

Community Perceptions Survey Results 2012

Methodology

- A survey focusing on perceptions of alcohol, tobacco, and other drug use in the community was sent in March 2012 to 2,400 random households in La Crosse County.
- To increase response rate, a pre-notification postcard was sent a week prior to the survey mailing. A reminder post-card was sent two weeks following survey mailing.
- Analysis was conducted on **329 surveys** from La Crosse County (14% response rate).
- Similar surveys were conducted in 2005 and 2009. Current results are compared to 2009.

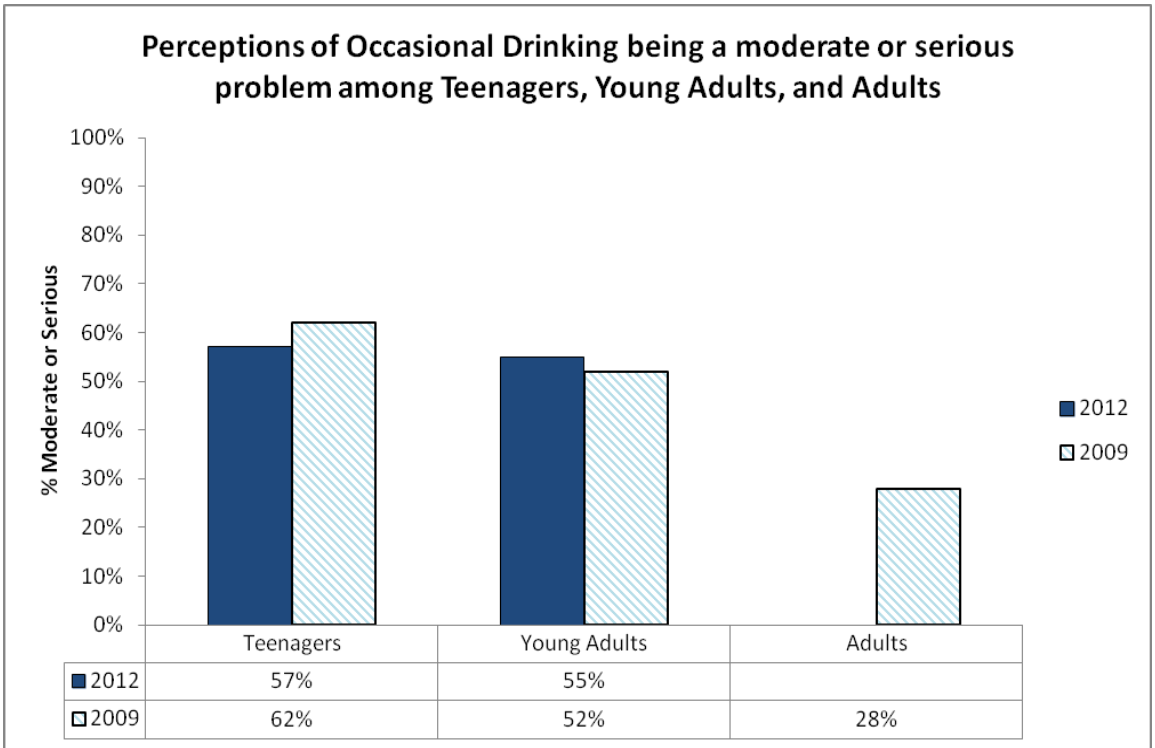
Demographic Overview

- The age range of the respondents was 18-80
- The median age was 55
- 59% Female, 41% Male
- 99% Caucasian, 1% Other Races
- Higher educational attainment and household income level than general population
- 25% had at least one minor or dependent living in household

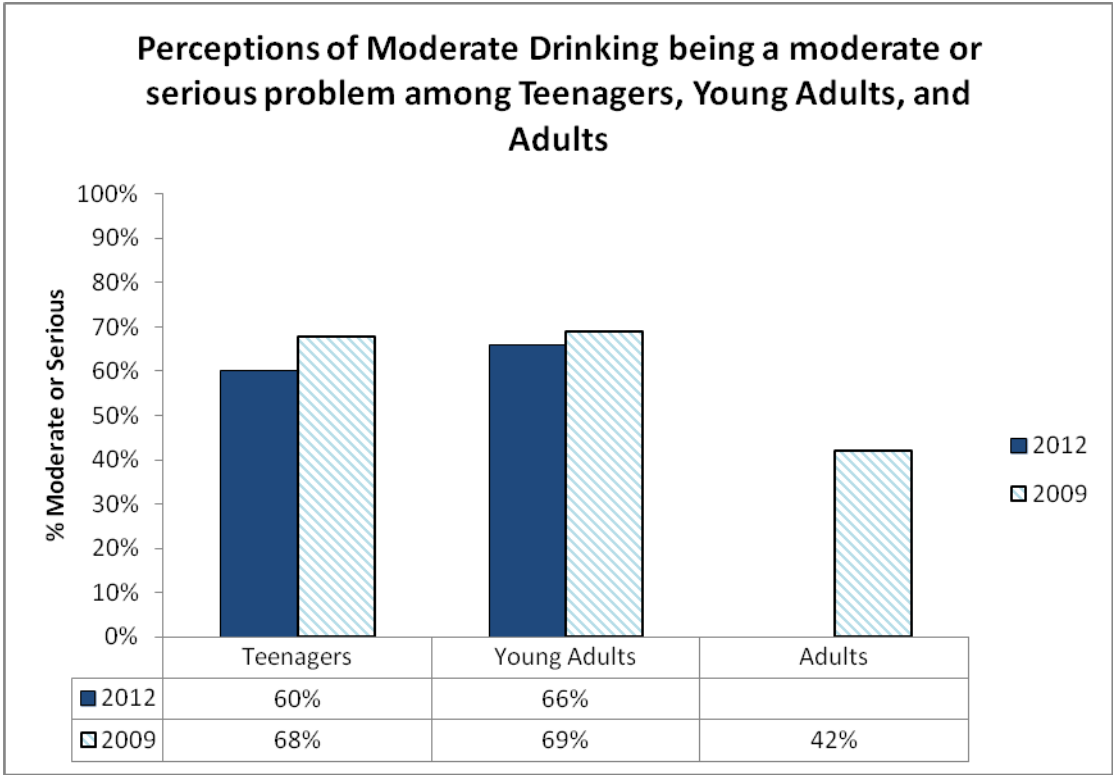
**Changing the Culture of Risky
Drinking Behavior Coalition
Compiled by Tracy Herlitzke**



