

Road Crew Research Report

Appendix C

**TABLE 1
DEMOGRAPHIC CHARACTERISTICS OF TREATMENT AND CONTROL COMMUNITIES IN THE BAR COUPON STUDY**

	General Population								21-34 Year Old Target								
	Total		Polk County		Dodgeville		Tomah		Total		Polk County		Dodgeville		Tomah		
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	
AGE																	
21-34	158	15.0	57	16.3	53	15.1	48	13.7	912	100.0	400	100.0	320	100.0	192	100.0	
35+	887	84.5	291	83.1	297	84.9	299	85.4	0	0.0	0	0.0	0	0.0	0	0.0	
Refused	5	0.5	2	0.6	0	0.0	3	0.9	0	0.0	0	0.0	0	0.0	0	0.0	
GENDER																	
Male	383	36.5	146	41.7	118	33.7	119	34.0	356	39.0	175	43.8	112	35.0	69	35.9	
Female	667	63.5	204	58.3	232	66.3	231	66.0	556	61.0	225	56.3	208	65.0	123	64.1	
EDUCATION																	
Less than high school	59	5.6	32	9.1	14	4.0	13	3.7	16	1.8	9	2.3	4	1.3	3	1.6	
High school graduate	376	35.8	121	34.6	118	33.7	137	39.1	236	25.9	95	23.8	77	24.1	64	33.3	
Some college/tech school	337	32.1	119	34.0	104	29.7	114	32.6	324	35.5	144	36.0	109	34.1	71	37.0	
College graduate	182	17.3	53	15.1	75	21.4	54	15.4	291	31.9	134	33.5	108	33.8	49	25.5	
Post graduate degree	84	8.0	22	6.3	37	10.6	25	7.1	43	4.7	18	4.5	21	6.6	4	2.1	
Refused	12	1.1	3	0.9	2	0.6	7	2.0	2	0.2	0	0.0	1	0.3	1	0.5	
INCOME																	
less than \$15,000	98	9.3	36	10.3	36	10.3	26	7.4	41	4.5	18	4.5	9	2.8	14	7.3	
\$15,000-\$34,999	233	22.2	88	25.1	68	19.4	77	22.0	180	19.7	77	19.3	65	20.3	38	19.8	
\$35,000-\$54,999	236	22.5	84	24.0	73	20.9	79	22.6	267	29.3	109	27.3	99	30.9	59	30.7	
\$55,000-74,999	168	16.0	55	15.7	56	16.0	57	16.3	216	23.7	96	24.0	77	24.1	43	22.4	
\$75,000 or more	114	10.9	30	8.6	46	13.1	38	10.9	105	11.5	42	10.5	44	13.8	19	9.9	
Refused	201	19.1	57	16.3	71	20.3	73	20.9	103	11.3	58	14.5	26	8.1	19	9.9	

*ANALYSIS DERIVED FROM PHONE SURVEY OF GENERAL POPULATION AND TARGET

**TABLE 2
OCCUPATIONS AND/OR COMMUNITY ROLES OF COMMUNITY LEADERS**

	Community Leaders							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Police Chief	6	8.0	4	16.0	1	4.0	1	4.0
Clerk - Treasurer / Town Clerk	2	3.0	1	4.0	1	4.0	0	0.0
Supervisor for Hwy Dept.	1	1.0	0	0.0	1	4.0	0	0.0
Federal Employee	1	1.0	0	0.0	0	0.0	1	4.0
Editor of Democrat Tribune	1	1.0	0	0.0	1	4.0	0	0.0
Hwy Dept & Law Enforcement	1	1.0	0	0.0	1	4.0	0	0.0
Health Educator / Health Officer	2	3.0	1	4.0	1	4.0	0	0.0
City Administrator	1	1.0	0	0.0	0	0.0	1	4.0
Chamber of Commerce - Executive Director	1	1.0	0	0.0	0	0.0	1	4.0
Director of Environmental Services	1	1.0	0	0.0	0	0.0	1	4.0
Administrative Assistant	2	3.0	1	4.0	0	0.0	1	4.0
Recreational Therapist	1	1.0	0	0.0	0	0.0	1	4.0
Sheriff	1	1.0	0	0.0	1	4.0	0	0.0
Village President	4	5.0	4	16.0	0	0.0	0	0.0
City Clerk	1	1.0	0	0.0	0	0.0	1	4.0
Corporate Manager	1	1.0	0	0.0	1	4.0	0	0.0
Manager / Assistant Manager	7	9.0	1	4.0	3	11.0	3	12.0
Officer in Charge Position	1	1.0	1	4.0	0	0.0	0	0.0
Self Employed	2	3.0	0	0.0	2	7.0	0	0.0
City Council Member	1	1.0	0	0.0	1	4.0	0	0.0
Tires Sale	1	1.0	1	4.0	0	0.0	0	0.0
Assistant Director of Dick's Supermarket	1	1.0	0	0.0	1	4.0	0	0.0
Retired worker	1	1.0	0	0.0	1	4.0	0	0.0
Hospital worker	1	1.0	0	0.0	1	4.0	0	0.0
Banker & President of Chamber of Commerce	3	4.0	1	4.0	0	0.0	2	8.0
CEO	1	1.0	1	4.0	0	0.0	0	0.0
Ambulance Service Director	1	1.0	1	4.0	0	0.0	0	0.0
Editor at Dodgeville Chronicle	1	1.0	0	0.0	1	4.0	0	0.0
Mayor / Insurance Sales	3	4.0	1	4.0	1	4.0	1	4.0
EMT	2	3.0	2	8.0	0	0.0	0	0.0
Fireman / Fire Chief	3	4.0	1	4.0	1	4.0	1	4.0
Postal Manager	1	1.0	0	0.0	0	0.0	1	4.0
Local business owner	5	6.0	2	8.0	1	4.0	2	8.0
Utility worker	1	1.0	0	0.0	1	4.0	0	0.0
Farmer	1	1.0	0	0.0	1	4.0	0	0.0
Police officer	1	1.0	0	0.0	0	0.0	1	4.0
Realtor	2	3.0	0	0.0	2	7.0	0	0.0
Ambulance Service Owner	1	1.0	1	4.0	0	0.0	0	0.0
News reporter	2	3.0	1	4.0	0	0.0	1	4.0
Hwy Commission	1	1.0	0	0.0	1	4.0	0	0.0
Account rep for radio	1	1.0	0	0.0	0	0.0	1	4.0
Chiropractor	1	1.0	0	0.0	1	4.0	0	0.0
Typesetter and proofreader	1	1.0	0	0.0	0	0.0	1	4.0
Truck driver	1	1.0	0	0.0	0	0.0	1	4.0
Water conditioner specialist	1	1.0	0	0.0	0	0.0	1	4.0
Travel agent	1	1.0	0	0.0	0	0.0	1	4.0

*ANALYSIS DERIVED FROM PHONE SURVEY OF COMMUNITY LEADERS

TABLE 3
DEMOGRAPHIC CHARACTERISTICS OF TREATMENT AND CONTROL
COMMUNITIES OVER TIME IN THE BAR COUPON STUDY

	Total	Age 21-34				Age 35+			
		Men		Women		Men		Women	
2002	n	n	%	n	%	n	%	n	%
Treatment Total	710	145.0	20.4	94.0	13.2	275	38.7	196	27.6
Polk County	174	51.0	29.3	27.0	15.5	54	31.0	42	24.1
Dodgeville	96	16.0	16.7	11.0	11.5	44	45.8	25	26.0
Tomah	440	78.0	17.7	56.0	12.7	177	40.2	129	29.3
Control	693	205.0	29.6	127.0	18.3	204	29.4	157	22.7

	Total	Age 21-34				Age 35+			
		Men		Women		Men		Women	
2003	n	n	%	n	%	n	%	n	%
Treatment Total	573	118.0	20.6	88.0	15.4	251	43.8	116	20.2
Polk County	146	44.0	12.8	23.0	6.69	57	9.5	22	3.7
Dodgeville	97	13.0	3.78	12.0	3.49	50	8.3	22	3.7
Tomah	330	61.0	17.7	53.0	15.4	144	24.0	72	12.0
Control	371	69.0	20.1	69.0	20.1	130	21.7	103	17.2

*ANALYSIS DERIVED FROM 2002 AND 2003 BAR COUPON PHONE SURVEY
OF BOTH TREATMENT AND CONTROL GROUPS

**TABLE 4
AWARENESS OF ROAD CREW PROGRAM**

	General Population							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Yes	718	68.4	198	56.6	247	70.6	273	78.0
No	332	31.6	152	43.4	103	29.4	77	22.0

	21-34 Year Old Target							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Yes	644	70.6	254	63.5	240	75.0	150	78.1
No	268	29.4	146	36.5	80	25.0	42	21.9

	Bar Personnel							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Yes	67	100.0	25	100.0	14	100.0	28	100.0
No	0	0.0	0	0.0	0	0.0	0	0.0

	Community Leaders							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Yes	76	99.0	25	100.0	27	100.0	24	96.0
No	1	1.0	0	0.0	0	0.0	1	4.0

*ANALYSIS DERIVED FROM PHONE SURVEY OF GENERAL POPULATION, TARGET, COMMUNITY LEADERS, AND BAR PERSONNEL

**TABLE 5
KNOWLEDGE OF ROAD CREW PROGRAM**

	General Population							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Yes	569	79.2	167	84.3	185	74.9	217	79.5
No	149	20.8	31	15.7	62	25.1	56	20.5

	21-34 Year Old Target							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Yes	582	90.4	227	89.4	222	92.5	133	88.7
No	62	9.6	27	10.6	18	7.5	17	11.3

	Bar Personnel							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Yes	66	98.5	28	100.0	14	100.0	24	96.0
No	1	1.5	0	0.0	0	0.0	1	4.0

	Community Leaders							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Yes	74	96.1	24	96.0	27	100.0	23	92.0
No	3	3.9	1	4.0	0	0.0	2	8.0

