



*That Guy*  
**Online Awareness and Communications Survey**  
**Quarter Four 2009 FY**  
**July – September 2009**

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**Fleishman-Hillard International Communications**

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## Q4 2009 FY Highlights

The Online Communications and Awareness Survey provides insights regarding how service members learn about and respond to the *That Guy* campaign. This report summarizes the feedback from 3,020 service members who completed the survey between March 2007 (when the survey initially appeared on the campaign's Web site) and September 30, 2009 (the close of Q4 2009 FY).

Service members' awareness of and attitudes toward the campaign and Web site (www.thatguy.com) and the corresponding implications, as reflected in the most current period's (Q4 2009 FY) feedback from the *That Guy* Online Awareness and Communications Survey, include:

### **1. Service members' exposure to *That Guy* continues to come from five primary sources: posters, the Internet, word-of-mouth, supervisors, and television or movies.**

The top sources through which service members most recently (Q4 2009 FY) recall reading, hearing, or seeing something about *That Guy* continue to be:

- Posters, 48 percent (including both posters seen on installations and in public places);
- The Internet, 46 percent (net proportion\*);
- Friends, 28 percent (e.g., word-of-mouth);
- Supervisors, 23 percent; and
- Television or movies, 20 percent.

(See Tables 1 and 2; percentages add to more than 100 percent due to multiple responses.) This reflects that the strategy of reaching service members in a surround sound way through multiple channels is working.

\*Question 5, from which the data are derived, allows service members to volunteer multiple sources through which they heard about *That Guy*. As a result, any one respondent could have responded with more than one answer that reflects a broader category (e.g., responses such as "Facebook," "Yahoo!," "Google," and "advertisement on MySpace" all reflect Internet channels and could have all been given as answers by the same person). When reporting broad communication channels (e.g., Internet), the **net** tabulation looks across the multiple responses that represent a category and identifies the unique number of people who provided one or more responses that fall into the broader category.

**2. “Entertainment value” continues to play a very important role in why service members check out the *That Guy* Web site and is higher than ever in Q4.**

More than four in 10 (46%) service members reported visiting the *That Guy* Web site for entertainment value. This represents a slight (but not statistically significant) increase from the 44 percent in Q3 2009 FY who reported visiting the site for this reason. This proportion is above the average over the course of the campaign (38%) and still is the primary reason many service members visit the site. This implies that the strategy of using humor and entertainment to communicate a message that this audience doesn’t necessarily want to hear is on track and continues to reinforce how these elements of the campaign are making it possible to get through to junior-level, enlisted service members.

Noteworthy is that 13 percent of service members said they checked out the site because they wanted to learn more about the health effects of alcohol or they worried about their or a friend’s drinking, an increase from 9 percent in the past quarter.

**3. “The Joke’s on *That Guy*?” section on the Web site that best communicates why service members “Don’t want to be *That Guy*.”**

Overall, one-fifth (20%) of service members selected “The Joke’s on *That Guy*” as the section that best communicates “I don’t want to be *That Guy*.” This is followed by “Facts,” selected by 14 percent of service members.

**4. By more than a 2:1 margin, service members agree, rather than disagree, that the *That Guy* Web site will make service members think twice about their actions.**

During Q4 2009 FY, nearly four in 10 respondents (38%) agree that the Web site will likely encourage service members to think about the consequences of binge drinking (i.e., not being *That Guy*), whereas 15 percent of respondents do not think this Web site will help service members think twice. The percent who disagree is the lowest percentage to date. (See Tables 7 and 8.)

**5. *That Guy* continues to make inroads as a search term of choice for service members who want to find information online.**

Since Q4 2008, the percentage of service members who have said they would use *That Guy* if they were to search online for help with a drinking problem has more than doubled, from 4 percent to 9 percent. Overall the percentage is small yet it is steadily growing.

## 1. Sources Through Which Service Members Have Heard About *That Guy* (Among Those Who Have Visited [www.thatguy.com](http://www.thatguy.com))

*The top five sources through which service members most recently recall reading, hearing, or seeing something about That Guy include: posters, 48 percent; the Internet, 46 percent (net proportion); friends, 28 percent; supervisors, 23 percent; and television or movies, 20 percent.*

The Web-based survey asked service members to: *list all the different ways that you heard, read, or saw something about the That Guy campaign or this Web site.*

Table 1 shows the responses to this question broken out by specific survey waves (as well as cumulative results to date). Table 2 shows the responses to this question broken out by pay grade, cumulative to date. The most important recent findings are listed below.

- The Internet (across all Internet-related categories) continues to play an increasingly important role in spreading awareness of the *That Guy* campaign. Internet awareness currently stands at 46 percent, up from 40 percent in Q3 2009 FY and 31 percent in Q2 (and is the highest level since the campaign's launch in Q3 2007 FY).
  - Social networking sites. As one of the new Internet-related answer categories added to the survey last quarter, 18 percent of service members selected this as a source for hearing or seeing something about the *That Guy* campaign. This figure increased slightly from Q3 2009 FY and may likely continue to increase with the ongoing growth and popularity of social networking sites (and with the upcoming launch of a *That Guy* fan page on Facebook).
- Posters continue to play an important role as a source of information for service members learning about the *That Guy* Web site. Forty-one percent of service members have heard about *That Guy* through posters on installations (up sharply from 29 percent in the previous quarter). Additionally, 25 percent of service members have heard about *That Guy* through posters in public places (up from 20 percent in the previous quarter). A total of 48 percent of service members have heard about the campaign through posters at either location (up from 36 percent last quarter). Overall, there has been a four-fold increase since the campaign launch, indicating that posters are having a positive impact on the campaign's awareness.

- The influence supervisors have in service members learning about the site is another source. Most recently, 23 percent of service members reported learning about the site through their supervisors, slightly less than in the previous three quarters (25 percent to 27 percent). Yet, it is important to note, that in some cases, a supervisor could be within the target audience, such as an E4, so this doesn't necessarily mean a supervisor is considered "leadership." Supervisors have consistently been a channel through which service members learn about the site.
- Also noteworthy is that in the past year, giveaways at bars or clubs are serving as key secondary sources where about one service member in 10 learns about *That Guy*.

**NOTE:** Prior to last quarter, those who learned about the campaign via any type of online resource had only two options to choose from: the generic "Internet" answer category or the "Other" category where respondents could type a response to explain how he/she learned about the campaign through some other online resource. In Q3 2009 FY, the "Internet" answer category was expanded and now lists four types of Internet-related categories (installation Web site, online advertisement, online video, and other Web site). The campaign is now better able to track the impact of Internet outreach efforts. This ongoing, yet occasional, refinement of the Web survey allows the campaign to better target and track its communications efforts.

