory." Only 3 percent say the training they received was "somewhat unsatisfactory," and just 1 percent describe it as "very unsatisfactory."

Change in Iowa's Legal Drinking Age  
(Q.14)

By a margin of 60 percent to 18 percent, Iowa drivers say they approve of the change in Iowa law raising the legal age for drinking to 19. The remainder includes 6 percent who are undecided, and 16 percent who feel the legal age for drinking should be raised to 21.

Even among young people under 24 years of age, a majority (57%) say they approve of the change in the law. Quite a few older respondents (over 65) feel the legal drinking age should be raised to 21.

Media Use and Attention  
(Q.5 through 11a)

About three-fourths (73%) say they read a daily newspaper on a regular basis - which is down a little from the 80 percent level found a year ago. The largest proportions saying they regularly read a daily newspaper are 84 percent each among college graduates and those in the 45 through 64 age bracket; the smallest is 60 percent among young people under 24 years of age.

Iowans evidently spend quite a bit of time watching television and listening to the radio.

Q.6: About how many hours per week do you watch television?

Q.8: About how many hours per week do you listen to a radio?

	<u>Tele-</u> <u>vision</u>	<u>Radio</u>
10 hours a week or less	42%	53%
11 through 20 hours	30	18
Over 20 hours	26	29
Don't know	2	-

Included in those who say they spend just 10 hours a week or less in these activities are 2 percent who say they seldom or never watch television and 4 percent who seldom or never listen to the radio.

Early evening hours are the most popular time for watching television. Morning hours are the most popular for listening to the radio.

Q.7: On an average day, when would you most likely watch TV - before noon, noon to 6 p.m., 6 to 10p.m., or late evening?

Q.9: On an average day, when would you most likely listen to the radio - before noon, noon to 6 p.m., 6 to 10 p.m., or late evening?

	<u>Tele-</u> <u>vision</u>	<u>Radio</u>
Before noon	10%	61%
Noon to 6 p.m.	14	32
6 to 10 p.m.	73	12
Late evening, after 10 p.m.	15	11
News time, not specified	*	2
Other answers	-	3
Never watch, never listen	2	4

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

Just over half (56%) say their car radios are usually turned on when they are driving. More than two-thirds (68%) say they usually notice highway billboards when they drive. A few (5%) can play back highway safety messages that they have seen recently on billboards. Replies to these three questions have not changed significantly when compared with last year's survey.

TABLES - OPINION VARIATIONS BY SUBGROUPS



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Q.5: Do you read a daily newspaper on a regular basis?

	<u>Yes</u> (Percentages read across)	<u>No</u>
Iowa Licensed Drivers	73%	27
<b>AGE:</b>		
16 through 24	60%	40
25 through 44	68%	32
45 through 64	84%	16
65 and over	80%	20
<b>SEX:</b>		
Male	70%	30
Female	76%	24
<b>SIZE OF COMMUNITY:</b>		
Metropolitan	75%	25
Other urban areas	76%	24
Small town and rural	68%	32
<b>URBAN OR RURAL:</b>		
Live in town	73%	27
Live in country	72%	28
<b>EDUCATION:</b>		
Less than complete high school	64%	36
Completed high school	73%	27
Some college	75%	25
College graduate	84%	16
<b>MILES DRIVEN PER WEEK:</b>		
Less than 50	78%	22
50 to 99	75%	25
100 to 199	72%	28
200 or more	67%	33

Q.6: About how many hours per week do you watch television?

	<u>10</u> <u>or Less</u>	<u>11</u> <u>to 20</u>	<u>Over</u> <u>20</u>	<u>Don't</u> <u>Know</u>
	(Percentages read across)			
Iowa Licensed Drivers	42%	30	26	2
AGE:				
16 through 24	44%	26	28	2
25 through 44	45%	31	22	2
45 through 64	42%	33	23	2
65 and over	35%	25	38	2
SEX:				
Male	49%	33	16	2
Female	37%	26	35	2
SIZE OF COMMUNITY:				
Metropolitan	46%	24	28	2
Other urban areas	43%	32	24	1
Small town and rural	39%	35	24	2
URBAN OR RURAL:				
Live in town	42%	28	27	2
Live in country	44%	35	21	-
EDUCATION:				
Less than complete high school	41%	29	28	2
Completed high school	40%	27	31	2
Some college	40%	37	21	2
College graduate	55%	27	17	1
MILES DRIVEN PER WEEK:				
Less than 50	34%	30	35	1
50 to 99	43%	22	35	-
100 to 199	42%	29	26	3
200 or more	51%	36	11	3

Q.7: On an average day, when would you most likely watch TV - before noon, noon to 6 p.m., 6 to 10 p.m., or late evening?

	Before Noon	Noon to 6 p.m.	6 to 10 p.m.	Late Evening	"News Time"	Never Watch
	(Percentages read across)					
Iowa Licensed Drivers	10%	14	73	15	*	2
AGE:						
16 through 24	11%	15	66	19	*	1
25 through 44	9%	9	73	20	-	2
45 through 64	11%	17	75	14	1	2
65 and over	7%	19	79	5	1	2
SEX:						
Male	4%	10	77	16	1	1
Female	14%	17	70	14	-	2
SIZE OF COMMUNITY:						
Metropolitan	9%	14	71	20	-	2
Other urban areas	11%	14	76	12	1	1
Small town and rural	9%	12	74	12	1	2
URBAN OR RURAL:						
Live in town	10%	13	73	16	*	2
Live in country	9%	14	75	13	1	-
EDUCATION:						
Less than complete high school	11%	16	67	13	1	2
Completed high school	8%	15	74	15	-	2
Some college	11%	12	75	17	1	2
College graduate	9%	8	79	16	1	1
MILES DRIVEN PER WEEK:						
Less than 50	10%	20	73	13	-	1
50 to 99	14%	12	76	13	-	-
100 to 199	9%	10	74	18	-	3
200 or more	7%	12	71	16	2	2

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

Q.8: About how many hours per week do you listen to a radio?

