





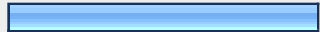


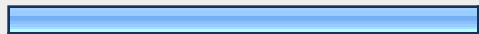









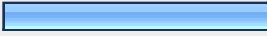



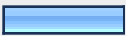
California Community Alcohol Prevention Survey - VERSION ONE

1. What do you think is the main reason that young people drink alcoholic beverages? (Please check ONE box.)			Response Percent	Response Count
They are trying to be "cool" or "popular"			20.9%	95
They are being rebellious (because it's "against the rules")			4.6%	21
They are pressured to do it by their friends			5.7%	26
Their parents / guardians / caretakers or other family members do it			0.4%	2
They are dependent on it			0.7%	3
They are trying to relax / deal with stress / blow off steam			7.5%	34
They want to have fun			47.5%	216
They like the taste			3.1%	14
Other			9.7%	44
		Other (please specify)		55
		answered question		455
		skipped question		7

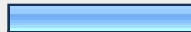

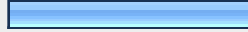
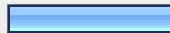

2. Where do you think most of the pressure to drink alcoholic beverages comes from? (Please check ONE box.)

		Response Percent	Response Count
Friends		72.3%	319
Parents / guardians / caretakers		1.8%	8
Other family members		0.9%	4
Media programs (movies, television shows, music, etc.)		12.0%	53
Advertising (billboards, commercials)		3.2%	14
Other		9.8%	43
		Other (please specify)	55
		<i>answered question</i>	441
		<i>skipped question</i>	21



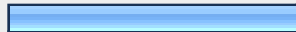
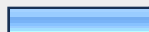



3. Where do you most often see or hear messages that DISCOURAGE underage drinking? (Please check ONE box.)

		Response Percent	Response Count
Local newspapers, magazines, and/or radio		14.7%	65
Billboards / broadsides		8.6%	38
Television		40.4%	178
Movies		1.8%	8
Internet		2.3%	10
Promotional products (hats, t-shirts, key chains, etc. with company logos or brand names on them)		13.8%	61
Other		18.4%	81
Other (please specify)			93
		<i>answered question</i>	441
		<i>skipped question</i>	21






4. From which of the following people or organizations do you most often hear or see messages DISCOURAGING young people to drink alcohol? (Please check ONE box.)

		Response Percent	Response Count
Family		28.1%	127
Friends		2.7%	12
Schools		36.7%	166
College community		0.9%	4
Youth-serving organizations (e.g., FNL, FNLM, church)		24.8%	112
Other		6.9%	31
Other (please specify)			34
		<i>answered question</i>	452
		<i>skipped question</i>	10

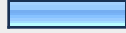
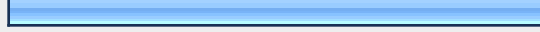
5. Where do you most often see or hear messages ENCOURAGING drinking? (Please check ONE box.)

		Response Percent	Response Count
Local newspapers, magazines, and/or radio		1.3%	6
Billboards / broadsides		6.1%	27
Television		44.4%	198
Movies		21.5%	96
Internet		6.7%	30
Promotional products (hats, t-shirts, key chains, etc. with company logos or brand names on them)		10.8%	48
Other		9.2%	41
Other (please specify)			55
answered question			446
skipped question			16

6. From which of the following people or organizations do you most often hear or see messages ENCOURAGING young people to drink alcohol? (Please check ONE box)

		Response Percent	Response Count
Family		4.8%	21
Friends		65.8%	290
Schools		8.4%	37
College community		9.8%	43
Youth-serving organizations (e.g., FNL, FNLM, church)		3.2%	14
Other		8.2%	36
Other (please specify)			41
		answered question	441
		skipped question	21

7. Do you feel pressured to drink alcoholic beverages?

		Response Percent	Response Count
Yes		17.9%	82
No		82.1%	377
		answered question	459
		skipped question	3

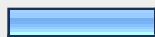
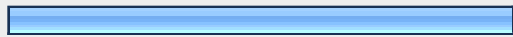
8. What type of alcoholic beverages do young people in your community most often drink? (Please check ONE box.)

