

STOP ACT Adult Survey Summary of Findings

The STOP Act Project surveyed adults in the Carlsbad, Oceanside, and Vista communities to collect data on community members' perceptions of underage drinking and the Social Host Ordinance (SHO). The survey was administered each fiscal year over a four-year period, from FY 2008/09 through FY 2011/12, to a total of 1,345 adults. Most respondents completed the survey at community events such as street fairs, festivals, and other community activities (see Table 1). Other venues included events such as the Vista Community Clinic Health Fair and Food Distribution at Bobier Elementary School.

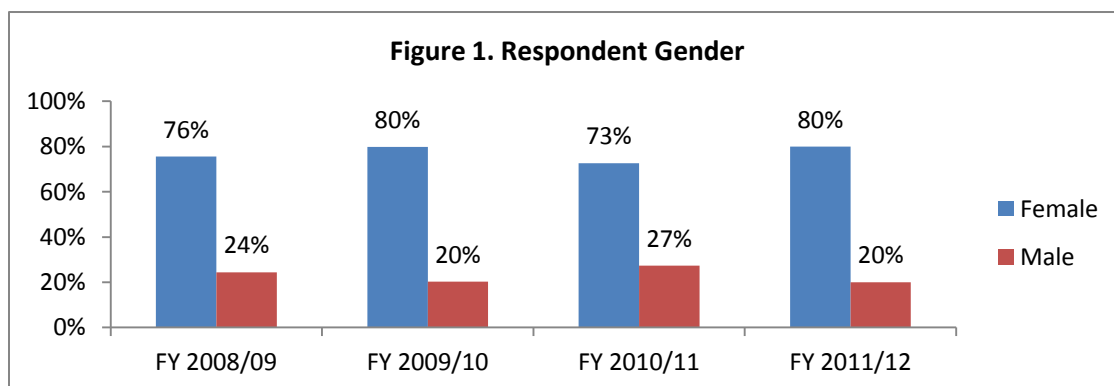
Table 1. Adult Survey Collection Venues

Venue	FY 2008/09 (N= 355)*	FY 2009/10 (N= 327)	FY 2010/11 (N= 312)	FY 2011/12 (N= 351)	Total (N= 1345)
Community Event (e.g., Street fairs, festivals)	71%	56%	13%	70%	53%
Other (e.g., health fair, food distribution)	29%	17%	60%	9%	28%
School-based Event	0%	0%	17%	15%	8%
Community Meeting (e.g., Town Council)	0%	11%	10%	1%	5%
School-based Meeting	0%	15%	0%	5%	5%

*N reflects the total number of surveys collected in the given year.

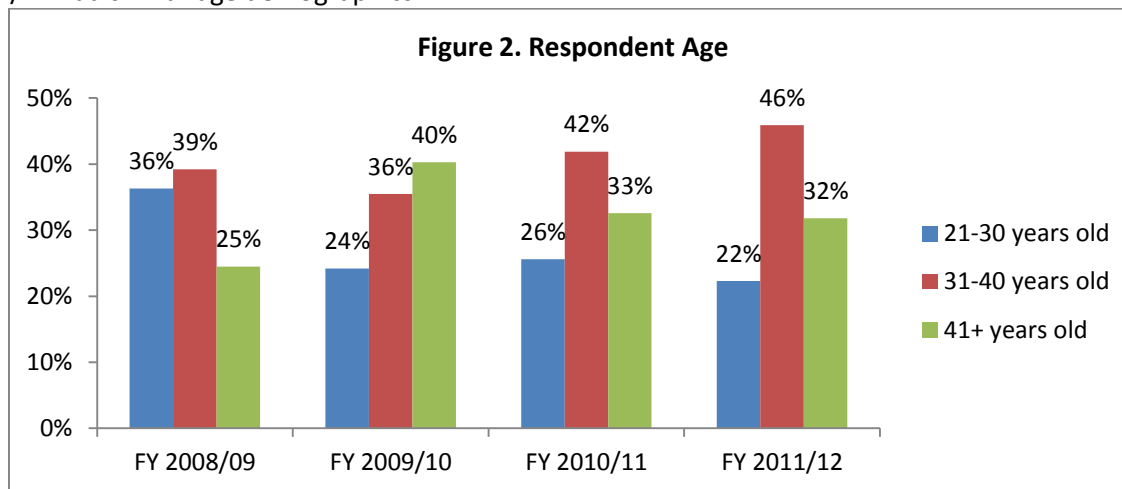
Respondent Demographics

As shown in Figure 1, most Adult Survey respondents were female. Although there were similar proportions of respondents by gender each year, FY 2010/11 had a higher percentage of male respondents than any other fiscal year.



