

Place of Last Drink Survey

SNAPSHOT: DUI Program Participants in San Diego County Moving Towards Informed Prevention Policies

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*County of San Diego
Health and Human Services Agency
Alcohol and Drug Services*

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With assistance and support from the San Diego County licensed DUI Programs:

ECS East County ACCORD DUI Program, La Mesa
MAAC Project DUI Program, Chula Vista
OHS DUI Program, San Marcos
SDSU Central District DUI Program, San Diego

Place of Last Drink (POLD) Surveys Aid in Identifying Problematic Locations and Focusing Prevention Efforts:

San Diego County is home to nearly three million people in 18 municipalities, and has four major universities, seven community colleges, military facilities for the Navy, Marine Corps and Coast Guard, 18 separate Indian reservations and three international border crossings with Mexico. These are some of the many variables that influence drinking and driving behavior in San Diego County.

Since 1996, the Responsible Hospitality Coalition, under contract with the County of San Diego, Health and Human Services, Alcohol and Drug Services (ADS), has collected 'Place of Last Drink' (POLD) surveys from participants enrolled in licensed Driving Under the Influence (DUI) programs in the county. ADS contracts with four agencies to provide court and DMV mandated DUI programs. Program levels include first-time and multiple offender programs, and are available in English and Spanish for DUI offenders ages 18 and over. **Collectively, these programs enroll 12,000 to 14,000 people annually.**

The POLD surveys are voluntary and anonymous, and

are collected as part of the regular intake process when clients enroll in the program. Though participant recall and accuracy cannot be guaranteed, program counselors report that the findings echo the anecdotal information they receive from clients in their programs. In addition, the volume of surveys collected and analyzed is meaningful for identifying patterns and trends.

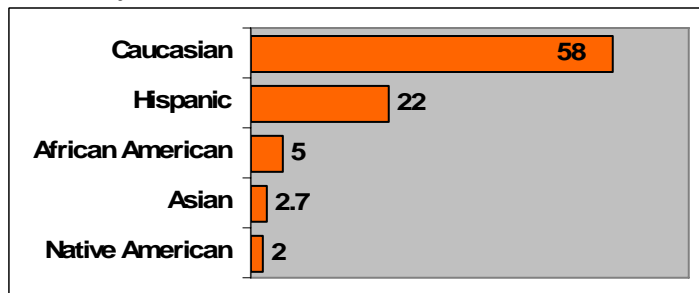
The POLD survey was modified in July 2007 to include additional questions relating to drug use, home party settings, and perceptions of bar and restaurant server behavior. These items were added to aid the County's prevention initiatives related to binge and underage drinking prevention, youth access to marijuana and methamphetamine use/abuse.

The information contained in this report does not attempt to analyze the impact of enforcement efforts in various communities in relation to the information collected in POLD surveys. This report seeks to provide a summary of findings regarding the drinking settings of those arrested for driving under the influence. This report includes findings from 3,616 surveys collected from July 1 through December 31, 2007.

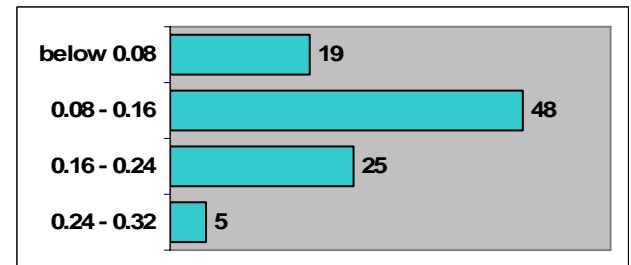
DUI Program Participant Characteristics

- ◆ Males are significantly over-represented among DUI participants (69% vs. 27%).
- ◆ The average age of DUI participants is 32; the 21-24 age group accounts for nearly a quarter of respondents. Sixteen (16%) of respondents are college students.
- ◆ Caucasians account for more than a half of respondents, followed by Hispanics, African Americans and Asians.
- ◆ Of 1,552 respondents who had their last drink at a licensed establishment, 55% had a BAC between 0.08 and 0.16%, and 26% between 0.16 and 0.24%. Of 1,497 respondents who had their last drink at a private residence, 47% had a BAC between 0.08 and 0.16%, and 26% between 0.16 and 0.24%. (**BAC levels based on self-report by survey respondents.*)

