Appendix B: Methodological Report

The
B.R.A.D. Card Survey, 2001-2002:

Methodological Report

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OVERVIEW

The data for this project were collected by the Office for Survey Research (OSR), a division of the Institute for Public Policy and Social Research (IPPSR) at Michigan State University in East Lansing, Michigan. OSR conducted the survey on behalf of Drs. Dennis Martel and Charles Atkins, the principal investigators. The principal investigators received funding for this project through a grant from the U.S. Department of Education.

In subsequent sections of this report, we will detail the survey design and administration plans and procedures implemented by the Office for Survey Research to conduct this survey. This document will describe the survey's design, development, sample, implementation, quality control procedures, and many of the technical aspects of the data processing to produce the final data.

THE SURVEY DESIGN

The 2001-2002 B.R.A.D. Card Survey was designed to be a telephone survey of English-speaking students who turn 21 years of age during the academic year at Michigan State University. The survey was designed to be administered by trained interviewers via OSR's Computer Assisted Telephone Interviewing system (CATI) from its facility in East Lansing, Michigan. A total of **1,731** interviews were completed with targeted celebrants. The interviews were conducted between October 26, 2001 and May 3, 2002.

The Sample. The study was designed to (a) study the effectiveness of the B.R.A.D. Card intervention strategy to reduce excessive celebration drinking, and (b) to determine if adding information or adding gender-tailored information enhances the effectiveness of the B.R.A.D. Card intervention. In its simplest form, the general B.R.A.D. Card intervention involves identifying those students at the university who will soon turn 21 and to mail them a personalized birthday card that would be received roughly five days prior to their birthday. The birthday card is from the B.R.A.D. Foundation, is personally signed by the parents of Brad McCue, and simply encourages the recipient to celebrate their birthday responsibly so they may also celebrate their 22nd birthday as well. Inside the birthday card is a credit-card sized insert containing information about Brad McCue and his death from alcohol poisoning on his 21st birthday on one side and general information about alcohol poisoning and symptoms on the other. To test the effectiveness of this intervention, all those students whose birthdates in the enrolled student information database of the university indicated they would turn 21 during the academic year were randomly divided into a group that would receive the B.R.A.D. Card and a group that would not receive the card.

To determine if additional information might enhance the effect of the B.R.A.D. Card, a random subset of the males who were to receive the cards were divided into one of three groups: those who would receive only the standard card, those who would receive the standard card plus an insert with additional information related to alcohol poisoning of relevance to males, or those who would receive the standard card plus an insert with additional information about alcohol poisoning that would be gender neutral. Similarly, the women assigned to receive the B.R.A.D. Card were also randomly divided into these same three treatment groups with the middle group receiving an insert with additional information about alcohol poisoning focused on facts specific to women.

An additional manipulation was designed to test the effectiveness of a letter sent to the student's parents at the same time as the birthday card was sent to the student. The letter encouraged the parents to talk their son or daughter about their 21st birthday celebration plans and to urge them to be responsible.   A random subset of all students in all the various treatment conditions were assigned to the group in which parents would be sent the letters.

OSR and the B.R.A.D. Card research team worked with staff from the Office for Academic Information Systems to identify all relevant students enrolled at the university at the beginning of the fall and again at the beginning of the winter semester during the time periods during which the survey would be fielded. The identified students were then randomly assigned to the treatment groups following the distribution plan represented in Table 1.

Table 1. Distribution of 21st Birthday Celebrants Among B.R.A.D. Card Treatment Groups

Efficiency Stratum		**Treatment Groups**					
		No Card	Standard Card	Standard Card Plus Gender Tailored Insert	Standard Card Plus Gender Neutral Insert	Sub-total	Total
Males	No Parent Letter	178	315	264	122	879	1,192
	Parent Letter	0	21	196	96	313	
Females	No Parent Letter	171	347	246	193	957	1,390
	Parent Letter	0	42	206	185	433	
Total		349	725	912	596		2,582

This was a somewhat refined design from that presented in the proposal for this project. Some of the refinement was necessitated by the fact that we needed a more balanced design than originally proposed. Specifically, to implement the gender tailoring condition, it became necessary to use an insert with alcohol poisoning information on it, but since it represented more information than just the standard card, the true test of the "gender tailoring" would be a comparison to a gender neutral insert with similar additional information rather than the standard card with much less information of any kind. Therefore, the additional "gender neutral insert" treatment condition was added.

Additionally, AIS's initial review of cases in the enrolled student database indicated that very few of the students (because of their age) bothered to report their parents' addresses or listed their own campus addresses as their permanent addresses instead. This made administering the "standard card plus letter to parent" condition described in the proposal problematic. There were really too few such cases to randomly assign cases to treatment conditions and have enough such cases to make this treatment condition practical. Consequently, students with parent addresses were randomly distributed across the other treatment conditions so that within each of the other treatment groups there would be students with parent addresses to whom letters would be sent, students with parent addresses to whom no letter would be sent, and students with no parent address so no letter would be possible.

Once the relevant enrolled students were identified for each semester, AIS randomly assigned students to the treatment conditions as described above, stored codes on the students' data records indicating the treatment groups to which they were assigned, and then forwarded copies of the records to both the Office for Survey Research and the Office of the Registrar. It was from the Registrar's Office that the actual mailing of the birthday cards, inserts, and letters took place.

Regardless to which treatment condition the students were assigned, OSR released the cases for interviewing three days after the students' birthdays.

The Interview Instrument. The interview instrument was developed by the B.R.A.D. Card research team with significant input from OSR's Survey Director and Programmer/Senior Project Manager. The final interview instrument can be described briefly as being divided into seven sections as follows:

Section one contained general questions on whether or not the respondents did anything special to celebrate the 21st birthday, where, with whom, and how; for those whose celebrating involved drinking, section two contained questions on any planning they might have done to drink responsibly, where they drank, with whom, how much, what kinds of drinks, when they stopped and why, and whether or not they got drunk, sick, have memory loss, and drank differently than planned; section three contained questions about their drinking levels prior to their 21st birthday; section four contained questions about discussions they had with their parents about their birthday celebration plans ahead of time; section five contained questions regarding the B.R.A.D. Card the inserts, including whether or not they received them, read them, can recall parts of them, discussed them with others, and kept them; section six contained a few questions intended to constitute a short quiz on facts presented on the Card or the inserts as a

reliability check on the claims of having read the materials; section seven
contained a series of basic demographic questions, including hometown
background, Hispanic background, and race.

For all practical purposes, nearly all questions were close-ended.
Once the interview was "finalized," it was programmed for CATI administration.   A
copy of the final B.R.A.D. Card Survey interview as programmed, including the frontend
portions of the program is included in the Appendix to this report.

Preparation of The CATI Interview Instrument. OSR collected the telephone
interviews using its computer assisted telephone interviewing (CATI) facilities in East
Lansing, Michigan. The particular CATI system OSR used was CASES 4.3 developed by
the University of California at Berkeley and the U.S. Department of Agriculture.
To administer an interview via CATI, the entire interview script along with the
introductory scripts and coversheet must be programmed. The interview as programmed
in CASES was contained in *14* separate files, some of which were embedded in OSR's
usual front-end portions of the CATI program. The table below identifies the various
component parts of the interview and OSR's CATI program files which contain them.

Table 2. B.R.A.D. Card Interview Components and Their CATI Program File Locations

Module	CATI Program Module(s)
Dialing Instructions, Respondent Identification	
* And Introductions/Study Description*	*auto0.q, auto1.q, auto2.q, auto3.q*
Informed Consent and the Entire Interview	*Brad.q*
CATI re-entry on callback	*auto4.q*
CATI callback calendars	*auto5.q*
CATI supevisor module	*auto6.q*
CATI end interview frontend	*auto7.q*
CATI case control, scheduling and Call Outcome,	
* Final Outcome Code assignments*	
* (case disposition coding)*	*auto8.q, auto9.q*
Supplemental Interviewer Instructions and Coding Categories	*QbyQ.q*
Standard definitions to use if asked by Respondent	*help.q*
Electronic help screens for Interviewers & Supervisors	*Autohelp.q*

The CASES software enables the interview to be fully programmable. The
software integrates both closed-ended questions and open-ended questions. For
closed-ended items, the interview programmer can specify the valid response codes for
each item, e.g.,

<1> YES
<5> NO
<8> DON'T KNOW
<9> REFUSED/NO ANSWER

or the range of valid response codes for an item, e.g.,

<1-25> CIGARETTES PER DAY
 <98> DON'T KNOW
 <99> REFUSED/NO ANSWER

by enclosing the specific code or value inside "< >" brackets.

Brackets of the form "> <" are used to name questions. The symbol "===>," or "@," or "@xxx" are used to prompt interviewer inputs.

The software allows interviewers to record notes along with responses to closed questions. To do so, the interviewer invokes the command mode, indicates she wishes to make a note with the command "n" and immediately begins typing the text of the respondent's comments verbatim or records information about digressions, inquiries, probes, or clarifications. Notes of great length (i.e., multiple pages) can be entered if needed, although short notes are much more typical. The software stores a flag with each item to which notes have been appended and indicates such on the display screen whenever the responses of the particular case are reviewed or checked for recoding purposes.

The software enables interviewers to record the text of open-ended questions as well. If an item is defined by the programmer as open-ended, the interviewer can immediately begin entering text for as long as necessary. A similar procedure enables the interviewer to record text in response to "OTHER (SPECIFY)" responses. Again, the programmer would define the "other (specify)" response in such a way that, once the response code is entered, it automatically slips into text entry mode and prompts the interviewer to record text. The program command that triggers this is [specify]. When the interviewer has finished typing in the text response, the interviewer indicates that he is finished by typing "//" and the program moves on to the next question.

By default, the software moves directly from one item to the next in the sequence unless specific program commands are inserted to direct the execution path elsewhere. Different skip commands can be associated with separate responses to the same questions. For example, the interview can be directed to a separate battery of follow-up responses if the respondent answers "<1> YES" to a question on going to more than one bar the night they turned 21, and to an entirely different series of questions if the respondent answers "<5> NO." Such skips are programmed into the instrument by inserting [goto VARX] commands after specific response codes (e.g., <5> NO [goto Q12]. Commands can also be inserted between questions to direct the interview to a particular battery of questions based on the combination of responses to two or more previously answered questions.

The software supports both input items (i.e., those for which keystrokes by the interviewer are recorded in the data set) and non-input items. Non-input items can be variables created by the programmer which store the result of a mathematical computation or logic check executed during the interview or store management data such as the date or time length of the interview. Or, non-input items can receive information from the case record for each sample member. For example, each sample member will have a record with (at a minimum) a case identification number and a telephone number which is then entered into the CATI system so that data files for that case can be setup. The sample member's record may include a variety of other information as well, if it is known, such as in the case of this study, the student's name, or whether or not they were sent a B.R.A.D. Card. The commands which copy such information from the sample records into the CATI data set for each case look like

[inputloc 1/30][allow 15], which, in the case of this example, indicates that a field 15 characters wide beginning in column 30 of the first sample input record for each case is to be read and stored for the variable after which this command follows.

The CASES software allows the programmer to insert commands into the text of each question to enhance selected features on the screen. These are often used to point out key phrases to interviewers or to present specifications to interviewers regarding probes or special procedures for recording responses as might be the cases when field coding is required. Text enhancements enabled by the software include bold-face [bold], underlining [u], reverse-video [r], color differentiation [red, magenta, etc.], and blinking [b].

As a matter of course, OSR scripts the items presented on the computer screen for interviewers such that information that is **not to be read aloud** to respondents is presented in **all uppercase letters** while information that is to be read aloud is in mixed lowercase and uppercase. Text that **may** be read aloud at the interviewer's discretion is presented in mixed lowercase and uppercase **within parentheses**.

