

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA NORTH CAROLINA STATEWIDE — STUDENTS GRADES 6–12 APRIL 17, 2015

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

Total	300
YES	100.0

2. WHAT GRADE ARE YOU IN?

Total	300
6th–8th	39.5
6th	12.4
7th	14.1
8th	13.0
9th–12th	60.5
9th	14.3
10th	16.5
11th	17.0
12th	12.7
OTHER	—
DK/REFUSED	—
Mean	9.10

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

Total	300
YES	59.9
NO	39.8
DK/REFUSED	0.3

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

Total	300
OKAY	42.8
NOT OKAY	48.5
REFUSED	8.7

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

Total	300
YES	67.0
NO	32.7
DK/REFUSED	0.3

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

Total Answering	201
14 YEARS/YOUNGER	41.7
6 YEARS/YOUNGER	1.0
7	-
8	1.4
9	-
10	1.9
11	2.8
12	7.3
13	13.3
14	14.0
15 YEARS/OLDER	46.2
15	23.0
16	18.4
17	3.5
18/OLDER	1.3
REFUSED	12.2
Mean	14.17

7. HOW OFTEN DO THEY DRINK ALCOHOL?

Total Answering	201
AT LEAST ONCE/MONTH	47.4
AT LEAST ONCE/WEEK	21.3
AT LEAST ONCE/MONTH	26.0
LESS ONCE/MONTH	33.4
DK/REFUSED	19.2

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

Total	300
EASY	36.1
VERY EASY	5.0
PRETTY EASY	31.0
HARD	56.6
PRETTY HARD	31.6
VERY HARD	25.1
DK/REFUSED	7.3
Net Diff.	-20.5

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

Total	300
THEIR OWN PARENTS	18.3
FRIEND'S PARENTS	5.5
FRIENDS	41.0
BROTHERS/SISTERS	9.9
OTHER FAMILY	10.8
STORES	5.8
DK/REFUSED	8.8

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

Total	300
TALK	77.8
A LOT	19.3
SOMETIMES	58.4
NEVER	21.2
DK/REFUSED	1.0

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

Total	300
YES	64.2
NO	34.6
DK/REFUSED	1.2

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

Total	300
YES	55.0
NO	41.3
DK/REFUSED	3.7

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

Total	300
PROBLEM	93.6
BIG PROBLEM	53.7
SMALL PROBLEM	39.9
NOT A PROBLEM	5.2
DK/REFUSED	1.2

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

Total	300
DANGEROUS	96.9
VERY	72.4
SOMEWHAT	24.5
NOT DANGEROUS	1.6
DK/REFUSED	1.5

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	300
YES	76.4
NO	22.0
DK/REFUSED	1.6

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

Total	300
YES	58.8
NO	40.9
DK/REFUSED	0.3

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

Total	300
YES	38.0
NO	61.0
DK/REFUSED	0.9

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

Total	300
YES	43.9
NO	55.3
DK/REFUSED	0.9

19. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

Total Answering	213
DANGERS OF DRINKING	26.6
DON'T DRINK & DRIVE	10.5
UNDERAGE DRINKING	8.2
DAD FEEDING CHILD IN WHEELCHAIR	5.8
INTENSE/GRAPHIC	4.7
WRECKED VEHICLES/CRASHES	4.4
BURYING A CHILD	4.0
DEMONSTRATED THE EFFECTS	3.0
STATISTICS	3.0
PARENTS SHOULD TALK EARLY	2.5
CHILD HAS BRAIN DAMAGE	2.4
MORE LIKELY TO HAVE AN ACCIDENT	2.1
VICTIMS' AFTERMATH	1.8
CRYING ABOUT DEAD KID IN HOSPITAL	0.9
ABOUT TEENAGERS	0.8
DON'T GIVE IN TO PEER PRESSURE	0.8
OPENED DOOR AND ALCOHOL CAME OUT	0.5
RAISING AWARENESS	0.5
KIDS IN HANDCUFFS	0.5
ALCOHOL SIGN/LINE THROUGH IT	0.5
SUPPORT GROUP	0.5
SKATEBOARDER	0.4
GENERAL INFORMATION	0.4
SPONSORED BY THE GOVERNMENT	0.4
BE REASONABLE DRINKERS	0.4
DRUGS ARE BAD	0.1
DON'T KNOW	14.4

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 Answering	213
YES	66.7
NO	30.6
DK/REFUSED	2.7

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

Total	300
YES	29.1
NO	70.9
DK/REFUSED	-

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

Total	300
YES	4.4
NO	90.5
DK/REFUSED	5.1

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	300
USE SOCIAL MEDIA	90.1
INSTAGRAM	33.2
FACEBOOK	22.4
YOUTUBE	15.3
TWITTER	13.6
OTHER	3.0
TUMBLR	1.6
PINTEREST	1.0
LINKED-IN	-
DON'T USE/SOCIAL NETWORKS	8.8
DON'T USE INTERNET	0.1
DK/REFUSED	1.0

24. HOW OLD ARE YOU?

Total	300
14/YOUNGER	42.0
10	-
11	1.9
12	14.0
13	13.3
14	12.7
15/OLDER	56.6
15	15.3
16	18.9
17	16.7
18/OLDER	5.8
REFUSED	1.4
Mean	14.80

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

Total	300
YES	8.3
NO	91.0
DK/REFUSED	0.7

26. WHAT IS YOUR MAIN RACIAL BACKGROUND?

Total	300
HISPANIC	8.3
WHITE	69.3
AFRICAN AMERICAN	20.0
ASIAN	1.0
OTHER	1.0
DK/REFUSED	0.4

27. GENDER:

Total	300
MALE	51.3
FEMALE	48.7

28. SURVEY AREA:

Total	300
RALEIGH	31.7
DURHAM/WAKE COUNTIES	13.0
CUMBERLAND COUNTY	3.7
REST	15.0
CHARLOTTE	28.3
GASTON/MECKLENBURG CO.	12.0
REST	16.3
GREENSBORO	17.7
FORSYTHE/GUILFORD CO.	9.0
REST	8.7
WILMINGTON	4.0
EAST	11.3
WEST	7.0