

WI ATTITUDES SURVEY - Overall Dataset, All Coalition Data (N=2,554)

Q1a: In your opinion, regardless of how often it happens, how much of a problem is: Acceptance of heavy drinking as a part of normal life?

	Frequency	Percent
Not a problem	48	2.3
A little/Somewhat of a problem	445	21.3
Quite/Great problem	1595	76.4
Total	2088	100.0

Q1b: In your opinion, regardless of how often it happens, how much of a problem is: People having 5 or more drinks on one occasion?

	Frequency	Percent
Not a problem	159	7.6
A little/Somewhat of a problem	663	31.7
Quite/Great problem	1269	60.7
Total	2091	100.0

Q1c: In your opinion, regardless of how often it happens, how much of a problem is: People driving under the influence of alcohol?

	Frequency	Percent
Not a problem	8	.4
A little/Somewhat of a problem	170	8.2
Quite/Great problem	1896	91.4
Total	2074	100.0

Q1d: In your opinion, regardless of how often it happens, how much of a problem is: Teens, under the age of 18, drinking alcohol?

	Frequency	Percent
Not a problem	16	.8
A little/Somewhat of a problem	344	16.6
Quite/Great problem	1715	82.7
Total	2075	100.0

Q1e: In your opinion, regardless of how often it happens, how much of a problem is: Adults, ages 18 to 20, drinking alcohol?

	Frequency	Percent
Not a problem	89	4.3
A little/Somewhat of a problem	545	26.4
Quite/Great problem	1427	69.2
Total	2061	100.0

Q1f: In your opinion, regardless of how often it happens, how much of a problem is: Parents who allow their children (younger than 21) to drink?

	Frequency	Percent
--	-----------	---------

Not a problem	107	5.1
A little/Somewhat of a problem	731	35.2
Quite/Great problem	1240	59.7
Total	2078	100.0

Q1g: In your opinion, regardless of how often it happens, how much of a problem is: Alcohol use in the home with children and young adults (younger than 21) present?

	Frequency	Percent
Not a problem	307	14.7
A little/Somewhat of a problem	980	47.0
Quite/Great problem	796	38.2
Total	2083	100.0

Q1h: In your opinion, regardless of how often it happens, how much of a problem is: The drinking culture in Wisconsin?

	Frequency	Percent
Not a problem	78	3.8
A little/Somewhat of a problem	564	27.1
Quite/Great problem	1437	69.1
Total	2079	100.0

Q2a: In your opinion, how much do people risk harming themselves physically and in other ways when they have 4-5 drinks once or twice a week?

	Frequency	Percent
No risk	74	3.7
Slight/Moderate risk	1134	57.0
Great risk	781	39.3
Total	1989	100.0

Q2b: In your opinion, how much do people risk harming themselves physically and in other ways when they have 4-5 drinks nearly every day?

	Frequency	Percent
No risk	14	.7
Slight/Moderate risk	243	12.0
Great risk	1765	87.3
Total	2022	100.0

In the past year, drinking has interfered with my life. Note: This is a calculated question based on answers to q3a-g (below).

	Frequency	Percent
No	784	40.3
Yes	1160	59.7
Total	1944	100.0

Q3a: Next, in the past year, has drinking by other people interfered with your life by: Interrupting your sleep?

	Frequency	Percent
No	1535	73.7
Yes	548	26.3
Total	2083	100.0

Q3b: Next, in the past year, has drinking by other people interfered with your life by: Preventing you from enjoying social activities such as concerts or sports?

	Frequency	Percent
No	1390	66.7
Yes	695	33.3
Total	2085	100.0

Q3c: Next, in the past year, has drinking by other people interfered with your life by: Resulting in you riding with an intoxicated driver?

	Frequency	Percent
No	1864	89.6
Yes	217	10.4
Total	2081	100.0

Q3d: Next, in the past year, has drinking by other people interfered with your life by: Making you feel unsafe?

	Frequency	Percent
No	1440	69.1
Yes	643	30.9
Total	2083	100.0

Q3e: Next, in the past year, has drinking by other people interfered with your life by: Resulting in damage to your personal property or environment?

	Frequency	Percent
No	1798	86.7
Yes	276	13.3
Total	2074	100.0

Q3f: Next, in the past year, has drinking by other people interfered with your life by: Causing you to be the victim of a malicious act by intoxicated persons?

	Frequency	Percent
No	1923	92.5
Yes	155	7.5
Total	2078	100.0

Q3g: Next, in the past year, has drinking by other people interfered with your life by: Interfering in your life other ways?

	Frequency	Percent
No	1580	80.0
Yes	394	20.0
Total	1974	100.0

Q3g: Next, in the past year, has drinking by other people interfered with your life by: Interfering in your life other ways? If yes, please tell us how: TEXT

