Table 1 Page 1 May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

1. WHAT IS YOUR AGE?

	TOTAL	 			AREA					AGE		 	AGE CL	USTERS		 	AGE CL	USTERS: LE	
		EIGH	LOTTE			Wilmin -gton DMA			UNDER 40		OVER 50 	•	OVER 40 	•	OVER 50 	-	•	UNDER 50 	OVER 50
Total	505	163	145	88	109	21	54	34	195	210	100	195	310	405	100	84	135	170	49
18-29	2.9	3.1	2.8	1.8	3.6	2.4	5.1	1.9	7.5	-	-	7.5	-	3.6	-	7.7	-	3.8	-
30-34	15.9	18.5	14.8	15.5	13.8	6.2	19.9	8.9	41.1	-	-	41.1	-	19.8	-	41.9	-	20.7	-
35-39	19.9	18.2	20.5	19.1	22.3	8.1	25.9	25.6	51.4	-	-	51.4	-	24.8	-	50.4	-	24.9	_
40-44	21.8	23.6	19.7	20.1	23.3	29.8	25.3	16.0	-	52.5	-	-	35.6	27.2	-	-	34.2	27.2	: -
45-49	19.7	23.5	19.3	15.5	17.9	19.2	15.8	20.5	-	47.5	-	-	32.1	24.6	-	-	29.6	23.5	
50/OLDER	19.8	13.1	23.0	27.9	19.1	34.3	8.0	27.0	-	-	100.0	-	32.3	-	100.0	-	36.2	-	100.0
Mean	42.44	41.54	42.93	43.56	42.21	45.95	39.59	44.01	33.93	44.37	55.00	33.93	47.81	39.34	55.00	33.87	48.19	39.17	55.00

Table 1 Page 2 May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

1. WHAT IS YOUR AGE?

	TOTAL] I	AGE CLU			GENI	DER	R.	ACIAL B	ACKGROUN	ID [RAC BACKG		RAC:			2TH GRA	
		l	LEM				i				i	MA	,	FEM		CHILDR	EN HOOS	LIIOLD
		UNDER 40			OVER 50	MALE	FEMALE 		WHITE	Africn Amer./ Black	panic/		AFRICN AMER./ BLACK		AFRICN AMER./ BLACK			THREE/ MORE
Total	505	111	174	235	51	220	285	305	200	106	65	146	25	159	81	315	154	34
18-29	2.9	7.4	-	3.5	-	2.9	2.9	0.8	6.0	5.1	9.6	1.1	9.7	0.6	3.6	2.7	2.6	5.7
30-34	15.9	40.5	-	19.2	-	16.0	15.8	11.5	22.6	21.7	30.2	10.8	31.8	12.2	18.6	16.5	15.5	12.8
35-39	19.9	52.2	-	24.8	-	19.3	20.4	19.5	20.6	19.2	21.5	18.2	17.5	20.6	19.7	17.8	25.9	13.3
40-44	21.8	-	36.6	27.2	-	21.1	22.3	24.2	18.2	20.8	14.2	25.4	15.8	23.0	22.4	23.7	20.2	12.0
45-49	19.7	-	34.1	25.3	-	18.3	20.8	21.8	16.6	22.0	8.1	21.0	25.2	22.4	21.0	19.5	20.2	14.7
50/OLDER	19.8	-	29.3	-	100.0	22.3	17.8	22.3	16.1	11.2	16.3	23.4	-	21.2	14.7	19.7	15.5	41.5
Mean	42.44	33.98	47.51	39.46	55.00	42.70	42.23	43.70	40.52	40.49	38.65	43.91	37.41	43.51	41.45	42.50	41.70	45.12

Table 1 Page 3 May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

1. WHAT IS YOUR AGE?

	TOTAL 	AGES C	OF CHILD	REN IN	GRADES	6 THROU		CHILDRE GRADES MALE C	6-12:	-	6-12:	GRADES		IN G	RS OF CE	HILDREN 5-12 		ALCOHOL
			15 YEARS/ OLDER					10-14 YEARS 			-			ONLY		BOTH MALE & FEMALE	i	NO/NOT YET/ DK/REF
Total	505	343	254	102	78	91	21	137	87	115	100	92	67	205	193	105	423	82
18-29	2.9	3.8	1.2	1.2	1.4	1.1	3.5	4.5	0.4	2.8	0.6	3.9	3.1	3.2	2.0	4.1	2.1	7.0
30-34	15.9	21.2	5.8	6.2	4.8	5.0	-	17.9	8.2	27.6	5.4	18.3	3.1	14.3	17.8	15.9	13.8	26.9
35-39	19.9	19.7	18.2	18.7	22.5	17.5	23.5	23.3	18.3	16.1	18.5	19.0	17.5	22.1	17.4	20.5	19.0	24.6
40-44	21.8	21.5	22.6	21.0	19.4	24.1	22.6	21.2	25.4	24.2	19.2	18.7	24.1	22.9	21.6	20.5	24.0	10.3
45-49	19.7	17.4	24.6	21.3	30.8	24.8	17.2	19.2	24.8	15.7	26.6	16.9	21.2	21.3	19.0	16.4	19.2	22.2
50/OLDER	19.8	16.3	27.7	31.5	21.1	27.5	33.1	14.0	23.0	13.6	29.7	23.3	31.0	16.3	22.2	22.5	21.9	9.0
Mean	42.44	41.18	45.13	45.38	44.42	45.23	45.34	40.99	44.42	40.45	45.62	42.38	45.32	42.07	42.82	42.36	43.09	39.07

Table 1 Page 4 May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

1. WHAT IS YOUR AGE?

	TOTAL	TALK A	TEN DO	COHOL	MISUSE			OU THIN	COMMUNI			HILDRE	N WILL	OU THAT	YOUR O	CHILDREN		CAUGH	r CHILD	
		MISUSE/		•				A PROE					OHOL					WITH A		
		OFTEN	SOME- TIMES	RARELY	YES			Seri- ous		PROB.	CON- CERNED	-		CON-	YOUNG-		18/ OLDER	i	NO/ DON'T	
			'	'	'	'	·			AT ALL			I 	CERNED	ER 				KNOW	
Total	505	134	231	59	345	79	455	216	239	50	349	105	243	156	45	54	404	53	452	
18-29	2.9	1.7	2.5	1.4	2.3	1.3	2.9	4.1	1.7	3.3	2.4	4.1	1.6	4.0	5.4	1.7	2.8	5.5	2.6	
30-34	15.9	13.1	14.5	12.4	14.7	9.8	16.2	18.2	14.3	13.5	17.8	22.7	15.7	11.7	19.4	17.0	15.4	16.8	15.8	
35-39	19.9	21.7	17.9	17.2	18.3	22.2	19.1	18.4	19.7	27.5	18.5	12.7	21.1	22.9	24.8	14.1	20.3	26.8	19.1	
40-44	21.8	20.4	24.1	32.1	23.1	27.9	21.8	18.1	25.2	21.6	19.7	15.5	21.5	26.5	20.0	26.6	21.5	14.8	22.6	
45-49	19.7	20.4	19.0	17.5	19.3	18.7	19.8	17.4	22.0	18.6	18.5	20.7	17.5	22.5	9.5	19.6	21.0	12.5	20.6	
50/OLDER	19.8	22.7	22.0	19.4	22.3	20.1	20.3	23.7	17.2	15.5	23.1	24.2	22.7	12.4	20.9	21.0	19.1	23.8	19.3	
Mean	42.44	43.26	43.00	43.03	43.06	43.22	42.53	42.44	42.60	41.62	42.78	42.51	42.90	41.67	41.00	42.98	42.46	41.69	42.53	

Table 1 Page 5 May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

1. WHAT IS YOUR AGE?

	TOTAL			ADULTS LD DRINK			COHOL VI DDEN IN		LOCK LIQU CABI	OR	CHANGE	L CONSUM D SINCE ID-19 PA	START	DRINK T	O COPE	TURN	ING TO	OUT CHII ALCOHOL 9 PANDEM	DUE	CHILD M CHANGE START C	SINCE
	 		-	Not Regul- arly		VISI- BLE 		NONE IN THE HOUSE			•	STAYED CONSIS -TENT		YES 		WORR- IED			NOT WORR- IED	YES	NO
Total	505	400	154	246	105	183	146	176	174	331	70	276	158	122	383	104	30	75	401	178	327
18-29	2.9	2.8	2.3	3.2	3.2	1.4	4.1	3.4	4.5	2.1	4.6	2.4	3.1	5.6	2.0	5.4	7.9	4.4	2.2	2.8	2.9
30-34	15.9	16.8	12.7	19.3	12.5	11.7	21.5	15.6	25.4	10.9	16.0	14.0	19.3	14.3	16.4	26.9	38.3	22.4	13.0	19.2	14.1
35-39	19.9	19.6	22.0	18.0	21.2	20.8	18.3	20.3	22.9	18.3	25.0	21.4	15.2	20.4	19.7	22.3	24.2	21.6	19.3	20.2	19.7
40-44	21.8	23.6	26.9	21.5	15.0	25.1	18.4	21.2	22.4	21.5	22.4	20.7	23.7	21.9	21.8	12.6	15.1	11.6	24.2	23.2	21.1
45-49	19.7	19.6	18.8	20.1	20.1	21.0	19.5	18.5	13.3	23.0	20.8	21.5	16.2	21.4	19.2	13.6	-	19.0	21.3	16.1	21.7
50/OLDER	19.8	17.7	17.4	17.8	28.0	20.1	18.1	21.0	11.4	24.2	11.2	20.0	22.6	16.4	20.9	19.2	14.5	21.0	20.0	18.5	20.5
Mean	42.44	42.10	42.40	41.90	43.75	43.19	41.49	42.43	39.63	43.91	40.80	42.78	42.48	41.71	42.68	40.36	37.37	41.54	42.98	41.75	42.81

Table 1 Page 6 May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

1. WHAT IS YOUR AGE?

		ALCOHOL	ENTION SINCE OF PAND	STOP UN	DERAGE	CONSI	EQUENCE	TH RISKS S ASSOCI GE DRINK	ATED	KNOW WE LEARN F CONSEQU	RISKS/	TALK I		EVER V: TALK I: NC S:	r out		ESCRIBE WHERE YO	
	 	YES 	NO 	i	NO/ DON'T KNOW	FAMI- LIAR 			NOT FAMI- LIAR	i	NO/ DON'T KNOW		NO/ DON'T KNOW	İ	DON ' T	100K/		S.CITY /TOWN/ RURAL
Total	505	109	396	205	300	477	343	135	28	416	89	175	330	49	126	119	154	233
18-29	2.9	3.2	2.7	3.2	2.7	2.4	2.1	3.2	11.3	2.5	4.7	3.4	2.6	9.2	1.1	4.4	2.2	2.6
30-34	15.9	15.1	16.1	16.5	15.5	15.3	16.1	13.3	25.5	16.0	15.4	14.4	16.7	27.1	9.5	16.9	14.0	16.6
35-39	19.9	16.0	21.0	18.6	20.8	19.4	18.1	22.7	28.1	19.3	22.9	21.0	19.3	32.8	16.4	25.8	19.3	17.3
40-44	21.8	23.4	21.4	18.3	24.2	22.6	23.7	19.8	8.1	23.2	15.1	23.1	21.1	16.5	25.7	25.5	19.9	21.2
45-49	19.7	20.8	19.4	17.1	21.5	19.7	17.8	24.7	19.2	19.4	20.9	23.2	17.8	5.0	30.3	12.1	29.8	16.9
50/OLDER	19.8	21.5	19.4	26.4	15.3	20.5	22.1	16.3	7.8	19.5	21.0	14.8	22.4	9.3	17.0	15.3	14.9	25.4
Mean	42.44	42.94	42.31	43.12	41.97	42.70	42.86	42.30	37.93	42.48	42.24	41.97	42.69	37.40	43.75	40.80	42.64	43.14

Table 1 Page 7 May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

1. WHAT IS YOUR AGE?

	TOTAL	 		ANNUAL	INCOME			 	:	INCOME	CLUSTER	s		EDUCA 	ATION	EDUCA MAI 	TION: E	EDUCA FEMA	
		UNDER \$20K 			\$60K- \$100K 			UNDER \$40K 	•	UNDER \$60K 		UNDER \$100K 	\$100K	THAN	COLLGE GRAD./ POST		COLLGE GRAD./ POST	•	COLLGE GRAD./ POST
Total	505	45	93	96	131	94	45	139	366	234	271	365	140	308	197	113	107	195	90
18-29	2.9	5.1	4.4	3.3	2.0	1.1	3.3	4.6	2.3	4.1	1.9	3.3	1.8	3.4	2.1	3.2	2.7	3.6	1.4
30-34	15.9	24.1	18.8	18.0	14.5	11.4	10.8	20.5	14.2	19.5	12.8	17.7	11.2	19.7	9.9	21.2	10.6	18.8	9.2
35-39	19.9	28.9	23.8	18.3	18.4	20.8	8.6	25.5	17.8	22.5	17.6	21.1	16.9	20.4	19.1	17.5	21.2	22.1	16.6
40-44	21.8	17.7	16.4	23.9	23.8	21.6	27.1	16.8	23.7	19.7	23.6	21.2	23.4	22.1	21.3	19.2	23.2	23.8	19.1
45-49	19.7	7.7	13.1	19.0	23.5	22.7	29.4	11.3	22.9	14.5	24.2	17.7	24.9	15.4	26.5	14.9	21.8	15.6	32.1
50/OLDER	19.8	16.6	23.5	17.4	17.8	22.5	20.8	21.2	19.3	19.7	19.9	19.0	21.9	19.0	21.0	24.1	20.5	16.1	21.6
Mean	42.44	39.75	41.82	41.88	42.76	43.68	44.06	41.15	42.93	41.45	43.30	41.92	43.80	41.62	43.72	42.29	43.14	41.23	44.41



NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

1. WHAT IS YOUR AGE?

BANNER 8

	TOTAL 	1	MARITAL	STATUS		MARI STAT MAL	ໜຣ: ເ	MARI STAT FEMA	US:
	 		IED	SEPA- RATED/ DIVRCE	ED	SINGLE 	MARR- IED 		MARR- IED
Total	505	120	314	63	8	33	163	88	152
18-29	2.9	5.1	2.3	1.7	3.5	5.5	2.3	4.9	2.3
30-34	15.9	26.3	13.2	10.0	9.9	33.7	14.0	23.6	12.4
35-39	19.9	31.4	14.6	26.0	8.8	33.2	16.5	30.7	12.5
40-44	21.8	17.1	23.7	20.9	25.6	15.0	21.5	17.9	26.0
45-49	19.7	8.2	25.2	16.7	-	12.5	19.5	6.6	31.3
50/OLDER	19.8	11.9	21.0	24.8	52.2	-	26.2	16.3	15.5
Mean	42.44	38.82	43.52	43.43	46.70	36.57	43.73	39.65	43.30

Table 1 Page 8 May 3-19, 2023



Table 2 Page 9 May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

2. ARE YOU THE PARENT OR LEGAL GUARDIAN OF A CHILD IN THIS HOUSEHOLD WHO IS IN THE 6TH THROUGH 12TH GRADES?

	TOTAL	 			AREA				 	AGE		 	AGE CLU	JSTERS		 	AGE CLU		
		EIGH	LOTTE			Wilmin -gton DMA			UNDER 40 	-	•	UNDER 40 	•	UNDER 50 	•	•	•	UNDER 50 	OVER 50
Total	505	163	145	88	109	21	54	34	195	210	100	195	310	405	100	84	135	170	49
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



Table 2 Page 10 May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

2. ARE YOU THE PARENT OR LEGAL GUARDIAN OF A CHILD IN THIS HOUSEHOLD WHO IS IN THE 6TH THROUGH 12TH GRADES?

	TOTAL	 	AGE CLU FEMA		 	GENI	DER 	R 	ACIAL B	ACKGROUN	ID	BACKG MA	ROUND:	RAC: BACKGI FEMA	ROUND:		2TH GRA	
		UNDER 40			OVER	MALE	FEMALE 	WHITE	WHITE	Africn Amer./ Black	panic/		AFRICN AMER./ BLACK		AFRICN AMER./ BLACK			THREE/ MORE
Total	505	111	174	235	51	220	285	305	200	106	65	146	25	159	81	315	154	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



Table 2 Page 11 May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

2. ARE YOU THE PARENT OR LEGAL GUARDIAN OF A CHILD IN THIS HOUSEHOLD WHO IS IN THE 6TH THROUGH 12TH GRADES?

	TOTAL	AGES	OF CHILE	REN IN	GRADES	6 THRO	UGH 12	CHILDRI	EN AGES	CHILDRE	EN AGES	CHILDR	EN AGES	GENDER	RS OF CH	IILDREN	EVER '	TALKED
								GRADES	6-12:	GRADES	6-12:	GRADES	6-12:	IN G	RADES 6	5-12	ABOUT I	ALCOHOL
	ı							MALE (ONLY	FEMALE	ONLY	MALE &	FEMALE	l		1	MIS	USE
	I	10-14	15	Fif-	Six-	Seven-	18	10-14	15	10-14	15	10-14	15	MALE	FEMALE	BOTH	YES	NO/NOT
		YEARS	YEARS/	teen	teen	teen	Years/	YEARS	YEARS/	YEARS	YEARS/	YEARS	YEARS/	ONLY	ONLY	MALE &		YET/
			OLDER		l	l	Older	I	OLDER	I	OLDER	1	OLDER	1 1	1	FEMALE		DK/REF
Total	505	343	254	102	78	91	21	137	87	115	100	92	67	205	193	105	423	82
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



Table 2 Page 12 May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

2. ARE YOU THE PARENT OR LEGAL GUARDIAN OF A CHILD IN THIS HOUSEHOLD WHO IS IN THE 6TH THROUGH 12TH GRADES?

	TOTAL		FTEN DO	YOU		ABOUT		OU THIN					ARE YOU WILL			PPROPRIA CHILDREN		YOU/AN	
	i	•		GE DRNK			1	A PROF			1		OHOL			TCOHOLIC			
		•	•	RARELY	YES			Seri-		•	•	-	Slight	•	14/	15-17			NO/
		l I	TIMES	 			BLEM	ous		PROB.	CERNED	 	-	CON- CERNED	YOUNG-	·	OLDER 		DON'T KNOW
		· 	·	·		`	·	·	·		·		· 			· '			
Total	505	134	231	59	345	79	455	216	239	50	349	105	243	156	45	5 54	404	53	452
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



Table 2 Page 13 May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

2. ARE YOU THE PARENT OR LEGAL GUARDIAN OF A CHILD IN THIS HOUSEHOLD WHO IS IN THE 6TH THROUGH 12TH GRADES?

	TOTAL 		OFTEN DO HOUSEHOL				OHOL VI		LOCK LIQU CABI	OR I	ALCOHOL CHANGED OF COVI	SINCE	START	DRINK T	O COPE	TURNI	NG TO A	UT CHIL LCOHOL PANDEM	DUE	CHILD M CHANGE START C	
	 	DRINK		Not Regul- arly		VISI- BLE 		NONE IN THE HOUSE	YES 		INCR- EASED 			YES [WORR- IED 	-	-	NOT WORR- IED	YES 	NO
Total	505	400	154	246	105	183	146	176	174	331	70	276	158	122	383	104	30	75	401	178	327
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



Table 2 Page 14 May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

2. ARE YOU THE PARENT OR LEGAL GUARDIAN OF A CHILD IN THIS HOUSEHOLD WHO IS IN THE 6TH THROUGH 12TH GRADES?

5	TOTAL	CHILD I	MENTION	S/R/H	ADS	FAMII	LIAR WI	TH RISKS	OR	KNOW WE	HERE TO	EVER H	EARD OF	EVER V	/ISITED	BEST	DESCRIBE	S THE
		ALCOHO	L SINCE	STOP UN	IDERAGE	CONSE	QUENCE	S ASSOCI	ATED	LEARN F	RISKS/	TALK I	T OUT	TALK I	T OUT	AREA	WHERE YO	U LIVE
		START	OF PAND	DRINK	KING	WITH	UNDERA	GE DRINK	ING	CONSEQU	JENCES	N	С	NC S	SITES			
		YES	NO I	YES	NO/	FAMI-	Very	Slight	NOT	YES	NO/	YES	NO/	YES	NO/	CITY	SUBURB	S.CITY
				l I	DON'T	LIAR		-ly	FAMI-		DON'T		DON ' T	I	DON'T	100K/	OF	/TOWN/
			l I	I	KNOW	l 1		I - I	LIAR		KNOW		KNOW	I	KNOW	MORE	CITY	RURAL
-																		
Total	505	109	396	205	300	477	343	135	28	416	89	175	330	49	126	119	154	233
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



Table 2 Page 15 May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

2. ARE YOU THE PARENT OR LEGAL GUARDIAN OF A CHILD IN THIS HOUSEHOLD WHO IS IN THE 6TH THROUGH 12TH GRADES?

	TOTAL	 		ANNUAL	INCOME			 		INCOME	CLUSTER	S		EDUC	ATION	EDUCA	ATION: LE	EDUC	ATION: ALE	
		l						I						I		I	I	J		
						\$100K- \$150K	•	UNDER \$40K		UNDER \$60K	-	UNDER \$100K	OVER \$100K		COLLGE GRAD./		COLLGE GRAD./	-	COLLGE GRAD./	
		l 	l 	I 	I 	·	l 	l 	l 	l 	l 	l 	l 	COLLGE	POST	COLLGE	POST	COLLGE	POST	
Total	505	45	93	96	131	94	45	139	366	234	271	365	140	308	197	113	107	195	90	
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	



Table 2 Page 16 May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

2. ARE YOU THE PARENT OR LEGAL GUARDIAN OF A CHILD IN THIS HOUSEHOLD WHO IS IN THE 6TH THROUGH 12TH GRADES?

	TOTAL		MARITAL	STATUS		•	ITAL TUS: LE	•	ITAL IUS: ALE
		SINGLE 	MARR- IED 	SEPA- RATED/ DIVRCE	ED	SINGLE 	MARR- IED 	-	MARR- IED
Total	505	120	314	63	8	33	163	88	152
YES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0



Table 3 Page 17 May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

3. WHAT IS YOUR GENDER?

	TOTAL	 			AREA				 	AGE		 	AGE CI	LUSTERS		 		LUSTERS:		
		RAL- EIGH DMA	LOTTE	GREENS -BORO DMA	-	Wilmin -gton DMA	•	•	UNDER 40 	40-49 	OVER 50 	UNDER 40 	OVER 40 	UNDER 50 	OVER 50 	UNDER 40 	OVER 40 	UNDER 50 	OVER 50 	
Total	505	163	3 145	88	109	21	54	34	195	210	100	195	310	405	5 100	84	135	5 170) 49	
MALE	43.5	41.1	43.3	44.0	46.9	47.0	46.7	47.2	43.0	41.2	49.0	43.0	43.8	8 42.1	49.0	100.0	100.0	100.0	100.0	
FEMALE	56.5	58.9	56.7	56.0	53.1	53.0	53.3	52.8	57.0	58.8	51.0	57.0	56.2	57.9	51.0	_				



Table 3 Page 18 May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

3. WHAT IS YOUR GENDER?

	TOTAL 		LUSTERS: MALE	 	GENDEF	R 	RAC	CIAL BA	ACKGROUN	ID 	RAC BACKG MA	ROUND:	RACI BACKGI FEMA	ROUND:		12TH GR	
	UN 40 	NDER OVER) 40 	UNDER 0 50 5 	OVER M 50 	MALE FE 	EMALE WH 	•	WHITE	Africn Amer./ Black	panic/		AFRICN AMER./ BLACK	i	AFRICN AMER./ BLACK		•	THREE/ MORE
Total	505	111 17	4 235	51	220	285	305	200	106	65	146	25	159	81	315	154	34
MALE	43.5	-		-	100.0	-	47.8	36.8	23.7	50.2	100.0	100.0	-	-	38.1	51.2	55.1
FEMALE	56.5 1	100.0 100.	0 100.0	100.0	- 1	100.0	52.2	63.2	76.3	49.8	_	-	100.0	100.0	61.9	48.8	44.9



Table 3 Page 19 May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

3. WHAT IS YOUR GENDER?

	TOTAL	AGES	OF CHILE	DREN IN	GRADES	6 THRO	UGH 12	CHILDR	EN AGES	CHILDR	EN AGES	CHILDR	EN AGES	GENDE	RS OF CE	HILDREN	EVER '	TALKED
		I						-		•				•	GRADES 6	6-12		ALCOHOL
		I						MALE	ONLY	FEMALE	ONLY	MALE &	FEMALE	I			MIS	USE
		10-14	15	Fif-	Six-	Seven-	18	10-14	15	10-14	15	10-14	15	MALE	FEMALE	ВОТН	YES	NO/NOT
		YEARS	YEARS/	teen	teen			•	YEARS/	YEARS	YEARS/	YEARS	YEARS/	ONLY	ONLY	MALE &	•	YET/
		I	OLDER	l I	I		Older	I	OLDER	I	OLDER	I	OLDER	I	1	FEMALE	1	DK/REF
Total	505	343	254	102	78	91	21	137	87	115	100	92	67	205	193	105	423	82
MALE	43.5	49.0	39.6	41.5	36.6	42.4	21.7	53.4	34.7	31.7	31.9	64.1	57.3	45.9	31.6	59.6	42.9	46.3
	45.5	45.0	33.0	11.5	30.0		,	33.4	34.7	31.7	31.3	01.1	37.3	13.5	31.0	33.0	12.5	10.5
FEMALE.	56.5	51.0	60.4	58 5	63 4	57 6	78 3	46 6	65.3	68 3	68 1	35 9	42 7	54 1	68 4	40 4	57 1	53 7



Table 3 Page 20 May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

3. WHAT IS YOUR GENDER?

	TOTAL	TALK	OFTEN DO ABOUT AI C/UNDERAG		TALKED MISUSE FEW MO	LAST	•	YOU THIS ING IN (A PRO)	COMMUNI			ONCERNEI CHILDREI ALC			YOUR	APPROPRIA CHILDREI ALCOHOLIO	N TO	CAUGE	T CHILD	
		OFTEN 	SOME- TIMES 	RARELY \	YES I			Seri- ous 	•	•	CERNED			•	14/ YOUNG- ER	•	18/ OLDER 	YES 	NO/ DON'T KNOW	
Total	505	134	231	59	345	79	455	216	239	50	349	105	243	156	45	5 54	404	53	452	
MALE	43.5	37.8	44.1	49.8	42.8	43.2	42.0	42.2	41.9	56.8	42.6	39.8	43.8	45.4	53.8	53.6	40.7	71.0	40.2	
FEMALE	56.5	62.2	55.9	50.2	57.2	56.8	58.0	57.8	58.1	43.2	57.4	60.2	56.2	54.6	46.2	2 46.4	59.3	29.0	59.8	



Table 3 Page 21 May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

3. WHAT IS YOUR GENDER?

	TOTAL 		OFTEN DO				COHOL VI		LOCK LIQUO CABI	OR	CHANGE	L CONSUM D SINCE : ID-19 PAI	START	DRINK T	O COPE	TURN	RIED ABO ING TO A COVID-19	ALCOHOL	DUE	CHILD M CHANGE START O	SINCE
	 	DRINK		Not Regul- arly		VISI- BLE 		NONE IN THE HOUSE	YES 1		•	STAYED CONSIS -TENT		YES		WORR- IED 	-		NOT WORR- IED	YES	NO
Total	505	400	154	246	105	183	146	176	174	331	70	276	158	122	383	104	30	75	401	178	327
MALE	43.5	42.8	47.2	40.0	46.0	45.8	43.1	41.4	43.2	43.6	46.3	43.7	42.1	51.7	40.8	57.9	73.1	52.0	39.7	41.6	44.5
FEMALE	56.5	57.2	52.8	60.0	54.0	54.2	56.9	58.6	56.8	56 4	53 7	56.3	57.9	48.3	59.2	42.1	26.9	48.0	60.3	58.4	55.5



Table 3 Page 22 May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

3. WHAT IS YOUR GENDER?

	TOTAL	CHILD	MENTION	S/R/H	ADS	FAMI	LIAR WI	TH RISKS	OR	KNOW W	HERE TO	EVER	HEARD OF	F EVER	VISITED	BEST	DESCRIB	ES THE
		ALCOHO	L SINCE	STOP UN	IDERAGE		~	S ASSOCI		•	RISKS/	•	IT OUT	TALK	IT OUT	AREA	WHERE Y	OU LIVE
		START	OF PAND	DRINE	KING	WITH	UNDERA	GE DRINK	ING	CONSEQ	UENCES	1	NC	NC	SITES	I		
		YES	NO	YES	NO/	FAMI-	Very	Slight	NOT	YES	NO/	YES	NO/	YES	NO/	CITY	SUBURB	S.CITY
		I	I	1 1	DON'T	LIAR	Ι	-ly	FAMI-	I	DON ' T	I	DON ' T	1	DON ' T	100K/	OF	/TOWN/
		I	I	1 1	KNOW	l	I	1 1	LIAR	I	KNOW	I	KNOW	I	KNOW	MORE	CITY	RURAL
Total	505	109	396	205	300	477	343	135	28	416	89	17	5 330) 4	19 126	119	9 154	233
MALE	43.5	50.0	41.6	50.8	38.5	43.5	43.8	42.6	43.3	43.9	41.6	50.	9 39.5	61.	4 46.8	49.4	45.7	39.0
FEMAI.E	56 5	50 0	58 4	49 2	61 5	56 5	56 2	57 4	56 7	56 1	58 4	49	1 60 5	38	6 53 2	50 6	5 54 3	61 0



