



**Nevada Community
Convenience
Survey Data Book
Frontier Community
Coalition**



Nevada Community Convenience Survey Data Book

Frontier Community Coalition

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Report compiled from data obtained through the
Nevada Community Convenience Survey.
Report by Dr. Janine Whitcome, Whitcome & Associates,
for the Frontier Community Coalition

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Nevada Community Convenience Survey - Tri-County Analysis

Introduction

This report is a summary of findings from the Nevada Community Convenience Survey for the Tri-County area, as part of the “Nevada Data Project”. The Nevada Statewide Coalition Partnership implemented the project with funding from the Nevada State Incentive Grant (SIG), a Cooperative Agreement grant from Center for Substance Abuse Prevention (CSAP), a division of the Substance Abuse and Mental Health Services Administration (SAMSHA). Nevada’s Substance Abuse Prevention and Treatment agency (SAPTA), an agency of the Nevada Mental Health and Developmental Services Division, served as the funding administrator. Join Together Northern Nevada (JTNN), a substance abuse prevention coalition served as the coordinator and fiscal agent for the project.

The report presented contains only the data collected from the Nevada Community Convenience Survey project that was conducted in Humboldt, Lander, and Pershing Counties by the Frontier Community Coalition. The telephone survey portion of the project was conducted by the Macro International Inc. Company and is part of the report written and distributed by Coop Consulting Inc.

Sample

Sample respondents were between the ages of 15-70+ years of age and were residents of Humboldt, Lander, and Pershing counties. A total of 364 surveys were completed, consisting of Humboldt 246, Lander 36, and 82 from Pershing.

Method

The Nevada Community Convenience Survey was distributed to community members in Humboldt, Lander, and Pershing Counties at various public events, town hall meetings, youth group meetings, and community meetings. Persons were exempt from participating if they resided outside one of the designated counties or did not meet the minimum age requirement. Completed surveys were entered into SPSS for analysis, and then batched in groups of 50 and separated by county for mailing to Coop Consulting, Inc. Precautions were taken to ensure anonymity and confidentiality of each respondent, security of completed surveys, accuracy and reliability of data entry, and security of mailing procedures.

Report Design

The report consists of two sections of data analysis. The first section is the analysis of aggregated data reported for the entire Tri-County area. The second section consists of data analysis based on the counties as separate entities and are labeled as such.

Aggregated Tri-County Data

Demographics

Demographics of the rural counties of Humboldt, Lander, and Pershing closely represent the composition of this region of Nevada. The racial composition of Nevada is similar to that of the United States, with 82% of Nevadans and 80.2% of Americans identifying themselves as White (Caucasian). The Tri-County area reported a slightly higher proportion of white residents, at 91.7%, with separate county proportions ranging from 88.2% in Lander to 93.1% in Humboldt County. The figure below illustrates the distribution racial composition as reported by survey respondents.

Race Distribution			
	Humboldt	Lander	Pershing
White	93.1%	88.2%	88.7%
American Indian	5.5%	2.9%	11.3%
Black or African American	0.5%	2.9%	0.0%
Other	0.9%	5.9%	0.0%
Hispanic	11.5%	8.3%	24.4%

Gender distribution in Nevada remained consistent in 2005 and 2006 at 51% male and 49% female. The gender distributions of Humboldt County respondents were similar with 51.4% male and 48.6% female. Females in Lander and Pershing made up a larger proportion of the sample than male respondents.

Gender		
	Male	Female
Humboldt	51.4%	48.6%
Lander	41.7%	58.3%
Pershing	41.8%	58.2%

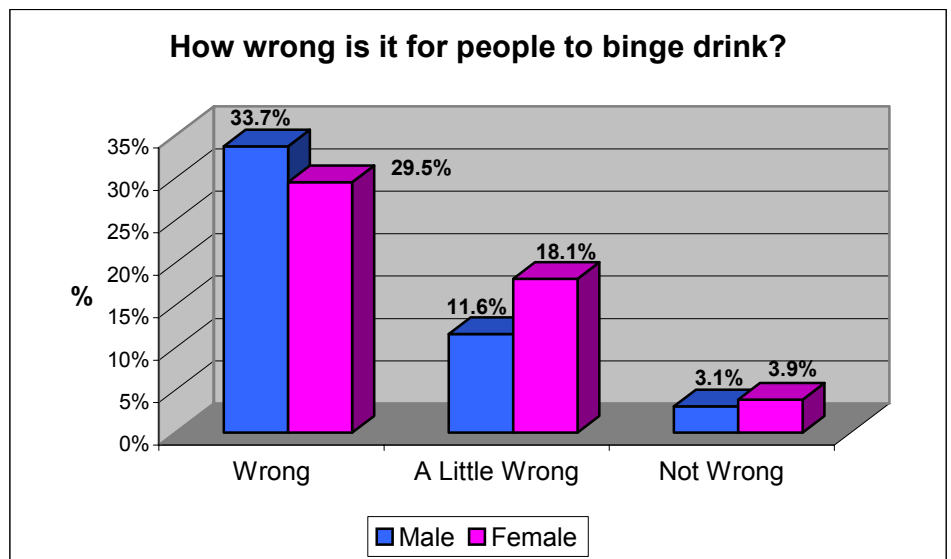
Surveys were collected in a variety of community settings thus the age groups represented may not necessarily represent actual county distributions. Age groups represented in this project are illustrated below and is separated by county of residence. Caution was used to ensure that respondents were residents of the counties represented in this project.

Age Distribution			
	Humboldt	Lander	Pershing
15-17	14.2%	33.3%	54.9%
18-20	9.8%	5.6%	4.9%
21-24	8.1%	8.3%	2.4%
25-30	13.8%	16.7%	3.7%
31-35	13.4%	5.6%	1.2%
36-40	11.0%	2.8%	4.9%
41-50	13.0%	11.1%	9.8%
51-60	11.4%	8.3%	11.0%
61-70	4.1%	8.3%	3.7%
70+	1.2%	0.0%	3.7%

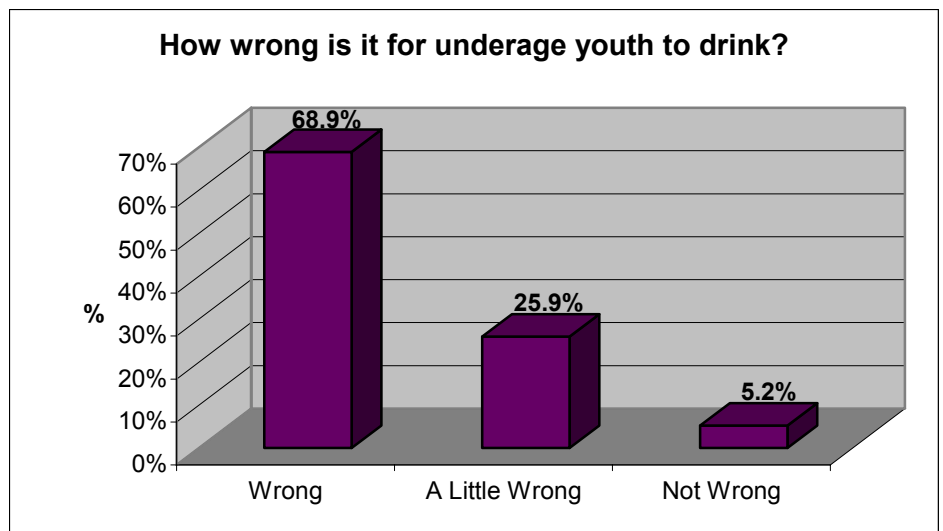
Social Norms

Social norms of a community can lead to acceptance or encouragement of risky behavior of youth and adults. Studies measuring how wrong the community thinks it is to engage in risk behaviors can aid community efforts in addressing risk behaviors through prevention programs. Respondents were asked how wrong most people in the community thought it was to engage in behaviors associated with underage drinking and binge drinking. Binge drinking is defined as the consumption of five or more drinks within a short period of time. Binge drinking has been strongly associated with injuries, motor vehicle crashes, violence, disease, and a number of other chronic and acute conditions. Underage drinkers consume approximately 20% of all alcohol consumed in the United States, and over 90% of this alcohol is consumed by binge drinking. Social norm questions were asked using a Likert Scale ranging from very wrong to not wrong at all. The results were aggregated not to show degree of “wrongness” but in such a way to understand whether community residents believed it was wrong, slightly wrong, or not wrong to engage in these behaviors.

