

2012 Community Perceptions Survey Results

Changing the Culture of Risky Drinking Behavior
Coalition

Compiled by Tracy Herlitzke

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.

Demographics

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

What is your zip code?

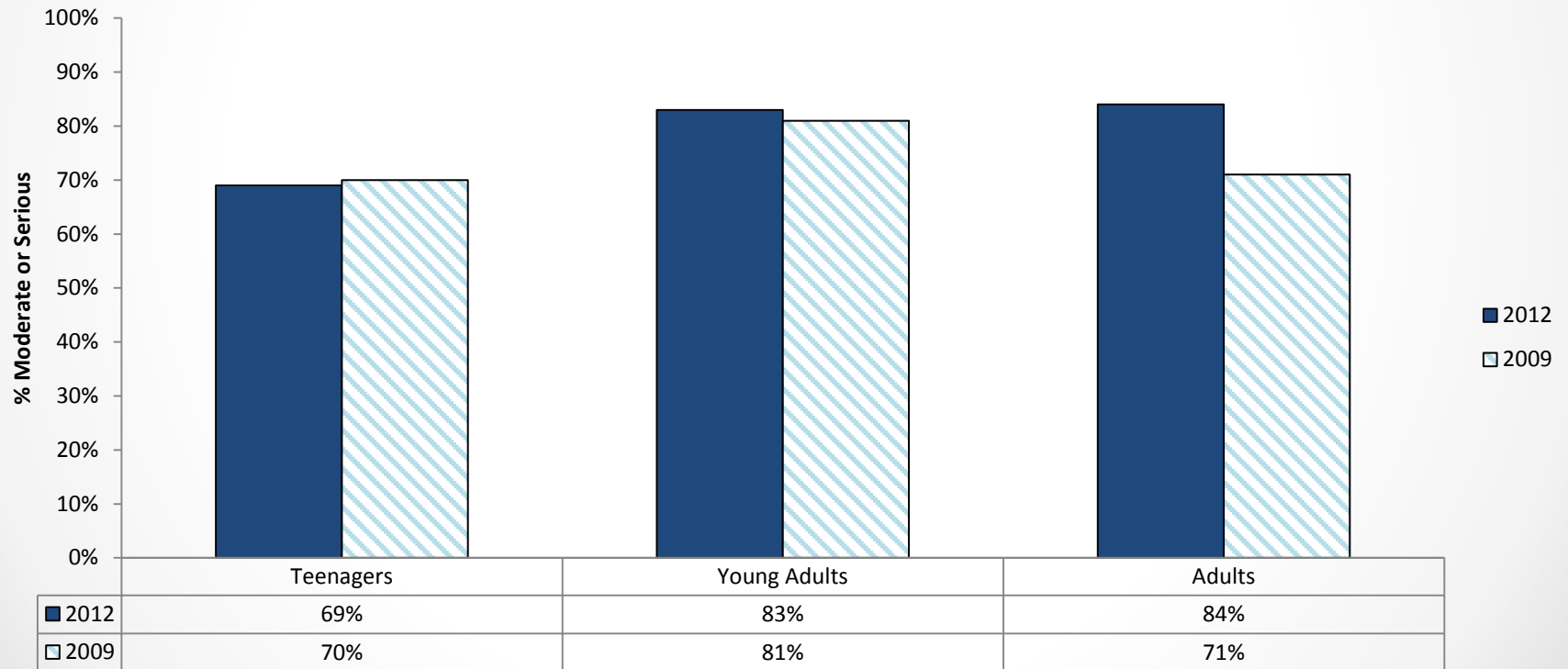
Answer Options	Response Percent	Response Count
54601	44.7%	140
54603	10.2%	32
54614	1.9%	6
54623	0.6%	2
54636	8.3%	26
54644	2.9%	9
54650	21.4%	67
54669	8.0%	25
Other, please specify	2.2%	7
<i>answered question</i>		313
<i>skipped question</i>		16

What is the highest level of education you have completed

Answer Options	Response Percent	Response Count
Did not graduate high school	1.9%	6
High school diploma	18.0%	57
Vocational school	14.2%	45
Some college	16.8%	53
College graduate	24.1%	76
Post graduate/professional	25.0%	79
<i>answered question</i>		316
<i>skipped question</i>		13

