

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

Table 1 Page 1  
Apr. 17, 2015

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

	TOTAL   AREA														
	RAL- EIGH 	Dur- ham & Wake	Cumbe- rland 	Rest 	CHARL- OTTE 	Gaston Meckl- enburg	Rest 	GREEN- SBORO 	For- sythe/ Gulfrd	Rest 	WILM- INGTON 	EAST 	WEST 		
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
Total	300	95	39	11	45	85	36	49	53	27	26	12	34	21	
YES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	



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Table 1 Page 2  
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1. TO CONFIRM, IS THERE A STUDENT IN THIS HOUSEHOLD CURRENTLY ENROLLED IN GRADES 6 THROUGH 12?

	TOTAL	GRADE										WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
	6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO		
Total	300	119	37	42	39	181	43	49	51	38	83	124	20	40	61	93	58	89	180	119	
YES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	



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Table 1 Page 3  
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1. TO CONFIRM, IS THERE A STUDENT IN THIS HOUSEHOLD CURRENTLY ENROLLED IN GRADES 6 THROUGH 12?

	TOTAL		TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total	300	40	78	139	41	130	78	31	29	98	56	82	63	128	145	28	82	100	63	80	110	
YES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	

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Table 1 Page 4  
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1. TO CONFIRM, IS THERE A STUDENT IN THIS HOUSEHOLD CURRENTLY ENROLLED IN GRADES 6 THROUGH 12?

	TOTAL	THINK IT'S  OKAY TO DRINK   (AFR. AMER.)		THINK IT'S  OKAY TO DRINK   (MALE)		THINK IT'S  OKAY TO DRINK   (FEMALE)		KNOW PEOPLE/  TRIED ALCOHOL   ALCOHOL		KNOW PEOPLE/  TRIED ALCOHOL   (6th-8th)		KNOW PEOPLE/  TRIED ALCOHOL   (9th-12th)		KNOW PEOPLE/  TRIED ALCOHOL   (WHITE)		KNOW PEOPLE/  TRIED ALCOHOL   (AFR. AMER.)		KNOW PEOPLE/  TRIED ALCOHOL   (MALE)		KNOW PEOPLE/  TRIED ALCOHOL   (FEMALE)		
		OKAY	NOT  OKAY	OKAY	NOT  OKAY	OKAY	NOT  OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
		-----																				
Total	300	33	24	61	80	68	65	201	98	47	71	154	27	141	66	36	24	104	50	97	48	
YES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	

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Table 1 Page 5  
Apr. 17, 2015

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

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL												AGE STARTED DRINKING (WHITE)	
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total	300	84	9	75	6	15	27	28	93	46	37	7	3	64	58
YES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0



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

	TOTAL		AGE STARTED		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL			
	DRINKING		DRINKING		DRINKING		DRINKING						(WHITE)			
	(AFRICAN AMR)		(MALE)		(FEMALE)											
	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH
Total	300	5	25	44	48	40	45	95	43	52	67	68	29	39	51	
YES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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Table 1 Page 7  
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1. TO CONFIRM, IS THERE A STUDENT IN THIS HOUSEHOLD CURRENTLY ENROLLED IN GRADES 6 THROUGH 12?

	TOTAL	OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL (6th-8th)		EASY/HARD GET ALCOHOL (9th-12th)		EASY/HARD GET ALCOHOL (WHITE)	
		LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ MONTH	LEAST/ MONTH	Least/ Week	Least/ Month	LESS/ MONTH	LEAST/ MONTH	Least/ Week	Least/ Month	LESS/ MONTH	EASY 	HARD 	EASY 	HARD 	EASY 	HARD 	EASY 	HARD 
		-----																			
Total	300	16	7	9	9	47	22	24	43	49	20	28	24	108	170	19	93	89	77	75	117
YES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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Table 1 Page 8  
Apr. 17, 2015

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

	TOTAL	EASY/HARD		EASY/HARD		EASY/HARD		PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING			
		GET ALCOHOL		GET ALCOHOL		GET ALCOHOL		ALCOHOL				ALCOHOL				ALCOHOL			
		(AFR. AMER.)		(MALE)		(FEMALE)						(6th-8th)				(9th-12th)			
		EASY	HARD	EASY	HARD	EASY	HARD	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER
	-----																		
Total	300	20	35	54	87	55	82	233	58	175	64	88	21	68	29	145	37	108	34
YES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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Table 1 Page 9  
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1. TO CONFIRM, IS THERE A STUDENT IN THIS HOUSEHOLD CURRENTLY ENROLLED IN GRADES 6 THROUGH 12?

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT	
		ALCOHOL (WHITE)				ALCOHOL (AFRICAN AMERICAN)				ALCOHOL (MALE)				ALCOHOL (FEMALE)				LAST 3 MONTHS		LAST 3 MONTHS	
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	171	40	131	36	47	13	34	13	121	29	93	31	112	29	83	32	193	104	77	41
YES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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Table 1 Page 10  
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1. TO CONFIRM, IS THERE A STUDENT IN THIS HOUSEHOLD CURRENTLY ENROLLED IN GRADES 6 THROUGH 12?

	TOTAL	TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK	
		(9th-12th)	(WHITE)	(AFR. AMER.)	(MALE)	(FEMALE)	W/ PARENTS	(6th-8th)	(9th-12th)	(WHITE)	(AFR. AMER.)										
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	116	63	140	64	36	24	92	60	101	43	165	124	64	50	101	74	109	89	37	23
YES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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Table 1 Page 11  
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1. TO CONFIRM, IS THERE A STUDENT IN THIS HOUSEHOLD CURRENTLY ENROLLED IN GRADES 6 THROUGH 12?

	TOTAL		EMBARRASSED/		EMBARRASSED/		ALCOHOL USE BY PEOPLE				ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE	
	AFRAID 2 TALK		AFRAID 2 TALK		AFRAID 2 TALK		YOUR AGE IS...				BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE	
	(MALE)		(FEMALE)		(FEMALE)						(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)	
	YES	NO	YES	NO	YES	NO	PROB-	Big	Small	NOT A	BIG	SMALL	BIG	SMALL	BIG	SMALL	BIG	SMALL	BIG	SMALL	BIG	SMALL
							LEM	Prob.	Prob.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.
	-----																					
Total	300	85	65	80	59		281	161	120	16	65	44	96	76	106	89	38	20	78	68	83	52
YES	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

Table 1 Page 12  
Apr. 17, 2015

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

	TOTAL	DANGEROUS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL				(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		SEEN TV ADS STOP UNDERAGE DRINKING		HEARD RADIO STOP UNDERAGE DRINKING	
		DANG- EROUS	Very	Smwt.	NOT DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	YES	NO	YES	NO
Total	300	291	217	74	5	99	18	119	55	147	55	47	11	107	41	110	32	176	123	114	183
YES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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Table 1 Page 13  
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1. TO CONFIRM, IS THERE A STUDENT IN THIS HOUSEHOLD CURRENTLY ENROLLED IN GRADES 6 THROUGH 12?

	TOTAL			ONLINE ADS TO				SEEN ADS				ADS WILL MAKE		HEARD OF		VISITED	
				STOP UNDERAGE								MORE LIKELY 2		TALKITOUT.ORG		TALKITOUT.ORG	
				DRINKING								LISTEN/PARENT					
	YES	NO		0 OF 3	1 OF 3	2 OF 3	3 OF 3	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	132	166	83	65	87	61	142	65	87	213	13	272				
YES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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Table 1 Page 14  
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1. TO CONFIRM, IS THERE A STUDENT IN THIS HOUSEHOLD CURRENTLY ENROLLED IN GRADES 6 THROUGH 12?

	TOTAL	SOCIAL MEDIA						AGE									
		USE	Insta-	Face-	You-	DON'T	14/	10	11	12	13	14	15/	15	16	17	18/
		SOCIAL	gram	book	Tube	USE	YOUN-						OLDER				OLDER
		MEDIA				SOCIAL	GER										
Total	300	270	100	67	46	26	126	-	6	42	40	38	170	46	57	50	17
YES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0



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Table 1 Page 15  
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1. TO CONFIRM, IS THERE A STUDENT IN THIS HOUSEHOLD CURRENTLY ENROLLED IN GRADES 6 THROUGH 12?

	TOTAL	WHITE		AFRICAN AMER.		(MALE)		(FEMALE)		RACE				(MALE)		(FEMALE)		GENDER		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total	300	85	119	26	34	65	85	61	84	25	208	60	3	3	109	34	99	26	154	146
YES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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Table 2 Page 16  
Apr. 17, 2015

## 2. WHAT GRADE ARE YOU IN?

	TOTAL	AREA												
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST
Total	300	95	39	11	45	85	36	49	53	27	26	12	34	21
6th-8th	39.5	42.1	47.8	49.9	35.2	36.9	24.6	46.0	39.0	41.9	36.0	55.6	39.7	30.6
6th	12.4	14.2	12.9	9.0	16.7	10.4	9.9	10.8	16.2	20.8	11.5	20.3	5.3	9.6
7th	14.1	18.1	27.4	8.2	12.6	14.9	5.0	22.3	10.7	12.3	9.0	8.7	13.1	6.0
8th	13.0	9.7	7.5	32.7	6.0	11.5	9.8	12.8	12.1	8.7	15.5	26.5	21.3	15.1
9th-12th	60.5	57.9	52.2	50.1	64.8	63.1	75.4	54.0	61.0	58.1	64.0	44.4	60.3	69.4
9th	14.3	15.0	14.6	16.4	15.0	19.2	19.8	18.7	12.7	21.4	3.8	-	10.3	9.3
10th	16.5	17.8	22.2	16.4	14.3	13.7	12.4	14.6	15.5	12.1	19.1	26.6	13.5	23.0
11th	17.0	12.0	3.3	8.6	20.5	13.3	20.4	8.1	21.6	15.3	28.1	9.1	28.9	28.2
12th	12.7	13.1	12.1	8.6	15.0	17.0	22.8	12.7	11.1	9.3	13.0	8.7	7.5	8.9
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	9.10	8.92	8.64	8.83	9.19	9.18	9.72	8.79	9.10	8.75	9.46	8.66	9.30	9.50

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## 2. WHAT GRADE ARE YOU IN?

	TOTAL	GRADE										WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO	
Total	300	119	37	42	39	181	43	49	51	38	83	124	20	40	61	93	58	89	180	119	
6th-8th	39.5	100.0	100.0	100.0	100.0	-	-	-	-	-	100.0	-	100.0	-	100.0	-	100.0	-	22.5	65.5	
6th	12.4	31.4	100.0	-	-	-	-	-	-	-	31.1	-	27.7	-	23.9	-	39.3	-	7.6	19.7	
7th	14.1	35.7	-	100.0	-	-	-	-	-	-	32.0	-	54.5	-	30.8	-	41.0	-	4.8	28.2	
8th	13.0	32.9	-	-	100.0	-	-	-	-	-	36.8	-	17.8	-	45.3	-	19.7	-	10.1	17.5	
9th-12th	60.5	-	-	-	-	100.0	100.0	100.0	100.0	100.0	-	100.0	-	100.0	-	100.0	-	100.0	77.5	34.5	
9th	14.3	-	-	-	-	23.6	100.0	-	-	-	-	24.5	-	26.8	-	28.8	-	18.2	15.9	11.9	
10th	16.5	-	-	-	-	27.2	-	100.0	-	-	-	30.5	-	13.9	-	26.1	-	28.4	19.5	12.0	
11th	17.0	-	-	-	-	28.1	-	-	100.0	-	-	26.1	-	31.8	-	27.1	-	29.2	22.6	8.0	
12th	12.7	-	-	-	-	21.1	-	-	-	100.0	-	18.8	-	27.5	-	18.0	-	24.2	19.5	2.6	
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean	9.10	7.01	6.00	7.00	8.00	10.47	9.00	10.00	11.00	12.00	7.06	10.39	6.90	10.60	7.21	10.34	6.80	10.59	9.81	8.03	

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## 2. WHAT GRADE ARE YOU IN?

	TOTAL	TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total	300	40	78	139	41	130	78	31	29	98	56	82	63	128	145	28	82	100	63	80	110
6th-8th	39.5	100.0	100.0	-	-	24.0	67.4	11.6	56.5	26.6	62.6	17.6	68.0	21.9	56.4	100.0	100.0	-	-	20.0	56.2
6th	12.4	33.8	30.1	-	-	8.5	19.3	-	19.0	9.3	9.9	5.6	28.4	3.9	20.3	17.7	35.9	-	-	2.4	21.1
7th	14.1	21.4	43.1	-	-	5.3	25.7	5.9	31.3	4.8	25.1	4.8	31.0	7.2	20.2	32.8	35.8	-	-	3.7	19.1
8th	13.0	44.8	26.7	-	-	10.2	22.5	5.7	6.2	12.5	27.6	7.2	8.6	10.8	16.0	49.6	28.3	-	-	14.0	16.0
9th-12th	60.5	-	-	100.0	100.0	76.0	32.6	88.4	43.5	73.4	37.4	82.4	32.0	78.1	43.6	-	-	100.0	100.0	80.0	43.8
9th	14.3	-	-	20.5	34.4	17.1	10.8	17.1	18.6	16.7	18.4	15.0	6.1	15.3	12.2	-	-	19.6	28.0	18.3	11.0
10th	16.5	-	-	25.1	34.8	21.2	13.7	11.8	6.5	18.9	10.2	20.2	13.6	20.2	11.6	-	-	25.8	26.5	22.7	12.8
11th	17.0	-	-	29.1	23.3	21.7	4.6	23.8	18.4	21.8	6.8	23.5	9.1	23.4	13.8	-	-	29.9	31.7	22.6	12.3
12th	12.7	-	-	25.2	7.5	16.0	3.5	35.7	-	16.0	1.9	23.7	3.2	19.3	6.0	-	-	24.7	13.7	16.3	7.7
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	9.10	7.11	6.97	10.59	10.04	9.66	8.02	10.49	8.17	9.61	8.22	10.05	7.86	9.88	8.40	7.32	6.92	10.60	10.31	9.88	8.43

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

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## 2. WHAT GRADE ARE YOU IN?

	TOTAL	THINK IT'S  OKAY TO DRINK   (AFR. AMER.)		THINK IT'S  OKAY TO DRINK   (MALE)		THINK IT'S  OKAY TO DRINK   (FEMALE)		KNOW PEOPLE/  TRIED ALCOHOL   ALCOHOL		KNOW PEOPLE/  TRIED ALCOHOL   (6th-8th)		KNOW PEOPLE/  TRIED ALCOHOL   (9th-12th)		KNOW PEOPLE/  TRIED ALCOHOL   (WHITE)		KNOW PEOPLE/  TRIED ALCOHOL   (AFR. AMER.)		KNOW PEOPLE/  TRIED ALCOHOL   (MALE)		KNOW PEOPLE/  TRIED ALCOHOL   (FEMALE)	
		OKAY	NOT  OKAY	OKAY	NOT  OKAY	OKAY	NOT  OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	33	24	61	80	68	65	201	98	47	71	154	27	141	66	36	24	104	50	97	48
6th-8th	39.5	27.9	46.0	27.6	50.6	16.7	63.6	23.4	72.0	100.0	100.0	-	-	23.6	74.7	15.5	60.8	22.6	75.3	24.4	68.6
6th	12.4	5.3	16.1	1.4	14.9	6.0	27.0	4.0	29.8	16.9	41.4	-	-	3.3	32.3	-	23.3	2.8	23.5	5.3	36.4
7th	14.1	17.2	22.3	9.9	16.0	4.7	25.4	6.9	28.2	29.4	39.1	-	-	6.9	24.4	10.6	29.9	4.5	28.2	9.4	28.1
8th	13.0	5.4	7.6	16.3	19.7	5.9	11.3	12.6	14.0	53.6	19.4	-	-	13.3	18.1	4.9	7.6	15.3	23.6	9.7	4.0
9th-12th	60.5	72.1	54.0	72.4	49.4	83.3	36.4	76.6	28.0	-	-	100.0	100.0	76.4	25.3	84.5	39.2	77.4	24.7	75.6	31.4
9th	14.3	11.0	22.8	15.0	16.3	15.6	7.1	17.5	7.8	-	-	22.8	28.0	19.0	5.6	19.2	15.7	22.8	6.0	11.8	9.8
10th	16.5	11.2	7.9	16.9	13.8	23.2	8.7	20.3	8.7	-	-	26.6	31.0	23.0	8.5	10.0	8.0	18.8	9.3	21.9	8.0
11th	17.0	21.9	23.3	20.9	14.4	25.5	13.2	21.3	8.3	-	-	27.8	29.7	19.9	6.8	24.9	15.5	20.8	7.0	21.8	9.6
12th	12.7	27.9	-	19.6	4.9	19.1	7.3	17.4	3.2	-	-	22.8	11.4	14.6	4.4	30.4	-	15.0	2.3	20.1	4.0
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	9.10	9.83	8.54	9.77	8.61	9.98	8.14	9.77	7.75	7.37	6.78	10.51	10.24	9.69	7.72	10.25	8.02	9.73	7.80	9.82	7.70

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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## 2. WHAT GRADE ARE YOU IN?

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL												AGE STARTED DRINKING (WHITE)	
	14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER	
Total	300	84	9	75	6	15	27	28	93	46	37	7	3	64	58
6th-8th	39.5	44.8	78.1	41.0	84.7	42.4	39.4	33.1	2.3	4.2	-	-	7.6	41.6	1.7
6th	12.4	8.3	33.6	5.4	49.4	-	1.3	3.3	-	-	-	-	-	5.8	-
7th	14.1	12.0	34.4	9.5	15.9	20.6	12.0	-	-	-	-	-	-	12.3	-
8th	13.0	24.5	10.0	26.1	19.3	21.8	26.1	29.8	2.3	4.2	-	-	7.6	23.5	1.7
9th-12th	60.5	55.2	21.9	59.0	15.3	57.6	60.6	66.9	97.7	95.8	100.0	100.0	92.4	58.4	98.3
9th	14.3	19.7	10.9	20.7	-	24.7	24.2	19.5	16.9	26.4	9.4	-	-	21.5	17.5
10th	16.5	16.0	11.0	16.6	-	13.5	14.8	23.3	22.6	22.4	28.5	-	-	16.4	26.3
11th	17.0	12.7	-	14.1	-	-	18.1	20.6	31.5	30.5	35.4	24.8	13.1	13.3	32.0
12th	12.7	6.8	-	7.5	15.3	19.3	3.5	3.6	26.7	16.4	26.8	75.2	79.3	7.2	22.5
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	9.10	8.88	7.31	9.06	7.47	9.08	9.08	9.35	10.63	10.29	10.80	11.75	11.57	8.99	10.56

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 2. WHAT GRADE ARE YOU IN?

	TOTAL		AGE STARTED		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL			
	DRINKING		DRINKING		DRINKING		DRINKING									
	(AFRICAN AMR)		(MALE)		(FEMALE)								(WHITE)			
	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH		
Total	300	5	25	44	48	40	45	95	43	52	67	68	29	39	51	
6th-8th	39.5	68.7	-	43.3	0.4	46.5	4.3	14.6	20.7	9.5	37.5	14.5	16.8	12.7	38.3	
6th	12.4	-	-	6.6	-	10.3	-	1.0	2.3	-	6.0	-	-	-	7.3	
7th	14.1	36.0	-	4.5	-	20.3	-	6.2	9.1	3.8	6.1	5.9	6.8	5.2	7.6	
8th	13.0	32.7	-	32.2	0.4	16.0	4.3	7.3	9.3	5.7	25.3	8.6	10.0	7.6	23.3	
9th-12th	60.5	31.3	100.0	56.7	99.6	53.5	95.7	85.4	79.3	90.5	62.5	85.5	83.2	87.3	61.7	
9th	14.3	31.3	20.9	26.8	22.9	12.0	10.6	18.6	21.8	16.0	21.5	21.6	28.5	16.4	18.2	
10th	16.5	-	14.4	10.7	23.6	21.9	21.5	22.9	19.5	25.6	15.4	23.7	19.2	27.1	20.4	
11th	17.0	-	28.6	8.5	32.3	17.2	30.8	25.9	26.3	25.6	13.9	21.0	22.8	19.7	14.0	
12th	12.7	-	36.1	10.8	20.9	2.3	32.8	18.1	11.6	23.4	11.6	19.2	12.6	24.1	9.2	
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean	9.10	7.95	10.80	8.99	10.50	8.76	10.77	10.06	9.73	10.33	9.23	10.03	9.79	10.21	9.15	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 2. WHAT GRADE ARE YOU IN?

	TOTAL	OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL	
		LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	EASY 	HARD 	EASY 	HARD 	EASY 	HARD 	EASY 	HARD 
		MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH								
Total	300	16	7	9	9	47	22	24	43	49	20	28	24	108	170	19	93	89	77	75	117
6th-8th	39.5	11.5	26.1	-	19.9	14.5	21.5	8.1	34.1	14.6	19.9	10.7	43.6	17.5	55.0	100.0	100.0	-	-	16.1	56.9
6th	12.4	-	-	-	-	-	-	-	2.2	2.0	4.8	-	13.1	3.3	19.4	18.6	35.2	-	-	4.7	18.4
7th	14.1	11.5	26.1	-	-	6.1	12.8	-	4.3	6.3	5.0	7.2	9.5	6.2	18.4	35.1	33.4	-	-	5.3	17.0
8th	13.0	-	-	-	19.9	8.4	8.7	8.1	27.6	6.3	10.0	3.6	21.0	8.1	17.2	46.3	31.4	-	-	6.0	21.5
9th-12th	60.5	88.5	73.9	100.0	80.1	85.5	78.5	91.9	65.9	85.4	80.1	89.3	56.4	82.5	45.0	-	-	100.0	100.0	83.9	43.1
9th	14.3	10.8	-	19.3	58.7	21.3	16.6	25.6	29.2	16.0	27.6	7.6	7.7	16.4	12.1	-	-	19.9	26.8	17.3	11.1
10th	16.5	22.2	24.3	20.5	-	23.8	19.7	27.6	10.6	22.0	19.4	23.9	24.2	21.0	12.3	-	-	25.5	27.4	23.9	13.2
11th	17.0	44.1	49.6	39.8	-	24.6	25.3	23.9	13.3	27.1	27.4	27.0	15.1	26.5	12.6	-	-	32.1	28.0	22.9	12.3
12th	12.7	11.4	-	20.5	21.4	15.8	16.9	14.8	12.9	20.3	5.8	30.8	9.5	18.6	8.0	-	-	22.5	17.8	19.8	6.5
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	9.10	10.22	9.71	10.61	9.44	10.00	9.87	10.12	9.33	10.12	9.57	10.52	9.03	9.99	8.50	7.28	6.96	10.57	10.37	9.98	8.47

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

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## 2. WHAT GRADE ARE YOU IN?

	TOTAL		EASY/HARD GET ALCOHOL (AFR. AMER.)		EASY/HARD GET ALCOHOL (MALE)		EASY/HARD GET ALCOHOL (FEMALE)		PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th–8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th–12th)			
									TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER
Total	300	20	35	54	87	55	82	233	58	175	64	88	21	68	29	145	37	108	34	
6th–8th	39.5	17.4	42.7	22.0	53.3	13.1	56.7	37.8	35.7	38.5	46.1	100.0	100.0	100.0	100.0	–	–	–	–	
6th	12.4	–	15.9	4.8	13.8	1.7	25.3	10.5	11.3	10.2	18.4	27.8	31.7	26.6	40.0	–	–	–	–	
7th	14.1	8.5	21.5	5.0	16.5	7.3	20.3	13.9	5.5	16.7	15.5	36.8	15.4	43.4	33.6	–	–	–	–	
8th	13.0	8.9	5.2	12.3	23.0	4.0	11.1	13.4	18.9	11.6	12.2	35.4	52.9	30.0	26.4	–	–	–	–	
9th–12th	60.5	82.6	57.3	78.0	46.7	86.9	43.3	62.2	64.3	61.5	53.9	–	–	–	–	100.0	100.0	100.0	100.0	
9th	14.3	17.4	20.8	22.2	14.9	10.8	9.1	14.8	19.6	13.2	13.1	–	–	–	–	23.8	30.4	21.5	24.3	
10th	16.5	9.4	10.5	17.1	11.7	24.8	13.0	13.7	14.6	13.4	25.7	–	–	–	–	22.1	22.6	21.9	47.7	
11th	17.0	36.9	15.4	19.7	15.6	33.1	9.4	18.9	16.1	19.8	9.3	–	–	–	–	30.4	25.0	32.2	17.3	
12th	12.7	18.9	10.6	19.0	4.5	18.2	11.7	14.8	14.1	15.0	5.8	–	–	–	–	23.8	21.9	24.4	10.7	
OTHER	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	
DK/REFUSED	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	
Mean	9.10	10.14	8.77	9.77	8.59	10.22	8.39	9.23	9.25	9.22	8.63	7.08	7.21	7.03	6.86	10.54	10.38	10.60	10.15	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

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## 2. WHAT GRADE ARE YOU IN?

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT	
		ALCOHOL				ALCOHOL				ALCOHOL				ALCOHOL				LAST 3 MONTHS		LAST 3 MONTHS	
		(WHITE)				(AFRICAN AMERICAN)				(MALE)				(FEMALE)						(6th–8th)	
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO
Total	300	171	40	131	36	47	13	34	13	121	29	93	31	112	29	83	32	193	104	77	41
6th–8th	39.5	38.5	37.6	38.8	48.8	30.6	27.5	31.7	43.9	37.6	48.4	34.3	49.0	38.1	23.2	43.4	43.2	40.0	39.3	100.0	100.0
6th	12.4	11.4	7.1	12.7	18.0	3.7	13.7	–	29.8	8.9	10.4	8.4	12.1	12.3	12.2	12.3	24.6	11.8	14.0	29.5	35.7
7th	14.1	11.8	7.4	13.1	18.4	19.4	–	26.5	14.1	9.9	3.4	11.8	21.8	18.4	7.5	22.2	9.3	13.1	15.6	32.9	39.7
8th	13.0	15.4	23.1	13.0	12.4	7.6	13.9	5.2	–	18.9	34.6	14.0	15.1	7.5	3.4	8.9	9.3	15.0	9.7	37.7	24.6
9th–12th	60.5	61.5	62.4	61.2	51.2	69.4	72.5	68.3	56.1	62.4	51.6	65.7	51.0	61.9	76.8	56.6	56.8	60.0	60.7	–	–
9th	14.3	15.3	19.1	14.2	12.0	15.4	29.4	10.2	26.9	16.7	9.7	18.8	20.4	12.7	29.2	6.8	6.0	16.3	10.2	–	–
10th	16.5	16.1	14.4	16.6	26.6	7.8	13.9	5.5	14.6	13.7	19.3	12.0	23.9	13.7	9.9	15.0	27.4	12.9	22.8	–	–
11th	17.0	17.4	18.8	17.0	7.6	26.9	14.4	31.5	–	18.2	12.5	19.9	6.6	19.6	19.6	19.7	12.0	17.1	16.6	–	–
12th	12.7	12.7	10.1	13.4	5.1	19.4	14.7	21.1	14.5	13.8	10.0	14.9	–	15.9	18.1	15.1	11.4	13.9	11.1	–	–
OTHER	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–
DK/REFUSED	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–
Mean	9.10	9.16	9.23	9.14	8.54	9.62	9.32	9.74	8.41	9.26	9.02	9.34	8.42	9.20	9.48	9.10	8.84	9.12	9.06	7.08	6.89

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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## 2. WHAT GRADE ARE YOU IN?

	TOTAL  TALK W/PARENT   LAST 3 MONTHS    (9th-12th)		TALK W/PARENT   LAST 3 MONTHS    (WHITE)		TALK W/PARENT   LAST 3 MONTHS    (AFR. AMER.)		TALK W/PARENT   LAST 3 MONTHS    (MALE)		TALK W/PARENT   LAST 3 MONTHS    (FEMALE)		EMBARRASSED/   AFRAID 2 TALK    W/ PARENTS		EMBARRASSED/   AFRAID 2 TALK    (6th-8th)		EMBARRASSED/   AFRAID 2 TALK    (9th-12th)		EMBARRASSED/   AFRAID 2 TALK    (WHITE)		EMBARRASSED/   AFRAID 2 TALK    (AFR. AMER.)		
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
	-----																				
Total	300	116	63	140	64	36	24	92	60	101	43	165	124	64	50	101	74	109	89	37	23
6th-8th	39.5	-	-	40.4	40.4	24.8	46.6	39.5	41.2	40.4	36.6	38.7	40.2	100.0	100.0	-	-	35.0	45.2	44.7	16.0
6th	12.4	-	-	10.6	17.4	9.9	8.2	8.9	10.7	14.4	18.7	13.3	11.5	34.4	28.7	-	-	11.1	14.4	15.2	-
7th	14.1	-	-	13.1	11.7	10.1	30.7	8.2	18.7	17.6	11.3	11.5	15.8	29.9	39.3	-	-	8.5	15.3	19.7	16.0
8th	13.0	-	-	16.7	11.4	4.9	7.6	22.4	11.8	8.4	6.6	13.8	12.9	35.7	32.0	-	-	15.4	15.6	9.8	-
9th-12th	60.5	100.0	100.0	59.6	59.6	75.2	53.4	60.5	58.8	59.6	63.4	61.3	59.8	-	-	100.0	100.0	65.0	54.8	55.3	84.0
9th	14.3	27.1	16.8	17.1	8.8	20.2	14.2	18.8	14.1	14.0	4.7	15.4	13.4	-	-	25.0	22.4	18.6	10.5	10.0	30.0
10th	16.5	21.4	37.5	15.7	23.4	4.9	15.9	16.4	15.1	9.6	33.4	14.8	19.4	-	-	24.1	32.5	15.5	22.6	15.2	-
11th	17.0	28.4	27.4	16.1	14.3	24.9	15.5	13.3	20.0	20.5	12.0	18.4	14.2	-	-	29.9	23.7	18.2	12.1	20.0	23.0
12th	12.7	23.1	18.3	10.7	13.2	25.2	7.8	12.0	9.5	15.6	13.3	12.9	12.9	-	-	21.0	21.5	12.8	9.5	10.2	31.0
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	9.10	10.48	10.47	9.05	9.04	9.75	8.77	9.13	9.02	9.10	9.12	9.13	9.07	7.01	7.03	10.47	10.44	9.24	8.86	8.91	10.07

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

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## 2. WHAT GRADE ARE YOU IN?

	TOTAL	EMBARRASSED/ AFRAID 2 TALK (MALE)		EMBARRASSED/ AFRAID 2 TALK (FEMALE)		ALCOHOL USE BY PEOPLE YOUR AGE IS...				ALCOHOL USE BY YOUR AGE (6th-8th)		ALCOHOL USE BY YOUR AGE (9th-12th)		ALCOHOL USE BY YOUR AGE (WHITE)		ALCOHOL USE BY YOUR AGE (AFR. AMER.)		ALCOHOL USE BY YOUR AGE (MALE)		ALCOHOL USE BY YOUR AGE (FEMALE)	
		YES	NO	YES	NO	PROB- LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	85	65	80	59	281	161	120	16	65	44	96	76	106	89	38	20	78	68	83	52
6th-8th	39.5	40.0	41.7	37.3	38.5	38.8	40.6	36.4	56.3	100.0	100.0	-	-	43.9	34.0	28.4	46.5	47.7	32.1	34.0	42.0
6th	12.4	9.6	9.9	17.2	13.3	12.2	15.9	7.3	18.4	39.1	20.2	-	-	16.0	8.1	14.5	-	15.5	3.6	16.3	12.2
7th	14.1	9.8	16.1	13.4	15.4	13.4	12.7	14.4	25.1	31.2	39.5	-	-	11.7	11.9	13.9	28.4	10.9	13.7	14.3	15.2
8th	13.0	20.5	15.7	6.7	9.8	13.2	12.1	14.7	12.7	29.7	40.3	-	-	16.2	14.0	-	18.1	21.3	14.7	3.4	14.7
9th-12th	60.5	60.0	58.3	62.7	61.5	61.2	59.4	63.6	43.7	-	-	100.0	100.0	56.1	66.0	71.6	53.5	52.3	67.9	66.0	58.0
9th	14.3	19.7	14.0	10.7	12.8	14.5	14.5	14.5	7.5	-	-	24.4	22.8	14.8	14.6	19.1	17.1	13.9	21.6	15.1	5.2
10th	16.5	14.0	19.0	15.6	19.9	16.2	12.4	21.3	25.0	-	-	20.9	33.5	12.7	24.5	14.4	-	14.0	15.4	10.9	29.1
11th	17.0	15.3	15.8	21.6	12.4	17.9	20.4	14.5	5.7	-	-	34.3	22.8	18.9	13.1	23.5	18.6	14.7	18.8	25.7	8.9
12th	12.7	11.1	9.6	14.7	16.4	12.6	12.1	13.3	5.6	-	-	20.4	20.9	9.8	13.7	14.6	17.8	9.7	12.2	14.4	14.8
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	9.10	9.09	9.02	9.18	9.14	9.13	9.04	9.25	8.35	6.91	7.20	10.51	10.42	8.92	9.30	9.34	9.16	8.83	9.36	9.25	9.10

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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## 2. WHAT GRADE ARE YOU IN?

	TOTAL	DANGEROUS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL				(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		SEEN TV ADS	HEARD RADIO		
																		STOP UNDERAGE	STOP UNDERAGE		
																		DRINKING	DRINKING		
		DANG- EROUS	Very	Smwt.	NOT DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	YES	NO	YES	NO
Total	300	291	217	74	5	99	18	119	55	147	55	47	11	107	41	110	32	176	123	114	183
6th-8th	39.5	40.1	45.4	24.7	19.7	100.0	100.0	-	-	48.4	20.3	34.6	33.5	48.5	22.0	42.3	28.1	37.9	41.5	34.4	42.3
6th	12.4	12.8	16.6	1.7	-	36.5	6.9	-	-	17.6	-	11.8	-	12.8	2.2	20.3	1.1	9.9	15.4	6.9	15.6
7th	14.1	13.9	16.4	6.7	19.7	36.1	27.0	-	-	16.2	3.5	19.1	17.5	16.7	2.3	16.0	12.3	15.4	12.4	15.4	13.6
8th	13.0	13.4	12.4	16.3	-	27.4	66.0	-	-	14.5	16.8	3.8	15.9	19.0	17.6	6.0	14.6	12.6	13.7	12.2	13.2
9th-12th	60.5	59.9	54.6	75.3	80.3	-	-	100.0	100.0	51.6	79.7	65.4	66.5	51.5	78.0	57.7	71.9	62.1	58.5	65.6	57.7
9th	14.3	14.7	15.8	11.5	-	-	-	28.9	15.3	15.0	15.4	22.7	-	19.7	13.4	12.0	9.2	16.2	11.5	19.9	11.0
10th	16.5	16.0	13.2	24.3	41.6	-	-	24.1	32.2	14.3	27.4	11.7	-	12.2	22.5	14.1	26.5	16.5	16.5	17.9	15.8
11th	17.0	17.2	16.6	19.0	20.5	-	-	30.4	25.2	15.2	16.7	19.1	33.1	12.2	26.8	20.9	8.8	14.7	20.4	17.0	16.7
12th	12.7	12.0	9.0	20.6	18.2	-	-	16.5	27.3	7.1	20.3	11.9	33.4	7.4	15.3	10.7	27.4	14.6	10.1	10.9	14.1
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	9.10	9.07	8.79	9.89	9.98	6.91	7.59	10.35	10.65	8.66	9.98	9.08	10.16	8.68	9.93	8.89	9.84	9.17	9.03	9.21	9.05

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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## 2. WHAT GRADE ARE YOU IN?

	TOTAL			ONLINE ADS TO STOP UNDERAGE DRINKING				SEEN ADS				ADS WILL MAKE MORE LIKELY 2 LISTEN/PARENT		HEARD OF TALKITOUT.ORG		VISITED TALKITOUT.ORG	
				YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	132	166	83	65	87	61	142	65	87	213	13	272				
6th-8th	39.5	39.5	38.6	44.5	37.1	34.4	39.8	40.8	29.2	37.3	40.5	37.1	39.4				
6th	12.4	9.1	13.7	18.4	9.3	10.0	7.7	9.7	7.1	14.1	11.7	-	12.7				
7th	14.1	13.9	14.5	13.8	14.8	12.1	17.8	16.3	10.4	9.6	16.0	7.5	14.2				
8th	13.0	16.4	10.5	12.4	12.9	12.3	14.4	14.8	11.7	13.6	12.8	29.7	12.5				
9th-12th	60.5	60.5	61.4	55.5	62.9	65.6	60.2	59.2	70.8	62.7	59.5	62.9	60.6				
9th	14.3	14.1	14.6	10.7	14.0	15.8	18.4	14.9	19.6	12.6	14.9	14.5	14.4				
10th	16.5	16.6	16.6	15.9	17.8	16.2	17.4	15.9	19.3	14.4	17.3	13.3	16.8				
11th	17.0	16.5	17.7	17.3	19.0	17.4	13.5	14.3	19.0	18.9	16.2	27.7	16.4				
12th	12.7	13.4	12.4	11.6	12.1	16.2	10.9	14.1	12.9	16.7	11.1	7.4	13.1				
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-				
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-				
Mean	9.10	9.18	9.09	8.90	9.22	9.33	9.04	9.10	9.42	9.27	9.03	9.46	9.10				

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

Table 2 Page 29  
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## 2. WHAT GRADE ARE YOU IN?

	TOTAL	SOCIAL MEDIA						AGE									
		USE	Insta-	Face-	You-	DON'T	14/	10	11	12	13	14	15/	15	16	17	18/
		SOCIAL	gram	book	Tube	USE	YOUN-						OLDER				OLDER
		MEDIA				SOCIAL	GER										
Total	300	270	100	67	46	26	126	-	6	42	40	38	170	46	57	50	17
6th-8th	39.5	37.8	35.7	32.2	60.9	57.8	91.0	-	100.0	100.0	100.0	70.4	1.2	4.3	-	-	-
6th	12.4	11.4	13.4	7.0	21.6	24.0	29.5	-	100.0	70.3	4.7	-	-	-	-	-	-
7th	14.1	13.9	11.6	8.1	26.4	14.3	32.1	-	-	29.7	66.9	3.3	-	-	-	-	-
8th	13.0	12.5	10.7	17.1	12.9	19.5	29.4	-	-	-	28.4	67.2	1.2	4.3	-	-	-
9th-12th	60.5	62.2	64.3	67.8	39.1	42.2	9.0	-	-	-	-	29.6	98.8	95.7	100.0	100.0	100.0
9th	14.3	13.6	21.0	7.1	12.2	17.9	9.0	-	-	-	-	29.6	18.0	54.6	9.8	-	-
10th	16.5	16.6	16.3	19.1	10.0	17.0	-	-	-	-	-	-	29.1	32.9	56.9	4.0	-
11th	17.0	18.2	13.3	26.7	4.5	7.3	-	-	-	-	-	-	29.8	8.2	33.3	54.0	6.0
12th	12.7	13.8	13.7	14.9	12.4	-	-	-	-	-	-	-	21.9	-	-	42.0	94.0
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	9.10	9.20	9.10	9.63	8.26	8.12	7.18	-	6.00	6.30	7.24	8.26	10.53	9.45	10.24	11.38	11.94

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

Table 2 Page 30  
Apr. 17, 2015

## 2. WHAT GRADE ARE YOU IN?

	TOTAL	WHITE		AFRICAN AMER.		(MALE)		(FEMALE)		RACE				(MALE)		(FEMALE)		GENDER		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total	300	85	119	26	34	65	85	61	84	25	208	60	3	3	109	34	99	26	154	146
6th-8th	39.5	94.6	0.7	78.5	-	89.9	1.2	92.2	1.1	48.2	40.1	33.4	34.4	53.1	41.1	36.9	39.1	28.9	39.7	39.4
6th	12.4	30.5	-	21.7	-	22.6	-	36.9	-	19.7	12.5	9.3	-	27.0	11.5	-	13.6	21.4	9.5	15.5
7th	14.1	29.1	-	42.8	-	26.2	-	38.4	-	12.4	12.9	18.2	34.4	8.5	8.7	26.4	17.4	7.5	12.2	16.1
8th	13.0	35.0	0.7	14.0	-	41.2	1.2	17.0	1.1	16.1	14.8	6.0	-	17.7	20.9	10.5	8.0	-	18.0	7.8
9th-12th	60.5	5.4	99.3	21.5	100.0	10.1	98.8	7.8	98.9	51.8	59.9	66.6	65.6	46.9	58.9	63.1	60.9	71.1	60.3	60.6
9th	14.3	5.4	21.0	21.5	15.1	10.1	22.5	7.8	13.4	4.1	14.7	17.8	-	18.5	16.8	20.4	12.3	14.4	17.3	11.0
10th	16.5	-	32.0	-	16.1	-	28.4	-	29.8	19.4	18.3	9.2	32.9	-	18.0	10.7	18.7	7.3	15.7	17.2
11th	17.0	-	27.4	-	36.9	-	29.5	-	30.2	16.0	15.6	21.2	32.7	4.9	15.0	16.0	16.4	28.0	16.3	17.7
12th	12.7	-	18.9	-	31.9	-	18.5	-	25.4	12.3	11.3	18.3	-	23.5	9.2	16.0	13.5	21.4	10.9	14.7
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	9.10	7.15	10.43	7.35	10.86	7.39	10.42	6.96	10.65	8.88	9.05	9.36	9.30	8.65	9.03	9.27	9.08	9.48	9.10	9.10

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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

	TOTAL	AREA												
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST
Total	300	95	39	11	45	85	36	49	53	27	26	12	34	21
YES	59.9	53.4	49.3	41.8	59.9	67.9	75.1	62.5	57.2	45.1	69.7	64.7	55.0	69.1
NO	39.8	46.6	50.7	58.2	40.1	32.1	24.9	37.5	41.2	51.9	30.3	35.3	45.0	30.9
DK/REFUSED	0.3	-	-	-	-	-	-	-	1.5	3.0	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

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

	TOTAL	GRADE										WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO	
Total	300	119	37	42	39	181	43	49	51	38	83	124	20	40	61	93	58	89	180	119	
YES	59.9	34.1	36.7	20.4	46.4	76.8	66.9	70.9	79.6	91.9	37.3	79.1	17.8	68.2	42.6	77.4	25.0	76.1	100.0	-	
NO	39.8	65.9	63.3	79.6	53.6	22.7	33.1	29.1	18.8	8.1	62.7	20.3	82.2	31.8	57.4	22.6	75.0	22.9	-	100.0	
DK/REFUSED	0.3	-	-	-	-	0.5	-	-	1.6	-	-	0.7	-	-	-	-	-	0.9	-	-	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

Table 3 Page 33  
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## 3. DO YOU KNOW PEOPLE AROUND YOUR AGE WHO HAVE TALKED ABOUT DRINKING ALCOHOL LIKE BEER, WINE, WINE COOLERS OR LIQUOR?

	TOTAL	TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total	300	40	78	139	41	130	78	31	29	98	56	82	63	128	145	28	82	100	63	80	110
YES	59.9	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	80.5	42.4	57.8	27.3	86.8	61.9	83.4	47.7
NO	39.8	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	19.5	57.1	42.2	72.7	13.2	36.8	16.6	51.6
DK/REFUSED	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	0.6	-	-	-	1.3	-	0.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	THINK IT'S  OKAY TO DRINK (AFR. AMER.)		THINK IT'S  OKAY TO DRINK (MALE)		THINK IT'S  OKAY TO DRINK (FEMALE)		KNOW PEOPLE/  TRIED ALCOHOL  ALCOHOL		KNOW PEOPLE/  TRIED ALCOHOL (6th-8th)		KNOW PEOPLE/  TRIED ALCOHOL (9th-12th)		KNOW PEOPLE/  TRIED ALCOHOL (WHITE)		KNOW PEOPLE/  TRIED ALCOHOL (AFR. AMER.)		KNOW PEOPLE/  TRIED ALCOHOL (MALE)		KNOW PEOPLE/  TRIED ALCOHOL (FEMALE)	
		OKAY	NOT  OKAY	OKAY	NOT  OKAY	OKAY	NOT  OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
		-----							-----								-----				
Total	300	33	24	61	80	68	65	201	98	47	71	154	27	141	66	36	24	104	50	97	48
YES	59.9	71.8	15.9	86.7	46.2	74.9	37.7	78.7	22.0	57.7	18.7	85.1	30.3	80.0	25.2	75.1	15.3	81.1	27.2	76.1	16.5
NO	39.8	28.2	84.1	13.3	53.8	25.1	61.0	20.9	78.0	42.3	81.3	14.4	69.7	19.4	74.8	24.9	84.7	18.9	72.8	23.1	83.5
DK/REFUSED	0.3	-	-	-	-	-	1.3	0.4	-	-	-	0.5	-	0.6	-	-	-	-	-	0.8	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total	300	84	9	75	6	15	27	28	93	46	37	7	3	64	58
YES	59.9	76.9	44.3	80.7	67.2	72.7	83.8	84.5	86.2	87.6	89.9	63.1	71.8	79.6	85.6
NO	39.8	23.1	55.7	19.3	32.8	27.3	16.2	15.5	12.9	12.4	7.9	36.9	28.2	20.4	13.0
DK/REFUSED	0.3	-	-	-	-	-	-	-	0.9	-	2.2	-	-	-	1.4

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL		AGE STARTED		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL			
	DRINKING		DRINKING		DRINKING		DRINKING						(WHITE)			
	(AFRICAN AMR)		(MALE)		(FEMALE)											
	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH
Total	300	5	25	44	48	40	45	95	43	52	67	68	29	39	51	
YES	59.9	32.7	93.1	82.1	90.8	71.3	81.4	87.1	86.3	87.8	69.6	88.8	89.8	88.1	67.4	
NO	39.8	67.3	6.9	17.9	9.2	28.7	16.8	12.9	13.7	12.2	29.2	11.2	10.2	11.9	31.0	
DK/REFUSED	0.3	-	-	-	-	-	1.8	-	-	-	1.2	-	-	-	1.6	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL	
														(6th-8th)		(6th-8th)		(9th-12th)		(9th-12th)	
		LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	EASY 	HARD 	EASY 	HARD 	EASY 	HARD 	EASY 	HARD 
Total	300	16	7	9	9	47	22	24	43	49	20	28	24	108	170	19	93	89	77	75	117
YES	59.9	77.9	73.9	81.0	81.0	92.1	91.6	92.5	74.2	82.4	80.5	83.8	61.3	80.8	47.4	39.3	34.2	89.6	63.4	83.9	50.6
NO	39.8	22.1	26.1	19.0	19.0	7.9	8.4	7.5	25.8	17.6	19.5	16.2	35.3	19.2	52.2	60.7	65.8	10.4	35.6	16.1	48.7
DK/REFUSED	0.3	-	-	-	-	-	-	-	-	-	-	-	3.4	-	0.5	-	-	-	1.1	-	0.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	EASY/HARD GET ALCOHOL (AFR. AMER.)		EASY/HARD GET ALCOHOL (MALE)		EASY/HARD GET ALCOHOL (FEMALE)		PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)			
		EASY	HARD	EASY	HARD	EASY	HARD	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER
Total	300	20	35	54	87	55	82	233	58	175	64	88	21	68	29	145	37	108	34
YES	59.9	64.9	41.3	83.5	52.5	78.2	41.9	61.2	62.4	60.8	53.4	34.6	41.3	32.6	30.1	77.3	74.1	78.4	73.4
NO	39.8	35.1	58.7	16.5	47.5	21.8	57.1	38.8	37.6	39.2	45.3	65.4	58.7	67.4	69.9	22.7	25.9	21.6	24.2
DK/REFUSED	0.3	-	-	-	-	-	1.0	-	-	-	1.3	-	-	-	-	-	-	-	2.4

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	PARENTS TALK ABOUT DRINKING ALCOHOL (WHITE)				PARENTS TALK ABOUT DRINKING ALCOHOL (AFRICAN AMERICAN)				PARENTS TALK ABOUT DRINKING ALCOHOL (MALE)				PARENTS TALK ABOUT DRINKING ALCOHOL (FEMALE)				TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS (6th-8th)	
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO
Total	300	171	40	131	36	47	13	34	13	121	29	93	31	112	29	83	32	193	104	77	41
YES	59.9	64.8	58.0	66.9	49.5	49.8	71.3	41.9	57.0	65.1	68.3	64.1	56.8	56.9	56.6	57.1	50.2	61.4	57.5	35.3	32.4
NO	39.8	35.2	42.0	33.1	48.2	50.2	28.7	58.1	43.0	34.9	31.7	35.9	43.2	43.1	43.4	42.9	47.3	38.6	41.7	64.7	67.6
DK/REFUSED	0.3	-	-	-	2.3	-	-	-	-	-	-	-	-	-	-	-	2.5	-	0.8	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK	
		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		W/ PARENTS		(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	116	63	140	64	36	24	92	60	101	43	165	124	64	50	101	74	109	89	37	23
YES	59.9	78.8	73.7	64.0	59.4	55.0	45.9	63.4	64.4	59.6	47.9	63.5	56.7	37.8	32.7	79.7	72.8	69.0	56.6	45.0	61.3
NO	39.8	21.2	25.0	36.0	39.3	45.0	54.1	36.6	35.6	40.4	50.3	36.0	43.3	62.2	67.3	19.5	27.2	30.2	43.4	55.0	38.7
DK/REFUSED	0.3	-	1.3	-	1.3	-	-	-	-	-	1.9	0.5	-	-	-	0.8	-	0.8	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL		EMBARRASSED/ AFRAID 2 TALK (MALE)		EMBARRASSED/ AFRAID 2 TALK (FEMALE)		ALCOHOL USE BY PEOPLE YOUR AGE IS...				ALCOHOL USE BY YOUR AGE (6th-8th)		ALCOHOL USE BY YOUR AGE (9th-12th)		ALCOHOL USE BY YOUR AGE (WHITE)		ALCOHOL USE BY YOUR AGE (AFR. AMER.)		ALCOHOL USE BY YOUR AGE (MALE)		ALCOHOL USE BY YOUR AGE (FEMALE)		
	YES	NO	YES	NO	PROB- LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	
-----																							
Total	300	85	65	80	59	281	161	120	16	65	44	96	76	106	89	38	20	78	68	83	52		
YES	59.9	66.4	57.7	60.3	55.6	60.6	60.3	61.1	49.3	34.7	33.9	77.8	76.7	65.9	61.0	43.0	63.1	64.5	62.9	56.3	58.8		
NO	39.8	33.6	42.3	38.7	44.4	39.1	39.7	38.2	50.7	65.3	66.1	22.2	22.3	34.1	38.1	57.0	36.9	35.5	37.1	43.7	39.7		
DK/REFUSED	0.3	-	-	1.0	-	0.3	-	0.7	-	-	-	-	1.1	-	0.9	-	-	-	-	-	1.6		

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	DANGEROUS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL				(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		SEEN TV ADS STOP UNDERAGE DRINKING		HEARD RADIO STOP UNDERAGE DRINKING	
		DANG- EROUS	Very	Smwt.	NOT DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	YES	NO	YES	NO
Total	300	291	217	74	5	99	18	119	55	147	55	47	11	107	41	110	32	176	123	114	183
YES	59.9	59.9	53.3	79.5	62.1	30.3	58.0	72.4	86.5	55.7	81.2	42.3	82.5	57.3	79.7	49.4	79.2	58.9	61.1	58.3	60.8
NO	39.8	39.8	46.3	20.5	37.9	69.7	42.0	26.9	13.5	43.7	18.8	57.7	17.5	42.7	20.3	49.8	20.8	41.1	38.3	41.7	38.7
DK/REFUSED	0.3	0.3	0.4	-	-	-	-	0.7	-	0.6	-	-	-	-	-	0.7	-	-	0.7	-	0.4

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL			ONLINE ADS TO				SEEN ADS				ADS WILL MAKE		HEARD OF		VISITED	
				STOP UNDERAGE								MORE LIKELY 2		TALKITOUT.ORG		TALKITOUT.ORG	
				DRINKING								LISTEN/PARENT					
	YES	NO		0 OF 3	1 OF 3	2 OF 3	3 OF 3	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	132	166	83	65	87	61	142	65	87	213	13	272				
YES	59.9	61.6	59.0	59.3	61.1	63.2	56.2	56.4	68.3	58.5	60.5	64.7	58.6				
NO	39.8	38.4	40.5	39.7	38.9	36.8	43.8	43.6	31.7	40.5	39.5	35.3	41.1				
DK/REFUSED	0.3	-	0.5	1.0	-	-	-	-	-	0.9	-	-	0.3				

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	SOCIAL MEDIA						AGE									
		USE	Insta-	Face-	You-	DON'T	14/	10	11	12	13	14	15/	15	16	17	18/
		SOCIAL	gram	book	Tube	USE	YOUN-						OLDER				OLDER
		MEDIA				SOCIAL	GER										
Total	300	270	100	67	46	26	126	-	6	42	40	38	170	46	57	50	17
YES	59.9	61.3	60.3	59.5	58.4	45.8	35.0	-	51.5	30.1	30.2	43.0	78.7	75.2	69.6	89.3	87.3
NO	39.8	38.4	39.7	39.2	41.6	54.2	65.0	-	48.5	69.9	69.8	57.0	20.8	24.8	30.4	9.0	12.7
DK/REFUSED	0.3	0.3	-	1.2	-	-	-	-	-	-	-	-	0.5	-	-	1.6	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	WHITE		AFRICAN AMER.		(MALE)		(FEMALE)		RACE				(MALE)		(FEMALE)		GENDER		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total	300	85	119	26	34	65	85	61	84	25	208	60	3	3	109	34	99	26	154	146
YES	59.9	36.6	81.2	28.0	68.7	44.6	78.6	24.9	78.8	68.7	62.3	51.4	32.7	41.2	64.1	58.1	60.4	42.6	63.6	56.0
NO	39.8	63.4	18.1	72.0	31.3	55.4	21.4	75.1	20.2	31.3	37.3	48.6	67.3	58.8	35.9	41.9	38.8	57.4	36.4	43.4
DK/REFUSED	0.3	-	0.7	-	-	-	-	-	1.0	-	0.4	-	-	-	-	-	0.8	-	-	0.6

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	AREA												
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST
Total	300	95	39	11	45	85	36	49	53	27	26	12	34	21
OKAY	42.8	32.5	30.3	25.0	36.2	55.1	59.9	51.6	33.8	33.9	33.8	47.3	47.3	52.9
NOT OKAY	48.5	54.6	62.4	49.6	49.1	39.5	30.1	46.3	59.5	56.7	62.4	52.7	47.4	28.7
DK/REFUSED	8.7	12.9	7.3	25.4	14.7	5.5	10.0	2.1	6.7	9.4	3.8	-	5.3	18.4

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	GRADE									WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO
Total	300	119	37	42	39	181	43	49	51	38	83	124	20	40	61	93	58	89	180	119
OKAY	42.8	23.7	13.3	21.7	35.7	55.3	45.9	52.5	58.8	65.0	19.3	51.6	45.6	59.0	27.5	47.3	19.6	63.7	57.5	21.0
NOT OKAY	48.5	69.2	79.2	69.2	59.5	35.0	41.5	34.1	39.5	22.7	74.1	38.6	54.4	32.1	66.6	42.8	71.9	26.7	34.3	69.5
DK/REFUSED	8.7	7.2	7.5	9.1	4.8	9.7	12.6	13.5	1.7	12.3	6.6	9.8	-	8.9	6.0	9.8	8.4	9.6	8.2	9.5

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total	300	40	78	139	41	130	78	31	29	98	56	82	63	128	145	28	82	100	63	80	110
OKAY	42.8	40.2	15.1	62.5	32.1	51.7	17.2	76.3	31.6	53.8	14.5	62.0	26.8	100.0	-	100.0	-	100.0	-	100.0	-
NOT OKAY	48.5	55.5	76.3	28.2	56.6	40.4	73.1	12.2	68.4	37.9	77.3	29.9	62.6	-	100.0	-	100.0	-	100.0	-	100.0
DK/REFUSED	8.7	4.4	8.6	9.3	11.3	7.9	9.8	11.5	-	8.3	8.3	8.0	10.7	-	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL		THINK IT'S		THINK IT'S		THINK IT'S		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/	
	OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL			
	(AFR. AMER.)		(MALE)		(FEMALE)		ALCOHOL		(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)			
	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO		
	-----																					
Total	300	33	24	61	80	68	65	201	98	47	71	154	27	141	66	36	24	104	50	97	48	
OKAY	42.8	100.0	-	100.0	-	100.0	-	56.7	14.7	45.1	9.6	60.3	27.7	52.8	8.8	70.3	30.6	54.6	8.0	59.0	21.6	
NOT OKAY	48.5	-	100.0	-	100.0	-	100.0	34.5	77.5	48.8	83.6	30.2	61.8	39.2	82.7	20.0	69.4	36.7	84.7	32.2	70.1	
DK/REFUSED	8.7	-	-	-	-	-	-	8.7	7.8	6.0	6.7	9.6	10.5	8.0	8.5	9.8	-	8.7	7.3	8.7	8.3	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total	300	84	9	75	6	15	27	28	93	46	37	7	3	64	58
OKAY	42.8	55.3	54.9	55.3	15.3	41.2	63.7	62.7	62.7	73.2	47.9	60.7	92.4	53.0	60.1
NOT OKAY	48.5	34.8	22.2	36.3	52.6	58.8	22.7	34.2	30.4	24.8	40.0	25.6	7.6	36.8	36.7
DK/REFUSED	8.7	9.9	22.9	8.4	32.0	-	13.6	3.2	6.9	2.0	12.1	13.8	-	10.1	3.2

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL		AGE STARTED DRINKING (AFRICAN AMR)		AGE STARTED DRINKING (MALE)		AGE STARTED DRINKING (FEMALE)		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL (WHITE)			
	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH
Total	300	5	25	44	48	40	45	95	43	52	67	68	29	39	51	
OKAY	42.8	68.7	71.1	51.2	60.9	59.7	64.6	72.8	79.6	67.1	41.7	72.0	73.9	70.5	34.4	
NOT OKAY	48.5	31.3	14.9	36.2	35.6	33.3	25.0	23.2	18.0	27.4	51.7	23.8	22.6	24.6	60.2	
DK/REFUSED	8.7	-	14.0	12.6	3.5	7.0	10.4	4.1	2.4	5.4	6.6	4.3	3.5	4.8	5.4	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL (6th-8th)		EASY/HARD GET ALCOHOL (9th-12th)		EASY/HARD GET ALCOHOL (WHITE)	
		LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	EASY 	HARD 	EASY 	HARD 	EASY 	HARD 	EASY 	HARD 
Total	300	16	7	9	9	47	22	24	43	49	20	28	24	108	170	19	93	89	77	75	117
OKAY	42.8	77.0	100.0	58.7	62.0	77.7	78.8	76.6	40.8	68.0	80.5	59.0	43.4	60.8	30.4	43.8	21.2	64.4	41.8	60.2	24.5
NOT OKAY	48.5	23.0	-	41.3	19.0	20.3	21.2	19.6	48.9	25.9	14.5	34.2	56.6	31.2	61.5	50.8	72.8	27.1	47.7	28.3	70.9
DK/REFUSED	8.7	-	-	-	19.0	2.0	-	3.9	10.3	6.0	5.0	6.8	-	8.0	8.1	5.4	6.0	8.5	10.6	11.5	4.6

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	EASY/HARD GET ALCOHOL (AFR. AMER.)		EASY/HARD GET ALCOHOL (MALE)		EASY/HARD GET ALCOHOL (FEMALE)		PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)			
		EASY	HARD	EASY	HARD	EASY	HARD	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER
Total	300	20	35	54	87	55	82	233	58	175	64	88	21	68	29	145	37	108	34
OKAY	42.8	54.7	52.6	59.1	24.9	62.5	36.3	43.8	54.6	40.2	38.1	24.1	41.3	18.8	19.9	55.8	62.0	53.7	53.5
NOT OKAY	48.5	45.3	37.2	34.0	67.0	28.6	55.7	48.6	43.7	50.2	50.4	69.5	53.9	74.4	70.4	35.8	38.0	35.0	33.4
DK/REFUSED	8.7	-	10.2	7.0	8.1	9.0	8.0	7.6	1.7	9.6	11.5	6.4	4.8	6.9	9.7	8.4	-	11.3	13.1

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	PARENTS TALK ABOUT DRINKING ALCOHOL (WHITE)				PARENTS TALK ABOUT DRINKING ALCOHOL (AFRICAN AMERICAN)				PARENTS TALK ABOUT DRINKING ALCOHOL (MALE)				PARENTS TALK ABOUT DRINKING ALCOHOL (FEMALE)				TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS (6th-8th)	
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO
Total	300	171	40	131	36	47	13	34	13	121	29	93	31	112	29	83	32	193	104	77	41
OKAY	42.8	38.9	46.0	36.7	38.4	61.8	85.0	53.2	27.9	39.0	41.7	38.1	39.4	49.1	67.3	42.6	36.7	45.4	38.6	26.5	18.9
NOT OKAY	48.5	53.5	54.0	53.3	51.4	34.7	15.0	41.9	57.6	53.5	58.3	52.0	49.1	43.2	29.2	48.1	51.7	49.6	48.1	67.2	74.4
DK/REFUSED	8.7	7.7	-	10.0	10.2	3.6	-	4.9	14.5	7.5	-	9.9	11.4	7.7	3.4	9.2	11.6	5.0	13.3	6.3	6.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL		TALK W/PARENT LAST 3 MONTHS (9th-12th)		TALK W/PARENT LAST 3 MONTHS (WHITE)		TALK W/PARENT LAST 3 MONTHS (AFR. AMER.)		TALK W/PARENT LAST 3 MONTHS (MALE)		TALK W/PARENT LAST 3 MONTHS (FEMALE)		EMBARRASSED/ AFRAID 2 TALK W/ PARENTS		EMBARRASSED/ AFRAID 2 TALK (6th-8th)		EMBARRASSED/ AFRAID 2 TALK (9th-12th)		EMBARRASSED/ AFRAID 2 TALK (WHITE)		EMBARRASSED/ AFRAID 2 TALK (AFR. AMER.)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
	-----																					
Total	300	116	63	140	64	36	24	92	60	101	43	165	124	64	50	101	74	109	89	37	23	
OKAY	42.8	58.0	51.4	41.3	33.4	69.7	31.3	42.5	34.4	48.0	44.5	47.1	38.4	29.1	19.1	58.4	51.4	45.8	31.9	50.1	61.5	
NOT OKAY	48.5	37.9	31.0	54.6	52.0	30.3	53.8	52.5	53.5	47.0	40.6	44.9	52.6	63.6	75.0	33.2	37.6	46.5	59.6	44.8	31.3	
DK/REFUSED	8.7	4.0	17.6	4.0	14.6	-	14.9	5.0	12.1	4.9	15.0	8.0	9.0	7.3	5.9	8.4	11.1	7.8	8.4	5.1	7.2	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL		EMBARRASSED/		EMBARRASSED/		ALCOHOL USE BY PEOPLE				ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE	
	AFRAID 2 TALK		AFRAID 2 TALK		AFRAID 2 TALK		YOUR AGE IS...				BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE	
	(MALE)		(FEMALE)		(FEMALE)						(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)	
	YES	NO	YES	NO	YES	NO	PROB-LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.
Total	300	85	65	80	59	281	161	120	16	65	44	96	76	106	89	38	20	78	68	83	52	
OKAY	42.8	40.5	37.4	54.1	39.5	43.4	48.1	37.1	24.5	24.8	25.0	64.0	44.1	45.5	33.0	52.2	54.7	47.1	32.4	48.9	43.3	
NOT OKAY	48.5	52.9	52.9	36.4	52.3	48.3	43.8	54.4	63.4	66.7	70.3	28.1	45.3	45.6	60.7	42.9	36.7	45.8	59.7	41.8	47.4	
DK/REFUSED	8.7	6.6	9.7	9.5	8.2	8.3	8.2	8.5	12.1	8.5	4.7	7.9	10.7	8.9	6.3	4.8	8.5	7.0	7.9	9.2	9.3	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	DANGEROUS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL				(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		SEEN TV ADS STOP UNDERAGE DRINKING		HEARD RADIO STOP UNDERAGE DRINKING	
		DANG- EROUS	Very	Smwt.	NOT DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	YES	NO	YES	NO
Total	300	291	217	74	5	99	18	119	55	147	55	47	11	107	41	110	32	176	123	114	183
OKAY	42.8	42.3	36.1	60.7	62.1	17.7	58.7	51.3	61.3	31.0	57.7	46.3	82.8	30.3	59.8	41.7	61.8	40.1	47.0	44.9	41.6
NOT OKAY	48.5	49.1	55.3	30.5	37.9	75.7	30.6	38.5	30.5	60.1	35.6	46.2	17.2	62.1	31.4	48.7	29.4	52.5	43.1	47.8	49.1
DK/REFUSED	8.7	8.6	8.6	8.8	-	6.6	10.7	10.2	8.2	8.9	6.7	7.5	-	7.6	8.8	9.6	8.8	7.5	9.8	7.3	9.3

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL			ONLINE ADS TO				SEEN ADS				ADS WILL MAKE		HEARD OF		VISITED	
				STOP UNDERAGE								MORE LIKELY 2		TALKITOUT.ORG		TALKITOUT.ORG	
				DRINKING								LISTEN/PARENT					
	YES	NO		0 OF 3	1 OF 3	2 OF 3	3 OF 3	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	132	166	83	65	87	61	142	65	87	213	13	272				
OKAY	42.8	44.5	41.1	44.8	40.5	37.1	49.5	38.4	49.0	42.1	43.1	57.1	41.7				
NOT OKAY	48.5	47.5	50.0	47.3	44.0	58.5	42.7	55.7	38.3	50.5	47.7	42.9	49.0				
DK/REFUSED	8.7	8.0	8.9	7.9	15.5	4.4	7.8	6.0	12.7	7.4	9.2	-	9.2				

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	SOCIAL MEDIA						AGE									
		USE	Insta-	Face-	You-	DON'T	14/	10	11	12	13	14	15/	15	16	17	18/
		SOCIAL	gram	book	Tube	USE	YOUN-						OLDER				OLDER
		MEDIA				SOCIAL	GER										
Total	300	270	100	67	46	26	126	-	6	42	40	38	170	46	57	50	17
OKAY	42.8	43.1	48.9	41.5	21.6	38.6	26.7	-	15.0	12.1	31.3	39.9	54.5	47.2	54.2	57.4	66.1
NOT OKAY	48.5	48.6	46.7	47.1	61.8	51.4	66.5	-	67.6	81.3	56.9	60.1	35.1	37.0	37.4	37.0	17.6
DK/REFUSED	8.7	8.3	4.4	11.4	16.5	10.0	6.7	-	17.4	6.7	11.7	-	10.4	15.8	8.5	5.5	16.3

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	WHITE		AFRICAN AMER.		(MALE)		(FEMALE)		RACE				(MALE)		(FEMALE)		GENDER		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total	300	85	119	26	34	65	85	61	84	25	208	60	3	3	109	34	99	26	154	146
OKAY	42.8	20.9	50.9	49.8	58.0	31.7	44.9	21.5	64.2	44.6	38.6	54.5	65.6	46.7	34.5	47.6	43.2	63.6	39.4	46.4
NOT OKAY	48.5	72.5	38.8	50.2	31.7	62.7	44.4	70.5	25.7	40.4	52.8	39.6	-	53.3	56.2	47.5	49.1	29.2	52.3	44.5
DK/REFUSED	8.7	6.5	10.3	-	10.3	5.6	10.7	7.9	10.1	15.0	8.6	5.9	34.4	-	9.3	5.0	7.7	7.2	8.3	9.1

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	AREA												
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST
Total	300	95	39	11	45	85	36	49	53	27	26	12	34	21
YES	67.0	50.4	47.7	41.8	54.8	74.5	77.5	72.4	66.3	58.1	74.8	73.8	81.9	85.9
NO	32.7	49.6	52.3	58.2	45.2	25.5	22.5	27.6	33.7	41.9	25.2	26.2	15.5	14.1
DK/REFUSED	0.3	-	-	-	-	-	-	-	-	-	-	-	2.6	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	GRADE										WHITE	AFRICAN AMER.	MALE	FEMALE	TALKED ABOUT DRINKING ALCOHOL				
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO
Total	300	119	37	42	39	181	43	49	51	38	83	124	20	40	61	93	58	89	180	119
YES	67.0	39.7	21.4	32.7	64.8	84.9	82.1	82.8	84.0	91.8	39.9	86.6	27.9	76.6	38.4	86.7	41.1	82.9	88.0	35.2
NO	32.7	59.5	78.6	65.2	35.2	15.1	17.9	17.2	16.0	8.2	59.0	13.4	72.1	23.4	61.6	13.3	57.3	17.1	12.0	64.1
DK/REFUSED	0.3	0.8	-	2.1	-	-	-	-	-	-	1.1	-	-	-	-	-	1.6	-	-	0.8

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total	300	40	78	139	41	130	78	31	29	98	56	82	63	128	145	28	82	100	63	80	110
YES	67.0	67.3	25.5	94.0	53.6	87.2	35.3	88.2	30.9	86.1	35.1	90.3	35.3	88.8	47.7	75.8	28.1	92.4	73.2	92.8	50.4
NO	32.7	32.7	73.4	6.0	46.4	12.8	63.6	11.8	69.1	13.9	64.9	9.7	63.3	11.2	52.3	24.2	71.9	7.6	26.8	7.2	49.6
DK/REFUSED	0.3	-	1.1	-	-	-	1.2	-	-	-	-	-	1.4	-	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	THINK IT'S		THINK IT'S		THINK IT'S		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		
		OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		
		(AFR. AMER.)		(MALE)		(FEMALE)		ALCOHOL		(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		
		OKAY		NOT OKAY		OKAY		NOT OKAY		YES		NO		YES		NO		YES		NO		NO
	-----																					
Total	300	33	24	61	80	68	65	201	98	47	71	154	27	141	66	36	24	104	50	97	48	
YES	67.0	77.7	30.4	93.4	47.4	84.6	48.2	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	
NO	32.7	22.3	69.6	6.6	52.6	15.4	51.8	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	
DK/REFUSED	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total	300	84	9	75	6	15	27	28	93	46	37	7	3	64	58
YES	67.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO	32.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL		AGE STARTED		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL			
	DRINKING		DRINKING		DRINKING		DRINKING						(WHITE)			
	(AFRICAN AMR)		(MALE)		(FEMALE)											
	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH
Total	300	5	25	44	48	40	45	95	43	52	67	68	29	39	51	
YES	67.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO	32.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL	
														(6th-8th)		(6th-8th)		(9th-12th)		(9th-12th)	
		LEAST/ONCE/MONTH	Least/Once/Week	Least/Once/Month	LESS/ONCE/MONTH	LEAST/ONCE/MONTH	Least/Once/Week	Least/Once/Month	LESS/ONCE/MONTH	LEAST/ONCE/MONTH	Least/Once/Week	Least/Once/Month	LESS/ONCE/MONTH	EASY	HARD	EASY	HARD	EASY	HARD	EASY	HARD
Total	300	16	7	9	9	47	22	24	43	49	20	28	24	108	170	19	93	89	77	75	117
YES	67.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	89.1	54.1	67.2	36.8	93.7	75.2	90.3	54.8
NO	32.7	-	-	-	-	-	-	-	-	-	-	-	-	10.9	45.9	32.8	63.2	6.3	24.8	9.7	45.2
DK/REFUSED	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL		EASY/HARD		EASY/HARD		EASY/HARD		PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING			
	GET ALCOHOL		GET ALCOHOL		GET ALCOHOL		GET ALCOHOL		ALCOHOL				ALCOHOL				ALCOHOL			
	(AFR. AMER.)		(MALE)		(FEMALE)		(FEMALE)						(6th–8th)				(9th–12th)			
	EASY	HARD	EASY	HARD	EASY	HARD	EASY	HARD	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER
Total	300	20	35	54	87	55	82	233	58	175	64	88	21	68	29	145	37	108	34	
YES	67.0	82.2	46.9	87.0	56.1	91.1	52.0	67.3	66.4	67.6	64.5	41.3	51.7	38.0	33.1	83.1	74.5	86.1	91.2	
NO	32.7	17.8	53.1	13.0	43.9	8.9	48.0	32.3	33.6	31.9	35.5	57.7	48.3	60.6	66.9	16.9	25.5	13.9	8.8	
DK/REFUSED	0.3	-	-	-	-	-	-	0.4	-	0.5	-	1.0	-	1.3	-	-	-	-	-	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT	
		ALCOHOL				ALCOHOL				ALCOHOL				ALCOHOL				LAST 3 MONTHS		LAST 3 MONTHS	
		(WHITE)				(AFRICAN AMERICAN)				(MALE)				(FEMALE)						(6th-8th)	
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO
Total	300	171	40	131	36	47	13	34	13	121	29	93	31	112	29	83	32	193	104	77	41
YES	67.0	69.0	67.3	69.6	61.6	61.5	56.9	63.2	56.1	68.6	68.0	68.8	62.2	65.8	64.7	66.2	66.7	70.4	60.5	49.2	22.7
NO	32.7	30.5	32.7	29.8	38.4	38.5	43.1	36.8	43.9	31.4	32.0	31.2	37.8	33.4	35.3	32.7	33.3	29.6	39.5	50.8	77.3
DK/REFUSED	0.3	0.5	-	0.7	-	-	-	-	-	-	-	-	-	0.8	-	1.1	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK	
		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		W/ PARENTS		(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	116	63	140	64	36	24	92	60	101	43	165	124	64	50	101	74	109	89	37	23
YES	67.0	84.4	85.0	72.1	58.1	64.8	53.6	74.9	55.3	66.2	67.7	66.7	67.5	43.5	34.4	81.3	89.8	72.3	63.2	45.2	84.0
NO	32.7	15.6	15.0	27.9	41.9	35.2	46.4	25.1	44.7	33.8	32.3	33.3	32.5	56.5	65.6	18.7	10.2	27.7	36.8	54.8	16.0
DK/REFUSED	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL		EMBARRASSED/ AFRAID 2 TALK (MALE)		EMBARRASSED/ AFRAID 2 TALK (FEMALE)		ALCOHOL USE BY PEOPLE YOUR AGE IS...				ALCOHOL USE BY YOUR AGE (6th-8th)		ALCOHOL USE BY YOUR AGE (9th-12th)		ALCOHOL USE BY YOUR AGE (WHITE)		ALCOHOL USE BY YOUR AGE (AFR. AMER.)		ALCOHOL USE BY YOUR AGE (MALE)		ALCOHOL USE BY YOUR AGE (FEMALE)	
	YES	NO	YES	NO	PROB- LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.		
-----																						
Total	300	85	65	80	59	281	161	120	16	65	44	96	76	106	89	38	20	78	68	83	52	
YES	67.0	65.3	68.6	68.1	66.4	67.9	62.8	74.7	49.4	39.7	44.0	78.6	92.3	64.2	74.9	52.3	72.3	64.9	69.9	60.9	80.9	
NO	32.7	34.7	31.4	31.9	33.6	32.1	37.2	25.3	50.6	60.3	56.0	21.4	7.7	35.8	25.1	47.7	27.7	35.1	30.1	39.1	19.1	
DK/REFUSED	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	DANGEROUS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL				(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		SEEN TV ADS STOP UNDERAGE DRINKING	HEARD RADIO STOP UNDERAGE DRINKING		
		DANG- EROUS	Very	Smwt.	NOT DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	YES	NO	YES	NO
Total	300	291	217	74	5	99	18	119	55	147	55	47	11	107	41	110	32	176	123	114	183
YES	67.0	66.6	58.0	92.2	80.3	32.4	84.1	79.2	94.9	58.5	91.5	49.6	100.0	56.9	90.9	59.0	93.9	69.2	64.3	73.5	63.5
NO	32.7	33.1	41.6	7.8	19.7	66.7	15.9	20.8	5.1	40.9	8.5	50.4	-	43.1	9.1	40.2	6.1	30.8	35.0	26.5	36.0
DK/REFUSED	0.3	0.3	0.4	-	-	0.9	-	-	-	0.6	-	-	-	-	-	0.8	-	-	0.7	-	0.5

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL			ONLINE ADS TO				SEEN ADS				ADS WILL MAKE		HEARD OF		VISITED	
				STOP UNDERAGE								MORE LIKELY 2		TALKITOUT.ORG		TALKITOUT.ORG	
				DRINKING								LISTEN/PARENT					
	YES	NO		0 OF 3	1 OF 3	2 OF 3	3 OF 3	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	132	166	83	65	87	61	142	65	87	213	13	272				
YES	67.0	72.5	63.7	59.3	68.6	71.0	73.6	66.4	80.5	69.8	65.9	86.2	66.3				
NO	32.7	27.5	35.8	39.6	31.4	29.0	26.4	33.6	19.5	30.2	33.7	13.8	33.4				
DK/REFUSED	0.3	-	0.5	1.1	-	-	-	-	-	-	0.4	-	0.3				

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	SOCIAL MEDIA						AGE									
		USE	Insta-	Face-	You-	DON'T	14/	10	11	12	13	14	15/	15	16	17	18/
		SOCIAL	gram	book	Tube	USE	YOUN-						OLDER				OLDER
		MEDIA				SOCIAL	GER										
Total	300	270	100	67	46	26	126	-	6	42	40	38	170	46	57	50	17
YES	67.0	68.2	70.6	65.6	47.0	51.9	42.5	-	16.3	21.4	48.5	63.3	85.6	91.4	78.9	85.3	92.7
NO	32.7	31.5	29.4	33.1	53.0	48.1	56.8	-	83.7	78.6	49.2	36.7	14.4	8.6	21.1	14.7	7.3
DK/REFUSED	0.3	0.3	-	1.3	-	-	0.7	-	-	-	2.2	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	WHITE		AFRICAN AMER.		(MALE)		(FEMALE)		RACE				(MALE)		(FEMALE)		GENDER		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total	300	85	119	26	34	65	85	61	84	25	208	60	3	3	109	34	99	26	154	146
YES	67.0	42.3	86.8	36.0	78.4	44.8	85.6	40.0	85.6	75.7	67.9	60.3	65.6	69.2	65.8	68.4	70.1	49.7	67.5	66.5
NO	32.7	56.7	13.2	64.0	21.6	55.2	14.4	58.5	14.4	24.3	31.7	39.7	34.4	30.8	34.2	31.6	29.0	50.3	32.5	32.9
DK/REFUSED	0.3	1.1	-	-	-	-	-	1.5	-	-	0.4	-	-	-	-	-	0.9	-	-	0.6

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	AREA												
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST
Total Answering	201	48	19	5	25	63	28	35	35	16	20	9	28	18
14 YEARS/YOUNGER	41.7	43.5	51.7	39.1	38.1	41.3	38.3	43.7	34.0	31.6	35.9	75.9	38.6	40.9
6 YEARS/YOUNGER	1.0	-	-	-	-	3.1	-	5.5	-	-	-	-	-	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	1.4	2.0	5.0	-	-	1.6	-	2.9	-	-	-	-	-	5.3
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10	1.9	2.1	-	-	4.0	3.0	3.1	2.9	-	-	-	-	3.2	-
11	2.8	3.9	5.0	-	3.8	2.8	6.4	-	-	-	-	12.3	3.2	-
12	7.3	3.9	5.0	19.6	-	8.4	3.3	12.5	7.6	10.7	5.1	23.6	6.1	5.6
13	13.3	13.9	20.7	19.6	7.6	12.2	9.7	14.2	16.1	10.7	20.5	16.3	9.9	13.7
14	14.0	17.8	15.9	-	22.6	10.2	15.9	5.8	10.3	10.1	10.4	23.6	16.2	16.4
15 YEARS/OLDER	46.2	39.7	20.4	41.3	53.8	46.9	48.9	45.3	53.4	53.1	53.7	24.1	48.9	53.5
15	23.0	16.0	5.3	20.7	23.2	28.4	25.8	30.4	8.7	-	15.7	12.3	32.0	42.4
16	18.4	21.3	15.1	20.7	26.0	14.1	13.1	14.8	31.7	26.1	36.3	11.8	13.2	11.1
17	3.5	2.0	-	-	3.8	1.5	3.4	-	12.0	27.0	-	-	3.0	-
18/OLDER	1.3	0.4	-	-	0.8	2.9	6.6	-	1.0	-	1.7	-	0.7	-
REFUSED	12.2	16.9	27.8	19.6	8.1	11.8	12.8	11.0	12.6	15.3	10.4	-	12.4	5.6
Mean	14.17	14.15	13.44	14.04	14.60	13.88	14.47	13.42	14.92	15.19	14.72	13.35	14.29	14.09

