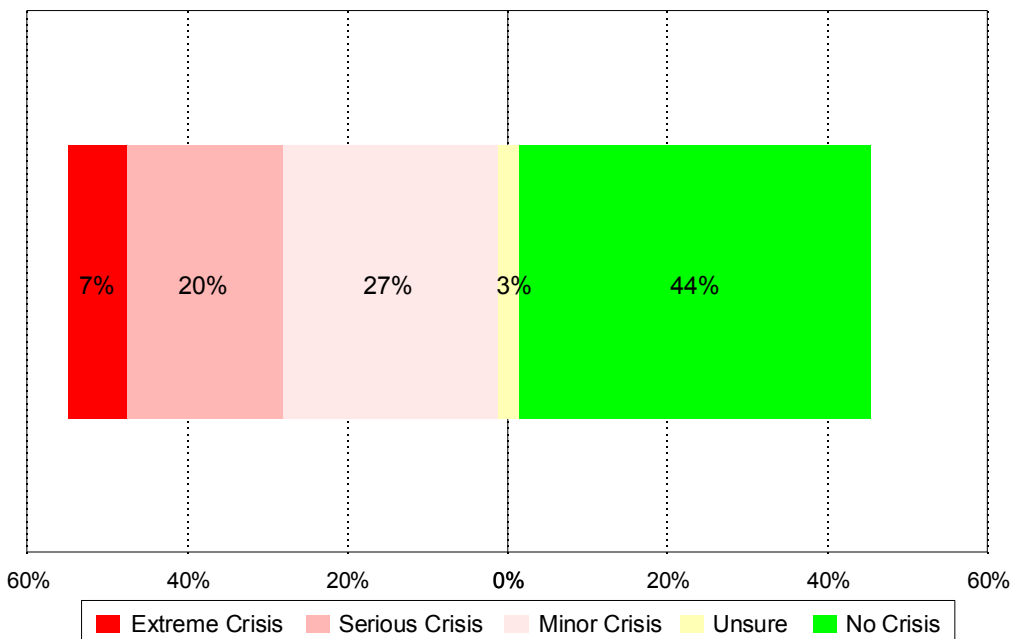


Overall Youth Drinking and Rowdiness Crisis

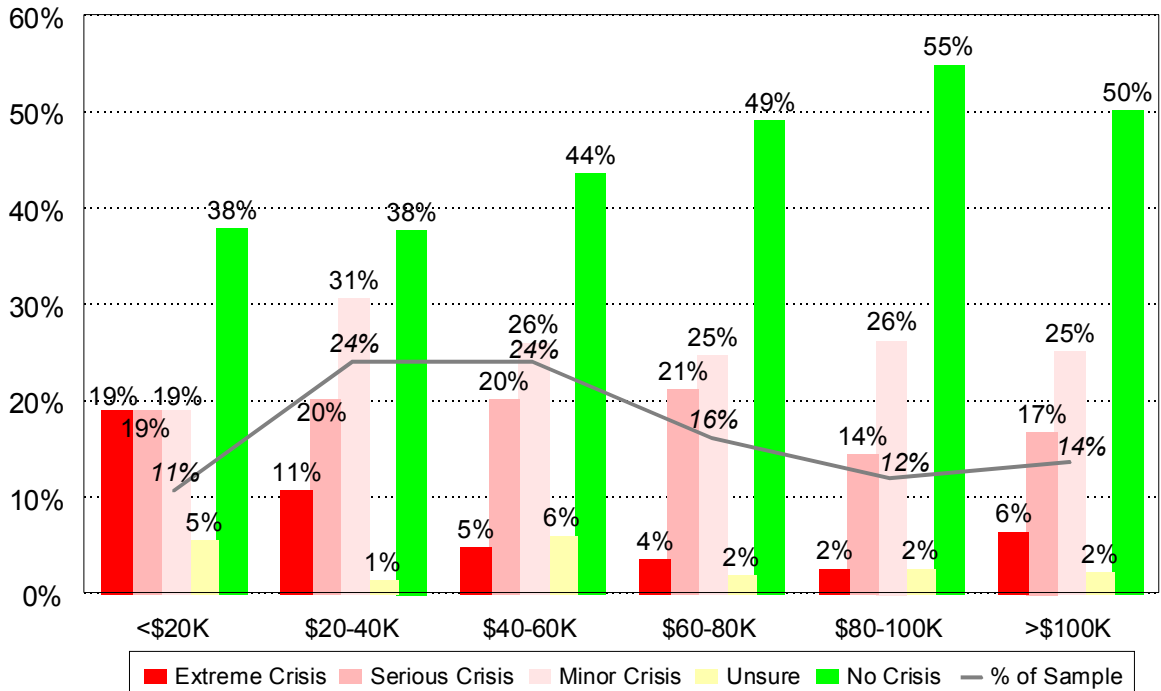
As crises go, youth drinking and rowdiness ranks fairly low on the scale of concern for San Diego County residents. In fact, 71% feel either no crisis exists or there is currently only a minor crisis affecting the region. This opinion is consistent throughout all age groups and for both City and County residents.