	<u>10**</u> <u>or Less</u>	<u>11</u> <u>to 20</u>	<u>Over</u> <u>20</u>	<u>All</u> <u>The Time</u>
	(Percentages read across)			
Iowa Licensed Drivers	53%	18	28	1
<b>AGE:</b>				
16 through 24	43%	21	36	-
25 through 44	57%	14	29	-
45 through 64	55%	19	24	2
65 and over	58%	19	22	1
<b>SEX:</b>				
Male	56%	20	24	*
Female	51%	17	31	1
<b>SIZE OF COMMUNITY:</b>				
Metropolitan	55%	18	27	*
Other urban areas	59%	16	24	1
Small town and rural	46%	21	33	*
<b>URBAN OR RURAL:</b>				
Live in town	56%	17	26	1
Live in country	45%	22	32	1
<b>EDUCATION:</b>				
Less than complete high school	55%	18	26	1
Completed high school	49%	17	33	1
Some college	57%	20	22	1
College graduate	57%	19	24	-
<b>MILES DRIVEN PER WEEK:</b>				
Less than 50	59%	17	24	-
50 to 99	53%	23	23	1
100 to 199	48%	14	37	1
200 or more	53%	20	26	1

\* Less than ½ of 1 percent

\*\* Includes 4 percent who say they seldom or never listen to radio.



Q.9: On an average day, when would you most likely listen to the radio - before noon, noon to 6 p.m., 6 to 10 p.m., or late evening?

	Before Noon	Noon to 6 p.m.	6 to 10 p.m.	Late Evening	Other Answers	Never
	(Percentages read across)					
Iowa Licensed Drivers	61%	32	12	11	5	4
<b>AGE:</b>						
16 through 24	45%	40	18	21	3	1
25 through 44	66%	32	11	7	4	3
45 through 64	72%	35	9	6	5	5
65 and over	58%	21	8	5	11	11
<b>SEX:</b>						
Male	57%	37	15	12	5	4
Female	66%	28	9	10	5	4
<b>SIZE OF COMMUNITY:</b>						
Metropolitan	59%	33	13	13	5	3
Other urban areas	56%	35	8	10	6	6
Small town and rural	69%	30	13	8	4	3
<b>URBAN OR RURAL:</b>						
Live in town	61%	32	11	11	6	5
Live in country	64%	34	15	8	3	2
<b>EDUCATION:</b>						
Less than complete high school	51%	27	12	13	6	7
Completed high school	65%	33	13	9	3	2
Some college	66%	35	10	9	6	2
College graduate	61%	37	11	12	6	5
<b>MILES DRIVEN PER WEEK:</b>						
Less than 50	66%	22	8	12	5	3
50 to 99	57%	36	13	14	1	5
100 to 199	61%	35	15	10	6	3
200 or more	60%	37	12	8	8	5

Q.10: When you are driving your car, would you say that your car radio is usually on, usually turned off, or about half and half?

	<u>Usually On</u>	<u>Usually Off</u>	<u>Half and Half</u>
	(Percentages read across)		
Iowa Licensed Drivers	56%	26	18
<b>AGE:</b>			
16 through 24	79%	7	14
25 through 44	64%	15	21
45 through 64	46%	33	21
65 and over	12%	72	16
<b>SEX:</b>			
Male	52%	27	21
Female	59%	25	16
<b>SIZE OF COMMUNITY:</b>			
Metropolitan	63%	23	14
Other urban areas	50%	31	19
Small town and rural	50%	27	23
<b>URBAN OR RURAL:</b>			
Live in town	55%	27	18
Live in country	57%	24	19
<b>EDUCATION:</b>			
Less than complete high school	40%	43	17
Completed high school	56%	22	22
Some college	65%	21	14
College graduate	63%	20	17
<b>MILES DRIVEN PER WEEK:</b>			
Less than 50	47%	35	18
50 to 99	60%	21	19
100 to 199	59%	21	20
200 or more	57%	26	17

Q.11: Do you usually notice highway billboards when you drive?

	<u>Yes</u> (Percentages read across)	<u>No</u>
Iowa Licensed Drivers	68%	32
AGE:		
16 through 24	85%	15
25 through 44	70%	30
45 through 64	62%	38
65 and over	47%	53
SEX:		
Male	67%	33
Female	69%	31
SIZE OF COMMUNITY:		
Metropolitan	66%	34
Other urban areas	65%	35
Small town and rural	72%	28
URBAN OR RURAL:		
Live in town	69%	31
Live in country	65%	35
EDUCATION:		
Less than complete high school	67%	33
Completed high school	67%	33
Some college	68%	32
College graduate	71%	29
MILES DRIVEN PER WEEK:		
Less than 50	64%	36
50 to 99	64%	36
100 to 199	69%	31
200 or more	73%	27

Q.11a: (If "yes" on Q.11) Can you recall any billboard messages you've seen in the last week, other than commercial advertisements; that is, any billboards with a public service message? What was it about?

	<u>Percent Asked</u>	<u>Safety Messages</u>	<u>Other Messages</u>	<u>Don't Recall</u>
		(Percentages read across)		
Iowa Licensed Drivers	(68%)	5%	7	56
AGE:				
16 through 24	(85%)	11%	9	65
25 through 44	(70%)	6%	6	57
45 through 64	(62%)	2%	5	54
65 and over	(47%)	2%	4	42
SEX:				
Male	(67%)	5%	7	55
Female	(69%)	5%	7	57
SIZE OF COMMUNITY:				
Metropolitan	(66%)	5%	6	55
Other urban areas	(65%)	3%	9	53
Small town and rural	(72%)	7%	7	59
URBAN OR RURAL:				
Live in town	(69%)	5%	7	57
Live in country	(65%)	7%	7	52
EDUCATION:				
Less than complete high school	(67%)	6%	4	58
Completed high school	(67%)	5%	8	54
Some college	(68%)	4%	9	56
College graduate	(71%)	6%	6	58
MILES DRIVEN PER WEEK:				
Less than 50	(64%)	5%	6	54
50 to 99	(64%)	3%	11	50
100 to 199	(69%)	6%	4	60
200 or more	(73%)	7%	8	59

Q.12: How much of a problem do you consider highway safety in your area of Iowa - very serious, somewhat serious, or only a minor problem?

	<u>Very Serious</u>	<u>Somewhat Serious</u>	<u>Only Minor</u>	<u>No Opinion</u>
Iowa Licensed Drivers	19%	40	39	2
(Percentages read across)				
<b>AGE:</b>				
16 through 24	11%	45	43	1
25 through 44	17%	49	34	*
45 through 64	25%	33	41	1
65 and over	23%	32	39	6
<b>SEX:</b>				
Male	17%	38	43	2
Female	22%	42	35	1
<b>SIZE OF COMMUNITY:</b>				
Metropolitan	22%	42	34	2
Other urban areas	18%	41	39	2
Small town and rural	16%	38	44	2
<b>URBAN OR RURAL:</b>				
Live in town	19%	40	39	2
Live in country	20%	40	39	1
<b>EDUCATION:</b>				
Less than complete high school	24%	29	45	2
Completed high school	18%	35	45	2
Some college	16%	50	32	2
College graduate	23%	54	22	1
<b>MILES DRIVEN PER WEEK:</b>				
Less than 50	22%	37	39	2
50 to 99	12%	43	44	1
100 to 199	23%	39	36	2
200 or more	19%	41	38	2

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

Q.13: Have you ever taken a driver's education course in school?