The typical CATI instrument has two major component parts: the section containing the substantive questions of the interview, and the section (i.e., the frontend, or the auto0.q through auto9.q files) containing the case management items. The frontend section includes non-input items for recording the status of each case (e.g., whether called or not, the number of call attempts, etc.), the calling history for the cases and the dispositions of call attempts (e.g., dates and times of calls, outcomes such as no answers, busies, not-in-service, respondent ineligible, call-back, refusal, etc.), the scripted items giving dialing information for interviewers, introductory scripts, respondent selection protocols, call-back calendars, case re-entry controls and scripts for call-backs, and scripts to exit the interview and record interview evaluation notes.

The frontend also includes program commands for measuring the total elapsed

```
 CASEID:    10002


 >CALL<                     RECORD OF CALLS
          THE CURRENT FACILITY TIME IS 1204 EDT (1204 EDT IN, )
 --------------------------------------------------------------------------------
 (#)  DATE   TIME   ID   OTCM                 ( #)  DATE   TIME    ID   OTCM
 --------------------------------------------------------------------------------
  1)   416   1055   73    NA                  (11)
  2)   416   1313   34    NA                  (12)
  3)   416   1948   76    MAD                 (13)
  4)   417    923   32    1BZ                 (14)
  5)   417   1201   46    NA                  (15)
  6)   417   1502   86    MAD                 (16)
  7)   417   2002   57    CB 418 1100-1200    (17)
  8)                                          (18)
  9)                                          (19)
```

Figure 1. CATI Electronic Callsheet Screen

time during the interview, even for separate interview sessions. Figure 1 shows a copy of the electronic call-sheet for a case presented to interviewers. The electronic call-sheet shows the date and time of each of 25 call attempts, the I.D. of the interviewer making

the attempt, and the outcome of the call (e.g., NA = no answer; MAD = mechanical answering device; BZY = busy; CBR = call-back by the respondent followed by the scheduled call-back appointment).

The CASES software system processes respondent cases through a series of stages. In fact, the CASES system involves two interview instruments-- an entry instrument which is executed to administer the interview to the respondent, and a coding instrument which is executed to check the codes and notes, and to recode open-ended or "other (specify)" responses. The coding instrument is a copy of the entry instrument with modifications to add coding categories for open-ended responses and "other (specify)" responses. All cases are processed through the coding instrument also to clean out now-inappropriate responses.

The CASES software differs from some other CATI systems such as Win-CATI in that when a respondent wishes to change a response to an earlier question, the CATI system does not blank out all variables along the execution path back to the earlier question. If the changed response does not alter the execution path (i.e., does not result in a skip to alternative questions) then the interview can proceed from the next open question without having to re-ask questions already covered. However, if the changed response produces an alternative skip path, the instrument will go where directed but the backed over items' responses will be retained. When a case is processed through the coding instrument, the execution path follows the pattern indicated by the last response entered for each variable. Items no longer on the execution path because of a changed answer, even though they may contain a response, will be by-passed.

All respondent cases begin at an entry stage. Once the interview is completed the case is automatically advanced to a stage called "middle" where code checks, editing, and recoding occur. Once coding is completed, the case is advanced to a stage called "ready;" that is, ready to be certified. Cases in "ready" get "certified" by a program invoked by the study manager. The program completely rewrites the data record for the case retaining all the entered and coded responses to all items along the execution path determined by the coding instrument. The responses to backed over questions no longer on the execution path are cleaned out of the data set at this point. The final data set is that produced for all cases that have been cleaned and certified.

There is one other stage into which cases may be directed. Cases are contacted in stage entry. Should the contact indicate that the case is a non-working number, a non-household (if its a household survey), or an ineligible household, the case is advanced to a stage called "noncase."

The CASES software enables a study manager to produce a report instantaneously as to the numbers of cases in each of the stages (see Figure 2). It will also report the numbers of cases that have been processed in some way within each stage. Study managers can, within minutes, generate lists, frequency counts for selected variables, or summary reports of cases meeting criteria specified by the study manager to determine the progress on some particular aspect of the study. These features allow the study manager to generate reports regarding the current call status of cases, numbers of call attempts, response rates, and data completeness. The software also provides a facility for the study manager to examine the data set, comments, notes, and history of activity on any particular case.

The CASES system stores information about sample members in a hierarchical form. Each case's data is stored in a separate file identified by the case identification number in a "DATA" subdirectory under the study's directory. Thus, each case's data set

can be isolated from that of all other cases. The history of activity on a case, the inter-
viewer notes, and the verbatim text responses of a case are also stored in a separate file

```
CSM CASES Version 3.4E   Status Summary Report      page 1

                Current STAGE by current CONDITION
----------------------------------------------------------------
                          READY
Initial                   to be
          ENTRY  MIDDLE  Certified  CERTIFIED NONCASE   Total
+-------------------------------------------------+-----------
Available |  43    67       613          0  64 |    787
+-------------------------------------------------+-----------
Locked   |   1     0         0          0   0 |      1
+-------------------------------------------------+-----------
Held     |   0     0         0          0   6 |      6
+-------------------------------------------------+-----------
Deleted  |  16     3         0          0   0 |     19
+-------------------------------------------------+-----------
Total    |  60    70       613          0  70 |    813
----------------------------------------------------------------
```

Figure **2**.   Sample Status Summary Screen

for each case. This file is also identified by the case's identification number and stored in
a subdirectory "HIST" under the study's directory. The contents of the history files for all
or a selected subset of all cases can be output in a variety of ways. One particularly
useful option available to the study manager is to output the notes, "other (specify)"
responses, or responses to open-ended questions for any or all questions sorted by
question number or case I.D. This is especially valuable in trying to review text entered
as responses to open-ends and "other (specify)" so that coding categories can be
created or to provide the qualitative data.

The CASES software generates rectangular, 80-column, ASCII data files. Data
can be output for all cases or a selected subset. The study manager can request that all
data records for each case be output or only particular records for each case. The
software also includes separate programs that will convert the information in the coding
instrument (i.e., question text, response codes and labels, column and record locations,
missing data codes) into a form from which an SPSS command file can be generated
automatically. The same feature enables the study manager to generate, with only a few
commands, a codebook for the study that includes the question text, record and column
location, response options, and response frequencies (counts and percentages).

Interviewers and Interviewing. A total of 80 interviewers worked on the
B.R.A.D. Card Survey. Among the interviewers assigned to work on this project, many
had been telephone interviewers for more than one year and several had more than 5
years experience.

The OSR general telephone interviewer training package was developed using
"General Interviewing Techniques: A Self-Instructional Workbook for Telephone and
Personal Interviewer Training,"authored by P.J. Guenzel, T.R. Berckmans, and C.F.

Cannell (1983) of the Survey Research Center, Institute for Social Research, University of Michigan.

Study-Specific Training. For experienced interviewers, only study-specific training was required. For this, the interviewers were provided the study background, question objectives, and sample management of this particular project. The final phase of the study-specific training involved round-robin simulated interviews and practice interviews on CATI of the project's interview instrument. Each interviewer was assigned to conduct several practice interviews.

Interviewing Schedule. For this project, the calling period during each day was set from 8:30 A.M. until 10:00 P.M. Monday through Thursday, 8:30 A.M. until 9P.M. on Friday, 10 A.M. until 9 P.M. on Saturday, and 12 noon until 9:30 P.M. on Sunday. OSR attempted to schedule interviewers so that approximately 30% of the calling took place during the weekdays daytime and 70% during the weekday evenings and on the weekends.

Call Attempts. OSR interviewers allow a telephone number dialed to ring a minimum of five times. Cases were not released for calling until the third day after the students' birthdays. The goal was to make contact and complete the interview as soon after the birthday as possible so that the passage of time would not degrade the celebrants' recall of the events of the celebration. OSR made a minimum of five call attempts per day to contact sample members if necessary. Call attempts were spread across time blocks of the day and days of the week. In general, if an interview could not be completed within three weeks[1] of the student's birthday, the calling on the case was discontinued and the case was assigned a final disposition code.

Refusals. In the case of refusals, supervisors reviewed cases on a continual basis to evaluate interviewer notes and assess the probabilities of successful conversion attempts. Interviewers were instructed to enter call notes to indicate what the apparent concerns or reasons for refusal were on the part of the informant or respondents to guide subsequent conversion efforts. OSR attempted conversions with all except those where the initial refusal from the respondent or informant appeared to be absolute, but a "cooling off" period of 3days was allowed to pass before a conversion was attempted. Where a selected respondent refused, a different interviewer trained in refusal conversion techniques or a supervisor called up to five additional times to try to contact and persuade the respondent to complete the interview or until there was a second refusal (whichever came first).

Supervision and Monitoring. OSR maintained an interviewer to supervisor ratio for this project of 6:1. OSR assigned two supervisors to each evening and weekend calling period and at least one supervisor to each daytime shift. The supervision during

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[1] During the Fall semester, cases were finalized if they could not be reached within two weeks. The time period was extended during Spring semester to avoid losing any more cases from the sample than necessary since there were fewer students turning 21 in the field period than had be anticipated during the planning stage of the project.

the daytime shifts was routinely supplemented further by the Survey Operations Manager.

A supervisors' workstations are located directly adjacent to interviewers' workstations to facilitate monitoring, workflow, and assistance. The survey operations manager's office adjoins the interviewing room. Both are equipped with an unobtrusive telephone monitoring system and an electronic monitoring system that enables the manager or supervisor to monitor the interviewer's interviewing method, adherence to protocol, and data entry during interviews.

Pretesting. To pretest the interview instrument, approximately **20** interviews were conducted to check that the CATI application worked properly (particularly with respect to skip patterns), to check instructions and wording, and to calibrate the interview length. Some modifications were necessary to ensure that the overall average interview length did not exceed the planned 12 minutes.

DATA AND PROCESSING

Near the end of the data collection period, OSR staff output the text of responses to the open-ended questions and the questions which provided an "other" response for which respondents were asked to specify what "other" they meant. The respondents' comments were reviewed and coding categories constructed to represent these comments.

Once these were determined, OSR built a CATI coding instrument which paralleled the interview instrument, but in which all coding categories for each question – including those that had been newly constructed – were contained. Every interview was then processed through the coding instrument and all open-ended and "other: specify" responses were then coded.

When executed on an interview, the coding instrument advances from question to question following the path dictated by the last entered response given by the respondent to each item. Once the coding instrument has been followed to the end and all items coded, a separate program is executed by the project manager which re-writes the data file for each case, saving all last entered responses on the final execution path through the interview instrument and blanking out any now extraneous codes that do not lie on the execution path[2]. This then constitutes the certified data set for each completed interview. Only completed interviews can be cleaned and certified in this manner.

Once all interviews have been completed, coded, and certified, and all non-interview cases have been reviewed and assigned final disposition codes, the data files for all cases are output for additional processing.

Final Disposition Codes and Response Rates. An important component of the data processing is the assignment of final disposition codes. Much of this happens more

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[2]   To avoid the possibility of unintentionally losing any data because of a programming error in a coding instrument, OSR staff routinely output a copy of the data files for interviews after coding but before their being certified. This provides an additional backup copy of the data for each respondent just in case a programming error results in the response to some item being blanked out inappropriately.

or less automatically within the CATI program, but the final disposition codes used within the CATI system have to be re-mapped and aggregated to be useful in calculating response rates.

