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County of San Diego HHSA – BHS

County of San Diego
Community Survey Findings:
2011, 2014 & 2016

June 2016

****Data for North Coastal Region included
for NCPC meeting July 14, 2016***

2016 Community Survey

All regions met or exceeded the minimum survey collection request! Great job!!

Community Survey

DIRECTIONS: Thinking of your community (within about 5 miles of where you live), please select your response for each question and fill in the response bubble completely.
Like this: ☐ Not like this: ☐ ☐

1. Which of the following causes problems in your community? (Select all that apply.)

<input type="checkbox"/> Drug houses	<input type="checkbox"/> Recreational marijuana use
<input type="checkbox"/> Impaired driving (DUI)	<input type="checkbox"/> Sales of drug paraphernalia
<input type="checkbox"/> Medical marijuana businesses	<input type="checkbox"/> Stores or bars selling alcohol to people under 21
<input type="checkbox"/> Methamphetamine or other illegal drug use	<input type="checkbox"/> Synthetic marijuana use (also known as spice)
<input type="checkbox"/> Misuse of prescription drugs	<input type="checkbox"/> Underage drinking
<input type="checkbox"/> People drinking or hanging out by liquor stores or markets	<input type="checkbox"/> Unsafe parks
<input type="checkbox"/> Public drunkenness (at beaches, parks, in neighborhoods, etc.)	<input type="checkbox"/> Vandalism or litter/toss outside of bars
	<input type="checkbox"/> Other (please describe below)

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

	Harmful	Not Harmful	Don't Know
a) Drinking alcohol if a person is under 21 years old.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) Drinking 5 or more drinks in a row.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) Smoking marijuana once a month.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d) Smoking marijuana every day or every week.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e) Using methamphetamine once a month.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f) Using methamphetamine every day or every week.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g) Using prescription and/or over-the-counter drugs not as intended once a month.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h) Using prescription and/or over-the-counter drugs not as intended every day or every week.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Please indicate whether or not you support the following.

	Support	Do Not Support	Don't Know
a) Limiting the number of places where alcohol can be sold.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) Limiting the type of alcoholic beverages that can be sold (e.g., 40 oz. malt liquor cans, mini liquor bottles, etc.).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) A program that works with liquor stores, bars, and restaurants to minimize underage access to alcohol and prevent over service to customers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d) A law that allows police to bill for the cost of services for responding to underage drinking parties.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e) A law requiring owners of multi-housing properties to prohibit drug activity on their properties.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f) A local law regulating medical marijuana businesses - similar to the way alcohol businesses and regular pharmacies are regulated.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g) A local ban on medical marijuana businesses.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please turn the page over to complete the survey.

2,100 +
surveys
collected!

2016 Number of Surveys Collected & Analyzed

- 2,154 surveys collected across all regions
- 2,023 surveys analyzed for respondents ages 18+ and living in San Diego County
- 18% in Spanish
- 42% response rate

Region	# of Surveys Collected	# of Surveys Analyzed
North Inland	529	468
North Coastal	363	353
North Central	308	258
Central	328	377
East	317	269
South	309	298
Total	2,154	2,023

2016 Percentage of Surveys collected by Location Type

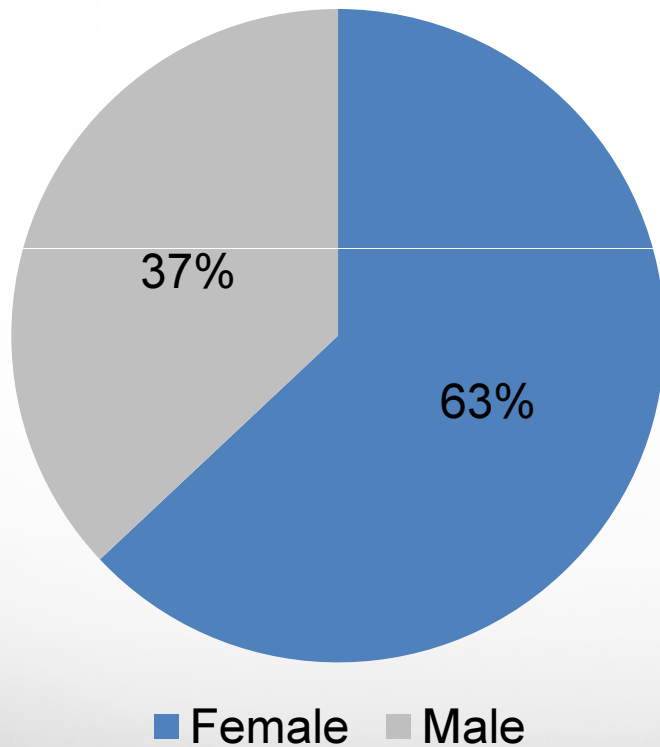
- Community Gatherings (e.g., food banks, meetings) =35%
- Education (e.g., schools, colleges) =23%
- Businesses (e.g., car washes, malls) =11%
- Government (e.g., DMV, library) =11%
- Public Venues (e.g., fairs, parks) =9%
- Health (e.g., clinics, doctors' office) =7%
- Other (e.g., yard sales, farmers' markets) =4%



