



The Status of Youth Drinking in Santa Cruz County 2007

www.projectcurb.com



Applied Survey Research

P.O. Box 1927, Watsonville, CA 95076. (831) 728-1356
991 West Hedding, Suite 102, San Jose, CA 95126. (408) 247-8319
www.appliedsurveyresearch.org

Executive Summary

Alcohol remains the top drug of choice for youth both nationally and locally and is reported as the leading cause of death among teens.^{1;2} Alcohol is one of the most common contributors to injury, homicides, suicides, sexual assaults, date rape and other criminal behavior among youth.^{2;3} National, state, and local surveys show that binge drinking rates have increased substantially in recent years.³ Binge drinking among youth in Santa Cruz County is at an alarmingly high level. Binge drinking is commonly defined as having five or more drinks in one sitting or in about two hours. Community United to Reduce Bingeing, or Project CURB, 2007 *Youth Survey* results indicated that 44% of respondents participated in binge drinking in the past 30 days. Although many community members might dismiss underage drinking as a normal “rite of passage” that adolescents can easily recover from, research shows that serious long-term consequences are linked to such behavior. Long-term learning and memory impairments, as well as alcohol related addiction are two prime examples.⁴ In fact, in the last 12 months a little over one-fifth (21%) of the Project CURB *Youth Survey* respondents stated that they thought they might have a drinking problem, and 12% tried unsuccessfully to stop using alcohol.

In response to this issue, Project CURB has been working to reduce binge drinking among the youth of Santa Cruz County. Project CURB is led by Together for Youth/ Unidos Para Nuestros Jovenes (TYF/UPNJ), a United Way of Santa Cruz County led initiative. The goal of Project CURB is to reduce underage youth binge drinking rates by 50% by the year 2009. In order to accomplish this goal, Project CURB is developing and implementing environmental prevention strategies. These environmental prevention strategies serve to promote policy and procedural changes that inhibit youth access to alcohol, as well as alter community perceptions and social norms around youth drinking. As a result of the interventions enacted by Project CURB, it is expected that youth will have an increase in knowledge of binge drinking and related consequences, be less accepting of binge drinking, engage less frequently in binge drinking, experience fewer of the negative consequences related to binge drinking, and have less access to alcohol through commercial and social sources.

Project CURB’s strategy includes: 1) raising community awareness, 2) limiting access to alcohol, and 3) creating policy and norm changes in the community. Project CURB has succeeded in increasing community recognition with Project CURB media messages regarding decreasing acceptance of youth bingeing; increasing community knowledge of the definition and consequences of bingeing; increasing retailer knowledge of the legal consequences of providing alcohol to minors; increasing support for environmental prevention strategies; and decreasing sales to minors.

The purpose of this document is to report on the analyses of primary and secondary data collected through this effort. The data will serve as a baseline to measure Project CURB’s long-term outcomes, the reduction of binge drinking, and the consequences of binge drinking among the target population of youth ages 16 to 20.

¹ Teen Tippler: America’s Underage Drinking Epidemic. National Center on Addiction and Substance Abuse, 2002.

² American Medical Association. Teenage drinking: Key findings of Teenage Research Unlimited (TRU) survey of teenagers and Harris Interactive survey of parents. *Office of Alcohol and Other Drug Abuse*, Chicago, IL, 2006.

³ National Institute on Alcoholism and Alcohol Abuse.

⁴ Grant, B.F., D.A. Dawson. Age at onset of alcohol use and its association with DSM-IV alcohol abuse and dependence: Results from the National Longitudinal Alcohol Epidemiologic Survey. *Journal of Substance Abuse* 9, 1997:103-10.

Methodology

Project CURB established four primary research questions:

- What is the prevalence of binge drinking?
- Where are underage drinkers accessing and drinking alcohol?
- What are the consequences of underage binge drinking?
- What are the perceptions and social norms of binge drinking?

Applied Survey Research (ASR) answered these questions through the analysis of primary and secondary data. The primary data consisted of responses collected from the *Youth Survey* and the *Adult Community Survey*. *One-on-One Interviews* were also conducted in 2006 whereby community members and Project CURB collaborative members conducted interviews with 161 community stakeholders and key informants.

