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County of San Diego HHSA – BHS

2014 Community Survey: Countywide Findings

NCPC June 12, 2014

Selected data from the North Coastal Region has been added for 2014 and highlighted in yellow.

2014 Survey Objectives



- **Take the community pulse**
 - Update community-level data from 2011

- **Find out what people who live in San Diego County think**
 - Assess the general public's perceptions and concerns about AOD-related issues
 - Obtain systematic, countywide data from a diverse sample

- **Inform regional prevention work**
 - Track changes in perceptions and opinions over time
 - Identify region-specific changes to community issues

Quick reminder...

What We Can and Can't Say

Purposeful/Convenience

- Limited in our ability to conclusively generalize findings to a larger population

vs.

Stratified/Random

- Are able to conclusively generalize with greater certainty and know our margin of error

2014 Surveys Collected

- 1,941 surveys collected January-March 2014
- 1,871 surveys analyzed (had city/zip code and aged 18+)
- Respondents live across all 18 cities in San Diego County
- 64% response rate
- 22% in Spanish

Region	# Surveys Collected in Each Region	# Surveys Analyzed by Region of Residence*
North Inland	307	371
North Coastal	392	322
North Central	336	264
Central	304	269
East	299	326
South	303	319
Total	1,941	1,871

* Includes surveys from respondents living in the region and at least 18 years old.

Location 2014 Surveys Collected

- Collected at various locations:
 - Community Gatherings (food bank, FBOs, meetings) = 31%
 - Business (grocery store, mall) = 24%
 - Education (schools, colleges) = 13%
 - Government (DMV, library) = 9%
 - Health (clinic, doctors' office) = 9%
 - Public Venues (fairs, sporting events) = 7%
 - Other (neighborhoods, LEAD trainings) = 7%



2014 Respondent Demographics

Gender

- 63% female (62%)
- 37% male (38%)
- <1% transgender

Age

- 18-25: 19% (19%)
- 26-35: 20%^ (24%)
- 36-45: 22% (22%)
- 46-55: 17% (18%)
- 56-65: 13%^ (10%)
- 66 or older: 9% (7%)

Race/Ethnicity*

- Hispanic/Latino = 46%^ (41%)
- Caucasian/White = 37%^ (40%)
- African American/Black = 10% (9%)
- Asian/Pacific Islander = 8% (8%)
- Native American = 2% (3%)
- Other = 2% (3%)

Military Status

- 223 respondents said that they or their family member is active duty in the military (13%) (n=251, 15%)