Respondents' ages varied across fiscal years (see Figure 2). FY 2009/10 had a considerably higher percentage of respondents over the age of 41 than other fiscal years. By contrast, FY 2008/09 had a

considerably lower percentage of younger respondents between the ages of 21-30. FY 2010/11 and FY 2011/12 had similar age demographics.



In total, most respondents identified as Hispanic/Latino, and approximately 9% identified as White/Caucasian (see Table 2). In FY 2009/10, there were considerably higher percentages of White/Caucasian respondents and Biracial/Other respondents than in other fiscal years. Across all years, there were very few Asian or Black/African American respondents.

Table 2. Respondent Race/Ethnicity

Race/Ethnicity	FY 2008/09 (n=328)*	FY 2009/10 (n=299)	FY 2010/11 (n=292)	FY 2011/12 (n=331)	Total (n=1250)
Hispanic/Latino	92%	76%	86%	96%	88%
White/Caucasian	4%	18%	9%	3%	9%
Biracial/Other	1%	4%	1%	0%	2%
Asian	1%	1%	2%	1%	1%
Black/African American	2%	1%	2%	0%	1%

* "n" reflects the number of respondents responding to the survey item.

As shown in Table 3, the majority of respondents reported that they primarily speak Spanish at home. Compared to other fiscal years, FY 2009/10 had between 16% and 26% fewer respondents reporting that they primarily speak Spanish at home.

Table 3. Language Primarily Spoken at Home

Language	FY 2008/09 (n=304)	FY 2009/10 (n=293)	FY 2010/11 (n=284)	FY 2011/12 (n=330)	Total (n=1211)
Spanish	73%	51%	67%	77%	67%
English	16%	32%	18%	11%	19%

English and Spanish	10%	16%	14%	12%	13%
Other	1%	1%	1%	0%	1%

As shown in Table 4, almost all respondents each year reported having children. Across all fiscal years, approximately half of respondents had three or more children, and only 5% had no children.

Table 4. Number of Children

Number of Children	FY 2009/10 (n=202)	FY 2010/11 (n=250)	FY 2011/12 (n=289)	Total (n=741)
None	5%	8%	1%	5%
1 child	18%	15%	12%	15%
2 children	27%	30%	25%	27%
3 children	27%	24%	29%	27%
4+ children	23%	23%	33%	27%

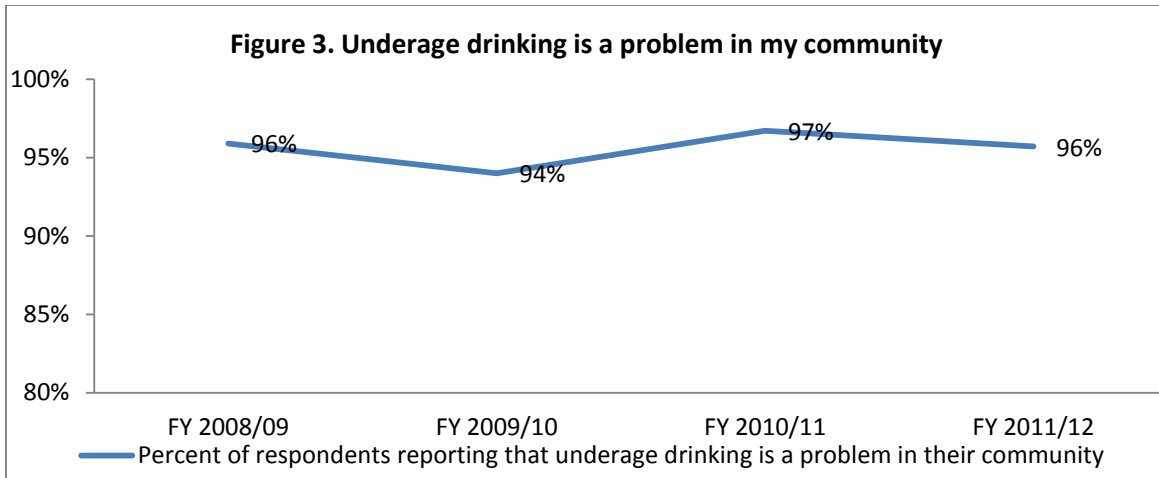
In addition, most respondents indicated having young children. Of the respondents who had children, over three-quarters had a child under 10 years old. However, across all years, approximately one in five respondents had a child over the age of 21.