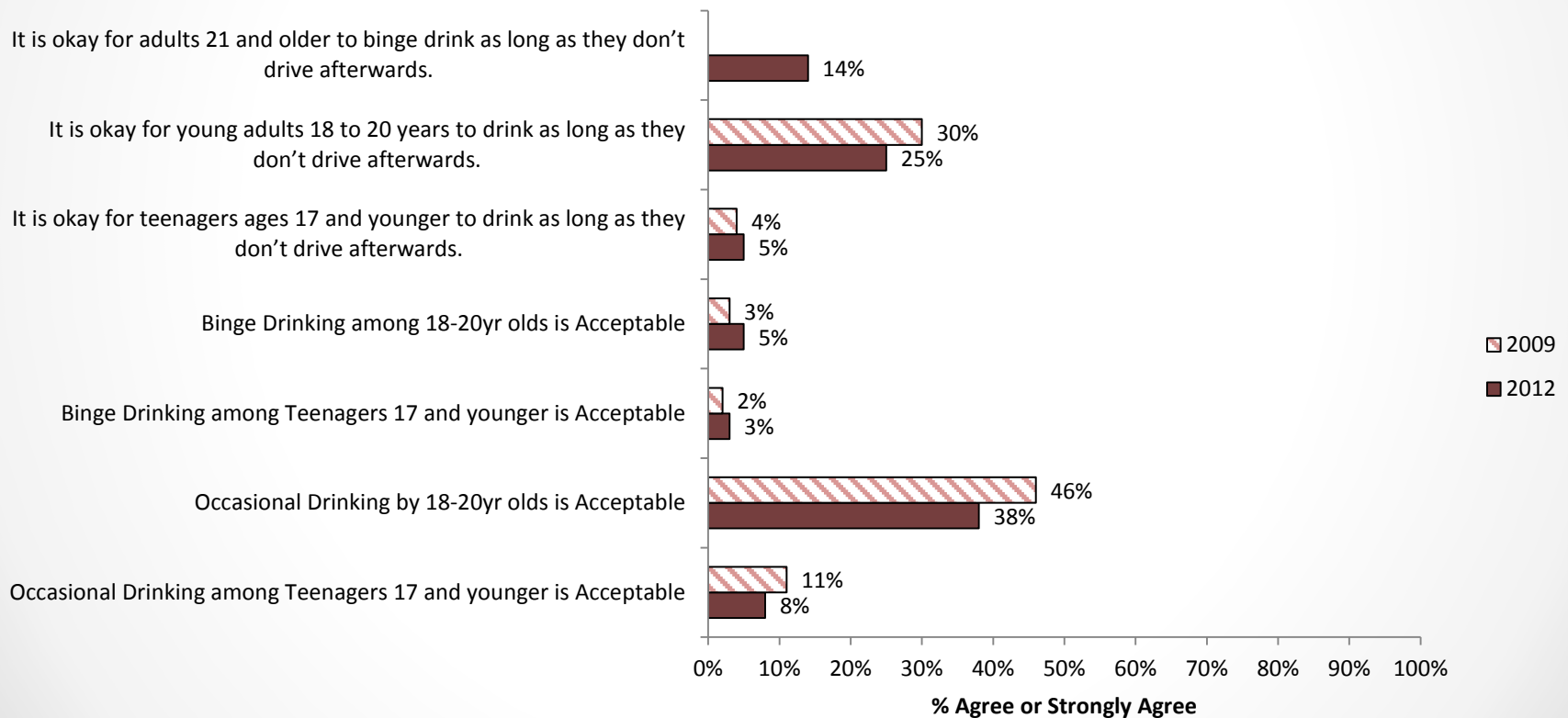
Binge Drinking

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



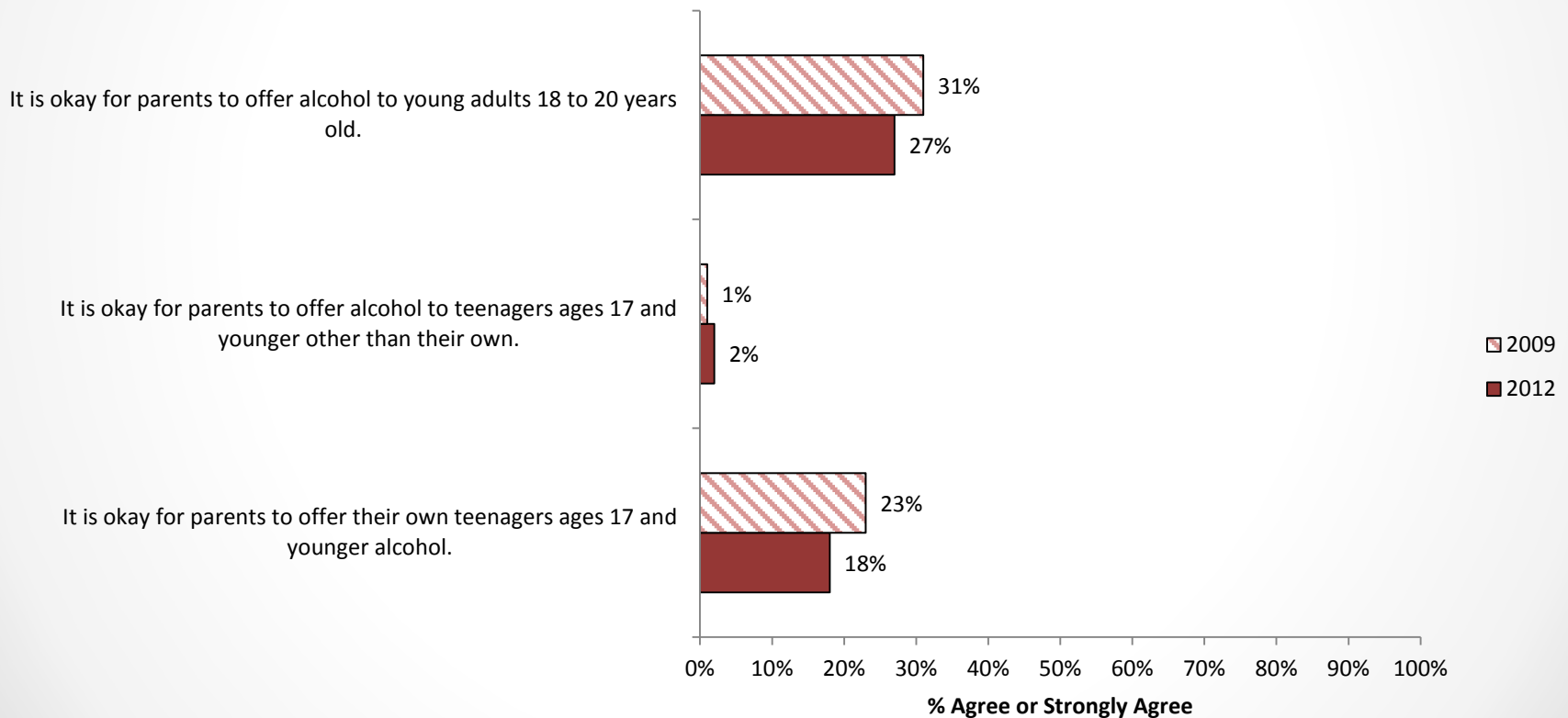