Survey Participant Demographics	Number of Responses Total=329	Percent
Gender		
Female	187	59%
Male	128	41%
Did not respond	14	
Age		
18-24 years	3	1%
25-34 years	23	8%
35-44 years	37	14%
45-54 years	68	25%
55-64	70	26%
65 and older	73	27%
Did not respond	55	
Education		
Did not graduate High School	6	2%
High School Diploma	57	18%
Vocational School	45	14%
Some College	53	17%
College Graduate	76	24%
Post Graduate/Professional	79	25%
Did not respond	13	
Household Income		
Less than \$10,000	8	3%
\$10,000-\$25,000	45	15%
\$25,001-\$50,000	86	29%
\$50,001-\$75,000	62	21%
\$75,001-\$100,000	47	16%
Over \$100,000	48	16%
Did not respond	33	
Area of Residence		
City of La Crosse	172	55%
City of Onalaska	67	21%
Village of Holmen	26	8%
Village of West Salem	25	8%
Others	24	8%
Did not respond	15	

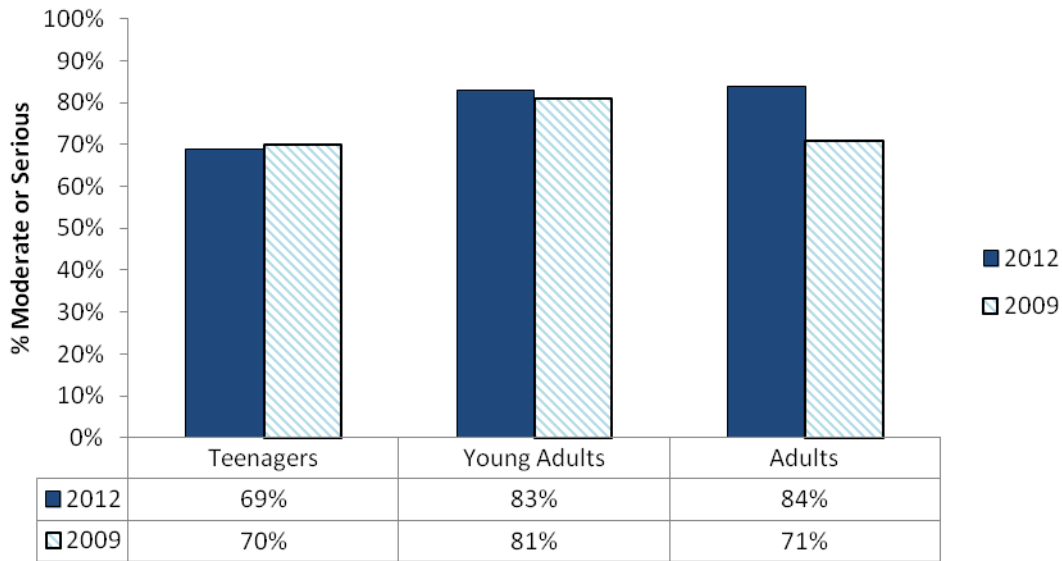


There was a slight increase in the percentage of respondents who feel that occasional drinking is a serious problem among teenagers and a slight decrease in the percentage of respondents who feel that occasional drinking is a serious problem among young adults.



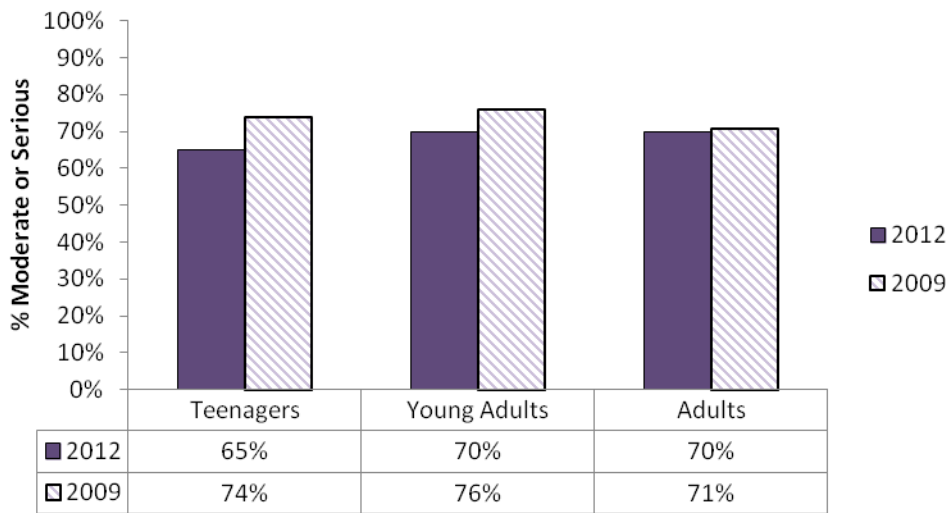
The results of this question show a significant drop in the percentage of respondents who feel that moderate drinking among teenagers is a significant problem from 2009-2012. It is important to note that while a decrease in percentage took place, the majority of 2012 respondents still feel that moderate drinking among teenagers is a moderate or serious problem.

