



Roseau County business survey results

*Prepared for the Roseau County
Prevention Coalition and the Minnesota
Department of Human Services*

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February 2011

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Acknowledgments

The following Wilder Research staff contributed to the completion of this report:

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Marilyn Conrad
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Louann Graham
Muneer Karcher-Ramos
Margaree Levy
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Special appreciation is extended to the Roseau County Prevention Coalition and the local P&I coordinators, Brenda Arntzen and Tammie Doebler, for their insights and guidance related to the development of the survey and identification of the sample.

Funding for this evaluation and report was provided by the Minnesota Department of Human Services, Alcohol and Drug Abuse Division.

Introduction

The Roseau County Prevention Coalition (RCPC) is one of nine ATOD prevention community coalitions in Minnesota funded in part by the Minnesota Department of Human Services, Alcohol and Drug Abuse Division. The mission of the RCPC is to bring together individuals from various groups, organizations, and the community, and to work together for the reduction and prevention of underage alcohol, tobacco, and drug use in Roseau County.

As a condition of their funding, each coalition is expected to partner with individuals representing different “sectors” of the community, including: the business community; media; schools; youth-serving organizations; law enforcement agencies; spiritual or fraternal organizations; healthcare agencies; state, local, or tribal government agencies; civic volunteer groups; youth; and parents. Members of the RCPC were interested in strengthening their collaboration with one sector in particular – the business community. To identify strategies for enhancing this partnership, the coalition sought to collect information directly from the business community in order to learn about their perceptions of the coalition and opportunities for enhanced collaboration. To this end, and in partnership with Wilder Research, a survey of businesses was developed and administered to business owners and managers in Roseau and Warroad (the largest cities in Roseau County) between October 2010 and January 2011.

The following report summarizes the key findings of the Roseau/Warroad business survey.

Background

Survey sample and response rate

Wilder Research purchased a list of all businesses in the cities of Roseau and Warroad from a sampling organization that gathers contact and other descriptive information about households and businesses. The list identified a total of 331 businesses operating in Roseau and Warroad. In order to target private business owners with a stake in ATOD prevention, some businesses were eliminated from the sample after careful review by the local Planning and Implementation (P&I) coordinators, who are responsible for implementing the DHS grant and provide guidance to the coalition. Businesses that were eliminated from the sample included churches, schools, daycares, government agencies, businesses owned by individuals who lived outside of Roseau County (where known), subsidiaries of other businesses already included in the sample, and businesses no longer in operation. The final sample included a total of 189 businesses, 144 of which are located in Roseau, and 45 of which are located in Warroad.

Information from businesses was gathered in two ways: by mailed survey and by telephone interview. Surveys were initially sent by mail to all businesses in the final sample, followed by several reminder postcards. Letters were addressed to specific business owners or managers, if one was identified on the purchased list; otherwise, letters were sent to the “business owner.” All individuals who completed surveys were eligible to enter a drawing to win one of two \$100 Chamber of Commerce gift certificates (one in the Roseau community and one in the Warroad community).

Because of a small response rate for the mailed surveys (17 completed surveys were returned), telephone interviews were conducted with the remainder of the sample. A total of 72 individuals participated in the telephone interview version of the business survey. Overall, 89 business owners/managers completed the business survey (71 in Roseau, 18 in Warroad), for a response rate of 47 percent (Figure 1).

1. Survey completion (N=189)

Coalition	Response rate		Proportion of respondents	
	N	%	N	%
Roseau	71/144	49%	71	80%
Warroad	18/45	40%	18	20%
Total	89/189	47%	89	100%

Analysis of data

In addition to analyzing the responses of all survey/interview respondents in aggregate, the analysis examined potential differences in the responses of businesses that do versus do not serve or sell alcohol, as well as differences in the responses of businesses located in Roseau versus Warroad. Although the analysis detected few statistically significant differences between groups, these differences as well as trends approaching statistical significance are noted in the report when they occur. It should be noted that given the small number of respondents reporting that their business provides alcohol (n=6), the analysis may not have been able to detect some statistically significant differences between groups that do and do not sell/serve alcohol.

