

## THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA NORTH CAROLINA PARENTS OF CHILDREN GRADES 6–12 APRIL 9, 2015

1. ARE YOU THE PARENT OR LEGAL GUARDIAN OF A CHILD IN THIS HOUSEHOLD WHO IS IN THE SIXTH THROUGH TWELFTH GRADES? IF NOT, IS THERE A PARENT OR LEGAL GUARDIAN OF A CHILD IN THE SIXTH THROUGH TWELFTH GRADES IN THIS HOUSEHOLD THAT I CAN SPEAK TO?

Total	500
YES	100.0

2. HOW MANY CHILDREN DO YOU HAVE IN THE SIXTH THROUGH TWELFTH GRADES?

Total	500
1	57.9
2 OR MORE	41.4
2	33.9
3	5.0
4	2.3
5 OR MORE	0.3
DK/REFUSED	0.6
Mean	1.52

3. AT WHAT AGE DO YOU THINK IT'S APPROPRIATE TO START TALKING ABOUT ALCOHOL ABUSE AND UNDERAGE DRINKING WITH YOUR CHILDREN?

Total	500
10/YOUNGER	47.5
5/YOUNGER	8.5
6	3.6
7	3.4
8	6.1
9	4.2
10	21.7
11 YEARS/OLDER	41.0
11	7.9
12	22.1
13	8.3
14	2.7
15/OLDER	10.4
DK/REFUSED	4.2
Mean	10.41

4. HAVE YOU TALKED ABOUT ALCOHOL ABUSE AND UNDERAGE DRINKING WITH YOUR CHILDREN?

Total	500
YES	93.6
NO/NOT YET	6.4

5. WOULD YOU SAY YOU FREQUENTLY, SOMETIMES OR RARELY TALK ABOUT ALCOHOL ABUSE AND UNDERAGE DRINKING WITH YOUR CHILDREN?

Total Answering	468
FREQUENTLY	42.9
SOMETIMES	40.9
RARELY	15.5
DK/REFUSED	0.8

6. SPECIFICALLY, HAVE YOU TALKED ABOUT ALCOHOL ABUSE OR UNDERAGE DRINKING WITH YOUR CHILDREN IN THE LAST FEW MONTHS?

Total Answering	468
YES	85.6
NO	13.1
DK/REFUSED	1.3

7. HAVE YOU DONE ANY RESEARCH ABOUT UNDERAGE DRINKING OR WAYS TO TALK TO YOUR CHILDREN ABOUT IT?

Total	500
YES	24.5
NO	75.1
DK/REFUSED	0.4

8. WOULD YOU SAY THE RESEARCH OR ADVICE WAS VERY HELPFUL, SOMEWHAT HELPFUL, NOT REALLY HELPFUL OR NOT HELPFUL AT ALL?

Total Answering	123
HELPFUL	96.6
VERY	40.3
SOMEWHAT	56.3
NOT HELPFUL	2.3
SOMEWHAT	1.1
VERY	1.2
DK/REFUSED	1.0

9. DO YOU THINK UNDERAGE DRINKING IN YOUR COMMUNITY IS A SERIOUS PROBLEM, A MINOR PROBLEM OR NOT A PROBLEM AT ALL?

Total	500
PROBLEM	87.4
SERIOUS	43.9
MINOR	43.5
NOT AT ALL	7.4
DK/REFUSED	5.2

10. HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL?

Total	500
CONCERNED	58.5
VERY	15.6
SOMEWHAT	42.9
NOT AT ALL	40.5
DK/REFUSED	1.0

11. WHO OR WHAT DO YOU THINK HAS THE MOST INFLUENCE ON MINORS AND WHETHER OR NOT THEY DRINK ALCOHOL?

Total	500
FRIENDS & PEERS	60.1
PARENTS	29.9
THE MEDIA	7.2
SCHOOL SYSTEM	0.8
DK/REFUSED	2.0

12. AT WHAT AGE DO YOU THINK IT'S APPROPRIATE FOR YOUR CHILDREN TO TRY AN ALCOHOLIC DRINK?

Total	500
14/YOUNGER	3.6
10/YOUNGER	0.6
11	0.6
12	1.1
13	0.1
14	1.2
15 – 17	6.6
15	1.4
16	3.6
17	1.7
18/OLDER	79.1
18	18.6
19	2.3
20	0.9
21/OLDER	57.3
DK/REFUSED	10.7
Mean	19.58

13. ARE YOU AWARE OR UNAWARE THAT MANY CHILDREN START DRINKING ALCOHOL BEFORE THE AGE OF 15? IF YOU ARE UNAWARE, PLEASE SAY SO.