The *Youth Survey* monitors Santa Cruz County youths' binge drinking prevalence, perceptions of binge drinking, methods of accessing alcohol, and consequences related to binge drinking. The *Youth Survey* was conducted for the first time in the spring of 2006 and for the second time in the spring of 2007. Over 400 youth, ages 16 to 20, in Santa Cruz County were surveyed both years. The survey instrument and protocol received approval from ASR's Institutional Review Board (IRB). The IRB is designed to protect human subjects from harm. The survey was a peer-to-peer survey by which trained youth interviewers ages 16 to 20 distributed the survey to other youth of the same age group within Santa Cruz County. The survey was then self-administered and returned in a sealed envelope to ensure confidentiality. Incentives were provided to both the interviewers and respondents.

The youth interviewers represented a diverse sample of the population as well as a diverse representation of school attendance. They came from local public and private high schools, alternative schools, Cabrillo College, UCSC, and some youth did not attend school. The interviewer diversity generated a diverse sample of survey respondents, many of whom do not usually have the opportunity to share their opinions, such as those students not in school, or in private or charter schools.

The *Adult Community Survey* focuses on the opinions and perceptions of adult Santa Cruz County community members about alcohol consumption, youth binge drinking and binge drinking prevalence. This telephone survey was conducted with 400 randomly selected Santa Cruz County residents, 21 years or older, in the spring of 2006 and conducted again in the spring of 2007 with 400 randomly selected Santa Cruz County adults over the age of 20. ASR is 95% confident that the opinions of the overall survey respondents do not differ from those of the general population of Santa Cruz County by more than +/- 5%.

Telling the Story: Turning the Curve on Binge Drinking in Santa Cruz County

What is the Definition of Binge Drinking?

According to the National Institute on Alcohol Abuse and Alcoholism National Advisory Council, "a 'binge' is a pattern of drinking alcohol that brings blood alcohol concentration (BAC) to 0.08 gram

percent or above. For the typical adult, this pattern corresponds to consuming 5 or more drinks (male), or 4 or more drinks (female), in about 2 hours. Binge drinking is clearly dangerous for the drinker and for society.”⁵

Many residents and the majority of youth are not aware of the definition binge drinking.

Youth Survey and *Adult Community Survey* respondents were asked, “how many drinks do you need to drink in about 2 hours to be considered binge drinking?” Forty-four percent (44%) of 2006 *Adult Community Survey* respondents were correct in their definition of binge drinking, and 21% were over in their definition, believing that more drinks are considered binge drinking. In comparison, 28% of the 2007 *Youth Survey* respondents were correct in their definition of binge drinking, and 60% believed that more drinks are considered binge drinking. In 2007, 35% of *Adult Community Survey* respondents were correct in their definition of binge drinking, a decrease of 8% from 2006. However, a higher percentage of respondents defined binge drinking as 1-3 drinks in 2007 (43%) than in 2006 (36%).

The percentage of youth reporting the correct definition of binge drinking increased between 2006 and 2007.

A larger percentage of 2007 *Youth Survey* respondents (28%) were correct in their definition of binge drinking than those in 2006 (24%). Subsequently, the percentage of *Youth Survey* respondents who were over in their definition, believing that more drinks are considered binge drinking, decreased from 66% in 2006 to 60% in 2007.

What are the Perceptions and Social Norms of Binge Drinking in Our Community?

One aspect of Environmental Prevention Strategies is addressing misperceptions and norms around alcohol. This involves increasing the perceptions of harm regarding youth alcohol use and decreasing levels of acceptance around youth drinking.

The more youth drink, the less likely they are to believe that binge drinking can cause great harm.

Only 19% of *Youth Survey* respondents who binge drank in the past 30 days believed that people put themselves at “great risk” if they binge drink. In comparison, 45% of *Youth Survey* respondents who did not drink alcohol during the previous year reported the belief that binge drinking can cause “great risk of harm.” Overall, only 30% of 2007 *Youth Survey* respondents, an increase of 5% from 2006, believed that people put themselves at “great risk of harm” if they have 5 or more drinks in about 2 hours.

Perception of others’ approval may influence how much youth drink.

The more youth drink, the less likely they were to believe that their parents or friends would disapprove of their drinking. Eighteen percent (18%) of 2007 *Youth Survey* respondents who reported binge drinking in the past 30 days, compared with 62% of those who did not drink in the last year, believed that their friends felt it was “very wrong” or “wrong” to drink alcohol regularly. Seventy-one percent (71%) of youth who binged in the past 30 days, as compared with 93% of youth who did not drink in the last 12 months, believed that their parents felt it was “very wrong” or “wrong” to drink alcohol on a regular basis.