Table 3 Page 23 May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

3. WHAT IS YOUR GENDER?

	TOTAL 	 		ANNUAL	INCOME			 		INCOME	CLUSTER	ıs		EDUCA	ATION	EDUCA MAI	ATION: LE		CATION:
			\$20K- \$40K 	\$40K- \$60K 	\$60K- \$100K 		•	UNDER \$40K 	•	UNDER \$60K	•	UNDER \$100K	•		COLLGE GRAD./ POST		COLLGE GRAD./ POST		COLLGE GRAD./
Total	505	45	93	96	131	94	45	139	366	234	271	. 365	140	308	197	113	107	195	5 90
MALE	43.5	32.5	33.3	34.4	46.6	58.1	55.0	33.0	47.4	33.6	52.0	38.3	57.1	36.6	54.2	100.0	100.0	-	· _
FEMALE	56.5	67.5	66.7	65.6	53.4	41.9	45.0	67.0	52.6	66.4	48.0	61.7	42.9	63.4	45.8	-	_	100.0	100.0



NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

3. WHAT IS YOUR GENDER?

BANNER 8

	TOTAL] 1	MARITAL	STATUS		•	ITAL	MARI	TAL
		I				STA	TUS:	STAI	'US:
		I				MA:	LE	FEMA	LE
		SINGLE	MARR-	SEPA-	WIDOW-	SINGLE	MARR-	SINGLE	MARR-
		I	IED	RATED/	ED	I	IED	1 1	IED
		I	I	DIVRCE	l	I	I	I I	
Total	505	120	314	63	8	33	163	88	152
MALE	43.5	27.1	51.7	35.6	28.5	100.0	100.0	-	-
FEMALE	56.5	72.9	48.3	64.4	71.5	_	_	100.0	100 0

Table 3 Page 24 May 3-19, 2023

Table 4 Page 25 May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

4. IN WHICH NORTH CAROLINA COUNTY DO YOU LIVE?

	TOTAL	 			AREA				 	AGE		 - -	AGE CI	USTERS		 	AGE CL MA	USTERS: LE	
		EIGH	LOTTE	GREENS -BORO DMA		Wilmin -gton DMA		West DMAs 	UNDER 40 	40-49 	OVER 50 	UNDER 40 	OVER 40 	UNDER 50 	OVER 50 	UNDER 40 	OVER 40 	UNDER 50 	OVER 50
Total	505	163	145	88	109	21	54	34	1 195	5 210	100) 19	5 310	405	100	84	135	170	49
RALEIGH DMA	32.3	100.0	-	-	-	-	-	-	- 33.2	36.7	21.3	33.	2 31.7	35.0	21.3	34.6	27.9	35.0	14.8
Durham & Wake Counties	14.2	44.0	-	-	-	-	-	-	- 13.6	18.2	7.1	13.	6 14.6	16.0	7.1	14.3	14.6	16.1	9.0
Rest of Raleigh	18.1	56.0	-	-	-	-	-	-	19.7	18.5	14.2	19.	7 17.1	. 19.1	14.2	20.3	13.3	19.0	5.7
CHARLOTTE DMA	28.8	-	100.0	-	-	-	-	-	- 28.3	27.0	33.4	28.	3 29.1	. 27.7	33.4	25.4	30.7	25.4	40.2
Gaston & Mecklenburg	12.9	-	44.8	-	-	-	-	-	12.7	7 11.3	16.6	12.	7 13.0	12.0	16.6	11.8	13.0	10.6	19.5
Rest of Charlotte	15.9	-	55.2	-	-	-	-	-	- 15.6	15.8	16.8	15.	6 16.1	. 15.7	16.8	13.6	17.7	14.8	20.7
GREENSBORO DMA	17.4	-	-	100.0	-	-	-	-	- 16.4	14.9	24.6	16.	4 18.0	15.6	24.6	18.2	17.3	15.0	26.6
Forsythe & Guilford	9.0	-	-	51.7	-	-	-	-	8.7	7 10.3	6.8	8.	7 9.2	9.5	6.8	9.8	8.6	9.9	5.9
Rest of Greensboro	8.4	-	-	48.3	-	-	-	-	7.6	5 4.6	17.8	3 7.	8.9	6.1	17.8	8.4	8.7	5.1	20.7
REST OF STATE	21.5	-	-	-	100.0	100.0	100.0	100.0	22.1	21.3	20.7	22.	1 21.1	. 21.7	20.7	21.8	24.1	24.5	18.5
Wilmington DMA	4.2	-	-	-	19.5	100.0	-	-	- 1.8	5.0	7.3	3 1.	3 5.7	3.4	7.3	2.1	6.1	4.5	4.8
East DMAs	10.6	-	-	-	49.3	-	100.0	-	- 13.9	10.5	4.3	13.	9 8.5	12.2	4.3	13.5	10.1	13.2	5.0
West DMAs	6.7	-	-	-	31.2	-	-	100.0	6.3	5.9	9.1	6.:	3 6.9	6.1	9.1	. 6.3	7.9	6.9	8.7

Table 4 Page 26 May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

4. IN WHICH NORTH CAROLINA COUNTY DO YOU LIVE?

	TOTAL	 	AGE CI FEM	USTERS: ALE		GEN 	DER	R I	ACIAL E	BACKGROU	ND	BACKG	IAL ROUND: LE	BACKG	:IAL ROUND: IALE		12TH GRA	
		UNDER 40 	OVER 40 	UNDER 50 	OVER 50 	MALE 	FEMALE 	WHITE	•	Africn Amer./ Black	panic/ Latino	 	AMER./	I I	AFRICN AMER./ BLACK		•	THREE/ MORE
Total	505	111	174	235	51	. 220	285	305	200	106	65	146	25	159	81	315	154	34
RALEIGH DMA	32.3	32.1	34.7	35.0	27.6	30.5	33.7	29.1	37.1	40.0	32.9	26.8	32.2	31.3	42.4	32.4	33.0	24.4
Durham & Wake Counties	14.2	13.0	14.6	15.9	5.2	14.5	14.0	10.1	20.4	21.5	17.8	10.7	17.8	9.6	22.6	13.2	15.7	18.0
Rest of Raleigh	18.1	19.1	20.1	19.1	22.4	16.0	19.7	19.0	16.7	18.5	15.1	16.1	14.5	21.7	19.8	19.2	17.3	6.4
CHARLOTTE DMA	28.8	30.5	27.8	29.3	27.0	28.7	28.9	30.8	25.8	29.4	27.2	35.0	13.5	27.0	34.3	29.4	22.6	53.3
Gaston & Mecklenburg	12.9	13.4	13.0	13.0	13.9	12.6	13.1	11.2	15.5	19.5	13.8	15.4	4.5	7.2	24.1	14.0	9.0	21.2
Rest of Charlotte	15.9	17.1	14.8	16.3	13.0	16.1	15.7	19.6	10.2	9.9	13.4	19.5	9.0	19.7	10.1	15.4	13.6	32.0
GREENSBORO DMA	17.4	15.0	18.7	16.1	22.6	17.6	17.2	18.0	16.5	14.4	16.3	14.8	29.9	20.9	9.6	17.9	18.2	10.1
Forsythe & Guilford	9.0	8.0	9.6	9.3	7.6	9.0	9.0	9.3	8.5	10.3	7.8	7.8	23.1	10.7	6.4	8.9	10.5	3.6
Rest of Greensboro	8.4	7.1	9.0	6.8	15.0	8.6	8.3	8.7	8.0	4.0	8.5	7.0	6.8	10.3	3.2	9.0	7.7	6.5
REST OF STATE	21.5	22.3	18.9	19.6	22.8	23.2	20.2	22.1	20.6	16.3	23.6	23.5	24.4	20.8	13.8	20.3	26.2	12.3
Wilmington DMA	4.2	1.6	5.4	2.7	9.7	4.5	3.9	4.4	3.8	2.8	5.0	5.6	-	3.3	3.7	4.0	5.5	-
East DMAs	10.6	14.3	7.2	11.4	3.6	11.4	10.0	8.2	14.2	13.2	11.2	10.3	23.2	6.4	10.1	10.2	11.2	12.3
West DMAs	6.7	6.3	6.2	5.5	9.6	7.3	6.3	9.4	2.6	0.3	7.4	7.6	1.2	11.1		6.1	9.4	-

Table 4 Page 27 May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

4. IN WHICH NORTH CAROLINA COUNTY DO YOU LIVE?

	TOTAL	AGES	OF CHIL	DREN IN	GRADES	6 THRO		-		•		•		•		HILDREN		
		! !						GRADES		GRADES		•	6-12: FEMALE	•	GRADES	6-12	ABOUT MIS	
		'						,	OHLL	1	01121	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		'			, 1110	JUL
		10-14	15	Fif-		Seven-	•	10-14	•	10-14	•	10-14		•	FEMALE	BOTH		NO/NOT
		YEARS	YEARS/		teen	teen	Years/							ONLY	•	MALE &		YET/
		' 	OLDER	' 	.'	'	Older	' 	OLDER	'	OLDER	.'	OLDER	' 	'	FEMALE	' 	DK/REF
Total	505	343	3 254	102	. 78	91	21	137	87	115	100	92	67	205	193	105	423	82
RALEIGH DMA	32.3	33.5	30.2	25.2	34.8	32.0	21.1	29.4	28.4	36.0	28.6	36.5	34.8	29.9	32.4	35.5	32.1	33.4
Durham & Wake Counties	14.2	15.2	12.8	11.5	20.2	11.1	8.0	13.5	11.3	10.8	8.8	23.4	20.6	13.8	11.0	21.3	14.3	13.5
Rest of Raleigh	18.1	18.3	17.4	13.7	14.6	20.9	13.1	15.9	17.2	25.2	19.7	13.1	14.1	16.2	21.5	14.2	17.7	19.9
CHARLOTTE DMA	28.8	27.5	28.6	29.4	26.9	35.0	30.7	32.1	. 31.0	20.9	26.4	28.8	28.7	32.3	25.4	28.9	29.1	27.5
Gaston & Mecklenburg	12.9	13.0	11.6	9.3	14.8	10.5	13.8	18.0	13.1	7.8	11.3	11.9	10.0	16.6	10.4	10.4	12.0	17.8
Rest of Charlotte	15.9	14.5	17.0	20.2	12.1	24.5	17.0	14.1	17.8	13.1	15.1	16.8	18.7	15.6	15.0	18.4	17.1	9.7
GREENSBORO DMA	17.4	18.4	16.3	16.6	14.2	11.8	25.4	18.1	15.0	22.4	20.9	13.8	11.2	16.6	20.5	13.5	16.8	20.3
Forsythe & Guilford	9.0	9.9	7.8	5.2	7.4	7.5	16.1	12.9	6.7	11.0	12.2	4.1	2.7	10.2	9.9	5.1	8.8	10.2
Rest of Greensboro	8.4	8.5	8.5	11.4	6.8	4.3	9.3	5.2	8.3	11.5	8.7	9.7	8.5	6.5	10.5	8.4	8.1	10.1
REST OF STATE	21.5	20.6	24.9	28.8	24.1	21.1	22.7	20.4	25.6	20.7	24.1	20.9	25.3	21.2	21.7	22.1	22.0	18.9
Wilmington DMA	4.2	2.5	6.7	7.4	4.2	8.5	-	3.5	8.8	1.1	7.4	3.0	2.9	4.6	4.5	2.9	5.0	0.2
East DMAs	10.6	11.8	10.8	13.8	12.9	3.2	14.1	11.6	10.4	13.1	9.2	10.6	13.5	10.2	10.8	11.1	10.1	13.0
West DMAs	6.7	6.3	7.5	7.5	7.0	9.4	8.7	5.4	6.4	6.6	7.4	7.3	8.9	6.3	6.4	8.1	6.9	5.6

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

4. IN WHICH NORTH CAROLINA COUNTY DO YOU LIVE?

	TOTAL 	TALK A	FTEN DO ABOUT AI 'UNDERAG		TALKED MISUSE FEW MO	LAST	•	YOU THI ING IN A PRO	COMMUNI			CHILDRI	ED ARE Y EN WILL COHOL		YOUR	CHILDRE	ATE FOR N TO C DRINK	CAUGH	CHILD
	 		SOME- TIMES 	RARELY 1	YES 1		•	Seri- ous 	Minor 	•	CON- CERNED 		Slight -ly 	•	14/ YOUNG- ER		18/ OLDER 		NO/ DON'T KNOW
Total	505	134	231	59	345	79	455	216	239	50	349	10!	5 243	156	45	54	404	53	452
RALEIGH DMA	32.3	32.0	34.1	24.4	31.0	36.7	32.3	32.1	32.5	32.5	30.7	29.0	31.4	35.9	25.4	26.1	34.1	23.5	33.3
Durham & Wake Counties	14.2	15.7	14.2	12.1	14.1	15.3	13.7	15.2	12.3	19.1	13.2	15.8	3 12.1	16.4	5.5	14.7	15.2	13.9	14.2
Rest of Raleigh	18.1	16.3	20.0	12.3	16.9	21.4	18.6	16.9	20.2	13.4	17.5	13.2	2 19.3	19.5	19.9	11.4	18.9	9.6	19.1
CHARLOTTE DMA	28.8	30.4	28.1	29.8	29.7	26.5	28.2	26.9	29.5	34.0	30.3	30.4	4 30.3	25.4	47.6	29.4	26.8	33.8	28.2
Gaston & Mecklenburg	12.9	11.8	12.0	12.2	12.6	9.3	12.4	12.0	12.8	17.1	12.9	11.4	13.6	12.8	25.0	13.6	11.5	14.8	12.7
Rest of Charlotte	15.9	18.6	16.1	17.6	17.1	17.2	15.8	14.9	16.6	16.9	17.4	19.0	16.7	12.6	22.6	15.8	15.2	19.0	15.5
GREENSBORO DMA	17.4	13.1	16.1	28.3	16.4	18.7	18.0	18.2	17.8	12.1	17.9	17.	5 18.1	16.2	8.9	18.4	17.8	15.3	17.6
Forsythe & Guilford	9.0	5.0	8.2	19.7	9.1	7.4	9.4	8.5	10.2	5.7	9.2	7.0	6 9.9	8.5	6.5	4.0	10.0	5.2	9.4
Rest of Greensboro	8.4	8.0	7.9	8.6	7.3	11.3	8.6	9.7	7.6	6.4	8.7	9.9	9 8.2	7.8	2.4	14.4	7.8	10.1	8.2
REST OF STATE	21.5	24.5	21.7	17.4	22.9	18.2	21.5	22.9	20.3	21.4	21.1	23.0	20.3	22.4	18.1	26.1	21.4	27.4	20.8
Wilmington DMA	4.2	5.9	4.2	5.9	4.8	5.8	4.1	3.4	4.8	4.7	3.5	2.9	9 3.8	5.7	8.8	5.5	3.5	4.7	4.1
East DMAs	10.6	9.2	12.3	3.9	10.7	7.4	11.0	11.5	10.6	6.7	11.3	12.	7 10.7	9.0	7.1	12.5	10.8	15.0	10.1
West DMAs	6.7	9.4	5.2	7.7	7.4	4.9	6.3	8.0	4.8	9.9	6.3	7.	5 5.7	7.7	2.2	8.0	7.1	7.7	6.6

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

4. IN WHICH NORTH CAROLINA COUNTY DO YOU LIVE?

	TOTAL	HOW 		O ADULTS		•	COHOL VI		LOCK LIQU CABI	OR	CHANGE	L CONSUM D SINCE ID-19 PA	START	DRINK '	O COPE	TURN	ING TO	OUT CHI ALCOHOL 9 PANDE	DUE	CHILD M CHANGE START C	SINCE
		DRINK 	Regul- arly 	Not Regul- arly		VISI- BLE 		IN THE	i		-	STAYED CONSIS -TENT		YES 	-	WORR- IED 	Very 	· -	NOT WORR- IED		NO
Total	505	400) 154	246	105	183	146	176	174	331	70	276	158	122	383	104	30	75	401	178	327
RALEIGH DMA	32.3	33.0	34.4	32.1	29.7	30.8	34.1	32.4	29.9	33.5	33.1	32.9	30.4	32.3	32.3	30.8	26.9	32.3	32.7	33.6	31.6
Durham & Wake Counties	14.2	15.3	3 17.2	14.1	10.1	17.3	12.3	12.6	10.2	16.3	13.6	13.4	15.9	19.1	12.7	17.5	9.4	20.7	13.3	16.8	12.8
Rest of Raleigh	18.1	17.	7 17.2	18.0	19.6	13.5	21.9	19.7	19.7	17.2	19.4	19.5	14.5	13.2	19.7	13.3	17.5	11.7	19.3	16.8	18.8
CHARLOTTE DMA	28.8	29.8	31.1	29.0	24.9	34.5	27.0	24.4	32.6	26.8	30.5	28.1	29.4	23.0	30.7	26.2	23.9	27.2	29.5	22.0	32.5
Gaston & Mecklenburg	12.9	13.9	15.2	13.1	8.9	13.2	14.0	11.7	14.7	11.9	18.3	11.3	13.4	18.0	11.3	14.7	13.2	15.3	12.4	12.2	13.3
Rest of Charlotte	15.9	15.9	15.9	15.9	16.0	21.3	13.0	12.7	17.9	14.9	12.3	16.8	16.0	5.0	19.4	11.5	10.7	11.8	17.0	9.8	19.2
GREENSBORO DMA	17.4	15.8	16.2	15.5	23.7	14.5	15.9	21.7	13.4	19.5	14.3	18.9	16.2	14.8	18.2	18.3	28.9	14.1	17.2	16.4	17.9
Forsythe & Guilford	9.0	9.1	12.2	7.2	8.5	9.3	7.5	9.9	5.5	10.8	11.6	9.6	6.8	7.8	9.4	7.1	5.6	7.6	9.5	8.4	9.4
Rest of Greensboro	8.4	6.6	4.0	8.3	15.1	5.2	8.3	11.8	7.9	8.7	2.7	9.3	9.5	7.0	8.9	11.2	23.3	6.5	7.7	8.0	8.6
REST OF STATE	21.5	21.4	18.3	23.4	21.7	20.3	23.0	21.5	24.0	20.2	22.1	20.0	24.0	29.9	18.8	24.7	20.3	26.4	20.7	28.1	17.9
Wilmington DMA	4.2	4.2	3.0	5.0	4.1	4.2	2.7	5.4	3.3	4.7	5.4	2.8	6.1	5.2	3.9	2.4	0.6	3.1	4.7	5.2	3.7
East DMAs	10.6	12.3	3 11.8	12.6	4.1	10.3	15.7	6.7	13.7	8.9	8.6	11.1	10.6	16.1	8.8	13.6	13.1	13.9	9.8	11.1	10.3
West DMAs	6.7	4.9	3.4	5.9	13.5	5.7	4.6	9.4	6.9	6.6	8.1	6.1	7.2	8.7	6.1	8.7	6.5	9.5	6.2	11.8	3.9

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

4. IN WHICH NORTH CAROLINA COUNTY DO YOU LIVE?

		ALCOHO	MENTION L SINCE OF PAND	STOP U	NDERAGE	CONS	EQUENCE	TH RISK S ASSOC GE DRIN	IATED	LEARN	HERE TO RISKS/ UENCES	TALK I		EVER V TALK I NC S	T OUT		DESCRIBI WHERE YO	
		YES 	NO 	İ	NO/ DON'T KNOW	LIAR 	i I	Slight -ly 	FAMI- LIAR	I I	DON'T	i I	DON'T	i I	DON'T	100K/ MORE	•	S.CITY /TOWN/ RURAL
Total	505	109	396	205	300	477	343	135	28	416	89	175	330	49	126	119	154	233
RALEIGH DMA	32.3	34.1	31.8	30.5	33.5	31.9	33.3	28.5	38.6	32.5	31.4	34.0	31.4	25.0	37.5	41.3	33.2	27.1
Durham & Wake Counties	14.2	20.4	12.4	14.8	13.8	13.9	14.0	13.7	18.9	14.6	12.3	17.6	12.4	7.3	21.6	27.0	17.2	5.7
Rest of Raleigh	18.1	13.7	19.3	15.7	19.8	18.0	19.3	14.8	19.8	17.9	19.1	16.5	19.0	17.7	16.0	14.3	16.0	21.4
CHARLOTTE DMA	28.8	28.9	28.8	28.5	29.0	28.6	29.2	27.0	32.6	28.4	30.8	26.0	30.3	31.9	23.7	29.8	30.9	27.0
Gaston & Mecklenburg	12.9	15.5	12.2	13.3	12.6	12.7	14.5	8.1	17.1	12.2	16.0	11.3	13.8	14.1	10.2	24.7	16.4	4.6
Rest of Charlotte	15.9	13.4	16.6	15.1	16.4	15.9	14.7	19.0	15.4	16.1	14.8	14.7	16.5	17.8	13.5	5.1	14.4	22.4
GREENSBORO DMA	17.4	13.4	18.5	18.8	16.5	17.8	17.1	19.8	10.0	16.9	19.5	17.5	17.4	12.3	19.5	13.1	18.8	18.7
Forsythe & Guilford	9.0	7.9	9.3	10.0	8.3	9.3	9.6	8.6	3.2	8.7	10.2	5.4	10.9	7.2	4.7	9.7	16.3	3.8
Rest of Greensboro	8.4	5.5	9.2	8.8	8.1	8.5	7.4	11.2	6.8	8.2	9.3	12.1	6.4	5.1	14.8	3.4	2.5	14.9
REST OF STATE	21.5	23.7	20.9	22.3	21.0	21.7	20.5	24.6	18.8	22.2	18.2	22.5	21.0	30.8	19.3	15.9	17.1	27.3
Wilmington DMA	4.2	1.9	4.8	5.5	3.3	4.4	4.3	4.9	-	5.1	-	6.0	3.3	4.2	6.7	3.7	6.5	2.9
East DMAs	10.6	13.8	9.7	9.7	11.2	10.3	10.2	10.5	15.9	10.8	9.8	12.9	9.4	21.6	9.4	7.6	7.2	14.3
West DMAs	6.7	8.0	6.4	7.1	6.5	6.9	6.0	9.2	2.9	6.3	8.4	3.6	8.3	4.9	3.1	4.6	3.4	10.0

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

4. IN WHICH NORTH CAROLINA COUNTY DO YOU LIVE?

	TOTAL	 		ANNUAL	INCOME			 		INCOME	CLUSTER	s		EDUC 	ATION	EDUC MA 	ATION: LE	EDUCA FEMA	ATION: ALE
		UNDER \$20K 				\$100K- \$150K 	•	UNDER \$40K 	OVER \$40K 	UNDER \$60K 		UNDER \$100K 	OVER \$100K 		COLLGE GRAD./		COLLGE GRAD./		COLLGE GRAD./ POST
Total	505	45	93	96	131	94	45	139	366	234	271	365	140	308	197	113	107	195	90
RALEIGH DMA	32.3	42.5	22.2	32.4	30.0	43.9	25.3	28.8	33.6	30.3	34.1	30.2	37.8	32.7	31.6	29.0	32.1	34.9	31.0
Durham & Wake Counties	14.2	9.6	9.8	14.4	13.2	24.1	9.7	9.7	15.9	11.7	16.4	12.2	19.4	11.9	17.8	10.6	18.7	12.6	16.9
Rest of Raleigh	18.1	32.9	12.4	17.9	16.8	19.8	15.6	19.1	17.7	18.6	17.7	18.0	18.4	20.9	13.8	18.4	13.4	22.3	14.2
CHARLOTTE DMA	28.8	27.9	29.3	24.2	24.3	27.2	54.7	28.8	28.8	26.9	30.4	26.0	36.2	25.5	34.0	25.4	32.2	25.5	36.1
Gaston & Mecklenburg	12.9	8.7	10.9	13.0	10.0	12.2	30.7	10.2	13.9	11.3	14.3	10.9	18.3	10.4	16.9	10.5	14.8	10.3	19.4
Rest of Charlotte	15.9	19.2	18.4	11.3	14.2	15.0	24.0	18.7	14.9	15.6	16.1	15.1	17.9	15.1	17.1	14.9	17.4	15.3	16.7
GREENSBORO DMA	17.4	9.3	19.5	19.9	20.8	14.8	11.7	16.2	17.9	17.7	17.2	18.8	13.8	18.0	16.5	19.9	15.2	16.9	18.0
Forsythe & Guilford	9.0	7.8	6.5	6.0	12.4	10.3	8.9	7.0	9.8	6.6	11.1	8.7	9.9	8.2	10.3	8.1	10.0	8.2	10.7
Rest of Greensboro	8.4	1.5	12.9	13.9	8.3	4.5	2.7	9.2	8.1	11.1	6.0	10.1	3.9	9.8	6.2	11.7	5.2	8.7	7.4
REST OF STATE	21.5	20.2	29.1	23.5	24.9	14.1	8.3	26.2	19.7	25.1	18.4	25.0	12.2	23.8	17.9	25.7	20.5	22.7	14.8
Wilmington DMA	4.2	3.7	6.3	4.4	5.8	1.1	1.7	5.5	3.7	5.0	3.5	5.3	1.3	3 4.2	4.1	5.2	3.8	3.7	4.5
East DMAs	10.6	10.7	9.8	12.6	13.5	7.2	6.7	10.1	10.8	11.1	10.2	12.0	7.0	11.9	8.5	10.5	12.3	12.7	4.1
West DMAs	6.7	5.8	13.0	6.5	5.6	5.8	-	10.7	5.2	9.0	4.7	7.8	3.9	7.6	5.3	10.0	4.4	6.3	6.2



NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

4. IN WHICH NORTH CAROLINA COUNTY DO YOU LIVE?

BANNER 8

	TOTAL 		MARITAL	STATUS		•	ITAL IUS: LE	•	ITAL IUS: ALE
	 		IED	SEPA- RATED/ DIVRCE		•	MARR- IED 	SINGLE 	•
Total	505	120	314	63	8	33	163	88	152
RALEIGH DMA	32.3	30.3	34.0	30.4	11.4	35.5	32.3	28.4	35.7
Durham & Wake Counties	14.2	11.2	15.5	15.4	-	11.5	15.5	11.1	15.4
Rest of Raleigh	18.1	19.1	18.5	15.1	11.4	24.0	16.8	17.3	20.3
CHARLOTTE DMA	28.8	27.5	27.9	38.2	10.2	29.7	25.8	26.6	30.1
Gaston & Mecklenburg	12.9	14.6	12.1	15.2	-	13.4	9.9	15.0	14.5
Rest of Charlotte	15.9	12.9	15.8	23.0	10.2	16.2	15.9	11.6	15.7
GREENSBORO DMA	17.4	19.1	16.8	16.8	21.1	18.9	17.4	19.1	16.2
Forsythe & Guilford	9.0	10.7	8.8	6.3	10.5	14.1	7.8	9.4	10.0
Rest of Greensboro	8.4	8.4	8.0	10.4	10.6	4.8	9.6	9.7	6.2
REST OF STATE	21.5	23.2	21.4	14.6	57.4	16.0	24.5	25.8	18.0
Wilmington DMA	4.2	7.0	3.7	1.9	-	-	6.1	9.6	1.1
East DMAs	10.6	10.8	11.5	3.4	28.5	12.9	11.2	10.0	11.9
West DMAs	6.7	5.4	6.1	9.3	28.9	3.1	7.1	6.2	5.1

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

5. ARE YOU OR IS A MEMBER OF YOUR IMMEDIATE FAMILY FROM A LATINO OR HISPANIC BACKGROUND?

	TOTAL 				AREA				 	AGE		 	AGE CL	USTERS		 	AGE CL		
	i	EIGH		-BORO		Wilmin -gton DMA		•	UNDER 40 	40-49 	-	UNDER 40 	•	UNDER 50 	•	UNDER 40 	•	UNDER 50 	OVER 50
Total	505	163	145	88	109	21	54	34	195	210	100	195	310	405	100	84	135	170	49
YES	12.9	13.1	12.2	12.1	14.1	15.3	13.6	14.2	20.4	6.9	10.6	20.4	8.1	13.4	10.6	25.8	8.1	16.1	10.7
NO	87.1	86.9	87.8	87.9	85.9	84.7	86.4	85.8	79.6	93.1	89.4	79.6	91.9	86.6	89.4	74.2	91.9	83.9	89.3
Net Diff.	-74.3	-73.8	-75 7	-75 9	-71 8	-69 3	-72 9	-71 6	-59.2	-86 1	-78 8	-59 2	-83 8	-73 1	-78 8	-48 3	-83 9	-67 9	-78 6



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

5. ARE YOU OR IS A MEMBER OF YOUR IMMEDIATE FAMILY FROM A LATINO OR HISPANIC BACKGROUND?

	TOTAL	l	AGE CLU	STERS:	I	GENI	DER	F	RACIAL B	ACKGROUI	ND	RAC	IAL	RAC	IAL	6-1	2TH GRA	DE
		l	FEMA	LE			1				1	BACKG	ROUND:	BACKGI	ROUND:	CHILDR	EN HOUS	EHOLD
		l			ı						I	MA	LE	FEM2	ALE			
		UNDER 40		UNDER	OVER	MALE	FEMALE	WHITE	•	Africn Amer./			AFRICN AMER./		AFRICN AMER./			THREE/
		l	l I	I	1		I 1		1	Black	Latino		BLACK	I	BLACK	- 1	I	
Total	505	111	174	235	51	220	285	305	200	106	65	146	25	159	81	315	154	34
YES	12.9	16.3	8.2	11.5	10.5	14.9	11.3	-	32.5	-	100.0	-	-	-	-	11.4	17.6	6.3
NO	87.1	83.7	91.8	88.5	89.5	85.1	88.7	100.0	67.5	100.0	-	100.0	100.0	100.0	100.0	88.6	82.4	93.7
Net Diff	-74 3	-67 4	-83 7	-77 0	-79 N	-70 3	-77 3	-100 0	-35 0	-100 0	100 0	-100 0	-100 0	-100 0	-100 0	-77 3	-64 8	-87 4