Perception of Binge Drinking being a moderate or serious problem among Teenagers, Young Adults, and Adults



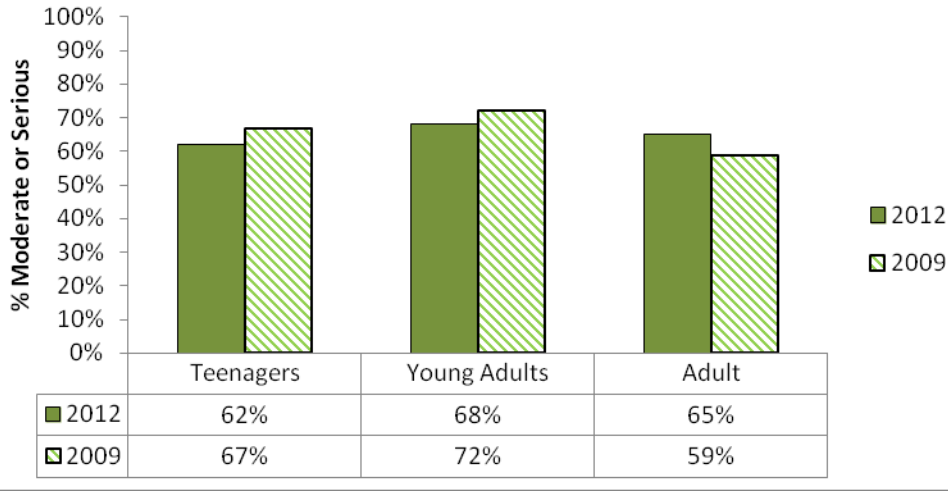
The majority of respondents felt that binge drinking among all age groups is a moderate or serious problem. From 2009 to 2012, there was a significant increase in the percentage of respondents who felt that binge drinking was a moderate or serious problem among the adult age group.

Perception of Tobacco Use as a Moderate or Serious Problem among Teenagers, Young Adults, and Adults



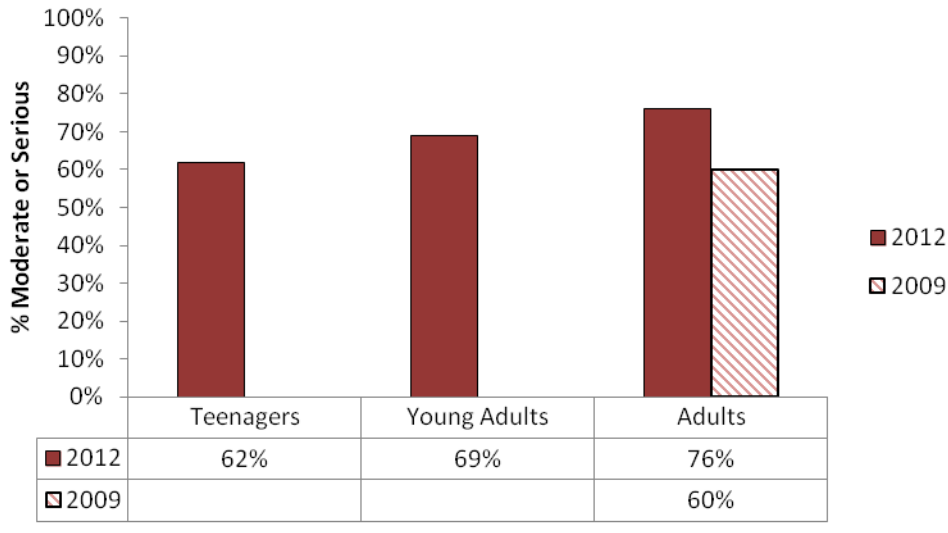
The percentage of perceptions regarding tobacco use as a moderate or serious problem among teenagers remains high but has gone down slightly. This may correlate to the number of teenagers who smoke going down.

Perceptions of Marijuana Use as a Moderate or Serious Problem among Teenagers, Young Adults, and Adults

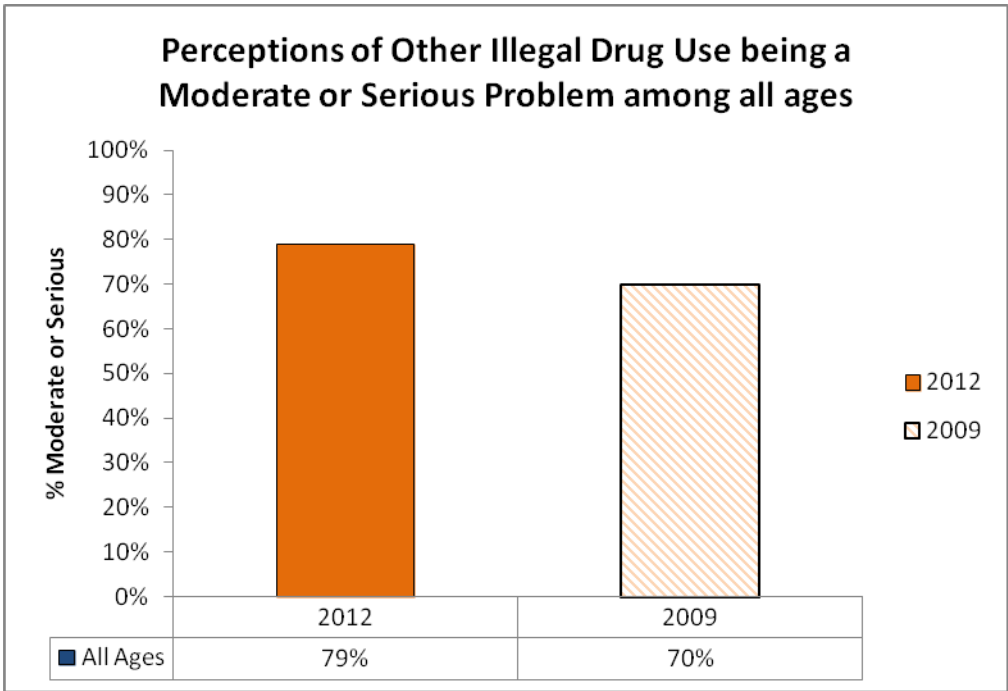


The majority of respondents felt that marijuana use was a moderate or serious problem. While this percentage decreased from 2009-2012 among the teenage and young adult age groups, it increased among the adult age group.

