

# Community Alcohol Readiness Study: 2006 Adult Survey Results

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Companion piece to the *Community Alcohol Readiness Study: 2006 Student Survey Results*. Both 2006 surveys are follow-ups to the 2001 Mayors Task Force Surveys of Adults and Students.

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## FOREWORD

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The purpose of the Community Alcohol Readiness (CAR) study is to increase understanding of students' and adults' attitudes and perceptions associated with underage drinking and to provide objective data that can be used by decision makers to explore strategies to combat underage drinking. The CAR study was first conducted in 2001 of the entire Fargo/Moorhead Metropolitan Area, using a survey of students and a survey of adults. The 2006 follow-up study followed a similar design approach with one major exception; the 2006 study focused solely on Fargo and the Fargo Public School District. The 2006 study is designed to reexamine students' and adults' attitudes and perceptions five years after the baseline study to see if attitudes and perceptions have changed. It will provide decision makers with an opportunity to evaluate the strategies that have been implemented and to determine if changes need to be made.

This report, *Community Alcohol Readiness Study: 2006 Adult Survey Results*, presents the results of the 2006 survey of adults in Fargo, North Dakota. The results of the similar survey of students in grades 7 through 12 in the Fargo Public School District are presented in a separate, companion report, *Community Alcohol Readiness Study: 2006 Student Survey Results*. Both documents are available on the North Dakota State Data Center website at [www.ndsu.edu/sdc/publications.htm](http://www.ndsu.edu/sdc/publications.htm).

### **Acknowledgments**

The 2006 survey instrument matched the survey instrument used in the 2001 baseline study to allow for direct comparisons. That survey instrument was designed by the North Dakota State Data Center, with the assistance of members of the Mayor's Task Force, and was adapted from work done by the Search Institute in conjunction with the Minnesota Institute of Public Health.

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## EXECUTIVE SUMMARY

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### Introduction

- The Community Alcohol Readiness (CAR) study is designed to examine attitudes and perceptions of adults on alcohol use, provide objective data to help explore strategies to combat underage drinking, and help decision makers evaluate strategies that have been implemented. The 2006 survey of Fargo adults is a follow-up to a 2001 baseline study of adults in the Fargo/Moorhead Metropolitan Area.
- A total of 352 adults participated in the 2006 survey. A simple random sample of households in Fargo, North Dakota, was used for the survey, producing results with an error rate below 5 percent and a 95 percent confidence level.
- Results of the 2006 adult survey are summarized here, including the study objectives and methodology; alcohol use as a problem; appropriateness of actions; alcohol use, access, and consequences; community readiness; and demographics. References to significant differences are included when significance was found between characteristics. Characteristics tested for significant differences included year of survey, age, educational attainment, and parental status.
- Throughout the narrative, regarding references to age, the term “younger” represents respondents 18-34 years old, the term “intermediate age” represents respondents 35-54 years old, and the term “older” represents respondents 55 years and older. Regarding references to education, the term “high school education” represents respondents who are high school graduates or have their GED, as well as those who did not complete high school; the term “some college education” represents respondents who completed vocational/technical training or some college, but no degree; and the term “college degree” represents respondents who have a college, graduate school, or professional degree. Regarding references to parental status, the term “with children” represents respondents who are the parent or primary caregiver of children younger than 21 years old, and the term “without children” represents respondents who are not the parent or primary caregiver of children younger than 21 years old.

### Alcohol Use as a Problem

- Respondents were asked their perceptions regarding how problematic *teenage alcohol use* and *adult alcohol use* are in the community (see Figure 1, Appendix Tables 1-2).
  - Approximately three-fourths of respondents see *teenage alcohol use* as at least a moderate problem. Older respondents see it as more of a serious problem than younger or intermediate age respondents do. Teenage alcohol use is considered a more serious problem now than it was by respondents in 2001.
  - Nearly two-thirds of respondents see *adult alcohol use* as, at least, a moderate problem.
  - Overall, respondents see *teenage alcohol use* as more problematic than *adult alcohol use* in the community.
- Respondents were asked how they think *drinking among teenagers* and *problem drinking among adults* in the community has changed in the past five years (see Figure 2, Appendix Tables 3-4).
  - Half of respondents think that *drinking among teenagers* in the community has increased in the past five years. Larger proportions of older respondents than younger or intermediate age respondents, and larger proportions of respondents with less education than those with a college degree, think that *drinking among teenagers* has increased in the past five years.

## EXECUTIVE SUMMARY (continued)

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- The majority of respondents think that *problem drinking among adults* in the community has stayed the same in the past five years. Larger proportions of older respondents than younger or intermediate age respondents think that *problem drinking among adults* has increased in the past five years.
- Overall, larger proportions of respondents think *drinking among teenagers* has increased as think *problem drinking among adults* has increased.
- Respondents were asked how much they agree or disagree that kids who experiment with alcohol almost always grow out of it (see Figure 3, Appendix Table 5).
  - More than three-fourths of respondents disagree that kids who experiment with alcohol almost always grow out of it. Older and intermediate age respondents disagree more than younger respondents that kids who experiment with alcohol almost always grow out of it. Agreement with this statement has decreased since 2001.
- Respondents were asked how often they see someone drunk in public in their community (see Figure 4, Appendix Table 6).
  - On average, respondents rarely see someone drunk in public in the community. Younger respondents see someone drunk in public more often than intermediate age and older respondents do.
- Respondents were asked how much they agree or disagree that kids who engage in binge drinking, having five or more drinks in a row, typically will have an alcohol problem later in life (see Figure 5, Appendix Table 7).
  - Two-thirds of respondents agree that kids who engage in binge drinking, having five or more drinks in a row, typically will have an alcohol problem later in life.
- Respondents were asked the extent to which alcohol use contributes to *crashes/injuries* (automobile, hunting, boating, snowmobiling) and *violent crimes* in their community (see Figure 6, Appendix Tables 8-9).
  - On average, respondents think that alcohol contributes quite a bit to *crashes/injuries*. The perceived level of contribution has increased since 2001.
  - On average, respondents think that alcohol contributes somewhat to *violent crimes*. The perceived level of contribution has increased since 2001.
  - Overall, respondents think alcohol contributes a bit more to *crashes/injuries* than to *violent crimes* in the community.
- Respondents were asked how much they agree or disagree that problems associated with drinking are not as damaging as problems associated with drugs among teenagers (see Figure 7, Appendix Table 10).
  - On average, respondents disagree that problems associated with drinking are not as damaging as problems associated with drugs among teenagers.

## EXECUTIVE SUMMARY (continued)

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### Appropriateness of Actions

- Respondents were asked if they think it is okay for parents to offer their teenagers alcoholic beverages in their home (see Figure 8, Appendix Table 11).
  - The majority of respondents think it is never okay for parents to offer their teenagers alcoholic beverages in their home. Larger proportions of intermediate age and older respondents and respondents with a high school education think it is never okay for parents to offer their teenagers alcoholic beverages in their home compared to younger respondents and respondents with some college education or a college degree. Acceptance of parents offering their teenager alcoholic beverages in their home has decreased since 2001.
- Respondents were asked to rate two different parents' actions: 1) parents offering their teenager an alcoholic beverage to drink with them saying they prefer he or she drink with them rather than drink elsewhere, and 2) after finding out their teenager had been drinking alcohol, the parents tell their teenager to use alcohol carefully and not let it interfere with schoolwork (see Figure 9, Appendix Tables 12-13).
  - Nearly two-thirds of respondents think that *parents offering their teenager an alcoholic beverage to drink with them saying they prefer he or she drink with them rather than drink elsewhere* is not at all acceptable. Larger proportions of intermediate age and older respondents than younger respondents, and a larger proportion of respondents with children than those without children, think it is not at all acceptable. Acceptance of this action has decreased since 2001.
  - The vast majority of respondents think that *parents telling their teenager to use alcohol carefully and not let it interfere with schoolwork after finding out he or she had been drinking alcohol* is not at all acceptable. Larger proportions of intermediate age and older respondents than younger respondents think this action is not at all acceptable. Acceptance of this action has decreased since 2001.
  - While still indicating overall disapproval, on average, respondents are more accepting of *parents offering their teenager alcohol saying they prefer he or she drink with them rather than elsewhere* than of *parents telling their teenager to use alcohol carefully and not let it interfere with schoolwork*.
- Respondents were asked how much they agree or disagree with two statements regarding teenagers' actions: 1) teenagers should be able to drink as long as they don't drive afterwards, and 2) it is okay for teenagers to drink at parties if they don't get too drunk (see Figure 10, Appendix Tables 14-15).
  - Nearly all respondents disagree that *teenagers should be able to drink as long as they don't drive afterwards*. Respondents with a high school education and with a college degree disagree more with this statement than respondents with some college education do. Agreement with this statement has decreased since 2001.
  - Nearly all respondents disagree that *it is okay for teenagers to drink at parties if they don't get too drunk*. Intermediate age and older respondents disagree more with this statement than younger respondents do. Agreement with this statement has decreased since 2001.
  - On average, respondents disagree slightly more with the statement that *teenagers should be able to drink as long as they don't drive afterwards* than with the statement that *it is okay for teenagers to drink at parties if they don't get too drunk*.

## EXECUTIVE SUMMARY (continued)

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### Alcohol Use, Access, and Consequences

- Respondents were asked how often over a two week period of time they think the typical teenager in their community has five or more drinks in a row (a “drink” is defined as a glass of wine, a bottle of beer, or a mixed drink) (see Figure 11, Appendix Table 16).
  - More than half of respondents think that the typical teenager in the community binge drinks at least twice in a two week period. Larger proportions of younger respondents and respondents without children than intermediate age and older respondents and respondents with children think the typical teenager binge drinks at least twice in a two week period.
- Respondents were asked how they think binge drinking (having five or more drinks in a row) among teenagers in the community has changed in the past five years (see Figure 12, Appendix Table 17).
  - More than half of respondents think that binge drinking among teenagers in the community has increased in the past five years. A larger proportion of older respondents than intermediate age and younger respondents think binge drinking has increased.
- Respondents were asked how difficult it is for teenagers in their community to: 1) sneak alcohol from their home or a friend’s home, 2) get an older person to buy alcohol for them, 3) get their parents to give alcohol to them, 4) buy beer, wine, or hard liquor at a store themselves, and 5) order a drink in a bar (see Figure 13, Appendix Tables 18-22).
  - On average, respondents think that it is a little difficult for teenagers in the community to *sneak alcohol from their home or a friend’s home*.
  - On average, respondents think that it is a little difficult for teenagers in the community to *get an older person to buy alcohol for them*.
  - On average, respondents think that it is somewhat difficult for teenagers in the community to *get their parents to give alcohol to them*. Older respondents and respondents without children think it is less difficult for teenagers to *get their parents to give alcohol to them* than intermediate age and younger respondents and respondents with children do. The perceived level of difficulty has decreased since 2001.
  - On average, respondents think that it is somewhat difficult for teenagers in the community to *buy beer, wine, or hard liquor at a store themselves*. Older respondents think it is less difficult for teenagers to *buy beer, wine, or hard liquor at a store themselves* than intermediate age and younger respondents do. The perceived level of difficulty has decreased since 2001.
  - On average, respondents think that it is quite difficult for teenagers in the community to *order a drink in a bar*.
  - Overall, respondents perceive that it is more difficult for teenagers to obtain alcohol directly (e.g., ordering a drink at a bar) than indirectly (e.g., sneaking alcohol from their home). On average, respondents think that *sneaking alcohol from their home or a friend’s home* is the easiest way to obtain alcohol, followed by *getting an older person to buy alcohol for them*. *Getting their parents to give them alcohol* is perceived to be moderately difficult, and *buying alcohol at a store* is seen to be even more difficult. Respondents indicated that the most difficult way to obtain alcohol is *ordering a drink in a bar*.

## EXECUTIVE SUMMARY (continued)

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- Respondents were asked if it has become easier, stayed the same, or become harder for teenagers to obtain alcohol in the community over the past five years (see Figure 14, Appendix Table 23).
  - One-third of respondents think that obtaining alcohol in the community has become easier for teenagers over the past five years; a similar proportion said there was no change and one in five said it has become more difficult.
- Respondents were asked how strongly they would oppose or favor *penalizing liquor stores or businesses caught selling alcohol to teenagers*; *penalizing adults, 21 or older, who provide alcohol to teenagers*; and *penalizing teenagers caught using alcohol* (see Figure 15, Appendix Tables 24-26).
  - The vast majority of respondents favor *penalizing liquor stores/businesses caught selling alcohol to teenagers*. Support for this penalty has increased since 2001.
  - The vast majority of respondents favor *penalizing adults, 21 or older, who provide alcohol to teenagers*. Support for this penalty has increased since 2001.
  - The vast majority of respondents favor *penalizing teenagers caught using alcohol*. Support for this penalty has increased since 2001.
  - On average, respondents are more in favor of *penalizing adults who provide alcohol to teenagers* than *penalizing liquor stores/businesses caught selling alcohol to teenagers* and *penalizing teenagers caught using alcohol*.

### Community Readiness

- Respondents were asked how much they agree or disagree that the community is not interested in changing no matter what the issue is (see Figure 16, Appendix Table 27).
  - On average, respondents disagree that the community is not interested in changing no matter what the issue is.
- Respondents were asked how much they agree or disagree that there is no sense of commitment in the community (see Figure 17, Appendix Table 28).
  - On average, respondents disagree that there is no sense of commitment in the community. Respondents with a high school education do not disagree as much as respondents with some college education or a college degree.
- Respondents were asked how strongly they would oppose or favor having law enforcement spend more time enforcing the minimum drinking age (see Figure 18, Appendix Table 29).
  - On average, respondents somewhat favor having law enforcement spend more time enforcing the minimum drinking age. Intermediate age and older respondents are more in favor of it than younger respondents are, and respondents in 2006 are more in favor of it than respondents in 2001 were.
- Respondents were asked how much they agree or disagree that schools need to be more active in dealing with alcohol problems (see Figure 19, Appendix Table 30).
  - On average, respondents agree that schools need to be more active in dealing with alcohol problems. Respondents without children agree more strongly than respondents with children do, and respondents in 2006 agree more strongly than respondents in 2001 did.

## EXECUTIVE SUMMARY (continued)

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- Respondents were asked how much they agree or disagree that public service announcements are a good way to change attitudes about alcohol use (see Figure 20, Appendix Table 31).
  - On average, respondents agree that public service announcements are a good way to change attitudes about alcohol use. Older respondents and respondents with a high school education agree the most that public service announcements are a good way to change attitudes about alcohol use, followed by intermediate age respondents and respondents with some college education. Younger respondents and respondents with a college degree agree the least.
- Respondents were asked how much they agree or disagree with three statements about alcohol use prevention: 1) alcohol prevention programs are a good investment because they save lives and money, 2) it is possible to reduce alcohol problems through prevention, and 3) the community has the responsibility to set up alcohol prevention programs (see Figure 21, Appendix Tables 32-34).
  - The vast majority of respondents agree that *alcohol prevention programs are a good investment because they save lives and money*.
  - The vast majority of respondents agree that *it is possible to reduce alcohol problems through prevention*.
  - More than three-fourths of respondents agree that *the community has the responsibility to set up alcohol prevention programs*.
  - On average, respondents agree the most that *alcohol prevention programs are a good idea because they save lives and money*, followed by *it is possible to reduce alcohol problems through prevention* and *the community has the responsibility to set up alcohol prevention programs*.
- Respondents were asked whether alcohol prevention and awareness programs made a positive difference in the community over the last five years (see Figure 22, Appendix Table 35).
  - On average, respondents think that alcohol prevention and awareness programs made somewhat of a positive difference in the community over the last five years.
- Respondents were asked how much information in the media they have seen, heard, or read regarding underage drinking during the past year (e.g., television, newspaper, radio) (see Figure 23, Appendix Table 36).
  - More than half of respondents indicated they saw, heard, or read a lot of information in the media regarding underage drinking during the past year.
- Respondents were asked how willing they would be to help pay for substance abuse prevention services (see Figure 24, Appendix Table 37).
  - On average, respondents indicated that they are somewhat willing to help pay for substance abuse prevention services. Respondents with a college degree are more willing to help pay than respondents who had a high school education or who had some college education are.

## EXECUTIVE SUMMARY (continued)

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### *Demographics*

- Nearly half of respondents are 35 to 54 years old (see Figure 25, Appendix Table 38).
- The gender distribution of respondents reflects a larger proportion of females than males (see Figure 26, Appendix Table 39).
- The vast majority of respondents have some form of higher education (see Figure 27, Appendix Table 40).
- More than one-third of respondents are a parent or primary caregiver of a child or children under the age of 21. More than one-third of respondents have at least one child age 13 to 17 and more than one-fourth of respondents have at least one child age 18 to 20 (see Figures 28-29, Appendix Tables 41-42).

## INTRODUCTION

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### Study Objectives

- The purpose of the Community Alcohol Readiness (CAR) study is to increase understanding of students' and adults' attitudes and perceptions associated with underage drinking and to provide objective data that can be used by decision makers to explore strategies to combat underage drinking. This 2006 CAR study is a follow-up to a 2001 baseline study, and will help decision makers evaluate the strategies that have been implemented and determine if changes need to be made.
- This report presents the results of the 2006 survey of adults in households in Fargo, North Dakota.

### Methodology

- The study was conducted by the North Dakota State Data Center, in conjunction with the North Dakota KIDS COUNT program. The project was funded by a Community Projects grant from North Dakota State University in Fargo, North Dakota.
- In 2001, the Mayor's Task Force was charged with exploring students' and adults' attitudes and perceptions pertaining to underage alcohol use in the Fargo/Moorhead Metropolitan Area. This was accomplished through two independent randomized surveys. The first survey targeted students in grades 7 through 12 in 11 public schools in the Fargo/Moorhead Metropolitan Area. The second survey was conducted with adults in randomly selected households in the Fargo/Moorhead Metropolitan Area. The 2001 baseline research findings were compiled in two reports available online at [www.ndsu.edu/sdc/publications.htm](http://www.ndsu.edu/sdc/publications.htm). The student survey results were entitled *Mayor's Task Force Community Readiness Student Survey: 2001* and the adult survey results were entitled *Mayor's Task Force Community Readiness Adult Survey: 2001*.
- This 2006 CAR study, a follow-up to the 2001 baseline study, followed a similar design approach to the 2001 study with one exception; while the 2001 study focused on the entire Fargo/Moorhead Metropolitan Area, the 2006 study focused solely on Fargo and the Fargo Public School District.
- As in 2001, the 2006 study examined students' and adults' attitudes and perceptions using two independent randomized surveys. Both surveys conducted in 2006 used the same core questions as the original 2001 baseline study to allow for direct comparisons.
- The adult survey of households was conducted via telephone with a random selection of 352 households in Fargo. A simple random sample was used producing results with an error rate below 5 percent and a confidence level of 95 percent. The refusal rate was consistent with the 2001 baseline survey refusal rate of 44 percent. The sampling frame was obtained from the latest telephone directories.
- North Dakota State University (NDSU) Institutional Review Board (IRB) approval was obtained, ensuring that proper protocol was used and the rights of human subjects were maintained. In order to make direct comparisons, the adult survey used in 2006 was the same as the instrument used in 2001, with some additional background and demographic questions added for context in 2006. The survey took approximately 15 minutes to complete. Portions of the 2001 survey instrument were adapted from work done by the Search Institute in conjunction with the Minnesota Institute of Public Health.
- Interviewers came from a pool of trained surveyors and were supervised by North Dakota State Data Center staff. Calls were made between the hours of 5:30 pm and 9:00 pm on Monday through Thursday evenings.



## INTRODUCTION (continued)

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### Presentation of Findings

- This report presents the results of the 2006 survey of adults in households in Fargo, North Dakota. The results of a similar survey of students in grades 7 through 12 at six schools in the Fargo Public School District are presented in a separate, companion report entitled *Community Alcohol Readiness Study: 2006 Student Survey Results*. Both documents are available on the North Dakota State Data Center website at [www.ndsu.edu/sdc/publications.htm](http://www.ndsu.edu/sdc/publications.htm). Comparisons of the student survey results and the adult survey results are highlighted in a special section of this report.
- The analysis was conducted in two parts. First, frequency distributions were run for each question. Means were also run on several questions. Similar topics are grouped together and displayed in graphic form in the body of the report. Key findings are reported in bullet form below each figure. An executive summary highlights the overall findings by topic area.
- Second, significance testing was conducted. This procedure tests whether the distribution of responses differs from what normally should be expected. Three key demographic characteristics (i.e., age, educational attainment, and parental status) were explored as well as differences between the 2006 and the 2001 survey results. Chi-square tests and t-tests were run as appropriate on each of the survey questions by age, educational attainment, parental status, and year of survey response. The distributions that revealed statistically significant differences at the  $p < .05$  level are discussed in the narrative associated with each figure and reported in the appendix tables. An overview of significant differences is presented in a special section of this report.
- Appendix tables present detailed distributions, and associated appendix tables are noted along with each figure. Appendix tables include the 2006 survey responses, the 2001 survey responses (marked as significant when appropriate), and distributions by the categories of age, educational attainment, and parental status when significance was found.
- Year of Survey: Significant differences were found between certain responses to questions in 2006 and the responses to the same questions in the 2001 baseline. Whenever significant differences have been found, they are discussed in the narrative and are noted as significant in the appendix tables. An overview of significant differences between 2006 and 2001 survey results is presented in a special section of this report.
- Age: Significant differences in certain responses to the 2006 survey were found based on the respondent's age. Regarding references to age, the term "younger" represents respondents 18-34 years old, the term "intermediate age" represents respondents 35-54 years old, and the term "older" represents respondents 55 years and older. Whenever significant differences have been found, they are discussed in the narrative and distributions are presented in the appendix tables. An overview of significant differences between younger, intermediate age, and older respondents is presented in a special section of this report.
- Educational Attainment: Significant differences in certain responses to the 2006 survey were found based on the respondent's educational attainment. Regarding references to education, the term "high school education" represents respondents who are high school graduates or have their GED, as well as those who did not complete high school; the term "some college education" represents respondents who completed vocational/technical training or some college, but no degree; and the term "college degree" represents respondents who have a college, graduate school, or professional degree. Whenever significant differences have been found, they are discussed in the narrative and distributions are presented in the appendix tables. An overview of significant differences between respondents with a high school education, some college education, and a college degree is presented in a special section of this report.

## INTRODUCTION (continued)

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- Parental Status: Significant differences in certain responses to the 2006 survey were found based on the respondent's parental status. Regarding references to parental status, the term "with children" represents respondents who are the parent or primary caregiver of children younger than 21 years old, and the term "without children" represents respondents who are not the parent or primary caregiver of children younger than 21 years old. Whenever significant differences have been found, they are discussed in the narrative and distributions are presented in the appendix tables. An overview of significant differences between respondents with children and respondents without children is presented in a special section of this report.
- Students and Adults: Lastly, results of the 2006 student survey and the 2006 adult survey were compared, and significant differences in certain responses between students and adults were found. An overview of significant differences between students and adults is presented in a special section of this report.

## OVERVIEW OF SIGNIFICANT DIFFERENCES

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### Differences Between 2006 and 2001 Survey Results:

#### *Alcohol Use as a Problem*

- A larger proportion of respondents in 2006 than in 2001 think that *teenage alcohol use* is a serious problem.
- A smaller proportion of respondents in 2006 than in 2001 agree that kids who experiment with alcohol almost always grow out of it.
- Regarding alcohol's role in *crashes/injuries* and *violent crimes*:
  - On average, respondents in 2006 think that alcohol contributes more to *crashes/injuries* than respondents in 2001 did.
  - On average, respondents in 2006 think that alcohol contributes more to *violent crimes* than respondents in 2001 did.
  - Overall, respondents in 2006 think alcohol contributes more to *crashes/injuries* and to *violent crimes* than respondents in 2001 did.

#### *Appropriateness of Actions*

- A smaller proportion of respondents in 2006 than in 2001 think it is okay for parents to offer their teenagers alcoholic beverages in their home on special occasions.
- Regarding parents' actions:
  - On average, respondents in 2006 are less accepting of *parents offering their teenager an alcoholic beverage to drink with them saying they prefer he or she drink with them rather than drink elsewhere* than respondents in 2001 were.
  - On average, respondents in 2006 think more strongly that *parents telling their teenager to use alcohol carefully and not let it interfere with schoolwork after finding out their teenager had been drinking alcohol* is not at all acceptable than respondents in 2001 did.
  - Overall, respondents in 2006 are less accepting of the parents' actions than respondents in 2001 were.
- Regarding teenager's actions:
  - On average, respondents in 2006 disagree more strongly than respondents in 2001 did that *teenagers should be able to drink as long as they don't drive afterwards*.
  - On average, respondents in 2006 disagree more strongly than respondents in 2001 did that *it is okay for teenagers to drink at parties if they do not get too drunk*.
  - Overall, respondents in 2006 are more conservative in their attitudes about alcohol behaviors than respondents in 2001 were.

## OVERVIEW OF SIGNIFICANT DIFFERENCES (continued)

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### Alcohol Use, Access, and Consequences

- Regarding methods of obtaining alcohol:
  - On average, respondents in 2006 think it is less difficult for teenagers to *get their parents to give alcohol to them* than respondents in 2001 did.
  - On average, respondents in 2006 think it is less difficult for teenagers to *buy beer, wine, or hard liquor at a store themselves* than respondents in 2001 did.
  - Overall, respondents in 2006 think getting alcohol through these two methods is easier for teenagers than respondents in 2001 did.
- Regarding penalties for teenage alcohol use:
  - On average, respondents in 2006 favor *penalizing liquor stores/businesses caught selling alcohol to teenagers* more than respondents in 2001 did.
  - On average, respondents in 2006 favor *penalizing adults, 21 or older, who provide alcohol to teenagers* more than respondents in 2001 did.
  - On average, respondents in 2006 favor *penalizing teenagers caught using alcohol* more than respondents in 2001 did.
  - Overall, respondents in 2006 are more supportive of these penalties than respondents in 2001 were.

### Community Readiness

- On average, respondents in 2006 favor having law enforcement spend more time enforcing the minimum drinking age more than respondents in 2001 did.
- On average, respondents in 2006 agree more strongly that schools need to be more active in dealing with alcohol problems than respondents in 2001 did.

## Differences Between 2006 Younger, Intermediate Age, and Older Respondents:

Regarding references to age, the term “younger” represents respondents 18-34 years old, the term “intermediate age” represents respondents 35-54 years old, and the term “older” represents respondents 55 years and older.

### Alcohol Use as a Problem

- A larger proportion of older respondents than younger and intermediate age respondents think that *teenage alcohol use* is a serious problem.
- Regarding drinking in the past five years:
  - A larger proportion of older respondents than younger and intermediate age respondents think that *drinking among teenagers* has increased in the past five years.

## OVERVIEW OF SIGNIFICANT DIFFERENCES (continued)

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- A larger proportion of older respondents than younger and intermediate age respondents think that *problem drinking among adults* has increased in the past five years.
- Overall, a larger proportion of older respondents than younger and intermediate age respondents thinks that *drinking among teenagers* and *problem drinking among adults* has increased in the past five years.
- On average, older respondents and intermediate age respondents disagree more than younger respondents that kids who experiment with alcohol almost always grow out of it.
- Younger respondents see someone drunk in public in the community more frequently than intermediate age and older respondents do.

### Appropriateness of Actions

- Larger proportions of intermediate age and older respondents than younger respondents think it is never okay for parents to offer their teenagers alcoholic beverages.
- Regarding parents' actions:
  - Larger proportions of intermediate age and older respondents than younger respondents think that *parents offering their teenager an alcoholic beverage to drink with them because they prefer he or she drink with them rather than drink elsewhere* is not at all acceptable.
  - Larger proportions of intermediate age and older respondents than younger respondents think that *parents telling their teenager to use alcohol carefully and not let it interfere with schoolwork after finding out he or she had been drinking alcohol* is not at all acceptable.
  - Overall, younger respondents are more accepting of the parents' actions than intermediate age and older respondents are.
- Regarding teenager's action:
  - Larger proportions of intermediate age and older respondents than younger respondents strongly disagree that *it is okay for teenagers to drink at parties if they don't get too drunk*.