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

5. ARE YOU OR IS A MEMBER OF YOUR IMMEDIATE FAMILY FROM A LATINO OR HISPANIC BACKGROUND?

	TOTAL	AGES	OF CHILD	REN IN	GRADES	6 THRO		•		•		•	EN AGES	-	RS OF CH			TALKED ALCOHOL
		İ						MALE	ONLY	FEMALE	ONLY	MALE &	FEMALE	İ		i	MIST	JSE
		10-14 YEARS 	15 YEARS/ OLDER	•	-		•	-	•	•	-	•	15 YEARS/ OLDER			BOTH MALE & FEMALE		NO/NOT YET/ DK/REF
Total	505	343	254	102	78	91	21	137	87	115	100	92	67	205	193	105	423	82
YES	12.9	13.9	10.0	10.8	8.0	12.5	11.1	9.0	7.6	13.6	9.5	21.5	14.0	8.7	12.1	22.6	12.7	13.8
NO	87.1	86.1	90.0	89.2	92.0	87.5	88.9	91.0	92.4	86.4	90.5	78.5	86.0	91.3	87.9	77.4	87.3	86.2
Net Diff.	-74.3	-72.3	-80.0	-78.4	-84.0	-75.1	-77.9	-82.0	-84.8	-72.8	-81.0	-57.0	-72.1	-82.6	-75.8	-54.8	-74.6	-72.4



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

5. ARE YOU OR IS A MEMBER OF YOUR IMMEDIATE FAMILY FROM A LATINO OR HISPANIC BACKGROUND?

	TOTAL	HOW OF	TEN DO	YOU	TALKED	ABOUT	l DO	YOU THI	NK UNDE	RAGE	HOW C	ONCERNEI	ARE YO	THAT U	AGE A	PPROPRIA	TE FOR	YOU/AN	OTHER
	I	•	ABOUT AL	· · · · ·			DRINK	ING IN (COMMUNI	TY IS	YOUR (CHILDRE	MILL D	RINK	YOUR (CHILDREN	TO	CAUGHT	CHILD
	I	MISUSE	UNDERAG	E DRNK	FEW MO	NTHS	I	A PROI	BLEM		l	ALC	OHOL	I	TRY AI	COHOLIC	DRINK	WITH A	TCOHOL
	 		SOME- TIMES	RARELY 	YES 			Seri- ous 	İ	NOT PROB. AT ALL	-	-		•	YOUNG-	15-17 	18/ OLDER	i	NO/ DON'T KNOW
Total	505	134	231	59	345	79	455	216	239	50	349	105	243	156	45	54	404	53	452
YES	12.9	16.9	9.2	17.0	12.4	14.1	13.2	15.3	11.3	10.1	12.5	14.6	11.6	13.8	10.7	10.6	13.5	16.7	12.4
NO	87.1	83.1	90.8	83.0	87.6	85.9	86.8	84.7	88.7	89.9	87.5	85.4	88.4	86.2	89.3	89.4	86.5	83.3	87.6
Net Diff	-74 3	-66 2	-81 7	-66 0	-75 2	-71 9	-73 6	-69 4	-77 A	_70 Q	-75 1	-70 9	-76 9	-72 5	-78 7	-78 8	-73 N	-66 6	-75 2



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

5. ARE YOU OR IS A MEMBER OF YOUR IMMEDIATE FAMILY FROM A LATINO OR HISPANIC BACKGROUND?

	TOTAL 		FTEN DO			IS ALC			LOCK LIQU CABI	OR	ALCOHOI CHANGED OF COVI	SINCE	START	DRINK T	O COPE	TURNI	NG TO A	OUT CHIL LCOHOL PANDEM	DUE	CHILD M CHANGE START C	SINCE
	I 	•		Not Regul- arly	•	VISI- BLE 	i	NONE IN THE HOUSE	YES 		INCR- EASED 			YES 	•	WORR- IED 		-	NOT WORR- IED	YES	NO
Total	505	400	154	246	105	183	146	176	174	331	70	276	158	122	383	104	30	75	401	178	327
YES	12.9	13.4	10.0	15.5	10.9	8.2	14.4	16.5	14.4	12.1	9.2	11.9	16.3	19.3	10.8	23.1	19.8	24.4	10.2	16.7	10.8
NO	87.1	86.6	90.0	84.5	89.1	91.8	85.6	83.5	85.6	87.9	90.8	88.1	83.7	80.7	89.2	76.9	80.2	75.6	89.8	83.3	89.2
Net Diff.	-74.3	-73.3	-80.0	-69.1	-78.1	-83.6	-71.2	-67.1	-71.3	-75.8	-81.6	-76.2	-67.4	-61.5	-78.3	-53.7	-60.4	-51.1	-79.6	-66.7	-78.4



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

5. ARE YOU OR IS A MEMBER OF YOUR IMMEDIATE FAMILY FROM A LATINO OR HISPANIC BACKGROUND?

	AL	ILD MENTION COHOL SINCE ART OF PAND	STOP UNDERAG	E CONSEQU	AR WITH RISKS JENCES ASSOCIA NDERAGE DRINKI	TED LEAF	W WHERE TO EX RN RISKS/ TA SEQUENCES		EVER VISITED TALK IT OUT NC SITES	BEST DESCRIBES THE AREA WHERE YOU LIVE
	YE 	S NO 	YES NO/ DON'T KNOW	FAMI- Ve LIAR 	-ly F	OT YES AMI- IAR	NO/ YE DON'T KNOW	S NO/ DON'T KNOW	DON'T	CITY SUBURB S.CITY 100K/ OF /TOWN/ MORE CITY RURAL
Total	505	109 396	205 30	0 477	343 135	28 4	416 89	175 330	49 126	119 154 233
YES	12.9	17.4 11.6	14.6 11.	7 13.1	14.1 10.6	9.0 12	2.5 14.8	9.7 14.6	11.7 8.8	18.2 11.5 11.1
NO	87.1	82.6 88.4	85.4 88.	3 86.9	85.9 89.4	91.0 87	7.5 85.2	90.3 85.4	88.3 91.2	81.8 88.5 88.9
Net Diff.	-74.3 -	65.2 -76.7	-70.9 -76.	6 -73.8 -	-71.8 -78.9	-82.0 -75	5.1 -70.4 -	80.7 -70.8	-76.6 -82.3	-63.5 -77.0 -77.9



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

5. ARE YOU OR IS A MEMBER OF YOUR IMMEDIATE FAMILY FROM A LATINO OR HISPANIC BACKGROUND?

	TOTAL	ANNUAL INCOME	INCOME CLUST	ERS EDUCATION	EDUCATION: EDUCATION:
	!		!	!	MALE FEMALE
	ı		ı	ı	1 1
	UNDER \$2	0K- \$40K- \$60K- \$100K-	OVER UNDER OVER UNDER OVER	UNDER OVER LESS COLLO	GE LESS COLLGE LESS COLLGE
	\$20K \$4	0K \$60K \$100K \$150K	\$150K \$40K \$40K \$60K \$60K		./ THAN GRAD./ THAN GRAD./
	1 1		1 1 1 1		COLLGE POST COLLGE POST
Total	505 45	93 96 131 94	45 139 366 234 2	71 365 140 308 19	97 113 107 195 90
YES	12.9 17.9	10.1 18.8 14.7 9.4	3.1 12.6 13.0 15.2 10	.9 15.0 7.3 13.5 11	.9 14.1 15.7 13.2 7.4
NO	87.1 82.1	89.9 81.2 85.3 90.6	96.9 87.4 87.0 84.8 89	.1 85.0 92.7 86.5 88	.1 85.9 84.3 86.8 92.6
Net Diff.	-74.3 -64.3 -	79.8 -62.3 -70.7 -81.2	-93.9 -74.8 -74.1 -69.7 -78	.2 -70.0 -85.3 -73.0 -76	.3 -71.8 -68.7 -73.7 -85.3



NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

5. ARE YOU OR IS A MEMBER OF YOUR IMMEDIATE FAMILY FROM A LATINO OR HISPANIC BACKGROUND?

BANNER 8

	TOTAL	1	MARITAL	STATUS		MARI	•	MARI	
	I				I	STAT	US:	STAT	US:
	I					MAL	E	FEMA	LE
	1	SINGLE	MARR-	SEPA-	WIDOW-	SINGLE	MARR-	SINGLE	MARR-
	I		IED	RATED/	ED	l I	IED	- 1	IED
	I			DIVRCE	I 1	l I	- 1	- 1	
Total	505	120	314	63	8	33	163	88	152
YES	12.9	12.4	12.3	18.4	-	14.5	16.0	11.6	8.3
NO	87.1	87.6	87.7	81.6	100.0	85.5	84.0	88.4	91.7
Net Diff.	-74.3	-75.3	-75.5	-63.1	-100.0	-71.0	-68.0	-76.8	-83.4

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

6. WHAT IS YOUR MAIN RACIAL OR ETHNIC BACKGROUND?

	TOTAL	 			AREA				 	AGE		 	AGE CI	LUSTERS		 		LUSTERS :	
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	•	Wilmin -gton DMA	•	West DMAs 	UNDER 40 	40-49 	OVER 50 	UNDER 40 	OVER 40 	UNDER 50 	OVER 50 	UNDER 40 	OVER 40 	UNDER 50 	OVER 50
Total	505	163	145	88	109	21	54	34	195	210	100	195	310	405	5 100) 84	1 135	5 170	49
WHITE	60.4	54.5	64.6	62.4	62.1	63.8	46.9	84.9	49.7	66.8	67.9	49.7	67.2	2 58.6	67.9	52.3	75.2	65.5	69.7
NON-WHITE	39.6	45.5	35.4	37.6	37.9	36.2	53.1	15.1	50.3	33.2	32.1	50.3	32.8	3 41.4	32.1	47.7	24.8	34.5	30.3
African American	21.0	26.0	21.4	17.3	15.9	14.1	26.1	0.9	24.9	21.7	11.9	24.9	18.5	23.2	11.9	17.6	7.6	14.7	-
Hispanic/Latino	12.9	13.1	12.2	12.1	14.1	15.3	13.6	14.2	20.4	6.9	10.6	20.4	8.1	13.4	10.6	25.8	8.1	. 16.1	10.7
Asian American	2.8	4.4	1.9	3.3	1.1	_	2.2	-	1.1	3.2	5.0	1.1	3.8	3 2.2	5.0	1.0	5.0	1.5	10.3
Native American	2.0	0.5	-	3.6	5.5	-	11.1	_	2.9	0.5	3.3	2.9	1.4	1.7	3.3	3 1.1	2.4	0.5	6.7
Other	1.0	1.5	-	1.2	1.3	6.8	-	-	0.9	0.9	1.3	0.9	1.0	0.9	1.3	3 2.2	2 1.8	3 1.7	2.6



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

6. WHAT IS YOUR MAIN RACIAL OR ETHNIC BACKGROUND?

	TOTAL	 	AGE CLUSTERS: FEMALE			GEN	DER	R	ACIAL B	ACKGROU	1D		ROUND:	RAC: BACKG		•	12TH GR REN HOU	
		I				I	I				I	MA	LE	FEM	ALE	I		
		UNDER	OVER	UNDER 50	OVER 50	MALE	FEMALE		NON- WHITE	Africn Amer./			AFRICN AMER./		AFRICN AMER./	•		THREE/
		4 0	l I	1	1	1	1			Black			BLACK		BLACK	l I	i I	I
Total	505	111	174	235	51	220	285	305	200	106	65	146	25	159	81	315	154	34
WHITE	60.4	47.7	60.9	53.5	66.1	66.4	55.8	100.0	-	-	-	100.0	-	100.0	-	57.8	65.5	59.2
NON-WHITE	39.6	52.3	39.1	46.5	33.9	33.6	44.2	-	100.0	100.0	100.0	-	100.0	-	100.0	42.2	34.5	40.8
African American	21.0	30.4	27.0	29.4	23.3	11.4	28.3	-	53.0	100.0	-	-	100.0	-	100.0	24.4	12.9	27.2
Hispanic/Latino	12.9	16.3	8.2	11.5	10.5	14.9	11.3	-	32.5	-	100.0	-	-	-	-	11.4	17.6	6.3
Asian American	2.8	1.3	2.9	2.8	-	3.4	2.3	-	7.0	-	-	-	-	-	-	2.8	3.3	-
Native American	2.0	4.3	0.6	2.5	-	1.9	2.0	-	5.0	-	-	-	-	-	-	2.4	-	7.3
Other	1.0	-	0.4	0.3	-	1.9	0.3	-	2.5	-	-	-	-	-	-	1.2	0.8	-

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

6. WHAT IS YOUR MAIN RACIAL OR ETHNIC BACKGROUND?

	TOTAL	AGES 	OF CHIL	DREN IN	GRADES	6 THRO	UGH 12	•	EN AGES 6-12: ONLY	•	6-12:	GRADES		IN	RS OF C GRADES	HILDREN 6-12	•	TALKED ALCOHOL USE
		10-14 YEARS 	15 YEARS/ OLDER	teen	•		•	•	15 YEARS/ OLDER	•		•		•	FEMALE ONLY 	BOTH MALE & FEMALE	I	NO/NOT YET/ DK/REF
Total	505	343	254	102	78	91	21	137	87	115	100	92	67	205	193	105	423	82
WHITE	60.4	61.2	63.2	66.0	65.2	59.7	52.1	65.5	69.7	58.7	57.8	58.1	62.7	65.2	56.8	56.9	61.7	53.6
NON-WHITE	39.6	38.8	36.8	34.0	34.8	40.3	47.9	34.5	30.3	41.3	42.2	41.9	37.3	34.8	43.2	43.1	38.3	46.4
African American	21.0	18.9	21.6	16.2	24.2	23.5	29.9	19.4	21.7	23.3	25.0	12.8	16.5	21.5	24.5	13.8	21.2	19.9
Hispanic/Latino	12.9	13.9	10.0	10.8	8.0	12.5	11.1	9.0	7.6	13.6	9.5	21.5	14.0	8.7	12.1	22.6	12.7	13.8
Asian American	2.8	2.9	2.4	5.9	-	-	6.9	3.1	0.2	2.0	3.8	3.9	3.1	2.1	3.1	3.4	1.6	8.7
Native American	2.0	1.8	2.5	1.1	2.7	3.5	-	-	-	2.4	3.9	3.7	3.7	-	3.4	3.2	2.1	1.1
Other	1.0	1.2	0.3	-	_	0.9	_	3.1	0.9	_		_	-	2.4	-	-	0.6	2.9

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

6. WHAT IS YOUR MAIN RACIAL OR ETHNIC BACKGROUND?

	TOTAL	TALK		YOU LCOHOL AGE DRNK	MISUSI	D ABOUT E LAST ONTHS	•	YOU THIS ING IN (A PRO)	COMMUNI			CHILDRE	D ARE YOU WILL COHOL	OU THAT	YOUR	CHILDRE		CAUGH	NOTHER T CHILD ALCOHOL
		OFTEN 	SOME- TIMES 	RARELY 	YES 	•	•	Seri- ous 	İ	NOT PROB. AT ALL	CERNED	Very 	Slight -ly 		YOUNG-	15-17 	18/ OLDER 	İ	NO/ DON'T KNOW
Total	505	134	231	. 59	345	79	455	216	239	50	349	105	243	156	45	54	404	53	452
WHITE	60.4	56.2	64.6	62.8	61.8	61.3	60.2	56.1	63.9	62.1	63.1	49.2	69.1	. 54.4	60.7	68.9	59.5	61.3	60.3
NON-WHITE	39.6	43.8	35.4	37.2	38.2	38.7	39.8	43.9	36.1	37.9	36.9	50.8	30.9	45.6	39.3	31.1	40.5	38.7	39.7
African American	21.0	22.7	21.9	14.8	21.6	19.5	21.5	23.3	19.8	16.7	19.5	29.0	15.4	24.3	17.9	18.4	21.8	13.5	21.9
Hispanic/Latino	12.9	16.9	9.2	17.0	12.4	14.1	13.2	15.3	11.3	10.1	12.5	14.6	11.6	13.8	10.7	10.6	13.5	16.7	12.4
Asian American	2.8	0.8	1.2	5.3	1.2	3.7	2.6	2.1	3.0	4.5	2.6	3.5	2.3	3.1	6.7	2.1	1.9	4.3	2.6
Native American	2.0	2.8	2.3	-	2.6	-	2.0	2.9	1.2	1.8	2.0	3.8	3 1.2	2.0	4.0	-	2.0	4.1	1.7
Other	1.0	0.6	0.8	-	0.4	1.5	0.6	0.3	0.8	4.8	0.3	_	0.5	2.4	_	_	1.2	_	1.1

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

6. WHAT IS YOUR MAIN RACIAL OR ETHNIC BACKGROUND?

	TOTAL	•		OO ADULT:		•	COHOL VI	•	LOCK LIQU CABI	OR	CHANGE	DL CONSUM D SINCE VID-19 PA	START	DRINK !	TO COPE	TURN	ING TO	OUT CHII ALCOHOL 9 PANDEN	DUE	CHILD CHANGE START	
		•	Regul- arly 	Not Regul- arly	-	VISI- BLE 		NONE ! IN THE HOUSE	YES : 	NO 	•	STAYED CONSIS -TENT		YES 	NO 	WORR- IED 	Very 		NOT WORR- IED	YES 	NO
Total	505	400	154	246	105	183	146	176	174	331	70	276	158	122	383	104	30	75	401	178	327
WHITE	60.4	60.2	70.9	53.5	61.2	72.1	53.2	54.3	60.2	60.5	61.9	60.8	59.4	58.3	61.0	49.7	51.0	49.2	63.2	57.6	61.9
NON-WHITE	39.6	39.8	29.1	46.5	38.8	27.9	46.8	45.7	39.8	39.5	38.1	. 39.2	40.6	41.7	39.0	50.3	49.0	50.8	36.8	42.4	38.1
African American	21.0	22.1	17.2	25.1	16.9	16.3	26.4	21.4	21.3	20.8	27.3	21.9	16.0	19.5	21.5	20.0	19.1	20.4	21.2	19.7	21.7
Hispanic/Latino	12.9	13.4	10.0	15.5	10.9	8.2	14.4	16.5	14.4	12.1	9.2	11.9	16.3	19.3	10.8	23.1	19.8	24.4	10.2	16.7	10.8
Asian American	2.8	1.9	1.3	2.3	6.1	2.5	1.1	4.4	1.1	3.7	1.6	2.4	4.0	1.4	3.2	3.3	2.7	3.5	2.6	2.9	2.7
Native American	2.0	1.7	0.6	2.4	3.0	0.5	4.9	1.0	2.6	1.6	-	2.2	2.5	1.6	2.1	3.9	7.4	2.4	1.5	2.8	1.5
Other	1.0	0.8	: -	1.2	1.9	0.4	-	2.4	0.4	1.3	-	0.8	1.9	-	1.3	_	-	-	1.2	0.4	1.3

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

6. WHAT IS YOUR MAIN RACIAL OR ETHNIC BACKGROUND?

	j	ALCOHO	MENTION L SINCE OF PAND	STOP UN	IDERAGE	CONS	EQUENCE	TH RISK S ASSOC GE DRIN	IATED	LEARN	WHERE TO RISKS/ QUENCES	TALK I		TALK		•	DESCRIB WHERE Y	SES THE COU LIVE
		YES 	NO 	i i	NO/ DON'T KNOW	FAMI- LIAR 			NOT FAMI- LIAR	YES 	NO/ DON'T KNOW	YES 	NO/ DON'T KNOW	YES 	NO/ DON'T KNOW	CITY 100K/ MORE	SUBURB OF CITY	S S.CITY /TOWN/ RURAL
Total	505	109	396	205	300	477	343	135	28	416	5 89	175	330	49	126	5 119	154	233
WHITE	60.4	55.9	61.7	57.9	62.1	61.1	61.1	61.1	48.8	62.6	50.1	63.7	58.7	63.4	63.7	41.9	63.3	67.9
NON-WHITE	39.6	44.1	38.3	42.1	37.9	38.9	38.9	38.9	51.2	37.4	49.9	36.3	41.3	36.6	36.3	58.1	36.7	32.1
African American	21.0	22.9	20.4	23.1	19.6	20.6	20.8	20.0	27.9	19.1	29.9	22.1	20.4	23.0	21.7	34.2	20.8	14.4
Hispanic/Latino	12.9	17.4	11.6	14.6	11.7	13.1	14.1	10.6	9.0	12.5	14.8	9.7	14.6	11.7	8.8	18.2	11.5	11.1
Asian American	2.8	0.9	3.3	1.9	3.4	2.5	1.8	4.4	6.7	2.6	3.7	1.7	3.4		- 2.3	3 4.0	3.9	1.4
Native American	2.0	2.9	1.7	2.6	1.6	1.9	1.8	2.2	3.3	2.4	1 -	2.1	. 1.9	1.9	2.2	2 0.2	0.6	3.8
Other	1.0	_	1.3	_	1.7	0.8	0.4	1.8	4.2	0.9	1.4	0.8	1.1		- 1.1	1.5	5 -	1.4

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

6. WHAT IS YOUR MAIN RACIAL OR ETHNIC BACKGROUND?

	TOTAL	 		ANNUAL	INCOME			 		INCOME	CLUSTEF	s		EDUC 	ATION	EDUC MA 	ATION: LE	•	CATION:
		UNDER \$20K 	\$20K- \$40K 		\$60K- \$100K 		•	•	OVER \$40K 	UNDER \$60K 	OVER \$60K 	UNDER \$100K 	OVER \$100K 	•	COLLGE GRAD./	•	COLLGE GRAD./ POST	-	COLLGE GRAD./
Total	505	5 45	5 93	96	131	94	45	139	366	234	271	365	140	308	197	113	107	195	90
WHITE	60.4	42.8	64.2	2 43.1	63.3	71.0	76.2	57.3	61.6	51.5	68.1	55.7	72.7	56.1	67.1	61.8	71.4	52.8	62.1
NON-WHITE	39.6	57.2	35.8	56.9	36.7	29.0	23.8	42.7	38.4	48.5	31.9	44.3	27.3	43.9	32.9	38.2	28.6	47.2	37.9
African American	21.0	37.3	20.9	32.7	14.3	11.1	20.1	26.2	19.0	28.9	14.2	23.6	14.1	25.1	14.6	16.5	6.0	30.0	24.8
Hispanic/Latino	12.9	17.9	10.1	18.8	14.7	9.4	3.1	12.6	13.0	15.2	10.9	15.0	7.3	13.5	11.9	14.1	15.7	13.2	7.4
Asian American	2.8	-		- 1.1	6.5	4.6	-	-	3.8	0.5	4.8	2.6	3.1	1.2	5.2	1.3	5.7	1.2	4.6
Native American	2.0	2.0	2.9	4.3	0.7	1.2	0.6	2.6	1.7	3.3	0.8	2.4	1.0	3.2	0.1	3.7	-	2.8	0.3
Other	1.0) -	. 1.9	-	0.6	2.6	-	1.3	0.9	0.8	1.2	0.7	1.8	1.0	1.1	2.6	1.2		0.9



NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

6. WHAT IS YOUR MAIN RACIAL OR ETHNIC BACKGROUND?

BANNER 8

	TOTAL] 1 	MARITAL	STATUS		MAR: STA: MA		MARI STAT FEMA	rus:
			IED	SEPA- RATED/ DIVRCE	ED	-	MARR- IED 	SINGLE 	MARR- IED
Total	505	120	314	63	8	33	163	88	152
WHITE	60.4	39.0	67.2	64.6	84.9	47.4	68.2	35.8	66.1
NON-WHITE	39.6	61.0	32.8	35.4	15.1	52.6	31.8	64.2	33.9
African American	21.0	42.3	14.8	11.7	15.1	28.3	8.8	47.5	21.2
Hispanic/Latino	12.9	12.4	12.3	18.4	-	14.5	16.0	11.6	8.3
Asian American	2.8	-	4.0	2.3	-	-	3.7	-	4.2
Native American	2.0	3.9	1.1	2.9	-	2.8	2.0	4.2	0.2
Other	1.0	2.5	0.6	_	_	7.0	1.2	0.9	_

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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

7. HOW MANY CHILDREN IN THIS HOUSEHOLD ARE IN THE 6TH THROUGH 12TH GRADE?

	TOTAL	 			AREA				 	AGE		 	AGE CI	USTERS		 		LUSTERS	
		RAL- EIGH DMA	CHAR- LOTTE DMA	-BORO	OF	Wilmin -gton DMA		West DMAs 	UNDER 40 	40-49 	OVER 50 	UNDER 40 	OVER 40 	UNDER 50 	OVER 50 	UNDER 40 	OVER 40 	UNDER 50 	OVER 50
Total	505	163	3 145	88	109	21	54	34	195	210	100	195	310	405	5 100) 84	135	5 170) 49
ONE	62.4	62.6	63.7	64.1	59.0	59.8	60.0	57.0	59.7	65.1	62.1	. 59.7	64.1	62.5	62.1	57.0	53.3	3 57.4	45.6
TWO/MORE	37.2	36.2	2 36.3	35.9	41.0	40.2	40.0	43.0	40.2	34.1	. 37.9	40.2	35.3	37.0	37.9	43.0	45.3	3 41.6	54.4
Two	30.5	31.1	L 23.9	32.0	37.2	40.2	32.2	43.0	34.7	29.7	23.9	34.7	27.9	32.1	L 23.9	41.4	32.6	36.2	35.1
Three/More	6.7	5.1	L 12.4	3.9	3.8	-	7.7	_	5.5	4.3	14.0	5.5	7.4	4.9	9 14.0	1.6	12.7	7 5.4	19.3
PREFER NOT TO SAY	0.4	1.2	2 -	. <u>-</u>	-	-	-	-	0.1	0.9	-	0.1	0.6	0.5	5 -		1.3	3 1.1	_
Mean	1.46	1.42	2 1.52	1.41	1.46	1.40	1.49	1.43	1.48	1.39	1.53	1.48	1.44	1.44	1 1.53	3 1.45	1.61	1.48	3 1.77

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

7. HOW MANY CHILDREN IN THIS HOUSEHOLD ARE IN THE 6TH THROUGH 12TH GRADE?

	TOTAL	 		USTERS: ALE		GEN 	DER	l R I	ACIAL B	ACKGROU	ND	BACKG	IAL ROUND: LE	BACKG	:IAL ROUND: IALE		12TH GR REN HOU	
		UNDER 40 	OVER 40 	UNDER 50 	OVER 50 	MALE 	FEMALE 	WHITE 	WHITE		His- panic/ Latino	İ	AFRICN AMER./ BLACK	İ	AFRICN AMER./ BLACK		•	THREE/ MORE
Total	505	111	174	235	51	220	285	305	200	106	65	146	25	159	81	315	154	34
ONE	62.4	61.7	72.5	66.2	77.9	54.7	68.3	59.7	66.5	72.6	55.1	55.1	67.6	63.9	74.1	100.0	-	-
TWO/MORE	37.2	38.1	27.5	33.7	22.1	44.4	31.6	39.6	33.5	27.4	44.9	43.7	32.4	35.9	25.9	-	100.0	100.0
Two	30.5	29.6	24.2	29.2	13.2	35.9	26.3	33.1	26.6	18.7	41.7	35.2	17.7	31.2	19.0	-	100.0	-
Three/More	6.7	8.5	3.3	4.5	8.9	8.5	5.3	6.6	6.9	8.7	3.3	8.5	14.7	4.8	6.8	-	-	100.0
PREFER NOT TO SAY	0.4	0.2	-	0.1		0.8	0.1	0.7	-	-	-	1.2	-	0.1		-	-	-
Mean	1.46	1.51	1.31	1.40	1.31	1.55	1.39	1.48	1.42	1.37	1.53	1.55	1.47	1.41	1.34	1.00	2.00	3.22

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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

7. HOW MANY CHILDREN IN THIS HOUSEHOLD ARE IN THE 6TH THROUGH 12TH GRADE?

	TOTAL	AGES 	OF CHIL	DREN IN	GRADES	6 THRO	UGH 12		6-12:	•	6-12:	GRADES		IN	RS OF C	HILDREN 6-12		ALCOHOL	
		10-14 YEARS 	15 YEARS/ OLDER	teen	Six- teen 	teen	•		•	•	15 YEARS/ OLDER		•			BOTH MALE & FEMALE	•	NO/NOT YET/ DK/REF	
Total	505	343	3 254	102	78	91	21	137	87	115	100	92	67	205	193	105	423	82	
ONE	62.4	55.1	50.5	42.8	45.6	46.5	35.4	71.4	66.9	73.8	68.4	7.6	2.9	75.5	78.4	8.4	61.2	68.9	
TWO/MORE	37.2	44.8	49.5	57.2	54.4	53.5	64.6	28.5	33.1	26.2	31.6	92.4	97.1	24.4	21.6	91.6	38.8	28.7	
Two	30.5	35.3	36.8	40.7	41.6	39.8	56.8	25.9	29.3	24.3	29.1	63.2	57.8	22.6	19.8	66.1	31.1	27.2	
Three/More	6.7	9.5	12.7	16.5	12.8	13.7	7.8	2.6	3.8	1.9	2.5	29.3	39.4	1.7	1.8	25.5	7.7	1.5	
PREFER NOT TO SAY	0.4	0.1		-	-	-	-	0.1		-	-	-	_	0.1	_	-	-	2.5	
Mean	1.46	1.56	1.65	1.78	1.68	1.72	1.72	1.31	. 1.37	1.29	1.37	2.26	2.43	1.26	1.25	2.21	1.48	1.32	

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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