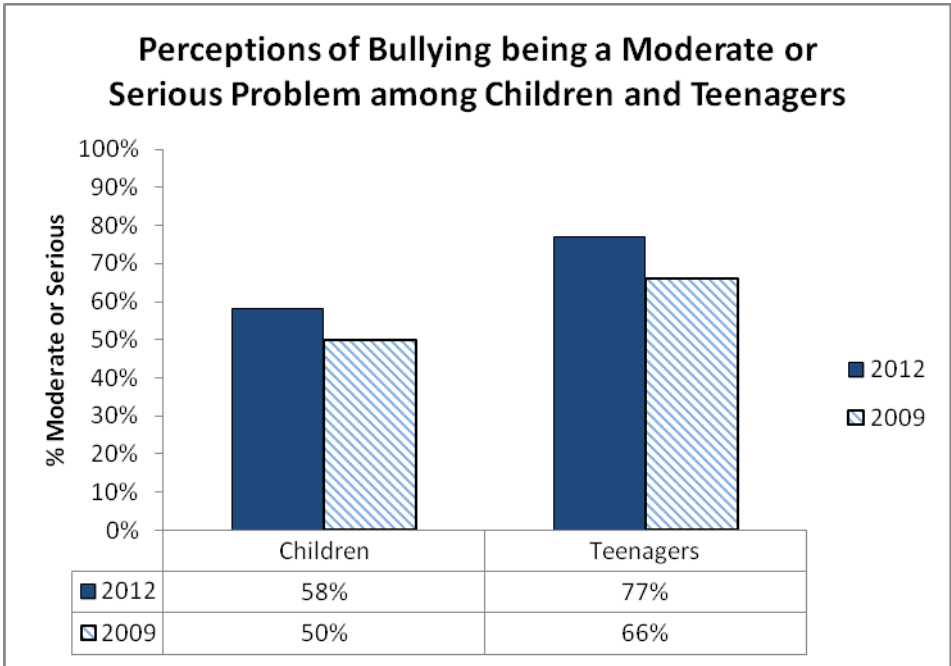
Perceptions of Prescription Drug Abuse/Misuse as a Moderate or Serious Problem among Teenagers, Young Adults, and Adults



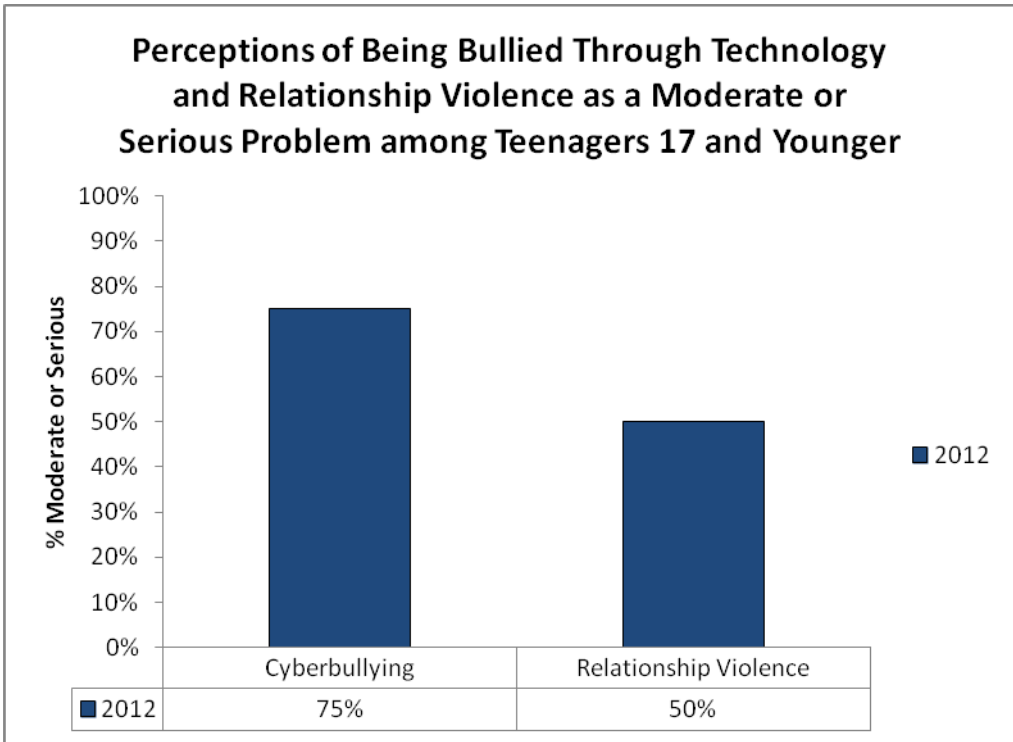
Across all three age groups, the majority of respondents felt that prescription drug abuse/misuse was a moderate or serious problem. For the adult age group, there was a notable 16% increase from 2009 to 2012.