⁵ National Institute on Alcohol Abuse and Alcoholism Newsletter, Winter 2004, Number 3.

Some youth believe that it is okay to occasionally get drunk, even if it interferes with academics, work or other responsibilities.

About one-third (36%) of both 2006 and 2007 *Youth Survey* respondents perceived that the most common attitude about drinking among youth ages 16 to 20 is “occasionally getting drunk is okay as long as it doesn’t interfere with academics, work or other responsibilities.” However, about one-fifth of youth (20% in 2006 and 22% in 2007), perceived that the most common attitude among youth ages 16 to 20 was “occasionally getting drunk is okay even if it does interfere with academics, work or other responsibilities.”

The community is perceived to have a high tolerance of binge drinking.

Nearly half (46% in 2006 and 44% in 2007) of all *Adult Community Survey* respondents felt that the community of Santa Cruz County is accepting of youth binge drinking. Yet only 8% of 2006 respondents and 13% of 2007 respondents personally believed that youth binge drinking is acceptable.

What is the Prevalence of Binge Drinking?

Rates of binge drinking among *Youth Survey* respondents decreased overall between 2006 and 2007. However, rates of binge drinking remained high. As seen both nationally and locally, alcohol remains the top drug of choice for youth and is reported as the leading cause of death among teens.^{6;7}

Youth show higher levels of binge drinking than adults.

Forty-four percent (44%) of *Youth Survey* respondents reported binge drinking in the past 30 days according to the *Youth Survey* conducted in 2007. This is in comparison to 11% of adults in Santa Cruz County who reported binge drinking (*Santa Cruz County Community Assessment Project, 2007*). When *Youth Survey* respondents were asked about their drinking *over the last year*, 59% reported binge drinking.

Youth binge drinking rates decreased between 2006 and 2007.

The percentage of *Youth Survey* respondents reporting binge drinking *in the past 30 days* decreased slightly between 2006 and 2007, from 47% in 2006 to 44% in 2007. Between 2006 and 2007, the percentage of *Youth Survey* respondents that reported binge drinking *in the past 12 months* significantly decreased from 66% in 2006 to 59% in 2007 (this decrease was statistically significant).

The percentage of youth who binge drink increases with age.

Forty-two percent (42%) of high school student 2007 *Youth Survey* respondents reported binge drinking *within the past 30 days*, compared with 55% of college student 2007 *Youth Survey* respondents who reported binge drinking *within the past 30 days*. However, with 11% of adults binge drinking, there appears to be a drop in binge drinking in adulthood.

Percentages of Youth Survey respondents who reported binge drinking in the past 12 months were high throughout the County.

Seventy to 80% of 2007 *Youth Survey* respondents who lived in Felton and Scotts Valley reported binge drinking *over the past year*. Sixty to 70% of youth in Ben Lomond and Soquel reported binge

⁶ Teen Tippler: America’s Underage Drinking Epidemic. National Center on Addiction and Substance Abuse, 2002.

⁷ American Medical Association. Teenage drinking: Key findings of Teenage Research Unlimited (TRU) survey of teenagers and Harris Interactive survey of parents. *Office of Alcohol and Other Drug Abuse*, Chicago, IL, 2006.

drinking during the past year. Fifty to 60% of youth in parts of Aptos, Santa Cruz, Capitola, and Watsonville reported binge drinking in the past 12 months.

What are the Consequences of Binge Drinking?

The *Youth Survey* revealed overall decreases in the negative consequences associated with binge drinking between 2006 and 2007, with the exception of those who reported having experienced memory loss as a result of binge drinking. Despite the overall decreases in alcohol-related consequences, the impact of youth binge drinking on the youth and the community as a whole is a serious issue in Santa Cruz County.

Youth are experiencing memory loss as a result of drinking.

Forty-six percent (46%) of 2007 *Youth Survey* respondents reported having “had memory loss” due to drinking *in the past 12 months*. This reflected a small increase from the 2006 *Youth Survey* respondents, with 44% reporting experiencing memory loss in the past year.

Youth are drinking and driving and riding with intoxicated drivers.

The 2007 *Youth Survey* results revealed that 39% of youth respondents reported riding in a car driven by someone who had been drinking. The results of the 2007 survey also indicated that, during the last year, youth who were heavier drinkers (60%) reported riding with an intoxicated driver more often than lighter drinkers (14%).