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	GRADE									WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO
Total Answering	201	47	8	14	25	154	35	41	43	35	33	108	6	31	23	80	24	73	158	42
14 YEARS/YOUNGER	41.7	79.7	87.4	72.7	81.0	30.0	47.0	32.9	24.8	16.1	80.3	34.8	66.2	5.5	80.6	30.8	78.8	29.2	40.7	46.0
6 YEARS/YOUNGER	1.0	4.1	-	14.0	-	-	-	-	-	-	-	-	34.7	-	-	-	8.2	-	-	4.6
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	1.4	2.2	-	7.4	-	1.2	2.7	2.3	-	-	3.1	1.8	-	-	-	2.3	4.3	-	0.6	4.7
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10	1.9	8.0	36.4	-	3.4	-	-	-	-	-	5.3	-	-	-	8.0	-	8.0	-	1.8	2.1
11	2.8	10.1	34.9	6.5	4.3	0.6	-	-	-	2.5	8.3	0.8	-	-	12.5	1.1	7.8	-	2.4	4.4
12	7.3	13.2	-	21.7	12.6	5.5	10.3	4.8	-	8.1	17.8	4.3	-	5.5	12.3	8.0	14.1	2.7	6.7	9.5
13	13.3	22.3	4.4	23.1	27.5	10.5	18.4	9.7	11.3	2.7	29.0	13.2	-	-	20.4	9.0	24.1	12.1	14.1	10.3
14	14.0	19.8	11.8	-	33.2	12.2	15.6	16.0	13.5	2.9	16.8	14.8	31.5	-	27.3	10.3	12.3	14.3	15.1	10.4
15 YEARS/OLDER	46.2	4.5	-	-	8.5	58.9	44.7	51.2	68.4	70.7	3.0	53.2	-	82.7	0.8	58.8	8.2	59.1	50.6	28.5
15	23.0	4.1	-	-	7.7	28.8	34.8	25.4	33.0	21.7	3.0	26.4	-	47.7	-	33.5	8.2	23.7	25.7	13.6
16	18.4	-	-	-	-	24.0	9.9	25.8	30.5	28.2	-	24.4	-	17.8	-	21.8	-	26.5	21.0	7.0
17	3.5	-	-	-	-	4.5	-	-	4.1	15.0	-	2.4	-	11.2	-	3.1	-	6.1	2.8	6.1
18/OLDER	1.3	0.4	-	-	0.8	1.5	-	-	0.8	5.8	-	-	-	6.0	0.8	0.4	-	2.8	1.2	1.7
REFUSED	12.2	15.8	12.6	27.3	10.5	11.0	8.3	15.9	6.9	13.2	16.7	12.0	33.8	11.8	18.6	10.4	13.0	11.8	8.6	25.6
Mean	14.17	12.20	11.09	10.67	13.23	14.74	13.99	14.52	15.05	15.38	12.48	14.54	9.81	15.47	12.63	14.51	11.81	15.00	14.38	13.15

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total Answering	201	27	20	131	22	113	27	27	9	84	20	74	22	114	69	21	23	93	46	74	55
14 YEARS/YOUNGER	41.7	93.4	61.0	29.8	32.4	45.3	48.1	6.5	40.2	42.6	39.8	38.7	51.4	40.6	42.0	78.8	78.0	31.8	24.2	45.7	42.8
6 YEARS/YOUNGER	1.0	-	9.7	-	-	-	-	-	21.5	-	-	-	8.7	1.7	-	9.1	-	-	-	-	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	1.4	-	5.1	0.7	4.2	0.8	7.2	-	-	1.1	4.8	-	4.6	0.8	-	-	-	1.0	-	1.3	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10	1.9	10.6	4.5	-	-	0.8	3.3	-	-	2.2	-	1.3	4.0	1.6	2.8	8.7	8.3	-	-	1.2	1.6
11	2.8	10.8	9.3	0.7	-	2.4	3.4	-	-	3.4	4.6	1.2	4.2	0.8	4.3	-	12.9	0.9	-	1.2	3.4
12	7.3	14.4	11.6	5.1	7.6	7.6	7.4	-	18.7	9.1	8.6	4.1	10.3	5.3	12.4	14.3	13.8	3.2	11.7	5.3	12.0
13	13.3	33.1	7.5	10.2	12.8	18.5	10.8	-	-	13.3	4.4	15.1	15.4	14.9	8.7	25.5	22.0	12.5	2.1	20.7	10.2
14	14.0	24.6	13.3	13.1	7.7	15.2	15.9	6.5	-	13.4	17.4	16.9	4.2	15.5	13.9	21.2	20.9	14.2	10.4	16.1	15.5
15 YEARS/OLDER	46.2	-	10.7	61.1	44.5	44.3	27.7	86.7	19.3	51.2	22.2	50.0	33.9	51.0	40.7	4.7	4.9	61.7	58.4	47.1	38.7
15	23.0	-	9.8	31.0	17.1	21.9	17.5	53.7	-	29.7	9.9	21.1	16.9	29.7	16.5	4.7	4.1	35.4	22.7	26.7	15.7
16	18.4	-	-	25.4	13.3	20.8	7.1	20.0	-	19.5	5.3	22.7	8.4	15.5	21.3	-	-	19.1	31.9	19.3	19.8
17	3.5	-	-	3.4	11.7	1.6	3.1	6.2	19.3	2.0	4.3	3.7	7.8	3.7	2.6	-	-	4.6	3.9	1.1	3.2
18/OLDER	1.3	-	1.0	1.4	2.4	-	-	6.8	-	-	2.7	2.5	0.9	2.1	0.3	-	0.8	2.5	-	-	-
REFUSED	12.2	6.6	28.2	9.1	23.2	10.5	24.2	6.8	40.5	6.2	38.0	11.4	14.7	8.4	17.3	16.5	17.1	6.5	17.4	7.1	18.5
Mean	14.17	12.54	11.61	14.78	14.45	14.22	13.33	15.50	11.45	14.18	13.68	14.62	12.81	14.30	14.13	12.12	12.62	14.75	14.88	14.23	14.17

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL  OKAY TO DRINK   (AFR. AMER.)		THINK IT'S  OKAY TO DRINK   (MALE)		THINK IT'S  OKAY TO DRINK   (FEMALE)		KNOW PEOPLE/  TRIED ALCOHOL   ALCOHOL		KNOW PEOPLE/  TRIED ALCOHOL   (6th-8th)		KNOW PEOPLE/  TRIED ALCOHOL   (9th-12th)		KNOW PEOPLE/  TRIED ALCOHOL   (WHITE)		KNOW PEOPLE/  TRIED ALCOHOL   (AFR. AMER.)		KNOW PEOPLE/  TRIED ALCOHOL   (MALE)		KNOW PEOPLE/  TRIED ALCOHOL   (FEMALE)	
	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total Answering	201	25	7	57	38	57	31	201	-	47	-	154	-	141	-	36	-	104	-	97
14 YEARS/YOUNGER	41.7	14.6	23.3	39.4	41.5	41.8	42.7	41.7	-	79.7	-	30.0	-	45.5	-	14.9	-	42.0	-	41.3
6 YEARS/YOUNGER	1.0	7.6	-	-	-	3.4	-	1.0	-	4.1	-	-	-	-	5.4	-	-	-	2.0	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	1.4	-	-	1.7	-	-	-	1.4	-	2.2	-	1.2	-	2.1	-	-	-	1.8	-	1.1
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10	1.9	-	-	1.5	2.7	1.7	2.9	1.9	-	8.0	-	-	-	1.2	-	-	-	1.8	-	1.9
11	2.8	-	-	1.5	5.3	-	3.0	2.8	-	10.1	-	0.6	-	2.6	-	-	-	3.7	-	1.9
12	7.3	-	23.3	7.0	14.1	3.6	10.4	7.3	-	13.2	-	5.5	-	7.5	-	4.7	-	9.0	-	5.5
13	13.3	-	-	13.2	4.8	16.6	13.5	13.3	-	22.3	-	10.5	-	16.9	-	-	-	11.6	-	15.1
14	14.0	6.9	-	14.5	14.7	16.4	12.9	14.0	-	19.8	-	12.2	-	15.2	-	4.9	-	14.2	-	13.9
15 YEARS/OLDER	46.2	70.7	52.3	51.0	44.3	51.1	36.2	46.2	-	4.5	-	58.9	-	41.4	-	69.9	-	45.7	-	46.7
15	23.0	50.0	25.9	32.4	22.5	27.0	9.3	23.0	-	4.1	-	28.8	-	20.9	-	40.3	-	25.9	-	19.9
16	18.4	-	26.4	15.0	19.2	16.1	23.9	18.4	-	-	-	24.0	-	18.6	-	15.0	-	16.8	-	20.1
17	3.5	13.5	-	3.0	2.2	4.5	3.0	3.5	-	-	-	4.5	-	1.8	-	9.5	-	2.4	-	4.6
18/OLDER	1.3	7.2	-	0.6	0.5	3.5	-	1.3	-	0.4	-	1.5	-	-	-	5.1	-	0.5	-	2.1
REFUSED	12.2	14.7	24.4	9.6	14.1	7.2	21.1	12.2	-	15.8	-	11.0	-	13.1	-	15.2	-	12.2	-	12.0
Mean	14.17	14.68	14.42	14.29	14.12	14.31	14.14	14.17	-	12.20	-	14.74	-	14.08	-	14.79	-	14.12	-	14.23

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

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total Answering	201	84	9	75	6	15	27	28	93	46	37	7	3	64	58
14 YEARS/YOUNGER	41.7	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	-	-	-	-	100.0	-
6 YEARS/YOUNGER	1.0	2.3	22.5	-	-	-	-	-	-	-	-	-	-	-	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	1.4	3.5	33.8	-	-	-	-	-	-	-	-	-	-	4.5	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10	1.9	4.5	43.7	-	-	-	-	-	-	-	-	-	-	2.7	-
11	2.8	6.7	-	7.5	100.0	-	-	-	-	-	-	-	-	5.7	-
12	7.3	17.5	-	19.5	-	100.0	-	-	-	-	-	-	-	16.5	-
13	13.3	31.9	-	35.5	-	-	100.0	-	-	-	-	-	-	37.1	-
14	14.0	33.6	-	37.5	-	-	-	100.0	-	-	-	-	-	33.5	-
15 YEARS/OLDER	46.2	-	-	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0	-	100.0
15	23.0	-	-	-	-	-	-	-	49.9	100.0	-	-	-	-	50.5
16	18.4	-	-	-	-	-	-	-	39.8	-	100.0	-	-	-	45.0
17	3.5	-	-	-	-	-	-	-	7.5	-	-	100.0	-	-	4.5
18/OLDER	1.3	-	-	-	-	-	-	-	2.8	-	-	-	100.0	-	-
REFUSED	12.2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	14.17	12.56	8.42	13.03	11.00	12.00	13.00	14.00	15.63	15.00	16.00	17.00	18.00	12.75	15.54

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL		AGE STARTED		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL			
	DRINKING		DRINKING		DRINKING		DRINKING									
	(AFRICAN AMR)		(MALE)		(FEMALE)											
	14/  YOUN-  GER	15/  OVER	14/  YOUN-  GER	15/  OVER	14/  YOUN-  GER	15/  OVER	14/  YOUN-  GER	15/  OVER	LEAST/  ONCE/A  MONTH	Least/  Once/A  Week	Least/  Once/A  Month	LESS/  ONCE/A  MONTH	LEAST/  ONCE/A  MONTH	Least/  Once/A  Week	Least/  Once/A  Month	LESS/  ONCE/A  MONTH
Total Answering	201	5	25	44	48	40	45	95	43	52	67	68	29	39	51	
14 YEARS/YOUNGER	41.7	100.0	-	100.0	-	100.0	-	37.6	51.7	26.0	55.2	45.0	61.8	32.3	56.8	
6 YEARS/YOUNGER	1.0	36.0	-	-	-	4.8	-	-	-	-	-	-	-	-	-	
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
8	1.4	-	-	4.3	-	2.6	-	1.1	2.4	-	2.8	1.5	3.5	-	3.7	
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
10	1.9	-	-	4.3	-	4.7	-	1.9	4.3	-	1.3	1.3	3.0	-	1.8	
11	2.8	-	-	8.7	-	4.6	-	2.1	4.6	-	2.8	1.3	3.0	-	3.7	
12	7.3	31.3	-	21.3	-	13.3	-	6.2	9.0	4.0	8.0	7.2	9.7	5.3	7.3	
13	13.3	-	-	27.6	-	36.5	-	14.2	15.9	12.8	16.7	18.4	23.2	14.7	20.4	
14	14.0	32.7	-	33.7	-	33.6	-	12.1	15.6	9.2	23.5	15.3	19.4	12.3	19.9	
15 YEARS/OLDER	46.2	-	100.0	-	100.0	-	100.0	59.5	43.9	72.3	33.1	53.7	38.2	65.3	27.6	
15	23.0	-	57.7	-	56.7	-	42.7	33.6	34.3	33.0	17.0	29.0	31.9	26.9	13.3	
16	18.4	-	21.5	-	36.8	-	43.0	21.2	9.6	30.8	13.7	22.1	6.3	33.9	12.6	
17	3.5	-	13.5	-	5.3	-	9.8	4.7	-	8.5	1.3	2.6	-	4.5	1.7	
18/OLDER	1.3	-	7.3	-	1.1	-	4.5	-	-	-	1.1	-	-	-	-	
REFUSED	12.2	-	-	-	-	-	-	2.9	4.4	1.8	11.8	1.3	-	2.4	15.6	
Mean	14.17	10.49	15.70	12.60	15.51	12.50	15.76	14.44	13.73	15.01	13.88	14.31	13.60	14.85	13.62	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL (6th-8th)		EASY/HARD GET ALCOHOL (9th-12th)		EASY/HARD GET ALCOHOL (WHITE)	
		LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	EASY HARD	EASY HARD	EASY HARD	EASY HARD	EASY HARD	EASY HARD	EASY HARD	
		MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH								
Total Answering	201	16	7	9	9	47	22	24	43	49	20	28	24	96	92	13	34	84	58	68	64
14 YEARS/YOUNGER	41.7	-	-	-	38.9	32.4	42.1	23.4	57.2	42.5	62.3	28.2	51.5	45.6	41.4	84.6	77.9	39.6	19.6	47.4	47.3
6 YEARS/YOUNGER	1.0	-	-	-	-	-	-	-	-	-	-	-	-	-	2.1	-	5.7	-	-	-	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	1.4	-	-	-	-	-	-	-	4.4	2.1	5.0	-	-	1.1	1.0	8.0	-	-	1.7	1.5	1.5
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10	1.9	-	-	-	-	1.9	3.9	-	-	2.0	4.8	-	3.8	-	4.1	-	11.0	-	-	-	2.7
11	2.8	-	-	-	-	4.2	8.7	-	2.2	-	-	-	3.9	4.0	2.0	23.3	5.3	1.0	-	4.1	1.4
12	7.3	-	-	-	19.0	6.4	8.6	4.3	12.5	6.1	9.5	3.7	-	7.7	7.8	7.9	15.1	7.7	3.4	5.4	10.8
13	13.3	-	-	-	-	12.1	12.6	11.6	14.8	16.2	19.4	13.9	20.1	15.3	13.0	17.4	24.1	14.9	6.4	19.7	16.3
14	14.0	-	-	-	19.9	7.9	8.4	7.5	23.4	16.1	23.5	10.6	23.7	17.5	11.3	28.0	16.7	15.9	8.1	16.6	14.6
15 YEARS/OLDER	46.2	88.5	73.9	100.0	61.1	63.5	49.4	76.6	28.8	55.6	37.7	68.6	40.8	46.9	43.9	9.4	2.7	52.6	68.6	42.1	37.9
15	23.0	66.3	73.9	60.2	42.1	43.3	40.8	45.5	11.1	24.2	27.1	22.2	27.8	28.7	18.3	7.9	2.7	31.9	27.6	25.4	16.3
16	18.4	11.6	-	20.8	19.0	20.3	8.6	31.1	14.5	22.1	10.7	30.5	12.2	14.2	21.3	-	-	16.4	34.1	14.1	20.3
17	3.5	10.6	-	19.0	-	-	-	-	2.0	9.2	-	15.9	-	3.6	2.0	-	-	4.2	3.1	2.6	1.3
18/OLDER	1.3	-	-	-	-	-	-	-	1.2	-	-	-	0.8	0.4	2.4	1.5	-	0.2	3.8	-	-
REFUSED	12.2	11.5	26.1	-	-	4.0	8.4	-	14.0	1.9	-	3.3	7.7	7.5	14.7	6.0	19.4	7.8	11.9	10.5	14.8
Mean	14.17	15.37	15.00	15.59	14.42	14.41	13.86	14.87	13.75	14.48	13.61	15.13	14.09	14.22	14.03	12.54	12.06	14.48	15.10	14.11	13.99

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

	TOTAL	EASY/HARD GET ALCOHOL (AFR. AMER.)		EASY/HARD GET ALCOHOL (MALE)		EASY/HARD GET ALCOHOL (FEMALE)		PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)			
		EASY	HARD	EASY	HARD	EASY	HARD	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER
Total Answering	201	16	16	47	49	50	43	157	38	119	41	36	11	26	10	121	28	93	31
14 YEARS/YOUNGER	41.7	21.1	11.9	47.5	40.2	43.7	42.8	41.9	40.3	42.5	41.2	81.9	90.6	78.3	69.3	29.9	20.9	32.6	32.5
6 YEARS/YOUNGER	1.0	-	11.9	-	-	-	4.5	1.2	-	1.6	-	5.3	-	7.6	-	-	-	-	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	1.4	-	-	-	1.9	2.1	-	1.2	2.4	0.8	2.5	-	-	-	10.5	1.6	3.4	1.0	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10	1.9	-	-	-	3.8	-	4.4	1.8	4.9	0.8	-	7.6	17.6	3.5	-	-	-	-	-
11	2.8	-	-	6.2	1.9	1.9	2.1	2.3	2.4	2.3	4.9	7.6	8.7	7.2	20.6	0.7	-	0.9	-
12	7.3	10.3	-	9.5	9.9	6.0	5.4	7.0	5.2	7.6	8.9	17.1	18.6	16.4	-	3.9	-	5.1	11.7
13	13.3	-	-	16.1	9.3	14.5	17.3	13.9	5.8	16.5	11.8	26.2	11.6	32.3	10.0	10.2	3.6	12.2	12.3
14	14.0	10.8	-	15.7	13.3	19.3	9.0	14.5	19.5	12.9	13.2	18.1	34.1	11.4	28.2	13.4	13.9	13.3	8.5
15 YEARS/OLDER	46.2	78.9	65.7	44.7	43.3	48.9	44.7	46.8	57.1	43.4	44.8	2.8	9.4	-	11.7	60.1	75.6	55.4	55.1
15	23.0	56.6	32.8	34.1	20.7	23.6	15.6	23.3	36.5	19.0	23.8	2.8	9.4	-	9.7	29.5	46.9	24.3	28.1
16	18.4	11.7	21.7	10.2	20.2	17.9	22.6	17.5	20.2	16.7	20.6	-	-	-	-	22.8	28.0	21.3	27.0
17	3.5	10.6	-	-	1.7	7.0	2.2	4.5	-	5.9	-	-	-	-	-	5.8	-	7.5	-
18/OLDER	1.3	-	11.2	0.4	0.7	0.4	4.3	1.5	0.5	1.8	0.5	-	-	-	2.0	2.0	0.7	2.3	-
REFUSED	12.2	-	22.4	7.7	16.6	7.3	12.6	11.3	2.6	14.1	14.0	15.3	-	21.7	19.0	10.0	3.6	12.0	12.4
Mean	14.17	14.91	14.33	14.03	14.09	14.41	13.96	14.21	14.22	14.21	14.09	12.19	12.64	11.94	12.55	14.79	14.85	14.77	14.53

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	PARENTS TALK ABOUT DRINKING ALCOHOL (WHITE)				PARENTS TALK ABOUT DRINKING ALCOHOL (AFRICAN AMERICAN)				PARENTS TALK ABOUT DRINKING ALCOHOL (MALE)				PARENTS TALK ABOUT DRINKING ALCOHOL (FEMALE)				TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS (6th-8th)	
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO
Total Answering	201	118	27	91	22	29	7	22	7	83	20	64	20	74	19	55	22	135	63	38	9
14 YEARS/YOUNGER	41.7	47.6	42.8	49.0	36.7	12.8	24.4	8.9	23.5	41.6	57.7	36.7	46.0	42.3	22.3	49.2	37.0	40.1	44.1	81.5	72.4
6 YEARS/YOUNGER	1.0	-	-	-	-	6.7	-	8.9	-	-	-	-	-	2.6	-	3.6	-	-	3.1	-	21.0
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	1.4	1.6	3.5	1.0	4.6	-	-	-	-	2.3	4.8	1.5	-	-	-	-	4.8	1.5	-	2.7	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10	1.9	1.5	3.2	1.0	-	-	-	-	-	2.3	9.6	-	-	1.2	-	1.6	-	1.4	3.0	5.0	20.3
11	2.8	3.1	3.5	3.0	-	-	-	-	-	2.2	4.8	1.4	10.2	2.5	-	3.4	-	2.9	2.8	10.2	9.7
12	7.3	8.2	7.4	8.4	4.1	-	-	-	23.5	9.2	5.0	10.4	8.6	4.5	5.3	4.3	9.2	4.5	13.7	13.7	11.1
13	13.3	17.8	7.4	20.9	12.8	-	-	-	-	12.3	5.0	14.5	9.4	15.8	6.7	18.9	13.9	13.9	12.5	27.7	-
14	14.0	15.4	17.7	14.7	15.2	6.1	24.4	-	-	13.5	28.4	8.9	17.7	15.6	10.3	17.5	9.1	16.0	9.0	22.1	10.3
15 YEARS/OLDER	46.2	42.3	53.5	39.1	38.2	68.2	75.6	65.8	76.5	46.5	42.3	47.8	39.6	47.1	72.5	38.3	49.5	48.2	43.9	3.2	10.2
15	23.0	21.7	32.0	18.7	17.5	37.8	75.6	25.2	50.6	24.4	28.5	23.2	33.6	22.0	44.7	14.1	14.8	23.6	22.9	2.7	10.2
16	18.4	18.4	21.5	17.5	20.8	12.4	-	16.5	25.9	18.6	13.8	20.1	5.0	16.3	26.8	12.7	34.7	17.7	20.7	-	-
17	3.5	2.2	-	2.9	-	11.8	-	15.7	-	3.0	-	4.0	-	6.1	-	8.2	-	5.2	-	-	-
18/OLDER	1.3	-	-	-	-	6.3	-	8.4	-	0.4	-	0.5	1.0	2.8	1.0	3.4	-	1.7	0.3	0.5	-
REFUSED	12.2	10.1	3.7	11.9	25.0	19.0	-	25.3	-	11.9	-	15.5	14.5	10.6	5.2	12.5	13.5	11.8	12.0	15.4	17.4
Mean	14.17	14.07	14.08	14.06	14.14	14.86	14.76	14.90	14.55	14.14	13.60	14.34	13.88	14.28	14.90	14.06	14.27	14.40	13.78	12.61	10.48

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	TALK W/PARENT	TALK W/PARENT	TALK W/PARENT	TALK W/PARENT	TALK W/PARENT	EMBARRASSED/	EMBARRASSED/	EMBARRASSED/	EMBARRASSED/	EMBARRASSED/										
	LAST 3 MONTHS	LAST 3 MONTHS	LAST 3 MONTHS	LAST 3 MONTHS	LAST 3 MONTHS	LAST 3 MONTHS	AFRAID 2 TALK	AFRAID 2 TALK	AFRAID 2 TALK	AFRAID 2 TALK	AFRAID 2 TALK	W/ PARENTS	(6th-8th)	(9th-12th)	(WHITE)	(AFR. AMER.)					
	(9th-12th)	(WHITE)	(AFR. AMER.)	(MALE)	(FEMALE)																
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
Total Answering	201	98	54	101	37	23	13	69	33	67	29	110	84	28	17	82	67	79	56	17	20
14 YEARS/YOUNGER	41.7	24.0	39.2	45.9	43.1	7.5	28.5	43.2	36.6	36.9	52.6	46.8	34.9	86.5	77.8	33.4	24.0	49.2	40.1	22.5	8.6
6 YEARS/YOUNGER	1.0	-	-	-	-	-	15.3	-	-	-	6.6	1.8	-	7.0	-	-	-	-	-	11.8	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	1.4	1.0	-	2.0	-	-	-	1.4	-	1.5	-	1.7	1.2	-	6.0	2.3	-	2.4	1.8	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10	1.9	-	-	0.9	2.4	-	-	2.7	-	-	6.4	1.8	2.1	7.2	10.3	-	-	-	3.1	-	-
11	2.8	-	1.6	1.9	4.7	-	-	4.3	2.6	1.4	3.0	2.5	3.5	9.9	11.9	-	1.3	2.3	3.2	-	-
12	7.3	0.9	14.2	5.7	13.0	-	13.3	5.4	16.8	3.5	10.2	9.8	3.3	22.4	-	5.6	4.1	12.1	-	-	8.6
13	13.3	8.6	14.6	17.8	15.7	-	-	13.5	8.3	14.4	17.1	12.9	14.6	16.6	33.1	11.7	9.8	15.9	20.1	-	-
14	14.0	13.6	8.8	17.7	7.3	7.5	-	15.8	8.8	16.1	9.2	16.2	10.3	23.4	16.5	13.8	8.7	16.6	11.8	10.7	-
15 YEARS/OLDER	46.2	65.7	49.8	43.8	38.0	69.0	71.5	46.2	47.1	50.2	40.3	47.7	46.0	7.7	-	61.2	57.8	45.3	38.5	66.9	72.4
15	23.0	31.7	25.1	20.8	22.9	46.6	28.6	24.3	30.6	22.8	14.1	25.9	20.2	7.0	-	32.3	25.3	21.7	20.3	55.6	27.5
16	18.4	24.6	24.3	20.5	15.1	-	42.9	17.5	16.5	17.9	25.6	19.1	17.9	-	-	25.5	22.5	21.3	16.8	11.3	18.2
17	3.5	7.2	-	2.6	-	14.6	-	3.7	-	6.7	-	2.5	5.1	-	-	3.3	6.4	2.2	1.5	-	17.4
18/OLDER	1.3	2.2	0.4	-	-	7.8	-	0.8	-	2.8	0.6	0.2	2.8	0.7	-	-	3.5	-	-	-	9.3
REFUSED	12.2	10.3	11.0	10.3	18.9	23.5	-	10.6	16.3	13.0	7.0	5.6	19.1	5.8	22.2	5.5	18.3	5.5	21.4	10.7	19.0
Mean	14.17	15.06	14.31	14.22	13.85	15.59	13.65	14.19	14.17	14.63	13.38	14.00	14.43	12.24	12.12	14.60	15.00	14.10	14.07	13.82	15.68

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL		EMBARRASSED/		EMBARRASSED/		ALCOHOL USE BY PEOPLE				ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE	
	AFRAID 2 TALK		AFRAID 2 TALK		AFRAID 2 TALK		YOUR AGE IS...				BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE	
	(MALE)		(FEMALE)		(FEMALE)						(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)	
	YES	NO	YES	NO	YES	NO	PROB-LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.
Total Answering	201	56	44	54	39		191	101	89	8	26	19	75	70	68	66	20	14	51	47	50	42
14 YEARS/YOUNGER	41.7	48.7	30.9	44.8	39.5		40.9	42.9	38.6	63.2	74.3	84.8	32.1	26.1	53.0	36.7	-	37.8	48.1	34.6	37.7	43.2
6 YEARS/YOUNGER	1.0	-	-	3.6	-		1.0	-	2.2	-	-	10.1	-	-	-	-	-	13.6	-	-	-	4.6
7	-	-	-	-	-		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	1.4	3.4	-	-	2.6		1.0	1.0	1.1	-	3.9	-	-	1.4	1.5	1.4	-	-	-	2.0	2.0	-
9	-	-	-	-	-		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10	1.9	1.8	2.0	1.8	2.3		2.0	2.8	1.0	-	11.0	4.7	-	-	1.3	1.4	-	-	3.7	-	2.0	2.1
11	2.8	1.6	6.5	3.4	-		2.5	3.8	1.0	11.3	14.8	4.9	-	-	2.7	1.4	-	-	3.9	2.0	3.7	-
12	7.3	11.8	3.8	7.8	2.7		7.1	4.8	9.7	13.9	11.8	16.5	2.5	7.8	7.2	8.6	-	11.8	7.6	11.5	2.0	7.7
13	13.3	11.8	12.4	14.1	17.1		14.0	13.8	14.3	-	22.6	24.2	10.7	11.6	19.8	15.6	-	-	13.0	11.5	14.5	17.4
14	14.0	18.3	6.3	14.1	14.8		13.2	16.7	9.4	38.1	10.2	24.5	18.9	5.3	20.5	8.4	-	12.4	19.8	7.6	13.5	11.4
15 YEARS/OLDER	46.2	41.9	52.1	53.6	39.0		48.2	48.5	48.0	12.2	4.4	5.2	63.7	59.6	40.3	45.2	81.8	62.2	41.3	54.0	55.8	41.2
15	23.0	28.6	24.8	23.2	14.9		24.3	26.9	21.3	-	3.6	5.2	35.0	25.7	19.5	24.4	63.9	12.4	29.2	25.6	24.7	16.5
16	18.4	13.0	20.8	25.3	14.6		18.9	16.4	21.8	12.2	-	-	22.1	27.7	18.2	19.5	9.3	25.2	11.1	23.1	21.8	20.3
17	3.5	-	5.7	5.0	4.4		3.7	4.4	2.8	-	-	-	5.9	3.6	2.6	1.3	8.6	11.8	-	5.3	8.9	-
18/OLDER	1.3	0.3	0.8	-	5.2		1.3	0.7	2.1	-	0.7	-	0.7	2.6	-	-	-	12.9	1.0	-	0.4	4.4
REFUSED	12.2	9.3	17.0	1.7	21.4		10.9	8.6	13.4	24.6	21.3	9.9	4.2	14.3	6.7	18.0	18.2	-	10.6	11.4	6.5	15.6
Mean	14.17	13.87	14.47	14.13	14.39		14.23	14.26	14.20	13.51	12.07	12.15	14.88	14.78	14.08	14.20	15.32	14.17	14.01	14.40	14.50	13.96

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	DANGEROUS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL				(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		SEEN TV ADS STOP UNDERAGE DRINKING	HEARD RADIO STOP UNDERAGE DRINKING		
		DANG- EROUS	Very 	Smwt. 	NOT DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	YES 	NO 	YES 	NO 
Total Answering	201	194	126	68	4	32	15	94	53	86	50	23	11	61	38	65	30	122	79	84	116
14 YEARS/YOUNGER	41.7	42.7	43.2	41.7	28.7	75.5	88.4	32.3	28.2	50.7	40.8	7.2	33.5	49.1	36.6	37.7	48.1	41.6	41.8	37.9	44.7
6 YEARS/YOUNGER	1.0	1.0	-	2.9	-	-	12.7	-	-	-	-	-	17.5	-	-	-	6.4	1.6	-	-	1.7
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	1.4	1.5	2.3	-	-	3.2	-	2.0	-	3.4	-	-	-	3.1	-	1.6	-	0.8	2.4	1.2	1.6
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10	1.9	1.9	3.0	-	-	11.8	-	-	-	2.0	-	-	-	3.1	-	2.9	-	1.5	2.4	2.2	1.6
11	2.8	2.9	3.1	2.6	-	12.1	6.0	-	1.6	3.2	1.7	-	-	3.3	4.7	2.8	-	3.2	2.2	1.1	4.1
12	7.3	7.0	8.5	4.1	28.7	13.5	12.4	6.9	1.7	9.0	5.6	7.2	-	12.2	5.0	5.1	3.0	6.4	8.7	10.1	5.3
13	13.3	13.8	10.4	20.0	-	20.0	27.0	7.2	17.9	14.5	22.5	-	-	10.7	14.8	10.2	26.4	14.2	11.8	13.0	13.6
14	14.0	14.5	15.8	12.1	-	14.8	30.3	16.2	6.9	18.6	10.9	-	15.9	16.7	12.1	15.0	12.2	13.8	14.3	10.3	16.8
15 YEARS/OLDER	46.2	45.7	43.1	50.5	48.2	3.6	6.6	56.5	63.2	36.1	48.7	69.3	66.5	38.8	54.2	47.1	45.8	44.9	48.2	48.6	44.0
15	23.0	23.4	21.0	27.8	25.5	3.0	6.6	27.2	34.0	16.7	28.1	46.8	32.8	21.5	34.2	20.6	19.9	22.4	23.9	27.2	19.4
16	18.4	18.6	17.9	19.9	-	-	-	24.0	25.7	17.4	20.6	15.1	17.2	16.4	20.0	19.4	19.9	17.1	20.5	15.9	20.4
17	3.5	2.3	3.5	-	22.6	-	-	4.7	-	2.0	-	7.4	-	-	-	6.9	-	5.0	1.2	5.4	2.2
18/OLDER	1.3	1.3	0.6	2.7	-	0.6	-	0.6	3.5	-	-	-	16.6	0.9	-	0.3	6.1	0.4	2.6	0.2	2.0
REFUSED	12.2	11.7	13.7	7.8	23.2	20.9	5.0	11.3	8.6	13.1	10.5	23.5	-	12.2	9.2	15.2	6.1	13.5	10.0	13.4	11.3
Mean	14.17	14.13	14.08	14.21	14.47	12.17	12.26	14.66	14.80	13.85	14.34	15.11	13.93	13.79	14.39	14.37	14.00	14.15	14.21	14.27	14.10

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	ONLINE ADS TO			SEEN ADS				ADS WILL MAKE		HEARD OF		VISITED	
		STOP UNDERAGE							MORE LIKELY 2		TALKITOUT.ORG		TALKITOUT.ORG	
		DRINKING							LISTEN/PARENT					
		YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	YES	NO	YES	NO	YES	NO	
-----														
Total Answering	201	95	106	49	45	61	45	94	53	61	140	11	180	
14 YEARS/YOUNGER	41.7	44.1	39.5	45.7	42.5	34.0	47.7	39.5	41.9	35.3	44.5	43.1	40.5	
6 YEARS/YOUNGER	1.0	-	1.8	-	4.3	-	-	-	3.7	-	1.4	-	1.1	
7	-	-	-	-	-	-	-	-	-	-	-	-	-	
8	1.4	1.1	1.8	3.8	-	-	2.3	1.1	-	-	2.1	-	1.6	
9	-	-	-	-	-	-	-	-	-	-	-	-	-	
10	1.9	0.9	2.7	3.8	-	1.7	1.9	2.0	-	2.9	1.4	-	2.1	
11	2.8	3.9	1.9	1.8	4.4	3.1	2.0	3.9	2.1	1.5	3.4	-	2.7	
12	7.3	9.9	4.9	10.5	-	4.4	15.1	7.2	5.1	11.5	5.5	26.8	5.9	
13	13.3	13.3	13.3	9.0	18.7	14.7	10.8	15.3	14.8	10.0	14.7	7.2	12.6	
14	14.0	15.0	13.1	16.8	15.1	10.2	15.4	10.0	16.2	9.4	16.0	9.1	14.5	
15 YEARS/OLDER	46.2	42.4	49.6	46.0	42.9	54.1	37.6	46.7	44.1	50.0	44.5	56.9	46.5	
15	23.0	18.9	26.7	28.2	8.9	29.4	21.1	19.9	22.2	26.1	21.7	32.6	23.1	
16	18.4	16.0	20.5	17.3	25.3	21.7	8.6	19.2	17.9	17.7	18.7	9.1	19.0	
17	3.5	5.5	1.7	-	3.9	2.7	8.0	5.5	3.4	6.0	2.4	15.2	2.9	
18/OLDER	1.3	1.9	0.7	0.4	4.8	0.3	-	2.1	0.6	0.3	1.7	-	1.4	
REFUSED	12.2	13.6	10.9	8.3	14.6	11.8	14.7	13.8	14.0	14.7	11.0	-	13.0	
Mean	14.17	14.24	14.12	13.90	14.28	14.49	13.92	14.32	14.11	14.37	14.09	14.36	14.19	

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

	TOTAL	SOCIAL MEDIA						AGE									
		USE SOCIAL MEDIA	Insta- gram	Face- book	You- Tube	DON'T USE SOCIAL	14/ YOUN- GER	10	11	12	13	14	15/ OLDER	15	16	17	18/ OLDER
Total Answering	201	184	70	44	22	14	54	-	1	9	19	24	145	42	45	43	16
14 YEARS/YOUNGER	41.7	39.5	41.0	41.0	42.4	66.1	70.2	-	100.0	88.9	71.6	60.9	31.1	52.3	26.4	22.7	11.3
6 YEARS/YOUNGER	1.0	1.1	-	-	-	-	3.6	-	-	-	10.0	-	-	-	-	-	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	1.4	1.0	1.3	2.2	-	-	1.9	-	-	-	5.3	-	1.3	2.2	2.1	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10	1.9	2.0	4.0	-	-	-	7.0	-	-	32.2	4.5	-	-	-	-	-	-
11	2.8	3.1	5.1	-	9.4	-	8.9	-	-	30.9	4.6	4.5	0.6	-	-	-	5.4
12	7.3	6.7	6.5	9.2	9.0	17.2	11.9	-	-	10.9	17.2	8.5	5.7	10.8	2.0	6.6	-
13	13.3	11.8	9.7	15.9	15.2	28.8	19.6	-	-	14.8	25.6	17.4	10.5	15.0	9.1	9.2	5.9
14	14.0	13.8	14.4	13.7	8.8	20.0	17.1	-	100.0	-	4.4	30.4	13.1	24.3	13.2	6.9	-
15 YEARS/OLDER	46.2	47.8	46.0	48.2	39.7	26.8	15.7	-	-	-	4.9	30.8	58.1	36.3	61.6	68.8	77.2
15	23.0	23.6	30.4	21.9	22.6	20.4	14.0	-	-	-	4.9	27.1	26.7	25.1	31.5	26.5	18.2
16	18.4	19.1	10.6	24.2	8.6	6.5	1.7	-	-	-	-	3.7	24.9	10.7	25.4	36.1	30.0
17	3.5	3.8	4.8	2.2	-	-	-	-	-	-	-	-	4.8	-	3.9	6.2	16.4
18/OLDER	1.3	1.3	0.3	-	8.5	-	-	-	-	-	-	-	1.8	0.5	0.7	-	12.7
REFUSED	12.2	12.7	12.9	10.8	17.9	7.1	14.2	-	-	11.1	23.5	8.4	10.7	11.4	12.0	8.5	11.5
Mean	14.17	14.24	14.06	14.33	14.15	13.68	12.58	-	14.00	11.09	11.40	13.85	14.74	13.98	14.81	15.04	15.76

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

	TOTAL	WHITE		AFRICAN AMER.		(MALE)		(FEMALE)		RACE				(MALE)		(FEMALE)		GENDER		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total Answering	201	36	103	9	27	29	73	25	72	19	141	36	2	2	72	23	69	13	104	97
14 YEARS/YOUNGER	41.7	74.0	35.5	40.3	6.2	68.5	31.3	72.1	31.0	62.9	45.5	14.9	49.8	61.6	47.6	14.8	43.4	15.1	42.0	41.3
6 YEARS/YOUNGER	1.0	-	-	21.1	-	-	-	7.9	-	-	-	5.4	-	-	-	-	-	15.1	-	2.0
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	1.4	2.8	1.8	-	-	-	2.6	4.2	-	-	2.1	-	-	-	2.6	-	1.5	-	1.8	1.1
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10	1.9	4.9	-	-	-	6.5	-	7.7	-	10.6	1.2	-	-	-	1.2	-	1.3	-	1.8	1.9
11	2.8	7.7	0.8	-	-	10.1	1.2	7.5	-	10.6	2.6	-	-	-	2.5	-	2.7	-	3.7	1.9
12	7.3	14.1	5.3	-	6.2	10.5	8.6	13.6	2.8	11.1	7.5	4.7	-	13.3	9.2	7.2	5.7	-	9.0	5.5
13	13.3	26.8	12.8	-	-	16.5	8.6	23.3	12.3	9.7	16.9	-	-	48.3	16.8	-	17.0	-	11.6	15.1
14	14.0	17.6	14.7	19.2	-	24.8	10.3	8.0	15.9	20.9	15.2	4.9	49.8	-	15.3	7.6	15.2	-	14.2	13.9
15 YEARS/OLDER	46.2	10.7	52.9	39.1	80.3	15.9	58.7	15.4	57.5	37.1	41.4	69.9	50.2	31.7	40.0	69.5	42.9	70.5	45.7	46.7
15	23.0	8.2	25.7	39.1	40.7	12.8	31.8	15.4	21.6	10.8	20.9	40.3	-	9.2	20.8	46.9	21.0	28.4	25.9	19.9
16	18.4	2.5	24.6	-	20.2	3.1	22.7	-	27.0	21.2	18.6	15.0	50.2	13.3	18.0	15.4	19.3	14.4	16.8	20.1
17	3.5	-	2.5	-	12.7	-	3.5	-	6.2	5.1	1.8	9.5	-	-	1.2	7.2	2.5	13.5	2.4	4.6
18/OLDER	1.3	-	-	-	6.8	-	0.7	-	2.8	-	-	5.1	-	9.2	-	-	-	14.2	0.5	2.1
REFUSED	12.2	15.4	11.6	20.6	13.4	15.6	10.0	12.5	11.5	-	13.1	15.2	-	6.7	12.4	15.7	13.7	14.4	12.2	12.0
Mean	14.17	12.80	14.52	12.36	15.54	13.11	14.51	11.98	14.99	13.62	14.08	14.79	15.00	13.98	13.96	15.01	14.19	14.40	14.12	14.23

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## 7. HOW OFTEN DO THEY DRINK ALCOHOL?

	TOTAL	AREA												
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST
Total Answering	201	48	19	5	25	63	28	35	35	16	20	9	28	18
AT LEAST ONCE/MONTH	47.4	37.4	15.4	59.8	49.7	62.2	64.8	60.2	31.6	26.4	35.8	60.1	35.4	64.9
AT LEAST ONCE/WEEK	21.3	13.7	5.0	19.6	19.0	38.0	38.5	37.5	5.6	-	10.1	12.3	22.7	16.4
AT LEAST ONCE/MONTH	26.0	23.7	10.4	40.2	30.7	24.2	26.2	22.6	26.0	26.4	25.7	47.7	12.6	48.6
LESS ONCE/MONTH	33.4	36.0	61.8	-	23.4	22.1	22.1	22.2	42.2	47.2	38.1	39.9	51.1	18.7
DK/REFUSED	19.2	26.6	22.8	40.2	26.9	15.7	13.1	17.7	26.2	26.4	26.1	-	13.5	16.4

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 7. HOW OFTEN DO THEY DRINK ALCOHOL?

	TOTAL	GRADE									WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO
Total Answering	201	47	8	14	25	154	35	41	43	35	33	108	6	31	23	80	24	73	158	42
AT LEAST ONCE/MONTH	47.4	29.4	12.3	42.6	27.6	52.9	50.5	53.3	57.5	49.1	29.7	54.2	33.8	47.4	28.9	49.6	29.9	56.4	52.5	29.1
AT LEAST ONCE/WEEK	21.3	18.9	12.3	28.1	15.9	22.1	26.7	20.5	26.3	14.2	14.8	22.6	33.8	17.5	20.5	21.9	17.2	22.3	23.4	14.0
AT LEAST ONCE/MONTH	26.0	10.5	-	14.5	11.7	30.8	23.8	32.8	31.2	34.9	14.9	31.6	-	29.9	8.3	27.7	12.8	34.1	29.1	15.1
LESS ONCE/MONTH	33.4	53.4	50.9	29.7	67.2	27.3	41.2	25.4	21.8	22.3	58.4	29.1	31.5	23.2	62.9	35.5	44.0	18.4	29.6	46.6
DK/REFUSED	19.2	17.2	36.7	27.7	5.2	19.8	8.3	21.3	20.6	28.6	11.8	16.7	34.7	29.4	8.2	14.9	26.0	25.2	17.9	24.3

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 7. HOW OFTEN DO THEY DRINK ALCOHOL?

	TOTAL	TALKED ABOUT   DRINKING   (6th-8th)		TALKED ABOUT   DRINKING   (9th-12th)		TALKED ABOUT   DRINKING   (WHITE)		TALKED ABOUT   DRINKING   (AFR. AMER.)		TALKED ABOUT   DRINKING   (MALE)		TALKED ABOUT   DRINKING   (FEMALE)		THINK IT'S   OKAY TO DRINK   ALCOHOL		THINK IT'S   OKAY TO DRINK   (6th-8th)		THINK IT'S   OKAY TO DRINK   (9th-12th)		THINK IT'S   OKAY TO DRINK   (WHITE)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
		-----																			
Total Answering	201	27	20	131	22	113	27	27	9	84	20	74	22	114	69	21	23	93	46	74	55
AT LEAST ONCE/MONTH	47.4	32.8	24.8	56.6	33.0	53.7	27.9	47.0	40.2	51.0	18.9	54.1	38.1	60.8	31.8	40.9	17.9	65.3	38.7	66.0	29.4
AT LEAST ONCE/WEEK	21.3	18.2	19.8	24.5	8.7	23.3	10.9	19.7	21.0	24.4	9.6	22.3	17.8	30.0	11.1	27.0	9.2	30.6	12.1	29.0	12.0
AT LEAST ONCE/MONTH	26.0	14.6	5.0	32.1	24.3	30.4	16.9	27.3	19.3	26.6	9.2	31.8	20.3	30.8	20.7	13.9	8.7	34.7	26.6	37.0	17.4
LESS ONCE/MONTH	33.4	56.4	49.4	24.0	44.1	30.4	57.6	26.4	18.7	38.1	56.8	19.8	37.6	24.6	50.0	45.3	67.6	19.8	41.3	23.5	55.3
DK/REFUSED	19.2	10.9	25.8	19.4	22.9	15.9	14.5	26.6	41.1	10.8	24.3	26.1	24.2	14.6	18.2	13.8	14.5	14.8	20.0	10.5	15.3

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 7. HOW OFTEN DO THEY DRINK ALCOHOL?

	TOTAL		THINK IT'S		THINK IT'S		THINK IT'S		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/	
	OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL	
	(AFR. AMER.)		(MALE)		(FEMALE)		ALCOHOL		(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)			
	OKAY	NOT	OKAY	NOT	OKAY	NOT	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
		OKAY		OKAY		OKAY																
	-----																					
Total Answering	201	25	7	57	38	57	31	201	-	47	-	154	-	141	-	36	-	104	-	97	-	-
AT LEAST ONCE/MONTH	47.4	49.6	52.3	64.0	24.9	57.6	40.2	47.4	-	29.4	-	52.9	-	48.4	-	45.3	-	45.0	-	50.0	-	-
AT LEAST ONCE/WEEK	21.3	28.5	-	31.2	12.5	28.7	9.5	21.3	-	18.9	-	22.1	-	20.7	-	20.0	-	21.6	-	21.1	-	-
AT LEAST ONCE/MONTH	26.0	21.1	52.3	32.7	12.5	28.9	30.7	26.0	-	10.5	-	30.8	-	27.7	-	25.3	-	23.3	-	28.9	-	-
LESS ONCE/MONTH	33.4	21.6	23.3	31.1	55.6	18.1	43.2	33.4	-	53.4	-	27.3	-	36.0	-	24.5	-	41.7	-	24.6	-	-
DK/REFUSED	19.2	28.8	24.4	4.9	19.5	24.3	16.7	19.2	-	17.2	-	19.8	-	15.5	-	30.2	-	13.4	-	25.4	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 7. HOW OFTEN DO THEY DRINK ALCOHOL?

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL												AGE STARTED DRINKING (WHITE)	
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total Answering	201	84	9	75	6	15	27	28	93	46	37	7	3	64	58
AT LEAST ONCE/MONTH	47.4	42.7	33.4	43.8	34.7	40.6	50.6	40.8	61.0	69.0	54.7	63.8	-	47.8	62.8
AT LEAST ONCE/WEEK	21.3	26.5	33.4	25.7	34.7	26.4	25.5	23.7	20.3	31.7	11.1	-	-	28.1	19.2
AT LEAST ONCE/MONTH	26.0	16.2	-	18.1	-	14.2	25.2	17.0	40.7	37.3	43.5	63.8	-	19.6	43.6
LESS ONCE/MONTH	33.4	44.3	32.3	45.7	33.3	37.0	42.0	56.1	23.9	24.7	24.9	12.1	28.2	45.0	24.1
DK/REFUSED	19.2	13.0	34.3	10.6	32.0	22.5	7.3	3.2	15.1	6.2	20.5	24.1	71.8	7.3	13.1

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 7. HOW OFTEN DO THEY DRINK ALCOHOL?

	TOTAL		AGE STARTED		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL			
	DRINKING		DRINKING		DRINKING		DRINKING									
	(AFRICAN AMR)		(MALE)		(FEMALE)											
	14/	15/	14/	15/	14/	15/	14/	15/	LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/
	YOUN-	OVER	YOUN-	OVER	YOUN-	OVER	YOUN-	OVER	ONCE/A	Once/A	Once/A	ONCE/A	ONCE/A	Once/A	Once/A	ONCE/A
	GER		GER		GER		GER		MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total Answering	201	5	25	44	48	40	45	95	43	52	67	68	29	39	51	
AT LEAST ONCE/MONTH	47.4	-	57.3	34.7	62.5	51.5	59.5	100.0	100.0	100.0	-	100.0	100.0	100.0	-	
AT LEAST ONCE/WEEK	21.3	-	21.2	21.7	23.4	31.8	17.0	45.0	100.0	-	-	42.9	100.0	-	-	
AT LEAST ONCE/MONTH	26.0	-	36.1	13.0	39.1	19.7	42.5	55.0	-	100.0	-	57.1	-	100.0	-	
LESS ONCE/MONTH	33.4	64.0	21.4	56.7	26.2	30.7	21.5	-	-	-	100.0	-	-	-	100.0	
DK/REFUSED	19.2	36.0	21.3	8.6	11.3	17.8	19.0	-	-	-	-	-	-	-	-	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 7. HOW OFTEN DO THEY DRINK ALCOHOL?

	TOTAL	OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				EASY/HARD GET ALCOHOL (6th-8th)		EASY/HARD GET ALCOHOL (6th-8th)		EASY/HARD GET ALCOHOL (9th-12th)		EASY/HARD GET ALCOHOL (WHITE)	
		LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	EASY 	HARD 	EASY 	HARD 	EASY 	HARD 	EASY 	HARD 
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total Answering	201	16	7	9	9	47	22	24	43	49	20	28	24	96	92	13	34	84	58	68	64
AT LEAST ONCE/MONTH	47.4	100.0	100.0	100.0	-	100.0	100.0	100.0	-	100.0	100.0	100.0	-	64.4	32.1	32.1	28.4	69.3	34.3	65.7	31.4
AT LEAST ONCE/WEEK	21.3	44.2	100.0	-	-	48.1	100.0	-	-	42.1	100.0	-	-	28.1	14.2	24.2	16.9	28.7	12.6	30.8	8.8
AT LEAST ONCE/MONTH	26.0	55.8	-	100.0	-	51.9	-	100.0	-	57.9	-	100.0	-	36.3	17.9	7.9	11.5	40.6	21.7	34.9	22.6
LESS ONCE/MONTH	33.4	-	-	-	100.0	-	-	-	100.0	-	-	-	100.0	24.3	43.7	60.0	51.0	18.8	39.3	21.5	50.7
DK/REFUSED	19.2	-	-	-	-	-	-	-	-	-	-	-	-	11.4	24.2	7.9	20.6	11.9	26.4	12.8	17.9

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## 7. HOW OFTEN DO THEY DRINK ALCOHOL?

	TOTAL	EASY/HARD		EASY/HARD		EASY/HARD		PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING			
	GET ALCOHOL	GET ALCOHOL		GET ALCOHOL		GET ALCOHOL		ALCOHOL				ALCOHOL				ALCOHOL			
	(AFR. AMER.)	(MALE)		(FEMALE)		(FEMALE)						(6th-8th)				(9th-12th)			
	EASY	HARD	EASY	HARD	EASY	HARD	TALK ABOUT	A Lot	Some-times	NEVER	TALK ABOUT	A Lot	Some-times	NEVER	TALK ABOUT	A Lot	Some-times	NEVER	
Total Answering	201	16	16	47	49	50	43	157	38	119	41	36	11	26	10	121	28	93	31
AT LEAST ONCE/MONTH	47.4	67.3	33.2	62.5	32.0	66.1	32.2	46.0	39.3	48.1	51.4	26.9	17.5	30.8	31.8	51.7	47.8	52.9	57.5
AT LEAST ONCE/WEEK	21.3	11.2	33.2	26.8	16.5	29.2	11.6	20.4	21.8	20.0	21.5	13.2	8.1	15.3	31.8	22.6	27.0	21.3	18.3
AT LEAST ONCE/MONTH	26.0	56.0	-	35.7	15.5	36.9	20.6	25.5	17.6	28.1	29.9	13.7	9.4	15.4	-	29.1	20.7	31.6	39.2
LESS ONCE/MONTH	33.4	32.7	21.5	33.2	49.2	15.9	37.3	35.8	45.2	32.7	26.9	56.2	63.7	53.1	48.6	29.6	38.0	27.1	20.2
DK/REFUSED	19.2	-	45.3	4.3	18.8	18.0	30.5	18.3	15.5	19.2	21.7	17.0	18.9	16.2	19.7	18.7	14.2	20.0	22.4

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 7. HOW OFTEN DO THEY DRINK ALCOHOL?

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT	
		ALCOHOL				ALCOHOL				ALCOHOL				ALCOHOL				LAST 3 MONTHS		LAST 3 MONTHS	
		(WHITE)				(AFRICAN AMERICAN)				(MALE)				(FEMALE)						(6th-8th)	
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total Answering	201	118	27	91	22	29	7	22	7	83	20	64	20	74	19	55	22	135	63	38	9
AT LEAST ONCE/MONTH	47.4	47.6	39.2	50.1	54.6	44.0	50.2	41.9	50.6	42.4	32.7	45.4	53.1	50.0	46.2	51.3	49.9	49.8	44.2	31.3	21.7
AT LEAST ONCE/WEEK	21.3	19.1	20.9	18.6	30.2	25.0	24.4	25.2	-	22.1	18.6	23.2	15.5	18.6	25.0	16.4	26.9	20.5	24.2	18.1	21.7
AT LEAST ONCE/MONTH	26.0	28.5	18.3	31.5	24.4	19.0	25.9	16.7	50.6	20.3	14.1	22.2	37.5	31.4	21.2	34.9	23.0	29.4	20.0	13.1	-
LESS ONCE/MONTH	33.4	37.9	45.8	35.6	27.8	24.7	49.8	16.4	23.5	43.3	57.1	39.0	36.9	27.3	32.8	25.4	17.8	33.4	33.5	54.9	47.6
DK/REFUSED	19.2	14.4	15.0	14.3	17.6	31.3	-	41.7	25.9	14.3	10.2	15.6	10.0	22.7	21.0	23.3	32.3	16.8	22.3	13.9	30.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 7. HOW OFTEN DO THEY DRINK ALCOHOL?

	TOTAL	TALK W/PARENT LAST 3 MONTHS (9th-12th)		TALK W/PARENT LAST 3 MONTHS (WHITE)		TALK W/PARENT LAST 3 MONTHS (AFR. AMER.)		TALK W/PARENT LAST 3 MONTHS (MALE)		TALK W/PARENT LAST 3 MONTHS (FEMALE)		EMBARRASSED/ AFRAID 2 TALK W/ PARENTS		EMBARRASSED/ AFRAID 2 TALK (6th-8th)		EMBARRASSED/ AFRAID 2 TALK (9th-12th)		EMBARRASSED/ AFRAID 2 TALK (WHITE)		EMBARRASSED/ AFRAID 2 TALK (AFR. AMER.)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
		-----																			
Total Answering	201	98	54	101	37	23	13	69	33	67	29	110	84	28	17	82	67	79	56	17	20
AT LEAST ONCE/MONTH	47.4	57.0	48.1	52.7	40.3	46.2	43.6	44.7	47.9	55.0	40.1	51.3	44.1	18.3	51.3	62.4	42.2	52.8	45.6	44.5	46.0
AT LEAST ONCE/WEEK	21.3	21.3	24.6	19.6	25.3	23.4	13.9	20.5	25.2	20.5	23.1	20.8	21.6	7.2	40.2	25.4	16.8	20.3	21.9	21.8	18.6
AT LEAST ONCE/MONTH	26.0	35.7	23.5	33.1	15.0	22.9	29.7	24.3	22.7	34.6	17.0	30.5	22.5	11.1	11.1	37.0	25.4	32.5	23.8	22.7	27.4
LESS ONCE/MONTH	33.4	25.1	31.1	35.0	39.2	23.4	26.5	42.1	40.4	24.5	25.7	32.7	33.5	59.9	42.6	23.6	31.1	35.0	36.0	21.8	26.7
DK/REFUSED	19.2	17.9	20.8	12.3	20.5	30.4	29.9	13.2	11.8	20.5	34.2	16.0	22.5	21.8	6.1	14.0	26.7	12.2	18.4	33.7	27.3

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 7. HOW OFTEN DO THEY DRINK ALCOHOL?

	TOTAL		EMBARRASSED/		EMBARRASSED/		ALCOHOL USE BY PEOPLE				ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE	
	AFRAID 2 TALK		AFRAID 2 TALK		AFRAID 2 TALK		YOUR AGE IS...				BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE	
	(MALE)		(FEMALE)		(FEMALE)						(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)	
	YES	NO	YES	NO	YES	NO	PROB-LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.
Total Answering	201	56	44	54	39		191	101	89	8	26	19	75	70	68	66	20	14	51	47	50	42
AT LEAST ONCE/MONTH	47.4	50.4	39.7	52.2	49.0		49.0	56.5	40.6	23.5	37.8	21.0	62.9	45.9	57.1	41.6	63.4	25.7	53.2	39.7	59.8	41.6
AT LEAST ONCE/WEEK	21.3	21.8	20.9	19.8	22.3		22.1	29.4	13.7	11.3	26.5	10.4	30.4	14.7	29.2	12.8	27.3	12.4	27.7	15.9	31.2	11.4
AT LEAST ONCE/MONTH	26.0	28.6	18.8	32.4	26.7		27.0	27.1	26.9	12.2	11.3	10.6	32.5	31.3	27.9	28.8	36.1	13.3	25.5	23.8	28.6	30.3
LESS ONCE/MONTH	33.4	39.5	43.6	25.8	22.0		33.2	27.8	39.4	38.0	47.5	56.7	21.1	34.6	28.7	42.8	18.6	36.0	33.6	49.1	22.0	28.3
DK/REFUSED	19.2	10.1	16.7	22.0	29.0		17.7	15.7	20.0	38.5	14.7	22.2	16.0	19.4	14.2	15.6	18.0	38.3	13.2	11.2	18.2	30.0

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 7. HOW OFTEN DO THEY DRINK ALCOHOL?

	TOTAL	DANGEROUS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL				(6th-8th)			(9th-12th)			(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		SEEN TV ADS	HEARD RADIO
																				STOP UNDERAGE	STOP UNDERAGE
																				DRINKING	DRINKING
		DANG- EROUS	Very	Smwt.	NOT DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	YES	NO	YES	NO
Total Answering	201	194	126	68	4	32	15	94	53	86	50	23	11	61	38	65	30	122	79	84	116
AT LEAST ONCE/MONTH	47.4	48.7	44.7	56.2	-	30.7	26.6	49.4	64.7	43.1	59.9	46.3	50.0	41.7	56.6	47.5	55.6	48.9	45.0	54.3	42.8
AT LEAST ONCE/WEEK	21.3	21.7	23.6	18.1	-	24.7	6.7	23.3	21.4	21.1	20.3	23.4	15.9	25.1	19.1	22.3	16.8	21.2	21.6	23.9	19.7
AT LEAST ONCE/MONTH	26.0	27.0	21.0	38.1	-	6.1	19.9	26.1	43.4	22.1	39.7	22.9	34.1	16.6	37.6	25.2	38.7	27.7	23.5	30.4	23.1
LESS ONCE/MONTH	33.4	33.8	36.5	28.8	45.8	52.9	54.6	31.0	21.2	38.0	32.6	30.3	15.9	46.1	35.9	27.6	19.8	31.4	36.6	31.8	34.9
DK/REFUSED	19.2	17.5	18.8	15.1	54.2	16.4	18.7	19.6	14.0	18.9	7.4	23.4	34.1	12.3	7.4	24.9	24.6	19.7	18.4	13.9	22.4

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 7. HOW OFTEN DO THEY DRINK ALCOHOL?

	TOTAL			ONLINE ADS TO				SEEN ADS				ADS WILL MAKE		HEARD OF		VISITED	
				STOP UNDERAGE								MORE LIKELY 2		TALKITOUT.ORG		TALKITOUT.ORG	
				DRINKING								LISTEN/PARENT					
	YES	NO		0 OF 3	1 OF 3	2 OF 3	3 OF 3	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total Answering	201	95	106	49	45	61	45	94	53	61	140	11	180				
AT LEAST ONCE/MONTH	47.4	48.2	46.6	45.8	43.9	44.7	57.3	47.9	46.5	42.3	49.6	57.4	46.2				
AT LEAST ONCE/WEEK	21.3	20.9	21.8	24.4	20.4	14.0	29.5	20.2	22.4	20.5	21.7	33.0	20.2				
AT LEAST ONCE/MONTH	26.0	27.3	24.9	21.4	23.5	30.7	27.8	27.7	24.1	21.8	27.9	24.4	26.0				
LESS ONCE/MONTH	33.4	35.0	32.0	40.4	21.2	39.8	29.9	33.2	30.3	40.6	30.3	33.5	34.0				
DK/REFUSED	19.2	16.8	21.3	13.8	34.9	15.5	12.8	18.8	23.2	17.1	20.1	9.1	19.8				

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 7. HOW OFTEN DO THEY DRINK ALCOHOL?

	TOTAL	SOCIAL MEDIA						AGE									
		USE	Insta-	Face-	You-	DON'T	14/	10	11	12	13	14	15/	15	16	17	18/
		SOCIAL	gram	book	Tube	USE	YOUN-						OLDER				OLDER
		MEDIA				SOCIAL	GER										
Total Answering	201	184	70	44	22	14	54	-	1	9	19	24	145	42	45	43	16
AT LEAST ONCE/MONTH	47.4	48.0	46.4	46.8	36.7	27.9	32.5	-	-	21.9	45.1	27.7	52.9	46.8	57.1	52.5	58.2
AT LEAST ONCE/WEEK	21.3	21.2	26.5	13.3	18.8	14.5	18.5	-	-	10.9	35.2	8.7	22.7	24.0	25.4	25.2	5.4
AT LEAST ONCE/MONTH	26.0	26.9	20.0	33.5	17.9	13.4	14.0	-	-	11.0	10.0	18.9	30.2	22.9	31.7	27.3	52.8
LESS ONCE/MONTH	33.4	33.3	39.1	35.2	40.0	41.9	52.1	-	100.0	45.6	33.6	67.5	26.4	37.2	28.0	21.8	6.5
DK/REFUSED	19.2	18.7	14.5	18.1	23.3	30.2	15.4	-	-	32.5	21.3	4.9	20.7	16.0	15.0	25.7	35.3

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 7. HOW OFTEN DO THEY DRINK ALCOHOL?

	TOTAL	WHITE		AFRICAN AMER.		(MALE)		(FEMALE)		RACE				(MALE)		(FEMALE)		GENDER		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total Answering	201	36	103	9	27	29	73	25	72	19	141	36	2	2	72	23	69	13	104	97
AT LEAST ONCE/MONTH	47.4	29.6	54.9	39.7	47.2	35.7	48.5	28.8	57.4	48.3	48.4	45.3	50.2	22.5	39.9	55.0	57.2	27.7	45.0	50.0
AT LEAST ONCE/WEEK	21.3	13.6	23.6	20.6	19.9	20.2	22.7	16.5	22.7	27.1	20.7	20.0	50.2	13.3	18.0	23.3	23.6	14.2	21.6	21.1
AT LEAST ONCE/MONTH	26.0	15.9	31.3	19.2	27.3	15.5	25.7	12.3	34.7	21.1	27.7	25.3	-	9.2	21.9	31.8	33.6	13.5	23.3	28.9
LESS ONCE/MONTH	33.4	59.5	27.6	39.1	19.5	57.2	35.3	46.1	17.4	26.2	36.0	24.5	49.8	50.4	48.4	30.2	23.2	14.2	41.7	24.6
DK/REFUSED	19.2	10.9	17.4	21.1	33.3	7.1	16.2	25.1	25.2	25.5	15.5	30.2	-	27.1	11.7	14.8	19.6	58.1	13.4	25.4

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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8. WOULD IT BE EASY OR HARD FOR YOU OR PEOPLE YOUR AGE TO GET ALCOHOL?

	TOTAL	AREA												
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST
Total	300	95	39	11	45	85	36	49	53	27	26	12	34	21
EASY	36.1	27.2	19.7	33.2	32.2	39.4	45.0	35.3	37.1	39.6	34.6	26.9	32.5	71.1
VERY EASY	5.0	3.1	2.4	8.2	2.5	7.7	7.5	7.9	-	-	-	9.1	7.8	8.9
PRETTY EASY	31.0	24.1	17.3	25.0	29.7	31.7	37.5	27.5	37.1	39.6	34.6	17.8	24.7	62.2
HARD	56.6	61.9	65.6	66.8	57.5	59.6	52.6	64.7	52.9	48.1	57.9	73.1	54.3	24.4
PRETTY HARD	31.6	31.0	37.8	57.8	18.5	38.2	37.5	38.7	25.9	26.9	24.9	46.9	31.0	13.9
VERY HARD	25.1	30.9	27.8	9.0	39.0	21.4	15.1	26.0	27.0	21.2	33.0	26.2	23.3	10.5
DK/REFUSED	7.3	10.9	14.7	-	10.3	1.0	2.4	-	10.0	12.3	7.6	-	13.1	4.5
Net Diff.	-20.5	-34.7	-45.8	-33.7	-25.3	-20.1	-7.6	-29.3	-15.8	-8.5	-23.3	-46.2	-21.8	46.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 8. WOULD IT BE EASY OR HARD FOR YOU OR PEOPLE YOUR AGE TO GET ALCOHOL?

	TOTAL	GRADE										WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO	
Total	300	119	37	42	39	181	43	49	51	38	83	124	20	40	61	93	58	89	180	119	
EASY	36.1	16.0	9.5	15.7	22.5	49.2	41.6	46.1	56.1	52.6	14.5	50.5	17.2	41.1	19.4	45.1	12.4	53.6	48.7	17.4	
VERY EASY	5.0	1.6	2.5	2.3	-	7.3	12.8	5.6	3.9	7.7	2.3	5.2	-	13.8	1.6	11.1	1.6	3.3	7.3	1.8	
PRETTY EASY	31.0	14.4	7.0	13.4	22.5	41.9	28.8	40.4	52.2	44.9	12.2	45.4	17.2	27.3	17.8	34.0	10.8	50.3	41.4	15.6	
HARD	56.6	78.7	88.3	73.6	75.1	42.2	47.9	42.4	42.0	35.6	80.1	40.6	74.0	50.0	76.2	44.0	81.3	40.3	44.8	74.2	
PRETTY HARD	31.6	35.7	33.4	29.7	44.3	28.9	31.8	32.7	27.2	22.9	39.5	26.4	18.7	40.8	39.7	32.2	31.3	25.4	30.6	32.6	
VERY HARD	25.1	43.0	54.9	43.9	30.8	13.3	16.1	9.7	14.9	12.7	40.6	14.2	55.4	9.2	36.5	11.8	50.0	14.9	14.2	41.6	
DK/REFUSED	7.3	5.3	2.2	10.7	2.4	8.6	10.5	11.5	1.8	11.7	5.5	8.9	8.8	8.9	4.4	10.9	6.3	6.2	6.6	8.4	
Net Diff.	-20.5	-62.7	-78.8	-57.8	-52.6	7.0	-6.3	3.6	14.1	17.0	-65.6	9.9	-56.8	-8.9	-56.8	1.1	-68.9	13.3	3.9	-56.8	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 8. WOULD IT BE EASY OR HARD FOR YOU OR PEOPLE YOUR AGE TO GET ALCOHOL?

	TOTAL	TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total	300	40	78	139	41	130	78	31	29	98	56	82	63	128	145	28	82	100	63	80	110
EASY	36.1	18.5	14.7	57.4	22.5	48.5	15.6	41.8	23.9	45.8	15.8	52.1	18.8	51.2	23.2	29.6	11.8	57.3	38.1	56.2	19.3
VERY EASY	5.0	2.4	1.2	8.7	2.8	5.0	2.5	17.9	-	10.5	1.7	3.3	1.8	8.1	2.6	3.5	1.1	9.4	4.5	6.8	1.7
PRETTY EASY	31.0	16.1	13.5	48.8	19.7	43.6	13.1	23.9	23.9	35.2	14.1	48.8	17.0	43.1	20.6	26.1	10.6	47.9	33.6	49.4	17.5
HARD	56.6	79.1	78.5	34.8	66.0	45.8	73.7	46.7	70.1	46.9	74.1	42.2	74.2	40.3	71.8	70.4	82.8	31.8	57.6	35.8	75.8
PRETTY HARD	31.6	48.0	29.3	25.5	38.7	32.1	30.1	28.8	38.2	35.5	34.7	24.7	30.7	25.3	36.5	32.9	36.8	23.2	36.2	24.2	38.9
VERY HARD	25.1	31.1	49.2	9.3	27.2	13.7	43.6	17.8	31.9	11.4	39.4	17.5	43.5	15.0	35.3	37.5	46.0	8.7	21.4	11.6	36.8
DK/REFUSED	7.3	2.4	6.8	7.8	11.5	5.6	10.7	11.5	6.0	7.4	10.0	5.6	7.0	8.5	5.0	-	5.4	10.9	4.3	8.0	5.0
Net Diff.	-20.5	-60.6	-63.7	22.6	-43.5	2.7	-58.2	-4.8	-46.2	-1.1	-58.3	9.9	-55.4	11.0	-48.6	-40.8	-71.1	25.5	-19.4	20.4	-56.5

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 8. WOULD IT BE EASY OR HARD FOR YOU OR PEOPLE YOUR AGE TO GET ALCOHOL?

	TOTAL	THINK IT'S  OKAY TO DRINK   (AFR. AMER.)		THINK IT'S  OKAY TO DRINK   (MALE)		THINK IT'S  OKAY TO DRINK   (FEMALE)		KNOW PEOPLE/  TRIED ALCOHOL   ALCOHOL		KNOW PEOPLE/  TRIED ALCOHOL   (6th-8th)		KNOW PEOPLE/  TRIED ALCOHOL   (9th-12th)		KNOW PEOPLE/  TRIED ALCOHOL   (WHITE)		KNOW PEOPLE/  TRIED ALCOHOL   (AFR. AMER.)		KNOW PEOPLE/  TRIED ALCOHOL   (MALE)		KNOW PEOPLE/  TRIED ALCOHOL   (FEMALE)	
		OKAY	NOT  OKAY	OKAY	NOT  OKAY	OKAY	NOT  OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
		-----		-----		-----		-----		-----		-----		-----		-----		-----		-----	
Total	300	33	24	61	80	68	65	201	98	47	71	154	27	141	66	36	24	104	50	97	48
EASY	36.1	33.2	37.9	52.2	22.6	50.3	24.0	48.0	12.0	27.0	8.8	54.4	20.3	48.0	11.0	45.1	14.9	44.9	13.9	51.2	10.1
VERY EASY	5.0	11.2	7.9	12.3	3.5	4.3	1.4	7.5	-	4.1	-	8.6	-	5.9	-	15.3	-	10.8	-	4.0	-
PRETTY EASY	31.0	22.0	30.1	39.9	19.1	46.0	22.5	40.4	12.0	23.0	8.8	45.8	20.3	42.0	11.0	29.8	14.9	34.1	13.9	47.2	10.1
HARD	56.6	56.0	54.6	35.9	72.8	44.2	70.6	45.7	79.5	73.0	83.5	37.4	69.1	45.6	80.5	45.1	77.7	47.2	76.7	44.1	82.4
PRETTY HARD	31.6	33.6	31.0	24.8	40.9	25.8	31.1	30.3	34.4	39.7	33.4	27.4	37.1	30.3	35.0	29.6	39.2	36.2	33.1	24.0	35.9
VERY HARD	25.1	22.4	23.7	11.1	31.9	18.4	39.5	15.4	45.0	33.3	50.1	10.0	32.0	15.3	45.5	15.6	38.5	11.0	43.6	20.2	46.5
DK/REFUSED	7.3	10.8	7.4	11.9	4.6	5.5	5.4	6.3	8.5	-	7.7	8.2	10.6	6.5	8.5	9.8	7.4	7.9	9.4	4.6	7.6
Net Diff.	-20.5	-22.8	-16.7	16.4	-50.1	6.1	-46.6	2.2	-67.4	-45.9	-74.7	17.0	-48.8	2.4	-69.4	-0.1	-62.8	-2.3	-62.7	7.1	-72.3

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 8. WOULD IT BE EASY OR HARD FOR YOU OR PEOPLE YOUR AGE TO GET ALCOHOL?

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total	300	84	9	75	6	15	27	28	93	46	37	7	3	64	58
EASY	36.1	52.4	11.9	57.1	68.0	50.9	55.2	60.0	48.7	59.7	37.0	50.0	15.1	49.9	48.8
VERY EASY	5.0	7.7	-	8.6	32.0	6.2	7.2	6.5	9.3	18.3	-	-	7.5	10.1	3.2
PRETTY EASY	31.0	44.7	11.9	48.5	35.9	44.7	48.0	53.5	39.4	41.4	37.0	50.0	7.6	39.8	45.6
HARD	56.6	45.4	77.2	41.7	32.0	49.1	44.8	36.9	43.5	36.3	53.0	25.9	84.9	47.3	41.7
PRETTY HARD	31.6	26.9	32.9	26.2	16.1	34.1	26.4	23.9	32.0	30.1	37.9	25.9	-	28.5	33.7
VERY HARD	25.1	18.5	44.4	15.6	15.9	15.0	18.5	13.0	11.5	6.2	15.1	-	84.9	18.8	8.0
DK/REFUSED	7.3	2.2	10.9	1.2	-	-	-	3.1	7.8	4.0	10.0	24.1	-	2.8	9.5
Net Diff.	-20.5	7.1	-65.4	15.4	35.9	1.8	10.3	23.1	5.2	23.4	-16.0	24.2	-69.9	2.6	7.0

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## 8. WOULD IT BE EASY OR HARD FOR YOU OR PEOPLE YOUR AGE TO GET ALCOHOL?

	TOTAL		AGE STARTED		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL			
	DRINKING		DRINKING		DRINKING		DRINKING									
	(AFRICAN AMR)		(MALE)		(FEMALE)								(WHITE)			
	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH		
Total	300	5	25	44	48	40	45	95	43	52	67	68	29	39	51	
EASY	36.1	64.0	50.9	50.8	44.0	54.3	53.7	65.2	63.1	66.9	34.8	65.1	71.2	60.5	28.7	
VERY EASY	5.0	-	21.8	8.4	16.0	6.9	2.4	11.7	12.8	10.8	5.9	9.4	18.7	2.4	3.8	
PRETTY EASY	31.0	64.0	29.0	42.3	28.0	47.3	51.3	53.5	50.3	56.1	28.9	55.7	52.4	58.1	24.9	
HARD	56.6	36.0	42.5	45.1	44.7	45.7	42.2	31.0	30.5	31.4	59.7	29.6	19.4	37.2	64.1	
PRETTY HARD	31.6	-	27.9	30.2	38.1	23.2	25.6	24.9	25.9	24.1	38.1	25.4	19.4	29.9	36.7	
VERY HARD	25.1	36.0	14.6	14.9	6.6	22.6	16.6	6.1	4.6	7.3	21.6	4.2	-	7.3	27.4	
DK/REFUSED	7.3	-	6.7	4.1	11.3	-	4.1	3.8	6.5	1.7	5.5	5.4	9.5	2.3	7.2	
Net Diff.	-20.5	27.9	8.4	5.7	-0.7	8.5	11.5	34.2	32.6	35.5	-24.9	35.5	51.8	23.3	-35.5	

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## 8. WOULD IT BE EASY OR HARD FOR YOU OR PEOPLE YOUR AGE TO GET ALCOHOL?

	TOTAL	OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL (6th-8th)		EASY/HARD GET ALCOHOL (9th-12th)		EASY/HARD GET ALCOHOL (WHITE)	
		LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	EASY HARD	EASY HARD	EASY HARD	EASY HARD	EASY HARD	EASY HARD	EASY HARD	EASY HARD
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	16	7	9	9	47	22	24	43	49	20	28	24	108	170	19	93	89	77	75	117
EASY	36.1	67.0	25.3	100.0	60.3	62.5	55.8	68.7	35.8	67.7	71.1	65.3	33.1	100.0	-	100.0	-	100.0	-	100.0	-
VERY EASY	5.0	22.2	-	39.7	21.4	18.0	12.2	23.3	6.6	5.6	13.4	-	4.7	14.0	-	10.1	-	14.8	-	11.1	-
PRETTY EASY	31.0	44.8	25.3	60.3	38.9	44.5	43.6	45.4	29.2	62.1	57.7	65.3	28.4	86.0	-	89.9	-	85.2	-	88.9	-
HARD	56.6	33.0	74.7	-	39.7	33.6	36.1	31.3	55.7	28.5	24.3	31.5	66.9	-	100.0	-	100.0	-	100.0	-	100.0
PRETTY HARD	31.6	33.0	74.7	-	39.7	31.5	36.1	27.3	36.0	18.5	14.6	21.4	41.9	-	55.7	-	45.3	-	68.5	-	56.1
VERY HARD	25.1	-	-	-	-	2.1	-	4.0	19.8	9.9	9.7	10.1	24.9	-	44.3	-	54.7	-	31.5	-	43.9
DK/REFUSED	7.3	-	-	-	-	3.9	8.1	-	8.5	3.8	4.6	3.2	-	-	-	-	-	-	-	-	
Net Diff.	-20.5	33.9	-49.4	100.0	20.5	28.9	19.7	37.4	-20.0	39.3	46.8	33.8	-33.7	100.0	-100.0	100.0	-100.0	100.0	-100.0	100.0	-100.0

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## 8. WOULD IT BE EASY OR HARD FOR YOU OR PEOPLE YOUR AGE TO GET ALCOHOL?

	TOTAL		EASY/HARD GET ALCOHOL (AFR. AMER.)		EASY/HARD GET ALCOHOL (MALE)		EASY/HARD GET ALCOHOL (FEMALE)		PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)			
									TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER
Total	300	20	35	54	87	55	82	233	58	175	64	88	21	68	29	145	37	108	34	
EASY	36.1	100.0	-	100.0	-	100.0	-	35.1	30.1	36.8	38.1	16.8	27.1	13.6	14.1	46.3	31.7	51.4	58.5	
VERY EASY	5.0	27.8	-	21.0	-	7.1	-	3.7	1.9	4.2	10.4	1.1	-	1.4	3.3	5.2	2.9	6.0	16.4	
PRETTY EASY	31.0	72.2	-	79.0	-	92.9	-	31.5	28.2	32.6	27.7	15.7	27.1	12.2	10.8	41.1	28.8	45.3	42.1	
HARD	56.6	-	100.0	-	100.0	-	100.0	56.7	65.3	53.9	57.4	76.1	68.9	78.2	85.9	44.9	63.2	38.6	33.1	
PRETTY HARD	31.6	-	57.5	-	62.0	-	49.1	33.6	37.4	32.4	25.5	36.9	22.7	41.2	33.2	31.6	45.5	26.8	19.0	
VERY HARD	25.1	-	42.5	-	38.0	-	50.9	23.1	27.9	21.5	31.9	39.2	46.2	37.0	52.7	13.3	17.8	11.8	14.1	
DK/REFUSED	7.3	-	-	-	-	-	-	8.2	4.7	9.3	4.5	7.2	4.0	8.1	-	8.8	5.0	10.1	8.3	
Net Diff.	-20.5	100.0	-100.0	100.0	-100.0	100.0	-100.0	-21.6	-35.2	-17.0	-19.3	-59.3	-41.8	-64.6	-71.7	1.4	-31.5	12.8	25.4	

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## 8. WOULD IT BE EASY OR HARD FOR YOU OR PEOPLE YOUR AGE TO GET ALCOHOL?