7. HOW MANY CHILDREN IN THIS HOUSEHOLD ARE IN THE 6TH THROUGH 12TH GRADE?

	TOTAL	TALK	FTEN DO ABOUT A UNDERA		MISUS	D ABOUT E LAST ONTHS	•	YOU THI ING IN A PRO	COMMUNI		-	CHILDRE		OU THAT	YOUR	CHILDRE	N TO	CAUGH	NOTHER T CHILD ALCOHOL
		OFTEN 	SOME- TIMES 	RARELY 	YES 	•		Seri- ous 	Minor 		CON- CERNED	_	Slight -ly 		YOUNG-	15-17 	18/ OLDER 	İ	NO/ DON'T KNOW
Total	505	134	231	59	345	79	455	216	239	50	349	105	243	3 156	45	54	404	53	452
ONE	62.4	55.5	64.9	59.4	61.2	60.8	61.2	63.6	59.0	73.8	60.9	68.6	57.5	65.8	54.6	67.3	62.9	48.2	64.1
TWO/MORE	37.2	44.5	35.1	40.6	38.8	39.2	38.4	36.4	40.3	25.8	39.1	31.4	42.5	32.9	45.0	32.7	36.6	51.8	35.5
Two	30.5	34.9	27.5	37.1	31.0	31.9	31.4	30.8	32.0	21.9	31.7	27.5	33.5	27.8	30.0	32.7	29.9	41.4	29.2
Three/More	6.7	9.6	7.6	3.6	7.8	7.3	7.0	5.6	8.3	3.9	7.4	3.9	9.0	5.0	15.0	-	6.7	10.5	6.3
PREFER NOT TO SAY	0.4	-	-	-	-	-	0.4	-	0.8	0.4			-	- 1.3	0.4	-	0.5	-	0.4
Mean	1.46	1.54	1.45	1.48	1.47	1.51	1.47	1.42	1.52	1.30	1.49	1.35	1.55	5 1.38	1.68	1.33	1.45	1.65	1.43

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

7. HOW MANY CHILDREN IN THIS HOUSEHOLD ARE IN THE 6TH THROUGH 12TH GRADE?

	TOTAL 			ADULTS D DRINK			OHOL VI		LOCK LIQU CABI	OR	CHANGE	L CONSUM D SINCE ID-19 PA	START	DRINK !	TO COPE	TURN	ING TO	OUT CHII ALCOHOL 9 PANDEN	DUE	CHILD M CHANGE START O	SINCE
	 	DRINK : - 	arly	Not		VISI- BLE 	i	NONE IN THE HOUSE	YES 	NO	•	STAYED CONSIS -TENT		YES 	•	WORR- IED 	•		NOT WORR- IED	YES	NO
Total	505	400	154	246	105	183	146	176	174	331	70	276	158	122	383	104	30	75	401	178	327
ONE	62.4	61.3	51.5	67.5	66.4	57.5	65.3	65.1	65.7	60.7	59.4	61.4	65.3	61.2	62.8	55.4	54.7	55.7	64.2	57.3	65.2
TWO/MORE	37.2	38.2	47.2	32.5	33.6	41.5	34.6	34.9	34.3	38.7	37.7	38.6	34.7	37.3	37.1	44.6	45.3	44.3	35.3	42.7	34.2
Two	30.5	31.5	41.6	25.1	26.8	35.2	25.2	30.0	29.8	30.8	32.9	31.4	28.1	32.9	29.7	38.7	30.1	42.2	28.4	37.3	26.8
Three/More	6.7	6.7	5.6	7.4	6.7	6.3	9.4	5.0	4.5	7.9	4.8	7.3	6.6	4.3	7.5	5.8	15.3	2.1	6.9	5.4	7.4
PREFER NOT TO SAY	0.4	0.5	1.3	-	-	1.0	0.1	-	-	0.6	2.9	-	-	1.5	0.1	-	-	-	0.5	-	0.6
Mean	1.46	1.47	1.56	1.42	1.40	1.49	1.44	1.43	1.39	1.49	1.44	1.47	1.45	1.43	1.46	1.51	1.64	1.46	1.44	1.49	1.44



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

7. HOW MANY CHILDREN IN THIS HOUSEHOLD ARE IN THE 6TH THROUGH 12TH GRADE?

		ALCOHO	MENTION L SINCE OF PAND	STOP U	NDERAGE	CONS	EQUENCE	TH RISK S ASSOC GE DRIN	IATED	LEARN	HERE TO RISKS/ QUENCES	TALK	HEARD OF IT OUT NC	TALK I		•	DESCRIB WHERE Y	SES THE COU LIVE
		YES 	NO 	İ	NO/ DON'T KNOW	FAMI- LIAR 			NOT FAMI- LIAR	-	NO/ DON'T KNOW	YES 	NO/ DON'T KNOW	YES 	DON'T		OF	S S.CITY /TOWN/ RURAL
Total	505	109	396	205	300	477	343	135	28	416	89	175	5 330	49	126	119	154	233
ONE	62.4	47.5	66.5	55.9	66.8	62.7	63.3	61.0	57.5	61.6	66.1	. 65.8	8 60.6	63.9	66.6	64.3	54.5	66.6
TWO/MORE	37.2	52.5	33.0	44.1	32.5	37.3	36.7	39.0	35.2	38.4	31.6	33.1	1 39.4	36.1	. 32.0	35.7	44.3	33.3
Two	30.5	38.4	28.3	33.6	28.4	30.5	29.9	32.3	29.9	32.0	23.7	27.8	31.9	32.2	26.1	28.3	36.8	27.4
Three/More	6.7	14.1	4.7	10.5	4.1	6.8	6.8	6.7	5.4	6.4	7.9	5.3	3 7.4	3.9	5.9	7.3	7.4	5.9
PREFER NOT TO SAY	0.4	-	0.5	-	0.7	-	-	-	7.3	-	2.3	1.0	0.1		1.4	-	1.2	0.1
Mean	1.46	1.70	1.39	1.57	1.38	1.45	1.44	1.49	1.49	1.46	1.42	1.39	9 1.49	1.40	1.38	1.44	1.55	1.40

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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

7. HOW MANY CHILDREN IN THIS HOUSEHOLD ARE IN THE 6TH THROUGH 12TH GRADE?

	TOTAL	 		ANNUAL	INCOME			 		INCOME	CLUSTER	s		EDUC 	ATION	EDUC	ATION: LE	EDUC. FEM 	ATION:	
		•	\$20K- \$40K 		\$60K- \$100K 		•	UNDER \$40K 		UNDER \$60K 	OVER \$60K 	UNDER \$100K 	-	•	COLLGE GRAD./ POST	-	COLLGE GRAD./ POST		COLLGE GRAD./	
Total	505	45	93	96	131	94	45	139	366	234	271	365	140	308	197	113	107	195	90	
ONE	62.4	66.2	65.1	. 70.8	56.6	55.4	66.6	65.5	61.2	67.7	57.8	63.7	59.0	64.8	58.6	57.4	51.9	69.2	66.4	
TWO/MORE	37.2	29.8	34.7	29.2	43.4	44.6	33.4	33.1	38.8	31.5	42.2	35.8	41.0	34.5	41.4	41.0	48.1	30.7	33.6	
Two	30.5	24.3	28.8	22.7	39.1	37.3	18.0	27.3	31.7	25.4	34.9	30.3	31.0	28.9	33.1	35.6	36.3	25.0	29.2	
Three/More	6.7	5.5	5.9	6.4	4.3	7.4	15.5	5.8	7.0	6.1	7.3	5.4	10.0	5.6	8.4	5.4	11.8	5.8	4.4	
PREFER NOT TO SAY	0.4	4.0	0.2	! -	-	-	-	1.5	-	0.9	-	0.6	-	0.7	-	1.6	-	0.1	. –	
Mean	1.46	1.37	1.44	1.37	1.50	1.53	1.49	1.42	1.47	1.40	1.50	1.43	1.51	1.42	1.51	1.47	1.62	1.39	1.38	



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

7. HOW MANY CHILDREN IN THIS HOUSEHOLD ARE IN THE 6TH THROUGH 12TH GRADE?

BANNER 8

	TOTAL] 	MARITAL	STATUS		•	ITAL TUS: LE	•	ITAL IUS: ALE
		SINGLE 	MARR- IED 	SEPA- RATED/ DIVRCE		SINGLE 	MARR- IED 	-	MARR- IED
Total	505	120	314	63	8	33	163	88	152
ONE	62.4	69.3	60.9	52.7	96.5	73.4	53.7	67.7	68.6
TWO/MORE	37.2	29.1	39.1	47.3	3.5	21.0	46.3	32.1	31.4
Two	30.5	25.4	31.6	38.3	3.5	21.0	37.0	27.0	25.7
Three/More	6.7	3.7	7.6	9.0	-	-	9.3	5.0	5.7
PREFER NOT TO SAY	0.4	1.7	-	-	-	5.6	-	0.2	-
Mean	1.46	1.35	1.47	1.64	1.03	1.22	1.57	1.39	1.37

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

8. WHAT ARE THE AGES OF ALL OF YOUR CHILDREN IN THE 6TH THROUGH 12TH GRADES?

	TOTAL	TOTAL AREA							 	AGE		 	AGE CL	USTERS		 	AGE CLU MAI		
		EIGH	LOTTE	-BORO		-gton DMA		DMAs	UNDER 40 		-	•		•	•	•	•		OVER 50
Total	505	163	145	88	109	21	54	34	195	210	100	195	310	405	100	84	135	170	49
TEN/YOUNGER	10.3	10.6	11.4	9.2	9.4	0.9	17.5	2.0	18.9	3.8	7.3	18.9	4.9	11.1	7.3	27.7	5.5	16.5	5.6
ELEVEN	13.3	14.2	14.0	7.7	15.4	4.8	10.8	29.3	17.8	11.7	7.8	17.8	10.4	14.6	7.8	16.7	14.0	16.4	10.0
TWELVE	19.3	19.5	20.0	25.1	13.6	-	20.9	10.8	20.9	17.3	20.5	20.9	18.4	19.0	20.5	20.2	16.7	16.8	22.5
THIRTEEN	21.5	20.4	16.7	22.4	28.5	32.2	31.1	22.2	21.7	24.3	15.0	21.7	21.3	23.1	15.0	27.4	26.3	29.7	16.3
FOURTEEN	18.0	19.2	20.5	17.2	13.6	8.2	15.9	13.4	19.1	17.2	17.8	19.1	17.4	18.1	17.8	17.9	23.0	20.7	22.2
FIFTEEN	20.3	15.8	20.7	19.3	27.2	35.9	26.5	22.8	13.7	20.7	32.3	13.7	24.4	17.3	32.3	3.1	29.5	11.7	46.1
SIXTEEN	15.4	16.6	14.3	12.5	17.2	15.5	18.7	16.0	11.4	18.6	16.3	11.4	17.9	15.1	16.3	9.3	15.2	13.3	11.8
SEVENTEEN	18.1	17.9	22.0	12.3	17.8	36.6	5.5	25.4	11.0	21.3	25.1	11.0	22.5	16.3	25.1	9.7	22.5	14.4	28.8
EIGHTEEN/OLDER	4.2	2.7	4.5	6.1	4.4	-	5.6	5.4	2.9	4.0	7.0	2.9	5.0	3.5	7.0	-	3.4	0.5	7.6
PREFER NOT TO SAY	0.4	1.1	-	-	-	-	-	-	-	0.9	-	-	0.6	0.4	-	-	1.3	1.1	-
Mean	13.86	13.78	13.92	13.80	13.95	14.94	13.52	14.09	13.19	14.21	14.40	13.19	14.27	13.72	14.40	12.65	14.11	13.32	14.43

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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

8. WHAT ARE THE AGES OF ALL OF YOUR CHILDREN IN THE 6TH THROUGH 12TH GRADES?

	TOTAL	 - 	AGE CLU		 	GENI	ER 	R	ACIAL B	ACKGROU	NTD -	RAC BACKG MA	ROUND:	RAC BACKG FEM	ROUND:		2TH GRA	
		40	•	•	OVER	MALE	FEMALE 		WHITE		panic/ Latino		AFRICN AMER./ BLACK		AFRICN AMER./ BLACK	ONE 		THREE/ MORE
Total	505	111	174	235	51	220	285	305	200	106	65	146	25	159	81	315	154	34
TEN/YOUNGER	10.3	12.2	4.5	7.1	9.1	14.0	7.5	7.1	15.3	13.2	18.3	8.6	24.7	5.7	9.6	9.6	14.0	0.8
ELEVEN	13.3	18.6	7.7	13.3	5.7	15.0	12.0	11.8	15.6	14.9	19.3	11.3	29.3	12.2	10.5	10.1	18.0	21.9
TWELVE	19.3	21.4	19.7	20.7	18.7	18.0	20.3	20.9	16.9	10.5	24.8	20.2	9.8	21.5	10.7	14.3	24.5	43.6
THIRTEEN	21.5	17.5	17.4	18.2	13.8	26.7	17.4	23.2	18.8	18.7	19.0	28.9	28.1	17.9	15.8	16.4	29.6	32.4
FOURTEEN	18.0	19.9	13.0	16.2	13.6	21.0	15.7	20.7	14.0	17.8	6.9	24.6	15.5	17.0	18.6	11.6	21.1	65.2
FIFTEEN	20.3	21.7	20.5	21.4	19.0	19.4	21.0	22.2	17.4	15.7	17.0	21.3	-	23.0	20.5	13.9	27.1	50.1
SIXTEEN	15.4	13.0	20.0	16.5	20.7	12.9	17.2	16.6	13.5	17.7	9.5	11.6	26.3	21.1	15.0	11.2	21.0	29.3
SEVENTEEN	18.1	12.0	22.5	17.7	21.5	17.6	18.4	17.9	18.4	20.2	17.5	19.2	8.3	16.6	23.9	13.5	23.6	36.9
EIGHTEEN/OLDER	4.2	5.1	6.2	5.7	6.4	2.1	5.8	3.6	5.1	6.0	3.6	2.1	-	5.0	7.8	2.4	7.8	4.9
PREFER NOT TO SAY	0.4	-	-	-	-	0.8	-	0.6	-	-	-	1.2	-	-	-	-	-	-
Mean	13.86	13.57	14.42	14.02	14.36	13.61	14.07	13.96	13.70	13.99	13.29	13.82	12.90	14.10	14.35	13.73	13.91	14.18

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

8. WHAT ARE THE AGES OF ALL OF YOUR CHILDREN IN THE 6TH THROUGH 12TH GRADES?

	TOTAL 	AGES (OF CHILE	OREN IN	GRADES	6 THRO			6-12:	•	6-12:	GRADES	EN AGES 6-12: FEMALE	IN (RS OF C	HILDREN 6-12 	EVER 1 ABOUT 1 MISU	ALCOHOL
			15 YEARS/ OLDER		-		•		•			•	15 YEARS/ OLDER		ONLY	BOTH MALE & FEMALE		NO/NOT YET/ DK/REF
Total	505	343	254	102	78	91	21	137	87	115	100	92	67	205	193	105	423	82
TEN/YOUNGER	10.3	15.2	2.2	2.4	2.7	-	5.5	17.7	1.2	12.4	1.2	15.1	5.1	11.8	7.4	13.2	7.2	26.7
ELEVEN	13.3	19.6	7.1	5.1	4.6	10.1	-	19.8	6.4	15.0	2.9	25.0	14.3	13.2	8.9	21.8	12.2	18.9
TWELVE	19.3	28.5	10.6	14.8	4.4	9.3	16.1	22.6	3.0	33.2	10.0	31.3	21.4	15.1	19.7	27.3	18.0	26.0
THIRTEEN	21.5	31.6	12.5	17.4	15.4	4.6	-	31.0	7.9	25.4	1.5	40.3	34.9	20.7	15.1	35.1	22.1	18.2
FOURTEEN	18.0	26.5	13.2	8.8	20.8	11.5	7.8	21.8	5.4	22.4	5.5	38.9	34.6	14.5	13.3	33.9	20.1	7.1
FIFTEEN	20.3	11.1	40.3	100.0	7.2	15.1	29.3	6.8	44.6	5.1	30.6	24.9	49.3	19.0	15.8	31.6	22.4	9.1
SIXTEEN	15.4	9.1	30.6	5.5	100.0	9.2	12.6	1.9	22.5	4.8	32.7	25.2	37.7	9.6	16.9	24.2	18.1	1.2
SEVENTEEN	18.1	7.9	35.9	13.5	10.8	100.0	8.7	5.1	38.8	5.5	36.4	15.0	31.5	16.5	18.8	20.2	21.2	1.7
EIGHTEEN/OLDER	4.2	1.8	8.3	6.1	3.4	2.0	100.0	1.0	6.9	4.0	9.5	0.3	8.5	2.9	4.9	5.4	3.8	6.0
PREFER NOT TO SAY	0.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.2
Mean	13.86	13.02	15.11	14.60	15.21	15.78	16.37	12.62	15.43	12.91	15.60	13.46	14.47	13.69	14.12	13.79	14.10	12.32

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

8. WHAT ARE THE AGES OF ALL OF YOUR CHILDREN IN THE 6TH THROUGH 12TH GRADES?

		TALK A	FTEN DO ABOUT AL 'UNDERAG	COHOL	MISUSE			YOU THII ING IN (A PRO	COMMUNI			CHILDRE	D ARE YOU WILL TO OHOL	DRINK	AGE AI YOUR (TRY AI	CHILDREN	TO I	CAUGHT	CHILD
		•	SOME- TIMES 	RARELY 	YES 		•	Seri- ous 	İ	NOT PROB. AT ALL	İ	 	-	•	YOUNG-	15-17	18/ OLDER 	i	NO/ DON'T KNOW
Total	505	134	231	59	345	79	455	216	239	50	349	105	243	156	45	54	404	53	452
TEN/YOUNGER	10.3	8.2	6.2	8.7	7.6	5.4	9.6	12.4	7.1	16.8	11.1	15.8	9.0	8.7	15.1	14.9	9.2	15.3	9.7
ELEVEN	13.3	17.2	7.7	18.7	11.2	16.7	13.3	16.7	10.2	13.0	13.5	14.8	12.9	12.9	7.8	14.6	13.8	12.6	13.4
TWELVE	19.3	14.9	18.3	24.3	17.9	18.8	19.4	18.2	20.5	18.4	21.8	18.3	23.3	13.8	23.0	11.7	20.1	21.4	19.1
THIRTEEN	21.5	17.0	21.9	34.5	21.2	26.0	21.5	15.9	26.5	21.5	19.5	13.9	21.8	25.9	27.8	21.0	20.4	22.5	21.3
FOURTEEN	18.0	22.0	19.8	17.0	19.4	23.3	17.8	14.9	20.3	20.3	17.7	16.5	18.2	18.8	13.3	16.7	18.8	26.8	17.0
FIFTEEN	20.3	19.1	23.9	24.6	21.5	26.8	21.2	20.3	22.1	11.8	21.4	21.7	21.3	17.8	23.6	16.4	20.0	13.9	21.0
SIXTEEN	15.4	19.4	20.1	7.1	19.0	14.1	16.3	16.9	15.7	7.1	15.5	13.1	16.5	15.2	12.8	21.3	14.9	16.5	15.2
SEVENTEEN	18.1	30.5	17.5	14.7	22.7	14.6	18.5	20.2	17.1	13.9	18.4	17.1	19.0	17.3	10.0	13.8	19.6	20.0	17.8
EIGHTEEN/OLDER	4.2	5.8	3.7	-	4.2	2.5	4.1	4.1	4.0	5.4	4.0	2.8	4.5	4.7	6.5	-	4.5	5.2	4.1
PREFER NOT TO SAY	0.4	-	-	-	-	-	0.4	-	0.8	-	-	-	-	1.2	-	-	0.5	-	0.4
Mean	13.86	14.27	14.18	13.39	14.16	13.82	13.91	13.85	13.96	13.42	13.83	13.64	13.90	13.94	13.63	13.64	13.92	13.76	13.88

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

8. WHAT ARE THE AGES OF ALL OF YOUR CHILDREN IN THE 6TH THROUGH 12TH GRADES?

	TOTAL 	HOUSEHOLD DRINK DRINK Regul - Not NEVER				IS ALC OR HID	OHOL VI		LOCK LIQU CABI	OR	CHANGEI	L CONSUM SINCE ID-19 PA	START	DRINK I	O COPE	TURNI	NG TO	OUT CHII ALCOHOL 9 PANDEN	DUE	CHILD CHANGE START	SINCE
	 		arly			VISI- BLE 	i	IN THE	YES 		EASED	STAYED CONSIS -TENT		YES 		WORR- IED 	-		NOT WORR- IED	YES 	NO
Total	505	400	154	246	105	183	146	176	174	331	70	276	158	122	383	104	30	75	401	178	327
TEN/YOUNGER	10.3	10.8	13.8	8.9	8.7	8.2	12.7	10.6	15.5	7.6	15.4	8.3	11.8	18.0	7.8	18.4	31.1	13.4	8.2	12.6	9.1
ELEVEN	13.3	13.6	11.3	15.1	12.1	9.7	20.9	10.7	17.8	10.9	15.9	13.7	11.6	14.6	12.9	14.6	10.4	16.3	12.9	13.6	13.1
TWELVE	19.3	21.6	17.5	24.2	10.5	21.7	21.5	15.0	18.6	19.7	11.4	19.5	21.9	19.2	19.4	29.0	23.4	31.3	16.8	16.4	20.9
THIRTEEN	21.5	21.2	23.3	20.0	22.3	25.9	14.7	22.4	21.2	21.6	26.0	18.5	24.7	22.4	21.2	18.5	36.1	11.5	22.2	22.4	20.9
FOURTEEN	18.0	18.6	19.0	18.4	15.7	17.6	21.9	15.2	19.3	17.3	15.9	21.6	12.9	16.6	18.5	16.6	26.8	12.5	18.4	17.6	18.3
FIFTEEN	20.3	19.7	18.5	20.5	22.5	21.1	22.7	17.5	14.3	23.4	17.7	20.8	20.7	11.7	23.0	13.9	3.4	18.0	22.0	17.6	21.8
SIXTEEN	15.4	14.0	18.3	11.3	20.7	15.9	11.3	18.2	13.9	16.1	14.1	16.5	14.0	11.1	16.7	13.9	-	19.3	15.8	19.8	12.9
SEVENTEEN	18.1	17.3	16.6	17.7	21.1	19.1	13.6	20.7	14.7	19.8	10.3	19.2	19.7	14.7	19.1	10.8	11.0	10.7	20.0	17.8	18.2
EIGHTEEN/OLDER	4.2	3.6	5.6	2.4	6.3	3.8	2.9	5.7	1.3	5.7	3.3	5.1	3.0	4.6	4.1	3.6	3.9	3.5	4.3	6.7	2.8
PREFER NOT TO SAY	0.4	0.5	1.2	-	-	1.0	-	-	-	0.5	2.6	-	-	1.5	-	-	-	-	0.5	-	0.6
Mean	13.86	13.76	13.86	13.69	14.27	13.96	13.48	14.09	13.40	14.10	13.48	14.00	13.78	13.40	14.00	13.24	12.72	13.46	14.02	13.94	13.82

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

8. WHAT ARE THE AGES OF ALL OF YOUR CHILDREN IN THE 6TH THROUGH 12TH GRADES?

	i	ALCOHOL	SINCE	S/R/H STOP UN DRINK	DERAGE	CONSE	QUENCE	TH RISKS S ASSOCI GE DRINE	TATED	KNOW WE LEARN F CONSEQU	RISKS/	TALK I	T OUT	EVER V TALK I	T OUT		DESCRIBE WHERE YO	
	 	YES	NO 	i	DON'T	i i	-	i i	FAMI- LIAR	i i	DON'T		DON'T	i I	DON'T	100K/		S.CITY /TOWN/ RURAL
Total	505	109	396	205	300	477	343	135	28	416	89	175	330	49	126	119	154	233
TEN/YOUNGER	10.3	7.2	11.1	10.0	10.6	9.6	9.5	10.0	22.4	8.9	17.0	10.4	10.3	21.6	6.0	17.3	7.2	8.8
ELEVEN	13.3	12.7	13.4	16.4	11.2	12.8	13.8	10.3	21.2	14.0	9.8	11.9	14.0	17.1	9.9	16.6	13.2	11.6
TWELVE	19.3	21.3	18.8	21.7	17.7	19.4	18.7	21.2	18.1	19.0	21.0	15.7	21.2	25.3	12.0	13.5	24.9	18.6
THIRTEEN	21.5	20.0	21.9	27.6	17.3	21.8	22.3	20.4	15.6	21.9	19.2	26.9	18.6	24.9	27.6	20.8	17.9	24.2
FOURTEEN	18.0	25.5	16.0	17.5	18.4	17.7	17.8	17.6	23.5	17.3	21.2	18.2	17.9	9.0	21.8	18.3	16.9	18.6
FIFTEEN	20.3	21.5	20.0	18.1	21.8	21.0	19.0	26.1	8.7	21.2	16.2	19.6	20.7	12.1	22.5	14.3	26.7	19.1
SIXTEEN	15.4	25.3	12.7	14.5	16.0	15.4	14.3	18.3	14.0	15.1	16.6	15.4	15.3	13.6	16.1	17.9	17.0	13.0
SEVENTEEN	18.1	19.5	17.7	21.9	15.5	18.9	21.6	11.8	4.7	19.9	9.7	13.1	20.7	3.8	16.7	13.0	16.4	21.8
EIGHTEEN/OLDER	4.2	5.7	3.8	3.6	4.6	4.3	4.3	4.5	1.6	3.7	6.5	2.3	5.2	4.6	1.4	4.1	5.6	3.3
PREFER NOT TO SAY	0.4	-	0.5	-	0.6	-	-	-	6.5	-	2.0	1.0	-	-	1.4	-	1.2	-
Mean	13.86	14.15	13.77	13.78	13.93	13.92	13.93	13.87	12.86	13.92	13.60	13.72	13.93	12.91	14.04	13.55	13.97	13.94

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
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8. WHAT ARE THE AGES OF ALL OF YOUR CHILDREN IN THE 6TH THROUGH 12TH GRADES?

	TOTAL			ANNUAL	INCOME			 		INCOME	CLUSTER	s		EDUC	ATION	EDUC: MA: 	ATION: LE	EDUCA FEMA	ATION: ALE
		•			\$60K- \$100K 			UNDER \$40K 	•	•	OVER \$60K 	UNDER \$100K 	•		COLLGE GRAD./ POST		COLLGE GRAD./ POST		COLLGE GRAD./ POST
Total	505	45	93	96	131	94	45	139	366	234	271	365	140	308	197	113	107	195	90
TEN/YOUNGER	10.3	16.2	8.9	10.7	7.0	10.0	17.2	11.3	10.0	11.0	9.7	9.6	12.3	10.3	10.4	13.3	14.8	8.5	5.2
ELEVEN	13.3	13.5	18.4	9.5	12.2	18.3	3.3	16.8	12.0	13.8	12.8	13.2	13.4	13.9	12.3	18.1	11.7	11.5	13.1
TWELVE	19.3	19.6	13.9	19.1	19.2	19.7	30.4	15.8	20.7	17.1	21.2	17.9	23.2	18.4	20.8	15.7	20.5	20.0	21.1
THIRTEEN	21.5	9.3	19.0	21.3	29.1	21.5	16.6	15.9	23.6	18.1	24.4	22.1	19.9	19.3	24.8	26.1	27.4	15.4	21.7
FOURTEEN	18.0	14.0	18.7	16.4	18.3	19.5	20.0	17.2	18.3	16.9	19.0	17.4	19.7	20.7	13.7	23.0	19.0	19.5	7.5
FIFTEEN	20.3	15.9	20.3	19.8	24.0	14.7	26.8	18.9	20.8	19.2	21.2	20.9	18.6	18.0	23.9	13.3	25.9	20.7	21.5
SIXTEEN	15.4	15.6	18.1	10.2	17.0	16.0	14.3	17.3	14.6	14.4	16.2	15.3	15.5	12.9	19.3	8.0	18.2	15.7	20.5
SEVENTEEN	18.1	19.4	16.9	20.9	11.6	23.6	20.4	17.7	18.2	19.0	17.3	16.4	22.5	18.4	17.6	19.5	15.6	17.7	19.9
EIGHTEEN/OLDER	4.2	7.4	1.9	7.8	3.1	3.5	2.6	3.7	4.4	5.4	3.1	4.6	3.2	4.7	3.3	2.8	1.4	5.9	5.7
PREFER NOT TO SAY	0.4	4.0	-	-	-	-	-	1.3	-	0.8	-	0.5	-	0.6	-	1.6	-	-	-
Mean	13.86	13.86	13.83	14.03	13.81	13.83	13.81	13.84	13.87	13.92	13.82	13.88	13.83	13.85	13.89	13.53	13.69	14.04	14.15



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8. WHAT ARE THE AGES OF ALL OF YOUR CHILDREN IN THE 6TH THROUGH 12TH GRADES?

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	TOTAL] 1 	MARITAL	STATUS	 	MAR: STA: MAI	rus: i	MARI STAT	rus:
			IED	SEPA- RATED/ DIVRCE	ED				MARR- IED
Total	505	120	314	63	8	33	163	88	152
TEN/YOUNGER	10.3	14.7	9.1	8.8	3.5	29.0	10.7	9.4	7.4
ELEVEN	13.3	10.3	14.9	11.5	10.2	11.2	15.9	9.9	13.7
TWELVE	19.3	15.3	20.7	22.5	-	20.4	17.9	13.5	23.7
THIRTEEN	21.5	16.1	23.5	21.0	25.6	16.5	29.2	15.9	17.4
FOURTEEN	18.0	19.3	16.6	22.5	20.6	12.6	21.0	21.8	11.9
FIFTEEN	20.3	11.7	24.6	16.4	10.5	2.2	23.8	15.2	25.5
SIXTEEN	15.4	16.5	14.0	21.0	9.6	2.2	13.4	21.7	14.6
SEVENTEEN	18.1	17.4	17.6	21.4	20.2	11.3	17.5	19.7	17.8
EIGHTEEN/OLDER	4.2	4.3	4.3	3.8	-	2.7	2.3	4.9	6.5
PREFER NOT TO SAY	0.4	1.5	-	-	-	5.6	-	-	-
Mean	13.86	13.82	13.84	14.02	14.20	12.56	13.71	14.21	13.99

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9. WHAT ARE THE GENDERS OF YOUR CHILDREN IN THE 6TH THROUGH 12TH GRADES?