	Frequency
14 yr old daughter was raped by a drunk teen, she had not been drinking	1
A co-worker who is an alcoholic and comes to work hung over and in a bad mood	1
Achieving optimal productivity	1
Acting stupid around me in a public place where heavy drinking is tolerated, for example, at a baseball game or football game	1
Adult child abusing alcohol lost a job.	1
Adult children	1
Affecting norms of community and youth drinking	1
Affects my work - Alcohol use making agency clients make poor decisions, putting themselves at risk, etc.	1
Alcohol a priority in the lives of loved ones	1
Alcohol is not a part of my life since my divorce from an alcoholic- however it is constantly in my life affecting my children- because even though he is not allowed in their life, that has just as great an impact on them as if he were around. They have the feeling they were not good enough for him to stop drinking for.	1
Alcohol is not part of my life or that of my family	1
Alcohol use by family members cause problems in familial settings. Neighbors have loud parties which is disturbing.	1
Alcoholic ex-boyfriend made my life miserable, then I dumped him.	1
Alcoholic parents/divorce	1
ALCOHOLIC RELATIVES CREATING DIFFICULT HOME ENVIRONMENT	1
Alcoholism in family	1
Always drinking at family get togethers	1
Annoying	1
Annoying obnoxious local drunk person	1
Another parent allowing her 14 year old to drink and my 14 year old and his friend were trying to understand why a parent would be so dumb	1
Anxiety by reading in the paper or hearing news stories about accidents/deaths related to drinking and driving.	1
As a Coach, athletes caught in violation of the athletic code for the sport disrupts the team success.	1
As a coach, I have seen underage drinking violations every year	1
As a emergency service provider, having to respond to an emergency	1
As a parent trying to relate to 23 year old alcoholic step-son who has attempted to suicide.	1
As an educator at least one of my students is affected every day by alcohol use in their family, and in turn this affects me and the rest of my class.	1
Bad Language because we live next to a bar	1
Bar in neighborhood attracts a different type of person safety issues disrespectful	1
Beer cans on lawn, drunk people disruptive at a restaurant	1
Being able to enjoy family occasions	1
Being in recovery and having a husband on a self destructive journey. It causes me to not sleep well and feeling like I don't have control.	1
Best friend who drinks when depressed.	1
Breaking a trust	1

Broke a friend's marriage	1
Broken families	1
Brother's alcoholism (in another state)	1
By making a non-drinker feel like an outcast.	1
By my son not having a grandma.	1
Caused me to worry about intoxicated persons' ability to get home safely	1
Causing grief due to my family being victims of a malicious act by an intoxicated persons.	1
Causing problems with the rental agency and residents of my current residence.	1
Causing stress/worry	29
Changing of evening schedule to avoid times of higher drunk drivers on the road.	1
Cheating spouse	2
Child abused by drunk 21yr. old	1
Children not safe	1
Children of alcoholic	1
Close friend drinks too much. It is difficult to be around.	1
Close friend was killed by a drunk driver	1
Complications from alcoholism killed my father	1
Concern for a friend	1
Concern for family member	45
Concern for friend	2
Concerned about drunk drivers.	11
Concerns about the safety of others	1
Cost in the legal system borne by taxpayers	1
Cost of alcohol abuse	1
Daughter calling when her husband is drunk driving home	1
Daughter dates older man with drinking issues/dui/now has his baby	1
Daughter was killed by a d	1
Dealing with a co worker drunk and A drunk driver clipped a light post causing my power to be knocked out last winter	1
Dealing with alcohol related health related issues with others not living with us	1
Dealing with an alcoholic neighbor	1
Dealing with my son riding with an impaired friend, because he wasn't confident enough to say he wouldn't ride with him or do the driving.	1
Dealing with young people whose parents use	1
Death	1
Death of a brother-in-law from alcoholism has caused depression in my husband and son.	1
Depression	1
Destroying family gathering	4
Destroying the family gathering	2
Destroys families	1
Divorce	2
don't drink anymore!!!	1
Don't want to attend certain events	1
Drinking affects the whole family.	1
Drinking parties next door where drugs are sold and police know but do nothing	1
Driving her home before we had our meal at the restaurant because she vomited	1
Drunk neighbors fighting on holidays -- not at a later hour -- during the day/afternoon.	1
Drunk Phone Calls	1
dui, divorce	1
Dealing with people and relationships harmed by alcohol abuse (i.e. dealing with after effects)	1
Effects on children	5
Effects students I teach	1

Embarassing to be around them	1
Embarassment in a social environment	1
Embarrassment for the drinker	1
Exposing my kids to bad behaviors, language	1
Family at the bar on Christmas Eve. Then coming to a family home intoxicated. I realize everyone doesn't go to church, but it has always caused some friction. We no longer have family over on Christmas Eve, but choose another weekend for family to get together. It's kind of sad.	1
Family member drinking	10
Family members death	1
Family members have had have life changing experiences from abuse of alcohol, relationships, financial problems, legal problems etc.	1
Family/friend gatherings use of obnoxious language/violence/adultery	1
Fear of children's safety. Fear of progression	1
Feeling of disappointment in others as far as how their drinking affected their children	1
Feeling uncomfortable	1
Feelings of empathy for others who lose family members needlessly because of drunk drivers	1
Fights	1
Financial	3
Friend killed by a drunk driver	1
FRIEND'S HUSBAND HAS A PROBLEM	1
Friends acting stupid	1
Friends having drinking problems and needing support	1
Garbage and vandalism in my work neighborhood.	1
General decline in expectations of sobriety/heavy use	1
Going out to dance and have fun at a club and people intoxicated to the point of being belligerent or needing to be removed from the club due to heavy drinking. Not safe on dance floor.	1
Had to pick up drunk person and take home.	1
Have to babysit my drunk friends	1
Have to call 9-1-1 on several occassions to report inappropriate activity in the neighborhood by people under the influence of alcohol and/or other drugs	1
Having to go get them and bring them to our house at 2am or later	1
Having to listen to arguments because relatives were drinking	1
Having to pick people up so they don't drink and drive. But, I would rather do that than have them drive!	1
Having to treat them	1
Hearing about these idiots causing deaths/ accidents on the news every morning.	1
I don't drink, neither does my family	1
I don't know	1
I get called in to work when the Emergency Department is busy.	1
I get called out to work alot and am very fearful of drunk drivers I may meet on the road during the night and weekends.	1
I grew up on the south end of town and watched my dad who owed a funeral home almost cry when on homecoming weekends students would try and tear out his fountain.blow a bush out of the ground,rip his signs out, pee on our fence..I spent many anight satyi awake trying to catch these kids ... I always hoped when they became a family person they would have payback to see how this affects a person....I felt so sorry for my dad-he took such pride in everything he did and they have it ruined by a bunch of dunks!!!!!!	1
I have to drive even when I don't want to.	1

