



2010 Anchorage Underage Drinking Survey: A Look at Adult Attitudes, Perceptions, and Norms

Prepared for
Communities Mobilizing for Change on Alcohol
Volunteers of America Alaska

by

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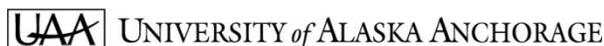
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Acknowledgments

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Several items used in the survey were taken or modified from Missouri's Youth/Adult Alliance: Adult Habits, Perceptions, and Beliefs about Drinking Survey as well as an underage drinking survey administered by the University of Minnesota Alcohol Epidemiology Program. We thank the Missouri Youth/Adult Alliance and Alcohol Epidemiology Program for making their research designs and survey instruments publicly available on the World Wide Web.

We sincerely thank the adult Anchorage residents who took the time and effort to share their attitudes, perceptions, and norms about underage drinking by participating in our survey.

Section I: Executive Summary

The *Anchorage Underage Drinking Survey* (AUDS) was conducted to assess adults' recent exposure to Communities Mobilizing for Change on Alcohol media campaign about underage drinking, as well as adult attitudes, norms, and perceptions regarding the underage drinking problem in Anchorage. Our interest was in understanding community perceptions regarding the extent of the underage drinking problem, underage access to alcohol through social and retail outlets, consequences of underage drinking, and laws and policies designed to reduce underage drinking and the consequences stemming from it. The survey contained six major sections: 1) underage drinking problem, 2) adult influences on underage drinking, 3) alcohol consumption, 4) responses to underage drinking, 5) public service advertisements, and 6) respondent background information.

Community Demographic Data

Sample weight adjustments markedly reduced sampling bias that caused discrepancies between characteristics of the random sample of adults who participated in the survey and characteristics of the larger population of adult Municipality of Anchorage (MOA) residents. While more males than females responded to the survey, weighted estimates closely resemble the distribution of gender in the MOA. Weighted estimates also corrected for the under-representation of racial minorities in the sample. Though older MOA residents were over-represented and younger residents were under-represented in the sample, the weighted data closely resembles the proportion of these characteristics in the population of adult Anchorage residents. Survey respondents were slightly more educated than MOA residents. A smaller percentage of survey respondents reported being single and a larger percentage reported being married than the percentage of single and married adults among MOA residents. The majority of survey respondents reported their employment status as working full-time and the next most frequently reported employment status was retired. Four out of ten survey respondents reported that one or more persons under 21 years of age lived in their household and reported most frequently that one or two underage youth lived in their home.

Underage Drinking Problem

Respondents reported great concern regarding the underage drinking problem. Over 90% of respondents reported being *very* or *somewhat concerned* about drunk driving and youth under 21 years drinking. A larger percentage of respondents reported being *very concerned* about youth under 21 years drinking than reported that level of concern about sex and pregnancy in youth under 21 or youth under 21 smoking. While nearly six out of 10 respondents reported that they saw underage drinking as a serious problem in the community, 25% of respondents did not know whether underage drinking was a serious issue. The majority of respondents reported it was never acceptable for a person less than 18 years old to drink alcohol, but that it was acceptable for a person 18 years or older to drink. Nearly half of the respondents reported knowing a person under 21 years who drinks alcohol. Respondents reported feeling it was easier for underage persons to obtain alcohol through social sources such as at a party, a family celebration, or sneaking it from a friend's home than through retail sources, including purchasing or stealing it from a retailer. Individuals surveyed indicated it would be most difficult for underage persons to obtain alcohol by getting an adult to purchase alcohol for them or by getting it from their parents.

Adult Influences on Underage Drinking

Respondents generally reported that parents should begin talking to their children about alcohol before adolescence and should begin monitoring children's behavior with regard to alcohol use in the pre-teen years. Generally, underage drinking was reported as unacceptable behavior in the Anchorage community. Over 80% of respondents disagreed or strongly disagreed that it was acceptable for young people to drink at parties as long as they did not get drunk, or drink and drive afterward. Thirty-six percent of respondents did not know whether there was social pressure in the community for young people to drink alcohol. However, of those who were able to assess social pressure toward underage drinking, more than 75% agreed or strongly agreed that there was social pressure on underage people to drink alcohol. Anchorage residents reported that parents have a lot of influence on underage drinking and that parents' own drinking behavior had the strongest influence on underage drinking.

Overwhelmingly, Anchorage residents who responded to the underage drinking survey reported that parents should have rules and consequences associated with underage drinking. Survey respondents reported some knowledge of parents who allow their children under 21 to drink alcohol, but less frequently indicated knowledge of parents allowing other underage youth to drink alcohol. Respondents were even less likely to note acceptance of these practices. Twenty-two percent of respondents reported that a youth under 21 whom they know could access the respondent's alcohol while 70% indicated a youth under 21 could not. Respondents indicated being concerned with a variety of risks associated with underage drinking with over 90% being very concerned or somewhat concerned that a youth might drink and drive or be involved in unwanted and/or unprotected sex. Over 80% reported being very concerned or somewhat concerned that a youth might end up in trouble with the police or drink to excess and become addicted to alcohol.

Alcohol Consumption

When asked about their own underage drinking behavior, less than half of respondents reported drinking alcohol weekly at any time while underage, but 51% reported binge drinking at least once while underage. More than six in 10 respondents reported consuming alcohol within the past 30 days; however, of those who consumed alcohol in the past 30 days roughly half reported drinking on five or fewer days of the past month and most reported consuming only one or two drinks on those days. More than one-third of respondents reported binge drinking in the past 12 months and more than three in four had engaged in binge drinking in their lifetime.

Responses to Underage Drinking

Respondents had little personal experience with legal consequences for underage drinking, but knew others who had such experience. When asked about the most appropriate punishment for a youth under 21 caught drinking, survey respondents supported less punitive consequences. A larger number of respondents supported community service rather than suspending the underage person's driver's license or fining them. Other punishments suggested by respondents included various combinations of community service, fines, education, and treatment or rehabilitation. Nearly two-thirds of respondents agreed or strongly agreed that alcohol policies should focus on people who sell alcohol to youth under 21 rather than on youth

under 21 who drink alcohol. Though respondents were not overly concerned about the punishments directed at youth who drink while underage being too severe, they reported more agreement with less punitive responses, and disagreed with punitive responses toward parents who give alcohol to their own children. Survey respondents were supportive of some form of punishment for adults who give alcohol to youth, but they were not supportive of serious punishments like suspending their driver's license or serving time in jail. Respondents strongly favored policies that enforce and penalize adults who give or sell alcohol to underage youth. Individuals surveyed reported fairly frequently that they did not know how effective criminal justice policies targeting underage youth were, but that existing laws were generally sufficient and aggressively enforced. Survey respondents indicated lacking information about policies and their effectiveness in targeting youth who violate underage drinking laws, and reported having even less information about policies and their effectiveness in targeting adults who provide alcohol to underage youth.

Public Service Advertisements

Survey respondents were asked about their recent exposure to the media campaign about underage drinking, and over 80% indicated they had seen or heard a television advertisement. Less than half of respondents reported seeing or hearing an underage drinking advertisement on the radio, in newspapers, or on the internet. Less than a quarter of respondents reported seeing or hearing underage drinking advertisements on People Mover buses or at movie theaters. Nearly 60% of respondents reported seeing CMCA's "Don't trade my future for a drink" advertisement on television, and most respondents who saw it reported seeing it one to three times a month or even one to three times a week. Twenty-eight percent of respondents reported hearing CMCA's "Punishment for furnishing" radio advertisement, but those who did, reported hearing it as frequently as CMCA's television advertisement was viewed (up to several times monthly or weekly).

Section II: Methods

The research method employed for this component of the evaluation was a mixed mode mail and web survey involving a sample of adult Anchorage residents. The mail survey instrument consisted of 113 questions on 12 pages (see Appendix). The self-administered survey was mailed to a random sample of 4,000 Anchorage residents. This large random sample was chosen for the purpose of generalizing results to the overall population of Anchorage residents. Survey collection, data entry, and database management occurred on-site at the UAA Justice Center. Data collection began in September, 2010 and concluded in February, 2011. Data entry was completed by March, 2011.

The random sample was purchased from InfoUSA. InfoUSA employs researchers who compile and update a database of millions of consumers and businesses across the United States from public records. Such data can be purchased for research and marketing purposes. The random sample requested from InfoUSA was limited to adults eighteen years and older. The sample was generated without regard to gender, race, education level, employment status, or any other factors.

Implementation of the survey followed the steps for a five-phase mail out survey as outlined in the Tailored Design Method (Dillman, Smyth, & Christian, 2009), while incorporating a mixed mode design that allowed participants to complete the survey online if they preferred. The web version of the survey employed a unique PIN log-in that restricted access to the survey to only those people who were included in the random sample. In the first mail phase, all sampled individuals were sent a prenotification letter informing them of the study. In phase two, roughly two weeks later, the sampled individuals were mailed a paper version of the survey, accompanied by a cover letter outlining our request for participation, survey usefulness, a confidentiality notice, a means to opt-out of the survey and future mailings, our appreciation, and a reiteration of the option to complete the survey on the web. Two-dollar bills were sent with the survey as an incentive to complete it. In phases three and four postcard reminders of the importance of completing the survey were sent to sampled individuals approximately two and four weeks after the survey was mailed out. In phase five, two weeks after the second postcard was sent out, a new cover letter and replacement mail survey were sent to the remaining individuals who either did not respond to the first four mail notifications or who did not request removal from the mail list.

The random sample included names and mailing addresses for 4,000 residents of the Municipality of Anchorage. The original drawn sample of 4,000 potential participants was reduced as 511 addresses were found to be undeliverable. Therefore, the final sample included 3,489 Anchorage residents. Completed surveys were returned by 1,516 residents resulting in a 43.5% response rate. The data from completed and returned surveys were analyzed and the results are provided here as descriptive statistics.