	TOTAL 				AREA				 	AGE		 	AGE CI	USTERS		 		LUSTERS:		
	i	RAL- EIGH DMA	•	GREENS -BORO DMA		Wilmin -gton DMA	•	West DMAs 	UNDER 40 	40-49 	•	UNDER 40 	OVER 40 	UNDER 50 	OVER 50 	UNDER 40 	OVER 40 	UNDER 50 	OVER 50 	
Total	505	163	145	88	109	21	54	34	195	210	100	195	310	405	100	84	1 135	5 170	49	
MALE ONLY	40.6	37.6	45.4	38.8	39.9	44.9	39.0	38.2	41.4	43.2	33.4	41.4	40.0	42.3	33.4	44.0	42.2	46.3	31.0	
FEMALE ONLY	38.3	38.4	33.7	45.0	38.7	40.7	39.1	36.7	36.8	37.4	43.0	36.8	39.2	37.1	43.0	28.5	5 27.4	25.6	35.6	
BOTH MALE AND FEMALE	20.8	22.9	20.8	16.2	21.4	14.4	21.8	25.1	21.8	18.5	23.6	21.8	20.2	20.1	. 23.6	27.6	6 29.1	27.1	33.4	
PREFER NOT TO SAY	0.4	1.1		_	_	_	_	_		0.9	-	_	0.6	0.4			- 1.3	3 1.1	_	



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

9. WHAT ARE THE GENDERS OF YOUR CHILDREN IN THE 6TH THROUGH 12TH GRADES?

	TOTAL	 	AGE CL FEM	USTERS: ALE		GEN	DER	l R	ACIAL E	BACKGROU	IND	•	:IAL ROUND:	RAC BACKG	IAL ROUND:		12TH GR REN HOU		
		I				I		I				MA	LE	FEM	ALE				
		UNDER	OVER	UNDER	OVER	MALE	FEMALE	WHITE	NON-	Africn	His-	WHITE	AFRICN	WHITE	AFRICN	ONE	TWO	THREE/	
		40	40	50	50	I	1	I	WHITE		panic/	•	AMER./		AMER./		1	MORE	
		l	I	I	I	I	I	I	I	Black	Latino	1	BLACK		BLACK		ı	I	
Total	505	111	174	235	51	220	285	305	200	106	65	146	25	159	81	315	154	34	
MALE ONLY	40.6	39.5	38.3	39.5	35.6	42.9	38.8	43.8	35.6	41.6	27.5	44.5	54.6	43.2	37.5	49.1	30.1	10.6	
FEMALE ONLY	38.3	43.1	48.4	45.5	50.1	27.8	46.3	36.0	41.8	3 44.7	36.0	29.5	24.6	42.0	51.0	48.1	24.9	10.3	
BOTH MALE AND FEMALE	20.8	17.4	13.3	15.0	14.3	28.5	14.9	19.6	22.6	13.7	36.5	24.8	20.8	14.9	11.5	2.8	45.0	79.2	
PREFER NOT TO SAY	0.4	_	_	-	_	0.8	_	0.6	; -			1.2		-	_	-	_	-	



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

9. WHAT ARE THE GENDERS OF YOUR CHILDREN IN THE 6TH THROUGH 12TH GRADES?

	TOTAL	AGES 	OF CHIL	DREN IN	GRADES	6 THRO	UGH 12	•	6-12:	•	6-12:	GRADES		IN	RS OF CE			ALCOHOL	
		10-14 YEARS 	15 YEARS/ OLDER	teen	-	•	•	-	•			•	•	-		BOTH MALE & FEMALE	i	NO/NOT YET/ DK/REF	
Total	505	343	3 254	102	78	91	21	137	87	115	100	92	67	205	193	105	423	82	
MALE ONLY	40.6	39.9	34.3	37.9	25.3	37.0	28.3	100.0	100.0	-	_	-	-	100.0	-	-	40.0	43.4	
FEMALE ONLY	38.3	33.4	39.2	29.7	42.0	39.8	44.6	-	_	100.0	100.0	-	-	-	100.0	-	37.6	41.8	
BOTH MALE AND FEMALE	20.8	26.7	26.5	32.4	32.7	23.2	27.1	-	-	-	-	100.0	100.0	-	-	100.0	22.4	12.6	
PREFER NOT TO SAY	0.4	_		_	_	_	_	_	_	_	_	_	_	_	_	_	_	2.2	



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9. WHAT ARE THE GENDERS OF YOUR CHILDREN IN THE 6TH THROUGH 12TH GRADES?

	i	TALK	FTEN DO ABOUT A /UNDERA		TALKED MISUSE FEW MO	LAST	•	YOU THI ING IN A PRO	COMMUNI			CONCERNE CHILDRE ALC			YOUR	CHILDRE		CAUGH	r CHILD	
		OFTEN	SOME- TIMES 	RARELY 	YES 			Seri- ous 	Minor 	•	CERNE			•	YOUNG-	15-17 	18/ OLDER 	İ	NO/ DON'T KNOW	
Total	505	134	231	59	345	79	455	216	239	50	349	105	243	156	45	54	404	53	452	
MALE ONLY	40.6	34.4	39.0	56.6	38.9	44.8	39.6	40.3	38.9	49.4	41.4	1 34.3	44.5	38.7	40.1	57.0	38.6	42.8	40.3	
FEMALE ONLY	38.3	39.1	40.0	24.9	38.4	34.3	38.8	37.1	40.2	33.9	37.5	5 47.1	33.3	40.1	34.8	28.5	40.2	27.7	39.5	
BOTH MALE AND FEMALE	20.8	26.5	21.0	18.6	22.7	20.9	21.2	22.6	20.1	16.7	21.2	18.6	22.3	20.0	25.1	14.6	20.7	29.5	19.8	
PREFER NOT TO SAY	0.4	_	_	_	_	_	0.4	_	0.8	3 -			_	1.2	_	_	0.5	_	0.4	



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

9. WHAT ARE THE GENDERS OF YOUR CHILDREN IN THE 6TH THROUGH 12TH GRADES?

	TOTAL			ADULTS D DRINK		IS ALC			LOCK LIQUO CABI	OR	CHANGE	L CONSUM D SINCE : ID-19 PA	START	DRINK 1	O COPE	TURN	ING TO	OUT CHII ALCOHOL 9 PANDEM	DUE	CHILD N	SINCE
	' 	DRINK	Regul-	Not	NEVER	VISI-	HIDDEN	NONE		NO		STAYED				WORR-		Slight		START (NO
	 	 		Regul- arly	ا ا	BLE		IN THE HOUSE	 		EASED	CONSIS	EASED 		 	IED 	I I 		WORR- IED		l
Total	505	400	154	246	105	183	146	176	174	331	70	276	158	122	383	104	30	75	401	178	327
MALE ONLY	40.6	40.7	41.4	40.2	40.0	44.4	39.3	37.6	38.8	41.5	50.6	40.4	36.8	45.5	38.9	37.1	38.4	36.6	41.5	38.1	41.9
FEMALE ONLY	38.3	39.1	33.6	42.5	35.2	32.7	43.7	39.6	39.8	37.5	33.6	35.3	45.1	33.5	39.8	38.2	33.6	40.1	38.3	39.6	37.5
BOTH MALE AND FEMALE	20.8	19.8	23.8	17.3	24.8	21.9	17.0	22.8	21.4	20.5	13.2	24.4	18.1	19.5	21.2	24.6	28.1	23.3	19.8	22.2	20.0
PREFER NOT TO SAY	0.4	0.5	1.2	-	-	1.0	-	-	-	0.5	2.6	-	-	1.5	-	-	-	-	0.5	-	0.6



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

9. WHAT ARE THE GENDERS OF YOUR CHILDREN IN THE 6TH THROUGH 12TH GRADES?

	•	ALCOHOI	MENTION L SINCE DF PAND	STOP U	NDERAGE	CONS	LIAR WI EQUENCE UNDERA	s Assoc	IATED	LEARN	HERE TO RISKS/ QUENCES	TALK		TALK	/ISITED IT OUT SITES		DESCRIB WHERE Y	ES THE OU LIVE
	 	YES	NO 		NO/ DON'T KNOW	FAMI- LIAR 	_	Slight -ly 	NOT FAMI- LIAR	YES 	NO/ DON'T KNOW	YES 	NO/ DON'T KNOW	YES 	NO/ DON'T KNOW	•	•	S.CITY /TOWN/ RURAL
Total	505	109	396	205	300	477	343	135	28	3 416	5 89	175	330) 49	9 126	119	154	233
MALE ONLY	40.6	32.7	42.7	36.3	43.5	39.4	39.4	39.3	61.0	39.9	43.5	44.2	38.6	52.7	7 40.9	47.9	30.4	43.5
FEMALE ONLY	38.3	38.8	38.2	37.7	38.7	39.3	39.3	39.3	21.0	39.0	34.9	34.5	40.3	3 27.1	L 37.4	30.6	43.2	39.0
BOTH MALE AND FEMALE	20.8	28.5	18.6	26.0	17.3	21.3	21.3	21.4	11.4	21.0	19.6	20.2	21.1	. 20.2	2 20.3	21.5	25.2	17.5
PREFER NOT TO SAY	0.4	-	0.5	-	0.6	-	-	-	6.5	i -	2.0	1.0) -		- 1.4	-	1.2	_



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

9. WHAT ARE THE GENDERS OF YOUR CHILDREN IN THE 6TH THROUGH 12TH GRADES?

	TOTAL			ANNUAL	INCOME			 		INCOME	CLUSTE	RS		EDUC	ATION	EDUC	ATION: LE		ATION:
						\$100K- \$150K 		UNDER \$40K	OVER \$40K 	UNDER \$60K 	OVER \$60K 	UNDER \$100K	•		COLLGE GRAD./ POST	•	COLLGE GRAD./ POST	•	COLLGE GRAD./
Total	505	45	93	96	131	94	45	139	366	5 234	4 27:	L 365	140	308	197	113	107	195	90
MALE ONLY	40.6	36.6	38.9	46.2	40.7	40.5	35.8	38.1	41.5	5 41.4	1 39.8	3 41.2	39.0	40.8	40.2	47.7	37.8	36.8	43.1
FEMALE ONLY	38.3	45.6	47.6	34.5	34.9	33.5	39.5	47.0	35.0	41.9	35.2	39.4	35.5	40.3	35.1	27.1	28.5	47.9	42.9
BOTH MALE AND FEMALE	20.8	13.8	13.5	19.3	24.4	26.0	24.7	13.6	23.5	16.0	25.0	19.0	25.6	18.3	24.7	23.6	33.7	15.3	14.0
PREFER NOT TO SAY	0.4	4.0	-	-	-	-	-	1.3		- 0.8	3 -	- 0.5	_	0.6	-	1.6	-	-	-



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

9. WHAT ARE THE GENDERS OF YOUR CHILDREN IN THE 6TH THROUGH 12TH GRADES?

BANNER 8

	TOTAL	1 	MARITAL	STATUS		MAR: STA: MA:		•	ITAL TUS: ALE
		•	IED	SEPA- RATED/ DIVRCE		•	MARR- IED 	SINGLE 	MARR- IED
Total	505	120	314	63	8	33	163	88	152
MALE ONLY	40.6	40.8	41.0	35.3	60.5	51.5	42.3	36.8	39.7
FEMALE ONLY	38.3	45.5	35.1	40.2	39.5	32.0	26.5	50.6	44.3
BOTH MALE AND FEMALE	20.8	12.2	23.9	24.4	-	11.0	31.3	12.6	16.0
PREFER NOT TO SAY	0.4	1.5	-	-	-	5.6	-	-	-

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
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10. AT WHAT AGE DO YOU THINK IT'S APPROPRIATE TO START TALKING ABOUT ALCOHOL MISUSE AND UNDERAGE DRINKING WITH YOUR CHILDREN?

	TOTAL	 			AREA			 	AGE] 	AGE CL	USTERS		 	AGE CL	USTERS: LE		
	i								İ		İ	İ				i			
				GREENS -BORO		Wilmin -gton			UNDER	40-49		UNDER	OVER	UNDER	OVER 50	UNDER		UNDER	OVER
					STATE		DMAS	DMAS	4 0	l I	I .	140	140	I	 	140	140	 	I
Total	505	163	145	88	109	21	54	34	195	210	100	195	310	405	100	84	135	170	
FIVE OR YOUNGER	4.0	2.8	5.5	5.5	2.6	3.7	0.5	5.2	4.3	3.1	5.3	4.3	3.8	3.7	5.3	2.0	5.1	2.9	7.4
SIX	3.5	4.3	2.0	3.7	4.0	_	6.5	2.4	4.6	2.7	2.8	4.6	2.7	3.6	2.8	1.7	3.3	3.4	_
SEVEN	2.8	4.9	1.6	1.8	2.3	-	0.4	6.8	2.9	2.8	2.9	2.9	2.8	2.8	2.9	2.2	2.0	2.6	-
EIGHT	8.0	5.5	8.2	11.2	9.1	6.3	11.8	6.4	7.5	9.7	5.4	7.5	8.3	8.7	5.4	6.4	8.3	7.7	7.1
NINE	4.1	5.2	3.5	2.1	4.9	11.4	4.1	2.0	2.9	5.0	4.7	2.9	4.9	4.0	4.7	3.6	1.5	2.9	-
TEN	22.0	21.0	23.0	21.2	22.6	31.2	16.9	26.0	14.2	21.7	37.6	14.2	26.9	18.1	37.6	13.4	24.2	18.0	27.4
ELEVEN	4.3	5.3	2.9	5.9	3.5	-	3.4	5.8	3.9	4.8	4.1	3.9	4.6	4.4	4.1	1.8	6.3	4.5	4.7
TWELVE	19.1	16.3	24.9	17.5	16.9	33.7	10.1	17.1	20.0	19.1	17.5	20.0	18.5	19.5	17.5	22.7	20.9	21.0	23.8
THIRTEEN	14.5	17.8	13.4	12.6	12.5	-	17.9	11.6	18.4	15.3	5.2	18.4	12.0	16.8	5.2	17.4	11.4	16.2	5.2
FOURTEEN	6.3	5.5	4.9	6.0	9.8	6.7	15.3	2.9	7.0	7.0	3.6	7.0	5.9	7.0	3.6	8.3	6.1	6.8	7.3
FIFTEEN	4.9	4.6	3.1	6.1	6.8	-	5.2	13.6	5.2	4.6	5.0	5.2	4.7	4.9	5.0	5.0	7.5	5.5	10.2
SIXTEEN	2.7	1.9	3.9	3.9	1.0	-	2.1	-	4.5	2.2	-	4.5	1.5	3.3	-	7.8	0.9	4.5	-
SEVENTEEN	1.1	0.8	0.5	2.4	1.2	6.1	-	-	0.4	-	4.7	0.4	1.5	0.2	4.7	0.9	2.5	0.4	7.0
EIGHTEEN	0.7	1.3	-	-	1.3	0.9	2.4	-	1.9	-	-	1.9	-	0.9	-	3.9	-	1.9	_
AFTER EIGHTEEN	2.0	2.6	2.6	0.2	1.7	-	3.5	-	2.4	2.0	1.3	2.4	1.8	2.2	1.3	3.2	-	1.6	-
Mean	11.25	11.32	11.23	11.03	11.33	11.02	11.77	10.84	11.57	11.15	10.80	11.57	11.04	11.36	10.80	12.37	11.05	11.58	11.45

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

	TOTAL 		AGE CLU FEMA			GEN	DER	R	ACIAL B	ACKGROUN	ID	RAC:	ROUND:	RAC BACKG FEM	ROUND:		2TH GRA	
		UNDER 40 			OVER 50	MALE 	FEMALE 		WHITE	Africn Amer./ Black	panic/ Latino	İ	AMER./		AFRICN AMER./ BLACK	ONE 		THREE/ MORE
Total	505	111	174	235	51	220	285	305	200	106	65	146	25	159	81	315	154	34
FIVE OR YOUNGER	4.0	6.0	2.8	4.3	3.2	3.9	4.1	4.4	3.4	3.9	2.8	4.6	5.6	4.2	3.4	4.8	3.1	0.7
SIX	3.5	6.9	2.3	3.8	5.4	2.7	4.1	1.3	6.7	8.8	6.3	1.7	1.4	1.0	11.1	4.2	2.2	2.9
SEVEN	2.8	3.5	3.4	3.0	5.7	2.0	3.4	3.2	2.3	2.6	3.0	2.6	-	3.7	3.3	1.8	2.5	8.7
EIGHT	8.0	8.4	8.4	9.4	3.8	7.5	8.4	9.0	6.6	3.2	10.3	7.5	-	10.3	4.2	5.5	12.6	11.4
NINE	4.1	2.3	7.6	4.8	9.1	2.3	5.5	4.7	3.3	4.6	2.5	2.8	3.7	6.4	4.9	5.2	3.0	-
TEN	22.0	14.8	28.9	18.2	47.4	20.1	23.4	22.7	20.9	21.4	23.0	21.2	20.2	24.0	21.8	19.7	26.0	25.5
ELEVEN	4.3	5.5	3.2	4.3	3.6	4.6	4.1	4.5	4.0	4.9	1.6	4.2	8.1	4.8	3.9	5.1	1.5	9.9
TWELVE	19.1	17.9	16.7	18.5	11.4	21.6	17.2	23.2	12.8	12.4	13.8	26.7	8.9	20.0	13.5	19.6	19.1	15.8
THIRTEEN	14.5	19.1	12.5	17.2	5.2	13.7	15.1	12.5	17.5	18.5	11.9	12.5	23.8	12.5	16.9	16.7	10.8	11.9
FOURTEEN	6.3	6.1	5.7	7.1	-	7.0	5.9	6.7	5.8	6.2	3.5	6.9	11.5	6.5	4.6	6.3	5.9	9.3
FIFTEEN	4.9	5.4	2.5	4.4	-	6.6	3.6	2.8	8.1	6.2	12.9	3.6	11.2	2.1	4.7	5.4	5.0	-
SIXTEEN	2.7	2.0	2.0	2.4	-	3.5	2.0	2.1	3.5	1.8	7.9	2.0	-	2.1	2.4	2.6	2.7	3.1
SEVENTEEN	1.1	-	0.7	-	2.5	1.9	0.5	0.7	1.7	-	-	0.5	-	0.8	-	0.6	2.2	-
EIGHTEEN	0.7	0.4	-	0.2	-	1.5	0.1	1.1	0.2	-	0.6	2.2	-	-	-	0.4	1.6	-
AFTER EIGHTEEN	2.0	1.8	3.2	2.6	2.6	1.2	2.6	1.2	3.2	5.4	-	0.8	5.7	1.5	5.3	2.2	1.9	0.9
Mean	11.25	10.97	11.03	11.19	10.17	11.55	11.01	11.08	11.49	11.38	11.24	11.28	12.25	10.91	11.12	11.32	11.25	10.79

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

	TOTAL 	AGES (OF CHILD	REN IN	GRADES	6 THRO		-	6-12:		6-12:	GRADES	EN AGES 6-12: FEMALE	IN C	RS OF CE			ALCOHOL
			15 YEARS/ OLDER				Years/ Older	i	YEARS/	İ	YEARS/ OLDER	İ	15 YEARS/ OLDER	ONLY	i i	MALE & FEMALE		NO/NOT YET/ DK/REF
Total	505	343	254	102	78	91	21	137	87	115	100	92	67	205	193	105	423	82
FIVE OR YOUNGER	4.0	2.7	4.4	3.0	7.4	5.3	-	3.5	2.0	3.6	9.3	0.2	0.3	3.2	6.9	0.2	4.4	1.8
six	3.5	3.4	3.8	1.1	2.5	5.8	5.5	2.9	4.6	4.2	5.5	3.3	-	3.4	3.9	2.9	3.9	1.2
SEVEN	2.8	2.7	2.3	1.3	1.8	4.8	-	1.6	1.0	2.4	2.4	4.8	3.7	1.5	2.6	4.2	2.9	2.5
EIGHT	8.0	8.6	9.6	6.2	14.4	10.8	7.5	7.1	8.8	9.5	6.1	9.8	15.9	7.7	7.2	10.2	8.9	3.5
NINE	4.1	4.1	3.9	3.1	4.8	3.2	7.0	3.3	3.1	5.1	4.0	4.2	4.6	3.5	5.1	3.6	4.3	3.4
TEN	22.0	21.5	23.4	25.5	21.8	24.7	35.9	25.6	26.8	14.9	17.1	23.6	28.4	25.2	15.8	27.5	24.9	6.6
ELEVEN	4.3	4.1	5.3	7.3	3.0	3.0	3.9	5.1	6.4	3.3	4.4	3.7	5.0	5.6	3.7	3.2	4.5	3.5
TWELVE	19.1	18.9	19.6	22.0	19.3	12.6	30.4	22.3	19.6	16.6	25.8	16.6	10.3	21.1	19.7	14.4	19.1	19.3
THIRTEEN	14.5	15.6	12.7	14.9	12.0	13.2	7.8	13.3	12.1	23.3	13.0	9.5	13.0	12.8	18.5	10.8	13.9	17.7
FOURTEEN	6.3	6.3	6.5	5.5	12.1	4.7	-	5.6	7.2	6.7	4.2	6.7	8.9	6.1	6.1	7.2	5.8	8.9
FIFTEEN	4.9	4.6	4.8	6.1	0.9	5.6	-	3.4	5.4	5.3	4.4	5.4	4.4	4.6	5.4	4.7	3.1	14.3
SIXTEEN	2.7	3.1	1.5	0.2	-	3.6	2.1	2.3	1.2	2.1	1.4	5.4	2.2	2.1	2.0	5.1	1.6	8.0
SEVENTEEN	1.1	1.2	1.3	2.1	-	1.4	-	1.5	-	-	1.3	2.3	3.1	1.0	0.7	2.0	1.0	1.6
EIGHTEEN	0.7	1.1	-	-	-	-	-	1.4	-	0.3	-	1.4	-	1.0	0.2	1.2	0.5	2.0
AFTER EIGHTEEN	2.0	2.2	1.0	1.5	-	1.2	-	1.0	1.8	2.8	1.1	3.1	-	1.5	2.2	2.7	1.3	5.8
Mean	11.25	11.39	10.95	11.42	10.44	10.70	10.56	11.25	11.13	11.40	10.71	11.61	11.08	11.23	11.15	11.52	10.89	13.09

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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

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

	TOTAL 	TALK A	FTEN DO ABOUT AL /UNDERAG	COHOL	MISUSE	ABOUT LAST	-	OU THINGIN C A PROE	COMMUNI				WILL I		YOUR C	CHILDREN		CAUGHT	CHILD
	 		SOME- TIMES 	RARELY 	YES 			Seri- ous	i	NOT PROB. AT ALL	CERNED	-			YOUNG-	15-17 	18/ OLDER 	i	NO/ DON'T KNOW
Total	505	134	231	59	345	79	455	216	239	50	349	105	243	156	45	54	404	53	452
FIVE OR YOUNGER	4.0	8.1	2.3	4.5	4.5	4.1	3.9	5.0	2.9	4.9	3.5	3.6	3.4	5.2	14.5	-	3.4	5.7	3.8
SIX	3.5	3.4	4.7	2.0	4.6	1.0	3.6	5.5	2.0	1.9	4.3	3.8	4.5	1.7	3.8	-	3.9	1.5	3.7
SEVEN	2.8	3.4	3.1	1.3	2.5	4.6	2.7	3.1	2.3	4.0	2.4	2.8	2.2	3.9	6.2	-	2.9	0.6	3.1
EIGHT	8.0	12.7	7.6	5.5	9.1	7.8	8.6	9.6	7.6	3.0	8.3	10.3	7.4	7.4	6.8	12.7	7.6	21.3	6.4
NINE	4.1	3.9	5.3	1.2	4.7	2.5	4.3	4.0	4.7	2.1	4.9	5.8	4.6	2.3	9.7	2.7	3.7	4.2	4.1
TEN	22.0	25.3	23.4	30.0	25.0	24.5	22.2	24.8	19.8	20.1	21.5	16.8	23.6	22.9	11.9	25.6	22.7	7.9	23.6
ELEVEN	4.3	5.2	4.8	1.8	4.4	4.9	4.8	6.7	3.1	-	5.2	6.3	4.8	2.3	1.8	4.9	4.5	1.4	4.7
TWELVE	19.1	16.3	22.2	12.8	16.7	29.5	18.8	13.0	24.0	22.1	18.8	15.8	20.1	19.7	31.2	14.7	18.5	18.6	19.2
THIRTEEN	14.5	8.4	14.3	24.7	14.0	13.2	14.4	10.6	17.7	15.6	12.9	13.5	12.7	18.0	12.3	13.6	14.9	14.5	14.5
FOURTEEN	6.3	4.5	6.2	7.4	6.4	3.3	6.4	4.8	7.9	5.6	6.9	6.0	7.3	5.0	0.7	15.1	5.8	11.6	5.7
FIFTEEN	4.9	3.1	3.0	3.4	3.4	1.6	4.7	4.7	4.8	6.3	4.6	3.0	5.4	5.5	-	3.2	5.7	4.9	4.9
SIXTEEN	2.7	2.5	1.1	1.8	1.9	0.3	2.4	2.5	2.3	5.2	2.8	3.5	2.5	2.3	-	5.0	2.6	3.9	2.5
SEVENTEEN	1.1	0.6	0.6	3.6	0.6	2.7	0.7	1.6	-	4.1	0.6	1.2	0.3	2.2	-	2.4	0.5	1.4	1.0
EIGHTEEN	0.7	-	0.9	-	0.6	-	0.5	1.1	-	2.5	0.6	0.9	0.5	0.9	0.5	-	0.8	2.4	0.5
AFTER EIGHTEEN	2.0	2.7	0.8	-	1.6	-	2.0	3.2	0.8	2.5	2.5	6.6	0.8	0.8	0.7	-	2.4	-	2.2
Mean	11.25	10.51	10.98	11.38	10.89	10.89	11.16	10.97	11.33	12.00	11.24	11.58	11.09	11.27	9.85	11.70	11.31	11.22	11.25

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

	TOTAL		OFTEN DO HOUSEHOL			•	COHOL VI		LOCE LIQU CABI	JOR	CHANGE	CONSUM SINCE ID-19 PA	START	DRINK 1	O COPE	TURNI	NG TO	OUT CHI ALCOHOL 9 PANDE	DUE	CHILD CHANGE START	
	İ	i I	Regul- arly 			VISI- BLE 	i i	NONE IN THE HOUSE	i i		EASED	STAYED CONSIS -TENT	EASED	YES	1	WORR- IED	_		NOT WORR- IED	I I	NO
Total	505	400	154	246	105	183	146	176	174	331	70	276	158	122	383	104	30	75	401	178	
FIVE OR YOUNGER	4.0	2.9	3.4	2.6	8.1	4.0	2.7	5.1	4.3	3.9	3.5	3.8	4.6	2.7	4.4	4.5	10.0	2.3	3.9	3.7	4.1
SIX	3.5	2.7	3.2	2.4	6.3	2.3	2.8	5.2	2.6	3.9	2.8	4.8	1.4	5.7	2.8	3.2	10.0	0.5	3.6	5.2	2.5
SEVEN	2.8	2.8	5.0	1.3	3.1	2.9	1.2	4.1	4.5	2.0	4.3	2.0	3.6	3.4	2.7	0.6	-	0.9	3.4	3.2	2.7
EIGHT	8.0	7.6	7.0	8.0	9.6	6.4	11.9	6.5	10.5	6.7	8.4	8.9	5.5	10.8	7.1	12.2	11.5	12.4	6.9	10.8	6.5
NINE	4.1	4.9	3.2	5.9	1.3	3.2	4.7	4.6	4.7	3.8	-	3.8	6.5	3.1	4.5	3.8	2.3	4.4	4.2	5.3	3.5
TEN	22.0	23.0	23.0	23.1	17.8	22.9	20.9	21.9	14.4	25.9	10.7	23.0	25.2	20.3	22.5	21.6	10.8	25.8	22.1	17.3	24.5
ELEVEN	4.3	4.2	2.8	5.1	4.7	4.5	5.9	2.8	3.9	4.5	1.5	5.6	3.4	2.6	4.9	3.2	2.7	3.4	4.6	4.3	4.3
TWELVE	19.1	19.0	20.2	18.3	19.4	18.8	21.6	17.4	17.8	19.8	22.7	17.0	21.3	14.2	20.7	16.8	11.2	19.0	19.7	19.8	18.7
THIRTEEN	14.5	15.7	12.6	17.7	9.8	13.9	15.5	14.3	17.2	13.1	23.3	14.0	11.6	14.7	14.4	10.8	11.4	10.6	15.4	11.6	16.1
FOURTEEN	6.3	6.5	9.2	4.9	5.5	9.8	2.6	5.8	6.2	6.4	5.8	5.9	7.3	5.4	6.6	4.6	2.3	5.5	6.8	8.0	5.4
FIFTEEN	4.9	4.8	4.1	5.2	5.3	3.7	6.3	5.0	5.4	4.6	7.2	4.4	4.8	6.6	4.4	8.1	6.0	8.9	4.1	5.1	4.8
SIXTEEN	2.7	3.2	2.5	3.7	0.4	4.5	1.0	2.1	3.8	2.0	1.5	3.2	2.3	4.9	1.9	4.2	9.1	2.2	2.3	2.4	2.8
SEVENTEEN	1.1	0.2	-	0.3	4.5	0.4	-	2.7	0.4	1.4	-	2.0	-	0.6	1.2	0.7	-	1.0	1.2	0.4	1.4
EIGHTEEN	0.7	0.9	2.1	0.2	-	1.4	0.5	0.2	1.9	0.1	2.0	0.5	0.5	2.4	0.2	3.3	11.6	-	0.1	1.2	0.4
AFTER EIGHTEEN	2.0	1.5	1.7	1.3	4.1	1.4	2.3	2.4	2.5	1.8	6.3	0.9	2.1	2.6	1.8	2.5	1.0	3.1	1.9	1.5	2.3
Mean	11.25	11.30	11.26	11.32	11.05	11.43	11.17	11.11	11.40	11.17	12.12	11.09	11.16	11.40	11.20	11.47	11.42	11.49	11.19	11.04	11.36