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT	
		ALCOHOL				ALCOHOL				ALCOHOL				ALCOHOL				LAST 3 MONTHS		LAST 3 MONTHS	
		(WHITE)				(AFRICAN AMERICAN)				(MALE)				(FEMALE)						(6th-8th)	
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	171	40	131	36	47	13	34	13	121	29	93	31	112	29	83	32	193	104	77	41
EASY	36.1	35.7	29.3	37.6	36.1	30.8	28.6	31.6	41.6	30.9	25.7	32.5	48.2	39.8	34.4	41.6	28.3	34.5	39.3	20.2	8.4
VERY EASY	5.0	3.8	2.3	4.2	5.2	4.0	-	5.5	28.4	4.6	-	6.0	18.1	2.6	3.7	2.2	2.8	4.8	5.7	2.5	-
PRETTY EASY	31.0	31.9	27.1	33.4	30.8	26.8	28.6	26.1	13.2	26.3	25.7	26.5	30.1	37.1	30.7	39.4	25.4	29.7	33.6	17.7	8.4
HARD	56.6	56.3	63.9	54.0	58.8	57.9	71.4	53.0	58.4	60.2	71.1	56.8	45.5	52.9	59.5	50.6	69.0	57.6	56.0	74.0	89.2
PRETTY HARD	31.6	31.4	30.7	31.6	33.6	42.4	57.7	36.8	-	39.1	35.6	40.3	21.0	27.6	39.1	23.5	30.0	34.9	25.6	38.9	30.4
VERY HARD	25.1	24.9	33.2	22.3	25.1	15.5	13.7	16.2	58.4	21.0	35.5	16.5	24.5	25.3	20.4	27.1	39.0	22.6	30.5	35.1	58.9
DK/REFUSED	7.3	8.1	6.8	8.4	5.2	11.2	-	15.4	-	9.0	3.3	10.7	6.3	7.3	6.0	7.7	2.8	7.9	4.6	5.8	2.3
Net Diff.	-20.5	-20.6	-34.6	-16.3	-22.7	-27.1	-42.8	-21.3	-16.9	-29.3	-45.4	-24.3	2.6	-13.2	-25.1	-9.0	-40.7	-23.0	-16.7	-53.8	-80.8

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 8. WOULD IT BE EASY OR HARD FOR YOU OR PEOPLE YOUR AGE TO GET ALCOHOL?

	TOTAL	TALK W/PARENT LAST 3 MONTHS (9th-12th)		TALK W/PARENT LAST 3 MONTHS (WHITE)		TALK W/PARENT LAST 3 MONTHS (AFR. AMER.)		TALK W/PARENT LAST 3 MONTHS (MALE)		TALK W/PARENT LAST 3 MONTHS (FEMALE)		EMBARRASSED/ AFRAID 2 TALK W/ PARENTS		EMBARRASSED/ AFRAID 2 TALK (6th-8th)		EMBARRASSED/ AFRAID 2 TALK (9th-12th)		EMBARRASSED/ AFRAID 2 TALK (WHITE)		EMBARRASSED/ AFRAID 2 TALK (AFR. AMER.)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
		-----		-----		-----		-----		-----		-----		-----		-----		-----		-----	
Total	300	116	63	140	64	36	24	92	60	101	43	165	124	64	50	101	74	109	89	37	23
EASY	36.1	44.0	59.3	34.3	40.4	35.1	30.1	30.1	43.1	38.5	34.1	35.6	38.1	16.0	17.1	48.0	52.2	37.7	36.8	29.8	38.3
VERY EASY	5.0	6.3	9.4	4.0	4.3	10.1	7.9	6.1	9.5	3.6	0.4	5.2	5.3	1.5	2.0	7.5	7.6	5.1	3.1	5.1	15.6
PRETTY EASY	31.0	37.7	50.0	30.3	36.1	25.0	22.2	24.1	33.7	34.9	33.6	30.5	32.8	14.5	15.2	40.5	44.6	32.6	33.7	24.7	22.7
HARD	56.6	46.6	34.6	58.6	53.6	50.3	69.9	61.1	50.5	54.3	63.8	57.6	54.6	78.4	79.2	44.5	38.0	54.6	57.0	65.4	46.6
PRETTY HARD	31.6	32.3	22.5	34.3	26.3	35.3	30.4	43.1	22.7	27.5	29.6	31.6	31.7	29.3	45.6	33.1	22.3	31.8	31.6	29.9	38.8
VERY HARD	25.1	14.3	12.1	24.3	27.4	15.0	39.5	17.9	27.8	26.9	34.2	26.0	22.9	49.1	33.6	11.4	15.7	22.9	25.4	35.5	7.8
DK/REFUSED	7.3	9.4	6.1	7.1	6.0	14.6	-	8.8	6.4	7.2	2.2	6.7	7.3	5.7	3.6	7.4	9.7	7.7	6.1	4.8	15.1
Net Diff.	-20.5	-2.6	24.8	-24.3	-13.2	-15.2	-39.8	-31.0	-7.4	-15.8	-29.7	-22.0	-16.4	-62.4	-62.1	3.5	14.2	-17.0	-20.2	-35.6	-8.3

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## 8. WOULD IT BE EASY OR HARD FOR YOU OR PEOPLE YOUR AGE TO GET ALCOHOL?

	TOTAL	EMBARRASSED/  AFRAID 2 TALK  (MALE)		EMBARRASSED/  AFRAID 2 TALK  (FEMALE)		ALCOHOL USE BY PEOPLE YOUR AGE IS...				ALCOHOL USE  BY YOUR AGE  (6th-8th)		ALCOHOL USE  BY YOUR AGE  (9th-12th)		ALCOHOL USE  BY YOUR AGE  (WHITE)		ALCOHOL USE  BY YOUR AGE  (AFR. AMER.)		ALCOHOL USE  BY YOUR AGE  (MALE)		ALCOHOL USE  BY YOUR AGE  (FEMALE)	
		YES	NO	YES	NO	PROB- LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.
Total	300	85	65	80	59	281	161	120	16	65	44	96	76	106	89	38	20	78	68	83	52
EASY	36.1	33.6	37.0	37.8	39.3	37.2	39.7	33.8	24.3	17.0	15.9	55.3	44.0	39.9	34.8	37.8	27.1	36.8	34.0	42.5	33.5
VERY EASY	5.0	6.8	8.5	3.5	1.9	5.1	7.0	2.5	5.6	1.4	2.2	10.8	2.7	5.2	2.2	14.4	-	9.4	4.5	4.7	-
PRETTY EASY	31.0	26.8	28.5	34.4	37.5	32.1	32.8	31.3	18.7	15.5	13.7	44.6	41.3	34.7	32.6	23.4	27.1	27.4	29.5	37.9	33.5
HARD	56.6	57.7	56.0	57.6	53.1	57.0	54.5	60.3	63.4	77.4	80.2	38.9	49.0	53.9	59.2	57.6	64.3	55.0	60.7	54.0	59.9
PRETTY HARD	31.6	34.6	35.0	28.5	28.0	32.7	30.8	35.1	19.3	35.1	37.6	27.9	33.7	27.6	37.7	38.3	26.9	34.5	37.1	27.4	32.6
VERY HARD	25.1	23.1	20.9	29.1	25.1	24.3	23.7	25.2	44.1	42.3	42.6	10.9	15.2	26.3	21.5	19.3	37.5	20.6	23.6	26.6	27.3
DK/REFUSED	7.3	8.7	7.0	4.6	7.6	5.8	5.8	5.9	12.3	5.7	3.9	5.8	7.0	6.1	6.0	4.6	8.5	8.2	5.3	3.5	6.6
Net Diff.	-20.5	-24.1	-18.9	-19.8	-13.7	-19.8	-14.8	-26.5	-39.1	-60.4	-64.3	16.5	-4.9	-14.0	-24.4	-19.8	-37.2	-18.2	-26.7	-11.5	-26.3

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 8. WOULD IT BE EASY OR HARD FOR YOU OR PEOPLE YOUR AGE TO GET ALCOHOL?

	TOTAL	DANGEROUS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL				(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		SEEN TV ADS	HEARD RADIO		
																		STOP UNDERAGE	STOP UNDERAGE		
																		DRINKING	DRINKING		
		DANG- EROUS	Very 	Smwt. 	NOT DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	YES	NO	YES	NO
Total	300	291	217	74	5	99	18	119	55	147	55	47	11	107	41	110	32	176	123	114	183
EASY	36.1	35.9	31.2	49.8	62.1	13.8	29.5	45.6	56.5	30.8	48.8	30.3	50.0	31.4	44.0	31.1	57.3	35.4	37.3	35.7	36.4
VERY EASY	5.0	5.2	5.6	3.9	-	1.9	-	8.7	5.2	4.4	3.2	11.7	-	8.7	4.7	2.7	2.9	6.3	3.2	7.3	3.7
PRETTY EASY	31.0	30.7	25.6	45.9	62.1	11.9	29.5	36.9	51.3	26.3	45.6	18.6	50.0	22.7	39.3	28.4	54.4	29.1	34.0	28.4	32.7
HARD	56.6	57.5	61.6	45.1	37.9	79.8	70.5	46.6	36.8	61.8	44.5	62.0	50.0	62.6	47.0	60.7	42.7	56.8	56.0	58.7	55.2
PRETTY HARD	31.6	32.3	33.5	28.7	18.2	33.7	50.2	33.3	21.7	33.1	29.4	38.7	15.9	37.7	31.2	29.4	25.5	34.6	27.5	40.8	25.8
VERY HARD	25.1	25.2	28.1	16.4	19.7	46.1	20.4	13.3	15.1	28.7	15.1	23.3	34.1	24.9	15.8	31.3	17.2	22.3	28.5	17.9	29.4
DK/REFUSED	7.3	6.6	7.2	5.0	-	6.4	-	7.8	6.7	7.4	6.7	7.7	-	6.1	8.9	8.2	-	7.7	6.7	5.6	8.5
Net Diff.	-20.5	-21.5	-30.4	4.7	24.2	-65.9	-41.1	-0.9	19.7	-31.1	4.4	-31.7	-0.0	-31.2	-3.0	-29.6	14.6	-21.4	-18.7	-23.0	-18.8

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8. WOULD IT BE EASY OR HARD FOR YOU OR PEOPLE YOUR AGE TO GET ALCOHOL?

	TOTAL	ONLINE ADS TO STOP UNDERAGE DRINKING			SEEN ADS				ADS WILL MAKE MORE LIKELY 2 LISTEN/PARENT		HEARD OF TALKITOUT.ORG		VISITED TALKITOUT.ORG	
		YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	YES	NO	YES	NO	YES	NO	
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
Total	300	132	166	83	65	87	61	142	65	87	213	13	272	
EASY	36.1	36.0	36.7	34.1	37.5	43.4	28.0	31.3	49.7	28.4	39.2	34.6	35.3	
VERY EASY	5.0	4.3	5.8	4.8	-	9.7	4.6	5.8	4.4	4.4	5.3	7.4	4.9	
PRETTY EASY	31.0	31.7	31.0	29.3	37.5	33.7	23.5	25.5	45.3	24.0	33.9	27.2	30.4	
HARD	56.6	56.5	56.0	57.1	58.4	47.0	66.1	60.4	46.0	61.1	54.8	65.4	56.6	
PRETTY HARD	31.6	37.2	27.6	24.8	29.5	30.4	45.4	37.7	30.0	42.3	27.2	44.7	31.1	
VERY HARD	25.1	19.3	28.4	32.3	28.9	16.7	20.6	22.7	16.1	18.8	27.6	20.7	25.5	
DK/REFUSED	7.3	7.5	7.2	8.9	4.1	9.5	5.9	8.3	4.3	10.5	6.0	-	8.1	
Net Diff.	-20.5	-20.6	-19.3	-23.0	-20.9	-3.6	-38.1	-29.1	3.6	-32.7	-15.5	-30.8	-21.3	

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## 8. WOULD IT BE EASY OR HARD FOR YOU OR PEOPLE YOUR AGE TO GET ALCOHOL?

	TOTAL	SOCIAL MEDIA						AGE									
		USE SOCIAL MEDIA	Insta- gram	Face- book	You- Tube	DON'T USE SOCIAL	14/ YOUN- GER	10	11	12	13	14	15/ OLDER	15	16	17	18/ OLDER
Total	300	270	100	67	46	26	126	-	6	42	40	38	170	46	57	50	17
EASY	36.1	36.4	35.4	37.5	30.6	26.1	17.9	-	-	13.1	16.8	26.9	49.4	47.1	51.6	50.9	43.8
VERY EASY	5.0	5.2	5.7	-	12.3	3.7	3.7	-	-	2.2	2.4	7.2	6.2	8.0	4.9	6.0	6.1
PRETTY EASY	31.0	31.1	29.6	37.5	18.3	22.4	14.2	-	-	10.8	14.3	19.8	43.2	39.1	46.7	44.9	37.7
HARD	56.6	56.2	56.5	54.1	65.6	67.4	77.1	-	85.8	80.6	76.1	73.1	41.4	37.0	45.1	36.3	56.2
PRETTY HARD	31.6	31.4	35.5	25.4	32.6	37.1	36.6	-	31.3	34.5	36.0	40.2	28.4	26.0	29.6	27.5	33.5
VERY HARD	25.1	24.8	21.0	28.7	33.0	30.3	40.6	-	54.5	46.1	40.1	32.8	13.0	11.0	15.4	8.8	22.8
DK/REFUSED	7.3	7.5	8.1	8.4	3.9	6.5	5.0	-	14.2	6.3	7.1	-	9.2	15.9	3.4	12.8	-
Net Diff.	-20.5	-19.8	-21.1	-16.6	-35.0	-41.4	-59.3	-	-85.8	-67.5	-59.3	-46.1	7.9	10.1	6.5	14.5	-12.4

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 8. WOULD IT BE EASY OR HARD FOR YOU OR PEOPLE YOUR AGE TO GET ALCOHOL?

	TOTAL	WHITE		AFRICAN AMER.		(MALE)		(FEMALE)		RACE				(MALE)		(FEMALE)		GENDER		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total	300	85	119	26	34	65	85	61	84	25	208	60	3	3	109	34	99	26	154	146
EASY	36.1	16.2	49.9	20.4	42.6	25.2	41.5	10.1	57.3	44.4	36.0	33.1	32.7	40.0	30.0	42.4	42.8	20.9	34.9	37.4
VERY EASY	5.0	3.4	4.6	6.9	10.9	5.7	8.9	1.5	3.5	4.4	4.0	9.2	-	6.4	4.3	16.2	3.7	-	7.3	2.6
PRETTY EASY	31.0	12.8	45.3	13.5	31.6	19.5	32.6	8.6	53.8	40.0	32.0	23.9	32.7	33.6	25.7	26.2	39.0	20.9	27.5	34.7
HARD	56.6	78.5	40.8	72.7	47.2	70.6	46.6	84.0	36.2	51.6	56.4	58.0	67.3	60.0	62.3	47.5	50.0	71.9	56.8	56.4
PRETTY HARD	31.6	38.7	27.6	29.3	36.4	37.6	34.9	35.5	21.8	27.4	31.6	33.4	34.4	11.6	36.1	36.9	26.8	28.8	35.2	27.7
VERY HARD	25.1	39.8	13.2	43.4	10.7	33.0	11.7	48.5	14.4	24.3	24.8	24.7	32.9	48.4	26.3	10.6	23.2	43.1	21.6	28.7
DK/REFUSED	7.3	5.3	9.3	6.9	10.3	4.2	11.9	5.9	6.5	3.9	7.5	8.8	-	-	7.7	10.1	7.3	7.2	8.4	6.2
Net Diff.	-20.5	-62.3	9.0	-52.3	-4.6	-45.4	-5.1	-73.9	21.1	-7.2	-20.4	-24.9	-34.6	-20.1	-32.3	-5.1	-7.2	-51.0	-21.9	-19.1

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 9. WHERE DO YOU THINK MOST PEOPLE YOUR AGE TYPICALLY GET ALCOHOL FROM?

	TOTAL	AREA												
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST
Total	300	95	39	11	45	85	36	49	53	27	26	12	34	21
FRIENDS	41.0	38.1	40.1	33.2	37.5	44.4	47.8	41.9	30.1	46.4	13.2	38.2	55.2	46.4
THEIR OWN PARENTS	18.3	23.7	22.3	16.4	26.9	20.1	25.1	16.5	14.0	8.7	19.5	8.7	11.0	14.3
OTHER FAMILY	10.8	12.0	9.8	8.6	14.6	10.4	-	18.1	8.2	12.3	4.0	17.8	10.2	10.3
BROTHERS/SISTERS	9.9	7.9	7.5	-	10.3	9.4	5.0	12.6	15.0	18.2	11.7	17.4	5.1	10.8
STORES	5.8	5.0	2.9	16.4	4.1	3.4	7.4	0.5	7.7	-	15.8	9.1	8.1	8.9
FRIEND'S PARENTS	5.5	6.3	9.9	9.0	2.5	7.6	12.5	4.1	3.8	-	7.8	-	2.8	4.8
DK/REFUSED	8.8	7.0	7.6	16.4	4.1	4.7	2.4	6.4	21.1	14.4	28.1	8.7	7.6	4.5

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 9. WHERE DO YOU THINK MOST PEOPLE YOUR AGE TYPICALLY GET ALCOHOL FROM?

	TOTAL	GRADE									WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO
Total	300	119	37	42	39	181	43	49	51	38	83	124	20	40	61	93	58	89	180	119
FRIENDS	41.0	29.4	34.0	35.8	18.0	48.6	43.5	50.1	49.6	50.7	24.1	46.9	53.8	49.2	31.2	48.8	27.4	48.3	41.3	40.1
THEIR OWN PARENTS	18.3	25.8	28.0	27.6	21.7	13.4	14.6	15.4	11.0	12.5	26.2	15.8	9.0	9.2	21.3	11.7	30.6	15.1	19.1	17.2
OTHER FAMILY	10.8	10.7	5.3	9.6	17.1	10.8	19.3	7.8	5.7	12.1	9.3	9.8	17.8	18.4	15.5	10.0	5.6	11.7	12.5	8.3
BROTHERS/SISTERS	9.9	13.9	4.5	15.3	21.3	7.2	2.2	5.3	13.2	7.3	15.6	9.0	9.7	-	15.4	4.0	12.3	10.6	9.5	10.5
STORES	5.8	1.9	2.8	-	3.0	8.4	9.2	7.8	9.1	7.3	2.2	7.4	-	14.0	3.7	13.2	-	3.3	6.6	4.6
FRIEND'S PARENTS	5.5	5.8	5.3	2.4	9.9	5.3	4.6	4.0	9.2	2.5	7.0	5.3	-	4.6	3.0	4.1	8.8	6.6	5.4	5.7
DK/REFUSED	8.8	12.6	20.1	9.3	8.9	6.4	6.6	9.6	2.2	7.5	15.5	5.8	9.7	4.7	10.1	8.2	15.2	4.4	5.7	13.6

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 9. WHERE DO YOU THINK MOST PEOPLE YOUR AGE TYPICALLY GET ALCOHOL FROM?

	TOTAL	TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total	300	40	78	139	41	130	78	31	29	98	56	82	63	128	145	28	82	100	63	80	110
FRIENDS	41.0	19.1	34.6	47.7	50.4	40.5	32.5	40.7	61.3	41.4	42.6	41.2	37.9	50.1	32.5	31.6	28.3	55.3	37.9	47.2	30.2
THEIR OWN PARENTS	18.3	31.5	22.9	15.6	6.2	20.7	18.9	11.9	6.2	16.4	14.0	22.4	19.9	13.9	23.5	24.2	27.8	11.0	17.9	15.3	25.0
OTHER FAMILY	10.8	23.8	4.0	9.2	16.6	10.9	7.5	23.2	12.9	16.2	5.2	8.1	11.1	11.2	9.9	23.8	6.1	7.6	14.7	10.6	8.6
BROTHERS/SISTERS	9.9	14.3	13.7	8.1	4.4	11.6	11.8	-	6.7	6.6	11.9	12.9	9.3	9.0	11.2	10.4	16.5	8.6	4.2	10.7	13.4
STORES	5.8	4.6	0.5	7.2	12.5	6.3	3.7	12.2	6.3	10.3	7.9	2.3	1.7	7.2	5.7	3.1	1.7	8.3	10.9	11.5	1.7
FRIEND'S PARENTS	5.5	2.6	7.4	6.2	2.4	5.1	7.5	6.0	-	2.8	5.0	8.4	6.3	5.3	5.3	6.9	4.8	4.8	5.9	4.8	7.0
DK/REFUSED	8.8	4.2	16.9	6.1	7.5	4.8	18.0	6.0	6.7	6.4	13.4	4.8	13.8	3.3	12.1	-	14.9	4.3	8.4	-	14.2

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 9. WHERE DO YOU THINK MOST PEOPLE YOUR AGE TYPICALLY GET ALCOHOL FROM?

	TOTAL	THINK IT'S  OKAY TO DRINK   (AFR. AMER.)		THINK IT'S  OKAY TO DRINK   (MALE)		THINK IT'S  OKAY TO DRINK   (FEMALE)		KNOW PEOPLE/  TRIED ALCOHOL   ALCOHOL		KNOW PEOPLE/  TRIED ALCOHOL   (6th-8th)		KNOW PEOPLE/  TRIED ALCOHOL   (9th-12th)		KNOW PEOPLE/  TRIED ALCOHOL   (WHITE)		KNOW PEOPLE/  TRIED ALCOHOL   (AFR. AMER.)		KNOW PEOPLE/  TRIED ALCOHOL   (MALE)		KNOW PEOPLE/  TRIED ALCOHOL   (FEMALE)		
		OKAY	NOT  OKAY	OKAY	NOT  OKAY	OKAY	NOT  OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
		-----																				
Total	300	33	24	61	80	68	65	201	98	47	71	154	27	141	66	36	24	104	50	97	48	
FRIENDS	41.0	54.9	44.7	50.7	36.0	49.6	28.2	43.2	36.7	19.6	36.3	50.5	37.7	40.4	32.6	54.2	45.4	45.1	34.9	41.2	38.5	
THEIR OWN PARENTS	18.3	11.2	7.6	10.4	19.6	17.1	28.3	18.4	18.3	30.9	22.8	14.6	6.7	20.2	19.8	10.1	7.6	13.3	20.1	23.8	16.4	
OTHER FAMILY	10.8	16.7	15.9	18.6	6.0	4.6	14.6	10.9	10.6	18.9	5.4	8.5	23.9	10.7	7.3	14.8	23.4	15.4	5.6	6.2	15.8	
BROTHERS/SISTERS	9.9	5.9	-	4.7	12.8	12.8	9.2	9.7	10.2	15.7	12.8	7.9	3.4	10.1	15.2	5.4	-	5.4	14.9	14.3	5.3	
STORES	5.8	-	23.6	10.3	10.3	4.4	-	7.0	3.4	2.5	1.5	8.4	8.3	7.2	1.3	10.4	7.7	10.7	6.7	3.0	-	
FRIEND'S PARENTS	5.5	5.6	-	3.1	4.5	7.2	6.1	4.9	6.8	8.5	4.0	3.8	13.7	6.2	5.7	-	7.7	3.6	3.7	6.3	9.9	
DK/REFUSED	8.8	5.7	8.2	2.2	10.8	4.3	13.6	5.8	14.2	4.0	17.2	6.3	6.4	5.2	18.1	5.1	8.2	6.4	14.1	5.1	14.2	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 9. WHERE DO YOU THINK MOST PEOPLE YOUR AGE TYPICALLY GET ALCOHOL FROM?

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total	300	84	9	75	6	15	27	28	93	46	37	7	3	64	58
FRIENDS	41.0	29.4	10.0	31.7	32.0	38.1	30.4	29.5	55.1	59.1	49.4	76.2	7.5	30.5	51.9
THEIR OWN PARENTS	18.3	23.7	33.6	22.6	33.3	13.7	31.8	16.2	17.3	16.5	17.9	-	71.8	26.3	18.1
OTHER FAMILY	10.8	14.2	22.9	13.2	19.3	12.9	4.6	20.2	7.9	6.2	12.2	-	-	13.6	6.5
BROTHERS/SISTERS	9.9	13.4	22.5	12.3	-	1.9	19.1	13.9	7.1	3.9	10.8	11.7	-	9.1	11.3
STORES	5.8	6.7	10.9	6.3	15.3	-	11.0	3.3	9.1	10.0	7.6	12.1	7.6	8.8	7.7
FRIEND'S PARENTS	5.5	6.9	-	7.7	-	20.3	-	9.9	2.2	4.4	-	-	-	7.5	3.2
DK/REFUSED	8.8	5.7	-	6.3	-	13.1	3.2	7.1	1.2	-	2.1	-	13.1	4.2	1.3

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## 9. WHERE DO YOU THINK MOST PEOPLE YOUR AGE TYPICALLY GET ALCOHOL FROM?

	TOTAL		AGE STARTED DRINKING (AFRICAN AMR)		AGE STARTED DRINKING (MALE)		AGE STARTED DRINKING (FEMALE)		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL (WHITE)			
	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH
Total	300	5	25	44	48	40	45	95	43	52	67	68	29	39	51	
FRIENDS	41.0	31.3	56.4	31.8	52.7	26.9	57.6	52.0	55.0	49.4	34.5	46.0	51.0	42.3	35.5	
THEIR OWN PARENTS	18.3	-	14.5	20.9	9.9	26.8	25.2	18.8	18.0	19.4	18.2	22.1	16.8	26.0	20.3	
OTHER FAMILY	10.8	32.7	14.1	17.5	13.5	10.6	2.1	8.4	7.2	9.4	19.4	10.1	6.8	12.6	14.6	
BROTHERS/SISTERS	9.9	36.0	-	8.8	1.8	18.3	12.7	5.9	2.1	9.0	11.8	8.3	3.1	12.1	11.2	
STORES	5.8	-	14.9	8.3	15.9	5.0	2.1	9.7	8.7	10.5	7.3	8.0	12.7	4.4	9.3	
FRIEND'S PARENTS	5.5	-	-	4.3	3.9	9.7	0.4	4.2	6.5	2.2	2.8	5.5	9.6	2.5	1.8	
DK/REFUSED	8.8	-	-	8.5	2.3	2.7	-	1.1	2.4	-	6.0	-	-	-	7.3	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 9. WHERE DO YOU THINK MOST PEOPLE YOUR AGE TYPICALLY GET ALCOHOL FROM?

	TOTAL	OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL	
		LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	EASY 	HARD 	EASY 	HARD 	EASY 	HARD 	EASY 	HARD 
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	16	7	9	9	47	22	24	43	49	20	28	24	108	170	19	93	89	77	75	117
FRIENDS	41.0	65.8	74.7	58.7	39.7	54.2	66.0	43.4	31.0	49.8	43.1	54.7	40.8	38.4	40.9	17.5	31.9	42.9	52.0	37.6	36.7
THEIR OWN PARENTS	18.3	11.2	25.3	-	-	11.4	8.2	14.3	15.0	25.9	28.8	23.8	24.0	20.6	18.6	39.3	23.8	16.7	12.2	23.5	19.5
OTHER FAMILY	10.8	-	-	-	60.3	10.7	9.2	12.0	25.0	6.2	5.0	7.1	9.1	13.4	10.0	25.6	8.4	10.8	12.0	10.4	9.7
BROTHERS/SISTERS	9.9	-	-	-	-	1.9	-	3.6	11.1	9.8	4.5	13.7	13.2	10.7	10.1	6.5	15.4	11.6	3.6	13.8	11.0
STORES	5.8	23.0	-	41.3	-	15.8	8.2	22.7	8.8	3.8	9.1	-	4.6	8.7	4.2	1.0	2.2	10.3	6.6	7.3	4.0
FRIEND'S PARENTS	5.5	-	-	-	-	3.9	3.9	4.0	2.2	4.4	9.5	0.7	3.9	3.7	6.7	5.3	6.3	3.4	7.3	3.9	7.3
DK/REFUSED	8.8	-	-	-	-	2.2	4.5	-	7.0	-	-	-	4.3	4.4	9.5	4.8	12.1	4.3	6.3	3.6	11.8

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 9. WHERE DO YOU THINK MOST PEOPLE YOUR AGE TYPICALLY GET ALCOHOL FROM?

	TOTAL		EASY/HARD GET ALCOHOL (AFR. AMER.)		EASY/HARD GET ALCOHOL (MALE)		EASY/HARD GET ALCOHOL (FEMALE)		PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th–8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th–12th)			
									TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER
Total	300	20	35	54	87	55	82	233	58	175	64	88	21	68	29	145	37	108	34	
FRIENDS	41.0	44.0	52.3	41.2	38.1	35.7	44.0	40.7	38.8	41.3	42.3	29.2	21.5	31.5	30.9	47.7	48.5	47.4	52.1	
THEIR OWN PARENTS	18.3	9.2	10.5	14.7	18.3	26.5	18.9	18.3	18.4	18.2	17.6	27.2	24.1	28.1	19.2	12.9	15.2	12.0	16.3	
OTHER FAMILY	10.8	27.8	15.5	17.9	10.5	9.0	9.5	10.1	13.4	9.1	13.7	6.7	14.3	4.4	23.1	12.2	12.8	12.0	5.6	
BROTHERS/SISTERS	9.9	–	5.6	5.3	11.8	16.1	8.2	9.5	6.7	10.5	11.4	13.6	9.0	14.9	15.4	7.1	5.5	7.7	8.1	
STORES	5.8	19.0	5.2	14.1	6.9	3.4	1.3	6.0	4.9	6.4	5.3	2.1	4.8	1.3	1.3	8.4	5.0	9.6	8.8	
FRIEND'S PARENTS	5.5	–	5.3	–	5.2	7.4	8.3	6.1	8.2	5.4	1.8	7.8	14.2	5.8	–	5.1	4.9	5.2	3.4	
DK/REFUSED	8.8	–	5.6	6.9	9.3	2.0	9.7	9.2	9.5	9.1	7.8	13.5	12.0	13.9	10.2	6.6	8.0	6.1	5.8	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 9. WHERE DO YOU THINK MOST PEOPLE YOUR AGE TYPICALLY GET ALCOHOL FROM?

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT	
		ALCOHOL				ALCOHOL				ALCOHOL				ALCOHOL				LAST 3 MONTHS		LAST 3 MONTHS	
		(WHITE)				(AFRICAN AMERICAN)				(MALE)				(FEMALE)						(6th–8th)	
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	171	40	131	36	47	13	34	13	121	29	93	31	112	29	83	32	193	104	77	41
FRIENDS	41.0	39.0	35.3	40.1	33.2	49.3	56.7	46.5	56.0	44.3	31.6	48.3	30.3	36.7	46.0	33.5	54.0	39.5	44.3	29.0	30.7
THEIR OWN PARENTS	18.3	18.3	21.9	17.2	28.4	11.6	-	15.9	-	15.3	26.7	11.8	16.8	21.5	10.2	25.5	18.5	20.1	15.6	25.1	27.7
OTHER FAMILY	10.8	8.4	9.6	8.0	15.6	19.3	28.9	15.8	14.1	10.6	12.5	10.0	18.6	9.6	14.2	8.0	8.9	11.5	9.9	10.5	11.4
BROTHERS/SISTERS	9.9	11.6	9.8	12.1	12.2	4.1	-	5.6	-	6.4	6.5	6.3	17.2	13.0	7.0	15.1	5.9	10.2	9.7	14.2	13.6
STORES	5.8	5.9	7.2	5.5	2.5	7.9	-	10.8	14.6	9.9	6.7	10.9	7.9	1.8	3.2	1.3	2.8	5.0	6.7	2.7	0.5
FRIEND'S PARENTS	5.5	6.2	4.9	6.5	2.7	3.9	14.4	-	-	3.8	3.3	3.9	3.1	8.7	13.2	7.1	0.6	6.0	3.8	7.6	2.5
DK/REFUSED	8.8	10.7	11.2	10.5	5.4	3.9	-	5.4	15.3	9.7	12.8	8.8	6.2	8.6	6.2	9.5	9.4	7.9	10.0	11.0	13.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 9. WHERE DO YOU THINK MOST PEOPLE YOUR AGE TYPICALLY GET ALCOHOL FROM?

	TOTAL	TALK W/PARENT LAST 3 MONTHS (9th-12th)		TALK W/PARENT LAST 3 MONTHS (WHITE)		TALK W/PARENT LAST 3 MONTHS (AFR. AMER.)		TALK W/PARENT LAST 3 MONTHS (MALE)		TALK W/PARENT LAST 3 MONTHS (FEMALE)		EMBARRASSED/ AFRAID 2 TALK W/ PARENTS		EMBARRASSED/ AFRAID 2 TALK (6th-8th)		EMBARRASSED/ AFRAID 2 TALK (9th-12th)		EMBARRASSED/ AFRAID 2 TALK (WHITE)		EMBARRASSED/ AFRAID 2 TALK (AFR. AMER.)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	116	63	140	64	36	24	92	60	101	43	165	124	64	50	101	74	109	89	37	23
FRIENDS	41.0	46.5	53.1	36.3	41.9	54.2	45.3	41.7	41.7	37.4	47.9	45.3	34.7	30.5	28.9	54.6	38.6	43.7	30.4	49.4	52.8
THEIR OWN PARENTS	18.3	16.7	7.8	20.7	19.4	10.1	7.6	17.9	12.3	22.1	20.2	15.5	22.1	21.4	30.3	11.8	16.6	15.5	25.3	10.0	7.8
OTHER FAMILY	10.8	12.1	9.0	9.5	10.4	20.5	14.7	11.4	13.8	11.5	4.5	9.7	12.5	12.0	10.1	8.2	14.1	9.4	9.8	14.9	23.4
BROTHERS/SISTERS	9.9	7.5	7.1	12.8	9.7	-	8.2	8.4	9.0	11.8	10.5	11.1	8.2	18.1	9.4	6.6	7.4	13.7	9.3	5.3	-
STORES	5.8	6.5	10.8	5.2	4.4	5.0	15.9	8.4	9.8	1.8	2.5	6.5	5.4	3.2	0.4	8.6	8.8	5.9	5.1	10.1	8.1
FRIEND'S PARENTS	5.5	4.9	4.7	6.2	4.4	5.1	-	4.1	3.0	7.7	5.0	7.0	3.9	7.7	4.0	6.6	3.8	7.0	5.4	5.0	-
DK/REFUSED	8.8	5.9	7.5	9.3	9.8	5.1	8.2	8.2	10.4	7.6	9.4	4.9	13.2	7.1	17.0	3.6	10.7	4.7	14.7	5.4	7.9

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 9. WHERE DO YOU THINK MOST PEOPLE YOUR AGE TYPICALLY GET ALCOHOL FROM?

	TOTAL		EMBARRASSED/		EMBARRASSED/		ALCOHOL USE BY PEOPLE				ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE	
	AFRAID 2 TALK		AFRAID 2 TALK		YOUR AGE IS...				BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE	
	(MALE)		(FEMALE)						(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)			
	YES	NO	YES	NO	PROB-LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.
-----																						
Total	300	85	65	80	59	281	161	120	16	65	44	96	76	106	89	38	20	78	68	83	52	
FRIENDS	41.0	42.2	37.9	48.6	31.3	42.1	44.1	39.4	30.1	38.3	15.8	48.1	52.9	38.0	38.9	61.0	35.4	44.6	40.7	43.7	37.6	
THEIR OWN PARENTS	18.3	15.2	16.9	15.8	27.8	17.8	17.0	18.9	30.8	21.9	28.5	13.7	13.4	20.4	19.2	4.8	18.5	17.6	13.4	16.5	26.1	
OTHER FAMILY	10.8	11.8	13.4	7.4	11.4	11.5	11.0	12.3	-	9.6	14.8	11.9	10.8	9.9	10.6	14.7	26.6	8.8	17.5	13.1	5.4	
BROTHERS/SISTERS	9.9	6.7	11.5	15.8	4.6	10.2	7.9	13.2	6.7	7.8	23.6	8.0	7.2	11.1	12.8	-	9.8	5.7	11.2	10.0	15.7	
STORES	5.8	11.6	7.2	1.2	3.4	5.5	6.1	4.7	7.0	3.4	-	8.0	7.3	5.5	3.9	9.6	9.7	8.8	8.2	3.6	-	
FRIEND'S PARENTS	5.5	5.4	1.4	8.8	6.6	5.9	5.9	5.7	-	4.3	9.3	7.0	3.7	6.2	6.6	4.8	-	4.7	2.7	7.1	9.7	
DK/REFUSED	8.8	7.2	11.7	2.5	14.9	7.0	7.9	5.9	25.3	14.6	8.0	3.3	4.7	8.8	8.0	5.1	-	9.8	6.2	6.1	5.5	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 9. WHERE DO YOU THINK MOST PEOPLE YOUR AGE TYPICALLY GET ALCOHOL FROM?

	TOTAL	DANGEROUS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL				(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		SEEN TV ADS STOP UNDERAGE DRINKING	HEARD RADIO STOP UNDERAGE DRINKING		
		DANG- EROUS	Very	Smwt.	NOT DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	YES	NO	YES	NO
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	291	217	74	5	99	18	119	55	147	55	47	11	107	41	110	32	176	123	114	183
FRIENDS	41.0	40.7	37.9	49.2	39.1	29.6	31.1	44.7	55.2	31.8	52.6	53.1	32.8	36.1	53.6	39.6	43.6	37.3	46.6	46.3	37.7
THEIR OWN PARENTS	18.3	18.2	17.8	19.3	19.7	23.2	32.3	13.4	15.1	21.1	17.2	7.7	16.6	18.9	8.7	16.8	32.9	19.2	17.1	17.5	19.1
OTHER FAMILY	10.8	11.1	12.7	6.4	-	10.0	15.5	15.0	3.4	11.5	5.3	19.4	15.9	14.0	9.1	11.5	3.0	11.4	9.9	11.4	10.6
BROTHERS/SISTERS	9.9	10.2	10.1	10.3	-	13.7	16.5	7.2	8.3	13.2	8.7	-	17.5	10.5	4.6	9.8	17.6	10.3	9.2	6.4	11.6
STORES	5.8	5.7	4.8	8.5	18.2	2.3	-	6.8	11.3	3.9	7.9	7.8	17.2	7.8	12.9	1.9	2.9	6.7	4.6	6.0	5.8
FRIEND'S PARENTS	5.5	5.7	6.7	2.5	-	7.0	-	6.5	3.3	7.2	3.3	3.9	-	3.5	4.4	9.9	-	6.0	4.8	5.0	5.9
DK/REFUSED	8.8	8.4	10.0	3.7	23.0	14.3	4.7	6.4	3.4	11.2	5.0	8.1	-	9.4	6.6	10.5	-	9.1	7.8	7.4	9.3

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 9. WHERE DO YOU THINK MOST PEOPLE YOUR AGE TYPICALLY GET ALCOHOL FROM?

	TOTAL			ONLINE ADS TO  STOP UNDERAGE    DRINKING				SEEN ADS				ADS WILL MAKE   MORE LIKELY 2		HEARD OF TALKITOUT.ORG		VISITED TALKITOUT.ORG	
												LISTEN/PARENT					
				YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	132	166	83	65	87	61	142	65	87	213	13	272				
FRIENDS	41.0	43.7	38.4	44.1	29.2	42.1	46.3	41.0	34.3	42.8	40.2	32.7	41.6				
THEIR OWN PARENTS	18.3	19.4	17.7	16.0	19.0	23.7	14.3	19.9	20.3	14.2	20.0	29.4	17.4				
OTHER FAMILY	10.8	10.7	11.0	8.0	16.3	10.0	10.6	12.7	10.1	11.1	10.6	15.3	11.2				
BROTHERS/SISTERS	9.9	11.7	8.5	8.9	12.9	9.0	8.2	7.6	17.5	9.4	10.1	14.9	8.7				
STORES	5.8	2.2	8.8	5.6	9.2	5.6	3.2	7.1	4.3	3.7	6.7	-	6.1				
FRIEND'S PARENTS	5.5	6.7	4.6	5.9	5.8	2.4	9.4	4.7	6.0	7.7	4.6	7.8	5.3				
DK/REFUSED	8.8	5.6	11.0	11.5	7.7	7.2	7.9	7.1	7.6	11.2	7.8	-	9.7				

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## 9. WHERE DO YOU THINK MOST PEOPLE YOUR AGE TYPICALLY GET ALCOHOL FROM?

	TOTAL	SOCIAL MEDIA						AGE									
		USE	Insta-	Face-	You-	DON'T	14/	10	11	12	13	14	15/	15	16	17	18/
		SOCIAL	gram	book	Tube	USE	YOUN-						OLDER				OLDER
		MEDIA				SOCIAL	GER										
Total	300	270	100	67	46	26	126	-	6	42	40	38	170	46	57	50	17
FRIENDS	41.0	41.3	47.4	39.1	28.5	35.0	31.3	-	21.7	33.8	37.0	24.2	47.8	40.5	50.2	49.0	55.9
THEIR OWN PARENTS	18.3	19.0	18.2	13.4	28.7	13.5	24.9	-	-	36.4	21.8	19.1	13.9	18.2	14.7	4.0	28.1
OTHER FAMILY	10.8	10.2	10.2	7.5	16.4	14.0	13.3	-	16.3	2.4	9.5	28.7	8.6	9.5	9.8	9.5	-
BROTHERS/SISTERS	9.9	9.7	5.6	14.6	9.2	12.3	12.3	-	15.4	6.4	14.9	15.6	7.7	3.9	8.1	11.7	4.7
STORES	5.8	5.6	5.6	7.1	4.1	7.7	1.6	-	15.0	0.4	-	2.6	9.1	9.0	8.5	9.2	11.3
FRIEND'S PARENTS	5.5	5.7	3.7	10.1	4.4	3.7	5.4	-	17.4	2.3	5.1	7.4	5.6	6.4	3.4	9.4	-
DK/REFUSED	8.8	8.4	9.4	8.2	8.6	13.8	11.2	-	14.2	18.2	11.7	2.4	7.3	12.5	5.3	7.3	-

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## 9. WHERE DO YOU THINK MOST PEOPLE YOUR AGE TYPICALLY GET ALCOHOL FROM?

	TOTAL	WHITE		AFRICAN AMER.		(MALE)		(FEMALE)		RACE				(MALE)		(FEMALE)		GENDER		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total	300	85	119	26	34	65	85	61	84	25	208	60	3	3	109	34	99	26	154	146
FRIENDS	41.0	23.6	47.5	56.3	46.6	33.8	47.5	28.7	48.1	44.3	37.8	50.7	32.9	41.2	36.2	57.2	39.5	42.1	41.8	40.1
THEIR OWN PARENTS	18.3	27.6	15.1	7.1	10.7	22.7	10.8	27.2	17.0	27.5	20.0	9.1	34.4	-	19.3	5.3	20.7	14.1	15.5	21.2
OTHER FAMILY	10.8	11.5	7.8	21.4	15.8	16.3	8.5	10.1	8.8	4.4	9.6	18.2	-	13.1	9.5	21.0	9.7	14.5	12.2	9.3
BROTHERS/SISTERS	9.9	14.1	9.5	7.6	-	13.0	4.4	11.5	11.1	7.6	11.6	3.2	32.7	17.7	11.1	-	12.2	7.5	8.5	11.3
STORES	5.8	2.2	7.7	-	16.3	3.2	14.6	-	3.5	-	5.3	9.3	-	21.6	7.4	16.4	3.0	-	9.4	2.0
FRIEND'S PARENTS	5.5	6.9	5.6	-	5.3	2.8	4.4	8.2	6.9	7.8	6.0	3.1	-	6.4	5.1	-	7.0	7.1	3.6	7.4
DK/REFUSED	8.8	14.2	6.8	7.6	5.4	8.2	9.9	14.3	4.6	8.4	9.7	6.4	-	-	11.4	-	7.9	14.7	8.9	8.7

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

	TOTAL	AREA												
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST
Total	300	95	39	11	45	85	36	49	53	27	26	12	34	21
TALK	77.8	81.7	86.9	75.5	78.7	72.2	69.6	74.1	79.1	78.8	79.5	73.1	77.8	81.6
A LOT	19.3	21.8	19.6	34.0	20.8	14.7	12.6	16.3	17.8	12.3	23.4	8.7	21.0	33.8
SOMETIMES	58.4	59.8	67.3	41.4	57.9	57.5	57.0	57.8	61.4	66.5	56.0	64.4	56.8	47.8
NEVER	21.2	16.3	10.6	24.5	19.1	27.8	30.4	25.9	20.9	21.2	20.5	26.9	22.2	13.7
DK/REFUSED	1.0	2.1	2.5	-	2.2	-	-	-	-	-	-	-	-	4.7

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

	TOTAL	GRADE										WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO	
Total	300	119	37	42	39	181	43	49	51	38	83	124	20	40	61	93	58	89	180	119	
TALK	77.8	74.4	65.8	76.7	80.1	79.9	80.5	64.8	86.4	90.3	78.8	84.3	72.0	82.0	74.8	81.7	74.0	78.2	79.4	75.8	
A LOT	19.3	17.5	17.6	7.5	28.1	20.5	26.5	17.1	18.3	21.4	17.9	19.9	17.4	23.1	22.8	16.0	11.8	25.3	20.1	18.2	
SOMETIMES	58.4	57.0	48.2	69.2	52.0	59.4	54.0	47.7	68.1	68.9	60.9	64.3	54.5	59.0	52.0	65.7	62.3	52.8	59.3	57.6	
NEVER	21.2	24.8	31.5	23.3	19.9	19.0	19.5	33.2	11.7	9.7	21.2	14.9	28.0	18.0	25.2	17.3	24.2	20.7	19.0	24.2	
DK/REFUSED	1.0	0.8	2.6	-	-	1.1	-	2.0	2.0	-	-	0.8	-	-	-	1.1	1.7	1.1	1.7		

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

	TOTAL	TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total	300	40	78	139	41	130	78	31	29	98	56	82	63	128	145	28	82	100	63	80	110
TALK	77.8	75.7	73.8	80.5	79.8	85.4	77.4	76.3	81.2	80.7	75.8	77.8	75.9	79.6	77.9	75.6	74.8	80.7	81.9	82.6	83.0
A LOT	19.3	21.2	15.5	19.8	23.4	17.8	21.6	29.4	12.5	20.1	16.3	20.2	20.0	24.6	17.4	30.5	13.6	23.0	22.3	22.8	19.5
SOMETIMES	58.4	54.5	58.2	60.6	56.4	67.6	55.9	46.9	68.7	60.7	59.5	57.6	55.9	54.9	60.5	45.2	61.2	57.7	59.6	59.8	63.5
NEVER	21.2	21.9	26.2	18.1	20.2	13.9	22.6	23.7	18.8	18.2	24.2	19.8	24.1	18.9	22.1	20.8	25.2	18.3	18.1	17.4	17.0
DK/REFUSED	1.0	2.4	-	1.4	-	0.8	-	-	-	1.0	-	2.4	-	1.5	-	3.5	-	1.0	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	THINK IT'S OKAY TO DRINK (AFR. AMER.)		THINK IT'S OKAY TO DRINK (MALE)		THINK IT'S OKAY TO DRINK (FEMALE)		KNOW PEOPLE/ TRIED ALCOHOL ALCOHOL		KNOW PEOPLE/ TRIED ALCOHOL (6th-8th)		KNOW PEOPLE/ TRIED ALCOHOL (9th-12th)		KNOW PEOPLE/ TRIED ALCOHOL (WHITE)		KNOW PEOPLE/ TRIED ALCOHOL (AFR. AMER.)		KNOW PEOPLE/ TRIED ALCOHOL (MALE)		KNOW PEOPLE/ TRIED ALCOHOL (FEMALE)	
		OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	33	24	61	80	68	65	201	98	47	71	154	27	141	66	36	24	104	50	97	48
TALK	77.8	89.1	69.0	77.9	80.8	81.0	74.3	78.1	76.9	77.3	72.2	78.3	89.0	83.5	78.8	80.2	76.4	80.2	76.2	75.8	77.6
A LOT	19.3	33.0	8.0	19.8	20.9	29.0	13.1	19.1	19.9	22.7	14.2	18.0	34.6	18.9	19.7	20.0	23.0	18.8	18.4	19.5	21.4
SOMETIMES	58.4	56.1	60.9	58.2	59.9	52.0	61.2	58.9	57.0	54.5	58.0	60.3	54.4	64.5	59.1	60.2	53.4	61.4	57.8	56.3	56.2
NEVER	21.2	10.9	31.0	20.4	19.2	17.5	25.7	20.4	23.1	20.6	27.8	20.4	11.0	15.8	21.2	19.8	23.6	18.8	23.8	22.2	22.4
DK/REFUSED	1.0	-	-	1.6	-	1.5	-	1.5	-	2.1	-	1.3	-	0.7	-	-	-	1.0	-	2.0	-

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

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total	300	84	9	75	6	15	27	28	93	46	37	7	3	64	58
TALK	77.8	78.6	76.7	78.8	64.5	74.9	81.9	80.8	79.1	78.9	74.4	100.0	92.4	87.2	85.4
A LOT	19.3	18.5	32.7	16.9	16.6	13.6	8.4	26.6	23.7	30.3	21.0	-	7.5	17.8	24.5
SOMETIMES	58.4	60.1	44.0	61.9	47.9	61.3	73.5	54.2	55.4	48.6	53.4	100.0	84.9	69.4	60.9
NEVER	21.2	20.2	11.9	21.2	35.5	25.1	18.1	19.2	19.8	21.1	22.9	-	7.6	12.8	14.6
DK/REFUSED	1.0	1.2	11.4	-	-	-	-	-	1.1	-	2.7	-	-	-	-

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

	TOTAL		AGE STARTED		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL			
	DRINKING		DRINKING		DRINKING		DRINKING						(WHITE)			
	(AFRICAN AMR)		(MALE)		(FEMALE)											
	14/	15/	14/	15/	14/	15/	14/	15/	LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/
	YOUN-	OVER	YOUN-	OVER	YOUN-	OVER	YOUN-	OVER	ONCE/A	Once/A	Once/A	ONCE/A	ONCE/A	Once/A	Once/A	ONCE/A
	GER		GER		GER		GER		MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH
	-----															
Total	300	5	25	44	48	40	45	95	43	52	67	68	29	39	51	
TALK	77.8	68.7	78.3	79.4	81.6	77.7	76.4	75.7	74.8	76.5	83.6	82.1	76.9	86.0	87.8	
A LOT	19.3	32.7	21.6	25.9	17.5	10.5	30.2	15.9	19.5	12.9	25.8	15.4	19.1	12.5	24.1	
SOMETIMES	58.4	36.0	56.7	53.6	64.2	67.2	46.2	59.8	55.3	63.6	57.7	66.8	57.8	73.5	63.7	
NEVER	21.2	31.3	21.7	20.6	16.3	19.9	23.6	22.2	20.6	23.5	16.4	17.9	23.1	14.0	12.2	
DK/REFUSED	1.0	-	-	-	2.1	2.5	-	2.1	4.6	-	-	-	-	-	-	

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

	TOTAL	OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL (6th-8th)		EASY/HARD GET ALCOHOL (9th-12th)		EASY/HARD GET ALCOHOL (WHITE)	
		LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	EASY	HARD	EASY	HARD	EASY	HARD	EASY	HARD
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	16	7	9	9	47	22	24	43	49	20	28	24	108	170	19	93	89	77	75	117
TALK	77.8	77.8	100.0	60.3	81.0	75.7	82.0	69.8	83.3	75.8	66.9	82.3	84.0	75.7	77.9	78.1	71.9	75.2	85.1	81.2	81.8
A LOT	19.3	22.2	24.3	20.5	40.6	13.7	16.2	11.4	25.8	18.0	23.1	14.3	25.9	16.1	22.3	29.6	15.3	13.2	30.8	15.6	21.6
SOMETIMES	58.4	55.7	75.7	39.8	40.4	61.9	65.8	58.4	57.5	57.8	43.7	68.1	58.1	59.6	55.6	48.5	56.6	62.0	54.3	65.7	60.2
NEVER	21.2	22.2	-	39.7	19.0	22.2	13.5	30.2	16.7	22.1	28.3	17.7	16.0	22.4	21.6	21.9	27.0	22.5	14.9	17.5	18.2
DK/REFUSED	1.0	-	-	-	-	2.1	4.4	-	-	2.0	4.8	-	-	1.8	0.6	-	1.1	2.2	-	1.3	-

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

	TOTAL		EASY/HARD GET ALCOHOL (AFR. AMER.)		EASY/HARD GET ALCOHOL (MALE)		EASY/HARD GET ALCOHOL (FEMALE)		PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)			
									TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER
Total	300	20	35	54	87	55	82	233	58	175	64	88	21	68	29	145	37	108	34	
TALK	77.8	73.2	78.5	69.9	83.6	81.5	71.8	100.0	100.0	100.0	-	100.0	100.0	100.0	-	100.0	100.0	100.0	-	
A LOT	19.3	18.3	26.1	13.8	23.4	18.4	21.1	24.8	100.0	-	-	23.5	100.0	-	-	25.7	100.0	-	-	
SOMETIMES	58.4	54.9	52.5	56.1	60.2	63.0	50.7	75.2	-	100.0	-	76.5	-	100.0	-	74.3	-	100.0	-	
NEVER	21.2	26.8	21.5	28.2	16.4	16.7	27.0	-	-	-	100.0	-	-	-	100.0	-	-	-	100.0	
DK/REFUSED	1.0	-	-	1.9	-	1.8	1.2	-	-	-	-	-	-	-	-	-	-	-	-	

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

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT		
		ALCOHOL				ALCOHOL				ALCOHOL				ALCOHOL				LAST 3 MONTHS		LAST 3 MONTHS		
		(WHITE)				(AFRICAN AMERICAN)				(MALE)				(FEMALE)						(6th-8th)		
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO	
Total	300	171	40	131	36	47	13	34	13	121	29	93	31	112	29	83	32	193	104	77	41	
TALK	77.8	100.0	100.0	100.0	-	100.0	100.0	100.0	-	100.0	100.0	100.0	-	100.0	100.0	100.0	-	87.3	60.3	81.0	61.4	
A LOT	19.3	23.3	100.0	-	-	26.9	100.0	-	-	23.7	100.0	-	-	26.1	100.0	-	-	27.5	4.0	24.3	4.9	
SOMETIMES	58.4	76.7	-	100.0	-	73.1	-	100.0	-	76.3	-	100.0	-	73.9	-	100.0	-	59.8	56.3	56.7	56.5	
NEVER	21.2	-	-	-	100.0	-	-	-	100.0	-	-	-	100.0	-	-	-	100.0	12.2	38.7	19.0	36.2	
DK/REFUSED	1.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.5	1.0	-	2.4	

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

	TOTAL		TALK W/PARENT LAST 3 MONTHS (9th-12th)		TALK W/PARENT LAST 3 MONTHS (WHITE)		TALK W/PARENT LAST 3 MONTHS (AFR. AMER.)		TALK W/PARENT LAST 3 MONTHS (MALE)		TALK W/PARENT LAST 3 MONTHS (FEMALE)		EMBARRASSED/ AFRAID 2 TALK W/ PARENTS		EMBARRASSED/ AFRAID 2 TALK (6th-8th)		EMBARRASSED/ AFRAID 2 TALK (9th-12th)		EMBARRASSED/ AFRAID 2 TALK (WHITE)		EMBARRASSED/ AFRAID 2 TALK (AFR. AMER.)	
			YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	116	63	140	64	36	24	92	60	101	43	165	124	64	50	101	74	109	89	37	23	
TALK	77.8	91.4	59.6	88.1	69.4	90.0	61.3	85.7	68.1	88.7	49.5	79.6	75.7	73.1	77.4	83.7	74.5	85.9	77.6	74.4	85.3	
A LOT	19.3	29.6	3.4	25.6	4.6	35.0	-	27.1	5.0	27.8	2.6	23.1	15.2	19.9	14.1	25.1	15.9	21.1	17.7	29.6	8.1	
SOMETIMES	58.4	61.8	56.2	62.5	64.8	55.0	61.3	58.6	63.1	60.9	46.9	56.5	60.4	53.1	63.3	58.6	58.6	64.9	59.9	44.8	77.2	
NEVER	21.2	7.7	40.4	11.9	30.6	10.0	38.7	13.3	31.9	11.3	48.2	19.8	23.5	25.4	22.6	16.3	24.2	14.1	21.3	25.6	14.7	
DK/REFUSED	1.0	0.9	-	-	-	-	-	1.1	-	-	2.3	0.6	0.8	1.5	-	-	1.3	-	1.1	-	-	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL		EMBARRASSED/		EMBARRASSED/		ALCOHOL USE BY PEOPLE				ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE	
	AFRAID 2 TALK		AFRAID 2 TALK		AFRAID 2 TALK		YOUR AGE IS...				BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE	
	(MALE)		(FEMALE)		(FEMALE)						(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)	
	YES	NO	YES	NO	YES	NO	LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.
-----																						
Total	300	85	65	80	59	281	161	120	16	65	44	96	76	106	89	38	20	78	68	83	52	
TALK	77.8	83.1	73.7	75.9	77.8	78.0	78.3	77.7	68.0	69.9	81.9	84.0	75.3	84.4	80.8	75.8	82.3	79.1	79.4	77.5	75.4	
A LOT	19.3	23.0	14.1	23.2	16.5	20.0	23.7	15.0	5.7	16.0	23.5	29.1	10.1	22.4	16.0	28.5	8.9	22.5	13.8	24.9	16.5	
SOMETIMES	58.4	60.1	59.6	52.7	61.3	58.0	54.5	62.7	62.3	53.9	58.3	54.9	65.2	62.0	64.8	47.3	73.4	56.6	65.7	52.6	58.8	
NEVER	21.2	16.9	26.3	22.9	20.5	20.9	20.5	21.5	32.0	28.6	18.1	15.0	23.4	15.6	18.1	24.2	17.7	19.6	20.6	21.3	22.7	
DK/REFUSED	1.0	-	-	1.2	1.7	1.1	1.2	0.8	-	1.5	-	1.0	1.3	-	1.1	-	-	1.3	-	1.2	1.9	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	DANGEROUS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL				(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		SEEN TV ADS STOP UNDERAGE DRINKING		HEARD RADIO STOP UNDERAGE DRINKING	
		DANG- EROUS	Very	Smwt.	NOT DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	YES	NO	YES	NO
Total	300	291	217	74	5	99	18	119	55	147	55	47	11	107	41	110	32	176	123	114	183
TALK	77.8	78.1	75.7	84.9	57.3	71.9	90.2	78.9	83.1	80.9	86.8	72.9	100.0	74.9	86.7	76.6	82.5	79.6	74.9	76.6	78.2
A LOT	19.3	19.9	21.0	16.8	-	18.2	15.3	23.4	17.2	21.7	14.1	19.2	32.8	19.9	17.9	22.1	15.2	20.3	18.0	25.9	15.0
SOMETIMES	58.4	58.1	54.7	68.1	57.3	53.7	75.0	55.6	65.9	59.2	72.7	53.7	67.2	55.0	68.7	54.5	67.3	59.3	57.0	50.7	63.2
NEVER	21.2	20.9	22.9	15.1	42.7	27.1	9.8	19.4	16.9	18.4	13.2	27.1	-	24.2	13.3	21.6	17.5	20.4	22.6	22.6	20.8
DK/REFUSED	1.0	1.0	1.4	-	-	1.0	-	1.7	-	0.7	-	-	-	0.9	-	1.8	-	-	2.4	0.9	1.1

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL			ONLINE ADS TO STOP UNDERAGE DRINKING				SEEN ADS				ADS WILL MAKE MORE LIKELY 2 LISTEN/PARENT		HEARD OF TALKITOUT.ORG		VISITED TALKITOUT.ORG	
				YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	132	166	83	65	87	61	142	65	87	213	13	272				
TALK	77.8	82.5	73.7	75.7	71.3	81.1	81.1	81.5	69.2	82.3	75.9	84.3	78.3				
A LOT	19.3	22.1	16.4	15.3	11.5	23.2	24.7	21.3	18.7	20.2	19.0	27.5	20.0				
SOMETIMES	58.4	60.4	57.3	60.4	59.8	57.9	56.4	60.1	50.5	62.1	56.9	56.8	58.3				
NEVER	21.2	16.0	25.8	23.2	27.2	17.7	18.9	17.9	29.3	16.6	23.2	15.7	21.0				
DK/REFUSED	1.0	1.5	0.6	1.2	1.5	1.2	-	0.7	1.5	1.1	0.9	-	0.7				

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

	TOTAL	SOCIAL MEDIA						AGE									
		USE	Insta-	Face-	You-	DON'T	14/	10	11	12	13	14	15/	15	16	17	18/
		SOCIAL	gram	book	Tube	USE	YOUN-						OLDER				OLDER
		MEDIA				SOCIAL	GER										
Total	300	270	100	67	46	26	126	-	6	42	40	38	170	46	57	50	17
TALK	77.8	78.7	76.2	88.0	64.5	74.6	74.7	-	79.8	74.8	68.6	80.3	80.0	72.3	79.9	88.0	77.9
A LOT	19.3	18.8	27.4	20.5	6.2	27.2	20.2	-	31.6	15.8	6.6	37.5	19.1	16.5	21.2	17.5	23.9
SOMETIMES	58.4	59.9	48.8	67.4	58.4	47.5	54.5	-	48.2	59.0	62.0	42.8	60.9	55.7	58.7	70.5	54.0
NEVER	21.2	20.2	22.8	12.0	33.3	25.4	24.5	-	20.2	22.8	31.4	19.7	18.8	27.7	18.3	10.0	22.1
DK/REFUSED	1.0	1.1	1.0	-	2.2	-	0.8	-	-	2.3	-	-	1.2	-	1.7	2.0	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	WHITE		AFRICAN AMER.		(MALE)		(FEMALE)		RACE				(MALE)		(FEMALE)		GENDER		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total	300	85	119	26	34	65	85	61	84	25	208	60	3	3	109	34	99	26	154	146
TALK	77.8	79.5	84.2	71.1	84.3	73.8	83.0	75.7	77.1	47.9	82.1	78.7	34.4	61.2	83.3	79.1	80.6	78.1	78.9	76.5
A LOT	19.3	18.7	20.0	28.3	15.9	21.6	17.4	18.8	20.9	20.3	19.1	21.2	-	14.8	19.6	15.9	18.6	28.2	18.7	20.0
SOMETIMES	58.4	60.8	64.1	42.8	68.4	52.3	65.6	56.9	56.2	27.6	62.9	57.5	34.4	46.3	63.8	63.2	62.0	50.0	60.2	56.6
NEVER	21.2	20.5	15.0	28.9	15.7	26.2	15.9	22.7	21.8	44.1	17.5	21.3	65.6	38.8	16.7	20.9	18.4	21.9	20.4	22.1
DK/REFUSED	1.0	-	0.8	-	-	-	1.2	1.6	1.2	8.0	0.5	-	-	-	-	-	1.0	-	0.6	1.4

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	AREA												
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST
Total	300	95	39	11	45	85	36	49	53	27	26	12	34	21
YES	64.2	63.6	62.2	66.8	63.9	64.3	67.5	62.0	61.0	57.6	64.4	64.3	68.0	68.2
NO	34.6	33.5	32.9	33.2	34.1	35.7	32.5	38.0	39.0	42.4	35.6	35.7	29.4	31.8
DK/REFUSED	1.2	3.0	4.9	-	2.0	-	-	-	-	-	-	-	2.6	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	GRADE										WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO	
Total	300	119	37	42	39	181	43	49	51	38	83	124	20	40	61	93	58	89	180	119	
YES	64.2	64.9	60.9	59.7	74.3	63.7	73.1	50.1	64.4	69.9	67.8	67.1	44.9	68.3	59.3	59.8	70.8	67.8	65.8	62.2	
NO	34.6	34.4	39.1	38.2	25.7	34.7	24.7	47.9	33.9	30.1	31.1	30.7	55.1	31.7	40.7	38.2	27.7	31.1	33.2	36.3	
DK/REFUSED	1.2	0.8	-	2.1	-	1.6	2.2	2.0	1.7	-	1.1	2.3	-	-	-	2.0	1.6	1.1	1.0	1.5	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total	300	40	78	139	41	130	78	31	29	98	56	82	63	128	145	28	82	100	63	80	110
YES	64.2	67.3	63.6	65.3	59.5	69.1	65.1	64.7	56.0	59.4	60.0	73.4	64.2	68.1	65.7	72.5	63.0	66.8	69.2	72.2	69.7
NO	34.6	32.7	35.2	33.3	38.2	29.4	32.5	35.3	44.0	39.7	38.4	25.4	34.4	31.2	34.3	27.5	37.0	32.2	30.8	26.7	30.3
DK/REFUSED	1.2	-	1.1	1.3	2.3	1.4	2.4	-	-	0.9	1.7	1.2	1.4	0.7	-	-	-	0.9	-	1.2	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	THINK IT'S  OKAY TO DRINK (AFR. AMER.)		THINK IT'S  OKAY TO DRINK (MALE)		THINK IT'S  OKAY TO DRINK (FEMALE)		KNOW PEOPLE/  TRIED ALCOHOL  ALCOHOL		KNOW PEOPLE/  TRIED ALCOHOL  (6th-8th)		KNOW PEOPLE/  TRIED ALCOHOL (9th-12th)		KNOW PEOPLE/  TRIED ALCOHOL (WHITE)		KNOW PEOPLE/  TRIED ALCOHOL (AFR. AMER.)		KNOW PEOPLE/  TRIED ALCOHOL (MALE)		KNOW PEOPLE/  TRIED ALCOHOL (FEMALE)			
		OKAY	NOT  OKAY	OKAY	NOT  OKAY	OKAY	NOT  OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO		
		-----																					
Total	300	33	24	61	80	68	65	201	98	47	71	154	27	141	66	36	24	104	50	97	48		
YES	64.2	77.3	46.2	64.3	59.9	71.5	72.9	67.4	58.2	80.4	55.3	63.4	65.6	71.6	59.2	64.9	53.7	66.1	46.0	68.7	70.9		
NO	34.6	22.7	53.8	34.2	40.1	28.5	27.1	31.2	41.8	19.6	44.7	34.8	34.4	26.4	40.8	35.1	46.3	32.1	54.0	30.3	29.1		
DK/REFUSED	1.2	-	-	1.5	-	-	-	1.4	-	-	-	1.8	-	2.0	-	-	-	1.8	-	1.0	-		

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total	300	84	9	75	6	15	27	28	93	46	37	7	3	64	58
YES	64.2	64.8	44.8	67.1	68.8	41.2	70.7	76.8	70.3	68.9	64.8	100.0	92.5	72.2	75.8
NO	34.6	33.0	44.4	31.7	31.2	58.8	29.3	20.1	29.7	31.1	35.2	-	7.5	25.0	24.2
DK/REFUSED	1.2	2.2	10.9	1.2	-	-	-	3.2	-	-	-	-	-	2.8	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL		AGE STARTED		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL			
	DRINKING		DRINKING		DRINKING		DRINKING						(WHITE)			
	(AFRICAN AMR)		(MALE)		(FEMALE)											
	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER			LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH
Total	300	5	25	44	48	40	45		95	43	52	67	68	29	39	51
YES	64.2	32.7	64.1	67.9	66.9	61.4	73.8		70.8	64.6	76.0	67.3	78.0	67.8	85.7	69.4
NO	34.6	67.3	35.9	27.9	33.1	38.6	26.2		29.2	35.4	24.0	31.3	22.0	32.2	14.3	28.7
DK/REFUSED	1.2	-	-	4.2	-	-	-		-	-	-	1.4	-	-	-	1.8

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				EASY/HARD GET ALCOHOL (6th-8th)		EASY/HARD GET ALCOHOL (6th-8th)		EASY/HARD GET ALCOHOL (9th-12th)		EASY/HARD GET ALCOHOL (WHITE)	
		LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	EASY 	HARD 	EASY 	HARD 	EASY 	HARD 	EASY 	HARD 
Total	300	16	7	9	9	47	22	24	43	49	20	28	24	108	170	19	93	89	77	75	117
YES	64.2	66.2	75.7	58.7	62.0	65.8	62.6	68.8	66.7	75.7	66.7	82.2	68.4	61.4	65.2	81.9	61.0	57.0	70.4	64.1	69.9
NO	34.6	33.8	24.3	41.3	38.0	34.2	37.4	31.2	31.1	24.3	33.3	17.8	31.6	37.7	34.2	18.1	39.0	41.9	28.4	34.6	29.3
DK/REFUSED	1.2	-	-	-	-	-	-	-	2.2	-	-	-	-	0.9	0.5	-	-	1.1	1.2	1.3	0.8

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	EASY/HARD GET ALCOHOL (AFR. AMER.)		EASY/HARD GET ALCOHOL (MALE)		EASY/HARD GET ALCOHOL (FEMALE)		PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)			
		EASY	HARD	EASY	HARD	EASY	HARD	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER
Total	300	20	35	54	87	55	82	233	58	175	64	88	21	68	29	145	37	108	34
YES	64.2	64.0	52.4	51.5	64.1	71.1	66.4	72.0	91.2	65.7	36.9	70.6	90.3	64.6	49.7	72.9	91.7	66.3	26.0
NO	34.6	36.0	47.6	48.5	34.9	27.1	33.6	26.8	7.2	33.3	63.1	28.4	9.7	34.1	50.3	25.9	5.8	32.8	74.0
DK/REFUSED	1.2	-	-	-	1.0	1.8	-	1.2	1.6	1.0	-	1.0	-	1.3	-	1.3	2.5	0.8	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT	
		ALCOHOL				ALCOHOL				ALCOHOL				ALCOHOL				LAST 3 MONTHS		LAST 3 MONTHS	
		(WHITE)				(AFRICAN AMERICAN)				(MALE)				(FEMALE)						(6th-8th)	
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO
Total	300	171	40	131	36	47	13	34	13	121	29	93	31	112	29	83	32	193	104	77	41
YES	64.2	72.3	90.2	66.9	46.0	69.2	100.0	57.8	28.3	64.7	86.3	58.0	38.7	80.0	96.1	74.2	35.2	100.0	-	100.0	-
NO	34.6	26.1	7.4	31.8	54.0	30.8	-	42.2	71.7	33.8	10.5	41.0	61.3	19.2	3.9	24.7	64.8	-	100.0	-	100.0
DK/REFUSED	1.2	1.6	2.4	1.4	-	-	-	-	-	1.5	3.3	1.0	-	0.8	-	1.1	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL		TALK W/PARENT LAST 3 MONTHS (9th-12th)		TALK W/PARENT LAST 3 MONTHS (WHITE)		TALK W/PARENT LAST 3 MONTHS (AFR. AMER.)		TALK W/PARENT LAST 3 MONTHS (MALE)		TALK W/PARENT LAST 3 MONTHS (FEMALE)		EMBARRASSED/ W/ PARENTS AFRAID 2 TALK		EMBARRASSED/ (6th-8th) AFRAID 2 TALK		EMBARRASSED/ (9th-12th) AFRAID 2 TALK		EMBARRASSED/ (WHITE) AFRAID 2 TALK		EMBARRASSED/ (AFR. AMER.) AFRAID 2 TALK	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	116	63	140	64	36	24	92	60	101	43	165	124	64	50	101	74	109	89	37	23	
YES	64.2	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	65.5	62.6	60.4	68.9	68.7	58.4	70.3	64.5	59.4	62.1	
NO	34.6	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	34.0	36.6	39.6	31.1	30.4	40.3	28.8	34.4	40.6	37.9	
DK/REFUSED	1.2	-	-	-	-	-	-	-	-	-	-	0.6	0.8	-	-	0.9	1.3	0.9	1.1	-	-	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL		EMBARRASSED/		EMBARRASSED/		ALCOHOL USE BY PEOPLE				ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE	
	AFRAID 2 TALK		AFRAID 2 TALK		AFRAID 2 TALK		YOUR AGE IS...				BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE	
	(MALE)		(FEMALE)		(FEMALE)						(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)	
	YES	NO	YES	NO	YES	NO	PROB-LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.
	-----		-----		-----		-----				-----		-----		-----		-----		-----		-----	
Total	300	85	65	80	59	281	161	120	16	65	44	96	76	106	89	38	20	78	68	83	52	
YES	64.2	65.0	53.2	66.0	72.9	64.2	69.8	56.6	67.8	66.4	59.0	72.1	55.2	70.8	64.7	75.9	26.8	70.1	50.1	69.5	65.0	
NO	34.6	33.9	46.8	34.0	25.4	35.2	30.2	41.8	32.2	33.6	41.0	27.9	42.3	29.2	33.2	24.1	73.2	29.9	48.6	30.5	33.1	
DK/REFUSED	1.2	1.1	-	-	1.7	0.7	-	1.6	-	-	-	-	2.5	-	2.1	-	-	-	1.3	-	1.9	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	DANGEROUS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL				(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		SEEN TV ADS STOP UNDERAGE DRINKING		HEARD RADIO STOP UNDERAGE DRINKING	
		DANG- EROUS	Very	Smwt.	NOT DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	YES	NO	YES	NO
Total	300	291	217	74	5	99	18	119	55	147	55	47	11	107	41	110	32	176	123	114	183
YES	64.2	64.7	64.6	65.0	37.9	62.3	74.8	66.5	61.7	68.2	68.7	61.7	49.4	59.1	62.5	69.9	68.1	70.7	55.2	76.0	57.2
NO	34.6	34.0	33.7	35.0	62.1	36.8	25.2	31.2	38.3	29.3	31.3	38.3	50.6	39.2	37.5	28.3	31.9	28.8	42.5	23.2	41.2
DK/REFUSED	1.2	1.3	1.7	-	-	0.9	-	2.4	-	2.5	-	-	-	1.7	-	1.7	-	0.5	2.3	0.8	1.5

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL			ONLINE ADS TO				SEEN ADS				ADS WILL MAKE		HEARD OF		VISITED	
				STOP UNDERAGE								MORE LIKELY 2		TALKITOUT.ORG		TALKITOUT.ORG	
				DRINKING								LISTEN/PARENT					
	YES	NO		0 OF 3	1 OF 3	2 OF 3	3 OF 3	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	132	166	83	65	87	61	142	65	87	213	13	272				
YES	64.2	75.2	55.4	50.6	57.0	69.9	82.6	73.8	59.6	71.7	61.1	77.0	65.0				
NO	34.6	23.3	43.5	47.2	41.5	30.1	15.9	25.5	40.4	27.3	37.6	23.0	34.0				
DK/REFUSED	1.2	1.4	1.1	2.2	1.5	-	1.5	0.7	-	1.0	1.3	-	1.0				

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	SOCIAL MEDIA						AGE									
		USE	Insta-	Face-	You-	DON'T	14/	10	11	12	13	14	15/	15	16	17	18/
		SOCIAL	gram	book	Tube	USE	YOUN-						OLDER				OLDER
		MEDIA				SOCIAL	GER										
Total	300	270	100	67	46	26	126	-	6	42	40	38	170	46	57	50	17
YES	64.2	63.5	68.8	64.5	43.8	71.0	66.7	-	62.9	66.0	57.5	77.8	63.3	65.0	61.6	62.5	66.3
NO	34.6	35.1	30.3	34.1	54.0	29.0	32.5	-	37.1	34.0	40.3	22.2	35.1	33.0	36.6	35.7	33.7
DK/REFUSED	1.2	1.4	0.9	1.3	2.2	-	0.7	-	-	-	2.2	-	1.7	2.0	1.7	1.8	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	WHITE		AFRICAN AMER.		(MALE)		(FEMALE)		RACE				(MALE)		(FEMALE)		GENDER		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total	300	85	119	26	34	65	85	61	84	25	208	60	3	3	109	34	99	26	154	146
YES	64.2	69.6	67.1	56.8	63.2	61.2	59.9	72.6	66.6	52.2	67.4	60.5	34.4	54.8	63.2	52.8	71.9	70.5	59.6	69.0
NO	34.6	29.3	30.5	43.2	36.8	38.8	37.9	25.9	32.2	47.8	30.8	39.5	65.6	45.2	35.1	47.2	26.1	29.5	39.2	29.7
DK/REFUSED	1.2	1.1	2.4	-	-	-	2.1	1.5	1.2	-	1.8	-	-	-	1.7	-	1.9	-	1.2	1.3

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	AREA												
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST
Total	300	95	39	11	45	85	36	49	53	27	26	12	34	21
YES	55.0	55.3	39.7	59.1	67.9	50.5	50.5	50.5	50.6	45.1	56.2	46.9	63.1	75.4
NO	41.3	41.4	59.5	40.9	25.9	45.1	42.0	47.4	49.4	54.9	43.8	44.4	34.3	13.9
DK/REFUSED	3.7	3.3	0.9	-	6.2	4.4	7.5	2.1	-	-	-	8.7	2.6	10.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	GRADE										WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO	
Total	300	119	37	42	39	181	43	49	51	38	83	124	20	40	61	93	58	89	180	119	
YES	55.0	53.8	59.0	45.0	58.5	55.8	59.2	49.4	59.4	55.6	45.8	57.0	81.3	50.6	55.8	55.2	51.7	56.5	58.3	49.8	
NO	41.3	41.9	38.3	46.1	40.8	40.9	38.7	48.7	34.4	41.7	48.4	39.3	18.7	49.4	44.2	40.7	39.5	41.1	39.1	44.9	
DK/REFUSED	3.7	4.2	2.7	8.9	0.7	3.3	2.0	1.9	6.2	2.7	5.7	3.7	-	-	-	4.1	8.8	2.5	2.6	5.3	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
<hr/>																					
Total	300	40	78	139	41	130	78	31	29	98	56	82	63	128	145	28	82	100	63	80	110
YES	55.0	59.7	50.8	57.9	47.9	58.2	42.6	53.3	68.9	58.0	51.1	58.7	48.6	60.5	51.0	66.1	49.5	58.9	53.0	62.2	46.2
NO	41.3	40.3	42.8	38.7	49.0	39.0	50.0	46.7	31.1	38.2	48.9	40.1	41.4	37.1	44.8	33.9	45.5	37.9	43.9	35.5	48.5
DK/REFUSED	3.7	-	6.4	3.4	3.1	2.9	7.4	-	-	3.9	-	1.1	10.0	2.4	4.2	-	5.0	3.1	3.1	2.2	5.3

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	THINK IT'S  OKAY TO DRINK (AFR. AMER.)		THINK IT'S  OKAY TO DRINK (MALE)		THINK IT'S  OKAY TO DRINK (FEMALE)		KNOW PEOPLE/  TRIED ALCOHOL  ALCOHOL		KNOW PEOPLE/  TRIED ALCOHOL (6th-8th)		KNOW PEOPLE/  TRIED ALCOHOL (9th-12th)		KNOW PEOPLE/  TRIED ALCOHOL (WHITE)		KNOW PEOPLE/  TRIED ALCOHOL (AFR. AMER.)		KNOW PEOPLE/  TRIED ALCOHOL (MALE)		KNOW PEOPLE/  TRIED ALCOHOL (FEMALE)	
		OKAY	NOT  OKAY	OKAY	NOT  OKAY	OKAY	NOT  OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
		-----							-----								-----				
Total	300	33	24	61	80	68	65	201	98	47	71	154	27	141	66	36	24	104	50	97	48
YES	55.0	55.9	69.0	57.0	56.1	63.7	44.6	54.8	56.1	58.9	51.1	53.5	69.0	56.0	45.8	45.6	84.2	53.6	59.3	55.9	52.9
NO	41.3	44.1	31.0	39.9	42.6	34.5	47.5	41.6	41.0	36.2	46.2	43.2	27.5	40.0	49.9	54.4	15.8	42.7	40.7	40.4	41.3
DK/REFUSED	3.7	-	-	3.1	1.3	1.9	7.8	3.6	2.9	4.8	2.6	3.3	3.4	4.1	4.2	-	-	3.7	-	3.6	5.8

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total	300	84	9	75	6	15	27	28	93	46	37	7	3	64	58
YES	55.0	61.5	67.7	60.7	48.7	74.0	53.3	63.3	56.5	61.6	56.8	38.9	7.6	60.5	61.2
NO	41.3	34.9	32.3	35.2	51.3	18.8	45.7	30.5	41.4	36.4	40.5	61.1	92.4	35.2	37.2
DK/REFUSED	3.7	3.6	-	4.1	-	7.1	1.0	6.2	2.1	2.0	2.7	-	-	4.4	1.6