**Table 1 – Results by Quarter**  
**Sources Through Which Service Members Have Heard About *That Guy*\*\***

(Question 5)	2007 FY	2008 FY				2009 FY				Total to Date
	Q3/Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
Number of Completed Web Surveys	(n=798)	(n=403)	(n=277)	(n=351)	(n=371)	(n=226)	(n=196)	(n=238)	(n=160)	(n=3,020)
Television or movie	48%	41%	39%	32%	18%	13%	25%	27%	20%	34%
Internet (net of all Internet-related categories)	18%	23%	18%	36%	33%	34%	31%	40%	46%	28%
Friends	26%	25%	25%	25%	25%	28%	25%	27%	28%	26%
Posters (net)	12%	16%	17%	23%	31%	36%	38%	36%	48%	24%
Internet (general)	18%	23%	18%	35%	32%	34%	31%	4%	--	22%
Supervisors	15%	18%	20%	16%	22%	25%	25%	27%	23%	20%
Posters on installation	10%	14%	16%	20%	26%	29%	26%	29%	41%	20%
Posters in public places	7%	7%	6%	10%	15%	23%	23%	20%	25%	12%
Radio advertisements	8%	9%	5%	7%	8%	8%	10%	10%	8%	8%
Outdoor billboards	7%	6%	4%	5%	10%	6%	8%	6%	8%	7%
Bar or club	6%	7%	5%	4%	6%	9%	8%	10%	11%	7%
Advertisements in magazines or newspapers	4%	4%	3%	6%	9%	8%	8%	10%	4%	6%
Giveaways (posters, coasters, stickers, etc.)	2%	4%	4%	4%	10%	11%	10%	7%	11%	6%
Ads in public places (net)	3%	3%	3%	3%	6%	10%	12%	5%	9%	5%
Advertisements in public bathrooms	2%	2%	3%	2%	4%	8%	9%	4%	7%	4%
E-mail	1%	2%	*	2%	3%	4%	6%	1%	1%	2%
Ads in local stores or gas stations	1%	2%	2%	2%	3%	6%	4%	*	3%	2%
Online advertisement***	--	--	--	--	--	--	--	12%	18%	2%
Installation Web site***	--	--	--	--	--	--	--	16%	21%	2%
Social network (Facebook, MySpace, other)***	--	--	--	--	--	--	--	15%	18%	2%
Advertisements on shuttle bus or public transportation	1%	1%	*	--	2%	2%	5%	1%	3%	1%
AFN/American Forces Network	3%	3%	1%	1%	1%	*	1%	--	--	1%
Safety meeting/safety training/safety briefing/safety officer	1%	*	1%	--	--	1%	1%	--	--	1%
Work (non-specific)	1%	1%	1%	1%	*	--	--	--	--	1%
Meetings/forums/conference	1%	1%	--	1%	1%	*	1%	3%	--	1%
School/classroom	*	1%	1%	1%	--	1%	--	1%	--	*

(CONTINUED)

**Table 2 – Results by Quarter**  
**Sources Through Which Service Members Have Heard About *That Guy*\*\***

(Question 5)	2007 FY	2008 FY				2009 FY				Total to Date
	Q3/Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
Number of Completed Web Surveys	(n=798)	(n=403)	(n=277)	(n=351)	(n=371)	(n=226)	(n=196)	(n=238)	(n=160)	(n=3,020)
Restaurant place mat advertisement/tray liner***	--	--	--	--	--	2%	*	*	--	*
Online video (YouTube, other)***	--	--	--	--	--	--	--	2%	4%	*
Other Web site***	--	--	--	--	--	--	--	2%	3%	*
Facebook (no mention of how)	--	--	*	1%	*	--	--	--	--	*
Advertisement on Facebook	--	--	--	*	--	--	--	--	--	*
ADAPT	*	*	1%	--	--	--	--	--	--	*
Wing CC Call/CC Call	*	--	--	--	--	--	--	--	--	*
Printed handout/newsletter	*	--	--	*	1%	--	--	--	--	*
Play/saw a play on base	--	1%	--	*	--	--	--	--	--	*
Better opportunities for single soldiers program-www.ftruckermwr.com/boss	--	--	--	--	1%	--	--	--	--	*
Marine Corps Community Service – www.usmc-mccs.org	--	--	--	--	*	--	--	--	--	*
Webby Awards -www.webbyawards.com	*	--	--	--	--	--	--	--	--	*
Google (no mention of how)***	--	--	--	--	--	--	--	*	--	*
None/no answer	1%	*	1%	1%	1%	1%	1%	2%	2%	1%
Don't know	3%	1%	1%	2%	4%	3%	3%	--	--	2%
Other	*	--	1%	*	--	1%	2%	1%	6%	1%

\* Less than one-half of one percent (0.5%)

\*\* Columns may add to more than 100 percent due to multiple responses

\*\*\* Response category added Q3 2009 FY

Wave 1 03/23/07 through 09/30/07 Q3/Q4 2007 FY  
 Wave 2 10/01/07 through 12/31/07 Q1 2008 FY  
 Wave 3 01/01/08 through 03/31/08 Q2 2008 FY  
 Wave 4 04/01/08 through 06/30/08 Q3 2008 FY  
 Wave 5 07/01/08 through 09/30/08 Q4 2008 FY

Wave 6 10/01/08 through 12/31/08 Q1 2009 FY  
 Wave 7 01/01/09 through 03/31/09 Q2 2009 FY  
 Wave 8 04/01/09 through 06/30/09 Q3 2009 FY  
 Wave 9 07/01/09 through 09/30/09 Q4 2009 FY



<b>(Question 5)</b>	<b>E1-E3 (n=583)</b>	<b>E4 (n=754)</b>	<b>Other (n=1,683)</b>	<b>Total to Date (n=3,020)</b>
Internet (net of all Internet-related categories)	33%	31%	25%	28%
Television or movie	29%	39%	33%	34%
Friends	31%	26%	24%	26%
Posters on installation	24%	20%	18%	20%
Internet	27%	25%	20%	22%
Supervisors	19%	18%	20%	20%
Posters in public places	16%	13%	11%	12%
Radio advertisements	8%	9%	8%	8%
Outdoor billboards	7%	7%	6%	7%
Bar or club	10%	7%	5%	7%
Advertisements in magazines or newspapers	6%	8%	5%	6%
Giveaways (posters, coasters, stickers, etc.)	7%	6%	6%	6%
Advertisements in public bathrooms	5%	4%	3%	4%
AFN/American Forces Network	1%	*	2%	1%
E-mail	1%	1%	3%	2%
Ads in local stores or gas stations	3%	2%	1%	2%
Advertisements on shuttle bus or public transportation	2%	2%	1%	1%
Social network (Facebook, MySpace, etc.)***	3%	3%	1%	2%
Online advertisement***	3%	3%	1%	2%
Installation Web site***	2%	2%	3%	2%
Safety meeting/training/briefing/officer	*	*	1%	1%
Work (non-specific)	1%	*	*	1%
Meetings/forums/conference	*	1%	1%	1%
School/classroom	*	*	1%	*
Restaurant place mat advertisement/tray liner***	*	*	*	*
Online video (YouTube, other)***	1%	*	*	*
Other Web site***	*	*	*	*
Facebook (no mention of how)	*	*	*	*
Advertisement on Facebook	--	--	*	*
ADAPT	*	*	*	*
Wing CC Call/CC Call	--	*	*	*
Printed handout/newsletter	--	*	*	*
Play/saw a play on base	*	*	--	*
Better opportunities for single soldiers program	--	*	*	*
Marine Corps Community Services-www.usmc-mccs.org	--	*	--	*
Webby Awards-www.webbyawards.com	--	--	*	*
Google (no mention of how)***	--	*	--	*
Advertisement on Google***	--	--	--	--
MySpace (no mention of how)***	--	--	--	--
Advertisement on MySpace***	--	--	--	--
Yahoo! (no mention of how)***	--	--	--	--
Advertisement on Yahoo!***	--	--	--	--
Fort Benning mwr.benningmwr.com***	--	--	--	--
www.flashforward-conference.com***	--	--	--	--
None/no answer	1%	1%	1%	1%
Don't know	2%	1%	2%	2%
Other	1%	1%	1%	1%