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

	i	ALCOHOL	SINCE	STOP UN	OP UNDERAGE CONSEQUENCES ASSOCIATED I DRINKING WITH UNDERAGE DRINKING C						IERE TO RISKS/ UENCES	TALK I		EVER VI	OUT		DESCRIBE WHERE YO	
	 	YES	NO	i	NO/ DON'T KNOW	FAMI- LIAR	_	Slight -ly 	FAMI- LIAR	i	DON'T		DON'T	i	DON'T	100K/	SUBURB OF CITY	/TOWN/
Total	505	109	396	205	300	477	343	135	28	416	89	175	330	49	126	119	154	233
FIVE OR YOUNGER	4.0	3.5	4.2	4.6	3.6	3.9	4.6	1.9	6.3	4.0	4.2	3.1	4.5	6.0	2.0	2.7	5.4	3.7
SIX	3.5	3.5	3.4	3.7	3.3	3.7	4.0	2.8	-	3.1	5.0	1.4	4.6	3.4	0.6	6.8	2.2	2.7
SEVEN	2.8	3.6	2.6	1.6	3.7	2.6	3.1	1.5	6.5	2.6	3.8	2.4	3.1	2.4	2.3	2.8	5.4	1.2
EIGHT	8.0	15.1	6.1	8.6	7.6	8.2	7.0	11.3	4.5	7.4	11.0	6.6	8.8	5.8	6.9	4.0	9.0	9.4
NINE	4.1	6.2	3.6	4.9	3.6	4.4	4.2	4.7	-	3.7	6.1	2.8	4.8	5.3	1.8	6.2	7.3	1.0
TEN	22.0	17.6	23.2	22.9	21.3	21.7	21.3	22.6	27.0	23.9	12.7	20.6	22.7	16.5	22.2	18.8	19.6	25.2
ELEVEN	4.3	3.1	4.6	3.7	4.7	4.6	5.0	3.5	-	4.2	5.0	6.3	3.3	7.7	5.7	3.2	6.1	3.7
TWELVE	19.1	20.6	18.7	13.8	22.8	19.4	17.8	23.4	14.8	20.2	14.0	19.6	18.8	13.9	21.8	17.3	18.7	20.3
THIRTEEN	14.5	11.9	15.2	16.3	13.3	14.8	16.5	10.5	9.4	14.5	14.6	16.8	13.3	16.2	17.0	12.6	13.4	16.2
FOURTEEN	6.3	5.2	6.6	5.4	7.0	6.3	6.2	6.4	7.5	5.5	10.1	7.7	5.6	8.1	7.5	7.9	4.6	6.7
FIFTEEN	4.9	5.4	4.8	5.8	4.3	4.8	4.3	5.9	7.2	5.2	3.6	3.9	5.4	3.8	4.0	7.7	0.8	6.2
SIXTEEN	2.7	2.9	2.6	2.8	2.5	2.7	2.9	2.1	2.3	2.1	5.2	3.0	2.4	0.9	3.9	3.2	3.5	1.8
SEVENTEEN	1.1	-	1.4	2.0	0.4	1.1	0.6	2.5	-	1.0	1.4	1.6	0.8	1.5	1.7	0.6	0.8	1.5
EIGHTEEN	0.7	1.2	0.6	1.7	0.1	0.8	0.8	0.7	-	0.9	-	1.4	0.3	5.1	-	2.9	-	0.1
AFTER EIGHTEEN	2.0	0.3	2.4	2.2	1.8	1.3	1.7	0.2	14.4	1.7	3.3	2.8	1.6	3.5	2.6	3.2	3.3	0.5
Mean	11.25	10.79	11.36	11.35	11.17	11.18	11.17	11.22	12.36	11.23	11.32	11.74	10.98	11.63	11.78	11.65	10.92	11.26

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

	TOTAL 	OTAL ANNUAL INCOME								INCOME	CLUSTER	s		EDUC. 	ATION	EDUC. MA	ATION: LE	EDUCA FEMA 	ATION: ALE
		UNDER \$20K		\$40K- \$60K 				-		UNDER \$60K 	\$60K 	UNDER \$100K 	\$100K 	•	COLLGE GRAD./ POST	THAN	COLLGE GRAD./ POST	•	COLLGE GRAD./ POST
Total	505	45	93	96	131	94	45	139	366	234	271	365	140	308	197	113	107	195	90
FIVE OR YOUNGER	4.0	4.4	7.5	3.7	1.9	2.3	6.6	6.5	3.1	5.4	2.8	4.1	3.7	4.5	3.2	4.8	3.0	4.4	3.3
six	3.5	-	4.3	3.5	2.7	4.8	4.3	2.9	3.7	3.2	3.7	3.0	4.7	3.8	2.9	3.0	2.4	4.3	3.6
SEVEN	2.8	4.0	3.4	4.4	2.1	2.5	-	3.6	2.5	4.0	1.9	3.3	1.7	3.4	1.9	2.9	1.1	3.7	2.8
EIGHT	8.0	5.3	9.7	7.9	9.6	5.6	7.9	8.3	7.9	8.1	7.9	8.6	6.4	5.8	11.4	3.1	12.3	7.4	10.5
NINE	4.1	5.7	3.0	4.9	4.4	2.6	5.4	3.9	4.2	4.3	4.0	4.4	3.5	4.5	3.6	1.4	3.2	6.2	4.0
TEN	22.0	21.3	25.1	25.8	18.7	26.1	8.7	23.9	21.2	24.7	19.6	22.5	20.4	24.2	18.5	20.4	19.8	26.4	16.9
ELEVEN	4.3	2.2	2.3	6.8	4.2	4.9	4.2	2.3	5.1	4.1	4.5	4.2	4.7	3.5	5.7	3.1	6.1	3.7	5.1
TWELVE	19.1	20.6	8.7	17.6	19.8	26.4	24.8	12.6	21.6	14.6	23.0	16.5	25.9	16.1	23.8	22.5	20.6	12.4	27.6
THIRTEEN	14.5	9.2	14.8	16.0	18.4	9.8	14.2	13.0	15.1	14.2	14.7	15.7	11.3	16.8	10.8	17.9	9.3	16.2	12.6
FOURTEEN	6.3	9.3	9.0	0.8	7.1	6.6	6.7	9.1	5.3	5.7	6.9	6.2	6.6	5.9	7.0	6.4	7.5	5.6	6.3
FIFTEEN	4.9	10.7	6.8	6.1	3.9	1.5	2.5	8.1	3.7	7.3	2.8	6.1	1.8	6.3	2.6	10.2	2.7	4.1	2.5
SIXTEEN	2.7	4.4	0.7	0.7	4.8	2.0	4.2	1.9	2.9	1.4	3.7	2.6	2.7	2.8	2.5	4.4	2.5	1.8	2.4
SEVENTEEN	1.1	-	1.4	-	1.6	1.4	1.6	0.9	1.1	0.6	1.5	0.9	1.5	0.4	2.1	-	3.9	0.7	-
EIGHTEEN	0.7	-	0.4	-	-	2.1	2.7	0.3	0.9	0.2	1.2	0.1	2.3	0.1	1.6	-	3.0	0.2	-
AFTER EIGHTEEN	2.0	2.7	2.8	1.6	0.6	1.3	6.1	2.8	1.7	2.3	1.7	1.7	2.9	1.8	2.4	-	2.5	2.8	2.3
Mean	11.25	11.68	10.95	10.79	11.43	11.22	11.89	11.19	11.27	11.03	11.44	11.17	11.44	11.17	11.37	11.53	11.58	10.96	11.11



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

	TOTAL		MARITAL	STATUS		MARI STAT MAI	'US: I	STAT	US:
	 		IED	SEPA- RATED/ DIVRCE	ED		IED	i	IED
Total	505	120	314	63	8	33	163	88	152
FIVE OR YOUNGER	4.0	5.1	2.3	6.6	33.4	3.6	3.0	5.7	1.6
SIX	3.5	4.8	3.6	0.6	-	-	3.4	6.5	3.9
SEVEN	2.8	3.8	2.4	2.5	10.2	5.6	1.5	3.1	3.3
EIGHT	8.0	4.0	9.9	7.3	-	-	10.2	5.5	9.6
NINE	4.1	2.2	4.6	6.0	-	-	2.7	3.1	6.6
TEN	22.0	22.9	21.5	24.0	9.6	12.3	21.5	26.8	21.5
ELEVEN	4.3	4.3	5.0	1.3	-	2.7	5.6	4.9	4.4
TWELVE	19.1	18.5	18.3	23.5	25.6	27.9	19.5	15.0	17.0
THIRTEEN	14.5	17.3	13.1	15.1	21.3	20.3	10.4	16.2	16.1
FOURTEEN	6.3	6.4	6.3	7.1	-	10.3	6.0	4.9	6.7
FIFTEEN	4.9	5.2	5.1	3.9	-	11.4	6.6	3.0	3.5
SIXTEEN	2.7	2.7	3.1	0.7	-	4.4	3.9	2.1	2.3
SEVENTEEN	1.1	1.1	1.3	-	-	-	2.6	1.5	-
EIGHTEEN	0.7	0.2	1.1	-	-	-	2.0	0.2	0.1
AFTER EIGHTEEN	2.0	1.6	2.3	1.5	-	1.5	1.3	1.6	3.4
Mean	11.25	11.21	11.36	10.99	9.18	12.26	11.48	10.82	11.23

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11. HAVE YOU EVER TALKED ABOUT ALCOHOL MISUSE AND UNDERAGE DRINKING WITH CHILDREN IN YOUR CARE?

	TOTAL	 			AREA				 	AGE		 	AGE CI	LUSTERS		 		LUSTERS	
		RAL- EIGH DMA	•	GREENS -BORO DMA	•	Wilmin -gton DMA		West DMAs 	UNDER 40 	40-49 	OVER 50 	UNDER 40 	OVER 40 	UNDER 50 	OVER 50 	UNDER 40 	OVER 40 	UNDER 50 	OVER 50
Total	505	163	3 145	88	109	21	54	34	195	210	100	195	310	405	100	84	1 13!	5 170	49
YES	83.8	83.3	84.6	81.2	85.8	99.1	80.1	86.5	75.6	87.3	92.6	75.6	89.0	81.7	92.6	75.9	87.0	81.0	88.8
NO/NOT YET	16.2	16.7	7 15.4	18.8	14.2	0.9	19.9	13.5	24.4	12.7	7.4	24.4	11.0	18.3	3 7.4	24.1	13.0	19.0	11.2
DON'T KNOW	-	-		-	-	-	-	-	-	-			-		-				
Net Diff.	67.7	66.6	69.2	62.3	71.6	98.2	60.2	73.0	51.1	74.7	85.2	51.1	78.1	63.3	85.2	51.8	3 74.0	62.0	77.6



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
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11. HAVE YOU EVER TALKED ABOUT ALCOHOL MISUSE AND UNDERAGE DRINKING WITH CHILDREN IN YOUR CARE?

	TOTAL	I	AGE CL	JSTERS:		GEN	DER	l R	RACIAL E	BACKGROU	IND	RAC	CIAL	RAC	IAL	6-	12TH GR	ADE
		1	FEM	ALE		l		I					ROUND:	BACKG	ROUND:	CHILD	REN HOU	SEHOLD
		I				I		I				M2	LE	FEM	IALE			
		UNDER	OVER	UNDER	OVER	MALE	FEMALE	WHITE	NON-	Africn	His-	WHITE	AFRICN	WHITE	AFRICN	ONE	TWO	THREE/
		40	40	50	50	I	I	I	WHITE	Amer./	panic/	I	AMER./	I	AMER./		I	MORE
		I	1	I	1	l	1	I	1	Black	Latino	1	BLACK	I	BLACK		I	1
Total	505	111	. 174	235	51	220	285	305	200	106	65	146	25	159	81	315	154	34
YES	83.8	75.3	90.6	82.1	96.3	82.8	84.7	85.6	81.1	L 84.7	82.7	83.6	82.7	87.5	85.3	82.2	85.6	96.3
NO/NOT YET	16.2	24.7	9.4	17.9	3.7	17.2	15.3	14.4	18.9	15.3	17.3	16.4	17.3	12.5	14.7	17.8	14.4	3.7
DON'T KNOW	-	-	-	-	-	-	-	-			-	-	-	-	-	-	-	-
Net Diff.	67.7	50.6	81.3	64.3	92.5	65.5	69.3	71.3	62.1	L 69.4	65.4	67.2	65.4	75.0	70.6	64.3	71.2	92.7



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

11. HAVE YOU EVER TALKED ABOUT ALCOHOL MISUSE AND UNDERAGE DRINKING WITH CHILDREN IN YOUR CARE?

	TOTAL A 	GES OF C	HILDREN IN	GRADES	6 THROU		CHILDRI GRADES MALE (6-12:	•	6-12:		6-12:	IN	RS OF CI		ABOUT	TALKED ALCOHOL USE
	•	-14 15 ARS YEAI OLDI	RS/ teen	-			10-14 YEARS	15	10-14 YEARS	15	10-14 YEARS	15	MALE ONLY	•	BOTH MALE & FEMALE	YES	NO/NOT YET/ DK/REF
Total	505	343	254 102	78	91	21	137	87	115	100	92	67	205	193	105	423	82
YES	83.8	79.2 9	5.3 92.7	98.7	98.4	77.0	76.7	95.8	74.2	92.5	89.3	99.0	82.7	82.4	90.2	100.0	-
NO/NOT YET	16.2	20.8	1.7 7.3	1.3	1.6	23.0	23.3	4.2	25.8	7.5	10.7	1.0	17.3	17.6	9.8	-	100.0
DON'T KNOW	-	-		-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	67.7	58.4 90	0.7 85.5	97.4	96.9	54.0	53.5	91.6	48.3	85.0	78.5	97.9	65.4	64.7	80.5	100.0	-100.0



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

11. HAVE YOU EVER TALKED ABOUT ALCOHOL MISUSE AND UNDERAGE DRINKING WITH CHILDREN IN YOUR CARE?

	TOTAL	HOW C	OFTEN DO	YOU	TALKEI	ABOUT	l DO	YOU THI	NK UNDE	RAGE	HOW C	ONCERNE	D ARE Y	THAT UO	AGE A	PPROPRI.	ATE FOR	YOU/A	NOTHER	
		TALK	ABOUT A	LCOHOL	MISUSE	E LAST	DRINK	ING IN	COMMUNI	TY IS	YOUR	CHILDRE	N WILL	DRINK	YOUR	CHILDRE	N TO	CAUGH	T CHILD	
		MISUSE	E/UNDERA	GE DRNK	FEW MO	ONTHS	I	A PRO	BLEM		1	ALC	OHOL		TRY A	LCOHOLI	C DRINK	WITH	ALCOHOL	
		LOTTEN	LOOM	I DADET VI	VEC	1370	LDDO	10	1365	LNOTE	LCON	177	101:	LMOT	114/	.15 17	110/	LVEG	1370 /	
		OFTEN	•	RARELY	IES	•	•	Seri-	Minor	•	-		Slight	•		15-17		•	NO/	
		!	TIMES	!!!		l	BLEM	ous	!	PROB.	-	1			YOUNG-		OLDER	-	DON'T	
		I	ı	1 1		l	I	I	1	AT ALL	·I	I	I	CERNED	ER	I	l	i	KNOW	
Total	505	134	1 231	59	345	79	455	216	239	50	349	105	243	156	45	54	404	53	452	
YES	83.8	100.0	100.0	100.0	100.0	100.0	85.9	89.7	82.6	64.6	86.3	85.7	86.6	78.3	87.1	82.2	83.6	93.3	82.7	
NO/NOT YET	16.2	-		-	-	-	14.1	10.3	17.4	35.4	13.7	14.3	13.4	21.7	12.9	17.8	16.4	6.7	17.3	
DON'T KNOW	-	-		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net Diff.	67.7	100.0	100.0	100.0	100.0	100.0	71.9	79.3	65.1	. 29.1	72.6	71.3	73.1	56.7	74.3	64.4	67.2	86.6	65.4	



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

11. HAVE YOU EVER TALKED ABOUT ALCOHOL MISUSE AND UNDERAGE DRINKING WITH CHILDREN IN YOUR CARE?

	TOTAL 		FTEN DO OUSEHOLI			IS ALC OR HID			LOCK LIQU CABI	OR	CHANGE	L CONSUM D SINCE ID-19 PA	START	DRINK 1	O COPE	TURN	ING TO	OUT CHIL ALCOHOL 9 PANDEM	DUE	CHILD N CHANGE START C	SINCE
	l 			Not Regul- arly		VISI- BLE 		NONE Y IN THE HOUSE	/ES 1	NO	•	STAYED CONSIS -TENT		YES		WORR- IED			NOT WORR- IED	YES	NO
Total	505	400	154	246	105	183	146	176	174	331	70	276	158	122	383	104	30	75	401	178	327
YES	83.8	84.0	83.7	84.2	83.2	85.6	85.2	80.9	84.3	83.6	77.6	86.5	81.8	81.8	84.5	82.1	82.8	81.8	84.3	87.1	82.1
NO/NOT YET	16.2	16.0	16.3	15.8	16.8	14.4	14.8	19.1	15.7	16.4	22.4	13.5	18.2	18.2	15.5	17.9	17.2	18.2	15.7	12.9	17.9
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	67.7	68.0	67.3	68.4	66.5	71.1	70.3	61.9	68.6	67.2	55.2	73.0	63.6	63.5	68.9	64.2	65.5	63.7	68.6	74.1	64.1



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

11. HAVE YOU EVER TALKED ABOUT ALCOHOL MISUSE AND UNDERAGE DRINKING WITH CHILDREN IN YOUR CARE?

	i	ALCOHOI	MENTION L SINCE DF PAND	STOP U	NDERAGE	CONSI	EQUENCE	TH RISK S ASSOC GE DRIN	IATED	LEARN	HERE TO RISKS/ QUENCES	TALK I		EVER V TALK I NC S	T OUT	•	DESCRIB WHERE Y	ES THE OU LIVE
	 	YES	NO 	Ì	NO/ DON'T KNOW	FAMI- LIAR 	Very 	Slight -ly 	NOT FAMI- LIAR	YES 	NO/ DON'T KNOW	YES 	NO/ DON'T KNOW		DON ' T		•	S.CITY /TOWN/ RURAL
Total	505	109	396	205	300	477	343	135	28	416	i 89	175	330	49	126	119	154	233
YES	83.8	94.6	80.9	85.1	83.0	85.4	86.5	82.3	57.7	85.8	74.4	83.7	83.9	83.0	84.0	84.5	83.3	83.8
NO/NOT YET	16.2	5.4	19.1	14.9	17.0	14.6	13.5	17.7	42.3	14.2	25.6	16.3	16.1	17.0	16.0	15.5	16.7	16.2
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	67.7	89.3	61.9	70.2	65.9	70.7	73.1	64.7	15.3	71.7	48.8	67.4	67.8	65.9	68.0	69.0	66.6	67.7



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

11. HAVE YOU EVER TALKED ABOUT ALCOHOL MISUSE AND UNDERAGE DRINKING WITH CHILDREN IN YOUR CARE?

	TOTAL			ANNUAL	INCOME			ļ		INCOME	CLUSTER	S		EDUC	ATION	EDUC	ATION:		CATION:
	i							i						i		MA	TE		MLE
		UNDER	\$20K-	\$40K-	\$60K-	\$100K-	IOVER	UNDER	IOVER	UNDER	IOVER	UNDER	IOVER	LESS	COLLGE	ILESS	COLLGE	LESS	COLLGE
			\$40K			\$150K	•	•	•	•	•	•	\$100K	THAN	GRAD./	THAN	GRAD./	THAN	GRAD./
			I 	I 	I 	I 	I 	I 	l 	l 	। 	l 	I 	COLLGE	POST	COLLGE	POST	COLLGE	POST
Total	505	45	93	96	131	94	45	139	366	234	271	365	140	308	197	113	107	195	90
YES	83.8	74.4	88.5	82.4	83.4	84.1	87.4	83.9	83.8	83.3	84.3	83.3	85.2	84.0	83.5	80.5	85.1	86.1	81.6
NO/NOT YET	16.2	25.6	11.5	17.6	16.6	15.9	12.6	16.1	16.2	16.7	15.7	16.7	14.8	16.0	16.5	19.5	14.9	13.9	18.4
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	· -
Net Diff.	67.7	48.9	77.0	64.8	66.7	68.1	74.8	67.8	67.6	66.6	68.6	66.6	70.3	68.1	67.0	61.1	70.2	72.1	63.2



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

11. HAVE YOU EVER TALKED ABOUT ALCOHOL MISUSE AND UNDERAGE DRINKING WITH CHILDREN IN YOUR CARE?

BANNER 8

	TOTAL	1 	MARITAL	STATUS		•	ITAL IUS : LE	•	ITAL TUS: ALE
		•	IED	SEPA- RATED/ DIVRCE	ED	-	MARR- IED 	SINGLE 	MARR- IED
Total	505	120	314	63	8	33	163	88	152
YES	83.8	82.5	84.3	81.8	100.0	75.0	84.7	85.3	84.0
NO/NOT YET	16.2	17.5	15.7	18.2	-	25.0	15.3	14.7	16.0
DON'T KNOW	-	-	-	-	-	-	-	-	-
Net Diff.	67.7	65.0	68.7	63.5	100.0	50.1	69.3	70.6	68.0

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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

12. HOW OFTEN WOULD YOU SAY YOU TALK ABOUT ALCOHOL MISUSE AND UNDERAGE DRINKING WITH YOUR CHILDREN?

	TOTAL 	 			AREA				 	AGE		 	AGE CI	USTERS		 		LUSTERS: ALE	:
	i	RAL- EIGH DMA	-	GREENS -BORO DMA	-	Wilmin -gton DMA	•	West DMAs 	UNDER 40 	40-49 	OVER 50 	UNDER 40 	OVER 40 	UNDER 50	OVER 50 	UNDER 40 	OVER 40 	UNDER 50 	OVER 50
TotalAnswering	423	136	5 123	3 71	. 93	21	43	29	148	183	3 93	3 148	276	331	93	64	1 118	8 138	8 44
OFTEN	31.6	31.4	33.0	24.5	35.2	37.8	28.5	43.1	33.0	29.8	32.8	33.0	30.8	31.2	32.8	31.7	25.6	6 28.8	8 24.4
SOMETIMES	54.6	58.0	52.8	52.2	53.8	45.9	66.2	41.4	54.7	54.4	55.0	54.7	54.6	54.5	5 55.0	58.1	55.1	1 54.4	4 61.8
RARELY	13.8	10.5	14.2	23.3	11.0	16.3	5.3	15.5	12.3	15.9	12.2	12.3	14.6	14.3	3 12.2	10.1	19.3	3 16.8	3 13.8
DON'T KNOW	-	-		-	-	-	-	-	-	-				-		-			
Net Diff.	17.7	20.9	18.8	1.3	24.2	21.4	23.3	27.7	20.7	13.9	20.5	20.7	16.1	16.9	20.5	21.6	6.4	4 12.1	1 10.6

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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

12. HOW OFTEN WOULD YOU SAY YOU TALK ABOUT ALCOHOL MISUSE AND UNDERAGE DRINKING WITH YOUR CHILDREN?

	TOTAL 	AGI	E CLUSTERS: FEMALE	 	GENI	DER 	R/	ACIAL B	ACKGROUNI	D	RAC BACKG MA	ROUND:	RAC BACKG FEM	ROUND:		2TH GR	
	UI 40 	NDER OVI 0 40 	•	OVER 50 	MALE	FEMALE 1		WHITE	Africn Amer./ Black	panic/	İ	AFRICN T AMER./ BLACK		AFRICN C AMER./ BLACK	ONE 		THREE/ MORE
TotalAnswering	423	84	158 193	49	182	242	261	162	90	54	122	21	139	69	259	132	33
OFTEN	31.6	34.0	34.6 32.9	40.2	27.8	34.4	28.7	36.1	33.8	42.0	26.0	20.7	31.2	37.8	28.6	35.3	39.4
SOMETIMES	54.6	52.0	54.2 54.6	48.9	56.2	53.4	57.2	50.5	56.5	39.5	58.9	65.7	55.6	53.7	57.9	48.2	54.2
RARELY	13.8	14.0	11.2 12.5	10.9	16.1	12.2	14.1	13.4	9.7	18.6	15.1	13.6	13.2	8.5	13.4	16.5	6.5
DON'T KNOW	-	-		-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	17.7	20.0	23.4 20.4	29.3	11.7	22.3	14.7	22.7	24.2	23.4	10.9	7.2	18.0	29.3	15.2	18.9	32.9



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

12. HOW OFTEN WOULD YOU SAY YOU TALK ABOUT ALCOHOL MISUSE AND UNDERAGE DRINKING WITH YOUR CHILDREN?

	TOTAL 	AGES	OF CHIL	DREN IN	GRADES	6 THRO	UGH 12	CHILDF GRADES MALE			6-12:	GRADES	EN AGES 6-12: FEMALE	IN	ERS OF C	HILDREN 6-12	ABOUT	TALKED ALCOHOL SUSE
			15 YEARS/ OLDER	teen	Six- teen 	•	•		15 YEARS/ OLDER			•		•	FEMALE ONLY 	BOTH MALE & FEMALE	•	NO/NOT YET/ DK/REF
TotalAnswering	423	272	242	95	77	90	16	105	5 83	85	5 92	. 82	. 67	169	159	95	423	3 -
OFTEN	31.6	29.7	34.4	26.8	33.9	45.3	47.5	24.7	31.3	27.2	2 37.4	38.6	34.2	27.1	32.8	37.4	31.6	· -
SOMETIMES	54.6	53.5	55.9	58.1	60.7	45.1	52.5	51.0	53.5	59.9	58.7	50.0	55.0	53.3	58.0	51.2	54.6	· -
RARELY	13.8	16.8	9.7	15.1	5.4	9.6	-	24.2	15.2	12.9	3.9	11.4	10.8	19.6	9.1	11.5	13.8	-
DON'T KNOW	-	-	-	-	-	-	-	-	-	-			-	-		-	-	
Net Diff.	17.7	12.9	24.7	11.6	28.5	35.7	47.5	0.5	16.1	14.3	3 33.5	27.2	23.5	7.6	5 23.7	25.9	17.7	, -



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

12. HOW OFTEN WOULD YOU SAY YOU TALK ABOUT ALCOHOL MISUSE AND UNDERAGE DRINKING WITH YOUR CHILDREN?

	TOTAL	HOW OF	TEN DO	YOU	TALKEI	ABOUT	l DO	YOU THI	NK UNDE	RAGE	HOW C	ONCERNE	D ARE Y	OU THAT	AGE A	PPROPRI	ATE FOR	. YOU/F	ANOTHER	
	•			LCOHOL			DRINK	ING IN		TY IS	YOUR	CHILDRE		DRINK		CHILDRE			HT CHILD	
	M	ISUSE/	UNDERA	GE DRNK	FEW MC	ONTHS	I	A PRO	BLEM		I	ALC	OHOL		TRY A	LCOHOLI	C DRINK	WITH	ALCOHOL	
	IC	OFTEN IS	SOME-	RARELY	YES	NO	PRO-	Seri-	Minor	INOT	CON-	Verv	Slight	INOT	14/	15-17	18/	YES	INO/	
	i		TIMES	i			BLEM	lous	l	•	CERNED		-1v	•	I YOUNG-		OLDER	•	DON'T	
	Ĺ	i		i i	İ		i	İ	i	AT ALL	İ	İ	i	CERNED	ER	İ	i	İ	KNOW	
TotalAnswering	423	134	231	59	345	79	391	194	198	32	301	90	211	. 122	39	45	337	50	373	
OFTEN	31.6	100.0	-	-	37.6	5.2	32.6	48.2	17.4	18.5	33.6	55.1	24.4	26.5	37.6	36.1	30.4	53.3	3 28.7	
SOMETIMES	54.6	-	100.0	-	54.4	55.6	54.5	45.4	63.5	55.8	55.4	42.7	60.8	52.7	52.7	53.3	55.3	43.2	2 56.1	
RARELY	13.8	-	-	100.0	8.0	39.2	12.9	6.4	19.2	25.6	11.0	2.2	14.8	20.7	9.7	10.6	14.2	3.6	5 15.2	
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Net Diff.	17.7	100.0	-	-100.0	29.5	-34.0	19.8	41.8	-1.8	-7.1	22.6	52.8	9.6	5.8	28.0	25.6	16.2	49.7	7 13.5	



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12. HOW OFTEN WOULD YOU SAY YOU TALK ABOUT ALCOHOL MISUSE AND UNDERAGE DRINKING WITH YOUR CHILDREN?