Table 5. Age of Respondent's Child(ren)

Age of Children	FY 2009/10 (n=241)	FY 2010/11 (n=291)	FY 2011/12 (n=329)	Total (n=861)
0-5 years old	36%	36%	37%	37%
6-10 years old	37%	39%	43%	40%
11-13 years old	16%	21%	30%	23%
14-18 years old	28%	39%	37%	35%
18-21 years old	16%	18%	14%	16%
21+ years old	21%	20%	20%	20%

Summary of Responses

Below, Figure 1 illustrates that there has not been considerable change in the percent of respondents who reported that underage drinking is a problem. Each year, between 94% and 97% of respondents believed that underage drinking is a problem. In the most recent fiscal year, there was a 1% decline in the percent of respondents who reported that underage drinking is a problem. Nevertheless, across all years, nearly all of the respondents believed that underage drinking is a problem in their community.



As Table 6 shows, there has not been substantial change in adults’ perceptions of how teens obtain alcohol. Across all fiscal years, respondents most often reported that teens are likely to obtain alcohol from someone over 21, get it from a house party, or buy it with a fake ID. Relatively few adults believed that teens buy alcohol with no ID or get it from someone under 21 years old. In the most recent fiscal year, there has been a 6% increase in the percent of adults who report that teens get alcohol without their parents’ permission. There has also been a 7% increase in the percent of respondents who believe that teens get alcohol from another relative. Approximately one in four adults reported that teens obtain alcohol with their parents’ permission and approximately one in five believed that teens get it from a sibling. This suggests that teens may be accessing alcohol more frequently from home and with family members’ permission.

Respondents reported the following “Other” ways in which teens are likely to obtain alcohol:

- Pay someone they do not know at a liquor store to buy alcohol for them
- From a neighbor
- From friends at school

Table 6. Perceptions of Where Teens are Likely to Obtain Alcohol, FY 2008/09 – FY 2011/12

Where Teens Obtain Alcohol	FY 2008/09 (n=347)	FY 2009/10 (n=326)	FY 2010/11 (n=310)	FY 2011/12 (n=329)	Total (n=1312)
Get it from someone 21 or older	80%	84%	77%	81%	80%
At house parties	59%	74%	74%	72%	70%
Buy with a fake ID	57%	55%	52%	52%	54%
Get it from home without parents’ permission	35%	52%	34%	40%	40%
Get it from another relative	31%	39%	31%	38%	35%
Steal it from a store	18%	33%	23%	26%	25%
Get it from home with parents’ permission	22%	27%	26%	25%	25%
Get it from a sibling	20%	27%	18%	23%	22%
Get it from someone under 21	19%	25%	16%	18%	19%
Buy with no ID	16%	23%	17%	19%	19%

Other	6%	7%	4%	2%	5%
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Adults' perceptions of where underage drinking occurs have not changed considerably since FY 2008/09 (see Table 7). Respondents most often reported that teens drink alcohol at house parties, at parks, beaches, or outdoors, and in cars. Across all years, approximately four in five respondents reported that teens are likely to drink at house parties.

Although most perceptions have remained similar over time, FY 2011/12 had a 5% increase in the percent of adults who believed that underage drinking occurs in cars. Also, since FY 2008/09, the percent of adults who believed teens drink alcohol at house parties has increased by 4%.

Respondents reported the following "Other" places where teens are likely to drink alcohol:

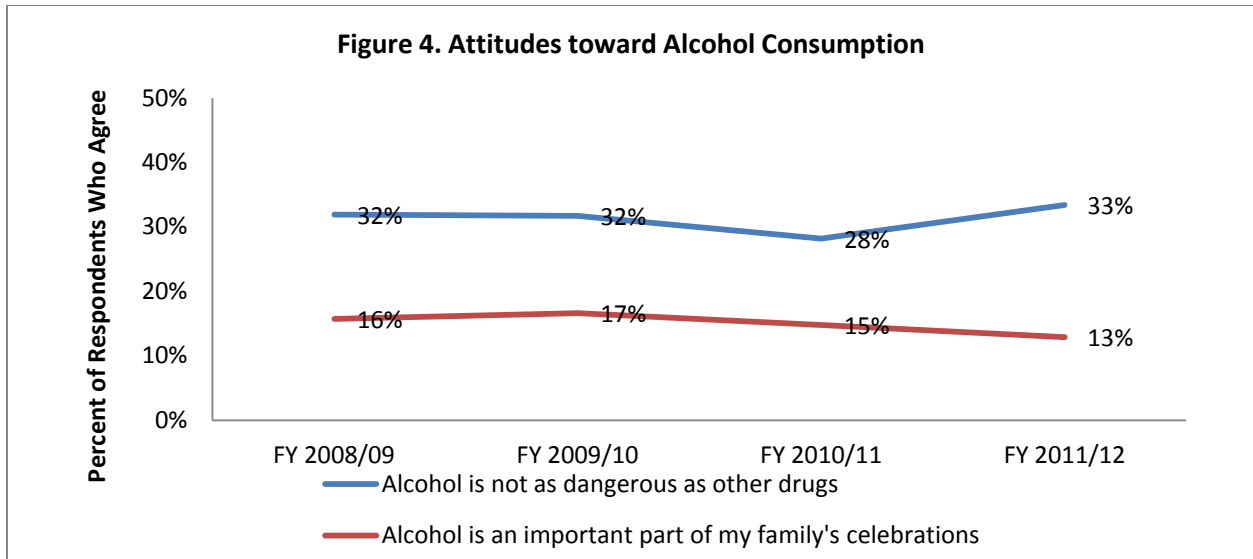
- In friends' homes and at friends' parties
- At school
- In parking lots or on the street

Table 7. Perceptions of Common Places Where Underage Drinking is Likely to Occur, FY 2008/09 – FY 2011/12

Where Underage Drinking Occurs	FY 2008/09 (n=334)	FY 2009/10 (n=325)	FY 2010/11 (n=300)	FY 2011/12 (n=332)	Total (n=1291)
At house parties	76%	85%	81%	80%	81%
At parks, beaches, or outdoors	48%	59%	56%	54%	54%
In cars	40%	38%	34%	39%	38%
At clubs or restaurants	35%	34%	33%	31%	33%
In parents' home	27%	36%	30%	30%	31%
Unsure	8%	6%	6%	4%	6%
Other	3%	8%	6%	4%	5%

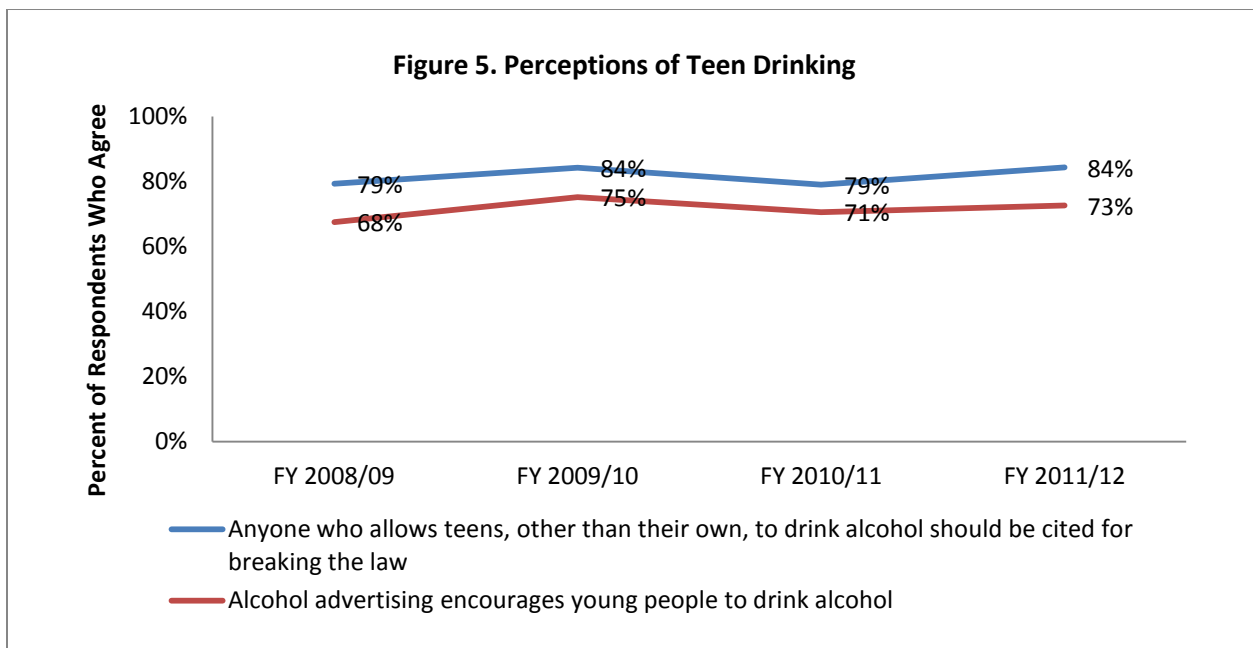
Below, Figure 4 shows that in the past two fiscal years, fewer adults have reported that alcohol is an important part of their family celebrations. If teens adopt their parents' perceptions of family celebrations, then the decline may suggest that fewer teens perceive alcohol as an important aspect of family celebrations as well. In FY 2011/12, approximately 13% of adults reported that alcohol is an important part of their family's celebrations.