Alcohol Consumption

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



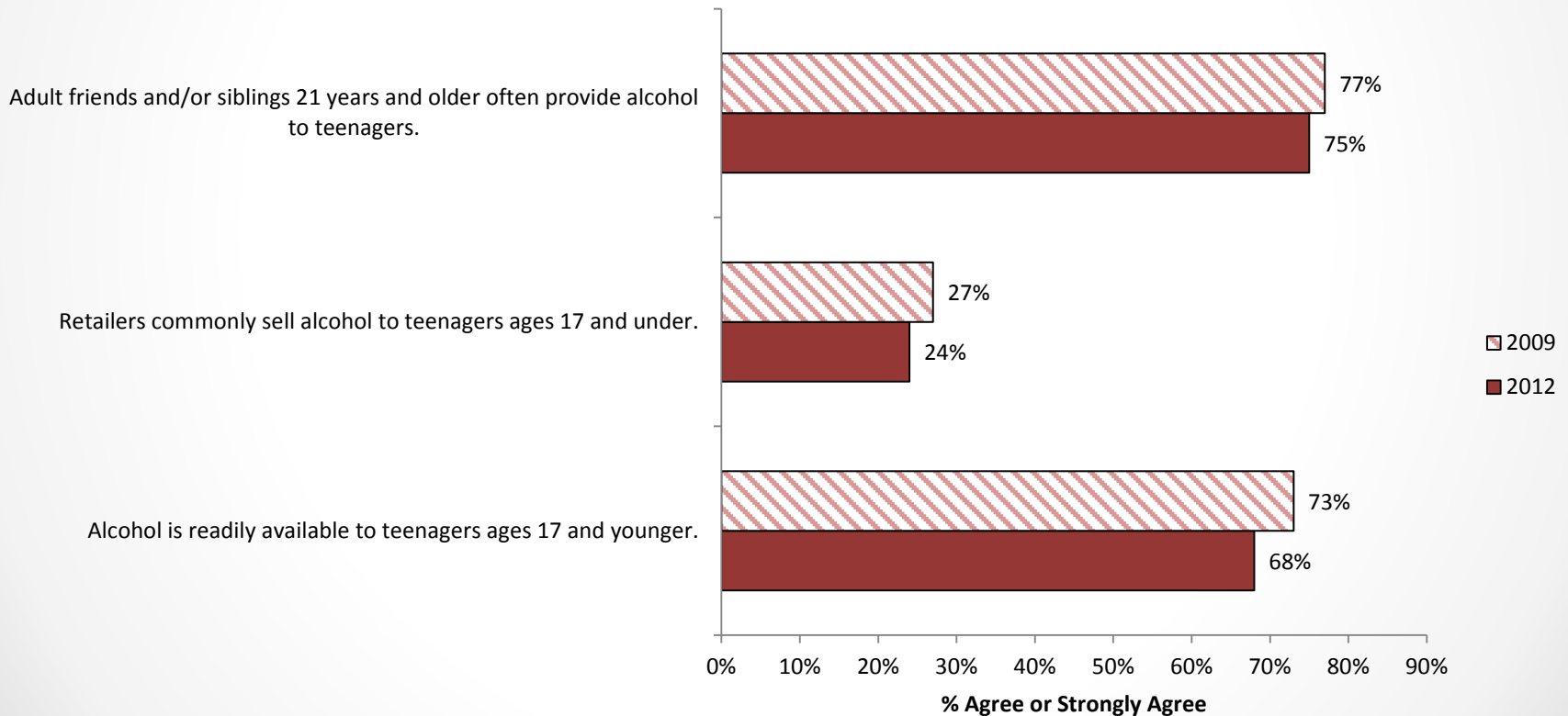