	TOTAL 			ADULTS D DRINK		IS ALC	COHOL V		LOCK LIQU CABI	OR	CHANGE	CONSUM D SINCE D PA	START	DRINK	TO COPE	TURN	ING TO	OUT CHII ALCOHOL 9 PANDEM	DUE	CHILD M CHANGE START C	SINCE
	 	-	Regul- arly 	-		VISI- BLE		NONE IN THE HOUSE	YES I	NO	-	STAYED		YES 	NO 	WORR- IED 	-		NOT WORR- IED	YES	no
TotalAnswering	423	336	129	207	87	156	124	143	147	277	54	239	129	100	323	86	5 24	61	338	155	268
OFTEN	31.6	30.5	30.0	30.8	35.6	27.4	32.0	35.7	45.4	24.2	36.0	31.3	30.4	52.3	25.2	50.3	61.3	45.9	26.8	44.1	24.3
SOMETIMES	54.6	55.2	55.1	55.3	52.3	54.9	57.8	51.5	47.8	58.2	47.9	55.4	56.4	36.9	60.0	47.2	38.7	50.6	56.5	47.8	58.6
RARELY	13.8	14.3	14.9	13.9	12.0	17.7	10.2	12.7	6.8	17.6	16.1	13.3	13.2	10.8	14.8	2.5	; <u> </u>	3.5	16.7	8.1	17.1
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	· -	-	-	-	-	-	-	-	-	-
Net Diff.	17.7	16.2	15.1	16.9	23.6	9.7	21.8	23.0	38.6	6.7	19.9	18.1	17.2	41.5	10.4	47.8	61.3	42.4	10.1	36.0	7.2



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12. HOW OFTEN WOULD YOU SAY YOU TALK ABOUT ALCOHOL MISUSE AND UNDERAGE DRINKING WITH YOUR CHILDREN?

	i	CHILD N ALCOHOI START (SINCE	STOP U	NDERAGE	CONS	EQUENCE	TH RISK S ASSOC GE DRIN	IATED	LEARN	HERE TO RISKS/ QUENCES	TALK	HEARD OF TOUT NC	TALK			DESCRIE WHERE Y	SES THE OU LIVE
	 	YES 	NO	ĺ	NO/ DON'T KNOW	FAMI- LIAR 	Very 	Slight -ly 	NOT FAMI- LIAR	YES 	NO/ DON'T KNOW	YES 	NO/ DON'T KNOW	YES 	NO/ DON'T KNOW	CITY 100K/ MORE	SUBURE	B S.CITY /TOWN/ RURAL
TotalAnswering	423	103	321	175	249	407	297	111	16	357	66	147	277	7 41	106	100	128	195
OFTEN	31.6	45.5	27.1	43.8	23.0	31.8	34.9	23.5	25.2	32.2	27.9	36.6	28.9	52.8	30.4	40.0	26.0	30.9
SOMETIMES	54.6	48.5	56.5	47.2	59.8	55.3	52.6	62.5	36.5	55.1	. 51.7	56.0	53.9	47.2	2 59.4	52.6	58.1	53.3
RARELY	13.8	6.0	16.4	8.9	17.3	12.9	12.5	14.0	38.3	12.6	20.4	7.3	3 17.3	3 -	- 10.2	7.4	15.9	15.8
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-					-	-	-
Net Diff.	17.7	39.5	10.7	34.9	5.7	18.9	22.5	9.5	-13.1	19.6	7.4	29.3	3 11.6	52.8	3 20.2	32.6	10.2	15.1



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

12. HOW OFTEN WOULD YOU SAY YOU TALK ABOUT ALCOHOL MISUSE AND UNDERAGE DRINKING WITH YOUR CHILDREN?

	TOTAL	 		ANNUAL	INCOME			 		INCOME	CLUSTE	RS		EDUC 	ATION		ATION: LE	EDUC	ATION: ALE
		•	\$20K- \$40K 	\$40K- \$60K 	\$60K- \$100K 		•	UNDER \$40K 	OVER \$40K 	UNDER \$60K 	OVER \$60K 	UNDER \$100K 	•	•	COLLGE GRAD./ POST	•	COLLGE GRAD./ POST	-	COLLGE GRAD./ POST
TotalAnswering	423	34	83	79	109	79	40	116	307	195	5 228	3 304	119	259	164	91	91	168	74
OFTEN	31.6	36.7	41.2	43.1	15.7	25.6	39.3	39.9	28.4	41.2	23.3	32.1	30.2	32.6	29.9	24.7	30.8	36.9	28.7
SOMETIMES	54.6	55.0	42.7	46.3	67.3	56.9	56.1	46.3	57.8	46.3	61.7	53.8	56.6	54.3	55.2	57.0	55.3	52.8	55.0
RARELY	13.8	8.3	16.0	10.6	17.0	17.5	4.6	13.8	13.9	12.5	15.0	14.1	13.2	13.1	15.0	18.3	13.8	10.3	16.3
DON'T KNOW	-	-	-	-	-	-	-	-	-	-			-	-	-	-	-	-	-
Net Diff.	17.7	28.4	25.2	32.5	-1.2	8.1	34.8	26.2	14.5	28.7	8.3	18.0	17.0	19.5	14.9	6.4	17.0	26.6	12.4



NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

12. HOW OFTEN WOULD YOU SAY YOU TALK ABOUT ALCOHOL MISUSE AND UNDERAGE DRINKING WITH YOUR CHILDREN?

BANNER 8

	TOTAL 	ı	(ARITAL	STATUS		•	ITAL IUS : LE	MAR: STA: FEM2	
	18			•	-	•		SINGLE	
	;			RATED/ DIVRCE	•	l 	IED 	! !	IED
TotalAnswering	423	99	265	51	8	24	138	75	128
OFTEN	31.6	40.4	27.9	28.7	61.7	25.8	27.4	45.1	28.5
SOMETIMES	54.6	48.5	58.9	48.1	28.1	59.4	58.4	45.0	59.5
RARELY	13.8	11.1	13.2	23.2	10.2	14.8	14.3	9.9	12.0
DON'T KNOW	-	-	-	-	-	-	-	-	-
Net Diff.	17.7	29.3	14.8	5.5	51.6	11.0	13.1	35.2	16.6

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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

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

	TOTAL 				AREA				 	AGE		 	AGE CI	USTERS		 		LUSTERS: ALE	:
	i	RAL- EIGH DMA	LOTTE	GREENS -BORO DMA	-	Wilmin -gton DMA	•	West DMAs 	UNDER 40 	40-49 	OVER 50 	UNDER 40 	OVER 40 	UNDER 50 	OVER 50 	UNDER 40 	OVER 40 	UNDER 50 	OVER 50
TotalAnswering	423	136	123	71	93	21	43	29	148	183	3 93	3 148	3 276	331	. 93	64	118	3 138	3 44
YES	81.4	78.7	83.1	79.4	84.7	78.1	86.4	86.8	82.2	80.0	82.9	82.2	81.0	81.0	82.9	81.5	81.2	2 81.3	81.3
NO	18.6	21.3	16.9	20.6	15.3	21.9	13.6	13.2	17.8	20.0	17.1	17.8	19.0	19.0	17.1	18.5	18.8	3 18.7	7 18.7
DON'T KNOW	-	-	-	-	-	-	-	-	-	-				-		-	-		
Net Diff.	62.8	57.4	66.1	58.8	69.3	56.2	72.8	73.7	64.5	60.0	65.8	64.5	61.9	62.0	65.8	63.0	62.3	62.5	5 62.7



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

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

	TOTAL	I	AGE CI	USTERS:		GEN	DER	F	RACIAL E	BACKGROU	ND	RAC	IAL	RAC	IAL	6-3	12TH GR	ADE
		I	FEM	IALE		I		I					ROUND:	BACKG	ROUND:	CHILDI	REN HOU	SEHOLD
		I				I		I				MA	LE	FEM	ALE			
		UNDER	OVER	UNDER	OVER	MALE	FEMALE	WHITE	NON-	Africn	His-	WHITE	AFRICN	WHITE	AFRICN	ONE	TWO	THREE/
		40	40	150	150	İ	ĺ	Ī	WHITE	Amer./	panic/	İ	AMER./		AMER./		ĺ	MORE
		I	1	I	1	I	I	I	I	Black	Latino	I	BLACK		BLACK	1	l	I
TotalAnswering	423	84	158	193	49	182	242	261	. 162	90	54	122	21	139	69	259	132	33
YES	81.4	82.8	80.8	80.8	84.3	81.3	81.5	81.5	81.2	82.9	79.4	81.3	86.0	81.7	82.0	81.5	81.0	82.5
NO	18.6	17.2	19.2	19.2	15.7	18.7	18.5	18.5	18.8	3 17.1	20.6	18.7	14.0	18.3	18.0	18.5	19.0	17.5
DON'T KNOW	-	-	-	-	-	-	-	-	-		-	-	-	-	-	-	-	-
Net Diff.	62.8	65.6	61.6	61.6	68.6	62.6	63.0	63.1	. 62.4	65.9	58.8	62.7	72.0	63.4	64.1	63.0	61.9	64.9



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

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

	TOTAL A	GES OF CHI	LDREN IN	GRADES	6 THROU		-	6-12:		6-12:	GRADES	EN AGES 6-12: FEMALE	IN	RS OF CI GRADES (TALKED ALCOHOL USE
	•	-14 15 ARS YEARS OLDER	/ teen	•			-	•	•		•	15 YEARS/ OLDER	-	•	BOTH MALE & FEMALE	l	NO/NOT YET/ DK/REF
TotalAnswering	423	272 24	2 95	77	90	16	105	83	85	92	82	67	169	159	95	423	-
YES	81.4	80.7 82.	3 77.8	85.5	87.2	88.1	78.6	78.9	82.4	83.2	81.8	85.5	79.2	83.0	82.6	81.4	-
NO	18.6	19.3 17.	7 22.2	14.5	12.8	11.9	21.4	21.1	17.6	16.8	18.2	14.5	20.8	17.0	17.4	18.6	-
DON'T KNOW	-	-		-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	62.8	61.5 64.	7 55.6	71.0	74.3	76.2	57.1	57.7	64.8	66.3	63.6	71.1	58.4	66.1	65.2	62.8	-



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

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

	TOTAL		TEN DO BOUT AL		TALKED	ABOUT	•	YOU THIN					D ARE YOU		•	PPROPRI	ATE FOR N TO		NOTHER IT CHILD
	į:	MISUSE/	UNDERAG	E DRNK	FEW MC	NTHS	İ	A PRO	BLEM		İ	ALC	OHOL		TRY AI	COHOLI	C DRINK	WITH	ALCOHOL
	!	OFTEN	SOME- TIMES	RARELY	YES			Seri- ous	Minor	-	CON-	_	Slight -ly		14/ YOUNG-	-	18/ OLDER	YES	NO/ DON'T
	i	i	IIMES	i	i			l	! 	AT ALL		! 	_	CERNED	•	! 	I	İ	KNOW
TotalAnswering	423	134	231	59	345	79	391	194	198	32	301	90	211	122	39	45	337	50	373
,																			
YES	81.4	96.9	81.1	47.3	100.0	-	82.6	91.6	73.9	66.3	84.6	95.6	79.9	73.5	86.2	86.9	80.6	92.8	3 79.9
NO	18.6	3.1	18.9	52.7	-	100.0	17.4	8.4	26.1	33.7	15.4	4.4	20.1	26.5	13.8	13.1	19.4	7.2	20.1
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	62.8	93.9	62.1	-5.4	100.0	-100.0	65.3	83.2	47.7	32.5	69.3	91.3	59.9	46.9	72.4	73.8	61.3	85.6	59.8



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

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

	TOTAL 		FTEN DO			IS ALCO			LOCK LIQU CABI	OR	CHANGE	L CONSUM D SINCE ID-19 PA	START	DRINK I	O COPE	TURN	ING TO	OUT CHII ALCOHOL 9 PANDEM	DUE	CHILD M CHANGE START C	SINCE
	1 			Not	•	VISI- 1	i	NONE Y	YES 1	NO 	•	STAYED CONSIS -TENT	•	YES 		WORR- IED 	-		NOT WORR- IED	YES	NO
TotalAnswering	423	336	129	207	87	156	124	143	147	277	54	239	129	100	323	86	24	61	338	155	268
YES	81.4	81.9	84.1	80.5	79.7	80.7	83.9	79.9	86.6	78.7	87.4	81.3	79.7	94.2	77.4	93.6	99.2	91.3	78.3	91.5	75.6
NO	18.6	18.1	15.9	19.5	20.3	19.3	16.1	20.1	13.4	21.3	12.6	18.7	20.3	5.8	22.6	6.4	0.8	8.7	21.7	8.5	24.4
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	62.8	63.7	68.1	60.9	59.4	61.5	67.9	59.9	73.2	57.3	74.8	62.7	59.5	88.5	54.9	87.2	98.5	82.7	56.6	83.1	51.1



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

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

	j	CHILD N ALCOHOI START (L SINCE	STOP U	NDERAGE	CONSI	EQUENCE	TH RISK S ASSOC GE DRIN	IATED	LEARN	HERE TO RISKS/ QUENCES	TALK		EVER V TALK I NC S	T OUT		DESCRIE WHERE Y	SES THE COU LIVE
		YES	NO 	İ	NO/ DON'T KNOW	FAMI- LIAR 	Very 		NOT FAMI- LIAR	YES 	NO/ DON'T KNOW	YES 	NO/ DON'T KNOW	YES 	DON ' T		SUBURE OF CITY	S S.CITY /TOWN/ RURAL
TotalAnswering	423	103	321	175	249	407	297	111	16	357	66	147	7 277	41	106	100	128	195
YES	81.4	95.0	77.0	86.9	77.5	83.0	85.5	76.2	42.0	82.1	. 77.9	82.3	80.9	96.2	76.9	85.2	82.7	78.6
NO	18.6	5.0	23.0	13.1	22.5	17.0	14.5	23.8	58.0	17.9	22.1	17.7	7 19.1	3.8	23.1	14.8	17.3	21.4
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-
Net Diff.	62.8	90.1	54.1	73.8	55.1	65.9	71.0	52.4	-16.0	64.1	. 55.8	64.6	61.9	92.4	53.9	70.3	65.4	57.3



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

	TOTAL	1		ANNUAL	INCOME			1		INCOME	CLUSTER	RS		EDUC	ATION		ATION:		CATION:	
		1						1						1		MA	LE	FEM	IALE	
		UNDER		\$40K- \$60K	\$60K- \$100K		•	UNDER	OVER \$40K	UNDER	OVER	UNDER	-	•	COLLGE GRAD./		COLLGE	•	COLLGE GRAD./	
		'	· '	- '	'	'	'	'	·'	·'	· '	·'	·'							
TotalAnswering	423	34	83	3 79	109	79	40	116	307	195	5 228	304	119	259	164	91	91	168	3 74	
YES	81.4	89.9	83.2	81.1	73.0	84.5	88.1	85.2	80.0	83.5	79.6	79.7	85.7	79.1	85.1	74.4	88.2	81.6	81.2	
NO	18.6	10.1	16.8	18.9	27.0	15.5	11.9	14.8	20.0	16.5	20.4	20.3	14.3	20.9	14.9	25.6	11.8	18.4	18.8	
DON'T KNOW	-	-	-		-	-	-	-	-	-			-	-	-	-	-	-	-	
Net Diff.	62.8	79.8	66.5	62.2	46.0	69.0	76.1	70.3	60.0	67.0	59.2	2 59.5	71.3	58.2	70.1	48.8	76.3	63.2	62.5	



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

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

	TOTAL	1	MARITAL	STATUS		MAR: STA: MA:		MARI STAT FEMA	US:
	'	SINGLE	MARR-	SEPA-	WIDOW-		MARR-		
	1		IED 	RATED/ DIVRCE		l I	IED	I I	IED
TotalAnswering	423	99	265	51	8	24	138	75	128
YES	81.4	84.0	79.5	83.5	100.0	70.8	81.4	88.3	77.4
NO	18.6	16.0	20.5	16.5	-	29.2	18.6	11.7	22.6
DON'T KNOW	-	-	-	-	-	-	-	-	-
Net Diff.	62.8	68.0	59.0	67.0	100.0	41.6	62.8	76.6	54.9



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

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

	TOTAL	1			AREA				1	AGE		1	AGE CI	USTERS		I	AGE CI	USTERS		
		1							1			1				I	MZ	ALE		
		I							I			I				I				
		RAL-	CHAR-	GREENS	REST	Wilmin	East	West	UNDER	40-49	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER	
		EIGH	LOTTE	-BORO	OF	-gton	DMAs	DMAs	140	İ	150	40	40	150	150	140	140	150	150	
		DMA	DMA	DMA	STATE	DMA	I	I	1	I	1	1	I	1	1	I	I	1	1	
Total	505	163	145	88	109	21	54	34	195	210	100	195	310	405	100	84	135	5 170) 49	
PROBLEM	90.2	90.1	. 88.4	93.2	90.2	88.9	93.7	85.4	88.8	90.5	92.3	88.8	91.1	89.6	92.3	86.4	87.6	87.2	86.8	
Serious	42.8	42.5	39.9	44.7	45.5	34.6	46.2	51.2	45.1	36.6	51.2	2 45.1	41.3	40.7	51.2	48.2	37.3	3 40.4	45.2	
Minor	47.4	47.7	48.5	48.4	44.7	54.3	47.5	34.2	43.7	53.9	41.1	L 43.7	49.8	49.0	41.1	. 38.2	50.3	3 46.8	41.6	
NOT A PROBLEM AT ALL	9.8	9.9	11.6	6.8	9.8	11.1	6.3	14.6	11.2	9.5	7.7	7 11.2	8.9	10.4	7.7	13.6	12.4	12.8	3 13.2	
DON'T KNOW	-	-	-	-	-	-	-	-	-	-			-	-	-	-			-	
Net Diff.	80.3	80.2	76.8	86.3	80.4	77.8	87.5	70.9	77.5	80.9	84.6	77.5	82.1	79.3	84.6	72.7	75.2	2 74.5	73.7	



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

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

	TOTAL		AGE CI	USTERS:		GEN	DER	l R	ACIAL B	ACKGROUN	ID	RAC	IAL	RAC	IAL	6-	12TH GR	ADE
	I		FEM	IALE		1						BACKG	ROUND:	BACKG	ROUND:	CHILD	REN HOU	SEHOLD
	I					1						MA	LE	FEM	ALE			
		UNDER	LOVED	UNDER	IOVER	MALE	FEMALE	WUTTE	NON-	Africn	Wio-	WHITE	AFRICN	WUTTE	AFRICN	ONE	ITWO	THREE/
			140	150	150	INVER	LEEMADE	-		Amer./			AMER./		AMER./		I	MORE
	- 1	40	-	120	130	1	:	l I	MUTIE	Black	-		BLACK		BLACK		1	IMORE
	'		'	' . '	'	'	'	' 	' 			' 					'	'
Total	505	111	174	235	51	220	285	305	200	106	65	146	25	159	81	315	154	34
PROBLEM	90.2	90.6	93.7	91.4	97.5	87.1	92.5	89.9	90.6	92.2	92.3	85.2	91.6	94.2	92.3	88.4	93.0	94.3
Serious	42.8	42.7	44.4	40.9	56.9	41.5	43.7	39.7	47.4	47.5	50.7	38.0	32.7	41.3	52.1	43.6	43.2	35.7
5522545					00.5							55.5	5211		02.12	10.0	1012	5511
Minor	47.4	47.8	49.4	50.5	40.6	45.6	48.8	50.2	43.2	44.6	41.6	47.2	58.8	52.9	40.2	44.8	49.7	58.5
NOT A PROBLEM AT ALL	9.8	9.4	6.3	8.6	2.5	12.9	7.5	10.1	9.4	7.8	7.7	14.8	8.4	5.8	7.7	11.6	7.0	5.7
DON'T KNOW																		
DON I KNOW	_	_	_	_	_	_	_	_	_	_	-	_	_	_	-	_	_	-
Net Diff.	80.3	81.1	87.4	82.8	95.0	74.3	85.0	79.8	81.2	84.3	84.6	70.4	83.1	88.4	84.7	76.7	85.9	88.5



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

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

	TOTAL	AGES (OF CHIL	DREN IN	GRADES	6 THRO	UGH 12	•			EN AGES 6-12:	•			RS OF C	HILDREN	•	TALKED ALCOHOL
		' 						MALE		FEMALE		MALE &			GIADES	0 12		USE
																		/
		10-14 VEADS	15 YEARS/	•	•	Seven-	•	10-14 YEARS	•	10-14		10-14	-	MALE	FEMALE	BOTH MALE &	YES	NO/NOT YET/
			OLDER	•			Older	•	OLDER		OLDER	•	OLDER	-		FEMALE		DK/REF
Total	505	343	254	102	78	91	21	137	87	115	100	92	67	205	193	105	423	82
PROBLEM	90.2	89.6	93.2	94.3	95.4	92.4	87.2	85.5	93.3	91.9	92.4	92.9	94.4	88.0	91.3	92.1	92.4	78.4
Serious	42.8	41.2	46.6	42.7	47.1	47.7	41.8	35.9	52.2	42.1	42.5	48.0	45.4	42.5	41.5	46.4	45.7	27.4
Minor	47.4	48.4	46.6	51.5	48.3	44.8	45.4	49.6	41.0	49.8	50.0	44.9	48.9	45.5	49.8	45.7	46.7	51.1
NOT A PROBLEM AT ALL	9.8	10.4	6.8	5.7	4.6	7.6	12.8	14.5	6.7	8.1	7.6	7.1	5.6	12.0	8.7	7.9	7.6	21.6
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	80.3	79.2	86.5	88.5	90.8	84.9	74.4	71.0	86.5	83.8	84.8	85.9	88.8	76.0	82.6	84.2	84.8	56.9



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

	TOTAL		FTEN DO			ABOUT	•	YOU THII			•			OU THAT			ATE FOR		NOTHER
		•	ABOUT A		MISUSE		DRINK	ING IN		TY IS	YOUR (N WILL	DRINK		CHILDRE			T CHILD
		MISUSE	/UNDERA	GE DRNK	FEW MC	ONTHS	I	A PRO	BLEM		I	ALC	OHOL		TRY A	TCOHOLI	C DRINK	WITH	ALCOHOL
		OFTEN	SOME-	RARELY	YES	NO	PRO-	Seri-	Minor	NOT	CON-	Very	Slight	NOT	14/	15-17	18/	YES	NO/
		l	TIMES	1 1	1		BLEM	ous	I	PROB.	CERNED	l	-ly	CON-	YOUNG-	I	OLDER	1	DON ' T
		l	1	1 1	1		1	I	I	AT ALL	4	l	I	CERNED	ER	I	1	1	KNOW
Total	505	134	231	59	345	79	455	216	239	50	349	105	243	156	45	54	404	53	452
PROBLEM	90.2	95.6	92.3	86.0	93.8	86.3	100.0	100.0	100.0	-	95.5	96.3	95.2	78.1	86.5	88.1	90.8	89.9	90.2
Serious	42.8	69.9	38.0	21.2	51.5	20.6	47.4	100.0	-	-	50.8	79.9	38.1	24.9	31.9	47.0	43.1	49.0	42.0
Minor	47.4	25.7	54.3	64.7	42.4	65.6	52.6	-	100.0	-	44.8	16.4	57.1	53.2	54.6	41.2	47.7	40.8	48.2
NOT A PROBLEM AT ALL	9.8	4.4	7.7	14.0	6.2	13.7	-	-	-	100.0	4.5	3.7	4.8	21.9	13.5	11.9	9.2	10.1	9.8
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	80.3	91.1	84.5	71.9	87.7	72.5	100.0	100.0	100.0	-100.0	91.1	92.6	90.4	56.3	73.0	76.2	81.6	79.7	80.4



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

	TOTAL		OFTEN DO HOUSEHOI				OHOL VI		LOCE LIQU CAB	JOR	CHANGE	L CONSUM D SINCE ID-19 PA	START	DRINK	TO COPE	TURN	ING TO	OUT CHII ALCOHOL 9 PANDEN	DUE	CHILD N CHANGE START (
		•	Regul- arly 	•	•	VISI- BLE 	i	NONE ! IN THE HOUSE	YES	N O 	•	STAYED		YES 	NO 	WORR- IED 	Very 		NOT WORR- IED	YES	NO 	
Total	505	400	154	246	105	183	146	176	174	331	. 70	276	158	122	383	104	30	75	401	178	327	
PROBLEM	90.2	90.9	91.6	90.4	87.5	90.0	93.0	88.0	86.6	92.1	88.2	91.5	88.6	91.2	89.8	92.7	90.1	93.7	89.5	93.3	88.4	
Serious	42.8	41.0	41.7	40.6	49.3	36.8	51.6	41.6	52.8	37.5	37.8	45.6	40.3	56.1	38.6	62.9	79.1	56.6	37.5	56.2	35.5	
Minor	47.4	49.8	49.9	49.8	38.1	53.2	41.4	46.3	33.7	54.6	50.4	45.9	48.3	35.1	51.3	29.7	11.0	37.1	52.0	37.2	53.0	
NOT A PROBLEM AT ALL	9.8	9.1	8.4	9.6	12.5	10.0	7.0	12.0	13.4	7.9	11.8	8.5	11.4	8.8	10.2	7.3	9.9	6.3	10.5	6.7	11.6	
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net Diff	80.3	81.7	83.2	80.8	75.0	80.1	85.9	75.9	73.1	84.1	76.4	83.0	77.2	82.4	79.6	85.4	80.2	87.4	79.0	86.7	76.9	



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

	TOTAL	CHILD I	MENTION	S/R/H	ADS	FAMI	LIAR WI	TH RISK	S OR	KNOW W	HERE TO	EVER E	EARD OF	EVER V	/ISITED	BEST	DESCRIB	ES THE
	1.	ALCOHO:	L SINCE	STOP U	NDERAGE	CONS	EQUENCE	S ASSOC	IATED	LEARN	RISKS/	TALK I	T OUT	TALK I	TUO T	AREA	WHERE Y	OU LIVE
	- 1	START	OF PAND	DRIN	KING	WITH	UNDERA	GE DRIN	KING	CONSEQ	UENCES	N	C	NC S	SITES	1		
	I	YES	NO	YES	NO/	FAMI-	Very	Slight	NOT	YES	NO/	YES	NO/	YES	NO/	CITY	•	S.CITY
	I		 		DON ' T	LIAR	1	-ly	FAMI-	I	DON ' T	I	DON ' T	1	DON'T	100K/	OF	/TOWN/
	I		 		KNOW	I	1	1	LIAR	I	KNOW	I	KNOW	1	KNOW	MORE	CITY	RURAL
Total	505	109	396	205	300	477	343	135	28	416	89	175	330	49	126	119	154	233
PROBLEM	90.2	97.5	88.2	92.5	88.5	90.8	91.5	88.9	79.1	91.4	84.6	90.9	89.8	89.6	91.4	88.7	91.7	89.9
G	40.0	E4 4	20.6	E2 2	25.6	42 5	40.0	20.0	20.0	44.0	25.0	46 1	41 0	C1 0			40.2	20.0
Serious	42.8	54.4	39.6	53.3	35.6	43.5	49.2	29.0	30.0	44.2	35.9	46.1	41.0	61.9	39.9	53.2	40.3	39.0
Minor	47.4	43.1	48.6	39.2	E3 0	47.3	42.4	59.9	10 1	47.1	48.7	44 6	48.8	27.7	7 51.5	35.4	51.3	50.9
MINOI	47.4	43.1	40.0	39.2	33.0	47.5	42.4	39.9	49.1	47.1	40.7	44.0	40.0	21.1	31.3	33.4	31.3	30.9
NOT A PROBLEM AT ALL	9.8	2.5	11.8	7.5	11.5	9.2	8.5	11.1	20.9	8.6	15.4	9.1	10.2	10.4	8.6	11.3	8.3	10.1
	3.0			,,,		,,,	0.0			0.0		J					0.5	
DON'T KNOW	_	_	_	_	_	_	_	_	_	_	_	_		_		_	_	_
Net Diff.	80.3	95.0	76.4	85.1	77.1	81.6	83.1	77.9	58.2	82.7	69.2	81.8	79.5	79.1	82.9	77.3	83.3	79.9



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

	TOTAL	1		ANNUAL	INCOME			1		INCOME	CLUSTER	s		EDUC	ATION	EDUC	ATION:	EDUC	ATION:	
		1						1						1		MA	LE	FEM	ALE	
		1						I						1		1		I		
		UNDER	\$20K-	\$40K-	\$60K-	\$100K-	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER	LESS	COLLGE	LESS	COLLGE	LESS	COLLGE	
		\$20K	\$40K	\$60K	\$100K	\$150K	\$150K	\$40K	\$40K	\$60K	\$60K	\$100K	\$100K	THAN	GRAD./	THAN	GRAD./	THAN	GRAD./	
		1	I	1	1	I	I	1	I	I	1	1	l	COLLGE	POST	COLLGE	POST	COLLGE	POST	
Total	505	45	93	96	131	94	45	139	366	234	271	. 365	140	308	197	113	107	195	90	
PROBLEM	90.2	94.0	89.2	90.0	91.1	89.1	88.3	90.8	89.9	90.4	89.9	90.7	88.8	89.9	90.5	86.7	87.6	91.8	93.9	
Serious	42.8	52.5	54.3	46.5	30.9	45.1	30.9	53.7	38.6	50.7	35.8	43.6	40.4	44.8	39.5	39.1	44.0	48.1	34.2	
Minor	47.4	41.5	34.9	43.5	60.1	44.0	57.5	37.1	51.3	39.7	54.1	47.0	48.4	45.1	51.0	47.6	43.6	43.7	59.7	
NOT A PROBLEM AT ALL	9.8	6.0	10.8	10.0	8.9	10.9	11.7	9.2	10.1	9.6	10.1	9.3	11.2	10.1	9.5	13.3	12.4	8.2	6.1	
DON'T KNOW	-	_	-	-	-	-	-	-	-	-	-	-	-	_	_	_	-	-	-	
Net Diff.	80.3	87.9	78.4	79.9	82.2	78.2	76.7	81.5	79.9	80.9	79.9	81.3	77.7	79.9	81.0	73.3	75.3	83.6	87.9	