I haven't had a drink in 4 years. But by me watching the mother of my children, neglect them. This has resulting me into a worrystate for there wellbeing.	1
I set an example for my children regarding not drinking. Our 18 year old neighbor had a hit and run charge dropped when she was intoxicated and told everyone in the neighborhood about it. Poor judicial follow through negates any consequences parents tryto point out to their children. Now that information is available on CCAP these stories are easily validated.	1
I was slipped roofies	1
I will never drive or ride with anyone who has been drinking at all. This means that I always drive. In my experience, even when people say they won't drink they will, and they don't seem to think it is a problem.	1
I work with teenagers and the stories they tell me are disturbing	1
I'm a police officer....interfers with me getting done at the end of my shift.... i see the effects ffirst hand	1
Impared driving	1
Inappropriate behavior at youth sporting events	1
Increased car insurance due to a DUI 11/2 years ago by spouse	1
Increased medical issues	1
Interfered with my relationship with my son	1
Its what EVERYONE does	1
Just being a pain	1
Litter	1
Loss of close friendships due to them "falling off the wagon"	1
Loss of loved ones	1
Loud Parties and yelling outside by our neighbors	1
Makes educating my students very challenging	1
Makes me sad that they can think of nothing better to do	1
Making the general downtown environment unpleasant (I avoid restaurants there on Thur/Fri/Sat because of the drinking and bar activities).	1
Mental abuse	1
Morally	1
My adult kids are afraid to drive home so they call me, wfether they have a couple or many!!	1
My adult son, over 21, got his first OWI	1
My best friend was shot and killed by her drunk husband leaving two grown boys and one grandson without a very important person in their lives!	1
My elderly parents' neighbors' (on both sides) drinking parties has caused my parents much anxiety.	1
My kids have spent money on alcohol and then not had money to pay for other things that I ended up paying for!	1
My step daughter lives with me with her two daughters, ages 2 and 4. She goes out at night and I have a 50/50 chance she will be back before the girls wake up. It's very stressful for me. I have to go to work and I have to start calling her to get her hom. She sleeps it off on the couch and gets up to deal with the kids but doesnt interact with them. She has caused me to be late to work before. Because she is burning a candle at both ends she is short tempered with everyone at home but comes to life once he is back with her friends. Because she is hung over, her already bad habit of putting things off just gets worse. She has lost free day care through the state because she doesnt file her paper work. It would OK if she would just go out and come home bu she always ends up out all night. She doesnt have a car so she is at the mercy of whoever drives but I doubt she tries very hard to get home.	1
Negative influence on my child by being around other children the same age who are allowed to drink (by their parents)	1
Neighbors drinking playing loud music after midnight	1
Noise at night by neighbors drinking	1

Not able to enjoy own backyard b/c of intoxicated neighbors	1
Not letting children be raised in a safe environment	1
Not so much in the past year. However, I had a sister of whom all of the above applied. She passed away because of her excess of alcohol consumption. It is always in my opinion because if you don't drink, you don't have to worry about any of these risks because of it. It is the lying, the cheating, the becoming someone you really aren't when you are under the influence that is devastating to loved ones. Your sister whom you love has now become someone you cannot trust. That is such a devastating blow. My mother never drank, my father was an alcoholic but never drank at home. These parents wonder why their children get into such problems drink right in front of their children. What can they expect? Many illnesses can be avoided by the non-use of alcohol. People think that you need alcohol to have fun. That is so wrong. So, I could answer yes to everyone of these questions, except that it has not occurred within the last year. I also have brothers who have abused alcohol and I would have to say yes in regards to them. However, I feel that we have a handle on this problem in our family, I can only pray that we do.	1
Not wanting to have a relationship with them.	1
One of my children was convicted of a crime and incarcerated due to alcohol	1
Others going in and out of jail due to intoxication/intoxicated driving.	1
Others health concerns	1
Our neighbor has a drinking problem and was arrested in front of my children and their friends. He failed the sobriety test as they watched.	1
Our neighbors will come home from bar close drunk and wake us up not to mention I'm worried about them driving through our neighborhood drunk	1
Our previous neighbors liked to partake and allowed their children to be present during such activities as well as being loud, brash, yelling obscenities etc. So, our children were not allowed to play in their own back yard due to this situation. Those neighbors have since moved.	1
OWI LIMIT IS TOO LOW	1
Parent who calls when having too many drinks and needs someone to listen to the woes of life	1
People coming to me to help them when they want to kill themselves after bad choices with alcohol	1
Phone calls	1
Picking them up	1
Police dollars spent on enforcing and dealing with alcohol related crimes. Domestic violence increase related to drugs and alcohol consumption	1
Police work... job related interference.	1
prefer not to answer	1
Psychological abuse, isolation, low self esteem	1
Puts my business at risk, kids lives are forever changed by putting up with alcohol in the home, deaths attributed to alcohol consumption	1
Relationships	16
Relationships/Effects on children	1
Setting a bad example for my children	1
Sexually	1
Shot by an abusive, drunken husband 50 yrs ago, has caused all sorts of problems	1
Sober driver needed ..i obliged	1
Social anxiety with friends/family because people over-drink and it ceases to be fun, awkwardness about uncomfortable behavior and words	1
Social isolation, emotionally disturbing	1
Socially	1
Some neighbors of mine that like to drink were loud and obnoxious at night due to being intoxicated.	1