Youth Drinking & Rowdiness Crisis



Affluence -- or the lack of it -- is the most significant factor affecting how residents view youth drinking and rowdiness. Most residents earning over \$80,000 per year believe there's no crisis at all, but greater concern exists among those earning less than \$40,000. Only 38% of low income residents say there is no crisis while about one-third believe youth drinking and rowdiness has become a "serious" crisis. Because lower income residents tend to live in areas where crime is more prevalent, this suggests that residents view this as a public safety issue.

Youth Drinking & Rowdiness Crisis by Income



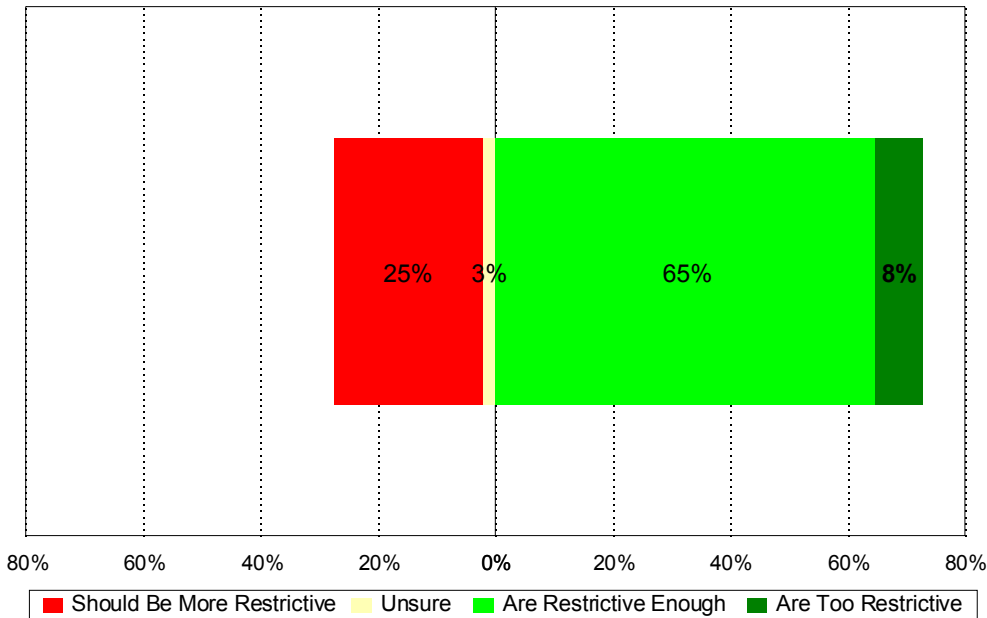
Politically conservative residents are much more likely than liberals to view the present state of youth drinking as a crisis. This suggests that the issue is also viewed through a moral prism. Only 29% of very conservative residents see no crisis at all, while 34% believe we are facing a serious crisis.

Geographically, people in the north coastal region (the Interstate 5 corridor north of the City of San Diego) tend to be less concerned about youth drinking and rowdiness than residents in the balance of the County. This may be due to the influence of the larger military population in the Oceanside area.

Are Current Laws Strict Enough?

Most County residents are content with the current laws regarding alcohol consumption in San Diego as 65% percent feel the laws are restrictive enough. However, a sizable minority (25%) feel the laws should be more restrictive and very few believe they are too tough. So, on balance, the pressure for more restrictive laws is greater.