\* Less than one-half of one percent (0.5%)

\*\* Columns may add to more than 100 percent due to multiple responses

\*\*\* Response category added Q3 2009 FY; responses to this question broken out by pay grade, cumulative to date

Differences among subgroups, to date, suggest that:

- E1 to E3s are more likely than E4s to say that they initially learned about the campaign via:
  - Friends (31 percent and 26 percent, respectively)
  - Posters (29 percent and 24 percent, respectively)
  - Bars or clubs (10 percent and 7 percent, respectively)
- In contrast E1 to E3s are less likely than E4s to say they initially learned about the campaign via:
  - Television or a movie (29% and 39%, respectively)

*Implications:* The Internet (net calculation of all Internet categories) is one of the most widely cited sources by both E1 to E3s (33 percent) and E4s (31 percent) for initially learning about the *That Guy* campaign. This source appears to have equal appeal and use by both groups, compared to other sources, and will likely continue to play an increasingly important role in learning and gathering information.

## 2. Reasons for Visiting Web Site

*Most recently, service members visited the Web site primarily for entertainment value (46 percent – the largest proportion to date) or because they wanted to learn more about the health effects of alcohol/worried about their or a friend’s drinking (13 percent).*

Web survey participants had the opportunity to provide feedback on what motivated them to visit the *That Guy* Web site. Four different response categories were provided, plus an “Other” category that enabled respondents to volunteer other reasons for visiting the site. When appropriate, “other” responses were coded and tabulated into unique and mutually exclusive categories.

For Q4 2009 FY, the reasons most frequently given by service members are entertainment value (46 percent) and because they wanted to learn more about the health effects of alcohol and/or are worried about their or a friend’s drinking (13 percent). Regarding the entertainment value, this represents an increase from the 44 percent in Q3 2009 FY who reported visiting the site for this reason. This proportion is above the average over the course of the campaign (38 percent).

Noteworthy is that 13 percent of the service members said they checked out the site because they either wanted to learn more about the health effects of alcohol or they are worried about their own or a friend’s drinking. This is the second-most cited reason for visiting [www.thatguy.com](http://www.thatguy.com) and the largest proportion number of service members who have cited this reason since the campaign’s launch. Since the Web site’s launch, this metric has ranged between 7 percent (Q2 2008 FY) and 13 percent (Q4 2009 FY), which is the largest proportion to date.

Tables 3 and 4 show the reasons that service members visited [www.thatguy.com](http://www.thatguy.com).

**Table 3 – Results by Quarter**  
**Reasons for Checking Out www.thatguy.com, by Wave\*\***  
**(Question 4)**

	2007 FY	2008 FY				2009 FY				Total to Date
	Q3/Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
<b>Number of Completed Web Surveys</b>	(n=798)	(n=403)	(n=277)	(n=351)	(n=371)	(n=226)	(n=196)	(n=238)	(n=160)	(n=3,020)
Entertainment value (the site design or its contents)	36%	40%	39%	36%	29%	41%	39%	44%	46%	38%
A friend recommended it	17%	19%	19%	19%	18%	18%	15%	17%	7%	17%
AFN/American Forces Network	11%	9%	5%	6%	6%	3%	3%	2%	1%	7%
Curiosity	10%	4%	7%	3%	*	*	6%	2%	3%	5%
I wanted to learn more about the health effects of alcohol	5%	7%	6%	6%	7%	8%	6%	7%	10%	6%
Commander/supervisor/ boss	5%	6%	3%	2%	2%	2%	3%	2%	--	3%
TV/commercial	2%	4%	5%	3%	3%	3%	5%	2%	1%	3%
I was/am worried about my/a friend's drinking	4%	1%	1%	4%	2%	5%	4%	3%	3%	3%
Link up on survey/homepage/pop-up	2%	2%	3%	4%	7%	4%	1%	2%	7%	3%
Billboard	2%	2%	3%	4%	4%	5%	4%	*	1%	3%
E-mail	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
Viewed site to know contents for staff/to know if it was applicable for my staff/to educate my staff	--	1%	1%	1%	3%	*	4%	2%	4%	1%
Boredom/bored	1%	--	*	1%	*	--	--	2%	1%	1%
Heard about it in a meeting/at a forum/conference/training/ briefing (no mention of "safety")	--	1%	1%	1%	3%	1%	3%	2%	*	1%
Giveaways	1%	1%	1%	1%	1%	*	2%	5%	--	1%
Advertisement (non-specific)	1%	*	--	1%	1%	2%	--	1%	7%	1%
Safety meeting/safety training	1%	1%	1%	1%	--	5%	--	1%	4%	1%
ADAPT/work at ADAPT	*	1%	*	*	1%	*	--	--	--	*
Facebook (no mention of how)	*	--	*	2%	2%	*	1%	2%	3%	1%
Advertisement on Facebook	--	*	*	2%	1%	2%	*	1%	*	1%

(CONTINUED)

**Table 3 – Results by Quarter**  
**Reasons for Checking Out www.thatguy.com, by Wave\*\***  
**(Question 4)**

	2007 FY	2008 FY				2009 FY				Total to Date
	Q3/Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
<b>Number of Completed Web Surveys</b>	(n=798)	(n=403)	(n=277)	(n=351)	(n=371)	(n=226)	(n=196)	(n=238)	(n=160)	(n=3,020)
Sign on base/saw a sign	1%	*	--	--	*	--	--	1%	--	*
DAPA	--	--	--	--	2%	--	1%	1%	*	*
UPL Class	--	--	--	--	1%	--	--	3%	2%	*
Webby Awards – www.webbyawards.com	*	--	--	--	--	--	--	--	--	*
Google (no mention of how)	--	--	*	--	--	--	--	*	--	*
No answer	2%	4%	5%	6%	5%	5%	7%	--	1%	4%
Other	2%	2%	2%	1%	1%	3%	2%	3%	4%	2%
Don't know	2%	--	*	--	*	*	--	--	--	1%

\* Less than one-half of one percent (0.5%)

