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Final Report
Orange County Partnership for Success Grant: Year 2012-2013
Activities

By

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Overview

The Institute for Social and Behavioral Sciences at the University of Central Florida is pleased to submit this Report on research services and accomplishments under the terms of the Agreement and Scope of Services for the Orange County “Partnership for Success” and the county’s Office for a Drug Free Community. The report is organized into four major parts, as follows:

- (1) Results from the Key Person focus groups
- (2) Results from the Orange County Household Survey
- (3) Results from our evaluation of selected activities pursued under the larger Partnership for Success Grant
- (4) Various appendices

Key Persons Focus Groups¹

Five focus groups were conducted between March 21 and May 30, 2013, asking parents and school employees questions about their knowledge, attitudes, and practices in regard to underage drinking. There were 23 participants in all, including parents, teachers, and school administrators. The focus groups took about 20 to 45 minutes to conduct and were tape-recorded. The audio files were then transcribed and analyzed for themes. Below are the results from each focus group along with an overall summary of the information received from the participants.

South Creek Middle School
March 21st, 2013
n=3

There were three participants in the focus group held at South Creek Middle School. All were parents with at least one child in middle school; two of the parents had at least one child in high school. The children’s ages ranged from 11 to 19. Responses have been combined to increase confidentiality.

None of the parents had a problem with adult drinking, as long as they are drinking responsibly (not drinking and driving, drinking excessively, or behaving irrationally). The participants were **not** very knowledgeable about teen drinking. They reported seeing more information about drug use on television than about teen drinking. One parent felt that drinking was more prevalent when she was younger and “now they’re getting high in different ways.”

One of the parents thought that people usually have their first drink around the age of 14 to 16 now, and that their generation started at a much younger age, like 11 or 12. One of

¹ Prepared by Rameika Newman and Amy M. Donley

the parents said they used to finish off the drinks that were left behind just to taste it. Another parent cited the change in culture, that parents of their generation usually had bars at their houses and that it was common practice to offer someone a drink when they would come to visit.

Participants felt that letting their child indulge “in a sip of wine at the holidays” was acceptable, or letting the child taste a beverage they were drinking. However, it is not acceptable for parents to provide safe drinking options for teens, because it is against the law.

Two of the parents thought that at least 75 percent of 16 year olds drink on a regular basis, while the other was not sure on a percentage. The group felt that most of these teens were drinking beer. They also felt that teens were experimenting with flavored vodkas and that these brands target the teen population. The participants felt that these teens drink with their friends and that some are drinking with their parents.

The participants mainly get their information on teen drinking from television. One parent explained that it is because their teens are not interested in drinking and neither are their friends. Drinking is not something their children talk about. None of the parents have ever had to discipline their child or their child’s friends for alcohol related behaviors. The parents also were not comfortable with their teens going to parties where the parents would serve alcohol to the kids. One parent felt that those parents should go to jail. Another parent stated the importance of talking to the parent where the party will be taking place, because “everybody allows different things.” They would make sure the parent is going to be at the house and that there would be no drinking or sex allowed.

The parents felt that “having personal issues” influences a teen’s decision to drink heavily as compared to those who only drink occasionally, that it is “self-soothing.” The parents were also concerned about alcohol related behaviors such as drunk driving and alcohol poisoning. However, one parent said that they hear more about texting and driving than drinking and driving for teens, and that there are “a lot of adults [who are] DUI.” “Like you said, the drinking and driving, the MADD, SADD, all those programs, it does concern me, but they’re totally sober and texting and killing people, too.”

Participants said that the parents have to set the “prime example” for their children when it comes to drinking. They are also being influenced by their friends and peers, so setting ground rules is very important. One parent stated, “you can only teach your children at home what they need to do. There’s going to make their own decisions, so you teach them and you hope that they will follow your pattern, or follow the way that you taught them, but in actuality, the end decision...is gonna be theirs.”

Participants felt that schools, communities, and after school involvement make a difference in teen drinking. Sports, especially, make children more health conscience and often cause them to refrain from activities that are going to impact their health. One parent said that because sports was important to their older child, he would often not go out on a Friday night, because he had sports related activities on Saturday mornings.

There were no changes that the parents would make to their community's teen drinking policies. One of the parents spoke about when they lived in Europe and the fact that though their young have access to alcohol, they do not have drinking issues there. However, the US students that came over got into problems because they never had access like that before and did not know how to handle themselves. Another parent agreed and talked about the dangers that arise when kids finally go off to college. "They just lose their minds with this alcohol and marijuana... You know what I'm saying and bath salts, all these other chemicals that the kids are into. That to me is more permanent and is like, killing their brains, like they are totally losing it on these chemicals that they're coming up with."

The participants felt that parents that allow their teens to drink should be punished and these parents often struggle with trying to gain the approval of their child rather than parenting them. One parent stated, "It's not umm, I think more people wanna be their kids' friends, instead of being an adult and they're more interested in being most popular instead of having their children be most likely to succeed. And it's just, I feel like it's a constant struggle, but as adults we don't need 12 year old friends. We should not be seeking friendship or approval of a 16 year old, so umm that's not normal, that's not normal. But, I still, like, when you prosecute these parents, other parents are like ok, yeah we're not going to be able to do that." However, another parent clarified that the parent should be punished if they are participating in the drinking habits of their child. "I don't see the right to prosecute the parent, because the child is at that stage where he doesn't care or she doesn't care if the parent's being prosecuted until they get themselves squared away, they're not going to know what they've done to their parent. So the parent can't take responsibility."

Edgewater High School
April 24th, 2013
n=6

There were six participants in the focus group held at Edgewater High School. All were parents and all had a least one child attending high school while others also had children in middle school. The parents had a mixture of male and female children ranging from ages 12 to 18. Responses have been combined to increase confidentiality.

Three of the participants stated that they drink at home on a regular basis and therefore did not have a problem with adults drinking. They feel that they set a good example for their children because they do not drink and drive. These parents felt that teenage drinking is "unacceptable," but recalled attempts to engage in underage drinking as children and teens.

The group felt that they are very knowledgeable about teen drinking and "probably know too much." However, one participant stated that her child talks more about other children smoking pot than drinking alcohol. It went even as far as a participant seeing children smoking while walking to the bus stop. Other participants agreed with this and thought

that perhaps there should be more information about marijuana and prescription pill abuse than alcohol. One participant told about “bowl parties,” which is when teens gather all kinds of pills and bring them to a social gathering. The pills are then put in a bowl and then people pick whichever pill they want, in most cases without knowing what it is or the side effects.

These parents thought that most kids have their first drink somewhere between 12 and 16, and thought that teen drinking was acceptable at certain social events under parent supervision, for example at a Sunday dinner or during the holidays.

The participants felt that 20 to 50 percent of 16 year olds are drinking, but hoped that it was less. Most of the parents get their information on teen drinking from their children or social media such as Facebook and Instagram. Teens that they are connected to social media sites would sometimes post pictures of themselves drinking or smoking marijuana. Some parents said that they perform random checks their children’s cellphones for incriminating messages or pictures.

Two of the parents had to discipline children for alcohol related behavior. The children had tried to partake when they thought the parents were distracted and were caught. One parent had to discipline the child at the wedding reception along with their child’s friends for trying to drink without permission. One parent thought that a wedding would be an appropriate time to let teens have a small amount of alcohol, such as champagne to celebrate the occasion as long as the parent is aware, with the claim that Americans are hypersensitive to teen drinking, where in European cultures, teen drinking is allowed without issues. Another parent explained that the difference is European teens might have a glass of wine, “where our kids are going to be doing shots.”

When a child attends a party, the parents try to get as much information as possible about where the party is being held, who is hosting it, and who will be there. However, the participants said there is a limited amount of information they can get from their children, friends, and neighbors, especially on short notice. This is where having good communication with their children comes in. One parent stated, “you have to trust them and let them go off in the world,” because hovering or being too protective can have a negative effect on communication between the parent and the child. One parent came across this with their daughter when she severed some of the friendships her daughter had after her daughter had informed her of some of their bad behaviors.

The group believed that peer pressure and coping with mental illness were the main factors of why a teen would choose to drink heavily compared to those that drink occasionally or not at all. A parent stated, “I have a friend whose son actually told her, ‘mom, I don’t know why you don’t let me smoke pot. It does way better than that ADHD medication you make me take.’” Though the other parents were shocked by this admission, another parent partially agreed with son’s assessment. “This drug is being shunned... some of the others are allowed,” and “the pharmaceuticals enforce that culture.”

Of alcohol related behavior, parents were most concerned with excessive drinking, driving while intoxicated, and engaging in sexual activity. The group agreed that parents play the biggest role in a teen's decision to drink and that it is not their job to be their child's friend. Also, getting a child involved in sports or church activities can influence a child not to drink. "The busier they are, the less trouble..."

The participants were fine with the drinking age staying at 21, but thought there should be a more hands-on approach to punishment for children caught drinking underage. They wanted programs designed to show the dangers of drinking, like community service at an alcohol rehabilitation center. Participants felt that children, as well as their parents, have to take responsibility for a child that is engaging in underage drinking, especially if it becomes an ongoing issue. There was some disagreement as to if or when the parent should be punished as well, but that there should at least be a fine on the first offense. However, they felt that parents cannot rely on government sanctions to deal with mistakes their child is making. One parent felt that there would be less of an issue if parents were allowing to "spank" their children, that children lack a fear of authority now, and have no respect.

Orlo Vista Park
April 30th, 2013
n=2 and then 3

The focus group at Orlo Vista Park consisted of just two participants. Both participants were the parents of two children- one had two children in middle school, the other a child in middle school and the other in high school. A third participant showed up after the group with the first two participants was completed. This person, a parent of two middle school and one high school children, was interviewed individually. All responses have been combined here to increase confidentiality.

Generally these parents thought that alcohol use in moderation was acceptable for adults. In terms of teen drinking, two parents thought that they were very knowledgeable while the third stated, "I try to keep up, but it's not working, they're way ahead of us no matter how hard you try, they find a way to get around it. It's hard for me to keep track of it." All of the parents believe that kids drink at younger ages that they did in the past and all three believed that it was never acceptable for a person to drink under any circumstances before the age of 21. Nevertheless, they believe that younger people are drinking. When asked how common they think teen drinking is by the age of 16, two of the parents stated that 75% of teens are drinking while the remaining parent stated 95%. All of the parents thought that generally teens are drinking beer but one of the participants added that teens will "drink anything." When asked how often and when teens are drinking, all stated that they think teens are drinking on the weekends. Only one parent was asked how she thought that teens were getting access to alcohol. She replied, "There are no obstacles, kids nowadays find it anywhere. Whether its in the cough syrup or alcohol itself. If it's a neighborhood store and you grew up there you can purchase it without ID within the community."

Only one of the participants ever reported having to discipline their own child or another teen for drinking. None of the participants thought that it was acceptable for other parents to allow their children to drink at home or during parties with other teens. "It's disappointing when other parents provide it for kids." Among the biggest alcohol behaviors that concern these participants were alcohol poisoning and death, getting sick, or driving home while intoxicated. All of the participants thought that parents play a major role in keeping a child from drinking. They also unanimously stated that schools, communities, and law enforcement make a difference. When asked if parents should be held responsible when teens drink, all three said yes.

Corner Lake Middle School

April 30th, 2013

n=8

There were eight participants in the focus group held at Corner Lakes Middle School. Seven of the participants were parents with a least one child in middle school, while one also had a male student in high school. The parents had mainly male children ranging from age eleven to sixteen, along with two female children, ages 12. The other participant was an employee at the school with no children. Responses have been combined to increase confidentiality.

Generally, parents did not have a problem with adults who drink in moderation and responsibly, as long as they were not drinking and driving.

Parents explained that they had not heard much about alcohol, but more about the "creative ways of getting some kind of high." One that shocked one of the respondents was hearing about crushing up and inhaling Smarties (a candy that is snorted not to get high but to create the impression that you are), but others stated that they had only heard about other children using marijuana. The most recent information about teen drinking the parents could recall was from about a couple of years ago when kids were bringing vodka to class in their water bottles.

Most of the parents believed that people have their first drink at a younger age now than they did before, but one did disagree, stating it was younger when s/he were a child. They stated that the drinking age was 18 and there was not much education for parents on why their children should not drink, so parents would let their child partake in small amounts. The other parents believed that the children are exposed to more things than when they were younger through the different forms of media, which has led to children maturing faster now. They also felt that the child's personality and natural curiosity played a role in whether a teen chooses to drink.

These parents were a bit conflicted when asked how common they thought teen drinking is for teens that are sixteen. One parent guessed 20 percent while another guessed as high as 80 percent. However, for middle school aged children they thought it was around 10 to 25 percent.

Parents said they got their information on teen drinking from their kids and the news. The majority of the information that they saw on television, some of the parents said, comes during prom season. The school employee said that he heard it from the teen drinkers themselves during the years he worked in a high school when they would tell him about whatever they had done during the weekend.

Only one parent had dealt with disciplining children for an alcohol related issue, during a sleepover she had hosted for her high school child. The parent explained that she did inform the parents of the teens that were involved and got mixed responses of anger and denial, but also nonchalance.

The group was asked if they felt safe if their child went over to another home and alcohol was being served there, like during a party. Two of the parents responded with lengthy anecdotes of their own personal experiences of being present with their child at a party where alcohol was being served and felt comfortable because they were able to make sure their child did not have access to it. One parent actually witnessed teens drinking at the party they were attending with their children and used it as an opportunity to explain how unbecoming their behavior was and that it was an example of what not to do.

Participants disapproved of parents that allow their children to drink, though one participant expressed indifference for other parents' decisions in regard to their own children as long as it did not affect their own. S/he stated, "I don't think anything about those parents. What they do with their children is fine, but they will never make that decision for my child." Two of the participants felt that it was very important to follow the laws strictly and that any leeway might cause children to think other bad behaviors are now admissible.

These parents felt overwhelmingly that a teen's peers influence a teen to drink more than the parent, but that a parent's drinking habits can also encourage or deter a teen from drinking. Parents set the example and show how alcohol can be used, either as entertainment or a way to have fun, but also as a coping mechanism or a way to deal with stress. They felt that once again the child's personality plays a huge role in the decision to drink, because in this case, it will determine how a child interprets their parent's drinking habits as either positive or negative, and as a behavior to emulate or to stay away from.

Driving and pictures that might end up on social media sites were the most concerning of alcohol related behaviors to these participants. The participants felt that it was important to talk to their children about alcohol and other issues. One stated that it was especially important while the child was in middle school. "They're hearing it and if you don't talk to them about it, they're going to get their information from Nancy and Johnny, and you know, Billy, versus them coming to you and answering -- whether it's drugs or sex or alcohol."

Participants agreed that schools, communities, and after school involvement makes a difference in teen drinking. One stated that it keeps children busy and out of trouble.

There was nothing that the participants would change about current teen drinking policies. One participant felt that today's 18 year olds are not as mature as when the parents were 18. Though underage drinking in college is a concern, they were unsure as how they would attempt to solve that issue. Underage young adults who make the decision to drink must deal with the consequences of their actions, despite how much it may hurt the parent. Participants also felt that parents should not be held responsible or punished for their underage child if they are caught drinking.

Participants felt there was nothing that could really be done about parents that let their own children drink, if they are set in their ways. One stated, "I think you're always going to have a segment of the parent population that is unreachable." The group felt that parents and school administrators were responsible for making sure that children are given the right message about underage drinking. All that can be done is to make sure that children are equipped with the right information in order to make sound decisions on their own.

Walker Middle School
May 30th, 2013
n=3

There were three participants in the focus group held at Walker Middle School. All participants have at least one child in middle school, and one parent has a child in high school. All participants have at least one male child, two have at least one daughter. The children are mainly in grades 6th through 8th. One of the participants is also employed at the school. Responses have been combined to increase confidentiality.

None of the parents drink alcohol and feel that it is a bad habit that they do not want to pass on to their children. The parents did not seem to be very knowledgeable about teen drinking. One participant said that it is featured in one of the health textbooks and they watch videos on teen drinking at the high school. They felt that most people have their first drink in middle school, around the age of 13 or 14. One parent thought that the first drink is typically in high school. The participants also felt that children are starting to drink at a younger age than when they were children.

The participants felt that teen drinking was not acceptable under any conditions nor is it acceptable for parents to provide their children with safe drinking options. Two of the participants thought that more than 50 percent and as high as 75 percent of 16 year olds are drinking. The other parent said they thought it was much lower, at 25 percent. Participants think that teens are getting access to alcohol through their parents and older friends. Any information they obtain on teen drinking comes from online sources. One receives information from mentoring children.