Approximately 30% of all youth respondents in 2006 reported having driven a car while under the influence of alcohol during the past year. This percentage remained about the same in 2007, with 29% of youth respondents reporting drinking and driving in the past year.

The majority of community members feel that the legal consequences of providing alcohol to minors are not enforced.

Over half (54%) of 2007 *Adult Community Survey* respondents reported that they believe that the consequences for providing alcohol to minors are not enforced, while 34% of 2007 *Youth Survey* respondents reported having been approached by an officer when drinking or drunk and not being cited or arrested in their lifetimes.

Binge drinking is resulting in unplanned, unprotected and unwanted sexual activity among youth.

Overall, the percentages of negative sexual consequences resulting from drinking reported by *Youth Survey* respondents decreased between 2006 and 2007. According to the 2007 *Youth Survey*, 21% of all respondents reported having had unplanned sex, 17% reported having had unprotected sex, 15% reported that they were taken advantage of sexually, 9% reported having had unwanted sex, and 6% reported that they took advantage of another person sexually as a result of drinking during their lifetimes.

When looking at these same behaviors for male and female youth, the 2007 *Youth Survey* respondents revealed female youth were nearly twice as likely to report being taken advantage of sexually as a result of drinking than male youth (19% and 10% respectively). Approximately the same percentage of males and females reported having unwanted sex as a result of drinking (9% and 10%, respectively). Nearly twice as many males than females reported taking advantage of another person sexually as a result of drinking (7% and 4% respectively).

Some youth have considered and attempted suicide as a result of drinking.

In the 2006 *Youth Survey*, 18% of respondents reported that as a result of drinking they had “seriously thought about suicide” during the past year, and 11% had “seriously tried to commit

suicide” during the past year. These percentages decreased in 2007, with 10% of *Youth Survey* respondents reporting that they had “seriously thought about suicide,” and 5% reporting having “seriously tried to commit suicide.”

Some youth have thought they have a problem with alcohol

About one in five, or 22%, of all youth interviewed in 2006 reported having “thought (they) might have a drinking problem.” This percentage remained consistent between 2006 and 2007, with 21% of respondents in 2007 stating that they have thought they might have a drinking problem. In 2006, 17% of youth had “tried unsuccessfully to stop using alcohol; this percentage decreased to 12% in 2007.

Where are Youth Accessing Alcohol?

Project CURB has succeeded in increasing retailer knowledge of the legal consequences of providing alcohol to minors and in decreasing sales to minors. However, with fewer youth getting alcohol from retailers, there has been an increase in youth reporting accessing alcohol from adults they know.

Alcohol is easy to obtain by underage drinkers.

A large majority (85% in 2006 and 91% in 2007) of *Adult Community Survey* respondents reported believing that it is easy for youth ages 16 to 20 to obtain alcohol if they really want it. Slightly fewer *Youth Survey* respondents (78% in 2006 and 88% in 2007) held the same perception. The *Youth Survey* respondents who drank alcohol within the past year felt alcohol was easier to obtain than youth who did not drink during the past 12 months.

Small percentages of youth are purchasing alcohol from stores or shoulder tapping.

Nine percent (9%) of 2007 *Youth Survey* respondents reported that they bought alcohol themselves from the store. Twenty-four percent (24%) of the 2006 *Youth Survey* respondents, and 20% of the 2007 *Youth Survey* respondents, reported “shoulder tapping,” meaning asking someone they do not know to purchase alcohol.

The majority of youth are obtaining alcohol from adults they know over the age of 21.

Eighty-four percent (84%) of the 2007 *Youth Survey* respondents reported receiving alcohol from adults they know. This could mean “from home with parent permission,” “from home without parental knowledge,” “from friends’ homes with parental knowledge,” “from friends’ homes without parental knowledge,” “from older sisters, brothers,” “from relatives other than parents and siblings,” or “from friends over 21.”

Percentages of Youth Survey respondents who reported receiving alcohol from adults they know were high throughout the County.

Ninety to 100% of *Youth Survey* respondents living in Boulder Creek, Live Oak, and Capitola reported receiving alcohol from adults they knew. This is followed by youth in Santa Cruz, Ben Lomond, Scotts Valley, Freedom, and Watsonville (80-90%), and Aptos and Soquel (70-80%).

Where are Youth Drinking Alcohol?

National and local studies have shown that homes and house parties are the primary source of access to alcohol for underage youth.^{8; 9; 10; 11; 12; 13} Local research has found that binge drinking and youth access to alcohol is supported by adult providers of alcohol at social events and house parties.