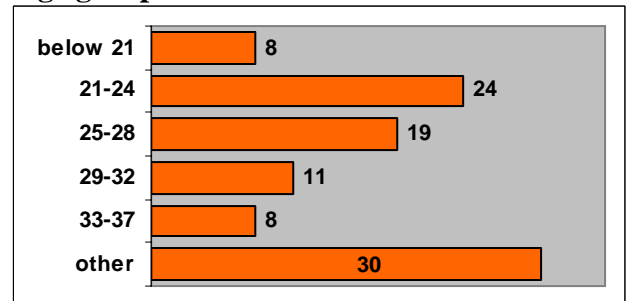
Ethnicity %



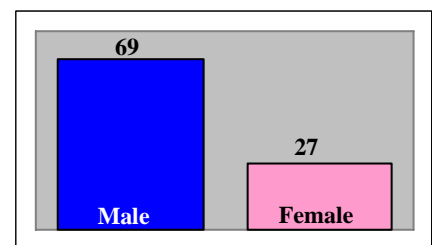
Blood Alcohol Content (BAC)* %



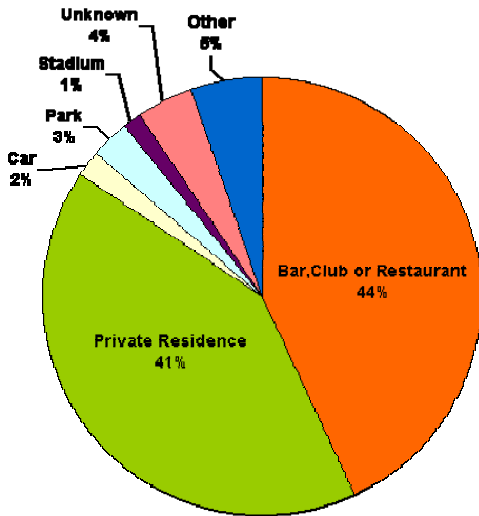
Age groups %



Gender %



Place of Last Drink



Bars, clubs or restaurants were the most commonly reported setting as the place of last drink (44%), though private residences were a close second (41%). There were no significant differences in the number of drinks and the duration of drinking between residential and bar settings.

Perceptions of Serving Practices:

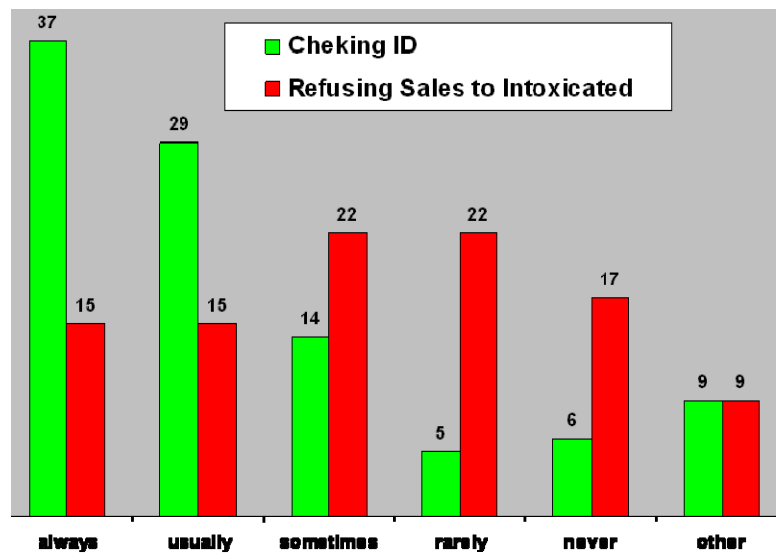
- While more than 60% of respondents report seeing servers check ID 'always' or 'usually,' only 30% report regularly seeing servers refuse service to intoxicated customers; and nearly 40% report 'never' or 'rarely' seeing servers refuse service to intoxicated customers.
- 81% of DUI program participants who are just above the drinking age (the 21-25 age group) said that IDs are checked usually or always. They are followed by the 25-29 year olds (78%), and the below 21 group (72%).
- Only five percent of those who have become intoxicated or drunk at a bar or restaurant in the past month

Serving Practices at Licensed Businesses Contribute to DUI

With 44% of respondents reporting having their last drink at a bar, club, or restaurant prior to being arrested for DUI, changing the serving practices of bartenders and wait staff has the potential of reducing drinking and driving incidents. While California law states that it is illegal to sell or furnish alcohol to an obviously intoxicated person (Business and Professions Code 25617), the law is difficult to enforce. There are also no required State training or credentials needed to sell or serve alcohol (see back page for more).

Based on survey findings:

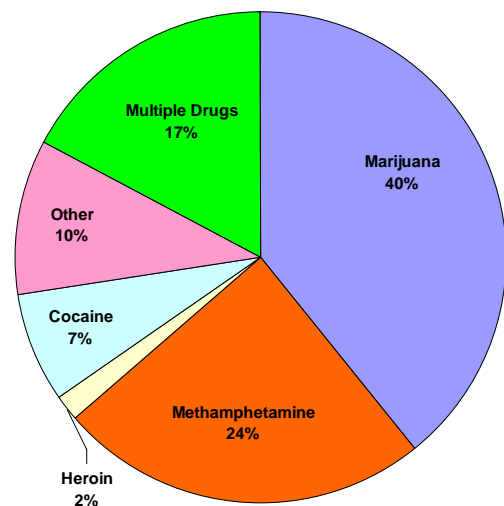
- Nearly half of respondents reported consuming 5 or more drinks.
- Nearly 20% report having been intoxicated in a bar or restaurant in the past month.
- Only 3% report being 'cut off' at a bar or restaurant in the past month.
- Respondents age 25-28 tend to drink more in bar or restaurant while those who are younger than 21 drink primarily in residential settings.