	<u>Yes</u> (Percentages read across)	<u>No</u>
Iowa Licensed Drivers	48%	52
AGE:		
16 through 24	96%	4
25 through 44	65%	35
45 through 64	10%	90
65 and over	7%	93
SEX:		
Male	46%	54
Female	50%	50
SIZE OF COMMUNITY:		
Metropolitan	54%	46
Other urban areas	44%	56
Small town and rural	45%	55
URBAN OR RURAL:		
Live in town	47%	53
Live in country	53%	47
EDUCATION:		
Less than complete high school	34%	66
Completed high school	45%	55
Some college	57%	43
College graduate	65%	35
MILES DRIVEN PER WEEK:		
Less than 50	51%	49
50 to 99	55%	45
100 to 199	43%	57
200 or more	45%	55

Q.13a: (If "yes" on Q.13) Would you rate the training as very satisfactory, satisfactory, somewhat unsatisfactory, or very unsatisfactory?

	Percent Asked	Very Satis- factory	Satis- factory	Somewhat Unsatis- factory	Unsatis- factory	Don't Know
		(Percentages read across)				
Iowa Licensed Drivers	(48%)	18%	26	3	1	*
AGE:						
16 through 24	(96%)	35%	54	6	1	-
25 through 44	(65%)	23%	35	4	3	*
45 through 64	(10%)	5%	5	-	-	-
65 and over	( 7%)	5%	2	-	-	-
SEX:						
Male	(46%)	15%	28	3	*	-
Female	(50%)	21%	24	3	2	*
SIZE OF COMMUNITY:						
Metropolitan	(54%)	22%	27	3	2	-
Other urban areas	(44%)	14%	24	3	2	1
Small town and rural	(45%)	15%	26	3	1	-
URBAN OR RURAL:						
Live in town	(47%)	17%	24	3	2	*
Live in country	(53%)	19%	31	3	1	-
EDUCATION:						
Less than complete high school	(34%)	15%	16	3	-	-
Completed high school	(45%)	17%	25	2	1	*
Some college	(57%)	21%	28	3	4	-
College graduate	(65%)	20%	39	4	2	-
MILES DRIVEN PER WEEK:						
Less than 50	(51%)	22%	22	3	4	-
50 to 99	(55%)	22%	28	4	1	-
100 to 199	(43%)	13%	27	1	1	1
200 or more	(45%)	15%	26	4	-	-

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

Q.14: A new law recently passed in Iowa raised the legal age for drinking alcoholic beverages from 18 to 19 years old. Do you approve of increasing the age, or disapprove?

	<u>Approve</u>	<u>Dis-</u> <u>approve</u>	<u>Should</u> <u>Be 21</u>	<u>No</u> <u>Opinion</u>
	(Percentages read across)			
Iowa Licensed Drivers	60%	18	16	6
<b>AGE:</b>				
16 through 24	57%	37	3	3
25 through 44	71%	14	12	3
45 through 64	57%	13	24	6
65 and over	42%	8	32	18
<b>SEX:</b>				
Male	57%	21	15	8
Female	64%	16	17	3
<b>SIZE OF COMMUNITY:</b>				
Metropolitan	58%	19	15	8
Other urban areas	57%	18	21	4
Small town and rural	66%	17	13	4
<b>URBAN OR RURAL:</b>				
Live in town	56%	19	18	7
Live in country	74%	15	8	2
<b>EDUCATION:</b>				
Less than complete high school	51%	20	23	6
Completed high school	63%	18	14	5
Some college	60%	19	16	5
College graduate	66%	17	11	6
<b>MILES DRIVEN PER WEEK:</b>				
Less than 50	64%	15	16	5
50 to 99	58%	21	16	5
100 to 199	56%	22	15	6
200 or more	61%	16	17	6



Q.15: First, may I ask, do you ever drink beer yourself?

	<u>Yes</u> (Percentages read across)	<u>No</u>
Iowa Licensed Drivers	54%	46
AGE:		
16 through 24	66%	34
25 through 44	62%	38
45 through 64	44%	56
65 and over	33%	67
SEX:		
Male	71%	29
Female	38%	62
SIZE OF COMMUNITY:		
Metropolitan	57%	43
Other urban areas	46%	54
Small town and rural	58%	42
URBAN OR RURAL:		
Live in town	53%	47
Live in country	58%	42
EDUCATION:		
Less than complete high school	48%	52
Completed high school	53%	47
Some college	60%	40
College graduate	59%	41
MILES DRIVEN PER WEEK:		
Less than 50	37%	63
50 to 99	55%	45
100 to 199	54%	46
200 or more	69%	31

Q.16: Do you ever drink wine?

	<u>Yes</u> (Percentages read across)	<u>No</u>
Iowa Licensed Drivers	47%	53
AGE:		
16 through 24	44%	56
25 through 44	55%	45
45 through 64	44%	56
65 and over	38%	62
SEX:		
Male	47%	53
Female	46%	54
SIZE OF COMMUNITY:		
Metropolitan	54%	46
Other urban areas	38%	42
Small town and rural	45%	55
URBAN OR RURAL:		
Live in town	45%	55
Live in country	52%	48
EDUCATION:		
Less than complete high school	28%	72
Completed high school	47%	53
Some college	54%	46
College graduate	63%	37
MILES DRIVEN PER WEEK:		
Less than 50	37%	63
50 to 99	47%	53
100 to 199	48%	52
200 or more	54%	46

Q.17: Do you ever drink hard liquor such as vodka or whiskey?