Key findings

Description of respondents

About half of the 89 total respondents identified themselves as the business owner, while one-third self-identified as a manager. The remaining respondents described themselves as having various “other” roles, such as coordinators, directors, and supervisors (Figure 2). About half of the respondents identified their business as either wholesale or retail trade (27%) or professional services (26%), with the other half representing a wide range of businesses. The majority of the respondents (93%) said their business did not sell or serve alcohol. Most (75%) indicated that their business was located in Roseau, while 18 percent owned or managed a business in Warroad. A few businesses (7%) had multiple locations.

The median number of years businesses had been in operation was 20 years, although this ranged from less than one year to 106 years (Figure 3). Most respondents (92%) had no previous professional affiliation with the Roseau County Prevention Coalition (RCPC). A small number were either current members (5%) or former members (3%) of the coalition. About one-quarter (26%) had participated in RCPC-sponsored prevention activities in the past, such as school events, informational meetings, responsible beverage server training, or other presentations or activities (Figure 4). Some respondents (15%) noted involvement in other prevention-related activities not sponsored by the RCPC, such as church events, family activities, and sports.

2. Demographic characteristics of respondents and their businesses (N=87-89)

Item	N	%
Role		
Owner	46	52%
Manager	29	33%
Other ^a	13	15%
Type of business		
Wholesale or retail trade	24	27%
Professional services (educational, legal, health, etc.)	23	26%
Other ^b	15	17%
Non-professional services (repair, hotel, recreation, etc.)	14	16%
Transportation, communication, utilities	4	5%
Manufacturing	3	3%
Construction	2	2%
Public administration (government, justice, etc.)	2	2%
Finance, insurance, and real estate.	1	1%
Business sells or serves alcohol		
Serves or sells alcohol	6	7%
Does not serve or sell alcohol	81	93%
Location of business		
Roseau only	66	75%
Warroad only	16	18%
Roseau and Warroad ^c	5	6%
Other ^d	1	1%

^a "Other" roles include: director (n=2), supervisor (n=2), worker (n=1), operations (n=1), division coordinator (n=1), retired (n=1), CEO (n=1), counselor (n=1), elected official (n=1), member (n=1), and associate (n=1).

^b "Other" business types include: restaurant/bar (n=5), non-profit (n=2), animal services (n=2), housing/senior housing (n=2), fraternal organization (n=1), retired (n=1), and public services (n=1).

^c One of the joint Roseau/Warroad businesses also indicated a location in the city of Greenbush.

^d "Other" location includes the entire state of Minnesota (n=1).

3. Duration of business operation (N=84)

Item	Minimum	Maximum	Median
Number of years business has been in operation in community	<1	106	20

4. Respondents' involvement with the RCPC (N=88)

Item	N	%
RCPC membership		
Current member	4	5%
Former member	3	3%
Never a member	81	92%
Previously participated in RCPC-sponsored activities ^a	22	26%
Previously participated in non-RCPC-sponsored prevention activities ^b	13	15%

^a RCPC-sponsored activities include: posters (as a parent) (n=1), server training at VFW (n=2), health fairs (n=1), completed a survey (n=2), DARE (n=1), informational meetings/community educational events (n=2), school events (n=3), church events (n=1), safe houses (n=2), sponsored an event (n=1), listed in parent directory (n=1), taught youth program (n=1), 'alcohol awareness' with P&I coordinator (n=2), donated gift certificates or coupons (n=1), reviewed RCPC brochures/materials with kids (n=1).

^b Non-RCPC-sponsored activities include: with own family or children (n=3), coaching sports for youth (n=2), talking to underage employees about drinking (n=1), church youth group (n=1), not serving underage youth (n=1), church activities or events (n=3), civic/commerce activities and events (n=1).

Perceptions of underage drinking

All business owners/managers “strongly agreed” or “agreed” that keeping youth in the community safe and healthy was important to them (Figure 5). The vast majority (98%) was opposed to underage drinking, and most felt underage drinking has negative consequences for youth (99%) as well as the larger community (94%). Most respondents (96% to 97%) also said it was important to prevent underage youth from drinking and supported underage drinking prevention efforts. Many of the owners/managers (85%) felt that underage drinking is a problem in the community, although these perceptions differed somewhat in the two cities.

While all of the respondents with businesses in Warroad (100%) felt underage drinking in the community is problematic, only 82 percent of respondents with businesses in Roseau felt it is a problem in their community. Differences were not statistically significant, however.