The CATI system used by OSR actually assigns one of 52 codes for final outcomes or the outcome of any particular call attempt. Final outcomes must represent the entire calling history for each case, giving somewhat greater weight to the more recent call attempts. The codes used by OSR's CATI system help to differentiate the extent of contact and the degree to which actual eligibility has been determined. For calculating response rates, OSR uses the conventions detailed in *Standard Definitions*, the guidelines developed and published by the American Association of Public Opinion Research (1998; *www.aapor.org/main.html*). *Standard Definitions* identifies the variety of outcomes that are possible for telephone surveys and indicates into which of several more general outcome categories cases should be coded. *Standard Definitions* then provides a series of standard formulas that can be used to calculate response rates, refusal rates, contact rates and cooperation rates. It specifies each of the formulas and the categories of outcomes that should be included in either the numerator or denominator for each.

OSR's codes within CATI must be mapped to the *Standard Definitions* outcome codes to calculate response rates in the manner specified by AAPOR. The Appendix includes a listing of the various outcome categories and the number of cases that fell into each for the survey as a whole. In the bottom half of the table in the Appendix, we present the various response rates based on each of the 16 different formulas given by AAPOR in *Standard Definitions.* Generally speaking, OSR reports RR4, REF3, COOP4 and CON3 as the response rates for a survey, but the results based on the other formulas can also be informative. For example, RR1 includes in the denominator all phone numbers that could not be determined to be ineligible, and, therefore represents the "worst case scenario" for the completion rate. On the other hand, RR6 includes in the denominator none of the ineligible numbers and none of those that were unknown as to whether they were households or not. This then represents the "best case scenario" for the completion rate – analogous to the CASRO Upper Bound completion rate (cf., BRFSS User's Guide, Chapter 7, pp. 10-11; *www.cdc.gov/nccdphp/brfss/userguide.htm*).

RESULTS

Interviewing for the B.R.A.D. Card Survey began October 26, 2001 and concluded May 3, 2002. The survey was proposed to begin by mid-September; however, a series of queries from and responses to members of the Institutional Review Board regarding potential risks to participants delayed the approval of the overall project protocol. The Academic Information System could not begin the process of extracting the names of 21st birthday celebrants until IRB approval was received. As a result, the start of the whole survey was delayed by a little over a month. The consequence of the delayed was that many students who turned 21 in September and October could not be included, thereby reducing the total number of possible celebrants that could be interviewed before the original date to conclude the survey, the end of February. There also appeared to be fewer celebrants per month than had been expected during the planning stages of the project. As a result, we extended the field period of the survey from the end of February

to the end of April, thereby keeping the total number of celebrants to interview more nearly consistent with the sample sizes proposed and desired for analysis. Over the course of the field period, OSR interviewers completed a total of 1,731 interviews. The typical completed interview lasted approximately 10.8 minutes (s.d. = 3.7).

Interviewers made a total of 21,921 call attempts to the respondents' phone numbers in order to determine the appropriate final disposition for each number or to conduct the interview, an average of 8.5 call attempts per phone number. Cases that resulted in a completed interview were completed in an average of 6.8 call attempts (sd=5.9) with the median number of attempts being 5.

For this survey, OSR would report that the overall completion rate was 77.5% (RR4) with the lower bound being 76.2% (RR1) and the upper bound being 82.9% (RR6). The refusal rate was 7.7% (REF3). The cooperation rate among eligible respondents reached was 90.9% (COOP4) and the contact rate was 91.7% (CON3).

In Table 1 of this report we indicated the number of enrolled students turning 21 during the field period of the academic year in the AIS database that were assigned to the various treatment groups. Table 3 below shows the actual numbers of completed interviews with students assigned to each of the cells of the study design matrix.

Table 3 Number of Interviews Completed by Cell of the Study Design Matrix

Efficiency Stratum		Treatment Groups					
		No Card	Standard Card	Standard Card Plus Gender Tailored Insert	Standard Card Plus Gender Neutral Insert	Sub-total	Total
Males	No Parent Letter	114	213	141	70	879	797
	Parent Letter	0	15	165	79	313	
Females	No Parent Letter	113	219	143	110	957	934
	Parent Letter	0	132	167	150	433	
Total		227	479	616	409		1,731

There were no significant differences in the response rates between males and females or among the various treatment groups overall. Across all treatment groups, those students for whom there was no parent address in the AIS database were significantly less likely to complete the interview, but largely because they were

significantly (roughly three times) more likely no longer to have a working phone number or to still be enrolled at the university by the time their birthday occurred.

The study administration plan called for interviewers to beginning attempting to contact students three days after their 21st birthday. Initial plans intended that interviews be completed within two weeks of the birthday and to discontinue efforts to contact the student if they could not be reached successfully within three weeks after the birthday. However, after the end of the first semester of the field period, concern about the numbers of students that were not reachable within this time period led to a relaxation of this constraint. Among all respondents, the length of time between the birthday and the interview date varied from three days to 55 days, the average was 12.7 days (standard deviation = 5.9), and the median was 11 days. In fact, 92.2% of the respondents completed the interview within the three weeks or 21 days after the respondents' birthdays. Only 5% required more than three weeks of calling attempts to complete the interview.

The B.R.A.D. Card Survey, 2001-2002

APPENDIX

IPPSR
Office for Survey Research
MICHIGAN STATE UNIVERSITY

June, 2002

The B.R.A.D. Card Survey, 2001-2002

**CATI PROGRAM:
Substantive Interview Module
(Coding Instrument Version)**

IPPSR
Office for Survey Research

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Appendix - 2

>CONSENT< [loc 0/500]
 Before we begin let me tell you that this interview is completely voluntary.
 Let me also tell you that this interview is completely confidential. Your
 privacy will be protected to the fullest extent allowable by law. Should we
 come to any question that makes you feel too uncomfortable or you don't
 want to answer, just let me know and we can go on to the next question.

 For quality control purposes, this interview may be monitored by my
 supervisor.

 [yellow]READ ONLY IF NECESSARY:

 (If you have any questions about your rights or role as a subject of
 research, you may contact Dr. David Wright, Chair of the University
 Committee for Research Involving Human Subjects at 517.355.2180. Should
 you have any questions about this study or your participation in it,
 you are welcome to contact Dr. Larry Hembroff at 517.355.6672.) [n]

 type g to proceed @
  [@] <g>

>ID1< [allow 5][loc 16/1][#store csid in ID1][copy ID1 in ID1]
>R1< [allow 1][#preset <1>][copy R1 in R1]
>gend< [allow 1][inputloc 1/109][copy gend in gend]
>crdgrp< [allow 1][#inputloc 1/7][copy crdgrp in crdgrp]
>crdgrpt< [allow 15][#inputloc 1/9][copy crdgrpt in crdgrpt]
>ltgrp< [allow 1][#inputloc 1/30][copy ltgrp in ltgrp]
>ltgrpt< [allow 20][#inputloc 1/32][copy ltgrpt in ltgrpt]

>c1<
  I'd like to start by asking you about your birthday celebration.

  Did you celebrate your 21st birthday in any way?

        YES...........................1
        NO...........................5 @
      +-------------------------------+
         DO NOT KNOW..............8
         REFUSED.................9
         [@] <1> <5>[goto p1]
             <8,9>[missing][goto p1]

>c2< [define <y><1>][define <d><5>][define <b><7>][define <d><8>][define <r><9>]
     [define <z><6>]
     [default answer <n> all]

  As part of your 21st birthday celebration . . .

                              y/n/d/r
        did you have a birthday cake?................@a
        did you have a party?........................@b
        did you receive presents?....................@c

        did you go out with family, friends, or both?

                FAMILY ONLY.............y @d
                FRIENDS ONLY............n

```
                    BOTH...................b
                    NEITHER.................z


    [@a]<y,n,5> <d,r>[missing]
    [@b]<y,n,5> <d,r>[missing]
    [@c]<y,n,5> <d,r>[missing]
    [@d]<y,n,b,z,5> <d,r>[missing]
```

>c6<
As part of your birthday celebration, did you drink [green]any[n] alcoholic
beverages?

```
    YES............................1
    NO.............................5 @
    +------------------------------+
      DO NOT KNOW..............8
      REFUSED.................9
    [@]<1><5>[goto p1]
      <8,9>[goto p1]
```

>c3<
Thinking now about the part of your celebration that included drinking
alcohol . . .

Did you celebrate your birthday here in East Lansing (at MSU) or did
you celebrate your birthday in your hometown?

```
    IN EAST LANSING/AT MSU..............1
    HOMETOWN ONLY.......................3
    BOTH AT MSU AND HOMETOWN............5
    SOMEWHERE IN MICHIGAN   ............4
    SOMEWHERE OUTSIDE OF MICHIGAN.......6 @
    +------------------------------------+
      DO NOT KNOW..............8
      REFUSED.................9

    [@]<1><3,4><5,6> <7>[#specify]
      <8,9>[missing]
```

>c5<
Did you begin celebrating your birthday the day or evening [green]before[n]
your birthday, did you wait until the actual day of your birthday to begin
celebrating, or did you celebrate on a day [green]other than[n] your actual
birthday?

(IWER: IF THE R SAYS THEY CELEBRATED ON 2 OR MORE OCCASIONS, ASK THEM
TO THINK ONLY ABOUT ONE OF THE CELEBRATIONS WHEN ANSWERING THE QUESTIONS)

```
    DAY OR EVENING BEFORE........................1 @
    ON THE ACTUAL BIRTHDAY.......................3
    DAY OTHER THAN BIRTHDAY......................5
    +------------------------------+
      DO NOT KNOW..............8
      REFUSED.................9
    [@]<1><3><5>
      <8,9>[missing]
```
>c5a<

Prior to your birthday, did you have any anxieties related to how you would
be celebrating your 21st birthday?

```
    YES............................1
    NO.............................5 @
    +------------------------------+
      DO NOT KNOW..............8
      REFUSED..................9
    [@] <1> <5>
        <8,9>[missing]
```

>c6c<
Did you make plans to limit the number of drinks you drank during your
birthday celebration?

```
    YES............................1
    NO.............................5 @
    +------------------------------+
      DO NOT KNOW..............8
      REFUSED..................9
    [@]<1><5>
        <8,9>
```

>c6b<
Did you makes plans with someone to watch out for you [green]during[n] your
birthday celebration?

[yellow]IWER: IF 'R' ASK WHAT DO YOU MEAN BY 'WATCH OUT': By watch out
we mean did you talk to a friend about helping you count your drinks
or stay with you throughout the evening to make sure you were okay".[n]

```
    YES............................1
    NO.............................5 @
    +------------------------------+
      DO NOT KNOW..............8
      REFUSED..................9
    [@]<1><5>
        <8,9>[missing]
```
>c6d<
Did you makes plans with someone to watch out for you [green]after[n] your
birthday celebration?

[yellow]IWER: IF 'R' ASK WHAT DO YOU MEAN BY 'WATCH OUT': By watch out
we mean did you talk to a friend about helping you count your drinks
or stay with you throughout the evening to make sure you were okay".[n]

```
    YES............................1
    NO.............................5 @
    +------------------------------+
      DO NOT KNOW..............8
      REFUSED..................9
    [@]<1><5>
        <8,9>[missing]
```


>c7< [define <d><9998>][define <r><9999>]

[if c5 eq <1>]
About what time on the day before your birthday did you start celebrating?

[endif]
[if c5 eq <3>]
About what time on your birthday did you start celebrating?
[endif]
[if c5 ge <5>]
About what time did you start your birthday celebration?
[endif]

```
     TIME........................0:00 am - 24:00 pm @
     +-------------------------------+
       DO NOT KNOW..............d
       REFUSED..................r
```

[cyan] THE FOLLOWING CHART SHOWS CONVERSIONS FOR MILITARY TIME:

```
     1:00 PM = 1300   5:00 PM = 1700    9:00 PM = 2100
     2:00 PM = 1400   6:00 PM = 1800   10:00 PM = 2200
     3:00 PM = 1500   7:00 PM = 1900   11:00 PM = 2300
     4:00 PM = 1600   8:00 PM = 2000   12:00 AM = 2400
```

 ANYTHING AFTER MIDNIGHT AND BEFORE 1:00 AM WOULD BE WRITTEN
 WITH 00 THEN THE MINUTES - SUCH AS 12:30 am is 0030 [n]

```
     [@]<0000-2400> [input format <  :  >]
         <d,r>[missing]
```
>c8<
 Where did you [green]start[n] celebrating?

