

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA NORTH CAROLINA PARENTS OF CHILDREN GRADES 6–12 FEBRUARY 24, 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	59.7
2 OR MORE	39.4
2	30.8
3	6.4
4	2.0
5 OR MORE	0.3
DK/REFUSED	0.9
Mean	1.51

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	47.7
5/YOUNGER	10.0
6	3.9
7	2.8
8	6.5
9	3.2
10	21.5
11 YEARS/OLDER	40.5
11	8.2
12	19.6
13	9.8
14	3.0
15/OLDER	7.1
DK/REFUSED	4.7
Mean	10.32

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

Total	500
YES	92.4
NO/NOT YET	7.6

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

Total Answering	462
FREQUENTLY	38.6
SOMETIMES	46.4
RARELY	14.6
DK/REFUSED	0.5

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

Total Answering	462
YES	82.6
NO	16.1
DK/REFUSED	1.3

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

Total	500
PROBLEM	84.4
Serious	42.6
Minor	41.8
NOT A PROBLEM	10.0
DK/REFUSED	5.5

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

Total	500
CONCERNED	59.3
VERY	19.6
SOMEWHAT	39.8
NOT AT ALL	40.5
DK/REFUSED	0.6

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

Total	500
FRIENDS & PEERS	57.5
PARENTS	33.9
THE MEDIA	6.2
SCHOOL SYSTEM	1.0
DK/REFUSED	2.5

10. 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	1.4
11	0.2
12	1.2
13	0.7
14	1.0
15 – 17	11.5
15	2.5
16	4.8
17	4.1
18/OLDER	75.1
18	17.5
19	2.1
20	1.5
21/OLDER	53.9
DK/REFUSED	9.9
Mean	19.35

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

Total	500
YES	46.3
NO	53.0
DK/REFUSED	0.6

12. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

Total Answering	232
SUBJECT RECALL ONLY	12.4
ANTI-DRINK & DRIVE	12.4
DON'T WAIT	10.7
DEATH/DISABILITY/INJURY	8.5
ACCIDENTS/WRECKS	8.0
TALK TO KIDS/DRINKING	7.7
SEVERITY/DANGER	7.2
ANTI-UNDERAGE DRINKING	6.2
PARENTS W/ DISABLED KID	4.3
SAD/NEGATIVE AD	3.4
SCARE TACTIC/INEFFECTIVE	3.2
PARENTAL INFLUENCE	2.2
AFFECTS LIVES/RELATIONS	0.9
M.A.D.D.	0.9
POLICE/JAIL	0.9
TOO MUCH DRINK/NEED ADS	0.6
GIRL IN BACKSEAT	0.5
OTHER	0.4
DON'T KNOW	9.6

13. NOW SWITCHING TOPICS, HAVE YOU TALKED WITH YOUR CHILDREN ABOUT WHAT'S GOOD AND BAD FOR THEIR BRAIN OR HOW THEIR BRAIN DEVELOPS AS THEY GROW UP?

Total	500
YES	70.4
NO	29.1
DK/REFUSED	0.6

14. AT ABOUT WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED?

Total	500
17/YOUNGER	21.2
14/Younger	11.0
15-17	10.2
18-20	27.9
21/OLDER	44.1
DK/REFUSED	6.8
Mean	20.31

15. WHEN TALKING TO YOUR CHILDREN ABOUT UNDERAGE DRINKING, HOW OFTEN DO YOU TALK TO THEM ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN? (Net Diff. = OFTEN-NOT OFTEN)

Total Answering	462
TALK	70.5
Always	31.9
Sometimes	38.6
NOT OFTEN	27.3
Rarely	18.7
Never	8.6
DK/REFUSED	2.2
Net Diff.	43.2

16. GENERALLY SPEAKING, DO YOU THINK UNDERAGE DRINKING SIGNIFICANTLY AFFECTS THE BRAIN HEALTH AND DEVELOPMENT OF TEENAGERS IN MIDDLE SCHOOL AND HIGH SCHOOL?