How wrong would most people in your community think it is to binge drink?



How wrong would most people in your community think it is for underage (15 to 20 years) youth to drink?



Zero tolerance laws, in all states, make it illegal for youth under the age of 21 years to drive with any measurable amount of alcohol in their system (Blood Alcohol Concentration ≥ 0.02 g/dl). Despite these laws motor vehicle crashes are the leading cause of death for people ages 15-19. To address these issues locally, respondents were asked to rate the seriousness of underage alcohol consumption, drinking and driving, and alcohol-related motor vehicle crashes were in their communities.

Is drinking and driving a problem?	
Very Serious Problem	16.9%
Serious Problem	40.4%
Somewhat of a problem	38.0%
Not a problem	4.7%

How much do you think that drinking and driving is a problem for your community?

Are alcohol related crashes a problem?	
Very Serious Problem	12.6%
Serious Problem	29.1%
Somewhat of a problem	48.6%
Not a problem	9.8%

How serious a problem is alcohol related motor vehicle crashes in your community?

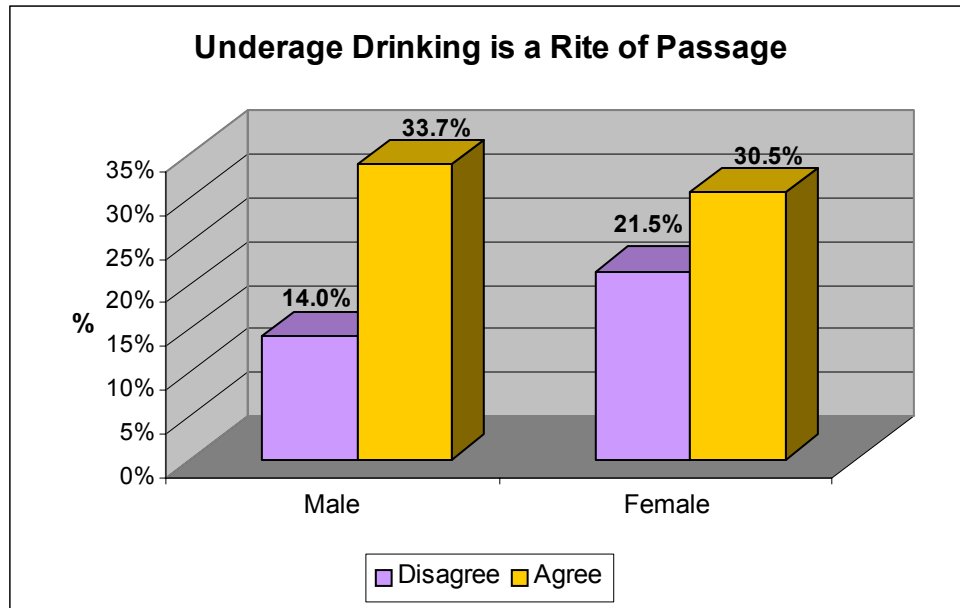
Is underage (15-20yrs) drinking a problem?	
Very Serious Problem	20.7%
Serious Problem	39.1%
Somewhat of a problem	34.1%
Not a problem	6.1%

How serious a problem is alcohol consumption by underage youth in your community?

Parents sometimes look upon teen drinking as a harmless rite of passage. Research suggests it has a darker side, one that can last a lifetime. Research has shown that the earlier a child begins drinking, the more likely they are to abuse other substances such as illegal drugs. Scientific evidence also suggests that underage drinkers are vulnerable to lasting affects in the development of brain functions, making them at greater risk for becoming addicted than non-users. Respondents in the Tri-County area indicated that underage drinking is viewed as a rite of passage and not likely to change.

Over sixty percent (64.0%) of respondents in the Tri-County area agreed that underage drinking was a rite of passage and not likely to change. Thirty six percent of respondents disagreed with this statement. Even more interesting were the differences in opinion regarding underage drinking being a rite of passage when gender differences

were taken in to account. The figure below illustrates these differences of opinion based on gender.



Social Access

Social access to alcohol is defined as the social conditions that enable underage youth to access alcohol and the social conditions allowing youth to engage in drinking. As communities address the issues of underage drinking it is necessary to understand the conditions in the community that might be contributing to their drinking patterns and behavior. The Convenience Survey asked a series of questions that related to what degree of difficulty underage youth had in obtaining alcohol and the community perception of where underage youth actually obtained alcohol. Perception questions were asked of all respondents, whereas direct purchase and behavior questions were asked of respondents under 21 years of age.

The following section includes the actual survey questions and illustrations of respondent responses.

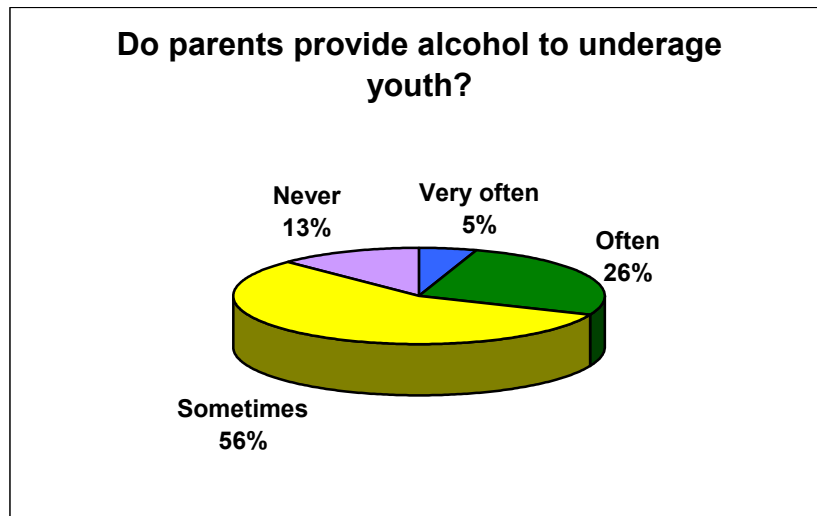
How easy or difficult is it for underage youth to obtain alcohol in your community?

Difficulty in Obtaining Alcohol in the Community		
	Easy	Difficult
Older Siblings	80.9%	19.1%
Parents	45.9%	54.0%
Friends	89.6%	10.3%
Adults/Strangers	61.6%	38.4%

How easy or difficult is it for underage youth to get beer, wine, wine coolers, or liquor from home without their parents knowing it?