	<u>Yes</u> (Percentages read across)	<u>No</u>
Iowa Licensed Drivers	57%	43
AGE:		
16 through 24	50%	50
25 through 44	68%	32
45 through 64	54%	46
65 and over	39%	61
SEX:		
Male	60%	40
Female	54%	46
SIZE OF COMMUNITY:		
Metropolitan	64%	36
Other urban areas	50%	50
Small town and rural	54%	46
URBAN OR RURAL:		
Live in town	55%	45
Live in country	61%	39
EDUCATION:		
Less than complete high school	40%	60
Completed high school	57%	63
Some college	66%	34
College graduate	67%	33
MILES DRIVEN PER WEEK:		
Less than 50	43%	57
50 to 99	60%	40
100 to 199	59%	41
200 or more	65%	35

## Combined Replies to Questions 15, 16 and 17:

	Use <u>Alcohol</u> (Percentages read	<u>Do Not</u> across)
Iowa Licensed Drivers	71%	29
<b>AGE:</b>		
16 through 24	76%	24
25 through 44	81%	19
45 through 64	66%	34
65 and over	49%	51
<b>SEX:</b>		
Male	79%	21
Female	64%	36
<b>SIZE OF COMMUNITY:</b>		
Metropolitan	77%	23
Other urban areas	65%	35
Small town and rural	69%	31
<b>URBAN OR RURAL:</b>		
Live in town	70%	30
Live in country	74%	26
<b>EDUCATION:</b>		
Less than complete high school	57%	43
Completed high school	73%	27
Some college	77%	23
College graduate	81%	19
<b>MILES DRIVEN PER WEEK:</b>		
Less than 50	58%	42
50 to 99	75%	25
100 to 199	71%	29
200 or more	81%	19

Q.18: (Asked only of those who use alcohol) Where do you usually drink - at home, friends' homes, or taverns and other places serving liquor-by-the-drink?

	At Home	Friends' Homes	Bars, etc.	Cafes etc.	Other Answers
	(Percentages read across)				
Respondents Who Use Alcohol	59%	30	30	10	1
<b>AGE:</b>					
16 through 24	45%	34	39	6	2
25 through 44	58%	32	29	16	1
45 through 64	67%	25	25	10	2
65 and over	64%	33	21	5	-
<b>SEX:</b>					
Male	65%	25	30	8	2
Female	51%	35	30	13	1
<b>SIZE OF COMMUNITY:</b>					
Metropolitan	58%	31	30	10	1
Other urban areas	57%	28	30	11	1
Small town and rural	60%	29	30	9	3
<b>URBAN OR RURAL:</b>					
Live in town	58%	30	30	10	1
Live in country	61%	29	31	9	3
<b>EDUCATION:</b>					
Less than complete high school	55%	28	24	6	5
Completed high school	58%	26	31	10	1
Some college	63%	33	30	13	-
College graduate	58%	36	32	12	-
<b>MILES DRIVEN PER WEEK:</b>					
Less than 50	53%	35	25	12	-
50 to 99	57%	25	30	12	2
100 to 199	54%	34	32	10	1
200 or more	66%	26	32	8	2

Q.19: (Asked only of those who use alcohol) Do you sometimes move from one bar to another during an evening?

	<u>Yes</u> (Percentages read across)	<u>No</u>
Respondents Who Use Alcohol	25%	75
<b>AGE:</b>		
16 through 24	36%	64
25 through 44	29%	71
45 through 64	10%	90
65 and over	2%	98
<b>SEX:</b>		
Male	28%	72
Female	21%	79
<b>SIZE OF COMMUNITY:</b>		
Metropolitan	25%	75
Other urban areas	22%	78
Small town and rural	26%	74
<b>URBAN OR RURAL:</b>		
Live in town	25%	75
Live in country	23%	77
<b>EDUCATION:</b>		
Less than complete high school	11%	89
Completed high school	29%	71
Some college	27%	73
College graduate	26%	74
<b>MILES DRIVEN PER WEEK:</b>		
Less than 50	20%	80
50 to 99	24%	76
100 to 199	25%	75
200 or more	28%	72

Q.20: (Asked only of those who use alcohol) Would you say you are a better driver after you've had a couple of drinks, it doesn't make any difference, or not as good a driver?

	<u>Better</u>	<u>No Difference</u>	<u>Not As Good</u>	<u>Don't Know</u>
	(Percentages read across)			
Respondents Who Use Alcohol	1%	30	61	8
AGE:				
16 through 24	4%	28	65	3
25 through 44	1%	28	66	5
45 through 64	-	35%	52	13
65 and over	-	33%	57	10
SEX:				
Male	1%	34	61	4
Female	1%	26	62	11
SIZE OF COMMUNITY:				
Metropolitan	1%	29	61	9
Other urban areas	3%	30	62	5
Small town and rural	-	33%	61	6
URBAN OR RURAL:				
Live in town	2%	29	61	8
Live in country	-	36%	59	5
EDUCATION:				
Less than complete high school	2%	39	49	10
Completed high school	2%	31	57	10
Some college	-	33%	63	4
College graduate	-	17%	80	3
MILES DRIVEN PER WEEK:				
Less than 50	-	24%	65	11
50 to 99	1%	24	66	9
100 to 199	2%	37	52	9
200 or more	1%	35	61	3

Q.21: (Asked only of those who use alcohol) Which of the following would most likely keep you from driving after drinking - fear of an arrest if caught, fear of a crash, or pressure from friends not to drive?

	<u>Fear of Arrest</u>	<u>Fear of A Crash</u>	<u>Pressure From Friends</u>	<u>Don't Know</u>
	(Percentages read across)			
Respondents Who Use Alcohol	15%	76	5	6
<b>AGE:</b>				
16 through 24	18%	76	3	1
25 through 44	16%	81	4	2
45 through 64	15%	73	6	10
65 and over	12%	62	2	29
<b>SEX:</b>				
Male	21%	67	6	10
Female	8%	88	4	2
<b>SIZE OF COMMUNITY:</b>				
Metropolitan	14%	78	5	6
Other urban areas	15%	79	4	5
Small town and rural	17%	72	7	7
<b>URBAN OR RURAL:</b>				
Live in town	14%	77	4	7
Live in country	18%	75	8	4
<b>EDUCATION:</b>				
Less than complete high school	16%	68	5	14
Completed high school	13%	79	6	5
Some college	19%	74	5	5
College graduate	13%	83	4	3
<b>MILES DRIVEN PER WEEK:</b>				
Less than 50	7%	89	2	4
50 to 99	12%	82	2	4
100 to 199	16%	75	8	7
200 or more	21%	66	7	8



Q.22: (Asked only of those who use alcohol) Suppose you were giving a party at which you planned to serve drinks. How likely would you be to also serve some type of food - extremely likely, very likely, somewhat likely, or not at all likely?