None of the participants have ever had to discipline their child or their child's friends for alcohol related behaviors. They would also not allow their child to attend a party where alcohol might be served to teens.

The parents felt that depression, family issues, and possibly “the party atmosphere” influence a teen to drink heavily compared to those that drink occasionally. Of alcohol related behaviors, driving, engaging in crime, and sex concern them the most.

The participants felt that parents play a “huge” role in a teen’s decision to drink or not. They felt that talking to their children about drugs and alcohol does have an impact, along with school, communities, and after school involvement. One parent felt by the time a child is released from an after school program (6:00 PM at Walker Middle School), parents are off work, so “they don’t have the opportunity.”

The group felt that more information was needed about the dangers of underage drinking; quite possibly about long-term effects it has on a teen’s body, like damage to the liver. A participant suggested that maybe DUIs and drunk driving should be more commercialized like they have with the ads about the dangers of smoking. They said that the warnings against DUIs and drunk driving on television are not targeted toward teens, just adults, so that perhaps there needs to be ads specifically toward teens.

None of the participants ever have dealt with alcohol related issues concerning school-aged children. They felt that parents that provide their child with alcohol should be punished, but did not think that simply punishing the parent would change the child’s drinking habits. The situation has to be looked at individually, “’cause kids can sneak and do things behind their parent’s back and so it’s not 100 percent to blame on the parent.” The participants felt that children “know right from wrong at this age.” Children need to take responsibility and use the information that the parents provide. “Ultimately it comes down to the child -- when the parent’s there or not there -- whether to do the right thing.”

Conclusion

Overall, the parents participating in the focus groups were accepting of adults drinking as long as they are behaving in a responsible manner, especially not drinking and driving. Most of the participants reported drinking either on occasion or on a regular basis and that their children were aware of their habits. Because of this, they try to set a good example for their children, so that if and when they choose to partake in alcoholic behaviors, they are aware of the proper way to handle themselves. For those parents who did not drink, they felt that drinking was a bad habit to get into and hoped that their children refrain from it altogether.

The participants varied greatly in their knowledge about teen drinking; some parents even questioned what the drinking age is. All of the participants had access to information about teen drinking on the news or on television, though some reported that they did not hear much about teen drinking in the last couple of years. Many of the participants said that they hear more about marijuana, prescription pills, and other more creative ways that teens are using to alter their moods, such as bath salts. They said that teen drinking is featured on the news mainly during prom season and that there was more of a focus on it in years past. Texting and driving is seen by some as a more prevalent issue with teens than drinking and driving is.

The parents also keep up on their children's social lives by monitoring their social media sites such as Facebook and Instagram. By being friends with their children on these sites, parents not only see what their children are posting, but what their children's friends are posting. Some of the parents also do random "phone checks" to monitor who their children are communicating with and what is being said or sent. The most important source of information about teen drinking was their children. Parents expressed the importance of keeping the lines of communication open, so that their kids could feel comfortable sharing sensitive information with them. One parent spoke of the dangers of damaging that relationship due to taking action on some of the information they received, by altering other parents and severing their child's friendships with certain people. The child eventually learned from these experiences that they should no longer communicate that type of information.

The participants felt that people had their first drink when they are 14 to 16, but some thought even younger, like 12 to 13. There were mixed responses about whether children are having their first drink at a younger age than before. Some parents felt that kids are starting at a younger age now than they did when they were children. They felt that nowadays children are exposed to more adult concepts and images through different media outlets. As a result, children are maturing faster and are more likely to engage in adult activities sooner. Other parents felt their generation started drinking at a younger age. When they were younger, it was customary for their parents to have alcohol in the home to entertain guests. Parents were also more lax about restrictions on alcohol. The drinking age was 18 and parents would often allow their children to finish drinks that were left over after a party or other social occasions. There were also mixed feelings about whether teen drinking is unacceptable. Though parents did not necessarily approve of teen drinking, some felt that it was acceptable for a teen to have small amounts during certain social events with family, such as a wedding or during the holidays. Others felt that it was unacceptable under every circumstance, even if the person was 20 or in the military but under 21.

Most participants felt that 25 to 50 percent of 16 year olds were drinking, though some thought as high as 75 to 80 percent. A few of the parents have had to discipline either their child or their child's friends for alcohol related behaviors. Usually, it was due to the child being caught with alcohol that they had taken without the parent's permission, usually at their home, but once at a wedding. None of the participants were okay with their child going to a party where alcohol was being served. Most felt that they did not want their child to feel left out, but if the parent hosting the party had a reputation for having illegal substances or giving underage children alcohol, then the child would not be allowed to go.

Peer pressure and coping with stress, family issues, or some form of mental illness were the most common reasons given for why teens drink heavily compared to those who do not drink or drink only on occasion. Alcohol related behaviors that parents were most concerned with were driving while intoxicated and engaging in sexual activities. One parent was concerned about pictures that might be taken and distributed through social

media sites. Surprisingly, none of the parents spontaneously mentioned alcohol poisoning as a concern.

All participants felt that parents play the biggest role in a teen's decision to drink. They felt that parents should provide their children with as much information as possible so that children can be equipped to deal with whatever they face in the real world when they are on their own. They also agreed that schools, communities, and after school involvement have much influence on a teen's decision to drink. Keeping children busy or involved in sports often keeps them from partaking in reckless behavior.

None of the parents would change anything about their community's teen drinking policies, such as changing the minimum legal drinking age. Some would like to see changes in how teens are punished for drinking, like community service work with people dealing with alcohol related issues instead of taking a class. They also felt that the parents should be punished for their teen's drinking habits, but only if the parent was supplying the child with alcohol. They felt that teens know the difference between right and wrong and therefore need to take responsibility for their actions. A parent would not be at fault if they were not aware of what their child was doing, but had a responsibility to act once they are made aware.

Orange County Household Survey²

This section of the report presents the results from a survey of drug opinions among a sample of 803 adults in Orange County, Florida. The survey was conducted by telephone and many survey items were modeled after a survey conducted in Orange County in 2010. To provide a summary, the top conclusions from the survey are as follows:

Key Conclusions

- More than 70% of respondents believed that drug and alcohol use in our community is somewhat to very serious. 77% of respondents believed that drug and alcohol use among youth is somewhat to very serious.
- A little over one quarter of the respondents (26.9%) had **not** spoken with any adolescents in the year prior to the survey about issues related to alcohol and drugs. Among those respondents with teenage children, more than nine in ten had had such a conversation with their teen and over 95% of these parents felt confident about what to say to their teen.
- Heroin and methamphetamines were consistently considered the most harmful drugs of abuse.
- Friends and social media emerged as the top two “major influences” on teen alcohol and drug use.
- Respondents felt strongly that drug education should be handled by parents and not the school system.
- Women rate drugs as more harmful than did men for every drug and frequency-of-use category.
- Parents rated drugs as more harmful than did people who were not parents for every drug and frequency-of-use category.

A Note on Survey Methods

The 2012 “parent’s survey” was a computer-assisted telephone survey that ran approximately 12 minutes for the average respondent. Two phone listings were used to compile the survey sample:

(1) The “panel sample” was derived from respondents to the 2010 survey, most of whom were recontacted and asked to participate again.

(2) The “OCPS sample” was derived from a list of phone numbers for parents of all students currently enrolled in the Orange County Public Schools.

² Prepared by Racine Jacque, Sara Strickhouser and James Wright.

For present purposes, we have used the combined sample without differentiation between the two sources; later analyses will compare the panel and OCPS samples to determine significant differences (if any) and will also analyze the two waves of the panel survey to determine any individual-level changes in opinions. Note finally: The survey questionnaire is reproduced below as Appendix 1. Unweighted marginal results for all questions are shown in Appendix 2.

Data were collected via computer assisted telephone interviews conducted in the ISBS Survey Research Lab during May and June 2013. We utilized, first, a list of 813 phone numbers of people who took this same survey in 2010 (panel sample). The remaining phone numbers used (10,118) were randomly selected from a list of phone numbers supplied by Orange County Public School system of parents of Orange County Public school children. We used screening questions at the beginning of the survey to confirm residence in Orange County and to establish that our respondent was at least 18..

Please note: The tables that appear in Appendix 2 contain three columns of numbers. The first, labeled “N,” gives the raw number of respondents that gave each answer to each question. The second, labeled “Percent,” converts the raw frequencies into a percentage distribution. The third column, “Valid Percent,” omits all missing data (“don’t know,” “can’t say,” refused to answer, etc.) and re-percentages the distribution. Note, for example, the first table in the appendix, showing opinions on the seriousness of alcohol and drug use in our community today. The first row of the table contains persons who indicated alcohol and drug use is very serious. Column 1 (N) shows that there are 412 such persons in the survey. Column 2 (Percent) shows that those 412 represent 51.3% of the 803 total respondents. Not all respondents answered this question. In the third column (Valid Percent) respondents who answered “don’t know” were coded as missing. These missing cases are omitted from the 3rd column and the column is re-percentage to now total 54.1%. In most cases, the percentages reported later in the text of this report are taken from the column of “valid percentages,” i.e., are calculated with all missing values omitted.

The following tabulation shows the disposition of call attempts for the study. A “call attempt” is an effort by one of our interviewers to reach a person at a particular number. Since any one number can be (and often is) called multiple times, the number of call attempts (in this case, 19,000) is far larger than the count of distinct telephone numbers that were dialed (in this case, about 10,921 total). As can be seen, by far the most common outcome of a call attempt is no answer, an answering machine, or a voice mail message, accounting for 54.38% of all calls.

Disposition of Call Attempts

Complete	803	4.23%
Partial	61	0.32%
No answer	10333	54.38%
Call back	4977	26.19%
Busy	132	0.69%

Disconnected	1710	9.00%
Business number	140	0.74%
Fax machine	106	0.56%
Out of target area	90	0.47%
Call back Spanish	409	2.15%
Call back other language	8	0.04%
Not in sampling frame	66	0.35%
Other	2	0.01%
Refusal	163	0.86%
Total dial attempts	19000	100.00%

Results

The demographic data (see below) are mainly consistent with the 2011 American Community Survey (ACS) statistics for Orange County, FL. Since female respondents were oversampled in the telephone survey, the unweighted data (upon which this report is based) show a much larger proportion of females than the population at large. Also, since the OCPs sample is exclusively a sample of parents with children in school, the sample contains a much larger proportion of respondents who have children under the age of 18 (74.2%) compared to the ACS data for Orange County (33.3%). Our sample is 26.8% Hispanic, 58.4% white, and 16.4% African American. Most respondents are married (55.7%), were born in the United States (74.6%) and are conservative (40.2% moderately to very conservative by self-rating). Education levels are high, with 40.1% having a college or post-graduate degree. About half of the respondents are employed full-time and the median household income is about \$50,000 per year.

	Sample*	ACS for County**
Demographics		
Male	25.7	49.3
Female	74.3	50.7
% with children under 18 in the home?	74.2	33.3
%Hispanic	26.8	27.5
White	58.4	65.5
Black/African American	16.4	20.5
Other	25.2	11.4
Married/Cohabiting	55.7	42.6
Never Married	18.8	38.7
Divorced/Separated	18.4	13.9
Widowed	4.9	4.8
% Born in the U.S.?	74.6	72.0

Moderate/Very Conservative	40.2	
Middle of the Road	29.4	
Moderate/Very Liberal	21.1	
Attending School	19.8	37.6
Less than HS	4.5	13.3
HS Graduate	21.3	26.2
Some College	18.6	20.8
College Degree	28.8	19.3
Advanced Degree	11.3	10.0
Employed Full Time	48.7	
HH Income		
\$20,000 or less	11.8	
\$20,000 - \$40,000	23.4	
\$40,000 - \$60,000	18.0	
\$60,000 - \$80,000	16.6	
\$80,000 - \$100,000	9.6	
\$100,000 or more	20.5	

*n=803; unweighted sample

**American Community Survey 2011 Estimates,
U.S. Census Bureau

Opinions on Drug Use

Respondents were asked as series of questions about their opinions on and knowledge of alcohol and drug use. Slightly more than seven in ten respondents believe that drug and alcohol use in our community is a somewhat to very serious problem. More than three in four respondents (77.2%) feel that drug and alcohol use is a somewhat to very serious problem among youth in our community and 65.2% of respondents feel that drug and alcohol use is a somewhat to very serious problem in Orange County Public Schools.

Respondents who indicated that drug use was a somewhat to very serious problem were also asked an open ended question about their biggest concern regarding alcohol and drugs. These responses can be largely grouped into the following themes: the effects of abuse and addiction, availability of drugs and ease of access, drunk driving, and the negative effects of alcohol and drug use on the family.

Out of the six categories of drugs we asked about, over 90% of respondents had heard of marijuana, cocaine, heroin, methamphetamines, and prescription drugs while only 69.4% had heard of synthetic drugs. Close to one-third of respondents (31.5%) believed that public and private schools were **not** doing enough to address drug and alcohol abuse by students attending school while 39.2% of respondents believed that schools were doing enough, but could do more to address this problem. Women were more likely than men

to indicate that drug and alcohol use was very serious in the community although differences between men and women were not significant when asked about the severity of the problem among youth. Differences between parents and non-parents were not significant.

How serious a problem do you think alcohol and drug use is in our community?

	Total	Female	Male	Not Parent	Parent
Very Serious	54.1	57.3	45.2** ³	49.7	55.5
Somewhat Serious	23.0	21.0	28.6	24.9	22.4
Serious	19.7	19.6	20.1	20.3	19.6
Not at all Serious	3.2	2.1	6.0	5.1	2.5
Total	100.0	100.0	100.0	100.0	100.0

How about among youth in our community?

	Total	Female	Male	Not Parent	Parent
Very Serious	55.3	57.0	50.5	48.1	57.8
Somewhat Serious	21.9	20.2	26.8	27.1	20.3
Serious	19.5	19.8	18.4	22.7	18.3
Not at all Serious	3.3	3.0	4.2	2.2	3.7
Total	100.0	100.0	100.0	100.0	100.0

How about in public and private schools in Orange County?

	Total	Female	Male	Not Parent	Parent
Very Serious	41.3	43.1	35.6	34.8	43.3*
Somewhat Serious	24.0	22.2	29.4	31.0	21.8
Serious	27.9	28.6	25.8	29.7	27.3
Not at all Serious	6.8	6.0	9.2	4.4	7.6
Total	100.0	100.0	100.0	100.0	100.0

³ *P<.05; **P<.01; ***P<.001. As indicated the p-value (here and everywhere else) is the calculated probability of the observed result against a null hypothesis of “no difference.” Normally, any result whose corresponding probability is .05 or less (i.e. likely to happen less than one time in twenty trials) is considered “statistically significant.” And likewise, a “statistically significant” result is one that is unlikely to have occurred by chance.

Respondents were also asked about talking to teens about the dangers of alcohol and other drug use. A little over one quarter of respondents (26.9%) had not spoken with any adolescents in the year prior to the survey. However, among those respondents with teenage children, more than nine in ten had had a conversation with their teen. Those parents also feel confident that they know what to say to their teen about drugs.

Have you had a discussion with an adolescent in the past year about the dangers of alcohol and drug use?

	N	Percent	Valid Percent
Yes	583	72.6	73.1
No	214	26.7	26.9
Don't Know	6	0.7	---
Total	803	100.0	100.0

Among respondents with teenage children: *Have you had a conversation with your teen about the dangers of underage drinking and drug use?*

	N	Valid Percent
Yes	475	95.0
No	25	5.0
Refused	5	---
Total	505	100.0

Do you know what to say to your teenager about the dangers of underage drinking and drug use?

	N	Valid Percent
Yes	485	97.8
No	11	2.2
Refused	9	---
Total	505	100.0

We asked respondents to indicate the importance of nine different prospective influences on teenage alcohol and drug use. The nine items are listed below in descending rank order.

Friends and social media emerged as the top two influences (85% and 70% respectively). Parents emerged as the third most influential force on teenage alcohol and drug use (65%), although large percentages (more than half) also felt that celebrities and pro athletes, stress, television, and music videos were major influences too.

Significant gender differences emerged for four of the items (parents, stress, boredom, and school) with a greater proportion of women in all four cases indicating that the item was a major influence on drug and alcohol use among teens.

When we compared respondents with children in the home to those without children in the home, friends and social media still emerged as the top two items considered major influences by both parents and non-parents. Significant differences did emerge for three categories (parents, boredom, and school), with a greater proportion of parents indicating that school and parents are major influences and a greater proportion of non-parents indicating that boredom is a major influence on drug and alcohol use among teens.