2011 findings in red for comparison

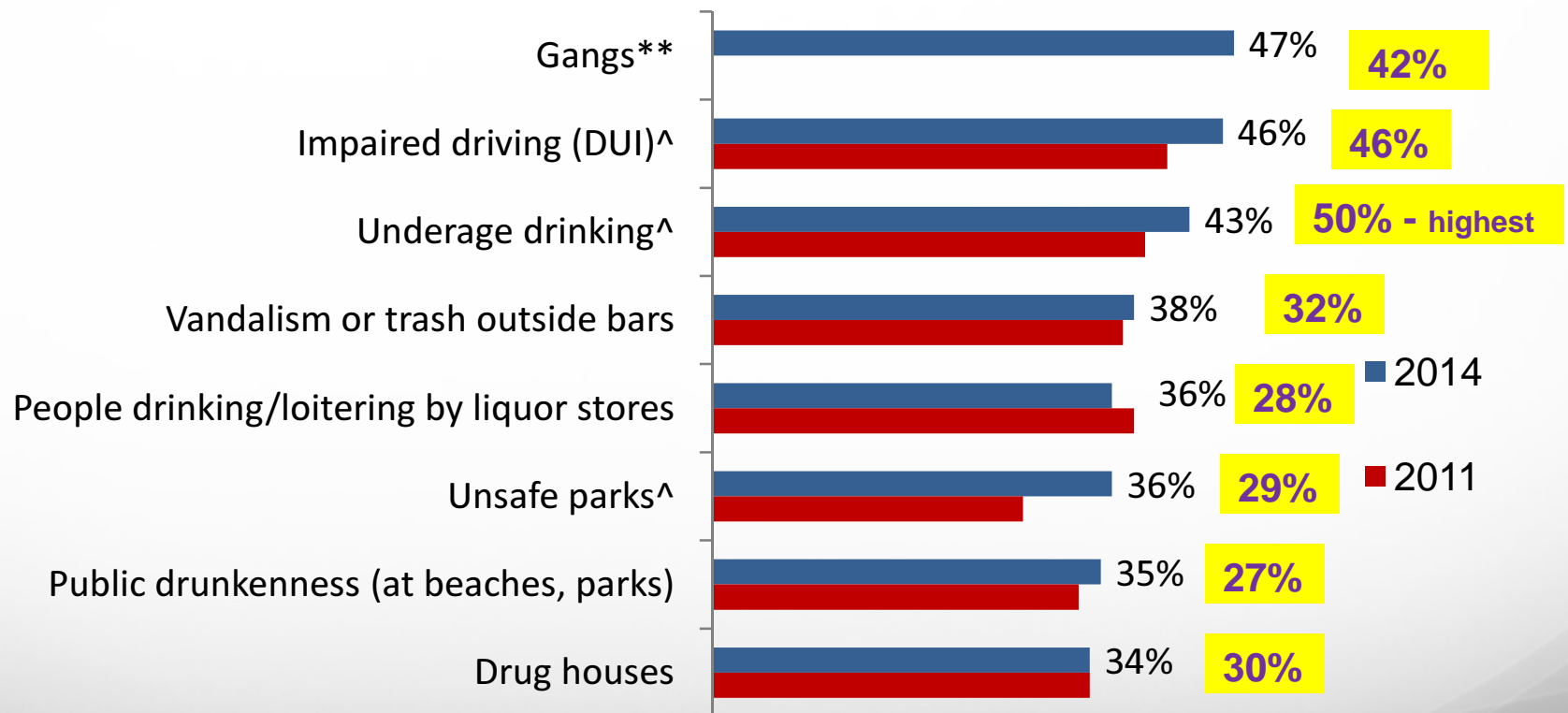
*Total exceeds 100% because respondents selected multiple races/ethnicities