	<u>Extremely Likely</u>	<u>Very Likely</u>	<u>Somewhat Likely</u>	<u>Not Likely</u>	<u>No Opinion</u>
	(Percentages read across)				
Respondents Who Use Alcohol	67%	24	4	3	3
AGE:					
16 through 24	55%	34	9	2	-
25 through 44	78%	19	2	1	-
45 through 64	71%	18	4	3	4
65 and over	64%	7	7	7	14
SEX:					
Male	59%	28	5	4	3
Female	77%	18	3	1	2
SIZE OF COMMUNITY:					
Metropolitan	72%	23	2	3	1
Other urban areas	60%	23	9	4	4
Small town and rural	67%	26	3	1	3
URBAN OR RURAL:					
Live in town	67%	22	5	2	3
Live in country	68%	27	1	3	1
EDUCATION:					
Less than complete high school	56%	25	6	4	9
Completed high school	65%	25	5	3	2
Some college	71%	24	2	2	1
College graduate	79%	18	1	1	-
MILES DRIVEN PER WEEK:					
Less than 50	69%	23	4	1	2
50 to 99	64%	22	6	3	4
100 to 199	69%	23	3	4	2
200 or more	68%	26	3	1	2

Q.23: (Asked only of those who use alcohol) How likely are you to plan a party where drinking is cut off at a certain time and replace with nonalcoholic beverages and food?

	<u>Extremely Likely</u>	<u>Very Likely</u>	<u>Somewhat Likely</u>	<u>Not Likely</u>	<u>No Opinion</u>
(Percentages read across)					
Respondents Who Use Alcohol	13%	20	20	40	6**
<b>AGE:</b>					
16 through 24	5%	19	29	45	2
25 through 44	12%	17	24	46	1
45 through 64	16%	25	17	30	11
65 and over	19%	21	7	29	24
<b>SEX:</b>					
Male	9%	18	16	48	9
Female	16%	24	25	31	4
<b>SIZE OF COMMUNITY:</b>					
Metropolitan	11%	18	23	42	6
Other urban areas	16%	21	17	37	8
Small town and rural	11%	23	19	41	6
<b>URBAN OR RURAL:</b>					
Live in town	11%	20	20	42	7
Live in country	17%	23	23	34	4
<b>EDUCATION:</b>					
Less than complete high school	6%	26	18	31	19
Completed high school	14%	22	20	39	5
Some college	13%	16	21	48	2
College graduate	15%	17	22	43	3
<b>MILES DRIVEN PER WEEK:</b>					
Less than 50	16%	23	23	35	3
50 to 99	10%	22	25	36	7
100 to 199	15%	20	17	42	6
200 or more	10%	18	19	45	8

\*\* Includes one respondent who refused to answer the question.

Q.24: (Asked only of those who use alcohol) If you were giving a party at which you planned to serve drinks, how likely are you to ask who is driving home?

	<u>Extremely Likely</u>	<u>Very Likely</u>	<u>Somewhat Likely</u>	<u>Not Likely</u>	<u>No Opinion</u>
	(Percentages read across)				
Respondents Who Use Alcohol	18%	20	23	34	5
<b>AGE:</b>					
16 through 24	25%	22	32	21	*
25 through 44	19%	19	29	33	1
45 through 64	14%	17	16	43	10
65 and over	12%	19	7	43	19
<b>SEX:</b>					
Male	14%	19	25	36	6
Female	23%	22	20	32	3
<b>SIZE OF COMMUNITY:</b>					
Metropolitan	22%	17	25	32	4
Other urban areas	17%	23	22	33	5
Small town and rural	15%	21	20	38	6
<b>URBAN OR RURAL:</b>					
Live in town	18%	21	23	33	5
Live in country	19%	17	21	40	4
<b>EDUCATION:</b>					
Less than complete high school	23%	20	17	30	10
Completed high school	18%	22	22	32	6
Some college	20%	20	19	39	1
College graduate	13%	14	35	35	3
<b>MILES DRIVEN PER WEEK:</b>					
Less than 50	22%	17	20	36	5
50 to 99	13%	24	24	35	4
100 to 199	18%	22	25	32	3
200 or more	19%	18	23	34	6

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

Q.25: (Asked only of those who use alcohol) How likely are you to avoid offering drinks to a guest who is becoming intoxicated?

	<u>Extremely Likely</u>	<u>Very Likely</u>	<u>Somewhat Likely</u>	<u>Not Likely</u>	<u>No Opinion</u>
<b>Respondents Who Use Alcohol</b>	56%	20	11	9	4
<b>AGE:</b>					
16 through 24	46%	26	17	11	*
25 through 44	45%	29	15	9	1
45 through 64	67%	13	3	9	8
65 and over	81%	2	-	2	14
<b>SEX:</b>					
Male	51%	20	12	12	5
Female	60%	21	10	6	3
<b>SIZE OF COMMUNITY:</b>					
Metropolitan	56%	23	12	6	3
Other urban areas	56%	16	8	14	5
Small town and rural	53%	20	12	9	5
<b>URBAN OR RURAL:</b>					
Live in town	54%	20	11	10	5
Live in country	58%	22	10	8	3
<b>EDUCATION:</b>					
Less than complete high school	68%	11	4	11	6
Completed high school	50%	19	14	11	6
Some college	59%	21	11	8	1
College graduate	51%	32	13	3	1
<b>MILES DRIVEN PER WEEK:</b>					
Less than 50	59%	15	12	8	6
50 to 99	47%	22	16	11	3
100 to 199	58%	19	13	7	4
200 or more	55%	24	7	10	3

Q.26: (Asked only of those who use alcohol) If you and another person are going to a party, how likely are you to agree ahead of time that one of you will limit your drinking and drive home?

	Extremely Likely	Very Likely	Somewhat Likely	Not Likely	No Opinion
	(Percentages read across)				
Respondents Who Use Alcohol	33%	25	14	22	6
AGE:					
16 through 24	43%	29	18	10	*
25 through 44	32%	26	15	26	1
45 through 64	25%	23	14	27	11
65 and over	33%	17	2	19	29
SEX:					
Male	25%	26	18	24	7
Female	43%	23	10	19	5
SIZE OF COMMUNITY:					
Metropolitan	29%	24	15	27	5
Other urban areas	38%	25	14	14	9
Small town and rural	34%	26	14	21	5
URBAN OR RURAL:					
Live in town	32%	25	13	23	7
Live in country	36%	23	19	18	4
EDUCATION:					
Less than complete high school	31%	26	11	19	13
Completed high school	34%	25	14	20	6
Some college	36%	19	16	24	4
College graduate	27%	30	14	25	4
MILES DRIVEN PER WEEK:					
Less than 50	38%	22	8	24	7
50 to 99	25%	29	19	21	6
100 to 199	39%	25	12	19	5
200 or more	31%	24	17	23	6

\* Less than ½ of 1 percent.

