

Methodology

- ◆ **Sample Size of 600**
- ◆ **Pre-notification letter**
- ◆ **Survey with cover letter, postage paid envelope, and incentive**
- ◆ **Reminder postcard**

Response Rate

- ◆ **35%, or n = 204 , of eligible sample responded to survey (22 undeliverables)**

Sample Characteristics

	Sample Size*	Percent (%) of Total Sample
Total	204	100

AGE

17 or younger	0	0%
18-19	0	0%
20-24	4	2%
25-34	9	4%
35-44	28	14%
45-54	50	25%
55-59	25	12%
60-64	14	7%
65 or older	65	32%

GENDER

Female	104	51%
Male	89	44%

SCHOOLING COMPLETED

Less than high school	8	4%
High school graduate or GED	60	29%
Vocational/technical training	23	11%
Some college	34	17%
College degree	50	25%
Graduate school or professional	20	10%

ETHNICITY**

American Indian	1	0%
Asian or Pacific Islander	0	0%
Black or African American	0	0%
Latino or Hispanic	0	0%
White	194	95%

**Sample
Size*** **Percent (%) of
Total Sample**

PARENT OR PRIMARY CAREGIVER OF CHILD(REN) UNDER 21

Yes	58	28%
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IF PARENT OR PRIMARY CAREGIVER, AGES OF CHILD(REN)**

0-6 years	14	7%
7-12 years	21	10%
13-17 years	34	17%
18-20 years	29	14%

**HEARD OF ALCOHOL OR DRUG-RELATED YOUTH DEATH IN
COMMUNITY, LAST 12 MONTHS**

Yes	122	60%
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**HEARD OF INCIDENT SUCH AS PROMINENT PERSON
EMBEZZLING MONEY TO SUPPORT GAMBLING, LAST 12
MONTHS**

Yes	96	47%
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* Totals may not sum to 204 due to missing data.

** Percentages may sum to more than 100% because respondents were allowed to check multiple responses.