Now I am going to read you a series of statements about what you think influences alcohol and drug use by teenagers. For each thing I mention, tell me in your opinion if that is a major influence on teenage alcohol and drug use, a minor influence, or no influence at all.

% Major Influence

	Total	Female	Male	Not Parent	Parent
Friends	85.4	85.0	86.8	86.7	85.1
Social Media	70.3	70.7	69.0	71.3	69.9
Parents	65.0	66.9	59.6*	50.8	69.8***
Stress	61.6	63.6	56.1*	61.7	61.8
Television	55.3	53.9	59.6	54.3	55.6
Music/music videos	53.0	52.1	55.7	55.6	52.1
Celebrities/Athletes	51.3	52.4	48.0	57.2	49.3
Boredom	51.2	53.0	46.3*	59.6	48.4*
School	48.7	51.2	41.9*	37.6	52.2**

Which drugs are deemed most harmful?

We asked respondents to tell us how harmful they believed eight different drugs were on a scale of 1-5 (higher numbers indicating higher assessed harmfulness) and for different patterns of use ranging from occasional experimentation to weekly use.

Heroin and Methamphetamines were consistently considered the most harmful for all use patterns of occasional use to weekly use. It is also important to note that every drug was considered more harmful the more frequently it is used.

Regardless of statistical significance, women rated drugs as more harmful than men for every frequency-of-use category. Women were significantly more likely to rate occasional experimentation with cocaine, synthetic drugs, prescription drugs, alcohol, marijuana and tobacco as more harmful than men. Weekly use of all listed drugs was seen as more harmful among women compared to men.

Parents were significantly more likely to rate occasional experimentation with all drugs except prescription drugs as more harmful than respondents without children. Weekly use of methamphetamines, cocaine, synthetic drugs, alcohol, tobacco and marijuana were seen as significantly more harmful among parents compared to those without children.

I am now going to ask you some questions regarding your attitudes toward alcohol and drug use among teenagers. On a scale of 1-5 with 1 being not at all harmful and 5 being very harmful, please tell me your opinion of how harmful each drug and use pattern I mention for teenagers is:

Occasional Experimentation with:	Mean Ratings				
	Total	Female	Male	Not Parent	Parent
Methamphetamines	4.91	4.92	4.87	4.85	4.93*
Heroin	4.90	4.91	4.87	4.85	4.92
Cocaine	4.82	4.84	4.75*	4.74	4.85*
Synthetic Drugs	4.76	4.80	4.65*	4.63	4.80**
Prescription Drugs	4.63	4.69	4.48***	4.57	4.65
Alcohol	4.07	4.15	3.85***	3.77	4.18***
Marijuana	3.99	4.08	3.71***	3.67	4.09***
Tobacco	3.82	3.89	3.58**	3.56	3.90*

Weekly Use:					
	Total	Female	Male	Not Parent	Parent
Methamphetamines	4.95	4.96	4.89*	4.89	4.96*
Heroin	4.93	4.94	4.90*	4.88	4.94
Cocaine	4.92	4.93	4.87*	4.84	4.94**
Synthetic Drugs	4.90	4.93	4.83*	4.83	4.93*
Prescription Drugs	4.87	4.90	4.76***	4.82	4.88
Alcohol	4.68	4.74	4.53***	4.47	4.75***
Tobacco	4.63	4.68	4.47***	4.46	4.68***
Marijuana	4.55	4.62	4.34***	4.35	4.62***

Is alcohol and drug use okay with parental supervision?

The results of the survey indicate that teen alcohol use is more acceptable than teen marijuana use. According to our respondents, alcohol use with parental supervision is “somewhat acceptable” on special religious and family occasions (but only with parental supervision). The majority, however, still disapprove of teen alcohol use on special family or religious occasions.

Just over three in ten respondents (35.6%) approved of teen alcohol use with or without parental supervision for religious occasions and only 26.2% approve of teen alcohol use with or without parental supervision for special family occasions. In contrast, less than

six percent of respondents approved of teen marijuana use in the home, with or without parental supervision. Gender differences were significant for alcohol use with a greater proportion of males approving alcohol use than females. There were also significant differences between parents and those respondents without children, with a greater proportion of parents disapproving of alcohol use compared to respondents without children.

Do you approve of teenagers' use of alcohol on special family occasions?

	Total	Female	Male	Not Parent	Parent
Yes, with or without parental supervision	2.1	1.9	2.9***	3.9	1.5***
Yes, but only with parental supervision	25.1	21.3	35.9	40.2	19.8
No, I do not approve even if parents supervise the behavior	72.8	76.9	61.2	55.9	78.7
Total	100.0	100.0	100.0	100.0	100.0

Do you approve of teenagers' use of alcohol on special religious occasions?

	Total	Female	Male	Not Parent	Parent
Yes, with or without parental supervision	2.8	2.6	3.5***	5.0	2.1***
Yes, but only with parental supervision	32.8	28.4	45.5	43.0	29.4
No, I do not approve even if parents supervise the behavior	64.4	69.0	51.0	52.0	68.6
Total	100.0	100.0	100.0	100.0	100.0

Do you approve of teenagers' use of alcohol at home?

	Total	Female	Male	Not Parent	Parent
Yes, with or without parental supervision	0.9	0.7	1.5	1.0	0.8
Yes, but only with parental supervision	12.0	8.4	22.4***	21.5	8.6***
No, I do not approve even if parents supervise the behavior	87.1	90.9	76.1	77.6	90.6
Total	100.0	100.0	100.0	100.0	100.0

Do you approve of teenagers' use of marijuana at home?

	Total	Female	Male	Not Parent	Parent
Yes, with or without parental supervision	1.6	0.7	4.4***	2.5	1.3***
Yes, but only with parental supervision	4.0	3.2	6.3	8.3	2.4
No, I do not approve even if parents supervise the behavior	94.4	96.1	89.3	89.2	96.3
Total	100.0	100.0	100.0	100.0	100.0

Who should provide drug education?

Respondents to this survey felt fairly strongly that drug education should be handled by parents. More than eight in ten (85.7%) disagreed or strongly disagreed with the statement that drug education is best handled by the schools, not the parents.

How much do you agree or disagree with the following statement: I believe drug education is best handled by the schools, not the parents.

	Total	Female	Male	Not Parent	Parent
Strongly Agree	3.4	2.6	5.6**	4.8	2.9
Agree	11.0	9.4	15.7	13.8	10.1
Disagree	55.1	54.7	56.1	51.1	56.4
Strongly Disagree	30.6	33.3	22.7	30.3	30.6
Total	100.0	100.0	100.0	100.0	100.0

Access to Alcohol, Tobacco, or Other Drugs

We asked respondents to tell us where they think teenagers get drugs. For all drugs except heroin, cocaine, and ecstasy, parties emerged as the place respondents most often believe teens acquire drugs. This pattern is particularly evident for tobacco, alcohol, marijuana, and synthetic drugs where 90%, 91%, 87% and 75% respectively believe that it is very likely teens get these drugs at parties. While seven in ten respondents believe that teens are also very likely to get heroin, cocaine and ecstasy at parties, close to three quarters (74.8%) believe that teens are very likely to get these drugs from street dealers as well.

Friends are identified as likely sources primarily for tobacco and alcohol. For prescription drugs, three quarters of respondents believe that it is very likely that teens get these drugs at parties. A majority of respondents also believe that it is very likely that teens get prescription drugs from home (65%), friends (68%), and street dealers (67%).

Men were more likely than women to respond that teens were very likely to get tobacco from home. However, women were more likely than men to believe that teens could get access to alcohol from home, to get marijuana from home and from street drug dealers, and to get drugs like heroin from home, friends, street drug dealers, and dealers in bars and nightclubs. Finally a greater proportion of women compared to men reported that teens were very likely to get access to synthetic drugs from home, friends, parties, and convenience stores. In analyses comparing parents with respondents without children at home, significant differences were found for all drugs.

Parents were slightly less likely to respond that teens were very likely to get tobacco from convenience stores and grocery stores. Parents were also less likely to respond that teens were very likely to get alcohol from home and from friends. For marijuana, parents were less likely to respond that teens were very likely to get marijuana from friends.

Respondents without children at home were more likely to respond that teens were very likely to get prescription drugs, heroin, and synthetic drugs from parties compared to parents.

Now let's talk about how easy it is for teens to get access to alcohol, tobacco and other drugs in our community.

For each drug I mention, tell me your opinion if it is very likely, somewhat likely, or not likely for teenagers to get access to tobacco from:

	Total	% Very Likely		Not Parent	Parent
		Female	Male		
Parties	90.2	90.9	88.2	56.2	52.8
Friends	82.5	82.5	82.4	86.6	81.0
Home	53.7	44.6	56.9**	89.7	90.3
Convenience Stores	25.8	25.8	26.0	31.8	23.8*
Grocery Stores	15.8	15.1	17.6	20.6	14.2*

How about alcohol?

	Total	% Very Likely		Not Parent	Parent
		Female	Male		
Parties	91.1	91.9	88.8	92.6	90.5
Friends	80.7	82.2	76.5	86.7	78.6*
Home	61.9	64.6	54.2**	69.2	59.3*
Bars/Nightclubs	32.8	34.6	27.8	30.8	33.6
Convenience Stores	21.4	22.5	18.0	25.0	20.0
Liquor Stores	19.5	20.0	18.0	22.4	18.6
Grocery Stores	12.8	13.9	9.8	15.8	11.9

How about marijuana?

		% Very Likely			
	Total	Female	Male	Not Parent	Parent
Parties	87.0	86.7	87.6	90.0	85.8
Street Drug Dealer	76.3	79.4	67.5**	79.3	75.1
Dealers in Bars/Nightclubs	62.1	62.7	60.5	64.1	61.3
Home	24.7	28.8	13.2***	20.4	26.3
Friends	78.8	79.0	78.1	88.1	75.4***

How about drugs like heroin, cocaine, ecstasy?

		% Very Likely			
	Total	Female	Male	Not Parent	Parent
Street Drug Dealer	74.3	76.6	67.9*	77.4	73.1
Dealers in Bars/Nightclubs	74.3	76.6	67.9*	77.4	73.1
Parties	72.1	74.0	66.7	80.2	69.2**
Friends	57.3	60.2	48.7**	63.1	55.1
Home	15.6	18.2	8.2**	12.4	16.8

How about prescription drugs like Xanax, Oxycontin, Fentanyl?

		% Very Likely			
	Total	Female	Male	Not Parent	Parent
Parties	75.3	76.8	70.7	82.3	72.7**
Friends	68.0	69.9	62.3	72.8	66.2
Street Drug Dealer	67.2	69.7	59.8*	71.5	65.6
Home	65.5	67.7	59.3*	71.9	63.4*
Dealers in Bars/Clubs	57.4	58.9	52.9	56.3	57.6

How about synthetic drugs?

		% Very Likely			
	Total	Female	Male	Not Parent	Parent
Parties	74.8	78.6	64.3***	82.0	72.5*
Friends	64.2	68.9	51.0***	68.0	63.0
Smoke Shops	41.4	42.9	37.4	48.7	39.1
Convenience Stores	36.2	39.2	27.7*	44.0	33.7*
Home	25.4	29.1	14.9***	24.4	25.5

Evaluation Results:

Selected Other Elements of the Partnership for Success⁴

The Partnership for Success is a multi-faceted series of interventions all targeted ultimately to the reduction of under-age drinking among youth in Orange County. Specific elements of the Partnership involve such diverse activities as social marketing campaigns through radio spots and attachments to Orange County utility bills, parent focus groups (see above), training programs for health professionals around issues of underage drinking, DUI checkpoints, various in-school interventions, and information campaigns directed to parents. All the Partnership activities and implementation partners are shown in the table below. (Items shaded in gray represent Partnership activities discussed in separate sections of this report.)

Social Marketing Campaigns

No evaluation information is currently available.

Parent Focus Groups

See “Key Persons Focus Groups” (first section of this report).

SBIRT (Screening, Brief Intervention, and Referral to Treatment) Training

Under-diagnosis of alcohol and drug disorders in primary care settings is a long-understood and very well-documented problem. SBIRT is a training effort designed to remedy this unfortunate situation. Over the last two decades, a great deal of evidence from general medical settings has demonstrated that screening and brief intervention for substance misuse works. Recognizing and intervening with patients before dependency is present increases the likelihood of preventing significant harms to individuals and the community.

The goal of the SBIRT project was to develop and implement substance abuse screening and brief intervention training directed towards medical professionals. The curriculum was based on the NIAAA Clinicians Guide: Helping Patients Who Drink Too Much (NIAAA, 2005). The guide includes a detailed, step-by-step method for conducting screenings and brief interventions for alcohol use and abuse by primary care physicians.

SBIRT curriculum training in a primary care setting

18 health care providers attended SBIRT training provided by the Orange County Coalition for a Drug Free Community. These professionals reported that the training increased their knowledge of screening tools that identified a spectrum of risky, problematic alcohol use, abuse and dependency.

⁴ Most of the material in this section of the report was prepared by Thomas Hall.

**Orange County Partnership for Success Grant
Summary of Activities and Implementation Partners**

Activity	Community Partner	Measurement	Completion Date
Underage Drinking Social Marketing Campaign	CBS Radio, Underage Drinking Task Force One Voice Committee and Education & Media	Number of hits to Orange County Drug Free Coalition website, number of impressions on web banners, and number of radio spots	6/30/2013
Social Marketing Campaign – Utility Bill Inserts	Orange County Utilities, Drug Free Office	Number of hits to Orange County Drug Free Coalition website, number of inserts distributed, number of calls to 3-1-1	6/30/2013
Social Marketing Campaign at DMV locations (30 second ads)	Motor Vehicle Network, Drug Free Office, Underage Drinking Task Force and Coalition Committees	Number of hits to the Orange County Drug Free Coalition website, number of impressions	6/30/2013
Parent Focus Groups	Informed Families, Drug Free Office, Youth Committee, UCF Department of Sociology	Number of parents who attended the five sessions, lessons learned and summary report provided by UCF on parent feedback	3/31/2013
SBIRT	UCF Department of Sociology, Drug Free Office, Hospital Partners, UCF College of Medicine	Number of meetings with hospitals and UCF College of Medicine, information presented to perspective participants, implementation of training and survey responses	6/30/2013

Activity	Community Partner	Measurement	Completion Date
Parent Education/Awareness	Informed Families, Drug Free Office, Coalition Youth Committee, Orange County Public Schools	Number of parents attending sessions, pre and posttests surveys	5/31/2013
Parent Education/Awareness	MADD of Central Florida, Drug Free Office, Coalition Youth Committee, Orange County Public Schools	Number of parents attending sessions, pre and posttests surveys	5/31/2013
Underage Drinking Compliance Checks/Party Patrols	Local Law Enforcement, Coalition Law Enforcement Committee and Drug Free Office	After Action Report (includes number of compliance checks, positive buys, number of calls for service – loud noise for party patrols and number of arrests); DUI Center data	5/31/2013
DUI Saturation Patrols and DUI Checkpoints	Local Law Enforcement and Drug Free Office, CTST and Coalition Law Enforcement Committee	After Action Report (includes number of traffic stops, number of arrests for DUI and other traffic violations)	6/30/2013
SIDNE	UCF Police Department, Drug Free Office, UCF Health & Wellness, UCF Sociology, Underage Drinking Task Force One Voice Committee	Number of students participating and summary of focus group	5/31/2013
ECALC – Development of Parent Version	UCF Psychology Department, Drug Free Office, Orange County Public Schools, Underage Drinking Task	Content changes, pilot of ECALC parent version with PTSA members	6/30/2013

Activity	Community Partner	Measurement	Completion Date
	Force One Voice Committee		
ECALC – High School	UCF Psychology Department, Drug Free Office, Orange County Public Schools, Underage Drinking Task Force One Voice Committee	Number of students completing the session, pre and posttests, lessons learned summary report	6/30/2013
Meet the Judge – Crime and Consequences	UCF Criminal Justice, Orange County Public Schools, Coalition Youth Committee, UCF Legal Knights Alumni	Number of students participating, pre and posttests	6/30/2013
Creating Lasting Family Connections	Apostolic Child Development Center, The Worship Center, Orange County Public Schools, Drug Free Office	Number of pastors participating, number of sessions held with parents and youth, pre and posttests	6/30/2013
Orange County Household Drug Use Survey	UCF Sociology Department, Drug Free Office, Underage Drinking Task Force One Voice Committee and Orange County Public Schools	Number of student callers, hours logged, number of completed surveys, and survey responses	6/30/2013
Parent Newspaper in Education	Orlando Sentinel, Drug Free Office, Coalition Education and Media Committee	Number of newspapers distributed, number of hits to the Orange County Drug Free Coalition website (electronic version)	6/30/2013

SBIRT (continued) Primary care provider debriefing post training

Overall, the benefits of the SBIRT model are believed to outweigh existing barriers to implementing the curriculum (health care professionals are busy people and at present, no CEU credits can be awarded for participation). Participants reported that they believed the SBIRT curriculum was useful for primary care providers. All participants reported that the curriculum provided a framework for screening, identification of problem alcohol use, brief intervention, and referral for treatment for alcohol abuse. Participants reported the most problematic aspect of integrating the curriculum into their practice was provider time and training for allied staff. Participants requested additional training from the Orange County Coalition for a Drug Free Community to implement the SBIRT training in their work sites.