Laws Regulating Alcohol Consumption

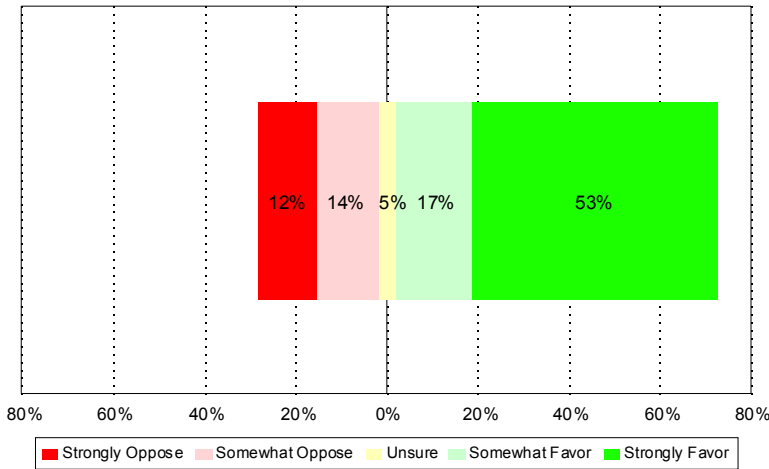


Folks east of the City tend to be less satisfied with the current restrictions, while overwhelming numbers of residents north of Interstate 8 are comfortable with the current laws. In general, females are a bit more likely than males to call for more restrictive alcohol laws. The conservatives' general concern noted above is also reflected here in that they a bit more likely to call for tougher laws.

“House Party” Ordinances

About 70% of San Diegans strongly support the “house party” ordinances that hold parents liable for serving alcohol to minors. Even 68% of those who think laws regulating alcohol consumption are currently “restrictive enough” favor the house party ordinances and half strongly favor them. It is interesting to note that house party ordinances enjoy support among folks in the 18-24 age group -- half of whom are legally designated as minors who might be subject to these laws. While liberals favor house party ordinances, conservative residents register still higher levels of support.

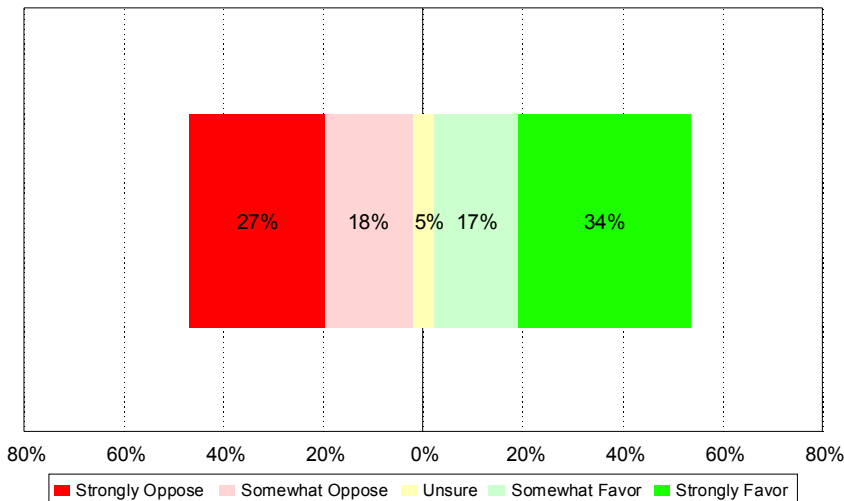
House Party Ordinances



July 4th Keg Ban

How do San Diegans feel about the ban on beer kegs at San Diego beaches during the July 4th holiday? Things get much more interesting here as opinions run the gamut. Overall, residents are fairly evenly split on the issue with 51% saying they favor the ban (34% strongly), 45% saying they oppose it (27% strongly), and 5% unsure how they feel about it.