Marijuana & Meth are Most Frequently Used Drugs

11% of survey respondents (N=353) report having used drugs prior to their arrest. Of those:

- 40% report using marijuana, and 24% report using methamphetamine.
- Nearly 20% of respondents reported use of multiple drugs with 5% of respondents using both meth and marijuana.
- 60% of marijuana users were younger than 25 years old.
- 30% of those who used drugs had their drinks in licensed alcohol business establishments, while nearly 50% drank in a residence



Locations of Bars, Clubs and Restaurants named in POLD

Cities in San Diego County	Total # of on-sale businesses in City (as of 12/07)	Number of different on-sale businesses identified in POLD	Percent of on-sale businesses identified in POLD	Total # of times on-sale businesses identified in POLD by city
San Diego (all areas)	1589	194	12	395
- Downtown	328	64	20	128
- Pacific Beach	101	25	25	87
- North Park/Hillcrest	163	19	25	39
- Mission Valley	79	13	16	38
Carlsbad	108	29	27	98
Oceanside	144	26	18	61
San Marcos	86	13	15	43
El Cajon	108	24	22	36
Chula Vista	141	21	15	33
Encinitas	99	15	15	33
Escondido	137	16	12	33
Del Mar	32	11	34	23
La Mesa	78	13	17	16
Santee	38	10	26	15
Vista	84	12	14	14
Imperial Beach	19	5	26	11
Coronado	43	5	12	7
National City*	46	4	9	6
Solana Beach*	36	2	6	6
Lemon Grove	16	2	13	5
Poway*	46	4	9	5

- ◆ San Diego Downtown, Pacific Beach, Carlsbad and Oceanside are leaders in the number of on-sale establishments mentioned in POLD (column 1).
- ◆ Bars, clubs and restaurants in Del Mar, Carlsbad, Santee, Imperial Beach, as well as in San Diego neighborhoods of Pacific Beach and North Park/Hillcrest, have the highest “offense rate”, i.e. the highest percentage of establishments in these areas are mentioned in POLD (column 3).
- ◆ For example, Oceanside has a total of 144 on-sale establishments. Of these, 26 different locations were named by POLD survey respondents a total of 61 times in POLD surveys, meaning 18% of on-sale businesses were named as a place of last drink. In comparison, Del Mar only has 32 total on-sale establishments, and 11 have been named in POLD. Therefore, 34% of their businesses have been named as a place of last drink by survey respondents.

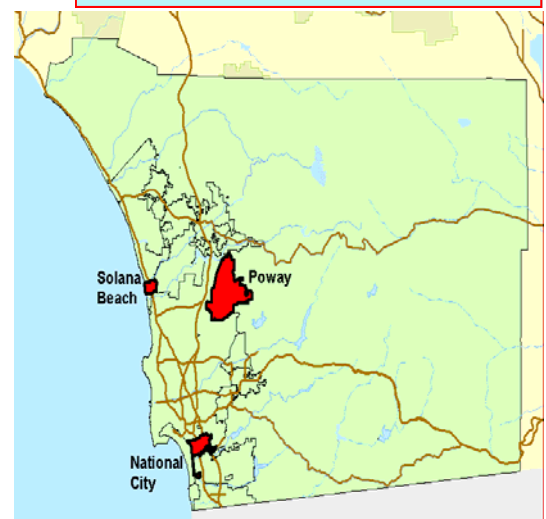
Local Governments turn to Responsible Beverage Sales & Service (RBSS) training to curb alcohol-related problems

While the State of California prohibits the sale or service of alcohol to minors or obviously intoxicated customers, there are no educational or training requirements for owners, managers, or employees of businesses licensed to sell alcohol. The ABC has established training guidelines and has a process for certifying RBSS training programs. They also provide their own certified training program, Licensee Education on Alcohol and Drugs (LEAD), free of charge.

Those who attend certified training programs have a very positive reaction. In a pilot study conducted in 2004 of 561 LEAD training participants:

- ◆ 99% would recommend the training to others
- ◆ 65% had NOT attended training in the past
- ◆ 83% were likely or very likely to change the way they do their job (such as checking IDs more carefully and refusing service to intoxicated customers)

Several cities in San Diego County are pursuing local ordinances to require employees in alcohol serving establishments to attend certified RBSS training programs (see map). Other cities require training for certain types of businesses, like entertainment establishments (Carlsbad, 2007), or through their conditional use permit process. Several research studies have found that comprehensive training combined with active enforcement are effective tools in reducing sales to minors and over-service to intoxicated customers.



*To date, three cities in San Diego County have adopted ordinances that mandate responsible beverage sales and service (RBSS) training for employees: Poway (2003), National City (2006), and Solana Beach (2007). Solana Beach also requires training for off-sale (store and market) employees.

Additional information is available online at the Prevention Information Resource Library (PIRL): www.pirlsandiego.net. The PIRL portal is maintained by Telesis Corp., under contract with San Diego County Alcohol and Drug Services.