 Was it at your residence hall or apartment, a friends residence hall
 or apartment, at a bar or restaurant, or somewhere else?

```
     OWN RESIDENCE HALL/APARTMENT............1 @
      (townhome/house/etc)
     FRIENDS RESIDENCE HALL/APARTMENT........3
     BAR/RESTAURANT/CLUB.................... 6
      (any named bar, restaurant, club, coffee shop
        strip club, etc)
     OWN HOME/PARENTS HOME/PERM RESIDENCE....8
      (parents/aunts/sister/etc)
     HOTEL/VACATION RESORT...................9
     +----------------------------------+
       DO NOT KNOW..............98
       REFUSED..................99
     [@]<1-10>[#specify]
       <98,99>[missing]
```

>c9<
 Did you start drinking any alcoholic beverages at this time?

```
     YES...........................1
     NO............................5 @
     +-------------------------------+
       DO NOT KNOW..............8
       REFUSED..................9
     [@]<1>[goto c11] <5>
         <8,9>[missing][goto c11]
```

>c10< [define <d><9998>][define <r><9999>]
  At about what time did you [green]start[n] drinking alcoholic beverages?

```
        TIME.......................0:00 am - 24:00 pm @
     +------------------------------+
       DO NOT KNOW..............d
       REFUSED.................r
```

[cyan] THE FOLLOWING CHART SHOWS CONVERSIONS FOR MILITARY TIME:

```
      1:00 PM = 1300    5:00 PM = 1700     9:00 PM = 2100
      2:00 PM = 1400    6:00 PM = 1800    10:00 PM = 2200
      3:00 PM = 1500    7:00 PM = 1900    11:00 PM = 2300
      4:00 PM = 1600    8:00 PM = 2000    12:00 AM = 2400
```

ANYTHING AFTER MIDNIGHT AND BEFORE 1:00 AM WOULD BE WRITTEN
WITH 00 THEN THE MINUTES - SUCH AS 12:30 am is 0030 [n]
```
    [@]<0000-2400>
      <d,r>[missing]
      [input format <  :  >]
```

>c11< [if c8 eq <5> goto c12] [define <d><8>][define <r><9>]
```
    [optional all]
    [default answer <n> all]
    [open c11]
```
  What did you drink? (PLEASE PROBE WITH: Anything else?)

  [yellow](IWER: IF NECESSARY, GO THROUGH AND ASK EACH ONE OR FIELD CODE RESPONSES
         YOU CAN USE THE UP AND DOWN ARROWS TO GET WHERE YOU NEED TO GO
         FOR THOSE THAT ARE YES, ENTER A 'y'[n])

```
                            y/n/d/r
  (did you drink) Beer?..............................@a
  (did you drink) Wine or wine coolers?..............@b
  (did you drink) Mixed drinks?......................@c
  (did you drink) Shots?.............................@d
```

[yellow](HIT 'h' FOR DEFINITIONS/CLARIFICATIONS OF THE DIFFERENT TYPES OF
         DRINKS)[n]

```
    [@a]<y,n,5> <d,r>[missing]
       <h>[etc <h>][help drinks]
    [@b]<y,n,5> <d,r>[missing]
       <h>[etc <h>][help drinks]
    [@c]<y,n,5> <d,r>[missing]
       <h>[etc <h>][help drinks]
    [@d]<y,n,5> <d,r>[missing]
       <h>[etc <h>][help drinks]
```

>c12<
  Did you eat food [green]before[n] you started drinking?

```
      YES...........................1
      NO............................5 @
     +------------------------------+
       DO NOT KNOW..............8
       REFUSED.................9
       [@] <1,5>
          <8,9>[missing]
```

>c13<
  Did you eat any food [green]while[n] you were drinking?

```
        YES............................1
        NO............................5 @
  +------------------------------+
      DO NOT KNOW..............8
      REFUSED.................9

    [@] <1,5>
        <8,9>[missing]
```

>c14< [if c8 eq <5> goto c17]
 At any time during your birthday celebration, did you go out to
 a bar or restaurant that serves alcoholic beverages?

```
        YES...........................1
        NO............................5 @
  +------------------------------+
      DO NOT KNOW..............8
      REFUSED.................9

    [@] <1>[goto c15] <5>[goto c14a]
        <8,9>[missing]
```

>c14a<
 [green]Altogether[n], about how many drinks would you say you had [green]during[n]
 your birthday celebration?

```
        NUMBER OF DRINKS......................0-25 @
       +------------------------------+
          DO NOT KNOW.............98
          REFUSED.................99

    [@] <0-25>
        <98,99>[missing]
        [default goto c23]
```

>c15<
 [green]Altogether[n], about how many drinks would you say you had
 [green]before[n] you left to go to a bar?

```
        NUMBER OF DRINKS......................0-25 @
       +------------------------------+
          DO NOT KNOW.............98
          REFUSED.................99

    [@] <0-25>
        <98,99>[missing]
```
>ID2< [allow 5][loc 17/1][store csid in ID2]
>R2< [allow 1][preset <2>]

>c16<[define <d><9998>][define <r><9999>]
 About what time did you go to the bar?

```
     TIME.........................0:00 am - 24:00 pm @
  +------------------------------+
      DO NOT KNOW..............d
      REFUSED.................r
```

 [cyan] THE FOLLOWING CHART SHOWS CONVERSIONS FOR MILITARY TIME:

```
          1:00 PM = 1300    5:00 PM = 1700    9:00 PM = 2100
          2:00 PM = 1400    6:00 PM = 1800   10:00 PM = 2200
          3:00 PM = 1500    7:00 PM = 1900   11:00 PM = 2300
          4:00 PM = 1600    8:00 PM = 2000   12:00 AM = 2400
```

ANYTHING AFTER MIDNIGHT AND BEFORE 1:00 AM WOULD BE WRITTEN
WITH 00 THEN THE MINUTES - SUCH AS 12:30 am is 0030 [n]

    [@]<0000-2400> <d,r>[missing]
     [input format < : >]

>c17<
How many different bars (or restaurants that serve alcoholic beverages)
did you go to?

```
      NUMBER OF BARS....................1-4 @
    +------------------------------+
      DO NOT KNOW..............8
      REFUSED.................9
    [@]<1-4>
     <8,9>[missing]
```

>c18<
About how many people went out with you?

```
      NUMBER OF PEOPLE...................0-25 @
    +------------------------------+
      DO NOT KNOW..............98
      REFUSED.................99
    [@]<0> [goto c21a]
       <1-25>
       <98,99>[missing]
```

>c18a<

[if gender eq <M>]
Did you go out with all male friends or did women friends also go
out with you?

```
      MALE ONLY FRIENDS...............1
      FEMALE FRIENDS ONLY.............3
      BOTH...........................5
```

[else]
Did you go out with all female friends or did male friends also go
out with you?

```
      FEMALE ONLY FRIENDS.............1
      MALE FRIENDS ONLY...............3
      BOTH...........................5
```
[endif]

```
    +--------------------------------+
      DO NOT KNOW.............8 @
      REFUSED.................9
    [@]<1,3,5>
     <8,9> [missing]
```
>c19a<

[if c17 eq <1>]
Thinking about the bar you went to . . .
[else]

Thinking about the [green]first[n] bar you went to . . . .
[endif]

Did you get a free drink from the bartender or waitress?

     YES............................1
     NO..............................5 @
   +------------------------------+
     DO NOT KNOW..............8
     REFUSED..................9
     [@] <1,5>
        <8,9>[missing]
>c19b<
How many, if any, drinks did your friends buy you?

     NUMBER OF DRINKS..............0-25 @
    +------------------------------+
     DO NOT KNOW..............98
     REFUSED..................99
     [@] <0-25>
        <98,99>[missing]

>c19c<
About how many drinks did you have at this bar?

    NUMBER OF DRINKS...................0-25 @
    +------------------------------+
     DO NOT KNOW..............98
     REFUSED..................99
    [@]<0-25>
      <98,99>[missing]

>c19d<[define <d><8>][define <r><9>]
   [optional all][default answer <n> all][open c19d]

What did you drink? (PLEASE PROBE WITH: Anything else?)

[yellow](IWER: IF NECESSARY, GO THROUGH AND ASK EACH ONE OR FIELD CODE RESPONSES
    YOU CAN USE THE UP AND DOWN ARROWS TO GET WHERE YOU NEED TO GO
    FOR THOSE THAT ARE YES, ENTER A 'y'[n]

                   y/n/d/r
(did you drink) Beer?...............................@a
(did you drink) Wine or wine coolers?..............@b
(did you drink) Mixed drinks?......................@c
(did you drink) Shots?.............................@d

[yellow](HIT 'h' FOR DEFINITIONS/CLARIFICATIONS OF THE DIFFERENT TYPES OF
    DRINKS)[n]

   [@a]<y,n,5> <d,r>[missing]
     <h>[etc <h>][help drinks]
   [@b]<y,n,5> <d,r>[missing]
     <h>[etc <h>][help drinks]
   [@c]<y,n,5> <d,r>[missing]

```
            <h>[etc <h>][help drinks]
         [@d]<y,n,5> <d,r>[missing]
            <h>[etc <h>][help drinks]
```

>c20a< [if c17 eq <1> goto c23]
 Thinking about the [green]second[n] bar that you went to . . .

 Did you get a free drink (from the bartender or waitress)?

```
        YES............................1
        NO.............................5 @
       +-------------------------------+
        DO NOT KNOW..............8
        REFUSED.................9
        [@] <1,5>
           <8,9>[missing]
```
>c20b<
 How many, if any, drinks did your friends buy you?

```
        NUMBER OF DRINKS..............0-25 @
         +-------------------------------+
         DO NOT KNOW..............98
         REFUSED..................99
         [@] <0-25>
            <98,99>[missing]
```

>c20c<
 About how many drinks did you have at this bar (the second bar you went to)?

```
       NUMBER OF DRINKS...................0-25 @
         +-------------------------------+
         DO NOT KNOW..............98
         REFUSED..................99
        [@]<0-25>
           <98,99>[missing]
```

>c20d< [define <d><8>][define <r><9>]
    [optional all][default answer <n> all][open c20d]

 What did you drink? (PLEASE PROBE WITH: Anything else?)

[yellow](IWER: IF NECESSARY, GO THROUGH AND ASK EACH ONE OR FIELD CODE
      RESPONSES YOU CAN USE THE UP AND DOWN ARROWS TO GET WHERE YOU
      NEED TO GO FOR THOSE THAT ARE YES, ENTER A 'y'[n]

                            y/n/d/r
   (did you drink) Beer?.............................@a
   (did you drink) Wine or wine coolers?..............@b
   (did you drink) Mixed drinks?......................@c
   (did you drink) Shots?.............................@d

   [yellow](HIT 'h' FOR DEFINITIONS/CLARIFICATIONS OF THE DIFFERENT TYPES OF
        DRINKS)[n]

    [@a]<y,n,5> <d,r>[missing]
       <h>[etc <h>][help drinks]
    [@b]<y,n,5> <d,r>[missing]
       <h>[etc <h>][help drinks]
    [@c]<y,n,5> <d,r>[missing]
```

```
        <h>[etc <h>][help drinks]
     [@d]<y,n,5> <d,r>[missing]
        <h>[etc <h>][help drinks]
```

>c21a< [if c17 eq <2> goto c23]
  Thinking about the [green]third[n] bar that you went to . . .

  Did you get a free drink (from the bartender or waitress)?