*BOTH n AND % ARE BASED ON THOSE AWARE

*ANALYSIS DERIVED FROM PHONE SURVEY OF GENERAL POPULATION, TARGET, COMMUNITY LEADERS, AND BAR PERSONNEL

**TABLE 6
KNOWLEDGE OF VARIOUS ASPECTS OF ROAD CREW PROGRAMS**

	Polk County							
	General Population		21-34 Year Old Target		Bar Personnel		Community Leaders	
	n	%	n	%	n	%	n	%
Limos	97	49.0	153	60.2	4	16.0	12	48.0
Pay \$3 or \$5 for one ride (either amount is correct)	30	15.2	50	19.7	17	68.0	3	12.0
Pay \$15 for a whole night of rides	12	6.1	34	13.4	1	4.0	2	8.0
Bar owners sell tickets for riders	0	0.0	2	0.8	4	16.0	0	0.0
Can get ride to the bar at the beginning of the evening	21	10.6	32	12.6	8	32.0	1	4.0
Can bar hop from bar to bar	1	0.5	1	0.4	6	24.0	7	28.0
Can get ride home at end of night	34	17.2	72	28.3	18	72.0	12	48.0
Called the Party Barge	89	44.9	118	46.5	12	48.0	10	40.0
Sponsored tavern league	37	18.7	70	27.6	1	4.0	3	12.0
Safe Ride	22	11.1	25	0.4	0	0.0	0	0.0
All other	43	21.7	22	8.7	6	24.0	9	36.0
Wrong Answers	20	10.1	19	7.5	0	0.0	0	0.0
Don't know/ no answer	17	8.6	15	5.9	0	0.0	0	0.0

	Dodgeville							
	General Population		21-34 Year Old Target		Bar Personnel		Community Leaders	
	n	%	n	%	n	%	n	%
Cost \$5 or \$10 (either amount is correct)	48	19.4	85	35.4	0	0.0	7	25.9
Available Friday & Saturday nights and for special events	13	5.3	7	2.9	0	0.0	1	3.7
Can call for a ride	84	34.0	89	37.1	0	0.0	8	29.6
Ask bar to call for a ride	12	4.9	10	4.2	0	0.0	2	7.4
Cars are limo, Cadillac, Lincoln Town Car or Van	43	17.4	72	30.0	0	0.0	4	14.8
Can get a ride to the bar at the beginning of the evening	19	7.7	34	14.2	6	42.9	4	14.8
Can bar hop from bar to bar	17	6.9	29	12.1	0	0.0	3	11.1
Can get ride home at end of night	78	31.6	96	40.0	0	0.0	11	40.7
Volunteer drivers will drive your car home for you	29	11.7	41	17.1	4	28.6	7	25.9
Called Road Crew	25	10.1	51	21.3	9	64.3	4	14.8
All other	19	7.7	15	6.2	3	21.4	14	51.9
Wrong Answers	46	18.6	21	8.8	4	28.6	0	0.0
Don't know/ no answer	35	14.2	12	5.0	1	7.1	0	0.0

	Tomah							
	General Population		21-34 Year Old Target		Bar Personnel		Community Leaders	
	n	%	n	%	n	%	n	%
Ace and/or AAA Cab Company provide service	120	44.0	79	52.7	9	32.1	9	37.5
Vouchers distributed by bartenders	41	15.0	38	25.3	13	46.4	11	45.8
Cost is \$2 off ride home, or \$2 coupon for food/games	25	9.2	11	7.3	15	53.6	2	8.3
5pm to closing time	0	0.0	0	0.0	4	14.3	0	0.0
Bartender can call for a ride	54	19.8	21	14.0	2	7.1	0	0.0
Leave car parked downtown and have parking ticket revoked	8	2.9	2	1.3	5	17.9	5	20.8
Sponsored by taverns / tavern league	30	11.0	7	4.7	1	3.6	1	4.2
available on New Years Eve/Holidays	15	5.5	15	10.0	0	0.0	3	12.5
All other	30	11.0	22	14.6	0	0.0	0	0.0
Wrong Responses	34	12.5	9	6.0	0	0.0	0	0.0
Don't Know/ no answer	28	10.3	9	6.0	1	3.6	1	4.2

*BOTH n AND % ARE BASED ON THOSE AWARE

*ANALYSIS DERIVED FROM PHONE SURVEY OF GENERAL POPULATION, TARGET, COMMUNITY LEADERS, AND BAR PERSONNEL

*COLUMNS SUM TO GREATER THAN 100% DUE TO MULTIPLE RESPONSES

**TABLE 7
KNOWLEDGE OF BRAND NAME**

	General Population							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Road Crew	142	19.8	6	3.0	128	51.8	8	2.9
The Party Barge	163	22.7	150	75.8	11	4.5	2	0.7
Take a Cab on Our Tab	233	32.5	26	13.1	44	17.8	163	59.7
Safe Ride	229	31.9	62	31.3	86	34.8	81	29.7
Wrong Name	63	8.8	24	12.1	18	7.3	21	7.7
None	0	0.0	0	0.0	0	0.0	0	0.0
Don't Know	255	35.5	75	37.9	92	37.2	88	32.2
	21-34 Year Old Target							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Road Crew	212	32.9	7	2.8	192	80.0	13	8.7
The Party Barge	253	39.3	233	91.7	16	6.7	4	2.7
Take a Cab on Our Tab	152	23.6	24	9.4	40	16.7	88	58.7
Safe Ride	248	38.5	91	35.8	103	42.9	54	36.0
Wrong Name	63	8.8	24	12.1	18	7.3	21	7.7
None	0	0.0	0	0.0	0	0.0	0	0.0
Don't Know	216	33.5	98	38.6	70	29.2	48	32.0
	Bar Personnel							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Road Crew	41	61.0	6	21.0	14	100.0	21	84.0
The Party Barge	30	45.0	28	100.0	1	7.0	1	4.0
Take a Cab On Our Tab	27	40.0	3	11.0	1	7.0	23	92.0
Safe Ride	45	67.0	26	93.0	9	63.0	10	40.0
Wrong Name	1	2.0	0	0.0	0	0.0	1	4.0
None	4	6.0	0	0.0	0	0.0	4	16.0
Don't Know	5	18.0	6	43.0	3	12.0	14	21.0
	Community Leaders							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Road Crew	35	46.0	3	12.0	23	85.0	9	38.0
The Party Barge	28	36.0	22	88.0	3	11.0	3	13.0
Take a Cab on Our Tab	23	30.0	2	8.0	4	15.0	17	71.0
Safe Ride	35	46.0	17	68.0	11	41.0	17	71.0
Wrong Name	4	5.0	2	8.0	2	7.0	0	0.0
None	23	30.0	7	28.0	8	30.0	8	33.0
Don't Know	30	39.0	6	24.0	11	41.0	13	54.0

*BOTH n AND % ARE BASED ON THOSE AWARE

*ANALYSIS DERIVED FROM PHONE SURVEY OF GENERAL POPULATION, TARGET, COMMUNITY LEADERS, AND BAR PERSONNEL

**TABLE 8
SOURCES OF INFORMATION ABOUT ROAD CREW PROGRAM**

	General Population								21-34 Year Old Target							
	Total		Polk County		Dodgeville		Tomah		Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Radio	87	12.1	6	3.0	24	9.7	57	20.9	75	11.6	8	3.1	43	17.9	24	16.0
TV Commercials	63	8.8	6	3.0	36	14.6	21	7.7	48	7.5	7	2.8	33	13.8	8	5.3
TV News	72	10.0	12	6.1	22	8.9	38	13.9	30	4.7	4	1.6	15	6.3	11	7.3
Newspaper Ads	144	20.1	44	22.2	59	23.9	41	15.0	106	16.5	35	13.8	55	22.9	16	10.7
Newspaper Articles	206	28.7	26	13.1	71	28.7	109	39.9	121	18.8	20	7.9	62	25.8	39	26.0
Vehicle Signage	19	2.6	15	7.6	3	1.2	1	0.4	23	3.6	20	7.9	3	1.3	0	0.0
Posters in Bars	117	16.3	49	24.7	45	18.2	23	8.4	210	32.6	102	40.2	82	34.2	26	17.3
Staff in Bars	29	4.0	17	8.6	6	2.4	6	2.2	41	6.4	22	8.7	9	3.8	10	6.7
Word of Mouth	242	33.7	77	38.9	88	35.6	77	28.2	288	44.7	118	46.5	102	42.5	68	45.3
Know people who have used it	24	3.3	15	7.6	3	1.2	6	2.2	23	3.6	11	4.3	7	2.9	5	3.3
Flyers at local establishments	45	6.3	23	11.6	12	4.9	10	3.7	78	12.1	48	18.9	25	10.4	5	3.3
Road Crew T-Shirts	10	1.4	4	2.0	5	2.0	1	0.4	11	1.7	2	0.8	7	2.9	2	1.3
Other	48	6.7	20	10.1	12	4.9	16	5.9	33	5.1	17	6.7	9	3.8	7	4.7
Don't Remember/don't know	393	54.7	103	52.0	126	51.0	164	60.1	301	46.7	127	50.0	84	35.0	90	60.0

	Bar Personnel								Community Leaders							
	Total		Polk County		Dodgeville		Tomah		Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Radio	3	5.0	0	0.0	1	7.0	2	8.0	8	10.0	3	12.0	4	15.0	1	4.0
TV commercials	7	10.0	0	0.0	7	50.0	0	0.0	7	9.0	1	4.0	6	22.0	0	0.0
TV news	3	5.0	0	0.0	2	14.0	1	4.0	6	8.0	1	4.0	5	19.0	0	0.0
Newspaper ads	5	8.0	1	4.0	3	21.0	1	4.0	11	14.0	2	8.0	6	22.0	3	13.0
Newspaper articles	8	12.0	1	4.0	2	14.0	5	20.0	28	36.0	14	56.0	4	15.0	10	42.0
Vehicle Signage	1	2.0	1	4.0	0	0.0	0	0.0	4	5.0	4	16.0	0	0.0	0	0.0
Posters in Bars	35	52.0	18	64.0	5	36.0	12	48.0	28	36.0	13	52.0	8	30.0	7	28.0
Word of Mouth	16	24.0	5	18.0	4	29.0	5	20.0	26	34.0	11	44.0	8	30.0	7	28.0
Know people who use it	2	3.0	1	4.0	0	0.0	1	4.0	1	1.0	0	0.0	1	4.0	0	0.0
Flyers at local establishments	15	22.0	6	21.0	4	29.0	5	20.0	6	8.0	1	4.0	2	7.0	3	12.0
Road Crew T-Shirts	13	20.0	0	0.0	4	29.0	5	20.0	2	3.0	0	0.0	1	4.0	1	4.0
Bar Workers	4	6.0	1	4.0	2	14.0	1	4.0	4	5.0	0	0.0	2	8.0	2	8.0
Bar Owners	14	21.0	7	25.0	3	21.0	4	16.0	1	1.0	0	0.0	1	4.0	0	0.0
Community Coalition	3	5.0	0	0.0	2	8.0	1	7.0	6	8.0	0	0.0	6	22.0	0	0.0
Police/Sheriff	1	2.0	0	0.0	0	0.0	1	4.0	2	3.0	0	0.0	0	0.0	2	8.0
Tavern League	26	39.0	16	57.0	6	43.0	4	16.0	3	4.0	2	8.0	0	0.0	1	4.0
City Council	0	0.0	0	0.0	0	0.0	0	0.0	9	12.0	0	0.0	4	15.0	5	21.0
Other	2	3.0	0	0.0	0	0.0	2	8.0	24	30.0	10	40.0	5	18.0	9	38.0
Don't Remember/don't know	1	2.0	0	0.0	0	0.0	1	4.0	16	21.0	4	16.0	6	22.0	6	25.0