Underage Youth Getting Alcohol from Home	
Easy to get alcohol	82.0%
Difficult to get alcohol	18.0%

How often do you think parents in your community provide alcohol at parties their children host?



When you think of underage youth, where do you think that they usually obtain alcohol?

Where do underage youth usually get alcohol?	
Liquor Store	11.6%
Restaurants	1.1%
Grocery Stores	8.0%
Bars	7.4%
Convenience Store	20.1%
Friends	82.9%
Parents	31.9%
Other family members	35.8%
Strangers	18.5%

Where underage youth indicate they are able to drink alcohol and the locations where they obtain alcohol is an indication of not only the social norms in our communities, but also where alcohol is accessible. The following two questions were asked of respondents who indicated that they were between 15 and 20 years of age, and reflects current usage patterns (30-day use).

During the past 30 days, where did you usually drink alcohol?

Where did you drink alcohol?	
I did not drink	58.8%
Home	12.3%
At another person's home	12.3%
Outside location	5.3%
Home without parent's permission	0.0%
Restaurant, bar, or club	1.8%
Wedding or other celebration	3.5%
Public place	0.0%
Public event	0.0%
Home with parent/guardian	0.9%
School or school event	2.6%
Car or other motor vehicle	2.6%

During the past 30 days, how did you usually get your alcohol?

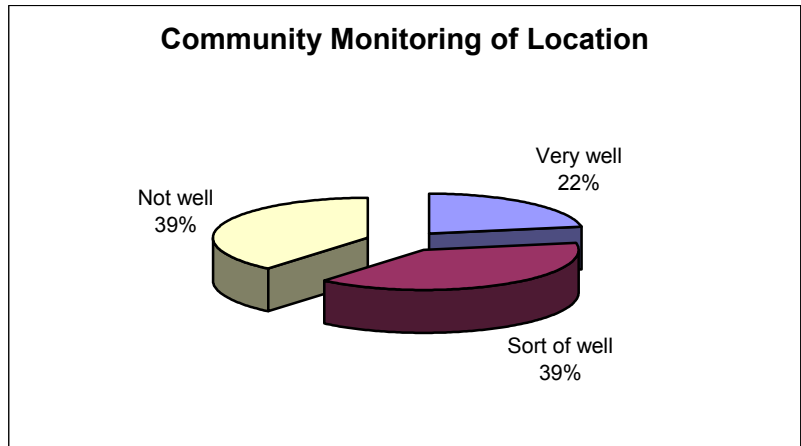
Where did you get alcohol?	
Home with parents permission	11.5%
Sibling or relative 21+	5.3%
Friend under 21 years old	8.8%
Myself without fake ID	2.7%
Home without parent's permission	3.5%
Sibling or relative under 21 years old	0.9%
Stranger	1.8%
Stole it from store or shop	0.0%
Friend of parent's	1.8%
Friend 21 or older	14.2%
Myself with fake ID	0.0%
Other	28.3%
Refused to answer	21.2%

Retail Access

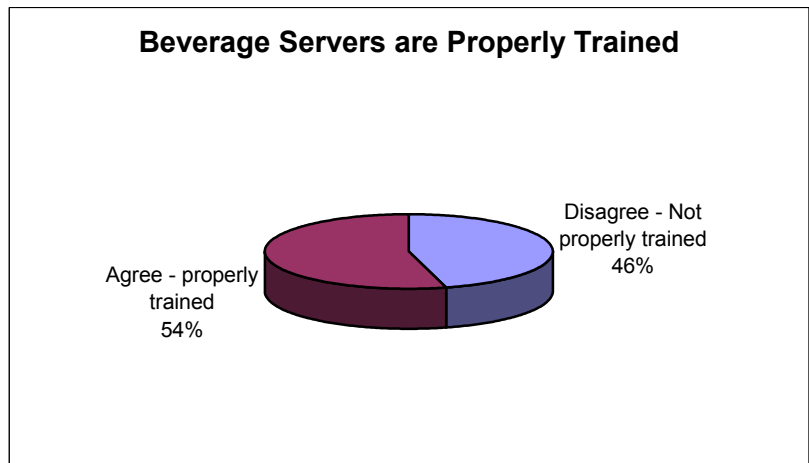
Research shows that controlling alcohol availability is effective in preventing alcohol-related problems such as underage drinking, crime, violence, and other problems in communities. Where access to alcohol is greater, consumption is usually greater. Local communities have the power to control alcohol availability and can have an impact on how underage youth access alcohol, where retail access is located, the enforcement of properly trained beverage servers, and how alcohol is marketed in the community and at community events. Convenience Survey respondents were able to respond to a

variety of questions dealing with retail access of alcohol and youth under 21 years old responded to alcohol sales compliance questions. The following section illustrates responses to retail access questions, both as an entire survey sample and as underage respondents.

How well does your community monitor the location of alcohol advertising?

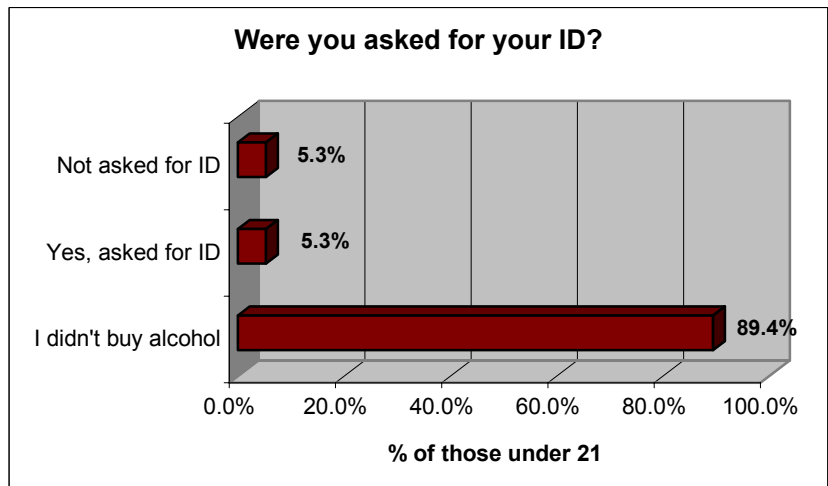


Those serving alcohol in my community are properly trained to do so.



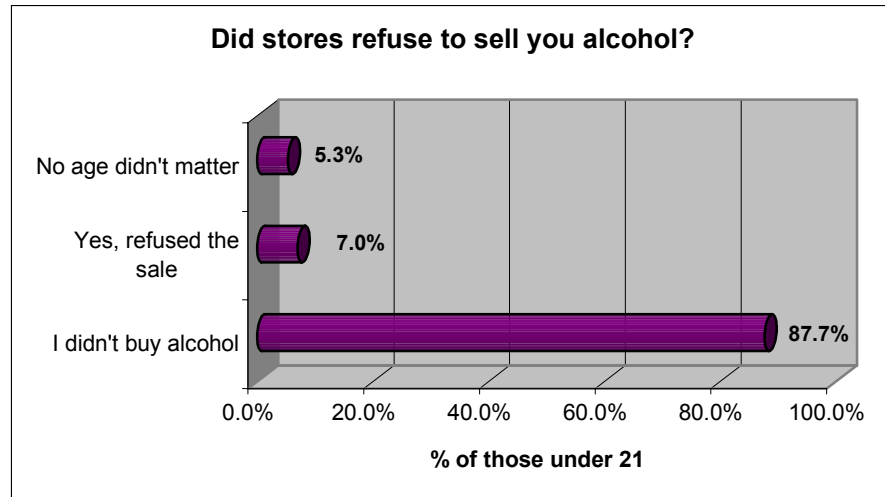
Respondents under 21 were asked questions pertaining to their experiences in their community relating to alcohol purchases.