Son hit by a drung driver - 7th offense	1
Sons best friend was killed by drunk driver	1
Spending FathersDay inthe ER because fo my nephew's drunk driving accident. :(1
Spouse cheating	1
Stay off the streets at bar time, avoid tavern-heavy parts of town, paying taxes for alcohol abuse	1
Students with hangovers	1
Taking a person to ER multiple times	1
Teaching students with severe drinking in the home	1
Teaching their children - no follow up or follow thru by parents who drink often.	1
The acceptance to alcohol is upsetting and frustrating.	1
The expense and the way they act	1
The waste of life and kids whom don't know anything else to do. They have been in bars from a very youn g age.	1
Their hearing is impaired as they become intoxicated so they request (loudly) that the music be turned up!	1
They are no reliable	1
Tossing empty beer bottles onto our property	1
Traffic deaths and domestic violence in Polk Co.	1
Uncomfortable in social situations	1
Underage drinking by children resulting in fines, loss of license, which in turn parents and others are responsible for. I think the underage drinking fines in wisconsin are rediculous. Teens don't care about the fines, and not to mention after a year it oes back to a first offense. My step-son just got what should have been his fourth underage, but turned out to be a first offense due to the time lapse from his third, and he thought it was absolutly hilarious. What on earth are we teaching these kids wit the weak drinking laws we have in wisconsin.	1
Underage drinking tickets at places where I was the only 20 year old with all 21 year olds	1
Unpleasant confrontations	1
Unreasonable expectations of the one using the alcohol for others to pick up the slack in their lives, particularly realted to their children and finances.	1
Unsafe to go downtown at night	1
Verbal abuse to self and family members due to intoxication and PTSD	1
Verbal abuse, worry, do not associate with friends because of him, children won't come home.	1
Waking me up to come and get them	1
Warranted calls to law enforcement	1
We dance and occassionally there is someone out of control, not knowing if a fight will start, etc.	1
When I am on-call that is how other people's drinking interferes in my life. In a professional manner, not a personal matter.	1
Work related	17
Yes, in that I am careful not to drive late at night, after closing of bars. Also when talking with young people and learning of their alcohol use and also their feeling that there's nothing wrong with drinking to get drunkl. Other young people express hat smoking Marjuana is less dangerous than drinking and drivingl	1

Q4a: Please tell us how much you oppose or support the following policies and programs: Increasing enforcement of existing laws and ordinances about alcohol use?

	Frequency	Percent
Strongly/ Somewhat Oppose	141	6.8
Neutral	275	13.2

Strongly/ Somewhat Support	1663	80.0
Total	2079	100.0

Q4b: Please tell us how much you oppose or support the following policies and programs: Banning public intoxication?

	Frequency	Percent
Strongly/ Somewhat Oppose	380	18.3
Neutral	441	21.3
Strongly/ Somewhat Support	1251	60.4
Total	2072	100.0

Q4c: Please tell us how much you oppose or support the following policies and programs: Limiting the amount of alcohol advertising?

	Frequency	Percent
Strongly/ Somewhat Oppose	273	13.4
Neutral	412	20.2
Strongly/ Somewhat Support	1355	66.4
Total	2040	100.0

Q4d: Please tell us how much you oppose or support the following policies and programs: Banning drink specials at bars and restaurants that increase the amount of alcohol served without increasing the price?

	Frequency	Percent
Strongly/ Somewhat Oppose	671	32.2
Neutral	488	23.4
Strongly/ Somewhat Support	924	44.4
Total	2083	100.0

Q4e: Please tell us how much you oppose or support the following policies and programs: Limiting the total number of bars and liquor stores in the community?

	Frequency	Percent
Strongly/ Somewhat Oppose	629	30.3
Neutral	491	23.6
Strongly/ Somewhat Support	957	46.1
Total	2077	100.0

Q4f: Please tell us how much you oppose or support the following policies and programs: Limiting the number of bars and liquor stores in specific areas in the community?

	Frequency	Percent
Strongly/ Somewhat Oppose	556	26.8
Neutral	498	24.0
Strongly/ Somewhat Support	1023	49.3
Total	2077	100.0

Q4g: Please tell us how much you oppose or support the following policies and programs: Increasing the tax on beer?

	Frequency	Percent
Strongly/ Somewhat Oppose	671	32.5
Neutral	340	16.4
Strongly/ Somewhat Support	1056	51.1
Total	2067	100.0

Q4h: Please tell us how much you oppose or support the following policies and programs: Increasing penalties for first OWI offenses (Operating a motor vehicle While Intoxicated)?

	Frequency	Percent
Strongly/ Somewhat Oppose	281	13.5
Neutral	236	11.4
Strongly/ Somewhat Support	1561	75.1
Total	2078	100.0

Q4i: Please tell us how much you oppose or support the following policies and programs: Using sobriety check points, where law enforcement officials check all drivers for impaired driving due to drinking alcohol?