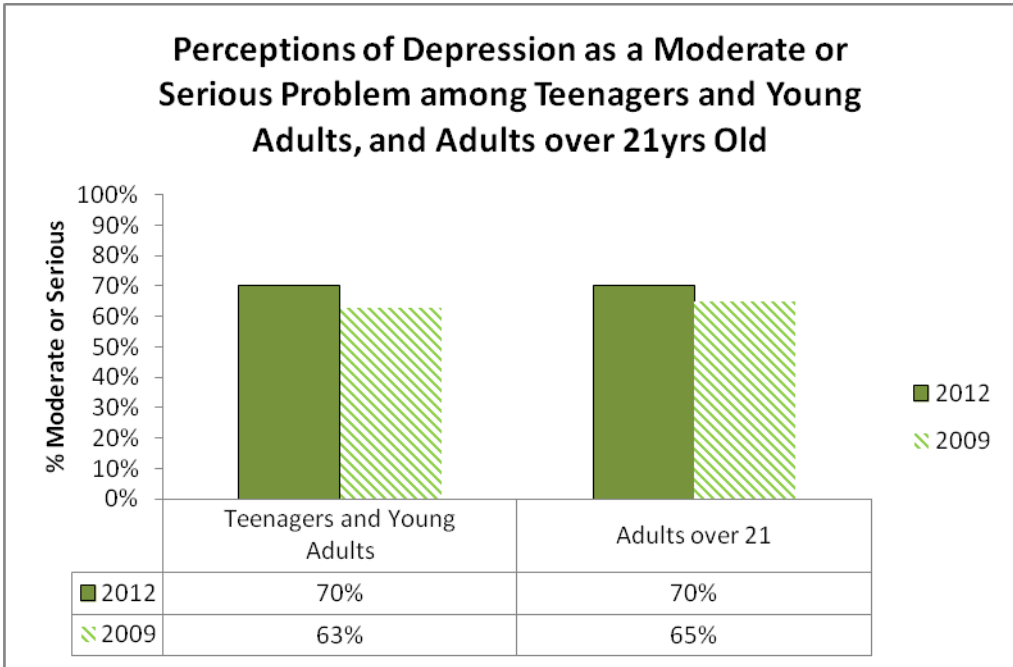
From 2009 to 2012, there was an increase in the percentage of respondents that feel illegal drug use is a moderate or serious problem among all age groups.



The perceptions of bullying being a moderate or serious problem have increased in both age groups from 2009 to 2012.

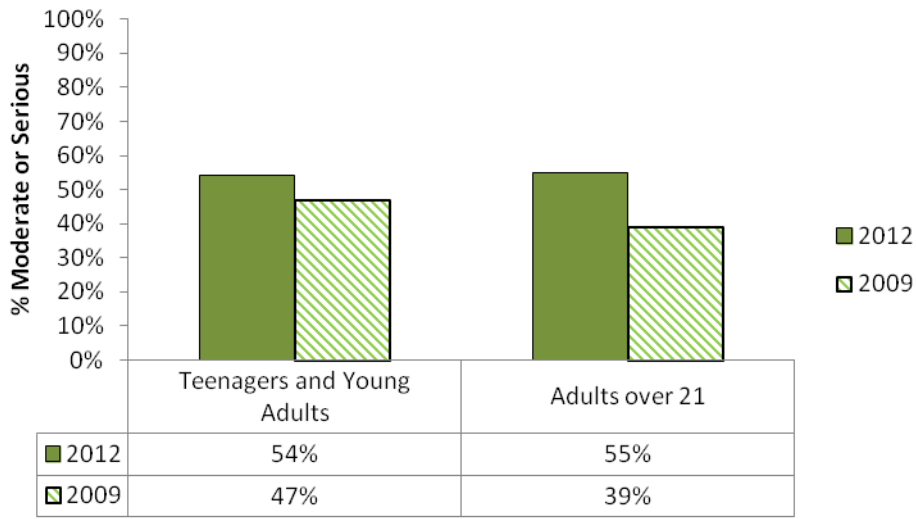


2012 was the first year that cyberbullying and relationship violence were measured using the Community Perceptions Survey. While a solid majority (75%) of respondents felt that cyberbullying was a moderate or serious problem, they were more split regarding the issue of relationship violence (50%).



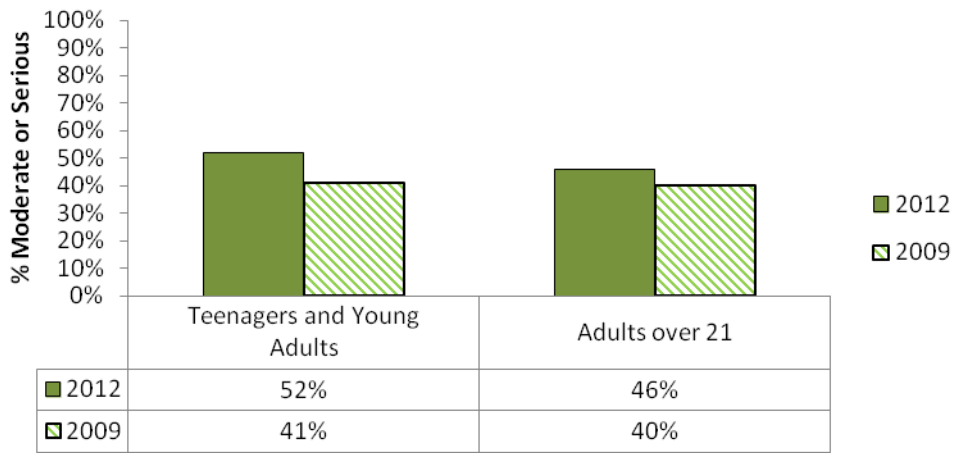
In 2012, 70% of the respondents felt that depression was a moderate or serious problem in both teenagers and young adults, and adults over the age of 21. This percentage was an increase in each category when compared with the 2009 data.