During the past 30 days, if you bought alcohol at a store such as a grocery store, liquor store, convenience store or gas station, did the person selling you the alcohol check your ID?



Of those respondents indicating that they were under 21 years old, 89.4% did not try to purchase alcohol in the past 30 days.

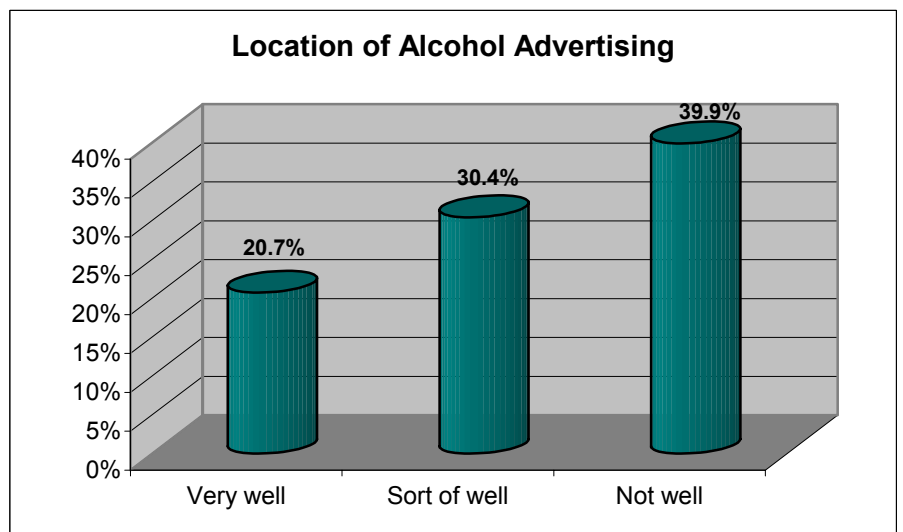
During the past 30 days, did anyone refuse to sell you alcohol because of your age?



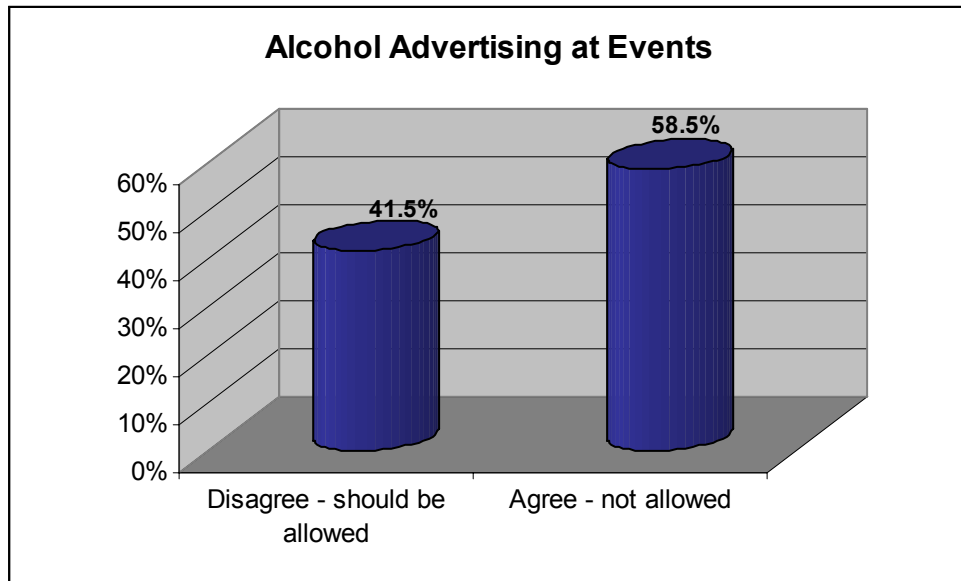
Promotion

Community based approaches to underage drinking examines not only whether underage youth are drinking, but also whether the community is enforcing necessary precautions within the community. Survey respondents were asked to indicate whether alcohol advertising was appropriately placed in the community and whether or not community events in which children attended, should allow alcohol advertising. The following questions were asked of all respondents and respondent responses are illustrated.

How well does your community monitor the location of alcohol advertising?



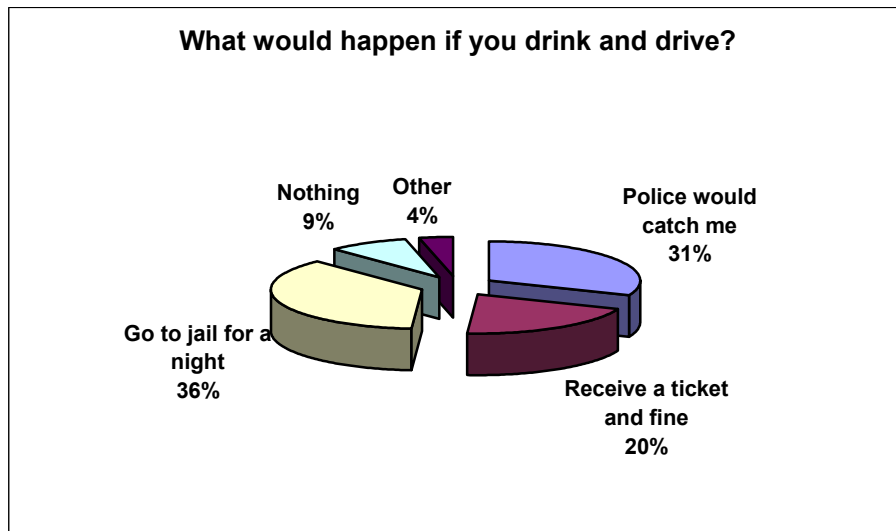
Alcohol advertising should not be allowed at events attended by children such as sports events or community celebrations.



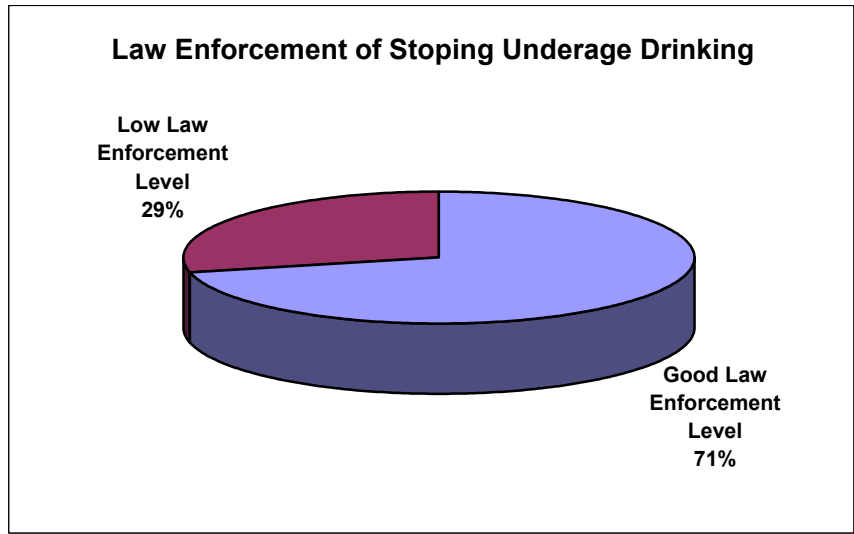
Perception of Risk and Law Enforcement

If the perception of risk is low, youth have a tendency to engage in risky behavior. Underage drinking is no exception. If youth perceive little risk in the act of drinking or in the level of law enforcement in the community, they are more likely to engage in underage drinking. All respondents were asked questions covering their perception of what would happen to them if they were drinking and driving, and their perception of law enforcement's ability to stop underage drinking. The following illustrations indicate respondent responses to topics of perception of risk and law enforcement.