\*\* Columns may add to more than 100 percent due to multiple responses

**Table 4 – Results by Pay Grade**  
**Reasons for Checking Out www.thatguy.com**  
**(Question 4)**

	E1-E3 (n=583)	E4 (n=754)	Other (n=1,683)	Total to Date (n=3,020)
Entertainment value (the site design or its contents)	43%	42%	34%	38%
A friend recommended it	16%	17%	18%	17%
AFN/American Forces Network	8%	9%	5%	7%
Curiosity	3%	5%	6%	5%
I wanted to learn more about the health effects of alcohol	5%	5%	7%	6%
Commander/supervisor/boss	3%	1%	4%	3%
TV/commercial	2%	2%	3%	3%
I was/am worried about my/a friend's drinking	3%	3%	3%	3%
Link up on survey/homepage/pop-up	2%	4%	4%	3%
Billboard	5%	2%	2%	3%
E-mail	1%	2%	1%	1%
Viewed site to know contents for staff/to know if it was applicable for my staff/to educate my staff	*	1%	2%	1%
Boredom/bored	1%	1%	*	1%
Heard about it in a meeting/at a forum/conference/training/briefing (no mentions of "safety")	1%	1%	1%	1%
Giveaways	1%	1%	1%	1%
Advertisement (non-specific)	1%	1%	1%	1%
Safety meeting/safety training	1%	1%	2%	1%
ADAPT/work at ADAPT	1%	*	*	*
Facebook (no mention of how)	1%	2%	*	1%
Advertisement on Facebook	1%	1%	1%	1%
Sign on base/saw a sign	*	*	*	*
Command DAPA/DAPA resource	--	--	1%	*
DAPA	*	*	*	*
UPL Class	--	--	1%	*
I am <i>That Guy</i> /worried that I might be <i>That Guy</i>	*	*	*	*
Radio	*	*	*	*
<a href="http://www.military.com">www.military.com</a>	*	--	*	*
Accidentally clicked on it/mistake/just came upon it	*	*	*	*
Better opportunities for single soldiers program- <a href="http://www.ftruckersmwr.com/boss">www.ftruckersmwr.com/boss</a>	--	*	*	*
Marine Corps Community Services- <a href="http://www.usmc-mccs.org">www.usmc-mccs.org</a>	--	*	*	*
Google (no mention of how)	--	*	--	*
Advertisement on Google	--	--	--	--
Webby Awards- <a href="http://www.webbyawards.com">www.webbyawards.com</a>	--	--	*	*
Advertisement on MySpace	--	*	--	*
MySpace (no mention of how)	--	--	--	--
Fort Benning- <a href="http://mwr.benningmwr.com">mwr.benningmwr.com</a>	--	--	--	--
<a href="http://www.flashforward-conference.com">www.flashforward-conference.com</a>	--	--	--	--
Yahoo! (no mention of how)	--	--	--	--
Advertisement on Yahoo!	--	--	--	--
No answer	3%	3%	5%	4%
Other	2%	1%	2%	2%
Don't know	1%	*	1%	1%

\* Less than one-half of one percent (0.5%)

\*\* Columns may add to more than 100 percent due to multiple responses

\*\*\* Response category added Q3 2009 FY; responses to this question broken out by pay grade, cumulative to date

The reasons why service members initially visited the Web site are similar among the different pay grades, though slight differences exist. These differences include:

- E1 to E3s tend to visit the Web site more because of top down communications (net proportions) than do E4s (6 percent and 3 percent, respectively).
- E1 to E3s tend to visit the Web site more because of billboard advertisement than do E4s (5 percent and 2 percent, respectively).

*Implications:* The campaign strategy to use humor and entertainment to get the message across to the target audience continues to work. As new sections of the Web site are built out in 2010, it will continue to be couched in humor.

Although approximately one in eight (13 percent) respondents during Q4 2009 FY said they visited the site initially because of a concern about drinking, four in 10 service members (38 percent during this quarter) agreed that once on the Web site, it will likely get them to think twice about their actions so they do not become *That Guy*. This indicates that the site's content may have some positive effects, even if only a few say they initially visited the site because of a concern about drinking. The fact that visitors were prompted to go to the site because it is entertaining suggests that the campaign has found a good way to grab service members' attention and then convey key messages.

### 3. Perceived Influence of *That Guy*

*The Joke's on That Guy (20%), Facts (14%), and Am I That Guy (11%) are the Web pages that best communicate to service members, "I don't want to be That Guy."*

The Web-based survey asked service members: *In your opinion, which page on the Web site best communicates "I don't want to be That Guy?"*

Prior to last quarter, the "Who is *That Guy*" answer category was available for service members to select as one of the pages that best communicates "I don't want to be *That Guy*." During the most recent quarter, the "Who is *That Guy*" Web page/answer category was broken out to include the four specific sub-sections within this section of the site (see Table 5) to get a better idea of what sub-section best communicated the campaign messages.

Overall, the opinions of E1-E3s and E4s on which page best communicates "I don't want to be *That Guy*," are fairly consistent with each other, as illustrated in Table 6.





Table 5 – Results by Pay Grade Ratings of <i>That Guy</i> Web Page (Question 7)										
Best Communicates “I don’t want to be <i>That Guy</i> ”	2007 FY	2008 FY				2009 FY				Total to Date
	Q3/Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
Number of Completed Web Surveys	(n=798)	(n=403)	(n=277)	(n=351)	(n=371)	(n=226)	(n=196)	(n=238)	(n=160)	(n=3,020)
The Joke’s on <i>That Guy</i> /You Might be <i>That Guy</i> if...	20%	25%	24%	26%	24%	19%	29%	18%	20%	23%
Who is <i>That Guy</i> ?****	23%	23%	20%	24%	25%	28%	17%	4%	NA	20%
Evolution of <i>That Guy</i> ****	*	--	--	--	--	--	--	14%	7%	1%
Am I <i>That Guy</i> ****	--	--	--	--	--	--	--	10%	11%	1%
Anatomy of <i>That Guy</i> ****	--	--	--	--	--	--	--	7%	6%	1%
Facts	19%	17%	18%	20%	22%	14%	14%	10%	14%	17%
Video	15%	15%	15%	13%	13%	15%	11%	5%	9%	13%
Fun Stuff	8%	7%	5%	5%	6%	5%	5%	--	--	6%
Buzz Kill**	--	--	--	--	1%	11%	17%	5%	4%	3%
Girls of <i>That Guy</i> ***	--	--	--	--	--	--	--	6%	8%	1%
<i>That Guy</i> Busted***	--	--	--	--	--	--	--	7%	6%	1%
Bar Tab***	--	--	--	--	--	--	--	4%	5%	1%
Radio***	--	--	--	--	--	--	--	1%	2%	*
Poll***	--	--	--	--	--	--	--	1%	2%	*
Chris Farley (volunteered)	*	--	--	*	--	--	--	*	1%	*
None/no answer	11%	10%	13%	8%	7%	2%	2%	1%	2%	8%
All	*	*	*	1%	1%	2%	1%	1%	--	1%
Don’t know/haven’t viewed site yet	3%	2%	4%	3%	3%	3%	4%	4%	1%	3%
Other	*	--	--	--	*	*	1%	1%	1%	*

NA=Not asked (not listed/included as an answer category)

\* Less than one-half of one percent (0.5%)