5. Perceptions of underage drinking (N=82-89)

Item	Strongly agree	Agree	Disagree	Strongly disagree
It is important to me that youth in my community are safe and healthy.	85%	15%	0%	0%
Underage drinking is a problem in my community. ^a	23%	63%	13%	0%
I am opposed to underage drinking.	72%	26%	2%	0%
Underage drinking has negative consequences for youth.	70%	29%	1%	0%
Underage drinking has negative consequences for the broader community.	58%	36%	6%	0%
Underage drinking is only a problem if youth drink and drive.	2%	3%	48%	46%
It is important to prevent underage youth from drinking.	60%	37%	3%	0%
I support efforts aimed at preventing underage drinking.	51%	45%	4%	0%

^a In Warroad, 100 percent of respondents “strongly agreed” or “agreed” that underage drinking is a problem in the community, whereas 82 percent of respondents in Roseau “strongly agreed” or “agreed” that underage drinking is a problem in the community. Difference is not statistically significant, chi-square = 1.9, $p = .17$.

Perceptions of the RCPC

Many respondents were not familiar with the Roseau County Prevention Coalition and its activities (Figure 6). About one-third were “not at all familiar” with the coalition itself or its mission and goals. Nearly half (43% to 47%) were not aware of the Most of Us campaign, the Northwest Minnesota Mentoring Program, or the practice of compliance checks. About half (54% to 57%) were not familiar with responsible beverage server training or the parent safe home directory. About three in four respondents did not know about programs such as Teen Journey or Problem Solving, or the Project Northland curriculum. Not surprisingly, businesses that serve or sell alcohol were significantly more likely to be familiar with compliance checks and to some extent, responsible beverage server training, than businesses that do not provide alcohol.

Despite this lack of familiarity with RCPC activities, 9 in 10 respondents were supportive of the RCPC’s efforts around underage prevention (Figure 7). While some (21%) could not speak to the coalition’s effectiveness, 6 in 10 respondents thought their efforts at reducing the number of underage youth who drink were effective. About one-fifth of respondents (19%) “disagreed” or “strongly disagreed” that the coalition’s efforts were effective. Most (80%) also felt that the coalition spent their funds wisely, although 18 percent disagreed.

Although not statistically significant, one difference did emerge between Roseau and Warroad respondents. In contrast to Roseau respondents, Warroad business owners/managers were somewhat more likely to feel that the coalition's prevention efforts have been effective (100%, compared to 75% of Roseau respondents) (Figure 7).

Because the RCPC believes that some businesses misunderstand the coalition's operational and financial structure, respondents were also asked to share their perceptions about coalition operations. Findings suggest that some businesses do hold some misperceptions about the RCPC. One-third of the total respondents mistakenly believe that the RCPC operates under the direction of Roseau County law enforcement. In addition, nearly one in five (18%) think local taxes are used to support the coalition, which is also untrue (Figure 8). This particular misperception is held solely by Roseau owners/managers. While none of the owners/managers of businesses in Warroad thought local taxes supported the coalition, about half of the owners/managers of businesses in Roseau (53%) thought this was true, a difference that was statistically significant.

Respondents were also asked to identify any concerns they have about the coalition. Although nearly half (n=40) did not express any concerns about the work of the Roseau County Prevention Coalition, some did. A number of respondents felt more publicity about the mission and activities of the RCPC was needed. This was further supported by the statements of several individuals who reported no concerns only because they did not know anything about the RCPC. Some respondents felt that coalition activities were not a good use of dollars, while others noted concerns about the practice of compliance checks and "entrapping" businesses. A few individuals felt the lack of activities for youth was a concern. See the Appendix for a full listing of respondents' comments.

6. Level of familiarity with the RCPC and related activities (N=89)

How familiar are you with...	Very familiar	Somewhat familiar	Not at all familiar
The Roseau County Prevention Coalition in general?	19%	47%	34%
The mission and goals of the Roseau County Prevention Coalition?	19%	49%	32%
The Most of Us campaign?	28%	29%	43%
The practice of compliance checks? ^a	23%	30%	47%
Responsible Beverage Server training? ^b	19%	27%	54%
The Northwest Minnesota Mentoring Program?	14%	43%	44%
The Parent Safe Home Directory?	18%	25%	57%
Youth programs, such as <i>Teen Journey</i> or <i>Problem Solving</i> ?	6%	23%	71%
The school-based Project Northland curriculum?	4%	20%	76%

^a Among owners of businesses that provide alcohol, 100 percent were “somewhat familiar” or “very familiar” with compliance checks. Among owners of businesses that do not provide alcohol, 49 percent were “somewhat familiar” or “very familiar” with compliance checks. Difference is statistically significant, chi-square = 3.9, p = .05.