Binge drinking often occurs in the home, with or without parental knowledge.

Though only 16% of *Adult Community Survey* respondents felt it was “somewhat acceptable” or “very acceptable” to allow youth to drink in their homes, 66% of 16 to 20 year old 2007 *Youth Survey* respondents reported that they drank in their homes. This included youth who reported usually drinking at parties with parents or adults in the home as well as without.

Percentages of Youth Survey respondents who reported drinking in their homes were high throughout the County.

Sixty-five to 80% of the *Youth Survey* respondents living in Aptos, Ben Lomond, Boulder Creek, Santa Cruz, Felton, Scotts Valley, and Capitola reported drinking in their homes. This is followed by youth in Soquel, Freedom, and Watsonville, with 60-65% of *Youth Survey* respondents reporting that they drank in their homes.

What is Project CURB Doing to Address Binge Drinking in Our Community?

The Project CURB *Adult Community Survey* conducted in Santa Cruz County in the spring of 2007 found that 16% of respondents felt it was “somewhat acceptable” or “very acceptable” to allow youth to drink alcohol in their homes. Data from the 2007 *Youth Survey* supports this permissive sentiment as 66% of youth surveyed in 2007 reported drinking in private homes and 84% indicated that they receive alcohol from adults they know. With research indicating that most underage drinking occurs in homes and private house parties, in order to reduce youth access to alcohol, social access must be addressed.

Social host liability targets the location in which underage drinking takes place. Social host liability laws hold non-commercial individuals responsible for underage drinking events on property they own, lease, or otherwise control.

According to current research and trial studies across the nation, social host laws are among the most effective strategies in reducing binge drinking rates and its consequences such as driving under the influence and alcohol-related automobile crashes.¹⁴ Research has shown that communities that have social host policies tend to change adult tolerance and social norms of

⁸ Pacific Institute for Research and evaluation. *A practical guide to preventing and dispersing underage drinking parties*, 1999.

⁹ Mayer, R.R., J.L. Forster, D.M. Murray, and A.C. Wagenaar. Social settings and situations of underage drinking. *Journal of Studies on Alcohol*, Vol. 59(2), 1998, pp. 207, 214.

¹⁰ Harrison, P.A., J.A. Fulkerson, and E. Park. Relative importance of social versus commercial sources in youth access to tobacco, alcohol, and other drugs. *Preventive Medicine*, Vol. 31, 2000, pp. 39-48.

¹¹ Hearst, M.O. Fulkerson, J.A., Maldonado-Molina, M.M., Perry C.L., and Komro, K.A.. Who needs liquor stores when parents will do? The importance of social sources of alcohol among young urban teens. *Preventive Medicine*, Vol. 44(6), 2007, 471-476.

¹² Jones-Webb R, T. Toomey, K. Miner, A.C. Wagenaar, M. Wolfson, R. Poon. Why and in what context adolescents obtain alcohol from adults: A pilot study. *Substance Use & Misuse*, Vol. 2, 1997, pp. 219-228.

¹³ Wagenaar, A.C., T.L. Toomey, D.M. Murray, B.J. Short, M. Wolfson, and R. Jones-Webb. Sources of alcohol for underage drinkers. *Journal of Studies on Alcohol*, Vol. 57, 1996, pp. 325-333.

¹⁴ Stout, E. M., Sloan, F.A., Liang, L., & Davies, H. H. Reducing harmful alcohol-related behaviors: Effective regulatory methods. *Journal of Studies on Alcohol*, 2000.

underage drinking and consequently change alcohol consumption behavior by youth.¹⁵ The National Academic Institute of Medicine (IOM) recommends that cities/counties and states consider strengthening social host liability laws to deter adults from hosting underage parties and purchasing alcohol for, or providing alcohol to, youth in their community.¹⁶

The California Law Enforcement Executive Forum held in July 2006 identified a set of recommendations to reduce underage drinking. One of the top strategies identified on the policy agenda was social host and cost recovery ordinances that hold party hosts accountable for underage drinking and other alcohol related crimes. The forum's policy brief states, "Prevention and education simply do not work without a healthy dose of enforcement to set clear, swift consequences and to create the deterrence necessary to stop high-risk drinking before it starts."¹⁷