Total	500
YES	92.2
NO	4.9
DK/REFUSED	2.9

17. DO YOU THINK TALKING TO YOUR CHILDREN ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT WOULD BE AN EFFECTIVE OR INEFFECTIVE WAY TO INFLUENCE THEIR DECISIONS ABOUT DRINKING ALCOHOL? (Net Diff. = EFFECTIVE-INEFFECTIVE)

Total	500
EFFECTIVE	83.9
Very	49.8
Somewhat	34.1
INEFFECTIVE	13.3
Somewhat	9.3
Very	4.0
DK/REFUSED	2.8
Net Diff.	70.5

18. NOW I'M GOING TO READ YOU VARIOUS STATEMENTS ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT. PLEASE TELL ME HOW CONVINCING YOU FIND EACH STATEMENT AS AN ARGUMENT IN FAVOR OF DOING MORE TO PREVENT UNDERAGE DRINKING. WOULD YOU SAY THE STATEMENT IS VERY CONVINCING, SOMEWHAT CONVINCING, NOT TOO CONVINCING, OR NOT AT ALL CONVINCING?

"THE BRAIN DOES NOT FINISH DEVELOPING UNTIL A PERSON'S MID-TWENTIES. PREVENTING UNDERAGE DRINKING WILL HELP A TEENAGER'S BRAIN HAVE A HEALTHY AND FULL DEVELOPMENT." (Net Diff. = CONVINCING-NOT CONVINCING)

Total	500
CONVINCING	85.6
Very	48.3
Somewhat	37.2
NOT CONVINCING	13.7
Not Too	7.9
Not at All	5.9
DK/REFUSED	0.7
Net Diff.	71.8
Mean	3.29

19. "TEENAGERS ARE LESS SENSITIVE TO THE SEDATIVE EFFECTS OF ALCOHOL, MAKING THEM MORE LIKELY TO BRING DRINK WHICH CAN LEAD TO RISKY BEHAVIOR, VIOLENCE, UNSAFE SEX AND BLACKOUTS." (Net Diff. = CONVINCING-NOT CONVINCING)

Total	500
CONVINCING	88.4
Very	60.1
Somewhat	28.3
NOT CONVINCING	11.2
Not Too	6.6
Not at All	4.6
DK/REFUSED	0.4
Net Diff.	77.2
Mean	3.44

20. "SCIENTIFIC EVIDENCE SHOWS THAT UNDERAGE DRINKING CAN DAMAGE THE PARTS OF THE BRAIN RESPONSIBLE FOR JUDGEMENT, REASONING, IMPULSE CONTROL, LEARNING AND MEMORY." (Net Diff. = CONVINCING-NOT CONVINCING)

Total	500
CONVINCING	92.6
Very	60.6
Somewhat	32.0
NOT CONVINCING	7.1
Not Too	5.1
Not at All	2.0
DK/REFUSED	0.3
Net Diff.	85.5
Mean	3.52

21. "ALCOHOL KILLS BY SHUTTING DOWN THE PART OF THE BRAIN THAT TELLS YOU TO BREATHE. TEENS ARE MORE AT RISK FOR THIS BECAUSE THEY ARE PHYSIOLOGICALLY PREDISPOSED TO BINGE DRINKING." (Net Diff. = CONVINCING-NOT CONVINCING)

Total	500
CONVINCING	85.2
Very	53.6
Somewhat	31.6
NOT CONVINCING	11.3
Not Too	8.0
Not at All	3.3
DK/REFUSED	3.5
Net Diff.	73.9
Mean	3.40

22. "IMAGES OF THE BRAIN SHOW TEENAGERS WHO DRINK HEAVILY HAVE LESS BRAIN ACTIVITY AND DRINKERS." (Net Diff. = CONVINCING-NOT CONVINCING)

Total	500
CONVINCING	87.7
Very	60.1
Somewhat	27.7
NOT CONVINCING	9.7
Not Too	5.9
Not at All	3.8
DK/REFUSED	2.5
Net Diff.	78.0
Mean	3.48