If you were to drink and drive what do you think would happen to you?



Law enforcement does very little to stop underage drinking.



Some of the questions appearing in the Community Convenience Survey may have results that are age or gender sensitive. Because of the potential impact on counties to have the age and gender analysis for certain questions regarding underage drinking, age and gender breakdowns will appear in the individual county analysis section of this report.

Individual County Analysis

Introduction

The Individual County Analysis section presents a county-by-county analysis of all survey questions. Narrative descriptions of survey variables are not repeated, however the rationale for questions remains the same. Individual county analyses is separated by identical variable labels and data is presented in such a fashion that Humboldt, Lander, and Pershing counties are able to obtain valuable single county information. In order to facilitate use of this data, survey results appear in table format for each question within the designated sections.

Demographics

Convenience Survey demographics for individual counties are not replicated in this section given that they appear in the beginning of this report.

Social Norms

How wrong would most people in your community think it is to binge drink?

How wrong is it for people to binge drink?			
	Humboldt	Lander	Pershing
Wrong	66.8%	61.1%	51.2%
A Little Wrong	26.1%	38.9%	37.8%
Not Wrong	7.1%	0.0%	11.0%

In the past 30 days, on how many days did you have 5 or more drinks in a row, within a couple of hours?

How many days did you binge drink?			
	Humboldt	Lander	Pershing
0 days	51.8%	66.7%	68.4%
1-2 days	23.3%	16.7%	13.2%
3-5 days	10.5%	5.6%	6.6%
6-9 days	6.1%	2.8%	6.6%
10-19 days	4.0%	2.8%	4.0%
20 or more days	4.0%	5.6%	1.6%

How wrong would most people in your community think it is for underage (15-20 years) youth to drink?

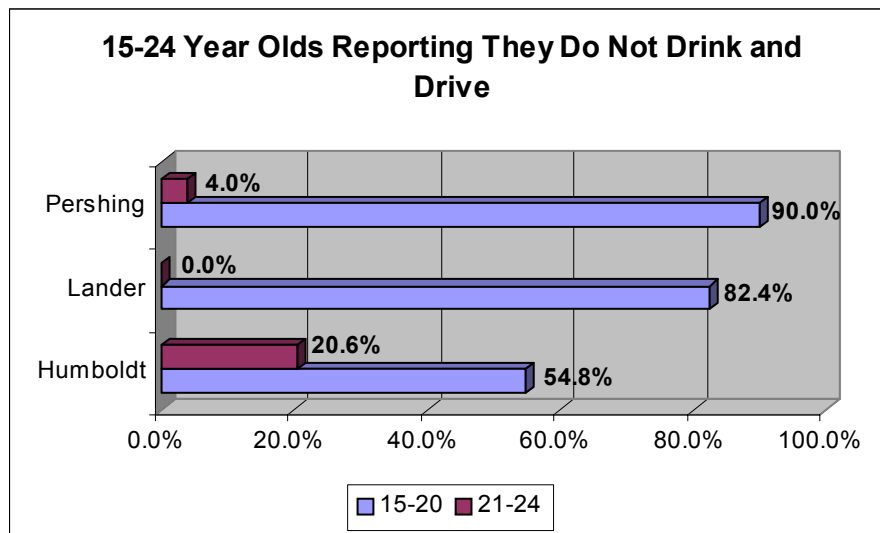
How wrong is it for underage youth to drink?			
	Humboldt	Lander	Pershing
Wrong	71.0%	77.8%	58.5%
A Little Wrong	24.5%	16.7%	34.2%
Not Wrong	4.5%	5.6%	7.3%

The most significant results of the question regarding the degree of wrongness it is for underage youth to drink were in the 21-24 year old respondent group. The percentage of young adults 21-24 years old who thought it was not really wrong for underage youth to drink was significantly reduced.

Is it wrong for underage youth to drink?			
15-20	Humboldt	Lander	Pershing
Wrong	13.3%	27.8%	32.9%
Not really	11.5%	11.1%	26.8%
21-24	Humboldt	Lander	Pershing
Wrong	7.3%	5.6%	1.2%
Not really	1.3%	2.8%	1.2%

How much do you think that drinking and driving is a problem for your community?

Is drinking and driving a problem in our communities?			
	Humboldt	Lander	Pershing
Very Serious Problem	17.6%	16.7%	14.8%
Serious Problem	42.6%	44.4%	32.1%
Somewhat of a problem	34.4%	38.9%	48.2%
Not a problem	5.3%	0.0%	4.9%



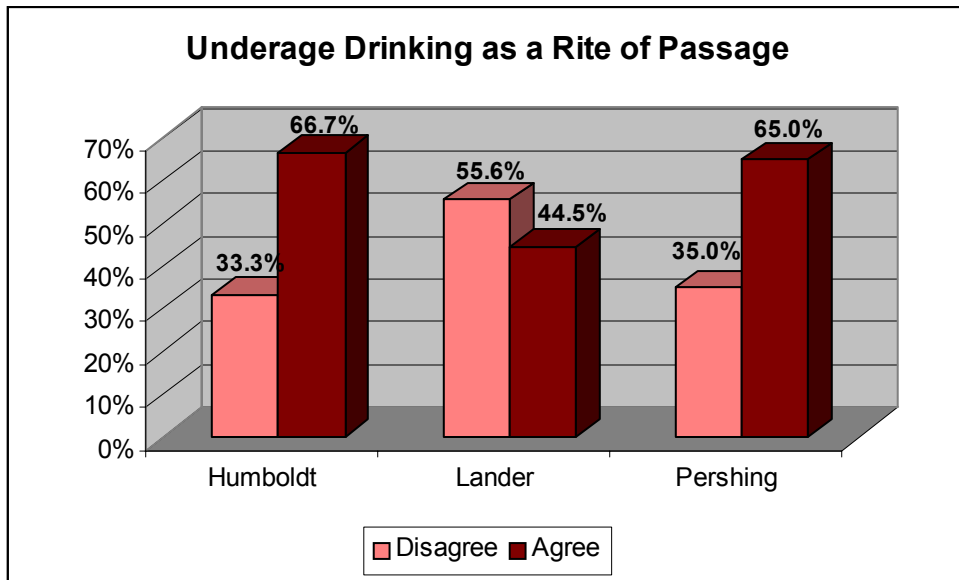
How serious is alcohol related motor vehicle crashes in your community?

Are alcohol related crashes a problem?			
	Humboldt	Lander	Pershing
Very Serious Problem	14.5%	11.4%	7.3%
Serious Problem	32.8%	37.1%	14.6%
Somewhat of a problem	45.2%	48.6%	58.5%
Not a problem	7.5%	2.9%	19.5%

How serious a problem is alcohol consumption by underage youth in your community?

Is underage (15-20yrs) drinking a problem?			
	Humboldt	Lander	Pershing
Very Serious Problem	19.9%	22.2%	22.2%
Serious Problem	39.8%	52.8%	30.9%
Somewhat of a problem	32.8%	25.0%	42.0%
Not a problem	7.5%	0.0%	4.9%

Underage drinking is a rite of a passage and not likely to change.