Underage Drinking

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



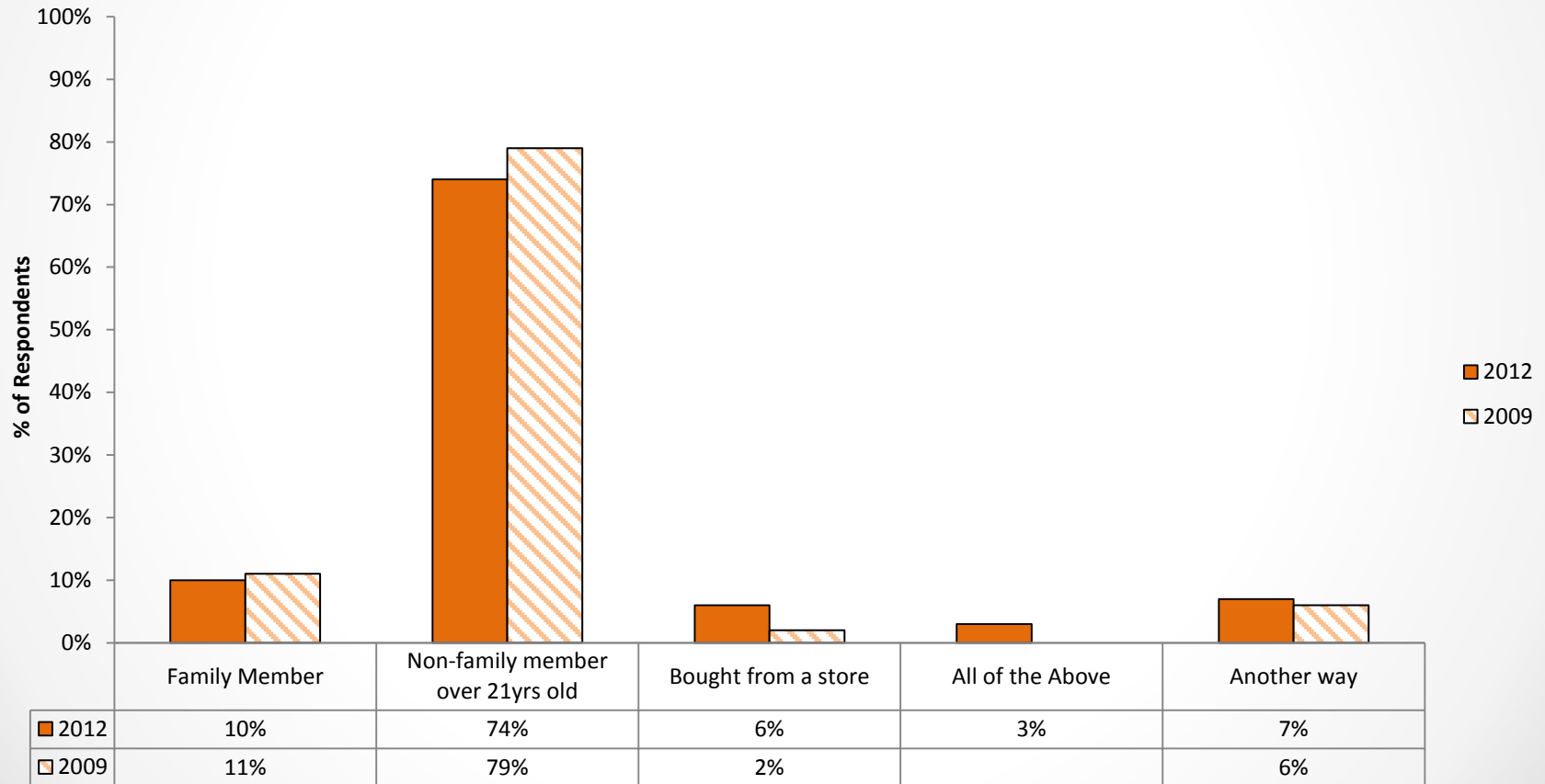
Alcohol Availability