\*\* Note that Buzz Kill was not added as a response category until summer 2008

\*\*\* Response category added Q3 2009 FY

\*\*\*\* Sub-pages of the Who is *That Guy*? Web page. Tracked separately beginning in Q3 2009 FY

Table 6 – Results by Pay Grade Ratings of <i>That Guy</i> Web Pages (Question 7)				
Best Communicates “I don’t want to be <i>That Guy</i> ”	E1-E3 (n=583)	E4 (n=754)	Other (n=1,683)	Total to Date (n=3,020)
The Joke’s on <i>That Guy</i> /You Might be <i>That Guy</i> if...	22%	26%	21%	23%
Who is <i>That Guy</i> ? (No longer listed as an answer category as of Q4 2009 FY)	22%	20%	20%	20%
Facts	18%	16%	18%	17%
Video	14%	13%	13%	13%
Fun Stuff	4%	7%	6%	6%
Buzz Kill?***	3%	3%	3%	3%
Evolution of <i>That Guy</i> ***	2%	1%	2%	1%
Am I <i>That Guy</i> ***	1%	1%	1%	1%
Anatomy of <i>That Guy</i> ***	1%	1%	1%	1%
<i>That Guy</i> Busted***	1%	1%	1%	1%
Girls of <i>That Guy</i> ***	1%	1%	1%	1%
Bar Tab***	*	1%	1%	1%
Chris Farley (volunteered)	--	*	*	*
Radio***	--	*	*	*
Poll***	--	*	*	*
Other	*	*	*	*
None/no answer	6%	6%	9%	8%
All	*	1%	1%	1%
Don’t know/haven’t viewed site yet	4%	3%	3%	3%

\* Less than one-half of one percent (0.5%)

\*\* Buzz Kill was not added as a response category until summer 2008

\*\*\* Response category added Q3 2009 FY; responses to this question broken out by pay grade, cumulative to date

*Implications:* Service members give credit to many pages of the Web site for communicating the campaign’s key platform: I don’t want to be *That Guy* – reinforcing that the site and the campaign resonates with junior enlisted service members through using multiple negative consequences.

#### **4. Influence of [www.thatguy.com](http://www.thatguy.com) on Service Members' Actions**

*By more than a 2:1 margin, service members agree, rather than disagree, that the That Guy Web site will make service members think twice about their actions.*

After viewing the Web site, service members were asked to rate the effectiveness of the site in deterring binge drinking among active duty personnel. More specifically, they were asked to state how much they agree or disagree that the Web site will make them more likely to think twice about their actions (see Tables 7 and 8).

During Q4 2009 FY (see Table 7), nearly four in 10 respondents (38 percent) agree that the Web site will likely encourage service members to think about the consequences of binge drinking (i.e., not being *That Guy*), whereas 15 percent of respondents do not think this Web site will help enlisted members think twice. The remainder, 47 percent, either selected the “do not agree or disagree” (27 percent) category or they did not provide an answer (20 percent).

**Table 7 – Results by Quarter**  
**Agreement with Statement About Effect of Web Site**  
**(Question 6)**

<i>After viewing the Web site, I think service members will be more likely to think twice about their actions so they do not become That Guy.</i>	2007 FY	2008 FY				2009 FY				<b>Total to Date</b>
	Q3/Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
	(n=798)	(n=403)	(n=277)	(n=351)	(n=371)	(n=226)	(n=196)	(n=238)	(n=160)	
Strongly agree	7%	9%	10%	7%	13%	9%	9%	10%	12%	9%
Agree	30%	30%	26%	31%	32%	33%	32%	30%	26%	30%
<b>Total Agree</b>	<b>37%</b>	<b>39%</b>	<b>37%</b>	<b>38%</b>	<b>45%</b>	<b>42%</b>	<b>41%</b>	<b>39%</b>	<b>38%</b>	<b>39%</b>
Disagree	13%	11%	13%	9%	8%	11%	12%	9%	8%	11%
Strongly disagree	7%	8%	5%	6%	9%	5%	9%	7%	7%	7%
<b>Total Disagree</b>	<b>21%</b>	<b>19%</b>	<b>19%</b>	<b>15%</b>	<b>17%</b>	<b>16%</b>	<b>21%</b>	<b>16%</b>	<b>15%</b>	<b>18%</b>
Neither agree nor disagree	28%	27%	26%	26%	23%	28%	28%	23%	27%	27%
No answer	14%	15%	19%	20%	14%	14%	9%	21%	20%	16%

<b>Table 8 – Results by Pay Grade</b>				
<b>Agreement with Statement About Effect of Web Site</b>				
<b>(Question 6)</b>				
<i>After viewing the Web site, I think service members will be more likely to think twice about their actions so they do not become That Guy.</i>	E1-E3 (n=583)	E4 (n=754)	Other (n=1,683)	Total to Date (n=3,020)
Strongly agree	10%	9%	8%	9%
Agree	28%	27%	32%	30%
<b>Total Agree</b>	<b>38%</b>	<b>36%</b>	<b>41%</b>	<b>39%</b>
Disagree	10%	13%	11%	11%
Strongly disagree	8%	8%	6%	7%
<b>Total Disagree</b>	<b>19%</b>	<b>21%</b>	<b>17%</b>	<b>18%</b>
Neither agree nor disagree	27%	27%	26%	27%
No answer	16%	17%	16%	16%

Responses to this question broken out by pay grade, cumulative to date

*Implications:* The number of service members who agree the Web site makes them think twice about their actions has consistently been twice as large as the number who disagree. The percent who agree has ranged from as few as 37 percent (Q3/Q4 2007 FY and Q2 2008 FY) to a peak of 45 percent in Q4 2008 FY. At the same time, the proportion of those who disagree has fluctuated between 15 percent to 21 percent. This gap suggests that the campaign has and continues to effectively communicate the negative consequences associated with excessive drinking.

## 5. Words or Phrases Used to Find Information Online About Drinking

*During Q4 2009 FY, the top three words or phrases that service members would use in a search engine to find information online if they were worried about their own or a friend's drinking are "how to get help for substance abuse," 18 percent; "drinking problems," 14 percent; and "alcoholism," 13 percent.*

The Web-based survey asked service members what words or phrases they would type into a search engine to get information online if they were worried about their own or a friend's drinking.

Tables 9 and 10 show the responses to this question to date. *Note that this question was first added to the survey in Q4 2008 FY.*

A growing number of service members are phrasing their search in the form of a question, i.e., "how to help those who abuse alcohol" (18 percent) or "information related to drinking" (4 percent). During the current quarter, nine percent referenced *That Guy* – the highest to date since the question was first added in 2008.