^Statistically significant change at $p \leq .05$

Survey Item #1

Which of the following causes problems in your community?*

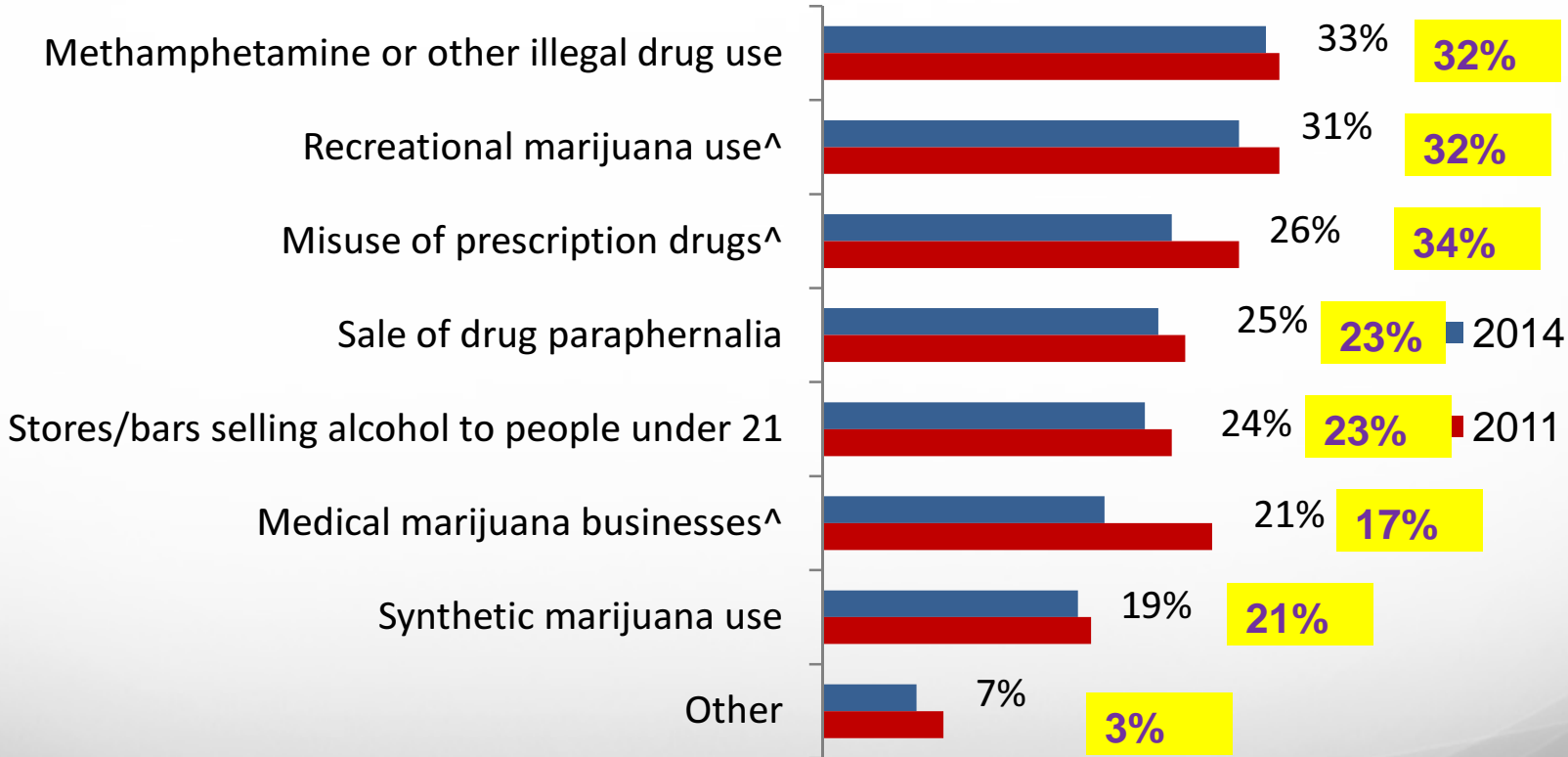
(North Coastal Region Results highlighted in yellow)



*Total exceeds 100 because respondents were directed to select all that apply

**Response option added to 2014 Community Survey ^ Statistically significant change at $p < .05$

Which of the following causes problems in your community?



[^]Statistically significant change at p= \leq .05

Survey Item #2

Please indicate whether or not the following are harmful to someone's health.

	Harmful 2011	Harmful 2014	Difference	
a) Drinking alcohol if a person is under 21 years old.	82%	85%^	+3%	83%
b) Drinking 5 or more drinks in a row.	90%	90%	0%	92%
c) Smoking marijuana if a person is under 21 years old.*	--	76%	--	78%
d) Smoking marijuana once a month.	55%	50%^	-5%	48%
e) Smoking marijuana every day or every week.	80%	77%	-3%	78%

^ Statistically significant change at $p < .05$ *Item added to 2014 Community Survey