		Response Percent	Response Count
Beer	<input checked="" type="checkbox"/>	44.4%	197
Wine	<input type="checkbox"/>	3.6%	16
Wine coolers (Bartles and James, etc.)	<input type="checkbox"/>	0.7%	3
"Alco-pops" (Bacardi Silver, Smirnoff Ice, etc.)	<input type="checkbox"/>	5.0%	22
Alcoholic Energy Drinks	<input type="checkbox"/>	2.0%	9
Malt liquor (St. Ides, Colt 45, King Cobra, etc.)	<input type="checkbox"/>	0.7%	3
Fortified wine (Thunderbird, Cisco, etc.)	<input type="checkbox"/>	0.2%	1
Hard liquor (gin, tequila, vodka, whisky, etc.)	<input checked="" type="checkbox"/>	33.6%	149
Other	<input type="checkbox"/>	9.9%	44
Other (please specify)			53
answered question			444
skipped question			18

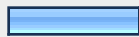
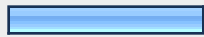
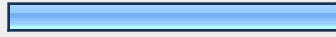
9. Where do you most often see other young people drinking alcoholic beverages? (Please check ONE box.)

		Response Percent	Response Count
School, during regular school hours	<input type="checkbox"/>	4.5%	20
School, during after-school events such as games or dances	<input type="checkbox"/>	2.7%	12
Workplace	<input type="checkbox"/>	0.5%	2
Parks / recreational areas / lakes / riverbanks / orchards / other unmonitored outdoor spaces	<input type="checkbox"/>	7.9%	35
In parking lots or on the street	<input type="checkbox"/>	1.6%	7
Social events / celebrations	<input type="checkbox"/>	11.5%	51
In their own or someone else's car	<input type="checkbox"/>	0.2%	1
College-age parties	<input type="checkbox"/>	4.5%	20
Parties in a home	<input checked="" type="checkbox"/>	56.1%	249
Bars	<input type="checkbox"/>	2.0%	9
Restaurants	<input type="checkbox"/>	0.0%	0
Other	<input type="checkbox"/>	8.6%	38
Other (please specify)			44
answered question			444
skipped question			18

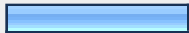





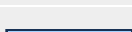
10. If you see other young people drinking alcoholic beverages at their home or someone else's home: Are their parents/guardians usually at home?

		Response Percent	Response Count
Yes		22.1%	97
No		77.9%	341
		<i>answered question</i>	438
		<i>skipped question</i>	24


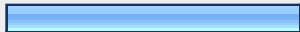
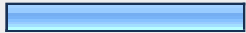
11. If you see other young people drinking alcoholic beverages at their home or someone else's home: Do those parents/guardians (who live at that home) usually know that young people are drinking?

		Response Percent	Response Count
Yes		19.7%	88
No		29.8%	133
I don't know		50.4%	225
		<i>answered question</i>	446
		<i>skipped question</i>	16

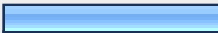

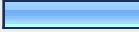
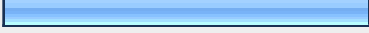
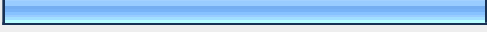

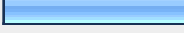

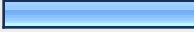
12. If you see other young people drinking alcoholic beverages at their home or someone else's home: Who usually provides the alcohol?

		Response Percent	Response Count
Friends who are over 21		27.5%	117
Friends who are under 21		32.2%	137
Parents / guardians / caretakers		7.3%	31
Sisters / brothers		11.5%	49
Other family members (cousins, aunts / uncles, etc.)		1.4%	6
Family friends		0.9%	4
Other		19.1%	81
Other (please specify)			91
		answered question	425
		skipped question	37

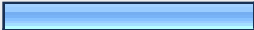

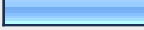


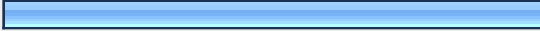

13. If you see other young people drinking alcoholic beverages at their home or someone else's home: Do the parents/guardians of the YOUTH ATTENDING THE PARTY usually know that youth are drinking?