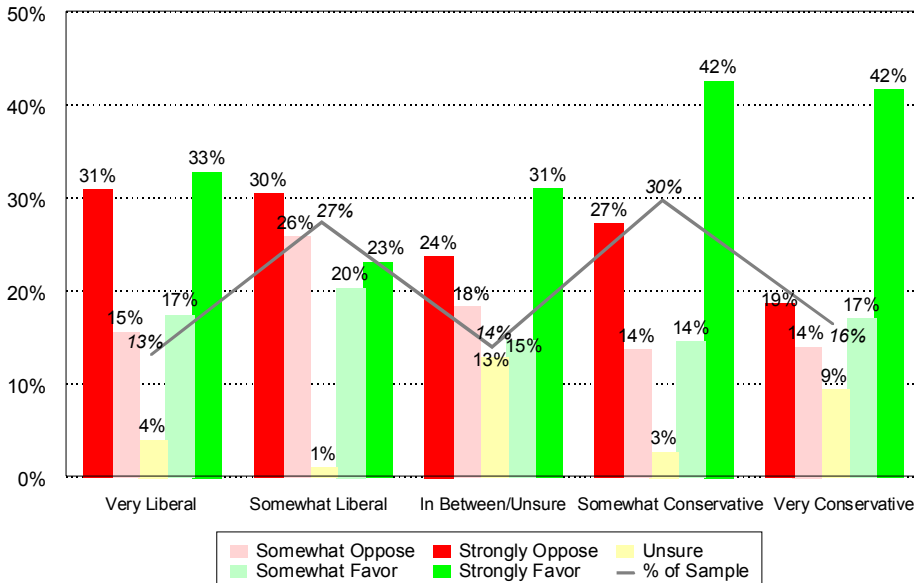
Beer Keg Ban



Opinions divide deeply along both gender and age lines. Fifty-five percent of males oppose the keg ban (36% strongly) while even more females support the ban and do so more forcefully. Younger people tend to dislike the ban, as 51.5% of those 18 to 34 oppose it (35% strongly). However, 55% of residents over the age 35 support it (38% strongly). [bar w/line: keg ban by age (collapse 18-34 year-olds and 35+)]

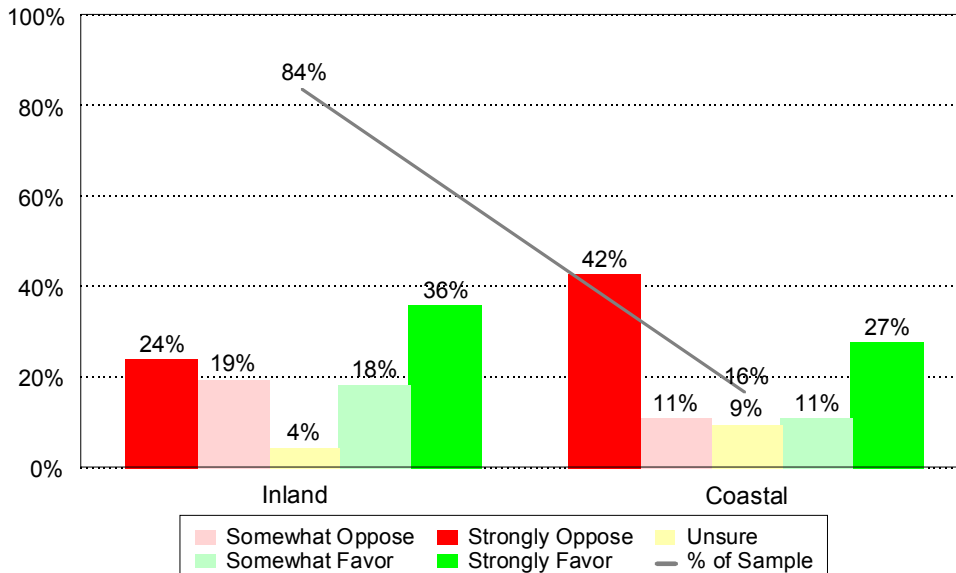
Conservative residents are again out in front on alcohol restrictions. They tend to favor the ban, while liberals oppose it.

Beer Keg Ban by Ideology



Most striking is that those who live in coastal neighborhoods are likely to *oppose* the keg ban. This flies in the face the oft-held perception that residents west of Interstate 5 are rabid supporters of alcohol limits at the beach. One-in-six County residents live near the beach.