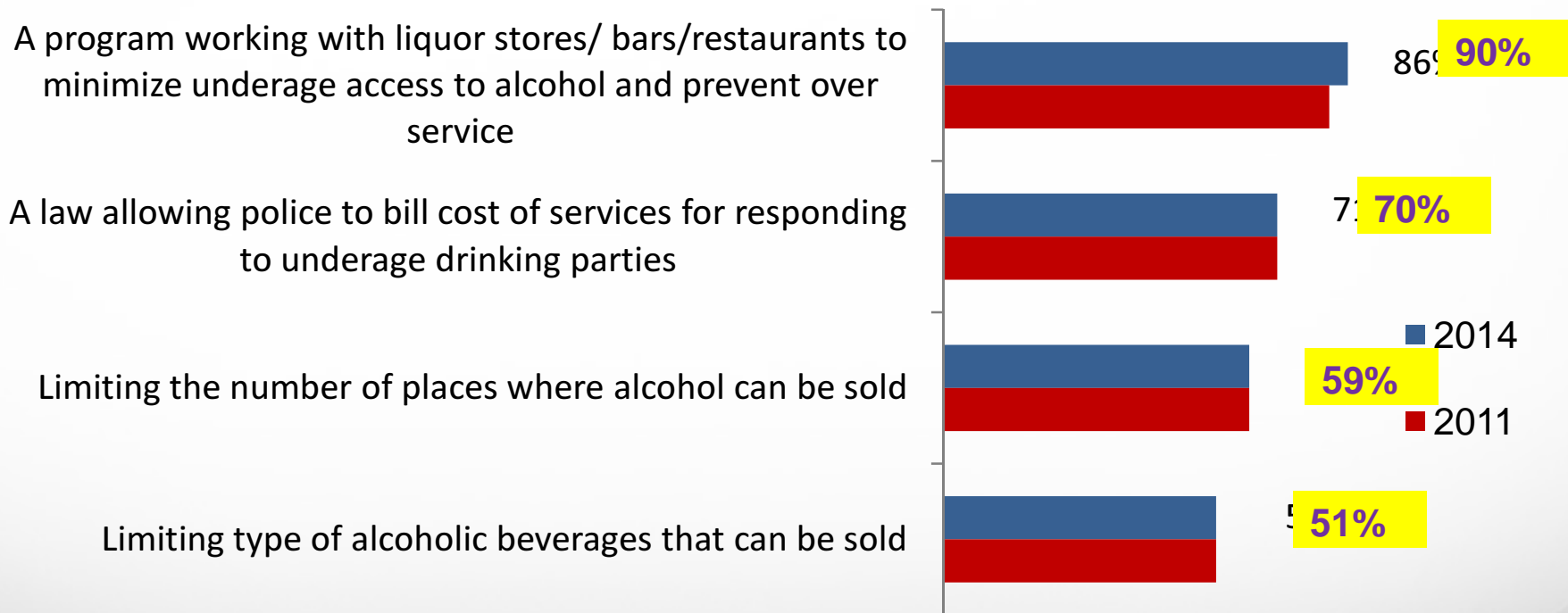
Survey Item #2 (cont.)

Please indicate whether or not the following are harmful to someone's health.

	Harmful 2011	Harmful 2014	Difference	
e) Using methamphetamine once a month.	89%	87%^	-2%	88%
f) Using methamphetamine every day or every week.	94%	93%	-1%	93%
g) Using prescription drugs not as intended once a month.	74%	76%	+2%	77%
h) Using prescription drugs not as intended every day or every week.	84%	85%	+1%	87%

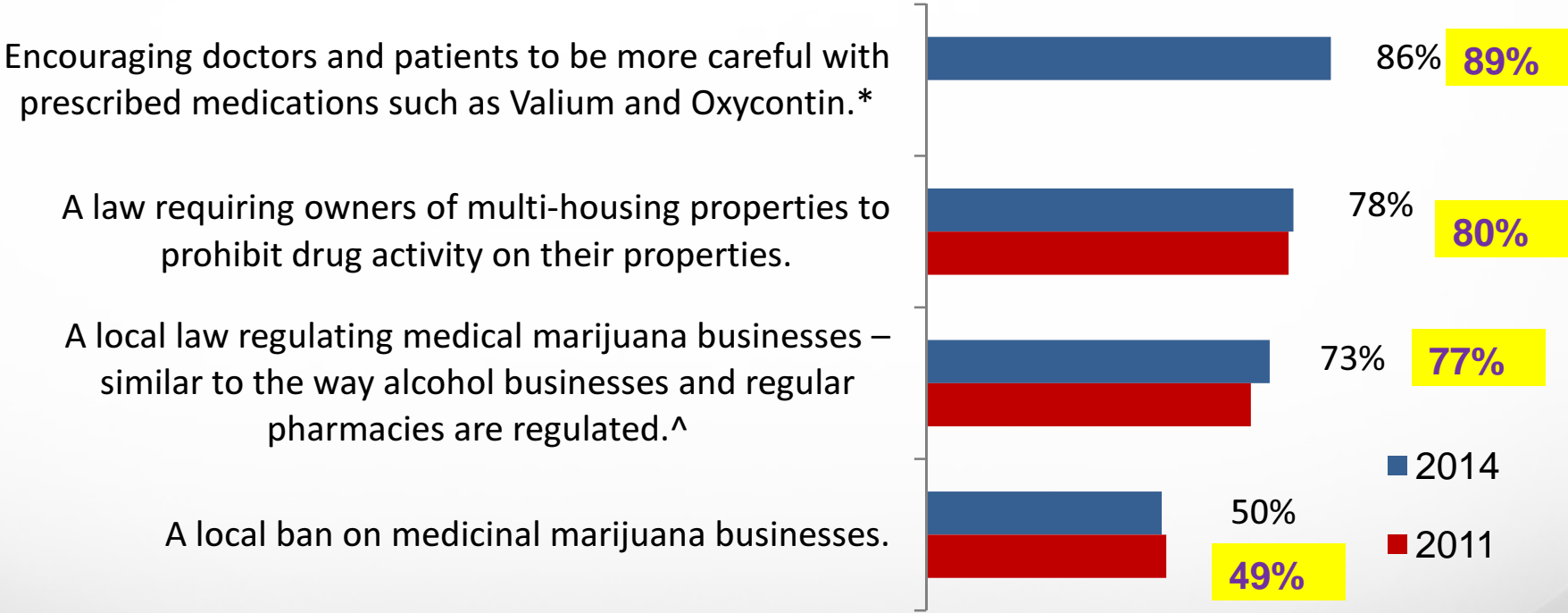
^Statistically significant change at $p \leq .05$