*BOTH n AND % ARE BASED ON THOSE AWARE

*ANALYSIS DERIVED FROM PHONE SURVEY OF GENERAL POPULATION, TARGET, COMMUNITY LEADERS, AND BAR PERSONNEL

*COLUMNS SUM TO GREATER THAN 100% DUE TO MULTIPLE RESPONSES

**TABLE 9
LEVEL OF CONCERN ABOUT DRIVING AFTER EXCESSIVE DRINKING
HELD BY RESPONDENT BEFORE ONSET OF ROAD CREW PROGRAM**

	General Population							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
A major problem	265	25.2	85	24.3	87	24.9	93	26.6
Somewhat of a problem	532	50.7	169	48.3	181	51.7	182	52.0
A minor problem	188	17.9	65	18.6	67	19.1	56	16.0
No problem at all	38	3.6	22	6.3	6	1.7	10	2.9
Don't Know	27	2.6	9	2.6	9	2.6	9	2.6
	21-34 Year Old Target							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
A major problem	218	23.9	102	25.5	65	20.3	51	26.6
Somewhat of a problem	463	50.8	188	47.0	179	55.9	96	50.0
A minor problem	186	20.4	87	21.8	63	19.7	36	18.8
No problem at all	19	2.1	11	2.8	7	2.2	1	0.5
Don't Know	26	2.9	12	3.0	6	1.9	8	4.2
	Bar Personnel							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
A major problem	21	27.6	9	36.0	8	29.6	4	16.7
Somewhat of a problem	46	60.5	14	56.0	16	59.3	16	66.7
A minor problem	8	10.5	2	8.0	3	11.1	3	12.5
No problem at all	0	0.0	0	0.0	0	0.0	0	0.0
Don't Know	1	1.3	0	0.0	0	0.0	1	4.2
	Community Leaders							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
A major problem	13	19.4	7	25.0	0	0.0	6	24.0
Somewhat of a problem	38	56.7	15	53.6	8	57.1	15	60.0
A minor problem	14	20.9	5	17.9	6	42.9	3	12.0
No problem at all	1	1.5	0	0.0	0	0.0	1	4.0
Don't Know	1	1.5	1	3.6	0	0.0	0	0.0

*ANALYSIS DERIVED FROM PHONE SURVEY OF GENERAL POPULATION, TARGET, COMMUNITY LEADERS, AND BAR PERSONNEL

**TABLE 10
PERCEPTION OF LEVEL OF CONCERN HELD BY GENERAL COMMUNITY
ABOUT DRIVING AFTER EXCESSIVE DRINKING**

	General Population							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Very concerned	233	22.2	69	19.7	72	20.6	92	26.3
Somewhat concerned	580	55.2	196	56.0	196	56.0	188	53.7
Neither	65	6.2	24	6.9	16	4.6	25	7.1
Somewhat unconcerned	103	9.8	30	8.6	42	12.0	31	8.9
very unconcerned	21	2.0	9	2.6	7	2.0	5	1.4
Don't Know	48	4.6	22	6.3	17	4.9	9	2.6
	21-34 Year Old Target							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Very concerned	167	18.3	70	17.5	54	16.9	43	22.4
Somewhat concerned	525	57.6	228	57.0	186	58.1	111	57.8
Neither	98	10.7	51	12.8	33	10.3	14	7.3
Somewhat unconcerned	89	9.8	34	8.5	37	11.6	18	9.4
very unconcerned	13	1.4	8	2.0	3	0.9	2	1.0
Don't Know	20	2.2	9	2.3	7	2.2	4	2.1
	Bar Personnel							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Very concerned	18	26.9	8	28.6	5	35.7	5	20.0
Somewhat concerned	42	62.7	18	64.3	6	42.9	18	72.0
Neither	5	7.5	2	7.1	2	14.3	1	4.0
Somewhat unconcerned	2	3.0	0	0.0	1	7.1	1	4.0
very unconcerned	0	0.0	0	0.0	0	0.0	0	0.0
Don't Know	0	0.0	0	0.0	0	0.0	0	0.0
	Community Leaders							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Very concerned	21	27.3	5	20.0	8	29.6	8	32.0
Somewhat concerned	46	59.7	20	80.0	14	51.9	12	48.0
Neither	2	2.6	0	0.0	0	0.0	2	8.0
Somewhat unconcerned	2	2.6	0	0.0	0	0.0	2	8.0
very unconcerned	0	0.0	0	0.0	0	0.0	0	0.0
Don't Know	6	7.8	0	0.0	5	18.5	1	4.0

*ANALYSIS DERIVED FROM PHONE SURVEY OF GENERAL POPULATION, TARGET, COMMUNITY LEADERS, AND BAR PERSONNEL

**TABLE 11
HOW RESPONDENTS FEEL ABOUT THE ROAD CREW**

	General Population							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Very Positive	496	69.1	141	71.2	181	73.3	174	63.7
Somewhat Positive	150	20.9	39	19.7	43	17.4	68	24.9
Neither Pos nor Neg	31	4.3	8	4.0	10	4.0	13	4.8
Somewhat Negative	6	0.8	2	1.0	2	0.8	2	0.7
Very Negative	5	0.7	2	1.0	1	0.4	2	0.7
Don't Know	30	4.2	6	3.0	10	4.0	14	5.1
	21-34 Year Old Target							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Very Positive	459	71.3	174	68.5	191	79.6	94	62.7
Somewhat Positive	128	19.9	54	21.3	33	13.8	41	27.3
Neither Pos nor Neg	29	4.5	13	5.1	10	4.2	6	4.0
Somewhat Negative	7	1.1	5	2.0	1	0.4	1	0.7
Very Negative	4	0.6	1	0.4	1	0.4	2	1.3
Don't Know	17	2.6	7	2.8	4	1.7	6	4.0
	Bar Personnel							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Very Positive	61	91.4	26	92.9	14	100.0	21	84.0
Somewhat Positive	5	7.5	2	7.1	0	0.0	3	12.0
Neither Pos nor Neg	1	1.5	0	0.0	0	0.0	1	4.0
Somewhat Negative	0	0.0	0	0.0	0	0.0	0	0.0
Very Negative	0	0.0	0	0.0	1	0.0	0	0.0
Don't Know	0	0.0	0	0.0	0	0.0	0	0.0
	Community Leaders							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Very Positive	58	76.3	20	80.0	21	77.8	17	70.8
Somewhat Positive	7	9.2	1	4.0	4	14.8	2	8.3
Neither Pos nor Neg	3	3.9	1	4.0	1	3.7	1	4.2
Somewhat Negative	2	2.6	0	0.0	0	0.0	2	8.3
Very Negative	1	1.3	0	0.0	0	0.0	1	4.2
Don't Know	5	6.6	3	12.0	1	3.7	1	4.2

*BOTH n AND % ARE BASED ON THOSE AWARE

*ANALYSIS DERIVED FROM PHONE SURVEY OF GENERAL POPULATION, TARGET, COMMUNITY LEADERS, AND BAR PERSONNEL

**TABLE 12
LISTING OF POSITIVE FEATURES OF ROAD CREW**

	General Population								21-34 Year Old Target							
	Total		Polk County		Dodgeville		Tomah		Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Reduce/ Eliminate drunk drivers on the road	87	12.1	6	3.0	24	9.7	57	20.9	75	11.6	8	3.1	43	17.9	24	16.0
Less accidents/ can't cause accidents	63	8.8	6	3.0	36	14.6	21	7.7	48	7.5	7	2.8	33	13.8	8	5.3
Another option to get home	72	10.0	12	6.1	22	8.9	38	13.9	30	4.7	4	1.6	15	6.3	11	7.3
Inexpensive	144	20.1	44	22.2	59	23.9	41	15.0	106	16.5	35	13.8	55	22.9	16	10.7
Safer / for the one drinking / for others	206	28.7	26	13.1	71	28.7	109	39.9	121	18.8	20	7.9	62	25.8	39	26.0
Saves lives / less accidents	19	2.6	15	7.6	3	1.2	1	0.4	23	3.6	20	7.9	3	1.3	0	0.0
All other (50 categories)	117	16.3	49	24.7	45	18.2	23	8.4	210	32.6	102	40.2	82	34.2	26	17.3
Don't know / no answer	29	4.0	17	8.6	6	2.4	6	2.2	41	6.4	22	8.7	9	3.8	10	6.7

