

Marquette County Alcohol Environment - 2006

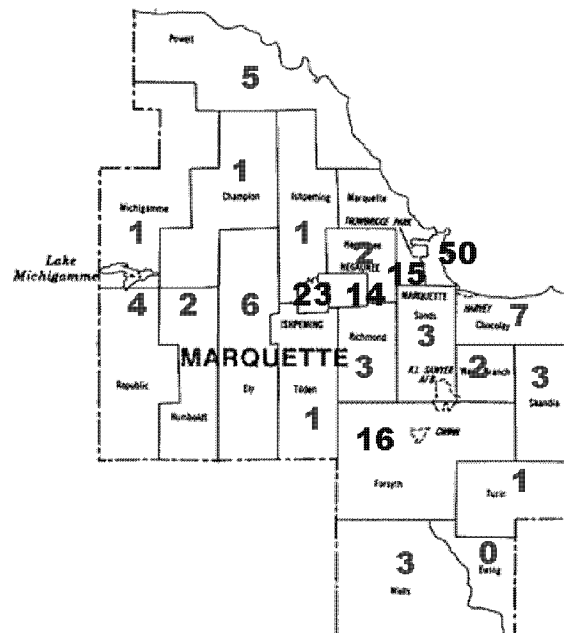


This report was created to “paint a picture” of the county’s attitude about alcohol and to gain some insight into the messages about alcohol that youth in Marquette County receive. It was originally used as part of the Town Meeting held April 3, 2006 to address underage drinking.

To create the report - youth from four schools divided up Marquette County and filled out forms reporting what messages regarding alcohol they saw.

The first step was to document where young people see alcohol being sold to adults legally.

They documented stores, restaurants and bars that they were aware of that sold alcohol. When these were compared to and combined with Official State of Michigan records – we were able to identify a total of 162 liquor licenses in Marquette County. 60 of these belonged to packaged retailers and 102 of these belonged to bars and restaurants. Not surprisingly, the location of alcohol sellers in Marquette County roughly corresponds to the population density patterns.



Location of liquor licenses by municipality or township

The second step was to examine advertising that youth see.

Youth observations documented that many of the gas stations had outdoor signs and banners indicating availability of beer but only one beer billboard in the county was found. They informally also noted that elaborate in-store beer displays were common in grocery stores. Youth who kept track of their television viewing on a typical weekend

documented that they personally saw an average of 2 alcohol ads per hour on television shows that they watched. An examination of local newspapers indicated that there are very few alcohol advertisements in print and that the vast majority of bars and restaurants that advertised focused their messages on their food service and live music.

The third step was to include data from other sources.

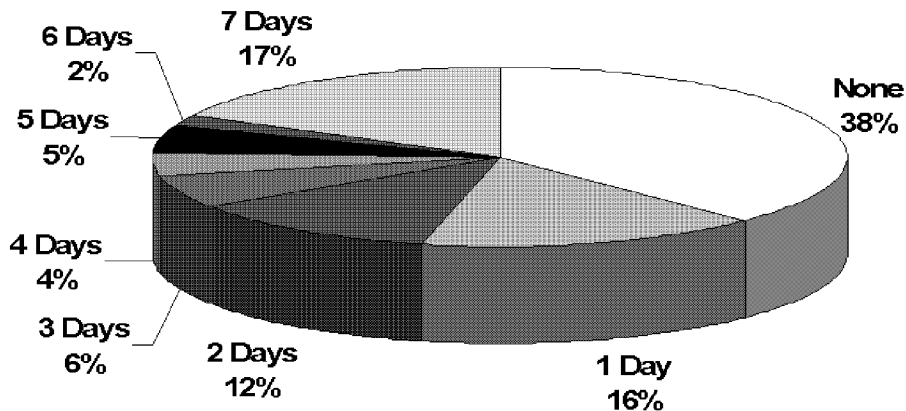
Comparing the statistics on liquor licenses in the state to population, we find that while on a state level, there is one liquor license per 623 persons – we see that in Marquette County, there is one liquor license per 399 persons. In Michigan’s Upper Peninsula, there is one liquor license per 298 people. The higher density of liquor licenses may be attributable to the increased focus on tourism in the U.P.

Another venue for alcohol sales is temporary liquor licenses issued for community events such as outdoor music and food festivals. In some areas of the country, it is common for these events to have corporate sponsorship from breweries. In Marquette County, no community events are currently sponsored by breweries; however, most of the community festivals have alcohol sales through temporary liquor licenses. Other community events permit attendees to bring alcohol in for their personal consumption.

According to the Michigan Behavioral Risk Factor Survey 2004, 27% of Marquette County adults are binge drinkers (consuming more than 5 alcoholic beverages in one evening at some time during the last month) and 9.8% of Marquette County adults are heavy drinkers (consuming more than 60 alcoholic beverages in 30 days).

To gain some perspective on how this affects youth, the statistic from the Michigan Behavioral Risk Factor Survey can be compared to the results of the 2004 Sidebar Survey conducted by the Great Lakes Center for Youth Development.

On average, how many days per week are you with adults who drink alcohol?