	2008 FY	2009 FY				Total to Date
	Q4	Q1	Q2	Q3	Q4	
<b>Number of service members who answered this question each wave</b>	(n=53)	(n=25)	(n=196)	(n=238)	(n=160)	(n=872)
Alcoholism	10%	21%	16%	14%	13%	15%
Drinking problems	11%	18%	8%	10%	14%	12%
Alcohol abuse	17%	9%	12%	12%	8%	11%
How to get help for substance abuse/ information on how to help those who abuse alcohol	8%	10%	10%	13%	18%	11%
AA (Alcoholics Anonymous)	10%	16%	14%	8%	6%	10%
<i>That Guy</i>	4%	4%	6%	8%	9%	7%
Drunk	14%	6%	5%	7%	4%	6%
Binge drinking	4%	4%	2%	5%	8%	5%
Controlled drinking	8%	5%	4%	4%	4%	4%
Alcohol effects	5%	5%	3%	3%	2%	3%
Facts on alcohol drinking/drinking facts/information related to drinking	--	--	--	--	4%	1%
DUI/drinking and driving	--	--	--	2%	1%	1%
Drinking games	2%	--	--	--	--	*
Other	8%	6%	3%	5%	5%	5%
None/nothing	7%	8%	9%	8%	9%	8%
Refused/don't know	14%	16%	11%	17%	19%	15%

\* Less than one-half of one percent (0.5%)

**Table 10 – Results by Pay Grade  
Words or Phrases Used to Find Information on Internet  
(Question 8)**

	E1-E3 (n=212)	E4 (n=164)	Other (n=496)	Total to Date (n=872)
Alcoholism	13%	20%	15%	15%
AA (Alcoholics Anonymous)	10%	8%	10%	10%
Drinking problems	16%	10%	12%	12%
Alcohol abuse	9%	11%	11%	11%
Drunk	6%	8%	6%	6%
<i>That Guy</i>	5%	8%	7%	7%
Controlled drinking	4%	5%	3%	4%
Alcohol effects	2%	4%	4%	3%
How to get help for substance abuse/ information on how to help those who abuse alcohol	16%	12%	11%	12%
Binge drinking	4%	2%	6%	5%
DUI/drinking and driving	--	--	1%	1%
Facts on alcohol/drinking facts/information related to drinking	1%	1%	*	1%
Drinking games	--	--	*	*
Other	5%	4%	5%	5%
None/nothing	6%	8%	9%	8%
Refused/don't know	17%	20%	14%	16%

\* Less than one-half of one percent (0.5%); responses to this question broken out by pay grade, cumulative to date



Differences among subgroups indicate that:

- Service members who are E1 to E3 are more likely than E4s to say they would type in the term “drinking problems” to find information online about drinking (16 percent of E1 to E3s versus 10 percent of E4s), while E4s are much more likely than E1 to E3s to type in the word “alcoholism” (20 percent of E4s versus 13 percent of E1 to E3s). These differences are interesting to note given that the age difference between E1s to E3s versus E4s may be only a few years.

*Implications:* Since this question was added to the survey approximately 15 months ago, service members are increasingly likely to report that they would rely on “asking” conversational questions in search engines versus using key words to find information (e.g., “how to get help for substance abuse” rather than “alcoholism”). This may have implications on communications to service members in the future. There has also been an increase from a year ago of those using the search term “*That Guy*” (4 percent in Q4 2008 FY versus 9 percent in Q4 2009 FY) -- showing a rising awareness of the *That Guy* brand.

## 6. www.thatguy.com Feedback

*A total of 47 service members (29 percent) from the most recent quarterly wave of the survey provided additional (substantive) feedback about the That Guy Web site. This is slightly less than the number who provided feedback the last two quarters (34 percent and 35 percent, respectively).*

Most recently, comments volunteered regarding the Web site are positive (39 percent), outnumbering the negative comments three to one. The comment most frequently made by service members about the Web site was a generic “good,” “I like it” or “great site.” (See Tables 11 and 12.)

One-third of respondents (33 percent) believe the Web site is **effective** and will make an **impact**. Sample comments include:

### Q4 2009 FY Verbatims

*“I liked how it wasn’t so formal and it was fun to explore.”*

*“I think that this Web site is informative. A lot of information to give to people. It is good to see that people are out there that care because I myself am a recovered alcoholic.”*

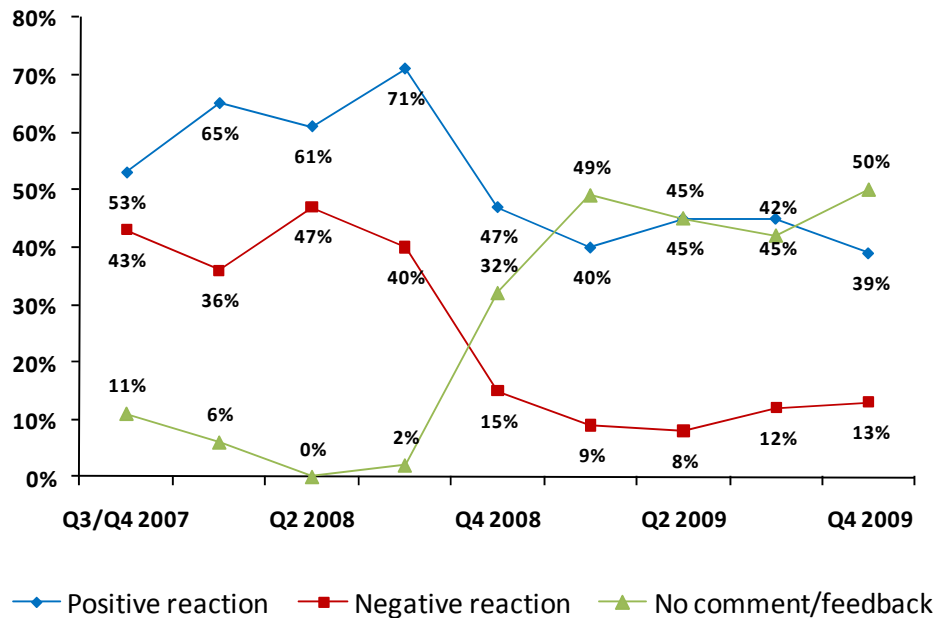
*“It was funny and serious all at the same time.”*

*“It’s a great, informative Web site that helps one better understand what to look for when drinking or being around other people drinking.”*

*“That Guy not only gets your attention, it keeps you there, trying to find out more and more about the subject. I think it would make some people take another look at themselves at how stupid they look, act and all the dumb comments they make. The way the whole program is laid out and presented makes you hungry for more and before you know it you are looking at stats, videos and are more educated in the end.”*

*“The reasons to not be That Guy are probably the most effective. People will laugh then realize, ‘Oh wait a minute...’”*

While many of the comments from Q4 2009 FY about the Web site are positive, some visitors provided **negative feedback** (13 percent for the current quarter). The number of service members who have negative comments about the campaign appears **to be decreasing since the beginning of the campaign**, suggesting that there may be a minority group of members for whom the campaign message may never resonate.



(“Other” not shown. Percents do not equal 100 percent. May exceed 100 percent due to positive and negative feedback given by the same people, i.e., Q2-Q3 2008.)