```
      YES...........................1
      NO.............................5 @
     +-------------------------------+
      DO NOT KNOW..............8
      REFUSED..................9
      [@] <1,5>
         <8,9>[missing]
```
>c21b<
 How many, if any, drinks did your friends buy you?

```
      NUMBER OF DRINKS..............0-25  @
     +-------------------------------+
      DO NOT KNOW..............98
      REFUSED..................99
      [@] <0-25>
         <98,99>[missing]
```

>c21c<

  About how many drinks did you have (at the third bar you went to)?

```
     NUMBER OF DRINKS...................0-25 @
      +-------------------------------+
      DO NOT KNOW..............98
      REFUSED..................99
     [@]<0-25>
        <98,99>[missing]
```

>c21d< [define <d><8>][define <r><9>]
     [optional all][default answer <n> all][open c21d]

  What did you drink? (PLEASE PROBE WITH: Anything else?)

 [yellow](IWER: IF NECESSARY, GO THROUGH AND ASK EACH ONE OR FIELD CODE RESPONSES
      YOU CAN USE THE UP AND DOWN ARROWS TO GET WHERE YOU NEED TO GO
      FOR THOSE THAT ARE YES, ENTER A 'y'[n]

```
                           y/n/d/r
  (did you drink) Beer?..............................@a
  (did you drink) Wine or wine coolers?..............@b
  (did you drink) Mixed drinks?......................@c
  (did you drink) Shots?.............................@d
```

 [yellow](HIT 'h' FOR DEFINITIONS/CLARIFICATIONS OF THE DIFFERENT TYPES OF
         DRINKS)[n]

```
     [@a]<y,n,5> <d,r>[missing]
        <h>[etc <h>][help drinks]
     [@b]<y,n,5> <d,r>[missing]
        <h>[etc <h>][help drinks]
```

```
        [@c]<y,n,5> <d,r>[missing]
           <h>[etc <h>][help drinks]
        [@d]<y,n,5> <d,r>[missing]
           <h>[etc <h>][help drinks]
```

>c22a< [if c17 eq <3> goto c23]
  Thinking about the [green]fourth[n] bar you went to . . .

  Did you get a free drink (from the bartender or waitress)?

```
        YES............................1
        NO.............................5 @
        +------------------------------+
         DO NOT KNOW..............8
         REFUSED..................9
        [@] <1,5>
            <8,9>[missing]
```
>c22b<
 How many, if any, drinks did your friends buy you?

```
        NUMBER OF DRINKS..............0-25  @
        +------------------------------+
         DO NOT KNOW..............98
         REFUSED..................99
        [@] <0-25>
            <98,99>[missing]
```

>c22c<
  About how many drinks did you have (at the fourth bar you went to)?

```
       NUMBER OF DRINKS...................0-25 @
        +------------------------------+
         DO NOT KNOW..............98
         REFUSED..................99
        [@]<0-25>
            <98,99>[missing]
```

>c22d<[define <d><8>][define <r><9>]
     [optional all][default answer <n> all][open c22d]

  What did you drink? (PLEASE PROBE WITH: Anything else?)

 [yellow](IWER: IF NECESSARY, GO THROUGH AND ASK EACH ONE OR FIELD CODE RESPONSES
        YOU CAN USE THE UP AND DOWN ARROWS TO GET WHERE YOU NEED TO GO
        FOR THOSE THAT ARE YES, ENTER A 'y'[n]

                              y/n/d/r
   (did you drink) Beer?.............................@a
   (did you drink) Wine or wine coolers?..............@b
   (did you drink) Mixed drinks?......................@c
   (did you drink) Shots?.............................@d

[yellow](HIT 'h' FOR DEFINITIONS/CLARIFICATIONS OF THE DIFFERENT TYPES OF
         DRINKS)[n]

     [@a]<y,n,5> <d,r>[missing]
        <h>[etc <h>][help drinks]
     [@b]<y,n,5> <d,r>[missing]
        <h>[etc <h>][help drinks]
```

```
        [@c]<y,n,5> <d,r>[missing]
           <h>[etc <h>][help drinks]
        [@d]<y,n,5> <d,r>[missing]
           <h>[etc <h>][help drinks]


>c23< [define <d><9998>] [define <r><9999>]

 About what time did you stop drinking?

        TIME........................ 0000 - 2400  @
        +-------------------------------+
          DO NOT KNOW..............d
          REFUSED..................r

  [cyan] THE FOLLOWING CHART SHOWS COVERSIONS FOR MILITARY TIME:

        1:00 PM = 1300   5:00 PM = 1700    9:00 PM = 2100
        2:00 PM = 1400   6:00 PM = 1800   10:00 PM = 2200
        3:00 PM = 1500   7:00 PM = 1900   11:00 PM = 2300
        4:00 PM = 1600   8:00 PM = 2000   12:00 AM = 2400

  ANYTHING AFTER MIDNIGHT AND BEFORE 1:00 AM WOULD BE WRITTEN
  WITH 00 THEN THE MINUTES - SUCH AS 12:30 am is 0030 [n]

        [@] <0-2400> <d,r>[missing]
           [input format enter right <  :  >]

>c24< [allow 2]
 What was the [green]main[n] reason you stopped drinking when you did?

     REACHED PRESET NUMBER.....................1 @
     BAR CLOSED................................2
     GOT TOO DRUNK.............................3
     SERVER CUT OFF............................4
     FRIENDS SAID TO STOP......................5
     HAD ENOUGH/DIDN'T WANT MORE/KNOW LIMIT....6
      (include:  I knew I had enough, didn't want any more, etc)
     HAD TO GET SLEEP/HAD TO GET UP NEXT DAY...7
      (include: had to go to work, had to go to school, etc)
     GOT SICK/PASSED OUT/GOT IN TROUBLE........8
     PARTY OVER/LEFT BAR/FRIENDS LEFT..........9
     WASN'T HAVING ANY FUN.....................10
       +-------------------------------+
          DO NOT KNOW..............98
          REFUSED..................99

  [@] 0 [#specify] <1-12>
     <98,99>[missing]

>c25<
 Did you get drunk?

        YES............................1
        NO.............................5 @
        +-------------------------------+
          DO NOT KNOW..............8
          REFUSED..................9
  [@]<1><5>
```

<8,9>[missing]

>c26<
  Did you get sick?

         YES...........................1
         NO.............................5 @
         +------------------------------+
           DO NOT KNOW..............8
           REFUSED.................9
     [@]<1><5>
         <8,9>[missing]

>c27<
  Are there periods during the celebration that you can't recall?

         YES...........................1
         NO.............................5 @
         +------------------------------+
           DO NOT KNOW..............8
           REFUSED.................9
     [@]<1><5>
         <8,9>[missing]

>c28<   [if c5 ge <3> goto c35]
  On the actual day of your birthday, did you resume celebrating your
  birthday by drinking any alcoholic beverages?

         YES...........................1
         NO.............................5 @
         +------------------------------+
           DO NOT KNOW..............8
           REFUSED.................9
     [@]<1> <5>[goto p1]
         <8,9>[missing][goto p1]

>c29<
  Did you drink during the afternoon of your birthday?

         YES...........................1
         NO.............................5 @
         +------------------------------+
           DO NOT KNOW..............8
           REFUSED.................9

     [@]<1> <5>[goto c32]
         <8,9>[missing][goto c32]

>c28a< [define <d><8>][define <r><9>]
      [open c28a]
      [default answer <n> all]
      [optional all]

  Where did you celebrate during the afternoon of your birthday?

  (Was it at your residence hall or apartment, a friends residence hall
  or apartment, at a bar or restaurant, or somewhere else)?

```
        OWN RESIDENCE HALL/APARTMENT.......@a
        FRIENDS RESIDENCE HALL/APARTMENT...@b
        BAR/RESTAURANT.....................@c
        SOMEWHERE ELSE (specify)...........@d
         OWN RESIDENCE HALL/APARTMENT............1
          (townhome/house/etc)
         FRIENDS RESIDENCE HALL/APARTMENT........3
         BAR/RESTAURANT/CLUB.................... 6
          (any named bar, restaurant, club, coffee shop)
         OWN HOME/PARENTS HOME/PERM RESIDENCE....2
         (parents/aunts/sister/etc)
         HOTEL/VACATION RESORT...................4
       +----------------------------------+
       [@a]<y,n,5> <d,r>
       [@b]<y,n,5> <d,r>
       [@c]<y,n,5> <d,r>
       [@d]y <1-7>[#specify] <n> <d,r>
```

>c30<
 About how many drinks did you have during the afternoon?

```
     NUMBER OF DRINKS...................0-25 @
      +------------------------------+
       DO NOT KNOW..............98
       REFUSED.................99
       [@]<0-25>
        <98,99>[missing]
```

>c31< [define <d><8>][define <r><9>]
    [optional all][default answer <n> all][open c31]

 What did you drink? (PLEASE PROBE WITH: Anything else?)

 [yellow](IWER: IF NECESSARY, GO THROUGH AND ASK EACH ONE OR FIELD CODE RESPONSES
        YOU CAN USE THE UP AND DOWN ARROWS TO GET WHERE YOU NEED TO GO
        FOR THOSE THAT ARE YES, ENTER A 'y'[n]

```
                        y/n/d/r
     (did you drink) Beer?..............................@a
     (did you drink) Wine or wine coolers?..............@b
     (did you drink) Mixed drinks?......................@c
     (did you drink) Shots?.............................@d
```

[yellow](HIT 'h' FOR DEFINITIONS/CLARIFICATIONS OF THE DIFFERENT TYPES OF
        DRINKS)[n]

```
     [@a]<y,n,5> <d,r>[missing]
        <h>[etc <h>][help drinks]
     [@b]<y,n,5> <d,r>[missing]
        <h>[etc <h>][help drinks]
     [@c]<y,n,5> <d,r>[missing]
        <h>[etc <h>][help drinks]
     [@d]<y,n,5> <d,r>[missing]
        <h>[etc <h>][help drinks]
```

>c32<

Did you drink during the evening (night) of your birthday?

```
    YES............................1
    NO............................5 @
  +------------------------------+
    DO NOT KNOW..............8
    REFUSED..................9

    [@]<1><5>[goto c35]
        <8,9>[missing]
>ID3< [allow 5][loc 18/1][store csid in ID3]
>R3< [allow 1][preset <3>]

>c32a<[define <d><8>][define <r><9>]
    [open c32a]
    [default answer <n> all]
    [optional all]
```

Where did you celebrate during the evening of your birthday?

(Was it at your residence hall or apartment, a friends residence hall
or apartment, at a bar or restaurant, or somewhere else)?

```
    OWN RESIDENCE HALL/APARTMENT.......@a
    FRIENDS RESIDENCE HALL/APARTMENT...@b
    BAR/RESTAURANT.....................@c
    SOMEWHERE ELSE (specify)...........@d
     OWN RESIDENCE HALL/APARTMENT............1
       (townhome/house/etc)
     FRIENDS RESIDENCE HALL/APARTMENT........3
     BAR/RESTAURANT/CLUB.................... 6
      (any named bar, restaurant, club, coffee shop
        strip club, etc)
     OWN HOME/PARENTS HOME/PERM RESIDENCE....2
      (parents/aunts/sister/etc)
     HOTEL/VACATION RESORT...................4
    +-----------------------------------+
    [@a]<y,n,5> <d,r>
    [@b]<y,n,5> <d,r>
    [@c]<y,n,5> <d,r>
    [@d]y <1-7>[#specify] <n> <d,r>
```

```
>c33<
```
About how many drinks did you have during the evening?

```
    NUMBER OF DRINKS...................0-25 @
    +--------------------------------+
      DO NOT KNOW..............98
      REFUSED.................99
    [@]<0-25>
       <98,99>[missing]

>c34<[define <d><8>][define <r><9>]
    [optional all][default answer <n> all][open c34]
```

What did you drink? (PLEASE PROBE WITH: Anything else?)