	Bar Personnel								Community Leaders							
	Total		Polk County		Dodgeville		Tomah		Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Don't worry about DWIs / not driving drunk	3	5.0	0	0.0	1	7.0	2	8.0	8	10.0	3	12.0	4	15.0	1	4.0
Avoid accidents / get home safely	7	10.0	0	0.0	7	50.0	0	0.0	7	9.0	1	4.0	6	22.0	0	0.0
People use it / people more responsible	3	5.0	0	0.0	2	14.0	1	4.0	6	8.0	1	4.0	5	19.0	0	0.0
Drive to remote areas / rural areas	5	8.0	1	4.0	3	21.0	1	4.0	11	14.0	2	8.0	6	22.0	3	13.0
Allows you to go out and have a good time without worries	8	12.0	1	4.0	2	14.0	5	20.0	28	36.0	14	56.0	4	15.0	10	42.0
People like limos / 5 or 6 people can use	1	2.0	1	4.0	0	0.0	0	0.0	4	5.0	4	16.0	0	0.0	0	0.0
Inexpensive	35	52.0	18	64.0	5	36.0	12	48.0	28	36.0	13	52.0	8	30.0	7	28.0
Can get car brought home	16	24.0	5	18.0	4	29.0	5	20.0	26	34.0	11	44.0	8	30.0	7	28.0
All other (9 categories)	2	3.0	1	4.0	0	0.0	1	4.0	1	1.0	0	0.0	1	4.0	0	0.0
Flyers at local establishments	15	22.0	6	21.0	4	29.0	5	20.0	6	8.0	1	4.0	2	7.0	3	12.0
Road Crew T-Shirts	13	20.0	0	0.0	4	29.0	5	20.0	2	3.0	0	0.0	1	4.0	1	4.0
Bar Workers	4	6.0	1	4.0	2	14.0	1	4.0	4	5.0	0	0.0	2	8.0	2	8.0
Bar Owners	14	21.0	7	25.0	3	21.0	4	16.0	1	1.0	0	0.0	1	4.0	0	0.0
Community Coalition	3	5.0	0	0.0	2	8.0	1	7.0	6	8.0	0	0.0	6	22.0	0	0.0
Police/Sheriff	1	2.0	0	0.0	0	0.0	1	4.0	2	3.0	0	0.0	0	0.0	2	8.0
Tavern League	26	39.0	16	57.0	6	43.0	4	16.0	3	4.0	2	8.0	0	0.0	1	4.0
City Council	0	0.0	0	0.0	0	0.0	0	0.0	9	12.0	0	0.0	4	15.0	5	21.0
Other	2	3.0	0	0.0	0	0.0	2	8.0	24	30.0	10	40.0	5	18.0	9	38.0
Don't Remember/don't know	1	2.0	0	0.0	0	0.0	1	4.0	16	21.0	4	16.0	6	22.0	6	25.0

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 *ANALYSIS DERIVED FROM PHONE SURVEY OF GENERAL POPULATION, TARGET, COMMUNITY LEADERS, AND BAR PERSONNEL
 *COLUMNS SUM TO GREATER THAN 100% DUE TO MULTIPLE RESPONSES

**TABLE 13
LISTING OF NEGATIVE FEATURES OF THE ROAD CREW**

	General Population							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
None	381	53.1	108	54.5	119	48.2	154	56.4
Encourages Drinking	76	10.6	21	10.6	26	10.5	29	10.6
Not enough Cars	4	0.6	1	0.5	2	0.8	1	0.4
Some people abuse it	0	0.0	0	0.0	0	0.0	0	0.0
Not available every day of the week	0	0.0	0	0.0	0	0.0	0	0.0
Not everyone is aware of program	0	0.0	0	0.0	0	0.0	0	0.0
All other (15 categories)	160	22.3	40	20.2	61	24.7	59	21.6
Don't know / no answer	99	13.8	28	14.1	40	16.2	31	11.4
	21-34 Year Old Target							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
None	325	50.5	131	51.6	124	51.7	70	46.7
Encourages Drinking	77	12.0	36	14.2	28	11.7	13	8.7
Not enough Cars	28	4.3	12	4.7	13	5.4	3	2.0
Some people abuse it	0	0.0	0	0.0	0	0.0	0	0.0
Not available every day of the week	0	0.0	0	0.0	0	0.0	0	0.0
Not everyone is aware of program	0	0.0	0	0.0	0	0.0	0	0.0
All other (15 categories)	151	23.4	54	21.3	53	22.1	44	29.3
Don't know / no answer	71	11.0	26	10.2	25	10.4	20	13.3
	Bar Personnel							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
None	38	57.0	14	50.0	10	71.0	14	56.0
Encourages Drinking	0	0.0	0	0.0	0	0.0	0	0.0
Not enough Cars	3	5.0	2	7.0	0	0.0	1	4.0
Some people abuse it	5	8.0	0	0.0	1	7.0	4	16.0
Not available every day of the week	5	8.0	4	13.0	1	7.0	0	0.0
Not everyone is aware of program	0	0.0	0	0.0	0	0.0	0	0.0
All other (15 categories)	10	15.0	7	25.0	0	0.0	3	12.0
Don't know / no answer	0	0.0	0	0.0	0	0.0	0	0.0
	Community Leaders							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
None	24	32.0	4	17.0	11	41.0	9	38.0
Encourages Drinking	19	25.0	7	28.0	8	29.0	4	17.0
Not enough Cars	4	5.0	3	12.0	1	4.0	0	0.0
Some people abuse it	6	8.0	1	4.0	1	4.0	4	17.0
Not available every day of the week	0	0.0	0	0.0	0	0.0	0	0.0
Not everyone is aware of program	4	5.0	0	0.0	1	4.0	3	13.0
All other (18 categories)	20	27.0	5	20.0	6	22.0	9	38.0
Don't know / no answer	1	1.0	0	0.0	1	4.0	0	0.0

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*ANALYSIS DERIVED FROM PHONE SURVEY OF GENERAL POPULATION, TARGET, COMMUNITY LEADERS, AND BAR PERSONNEL

*COLUMNS SUM TO GREATER THAN 100% DUE TO MULTIPLE RESPONSES

TABLE 14
HOW COMMUNITY LEADERS AND BAR PERSONNEL
WOULD IMPROVE THE PROGRAMS

	Bar Personnel							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
More advertisement	6	9.0	2	8.0	0	0.0	4	14.3
Nothing	5	7.5	2	8.0	3	21.4	0	0.0
Educate bartenders and owners more	0	0.0	0	0.0	0	0.0	0	0.0
All other (8 categories)	14	18.4	4	16.0	6	22.2	4	16.7
Don't know / no answer	5	7.5	3	12.0	0	0.0	2	7.1

	Community Leaders							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
More advertisement	14	25.0	5	31.3	1	6.3	8	40.0
Nothing	2	3.6	1	6.3	1	6.3		0.0
Educate bartenders and owners more	3	5.4	0	0.0	0	0.0	3	15.0
All other (11 categories)	14	25.0	8	50.0	1	6.3	5	25.0
Don't know / no answer	22	39.3	7	43.8	8	50.0	7	35.0

*BOTH n AND % ARE BASED ON THOSE AWARE

*ANALYSIS DERIVED FROM PHONE SURVEY OF COMMUNITY LEADERS AND BAR PERSONNEL

**TABLE 15
WAS THERE A POSITIVE IMPACT ON THE COMMUNITY?**

	General Population							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Yes	440	61.3	129	65.2	138	55.9	173	63.4
Don't know	210	29.2	45	22.7	78	31.6	87	31.9
No	68	9.5	24	12.1	31	12.6	13	4.8

	21-34 Year Old Target							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Yes	482	74.8	188	74.0	182	75.8	112	74.7
Don't know	124	19.3	54	21.3	38	15.8	32	21.3
No	38	5.9	12	4.7	20	8.3	6	4.0

	Bar Personnel							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Yes	66	98.5	28	100.0	13	92.9	25	100.0
Don't know	0	0.0	0	0.0	0	0.0	0	0.0
No	1	1.5	0	0.0	1	7.1	0	0.0

	Community Leaders							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Yes	60	79.0	21	84.0	21	78.0	18	75.0
Don't know	12	16.0	3	12.0	5	19.0	4	17.0
No	4	5.0	1	4.0	1	4.0	2	8.0

*BOTH n AND % ARE BASED ON THOSE AWARE

*ANALYSIS DERIVED FROM PHONE SURVEY OF GENERAL POPULATION, TARGET, COMMUNITY LEADERS, AND BAR PERSONNEL

**TABLE 16
WAS THERE A NEGATIVE IMPACT ON THE COMMUNITY?**

	General Population							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Yes	19	2.6	5	2.5	3	1.2	11	4.0
Don't know	106	14.8	31	15.7	38	15.4	37	13.6
No	593	82.6	162	81.8	206	83.4	225	82.4

	21-34 Year Old Target							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Yes	17	2.6	9	3.5	6	2.5	2	1.3
Don't know	51	7.9	25	9.8	15	6.3	11	7.3
No	576	89.4	220	86.6	219	91.3	137	91.3

	Bar Personnel							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Yes	0	0.0	0	0.0	0	0.0	0	0.0
Don't know	0	0.0	0	0.0	0	0.0	0	0.0
No	67	100.0	28	100.0	14	100.0	25	100.0

	Community Leaders							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Yes	2	3.0	0	0.0	1	4.0	1	4.0
Don't know	6	8.0	0	0.0	3	11.0	3	13.0
No	68	89.0	25	100.0	23	85.0	20	83.0

*BOTH n AND % ARE BASED ON THOSE AWARE

*ANALYSIS DERIVED FROM PHONE SURVEY OF GENERAL POPULATION, TARGET, COMMUNITY LEADERS, AND BAR PERSONNEL

**TABLE 17
LISTING OF POSITIVE IMPACT ISSUES OF THE ROAD CREW**

	General Population							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Get people off the road / keep drunks off the road	171	38.9	59	45.7	46	33.3	66	38.2
Saw several people using it / lots of people use it	88	20.0	31	24.0	27	19.6	30	17.3
Less accidents	71	16.1	20	15.5	20	14.5	31	17.9
No DWI's / Less DWI's	32	7.3	10	7.8	15	10.9	7	4.0
Safer / creates safer highways / safe ride home	45	10.2	17	13.2	15	10.9	13	7.5
All Other (23 categories)	73	10.2	16	8.1	30	12.1	27	9.9
Don't know / no answer	35	8.0	5	3.9	10	7.2	20	11.6