Drinking as a rite of passage varies by age group within the different counties. The following set of tables illustrates the percentages of people who believe that underage drinking is a rite of passage within their communities and variations by age group.

Drinking as a Rite of Passage Humboldt County		
	Disagree	Agree
15-20	7.3%	16.2%
21-24	1.7%	6.0%
25-30	4.7%	9.8%
31-40	9.8%	15.4%
41-50	3.9%	9.0%
51-60	4.7%	6.0%
60+	1.3%	4.3%

Drinking as a Rite of Passage Lander County		
	Disagree	Agree
15-20	19.4%	19.4%
21-24	2.8%	5.6%
25-30	8.3%	8.3%
31-40	5.6%	2.8%
41-50	8.3%	2.8%
51-60	5.6%	2.8%
60+	5.6%	2.8%

Drinking as a Rite of Passage Pershing County		
	Disagree	Agree
15-20	20.7%	37.8%
21-24	1.2%	1.2%
25-30	0.0%	3.7%
31-40	1.5%	4.9%
41-50	2.4%	6.1%
51-60	6.1%	4.9%
60+	2.4%	4.9%

Social Access

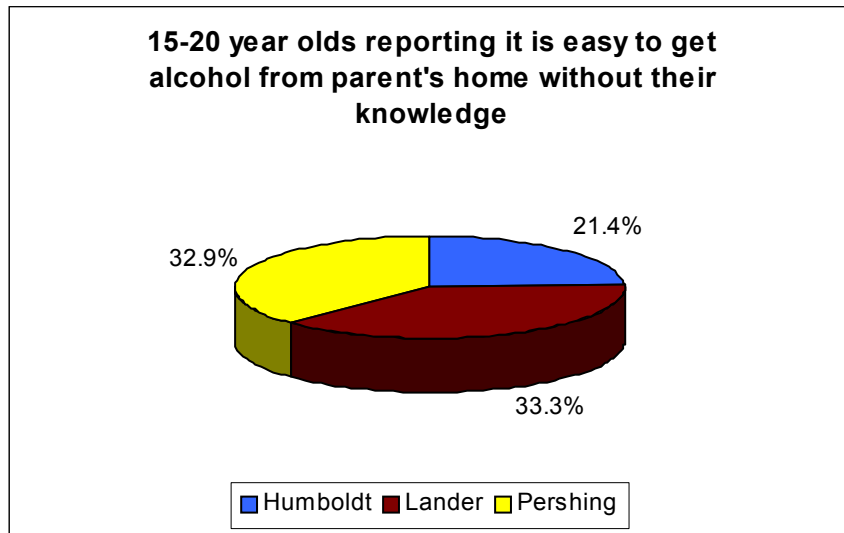
How easy or difficult is it for underage youth to obtain alcohol in your community?

	Humboldt		Lander		Pershing	
	Easy	Difficult	Easy	Difficult	Easy	Difficult
Older Siblings	86.0%	14.0%	80.0%	20.0%	66.3%	33.8%
Parents	46.6%	53.4%	44.1%	55.9%	44.9%	55.1%
Friends	95.3%	4.7%	82.4%	17.6%	61.0%	23.8%
Adults/Strangers	65.8%	34.2%	58.8%	41.2%	50.0%	50.0%

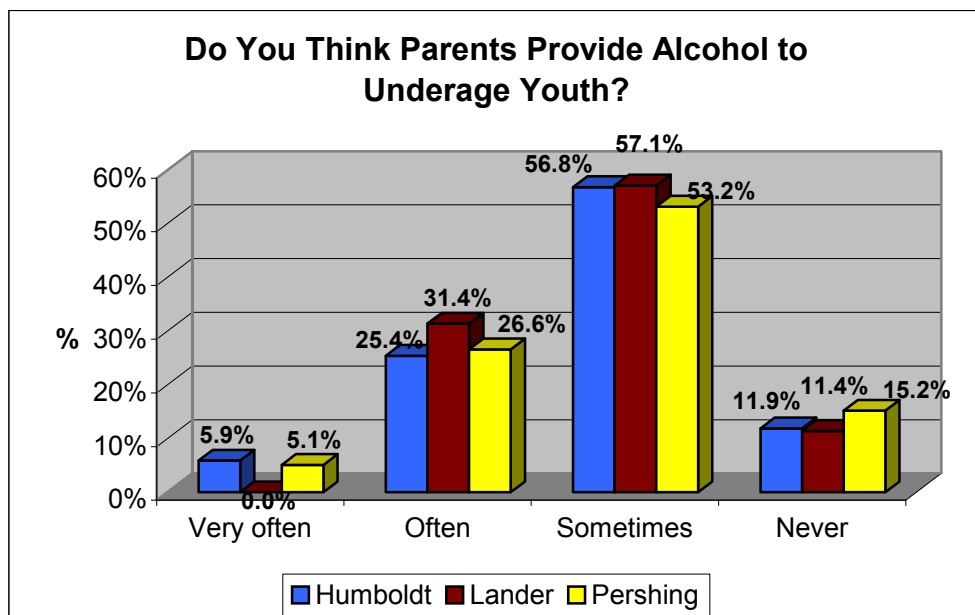
Easy Access to Alcohol as reported by 15-20 year olds			
	Humboldt	Lander	Pershing
Older siblings	17.4%	30.6%	29.7%
parents	8.5%	22.2%	18.3%
friends	20.5%	36.1%	39.0%
adults/strangers	16.2%	30.6%	23.2%

How easy or difficult is it for underage youth to get beer, wine, wine coolers, or liquor from home without their parents knowing it?

Getting alcohol from home without parent's knowledge			
	Humboldt	Lander	Pershing
Easy to get	87.7%	80.6%	65.9%
Difficult to get	12.3%	19.4%	34.1%



How often do you think parents in your community provide alcohol at parties their children host?



Where do underage youth usually get alcohol?			
	Humboldt	Lander	Pershing
Liquor Store	11.0%	5.6%	15.9%
Restaurants	1.2%	2.8%	0.0%
Grocery Stores	7.3%	8.3%	9.8%
Bars	8.2%	8.3%	4.9%
Convenience Store	20.4%	22.2%	18.3%
Friends	86.1%	86.1%	71.2%
Parents	32.7%	30.6%	30.5%
Other family members	35.5%	33.3%	37.8%
Strangers	17.6%	25.0%	18.3%

When you think of underage youth, where do you think that they usually obtain alcohol?

During the past 30 days, where did you usually drink alcohol?			
	Humboldt	Lander	Pershing
I did not drink	45.3%	69.2%	70.8%
Home	17.0%	7.7%	8.3%
At another person's home	18.9%	7.7%	6.3%
Outside location	1.9%	0.0%	10.4%
Home without parent's permission	0.0%	0.0%	0.0%
Restaurant, bar, or club	0.0%	0.0%	4.2%
Wedding or other celebration	5.7%	7.7%	0.0%
Public place	0.0%	0.0%	0.0%
Public event	0.0%	0.0%	0.0%
Home with parent/guardian	1.9%	0.0%	0.0%
School or school event	5.7%	0.0%	0.0%
Car or other motor vehicle	3.8%	7.7%	0.0%

Those under 21 responded to the question, "During the past 30 days, where did you usually drink alcohol?"

Reliability of this question might be affected by the self-reporting nature of the survey.