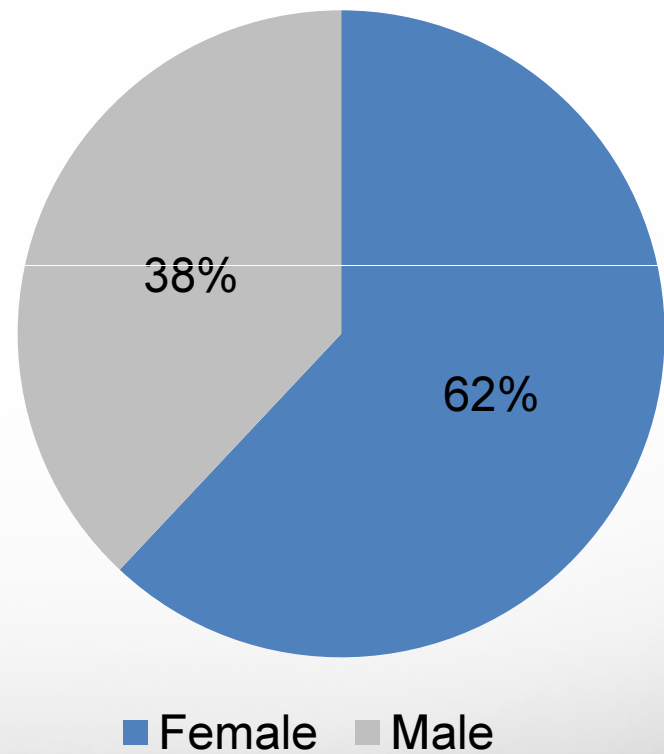
Respondents' Demographics

Gender

Respondents' Gender: 2016 & 2014



Respondents' Gender: 2011



Respondents' Demographics (cont.)

Age, Race/Ethnicity, and Military Status

2016 findings in black

2014 findings in blue for comparison

2011 findings in red for comparison

Age

- 22% are 18-25 (19%) (19%)
 - 9% are 18-20∞
 - 13% are 21-25∞
- 18% are 26-35 (20%) (24%)
- 20% are 36-45 (22%) (22%)
- 17% are 46-55 (17%) (18%)
- 14% are 56-65 (13%) (10%)
- 9% are 66 and older (9%) (7%)

Race/Ethnicity*

- 43% Hispanic/Latino (46%) (41%)
- 35% Caucasian/White (37%) (40%)
- 10% Asian/Pacific Islander (8%) (8%)
- 9% African American/Black (10%) (9%)
- 5% Native American (2%) (3%)
- 3% Other (2%) (3%)

Military Status

- 12% of respondents said that they themselves or a family member is active duty in the military (13%) (15%)

∞ Response option added to 2016 Community Survey

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

North Coastal Demographics

Table 5. Respondents' demographics

	2011	2014	2016
Language			
• Percent of surveys collected in English	89%	81%	76%
• Percent of surveys collected in Spanish	11%	19%	24%
Gender			
• Female	56%	63%	64%
• Male	44%	37%	35%
• Transgender	0%	0%	1%

North Coastal Respondents' Demographics (cont.)