[yellow](IWER: IF NECESSARY, GO THROUGH AND ASK EACH ONE OR FIELD CODE RESPONSES

YOU CAN USE THE UP AND DOWN ARROWS TO GET WHERE YOU NEED TO GO
FOR THOSE THAT ARE YES, ENTER A 'y'[n]

```
                               y/n/d/r
(did you drink) Beer?.............................@a
(did you drink) Wine or wine coolers?.............@b
(did you drink) Mixed drinks?......................@c
(did you drink) Shots?............................@d
```

[yellow](HIT 'h' FOR DEFINITIONS/CLARIFICATIONS OF THE DIFFERENT TYPES OF
        DRINKS)[n]

```
    [@a]<y,n,5> <d,r>[missing]
       <h>[etc <h>][help drinks]
    [@b]<y,n,5> <d,r>[missing]
       <h>[etc <h>][help drinks]
    [@c]<y,n,5> <d,r>[missing]
       <h>[etc <h>][help drinks]
    [@d]<y,n,5> <d,r>[missing]
       <h>[etc <h>][help drinks]
```

>c35<
  Thinking about your [green]whole[n] birthday celebration, altogether did
  you drink less than you thought you would, about what you thought you would,
  or more than you though you would?

```
    LESS THAN ..............................1
    ABOUT WHAT YOU THOUGHT YOU WOULD........3
    MORE THAN ..............................5 @
      +------------------------------+
        DO NOT KNOW..............8
        REFUSED..................9
      [@]<1,5> <3>[goto c36a]
         <8,9>[missing][goto c36a]
```

>amount< [allow 4]
        [if c35 eq <1>][store <less> in amount][endif]
        [if c35 eq <5>][store <more> in amount][endif]

>c36<
  Why did you drink [green][fill amount][n] than you thought you would?

```
    REACHED PRESET NUMBER.........................1 @
    BAR CLOSED....................................2
    GOT TOO DRUNK.................................3
    SERVER CUT OFF................................4
    FRIENDS SAID TO STOP..........................5
     (friends watched
    HAD ENOUGH/DIDN'T WANT MORE/KNOW LIMIT........6
     (include:  I knew I had enough, didn't want any more, etc)
    HAD TO GET SLEEP/HAD TO GET UP NEXT DAY.......7
     (include: had to go to work, had to go to school, had class, etc
    GOT SICK/PASSED OUT/GOT IN TROUBLE............8
    PARTY OVER/LEFT BAR/FRIENDS LEFT..............9
    WASN'T HAVING ANY FUN.........................10
    PEOPLE KEPT BUYING DRINKS/GOT FREE DRINKS....11
    THOUGHT GET MORE FREE DRINKS.................12
    DRANK TOO MUCH BEFORE BIRTHDAY...............13
```

```
    MISCELLANEOUS................................90
       DO NOT KNOW.............98
       REFUSED.................99
    [@]0 <1-13><90> [#specify]
     <98,99>[missing][goto c36a]
     [#default goto c36a]
>ca36< [allow 2]

    REACHED PRESET NUMBER.........................1 @
    BAR CLOSED...................................2
    GOT TOO DRUNK...............................3
    SERVER CUT OFF..............................4
    FRIENDS SAID TO STOP.........................5
     (friends watched
    HAD ENOUGH/DIDN'T WANT MORE/KNOW LIMIT........6
     (include:  I knew I had enough, didn't want any more, etc)
    HAD TO GET SLEEP/HAD TO GET UP NEXT DAY.......7
     (include: had to go to work, had to go to school, had class, etc
    GOT SICK/PASSED OUT/GOT IN TROUBLE............8
    PARTY OVER/LEFT BAR/FRIENDS LEFT..............9
    WASN'T HAVING ANY FUN........................10
    PEOPLE KEPT BUYING DRINKS/GOT FREE DRINKS....11
    THOUGHT GET MORE FREE DRINKS.................12
    DRANK TOO MUCH BEFORE BIRTHDAY...............13
    MISCELLANEOUS................................90
       NO MORE MENTIONS.........95
       DO NOT KNOW.............98
       REFUSED.................99
    [@]0 <1-15>[#specify] <90>
     <95> [goto c36a]<98,99>[missing][goto c36a]
>cb36< [allow 2]

    REACHED PRESET NUMBER.........................1 @
    BAR CLOSED...................................2
    GOT TOO DRUNK...............................3
    SERVER CUT OFF..............................4
    FRIENDS SAID TO STOP.........................5
     (friends watched
    HAD ENOUGH/DIDN'T WANT MORE/KNOW LIMIT........6
     (include:  I knew I had enough, didn't want any more, etc)
    HAD TO GET SLEEP/HAD TO GET UP NEXT DAY.......7
     (include: had to go to work, had to go to school, had class, etc
    GOT SICK/PASSED OUT/GOT IN TROUBLE............8
    PARTY OVER/LEFT BAR/FRIENDS LEFT..............9
    WASN'T HAVING ANY FUN........................10
    PEOPLE KEPT BUYING DRINKS/GOT FREE DRINKS....11
    THOUGHT GET MORE FREE DRINKS.................12
    DRANK TOO MUCH BEFORE BIRTHDAY...............13
    MISCELLANEOUS................................90
       NO MORE MENTIONS.........95
       DO NOT KNOW.............98
       REFUSED.................99
    [@]0 <1-15>[#specify] <90>
     <95> <98,99>[missing]

>c36a<
  Do you have any regrets about what you did or what happened during
  your celebration?
```

```
        YES............................1
        NO.............................5 @
      +------------------------------+
        DO NOT KNOW..............8
        REFUSED..................9
   [@]<1> <5>[goto p1]
      <8,9>[missing][goto p1]
```

>c27b<
  What things do you regret?

```
        DRANK TOO MUCH..........................1 @
        SPENT TOO MUCH MONEY....................2
        REGRET MIXING DRINKS/TYPES OF ALCOHOL...3
        DID NOT GET SEX.........................4
        REGRET HAVING SEX/REGRET BEING
                WITH SOMEONE............5
        REGRET EMBARRASSING BEHAVIOR............6
        REGRET NOT REMEMBERING EVENTS..........7
        FRIENDS DRANK TOO MUCH.................8
        DID NOT DRINK ENOUGH/WISH DRANK MORE....9
      +-----------------------------------------+
        MISCELLANEOUS............90
        DO NOT KNOW..............98
        REFUSED..................99
   [@] 0 <1-10> [#specify]
      <90> <95>[goto p1]
     <98,99>[missing][goto p1]
      [#default goto p1]
```

>c27c<[allow 2]

```
        DRANK TOO MUCH..........................1 @
        SPENT TOO MUCH MONEY....................2
        REGRET MIXING DRINKS/TYPES OF ALCOHOL...3
        DID NOT GET SEX.........................4
        REGRET HAVING SEX/REGRET BEING
                WITH SOMEONE............5
        REGRET EMBARRASSING BEHAVIOR............6
        REGRET NOT REMEMBERING EVENTS..........7
        FRIENDS DRANK TOO MUCH.................8
        DID NOT DRINK ENOUGH/WISH DRANK MORE....9
      +-----------------------------------------+
        NO MORE MENTIONED........95
        MISCELLANEOUS............90
        DO NOT KNOW..............98
        REFUSED..................99
   [@] 0 <1-10> [#specify]
      <90> <95>[goto p1]
     <98,99>[missing][goto p1]
```
>c27d< [allow 2]
```
        DRANK TOO MUCH..........................1 @
        SPENT TOO MUCH MONEY....................2
        REGRET MIXING DRINKS/TYPES OF ALCOHOL...3
        DID NOT GET SEX.........................4
        REGRET HAVING SEX/REGRET BEING
                WITH SOMEONE............5
        REGRET EMBARRASSING BEHAVIOR............6
        REGRET NOT REMEMBERING EVENTS..........7
```

```
        FRIENDS DRANK TOO MUCH..................8
        DID NOT DRINK ENOUGH/WISH DRANK MORE....9
     +---------------------------------------+
        NO MORE MENTIONED........95
        MISCELLANEOUS............90
        DO NOT KNOW..............98
        REFUSED..................99
    [@] 0 <1-10> [#specify]
      <90> <95>[goto p1]
      <98,99>[missing]
```

>p1<
The next couple of questions are about alcohol use prior to your 21st
birthday.

Prior to turning 21, did you at least occasionally drink alcoholic beverages?

```
        YES............................1
        NO.............................5 @
     +-------------------------------+
        DO NOT KNOW..............8
        REFUSED..................9
        [@]<1><5>
        <8,9>[missing]
```

>task< [if c1 ge <5>][goto b1][endif]
        [if c6 ge <5>][goto b1][endif]
        [if p1 ge <5>][goto b1][endif]

>p2<
Thinking about the other times that you drank alcoholic beverages,
are there any other occasions that you drank as much or more than you
drank on your 21st birthday?

```
        YES............................1
        NO.............................5 @
     +-------------------------------+
        DO NOT KNOW..............8
        REFUSED..................9
        [@]<1> <5>[goto b1]
        <8,9>[missing][goto b1]
```

>p3< [define <d><8>][define <r><9>]
    [optional all]
    [default answer <n> all]
    [open p3]
 What were those occasions?
                    y/n/d/r
  NEW YEAR'S EVE.........................@a
  FRATERNITY PARTIES.....................@b
  RUSH WEEK..............................@c
  WEDDINGS...............................@d
  TAIL GATE PARTIES......................@e
  CELEBRATING OTHER PEOPLE'S BIRTHDAYS...@f
  BEGINNING OF SCHOOL/WEEK CLASSES START.@g
  OTHER OCCASIONS (specify)..............@h
    WEEKEND PARTIES/WEEKDAY PARTIES....2
    SPRING BREAK/VACATIONS.............3

```
    SPORTING EVENTS....................4
    FINALS WEEK/EXAM WEEK..............6
    HOLIDAYS (HALLOWEEN, ST. PAT'S)....7
    GRADUATION........................0
```

[@a]<y,n,5><d,r>[missing]
[@b]<y,n,5><d,r>[missing]
[@c]<y,n,5><d,r>[missing]
[@d]<y,n,5><d,r>[missing]
[@e]<y,n,5><d,r>[missing]
[@f]<y,n,5><d,r>[missing]
[@g]<y,n,5><d,r>[missing]
[@h]y[#specify]<2-4,5><6-7,0> <n><d,r>[missing]

>b1<

[if c1 ge <5>]
Even though you did not celebrate your 21st birthday, thinking about the
time prior to your 21st birthday, did you and your parents talk about
your celebration plans?
[else]
Now, thinking about the time prior to your 21st birthday, did you and your
parents talk about your celebration plans?
[endif]

```
    YES............................1
    NO.............................5 @
    +-----------------------------+
      DO NOT KNOW..............8
      REFUSED.................9

    [@]<1><5>[goto b4]
    <8,9>[missing][goto b4]
```

>b2<
  Did you and your parents [green]specifically[n] talk about drinking on
  your 21st birthday?

```
    YES............................1
    NO.............................5 @
    +-----------------------------+
      DO NOT KNOW..............8
      REFUSED.................9

    [@]<1><5>[goto b4]
    <8,9>[missing]
```