### Alcohol Use, Access, and Consequences

- A larger proportion of younger respondents than intermediate age and older respondents think that the typical teenager in the community binge drinks at least twice in a two week period.
- A larger proportion of older respondents than intermediate age and younger respondents think that binge drinking among teenagers in the community has increased in the past five years.
- Regarding methods of obtaining alcohol:
  - On average, older respondents think it is less difficult for teenagers to *get their parents to give alcohol to them* than intermediate age and younger respondents do.
  - On average, older respondents think it is less difficult for teenagers to *buy beer, wine, or hard liquor at a store themselves* than intermediate age and younger respondents do.
  - Overall, older respondents think getting alcohol through these two methods is easier for teenagers than intermediate age and younger respondents do.

## OVERVIEW OF SIGNIFICANT DIFFERENCES (continued)

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### Community Readiness

- On average, intermediate age and older respondents favor having cops spend more time enforcing the minimum drinking age more than younger respondents do.
- On average, intermediate age and older respondents agree more than younger respondents that public service announcements are a good way to change attitudes about alcohol use.

## Differences Between 2006 Respondents Who Had a High School Education, Some College Education, and a College Degree:

Regarding references to education, the term “high school education” represents respondents who are high school graduates or have their GED, as well as those who did not complete high school; the term “some college education” represents respondents who completed vocational/technical training or some college, but no degree; and the term “college degree” represents respondents who have a college, graduate school, or professional degree.

### Alcohol Use as a Problem

- Regarding drinking in the past five years:
  - Larger proportions of respondents with a high school education and with some college education than respondents with a college degree think that *drinking among teenagers* has increased in the past five years.

### Appropriateness of Actions

- A larger proportion of respondents with a high school education than respondents with some college education or a college degree think it is never okay for parents to offer their teenagers alcoholic beverages in their home.
- Regarding teenager’s action:
  - On average, respondents with some college education do not disagree as much as respondents with a high school education and with a college degree that *teenagers should be able to drink as long as they don’t drive afterwards*.

### Community Readiness

- On average, respondents with a high school education do not disagree as much as respondents with some college education and respondents with a college degree that there is no sense of commitment in the community.
- A smaller proportion of respondents with a college degree than respondents with a high school education or with some college education agree that public service announcements are a good way to change attitudes about alcohol use.
- On average, respondents with a college degree are more willing to help pay for substance abuse prevention services than respondents with a high school education or with some college education.

## OVERVIEW OF SIGNIFICANT DIFFERENCES (continued)

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### Differences Between 2006 Respondents With Children and Without Children:

Regarding references to parental status, the term “with children” represents respondents who are the parent or primary caregiver of children younger than 21 years old, and the term “without children” represents respondents who are not the parent or primary caregiver of children younger than 21 years old.

#### *Appropriateness of Actions*

- Regarding parents' action:
  - On average, respondents without children indicated that *parents offering their teenager an alcoholic beverage to drink with them because they prefer he or she drink with them rather than drink elsewhere* is a little acceptable, while respondents with children indicated that it is not at all acceptable.

#### *Alcohol Use, Access, and Consequences*

- A larger proportion of respondents with children than respondents without children think that the typical teenager in the community binge drinks once in a two week period.
- Regarding methods of obtaining alcohol:
  - On average, respondents with children think it is more difficult for teenagers to *get their parents to give alcohol to them* than respondents without children do.

#### *Community Readiness*

- On average, respondents without children agree more strongly that schools need to be more active in dealing with alcohol problems than respondents with children do.

## COMPARISONS OF 2006 STUDENT/ADULT SURVEY RESULTS

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### Introduction

- The 2006 Community Alcohol Readiness (CAR) study has two components, a survey of students and a survey of adults in Fargo, North Dakota. The results of the student survey, presented in this report entitled *Community Alcohol Readiness Study: 2006 Student Survey Results*, as well as the results of the adult survey, presented in the companion report entitled *Community Alcohol Readiness Study: 2006 Adult Survey Results*, are available online at [www.ndsu.edu/sdc/publications.htm](http://www.ndsu.edu/sdc/publications.htm).
- Significance testing was conducted comparing the results of the 2006 student survey and the 2006 adult survey. This procedure tests whether the distribution of responses differs from what normally should be expected. Chi-square tests and t-tests were run as appropriate on each of the survey questions. An overview of significant differences (at the  $p < .05$  level) between students and adults is presented here, in this special section of the report.

### Alcohol Use as a Problem

- Students and adults were asked their perceptions regarding how problematic *teenage alcohol use* and *adult alcohol use* are in the community.
  - Students see *teenage alcohol use* as much less of a problem than adults do. While more than half of students see *teenage alcohol use* as a moderate/serious problem (54.0 percent), three-fourths of adults see *teenage alcohol use* as a moderate/serious problem (77.6 percent).
- Students and adults were asked the extent to which alcohol use contributes to *crashes/injuries* (automobile, hunting, boating, snowmobiling) and *violent crimes* in their community (using a 5-point scale where 1 represents “contributes not at all” and 5 represents “contributes a great deal”).
  - Students think alcohol contributes less to *crashes/injuries* than adults do. On average, students think that alcohol contributes somewhat to *crashes/injuries* (mean=3.35) while adults think that alcohol contributes quite a bit (mean=3.71).
  - Students think alcohol contributes less to *violent crimes* than adults do. On average, students and adults think that alcohol contributes somewhat to *violent crimes* (mean=2.79 and mean=3.48, respectively).

### Appropriateness of Actions

- Students and adults were asked if they think it is okay for parents to offer their teenagers alcoholic beverages in their home.
  - Students are more accepting than adults of parents offering their teenagers alcoholic beverages in their home. The majority of students think it is okay for parents to offer their teenagers alcoholic beverages in their home (55.8 percent) while 38.1 percent of adults think it is okay for parents to offer their teenagers alcoholic beverages in their home.
- Students and adults were asked to rate two different parents’ actions: 1) parents offering their teenager an alcoholic beverage to drink with them saying they prefer he or she drink with them rather than drink elsewhere, and 2) after finding out their teenager had been drinking alcohol, the parents tell their teenager to use alcohol carefully and not let it interfere with schoolwork (using a 5-point scale where 1 represents “not at all acceptable” and 5 represents “very acceptable”).



## COMPARISONS OF STUDENT/ADULT SURVEY RESULTS (continued)

- Students think that *parents offering their teenager an alcoholic beverage to drink with them saying they prefer he or she drink with them rather than drink elsewhere* is more acceptable than adults do. On average, students and adults think that this parental action is a little acceptable (mean=2.33 and mean=1.55, respectively).
- Students think that *parents telling their teenager to use alcohol carefully and not let it interfere with schoolwork after finding out he or she had been drinking alcohol* is more acceptable than adults do. On average, students think this parental action is a little acceptable (mean=1.77) and adults think that this parental action is not at all acceptable (mean=1.30).
- Students and adults were asked how much they agree or disagree with two statements regarding teenagers' actions: 1) teenagers should be able to drink as long as they do not drive afterwards, and 2) it is okay for teenagers to drink at parties if they do not get drunk (using a 5-point scale where 1 represents "strongly disagree" and 5 represents "strongly agree").
  - Students disagree less strongly than adults that *teenagers should be able to drink as long as they do not drive afterwards*. On average, students disagree with this statement (mean=2.27) and adults strongly disagree (mean=1.43).
  - Students disagree less strongly than adults that *it is okay for teenagers to drink at parties if they do not get drunk*. On average, students disagree with this statement (mean=2.21) and adults strongly disagree (mean=1.47).

### Alcohol Use, Access, and Consequences

- Students and adults were asked how often over a two week period of time they think the typical teenager in their community has five or more drinks in a row (a "drink" is defined as a glass of wine, a bottle of beer, or a mixed drink).
  - A larger proportion of students than adults think the typical teenager does not binge drink at all in a two week period; 14.0 percent of students said teenagers do not binge drink at all compared to 3.7 percent of adults.
- Students and adults were asked how difficult it is for teenagers in their community to: 1) sneak alcohol from their home or a friend's home, 2) get an older person to buy alcohol for them, 3) get their parents to give alcohol to them, 4) buy beer, wine, or hard liquor at a store themselves, and 5) order a drink in a bar (using a 5-point scale where 1 represents "not at all difficult" and 5 represents "very difficult").
  - Students think it is more difficult for teenagers in the community to *sneak alcohol from their home or a friend's home* than adults do. On average, students and adults think it is a little difficult for teenagers in the community to *sneak alcohol from their home or a friend's home* (mean=2.04 and mean=1.82, respectively).
  - Students think it is more difficult for teenagers in the community to *get an older person to buy alcohol for them* than adults do. On average, students and adults think it is a little difficult for teenagers in the community to *get an older person to buy alcohol for them* (mean=2.38 and mean=2.01, respectively).
  - Students think it is more difficult to *get their parents to give alcohol to them* than adults do. On average, students think it is quite difficult (mean=3.62) while adults think it is somewhat difficult (mean=3.09).

## COMPARISONS OF STUDENT/ADULT SURVEY RESULTS (continued)

- Students think it is more difficult to *buy beer, wine, or hard liquor at a store themselves* than adults do. On average, students think it is quite difficult (mean=3.77) while adults think it is somewhat difficult (mean=3.29).
- Students think it is a bit more difficult for teenagers in the community to *order a drink in a bar* than adults do. On average, students and adults think it is quite difficult for teenagers in the community to *order a drink in a bar* (mean=4.06 and mean=3.83, respectively).
- Students and adults were asked how strongly they would oppose or favor *penalizing liquor stores or businesses caught selling alcohol to teenagers, penalizing adults who provide alcohol to teenagers, and penalizing teenagers caught using alcohol* (using a 5-point scale where 1 represents “strongly oppose” and 5 represents “strongly favor”).
  - Students are less in favor of *penalizing liquor stores/businesses caught selling alcohol to teenagers* than adults are. On average, students and adults somewhat favor *penalizing liquor stores/businesses caught selling alcohol to teenagers* (mean=4.06 and mean=4.36, respectively).
  - Students are much less in favor of *penalizing adults, 21 or older, who provide alcohol to teenagers* than adults are. On average, students somewhat favor this penalty (mean=3.83) while adults strongly favor it (mean=4.59).
  - Students are less in favor of *penalizing teenagers caught using alcohol* than adults are. On average, students and adults somewhat favor *penalizing teenagers caught using alcohol* (mean=3.70 and mean=4.34, respectively).

### Community Readiness

- Students and adults were asked how strongly they would oppose or favor having cops spend more time enforcing the minimum drinking age (using a 5-point scale where 1 represents “strongly oppose” and 5 represents “strongly favor”).
  - Students are less in favor of having cops spend more time enforcing the minimum drinking age than adults are. On average, students and adults somewhat favor having cops spend more time enforcing the minimum drinking age (mean=3.31 and mean=3.92, respectively).
- Students and adults were asked how much they agree or disagree that schools need to be more active in dealing with alcohol problems (using a 5-point scale where 1 represents “strongly disagree” and 5 represents “strongly agree”).
  - Students agree less than adults do that schools need to be more active in dealing with alcohol problems. On average, students and adults agree that schools need to be more active in dealing with alcohol problems (mean=3.25 and mean=4.07, respectively).
- Students were asked how much they agree or disagree that public service announcements are a good way to change attitudes about alcohol use (using a 5-point scale where 1 represents “strongly disagree” and 5 represents “strongly agree”).
  - Students agree less than adults do that public service announcements are a good way to change attitudes about alcohol use. On average, students responded neutrally (mean=3.07), while adults agree that public service announcements are a good way to change attitudes about alcohol use (mean=3.60).

## COMPARISONS OF STUDENT/ADULT SURVEY RESULTS (continued)

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- Students and adults were asked how much they agree or disagree with three statements about alcohol use prevention: 1) alcohol prevention programs are a good idea/investment because they save lives and money, 2) it is possible to reduce alcohol problems through prevention, and 3) the community has the responsibility to set up alcohol prevention programs (using a 5-point scale where 1 represents “strongly disagree” and 5 represents “strongly agree”).
  - Students agree less than adults do that *alcohol prevention programs are a good idea/investment because they save lives and money*. On average, students and adults agree that *alcohol prevention programs are a good idea because they save lives and money* (mean=3.45 and mean=4.13, respectively).
  - Students agree less than adults do that *it is possible to reduce alcohol problems through prevention*. On average, students and adults agree that *it is possible to reduce alcohol problems through prevention* (mean=3.43 and mean=4.10, respectively).
  - Students agree less than adults do that *the community has the responsibility to set up alcohol prevention programs*. On average, students and adults agree that *the community has the responsibility to set up alcohol prevention programs* (mean=3.42 and mean=3.92, respectively).

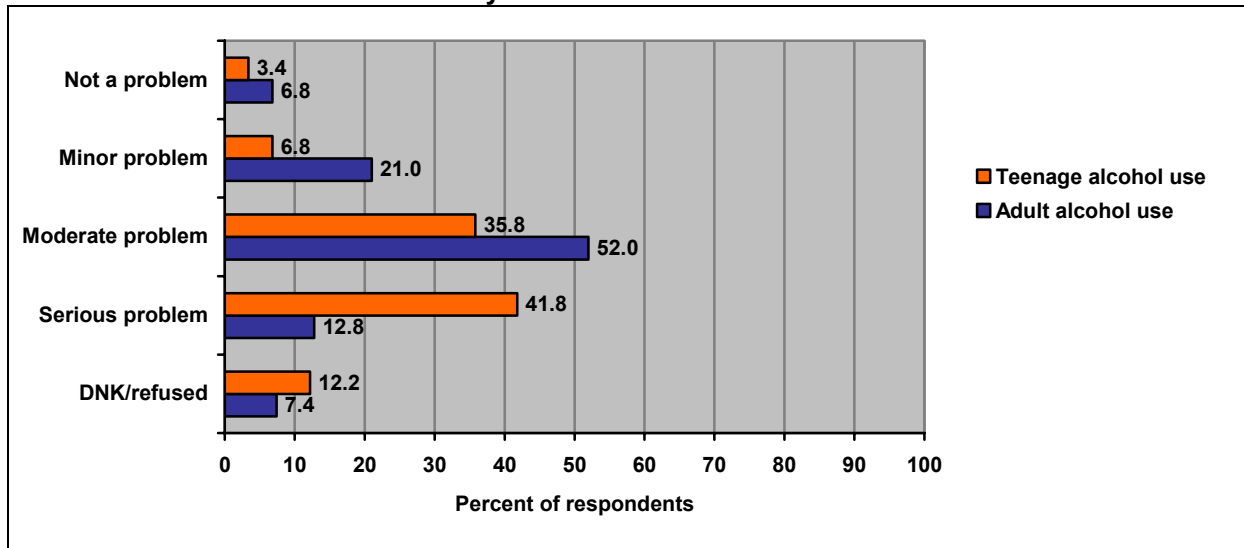
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# 2006 ADULT SURVEY RESULTS

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## Alcohol Use as a Problem

Figure 1. Respondent's perceptions regarding how much of a problem *teenage alcohol use* and *adult alcohol use* are in the community



N=352; figure reflects 2006 survey data; see Appendix Tables 1 and 2

### Teenage Alcohol Use in the Community

Respondents were asked their perception regarding how problematic teenage alcohol use is in the community.

See Figure 1 for overall distributions for 2006. See Appendix Table 1 for overall distributions for 2006 and 2001, and distributions by age (younger, intermediate age, and older).

Regarding references to age, the term “younger” represents respondents 18-34 years old, the term “intermediate age” represents respondents 35-54 years old, and the term “older” represents respondents 55 years and older.

#### Results for 2006

- Approximately three-fourths of respondents indicated that teenage alcohol use is, at least, a moderate problem in the community (77.6 percent). It should be noted that 12.2 percent of respondents said “do not know” or refused to answer this question.

#### Comparisons to 2001 survey data

- The differences between the two years are significant.
- A smaller proportion of respondents in 2001 than in 2006 indicated that teenage alcohol use is a serious problem (22.2 percent and 41.8 percent, respectively).

#### Significant differences based on age (2006 data)

- A larger proportion of older respondents (50.4 percent) than younger respondents (28.6 percent) and intermediate age respondents (38.0 percent) indicated that teenage alcohol use is a serious problem.

## ***Adult Alcohol Use in the Community***

Respondents were asked their perception regarding how problematic adult alcohol use is in the community.

See Figure 1 for overall distributions for 2006. See Appendix Table 2 for overall distributions for 2006 and 2001.

### **Results for 2006**

- Nearly two-thirds of respondents indicated that adult alcohol use is, at least, a moderate problem in the community (64.8 percent), while 21.0 percent indicated that adult alcohol use is a minor problem.

### **Comparisons to 2001 survey data**

- The differences between the two years are not significant.
- The distributions of responses from respondents in 2001 and in 2006 are similar regarding the topic of adult alcohol use as a problem.

## ***Comparisons of Teenage Alcohol Use and Adult Alcohol Use***

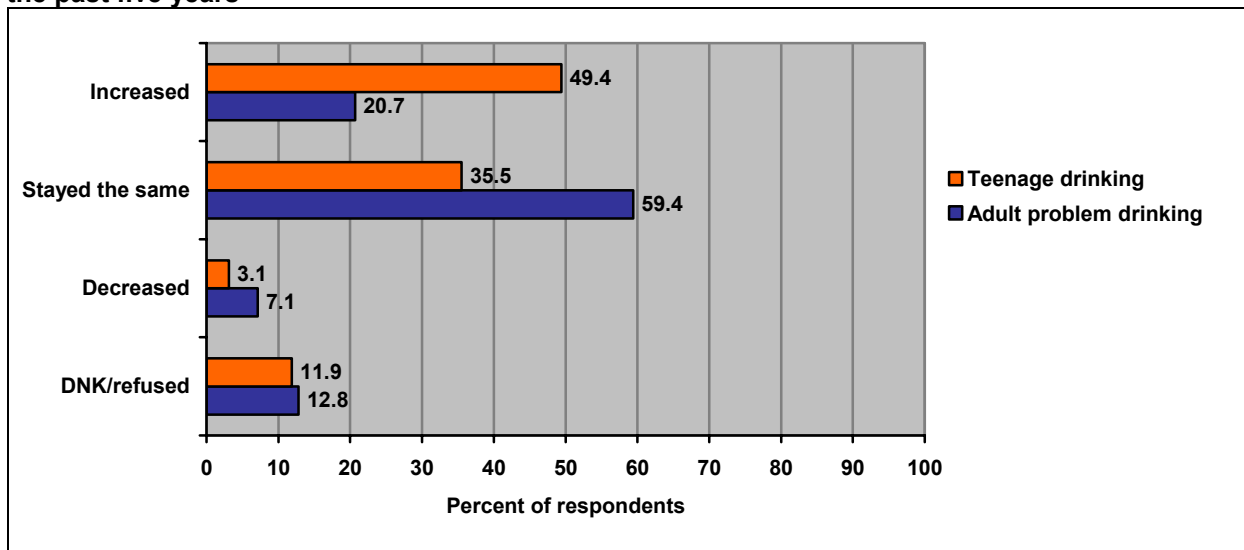
Respondents were asked their perception of how much of a problem teenage and adult alcohol use are in the community.

See Figure 1 for overall distributions for 2006. See Appendix Tables 1 and 2 for overall distributions for 2006 and 2001.

### **Results for 2006**

- Respondents see teenage alcohol use as more problematic than adult alcohol use in the community; 41.8 percent of respondents said that teenage alcohol use is a serious problem compared to 12.8 percent who said adult alcohol use is a serious problem.
-

**Figure 2. Respondent's thoughts about drinking among teenagers and adults in the community in the past five years**



N=352; figure reflects 2006 survey data; see Appendix Tables 3 and 4

### ***Drinking Among Teenagers in the Community in the Past Five Years***

Respondents were asked whether they think drinking among teenagers in the community has increased, stayed the same, or decreased in the past five years.

See Figure 2 for overall distributions for 2006. See Appendix Table 3 for overall distributions for 2006, and distributions by age (younger, intermediate age, and older) and education (high school education, some college education, and college degree).

Regarding references to age, the term “younger” represents respondents 18-34 years old, the term “intermediate age” represents respondents 35-54 years old, and the term “older” represents respondents 55 years and older. Additionally, regarding references to education, the term “high school education” represents respondents who are high school graduates or have their GED, as well as those who did not complete high school; the term “some college education” represents respondents who completed vocational/technical training or some college, but no degree; and the term “college degree” represents respondents with a college, graduate school, or professional degree.

#### **Results for 2006**

- Half of respondents think drinking among teenagers in the community has increased in the past five years (49.4 percent).

#### **Comparisons to 2001 survey data**

- This question was not asked in the 2001 survey.

#### **Significant differences based on age (2006 data)**

- A larger proportion of older respondents (60.6 percent) than younger respondents (40.8 percent) and intermediate age respondents (41.8 percent) think drinking among teenagers has increased in the past five years.

### **Significant differences based on education (2006 data)**

- A smaller proportion of respondents with a college degree (41.4 percent) than respondents with a high school education (59.7 percent) and respondents with some college education (53.8 percent) think drinking among teenagers has increased in the past five years.

### ***Problem Drinking Among Adults in the Community in the Past Five Years***

Respondents were asked whether they think problem drinking among adults in the community has increased, stayed the same, or decreased in the past five years.

See Figure 2 for overall distributions for 2006. See Appendix Table 4 for overall distributions for 2006, and distributions by age (younger, intermediate age, and older).

Regarding references to age, the term “younger” represents respondents 18-34 years old, the term “intermediate age” represents respondents 35-54 years old, and the term “older” represents respondents 55 years and older.

#### **Results for 2006**

- Six in 10 respondents think problem drinking among adults in the community has stayed the same in the past five years (59.4 percent).

#### **Comparisons to 2001 survey data**

- This question was not asked in the 2001 survey.

#### **Significant differences based on age (2006 data)**

- Eighty percent of younger respondents (79.6 percent) think problem drinking among adults has stayed the same in the past five years compared with 60.1 percent of intermediate age respondents and 51.8 percent of older respondents who think adult problem drinking has stayed the same.

### ***Comparisons of Teenage Drinking and Adult Drinking in the Community in the Past Five Years***

Respondents were asked whether they think drinking among teenagers and adults in the community has increased, stayed the same, or decreased in the past five years.

See Figure 2 for overall distributions for 2006. See Appendix Tables 3 and 4 for overall distributions for 2006, and distributions by age (younger, intermediate age, and older).

Regarding references to age, the term “younger” represents respondents 18-34 years old, the term “intermediate age” represents respondents 35-54 years old, and the term “older” represents respondents 55 years and older.

#### **Results for 2006**

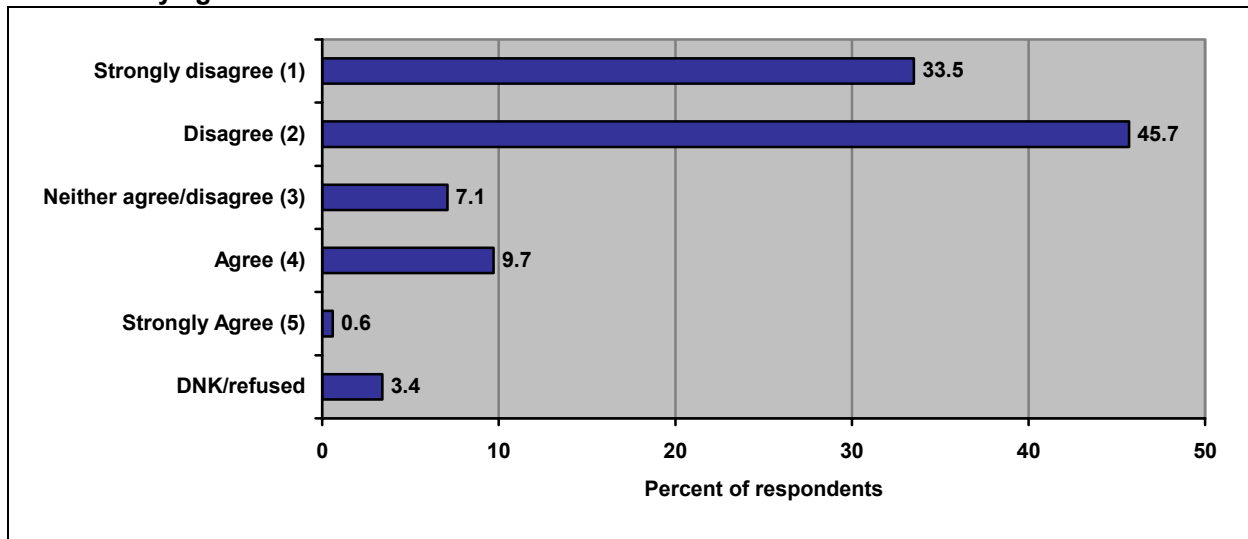
- A much larger proportion of respondents think drinking among teenagers has increased in the past five years compared with the proportion of respondents who said problem drinking among adults in the community has increased in the past five years (49.4 percent and 20.7 percent, respectively).



### **Significant differences based on age (2006 data)**

- Among younger respondents, more than three times the proportion of respondents think drinking among teenagers has increased in the past five years compared with problem drinking among adults (40.8 percent and 12.2 percent, respectively).
  - Among intermediate age respondents, more than twice the proportion of respondents think drinking among teenagers has increased in the past five years compared with problem drinking among adults (41.8 percent and 18.4 percent, respectively).
  - Among older respondents, more than twice the proportion of respondents think drinking among teenagers has increased in the past five years compared with problem drinking among adults (60.6 percent and 27.7 percent, respectively).
-

**Figure 3. Respondent's opinion regarding the statement: "Kids who experiment with alcohol almost always grow out of it"**



N=352; figure reflects 2006 survey data; see Appendix Table 5

Note: The mean equals 1.94. The mean is based on a scale from 1 to 5, with 1 being "strongly disagree" and 5 being "strongly agree," and excludes "DNK/refused" responses

### ***Respondent's Opinion Regarding the Statement: "Kids who experiment with alcohol almost always grow out of it"***

Respondents were asked how much they disagree or agree with the statement that kids who experiment with alcohol almost always grow out of it (using a 5-point scale where 1 represents "strongly disagree" and 5 represents "strongly agree").

See Figure 3 for overall distributions and mean for 2006. See Appendix Table 5 for overall distributions and means for 2006 and 2001, and distributions and means by age (younger, intermediate age, and older).

Regarding references to age, the term "younger" represents respondents 18-34 years old, the term "intermediate age" represents respondents 35-54 years old, and the term "older" represents respondents 55 years and older.

#### **Results for 2006**

- Eight in 10 respondents disagree that kids who experiment with alcohol almost always grow out of it (79.2 percent).
- On average, respondents disagree that kids who experiment with alcohol almost always grow out of it (mean=1.94).

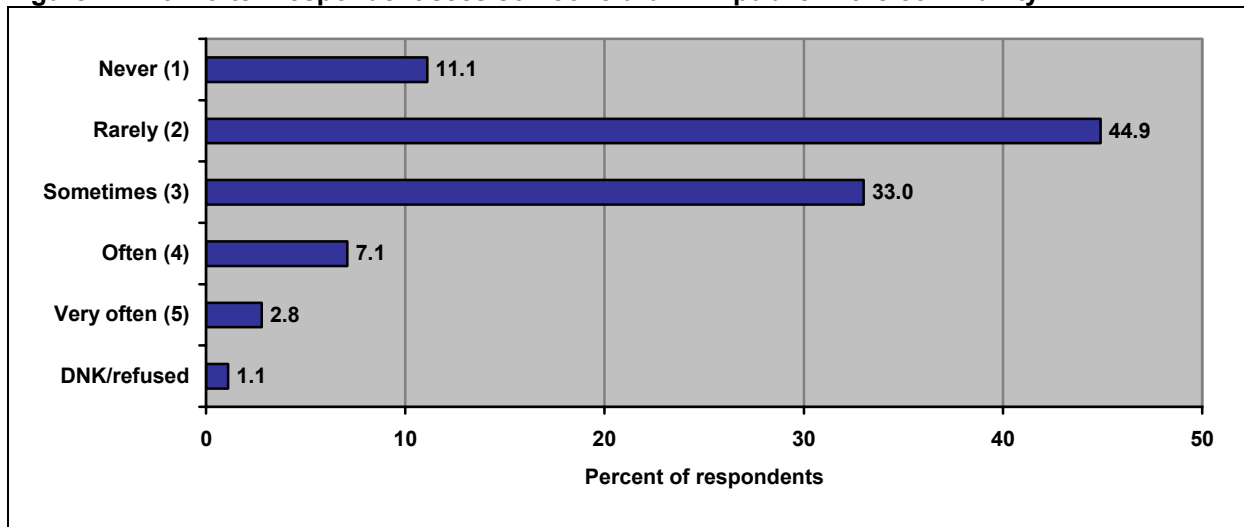
#### **Comparisons to 2001 survey data**

- The differences between the two years are significant.
- Twice the proportion of respondents in 2001 than in 2006 agree that kids who experiment with alcohol almost always grow out of it (20.5 percent and 10.3 percent, respectively).
- While indicating overall disagreement, on average, respondents in 2001 do not disagree as much as respondents in 2006 that kids who experiment with alcohol almost always grow out of it (mean=2.32 and mean=1.94, respectively).