Sample negative comments include:

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*“Even though marrying humor with a persuasive statement enhances the power of that statement, fear does this as well. The bad part about the Web site and the whole campaign is that it does not attack the actual negative effects of irresponsible drinking as much as it should. The most mentioned negative effects of excessive drinking in the Web site are: Social acceptance, inability to pick up a woman, poor sexual performance and loss of money. Now although those can be negative effects, the reality is that most people who do many of the ‘That Guy’ actions do get accepted socially, they do pick up women, they can have an erection (sometimes for an extended amount of time), and understand fully how they spent their money and why. The best way to improve the Web site is to hit more upon the short term negative effects such as loss of employment, loss of long-term relationships, depression, kidney/liver failure, rape/date-rape, etcetera.”*

*“I believe this ad campaign does not reach out to anyone. For one thing, I only see this on a poster at the gym. Sure it may be true that a drunk man does not attract women but the object of drinking is not to pick up women. To do that you would start off sober, meet her, then get her drunk as well as yourself in that order. Is this joke of a campaign supposed to do anything? What about all the deaths cause by drunk driving? I think that would be more relevant than not getting laid because you were too drunk.*

*“The page is kind of childish. Pop-ups block content. Need site map.”*

*“This site is not helpful at all. It is more of a joke.”*

Several service members volunteered constructive suggestions regarding the Web site.

#### Q4 2009 FY Verbatims

*“The design of the Web site is appealing but there isn’t much else to it! It needs more detail in every link that you click on.”*

*“The facts where helpful; maybe more videos of other people being That Guy.”*

*“Make this more visible service-wide.”*

*“More video skits.”*

*Implications:* Positive comments continue to outnumber negative comments by an overwhelming percentage. This seems to indicate that the creative and tactical work that has been carried out since the campaign began is continuing to resonate with the target audience.



**Table 11 – Results by Quarter**  
**Comments About [www.thatguy.com](http://www.thatguy.com)**  
**(Question 9)**

	2007 FY	2008 FY				2009 FY				Total to Date
	Q3/Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
	(n=106)	(n=48)	(n=38)	(n=57)	(n=75)	(n=136)	(n=117)	(n=148)	(n=98)	(n=820)
<b>Positive Reaction (net):</b>	53%	65%	61%	71%	47%	40%	45%	45%	39%	48%
Effective (net of those below and the “educational” comments)	40%	52%	49%	48%	34%	30%	37%	36%	33%	37%
Good/like it/great site (general positive)	26%	31%	26%	16%	22%	23%	25%	26%	21%	24%
Effective/will help/will help to stop drinking/will make a difference	3%	9%	3%	4%	1%	1%	7%	8%	5%	5%
Necessary/should be advertised more/need to promote this site more	5%	7%	14%	14%	1%	4%	3%	2%	--	4%
Clear/direct/to the point	4%	--	--	--	--	2%	--	--	1%	1%
<b>Educational</b>	15%	11%	12%	18%	9%	8%	4%	6%	9%	9%
Educational/teaches viewers something/ learned a lot (general – does not specify who will learn from it)	7%	7%	10%	9%	8%	6%	4%	2%	8%	6%
Educational/will use this to teach my staff (respondent will use it to teach others)	7%	4%	--	5%	1%	2%	--	2%	1%	3%
Educational/I will learn a lot (specific to respondent)	1%	--	2%	4%	--	--	--	1%	--	1%
<b>Personal Appeal</b>	21%	16%	9%	33%	10%	16%	10%	14%	10%	15%
Funny/humorous	4%	11%	4%	11%	7%	7%	3%	7%	4%	6%
Awesome/cool	6%	3%	--	6%	2%	5%	4%	5%	4%	4%
Entertaining	8%	4%	5%	8%	--	1%	2%	1%	--	3%
Interesting/held my interest	2%	--	3%	8%	1%	2%	1%	3%	1%	2%
Fun	2%	--	--	6%	--	2%	1%	2%	1%	2%
<b>Other Positive</b>	8%	14%	12%	11%	7%	4%	2%	7%	6%	7%
Personable/can relate/know people with drinking problems/I’ve had drinking problems	6%	11%	10%	8%	3%	1%	2%	4%	3%	4%
Targeted for younger audience/good tool for younger members	2%	3%	3%	4%	4%	4%	--	4%	2%	3%

**(CONTINUED)**

<b>Table 11 – Results by Quarter Comments About <a href="http://www.thatguy.com">www.thatguy.com</a> (Question 9)</b>										
	2007 FY	2008 FY				2009 FY				Total to Date
	Q3/Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
	(n=106)	(n=48)	(n=38)	(n=57)	(n=75)	(n=136)	(n=117)	(n=148)	(n=98)	(n=820)
<b>Negative Reaction (net):</b>	43%	36%	47%	40%	15%	9%	8%	12%	13%	20%
Ineffective	21%	18%	20%	24%	6%	4%	3%	10%	8%	11%
Will not help/will not deter people from drinking	14%	13%	14%	14%	2%	1%	2%	4%	6%	6%
Need more information on solutions/provide ideas for how to change/need more educational value	5%	--	3%	3%	--	1%	1%	3%	2%	2%
Dislike this site (general negative)	1%	4%	4%	3%	2%	1%	--	3%	--	2%
Encourages bad behavior/gives ideas more than listing consequences	3%	--	--	3%	1%	1%	--	--	--	1%
Other Negative	14%	7%	16%	9%	6%	1%	--	*	5%	5%
Should be more realistic/should include more real videos/include videos or real people who are <i>That Guy</i> /show the negative consequences/more serious consequences	10%	5%	11%	5%	5%	--	--	*	1%	3%
Too personal/should not be advocating against drinking/people have the right to drink/oversteps boundaries	1%	2%	5%	4%	1%	--	--	--	--	1%
Add more games/more interaction/more educational activities	3%	--	--	--	1%	1%	--	--	4%	1%
Targeted Audience	8%	10%	8%	5%	2%	--	--	*	--	3%
Should also target women drinkers/should not focus solely on males	3%	10%	8%	5%	2%	--	--	--	--	2%
Too targeted to military/should not focus only on military members/too targeted to specific branch or rank	6%	--	--	--	--	--	--	*	--	1%

**(CONTINUED)**

<b>Table 11 – Results by Quarter Comments About <a href="http://www.thatguy.com">www.thatguy.com</a> (Question 9)</b>										
	2007 FY	2008 FY				2009 FY				Total to Date
	Q3/Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
	(n=106)	(n=48)	(n=38)	(n=57)	(n=75)	(n=136)	(n=117)	(n=148)	(n=98)	(n=820)
Personally Unappealing	8%	4%	7%	3%	2%	4%	5%	2%	3%	4%
Confusing/unclear/not sure what it was about	3%	2%	5%	2%	--	4%	3%	--	1%	2%
Stupid/dumber	1%	2%	2%	1%	2%	--	2%	2%	2%	1%
Boring	2%	--	--	--	--	1%	1%	--	1%	1%
Not funny/needs to be more humorous	1%	--	--	--	--	--	--	--	--	*
Other	1%	--	--	2%	7%	4%	3%	3%	1%	3%
None/nothing	4%	2%	--	--	19%	23%	19%	17%	19%	14%
Don't know	1%	4%	--	2%	--	--	--	1%	1%	1%
Refused	6%	--	--	--	13%	26%	26%	24%	30%	18%

\* Less than one-half of one percent (0.5%)