Section III: Community Demographic Data

The target population of the *Anchorage Underage Drinking Survey* (AUDS), the specific pool of cases for which population parameters were to be estimated, was domiciled, non-institutionalized adults residing in Anchorage. The weighting procedures began by computing a base weight - the reciprocal of an adult Anchorage resident's probability of selection into the sample. Probability of selection into the sample (.01645) was determined by dividing the number of individuals included in the sample (3,489) by the adult population of Anchorage (212,130). The reciprocal of each individual's probability of selection into the sample ($1/.01645=60.79$) was then computed to produce the base weight. This means that at this point in the weighting procedure, each individual selected into the sample represented 60.79 individuals within the Municipality of Anchorage.

After determining the base weight for each sampled individual, a statistical adjustment was made to correct for non-response, or the proportion of sampled individuals who did not return a completed questionnaire. The non-response adjusted weight for each sampled individual was calculated by multiplying the base weight by the response rate. The response rate was computed by dividing the number of individuals in the sample (3,489) by the number of returned completed questionnaires (1,516). Thus, the base weight adjusted for non-response was 139.91 (60.79×2.30145). This means that at this point in the weighting procedure, after adjusting for non-response, each questionnaire completed by a sampled individual represented 139.91 adults within the Municipality of Anchorage.

Further weighting adjustments were made to correct for non-coverage bias. Non-coverage bias occurs when sampling procedures fail to capture all members of a population of interest. For a variety of reasons, surveys may be designed to provide estimates for the entire population, but some preliminary sampling units may be excluded intentionally or inadvertently. One way to compensate for non-coverage bias is to make a statistical adjustment of the weights in such a way as to make the sum of weights match population totals. This procedure, termed post-stratification, adjusts the weighted sampling distribution for certain variables so that they conform to known population estimates.

The AUDS weights were post-stratified to adult population totals for age, race, and gender using one-year population estimates obtained from the American Community Survey. Age groups included: 18 to 24, 25 to 34, 35 to 44, 45 to 54, 55 to 64, and 65 years and older. Race groups included: non-Hispanic White/Caucasian, non-Hispanic Black/African American, non-Hispanic American Indian/Alaska Native, non-Hispanic Asian, and All Other. Gender groups included male and female. Specific population counts were determined for all combinations of the three measures of age, race, and gender. These counts were then used as population controls for the final post-stratification adjustments to the sample weights.

The results of the weighting procedures (described in the preceding paragraphs) are presented below. After establishing the base weight for the sample and adjusting for non-response, unequal probability of selection, and non-coverage the total estimated adult population of the Municipality of Anchorage was estimated to be 213,749. This estimate was 1,619 (0.7%) greater than the U.S. Census Bureau estimate of 212,130 for 2009.

Table 1 presents a comparison of the gender, age, and race distributions for the unweighted sample, the weighted sample, and the adult population estimates provided by the U.S. Census Bureau for 2009. The gender data reveal that there was some sampling bias with respect to gender. The unweighted sample data show that the AUDS over-sampled adult men (50.7% of the adult population was male according to the U.S. Census Bureau, but 63% of the respondents in the sample were men), and under-sampled women (49.3% versus 37%). After the sample weight adjustments were applied these discrepancies were markedly reduced.

The race data presented in Table 1 show significant sampling bias with racial minorities being consistently under-sampled and Caucasians over-represented. Alaska Native/American Indian, Black/African American, and Asian residents were significantly under-sampled by factors of 27%, 42%, and 51% respectively. The weighting procedures were successful in correcting these sampling problems.

The age data presented in Table 1 reveal significant sampling bias with respect to age where younger residents were under-sampled and older residents were over-sampled. Adult residents between the ages of 18 and 24 represented only 2.9% of the sample, even though this age group represents 16% of the total adult population in Anchorage. Residents aged 25 to 34 were under-represented by a factor of 36% while residents in the 35 to 44 age group were under-represented to a lesser degree by 16%. Conversely, Anchorage residents 65 and older were over-represented in the sample by a factor of 62% while residents 45 to 64 years were over-represented by 32%.

Table 1. Percentages for Demographic Groups: Unweighted Sample, Weighted Sample, and Census Estimates

		Row percentages		
		Unweighted Sample	Weighted Sample	Census Data
Gender				
	% Male	63.0 %	55.6 %	50.7 %
	% Female	37.0	44.4	49.3
Race				
	% African American/black	3.4 %	5.2 %	5.9 %
	% Asian	3.5	6.4	7.2
	% Alaska Native/Native American	4.3	4.6	5.9
	% Other	6.2	7.7	8.5
	% Caucasian/white	82.7	76.1	72.5
Age				
	% 18 to 24 years	2.9 %	12.8 %	16.0 %
	% 25 to 34 years	13.9	20.0	21.8
	% 35 to 44 years	15.2	16.7	18.1
	% 45 to 64 years	50.9	40.7	34.4
	% 65 years and older	25.4	9.9	9.7

Source of data: U.S. Census Bureau (2010) American Community Survey

Survey respondents were slightly more educated than Anchorage residents. While 22% of respondents reported holding a graduate or professional degree, only 12% of MOA residents do. Thirty-seven percent of survey respondents hold a bachelor or associate degree and 30% of MOA residents hold similar degrees. Twenty-one percent of survey respondents attended some college but did not earn a degree while 28% of MOA residents did the same. Eighteen percent of survey respondents completed high school or earned a GED and 23% of MOA residents completed high school or the equivalent. Just over 1% of survey respondents had not earned a high school diploma or GED while 8% of MOA residents had this level of education.

Table 2. Educational Attainment of Respondents

	Municipality of Anchorage	AUDS
Graduate or professional degree	11.6 %	21.7 %
Bachelor degree	21.4	26.1
Associate degree	8.3	11.0
One or more years of college, no degree	27.8	21.1
High school diploma or GED	22.9	17.7
9th to 12th grade, no diploma	5.1	0.5
Less than 9th grade	3.0	0.7
Other	--	1.1
<i>Source of data: U.S. Census Bureau, 2006-2010 American Community Survey: 5-Year Estimates</i>		

A smaller percentage of survey respondents reported being single than did MOA residents (25% respondents, 32% MOA residents). Fairly similar percentages of survey respondents and MOA residents reported being married (53% respondents, 51% MOA residents), separated (1% and 2% respectively), divorced (16% and 12% respectively), and widowed (4% and 3% respectively).

Table 2. Marital Status of Respondents

	Municipality of Anchorage	AUDS
Single, Never Married	31.8 %	24.8 %
Married	50.6	53.3
Married, but separated	1.9	1.4
Divorced	12.3	16.3
Widowed	3.4	4.2
<i>Source of data: U.S. Census Bureau, 2006-2010 American Community Survey: 5-Year Estimates</i>		

Nearly two-thirds of survey respondents reported their employment status as working full-time. The next most frequent employment status was retired as reported by 11% of survey respondents. Another 7% reported being active military and 5% reported working part-time.

Table 3. Employment Status of Respondents

	N	%
Currently on active military status	13,659	6.5 %
Working full-time	138,645	65.6
Working part-time	11,246	5.3
Have a job, but out due to illness/leave/furlough/or strike	596	0.3
Have seasonal work, but currently not working	1,249	0.6
Unemployed or laid off and looking for work	5,273	2.5
Unemployed and not looking for work	805	0.4
Full-time homemaker	5,443	2.6
In school only	4,458	2.1
Retired	23,597	11.2
Disabled for work	3,934	1.9
Don't know/not applicable	203	0.1
Other	2,258	1.1
Total	211,366	

Source of data: Anchorage Underage Drinking Survey (2010)

More than four in ten survey respondents reported that one or more persons under 21 years of age lived in their household. Of households containing youth under 21 years of age, 21% had one underage youth and 15% had two underage youth in the home.

Table 4. Household Composition

Number of Residents	Currently living in household		Under 21 in household	
	N	%	N	%
0	383	0.2 %	117,915	57.1 %
1	41,858	19.8	42,461	20.6
2	78,474	37.2	30,335	14.7
3	43,174	20.4	9,484	4.6
4	27,388	13.0	3,848	1.9
5	11,479	5.4	1,465	0.7
6	3,565	1.7	587	0.3
7	2,713	1.3	--	--
8	1,853	0.9	--	--
9	102	0.0	477	0.2
10+	628	0.3	--	--
Total	211,234		206,572	

Source of data: Anchorage Underage Drinking Survey (2010)

Section IV: Underage Drinking Problem

Respondents reported great concern regarding several problem behaviors. Specifically, respondents reported being very concerned or somewhat concerned about drunk driving (98%) and very or somewhat concerned about youth under 21 drinking (90%). Respondents reported being very or somewhat concerned about sex and pregnancy in youth under 21 (90%) and very or somewhat concerned about youth under 21 smoking (87%). A larger percentage of respondents reported being very concerned about youth under 21 drinking (50%) than about youth under 21 smoking (41%).

Table 5. Levels of Concern about Problem Behaviors

Row percentages

Problem	Very concerned		Somewhat concerned		Not at all concerned		Don't know		Total
	N	%	N	%	N	%	N	%	N
Drunk driving	169,234	79.9 %	38,340	18.1 %	3,478	1.6 %	773	0.4 %	211,825
Youth under 21 drinking	104,229	49.7	85,593	40.8	17,704	8.4	2,289	1.1	209,815
Youth under 21 smoking	84,640	41.0	94,385	45.8	24,355	11.8	2,877	1.4	206,257
Sex and pregnancy in youth under 21	103,811	49.5	84,486	40.3	15,371	7.3	5,923	2.8	209,591

Source of data: 2010 Anchorage Underage Drinking Survey

The majority of respondents (63%) reported that they saw underage drinking as a serious problem in the community. Only 12% of respondents did not view underage drinking as a serious problem, while a quarter of those surveyed reported that they did not know whether or not underage drinking was a serious problem in this community.