	21-34 Year Old Target							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Get people off the road / keep drunks off the road	222	50.5	96	51.1	79	43.4	47	42.0
Saw several people using it / lots of people use it	109	24.8	39	20.7	45	24.7	25	22.3
Less accidents	59	13.4	23	12.2	21	11.5	15	13.4
No DWI's / Less DWI's	28	6.4	19	10.1	5	2.7	4	3.6
Safer / creates safer highways / safe ride home	53	12.0	20	10.6	22	12.1	11	9.8
Saves Lives	27	6.1	6	3.2	11	6.0	10	8.9
All Other (23 categories)	92	14.3	31	12.2	42	17.5	19	12.7
Don't know / no answer	24	5.5	8	4.3	8	4.4	8	7.1

	Bar Personnel							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Less accidents	8	11.9	2	7.1	2	14.3	4	16.0
Less drunk driving / keeps drunks off road	30	44.8	14	50.0	6	42.9	10	40.0
Safer on the roads	15	22.4	6	21.4	4	28.6	5	20.0
Lots of people use it / I've used it	12	17.9	6	21.4	2	14.3	4	16.0
More people responsible for their actions	6	9.0	5	17.9	0	0.0	1	4.0
All other (4 categories)	18	26.9	5	17.9	5	35.7	8	32.0
Don't know / no answer	0	0.0	0	0.0	0	0.0	0	0.0

	Community Leaders							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
People are using it	16	21.3	1	4.2	5	18.7	10	42.0
Less DWIs	12	15.8	4	16.0	3	10.9	5	21.0
Less people driving drunk	21	27.6	7	27.7	7	25.7	7	29.3
Safer	10	13.4	4	16.0	6	22.6	0	0.0
Less accidents	8	10.3	4	16.0	3	10.9	1	4.5
Increase awareness of drinking and driving	5	6.3	0	0.0	3	10.9	2	8.3
All other (10 categories)	20	26.8	9	37.0	6	23.3	5	21.0
Don't know / no answer	2	2.4	0	0.0	1	3.9	1	4.5

*ANALYSIS DERIVED FROM PHONE SURVEY OF GENERAL POPULATION, TARGET, COMMUNITY LEADERS, AND BAR PERSONNEL

*COLUMNS SUM TO GREATER THAN 100% DUE TO MULTIPLE RESPONSES

**TABLE 18
LISTING OF NEGATIVE FEATURES OF THE ROAD CREW**

	General Population							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
None	381	53.1	108	54.5	119	48.2	154	56.4
Encourages drinking / undisciplined drinking	76	10.6	21	10.6	26	10.5	29	10.6
All other (65 categories)	164	22.8	41	20.7	63	25.5	60	22.0
Don't know / no answer	99	13.8	28	14.1	40	16.2	31	11.4

	21-34 Year Old Target							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
None	325	50.5	131	51.6	124	51.7	70	46.7
Encourages drinking / undisciplined drinking	77	12.0	36	14.2	28	11.7	13	8.7
All other (64 categories)	179	27.8	66	26.0	66	27.5	47	31.3
Don't know / no answer	71	11.0	26	10.2	25	10.4	20	13.3

	Bar Personnel							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
None	38	56.7	14	50.0	10	71.4	14	56.0
Gets abused by some people who don't drink	5	7.5	0	0.0	1	7.1	4	16.0
Not every day of the week / needs to operate everyday	5	7.5	4	14.3	1	7.1	0	0.0
All other (16 categories)	20	29.9	12	42.9	2	14.3	6	24.0

	Community Leaders							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
None	24	31.6	4	16.0	11	40.7	9	37.5
Some people won't use that should	3	3.9	2	8.0		0.0	4	16.7
Encourages drinking / drink too much because they have ride	19	25.0	7	28.0	8	29.6	4	16.7
Some people abuse it	6	7.9	1	4.0	1	3.7	4	16.7
Not enough cars	4	5.3	3	12.0	1	3.7	0	0.0
Not everyone is aware of the program / don't know enough	4	5.3	0	0.0	1	3.7	3	12.5
All Other (18 categories)	24	31.6	5	20.0	6	22.2	13	54.2
Don't know / no answer	1	1.3	0	0.0	4	14.8	0	0.0

*ANALYSIS DERIVED FROM PHONE SURVEY OF GENERAL POPULATION, TARGET, COMMUNITY LEADERS, AND BAR PERSONNEL

*COLUMNS SUM TO GREATER THAN 100% DUE TO MULTIPLE RESPONSES

TABLE 19
THE ROAD CREW AS A TOPIC OF COMMUNITY INTEREST

	Bar Personnel							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Yes	53	79.0	22	79.0	12	86.0	19	76.0
No	14	21.0	6	21.0	2	14.0	6	24.0
Don't know	0	0.0	0	0.0	0	0.0	0	0.0

	Community Leaders							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Yes	48	63.0	17	68.0	18	67.0	13	54.0
No	27	36.0	8	32.0	8	30.0	11	46.0
Don't know	1	1.0	0	0.0	1	4.0	0	0.0

*BOTH n AND % ARE BASED ON THOSE AWARE

*ANALYSIS DERIVED FROM PHONE SURVEY OF COMMUNITY LEADERS
AND BAR PERSONNEL

TABLE 20
COMMENTS RECEIVED ABOUT THE ROAD CREW

	Bar Personnel							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
People enjoy ride home	39	58.5	17	60.5	8	57.4	14	56.2
People are not out driving drunk	4	6.3	3	11.0	0	0.0	1	3.8
Don't have to worry about hurting somebody or about cops	6	8.7	2	7.1	2	14.6	2	8.4
Can drink and get a safe ride home	5	7.1	2	7.1	2	14.6	1	3.8
Other areas wish they had this program	3	4.7	0	0.0	3	21.4	0	0.0
Rather pay for ride than DWI	3	4.7	0	0.0	2	14.6	1	3.8
All other (18 categories)	27	39.6	14	50.3	2	13.7	10	40.3

	Community Leaders							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
It is an option for people who are drinking	9	12.0	4	16.3	2	7.3	3	12.5
Good idea / good program	16	20.8	5	19.7	7	26.0	4	16.8
People are using it / people comfortable using it	10	13.3	2	8.2	4	14.7	4	16.8
Saves on fines	3	3.8	0	0.0	3	11.3	0	0.0
Bar owners are positive to it	5	6.3	0	0.0	1	4.0	4	16.8
All Other (17 categories)	29	37.9	10	40.8	17	61.3	4	17.3
Don't know / no answer	1	1.3	1	4.1	0	0.0	0	0.0

*BOTH n AND % ARE BASED ON THOSE AWARE

*ANALYSIS DERIVED FROM PHONE SURVEY OF COMMUNITY LEADERS
AND BAR PERSONNEL

*COLUMNS SUM TO GREATER THAN 100% DUE TO MULTIPLE RESPONSES

TABLE 21
PERCEPTIONS OF WHETHER THE ROAD CREW SHOULD CONTINUE

	Bar Personnel							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Yes	66	98.5	28	100.0	14	100.0	24	96.0
No	0	0.0	0	0.0	0	0.0	0	0.0
Don't know	1	1.5	0	0.0	0	0.0	1	4.0

	Community Leaders							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Yes	67	88.2	23	92.0	26	96.3	18	75.0
No	3	3.9	0	0.0	0	0.0	3	12.5
Don't know	6	7.9	2	8.0	1	3.7	3	12.5

*BOTH n AND % ARE BASED ON THOSE AWARE

*ANALYSIS DERIVED FROM PHONE SURVEY OF COMMUNITY LEADERS
AND BAR PERSONNEL

TABLE 22
PERCEPTIONS OF WHETHER THE ROAD CREW WILL CONTINUE

	Bar Personnel							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Yes	57	85.1	25	89.3	12	85.7	20	80.0
No	5	7.5	2	7.1	2	14.3	1	4.0
Don't know	5	7.5	1	3.6	0	0.0	4	16.0

	Community Leaders							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Yes	48	63.2	17	68.0	19	70.4	13	54.2
No	6	7.9	0	0.0	1	3.7	5	20.8
Don't know	22	28.9	8	32.0	7	25.9	7	29.2

*BOTH n AND % ARE BASED ON THOSE AWARE

*ANALYSIS DERIVED FROM PHONE SURVEY OF COMMUNITY LEADERS
AND BAR PERSONNEL

TABLE 23
JUSTIFICATION FOR THE PERCEPTIONS OF WHETHER THE ROAD CREW SHOULD CONTINUE

	Bar Personnel							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Keep people off road when drinking / safer	44	66.7	19	67.9	10	71.4	15	62.5
Keep business open	5	7.58	4	14.3	0	0.0	1	4.17
Great service for everyone / alternative to drinking	13	19.7	4	14.3	3	21.4	6	25
Less accidents	6	9.09	2	7.14	2	14.3	2	8.33
People use it	7	10.6	2	7.14	1	7.14	4	16.7
It is working	6	9.09	2	7.14	1	7.14	3	12.5
All other (8 categories)	12	18.2	4	14.3	3	21.4	5	20.8

	Community Leaders							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Keeps drunk drivers off road	32	47.0	14	61.0	10	38.0	8	42.0
Should be in all communities	2	3.0	0	0.0	0	0.0	2	11.0
How will it be funded	5	7.0	0	0.0	2	8.0	3	16.0
Saves lives	11	16.0	4	17.0	7	27.0	0	0.0
People are using it	6	9.0	0	0.0	5	19.0	1	5.0
It is an option instead of drinking and driving	5	7.0	2	9.0	1	4.0	2	11.0
Positive / good program	8	12.0	4	17.0	2	8.0	2	11.0
Safer / safer on high ways	19	28.0	7	30.0	7	27.0	5	26.0
All other (12 categories)	14.3	21	5.75	25	9.36	36	1.9	10

*ANALYSIS DERIVED FROM PHONE SURVEY OF COMMUNITY LEADERS
AND BAR PERSONNEL

*COLUMNS SUM TO GREATER THAN 100% DUE TO MULTIPLE RESPONSES

*THERE ARE 8 CASES WITH MISSING DATA FOR COMMUNITY LEADERS

TABLE 24
SUPPORT FOR BEHAVIOR CHANGE PROGRAMS IN COMMUNITIES

	Bar Personnel							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Strongly support this type of program	58	87.0	26	93.0	14	100.0	18	72.0
Somewhat support this type of program	5	7.0	1	4.0	0	0.0	4	16.0
Strongly believe that it is up to the individual	2	3.0	0	0.0	0	0.0	2	8.0
Somewhat believe that it is up to the individual	2	3.0	1	4.0	0	0.0	1	4.0