As of January 2007, there were 21 states in the U.S. with laws that make social hosting a misdemeanor. California does not currently hold such a statute. In the absence of a state statute, however, many cities and counties began to pass social host laws. Currently, 28 cities and 4 counties (Ventura, San Diego, Sonoma, Marin) in the State of California have some form of social host liability. *A Practical Guide to Preventing and Dispersing Underage Drinking Parties* provides more information about the effectiveness of social host ordinances.¹⁸

The City of Santa Cruz Loud and Unruly Gathering Ordinance (Ordinance No. 2005-20, Loud and Unruly Gathering) was instituted in response to neighborhood complaints about a growing problem with out-of-control house parties in the Westside area of the City of Santa Cruz. The ordinance provides for both civil penalties (the full cost of the police response on a second offense within one calendar year) and criminal fines (\$250 on a first offense; \$500 on a second offense; and \$1,000 for a third offense within one calendar year). Social host laws have given law enforcement and the community an effective tool to control and deter private parties in which underage drinking is occurring. The Santa Cruz Police Department and The Santa Cruz Neighbors report that the ordinance has been highly successful in decreasing the number of house parties at which adults are providing alcohol to minors and increasing community awareness and response to the problem of binge drinking.

The Together for Youth Collaborative along with its 100+ member organizations are working with the Santa Cruz County Sheriff's Department to recommend to the Santa Cruz County Board of Supervisors to strengthen the existing Loud or Unruly Gatherings ordinance (Chapter 8.32).

Does the Community Support Policy Change?

Santa Cruz County community members living in other areas of the county (that do not have comprehensive social host ordinances) have expressed that such an ordinance would be useful in increasing public safety and reducing youth access to alcohol. When asked about social host ordinances, a respondent from the Project CURB One-on-One community interviews conducted earlier this year stated: "One of the biggest things I fear (for my kids) are big parties. This type of ordinance would lesson these events. The policy backs you up when you're facing your teens"

¹⁵ Wagenaar, A. C., Murray, D. M., Gehan, J. P., Wolfson, M., Forster, J. L., Toomey, T. L., Perry, Ch. L., Jones-Webb, R. Communities Mobilizing for Change on Alcohol: Outcomes from a randomized community trial. *University of Minnesota, Division of Epidemiology, School of Public Health*, 1998.

¹⁶ National Research Council and Institute of Medicine, Committee on Developing a Strategy to Reduce and Prevent Underage Drinking. Bonnie, R.J., and O'Connell, M.E., eds. *Reducing Underage Drinking: A Collective Responsibility*. Washington, DC: National Academies Press, 2004. Available online at: <http://www.nap.edu/books/0309089352/html>.

¹⁷ California Department of Alcoholic Beverage Control. California Law Enforcement Executive Forum on College Drinking, 2006.

¹⁸ Pacific Institute for Research and evaluation. *A practical guide to preventing and dispersing underage drinking parties*, 1999.

(Live Oak resident).¹⁹ Another community member noted, “This type of ordinance would send the message to adults and teens that it’s not OK to provide [alcohol] to minors” (Aptos resident).¹⁹

Community members feel that policies and laws should target the ways in which youth are accessing alcohol.

As the large majority of 2007 *Youth Survey* respondents reported receiving alcohol from adults they know (84%), targeting the adult providers is a key method in reducing binge drinking among underage youth. Almost 60% of 2007 *Adult Community Survey* respondents agreed with the statement, “Stiffer punishments for adults who provide alcohol to minors will decrease youth’s access to alcohol.” Eighty-eight percent (88%) of 2007 *Adult Community Respondents* reported that they would support stiffer penalties for adults who provide alcohol to underage youth. Eighty-three percent (83%) of 2007 *Adult Community Survey* respondents reported supporting a social host ordinance in their community. A social host ordinance is a law that holds adults responsible by applying a fine if minors other than their own children are consuming alcohol on properties that they own, lease, or otherwise control.

Percentages of Adult Community respondents who reported supporting a social host ordinance in their Community were high throughout the County.

The highest percentages (90-100%) of 2007 *Adult Community Survey* respondents who reported supporting a social host ordinance in their community were in Felton, Scotts Valley, and Soquel. This was followed by Live Oak, Aptos, and Watsonville, with 80-90%, and Santa Cruz and Boulder Creek, with 70-80% of 2007 *Adult Community Survey* respondents reporting support for a social host ordinance. Ben Lomond had less than 70% of *Adult Community Survey* respondents who reported being in support for a policy that attempts to reduce youth access to alcohol through reducing social access.

¹⁹ Project CURB (2007). One on One Interviews.