Although more adults may be conveying messages that alcohol is not an important part of family celebrations, it appears that fewer adults may be conveying messages that alcohol is as dangerous as other drugs. In the past fiscal year, there was a 5% increase in the percent of adults who reported that alcohol is not as dangerous as other drugs. Approximately one in three believed that alcohol is not as dangerous as other drugs in FY 2011/12.

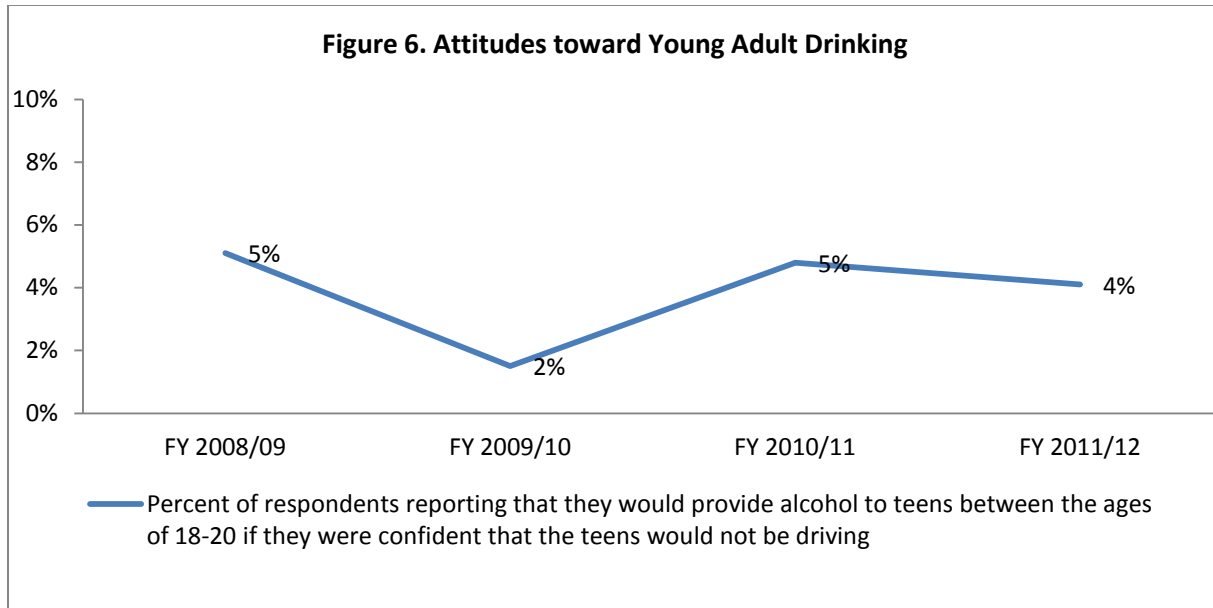


Over the past fiscal year, there has been a 5% increase in the percent of respondents who believe that adults should be cited for providing alcohol to youth. The increase suggests that adults increasingly disapprove of other adults providing alcohol to young people. There has also been an increase in the percent of respondents who believe that alcohol advertisements may have negative effects on young people. In FY 2011/12, the percent of respondents reporting that alcohol advertising encourages underage drinking increased by 2%.

Attitudes toward alcohol advertising and adult furnishing alcohol follow similar trends. The similar trends may suggest that both indicators point to factors that encourage teen drinking. Recent changes in adults' attitudes may therefore reflect greater disapproval of factors in the community that encourage teens to drink alcohol.