Q.27: (All respondents) Have you ever heard the term, "implied consent?"

	<u>Yes</u> (Percentages read across)	<u>No</u>
Iowa Licensed Drivers	46%	54
<b>AGE:</b>		
16 through 24	38%	62
25 through 44	49%	51
45 through 64	54%	46
65 and over	40%	60
<b>SEX:</b>		
Male	52%	48
Female	41%	59
<b>SIZE OF COMMUNITY:</b>		
Metropolitan	51%	49
Other urban areas	42%	58
Small town and rural	44%	56
<b>URBAN OR RURAL:</b>		
Live in town	45%	55
Live in country	50%	50
<b>EDUCATION:</b>		
Less than complete high school	34%	66
Completed high school	39%	61
Some college	60%	40
College graduate	64%	36
<b>MILES DRIVEN PER WEEK:</b>		
Less than 50	35%	65
50 to 99	44%	56
100 to 199	51%	49
200 or more	54%	46

Q.27a: (If "yes" on Q.27) What does it mean to you?

	<u>Percent Asked</u>	<u>Correct Answers</u>	<u>Incorrect Answers</u>	<u>Vague, Partially Correct</u>	<u>Don't Know</u>
	(Percentages read across)				
Iowa Licensed Drivers	(46%)	4%	10	11	21
<b>AGE:</b>					
16 through 24	(38%)	3%	6	7	22
25 through 44	(49%)	5%	9	13	22
45 through 64	(54%)	6%	17	11	20
65 and over	(40%)	4%	9	12	15
<b>SEX:</b>					
Male	(52%)	7%	12	12	20
Female	(41%)	2%	9	9	22
<b>SIZE OF COMMUNITY:</b>					
Metropolitan	(51%)	6%	12	14	20
Other urban areas	(42%)	4%	9	9	20
Small town and rural	(44%)	4%	10	9	22
<b>URBAN OR RURAL:</b>					
Live in town	(45%)	4%	10	11	20
Live in country	(50%)	6%	11	9	24
<b>EDUCATION:</b>					
Less than complete high school	(34%)	3%	9	2	20
Completed high school	(39%)	3%	12	9	15
Some college	(60%)	7%	6	16	31
College graduate	(64%)	6%	15	21	23
<b>MILES DRIVEN PER WEEK:</b>					
Less than 50	(35%)	2%	7	8	18
50 to 99	(44%)	3%	10	9	22
100 to 199	(51%)	3%	11	14	24
200 or more	(54%)	8%	13	12	21

## Q.28: Agreement with statements regarding use of alcohol:

(A) A can of beer is less intoxicating than an average drink of liquor

	<u>Strongly Agree</u>	<u>Somewhat Agree</u>	<u>Somewhat Disagree</u>	<u>Strongly Disagree</u>	<u>No Opinion</u>
Iowa Licensed Drivers	14%	26	22	25	13
AGE:					
16 through 24	22%	31	21	23	3
25 through 44	13%	24	23	30	10
45 through 64	14%	21	25	26	14
65 and over	14%	27	13	14	32
SEX:					
Male	18%	27	19	25	11
Female	10%	26	25	24	15
SIZE OF COMMUNITY:					
Metropolitan	13%	26	24	28	9
Other urban areas	16%	26	20	21	17
Small town and rural	15%	25	23	23	14
URBAN OR RURAL:					
Live in town	14%	27	23	24	12
Live in country	17%	23	20	25	15
EDUCATION:					
Less than complete high school	13%	29	19	21	18
Completed high school	17%	23	13	28	13
Some college	12%	22	32	22	12
College graduate	15%	33	24	24	4
MILES DRIVEN PER WEEK:					
Less than 50	12%	23	25	20	20
50 to 99	14%	29	22	27	8
100 to 199	15%	24	21	28	12
200 or more	16%	28	22	24	10



Q.28: Agreement with statements regarding use of alcohol:

(B) Drinking black coffee helps sober up a person

	<u>Strongly Agree</u>	<u>Somewhat Agree</u>	<u>Somewhat Disagree</u>	<u>Strongly Disagree</u>	<u>No Opinion</u>
	(Percentages read across)				
Iowa Licensed Drivers	8%	25	19	35	13
<b>AGE:</b>					
16 through 24	5%	19	17	55	4
25 through 44	11%	24	21	36	8
45 through 64	9%	26	17	32	16
65 and over	7%	31	19	10	33
<b>SEX:</b>					
Male	7%	24	17	39	12
Female	9%	27	20	30	14
<b>SIZE OF COMMUNITY:</b>					
Metropolitan	8%	24	17	42	8
Other urban areas	8%	28	17	30	17
Small town and rural	9%	24	21	29	17
<b>URBAN OR RURAL:</b>					
Live in town	7%	26	19	34	14
Live in country	11%	22	17	36	13
<b>EDUCATION:</b>					
Less than complete high school	10%	33	15	26	16
Completed high school	7%	22	20	39	12
Some college	9%	22	21	34	13
College graduate	8%	25	16	38	13
<b>MILES DRIVEN PER WEEK:</b>					
Less than 50	9%	27	16	32	16
50 to 99	8%	32	18	29	13
100 to 199	10%	22	19	35	13
200 or more	7%	22	20	40	11

Q.29: Have you ever heard the term, "blood alcohol content?"

	<u>Yes</u>	<u>No</u>
	(Percentages read across)	
Iowa Licensed Drivers	91%	9
<b>AGE:</b>		
16 through 24	90%	10
25 through 44	98%	2
45 through 64	93%	7
65 and over	75%	25
<b>SEX:</b>		
Male	93%	7
Female	89%	11
<b>SIZE OF COMMUNITY:</b>		
Metropolitan	92%	8
Other urban areas	92%	8
Small town and rural	88%	12
<b>URBAN OR RURAL:</b>		
Live in town	92%	8
Live in country	88%	12
<b>EDUCATION:</b>		
Less than complete high school	82%	18
Completed high school	93%	7
Some college	96%	4
College graduate	93%	7
<b>MILES DRIVEN PER WEEK:</b>		
Less than 50	86%	14
50 to 99	93%	7
100 to 199	89%	11
200 or more	96%	4

Q.29a: (If "yes" on Q.29) What does it mean to you?