Perceptions of Suicide being a Moderate or Serious Problem among Teenagers and Young Adults, and Adults over 21yrs Old



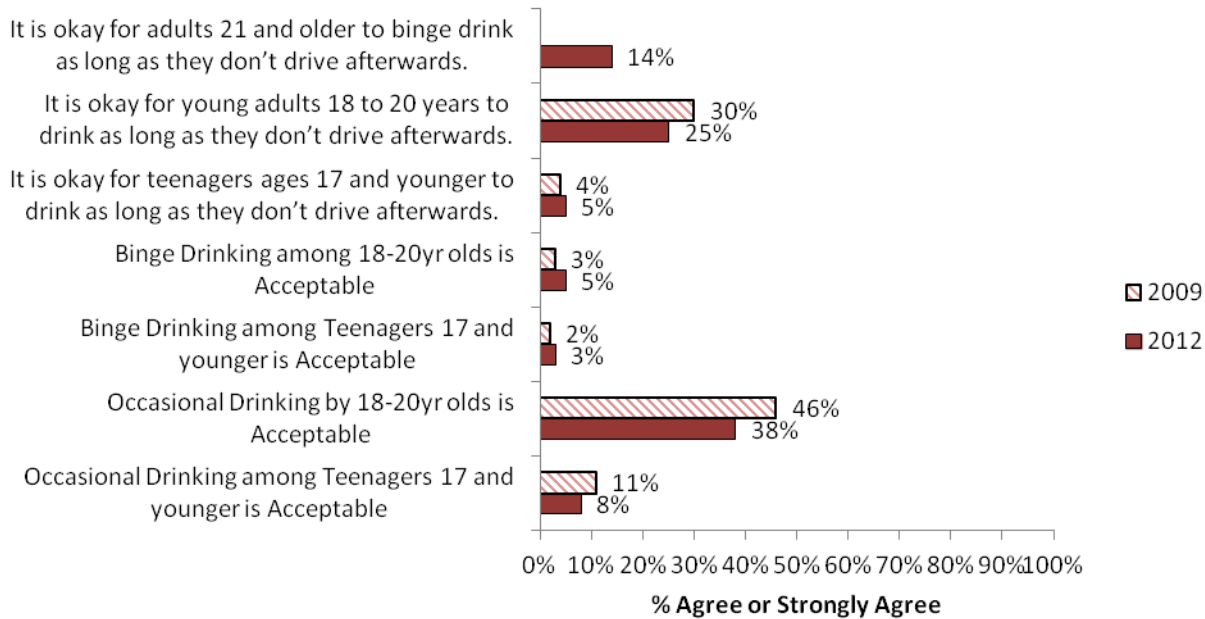
Perceptions of suicide being a moderate or serious problem have increased from 2009 to 2012. The largest percentage increase occurred among adults over the age of 21.

Perceptions of the Availability of Mental Health Services being a Moderate or Serious Problem among Teenagers and Young Adults, and Adults over 21yrs Old



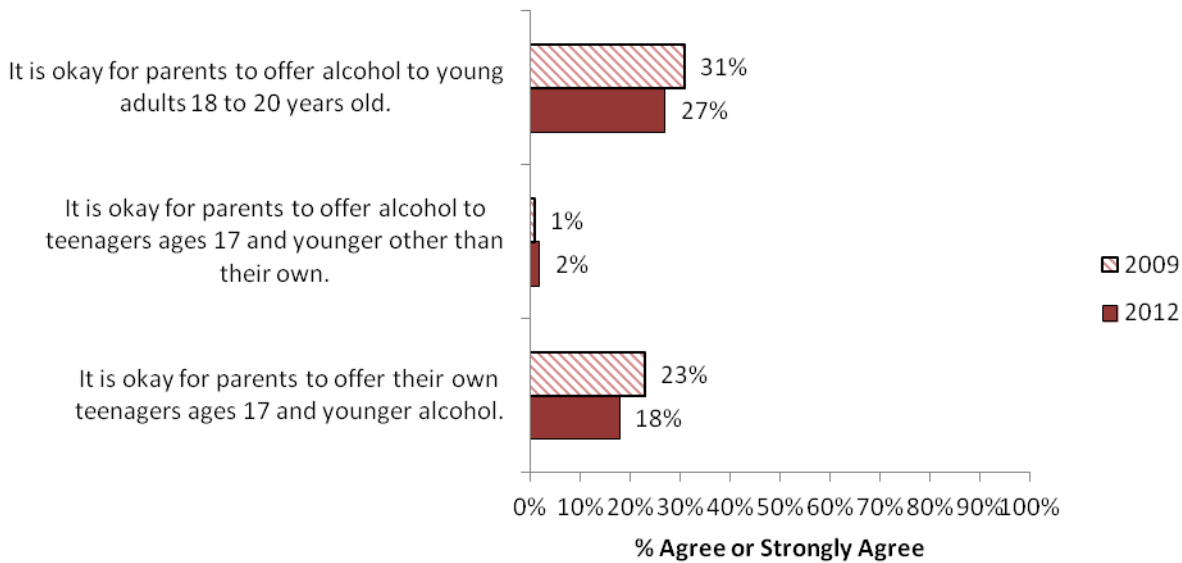
There was a large percentage increase in the perception that mental health availability is a moderate or serious problem among teenagers and young adults from 2009-2012 as well as among adults.

Percent of Respondents who Agree or Strongly Agree with Alcohol Consumption Patterns in the Community



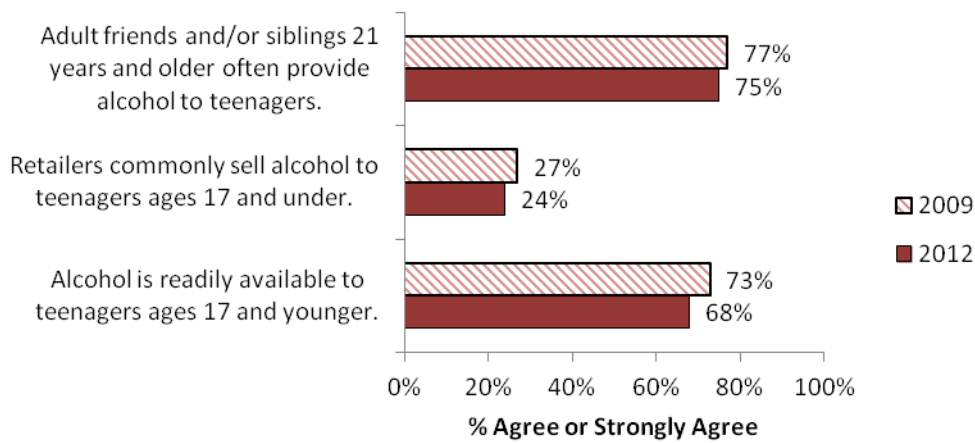
Fewer respondents in 2012 agree or strongly agree that it is okay for young adults to drink as long as they do not drive. Occasional drinking by 18-20 year olds was less acceptable in 2012 than in 2009 (46%-38%). Occasional drinking by teenagers was less acceptable in 2012 than in 2009 (11%-8%).