		Response Percent	Response Count
Yes		18.5%	82
No		44.9%	199
I don't know		36.6%	162
		answered question	443
		skipped question	19



14. If you see young people drinking alcoholic beverages at other social events and celebrations: (Please check ALL that apply) What types of social events/celebrations are they?


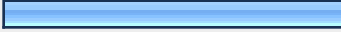
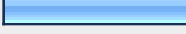

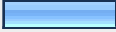
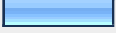
		Response Percent	Response Count
Quinceñeras		33.1%	145
Cotillions		16.4%	72
Bah mitzvahs / Bat mitzvahs		20.5%	90
Weddings		56.2%	246
Birthdays / Holidays		74.4%	326
School-related events (graduations, dances, sporting events)		44.3%	194
Community Sporting Events (ballgames, rodeos, etc.)		27.6%	121
Community Festivals or Fairs		34.5%	151
Other		29.2%	128
	Other (please specify)		102
	answered question		438
	skipped question		24

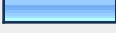
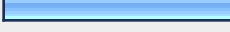
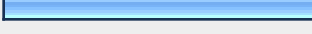
15. If you see young people drinking alcoholic beverages at other social events and celebrations: (Please check ALL that apply) Where do these social events/celebrations usually happen?

		Response Percent	Response Count
Hotels/Motels		38.3%	168
Places of worship (churches, mosques, temples)		15.7%	69
Restaurants		21.4%	94
Outdoor spaces such as parks / recreational areas / lakes/ rivers / beaches /orchards / other unmonitored outdoor spaces		56.7%	249
Community centers		13.9%	61
Homes / Apartment buildings		83.1%	365
Other		10.5%	46
Other (please specify)			32
		answered question	439
		skipped question	23

16. If you see young people drinking alcoholic beverages at other social events and celebrations: Are adults over 21 usually present?

		Response Percent	Response Count
Yes		42.2%	179
No		57.8%	245
		answered question	424
		skipped question	38

17. If adults over 21 are present, who are they mostly likely to be? (check one)			
		Response Percent	Response Count
Parents / guardians / caretakers		33.6%	145
Brothers / sisters		52.0%	224
Other family members (cousins, aunts/uncles, etc.)		28.1%	121
Friends of the young people		55.5%	239
Family friends		16.9%	73
Other community members		16.7%	72
		<i>answered question</i>	431
		<i>skipped question</i>	31

18. Do parents/guardians of young people who are attending the social event/celebration know that their children will drink there?			
		Response Percent	Response Count
Yes		17.0%	76
No		35.2%	157
I don't know		47.8%	213
		<i>answered question</i>	446
		<i>skipped question</i>	16

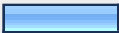

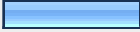

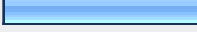
19. If adults are present (when young people are drinking at social events and celebrations), do they know that young people are drinking?

		Response Percent	Response Count
Yes		27.2%	122
No		27.0%	121
I don't know		45.8%	205
		<i>answered question</i>	448
		<i>skipped question</i>	14

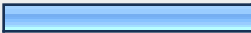

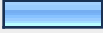

20. Of the young people you know who drink...(Please check ONE box.) About how many of their parents/guardians know that they drink?

		Response Percent	Response Count
None		11.5%	51
A few		36.4%	162
Some		20.0%	89
All		9.7%	43
I don't know		22.5%	100
		<i>answered question</i>	445
		<i>skipped question</i>	17

21. Of the young people you know who drink...(Please check ONE box.) If their parents/guardians know they drink, how much do they disapprove?

