May 2008 Topline Report

DMDC August 2007 Status of Forces Survey of Active-Duty Members

Every year the DMDC conducts both Web-based and paper-and-pencil surveys to support the personnel information needs of the Under Secretary of Defense for Personnel and Readiness. These surveys assess the attitudes and opinions of the entire Department of Defense (DoD) community on a wide-range of issues.

In an effort to determine the potential impact of the That Guy campaign, TMA/FH inserted questions regarding awareness of the campaign and attitudes toward excessive drinking into the August 2006 and August 2007 surveys. (These questions will also be included in the 2008 and 2009 surveys.) This summary provides a topline perspective of E1 to E4 service members' awareness of That Guy, their attitudes toward excessive drinking, and their drinking behaviors.

BASELINE

Prior to the launch of That Guy (December 2006), That Guy-specific questions were added to the August 2006 DMDC survey. Results from the 2006 survey indicate "phantom awareness" of That Guy (2% said they recalled something about That Guy). This figure, along with other results, serves as the baseline measure for awareness of the That Guy campaign.

KEY FINDINGS: 2007

- Overall awareness of That Guy increased significantly among all branches of service between August 2006 and August 2007, rising sevenfold to 14%. (Note: Actual awareness is 12%, which accounts for and subtracts the phantom awareness level of 2% in 2006.)
- Current awareness is likely higher than 14% because outreach activities did not begin until December 2006 and survey results were collected in August 2007. TMA/FH has increased its outreach efforts since the August 2007 survey. Therefore, the impact of the following activities may not be fully reflected in the results:
    - Offline advertising in pilot markets (Dec. 2006 to March 2007)
    - MySpace page launch and online advertising (March 2007)
    - Air Force Air Mobility Command's 101 Critical Days of Summer (June to Aug. 2007)
    - Other outreach activities, including community advertising at Camp Pendleton in December 2007 (Aug. 2007 to present)
    - That Guy expanded worldwide in 2008
- Attitudes toward excessive drinking are beginning to shift in a positive direction, showing support of the campaign's key messages.
- Behavior has remained stabled as anticipated in this social change campaign.

AWARENESS

Between August 2006 and 2007, overall awareness of That Guy among E1s to E4s increased sevenfold across all four branches of the military.

Total awareness of That Guy rose from 2% in 2006 to 14% in 2007. (See Table 1.)

Awareness of That Guy is greatest in the Air Force (20%) and the Marine Corps (15%). High levels of awareness are likely a result of targeted outreach efforts such as the Air Mobility Command's engagement in the campaign during their 101Critical Days of Summer initiative, and HQMC Semper Fit promotion of the campaign.

Interestingly, E1s to E4s in the Army are more likely to be aware of That Guy than Warrior Pride.

Also note that awareness of the Air Force's 0013 program increased as well among Air Force and Navy E1s to E4s.

Table 1
E1s-E4s

Do you recognize any of the following military-sponsored programs that inform members about and discourage them from excessive drinking of alcohol?

2007 Program Awareness	**Total**		**Air Force**		**Army**		**Marines**		**Navy**	
Approx. sample size	2007 (n=2104)	2006 (n=2432)	2007 (n=737)	2006 (n=530)	2007 (n=510)	2006 (n=902)	2007 (n=471)	2006 (n=355)	2007 (n=386)	2006 (n=645)
0013	16%	12%	46%	35%	2%	2%	3%	5%	22%	11%
That Guy	**14%**	**2%**	**20%**	**3%**	**11%**	**1%**	**15%**	**2%**	**11%**	**4%**
Warrior Pride	8%	7%	9%	6%	9%	9%	8%	6%	7%	6%
Other	11%	12%	12%	11%	9%	11%	8%	11%	17%	14%

ATTITUDES

That Guy is beginning to have a positive and significant impact on <u>some</u> attitudes toward excessive drinking.

Service members were asked to rate the extent to which they agree or disagree with 10 statements about drinking.

Between 2006 and 2007, the proportion of service members who "**strongly**" agree with the statements "It's important to me that I keep my drinking under control and act responsibly," (57% in 2007 compared to 54% in 2006) and "When I drink, I appoint a designated driver," (60% in 2007 compared to 57% in 2006) increased by a statistically significant amount. (See Table 2.)

