

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA NORTH CAROLINA STATEWIDE — STUDENTS GRADES 6–12 APRIL 11, 2017

1. TO CONFIRM, IS THERE A STUDENT IN THIS HOUSEHOLD CURRENTLY ENROLLED IN GRADES 6 THROUGH 12?

Total	300
YES	100.0

2. WHAT GRADE ARE YOU IN?

Total	300
6th-8th	39.9
6th	12.2
7th	12.6
8th	15.1
9th-12th	60.1
9th	16.7
10th	15.2
11th	15.5
12th	12.7
OTHER	-
DK/REFUSED	-
Mean	9.07

3. DO YOU KNOW PEOPLE AROUND YOUR AGE WHO HAVE TALKED ABOUT DRINKING ALCOHOL LIKE BEER, WINE, WINE COOLERS OR LIQUOR?

Total	300
YES	54.8
NO	45.0
DK/REFUSED	0.3
Net Diff.	9.8

4. WOULD YOU SAY MORE PEOPLE AROUND YOUR AGE THINK IT'S OKAY TO DRINK ALCOHOL OR NOT OKAY TO DRINK ALCOHOL?

Total	300
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OKAY	35.8
NOT OKAY	59.8
DK/REFUSED	4.4
Net Diff.	-24.0

5. DO YOU KNOW PEOPLE AROUND YOUR AGE WHO HAVE TRIED ALCOHOL LIKE BEER, WINE, WINE COOLERS OR LIQUOR?

Total	300
YES	61.4
NO	37.2
DK/REFUSED	1.4
Net Diff.	24.1

6. AT WHAT AGE DID MOST OF THEM FIRST TRY DRINKING ALCOHOL?

Total Answering	184
14 YEARS/YOUNGER	43.1
6 YEARS/YOUNGER	0.7
7	0.4
8	0.9
9	-
10	2.0
11	1.6
12	3.5
13	17.7
14	16.4
15 YEARS/OLDER	46.8
15	22.6
16	19.4
17	4.8
18/OLDER	-
REFUSED	10.0
Mean	14.28

7. HOW OFTEN DO THEY DRINK ALCOHOL?

Total Answering	184
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AT LEAST ONCE/MONTH	44.9
At Least Once/Week	16.3
At Least Once/Month	28.6
LESS ONCE/MONTH	41.0
DK/REFUSED	14.1
Net Diff.	4.0

8. AT WHAT AGE, DO YOU THINK IT'S APPROPRIATE FOR YOUR FRIENDS TO START DRINKING ALCOHOL?

Total Answering	300
14 YEARS/YOUNGER	0.5
10 YEARS/Younger	-
11	-
12	-
13	0.2
14	0.3
15-17	2.9
15	-
16	2.6
17	0.3
18-20	16.4
18	11.6
19	1.5
20	3.3
21 YEARS/OLDER	80.2
21	66.9
22-24	3.3
25/Older	5.6
REFUSED	4.4
Mean	20.86

9. WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL A LOT, SOMETIMES OR NEVER?

Total	300
TALK	83.4
A Lot	22.1
Sometimes	61.4
NEVER	16.1
DK/REFUSED	0.5
Net Diff.	67.3

10. SPECIFICALLY, HAVE YOUR PARENTS TALKED TO YOU ABOUT ALCOHOL ABUSE OR UNDERAGE DRINKING IN THE LAST FEW MONTHS?

Total	300
YES	62.3
NO	36.6
DK/REFUSED	1.1
Net Diff.	25.7

11. WHAT DID YOUR PARENTS MOSTLY TALK ABOUT?

Total Answering	187
DON'T DRINK/UNDERAGE	33.1
DRINKING BAD/HURT ME	23.3
HEALTH DANGERS	11.4
RIGHT DECISIONS/RESP.	8.3
DON'T DRINK/DRIVE/DANG.	7.4
ALCOHOL/ACT DIFFERENT	3.5
ALCOHOLISM	3.1
AVOID PEER PRESSURE	2.1
DON'T DO DRUGS	1.8
DANGERS OF DRUNK DRIVE	1.1
IF DRINK/DON'T ABUSE	0.8
HONOR GOD UNTIL OF AGE	0.7
ALCOHOL/ACT ABUSIVE	0.6
NOT GOOD FOR MIND/BRAIN	0.5
FATHER INFLUENCED	0.5
CONSEQUENCES/DRNK/DRIVE	0.4
OTHER	1.2
DON'T KNOW	1.9

12. DO YOU THINK MOST PEOPLE YOUR AGE ARE EMBARRASSED OR AFRAID TO TALK TO THEIR PARENTS ABOUT ALCOHOL?

Total	300
YES	42.1
NO	52.2

DK/REFUSED	5.7
Net Diff.	-10.2

13. DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A BIG PROBLEM, SMALL PROBLEM OR NOT A PROBLEM?

Total	300
PROBLEM	92.9
Big Problem	60.1
Small Problem	32.8
NOT A PROBLEM	6.5
DK/REFUSED	0.5
Net Diff.	86.4

14. DO YOU THINK IT WOULD HELP STOP UNDERAGE DRINKING IF PARENTS TALKED MORE TO THEIR CHILDREN ABOUT ALCOHOL AND THE DANGERS OF UNDERAGE DRINKING?