Parent Education and Awareness Activities

In addition to the focus groups and survey with parents, the Florida Family Partnership's "Informed Families" program offered a Partnership educational activity to three groups of parents. In all, 35 parents participated in one of the three sessions, which were conducted on April 18, May 1 and May 15, 2013. Each participant received a Parent Pilot Kit in either English or Spanish. Each session reviewed educational material on the commercial targeting of young children, the effects of these commercials on children's opinions about drinking, and other information about social norms, parents and peer groups, child development, etc. Twenty-four usable pre- and post-test questionnaires were received. Herewith, a summary of the sessions and the pre- and post-test results:

Pre-Test Results

Brain Development

1. Is the human brain fully developed at the age of 14?
Yes- 4 No-14 Don't Know-4
2. Do children who drank a lot of alcohol have impaired memory and poor language development? Yes – 19 No- 1 Don't Know – 3
3. Do children who start drinking alcohol at an early age also stop drinking alcohol at an early age? Yes – 1 No- 17 Don't Know – 6
4. Does drinking alcohol a lot before the age of 25 affect the brain negatively?
Yes – 20 No – 0 Don't Know – 3

Media

1. Do commercials target younger children with products designed for older children?
Yes – 19 No – 0 Don't Know – 4

2. Does watching television affect children's opinions about drinking?
Yes – 17 No-3 Don't Know - 4
3. Do commercials affect children's opinions about drinking?
Yes -21 No – 1 Don't Know – 3
4. Can I easily identify harmful media messages about drug and alcohol use?
Yes – 13 No – 4 Don't Know – 3

Social Norms

1. Are children exposed to alcohol abuse in their families more likely to experiment with alcohol?
Yes - 20 No – 2 Don't Know – 0
2. Does raising the minimum drinking age reduce alcohol consumption and related problems among youth?
Yes – 9 No – 12 Don't Know - 5
3. Are children of parents who are heavy drinkers stronger and healthier than other children?
Yes – 1 No – 12 Don't Know - 7
4. Can parents make a difference in how children respond to peer pressure to drink (alcohol)?
Yes – 18 No -4 Don't Know - 1

Parent Peer Groups

1. Do I feel confident that I can set guidelines to prevent my child from taking alcohol and drugs?
Yes – 18 No – 1 Don't know – 4
2. Do I know the right techniques that are likely to keep my child drug-free?
Yes – 11 No – 3 Don't Know - 8
3. Am I familiar with parent peer groups and what they do?
Yes – 5 No – 11 Don't Know – 4
4. Do I know how to network with other parents to keep my child drug-free?
Yes- 11 No – 9 Don't Know – 5

Posttest Survey Results

Brain Development

1. Is the human brain fully developed at the age of 14?
Yes- 0 No-23 Don't Know-1
2. Do children who drank a lot of alcohol have impaired memory and poor language development? Yes – 23 No- 1 Don't Know – 0
3. Do children who start drinking alcohol at an early age also stop drinking alcohol at an early age? Yes – 0 No- 19 Don't Know – 2

4. Does drinking alcohol a lot before the age of 25 affect the brain negatively?
Yes – 21 No – 0 Don't Know – 1

Media

1. Do commercials target younger children with products designed for older children?
Yes – 22 No – 0 Don't Know – 1
2. Does watching television affect children's opinions about drinking?
Yes – 23 No-0 Don't Know - 2
3. Do commercials affect children's opinions about drinking?
Yes -23 No –2 Don't Know – 0
4. Can I easily identify harmful media messages about drug and alcohol use?
Yes – 24 No – 1 Don't Know – 0

Social Norms

1. Are children exposed to alcohol abuse in their families more likely to experiment with alcohol
Yes - 20 No – 2 Don't Know – 2
2. Does raising the minimum drinking age reduce alcohol consumption and related problems among youth?
Yes – 14 No – 6 Don't Know – 5
3. Are children of parents who are heavy drinkers stronger and healthier than other children?
Yes – 1 No – 21 Don't Know - 1
4. Can parents make a difference in how children respond to peer pressure to drink (alcohol)?
Yes – 21 No -1 Don't Know - 0

Parent Peer Groups

1. Do I feel confident that I can set guidelines to prevent my child from taking alcohol and drugs?
Yes – 23 No – 2 Don't know – 0
2. Do I know the right techniques that are likely to keep my child drug-free?
Yes – 16 No – 7 Don't Know - 2
3. Am I familiar with parent peer groups and what they do?
Yes – 13 No – 8 Don't Know –2
4. Do I know how to network with other parents to keep my child drug-free?
Yes- 19 No – 5 Don't Know – 1

The pre-post comparisons show substantial improvement in parental knowledge in virtually all comparisons, ample evidence of the effectiveness of the Informed Families program.

Mothers against Drunk Driving (MADD) was another program partner who offered parental education sessions during the year. Herewith, a summary of the MADD program:

Participation:

33 Attendees

31 Females & 2 Males

18 Parents

Date of Sessions:

April 11, 2013

May 7, 2013

May 13, 2013

Material Distribution:

33 Handouts

33 Seven Tips

33 Daily to Do

33 Bookmarks

Summary of Questions from Parent Survey (32):

- 1) Have you ever been convicted of driving while intoxicated or driving under the influence
Yes – 2 No – 23

- 2) Have you ever been involved in a crash in which someone has been injured or died as a result of drunk driving?
Yes - 3 No – 28

- 3) Which statement below do you feel best represents your feelings about underage drinking?
Underage drinking is never a good thing to do – 22
All other responses – No reply

- 4) Parents can be effective in reducing underage drinking
Strongly Agree – 22 Agree – 3 Neither Agree or Disagree – 0 Disagree – 0
Strongly Disagree – 0

- 5) If I talk to my teen about underage drinking, he or she will be less likely to drink?
Strongly Agree – 13 Agree – 6 neither Agree or Disagree – 2 Disagree – 0
Strongly Disagree - 0
- 6) Most people who are important to me would approve of me talking to my teen about underage drinking.
Strongly Agree – 14 Agree – 7 neither Agree or Disagree – 0 Disagree – 0
Strongly Disagree – 0
- 7) I have talked with my son or daughter about underage drinking?
Within Past 30 Days – 6 Within the next 6 Months - 6 Within Past Year - 3
Have Not Talked – 6
- 8) Please rate your overall quality of communication with your son or daughter about underage drinking?
Extremely bad- 0 moderately bad - 1 neither bad nor good- 7
moderately good – 7 extremely good – 5
- 9) I intend to talk with my son or daughter about underage drinking.
Within Past 30 Days – 13 Within the next 6 Months - 3 Within Past Year - 3
Do not Intend to Talk with my son or daughter– 1
- 10) Indicated how willing you are to communicated with your son or daughter about underage drinking.
Not all willing-0 Somewhat willing-0 Moderately willing-3 Extremely willing – 18

Post Evaluation Parent Survey (32):

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
The parent workshop presentation was practical for my needs and interests	19	7			
I agree with the content presented on underage drinking	20	6			
The content covered was easy to understand.	20	6			

The presentation was well-organized	21	5			
I feel equipped with an effective tool to plan and have conversations with my teen(s) about alcohol	19	6	1		

Overall Workshop

Overall, how would you evaluate this workshop session?

- Excellent-17
- Good-7
- Fair
- Poor

Would you recommend this workshop to a friend?

- Yes -25
- No

How could this workshop be improved?

Really well done; good job; more attendance of parents; I think it would be great to create the presentation to include the teens as well; needed more stories; excellent; was perfect and helpful; it does not need any improvements; find more people to spread the word to even more parents and student; thank you for coming; I would like to hear more about the drunk driving part of it; I think it was great; excellent

Underage Drinking Compliance Checks, DUI Checkpoints, SIDNE (Simulated Impaired Driving Experience)

Our impression is that all three of these law enforcement interventions were implemented at some time during the year, but no evaluation information is presently available on any of them.

Expectancy Challenge Alcohol Literacy Curriculum (ECALC): Parents

The Expectancy Challenge Alcohol Literacy Curriculum (ECALC) was originally created for college students, many of whom, of course, are of legal drinking age. The purpose of the curriculum is to demonstrate the difference between the expectancy effects and the pharmacological effects of alcohol. “Expectancy effects” are psychoactive effects that

occur in response to a person's expectation that an alcohol effect will occur, i.e., placebo effects or effects of perceptions. Pharmacological effects are effects that can be attributed to the physiological effects of alcohol. The difference is between what alcohol actually does to the mind and body and what people *think* alcohol does. A person who becomes intoxicated drinking plain grapefruit because he or she thinks the drink contains alcohol is exhibiting an expectancy effect. It is well established that most effects of alcohol are indeed expectancy effects and *not* pharmacological effects.

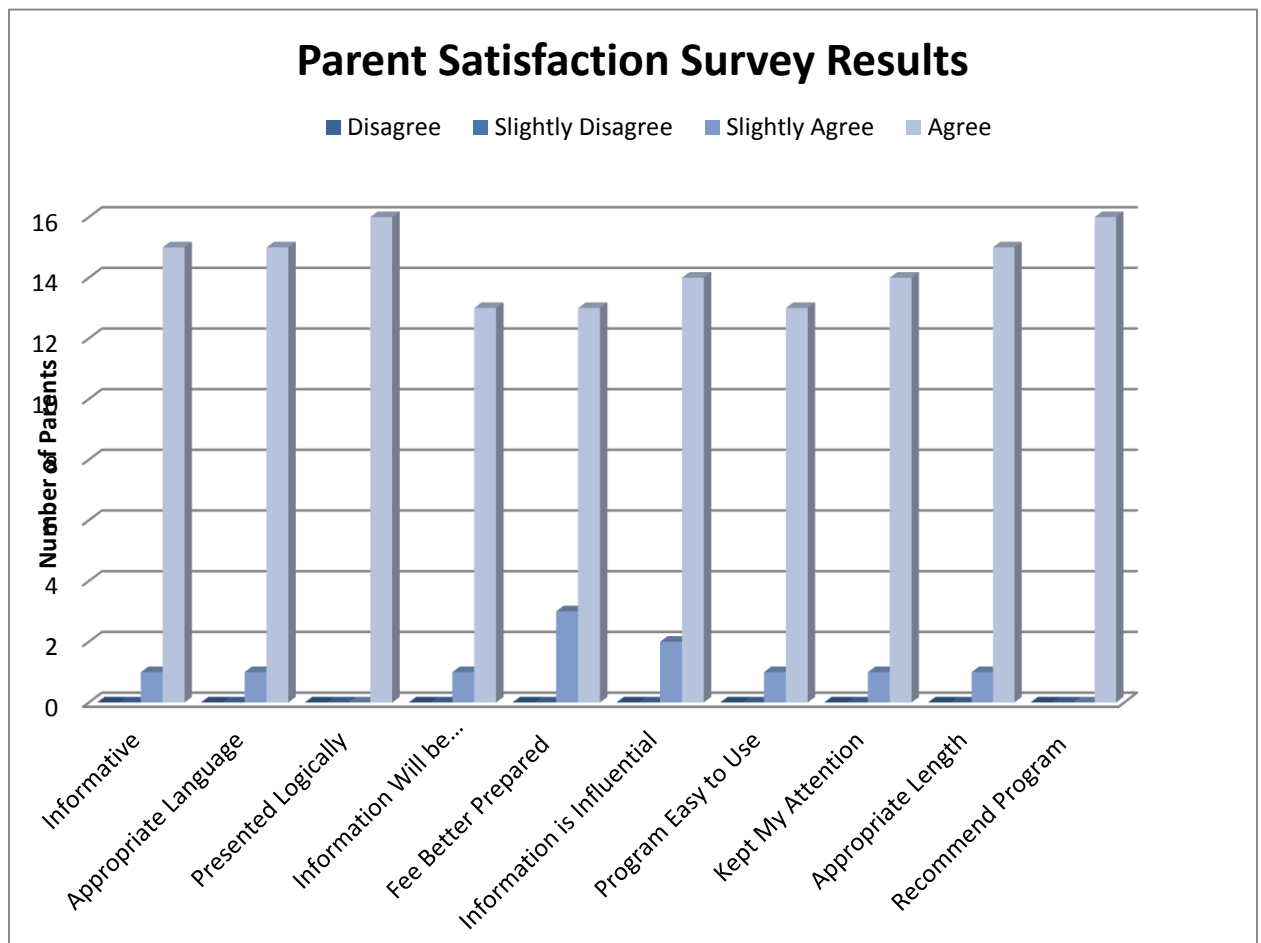
The ECALC curriculum thus highlights how popular media influences people's beliefs about alcohol's effects on the mind and body. By highlighting the discrepancy between how popular media portrays the effects of alcohol and how scientists have come to understand the effects of alcohol, the program aims to change people's expectancies about alcohol.

The ECALC has been edited and revised for use with parents and with high school students (see below). The parent ECALC version not only provides the same education, but also provides additional resources for parents, such as how to talk with your child about alcohol and legal consequences associated with underage and excessive drinking.

The parent program was presented twice: once on June 13, 2013, and again on June 14, 2013. A total of twenty-three adults participated in the focus groups that followed the ECALC presentations. However, only sixteen of the participants identified themselves as parents and/or caregivers of children, with one of the children being under the age of eighteen years. Of the identified parents and/or caregivers, the mean age of participants was 47 years, the average number of children per parent/caregiver was 2, and the average age of the child was 15 years. The goal of the focus group was to elicit feedback regarding the effectiveness, engagement, and practicality of the parent version of the ECALC. Parents and/or caregivers participated in a satisfaction survey where they rated ten items. The items were:

1. The information provided was informative.
2. The language used was appropriate and easy to understand.
3. The information was presented in a logical manner.
4. I will use this information when discussing alcohol use with my child.
5. I feel better prepared to talk to my child about alcohol use after going through this program.
6. I believe this information can influence my child's future drinking behaviors.
7. The program was easy to use.
8. The program kept my attention.
9. The length of the program was appropriate.
10. I would recommend this program to other parents.

Parents were asked to indicate whether they disagreed, slightly disagreed, slightly agreed, or agreed with each statement. Results are displayed in the graph below (to avoid any ambiguity, the tall grey bars all across the graph represent parents who *agreed* with each statement).



As is obvious, all or nearly all of the participating parents agreed with each of the offered statements, which is to say that nearly everyone agreed that the ECALC program was informative, appropriate, logical, useful, and so on – overall, an impressive endorsement.

Parents were also asked five open-ended questions about the program:

Which module(s) did you find most helpful and why?

Which module(s) did you find least helpful and why?

Which module(s) were difficult to understand and why?

What aspects did you like most and what aspects did you like least about the program?

Why?

What, if any, change(s) would you make to the program?

Comments elicited from the parents were overall quite positive. Criticisms surrounded the narration style with statements such as the “narration was a little slow” or suggestions to have a “kid narrating” or have “a male and a female narrator.” Other criticism surrounded the program length with suggestions of an appropriate length being “30 – 45 minutes.” On a broad scale, participants reported: “Entire presentation was well

organized and outlined,” “the videos were great,” “experiment with placebo beer consumption [was] a great illustration,” and “Loved connection between physiological effects versus expectancy effects and how media takes advantage of expectancies.” Participants also said that they found the additional information about laws helpful, stating (for example) “911 Good Samaritan Law – great information for all kids to know.”