	<u>Percent Asked</u>	<u>Correct Answers</u>	<u>Incorrect Answers</u>	<u>Vague Answers</u>	<u>Don't Know</u>
	(Percentages read across)				
Iowa Licensed Drivers	(91%)	84%	2	1	4
<b>AGE:</b>					
16 through 24	(90%)	83%	3	-	4
25 through 44	(98%)	96%	*	*	1
45 through 64	(93%)	85%	3	1	3
65 and over	(75%)	60%	2	4	9
<b>SEX:</b>					
Male	(93%)	83%	3	1	6
Female	(89%)	84%	2	1	2
<b>SIZE OF COMMUNITY:</b>					
Metropolitan	(92%)	86%	2	1	3
Other urban areas	(92%)	84%	2	1	5
Small town and rural	(88%)	80%	2	1	5
<b>URBAN OR RURAL:</b>					
Live in town	(92%)	84%	2	1	4
Live in country	(88%)	81%	2	-	5
<b>EDUCATION:</b>					
Less than complete high school	(82%)	65%	5	2	9
Completed high school	(93%)	85%	2	1	4
Some college	(96%)	94%	1	1	-
College graduate	(93%)	92%	-	-	1
<b>MILES DRIVEN PER WEEK:</b>					
Less than 50	(86%)	78%	2	1	5
50 to 99	(93%)	87%	2	-	4
100 to 199	(89%)	86%	1	-	2
200 or more	(96%)	85%	3	3	4

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

Q.30: The next question deals with the social acceptability of drinking and driving. Among your own friends, is it considered socially acceptable to drive after several drinks, such as four or more, or not socially acceptable?

	<u>Socially Acceptable</u>	<u>Not Socially Acceptable</u>	<u>No Opinion</u>
	(Percentages read across)		
Iowa Licensed Drivers	35%	59	6
<b>AGE:</b>			
16 through 24	47%	50	3
25 through 44	49%	47	4
45 through 64	23%	65	12
65 and over	5%	83	12
<b>SEX:</b>			
Male	35%	57	8
Female	34%	61	5
<b>SIZE OF COMMUNITY:</b>			
Metropolitan	38%	55	7
Other urban areas	32%	62	5
Small town and rural	33%	61	6
<b>URBAN OR RURAL:</b>			
Live in town	35%	57	8
Live in country	33%	64	3
<b>EDUCATION:</b>			
Less than complete high school	20%	72	8
Completed high school	39%	55	6
Some college	37%	57	6
College graduate	43%	53	4
<b>MILES DRIVEN PER WEEK:</b>			
Less than 50	27%	66	7
50 to 99	39%	59	2
100 to 199	33%	59	8
200 or more	40%	52	8

Q.31: During the past year, have you taken any action to prevent someone from driving after having too many drinks?

	<u>Yes</u> (Percentages read across)	<u>No</u>
Iowa Licensed Drivers	42%	58
<b>AGE:</b>		
16 through 24	66%	34
25 through 44	56%	44
45 through 64	21%	79
65 and over	6%	94
<b>SEX:</b>		
Male	41%	59
Female	43%	57
<b>SIZE OF COMMUNITY:</b>		
Metropolitan	45%	55
Other urban areas	36%	64
Small town and rural	44%	56
<b>URBAN OR RURAL:</b>		
Live in town	42%	58
Live in country	42%	58
<b>EDUCATION:</b>		
Less than complete high school	31%	69
Completed high school	44%	56
Some college	47%	53
College graduate	49%	51
<b>MILES DRIVEN PER WEEK:</b>		
Less than 50	35%	65
50 to 99	44%	56
100 to 199	44%	56
200 or more	47%	53

Q.31a: (If "yes" on Q.31) How did you handle it? What did you do?

	<u>Percent Asked</u>	<u>Had Other Person Drive</u>	<u>Made Person Stay</u>	<u>Told Them</u>	<u>Gave Food, Coffee</u>	<u>Other Answers</u>
		(Percentages read across)				
Iowa Licensed Drivers	(42%)	37%	3	2	1	1
<b>AGE:</b>						
16 through 24	(66%)	56%	8	3	-	1
25 through 44	(56%)	50%	4	2	1	1
45 through 64	(21%)	20%	-	-	-	1
65 and over	( 6%)	4%	1	2	-	-
<b>SEX:</b>						
Male	(41%)	35%	4	3	-	1
Female	(43%)	39%	3	1	1	1
<b>SIZE OF COMMUNITY:</b>						
Metropolitan	(45%)	39%	4	2	-	1
Other urban areas	(36%)	31%	3	2	-	1
Small town and rural	(44%)	38%	4	3	1	1
<b>URBAN OR RURAL:</b>						
Live in town	(42%)	38%	3	2	-	1
Live in country	(42%)	32%	6	4	1	1
<b>EDUCATION:</b>						
Less than complete high school	(31%)	24%	4	3	-	1
Completed high school	(44%)	41%	2	1	1	-
Some college	(47%)	39%	5	4	-	2
College graduate	(49%)	43%	4	2	1	1
<b>MILES DRIVEN PER WEEK:</b>						
Less than 50	(35%)	32%	2	1	-	1
50 to 99	(44%)	37%	2	3	2	1
100 to 199	(44%)	38%	5	3	-	1
200 or more	(47%)	40%	5	2	-	2

Q.33: (Asked only of those aged 16-24) Do you know of anyone who ever uses drugs at the same time as alcohol?

	<u>Yes</u> (Percentages read across)	<u>No</u>
Young People, 16 through 24	33%	67
<b>SEX:</b>		
Male	38%	62
Female	28%	72
<b>SIZE OF COMMUNITY:</b>		
Metropolitan	44%	56
Other urban areas	28%	72
Small town and rural	25%	75
<b>URBAN OR RURAL:</b>		
Live in town	34%	66
Live in country	30%	70
<b>EDUCATION:</b>		
Less than complete high school	26%	74
Completed high school	38%	62
Attended college	35%	65
<b>MILES DRIVEN PER WEEK:</b>		
Less than 50	24%	76
50 to 99	41%	59
100 to 199	45%	55
200 or more	31%	69

Q.33a: (If "yes" on Q.33) What kind of drugs would you say they usually use?