Total	500
AWARE	89.6
UNAWARE	9.6
DK/REFUSED	0.8

14. DO YOU CONSIDER CHILDREN STARTING TO DRINK ALCOHOL BEFORE THE AGE OF 15 TO BE A CRISIS, A PROBLEM BUT NOT A CRISIS OR NOT A PROBLEM?

Total	500
PROBLEM	94.8
CRISIS	38.3
PROBLEM	56.5
NOT A PROBLEM	3.3
DK/REFUSED	1.9

15. PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT ABOUT UNDERAGE DRINKING? "PARENTS OFTEN DO NOT FEEL FULLY PREPARED WITH THE INFORMATION OR RESOURCES THEY NEED TO PROPERLY ADDRESS UNDERAGE DRINKING WITH THEIR CHILDREN."

(Net Diff. = AGREE-DISAGREE)

Total	500
AGREE	66.0
STRONGLY	33.3
SOMEWHAT	32.6
DISAGREE	30.8
SOMEWHAT	20.8
STRONGLY	9.9
DK/REFUSED	3.2
Net Diff.	35.2

16. PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT ABOUT UNDERAGE DRINKING? "IT'S NEVER TOO EARLY TO TALK TO YOUR KIDS ABOUT THE DANGERS OF ALCOHOL, BUT IT CAN BE TOO LATE."

(Net Diff. = AGREE-DISAGREE)

Total	500
AGREE	95.5
STRONGLY	85.4
SOMEWHAT	10.1
DISAGREE	4.0
SOMEWHAT	2.9
STRONGLY	1.1
DK/REFUSED	0.6
Net Diff.	91.5

17. FROM WHERE DO YOU THINK MOST MINORS TYPICALLY GET ALCOHOL?

Total	500
FRIENDS	55.9
THEIR OWN PARENTS	19.7
OTHER FAMILY	8.1
FRIEND'S PARENTS	7.3
STORES	2.4
SIBLINGS	0.8
DK/REFUSED	5.8

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

Total	500
YES	48.9
NO	50.7
DK/REFUSED	0.4

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

Total	500
YES	25.9
NO	71.6
DK/REFUSED	2.5

20. OVER THE LAST FEW MONTHS, HAVE YOU SEEN ANY ONLINE ADS ON WEBSITES OR SOCIAL MEDIA SITES ABOUT STOPPING UNDERAGE DRINKING?

Total	500
YES	19.6
NO	79.2
DK/REFUSED	1.1

21. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

Total Answering	272
MOTHER AND DEAD DAUGHTER	15.4
PARENTS TOO LATE TO TALK TO KIDS	11.5
BOY IN WHEELCHAIR	8.9
DANGERS OF DRINKING	6.3
GRAPHIC/INTENSE	4.9
POWERFUL/EMOTIONAL	3.8
UNDERAGE DRINKING	3.6
DON'T DRINK/DRIVE	3.0
WRECKED VEHICLES/CRASHES	3.0
RAISING AWARENESS	2.4
NEED TO STOP UNDERAGE DRINKING	1.6
MORE LIKELY TO HAVE AN ACCIDENT	1.4
DEMONSTRATED THE EFFECTS OF ALCOHOL	1.3
GENERAL INFORMATION	1.2
CRYING ABOUT DEAD KID IN HOSPITAL	1.2
EFFECT ON FAMILIES	1.1
RUNS DURING THE PROM SEASON	1.1
WILL TAKE AWAY LICENSE	1.0
SPONSORED BY THE GOVERNMENT	0.9
BEING DESTRUCTIVE	0.9
ASK KIDS TO TALK TO PARENTS	0.8
CRISIS CENTER NUMBER	0.7
BE REASONABLE DRINKERS	0.7
DON'T LET FRIENDS DRINK/DRIVE	0.5
VICTIMS' AFTERMATH	0.5
PARENTS TALKING TO DEAD CHILD	0.5
STATISTICS	0.4
KIDS IN HANDCUFFS	0.4
TEEN CHALLENGE	0.3
GIVING ALCOHOL TO A MINOR IS A CRIME	0.3
CHILDREN DRINKING & RUNNING	0.1
OFF THE ROAD	
DON'T KNOW	20.4