Percentage of Respondents who Agree or Strongly Agree with aspects of Parents Supplying Alcohol to Minors



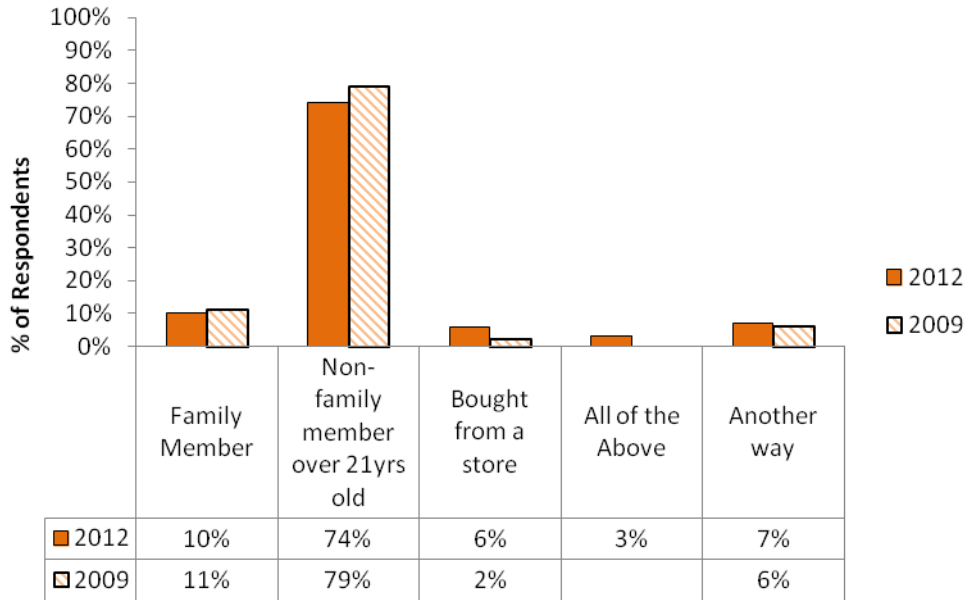
Perceptions of alcohol consumption have remained relatively consistent from 2009-2012. The community is generally opposed to binge drinking among all age groups. A noticeable decrease in response percentage occurred when looking at occasional drinking by 18-20 year olds.

Percentage of Respondents that Agree or Strongly Agree with the Availability of Alcohol to Underage Drinkers



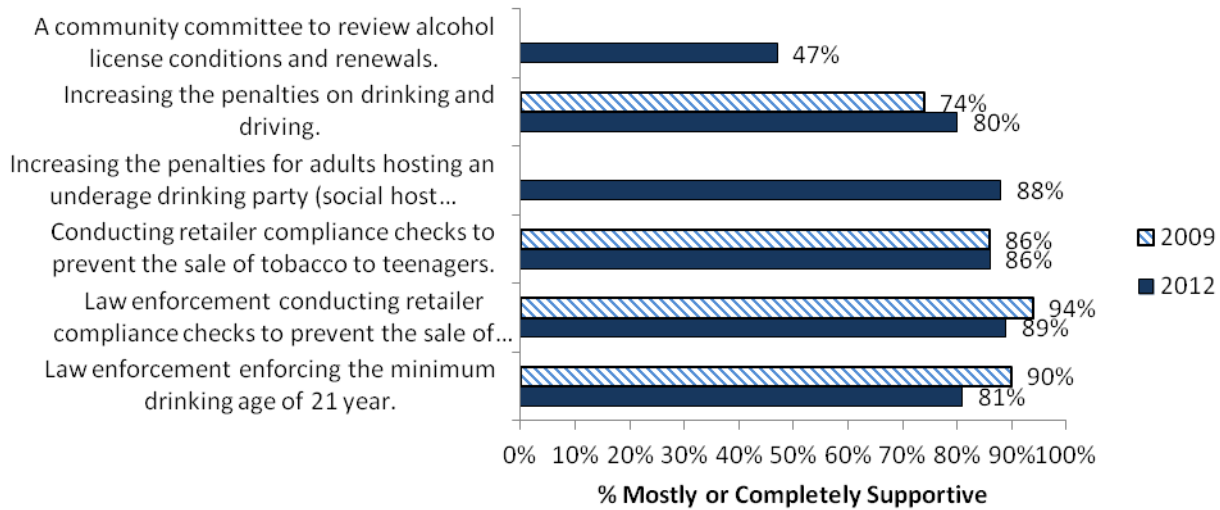
A large majority feel that underage drinkers obtain their alcohol from siblings or friends that are at least 21 years old. The majority of respondents also feel that alcohol is readily available to teenagers ages 17 and younger.