^b Among owners of businesses that provide alcohol, 83 percent were “somewhat familiar” or “very familiar” with responsible beverage server training. Among owners of businesses that do not provide alcohol, 44 percent were “somewhat familiar” or “very familiar” with this training. Difference is not statistically significant, chi-square = 2.0, p = .16.

7. Perceptions of the RCPC activities (N=89)

Item	Strongly agree	Agree	Disagree	Strongly disagree	Missing/ don't know
I support the work the RCPC is doing to prevent underage drinking.	44%	46%	3%	5%	2%
I think the efforts of the RCPC have been effective at reducing the number of underage youth who drink. ^a	7%	53%	14%	5%	21%
The RCPC spends their funds effectively.	18%	62%	10%	8%	2%

^a In Warroad, 100 percent of respondents “strongly agreed” or “agreed” that efforts at reducing the number of underage youth who drink have been effective. In Roseau, 75 percent of respondents “strongly agreed” or “agreed” that these efforts have been effective. Difference is not statistically significant, chi-square = 2.2, p = .14.

8. Perceptions of RCPC operations (N=89)

Item	True	False	Missing/ don't know
The RCPC operates under the direction of Roseau County law enforcement.	34%	20%	46%
Local taxes are used to support the activities of the RCPC. ^a	18%	33%	49%

^a In Warroad, 100 percent of respondents said it was “false” that local taxes are used to support the activities of the RCPC. In Roseau, 53 percent of respondents said it was “false” that local taxes are used to support coalition activities. Difference is statistically significant, chi-square = 4.8, $p = .03$.

Perceptions of employee beliefs and employee interactions

Business owners/managers were also asked to comment on their employees’ views about underage drinking and their conversations with employees about prevention, to identify other prevention messaging opportunities. All respondents who employ staff and felt they could speak to the issue thought either all (53%) or at least some (20%) of their employees were opposed to underage drinking (Figure 9). Nearly half (46%) had spoken with at least some of their employees about preventing underage drinking, while one-third had not had those conversations; the remaining respondents had no employees or were not sure (Figure 10).

Eighteen percent of respondents said they were interested in learning more about how to talk to their employees about prevention issues. About half (51%) expressed tentative interest, while 30 percent were not interested (Figure 11). Although the difference was not statistically significant, 22 percent of Roseau business owners said “yes,” they were interested in learning how to talk to employees about prevention, while in Warroad, no owners (0%) expressed this same level of interest.

9. Perceptions of employees’ stance on underage drinking (N=75)

Item	Yes, all are opposed	Yes, some are opposed	No, none are opposed	I have no employees	Don't know
My employees are opposed to underage drinking.	53%	20%	0%	16%	11%

10. Interactions with employees about underage drinking (N=73)

Item	Yes, with all employees	Yes, with some employees	No, with no employees	I have no employees	Don't know
I have spoken with my employees about preventing underage drinking.	27%	19%	33%	18%	3%

11. Interest in talking with employees about prevention (N=76)

Item	Yes	Maybe	No
I would like to learn more about how to talk about prevention with my employees. ^a	18%	51%	30%

^a In Roseau, 22 percent of respondents said "yes", they would like to learn more about how to talk to their employees about prevention. In Warroad, no respondents said "yes," they would like to learn more. Difference is not statistically significant, chi-square = 3.9, p = .14.

Opportunities to partner with businesses

Business owners/managers were asked to identify ways in which the RCPC could better work with their business. A fair number of respondents were either satisfied with their current relationship with the RCPC and/or offered no additional suggestions (n=25), or felt that the work of the coalition was not relevant to their line of work so no partnership opportunities existed (n=13). The one consistent recommendation was to more broadly advertise the work of the RCPC and to inform the community about its goals and activities. Furthermore, a few respondents were open to having the coalition contact them directly to educate them about the RCPC, and offered their assistance. See the Appendix for a full listing of respondents' comments.

