

Background & Methodology

Conducted 400 surveys per state

- Fielding took place September 30, 2015 – October 20, 2015
- Utilized proprietary online research panel
- State results are weighted by age and gender

Key Measures

- Opinions Regarding Impaired Driving
- Designated Driver Usage

1. Approximately, how many alcoholic beverages per hour do you think it would take for the average person to become legally impaired (blood alcohol content (BAC) of 0.08% or higher)?

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	400	400	400	400	400	400	400	400	400	400
Less than 1 drink	7%	5%	4%	6%	4%	3%	3%	3%	6%	3%
1 drink	11%	16%	13%	12%	14%	13%	12%	12%	14%	13%
2 drinks	48%	36%	37%	45%	44%	43%	46%	41%	46%	43%
3 drinks	25%	28%	32%	26%	24%	31%	26%	28%	24%	27%
4 drinks	4%	8%	10%	7%	4%	5%	8%	10%	7%	7%
5 drinks	1%	1%	1%	1%	1%	1%	2%	0%	1%	2%
More than 5 drinks	<1%	1%	1%	<1%	2%	1%	<1%	1%	1%	1%
Unsure	4%	5%	3%	3%	7%	3%	4%	5%	1%	5%

2. Do you think there should be increased law enforcement to catch impaired drivers during the holiday season (October – December)?

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	400	400	400	400	400	400	400	400	400	400
Yes	84%	86%	79%	75%	79%	86%	84%	80%	87%	78%
No	16%	14%	21%	25%	21%	14%	16%	20%	13%	22%

3. Approximately, how often do you drink alcoholic beverages?

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	400	400	400	400	400	400	400	400	400	400
Daily	9%	9%	7%	4%	7%	7%	4%	5%	6%	6%
2-3 Times a Week	22%	19%	22%	22%	17%	23%	24%	17%	20%	27%
Once a Week	13%	14%	20%	17%	16%	14%	13%	14%	11%	19%
2-3 Times a Month	12%	11%	14%	12%	12%	15%	13%	13%	10%	12%
Once a Month	7%	6%	6%	8%	7%	7%	9%	10%	7%	7%
Less than Once a Month	21%	17%	15%	21%	21%	19%	18%	23%	22%	17%
Never	18%	24%	16%	16%	21%	16%	19%	18%	24%	13%

4. [If Q3 ≠ Never] How often, if at all, do you drink while out (not inside your home)?

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	330	303	334	337	320	338	326	320	305	346
Daily	<1%	<1%	0%	<1%	1%	1%	<1%	1%	1%	1%
A few times a week	10%	7%	9%	8%	6%	6%	8%	5%	6%	7%
Once a week	15%	13%	18%	15%	14%	15%	14%	13%	12%	19%
A few times a month	20%	21%	25%	20%	20%	24%	23%	23%	18%	25%
Less than once a month	44%	45%	39%	45%	50%	48%	47%	50%	52%	42%
Never, do not drink while out	11%	14%	9%	11%	10%	6%	8%	9%	12%	7%

5. [If Q4 ≠ Do not drink while out] How often do you use a designated driver or make arrangements to get home when drinking while out?

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	294	262	304	301	290	318	300	295	269	323
Always	43%	51%	45%	37%	42%	41%	42%	48%	50%	39%
Frequently	15%	11%	15%	16%	11%	17%	18%	14%	12%	17%
Sometimes	11%	11%	12%	12%	10%	9%	11%	12%	9%	14%
Rarely	14%	11%	15%	18%	15%	12%	13%	12%	14%	13%
Never	17%	16%	13%	17%	22%	21%	16%	14%	15%	17%

6. [If Q5 ≠ Never] Who do you use for a designated driver when drinking while out? (Select all that apply)

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	248	222	265	256	232	253	259	263	231	272
Family	66%	74%	63%	72%	71%	78%	73%	69%	65%	69%
Friends	56%	55%	51%	62%	59%	56%	58%	58%	57%	58%
Ride sharing service (Uber, Lyft, etc.)	19%	24%	29%	11%	17%	13%	14%	9%	19%	12%
Taxi	17%	10%	29%	17%	15%	23%	12%	32%	13%	16%
Public transportation (bus, train/subway)	5%	7%	23%	4%	3%	9%	2%	5%	2%	8%
Other	1%	1%	2%	3%	2%	3%	2%	5%	2%	6%

7. [If Q3 ≠ Never] Frequently during the holidays, people are more likely to attend events and parties where alcohol based beverages are served. Do you consume more alcohol during any of the following holidays? (Select all that apply)

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	330	303	334	337	320	338	326	320	305	346
New Year's Eve/Day	48%	46%	57%	48%	45%	46%	45%	44%	46%	38%
Super Bowl	22%	22%	22%	25%	25%	26%	19%	32%	25%	30%
St. Patrick's Day	14%	12%	17%	17%	15%	14%	18%	11%	9%	11%
Cinco de Mayo	10%	13%	9%	6%	6%	4%	8%	9%	11%	3%
Memorial Day	9%	9%	12%	9%	9%	8%	9%	5%	5%	11%
Independence Day	19%	19%	27%	25%	22%	27%	29%	32%	18%	23%
Labor Day	8%	10%	12%	11%	12%	10%	7%	8%	7%	11%
Halloween	10%	11%	12%	11%	10%	10%	10%	17%	9%	7%
Thanksgiving	21%	21%	31%	22%	23%	26%	22%	25%	19%	25%
Christmas	31%	29%	38%	30%	31%	33%	32%	36%	26%	36%
None of the above	38%	41%	26%	36%	37%	39%	38%	34%	39%	36%

8. [If Q4 ≠ Never] Are you more likely to use a designated driver during the holidays?

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	294	262	304	301	290	318	300	295	269	323
Yes	62%	62%	59%	51%	56%	51%	57%	59%	54%	56%
No	38%	38%	41%	49%	44%	49%	43%	41%	46%	44%

Respondent Profile

Gender										
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	400	400	400	400	400	400	400	400	400	400
Male	48%	48%	48%	49%	48%	49%	49%	51%	48%	49%
Female	52%	52%	52%	51%	52%	51%	51%	49%	52%	51%



2015 AAA Consumer Pulse™ Survey
 Impaired Driving
 by State

Age										
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	400	400	400	400	400	400	400	400	400	400
18-34	27%	32%	30%	28%	29%	30%	29%	33%	29%	29%
35-44	16%	18%	17%	14%	15%	16%	16%	15%	17%	16%
45-54	17%	18%	19%	16%	18%	18%	17%	16%	18%	18%
55-64	16%	15%	16%	19%	18%	17%	17%	17%	17%	18%
65 or older	24%	17%	19%	23%	20%	19%	21%	19%	19%	19%

Statistical Statement:

The AAA Consumer Pulse™ Survey was conducted online among residents living in The Auto Club Group territory from September 30, 2015 – October 20, 2015. A total of 400 residents in each state completed the survey. State results have a margin of error of ± 4.9 percentage points. Responses are weighted by gender and age to ensure reliable and accurate representation of the adult population (18+) among each state.