Table 6. Underage Drinking as a Serious Problem in this Community

Row percentages

	N	%
No	25,605	12.2 %
Yes	132,689	63.2
Don't know	51,673	24.6
Total	209,967	

Source of data: 2010 Anchorage Underage Drinking Survey

Respondents were asked whether they thought it was ever acceptable for people in various age groups to drink alcohol. The majority of respondents reported it was never acceptable for a person less than 18 years old to drink alcohol, but that it was acceptable for a person 18 years or older to drink alcohol. Nine out of 10 persons surveyed reported it was never acceptable for a person 12 to 14 years old to drink alcohol and nearly eight out of 10 reported it was never acceptable for a person 15 to 17 years old to drink alcohol. Over half of the respondents indicated it was acceptable for a person 18 to 20 years old to drink alcohol and more than nine out of 10 reported that it was acceptable for a person 25 years old to drink alcohol.

Table 7. Acceptability of Drinking by People in Various Age Groups

Row percentages

Age group	No		Yes		Don't know		Total
	N	%	N	%	N	%	N
12 to 14 years	190,431	89.9 %	18,278	8.6 %	3,168	1.5 %	211,877
15 to 17 years	162,312	77.1	42,659	20.3	5,568	2.6	210,539
18 to 20 years	82,948	39.4	114,548	54.3	13,290	6.3	210,786
25 years	11,354	5.4	194,572	92.0	5,516	2.6	211,442

Source of data: 2010 Anchorage Underage Drinking Survey

Respondents were fairly split on whether they reported knowing anyone under 21 years of age who drinks alcohol. Forty-eight percent of the respondents reported knowing a person under 21 years who drinks alcohol and forty-six percent reported not knowing a person under 21 years who drinks alcohol.

Table 8. Knowledge of any Underage Drinkers

Column percentages

	N	%
No	96,217	45.5 %
Yes	101,257	47.9
Don't know	14,066	6.6
Total	211,540	

Source of data: 2010 Anchorage Underage Drinking Survey

Respondents were asked to rate various methods of accessing alcohol by underage people as “very easy,” “sort of easy,” “sort of hard,” “very hard,” and “don’t know.” More than half of respondents indicated they felt it was very easy or sort of easy for underage people to access alcohol at a party (74%), at a family celebration (64%), or by sneaking it from home or a friend’s home (65%). On the other hand, more than half of respondents reported it was sort of hard or very hard for underage people to purchase alcohol from a retailer (68%) or steal alcohol from a retailer (56%). A large percentage of respondents were unsure how easy or difficult it is for underage persons to get an older person to purchase alcohol for them (46%) or how easy or difficult it is to get alcohol from their parents (41%). A minimum of one in five respondents reported “don’t know” when asked to rate ease of access by underage people for any of the sources of alcohol noted.

Respondents were more comfortable rating ease of access to alcohol by underage people from social sources such as friends and family than from retail sources. Youth Risk Behavior Survey (YRBS) data show that more than half of youth who currently drink alcohol reported getting the alcohol they drank either from giving someone money to buy it or someone just gave it to them; few Anchorage School District students report that they usually purchased their own alcohol (Garcia & Sledge, 2012). In other words, respondents’ views that one of the most difficult ways for underage youth to obtain alcohol is by purchasing from a retailer appears to be in line with how frequently underage youth use this method for obtaining alcohol.

Table 9. Ease of Alcohol Access

Row percentages

Method of access	Very easy		Sort of easy		Sort of hard		Very hard		Don't know		Total
	N	%	N	%	N	%	N	%	N	%	N
Get at a party	86,997	41.5 %	68,773	32.8 %	7,768	3.7 %	2,171	1.0 %	44,167	21.0 %	209,876
Sneak from home or friends' home	68,972	32.4	68,382	32.2	11,690	5.5	4,321	2.0	59,220	27.9	212,585
Get at a family celebration	49,631	23.4	85,655	40.4	24,965	11.8	8,276	3.9	43,303	20.4	211,830
Get an older person to buy	35,834	16.9	55,447	26.1	17,943	8.4	6,617	3.1	96,622	45.5	212,463
Get at a public or community event	10,852	5.2	34,515	16.4	61,655	29.3	41,848	19.9	61,567	29.3	210,437
Get parents to provide	10,632	5.0	38,807	18.4	41,706	19.7	33,251	15.7	86,904	41.1	211,300
Steal from a retailer	4,714	2.2	16,390	7.7	48,460	22.8	70,391	33.1	72,426	34.1	212,381
Purchase from a retailer	4,000	1.9	8,583	4.0	48,706	23.0	95,670	45.1	54,968	25.9	211,927

Source of data: Anchorage Underage Drinking Survey (2010)

Section V: Adult Influences on Underage Drinking

Respondents generally reported that parents should begin talking to their children about alcohol before adolescence and should begin monitoring children’s behavior with regard to alcohol use in the pre-teen years. Forty-five percent of respondents indicated that parents should begin talking to their children about alcohol when children are between the ages of six and 10 and 43% of respondents felt this discussion was more appropriate with children ages 11 to 15. Six out of ten people surveyed felt that parents should begin monitoring their children’s behavior with regard to alcohol when the children are between 11 and 15 years of age.

Table 10. Age to Begin Talking to Children about Alcohol and Monitoring their Behavior

Column percentages

Age group	Begin talking about alcohol		Begin monitoring behavior	
	N	%	N	%
Under 5	17,283	8.3 %	5,906	2.9 %
6 to 10	92,507	44.5	52,319	25.5
11 to 15	89,313	43.0	126,661	61.9
16 and older	8,753	4.2	19,891	9.7
Total	207,856		204,777	

Source of data: 2010 Anchorage Underage Drinking Survey

Respondents were asked how acceptable underage drinking was in their community generally and under which circumstances. Just under a quarter of respondents (24%) strongly agreed or agreed that underage drinking was generally acceptable in their community while a quarter reported they did not know. Eighty-one percent of respondents disagreed or strongly disagreed that it was acceptable for underage people to drink at parties as long as they did not get drunk, and 78% disagreed or strongly disagreed that it was acceptable for underage people to drink as long as they did not drive after drinking. Generally, underage drinking is not viewed as acceptable behavior in the Anchorage community.

Table 11. Acceptability of Underage Drinking

Row percentages

Circumstances	Strongly agree		Agree		Disagree		Strongly disagree		Don't know		Total
	N	%	N	%	N	%	N	%	N	%	N
Drinking under 21 is acceptable	7,411	3.5 %	42,814	20.2 %	66,248	31.2 %	42,037	19.8 %	53,827	25.3 %	212,337
Don't drive afterwards	6,280	3.0	36,816	17.3	72,021	33.9	93,007	43.8	4,399	2.1	212,523
At parties, but don't get drunk	2,858	1.4	31,009	14.7	87,052	41.1	84,732	40.0	5,987	2.8	211,638

Source of data: Anchorage Underage Drinking Survey (2010)

Respondents indicated there is considerable social pressure for youth under 21 to drink alcohol. Among those who reported knowing about pressure for underage drinking, 78% indicated they strongly agreed or agreed that there was social pressure for youth under 21 to drink alcohol while only 22% disagreed or strongly disagreed that there was social pressure encouraging underage drinking. However, it is important to note that 36% of respondents reported they did not know whether there was social pressure in their community for youth under 21 to drink alcohol.

Table 12. Social Pressure for Underage Drinking

Column percentages

Level of agreement	N	%		N	%
Strongly agree	28,950	13.6 %		28,950	21.4 %
Agree	76,885	36.1		76,885	56.8
Disagree	22,899	10.8		22,899	16.9
Strongly disagree	6,721	3.2		6,721	5.0
Don't know	77,244	36.3		--	--
Total	212,699			135,455	

Source of data: Anchorage Underage Drinking Survey (2010)

Table 13 shows that MOA residents reported that parents have a lot of influence on underage drinking. Specifically, the largest percentage of residents felt that parents' drinking behavior had a lot of influence on underage drinking. Ninety-one percent of residents surveyed reported that a parent having five or more drinks in one evening in front of their kids was either very or somewhat influential on underage drinking. Eighty-eight percent noted that parental use of alcohol to relieve stress or anxiety was very or somewhat influential, and 84% indicated that a parent pressuring other adults to consume alcoholic beverages was very or somewhat influential on underage drinking. Parental examples that were most often noted as not at all or not very influential on underage drinking included: asking their child to get an alcoholic beverage for them (23%), having alcohol at youth-centered events (15%), and joking or telling a funny story about past drinking behavior (13%).

Table 13. Parental Influence on Underage Drinking

Row percentages

Parental example	Very influential		Somewhat influential		Not very influential		Not at all influential		Don't know		Total
	N	%	N	%	N	%	N	%	N	%	N
Occasionally joke or tell a funny story about their past drinking behavior in front of their kid(s)	83,959	39.6 %	94,265	44.4 %	20,987	9.9 %	5,703	2.7 %	7,191	3.4 %	212,105
Use alcohol to relieve stress or anxiety, saying things such as "I've had a tough week; I need a beer"	119,489	56.2	67,194	31.6	14,749	6.9	4,848	2.3	6,490	3.1	212,770
Having 5 or more drinks in one evening in front of their kid(s)	159,083	74.9	33,532	15.8	6,797	3.2	5,768	2.7	7,101	3.3	212,281
Ask their youth under 21 to get alcoholic beverages for them, such as getting a beer from the refrigerator	85,045	40.0	69,893	32.9	36,222	17.0	12,308	5.8	9,169	4.3	212,637
Have alcohol at youth-centered events (i.e., kids' birthday parties, spiritual celebrations, sporting events, etc.)	104,394	49.1	67,359	31.7	23,254	10.9	8,617	4.1	8,817	4.2	212,441
Pressuring other adults to consume alcoholic beverages in front of their own kid(s)	129,574	61.0	48,698	22.9	14,909	7.0	6,722	3.2	12,673	6.0	212,576

Source of data: Anchorage Underage Drinking Survey (2010)

When asked their level of agreement with the statement that “parents’ use of alcohol has no influence on a youth under 21’s use of alcohol,” fewer than one out of 10 respondents agreed or strongly agreed while nearly nine out of 10 respondents disagreed or strongly disagreed (see Table 14). Anchorage residents reported that parents have considerable influence on underage drinking behavior, and that seeing parents’ own drinking behavior is particularly influential.