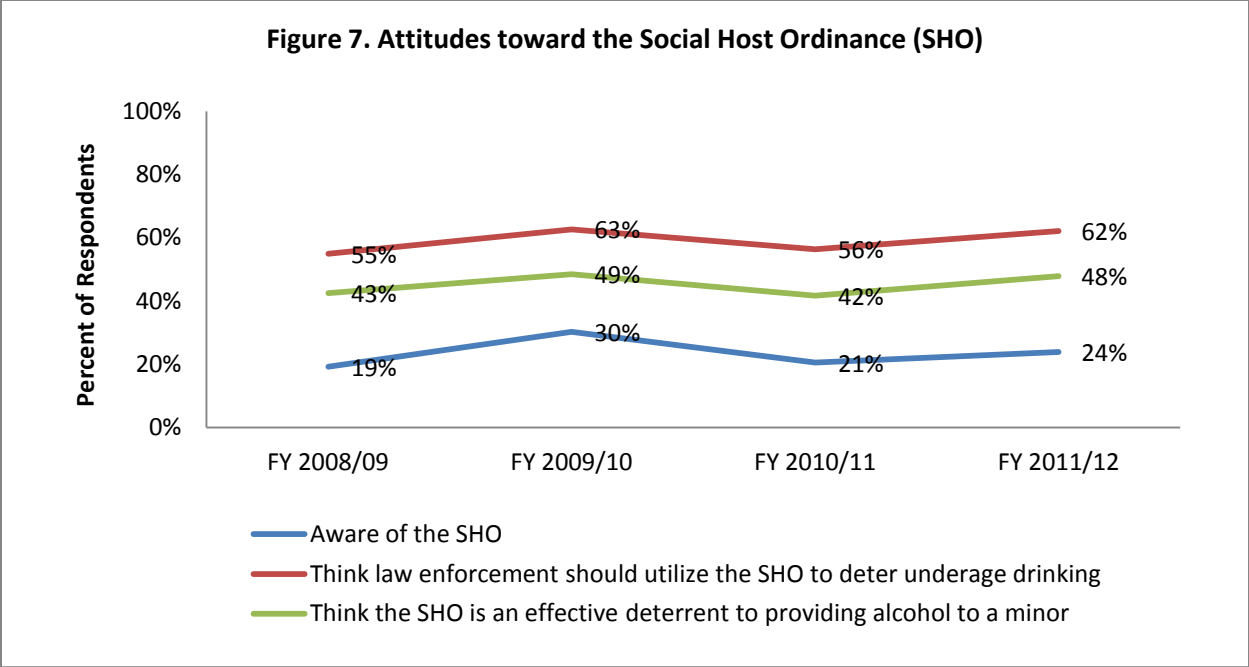
As shown in Figure 6, very few adults reported that they would provide alcohol to teens, even if they were confident that the teens would not be driving. However, the trend shows some variability over time. From FY 2008/09 to FY 2009/10, the percent of adults who reported that they would provide alcohol to teens decreased by 3%. However, since FY 2009/10, the percent has increased by 2%. In FY 2011/12, approximately 4% of adults reported that they would provide alcohol to teens between the ages of 18-20, even if they were confident that the teens would not be drinking.



Below, Figure 7 illustrates some similar trends in awareness of the SHO, perceptions of whether law enforcement should use the SHO to deter underage drinking, and perceptions of whether the SHO is an effective deterrent to adults furnishing alcohol to minors. FY 2009/10 marked the highest point of awareness of the SHO, belief that law enforcement should use it, and belief that it was effective in deterring adults furnishing alcohol to minors. Although awareness of and general support for the SHO subsequently decreased in FY 2010/11, both have increased in the most recent fiscal year.