### **Significant differences based on age (2006 data)**

- A smaller proportion of younger respondents (59.2 percent) than intermediate age respondents (75.3 percent) and older respondents (89.8 percent) disagree that kids who experiment with alcohol almost always grow out of it.
  - While still indicating overall disagreement, on average, younger respondents disagree the least that kids who experiment with alcohol almost always grow out of it (mean=2.45), followed by intermediate age respondents (mean=1.99). Older respondents disagree the most that kids who experiment with alcohol almost always grow out of it (mean=1.74).
-

**Figure 4. How often respondent sees someone drunk in public in the community**



N=352; figure reflects 2006 survey data; see Appendix Table 6

Note: The mean equals 2.45. The mean is based on a scale from 1 to 5, with 1 being “never” and 5 being “very often,” and excludes “DNK/refused” responses

### ***How Often Respondent Sees Someone Drunk in Public in the Community***

Respondents were asked how often they see someone drunk in public in their community (using a 5-point scale where 1 represents “never” and 5 represents “very often”).

See Figure 4 for overall distributions and mean for 2006. See Appendix Table 6 for overall distributions and means for 2006 and 2001, and distributions and means by age (younger, intermediate age, and older).

Regarding references to age, the term “younger” represents respondents 18-34 years old, the term “intermediate age” represents respondents 35-54 years old, and the term “older” represents respondents 55 years and older.

#### **Results for 2006**

- More than half of respondents never/rarely see someone drunk in public in the community (56.0 percent).
- On average, respondents indicated that they rarely see someone drunk in public in the community (mean=2.45).

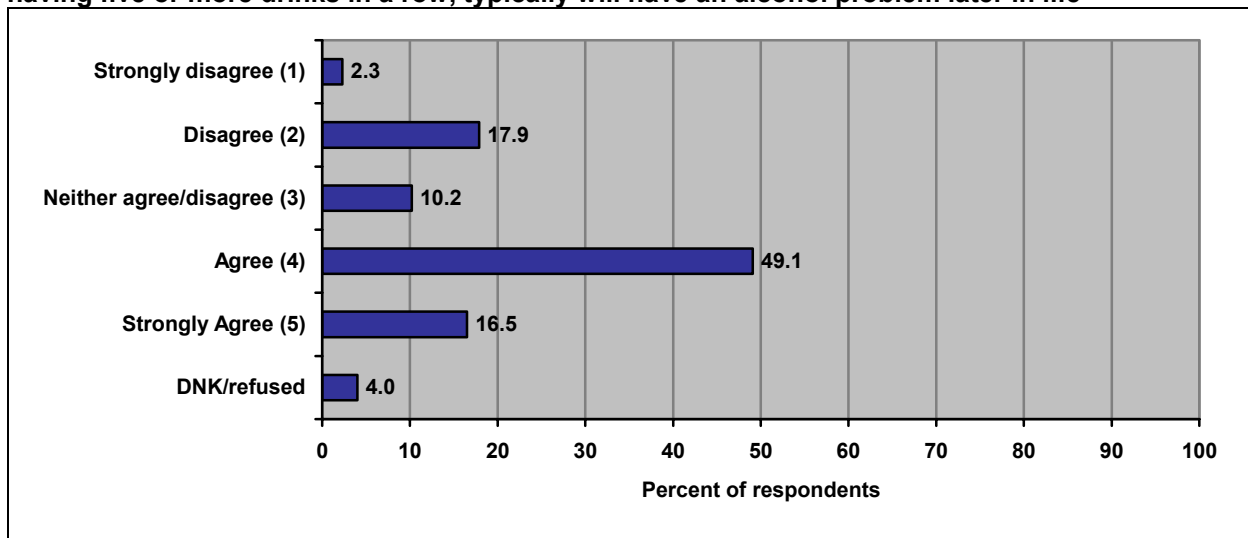
#### **Comparisons to 2001 survey data**

- The differences between the two years are not significant.
- The distributions and means of responses from respondents in 2001 and in 2006 are similar regarding how often they see someone drunk in public in the community.

### **Significant differences based on age (2006 data)**

- A smaller proportion of younger respondents (40.8 percent) than intermediate age respondents (55.7 percent) and older respondents (60.6 percent) never/rarely see someone drunk in public in the community.
  - On average, younger respondents sometimes see someone drunk in public in the community (mean=2.94) compared with intermediate age respondents who rarely see (mean=2.42) and older respondents (mean=2.34) who rarely see someone drunk in public in the community.
-

**Figure 5. Respondent’s opinion regarding the statement: “Kids who engage in binge drinking, having five or more drinks in a row, typically will have an alcohol problem later in life”**



N=352; figure reflects 2006 survey data; see Appendix Table 7

Note: The mean equals 3.62. The mean is based on a scale from 1 to 5, with 1 being “strongly disagree” and 5 being “strongly agree,” and excludes “DNK/refused” responses

***Respondent’s Opinion Regarding the Statement: “Kids who engage in binge drinking, having five or more drinks in a row, typically will have an alcohol problem later in life”***

Respondents were asked how much they disagree or agree with the statement that kids who engage in binge drinking, having five or more drinks in a row, typically will have an alcohol problem later in life (using a 5-point scale where 1 represents “strongly disagree” and 5 represents “strongly agree”).

See Figure 5 for overall distributions and mean for 2006. See Appendix Table 7 for overall distributions and mean for 2006.

The term “binge drinking” is defined as having five or more drinks in a row.

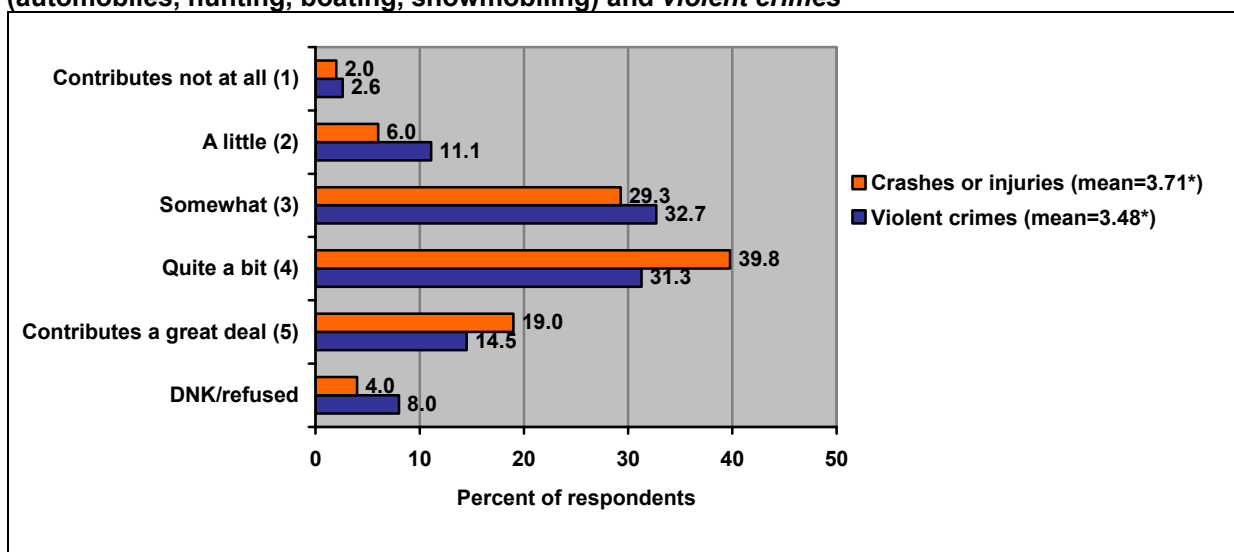
**Results for 2006**

- Two-thirds of respondents agree that kids who engage in binge drinking typically will have an alcohol problem later in life (65.6 percent).
- On average, respondents agree that kids who engage in binge drinking typically will have an alcohol problem later in life (mean=3.62).

**Comparisons to 2001 survey data**

- This question was not asked in the 2001 survey.

**Figure 6. The extent to which respondent thinks alcohol use contributes to *crashes or injuries (automobiles, hunting, boating, snowmobiling)* and *violent crimes***



N=352; figure reflects 2006 survey data; see Appendix Tables 8 and 9

\*Means are based on a scale from 1 to 5, with 1 being “contributes not at all” and 5 being “contributes a great deal,” and exclude “DNK/refused” responses

### ***Alcohol Use Contributing to Crashes or Injuries (automobiles, hunting, boating, snowmobiling) in the Community***

Respondents were asked the extent to which alcohol use contributes to crashes or injuries (automobile, hunting, boating, snowmobiling) in their community (using a 5-point scale where 1 represents “contributes not at all” and 5 represents “contributes a great deal”).

See Figure 6 for overall distributions and mean for 2006. See Appendix Table 8 for overall distributions and means for 2006 and 2001.

#### **Results for 2006**

- More than half of respondents think that alcohol use contributes quite a bit/a great deal to crashes or injuries in the community (58.8 percent).
- On average, respondents think that alcohol contributes quite a bit to crashes or injuries (mean=3.71).

#### **Comparisons to 2001 survey data**

- The differences between the two years are significant.
- Nearly twice the proportion of respondents in 2001 than in 2006 think that alcohol contributes not at all/a little to crashes or injuries (15.2 percent and 8.0 percent, respectively).
- On average, respondents in 2001 think that alcohol contributes somewhat (mean=3.48) while respondents in 2006 think it contributes quite a bit (mean=3.71) to crashes or injuries.

## ***Alcohol Use Contributing to Violent Crimes in the Community***

Respondents were asked the extent to which alcohol use contributes to violent crimes in their community (using a 5-point scale where 1 represents “contributes not at all” and 5 represents “contributes a great deal”).

See Figure 6 for overall distributions and mean for 2006. See Appendix Table 9 for overall distributions and means for 2006 and 2001.

### **Results for 2006**

- Slightly less than half of respondents indicated that alcohol contributes quite a bit/a great deal to violent crimes in the community (45.8 percent).
- On average, respondents indicated that alcohol contributes somewhat to violent crimes (mean=3.48).

### **Comparisons to 2001 survey data**

- The differences between the two years are significant.
- A somewhat larger proportion of respondents in 2001 than in 2006 think that alcohol contributes not at all/a little to violent crimes (22.7 percent and 13.7 percent, respectively).
- On average, respondents in 2001 and in 2006 think that alcohol contributes somewhat to violent crimes. However, respondents in 2001 think that alcohol contributes less to violent crimes than respondents in 2006 do (mean=3.25 and mean=3.48, respectively).

## ***Comparisons of Alcohol Use Contributing to Crashes or Injuries (automobiles, hunting, boating, and snowmobiling) and Violent Crimes***

Respondents were asked the extent to which alcohol use contributes to crashes or injuries (automobile, hunting, boating, snowmobiling) and to violent crimes in their community (using a 5-point scale where 1 represents “contributes not at all” and 5 represents “contributes a great deal”).

See Figure 6 for overall distributions and means for 2006. See Appendix Tables 8 and 9 for overall distributions and means for 2006.

### **Results for 2006**

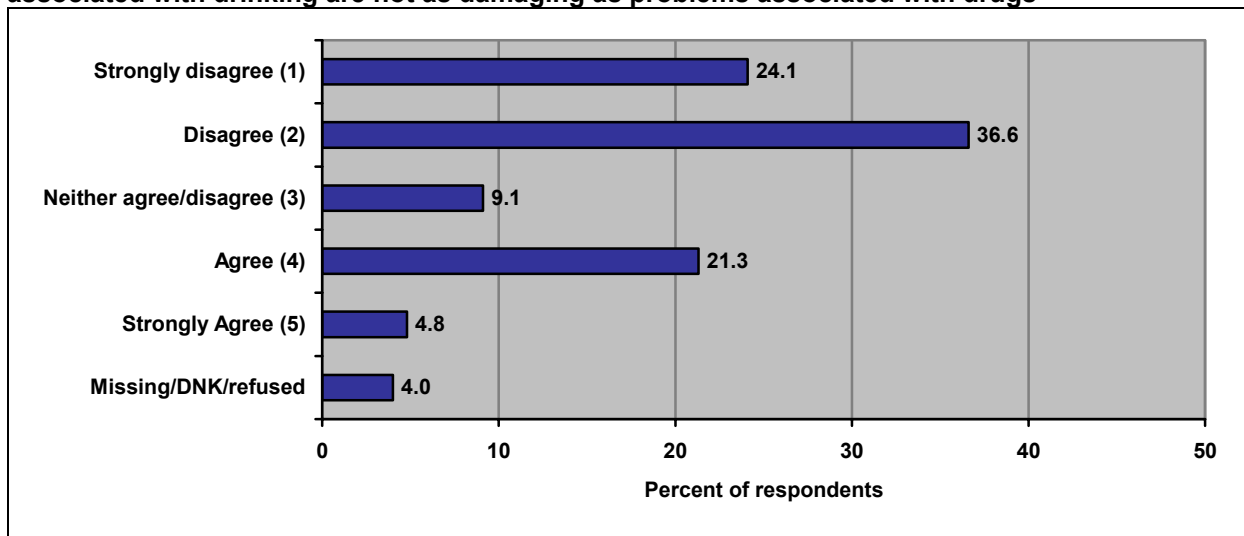
- On average, respondents indicated they see alcohol use as contributing more to crashes or injuries than to violent crimes (mean=3.71 and mean=3.48, respectively).
- The survey results indicate that a larger proportion of respondents think that alcohol use contributes quite a bit/a great deal to crashes or injuries than to violent crimes (58.8 percent and 45.8 percent, respectively). However, this may be due to the wording of the survey question pertaining to violent crimes. On the survey questionnaire, specific examples were identified for crashes or injuries, but not for violent crimes. If the question, first used in 2001, had included wording about specific violent crimes, such as “contributing to physical assault or sexual assault,” then the results may have shown less of a difference between the two questions.

### **Comparisons to 2001 survey data**

- On average, respondents in 2001 and in 2006 indicated they see alcohol use as contributing more to crashes or injuries (mean=3.48 and mean=3.71, respectively) than to violent crimes (mean=3.25 and mean=3.48, respectively).



**Figure 7. Respondent’s opinion regarding the statement: “Among teenagers, problems associated with drinking are not as damaging as problems associated with drugs”**



N=352; figure reflects 2006 survey data; see Appendix Table 10

Note: The mean equals 2.44. The mean is based on a scale from 1 to 5, with 1 being “strongly disagree” and 5 being “strongly agree,” and excludes “missing/DNK/refused” responses

***Respondent’s Opinion Regarding the Statement: “Among teenagers, problems associated with drinking are not as damaging as problems associated with drugs”***

Respondents were asked how much they agree or disagree with the statement that problems associated with drinking are not as damaging as problems associated with drugs among teenagers (using a 5-point scale where 1 represents “strongly disagree” and 5 represents “strongly agree”).

See Figure 7 for overall distributions and mean for 2006. See Appendix Table 10 for overall distributions and mean for 2006.

**Results for 2006**

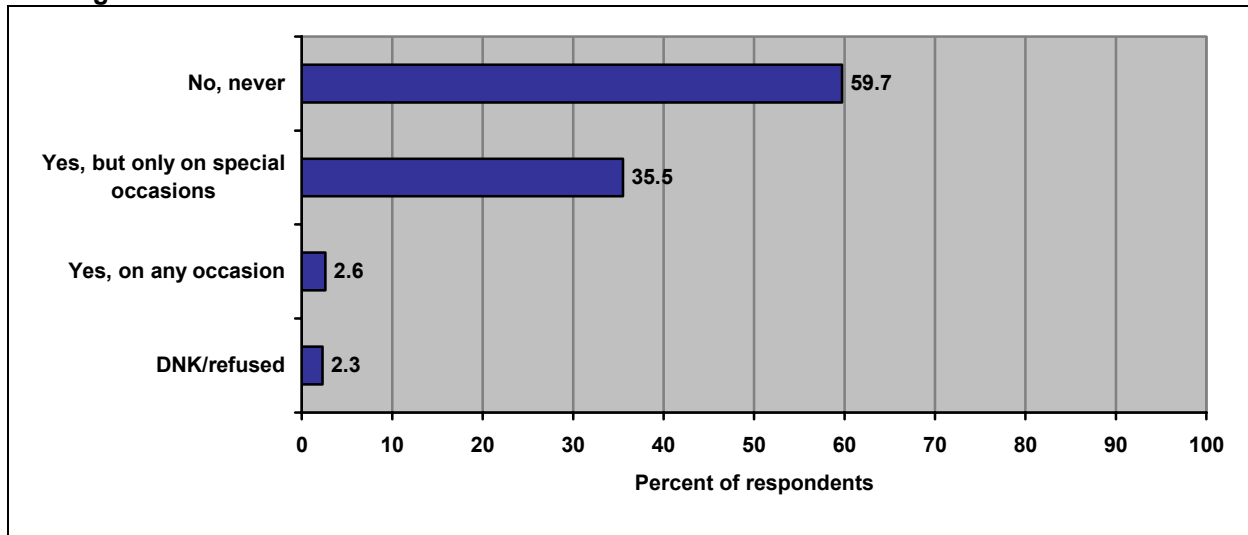
- Six in 10 respondents disagree that problems associated with drinking are not as damaging as problems associated with drugs among teenagers (60.7 percent). However, approximately one-fourth of respondents agree (26.1 percent).
- On average, respondents disagree that problems associated with drinking are not as damaging as problems associated with drugs among teenagers (mean=2.44).

**Comparisons to 2001 survey data**

- This question was not asked in the 2001 survey.

## Appropriateness of Actions

**Figure 8. Whether respondent thinks it is okay for parents to offer their teenagers alcoholic beverages in their home**



N=352; figure reflects 2006 survey data; see Appendix Table 11

### *Whether Respondent Thinks it is Okay for Parents to Offer Their Teenagers Alcoholic Beverages in Their Home*

Respondents were asked if they think it is okay for parents to offer their teenagers alcoholic beverages in their home.

See Figure 8 for overall distributions for 2006. See Appendix Table 11 for overall distributions for 2006 and 2001, and distributions and means by age (younger, intermediate age, and older) and education (high school education, some college education, and college degree).

Regarding references to age, the term “younger” represents respondents 18-34 years old, the term “intermediate age” represents respondents 35-54 years old, and the term “older” represents respondents 55 years and older. Additionally, regarding references to education, the term “high school education” represents respondents who are high school graduates or have their GED, as well as those who did not complete high school; the term “some college education” represents respondents with vocational/technical training or some college, but no degree; and the term “college degree” represents respondents with a college, graduate school, or professional degree.

#### **Results for 2006**

- Six in 10 respondents think that it is never okay for parents to offer their teenagers alcoholic beverages in their home (59.7 percent); 35.5 percent of respondents said only on special occasions.

#### **Comparisons to 2001 survey data**

- The differences between the two years are significant.
- A somewhat smaller proportion of respondents in 2001 than in 2006 think that it is never okay for parents to offer their teenagers alcoholic beverages in their home (50.1 percent and 59.7 percent, respectively).

- A somewhat larger proportion of respondents in 2001 than in 2006 think that it is okay for parents to offer their teenagers alcoholic beverages in their home on special occasions (45.2 percent and 35.5 percent, respectively).

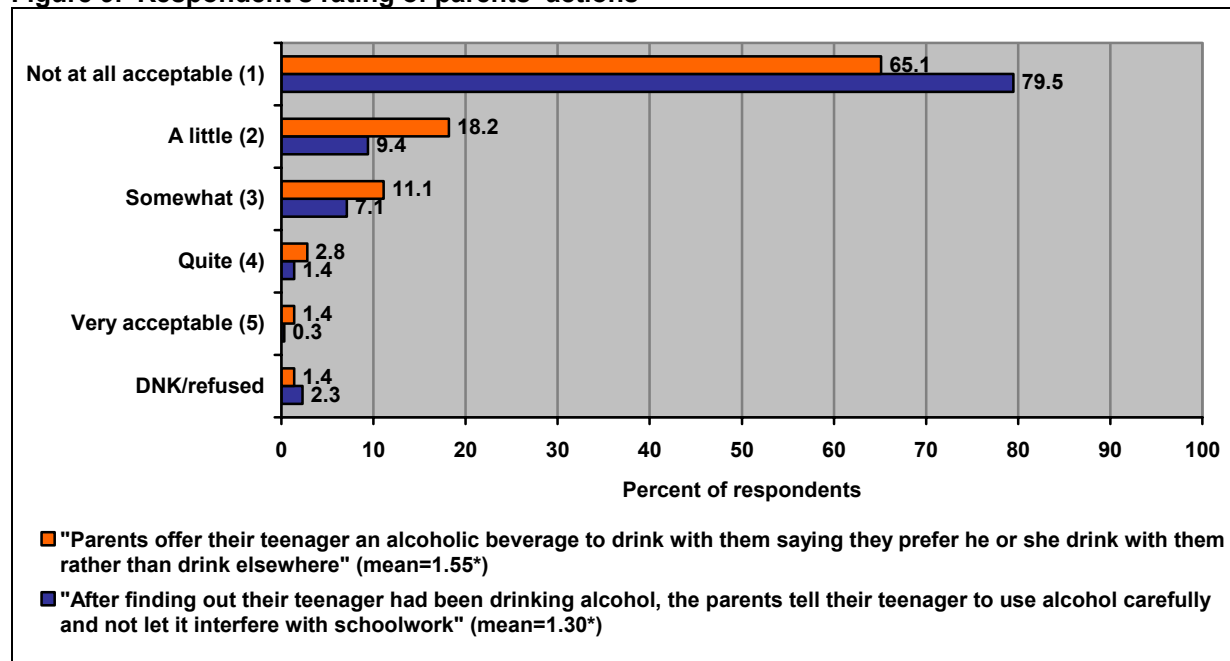
#### **Significant differences based on age (2006 data)**

- A much smaller proportion of younger respondents (42.9 percent) than intermediate age respondents (62.0 percent) and older respondents (62.8 percent) think that it is never okay for parents to offer their teenagers alcoholic beverages in their home.
- A much larger proportion of younger respondents (53.1 percent) than intermediate age respondents (32.9 percent) and older respondents (32.1 percent) think that it is okay for parents to offer their teenagers alcoholic beverages in their home only on special occasions.

#### **Significant differences based on education (2006 data)**

- A much larger proportion of respondents with a high school education (79.0 percent) than respondents with some college education (51.3 percent) and respondents with a college degree (58.0 percent) think that it is never okay for parents to offer their teenagers alcoholic beverages in their home.
  - A smaller proportion of respondents with a high school education (19.4 percent) than respondents with some college education (42.9 percent) and respondents with a college degree (36.4 percent) think that it is okay for parents to offer their teenagers alcoholic beverages in their home only on special occasions.
-

**Figure 9. Respondent's rating of parents' actions**



N=352; figure reflects 2006 survey data; see Appendix Tables 12 and 13

\*Means are based on a scale from 1 to 5, with 1 being "not at all acceptable" and 5 being "very acceptable," and exclude "DNK/refused" responses

***Respondent's Rating of Parents' Action: "Parents offer their teenager an alcoholic beverage to drink with them saying they prefer he or she drink with them rather than drink elsewhere"***

Respondents were asked to rate the parents' action of offering their teenager an alcoholic beverage to drink with them saying they prefer he or she drink with them rather than drink elsewhere (using a 5-point scale where 1 represents "not at all acceptable" and 5 represents "very acceptable").

See Figure 9 for overall distributions and mean for 2006. See Appendix Table 12 for overall distributions and means for 2006 and 2001, and distributions and means by age (younger, intermediate age, and older) and by parental status (with children and without children).

Regarding references to age, the term "younger" represents respondents 18-34 years old, the term "intermediate age" represents respondents 35-54 years old, and the term "older" represents respondents 55 years and older. Additionally, regarding references to parental status, the term "with children" represents respondents who are the parent or primary caregiver of children younger than 21 years old, and the term "without children" represents respondents who are not the parent or primary caregiver of children younger than 21 years old.

**Results for 2006**

- Nearly two-thirds of respondents indicated that parents offering their teenager an alcoholic beverage to drink with them saying they prefer he or she drink with them rather than drink elsewhere is not at all acceptable (65.1 percent). An additional 18.2 percent of respondents indicated that this is a little acceptable.
- On average, respondents think that parents offering their teenager alcohol saying they prefer he or she drink with them rather than elsewhere is a little acceptable (mean=1.55).

### **Comparisons to 2001 survey data**

- The differences between the two years are significant.
- A somewhat smaller proportion of respondents in 2001 than in 2006 indicated that parents offering their teenager an alcoholic beverage to drink with them saying they prefer he or she drink with them rather than drink elsewhere is not at all acceptable (56.1 percent and 65.1 percent, respectively).
- While still indicating overall disapproval, on average, respondents in 2001 are more accepting than respondents in 2006 of parents offering their teenager an alcoholic beverage to drink with them saying they prefer he or she drink with them rather than drink elsewhere (mean=1.75 and mean=1.55, respectively).

### **Significant differences based on age (2006 data)**

- A smaller proportion of younger respondents (51.0 percent) than intermediate age respondents (67.7 percent) and older respondents (66.4 percent) indicated that parents offering their teenager alcohol saying they prefer he or she drink with them rather than elsewhere is not at all acceptable.
- On average, intermediate age respondents (mean=1.45) indicated that parents offering their teenager alcohol saying they prefer he or she drink with them rather than elsewhere is not at all acceptable. Younger respondents (mean=1.88) and older respondents (mean=1.57) indicated that parents offering their teenager alcohol saying they prefer he or she drink with them rather than elsewhere is a little acceptable.

### **Significant differences based on parental status of children younger than 21 (2006 data)**

- A larger proportion of respondents with children than respondents without children indicated that parents offering their teenager alcohol saying they prefer he or she drink with them rather than drink elsewhere is a little/not at all acceptable (90.6 percent and 79.0 percent, respectively).
- While still indicating overall disapproval, on average, respondents without children indicated that it is a little acceptable (mean=1.65) while respondents with children indicated that it is not at all acceptable (mean=1.40) for parents to offer their teenager alcohol saying they prefer he or she drink with them rather than drink elsewhere.

### ***Respondent's Rating of Parents' Action: "After finding out their teenager had been drinking alcohol, the parents tell their teenager to use alcohol carefully and not let it interfere with schoolwork"***

Respondents were asked to rate the parents' action that after finding out their teenager had been drinking alcohol, the parents tell their teenager to use alcohol carefully and not let it interfere with schoolwork (using a 5-point scale where 1 represents "not at all acceptable" and 5 represents "very acceptable").

See Figure 9 for overall distributions and mean for 2006. See Appendix Table 13 for overall distributions and means for 2006 and 2001, and distributions and means by age (younger, intermediate age, and older).

Regarding references to age, the term "younger" represents respondents 18-34 years old, the term "intermediate age" represents respondents 35-54 years old, and the term "older" represents respondents 55 years and older.

## Results for 2006

- Eight in 10 respondents indicated that after finding out their teenager had been drinking alcohol, the parents tell their teenager to use alcohol carefully and not let it interfere with schoolwork is not at all acceptable (79.5 percent).
- On average, respondents indicated that parents telling their teenager to use alcohol carefully and not let it interfere with schoolwork is not at all acceptable (mean=1.30).

## Comparisons to 2001 survey data

- The differences between the two years are significant.
- A somewhat larger proportion of respondents in 2001 than in 2006 indicated that parents telling their teenager to use alcohol carefully and not let it interfere with schoolwork is a little/somewhat acceptable (19.1 percent and 16.5 percent, respectively).
- On average, respondents in 2001 and in 2006 indicated that parents telling their teenager to use alcohol carefully and not let it interfere with schoolwork is not at all acceptable (mean=1.41 and mean=1.30, respectively); however, respondents in 2006 indicated more strongly that this parents' action is not at all acceptable.