Please indicate whether or not you support the following.



Survey Item #3 (cont.)

Please indicate whether or not you support the following.



*Item added to 2014 Community Survey ^ Statistically significant change at p= $<$.05

Survey Item #4

Please respond to the following questions.



	Yes 2011	Yes 2014	Difference
a) Have you heard of the “Social Host Ordinance” (the law that holds hosts accountable for providing alcohol to people under 21 at house parties)?	22%	41%^	+19%
	26%	48%	
b) Do you think the Social Host Ordinance is a good way to keep people from providing alcohol to minors under 21 at parties in their homes?*	--	55%	--
		63%	
c) Have you reported an underage drinking party to your local law enforcement agency in the past year?	10%	11%	+1%
	9%	10%	

^ Statistically significant change at $p < .05$ *Item added to 2014 Community Survey

Survey Item #4 (cont.)

Please respond to the following questions.



	Yes 2011	Yes 2014	Difference
d) Have you taken your unused prescription medication to a drop box at a local law enforcement station or “Prescription Drug Take Back Days” in the past year?	10% 9%	16%^ 15%	+6%
e) Are there any stores in your community that sell drug paraphernalia (e.g., bong, glass pipes, etc.)?	40% 34%	42% 30%	+2%
f) Do you know any youth who get substances (e.g., alcohol, pain pills, marijuana, etc.) from the Internet?*	--	17% 12%	--

^ Statistically significant change at $p < .05$ *Item added to 2014 Community Survey

Survey Item #4 (cont.)