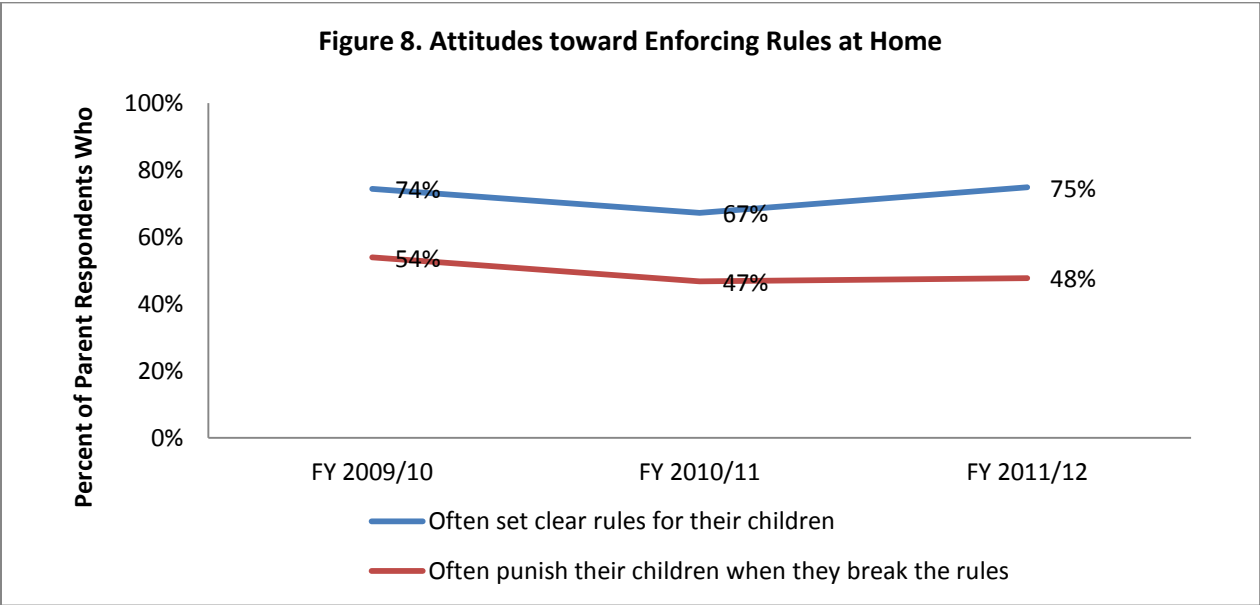
The data show that relatively few adults are aware of the SHO. At the peak of awareness, only 30% of respondents reported that they were familiar with the SHO. In FY 2011/12, less than one in four reported awareness. Nevertheless, approximately 62% supported law enforcement using the SHO to deter underage drinking.

Respondents are also somewhat skeptical of whether the SHO is an effective deterrent against adults providing alcohol to youth. In all fiscal years, less than half of respondents believed that the SHO is effective in deterring alcohol furnishing to minors. However, the percent of respondents who believe that the SHO is an effective tool has increased by approximately 6% in the past fiscal year. Trends in attitudes about the SHO's effectiveness also seem to follow trends in awareness of the SHO. This suggests that more adults may have perceived the SHO as effective if they were aware of it.



Over the past fiscal year, there has been an 8% increase in the percent of respondents who report that they set clear rules for their children (see Figure 8). There has also been a 1% increase in the percent who report that they punish their children for breaking the rules.

Overall, however, about half or less of the adults punish their children when they break the rules. While over 65% of respondents in the past two fiscal years reported that they set clear rules for their children “a lot” or “often,” less than half reported that they punish their children “often” or “a lot” when they break the rules. This may indicate that children are typically aware of household rules regarding underage drinking, but they may not be punished for breaking the rules.



Racial/Ethnic Differences in Responses

Additional analyses were completed to determine whether there were significant differences in responses among Hispanics/Latinos and Whites/Caucasians across all four fiscal years in aggregate. The analyses of racial/ethnic differences omitted other racial/ethnic categories because there were too few respondents to make meaningful comparisons. Significant differences between Whites/Caucasians and Hispanics/Latinos are presented in the Appendix and are summarized below:

- White/Caucasians and Hispanic/Latinos had significantly different perceptions of where teens are likely to obtain alcohol.
 - Hispanic/Latino respondents were significantly less likely than White/Caucasian respondents to indicate that teens obtained alcohol from someone 21 or older, at house parties, from home with or without parents' permission, steal it from a store, get it from a sibling or buy it with no ID.
- The two ethnic groups significantly differed in their perceptions of where underage drinking is likely to occur.
 - White/Caucasians were more likely than Hispanic/Latinos to report that underage drinking occurs at house parties, parks/beaches/outdoors, and in parents' home. In contrast, Hispanic/Latinos were more likely than White/Caucasians to report that underage drinking occurs at clubs or restaurants.
- Hispanics/Latinos are significantly more likely than White/Caucasians to agree that alcohol is not as dangerous as other drugs.