In addition to these changes in attitudes, it appears that That Guy is beginning to cause shifts in other attitudes. (See Table 3.) More specifically, the proportion of service members who **"agree" or "strongly" agree** with these statements increased significantly between 2006 and 2007:

- When it comes to drinking, I am safe and responsible; I lead by example and watch out for my fellow service member (85% in 2007 compared to 80% in 2006). Agreement with this statement also increased significantly among members of the Air Force, Army, and Navy.
- It's important to me that I keep my drinking under control and act responsibly (86% in 2007 compared to 82% in 2006). Overall agreement with this statement increased significantly within the Air Force and Navy.
- When I drink too much, it impairs my judgment (74% in 2007 compared to 71% in 2006). Agreement increased significantly among service members in the Navy.
- If I can't keep my drinking under control, I shouldn't be drinking (84% in 2007 compared to 81% in 2006). Agreement among Army personnel increased significantly as well.
- When I drink, I appoint a designated driver (85% in 2007 compared to 81% in 2006). Total agreement increased significantly in the Air Force, Army, and Marines.

The first four message listed directly above are those that the campaign has actively communicated since the December 2006 launch.

Table 2 E1s to E4s										
How much do you agree or disagree with each of the following statements about drinking alcohol?										
% Strongly Agree	**Total**		**Air Force**		**Army**		**Marines**		**Navy**	
Approx. Sample size	2007 (n=2104)	2006 (n=2432)	2007 (n=737)	2006 (n=530)	2007 (n=510)	2006 (n=902)	2007 (n=471)	2006 (n=355)	2007 (n=386)	2006 (n=645)
When it comes to drinking, I am safe and responsible; I lead by example and watch out for my fellow member.*	51%	50%	58%	51%	55%	49%	44%	51%	44%	50%
It's important to me that I keep my drinking under control and act responsibly.*	57%	54%	61%	57%	62%	52%	49%	54%	50%	52%
When I drink too much, it impairs my judgment.*	43%	42%	46%	45%	46%	44%	41%	41%	36%	37%
If I can't keep my drinking under control, I shouldn't be drinking.*	54%	55%	59%	54%	57%	57%	51%	58%	47%	52%
When I drink, I appoint a designated driver.	60%	57%	66%	59%	62%	57%	57%	60%	54%	52%
Drunkenness affects my judgment and my memory.*	44%	44%	44%	51%	47%	43%	41%	45%	41%	40%
Drinking might interfere with my military career.	39%	45%	41%	50%	42%	41%	35%	46%	34%	44%
Drinking is part of being in the military.	12%	11%	10%	9%	12%	14%	16%	10%	11%	8%
Drinking is just about the only recreation available at this installation.	11%	10%	11%	9%	12%	13%	9%	9%	10%	8%
At parties or social functions at my installation, everyone is encouraged to drink.	10%	9%	9%	6%	10%	9%	12%	10%	8%	10%

*Messages actively communicated through the That Guy campaign.

Table 3 E1s to E4s										
How much do you agree or disagree with each of the following statements about drinking alcohol?										
% Strongly Agree/Agree	**Total**		**Air Force**		**Army**		**Marines**		**Navy**	
Approx. sample size	2007 (n=2104)	2006 (n=2432)	2007 (n=737)	2006 (n=530)	2007 (n=510)	2006 (n=902)	2007 (n=471)	2006 (n=355)	2007 (n=386)	2006 (n=645)
When it comes to drinking, I am safe and responsible; I lead by example and watch out for my fellow member.*	85%	80%	86%	78%	86%	81%	81%	81%	84%	78%
It's important to me that I keep my drinking under control and act responsibly.*	86%	82%	86%	80%	86%	83%	84%	83%	87%	81%
When I drink too much, it impairs my judgment.*	74%	71%	74%	75%	75%	72%	73%	73%	72%	66%
If I can't keep my drinking under control, I shouldn't be drinking.*	84%	81%	83%	80%	88%	84%	79%	81%	81%	81%
When I drink, I appoint a designated driver.	85%	81%	86%	81%	87%	83%	85%	79%	83%	79%
Drunkenness affects my judgment and my memory.*	72%	72%	70%	75%	72%	70%	74%	75%	73%	72%
Drinking might interfere with my military career.	60%	63%	59%	62%	61%	62%	59%	64%	61%	66%
Drinking is part of being in the military.	29%	28%	22%	18%	28%	35%	38%	32%	28%	23%
Drinking is just about the only recreation available at this installation.	23%	24%	22%	23%	23%	29%	23%	24%	23%	20%
At parties or social functions at my installation, everyone is encouraged to drink.	22%	21%	22%	13%	20%	20%	29%	29%	18%	22%

*Messages actively communicated through the That Guy campaign.