Table 14. Lack of Parental Influence on Underage Drinking

Column percentages

Level of agreement	N	%
Strongly agree	4,147	2.0 %
Agree	12,473	5.9
Disagree	83,417	39.3
Strongly disagree	106,863	50.4
Don't know	5,180	2.4
Total	212,080	

Source of data: Anchorage Underage Drinking Survey (2010)

Overwhelmingly, Anchorage residents who responded to the underage drinking survey reported that parents should have rules and consequences associated with underage drinking. Ninety-five percent or more of respondents agreed or strongly agreed that parents should do each of the following: know where their youth are and who they are with when not at home, have specific rules about youth alcohol use, and have specific consequences for youth who break family rules about alcohol use. Few respondents reported they did not know whether parents should have specific rules (2%) or consequences (1%) regarding underage alcohol use.

Table 15. Parental Rules and Consequences Regarding Underage Drinking

Row percentages

	Strongly agree		Agree		Disagree		Strongly disagree		Don't know		Total
	N	%	N	%	N	%	N	%	N	%	N
Rules and consequences											
Parents should know where their youth are and who they are with when not home	139,970	66.0 %	62,752	29.6 %	5,121	2.4 %	3,548	1.7 %	832	0.4 %	212,223
Parents should have specific rules about youth alcohol use	148,723	70.1	52,110	24.6	2,428	1.1	4,551	2.1	4,398	2.1	212,210
Parents should have specific consequences for youth who break family rules about alcohol use	149,537	70.6	52,579	24.8	3,175	1.5	4,316	2.0	2,076	1.0	211,683

Source of data: Anchorage Underage Drinking Survey (2010)

Survey respondents reported some knowledge of parents who allow their children under 21 to drink alcohol, but less frequently indicated knowledge of parents allowing other underage youth to drink alcohol, and reported even less acceptance of these practices. Table 16 shows that more respondents reported knowing parents who permit their own children under 21 to drink alcohol under their supervision (52%) than do not permit their children to drink alcohol (37%). Forty-three percent of respondents approved of parents allowing their underage children to drink

alcohol in their home while 50% did not approve. Less than a third of respondents (29%) indicated that they knew parents who allowed other youth under 21 years to drink alcohol in their home and just under 10% of respondents approved of this practice. Survey respondents overwhelmingly disapproved (76%) of underage youth drinking at a party even if a parent is present.

Alaska statutes do not prohibit parents from furnishing or delivering alcoholic beverages to their child(ren), so there are no consequences (punitive or otherwise) for parents who provide their children under 21 with alcohol. Alaska statutes prohibit furnishing alcohol by adults to youth under 21 years of age who are not their children and prohibit the sale of alcoholic beverages by licensees to persons under 21 (see AS 04.16.051 for more information).

Table 16. Parental Knowledge and Acceptance of Underage Drinking

Row percentages

Circumstances	No		Yes		Don't know		Total
	N	%	N	%	N	%	N
Knowledge of parents or adults who permit their own children under the age of 21 to consume alcohol under their supervision	79,292	37.3 %	110,340	51.9 %	23,044	10.8 %	212,676
Acceptance of parents offering their own children under 21 alcohol in their home	105,561	49.7	90,620	42.6	16,348	7.7	212,529
Knowledge of parents or adults who permit anyone under age 21 to consume alcohol under their supervision	131,441	62.0	60,530	28.5	20,165	9.5	212,136
Acceptance of parents to offer anyone underage age 21 alcohol in their home	183,657	86.4	20,605	9.7	8,205	3.9	212,467
Acceptance of youth under 21 drinking at a party if a parent is present	161,965	76.4	33,916	16.0	16,220	7.6	212,101

Source of data: Anchorage Underage Drinking Survey (2010)

When asked to comment on whether a youth under 21 whom they know could access alcohol that the respondent purchased without the respondent's knowledge, less than a quarter of those surveyed indicated that the youth could, while over two-thirds indicated that the youth could not access their alcohol without the respondent knowing. Nine percent reported that they did not know if a youth under 21 could access their personal alcohol.

Table 17. Youth Access to Personal Alcohol

Column percentages

	N	%		
No	146,104	69.5 %		
Yes	45,824	21.8		
Don't know	18,359	8.7		
Total	210,287			

Source of data: Anchorage Underage Drinking Survey (2010)

Respondents reported being concerned with a variety of risks associated with underage drinking. Over 90% of respondents indicated being very concerned or somewhat concerned that as a result of underage drinking a youth might drink and drive (98%) or be involved in unwanted and/or unprotected sex (93%). Eighty-six percent of respondents reported being very or somewhat concerned that youth might end up in trouble with the police (86%) or drink to excess or become addicted to alcohol (89%). The one risk category with less than 80% of respondents who were very concerned or somewhat concerned was a youth losing out on a scholarship or some other opportunity (77%).

Table 18. Risks Associated with Underage Drinking

Row percentages

Risks	Very concerned		Somewhat concerned		Not very concerned		Not at all concerned		Don't know		Total
	N	%	N	%	N	%	N	%	N	%	N
Youth might drink to excess or become addicted to alcohol	116,290	54.8 %	73,402	34.6 %	14,386	6.8 %	4,258	2.0 %	3,996	1.9 %	212,332
Youth might drink and drive	189,435	89.3	18,768	8.8	1,801	0.8	1,068	0.5	1,015	0.5	212,087
Youth's brain development might be adversely affected	111,208	52.7	67,229	31.9	22,531	10.7	3,974	1.9	5,900	2.8	210,842
Youth might be involved in unwanted and/or unprotected sexual behavior	147,587	69.7	49,854	23.5	10,046	4.7	2,027	1.0	2,240	1.1	211,754
Youth's drinking could lead to depression or suicide	114,675	54.1	63,396	29.9	23,423	11.0	5,670	2.7	4,882	2.3	212,046
Youth could lose out on scholarship or some other opportunity	91,353	43.1	72,551	34.2	33,560	15.8	9,847	4.6	4,601	2.2	211,912
Youth's grades might suffer	106,299	50.2	74,189	35.0	22,352	10.6	6,996	3.3	1,914	0.9	211,750
Youth might end up in trouble with the police	125,767	59.4	55,741	26.3	19,839	9.4	7,562	3.6	2,921	1.4	211,830
Youth might move on to other drugs	125,767	59.4	55,741	26.3	19,839	9.4	7,562	3.6	2,921	1.4	211,830

Source of data: Anchorage Underage Drinking Survey (2010)

Section VI: Alcohol Consumption

When asked about their personal alcohol consumption, including regular and binge alcohol consumption, survey respondents self-reported underage drinking at a higher rate than that reported by high school students in Alaska. Less than half of respondents (46%) indicated they had consumed at least one alcoholic beverage per week at some point while they were under 21 years of age. YRBS data from 2011 indicate that 29% of traditional high school students in Alaska reported having at least one alcoholic beverage in the past month. Just over half of the respondents noted they had consumed five or more alcoholic beverages in a single day at least one time while they were under 21 years of age. YRBS data from 2011 indicate that nearly 17% of traditional high school students in Alaska reported consuming five or more alcoholic beverages in a single day in their lifetime. (More data on trends in alcohol use by gender and over time as reported in the YRBS can be found at the Alaska Department of Health and Social Services website at <http://www.hss.state.ak.us/dph/chronic/school/YRBSresults.htm>.)

Table 19. Alcohol Consumption as an Underage Youth

Row percentages

Circumstances	No		Yes		Don't know		Total
	N	%	N	%	N	%	N
Ever drank alcohol at least once a week while under 21	110,201	52.0 %	97,767	46.1 %	4,036	1.9 %	212,004
Ever drank 5 or more alcoholic beverages in one day while under 21	101,940	48.2	106,927	50.6	2,469	1.2	211,336

Source of data: 2010 Anchorage Underage Drinking Survey

Survey respondents were asked to report on the length of time that had passed since they last consumed alcohol. Nearly two-thirds of respondents (63%) reported consuming alcohol within the last 30 days; 17% more than 30 days ago, but within the past year; and 20% reported the last time they consumed alcohol was more than a year ago.

Table 20. Length of Time Since Last Alcohol Consumption

Column percentages

Timeframe	N	%
Within the past 30 days	131,455.0	63.0 %
More than 30 days ago but within the past 12 months	34,932.0	16.7
More than 12 months ago	42,244.0	20.2
Total	208,631.0	

Source of data: Anchorage Underage Drinking Survey (2010)

Survey respondents indicated their frequency of alcohol use in the past 30 days by reporting the number of days on which they consumed alcohol. Generally, fewer respondents reported drinking alcohol on multiple days in the past month. Of those who drank alcohol, just over a quarter (27%) reported drinking on only one or two days in the past month or reported drinking on three to five days in past month (27%). Four percent of respondents noted they drank alcohol all 30 days of the past month.