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL		AGE STARTED DRINKING (AFRICAN AMR)		AGE STARTED DRINKING (MALE)		AGE STARTED DRINKING (FEMALE)		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL (WHITE)			
	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH
Total	300	5	25	44	48	40	45	95	43	52	67	68	29	39	51	
YES	55.0	68.7	43.6	62.2	49.2	60.7	64.2	59.3	53.5	64.1	53.6	61.0	54.8	65.7	54.4	
NO	41.3	31.3	56.4	31.4	48.7	38.7	33.8	38.7	42.1	35.9	41.6	37.7	42.1	34.3	39.9	
DK/REFUSED	3.7	-	-	6.4	2.1	0.6	2.0	2.0	4.5	-	4.7	1.3	3.1	-	5.8	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL	
		LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	EASY 	HARD 	EASY 	HARD 	EASY 	HARD 	EASY 	HARD 
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	16	7	9	9	47	22	24	43	49	20	28	24	108	170	19	93	89	77	75	117
YES	55.0	44.8	49.6	40.9	40.6	60.1	54.2	65.7	50.9	58.5	52.7	62.7	58.5	54.4	56.0	53.7	53.6	54.5	59.0	54.9	50.8
NO	41.3	55.2	50.4	59.1	59.4	37.7	41.4	34.3	44.7	39.6	42.9	37.3	36.1	43.6	39.8	44.9	42.2	43.4	36.8	43.9	43.4
DK/REFUSED	3.7	-	-	-	-	2.1	4.4	-	4.4	1.9	4.5	-	5.4	2.0	4.2	1.3	4.2	2.1	4.2	1.2	5.8

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	EASY/HARD		EASY/HARD		EASY/HARD		PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING			
		GET ALCOHOL		GET ALCOHOL		GET ALCOHOL		ALCOHOL				ALCOHOL				ALCOHOL			
		(AFR. AMER.)		(MALE)		(FEMALE)						(6th–8th)				(9th–12th)			
		EASY	HARD	EASY	HARD	EASY	HARD	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER
Total	300	20	35	54	87	55	82	233	58	175	64	88	21	68	29	145	37	108	34
YES	55.0	54.8	68.6	53.5	56.3	55.2	55.7	56.4	65.9	53.2	51.3	52.9	61.5	50.2	55.2	58.5	68.3	55.1	47.9
NO	41.3	45.2	31.4	44.7	41.4	42.6	38.0	40.2	32.5	42.7	45.7	43.6	34.0	46.6	38.3	38.1	31.7	40.3	52.1
DK/REFUSED	3.7	-	-	1.9	2.2	2.1	6.3	3.5	1.6	4.1	3.0	3.5	4.5	3.2	6.5	3.4	-	4.6	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT	
		ALCOHOL				ALCOHOL				ALCOHOL				ALCOHOL				LAST 3 MONTHS		LAST 3 MONTHS	
		(WHITE)				(AFRICAN AMERICAN)				(MALE)				(FEMALE)						(6th-8th)	
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO
Total	300	171	40	131	36	47	13	34	13	121	29	93	31	112	29	83	32	193	104	77	41
YES	55.0	55.0	57.9	54.1	42.3	57.6	85.0	47.5	73.1	58.4	68.3	55.3	45.9	54.1	63.4	50.8	56.5	56.1	54.1	50.1	62.0
NO	41.3	40.6	39.8	40.9	52.4	42.4	15.0	52.5	26.9	39.3	31.7	41.6	54.1	41.1	33.4	43.9	37.5	40.3	43.7	44.5	38.0
DK/REFUSED	3.7	4.4	2.4	5.0	5.3	-	-	-	-	2.3	-	3.0	-	4.8	3.2	5.3	5.9	3.6	2.2	5.4	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK	
		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		W/ PARENTS		(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	116	63	140	64	36	24	92	60	101	43	165	124	64	50	101	74	109	89	37	23
YES	55.0	60.2	48.9	54.8	49.0	59.8	62.5	60.5	48.0	52.2	62.4	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-
NO	41.3	37.4	47.4	41.1	47.9	40.2	37.5	37.5	50.2	42.8	34.6	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0
DK/REFUSED	3.7	2.4	3.7	4.0	3.1	-	-	2.0	1.7	5.0	2.9	-	-	-	-	-	-	-	-	-	-

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

	TOTAL		EMBARRASSED/ AFRAID 2 TALK (MALE)		EMBARRASSED/ AFRAID 2 TALK (FEMALE)		ALCOHOL USE BY PEOPLE YOUR AGE IS...				ALCOHOL USE BY YOUR AGE (6th-8th)		ALCOHOL USE BY YOUR AGE (9th-12th)		ALCOHOL USE BY YOUR AGE (WHITE)		ALCOHOL USE BY YOUR AGE (AFR. AMER.)		ALCOHOL USE BY YOUR AGE (MALE)		ALCOHOL USE BY YOUR AGE (FEMALE)	
	YES	NO	YES	NO	PROB- LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.
-----																						
Total	300	85	65	80	59	281	161	120	16	65	44	96	76	106	89	38	20	78	68	83	52	
YES	55.0	100.0	-	100.0	-	57.0	65.3	45.9	26.2	58.0	52.7	70.4	42.0	61.0	45.9	76.1	37.1	66.4	44.6	64.3	47.5	
NO	41.3	-	100.0	-	100.0	39.7	30.3	52.3	67.9	37.5	46.7	25.4	55.5	33.6	51.9	23.9	62.9	31.2	52.5	29.5	52.0	
DK/REFUSED	3.7	-	-	-	-	3.3	4.4	1.8	5.9	4.5	0.6	4.2	2.5	5.4	2.2	-	-	2.4	2.9	6.2	0.5	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	DANGEROUS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL				(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		SEEN TV ADS STOP UNDERAGE DRINKING		HEARD RADIO STOP UNDERAGE DRINKING	
		DANG- EROUS	Very	Smwt.	NOT DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	YES	NO	YES	NO
Total	300	291	217	74	5	99	18	119	55	147	55	47	11	107	41	110	32	176	123	114	183
YES	55.0	56.4	57.6	53.0	-	53.1	58.1	61.4	51.3	53.9	54.1	65.5	50.3	60.0	50.9	55.3	55.7	53.6	57.5	53.4	55.8
NO	41.3	40.1	38.2	45.8	80.3	42.8	41.9	34.3	47.0	41.0	44.2	34.5	49.7	36.5	49.1	39.8	41.5	43.6	37.5	42.9	40.4
DK/REFUSED	3.7	3.5	4.2	1.2	19.7	4.2	-	4.3	1.7	5.2	1.7	-	-	3.5	-	4.9	2.9	2.8	5.0	3.7	3.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL			ONLINE ADS TO				SEEN ADS				ADS WILL MAKE		HEARD OF		VISITED	
				STOP UNDERAGE								MORE LIKELY 2		TALKITOUT.ORG		TALKITOUT.ORG	
				DRINKING								LISTEN/PARENT					
	YES	NO		0 OF 3	1 OF 3	2 OF 3	3 OF 3	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	132	166	83	65	87	61	142	65	87	213	13	272				
YES	55.0	54.5	55.3	58.7	52.3	51.4	56.3	51.9	56.5	53.8	55.6	80.7	54.5				
NO	41.3	41.1	41.5	36.3	46.3	43.9	40.6	45.8	39.3	40.5	41.6	19.3	41.6				
DK/REFUSED	3.7	4.4	3.2	5.0	1.4	4.7	3.2	2.3	4.3	5.7	2.8	-	4.0				

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	SOCIAL MEDIA						AGE									
		USE	Insta-	Face-	You-	DON'T	14/	10	11	12	13	14	15/	15	16	17	18/
		SOCIAL	gram	book	Tube	USE	YOUN-						OLDER				OLDER
		MEDIA				SOCIAL	GER										
Total	300	270	100	67	46	26	126	-	6	42	40	38	170	46	57	50	17
YES	55.0	54.8	48.9	65.3	51.4	59.6	54.2	-	64.7	49.9	54.5	57.1	56.4	60.1	55.9	50.0	67.0
NO	41.3	41.6	48.3	30.3	47.8	35.9	41.8	-	35.3	45.5	37.7	42.9	40.2	38.0	40.8	44.1	33.0
DK/REFUSED	3.7	3.6	2.9	4.4	0.7	4.5	4.0	-	-	4.6	7.8	-	3.3	1.9	3.3	5.9	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	WHITE		AFRICAN AMER.		(MALE)		(FEMALE)		RACE				(MALE)		(FEMALE)		GENDER		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total	300	85	119	26	34	65	85	61	84	25	208	60	3	3	109	34	99	26	154	146
YES	55.0	46.9	57.4	71.0	53.4	56.8	55.8	51.5	57.1	68.0	52.5	60.9	-	65.1	55.4	52.6	49.3	71.7	55.5	54.6
NO	41.3	47.5	38.7	29.0	46.6	43.2	39.7	40.3	40.7	28.0	42.9	39.1	100.0	26.5	42.0	47.4	43.9	28.3	42.1	40.5
DK/REFUSED	3.7	5.6	3.9	-	-	-	4.4	8.2	2.2	4.0	4.5	-	-	8.5	2.6	-	6.7	-	2.5	5.0

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	AREA												
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST
Total	300	95	39	11	45	85	36	49	53	27	26	12	34	21
PROBLEM	93.6	89.0	87.5	91.8	89.6	95.2	95.0	95.4	98.1	100.0	96.2	91.3	91.9	100.0
BIG PROBLEM	53.7	54.4	47.9	66.4	57.0	52.0	55.0	49.7	55.5	54.4	56.6	53.1	42.6	71.1
SMALL PROBLEM	39.9	34.6	39.6	25.4	32.6	43.3	40.0	45.7	42.7	45.6	39.6	38.2	49.3	28.9
NOT A PROBLEM	5.2	8.1	10.1	8.2	6.3	4.8	5.0	4.6	1.9	-	3.8	8.7	5.4	-
DK/REFUSED	1.2	2.9	2.4	-	4.1	-	-	-	-	-	-	-	2.6	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	GRADE									WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO
Total	300	119	37	42	39	181	43	49	51	38	83	124	20	40	61	93	58	89	180	119
PROBLEM	93.6	91.8	92.3	88.7	94.9	94.7	95.1	92.1	98.3	92.9	92.0	94.8	100.0	95.3	96.7	93.8	86.7	95.6	94.7	91.8
BIG PROBLEM	53.7	55.1	68.7	48.1	49.8	52.7	54.6	40.4	64.3	51.1	55.8	47.8	54.3	68.9	61.1	44.2	48.8	61.6	54.0	53.6
SMALL PROBLEM	39.9	36.7	23.6	40.6	45.1	42.0	40.5	51.7	34.0	41.8	36.2	47.0	45.7	26.4	35.6	49.6	37.9	34.0	40.7	38.3
NOT A PROBLEM	5.2	7.4	7.7	9.2	5.1	3.8	2.7	7.9	1.7	2.3	7.0	4.4	-	-	3.3	5.2	11.7	2.3	4.3	6.6
DK/REFUSED	1.2	0.8	-	2.1	-	1.5	2.2	-	-	4.9	1.1	0.8	-	4.7	-	1.0	1.6	2.1	1.0	1.5

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total	300	40	78	139	41	130	78	31	29	98	56	82	63	128	145	28	82	100	63	80	110
PROBLEM	93.6	92.7	91.4	95.3	92.6	95.6	90.3	94.0	100.0	95.2	94.6	94.1	89.4	94.8	93.2	96.6	90.5	94.3	96.8	96.6	93.0
BIG PROBLEM	53.7	56.1	54.6	53.4	51.5	53.9	46.7	53.6	75.0	51.6	49.7	56.9	57.0	60.2	48.5	57.8	53.1	60.9	42.4	60.1	44.0
SMALL PROBLEM	39.9	36.6	36.8	41.9	41.1	41.7	43.6	40.4	25.0	43.6	44.9	37.3	32.4	34.6	44.7	38.8	37.3	33.4	54.4	36.4	49.0
NOT A PROBLEM	5.2	7.3	7.4	3.4	5.1	4.4	7.3	-	-	4.8	3.7	3.6	9.2	3.0	6.8	3.4	9.5	2.9	3.2	2.3	7.0
DK/REFUSED	1.2	-	1.1	1.3	2.3	-	2.4	6.0	-	-	1.7	2.3	1.4	2.2	-	-	-	2.8	-	1.2	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	THINK IT'S OKAY TO DRINK (AFR. AMER.)		THINK IT'S OKAY TO DRINK (MALE)		THINK IT'S OKAY TO DRINK (FEMALE)		KNOW PEOPLE/ TRIED ALCOHOL ALCOHOL		KNOW PEOPLE/ TRIED ALCOHOL (6th-8th)		KNOW PEOPLE/ TRIED ALCOHOL (9th-12th)		KNOW PEOPLE/ TRIED ALCOHOL (WHITE)		KNOW PEOPLE/ TRIED ALCOHOL (AFR. AMER.)		KNOW PEOPLE/ TRIED ALCOHOL (MALE)		KNOW PEOPLE/ TRIED ALCOHOL (FEMALE)	
		OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	33	24	61	80	68	65	201	98	47	71	154	27	141	66	36	24	104	50	97	48
PROBLEM	93.6	94.3	100.0	97.0	94.9	92.9	91.1	94.8	91.9	95.8	90.4	94.5	95.9	95.3	91.4	94.9	100.0	94.5	95.8	95.0	87.9
BIG PROBLEM	53.7	61.3	69.5	60.8	44.6	59.7	53.2	50.3	61.0	55.1	55.8	48.8	74.5	48.2	57.6	55.5	77.0	48.9	55.0	51.8	67.3
SMALL PROBLEM	39.9	33.0	30.5	36.2	50.3	33.1	37.9	44.5	30.9	40.6	34.6	45.6	21.5	47.1	33.8	39.4	23.0	45.6	40.8	43.2	20.6
NOT A PROBLEM	5.2	-	-	1.4	5.1	4.4	8.9	3.8	8.1	4.2	9.6	3.7	4.1	4.0	8.6	-	-	4.6	4.2	3.0	12.1
DK/REFUSED	1.2	5.7	-	1.5	-	2.7	-	1.4	-	-	-	1.8	-	0.7	-	5.1	-	0.9	-	1.9	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total	300	84	9	75	6	15	27	28	93	46	37	7	3	64	58
PROBLEM	93.6	93.1	89.1	93.5	84.7	92.7	100.0	89.6	99.0	100.0	97.5	100.0	100.0	94.1	98.4
BIG PROBLEM	53.7	51.8	45.2	52.6	68.1	33.5	52.1	59.9	52.8	58.9	44.9	63.8	28.2	56.1	47.0
SMALL PROBLEM	39.9	41.2	44.0	40.9	16.6	59.2	47.9	29.7	46.2	41.1	52.6	36.2	71.8	38.0	51.4
NOT A PROBLEM	5.2	5.8	-	6.5	15.3	7.3	-	10.4	1.0	-	2.5	-	-	4.4	1.6
DK/REFUSED	1.2	1.1	10.9	-	-	-	-	-	-	-	-	-	-	1.5	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL		AGE STARTED		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL			
	DRINKING		DRINKING		DRINKING		DRINKING									
	(AFRICAN AMR)		(MALE)		(FEMALE)											
	14/	15/	14/	15/	14/	15/	14/	15/	LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/
	YOUN-	OVER	YOUN-	OVER	YOUN-	OVER	YOUN-	OVER	ONCE/A	Once/A	Once/A	ONCE/A	ONCE/A	Once/A	Once/A	ONCE/A
	GER		GER		GER		GER		MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH
	-----															
Total	300	5	25	44	48	40	45	95	43	52	67	68	29	39	51	
PROBLEM	93.6	100.0	100.0	93.5	98.0	92.6	100.0	98.1	98.0	98.2	94.3	97.4	97.0	97.6	94.3	
BIG PROBLEM	53.7	-	64.9	55.9	44.2	47.3	61.9	60.0	69.3	52.3	41.9	56.9	67.9	48.6	38.4	
SMALL PROBLEM	39.9	100.0	35.1	37.5	53.9	45.3	38.1	38.1	28.7	45.9	52.4	40.4	29.1	48.9	55.9	
NOT A PROBLEM	5.2	-	-	4.4	2.0	7.4	-	1.9	2.0	1.8	4.4	2.6	3.0	2.4	3.9	
DK/REFUSED	1.2	-	-	2.1	-	-	-	-	-	-	1.4	-	-	-	1.8	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL (6th-8th)		EASY/HARD GET ALCOHOL (9th-12th)		EASY/HARD GET ALCOHOL (WHITE)	
		LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	EASY	HARD	EASY	HARD	EASY	HARD	EASY	HARD
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	16	7	9	9	47	22	24	43	49	20	28	24	108	170	19	93	89	77	75	117
PROBLEM	93.6	100.0	100.0	100.0	100.0	98.1	96.1	100.0	93.3	98.1	100.0	96.6	96.1	96.5	94.2	95.0	91.6	96.8	97.3	97.6	93.5
BIG PROBLEM	53.7	77.6	75.7	79.2	42.1	57.9	62.6	53.4	39.5	62.0	76.7	51.3	46.3	59.1	51.7	58.5	54.2	59.3	48.6	56.5	48.7
SMALL PROBLEM	39.9	22.4	24.3	20.8	57.9	40.3	33.5	46.6	53.8	36.0	23.3	45.3	49.8	37.4	42.5	36.5	37.4	37.6	48.7	41.1	44.7
NOT A PROBLEM	5.2	-	-	-	-	1.9	3.9	-	4.6	1.9	-	3.4	3.9	3.5	5.8	5.0	8.4	3.2	2.7	2.4	6.5
DK/REFUSED	1.2	-	-	-	-	-	-	-	2.2	-	-	-	-	-	-	-	-	-	-	-	-

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

	TOTAL		EASY/HARD GET ALCOHOL (AFR. AMER.)		EASY/HARD GET ALCOHOL (MALE)		EASY/HARD GET ALCOHOL (FEMALE)		PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)			
									TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER
Total	300	20	35	54	87	55	82	233	58	175	64	88	21	68	29	145	37	108	34	
PROBLEM	93.6	100.0	100.0	96.7	96.4	96.3	91.8	93.9	96.8	92.9	92.2	92.2	100.0	89.8	90.5	94.9	95.1	94.8	93.6	
BIG PROBLEM	53.7	73.1	63.5	53.7	49.3	64.4	54.1	54.0	66.0	50.1	51.8	51.8	50.5	52.2	63.6	55.4	74.6	48.7	41.7	
SMALL PROBLEM	39.9	26.9	36.5	43.0	47.1	31.9	37.7	39.9	30.9	42.8	40.4	40.4	49.5	37.6	26.9	39.5	20.5	46.1	51.9	
NOT A PROBLEM	5.2	-	-	3.3	3.6	3.7	8.2	4.5	1.5	5.5	7.8	6.8	-	8.9	9.5	3.2	2.4	3.5	6.4	
DK/REFUSED	1.2	-	-	-	-	-	-	1.6	1.6	1.6	-	1.0	-	1.3	-	1.9	2.5	1.7	-	

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

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT	
		ALCOHOL				ALCOHOL				ALCOHOL				ALCOHOL				LAST 3 MONTHS		LAST 3 MONTHS	
		(WHITE)				(AFRICAN AMERICAN)				(MALE)				(FEMALE)						(6th-8th)	
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO
Total	300	171	40	131	36	47	13	34	13	121	29	93	31	112	29	83	32	193	104	77	41
PROBLEM	93.6	94.4	95.4	94.2	89.8	96.1	100.0	94.6	100.0	95.3	93.7	95.9	93.3	92.3	100.0	89.5	91.1	93.5	95.2	89.9	97.6
BIG PROBLEM	53.7	52.5	59.7	50.3	45.6	61.7	86.1	52.6	72.7	51.0	61.3	47.8	49.0	57.3	70.6	52.6	54.6	58.4	46.9	56.4	53.9
SMALL PROBLEM	39.9	42.0	35.7	43.9	44.2	34.4	13.9	42.0	27.3	44.3	32.4	48.1	44.3	35.0	29.4	36.9	36.5	35.2	48.3	33.4	43.7
NOT A PROBLEM	5.2	4.5	2.2	5.2	10.2	-	-	-	-	3.9	3.1	4.1	6.7	5.3	-	7.1	8.9	5.5	4.8	10.1	2.4
DK/REFUSED	1.2	1.1	2.4	0.7	-	3.9	-	5.4	-	0.8	3.3	-	-	2.5	-	3.3	-	1.0	-	-	-

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

	TOTAL		TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS		EMBARRASSED/ AFRAID 2 TALK W/ PARENTS		EMBARRASSED/ AFRAID 2 TALK (6th-8th)		EMBARRASSED/ AFRAID 2 TALK (9th-12th)		EMBARRASSED/ AFRAID 2 TALK (WHITE)		EMBARRASSED/ AFRAID 2 TALK (AFR. AMER.)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	116	63	140	64	36	24	92	60	101	43	165	124	64	50	101	74	109	89	37	23	
PROBLEM	93.6	96.0	93.6	94.6	94.2	94.9	100.0	96.9	93.4	90.5	97.5	97.0	89.9	95.3	90.2	98.0	89.8	96.5	91.5	100.0	92.1	
BIG PROBLEM	53.7	59.6	42.4	53.6	48.2	80.3	39.1	59.8	38.9	57.0	58.0	63.7	39.4	59.4	49.3	66.4	32.8	59.3	39.9	80.0	39.2	
SMALL PROBLEM	39.9	36.4	51.2	40.9	45.9	14.6	60.9	37.0	54.6	33.5	39.5	33.3	50.5	36.0	40.9	31.6	57.0	37.3	51.6	20.0	52.9	
NOT A PROBLEM	5.2	2.4	6.4	5.4	5.8	-	-	3.1	6.6	7.6	2.5	2.5	8.6	4.7	9.8	1.1	7.7	2.6	8.5	-	-	
DK/REFUSED	1.2	1.6	-	-	-	5.1	-	-	-	1.8	-	0.6	1.5	-	-	0.9	2.5	0.9	-	-	7.9	

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

	TOTAL		EMBARRASSED/		EMBARRASSED/		ALCOHOL USE BY PEOPLE				ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE	
	AFRAID 2 TALK		AFRAID 2 TALK		AFRAID 2 TALK		YOUR AGE IS...				BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE	
	(MALE)		(FEMALE)		(FEMALE)						(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)	
	YES	NO	YES	NO	YES	NO	PROB-LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.
-----																						
Total	300	85	65	80	59	281	161	120	16	65	44	96	76	106	89	38	20	78	68	83	52	
PROBLEM	93.6	96.4	92.8	97.6	86.8	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
BIG PROBLEM	53.7	60.9	37.8	66.6	41.2	57.4	100.0	-	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	
SMALL PROBLEM	39.9	35.4	55.0	30.9	45.6	42.6	-	100.0	-	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	
NOT A PROBLEM	5.2	2.5	7.2	2.4	10.0	-	-	-	100.0	-	-	-	-	-	-	-	-	-	-	-	-	
DK/REFUSED	1.2	1.1	-	-	3.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

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

	TOTAL	DANGEROUS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL				(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		SEEN TV ADS STOP UNDERAGE DRINKING		HEARD RADIO STOP UNDERAGE DRINKING	
		DANG- EROUS	Very	Smwt.	NOT DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	YES	NO	YES	NO
Total	300	291	217	74	5	99	18	119	55	147	55	47	11	107	41	110	32	176	123	114	183
PROBLEM	93.6	94.7	95.5	92.4	57.3	94.2	89.0	96.7	93.5	95.5	91.6	96.1	100.0	98.0	88.8	93.1	97.1	93.0	94.4	93.1	93.7
BIG PROBLEM	53.7	54.7	62.4	32.2	20.5	59.0	40.1	65.2	29.6	56.7	37.4	77.4	16.9	60.2	31.1	64.5	33.6	54.2	52.6	57.3	51.2
SMALL PROBLEM	39.9	40.0	33.2	60.2	36.8	35.2	48.9	31.5	63.9	38.8	54.1	18.7	83.1	37.8	57.6	28.6	63.5	38.8	41.7	35.8	42.5
NOT A PROBLEM	5.2	4.0	2.8	7.6	42.7	4.9	11.0	1.0	6.5	3.3	8.4	-	-	1.1	11.2	4.4	2.9	6.0	4.1	5.2	5.3
DK/REFUSED	1.2	1.3	1.7	-	-	0.9	-	2.4	-	1.2	-	3.9	-	0.9	-	2.5	-	1.1	1.5	1.6	1.0

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

	TOTAL			ONLINE ADS TO				SEEN ADS				ADS WILL MAKE		HEARD OF		VISITED	
				STOP UNDERAGE								MORE LIKELY 2		TALKITOUT.ORG		TALKITOUT.ORG	
				DRINKING								LISTEN/PARENT					
	YES	NO		0 OF 3	1 OF 3	2 OF 3	3 OF 3	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	132	166	83	65	87	61	142	65	87	213	13	272				
PROBLEM	93.6	95.6	91.8	91.7	97.2	91.2	95.1	94.0	94.0	93.4	93.6	100.0	93.6				
BIG PROBLEM	53.7	56.4	50.8	52.6	47.5	50.9	63.9	55.9	49.5	60.5	50.9	70.4	52.8				
SMALL PROBLEM	39.9	39.2	41.1	39.1	49.7	40.3	31.3	38.1	44.5	32.9	42.8	29.6	40.8				
NOT A PROBLEM	5.2	4.4	5.9	6.1	2.8	6.7	4.9	4.7	6.0	4.4	5.5	-	5.1				
DK/REFUSED	1.2	-	2.2	2.2	-	2.1	-	1.3	-	2.1	0.9	-	1.4				

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	SOCIAL MEDIA						AGE									
		USE	Insta-	Face-	You-	DON'T	14/	10	11	12	13	14	15/	15	16	17	18/
		SOCIAL	gram	book	Tube	USE	YOUN-						OLDER				OLDER
		MEDIA				SOCIAL	GER										
Total	300	270	100	67	46	26	126	-	6	42	40	38	170	46	57	50	17
PROBLEM	93.6	93.3	92.4	93.0	93.7	96.0	93.1	-	100.0	90.8	90.4	97.3	93.8	88.9	95.2	96.3	95.0
BIG PROBLEM	53.7	54.3	57.4	54.2	55.1	46.3	56.9	-	47.3	65.6	60.6	44.9	51.8	41.4	62.0	48.4	56.3
SMALL PROBLEM	39.9	39.1	35.1	38.7	38.6	49.7	36.2	-	52.7	25.2	29.9	52.4	41.9	47.5	33.2	47.9	38.7
NOT A PROBLEM	5.2	5.3	4.8	5.7	6.3	4.0	6.2	-	-	9.2	7.3	2.7	4.6	9.1	4.8	-	5.0
DK/REFUSED	1.2	1.4	2.8	1.3	-	-	0.7	-	-	-	2.2	-	1.6	2.0	-	3.7	-

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

	TOTAL	WHITE		AFRICAN AMER.		(MALE)		(FEMALE)		RACE				(MALE)		(FEMALE)		GENDER		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total	300	85	119	26	34	65	85	61	84	25	208	60	3	3	109	34	99	26	154	146
PROBLEM	93.6	92.1	94.6	100.0	94.6	96.9	93.3	89.1	94.3	83.8	93.7	96.9	100.0	92.5	93.1	100.0	94.3	92.8	95.0	92.1
BIG PROBLEM	53.7	55.6	48.6	64.1	63.9	60.1	45.1	53.5	58.6	52.2	51.0	64.0	32.7	46.2	47.7	53.1	54.6	78.3	50.9	56.6
SMALL PROBLEM	39.9	36.6	46.0	35.9	30.7	36.8	48.2	35.5	35.7	31.6	42.7	32.9	67.3	46.3	45.4	46.9	39.7	14.6	44.1	35.5
NOT A PROBLEM	5.2	6.8	4.7	-	-	3.1	5.6	9.5	3.5	16.2	5.5	-	-	7.5	6.1	-	4.8	-	4.4	6.0
DK/REFUSED	1.2	1.1	0.8	-	5.4	-	1.1	1.5	2.2	-	0.9	3.1	-	-	0.9	-	0.9	7.2	0.6	1.9

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## 14. HOW DANGEROUS DO YOU THINK IT IS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL?

	TOTAL	AREA												
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST
Total	300	95	39	11	45	85	36	49	53	27	26	12	34	21
DANGEROUS	96.9	98.9	97.4	100.0	100.0	95.6	92.5	97.8	95.0	93.8	96.2	100.0	97.5	95.5
VERY	72.4	80.2	75.5	83.2	83.5	63.4	45.1	76.9	77.6	81.6	73.4	61.8	71.6	67.7
SOMEWHAT	24.5	18.7	21.9	16.8	16.5	32.1	47.4	20.9	17.4	12.1	22.8	38.2	25.9	27.8
NOT DANGEROUS	1.6	-	-	-	-	3.4	5.0	2.2	-	-	-	-	2.5	4.5
DK/REFUSED	1.5	1.1	2.6	-	-	1.1	2.5	-	5.0	6.2	3.8	-	-	-

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## 14. HOW DANGEROUS DO YOU THINK IT IS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL?

	TOTAL	GRADE										WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO	
Total	300	119	37	42	39	181	43	49	51	38	83	124	20	40	61	93	58	89	180	119	
DANGEROUS	96.9	98.4	100.0	95.4	100.0	96.0	100.0	94.1	98.1	91.0	98.9	96.3	100.0	95.8	100.0	94.2	96.6	97.8	96.9	96.8	
VERY	72.4	83.1	96.6	83.8	69.3	65.4	80.2	58.0	70.8	51.3	85.5	61.1	81.5	77.3	85.1	59.5	80.9	71.6	64.4	84.2	
SOMEWHAT	24.5	15.3	3.4	11.6	30.7	30.5	19.8	36.1	27.3	39.6	13.4	35.2	18.5	18.5	14.9	34.8	15.7	26.1	32.5	12.6	
NOT DANGEROUS	1.6	0.8	-	2.2	-	2.1	-	3.9	1.9	2.2	1.1	2.1	-	-	-	2.9	1.6	1.2	1.6	1.5	
DK/REFUSED	1.5	0.9	-	2.4	-	2.0	-	2.0	-	6.8	-	1.5	-	4.2	-	2.9	1.8	1.0	1.4	1.7	

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## 14. HOW DANGEROUS DO YOU THINK IT IS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL?

	TOTAL	TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
-----																					
Total	300	40	78	139	41	130	78	31	29	98	56	82	63	128	145	28	82	100	63	80	110
DANGEROUS	96.9	100.0	97.5	96.1	95.6	97.9	96.5	94.5	100.0	96.4	96.7	97.6	96.9	95.7	98.1	100.0	97.6	94.5	98.7	96.6	98.4
VERY	72.4	73.9	87.8	61.7	77.4	63.4	83.1	64.9	93.3	62.7	81.7	66.4	86.4	61.0	82.6	62.1	90.9	60.7	72.0	57.0	80.5
SOMEWHAT	24.5	26.1	9.7	34.4	18.1	34.5	13.3	29.6	6.7	33.7	15.0	31.1	10.5	34.7	15.4	37.9	6.8	33.8	26.7	39.6	17.8
NOT DANGEROUS	1.6	-	1.2	2.1	2.1	1.4	2.3	-	-	1.9	1.5	1.3	1.4	2.2	1.2	-	1.1	2.9	1.3	2.3	1.6
DK/REFUSED	1.5	-	1.3	1.9	2.4	0.7	1.3	5.5	-	1.7	1.8	1.1	1.6	2.0	0.7	-	1.3	2.6	-	1.1	-

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## 14. HOW DANGEROUS DO YOU THINK IT IS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL?

	TOTAL		THINK IT'S		THINK IT'S		THINK IT'S		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/	
	OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL	
	(AFR. AMER.)		(MALE)		(FEMALE)		ALCOHOL		(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)			
	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	33	24	61	80	68	65	201	98	47	71	154	27	141	66	36	24	104	50	97	48	
DANGEROUS	96.9	94.8	100.0	94.2	98.9	97.1	97.0	96.4	98.0	100.0	97.2	95.2	100.0	96.8	98.6	95.3	100.0	94.9	100.0	98.0	95.9	
VERY	72.4	66.8	92.0	53.5	82.8	67.7	82.5	62.6	92.2	67.6	93.1	61.1	89.8	61.0	91.5	64.7	100.0	58.7	92.5	66.9	91.9	
SOMEWHAT	24.5	28.0	8.0	40.7	16.2	29.3	14.5	33.7	5.8	32.4	4.1	34.2	10.2	35.7	7.1	30.6	-	36.2	7.5	31.1	4.1	
NOT DANGEROUS	1.6	-	-	3.0	1.1	1.6	1.4	1.9	0.9	-	1.3	2.4	-	1.9	1.4	-	-	2.6	-	1.1	1.9	
DK/REFUSED	1.5	5.2	-	2.8	-	1.4	1.6	1.8	1.1	-	1.5	2.3	-	1.3	-	4.7	-	2.6	-	0.9	2.1	

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## 14. HOW DANGEROUS DO YOU THINK IT IS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL?

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total	300	84	9	75	6	15	27	28	93	46	37	7	3	64	58
DANGEROUS	96.9	98.7	100.0	98.6	100.0	92.7	100.0	100.0	95.3	97.9	97.5	63.8	100.0	100.0	95.3
VERY	72.4	64.9	77.5	63.5	68.5	73.5	49.3	70.8	58.4	57.2	61.0	63.8	28.2	68.0	53.3
SOMEWHAT	24.5	33.8	22.5	35.1	31.5	19.2	50.7	29.2	36.9	40.8	36.5	-	71.8	32.0	42.0
NOT DANGEROUS	1.6	1.3	-	1.4	-	7.3	-	-	1.9	2.1	-	12.1	-	-	3.1
DK/REFUSED	1.5	-	-	-	-	-	-	-	2.8	-	2.5	24.1	-	-	1.6

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## 14. HOW DANGEROUS DO YOU THINK IT IS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL?

	TOTAL		AGE STARTED		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL			
	DRINKING		DRINKING		DRINKING		DRINKING						(WHITE)			
	(AFRICAN AMR)		(MALE)		(FEMALE)											
	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH		
Total	300	5	25	44	48	40	45	95	43	52	67	68	29	39	51	
DANGEROUS	96.9	100.0	93.3	100.0	92.7	97.3	98.0	99.0	97.9	100.0	97.5	98.7	96.9	100.0	96.6	
VERY	72.4	31.3	64.2	68.5	49.8	61.1	67.4	59.0	69.3	50.6	68.4	54.4	62.0	48.7	64.3	
SOMEWHAT	24.5	68.7	29.1	31.5	42.9	36.2	30.5	40.0	28.6	49.4	29.0	44.2	34.9	51.3	32.3	
NOT DANGEROUS	1.6	-	-	-	3.8	2.7	-	-	-	-	2.5	-	-	-	3.4	
DK/REFUSED	1.5	-	6.7	-	3.5	-	2.0	1.0	2.1	-	-	1.3	3.1	-	-	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 14. HOW DANGEROUS DO YOU THINK IT IS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL?

	TOTAL	OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL	
		LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	EASY 	HARD 	EASY 	HARD 	EASY 	HARD 	EASY 	HARD 
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	16	7	9	9	47	22	24	43	49	20	28	24	108	170	19	93	89	77	75	117
DANGEROUS	96.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0	96.0	98.1	95.5	100.0	100.0	96.5	98.4	100.0	97.9	95.7	98.9	96.3	98.5
VERY	72.4	66.2	75.7	58.7	80.1	54.4	68.1	41.8	64.8	63.5	70.7	58.3	75.0	62.6	78.8	71.8	84.2	60.7	72.2	60.5	77.6
SOMEWHAT	24.5	33.8	24.3	41.3	19.9	45.6	31.9	58.2	31.2	34.6	24.8	41.7	25.0	33.8	19.5	28.2	13.7	35.1	26.6	35.9	20.9
NOT DANGEROUS	1.6	-	-	-	-	-	-	-	4.0	-	-	-	-	2.7	1.0	-	1.0	3.2	1.1	2.4	1.5
DK/REFUSED	1.5	-	-	-	-	-	-	-	-	1.9	4.5	-	-	0.8	0.6	-	1.1	1.0	-	1.2	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 14. HOW DANGEROUS DO YOU THINK IT IS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL?

	TOTAL	EASY/HARD		EASY/HARD		EASY/HARD		PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING			
		GET ALCOHOL		GET ALCOHOL		GET ALCOHOL		ALCOHOL				ALCOHOL				ALCOHOL			
		(AFR. AMER.)		(MALE)		(FEMALE)						(6th-8th)				(9th-12th)			
		EASY	HARD	EASY	HARD	EASY	HARD	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER
-----																			
Total	300	20	35	54	87	55	82	233	58	175	64	88	21	68	29	145	37	108	34
DANGEROUS	96.9	100.0	100.0	96.6	99.0	96.4	97.6	97.3	100.0	96.4	95.4	98.8	100.0	98.5	96.9	96.3	100.0	95.0	94.2
VERY	72.4	72.1	84.1	62.7	76.8	62.6	81.0	70.5	78.7	67.8	78.0	80.3	86.6	78.4	90.8	64.6	74.4	61.2	67.0
SOMEWHAT	24.5	27.9	15.9	34.0	22.3	33.7	16.7	26.7	21.3	28.6	17.5	18.5	13.4	20.1	6.1	31.7	25.6	33.9	27.2
NOT DANGEROUS	1.6	-	-	3.4	1.0	2.0	1.1	1.1	-	1.5	3.1	-	-	-	3.1	1.8	-	2.5	3.1
DK/REFUSED	1.5	-	-	-	-	1.7	1.3	1.6	-	2.1	1.4	1.2	-	1.5	-	1.8	-	2.5	2.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 14. HOW DANGEROUS DO YOU THINK IT IS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL?

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT	
		ALCOHOL				ALCOHOL				ALCOHOL				ALCOHOL				LAST 3 MONTHS		LAST 3 MONTHS	
		(WHITE)				(AFRICAN AMERICAN)				(MALE)				(FEMALE)						(6th-8th)	
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO
Total	300	171	40	131	36	47	13	34	13	121	29	93	31	112	29	83	32	193	104	77	41
DANGEROUS	96.9	97.9	100.0	97.2	94.9	96.4	100.0	95.1	100.0	95.6	100.0	94.2	100.0	99.1	100.0	98.7	91.0	97.7	95.4	97.5	100.0
VERY	72.4	69.9	80.5	66.6	74.8	73.0	71.4	73.5	100.0	66.1	74.2	63.6	82.5	75.3	83.2	72.6	73.6	72.9	70.6	79.8	88.8
SOMEWHAT	24.5	28.0	19.5	30.6	20.1	23.5	28.6	21.6	-	29.5	25.8	30.7	17.5	23.7	16.8	26.2	17.4	24.8	24.8	17.6	11.2
NOT DANGEROUS	1.6	1.6	-	2.0	2.5	-	-	-	-	2.2	-	2.9	-	-	-	-	6.2	0.9	2.8	1.2	-
DK/REFUSED	1.5	0.6	-	0.8	2.5	3.6	-	4.9	-	2.2	-	2.9	-	0.9	-	1.3	2.8	1.4	1.8	1.3	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 14. HOW DANGEROUS DO YOU THINK IT IS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL?

	TOTAL		TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK	
	(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		W/ PARENTS		(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)			
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
	-----																					
Total	300	116	63	140	64	36	24	92	60	101	43	165	124	64	50	101	74	109	89	37	23	
DANGEROUS	96.9	97.8	92.4	98.7	94.2	95.4	100.0	97.2	95.4	98.1	95.4	99.4	94.1	98.4	100.0	100.0	90.1	100.0	94.9	100.0	92.8	
VERY	72.4	68.2	58.7	71.7	67.3	80.3	76.4	69.0	69.7	76.3	71.8	75.8	66.9	81.9	84.7	71.9	55.0	72.7	67.6	84.7	69.4	
SOMEWHAT	24.5	29.6	33.6	27.0	26.9	15.1	23.6	28.2	25.7	21.7	23.6	23.6	27.2	16.5	15.3	28.1	35.1	27.3	27.3	15.3	23.5	
NOT DANGEROUS	1.6	0.7	4.6	1.3	2.8	-	-	0.9	3.0	0.9	2.5	-	3.0	-	-	-	5.0	-	3.0	-	-	
DK/REFUSED	1.5	1.5	3.0	-	3.0	4.6	-	1.8	1.6	1.0	2.1	0.6	2.9	1.6	-	-	4.8	-	2.1	-	7.2	

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## 14. HOW DANGEROUS DO YOU THINK IT IS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL?

	TOTAL		EMBARRASSED/		EMBARRASSED/		ALCOHOL USE BY PEOPLE				ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE	
	AFRAID 2 TALK		AFRAID 2 TALK		AFRAID 2 TALK		YOUR AGE IS...				BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE	
	(MALE)		(FEMALE)		(FEMALE)						(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)	
	YES	NO	YES	NO	YES	NO	PROB-LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.
-----																						
Total	300	85	65	80	59	281	161	120	16	65	44	96	76	106	89	38	20	78	68	83	52	
DANGEROUS	96.9	100.0	91.8	98.7	96.6	98.1	98.8	97.2	74.3	100.0	100.0	98.0	95.5	98.2	98.1	100.0	91.5	98.8	95.0	98.9	100.0	
VERY	72.4	75.3	60.4	76.3	74.1	73.9	84.1	60.2	38.5	88.9	79.6	80.9	49.1	78.8	64.5	95.1	44.8	82.3	59.8	85.8	60.7	
SOMEWHAT	24.5	24.7	31.4	22.4	22.6	24.2	14.7	37.0	35.8	11.1	20.4	17.2	46.5	19.4	33.6	4.9	46.7	16.4	35.2	13.1	39.3	
NOT DANGEROUS	1.6	-	4.1	-	1.8	0.9	0.6	1.4	12.7	-	-	1.0	2.2	0.9	1.9	-	-	1.2	2.5	-	-	
DK/REFUSED	1.5	-	4.1	1.3	1.6	0.9	0.6	1.4	13.0	-	-	1.0	2.2	0.9	-	-	8.5	-	2.5	1.1	-	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 14. HOW DANGEROUS DO YOU THINK IT IS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL?

	TOTAL	DANGEROUS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL				(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		SEEN TV ADS STOP UNDERAGE DRINKING		HEARD RADIO STOP UNDERAGE DRINKING	
		DANG- EROUS	Very	Smwt.	NOT DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	YES	NO	YES	NO
Total	300	291	217	74	5	99	18	119	55	147	55	47	11	107	41	110	32	176	123	114	183
DANGEROUS	96.9	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	97.4	96.2	97.5	96.5
VERY	72.4	74.7	100.0	-	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	75.4	67.8	83.0	65.4
SOMEWHAT	24.5	25.3	-	100.0	-	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	22.0	28.3	14.5	31.1
NOT DANGEROUS	1.6	-	-	-	100.0	-	-	-	-	-	-	-	-	-	-	-	-	0.5	3.1	0.7	2.1
DK/REFUSED	1.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.1	0.7	1.8	1.4

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## 14. HOW DANGEROUS DO YOU THINK IT IS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL?

	TOTAL			ONLINE ADS TO STOP UNDERAGE DRINKING				SEEN ADS				ADS WILL MAKE MORE LIKELY 2 LISTEN/PARENT		HEARD OF TALKITOUT.ORG		VISITED TALKITOUT.ORG	
				YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	132	166	83	65	87	61	142	65	87	213	13	272				
DANGEROUS	96.9	98.1	95.9	94.3	100.0	95.7	98.6	97.5	98.5	100.0	95.6	100.0	96.6				
VERY	72.4	75.9	69.2	64.0	69.4	72.0	85.7	79.6	65.0	81.4	68.7	85.9	71.9				
SOMEWHAT	24.5	22.2	26.7	30.3	30.6	23.7	12.9	17.9	33.5	18.6	26.9	14.1	24.7				
NOT DANGEROUS	1.6	0.6	2.3	4.6	-	-	1.4	0.6	-	-	2.2	-	1.7				
DK/REFUSED	1.5	1.3	1.8	1.1	-	4.3	-	1.9	1.5	-	2.2	-	1.7				

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 14. HOW DANGEROUS DO YOU THINK IT IS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL?

	TOTAL	SOCIAL MEDIA						AGE									
		USE	Insta-	Face-	You-	DON'T	14/	10	11	12	13	14	15/	15	16	17	18/
		SOCIAL	gram	book	Tube	USE	YOUN-						OLDER				OLDER
		MEDIA				SOCIAL	GER										
Total	300	270	100	67	46	26	126	-	6	42	40	38	170	46	57	50	17
DANGEROUS	96.9	97.7	95.6	98.5	100.0	92.4	98.5	-	100.0	100.0	95.1	100.0	95.7	95.5	98.5	92.9	95.1
VERY	72.4	73.1	77.0	70.2	84.3	68.7	85.4	-	100.0	92.2	83.7	77.6	63.7	57.5	73.3	66.2	41.5
SOMEWHAT	24.5	24.5	18.5	28.4	15.7	23.7	13.0	-	-	7.8	11.4	22.4	32.0	38.0	25.2	26.7	53.6
NOT DANGEROUS	1.6	1.0	1.7	-	-	7.6	0.7	-	-	-	2.3	-	2.2	2.3	1.5	1.9	4.9
DK/REFUSED	1.5	1.4	2.7	1.5	-	-	0.8	-	-	-	2.6	-	2.1	2.2	-	5.2	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 14. HOW DANGEROUS DO YOU THINK IT IS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL?

	TOTAL	WHITE		AFRICAN AMER.		(MALE)		(FEMALE)		RACE				(MALE)		(FEMALE)		GENDER		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total	300	85	119	26	34	65	85	61	84	25	208	60	3	3	109	34	99	26	154	146
DANGEROUS	96.9	98.9	96.2	100.0	95.1	100.0	93.8	96.8	97.6	91.6	97.4	97.2	100.0	100.0	96.7	95.0	98.1	100.0	96.5	97.3
VERY	72.4	86.7	60.9	85.5	73.7	87.1	58.4	83.7	69.1	68.6	70.9	78.7	65.6	79.2	67.3	73.6	74.9	85.4	69.7	75.3
SOMEWHAT	24.5	12.2	35.2	14.5	21.4	12.9	35.4	13.2	28.5	22.9	26.5	18.5	34.4	20.8	29.4	21.4	23.3	14.6	26.9	22.0
NOT DANGEROUS	1.6	1.1	2.2	-	-	-	3.1	1.5	1.3	4.3	1.7	-	-	-	2.4	-	0.9	-	1.7	1.4
DK/REFUSED	1.5	-	1.6	-	4.9	-	3.1	1.7	1.1	4.1	0.9	2.8	-	-	0.9	5.0	0.9	-	1.7	1.3

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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15. 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	AREA												
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST
Total	300	95	39	11	45	85	36	49	53	27	26	12	34	21
YES	76.4	78.0	70.8	82.8	83.0	71.0	72.7	69.7	83.5	78.8	88.5	56.0	75.8	85.0
NO	22.0	20.0	24.3	17.2	17.0	29.0	27.3	30.3	14.5	21.2	7.6	44.0	24.2	5.7
DK/REFUSED	1.6	2.0	4.9	-	-	-	-	-	2.0	-	4.0	-	-	9.3

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15. 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	GRADE									WHITE	AFRICAN AMER.	MALE	FEMALE	TALKED ABOUT DRINKING ALCOHOL					
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO
Total	300	119	37	42	39	181	43	49	51	38	83	124	20	40	61	93	58	89	180	119
YES	76.4	83.7	83.5	86.0	81.3	71.5	75.8	65.5	70.8	75.6	86.4	71.0	90.3	77.6	82.7	63.2	84.7	80.3	70.7	85.4
NO	22.0	14.6	13.7	14.0	16.2	26.8	24.2	32.5	25.4	24.4	11.2	27.5	9.7	22.4	15.7	34.7	13.5	18.6	27.7	12.9
DK/REFUSED	1.6	1.7	2.8	-	2.4	1.6	-	2.0	3.8	-	2.4	1.5	-	-	1.6	2.1	1.8	1.1	1.6	1.7

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15. 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	TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total	300	40	78	139	41	130	78	31	29	98	56	82	63	128	145	28	82	100	63	80	110
YES	76.4	80.4	85.4	67.9	85.4	72.9	85.0	71.0	93.3	64.5	82.2	78.0	88.3	68.4	85.4	69.9	89.1	68.0	80.6	69.9	83.9
NO	22.0	19.6	12.0	30.0	14.6	25.6	12.4	29.0	6.7	33.5	16.1	20.7	10.1	30.1	13.9	30.1	9.6	30.0	19.4	28.9	15.2
DK/REFUSED	1.6	-	2.5	2.1	-	1.5	2.6	-	-	2.0	1.7	1.2	1.6	1.5	0.7	-	1.3	1.9	-	1.2	0.9

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15. 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	THINK IT'S  OKAY TO DRINK   (AFR. AMER.)		THINK IT'S  OKAY TO DRINK   (MALE)		THINK IT'S  OKAY TO DRINK   (FEMALE)		KNOW PEOPLE/  TRIED ALCOHOL   ALCOHOL		KNOW PEOPLE/  TRIED ALCOHOL   (6th-8th)		KNOW PEOPLE/  TRIED ALCOHOL   (9th-12th)		KNOW PEOPLE/  TRIED ALCOHOL   (WHITE)		KNOW PEOPLE/  TRIED ALCOHOL   (AFR. AMER.)		KNOW PEOPLE/  TRIED ALCOHOL   (MALE)		KNOW PEOPLE/  TRIED ALCOHOL   (FEMALE)		
		OKAY	NOT  OKAY	OKAY	NOT  OKAY	OKAY	NOT  OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
		-----																				
Total	300	33	24	61	80	68	65	201	98	47	71	154	27	141	66	36	24	104	50	97	48	
YES	76.4	71.9	100.0	59.0	83.3	76.9	88.1	70.2	88.7	76.1	88.6	68.4	88.9	72.4	87.0	69.9	100.0	63.5	86.5	77.5	90.9	
NO	22.0	28.1	-	37.8	16.7	23.1	10.3	28.3	9.3	23.9	8.6	29.7	11.1	26.3	9.9	30.1	-	34.7	11.6	21.5	6.9	
DK/REFUSED	1.6	-	-	3.2	-	-	1.6	1.5	2.0	-	2.8	1.9	-	1.4	3.0	-	-	1.9	1.9	1.0	2.2	

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15. 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	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total	300	84	9	75	6	15	27	28	93	46	37	7	3	64	58
YES	76.4	70.9	44.2	74.0	100.0	77.9	74.1	66.6	70.5	65.6	69.5	100.0	92.4	76.8	72.6
NO	22.0	29.1	55.8	26.0	-	22.1	25.9	33.4	27.4	34.4	25.2	-	7.6	23.2	25.8
DK/REFUSED	1.6	-	-	-	-	-	-	-	2.1	-	5.2	-	-	-	1.6

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15. 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	AGE STARTED   DRINKING   (AFRICAN AMR)		AGE STARTED   DRINKING   (MALE)		AGE STARTED   DRINKING   (FEMALE)		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL (WHITE)			
		14/  YOUN-  GER	15/  OVER	14/  YOUN-  GER	15/  OVER	14/  YOUN-  GER	15/  OVER	LEAST/  ONCE/A  MONTH	Least/  Once/A  Week	Least/  Once/A  Month	LESS/  ONCE/A  MONTH	LEAST/  ONCE/A  MONTH	Least/  Once/A  Week	Least/  Once/A  Month	LESS/  ONCE/A  MONTH
Total	300	5	25	44	48	40	45	95	43	52	67	68	29	39	51
YES	76.4	64.0	64.7	70.0	60.8	71.9	80.7	70.1	71.8	68.8	68.3	72.4	77.8	68.4	69.7
NO	22.0	36.0	35.3	30.0	35.2	28.1	19.3	28.8	25.8	31.2	30.4	27.6	22.2	31.6	28.4
DK/REFUSED	1.6	-	-	-	4.1	-	-	1.0	2.3	-	1.4	-	-	-	1.8

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15. 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	OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				EASY/HARD GET ALCOHOL (6th-8th)		EASY/HARD GET ALCOHOL (9th-12th)		EASY/HARD GET ALCOHOL (WHITE)			
		LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	EASY HARD	EASY HARD	EASY HARD	EASY HARD	EASY HARD	EASY HARD		
Total	300	16	7	9	9	47	22	24	43	49	20	28	24	108	170	19	93	89	77	75	117
YES	76.4	67.3	50.4	80.7	59.6	64.2	71.5	57.4	61.9	75.9	72.2	78.5	79.7	68.4	81.7	74.2	85.5	67.2	76.9	70.8	82.9
NO	22.0	32.7	49.6	19.3	40.4	33.7	24.1	42.6	35.9	24.1	27.8	21.5	20.3	29.8	17.7	25.8	13.3	30.6	23.1	27.9	16.2
DK/REFUSED	1.6	-	-	-	-	2.1	4.4	-	2.2	-	-	-	-	1.8	0.6	-	1.1	2.2	-	1.3	0.9

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15. 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	EASY/HARD GET ALCOHOL (AFR. AMER.)		EASY/HARD GET ALCOHOL (MALE)		EASY/HARD GET ALCOHOL (FEMALE)		PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)			
		EASY	HARD	EASY	HARD	EASY	HARD	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER
Total	300	20	35	54	87	55	82	233	58	175	64	88	21	68	29	145	37	108	34
YES	76.4	72.4	84.5	62.4	78.3	74.3	85.2	77.9	88.4	74.4	74.4	83.3	81.5	83.8	87.9	74.6	92.2	68.5	62.9
NO	22.0	27.6	15.5	35.8	21.7	23.9	13.5	20.9	11.6	23.9	25.6	14.5	18.5	13.3	12.1	24.8	7.8	30.6	37.1
DK/REFUSED	1.6	-	-	1.9	-	1.8	1.3	1.3	-	1.7	-	2.3	-	2.9	-	0.6	-	0.9	-

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15. 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	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT	
		ALCOHOL (WHITE)				ALCOHOL (AFRICAN AMERICAN)				ALCOHOL (MALE)				ALCOHOL (FEMALE)				LAST 3 MONTHS		LAST 3 MONTHS	
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO
Total	300	171	40	131	36	47	13	34	13	121	29	93	31	112	29	83	32	193	104	77	41
YES	76.4	77.1	88.1	73.8	79.4	80.7	100.0	73.6	86.2	71.4	83.5	67.6	71.4	84.9	93.2	82.0	77.3	80.5	69.6	86.5	78.0
NO	22.0	21.2	11.9	24.0	20.6	19.3	-	26.4	13.8	27.0	16.5	30.3	28.6	14.2	6.8	16.8	22.7	19.0	27.6	13.5	17.1
DK/REFUSED	1.6	1.7	-	2.2	-	-	-	-	-	1.6	-	2.0	-	0.9	-	1.3	-	0.5	2.8	-	4.9

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15. 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		TALK W/PARENT		TALK W/PARENT		TALK W/PARENT		TALK W/PARENT		TALK W/PARENT		EMBARRASSED/ LAST 3 MONTHS		EMBARRASSED/ LAST 3 MONTHS		EMBARRASSED/ LAST 3 MONTHS		EMBARRASSED/ LAST 3 MONTHS		EMBARRASSED/ LAST 3 MONTHS	
	LAST 3 MONTHS		LAST 3 MONTHS		LAST 3 MONTHS		LAST 3 MONTHS		LAST 3 MONTHS		LAST 3 MONTHS		AFRAID 2 TALK		AFRAID 2 TALK		AFRAID 2 TALK		AFRAID 2 TALK		AFRAID 2 TALK	
	(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		W/ PARENTS		(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(AFR. AMER.)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	116	63	140	64	36	24	92	60	101	43	165	124	64	50	101	74	109	89	37	23	
YES	76.4	76.5	64.2	80.5	71.5	84.9	77.3	71.2	71.1	88.9	67.6	83.9	66.6	84.1	82.1	83.8	56.2	84.7	67.4	89.7	69.7	
NO	22.0	22.7	34.3	19.5	23.9	15.1	22.7	27.7	25.8	11.1	30.0	15.5	31.0	14.4	15.8	16.2	41.2	14.4	29.3	10.3	30.3	
DK/REFUSED	1.6	0.9	1.5	-	4.6	-	-	1.1	3.1	-	2.4	0.6	2.4	1.5	2.1	-	2.6	0.9	3.3	-	-	

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15. 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		EMBARRASSED/ AFRAID 2 TALK (MALE)		EMBARRASSED/ AFRAID 2 TALK (FEMALE)		ALCOHOL USE BY PEOPLE YOUR AGE IS...				ALCOHOL USE BY YOUR AGE (6th-8th)		ALCOHOL USE BY YOUR AGE (9th-12th)		ALCOHOL USE BY YOUR AGE (WHITE)		ALCOHOL USE BY YOUR AGE (AFR. AMER.)		ALCOHOL USE BY YOUR AGE (MALE)		ALCOHOL USE BY YOUR AGE (FEMALE)	
	YES	NO	YES	NO	PROB- LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.
Total	300	85	65	80	59	281	161	120	16	65	44	96	76	106	89	38	20	78	68	83	52	
YES	76.4	83.1	57.5	84.8	76.5	77.2	83.4	68.9	54.8	83.8	84.5	83.1	60.0	85.3	69.5	85.7	72.7	75.0	69.0	91.4	68.8	
NO	22.0	15.8	41.1	15.2	20.0	21.0	15.4	28.6	45.2	14.7	13.1	15.8	37.4	13.8	27.2	14.3	27.3	22.6	29.6	8.6	27.3	
DK/REFUSED	1.6	1.1	1.4	-	3.4	1.8	1.2	2.5	-	1.5	2.4	1.0	2.5	0.9	3.3	-	-	2.5	1.4	-	3.9	

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15. 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	DANGEROUS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL				(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		SEEN TV ADS STOP UNDERAGE DRINKING		HEARD RADIO STOP UNDERAGE DRINKING	
		DANG- EROUS	Very	Smwt.	NOT DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	YES	NO	YES	NO
Total	300	291	217	74	5	99	18	119	55	147	55	47	11	107	41	110	32	176	123	114	183
YES	76.4	77.2	83.3	59.3	37.9	86.2	68.3	80.9	56.3	85.5	59.4	84.8	66.5	80.8	48.5	85.8	73.2	75.4	77.5	77.0	75.6
NO	22.0	21.1	14.8	39.4	62.1	11.8	31.7	17.4	42.0	12.5	38.9	15.2	33.5	17.4	49.3	12.4	26.8	23.4	20.1	22.1	22.3
DK/REFUSED	1.6	1.7	1.8	1.3	-	2.0	-	1.7	1.7	2.0	1.7	-	-	1.8	2.3	1.8	-	1.1	2.4	0.9	2.1

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15. 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		ONLINE ADS TO		SEEN ADS				ADS WILL MAKE		HEARD OF		VISITED	
			STOP UNDERAGE						MORE LIKELY 2		TALKITOUT.ORG		TALKITOUT.ORG	
			DRINKING						LISTEN/PARENT					
	YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	YES	NO	YES	NO	YES	NO	YES	NO
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	132	166	83	65	87	61	142	65	87	213	13	272	
YES	76.4	77.4	75.2	76.9	74.8	73.4	79.7	82.9	62.4	71.0	78.5	92.1	75.4	
NO	22.0	20.4	23.6	22.0	22.0	24.4	20.3	15.7	34.6	25.6	20.5	7.9	23.1	
DK/REFUSED	1.6	2.2	1.2	1.1	3.1	2.2	-	1.4	3.0	3.4	0.9	-	1.4	

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15. 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	SOCIAL MEDIA						AGE									
		USE	Insta-	Face-	You-	DON'T	14/	10	11	12	13	14	15/	15	16	17	18/
		SOCIAL	gram	book	Tube	USE	YOUN-						OLDER				OLDER
		MEDIA				SOCIAL	GER										
Total	300	270	100	67	46	26	126	-	6	42	40	38	170	46	57	50	17
YES	76.4	76.9	75.0	76.0	82.8	76.6	83.4	-	77.8	86.1	79.9	84.9	71.7	66.3	75.2	64.7	94.5
NO	22.0	21.3	24.0	22.6	12.8	23.4	15.0	-	22.2	11.4	17.8	15.1	26.6	33.7	23.0	31.4	5.5
DK/REFUSED	1.6	1.8	1.0	1.4	4.4	-	1.6	-	-	2.5	2.4	-	1.7	-	1.7	3.9	-

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15. 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	WHITE		AFRICAN AMER.		(MALE)		(FEMALE)		RACE				(MALE)		(FEMALE)		GENDER		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total	300	85	119	26	34	65	85	61	84	25	208	60	3	3	109	34	99	26	154	146
YES	76.4	85.5	72.0	85.5	79.2	79.8	65.2	87.2	78.2	59.8	77.1	81.9	67.3	54.4	69.6	79.1	85.4	85.4	70.9	82.1
NO	22.0	12.1	26.4	14.5	20.8	18.8	32.5	11.1	20.6	36.2	21.0	18.1	32.7	45.6	28.6	20.9	12.5	14.6	27.2	16.6
DK/REFUSED	1.6	2.3	1.6	-	-	1.5	2.3	1.7	1.2	4.0	1.9	-	-	-	1.7	-	2.1	-	1.9	1.4

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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16. OVER THE LAST FEW MONTHS, HAVE YOU SEEN ANY TELEVISION ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	AREA												
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST
Total	300	95	39	11	45	85	36	49	53	27	26	12	34	21
YES	58.8	63.8	64.6	75.0	60.3	65.8	57.3	72.2	55.0	54.2	55.8	61.8	44.9	37.9
NO	40.9	36.2	35.4	25.0	39.7	33.1	40.3	27.8	45.0	45.8	44.2	38.2	55.1	62.1
DK/REFUSED	0.3	-	-	-	-	1.0	2.4	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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16. OVER THE LAST FEW MONTHS, HAVE YOU SEEN ANY TELEVISION ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	GRADE									WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO
Total	300	119	37	42	39	181	43	49	51	38	83	124	20	40	61	93	58	89	180	119
YES	58.8	56.4	46.8	64.2	57.0	60.4	67.0	59.0	50.9	67.4	56.8	56.7	47.1	78.0	57.0	62.7	55.7	58.0	57.8	60.7
NO	40.9	42.9	50.9	35.8	43.0	39.6	33.0	41.0	49.1	32.6	42.1	43.3	52.9	22.0	41.6	37.3	44.3	42.0	41.7	39.3
DK/REFUSED	0.3	0.7	2.3	-	-	-	-	-	-	-	1.0	-	-	-	1.4	-	-	-	0.5	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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16. OVER THE LAST FEW MONTHS, HAVE YOU SEEN ANY TELEVISION ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
		-----																			
Total	300	40	78	139	41	130	78	31	29	98	56	82	63	128	145	28	82	100	63	80	110
YES	58.8	58.6	55.2	57.6	71.0	56.5	57.8	65.3	70.1	58.7	63.5	56.8	58.2	55.0	63.6	56.8	58.5	54.5	70.3	54.7	60.5
NO	40.9	39.3	44.8	42.4	29.0	42.9	42.2	34.7	29.9	40.4	36.5	43.2	41.8	45.0	36.4	43.2	41.5	45.5	29.7	45.3	39.5
DK/REFUSED	0.3	2.1	-	-	-	0.7	-	-	-	0.9	-	-	-	-	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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16. OVER THE LAST FEW MONTHS, HAVE YOU SEEN ANY TELEVISION ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	THINK IT'S  OKAY TO DRINK (AFR. AMER.)		THINK IT'S  OKAY TO DRINK (MALE)		THINK IT'S  OKAY TO DRINK (FEMALE)		KNOW PEOPLE/  TRIED ALCOHOL  ALCOHOL		KNOW PEOPLE/  TRIED ALCOHOL (6th-8th)		KNOW PEOPLE/  TRIED ALCOHOL (9th-12th)		KNOW PEOPLE/  TRIED ALCOHOL (WHITE)		KNOW PEOPLE/  TRIED ALCOHOL (AFR. AMER.)		KNOW PEOPLE/  TRIED ALCOHOL (MALE)		KNOW PEOPLE/  TRIED ALCOHOL (FEMALE)	
		OKAY	NOT  OKAY	OKAY	NOT  OKAY	OKAY	NOT  OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
		-----							-----								-----				
Total	300	33	24	61	80	68	65	201	98	47	71	154	27	141	66	36	24	104	50	97	48
YES	58.8	67.2	70.5	54.7	66.3	55.3	60.3	60.7	55.3	66.6	50.2	58.9	68.5	59.2	52.4	70.8	62.8	64.4	52.1	56.8	58.7
NO	40.9	32.8	29.5	45.3	33.7	44.7	39.7	39.3	43.8	33.4	48.5	41.1	31.5	40.8	46.3	29.2	37.2	35.6	46.2	43.2	41.3
DK/REFUSED	0.3	-	-	-	-	-	-	-	0.9	-	1.2	-	-	-	1.3	-	-	-	1.7	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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16. OVER THE LAST FEW MONTHS, HAVE YOU SEEN ANY TELEVISION ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total	300	84	9	75	6	15	27	28	93	46	37	7	3	64	58
YES	58.8	60.6	56.3	61.1	68.8	53.1	65.1	60.0	59.0	59.2	56.3	86.5	20.7	62.0	56.1
NO	40.9	39.4	43.7	38.9	31.2	46.9	34.9	40.0	41.0	40.8	43.7	13.5	79.3	38.0	43.9
DK/REFUSED	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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16. OVER THE LAST FEW MONTHS, HAVE YOU SEEN ANY TELEVISION ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL		AGE STARTED		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL			
	DRINKING		DRINKING		DRINKING		DRINKING						(WHITE)			
	(AFRICAN AMR)		(MALE)		(FEMALE)											
	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH
Total	300	5	25	44	48	40	45	95	43	52	67	68	29	39	51	
YES	58.8	36.0	71.9	57.5	66.8	64.0	50.9	62.7	60.3	64.6	57.0	62.1	71.2	55.4	58.8	
NO	40.9	64.0	28.1	42.5	33.2	36.0	49.1	37.3	39.7	35.4	43.0	37.9	28.8	44.6	41.2	
DK/REFUSED	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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16. OVER THE LAST FEW MONTHS, HAVE YOU SEEN ANY TELEVISION ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL	
		LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	EASY 	HARD 	EASY 	HARD 	EASY 	HARD 	EASY 	HARD 
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	16	7	9	9	47	22	24	43	49	20	28	24	108	170	19	93	89	77	75	117
YES	58.8	78.1	50.4	100.0	42.1	69.5	66.4	72.4	51.9	56.0	53.5	57.9	66.3	57.7	59.0	71.3	55.2	54.8	63.7	55.6	56.4
NO	40.9	21.9	49.6	-	57.9	30.5	33.6	27.6	48.1	44.0	46.5	42.1	33.7	42.3	40.5	28.7	43.9	45.2	36.3	44.4	42.9
DK/REFUSED	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	0.5	-	0.9	-	-	-	0.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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16. OVER THE LAST FEW MONTHS, HAVE YOU SEEN ANY TELEVISION ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL		EASY/HARD		EASY/HARD		EASY/HARD		PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING			
	GET ALCOHOL		GET ALCOHOL		GET ALCOHOL		GET ALCOHOL		ALCOHOL				ALCOHOL				ALCOHOL			
	(AFR. AMER.)		(MALE)		(FEMALE)		(FEMALE)						(6th–8th)				(9th–12th)			
	EASY	HARD	EASY	HARD	EASY	HARD	EASY	HARD	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER
Total	300	20	35	54	87	55	82	233	58	175	64	88	21	68	29	145	37	108	34	
YES	58.8	64.9	69.3	62.2	59.8	53.3	58.2	60.2	61.9	59.6	56.4	56.3	54.2	56.9	58.6	62.6	66.2	61.3	54.6	
NO	40.9	35.1	30.7	37.8	39.2	46.7	41.8	39.4	38.1	39.9	43.6	42.8	45.8	41.8	41.4	37.4	33.8	38.7	45.4	
DK/REFUSED	0.3	-	-	-	1.0	-	-	0.4	-	0.5	-	1.0	-	1.3	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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16. OVER THE LAST FEW MONTHS, HAVE YOU SEEN ANY TELEVISION ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT	
		ALCOHOL				ALCOHOL				ALCOHOL				ALCOHOL				LAST 3 MONTHS		LAST 3 MONTHS	
		(WHITE)				(AFRICAN AMERICAN)				(MALE)				(FEMALE)						(6th-8th)	
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	171	40	131	36	47	13	34	13	121	29	93	31	112	29	83	32	193	104	77	41
YES	58.8	57.6	59.7	57.0	54.1	70.2	72.5	69.4	58.2	60.0	51.4	62.7	63.8	60.4	72.2	56.2	49.2	64.8	48.9	61.6	47.7
NO	40.9	41.8	40.3	42.3	45.9	29.8	27.5	30.6	41.8	39.3	48.6	36.4	36.2	39.6	27.8	43.8	50.8	35.2	50.2	38.4	50.1
DK/REFUSED	0.3	0.5	-	0.7	-	-	-	-	-	0.7	-	0.9	-	-	-	-	-	-	0.8	-	2.1

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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16. OVER THE LAST FEW MONTHS, HAVE YOU SEEN ANY TELEVISION ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK	
		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		W/ PARENTS		(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	116	63	140	64	36	24	92	60	101	43	165	124	64	50	101	74	109	89	37	23
YES	58.8	66.9	49.7	62.8	45.3	70.3	63.6	70.0	46.3	60.1	52.6	57.3	62.1	49.7	66.1	62.0	59.4	54.7	60.0	65.9	70.3
NO	40.9	33.1	50.3	37.2	53.3	29.7	36.4	30.0	52.3	39.9	47.4	42.7	37.2	50.3	32.2	38.0	40.6	45.3	39.0	34.1	29.7
DK/REFUSED	0.3	-	-	-	1.4	-	-	-	1.4	-	-	-	0.7	-	1.7	-	-	-	1.0	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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16. OVER THE LAST FEW MONTHS, HAVE YOU SEEN ANY TELEVISION ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL		EMBARRASSED/ AFRAID 2 TALK (MALE)		EMBARRASSED/ AFRAID 2 TALK (FEMALE)		ALCOHOL USE BY PEOPLE YOUR AGE IS...				ALCOHOL USE BY YOUR AGE (6th-8th)		ALCOHOL USE BY YOUR AGE (9th-12th)		ALCOHOL USE BY YOUR AGE (WHITE)		ALCOHOL USE BY YOUR AGE (AFR. AMER.)		ALCOHOL USE BY YOUR AGE (MALE)		ALCOHOL USE BY YOUR AGE (FEMALE)	
	YES	NO	YES	NO	PROB- LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.
-----																						
Total	300	85	65	80	59	281	161	120	16	65	44	96	76	106	89	38	20	78	68	83	52	
YES	58.8	57.5	65.1	57.0	58.9	58.4	59.3	57.2	67.6	54.0	58.9	62.9	56.2	53.5	59.5	76.9	46.6	64.1	54.6	54.8	60.5	
NO	40.9	42.5	33.6	43.0	41.1	41.3	40.1	42.8	32.4	44.6	41.1	37.1	43.8	45.7	40.5	23.1	53.4	34.8	45.4	45.2	39.5	
DK/REFUSED	0.3	-	1.3	-	-	0.3	0.5	-	-	1.3	-	-	-	0.8	-	-	-	1.1	-	-	-	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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16. OVER THE LAST FEW MONTHS, HAVE YOU SEEN ANY TELEVISION ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	DANGEROUS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL				(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		SEEN TV ADS STOP UNDERAGE DRINKING		HEARD RADIO STOP UNDERAGE DRINKING	
		DANG- EROUS	Very	Smwt.	NOT DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	YES	NO	YES	NO
Total	300	291	217	74	5	99	18	119	55	147	55	47	11	107	41	110	32	176	123	114	183
YES	58.8	59.1	61.3	52.7	18.2	57.1	52.6	64.7	52.8	59.7	51.1	70.2	51.6	62.9	53.3	59.7	52.0	100.0	-	80.1	45.9
NO	40.9	40.6	38.3	47.3	81.8	42.0	47.4	35.3	47.2	39.7	48.9	29.8	48.4	36.3	46.7	40.3	48.0	-	100.0	19.9	54.1
DK/REFUSED	0.3	0.3	0.4	-	-	0.9	-	-	-	0.6	-	-	-	0.8	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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16. OVER THE LAST FEW MONTHS, HAVE YOU SEEN ANY TELEVISION ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL			ONLINE ADS TO				SEEN ADS				ADS WILL MAKE		HEARD OF		VISITED	
				STOP UNDERAGE								MORE LIKELY 2		TALKITOUT.ORG		TALKITOUT.ORG	
				DRINKING								LISTEN/PARENT					
	YES	NO		0 OF 3	1 OF 3	2 OF 3	3 OF 3	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	132	166	83	65	87	61	142	65	87	213	13	272				
YES	58.8	78.2	44.3	-	65.3	83.4	100.0	88.8	70.9	78.3	50.8	79.2	59.0				
NO	40.9	21.8	55.7	100.0	34.7	16.6	-	11.2	29.1	20.7	49.2	20.8	40.7				
DK/REFUSED	0.3	-	-	-	-	-	-	-	-	1.0	-	-	0.3				

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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16. OVER THE LAST FEW MONTHS, HAVE YOU SEEN ANY TELEVISION ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	SOCIAL MEDIA						AGE									
		USE	Insta-	Face-	You-	DON'T	14/	10	11	12	13	14	15/	15	16	17	18/
		SOCIAL	gram	book	Tube	USE	YOUN-						OLDER				OLDER
		MEDIA				SOCIAL	GER										
Total	300	270	100	67	46	26	126	-	6	42	40	38	170	46	57	50	17
YES	58.8	61.0	56.9	56.3	68.5	39.2	60.3	-	67.7	53.1	57.6	70.0	59.1	59.3	59.7	53.8	71.9
NO	40.9	38.7	43.1	43.7	29.6	60.8	39.0	-	32.3	44.9	42.4	30.0	40.9	40.7	40.3	46.2	28.1
DK/REFUSED	0.3	0.3	-	-	1.9	-	0.7	-	-	2.1	-	-	-	-	-	-	-

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16. OVER THE LAST FEW MONTHS, HAVE YOU SEEN ANY TELEVISION ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	WHITE		AFRICAN AMER.		(MALE)		(FEMALE)			RACE				(MALE)		(FEMALE)		GENDER	
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total	300	85	119	26	34	65	85	61	84	25	208	60	3	3	109	34	99	26	154	146
YES	58.8	61.0	55.5	58.5	74.4	62.0	61.9	58.5	56.3	59.1	56.8	67.6	32.7	52.0	60.5	64.3	52.6	72.0	60.4	57.1
NO	40.9	38.0	44.5	41.5	25.6	36.6	38.1	41.5	43.7	40.9	42.8	32.4	67.3	48.0	38.7	35.7	47.4	28.0	39.0	42.9
DK/REFUSED	0.3	1.0	-	-	-	1.3	-	-	-	-	0.4	-	-	-	0.8	-	-	-	0.6	-

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17. OVER THE LAST FEW MONTHS, HAVE YOU HEARD ANY RADIO ADS ABOUT STOPPING UNDERAGED DRINKING?

	TOTAL	AREA												
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST
Total	300	95	39	11	45	85	36	49	53	27	26	12	34	21
YES	38.0	40.5	47.0	40.9	34.8	37.8	30.5	43.2	27.1	30.9	23.3	61.5	34.2	48.1
NO	61.0	58.5	53.0	50.5	65.2	60.0	67.1	54.8	72.9	69.1	76.7	38.5	65.8	51.9
DK/REFUSED	0.9	1.0	-	8.6	-	2.2	2.4	2.0	-	-	-	-	-	-

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17. OVER THE LAST FEW MONTHS, HAVE YOU HEARD ANY RADIO ADS ABOUT STOPPING UNDERAGED DRINKING?

	TOTAL	GRADE									WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO
Total	300	119	37	42	39	181	43	49	51	38	83	124	20	40	61	93	58	89	180	119
YES	38.0	33.1	21.1	41.3	35.6	41.3	53.0	41.3	38.0	32.4	35.7	39.6	18.7	54.3	37.5	38.4	28.4	44.2	37.0	39.8
NO	61.0	65.4	76.6	58.7	61.9	58.2	47.0	58.7	60.1	67.6	62.1	59.7	81.3	45.7	59.4	61.6	71.6	54.7	62.0	59.4
DK/REFUSED	0.9	1.6	2.3	-	2.5	0.5	-	-	1.9	-	2.2	0.8	-	-	3.0	-	-	1.1	1.0	0.8

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17. OVER THE LAST FEW MONTHS, HAVE YOU HEARD ANY RADIO ADS ABOUT STOPPING UNDERAGED DRINKING?

	TOTAL	TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total	300	40	78	139	41	130	78	31	29	98	56	82	63	128	145	28	82	100	63	80	110
YES	38.0	29.9	34.7	39.1	49.5	37.6	39.2	40.9	44.0	37.2	39.7	36.8	40.0	39.9	37.5	37.6	31.5	40.6	45.2	43.2	36.1
NO	61.0	68.0	64.0	60.2	50.5	61.0	59.6	59.1	56.0	62.0	58.6	62.0	60.0	59.3	61.8	62.4	67.3	58.5	54.8	55.6	63.1
DK/REFUSED	0.9	2.1	1.2	0.7	-	1.4	1.3	-	-	0.9	1.7	1.2	-	0.7	0.7	-	1.2	1.0	-	1.2	0.9

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17. OVER THE LAST FEW MONTHS, HAVE YOU HEARD ANY RADIO ADS ABOUT STOPPING UNDERAGED DRINKING?

	TOTAL	THINK IT'S  OKAY TO DRINK (AFR. AMER.)		THINK IT'S  OKAY TO DRINK (MALE)		THINK IT'S  OKAY TO DRINK (FEMALE)		KNOW PEOPLE/  TRIED ALCOHOL  ALCOHOL		KNOW PEOPLE/  TRIED ALCOHOL (6th-8th)		KNOW PEOPLE/  TRIED ALCOHOL (9th-12th)		KNOW PEOPLE/  TRIED ALCOHOL (WHITE)		KNOW PEOPLE/  TRIED ALCOHOL (AFR. AMER.)		KNOW PEOPLE/  TRIED ALCOHOL (MALE)		KNOW PEOPLE/  TRIED ALCOHOL (FEMALE)	
		OKAY	NOT  OKAY	OKAY	NOT  OKAY	OKAY	NOT  OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
		-----							-----								-----				
Total	300	33	24	61	80	68	65	201	98	47	71	154	27	141	66	36	24	104	50	97	48
YES	38.0	44.6	38.6	33.7	39.5	45.5	35.0	41.7	30.9	46.4	24.6	40.2	47.0	42.8	28.3	44.4	39.3	42.9	27.9	40.4	33.9
NO	61.0	55.4	61.4	66.3	59.3	53.1	65.0	57.8	67.2	53.6	72.8	59.1	53.0	56.5	69.0	55.6	60.7	57.1	68.4	58.7	66.1
DK/REFUSED	0.9	-	-	-	1.2	1.4	-	0.5	1.9	-	2.6	0.6	-	0.7	2.8	-	-	-	3.7	1.0	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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17. OVER THE LAST FEW MONTHS, HAVE YOU HEARD ANY RADIO ADS ABOUT STOPPING UNDERAGED DRINKING?

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total	300	84	9	75	6	15	27	28	93	46	37	7	3	64	58
YES	38.0	38.0	33.7	38.4	16.1	57.6	40.9	30.6	43.9	49.2	35.9	64.2	7.6	41.9	44.6
NO	61.0	62.0	66.3	61.6	83.9	42.4	59.1	69.4	55.0	48.7	64.1	35.8	92.4	58.1	53.8
DK/REFUSED	0.9	-	-	-	-	-	-	-	1.0	2.1	-	-	-	-	1.6

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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17. OVER THE LAST FEW MONTHS, HAVE YOU HEARD ANY RADIO ADS ABOUT STOPPING UNDERAGED DRINKING?

	TOTAL		AGE STARTED		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL			
	DRINKING		DRINKING		DRINKING		DRINKING						(WHITE)			
	(AFRICAN AMR)		(MALE)		(FEMALE)											
	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH		
Total	300	5	25	44	48	40	45	95	43	52	67	68	29	39	51	
YES	38.0	31.3	42.1	40.3	43.5	35.4	44.4	47.8	46.6	48.8	39.7	47.7	49.1	46.7	39.3	
NO	61.0	68.7	57.9	59.7	56.5	64.6	53.5	52.2	53.4	51.2	60.3	52.3	50.9	53.3	60.7	
DK/REFUSED	0.9	-	-	-	-	-	2.1	-	-	-	-	-	-	-	-	

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17. OVER THE LAST FEW MONTHS, HAVE YOU HEARD ANY RADIO ADS ABOUT STOPPING UNDERAGED DRINKING?