	Frequency	Percent
Strongly/ Somewhat Oppose	575	27.7
Neutral	301	14.5
Strongly/ Somewhat Support	1203	57.9
Total	2079	100.0

Q4j: Please tell us how much you oppose or support the following policies and programs: Establishing a minimum age of 18 for parents to buy their own child alcohol at a restaurant or bar? (i.e., child must be 18 or older for parents to purchase alcohol for them)

	Frequency	Percent
Strongly/ Somewhat Oppose	264	12.7
Neutral	229	11.0
Strongly/ Somewhat Support	1584	76.3
Total	2077	100.0

Q5a: During the past 30 days, do you recall (hearing, reading, or watching) a message about the prevention of - Binge drinking?

	Frequency	Percent
Yes	705	33.8
No	1379	66.2
Total	2084	100.0

Q5b: During the past 30 days, do you recall (hearing, reading, or watching) a message about the prevention of - Underage drinking?

	Frequency	Percent
--	-----------	---------

Yes	1286	61.6
No	800	38.4
Total	2086	100.0

Q5c: During the past 30 days, do you recall (hearing, reading, or watching) a message about the prevention of - Drinking and driving?

	Frequency	Percent
Yes	1685	81.0
No	394	19.0
Total	2079	100.0

Q6a: What type of prevention message do you recall?-Parents Who Host Lose the Most campaign

	Frequency	Percent
Yes	1327	66.6
No	665	33.4
Total	1992	100.0

Q6b: What type of prevention message do you recall?-Party Patrol

	Frequency	Percent
Yes	180	9.3
No	1765	90.7
Total	1945	100.0

Q6c: What type of prevention message do you recall?-We Card

	Frequency	Percent
Yes	797	40.9
No	1153	59.1
Total	1950	100.0

Q6d: What type of prevention message do you recall?-Ticketing servers

	Frequency	Percent
Yes	383	19.7
No	1564	80.3
Total	1947	100.0

Q6e: What type of prevention message do you recall?-Safe Rides

	Frequency	Percent
Yes	960	48.8
No	1009	51.2
Total	1969	100.0

Q6f: What type of prevention message do you recall?-Over the Limit campaign

	Frequency	Percent
Yes	1113	56.0
No	874	44.0
Total	1987	100.0

Q6g: What type of prevention message do you recall?-Cost of an OWI

	Frequency	Percent
Yes	655	33.4
No	1309	66.6
Total	1964	100.0

Q6h: Do you recall any other type of prevention message?

	Frequency	Percent
Yes	133	11.3
No	1040	88.7
Total	1173	100.0

Q6h: What other type of prevention message do you recall?

	Frequency
Above the Influence	2
Ads in the Badger Herald and Onion related to overdrinking at the beginning of the Fall Semester in Madison	1
Age at which youth start to drink	1
Alcohol and caffiene drinks	1
AStop	1
Athletic perfomance hindered	1
Barron Co. Teen Videos	1
Beer Co. advertisements	1
Billboard about drinking and driving	1
Billboard binge drinking	1
Billborard	1
Buzzed driving is drunk driving	6
Campus messages	1
Campus social norms messages	1
Check points for Drunk Drivers	1
Coalition Emails / Project Hug Groups	1
Coalition Messages to prevent Underage drinking	1
Community Social Norms Campaign	1
Cost of open intoxicant ticket	1
Department of Transportation	1
DMV don't drink & drive	1
Don't recall	2
Don't recall	1
Don't remember - they're all good	1
Don't remember the names, but remeber the MESSAGE!	1
Drink Responsibly	2
Drink, Drive, Lose	2

Drunk driver regret for causing a death	1
Eau Claire school district students on the radio	1
Email on binge drinking	1
FASD	1
Fatal accident due to alcohol abuse	1
Friends don't let friends drink and drive	1
Funny commercials with cops and people telling cops they we're drunk. that caught my attention	1
Gender differences	1
General Campus Campaign	1
General Message in Newspaper and Internet Articles	1
Hazards of teen drinking	1
I teach these messages in class.	1
In political TV ads	1
Informational billboard on underage drinking	1
Interventions on tv	1
Jail	1
Local coalition speaking against young adults and binge drinking	1
MADD	3
Marijuana is safer than alcohol	1
Me, I am a C.S.W. for DHS	1
Message @ Doctor's office	1
MN ads about drinking/driving	1
Motorcycle owi	1
News	2
News about binge drinking and the bad effects of it in the news	1
News articles/+TV	1
Newspaper article	2
Newspaper articles, letters for editor, Dane County coalition /Kathleen Falk campaign news stories	1
Owi enforcement	2
PBS Program	1
Political campaigning	1
Poster on college campus	1
Prom Night Pretend Accident	1
Protective Factors	1
Radio	1
Red Ribbon	1
Responsible Beverage Serving	1
Rethinking your drinking pamphlet.	1
SADD group in school	1
Safe and Stable Families Coalition	1
Safe teen driving pledge	1
School	2
Sober Nights at Keva	1
Teenage drinking	1
The other HangOver	1
Town hall meeting	1
TV commercials	4
TV news report	1
Underage	1
UWEC campus posters	1
Victim Impact	1

Violance and alcohol	1
We do not watch TV, Listen to relevant radio - ads there would be good	1
Wearing buttons about underage drinking	1
What's the risk?	1
When you drink, who's in control PSI.	1
WPR interviews	1
Youth Summit Invite	1
Youth Video Production	1

