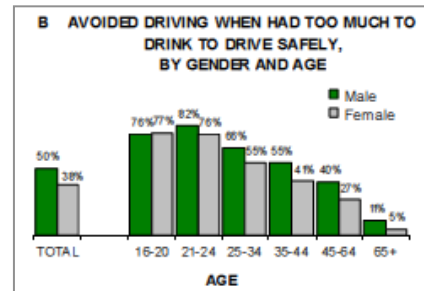


## 2008 Alcohol Attitudes and Behavioral Survey

Client: U.S. Department of Transportation, National Highway Traffic Safety Administration

### Project Overview

The purpose of this project was to assess the status of drinking and driving attitudes, knowledge, and behaviors among the U.S. driving-age public (with particular attention to young adult drivers ages 16–24), using the 2008 National Survey of Drinking and Driving Attitudes and Behaviors. Data for this study were collected by Gallup using a stratified RDD sample design supplemented by an independent sample of cell phones. Insight tabulated data from the 7,000 respondents to examine differences in drinking and driving attitudes and behaviors across a variety of sociodemographic factors. Bivariate statistical testing was implemented using the statistical analysis software SUDAAN to determine if differences existed by race/ethnicity, age, and gender. Additionally, 6 logistic regression analyses were run to explore the extent to which each of the variables could predict a specific behavior (e.g., likelihood of drinking and driving; intervening or not intervening to stop drinking and driving) or knowledge of the laws about alcohol use (e.g., awareness of the minimum drinking age).



As part of the methodology report, Insight directed 1) an incentive analysis to evaluate the effectiveness of a \$10 cash incentive to cell phone respondents to increase survey response rates, as well as 2) a nonresponse bias study to test for differences in key variables between respondents and nonrespondents. The final reports helped the National Highway Traffic Safety Administration (NHTSA) to track trends in the nature and scope of the drinking-driving problem; the reports also provided guidance to improve education and communication activities that aim to reduce drinking and driving by identifying issues in need of further attention.

### Core Activities

Survey Design and Implementation; Multivariate Modeling; Complex Survey Data Analysis; Report Development and Presentation

### Products

- The “National Survey of Drinking and Driving Behaviors: Volume I – Summary Report” (August 2010) contains a summary of key findings and is available at <http://www.nhtsa.gov/staticfiles/nti/pdf/811342.pdf>.
- The “National Survey of Drinking and Driving Behaviors: Volume II – Findings Report” (August 2010) contains a detailed description of the findings and is available at <http://www.nhtsa.gov/staticfiles/nti/pdf/811343.pdf>.
- The “National Survey of Drinking and Driving Behaviors: Volume III – Methods Report” (August 2010) describes the survey methodology, incentive experiment results, and nonresponse bias analysis and is available at <http://www.nhtsa.gov/staticfiles/nti/pdf/811344.pdf>.