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



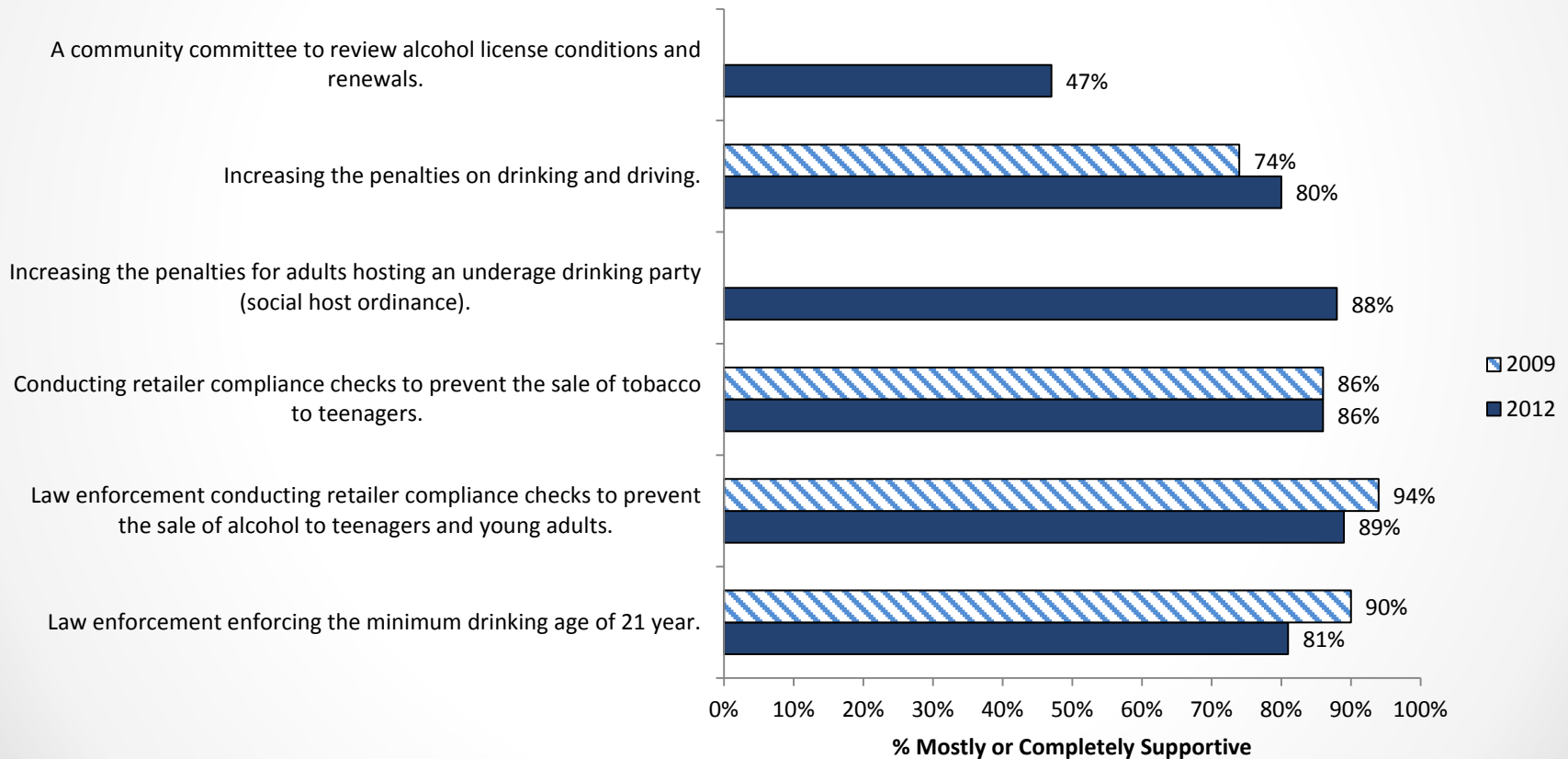
Perception of How Underage Drinkers Obtain Alcohol