Q7a: Where do you recall prevention messages?-School

	Frequency	Percent
Yes	577	30.2
No	1334	69.8
Total	1911	100.0

Q7b: Where do you recall prevention messages?-Town Hall meetings

	Frequency	Percent
Yes	107	5.7
No	1781	94.3
Total	1888	100.0

Q7c: Where do you recall prevention messages?-Radio

	Frequency	Percent
Yes	1086	56.0
No	855	44.0
Total	1941	100.0

Q7d: Where do you recall prevention messages?-Newspaper

	Frequency	Percent
Yes	781	40.5
No	1149	59.5
Total	1930	100.0

Q7e: Where do you recall prevention messages?-Television

	Frequency	Percent
Yes	1631	81.6
No	369	18.5
Total	2000	100.0

Q7f: Where do you recall prevention messages?-Billboard

	Frequency	Percent
Yes	1128	58.0
No	816	42.0

Total	1944	100.0
-------	------	-------

Q7g: Where do you recall prevention messages?-Yard signs

	Frequency	Percent
Yes	815	42.1
No	1119	57.9
Total	1934	100.0

Q7h: Do you recall prevention messages anywhere else?

	Frequency	Percent
Yes	111	9.5
No	1054	90.5
Total	1165	100.0

Q7h: Where else do you recall prevention messages?

	Frequency
Bar/Restaurant	17
Beer advertising	1
Bumper Sticker	2
Candidate forum	1
Cellphones	1
Church	2
Church, facebook	1
Church, internet news	1
Coalition Meeting	3
Coalition emails	1
Conversation	1
Convenience & grocery stores	21
Crash sites along road	1
Don't recall	2
Door posters	1
Facebook	1
Flyer at work	1
Government building	1
Health dept	1
Home	1
HOPE Council kenosha	1
Hospital	1
In reference to the following questions, I am not filling out the rest of the survey because the legal age was 18 when I was 18.	1
Internet	11
Liquor store	1
Local meetings	1
MADD	1
Magazine	1
Mailing	1
Movie theater	3
My children's t-shirts	1
On cars and in parades	1

Packer game	1
Parents and other adults	1
People talking	1
Personal Experience	1
Poster	1
Press releases	1
Reality Check 21	1
Retail Facility	1
Signs at local business	3
Skate coach	1
Underage drinking committee I am a part of.	1
Video Premiere hosted by Safe and Stable Families	1
Walmart & Gas Stations - we card	1
Work	7
Work/ posters in businesses	1

**Q8: How old were you the first time you had a drink of an alcoholic beverage?
Please do not include any time when you had a sip or two from a drink.**

	Frequency	Percent
13 or younger	291	14.4
14-17 year olds	1113	55.0
18-20 years old	506	25.0
21 or older	115	5.7
Total	2025	100.0

Q9a: Before the age of 21, in which of the following ways did you get the alcohol you drank: Did you buy any at a store, such as a liquor store, convenience store, supermarket, discount store, or gas station?*

	Frequency	Percent
Yes	639	34.8
No	1196	65.2
Total	1835	100.0

Q9b: Before the age of 21, in which of the following ways did you get the alcohol you drank: Did you buy any at a restaurant, bar, or club?*

	Frequency	Percent
Yes	951	51.7
No	887	48.3
Total	1838	100.0

Q9c: Before the age of 21, in which of the following ways did you get the alcohol you drank: Did you buy any at a public event such as a concert or sporting event?*

	Frequency	Percent
Yes	466	25.5
No	1358	74.5
Total	1824	100.0

Q9d: Before the age of 21, in which of the following ways did you get the alcohol you drank: Did you give someone else money to buy any for you?*

	Frequency	Percent
Yes	915	49.9
No	918	50.1
Total	1833	100.0

Q9e: Before the age of 21, in which of the following ways did you get the alcohol you drank: Did someone give any to you?*

	Frequency	Percent
Yes	1417	77.4
No	413	22.6
Total	1830	100.0

Q9f: Before the age of 21, in which of the following ways did you get the alcohol you drank: Did you take any from a store?*

	Frequency	Percent
Yes	75	4.1
No	1748	95.9
Total	1823	100.0

Q9g: Before the age of 21, in which of the following ways did you get the alcohol you drank: Did you take any from a family member?*

	Frequency	Percent
Yes	667	36.4
No	1164	63.6
Total	1831	100.0

Q9h: Before the age of 21, in which of the following ways did you get the alcohol you drank: Did you get any some other way not mentioned?*

	Frequency	Percent
Yes	310	17.2
No	1490	82.8
Total	1800	100.0

Q10: How concerned were you about being caught/cited/arrested for drinking before age 21?*

	Frequency	Percent
Not at all concerned	898	44.7
A little concerned	805	40.1
Very concerned	305	15.2
Total	2008	100.0

*Note: Minimum Legal Drinking Age (MLDA) laws in WI have changed over the years. Prior to 1972 the MLDA was 21 years old. From 1972 -1984 the MLDA was 18 years old. From 1984-1985 the MLDA was 19 years old and in 1986 the MLDA was changed back to 21 years old. Some respondents in this data set were legally drinking prior to age 21.

Q11: During the past 30 days, on how many days did you have one or more drinks of alcohol?

	Frequency	Percent
0 days	550	26.8
1-7 days	1094	53.3
8 -14 days	197	9.6
15-21 days	138	6.7
22-29 days	50	2.4
All 30 days	25	1.2
Total	2054	100.0

Note: Respondents who answered '0' to Q11 were skipped forward in the survey to Q17.