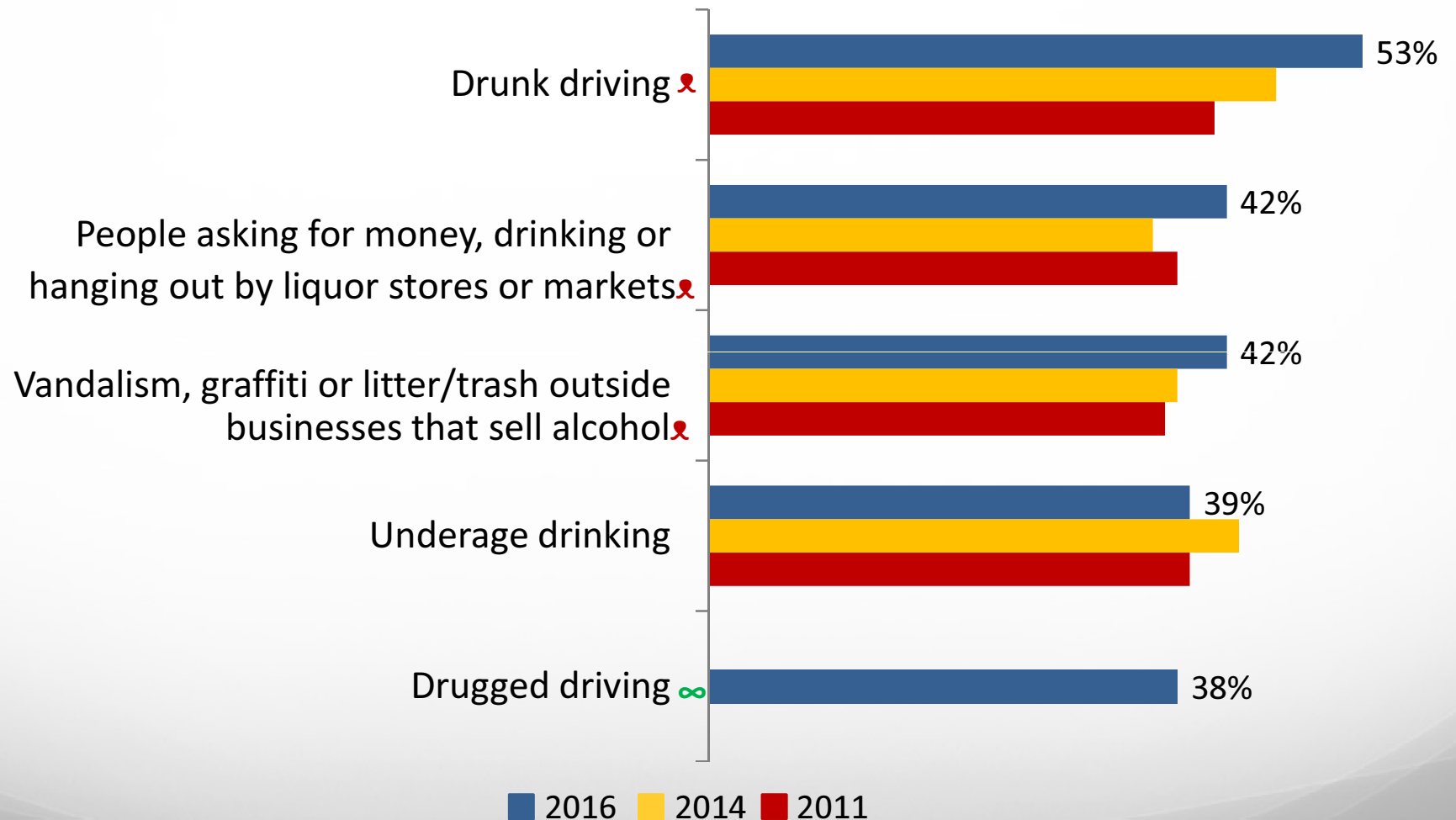
Age			
• 18-25	21%	16%	20%
○ 18-20∞	--	--	10%
○ 21-25∞	--	--	10%
• 26-35	23%	18%	17%
• 36-45	18%	18%	19%
• 46-55	20%	19%	23%
• 56-65	11%	17%	14%
• 66 or older	7%	12%	7%
Race/Ethnicity*			
• Caucasian/White	59%	60%	47%
• Hispanic/Latino	30%	34%	43%
• Asian/Pacific Islander	6%	3%	6%
• African American/Black	5%	4%	3%
• Native American	2%	2%	1%
• Other (2016): i.e., Middle Eastern, Indian, Armenian	3%	1%	3%
Military Status			
• Respondent or someone in their family is active duty in the military (percentage and number)	16% n=49	11% n=30	11% n=34

∞ Response option added to 2016 Community Survey

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

Countywide Survey Item #1

Which of the following causes problems in your community?