>b3<
  What kinds of things did you and your parents talk about?

```
    DON'T DIE/POSSIBILITY OF DEATH................1 @
    DANGERS OF ALCOHOL POISONING/21 SHOTS.........2
    BE CAREFUL, EXERCISE CAUTION/LIMIT DRINKS.....3
      (be responsible, be safe, common sense, etc)
    DON'T DRINK AND DRIVE.........................4
      (designated driver)
    HAVE SOMEONE WATCH OVER ME....................5
    RECEIVED LETTER FROM MSU/PRESIDENT............6
    PLANS.........................................7
```

```
          (where going/when going/who going with, etc)
          HAVE FUN/HAVE A GOOD TIME.....................8
               MISCELLANEOUS............90
               DO NOT KNOW..............98
               REFUSED..................99
       [@]0 <1-10> [#specify]
          <90> <98,99>[missing][goto b4]
          [#default goto b4]
>b3a< [allow 2]

          DON'T DIE/POSSIBILITY OF DEATH................1 @
          DANGERS OF ALCOHOL POISONING/21 SHOTS.........2
          BE CAREFUL, EXERCISE CAUTION/LIMIT DRINKS.....3
           (be responsible, be safe, common sense, etc)
          DON'T DRINK AND DRIVE.........................4
           (designated driver)
          HAVE SOMEONE WATCH OVER ME....................5
          RECEIVED LETTER FROM MSU/PRESIDENT............6
          PLANS.........................................7
           (where going/when going/who going with, etc)
          HAVE FUN/HAVE A GOOD TIME.....................8

               NO OTHERS MENTIONED......95
               MISCELLANEOUS............90
               DO NOT KNOW..............98
               REFUSED..................99
       [@] <1-10>  <95>[goto b4]
          <90> <98,99>[missing][goto b4]


>b3b< [allow 2]

          DON'T DIE/POSSIBILITY OF DEATH................1 @
          DANGERS OF ALCOHOL POISONING/21 SHOTS.........2
          BE CAREFUL, EXERCISE CAUTION/LIMIT DRINKS.....3
           (be responsible, be safe, common sense, etc)
          DON'T DRINK AND DRIVE.........................4
           (designated driver)
          HAVE SOMEONE WATCH OVER ME....................5
          RECEIVED LETTER FROM MSU/PRESIDENT............6
          PLANS.........................................7
           (where going/when going/who going with, etc)
          HAVE FUN/HAVE A GOOD TIME.....................8

               NO OTHERS MENTIONED......95
               MISCELLANEOUS............90
               DO NOT KNOW..............98
               REFUSED..................99
       [@] <1-10>  <95>[goto b4]
          <90,98,99>[missing][goto b4]


>b4<
  Thinking about the week or so before your 21st birthday, do you
  recall receiving a B.R.A.D. birthday card in the mail?

          YES...........................1
          NO............................5 @
       +-------------------------------+
          DO NOT KNOW..............8
          REFUSED.................9
```

```
[@]<1><5>[goto d1]
    <8,9>[missing][goto d1]
```

>b5<
What do you remember about the B.R.A.D. birthday card that you received?

```
    BRAD McCUE ...................................1 @
     (pictures/story what happened, etc)
    DANGERS/INFO ON ALCOHOL POISONING.............2
     (information, symptoms, what to do)
    BE CAREFUL, EXERCISE CAUTION/LIMIT DRINKS.....3
     (be responsible, be safe, common sense, etc)
    PERSONALLY SIGNED.............................4
    POCKET INSERTS (credit card size).............5
    INFO SHEET (men/women/general)...............6
    BIRTHDAY GREETING ITSELF.....................7
    INFORMATION ABOUT BRAD FOUNDATION............8
     (goal of foundation, mission, etc)
    NICE GESTURE/NICE CARD.......................9
    WANT THEM TO TURN 22.........................10
    NOTHING......................................11
    OTHER: MISCELLANEOUS........................90
       +------------------------------+
         NO OTHERS MENTIONED......95
         DO NOT KNOW..............98
         REFUSED..................99
    [@]0 <1-10><90>[#specify]
        <11>[goto b4a]
      <95,98,99>[missing][goto b4a]
        [#default goto b4a]
>b5a< [allow 2]

    BRAD McCUE ...................................1 @
     (pictures/story what happened, etc)
    DANGERS/INFO ON ALCOHOL POISONING.............2
     (information, symptoms, what to do)
    BE CAREFUL, EXERCISE CAUTION/LIMIT DRINKS.....3
     (be responsible, be safe, common sense, etc)
    PERSONALLY SIGNED.............................4
    POCKET INSERTS (credit card size).............5
    INFO SHEET (men/women/general)...............6
    BIRTHDAY GREETING INSELF.....................7
    INFORMATION ABOUT BRAD FOUNDATION............8
     (goal of foundation, mission, etc)
    NICE GESTURE/NICE CARD.......................9
    WANT THEM TO TURN 22.........................10
    OTHER: MISCELLANEOUS........................90
       +------------------------------+
         NO OTHERS MENTIONED......95
         DO NOT KNOW..............98
         REFUSED..................99

    [@]0 <1-10><90>
      <95>[goto b4a] <98,99>[missing][goto b4a]
```

>b5b< [allow 2]

```
    BRAD McCUE ...................................1 @
     (pictures/story what happened, etc)
```

DANGERS/INFO ON ALCOHOL POISONING.............2
(information, symptoms, what to do)
BE CAREFUL, EXERCISE CAUTION/LIMIT DRINKS.....3
(be responsible, be safe, common sense, etc)
PERSONALLY SIGNED............................4
POCKET INSERTS (credit card size).............5
INFO SHEET (men/women/general)................6
BIRTHDAY GREETING ITSELF......................7
INFORMATION ABOUT BRAD FOUNDATION.............8
(goal of foundation, mission, etc)
NICE GESTURE/NICE CARD........................9
WANT THEM TO TURN 22.........................10
OTHER: MISCELLANEOUS.........................90
+-------------------------------+
NO OTHERS MENTIONED......95
DO NOT KNOW..............98
REFUSED..................99

[@]0 <1-10><90>
<95>[goto b4a] <98,99>[missing][goto b4a]
DO NOT KNOW..............98
REFUSED..................99

>b4a<
Did you read the information printed on the inside cover about Brad McCue
and the B.R.A.D. organization?

YES............................1
NO.............................5 @
+-------------------------------+
DO NOT KNOW..............8
REFUSED..................9

[@]<1> <5>
<8,9>[missing]

>b6<
Had you heard about the B.R.A.D. birthday card prior to receiving your card?

YES............................1
NO.............................5 @
+-------------------------------+
DO NOT KNOW..............8
REFUSED..................9
[@]<1,5>
<8,9>[missing]

>b7<
Was the card and its message more meaningful to you because it was
personally signed by Brad McCue's parents or did this not make a
difference to you?

YES, MORE MEANINGFUL.............1
NO, DID MAKE A DIFFERENCE........5
DID NOT NOTICE WHO SIGNED IT.....7 @
+-------------------------------+
DO NOT KNOW..............8
REFUSED..................9

```
        [@]<1,5,7>
        <8,9>[missing]
```

>b8<

Included inside the B.R.A.D. birthday card was an insert about the size of
a credit-card that had printing on both sides.

Do you recall receiving that insert?

```
        YES...........................1
        NO.............................5 @
      +------------------------------+
        DO NOT KNOW..............8
        REFUSED.................9

        [@]<1> <5>[goto b10]
        <8,9>[missing][goto b10]
```

>b9<

Did you read the information on the credit-card size insert?

```
        YES...........................1
        NO.............................5 @
      +------------------------------+
        DO NOT KNOW..............8
        REFUSED.................9

        [@]<1> <5>
        <8,9>[missing]
```
>b10<

Did you receive an insert sheet inside the B.R.A.D. birthday card
[green]other[n] than the credit-card size insert?

```
        YES...........................1
        NO.............................5 @
      +------------------------------+
        DO NOT KNOW..............8
        REFUSED.................9

        [@]<1> <5> [goto extreme]
        <8,9>[missing][goto extreme]
```

>b11<

What information do you recall from the insert sheet?

```
    FACTS ABOUT DRINKING/GENERAL INFO
                ABOUT ALCOHOL..........1 @
    FACTS/INFORMATION ABOUT/WHAT TO DO
                ALCOHOL POISONING......2
    EXERCISE CAUTION............................3
    BE RESPONSIBLE WHEN DRINKING.................4
    INFORMATION TAILORED TO WOMEN...............5
    INFORMATION TAILORED TO MEN..................6
    MISCELLANEOUS..............................91
        DO NOT REMEMBER...........90
      +------------------------------+
        DO NOT KNOW..............98
        REFUSED.................99
    [@] 0 <1-10><91>[#specify] <90>[goto extreme]
```

```
        <98,99>[missing][goto extreme]
        [#default goto extreme]


>ba11< [allow 2]

    FACTS ABOUT DRINKING/GENERAL INFO
            ABOUT ALCOHOL..........1 @
    FACTS/INFORMATION ABOUT
            ALCOHOL POISONING......2
    EXERCISE CAUTION............................3
    BE RESPONSIBLE WHEN DRINKING.................4
    INFORMATION TAILORED TO WOMEN................5
    INFORMATION TAILORED TO MEN..................6
    MISCELLANEOUS..............................91
        DO NOT REMEMBER............90
      +-----------------------------+
        NO MORE MENTIONED........95
        DO NOT KNOW..............98
        REFUSED..................99
    [@] 0 <1-10><91>[#specify] <90>
      <95>[goto extreme]<98,99>[missing]
>bb11< [allow 2]

    FACTS ABOUT DRINKING/GENERAL INFO
            ABOUT ALCOHOL..........1 @
    FACTS/INFORMATION ABOUT
            ALCOHOL POISONING......2
    EXERCISE CAUTION............................3
    BE RESPONSIBLE WHEN DRINKING.................4
    INFORMATION TAILORED TO WOMEN................5
    INFORMATION TAILORED TO MEN..................6
    MISCELLANEOUS..............................91
        DO NOT REMEMBER...........90
      +-----------------------------+
        NO MORE MENTIONED........95
        DO NOT KNOW..............98
        REFUSED..................99
    [@] 0 <1-10><91>[#specify] <90>
      <95>[goto extreme]<98,99>[missing]


>extreme<
 Now I'd like to ask you some questions about the dangers and risks of
 drinking.

 Suppose a student drinks an extreme amount of alcohol while celebrating.

 Is there a high risk, a medium risk, or a low risk of that student
 ending up in the emergency room of a hospital?

            HIGH RISK..................1 @
            MEDIUM RISK...............2
            LOW RISK..................3
        +-----------------------------+
            DO NOT KNOW..............8
            REFUSED..................9
    [@]<1-3>
      <8,9>[missing]


>danger<
```

When does the greatest danger of alcohol poisoning occur?