## Significant differences based on age (2006 data)

- A smaller proportion of younger respondents (67.3 percent) than intermediate age respondents (81.0 percent) and older respondents (81.8 percent) indicated that parents telling their teenager to use alcohol carefully and not let it interfere with schoolwork is not at all acceptable.
- While still indicating overall disapproval, on average, younger respondents (mean=1.53) are more accepting of parents telling their teenager to use alcohol carefully and not let it interfere with schoolwork than intermediate age respondents (mean=1.26) and older respondents (mean=1.26) are.

## Comparisons of Parents' Actions

Respondents were asked to rate the parents' action of offering their teenager an alcoholic beverage to drink with them saying they prefer he or she drink with them rather than drink elsewhere and the parents' action of telling their teenager to use alcohol carefully and not let it interfere with schoolwork after finding out their teenager had been drinking alcohol (using a 5-point scale where 1 represents "not at all acceptable" and 5 represents "very acceptable").

See Figure 9 for overall distributions and means for 2006. See Appendix Tables 12 and 13 for overall distributions and means for 2006 and 2001, and distributions and means by age (younger, intermediate age, and older).

Regarding references to age, the term "younger" represents respondents 18-34 years old, the term "intermediate age" represents respondents 35-54 years old, and the term "older" represents respondents 55 years and older.

## Results for 2006

- While still indicating overall disapproval, on average, respondents are more accepting of parents offering their teenager alcohol saying they prefer he or she drink with them rather than drink elsewhere than parents telling their teenager to use alcohol carefully and not let it interfere with schoolwork (mean=1.55 and mean=1.30, respectively).

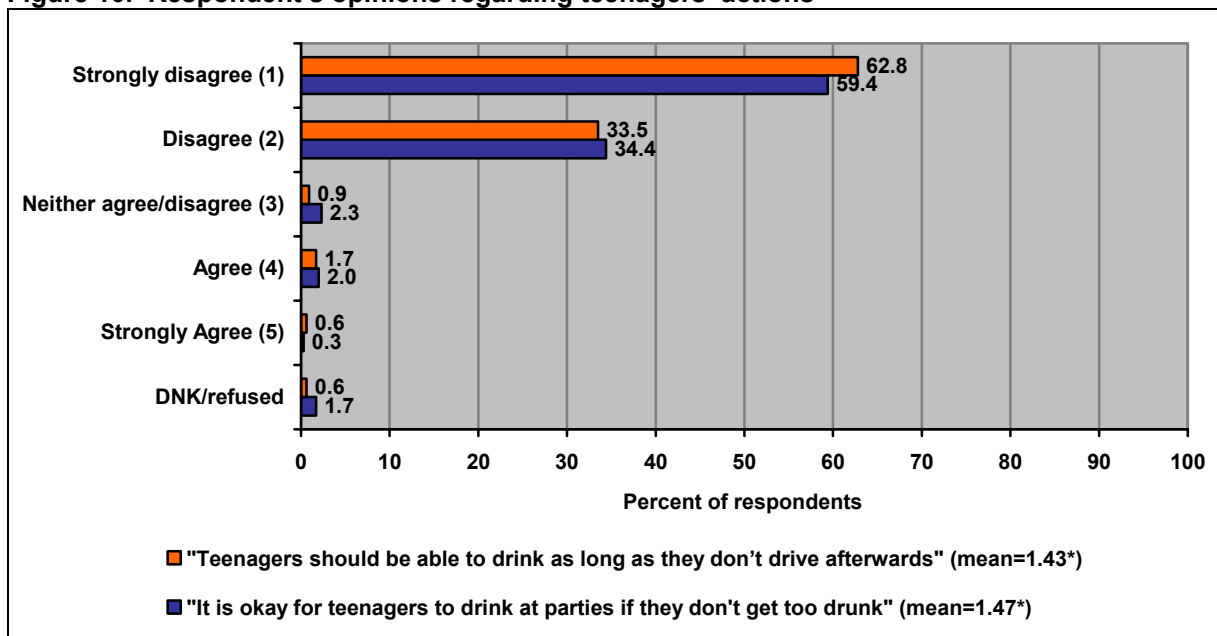
### **Comparisons to 2001 survey data**

- While still indicating overall disapproval, on average, respondents in 2001 and in 2006 are more accepting of parents offering their teenager an alcoholic beverage to drink with them saying they prefer he or she drink with them rather than drink elsewhere (mean=1.75 and mean=1.55, respectively) than of parents telling their teenager to use alcohol carefully and not let it interfere with schoolwork (mean=1.41 and mean=1.30, respectively).

### **Significant differences based on age (2006 data)**

- Among younger respondents, while still indicating overall disapproval, on average, respondents are more accepting of parents offering their teenager alcohol saying they prefer he or she drink with them rather than drink elsewhere than of parents telling their teenager to use alcohol carefully and not let it interfere with schoolwork (mean=1.88 and mean=1.53, respectively).
  - Among intermediate age respondents, while still indicating strong overall disapproval, on average, respondents are more accepting of parents offering their teenager alcohol saying they prefer he or she drink with them rather than drink elsewhere than of parents telling their teenager to use alcohol carefully and not let it interfere with schoolwork (mean=1.45 and mean=1.26, respectively).
  - Among older respondents, while still indicating overall disapproval, on average, respondents are more accepting of parents offering their teenager alcohol saying they prefer he or she drink with them rather than drink elsewhere than of parents telling their teenager to use alcohol carefully and not let it interfere with schoolwork (mean=1.57 and mean=1.26, respectively).
-

**Figure 10. Respondent's opinions regarding teenagers' actions**



N=352; figure reflects 2006 survey data; see Appendix Tables 14 and 15

\*Means are based on a scale from 1 to 5, with 1 being "strongly disagree" and 5 being "strongly agree," and exclude "DNK/refused" responses

### ***Respondent's Opinion Regarding Teenagers' Action: "Teenagers should be able to drink as long as they don't drive afterwards"***

Respondents were asked how much they agree or disagree with the statement saying teenagers should be able to drink as long as they don't drive afterwards (using a 5-point scale where 1 represents "strongly disagree" and 5 represents "strongly agree").

See Figure 10 for overall distributions and mean for 2006. See Appendix Table 14 for overall distributions and means for 2006 and 2001, and distributions and means by education (high school education, some college education, and college degree).

Regarding references to education, the term "high school education" represents respondents who are high school graduates or have their GED, as well as those who did not complete high school; the term "some college education" represents respondents with vocational/technical training or some college, but no degree; and the term "college degree" represents respondents with a college, graduate school, or professional degree.

#### **Results for 2006**

- Nearly all respondents disagree that teenagers should be able to drink as long as they don't drive afterwards (96.3 percent); 62.8 percent of respondents strongly disagree and 33.5 percent disagree.
- On average, respondents strongly disagree that teenagers should be able to drink as long as they don't drive afterwards (mean=1.43).



### Comparisons to 2001 survey data

- The differences between the two years are significant.
- A smaller proportion of respondents in 2001 than in 2006 disagree that teenagers should be able to drink as long as they don't drive afterwards (85.6 percent and 96.3 percent, respectively).
- While indicating overall disagreement, on average, respondents in 2001 do not disagree as much as respondents in 2006 that teenagers should be able to drink as long as they don't drive afterwards (mean=1.75 and mean=1.43, respectively).

### Significant differences based on education (2006 data)

- A smaller proportion of respondents with some college education (50.4 percent) than respondents with a high school education (71.0 percent) and respondents with a college degree (69.8 percent) strongly disagree that teenagers should be able to drink as long as they don't drive afterwards.
- While still indicating overall disagreement, on average, respondents with some college education (mean=1.59) do not disagree as much as respondents with a high school education (mean=1.36) and respondents with a college degree (mean=1.33) that teenagers should be able to drink as long as they don't drive afterwards; respondents with a college degree disagree the most that teenagers should be able to drink as long as they don't drive afterwards.

### *Respondent's Opinion Regarding Teenagers' Action: "It is okay for teenagers to drink at parties if they don't get too drunk"*

Respondents were asked how much they agree or disagree with the statement that it is okay for teenagers to drink at parties if they don't get too drunk (using a 5-point scale where 1 represents "strongly disagree" and 5 represents "strongly agree").

See Figure 10 for overall distributions and mean for 2006. See Appendix Table 15 for overall distributions and means for 2006 and 2001, and distributions and means by age (younger, intermediate age, and older).

Regarding references to age, the term "younger" represents respondents 18-34 years old, the term "intermediate age" represents respondents 35-54 years old, and the term "older" represents respondents 55 years and older.

### Results for 2006

- The vast majority of respondents disagree that it is okay for teenagers to drink at parties if they don't get too drunk (93.8 percent); 59.4 percent of respondents strongly disagree and 34.4 percent disagree.
- On average, respondents strongly disagree that it is okay for teenagers to drink at parties if they do not get too drunk (mean=1.47).

### **Comparisons to 2001 survey data**

- The differences between the two years are significant.
- A somewhat smaller proportion of respondents in 2001 than in 2006 disagree that it is okay for teenagers to drink at parties if they don't get too drunk (84.0 percent and 93.8 percent, respectively).
- On average, respondents in 2001 disagree (mean=1.76) that it is okay for teenagers to drink at parties if they don't get too drunk; respondents in 2006 strongly disagree (mean=1.47).

### **Significant differences based on age (2006 data)**

- A smaller proportion of younger respondents (44.9 percent) than intermediate age respondents (62.0 percent) and older respondents (62.0 percent) strongly disagree that it is okay for teenagers to drink at parties if they don't get too drunk.
- While still indicating overall disagreement, on average, younger respondents (mean=1.73) do not disagree as much as intermediate age respondents (mean=1.43) and older respondents (mean=1.41) do that it is okay for teenagers to drink at parties if they don't get too drunk.

## ***Comparisons of Teenagers' Actions***

Respondents were asked how much they agree or disagree with the statements that said teenagers should be able to drink as long as they don't drive afterwards and that it is okay for teenagers to drink at parties if they don't get too drunk (using a 5-point scale where 1 represents "strongly disagree" and 5 represents "strongly agree").

See Figure 10 for overall distributions and means for 2006. See Appendix Tables 14 and 15 for overall distributions and means for 2006 and 2001.

### **Results for 2006**

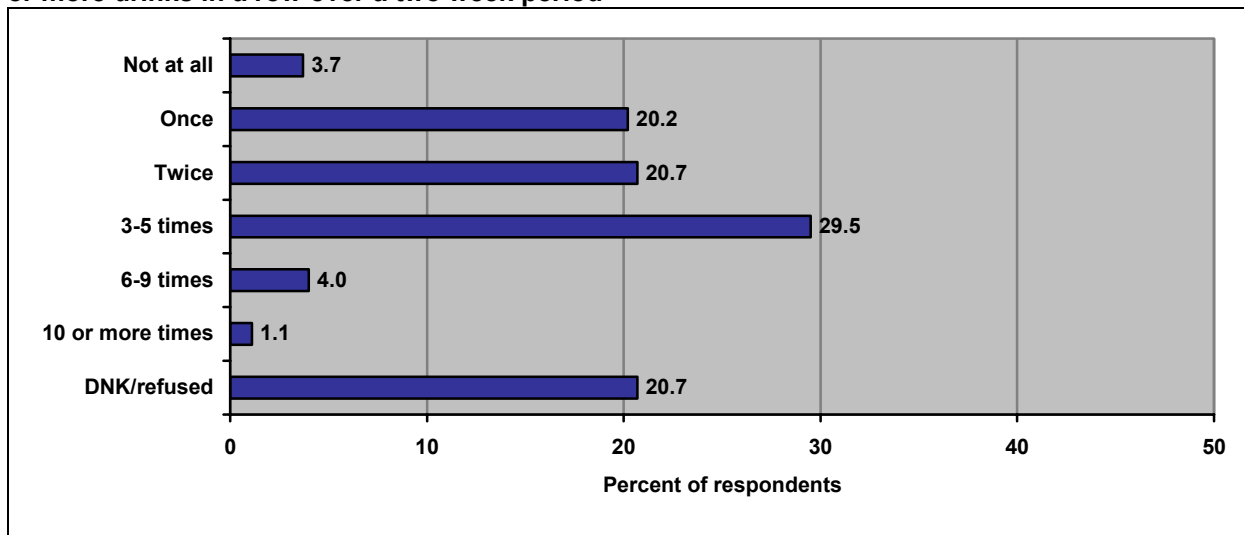
- While still indicating strong overall disagreement, on average, respondents agree slightly more with the statement saying it is okay for teenagers to drink at parties if they don't get too drunk than with the statement saying teenagers should be able to drink but not drive afterwards (mean=1.47 and mean=1.43, respectively).

### **Comparisons to 2001 survey data**

- While indicating overall disagreement, on average, respondents in 2001 and in 2006 disagree slightly more with the statement saying teenagers should be able to drink as long as they don't drive afterwards (mean=1.75 and mean=1.43, respectively) than with the statement saying it is okay for teenagers to drink at parties if they don't get too drunk (mean=1.76 and mean=1.47, respectively).
-

## Alcohol Use, Access, and Consequences

Figure 11. Respondent's perception of how often the typical teenager in the community has five or more drinks in a row over a two week period



N=352; figure reflects 2006 survey data; see Appendix Table 16

### *Respondent's Perception of How Often the Typical Teenager Binge Drinks in the Community*

Respondents were asked how often over a two week period of time they think the typical teenager in their community has five or more drinks in a row (a "drink" is defined as a glass of wine, a bottle of beer, or a mixed drink).

See Figure 11 for overall distributions for 2006. See Appendix Table 16 for overall distributions for 2006 and 2001, distributions by age (younger, intermediate age, and older) and by parental status (with children and without children).

Regarding references to age, the term "younger" represents respondents 18-34 years old, the term "intermediate age" represents respondents 35-54 years old, and the term "older" represents respondents 55 years and older. Additionally, regarding references to parental status, the term "with children" represents respondents who are the parent or primary caregiver of children younger than 21 years old, and the term "without children" represents respondents who are not the parent or primary caregiver of children younger than 21 years old. The term "binge drinking" is defined as having five or more drinks in a row over a two week period. A "drink" is defined as a glass of wine, a bottle of beer, or a mixed drink.

#### **Results for 2006**

- More than half of respondents think that the typical teenager in the community binge drinks at least twice in a two week period (55.3 percent). It should be noted that 20.7 percent of respondents said "do not know" or refused to answer this question.

#### **Comparisons to 2001 survey data**

- The differences between the two years are not significant.
- The distributions of responses from respondents in 2001 and in 2006 are similar regarding how often respondents think the typical teenager in the community binge drinks.

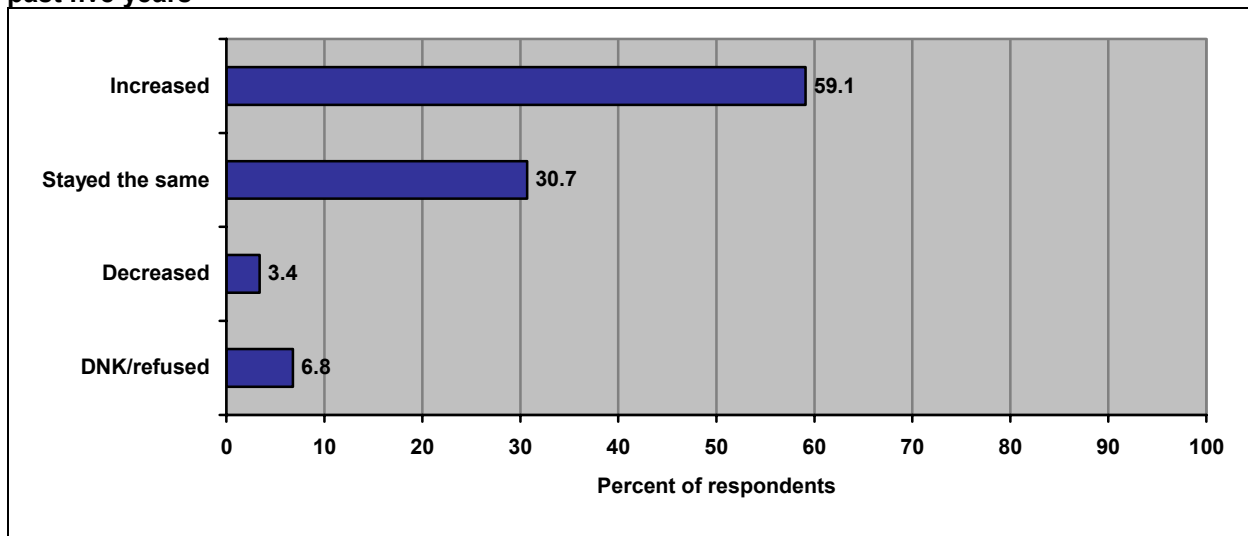
**Significant differences based on age (2006 data)**

- A larger proportion of younger respondents (59.2 percent) than intermediate age respondents (49.4 percent) and older respondents (48.2 percent) think that the typical teenager in the community binge drinks two to five times in a two week period.

**Significant differences based on parental status of children younger than 21 (2006 data)**

- A larger proportion of respondents with children than respondents without children think that the typical teenager in the community binge drinks once in a two week period (30.5 percent and 14.6 percent, respectively).
-

**Figure 12. Respondent's thoughts about binge drinking among teenagers in the community in the past five years**



N=352; figure reflects 2006 survey data; see Appendix Table 17

### ***Binge Drinking Among Teenagers in the Community in the Past Five Years***

Respondents were asked how much they think binge drinking (having five or more drinks in a row) among teenagers in the community has increased, stayed the same, or decreased in the past five years.

See Figure 12 for overall distributions for 2006. See Appendix Table 17 for overall distributions for 2006, and distributions by age (younger, intermediate age, and older).

Regarding references to age, the term “younger” represents respondents 18-34 years old, the term “intermediate age” represents respondents 35-54 years old, and the term “older” represents respondents 55 years and older. The term “binge drinking” is defined as having five or more drinks in a row over a two week period. A “drink” is defined as a glass of wine, a bottle of beer, or a mixed drink.

#### **Results for 2006**

- Six in 10 respondents think that binge drinking among teenagers in the community has increased in the past five years (59.1 percent) while 30.7 percent of respondents think that binge drinking among teenagers in the community has stayed the same.

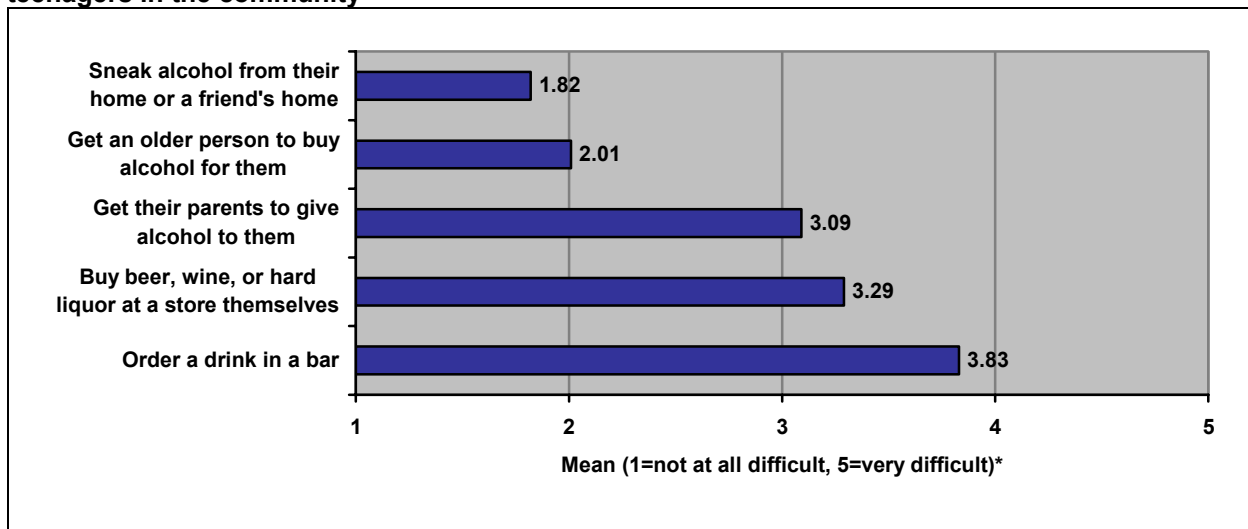
#### **Comparisons to 2001 survey data**

- This question was not asked in the 2001 survey.

#### **Significant differences based on age (2006 data)**

- A larger proportion of older respondents (66.4 percent) than younger respondents (53.1 percent) and intermediate age respondents (55.1 percent) think that binge drinking among teenagers in the community has increased in the past five years.

**Figure 13. How difficult respondent thinks each of the five methods of obtaining alcohol is for teenagers in the community**



N=352; figure reflects 2006 survey data; see Appendix Tables 18-22

\*Means are based on a scale from 1 to 5, with 1 being "not at all difficult" and 5 being "very difficult," and exclude "DNK/refused" responses

### ***Perceived Difficulty for Teenagers in the Community to "Sneak alcohol from their home or a friend's home"***

Respondents were asked how difficult it is for teenagers in their community to sneak alcohol from their home or a friend's home (using a 5-point scale where 1 represents "not at all difficult" and 5 represents "very difficult").

See Figure 13 for the overall mean for 2006. See Appendix Table 18 for overall distributions and means for 2006 and 2001.

#### **Results for 2006**

- Nearly two-thirds of respondents think that it is not at all/a little difficult for teenagers in the community to sneak alcohol from their home or a friend's home (65.1 percent).
- On average, respondents think that it is a little difficult for teenagers in the community to sneak alcohol from their home or a friend's home (mean=1.82).

#### **Comparisons to 2001 survey data**

- The differences between the two years are not significant.
- The distributions and means of responses from respondents in 2001 and in 2006 are similar regarding how difficult the respondent thinks it is for teenagers in the community to sneak alcohol from their home or a friend's home.

### ***Perceived Difficulty for Teenagers in the Community to “Get an older person to buy alcohol for them”***

Respondents were asked how difficult it is for teenagers in their community to get an older person to buy alcohol for them (using a 5-point scale where 1 represents “not at all difficult” and 5 represents “very difficult”).

See Figure 13 for the overall mean for 2006. See Appendix Table 19 for overall distributions and means for 2006 and 2001.

#### **Results for 2006**

- Six in 10 respondents think that it is not at all/a little difficult for teenagers in the community to get an older person to buy alcohol for them (60.8 percent).
- On average, respondents think that it is a little difficult for teenagers in the community to get an older person to buy alcohol for them (mean=2.01).

#### **Comparisons to 2001 survey data**

- The differences between the two years are not significant.
- The distributions and means of responses from respondents in 2001 and in 2006 are similar regarding how difficult the respondent thinks it is for teenagers in the community to get an older person to buy alcohol for them.

### ***Perceived Difficulty for Teenagers in the Community to “Get their parents to give alcohol to them”***

Respondents were asked how difficult it is for teenagers in their community to get their parents to give alcohol to them (using a 5-point scale where 1 represents “not at all difficult” and 5 represents “very difficult”).

See Figure 13 for the overall mean for 2006. See Appendix Table 20 for overall distributions and means for 2006 and 2001, and distributions by age (younger, intermediate age, and older) and by parental status (with children and without children).

Regarding references to age, the term “younger” represents respondents 18-34 years old, the term “intermediate age” represents respondents 35-54 years old, and the term “older” represents respondents 55 years and older. Additionally, regarding references to parental status, the term “with children” represents respondents who are the parent or primary caregiver of children younger than 21 years old, and the term “without children” represents respondents who are not the parent or primary caregiver of children younger than 21 years old.

#### **Results for 2006**

- One-fourth of respondents think that it is not at all/a little difficult (25.0 percent) for teenagers in the community to get their parents to give alcohol to them and 30.7 percent of respondents think it is quite/very difficult.
- On average, respondents think that it is somewhat difficult for teenagers in the community to get their parents to give alcohol to them (mean=3.09).

### **Comparisons to 2001 survey data**

- The differences between the two years are significant.
- A larger proportion of respondents in 2001 than in 2006 think it is quite/very difficult for teenagers in the community to get their parents to give alcohol to them (44.9 percent and 30.7 percent, respectively).
- On average, respondents in 2001 think it is quite difficult (mean=3.52) while respondents in 2006 think it is somewhat difficult (mean=3.09) for teenagers in the community to get their parents to give alcohol to them.

### **Significant differences based on age (2006 data)**

- One-third of younger respondents (32.7 percent) think that it is quite difficult for teenagers in the community to get their parents to give alcohol to them; 20.9 percent of intermediate age respondents and 10.2 percent of older respondents think it is quite difficult.
- On average, older respondents (mean=2.80) think it is a little difficult for teenagers in the community to get their parents to give alcohol to them; younger respondents (mean=3.36) and intermediate age respondents (mean=3.26) think that it is somewhat difficult. However, younger respondents think that it is more difficult for teenagers in the community to get their parents to give alcohol to them than intermediate age respondents do.

### **Significant differences based on parental status of children younger than 21 (2006 data)**

- A much larger proportion of respondents with children than respondents without children think that it is quite/very difficult for teenagers in the community to get their parents to give alcohol to them (43.7 percent and 23.3 percent, respectively).
- On average, respondents with children think it is more difficult for teenagers in the community to get their parents to give alcohol to them than respondents without children do (mean=3.40 and mean=2.93, respectively).

### ***Perceived Difficulty for Teenagers in the Community to “Buy beer, wine, or hard liquor at a store themselves”***

Respondents were asked how difficult it is for teenagers in their community to buy beer, wine, or hard liquor at a store themselves (using a 5-point scale where 1 represents “not at all difficult” and 5 represents “very difficult”).

See Figure 13 for the overall mean for 2006. See Appendix Table 21 for overall distributions and means for 2006 and 2001, and distributions by age (younger, intermediate age, and older).

Regarding references to age, the term “younger” represents respondents 18-34 years old, the term “intermediate age” represents respondents 35-54 years old, and the term “older” represents respondents 55 years and older.

### **Results for 2006**

- Two in 10 respondents think that it is not at all/a little difficult (20.2 percent) for teenagers in the community to buy beer, wine, or hard liquor at a store themselves, while 41.5 percent of respondents think this method of obtaining alcohol is quite/very difficult.
- On average, respondents think that it is somewhat difficult for teenagers in the community to buy beer, wine, or hard liquor at a store themselves (mean=3.29).



### **Comparisons to 2001 survey data**

- The differences between the two years are significant.
- Nearly twice the proportion of respondents in 2001 than in 2006 think it is very difficult for teenagers in the community to buy beer, wine, or hard liquor at a store themselves (23.8 percent and 12.8 percent, respectively).
- On average, respondents in 2001 think it is quite difficult (mean=3.53) while respondents in 2006 think it is somewhat difficult (mean=3.29) for teenagers in the community to buy beer, wine, or hard liquor at a store themselves.

### **Significant differences based on age (2006 data)**

- A smaller proportion of older respondents (30.6 percent) than younger respondents (51.0 percent) and intermediate age respondents (47.5 percent) think that it is quite/very difficult for teenagers in the community to buy beer, wine, or hard liquor at a store themselves.
- Overall, on average, younger respondents (mean=3.43), intermediate age respondents (mean=3.45), and older respondents (mean=3.02), think that it is somewhat difficult for teenagers in the community to buy beer, wine, or hard liquor at a store themselves; older respondents think that it is not as difficult as younger and intermediate respondents do.

### ***Perceived Difficulty for Teenagers in the Community to “Order a drink in a bar”***

Respondents were asked how difficult it is for teenagers in their community to order a drink in a bar (using a 5-point scale where 1 represents “not at all difficult” and 5 represents “very difficult”).

See Figure 13 for the overall mean for 2006. See Appendix Table 22 for overall distributions and means for 2006 and 2001.

### **Results for 2006**

- One in 10 respondents think that it is not at all/a little difficult (10.5 percent) for teenagers in the community to order a drink in a bar, while 61.4 percent of respondents think this method of obtaining alcohol is quite/very difficult.
- On average, respondents think that it is quite difficult for teenagers in the community to order a drink in a bar (mean=3.83).

### **Comparisons to 2001 survey data**

- The differences between the two years are not significant.
- The distributions and means of responses from respondents in 2001 and in 2006 are similar regarding how difficult respondents think it is for teenagers in the community to order a drink in a bar.