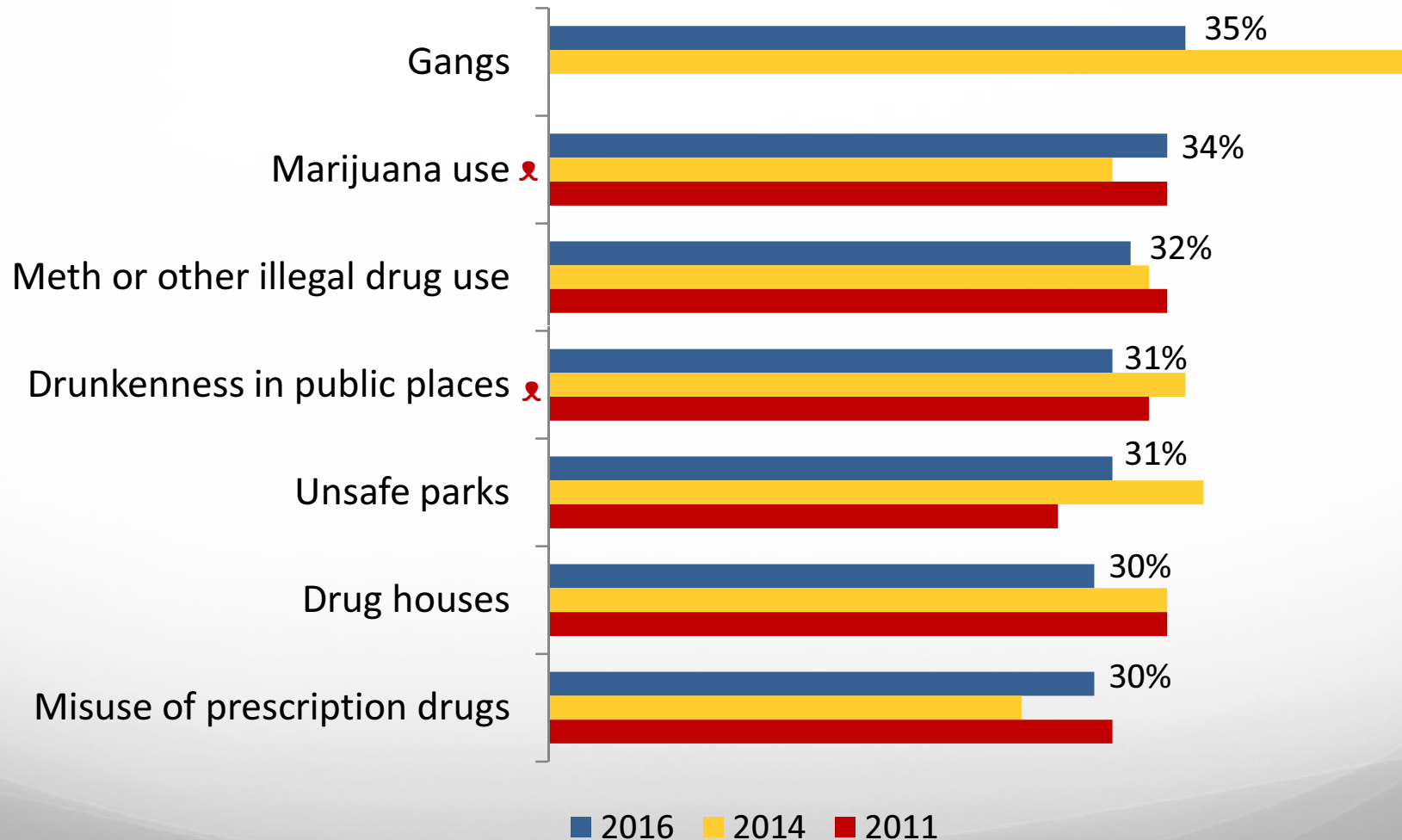


x Item modified on 2016 Community Survey

∞ Item added to 2016 Community Survey

Survey Item #1 (cont.)

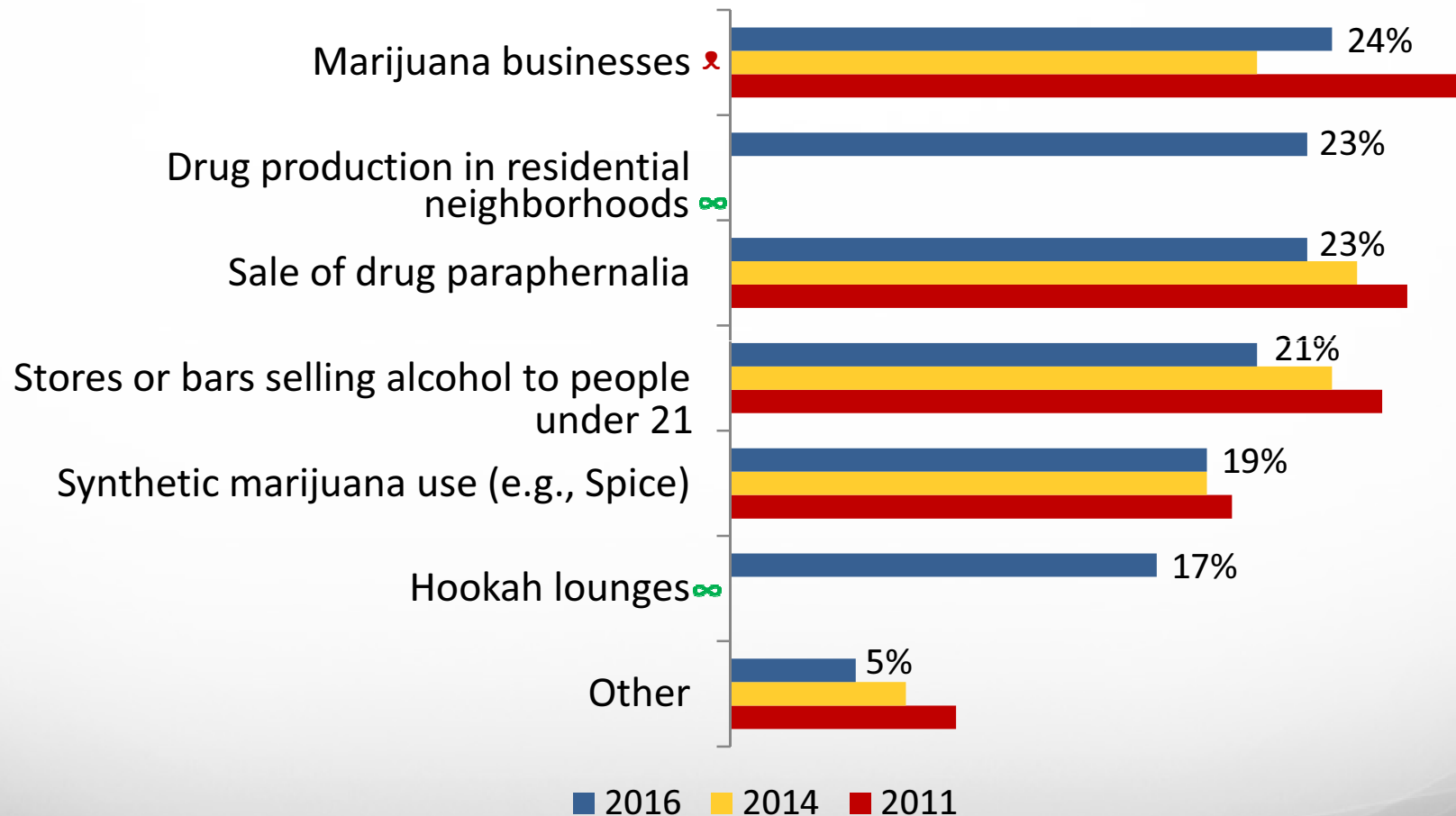
Which of the following causes problems in your community?



