



**Sample Risk Factor Indicators for Underage Drinking:**

- **Low perceived risk of alcohol**
  - Student report perception of risk of alcohol on youth survey
  
- **Social norms accepting and/or encouraging underage drinking**
  - Students reports of peer norms
  - Student reports of parental attitudes about underage drinking
  - Community residents reports of community norms about underage drinking
  
- **Easy Retail Access**
  - Number of liquor outlets
  - Number of citation or violations for sales to minors
  - Students' or parents' self reported perception of availability – surveys or focus groups
  - Number of successful alcohol buys
  
- **Low Enforcement of Alcohol Laws**
  - Liquor law violations and citation
    - Number
    - Location
  - Self reported attitudes towards enforcement
  - Ratio of arrests to convictions for legal violations
  - Sentencing patterns by judges
  
- **Easy Social Access**
  - Number of house parties
  - Number of public events where alcohol is served
  
- **Parental Monitoring**
  - Student survey of risk and protective factors
  - Percents of single head of households
  - Parents' reports of monitoring
  - Involvement with social services
  - Focus groups
  
- **Alcohol Promotion (media advertising)**
  - Number of billboards, flyers
  - Number of community events sponsored by alcohol industry
  - Number of ads in the newspaper
  - Number of ads on public transportation (print media)