Conclusion and recommendations

Overall, many business owners and managers in the Roseau and Warroad communities support underage ATOD prevention efforts, feel underage drinking has negative consequences, and are committed to ensuring that youth in the community are safe and healthy. While business owners/managers are generally supportive of RCPC efforts, many are unfamiliar with the goals and activities of the coalition, and some hold false assumptions about how the group operates. This may be especially true among some Roseau business owners, who may be somewhat more resistant to the idea of underage ATOD prevention. Nevertheless, some owners and managers do appear willing to engage in further conversation and work around prevention, including with their employees. Based on these findings, the RCPC should consider the following recommendations in order to advance their work with the business community:

- Actively publicize the mission of the Roseau County Prevention Coalition and educate the business community about its activities and operations. Consider both marketing opportunities and forums that allow for dialogue.
- Identify unique strategies for engaging Roseau business owners and managers in a non-threatening dialogue about prevention (for example, a series of town hall meetings or focus groups), with the intent of clarifying misperceptions and increasing buy-in.
- Consider hosting meetings or presentations for businesses owners and their employees to ensure prevention efforts and messaging reach frontline workers as well as managers and supervisors. The interest among several Roseau business owners in learning more about how to talk with employees about prevention offers a unique opportunity to enhance the coalition's partnership with this group.
- Identify a few business owners/managers who would be willing to champion the work of the RCPC in the business community, especially business owners in Roseau, to gain credibility.
- Build in future evaluation efforts to reassess the business community's perceptions of prevention and the RCPC at a later date (for example, in one year), in order to identify progress the coalition has made with businesses, additional work that may still be needed, and any emerging issues.

Appendix

Open-ended comments

Business survey

Open-ended comments

A1. Open ends: What concerns, if any, do you have about the work of the Roseau County Prevention Coalition?

What concerns, if any, do you have about the work of the Roseau County Prevention Coalition?

Lack of publicity about the RCPC

What I see is that there is very little media attention anymore. It used to be in the paper all the time. Now nothing about the program is in the newspaper. Nobody knows about their activities.

They need to let more people know what it really is all about. More education.

I think there should be more information out there, like support groups. More out there.

I believe it is only in the younger grades in school. The general public doesn't know much about it other than a billboard a mile out of town. How can the town people help if they don't know what's going on?

They could make themselves better known.

Their choice of marketing firm.

They are not very well advertised. More community awareness as a program.

The need to let more people know what it really is all about. More education.

No concerns because of a personal lack of knowledge about RCPC

No, I've never even heard of them.

Don't have any. I don't know anything about them.

I don't know anything about them so I can't say anything.

I have none. Not familiar with it. I have no kids that age.

Don't know enough about them to have any concerns.

I need more knowledge about what they are doing.

I've never heard of them so I really don't know. Do they do this at school or where?

Maybe a small concern. I don't know too much about it.

I'm not that familiar with what exactly (they) do. Billboards (are) good.

Misuse/waste of funds

What a waste of money.

I don't have any concern except if tax dollars are being spent.

I don't think the way they do their compliance checks is realistic. I think they are just using up money.

Their funding could be used with other direct measures with the youth. Their compliance checks are used to entrap local businesses. They could use that money for other youth programs that directly serve our young people.

That they do their job as directed by the counties if it is funded by tax payer's money.

A1. Open ends: What concerns, if any, do you have about the work of the Roseau County Prevention Coalition? (continued)

What concerns, if any, do you have about the work of the Roseau County Prevention Coalition?

The practice of compliance checks

I don't think the way they do their compliance checks is realistic. I think they are just using up money.

Their funding could be used with other direct measures with the youth. Their compliance checks are used to entrap local businesses. They could use that money for other youth programs that directly serve our young people.

They are trying to do the parents' jobs. They are looking at the wrong places for young people drinking. They're doing compliance checks at bars so they are targeting or entrapment at local bars.

Lack of activities for youth

The need to find something else for the children to do. Keep these kids occupied, like build an activity/community center, game rooms, swimming pools, dances, etc.

Some more activities that the RCPC can sponsor later on at night like from 9-10pm and after hours. Like to go hang out, play pool, dance, movies, etc., like the post-prom party.