## ***Comparisons of the Perceived Difficulty of the Five Methods of Teenagers Obtaining Alcohol***

Respondents were asked how difficult it is for teenagers in their community to: 1) sneak alcohol from their home or a friend's home, 2) get an older person to buy alcohol for them, 3) get their parents to give alcohol to them, 4) buy beer, wine, or hard liquor at a store themselves, and 5) order a drink in a bar (using a 5-point scale where 1 represents "not at all difficult" and 5 represents "very difficult").

See Figure 13 for overall means for 2006. See Appendix Tables 18-22 for overall distributions and means for 2006 and 2001. See Appendix Tables 20 and 21 for distributions and means by age (younger, intermediate age, and older).

Regarding references to age, the term "younger" represents respondents 18-34 years old, the term "intermediate age" represents respondents 35-54 years old, and the term "older" represents respondents 55 years and older.

### **Results for 2006**

- Respondents generally perceive that it is more difficult for teenagers to obtain alcohol directly (e.g., ordering a drink at a bar) than indirectly (e.g., sneaking alcohol from their home). On average, respondents think that sneaking alcohol from their home or a friend's home is the easiest way to obtain alcohol (mean=1.82), followed by getting an older person to buy alcohol for them (mean=2.01). Respondents, on average, think that getting their parents to give them alcohol is moderately difficult (mean=3.09) and that buying alcohol at a store is even more difficult (mean=3.29). Respondents indicated that the most difficult way to obtain alcohol is ordering a drink in a bar (mean=3.83).

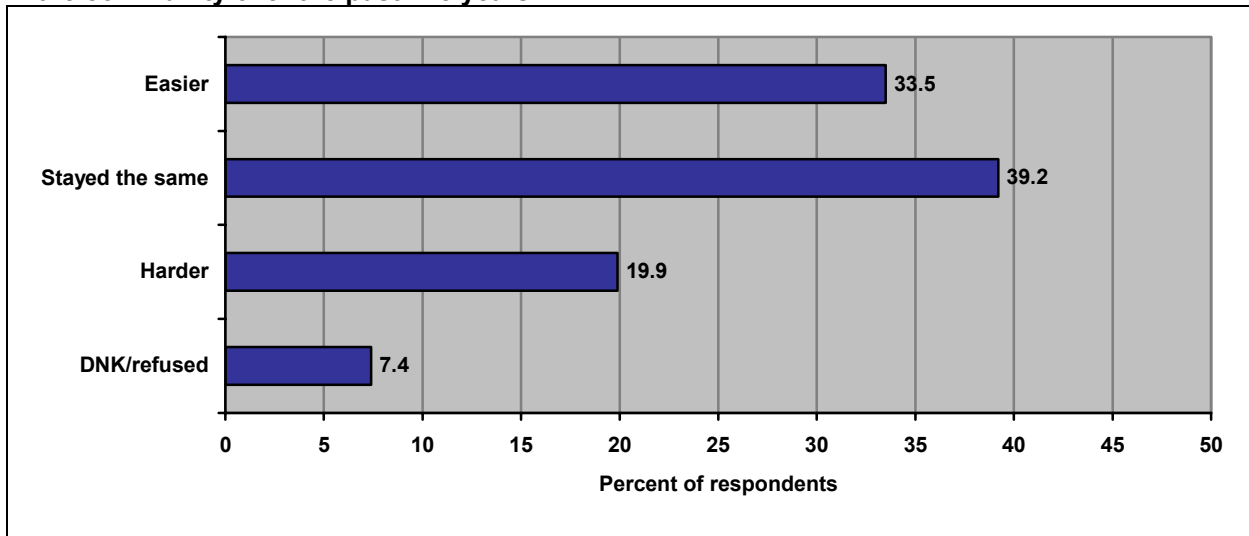
### **Comparisons to 2001 survey data**

- On average, respondents in 2001 and in 2006 think it is less difficult for teenagers in the community to get their parents to give alcohol to them (mean=3.52 and mean=3.09, respectively) than for teenagers in the community to buy beer, wine, or hard liquor at a store themselves (mean=3.53 and mean=3.29, respectively).

### **Significant differences based on age (2006 data)**

- On average, younger respondents think that it is not as difficult for teenagers in the community to get their parents to give them alcohol as it is to buy beer, wine, or hard liquor at a store themselves (mean=3.36 and mean=3.43, respectively).
  - On average, intermediate age respondents think that it is not as difficult for teenagers in the community to get their parents to give them alcohol as it is to buy beer, wine, or hard liquor at a store themselves (mean=3.26 and mean=3.45, respectively).
  - On average, older respondents think that it is not as difficult for teenagers in the community to get their parents to give them alcohol as it is to buy beer, wine, or hard liquor at a store themselves (mean=2.80 and mean=3.02, respectively).
-

**Figure 14. Respondent's perception of how difficult it has become for teenagers to obtain alcohol in the community over the past five years**



N=352; figure reflects 2006 survey data; see Appendix Table 23

### ***How Difficult it has Become for Teenagers to Obtain Alcohol in the Community Over the Past Five Years***

Respondents were asked if it has become easier, stayed the same, or become harder for teenagers to obtain alcohol in the community over the past five years.

See Figure 14 for overall distributions for 2006. See Appendix Table 23 for overall distributions for 2006.

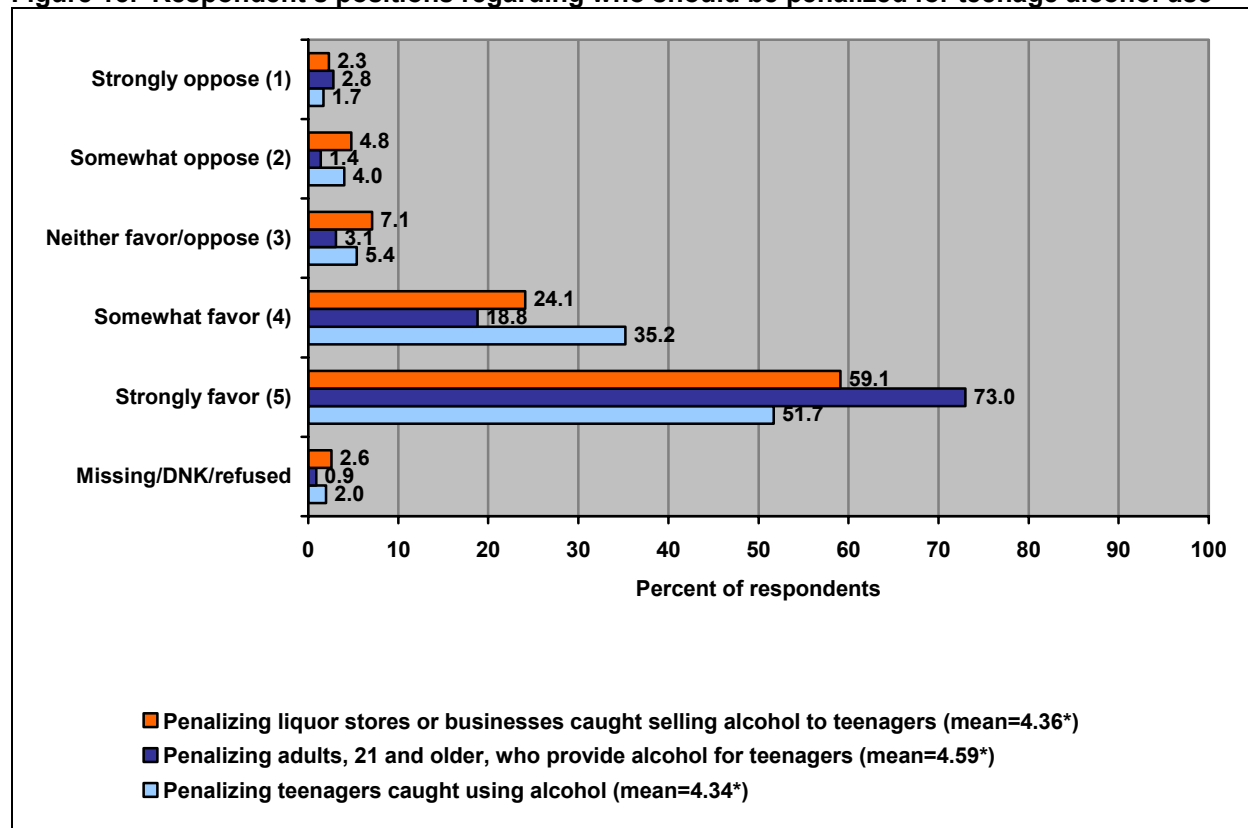
#### **Results for 2006**

- Four in 10 respondents think that over the past five years, the difficulty for teenagers in the community to obtain alcohol has stayed the same (39.2 percent) while 33.5 percent of respondents think that it has become easier for teenagers to obtain alcohol.

#### **Comparisons to 2001 survey data**

- This question was not asked in the 2001 survey.

**Figure 15. Respondent's positions regarding who should be penalized for teenage alcohol use**



N=352; figure reflects 2006 survey data; see Appendix Tables 24-26

\*Means are based on a scale from 1 to 5, with 1 being "strongly oppose" and 5 being "strongly favor," and exclude "missing/DNK/refused" responses

### ***Respondent's Position Regarding "Penalizing liquor stores or businesses caught selling alcohol to teenagers"***

Respondents were asked if they would oppose or favor suspending or revoking liquor licenses of stores or businesses caught selling alcohol to teenagers (using a 5-point scale where 1 represents "strongly oppose" and 5 represents "strongly favor").

See Figure 15 for overall distributions and mean for 2006. See Appendix Table 24 for overall distributions and means for 2006 and 2001.

#### **Results for 2006**

- The vast majority of respondents favor suspending/revoking liquor licenses of stores/businesses caught selling alcohol to teenagers (83.2 percent).
- On average respondents favor suspending/revoking liquor licenses of stores/businesses caught selling to teenagers (mean=4.36).

#### **Comparisons to 2001 survey data**

- The differences between the two years are significant.
- Twice the proportion of respondents in 2001 than in 2006 oppose suspending/revoking liquor licenses of stores/businesses caught selling alcohol to teenagers (14.2 percent and 7.1 percent, respectively).

- While indicating overall favorability, on average, respondents in 2001 do not favor suspending/revoking liquor licenses of stores/businesses caught selling alcohol to teenagers as much as respondents in 2006 favor it (mean=4.11 and mean=4.36, respectively).

### ***Respondent's Position Regarding "Penalizing adults, 21 and older, who provide alcohol to teenagers"***

Respondents were asked if they would oppose or favor imposing a penalty on adults, 21 or older, who provide alcohol for teenagers (using a 5-point scale where 1 represents "strongly oppose" and 5 represents "strongly favor").

See Figure 15 for overall distributions and mean for 2006. See Appendix Table 25 for overall distributions and means for 2006 and 2001.

#### **Results for 2006**

- Approximately nine in 10 respondents favor imposing a penalty on adults, 21 and older, who provide alcohol to teenagers (91.8 percent).
- On average, respondents strongly favor imposing a penalty on adults who provide alcohol to teenagers (mean=4.59).

#### **Comparisons to 2001 survey data**

- The differences between the two years are significant.
- More than twice the proportion of respondents in 2001 than in 2006 oppose imposing a penalty on adults, 21 and older, who provide alcohol to teenagers (10.9 percent and 4.2 percent, respectively).
- On average, respondents in 2001 favor (mean=4.38) while respondents in 2006 strongly favor (mean=4.59) imposing a penalty on adults, 21 and older, who provide alcohol to teenagers.

### ***Respondent's Position Regarding "Penalizing teenagers caught using alcohol"***

Respondents were asked if they would oppose or favor imposing a penalty on teenagers caught using alcohol (using a 5-point scale where 1 represents "strongly oppose" and 5 represents "strongly favor").

See Figure 15 for overall distributions and mean for 2006. See Appendix Table 26 for overall distributions and means for 2006 and 2001.

#### **Results for 2006**

- The vast majority of respondents favor imposing a penalty on teenagers caught using alcohol (86.9 percent).
- On average, respondents favor imposing a penalty on teenagers caught using alcohol (mean=4.34).

### **Comparisons to 2001 survey data**

- The differences between the two years are significant.
- More than twice the proportion of respondents in 2001 than in 2006 oppose penalizing teenagers caught using alcohol (14.7 percent and 5.7 percent, respectively).
- While indicating overall favorability, on average, respondents in 2001 do not favor penalizing teenagers caught using alcohol as much as respondents in 2006 favor it (mean=4.08 and mean=4.34, respectively).

### ***Comparisons of the Three Respondent Positions***

Respondents were asked if they would oppose or favor suspending or revoking liquor licenses of stores or businesses caught selling alcohol to teenagers; imposing a penalty on adults, 21 or older, who provide alcohol for teenagers; and imposing a penalty on teenagers caught using alcohol (using a 5-point scale where 1 represents “strongly oppose” and 5 represents “strongly favor”).

See Figure 15 for overall distributions and means for 2006. See Appendix Tables 24-26 for overall distributions and means for 2006 and 2001.

### **Results for 2006**

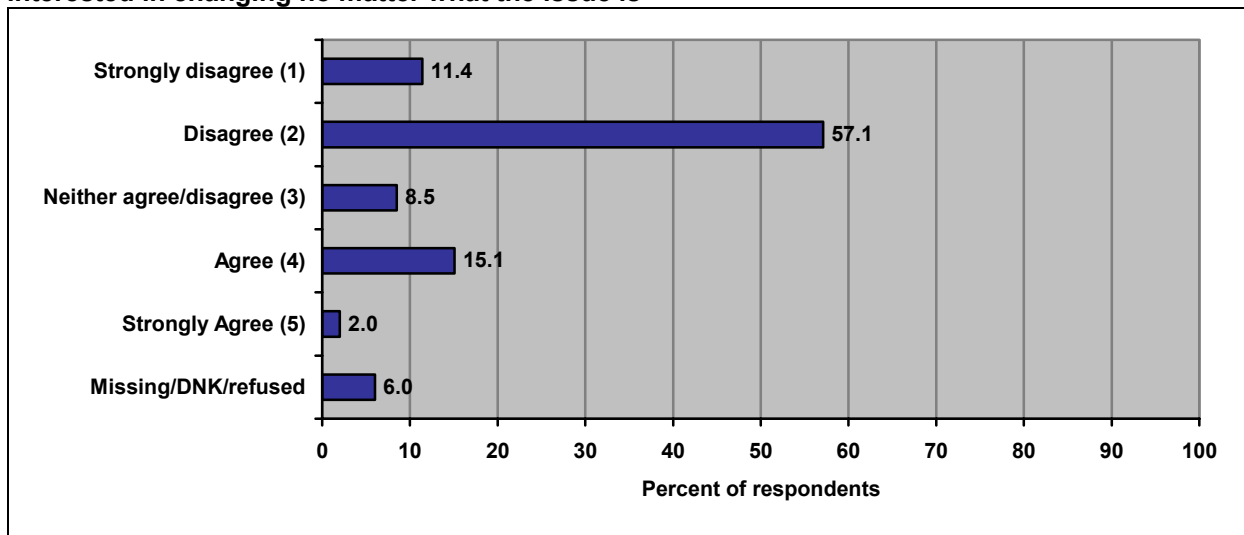
- On average, respondents are more in favor of imposing a penalty on adults who provide alcohol to teenagers (mean=4.59) than suspending/revoking liquor licenses of stores/businesses caught selling alcohol to teenagers (mean=4.36). On average, respondents are least in favor of imposing a penalty on teenagers caught using alcohol (mean=4.34).

### **Comparisons to 2001 survey data**

- While still indicating overall favorability, on average, respondents in 2001 and in 2006 are least in favor of imposing a penalty on teenagers caught using alcohol (mean=4.08 and mean=4.34, respectively) followed by suspending/revoking liquor licenses of stores/businesses caught selling alcohol to teenagers (mean=4.11 and mean=4.36, respectively). On average, respondents in 2001 and in 2006 are most in favor of imposing a penalty on adults who provide alcohol for teenagers (mean=4.38 and mean=4.59, respectively).
-

## Community Readiness

Figure 16. Respondent's opinion regarding the statement: "It seems like my community is not interested in changing no matter what the issue is"



N=352; figure reflects 2006 survey data; see Appendix Table 27

Note: The mean equals 2.35. The mean is based on a scale from 1 to 5, with 1 being "strongly disagree" and 5 being "strongly agree," and excludes "missing/DNK/refused" responses

### *Respondent's Opinion Regarding the Statement: "It seems like my community is not interested in changing no matter what the issue is"*

Respondents were asked how much they disagree or agree with the statement that the community is not interested in changing no matter what the issue is (using a 5-point scale where 1 represents "strongly disagree" and 5 represents "strongly agree").

See Figure 16 for overall distributions and mean for 2006. See Appendix Table 27 for overall distributions and means for 2006 and 2001.

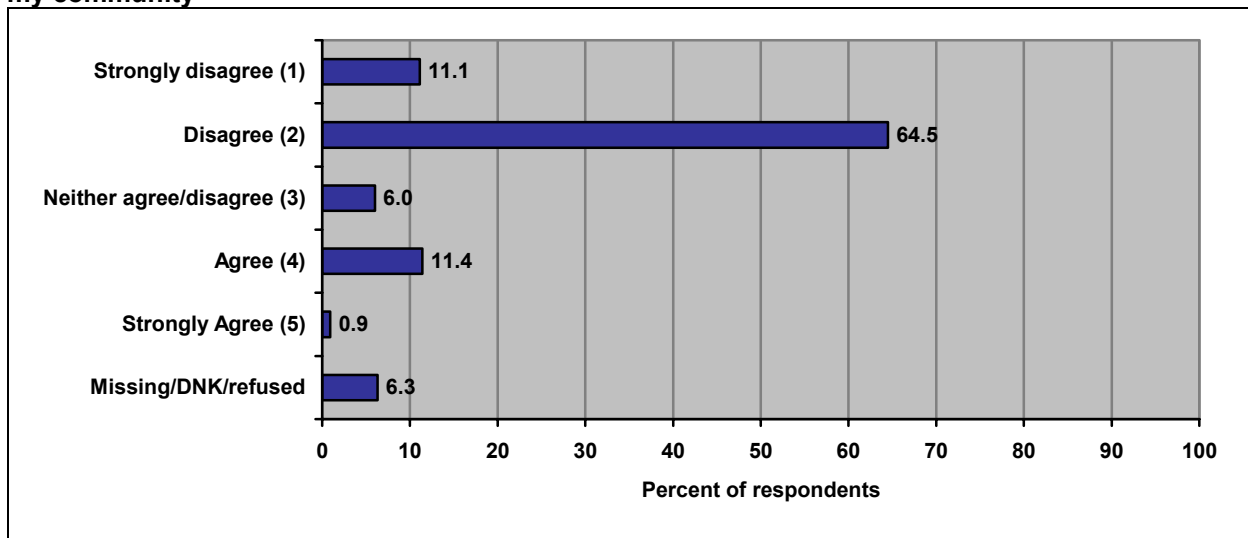
#### **Results for 2006**

- More than two-thirds of respondents disagree that the community is not interested in changing no matter what the issue is (68.5 percent).
- On average, respondents disagree that the community is not interested in changing no matter what the issue is (mean=2.35).

#### **Comparisons to 2001 survey data**

- The differences between the two years are not significant.
- The distributions and means of responses from respondents in 2001 and in 2006 are similar regarding the statement that the community is not interested in changing no matter what the issue is.

**Figure 17. Respondent's opinion regarding the statement: "There is no sense of commitment in my community"**



N=352; figure reflects 2006 survey data; see Appendix Table 28

Note: The mean equals 2.22. The mean is based on a scale from 1 to 5, with 1 being "strongly disagree" and 5 being "strongly agree," and excludes "missing/DNK/refused" responses

### ***Respondent's Opinion Regarding the Statement: "There is no sense of commitment in my community"***

Respondents were asked how much they disagree or agree with the statement that there is no sense of commitment in the community (using a 5-point scale where 1 represents "strongly disagree" and 5 represents "strongly agree").

See Figure 17 for overall distributions and mean for 2006. See Appendix Table 28 for overall distributions and means for 2006 and 2001, and distributions and means by education (high school education, some college education, and college degree).

Regarding references to education, the term "high school education" represents respondents who are high school graduates or have their GED, as well as those who did not complete high school; the term "some college education" represents respondents with some college, but no degree or vocational/technical training; and the term "college degree" represents respondents with a college, graduate school, or professional degree.

#### **Results for 2006**

- Three-fourths of respondents disagree that there is no sense of commitment in the community (75.6 percent).
- On average, respondents disagree that there is no sense of commitment in the community (mean=2.22).

#### **Comparisons to 2001 survey data**

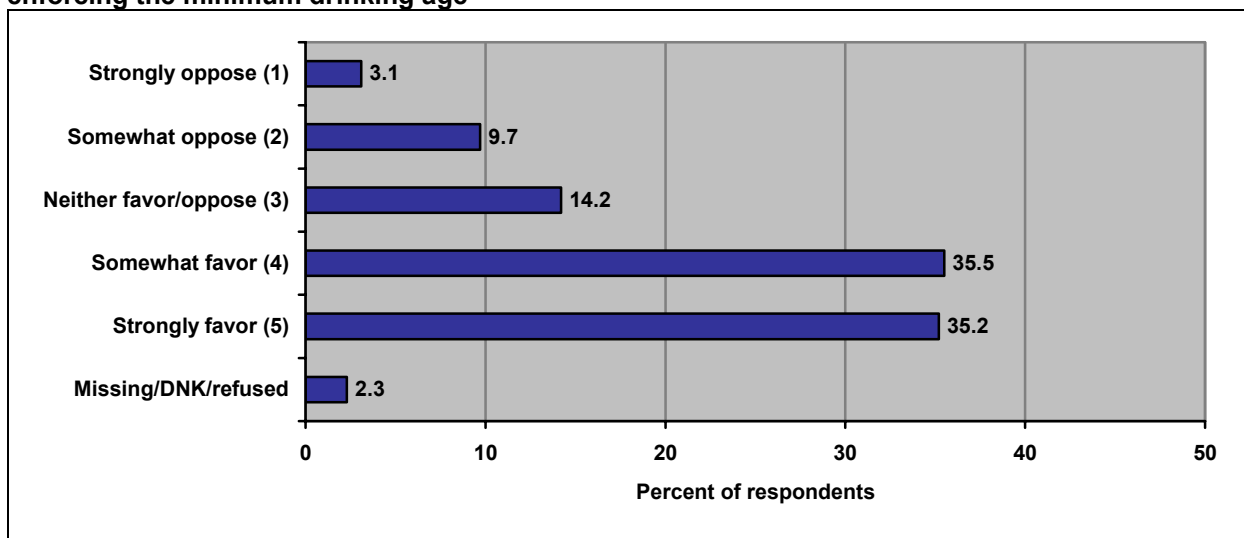
- The differences between the two years are not significant.
- The distributions and means of responses from respondents in 2001 and in 2006 are similar regarding the statement that there is no sense of commitment in the community.



### **Significant differences based on education (2006 data)**

- A smaller proportion of respondents with a high school education (67.7 percent) disagree that there is no sense of commitment in the community compared with respondents with some college education (79.0 percent) and respondents with a college degree (79.0 percent).
  - While still indicating overall disagreement, on average, respondents with a high school education (mean=2.53) do not disagree as much that there is no sense of commitment in the community as respondents with some college education (mean=2.09) and respondents with a college degree (mean=2.18).
-

**Figure 18. Respondent's preference regarding "Having law enforcement spend more time enforcing the minimum drinking age"**



N=352; figure reflects 2006 survey data; see Appendix Table 29

Note: The mean equals 3.92. The mean is based on a scale from 1 to 5, with 1 being "strongly oppose" and 5 being "strongly favor," and excludes "missing/DNK/refused" responses

### ***Respondent's Preference Regarding "Having law enforcement spend more time enforcing the minimum drinking age"***

Respondents were asked how much they oppose or favor having law enforcement spend more time enforcing the minimum drinking age (using a 5-point scale where 1 represents "strongly oppose" and 5 represents "strongly favor").

See Figure 18 for overall distributions and mean for 2006. See Appendix Table 29 for overall distributions and means for 2006 and 2001, and distributions and means by age (younger, intermediate age, and older).

Regarding references to age, the term "younger" represents respondents 18-34 years old, the term "intermediate age" represents respondents 35-54 years old, and the term "older" represents respondents 55 years and older.

#### **Results for 2006**

- Seven in 10 respondents favor having law enforcement spend more time enforcing the minimum drinking age (70.7 percent).
- On average, respondents somewhat favor having law enforcement spend more time enforcing the minimum drinking age (mean=3.92).

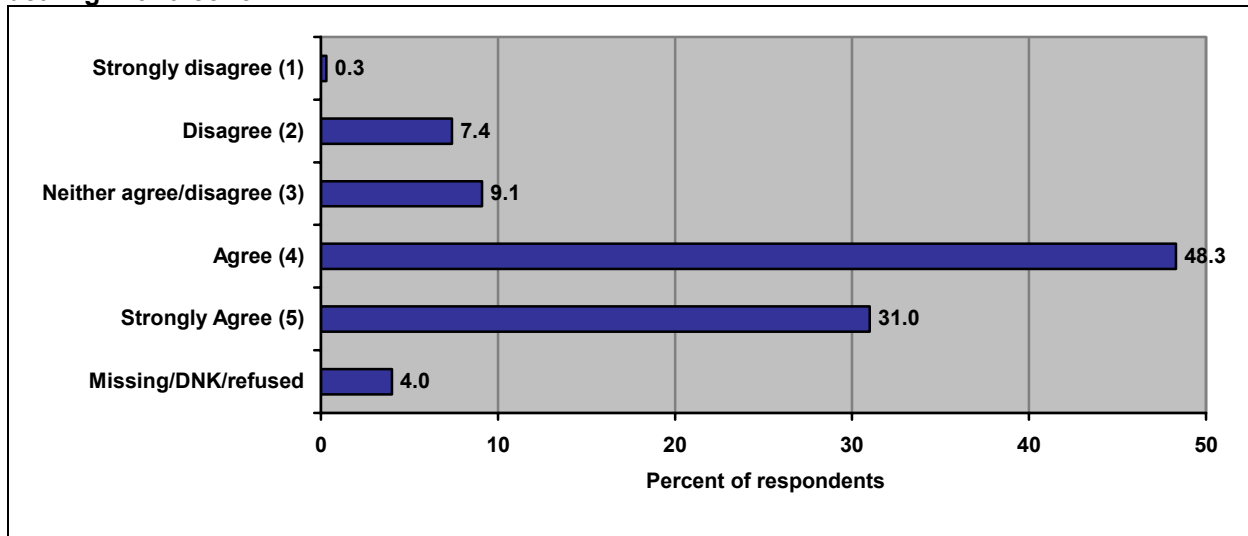
#### **Comparisons to 2001 survey data**

- The differences between the two years are significant.
- A somewhat larger proportion of respondents in 2001 than in 2006 oppose having law enforcement spend more time enforcing the minimum drinking age (21.9 percent and 12.8 percent, respectively).
- While indicating overall favorability, on average, respondents in 2001 do not favor having law enforcement spend more time enforcing the minimum drinking age as much as respondents in 2006 do (mean=3.71 and mean=3.92, respectively).

### **Significant differences based on age (2006 data)**

- More than half of younger respondents (59.2 percent) favor having law enforcement spend more time enforcing the minimum drinking age compared with 67.1 percent of intermediate age respondents and 79.6 percent of older respondents.
  - While still indicating overall favorability, on average, younger respondents (mean=3.58) do not favor having law enforcement spend more time enforcing the minimum drinking age as much as intermediate age respondents (mean=3.83) and older respondents (mean=4.13) do. Older respondents favor having law enforcement spend more time enforcing the minimum drinking age the most.
-

**Figure 19. Respondent’s opinion regarding the statement: “Schools need to be more active in dealing with alcohol”**



N=352; figure reflects 2006 survey data; see Appendix Table 30  
 Note: The mean equals 4.07. The mean is based on a scale from 1 to 5, with 1 being “strongly disagree” and 5 being “strongly agree,” and excludes “missing/DNK/refused” responses

***Respondent’s Opinion Regarding the Statement: “Schools need to be more active in dealing with alcohol”***

Respondents were asked how much they agree or disagree with the statement that schools need to be more active in dealing with alcohol (using a 5-point scale where 1 represents “strongly disagree” and 5 represents “strongly agree”).

See Figure 19 for the overall distributions and mean for 2006. See Appendix Table 30 for overall distributions and means for 2006 and 2001, and distributions by parental status (with children and without children).