Table 21. Frequency of Alcohol Use in Past 30 Days

Column percentages

Days used	N	%	Used alcohol N	%
None	74,344	35.1 %	--	-- %
1 or 2 days	37,001	17.4	37,001	26.9
3 to 5 days	37,068	17.5	37,068	26.9
6 to 9 days	20,691	9.8	20,691	15.0
10 to 19 days	22,561	10.6	22,561	16.4
20 to 29 days	15,006	7.1	15,006	10.9
All 30 days	5,420	2.6	5,420	3.9
Total	212,091		137,747	

Source of data: Anchorage Underage Drinking Survey (2010)

Survey respondents were also asked about the quantity of alcohol they consumed in the past 30 days. Of those who reported drinking alcohol in the past 30 days, 39% reported consuming a single drink, 36% had two drinks, and 14% indicated consuming three drinks. Eleven percent of survey respondents reported consuming four or more alcoholic drinks in the past 30 days.

Table 22. Quantity of Alcohol Used in Past 30 Days

Column percentages

Drinks consumed	N	%	Used alcohol N	%
None	75,952	35.9 %	--	-- %
1 drink	53,194	25.1	53,194	39.2
2 drinks	48,959	23.1	48,959	36.0
3 drinks	18,313	8.6	18,313	13.5
4 drinks	7,047	3.3	7,047	5.2
5 drinks	4,284	2.0	4,284	3.2
6 or more drinks	4,052	1.9	4,052	3.0
Total	211,801		135,849	

Source of data: Anchorage Underage Drinking Survey (2010)

Survey respondents were asked to report on the frequency of binge alcohol use (five or more drinks on a single occasion) in the past 30 days. Seventy-seven percent of respondents indicated they did not engage in binge drinking in the past 30 days. Of those who reported binge drinking, 64% reported binge drinking only once or twice in the past 30 days.

Table 23. Frequency of Binge Alcohol Use in Past 30 Days

Column percentages

Times used	N	%	Binged N	%
None	162,827	76.8 %	--	-- %
1 or 2 times	31,449	14.8	31,449	63.9
3 to 5 times	10,148	4.8	10,148	20.6
6 to 9 times	3,643	1.7	3,643	7.4
10 to 19 times	2,572	1.2	2,572	5.2
20 to 29 times	1,075	0.5	1,075	2.2
30 or more times	352	0.2	352	0.7
Total	212,066		49,239	

Source of data: Anchorage Underage Drinking Survey (2010)

Survey respondents were asked whether or not they had engaged in binge drinking ever in their lifetime, as well as within the past 12 months. Over a third of respondents indicated they had engaged in binge drinking in the past 12 months, while 77% reported they had engaged in binge drinking at least once in their lifetime.

Table 24. Lifetime and Past 12 Month Binge Alcohol Use

Row percentages

Timeframe	No		Yes		Don't know		Total
	N	%	N	%	N	%	N
Drank 5 or more alcoholic beverages in a single occasion in past 12 months	139,303	65.7 %	71,683	33.8 %	1,106	0.5 %	212,092
Drank 5 or more alcoholic beverages in a single occasion in lifetime	46,261	21.8	163,621	77.2	2,025	1.0	211,907

Source of data: Anchorage Underage Drinking Survey (2010)

Section VII: Responses to Underage Drinking

Respondents had little personal experience with legal consequences for underage drinking, but knew others who had such experience. While less than 10% of respondents reported personally experiencing legal consequences for underage drinking, over half (60%) knew someone who had experienced legal consequences. The questions asked about legal consequences were not specific enough to determine what type of behavior was involved (i.e., underage drinking versus adult furnishing alcohol to a minor), what type of legal consequence was experienced, or whether the incident occurred in Anchorage, Alaska.

Table 25. Experienced Legal Consequences for Underage Drinking

Row percentages

Experience with legal consequences	No		Yes		Don't know		Total
	N	%	N	%	N	%	N
Experienced legal consequences	191,178	89.8 %	19,430	9.1 %	2,321	1.1 %	212,929
Know someone who has experienced legal consequences	80,261	37.9	126,801	59.9	4,455	2.1	211,517

Source of data: Anchorage Underage Drinking Survey (2010)

When asked about the most appropriate punishment for a youth under 21 caught drinking, survey respondents supported less punitive consequences. Forty-three percent of respondents felt community service was the most appropriate punishment, 23% reported that suspending the youth’s driver’s license for one year was appropriate, and 17% recommended some other punishment as the most appropriate response to underage drinking (see Table 26).

Among those who recommended “other” punishment, the overwhelming majority of respondents recommended a combination of punishments they were asked to rate the appropriateness of. The next most frequently occurring comments suggested that “it depends” on the situation, and/or that the punishment should be proportionate to the offense. For example, respondents felt that driving while drinking underage should be punished more severely than minors consuming. Additional responses to underage drinking added by some respondents included sending the underage youth to a class or rehabilitative counseling. A smaller number of respondents recommended a sanction of more than 20 hours of community service, and an even smaller number recommended jail time. The least frequently noted recommendations included fines larger or smaller than \$500, notifying parents, punishing parents, and lowering the drinking age.

The actual punishment for a first offense of underage drinking in Alaska is a suspended sentence with one year of probation or probation until the underage person reaches 21 years of age, whichever is later. This can be combined with counseling, education, treatment, or

community service. Second offenders face a fine of \$200 to \$600, attendance at alcohol information school, and a sentence of probation (see AS 04.16.050).

Table 26. Appropriate Punishment for Underage Drinking

Column percentages

	N	%
None	8,931	4.2 %
\$500 fine	19,534	9.3
20 hours of community service	90,993	43.3
Driver's license suspended for one year	48,311	23.0
Not eligible for future state college scholarships and/or loans	6,076	2.9
Other	36,313	17.3
Total	210,158	

Source of data: Anchorage Underage Drinking Survey (2010)

Survey respondents were asked their level of agreement about directing underage drinking policies at adults who give or sell alcohol to underage youth or at underage youth who acquire and drink alcohol. Nearly two-thirds (66%) of respondents agreed or strongly agreed that alcohol policies should focus on people who *sell* alcohol to youth under 21 rather than on youth under 21 who drink alcohol. A smaller percentage of respondents agreed or strongly agreed that policies should focus on people who *give* alcohol to youth under 21 (59%), and an even smaller percentage agreed policies should focus on youth under 21 who are caught drinking by applying stiffer punishments to deter underage alcohol use (55%). Although respondents appeared to favor alcohol policies directed at adults who give *or* sell alcohol to underage youth, only 39% agreed or strongly agreed that punishments for youth under 21 who drink should not be too severe while 55% disagreed or strongly disagreed.

Table 27. Focus of Underage Drinking Policies

Row percentages

Policy focus	Strongly agree		Agree		Disagree		Strongly disagree		Don't know		Total
	N	%	N	%	N	%	N	%	N	%	N
Alcohol policies should be concerned more with people who give alcohol to youth under 21 and less with youth under 21 who drink	35,122	16.5 %	89,358	42.1 %	59,641	28.1 %	10,632	5.0 %	17,497	8.2 %	212,250
Alcohol policies should be concerned more with people who sell alcohol to youth under 21 and less with youth under 21 who drink	47,053	22.1	92,653	43.6	48,877	23.0	10,786	5.1	13,314	6.3	212,683
Stiffer punishments for youth under 21 who are caught drinking will discourage them from getting alcohol	37,856	17.9	77,558	36.7	59,248	28.0	19,954	9.4	16,792	7.9	211,408
Kids make mistakes--Punishments for youth under 21 drinking shouldn't be too severe	15,456	7.3	66,158	31.2	79,254	37.4	37,970	17.9	13,193	6.2	212,031
Source of data: Anchorage Underage Drinking Survey (2010)											

Survey respondents reported more agreement with less punitive punishment in general and disagreed with punitive responses toward parents who give alcohol to their own children. Over half of survey respondents (52%) agreed or strongly agreed that parents who give alcohol to their own children should participate in an alcohol counseling program. Forty-three percent agreed or strongly agreed that parents should receive a fine and that same percentage agreed or strongly agreed that parents should not receive any legal punishment at all. Three-quarters of survey respondents disagreed or strongly disagreed with serious punishment such as suspending the parent’s driver’s license or sentencing them to jail time.

Alaska statutes do not prohibit parents from furnishing or delivering alcoholic beverages to their child, so there are no consequences for parents who provide their children under 21 with alcohol.

Table 28. Punishment for Parents who Give Alcohol to their own Children

Row percentages

Punishment	Strongly agree		Agree		Disagree		Strongly disagree		Don't know		Total
	N	%	N	%	N	%	N	%	N	%	N
Receive no legal punishment	29,069	13.8 %	62,187	29.6 %	63,387	30.1 %	34,248	16.3 %	21,482	10.2 %	210,373
Participate in an alcohol counseling program	33,590	15.9	76,210	36.2	60,228	28.6	25,289	12.0	15,363	7.3	210,680
Receive a fine	30,400	14.5	59,878	28.5	68,552	32.6	33,827	16.1	17,655	8.4	210,312
Have their driver's license suspended	14,579	6.9	18,771	8.9	102,020	48.6	56,157	26.8	18,368	8.8	209,895
Get arrested and sentenced to jail	14,428	6.9	15,242	7.2	92,460	43.9	66,025	31.4	22,291	10.6	210,446
Source of data: Anchorage Underage Drinking Survey (2010)											

Survey respondents were supportive of some form of punishment for adults who *give* alcohol to youth, but they were not supportive of the most serious punishments they were asked to consider. Eighty-one percent of respondents agreed or strongly agreed that adults who *give* alcohol to youth should be fined for their transgression while 80% disagreed or strongly disagreed that there should be no legal consequences for these adults. Sixty-four percent disagreed or strongly disagreed that adults who *give* alcohol to youth should have their driver's licenses suspended, while 56% disagreed or strongly disagreed that these adults should be sentenced to serve time in jail.