**Table 12 – Results by Pay Grade  
Comments About www.thatguy.com  
(Question 9)**

	E1-E3 (n=182)	E4 (n=196)	Other (n=443)	Total to Date (n=821)
<b>Positive Reaction (net):</b>	51%	42%	49%	48%
Effective (net of those below and the “educational” comments)	35%	30%	41%	37%
Good/like it/great site (general positive)	22%	18%	27%	24%
Effective/will help/will help to stop drinking/will make a difference	5%	3%	5%	5%
Necessary/should be advertised more/need to promote this site more	2%	4%	5%	4%
Clear/direct/to the point	--	*	2%	1%
<b>Educational</b>	10%	9%	9%	9%
Educational/teaches viewers something/learned a lot (general – does not specify who will learn from it)	7%	7%	6%	6%
Educational/will use this to teach my staff (respondent will use it to teach others)	1%	2%	4%	3%
Educational/I will learn a lot (specific to respondent)	2%	*	*	1%
<b>Personal Appeal</b>	18%	17%	13%	15%
Funny/humorous	11%	7%	4%	6%
Awesome/cool	6%	5%	4%	4%
Entertaining	1%	3%	3%	3%
Interesting/held my interest	2%	1%	2%	2%
Fun	3%	2%	1%	2%
<b>Other Positive</b>	8%	4%	7%	7%
Personable/can relate/know people with drinking problems/I’ve had drinking problems	6%	4%	4%	4%
Targeted for younger audience/good tool for younger members	2%	*	4%	3%
<b>Negative Reaction (net):</b>	16%	20%	22%	20%
<b>Ineffective</b>	11%	11%	10%	11%
Will not help/will not deter people from drinking	8%	8%	5%	6%
Need more information on solutions/ provide ideas for how to change/need more educational value	3%	1%	2%	2%
Dislike this site (general negative)	*	1%	2%	2%
Encourages bad behavior/gives ideas more than listing consequences	1%	1%	1%	1%

**(CONTINUED)**

<b>Table 12 – Results by Pay Grade Comments About www.thatguy.com (Question 9)</b>				
	<b>E1-E3 (n=182)</b>	<b>E4 (n=196)</b>	<b>Other (n=443)</b>	<b>Total to Date (n=821)</b>
<b>Other Negative</b>	3%	3%	6%	5%
Should be more realistic/should include more real videos/include videos or real people who are <i>That Guy</i> /show the negative consequences/more serious consequences	3%	3%	3%	3%
Too personal/should not be advocating against drinking/people have the right to drink/oversteps boundaries	--	*	1%	1%
Add more games/more interaction/more educational activities	--	--	2%	1%
<b>Targeted Audience</b>	1%	2%	4%	3%
Should also target women drinkers/should not focus solely on males	--	1%	3%	2%
Too targeted to military/should not focus only on military members/too targeted to specific branch or rank	1%	1%	1%	1%
<b>Personally Unappealing</b>	4%	6%	3%	4%
Confusing/unclear/not sure what it was about	2%	1%	2%	2%
Stupid/dumber	1%	3%	1%	1%
Boring	1%	1%	*	1%
Not funny/needs to be more humorous	--	*	--	*
<b>Other</b>	3%	3%	2%	3%
None/nothing	11%	17%	15%	14%
Don't know	1%	--	1%	1%
Refused	22%	22%	15%	18%

\* Less than one-half of one percent (0.5%); responses to this question broken out by pay grade, cumulative to date

## Appendices

### Research Methods

Fleishman-Hillard's Research division conducts an online (Web-based) survey among active duty service personnel. The results are based on over 3,000 surveys that were completed between the dates of March 2007 through September 30, 2009 (Q4 2009 FY).

Overall results were weighted to reflect the actual proportions of personnel by pay grade and reflect a margin of error of +/- two percentage points at a 95 percent confidence level.

A profile of the participants is shown in the table below.

<b>Age and Rank (Unweighted numbers)</b>	<b>E1-E3 (n=583)</b>	<b>E4 (n=754)</b>	<b>Other (n=1,683)</b>	<b>Total to Date (n=3,020)</b>
18 to 24 years of age	90%	70%	19%	45%
25 to 30 years of age	8%	26%	33%	26%
Older than 30 years of age	2%	4%	48%	29%

## ***That Guy Web Survey***

### **INTRO**

Please share your opinions with us so we can better understand your thoughts and opinions about the *That Guy* campaign. Your comments will help us improve *That Guy*. Rest assured that your participation is voluntary and confidential. This survey is sponsored by the Department of Defense.

### **Agree to participate**

Clicking below indicates that I read and understand the purpose of this study and I agree to participate.

1. Are currently on active duty in the U.S. military?

- Yes
- No
- Refused

**End interview**

2. Are you:

- Under 18 years of age
- 18 to 24 years of age
- 25 to 30 years of age
- Older than 30 years of age
- Refused

**End interview**

**End interview**

3. What is your current pay grade in the U.S. Military?

- E1 through E3
- E4
- Other pay grade

4. What made you check out www.thatguy.com?
- Entertainment value (the site design or its contents)
  - A friend recommended it
  - I wanted to learn more about the health effects of alcohol
  - I was/am worried about my/a friend's drinking
  - Other; please explain
5. What are all the different ways that you heard, read or saw something about the *That Guy* campaign or this Web site?
- Friends
  - Supervisors
  - Bar or club
  - Radio advertisements
  - Television or movie
  - Posters in public places
  - Posters on installation
  - Installation Web site
  - Online advertisement
  - Social network (Facebook, MySpace, other)
  - Online video (YouTube, other)
  - Other Web site; please include the URL of the site where you recall reading/seeing something about *That Guy*: \_\_\_\_\_
  - Outdoor billboards
  - Advertisements in magazines or newspapers
  - Giveaways (coasters, playing cards, key chains, stickers, etc.)
  - Advertisements in public bathrooms
  - Advertisements in local stores or gas stations
  - Advertisements on shuttle bus or public transportation
  - Other; please describe or explain: \_\_\_\_\_
6. To what extent do you agree or disagree with the following statement about the *That Guy* Web site and campaign?
- After viewing the Web site, I think service members will be more likely to think twice about their actions so they do not become That Guy.***
- Strongly Agree
  - Agree
  - Neither Agree nor Disagree
  - Disagree
  - Strongly Disagree
  - No Answer

7. In your opinion, which page on the Web site best communicates “I don’t want to be *That Guy?*”

- Evolution of *That Guy*
- Am I *That Guy*
- Anatomy of *That Guy*
- Facts
- The Joke’s on *That Guy*/You Might Be *That Guy* if...
- Video
- Radio
- Bar Tab
- Girls of *That Guy*
- Poll
- Buzz Kill
- That Guy* Busted
- Other; please describe or list: \_\_\_\_\_

8. If you were worried about your own or a friend’s drinking and wanted to find information online, what words or phrases would you use in a search engine such as Google or Yahoo! to find this information?

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9. Please provide any other feedback or comments about [www.thatguy.com](http://www.thatguy.com) in the space provided. To protect your privacy, do not include your name in your comments.

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