Regarding references to parental status, the term “with children” represents respondents who are the parent or primary caregiver of children younger than 21 years old, and the term “without children” represents respondents who are not the parent or primary caregiver of children younger than 21 years old.

**Results for 2006**

- Eight in 10 respondents agree that schools need to be more active in dealing with alcohol (79.3 percent).
- On average, respondents agree that schools need to be more active in dealing with alcohol (mean=4.07).

**Comparisons to 2001 survey data**

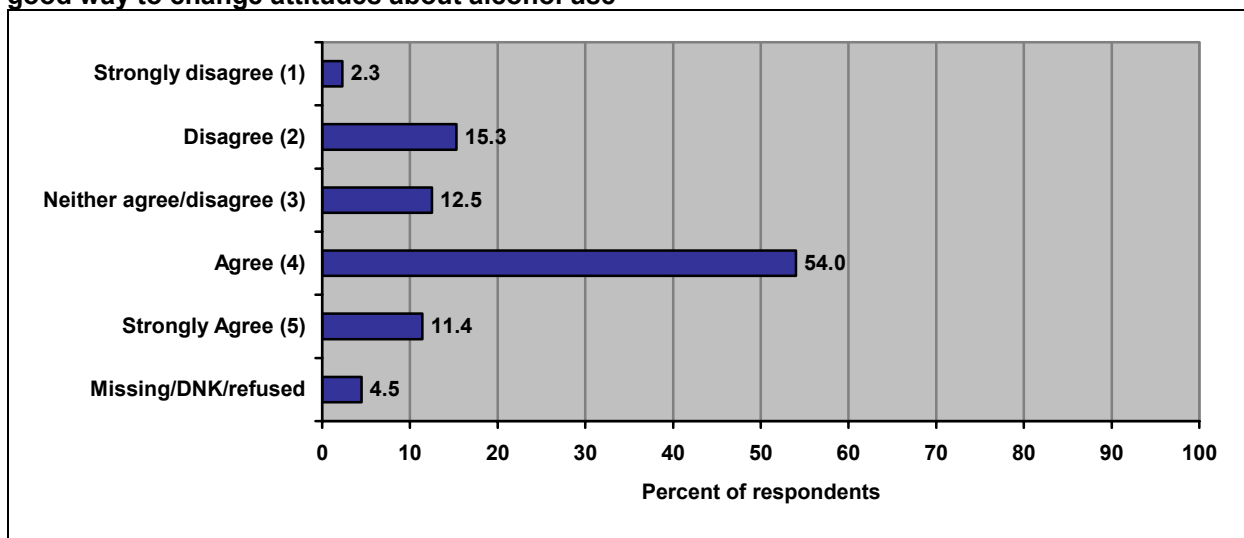
- The differences between the two years are significant.
- A somewhat larger proportion of respondents in 2001 than in 2006 disagree that schools need to be more active in dealing with alcohol (12.5 percent and 7.7 percent, respectively).

- While indicating overall agreement, on average, respondents in 2001 do not agree as much as respondents in 2006 that schools need to be more active in dealing with alcohol (mean=3.92 and mean=4.07, respectively).

**Significant differences based on parental status of children younger than 21 (2006 data)**

- A somewhat smaller proportion of respondents with children than respondents without children agree that schools need to be more active in dealing with alcohol (76.5 percent and 82.2 percent, respectively).
  - While indicating overall agreement, on average, respondents without children agree more strongly than respondents with children that schools need to be more active in dealing with alcohol (mean=4.15 and mean=3.93, respectively).
-

**Figure 20. Respondent’s opinion regarding the statement: “Public service announcements are a good way to change attitudes about alcohol use”**



N=352; figure reflects 2006 survey data; see Appendix Table 31

Note: The mean equals 3.60. The mean is based on a scale from 1 to 5, with 1 being “strongly disagree” and 5 being “strongly agree,” and excludes “missing/DNK/refused” responses

***Respondent’s Opinion Regarding the Statement: “Public service announcements are a good way to change attitudes about alcohol use”***

Respondents were asked how much they agree or disagree with the statement that public service announcements are a good way to change attitudes about alcohol use (using a 5-point scale where 1 represents “strongly disagree” and 5 represents “strongly agree”).

See Figure 20 for overall distributions and mean for 2006. See Appendix Table 31 for overall distributions and means for 2006 and 2001, and distributions and means by age (younger, intermediate age, and older) and education (high school education, some college education, and college degree).

Regarding references to age, the term “younger” represents respondents 18-34 years old, the term “intermediate age” represents respondents 35-54 years old, and the term “older” represents respondents 55 years and older. Additionally, regarding references to education, the term “high school education” represents respondents who are high school graduates or have their GED, as well as those who did not complete high school; the term “some college education” represents respondents with vocational/technical training or some college, but no degree; and the term “college degree” represents respondents with a college, graduate school, or professional degree.

**Results for 2006**

- Nearly 20 percent of respondents disagree (17.6 percent) while 65.4 percent of respondents agree that public service announcements are a good way to change attitudes about alcohol use.
- On average, respondents agree that public service announcements are a good way to change attitudes about alcohol use (mean=3.60).

### **Comparisons to 2001 survey data**

- The differences between the two years are not significant.
- The distributions and means of responses from respondents in 2001 and in 2006 are similar regarding whether the respondent thinks public service announcements are a good way to change attitudes about alcohol use.

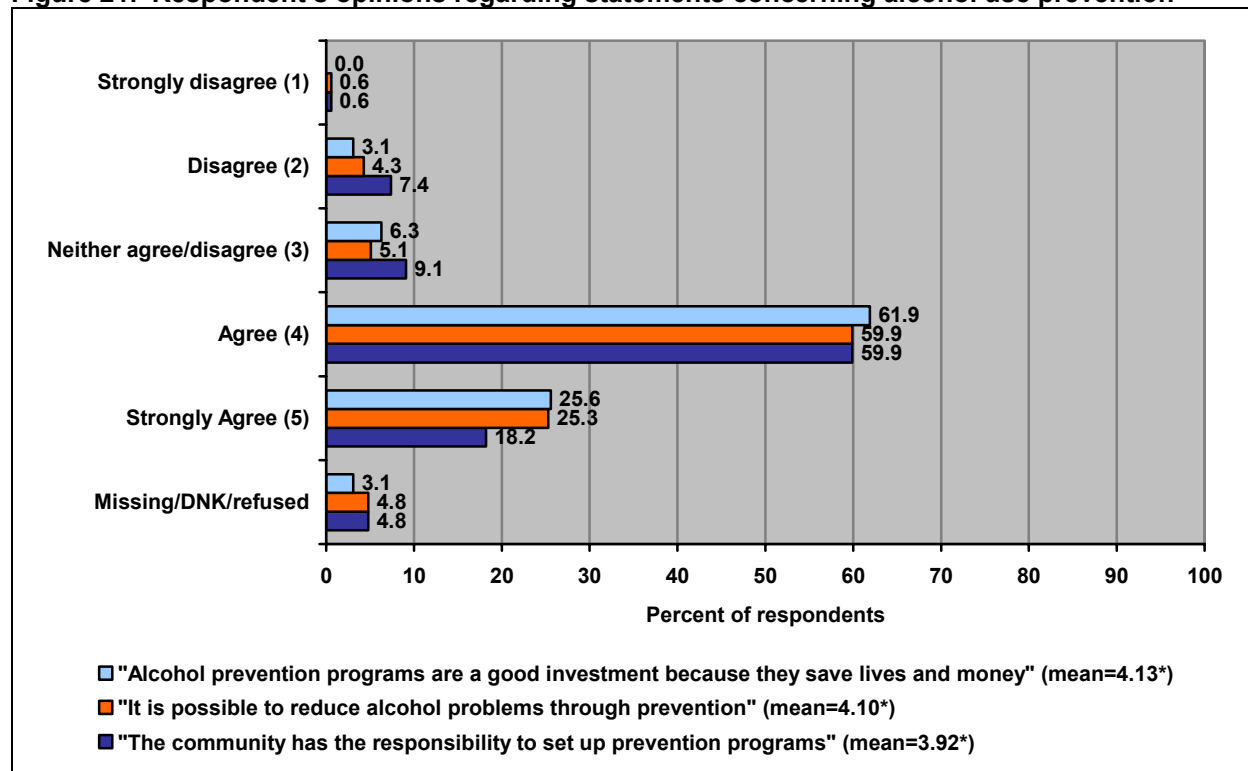
### **Significant differences based on age (2006 data)**

- A larger proportion of older respondents (76.6 percent) agree that public service announcements are a good way to change attitudes about alcohol use compared with younger respondents (55.1 percent) and intermediate age respondents (61.4 percent).
- While indicating overall agreement, on average, younger respondents (mean=3.38) do not agree as much that public service announcements are a good way to change attitudes about alcohol use as intermediate age respondents (mean=3.51) and older respondents (mean=3.77) do. Older respondents agree the most that public service announcements are a good way to change attitudes about alcohol use.

### **Significant differences based on education (2006 data)**

- A smaller proportion of respondents with a college degree (59.3 percent) agree that public service announcements are a good way to change attitudes about alcohol use compared with respondents with a high school education (75.8 percent) and respondents with some college education (71.5 percent).
  - While still indicating overall agreement, on average, respondents with a college degree (mean=3.46) agree the least that public service announcements are a good way to change attitudes about alcohol use compared with respondents with a high school education (mean=3.83) and respondents with some college education (mean=3.65). Respondents with a high school education agree the most.
-

**Figure 21. Respondent's opinions regarding statements concerning alcohol use prevention**



N=352; figure reflects 2006 survey data; see Appendix Tables 32-34

\*Means are based on a scale from 1 to 5, with 1 being "strongly disagree" and 5 being "strongly agree," and exclude "missing/DNK/refused" responses

### ***Respondent's Opinion Regarding the Statement: "Alcohol prevention programs are a good investment because they save lives and money"***

Respondents were asked how much they agree or disagree with the statement that alcohol prevention programs are a good investment because they save lives and money (using a 5-point scale where 1 represents "strongly disagree" and 5 represents "strongly agree").

See Figure 21 for overall distributions and mean for 2006. See Appendix Table 32 for overall distributions and means for 2006 and 2001.

#### **Results for 2006**

- The vast majority of respondents agree that alcohol prevention programs are a good investment because they save lives and money (87.5 percent).
- On average, respondents agree that alcohol prevention programs are a good investment because they save lives and money (mean=4.13).

#### **Comparisons to 2001 survey data**

- The differences between the two years are not significant.
- The distributions and means of responses from respondents in 2001 and in 2006 are similar regarding alcohol prevention programs being a good investment because they save lives and money.



### ***Respondent's Opinion Regarding the Statement: "It is possible to reduce alcohol problems through prevention"***

Respondents were asked how much they agree or disagree with the statement that it is possible to reduce alcohol problems through prevention (using a 5-point scale where 1 represents "strongly disagree" and 5 represents "strongly agree").

See Figure 21 for overall distributions and mean for 2006. See Appendix Table 33 for overall distributions and means for 2006 and 2001.

#### **Results for 2006**

- The vast majority of respondents agree that it is possible to reduce alcohol problems through prevention (85.2 percent).
- On average, respondents agree that it is possible to reduce alcohol problems through prevention (mean=4.10).

#### **Comparisons to 2001 survey data**

- The differences between the two years are not significant.
- The distributions and means of responses from respondents in 2001 and in 2006 are similar regarding the possibility of reducing alcohol problems through prevention.

### ***Respondent's Opinion Regarding the Statement: "The community has the responsibility to set up alcohol prevention programs"***

Respondents were asked how much they agree or disagree with the statement saying the community has the responsibility to set up alcohol prevention programs to help people avoid alcohol problems (using a 5-point scale where 1 represents "strongly disagree" and 5 represents "strongly agree").

See Figure 21 for overall distributions and mean for 2006. See Appendix Table 34 for overall distributions and means for 2006 and 2001.

#### **Results for 2006**

- Approximately three-fourths of respondents agree that the community has the responsibility to set up alcohol prevention programs to help people avoid alcohol problems (78.1 percent).
- On average, respondents agree that the community has the responsibility to set up alcohol prevention programs to help people avoid alcohol problems (mean=3.92).

#### **Comparisons to 2001 survey data**

- The differences between the two years are not significant.
- The distributions and means of responses from respondents in 2001 and in 2006 are similar regarding the community having the responsibility to set up alcohol prevention programs.

## ***Comparisons of the Three Prevention Statements***

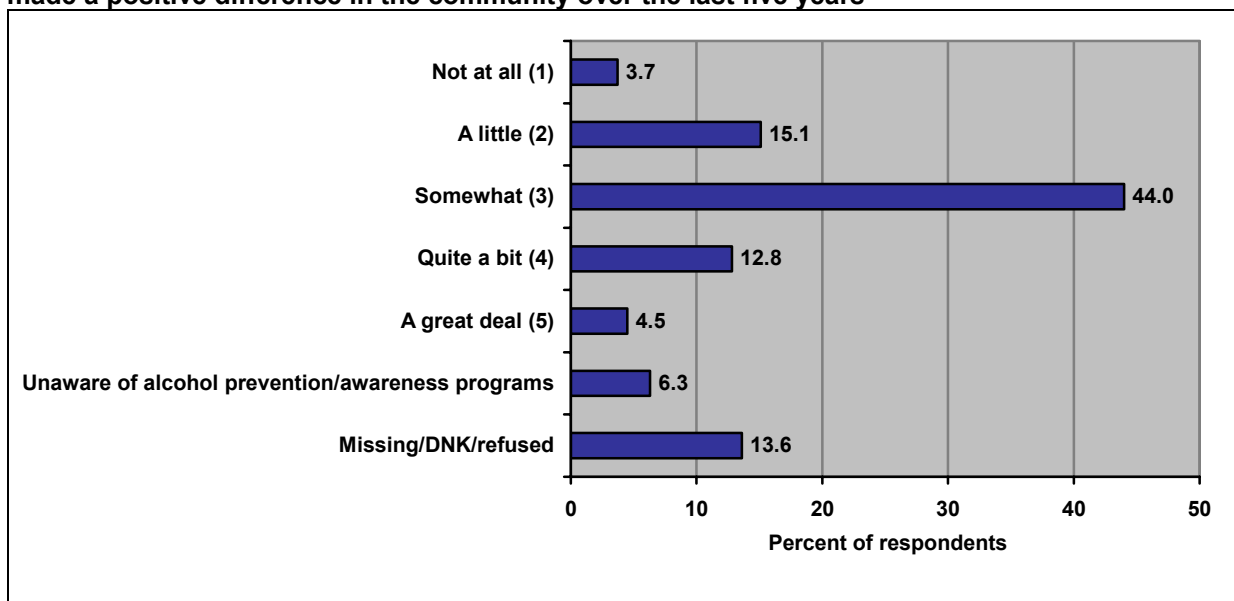
Respondents were asked how much they agree or disagree with the statements: 1) alcohol prevention programs are a good investment because they save lives and money, 2) it is possible to reduce alcohol problems through prevention, and 3) the community has the responsibility to set up alcohol prevention programs to help people avoid alcohol problems (using a 5-point scale where 1 represents “strongly disagree” and 5 represents “strongly agree”).

See Figure 21 for overall distributions and means for 2006. See Appendix Tables 32-34 for overall distributions and means for 2006 and 2001.

### **Results for 2006**

- On average, respondents agree the most that alcohol prevention programs are a good investment because they save lives and money (mean=4.13), followed by it being possible to reduce alcohol problems through prevention (mean=4.10). While still agreeing, respondents, on average, agree the least with the community having the responsibility to set up alcohol prevention programs to help people avoid alcohol problems (mean=3.92).
-

**Figure 22. Respondent's opinion regarding whether alcohol prevention and awareness programs made a positive difference in the community over the last five years**



N=352; figure reflects 2006 survey data; see Appendix Table 35

Note: The mean equals 2.99. The mean is based on a scale from 1 to 5, with 1 being "not at all" and 5 being "a great deal," and excludes "unaware of alcohol prevention/awareness programs" and "missing/DNK/refused" responses

### ***Respondent's Opinion Regarding Whether Alcohol Prevention and Awareness Programs Made a Positive Difference in the Community Over the Last Five Years***

Respondents were asked the extent that alcohol prevention and awareness programs have made a positive difference in the community over the last five years (using a 5-point scale where 1 represents "not at all" and 5 represents "a great deal").

See Figure 22 for overall distributions for 2006. See Appendix Table 35 for overall distributions for 2006.

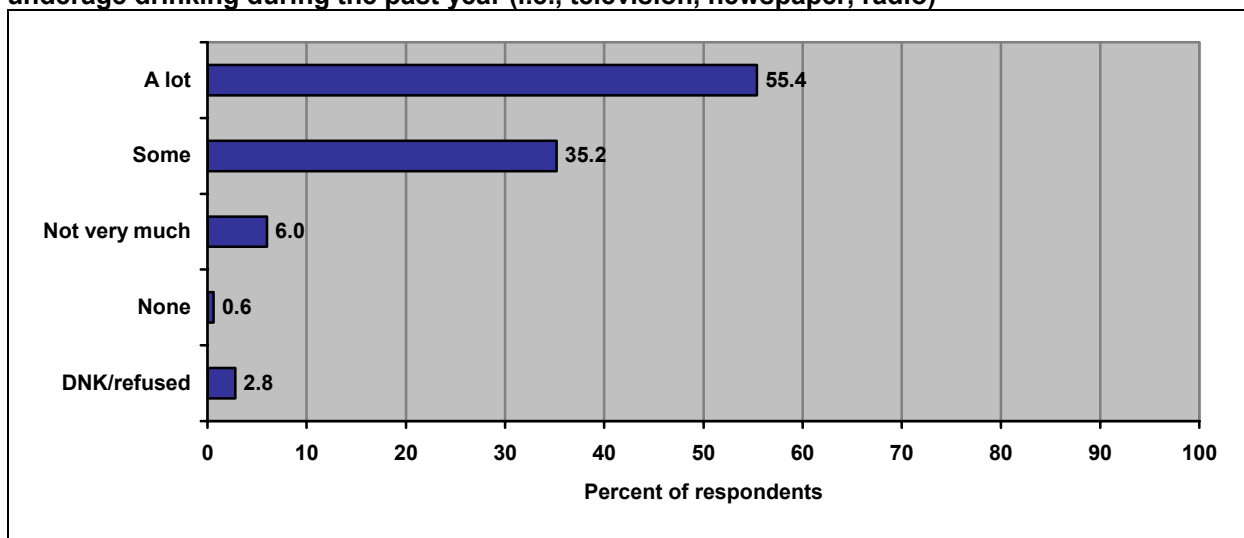
#### **Results for 2006**

- Six in 10 respondents think that alcohol prevention and awareness programs made a little/somewhat of a positive difference in the community over the last five years (59.1 percent) while 17.3 percent of respondents think that the programs made quite a bit/a great deal of a positive difference in the community. It should be noted that 13.6 percent of respondents said "do not know" or refused to answer this question. An additional 6.3 percent of respondents indicated that they are "unaware of any alcohol prevention and awareness programs."
- On average, respondents think that alcohol prevention and awareness programs made somewhat of a positive difference in the community over the last five years (mean=2.99).

#### **Comparisons to 2001 survey data**

- This question was not asked in the 2001 survey.

**Figure 23. The amount of information the respondent saw, heard, or read in the media regarding underage drinking during the past year (i.e., television, newspaper, radio)**



N=352; figure reflects 2006 survey data; see Appendix Table 36

### ***The Amount of Information the Respondent Saw, Heard, or Read in the Media Regarding Underage Drinking During the Past Year (i.e., Television, Newspaper, Radio)***

Respondents were asked how much information in the media they had seen, heard, or read regarding underage drinking during the past year (e.g., television, newspaper, radio).

See Figure 23 and Appendix Table 36 for overall distributions for 2006.

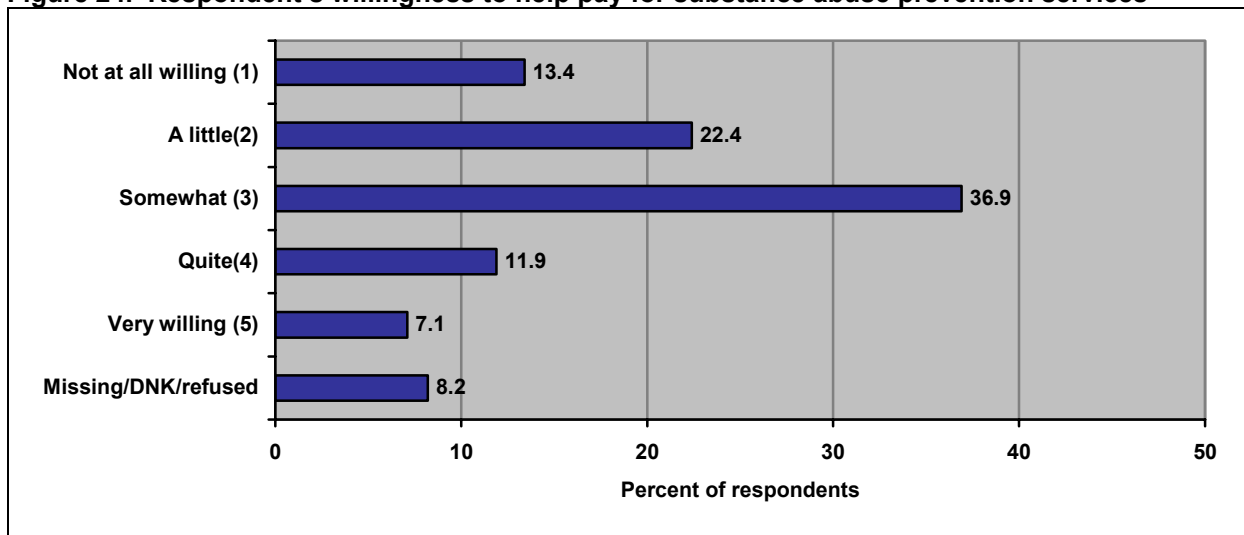
#### **Results for 2006**

- More than half of respondents indicated they saw, heard, or read a lot of information in the media regarding underage drinking during the past year (55.4 percent) while 35.2 percent of respondents indicated seeing, hearing, or reading some information in the media.

#### **Comparisons to 2001 survey data**

- This question was not asked in the 2001 survey.

**Figure 24. Respondent's willingness to help pay for substance abuse prevention services**



N=352; figure reflects 2006 survey data; see Appendix Table 37

Note: The mean equals 2.75. The mean is based on a scale from 1 to 5, with 1 being "not at all willing" and 5 being "very willing," and excludes "missing/DNK/refused" responses

### ***Respondent's Willingness to Help Pay for Substance Abuse Prevention Services***

Respondents were asked how willing they would be to help pay for substance abuse prevention services (using a 5-point scale where 1 represents "not at all willing" and 5 represents "very willing").

See Figure 24 for overall distributions and mean for 2006. See Appendix Table 37 for overall distributions and means for 2006 and 2001, and distributions and means by education (high school education, some college education, and college degree).

Regarding references to education, the term "high school education" represents respondents who are high school graduates or had their GED, as well as those who did not complete high school; the term "some college education" represents respondents with vocational/technical training or some college, but no degree; and the term "college degree" represents respondents with a college, graduate school, or professional degree.

#### **Results for 2006**

- While 13.4 percent of respondents indicated that they are not at all willing to help pay for substance abuse prevention services, 59.3 percent of respondents indicated that they are a little/somewhat willing to help pay and 19.0 percent of respondents indicated that they are quite/very willing to help pay for substance abuse prevention services.
- On average, respondents indicated that they are somewhat willing to help pay for substance abuse prevention services (mean=2.75).

#### **Comparisons to 2001 survey data**

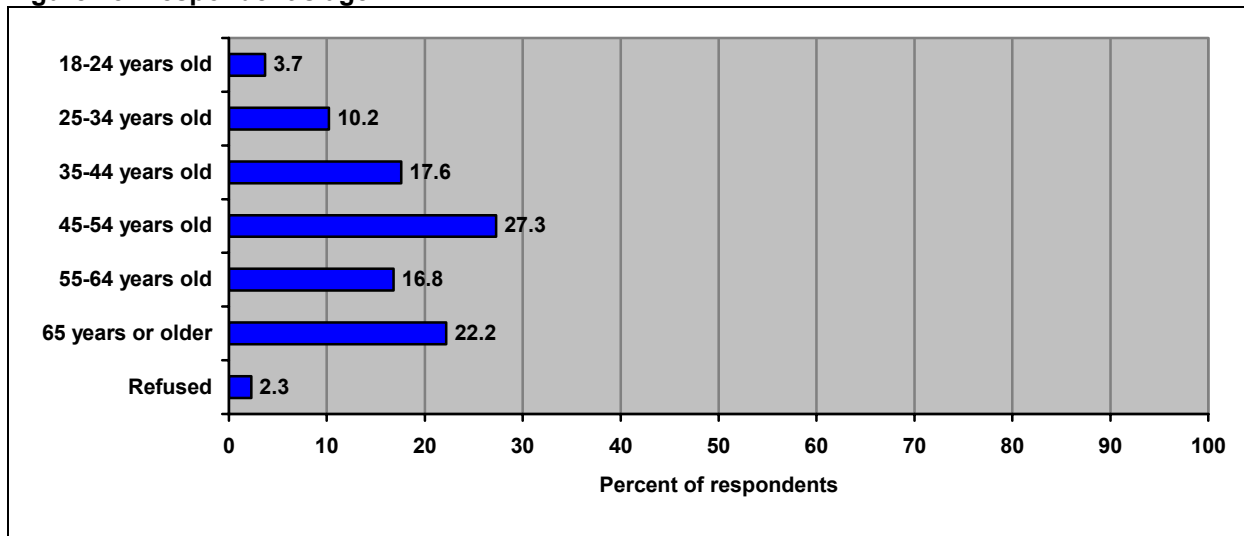
- The differences between the two years are not significant.
- The distributions and means of responses from respondents in 2001 and in 2006 are similar regarding how willing respondents would be to help pay for substance abuse prevention services.

### **Significant differences based on education (2006 data)**

- More than one-fourth of respondents with a high school education (27.4 percent) indicated that they are not at all willing to help pay for substance abuse prevention services compared with 15.1 percent of respondents with some college education and 6.8 percent of respondents with a college degree.
  - On average, respondents with a high school education (mean=2.41) are a little willing to help pay for substance abuse prevention services while respondents with some college education (mean=2.67) and respondents with a college degree are somewhat willing to help pay. Respondents with a college degree (mean=2.94) are the most willing to help pay for substance abuse prevention services.
-

## Demographics

Figure 25. Respondent's age



N=352; figure reflects 2006 survey data; see Appendix Table 38

### Respondent's Age

Respondents were asked their age.

Age was explored to see if the distribution of responses to other questions differed from what normally should be expected. Whenever significant differences occur, they are discussed in the narrative associated with each figure and distributions are reported in the appendix tables. Regarding references to age throughout the report, the term “younger” represents respondents 18-34 years old, the term “intermediate age” represents respondents 35-54 years old, and the term “older” represents respondents 55 years and older.

See Figure 25 for overall distributions for 2006. See Appendix Table 38 for overall distributions for 2006 and 2001.