Alaska statutes prohibit furnishing alcohol by adults to youth under 21 years of age who are not their children. Currently, the maximum penalty if arrested and convicted for this offense is a year in jail and up to a \$10,000 fine. The maximum penalty for a second offense of furnishing alcohol to a minor is a five year sentence and a \$50,000 fine.

Table 29. Punishment for Adults who Give Alcohol to Youth

Row percentages

Punishment	Strongly agree		Agree		Disagree		Strongly disagree		Don't know		Total
	N	%	N	%	N	%	N	%	N	%	N
Receive no legal punishment	6,952	3.3 %	19,842	9.5 %	102,619	49.1 %	64,374	30.8 %	15,022	7.2 %	208,809
Participate in an alcohol counseling program	50,575	24.1	93,527	44.6	38,020	18.1	12,092	5.8	15,694	7.5	209,908
Receive a fine	52,573	25.1	116,936	55.7	19,458	9.3	7,156	3.4	13,630	6.5	209,753
Have their driver's license suspended	24,868	11.9	29,061	13.9	100,843	48.1	33,002	15.8	21,740	10.4	209,514
Get arrested and sentenced to jail	29,596	14.1	37,811	18.0	84,142	40.0	33,393	15.9	25,188	12.0	210,130

Source of data: Anchorage Underage Drinking Survey (2010)

Survey respondents were asked the extent to which they favor or oppose a variety of laws and policies designed to reduce underage drinking. Respondents most strongly favored policies that enforce and penalize adults who give *or* sell alcohol to underage youth. Eighty-one percent reported they strongly or somewhat favored a law that penalizes adults over 21 who illegally give alcohol to youth under 21 (see Table 30). Seventy-one percent reported they strongly or somewhat favored laws that make it easier to sue adults if they give alcohol to a youth under 21 and someone gets hurt. Sixty-three percent indicated they strongly or somewhat favored law enforcement using youth under 21 to attempt alcohol purchases to determine whether stores sell alcohol to minors. This enforcement practice is referred to as a compliance check and these checks are conducted across the state of Alaska. (For statewide data on the number of checks targeted and conducted and the rate of compliance visit http://omb.alaska.gov/results/view_details.php?p=129/.) Fifty-five percent of respondents strongly or somewhat favored

recommending that community planners refuse sponsorship by alcohol companies for events attended by youth under 21.

Table 30. Support for Policies Designed to Reduce Underage Drinking

Row percentages

	Strongly favor		Somewhat favor		Somewhat oppose		Strongly oppose		Don't know		Total
	N	%	N	%	N	%	N	%	N	%	N
Lws and policies											
Ban on the sale of alcoholic beverages over the internet	76,212	36.0 %	39,133	18.5 %	40,187	19.0 %	26,925	12.7 %	29,266	13.8 %	211,723
Prohibit youth under 21 from entering bars at any time, even if they are not allowed to consume alcohol	66,027	31.4	53,727	25.5	51,724	24.6	29,358	13.9	9,649	4.6	210,485
Lower the minimum drinking age from 21 to 19	32,864	15.5	52,188	24.7	38,394	18.2	80,335	38.0	7,579	3.6	211,360
Law enforcement use of youth under 21 to attempt alcohol purchases to determine whether stores sell alcohol to minors	59,349	28.1	73,397	34.7	32,172	15.2	31,810	15.1	14,534	6.9	211,262
Law enforcement use of youth under 21 to ask adults outside liquor stores to purchase alcohol for them	54,938	26.0	62,986	29.8	38,362	18.2	41,610	19.7	13,199	6.3	211,095
A law that penalizes adults 21 or older who illegally give alcohol to youth under 21	84,923	40.2	85,819	40.6	19,889	9.4	9,252	4.4	11,265	5.3	211,148
Laws that make it easier for an adult to be sued if they give alcohol to a youth under 21 and someone gets hurt	76,295	36.3	72,788	34.6	28,600	13.6	18,658	8.9	13,891	6.6	210,232
A law that bans alcohol advertising and promotion of alcoholic beverages at sporting events	46,325	22.0	45,383	21.5	61,629	29.2	37,746	17.9	19,841	9.4	210,924
Recommendation that community planners refuse sponsorship by alcohol companies for events attended by youth under 21	59,640	28.3	55,525	26.3	51,880	24.6	24,275	11.5	19,600	9.3	210,920
<i>Source of data: Anchorage Underage Drinking Survey (2010)</i>											

Survey respondents were asked to comment on a variety of criminal justice policies targeting youth who violate underage drinking laws. Respondents reported fairly frequently that they did not know how effective these policies were, but that existing laws were generally sufficient and aggressively enforced. When asked whether judges, the juvenile justice system, and the courts currently handle underage drinking violations well, 44% responded with “don’t know,” and 38% did not know whether the legal consequences for underage drinking offenses are sufficient for youth under 21. Forty-seven percent of respondents agreed or strongly agreed that law enforcement officers aggressively enforce underage drinking laws on youth under 21, and 46% agreed or strongly agreed that there are sufficient laws aimed at youth under 21 to reduce underage drinking. The majority of respondents (86%) disagreed or strongly disagreed that there should be no legal consequences for alcohol use by youth under 21.

Table 31. Perceived Effectiveness of Criminal Justice Policies Targeting Youth who Violate Underage Drinking Laws

Row percentages

Policies	Strongly agree		Agree		Disagree		Strongly disagree		Don't know		Total
	N	%	N	%	N	%	N	%	N	%	N
There are sufficient laws aimed at youth under 21 to reduce underage drinking	13,015	6.2 %	85,166	40.3 %	50,502	23.9 %	11,255	5.3 %	51,469	24.3 %	211,407
Law enforcement officers aggressively enforce underage drinking laws on youth under 21	22,375	10.6	77,884	36.8	48,165	22.7	9,909	4.7	53,469	25.2	211,802
Judges, the juvenile justice system and the courts currently handle underage drinking violations well	7,125	3.4	58,411	27.7	41,046	19.5	12,337	5.9	91,765	43.6	210,684
The legal consequences for underage drinking offenses are sufficient for youth under 21	7,359	3.5	62,177	29.4	49,522	23.4	11,721	5.5	80,788	38.2	211,567
There should be no legal consequences for alcohol use by youth under 21	6,669	3.2	11,993	5.7	87,046	41.2	94,601	44.7	11,198	5.3	211,507

Source of data: Anchorage Underage Drinking Survey (2010)

Even more so than with policies targeting youth who violate underage drinking laws, survey respondents reported lacking information about policies targeting adults who provide alcohol to underage youth and about the effectiveness of such policies. When asked whether judges, the adult justice system, and the courts currently do a good job handling legal violations by adults who furnish alcohol to youth under 21, 48% responded with “don’t know,” and 43% did not know whether the legal consequences for such underage drinking offenses by adults are sufficient. Thirty-six percent of survey respondents indicated that they did not know if there are sufficient laws aimed at adults who furnish alcohol to youth under 21 to result in the reduction of underage drinking, and 34% reported they did not know whether law enforcement officers aggressively enforce these laws.

Table 32. Perceived Effectiveness of Criminal Justice Policies Targeting Adults who Provide Alcohol to Underage Youth

Row percentages

Policies	Strongly agree		Agree		Disagree		Strongly disagree		Don't know		Total
	N	%	N	%	N	%	N	%	N	%	N
There are sufficient laws aimed at adults who furnish alcohol to youth under 21 to reduce underage drinking	11,301	5.3 %	62,949	29.7 %	42,786	20.2 %	17,599	8.3 %	77,072	36.4 %	211,707
Law enforcement officers aggressively enforce alcohol laws on adults who furnish alcohol to youth under 21	14,898	7.0	63,468	30.0	47,105	22.3	13,155	6.2	72,829	34.4	211,455
Legal violations committed by adults who furnish alcohol to youth under 21 are handled well by judges, the adult justice system, and the courts	8,109	3.8	48,724	23.0	40,791	19.2	13,468	6.3	101,122	47.7	212,214
The legal consequences for underage drinking offenses are sufficient for adults who furnish alcohol to youth under 21	8,387	4.0	51,457	24.4	42,881	20.3	16,594	7.9	91,605	43.4	210,924
There should be no legal consequences for adults furnishing or selling alcohol to youth under 21	17,611	8.3	14,384	6.8	74,396	35.1	91,936	43.4	13,525	6.4	211,852
<i>Source of data: Anchorage Underage Drinking Survey (2010)</i>											

Section VIII: Public Service Advertisements

Survey respondents were asked about their recent exposure to public service advertisements about the issue of underage drinking. Many respondents indicated seeing or hearing underage drinking public service advertisements recently, particularly television advertisements. Eighty percent of respondents indicated they were recently exposed to public service advertisements about underage drinking on television, 46% were exposed to radio advertisements, and 37% were exposed to advertisements in the newspapers. Respondents were less likely to report public service advertisement exposure on the Internet (31%), inside or outside of People Mover buses (23%), or at the movie theater (14%). Although the formatting of the survey question does not permit the conclusion that survey respondents were exposed specifically to CMCA public service advertisements, CMCA invested heavily in a comprehensive advertising campaign on television, radio, and in newspapers.

Respondents were asked about other sources of exposure to underage drinking public service advertisement. In order of frequency, the following “other” sources were noted by multiple respondents: magazines, schools or university, bars and restaurants, liquor stores, sporting events, church, work, and the military base. Other sources of underage drinking public service advertisements mentioned by individual respondents included airlines, bumper sticker, community event, the Alaska Department of Motor Vehicles, gym, local business, and word of mouth.