	Percent Asked	Mari- juana	Uppers, etc.	Heroin, etc.	Downers, etc.	Other	Don't Know
(Percentages read across)							
Young People, 16 through 24 (33%)	27%	8	2	1	1	2	
<b>SEX:</b>							
Male (38%)	31%	6	2	1	-	4	
Female (28%)	23%	9	1	2	2	-	
<b>SIZE OF COMMUNITY:</b>							
Metropolitan (44%)	34%	10	1	3	2	3	
Other urban areas (28%)	25%	7	2	1	1	-	
Small town and rural (25%)	20%	5	2	-	-	2	
<b>URBAN OR RURAL:</b>							
Live in town (34%)	28%	8	*	1	1	2	
Live in country (30%)	24%	7	5	1	1	3	
<b>EDUCATION:</b>							
Less than complete high school (26%)	20%	5	2	-	1	2	
Completed high school (38%)	29%	13	1	2	1	1	
Attended college (35%)	31%	4	2	2	1	3	
<b>MILES DRIVEN PER WEEK:</b>							
Less than 50 (24%)	19%	6	1	2	-	1	
50 to 99 (41%)	32%	11	1	3	4	1	
100 to 199 (45%)	36%	9	3	-	-	5	
200 or more (31%)	26%	6	2	-	-	2	

\*Less than ½ of 1 percent.



Q.34: (Asked only of those aged 16-24) Whose advice would you be most likely to ask and trust regarding the use of alcohol, drugs and marijuana - your minister, parents, friends, school guidance counselor, doctor, teacher, or someone else?

	<u>Minis- ter</u>	<u>Par- ents</u>	<u>Friends</u>	<u>Coun- selor</u>	<u>Doc- tor</u>	<u>Tea- cher</u>	<u>Other</u>	<u>No One</u>	<u>Not Sure</u>
	(Percentages read across)								
Young People, 16 through 24	5%	34	18	6	31	2	6	4	1
<b>SEX:</b>									
Male	6%	33	16	7	28	3	5	5	2
Female	5%	35	20	5	34	1	6	2	1
<b>SIZE OF COMMUNITY:</b>									
Metropolitan	6%	30	22	5	31	3	5	4	2
Other urban areas	6%	39	19	10	30	2	4	-	2
Small town and rural	4%	35	12	5	33	-	8	6	-
<b>URBAN OR RURAL:</b>									
Live in town	5%	35	18	5	32	3	6	4	1
Live in country	7%	30	17	9	29	-	5	3	1
<b>EDUCATION:</b>									
Less than complete high school	5%	47	17	10	16	-	4	4	-
Completed high school	5%	35	19	5	33	2	6	2	2
Attended college	6%	21	18	5	44	4	7	5	2
<b>MILES DRIVEN PER WEEK:</b>									
Less than 50	5%	43	16	8	29	-	5	4	1
50 to 99	7%	32	15	4	37	3	6	3	-
100 to 199	7%	19	21	3	31	5	10	3	2
200 or more	3%	34	21	8	29	2	3	5	3

Q.35: If your friends had a party, such as a kegger, would you normally expect food to be available?

	<u>Yes</u>	<u>No</u>	<u>Don't</u> <u>Know</u>
	(Percentages read across)		
Young People, 16 through 24	57%	39	4
<b>SEX:</b>			
Male	56%	42	2
Female	57%	36	7
<b>SIZE OF COMMUNITY:</b>			
Metropolitan	50%	48	2
Other urban areas	54%	37	9
Small town and rural	68%	29	3
<b>URBAN OR RURAL:</b>			
Live in town	57%	39	4
Live in country	58%	37	5
<b>EDUCATION:</b>			
Less than complete high school	53%	44	3
Completed high school	58%	36	6
Attended college	60%	36	4
<b>MILES DRIVEN PER WEEK:</b>			
Less than 50	56%	38	6
50 to 99	56%	38	6
100 to 199	55%	45	-
200 or more	61%	36	3

SUMMARIES OF VERBATIM COMMENTS



**CENTRAL SURVEYS, INC.**

P.O. BOX 100 • SHENANDOAH, IOWA 51601 • (712) 246-1630

"Helping people to understand people ... since 1937"

Preventing Someone From Driving  
After Having Too Many Drinks

Q.31: During the past year have you taken any action to prevent someone from driving after having too many drinks?

Q.31a: (If "yes") How did you handle it? What did you do?

(257 respondents say they have taken action  
to prevent someone from driving after drinking)

- 223 provided the person with a ride home: "I drove them home," "I took the keys and had someone else drive them home," "We were with friends - he was too drunk to drive his car so my husband drove home," "I told my boy friend I would drive because he wasn't able to," "I took them home or saw that they had a ride home," "I drove myself rather than my husband," "I'm manager of a restaurant - I saw someone drunk and called him a cab," "My father and date took me along and they both had a little too much to drink so I said I'd drive home," "In July we had our tenth year class reunion - I let my wife drive me home," "I took the wheel and put him in the back seat and did the driving myself," "I had my parents take my girl home," etc.
- 20 made him sleep it off, made them stay overnight: "I told them they were not driving and made them stay overnight," "They had been visiting us and I told them to stay overnight with us and drive in the morning so they did," "We put them up in the guest bedroom," "I took the keys away and made him stay all night," "I offered them a place to sleep, and took the keys so they couldn't drive," etc.
- 13 simply told the person not to drive: "I told him he could not drive," "I told some kids in my restaurant they shouldn't drive," "I talked to teenagers about being picked up and we tried to give some advice," "I just told them they shouldn't drive - he didn't," "I told them not to drive - Iowa is strict," "I just said they couldn't drive and they didn't," etc.
- 4 sobered them up first: "I kept them here until they were sober," "We had a party here - some were not sober enough so we made them stay and we played volleyball until they were sober enough to drive," "We sobered him up before allowing him to drive," or "I am a registered nurse and we just simply retain them until they are sober."

8 give miscellaneous answers.

2 "I tried to convince him not to drive and let someone else take him home but was not successful" or "I asked if I could take him home and he refused."

1 "I attempted to but to no avail - I offered to drive, etc. and was told I had no legal right, which I didn't have."

1 "I told them someone else would have to drive and called their parents when they refused me."

1 "I just tried to talk them out of it but was not successful."

1 "I just told them to watch it and they did."

1 "I tried to talk him into staying all night and sleep it off - he refused and got in an accident and was killed."

1 "Made several arrests."

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