	Community Leaders							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Strongly support this type of program	42	55.0	11	44.0	19	70.0	12	48.0
Somewhat support this type of program	24	31.0	12	48.0	4	15.0	8	32.0
Strongly believe that it is up to the individual	6	8.0	0	0.0	2	7.0	4	16.0
Somewhat believe that it is up to the individual	1	1.0	0	0.0	1	4.0	0	0.0

*BOTH n AND % ARE BASED ON THOSE AWARE

*ANALYSIS DERIVED FROM PHONE SURVEY OF COMMUNITY LEADERS
AND BAR PERSONNEL

**TABLE 25
PERCEPTION OF NUMBER OF PEOPLE GOING TO BARS**

	General Population							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Increased	34	4.7	16	8.1	6	2.4	12	4.4
Decreased	41	5.7	10	5.1	9	3.6	22	8.1
Stayed about the same	476	66.3	146	73.7	157	63.6	173	63.4
Don't know	167	23.3	26	13.1	75	30.4	66	24.2

	21-34 Year Old Target							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Increased	54	8.4	29	11.4	11	4.6	14	9.3
Decreased	8	1.2	1	0.4	5	2.1	2	1.3
Stayed about the same	502	78.0	191	75.2	194	80.8	117	78.0
Don't know	80	12.4	33	13.0	30	12.5	17	11.3

	Bar Personnel							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Increased	18	27.0	9	32.0	3	21.0	6	24.0
Decreased	0	0.0	0	0.0	0	0.0	0	0.0
Stayed about the same	49	73.0	19	68.0	11	79.0	19	76.0
Don't know	0	0.0	0	0.0	0	0.0	0	0.0

	Community Leaders							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Increased	5	7.0	4	16.0	1	4.0	0	0.0
Decreased	0	0.0	0	0.0	0	0.0	0	0.0
Stayed about the same	47	62.0	16	64.0	12	44.0	19	79.0
Don't know	24	32.0	5	20.0	14	52.0	5	21.0

*BOTH n AND % ARE BASED ON THOSE AWARE

*ANALYSIS DERIVED FROM PHONE SURVEY OF GENERAL POPULATION, TARGET, COMMUNITY LEADERS, AND BAR PERSONNEL

**TABLE 26
PERCEPTION OF CHANGES IN THE AMOUNT OF
INDIVIDUAL CONSUMPTION**

	General Population							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Increased	50	7.0	11	5.6	16	6.5	23	8.4
Decreased	58	8.1	16	8.1	16	6.5	26	9.5
Stayed about the same	452	63.0	135	68.2	151	61.1	166	60.8
Don't know	158	22.0	36	18.2	64	25.9	58	21.2

	21-34 Year Old Target							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Increased	74	11.5	42	16.5	22	9.2	10	6.7
Decreased	9	1.4	2	0.8	3	1.3	4	2.7
Stayed about the same	490	76.1	181	71.3	193	80.4	116	77.3
Don't know	71	11.0	29	11.4	22	9.2	20	13.3

	Bar Personnel							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Increased	11	16.0	4	14.0	5	36.0	2	8.0
Decreased	0	0.0	0	0.0	0	0.0	0	0.0
Stayed about the same	56	84.0	24	86.0	9	64.0	23	92.0
Don't know	0	0.0	0	0.0	0	0.0	0	0.0

	Community Leaders							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Increased	3	4.0	2	8.0	1	4.0	0	0.0
Decreased	3	4.0	2	8.0	0	0.0	1	4.0
Stayed about the same	52	68.0	17	68.0	16	59.0	19	79.0
Don't know	18	24.0	4	16.0	10	37.0	4	17.0

*BOTH n AND % ARE BASED ON THOSE AWARE

*ANALYSIS DERIVED FROM PHONE SURVEY OF GENERAL POPULATION, TARGET, COMMUNITY LEADERS, AND BAR PERSONNEL

**TABLE 27
PERCEPTION OF CHANGES IN WHERE PEOPLE ARE DRINKING**

	General Population							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Drink at home	184	25.6	47	23.7	58	23.5	79	28.9
Drink at bars	62	8.6	8	4.0	29	11.7	25	9.2
No change	379	52.8	120	60.6	122	49.4	137	50.2
Don't know	93	13.0	23	11.6	38	15.4	32	11.7

	21-34 Year Old Target							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Drink at home	58	9.0	26	10.2	20	8.3	12	8.0
Drink at bars	92	14.3	43	16.9	31	12.9	18	12.0
No change	455	70.7	176	69.3	174	72.5	105	70.0
Don't know	39	6.1	9	3.5	15	6.3	15	10.0

	Bar Personnel							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Drink at home	10	14.9	6	21.4	2	14.3	2	8.0
Drink at bars	18	26.9	8	28.6	7	50.0	3	12.0
No change	37	55.2	13	46.4	4	28.6	20	80.0
Don't know	2	3.0	1	3.6	1	7.1	0	0.0

	Community Leaders							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Drink at home	18	23.7	10	40.0	5	18.5	3	12.5
Drink at bars	8	10.5	1	4.0	5	18.5	2	8.3
No change	42	55.3	12	48.0	15	55.6	15	62.5
Don't know	8	10.5	2	8.0	2	7.4	4	16.7

*BOTH n AND % ARE BASED ON THOSE AWARE

*ANALYSIS DERIVED FROM PHONE SURVEY OF GENERAL POPULATION, TARGET, COMMUNITY LEADERS, AND BAR PERSONNEL

**TABLE 28
PERCEPTION OF CHANGES IN SALES LEVELS IN BARS**

	Bar Personnel							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Increase	23	34.3	13	46.4	6	42.9	4	16.0
No change	41	61.2	14	50.0	8	57.1	19	76.0
Decrease	0	0.0	0	0.0	0	0.0	0	0.0
Don't know	3	4.5	1	3.6	0	0.0	2	8.0

	Community Leaders							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Increase	11	14.5	5	20.0	3	11.1	3	12.5
No change	34	44.7	12	48.0	11	40.7	11	45.8
Decrease	1	1.3	0	0.0	11	40.7	1	4.2
Don't know	30	39.5	8	32.0	13	48.1	9	37.5

*BOTH n AND % ARE BASED ON THOSE AWARE

*ANALYSIS DERIVED FROM PHONE SURVEY OF COMMUNITY LEADERS
AND BAR PERSONNEL

**TABLE 29
PERCEPTION OF CHANGES IN INDIVIDUAL CONSUMPTION LEVELS
AMONG PATRONS VISITING BARS**

	Bar Personnel							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Increase	11	16.4	3	10.7	3	21.4	5	20.0
No change	54	80.6	25	89.3	9	64.3	20	80.0
Decrease	0	0.0	0	0.0	0	0.0	0	0.0
Don't know	2	3.0	0	0.0	2	14.3	0	0.0

	Community Leaders							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Increase	1	1.3	0	0.0	0	0.0	1	4.2
No change	51	67.1	18	72.0	16	59.3	17	70.8
Decrease	2	2.6	2	8.0	0	0.0	0	0.0
Don't know	22	28.9	5	20.0	11	40.7	6	25.0

*BOTH n AND % ARE BASED ON THOSE AWARE

*ANALYSIS DERIVED FROM PHONE SURVEY OF COMMUNITY LEADERS
AND BAR PERSONNEL

TABLE 30
PERCEPTION OF CHANGES IN THE NUMBER OF
PATRONS VISITING BARS

	Bar Personnel							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Increase	18	26.9	9	32.1	3	21.4	6	24.0
No change	49	73.1	19	67.9	11	78.6	18	72.0
Decrease	0	0.0	0	0.0	0	0.0	0	0.0
Don't know	0	0.0	0	0.0	0	0.0	0	0.0

	Community Leaders							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Increase	5	6.6	4	16.0	1	3.7	0	0.0
No change	47	61.8	16	64.0	12	44.4	19	79.2
Decrease	0	0.0	0	0.0	0	0.0	0	0.0
Don't know	24	31.6	5	20.0	14	51.9	5	20.8