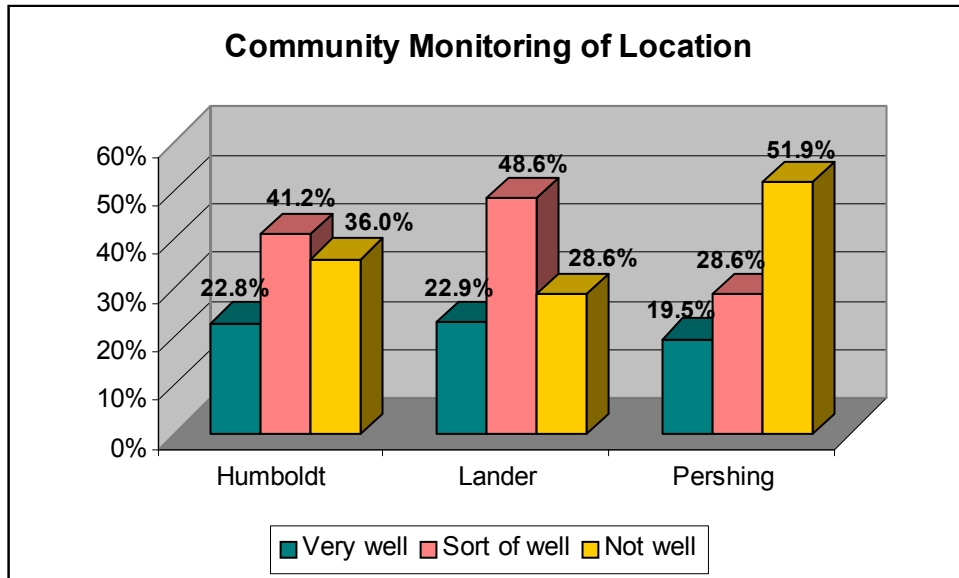
Where I usually get my alcohol.			
	Humboldt	Lander	Pershing
Home with parents permission	11.3%	0.0%	14.6%
Sibling or relative 21+	7.6%	8.3%	2.1%
Friend under 21 years old	13.2%	0.0%	6.3%
Myself without fake ID	5.7%	0.0%	0.0%
Home without parent's permission	1.9%	16.7%	2.1%
Sibling or relative under 21 years old	0.0%	0.0%	2.1%
Stranger	3.8%	0.0%	0.0%
Stole it from store or shop	0.0%	0.0%	0.0%
Friend of parent's	1.9%	0.0%	2.1%
Friend 21 or older	13.2%	0.0%	18.8%
Myself with fake ID	0.0%	0.0%	0.0%
Other	20.8%	75.0%	25.0%
Refused to answer	20.8%	0.0%	27.1%

During the past 30 days, how did you usually get your alcohol. (responses by those under 21 years old)

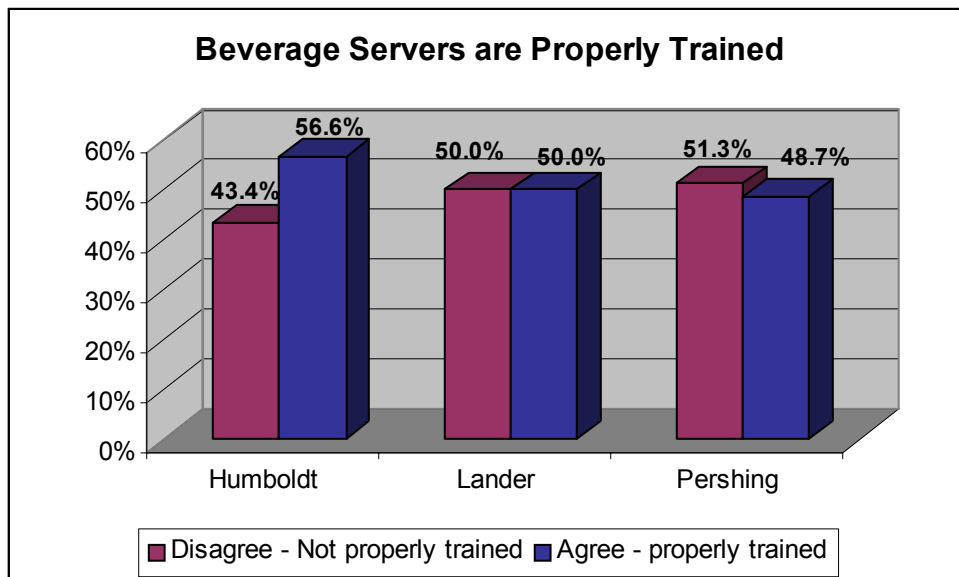
Reliability of this question might be affected by the self-reporting nature of the survey.

Retail Access

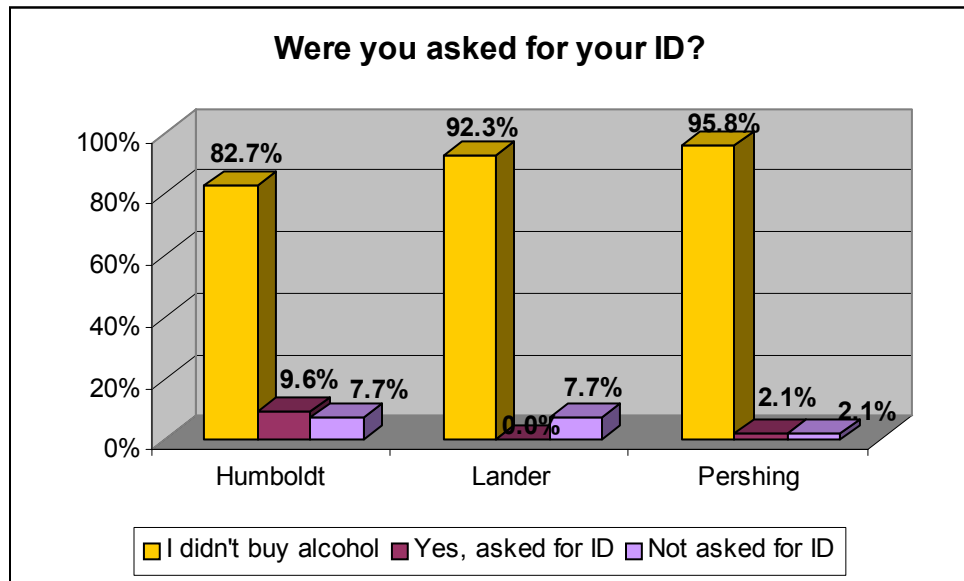
How well does your community monitor the location of alcohol advertising?