Is it immediately after the last drink is consumed or is there a delayed effect somewhat later?

```
        IMMEDIATE EFFECT..............1 @
        DELAYED EFFECT................5
      +-------------------------------+
        DO NOT KNOW..............8
        REFUSED..................9
    [@]<1-5>
      <8,9>[missing]
```

>risk<
Is intense drinking riskier for female students or male students?

```
        FEMALE STUDENTS...............1 @
        MALE STUDENTS.................5
        NO DIFFERENCE.................7
      +-------------------------------+
        DO NOT KNOW..............8
        REFUSED..................9
    [@]<1>[goto female] <5>[goto male]
      <7>[goto b12f] <8,9>[missing][goto b12f]
>ID4< [allow 5][loc 19/1][store csid in ID4]
>R4< [allow 1][preset <4>]
```

>female< [default answer <n> all]
     [optional all]
     [open female]
   What are some of the reasons why intense drinking is riskier for women?

```
                      y/n/d/r
        FEMALES ABSORB ALCOHOL FASTER......@a
        HORMONAL FACTORS...................@b
        ENZYME FACTORS.....................@c
        SMALLER BODY SIZE..................@d
        OTHER REASONS (specify)............@e

     RISK FOR SEXUAL ASSAULT/PERSONAL RISK......2
     OTHER PHYSICAL DIFFERENCES, ETC............3
     OTHER: MISCELLANEOUS.......................4
   [cyan]DON'T KNOW ANY OF THE REASONS......@f[n]

       [@a]<y,n,5><d,r>[missing]
       [@b]<y,n,5><d,r>[missing]
       [@c]<y,n,5><d,r>[missing]
       [@d]<y,n,5><d,r>[missing]
       [@e] y <2-4> <6-7>[#specify] <n,5> <d,r>[missing]
       [@f]<y,n,5><d,r>[missing]
       [default goto b12f]
```

>male<
Can you estimate how many male students have died in the United States on their 21st birthday as a result of excesive drinking on their birthdays in the past few years?

```
     ESTIMATE NUMBER................0-500 @
       +-------------------------------+
```

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```
     DO NOT KNOW..............998
     REFUSED.................. 999
     [@]<0-500>
     <998,999>[missing]
```

>b12f<
  Do you still have the card or any of the materials that came with the
  card?

```
     YES............................1
     NO.............................5 @
     +------------------------------+
     DO NOT KNOW..............8
     REFUSED..................9
     [@]<1>[goto b12a] <5>
     <8,9>[missing][goto b12a]
```
>b12g<
  What did you do with the materials you received?

```
     READ/THREW AWAY/DISCARDED INFO..........1 @
     KEPT THE INFORMATION....................2
     GAVE IT AWAY............................3
       +------------------------------+
         MISCELLANEOUS............90
         DO NOT KNOW..............98
         REFUSED..................99
     [@]0[#specify]
       <1-5> <90>
       <98,99>[missing]
```

>b12a<
  Did you [green]show[n] the card or any of the inserts to any of your friends or
  family?

```
     YES............................1
     NO.............................5 @
     +------------------------------+
     DO NOT KNOW..............8
     REFUSED..................9
     [@]<1,5>
     <8,9>[missing]
```

>b12b<
  Did you [green]talk[n] about the information on the card or the inserts with any
  of your friends or family members?

```
     YES............................1
     NO.............................5 @
     +------------------------------+
     DO NOT KNOW..............8
     REFUSED..................9
     [@]<1,5>
     <8,9>[missing]
```

>b12c<
  Did you learn any new information about alcohol poisoning that you did not
  know about before you received the mailing?

```
        YES...........................1
        NO...........................5 @
     +-----------------------------+
        DO NOT KNOW..............8
        REFUSED.................9
        [@]<1,5>
        <8,9>[missing]
```

>b12e< [if c1 ge <5> goto b13]
  Did you [green]think[n] about the card and its information [green]during[n] your
  celebration?

```
        YES...........................1
        NO...........................5 @
     +-----------------------------+
        DO NOT KNOW..............8
        REFUSED.................9
        [@]<1,5>
        <8,9>[missing]
```

>b12d< [if b10 ge <5> goto b13]
  Did you take the wallet-size insert with you when you went out to
  celebrate your birthday?

```
        YES...........................1
        NO...........................5 @
     +-----------------------------+
        DO NOT KNOW..............8
        REFUSED.................9
        [@]<1,5>
        <8,9>[missing]
```

>b13<
  Did receiving the B.R.A.D. birthday card in any way influence you to change
  your celebration plans?

```
        YES...........................1
        NO...........................5 @
     +-----------------------------+
        DO NOT KNOW..............8
        REFUSED.................9

        [@]<1> <5>[goto b15]
        <8,9>[missing][goto b15]
```

>b14< [allow 2]
 In what ways did you change your plans as a result of receiving the
 B.R.A.D. birthday card?

```
      DRANK LESS...............................1 @
      MORE AWARE OF DRINKING/HOW MUCH I DRANK...2
      MORE CAUTIOUS............................3
      HAD FRIEND WATCH OUT/OVER ME.............4
        +-----------------------------+
          MISCELLANEOUS............90
          DO NOT KNOW..............98
          REFUSED.................99
      [@] 0 <1-5> [#specify] <90>
```

```
          <98,99>[missing][goto b15]
          [#default goto b15]
>b14a< [allow 2]

          DRANK LESS...............................1 @
          MORE AWARE OF DRINKING/HOW MUCH I DRANK...2
          MORE CAUTIOUS.............................3
          HAD FRIEND WATCH OUT/OVER ME..............4
           +------------------------------+
             NO OTHERS MENTIONED......95
             MISCELLANEOUS............90
             DO NOT KNOW..............98
             REFUSED..................99
          [@] 0 <1-5> [#specify] <90>
           <95> [goto b15]
           <98,99>[missing][goto b15]
>b14b< [allow 2]

          DRANK LESS...............................1 @
          MORE AWARE OF DRINKING/HOW MUCH I DRANK...2
          MORE CAUTIOUS.............................3
          HAD FRIEND WATCH OUT/OVER ME..............4
           +------------------------------+
             NO OTHERS MENTIONED......95
             MISCELLANEOUS............90
             DO NOT KNOW..............98
             REFUSED..................99
          [@] 0 <1-5> [#specify] <90>
           <95> [goto b15]
           <98,99>[missing]


>b15<
 Do you think that MSU students should continue to receive B.R.A.D. birthday
 cards prior to their 21st birthdays?

          YES............................1
          NO.............................5 @
       +------------------------------+
          DO NOT KNOW..............8
          REFUSED..................9

          [@]<1,5>
          <8,9>[missing]



>d1<
 Finally, I just have a couple of demographic questions for you.

 Would you say you are from a rural community, a small city or town,
 a suburb, or an urban community?

          RURAL COMMUNITY.......................1
          SMALL CITY OR TOWN, VILLAGE...........2
          A SUBURB..............................3
          URBAN COMMUNITY.......................4 @

          OTHER: SPECIFY........................0
          +------------------------------------+
             DO NOT KNOW..................8
```

```
                 REFUSED/NO ANSWER............9
        [@]<1-4> <0>[#specify]
           <8,9>[missing]


>d2<
   About how tall are you without shoes?

   [yellow]IWER:  ROUND FRACTIONS DOWN[n]

            @feet FEET   @inch INCHES
       +------------------------------------+
            DO NOT KNOW.................98
            REFUSED/NO ANSWER............99

   [@feet] <2-8> <98,99>
   [@inch] <0-11>



>d3<  [allow int 3]
     About how much do you weigh without shoes?

     [yellow]IWER: ROUND FRACTIONS UP[n]

      POUNDS   .......................75-500 @
      +------------------------------------+
        DON'T KNOW/NOT SURE  . . . . 998
        REFUSED . . . . . . . . . . 999

     [@]<75-500>
        <998, 999>[missing]

>d5<
   Are you of Hispanic, Latino, or Spanish origin?

      YES- HISPANIC/LATINO/SPANISH ORIGIN..........1
      NO - [green]NOT[n] HISPANIC/LATINO/SPANISH ORIGIN......5 @
      +-----------------------------------------------+
            DON'T KNOW.....................8
            REFUSED........................9

     [@] <1,5> <8,9>[missing]



>d6<  [define <d><8>][define <r><9>]
     [default answer <n> all]
     [optional all]
     [open d6]
   What is your racial background?

   (Are you white or Caucasian, black or African American, Hawaiian or pacific
   islander, Asian, or Native American?)

   [yellow]IWER:  A PERSON CAN MENTION MORE THAN ONE RACE, YOU CAN ARROW TO
   THE RACES MENTIONED AND RECORD ANSWER[n]


                           y/n/d/r
     White?................................@a
     African American or Black?.............@b
     Hawaiian or other Pacific Islander?....@c
```

```
      Asian?................................ @d
      American Indian or Alaska Native?......@e


      [@a]<y,n,5><d,r>[missing]
      [@b]<y,n,5><d,r>[missing]
      [@c]<y,n,5><d,r>[missing]
      [@d]<y,n,5><d,r>[missing]
      [@e]<y,n,5><d,r>[missing]
      [default goto MOD7]
>drinks< [reference]

  "Examples of mixed drinks include rum and coke, Jack Daniels and Coke,
   Screwdrivers, Sex on the Beach, and gin and tonic."

  "Examples of shots are straight shots of liquor such as Jack Daniels or
   Tequila, or concoctions such as Kamakazi, Slippery Nipples, and
   Lemon Drop"

  [nodata] @


>ad1<
  TO FIND A NEW PHONE NUMBER FOR THE R, YOU CAN CALL BOTH MICHIGAN STATE'S
  INFORMATION AND AT & T INFORMATION FOR NEW NUMBERS.

  MSU INFO:  353-1855,   AT & T: 517-555-1212

  [fill first] [fill last]
  local address: [fill laddress]
  local city:    [fill lcity]

  (Permanent address:  [fill paddress])
  (Permanent city:     [fill pcity])
  (Permanent state:    [fill pstate]

      GOT NEW LOCAL NUMBER................1 @
      GOT NEW PERMANENT NUMBER............2
      NO NEW NUMBER.......................3
      [@]<1-3>

>new<

  [if ad1 eq <1>]
  ENTER NEW LOCAL NUMBER WITHOUT A "-":     @a
    ENTER A NEW AREA CODE              @d
    (CHANGE TO 517 FOR ALL LOCAL NUMBERS)

  [endif]
  [if ad1 eq <2>]
  ENTER NEW AREA CODE AND PERMANENT NUMBER
                 WITHOUT A "-":    @b   @c
  [endif]
     [@a][allow 7]
     [@b][allow 3]
     [@c][allow 7]
     [@d][allow 3]
>task2<
 [if ad1 eq <3>][goto T174][endif]
 [if ad1 eq <1>]
```

```
[store <> in PNUM][store <> in AREA][store new@d in AREA][store new@a in PNUM][store <> in dial][store <> in
conf][goto dial]
[endif]
[if ad1 eq <2>]
[store <> in par1][store <> in perm][store new@b in par1][store new@c in perm][store <> in dial][store <> in conf][goto
dial]
[endif]
```

The B.R.A.D. Card Survey, 2001-2002

Final Dispositions and Response Rates

IPPSR
Office for Survey Research

June, 2002

B.R.A.D. Card
Survey 2001-2002

	Initial	Final					
	AAPOR RESPONSE RATE CALCULATION SHEET						
	Initial	Final					
I = Complete Interview	1731	1731					
P = Partial Interview	0	0					
R = Refusals and Break-Offs	173	173					
NC = Non-Contact	163	178					
O = Other	5	5					
UH = Unknown if Household	176	176					
UO = Unknown, other	8	8					
NE = Not Eligible	311	311					
e = Estimated proportion of unknowns that are eligible		0.794					
? = FNL 82 & 83 (breakoff or Non Contact)	15			2582	2582		
RR1=	76.2%			REF1=	8.2%		
RR2=	76.2%			**REF2=**	**7.7%**		
RR3=	77.5%			REF3=	8.3%		
RR4=	**77.5%**						
RR5=	82.9%			CON1=	84.2%		
RR6=	**82.9%**			CON2=	81.7%		
				CON3=	**91.7%**		
COOP1=	90.7%						
COOP2=	90.7%						
COOP3=	90.9%						
COOP4=	**90.9%**						
	N	M.E.					
Overall Margin of Sampling Error	**1731**	**2.4%**					
No card	227	**6.5%**					
Standard Card	479	**4.5%**					
Female Insert	310	**5.6%**					
Male Insert	306	**5.6%**					
Neutral Insert	409	**4.9%**					