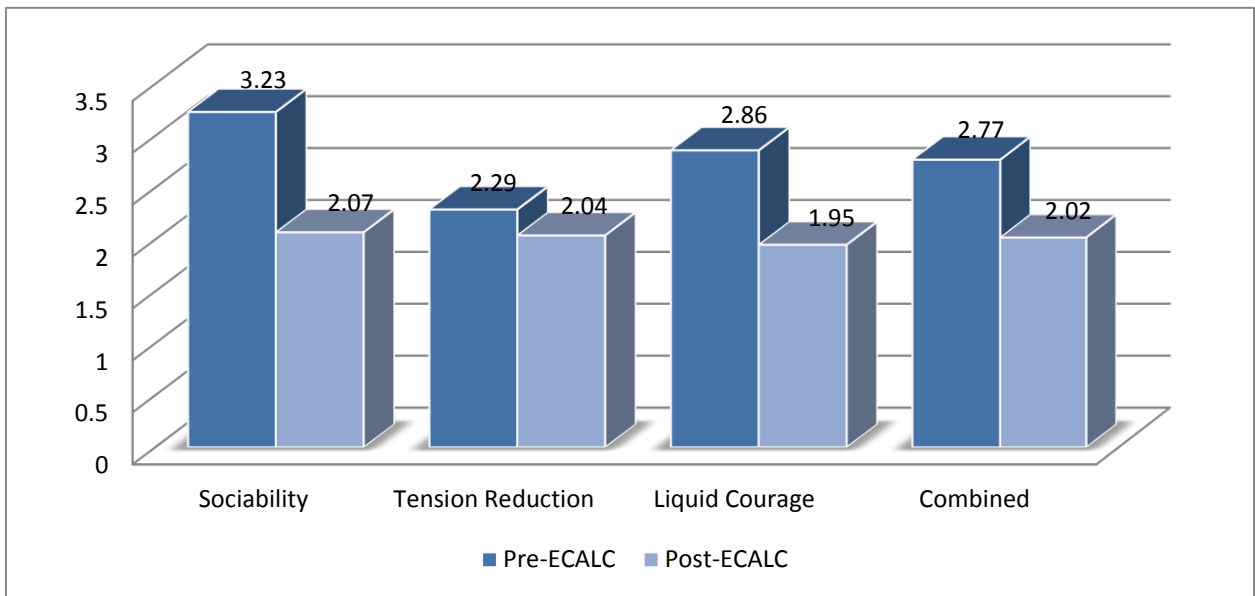
Based on the limited data available from the focus groups, one is nevertheless compelled to conclude that ECALC-Parents was highly successful and deserving of implementation on a wide scale.

Expectancy Challenge Alcohol Literacy Curriculum (ECALC): High School Students

As indicated, ECALC was also revised to be appropriate for a high school student audience. Forty-three high school sophomores and juniors from Timber Creek High School (Orange County) participated in a focus group for the Expectancy Challenge Alcohol Literacy Curriculum on May 31, 2013. The goal of the focus group was to present the revised version of the ECALC appropriate for high school students and elicit feedback regarding the effectiveness, engagement, and practicality of the ECALC in a high school classroom. Additionally, students’ expectancies were measured pre- and post- intervention.

At base, alcohol expectancies are cognitive sets about the psychological, emotional and behavioral effects of alcohol that are stored in memory and the nervous system. There is a significant amount of evidence to support that alcohol expectancies directly influence consumption. They exist prior to the initial drinking experience, predict the onset of alcohol consumption, and differentiate both children and adults in terms of light- and heavy-drinking patterns. Expectancies are predictive of both current and future drinking (Christiansen & Goldman, 1983; Stacey, Newcomb, & Bentler, 1991). Most importantly, when expectancies are manipulated, significantly decreased alcohol consumption is observed (Darkes & Goldman, 1998; Dunn & Earleywine, 2001; Dunn, Lau, & Cruz, 2000; Rather, Goldman, Roehrich, & Brannick, 1992).

Students were asked to indicate whether they disagreed (1), slightly disagreed (2), slightly agreed (3), or agreed (4) with statements regarding the potential effects of alcohol. Most of the items they were asked to agree or disagree with are known to be expectancy effects, not pharmacological effects. The offered statements form three subscales and one overall composite scale. All 3 subscales (Sociability, Tension Reduction, and Liquid Courage) and the Composite scale showed some reduction from pre- to post-test. These results (assessment of alcohol expectancies) are presented below.



Students also participated in a survey where they rated 5 satisfaction items concerning the ECALC. The items were:

The information provided [in the ECALC] was informative.

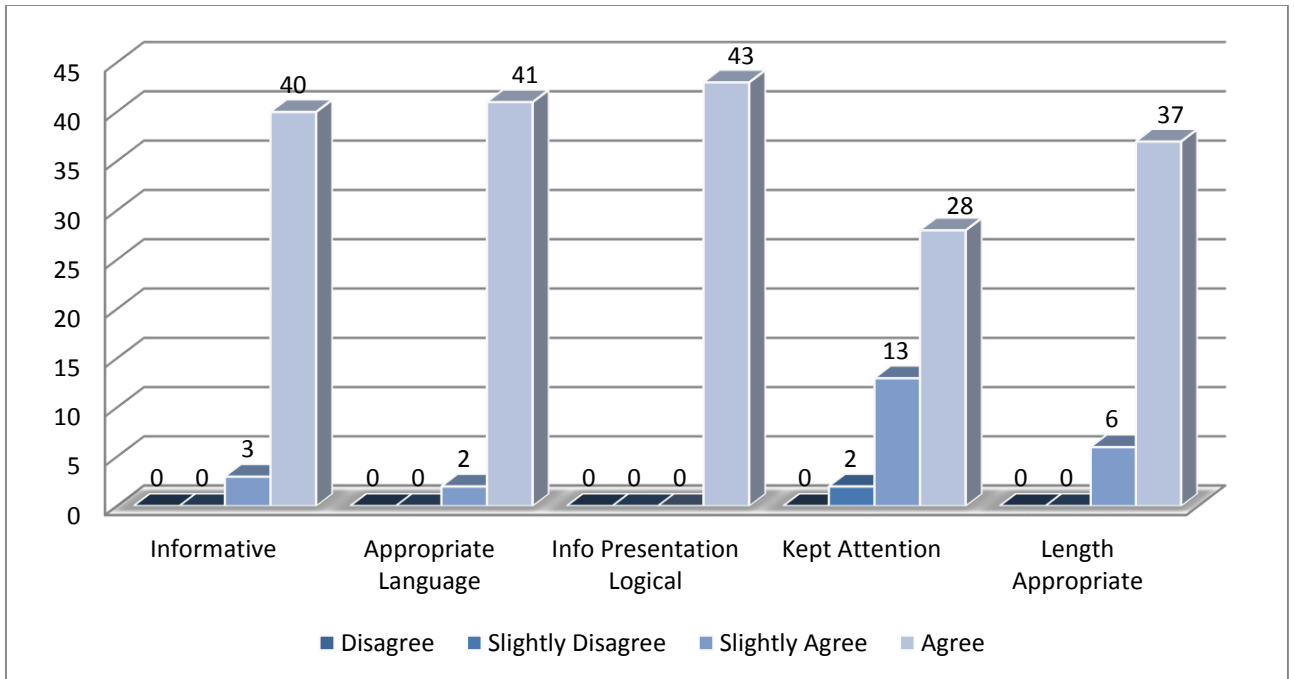
The language used was appropriate and easy to understand.

The information was presented in a logical manner.

The program kept my attention.

The length of the program was appropriate.

Students were asked to indicate whether they disagreed, slightly disagreed, slightly agreed, or agreed with each statement. Results are displayed in the graph below.



As with the ECALC for parents, the results for high school students show overwhelming agreement that the presentation was informative, appropriate, logical, attention-grabbing, and of an appropriate length, another impressive endorsement.

Finally, the participants answered 7 open-ended items. The items included were:

- Which module(s) did you find most helpful?
- Which module(s) did you find least helpful?
- Which module(s) were difficult to understand?
- What aspects did you like most and what aspects did you like least about the program?
- What, if any, change(s) would you make to the program?
- How would you rate this program in comparison to other similar programs you may have participated in and why?
- What else would you like to tell the program creators?

Overall, comments elicited from students were quite positive. Criticisms centered around the use of an avatar that many students felt made the program seem “juvenile” and “childish.” They also noted that two animations in particular, which were designed to convey scientific content, were “excessively long” and “slow.” Finally, students felt some of the content was “repetitive.” On a broad scale, students reported “It is a good program and actually helpful,” “It was cool and informative,” “The videos and interactive features were great and I enjoyed them,” and “The presentation was nicely done and should be shared with more students.” When asked to compare this program to others in which they have participated, students responded “It was the best one I’ve seen. It was easy to understand,” “This has been the best because it’s very interactive,” and “I enjoyed the level of interaction and diversity of topics.”

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Meet the Judge Prevention Initiative

The Meet the Judge Prevention initiative was scheduled for the weeks of May 20 and May 27th with five elementary schools participating from each learning community within Orange County Public Schools. In addition, we had fifth and sixth grade students from Park Maitland, a private school, participate as well. The private school provided transportation and lunch for their students.

Listed below is the schedule of the Orange County Public Schools Meet the Judge Prevention Initiative as well as the agenda for each day:

Orange County Partnership for Success Grant
“Meet the Judge” Juvenile Prevention Initiative
Orange County Juvenile Courthouse
2000 E. Michigan Street, Orlando

Date	School	Learning Community	School Contacts
Monday May 20	Fern Creek Elementary 1121 N. Ferncreek Avenue Orlando, FL 32803 407-897-6410	North	Dr. Patrick Galatowitsch – Principal Jacqueline Swinderman – CRT 407-897-6410 X2224 **Survey administered on campus at 8:45 a.m.
Tuesday May 21	Englewood Elementary 900 Engel Drive Orlando, FL 32807 407-249-6340	East	Dr. Rahim Jones – Principal Karen Verano- CRT 407-249-6340 **Survey administered on campus at 8:45 a.m.
Thursday May 23	Pinar Elementary 3701 Anthony Lane Orlando, FL 32822 407-249-6380	Southeast	Stacey Merritt – Principal Wendy Salvia Scotchie – CRT ** Survey administered on campus at 8:45 a.m.
Friday May 24	Dillard Street Elementary 311 North Dillard Street Winter Garden, FL 34787 407-877-5000	West	Dr. Mark Shanoff – Principal **Survey administered on campus at 8:00 a.m.
Tuesday May 28	Park Maitland		Colleen Finwall – 6 th Grade Teacher/Coordinator **Survey administered at Juvenile Courthouse (2000 E. Michigan Street, Orlando) at 12:00 noon?
Wednesday May 29	Park Maitland		Colleen Finwall – 6th Grade Teacher/Coordinator **Survey administered at Juvenile Courthouse (2000 E. Michigan Street, Orlando) at 9:00a.m. and 11:30 a.m.
Thursday May 30	Blanker School (K-8) 2500 S. Mills Avenue Orlando, FL 32806 407-245-1720	Southwest	Polly Roper – Principal Kyle Adams – Dean 407-245-1720 X331 **Survey administered at Courthouse

Contact Information:

Carol Burkett, Drug Free Office – (407) 836-7319 or by cell phone at (407) 832-8731
Maggie Reynolds, OCPS, Court Liaison - (407) 765-2884

Agenda

9:30 a.m. - Students leave school for Juvenile Courthouse

10:15 a.m. – Students arrive at courthouse and go through security

10:30 a.m. – Welcome by Court Administration, OCPS and Drug Free Office

10:40 a.m. – Students attend court proceedings (students divided into groups of 7)

12:00 noon – Reach Out Now Curriculum (Alcohol and Your Brain)

12:15 p.m. – Lunch with Judge Rodriguez and question and answer session

12:40 p.m. Tour of holding cells with Judge Rodriguez

1:00 p.m. – Students board buses to return to campus (teachers provided with posttest surveys and self-addressed envelope)

Approximately 90 students from Orange County Public Schools and 70 students from Park Maitland participated in the Meet the Judge Prevention Initiative. The students began the program with the pre-test administered by the University of Central Florida Department of Criminal Justice, followed by instructions from Court Administration about conduct in the courtroom. Students spent approximately 1 ½ to 2 hours observing court proceedings which consisted of Intake, Pre-Trial and Trial proceedings. At the conclusion of the morning session, students were able to ask the Honorable Jose Rodriguez, Ninth Judicial Circuit, questions regarding what they witnessed during the court proceedings. Ms. Burkett with the Orange County Drug Free Office provided instruction on the SAMHSA Reach Out Now “Alcohol and Your Brain” lesson. Students reviewed the Alcohol and the Brain lesson and discussed several questions regarding the materials. Teachers and students received all three lessons associated with the Reach Out Now alcohol prevention program as well as the parent pages to take home.

Lastly, almost every elementary school received a tour of the juvenile holding cells. Unfortunately, two schools were unable to view the holding cells due to juveniles being detained awaiting court. The Orange County Sheriff’s Office along with Judge Rodriguez walked the students through the holding area and answered their questions. Students also received a certificate as well as a goodie bag that included alcohol prevention materials, pencil, drug free bracelet and lanyard for their participation. At the end of each session, Judge Rodriguez, Ms. Burkett and Ms. Reynolds with Orange County Public Schools discussed each session and made any necessary changes.

Although pre- and post- surveys were obtained from most participants, those materials are not yet ready for evaluation.

Orange County Household Drug Use Survey

See earlier section of this report, “Orange County Household Survey.”

Parent Newspaper in Education

No information is currently available on this initiative.

Environmental Scan Project⁵

In May and June 2013, 96 alcohol establishments, 67 within 5 miles of UCF’s Main Campus and 29 within 5 miles of Rollins’ Main campus were surveyed. Surveys addressed alcohol advertising, accessories to encourage drinking, atmosphere promoting alcohol consumption, warning signs for alcohol use, placement of alcoholic beverages, identification of patrons under 21, and promotions encouraging alcohol sales and consumption. Types of establishments surveyed included liquor stores, retail stores, restaurants, gas stations/convenience stores, bars, and other types of establishments.

The same list of alcohol establishments that was used in 2011 and 2012 was also used this year. However, five of the establishments have closed down in the past year. Results from the Scan are shown in the following pages:

⁵ This section of the report was prepared by Sara Strickhouser.

RESULTS

Store Information

Type of establishment

Liquor Store	7
Retail Store	15
Restaurant/Bar	64
Gas station/convenience store	10
Other type of establishment	0

Range of opening times

7 AM - 4:30 PM

Range of closing times

9 PM - 2 AM

Advertising

How many total ads are displayed inside the store?

Range	0 - over 100
Total	798
Mean	9.5

How many total ads are displayed outside the store?

Range	0 - 28
Total	225
Mean	2.59

INSIDE THE STORE

How many alcohol ads, if any, have celebrities in them?

Range	0-10
Total	17

How many alcohol ads have sports stars in them?

Range	0-3
Total	4

OUTSIDE THE STORE

How many alcohol ads, if any, have celebrities in them?

Range	0-6
Total	8

How many alcohol ads have sports stars in them?

Range	0-1
Total	2

How many alcohol ads have young people in them?

Range	0-14
Total	28

How many alcohol ads have young people in them?

Range	0
Total	0

How many signs contain alcohol related messages?

Range	0-70
Total	413
Mean	4.39

How many signs contain alcohol related messages?

Range	0-15
Total	72
Mean	0.75

How many alcohol brand logos are displayed?

Range	0-97
Total	720
Mean	7.66

How many alcohol brand logos are displayed?

Range	0-30
Total	187
Mean	1.76

Are there demos placed at or lower than five feet?

Yes	10
No	47
N/A	36

Are there any free standing beer/liquor displays?

Yes	29
No	49
N/A	17

Is the signage bilingual?

Yes	4
No	78
N/A	11

What language?

Spanish/ Italian

Is a specific brand the main sponsor of event? If so which one?

Yes	0
No	31
N/A	64

Are banners hung with alcohol advertisements?

Yes	6
No	78
N/A	11

Are there displays for alcohol next to beach or picnic items?

Yes	8
No	57
N/A	31

Does any of the advertising include cartoons?

Yes	8
No	55
N/A	31

Accessories

**Is there any promotional gear available?
(Key chains, beads, buttons, etc.)**

Yes	3
No	91
Giveaways or for sale?	0

Are tee shirts or hats sold with beer logos on them in youth sizes?

Yes	0
No	96

**Do they have merchandise next to alcoholic beverages that encourage drinking games?
(Deck of cards, Ping-Pong balls, shot glasses, etc.)**

Yes	5
No	90

Atmosphere

Are there people drinking outside?

Yes	12
No	84

Are there children and/or adolescents present?

Yes	47
No	48

Is the retail store or signage located within 1/2 a mile of any of the following?

School	3
Church	16
Recreation Facility	5
Library	6
Other youth serving facility	2

Do they have entertainment/game nights? (Karaoke, Beer-Pong, Poker, Trivia, etc.)?