	TOTAL	OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				EASY/HARD		EASY/HARD		EASY/HARD		EASY/HARD	
		(AFRICAN AMERICAN)				(MALE)				(FEMALE)				GET ALCOHOL		GET ALCOHOL		GET ALCOHOL		GET ALCOHOL	
														(6th-8th)		(6th-8th)		(9th-12th)		(9th-12th)	
		(WHITE)																			
		LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	EASY	HARD	EASY	HARD	EASY	HARD	EASY	HARD
		ONCE/A	Once/A	Once/A	ONCE/A	ONCE/A	Once/A	Once/A	ONCE/A	ONCE/A	Once/A	Once/A	ONCE/A								
		MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH								
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	16	7	9	9	47	22	24	43	49	20	28	24	108	170	19	93	89	77	75	117
YES	38.0	55.0	50.4	58.7	58.7	48.0	50.0	46.0	38.1	47.7	42.9	51.2	42.6	37.6	39.4	38.1	33.4	37.5	46.8	39.2	38.4
NO	61.0	45.0	49.6	41.3	41.3	52.0	50.0	54.0	61.9	52.3	57.1	48.8	57.4	61.5	59.5	61.9	64.6	61.4	53.2	59.5	60.0
DK/REFUSED	0.9	-	-	-	-	-	-	-	-	-	-	-	-	0.9	1.1	-	2.0	1.1	-	1.3	1.6

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17. OVER THE LAST FEW MONTHS, HAVE YOU HEARD ANY RADIO ADS ABOUT STOPPING UNDERAGED DRINKING?

	TOTAL		EASY/HARD GET ALCOHOL (AFR. AMER.)		EASY/HARD GET ALCOHOL (MALE)		EASY/HARD GET ALCOHOL (FEMALE)		PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th–8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th–12th)			
									TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER
Total	300	20	35	54	87	55	82	233	58	175	64	88	21	68	29	145	37	108	34	
YES	38.0	44.9	42.1	37.7	41.7	37.5	37.0	37.5	51.0	33.0	40.4	30.8	41.1	27.7	41.0	41.5	56.5	36.3	39.9	
NO	61.0	55.1	57.9	62.3	56.2	60.7	63.0	61.3	47.3	66.0	59.6	67.1	54.2	71.0	59.0	57.9	43.5	62.8	60.1	
DK/REFUSED	0.9	-	-	-	2.1	1.8	-	1.2	1.7	1.0	-	2.1	4.7	1.3	-	0.7	-	0.9	-	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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17. OVER THE LAST FEW MONTHS, HAVE YOU HEARD ANY RADIO ADS ABOUT STOPPING UNDERAGED DRINKING?

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT	
		ALCOHOL				ALCOHOL				ALCOHOL				ALCOHOL				LAST 3 MONTHS		LAST 3 MONTHS	
		(WHITE)				(AFRICAN AMERICAN)				(MALE)				(FEMALE)						(6th-8th)	
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO
Total	300	171	40	131	36	47	13	34	13	121	29	93	31	112	29	83	32	193	104	77	41
YES	38.0	36.9	53.3	31.9	44.2	42.6	57.7	37.1	41.6	35.3	39.1	34.1	46.9	39.8	62.7	31.7	34.0	45.1	25.5	41.0	18.9
NO	61.0	61.4	44.2	66.7	55.8	57.4	42.3	62.9	58.4	63.2	57.5	65.0	53.1	59.3	37.3	67.1	66.0	54.4	72.7	57.7	79.0
DK/REFUSED	0.9	1.6	2.5	1.4	-	-	-	-	-	1.5	3.4	0.9	-	0.9	-	1.2	-	0.5	1.8	1.3	2.1

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17. OVER THE LAST FEW MONTHS, HAVE YOU HEARD ANY RADIO ADS ABOUT STOPPING UNDERAGED DRINKING?

	TOTAL	TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK	
		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		W/ PARENTS		(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	116	63	140	64	36	24	92	60	101	43	165	124	64	50	101	74	109	89	37	23
YES	38.0	47.8	29.8	44.9	23.8	45.3	37.9	45.1	27.0	45.0	23.4	36.9	39.5	26.4	40.4	43.5	38.9	39.2	37.3	30.3	61.3
NO	61.0	52.2	68.7	54.4	73.4	54.7	62.1	53.8	71.5	55.0	74.4	61.9	59.8	72.0	57.9	55.5	61.1	59.0	61.7	69.7	38.7
DK/REFUSED	0.9	-	1.5	0.7	2.8	-	-	1.1	1.4	-	2.2	1.2	0.7	1.5	1.7	0.9	-	1.8	1.0	-	-

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17. OVER THE LAST FEW MONTHS, HAVE YOU HEARD ANY RADIO ADS ABOUT STOPPING UNDERAGED DRINKING?

	TOTAL		EMBARRASSED/ AFRAID 2 TALK (MALE)		EMBARRASSED/ AFRAID 2 TALK (FEMALE)		ALCOHOL USE BY PEOPLE YOUR AGE IS...				ALCOHOL USE BY YOUR AGE (6th-8th)		ALCOHOL USE BY YOUR AGE (9th-12th)		ALCOHOL USE BY YOUR AGE (WHITE)		ALCOHOL USE BY YOUR AGE (AFR. AMER.)		ALCOHOL USE BY YOUR AGE (MALE)		ALCOHOL USE BY YOUR AGE (FEMALE)	
	YES	NO	YES	NO	YES	NO	PROB- LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.
	-----																					
Total	300	85	65	80	59	281	161	120	16	65	44	96	76	106	89	38	20	78	68	83	52	
YES	38.0	36.1	39.9	37.8	39.1	37.9	40.6	34.1	38.3	32.6	31.8	46.1	35.4	39.6	36.2	47.8	26.5	39.4	36.4	41.8	31.1	
NO	61.0	62.7	58.7	61.0	60.9	61.1	58.2	65.1	61.7	66.0	65.9	52.9	64.6	58.7	62.7	52.2	73.5	59.5	62.1	57.0	68.9	
DK/REFUSED	0.9	1.1	1.3	1.2	-	1.0	1.1	0.8	-	1.3	2.2	1.0	-	1.7	1.1	-	-	1.1	1.4	1.2	-	

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17. OVER THE LAST FEW MONTHS, HAVE YOU HEARD ANY RADIO ADS ABOUT STOPPING UNDERAGED DRINKING?

	TOTAL	DANGEROUS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL				(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		SEEN TV ADS STOP UNDERAGE DRINKING		HEARD RADIO STOP UNDERAGE DRINKING	
		DANG- EROUS	Very	Smwt.	NOT DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	YES	NO	YES	NO
Total	300	291	217	74	5	99	18	119	55	147	55	47	11	107	41	110	32	176	123	114	183
YES	38.0	38.3	43.6	22.5	18.2	32.8	32.6	52.6	19.2	41.8	28.4	53.9	-	44.0	23.1	43.2	21.7	51.8	18.5	100.0	-
NO	61.0	60.8	55.1	77.5	81.8	65.3	67.4	46.6	80.8	56.3	71.6	46.1	100.0	54.2	76.9	55.9	78.3	47.6	80.7	-	100.0
DK/REFUSED	0.9	1.0	1.3	-	-	1.9	-	0.8	-	1.9	-	-	-	1.7	-	0.9	-	0.6	0.8	-	-

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17. OVER THE LAST FEW MONTHS, HAVE YOU HEARD ANY RADIO ADS ABOUT STOPPING UNDERAGED DRINKING?

	TOTAL			ONLINE ADS TO				SEEN ADS				ADS WILL MAKE		HEARD OF		VISITED	
				STOP UNDERAGE								MORE LIKELY 2		TALKITOUT.ORG		TALKITOUT.ORG	
				DRINKING								LISTEN/PARENT					
	YES	NO		0 OF 3	1 OF 3	2 OF 3	3 OF 3	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	132	166	83	65	87	61	142	65	87	213	13	272				
YES	38.0	57.0	23.6	-	12.8	52.2	100.0	60.3	40.4	55.6	30.8	86.0	36.3				
NO	61.0	42.3	75.8	100.0	87.2	47.8	-	39.0	59.6	43.4	68.3	14.0	63.0				
DK/REFUSED	0.9	0.7	0.6	-	-	-	-	0.7	-	1.0	0.9	-	0.7				

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17. OVER THE LAST FEW MONTHS, HAVE YOU HEARD ANY RADIO ADS ABOUT STOPPING UNDERAGED DRINKING?

	TOTAL	SOCIAL MEDIA						AGE									
		USE	Insta-	Face-	You-	DON'T	14/	10	11	12	13	14	15/	15	16	17	18/
		SOCIAL	gram	book	Tube	USE	YOUN-						OLDER				OLDER
		MEDIA				SOCIAL	GER										
Total	300	270	100	67	46	26	126	-	6	42	40	38	170	46	57	50	17
YES	38.0	40.3	42.9	44.0	39.5	14.9	37.5	-	19.0	27.9	38.8	49.5	39.4	44.9	41.4	35.7	28.4
NO	61.0	58.6	56.2	56.0	58.6	85.1	61.0	-	81.0	70.0	61.2	47.9	60.1	55.1	56.9	64.3	71.6
DK/REFUSED	0.9	1.0	1.0	-	1.9	-	1.5	-	-	2.1	-	2.5	0.6	-	1.7	-	-

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17. OVER THE LAST FEW MONTHS, HAVE YOU HEARD ANY RADIO ADS ABOUT STOPPING UNDERAGED DRINKING?

	TOTAL	WHITE		AFRICAN AMER.		(MALE)		(FEMALE)			RACE				(MALE)		(FEMALE)		GENDER	
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total	300	85	119	26	34	65	85	61	84	25	208	60	3	3	109	34	99	26	154	146
YES	38.0	38.1	39.2	36.2	47.0	42.1	36.7	32.7	42.0	31.7	38.0	42.4	32.9	17.7	39.4	36.8	36.5	49.8	38.1	38.0
NO	61.0	59.7	60.0	63.8	53.0	55.1	63.3	67.3	56.9	68.3	60.6	57.6	67.1	82.3	58.9	63.2	62.5	50.2	60.7	61.3
DK/REFUSED	0.9	2.2	0.8	-	-	2.8	-	-	1.1	-	1.3	-	-	-	1.7	-	1.0	-	1.2	0.7

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18. OVER THE PAST FEW MONTHS, HAVE YOU SEEN ANY ONLINE ADS ON WEBSITES OR SOCIAL MEDIA SITES ABOUT STOPPING UNDERAGED DRINKING?

	TOTAL	AREA												
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST
Total	300	95	39	11	45	85	36	49	53	27	26	12	34	21
YES	43.9	43.6	46.6	41.3	41.6	44.7	45.1	44.3	42.2	45.5	38.8	61.5	34.0	51.7
NO	55.3	56.4	53.4	58.7	58.4	54.3	52.5	55.7	54.5	48.1	61.2	38.5	66.0	48.3
DK/REFUSED	0.9	-	-	-	-	1.0	2.4	-	3.3	6.4	-	-	-	-

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18. OVER THE PAST FEW MONTHS, HAVE YOU SEEN ANY ONLINE ADS ON WEBSITES OR SOCIAL MEDIA SITES ABOUT STOPPING UNDERAGED DRINKING?

	TOTAL	GRADE										WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO	
Total	300	119	37	42	39	181	43	49	51	38	83	124	20	40	61	93	58	89	180	119	
YES	43.9	43.8	32.2	43.3	55.4	43.9	43.3	44.1	42.5	46.1	52.0	43.9	18.4	49.8	45.7	46.5	41.8	41.2	45.1	42.3	
NO	55.3	54.0	60.8	56.7	44.6	56.1	56.7	55.9	57.5	53.9	47.0	56.1	72.9	50.2	52.9	53.5	55.2	58.8	54.5	56.2	
DK/REFUSED	0.9	2.2	7.0	-	-	-	-	-	-	-	1.0	-	8.7	-	1.4	-	3.0	-	0.5	1.5	

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18. OVER THE PAST FEW MONTHS, HAVE YOU SEEN ANY ONLINE ADS ON WEBSITES OR SOCIAL MEDIA SITES ABOUT STOPPING UNDERAGED DRINKING?

	TOTAL	TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		THINK IT'S		THINK IT'S		THINK IT'S		THINK IT'S	
		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK	
		(6th–8th)		(9th–12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		ALCOHOL		(6th–8th)		(9th–12th)		(WHITE)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total	300	40	78	139	41	130	78	31	29	98	56	82	63	128	145	28	82	100	63	80	110
YES	43.9	44.7	43.3	45.2	40.5	47.3	47.4	41.3	37.3	47.3	44.1	42.4	40.7	45.6	43.0	43.7	42.5	46.1	43.5	46.4	48.4
NO	55.3	53.1	54.5	54.8	59.5	52.1	52.6	58.7	56.7	51.8	55.9	57.6	56.5	53.0	57.0	50.1	57.5	53.9	56.5	53.6	51.6
DK/REFUSED	0.9	2.1	2.2	-	-	0.7	-	-	6.0	0.9	-	-	2.7	1.4	-	6.2	-	-	-	-	-

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18. OVER THE PAST FEW MONTHS, HAVE YOU SEEN ANY ONLINE ADS ON WEBSITES OR SOCIAL MEDIA SITES ABOUT STOPPING UNDERAGED DRINKING?

	TOTAL	THINK IT'S  OKAY TO DRINK   (AFR. AMER.)		THINK IT'S  OKAY TO DRINK   (MALE)		THINK IT'S  OKAY TO DRINK   (FEMALE)		KNOW PEOPLE/  TRIED ALCOHOL   ALCOHOL		KNOW PEOPLE/  TRIED ALCOHOL   (6th-8th)		KNOW PEOPLE/  TRIED ALCOHOL   (9th-12th)		KNOW PEOPLE/  TRIED ALCOHOL   (WHITE)		KNOW PEOPLE/  TRIED ALCOHOL   (AFR. AMER.)		KNOW PEOPLE/  TRIED ALCOHOL   (MALE)		KNOW PEOPLE/  TRIED ALCOHOL   (FEMALE)		
		OKAY	NOT  OKAY	OKAY	NOT  OKAY	OKAY	NOT  OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
		-----																				
Total	300	33	24	61	80	68	65	201	98	47	71	154	27	141	66	36	24	104	50	97	48	
YES	43.9	55.8	22.5	48.9	45.7	42.7	39.6	47.5	36.9	58.8	34.3	44.0	43.5	50.5	40.6	44.7	31.1	49.7	38.8	45.1	34.8	
NO	55.3	38.9	77.5	51.1	54.3	54.8	60.4	52.5	60.5	41.2	62.0	56.0	56.5	49.5	58.1	55.3	61.6	50.3	59.4	54.9	61.6	
DK/REFUSED	0.9	5.3	-	-	-	2.6	-	-	2.7	-	3.7	-	-	-	1.3	-	7.3	-	1.7	-	3.6	

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18. OVER THE PAST FEW MONTHS, HAVE YOU SEEN ANY ONLINE ADS ON WEBSITES OR SOCIAL MEDIA SITES ABOUT STOPPING UNDERAGED DRINKING?

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total	300	84	9	75	6	15	27	28	93	46	37	7	3	64	58
YES	43.9	50.2	21.9	53.4	65.3	64.6	47.4	50.9	43.5	39.0	41.3	74.8	71.8	56.8	40.7
NO	55.3	49.8	78.1	46.6	34.7	35.4	52.6	49.1	56.5	61.0	58.7	25.2	28.2	43.2	59.3
DK/REFUSED	0.9	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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18. OVER THE PAST FEW MONTHS, HAVE YOU SEEN ANY ONLINE ADS ON WEBSITES OR SOCIAL MEDIA SITES ABOUT STOPPING UNDERAGED DRINKING?

	TOTAL	AGE STARTED		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL			
		DRINKING		DRINKING		DRINKING						(WHITE)			
		(AFRICAN AMR)		(MALE)		(FEMALE)									
		14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH
Total	300	5	25	44	48	40	45	95	43	52	67	68	29	39	51
YES	43.9	31.3	49.9	46.9	50.6	53.8	36.1	48.3	46.4	49.8	49.6	52.1	52.1	52.2	49.2
NO	55.3	68.7	50.1	53.1	49.4	46.2	63.9	51.7	53.6	50.2	50.4	47.9	47.9	47.8	50.8
DK/REFUSED	0.9	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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18. OVER THE PAST FEW MONTHS, HAVE YOU SEEN ANY ONLINE ADS ON WEBSITES OR SOCIAL MEDIA SITES ABOUT STOPPING UNDERAGED DRINKING?

	TOTAL	OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				EASY/HARD GET ALCOHOL (6th-8th)		EASY/HARD GET ALCOHOL (6th-8th)		EASY/HARD GET ALCOHOL (9th-12th)		EASY/HARD GET ALCOHOL (WHITE)	
		LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	EASY HARD	HARD	EASY HARD	HARD	EASY HARD	HARD	EASY HARD	HARD
Total	300	16	7	9	9	47	22	24	43	49	20	28	24	108	170	19	93	89	77	75	117
YES	43.9	44.3	50.4	39.4	61.1	50.0	53.6	46.7	50.5	46.6	38.5	52.5	48.0	43.7	43.8	58.8	41.8	40.5	46.1	44.3	48.2
NO	55.3	55.7	49.6	60.6	38.9	50.0	46.4	53.3	49.5	53.4	61.5	47.5	52.0	56.3	54.7	41.2	55.4	59.5	53.9	55.7	51.0
DK/REFUSED	0.9	-	-	-	-	-	-	-	-	-	-	-	-	-	1.5	-	2.8	-	-	-	0.7

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18. OVER THE PAST FEW MONTHS, HAVE YOU SEEN ANY ONLINE ADS ON WEBSITES OR SOCIAL MEDIA SITES ABOUT STOPPING UNDERAGED DRINKING?

	TOTAL	EASY/HARD GET ALCOHOL (AFR. AMER.)		EASY/HARD GET ALCOHOL (MALE)		EASY/HARD GET ALCOHOL (FEMALE)		PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)			
		EASY	HARD	EASY	HARD	EASY	HARD	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER
Total	300	20	35	54	87	55	82	233	58	175	64	88	21	68	29	145	37	108	34
YES	43.9	45.5	37.0	42.7	47.8	44.7	39.5	46.5	50.2	45.3	33.0	46.8	49.1	46.2	36.1	46.3	50.8	44.8	30.4
NO	55.3	54.5	58.1	57.3	51.2	55.3	58.4	52.4	46.8	54.2	67.0	50.2	42.5	52.6	63.9	53.7	49.2	55.2	69.6
DK/REFUSED	0.9	-	5.0	-	1.0	-	2.1	1.1	3.0	0.5	-	2.9	8.4	1.3	-	-	-	-	-

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18. OVER THE PAST FEW MONTHS, HAVE YOU SEEN ANY ONLINE ADS ON WEBSITES OR SOCIAL MEDIA SITES ABOUT STOPPING UNDERAGED DRINKING?

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT	
		ALCOHOL				ALCOHOL				ALCOHOL				ALCOHOL				LAST 3 MONTHS		LAST 3 MONTHS	
		(WHITE)				(AFRICAN AMERICAN)				(MALE)				(FEMALE)						(6th–8th)	
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	171	40	131	36	47	13	34	13	121	29	93	31	112	29	83	32	193	104	77	41
YES	43.9	47.9	52.5	46.5	42.1	46.4	57.5	42.4	13.2	49.2	47.8	49.7	32.6	43.6	52.6	40.4	33.4	51.4	29.6	53.2	27.1
NO	55.3	51.6	47.5	52.8	57.9	49.9	28.9	57.6	86.8	50.1	52.2	49.4	67.4	54.9	41.4	59.6	66.6	47.7	69.6	44.6	70.8
DK/REFUSED	0.9	0.5	-	0.7	-	3.7	13.7	-	-	0.7	-	0.9	-	1.6	6.0	-	-	0.9	0.8	2.3	2.1

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18. OVER THE PAST FEW MONTHS, HAVE YOU SEEN ANY ONLINE ADS ON WEBSITES OR SOCIAL MEDIA SITES ABOUT STOPPING UNDERAGED DRINKING?

	TOTAL		TALK W/PARENT LAST 3 MONTHS (9th-12th)		TALK W/PARENT LAST 3 MONTHS (WHITE)		TALK W/PARENT LAST 3 MONTHS (AFR. AMER.)		TALK W/PARENT LAST 3 MONTHS (MALE)		TALK W/PARENT LAST 3 MONTHS (FEMALE)		EMBARRASSED/ AFRAID 2 TALK W/ PARENTS		EMBARRASSED/ AFRAID 2 TALK (6th-8th)		EMBARRASSED/ AFRAID 2 TALK (9th-12th)		EMBARRASSED/ AFRAID 2 TALK (WHITE)		EMBARRASSED/ AFRAID 2 TALK (AFR. AMER.)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
-----																						
Total	300	116	63	140	64	36	24	92	60	101	43	165	124	64	50	101	74	109	89	37	23	
YES	43.9	50.2	31.3	52.1	36.2	50.2	22.8	54.8	33.0	48.4	24.8	43.4	43.7	40.2	46.8	45.4	41.6	49.3	44.2	35.2	45.7	
NO	55.3	49.8	68.7	47.9	62.5	45.0	77.2	45.2	65.5	49.9	75.2	55.5	55.6	57.0	51.5	54.6	58.4	50.7	54.8	60.0	54.3	
DK/REFUSED	0.9	-	-	-	1.4	4.8	-	-	1.4	1.7	-	1.1	0.7	2.7	1.7	-	-	-	1.0	4.8	-	

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18. OVER THE PAST FEW MONTHS, HAVE YOU SEEN ANY ONLINE ADS ON WEBSITES OR SOCIAL MEDIA SITES ABOUT STOPPING UNDERAGED DRINKING?

	TOTAL		EMBARRASSED/ AFRAID 2 TALK (MALE)		EMBARRASSED/ AFRAID 2 TALK (FEMALE)		ALCOHOL USE BY PEOPLE YOUR AGE IS...				ALCOHOL USE BY YOUR AGE (6th-8th)		ALCOHOL USE BY YOUR AGE (9th-12th)		ALCOHOL USE BY YOUR AGE (WHITE)		ALCOHOL USE BY YOUR AGE (AFR. AMER.)		ALCOHOL USE BY YOUR AGE (MALE)		ALCOHOL USE BY YOUR AGE (FEMALE)	
	YES	NO	YES	NO	PROB- LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.
Total	300	85	65	80	59	281	161	120	16	65	44	96	76	106	89	38	20	78	68	83	52	
YES	43.9	44.4	46.9	42.4	40.2	44.8	46.1	43.1	36.8	45.4	42.2	46.6	43.6	49.6	45.8	43.2	35.5	50.6	42.0	41.8	44.6	
NO	55.3	55.6	51.8	55.5	59.8	54.2	52.3	56.9	63.2	50.6	57.8	53.4	56.4	49.6	54.2	52.3	64.5	48.3	58.0	56.1	55.4	
DK/REFUSED	0.9	-	1.3	2.2	-	0.9	1.6	-	-	4.0	-	-	-	0.8	-	4.5	-	1.1	-	2.1	-	

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18. OVER THE PAST FEW MONTHS, HAVE YOU SEEN ANY ONLINE ADS ON WEBSITES OR SOCIAL MEDIA SITES ABOUT STOPPING UNDERAGED DRINKING?

	TOTAL	DANGEROUS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL				(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		SEEN TV ADS STOP UNDERAGE DRINKING		HEARD RADIO STOP UNDERAGE DRINKING	
		DANG- EROUS	Very	Smwt.	NOT DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	YES	NO	YES	NO
Total	300	291	217	74	5	99	18	119	55	147	55	47	11	107	41	110	32	176	123	114	183
YES	43.9	44.4	46.0	39.7	18.2	45.0	41.7	46.8	39.0	51.3	39.3	38.6	33.4	47.5	42.6	44.5	35.9	58.4	23.3	65.7	30.4
NO	55.3	54.7	52.8	60.3	81.8	52.3	58.3	53.2	61.0	48.1	60.7	57.8	66.6	51.7	57.4	53.9	64.1	41.6	75.3	34.3	68.7
DK/REFUSED	0.9	0.9	1.2	-	-	2.6	-	-	-	0.6	-	3.7	-	0.8	-	1.6	-	-	1.4	-	0.9

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18. OVER THE PAST FEW MONTHS, HAVE YOU SEEN ANY ONLINE ADS ON WEBSITES OR SOCIAL MEDIA SITES ABOUT STOPPING UNDERAGED DRINKING?

	TOTAL	ONLINE ADS TO		SEEN ADS				ADS WILL MAKE		HEARD OF		VISITED	
		STOP UNDERAGE						MORE LIKELY 2		TALKITOUT.ORG		TALKITOUT.ORG	
		DRINKING						LISTEN/PARENT					
		YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	YES	NO	YES	NO	YES	NO
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	132	166	83	65	87	61	142	65	87	213	13	272
YES	43.9	100.0	-	-	21.9	64.4	100.0	65.9	51.9	61.8	36.5	70.7	42.5
NO	55.3	-	100.0	100.0	78.1	35.6	-	34.1	48.1	37.2	62.7	29.3	56.5
DK/REFUSED	0.9	-	-	-	-	-	-	-	-	1.0	0.8	-	1.0

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18. OVER THE PAST FEW MONTHS, HAVE YOU SEEN ANY ONLINE ADS ON WEBSITES OR SOCIAL MEDIA SITES ABOUT STOPPING UNDERAGED DRINKING?

	TOTAL	SOCIAL MEDIA						AGE									
		USE	Insta-	Face-	You-	DON'T	14/	10	11	12	13	14	15/	15	16	17	18/
		SOCIAL	gram	book	Tube	USE	YOUN-						OLDER				OLDER
		MEDIA				SOCIAL	GER										
Total	300	270	100	67	46	26	126	-	6	42	40	38	170	46	57	50	17
YES	43.9	45.7	45.6	47.9	46.6	27.1	43.4	-	30.5	40.6	43.9	47.9	45.3	40.6	46.4	45.1	54.4
NO	55.3	54.0	54.4	52.1	51.5	66.3	54.5	-	69.5	53.2	56.1	52.1	54.7	59.4	53.6	54.9	45.6
DK/REFUSED	0.9	0.3	-	-	1.9	6.6	2.1	-	-	6.2	-	-	-	-	-	-	-

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18. OVER THE PAST FEW MONTHS, HAVE YOU SEEN ANY ONLINE ADS ON WEBSITES OR SOCIAL MEDIA SITES ABOUT STOPPING UNDERAGED DRINKING?

	TOTAL	WHITE		AFRICAN AMER.		(MALE)		(FEMALE)		RACE				(MALE)		(FEMALE)		GENDER		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total	300	85	119	26	34	65	85	61	84	25	208	60	3	3	109	34	99	26	154	146
YES	43.9	53.0	44.5	21.6	52.5	46.0	48.3	40.6	42.2	31.1	47.2	39.3	67.1	6.4	50.9	37.0	43.0	42.4	46.2	41.4
NO	55.3	46.0	55.5	71.6	47.5	52.6	51.7	56.5	57.8	68.9	52.4	57.8	32.9	93.6	48.3	63.0	57.0	50.9	53.3	57.4
DK/REFUSED	0.9	1.0	-	6.8	-	1.3	-	2.8	-	-	0.4	2.9	-	-	0.8	-	-	6.7	0.6	1.2

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## 19. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	AREA												
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST
Total Answering	213	71	29	10	32	64	24	39	37	19	19	8	19	14
DANGERS OF DRINKING	26.6	25.5	36.5	27.8	14.8	25.6	18.7	29.8	9.3	8.2	10.5	50.0	56.2	28.8
DON'T DRINK & DRIVE	10.5	10.6	10.2	8.9	11.5	9.4	-	15.3	12.4	8.7	16.2	24.7	6.0	7.2
UNDERAGE DRINKING	8.2	5.3	3.2	8.9	6.0	10.5	11.1	10.2	3.5	-	7.1	-	5.0	33.7
DAD FEEDING CHILD IN WHEELCHAIR	5.8	3.9	3.2	-	5.8	7.8	7.1	8.2	9.9	4.1	15.8	-	4.8	-
INTENSE/GRAPHIC	4.7	5.5	6.8	9.5	3.1	4.4	11.5	-	6.4	12.8	-	-	-	7.2
WRECKED VEHICLES/CRASHES	4.4	7.9	9.7	-	8.8	1.6	-	2.6	-	-	-	-	9.4	6.8
BURYING A CHILD	4.0	10.6	6.5	-	17.7	1.5	-	2.5	-	-	-	-	-	-
DEMONSTRATED THE AFFECTS	3.0	2.7	6.6	-	-	3.0	3.6	2.6	7.1	8.9	5.3	-	-	-
STATISTICS	3.0	1.3	-	-	2.8	4.4	3.6	5.0	7.1	9.0	5.3	-	-	-
PARENTS SHOULD TALK EARLY	2.5	1.3	-	8.9	-	-	-	-	9.1	18.2	-	-	5.2	-
CHILD HAS BRAIN DAMAGE	2.4	2.8	0.6	18.0	-	3.1	-	5.1	2.8	-	5.6	-	-	-
MORE LIKELY TO HAVE AN ACCIDENT	2.1	2.6	-	-	5.8	2.9	3.6	2.5	2.1	4.1	-	-	-	-
VICTIMS' AFTERMATH	1.8	1.3	-	-	3.0	2.8	7.3	-	2.8	-	5.6	-	-	-
CRYING ABOUT DEAD KID IN HOSPITAL	0.9	-	-	-	-	2.9	7.6	-	-	-	-	-	-	-
ABOUT TEENAGERS	0.8	1.3	-	8.9	-	1.4	3.6	-	-	-	-	-	-	-
DON'T GIVE IN TO PEER	0.8	-	-	-	-	1.4	3.6	-	-	-	-	-	4.5	-

# **THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 19. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	AREA												
	RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	
OPENED DOOR AND ALCOHOL CAME OUT	0.5	-	-	-	-	-	-	-	-	-	-	12.9	-	-
RAISING AWARENESS	0.5	-	-	-	-	-	-	-	-	-	-	12.4	-	-
KIDS IN HANDCUFFS	0.5	-	-	-	-	-	-	2.8	-	5.6	-	-	-	-
ALCOHOL SIGN/LINE THROUGH IT	0.5	-	-	-	-	1.6	-	2.6	-	-	-	-	-	-
SUPPORT GROUP	0.5	1.4	3.4	-	-	-	-	-	-	-	-	-	-	-
SKATEBOARDER	0.4	-	-	-	-	1.4	3.8	-	-	-	-	-	-	-
GENERAL INFORMATION	0.4	-	-	-	-	1.4	3.8	-	-	-	-	-	-	-
SPONSORED BY THE GOVERNMENT	0.4	-	-	-	-	1.4	3.8	-	-	-	-	-	-	-
BE REASONABLE DRINKERS	0.4	-	-	-	-	-	-	-	-	-	-	-	4.5	-
DRUGS ARE BAD	0.1	-	-	-	-	0.4	-	0.7	-	-	-	-	-	-
DON'T KNOW	14.4	16.0	13.2	8.9	20.8	10.9	7.6	13.0	24.6	26.1	23.0	-	4.5	16.2

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 19. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	GRADE										WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO	
Total Answering	213	79	19	31	29	134	34	36	36	29	59	88	9	36	40	69	40	65	129	85	
DANGERS OF DRINKING	26.6	33.8	38.8	37.1	26.8	22.4	19.9	25.8	23.1	20.1	32.3	20.2	60.3	25.2	40.2	22.2	27.3	22.5	20.1	36.5	
DON'T DRINK & DRIVE	10.5	6.6	-	9.7	7.7	12.8	10.3	21.7	16.4	-	5.1	18.4	-	-	5.5	13.8	7.7	11.7	14.2	4.9	
UNDERAGE DRINKING	8.2	7.4	-	9.8	9.8	8.6	14.2	5.2	3.4	12.9	6.6	6.4	-	15.3	7.2	12.6	7.6	4.4	8.7	7.4	
DAD FEEDING CHILD IN WHEELCHAIR	5.8	8.1	9.5	6.3	9.3	4.4	2.6	-	5.3	11.1	7.7	2.2	20.6	10.4	6.5	4.0	9.8	4.9	5.9	5.6	
INTENSE/GRAPHIC	4.7	2.3	4.2	3.2	-	6.2	-	7.3	7.7	10.2	3.1	6.1	-	-	-	3.8	4.6	8.7	6.5	2.1	
WRECKED VEHICLES/CRASHES	4.4	1.2	4.9	-	-	6.3	11.0	2.6	7.9	3.3	1.6	5.4	-	10.0	-	8.0	2.4	4.4	5.8	2.2	
BURYING A CHILD	4.0	1.2	-	3.1	-	5.6	2.8	5.3	5.3	9.8	1.7	4.3	-	10.4	2.5	-	-	11.5	4.4	3.4	
DEMONSTRATED THE AFFECTS	3.0	6.1	10.1	3.2	6.4	1.3	-	2.4	2.3	-	8.2	0.9	-	-	7.1	-	5.1	2.6	2.9	3.2	
STATISTICS	3.0	-	-	-	-	4.7	7.5	-	8.0	3.4	-	5.3	-	4.6	-	9.2	-	-	3.6	2.0	
PARENTS SHOULD TALK EARLY	2.5	1.1	-	2.9	-	3.3	-	2.7	4.9	5.9	1.5	-	-	9.4	2.3	2.4	-	4.2	1.3	4.3	
CHILD HAS BRAIN DAMAGE	2.4	4.1	11.6	-	3.4	1.4	5.4	-	-	-	3.4	-	-	5.0	5.5	2.6	2.6	-	0.8	4.7	
MORE LIKELY TO HAVE AN ACCIDENT	2.1	2.3	4.9	-	3.0	2.0	2.3	2.7	2.5	-	3.1	3.0	-	-	2.2	3.8	2.4	-	1.4	3.0	
VICTIMS' AFTERMATH	1.8	3.6	-	5.8	3.6	0.7	2.7	-	-	-	4.9	1.0	-	-	2.2	-	5.0	1.4	1.5	2.1	
CRYING ABOUT DEAD KID IN HOSPITAL	0.9	-	-	-	-	1.4	-	-	-	6.4	-	-	-	5.0	-	-	-	2.8	1.4	-	
ABOUT TEENAGERS	0.8	1.1	-	-	3.2	0.6	-	-	2.4	-	1.5	1.0	-	-	2.3	1.3	-	-	1.4	-	
DON'T GIVE IN TO PEER	0.8	-	-	-	-	1.3	2.6	-	2.4	-	-	1.9	-	-	-	2.5	-	-	1.3	-	

# **THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 19. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	GRADE									WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO
OPENED DOOR AND ALCOHOL CAME OUT	0.5	1.4	-	-	3.8	-	-	-	-	-	-	-	-	-	2.8	-	-	-	0.8	-
RAISING AWARENESS	0.5	1.3	-	-	3.6	-	-	-	-	-	1.8	-	-	-	2.6	-	-	-	0.8	-
KIDS IN HANDCUFFS	0.5	-	-	-	-	0.8	-	-	-	3.6	-	1.2	-	-	-	-	-	1.6	0.8	-
ALCOHOL SIGN/LINE THROUGH IT	0.5	-	-	-	-	0.8	-	2.8	-	-	-	1.2	-	-	-	-	-	1.6	0.8	-
SUPPORT GROUP	0.5	1.3	-	3.2	-	-	-	-	-	-	1.7	-	-	-	-	-	2.5	-	0.8	-
SKATEBOARDER	0.4	-	-	-	-	0.7	-	-	2.6	-	-	1.0	-	-	-	-	-	1.4	0.7	-
GENERAL INFORMATION	0.4	1.2	4.7	-	-	-	-	-	-	-	1.6	-	-	-	-	-	2.3	-	-	1.1
SPONSORED BY THE GOVERNMENT	0.4	1.2	4.7	-	-	-	-	-	-	-	-	-	-	-	2.3	-	-	-	-	1.1
BE REASONABLE DRINKERS	0.4	-	-	-	-	0.6	-	-	-	3.0	-	1.0	-	-	-	1.2	-	-	0.7	-
DRUGS ARE BAD	0.1	0.3	1.4	-	-	-	-	-	-	-	-	-	-	-	-	-	0.7	-	0.2	-
DON'T KNOW	14.4	14.5	5.2	15.6	19.5	14.3	18.9	21.6	5.7	10.2	14.2	19.4	19.1	4.6	8.9	12.4	20.0	16.2	13.0	16.4

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 19. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	TALKED ABOUT   DRINKING   (6th-8th)		TALKED ABOUT   DRINKING   (9th-12th)		TALKED ABOUT   DRINKING   (WHITE)		TALKED ABOUT   DRINKING   (AFR. AMER.)		TALKED ABOUT   DRINKING   (MALE)		TALKED ABOUT   DRINKING   (FEMALE)		THINK IT'S   OKAY TO DRINK   ALCOHOL		THINK IT'S   OKAY TO DRINK   (6th-8th)		THINK IT'S   OKAY TO DRINK   (9th-12th)		THINK IT'S   OKAY TO DRINK   (WHITE)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total Answering	213	27	52	101	33	93	53	24	22	68	41	61	44	88	106	18	55	71	51	58	78
DANGERS OF DRINKING	26.6	21.4	40.3	19.7	30.5	17.4	38.5	23.2	42.3	19.4	44.2	20.9	29.2	25.9	29.1	37.1	32.8	23.0	25.2	24.7	26.1
DON'T DRINK & DRIVE	10.5	10.9	4.3	15.1	5.9	18.5	3.6	-	-	14.2	5.2	14.2	4.6	15.5	8.2	11.2	5.8	16.5	10.9	22.0	8.3
UNDERAGE DRINKING	8.2	10.5	5.7	8.2	10.0	5.0	9.2	23.6	-	12.4	7.8	4.5	7.1	8.9	6.3	10.7	3.6	8.4	9.4	5.0	6.2
DAD FEEDING CHILD IN WHEELCHAIR	5.8	9.4	7.5	5.0	2.6	3.9	5.2	15.9	8.8	6.6	2.1	5.2	8.8	7.6	4.5	19.9	5.2	4.5	3.7	4.6	3.6
INTENSE/GRAPHIC	4.7	-	3.5	8.2	-	5.8	3.4	-	-	3.9	-	9.3	4.1	4.4	4.9	-	3.3	5.6	6.7	3.4	6.7
WRECKED VEHICLES/CRASHES	4.4	3.4	-	6.5	5.6	6.1	-	7.5	8.4	8.2	-	3.2	4.3	3.2	4.4	-	1.7	4.0	7.4	1.8	3.6
BURYING A CHILD	4.0	3.6	-	4.6	8.6	4.1	1.8	7.9	8.6	1.4	-	7.7	6.5	5.4	1.8	5.4	-	5.4	3.7	4.9	2.4
DEMONSTRATED THE AFFECTS	3.0	10.8	3.6	0.8	2.6	4.0	3.5	-	-	2.8	2.1	3.0	4.2	1.0	4.5	4.8	7.1	-	1.6	1.5	6.1
STATISTICS	3.0	-	-	4.6	5.1	5.0	-	-	7.6	6.9	4.1	-	-	3.2	3.3	-	-	4.0	7.0	4.9	2.4
PARENTS SHOULD TALK EARLY	2.5	-	1.8	1.7	8.3	-	1.7	7.1	7.8	2.5	2.2	-	6.2	5.0	0.9	-	1.6	6.3	-	-	1.2
CHILD HAS BRAIN DAMAGE	2.4	3.7	4.3	-	5.5	-	3.8	-	8.2	1.5	7.3	-	2.4	-	4.8	-	5.8	-	3.6	-	2.6
MORE LIKELY TO HAVE AN ACCIDENT	2.1	-	3.5	1.8	2.3	2.0	4.8	-	-	2.8	4.0	-	2.2	2.0	2.5	-	3.3	2.5	1.7	3.0	3.4
VICTIMS' AFTERMATH	1.8	3.8	3.5	0.9	-	2.1	3.4	-	-	-	2.1	3.2	2.2	1.0	2.7	-	5.1	1.3	-	1.6	3.6
CRYING ABOUT DEAD KID IN HOSPITAL	0.9	-	-	1.8	-	-	-	7.8	-	-	-	3.0	-	2.1	-	-	-	2.6	-	-	-
ABOUT TEENAGERS	0.8	3.3	-	0.9	-	1.9	-	-	-	2.6	-	-	-	2.0	-	5.1	-	1.2	-	3.1	-
DON'T GIVE IN TO PEER	0.8	-	-	1.7	-	1.8	-	-	-	2.5	-	-	-	-	1.6	-	-	-	3.4	-	2.2

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## 19. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)		
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	
<hr/>																						
OPENED DOOR AND ALCOHOL CAME OUT	0.5	4.0	-	-	-	-	-	-	-	-	1.6	-	-	-	-	1.0	-	2.0	-	-	-	-
RAISING AWARENESS	0.5	3.8	-	-	-	1.1	-	-	-	1.5	-	-	-	-	1.0	-	1.9	-	-	-	1.3	
KIDS IN HANDCUFFS	0.5	-	-	1.0	-	1.1	-	-	-	-	-	1.7	-	-	1.0	-	-	-	2.0	-	1.3	
ALCOHOL SIGN/LINE THROUGH IT	0.5	-	-	1.0	-	1.1	-	-	-	-	-	1.7	-	-	1.0	-	-	-	2.0	-	1.3	
SUPPORT GROUP	0.5	3.6	-	-	-	1.1	-	-	-	-	-	1.6	-	-	0.9	-	1.8	-	-	-	1.3	
SKATEBOARDER	0.4	-	-	0.9	-	1.0	-	-	-	-	-	1.5	-	1.0	-	-	-	1.3	-	1.6	-	
GENERAL INFORMATION	0.4	-	1.8	-	-	-	1.7	-	-	-	-	-	2.1	-	0.9	-	1.7	-	-	-	1.2	
SPONSORED BY THE GOVERNMENT	0.4	-	1.8	-	-	-	-	-	-	-	2.2	-	-	-	-	-	-	-	-	-	-	
BE REASONABLE DRINKERS	0.4	-	-	0.8	-	0.9	-	-	-	1.3	-	-	-	-	0.8	-	-	-	1.7	-	1.1	
DRUGS ARE BAD	0.1	1.0	-	-	-	-	-	-	-	-	-	0.5	-	-	0.3	-	0.5	-	-	-	-	
DON'T KNOW	14.4	6.6	18.6	14.7	12.9	16.1	19.5	7.1	8.2	7.8	16.7	18.8	16.2	11.9	13.7	5.7	17.0	13.5	10.1	17.9	14.2	

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## 19. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	THINK IT'S  OKAY TO DRINK   (AFR. AMER.)		THINK IT'S  OKAY TO DRINK   (MALE)		THINK IT'S  OKAY TO DRINK   (FEMALE)		KNOW PEOPLE/  TRIED ALCOHOL   ALCOHOL		KNOW PEOPLE/  TRIED ALCOHOL   (6th-8th)		KNOW PEOPLE/  TRIED ALCOHOL   (9th-12th)		KNOW PEOPLE/  TRIED ALCOHOL   (WHITE)		KNOW PEOPLE/  TRIED ALCOHOL   (AFR. AMER.)		KNOW PEOPLE/  TRIED ALCOHOL   (MALE)		KNOW PEOPLE/  TRIED ALCOHOL   (FEMALE)			
		OKAY	NOT  OKAY	OKAY	NOT  OKAY	OKAY	NOT  OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO		
		-----																					
Total Answering	213	24	18	39	60	49	46	151	63	37	42	114	21	105	42	31	15	78	31	73	32		
DANGERS OF DRINKING	26.6	31.0	40.6	30.7	31.8	22.1	25.5	20.9	40.4	26.3	40.4	19.1	40.4	19.1	40.0	23.7	50.5	21.3	47.9	20.4	33.2		
DON'T DRINK & DRIVE	10.5	-	-	17.5	8.0	13.9	8.4	11.7	7.5	6.0	7.1	13.6	8.3	15.8	6.4	-	-	12.6	6.1	10.8	8.9		
UNDERAGE DRINKING	8.2	15.6	10.1	10.4	9.4	7.7	2.2	9.6	4.7	10.5	4.6	9.3	5.0	7.2	4.6	18.1	-	13.7	3.0	5.2	6.4		
DAD FEEDING CHILD IN WHEELCHAIR	5.8	16.0	10.3	4.2	4.7	10.4	4.2	7.0	2.9	12.4	4.4	5.2	-	4.3	4.4	18.5	-	5.6	3.1	8.4	2.8		
INTENSE/GRAPHIC	4.7	-	-	2.5	2.7	6.0	7.8	5.5	2.9	-	4.3	7.3	-	5.1	4.3	-	-	3.4	-	7.8	5.7		
WRECKED VEHICLES/CRASHES	4.4	7.4	10.1	4.5	3.1	2.1	6.1	4.3	4.5	2.5	-	4.9	13.6	4.6	2.2	5.7	12.4	5.9	3.1	2.7	5.8		
BURYING A CHILD	4.0	8.0	-	2.5	-	7.7	4.1	4.4	3.0	2.6	-	4.9	9.3	4.5	-	6.0	12.7	1.2	-	7.7	6.0		
DEMONSTRATED THE AFFECTS	3.0	-	-	2.2	3.2	-	6.2	3.0	3.2	7.5	4.8	1.5	-	3.4	4.8	-	-	3.6	-	2.3	6.3		
STATISTICS	3.0	-	9.1	7.2	5.9	-	-	3.6	1.4	-	-	4.8	4.3	3.6	2.1	5.5	-	7.0	2.9	-	-		
PARENTS SHOULD TALK EARLY	2.5	14.4	-	4.3	1.5	5.5	-	2.9	1.5	-	2.2	3.9	-	-	2.2	11.1	-	2.2	3.0	3.7	-		
CHILD HAS BRAIN DAMAGE	2.4	-	9.9	-	6.6	-	2.3	0.7	6.4	2.7	5.2	-	8.9	-	4.8	-	12.2	1.3	9.8	-	3.2		
MORE LIKELY TO HAVE AN ACCIDENT	2.1	-	-	4.5	2.9	-	2.1	1.8	2.8	2.5	2.1	1.5	4.3	2.6	4.2	-	-	2.2	5.7	1.3	-		
VICTIMS' AFTERMATH	1.8	-	-	-	1.4	1.9	4.3	1.9	1.5	5.1	2.2	0.8	-	2.7	2.3	-	-	1.1	-	2.7	2.9		
CRYING ABOUT DEAD KID IN HOSPITAL	0.9	7.7	-	-	-	3.7	-	1.2	-	-	-	1.6	-	-	-	5.9	-	-	-	2.5	-		
ABOUT TEENAGERS	0.8	-	-	4.5	-	-	-	1.2	-	2.4	-	0.8	-	1.7	-	-	-	2.3	-	-	-		
DON'T GIVE IN TO PEER	0.8	-	-	-	2.8	-	-	1.1	-	-	-	1.5	-	1.6	-	-	-	2.2	-	-	-		

# **THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 19. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	THINK IT'S		THINK IT'S		THINK IT'S		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/	
		OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL	
		(AFR. AMER.)		(MALE)		(FEMALE)		ALCOHOL		(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)	
		OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
OPENED DOOR AND ALCOHOL CAME OUT	0.5	-	-	-	1.8	-	-	0.7	-	2.9	-	-	-	-	-	-	-	1.4	-	-	-
RAISING AWARENESS	0.5	-	-	-	1.7	-	-	0.7	-	2.8	-	-	-	1.0	-	-	-	1.3	-	-	-
KIDS IN HANDCUFFS	0.5	-	-	-	-	-	2.3	0.7	-	-	-	0.9	-	1.0	-	-	-	-	-	1.4	-
ALCOHOL SIGN/LINE THROUGH IT	0.5	-	-	-	-	-	2.2	0.7	-	-	-	0.9	-	1.0	-	-	-	-	-	1.4	-
SUPPORT GROUP	0.5	-	-	-	-	-	2.2	0.7	-	2.7	-	-	-	0.9	-	-	-	-	-	1.4	-
SKATEBOARDER	0.4	-	-	-	-	1.9	-	0.6	-	-	-	0.8	-	0.9	-	-	-	-	-	1.3	-
GENERAL INFORMATION	0.4	-	-	-	-	-	2.0	-	1.5	-	2.2	-	-	-	2.2	-	-	-	-	-	2.9
SPONSORED BY THE GOVERNMENT	0.4	-	-	-	-	-	-	0.6	-	2.5	-	-	-	-	-	-	-	1.2	-	-	-
BE REASONABLE DRINKERS	0.4	-	-	-	1.4	-	-	0.6	-	-	-	0.7	-	0.8	-	-	-	1.1	-	-	-
DRUGS ARE BAD	0.1	-	-	-	-	-	0.6	-	0.4	-	0.7	-	-	-	-	-	-	-	-	-	0.9
DON'T KNOW	14.4	-	9.8	5.0	10.9	17.3	17.4	14.0	15.3	8.4	19.9	15.8	5.9	18.1	15.4	5.5	12.1	9.4	15.5	18.8	15.1

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## 19. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL												AGE STARTED DRINKING (WHITE)	
	14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER	
Total Answering	213	61	5	56	5	9	22	20	69	31	28	7	2	49	42
DANGERS OF DRINKING	26.6	16.0	-	17.4	18.8	32.5	21.5	5.2	21.9	21.6	26.5	12.1	-	18.0	20.2
DON'T DRINK & DRIVE	10.5	16.1	-	17.5	-	9.6	13.7	29.7	10.2	6.2	17.2	-	8.2	18.3	16.4
UNDERAGE DRINKING	8.2	7.7	-	8.4	-	20.3	-	14.0	12.6	23.9	3.0	-	14.2	7.8	6.8
DAD FEEDING CHILD IN WHEELCHAIR	5.8	7.7	57.9	3.4	-	10.8	3.9	-	4.6	3.3	7.7	-	-	5.7	2.5
INTENSE/GRAPHIC	4.7	6.2	-	6.8	-	-	8.8	9.3	5.3	3.1	6.1	13.8	-	3.8	6.5
WRECKED VEHICLES/CRASHES	4.4	4.7	-	5.2	-	-	8.8	4.7	3.9	8.6	-	-	-	6.0	2.3
BURYING A CHILD	4.0	3.1	-	3.4	-	-	8.6	-	6.8	6.0	6.5	13.5	-	3.9	6.8
DEMONSTRATED THE AFFECTS	3.0	6.0	-	6.5	19.6	-	8.3	4.4	1.2	-	2.9	-	-	5.7	2.0
STATISTICS	3.0	5.8	-	6.3	-	17.8	4.4	4.4	2.8	3.1	3.4	-	-	3.8	4.7
PARENTS SHOULD TALK EARLY	2.5	-	-	-	-	-	-	-	6.4	-	3.5	49.0	-	-	-
CHILD HAS BRAIN DAMAGE	2.4	1.7	21.0	-	-	-	-	-	-	-	-	-	-	-	-
MORE LIKELY TO HAVE AN ACCIDENT	2.1	2.8	-	3.0	19.7	-	-	3.9	1.4	-	3.4	-	-	3.5	2.3
VICTIMS' AFTERMATH	1.8	3.2	-	3.5	-	-	4.7	4.6	-	-	-	-	-	4.0	-
CRYING ABOUT DEAD KID IN HOSPITAL	0.9	-	-	-	-	-	-	-	2.7	-	-	-	77.6	-	-
ABOUT TEENAGERS	0.8	1.5	-	1.6	-	-	4.1	-	1.3	2.8	-	-	-	1.9	2.1
DON'T GIVE IN TO PEER	0.8	-	-	-	-	-	-	-	1.3	2.8	-	-	-	-	2.1

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## 19. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL												AGE STARTED DRINKING (WHITE)	
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
OPENED DOOR AND ALCOHOL CAME OUT	0.5	1.8	-	1.9	22.8	-	-	-	-	-	-	-	-	-	-
RAISING AWARENESS	0.5	1.7	-	1.9	-	-	-	5.3	-	-	-	-	-	2.2	-
KIDS IN HANDCUFFS	0.5	-	-	-	-	-	-	-	1.5	-	3.7	-	-	-	2.5
ALCOHOL SIGN/LINE THROUGH IT	0.5	-	-	-	-	-	-	-	1.5	-	3.6	-	-	-	2.5
SUPPORT GROUP	0.5	1.6	-	1.8	-	-	4.4	-	-	-	-	-	-	2.0	-
SKATEBOARDER	0.4	-	-	-	-	-	-	-	1.3	2.9	-	-	-	-	2.2
GENERAL INFORMATION	0.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SPONSORED BY THE GOVERNMENT	0.4	1.5	-	1.6	19.1	-	-	-	-	-	-	-	-	-	-
BE REASONABLE DRINKERS	0.4	1.4	-	1.5	-	8.9	-	-	-	-	-	-	-	1.7	-
DRUGS ARE BAD	0.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DON'T KNOW	14.4	9.6	21.1	8.6	-	-	8.6	14.7	13.4	15.6	12.5	11.7	-	11.5	18.2

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## 19. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	AGE STARTED		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL			
		DRINKING		DRINKING		DRINKING						(WHITE)			
		(AFRICAN AMR)		(MALE)		(FEMALE)									
		14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH
Total Answering	213	4	22	29	38	32	31	73	31	42	47	53	24	30	35
DANGERS OF DRINKING	26.6	-	16.8	6.6	26.5	24.3	16.2	21.2	23.9	19.1	18.0	17.9	11.5	23.1	15.8
DON'T DRINK & DRIVE	10.5	-	-	13.3	15.7	18.5	3.4	12.3	19.4	7.1	14.6	16.8	25.0	10.1	16.2
UNDERAGE DRINKING	8.2	-	25.7	13.1	18.0	2.9	5.9	6.3	-	11.0	17.0	1.6	-	2.9	13.8
DAD FEEDING CHILD IN WHEELCHAIR	5.8	53.6	8.8	6.0	5.0	9.1	4.2	7.0	7.0	7.0	3.5	5.5	7.9	3.5	4.6
INTENSE/GRAPHIC	4.7	-	-	6.4	2.0	6.1	9.4	6.5	2.8	9.3	5.9	5.3	3.6	6.6	5.1
WRECKED VEHICLES/CRASHES	4.4	-	8.1	3.3	7.1	6.1	-	6.4	6.4	6.5	4.0	5.5	8.3	3.2	5.3
BURYING A CHILD	4.0	-	8.6	3.4	-	2.9	15.1	3.9	6.2	2.3	2.0	5.3	8.0	3.2	2.7
DEMONSTRATED THE AFFECTS	3.0	-	-	9.7	-	2.7	2.6	1.1	-	2.0	5.9	1.5	-	2.8	7.9
STATISTICS	3.0	46.4	-	12.3	5.1	-	-	4.0	6.4	2.3	5.4	5.5	8.2	3.3	2.4
PARENTS SHOULD TALK EARLY	2.5	-	15.8	-	4.4	-	8.8	3.7	3.2	4.2	-	-	-	-	-
CHILD HAS BRAIN DAMAGE	2.4	-	-	3.5	-	-	-	-	-	-	-	-	-	-	-
MORE LIKELY TO HAVE AN ACCIDENT	2.1	-	-	2.7	2.5	2.9	-	2.4	-	4.2	2.0	3.3	-	5.9	2.7
VICTIMS' AFTERMATH	1.8	-	-	-	-	6.0	-	1.3	3.0	-	4.0	1.7	3.8	-	5.4
CRYING ABOUT DEAD KID IN HOSPITAL	0.9	-	8.5	-	-	-	5.9	-	-	-	-	-	-	-	-
ABOUT TEENAGERS	0.8	-	-	3.2	2.3	-	-	2.4	-	4.2	-	3.3	-	6.0	-
DON'T GIVE IN TO PEER	0.8	-	-	-	2.3	-	-	1.2	2.8	-	1.8	1.6	3.6	-	2.4

# **THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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## 19. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	AGE STARTED		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL			
		DRINKING		DRINKING		DRINKING						(WHITE)			
		(AFRICAN AMR)		(MALE)		(FEMALE)									
		14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH
OPENED DOOR AND ALCOHOL CAME OUT	0.5	-	-	3.8	-	-	-	1.5	3.5	-	-	-	-	-	-
RAISING AWARENESS	0.5	-	-	3.6	-	-	-	-	-	-	2.2	-	-	-	2.9
KIDS IN HANDCUFFS	0.5	-	-	-	-	-	3.4	1.4	-	2.5	-	1.9	-	3.5	-
ALCOHOL SIGN/LINE THROUGH IT	0.5	-	-	-	-	-	3.3	-	-	-	2.2	-	-	-	2.9
SUPPORT GROUP	0.5	-	-	-	-	3.0	-	1.4	-	2.4	-	1.8	-	3.3	-
SKATEBOARDER	0.4	-	-	-	-	-	3.0	1.3	3.0	-	-	1.7	3.8	-	-
GENERAL INFORMATION	0.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SPONSORED BY THE GOVERNMENT	0.4	-	-	3.2	-	-	-	-	-	-	-	-	-	-	-
BE REASONABLE DRINKERS	0.4	-	-	2.9	-	-	-	-	-	-	1.8	-	-	-	2.4
DRUGS ARE BAD	0.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DON'T KNOW	14.4	-	7.8	2.9	9.2	15.5	18.7	14.5	12.5	15.9	9.8	19.7	16.1	22.5	7.6

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## 19. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL (6th–8th)		EASY/HARD GET ALCOHOL (9th–12th)		EASY/HARD GET ALCOHOL (WHITE)	
	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	EASY HARD	HARD	EASY HARD	HARD	EASY HARD	HARD	EASY HARD	HARD
Total Answering	213	13	4	9	7	36	17	20	30	36	14	22	18	79	120	16	61	63	59	56	80			
DANGERS OF DRINKING	26.6	28.6	100.0	–	26.7	23.1	38.4	9.9	18.3	19.2	6.4	27.2	17.7	19.2	32.4	29.5	34.9	16.7	29.8	20.1	28.5			
DON'T DRINK & DRIVE	10.5	–	–	–	–	13.4	11.2	15.3	16.7	11.3	29.2	–	10.9	14.1	7.9	14.0	5.0	14.1	11.0	16.2	10.6			
UNDERAGE DRINKING	8.2	29.2	–	40.9	25.9	12.7	–	23.6	14.3	–	–	–	21.5	7.2	9.8	6.1	8.1	7.4	11.6	1.8	10.7			
DAD FEEDING CHILD IN WHEELCHAIR	5.8	14.9	–	20.8	–	7.6	5.1	9.8	5.5	6.5	9.3	4.7	–	3.7	6.3	4.9	9.3	3.4	3.2	1.4	7.0			
INTENSE/GRAPHIC	4.7	–	–	–	–	2.4	5.1	–	3.3	10.7	–	17.5	10.2	7.1	3.1	–	1.6	8.9	4.6	6.6	3.4			
WRECKED VEHICLES/CRASHES	4.4	13.8	–	19.3	–	10.0	5.6	13.8	3.2	2.8	7.3	–	5.3	8.3	2.4	–	1.5	10.3	3.2	5.2	3.5			
BURYING A CHILD	4.0	–	–	–	–	2.7	5.8	–	–	5.2	6.7	4.2	5.3	3.6	3.9	6.3	–	3.0	8.0	5.1	1.2			
DEMONSTRATED THE AFFECTS STATISTICS	3.0	–	–	–	–	23.7	8.1	11.6	5.0	8.6	–	–	–	–	5.7	0.8	–	–	7.1	1.7	5.1	1.2		
PARENTS SHOULD TALK EARLY	2.5	13.6	–	19.0	–	–	–	–	–	7.5	7.1	7.8	–	2.2	1.6	–	1.5	2.7	1.7	–	1.1			
CHILD HAS BRAIN DAMAGE	2.4	–	–	–	–	–	–	–	–	–	–	–	–	–	4.2	–	5.3	–	3.1	–	2.5			
MORE LIKELY TO HAVE AN ACCIDENT	2.1	–	–	–	–	4.8	–	8.9	–	–	–	–	–	5.3	4.5	0.7	6.1	1.4	4.1	–	6.4	1.1		
VICTIMS' AFTERMATH	1.8	–	–	–	–	–	–	–	2.9	2.5	6.6	–	5.9	1.2	2.4	–	4.7	1.4	–	1.7	3.5			
CRYING ABOUT DEAD KID IN HOSPITAL	0.9	–	–	–	–	–	–	–	–	–	–	–	–	–	1.5	–	–	–	3.1	–	–			
ABOUT TEENAGERS	0.8	–	–	–	–	4.9	–	9.1	–	–	–	–	–	1.1	0.8	–	1.5	1.4	–	1.6	1.1			
DON'T GIVE IN TO PEER	0.8	–	–	–	–	2.4	5.1	–	2.9	–	–	–	–	–	1.4	–	–	–	2.9	–	2.1			

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(Continued)

## 19. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL (6th-8th)		EASY/HARD GET ALCOHOL (9th-12th)		EASY/HARD GET ALCOHOL (WHITE)	
		LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	EASY	HARD	EASY	HARD	EASY	HARD	EASY	HARD
		ONCE/A	Once/A	Once/A	ONCE/A	ONCE/A	Once/A	Once/A	ONCE/A	ONCE/A	Once/A	Once/A	ONCE/A								
		MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH								
OPENED DOOR AND ALCOHOL CAME OUT	0.5	-	-	-	-	3.0	6.5	-	-	-	-	-	-	1.4	-	7.0	-	-	-	-	-
RAISING AWARENESS	0.5	-	-	-	-	-	-	-	3.5	-	-	-	-	-	0.9	-	1.7	-	-	-	1.3
KIDS IN HANDCUFFS	0.5	-	-	-	-	-	-	-	-	2.9	-	4.7	-	1.3	-	-	-	1.6	-	1.9	-
ALCOHOL SIGN/LINE THROUGH IT	0.5	-	-	-	-	-	-	-	-	-	-	-	5.8	-	0.9	-	-	-	1.7	-	1.3
SUPPORT GROUP	0.5	-	-	-	-	-	-	-	-	2.7	-	4.4	-	-	0.8	-	1.6	-	-	-	1.2
SKATEBOARDER	0.4	-	-	-	-	-	-	-	-	2.5	6.6	-	-	1.2	-	-	-	1.4	-	1.7	-
GENERAL INFORMATION	0.4	-	-	-	-	-	-	-	-	-	-	-	-	-	0.8	-	1.5	-	-	-	1.1
SPONSORED BY THE GOVERNMENT	0.4	-	-	-	-	-	-	-	-	-	-	-	-	-	0.8	-	1.5	-	-	-	-
BE REASONABLE DRINKERS	0.4	-	-	-	-	-	-	-	2.9	-	-	-	-	1.1	-	-	-	1.3	-	1.5	-
DRUGS ARE BAD	0.1	-	-	-	-	-	-	-	-	-	-	-	-	-	0.2	-	0.5	-	-	-	-
DON'T KNOW	14.4	-	-	-	23.7	5.0	5.5	4.6	8.5	23.9	20.8	25.9	12.0	12.6	14.0	8.2	15.1	13.6	12.9	17.2	15.0

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 19. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	EASY/HARD GET ALCOHOL (AFR. AMER.)		EASY/HARD GET ALCOHOL (MALE)		EASY/HARD GET ALCOHOL (FEMALE)		PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)			
		EASY	HARD	EASY	HARD	EASY	HARD	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER
Total Answering	213	15	28	40	61	39	58	167	44	123	44	59	14	45	20	108	29	78	24
DANGERS OF DRINKING	26.6	13.0	46.9	20.6	36.0	17.9	28.6	27.5	35.0	24.9	22.0	35.4	41.2	33.6	28.8	23.2	32.0	19.9	16.4
DON'T DRINK & DRIVE	10.5	-	-	10.4	10.8	17.9	4.9	11.6	15.3	10.3	6.8	6.8	-	9.0	5.8	14.2	22.6	11.1	7.5
UNDERAGE DRINKING	8.2	25.7	6.6	11.8	11.2	2.4	8.4	8.8	15.3	6.5	6.2	8.4	13.8	6.7	4.5	9.0	16.1	6.4	7.6
DAD FEEDING CHILD IN WHEELCHAIR	5.8	13.1	7.0	6.7	4.3	0.7	8.4	6.4	2.0	7.9	4.0	9.4	6.2	10.4	4.5	4.7	-	6.5	3.5
INTENSE/GRAPHIC	4.7	-	-	4.6	1.3	9.6	5.0	4.9	8.7	3.6	4.4	3.1	5.8	2.2	-	5.9	10.0	4.4	7.9
WRECKED VEHICLES/CRASHES	4.4	24.8	-	9.1	3.1	7.4	1.6	4.0	-	5.4	6.1	1.6	-	2.1	-	5.3	-	7.3	11.0
BURYING A CHILD	4.0	-	13.6	2.4	-	4.8	8.1	3.4	4.3	3.1	6.4	-	-	-	4.9	5.3	6.4	4.8	7.6
DEMONSTRATED THE AFFECTS	3.0	-	-	4.5	1.6	4.6	3.2	2.2	4.4	1.5	6.2	4.9	13.7	2.2	9.4	0.8	-	1.0	3.5
STATISTICS	3.0	11.6	-	11.4	1.6	-	-	2.8	-	3.8	3.8	-	-	-	-	4.4	-	6.0	6.9
PARENTS SHOULD TALK EARLY	2.5	11.9	-	-	1.5	4.4	1.7	2.1	-	2.8	4.3	-	-	-	4.5	3.2	-	4.4	4.0
CHILD HAS BRAIN DAMAGE	2.4	-	6.6	-	6.5	-	1.8	2.9	2.3	3.1	0.4	5.1	7.2	4.5	0.9	1.7	-	2.3	-
MORE LIKELY TO HAVE AN ACCIDENT	2.1	-	-	6.6	1.4	2.4	-	1.6	2.0	1.5	3.9	3.1	-	4.0	-	0.8	3.0	-	7.1
VICTIMS' AFTERMATH	1.8	-	-	-	1.4	2.3	3.4	2.3	2.2	2.3	-	4.8	6.7	4.2	-	0.9	-	1.2	-
CRYING ABOUT DEAD KID IN HOSPITAL	0.9	-	6.6	-	-	-	3.1	1.1	-	1.5	-	-	-	-	-	1.7	-	2.3	-
ABOUT TEENAGERS	0.8	-	-	2.2	1.5	-	-	1.1	-	1.4	-	1.5	-	2.0	-	0.8	-	1.1	-
DON'T GIVE IN TO PEER	0.8	-	-	-	2.8	-	-	1.0	-	1.4	-	-	-	-	-	1.6	-	2.2	-

# **THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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## **PRESSURE**

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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(Continued)

## 19. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	EASY/HARD		EASY/HARD		EASY/HARD		PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING			
		GET ALCOHOL		GET ALCOHOL		GET ALCOHOL		ALCOHOL				ALCOHOL				ALCOHOL			
		(AFR. AMER.)		(MALE)		(FEMALE)						(6th-8th)				(9th-12th)			
		EASY	HARD	EASY	HARD	EASY	HARD	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER
OPENED DOOR AND ALCOHOL CAME OUT	0.5	-	-	2.7	-	-	-	-	-	-	2.5	-	-	-	5.4	-	-	-	-
RAISING AWARENESS	0.5	-	-	-	1.7	-	-	0.6	-	0.8	-	1.8	-	2.3	-	-	-	-	-
KIDS IN HANDCUFFS	0.5	-	-	-	-	2.7	-	0.6	2.4	-	-	-	-	-	-	1.0	3.5	-	-
ALCOHOL SIGN/LINE THROUGH IT	0.5	-	-	-	-	-	1.8	0.6	-	0.8	-	-	-	-	-	1.0	-	1.3	-
SUPPORT GROUP	0.5	-	-	-	-	-	1.7	0.6	-	0.8	-	1.7	-	2.2	-	-	-	-	-
SKATEBOARDER	0.4	-	-	-	-	2.3	-	0.5	-	0.7	-	-	-	-	-	0.9	-	1.2	-
GENERAL INFORMATION	0.4	-	-	-	-	-	1.6	-	-	-	2.1	-	-	-	4.6	-	-	-	-
SPONSORED BY THE GOVERNMENT	0.4	-	-	-	1.5	-	-	-	-	-	2.0	-	-	-	4.5	-	-	-	-
BE REASONABLE DRINKERS	0.4	-	-	2.1	-	-	-	0.5	-	0.7	-	-	-	-	-	0.8	-	1.1	-
DRUGS ARE BAD	0.1	-	-	-	-	-	0.5	-	-	-	0.6	-	-	-	1.4	-	-	-	-
DON'T KNOW	14.4	-	12.6	4.8	11.9	20.5	16.3	12.8	6.1	15.2	18.5	12.4	5.5	14.6	20.6	13.1	6.4	15.6	16.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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## 19. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT		
		ALCOHOL				ALCOHOL				ALCOHOL				ALCOHOL				LAST 3 MONTHS		LAST 3 MONTHS		
		(WHITE)				(AFRICAN AMERICAN)				(MALE)				(FEMALE)						(6th-8th)		
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO	
Total Answering	213	120	31	89	26	37	9	27	9	85	19	65	23	82	24	58	22	149	63	55	24	
DANGERS OF DRINKING	26.6	25.9	24.8	26.2	22.1	35.2	59.8	27.0	21.4	31.2	28.5	32.0	16.6	23.8	40.2	16.9	27.6	28.0	24.2	35.1	30.8	
DON'T DRINK & DRIVE	10.5	13.7	21.2	11.0	11.0	-	-	-	-	12.4	23.8	9.0	5.2	10.8	8.5	11.8	8.4	12.5	6.1	7.7	4.0	
UNDERAGE DRINKING	8.2	7.2	9.5	6.4	3.6	10.1	40.2	-	20.5	10.3	19.6	7.6	12.3	7.2	11.9	5.2	-	7.9	7.6	8.9	4.0	
DAD FEEDING CHILD IN WHEELCHAIR	5.8	3.9	2.8	4.2	6.9	15.6	-	20.8	-	5.3	4.5	5.5	3.8	7.5	-	10.6	4.1	3.9	10.5	3.2	19.4	
INTENSE/GRAPHIC	4.7	6.0	12.0	3.9	-	-	-	-	-	1.9	-	2.5	4.3	8.0	15.6	4.8	4.4	4.9	4.4	3.3	-	
WRECKED VEHICLES/CRASHES	4.4	4.0	-	5.4	3.7	5.1	-	6.8	19.3	3.3	-	4.3	11.9	4.7	-	6.6	-	5.7	1.5	1.7	-	
BURYING A CHILD	4.0	3.1	6.0	2.1	3.8	5.2	-	6.9	20.4	-	-	-	4.3	6.9	7.8	6.6	8.5	3.2	6.0	1.8	-	
DEMONSTRATED THE AFFECTS	3.0	3.1	6.1	2.0	7.4	-	-	-	-	2.3	9.9	-	3.8	2.2	-	3.1	8.6	2.4	4.6	5.1	8.4	
STATISTICS	3.0	3.9	-	5.3	-	-	-	-	18.5	5.5	-	7.2	7.4	-	-	-	-	1.9	5.7	-	-	
PARENTS SHOULD TALK EARLY	2.5	-	-	-	3.6	9.3	-	12.5	-	2.0	-	2.6	4.0	2.1	-	3.0	4.5	2.3	3.0	-	3.8	
CHILD HAS BRAIN DAMAGE	2.4	1.7	-	2.3	-	5.0	-	6.6	-	4.5	5.2	4.3	0.8	1.3	-	1.8	-	2.6	2.0	3.6	5.1	
MORE LIKELY TO HAVE AN ACCIDENT	2.1	2.2	2.8	2.0	6.8	-	-	-	-	2.1	4.6	1.3	7.7	1.1	-	1.6	-	2.3	1.6	3.3	-	
VICTIMS' AFTERMATH	1.8	3.1	3.0	3.2	-	-	-	-	-	1.0	-	1.3	-	3.5	3.9	3.4	-	2.5	-	5.2	-	
CRYING ABOUT DEAD KID IN HOSPITAL	0.9	-	-	-	-	5.0	-	6.7	-	-	-	-	-	2.2	-	3.2	-	1.2	-	-	-	
ABOUT TEENAGERS	0.8	1.5	-	2.0	-	-	-	-	-	2.1	-	2.7	-	-	-	-	-	0.6	1.4	1.7	-	
DON'T GIVE IN TO PEER	0.8	1.4	-	1.9	-	-	-	-	-	2.0	-	2.6	-	-	-	-	-	0.6	1.4	-	-	

# **THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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## **PRESSURE**

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 19. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT	
		ALCOHOL (WHITE)				ALCOHOL (AFRICAN AMERICAN)				ALCOHOL (MALE)				ALCOHOL (FEMALE)				LAST 3 MONTHS		LAST 3 MONTHS	
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO
OPENED DOOR AND ALCOHOL CAME OUT	0.5	-	-	-	-	-	-	-	-	-	-	-	4.8	-	-	-	-	0.7	-	2.0	-
RAISING AWARENESS	0.5	0.9	-	1.2	-	-	-	-	-	1.2	-	1.6	-	-	-	-	-	0.7	-	1.9	-
KIDS IN HANDCUFFS	0.5	0.9	3.3	-	-	-	-	-	-	-	-	-	-	1.3	4.3	-	-	0.7	-	-	-
ALCOHOL SIGN/LINE THROUGH IT	0.5	0.9	-	1.2	-	-	-	-	-	-	-	-	-	1.3	-	1.8	-	0.7	-	-	-
SUPPORT GROUP	0.5	0.8	-	1.1	-	-	-	-	-	-	-	-	-	1.2	-	1.7	-	0.7	-	1.8	-
SKATEBOARDER	0.4	0.8	-	1.0	-	-	-	-	-	-	-	-	-	1.1	-	1.6	-	0.6	-	-	-
GENERAL INFORMATION	0.4	-	-	-	3.6	-	-	-	-	-	-	-	-	-	-	-	4.2	-	1.5	-	3.8
SPONSORED BY THE GOVERNMENT	0.4	-	-	-	-	-	-	-	-	-	-	-	4.0	-	-	-	-	0.6	-	1.7	-
BE REASONABLE DRINKERS	0.4	0.7	-	1.0	-	-	-	-	-	1.0	-	1.3	-	-	-	-	-	0.6	-	-	-
DRUGS ARE BAD	0.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.3	-	0.4	-	1.1
DON'T KNOW	14.4	14.5	8.4	16.6	27.5	9.5	-	12.7	-	11.9	4.0	14.2	9.0	13.8	7.8	16.4	28.3	12.2	18.3	12.2	19.6

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 19. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	TALK W/PARENT LAST 3 MONTHS (9th-12th)		TALK W/PARENT LAST 3 MONTHS (WHITE)		TALK W/PARENT LAST 3 MONTHS (AFR. AMER.)		TALK W/PARENT LAST 3 MONTHS (MALE)		TALK W/PARENT LAST 3 MONTHS (FEMALE)		EMBARRASSED/ AFRAID 2 TALK W/ PARENTS		EMBARRASSED/ AFRAID 2 TALK (6th-8th)		EMBARRASSED/ AFRAID 2 TALK (9th-12th)		EMBARRASSED/ AFRAID 2 TALK (WHITE)		EMBARRASSED/ AFRAID 2 TALK (AFR. AMER.)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total Answering	213	94	39	108	37	27	18	74	34	75	29	114	93	38	37	75	55	79	62	24	22
DANGERS OF DRINKING	26.6	23.8	20.0	24.5	27.8	40.5	20.6	31.4	23.8	24.5	24.6	26.5	27.6	40.2	30.1	19.6	25.9	24.9	27.5	30.4	34.8
DON'T DRINK & DRIVE	10.5	15.3	7.5	15.1	7.9	-	-	13.3	5.5	11.6	6.9	13.7	7.4	8.3	5.3	16.4	8.8	15.7	11.0	-	-
UNDERAGE DRINKING	8.2	7.4	9.8	5.3	7.8	13.6	10.1	8.1	13.9	7.8	-	9.9	4.6	7.4	5.3	11.1	4.2	7.1	3.2	23.1	-
DAD FEEDING CHILD IN WHEELCHAIR	5.8	4.3	4.9	3.4	7.5	6.8	20.8	2.4	10.6	5.4	10.4	5.2	6.9	12.1	4.8	1.7	8.4	4.7	4.3	8.1	17.3
INTENSE/GRAPHIC	4.7	5.9	7.2	5.9	2.2	-	-	2.2	2.9	7.6	6.2	3.4	6.7	-	4.8	5.2	8.0	2.5	8.4	-	-
WRECKED VEHICLES/CRASHES	4.4	8.0	2.4	4.4	2.6	13.3	-	6.2	2.8	5.1	-	5.0	3.9	-	2.5	7.6	4.9	4.9	3.0	7.7	8.1
BURYING A CHILD	4.0	4.0	9.8	4.4	-	-	20.4	1.3	-	5.0	13.2	6.6	1.0	-	2.6	10.0	-	4.8	1.6	15.6	-
DEMONSTRATED THE AFFECTS	3.0	0.9	2.2	3.3	5.5	-	-	3.8	-	1.1	10.1	2.5	3.9	7.5	5.1	-	3.0	3.7	4.4	-	-
STATISTICS	3.0	3.0	9.2	2.6	5.1	-	9.1	3.8	10.5	-	-	3.4	1.8	-	-	5.1	3.0	4.9	-	-	7.8
PARENTS SHOULD TALK EARLY	2.5	3.6	2.6	-	2.5	12.5	-	2.3	2.7	2.3	3.5	-	5.7	-	2.4	-	8.0	-	1.5	-	15.8
CHILD HAS BRAIN DAMAGE	2.4	1.9	-	0.9	2.8	6.7	-	5.2	0.5	-	3.6	2.5	2.4	2.7	5.9	2.4	-	-	3.2	7.6	-
MORE LIKELY TO HAVE AN ACCIDENT	2.1	1.8	2.5	3.2	2.7	-	-	3.4	2.9	1.3	-	3.0	1.0	4.7	-	2.2	1.8	4.4	1.6	-	-
VICTIMS' AFTERMATH	1.8	1.0	-	3.5	-	-	-	1.2	-	3.9	-	0.9	1.9	2.7	2.3	-	1.7	1.3	2.9	-	-
CRYING ABOUT DEAD KID IN HOSPITAL	0.9	2.0	-	-	-	6.7	-	-	-	2.4	-	-	2.0	-	-	-	3.3	-	-	-	8.5
ABOUT TEENAGERS	0.8	-	2.2	0.8	2.4	-	-	1.2	2.5	-	-	-	1.9	-	2.4	-	1.6	-	2.8	-	-
DON'T GIVE IN TO PEER	0.8	0.9	2.2	0.8	2.4	-	-	1.1	2.5	-	-	1.5	-	-	-	2.3	-	2.2	-	-	-

# **THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 19. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	TALK W/PARENT LAST 3 MONTHS (9th-12th)		TALK W/PARENT LAST 3 MONTHS (WHITE)		TALK W/PARENT LAST 3 MONTHS (AFR. AMER.)		TALK W/PARENT LAST 3 MONTHS (MALE)		TALK W/PARENT LAST 3 MONTHS (FEMALE)		EMBARRASSED/ AFRAID 2 TALK W/ PARENTS		EMBARRASSED/ AFRAID 2 TALK (6th-8th)		EMBARRASSED/ AFRAID 2 TALK (9th-12th)		EMBARRASSED/ AFRAID 2 TALK (WHITE)		EMBARRASSED/ AFRAID 2 TALK (AFR. AMER.)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
OPENED DOOR AND ALCOHOL CAME OUT	0.5	-	-	-	-	-	-	-	1.5	-	-	-	-	1.2	-	2.9	-	-	-	-	-
RAISING AWARENESS	0.5	-	-	1.0	-	-	-	-	1.4	-	-	-	0.9	-	2.7	-	-	-	1.3	-	-
KIDS IN HANDCUFFS	0.5	1.1	-	1.0	-	-	-	-	-	1.4	-	-	1.1	-	-	-	1.9	-	1.7	-	-
ALCOHOL SIGN/LINE THROUGH IT	0.5	1.1	-	0.9	-	-	-	-	-	1.4	-	0.9	-	-	-	1.4	-	1.3	-	-	-
SUPPORT GROUP	0.5	-	-	0.9	-	-	-	-	-	1.3	-	-	1.1	-	2.6	-	-	-	1.6	-	-
SKATEBOARDER	0.4	1.0	-	0.8	-	-	-	-	-	1.2	-	-	-	-	-	-	-	-	-	-	-
GENERAL INFORMATION	0.4	-	-	-	2.5	-	-	-	-	-	3.2	-	1.0	-	2.4	-	-	-	1.5	-	-
SPONSORED BY THE GOVERNMENT	0.4	-	-	-	-	-	-	1.2	-	-	-	0.8	-	2.4	-	-	-	-	-	-	-
BE REASONABLE DRINKERS	0.4	0.9	-	0.8	-	-	-	1.1	-	-	-	0.7	-	-	-	1.1	-	1.1	-	-	-
DRUGS ARE BAD	0.1	-	-	-	-	-	-	-	-	-	1.0	-	0.3	-	0.7	-	-	-	-	-	-
DON'T KNOW	14.4	12.2	17.4	16.3	18.4	-	18.9	7.7	19.0	16.7	17.4	12.4	16.5	9.3	17.7	14.0	15.7	15.3	19.9	7.5	7.8