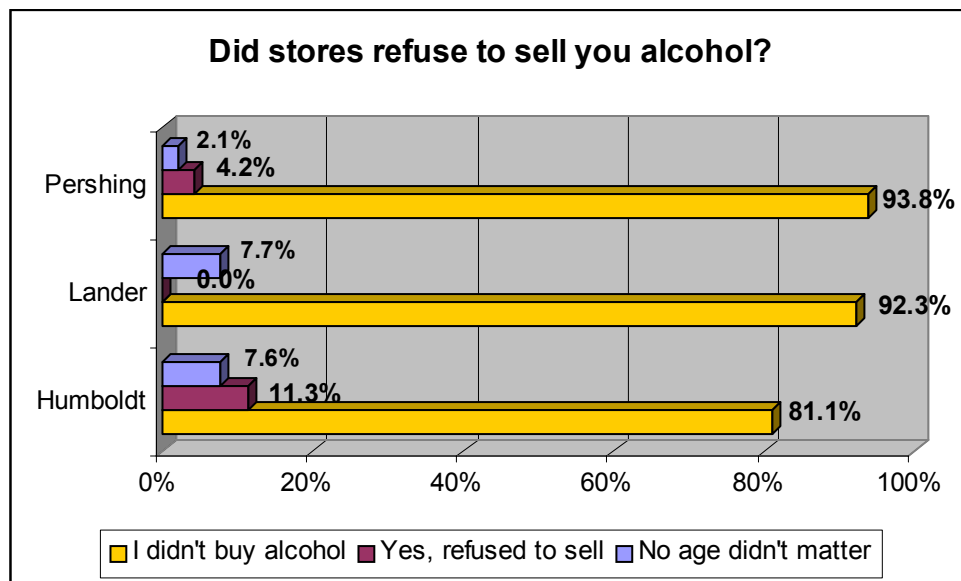
Those serving alcohol in my community are properly trained to do so.



Respondents under 21 were asked if they were asked for their ID the last time they purchased alcohol.

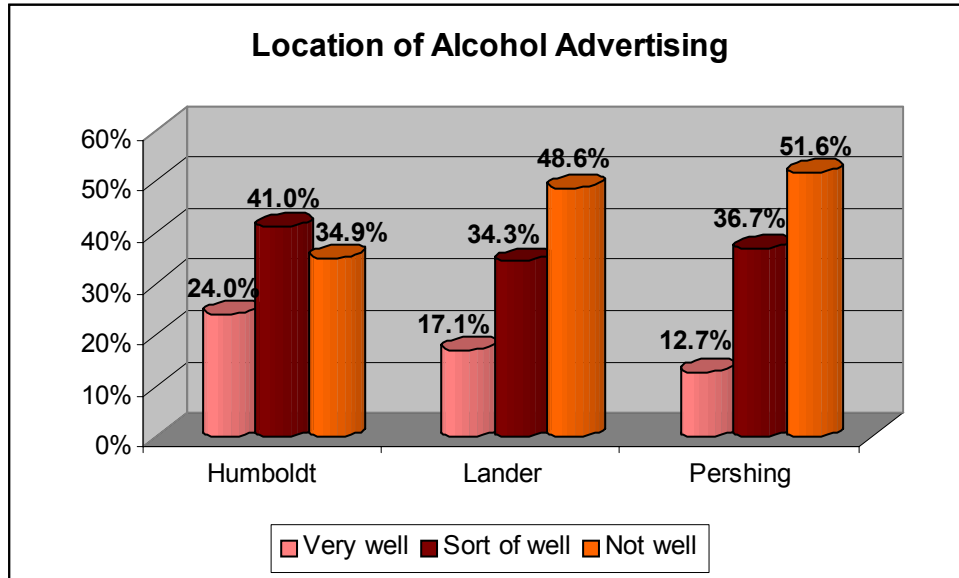


During the past 30 days, did anyone refuse to sell you alcohol because of your age?

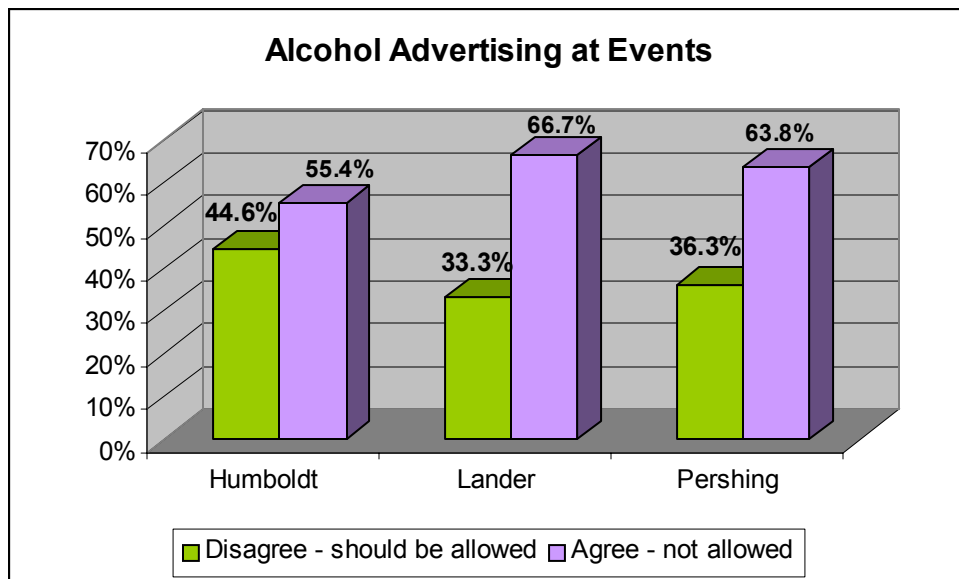


Promotion

How well does your community monitor the location of alcohol advertising?



Alcohol advertising should be allowed at events attended by children such as sports events or community celebrations.

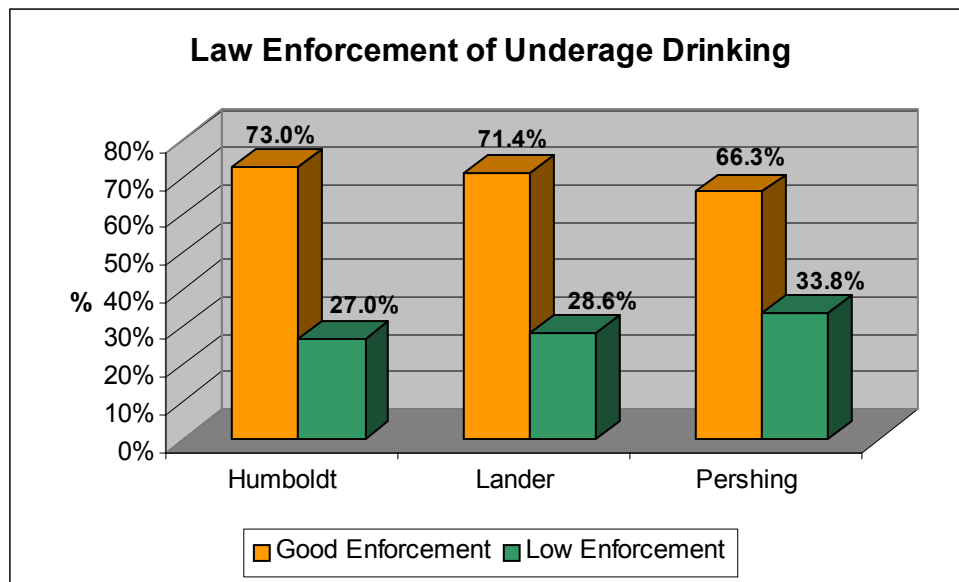


Perception of Risk and Law Enforcement

If you were to drink and drive what do you think would happen to you?

What would happen if you got pulled over for a DUI?			
	Humboldt	Lander	Pershing
Police would catch me	29.3%	36.1%	34.6%
Ticket and pay a fine	19.0%	22.2%	21.0%
Go to Jail for a night	41.3%	36.1%	23.5%
Nothing would happen	7.4%	0.0%	16.1%
Other	2.9%	5.6%	4.9%

Law enforcement does very little to stop underage drinking.



The Nevada Survey for Community Health instrument used in this report is attached at the end of this report. All counties and respondents within those counties used the same survey instrument.

References

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