Yes	5
No	78

(If yes, are there drink specials associated with these events?)

Yes	22
No	5

Warning Signs

Inside Store

	Yes	How many (Average)	Language	No
1. Are there any alcohol control signs for age of sale restrictions?	33	2.82	Spanish	63
2. Are there any sign detailing the negative health effects of alcohol consumption?	5	2.67		91
3. Are there any signs not permitting individuals under 21 to enter?	5	1		92
4. Are there any signs that warn it is illegal to purchase alcohol for minors?	11	1.3		85

Outside Store

	Yes	How many (Average)	Language	No
1. Are there any alcohol control signs for age of sale restrictions?	14	1		83
2. Are there any sign detailing the negative health effects of alcohol consumption?	0	0		96
3. Are there any signs not permitting individuals under 21 to enter?	3	1		93
4. Are there any signs that warn it is illegal to purchase alcohol for minors?	5	1		91

Alcohol Location

Where is the alcohol located? (Choose all that apply)

Behind the register	42
In the front	16
In the back	47
In the aisles	25

Are liquor/alcohol flavored candies available?

Yes	96
No	0

Are there energy drinks with alcohol in them available?

Yes	19
No	77

If yes, where are they located? (Choose all that apply)

Behind the register counter	4
With the other alcoholic beverages	12
In the same cooler with other energy drinks	3
In the aisles	1

Are there single-serving beverages available?

Yes	78
No	18

If yes, where are they located? (Choose all that apply)

Behind the register counter	32
In the aisles	11
In the back	31
By the exit	3

How close in proximity is the alcohol to non alcoholic items?

Less than 5 ft	49
Within eye sight	26
In the same cooler	9

For those underage

Are IDs checked upon entry?

Yes	0
Sometimes	1
No	95

Are IDs checked with purchase?

Yes	51
Sometimes	27
No	1

Are IDs checked for all individuals in the party?

Yes	15
Sometimes	32
No	47

Are identifiers used for those who are 21 and over? (stamps, bands, etc.)

Yes	0
No	96
No entry under 21	

Does the establishment have an ID scanning machine?

Yes	15
No	80

Promotions

Are promoters from a beer/liquor company present?

Yes	0
No	96

Is there a raffle offer for purchase of beer or wine?

Yes	0
No	96

Are there offers for volume discounts with any alcohol purchase?

Yes	20
No	76

Are there signs/posters for daily/weekly specials displayed?

Yes	15
No	81

Do they offer any of the following drink specials? (Choose all that apply)

Happy Hour	31
Two for one	6
Ladies Night	1
College Night	8
Flip Night	6
Upsize specials	2
Brand discount	6
Pitcher/Bucket	6

Do they offer free samples?

Yes	9
No	87

Appendix One: Survey Instrument for the 2013 Orange County Parents' Survey

Hi, my name is _____. I'm a student at UCF and I am not selling anything! We're doing a survey about perceptions of drug and alcohol use in Orange County. The survey only takes about 10 minutes.

[INTERVIEWER: Add as necessary to assure respondent: Your participation in this survey is completely voluntary and confidential. Do you have any questions you want to ask about the survey? Your number was chosen at random to participate in this survey. You will not be identified by name in any document we produce. We are interviewing approximately 800 people and your answers will be combined with everyone else's. You have the right to refuse to answer any question you want. You may also terminate the interview at any time.]

I can only interview residents of Orange county who are 18 years of age or older.

Are you a resident of Orange County?

- 1 Yes à Continue
- 2 No à Apologize for the interruption and terminate interview

Are you at least 18?

- 1 Yes à Continue
- 2 No à Ask to speak to someone in the household who is at least 18

To begin with....

Q1 How serious a problem do you think alcohol and drug use is in our community today?

- 1 Very Serious
- 2 Somewhat Serious
- 3 Serious
- 4 Not at all Serious
- 5 DK
- 6 Refused/Missing

Q2 How about among youth in our community?

- 1 Very Serious
- 2 Somewhat Serious
- 3 Serious
- 4 Not at all Serious
- 5 DK
- 6 Refused/Missing

Q3 ...in public and private schools in Orange County?

- 1 Very Serious
- 2 Somewhat Serious
- 3 Serious
- 4 Not at all Serious
- 5 DK
- 6 Refused/Missing

Q4 [Interviewer: If Respondent answered very or somewhat serious to any of the above questions]

What is your biggest concern about alcohol and drugs?

[Interviewer: Write down response verbatim]

Q5 Do you think public and private schools are doing enough to address alcohol and drug use by students attending school?

- 1 Yes
- 2 Yes, but they could do more
- 3 Not at all
- 4 DK
- 5 Refused

Q6 Have you had a discussion with an adolescent in the past year about the dangers of underage drinking and other drug use?

- 1 Yes
- 2 No
- 3 DK
- 4 Refused

Q7 Including yourself how many adults live in your household?

_____Record Number

Q8 And how many children under 18 currently live in your household?

_____Record Number

[Interviewer: ask if they have children under 18]

Q9 How many of these children are 13 to 17?

_____Record Number

[coders: code the following into a grid]

Q10 How old is your oldest child?

What is their gender?

What school do they attend? [if they are school age only]

Q11, Q12, Q13, Q14

How about your next oldest? etc

[Interviewer ask about each child- up to five children]

[Interviewer: Ask only to respondents who have teenage children living with them]

Q15 Have you ever had a conversation with your teen about the dangers of underage drinking and drug use?

- 1 Yes
- 2 No
- 3 DK
- 4 Refused

Q16 Do you know what to say to your teenager about the dangers of underage drinking and drug use?

- 1 Yes
- 2 No
- 3 Refused

Q17 = entire grid

Now I am going to read you a series of statements about what you think influences alcohol and drug use by teenagers. For each thing I mention, tell me in your opinion if that is a major influence on teenage alcohol and drug use, a minor influence, or no influence at all.

Q17_1 Music/music videos

- 1 Major influence
- 2 Minor influence
- 3 No influence at all
- 4 DK
- 5 Refused

Q17_2 TV

- 1 Major influence
- 2 Minor influence
- 3 No influence at all
- 4 DK
- 5 Refused

Q17_3 Social Media (internet, Facebook, Twitter)

- 1 Major influence
- 2 Minor influence
- 3 No influence at all
- 4 DK
- 5 Refused

Q17_4 Celebrities, Professional Athletes

- 1 Major influence
- 2 Minor influence
- 3 No influence at all
- 4 DK
- 5 Refused

Q17_5 Friends

- 1 Major influence
- 2 Minor influence
- 3 No influence at all
- 4 DK
- 5 Refused

Q17_6 Parents

- 1 Major influence
- 2 Minor influence
- 3 No influence at all
- 4 DK
- 5 Refused

Q17_7 School

- 1 Major influence
- 2 Minor influence
- 3 No influence at all
- 4 DK
- 5 Refused

Q17_8 Boredom

- 1 Major influence
- 2 Minor influence
- 3 No influence at all
- 4 DK
- 5 Refused

Q17_9 Stress

- 1 Major influence
- 2 Minor influence
- 3 No influence at all
- 4 DK
- 5 Refused

Q18 Have you heard of the following drugs?

Marijuana

Cocaine

Heroin

Methamphetamines

Prescription drugs such as Xanax, Oxycontin, Fentanyl

Synthetic Drugs such as K2/Spice/Bath Salts such as Ivory Wave

Ask the following questions about tobacco, alcohol and the drugs they recognize from the list above

I am now going to ask you some questions regarding your attitudes toward alcohol and drug use among teenagers. On a scale of 1-5 with 1 being not at all harmful and 5 being very harmful, please tell me your opinion of how harmful each drug and use pattern I mention, is for teenagers.

Q19 Occasional experimentation with:

Tobacco

Alcohol

Marijuana

Cocaine

Heroin

Methamphetamines

Prescription drugs such as Xanax, Oxycontin, Fentanyl

Synthetic Drugs such as K2/Spice/Bath Salts such as Ivory Wave

Q20 Less than monthly use of :

Tobacco

Alcohol

Marijuana

Cocaine

Heroin

Methamphetamines

Prescription drugs such as Xanax, Oxycontin, Fentanyl

Synthetic Drugs such as K2/Spice/Bath Salts such as Ivory Wave

Q21 Regular use at least once a month:

Tobacco

Alcohol

Marijuana

Cocaine

Heroin

Methamphetamines

Prescription drugs such as Xanax, Oxycontin, Fentanyl

Synthetic Drugs such as K2/Spice/Bath Salts such as Ivory Wave

Q22 Regular weekly use of:

Tobacco

Alcohol

Marijuana

Cocaine

Heroin

Methamphetamines

Prescription drugs such as Xanax, Oxycontin, Fentanyl

Synthetic Drugs such as K2/Spice/Bath Salts such as Ivory Wave

I am now going to ask you some more questions regarding your attitudes toward teenage alcohol and drug use. For each thing I read tell me if you approve with or without parental supervision, if you approve only with parental supervision, or if you do not approve at all.

Q23 Do you approve of teenagers' use of alcohol on special family occasions?

- 1 Yes, with or without parental supervision
- 2 Yes, but only with parental supervision
- 3 No, I do not approve even if parents supervise the behavior
- 4 DK
- 5 Refused

Q24 Do you approve of teenagers' use of alcohol on special religious occasions?

- 1 Yes, with or without parental supervision
- 2 Yes, but only with parental supervision
- 3 No, I do not approve even if parents supervise the behavior
- 4 DK
- 5 Refused

Q25 Do you approve teenagers' use of alcohol at home?

- 1 Yes, with or without parental supervision
- 2 Yes, but only with parental supervision
- 3 No, I do not approve even if parents supervise the behavior
- 4 DK
- 5 Refused

Q26 Do you approve of teenagers' use of marijuana at home?

- 1 Yes, with or without parental supervision
- 2 Yes, but only with parental supervision
- 3 No, I do not approve even if parents supervise the behavior
- 4 DK
- 5 Refused

Q27 How much do you agree or disagree with the following statement:

I believe drug education is best handled by the schools, not the parents.

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly disagree
- 5 No opinion (Do not read)
- 6 Refused

Access to Alcohol, Tobacco or Other Drugs

Now let's talk about how easy it is for teens to get access to alcohol, tobacco and other drugs in our community. For each drug I mention, tell me your opinion if it is very likely, somewhat likely or not likely for teenagers to get access to substances from::

Q28 Are teenagers in our community Very likely, somewhat likely or not likely to obtain tobacco from:

Home?
Friends?
Parties?
Convenience stores?
Grocery stores?

Q29 And how about alcohol?

Home?
Friends?
Parties?

Convenience stores?
Grocery stores?
Bars/Nightclubs?
Liquor Store?

Q30 And how about marijuana?
Home?
Friends?
Parties?
Street Drug Dealer?
Drug Dealers in Bars/Nightclubs?

Q31 And how about other drugs (cocaine, heroin, ecstasy)?
Home?
Friends?
Parties?
Street Drug Dealer?
Drug Dealers in Bars/Nightclubs?

Q32 And how about prescription drugs (Xanax, Oxycontin, Fentanyl)?
Home?
Friends?
Parties?
Street Drug Dealer?
Drug Dealers in Bars/Nightclubs?

Q33 And how about Synthetic Drugs (K2/Spice/Bath Salts)?
Home?
Friends?
Parties?
Convenience Store?
Smoke Shops?

Q34 As far as you know, is it illegal for parents to give alcohol to underage children?

- 1 Yes
- 2 No
- 3 It depends
- 4 DK
- 5 Refused

Q35 Right now in Florida, the minimum legal drinking age is 21. Do you think 21 is about right, too high, or too low?

- 1 About right
- 2 Too high (should be lower)
- 3 Too low (should be higher)

- 4 Haven't given this much thought
- 5 DK, all other missing

Q36 Would you favor or oppose a state law that lowered the minimum legal drinking age to 18?

- 1 Favor
- 2 Oppose
- 3 All missing

Q37 Some people say that minimum drinking age laws are unenforceable, that underage kids will always find a way to obtain alcohol regardless of what the law says. Do you strongly agree, agree, disagree or strongly disagree with that statement?

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Disagree strongly
- 5 All missing

Now just a few final questions for purposes of statistical classification.

Hispanic Do you consider yourself Hispanic or Latino?

- 1 Yes ☐ ask next question
- 2 No ☐ skip to racial group
- 3 DK
- 4 Refused

Hispanic2 Which of these groups best describes you?

- 1 Mexican / Mexican American / Chicano (a) (USE "(a)" FOR FEMALE)
- 2 Puerto Rican
- 3 Central or South American
- 4 Cuban / Cuban American
- 5 Other [DO NOT REQUEST, ONLY USE IF VOLUNTEERED.] (SPECIFY)
- 6 Don't Know
- 7 Refused

Race Which of these groups best describes your racial group?

- 1 White
- 2 Black or African American
- 3 American Indian or Alaska Native
- 4 Native Hawaiian or Other Pacific Islander
- 5 Asian
- 6 Bi- or multi-racial
- 7 Other [DO NOT ASK, ONLY USE IF VOLUNTEERED.]

(SPECIFY)

- 8 Don't Know
- 9 Refused

Marital Which one of the following best describes your current marital status. Are you ...

- 1 Currently Married?
- 2 Living as married?
- 3 Never married?
- 4 Divorced or separated?
- 5 Widowed?
- 6 Don't Know
- 7 Refused

Citizen Were you born in the United States?

- 1 YES
- 2 NO
- 3 Don't Know
- 4 Refused

[Interviewer: Ask only if R was not born in US]

NotCitizen What country or U.S. territory were you born in?

Religion Not including weddings and funerals, how often do you attend religious services? (IF NECESSARY PROBE WITH CATEGORIES)

- 1 Every week (or more often)
- 2 Almost every week
- 3 Once or twice a month
- 4 A few times per year
- 5 Less often than that
- 6 Not applicable (R has no religion)
- 7 DK/NA/Refused

Political Thinking POLITICALLY AND SOCIALLY, how would you describe your own general outlook—as being very conservative, moderately conservative, middle-of-the-road, moderately liberal or very liberal?

- 1 Very conservative
- 2 Moderately conservative
- 3 Middle-of-the-road
- 4 Moderately liberal

- 5 Very Liberal
- 6 Something else [VOLUNTEERED]
- 7 DK/NA/Refused

School Are you now attending or are enrolled in school? By school, I mean any public or private school, GED program, trade school, or a college or university.

- 1 YES
- 2 NO
- 3 DK
- 4 Refused

Educ What is the highest level of education you have completed?

- 1 None
- 2 First through 8th grade
- 3 Some high school, but no diploma
- 4 High school graduate or GEE
- 5 Some college, but no degree
- 6 Associate degree
- 7 College graduate
- 8 Advanced degree
- 9 Don't Know
- 10 Refused

Employ And which of the following best describes your current employment status?

- Check All that apply
- 1 Employed full time
- 2 Employed part time
- 3 Has a job but not working (on strike, laid off, on vacation, etc.)
- 4 Keeping house
- 5 Student
- 6 Retired
- 7 Semi-retired
- 8 Disabled and unable to work
- 9 All other responses
- 10 DK/NA/Refused

Byear In what year were you born? RECORD YEAR

Income And finally if you added together the yearly incomes, before taxes, of all the members of your household for last year, 2012, what would the approximate income total be?

- | | |
|----|--------------------|
| 1 | Less than \$10,000 |
| 2 | \$10,001-20,000 |
| 3 | \$20,001-40,000 |
| 4 | \$40,001-60,000 |
| 5 | \$60,001-\$80,000 |
| 6 | \$80,001-\$100,000 |
| 7 | \$100,001-150,000 |
| 8 | \$150,001-200,000 |
| 9 | \$200,001 or more |
| 10 | DK |
| 11 | NA/Refused |

Rgender Record respondent's gender

- | | |
|---|--------|
| 1 | Male |
| 2 | Female |

That completes our survey. We appreciate your time and cooperation. Have a nice day!

Appendix Two: Complete unweighted survey marginal

How serious a problem do you think alcohol and drug use is in our community today?

	N	Percent	Valid Percent
Very Serious	412	51.3	54.1
Somewhat Serious	175	21.8	23.0
Serious	150	18.7	19.7
Not at all Serious	24	3.0	3.2
Don't Know	42	5.2	---
Total	803	100.0	100.0

How about among youth in our community?

	N	Percent	Valid Percent
Very Serious	404	50.3	55.3
Somewhat Serious	160	19.9	21.9
Serious	142	17.7	19.5
Not at all Serious	24	3.0	3.3
Don't Know	73	9.1	---
Total	803	100.0	100.0

How about in Orange County public and private schools?