No concerns

Don't have any problem with it. They're doing a great job. What about the drugs?

No concerns. Not my area.

None. (N=16)

No concerns. (N=11)

I don't have concerns. I would have concern if they are being effective.

I don't have any concern except if tax dollars are being spent.

I don't have any. I have seen "Most of Us" billboards.

No, my town is doing a good job at this. Some kids drink under 21, but we don't hear too much about it so they are doing a good job.

I don't have questions.

No.

No response.

Nothing really.

No concerns. They are doing a good job.

None at all. No concerns. I was the chief of police in Warroad for 13 years and on the force for 29 years.

No concerns. More power to them.

A1. Open ends: What concerns, if any, do you have about the work of the Roseau County Prevention Coalition? (continued)

What concerns, if any, do you have about the work of the Roseau County Prevention Coalition?

Miscellaneous comments

I'm very afraid we are making too many of our young people criminals. Keep it out of the court system as long as possible.

They make it sound like underage drinking is done by everyone under age.

They are doing a fine job. They should focus more on drugs more than alcohol. They are missing the boat there.

What age are they starting to educate these kids? Is it elementary or junior high?

I think they put good efforts in what they do. I think it's unrealistic.

That not all parents are aware of it or agree with it.

I don't think the teens, when surveyed, were honest about their alcohol use. It is a problem in Roseau with not only alcohol but also drugs. There could be more training for the kids.

My concern is that they're not always reaching the most at-risk young people. They're extremely good reaching those in sports and those who are doing well in school. The most at-risk youth are not being served as well.

Note. Some open-ended comments are listed more than once as they reflect multiple themes.

A2. Open ends: In what ways could the Roseau County Prevention Coalition better work with your business?

In what ways could the Roseau County Prevention Coalition better work with your business?

More information and communication about the RCPC

Make more (people) informed about how they want to punish the offenders.

Give out information to each business to learn and teach others about the RCPC.

Handouts/brochures.

Maybe give us information about RCPC.

I don't know. General information about what they do.

Place posters in our stores, pass pamphlets, etc.

Contact me with information and literature. I don't know what the good would be.

Provide me/us with pamphlets to make available to employees to take home to share with their families/children. Yes, material that RCPC uses that are already printed.

By letting us know what's going on. Do we have any results of surveys? What are we looking at? Younger kids? High school kids? Results of compliance checks?

Post information on our bulletin board.

I guess there was a mentoring program. Make that known.

Education – onsite brochures, educational sessions, meeting with staff.

Provide more information about how the mission, goals, and funding works. Contact me at my business number.

Keep us updated with the prevention laws and rules like asking for IDs and stuff like that.

With this business, maybe some advertising all around town and in all the businesses about who the coalition is.

Keep us updated with new rules and regulations.

Be more informative. See more campaigns, get their news out more.

They have had some print advertising campaigns which called my attention to them. But I never know exactly where it's coming from. We need a better understanding for the community in general, rather than specific businesses.

They can if it doesn't apply to the ages of our employees. If they have kids, (it's) either babies or adults. Do more publicity so we know what the coalition is doing – be more visible in the newspaper.

Inform people of what they are actually doing – communication.

More contact.

They have never contacted us. They could contact our wellness director.

I don't employ too many young kids. Open communication.

A2. Open ends: In what ways could the Roseau County Prevention Coalition better work with your business? (continued)

In what ways could the Roseau County Prevention Coalition better work with your business?

None/don't know/no suggestions/satisfied

I don't think they could.

No opinion.

Can't think of any.

No input.

Not sure. I can't think of anything right now.

We've been pretty happy. No suggestions.

No response. (N=3)

Not necessary.

They are doing a fine job at the moment.

There's no better way to connect with my business.

I'm not sure. We're a government organization.

No idea. They don't work with my business.

Not sure. (N=2)

I don't think there are any that I am aware of.

No answer because I am all by myself.

I don't know. (N=2)

I don't think it needs to.

None.

They keep me updated, they do fine.

They are doing everything they can, keeping up with the school as best (they can).

RCPC work is not relevant to my business

Doesn't affect me because I'm an attorney and have not done criminal work.

I don't have a business (currently) – retired.

Can't. This is a senior center.

I don't sell alcohol or tobacco and mostly adult employees.