Summary

Results from the Adult Survey across all four fiscal years show that nearly all respondents believed that underage drinking is a problem in their community. Adults most often reported that underage drinking is likely to occur at house parties and that young people are likely to get alcohol from friends over the age of 21. In the most recent fiscal year, fewer respondents reported that they would provide alcohol to young adults under the age of 21 and that alcohol is an important part of their family celebrations. This may point to a decline in the percent of adults who tolerate underage drinking at home.

Although the percent of adults who reported awareness of the SHO has increased since the previous fiscal year, most adults are still unaware of the SHO. Nevertheless, most are in favor of citing adults who provide alcohol to minors and believe that law enforcement should the SHO to deter underage drinking. The percent who believe that the SHO is an effective deterrent against underage drinking appears to increase with awareness of the SHO, suggesting that the SHO may be more effective if more adults are familiar with it.

Appendix

Table A. Summary of Responses to STOP Act Adult Survey Items, FY 2008/09 – FY 2011/12

Item	Response	2008/09 (N=355)*	2009/10 (N=327)	2010/11 (N=312)	2011/12 (N=351)
Underage drinking is a problem in my community	Yes	96%	94%	97%	96%
	No	4%	6%	3%	4%
Alcohol is not as dangerous as other drugs	Agree	32%	32%	28%	33%
	Disagree	60%	64%	67%	63%
	Don't know	8%	4%	5%	4%
Alcohol is an important part of my family's celebration	Agree	16%	17%	15%	13%
	Disagree	76%	75%	78%	79%
	Don't know	8%	9%	8%	8%
Anyone who allows teens, other than their own, to drink alcohol should be cited for breaking the law	Agree	79%	84%	79%	84%
	Disagree	13%	9%	15%	11%
	Don't know	8%	7%	5%	5%
Think law enforcement should utilize the Social Host Ordinance to deter underage drinking	Yes	55%	63%	57%	62%
	No	13%	8%	11%	11%
	Don't know	32%	29%	33%	27%
Have heard of the Social Host Ordinance	Yes	19%	30%	21%	24%
	No	63%	57%	64%	66%
	Don't know	18%	13%	16%	10%
Think the Social Host Ordinance is an effective deterrent to providing alcohol to a minor	Yes	43%	49%	42%	48%
	No	14%	15%	15%	15%
	Don't know	43%	37%	43%	37%
Would provide alcohol to teens between the ages of 18-20 if they were confident the teens would not be driving after drinking	Yes	5%	2%	5%	4%
	No	90%	93%	91%	93%
	Don't know	5%	6%	4%	3%
Set clear rules for their children	A lot/often	-	67%	63%	73%
	Sometimes	-	15%	15%	12%
	Never/seldom	-	8%	16%	13%
	Don't have children	-	10%	7%	3%
Punish their children when they break the rules	A lot/often	-	48%	44%	46%
	Sometimes	-	26%	32%	35%
	Never/seldom	-	15%	17%	16%
	Don't have children	-	11%	7%	3%

*N reflects the total number of surveys collected in the given year; "n" reflects the number of responses to each survey item.

Table B. Perceptions of Where Teens are Likely to Obtain Alcohol by Ethnicity in Aggregate

Where Teens Obtain Alcohol	White/Caucasian (n= 106)	Hispanic/Latino (n= 1071)
Get it from someone 21 or older*	90%	81%
At house parties*	79%	69%
Buy with a fake ID	57%	53%
Get it from home without parents' permission*	53%	38%
Get it from another relative	37%	34%
Steal it from a store	37%	24%
Get it from home with parents' permission*	49%	23%
Get it from a sibling*	54%	19%
Get it from someone under 21	26%	18%
Buy with no ID*	28%	18%
Other	8%	4%

* Indicates a statistically significant difference

Table C. Perceptions of Common Places Where Underage Drinking is Likely to Occur by Ethnicity in Aggregate

Where Underage Drinking Occurs	White/Caucasian (n= 106)	Hispanic/Latino (n= 1050)
At house parties*	93%	80%
At parks, beaches, or outdoors*	72%	53%
In cars	44%	38%
At clubs or restaurants*	19%	35%
In parents' home*	66%	27%
Unsure	5%	6%
Other	4%	5%

* Indicates a statistically significant difference

Table D. Perceptions of Alcohol's Harm by Ethnicity in Aggregate

Item	Response	White/Caucasian (n= 106)	Hispanic/Latino (n= 1062)
Alcohol is not as dangerous as other drugs*	Agree	14%	34%
	Disagree	86%	60%
	Don't know	0%	6%

* Indicates a statistically significant difference