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 19. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	EMBARRASSED/  AFRAID 2 TALK		EMBARRASSED/  AFRAID 2 TALK		ALCOHOL USE BY PEOPLE YOUR AGE IS...				ALCOHOL USE   BY YOUR AGE		ALCOHOL USE   BY YOUR AGE		ALCOHOL USE   BY YOUR AGE		ALCOHOL USE   BY YOUR AGE		ALCOHOL USE   BY YOUR AGE		ALCOHOL USE   BY YOUR AGE	
		(MALE)		(FEMALE)						(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)	
		YES	NO	YES	NO	PROB-  LEM	Big  Prob.	Small  Prob.	NOT A  PROB.	BIG  PROB.	SMALL  PROB.	BIG  PROB.	SMALL  PROB.	BIG  PROB.	SMALL  PROB.	BIG  PROB.	SMALL  PROB.	BIG  PROB.	SMALL  PROB.	BIG  PROB.	SMALL  PROB.
Total Answering	213	58	47	55	45	201	114	87	11	42	31	72	56	74	64	30	14	58	45	56	42
DANGERS OF DRINKING	26.6	23.1	35.3	30.1	19.5	28.2	25.5	31.8	-	31.3	43.4	22.2	25.2	20.1	34.1	44.0	12.9	31.4	29.1	19.5	34.7
DON'T DRINK & DRIVE	10.5	15.0	6.2	12.3	8.6	9.2	13.8	3.3	36.4	5.2	3.3	18.8	3.3	18.3	4.5	-	-	13.6	2.3	14.0	4.4
UNDERAGE DRINKING	8.2	16.0	2.8	3.3	6.6	8.2	9.5	6.5	8.9	7.0	6.3	10.9	6.6	6.6	7.3	18.9	-	12.0	10.3	6.9	2.4
DAD FEEDING CHILD IN WHEELCHAIR	5.8	1.3	9.6	9.4	4.1	4.8	3.4	6.6	8.5	8.6	6.2	0.4	6.8	4.9	3.0	-	26.7	4.5	6.1	2.3	7.1
INTENSE/GRAPHIC	4.7	-	5.5	7.0	8.0	4.5	4.2	5.0	9.4	-	2.6	6.6	6.3	3.8	5.3	-	-	3.2	1.7	5.2	8.5
WRECKED VEHICLES/CRASHES	4.4	4.8	5.7	5.2	2.1	4.7	5.7	3.2	-	-	3.0	9.1	3.4	3.9	4.4	12.3	-	6.3	4.2	5.2	2.2
BURYING A CHILD	4.0	-	2.1	13.6	-	4.2	6.6	1.1	-	-	3.1	10.5	-	5.1	1.5	12.7	-	-	2.2	13.4	-
DEMONSTRATED THE AFFECTS	3.0	3.2	2.0	1.9	5.9	3.2	3.3	3.2	-	6.9	6.1	1.1	1.5	5.0	3.0	-	-	3.2	2.1	3.3	4.4
STATISTICS	3.0	6.6	3.6	-	-	3.2	1.6	5.2	-	-	-	2.6	8.1	2.5	4.4	-	11.7	3.2	10.0	-	-
PARENTS SHOULD TALK EARLY	2.5	-	5.5	-	6.0	2.6	1.5	4.1	-	-	2.9	2.4	4.8	-	1.4	5.9	11.7	-	5.8	3.1	2.3
CHILD HAS BRAIN DAMAGE	2.4	4.9	2.4	-	2.3	2.5	3.5	1.2	-	5.2	3.3	2.5	-	1.3	1.6	6.2	-	6.9	-	-	2.5
MORE LIKELY TO HAVE AN ACCIDENT	2.1	4.3	2.1	1.7	-	2.2	3.0	1.1	-	4.3	-	2.3	1.7	4.7	1.5	-	-	4.4	2.2	1.7	-
VICTIMS' AFTERMATH	1.8	-	1.8	1.9	2.0	1.9	1.6	2.2	-	2.3	6.1	1.3	-	2.5	3.0	-	-	-	1.9	3.3	2.5
CRYING ABOUT DEAD KID IN HOSPITAL	0.9	-	-	-	4.0	0.9	-	2.1	-	-	-	-	3.3	-	-	-	12.7	-	-	-	4.4
ABOUT TEENAGERS	0.8	-	3.7	-	-	0.9	0.8	1.0	-	2.2	-	-	1.6	1.2	1.3	-	-	1.6	1.9	-	-
DON'T GIVE IN TO PEER	0.8	2.9	-	-	-	0.9	-	2.0	-	-	-	-	3.1	-	2.7	-	-	-	3.8	-	-

# **THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

NC STATEWIDE — STUDENTS GRADES 6–12

## **PRESSURE**

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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(Continued)

## 19. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL		EMBARRASSED/		EMBARRASSED/		ALCOHOL USE BY PEOPLE				ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE	
	AFRAID 2 TALK		AFRAID 2 TALK		AFRAID 2 TALK		YOUR AGE IS...				BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE	
	(MALE)		(FEMALE)		(FEMALE)						(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)	
	YES	NO	YES	NO	YES	NO	PROB-LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.
OPENED DOOR AND ALCOHOL CAME OUT	0.5	-	2.3	-	-	-	0.5	1.0	-	-	2.6	-	-	-	-	-	-	-	1.9	-	-	-
RAISING AWARENESS	0.5	1.8	-	-	-	-	-	-	-	9.9	-	-	-	-	-	-	-	-	-	-	-	-
KIDS IN HANDCUFFS	0.5	-	-	-	2.3	0.5	0.9	-	-	-	-	1.4	-	1.4	-	-	-	-	-	1.9	-	
ALCOHOL SIGN/LINE THROUGH IT	0.5	-	-	1.9	-	0.5	-	1.2	-	-	-	-	1.8	-	1.6	-	-	-	-	-	2.4	
SUPPORT GROUP	0.5	-	-	-	2.2	0.5	0.9	-	-	2.4	-	-	-	1.3	-	-	-	-	-	1.8	-	
SKATEBOARDER	0.4	-	-	-	-	0.5	0.8	-	-	-	-	1.3	-	1.2	-	-	-	-	-	1.6	-	
GENERAL INFORMATION	0.4	-	-	-	2.0	0.5	0.8	-	-	2.2	-	-	-	1.2	-	-	-	-	-	1.6	-	
SPONSORED BY THE GOVERNMENT	0.4	1.6	-	-	-	0.5	0.8	-	-	2.2	-	-	-	-	-	-	-	1.6	-	-	-	
BE REASONABLE DRINKERS	0.4	1.4	-	-	-	0.4	-	1.0	-	-	-	-	1.5	-	1.3	-	-	-	1.9	-	-	
DRUGS ARE BAD	0.1	-	-	-	0.6	0.1	-	0.3	-	-	0.9	-	-	-	-	-	-	-	-	-	0.7	
DON'T KNOW	14.4	13.1	9.5	11.7	23.8	13.8	10.7	17.9	26.9	17.8	12.8	6.6	20.8	14.8	18.1	-	24.3	6.4	14.5	15.2	21.6	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 19. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	DANGEROUS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL				(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		SEEN TV ADS STOP UNDERAGE DRINKING	HEARD RADIO STOP UNDERAGE DRINKING		
		DANG- EROUS	Very	Smwt.	NOT DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	YES	NO	YES	NO
Total Answering	213	209	160	48	1	65	13	96	35	110	35	37	8	81	24	79	24	176	37	114	98
DANGERS OF DRINKING	26.6	26.8	30.6	13.9	100.0	38.1	15.4	25.6	13.4	27.3	16.6	40.7	-	32.7	16.1	28.5	11.9	28.9	15.4	29.9	22.0
DON'T DRINK & DRIVE	10.5	10.2	10.9	8.1	-	4.9	7.7	15.0	8.2	13.9	11.2	-	-	10.9	12.0	10.9	4.2	8.2	21.5	11.4	9.6
UNDERAGE DRINKING	8.2	8.3	7.3	11.8	-	6.0	14.8	8.2	10.6	7.0	5.3	10.1	24.8	9.7	15.5	4.9	8.1	8.2	7.8	9.1	7.1
DAD FEEDING CHILD IN WHEELCHAIR	5.8	5.9	3.5	14.1	-	5.8	20.4	1.9	11.7	3.4	7.7	5.1	50.9	2.2	14.8	4.8	13.4	7.0	-	4.2	7.7
INTENSE/GRAPHIC	4.7	4.8	3.3	9.9	-	2.8	-	3.7	13.7	3.1	11.0	-	-	2.2	3.6	4.5	16.1	5.2	2.7	4.2	5.5
WRECKED VEHICLES/CRASHES	4.4	4.5	5.2	2.1	-	1.5	-	7.7	2.9	4.3	2.9	9.9	-	6.8	-	3.5	4.2	4.7	2.8	5.7	3.0
BURYING A CHILD	4.0	4.1	5.3	-	-	1.5	-	7.9	-	4.3	-	10.3	-	1.2	-	9.5	-	4.3	2.5	5.0	2.8
DEMONSTRATED THE AFFECTS STATISTICS	3.0	3.1	3.0	3.6	-	6.1	6.5	0.9	2.5	4.3	2.5	-	-	2.4	3.6	3.6	3.5	3.7	-	1.6	4.8
PARENTS SHOULD TALK EARLY	2.5	1.7	2.3	-	-	1.4	-	2.8	-	0.8	-	4.8	-	1.1	-	3.4	-	2.5	2.7	2.4	2.6
CHILD HAS BRAIN DAMAGE	2.4	2.4	3.1	-	-	5.0	-	1.9	-	1.8	-	5.0	-	4.9	-	1.3	-	2.9	-	0.9	4.1
MORE LIKELY TO HAVE AN ACCIDENT	2.1	2.1	2.8	-	-	2.8	-	2.7	-	4.0	-	-	-	4.3	-	1.2	-	2.0	2.4	1.5	2.8
VICTIMS' AFTERMATH	1.8	1.8	2.3	-	-	4.4	-	1.0	-	3.4	-	-	-	1.1	-	3.6	-	2.1	-	1.6	2.0
CRYING ABOUT DEAD KID IN HOSPITAL	0.9	0.9	-	3.8	-	-	-	-	5.2	-	-	-	24.3	-	-	-	7.5	-	5.0	-	1.9
ABOUT TEENAGERS	0.8	0.8	0.6	1.8	-	1.4	-	-	2.5	0.8	2.5	-	-	1.1	3.6	-	-	1.0	-	0.8	0.9
DON'T GIVE IN TO PEER	0.8	0.8	-	3.5	-	-	-	-	4.9	-	4.9	-	-	-	7.1	-	-	0.5	2.3	0.7	0.9

# **THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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## **PRESSURE**

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 19. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	DANGEROUS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL				(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		SEEN TV ADS STOP UNDERAGE DRINKING		HEARD RADIO STOP UNDERAGE DRINKING		
		DANG- EROUS	Very	Smwt.	NOT DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	YES	NO	YES	NO	
OPENED DOOR AND ALCOHOL CAME OUT	0.5	0.5	0.7	-	-	1.7	-	-	-	-	-	-	-	-	1.3	-	-	-	0.6	-	-	1.1
RAISING AWARENESS	0.5	0.5	-	2.2	-	-	7.9	-	-	-	3.0	-	-	-	4.4	-	-	0.6	-	0.9	-	
KIDS IN HANDCUFFS	0.5	0.5	0.6	-	-	-	-	1.1	-	0.9	-	-	-	-	-	1.3	-	0.6	-	0.9	-	
ALCOHOL SIGN/LINE THROUGH IT	0.5	0.5	-	2.1	-	-	-	-	2.9	-	2.9	-	-	-	-	-	4.2	0.6	-	0.9	-	
SUPPORT GROUP	0.5	0.5	-	2.0	-	-	7.4	-	-	-	2.8	-	-	-	-	-	4.1	0.6	-	0.9	-	
SKATEBOARDER	0.4	0.4	-	1.9	-	-	-	-	2.6	-	2.6	-	-	-	-	-	3.8	0.5	-	-	0.9	
GENERAL INFORMATION	0.4	0.4	0.6	-	-	1.4	-	-	-	0.8	-	-	-	-	-	1.2	-	-	2.5	0.8	-	
SPONSORED BY THE GOVERNMENT	0.4	0.4	-	1.9	-	-	6.8	-	-	-	-	-	-	-	3.8	-	-	0.5	-	0.8	-	
BE REASONABLE DRINKERS	0.4	0.4	0.5	-	-	-	-	0.9	-	0.8	-	-	-	-	1.0	-	-	0.5	-	0.7	-	
DRUGS ARE BAD	0.1	0.1	0.2	-	-	0.4	-	-	-	-	-	-	-	-	-	0.3	-	0.2	-	0.2	-	
DON'T KNOW	14.4	14.2	13.9	15.3	-	15.0	13.0	13.1	16.1	15.5	21.2	9.6	-	10.3	11.4	17.5	19.0	12.0	25.5	11.8	17.4	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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## 19. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL   ONLINE ADS TO			SEEN ADS				ADS WILL MAKE		HEARD OF		VISITED	
	STOP UNDERAGE							MORE LIKELY 2		TALKITOUT.ORG		TALKITOUT.ORG	
	DRINKING							LISTEN/PARENT					
	YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	YES	NO	YES	NO	YES	NO	
Total Answering	213	132	82	-	65	87	61	142	65	77	137	12	193
DANGERS OF DRINKING	26.6	31.1	19.3	-	17.1	24.0	39.3	26.5	26.1	29.4	25.0	39.2	26.3
DON'T DRINK & DRIVE	10.5	11.0	9.7	-	13.1	9.4	9.5	8.9	14.9	5.4	13.4	-	10.6
UNDERAGE DRINKING	8.2	10.0	5.1	-	5.1	8.6	11.0	8.7	6.5	8.7	7.9	16.1	7.5
DAD FEEDING CHILD IN WHEELCHAIR	5.8	4.2	8.4	-	7.6	5.2	4.8	7.3	3.0	8.8	4.1	8.4	5.9
INTENSE/GRAPHIC	4.7	4.9	4.5	-	2.7	7.6	2.9	5.1	4.5	4.6	4.8	-	4.7
WRECKED VEHICLES/CRASHES	4.4	5.0	3.3	-	1.6	5.3	6.2	5.2	3.0	3.7	4.8	-	4.8
BURYING A CHILD	4.0	2.2	6.9	-	5.7	2.2	4.7	4.0	4.3	7.4	2.1	-	4.4
DEMONSTRATED THE AFFECTS	3.0	0.7	6.8	-	5.7	3.2	-	2.6	4.2	2.6	3.3	-	2.9
STATISTICS	3.0	4.1	1.2	-	-	7.4	-	2.1	5.3	4.6	2.1	8.0	2.8
PARENTS SHOULD TALK EARLY	2.5	2.6	2.3	-	2.9	1.9	2.9	3.7	-	3.4	2.0	14.3	1.9
CHILD HAS BRAIN DAMAGE	2.4	0.7	5.0	-	4.7	2.3	-	3.5	-	2.9	2.1	-	2.6
MORE LIKELY TO HAVE AN ACCIDENT	2.1	0.7	4.3	-	4.2	2.0	-	2.5	1.4	-	3.2	7.3	1.8
VICTIMS' AFTERMATH	1.8	2.9	-	-	-	2.3	2.9	2.0	1.4	2.6	1.3	-	1.9
CRYING ABOUT DEAD KID IN HOSPITAL	0.9	1.4	-	-	2.8	-	-	1.3	-	-	1.3	-	0.9
ABOUT TEENAGERS	0.8	1.3	-	-	-	1.0	1.5	0.6	1.3	-	1.3	-	0.9
DON'T GIVE IN TO PEER	0.8	1.3	-	-	-	2.0	-	-	2.6	-	1.3	-	0.9

# **THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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## **PRESSURE**

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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## 19. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	ONLINE ADS TO   STOP UNDERAGE    DRINKING			SEEN ADS				ADS WILL MAKE   MORE LIKELY 2   LISTEN/PARENT		HEARD OF   TALKITOUT.ORG		VISITED TALKITOUT.ORG	
		YES 	NO 	0 OF 3  	1 OF 3  	2 OF 3  	3 OF 3  	YES 	NO 	YES 	NO 	YES 	NO 	
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
OPENED DOOR AND ALCOHOL CAME OUT	0.5	-	1.3	-	1.7	-	-	-	1.7	-	0.8	-	0.6	
RAISING AWARENESS	0.5	0.8	-	-	-	-	1.7	-	1.6	1.4	-	-	0.5	
KIDS IN HANDCUFFS	0.5	0.8	-	-	-	-	1.7	0.7	-	1.4	-	-	0.5	
ALCOHOL SIGN/LINE THROUGH IT	0.5	-	1.3	-	-	1.2	-	0.7	-	1.3	-	-	0.5	
SUPPORT GROUP	0.5	-	1.2	-	-	1.1	-	0.7	-	-	0.7	-	0.5	
SKATEBOARDER	0.4	-	1.1	-	1.4	-	-	-	1.4	-	0.7	-	0.5	
GENERAL INFORMATION	0.4	0.7	-	-	-	1.1	-	0.6	-	1.2	-	-	0.5	
SPONSORED BY THE GOVERNMENT	0.4	0.7	-	-	-	-	1.5	0.6	-	1.2	-	-	0.5	
BE REASONABLE DRINKERS	0.4	0.6	-	-	-	-	1.4	0.6	-	-	0.6	-	0.4	
DRUGS ARE BAD	0.1	-	0.3	-	-	0.3	-	0.2	-	-	0.2	-	0.1	
DON'T KNOW	14.4	12.1	17.9	-	23.6	12.0	8.0	11.7	16.8	9.4	17.1	6.7	14.3	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 19. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	SOCIAL MEDIA						AGE									
		USE SOCIAL MEDIA	Insta- gram	Face- book	You- Tube	DON'T USE SOCIAL	14/ YOUN- GER	10	11	12	13	14	15/ OLDER	15	16	17	18/ OLDER
Total Answering	213	200	72	45	37	12	88	-	4	26	28	31	125	33	43	35	14
DANGERS OF DRINKING	26.6	26.7	27.6	23.9	17.0	28.1	33.4	-	47.9	32.7	27.5	37.6	21.8	17.7	19.5	29.2	19.7
DON'T DRINK & DRIVE	10.5	11.1	7.8	15.8	15.3	-	5.7	-	-	3.8	14.6	-	13.9	11.9	24.1	8.8	-
UNDERAGE DRINKING	8.2	8.3	7.9	6.6	15.6	7.5	11.0	-	-	7.7	7.0	18.9	6.2	2.9	5.1	5.2	19.2
DAD FEEDING CHILD IN WHEELCHAIR	5.8	5.8	3.8	3.7	8.1	7.1	7.3	-	-	7.0	16.7	-	4.7	2.7	-	11.6	7.3
INTENSE/GRAPHIC	4.7	4.7	1.2	8.8	2.2	6.7	2.0	-	21.0	3.8	-	-	6.6	5.6	4.1	10.7	6.8
WRECKED VEHICLES/CRASHES	4.4	4.7	7.8	4.2	5.1	-	3.1	-	24.1	-	-	5.8	5.3	8.6	4.5	5.4	-
BURYING A CHILD	4.0	3.8	3.9	2.1	5.0	8.0	1.1	-	-	-	3.5	-	6.0	2.9	8.7	2.7	13.0
DEMONSTRATED THE AFFECTS STATISTICS	3.0	2.3	5.0	-	2.8	15.2	5.4	-	-	11.3	-	6.1	1.3	2.7	1.9	-	-
PARENTS SHOULD TALK EARLY	3.0	3.2	4.9	4.2	-	-	-	-	-	-	-	-	5.1	7.8	2.3	8.1	-
CHILD HAS BRAIN DAMAGE	2.5	2.7	3.7	-	2.4	-	1.0	-	-	3.5	-	-	3.5	-	6.3	4.8	-
MORE LIKELY TO HAVE AN ACCIDENT	2.4	1.9	1.4	4.1	2.8	9.5	3.7	-	-	8.6	-	3.2	1.5	-	4.2	-	-
VICTIMS' AFTERMATH	2.1	2.2	1.3	1.9	4.9	-	2.9	-	-	3.6	-	5.4	1.5	-	4.3	-	-
CRYING ABOUT DEAD KID IN HOSPITAL	1.8	1.4	1.3	2.3	2.3	7.7	3.2	-	-	3.6	3.1	3.4	0.7	2.8	-	-	-
ABOUT TEENAGERS	0.9	0.9	-	-	5.0	-	-	-	-	-	-	-	1.5	-	-	-	12.9
DON'T GIVE IN TO PEER	0.8	0.9	-	4.0	-	-	1.0	-	-	-	3.3	-	0.7	-	-	2.5	-
	0.8	0.9	1.2	-	-	-	-	-	-	-	-	-	1.4	2.7	1.9	-	-

# **THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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**PRESSURE**

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 19. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	SOCIAL MEDIA						AGE									
		USE SOCIAL MEDIA	Insta- gram	Face- book	You- Tube	DON'T USE SOCIAL	14/ YOUN- GER	10	11	12	13	14	15/ OLDER	15	16	17	18/ OLDER
OPENED DOOR AND ALCOHOL CAME OUT	0.5	0.5	-	-	2.9	-	1.2	-	-	-	-	3.6	-	-	-	-	-
RAISING AWARENESS	0.5	0.5	-	2.3	-	-	1.2	-	-	-	-	3.4	-	-	-	-	-
KIDS IN HANDCUFFS	0.5	0.5	-	2.3	-	-	-	-	-	-	-	-	0.8	-	-	-	7.3
ALCOHOL SIGN/LINE THROUGH IT	0.5	0.5	-	2.3	-	-	-	-	-	-	-	-	0.8	3.1	-	-	-
SUPPORT GROUP	0.5	0.5	-	-	-	-	1.1	-	-	3.8	-	-	-	-	-	-	-
SKATEBOARDER	0.4	0.5	-	-	-	-	-	-	-	-	-	-	0.7	-	2.1	-	-
GENERAL INFORMATION	0.4	0.5	-	-	-	-	1.0	-	-	3.5	-	-	-	-	-	-	-
SPONSORED BY THE GOVERNMENT	0.4	0.5	1.3	-	-	-	1.0	-	-	3.5	-	-	-	-	-	-	-
BE REASONABLE DRINKERS	0.4	0.4	1.2	-	-	-	-	-	-	-	-	-	0.7	-	-	2.4	-
DRUGS ARE BAD	0.1	0.1	-	-	0.7	-	0.3	-	7.1	-	-	-	-	-	-	-	-
DON'T KNOW	14.4	14.2	18.9	11.6	7.8	10.1	13.1	-	-	3.8	24.3	12.7	15.2	28.6	11.0	8.5	13.8

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 19. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	WHITE		AFRICAN AMER.		(MALE)		(FEMALE)		RACE				(MALE)		(FEMALE)		GENDER		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total Answering	213	63	84	15	31	45	64	43	61	16	147	46	3	2	77	25	70	21	109	105
DANGERS OF DRINKING	26.6	31.4	20.2	50.9	23.5	37.4	22.7	29.3	20.8	31.4	25.0	32.5	-	12.3	27.3	36.3	22.5	27.7	28.8	24.3
DON'T DRINK & DRIVE	10.5	4.7	19.5	-	-	4.4	15.3	7.0	12.5	18.8	13.1	-	-	-	14.9	-	11.1	-	10.8	10.2
UNDERAGE DRINKING	8.2	10.8	3.2	12.3	12.1	10.7	10.6	11.3	1.5	6.0	6.5	12.2	34.4	-	9.7	14.8	3.0	8.9	10.7	5.6
DAD FEEDING CHILD IN WHEELCHAIR	5.8	7.1	2.3	13.0	12.2	5.7	4.3	8.9	5.2	-	4.4	12.5	-	17.7	4.5	7.5	4.3	18.5	4.9	6.7
INTENSE/GRAPHIC	4.7	2.9	6.5	-	-	-	4.1	4.2	9.3	12.2	4.9	-	32.7	-	2.1	-	8.0	-	2.4	7.2
WRECKED VEHICLES/CRASHES	4.4	1.5	5.7	11.8	6.0	3.9	5.9	2.2	4.7	-	3.9	7.9	-	-	4.9	7.0	2.8	9.1	5.1	3.7
BURYING A CHILD	4.0	1.5	4.5	-	12.2	2.2	-	-	12.3	-	3.2	8.2	-	-	1.3	-	5.4	18.3	0.9	7.2
DEMONSTRATED THE AFFECTS	3.0	7.6	1.0	-	-	6.2	-	4.6	2.7	5.5	3.8	-	-	-	3.6	-	4.1	-	2.6	3.5
STATISTICS	3.0	-	5.6	-	5.5	-	10.0	-	-	-	3.2	3.7	-	-	6.1	6.7	-	-	5.9	-
PARENTS SHOULD TALK EARLY	2.5	1.4	-	-	11.1	2.0	2.6	-	4.4	-	0.6	7.5	32.9	-	1.2	6.7	-	8.5	2.4	2.6
CHILD HAS BRAIN DAMAGE	2.4	3.2	-	-	5.9	4.9	2.9	2.4	-	6.5	1.4	4.0	-	12.0	1.3	7.2	1.5	-	3.7	1.0
MORE LIKELY TO HAVE AN ACCIDENT	2.1	4.1	2.2	-	-	3.6	2.9	2.2	-	-	3.0	-	-	-	4.5	-	1.4	-	3.2	0.9
VICTIMS' AFTERMATH	1.8	4.5	1.1	-	-	1.9	-	4.6	1.5	-	2.6	-	-	-	1.1	-	4.2	-	0.8	2.8
CRYING ABOUT DEAD KID IN HOSPITAL	0.9	-	-	-	6.0	-	-	-	3.0	-	-	4.0	-	-	-	-	-	8.9	-	1.8
ABOUT TEENAGERS	0.8	1.4	1.0	-	-	2.0	1.4	-	-	-	1.2	-	-	-	2.3	-	-	-	1.6	-
DON'T GIVE IN TO PEER	0.8	-	2.0	-	-	-	2.7	-	-	-	1.2	-	-	-	2.2	-	-	-	1.6	-

# **THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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## **PRESSURE**

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 19. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	WHITE		AFRICAN AMER.		(MALE)		(FEMALE)		RACE				(MALE)		(FEMALE)		GENDER		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
OPENED DOOR AND ALCOHOL CAME OUT	0.5	-	-	-	-	2.4	-	-	-	6.9	-	-	-	-	-	-	-	-	1.0	-
RAISING AWARENESS	0.5	1.7	-	-	-	2.3	-	-	-	-	0.7	-	-	-	1.4	-	-	-	1.0	-
KIDS IN HANDCUFFS	0.5	-	1.2	-	-	-	-	-	1.7	-	0.7	-	-	-	-	-	1.5	-	-	1.0
ALCOHOL SIGN/LINE THROUGH IT	0.5	-	1.2	-	-	-	-	-	1.7	-	0.7	-	-	-	-	-	1.5	-	-	1.0
SUPPORT GROUP	0.5	1.6	-	-	-	-	-	2.3	-	-	0.7	-	-	-	-	-	1.4	-	-	0.9
SKATEBOARDER	0.4	-	1.1	-	-	-	-	-	1.5	-	0.6	-	-	-	-	-	1.3	-	-	0.9
GENERAL INFORMATION	0.4	1.5	-	-	-	-	-	2.1	-	-	0.6	-	-	-	-	-	1.3	-	-	0.9
SPONSORED BY THE GOVERNMENT	0.4	-	-	-	-	2.0	-	-	-	5.8	-	-	-	-	-	-	-	-	0.8	-
BE REASONABLE DRINKERS	0.4	-	1.0	-	-	-	1.3	-	-	-	0.6	-	-	-	1.1	-	-	-	0.8	-
DRUGS ARE BAD	0.1	-	-	-	-	-	-	0.6	-	-	-	-	-	17.7	-	-	-	-	-	0.3
DON'T KNOW	14.4	13.1	20.5	12.1	5.5	8.1	13.3	18.3	17.3	6.8	17.3	7.6	-	40.4	10.7	13.8	24.7	-	11.1	17.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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20. 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	AREA												
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST
Total Answering	213	71	29	10	32	64	24	39	37	19	19	8	19	14
YES	66.7	72.1	83.5	72.2	61.7	67.0	62.9	69.5	60.6	60.6	60.6	62.4	76.2	43.4
NO	30.6	22.5	13.1	17.9	32.6	33.0	37.1	30.5	36.6	39.4	33.8	37.6	23.8	49.4
DK/REFUSED	2.7	5.4	3.4	9.9	5.8	-	-	-	2.8	-	5.6	-	-	7.2

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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20. 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	GRADE									WHITE	AFRICAN AMER.		MALE	FEMALE		TALKED ABOUT DRINKING ALCOHOL			
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO
Total Answering	213	79	19	31	29	134	34	36	36	29	59	88	9	36	40	69	40	65	129	85
YES	66.7	73.4	71.0	74.9	73.4	62.7	62.4	62.5	57.0	70.6	76.1	60.3	58.8	75.6	72.0	65.3	74.8	60.0	62.4	73.2
NO	30.6	24.1	23.8	21.9	26.6	34.4	37.6	34.9	34.8	29.4	22.2	35.3	41.2	24.4	28.0	33.4	20.1	35.4	34.6	24.4
DK/REFUSED	2.7	2.5	5.2	3.2	-	2.9	-	2.6	8.2	-	1.7	4.4	-	-	-	1.3	5.0	4.6	3.0	2.4

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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20. 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	TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total Answering	213	27	52	101	33	93	53	24	22	68	41	61	44	88	106	18	55	71	51	58	78
YES	66.7	78.1	70.9	58.1	76.8	60.5	77.3	77.1	66.8	67.2	68.6	57.0	77.6	61.7	74.6	57.4	79.5	62.8	69.2	54.0	75.1
NO	30.6	21.9	25.2	38.0	23.2	35.4	20.8	22.9	33.2	31.5	31.4	38.1	17.9	36.1	23.5	42.6	18.7	34.5	28.7	42.7	22.4
DK/REFUSED	2.7	-	3.9	3.8	-	4.1	1.9	-	-	1.3	-	4.9	4.6	2.2	1.9	-	1.8	2.8	2.0	3.4	2.6

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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20. 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	THINK IT'S  OKAY TO DRINK   (AFR. AMER.)		THINK IT'S  OKAY TO DRINK   (MALE)		THINK IT'S  OKAY TO DRINK   (FEMALE)		KNOW PEOPLE/  TRIED ALCOHOL   ALCOHOL		KNOW PEOPLE/  TRIED ALCOHOL   (6th-8th)		KNOW PEOPLE/  TRIED ALCOHOL   (9th-12th)		KNOW PEOPLE/  TRIED ALCOHOL   (WHITE)		KNOW PEOPLE/  TRIED ALCOHOL   (AFR. AMER.)		KNOW PEOPLE/  TRIED ALCOHOL   (MALE)		KNOW PEOPLE/  TRIED ALCOHOL   (FEMALE)		
		OKAY	NOT  OKAY	OKAY	NOT  OKAY	OKAY	NOT  OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
		-----																				
Total Answering	213	24	18	39	60	49	46	151	63	37	42	114	21	105	42	31	15	78	31	73	32	
YES	66.7	84.0	70.7	70.3	68.6	54.8	82.5	62.6	76.5	75.9	71.1	58.3	87.4	63.5	74.3	65.0	86.9	65.2	74.2	59.9	78.7	
NO	30.6	16.0	29.3	29.7	31.4	41.2	13.1	34.8	20.3	24.1	24.1	38.3	12.6	32.8	23.3	35.0	13.1	33.7	25.8	36.0	15.1	
DK/REFUSED	2.7	-	-	-	-	3.9	4.4	2.6	3.2	-	4.7	3.4	-	3.7	2.4	-	-	1.1	-	4.1	6.2	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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20. 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	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total Answering	213	61	5	56	5	9	22	20	69	31	28	7	2	49	42
YES	66.7	60.9	60.0	61.0	77.2	71.6	65.0	47.6	63.7	59.7	63.7	74.5	85.8	66.1	61.0
NO	30.6	36.0	40.0	35.6	22.8	28.4	35.0	42.7	33.4	37.1	33.0	25.5	14.2	29.9	34.3
DK/REFUSED	2.7	3.1	-	3.4	-	-	-	9.7	2.8	3.2	3.3	-	-	4.0	4.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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20. 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	AGE STARTED   DRINKING   (AFRICAN AMR)		AGE STARTED   DRINKING   (MALE)		AGE STARTED   DRINKING   (FEMALE)		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL (WHITE)			
		14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH
Total Answering	213	4	22	29	38	32	31	73	31	42	47	53	24	30	35
YES	66.7	-	75.0	67.7	67.5	54.9	59.0	62.3	61.9	62.6	66.4	60.1	59.4	60.6	68.3
NO	30.6	100.0	25.0	29.2	32.5	41.9	34.7	33.6	38.1	30.3	33.6	34.4	40.6	29.3	31.7
DK/REFUSED	2.7	-	-	3.1	-	3.2	6.3	4.1	-	7.1	-	5.6	-	10.1	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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20. 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	OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				EASY/HARD GET ALCOHOL (6th-8th)		EASY/HARD GET ALCOHOL (6th-8th)		EASY/HARD GET ALCOHOL (9th-12th)		EASY/HARD GET ALCOHOL (WHITE)	
		LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	EASY HARD	EASY HARD	EASY HARD	EASY HARD	EASY HARD	EASY HARD	EASY HARD	
Total Answering	213	13	4	9	7	36	17	20	30	36	14	22	18	79	120	16	61	63	59	56	80
YES	66.7	85.4	100.0	79.5	52.5	76.1	70.9	80.6	53.0	48.4	50.9	46.7	88.8	56.4	71.7	56.9	76.4	56.3	66.9	53.6	74.5
NO	30.6	14.6	-	20.5	47.5	23.9	29.1	19.4	47.0	43.4	49.1	39.9	11.2	41.0	25.1	43.1	20.3	40.5	30.0	42.7	22.0
DK/REFUSED	2.7	-	-	-	-	-	-	-	-	8.2	-	13.4	-	2.6	3.2	-	3.3	3.2	3.1	3.7	3.5

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20. 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	EASY/HARD		EASY/HARD		EASY/HARD		PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING			
		GET ALCOHOL		GET ALCOHOL		GET ALCOHOL		ALCOHOL				ALCOHOL				ALCOHOL			
		(AFR. AMER.)		(MALE)		(FEMALE)						(6th–8th)				(9th–12th)			
		EASY	HARD	EASY	HARD	EASY	HARD	TALK ABOUT	A Lot	Some-times	NEVER	TALK ABOUT	A Lot	Some-times	NEVER	TALK ABOUT	A Lot	Some-times	NEVER
Total Answering	213	15	28	40	61	39	58	167	44	123	44	59	14	45	20	108	29	78	24
YES	66.7	75.6	66.7	62.9	71.5	49.7	72.0	69.4	69.7	69.4	57.1	75.9	66.7	78.8	66.0	65.9	71.1	64.0	49.7
NO	30.6	24.4	33.3	37.1	27.1	45.1	23.0	27.0	28.0	26.7	42.9	20.7	26.2	19.0	34.0	30.5	28.9	31.1	50.3
DK/REFUSED	2.7	-	-	-	1.4	5.2	5.0	3.5	2.3	3.9	-	3.4	7.1	2.2	-	3.6	-	4.9	-

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20. 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	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT	
		ALCOHOL				ALCOHOL				ALCOHOL				ALCOHOL				LAST 3 MONTHS		LAST 3 MONTHS	
		(WHITE)				(AFRICAN AMERICAN)				(MALE)				(FEMALE)				(6th-8th)			
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total Answering	213	120	31	89	26	37	9	27	9	85	19	65	23	82	24	58	22	149	63	55	24
YES	66.7	68.0	70.1	67.2	58.9	80.2	79.7	80.4	39.8	68.5	67.6	68.8	67.5	70.4	71.4	69.9	46.2	70.5	57.9	75.8	67.9
NO	30.6	28.0	29.9	27.3	41.1	19.8	20.3	19.6	60.2	30.4	32.4	29.8	32.5	23.6	24.5	23.2	53.8	26.1	42.1	20.6	32.1
DK/REFUSED	2.7	4.0	-	5.5	-	-	-	-	-	1.0	-	1.4	-	6.1	4.2	6.9	-	3.3	-	3.6	-

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20. 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		TALK W/PARENT LAST 3 MONTHS (9th-12th)		TALK W/PARENT LAST 3 MONTHS (WHITE)		TALK W/PARENT LAST 3 MONTHS (AFR. AMER.)		TALK W/PARENT LAST 3 MONTHS (MALE)		TALK W/PARENT LAST 3 MONTHS (FEMALE)		EMBARRASSED/ AFRAID 2 TALK W/ PARENTS		EMBARRASSED/ AFRAID 2 TALK (6th-8th)		EMBARRASSED/ AFRAID 2 TALK (9th-12th)		EMBARRASSED/ AFRAID 2 TALK (WHITE)		EMBARRASSED/ AFRAID 2 TALK (AFR. AMER.)	
			YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total Answering	213	94	39	108	37	27	18	74	34	75	29	114	93	38	37	75	55	79	62	24	22	
YES	66.7	67.5	51.7	68.7	61.0	86.7	50.6	70.7	63.0	70.4	51.9	65.0	70.2	64.7	80.0	65.1	63.6	66.6	67.9	61.0	84.5	
NO	30.6	29.4	48.3	27.6	39.0	13.3	49.4	29.3	37.0	23.0	48.1	32.4	27.6	32.7	17.4	32.3	34.5	30.9	28.9	39.0	15.5	
DK/REFUSED	2.7	3.2	-	3.7	-	-	-	-	-	6.6	-	2.6	2.2	2.6	2.6	2.6	1.9	2.5	3.3	-	-	

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20. 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		EMBARRASSED/  AFRAID 2 TALK  (MALE)		EMBARRASSED/  AFRAID 2 TALK  (FEMALE)		ALCOHOL USE BY PEOPLE YOUR AGE IS...				ALCOHOL USE   BY YOUR AGE   (6th-8th)		ALCOHOL USE   BY YOUR AGE   (9th-12th)		ALCOHOL USE   BY YOUR AGE   (WHITE)		ALCOHOL USE   BY YOUR AGE   (AFR. AMER.)		ALCOHOL USE   BY YOUR AGE   (MALE)		ALCOHOL USE   BY YOUR AGE   (FEMALE)	
YES	NO	YES	NO	PROB-  LEM	Big  Prob.	Small  Prob.	NOT A  PROB.	BIG  PROB.	SMALL  PROB.	BIG  PROB.	SMALL  PROB.	BIG  PROB.	SMALL  PROB.	BIG  PROB.	SMALL  PROB.	BIG  PROB.	SMALL  PROB.	BIG  PROB.	SMALL  PROB.			
-----																						
Total Answering	213	58	47	55	45	201	114	87	11	42	31	72	56	74	64	30	14	58	45	56	42	
YES	66.7	70.1	68.7	59.6	71.8	66.5	69.9	62.2	63.2	75.5	69.0	66.6	58.5	69.8	64.5	74.8	63.1	72.5	63.9	67.1	60.4	
NO	30.6	29.9	31.3	35.1	23.7	30.5	28.4	33.3	36.8	22.2	27.8	32.0	36.4	27.5	31.1	25.2	36.9	27.5	34.1	29.4	32.5	
DK/REFUSED	2.7	-	-	5.3	4.5	2.9	1.8	4.4	-	2.4	3.2	1.4	5.1	2.7	4.5	-	-	-	2.0	3.6	7.1	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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20. 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	DANGEROUS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL				(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		SEEN TV ADS STOP UNDERAGE DRINKING		HEARD RADIO STOP UNDERAGE DRINKING	
		DANG- EROUS	Very	Smwt.	NOT DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	YES	NO	YES	NO
Total Answering	213	209	160	48	1	65	13	96	35	110	35	37	8	81	24	79	24	176	37	114	98
YES	66.7	66.4	70.5	52.8	100.0	76.6	55.7	66.4	51.7	70.2	56.4	75.5	49.5	69.4	61.4	71.7	44.4	71.6	43.2	75.2	56.4
NO	30.6	30.8	26.4	45.2	-	20.3	44.3	30.5	45.6	26.3	40.9	24.5	50.5	29.5	38.6	23.3	51.7	26.2	51.3	23.1	39.5
DK/REFUSED	2.7	2.8	3.1	1.9	-	3.1	-	3.1	2.7	3.6	2.7	-	-	1.1	-	5.1	3.9	2.2	5.5	1.7	4.0

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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20. 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	ONLINE ADS TO				SEEN ADS				ADS WILL MAKE		HEARD OF		VISITED	
		STOP UNDERAGE								MORE LIKELY 2		TALKITOUT.ORG		TALKITOUT.ORG	
		DRINKING								LISTEN/PARENT					
		YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	YES	NO	YES	NO	YES	NO	YES	NO
Total Answering	213	132	82	-	65	87	61	142	65	77	137	12	193		
YES	66.7	71.3	59.3	-	47.0	67.6	85.9	100.0	-	74.5	62.3	84.7	64.7		
NO	30.6	25.7	38.4	-	48.4	30.1	12.6	-	100.0	23.0	34.8	15.3	32.2		
DK/REFUSED	2.7	3.0	2.4	-	4.6	2.3	1.5	-	-	2.5	2.9	-	3.0		

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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20. 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	SOCIAL MEDIA						AGE									
		USE	Insta-	Face-	You-	DON'T	14/	10	11	12	13	14	15/	15	16	17	18/
		SOCIAL	gram	book	Tube	USE	YOUN-						OLDER				OLDER
		MEDIA				SOCIAL	GER										
Total Answering	213	200	72	45	37	12	88	-	4	26	28	31	125	33	43	35	14
YES	66.7	66.2	60.4	69.3	74.5	70.5	74.0	-	52.1	78.0	72.8	74.6	61.5	48.3	71.1	67.2	48.3
NO	30.6	30.8	36.8	28.5	25.5	29.5	23.7	-	22.2	18.2	27.2	25.4	35.4	51.7	24.5	27.2	51.7
DK/REFUSED	2.7	2.9	2.8	2.2	-	-	2.3	-	25.7	3.8	-	-	3.1	-	4.5	5.5	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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20. 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	WHITE		AFRICAN AMER.		(MALE)		(FEMALE)		RACE				(MALE)		(FEMALE)		GENDER		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total Answering	213	63	84	15	31	45	64	43	61	16	147	46	3	2	77	25	70	21	109	105
YES	66.7	74.9	60.3	73.9	71.3	71.1	65.3	77.0	57.5	50.6	66.6	72.1	65.6	87.7	66.8	72.3	66.4	72.0	67.7	65.6
NO	30.6	23.6	35.0	26.1	28.7	28.9	33.3	18.4	37.6	43.0	30.1	27.9	34.4	12.3	32.0	27.7	27.9	28.0	31.5	29.6
DK/REFUSED	2.7	1.6	4.6	-	-	-	1.4	4.6	4.9	6.4	3.3	-	-	-	1.2	-	5.7	-	0.8	4.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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21. HAVE YOU EVER HEARD OF THE WEBSITE TALKITOUTNC.ORG?

	TOTAL	AREA												
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST
Total	300	95	39	11	45	85	36	49	53	27	26	12	34	21
YES	29.1	30.9	37.4	33.6	24.7	28.5	30.2	27.2	32.3	33.3	31.2	44.0	24.2	14.9
NO	70.9	69.1	62.6	66.4	75.3	71.5	69.8	72.8	67.7	66.7	68.8	56.0	75.8	85.1
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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21. HAVE YOU EVER HEARD OF THE WEBSITE TALKITOUTNC.ORG?

	TOTAL	GRADE									WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO
Total	300	119	37	42	39	181	43	49	51	38	83	124	20	40	61	93	58	89	180	119
YES	29.1	27.5	33.0	19.9	30.4	30.2	25.8	25.5	32.5	38.3	32.2	26.8	9.4	45.4	26.0	32.9	29.1	27.4	28.5	29.6
NO	70.9	72.5	67.0	80.1	69.6	69.8	74.2	74.5	67.5	61.7	67.8	73.2	90.6	54.6	74.0	67.1	70.9	72.6	71.5	70.4
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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## 21. HAVE YOU EVER HEARD OF THE WEBSITE TALKITOUTNC.ORG?

	TOTAL	TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
	-----					-----				-----						-----				-----	
Total	300	40	78	139	41	130	78	31	29	98	56	82	63	128	145	28	82	100	63	80	110
YES	29.1	30.3	26.0	27.9	36.6	27.6	30.5	35.9	30.8	30.1	30.1	26.4	29.3	28.7	30.3	25.9	27.4	29.4	34.0	23.6	34.2
NO	70.9	69.7	74.0	72.1	63.4	72.4	69.5	64.1	69.2	69.9	69.9	73.6	70.7	71.3	69.7	74.1	72.6	70.6	66.0	76.4	65.8
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 21. HAVE YOU EVER HEARD OF THE WEBSITE TALKITOUTNC.ORG?

	TOTAL	THINK IT'S  OKAY TO DRINK (AFR. AMER.)		THINK IT'S  OKAY TO DRINK (MALE)		THINK IT'S  OKAY TO DRINK (FEMALE)		KNOW PEOPLE/  TRIED ALCOHOL  ALCOHOL		KNOW PEOPLE/  TRIED ALCOHOL (6th-8th)		KNOW PEOPLE/  TRIED ALCOHOL (9th-12th)		KNOW PEOPLE/  TRIED ALCOHOL (WHITE)		KNOW PEOPLE/  TRIED ALCOHOL (AFR. AMER.)		KNOW PEOPLE/  TRIED ALCOHOL (MALE)		KNOW PEOPLE/  TRIED ALCOHOL (FEMALE)			
		OKAY	NOT  OKAY	OKAY	NOT  OKAY	OKAY	NOT  OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO		
		-----																					
Total	300	33	24	61	80	68	65	201	98	47	71	154	27	141	66	36	24	104	50	97	48		
YES	29.1	50.7	14.5	33.4	26.8	24.4	34.6	30.4	26.9	31.5	25.1	30.0	31.4	27.4	32.5	45.0	15.7	34.8	20.4	25.6	33.6		
NO	70.9	49.3	85.5	66.6	73.2	75.6	65.4	69.6	73.1	68.5	74.9	70.0	68.6	72.6	67.5	55.0	84.3	65.2	79.6	74.4	66.4		
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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21. HAVE YOU EVER HEARD OF THE WEBSITE TALKITOUTNC.ORG?

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total	300	84	9	75	6	15	27	28	93	46	37	7	3	64	58
YES	29.1	25.7	20.4	26.3	16.1	47.8	22.8	20.5	32.9	34.4	29.1	52.1	7.6	26.8	30.9
NO	70.9	74.3	79.6	73.7	83.9	52.2	77.2	79.5	67.1	65.6	70.9	47.9	92.4	73.2	69.1
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 21. HAVE YOU EVER HEARD OF THE WEBSITE TALKITOUTNC.ORG?

	TOTAL		AGE STARTED		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL			
	DRINKING		DRINKING		DRINKING		DRINKING						(WHITE)			
	(AFRICAN AMR)		(MALE)		(FEMALE)											
	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH
Total	300	5	25	44	48	40	45	95	43	52	67	68	29	39	51	
YES	29.1	31.3	36.0	27.6	35.7	23.6	29.9	27.1	29.1	25.4	36.9	19.8	19.5	19.9	38.8	
NO	70.9	68.7	64.0	72.4	64.3	76.4	70.1	72.9	70.9	74.6	63.1	80.2	80.5	80.1	61.2	
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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21. HAVE YOU EVER HEARD OF THE WEBSITE TALKITOUTNC.ORG?

	TOTAL	OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				EASY/HARD		EASY/HARD		EASY/HARD		EASY/HARD	
		(AFRICAN AMERICAN)				(MALE)				(FEMALE)				GET ALCOHOL		GET ALCOHOL		GET ALCOHOL		GET ALCOHOL	
														(6th-8th)		(6th-8th)		(9th-12th)		(9th-12th)	
		(WHITE)																			
		LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	EASY	HARD	EASY	HARD	EASY	HARD	EASY	HARD
		ONCE/A	Once/A	Once/A	ONCE/A	ONCE/A	Once/A	Once/A	ONCE/A	ONCE/A	Once/A	Once/A	ONCE/A								
		MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH								
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	16	7	9	9	47	22	24	43	49	20	28	24	108	170	19	93	89	77	75	117
YES	29.1	55.5	75.7	39.4	40.4	32.2	37.4	27.4	34.5	22.2	19.9	23.8	41.2	22.9	31.4	21.1	28.8	23.3	34.7	18.6	33.1
NO	70.9	44.5	24.3	60.6	59.6	67.8	62.6	72.6	65.5	77.8	80.1	76.2	58.8	77.1	68.6	78.9	71.2	76.7	65.3	81.4	66.9
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 21. HAVE YOU EVER HEARD OF THE WEBSITE TALKITOUTNC.ORG?

	TOTAL	EASY/HARD GET ALCOHOL (AFR. AMER.)		EASY/HARD GET ALCOHOL (MALE)		EASY/HARD GET ALCOHOL (FEMALE)		PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)			
		EASY	HARD	EASY	HARD	EASY	HARD	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER
Total	300	20	35	54	87	55	82	233	58	175	64	88	21	68	29	145	37	108	34
YES	29.1	45.4	26.3	29.2	29.8	16.8	33.2	30.8	30.5	30.9	22.7	30.1	30.4	30.0	20.5	31.3	30.5	31.5	24.6
NO	70.9	54.6	73.7	70.8	70.2	83.2	66.8	69.2	69.5	69.1	77.3	69.9	69.6	70.0	79.5	68.7	69.5	68.5	75.4
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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21. HAVE YOU EVER HEARD OF THE WEBSITE TALKITOUTNC.ORG?

	TOTAL	PARENTS TALK ABOUT DRINKING ALCOHOL (WHITE)				PARENTS TALK ABOUT DRINKING ALCOHOL (AFRICAN AMERICAN)				PARENTS TALK ABOUT DRINKING ALCOHOL (MALE)				PARENTS TALK ABOUT DRINKING ALCOHOL (FEMALE)				TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS (6th-8th)	
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO
Total	300	171	40	131	36	47	13	34	13	121	29	93	31	112	29	83	32	193	104	77	41
YES	29.1	29.8	28.2	30.2	25.8	38.9	43.0	37.3	13.2	30.3	31.7	29.9	27.2	31.4	29.3	32.1	18.4	32.5	23.0	28.8	25.5
NO	70.9	70.2	71.8	69.8	74.2	61.1	57.0	62.7	86.8	69.7	68.3	70.1	72.8	68.6	70.7	67.9	81.6	67.5	77.0	71.2	74.5
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 21. HAVE YOU EVER HEARD OF THE WEBSITE TALKITOUTNC.ORG?

	TOTAL		TALK W/PARENT LAST 3 MONTHS (9th-12th)		TALK W/PARENT LAST 3 MONTHS (WHITE)		TALK W/PARENT LAST 3 MONTHS (AFR. AMER.)		TALK W/PARENT LAST 3 MONTHS (MALE)		TALK W/PARENT LAST 3 MONTHS (FEMALE)		EMBARRASSED/ AFRAID 2 TALK W/ PARENTS		EMBARRASSED/ AFRAID 2 TALK (6th-8th)		EMBARRASSED/ AFRAID 2 TALK (9th-12th)		EMBARRASSED/ AFRAID 2 TALK (WHITE)		EMBARRASSED/ AFRAID 2 TALK (AFR. AMER.)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
	-----																					
Total	300	116	63	140	64	36	24	92	60	101	43	165	124	64	50	101	74	109	89	37	23	
YES	29.1	35.0	21.3	28.8	29.5	45.3	15.1	36.5	19.8	28.9	27.3	28.5	28.6	23.1	33.4	31.8	25.3	27.7	29.3	30.0	38.6	
NO	70.9	65.0	78.7	71.2	70.5	54.7	84.9	63.5	80.2	71.1	72.7	71.5	71.4	76.9	66.6	68.2	74.7	72.3	70.7	70.0	61.4	
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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21. HAVE YOU EVER HEARD OF THE WEBSITE TALKITOUTNC.ORG?

	TOTAL	EMBARRASSED/ AFRAID 2 TALK (MALE)		EMBARRASSED/ AFRAID 2 TALK (FEMALE)		ALCOHOL USE BY PEOPLE YOUR AGE IS...				ALCOHOL USE BY YOUR AGE (6th-8th)		ALCOHOL USE BY YOUR AGE (9th-12th)		ALCOHOL USE BY YOUR AGE (WHITE)		ALCOHOL USE BY YOUR AGE (AFR. AMER.)		ALCOHOL USE BY YOUR AGE (MALE)		ALCOHOL USE BY YOUR AGE (FEMALE)	
		YES	NO	YES	NO	PROB- LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.
-----																					
Total	300	85	65	80	59	281	161	120	16	65	44	96	76	106	89	38	20	78	68	83	52
YES	29.1	26.1	31.3	31.0	25.6	29.1	32.8	24.0	24.9	31.3	23.2	33.9	24.5	30.8	26.6	42.9	8.5	35.4	23.2	30.4	25.1
NO	70.9	73.9	68.7	69.0	74.4	70.9	67.2	76.0	75.1	68.7	76.8	66.1	75.5	69.2	73.4	57.1	91.5	64.6	76.8	69.6	74.9
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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21. HAVE YOU EVER HEARD OF THE WEBSITE TALKITOUTNC.ORG?

	TOTAL	DANGEROUS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL				(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		SEEN TV ADS STOP UNDERAGE DRINKING		HEARD RADIO STOP UNDERAGE DRINKING	
		DANG- EROUS	Very	Smwt.	NOT DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	YES	NO	YES	NO
Total	300	291	217	74	5	99	18	119	55	147	55	47	11	107	41	110	32	176	123	114	183
YES	29.1	30.1	32.7	22.2	-	28.4	25.3	36.3	21.1	31.8	24.0	38.5	16.9	31.0	31.7	34.4	9.8	38.8	14.8	42.6	20.7
NO	70.9	69.9	67.3	77.8	100.0	71.6	74.7	63.7	78.9	68.2	76.0	61.5	83.1	69.0	68.3	65.6	90.2	61.2	85.2	57.4	79.3
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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21. HAVE YOU EVER HEARD OF THE WEBSITE TALKITOUTNC.ORG?

	TOTAL			ONLINE ADS TO				SEEN ADS				ADS WILL MAKE		HEARD OF		VISITED	
				STOP UNDERAGE								MORE LIKELY 2		TALKITOUT.ORG		TALKITOUT.ORG	
				DRINKING								LISTEN/PARENT					
	YES	NO		0 OF 3	1 OF 3	2 OF 3	3 OF 3	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	132	166	83	65	87	61	142	65	87	213	13	272				
YES	29.1	41.1	19.6	11.8	23.5	32.8	54.4	40.2	27.0	100.0	-	93.3	27.2				
NO	70.9	58.9	80.4	88.2	76.5	67.2	45.6	59.8	73.0	-	100.0	6.7	72.8				
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-				

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 21. HAVE YOU EVER HEARD OF THE WEBSITE TALKITOUTNC.ORG?

	TOTAL	SOCIAL MEDIA							AGE								
		USE	Insta-	Face-	You-	DON'T	14/	10	11	12	13	14	15/	15	16	17	18/
		SOCIAL	gram	book	Tube	USE	YOUN-						OLDER				OLDER
		MEDIA				SOCIAL	GER										
Total	300	270	100	67	46	26	126	-	6	42	40	38	170	46	57	50	17
YES	29.1	30.0	31.5	26.1	26.9	23.4	27.3	-	62.9	34.1	18.8	23.3	31.2	20.3	31.7	39.6	34.4
NO	70.9	70.0	68.5	73.9	73.1	76.6	72.7	-	37.1	65.9	81.2	76.7	68.8	79.7	68.3	60.4	65.6
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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21. HAVE YOU EVER HEARD OF THE WEBSITE TALKITOUTNC.ORG?

	TOTAL	WHITE		AFRICAN AMER.		(MALE)		(FEMALE)		RACE				(MALE)		(FEMALE)		GENDER		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total	300	85	119	26	34	65	85	61	84	25	208	60	3	3	109	34	99	26	154	146
YES	29.1	33.8	26.4	7.4	52.7	25.7	34.8	28.9	27.6	23.6	28.9	33.4	-	38.0	30.4	31.9	27.2	35.3	30.1	28.1
NO	70.9	66.2	73.6	92.6	47.3	74.3	65.2	71.1	72.4	76.4	71.1	66.6	100.0	62.0	69.6	68.1	72.8	64.7	69.9	71.9
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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22. HAVE YOU OR ANY OF YOUR FRIENDS EVER GONE TO THE WEBSITE TALKITOUT.ORG?

	TOTAL	AREA												
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST
Total	300	95	39	11	45	85	36	49	53	27	26	12	34	21
YES	4.4	3.0	5.1	-	2.0	3.5	-	6.1	8.6	9.5	7.8	8.7	5.2	-
NO	90.5	92.9	90.0	91.4	95.8	87.5	92.6	83.7	86.8	81.6	92.2	82.6	94.8	98.8
DK/REFUSED	5.1	4.1	4.9	8.6	2.2	9.0	7.4	10.2	4.5	8.9	-	8.7	-	1.2

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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22. HAVE YOU OR ANY OF YOUR FRIENDS EVER GONE TO THE WEBSITE TALKITOUT.ORG?

	TOTAL	GRADE										WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO	
Total	300	119	37	42	39	181	43	49	51	38	83	124	20	40	61	93	58	89	180	119	
YES	4.4	4.1	-	2.3	10.1	4.6	4.5	3.6	7.2	2.6	4.6	3.9	-	8.8	3.3	6.0	5.0	3.1	4.8	3.9	
NO	90.5	90.1	92.6	91.0	86.9	90.8	91.1	92.4	87.4	92.9	87.5	90.2	100.0	91.2	89.0	90.1	91.3	91.6	88.5	93.5	
DK/REFUSED	5.1	5.7	7.4	6.7	3.1	4.6	4.4	4.1	5.4	4.5	7.8	6.0	-	-	7.7	4.0	3.6	5.3	6.7	2.6	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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22. HAVE YOU OR ANY OF YOUR FRIENDS EVER GONE TO THE WEBSITE TALKITOUT.ORG?

	TOTAL	TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total	300	40	78	139	41	130	78	31	29	98	56	82	63	128	145	28	82	100	63	80	110
YES	4.4	9.6	1.3	3.3	8.8	4.4	3.8	5.7	6.0	5.8	3.4	3.5	4.4	5.9	3.9	7.2	3.5	5.5	4.4	5.0	4.2
NO	90.5	81.2	94.7	90.6	91.2	87.0	92.5	94.3	94.0	87.7	93.0	89.5	94.0	88.2	91.6	85.8	90.6	88.9	92.8	86.7	90.0
DK/REFUSED	5.1	9.2	4.0	6.0	-	8.6	3.7	-	-	6.5	3.6	7.0	1.7	5.9	4.5	7.0	5.9	5.7	2.7	8.3	5.8

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

Table 22 Page 334  
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22. HAVE YOU OR ANY OF YOUR FRIENDS EVER GONE TO THE WEBSITE TALKITOUT.ORG?

	TOTAL	THINK IT'S  OKAY TO DRINK   (AFR. AMER.)		THINK IT'S  OKAY TO DRINK   (MALE)		THINK IT'S  OKAY TO DRINK   (FEMALE)		KNOW PEOPLE/  TRIED ALCOHOL   ALCOHOL		KNOW PEOPLE/  TRIED ALCOHOL   (6th-8th)		KNOW PEOPLE/  TRIED ALCOHOL   (9th-12th)		KNOW PEOPLE/  TRIED ALCOHOL   (WHITE)		KNOW PEOPLE/  TRIED ALCOHOL   (AFR. AMER.)		KNOW PEOPLE/  TRIED ALCOHOL   (MALE)		KNOW PEOPLE/  TRIED ALCOHOL   (FEMALE)		
		OKAY	NOT  OKAY	OKAY	NOT  OKAY	OKAY	NOT  OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
		-----																				
Total	300	33	24	61	80	68	65	201	98	47	71	154	27	141	66	36	24	104	50	97	48	
YES	4.4	10.7	-	7.9	3.5	4.1	4.4	5.7	1.9	10.4	-	4.2	6.7	4.9	2.8	9.7	-	5.5	3.7	5.8	-	
NO	90.5	89.3	100.0	84.5	91.8	91.5	91.3	89.6	92.4	87.1	92.1	90.3	93.3	89.2	88.7	90.3	100.0	90.0	88.8	89.1	96.2	
DK/REFUSED	5.1	-	-	7.6	4.7	4.4	4.3	4.8	5.7	2.5	7.9	5.5	-	5.9	8.5	-	-	4.4	7.5	5.1	3.8	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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Table 22 Page 335  
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22. HAVE YOU OR ANY OF YOUR FRIENDS EVER GONE TO THE WEBSITE TALKITOUT.ORG?

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total	300	84	9	75	6	15	27	28	93	46	37	7	3	64	58
YES	4.4	5.9	-	6.5	-	20.9	3.1	3.7	7.0	8.0	2.8	24.8	-	6.0	5.1
NO	90.5	87.0	100.0	85.5	84.7	72.8	85.0	92.9	90.2	89.9	92.6	75.2	100.0	86.6	90.4
DK/REFUSED	5.1	7.1	-	7.9	15.3	6.3	12.0	3.5	2.8	2.1	4.6	-	-	7.3	4.5

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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22. HAVE YOU OR ANY OF YOUR FRIENDS EVER GONE TO THE WEBSITE TALKITOUT.ORG?

	TOTAL		AGE STARTED DRINKING (AFRICAN AMR)		AGE STARTED DRINKING (MALE)		AGE STARTED DRINKING (FEMALE)		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL (WHITE)			
	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH
Total	300	5	25	44	48	40	45	95	43	52	67	68	29	39	51	
YES	4.4	-	13.8	4.7	7.8	7.2	6.1	6.9	8.8	5.3	5.7	4.5	6.8	2.7	5.5	
NO	90.5	100.0	86.2	86.7	90.4	87.3	90.0	87.4	84.7	89.6	91.1	87.5	83.6	90.5	92.7	
DK/REFUSED	5.1	-	-	8.6	1.8	5.5	3.9	5.7	6.5	5.1	3.2	8.0	9.6	6.8	1.8	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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22. HAVE YOU OR ANY OF YOUR FRIENDS EVER GONE TO THE WEBSITE TALKITOUT.ORG?

	TOTAL	OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL	
														(6th-8th)		(6th-8th)		(9th-12th)		(9th-12th)	
		LEAST/ONCE/MONTH	Least/Once/Week	Least/Once/Month	LESS/ONCE/MONTH	LEAST/ONCE/MONTH	Least/Once/Week	Least/Once/Month	LESS/ONCE/MONTH	LEAST/ONCE/MONTH	Least/Once/Week	Least/Once/Month	LESS/ONCE/MONTH	EASY	HARD	EASY	HARD	EASY	HARD	EASY	HARD
Total	300	16	7	9	9	47	22	24	43	49	20	28	24	108	170	19	93	89	77	75	117
YES	4.4	21.3	24.3	19.0	-	8.1	12.2	4.3	4.5	5.7	5.0	6.2	7.7	4.2	5.1	-	5.3	5.1	4.9	3.8	5.0
NO	90.5	78.7	75.7	81.0	100.0	86.1	84.0	88.1	91.0	88.6	85.5	90.9	91.2	88.6	90.5	98.7	87.7	86.4	94.0	87.5	88.7
DK/REFUSED	5.1	-	-	-	-	5.8	3.9	7.6	4.4	5.7	9.5	2.9	1.1	7.2	4.4	1.3	7.0	8.4	1.1	8.7	6.3

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22. HAVE YOU OR ANY OF YOUR FRIENDS EVER GONE TO THE WEBSITE TALKITOUT.ORG?

	TOTAL	EASY/HARD GET ALCOHOL (AFR. AMER.)		EASY/HARD GET ALCOHOL (MALE)		EASY/HARD GET ALCOHOL (FEMALE)		PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)			
		EASY	HARD	EASY	HARD	EASY	HARD	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER
Total	300	20	35	54	87	55	82	233	58	175	64	88	21	68	29	145	37	108	34
YES	4.4	8.7	5.1	5.3	5.4	3.2	4.7	4.8	6.3	4.3	3.2	4.4	4.8	4.3	3.5	5.0	7.1	4.3	3.0
NO	90.5	91.3	94.9	89.5	88.2	87.7	93.0	91.1	93.7	90.3	89.4	89.9	95.2	88.2	90.5	91.9	92.9	91.5	88.5
DK/REFUSED	5.1	-	-	5.3	6.4	9.1	2.2	4.1	-	5.4	7.3	5.7	-	7.5	5.9	3.1	-	4.2	8.5

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22. HAVE YOU OR ANY OF YOUR FRIENDS EVER GONE TO THE WEBSITE TALKITOUT.ORG?

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT	
		ALCOHOL				ALCOHOL				ALCOHOL				ALCOHOL				LAST 3 MONTHS		LAST 3 MONTHS	
		(WHITE)				(AFRICAN AMERICAN)				(MALE)				(FEMALE)						(6th-8th)	
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO
Total	300	171	40	131	36	47	13	34	13	121	29	93	31	112	29	83	32	193	104	77	41
YES	4.4	4.5	4.7	4.4	2.9	7.4	13.9	5.0	-	6.2	12.6	4.2	-	3.2	-	4.3	6.4	5.3	2.9	5.1	2.5
NO	90.5	90.1	95.3	88.5	87.0	92.6	86.1	95.0	100.0	89.1	87.4	89.6	91.3	93.3	100.0	91.0	87.6	91.7	88.9	91.0	88.3
DK/REFUSED	5.1	5.4	-	7.1	10.2	-	-	-	-	4.7	-	6.1	8.7	3.5	-	4.7	6.0	3.0	8.2	4.0	9.2

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22. HAVE YOU OR ANY OF YOUR FRIENDS EVER GONE TO THE WEBSITE TALKITOUT.ORG?

	TOTAL		TALK W/PARENT LAST 3 MONTHS (9th-12th)		TALK W/PARENT LAST 3 MONTHS (WHITE)		TALK W/PARENT LAST 3 MONTHS (AFR. AMER.)		TALK W/PARENT LAST 3 MONTHS (MALE)		TALK W/PARENT LAST 3 MONTHS (FEMALE)		EMBARRASSED/ AFRAID 2 TALK W/ PARENTS		EMBARRASSED/ AFRAID 2 TALK (6th-8th)		EMBARRASSED/ AFRAID 2 TALK (9th-12th)		EMBARRASSED/ AFRAID 2 TALK (WHITE)		EMBARRASSED/ AFRAID 2 TALK (AFR. AMER.)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
	-----																					
Total	300	116	63	140	64	36	24	92	60	101	43	165	124	64	50	101	74	109	89	37	23	
YES	4.4	5.5	3.2	4.0	4.7	9.6	-	7.2	1.6	3.6	4.8	6.5	2.1	6.4	1.6	6.5	2.3	7.2	0.9	4.8	7.4	
NO	90.5	92.2	89.3	92.1	83.6	90.4	100.0	88.6	90.8	94.6	86.2	89.6	91.1	89.2	90.9	89.8	91.3	86.8	90.8	95.2	92.6	
DK/REFUSED	5.1	2.3	7.5	3.9	11.7	-	-	4.2	7.6	1.9	9.0	4.0	6.8	4.4	7.5	3.7	6.3	6.0	8.3	-	-	

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22. HAVE YOU OR ANY OF YOUR FRIENDS EVER GONE TO THE WEBSITE TALKITOUT.ORG?

	TOTAL	EMBARRASSED/		EMBARRASSED/		ALCOHOL USE BY PEOPLE				ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE	
		AFRAID 2 TALK		AFRAID 2 TALK		YOUR AGE IS...				BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE	
		(MALE)		(FEMALE)						(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)	
		YES	NO	YES	NO	PROB-LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.
Total	300	85	65	80	59	281	161	120	16	65	44	96	76	106	89	38	20	78	68	83	52
YES	4.4	8.9	-	3.9	4.3	4.7	5.8	3.3	-	5.9	2.4	5.7	3.8	5.5	3.3	9.1	-	6.0	4.3	5.6	2.0
NO	90.5	87.8	91.4	91.5	90.9	90.5	89.1	92.5	88.2	87.2	94.6	90.4	91.3	87.6	91.3	90.9	100.0	89.3	91.5	88.8	93.8
DK/REFUSED	5.1	3.3	8.6	4.7	4.8	4.8	5.2	4.2	11.8	6.9	3.0	4.0	4.9	6.9	5.4	-	-	4.7	4.3	5.6	4.2

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22. HAVE YOU OR ANY OF YOUR FRIENDS EVER GONE TO THE WEBSITE TALKITOUT.ORG?

	TOTAL	DANGEROUS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL				(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		SEEN TV ADS STOP UNDERAGE DRINKING		HEARD RADIO STOP UNDERAGE DRINKING	
		DANG- EROUS	Very	Smwt.	NOT DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	YES	NO	YES	NO
Total	300	291	217	74	5	99	18	119	55	147	55	47	11	107	41	110	32	176	123	114	183
YES	4.4	4.5	5.2	2.5	-	3.1	10.3	7.0	-	4.6	3.4	7.4	-	6.1	2.5	4.4	2.5	5.9	2.2	10.0	1.0
NO	90.5	90.2	89.9	91.3	100.0	91.0	84.6	89.0	93.5	89.0	88.3	92.6	100.0	89.5	88.7	90.3	94.6	90.8	90.1	86.4	93.5
DK/REFUSED	5.1	5.2	4.9	6.2	-	5.9	5.2	4.0	6.5	6.4	8.3	-	-	4.4	8.8	5.4	2.9	3.3	7.7	3.6	5.5

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22. HAVE YOU OR ANY OF YOUR FRIENDS EVER GONE TO THE WEBSITE TALKITOUT.ORG?

	TOTAL			ONLINE ADS TO				SEEN ADS				ADS WILL MAKE		HEARD OF		VISITED	
				STOP UNDERAGE								MORE LIKELY 2		TALKITOUT.ORG		TALKITOUT.ORG	
				DRINKING								LISTEN/PARENT					
	YES	NO		0 OF 3	1 OF 3	2 OF 3	3 OF 3	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	132	166	83	65	87	61	142	65	87	213	13	272				
YES	4.4	7.1	2.3	1.2	2.6	2.3	14.1	7.3	2.9	14.1	0.4	100.0	-				
NO	90.5	87.8	92.5	91.0	95.9	92.2	82.6	88.0	95.6	84.7	92.9	-	100.0				
DK/REFUSED	5.1	5.1	5.1	7.8	1.5	5.5	3.3	4.7	1.6	1.2	6.6	-	-				

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22. HAVE YOU OR ANY OF YOUR FRIENDS EVER GONE TO THE WEBSITE TALKITOUT.ORG?

	TOTAL	SOCIAL MEDIA						AGE									
		USE	Insta-	Face-	You-	DON'T	14/	10	11	12	13	14	15/	15	16	17	18/
		SOCIAL	gram	book	Tube	USE	YOUN-						OLDER				OLDER
		MEDIA				SOCIAL	GER										
Total	300	270	100	67	46	26	126	-	6	42	40	38	170	46	57	50	17
YES	4.4	4.9	3.6	4.6	8.4	-	4.7	-	-	2.3	4.6	8.0	4.3	2.0	7.7	1.9	6.0
NO	90.5	90.3	92.7	90.9	83.9	95.4	89.9	-	83.1	90.9	90.3	89.6	91.3	96.0	85.6	96.0	84.0
DK/REFUSED	5.1	4.8	3.7	4.5	7.8	4.6	5.4	-	16.9	6.7	5.1	2.5	4.4	2.0	6.6	2.0	10.0

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22. HAVE YOU OR ANY OF YOUR FRIENDS EVER GONE TO THE WEBSITE TALKITOUT.ORG?

	TOTAL	WHITE		AFRICAN AMER.		(MALE)		(FEMALE)		RACE				(MALE)		(FEMALE)		GENDER		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total	300	85	119	26	34	65	85	61	84	25	208	60	3	3	109	34	99	26	154	146
YES	4.4	5.7	3.2	-	10.2	4.6	5.3	4.7	3.3	4.1	4.2	5.8	-	-	5.3	5.2	2.9	6.7	4.9	3.9
NO	90.5	86.6	91.3	100.0	89.8	88.1	91.5	91.9	91.1	95.9	89.1	94.2	67.3	91.5	87.9	94.8	90.4	93.3	89.6	91.5
DK/REFUSED	5.1	7.7	5.4	-	-	7.3	3.2	3.4	5.6	-	6.7	-	32.7	8.5	6.8	-	6.6	-	5.4	4.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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23. WHICH SOCIAL NETWORK ON THE INTERNET WOULD YOU SAY YOU USE THE MOST OFTEN? IF YOU DON'T USE SOCIAL NETWORKS OR DON'T USE THE INTERNET JUST SAY SO.

	TOTAL	AREA													
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	
Total	300	95	39	11	45	85	36	49	53	27	26	12	34	21	
USE SOCIAL MEDIA	90.1	94.9	94.6	91.8	95.9	83.6	90.2	78.7	87.0	81.6	92.4	100.0	91.6	94.3	
INSTAGRAM	33.2	28.9	34.4	16.4	27.2	28.6	42.4	18.4	39.3	39.9	38.7	27.0	49.8	32.5	
FACEBOOK	22.4	23.5	14.8	32.8	28.7	18.6	10.2	24.8	20.9	8.7	33.4	52.3	10.3	39.0	
YOUTUBE	15.3	19.1	20.3	16.4	18.7	12.9	9.9	15.0	11.4	14.8	8.0	20.7	13.0	18.0	
TWITTER	13.6	16.2	17.5	17.3	14.8	16.9	20.2	14.4	10.8	9.3	12.4	-	16.1	-	
OTHER	3.0	2.2	2.5	-	2.4	5.5	7.5	4.0	3.0	5.9	-	-	2.5	-	
TUMBLR	1.6	2.0	2.5	-	2.0	1.2	-	2.1	1.5	3.0	-	-	-	4.8	
PINTEREST	1.0	3.1	2.5	9.0	2.2	-	-	-	-	-	-	-	-	-	
LINKED-IN	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
DON'T USE/SOCIAL NETWORKS	8.8	5.1	5.4	8.2	4.1	12.7	7.2	16.8	13.0	18.4	7.6	-	7.8	5.7	
DON'T USE INTERNET	0.1	-	-	-	-	0.3	-	0.5	-	-	-	-	0.6	-	
DK/REFUSED	1.0	-	-	-	-	3.4	2.5	4.1	-	-	-	-	-	-	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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23. WHICH SOCIAL NETWORK ON THE INTERNET WOULD YOU SAY YOU USE THE MOST OFTEN? IF YOU DON'T USE SOCIAL NETWORKS OR DON'T USE THE INTERNET JUST SAY SO.

	TOTAL	GRADE										WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO	
Total	300	119	37	42	39	181	43	49	51	38	83	124	20	40	61	93	58	89	180	119	
USE SOCIAL MEDIA	90.1	86.1	83.0	88.6	86.3	92.7	86.1	90.9	96.2	97.6	85.5	91.9	82.6	100.0	84.3	88.8	87.9	96.8	92.2	86.8	
INSTAGRAM	33.2	30.0	35.9	27.2	27.4	35.3	48.8	32.9	25.9	35.8	30.2	28.2	27.4	58.6	31.4	34.9	28.5	35.7	33.4	33.1	
FACEBOOK	22.4	18.2	12.7	12.8	29.4	25.1	11.1	25.9	35.2	26.3	25.2	31.1	-	9.2	18.7	22.6	17.7	27.7	22.2	22.1	
YOUTUBE	15.3	23.5	26.6	28.5	15.1	9.9	13.1	9.3	4.1	14.8	20.0	9.7	27.0	13.9	26.7	11.0	20.0	8.7	14.9	15.9	
TWITTER	13.6	4.8	-	4.5	9.6	19.4	10.8	19.2	27.8	18.1	1.1	19.5	18.4	18.3	6.1	16.2	3.4	22.8	17.1	8.5	
OTHER	3.0	5.4	2.5	11.0	2.2	1.5	2.4	1.9	1.5	-	5.4	2.1	9.7	-	1.4	1.9	9.7	1.1	1.4	5.6	
TUMBLR	1.6	1.7	-	2.3	2.6	1.5	-	1.7	1.7	2.7	2.4	1.4	-	-	-	2.1	3.5	0.9	2.1	0.8	
PINTEREST	1.0	2.5	5.3	2.3	-	-	-	-	-	-	1.2	-	-	-	-	-	5.2	-	1.1	0.8	
LINKED-IN	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
DON'T USE/SOCIAL NETWORKS	8.8	12.9	17.0	8.9	13.2	6.2	11.1	9.1	3.8	-	13.3	6.6	17.4	-	15.3	10.0	10.3	2.2	6.7	12.0	
DON'T USE INTERNET	0.1	0.2	-	-	0.5	0.1	0.5	-	-	-	-	-	-	-	0.3	0.2	-	-	-	0.4	
DK/REFUSED	1.0	0.9	-	2.4	-	1.0	2.3	-	-	2.4	1.2	1.5	-	-	-	1.0	1.8	1.0	1.1	0.9	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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23. WHICH SOCIAL NETWORK ON THE INTERNET WOULD YOU SAY YOU USE THE MOST OFTEN? IF YOU DON'T USE SOCIAL NETWORKS OR DON'T USE THE INTERNET JUST SAY SO.

	TOTAL	TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total	300	40	78	139	41	130	78	31	29	98	56	82	63	128	145	28	82	100	63	80	110
USE SOCIAL MEDIA	90.1	86.7	85.7	93.8	88.8	92.2	84.5	94.3	94.0	87.7	85.8	97.6	87.7	90.6	90.4	81.0	88.7	93.3	92.5	91.9	88.3
INSTAGRAM	33.2	25.7	32.2	35.7	34.7	28.5	30.3	58.1	37.7	35.4	30.3	31.1	35.5	37.9	32.0	19.9	34.4	43.0	28.8	31.5	30.3
FACEBOOK	22.4	19.6	17.5	23.0	30.6	28.6	28.2	-	12.6	19.3	24.2	25.8	20.1	21.7	21.7	22.7	16.3	21.4	28.7	32.8	24.3
YOUTUBE	15.3	29.5	20.4	10.6	7.5	12.9	15.5	23.9	12.4	16.1	19.3	13.4	13.0	7.7	19.5	17.7	25.6	4.9	11.5	5.8	17.6
TWITTER	13.6	2.6	5.9	21.3	13.3	17.4	3.3	12.3	24.7	12.4	11.7	22.7	5.6	18.0	11.6	6.7	4.6	21.1	20.7	18.5	8.6
OTHER	3.0	2.1	7.1	1.2	2.6	1.9	5.9	-	6.7	2.5	0.2	-	10.3	2.3	4.3	6.9	5.5	1.0	2.7	1.1	5.6
TUMBLR	1.6	2.4	1.3	2.0	-	2.1	1.3	-	-	2.0	-	2.2	1.6	2.2	0.7	3.6	1.2	1.8	-	2.3	0.9
PINTEREST	1.0	4.9	1.3	-	-	0.8	-	-	-	-	-	2.4	1.6	0.8	0.7	3.5	1.2	-	-	-	0.9
LINKED-IN	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DON'T USE/SOCIAL NETWORKS	8.8	13.3	12.7	4.9	10.7	6.4	14.2	5.7	6.0	11.3	13.5	1.3	10.7	8.0	9.3	19.0	11.0	4.9	7.2	5.8	11.7
DON'T USE INTERNET	0.1	-	0.2	-	0.5	-	-	-	-	-	0.7	-	-	-	0.3	-	0.2	-	0.4	-	-
DK/REFUSED	1.0	-	1.3	1.4	-	1.5	1.3	-	-	1.0	-	1.1	1.6	1.5	-	-	-	1.9	-	2.4	-

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23. WHICH SOCIAL NETWORK ON THE INTERNET WOULD YOU SAY YOU USE THE MOST OFTEN? IF YOU DON'T USE SOCIAL NETWORKS OR DON'T USE THE INTERNET JUST SAY SO.