22. WOULD YOU SAY THE ADS MAKE YOU MORE LIKELY OR LESS LIKELY TO TALK WITH YOUR CHILDREN ABOUT UNDERAGE DRINKING AND THE DANGERS OF ALCOHOL? IF IT MAKES NO DIFFERENCE, JUST SAY SO.

Total	288
MORE LIKELY	78.2
MUCH	52.5
SOMEWHAT	25.7
LESS LIKELY	0.3
SOMEWHAT	0.1
MUCH	0.2
NO DIFFERENCE	21.1
DK/REFUSED	0.4

23. SPECIFICALLY, HAVE YOU SEEN A TELEVISION AD WITH A MOTHER AT A FUNERAL HOME PUTTING EARRINGS AND FLOWERS ON HER DAUGHTER IN A CASKET AND THE AD SAYING IT'S NEVER TOO EARLY TO TALK TO YOUR KIDS ABOUT THE DANGERS OF ALCOHOL, BUT IT CAN BE TOO LATE?

Total	500
YES	50.3
NO	48.8
DK/REFUSED	0.9

24. SPECIFICALLY, HAVE YOU SEEN A TELEVISION AD WITH A FATHER PREPARING FOOD AND FEEDING HIS SON WHO IS UNABLE TO FEED HIMSELF AND THE AD SAYING IT'S NEVER TOO EARLY TO TALK TO YOUR KIDS ABOUT THE DANGERS OF ALCOHOL BUT IT CAN BE TOO LATE?

Total	500
YES	50.5
NO	47.8
DK/REFUSED	1.6

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

Total	500
YES	28.9
NO	68.9
DK/REFUSED	2.2



26. HAVE YOU OR ANY OTHER ADULT IN YOUR HOUSEHOLD EVER GONE TO THE WEBSITE TALKITOUTNC.ORG?

Total	500
YES	5.7
NO	91.6
DK/REFUSED	2.6

27. IF ADULTS HOSTED A GATHERING ON THEIR PROPERTY AND WERE CAUGHT BY LAW ENFORCEMENT FOR KNOWINGLY SERVING ALCOHOL TO MINORS, HOW LIKELY DO YOU THINK THOSE ADULTS WOULD BE PROSECUTED FOR PROVIDING ALCOHOL TO MINORS?

Total	500
LIKELY	75.9
VERY	43.4
SOMEWHAT	32.6
NOT LIKELY	20.2
NOT TOO	15.6
NOT AT ALL	4.6
DK/REFUSED	3.9

28. HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK?

Total	500
REGULARLY	28.1
2 OR MORE	15.6
ONCE A WEEK	12.5
NOT REGULARLY	15.3
EVERY COUPLE WEEKS	7.7
ONCE A MONTH	7.6
RARELY	56.3
RARELY	25.4
NEVER	30.9
DK/REFUSED	0.2

29. WHAT 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	500
USE SOCIAL MEDIA	76.7
FACEBOOK	60.2
YOUTUBE	5.6
LINKED-IN	2.7
INSTAGRAM	2.7
PINTEREST	2.3
TWITTER	1.5
GOOGLE PLUS	1.4
OTHER	0.3
TUMBLR	-
DON'T USE/SOCIAL NTRWK	19.2
DON'T USE INTERNET	4.0
DK/REFUSED	0.2

30. IF YOU WERE TO LABEL YOURSELF, WOULD YOU SAY YOU ARE A LIBERAL, A MODERATE, OR A CONSERVATIVE IN YOUR POLITICAL BELIEFS?