It doesn't make any sense because we work with elderly people so this does not apply.

Ours is a senior center apartment building.

There is nothing to do at my construction company. I'm a one-person show.

We are just a small business.

Don't know that they would. I don't serve alcohol.

Doesn't pertain to my business.

Doesn't apply.

My business is very small. I think we do a great job already. Everything is working fine.

It would not be necessary here. Don't have minors as employees and don't serve alcohol.

A2. Open ends: In what ways could the Roseau County Prevention Coalition better work with your business? (continued)

In what ways could the Roseau County Prevention Coalition better work with your business?

Willing to assist with RCPC efforts

The employees can donate our time for the dances, game rooms, swimming pool, etc. If we only had them.

If they sponsor some program, we can help out with money or something like that. Tell them to come visit us.

I can take photos for or with them.

I serve this at-risk population. I don't know the answers but I'm open to working with RCPC in learning ways to reach this population and be effective in keeping underage drinking down.

Preventative. I would be willing to help out.

Miscellaneous comments/suggestions

Any way except prom week when I talk to kids – be smart, be safe, behave.

The youth need to be in the work field with employers. Help them (kids) get jobs.

No thoughts on that. They could make their compliance check less obvious.

It's more about how the county can work with them.

Have or conduct meetings, workshops, invite parents, young people at my American Legion Post 24 to get the young people's ideas and opinions about what they would like to do.

That goes along with volunteering and teens going out into the community to show they are doing other things besides that.

Preventative. I would be willing to help out.

I could just encourage, relay the same message to the young people I teach music to.

I don't employ anyone underage. They should work with law enforcement.

I don't think there is a niche there.

Never heard of the RCPC.

Business survey



SURVEY OF BUSINESSES

The following survey should be completed by the owner or manager of this business. If you have received this survey more than once, please only complete it once.

Please indicate the extent to which you agree with the following statements. *Underage drinking* in this survey is defined as drinking by youth who are under the age of 21.

	Strongly agree	Agree	Disagree	Strongly disagree
1. It is important to me that youth in my community are safe and healthy.	<input type="checkbox"/> ⁴	<input type="checkbox"/> ³	<input type="checkbox"/> ²	<input type="checkbox"/> ¹
2. Underage drinking is a problem in my community.	<input type="checkbox"/> ⁴	<input type="checkbox"/> ³	<input type="checkbox"/> ²	<input type="checkbox"/> ¹
3. I am opposed to underage drinking.	<input type="checkbox"/> ⁴	<input type="checkbox"/> ³	<input type="checkbox"/> ²	<input type="checkbox"/> ¹
4. Underage drinking has negative consequences for youth.	<input type="checkbox"/> ⁴	<input type="checkbox"/> ³	<input type="checkbox"/> ²	<input type="checkbox"/> ¹
5. Underage drinking has negative consequences for the broader community.	<input type="checkbox"/> ⁴	<input type="checkbox"/> ³	<input type="checkbox"/> ²	<input type="checkbox"/> ¹
6. Underage drinking is only a problem if youth drink and drive.	<input type="checkbox"/> ⁴	<input type="checkbox"/> ³	<input type="checkbox"/> ²	<input type="checkbox"/> ¹
7. It is important to prevent underage youth from drinking.	<input type="checkbox"/> ⁴	<input type="checkbox"/> ³	<input type="checkbox"/> ²	<input type="checkbox"/> ¹
8. I support efforts aimed at preventing underage drinking.	<input type="checkbox"/> ⁴	<input type="checkbox"/> ³	<input type="checkbox"/> ²	<input type="checkbox"/> ¹

For the following set of questions, please indicate your level of familiarity with the Roseau County Prevention Coalition (RCPC) and the prevention activities they coordinate.