	N	Percent	Valid Percent
Very Serious	272	33.9	41.3
Somewhat Serious	158	19.7	23.9
Serious	184	22.9	27.9
Not at all Serious	45	5.6	6.9
Don't Know	144	17.9	---
Total	803	100.0	100.0

Do you think public and private schools are doing enough to address alcohol and drug use by students attending school?

	N	Percent	Valid Percent
Yes	200	24.9	29.3
Yes, but could do more	267	33.3	39.2
Not at all	215	26.8	31.5
Don't Know	120	14.9	---
Refused	1	.1	---
Total	803	100.0	100.0

Have you had a discussion with an adolescent in the past year about the dangers of alcohol and other drug use?

	N	Percent	Valid Percent
Yes	583	72.6	73.1
No	214	26.7	26.9
Don't Know	6	.7	---
Total	803	100.0	100.0

Including yourself how many adults live in your household?

	N	Percent	Valid Percent
0	1	.1	0.1
1	171	21.3	21.4
2	386	48.1	48.3
3	164	20.4	20.5
4	57	7.1	7.1
5	17	2.1	2.1
6	1	.1	0.1
7	2	.2	0.3
8	1	.1	0.1
Refused	3	.4	---
Total	803	100.0	100.0

And how many children under 18 currently live in your household?

	N	Percent	Valid Percent
0	205	25.5	25.5
1	212	26.4	26.5
2	212	26.4	26.5
3	106	13.2	13.2
4	43	5.4	5.4
5	16	2.0	2.0
6	7	0.9	0.9
Refused	2	0.2	---
Total	803	100.0	100.0

How many of these children are 13-17?

	N	Percent	Valid Percent
0	93	11.6	15.8
1	305	38.0	51.9
2	157	19.6	26.7
3	27	3.4	4.6
4	6	0.7	1.0
Refused	2	0.2	---
Not Applicable	213	26.5	---
Total	803	100.0	100.0

Among respondents with teenage children:

Have you ever had a conversation with your teen about the dangers of underage drinking and drug use?

	N	Valid Percent
Yes	475	95.0
No	25	5.0
Refused	5	---
Total	505	100.0

Do you know what to say to your teenager about the dangers of underage drinking and drug use?

	N	Valid Percent
Yes	485	97.8
No	11	2.2
Refused	9	---
Total	505	100.0

Tell me in your opinion if that is a major influence on teenage alcohol and drug use:

Music/Music Videos?

	N	Percent	Valid Percent
Major Influence	415	51.7	53.0
Minor Influence	283	35.2	36.1
No Influence at all	85	10.6	10.9
Don't Know	17	2.1	---
Refused	3	0.4	---
Total	803	100.0	100.0

Television?

	N	Percent	Valid Percent
Major Influence	435	54.2	55.4
Minor Influence	309	38.5	39.3
No Influence at all	42	5.2	5.3
Don't Know	14	1.7	---
Refused	3	0.4	---
Total	803	100.0	100.0

Social Media?

	N	Percent	Valid Percent
Major Influence	539	67.1	70.3
Minor Influence	197	24.5	25.7
No Influence at all	31	3.9	4.0
Don't Know	33	4.1	---
Refused	3	0.4	---
Total	803	100.0	100.0

Celebrities/Professional Athletes?

	N	Percent	Valid Percent
Major Influence	397	49.4	51.3
Minor Influence	316	39.4	40.8
No Influence at all	61	7.6	7.9
Don't Know	26	3.2	---
Refused	3	0.4	---
Total	803	100.0	100.0

Friends?

	N	Percent	Valid Percent
Major Influence	674	83.9	85.4
Minor Influence	107	13.3	13.6
No Influence at all	8	1.0	1.0
Don't Know	11	1.4	---
Refused	3	0.4	---
Total	803	100.0	100.0

Parents?

	N	Percent	Valid Percent
Major Influence	511	63.6	65.0
Minor Influence	220	27.4	28.0
No Influence at all	55	6.8	7.0
Don't Know	16	2.0	---
Refused	1	0.1	---
Total	803	100.0	100.0

School?

	N	Percent	Valid Percent
Major Influence	368	45.8	48.7
Minor Influence	325	40.5	43.1
No Influence at all	62	7.7	8.2
Don't Know	44	5.5	---
Refused	4	0.5	---
Total	803	100.0	100.0

Boredom?

	N	Percent	Valid Percent
Major Influence	393	48.9	51.3
Minor Influence	304	37.9	39.6
No Influence at all	70	8.7	9.1
Don't Know	33	4.1	---
Refused	3	0.4	---
Total	803	100.0	100.0

Stress?

	N	Percent	Valid Percent
Major Influence	483	60.1	61.6
Minor Influence	243	30.3	31.0
No Influence at all	58	7.2	7.4
Don't Know	17	2.1	---
Refused	2	0.2	---

Total	803	100.0	100.0
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Have you heard of the following drugs?

	N	Percent "Yes"	Percent "No"
Marijuana	803	99.9	0.1
Cocaine	803	99.0	1.0
Heroin	803	97.0	3.0
Methamphetamines	803	91.3	8.7
Prescription Drugs	803	95.6	4.4
Synthetic Drugs	803	69.4	30.6

Please tell me your opinion of how harmful occasional use of tobacco is?

		N	Percent	Valid Percent
1	Not at all Harmful	58	7.2	7.3
2		88	11.0	11.1
3		172	21.4	21.7
4		97	12.1	12.3
5	Very Harmful	377	46.9	47.6
	DK/Refused	11	1.4	---
Total		803	100.0	100.0

Please tell me your opinion of how harmful occasional use of alcohol is?

		N	Percent	Valid Percent
1	Not at all Harmful	25	3.1	3.2
2		60	7.5	7.6
3		148	18.4	18.7
4		158	19.7	19.9
5	Very Harmful	401	49.9	50.6
	N/A	11	1.4	---
Total		803	100.0	100.0

Please tell me your opinion of how harmful occasional use of marijuana is?

		N	Percent	Valid Percent
1	Not at all Harmful	38	4.7	4.9
2		72	9.0	9.2
3		150	18.7	19.1
4		127	15.8	16.2
5	Very Harmful	397	49.4	50.6
	N/A	19	2.4	---
Total		803	100.0	100.0

Please tell me your opinion of how harmful occasional use of cocaine is?

		N	Percent	Valid Percent
1	Not at all Harmful	9	1.1	1.2
2		2	0.2	0.2
3		22	2.7	2.8
4		56	7.0	7.2
5	Very Harmful	694	86.4	88.6
	N/A	20	2.5	---
Total		803	100.0	100.0

Please tell me your opinion of how harmful occasional use of heroin is?

		N	Percent	Valid Percent
1	Not at all Harmful	8	1.0	1.0
2		1	0.1	0.1
3		11	1.4	1.4
4		20	2.5	2.6
5	Very Harmful	728	90.7	94.8
	N/A	35	4.4	---
Total		803	100.0	100.0

Please tell me your opinion of how harmful occasional use of methamphetamines is?

		N	Percent	Valid Percent
1	Not at all Harmful	4	0.5	0.6
2		0	0.0	0.0
3		10	1.2	1.4
4		32	4.0	4.4
5	Very Harmful	676	84.2	93.6
	N/A	81	10.1	---
Total		803	100.0	100.0

Please tell me your opinion of how harmful occasional use of prescription drugs is?

		N	Percent	Valid Percent
1	Not at all Harmful	9	1.1	1.2
2		8	1.0	1.1
3		48	6.0	6.3
4		121	15.1	16.1
5	Very Harmful	567	70.6	75.3
	N/A	50	6.2	---
Total		803	100.0	100.0

Please tell me your opinion of how harmful occasional use of synthetic drugs is?

		N	Percent	Valid Percent
1	Not at all Harmful	3	0.4	0.5
2		6	0.7	1.1
3		19	2.4	3.4
4		65	8.1	11.5
5	Very Harmful	470	58.5	83.5
	N/A	240	29.9	---
Total		803	100.0	100.0

Please tell me your opinion of how harmful less than monthly use of tobacco is?

		N	Percent	Valid Percent
1	Not at all Harmful	68	8.5	8.7
2		96	12.0	12.2
3		125	15.6	15.9
4		95	11.8	12.1
5	Very Harmful	402	50.1	51.1
	N/A	17	2.1	---
Total		803	100.0	100.0

Please tell me your opinion of how harmful less than monthly use of alcohol is?

		N	Percent	Valid Percent
1	Not at all Harmful	48	6.0	6.1
2		61	7.6	7.8
3		144	17.9	18.3
4		114	14.2	14.5
5	Very Harmful	420	52.3	53.3
	N/A	16	2.0	---
Total		803	100.0	100.0

Please tell me your opinion of how harmful less than monthly use of marijuana is?

		N	Percent	Valid Percent
1	Not at all Harmful	51	6.4	6.6
2		74	9.2	9.5
3		124	15.4	16.0
4		93	11.6	12.0
5	Very Harmful	434	54.0	55.9
	N/A	27	3.3	---
Total		803	100.0	100.0

Please tell me your opinion of how harmful less than monthly use of cocaine is?

		N	Percent	Valid Percent
1	Not at all Harmful	5	0.6	0.6
2		5	0.6	0.6
3		28	3.5	3.6
4		56	7.0	7.2
5	Very Harmful	685	85.3	88.0
	N/A	24	2.9	---
Total		803	100.0	100.0

Please tell me your opinion of how harmful less than monthly use of heroin is?

		N	Percent	Valid Percent
1	Not at all Harmful	8	1.0	1.0
2		4	0.5	0.5
3		16	2.0	2.1
4		30	3.7	4.0
5	Very Harmful	707	88.0	92.4
	N/A	38	4.7	---
Total		803	100.0	100.0

Please tell me your opinion of how harmful less than monthly use of methamphetamines is?

		N	Percent	Valid Percent
1	Not at all Harmful	5	0.6	0.7
2		3	0.4	0.4
3		13	1.6	1.8
4		33	4.1	4.6
5	Very Harmful	668	83.2	92.5
	N/A	81	11.1	---
Total		803	100.0	100.0

Please tell me your opinion of how harmful less than monthly use of prescription drugs is?

		N	Percent	Valid Percent
1	Not at all Harmful	10	1.2	1.3
2		14	1.7	1.9
3		48	6.0	6.4
4		91	11.3	12.2
5	Very Harmful	585	72.9	78.2
	N/A	55	6.8	---
Total		803	100.0	100.0

Please tell me your opinion of how harmful less than monthly use of synthetic drugs is?

		N	Percent	Valid Percent
1	Not at all Harmful	7	0.9	1.2
2		5	0.6	0.9
3		20	2.5	3.5
4		54	6.7	9.4
5	Very Harmful	479	59.7	83.0
	N/A	238	29.6	---
Total		803	100.0	100.0

Please tell me your opinion of how harmful once a month use of tobacco is?

		N	Percent	Valid Percent
1	Not at all Harmful	38	4.7	4.8
2		70	8.7	8.9
3		116	14.4	14.7
4		100	12.5	12.7
5	Very Harmful	465	57.9	58.9
	N/A	14	1.7	---
Total		803	100.0	100.0

Please tell me your opinion of how harmful once a month use of alcohol is?

		N	Percent	Valid Percent
1	Not at all Harmful	27	3.4	3.4
2		51	6.4	6.5
3		120	14.9	15.2
4		124	15.4	15.7
5	Very Harmful	467	58.2	59.2
	N/A	14	1.7	---
Total		803	100.0	100.0

Please tell me your opinion of how harmful once a month use of marijuana is?

		N	Percent	Valid Percent
1	Not at all Harmful	42	5.2	5.4
2		54	6.7	6.9
3		97	12.1	12.5
4		108	13.4	13.9
5	Very Harmful	476	59.3	61.3
	N/A	26	3.2	---
Total		803	100.0	100.0

Please tell me your opinion of how harmful once a month use of cocaine is?

		N	Percent	Valid Percent
1	Not at all Harmful	4	0.5	0.5
2		3	0.4	0.4
3		28	3.5	3.6
4		46	5.7	5.9
5	Very Harmful	698	86.9	89.6
	N/A	24	2.9	---
Total		803	100.0	100.0

Please tell me your opinion of how harmful once a month use of heroin is?

		N	Percent	Valid Percent
1	Not at all Harmful	6	0.7	0.8
2		5	0.6	0.6
3		16	2.0	2.1
4		28	3.5	3.7
5	Very Harmful	711	88.5	92.8
	N/A	37	4.6	---
Total		803	100.0	100.0

Please tell me your opinion of how harmful once a month use of methamphetamines is?

		N	Percent	Valid Percent
1	Not at all Harmful	4	0.5	0.6
2		2	0.2	0.2
3		12	1.5	1.7
4		35	4.4	4.8
5	Very Harmful	670	83.4	92.7
	N/A	80	9.9	---
Total		803	100.0	100.0

Please tell me your opinion of how harmful once a month use of prescription drugs is?

		N	Percent	Valid Percent
1	Not at all Harmful	5	0.6	0.7
2		14	1.7	1.9
3		35	4.4	4.7
4		73	9.1	9.8
5	Very Harmful	619	77.1	82.9
	N/A	57	7.1	---
Total		803	100.0	100.0

Please tell me your opinion of how harmful once a month use of synthetic drugs is?

		N	Percent	Valid Percent
1	Not at all Harmful	4	0.5	0.7
2		5	0.6	0.9
3		13	1.6	2.3
4		50	6.2	8.8
5	Very Harmful	493	61.4	87.3
	N/A	238	29.6	---
Total		803	100.0	100.0

Please tell me your opinion of how harmful regular weekly use of tobacco is?

		N	Percent	Valid Percent
1	Not at all Harmful	10	1.2	1.3
2		18	2.2	2.3
3		57	7.1	7.2
4		86	10.7	10.9
5	Very Harmful	617	76.8	78.3
	N/A	15	1.8	---
Total		803	100.0	100.0

Please tell me your opinion of how harmful regular weekly use of alcohol is?

		N	Percent	Valid Percent
1	Not at all Harmful	4	0.5	0.5
2		15	1.9	1.9
3		53	6.6	6.7
4		83	10.3	10.5
5	Very Harmful	632	78.7	80.3
	N/A	16	1.9	---
Total		803	100.0	100.0

Please tell me your opinion of how harmful regular weekly use of marijuana is?

		N	Percent	Valid Percent
1	Not at all Harmful	22	2.7	2.8
2		34	4.2	4.4
3		49	6.1	6.3
4		63	7.8	8.1
5	Very Harmful	609	75.8	78.4
	N/A	26	3.2	---
Total		803	100.0	100.0

Please tell me your opinion of how harmful regular weekly use of cocaine is?

		N	Percent	Valid Percent
1	Not at all Harmful	5	0.6	0.6
2		4	0.5	0.5
3		4	0.5	0.5
4		26	3.2	3.3
5	Very Harmful	738	91.9	94.9
	N/A	26	3.2	---
Total		803	100.0	100.0

Please tell me your opinion of how harmful regular weekly use of heroin is?

		N	Percent	Valid Percent
1	Not at all Harmful	6	0.7	0.8
2		2	0.2	0.3
3		6	0.7	0.8
4		13	1.6	1.7
5	Very Harmful	737	91.8	96.4
	N/A	39	4.9	---
Total		803	100.0	100.0

Please tell me your opinion of how harmful regular weekly use of methamphetamine is?

		N	Percent	Valid Percent
1	Not at all Harmful	3	0.4	0.4
2		4	0.5	0.6
3		2	0.2	0.3
4		12	1.5	1.7
5	Very Harmful	701	87.3	97.0
	N/A	81	10.1	---
Total		803	100.0	100.0

Please tell me your opinion of how harmful regular weekly use of prescription drugs is?

		N	Percent	Valid Percent
1	Not at all Harmful	3	0.4	0.4
2		8	1.0	1.1
3		13	1.6	1.7
4		38	4.7	5.1
5	Very Harmful	686	85.4	91.7
	N/A	55	6.9	---
Total		803	100.0	100.0

Please tell me your opinion of how harmful regular weekly use of synthetic drugs is?

		N	Percent	Valid Percent
1	Not at all Harmful	3	0.4	0.5
2		3	0.4	0.5
3		4	0.5	0.7
4		25	3.1	4.4
5	Very Harmful	530	66.0	93.8
	N/A	238	29.6	---
Total		803	100.0	100.0

Do you approve of teenagers' use of alcohol on special family occasions?