Q12: During the past 30 days, on the days when you drank, about how many drinks did you drink on average?

	Frequency	Percent
0 drinks	20	1.4
1-3 drinks	1245	88.3
4-5 drinks	66	4.7
6-9 drinks	57	4.0
10 or more drinks	22	1.6
Total	1410	100.0

Q13: During the past 30 days, on how many occasions did you: Men: have 5 or more drinks? Women: have 4 or more drinks?

	Frequency	Percent
0 occasions	990	65.0
1-2 occasions	337	22.1
3-5 occasions	125	8.2
6-9 occasions	35	2.3
10 or more occasions	35	2.3
Total	1522	100.0

Note: Only respondents who answered 1+ on Q11 AND 1+ on Q13 were asked to answer Q14-Q16.

Q14a: During the most recent occasion when you had five (for men) or four (for women) or more drinks of alcohol, where did you drink: At your house, apartment, or dorm room?

	Frequency	Percent
--	-----------	---------

Yes	234	44.5
No	292	55.5
Total	526	100.0

Q14b: During the most recent occasion when you had five (for men) or four (for women) or more drinks of alcohol, where did you drink: At another person's house, apartment, or dorm room?

	Frequency	Percent
Yes	167	32.0
No	355	68.0
Total	522	100.0

Q14c: During the most recent occasion when you had five (for men) or four (for women) or more drinks of alcohol, where did you drink: At a restaurant or banquet hall?

	Frequency	Percent
Yes	149	28.7
No	371	71.3
Total	520	100.0

Q14d: During the most recent occasion when you had five (for men) or four (for women) or more drinks of alcohol, where did you drink: At a bar or club?

	Frequency	Percent
Yes	293	56.7
No	224	43.3
Total	517	100.0

Q14e: During the most recent occasion when you had five (for men) or four (for women) or more drinks of alcohol, where did you drink: At a public place, such as a park, concert, or sporting event?

	Frequency	Percent
Yes	50	9.7
No	466	90.3
Total	516	100.0

Q14f: During the most recent occasion when you had five (for men) or four (for women) or more drinks of alcohol, where did you drink: In a car?

	Frequency	Percent
Yes	15	2.9
No	500	97.1
Total	515	100.0

Q14g: During the most recent occasion when you had five (for men) or four (for women) or more drinks of alcohol, where did you drink: At another place?

--	--	--

	Frequency	Percent
Yes	50	9.8
No	460	90.2
Total	510	100.0

Q15a: During the most recent occasion when you had five (for men) or four (for women) or more drinks of alcohol, in which of the following ways did you get the alcohol: Did you buy any at a store, such as a liquor store, convenience store, supermarket, discount store, or gas station?

	Frequency	Percent
Yes	309	59.1
No	214	40.9
Total	523	100.0

Q15b: During the most recent occasion when you had five (for men) or four (for women) or more drinks of alcohol, in which of the following ways did you get the alcohol: Did you buy any at a restaurant, bar, or club?

	Frequency	Percent
Yes	336	64.7
No	183	35.3
Total	519	100.0

Q15c: During the most recent occasion when you had five (for men) or four (for women) or more drinks of alcohol, in which of the following ways did you get the alcohol: Did you buy any at a public event such as a concert or sporting event?

	Frequency	Percent
Yes	40	7.8
No	470	92.2
Total	510	100.0

Q15d: During the most recent occasion when you had five (for men) or four (for women) or more drinks of alcohol, in which of the following ways did you get the alcohol: Did you give someone else money to buy any for you?

	Frequency	Percent
Yes	23	4.5
No	488	95.5
Total	511	100.0

Q15e: During the most recent occasion when you had five (for men) or four (for women) or more drinks of alcohol, in which of the following ways did you get the alcohol - Did someone give any to you?

	Frequency	Percent
Yes	123	24.0
No	389	76.0
Total	512	100.0

Q15f: During the most recent occasion when you had five (for men) or four (for women) or more drinks of alcohol, in which of the following ways did you get the alcohol: Did you take any from a store?

	Frequency	Percent
Yes	5	1.0
No	504	99.0
Total	509	100.0

Q15g: During the most recent occasion when you had five (for men) or four (for women) or more drinks of alcohol, in which of the following ways did you get the alcohol: Did you take any from a family member?

	Frequency	Percent
Yes	17	3.3
No	492	96.7
Total	509	100.0

Q15h: During the most recent occasion when you had five (for men) or four (for women) or more drinks of alcohol, in which of the following ways did you get the alcohol: Did you get any some other way not mentioned?

	Frequency	Percent
Yes	20	3.9
No	488	96.1
Total	508	100.0

During the most recent occasion when you had five (for men) or four (for women) or more drinks someone express concern about your drinking by intervening on your behalf? Note: This is a calculated question based on answers to q16a-g (below).

	Frequency	Percent
No concern shown	231	44.9
Concern shown	283	55.1
Total	514	100.0

Q16a: During the most recent occasion when you had five (for men) or four (for women) or more drinks of alcohol, did the following happen: Did a bartender or server refuse to serve you?

	Frequency	Percent
No	516	99.2
Yes	4	.8
Total	520	100.0

Q16b: During the most recent occasion when you had five (for men) or four (for women) or more drinks of alcohol, did the following happen: Did a bartender or server offer to call you a cab?

	Frequency	Percent
No	512	98.3
Yes	9	1.7

Total	521	100.0
-------	-----	-------

Q16c: During the most recent occasion when you had five (for men) or four (for women) or more drinks of alcohol, did the following happen: Did anyone recommend that you wait awhile before driving?