		Response Percent	Response Count
A lot		17.2%	76
Some		26.9%	119
Not much		20.5%	91
Not at all		5.9%	26
I don't know		29.6%	131
		<i>answered question</i>	443
		<i>skipped question</i>	19

22. How much do you think adults in your community disapprove of youth drinking alcohol? (Please check ONE box.)

		Response Percent	Response Count
A lot		38.0%	167
Some		38.7%	170
Not much		14.8%	65
Not at all		8.4%	37
		<i>answered question</i>	439
		<i>skipped question</i>	23

23. How much do YOUR parents/guardians disapprove of youth using alcohol?			
		Response Percent	Response Count
A lot		56.6%	249
Some		26.8%	118
Not much		10.2%	45
Not at all		6.4%	28
		answered question	440
		skipped question	22

24. If adults in the community see young people drinking alcohol, do they step in to stop them from drinking? (Please check ONE box.)			
		Response Percent	Response Count
Always		5.2%	23
A lot		7.2%	32
Sometimes		26.5%	118
Rarely		17.9%	80
Never		10.5%	47
I don't know		32.7%	146
		answered question	446
		skipped question	16

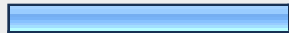



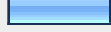
25. How much do you think other youth disapprove of youth drinking alcohol? (Please check ONE box.)			
		Response Percent	Response Count
A lot	<input type="checkbox"/>	4.1%	18
Some	<input type="checkbox"/>	30.4%	133
Not much	<input checked="" type="checkbox"/>	44.5%	195
Not at all	<input type="checkbox"/>	21.0%	92
		<i>answered question</i>	438
		<i>skipped question</i>	24

26. How much do you disapprove of youth drinking alcohol? (Please check ONE box.)			
		Response Percent	Response Count
A lot	<input type="checkbox"/>	23.6%	105
Some	<input type="checkbox"/>	24.5%	109
Not much	<input type="checkbox"/>	22.9%	102
Not at all	<input checked="" type="checkbox"/>	29.0%	129
		<i>answered question</i>	445
		<i>skipped question</i>	17

27. How do most young people in your community get alcoholic beverages? (Please check ONE box.)						
	Never	A little	Sometimes	Often	Rating Average	Response Count
People their age give it to them or steal it for them	15.4% (67)	20.9% (91)	31.4% (137)	32.3% (141)	2.81	436
Someone they know who is under 21 has a fake ID and gets it for them	20.2% (87)	22.1% (95)	36.0% (155)	21.6% (93)	2.59	430
They buy it from a store	26.3% (113)	25.6% (110)	28.6% (123)	19.5% (84)	2.41	430
They buy it from a bar or restaurant	61.6% (261)	19.8% (84)	11.1% (47)	7.5% (32)	1.65	424
They find an adult outside or in a store to buy it for them	27.9% (121)	25.6% (111)	27.0% (117)	19.4% (84)	2.38	433
They find an adult outside or in a bar/restaurant to buy it for them	48.7% (207)	24.5% (104)	15.1% (64)	11.8% (50)	1.90	425
Someone they know who is over 21 buys it for them	10.0% (43)	11.4% (49)	30.0% (129)	48.6% (209)	3.17	430
They take it from home without asking	9.0% (39)	13.4% (58)	26.6% (115)	51.0% (221)	3.20	433
They take it from home with permission	38.4% (165)	24.9% (107)	19.5% (84)	17.2% (74)	2.16	430
They steal it from a store	42.5% (182)	24.1% (103)	17.8% (76)	15.7% (67)	2.07	428
Other	38.4% (56)	18.5% (27)	17.8% (26)	25.3% (37)	2.30	146
				Other (please specify)		41
	answered question					444
	skipped question					18


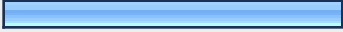
28. If YOU drink alcohol, how do you most often get it?						
	I never do this	I do this a little	I do this sometimes	I do this a lot	Rating Average	Response Count
People my age give it to me or steal it for me	63.0% (259)	12.2% (50)	15.1% (62)	9.7% (40)	1.72	411
Someone I know who is under 21 has a fake ID and gets it for me	70.3% (289)	10.2% (42)	10.2% (42)	9.2% (38)	1.58	411
I buy it from a store	84.0% (342)	5.4% (22)	3.7% (15)	6.9% (28)	1.33	407
I buy it from a bar or restaurant	87.7% (358)	4.2% (17)	2.7% (11)	5.4% (22)	1.26	408
I find an adult outside or in a store or bar/restaurant to buy it for me	77.8% (318)	8.1% (33)	6.6% (27)	7.6% (31)	1.44	409
Someone I know who is over 21 buys it for me	59.7% (246)	9.5% (39)	16.5% (68)	14.3% (59)	1.85	412
I take it from home without asking	68.0% (278)	9.8% (40)	10.3% (42)	12.0% (49)	1.66	409
I take it from home with permission	80.6% (328)	6.9% (28)	5.9% (24)	6.6% (27)	1.39	407
I steal it from a store	87.4% (360)	2.9% (12)	2.4% (10)	7.3% (30)	1.30	412
Other	78.3% (141)	5.6% (10)	6.1% (11)	10.0% (18)	1.48	180
				Other (please specify)		52
				answered question		420
				skipped question		42