Table 33. Media Sources of Exposure to Underage Drinking Public Service Advertisements

Row percentages

Advertising medium	No		Yes		Total
	N	%	N	%	N
Radio	89,146	53.9 %	76,267	46.1 %	165,413
Printed posters inside or outside of People Mover buses	110,156	77.5	31,922	22.5	142,078
Movie theater	128,992	85.7	21,583	14.3	150,575
Newspapers	100,611	63.2	58,681	36.8	159,292
Internet	115,378	68.8	52,252	31.2	167,630
Television	35,883	19.6	147,214	80.4	183,097

Source of data: Anchorage Underage Drinking Survey (2010)

Specific survey questions were developed to measure exposure to CMCA public service advertisements. Respondents were asked if they had seen a locally produced television advertisement showing teenage girls with cardboard signs that read “Don’t trade my future for a drink,” or “If you provide alcohol to a person under 21 you could go to jail for up to a year and/or pay up to a \$10,000 fine.” Fifty-one percent of survey respondents reported seeing this CMCA television advertisement and another 15% were not sure whether or not they had seen the advertisement (see Table 34). If the respondents who reported they were not sure they saw this advertisement

are removed from analysis, six out of ten respondents reported seeing this television advertisement.

Table 34. Exposure to CMCA’s “Don’t Trade My Future for a Drink” Television Public Service Advertisement

Column percentages

	N	%		N	%
No	72,044	34.3 %		72,044	40.4 %
Yes	106,086	50.6		106,086	59.6
Not sure	31,723	15.1		--	--
Total	209,853			178,130	

Source of data: Anchorage Underage Drinking Survey (2010)

Survey respondents were also asked to estimate how frequently in the last six months they were exposed to the “Don’t trade my future for a drink” television public service advertisement. Of those who reported seeing this advertisement, 38% reported seeing it one to three times a month, 24% saw it less than once per month, and 23% of respondents saw the ad one to three times per week.

Table 35. Frequency of Television Exposure to CMCA’s “Don’t Trade My Future for a Drink” Public Service Advertisement

Column percentages

Frequency of exposure	N	%		N	%
Not at all	90,314	44.3 %		--	-- %
Less than once a month	27,478	13.5		27,478	24.2
1 to 3 times a month	43,227	21.2		43,227	38.1
1 to 3 times a week	26,149	12.8		26,149	23.0
Every day or almost every day	11,645	5.7		11,645	10.3
More than once a day	5,001	2.5		5,001	4.4
Total	203,814			113,500	

Source of data: Anchorage Underage Drinking Survey (2010)

Survey respondents were asked about their exposure to a CMCA radio public service advertisement. They were asked if they heard the advertisement with the guy phoning a friend for bail money after going to jail for buying alcohol for his sister’s high school party. He mentions he is looking at a year in jail and maybe a \$10,000 fine and a friend on the phone says that the penalty for a second offense is 5 years in jail and up to a \$50,000 fine. Less than a

quarter of respondents indicated they heard this radio advertisement while 61% reported they had not heard it (see Table 36).

Another 16% were not sure whether they heard this advertisement. It should be noted that a larger number of Anchorage residents reported on the frequency with which they saw this CMCA television advertisement (55,214) than reported seeing the “Don’t trade my future for a drink” television advertisement (50,409) (see Tables 34 and 35).

Table 36. Exposure to CMCA’s “Punishment for Furnishing” Radio Public Service Advertisement

Column percentages

	N	%		N	%
No	128,821	60.5 %		128,821	71.9 %
Yes	50,409	23.7		50,409	28.1
Not sure	33,831	15.9		--	--
Total	213,061			179,230	

Source of data: Anchorage Underage Drinking Survey (2010)

Survey respondents were also asked to estimate how frequently in the last six months they were exposed to the “Punishment for furnishing” radio public service advertisement. Of those who reported hearing this advertisement, 37% heard the advertisement one to three times per month, 25% heard the advertisement less than once a month, and 19% heard the advertisement one to three times per week. Though a smaller number of survey respondents reported hearing the “Punishment for furnishing” radio advertisement than seeing the “Don’t trade my future for a drink” television advertisement, respondents reported seeing or hearing the advertisements with a roughly similar frequency. Once again, a larger number of respondents reported on the frequency with which they heard the “Punishment for furnishing” radio advertisement (317) than reported seeing the “Don’t trade my future” television advertisement (283) (see Tables 35 and 36).

Table 37. Frequency of Exposure to CMCA’s “Punishment for Furnishing” Radio Public Service Advertisement

Column percentages

Frequency of exposure	N	%		N	%
Not at all	153,568	73.6 %		--	-- %
Less than once a month	13,557	6.5		13,557	24.6
1 to 3 times a month	20,144	9.6		20,144	36.5
1 to 3 times a week	10,509	5.0		10,509	19.0
Every day or almost every day	7,980	3.8		7,980	14.5
More than once a day	3,024	1.4		3,024	5.5
Total	208,782			55,214	

Source of data: Anchorage Underage Drinking Survey (2010)

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Appendix: Community Resident Survey Instrument



UAA Justice Center
UNIVERSITY *of* ALASKA ANCHORAGE

2010

Anchorage Underage Drinking Survey

Your answers are completely confidential. When you submit your completed questionnaire, your name will be deleted from the mailing list and never connected to your answers in any way. When the data is made public, no names or addresses will be connected to your answers, and handwritten answers will not be included in the public data file. This survey is voluntary. However, you can help us very much by taking a few minutes to share your experiences and opinions about underage drinking in Anchorage. Returning your completed questionnaire grants your consent for the information you provide to be used for this research.

If you have any questions about your rights as a research subject, please contact Dr. Robert White, Vice Provost for Research and Graduate Studies, UAA, (907) 786-1196, anrgw1@uaa.alaska.edu. You may also contact the Project Manager in the Justice Center, Khristy Parker at (907) 786-4885, or via e-mail to khristy@uaa.alaska.edu, with questions or comments about this survey.

Underage Drinking Problem

1. How concerned are you about the problem of...

	Very concerned	Somewhat concerned	Not at all concerned	Don't know
...drunk driving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...youth under 21 drinking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...youth under 21 smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...sex and pregnancy in youth under 21	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Please answer the following questions about underage drinking:

	No	Yes	Don't know
Do you think underage drinking is a serious problem in this community?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you think it's ever okay for a person who is 12-14 years old to drink alcohol?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you think it's ever okay for a person who is 15-17 years old to drink alcohol?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you think it's ever okay for a person who is 18-20 years old to drink alcohol?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you think it's ever okay for a person who is 25 years old to drink alcohol?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you know anyone under the age of 21 who uses alcohol?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. How easy is it for youth in your community to...

	Very easy	Sort of easy	Sort of hard	Very hard	Don't know
...get an older person to buy alcohol for them?	<input type="radio"/>				
...sneak alcohol from their home or their friend's home?	<input type="radio"/>				
...get their parents to give alcohol to them?	<input type="radio"/>				
...get alcohol at a party at someone's house?	<input type="radio"/>				
...get alcohol at a public or community event like a festival?	<input type="radio"/>				
...get alcohol at a family celebration such as a wedding, barbecue, or birthday?	<input type="radio"/>				
...steal alcohol from a retailer (i.e. restaurant, bar, or liquor store)?	<input type="radio"/>				
...purchase alcohol from a retailer (i.e. restaurant, bar, or liquor store)?	<input type="radio"/>				

Adult Influences on Underage Drinking

4. At what age (in years) is it appropriate to begin talking to a child about underage alcohol use? _____

5. At what age (in years) is it appropriate to begin monitoring a child's behavior with regard to alcohol? _____

6. Please indicate your level of agreement with the following statements:

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
It is okay for youth under 21 to drink at parties if they don't get drunk.	<input type="radio"/>				
Youth under 21 should be able to drink as long as they don't drive afterwards.	<input type="radio"/>				
In my community, there is a lot of social pressure for youth under 21 to drink.	<input type="radio"/>				
In my community, drinking among youth under 21 is acceptable.	<input type="radio"/>				

7. How much influence do you think each parental example would have on the drinking decisions of their youth under 21:

	Not at all influential	Not very influential	Somewhat influential	Very influential	Don't know
Occasionally joke or tell a funny story about their past drinking behavior in front of their youth under 21.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use alcohol to relieve stress or anxiety, saying things such as "I've had a tough week; I need a beer."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Have 5 or more drinks in one evening in front of their youth under 21.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ask their youth under 21 to get alcoholic beverages for them, such as getting a beer from the refrigerator.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Have alcohol at youth-centered events (i.e. kids' birthday parties, spiritual celebrations, sporting events, etc.).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pressuring other adults to consume alcoholic beverages in front of their youth under 21.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Please indicate your level of agreement with the following statements:

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
Parents' use of alcohol has no influence on a youth under 21's use of alcohol.	<input type="radio"/>				
Parents should know where their youth are and who they are with when not home.	<input type="radio"/>				
Parents should have specific rules about youth alcohol use.	<input type="radio"/>				
Parents should have specific consequences for youth who break family rules about alcohol use.	<input type="radio"/>				

9. Please share your personal knowledge of the following:

	No	Yes	Don't know
Do you know of parents or adults who permit their own children under the age of 21 to consume alcohol under their supervision?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you think it's ever okay for parents to offer their own children under 21 alcohol in their home?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you know of parents or adults who permit anyone under the age of 21 (other than their own children) to consume alcohol under their supervision?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you think it's ever okay for parents to offer anyone under 21 (other than their own children) alcohol in their home?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you think it's ever okay for youth to attend a party where youth under 21 are drinking as long as a parent is present?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would youth under 21 that you know be able to access any alcohol that you have purchased without your knowledge?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. **Following are some potential risks associated with underage drinking. Please indicate your level of concern for each of the risks listed below:**