	Frequency	Percent
No	494	95.4
Yes	24	4.6
Total	518	100.0

Q16d: During the most recent occasion when you had five (for men) or four (for women) or more drinks of alcohol, did the following happen: Did anyone recommend that you eat some food or drink coffee?

	Frequency	Percent
No	495	95.0
Yes	26	5.0
Total	521	100.0

Q16e: During the most recent occasion when you had five (for men) or four (for women) or more drinks of alcohol, did the following happen: Did anyone recommend that you not drive?

	Frequency	Percent
No	465	89.6
Yes	54	10.4
Total	519	100.0

Q16f: During the most recent occasion when you had five (for men) or four (for women) or more drinks of alcohol, did the following happen: Did anyone offer to drive you home?

	Frequency	Percent
No	444	85.2
Yes	77	14.8
Total	521	100.0

Q16g: During the most recent occasion when you had five (for men) or four (for women) or more drinks of alcohol, did the following happen: Did you have a designated driver selected before you began drinking?

	Frequency	Percent
No	271	51.9
Yes	251	48.1
Total	522	100.0

Q17: During the past 30 days, how many times have you driven when you have had perhaps too much to drink?

	Frequency	Percent
0 times	1350	90.1
1-2 times	131	8.7

3-5 times	8	.5
6-10 times	7	.5
11-20 times	2	.1
21 or more times	1	.1
Total	1499	100.0

Q18: During the past 30 days, how many times did you ride in a car or other vehicle driven by someone who had been drinking alcohol?

	Frequency	Percent
0 times	1639	80.9
1-2 times	291	14.4
3-5 times	74	3.7
6-10 times	17	.8
11-20 times	6	.3
Total	2027	100.0

Q19: What is your age?

	Frequency	Percent
18-20 years old	21	1.0
21-34 years old	426	21.2
35-64 years old	1441	71.7
65 or older	123	6.1
Total	2011	100.0

Q20: What is your gender?

	Frequency	Percent
Male	598	29.6
Female	1422	70.4
Total	2020	100.0

Q21: Are you of Hispanic, Latino, or Spanish origin or descent?

	Frequency	Percent
Yes	26	1.3
No	1990	98.7
Total	2016	100.0

Q22: Which of the following groups best describes you? Please select one.

	Frequency	Percent
White	1941	96.4
Black/African American	20	1.0
American Indian or Alaska Native	14	.7
Other Pacific Islander	3	.1
Asian	13	.6
Multiple Race	12	1.0
Total	2013	100.0

Q23: What is the highest grade or year of school you completed?

	Frequency	Percent
Did not complete high school	3	.1
High school graduate or received GED	148	7.3
Attended some college or technical school	614	30.3
4-year college graduate or higher	1263	62.3
Total	2028	100.0

Q24: Currently, are you enrolled in school or a job-training program?

	Frequency	Percent
Yes	184	9.1
No	1834	90.9
Total	2018	100.0

Q24a: Are you enrolled full-time or part-time?

	Frequency	Percent
Full-Time	68	55.7
Part-Time	54	44.3
Total	181	100.0

Q24a: Where are you enrolled?

	Frequency
American College of Education - Online	1
Argosy University Online	1
Blackhawk Technical College	1
Bopston University online	1
Capella University	2
Cardinal Stritch U	2
Carthage	1
Chippewa Valley Technical College	15
Edgewood College Doctoral Program	1
Gateway Technical College	1
Globe University	1
Marian Univeristy	1
Moraine Park Technical College	4
National-Louis University	2
Northeast Wisconsin Technical College	1
On Job Training - CUNA	1
On Job Training - Fed Employee	1
Oral Roberts University	1
Phoenix University	1
Ripon College	1
St. Marys	1
UW Barron County	1
UW Eau Claire	3
UW Fond du Lac	1
UW Madison	4

UW Milwaukee	2
UW Parkside	1
UW Platteville	2
UW River Falls	1
UW Stout	4
UW Superior	2
Viterbo University	1
Walden University	1
WITC	1

Q25: Currently, do you have children under the age of 21 living in your home?

	Frequency	Percent
Yes	941	46.4
No	1087	53.6
Total	2028	100.0

Q25a: Which of the following categories represent their age?-0-10

	Frequency	Percent
Yes	513	76.8
No	155	23.2
Total	668	100.0

Q25b: Which of the following categories represent their age?-11-15

	Frequency	Percent
Yes	368	60.8
No	237	39.2
Total	605	100.0

Q25c: Which of the following categories represent their age?-16-17

	Frequency	Percent
Yes	193	38.2
No	312	61.8
Total	505	100.0

Q25d: Which of the following categories represent their age?-18-20

	Frequency	Percent
Yes	193	38.9
No	303	61.1
Total	496	100.0

Q26: Currently, in which county do you live?

	Frequency	Percent
Barron	283	14.9
Brown	21	1.1

Burnett	32	1.7
Crawford	19	1.0
Dane	86	4.5
Dunn	95	5.0
Eau Claire	267	14.0
Fond du Lac	499	26.2
Kenosha	107	5.6
La Crosse	2	.1
Lincoln	1	.1
Marathon	44	2.3
Marquette	1	.1
Milwaukee	12	.6
Racine	101	5.3
Rock	20	1.1
Rusk	20	1.1
Sawyer	65	3.4
Washburn	8	.4
Non SPF SIG County	221	11.6
Total	1904	100.0