How familiar are you with....	Very familiar	Somewhat familiar	Not at all familiar
9. The Roseau County Prevention Coalition in general?	<input type="checkbox"/> ³	<input type="checkbox"/> ²	<input type="checkbox"/> ¹
10. The mission and goals of the Roseau County Prevention Coalition?	<input type="checkbox"/> ³	<input type="checkbox"/> ²	<input type="checkbox"/> ¹
11. The Most of Us campaign?	<input type="checkbox"/> ³	<input type="checkbox"/> ²	<input type="checkbox"/> ¹
12. The practice of compliance checks?	<input type="checkbox"/> ³	<input type="checkbox"/> ²	<input type="checkbox"/> ¹
13. Responsible Beverage Server training?	<input type="checkbox"/> ³	<input type="checkbox"/> ²	<input type="checkbox"/> ¹
14. The Northwest Minnesota Mentoring Program?	<input type="checkbox"/> ³	<input type="checkbox"/> ²	<input type="checkbox"/> ¹
15. The Parent Safe Home Directory?	<input type="checkbox"/> ³	<input type="checkbox"/> ²	<input type="checkbox"/> ¹
16. Youth programs, such as <i>Teen Journey</i> or <i>Problem Solving</i> ?	<input type="checkbox"/> ³	<input type="checkbox"/> ²	<input type="checkbox"/> ¹
17. The school-based Project Northland curriculum?	<input type="checkbox"/> ³	<input type="checkbox"/> ²	<input type="checkbox"/> ¹

Please turn over →

Please answer the following set of questions about your perceptions of the Roseau County Prevention Coalition (RCPC) and your communication with employees about prevention (if you operate more than one business in the community, please answer the following questions about your primary or largest business).

	Strongly agree	Agree	Disagree	Strongly disagree
18. I support the work the RCPC is doing to prevent underage drinking.	<input type="checkbox"/> ⁴	<input type="checkbox"/> ³	<input type="checkbox"/> ²	<input type="checkbox"/> ¹
19. I think the efforts of the RCPC have been effective at reducing the number of underage youth who drink.	<input type="checkbox"/> ⁴	<input type="checkbox"/> ³	<input type="checkbox"/> ²	<input type="checkbox"/> ¹
20. The RCPC spends their funds effectively.	<input type="checkbox"/> ⁴	<input type="checkbox"/> ³	<input type="checkbox"/> ²	<input type="checkbox"/> ¹

In your opinion, are the following statements true or false?	True	False	Don't know
21. The RCPC operates under the direction of Roseau County law enforcement.	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ⁸
22. Local taxes are used to support the activities of the RCPC.	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ⁸

23. My employees are opposed to underage drinking.
- ¹ Yes, all are opposed ⁴ Don't know
- ² Yes, some are opposed ⁵ I have no employees
- ³ No, none are opposed

24. I have spoken with my employees about preventing underage drinking.
- ¹ Yes, with all employees ⁴ Don't know
- ² Yes, with some employees ⁵ I have no employees
- ³ No, with no employees

25. I would like to learn more about how to talk about prevention with my employees.
- ¹ Yes ² No ³ Maybe

26. What concerns, if any, do you have about the work of the Roseau County Prevention Coalition?

27. In what ways could the Roseau County Prevention Coalition better work with your business?

Finally, please provide some information about yourself and your business (if you operate more than one business in the community, please answer the following questions about your primary or largest business).

28. What is your role in this business? (**Please select one response**)

- ¹ Owner
- ² Manager
- ³ Other (please specify: _____)

29. What type of business do you operate?

- ¹ Agriculture, forestry, fishing
- ² Mining
- ³ Construction
- ⁴ Manufacturing
- ⁵ Transportation, communication, utilities
_____)
- ⁶ Wholesale or retail trade
- ⁷ Finance, insurance, and real estate
- ⁸ Professional services (educational, legal, health, etc.)
- ⁹ Non-professional services (repair, hotel, recreation, etc.)
- ¹⁰ Public administration (government, justice, etc.)
- ¹¹ Other (please specify: _____)

30. How long has your business been in operation in the community? _____ years

31. Does your business sell or serve alcohol?

- ¹ Yes
- ² No

32. In which city is your business located? (**Check all that apply**)

- ¹ Roseau
- ² Warroad
- ³ Other (please specify: _____)

33. Are you a current or former member of the Roseau County Prevention Coalition?

- ¹ Current member
- ² Former member
- ³ Never a member

34. Have you participated in any activities sponsored by the Roseau County Prevention Coalition?

- ¹ Yes (please describe: _____)
- ² No
- ⁸ Don't know

35. Are you involved in any underage youth alcohol-prevention activities **NOT** sponsored by the Roseau County Prevention Coalition?

- ¹ Yes (please describe: _____)
- ² No
- ⁸ Don't know

Thank you!