Respondent's Perceptions of How Underage Drinkers Obtain Alcohol



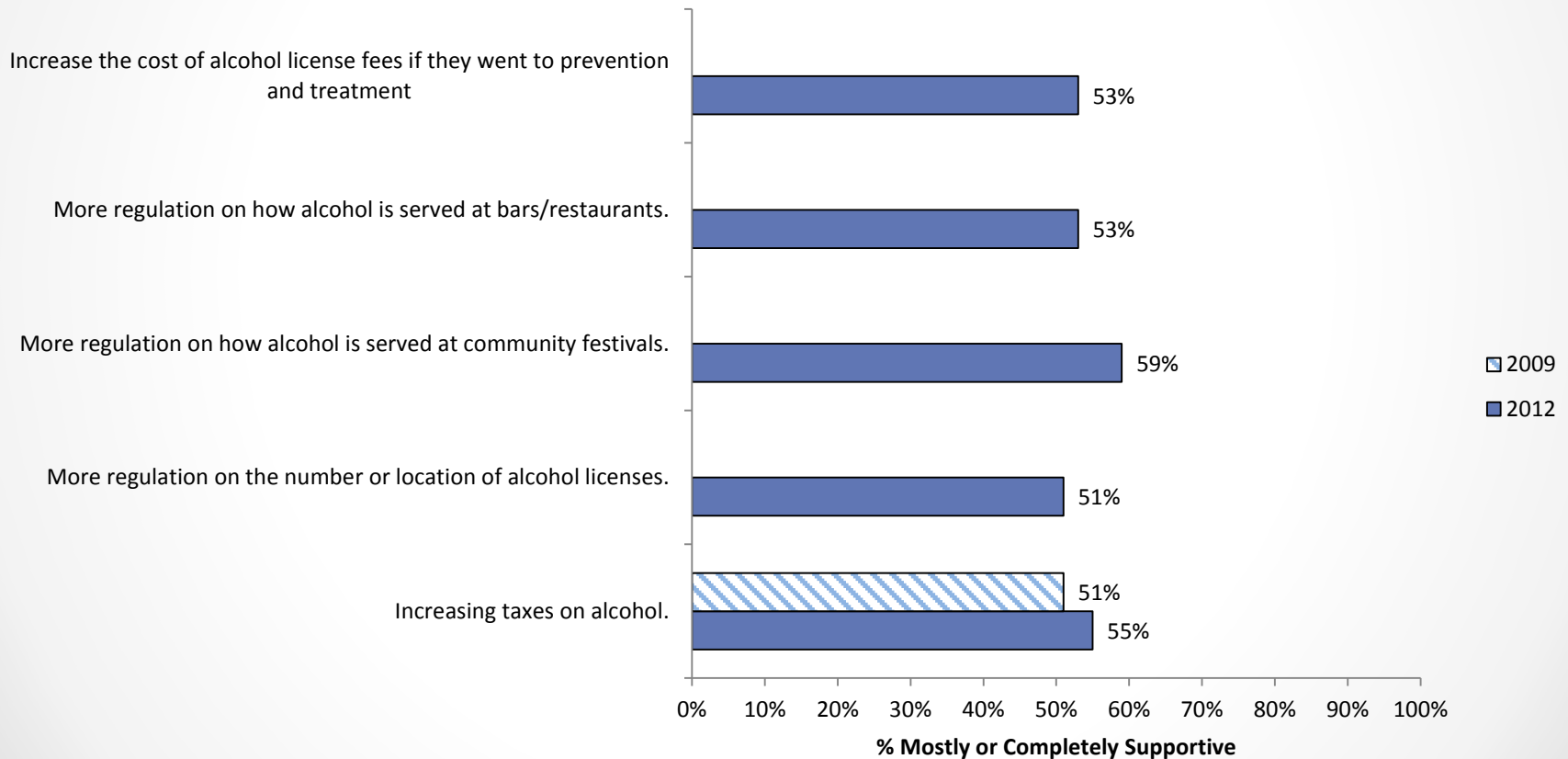
Support for Law Enforcement

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



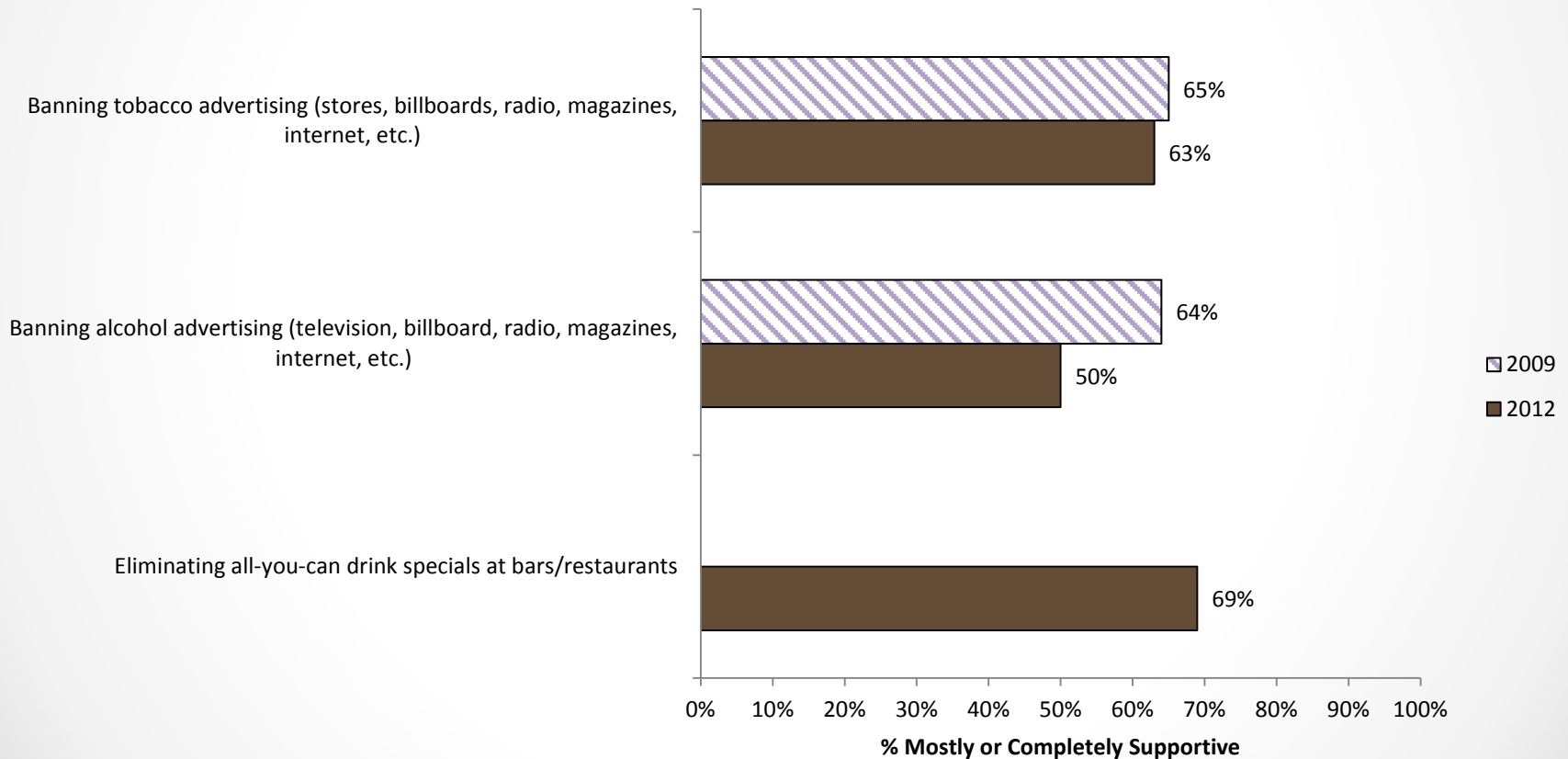