	TOTAL	THINK IT'S  OKAY TO DRINK   (AFR. AMER.)		THINK IT'S  OKAY TO DRINK   (MALE)		THINK IT'S  OKAY TO DRINK   (FEMALE)		KNOW PEOPLE/  TRIED ALCOHOL   ALCOHOL		KNOW PEOPLE/  TRIED ALCOHOL   (6th-8th)		KNOW PEOPLE/  TRIED ALCOHOL   (9th-12th)		KNOW PEOPLE/  TRIED ALCOHOL   (WHITE)		KNOW PEOPLE/  TRIED ALCOHOL   (AFR. AMER.)		KNOW PEOPLE/  TRIED ALCOHOL   (MALE)		KNOW PEOPLE/  TRIED ALCOHOL   (FEMALE)	
		OKAY	NOT  OKAY	OKAY	NOT  OKAY	OKAY	NOT  OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	33	24	61	80	68	65	201	98	47	71	154	27	141	66	36	24	104	50	97	48
USE SOCIAL MEDIA	90.1	89.3	100.0	86.2	87.8	94.5	93.6	91.6	86.8	88.4	84.4	92.6	93.0	91.9	83.6	95.1	92.7	88.0	84.8	95.5	88.8
INSTAGRAM	33.2	55.4	38.3	40.7	29.1	35.4	35.5	34.9	29.9	33.6	28.0	35.4	34.8	32.0	23.0	49.0	46.8	38.2	23.8	31.4	36.3
FACEBOOK	22.4	-	15.5	20.6	21.2	22.7	22.4	21.9	22.7	19.3	16.5	22.7	38.6	29.0	27.2	-	15.5	19.2	25.0	24.8	20.2
YOUTUBE	15.3	11.1	23.1	5.9	24.0	9.4	13.8	10.7	24.7	17.1	28.1	8.8	16.1	9.4	23.5	15.4	22.8	10.0	32.4	11.5	16.8
TWITTER	13.6	16.9	23.1	15.6	11.5	20.1	11.7	19.0	2.8	6.2	3.9	22.9	-	17.2	1.4	25.4	7.6	16.3	3.6	21.8	1.9
OTHER	3.0	5.9	-	1.7	2.0	2.9	7.0	2.3	4.7	5.9	5.2	1.2	3.4	1.8	7.0	5.4	-	2.5	-	2.0	9.5
TUMBLR	1.6	-	-	1.7	-	2.7	1.5	2.3	-	4.2	-	1.8	-	2.6	-	-	-	1.8	-	2.9	-
PINTEREST	1.0	-	-	-	-	1.5	1.5	0.5	2.0	2.1	2.8	-	-	-	1.5	-	-	-	-	1.0	4.1
LINKED-IN	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DON'T USE/SOCIAL NETWORKS	8.8	10.7	-	12.2	11.7	4.1	6.4	6.8	13.0	9.0	15.6	6.1	6.2	6.0	16.4	4.9	7.3	10.8	14.7	2.5	11.2
DON'T USE INTERNET	0.1	-	-	-	0.5	-	-	0.1	0.2	0.4	-	-	0.8	-	-	-	-	0.2	0.4	-	-
DK/REFUSED	1.0	-	-	1.6	-	1.4	-	1.5	-	2.2	-	1.2	-	2.1	-	-	-	0.9	-	2.0	-

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23. WHICH SOCIAL NETWORK ON THE INTERNET WOULD YOU SAY YOU USE THE MOST OFTEN? IF YOU DON'T USE SOCIAL NETWORKS OR DON'T USE THE INTERNET JUST SAY SO.

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total	300	84	9	75	6	15	27	28	93	46	37	7	3	64	58
USE SOCIAL MEDIA	90.1	86.8	88.1	86.6	100.0	83.8	81.6	90.2	94.8	94.0	95.1	100.0	92.4	91.0	92.1
INSTAGRAM	33.2	34.4	43.1	33.4	64.0	31.0	25.7	35.9	34.8	46.2	20.1	47.9	7.5	39.0	22.0
FACEBOOK	22.4	21.5	11.0	22.7	-	27.6	26.2	21.5	22.9	20.8	28.8	13.8	-	26.1	33.1
YOUTUBE	15.3	10.9	-	12.1	36.0	13.2	12.2	6.7	9.2	10.5	5.0	-	71.8	10.5	5.1
TWITTER	13.6	10.0	-	11.1	-	6.3	10.5	16.5	26.0	14.4	39.1	38.3	13.1	8.4	28.9
OTHER	3.0	4.4	22.5	2.3	-	5.8	3.2	-	0.8	-	2.1	-	-	2.7	1.3
TUMBLR	1.6	4.4	-	4.9	-	-	3.7	9.7	1.1	2.2	-	-	-	4.2	1.7
PINTEREST	1.0	1.2	11.4	-	-	-	-	-	-	-	-	-	-	-	-
LINKED-IN	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DON'T USE/SOCIAL NETWORKS	8.8	10.8	-	12.1	-	16.2	14.8	9.8	4.0	6.0	2.4	-	-	5.9	6.3
DON'T USE INTERNET	0.1	-	-	-	-	-	-	-	0.2	-	-	-	7.6	-	-
DK/REFUSED	1.0	2.4	11.9	1.3	-	-	3.7	-	1.0	-	2.5	-	-	3.1	1.6

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23. WHICH SOCIAL NETWORK ON THE INTERNET WOULD YOU SAY YOU USE THE MOST OFTEN? IF YOU DON'T USE SOCIAL NETWORKS OR DON'T USE THE INTERNET JUST SAY SO.

	TOTAL		AGE STARTED   DRINKING   (AFRICAN AMR)		AGE STARTED   DRINKING   (MALE)		AGE STARTED   DRINKING   (FEMALE)		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL (WHITE)			
	14/  YOUN-  GER	15/  OVER	14/  YOUN-  GER	15/  OVER	14/  YOUN-  GER	15/  OVER	14/  YOUN-  GER	15/  OVER	LEAST/  ONCE/A  MONTH	Least/  Once/A  Week	Least/  Once/A  Month	LESS/  ONCE/A  MONTH	LEAST/  ONCE/A  MONTH	Least/  Once/A  Week	Least/  Once/A  Month	LESS/  ONCE/A  MONTH
Total	300	5	25	44	48	40	45	95	43	52	67	68	29	39	51	
USE SOCIAL MEDIA	90.1	67.3	100.0	82.7	91.8	91.3	98.0	92.9	90.8	94.6	91.2	91.6	90.0	92.8	92.7	
INSTAGRAM	33.2	31.3	56.1	41.4	38.1	26.8	31.4	34.2	43.3	26.8	40.9	30.1	38.4	23.8	39.4	
FACEBOOK	22.4	-	-	20.2	17.8	23.0	28.2	21.6	13.6	28.2	23.0	27.3	20.0	32.9	28.0	
YOUTUBE	15.3	-	22.0	11.1	8.0	10.7	10.4	8.3	9.4	7.3	12.8	7.2	10.1	5.1	14.4	
TWITTER	13.6	-	21.9	1.8	26.3	19.0	25.7	23.7	17.8	28.5	12.0	22.8	18.6	25.9	7.5	
OTHER	3.0	36.0	-	3.9	1.6	4.8	-	0.9	2.0	-	1.3	1.3	3.0	-	1.7	
TUMBLR	1.6	-	-	4.4	-	4.5	2.2	3.2	2.4	3.8	1.2	2.9	-	5.1	1.6	
PINTEREST	1.0	-	-	-	-	2.5	-	1.0	2.3	-	-	-	-	-	-	
LINKED-IN	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
DON'T USE/SOCIAL NETWORKS	8.8	32.7	-	15.1	7.8	6.1	-	4.0	4.6	3.5	8.5	4.1	3.3	4.7	7.3	
DON'T USE INTERNET	0.1	-	-	-	0.4	-	-	-	-	-	0.3	-	-	-	-	
DK/REFUSED	1.0	-	-	2.2	-	2.6	2.0	3.1	4.5	1.9	-	4.3	6.6	2.5	-	

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23. WHICH SOCIAL NETWORK ON THE INTERNET WOULD YOU SAY YOU USE THE MOST OFTEN? IF YOU DON'T USE SOCIAL NETWORKS OR DON'T USE THE INTERNET JUST SAY SO.

	TOTAL	OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL (6th-8th)		EASY/HARD GET ALCOHOL (9th-12th)		EASY/HARD GET ALCOHOL (WHITE)	
		LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	EASY	HARD	EASY	HARD	EASY	HARD	EASY	HARD
Total	300	16	7	9	9	47	22	24	43	49	20	28	24	108	170	19	93	89	77	75	117
USE SOCIAL MEDIA	90.1	100.0	100.0	100.0	80.1	89.7	91.1	88.4	86.9	96.0	90.5	100.0	98.9	90.8	89.4	77.8	88.7	93.5	90.2	92.4	87.4
INSTAGRAM	33.2	54.9	73.9	39.7	58.7	37.4	44.7	30.6	41.0	31.2	41.8	23.5	40.7	32.6	33.1	33.5	31.3	32.4	35.3	32.0	27.9
FACEBOOK	22.4	-	-	-	-	18.5	12.7	23.9	19.4	24.6	14.6	31.9	29.6	23.2	21.4	14.1	18.3	25.2	25.1	29.8	27.1
YOUTUBE	15.3	11.4	-	20.5	-	10.3	8.9	11.6	12.8	6.4	10.0	3.7	12.8	12.9	17.7	24.9	22.9	10.4	11.3	12.2	16.7
TWITTER	13.6	33.7	26.1	39.8	21.4	19.5	16.5	22.3	11.7	27.7	19.2	33.9	12.4	18.5	10.1	-	6.1	22.4	15.1	14.9	8.8
OTHER	3.0	-	-	-	-	1.9	3.9	-	2.0	-	-	-	-	0.9	4.8	-	6.9	1.1	2.2	1.2	5.3
TUMBLR	1.6	-	-	-	-	2.2	4.5	-	-	4.1	-	7.1	3.4	2.6	1.1	5.3	1.1	2.1	1.2	2.4	1.6
PINTEREST	1.0	-	-	-	-	-	-	-	-	2.0	4.8	-	-	-	1.2	-	2.1	-	-	-	-
LINKED-IN	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DON'T USE/SOCIAL NETWORKS	8.8	-	-	-	19.9	8.2	8.9	7.6	12.7	-	-	-	1.1	6.4	10.5	15.8	11.3	4.4	9.5	3.7	12.6
DON'T USE INTERNET	0.1	-	-	-	-	-	-	-	0.4	-	-	-	-	0.2	0.1	1.0	-	-	0.3	-	-
DK/REFUSED	1.0	-	-	-	-	2.1	-	4.0	-	4.0	9.5	-	-	2.7	-	5.4	-	2.1	-	3.9	-

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23. WHICH SOCIAL NETWORK ON THE INTERNET WOULD YOU SAY YOU USE THE MOST OFTEN? IF YOU DON'T USE SOCIAL NETWORKS OR DON'T USE THE INTERNET JUST SAY SO.

	TOTAL	EASY/HARD		EASY/HARD		EASY/HARD		PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING			
		GET ALCOHOL		GET ALCOHOL		GET ALCOHOL		ALCOHOL				ALCOHOL				ALCOHOL			
		(AFR. AMER.)		(MALE)		(FEMALE)						(6th–8th)				(9th–12th)			
		EASY	HARD	EASY	HARD	EASY	HARD	TALK ABOUT	A Lot	Some-times	NEVER	TALK ABOUT	A Lot	Some-times	NEVER	TALK ABOUT	A Lot	Some-times	NEVER
Total	300	20	35	54	87	55	82	233	58	175	64	88	21	68	29	145	37	108	34
USE SOCIAL MEDIA	90.1	91.1	95.0	87.4	84.8	94.0	94.2	91.1	87.6	92.3	85.8	86.1	69.8	91.1	85.5	94.2	97.5	93.0	86.0
INSTAGRAM	33.2	44.5	47.4	40.5	29.1	24.7	37.4	32.5	47.1	27.7	35.6	29.8	35.7	28.0	31.6	34.2	53.4	27.5	39.1
FACEBOOK	22.4	9.4	5.2	17.2	22.2	29.1	20.5	25.3	23.8	25.8	12.7	21.9	19.8	22.6	7.7	27.4	26.0	27.9	16.9
YOUTUBE	15.3	9.4	21.1	17.4	17.7	8.6	17.6	12.7	4.9	15.2	23.9	19.4	4.6	24.0	36.4	8.5	5.0	9.8	13.2
TWITTER	13.6	27.9	15.7	8.5	13.0	28.2	7.1	14.7	6.7	17.3	10.5	5.2	–	6.8	3.5	20.4	10.4	23.9	16.4
OTHER	3.0	–	5.6	1.9	1.8	–	7.9	3.1	–	4.1	3.1	5.2	–	6.8	6.2	1.8	–	2.4	0.4
TUMBLR	1.6	–	–	1.9	1.0	3.3	1.2	2.0	3.5	1.5	–	2.3	4.8	1.5	–	1.9	2.7	1.6	–
PINTEREST	1.0	–	–	–	–	–	2.4	0.9	1.7	0.6	–	2.3	4.8	1.5	–	–	–	–	–
LINKED-IN	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–
DON'T USE/SOCIAL NETWORKS	8.8	8.9	5.0	10.4	14.9	2.4	5.8	8.5	12.4	7.2	10.5	13.9	30.2	8.9	10.4	5.2	2.5	6.1	10.7
DON'T USE INTERNET	0.1	–	–	0.4	0.3	–	–	–	–	–	0.7	–	–	–	0.7	–	–	–	0.7
DK/REFUSED	1.0	–	–	1.8	–	3.6	–	0.4	–	0.6	3.0	–	–	–	3.5	0.7	–	0.9	2.7

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23. WHICH SOCIAL NETWORK ON THE INTERNET WOULD YOU SAY YOU USE THE MOST OFTEN? IF YOU DON'T USE SOCIAL NETWORKS OR DON'T USE THE INTERNET JUST SAY SO.

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT	
		ALCOHOL				ALCOHOL				ALCOHOL				ALCOHOL				LAST 3 MONTHS		LAST 3 MONTHS	
		(WHITE)				(AFRICAN AMERICAN)				(MALE)				(FEMALE)				(6th-8th)			
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO
Total	300	171	40	131	36	47	13	34	13	121	29	93	31	112	29	83	32	193	104	77	41
USE SOCIAL MEDIA	90.1	90.8	90.7	90.8	82.0	92.6	72.5	100.0	100.0	87.8	87.2	88.0	83.5	94.7	88.0	97.1	88.0	89.1	91.5	81.3	94.8
INSTAGRAM	33.2	29.3	39.7	26.1	28.6	45.8	72.5	36.0	56.7	31.1	51.2	24.9	40.8	34.1	43.0	30.9	30.6	35.6	29.0	33.2	24.6
FACEBOOK	22.4	31.6	34.1	30.9	16.0	7.8	-	10.7	-	24.8	19.3	26.5	7.3	25.9	28.2	25.0	17.9	22.5	22.1	18.1	16.7
YOUTUBE	15.3	12.0	7.1	13.5	20.0	11.6	-	15.8	43.3	13.5	9.8	14.6	32.5	11.8	-	15.9	15.6	10.4	23.8	16.4	37.4
TWITTER	13.6	12.1	7.4	13.6	12.4	23.3	-	31.9	-	14.8	3.4	18.3	2.4	14.5	9.9	16.1	18.3	15.8	10.0	3.8	6.7
OTHER	3.0	3.1	-	4.0	5.1	4.1	-	5.6	-	2.0	-	2.7	0.4	4.2	-	5.7	5.7	2.7	3.8	4.6	7.0
TUMBLR	1.6	2.2	2.5	2.1	-	-	-	-	-	1.6	3.5	1.0	-	2.5	3.4	2.2	-	1.0	1.8	2.6	-
PINTEREST	1.0	0.6	-	0.8	-	-	-	-	-	-	-	-	-	1.8	3.4	1.2	-	1.0	1.0	2.6	2.4
LINKED-IN	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DON'T USE/SOCIAL NETWORKS	8.8	8.6	9.3	8.4	12.6	7.4	27.5	-	-	11.4	12.8	10.9	15.2	5.3	12.0	2.9	6.0	9.8	7.4	17.1	5.2
DON'T USE INTERNET	0.1	-	-	-	-	-	-	-	-	-	-	-	1.3	-	-	-	-	0.1	0.2	0.3	-
DK/REFUSED	1.0	0.6	-	0.7	5.4	-	-	-	-	0.8	-	1.1	-	-	-	-	6.0	1.0	0.9	1.3	-

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23. WHICH SOCIAL NETWORK ON THE INTERNET WOULD YOU SAY YOU USE THE MOST OFTEN? IF YOU DON'T USE SOCIAL NETWORKS OR DON'T USE THE INTERNET JUST SAY SO.

	TOTAL	TALK W/PARENT LAST 3 MONTHS (9th-12th)		TALK W/PARENT LAST 3 MONTHS (WHITE)		TALK W/PARENT LAST 3 MONTHS (AFR. AMER.)		TALK W/PARENT LAST 3 MONTHS (MALE)		TALK W/PARENT LAST 3 MONTHS (FEMALE)		EMBARRASSED/ AFRAID 2 TALK W/ PARENTS		EMBARRASSED/ AFRAID 2 TALK (6th-8th)		EMBARRASSED/ AFRAID 2 TALK (9th-12th)		EMBARRASSED/ AFRAID 2 TALK (WHITE)		EMBARRASSED/ AFRAID 2 TALK (AFR. AMER.)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	116	63	140	64	36	24	92	60	101	43	165	124	64	50	101	74	109	89	37	23
USE SOCIAL MEDIA	90.1	94.3	89.4	88.0	91.5	90.4	100.0	84.7	90.1	93.1	93.4	89.6	90.8	83.8	90.0	93.3	91.3	89.0	89.6	90.4	100.0
INSTAGRAM	33.2	37.2	31.9	31.6	23.6	50.2	45.0	36.6	28.4	34.7	29.9	29.5	38.8	30.7	30.1	28.7	44.7	22.8	37.6	45.3	52.6
FACEBOOK	22.4	25.4	25.6	27.3	32.2	10.2	-	20.9	22.0	24.0	22.2	26.5	16.4	20.4	13.4	30.4	18.4	34.3	21.7	10.1	-
YOUTUBE	15.3	6.4	15.1	8.6	24.4	9.9	31.1	10.1	28.7	10.7	17.2	14.3	17.7	17.9	33.1	12.0	7.3	13.7	15.4	20.0	15.7
TWITTER	13.6	23.8	12.2	14.7	7.2	20.1	15.6	14.4	9.1	17.1	11.3	13.7	14.0	4.4	5.6	19.5	19.6	14.3	9.7	9.8	31.6
OTHER	3.0	1.4	1.7	3.7	2.9	-	8.2	2.7	0.2	2.7	8.8	2.7	2.3	5.6	3.8	0.9	1.2	2.3	3.0	5.3	-
TUMBLR	1.6	-	2.9	1.4	1.3	-	-	-	1.7	2.0	1.9	1.7	0.8	1.6	2.0	1.8	-	1.7	1.1	-	-
PINTEREST	1.0	-	-	0.7	-	-	-	-	-	2.0	2.3	1.2	0.8	3.1	2.0	-	-	-	1.1	-	-
LINKED-IN	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DON'T USE/SOCIAL NETWORKS	8.8	4.9	8.8	10.5	7.1	9.6	-	14.0	9.5	5.9	4.5	9.6	7.7	15.9	7.9	5.5	7.5	10.1	8.2	9.6	-
DON'T USE INTERNET	0.1	-	0.4	-	-	-	-	0.2	0.4	-	-	0.3	-	0.3	-	0.2	-	-	-	-	-
DK/REFUSED	1.0	0.8	1.5	1.4	1.4	-	-	1.1	-	1.0	2.1	0.6	1.6	-	2.1	1.0	1.2	0.9	2.2	-	-

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23. WHICH SOCIAL NETWORK ON THE INTERNET WOULD YOU SAY YOU USE THE MOST OFTEN? IF YOU DON'T USE SOCIAL NETWORKS OR DON'T USE THE INTERNET JUST SAY SO.

	TOTAL	EMBARRASSED/ AFRAID 2 TALK (MALE)		EMBARRASSED/ AFRAID 2 TALK (FEMALE)		ALCOHOL USE BY PEOPLE YOUR AGE IS...				ALCOHOL USE BY YOUR AGE (6th-8th)		ALCOHOL USE BY YOUR AGE (9th-12th)		ALCOHOL USE BY YOUR AGE (WHITE)		ALCOHOL USE BY YOUR AGE (AFR. AMER.)		ALCOHOL USE BY YOUR AGE (MALE)		ALCOHOL USE BY YOUR AGE (FEMALE)	
		YES	NO	YES	NO	PROB- LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	85	65	80	59	281	161	120	16	65	44	96	76	106	89	38	20	78	68	83	52
USE SOCIAL MEDIA	90.1	84.5	89.6	95.1	92.1	89.8	91.1	88.2	91.7	85.0	84.6	95.2	90.3	88.4	88.8	95.5	91.1	88.8	83.8	93.2	94.0
INSTAGRAM	33.2	30.1	37.2	28.8	40.6	32.8	35.5	29.2	30.4	36.9	21.7	34.5	33.5	28.9	29.3	52.6	34.6	32.5	34.6	38.3	22.1
FACEBOOK	22.4	22.5	18.9	30.9	13.7	22.2	22.6	21.7	24.5	15.4	20.0	27.5	22.7	28.5	28.0	9.6	-	19.5	21.0	25.6	22.7
YOUTUBE	15.3	17.2	18.4	11.1	16.9	15.3	15.7	14.7	18.6	22.7	23.2	10.9	9.9	15.3	11.8	14.3	27.9	20.9	13.6	10.7	16.2
TWITTER	13.6	11.5	13.7	16.0	14.3	14.2	12.5	16.5	6.0	2.9	8.6	19.2	21.0	10.5	14.7	19.0	18.8	13.3	10.8	11.8	23.8
OTHER	3.0	2.0	1.4	3.5	3.2	2.6	2.3	3.0	12.2	2.7	6.4	2.0	1.0	3.3	1.8	-	9.8	1.3	2.4	3.2	3.7
TUMBLR	1.6	1.2	-	2.3	1.7	1.7	1.2	2.3	-	1.5	2.3	1.1	2.2	0.9	3.1	-	-	1.3	1.3	1.2	3.5
PINTEREST	1.0	-	-	2.5	1.7	1.1	1.2	0.8	-	3.0	2.3	-	-	0.9	-	-	-	-	-	2.4	1.9
LINKED-IN	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DON'T USE/SOCIAL NETWORKS	8.8	13.9	10.4	4.9	4.7	9.0	7.6	11.0	6.9	13.1	15.4	3.9	8.4	9.7	10.1	4.5	8.9	11.0	14.8	4.4	6.0
DON'T USE INTERNET	0.1	0.5	-	-	-	0.1	0.1	-	1.4	0.3	-	-	-	-	-	-	-	0.2	-	-	-
DK/REFUSED	1.0	1.1	-	-	3.3	1.0	1.2	0.8	-	1.6	-	1.0	1.3	1.8	1.1	-	-	-	1.4	2.4	-

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23. WHICH SOCIAL NETWORK ON THE INTERNET WOULD YOU SAY YOU USE THE MOST OFTEN? IF YOU DON'T USE SOCIAL NETWORKS OR DON'T USE THE INTERNET JUST SAY SO.

	TOTAL	DANGEROUS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL				(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		SEEN TV ADS STOP UNDERAGE DRINKING	HEARD RADIO STOP UNDERAGE DRINKING		
		DANG- EROUS	Very	Smwt.	NOT DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	YES	NO	YES	NO
Total	300	291	217	74	5	99	18	119	55	147	55	47	11	107	41	110	32	176	123	114	183
USE SOCIAL MEDIA	90.1	90.8	91.0	90.1	56.5	85.0	90.3	95.9	90.1	89.3	91.6	96.3	84.1	88.2	84.6	93.7	97.3	93.4	85.2	95.5	86.5
INSTAGRAM	33.2	32.7	35.3	25.1	36.8	31.5	19.5	38.5	27.0	31.1	23.3	49.9	32.8	32.2	33.2	38.4	14.7	32.1	35.0	37.4	30.5
FACEBOOK	22.4	22.8	21.7	25.9	-	18.1	20.9	24.7	27.5	26.9	34.6	7.8	-	18.1	29.3	25.2	21.6	21.4	23.9	25.9	20.5
YOUTUBE	15.3	15.7	17.8	9.8	-	24.9	18.5	11.9	6.9	17.4	5.5	19.4	16.6	23.9	2.3	11.8	19.3	17.8	11.0	15.8	14.7
TWITTER	13.6	14.1	11.4	21.8	-	4.8	5.1	17.0	27.2	9.0	21.6	19.2	17.2	10.6	17.7	12.2	27.0	17.2	8.5	12.1	14.2
OTHER	3.0	2.8	2.5	3.8	19.7	2.8	15.4	2.3	-	3.6	1.5	-	17.5	1.7	2.0	3.3	6.0	2.7	3.6	1.7	4.0
TUMBLR	1.6	1.6	0.9	3.8	-	-	11.0	1.6	1.5	0.6	5.1	-	-	1.8	-	-	8.7	1.1	2.3	2.5	1.0
PINTEREST	1.0	1.0	1.4	-	-	3.0	-	-	-	0.7	-	-	-	-	-	2.7	-	1.1	0.8	-	1.6
LINKED-IN	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DON'T USE/SOCIAL NETWORKS	8.8	8.4	8.4	8.5	43.5	13.7	9.7	3.9	8.1	10.0	6.6	3.7	15.9	11.4	13.1	5.4	2.7	5.9	13.1	3.5	12.3
DON'T USE INTERNET	0.1	0.1	0.2	-	-	0.2	-	0.2	-	-	-	-	-	0.4	-	-	-	0.1	0.2	0.2	0.1
DK/REFUSED	1.0	0.7	0.5	1.3	-	1.0	-	-	1.8	0.7	1.8	-	-	-	2.4	0.9	-	0.6	1.5	0.9	1.0

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23. WHICH SOCIAL NETWORK ON THE INTERNET WOULD YOU SAY YOU USE THE MOST OFTEN? IF YOU DON'T USE SOCIAL NETWORKS OR DON'T USE THE INTERNET JUST SAY SO.

	TOTAL	ONLINE ADS TO			SEEN ADS				ADS WILL MAKE		HEARD OF		VISITED	
		STOP UNDERAGE							MORE LIKELY 2		TALKITOUT.ORG		TALKITOUT.ORG	
		DRINKING							LISTEN/PARENT					
		YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	YES	NO	YES	NO	YES	NO	
-----														
Total	300	132	166	83	65	87	61	142	65	87	213	13	272	
USE SOCIAL MEDIA	90.1	93.8	88.0	82.4	94.4	90.9	97.0	93.1	94.5	92.7	89.0	100.0	89.8	
INSTAGRAM	33.2	34.5	32.7	32.7	33.0	32.8	35.5	30.7	40.8	35.9	32.1	27.0	34.0	
FACEBOOK	22.4	24.4	21.1	26.9	10.4	24.6	27.6	21.8	19.6	20.1	23.3	23.1	22.5	
YOUTUBE	15.3	16.2	14.2	9.4	21.0	15.0	17.1	19.4	14.5	14.1	15.7	28.9	14.1	
TWITTER	13.6	16.4	11.6	5.6	21.2	14.0	15.3	17.2	15.1	17.4	12.1	20.9	13.0	
OTHER	3.0	0.7	5.0	4.2	5.7	2.2	-	2.6	3.0	3.1	3.0	-	3.4	
TUMBLR	1.6	1.4	1.7	2.2	-	2.3	1.5	0.7	1.5	1.0	1.8	-	1.7	
PINTEREST	1.0	-	1.8	1.2	3.1	-	-	0.7	-	1.1	0.9	-	1.1	
LINKED-IN	-	-	-	-	-	-	-	-	-	-	-	-	-	
DON'T USE/SOCIAL NETWORKS	8.8	5.5	10.6	15.1	5.6	8.9	1.4	6.0	5.5	7.1	9.5	-	9.3	
DON'T USE INTERNET	0.1	-	0.3	0.3	-	0.2	-	0.1	-	0.2	0.1	-	0.2	
DK/REFUSED	1.0	0.8	1.1	2.3	-	-	1.7	0.7	-	-	1.4	-	0.7	

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23. WHICH SOCIAL NETWORK ON THE INTERNET WOULD YOU SAY YOU USE THE MOST OFTEN? IF YOU DON'T USE SOCIAL NETWORKS OR DON'T USE THE INTERNET JUST SAY SO.

	TOTAL	SOCIAL MEDIA						AGE									
		USE SOCIAL MEDIA	Insta- gram	Face- book	You- Tube	DON'T USE SOCIAL	14/ YOUN- GER	10	11	12	13	14	15/ OLDER	15	16	17	18/ OLDER
Total	300	270	100	67	46	26	126	-	6	42	40	38	170	46	57	50	17
USE SOCIAL MEDIA	90.1	100.0	100.0	100.0	100.0	-	86.3	-	53.9	86.9	91.4	85.3	93.8	84.7	97.0	96.3	100.0
INSTAGRAM	33.2	36.9	100.0	-	-	-	33.4	-	16.3	34.6	36.6	31.4	33.8	35.6	34.7	30.1	37.2
FACEBOOK	22.4	24.8	-	100.0	-	-	17.2	-	-	11.2	14.8	28.9	25.7	16.6	25.8	32.3	30.4
YOUTUBE	15.3	16.9	-	-	100.0	-	22.1	-	20.2	31.8	23.7	10.1	10.3	10.4	11.1	3.6	27.4
TWITTER	13.6	15.1	-	-	-	-	5.1	-	-	-	4.7	11.8	20.3	16.6	23.7	25.0	5.0
OTHER	3.0	3.4	-	-	-	-	4.5	-	-	4.5	9.2	0.4	2.0	3.7	1.7	1.5	-
TUMBLR	1.6	1.7	-	-	-	-	1.6	-	-	2.3	-	2.6	1.6	1.8	-	3.8	-
PINTEREST	1.0	1.1	-	-	-	-	2.4	-	17.4	2.3	2.5	-	-	-	-	-	-
LINKED-IN	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DON'T USE/SOCIAL NETWORKS	8.8	-	-	-	-	100.0	12.9	-	46.1	13.1	6.0	14.7	5.5	14.4	3.0	1.9	-
DON'T USE INTERNET	0.1	-	-	-	-	-	-	-	-	-	-	-	0.2	0.9	-	-	-
DK/REFUSED	1.0	-	-	-	-	-	0.8	-	-	-	2.6	-	0.5	-	-	1.8	-

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23. WHICH SOCIAL NETWORK ON THE INTERNET WOULD YOU SAY YOU USE THE MOST OFTEN? IF YOU DON'T USE SOCIAL NETWORKS OR DON'T USE THE INTERNET JUST SAY SO.

	TOTAL	WHITE		AFRICAN AMER.		(MALE)		(FEMALE)		RACE				(MALE)		(FEMALE)		GENDER		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	HISP- ANIC	WHITE ICAN AMER.	AFR- ICAN AMER.	ASIAN	OTHER	WHITE ICAN AMER.	AFR- ICAN AMER.	WHITE ICAN AMER.	AFR- ICAN AMER.	MALE	FEMALE
Total	300	85	119	26	34	65	85	61	84	25	208	60	3	3	109	34	99	26	154	146
USE SOCIAL MEDIA	90.1	85.9	93.1	86.3	100.0	84.1	90.9	88.7	96.6	88.1	89.3	94.2	100.0	68.6	84.8	94.8	94.3	93.3	87.0	93.3
INSTAGRAM	33.2	30.8	28.7	43.0	52.0	32.4	35.9	34.5	31.8	36.3	29.0	48.1	32.9	11.3	30.0	40.8	27.9	57.7	33.5	32.8
FACEBOOK	22.4	24.7	31.0	-	10.7	17.8	22.4	16.6	29.0	7.7	28.7	6.1	32.7	16.4	26.7	5.4	31.0	7.2	21.1	23.7
YOUTUBE	15.3	20.7	9.3	21.2	16.2	26.8	10.8	17.2	9.8	16.4	13.8	18.3	34.4	20.8	16.7	21.4	10.7	14.2	17.3	13.2
TWITTER	13.6	2.0	19.8	14.5	21.2	6.9	16.7	3.2	23.9	15.6	12.1	18.3	-	15.6	8.4	27.2	16.2	6.7	12.2	15.2
OTHER	3.0	4.3	2.9	7.6	-	0.2	2.9	9.1	1.1	-	3.4	3.2	-	4.7	2.3	-	4.6	7.5	1.7	4.5
TUMBLR	1.6	2.3	1.4	-	-	-	2.2	3.2	1.0	4.1	1.8	-	-	-	0.8	-	2.8	-	1.2	1.9
PINTEREST	1.0	1.2	-	-	-	-	-	4.9	-	8.0	0.5	-	-	-	-	-	1.0	-	-	2.0
LINKED-IN	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DON'T USE/SOCIAL NETWORKS	8.8	12.9	6.2	13.7	-	15.9	8.6	9.6	2.3	11.9	9.3	5.8	-	23.9	14.3	5.2	3.7	6.7	12.1	5.4
DON'T USE INTERNET	0.1	-	-	-	-	-	0.5	-	-	-	-	-	-	7.5	-	-	-	-	0.3	-
DK/REFUSED	1.0	1.2	0.8	-	-	-	-	1.7	1.1	-	1.4	-	-	-	0.9	-	2.0	-	0.6	1.3

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## 25. HOW OLD ARE YOU?

	TOTAL	AREA												
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST
Total	300	95	39	11	45	85	36	49	53	27	26	12	34	21
14/YOUNGER	42.0	44.2	50.2	49.9	37.5	42.6	29.7	52.1	40.4	44.7	36.0	55.6	39.1	30.6
10	-	-	-	-	-	-	-	-	-	-	-	-	-	-
11	1.9	3.0	-	9.0	4.1	2.5	2.4	2.6	1.5	3.0	-	-	-	-
12	14.0	17.5	23.0	8.2	15.0	7.9	7.5	8.3	16.6	17.8	15.3	29.1	13.1	9.6
13	13.3	11.8	12.3	16.4	10.1	17.6	7.4	25.1	15.1	21.0	9.0	-	10.6	10.5
14	12.7	11.9	14.9	16.4	8.3	14.6	12.5	16.2	7.2	2.8	11.7	26.5	15.4	10.5
15/OLDER	56.6	53.5	44.1	50.1	62.5	55.1	70.3	43.9	59.6	55.3	64.0	44.4	60.9	69.4
15	15.3	14.9	12.3	-	20.8	17.9	24.8	12.8	16.7	21.8	11.5	-	13.6	14.1
16	18.9	22.7	19.7	41.4	20.7	14.7	15.3	14.3	15.6	18.4	12.6	26.6	18.8	23.0
17	16.7	12.8	12.1	8.6	14.4	13.8	12.6	14.7	19.4	12.1	27.0	17.8	26.0	23.4
18/OLDER	5.8	3.1	-	-	6.6	8.7	17.7	2.1	7.9	3.0	12.8	-	2.5	8.9
REFUSED	1.4	2.3	5.7	-	-	2.3	-	4.0	-	-	-	-	-	-
Mean	14.80	14.57	14.31	14.49	14.79	14.85	15.34	14.46	14.85	14.41	15.30	14.49	15.02	15.36

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## 25. HOW OLD ARE YOU?

	TOTAL	GRADE										WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO	
Total	300	119	37	42	39	181	43	49	51	38	83	124	20	40	61	93	58	89	180	119	
14/YOUNGER	42.0	96.7	100.0	95.5	94.9	6.2	26.4	-	-	-	96.7	3.7	100.0	13.8	95.2	7.0	98.4	5.4	24.6	68.6	
10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
11	1.9	4.9	15.5	-	-	-	-	-	-	-	5.4	-	-	-	4.5	-	5.3	-	1.7	2.3	
12	14.0	35.5	79.5	29.5	-	-	-	-	-	-	36.2	-	27.2	-	27.1	-	44.4	-	7.1	24.7	
13	13.3	33.7	5.0	63.0	29.1	-	-	-	-	-	29.9	-	55.0	-	31.4	-	36.0	-	6.7	23.3	
14	12.7	22.7	-	2.9	65.8	6.2	26.4	-	-	-	25.1	3.7	17.8	13.8	32.1	7.0	12.7	5.4	9.1	18.2	
15/OLDER	56.6	1.7	-	-	5.1	92.5	71.3	100.0	99.3	97.5	1.0	94.7	-	86.2	1.7	90.9	1.6	94.2	74.4	29.6	
15	15.3	1.7	-	-	5.1	24.2	58.4	30.5	7.4	-	1.0	28.3	-	13.1	1.7	23.6	1.6	24.8	19.2	9.5	
16	18.9	-	-	-	-	31.3	12.9	65.4	37.0	-	-	31.8	-	27.4	-	29.6	-	33.0	22.0	14.4	
17	16.7	-	-	-	-	27.6	-	4.1	52.9	55.1	-	26.3	-	31.8	-	32.7	-	22.2	24.9	3.8	
18/OLDER	5.8	-	-	-	-	9.5	-	-	2.0	42.5	-	8.3	-	13.9	-	5.0	-	14.2	8.4	1.8	
REFUSED	1.4	1.6	-	4.5	-	1.2	2.3	-	0.7	2.5	2.3	1.5	-	-	3.1	2.1	-	0.4	1.1	1.9	
Mean	14.80	12.80	11.89	12.72	13.76	16.10	14.86	15.74	16.50	17.44	12.80	16.07	12.91	16.19	12.99	16.05	12.61	16.15	15.47	13.77	

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## 25. HOW OLD ARE YOU?

	TOTAL	TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total	300	40	78	139	41	130	78	31	29	98	56	82	63	128	145	28	82	100	63	80	110
14/YOUNGER	42.0	95.6	97.3	4.0	14.0	24.1	69.8	23.3	63.1	29.5	64.0	18.7	72.6	26.2	57.6	96.6	96.4	6.5	7.5	22.3	56.3
10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
11	1.9	7.4	3.6	-	-	2.1	2.3	-	-	1.8	1.7	1.5	2.9	0.7	2.7	3.1	4.8	-	-	1.1	3.3
12	14.0	31.4	37.7	-	-	8.0	25.7	-	18.7	8.5	14.8	5.3	33.4	4.0	23.5	18.1	41.7	-	-	2.5	24.9
13	13.3	29.8	35.6	-	-	7.9	19.0	5.9	31.6	7.4	21.3	5.8	25.1	9.7	15.6	44.5	27.7	-	-	8.1	12.5
14	12.7	27.1	20.4	4.0	14.0	6.1	22.8	17.4	12.7	11.7	26.2	6.0	11.2	11.9	15.8	30.9	22.2	6.5	7.5	10.5	15.6
15/OLDER	56.6	4.4	0.2	94.7	85.2	74.5	27.7	76.7	36.9	68.6	32.6	81.3	26.9	72.0	41.0	3.4	1.3	91.2	92.5	75.4	41.9
15	15.3	4.4	0.2	23.4	27.1	22.8	8.4	5.5	12.1	16.4	12.1	22.4	7.2	16.8	11.6	3.4	1.3	20.6	25.1	23.0	11.8
16	18.9	-	-	28.3	41.8	22.5	13.5	17.7	18.7	21.1	12.1	23.0	16.5	23.9	14.6	-	-	30.6	33.4	24.0	14.2
17	16.7	-	-	32.1	10.9	22.5	3.5	35.5	6.0	27.4	6.4	21.9	1.4	22.4	12.7	-	-	28.6	29.2	19.0	13.4
18/OLDER	5.8	-	-	10.8	5.3	6.6	2.3	18.0	-	3.7	1.9	14.0	1.7	8.9	2.1	-	-	11.4	4.8	9.4	2.6
REFUSED	1.4	-	2.4	1.4	0.8	1.5	2.5	-	-	2.0	3.4	-	0.5	1.7	1.3	-	2.3	2.2	-	2.4	1.7
Mean	14.80	12.90	12.76	16.23	15.66	15.34	13.77	16.14	13.99	15.28	14.08	15.69	13.51	15.50	14.17	13.13	12.73	16.18	15.99	15.53	14.19

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 25. HOW OLD ARE YOU?

	TOTAL	THINK IT'S  OKAY TO DRINK   (AFR. AMER.)		THINK IT'S  OKAY TO DRINK   (MALE)		THINK IT'S  OKAY TO DRINK   (FEMALE)		KNOW PEOPLE/   TRIED ALCOHOL   ALCOHOL		KNOW PEOPLE/   TRIED ALCOHOL   (6th-8th)		KNOW PEOPLE/   TRIED ALCOHOL   (9th-12th)		KNOW PEOPLE/   TRIED ALCOHOL   (WHITE)		KNOW PEOPLE/   TRIED ALCOHOL   (AFR. AMER.)		KNOW PEOPLE/   TRIED ALCOHOL   (MALE)		KNOW PEOPLE/   TRIED ALCOHOL   (FEMALE)		
		OKAY	NOT  OKAY	OKAY	NOT  OKAY	OKAY	NOT  OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
		-----																				
Total	300	33	24	61	80	68	65	201	98	47	71	154	27	141	66	36	24	104	50	97	48	
14/YOUNGER	42.0	38.9	54.1	33.7	50.4	19.5	66.6	26.6	73.0	95.8	97.3	5.4	10.7	25.5	73.3	25.4	68.8	27.9	71.5	25.3	74.6	
10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
11	1.9	-	-	1.4	2.3	-	3.1	0.5	4.9	2.0	6.8	-	-	0.7	5.4	-	-	-	5.5	1.0	4.4	
12	14.0	5.3	15.7	1.6	17.2	6.0	31.4	4.5	33.8	19.1	46.9	-	-	4.1	37.1	-	22.9	3.7	25.5	5.3	42.4	
13	13.3	17.2	22.7	14.1	11.0	5.9	21.4	9.6	20.0	41.1	27.8	-	-	10.0	15.2	10.6	30.3	7.8	22.2	11.6	17.8	
14	12.7	16.4	15.6	16.6	20.0	7.6	10.6	12.0	14.3	33.6	15.7	5.4	10.7	10.8	15.6	14.8	15.6	16.4	18.3	7.4	10.1	
15/OLDER	56.6	61.1	45.9	63.1	47.2	80.0	33.4	72.3	25.0	4.2	-	93.1	89.3	73.1	23.8	74.6	31.2	70.3	24.7	74.4	25.4	
15	15.3	-	14.9	11.8	12.8	21.3	10.2	20.8	4.0	4.2	-	25.9	14.4	24.3	2.8	9.3	7.8	20.9	2.3	20.7	5.8	
16	18.9	22.1	15.6	19.4	17.2	28.0	11.3	22.3	12.2	-	-	29.1	43.5	23.0	11.0	19.9	15.7	19.4	14.6	25.3	9.7	
17	16.7	27.6	15.5	26.0	15.9	19.1	8.9	21.2	7.5	-	-	27.7	26.8	19.3	8.4	30.0	7.7	25.7	7.3	16.4	7.7	
18/OLDER	5.8	11.3	-	5.9	1.3	11.5	3.0	8.0	1.3	-	-	10.4	4.6	6.6	1.6	15.4	-	4.3	0.5	11.9	2.1	
REFUSED	1.4	-	-	3.1	2.4	0.5	-	1.1	1.9	-	2.7	1.5	-	1.4	2.9	-	-	1.8	3.8	0.3	-	
Mean	14.80	15.45	14.38	15.35	14.49	15.64	13.78	15.42	13.53	13.19	12.54	16.12	16.00	15.36	13.49	15.90	13.86	15.41	13.64	15.44	13.41	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 25. HOW OLD ARE YOU?

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
	14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER	
Total	300	84	9	75	6	15	27	28	93	46	37	7	3	64	58
14/YOUNGER	42.0	44.8	78.1	41.0	84.7	43.6	39.4	32.5	9.0	16.2	2.4	-	-	41.5	6.6
10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
11	1.9	1.1	-	1.3	-	-	-	3.3	-	-	-	-	-	1.5	-
12	14.0	9.6	33.6	6.8	49.4	6.7	5.0	-	-	-	-	-	-	7.4	-
13	13.3	16.6	44.5	13.4	15.9	22.8	18.6	3.0	1.0	2.0	-	-	-	17.7	-
14	12.7	17.6	-	19.6	19.3	14.1	15.8	26.1	8.0	14.1	2.4	-	-	14.9	6.6
15/OLDER	56.6	54.0	21.9	57.7	15.3	56.4	57.0	67.5	91.0	83.8	97.6	100.0	100.0	57.0	93.4
15	15.3	26.1	10.9	27.9	-	30.9	23.6	36.0	16.4	22.7	12.2	-	7.6	25.5	22.5
16	18.9	14.1	11.0	14.5	-	6.2	15.2	21.0	29.7	30.5	30.8	24.8	13.1	15.4	29.3
17	16.7	11.6	-	12.9	-	19.3	14.7	10.5	31.6	24.4	41.7	37.6	-	13.3	32.0
18/OLDER	5.8	2.2	-	2.4	15.3	-	3.5	-	13.3	6.3	13.0	37.6	79.3	2.8	9.7
REFUSED	1.4	1.2	-	1.3	-	-	3.7	-	-	-	-	-	-	1.5	-
Mean	14.80	14.59	13.21	14.75	13.47	14.65	14.87	14.96	16.23	15.80	16.51	17.13	17.51	14.72	16.16

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 25. HOW OLD ARE YOU?

	TOTAL		AGE STARTED		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL			
	DRINKING		DRINKING		DRINKING		DRINKING									
	(AFRICAN AMR)		(MALE)		(FEMALE)								(WHITE)			
	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH
Total	300	5	25	44	48	40	45	95	43	52	67	68	29	39	51	
14/YOUNGER	42.0	68.7	14.2	45.4	9.7	44.2	8.3	18.3	23.1	14.3	41.5	15.6	16.8	14.7	42.2	
10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
11	1.9	-	-	-	-	2.3	-	-	-	-	1.4	-	-	-	-	1.9
12	14.0	-	-	8.8	-	10.4	-	2.1	2.3	1.9	6.1	1.4	-	2.5	7.4	
13	13.3	36.0	-	10.5	-	23.2	2.1	9.2	15.9	3.7	9.7	10.0	16.8	5.0	10.4	
14	12.7	32.7	14.2	26.1	9.7	8.3	6.3	7.0	4.9	8.8	24.3	4.1	-	7.2	22.5	
15/OLDER	56.6	31.3	85.8	52.3	90.3	55.8	91.7	80.7	76.9	83.8	57.1	83.0	83.2	82.8	56.0	
15	15.3	31.3	6.7	26.4	17.3	25.8	15.3	20.6	23.4	18.3	23.1	27.0	34.2	21.6	21.7	
16	18.9	-	28.5	11.2	24.7	17.4	34.9	26.8	26.5	27.1	18.6	24.0	23.2	24.6	20.2	
17	16.7	-	28.6	12.8	40.8	10.3	22.0	23.5	25.0	22.3	13.8	22.5	22.9	22.2	12.4	
18/OLDER	5.8	-	22.0	2.0	7.5	2.3	19.4	9.8	2.0	16.2	1.5	9.5	3.0	14.4	1.7	
REFUSED	1.4	-	-	2.2	-	-	-	1.0	-	1.9	1.4	1.4	-	2.5	1.8	
Mean	14.80	13.95	16.38	14.68	16.19	14.50	16.27	15.72	15.39	16.00	14.83	15.70	15.44	15.90	14.77	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 25. HOW OLD ARE YOU?

	TOTAL	OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL (6th–8th)		EASY/HARD GET ALCOHOL (9th–12th)		EASY/HARD GET ALCOHOL (WHITE)	
		LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	EASY 	HARD 	EASY 	HARD 	EASY 	HARD 	EASY 	HARD 
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	16	7	9	9	47	22	24	43	49	20	28	24	108	170	19	93	89	77	75	117
14/YOUNGER	42.0	22.3	26.1	19.3	40.6	22.1	26.0	18.5	38.2	14.6	19.9	10.7	47.3	20.8	57.2	94.0	97.0	5.2	8.7	18.4	57.0
10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
11	1.9	-	-	-	-	-	-	-	-	-	-	-	3.9	-	2.9	-	5.3	-	-	-	3.1
12	14.0	-	-	-	-	-	-	-	4.4	4.1	4.8	3.5	9.1	5.1	20.0	29.0	36.4	-	-	6.0	21.1
13	13.3	11.5	26.1	-	-	9.9	16.6	3.7	8.0	8.5	15.0	3.7	12.7	6.2	17.9	35.3	32.6	-	-	6.3	14.8
14	12.7	10.8	-	19.3	40.6	12.2	9.4	14.7	25.8	2.1	-	3.6	21.5	9.5	16.4	29.7	22.8	5.2	8.7	6.0	18.0
15/OLDER	56.6	77.7	73.9	80.7	59.4	75.8	74.0	77.5	59.6	85.4	80.1	89.3	52.7	77.4	41.4	6.0	0.9	92.6	90.9	79.0	41.3
15	15.3	-	-	-	38.0	17.2	15.5	18.8	27.1	23.8	32.0	17.9	16.0	19.9	10.0	6.0	0.9	22.9	21.0	19.6	12.1
16	18.9	43.9	49.6	39.4	-	22.4	20.6	24.0	15.8	31.1	32.9	29.7	23.8	27.0	15.0	-	-	32.8	33.4	27.9	15.1
17	16.7	22.4	24.3	20.8	21.4	28.5	34.0	23.4	14.8	18.7	15.2	21.3	12.1	23.5	10.7	-	-	28.5	23.8	24.2	10.0
18/OLDER	5.8	11.4	-	20.5	-	7.7	3.9	11.3	2.0	11.8	-	20.4	0.8	7.0	5.7	-	-	8.5	12.7	7.3	4.1
REFUSED	1.4	-	-	-	-	2.1	-	4.0	2.2	-	-	-	-	1.8	1.3	-	2.0	2.1	0.4	2.6	1.6
Mean	14.80	15.89	15.46	16.23	15.02	15.72	15.58	15.86	14.96	15.73	15.19	16.12	14.60	15.59	14.29	13.13	12.77	16.12	16.11	15.63	14.23

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 25. HOW OLD ARE YOU?

	TOTAL	EASY/HARD		EASY/HARD		EASY/HARD		PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING			
		GET ALCOHOL		GET ALCOHOL		GET ALCOHOL		ALCOHOL				ALCOHOL				ALCOHOL			
		(AFR. AMER.)		(MALE)		(FEMALE)						(6th–8th)				(9th–12th)			
		EASY	HARD	EASY	HARD	EASY	HARD	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER
Total	300	20	35	54	87	55	82	233	58	175	64	88	21	68	29	145	37	108	34
14/YOUNGER	42.0	26.2	53.4	30.4	52.3	11.4	62.5	40.4	43.9	39.2	48.4	96.9	100.0	96.0	96.0	5.9	12.8	3.6	7.8
10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
11	1.9	-	-	-	3.1	-	2.7	2.0	3.1	1.6	1.8	5.2	8.8	4.1	4.0	-	-	-	-
12	14.0	-	10.6	4.8	14.0	5.3	26.3	13.5	11.5	14.2	15.1	35.7	32.2	36.8	32.8	-	-	-	-
13	13.3	8.5	26.9	8.2	15.8	4.2	20.1	11.7	4.6	14.1	19.7	31.0	12.7	36.6	42.7	-	-	-	-
14	12.7	17.8	15.9	17.3	19.3	1.8	13.4	13.2	24.7	9.3	11.8	25.0	46.3	18.5	16.6	5.9	12.8	3.6	7.8
15/OLDER	56.6	73.8	46.6	66.1	45.6	88.6	37.1	58.3	56.1	59.0	50.0	2.0	-	2.6	0.7	92.5	87.2	94.3	92.2
15	15.3	17.8	4.8	15.1	12.7	24.7	7.1	14.2	13.1	14.6	19.9	2.0	-	2.6	0.7	21.6	20.3	22.0	36.4
16	18.9	27.4	15.8	19.4	17.3	34.5	12.7	19.4	20.7	19.0	16.3	-	-	-	-	31.3	32.3	30.9	30.2
17	16.7	19.1	15.4	26.5	13.3	20.6	7.9	18.9	15.1	20.1	7.8	-	-	-	-	30.4	23.5	32.7	14.5
18/OLDER	5.8	9.4	10.6	5.1	2.2	8.8	9.4	5.8	7.1	5.3	6.0	-	-	-	-	9.3	11.1	8.7	11.1
REFUSED	1.4	-	-	3.6	2.2	-	0.4	1.4	-	1.8	1.5	1.1	-	1.4	3.3	1.5	-	2.1	-
Mean	14.80	15.59	14.77	15.41	14.44	15.76	14.13	14.89	14.91	14.89	14.45	12.83	12.96	12.78	12.76	16.16	16.00	16.21	15.85

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 25. HOW OLD ARE YOU?

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT	TALK W/PARENT		
		ALCOHOL				ALCOHOL				ALCOHOL				ALCOHOL				LAST 3 MONTHS	LAST 3 MONTHS		
		(WHITE)				(AFRICAN AMERICAN)				(MALE)				(FEMALE)					(6th-8th)		
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO
Total	300	171	40	131	36	47	13	34	13	121	29	93	31	112	29	83	32	193	104	77	41
14/YOUNGER	42.0	39.7	40.1	39.6	48.2	38.5	57.0	31.7	57.7	39.3	48.4	36.5	53.8	41.5	39.5	42.2	43.2	43.7	39.5	97.4	95.3
10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
11	1.9	2.1	2.1	2.1	2.5	-	-	-	-	1.5	-	2.0	2.8	2.5	6.2	1.1	0.9	1.9	2.1	4.7	5.2
12	14.0	13.9	9.8	15.1	18.1	7.4	13.7	5.1	15.3	10.5	13.9	9.5	12.2	16.8	9.2	19.5	17.9	14.4	13.8	36.1	35.1
13	13.3	10.8	6.6	12.1	18.0	15.6	-	21.4	28.6	10.3	5.7	11.7	21.4	13.3	3.4	16.8	18.0	11.9	15.5	29.8	39.4
14	12.7	13.0	21.6	10.3	9.7	15.5	43.3	5.2	13.8	17.0	28.9	13.3	17.4	8.9	20.6	4.8	6.4	15.4	8.2	26.7	15.6
15/OLDER	56.6	58.6	59.9	58.2	49.1	61.5	43.0	68.3	42.3	58.3	51.6	60.4	43.1	58.2	60.5	57.4	56.8	55.8	57.4	2.6	-
15	15.3	16.8	19.1	16.1	20.7	7.5	-	10.3	13.2	15.7	9.7	17.5	12.2	12.6	16.4	11.2	27.5	15.5	14.5	2.6	-
16	18.9	19.9	23.5	18.9	12.7	19.2	13.9	21.2	14.6	16.3	28.9	12.4	24.3	22.8	12.8	26.4	8.6	18.1	20.0	-	-
17	16.7	17.0	12.2	18.4	10.3	26.9	14.4	31.5	-	22.5	6.5	27.4	6.6	15.0	23.7	11.9	9.0	16.2	17.2	-	-
18/OLDER	5.8	4.9	5.2	4.8	5.4	7.8	14.7	5.3	14.5	3.9	6.5	3.0	-	7.8	7.7	7.9	11.8	5.9	5.6	-	-
REFUSED	1.4	1.7	-	2.2	2.7	-	-	-	-	2.3	-	3.1	3.1	0.3	-	0.4	-	0.5	3.1	-	4.7
Mean	14.80	14.84	14.91	14.82	14.38	15.28	15.03	15.37	14.41	14.98	14.79	15.03	14.27	14.80	15.03	14.72	14.62	14.78	14.82	12.86	12.68

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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## 25. HOW OLD ARE YOU?

	TOTAL	TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS		EMBARRASSED/ W/ PARENTS		EMBARRASSED/ (6th-8th)		EMBARRASSED/ (9th-12th)		EMBARRASSED/ (WHITE)		EMBARRASSED/ (AFR. AMER.)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	116	63	140	64	36	24	92	60	101	43	165	124	64	50	101	74	109	89	37	23
14/YOUNGER	42.0	7.9	3.4	42.4	39.0	40.0	46.6	43.1	41.6	44.2	36.6	41.4	42.5	98.4	94.3	5.4	7.8	36.6	45.3	49.7	31.6
10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
11	1.9	-	-	1.9	2.9	-	-	0.9	3.1	2.7	0.6	2.3	1.6	5.8	4.1	-	-	2.5	2.0	-	-
12	14.0	-	-	13.6	17.4	9.6	8.2	12.1	9.1	16.6	20.3	12.7	15.5	32.9	38.5	-	-	10.4	19.0	14.9	-
13	13.3	-	-	12.6	10.0	10.3	30.7	9.8	16.9	13.8	13.5	13.2	12.2	34.1	30.3	-	-	10.9	11.5	20.0	16.0
14	12.7	7.9	3.4	14.3	8.6	20.0	7.6	20.3	12.5	11.1	2.1	13.2	13.3	25.6	21.3	5.4	7.8	12.9	12.9	14.8	15.6
15/OLDER	56.6	91.2	94.6	56.9	56.6	60.0	53.4	55.8	53.7	55.8	62.6	58.0	55.2	1.6	1.9	93.6	90.9	62.5	51.5	50.3	68.4
15	15.3	24.0	24.0	19.1	13.1	5.1	14.2	16.0	12.0	15.0	18.0	16.7	14.1	1.6	1.9	26.2	22.2	22.1	12.5	5.1	14.4
16	18.9	30.2	33.0	18.9	18.9	19.7	15.9	18.8	16.9	17.6	24.3	19.2	18.7	-	-	31.3	31.2	18.0	20.3	25.2	7.4
17	16.7	27.0	28.4	14.2	18.6	24.9	15.5	16.8	23.3	15.7	8.9	15.2	17.8	-	-	24.7	29.8	16.3	14.5	9.8	38.8
18/OLDER	5.8	9.9	9.2	4.7	5.9	10.2	7.8	4.2	1.4	7.6	11.4	7.0	4.6	-	-	11.4	7.7	6.1	4.1	10.2	7.8
REFUSED	1.4	0.8	2.0	0.7	4.4	-	-	1.1	4.7	-	0.8	0.6	2.3	-	3.8	1.0	1.3	0.9	3.2	-	-
Mean	14.80	16.07	16.16	14.73	14.80	15.31	14.77	14.85	14.81	14.72	14.83	14.84	14.77	12.84	12.78	16.11	16.07	14.93	14.60	14.76	15.61

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 25. HOW OLD ARE YOU?

	TOTAL	EMBARRASSED/ AFRAID 2 TALK (MALE)		EMBARRASSED/ AFRAID 2 TALK (FEMALE)		ALCOHOL USE BY PEOPLE YOUR AGE IS...				ALCOHOL USE BY YOUR AGE (6th-8th)		ALCOHOL USE BY YOUR AGE (9th-12th)		ALCOHOL USE BY YOUR AGE (WHITE)		ALCOHOL USE BY YOUR AGE (AFR. AMER.)		ALCOHOL USE BY YOUR AGE (MALE)		ALCOHOL USE BY YOUR AGE (FEMALE)	
		YES	NO	YES	NO	PROB- LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.
Total	300	85	65	80	59	281	161	120	16	65	44	96	76	106	89	38	20	78	68	83	52
14/YOUNGER	42.0	43.0	43.2	39.6	41.8	41.8	44.5	38.1	50.2	98.3	95.8	7.8	5.1	44.7	35.2	42.7	46.5	49.6	35.1	39.7	42.0
10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
11	1.9	3.2	-	1.3	3.4	2.1	1.7	2.5	-	4.2	7.0	-	-	2.6	2.0	-	-	3.5	-	-	5.9
12	14.0	9.6	12.9	16.0	18.3	13.6	17.2	8.9	24.7	42.3	24.4	-	-	17.1	10.4	14.2	-	15.5	6.5	18.7	11.9
13	13.3	11.8	14.1	14.6	10.1	12.9	15.0	10.0	18.8	37.0	27.4	-	-	15.5	6.5	14.2	28.4	15.1	9.4	14.9	10.7
14	12.7	18.3	16.2	7.7	10.0	13.2	10.7	16.7	6.7	14.8	37.1	7.8	5.1	9.6	16.2	14.3	18.1	15.5	19.1	6.1	13.6
15/OLDER	56.6	55.8	52.4	60.4	58.2	56.7	54.7	59.5	49.8	0.3	1.9	91.9	92.4	54.4	61.6	57.3	53.5	49.2	60.7	59.9	58.0
15	15.3	16.5	12.2	16.8	16.1	14.5	11.8	18.2	26.7	0.3	1.9	19.6	27.5	15.8	18.7	4.8	17.1	11.9	16.8	11.6	19.9
16	18.9	18.3	18.3	20.2	19.1	19.2	21.8	15.7	17.5	-	-	36.7	24.7	19.8	18.0	28.5	-	19.4	14.0	24.1	18.0
17	16.7	17.6	19.3	12.6	16.3	17.2	15.0	20.0	-	-	-	25.3	31.5	14.3	19.7	14.3	27.1	15.5	26.9	14.6	11.0
18/OLDER	5.8	3.5	2.6	10.8	6.7	5.8	6.0	5.6	5.6	-	-	10.2	8.8	4.6	5.2	9.7	9.3	2.4	2.9	9.5	9.1
REFUSED	1.4	1.1	4.4	-	-	1.5	0.8	2.4	-	1.4	2.2	0.4	2.5	0.9	3.3	-	-	1.2	4.3	0.4	-
Mean	14.80	14.80	14.81	14.88	14.73	14.83	14.71	14.99	14.16	12.64	13.03	16.11	16.12	14.60	15.05	15.01	15.07	14.51	15.20	14.90	14.73

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 25. HOW OLD ARE YOU?

	TOTAL	DANGEROUS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL				(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		SEEN TV ADS STOP UNDERAGE DRINKING		HEARD RADIO STOP UNDERAGE DRINKING	
		DANG- EROUS	Very	Smwt.	NOT DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	YES	NO	YES	NO
Total	300	291	217	74	5	99	18	119	55	147	55	47	11	107	41	110	32	176	123	114	183
14/YOUNGER	42.0	42.7	49.6	22.3	19.7	98.8	85.0	8.7	1.8	50.2	18.9	46.3	33.5	52.6	20.1	46.6	25.1	43.1	40.0	41.4	42.0
10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
11	1.9	2.0	2.7	-	-	5.9	-	-	-	3.0	-	-	-	2.5	-	2.8	-	2.2	1.5	1.0	2.6
12	14.0	14.5	17.9	4.5	-	39.4	18.1	-	-	19.8	1.8	11.5	-	14.6	2.2	21.1	7.4	12.7	15.4	10.3	16.1
13	13.3	13.1	15.4	6.2	19.7	33.9	25.1	-	-	14.6	4.7	19.3	17.5	17.2	1.9	13.6	11.8	13.0	13.8	13.6	13.3
14	12.7	13.1	13.7	11.6	-	19.6	41.8	8.7	1.8	12.8	12.3	15.5	15.9	18.2	16.0	9.2	6.0	15.2	9.3	16.6	10.0
15/OLDER	56.6	55.9	49.8	73.8	80.3	0.2	9.9	91.0	94.8	49.1	76.0	53.7	66.5	46.5	73.0	53.0	74.9	56.9	56.6	58.6	55.7
15	15.3	15.0	12.1	23.7	23.0	0.2	9.9	22.0	28.2	13.9	26.6	11.1	-	12.1	21.5	12.1	26.4	15.4	15.2	18.0	13.8
16	18.9	19.2	19.1	19.4	18.6	-	-	35.0	25.8	17.3	24.2	23.2	-	16.8	20.6	21.4	17.9	19.2	18.6	20.6	17.6
17	16.7	16.0	15.2	18.2	20.5	-	-	27.9	24.1	15.3	15.1	15.6	33.1	17.3	22.2	13.2	13.0	15.3	18.8	15.6	17.6
18/OLDER	5.8	5.6	3.3	12.6	18.2	-	-	6.0	16.7	2.7	10.1	3.9	33.4	0.2	8.7	6.3	17.6	7.0	3.9	4.3	6.7
REFUSED	1.4	1.4	0.6	3.9	-	1.0	5.2	0.3	3.5	0.7	5.2	-	-	0.9	6.9	0.3	-	-	3.4	-	2.3
Mean	14.80	14.77	14.51	15.58	15.75	12.69	13.46	16.01	16.27	14.42	15.61	14.77	16.16	14.45	15.70	14.56	15.45	14.83	14.78	14.86	14.77

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 25. HOW OLD ARE YOU?

	TOTAL	ONLINE ADS TO STOP UNDERAGE DRINKING			SEEN ADS				ADS WILL MAKE MORE LIKELY 2 LISTEN/PARENT		HEARD OF TALKITOUT.ORG		VISITED TALKITOUT.ORG	
		YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	YES	NO	YES	NO	YES	NO	
Total	300	132	166	83	65	87	61	142	65	87	213	13	272	
14/YOUNGER	42.0	41.6	41.4	42.4	38.8	40.4	44.5	45.9	32.0	39.3	43.1	44.5	41.7	
10	-	-	-	-	-	-	-	-	-	-	-	-	-	
11	1.9	1.3	2.4	2.2	2.9	1.4	1.4	1.4	1.3	4.2	1.0	-	1.8	
12	14.0	13.0	13.5	16.0	12.3	13.1	11.3	14.4	7.3	16.4	13.1	7.5	14.1	
13	13.3	13.3	13.5	14.9	13.3	10.7	15.8	14.1	11.5	8.6	15.3	14.0	13.3	
14	12.7	13.9	12.0	9.2	10.4	15.1	16.0	16.0	11.9	10.2	13.8	23.1	12.6	
15/OLDER	56.6	58.4	56.0	52.6	61.2	59.6	55.5	54.1	68.0	60.7	54.9	55.5	57.1	
15	15.3	14.1	16.4	15.9	14.0	15.2	17.0	11.1	25.8	10.6	17.2	7.1	16.2	
16	18.9	20.0	18.3	14.8	25.2	16.1	21.7	21.7	16.3	20.6	18.2	33.2	17.9	
17	16.7	17.1	16.6	18.3	13.3	22.9	10.5	16.5	14.6	22.7	14.2	7.4	17.7	
18/OLDER	5.8	7.1	4.7	3.6	8.7	5.4	6.4	4.8	11.3	6.8	5.3	7.9	5.3	
REFUSED	1.4	-	2.5	5.0	-	-	-	-	-	-	2.0	-	1.2	
Mean	14.80	14.91	14.76	14.64	14.93	14.97	14.75	14.76	15.17	14.93	14.75	14.98	14.81	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 25. HOW OLD ARE YOU?

	TOTAL	SOCIAL MEDIA						AGE									
		USE	Insta-	Face-	You-	DON'T	14/	10	11	12	13	14	15/	15	16	17	18/
		SOCIAL	gram	book	Tube	USE	YOUN-						OLDER				OLDER
		MEDIA				SOCIAL	GER										
Total	300	270	100	67	46	26	126	-	6	42	40	38	170	46	57	50	17
14/YOUNGER	42.0	40.3	42.3	32.3	60.9	61.3	100.0	-	100.0	100.0	100.0	100.0	-	-	-	-	-
10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
11	1.9	1.2	0.9	-	2.5	10.1	4.6	-	100.0	-	-	-	-	-	-	-	-
12	14.0	13.5	14.6	7.0	29.3	20.9	33.4	-	-	100.0	-	-	-	-	-	-	-
13	13.3	13.5	14.7	8.8	20.6	9.1	31.7	-	-	-	100.0	-	-	-	-	-	-
14	12.7	12.1	12.0	16.5	8.4	21.3	30.3	-	-	-	-	100.0	-	-	-	-	-
15/OLDER	56.6	58.9	57.7	64.9	38.3	35.0	-	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0
15	15.3	14.4	16.4	11.3	10.4	25.0	-	-	-	-	-	-	27.0	100.0	-	-	-
16	18.9	20.4	19.8	21.8	13.8	6.4	-	-	-	-	-	-	33.4	-	100.0	-	-
17	16.7	17.8	15.1	24.0	3.9	3.6	-	-	-	-	-	-	29.5	-	-	100.0	-
18/OLDER	5.8	6.4	6.5	7.8	10.3	-	-	-	-	-	-	-	10.2	-	-	-	100.0
REFUSED	1.4	0.8	-	2.8	0.7	3.7	-	-	-	-	-	-	-	-	-	-	-
Mean	14.80	14.91	14.80	15.39	14.04	13.66	12.88	-	11.00	12.00	13.00	14.00	16.23	15.00	16.00	17.00	18.00

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 25. HOW OLD ARE YOU?