Table 4 E1s to E4s										
How much do you agree or disagree with each of the following statements about drinking alcohol?										
Means**	**Total**		**Air Force**		**Army**		**Marines**		**Navy**	
Approx. sample size	2007 (n=2104)	2006 (n=2432)	2007 (n=737)	2006 (n=530)	2007 (n=510)	2006 (n=902)	2007 (n=471)	2006 (n=355)	2007 (n=386)	2006 (n=645)
When it comes to drinking, I am safe and responsible; I lead by example and watch out for my fellow member.*	4.3	4.3	4.4	4.3	4.4	4.3	4.2	4.3	4.3	4.2
It's important to me that I keep my drinking under control and act responsibly.*	4.4	4.3	4.4	4.4	4.5	4.3	4.3	4.3	4.3	4.3
When I drink too much, it impairs my judgment.*	4.1	4.0	4.1	4.1	4.1	4.1	4.1	4.0	4.0	3.9
If I can't keep my drinking under control, I shouldn't be drinking.*	4.3	4.3	4.4	4.3	4.4	4.4	4.3	4.4	4.2	4.3
When I drink, I appoint a designated driver.	4.4	4.3	4.5	4.4	4.5	4.4	4.4	4.3	4.3	4.2
Drunkenness affects my judgment and my memory.*	4.1	4.1	4.0	4.2	4.1	4.0	4.1	4.1	4.1	4.0
Drinking might interfere with my military career.	3.7	3.8	3.7	3.9	3.6	3.7	3.7	3.8	3.7	3.9
Drinking is part of being in the military.	2.8	2.8	2.6	2.6	2.7	2.9	3.0	2.9	2.8	2.7
Drinking is just about the only recreation available at this installation.	2.6	2.6	2.5	2.6	2.5	2.7	2.6	2.6	2.6	2.5
At parties or social functions at my installation, everyone is encouraged to drink.	2.7	2.7	2.7	2.5	2.6	2.7	2.9	2.9	2.6	2.7

*Messages actively communicated through the That Guy campaign.

** Where "five" equals strongly agree and "one" equals strongly disagree.

BEHAVIORS

Between 2006 and 2007, binge drinking behaviors among E1s to E4s have remained the same.

The proportion of service members who have participated in binge drinking in the past 30 days has remained stable since 2006 (55% in 2007 compared to 54% in 2006). (See Table 5.)

This shift of a few percentage points (up or down) among the branches of service is not statistically significant.

Table 5 E1s to E4s										
During the past 30 days, on how many days did you have five or more drinks of beer, wine, or liquor on the same occasion?										
% who have binge drank at least once in the past 30 days	**Total**		**Air Force**		**Army**		**Marines**		**Navy**	
Approx. sample size*	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006
% Binge drink in the past 30 days	55%	54%	54%	55%	48%	44%	65%	68%	59%	58%

*Reduced base. This question was only asked of participants ages 21 and older and who consumed an alcoholic beverage at least once in the past 30 days. Given this, the actual sample sizes are much smaller for this question because it does not account for service members between the ages of 18 and 20. These smaller sample sizes indicate that any reported changes in drinking habits are not statistically significant. It is also important to note is that because survey questions regarding alcohol consumption were asked of only those who are 21 or older, these questions do not provide a true picture of the target audience's behavior since the audience tends to be comprised of 18- to 24-year-olds.

INFORMATION SOURCES

Most service members have heard the message about the importance of not drinking to excess.

Almost three-fourths of E1s to E4s recall hearing or seeing something about the importance of not drinking an excessive amount of alcoholic beverages from their supervisors (72%). (See Table 7.)

Other common information sources include TV advertisements (57%), friends and peers (53%), and posters (55%).

Except for radio advertisements (especially with the Army and Navy), there have not been any significant changes between 2006 and 2007 in the types of Information sources that service members recall communicating this message.

Please note that this question is not specific to That Guy and reflects all the different information sources from which service members heard or saw something about the importance of not drinking excessively.

Table 7
E1s to E4s

During the past few months, where did you hear or see anything about the importance of members not drinking an excessive number of alcoholic beverages on any one occasion?

	Total		Air Force		Army		Marines		Navy	
Approx. sample size	2007 (n=2104)	2006 (n=2432)	2007 (n=737)	2006 (n=530)	2007 (n=510)	2006 (n=902)	2007 (n=471)	2006 (n=355)	2007 (n=386)	2006 (n=645)
Word-of-Mouth; Friends	53%	52%	54%	55%	50%	45%	49%	59%	59%	52%
Word-of-Mouth; Supervisors	72%	72%	72%	72%	72%	69%	73%	79%	71%	72%
TV Advertisements	57%	56%	61%	63%	60%	56%	50%	54%	55%	52%
Radio Advertisements	45%	42%	48%	47%	46%	40%	41%	45%	45%	36%
News Stories	51%	50%	55%	53%	50%	46%	47%	54%	52%	48%
Posters	55%	55%	58%	58%	53%	46%	56%	65%	55%	57%
Web Sites	35%	36%	38%	44%	33%	32%	28%	35%	39%	33%
Brochures	39%	40%	42%	44%	38%	35%	36%	44%	41%	42%
Other	24%	22%	23%	22%	21%	22%	22%	25%	31%	21%