x Item modified on 2016 Community Survey

Survey Item #1 (cont.)

Which of the following causes problems in your community?



x Item modified on 2016 Community Survey

∞ Item added to 2016 Community Survey

North Coastal Region – Which of the following causes problems in your community?

Survey Item #1	2011	2014	2016	Change ²
Drunk driving🔴	45%	49%	51%	+6%
Underage drinking	43%	50%	44%	+1%
People asking for money, drinking or hanging out by liquor stores or markets🔴	29%	28%	43%	+14%
Vandalism, graffiti or litter/trash outside businesses that sell alcohol🔴	29%	32%	41%	+12%
Misuse of prescription drugs	34%	34%	36%	+2%
Gangs	--	42%	35%	-7%
Marijuana use🔴	33%	32%	35%	+2%
Drugged driving🟢	--	--	33%	--
Drunkenness in public places🔴	34%	27%	30%	-4%
Methamphetamine or other illegal drug use	31%	32%	30%	-1%
Unsafe parks	22%	29%	28%	+6%
Drug houses	27%	30%	27%	0%
Drug production in residential neighborhoods🟢	--	--	23%	--
Marijuana businesses🔴	23%	17%	22%	-1%
Sale of drug paraphernalia	24%	23%	22%	-2%
Stores or bars selling alcohol to people under 21	23%	23%	20%	-3%
Synthetic marijuana use (also known as Spice or K2)	17%	21%	20%	+3%
Hookah lounges🟢	--	--	11%	--
Other (2016): e.g., speeding, distracted/texting drivers, homeless, vehicle break-ins, trash	6%	3%	7%	+1%

*Percentages exceed 100 because respondents were directed to select all that apply

🔴Item modified on 2016 Community Survey

🟢Item added to 2016 Community Survey

Survey Item #2

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

	Harmful 2011	Harmful 2014	Harmful 2016	Change*
a) Drinking alcohol if a person is under 21 years old.	82% 82%	85% 83%	83% 83%	+1% +1%
b) Drinking 5 or more drinks in a row.	90% 90%	90% 92%	89% 91%	-1% +1%
c) Smoking marijuana if a person is under 21 years old.	--	76% 78%	77% 78%	+1% 0%
d) Smoking marijuana every day or every week.	80% 80%	77% 78%	76% 79%	-4% -1%
e) Eating edible marijuana food products. ∞	--	--	67% 70%	--

*For survey items included in all three survey administrations (i.e., 2011, 2014, 2016), "change" indicates the difference in percentages from 2011 to 2016; for items added to the 2014 Community Survey, "change" indicates the difference in percentages from 2014 to 2016.

∞ Response option added to 2016 Community Survey [RED=North Coastal Region]

Survey Item #2 (cont.)

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

	Harmful 2011	Harmful 2014	Harmful 2016	Change*
f) Using methamphetamine every day or every week.	94% 96%	93% 93%	93% 95%	-1% -1%
g) Using prescription drugs not as intended every day or every week.🚫	84% 89%	85% 87%	89% 91%	+5% -1%
h) Sharing your prescription drugs with family or friends.∞	--	--	86% 88%	--

*For survey items included in all three survey administrations (i.e., 2011, 2014, 2016), "change" indicates the difference in percentages from 2011 to 2016; for items added to the 2014 Community Survey, "change" indicates the difference in percentages from 2014 to 2016.

Survey Item #3

Please indicate whether or not you support the following:

	Support 2011	Support 2014	Support 2016	Change*
a) Limiting the number of places where alcohol can be sold.	65% 61%	65% 59%	63% 63%	-2% +2%
b) Limiting the type of alcoholic beverages that can be sold.	58% 53%	58% 51%	55% 52%	-3% -1%
c) A program that works with liquor store, bar, and restaurant owners to minimize underage access to alcohol and prevent over service.🚫	82% 82%	86% 90%	83% 84%	+1% +2%

*For survey items included in all three survey administrations (i.e., 2011, 2014, 2016), “change” indicates the difference in percentages from 2011 to 2016; for items added to the 2014 Community Survey, “change” indicates the difference in percentages from 2014 to 2016.