Total	500
LIBERAL	20.2
VERY	6.9
SOMEWHAT	13.3
MODERATE	29.1
SOMEWHAT	23.2
VERY	21.3
CONSERVATIVE	44.5
DK/REFUSED	6.2
Mean	3.41

31. WITH WHICH POLITICAL PARTY ARE YOU REGISTERED?

Total	500
REPUBLICAN	33.2
DEMOCRAT	40.5
INDEPENDENT/OTHER	24.3
INDEPENDENT	21.3
OTHER	3.0
DK/REFUSED	2.0

32. WHAT ARE THE AGES OF ALL OF YOUR CHILDREN IN THE SIXTH THROUGH TWELFTH GRADES?

Total	500
14/YOUNGER	64.1
10/YOUNGER	3.1
11	6.8
12	25.2
13	20.0
14	18.6
15/OLDER	60.9
15	18.4
16	20.7
17	23.0
18/OLDER	10.4
DK/REFUSED	1.9
Mean	14.43

33. REGARDING THE GENDER OF YOUR CHILDREN IN THE SIXTH THROUGH TWELFTH GRADES, DO YOU ONLY HAVE MALES, ONLY HAVE FEMALES OR DO YOU HAVE BOTH?

Total	500
MALE ONLY	34.4
FEMALE ONLY	40.0
BOTH	24.6
DK/REFUSED	1.1

34. WHICH OF THE FOLLOWING BEST DESCRIBES THE AREA WHERE YOU LIVE — A CITY OF 100,000 OR MORE, A SUBURB OF A CITY OF 100,000 OR MORE, OR A SMALL CITY, TOWN, OR RURAL AREA?

Total	500
CITY	20.9
SUBURB	20.1
SMALL CITY/RURAL	57.9
DK/REFUSED	1.0

35. WHAT IS YOUR ANNUAL HOUSEHOLD INCOME — IS IT UNDER \$20,000; BETWEEN \$20,001 & \$40,000; BETWEEN \$40,001 & \$60,000; BETWEEN \$60,001 & \$75,000; \$75,001 TO \$100,000; OR OVER \$100,000?

Total	500
UNDER \$20k	5.6
\$20k–\$40k	8.8
\$40k–\$60k	12.4
\$60k–\$75k	11.1
\$75k–\$100k	13.2
OVER \$100k	27.0
REFUSED	21.9
Mean	88974

36. WHAT IS THE LAST GRADE OF FORMAL EDUCATION YOU HAVE COMPLETED?

Total	500
NOT COLLEGE GRAD.	40.5
SOME HIGH SCHOOL/LESS	2.6
HIGH SCHOOL GRAD.	17.5
SOME COLLEGE	20.5
COLLEGE GRAD.	58.9
COLLEGE GRAD.	38.1
POST GRAD. WORK	20.7
REFUSE	0.6

37. WHAT IS YOUR CURRENT MARITAL STATUS?

Total	500
SINGLE, NEVER MARRIED	7.5
MARRIED	80.8
SEPARATED	2.2
DIVORCED	7.3
WIDOWED	1.1
REFUSE	1.1

38. WHAT IS YOUR RELIGION?

Total	500
PROTESTANT	65.2
CATHOLIC	14.4
JEWISH	0.2
MORMON/L.D.S.	0.7
MUSLIM/ISLAMIC	0.6
ATHEIST/AGNOSTIC	2.1
OTHER	1.8
DK/REFUSED	15.0

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

Total	500
YES	7.2
NO	92.3
DK/REFUSED	0.5

40. WHAT IS YOUR MAIN RACIAL BACKGROUND?

Total	500
HISPANIC	7.2
WHITE	67.4
AFRICAN AMERICAN	21.0
ASIAN	0.6
OTHER	2.8
DK/REFUSED	1.0

41. WHAT IS YOUR AGE?

Total	500
18–29	1.0
30–40	28.2
41–55	60.6
56–65	5.0
OVER 65	1.8
REFUSED	3.4
Mean	45.05

42. GENDER:

Total	500
MALE	42.0
FEMALE	58.0

43. SURVEY AREA:

Total 500	
RALEIGH	31.6
DURHAM/WAKE COUNTIES	13.0
CUMBERLAND COUNTY	3.6
REST	15.0
CHARLOTTE	28.4
GASTON/MECKLEN. CO.	12.0
REST	16.4
GREENSBORO	17.8
FORSYTHE/GUILFORD CO.	9.0
REST	8.8
WILMINGTON	4.2
EAST	11.4
WEST	6.6