Total	300
YES	83.3
NO	15.6
DK/REFUSED	1.1
Net Diff.	67.8

15. DO YOU THINK IT WOULD HELP STOP UNDERAGE DRINKING IF YOU AND YOUR FRIENDS IN SCHOOL TALKED MORE AMONG YOURSELVES ABOUT ALCOHOL AND THE DANGERS OF UNDERAGE DRINKING?

Total	300
YES	81.0
NO	17.1
DK/REFUSED	1.9
Net Diff.	63.9

16. WHEN PEOPLE YOUR AGE DRINK ALCOHOL, WHICH DO YOU THINK IS MORE

LIKELY?

Total	300
RESPONSIBLE DECISIONS	4.3
ACT IRRESPONSIBLY	94.0
DK/REFUSED	1.7
Net Diff.	-89.7

17. OVER THE LAST FEW MONTHS, HAVE YOU SEEN, READ OR HEARD ANY ADS ABOUT STOPPING UNDERAGE DRINKING?

Total	300
YES	51.5
NO	47.0
DK/REFUSED	1.6
Net Diff.	4.5

18. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

Total Answering	154
UNDERAGE DRINK/SERIOUS	17.7
GIRL ALONE/STOP BREATHE	14.2
DRUNK DRIVING ACCIDENT	12.2
DEATH/DEATH TOLLS	7.5
CONSEQUENCES/FUTURE	6.1
HEALTH AFFECTS	4.8
STOP UNDERAGE DRINKING	4.7
TALK IT OUT/DRINKING	3.4
JUST REMEMBER ADS/TV	3.1
BRAIN DAMAGE	2.9
UPSET PARENT/CHILD HOSP.	2.9
DISTURBING/SHOCKING	2.1
SOBER/SLAMMER SLOGAN	1.8
PREVENTION TALKS/SCHOOL	1.5
FUNERAL SCENES	1.3
DRINK RESPONSIBLY SLOGAN	1.3
POINTED/STRAIGHTFORWARD	1.1
ADDICTION HOTLINE	0.8
TROOPER ARREST UNDERAGE	0.7
NUMBERS DECREASING	0.7
TARGET CERTAIN COMMS.	0.6

MORE TEENS INVOLVED	0.5
NO DRINKING/PROM	0.5
RADIO/PANDORA	0.5
KIDS PARTYING/DRINKING	0.3
OTHER	2.2
DON'T KNOW	4.7

19. DO YOU THINK THE ADS WILL MAKE PEOPLE YOUR AGE MORE LIKELY TO TALK OR LISTEN TO THEIR PARENTS ABOUT UNDERAGE DRINKING AND THE DANGERS OF ALCOHOL?

Total Answering	154
YES	73.9
NO	23.8
DK/REFUSED	2.3
Net Diff.	50.1

20. HAVE YOU EVER HEARD OF OR VISITED THE TALKITOUTNC.ORG (TALK-IT-OUT-N-C-DOT-ORG) WEBSITE, FACEBOOK PAGE, TWITTER OR YOUTUBE SITE?"

Total	300
YES	18.2
NO	81.8
DK/REFUSED	-
Net Diff.	-63.5

21. HOW OLD ARE YOU?

Total	300
14/YOUNGER	47.0
10	0.4
11	4.2
12	11.2
13	16.4
14	14.8
15/OLDER	51.9
15	14.1
16	15.6

17	15.9
18/OLDER	6.3
REFUSED	1.1
Mean	14.66

22. ARE YOU OR IS A MEMBER OF YOUR IMMEDIATE FAMILY FROM A LATINO, HISPANIC OR SPANISH SPEAKING BACKGROUND?

Total	300
YES	6.3
NO	92.8
DK/REFUSED	0.9

23. WHAT IS YOUR MAIN RACIAL BACKGROUND?

Total	300
HISPANIC	6.3
WHITE	69.2
AFRICAN AMERICAN	20.7
ASIAN	1.0
OTHER	2.1
DK/REFUSED	0.7

24. GENDER:

Total	300
MALE	51.0
FEMALE	49.0

25. SURVEY AREA:

Total	300
RALEIGH	32.0
DURHAM/WAKE	13.2
CUMBERLAND	3.6

The State of Underage Drinking in North Carolina — Parent Survey Topline

REST	15.2
CHARLOTTE	28.2
GASTON/MECKLENBURG	12.0
REST	16.2
GREENSBORO	17.6
FORSYTHE/GUILFORD	8.8
REST	8.8
WILMINGTON	4.2
EAST	11.2
WEST	6.8