Community Support

Community Support for Items relating to Alcohol Regulation



Community Support

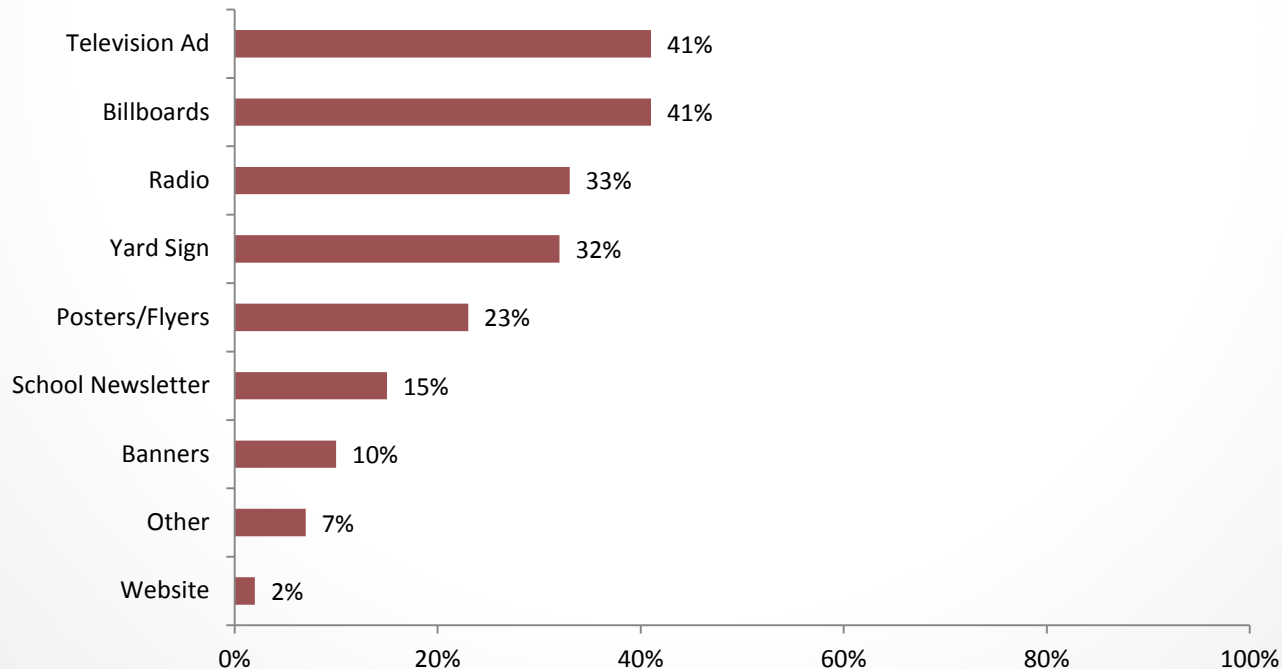
Community Support for Initiatives related to Alcohol/Tobacco Marketing