	TOTAL	WHITE		AFRICAN AMER.		(MALE)		(FEMALE)		RACE				(MALE)		(FEMALE)		GENDER		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total	300	85	119	26	34	65	85	61	84	25	208	60	3	3	109	34	99	26	154	146
14/YOUNGER	42.0	100.0	-	100.0	-	100.0	-	100.0	-	48.5	41.0	42.6	34.4	57.8	41.8	42.1	40.1	43.3	42.0	42.0
10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
11	1.9	5.3	-	-	-	4.2	-	5.0	-	4.0	2.2	-	-	9.2	2.5	-	1.8	-	1.8	2.1
12	14.0	35.4	-	21.3	-	25.6	-	41.6	-	19.6	14.5	9.1	34.4	17.8	11.6	5.2	17.7	14.2	10.8	17.5
13	13.3	29.3	-	43.2	-	29.7	-	33.8	-	12.2	12.0	18.4	-	17.7	10.7	21.3	13.5	14.6	12.5	14.2
14	12.7	30.0	-	35.5	-	40.4	-	19.7	-	12.6	12.3	15.1	-	13.1	17.0	15.7	7.1	14.4	17.0	8.3
15/OLDER	56.6	-	100.0	-	100.0	-	100.0	-	100.0	51.5	57.1	57.4	65.6	42.2	54.7	57.9	59.9	56.7	55.5	57.8
15	15.3	-	30.4	-	15.2	-	26.8	-	27.1	15.4	17.4	8.7	-	13.9	17.5	9.9	17.2	7.2	14.9	15.7
16	18.9	-	33.4	-	31.8	-	32.1	-	34.7	15.4	19.1	18.2	65.6	-	18.0	16.0	20.2	21.1	17.8	20.0
17	16.7	-	27.5	-	36.9	-	35.6	-	23.3	16.8	15.7	21.2	-	14.1	16.7	26.5	14.6	14.2	19.7	13.5
18/OLDER	5.8	-	8.7	-	16.2	-	5.5	-	14.9	3.9	5.0	9.3	-	14.3	2.4	5.5	7.8	14.2	3.0	8.6
REFUSED	1.4	-	-	-	-	-	-	-	-	-	1.8	-	-	-	3.5	-	-	-	2.5	0.2
Mean	14.80	12.84	16.14	13.14	16.54	13.06	16.20	12.68	16.26	14.49	14.76	15.09	14.62	14.32	14.74	15.12	14.79	15.06	14.85	14.75

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	AREA												
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST
Total	300	95	39	11	45	85	36	49	53	27	26	12	34	21
YES	8.3	7.4	7.8	9.0	6.6	10.6	10.5	10.6	3.7	3.2	4.1	18.2	11.1	4.7
NO	91.0	91.3	91.3	91.0	91.4	89.4	89.5	89.4	94.9	94.0	95.9	81.8	88.9	95.3
DK/REFUSED	0.7	1.3	0.9	-	2.0	-	-	-	1.4	2.8	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	GRADE									WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO
Total	300	119	37	42	39	181	43	49	51	38	83	124	20	40	61	93	58	89	180	119
YES	8.3	10.1	13.2	7.3	10.3	7.1	2.4	9.8	7.8	8.0	-	-	-	-	4.9	5.5	15.6	8.8	9.5	6.5
NO	91.0	89.2	84.8	92.7	89.7	92.2	97.6	90.2	89.8	92.0	99.1	99.3	100.0	100.0	93.8	93.5	84.4	90.8	90.1	92.4
DK/REFUSED	0.7	0.6	2.1	-	-	0.7	-	-	2.4	-	0.9	0.7	-	-	1.3	1.0	-	0.4	0.4	1.0

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total	300	40	78	139	41	130	78	31	29	98	56	82	63	128	145	28	82	100	63	80	110
YES	8.3	12.6	8.9	8.6	2.1	-	-	-	-	7.4	1.6	12.1	10.9	8.6	6.9	6.9	9.9	9.1	3.0	-	-
NO	91.0	85.5	91.1	91.4	94.9	99.4	98.9	100.0	100.0	91.8	96.8	87.9	88.6	91.1	91.9	93.1	89.1	90.5	95.6	100.0	98.5
DK/REFUSED	0.7	1.9	-	-	3.0	0.6	1.1	-	-	0.8	1.6	-	0.5	0.3	1.1	-	0.9	0.3	1.4	-	1.5

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	THINK IT'S  OKAY TO DRINK (AFR. AMER.)		THINK IT'S  OKAY TO DRINK (MALE)		THINK IT'S  OKAY TO DRINK (FEMALE)		KNOW PEOPLE/  TRIED ALCOHOL  ALCOHOL		KNOW PEOPLE/  TRIED ALCOHOL (6th-8th)		KNOW PEOPLE/  TRIED ALCOHOL (9th-12th)		KNOW PEOPLE/  TRIED ALCOHOL (WHITE)		KNOW PEOPLE/  TRIED ALCOHOL (AFR. AMER.)		KNOW PEOPLE/  TRIED ALCOHOL (MALE)		KNOW PEOPLE/  TRIED ALCOHOL (FEMALE)			
		OKAY	NOT  OKAY	OKAY	NOT  OKAY	OKAY	NOT  OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO		
		-----																					
Total	300	33	24	61	80	68	65	201	98	47	71	154	27	141	66	36	24	104	50	97	48		
YES	8.3	-	-	8.4	2.6	8.8	12.2	9.4	6.2	14.7	7.2	7.7	3.6	-	-	-	-	6.9	2.0	12.0	10.6		
NO	91.0	100.0	100.0	91.6	95.3	90.7	87.8	90.5	92.1	85.3	91.7	92.0	93.2	100.0	97.5	100.0	100.0	93.1	94.7	87.6	89.4		
DK/REFUSED	0.7	-	-	-	2.1	0.5	-	0.2	1.7	-	1.1	0.2	3.2	-	2.5	-	-	-	3.3	0.3	-		

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total	300	84	9	75	6	15	27	28	93	46	37	7	3	64	58
YES	8.3	14.2	23.2	13.1	35.5	14.3	6.8	14.0	7.5	4.4	10.8	13.8	-	-	-
NO	91.0	85.8	76.8	86.9	64.5	85.7	93.2	86.0	92.5	95.6	89.2	86.2	100.0	100.0	100.0
DK/REFUSED	0.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL		AGE STARTED		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL			
	DRINKING		DRINKING		DRINKING		DRINKING						(WHITE)			
	(AFRICAN AMR)		(MALE)		(FEMALE)											
	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH		
Total	300	5	25	44	48	40	45	95	43	52	67	68	29	39	51	
YES	8.3	-	-	11.6	4.4	17.0	10.8	9.5	11.9	7.6	7.4	-	-	-	-	
NO	91.0	100.0	100.0	88.4	95.6	83.0	89.2	90.5	88.1	92.4	92.6	100.0	100.0	100.0	100.0	
DK/REFUSED	0.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL	
														(6th-8th)		(6th-8th)		(9th-12th)		(9th-12th)	
		LEAST/ONCE/MONTH	Least/Once/Week	Least/Once/Month	LESS/ONCE/MONTH	LEAST/ONCE/MONTH	Least/Once/Week	Least/Once/Month	LESS/ONCE/MONTH	LEAST/ONCE/MONTH	Least/Once/Week	Least/Once/Month	LESS/ONCE/MONTH	EASY	HARD	EASY	HARD	EASY	HARD	EASY	HARD
Total	300	16	7	9	9	47	22	24	43	49	20	28	24	108	170	19	93	89	77	75	117
YES	8.3	-	-	-	-	11.2	18.4	4.5	-	8.0	4.8	10.3	20.7	10.2	7.6	15.9	9.6	9.0	5.1	-	-
NO	91.0	100.0	100.0	100.0	100.0	88.8	81.6	95.5	100.0	92.0	95.2	89.7	79.3	89.8	91.3	84.1	89.6	91.0	93.3	100.0	98.6
DK/REFUSED	0.7	-	-	-	-	-	-	-	-	-	-	-	-	-	1.2	-	0.8	-	1.6	-	1.4

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	EASY/HARD GET ALCOHOL (AFR. AMER.)		EASY/HARD GET ALCOHOL (MALE)		EASY/HARD GET ALCOHOL (FEMALE)		PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)			
		EASY	HARD	EASY	HARD	EASY	HARD	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER
Total	300	20	35	54	87	55	82	233	58	175	64	88	21	68	29	145	37	108	34
YES	8.3	-	-	9.7	2.2	10.7	13.3	5.1	8.7	3.9	17.2	6.8	9.8	5.8	17.2	4.1	8.2	2.7	17.3
NO	91.0	100.0	100.0	90.3	95.9	89.3	86.3	94.4	89.7	95.9	81.6	93.2	90.2	94.2	80.2	95.0	89.4	97.0	82.7
DK/REFUSED	0.7	-	-	-	1.9	-	0.4	0.5	1.5	0.2	1.2	-	-	-	2.6	0.8	2.4	0.3	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT	
		ALCOHOL				ALCOHOL				ALCOHOL				ALCOHOL				LAST 3 MONTHS		LAST 3 MONTHS	
		(WHITE)				(AFRICAN AMERICAN)				(MALE)				(FEMALE)						(6th-8th)	
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO
Total	300	171	40	131	36	47	13	34	13	121	29	93	31	112	29	83	32	193	104	77	41
YES	8.3	-	-	-	-	-	-	-	-	2.5	7.1	1.1	13.0	7.9	10.4	7.1	21.4	6.7	11.5	11.7	7.4
NO	91.0	99.5	97.8	100.0	97.9	100.0	100.0	100.0	100.0	96.8	89.8	98.9	84.6	91.8	89.6	92.5	78.6	92.8	87.5	88.3	90.8
DK/REFUSED	0.7	0.5	2.2	-	2.1	-	-	-	-	0.7	3.1	-	2.4	0.3	-	0.4	-	0.5	1.1	-	1.9

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS		TALK W/PARENT LAST 3 MONTHS		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK	
		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		W/ PARENTS		(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	116	63	140	64	36	24	92	60	101	43	165	124	64	50	101	74	109	89	37	23
YES	8.3	3.4	14.2	-	-	-	-	4.4	6.8	8.9	18.0	10.3	5.6	12.4	8.2	8.9	3.9	-	-	-	-
NO	91.0	95.8	85.3	99.4	98.8	100.0	100.0	94.6	91.9	91.1	81.3	89.2	93.8	87.6	90.2	90.2	96.1	99.2	99.1	100.0	100.0
DK/REFUSED	0.7	0.8	0.5	0.6	1.2	-	-	1.0	1.3	-	0.8	0.5	0.6	-	1.5	0.9	-	0.8	0.9	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL		EMBARRASSED/ AFRAID 2 TALK (MALE)		EMBARRASSED/ AFRAID 2 TALK (FEMALE)		ALCOHOL USE BY PEOPLE YOUR AGE IS...				ALCOHOL USE BY YOUR AGE (6th-8th)		ALCOHOL USE BY YOUR AGE (9th-12th)		ALCOHOL USE BY YOUR AGE (WHITE)		ALCOHOL USE BY YOUR AGE (AFR. AMER.)		ALCOHOL USE BY YOUR AGE (MALE)		ALCOHOL USE BY YOUR AGE (FEMALE)	
	YES	NO	YES	NO	PROB- LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.
-----																						
Total	300	85	65	80	59	281	161	120	16	65	44	96	76	106	89	38	20	78	68	83	52	
YES	8.3	7.1	1.7	13.7	9.9	7.4	8.1	6.6	25.9	10.7	4.7	6.3	7.7	-	-	-	-	7.7	3.1	8.4	11.1	
NO	91.0	91.9	97.1	86.3	90.1	92.2	91.2	93.4	68.4	88.1	95.3	93.4	92.3	99.3	100.0	100.0	100.0	91.3	96.9	91.2	88.9	
DK/REFUSED	0.7	1.0	1.2	-	-	0.4	0.7	-	5.7	1.2	-	0.4	-	0.7	-	-	-	1.0	-	0.4	-	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	DANGEROUS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL				(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		SEEN TV ADS STOP UNDERAGE DRINKING		HEARD RADIO STOP UNDERAGE DRINKING	
		DANG- EROUS	Very	Smwt.	NOT DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	YES	NO	YES	NO
Total	300	291	217	74	5	99	18	119	55	147	55	47	11	107	41	110	32	176	123	114	183
YES	8.3	7.8	7.9	7.8	23.0	9.3	10.2	6.7	7.0	-	-	-	-	5.7	4.8	10.0	11.5	8.3	8.3	6.9	9.3
NO	91.0	91.5	91.6	91.0	77.0	90.0	89.8	93.0	91.4	99.5	98.4	100.0	100.0	93.6	93.0	89.7	88.5	91.1	90.8	93.1	89.6
DK/REFUSED	0.7	0.7	0.5	1.2	-	0.8	-	0.3	1.6	0.5	1.6	-	-	0.7	2.2	0.3	-	0.5	0.9	-	1.1

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL			ONLINE ADS TO				SEEN ADS				ADS WILL MAKE		HEARD OF		VISITED	
				STOP UNDERAGE								MORE LIKELY 2		TALKITOUT.ORG		TALKITOUT.ORG	
				DRINKING								LISTEN/PARENT					
	YES	NO		0 OF 3	1 OF 3	2 OF 3	3 OF 3	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	132	166	83	65	87	61	142	65	87	213	13	272				
YES	8.3	5.9	10.4	11.0	9.1	5.7	8.0	5.6	10.4	6.7	9.0	7.8	8.8				
NO	91.0	94.1	88.4	87.6	89.5	94.3	92.0	93.8	89.6	93.3	90.1	92.2	90.8				
DK/REFUSED	0.7	-	1.2	1.3	1.4	-	-	0.6	-	-	0.9	-	0.5				

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	SOCIAL MEDIA						AGE									
		USE	Insta-	Face-	You-	DON'T	14/	10	11	12	13	14	15/	15	16	17	18/
		SOCIAL	gram	book	Tube	USE	YOUN-						OLDER				OLDER
		MEDIA				SOCIAL	GER										
Total	300	270	100	67	46	26	126	-	6	42	40	38	170	46	57	50	17
YES	8.3	8.1	9.1	2.9	8.9	11.2	9.6	-	17.4	11.6	7.6	8.2	7.5	8.4	6.8	8.4	5.6
NO	91.0	91.1	90.9	95.8	88.7	88.8	89.8	-	82.6	86.6	92.4	91.8	91.9	91.6	91.7	91.6	94.4
DK/REFUSED	0.7	0.7	-	1.3	2.4	-	0.6	-	-	1.8	-	-	0.5	-	1.6	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	WHITE		AFRICAN AMER.		(MALE)		(FEMALE)			RACE				(MALE)		(FEMALE)		GENDER	
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total	300	85	119	26	34	65	85	61	84	25	208	60	3	3	109	34	99	26	154	146
YES	8.3	-	-	-	-	6.2	4.8	13.1	10.3	100.0	-	-	-	-	-	-	-	-	5.3	11.5
NO	91.0	99.1	99.3	100.0	100.0	92.6	94.2	86.9	89.7	-	99.2	100.0	100.0	100.0	98.5	100.0	100.0	100.0	93.6	88.3
DK/REFUSED	0.7	0.9	0.7	-	-	1.2	1.0	-	-	-	0.8	-	-	-	1.5	-	-	-	1.1	0.2

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 29. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	AREA												
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST
Total	300	95	39	11	45	85	36	49	53	27	26	12	34	21
HISPANIC	8.3	7.4	7.8	9.0	6.6	10.6	10.5	10.6	3.7	3.2	4.1	18.2	11.1	4.7
WHITE	69.3	69.9	76.3	74.5	63.2	72.8	69.1	75.5	68.1	59.0	77.6	78.9	53.8	75.0
AFRICAN AMERICAN	20.0	19.5	14.5	16.4	24.6	15.4	20.4	11.7	26.5	37.8	14.8	-	31.2	17.8
ASIAN	1.0	2.1	-	-	4.5	-	-	-	-	-	-	-	2.9	-
OTHER	1.0	0.7	0.5	-	1.2	1.2	-	2.2	0.4	-	0.9	2.9	0.4	2.4
DK/REFUSED	0.4	0.4	0.9	-	-	-	-	-	1.3	-	2.6	-	0.6	-

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## 29. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	GRADE									WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO
Total	300	119	37	42	39	181	43	49	51	38	83	124	20	40	61	93	58	89	180	119
HISPANIC	8.3	10.1	13.2	7.3	10.3	7.1	2.4	9.8	7.8	8.0	-	-	-	-	4.9	5.5	15.6	8.8	9.5	6.5
WHITE	69.3	70.3	69.7	63.1	78.7	68.6	71.3	77.0	63.8	61.3	100.0	100.0	-	-	73.3	69.3	67.1	68.0	72.1	64.9
AFRICAN AMERICAN	20.0	16.9	14.9	25.8	9.2	22.0	25.0	11.2	24.9	28.8	-	-	100.0	100.0	20.6	23.1	13.0	20.8	17.2	24.4
ASIAN	1.0	0.9	-	2.4	-	1.1	-	2.0	1.9	-	-	-	-	-	-	1.1	1.8	1.1	0.5	1.7
OTHER	1.0	1.3	2.2	0.6	1.4	0.8	1.3	-	0.3	1.8	-	-	-	-	0.3	0.6	2.4	0.9	0.7	1.5
DK/REFUSED	0.4	0.4	-	0.8	0.5	0.4	-	-	1.3	-	-	-	-	-	0.9	0.4	-	0.4	-	1.0

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## 29. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total	300	40	78	139	41	130	78	31	29	98	56	82	63	128	145	28	82	100	63	80	110
HISPANIC	8.3	12.6	8.9	8.6	2.1	-	-	-	-	7.4	1.6	12.1	10.9	8.6	6.9	6.9	9.9	9.1	3.0	-	-
WHITE	69.3	77.1	66.8	70.7	61.2	100.0	100.0	-	-	71.4	69.9	72.9	60.4	62.5	75.5	57.2	75.3	64.0	75.8	100.0	100.0
AFRICAN AMERICAN	20.0	8.8	21.1	19.6	30.7	-	-	100.0	100.0	20.2	25.5	13.5	23.5	25.5	16.3	32.6	13.3	23.5	20.2	-	-
ASIAN	1.0	-	1.3	0.7	2.4	-	-	-	-	1.0	-	-	3.2	1.5	-	-	-	2.0	-	-	-
OTHER	1.0	1.5	1.2	0.4	1.9	-	-	-	-	-	1.4	1.5	1.5	1.1	1.1	2.1	1.2	0.8	1.0	-	-
DK/REFUSED	0.4	-	0.7	-	1.6	-	-	-	-	-	1.5	-	0.5	0.8	0.1	1.2	0.2	0.7	-	-	-

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## 29. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	THINK IT'S  OKAY TO DRINK   (AFR. AMER.)		THINK IT'S  OKAY TO DRINK   (MALE)		THINK IT'S  OKAY TO DRINK   (FEMALE)		KNOW PEOPLE/  TRIED ALCOHOL   ALCOHOL		KNOW PEOPLE/  TRIED ALCOHOL   (6th-8th)		KNOW PEOPLE/  TRIED ALCOHOL   (9th-12th)		KNOW PEOPLE/  TRIED ALCOHOL   (WHITE)		KNOW PEOPLE/  TRIED ALCOHOL   (AFR. AMER.)		KNOW PEOPLE/  TRIED ALCOHOL   (MALE)		KNOW PEOPLE/  TRIED ALCOHOL   (FEMALE)	
		OKAY	NOT  OKAY	OKAY	NOT  OKAY	OKAY	NOT  OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	33	24	61	80	68	65	201	98	47	71	154	27	141	66	36	24	104	50	97	48
HISPANIC	8.3	-	-	8.4	2.6	8.8	12.2	9.4	6.2	14.7	7.2	7.7	3.6	-	-	-	-	6.9	2.0	12.0	10.6
WHITE	69.3	-	-	62.0	76.2	63.0	74.6	70.2	67.2	70.6	69.7	70.0	60.8	100.0	100.0	-	-	69.1	74.6	71.3	59.6
AFRICAN AMERICAN	20.0	100.0	100.0	26.7	20.1	24.4	11.7	18.0	24.3	11.9	20.5	19.9	34.0	-	-	100.0	100.0	22.4	21.5	13.3	27.2
ASIAN	1.0	-	-	1.6	-	1.5	-	1.0	1.1	-	1.5	1.3	-	-	-	-	-	0.9	-	1.0	2.1
OTHER	1.0	-	-	0.2	0.8	1.9	1.5	1.0	0.9	2.4	0.7	0.6	1.7	-	-	-	-	0.1	1.3	2.0	0.6
DK/REFUSED	0.4	-	-	1.1	0.2	0.5	-	0.4	0.3	0.4	0.5	0.4	-	-	-	-	-	0.5	0.7	0.3	-

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## 29. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total	300	84	9	75	6	15	27	28	93	46	37	7	3	64	58
HISPANIC	8.3	14.2	23.2	13.1	35.5	14.3	6.8	14.0	7.5	4.4	10.8	13.8	-	-	-
WHITE	69.3	76.7	54.2	79.3	64.5	72.3	89.4	76.3	62.9	63.7	71.1	37.3	-	100.0	100.0
AFRICAN AMERICAN	20.0	6.4	22.5	4.6	-	11.5	-	6.3	27.2	31.5	14.7	49.0	71.8	-	-
ASIAN	1.0	1.2	-	1.3	-	-	-	3.5	1.1	-	2.7	-	-	-	-
OTHER	1.0	1.5	-	1.7	-	1.9	3.8	-	0.7	0.4	0.7	-	7.5	-	-
DK/REFUSED	0.4	-	-	-	-	-	-	-	0.6	-	-	-	20.7	-	-

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## 29. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL		AGE STARTED		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL			
	DRINKING		DRINKING		DRINKING		DRINKING						(WHITE)			
	(AFRICAN AMR)		(MALE)		(FEMALE)											
	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH		
Total	300	5	25	44	48	40	45	95	43	52	67	68	29	39	51	
HISPANIC	8.3	-	-	11.6	4.4	17.0	10.8	9.5	11.9	7.6	7.4	-	-	-	-	
WHITE	69.3	-	-	78.3	60.4	75.0	65.5	71.7	68.2	74.6	75.7	100.0	100.0	100.0	100.0	
AFRICAN AMERICAN	20.0	100.0	100.0	7.9	34.1	4.8	20.1	17.2	16.9	17.5	13.2	-	-	-	-	
ASIAN	1.0	-	-	2.2	-	-	2.2	1.0	2.3	-	1.5	-	-	-	-	
OTHER	1.0	-	-	-	-	3.2	1.5	0.5	0.6	0.4	1.6	-	-	-	-	
DK/REFUSED	0.4	-	-	-	1.1	-	-	-	-	-	0.8	-	-	-	-	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 29. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL (6th-8th)		EASY/HARD GET ALCOHOL (9th-12th)		EASY/HARD GET ALCOHOL (WHITE)	
		LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	EASY 	HARD 	EASY 	HARD 	EASY 	HARD 	EASY 	HARD 
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	16	7	9	9	47	22	24	43	49	20	28	24	108	170	19	93	89	77	75	117
HISPANIC	8.3	-	-	-	-	11.2	18.4	4.5	-	8.0	4.8	10.3	20.7	10.2	7.6	15.9	9.6	9.0	5.1	-	-
WHITE	69.3	-	-	-	-	61.4	57.5	65.0	80.3	81.7	80.0	82.9	67.3	69.2	69.1	63.6	71.6	70.4	66.1	100.0	100.0
AFRICAN AMERICAN	20.0	100.0	100.0	100.0	100.0	27.5	24.1	30.5	16.2	7.4	9.0	6.2	7.7	18.4	20.5	18.2	15.9	18.4	26.1	-	-
ASIAN	1.0	-	-	-	-	-	-	-	2.3	2.0	4.8	-	-	0.9	1.2	-	1.1	1.1	1.3	-	-
OTHER	1.0	-	-	-	-	-	-	-	-	1.0	1.3	0.7	4.4	1.1	1.1	1.3	1.4	1.1	0.6	-	-
DK/REFUSED	0.4	-	-	-	-	-	-	-	1.2	-	-	-	-	0.2	0.6	1.0	0.4	-	0.9	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 29. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	EASY/HARD		EASY/HARD		EASY/HARD		PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING			
		GET ALCOHOL		GET ALCOHOL		GET ALCOHOL		ALCOHOL				ALCOHOL				ALCOHOL			
		(AFR. AMER.)		(MALE)		(FEMALE)							(6th-8th)				(9th-12th)		
		EASY	HARD	EASY	HARD	EASY	HARD	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER
Total	300	20	35	54	87	55	82	233	58	175	64	88	21	68	29	145	37	108	34
HISPANIC	8.3	-	-	9.7	2.2	10.7	13.3	5.1	8.7	3.9	17.2	6.8	9.8	5.8	17.2	4.1	8.2	2.7	17.3
WHITE	69.3	-	-	60.9	77.8	77.4	59.9	73.1	68.6	74.6	57.0	74.4	72.1	75.1	60.3	72.3	66.6	74.3	54.1
AFRICAN AMERICAN	20.0	100.0	100.0	26.9	18.5	9.9	22.6	20.2	21.9	19.7	20.1	16.4	16.9	16.2	19.1	22.6	24.7	21.9	20.9
ASIAN	1.0	-	-	1.8	-	-	2.4	0.4	-	0.6	3.1	1.2	-	1.5	-	-	-	-	5.7
OTHER	1.0	-	-	0.3	0.7	1.9	1.4	0.8	0.8	0.8	1.8	1.3	1.2	1.3	1.6	0.5	0.5	0.5	2.0
DK/REFUSED	0.4	-	-	0.4	0.8	-	0.4	0.3	-	0.4	0.8	-	-	-	1.8	0.5	-	0.6	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 29. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT		
		ALCOHOL				ALCOHOL				ALCOHOL				ALCOHOL				LAST 3 MONTHS		LAST 3 MONTHS		
		(WHITE)				(AFRICAN AMERICAN)				(MALE)				(FEMALE)						(6th-8th)		
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO	
Total	300	171	40	131	36	47	13	34	13	121	29	93	31	112	29	83	32	193	104	77	41	
HISPANIC	8.3	-	-	-	-	-	-	-	-	2.5	7.1	1.1	13.0	7.9	10.4	7.1	21.4	6.7	11.5	11.7	7.4	
WHITE	69.3	100.0	100.0	100.0	100.0	-	-	-	-	74.9	74.2	75.1	57.8	71.3	63.0	74.2	56.1	72.7	61.8	73.5	63.6	
AFRICAN AMERICAN	20.0	-	-	-	-	100.0	100.0	100.0	100.0	22.2	18.7	23.2	22.7	18.1	25.1	15.7	17.6	18.8	22.9	11.7	27.1	
ASIAN	1.0	-	-	-	-	-	-	-	-	-	-	-	3.1	0.9	-	1.2	3.1	0.5	1.9	1.3	-	
OTHER	1.0	-	-	-	-	-	-	-	-	0.2	-	0.3	1.8	1.4	1.5	1.4	1.9	0.9	1.3	1.5	1.1	
DK/REFUSED	0.4	-	-	-	-	-	-	-	-	0.3	-	0.4	1.7	0.3	-	0.4	-	0.3	0.6	0.3	0.8	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 29. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	TALK W/PARENT LAST 3 MONTHS (9th-12th)		TALK W/PARENT LAST 3 MONTHS (WHITE)		TALK W/PARENT LAST 3 MONTHS (AFR. AMER.)		TALK W/PARENT LAST 3 MONTHS (MALE)		TALK W/PARENT LAST 3 MONTHS (FEMALE)		EMBARRASSED/ AFRAID 2 TALK W/ PARENTS		EMBARRASSED/ AFRAID 2 TALK (6th-8th)		EMBARRASSED/ AFRAID 2 TALK (9th-12th)		EMBARRASSED/ AFRAID 2 TALK (WHITE)		EMBARRASSED/ AFRAID 2 TALK (AFR. AMER.)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	116	63	140	64	36	24	92	60	101	43	165	124	64	50	101	74	109	89	37	23
HISPANIC	8.3	3.4	14.2	-	-	-	-	4.4	6.8	8.9	18.0	10.3	5.6	12.4	8.2	8.9	3.9	-	-	-	-
WHITE	69.3	72.2	60.6	100.0	100.0	-	-	75.2	63.5	70.5	59.5	66.1	72.1	59.9	81.2	70.1	66.0	100.0	100.0	-	-
AFRICAN AMERICAN	20.0	23.6	20.1	-	-	100.0	100.0	19.6	26.6	18.2	17.6	22.1	18.9	25.6	7.5	20.0	26.6	-	-	100.0	100.0
ASIAN	1.0	-	3.1	-	-	-	-	-	1.6	1.0	2.3	-	2.4	-	2.1	-	2.7	-	-	-	-
OTHER	1.0	0.4	1.4	-	-	-	-	0.3	0.9	1.4	1.9	1.2	0.6	1.4	0.9	1.1	0.4	-	-	-	-
DK/REFUSED	0.4	0.3	0.5	-	-	-	-	0.6	0.6	-	0.8	0.3	0.3	0.8	-	-	0.5	-	-	-	-

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## 29. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL		EMBARRASSED/		EMBARRASSED/		ALCOHOL USE BY PEOPLE				ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE	
	AFRAID 2 TALK		AFRAID 2 TALK		AFRAID 2 TALK		YOUR AGE IS...				BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE	
	(MALE)		(FEMALE)		(FEMALE)						(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)	
	YES	NO	YES	NO	YES	NO	PROB-LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.
Total	300	85	65	80	59	281	161	120	16	65	44	96	76	106	89	38	20	78	68	83	52	
HISPANIC	8.3	7.1	1.7	13.7	9.9	7.4	8.1	6.6	25.9	10.7	4.7	6.3	7.7	-	-	-	-	7.7	3.1	8.4	11.1	
WHITE	69.3	70.8	70.9	61.1	73.4	69.4	65.9	74.1	72.7	71.2	69.2	62.2	76.9	100.0	100.0	-	-	66.5	73.0	65.3	75.5	
AFRICAN AMERICAN	20.0	21.0	24.9	23.3	12.4	20.7	23.9	16.5	-	16.7	21.1	28.8	13.9	-	-	100.0	100.0	23.1	23.5	24.6	7.3	
ASIAN	1.0	-	1.5	-	3.4	1.1	0.6	1.7	-	-	2.4	1.0	1.3	-	-	-	-	1.3	-	-	3.9	
OTHER	1.0	0.5	0.5	1.9	0.8	1.0	0.9	1.2	1.4	0.7	2.6	1.0	0.3	-	-	-	-	0.4	0.3	1.3	2.2	
DK/REFUSED	0.4	0.6	0.5	-	-	0.4	0.7	-	-	0.8	-	0.7	-	-	-	-	-	1.1	-	0.4	-	

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## 29. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	DANGEROUS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL				(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		SEEN TV ADS	HEARD RADIO		
																		STOP UNDERAGE DRINKING	STOP UNDERAGE DRINKING		
		DANG- EROUS	Very	Smwt.	NOT DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	YES	NO	YES	NO
Total	300	291	217	74	5	99	18	119	55	147	55	47	11	107	41	110	32	176	123	114	183
HISPANIC	8.3	7.8	7.9	7.8	23.0	9.3	10.2	6.7	7.0	-	-	-	-	5.7	4.8	10.0	11.5	8.3	8.3	6.9	9.3
WHITE	69.3	69.6	67.8	74.9	77.0	72.3	61.7	64.1	79.2	100.0	100.0	-	-	68.5	77.5	67.2	71.6	66.9	72.5	69.3	68.8
AFRICAN AMERICAN	20.0	20.1	21.7	15.1	-	16.6	20.4	26.0	13.3	-	-	100.0	100.0	23.4	17.6	20.2	11.7	23.0	15.8	22.3	18.9
ASIAN	1.0	1.0	0.9	1.4	-	-	5.7	1.7	-	-	-	-	-	0.9	-	0.9	3.2	0.6	1.6	0.9	1.1
OTHER	1.0	1.0	1.1	0.8	-	1.3	1.9	1.0	0.5	-	-	-	-	0.7	-	1.4	1.9	0.9	1.2	0.5	1.3
DK/REFUSED	0.4	0.4	0.6	-	-	0.5	-	0.6	-	-	-	-	-	0.8	-	0.3	-	0.3	0.5	0.2	0.5

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 29. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL			ONLINE ADS TO STOP UNDERAGE DRINKING				SEEN ADS				ADS WILL MAKE MORE LIKELY 2 LISTEN/PARENT		HEARD OF TALKITOUT.ORG		VISITED TALKITOUT.ORG	
				YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	132	166	83	65	87	61	142	65	87	213	13	272				
HISPANIC	8.3	5.9	10.4	11.0	9.1	5.7	8.0	5.6	10.4	6.7	9.0	7.8	8.8				
WHITE	69.3	74.5	65.7	71.4	63.4	71.1	70.8	68.7	67.7	68.8	69.5	65.7	68.2				
AFRICAN AMERICAN	20.0	17.9	20.9	15.0	22.6	21.0	21.2	23.2	19.6	22.9	18.8	26.5	20.8				
ASIAN	1.0	1.5	0.6	-	3.1	1.1	-	1.4	1.6	-	1.4	-	0.7				
OTHER	1.0	0.1	1.7	1.7	1.3	0.8	-	1.0	0.3	1.3	0.9	-	1.0				
DK/REFUSED	0.4	-	0.7	0.8	0.5	0.2	-	0.1	0.5	0.2	0.5	-	0.4				

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

Table 29 Page 404  
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## 29. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	SOCIAL MEDIA						AGE									
		USE	Insta-	Face-	You-	DON'T	14/	10	11	12	13	14	15/	15	16	17	18/
		SOCIAL	gram	book	Tube	USE	YOUN-						OLDER				OLDER
		MEDIA				SOCIAL	GER										
Total	300	270	100	67	46	26	126	-	6	42	40	38	170	46	57	50	17
HISPANIC	8.3	8.1	9.1	2.9	8.9	11.2	9.6	-	17.4	11.6	7.6	8.2	7.5	8.4	6.8	8.4	5.6
WHITE	69.3	68.7	60.6	89.0	62.7	72.9	67.7	-	77.8	71.7	62.6	67.0	70.0	78.9	69.9	65.4	59.7
AFRICAN AMERICAN	20.0	20.9	29.0	5.5	24.0	13.2	20.3	-	-	13.0	27.7	23.7	20.3	11.4	19.3	25.4	32.2
ASIAN	1.0	1.1	1.0	1.5	2.3	-	0.8	-	-	2.4	-	-	1.2	-	3.5	-	-
OTHER	1.0	0.8	0.3	0.7	1.4	2.7	1.4	-	4.8	1.3	1.3	1.0	0.7	0.9	-	0.8	2.5
DK/REFUSED	0.4	0.4	-	0.5	0.7	-	0.3	-	-	-	0.8	-	0.3	0.4	0.6	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

Table 29 Page 405  
Apr. 17, 2015

## 29. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	WHITE		AFRICAN AMER.		(MALE)		(FEMALE)		RACE				(MALE)		(FEMALE)		GENDER		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total	300	85	119	26	34	65	85	61	84	25	208	60	3	3	109	34	99	26	154	146
HISPANIC	8.3	-	-	-	-	6.2	4.8	13.1	10.3	100.0	-	-	-	-	-	-	-	-	5.3	11.5
WHITE	69.3	100.0	100.0	-	-	70.6	69.8	64.6	70.1	-	100.0	-	-	-	100.0	-	100.0	-	70.9	67.6
AFRICAN AMERICAN	20.0	-	-	100.0	100.0	22.2	23.1	18.3	17.4	-	-	100.0	-	-	-	100.0	-	100.0	22.1	17.8
ASIAN	1.0	-	-	-	-	-	1.1	1.7	1.2	-	-	-	100.0	-	-	-	-	-	0.6	1.4
OTHER	1.0	-	-	-	-	0.5	0.5	2.3	1.0	-	-	-	-	100.0	-	-	-	-	0.5	1.5
DK/REFUSED	0.4	-	-	-	-	0.5	0.6	-	-	-	-	-	-	-	-	-	-	-	0.6	0.2

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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## 30. GENDER:

	TOTAL	AREA												
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST
Total	300	95	39	11	45	85	36	49	53	27	26	12	34	21
MALE	51.3	46.6	48.6	73.7	38.2	48.7	41.0	54.3	49.6	50.6	48.6	88.0	61.7	49.8
FEMALE	48.7	53.4	51.4	26.3	61.8	51.3	59.0	45.7	50.4	49.4	51.4	12.0	38.3	50.2

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 30. GENDER:

	TOTAL	GRADE									WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO
Total	300	119	37	42	39	181	43	49	51	38	83	124	20	40	61	93	58	89	180	119
MALE	51.3	51.5	39.2	44.4	70.9	51.2	62.4	49.0	49.3	43.8	53.7	51.6	62.7	53.8	100.0	100.0	-	-	54.5	46.9
FEMALE	48.7	48.5	60.8	55.6	29.1	48.8	37.6	51.0	50.7	56.2	46.3	48.4	37.3	46.2	-	-	100.0	100.0	45.5	53.1

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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Table 30 Page 408  
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30. GENDER:

	TOTAL	TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		THINK IT'S		THINK IT'S		THINK IT'S		THINK IT'S	
		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK	
		(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		ALCOHOL		(6th-8th)		(9th-12th)		(WHITE)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total	300	40	78	139	41	130	78	31	29	98	56	82	63	128	145	28	82	100	63	80	110
MALE	51.3	64.4	44.9	51.6	50.8	53.9	50.6	64.1	48.9	100.0	100.0	-	-	47.3	55.3	59.8	49.6	43.8	62.7	46.9	55.8
FEMALE	48.7	35.6	55.1	48.4	49.2	46.1	49.4	35.9	51.1	-	-	100.0	100.0	52.7	44.7	40.2	50.4	56.2	37.3	53.1	44.2

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

Table 30 Page 409  
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## 30. GENDER:

	TOTAL	THINK IT'S		THINK IT'S		THINK IT'S		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		
		OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		
		(AFR. AMER.)		(MALE)		(FEMALE)		ALCOHOL		(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		
		OKAY	NOT	OKAY	NOT	OKAY	NOT	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
			OKAY		OKAY		OKAY															
		-----																				
Total		300	33	24	61	80	68	65	201	98	47	71	154	27	141	66	36	24	104	50	97	48
MALE		51.3	49.5	68.1	100.0	100.0	-	-	51.7	51.0	49.8	53.3	52.3	44.9	50.9	56.5	64.4	45.1	100.0	100.0	-	-
FEMALE		48.7	50.5	31.9	-	-	100.0	100.0	48.3	49.0	50.2	46.7	47.7	55.1	49.1	43.5	35.6	54.9	-	-	100.0	100.0

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

Table 30 Page 410  
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## 30. GENDER:

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total	300	84	9	75	6	15	27	28	93	46	37	7	3	64	58
MALE	51.3	52.2	43.8	53.1	67.4	63.7	45.2	52.3	51.2	58.2	47.3	36.2	20.7	53.2	49.1
FEMALE	48.7	47.8	56.2	46.9	32.6	36.3	54.8	47.7	48.8	41.8	52.7	63.8	79.3	46.8	50.9

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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30. GENDER:

	TOTAL		AGE STARTED		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL			
	DRINKING		DRINKING		DRINKING		DRINKING						(WHITE)			
	(AFRICAN AMR)		(MALE)		(FEMALE)											
	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER			LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH
Total	300	5	25	44	48	40	45		95	43	52	67	68	29	39	51
MALE	51.3	64.0	64.0	100.0	100.0	-	-		49.1	52.3	46.4	64.4	42.0	44.1	40.4	68.4
FEMALE	48.7	36.0	36.0	-	-	100.0	100.0		50.9	47.7	53.6	35.6	58.0	55.9	59.6	31.6

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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30. GENDER:

	TOTAL	OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL	
														(6th-8th)		(9th-12th)		(WHITE)			
		LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	EASY	HARD	EASY	HARD	EASY	HARD	EASY	HARD
		ONCE/A	Once/A	Once/A	ONCE/A	ONCE/A	Once/A	Once/A	ONCE/A	ONCE/A	Once/A	Once/A	ONCE/A								
		MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH								
Total	300	16	7	9	9	47	22	24	43	49	20	28	24	108	170	19	93	89	77	75	117
MALE	51.3	78.2	74.7	81.0	79.3	100.0	100.0	100.0	100.0	-	-	-	-	49.6	51.5	62.3	49.9	46.9	53.4	43.6	57.9
FEMALE	48.7	21.8	25.3	19.0	20.7	-	-	-	-	100.0	100.0	100.0	100.0	50.4	48.5	37.7	50.1	53.1	46.6	56.4	42.1

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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30. GENDER:

	TOTAL	EASY/HARD		EASY/HARD		EASY/HARD		PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING			
		GET ALCOHOL		GET ALCOHOL		GET ALCOHOL		ALCOHOL				ALCOHOL				ALCOHOL			
		(AFR. AMER.)		(MALE)		(FEMALE)						(6th-8th)				(9th-12th)			
		EASY	HARD	EASY	HARD	EASY	HARD	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER
	-----																		
Total	300	20	35	54	87	55	82	233	58	175	64	88	21	68	29	145	37	108	34
MALE	51.3	72.7	46.4	100.0	100.0	-	-	52.1	49.7	52.9	49.3	51.8	67.3	47.0	52.5	52.3	39.8	56.6	46.6
FEMALE	48.7	27.3	53.6	-	-	100.0	100.0	47.9	50.3	47.1	50.7	48.2	32.7	53.0	47.5	47.7	60.2	43.4	53.4

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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30. GENDER:

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT	
		ALCOHOL				ALCOHOL				ALCOHOL				ALCOHOL				LAST 3 MONTHS		LAST 3 MONTHS	
		(WHITE)				(AFRICAN AMERICAN)				(MALE)				(FEMALE)						(6th-8th)	
	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO	
	-----																				
Total	300	171	40	131	36	47	13	34	13	121	29	93	31	112	29	83	32	193	104	77	41
MALE	51.3	53.3	53.7	53.2	50.0	57.0	42.5	62.4	55.7	100.0	100.0	100.0	100.0	-	-	-	-	47.6	58.1	47.1	61.0
FEMALE	48.7	46.7	46.3	46.8	50.0	43.0	57.5	37.6	44.3	-	-	-	-	100.0	100.0	100.0	100.0	52.4	41.9	52.9	39.0

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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30. GENDER:

	TOTAL		TALK W/PARENT		TALK W/PARENT		TALK W/PARENT		TALK W/PARENT		TALK W/PARENT		EMBARRASSED/		EMBARRASSED/		EMBARRASSED/		EMBARRASSED/		EMBARRASSED/	
	LAST 3 MONTHS		LAST 3 MONTHS		LAST 3 MONTHS		LAST 3 MONTHS		LAST 3 MONTHS		LAST 3 MONTHS		AFRAID 2 TALK		AFRAID 2 TALK		AFRAID 2 TALK		AFRAID 2 TALK		AFRAID 2 TALK	
	(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		W/ PARENTS		(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)			
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
	-----																					
Total	300	116	63	140	64	36	24	92	60	101	43	165	124	64	50	101	74	109	89	37	23	
MALE	51.3	48.0	56.3	49.2	59.7	49.6	67.7	100.0	100.0	-	-	51.7	52.3	53.4	54.3	50.6	50.9	55.4	51.4	49.0	68.7	
FEMALE	48.7	52.0	43.7	50.8	40.3	50.4	32.3	-	-	100.0	100.0	48.3	47.7	46.6	45.7	49.4	49.1	44.6	48.6	51.0	31.3	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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30. GENDER:

	TOTAL		EMBARRASSED/ AFRAID 2 TALK (MALE)		EMBARRASSED/ AFRAID 2 TALK (FEMALE)		ALCOHOL USE BY PEOPLE YOUR AGE IS...				ALCOHOL USE BY YOUR AGE (6th-8th)		ALCOHOL USE BY YOUR AGE (9th-12th)		ALCOHOL USE BY YOUR AGE (WHITE)		ALCOHOL USE BY YOUR AGE (AFR. AMER.)		ALCOHOL USE BY YOUR AGE (MALE)		ALCOHOL USE BY YOUR AGE (FEMALE)	
	YES	NO	YES	NO	PROB- LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.
Total	300	85	65	80	59	281	161	120	16	65	44	96	76	106	89	38	20	78	68	83	52	
MALE	51.3	100.0	100.0	-	-	52.1	48.7	56.6	43.8	57.1	49.9	42.9	60.5	49.1	55.8	47.1	80.9	100.0	100.0	-	-	
FEMALE	48.7	-	-	100.0	100.0	47.9	51.3	43.4	56.2	42.9	50.1	57.1	39.5	50.9	44.2	52.9	19.1	-	-	100.0	100.0	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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30. GENDER:

	TOTAL	DANGEROUS FOR PEOPLE YOUR				(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		SEEN TV ADS	HEARD RADIO		
		AGE TO DRINK ALCOHOL																STOP UNDERAGE	STOP UNDERAGE		
																		DRINKING	DRINKING		
		DANG- EROUS	Very	Smwt.	NOT DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	YES	NO	YES	NO
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	291	217	74	5	99	18	119	55	147	55	47	11	107	41	110	32	176	123	114	183
MALE	51.3	51.1	49.4	56.3	57.3	52.8	50.3	46.5	58.2	49.8	58.2	53.0	65.9	100.0	100.0	-	-	52.7	48.9	51.4	51.0
FEMALE	48.7	48.9	50.6	43.7	42.7	47.2	49.7	53.5	41.8	50.2	41.8	47.0	34.1	-	-	100.0	100.0	47.3	51.1	48.6	49.0

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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30. GENDER:

	TOTAL   ONLINE ADS TO			SEEN ADS				ADS WILL MAKE		HEARD OF		VISITED	
	STOP UNDERAGE							MORE LIKELY 2		TALKITOUT.ORG		TALKITOUT.ORG	
	DRINKING							LISTEN/PARENT					
	YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	YES	NO	YES	NO	YES	NO	
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
Total	300	132	166	83	65	87	61	142	65	87	213	13	272
MALE	51.3	54.0	49.4	53.5	37.6	61.4	49.5	51.7	52.4	53.1	50.6	57.3	50.8
FEMALE	48.7	46.0	50.6	46.5	62.4	38.6	50.5	48.3	47.6	46.9	49.4	42.7	49.2

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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Table 30 Page 419  
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## 30. GENDER:

	TOTAL	SOCIAL MEDIA						AGE									
		USE	Insta-	Face-	You-	DON'T	14/	10	11	12	13	14	15/	15	16	17	18/
		SOCIAL	gram	book	Tube	USE	YOUN-						OLDER				OLDER
		MEDIA				SOCIAL	GER										
Total	300	270	100	67	46	26	126	-	6	42	40	38	170	46	57	50	17
MALE	51.3	49.6	51.8	48.3	58.0	70.3	51.3	-	47.3	39.4	48.1	68.4	50.3	50.0	48.4	60.7	27.1
FEMALE	48.7	50.4	48.2	51.7	42.0	29.7	48.7	-	52.7	60.6	51.9	31.6	49.7	50.0	51.6	39.3	72.9

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## 30. GENDER:

	TOTAL	WHITE		AFRICAN AMER.		(MALE)		(FEMALE)		RACE				(MALE)		(FEMALE)		GENDER		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	HISP- ANIC	WHITE ICAN AMER.	AFR- ICAN AMER.	ASIAN	OTHER	WHITE ICAN AMER.	AFR- ICAN AMER.	WHITE ICAN AMER.	AFR- ICAN AMER.	MALE	FEMALE
Total	300	85	119	26	34	65	85	61	84	25	208	60	3	3	109	34	99	26	154	146
MALE	51.3	53.5	50.2	56.1	57.2	100.0	100.0	-	-	32.6	52.5	56.7	32.7	26.3	100.0	100.0	-	-	100.0	-
FEMALE	48.7	46.5	49.8	43.9	42.8	-	-	100.0	100.0	67.4	47.5	43.3	67.3	73.7	-	-	100.0	100.0	-	100.0

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## 31. SURVEY AREA:

	TOTAL	AREA												
		RALEIGH	Durham & Wake	Cumberland	Rest	CHARLOTTE	Gaston/Mecklenburg	Rest	GREENSBORO	Forsythe/Guilford	Rest	WILMINGTON	EAST	WEST
Total	300	95	39	11	45	85	36	49	53	27	26	12	34	21
RALEIGH	31.7	100.0	100.0	100.0	100.0	-	-	-	-	-	-	-	-	-
DURHAM/WAKE COUNTIES	13.0	41.0	100.0	-	-	-	-	-	-	-	-	-	-	-
CUMBERLAND COUNTY	3.7	11.7	-	100.0	-	-	-	-	-	-	-	-	-	-
REST	15.0	47.3	-	-	100.0	-	-	-	-	-	-	-	-	-
CHARLOTTE	28.3	-	-	-	-	100.0	100.0	100.0	-	-	-	-	-	-
GASTON/MECKLENBURG CO.	12.0	-	-	-	-	42.4	100.0	-	-	-	-	-	-	-
REST	16.3	-	-	-	-	57.6	-	100.0	-	-	-	-	-	-
GREENSBORO	17.7	-	-	-	-	-	-	-	100.0	100.0	100.0	-	-	-
FORSYTHE/GUILFORD CO.	9.0	-	-	-	-	-	-	-	50.8	100.0	-	-	-	-
REST	8.7	-	-	-	-	-	-	-	49.2	-	100.0	-	-	-
WILMINGTON	4.0	-	-	-	-	-	-	-	-	-	-	100.0	-	-
EAST	11.3	-	-	-	-	-	-	-	-	-	-	-	100.0	-
WEST	7.0	-	-	-	-	-	-	-	-	-	-	-	-	100.0

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## 31. SURVEY AREA:

	TOTAL	GRADE										WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO	
<hr/>																					
Total	300	119	37	42	39	181	43	49	51	38	83	124	20	40	61	93	58	89	180	119	
RALEIGH	31.7	33.7	36.3	40.7	23.7	30.4	33.4	34.3	22.5	32.5	30.5	33.0	36.5	28.1	31.7	26.9	35.9	34.0	28.3	37.1	
DURHAM/WAKE COUNTIES	13.0	15.7	13.5	25.2	7.5	11.2	13.3	17.5	2.5	12.4	17.4	12.2	9.2	9.5	12.5	12.2	19.1	10.3	10.7	16.5	
CUMBERLAND COUNTY	3.7	4.7	2.7	2.1	9.3	3.1	4.3	3.7	1.9	2.5	5.4	3.0	-	4.6	7.4	3.9	1.7	2.2	2.6	5.4	
REST	15.0	13.4	20.1	13.3	6.9	16.1	15.8	13.0	18.1	17.6	7.7	17.7	27.3	14.0	11.7	10.8	15.1	21.6	15.0	15.1	
CHARLOTTE	28.3	26.4	23.8	29.9	25.1	29.5	38.0	23.5	22.1	37.7	28.7	30.4	19.1	23.1	27.5	26.4	25.2	32.8	32.1	22.8	
GASTON/MECKLENBURG CO.	12.0	7.5	9.6	4.2	9.0	15.0	16.7	9.1	14.4	21.5	9.5	13.6	-	18.4	10.0	9.3	4.8	20.9	15.0	7.5	
REST	16.3	18.9	14.2	25.7	16.1	14.6	21.4	14.4	7.7	16.3	19.2	16.8	19.1	4.7	17.5	17.1	20.5	11.9	17.0	15.3	
GREENSBORO	17.7	17.5	23.1	13.4	16.4	17.9	15.8	16.7	22.5	15.5	18.0	17.0	26.8	21.8	15.7	18.0	19.3	17.7	16.9	18.3	
FORSYTHE/GUILFORD CO.	9.0	9.5	15.1	7.8	6.0	8.7	13.5	6.6	8.1	6.6	9.5	6.5	17.1	17.0	10.3	7.9	8.7	9.4	6.8	11.7	
REST	8.7	7.9	8.0	5.6	10.4	9.2	2.3	10.1	14.4	8.9	8.5	10.6	9.7	4.8	5.4	10.1	10.6	8.3	10.1	6.6	
WILMINGTON	4.0	5.6	6.6	2.5	8.2	2.9	-	6.5	2.1	2.7	6.3	3.4	-	-	10.3	4.6	0.6	1.2	4.3	3.5	
EAST	11.3	11.4	4.8	10.5	18.5	11.3	8.2	9.3	19.2	6.6	9.4	8.3	17.6	17.7	11.6	14.9	11.1	7.5	10.4	12.8	
WEST	7.0	5.4	5.4	3.0	8.1	8.0	4.6	9.8	11.6	4.9	7.1	7.9	-	9.4	3.1	9.2	7.9	6.8	8.1	5.4	

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## 31. SURVEY AREA:

	TOTAL	TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total	300	40	78	139	41	130	78	31	29	98	56	82	63	128	145	28	82	100	63	80	110
RALEIGH	31.7	28.1	36.6	28.3	37.9	31.7	32.7	17.9	44.6	26.3	33.2	30.7	40.5	24.0	35.7	19.9	38.4	25.2	32.2	26.8	33.3
DURHAM/WAKE COUNTIES	13.0	14.4	16.4	9.6	16.9	13.3	16.2	-	19.4	11.5	13.7	9.7	19.1	9.2	16.7	6.7	20.4	9.9	12.0	10.7	16.7
CUMBERLAND COUNTY	3.7	2.2	5.9	2.7	4.4	3.6	4.7	-	6.3	2.8	9.7	2.3	1.6	2.2	3.8	3.2	3.3	1.9	4.4	3.5	3.4
REST	15.0	11.4	14.3	16.0	16.6	14.9	11.9	17.9	18.9	11.9	9.8	18.6	19.8	12.7	15.2	9.9	14.6	13.5	15.9	12.6	13.3
CHARLOTTE	28.3	27.0	26.1	33.5	16.7	31.5	27.1	29.9	13.1	27.6	25.5	37.4	20.5	36.4	23.0	37.3	22.0	36.1	24.4	36.6	27.0
GASTON/MECKLENBURG CO.	12.0	6.4	8.0	17.5	6.5	13.0	10.4	23.8	-	10.6	7.8	20.3	7.2	16.8	7.5	9.3	5.5	18.9	10.0	16.5	9.0
REST	16.3	20.6	18.1	16.0	10.1	18.5	16.7	6.1	13.1	17.0	17.7	17.0	13.3	19.6	15.6	28.1	16.5	17.3	14.3	20.1	18.0
GREENSBORO	17.7	20.2	16.0	15.9	22.7	18.5	14.6	17.1	30.2	15.6	19.8	18.5	17.1	14.0	21.7	17.1	19.4	13.1	24.8	13.8	22.0
FORSYTHE/GUILFORD CO.	9.0	7.7	10.5	6.5	14.1	6.8	8.1	10.9	23.5	6.6	12.9	7.0	10.7	7.1	10.5	8.9	10.7	6.6	10.3	5.0	10.9
REST	8.7	12.5	5.6	9.4	8.6	11.7	6.5	6.2	6.7	9.0	6.9	11.5	6.4	6.9	11.2	8.2	8.6	6.5	14.5	8.8	11.1
WILMINGTON	4.0	11.3	2.7	2.3	5.2	4.0	5.5	-	-	7.6	5.6	0.4	1.7	4.4	4.3	5.0	6.4	4.3	1.7	5.3	4.8
EAST	11.3	11.0	11.5	10.2	15.1	6.6	12.4	22.9	12.1	13.3	14.2	6.9	11.5	12.5	11.0	12.6	9.9	12.5	12.5	7.6	9.4
WEST	7.0	2.4	7.0	9.7	2.4	7.5	7.7	12.1	-	9.7	1.7	6.1	8.7	8.6	4.2	8.1	3.9	8.8	4.5	9.9	3.6

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## 31. SURVEY AREA:

	TOTAL		THINK IT'S		THINK IT'S		THINK IT'S		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/	
	OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL	
	(AFR. AMER.)		(MALE)		(FEMALE)		ALCOHOL		(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)			
	OKAY	NOT	OKAY	NOT	OKAY	NOT	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
		OKAY		OKAY		OKAY																
Total	300	33	24	61	80	68	65	201	98	47	71	154	27	141	66	36	24	104	50	97	48	
RALEIGH	31.7	17.0	46.8	24.6	30.9	23.6	41.7	23.8	48.1	20.4	43.1	24.9	61.1	28.6	39.7	10.3	62.3	19.6	47.9	28.3	48.4	
DURHAM/WAKE COUNTIES	13.0	5.8	15.8	10.9	13.0	7.7	21.3	9.2	20.8	12.3	18.1	8.3	27.7	12.2	19.0	-	23.8	9.9	17.3	8.5	24.5	
CUMBERLAND COUNTY	3.7	-	7.7	3.0	5.7	1.4	1.5	2.3	6.6	1.9	6.6	2.4	6.6	3.3	5.5	-	7.7	2.6	10.9	2.0	2.1	
REST	15.0	11.2	23.3	10.7	12.2	14.5	18.9	12.3	20.7	6.1	18.4	14.2	26.8	13.1	15.2	10.3	30.8	7.1	19.7	17.8	21.8	
CHARLOTTE	28.3	39.9	-	33.5	22.8	39.0	23.3	31.5	22.1	31.3	23.5	31.5	18.3	30.9	27.6	31.0	7.7	30.5	19.3	32.5	24.9	
GASTON/MECKLENBURG CO.	12.0	22.4	-	14.3	4.3	19.0	11.4	13.9	8.3	7.4	7.6	15.8	10.0	13.2	9.5	15.2	7.7	11.7	5.2	16.2	11.4	
REST	16.3	17.5	-	19.2	18.5	20.0	12.0	17.6	13.8	23.8	15.9	15.7	8.3	17.7	18.1	15.8	-	18.8	14.1	16.3	13.5	
GREENSBORO	17.7	15.8	30.5	12.9	19.7	15.0	24.3	17.5	18.2	14.1	20.0	18.6	13.8	17.2	18.1	24.0	22.6	16.8	17.7	18.2	18.8	
FORSYTHE/GUILFORD CO.	9.0	15.8	14.2	5.3	10.9	8.8	10.1	7.8	11.5	3.4	13.8	9.2	5.8	5.7	12.0	18.8	14.4	7.1	12.6	8.6	10.4	
REST	8.7	-	16.3	7.6	8.8	6.2	14.2	9.7	6.7	10.7	6.2	9.4	8.1	11.5	6.1	5.3	8.2	9.8	5.1	9.7	8.4	
WILMINGTON	4.0	-	-	7.0	7.9	2.1	-	4.4	3.2	7.5	4.4	3.5	-	4.5	4.8	-	-	7.1	6.3	1.5	-	
EAST	11.3	21.6	14.9	15.8	14.1	9.5	7.3	13.8	5.4	17.3	6.2	12.7	3.1	9.8	5.3	24.4	7.4	16.8	6.9	10.6	3.7	
WEST	7.0	5.7	7.9	6.3	4.7	10.8	3.5	9.0	3.0	9.5	2.8	8.8	3.7	9.1	4.5	10.3	-	9.1	1.9	8.8	4.2	

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## 31. SURVEY AREA:

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL												AGE STARTED DRINKING (WHITE)	
	14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER	
Total	300	84	9	75	6	15	27	28	93	46	37	7	3	64	58
RALEIGH	31.7	24.9	22.3	25.2	33.3	12.6	24.9	30.3	20.5	16.6	27.5	13.5	7.5	27.7	28.7
DURHAM/WAKE COUNTIES	13.0	11.5	10.9	11.6	16.6	6.4	14.4	10.5	4.1	2.1	7.6	-	-	13.4	6.5
CUMBERLAND COUNTY	3.7	2.2	-	2.4	-	6.2	3.4	-	2.1	2.1	2.6	-	-	2.8	3.3
REST	15.0	11.2	11.4	11.2	16.7	-	7.1	19.8	14.3	12.4	17.3	13.5	7.5	11.6	18.9
CHARLOTTE	28.3	31.2	56.3	28.4	31.5	36.4	28.9	23.0	31.9	38.8	24.1	13.8	71.8	27.9	34.4
GASTON/MECKLENBURG CO.	12.0	12.8	10.0	13.1	31.5	6.3	10.1	15.7	14.7	15.5	9.9	13.8	71.8	13.7	10.6
REST	16.3	18.5	46.2	15.3	-	30.2	18.8	7.3	17.2	23.2	14.2	-	-	14.2	23.7
GREENSBORO	17.7	14.3	-	15.9	-	18.3	21.3	12.8	20.3	6.6	30.2	60.7	13.1	14.7	17.8
FORSYTHE/GUILFORD CO.	9.0	5.9	-	6.6	-	11.5	6.3	5.6	9.0	-	11.1	60.7	-	3.7	5.5
REST	8.7	8.4	-	9.3	-	6.7	15.0	7.2	11.3	6.6	19.2	-	13.1	10.9	12.3
WILMINGTON	4.0	8.0	-	8.9	19.3	14.3	5.4	7.4	2.3	2.4	2.8	-	-	8.2	1.8
EAST	11.3	12.8	10.4	13.1	15.9	11.6	10.3	15.9	14.6	19.2	9.9	12.1	7.6	10.8	9.0
WEST	7.0	8.8	11.0	8.6	-	6.9	9.2	10.5	10.4	16.5	5.4	-	-	10.7	8.4

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## 31. SURVEY AREA:

	TOTAL	AGE STARTED		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				
		DRINKING		DRINKING		DRINKING						(WHITE)				
		(AFRICAN AMR)		(MALE)		(FEMALE)										
		14/  YOUN-  GER	15/  OVER	14/  YOUN-  GER	15/  OVER	14/  YOUN-  GER	15/  OVER	LEAST/  ONCE/A  MONTH	Least/  Once/A  Week	Least/  Once/A  Month	LESS/  ONCE/A  MONTH	LEAST/  ONCE/A  MONTH	Least/  Once/A  Week	Least/  Once/A  Month	LESS/  ONCE/A  MONTH	
-----																
Total	300	5	25	44	48	40	45	95	43	52	67	68	29	39	51	
RALEIGH	31.7	-	7.3	23.3	15.3	26.5	25.9	18.8	15.3	21.7	25.7	24.5	19.0	28.6	29.6	
DURHAM/WAKE COUNTIES	13.0	-	-	12.9	5.9	10.0	2.2	3.0	2.2	3.7	17.1	4.2	3.2	4.9	20.6	
CUMBERLAND COUNTY	3.7	-	-	4.2	-	-	4.2	2.9	2.1	3.6	-	4.1	3.1	4.8	-	
REST	15.0	-	7.3	6.3	9.4	16.5	19.5	12.9	11.0	14.5	8.6	16.2	12.7	18.9	9.0	
CHARLOTTE	28.3	36.0	29.2	27.4	31.8	35.4	32.1	41.3	56.0	29.3	20.8	44.5	61.5	31.9	20.2	
GASTON/MECKLENBURG CO.	12.0	-	21.8	16.0	7.3	9.3	22.5	19.0	25.1	14.0	9.2	19.5	30.5	11.4	8.5	
REST	16.3	36.0	7.5	11.5	24.5	26.1	9.7	22.3	31.0	15.3	11.7	25.0	31.0	20.5	11.7	
GREENSBORO	17.7	31.3	27.7	16.9	17.6	11.4	23.1	11.7	4.6	17.5	22.1	11.0	6.7	14.1	19.8	
FORSYTHE/GUILFORD CO.	9.0	31.3	20.2	5.6	8.7	6.2	9.3	4.3	-	7.9	11.0	3.5	-	6.2	8.0	
REST	8.7	-	7.5	11.3	8.9	5.2	13.8	7.3	4.6	9.6	11.1	7.5	6.7	8.0	11.8	
WILMINGTON	4.0	-	-	12.1	4.5	3.6	-	5.6	2.5	8.1	5.3	4.6	-	8.0	6.3	
EAST	11.3	32.7	20.9	13.7	16.9	11.8	12.3	10.3	14.7	6.7	21.1	5.2	6.1	4.5	18.5	
WEST	7.0	-	14.8	6.5	14.0	11.3	6.6	12.3	6.9	16.7	5.0	10.2	6.7	12.9	5.6	

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## 31. SURVEY AREA:

	TOTAL	OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				EASY/HARD GET ALCOHOL		EASY/HARD GET ALCOHOL (6th–8th)		EASY/HARD GET ALCOHOL (9th–12th)		EASY/HARD GET ALCOHOL (WHITE)	
		LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	EASY 	HARD 	EASY 	HARD 	EASY 	HARD 	EASY 	HARD 
Total	300	16	7	9	9	47	22	24	43	49	20	28	24	108	170	19	93	89	77	75	117
RALEIGH	31.7	-	-	-	-	15.5	12.2	18.6	23.7	22.0	18.6	24.4	29.3	23.9	34.7	29.8	35.8	22.7	33.3	28.7	31.9
DURHAM/WAKE COUNTIES	13.0	-	-	-	-	4.0	4.2	3.9	17.3	2.0	-	3.5	16.7	7.1	15.1	10.1	16.8	6.5	12.9	10.3	14.8
CUMBERLAND COUNTY	3.7	-	-	-	-	3.9	4.0	3.7	-	2.0	-	3.4	-	3.4	4.4	4.8	5.0	3.1	3.6	4.9	3.9
REST	15.0	-	-	-	-	7.6	4.0	11.0	6.4	17.9	18.6	17.4	12.6	13.4	15.2	14.8	14.0	13.1	16.8	13.5	13.2
CHARLOTTE	28.3	22.7	51.4	-	42.1	37.8	49.8	26.8	23.4	44.7	62.9	31.4	16.3	30.9	29.8	15.1	30.5	34.3	28.9	33.9	30.3
GASTON/MECKLENBURG CO.	12.0	11.2	25.3	-	20.7	14.8	19.3	10.7	10.0	23.0	31.4	16.8	7.7	15.0	11.1	4.6	8.6	17.2	14.3	17.9	9.0
REST	16.3	11.5	26.1	-	21.4	23.0	30.5	16.1	13.4	21.7	31.4	14.6	8.6	16.0	18.6	10.5	21.9	17.1	14.6	16.0	21.2
GREENSBORO	17.7	22.2	-	39.8	38.0	9.9	8.8	11.0	19.4	13.4	-	23.1	26.9	18.2	16.5	22.2	16.8	17.4	16.2	16.9	16.9
FORSYTHE/GUILFORD CO.	9.0	10.6	-	19.0	38.0	1.6	-	3.2	9.6	7.0	-	12.0	13.7	9.9	7.6	17.0	7.8	8.4	7.5	7.4	7.4
REST	8.7	11.6	-	20.8	-	8.3	8.8	7.8	9.9	6.4	-	11.1	13.2	8.3	8.9	5.2	9.0	9.0	8.7	9.5	9.5
WILMINGTON	4.0	-	-	-	-	11.4	4.9	17.4	4.8	-	-	-	6.0	3.0	5.2	5.8	6.0	2.4	4.2	1.4	7.2
EAST	11.3	32.3	48.6	19.3	19.9	13.1	15.7	10.8	22.1	7.6	13.6	3.2	19.3	10.2	10.8	15.3	7.5	9.1	14.9	5.8	9.5
WEST	7.0	22.8	-	40.9	-	12.2	8.7	15.4	6.6	12.4	4.9	17.9	2.1	13.8	3.0	11.9	3.4	14.2	2.5	13.3	4.1

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 31. SURVEY AREA:

	TOTAL	EASY/HARD		EASY/HARD		EASY/HARD		PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING			
		GET ALCOHOL		GET ALCOHOL		GET ALCOHOL		ALCOHOL				ALCOHOL				ALCOHOL			
		(AFR. AMER.)		(MALE)		(FEMALE)						(6th–8th)				(9th–12th)			
		EASY	HARD	EASY	HARD	EASY	HARD	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER
-----																			
Total	300	20	35	54	87	55	82	233	58	175	64	88	21	68	29	145	37	108	34
RALEIGH	31.7	9.4	42.6	20.8	31.5	27.0	38.0	33.3	35.8	32.5	24.3	34.6	31.5	35.5	28.9	32.5	38.2	30.5	20.3
DURHAM/WAKE COUNTIES	13.0	–	16.3	7.0	12.0	7.2	18.3	14.5	13.2	15.0	6.5	19.7	9.1	23.0	4.2	11.4	15.4	10.0	8.5
CUMBERLAND COUNTY	3.7	–	5.2	5.1	6.2	1.8	2.4	3.6	6.5	2.6	4.3	4.2	13.6	1.3	6.2	3.2	2.6	3.4	2.6
REST	15.0	9.4	21.1	8.7	13.3	18.0	17.3	15.2	16.1	14.9	13.5	10.7	8.8	11.2	18.5	17.9	20.2	17.1	9.2
CHARLOTTE	28.3	18.8	26.8	29.5	28.2	32.3	31.5	26.3	21.6	27.8	37.0	23.1	13.8	25.9	37.3	28.2	25.9	29.0	36.7
GASTON/MECKLENBURG CO.	12.0	9.2	15.8	11.3	9.0	18.6	13.5	10.7	7.8	11.7	17.2	5.9	4.2	6.5	12.3	13.7	9.8	15.0	21.3
REST	16.3	9.5	11.0	18.2	19.2	13.7	18.0	15.5	13.8	16.1	19.8	17.1	9.6	19.4	25.0	14.6	16.1	14.0	15.4
GREENSBORO	17.7	35.3	15.4	19.6	13.9	16.8	19.4	18.0	16.3	18.6	17.4	20.0	25.6	18.3	10.4	16.8	11.1	18.8	23.3
FORSYTHE/GUILFORD CO.	9.0	25.7	9.8	10.6	7.2	9.2	8.1	9.1	5.7	10.2	9.0	11.9	16.1	10.7	2.6	7.4	–	10.0	14.4
REST	8.7	9.6	5.6	9.1	6.7	7.6	11.2	8.9	10.6	8.3	8.4	8.1	9.5	7.6	7.8	9.4	11.1	8.8	8.9
WILMINGTON	4.0	–	–	6.0	8.4	–	1.8	3.8	1.8	4.4	5.1	5.1	5.1	5.2	7.3	2.9	–	3.9	3.2
EAST	11.3	17.8	15.2	11.7	14.8	8.7	6.7	11.3	12.3	11.0	11.8	11.0	8.5	11.8	12.7	11.5	14.3	10.5	11.0
WEST	7.0	18.8	–	12.4	3.3	15.2	2.7	7.3	12.2	5.7	4.5	6.1	15.5	3.3	3.4	8.1	10.4	7.3	5.4

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 31. SURVEY AREA:

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT	
		ALCOHOL				ALCOHOL				ALCOHOL				ALCOHOL				LAST 3 MONTHS		LAST 3 MONTHS	
		(WHITE)				(AFRICAN AMERICAN)				(MALE)				(FEMALE)						(6th-8th)	
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO
Total	300	171	40	131	36	47	13	34	13	121	29	93	31	112	29	83	32	193	104	77	41
RALEIGH	31.7	34.6	44.4	31.7	17.7	27.6	15.0	32.2	43.2	28.6	34.8	26.7	30.3	38.3	36.8	38.9	18.4	31.4	30.7	34.9	32.2
DURHAM/WAKE COUNTIES	13.0	15.7	14.4	16.1	5.3	12.0	15.0	10.9	-	13.9	13.0	14.1	6.7	15.2	13.3	15.9	6.3	12.6	12.3	16.6	14.3
CUMBERLAND COUNTY	3.7	3.3	7.0	2.1	7.5	3.9	-	5.3	-	4.5	6.3	3.9	8.7	2.6	6.7	1.2	-	3.9	3.5	6.0	2.2
REST	15.0	15.6	23.0	13.4	4.9	11.7	-	16.0	43.2	10.3	15.5	8.7	15.0	20.5	16.8	21.8	12.1	14.9	14.8	12.3	15.6
CHARLOTTE	28.3	25.6	17.1	28.2	49.9	27.7	28.9	27.2	-	26.9	23.6	28.0	27.4	25.6	19.6	27.7	46.3	28.4	29.2	23.9	31.8
GASTON/MECKLENBURG CO.	12.0	9.8	2.2	12.1	22.3	15.5	28.9	10.6	-	9.3	3.0	11.2	11.2	12.3	12.6	12.3	23.0	12.6	11.3	8.0	6.6
REST	16.3	15.8	15.0	16.0	27.5	12.1	-	16.6	-	17.7	20.6	16.7	16.2	13.2	7.0	15.4	23.4	15.8	17.9	15.9	25.2
GREENSBORO	17.7	17.5	16.7	17.8	17.2	22.1	13.7	25.2	28.4	17.9	13.0	19.5	14.5	18.1	19.6	17.6	20.2	16.8	20.0	17.4	17.9
FORSYTHE/GUILFORD CO.	9.0	7.5	4.0	8.5	8.7	18.1	13.7	19.7	13.2	8.6	2.7	10.4	10.2	9.7	8.8	10.0	7.7	8.1	11.0	9.5	9.8
REST	8.7	10.1	12.7	9.3	8.4	4.0	-	5.5	15.3	9.3	10.3	9.1	4.2	8.4	10.8	7.5	12.5	8.7	8.9	7.9	8.2
WILMINGTON	4.0	4.9	2.6	5.6	2.9	-	-	-	-	6.0	3.6	6.8	10.3	1.3	-	1.7	-	4.0	4.1	7.3	2.6
EAST	11.3	8.6	6.6	9.2	9.6	18.7	27.7	15.3	13.8	14.2	15.2	13.9	11.6	8.1	9.4	7.7	12.0	12.0	9.6	10.6	10.9
WEST	7.0	8.6	12.5	7.5	2.8	4.0	14.7	-	14.6	6.2	9.8	5.1	5.9	8.5	14.6	6.4	3.1	7.4	6.4	5.9	4.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 31. SURVEY AREA:

	TOTAL	TALK W/PARENT LAST 3 MONTHS (9th-12th)		TALK W/PARENT LAST 3 MONTHS (WHITE)		TALK W/PARENT LAST 3 MONTHS (AFR. AMER.)		TALK W/PARENT LAST 3 MONTHS (MALE)		TALK W/PARENT LAST 3 MONTHS (FEMALE)		EMBARRASSED/ AFRAID 2 TALK W/ PARENTS		EMBARRASSED/ AFRAID 2 TALK (6th-8th)		EMBARRASSED/ AFRAID 2 TALK (9th-12th)		EMBARRASSED/ AFRAID 2 TALK (WHITE)		EMBARRASSED/ AFRAID 2 TALK (AFR. AMER.)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
-----																					
Total	300	116	63	140	64	36	24	92	60	101	43	165	124	64	50	101	74	109	89	37	23
RALEIGH	31.7	29.0	29.7	32.2	29.0	25.7	38.9	24.8	32.7	37.4	27.9	31.8	31.8	28.3	42.3	34.1	24.8	30.6	33.9	35.4	23.9
DURHAM/WAKE COUNTIES	13.0	9.9	11.1	14.5	11.8	5.3	15.8	9.2	15.9	15.7	7.4	9.4	18.7	9.3	25.4	9.4	14.2	9.6	21.6	5.2	16.0
CUMBERLAND COUNTY	3.7	2.4	4.4	3.3	5.7	5.0	-	5.9	4.5	1.9	2.2	4.0	3.7	3.0	7.3	4.6	1.2	3.4	5.1	5.0	-
REST	15.0	16.7	14.2	14.4	11.5	15.4	23.1	9.7	12.3	19.7	18.3	18.5	9.4	15.9	9.5	20.1	9.4	17.6	7.3	25.2	7.9
CHARLOTTE	28.3	31.4	27.5	28.6	33.9	30.7	8.2	29.5	23.7	27.4	36.8	26.0	30.9	21.6	31.4	28.7	30.6	25.5	33.9	20.4	23.9
GASTON/MECKLENBURG CO.	12.0	15.7	14.3	10.8	15.3	20.2	-	10.4	8.6	14.6	15.0	11.0	12.2	5.5	8.9	14.5	14.4	8.1	14.9	15.1	7.8
REST	16.3	15.7	13.2	17.8	18.6	10.4	8.2	19.0	15.1	12.8	21.8	15.0	18.7	16.1	22.5	14.3	16.2	17.3	19.0	5.3	16.1
GREENSBORO	17.7	16.4	21.3	18.2	16.6	14.2	37.6	15.3	20.5	18.2	19.3	16.3	21.2	21.4	14.2	13.0	25.9	18.2	18.3	14.7	37.1
FORSYTHE/GUILFORD CO.	9.0	7.1	11.8	7.4	8.6	14.2	21.3	6.0	13.5	9.9	7.6	7.4	12.0	11.5	7.9	4.8	14.7	8.0	8.0	9.4	29.0
REST	8.7	9.3	9.5	10.8	7.9	-	16.3	9.2	7.0	8.3	11.7	8.9	9.2	9.8	6.3	8.3	11.2	10.1	10.3	5.4	8.1
WILMINGTON	4.0	1.8	5.1	4.5	5.0	-	-	8.0	5.3	0.3	2.5	3.4	4.3	5.5	6.4	2.1	2.9	3.8	4.7	-	-
EAST	11.3	12.9	8.8	8.7	8.1	24.3	7.4	17.2	8.5	7.2	11.1	12.9	9.4	16.8	3.7	10.5	13.2	11.1	5.9	19.3	15.0
WEST	7.0	8.5	7.6	7.8	7.5	5.2	7.9	5.2	9.4	9.5	2.3	9.6	2.3	6.5	2.0	11.5	2.6	10.8	3.3	10.2	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 31. SURVEY AREA:

	TOTAL	EMBARRASSED/		EMBARRASSED/		ALCOHOL USE BY PEOPLE				ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE	
		AFRAID 2 TALK		AFRAID 2 TALK		YOUR AGE IS...				BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE	
		(MALE)		(FEMALE)						(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)	
		YES	NO	YES	NO	PROB-LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.
-----																					
Total	300	85	65	80	59	281	161	120	16	65	44	96	76	106	89	38	20	78	68	83	52
RALEIGH	31.7	28.8	29.1	35.1	34.8	30.1	32.1	27.5	49.2	29.1	39.0	34.2	21.0	33.5	27.5	29.2	27.7	28.6	26.9	35.4	28.3
DURHAM/WAKE COUNTIES	13.0	8.8	17.6	9.9	19.9	12.2	11.6	12.9	25.3	13.5	15.6	10.3	11.3	12.6	14.1	9.9	9.4	12.3	11.0	11.0	15.3
CUMBERLAND COUNTY	3.7	4.3	7.0	3.7	-	3.6	4.6	2.4	5.8	4.2	6.5	4.9	-	5.2	2.0	4.8	-	7.0	2.7	2.3	1.9
REST	15.0	15.7	4.5	21.5	14.8	14.4	15.9	12.3	18.1	11.5	16.9	19.0	9.6	15.6	11.3	14.5	18.3	9.4	13.2	22.1	11.1
CHARLOTTE	28.3	23.5	31.4	28.5	30.4	28.8	27.4	30.7	26.0	27.8	25.8	27.1	33.5	27.9	33.2	24.2	19.1	24.9	29.1	29.8	32.7
GASTON/MECKLENBURG CO.	12.0	7.2	12.0	15.1	12.4	12.2	12.3	12.0	11.4	9.4	4.1	14.3	16.6	11.7	12.0	14.3	9.3	10.0	8.9	14.5	16.1
REST	16.3	16.4	19.4	13.4	18.0	16.6	15.1	18.7	14.5	18.4	21.7	12.8	16.9	16.2	21.2	9.9	9.8	14.9	20.2	15.3	16.7
GREENSBORO	17.7	15.2	20.6	17.4	21.9	18.6	18.3	18.9	6.3	23.3	12.6	14.9	22.6	19.4	16.5	18.5	35.3	17.7	16.9	18.8	21.6
FORSYTHE/GUILFORD CO.	9.0	6.5	12.6	8.3	11.3	9.6	9.1	10.3	-	13.7	5.4	6.0	13.1	9.0	7.2	13.4	25.6	8.0	10.9	10.1	9.6
REST	8.7	8.8	8.0	9.0	10.5	8.9	9.2	8.6	6.3	9.6	7.2	8.9	9.5	10.4	9.2	5.1	9.7	9.7	6.1	8.7	12.0
WILMINGTON	4.0	6.2	6.5	0.4	1.9	3.9	4.0	3.8	6.7	6.5	3.2	2.2	4.2	5.0	3.5	-	-	6.7	6.2	1.3	0.7
EAST	11.3	17.4	9.4	8.2	9.4	11.1	9.0	14.0	11.8	8.4	12.1	9.4	15.0	4.9	12.7	18.4	17.9	13.6	15.2	4.6	12.4
WEST	7.0	8.8	2.9	10.4	1.7	7.5	9.3	5.1	-	4.9	7.4	12.3	3.8	9.4	6.6	9.7	-	8.5	5.6	10.0	4.4

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 31. SURVEY AREA:

	TOTAL	DANGEROUS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL				(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		SEEN TV ADS STOP UNDERAGE DRINKING		HEARD RADIO STOP UNDERAGE DRINKING	
		DANG- EROUS	Very	Smwt.	NOT DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	VERY DANG- EROUS	SMWT. DANG- EROUS	YES	NO	YES	NO
Total	300	291	217	74	5	99	18	119	55	147	55	47	11	107	41	110	32	176	123	114	183
RALEIGH	31.7	32.4	35.1	24.2	-	35.6	21.5	34.7	25.1	33.7	30.5	39.3	-	31.1	26.7	39.0	21.1	34.4	28.0	33.8	30.4
DURHAM/WAKE COUNTIES	13.0	13.1	13.6	11.6	-	14.9	15.8	12.4	10.2	14.4	15.5	12.0	-	11.6	15.9	15.5	6.1	14.3	11.2	16.1	11.3
CUMBERLAND COUNTY	3.7	3.8	4.3	2.5	-	5.6	-	3.1	3.4	4.3	3.4	3.9	-	6.8	2.2	1.8	3.0	4.7	2.3	4.0	3.1
REST	15.0	15.5	17.3	10.1	-	15.0	5.7	19.2	11.5	15.0	11.6	23.4	-	12.7	8.6	21.8	12.0	15.4	14.5	13.7	16.0
CHARLOTTE	28.3	27.9	24.8	37.1	61.3	25.1	31.2	24.5	39.0	25.6	38.8	19.7	34.1	26.8	28.4	22.8	48.3	31.7	22.9	28.2	27.8
GASTON/MECKLENBURG CO.	12.0	11.5	7.5	23.2	38.3	5.3	14.9	9.3	25.9	6.0	24.2	11.7	16.6	5.7	18.9	9.3	28.7	11.7	11.8	9.6	13.2
REST	16.3	16.5	17.3	13.9	23.0	19.8	16.4	15.3	13.1	19.6	14.5	8.0	17.5	21.1	9.4	13.6	19.7	20.0	11.1	18.5	14.6
GREENSBORO	17.7	17.3	19.0	12.5	-	19.4	8.7	18.6	13.8	19.5	11.7	22.2	17.2	17.7	11.2	20.2	14.2	16.5	19.5	12.6	21.1
FORSYTHE/GUILFORD CO.	9.0	8.7	10.1	4.4	-	9.9	8.7	10.4	3.0	9.2	4.4	18.1	-	10.4	1.9	9.9	7.8	8.3	10.1	7.3	10.2
REST	8.7	8.6	8.8	8.1	-	9.5	-	8.2	10.8	10.3	7.4	4.1	17.2	7.3	9.4	10.3	6.5	8.3	9.4	5.3	10.9
WILMINGTON	4.0	4.1	3.4	6.2	-	4.3	13.5	2.7	3.9	4.3	5.7	-	-	5.9	10.2	1.0	1.1	4.2	3.7	6.5	2.5
EAST	11.3	11.4	11.2	12.0	18.2	10.1	19.6	12.1	9.5	9.5	6.1	14.9	31.8	12.3	16.7	10.1	5.9	8.6	15.2	10.1	12.2
WEST	7.0	6.9	6.5	7.9	20.5	5.5	5.5	7.4	8.7	7.4	7.2	4.0	16.9	6.2	6.8	6.8	9.4	4.5	10.6	8.8	6.0

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## 31. SURVEY AREA:

	TOTAL   ONLINE ADS TO			SEEN ADS				ADS WILL MAKE		HEARD OF		VISITED	
	STOP UNDERAGE							MORE LIKELY 2		TALKITOUT.ORG		TALKITOUT.ORG	
	DRINKING							LISTEN/PARENT					
	YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	YES	NO	YES	NO	YES	NO	
-----													
Total	300	132	166	83	65	87	61	142	65	87	213	13	272
RALEIGH	31.7	31.5	32.3	27.8	32.3	34.9	32.5	36.0	24.5	33.7	30.9	21.6	32.5
DURHAM/WAKE COUNTIES	13.0	13.8	12.6	11.9	9.3	15.5	15.8	17.1	5.8	16.7	11.5	14.9	12.9
CUMBERLAND COUNTY	3.7	3.5	3.9	-	8.5	2.2	4.5	5.1	2.8	4.3	3.5	-	3.7
REST	15.0	14.2	15.8	15.9	14.5	17.3	12.2	13.8	15.9	12.7	15.9	6.7	15.9
CHARLOTTE	28.3	28.8	27.8	24.6	32.7	24.6	33.0	30.0	32.2	27.7	28.5	22.5	27.4
GASTON/MECKLENBURG CO.	12.0	12.3	11.4	13.1	15.1	6.1	15.1	10.7	13.8	12.5	11.8	-	12.3
REST	16.3	16.5	16.4	11.5	17.5	18.6	17.9	19.2	18.4	15.2	16.7	22.5	15.1
GREENSBORO	17.7	17.0	17.5	16.8	23.4	18.1	10.6	16.0	21.0	19.6	16.9	34.6	17.0
FORSYTHE/GUILFORD CO.	9.0	9.3	7.8	7.8	8.9	11.2	5.6	8.0	11.4	10.3	8.5	19.3	8.1
REST	8.7	7.7	9.6	9.0	14.6	7.0	5.1	7.9	9.6	9.3	8.4	15.3	8.9
WILMINGTON	4.0	5.6	2.8	4.2	1.7	1.2	10.4	3.7	4.9	6.0	3.2	7.9	3.6
EAST	11.3	8.8	13.5	18.1	8.4	8.4	10.1	10.1	6.9	9.4	12.1	13.3	11.8
WEST	7.0	8.2	6.1	8.5	1.5	12.7	3.3	4.2	10.6	3.6	8.4	-	7.6

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## 31. SURVEY AREA:

	TOTAL	SOCIAL MEDIA						AGE									
		USE SOCIAL MEDIA	Insta- gram	Face- book	You- Tube	DON'T USE SOCIAL	14/ YOUN- GER	10	11	12	13	14	15/ OLDER	15	16	17	18/ OLDER
Total	300	270	100	67	46	26	126	-	6	42	40	38	170	46	57	50	17
RALEIGH	31.7	33.4	27.6	33.3	39.6	18.3	33.3	-	49.1	39.5	28.0	29.7	30.0	30.9	38.0	24.3	17.3
DURHAM/WAKE COUNTIES	13.0	13.7	13.5	8.6	17.3	8.0	15.5	-	-	21.3	12.1	15.2	10.1	10.5	13.5	9.5	-
CUMBERLAND COUNTY	3.7	3.8	1.8	5.4	4.0	3.4	4.4	-	17.4	2.2	4.5	4.8	3.3	-	8.1	1.9	-
REST	15.0	16.0	12.3	19.3	18.4	6.9	13.4	-	31.7	16.1	11.4	9.8	16.6	20.5	16.4	12.9	17.3
CHARLOTTE	28.3	26.3	24.4	23.5	23.8	40.9	28.7	-	36.7	16.0	37.3	32.5	27.5	33.1	22.0	23.4	42.8
GASTON/MECKLENBURG CO.	12.0	12.0	15.3	5.4	7.8	9.8	8.5	-	15.0	6.4	6.6	11.7	14.9	19.5	9.7	9.1	36.9
REST	16.3	14.2	9.1	18.0	16.0	31.0	20.2	-	21.7	9.6	30.7	20.8	12.6	13.7	12.3	14.4	5.9
GREENSBORO	17.7	17.1	21.0	16.5	13.3	26.2	17.0	-	14.2	20.9	20.1	10.0	18.6	19.4	14.6	20.6	24.2
FORSYTHE/GUILFORD CO.	9.0	8.2	10.8	3.5	8.7	18.7	9.6	-	14.2	11.4	14.2	2.0	8.8	12.8	8.8	6.5	4.7
REST	8.7	8.9	10.1	13.0	4.5	7.5	7.5	-	-	9.4	5.9	8.0	9.8	6.6	5.8	14.1	19.4
WILMINGTON	4.0	4.4	3.2	9.4	5.4	-	5.3	-	-	8.3	-	8.3	3.1	-	5.6	4.3	-
EAST	11.3	11.5	16.9	5.2	9.6	10.1	10.5	-	-	10.6	9.0	13.7	12.2	10.1	11.2	17.6	4.9
WEST	7.0	7.3	6.9	12.2	8.2	4.6	5.1	-	-	4.8	5.5	5.8	8.6	6.5	8.5	9.8	10.8

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 31. SURVEY AREA:

	TOTAL	WHITE		AFRICAN AMER.		(MALE)		(FEMALE)		RACE				(MALE)		(FEMALE)		GENDER		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total	300	85	119	26	34	65	85	61	84	25	208	60	3	3	109	34	99	26	154	146
RALEIGH	31.7	29.8	33.0	36.1	27.0	30.1	26.9	36.7	33.1	28.2	32.0	30.9	67.1	23.6	31.8	21.4	32.1	43.3	28.8	34.8
DURHAM/WAKE COUNTIES	13.0	15.9	12.0	14.7	5.5	10.4	12.1	21.0	8.1	12.2	14.3	9.4	-	6.2	14.6	5.4	14.0	14.7	12.3	13.7
CUMBERLAND COUNTY	3.7	5.3	3.1	-	5.3	7.0	4.3	1.6	2.3	4.0	4.0	3.0	-	-	5.8	5.4	1.9	-	5.3	2.0
REST	15.0	8.5	17.8	21.4	16.2	12.7	10.5	14.1	22.7	11.9	13.7	18.4	67.1	17.4	11.4	10.6	16.2	28.6	11.2	19.0
CHARLOTTE	28.3	30.4	28.5	22.2	21.5	29.1	24.1	28.3	31.0	36.1	29.7	21.8	-	35.0	30.6	11.1	28.8	35.8	26.8	29.8
GASTON/MECKLENBURG CO.	12.0	9.3	14.2	7.2	16.0	9.4	10.1	7.5	19.7	15.2	12.0	12.2	-	-	12.7	-	11.1	28.3	9.6	14.5
REST	16.3	21.1	14.3	15.0	5.5	19.6	13.9	20.9	11.3	20.9	17.8	9.5	-	35.0	17.9	11.1	17.6	7.5	17.3	15.3
GREENSBORO	17.7	18.5	17.2	21.0	25.3	16.0	18.7	18.1	18.5	7.8	17.4	23.5	-	7.9	15.4	25.4	19.6	20.9	17.1	18.3
FORSYTHE/GUILFORD CO.	9.0	10.1	6.1	13.4	19.7	10.9	7.7	8.2	9.9	3.5	7.7	17.0	-	-	6.3	19.8	9.1	13.4	8.9	9.1
REST	8.7	8.3	11.1	7.6	5.5	5.1	11.0	10.0	8.7	4.3	9.7	6.4	-	7.9	9.0	5.6	10.5	7.5	8.2	9.2
WILMINGTON	4.0	6.1	3.6	-	-	9.8	5.0	0.6	1.3	8.8	4.6	-	-	11.6	7.7	-	1.1	-	6.9	1.0
EAST	11.3	8.2	9.4	20.7	15.4	12.1	15.3	8.8	8.9	15.1	8.8	17.6	32.9	4.9	9.3	31.1	8.2	-	13.6	8.9
WEST	7.0	6.9	8.3	-	10.9	2.9	10.0	7.4	7.1	4.0	7.6	6.2	-	16.9	5.2	11.0	10.2	-	6.8	7.2