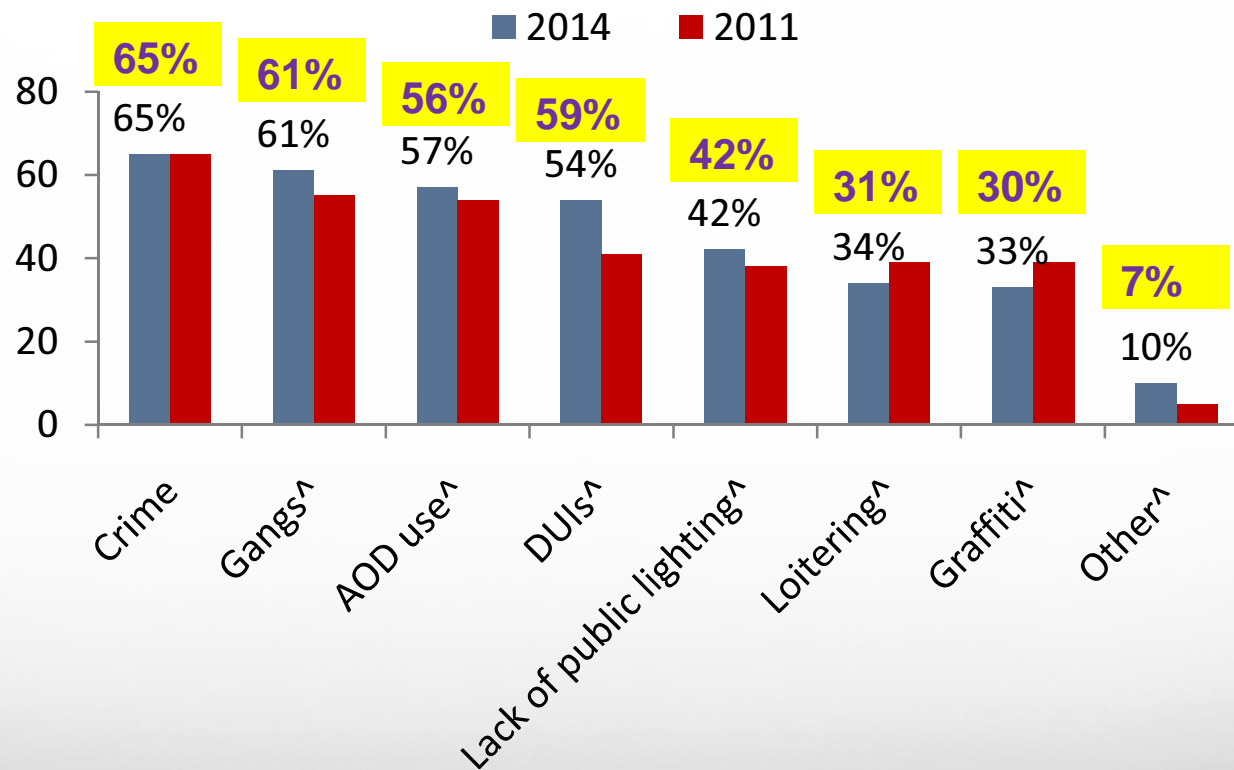
Please respond to the following questions.



	Yes 2011	Yes 2014	Difference
g) Do you think it is likely for someone who is driving a vehicle under the influence of alcohol or other drugs to be arrested for DUI?	69%	74%^	+5%
	76%	78%	
h) Do you think alcohol and drug treatment is available in your community for people who need it?	53%	49%	-4%
	58%	60%	
i) Do you feel safe in your community?	69%	70%	+1%
	83%	82%	
j) Have you heard of “Live Well San Diego” (the County’s campaign for improving the health, safety, and well-being of San Diego County residents)?*	--	29%	--
		23%	

^Statistically significant change at $p < .05$ *Item added to 2014 Community Survey

Which of the following have the most impact on your feelings of safety?*



*Total exceeds 100% because respondents were directed to select all that apply

^Statistically significant change at p=< .05

2014 Gender and Age Comparisons: Perceptions of AOD Harm and Support for AOD-Related Policies/Laws

- More *women* and *persons ages 26 and older* think AOD use is “harmful” to someone’s health than men and persons ages 18-25
- More *women* and *persons ages 26 and older* support AOD-related laws/policies regulating use and access than men and persons ages 18-25

	Men	Women	18-25	26 and older
Drinking alcohol if a person is under 21 years old.	79%	90%	76%	88%
Smoking marijuana if a person is under 21 years old.	67%	82%	60%	80%
Limiting number of places where alcohol can be sold.	56%	70%	50%	69%
A local ban on medicinal marijuana businesses.	40%	55%	36%	53%

2014 Age Comparisons: AOD-Related Awareness

Respondents ages 18-25 were more likely to:

- Know youth who got substances from the Internet
- Be aware of stores in their community that sold drug paraphernalia

Respondents ages 26 and older were more likely to:

- Have participated in a Take Back Day event
- Have heard of the “Live Well San Diego” campaign

	18-25	26 and older
Know youth who get substances from the Internet	30%	13%
Aware of stores in community that sell drug paraphernalia	50%	40%
Taken unused prescription to a drop box or Take Back Day	8%	18%
Heard of “Live Well San Diego” campaign	22%	31%

Quoting the Findings

- It is strongly recommended that the following language be used when sharing these findings in print:

“Findings are representative of non-random samples of San Diego County residents in the Winter/Spring of 2011 and 2014. Data was collected by regional prevention providers and analyzed by the Center for Community Research.”