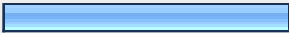

29. From whom do you think young people in your community most often get alcoholic beverages? (Please check ONE box.)

		Response Percent	Response Count
Friends over 21		43.0%	183
Friends under 21		31.7%	135
Parents / guardians / caretakers		4.5%	19
Other family members		5.6%	24
Other		15.3%	65
		Other (please specify)	57
		answered question	426
		skipped question	36

30. Where is it easiest for young people in your community to buy (or get someone else to buy them) alcoholic beverages?						
	Not at all easy	A little easy	Somewhat easy	Very easy	Rating Average	Response Count
Gas station	26.4% (105)	32.9% (131)	21.4% (85)	19.3% (77)	2.34	398
Convenience store (7-11, Circle K, etc.) or corner store	18.1% (72)	29.6% (118)	29.4% (117)	22.9% (91)	2.57	398
Small market	24.3% (95)	32.2% (126)	24.6% (96)	18.9% (74)	2.38	391
Supermarket (Safeway, Albertson's, etc.)	51.1% (201)	21.9% (86)	13.2% (52)	13.7% (54)	1.90	393
Tobacco (smoke) shop	32.6% (126)	34.4% (133)	16.5% (64)	16.5% (64)	2.17	387
Liquor store	33.7% (132)	28.3% (111)	19.1% (75)	18.9% (74)	2.23	392
Bar	60.4% (235)	23.4% (91)	8.2% (32)	8.0% (31)	1.64	389
Restaurant	69.3% (268)	18.9% (73)	5.2% (20)	6.7% (26)	1.49	387
Other	54.4% (74)	14.0% (19)	10.3% (14)	21.3% (29)	1.99	136
Other (please specify)						44
answered question						412
skipped question						50

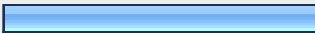


31. Do sales clerks or cashiers in your community ask young people who buy alcoholic beverages for ID?			
		Response Percent	Response Count
Yes, all the time		43.6%	184
Sometimes		48.1%	203
No, they don't at all		8.3%	35
answered question			422
skipped question			40

32. Are there stores in your community at which you or your friends know you can easily purchase alcohol?			
		Response Percent	Response Count
Yes		48.0%	201
No		52.0%	218
<i>answered question</i>			419
<i>skipped question</i>			43

33. Are there stores in your community at which you or your friends know you'll be able to find an adult outside who will purchase alcohol for you?			
		Response Percent	Response Count
Yes		43.9%	183
No		56.1%	234
<i>answered question</i>			417
<i>skipped question</i>			45

34. Are there particular store clerks or cashiers in your community that you or your friends know will sell alcohol to young people?			
		Response Percent	Response Count
Yes		35.2%	148
No		64.8%	272
<i>answered question</i>			420
<i>skipped question</i>			42

35. Are there particular bartenders or restaurant employees that you or your friends know will sell alcohol to young people?			
		Response Percent	Response Count
Yes		22.4%	93
No		77.6%	323
		<i>answered question</i>	416
		<i>skipped question</i>	46

36. What is your gender?			
		Response Percent	Response Count
Female		47.9%	214
Male		39.6%	177
Decline to state		12.5%	56
		<i>answered question</i>	447
		<i>skipped question</i>	15