🚫Item modified on 2016 Community Survey
[RED=North Coastal Region]

Survey Item #3 (cont.)

Please indicate whether or not you support the following:

	Support 2011	Support 2014	Support 2016	Change*
d) A law to hold irresponsible liquor store, bar, and restaurant owners accountable for alcohol-related crimes linked to their business practices.∞	--	--	73% 74%	--
e) A law that allows hosts to be fined for allowing underage drinking at their party.∞	--	--	74% 79%	--
f) A law requiring multi-housing properties to prohibit criminal and drug-related activity on their properties.ⓧ	77% 76%	78% 80%	79% 80%	+2% +4%

*For survey items included in all three survey administrations (i.e., 2011, 2014, 2016), “change” indicates the difference in percentages from 2011 to 2016; for items added to the 2014 Community Survey, “change” indicates the difference in percentages from 2014 to 2016.

∞ Response option added to 2016 Community Survey ⓧ Item modified on 2016 Community Survey

[RED=North Coastal Region]

Survey Item #3 (cont.)

Please indicate whether or not you support the following:



	Support 2011	Support 2014	Support 2016	Change*
g) A local law regulating marijuana businesses.🔴	69% 70%	73% 77%	70% 73%	+1% +3%
h) A local ban on marijuana businesses.🔴	51% 44%	50% 49%	54% 58%	+3% +14%
i) A law that restricts the location of smoke shops, hookah lounges, and vape stores from areas where youth are present.🟢	--	--	77% 79%	--
j) Encouraging doctors and patients to be more careful with prescribed medications such as Valium and Oxycontin.	--	86% 89%	84% 86%	-2% -3%

*For survey items included in all three survey administrations (i.e., 2011, 2014, 2016), “change” indicates the difference in percentages from 2011 to 2016; for items added to the 2014 Community Survey, “change” indicates the difference in percentages from 2014 to 2016.

🔴Item modified on 2016 Community Survey 🟢Response option added to 2016 Community Survey
[RED=North Coastal Region]

Survey Item #4

Please respond to the following questions:




	Yes 2011	Yes 2014	Yes 2016	Change*
a) Have you heard of the “Social Host Ordinance” (the law that holds hosts accountable for allowing minors under 21 to drink alcohol at house parties)? 	22% 26%	41% 48%	36% 39%	+14% +13%
b) Do you think the Social Host Ordinance is a good way to keep people from allowing minors under 21 to drink alcohol at house parties? 	--	55% 63%	51% 59%	-4% -4%
c) Have you reported an underage drinking party to your local law enforcement agency in the past year?	10% 9%	11% 10%	10% 10%	0% +1%

*For survey items included in all three survey administrations (i.e., 2011, 2014, 2016), “change” indicates the difference in percentages from 2011 to 2016; for items added to the 2014 Community Survey, “change” indicates the difference in percentages from 2014 to 2016.


 Item modified on 2016 Community Survey
[RED=North Coastal Region]


Survey Item #4 (cont.)

Please respond to the following questions:

	Yes 2011	Yes 2014	Yes 2016	Change*
d) Have you taken your unused prescription drugs to a drop box at a local law enforcement station or Prescription Drug Take Back event in the past year? 	10% 9%	16% 15%	15% 13%	+5% +4%
e) Do you know any youth who get substances (e.g., alcohol, pain pills, marijuana, etc.) from the Internet?	--	17% 12%	13% 15%	-4% +3%
f) Do you know youth who use vaping devices to smoke marijuana products (e.g., hash, honey oil or wax)? 	--	--	26% 25%	--
g) Are there any stores in your community that sell paraphernalia (e.g., glass pipes, vape pens, etc.)? 	40% 34%	42% 30%	44% 35%	+4% +1%

*For survey items included in all three survey administrations (i.e., 2011, 2014, 2016), “change” indicates the difference in percentages from 2011 to 2016; for items added to the 2014 Community Survey, “change” indicates the difference in percentages from 2014 to 2016.

 Item modified on 2016 Community Survey

 Item added to 2016 Community Survey

[RED=North Coastal Region]