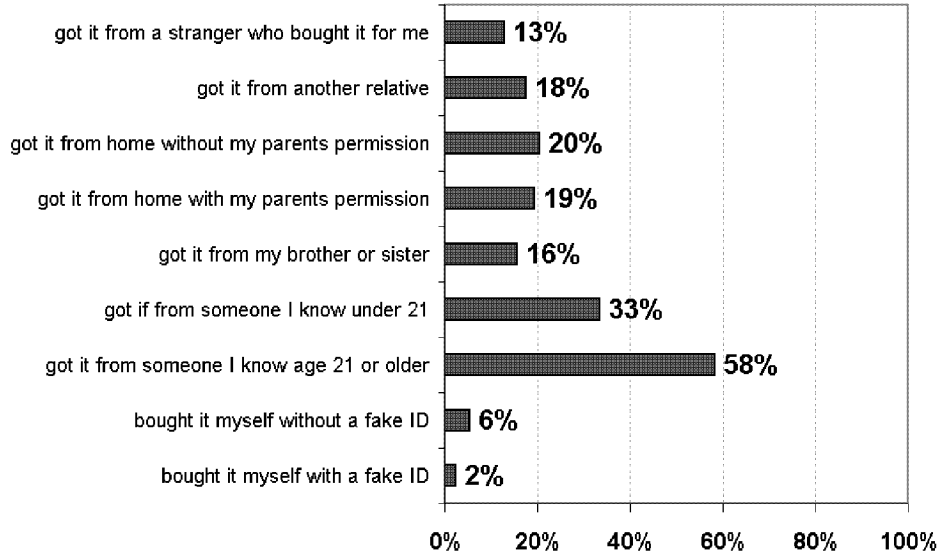


GLCYD Sidebar Survey 2004

According to sidebar survey, 66% of Marquette and Alger County youth are with adults who drink alcohol 2 or fewer days per week.

According to the Profiles of Student Life: Attitudes and Behaviors survey performed on 8th, 10th and 12th graders in Marquette and Alger County in 2004, 38% of youth surveyed said that they had used alcohol in the last 30 days and 25% stated that they had been drunk in the past two weeks.

The last time I drank alcohol it came from:



In the above chart, the respondents were permitted to check all that apply – so a youth who obtained alcohol from a 24 year old brother could check that the alcohol had come from “someone I know age 21 or older” and “brother or sister.” Also – respondents who had never drunk alcohol did not answer the question. One thing that is startling and noteworthy in this graph is the percentage of youth who responded that they obtained alcohol from home either with or without their parents’ permission.

Furthermore – the Sidebar Survey of 2004 indicated that youth felt it was easier to obtain beer than cigarettes. 68% of youth surveyed said that it would be “easy” or “very easy” for them to obtain beer, while 62% said that it would be “easy” or “very easy” for them to obtain cigarettes.

How to do an Alcohol Scan in your county

This social environment report was inspired by the Community Alcohol Personality Survey created by a group called FACE. It was adapted to meet our own goals for the Town Hall Meeting. We recommend that other communities working on youth substance use issues consider taking a similar look at your own community. You will want to adapt this to meet your own needs and to help frame the data that is available to you.

The first step is to identify a group of young people who can assist you in surveying the location of alcohol retailers and advertisements in your community. The point of examining the alcohol environment in this way is that it is helpful and illuminating to hear youth comment on what messages they receive regarding alcohol.

The second step is to locate additional data that will help fill in gaps and help flesh out the information that the youth provide.

Get a list of current liquor license holders for your county from the State Liquor Control Commission at <http://www.cis.state.mi.us/mlcc/liclists/liclis4.htm>.

For some insight into the ratio of liquor licenses per person in your county, refer to the table below:

	Census 2000 Population	Liquor Licenses	Persons per license
MICHIGAN	9,938,444	15,964	623
Upper Peninsula	317,258	1,064	298
Alger County	9,862	48	205
Baraga County	8,746	31	282
Chippewa County	38,543	120	321
Delta County	38,520	108	357
Dickinson County	27,472	74	371
Gogebic County	17,370	69	252
Houghton County	36,016	102	353
Iron County	13,138	53	248
Keweenaw County	2,301	17	135
Luce County	7,024	38	185
Mackinac County	11,943	85	141
Marquette County	64,634	162	399
Menominee County	25,326	59	429
Ontonagon County	7,818	47	166
Schoolcraft County	8,903	51	175

Michigan Behavioral Risk Factor Survey www.michigan.gov/brfs has data that can be accessed by county.

For other information, such as alcohol sales at community events and festivals – a few phone calls to city government offices, police stations, and event organizers will be worthwhile.

These are only a few of the sources that are available to you in putting together a picture of what messages youth get regarding alcohol usage in your community.

Online resources:

Report on town hall meeting:

<http://www.marquette.localhealth.net/PDFStore/UPPrevent/Townhallnewsletter.pdf>

Substance use survey findings:

<http://www.soyreport.org/40developmentalAssets.php>

http://www.soyreport.org/40DA_2004/9SubstanceUseBehaviors.php

Family mental health and substance abuse news:

www.family.samhsa.gov

Community Alcohol Personality Survey

Face: <http://www.faceproject.org>

<http://www.faceproject.org/freereports/reports/caps-survey.pdf>

Great Lakes Center for Youth Development

307 S. Front St.

Marquette, MI 49855

906-228-8919

www.glcyd.org