Respondent's Perceptions of How Underage Drinkers Obtain Alcohol



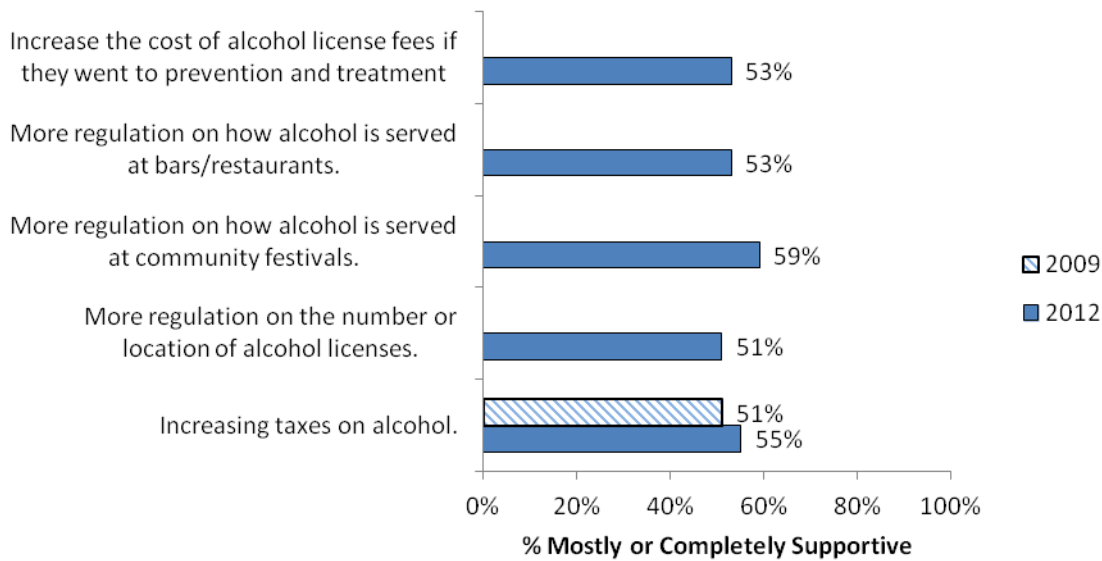
The majority of respondents feel that underage drinkers obtain their alcohol from non-family members that are over 21 years old.

Community Support for Items relating to Law Enforcement Items and Legal Action



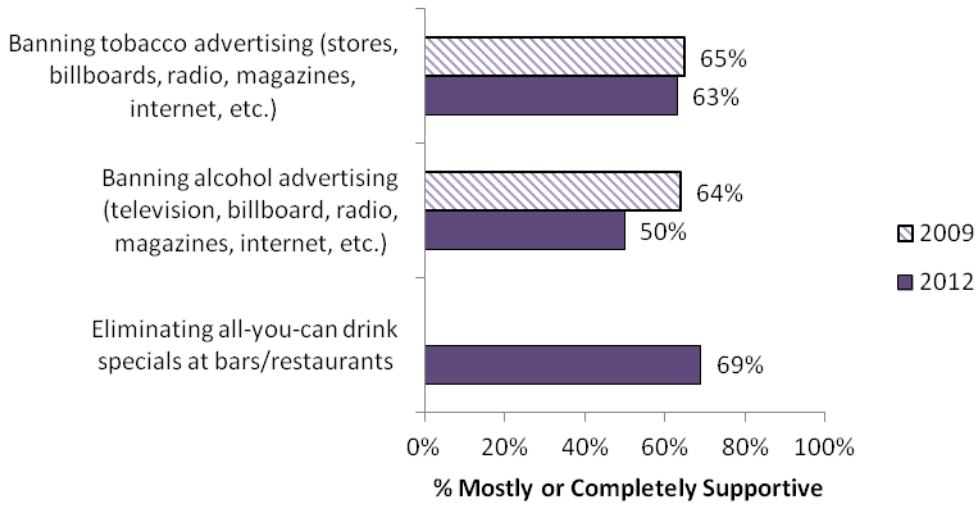
Community support for law enforcement is generally high. Respondents to this survey report being mostly or completely supportive of policies and initiatives that attempt to reduce underage drinking and binge drinking within the community.

Community Support for Items relating to Alcohol Regulation



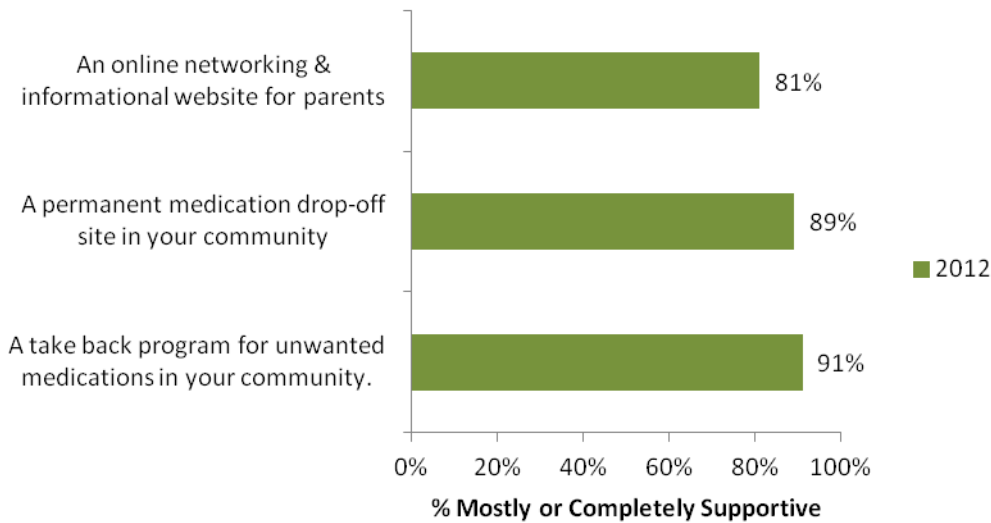
There is moderate support for increasing regulation on alcohol such as increasing cost of alcohol license fees, how alcohol is served at bars or restaurants, or festivals, number of licenses, and increasing the tax. Support is greater for regulation of alcohol at community festivals (59%) than in restaurants (53%). Support for increasing the tax on alcohol increased from 51% in 2009 to 55% in 2012.

Community Support for Initiatives related to Alcohol/Tobacco Marketing



There was a substantial percentage decrease in the amount of respondents who felt that alcohol advertising should be banned in the community from 2009-2012. The majority of the community showed support for eliminating the all-you-can-drink specials at bars and restaurants in the community.

Community Support for an Online Informational/Networking Website for Parents and Prescription Drug Disposal Initiatives



There is a large amount of support for an online informational website for parents, permanent medication drop off sites, and a prescription drug take back program according to responses to this survey.