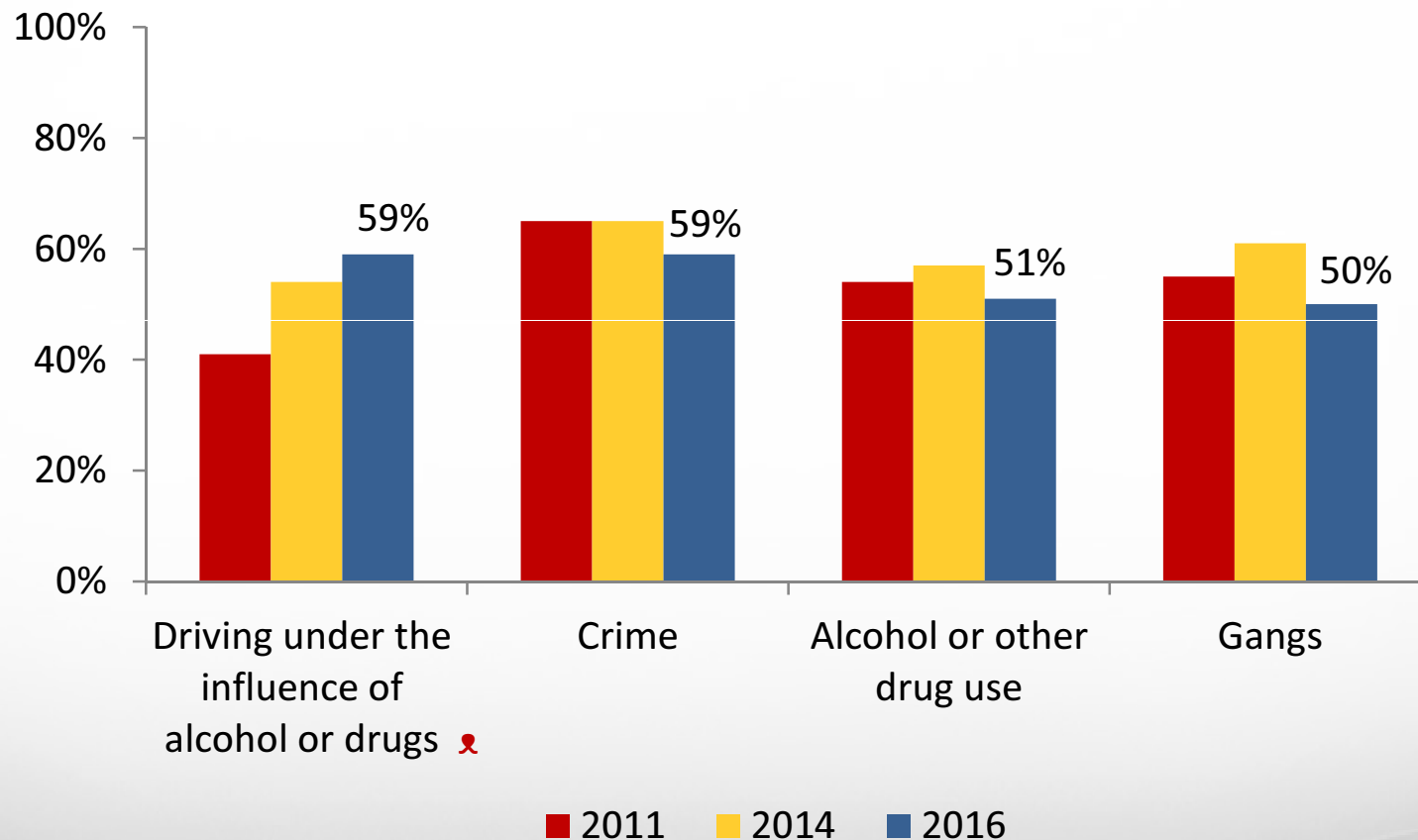
Survey Item #4 (cont.)

Please respond to the following questions:

	Yes 2011	Yes 2014	Yes 2016	Change*
h) 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% 76%	74% 78%	70% 73%	+1% -3%
i) Do you think alcohol/drug treatment is available in your community for people who need it?	53% 58%	49% 60%	48% 53%	-5% -5%
j) Do you feel safe in your community?	69% 83%	70% 82%	72% 76%	+3% -7%
k) 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%	33% 27%	+4% +4%

*For survey items included in all three survey administrations (i.e., 2011, 2014, 2016), “change” indicates the difference in percentages from 2011 to 2016; for items added to the 2014 Community Survey, “change” indicates the difference in percentages from 2014 to 2016.