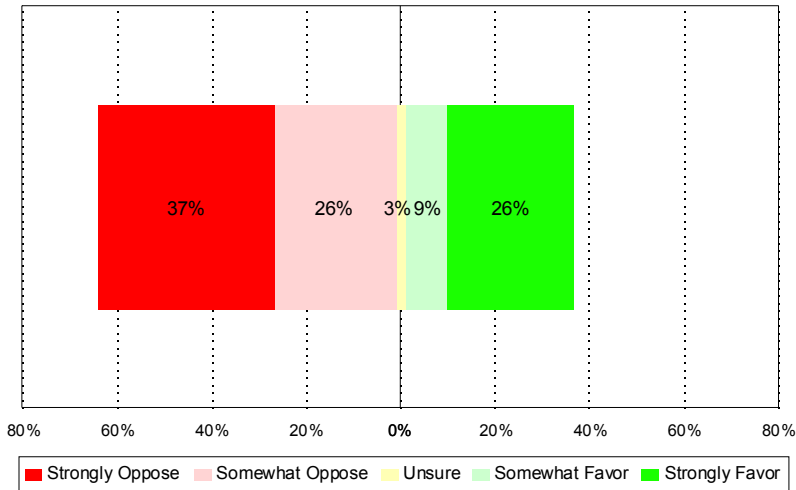
Beer Keg Ban by Coastal vs Inland



Total Ban on Alcohol at the Beach

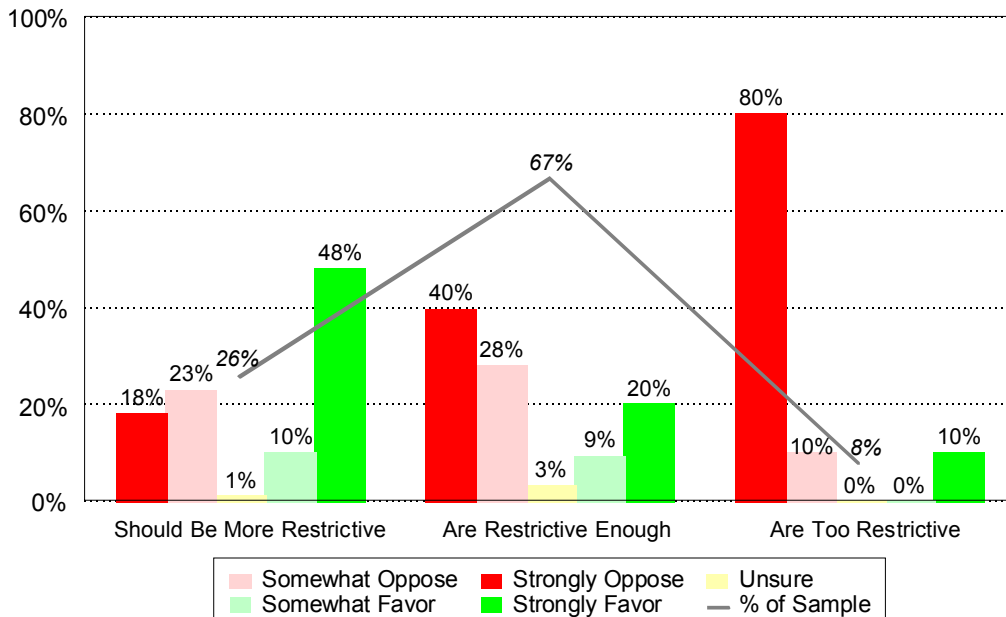
While the July 4th beach keg ban is contentious, most residents feel a total alcohol ban at all County beaches would go too far. Sixty-three percent oppose a total ban (37% strongly) though 35% support instituting one (26% strongly).

Complete Alcohol Ban at Beaches



Most of those who feel current laws are restrictive enough feel a total alcohol ban would be going too far, but 58% of those who want stricter laws would in fact support a complete ban. This indicates just how far those who want more restrictions are willing to go and that they are out of step with the mainstream on this issue.

Complete Alcohol Beach Ban by Current Alcohol Restrictions



Many of the divisions noted earlier apply to the notion of a complete ban. Opposition to a total beach ban is strongest among upper income residents, those residing in coastal communities, liberals, males and younger residents. Again, it is intriguing to find coastal residents *opposing* a tougher ban.

Conclusion

Though most residents don't see things as rising to crisis proportions and they feel laws are currently restrictive enough, they do see room for more targeted restrictions when it comes to the house party ordinances. The beach keg ban is far more contentious with battle lines on this issue drawn between young and old, male and female and coastal and inland residents. The last division strongly suggests that a "beach ethos" comparable to "party and let party" exists which is not explained by ideology, age or income. Throughout the data we find that conservatives are much more likely to support restrictions while liberals are less likely to go nearly as far. Lower income residents are also more likely to favor restrictions, possibly because they are less able to insulate themselves from the problems summer vice may bring.

How the KPBS / Competitive Edge Research Poll Was Conducted

The survey was conducted by professional telephone interviewers on June 4th and 5th and contains 401 responses. Qualified respondents were limited to adults residing in San Diego County. Scientific Telephone Samples, Inc provided the random sample.

Verification procedures were followed and no surveys were rejected in the process. Editing, coding, computer processing and tabulation of the data were done at Competitive Edge's office in San Diego, CA. The computer tabulations were produced using SPSSPC+ version 11.0, a statistical package copyrighted by SPSS, Inc.

The confidence level associated with samples of this type is such that, with a question where the respondents answer 50% "yes" and 50% "no," 95% of the time the results are within plus or minus 4.9% (in each sample) of the *true value*, where true value refers to the results obtained if it were possible to interview every possible qualified respondent. The degree of error is reduced when responses have larger (e.g. 60% - 40%, 70%-30%, etc.) percentages differences. Conversely, the margin of error is increased somewhat when a subset of the entire 401 responses is analyzed.