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

Total	500
YES	36.1
NO	62.0
DK/REFUSED	1.8

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

Total	500
YES	7.0
NO	90.6
DK/REFUSED	2.3

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

Total	500
REGULARLY	34.4
2 or More	20.0
Once a week	14.5
NOT REGULARLY	13.0
Every Couple Weeks	6.0
Once a Month	7.0
RARELY/NEVER	52.1
Rarely	23.1
Never	29.1
DK/REFUSED	0.4

26. 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	22.6
VERY	8.9
SOMEWHAT	13.7
MODERATE	28.6
SOMEWHAT	18.2
VERY	25.7
CONSERVATIVE	43.9
DK/REFUSED	4.9
Mean	3.40

27. WITH WHICH POLITICAL PARTY ARE YOU REGISTERED?

Total	500
REPUBLICAN	32.8
DEMOCRAT	39.6
INDEPENDENT/OTHER	24.6
INDEPENDENT	21.2
OTHER	3.4
DK/REFUSED	3.0

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

Total	500
14/YOUNGER	60.9
10/YOUNGER	3.5
11	11.6
12	17.5
13	19.9
14	19.8
15/OLDER	56.0
15	18.1
16	19.9
17	14.5
18/OLDER	11.7
DK/REFUSED	5.5
Mean	14.29

29. 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	36.2
FEMALE ONLY	34.0
BOTH	27.1
DK/REFUSED	2.7

30. 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	25.5
SUBURB	20.7
SMALL CITY/RURAL	51.6
DK/REFUSED	2.2

31. 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	6.4
\$20k-\$40k	11.5
\$40k-\$60k	13.4
\$60k-\$75k	10.8
\$75k-\$100k	13.3
OVER \$100k	27.9
REFUSED	16.7
Mean	86650

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

Total	500
NOT COLLEGE GRAD.	39.0
SOME HIGH SCHOOL/LESS	5.4
HIGH SCHOOL GRAD.	13.6
SOME COLLEGE	19.9
COLLEGE GRAD.	58.8
COLLEGE GRAD.	43.0
POST GRAD. WORK	15.8
REFUSE	2.2

33. WHAT IS YOUR CURRENT MARITAL STATUS?

Total	500
SINGLE, NEVER MARRIED	7.8
MARRIED	74.6
SEPARATED	2.2
DIVORCED	11.3
WIDOWED	1.8
REFUSE	2.2

34. WHAT IS YOUR RELIGION?

Total	500
PROTESTANT	64.5
CATHOLIC	11.8
JEWISH	1.2
MORMON/L.D.S.	1.8
MUSLIM/ISLAMIC	0.2
ATHEIST/AGNOSTIC	5.6
OTHER	1.8
DK/REFUSED	13.1

35. DO YOU CONSIDER YOURSELF TO BE AN EVANGELICAL, OR BORN AGAIN CHRISTIAN?

Total	347
YES	69.6
NO	27.6
DK/REFUSED	2.9

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

Total	500
YES	6.0
NO	92.9
DK/REFUSED	1.1

37. WHAT IS YOUR MAIN RACIAL BACKGROUND?

Total	500
HISPANIC	6.0
WHITE	67.2
AFRICAN AMERICAN	20.6
ASIAN	1.0
OTHER	4.2
DK/REFUSED	1.0

41. WHAT IS YOUR AGE?

Total	500
18-29	0.6
30-40	28.1
41-55	60.2
56-65	4.9
OVER 65	2.0
REFUSED	4.2
Mean	45.17

42. GENDER:

Total	500
MALE	42.0
FEMALE	58.0

43. SURVEY AREA:

Total	500
RALEIGH	31.6
DURHAM/WAKE COUNTIES	12.8
CUMBERLAND COUNTY	3.6
REST	15.2
CHARLOTTE	28.2
GASTON/MECKLEN. CO.	12.0
REST	16.2
GREENSBORO	17.8
FORSYTHE/GUILFORD CO.	9.0
REST	8.8
WILMINGTON	4.2
EAST	11.2
WEST	7.0