Parents Who Host Message

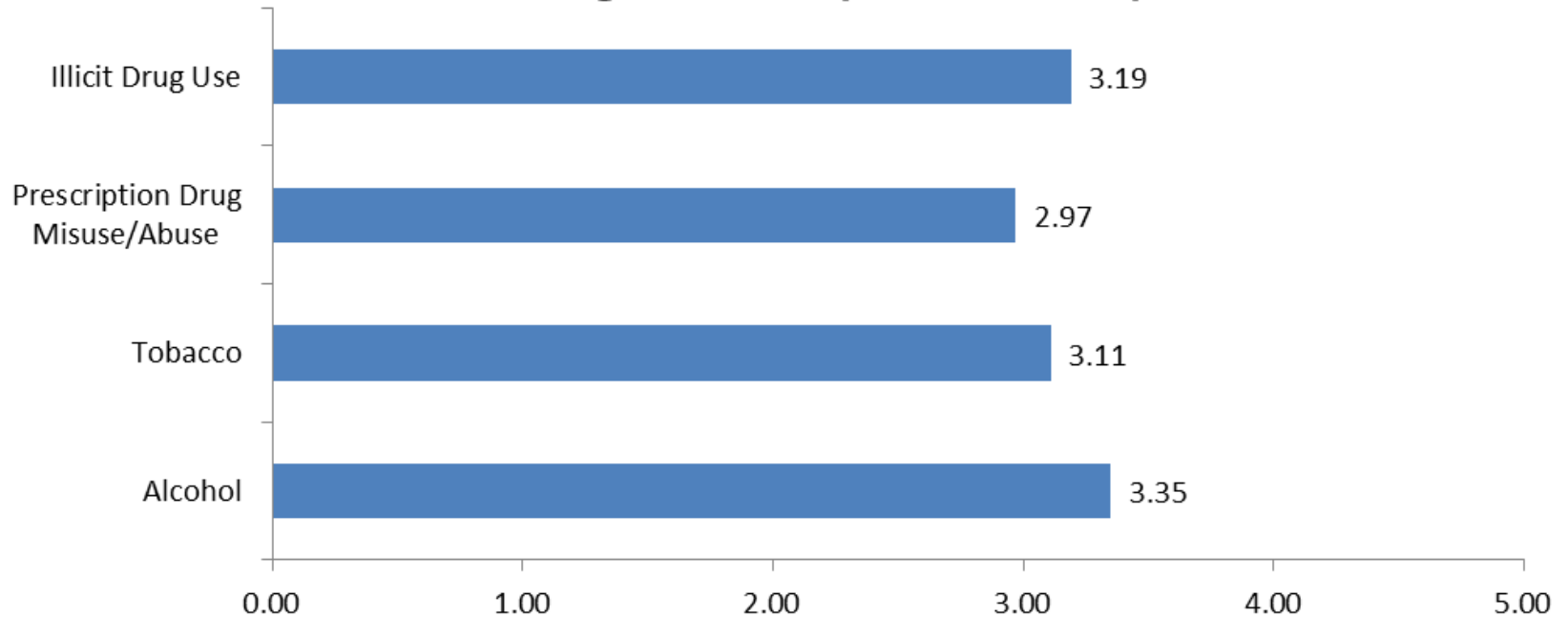
- 39% of survey respondents report hearing or seeing the Parents Who Host Lose the most campaign

Where have you seen or heard the Parents Who Host Lose the Most Campaign?



Community Readiness

How ready is your community to address the following issues? (Scale of 1-5)



Comments

- 129 of the 329 surveys included comments from respondents (39%)
- Wide range of opinions, comments, suggestions, and rants
- Opportunity for content analysis
- For more information contact: Tracy Herlitzke, CESA #4, therlitzke@cesa4.k12.wi.us or 608-786-4838

Alcohol Anonymous Blame Consequences Crimes
DARE Program Drinking Drug Fact Force Form Grocery
Hold Instead Littered Live Northside Police Problem
Questions Regulation Removed School Survey
Young Adults