37. What is your age, as of today?			Response Percent	Response Count
11			2.7%	12
12			0.0%	0
13			0.2%	1
14			14.9%	66
15			28.9%	128
16			24.4%	108
17			18.1%	80
18			5.9%	26
19			0.7%	3
20			1.4%	6
21			2.9%	13
		answered question		443
		skipped question		19

38. What county do you live in?			
		Response Percent	Response Count
Alpine	█	0.4%	2
Alameda		0.0%	0
Amador		0.0%	0
Butte	█	0.9%	4
Calaveras		0.0%	0
Colusa		0.0%	0
Contra Costa	█	0.4%	2
Del Norte		0.0%	0
El Dorado	█	0.4%	2
Fresno		0.0%	0
Glenn		0.0%	0
Humboldt	█	0.2%	1
Imperial		0.0%	0
Inyo		0.0%	0
Kern		0.0%	0
Kings		0.0%	0
Lake	█	0.4%	2
Lassen		0.0%	0
Los Angeles	█	0.9%	4
Madera		0.0%	0
Marin	█	0.2%	1
Mariposa		0.0%	0
Mendocino		0.0%	0
Modoc	█	0.2%	1

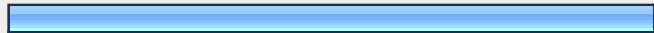









Monterey		0.0%	0
Mono		0.7%	3
Merced		0.2%	1
Napa		62.4%	284
Nevada		0.0%	0
Orange		0.0%	0
Placer		0.0%	0
Plumas		0.0%	0
Riverside		0.0%	0
Sacramento		0.7%	3
San Benito		0.0%	0
San Bernardino		0.0%	0
San Diego		0.0%	0
San Francisco		0.7%	3
San Joaquin		0.2%	1
San Luis Obispo		0.0%	0
San Mateo		0.0%	0
Santa Barbara		0.2%	1
Santa Clara		0.0%	0
Santa Cruz		0.0%	0
Shasta		0.2%	1
Sierra		0.0%	0
Siskiyou		0.0%	0
Solano		18.7%	85
Sonoma		11.2%	51
Sutter		0.0%	0
Stanislaus		0.0%	0

Tehama	▮	0.2%	1
Trinity		0.0%	0
Tulare		0.0%	0
Tuolumne	▮	0.2%	1
Ventura		0.0%	0
Yuba	▮	0.2%	1
Other (please specify)			22
answered question			455
skipped question			7


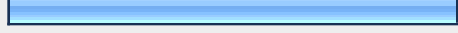
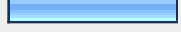
39. What is the zip code where you are living now?		Response Count
		422
answered question		422
skipped question		40

40. What is the zip code for the school or community center at which you are taking this survey? (Ask if you don't know!)		Response Count
		414
answered question		414
skipped question		48


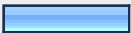

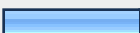


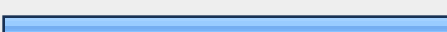


41. Where are you taking this survey? (Please ask the person who gave you this survey which one you should click!)

		Response Percent	Response Count
Location 1		99.7%	398
Location 2		4.0%	16
Location 3		2.3%	9
Location 4		2.3%	9
Location 5		2.3%	9
Location 6		2.3%	9
Location 7		1.8%	7
Location 8		1.8%	7
Location 9		1.8%	7
Location 10		1.8%	7
		answered question	399
		skipped question	63

42. Do you qualify for free or reduced lunch at school?

		Response Percent	Response Count
Yes		5.6%	24
No		68.9%	297
Don't know		25.5%	110
		answered question	431
		skipped question	31

43. Which of the following best describes your ethnicity or cultural background? Please check all that apply.

		Response Percent	Response Count
African-American / Black		14.8%	63
Asian / Pacific Islander		18.8%	80
Middle Eastern / North African		9.2%	39
Latin(-a / -o) / Hispanic		20.5%	87
Multi-ethnic / -racial		12.7%	54
Native / Indigenous		10.1%	43
White / European		68.5%	291
Ethnicity / cultural background not listed above		8.7%	37
Decline to state		9.6%	41
Other (please specify)			42
		<i>answered question</i>	425
		<i>skipped question</i>	37