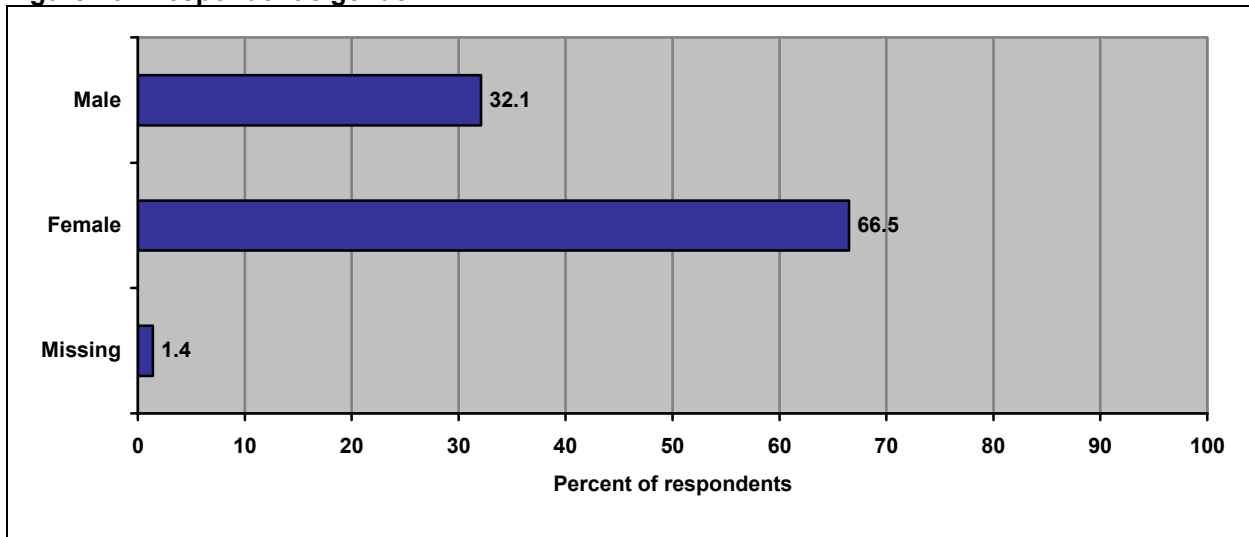
#### Results for 2006

- Four in 10 respondents are 55 years and older (39.0 percent), 44.9 percent of respondents are 35-54 years old, and 13.9 percent of respondents are 18-34 years old.

#### Comparisons to 2001 survey data

- The differences between the two years are significant.
- More than twice the proportion of respondents in 2001 than in 2006 are 18-34 years old (37.0 percent and 13.9 percent, respectively). Also, a smaller proportion of respondents in 2001 than in 2006 are 55 years and older (24.7 percent and 39.0 percent, respectively).

**Figure 26. Respondent's gender**



N=352; figure reflects 2006 survey data; see Appendix Table 39

### ***Respondent's Gender***

Respondent's gender was recorded based on voice.

See Figure 26 for overall distributions for 2006. See Appendix Table 39 for overall distributions for 2006 and 2001.

#### **Results for 2006**

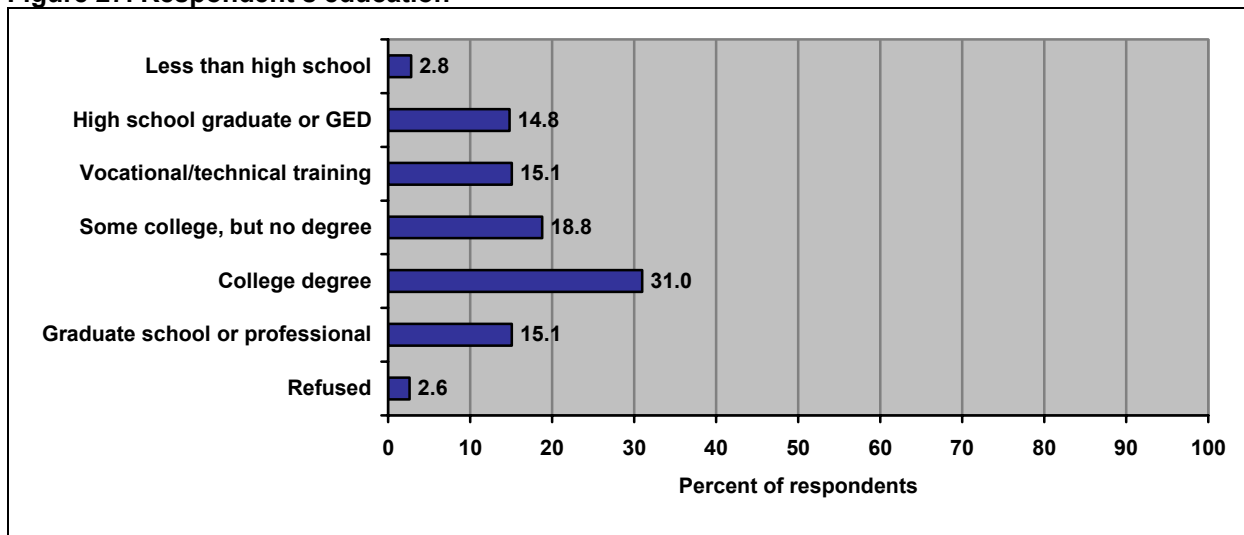
- The gender distribution of respondents reflects a larger proportion of females than males (66.5 percent and 32.1 percent, respectively). This may be due, in part, to a higher probability that women will respond to surveys.

#### **Comparisons to 2001 survey data**

- The differences between the two years are not significant.
  - The distributions of responses from respondents in 2001 and in 2006 are similar regarding the respondent's gender.
-



**Figure 27. Respondent's education**



N=352; figure reflects 2006 survey data; see Appendix Table 40

### ***Respondent's Education***

Respondents were asked how much schooling they had completed.

Education was explored to see if the distribution of responses to other questions differed from what normally should be expected. Whenever significant differences occur, they are discussed in the narrative throughout this report associated with each figure and distributions are reported in the appendix tables. Regarding references to education, the term “high school education” represents respondents who are high school graduates or have their GED, as well as those who did not complete high school; the term “some college education” represents respondents with vocational/technical training or some college, but no degree; and the term “college degree” represents respondents with a college, graduate school, or professional degree.

See Figure 27 for overall distributions for 2006. See Appendix Table 40 for overall distributions for 2006 and 2001.

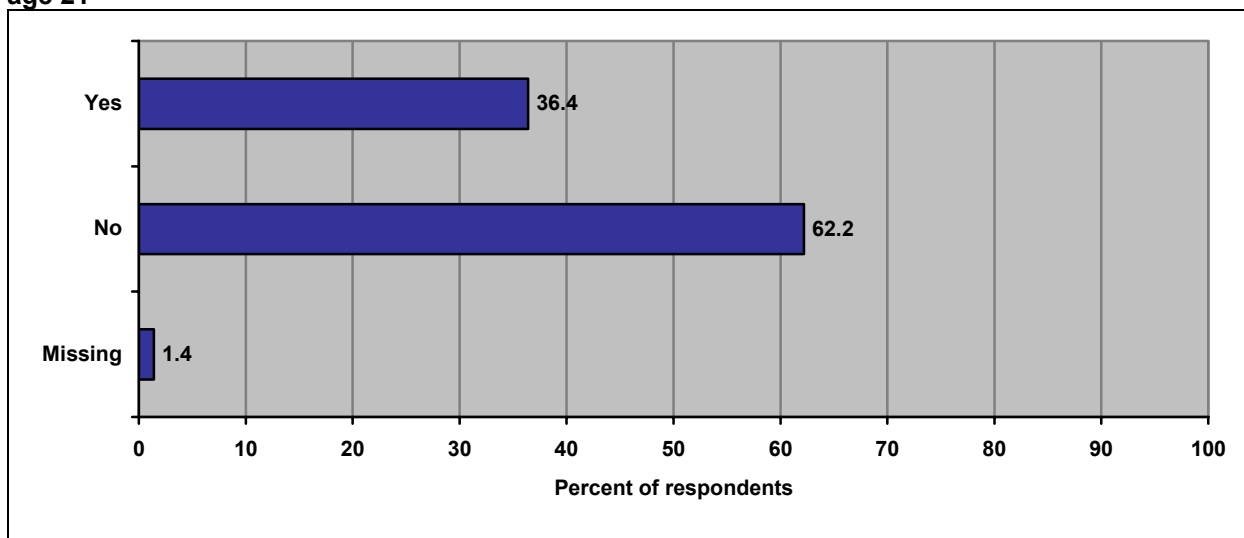
#### **Results for 2006**

- Eight in 10 respondents have some form of higher education (80.0 percent) while 46.1 percent of respondents have at least a college degree.

#### **Comparisons to 2001 survey data**

- The differences between the two years are not significant.
- The distributions and means of responses from respondents in 2001 and in 2006 are similar regarding educational attainment.

**Figure 28. Respondent's status as a parent or primary caregiver of a child or children under age 21**



N=352; figure reflects 2006 survey data; see Appendix Table 41

### ***Respondent's Status as a Parent or Primary Caregiver of a Child or Children Under Age 21***

Students were asked if they are the parent or primary caregiver of a child or children under age 21.

This characteristic was explored to see if the distribution of responses to other questions differed from what normally should be expected. Whenever significant differences occur, they are discussed in the narrative associated with each figure and distributions are reported in the appendix tables. Regarding references to parental status, the term "with children" represents respondents who are the parent or primary caregiver of children younger than 21 years old, and the term "without children" represents respondents who are not the parent or primary caregiver of children younger than 21 years old.

See Figure 28 for overall distributions for 2006. See Appendix Table 41 for overall distributions for 2006 and 2001, and distributions by age (younger, intermediate age, and older) and education (high school education, some college education, and college degree).

Regarding references to age, the term "younger" represents respondents 18-34 years old, the term "intermediate age" represents respondents 35-54 years old, and the term "older" represents respondents 55 years and older. Additionally, regarding references to education, the term "high school education" represents respondents who are high school graduates or have their GED, as well as those who did not complete high school; the term "some college education" represents respondents with vocational/technical training or some college, but no degree; and the term "college degree" represents respondents with a college, graduate school, or professional degree.

#### **Results for 2006**

- Approximately six in 10 respondents are not a parent or primary caregiver of a child or children under age 21 (62.2 percent) while 36.4 percent of respondents are a parent or primary caregiver of a child or children under age 21.

### **Comparisons to 2001 survey data**

- The differences between the two years are not significant.
- The distributions and means of responses from respondents in 2001 and in 2006 are similar regarding parental or primary caregiver status.

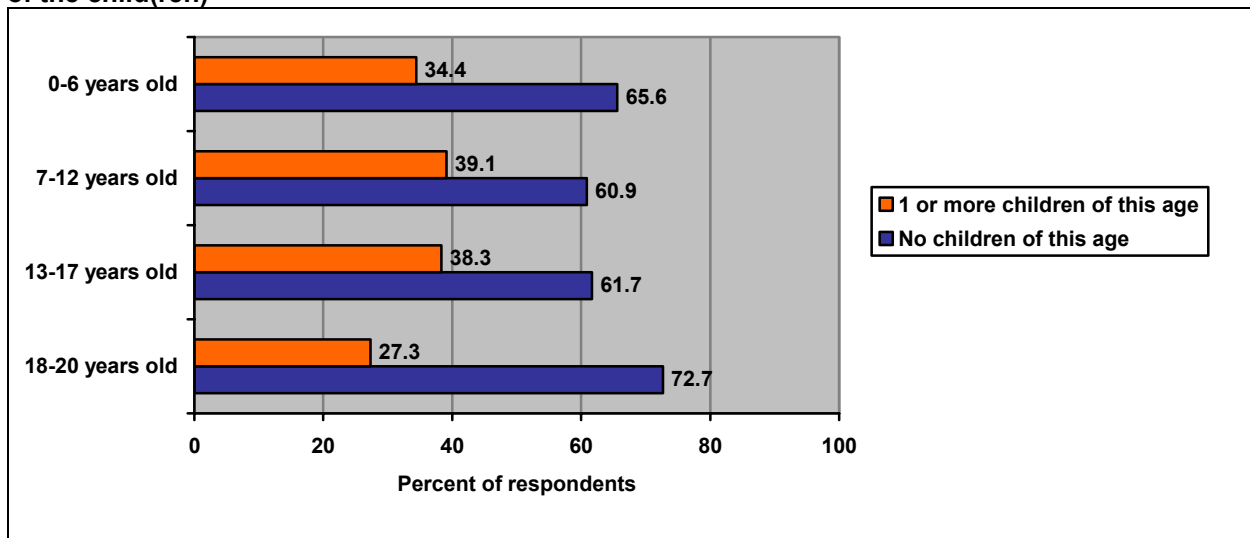
### **Significant differences based on age (2006 data)**

- A much smaller proportion of older respondents (4.4 percent) than younger respondents (53.1 percent) and intermediate age respondents (60.8 percent) indicated that they are a parent or primary caregiver of a child or children under age 21.

### **Significant differences based on education (2006 data)**

- A smaller proportion of respondents with a high school education (25.8 percent) than respondents with some college education (32.8 percent) and respondents with a college degree (45.1 percent) indicated that they are a parent or primary caregiver of a child or children under age 21.
-

**Figure 29. Among respondents who are parents or caregivers of a child under age 21, the age(s) of the child(ren)**



N=128; figure reflects 2006 survey data; see Appendix Table 42

***Among Respondents who are Parents or Caregivers of a Child Under Age 21, the Age(s) of the Child(ren)***

Respondents were asked how many children they have in each age group.

See Figure 29 for overall distributions for 2006. See Appendix Table 42 for overall distributions for 2006.

**Results for 2006**

- Among respondents who are parents or caregivers of a child under age 21, 34.4 percent of respondents have at least one child age 0-6; 39.1 percent of respondents have at least one child age 7-12; 38.3 percent of respondents have at least one child age 13-17; and 27.3 percent of respondents have at least one child age 18-20.

## Appendix Tables

**Appendix Table 1. Respondent's perception regarding how much of a problem *teenage* alcohol use is in the community**

Response	Percent of Respondents				
	2006 - Age in Years*			Year of Survey*	
	18-34 (N=49)	35-54 (N=158)	55 and older (N=137)	2001 Overall (N=487)	2006 Overall (N=352)
Not a problem	4.1	1.9	5.1	8.4	3.4
A minor problem	6.1	8.9	5.1	15.8	6.8
A moderate problem	44.9	40.5	27.0	44.8	35.8
A serious problem	28.6	38.0	50.4	22.2	41.8
DNK/refused	16.3	10.8	12.4	8.8	12.2
Total	100.0	100.1	100.0	100.0	100.0

\*Differences between the categories of the variable are significant using Chi Square at  $p < .05$

**Appendix Table 2. Respondent's perception regarding how much of a problem *adult* alcohol use is in the community**

Response	Percent of Respondents	
	Year of Survey	
	2001 Overall (N=487)	2006 Overall (N=352)
Not a problem	10.7	6.8
A minor problem	23.8	21.0
A moderate problem	48.5	52.0
A serious problem	11.7	12.8
DNK/refused	5.3	7.4
Total	100.0	100.0

**Appendix Table 3. Respondent's thoughts about drinking among *teenagers* in the community in the past five years**

Response	Percent of Respondents						Year of Survey
	2006 - Age in Years*			2006 - Education*			
	18-34 (N=49)	35-54 (N=158)	55 and older (N=137)	H.S. degree (or less) (N=62)	Some college or technical training (N=119)	College or prof. degree (N=162)	
Increased	40.8	41.8	60.6	59.7	53.8	41.4	49.4
Stayed the same	40.8	40.5	28.5	25.8	33.6	41.4	35.5
Decreased	4.1	3.2	2.2	3.2	5.9	0.6	3.1
DNK/refused	14.3	14.6	8.8	11.3	6.7	16.7	11.9
Total	100.0	100.1	100.1	100.0	100.0	100.1	99.9

Note: This question was not asked in the 2001 survey

\*Differences between the categories of the variable are significant using Chi Square at  $p < .05$

**Appendix Table 4. Respondent's thoughts about problem drinking among adults in the community in the past five years**

Response	Percent of Respondents			
	2006 - Age in Years*			Year of Survey
	18-34 (N=49)	35-54 (N=158)	55 and older (N=137)	2006 Overall (N=352)
Increased	12.2	18.4	27.7	20.7
Stayed the same	79.6	60.1	51.8	59.4
Decreased	0.0	7.0	9.5	7.1
DNK/refused	8.2	14.6	10.9	12.8
Total	100.0	100.1	99.9	100.0

Note: This question was not asked in the 2001 survey

\*Differences between the categories of the variable are significant using Chi Square at  $p < .05$

**Appendix Table 5. Respondent's opinion regarding the statement: "Kids who experiment with alcohol almost always grow out of it"**

Response	Percent of Respondents				
	2006 - Age in Years*			Year of Survey**	
	18-34 (N=49)	35-54 (N=158)	55 and older (N=137)	2001 Overall (N=487)	2006 Overall (N=352)
1 – Strongly disagree	14.3	34.8	38.7	22.0	33.5
2 – Disagree	44.9	40.5	51.1	43.9	45.7
3 – Neither agree nor disagree	18.4	8.9	1.5	10.9	7.1
4 – Agree	16.3	11.4	5.8	18.9	9.7
5 – Strongly agree	2.0	0.6	0.0	1.6	0.6
DNK/refused	4.1	3.8	2.9	2.7	3.4
Total	100.0	100.0	100.0	100.0	100.0
Mean***	2.45	1.99	1.74	2.32	1.94

\*Differences between the categories of the variable are significant using Anova at  $p < .05$

\*\*Differences between the categories of the variable are significant using t-test at  $p < .05$

\*\*\*Means are based on a scale from 1 to 5, with 1 being "strongly disagree" and 5 being "strongly agree," and exclude "DNK/refused" responses

**Appendix Table 6. How often respondent sees someone drunk in public in the community**

Response	Percent of Respondents				
	2006 - Age in Years*			Year of Survey	
	18-34 (N=49)	35-54 (N=158)	55 and older (N=137)	2001 Overall (N=487)	2006 Overall (N=352)
1 – Never	0.0	11.4	13.9	12.1	11.1
2 – Rarely	40.8	44.3	46.7	46.2	44.9
3 – Sometimes	36.7	36.7	27.7	26.5	33.0
4 – Often	10.2	6.3	7.3	10.9	7.1
5 – Very often	12.2	1.3	1.5	3.1	2.8
DNK/refused	0.0	0.0	2.9	1.2	1.1
Total	99.9	100.0	100.0	100.0	100.0
Mean**	2.94	2.42	2.34	2.46	2.45

\*Differences between the categories of the variable are significant using Anova at  $p < .05$

\*\*Means are based on a scale from 1 to 5, with 1 being "never" and 5 being "very often," and exclude "DNK/refused" responses

**Appendix Table 7. Respondent's opinion regarding the statement: "Kids who engage in binge drinking, having five or more drinks in a row, typically will have an alcohol problem later in life"**

Response	Percent of Respondents	
	Year of Survey	
	2006 Overall (N=352)	
1 – Strongly disagree		2.3
2 – Disagree		17.9
3 – Neither agree nor disagree		10.2
4 – Agree		49.1
5 – Strongly agree		16.5
DNK/refused		4.0
Total		100.0
Mean*		3.62

Note: This question was not asked in the 2001 survey

\*Mean is based on a scale from 1 to 5, with 1 being "strongly disagree" and 5 being "strongly agree," and excludes "DNK/refused" responses

**Appendix Table 8. The extent to which respondent thinks alcohol use contributes to crashes or injuries (automobiles, hunting, boating, snowmobiling) in the community**

Response	Percent of Respondents	
	Year of Survey*	
	2001 Overall (N=487)	2006 Overall (N=352)
1 – Contributes not at all	4.7	2.0
2 – A little	10.5	6.0
3 – Somewhat	30.6	29.3
4 – Quite a bit	36.1	39.8
5 – Contributes a great deal	15.0	19.0
DNK/refused	3.1	4.0
Total	100.0	100.1
Mean**	3.48	3.71

\*Differences between the categories of the variable are significant using t-test at  $p < .05$

\*\*Means are based on a scale from 1 to 5, with 1 being "contributes not at all" and 5 being "contributes a great deal," and exclude "DNK/refused" responses

**Appendix Table 9. The extent to which respondent thinks alcohol use contributes to violent crimes in the community**

Response	Percent of Respondents	
	Year of Survey*	
	2001 Overall (N=487)	2006 Overall (N=352)
1 – Contributes not at all	5.5	2.6
2 – A little	17.2	11.1
3 – Somewhat	30.8	32.7
4 – Quite a bit	27.3	31.3
5 – Contributes a great deal	12.3	14.5
DNK/refused	6.8	8.0
Total	99.9	100.2
Mean**	3.25	3.48

\*Differences between the categories of the variable are significant using t-test at  $p < .05$

\*\*Means are based on a scale from 1 to 5, with 1 being "contributes not at all" and 5 being "contributes a great deal," and exclude "DNK/refused" responses

**Appendix Table 10. Respondent's opinion regarding the statement: "Among teenagers, problems associated with drinking are not as damaging as problems associated with drugs"**

Response	Percent of Respondents	
	Year of Survey	
	2006 Overall (N=352)	
1 – Strongly disagree		24.1
2 – Disagree		36.6
3 – Neither agree nor disagree		9.1
4 – Agree		21.3
5 – Strongly agree		4.8
Missing/DNK/refused		4.0
Total		99.9
Mean*		2.44

Note: This question was not asked in the 2001 survey

\*Mean is based on a scale from 1 to 5, with 1 being "strongly disagree" and 5 being "strongly agree," and excludes "missing/DNK/refused" responses

**Appendix Table 11. Whether respondent thinks it is okay for parents to offer their teenagers alcoholic beverages in their home**

Response	Percent of Respondents							
	2006 - Age in Years*			2006 - Education*			Year of Survey*	
	18-34 (N=49)	35-54 (N=158)	55 and older (N=137)	H.S. degree (or less) (N=62)	Some college or technical training (N=119)	College or prof. degree (N=162)	2001 Overall (N=487)	2006 Overall (N=352)
No, never	42.9	62.0	62.8	79.0	51.3	58.0	50.1	59.7
Yes, but only on special occasions	53.1	32.9	32.1	19.4	42.9	36.4	45.2	35.5
Yes, on any occasion	4.1	2.5	2.2	0.0	2.5	3.7	4.1	2.6
DNK/refused	0.0	2.5	2.9	1.6	3.4	1.9	0.6	2.3
Total	100.1	99.9	100.0	100.0	100.1	100.0	100.0	100.1

\*Differences between the categories of the variable are significant using Chi Square at p<.05

**Appendix Table 12. Respondent's rating of parents' action: "Parents offer their teenager an alcoholic beverage to drink with them saying they prefer he or she drink with them rather than drink elsewhere"**

Response	Percent of Respondents							
	2006 - Age in Years*			2006 - Parental Status**		Year of Survey**		
	18-34 (N=49)	35-54 (N=158)	55 and older (N=137)	With child(ren) < 21 (N=128)	Without child(ren) < 21 (N=219)	2001 Overall (N=487)	2006 Overall (N=352)	
1 – Not at all acceptable	51.0	67.7	66.4	70.3	61.6	56.1	65.1	
2 – A little	20.4	20.3	15.3	20.3	17.4	22.0	18.2	
3 – Somewhat	16.3	7.6	13.1	7.0	13.2	14.8	11.1	
4 – Quite	8.2	1.9	2.2	0.8	4.1	3.7	2.8	
5 – Very acceptable	2.0	0.6	2.2	0.8	1.8	3.1	1.4	
DNK/refused	2.0	1.9	0.7	0.8	1.8	0.4	1.4	
Total	99.9	100.0	99.9	100.0	99.9	100.1	100.0	
Mean***	1.88	1.45	1.57	1.40	1.65	1.75	1.55	

\*Differences between the categories of the variable are significant using Anova at p<.05

\*\*Differences between the categories of the variable are significant using t-test at p<.05

\*\*\*Means are based on a scale from 1 to 5, with 1 being "not at all acceptable" and 5 being "very acceptable," and exclude "DNK/refused" responses



**Appendix Table 13. Respondent's rating of parents' action: "After finding out their teenager had been drinking alcohol, the parents tell their teenager to use alcohol carefully and not let it interfere with schoolwork"**

Response	Percent of Respondents				
	2006 - Age in Years*			Year of Survey**	
	18-34 (N=49)	35-54 (N=158)	55 and older (N=137)	2001 Overall (N=487)	2006 Overall (N=352)
1 – Not at all acceptable	67.3	81.0	81.8	76.8	79.5
2 – A little	16.3	9.5	6.6	10.1	9.4
3 – Somewhat	12.2	5.7	7.3	9.0	7.1
4 – Quite	4.1	0.6	1.5	2.1	1.4
5 – Very acceptable	0.0	0.6	0.0	1.6	0.3
DNK/refused	0.0	2.5	2.9	0.4	2.3
Total	99.9	99.9	100.1	100.0	100.0
Mean***	1.53	1.26	1.26	1.41	1.30

\*Differences between the categories of the variable are significant using Anova at  $p < .05$

\*\*Differences between the categories of the variable are significant using t-test at  $p < .05$

\*\*\*Means are based on a scale from 1 to 5, with 1 being "not at all acceptable" and 5 being "very acceptable," and exclude "DNK/refused" responses

**Appendix Table 14. Respondent's opinion regarding teenagers' action: "Teenagers should be able to drink as long as they don't drive afterwards"**

Response	Percent of Respondents				
	2006 - Education*			Year of Survey**	
	H.S. degree (or less) (N=62)	Some college or technical training (N=119)	College or prof. degree (N=162)	2001 Overall (N=487)	2006 Overall (N=352)
1 – Strongly disagree	71.0	50.4	69.8	51.7	62.8
2 – Disagree	24.2	45.4	27.2	33.9	33.5
3 – Neither agree nor disagree	0.0	0.0	1.9	3.5	0.9
4 – Agree	1.6	3.4	0.6	8.4	1.7
5 – Strongly agree	1.6	0.8	0.0	2.1	0.6
DNK/refused	1.6	0.0	0.6	0.4	0.6
Total	100.0	100.0	100.1	100.0	100.1
Mean***	1.36	1.59	1.33	1.75	1.43

\*Differences between the categories of the variable are significant using Anova at  $p < .05$

\*\*Differences between the categories of the variable are significant using t-test at  $p < .05$

\*\*\*Means are based on a scale from 1 to 5, with 1 being "strongly disagree" and 5 being "strongly agree," and exclude "DNK/refused" responses

**Appendix Table 15. Respondent's opinion regarding teenagers' action: "It is okay for teenagers to drink at parties if they don't get too drunk"**

Response	Percent of Respondents				
	2006 - Age in Years*			Year of Survey**	
	18-34 (N=49)	35-54 (N=158)	55 and older (N=137)	2001 Overall (N=487)	2006 Overall (N=352)
1 – Strongly disagree	44.9	62.0	62.0	50.3	59.4
2 – Disagree	38.8	32.3	34.3	33.7	34.4
3 – Neither agree nor disagree	10.2	1.3	0.7	6.4	2.3
4 – Agree	4.1	2.5	0.7	7.2	2.0
5 – Strongly agree	0.0	0.0	0.7	2.1	0.3
DNK/refused	2.0	1.9	1.5	0.4	1.7
Total	100.0	100.0	99.9	100.1	100.1
Mean***	1.73	1.43	1.41	1.76	1.47

\*Differences between the categories of the variable are significant using Anova at  $p < .05$

\*\*Differences between the categories of the variable are significant using t-test at  $p < .05$

\*\*\*Means are based on a scale from 1 to 5, with 1 being "strongly disagree" and 5 being "strongly agree," and exclude "DNK/refused" responses

**Appendix Table 16. Respondent's perception of how often the typical teenager in the community has five or more drinks in a row over a two week period**

Response	Percent of Respondents						
	2006 - Age in Years*			2006 - Parental Status*		Year of Survey	
	18-34 (N=49)	35-54 (N=158)	55 and older (N=137)	With child(ren) < 21 (N=128)	Without child(ren) < 21 (N=219)	2001 Overall (N=487)	2006 Overall (N=352)
Not at all	0.0	5.1	3.6	3.1	4.1	4.7	3.7
Once	22.4	26.6	13.1	30.5	14.6	18.9	20.2
Twice	28.6	17.1	21.9	18.0	21.9	24.2	20.7
3-5 times	30.6	32.3	26.3	28.9	30.1	26.7	29.5
6-9 times	6.1	3.8	2.9	3.9	3.7	6.0	4.0
10 or more times	0.0	0.6	2.2	0.0	1.8	2.1	1.1
DNK/refused	12.2	14.6	29.9	15.6	23.7	17.5	20.7
Total	99.9	100.1	99.9	100.0	99.9	100.1	99.9

\*Differences between the categories of the variable are significant using Chi Square at  $p < .05$

**Appendix Table 17. Respondent's thoughts about binge drinking among teenagers in the community in the past five years**

Response	Percent of Respondents			
	2006 - Age in Years*			Year of Survey
	18-34 (N=49)	35-54 (N=158)	55 and older (N=137)	2006 Overall (N=352)
Increased	53.1	55.1	66.4	59.1
Stayed the same	34.7	37.3	21.2	30.7
Decreased	4.1	3.2	2.9	3.4
DNK/refused	8.2	4.4	9.5	6.8
Total	100.1	100.0	100.0	100.0

Note: This question was not asked in the 2001 survey

\*Differences between the categories of the variable are significant using Chi Square at  $p < .05$