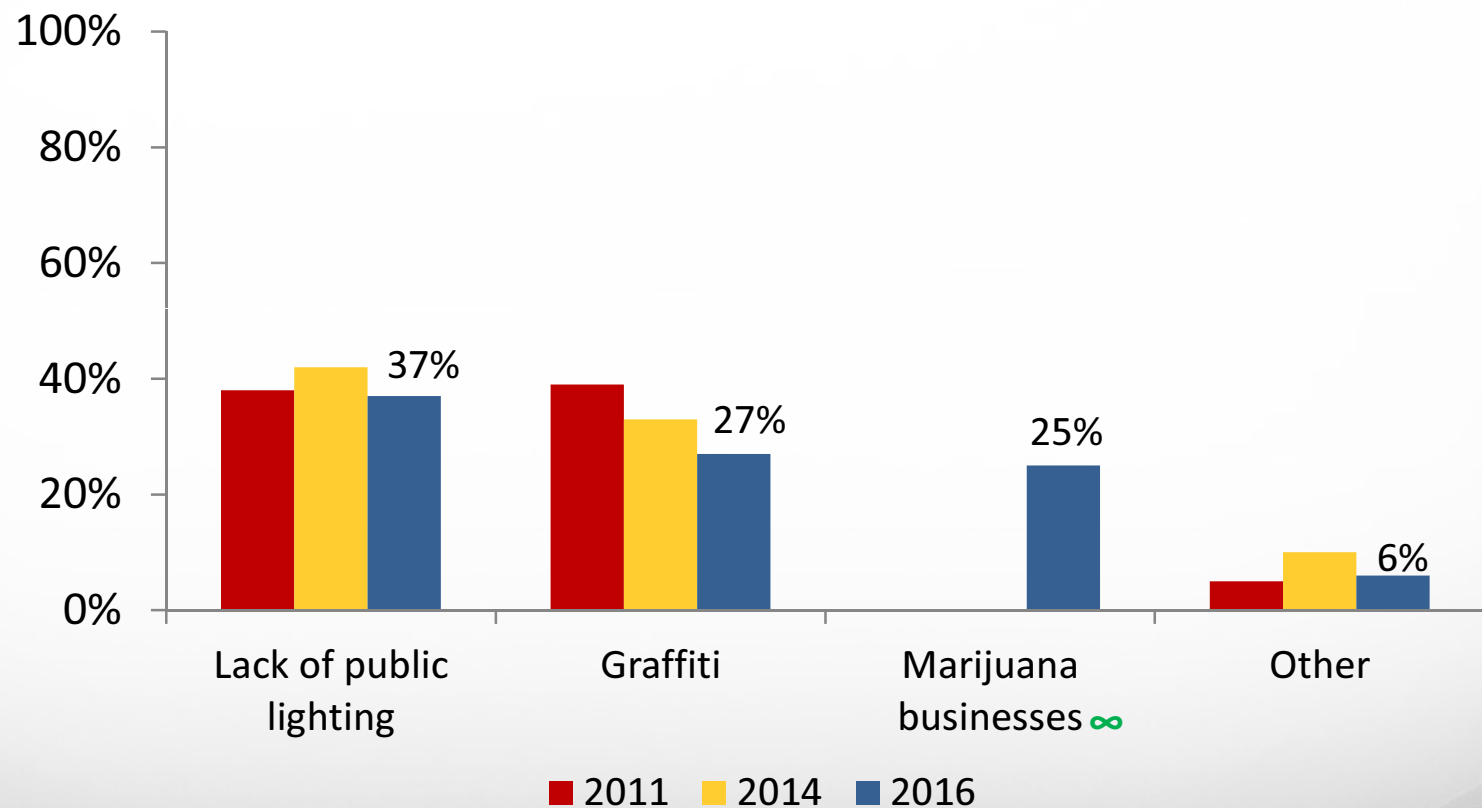
Which of the following have the most impact on your feelings of safety?



Item modified on 2016 Community Survey

Survey Item #5 (cont.)

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



∞ Response option added to 2016 Community Survey

Survey Item #5

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

Survey Item #5	2011	2014	2016	Change ⁴
Driving under the influence of alcohol or other drugs ¹	43%	59%	60%	+17%
Crime	66%	65%	56%	-10%
Alcohol or other drug use	51%	56%	52%	+1%
Gangs	52%	61%	52%	0%
Lack of public lighting	34%	42%	36%	+2%
Graffiti	29%	30%	28%	-1%
Marijuana businesses ²	--	--	25%	--
Other (2016): e.g., prostitution, vandalism, speeding	6%	7%	5%	-1%

*Percentages exceed 100 because respondents were directed to select all that apply

¹Item modified on 2016 Community Survey

²Item added to 2016 Community Survey

➔ Reminder: Limits of Sampling Methodology

When using the findings, please keep in mind that...

- A purposeful/convenience sampling method limits our ability to conclusively generalize findings from this survey to a larger population.
- The Community Survey findings do not represent the perceptions and opinions of everybody in San Diego County.
- The Community Survey findings do provide meaningful sampling data that have been/are useful to the Prevention System for:
 - ✓ Establishing baselines
 - ✓ Tracking perceptions and opinions overtime
 - ✓ Identifying trends and changes to regional issues
 - ✓ Informing work plans, regional reports, and prevention strategies
 - ✓ Developing media
 - ✓ Engaging in community and policy advocacy

Survey Citation

Please use the following language and cite appropriately when sharing these findings:

- ***Sampling Method:*** Regional Prevention Providers employed a purposeful, convenience sampling method to administer the Community Surveys to adults, ages 18 and over, who live in San Diego County. Data were analyzed by the Center for Community Research (CCR).
- ***Recommended Citation:*** Center for Community Research (2016). County of San Diego Community Survey Findings: 2011, 2014 & 2016. Prepared for and funded by the San Diego County Health and Human Services Agency, Behavioral Health Services. May 2016.
- ***Please direct survey questions or comments to CCR:***
 - Dr. Laura Stanley (760) 291-7663, lstanley@ccrconsulting.org
 - Erica Pachmann (619) 684-5108, epachmann@ccrconsulting.org