*BOTH n AND % ARE BASED ON THOSE AWARE

*ANALYSIS DERIVED FROM PHONE SURVEY OF COMMUNITY LEADERS
AND BAR PERSONNEL

TABLE 31
MEAN NUMBER OF DRINKS
ON NIGHT OF COUPON DISTRIBUTION

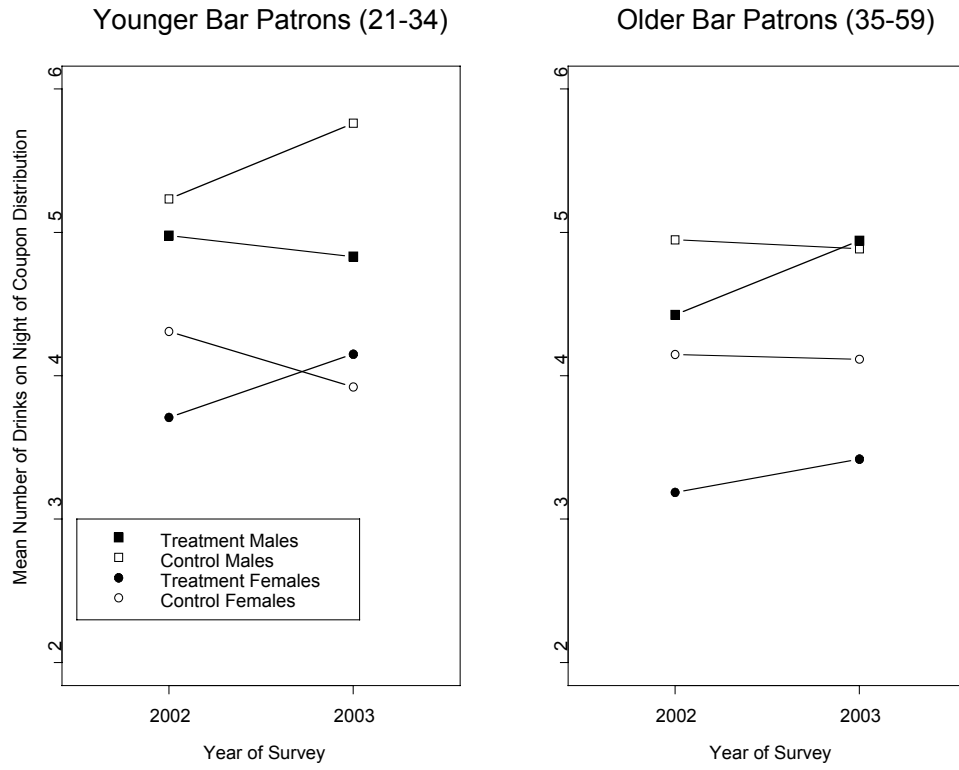
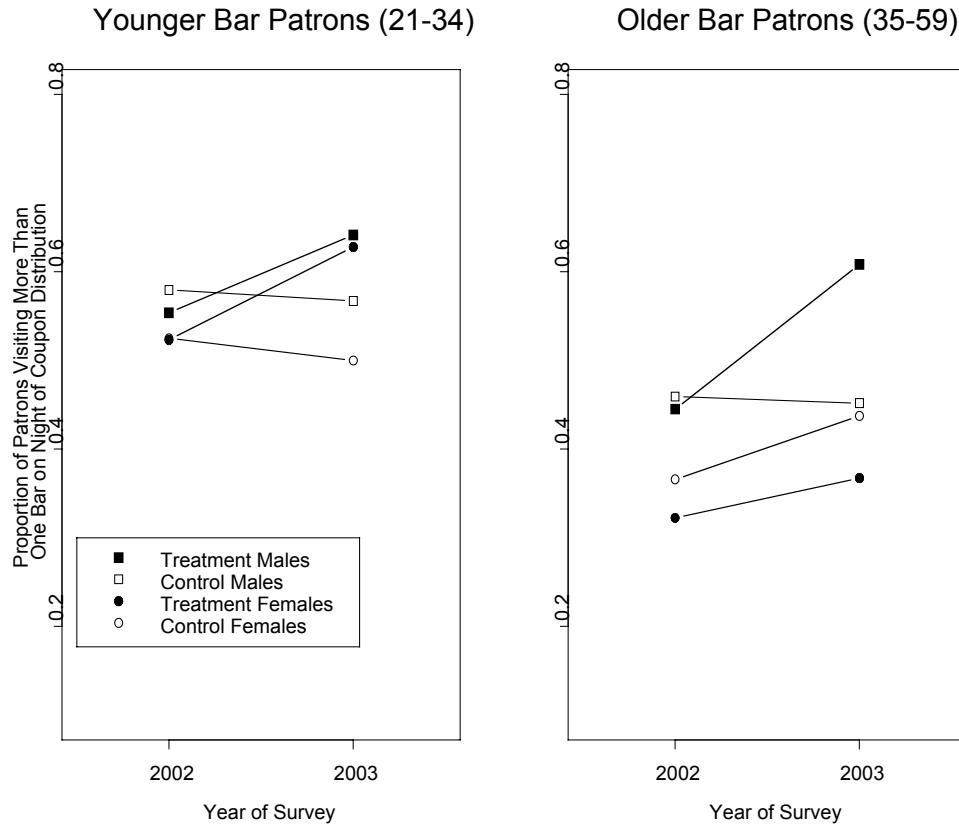


TABLE 32
PROPORTION OF PATRONS VISITING MORE THAN ONE BAR
ON NIGHT OF COUPON DISTRIBUTION



**TABLE 33
PERCEPTIONS OF CHANGES IN THE USE OF OTHER DESIGNATED
DRIVER PLANS**

	Bar Personnel							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Yes, increase	18	26.9	10	35.7	3	21.0	5	20.0
Yes, decrease	3	4.5	0	0.0	1	7.0	2	8.0
No change	30	44.8	12	43.0	5	36.0	13	52.0
Don't know / no answer	16	23.9	6	21.0	5	36.0	5	20.0

	Community Leaders							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Yes, increase	24	32.0	12	48.0	8	30.0	4	17.0
Yes, decrease	4	5.0	0	0.0	3	11.0	1	4.0
No change	23	30.0	9	36.0	5	19.0	9	38.0
Don't know / no answer	25	33.0	4	16.0	11	41.0	10	42.0

*BOTH n AND % ARE BASED ON THOSE AWARE

*ANALYSIS DERIVED FROM PHONE SURVEY OF COMMUNITY LEADERS
AND BAR PERSONNEL

**TABLE 34
PERCEPTION OF SHIFTS FROM THE USE OF DESIGNATED DRIVER
PLANS TO THE USE OF THE ROAD CREW**

	Bar Personnel							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Yes	31	46.0	14	50.0	6	43.0	11	44.0
No	11	16.0	2	7.0	2	14.0	7	28.0
Don't know	25	37.0	12	43.0	6	43.0	7	28.0

	Community Leaders							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Yes	35	46.0	13	52.0	14	52.0	8	33.0
No	11	14.0	4	16.0	0	0.0	7	29.0
Don't know	30	39.0	8	32.0	13	48.0	9	38.0

*BOTH n AND % ARE BASED ON THOSE AWARE

*ANALYSIS DERIVED FROM PHONE SURVEY OF COMMUNITY LEADERS
AND BAR PERSONNEL

**TABLE 35
PERCEPTION OF WHETHER AN INCREASE IN
DESIGNATED DRIVER BEHAVIOR WOULD HAVE OCCURRED IN THE
ABSENCE OF THE ROAD CREW**

	Bar Personnel							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Yes	22	33.0	10	36.0	6	43.0	6	24.0
No	24	36.0	8	29.0	4	29.0	12	48.0
Don't know	21	31.0	10	36.0	4	29.0	7	28.0

	Community Leaders							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Yes	20	26.0	8	32.0	6	22.0	6	25.0
No	32	42.0	12	48.0	10	37.0	10	42.0
Don't know	24	32.0	5	20.0	11	41.0	8	33.0

*BOTH n AND % ARE BASED ON THOSE AWARE

*ANALYSIS DERIVED FROM PHONE SURVEY OF COMMUNITY LEADERS
AND BAR PERSONNEL

**TABLE 36
PERCEPTION OF CHANGE IN RESPONSIBILITY FOR BEHAVIOR
RELATED TO DRINKING AND DRIVING**

	Bar Personnel							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
More responsibility	50	75.0	21	75.0	14	100.0	15	60.0
Less responsibility	3	4.0	2	7.0	0	0.0	1	4.0
No change	14	21.0	5	18.0	0	0.0	9	36.0
Don't know	0	0.0	0	0.0	0	0.0	0	0.0

	Community Leaders							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
More responsibility	47	62.0	20	80.0	16	59.0	11	46.0
Less responsibility	5	7.0	0	0.0	4	15.0	1	4.0
No change	15	20.0	2	8.0	4	15.0	9	38.0
Don't know	15	20.0	2	8.0	4	15.0	9	38.0

*BOTH n AND % ARE BASED ON THOSE AWARE

*ANALYSIS DERIVED FROM PHONE SURVEY OF COMMUNITY LEADERS
AND BAR PERSONNEL

**TABLE 37
MODE OF TRANSPORTATION USED IN THE BAR COUPON STUDY**

2002	Treatment Communities										Control
	Total		Polk County		Dodgeville		Tomah				
	n	%	n	%	n	%	n	%	n	%	
Drive Self	461	64.0	123	70.3	72	74.2	266	59.4	388	55.8	
Ride Service	-	-	-	-	-	-	-	-	-	-	
Public Transportation	41	5.7	2	1.1	0	0.0	39	8.7	17	2.4	
Someone else drove	161	22.4	40	22.9	19	19.6	102	22.8	200	28.8	
Walked	47	6.5	8	4.6	5	5.2	34	7.6	80	11.5	
None of the above	10	1.4	2	1.1	1	1.0	7	1.6	10	1.4	

2003	Treatment Communities										Control
	Total		Polk County		Dodgeville		Tomah				
	n	%	n	%	n	%	n	%	n	%	
Drive Self	362	61.7	90	62.1	75	75.8	197	57.4	222	59.8	
Ride Service	100	17.0	29	20.0	4	4.0	67	19.5	20	5.4	
Public Transportation	6	1.0	1	0.7	0	0.0	5	1.5	1	0.3	
Someone else drove	76	12.9	16	11.0	14	14.1	46	13.4	85	22.9	
Walked	40	6.8	9	6.2	6	6.1	25	7.3	34	9.2	
None of the above	3	0.5	0	0.0	0	0.0	3	0.9	9	2.4	

2002 Men 21-34 Years Old	Treatment Communities										Control
	Total		Polk County		Dodgeville		Tomah				
	n	%	n	%	n	%	n	%	n	%	
Drive Self	97	67.4	39	78.0	15	93.8	43	55.1	123	60.3	
Ride Service	-	-	-	-	-	-	-	-	-	-	
Public Transportation	12	8.3	2	4.0	0	0.0	10	12.8	5	2.5	
Someone else drove	29	20.1	8	16.0	1	6.3	20	25.6	49	24.0	
Walked	5	3.5	0	0.0	0	0.0	5	6.4	24	11.8	
None of the above	1	1.1	1	2.0	0	0.0	0	0.0	3	1.5	

2003 Men 21-34 Years Old	Treatment Communities										Control
	Total		Polk County		Dodgeville		Tomah				
	n	%	n	%	n	%	n	%	n	%	
Drive Self	62	52.5	23	52.3	7	53.8	32	52.5	30	43.5	
Ride Service	26	22.0	10	22.7	1	7.7	15	24.6	5	7.2	
Public Transportation	1	0.8	1	2.3	0	0.0	0	0.0	0	0.0	
Someone else drove	18	15.3	4	9.1	3	23.1	11	18.0	22	31.9	
Walked	10	8.5	5	11.4	2	15.4	3	4.9	10	14.5	
None of the above	0	0.0	0	0.0	0	0.0	0	0.0	2	2.9	