**Appendix Table 18. How difficult respondent thinks it is for teenagers in the community to sneak alcohol from their home or a friend's home**

Response	Percent of Respondents	
	Year of Survey	
	2001 Overall (N=487)	2006 Overall (N=352)
1 – Not at all difficult	48.5	50.3
2 – A little difficult	19.5	14.8
3 – Somewhat difficult	18.5	19.9
4 – Quite difficult	2.9	4.0
5 – Very difficult	2.7	2.0
DNK/refused	8.0	9.1
Total	100.1	100.1
Mean*	1.82	1.82

\*Means are based on a scale from 1 to 5, with 1 being "not at all difficult" and 5 being "very difficult," and exclude "DNK/refused" responses

**Appendix Table 19. How difficult respondent thinks it is for teenagers in the community to get an older person to buy alcohol for them**

Response	Percent of Respondents	
	Year of Survey	
	2001 Overall (N=487)	2006 Overall (N=352)
1 – Not at all difficult	43.5	41.2
2 – A little difficult	17.7	19.6
3 – Somewhat difficult	23.0	25.0
4 – Quite difficult	5.5	4.3
5 – Very difficult	3.5	2.8
DNK/refused	6.8	7.1
Total	100.0	100.0
Mean*	2.01	2.01

\*Means are based on a scale from 1 to 5, with 1 being "not at all difficult" and 5 being "very difficult," and exclude "DNK/refused" responses

**Appendix Table 20. How difficult respondent thinks it is for teenagers in the community to get their parents to give alcohol to them**

Response	Percent of Respondents						
	2006 - Age in Years*			2006 - Parental Status**		Year of Survey**	
	18-34 (N=49)	35-54 (N=158)	55 and older (N=137)	With child(ren) < 21 (N=128)	Without child(ren) < 21 (N=219)	2001 Overall (N=487)	2006 Overall (N=352)
1 – Not at all difficult	4.1	8.2	13.1	6.3	11.4	3.9	9.9
2 – A little difficult	8.2	12.0	21.2	9.4	18.3	11.5	15.1
3 – Somewhat difficult	38.8	34.8	29.2	32.0	33.3	29.0	32.7
4 – Quite difficult	32.7	20.9	10.2	28.9	11.9	24.0	18.2
5 – Very difficult	8.2	15.8	10.2	14.8	11.4	20.9	12.5
DNK/refused	8.2	8.2	16.1	8.6	13.7	10.7	11.6
Total	100.2	99.9	100.0	100.0	100.0	100.0	100.0
Mean***	3.36	3.26	2.80	3.40	2.93	3.52	3.09

\*Differences between the categories of the variable are significant using Anova at  $p < .05$

\*\*Differences between the categories of the variable are significant using t-test at  $p < .05$

\*\*\*Means are based on a scale from 1 to 5, with 1 being "not at all difficult" and 5 being "very difficult," and exclude "DNK/refused" responses

**Appendix Table 21. How difficult respondent thinks it is for teenagers in the community to buy beer, wine, or hard liquor at a store themselves**

Response	Percent of Respondents				
	2006 - Age in Years*			Year of Survey**	
	18-34 (N=49)	35-54 (N=158)	55 and older (N=137)	2001 Overall (N=487)	2006 Overall (N=352)
1 – Not at all difficult	10.2	5.1	9.5	8.4	7.4
2 – A little difficult	6.1	11.4	17.5	8.0	12.8
3 – Somewhat difficult	28.6	31.0	31.4	26.7	30.7
4 – Quite difficult	34.7	31.0	22.6	26.3	28.7
5 – Very difficult	16.3	16.5	8.0	23.8	12.8
DNK/refused	4.1	5.1	10.9	6.8	7.7
Total	100.0	100.1	99.9	100.0	100.1
Mean***	3.43	3.45	3.02	3.53	3.29

\*Differences between the categories of the variable are significant using Anova at  $p < .05$

\*\*Differences between the categories of the variable are significant using t-test at  $p < .05$

\*\*\*Means are based on a scale from 1 to 5, with 1 being “not at all difficult” and 5 being “very difficult,” and exclude “DNK/refused” responses

**Appendix Table 22. How difficult respondent thinks it is for teenagers in the community to order a drink in a bar**

Response	Percent of Respondents	
	Year of Survey	
	2001 Overall (N=487)	2006 Overall (N=352)
1 – Not at all difficult	2.3	1.4
2 – A little difficult	6.4	9.1
3 – Somewhat difficult	19.1	20.7
4 – Quite difficult	31.0	34.4
5 – Very difficult	35.3	27.0
DNK/refused	6.0	7.4
Total	100.1	100.0
Mean*	3.97	3.83

\*Means are based on a scale from 1 to 5, with 1 being “not at all difficult” and 5 being “very difficult,” and exclude “DNK/refused” responses

**Appendix Table 23. Respondent’s perception of how difficult it has become for teenagers to obtain alcohol in the community over the past five years**

Response	Percent of Respondents
	Year of Survey
	2006 Overall (N=352)
Easier	33.5
Stayed the same	39.2
Harder	19.9
DNK/refused	7.4
Total	100.0

Note: This question was not asked in the 2001 survey

**Appendix Table 24. Respondent's position regarding "Penalizing liquor stores or businesses caught selling alcohol to teenagers"**

Response	Percent of Respondents	
	Year of Survey*	
	2001 Overall (N=487)	2006 Overall (N=352)
1 – Strongly oppose	6.0	2.3
2 – Somewhat oppose	8.2	4.8
3 – Neither favor nor oppose	7.2	7.1
4 – Somewhat favor	24.6	24.1
5 – Strongly favor	52.4	59.1
Missing/DNK/refused	1.6	2.6
Total	100.0	100.0
Mean**	4.11	4.36

\*Differences between the categories of the variable are significant using t-test at  $p < .05$

\*\*Means are based on a scale from 1 to 5, with 1 being "strongly oppose" and 5 being "strongly favor," and exclude "missing/DNK/refused" responses

**Appendix Table 25. Respondent's position regarding "Penalizing adults, 21 and older, who provide alcohol to teenagers"**

Response	Percent of Respondents	
	Year of Survey*	
	2001 Overall (N=487)	2006 Overall (N=352)
1 – Strongly oppose	7.2	2.8
2 – Somewhat oppose	3.7	1.4
3 – Neither favor nor oppose	2.9	3.1
4 – Somewhat favor	15.8	18.8
5 – Strongly favor	69.2	73.0
Missing/DNK/refused	1.2	0.9
Total	100.0	100.0
Mean**	4.38	4.59

\*Differences between the categories of the variable are significant using t-test at  $p < .05$

\*\*Means are based on a scale from 1 to 5, with 1 being "strongly oppose" and 5 being "strongly favor," and exclude "missing/DNK/refused" responses

**Appendix Table 26. Respondent's position regarding "Penalizing teenagers caught using alcohol"**

Response	Percent of Respondents	
	Year of Survey*	
	2001 Overall (N=487)	2006 Overall (N=352)
1 – Strongly oppose	5.3	1.7
2 – Somewhat oppose	9.4	4.0
3 – Neither favor nor oppose	5.5	5.4
4 – Somewhat favor	29.4	35.2
5 – Strongly favor	47.8	51.7
Missing/DNK/refused	2.5	2.0
Total	99.9	100.0
Mean**	4.08	4.34

\*Differences between the categories of the variable are significant using t-test at  $p < .05$

\*\*Means are based on a scale from 1 to 5, with 1 being "strongly oppose" and 5 being "strongly favor," and exclude "missing/DNK/refused" responses

**Appendix Table 27. Respondent's opinion regarding the statement: "It seems like my community is not interested in changing no matter what the issue is"**

Response	Percent of Respondents	
	Year of Survey	
	2001 Overall (N=487)	2006 Overall (N=352)
1 – Strongly disagree	7.8	11.4
2 – Disagree	57.3	57.1
3 – Neither agree nor disagree	12.3	8.5
4 – Agree	14.4	15.1
5 – Strongly agree	1.8	2.0
Missing/DNK/refused	6.4	6.0
Total	100.0	100.1
Mean*	2.41	2.35

\*Means are based on a scale from 1 to 5, with 1 being "strongly disagree" and 5 being "strongly agree," and exclude "missing/DNK/refused" responses

**Appendix Table 28. Respondent's opinion regarding the statement: "There is no sense of commitment in my community"**

Response	Percent of Respondents				
	2006 - Education*			Year of Survey	
	H.S. degree (or less) (N=62)	Some college or technical training (N=119)	College or prof. degree (N=162)	2001 Overall (N=487)	2006 Overall (N=352)
1 – Strongly disagree	3.2	12.6	13.6	14.0	11.1
2 – Disagree	64.5	66.4	65.4	61.8	64.5
3 – Neither agree nor disagree	6.5	5.9	6.2	9.0	6.0
4 – Agree	16.1	7.6	12.3	9.0	11.4
5 – Strongly agree	4.8	0.0	0.0	1.0	0.9
Missing/DNK/refused	4.8	7.6	2.5	5.1	6.3
Total	99.9	100.1	100.0	99.9	100.2
Mean**	2.53	2.09	2.18	2.17	2.22

\* Differences between the categories of the variable are significant using Anova at p<.05

\*\*Means are based on a scale from 1 to 5, with 1 being "strongly disagree" and 5 being "strongly agree," and exclude "missing/DNK/refused" responses

**Appendix Table 29. Respondent's preference regarding "Having law enforcement spend more time enforcing the minimum drinking age"**

Response	Percent of Respondents				
	2006 - Age in Years*			Year of Survey**	
	18-34 (N=49)	35-54 (N=158)	55 and older (N=137)	2001 Overall (N=487)	2006 Overall (N=352)
1 – Strongly oppose	6.1	1.9	3.6	8.8	3.1
2 – Somewhat oppose	18.4	11.4	5.1	13.1	9.7
3 – Neither favor nor oppose	14.3	19.0	9.5	10.7	14.2
4 – Somewhat favor	30.6	36.1	36.5	29.4	35.5
5 – Strongly favor	28.6	31.0	43.1	35.5	35.2
Missing/DNK/refused	2.0	0.6	2.2	2.5	2.3
Total	100.0	100.0	100.0	100.0	100.0
Mean***	3.58	3.83	4.13	3.71	3.92

\*Differences between the categories of the variable are significant using Anova at p<.05

\*\*Differences between the categories of the variable are significant using t-test at p<.05

\*\*\*Means are based on a scale from 1 to 5, with 1 being "strongly oppose" and 5 being "strongly favor," and exclude "missing/DNK/refused" responses

**Appendix Table 30. Respondent's opinion regarding the statement: "Schools need to be more active in dealing with alcohol"**

Response	Percent of Respondents			
	2006 - Parental Status*		Year of Survey*	
	With child(ren) < 21 (N=128)	Without child(ren) < 21 (N=219)	2001 Overall (N=487)	2006 Overall (N=352)
1 – Strongly disagree	0.8	0.0	3.7	0.3
2 – Disagree	11.7	5.0	8.8	7.4
3 – Neither agree nor disagree	8.6	9.6	7.6	9.1
4 – Agree	49.2	48.4	49.3	48.3
5 – Strongly agree	27.3	33.8	28.7	31.0
Missing/DNK/refused	2.3	3.2	1.8	4.0
Total	99.9	100.0	99.9	100.1
Mean**	3.93	4.15	3.92	4.07

\*Differences between the categories of the variable are significant using t-test at  $p < .05$

\*\*Means are based on a scale from 1 to 5, with 1 being "strongly disagree" and 5 being "strongly agree," and exclude "missing/DNK/refused" responses

**Appendix Table 31. Respondent's opinion regarding the statement: "Public service announcements are a good way to change attitudes about alcohol use"**

Response	Percent of Respondents							
	2006 - Age in Years*			2006 - Education*			Year of Survey	
	18-34 (N=49)	35-54 (N=158)	55 and older (N=137)	H.S. degree (or less) (N=62)	Some college or technical training (N=119)	College or prof. degree (N=162)	2001 Overall (N=487)	2006 Overall (N=352)
1 – Strongly disagree	4.1	3.2	0.7	0.0	3.4	2.5	4.1	2.3
2 – Disagree	22.4	16.5	12.4	12.9	12.6	19.1	15.8	15.3
3 – Neither agree nor disagree	16.3	15.8	7.3	6.5	10.9	16.0	9.2	12.5
4 – Agree	42.9	50.6	64.2	59.7	59.7	49.4	57.7	54.0
5 – Strongly agree	12.2	10.8	12.4	16.1	11.8	9.9	11.3	11.4
Missing/DNK/refused	2.0	3.2	2.9	4.8	1.7	3.1	1.8	4.5
Total	99.9	100.1	99.9	100.0	100.1	100.0	99.9	100.0
Mean**	3.38	3.51	3.77	3.83	3.65	3.46	3.57	3.60

\*Differences between the categories of the variable are significant using Anova at  $p < .05$

\*\*Means are based on a scale from 1 to 5, with 1 being "strongly disagree" and 5 being "strongly agree," and exclude "missing/DNK/refused" responses

**Appendix Table 32. Respondent's opinion regarding the statement: "Alcohol prevention programs are a good investment because they save lives and money"**

Response	Percent of Respondents	
	Year of Survey	
	2001 Overall (N=487)	2006 Overall (N=352)
1 – Strongly disagree	1.8	0.0
2 – Disagree	3.3	3.1
3 – Neither agree nor disagree	7.4	6.3
4 – Agree	60.0	61.9
5 – Strongly agree	25.9	25.6
Missing/DNK/refused	1.6	3.1
Total	100.0	100.0
Mean*	4.06	4.13

\*Means are based on a scale from 1 to 5, with 1 being "strongly disagree" and 5 being "strongly agree," and exclude "missing/DNK/refused" responses

**Appendix Table 33. Respondent's opinion regarding the statement: "It is possible to reduce alcohol problems through prevention"**

Response	Percent of Respondents	
	Year of Survey	
	2001 Overall (N=487)	2006 Overall (N=352)
1 – Strongly disagree	2.7	0.6
2 – Disagree	4.5	4.3
3 – Neither agree nor disagree	6.2	5.1
4 – Agree	58.9	59.9
5 – Strongly agree	25.7	25.3
Missing/DNK/refused	2.1	4.8
Total	100.1	100.0
Mean*	4.03	4.10

\*Means are based on a scale from 1 to 5, with 1 being "strongly disagree" and 5 being "strongly agree," and exclude "missing/DNK/refused" responses

**Appendix Table 34. Respondent's opinion regarding the statement: "The community has the responsibility to set up prevention programs"**

Response	Percent of Respondents	
	Year of Survey	
	2001 Overall (N=487)	2006 Overall (N=352)
1 – Strongly disagree	2.1	0.6
2 – Disagree	7.4	7.4
3 – Neither agree nor disagree	8.0	9.1
4 – Agree	62.8	59.9
5 – Strongly agree	17.9	18.2
Missing/DNK/refused	1.8	4.8
Total	100.0	100.0
Mean*	3.89	3.92

\*Means are based on a scale from 1 to 5, with 1 being "strongly disagree" and 5 being "strongly agree," and exclude "missing/DNK/refused" responses

**Appendix Table 35. Respondent's opinion regarding whether alcohol prevention and awareness programs made a positive difference in the community over the last five years**

Response	Percent of Respondents	
	Year of Survey	
	2006 Overall (N=352)	
1 – Not at all	3.7	
2 – A little	15.1	
3 – Somewhat	44.0	
4 – Quite a bit	12.8	
5 – A great deal	4.5	
6 – Unaware of alcohol prevention/awareness programs	6.3	
Missing/DNK/refused	13.6	
Total	100.0	
Mean*	2.99	

Note: This question was not asked in the 2001 survey

\*Mean is based on a scale from 1 to 5, with 1 being "not at all" and 5 being "a great deal," and excludes "missing/DNK/refused" and "unaware of alcohol prevention/awareness programs" responses



**Appendix Table 36. The amount of information the respondent saw, heard, or read in the media regarding underage drinking during the past year (i.e., television, newspaper, radio)**

Response	Percent of Respondents	
	Year of Survey	
	2006 Overall (N=352)	
A lot	55.4	
Some	35.2	
Not very much	6.0	
None	0.6	
DNK/refused	2.8	
Total	100.0	

Note: This question was not asked in the 2001 survey

**Appendix Table 37. Respondent's willingness to help pay for substance abuse prevention services**

Response	Percent of Respondents				
	2006 - Education*			Year of Survey	
	H.S. degree (or less) (N=62)	Some college or technical training (N=119)	College or prof. degree (N=162)	2001 Overall (N=487)	2006 Overall (N=352)
1 – Not at all willing	27.4	15.1	6.8	17.0	13.4
2 – A little	21.0	22.7	24.1	24.6	22.4
3 – Somewhat	35.5	37.8	38.3	33.9	36.9
4 – Quite	3.2	10.9	16.0	12.1	11.9
5 – Very willing	8.1	5.9	8.0	7.8	7.1
Missing/DNK/refused	4.8	7.6	6.8	4.5	8.2
Total	100.0	100.0	100.0	99.9	99.9
Mean**	2.41	2.67	2.94	2.68	2.75

\* Differences between the categories of the variable are significant using Anova at p<.05

\*\*Means are based on a scale from 1 to 5, with 1 being "not at all willing" and 5 being "very willing," and exclude "missing/DNK/refused" responses

**Appendix Table 38. Respondent's age**

Response	Percent of Respondents	
	Year of Survey*	
	2001 Overall (N=487)	2006 Overall (N=352)
18-24 years old	15.2	3.7
25-34 years old	21.8	10.2
35-44 years old	22.4	17.6
45-54 years old	15.4	27.3
55-64 years old	9.7	16.8
65 years or older	15.0	22.2
Refused	0.6	2.3
Total	100.1	100.1

\*Differences between the categories of the variable are significant using Chi Square at p<.05

**Appendix Table 39. Respondent's gender**

Response	Percent of Respondents	
	Year of Survey	
	2001 Overall (N=487)	2006 Overall (N=352)
Male	36.8	32.1
Female	63.2	66.5
Missing	0.0	1.4
Total	100.0	100.0

**Appendix Table 40. Respondent's education**

Response	Percent of Respondents	
	Year of Survey	
	2001 Overall (N=487)	2006 Overall (N=352)
Less than high school	3.5	2.8
High school graduate or GED	19.5	14.8
Vocational/technical training	11.7	15.1
Some college, but no degree	23.6	18.8
College degree	30.4	31.0
Graduate school or professional	10.5	15.1
Refused	0.8	2.6
Total	100.0	100.2

**Appendix Table 41. Respondent's status as a parent or primary caregiver of a child or children under age 21**

Response	Percent of Respondents							
	2006 - Age in Years*			2006 - Education*			Year of Survey	
	18-34 (N=49)	35-54 (N=158)	55 and older (N=137)	H.S. degree (or less) (N=62)	Some college or technical training (N=119)	College or prof. degree (N=162)	2001 Overall (N=487)	2006 Overall (N=352)
Yes	53.1	60.8	4.4	25.8	32.8	45.1	39.0	36.4
No	46.9	39.2	95.6	74.2	67.2	54.9	61.0	62.2
Missing	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

\*Differences between the categories of the variable are significant using Chi Square at  $p < .05$

**Appendix Table 42. Among respondents who are parents or caregivers of a child under age 21, the age(s) of the child(ren)**

Response*	Percent of Respondents			
	2006 - Age of Children in Years			
	0-6 (N=128)	7-12 (N=128)	13-17 (N=128)	18-20 (N=128)
1 or more children of this age	34.4	39.1	38.3	27.3
No children of this age	65.6	60.9	61.7	72.7
Total	100.0	100.0	100.0	100.0

\*Respondents were asked to give the number of children, in each age group, that they are the primary parent or caregiver for. The responses were then grouped with "yes" being one or more children and "no" being no children in that age group

## 2006 Adult Survey Instrument

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### Community Readiness Survey April 2006

Hello, my name is \_\_\_\_\_ and I'm calling from the Center for Social Research at North Dakota State University. We are calling adults in the Fargo area to ask your opinions about alcohol use among teenagers and adults. May I take a few moments of your time to ask you some questions?

1. Yes
2. No [if possible, try to establish a call-back time.]

This study is sponsored by a grant from North Dakota State University. Your participation is voluntary and you may quit the survey at any time. The survey should last approximately 15 minutes. If you have questions about the survey, you may call Dr. Richard Rathge at 701-231-8621. If you have questions about your rights as a human research subject, you may call the North Dakota State University Institutional Review Board at 701-231-8045.

Before we start, let me explain that in this survey, COMMUNITY means the city, town, or neighborhood you live in. TEENAGER refers to youth 18 years of age or younger.

Q1. To begin, in your community, how much of a problem is alcohol use by TEENAGERS?

1. Not a problem
2. A minor problem
3. A moderate problem
4. A serious problem
5. [Don't know/Refused]

Q1a. In the past 5 years, do you think drinking among teenagers in your community has...

1. Increased
2. Stayed the same
3. Decreased
4. [Don't know/Refused]

Q2. In the past 5 years, do you think problem drinking among adults in your community has...

1. Increased
2. Stayed the same
3. Decreased
4. [Don't know/Refused]

Q2a. In your community, how much of a problem is alcohol use by ADULTS?

1. Not a problem
2. A minor problem
3. A moderate problem
4. A serious problem
5. [Don't know/Refused]

Q3. In your community, how often do you see somebody drunk in public?

1. Never
2. Rarely
3. Sometimes
4. Often
5. Very often
6. [Don't know/Refused]

Q4. To what extent does alcohol use contribute to CRASHES OR INJURIES (automobile, hunting, boating, snowmobiling) in your community?

1. Not at all
2. A little
3. Somewhat
4. Quite a bit
5. A great deal
6. [Don't know/Refused]

Q5. To what extent does alcohol use contribute to VIOLENT CRIMES in your community?

1. Not at all
2. A little
3. Somewhat
4. Quite a bit
5. A great deal
6. [Don't know/Refused]

Q6. How often over a two week period do you think the typical teenager in your community has five or more drinks in a row (a "drink" is a glass of wine, a bottle of beer, or a mixed drink)?

1. Not at all
2. Once
3. Twice
4. Three to five times
5. Six to nine times
6. Ten or more times
7. [Don't know/refused]

Q6a. In the past 5 years, do you think binge drinking (having five or more drinks in a row) among teenagers in your community has...?

1. Increased
2. Stayed the same
3. Decreased
4. [Don't know/Refused]

Q7. Young people can obtain alcohol in many different ways. How difficult is it for teenagers in your community to...

- Buy beer, wine, or hard liquor at a store themselves
- Get an older person to buy alcohol for them
- Order a drink in a bar
- Sneak alcohol from their home or friend's home
- Get their parents to give alcohol to them

1. Not at all difficult
2. A little difficult
3. Somewhat difficult
4. Quite difficult
5. Very difficult
6. [Don't know/refused]

Q7a. Over the past 5 years, do you think it has become easier, stayed the same, or become harder for teenagers to obtain alcohol in your community?

1. Easier
2. Stayed the same
3. Harder
4. [Don't know/refused]

People have different beliefs and rules about the use of alcohol by teenagers. How much do you disagree or agree with each of the following statements?

Q8. It is okay for teenagers to drink at parties if they don't get too drunk.

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree
6. [Don't know/refused]

Q9. Teenagers should be able to drink as long as they don't drive afterwards.

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree
6. [Don't know/refused]

Q10. Kids who experiment with alcohol almost always grow out of it.

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree
6. [Don't know/refused]

Q11. Kids who engage in binge drinking, having five or more drinks in a row, typically will have an alcohol problem later in life.

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree
6. [Don't know/refused]

Q12. Do you think it is okay for parents to offer their teenagers alcoholic beverages in their home?

1. No, never
2. Yes, but only on special occasions
3. Yes, on any occasion
4. [Don't know/refused]

For the next questions, please rate the parents' actions in the following situations.

Q13. After finding out their teenager had been drinking alcohol, the parents tell their teenager to use alcohol carefully and not let it interfere with schoolwork. Would you say this is...

1. Not at all acceptable
2. A little
3. Somewhat
4. Quite
5. Very acceptable
6. [Don't know/refused]

Q14. Parents offer their teenager an alcoholic beverage to drink with them saying they prefer he or she drink with them rather than drink elsewhere. Would you say this is...

1. Not at all acceptable
2. A little
3. Somewhat
4. Quite
5. Very acceptable
6. [Don't know/refused]

People have different opinions on how to handle alcohol use by teenagers. For the next series of questions, please tell me if you personally would oppose or favor each of the following actions.

Q15. Imposing a penalty on teenagers caught using alcohol.

1. Strongly oppose
2. Somewhat oppose
3. Neither favor nor oppose
4. Somewhat favor
5. Strongly favor
6. [Don't know/refused]

Q16. Imposing a penalty on adults, 21 or older, who provide alcohol for teenagers.

1. Strongly oppose
2. Somewhat oppose
3. Neither favor nor oppose
4. Somewhat favor
5. Strongly favor
6. [Don't know/refused]

Q17. Suspending or revoking the liquor licenses of stores or businesses caught selling alcohol to teenagers.

1. Strongly oppose
2. Somewhat oppose
3. Neither favor nor oppose
4. Somewhat favor
5. Strongly favor
6. [Don't know/refused]

Q18. Law enforcement spending more time enforcing the minimum drinking age.

1. Strongly oppose
2. Somewhat oppose
3. Neither favor nor oppose
4. Somewhat favor
5. Strongly favor
6. [Don't know/refused]

People have different attitudes about preventing alcohol problems. The next series of questions asks about your personal attitudes regarding this issue. Please tell me how much you agree or disagree with each of the statements.

Q19. Among teenagers, problems associated with drinking are not as damaging as problems associated with drugs. Do you...

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree
6. [Don't know/refused]

Q20. Schools need to be more active in dealing with alcohol. Do you...

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree
6. [Don't know/refused]

Q21. It is possible to reduce alcohol problems through prevention. Do you...

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree
6. [Don't know/refused]

Q22. Alcohol prevention programs are a good investment because they save lives and money. Do you...

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree
6. [Don't know/refused]

Q23. The community has the responsibility to set up prevention programs to help people avoid alcohol problems. Do you...

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree
6. [Don't know/refused]

Q24. Over the last 5 years, to what extent have alcohol prevention and awareness programs made a positive difference in your community?

1. Not at all
2. A little
3. Somewhat
4. Quite a bit
5. A great deal
6. [I'm unaware of any alcohol prevention and awareness programs]
7. [Don't know/refused]

Q25. Public service announcements are a good way to change attitudes about alcohol use. Do you...

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree
6. [Don't know/refused]

Q26. It seems like my community is not interested in changing no matter what the issue is. Do you...

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree
6. [Don't know/refused]



Q27. There is no sense of commitment in my community. Do you...

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree
6. [Don't know/refused]

Q28. How willing would you be to help pay for substance abuse prevention services?

1. Not at all willing
2. A little
3. Somewhat
4. Quite
5. Very willing
6. [Don't know/refused]

Just a few more questions and we're finished.

Q29. Would you mind telling me your age?

1. 18-24
2. 25-34
3. 35-44
4. 45-54
5. 55-64
6. 65 or older
7. [Refused]

Q30. How much schooling have you completed?

1. Less than high school
2. High school graduate or GED
3. Vocational/technical training
4. Some college, but no degree
5. College degree
6. Graduate school or professional (such as law, medical)
7. [Refused]

Q31. Are you the parent or primary caregiver of a child or children under age 21?

1. Yes
2. No (Skip to Q32)

Q31a. How many of your children are 0 to 6 years of age?

1. None
2. One
3. Two
4. Three or more
5. [Refused]

Q31b. How many of your children are 7 to 12 years of age?

1. None
2. One
3. Two
4. Three or more
5. [Refused]

Q31c. How many of your children are 13 to 17 years of age?

1. None
2. One
3. Two
4. Three or more
5. [Refused]

Q31d. How many of your children are 18 to 20 years of age?

1. None
2. One
3. Two
4. Three or more
5. [Refused]

Q32. How much information in the media have you seen, heard, or read regarding underage drinking during the past year? (e.g., television, newspaper, radio)

1. A lot
2. Some
3. Not very much
4. None
5. [Don't know/refused]

That concludes our survey. Thank you so much for taking time to help us with this important study. Goodnight.

Q33. Record gender based on voice.

1. Male
2. Female