	Not at all concerned	Not very concerned	Somewhat concerned	Very concerned	Don't know
Youth might drink to excess or become addicted to alcohol	<input type="radio"/>				
Youth might drink and drive	<input type="radio"/>				
Youth's brain development might be adversely affected	<input type="radio"/>				
Youth might be involved in unwanted and/or unprotected sexual behavior	<input type="radio"/>				
Youth's drinking could lead to depression or suicide	<input type="radio"/>				
Youth could lose out on scholarship or some other opportunity	<input type="radio"/>				
Youth's grades might suffer	<input type="radio"/>				
Youth might end up in trouble with the police	<input type="radio"/>				
Youth might move on to other drugs	<input type="radio"/>				

Alcohol Consumption

11. **Please answer the following questions about your alcohol use as a youth:**

	No	Yes	Don't know
As a youth under 21, was there ever a time when you drank alcoholic beverages at least once a week?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a youth under 21, was there ever a time when you drank five or more alcoholic beverages in one day?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. **How long has it been since you last drank an alcoholic beverage?**

- Within the past 30 days
- More than 30 days ago but within the past 12 months
- More than 12 months ago

13. **During the past 30 days, on how many days during did you have at least one drink of any alcoholic beverage?**

- | | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| None | 1 or 2 days | 3 to 5 days | 6 to 9 days | 10 to 19 days | 20 to 29 days | All 30 days |
| <input type="radio"/> |

14. **One drink is equivalent to a 12-ounce beer, a 5-ounce glass of wine, or a drink with one shot of liquor. During the past 30 days, on the days when you drank, about how many drinks did you drink per day on the average?**

- | | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| None | 1 drink | 2 drinks | 3 drinks | 4 drinks | 5 drinks | 6 or more drinks |
| <input type="radio"/> |

15. **Considering all types of alcoholic beverages, how many times during the past 30 days did you have 5 or more drinks on an occasion (by 'occasion,' we mean at the same time or within a couple of hours of each other)?**

- | | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| None | 1 or 2 times | 3 to 5 times | 6 to 9 times | 10 to 19 times | 20 to 29 times | 30 or more times |
| <input type="radio"/> |

16. **Past alcohol use**

	No	Yes	Don't know
In the past 12 months, has there been any time when you drank five or more alcoholic beverages in a single occasion?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In your lifetime, was there ever a time when you drank five or more alcoholic beverages in one day?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Responses to Underage Drinking

17. Please answer the following questions about your experience with underage drinking:

	No	Yes	Don't know
Have you experienced legal consequences because of underage drinking?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you know someone who has experienced legal consequences because of underage drinking?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. If a youth under 21 is caught drinking, which of the following do you feel is the most appropriate punishment? (Please choose only one.)

- None
- \$500 fine
- 20 hours of community service
- Driver's license suspended for one year
- Not eligible for future state college scholarships and/or loans
- Other (please specify) _____

19. Please indicate your level of agreement with the following statements:

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
Alcohol policies should be concerned more with people who give alcohol to youth under 21 and less with youth under 21 who drink.	<input type="radio"/>				
Alcohol policies should be concerned more with people who sell alcohol to youth under 21 and less with youth under 21 who drink.	<input type="radio"/>				
Stiffer punishments for youth under 21 who are caught drinking will discourage them from getting alcohol.	<input type="radio"/>				
Kids make mistakes – punishments for youth under 21 drinking shouldn't be too severe.	<input type="radio"/>				

20. Parents who give alcohol to their own children at home should...

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
...receive no legal punishment.	<input type="radio"/>				
...participate in an alcohol counseling program.	<input type="radio"/>				
...receive a fine.	<input type="radio"/>				
...have their driver's license suspended.	<input type="radio"/>				
...get arrested and sentenced to jail.	<input type="radio"/>				

21. **Adults who give alcohol to youth (other than their own children) or allow youth to drink on their property should...**

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
...receive no legal punishment.	<input type="radio"/>				
...receive a fine.	<input type="radio"/>				
...participate in an alcohol counseling program.	<input type="radio"/>				
...have their driver's license suspended.	<input type="radio"/>				
...get arrested and sentenced to jail.	<input type="radio"/>				

22. **How do you feel about...**

	Strongly favor	Somewhat favor	Somewhat oppose	Strongly oppose	Don't know
...a ban on the sale of alcoholic beverages over the Internet?	<input type="radio"/>				
...a law that prohibits youth under 21 from entering bars at any time, even if they are not allowed to consume alcohol?	<input type="radio"/>				
...lowering the minimum drinking age from 21 to 19?	<input type="radio"/>				
...law enforcement using youth under 21 to try to make alcohol purchases to determine whether stores sell alcohol to minors?	<input type="radio"/>				
...law enforcement using youth under 21 to ask adults outside liquor stores to purchase alcohol for them?	<input type="radio"/>				
...a law that provides penalties for adults 21 or older who illegally give alcohol to youth under 21?	<input type="radio"/>				
...laws that would make it easier for an adult to be sued if they give alcohol to a youth under 21 and then someone gets hurt?	<input type="radio"/>				
...a law that would ban alcohol advertising and promotions of alcoholic beverages at sporting events?	<input type="radio"/>				
...recommending that community planners refuse sponsorship by alcohol companies for events attended by youth under 21?	<input type="radio"/>				

23. **Thinking specifically about youth and underage drinking, please share your feelings:**

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
There are sufficient laws aimed at youth under 21 to reduce underage drinking.	<input type="radio"/>				
Law enforcement officers aggressively enforce underage drinking laws on youth under 21.	<input type="radio"/>				
Judges, the juvenile justice system and the courts currently handle underage drinking violations well.	<input type="radio"/>				
The legal consequences for underage drinking offenses are sufficient for youth under 21.	<input type="radio"/>				
There should be no legal consequences for alcohol use by youth under 21.	<input type="radio"/>				

24. **Thinking specifically about adults and underage drinking, please share your feelings:**

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
There are sufficient laws aimed at adults who furnish alcohol to youth under 21 to reduce underage drinking.	<input type="radio"/>				
Law enforcement officers aggressively enforces alcohol laws on adults who furnish alcohol to youth under 21.	<input type="radio"/>				
Legal violations committed by adults who furnish alcohol to youth under 21 are handled well by judges, the adult justice system and the courts.	<input type="radio"/>				
Legal consequences associated with underage drinking offenses are sufficient for adults who furnish alcohol to youth under 21.	<input type="radio"/>				
There should be no legal consequences for adults furnishing or selling alcohol to youth under 21.	<input type="radio"/>				

Advertising

25. Please indicate where you have recently been exposed to advertisements about underage drinking:

	No	Yes	Not sure
Radio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Printed posters inside or outside of People Mover buses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Movie theater	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Newspapers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Television	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify): _____			

26. Thinking back to television commercials or ads about underage drinking that you have heard in the last six months, have you seen a locally produced ad showing teenage girls with cardboard signs that read “Don’t trade my future for a drink” or “If you provide alcohol to a person under 21 you could go to jail for up to a year and/or pay up to a \$10,000 fine?”

- No Yes Not sure

How frequently, in the last six months, have you seen the television commercial about underage drinking involving the teenage girls with the cardboard warning signs described above?

- | | |
|---|--|
| <input type="radio"/> Not at all | <input type="radio"/> Less than once a month |
| <input type="radio"/> 1 to 3 times a month | <input type="radio"/> 1 to 3 times a week |
| <input type="radio"/> Every day or almost every day | <input type="radio"/> More than once a day |

27. Thinking back to radio commercials or ads about underage drinking that you have heard in the last six months, have you heard the ad with the guy phoning a friend for bail money after going to jail for buying alcohol for his sister’s high school party? He mentions he is looking at a year in jail and maybe a \$10,000 fine and a friend on the phone mentions that the penalty for a second offense is 5 year in jail and up to a \$50,000 fine.

- No Yes Not sure

How frequently, in the last six months, have heard the radio ad about underage drinking involving the guy phoning a friend for bail money described above?

- | | |
|---|--|
| <input type="radio"/> Not at all | <input type="radio"/> Less than once a month |
| <input type="radio"/> 1 to 3 times a month | <input type="radio"/> 1 to 3 times a week |
| <input type="radio"/> Every day or almost every day | <input type="radio"/> More than once a day |

Respondent Background Information

This demographic information helps researchers at the university to better understand features of community and civic attitudes as they relate to individual characteristics. These responses will be kept confidential, and your answers to these and all of the questions in this survey will not be traceable to you.

Nonetheless, if there are any questions that you do not wish to answer, please simply skip those items and move onto the next question in the survey. Your answers remain valuable whether you choose to answer every question or not.

28. **How old were you on your last birthday?** _____

29. **What is your gender?** Female Male

30. **Are you of Hispanic or Latino background or origin?** No Yes Don't know

31. **What race or ethnicity would you say best describes you?** (Please mark all that apply.)

Alaska Native or American Indian

Asian

Black or African American

Native Hawaiian, Samoan, or Other Pacific Islander

White or Caucasian

Other (please specify) _____

32. **What is your current marital status?**

Single, Never Married

Married

Separated

Divorced

Widowed

33. **What is the highest degree or level of school you have completed?**

A graduate or professional degree

A bachelor degree

An associate degree

One or more years of college, but no degree

High school diploma or GED

No degree - specify last grade **completed** _____

34. **Which of the following best describes your current primary employment status?** (Please select one.)

- Currently on active military status
- Working full-time, that is 35 or more hours per week in one or more jobs, including self-employment
- Working part-time
- Have a job, but out due to illness/leave/furlough/or strike
- Have seasonal work, but currently not working
- Unemployed or laid off and looking for work
- Unemployed and not looking for work
- Full-time homemaker
- In school only
- Retired
- Disabled for work
- Don't know/Not applicable
- Other (please specify) _____

35. **Household composition**

Including yourself, how many people currently live in your home? _____

How many people under the age of 21 currently live in your home? _____

36. **Is there anything else that you would like to tell us about underage alcohol use in Anchorage, or things that you think we should have asked but didn't?** Please share your feedback.