2002 Women 21-34 Years Old	Treatment Communities										Control
	Total		Polk County		Dodgeville		Tomah				
	n	%	n	%	n	%	n	%	n	%	
Drive Self	52	55.3	18	66.7	8	72.7	26	46.4	57	45.2	
Ride Service	-	-	-	-	-	-	-	-	-	-	
Public Transportation	4	4.3	0	0.0	0	0.0	4	7.1	4	3.2	
Someone else drove	32	34.0	7	25.9	2	18.2	23	41.1	50	39.7	
Walked	6	6.4	2	7.4	1	9.1	3	5.4	14	11.1	
None of the above	0	0.0	0	0.0	0	0.0	0	0.0	1	0.8	

2003 Women 21-34 Years Old	Treatment Communities										Control
	Total		Polk County		Dodgeville		Tomah				
	n	%	n	%	n	%	n	%	n	%	
Drive Self	47	53.4	16	69.6	8	66.7	23	43.4	46	66.7	
Ride Service	18	20.5	4	17.4	0	0.0	14	26.4	2	2.9	
Public Transportation	1	1.1	0	0.0	0	0.0	1	1.9	0	0.0	
Someone else drove	13	14.8	1	4.3	2	16.7	10	18.9	18	26.1	
Walked	9	10.2	2	8.7	2	16.7	5	9.4	2	2.9	
None of the above	0	0.0	0	0.0	0	0.0	0	0.0	1	1.4	

*ANALYSIS DERIVED FROM 2002 AND 2003 BAR COUPON PHONE SURVEY OF BOTH TREATMENT AND CONTROL GROUPS
 *RIDE SERVICE WAS NOT AVAILABLE IN 2002 BAR COUPON SURVEY

**TABLE 38
PERCEPTION OF CHANGE IN NUMBER OF PEOPLE WHO DRIVE AFTER
EXCESSIVE DRINKING**

	General Population							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Increased	42	5.8	10	5.1	15	6.1	17	6.2
Decreased	342	47.6	100	50.5	114	46.2	128	46.9
Stayed about the same	221	30.8	61	30.8	77	31.2	83	30.4
Don't know	113	15.7	27	13.6	41	16.6	45	16.5

	21-34 Year Old Target							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Increased	26	4.0	13	5.1	7	2.9	6	4.0
Decreased	422	65.5	161	63.4	162	67.5	99	66.0
Stayed about the same	149	23.1	63	24.8	59	24.6	27	18.0
Don't know	47	7.3	17	6.7	12	5.0	18	12.0

	Bar Personnel							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Increased	1	1.0	1	4.0	0	0.0	0	0.0
Decreased	54	81.0	19	68.0	13	93.0	22	88.0
Stayed about the same	12	18.0	8	29.0	1	7.0	3	12.0
Don't know	0	0.0	0	0.0	0	0.0	0	0.0

	Community Leaders							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Increased	4	5.0	1	4.0	2	7.0	1	4.0
Decreased	45	59.0	14	56.0	17	63.0	14	58.0
Stayed about the same	16	21.0	5	20.0	4	15.0	7	29.0
Don't know	16	21.0	5	20.0	4	15.0	7	29.0

*BOTH n AND % ARE BASED ON THOSE AWARE

*ANALYSIS DERIVED FROM PHONE SURVEY OF GENERAL POPULATION, TARGET, COMMUNITY LEADERS, AND BAR PERSONNEL

**TABLE 39
PERCEPTION OF CHANGE IN FREQUENCY OF DRIVING AFTER
EXCESSIVE DRINKING OF INDIVIDUALS**

	General Population							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Increased	43	6.0	11	5.6	14	5.7	18	6.6
Decreased	265	36.9	69	34.8	92	37.2	104	38.1
Stayed about the same	284	39.6	87	43.9	93	37.7	104	38.1
Don't know	126	17.5	31	15.7	48	19.4	47	17.2

	21-34 Year Old Target							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Increased	26	4.0	11	5.6	14	5.7	6	4.0
Decreased	308	47.8	69	34.8	92	37.2	72	48.0
Stayed about the same	249	38.7	87	43.9	93	37.7	52	34.7
Don't know	61	9.5	31	15.7	48	19.4	20	13.3

	Bar Personnel							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Increased	1	1.0	1	4.0	0	0.0	0	0.0
Decreased	41	61.0	13	46.0	13	93.0	15	60.0
Stayed about the same	23	34.0	14	50.0	1	7.0	8	32.0
Don't know	2	3.0	0	0.0	0	0.0	2	8.0

	Community Leaders							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Increased	3	4.0	1	4.0	2	7.0	0	0.0
Decreased	32	42.0	11	44.0	10	37.0	11	46.0
Stayed about the same	28	37.0	11	44.0	8	30.0	9	38.0
Don't know	28	37.0	11	44.0	8	30.0	9	38.0

*BOTH n AND % ARE BASED ON THOSE AWARE

*ANALYSIS DERIVED FROM PHONE SURVEY OF GENERAL POPULATION, TARGET, COMMUNITY LEADERS, AND BAR PERSONNEL

TABLE 40
KNOWLEDGE OF OTHER PEOPLE WHO HAVE USED THE ROAD CREW

	General Population							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Yes	273	38.0	101	51.0	87	35.2	85	31.1
No	443	61.7	97	49.0	159	64.4	187	68.5
Don't know	2	0.3	0	0.0	1	0.4	1	0.4

	21-34 Year Old Target							
	Total		Polk County		Dodgeville		Tomah	
	n	%	n	%	n	%	n	%
Yes	391	60.7	168	66.1	150	62.5	73	48.7
No	253	39.3	86	33.9	90	37.5	77	51.3
Don't know	0	0.0	0	0.0	0	0.0	0	0.0

*BOTH n AND % ARE BASED ON THOSE AWARE

*ANALYSIS DERIVED FROM PHONE SURVEY OF GENERAL POPULATION AND TARGET

TABLE 41
DEMOGRAPHICS OF RIDERS

	21-34				35+			
	Male		Female		Male		Female	
	n	%	n	%	n	%	n	%
All Communities	5,167	30.4	3,707	21.8	5,123	30.1	2,995	17.6
Polk County	3,188	32.7	2,539	26.1	2,316	23.8	1,693	17.4
Dodgeville	701	33.1	572	27.0	465	22.0	378	17.9
Tomah	1,278	24.9	596	11.6	2,342	45.6	924	18.0

*ANALYSIS DERIVED FROM RIDE COUNT DATA

*THERE ARE 2,765 CASES WHERE AGE, GENDER OR BOTH ARE MISSING

TABLE 42
ORIGINATION AND DESTINATION OF RIDES
BY QUARTER AND BY COMMUNITY

Quarter of Year	Home to Bar		Bar to Bar		Bar to Home		Total	
	n	%	n	%	n	%	n	%
Jul- Sep 2002	289	9.8	1,447	49.3	1,199	40.9	2,935	15.5
Oct-Dec 2002	354	7.1	2,858	57.0	1,804	36.0	5,016	26.6
Jan-Mar 2003	399	8.0	2,659	53.0	1,960	39.1	5,018	26.6
Apr-Jun 2003	435	7.4	2,767	46.8	2,711	45.8	5,913	31.3
Total: % of Total	1,477	7.8	9,731	51.5	7,674	40.6	18,882	

Community	Home to Bar		Bar to Bar		Bar to Home		Total	
	n	%	n	%	n	%	n	%
Polk County	709	6.3	8,546	76.3	1,950	17.4	11,205	59.3
Dodgeville	387	14.6	1,101	41.4	1,169	44.0	2,657	14.1
Tomah	381	7.6	84	1.7	4,555	90.7	5,020	26.6
Total; % of Total	1,477	7.8	9,731	51.5	7,674	40.6	18,882	

*ANALYSIS DERIVED FROM RIDE COUNT DATA

*875 RIDES GIVEN IN OTHER ALCOHOL RELATED CIRCUMSTANCES NOT INVOLVING BARS

TABLE 43
PROPORTION OF PATRONS DRIVING SELF WHILE ALCOHOL-IMPAIRED
ON NIGHT OF COUPON DISTRIBUTION

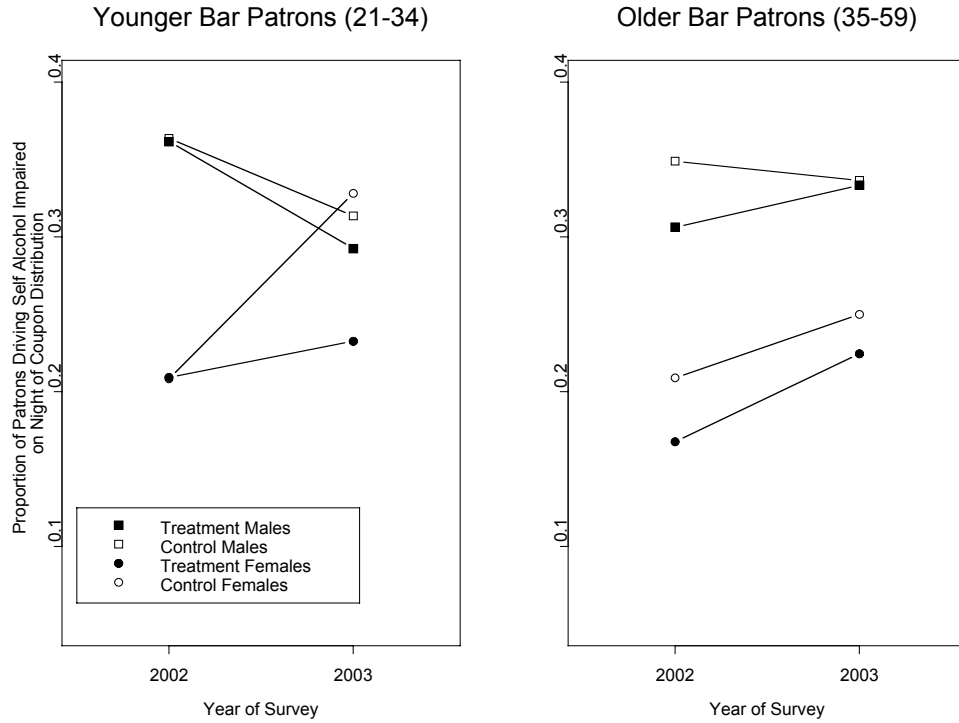


TABLE 44
MEAN NUMBER OF ALCOHOL-IMPAIRED DRIVING INCIDENTS PER
TWO-WEEK PERIOD