	N	Percent	Valid Percent
Yes, with or without parental supervision	17	2.1	2.1
Yes, but only with parental supervision	200	24.9	25.1
No, I do not approve even if parents supervise behavior	581	72.4	72.8
Don't Know	5	0.6	
Refused	---	---	---
Total	803	100.0	100.0

Do you approve of teenagers' use of alcohol on special religious occasions?

	N	Percent	Valid Percent
Yes, with or without parental supervision	22	2.7	2.8
Yes, but only with parental supervision	257	32.0	32.8
No, I do not approve even if parents supervise behavior	504	62.8	64.4
Don't Know	19	2.4	---
Refused	1	0.1	---
Total	803	100.0	100.0

Do you approve of teenagers' use of alcohol at home?

	N	Percent	Valid Percent
Yes, with or without parental supervision	7	0.9	0.9
Yes, but only with parental supervision	96	12.0	12.0
No, I do not approve even if parents supervise behavior	698	86.9	87.1
Don't Know	2	0.2	
Refused	---	---	---
Total	803	100.0	100.0

Do you approve of teenagers' use of marijuana at home?

	N	Percent	Valid Percent
Yes, with or without parental supervision	13	1.6	1.6
Yes, but only with parental supervision	32	4.0	4.0
No, I do not approve even if parents supervise behavior	756	94.1	94.4
Don't Know	2	0.2	---
Refused	---	---	---
Total	803	100.0	100.0

I believe drug education is best handled by the schools, not the parents.

	N	Percent	Valid Percent
Strongly Agree	26	3.2	3.3
Agree	85	10.6	11.0
Disagree	425	52.9	55.1
Strongly Disagree	236	29.4	30.6
No Opinion	27	3.4	
Refused	4	0.5	
Total	803	100.0	100.0

For each drug mentioned, tell me in your opinion if it is very likely, somewhat likely, or not likely for teenagers to get access to the following substances from the sources listed:

Tobacco?

Home

	N	Percent	Valid Percent
Very Likely	417	51.9	53.7
Somewhat Likely	238	29.6	30.6
Not Likely	122	15.2	15.7
DK/Refused	26	3.2	---
Total	803	100.0	100.0

Friends

	N	Percent	Valid Percent
Very Likely	655	81.6	82.4
Somewhat Likely	117	14.6	14.7
Not Likely	22	2.7	2.8
DK/Refused	9	1.1	1.1
Total	803	100.0	100.0

Parties

	N	Percent	Valid Percent
Very Likely	717	89.3	90.2
Somewhat Likely	65	8.1	8.2
Not Likely	13	1.6	1.6
DK/Refused	8	1.0	---
Total	803	100.0	100.0

Convenience Stores

	N	Percent	Valid Percent
Very Likely	203	25.3	25.8
Somewhat Likely	338	42.1	43.0
Not Likely	245	30.5	31.2
DK/Refused	17	2.1	---
Total	803	100.0	100.0

Grocery stores

	N	Percent	Valid Percent
Very Likely	124	15.4	15.8
Somewhat Likely	245	30.5	31.2
Not Likely	416	51.8	53.0
DK/Refused	18	2.2	---
Total	803	100.0	100.0

And how about alcohol?

Home

	N	Percent	Valid Percent
Very Likely	484	60.3	61.9
Somewhat Likely	197	24.5	25.2
Not Likely	101	12.6	12.9
DK/Refused	21	2.6	---
Total	803	100.0	100.0

Friends

	N	Percent	Valid Percent
Very Likely	641	79.8	80.7
Somewhat Likely	127	15.8	16.0
Not Likely	26	3.2	3.3
DK/Refused	9	1.1	---
Total	803	100.0	100.0

Parties

	N	Percent	Valid Percent
Very Likely	725	90.3	91.1
Somewhat Likely	58	7.2	7.3
Not Likely	13	1.6	1.6
DK/Refused	7	0.9	---
Total	803	100.0	100.0

Convenience Stores

	N	Percent	Valid Percent
Very Likely	170	21.2	21.4
Somewhat Likely	326	40.6	41.0
Not Likely	299	37.2	37.6
DK/Refused	8	1.0	---
Total	803	100.0	100.0

Grocery Stores

	N	Percent	Valid Percent
Very Likely	102	12.7	12.8
Somewhat Likely	244	30.4	30.7
Not Likely	448	55.8	56.4
DK/Refused	9	1.1	---
Total	803	100.0	100.0

Bars/Nightclubs

	N	Percent	Valid Percent
Very Likely	257	32.0	32.8
Somewhat Likely	259	32.3	33.1
Not Likely	267	33.3	34.1
DK/Refused	20	2.5	---
Total	803	100.0	100.0

Liquor Stores

	N	Percent	Valid Percent
Very Likely	154	19.2	19.5
Somewhat Likely	243	30.3	30.8
Not Likely	393	48.9	49.7
DK/Refused	13	1.6	---
Total	803	100.0	100.0

And how about marijuana?

Home

	N	Percent	Valid Percent
Very Likely	187	23.3	24.7
Somewhat Likely	256	31.9	33.8
Not Likely	314	39.1	41.5
DK/Refused	46	5.7	---
Total	803	100.0	100.0

Friends

	N	Percent	Valid Percent
Very Likely	616	76.7	78.8
Somewhat Likely	153	19.1	19.6
Not Likely	13	1.6	1.6
DK/Refused	21	2.6	---
Total	803	100.0	100.0

Parties

	N	Percent	Valid Percent
Very Likely	680	84.7	87.0
Somewhat Likely	91	11.3	11.6
Not Likely	11	1.4	1.4
DK/Refused	21	2.6	---
Total	803	100.0	100.0

Street Drug Dealer

	N	Percent	Valid Percent
Very Likely	585	72.9	76.3
Somewhat Likely	132	16.4	17.2
Not Likely	50	6.2	6.5
DK/Refused	36	4.5	---
Total	803	100.0	100.0

Drug Dealers in Bars/Nightclubs

	N	Percent	Valid Percent
Very Likely	470	58.5	62.1
Somewhat Likely	155	19.3	20.5
Not Likely	132	16.4	17.4
DK/Refused	46	5.7	---
Total	803	100.0	100.0

And how about other drugs (heroin, cocaine, ecstasy)?

Home

	N	Percent	Valid Percent
Very Likely	116	14.4	15.6
Somewhat Likely	181	22.5	24.3
Not Likely	447	55.7	60.1
DK/Refused	59	7.3	---
Total	803	100.0	100.0

Friends

	N	Percent	Valid Percent
Very Likely	437	54.4	57.3
Somewhat Likely	260	32.4	34.1
Not Likely	66	8.2	8.6
DK/Refused	40	5.0	---
Total	803	100.0	100.0

Parties

	N	Percent	Valid Percent
Very Likely	549	68.4	72.1
Somewhat Likely	180	22.4	23.7
Not Likely	32	4.0	4.2
DK/Refused	42	5.2	---
Total	803	100.0	100.0

Street Drug Dealers

	N	Percent	Valid Percent
Very Likely	558	69.5	74.3
Somewhat Likely	134	16.7	17.8
Not Likely	59	7.3	7.9
DK/Refused	52	6.5	---
Total	803	100.0	100.0

Drug Dealers in Bars/Nightclubs

	N	Percent	Valid Percent
Very Likely	451	56.2	60.7
Somewhat Likely	162	20.2	21.8
Not Likely	130	16.2	17.5
DK/Refused	60	7.5	---
Total	803	100.0	100.0

And how about prescription drugs?

Home

	N	Percent	Valid Percent
Very Likely	489	60.9	65.5
Somewhat Likely	159	19.8	21.4
Not Likely	98	12.2	13.1
DK/Refused	57	7.1	---
Total	803	100.0	100.0

Friends

	N	Percent	Valid Percent
Very Likely	507	63.1	68.0
Somewhat Likely	196	24.4	26.3
Not Likely	43	5.4	5.7
DK/Refused	57	7.1	---
Total	803	100.0	100.0

Parties

	N	Percent	Valid Percent
Very Likely	563	70.1	75.3
Somewhat Likely	142	17.7	19.0
Not Likely	43	5.4	5.7
DK/Refused	55	6.8	---
Total	803	100.0	100.0

Street Drug Dealers

	N	Percent	Valid Percent
Very Likely	493	61.4	67.2
Somewhat Likely	159	19.8	21.7
Not Likely	82	10.2	11.1
DK/Refused	69	8.6	---
Total	803	100.0	100.0

Drug Dealers in Bars/Nightclubs

	N	Percent	Valid Percent
Very Likely	417	51.9	57.4
Somewhat Likely	172	21.4	23.6
Not Likely	138	17.2	19.0
DK/Refused	76	9.5	---
Total	803	100.0	100.0

And how about synthetic drugs?

Home

	N	Percent	Valid Percent
Very Likely	136	16.9	25.4
Somewhat Likely	125	15.6	23.3
Not Likely	275	34.2	51.3
DK/Refused	267	33.3	---
Total	803	100.0	100.0

Friends

	N	Percent	Valid Percent
Very Likely	350	43.6	64.2
Somewhat Likely	157	19.6	28.8
Not Likely	38	4.7	7.0
DK/Refused	258	32.1	---
Total	803	100.0	100.0

Parties

	N	Percent	Valid Percent
Very Likely	407	50.7	74.8
Somewhat Likely	116	14.4	21.3
Not Likely	21	2.6	3.9
DK/Refused	259	32.3	---
Total	803	100.0	100.0

Convenience Stores

	N	Percent	Valid Percent
Very Likely	194	24.2	36.2
Somewhat Likely	151	18.8	28.2
Not Likely	191	23.8	35.6
DK/Refused	267	33.3	---
Total	803	100.0	100.0

Smoke Shops

	N	Percent	Valid Percent
Very Likely	211	26.3	41.4
Somewhat Likely	176	21.9	34.5
Not Likely	123	15.3	24.1
DK/Refused	293	36.5	---
Total	803	100.0	100.0

As far as you know, is it illegal for parents to give alcohol to underage children?

	N	Percent	Valid Percent
Yes	733	91.3	93.5
No	35	4.4	4.5
It depends	16	2.0	2.0
DK	17	2.1	---
Refused	2	0.2	---
Total	803	100.0	100.0

Right now in Florida, the minimum legal drinking age is 21. Do you think 21 is about right, too high, or too low?

	N	Percent	Valid Percent
About Right	517	64.4	66.1
Too high	133	16.6	17.0
Too low	132	16.4	16.9
Haven't given this much thought	4	0.5	---
DK/Refused	17	2.1	---
Total	803	100.0	100.0

Would you favor or oppose a state law that lowered the minimum legal drinking age to 18?

	N	Percent	Valid Percent
Favor	145	18.1	18.9
Oppose	622	77.5	81.1
Missing/Refused	36	4.5	---
Total	803	100.0	100.0

Some people say that minimum drinking age laws are unenforceable and underage kids will always find a way to obtain alcohol regardless of what the law says. Do you strongly agree, agree, disagree, or strongly disagree with that statement?

	N	Percent	Valid Percent
Strongly Agree	344	42.8	43.4
Agree	351	43.7	44.3
Disagree	81	10.1	10.2
Strongly Disagree	17	2.1	2.1
Refused/Missing	10	1.2	---
Total	803	100.0	100.0

Do you consider yourself Hispanic or Latino?

	N	Percent	Valid Percent
Yes	215	26.8	27.3
No	573	71.4	72.7
DK/Refused	15	1.8	---
Total	803	100.0	100.0

Which of these groups best describes you?

	N	Percent	Valid Percent
Mexican	19	2.4	9.0
Puerto Rican	104	13.0	49.5
Central or South American	34	4.2	16.2
Cuban/Cuban American	19	2.4	9.0
Other	34	4.2	16.2
DK/Refused	5	0.6	---
Not Applicable	588	73.2	
Total	803	100.0	100.0

Which of these groups best describes your race?

	N	Percent	Valid Percent
White	469	58.4	63.7
Black or African American	132	16.4	17.9
American Indian/Alaskan Native	5	0.6	0.7
Native Hawaiian/Pacific Islander	2	0.2	0.3
Asian	14	1.7	1.9
Bi- or multi-racial	46	5.7	6.3
Other	68	8.5	9.2
DK/Refused	67	8.4	---
Total	803	100.0	100.0

Which of the following best describes your current marital status?

	N	Percent	Valid Percent
Currently Married/Cohabiting	448	55.7	57.0
Never Married	151	18.8	19.2
Divorced or Separated	148	18.4	18.8
Widowed	39	4.9	5.0
Don't Know	2	0.2	---
Refused	15	1.9	---
Total	803	100.0	100.0

Born in the U.S.?

	N	Percent	Valid Percent
Yes	599	74.6	75.9
No	190	23.7	24.1
Don't Know	1	0.1	---
Refused	13	1.6	---
Total	803	100.0	100.0

Not including weddings and funeral, how often do you attend religious services?

	N	Percent	Valid Percent
Every week (or more often)	298	37.1	41.9
Almost every week	40	5.0	5.6
Once or twice a month	129	16.1	18.1
A few times per year	139	17.3	19.5
Less often than that	106	13.2	14.9
Not Applicable (no religion)	65	8.1	---
DK/Refused	26	3.2	---
Total	803	100.0	100.0

Thinking politically and socially, how would you describe your own general outlook?

	N	Percent	Valid Percent
Very conservative	106	13.2	14.3
Moderately conservative	217	27.0	29.2
Middle-of-the-road	236	29.4	31.8
Moderately liberal	121	15.1	16.3
Very liberal	48	6.0	6.5
Something else	14	1.7	1.9
DK/Refused	61	7.6	---
Total	803	100.0	100.0

Are you now attending or enrolled in school? By school I mean any public or private school, GED program, trade school, or a college university.

	N	Percent	Valid Percent
Yes	159	19.8	20.3
No	626	78.0	79.7
Don't Know	2	0.2	---
Refused	16	2.0	---
Total	803	100.0	100.0

What is the highest level of education you have completed?

	N	Percent	Valid Percent
First through 8 th grade	4	0.5	0.5
Some high school, no diploma	32	4.0	4.1
High School Graduate or GEE	171	21.3	21.9
Some college, but no degree	149	18.6	19.1
Associate Degree	104	13.0	13.3
College Graduate	231	28.8	29.5
Advanced Degree	91	11.3	11.6
DK/Refused	21	2.6	---
Total	803	100.0	100.0

Which of the following best describes your current employment status?

Employed full time?

	N	Percent	Valid Percent
Yes	412	51.3	51.3
No	391	48.7	48.7
Total	803	100.0	100.0

Employed part time?

	N	Percent	Valid Percent
Yes	724	90.2	90.2
No	79	9.8	9.8
Total	803	100.0	100.0

Has a job but not working (on strike, laid off, on vacation, etc.)

	N	Percent	Valid Percent
Yes	789	98.3	98.3
No	14	1.7	1.7
Total	803	100.0	100.0

Keeping house?

	N	Percent	Valid Percent
Yes	738	91.9	91.9
No	65	8.1	8.1
Total	803	100.0	100.0

Student?

	N	Percent	Valid Percent
Yes	719	89.5	89.5
No	84	10.5	10.5
Total	803	100.0	100.0

Retired?

	N	Percent	Valid Percent
Yes	697	86.8	86.8
No	106	13.2	13.2
Total	803	100.0	100.0

Semi-retired?

	N	Percent	Valid Percent
Yes	799	99.5	99.5
No	4	0.5	0.5
Total	803	100.0	100.0

Disabled and unable to work?

	N	Percent	Valid Percent
Yes	774	96.4	96.4
No	29	3.6	3.6
Total	803	100.0	100.0

Something else?

	N	Percent	Valid Percent
Yes	738	91.9	91.9
No	65	8.1	8.1
Total	803	100.0	100.0

Last year, what was your total household income before taxes?

	N	Percent	Valid Percent
Less than \$10,000	21	2.6	3.8
\$10,001 - \$20,000	45	5.6	8.0
\$20,001 - \$40,000	131	16.3	23.4
\$40,001 - \$60,000	101	12.6	18.0
\$60,001 - \$80,000	93	11.6	16.6
\$80,001 - \$100,000	54	6.7	9.6
\$100,001 - \$150,000	69	8.6	12.3
\$150,001 - \$200,000	24	3.0	4.3
\$200,000 or more	22	2.7	3.9
DK	84	10.5	---
Refused	159	19.8	---
Total	803	100.0	100.0

Respondent Gender

	N	Percent	Valid Percent
Male	206	25.7	25.7
Female	597	74.3	74.3
Total	803	100.0	100.0