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

	TOTAL	1 	MARITAL	STATUS		MAR STA MA		MARI STAT	rus:
			-	SEPA- RATED/ DIVRCE	ED		MARR- IED 		MARR- IED
Total	505	120	314	63	8	33	163	88	152
PROBLEM	90.2	89.6	89.0	95.8	100.0	78.1	87.5	93.9	90.6
Serious	42.8	47.4	43.5	28.0	60.5	35.3	43.8	51.9	43.1
Minor	47.4	42.2	45.5	67.8	39.5	42.8	43.7	42.0	47.5
NOT A PROBLEM AT ALL	9.8	10.4	11.0	4.2	-	21.9	12.5	6.1	9.4
DON'T KNOW	-	-	-	-	-	-	-	-	-
Net Diff	80 3	79 3	78 0	91 6	100 0	56.2	74 9	87 8	81 3

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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

15. HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL

	TOTAL	 			AREA				 	AGE		 	AGE CI	USTERS		 		USTERS :		
		RAL- EIGH DMA	•	GREENS -BORO DMA	•	Wilmin -gton DMA		West DMAs 	UNDER 40 	40-49 	OVER 50 	UNDER 40 	OVER 40 	UNDER 50 	OVER 50 	UNDER 40 	OVER 40 	UNDER 50 	OVER 50 	
Total	505	163	3 145	88	3 109	21	54	34	195	210	100	195	310	405	100) 84	1 135	170	49	
CONCERNED	69.1	. 65.6	5 72.7	71.1	67.8	58.0	73.7	64.5	69.1	63.5	5 80.6	69.1	69.0	66.2	80.6	68.2	2 67.3	65.6	74.7	
Very	20.9	18.8	3 22.0	21.0	22.4	14.2	25.1	23.3	21.4	18.3	3 25.5	21.4	20.6	19.7	25.5	26.9	14.3	19.8	16.8	
Slightly	48.2	46.8	3 50.€	50.1	45.4	43.8	48.6	41.2	47.8	45.2	2 55.1	47.8	48.4	46.5	5 55.1	41.3	53.0	45.8	57.9	
NOT CONCERNED AT ALL	30.9	34.4	27.3	28.9	32.2	42.0	26.3	35.5	30.9	36.5	5 19.4	30.9	31.0	33.8	3 19.4	31.8	32.7	34.4	25.3	
DON'T KNOW	-	-					-	-	-	-			-	-		-		-		
Net Diff.	38.1	. 31.2	2 45.3	3 42.2	35.5	5 16.0	47.4	29.0	38.2	27.0	61.3	38.2	38.1	. 32.4	61.3	36.4	1 34.6	31.2	49.4	



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15. HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL

	TOTAL	 		USTERS: IALE		GEN 	DER	R 	ACIAL B	ACKGROU	ND	BACKG	EIAL ROUND: LE	BACKG	IAL ROUND: IALE		12TH GR	
		UNDER 40 	OVER 40 	UNDER 50 	OVER 50 	MALE 	FEMALE 	WHITE 	NON- WHITE 	Africn Amer./ Black	panic/	İ	AFRICN AMER./ BLACK		AFRICN AMER./ BLACK		•	THREE/ MORE
Total	505	111	. 174	235	51	220	285	305	200	106	65	146	25	159	81	315	154	34
CONCERNED	69.1	69.8	70.4	66.6	86.3	67.7	70.1	72.1	64.4	64.1	66.9	68.5	66.6	75.5	63.3	67.4	71.8	76.7
Very	20.9	17.2	25.5	19.7	33.8	19.1	22.2	17.0	26.8	28.8	23.6	15.8	21.0	18.2	31.2	23.0	18.8	12.2
Slightly	48.2	52.6	44.9	46.9	52.5	48.5	47.9	55.1	37.6	35.3	43.3	52.7	45.6	57.3	32.1	44.4	52.9	64.5
NOT CONCERNED AT ALL	30.9	30.2	29.6	33.4	13.7	32.3	29.9	27.9	35.6	35.9	33.1	31.5	33.4	24.5	36.7	32.6	28.2	23.3
DON'T KNOW	-	-		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	38.1	39.6	40.7	33.3	72.7	35.3	40.3	44.2	28.8	28.2	33.8	36.9	33.3	50.9	26.7	34.7	43.5	53.4



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15. HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL

	TOTAL	AGES 	OF CHIL	DREN IN	GRADES	6 THRO	UGH 12		6-12:	•	6-12:	GRADES		IN	RS OF C	HILDREN 6-12	•	TALKED ALCOHOL USE	
		10-14 YEARS 	-	teen	•		•	-	15 YEARS/ OLDER		•	•	•	•	•	BOTH MALE & FEMALE	İ	NO/NOT YET/ DK/REF	
Total	505	343	254	102	78	91	21	137	87	115	100	92	67	205	193	105	423	82	
CONCERNED	69.1	70.3	69.7	72.9	69.5	70.4	65.4	71.7	69.9	70.1	67.9	68.4	72.2	70.5	67.6	70.3	71.1	58.6	
Very	20.9	20.2	20.9	22.4	17.8	19.8	14.1	16.5	18.6	25.4	26.1	19.3	15.9	17.7	25.7	18.7	21.3	18.5	
Slightly	48.2	50.0	48.9	50.5	51.7	50.6	51.3	55.2	51.3	44.7	41.8	49.1	56.3	52.8	41.9	51.6	49.7	40.0	
NOT CONCERNED AT ALL	30.9	29.7	30.3	27.1	30.5	29.6	34.6	28.3	30.1	29.9	32.1	31.6	27.8	29.5	32.4	29.7	28.9	41.4	
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net Diff.	38.1	40.5	39.5	45.7	38.9	40.9	30.8	43.4	39.8	40.2	35.8	36.8	44.4	40.9	35.1	40.6	42.2	17.1	



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15. HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL

	TOTAL	HOW OF	TEN DO	YOU	TALKED	ABOUT	l DO	YOU THI	NK UNDE	RAGE	HOW CO	NCERNE	D ARE Y	OU THAT	AGE A	PPROPRI	ATE FOR	YOU/A	NOTHER
	1	TALK A	ABOUT AI	LCOHOL	MISUSE	LAST	DRINK	ING IN (COMMUNI	TY IS	YOUR (CHILDRE	N WILL	DRINK	YOUR	CHILDRE	N TO	CAUGH	T CHILD
	M	IISUSE/	UNDERAC	GE DRNK	FEW MO	NTHS	I	A PRO	BLEM		l	ALC	OHOL		TRY A	LCOHOLI	C DRINK	WITH	ALCOHOL
	10		SOME-	RARELY	YES	NO	•	Seri-	•		CON-	_	Slight -lv		14/ YOUNG-	15-17	18/ OLDER	•	NO/ DON'T
	- :		ITIMES	: :	!		IDTEM	ous	•	AT ALL	•			CON-		1	LOTDEK	•	KNOW
	'	'			'		'	'	'	LVI VDD			'	CERNED		'	'	'	IMOW
Total	505	134	231	59	345	79	455	216	239	50	349	105	243	156	45	54	404	53	452
CONCERNED	69.1	75.7	72.1	56.7	73.9	58.7	73.2	82.0	65.3	31.2	100.0	100.0	100.0	-	69.3	75.9	68.5	84.6	67.2
Very	20.9	37.2	16.7	3.4	25.1	5.0	22.3	39.0	7.2	7.8	30.2	100.0	-	-	13.1	32.9	20.2	39.5	18.7
Slightly	48.2	38.4	55.4	53.2	48.8	53.7	50.9	42.9	58.1	23.4	69.8	-	100.0	-	56.2	43.0	48.2	45.2	48.5
NOT CONCERNED AT ALL	30.9	24.3	27.9	43.3	26.1	41.3	26.8	18.0	34.7	68.8	-	-	-	100.0	30.7	24.1	31.5	15.4	32.8
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	38.1	51.4	44.2	13.4	47.8	17.5	46.4	64.0	30.5	-37.5	100.0	100.0	100.0	-100.0	38.6	51.8	37.0	69.3	34.4

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15. HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL

	TOTAL 			ADULTS D DRINK	IN 	IS ALC			LOCK LIQUO CABI	OR	CHANGE	L CONSUM D SINCE : ID-19 PAI	START	DRINK 1	O COPE	TURN	ING TO	OUT CHI ALCOHOL 9 PANDE	DUE	CHILD N CHANGE START (SINCE
	 	DRINK 	arly	Not 1 Regul- arly		VISI- BLE 	i	NONE IN THE HOUSE	YES 1		•	STAYED 1 CONSIS 1 -TENT		YES	NO	WORR- IED 	Very 		NOT WORR- IED	YES	NO
Total	505	400	154	246	105	183	146	176	174	331	70	276	158	122	383	104	30	75	401	178	327
CONCERNED	69.1	70.1	77.6	65.4	65.0	71.4	76.3	60.7	70.7	68.2	76.2	68.4	66.8	80.8	65.3	93.6	89.0	95.4	62.7	81.2	62.5
Very	20.9	18.2	19.3	17.5	31.2	16.8	31.3	16.5	30.2	16.0	32.6	20.0	16.7	31.9	17.4	49.0	67.0	41.8	13.6	28.8	16.6
Slightly	48.2	51.9	58.3	47.9	33.9	54.6	44.9	44.2	40.5	52.2	43.7	48.4	50.1	48.9	47.9	44.6	22.0	53.6	49.1	52.4	45.9
NOT CONCERNED AT ALL	30.9	29.9	22.4	34.6	35.0	28.6	23.7	39.3	29.3	31.8	23.8	31.6	33.2	19.2	34.7	6.4	11.0	4.6	37.3	18.8	37.5
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	38.1	40.2	55.2	30.9	30.1	42.8	52.6	21.3	41.3	36.4	52.5	36.9	33.5	61.6	30.6	87.2	78.0	90.8	25.3	62.4	24.9



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15. HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL

	į.	CHILD M ALCOHOL START O	SINCE	STOP U	NDERAGE	CONS	EQUENCE	TH RISK S ASSOC GE DRIN	IATED	LEARN	HERE TO RISKS/ QUENCES	TALK I		EVER V TALK I NC S	T OUT		DESCRIB WHERE Y	ES THE OU LIVE
	 	YES 	NO 		NO/ DON'T KNOW	FAMI- LIAR 	Very 		NOT FAMI- LIAR		NO/ DON'T KNOW	YES 	NO/ DON'T KNOW	YES 	DON ' T	100K/	OF	S.CITY /TOWN/ RURAL
Total	505	109	396	205	300	477	343	135	28	416	i 89	175	330	49	126	119	154	233
CONCERNED	69.1	85.5	64.6	71.0	67.7	69.7	71.5	65.0	58.9	68.8	70.2	68.4	69.4	85.1	61.8	72.1	71.5	65.9
Very	20.9	39.1	15.9	27.2	16.6	21.1	24.9	11.4	16.7	21.7	16.9	24.0	19.2	46.1	15.4	30.0	17.9	18.2
Slightly	48.2	46.4	48.7	43.9	51.1	48.5	46.5	53.6	42.3	47.1	53.3	44.4	50.2	39.0	46.5	42.1	53.6	47.7
NOT CONCERNED AT ALL	30.9	14.5	35.4	29.0	32.3	30.3	28.5	35.0	41.1	31.2	29.8	31.6	30.6	14.9	38.2	27.9	28.5	34.1
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	38.1	70.9	29.3	42.1	35.4	39.3	42.9	30.0	17.9	37.6	40.4	36.7	38.9	70.1	23.7	44.2	43.0	31.8

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

15. HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL

	TOTAL	 		ANNUAL	INCOME			 		INCOME	CLUSTER	s		EDUC 	ATION	EDUC. MA	ATION: LE	EDUC. FEM. 	ATION: ALE
		•				\$100K- \$150K 	•	UNDER \$40K 	•	UNDER \$60K 		UNDER \$100K 	\$100K	•	COLLGE GRAD./ POST	-	COLLGE GRAD./ POST	-	COLLGE GRAD./ POST
Total	505	45	93	96	131	94	45	139	366	234	271	. 365	140	308	197	113	107	195	90
CONCERNED	69.1	64.5	68.5	71.0	66.2	73.0	70.8	67.2	69.8	68.7	69.3	67.8	72.3	66.1	73.7	62.0	73.6	68.5	73.8
Very	20.9	29.3	21.8	27.2	17.2	15.0	20.0	24.3	19.6	25.5	16.9	22.5	16.6	21.6	19.8	19.3	19.0	22.9	20.8
Slightly	48.2	35.2	46.6	43.8	49.0	58.0	50.8	42.9	50.2	43.3	52.4	45.3	55.7	44.5	53.9	42.7	54.7	45.6	52.9
NOT CONCERNED AT ALL	30.9	35.5	31.5	29.0	33.8	27.0	29.2	32.8	30.2	31.3	30.7	32.2	27.7	33.9	26.3	38.0	26.4	31.5	26.2
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	38.1	29.0	36.9	42.0	32.4	46.1	41.6	34.3	39.6	37.5	38.7	35.6	44.6	32.2	47.4	24.1	47.2	36.9	47.6



NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

15. HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL

BANNER 8

	TOTAL] 	MARITAL	STATUS			ITAL FUS: LE	•	ITAL IUS: ALE
		SINGLE 	IED	SEPA- RATED/ DIVRCE	ED		MARR- IED 	SINGLE 	MARR- IED
Total	505	120	314	63	8	33	163	88	152
CONCERNED	69.1	63.1	70.0	73.0	89.5	50.3	70.8	67.9	69.2
Very	20.9	21.8	20.7	18.9	30.0	12.9	20.2	25.1	21.3
Slightly	48.2	41.3	49.3	54.1	59.5	37.4	50.7	42.8	47.9
NOT CONCERNED AT ALL	30.9	36.9	30.0	27.0	10.5	49.7	29.2	32.1	30.8
DON'T KNOW	-	-	-	-	-	-	-	-	-
Net Diff.	38.1	26.3	40.1	46.0	79.1	0.7	41.7	35.8	38.4

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

16. WHO OR WHAT DO YOU THINK HAS THE MOST INFLUENCE ON MINORS AND WHETHER THEY DRINK ALCOHOL?

	TOTAL	 			AREA				 	AGE		 	AGE CI	USTERS		 		LUSTERS:	
		RAL- EIGH DMA	-	GREENS -BORO DMA	-	Wilmin -gton DMA	•	West DMAs 	UNDER 40 	-	OVER 50 	UNDER 40 	OVER 40 	UNDER 50 	OVER 50 	UNDER 40 	OVER 40 	•	OVER 50
Total	505	163	145	88	109	21	54	34	195	210	100	195	310	405	5 100) 84	135	5 170	49
FRIENDS	72.4	77.6	67.6	72.6	70.9	60.7	76.0	69.2	67.6	76.3	73.5	67.6	75.4	72.1	73.5	5 59.0	63.1	63.5	5 54.5
PARENTS	21.0	20.9	21.2	19.8	21.9	34.2	17.4	21.2	23.2	20.4	18.0	23.2	19.6	21.7	7 18.0	25.9	29.8	28.4	28.2
COACHES	1.4	0.7	3.2	-	1.2	-	0.6	2.9	3.2	0.4	-	3.2	0.3	1.7	-	- 4.2	· -	2.1	. –
MENTORS	2.3	0.8	4.6	1.5	2.0	-	4.0	-	4.3	0.5	1.9	4.3	1.0	2.4	1 1.9	8.3	3 1.4	4.1	4.0
OTHER	2.9	-	3.5	6.1	4.1	5.1	2.0	6.7	1.7	2.4	6.6	5 1.7	3.7	2.1	6.6	5 2.7	5.6	2.0	13.4
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-		-	-					



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

16. WHO OR WHAT DO YOU THINK HAS THE MOST INFLUENCE ON MINORS AND WHETHER THEY DRINK ALCOHOL?

	TOTAL	!		USTERS:		GEN	DER	l R	ACIAL E	BACKGROU	ND		IAL		IAL		12TH GR	
		i	FEM	ALE		İ		! 				•	ROUND: LE		ROUND:	 CHITD	REN HOU	SEHOLD
		UNDER 40 	OVER 40 		OVER 50 	MALE 	FEMALE 	•	NON- WHITE 	Africn Amer./ Black	panic/	İ	AFRICN AMER./ BLACK		AFRICN AMER./ BLACK			THREE/ MORE
Total	505	111	. 174	235	51	220	285	305	200	106	65	146	25	159	81	315	154	34
FRIENDS	72.4	74.2	85.0	78.4	91.7	61.5	80.8	75.9	67.0	75.7	53.4	64.9	69.1	86.0	77.7	74.8	70.6	56.3
PARENTS	21.0	21.1	. 11.6	16.9	8.3	28.3	15.3	18.4	25.0	21.3	33.6	27.4	24.4	10.1	20.3	20.8	21.3	22.8
COACHES	1.4	2.4	0.5	1.5	-	1.6	1.2	1.2	1.8	1.6	2.7	1.4	5.0	1.0	0.6	1.1	1.0	5.5
MENTORS	2.3	1.4	0.6	1.1	-	4.0	0.9	1.8	3.0	0.4	8.6	2.6	1.5	1.1		1.3	2.8	8.9
OTHER	2.9	1.0	2.2	2.1	-	4.5	1.7	2.7	3.2	1.1	1.7	3.8	-	1.8	1.4	1.9	4.3	6.5
DON'T KNOW	-	-		-	-	-	-	-	-		-	-	-	-	-	-	_	-



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

16. WHO OR WHAT DO YOU THINK HAS THE MOST INFLUENCE ON MINORS AND WHETHER THEY DRINK ALCOHOL?

	TOTAL	AGES	OF CHIL	DREN IN	GRADES	6 THRO	UGH 12	CHILDR	REN AGES	CHILDE	EN AGES	CHILDR	EN AGES	GENDE	ERS OF C	HILDREN	EVER	TALKED	
		I						GRADES	6-12:	GRADES	6-12:	GRADES	6-12:	IN	GRADES	6-12	ABOUT	ALCOHOL	
		I						MALE	ONLY	FEMALE	ONLY	MALE &	FEMALE	1			MIS	USE	
		10-14 YEARS 	-	teen	Six- teen 	teen	•	•	•	•	15 YEARS/ OLDER		•	•		BOTH MALE & FEMALE	İ	NO/NOT YET/ DK/REF	
Total	505	343	254	102	78	91	21	137	87	115	100	92	67	205	5 193	105	423	82	
FRIENDS	72.4	68.8	74.4	69.0	79.9	77.2	68.0	74.9	79.0	74.1	82.6	53.0	56.3	77.1	77.1	. 54.1	70.8	80.5	
PARENTS	21.0	24.3	17.7	25.7	12.5	13.9	19.2	17.9	15.3	23.9	12.2	34.4	29.1	17.1	19.1	. 32.4	21.8	16.5	
COACHES	1.4	1.4	0.8	-	-	2.3	-	1.8	-	0.8	2.1	1.7	-	1.2	2 1.6	1.5	1.2	2.2	
MENTORS	2.3	2.9	2.5	-	3.7	3.3	2.1	3.0	2.2	1.1	1.1	5.0	4.9	2.0	1.2	4.8	2.6	0.8	
OTHER	2.9	2.5	4.5	5.3	3.9	3.3	10.7	2.4	3.5	-	2.0	5.9	9.7	2.6	1.0	7.3	3.5	-	
DON'T KNOW	_	_	_	_	_	_	_	_		_	_	_	_	_			_		



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

16. WHO OR WHAT DO YOU THINK HAS THE MOST INFLUENCE ON MINORS AND WHETHER THEY DRINK ALCOHOL?

	TOTAL	TALK		YOU LCOHOL GE DRNK		LAST	•	YOU THIS ING IN (A PRO)	COMMUNI		•	CHILDRE	D ARE Y N WILL OHOL			CHILDRE		CAUGH	NOTHER IT CHILD ALCOHOL
		•	SOME- TIMES 	RARELY 	YES 	NO	•	Seri- ous 	Minor 	•	CON- CERNED	_			YOUNG-	15-17 	18/ OLDER 		NO/ DON'T KNOW
Total	505	134	231	59	345	79	455	216	239	50	349	105	243	156	45	54	404	53	452
FRIENDS	72.4	68.6	73.9	64.0	69.7	75.7	72.6	71.6	73.6	70.1	74.6	72.9	75.3	67.6	50.2	78.3	74.5	59.9	73.9
PARENTS	21.0	23.5	19.1	28.6	22.9	17.2	20.7	20.5	20.8	23.8	19.1	18.6	19.3	25.3	30.9	18.2	20.4	18.9	21.2
COACHES	1.4	1.6	1.4	-	1.1	1.6	1.0	1.1	0.9	4.6	1.1	2.2	0.6	2.0	8.1	-	0.8	3.3	1.2
MENTORS	2.3	4.2	2.3	-	3.2	-	2.4	3.4	1.4	1.5	3.1	3.4	3.0	0.4	6.0	2.0	1.9	12.3	1.1
OTHER	2.9	2.2	3.3	7.4	3.1	5.5	3.3	3.3	3.2	-	2.1	2.9	1.8	4.7	4.9	1.6	2.4	5.7	2.6
DON'T KNOW	-	-	-	-	-	-	_	-	-			-	-	-	-	-	_	_	· –



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

16. WHO OR WHAT DO YOU THINK HAS THE MOST INFLUENCE ON MINORS AND WHETHER THEY DRINK ALCOHOL?

	TOTAL	•	OFTEN DO HOUSEHOI				OHOL V		LIQU	K ON UOR INET	CHANGE	DL CONSUM D SINCE VID-19 PA	START	DRINK '	TO COPE	TURN	ING TO	OUT CHI ALCOHOL 9 PANDE	DUE	CHILD M CHANGE START C	SINCE	
		•		Not Regul- arly		VISI- BLE		NONE IN THE HOUSE	YES	NO 	•	STAYED CONSIS -TENT		YES 	•	WORR- IED 	Very 	-	NOT WORR- IED	YES	NO 	
Total	505	400	154	246	105	183	146	176	174	331	. 70	276	158	122	383	104	30	75	401	178	327	
FRIENDS	72.4	74.3	74.6	74.1	65.0	72.9	74.9	69.8	72.0	72.6	70.6	72.2	73.4	72.1	72.5	69.9	41.6	81.1	73.0	71.3	73.0	
PARENTS	21.0	19.5	17.2	20.9	26.7	19.8	17.9	24.8	20.3	21.3	24.7	20.3	20.7	22.0	20.6	17.6	34.2	11.0	21.9	18.5	22.3	
COACHES	1.4	1.5	2.4	0.9	0.9	1.3	1.9	1.1	2.2	0.9	0.9	1.0	2.4	2.9	0.9	2.9	5.2	1.9	1.0	2.9	0.5	
MENTORS	2.3	2.8	4.3	1.8	0.4	2.6	3.8	0.7	4.1	1.3	3.9	2.3	1.6	3.1	2.0	7.5	11.5	6.0	0.9	3.5	1.6	
OTHER	2.9	1.9	1.5	2.2	7.0	3.5	1.5	3.6	1.3	3.8	-	4.3	2.0	-	3.9	2.1	7.4	-	3.2	3.7	2.5	
DON'T KNOW	_	_	_	_	_	_	_	_	_	_			_	_	_	_	_	_	_	_	_	



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

16. WHO OR WHAT DO YOU THINK HAS THE MOST INFLUENCE ON MINORS AND WHETHER THEY DRINK ALCOHOL?

	į	ALCOHOL	MENTION SINCE OF PAND	STOP U	NDERAGE	CONS	EQUENCE	TH RISKS S ASSOCI GE DRINE	IATED	•	RISKS/	TALK I	EARD OF T OUT IC	EVER V TALK I NC S	T OUT		DESCRIB WHERE Y	ES THE OU LIVE
		YES 	NO		NO/ DON'T KNOW	FAMI- LIAR 			NOT FAMI- LIAR	Ī	NO/ DON'T KNOW	YES 	NO/ DON'T KNOW	YES 	DON ' T	100K/		S.CITY /TOWN/ RURAL
Total	505	109	396	205	300	477	343	135	28	416	89	175	330	49	126	119	154	233
FRIENDS	72.4	65.1	74.5	71.7	72.9	71.6	72.2	70.0	86.2	72.3	72.9	70.4	73.4	65.7	72.3	72.4	67.9	75.3
PARENTS	21.0	24.3	20.0	21.0	21.0	21.5	22.3	19.5	12.3	20.3	24.3	22.0	20.4	21.9	22.1	23.2	24.3	17.7
COACHES	1.4	2.8	1.0	2.2	0.8	1.5	0.9	3.0	-	1.6	0.4	2.2	1.0	6.4	0.5	2.3	2.4	0.3
MENTORS	2.3	5.0	1.5	1.9	2.5	2.3	2.1	2.8	1.6	2.2	2.5	2.9	1.9	6.0	1.7	2.1	1.9	2.7
OTHER	2.9	2.8	3.0	3.2	2.8	3.1	2.5	4.7	-	3.6	-	2.4	3.2	-	3.4	-	3.6	4.0
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-	-



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

16. WHO OR WHAT DO YOU THINK HAS THE MOST INFLUENCE ON MINORS AND WHETHER THEY DRINK ALCOHOL?

	TOTAL	 		ANNUAI	INCOME	:		 		INCOME	CLUSTEF	RS		EDUC	ATION	EDUC MA 	ATION: LE	EDUCA FEMA	ATION: ALE	
		UNDER \$20K 	\$20K- \$40K 			\$100K- \$150K 	•	UNDER \$40K 	•	UNDER \$60K 		UNDER \$100K	•		COLLGE GRAD./	•	COLLGE GRAD./ POST	•	COLLGE GRAD./ POST	
Total	505	45	5 93	3 96	5 131	. 94	45	139	366	234	271	. 365	140	308	197	113	107	195	90	
FRIENDS	72.4	65.9	68.8	3 78.4	72.8	75.7	65.4	67.8	74.1	72.2	72.6	72.4	72.4	73.3	71.0	59.0	64.1	81.5	79.1	
PARENTS	21.0	24.3	3 22.4	1 14.9	23.3	16.8	29.5	23.0	20.2	19.7	22.1	. 21.0	20.9	19.8	22.8	29.1	27.5	14.4	17.3	
COACHES	1.4	3.2	2 2.8	3 -	0.5	2.4	-	2.9	0.8	1.7	1.1	. 1.3	1.6	1.6	1.1	1.4	1.8	1.7	0.2	
MENTORS	2.3	4.8	3 1.2	2 3.2	· -	3.0	5.0	2.4	2.3	2.7	1.9	1.7	3.7	1.8	3.0	3.6	4.5	0.8	1.2	
OTHER	2.9	1.9	4.8	3.4	3.3	3 2.1		3.8	2.6	3.7	2.3	3.5	1.4	3.5	2.1	6.9	2.0	1.6	2.2	
DON'T KNOW	_						_	_	_	_			_				_	_	_	



NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

16. WHO OR WHAT DO YOU THINK HAS THE MOST INFLUENCE ON MINORS AND WHETHER THEY DRINK ALCOHOL?

BANNER 8

	TOTAL 	M	ARITAL	STATUS		MAR: STA: MAI		MARI STAT FEMA	US:
	! 		IED	SEPA- RATED/ DIVRCE	ED		MARR- IED 		MARR- IED
Total	505	120	314	63	8	33	163	88	152
FRIENDS	72.4	75.7	71.6	69.5	76.8	66.0	61.8	79.2	82.1
PARENTS	21.0	20.5	21.1	21.1	23.2	26.5	28.1	18.3	13.6
COACHES	1.4	0.5	1.5	2.5	-	1.0	1.8	0.3	1.3
MENTORS	2.3	2.4	2.0	3.8	-	6.5	3.0	0.8	1.0
OTHER	2.9	0.9	3.8	3.1	-	-	5.4	1.3	2.0
DON'T KNOW	_	-	-	-	-	-	-	-	-

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

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

	TOTAL 				AREA				 	AGE		 	AGE CL	USTERS		 	AGE CL	USTERS: LE	
	i	EIGH	LOTTE	GREENS -BORO DMA		Wilmin -gton DMA		-	UNDER 40 	40-49 	•	UNDER 40 	OVER 40 	UNDER 50 	-	•	•	UNDER 50 	OVER 50
Total	505	163	145	88	109	21	54	34	195	210	100	195	310	405	100	84	135	170	49
TEN OR YOUNGER	1.9	1.2	2.0	0.9	3.7	12.9	0.6	2.9	3.0	1.2	1.5	3.0	1.3	2.0	1.5	1.9	-	0.9	-
ELEVEN	1.1	1.0	1.1	1.2	1.1	-	2.3	-	1.1	1.6	-	1.1	1.1	1.4	-	1.4	0.9	1.4	-
TWELVE	3.1	2.8	6.2	1.3	0.7	-	1.4	-	4.8	1.3	3.4	4.8	2.0	3.0	3.4	7.3	3.8	4.6	6.9
THIRTEEN	2.1	0.6	5.4	1.1	0.9	-	1.7	-	2.6	1.8	1.9	2.6	1.8	2.2	1.9	3.6	2.7	2.8	4.0
FOURTEEN	0.7	1.4	-	-	1.1	5.6	-	-	-	0.4	2.5	-	1.1	0.2	2.5	-	1.6	0.5	2.8
FIFTEEN	2.8	2.0	3.6	2.7	3.1	8.1	-	4.8	3.2	2.8	1.9	3.2	2.5	3.0	1.9	5.0	3.8	5.5	-
SIXTEEN	5.2	5.1	6.2	5.9	3.6	-	6.1	2.0	3.7	6.3	5.9	3.7	6.2	5.1	5.9	3.5	7.4	6.3	4.5
SEVENTEEN	2.7	1.7	1.2	2.8	6.4	6.1	6.6	6.1	2.3	2.8	3.6	2.3	3.1	2.5	3.6	3.5	3.0	4.1	-
EIGHTEEN	22.0	20.4	18.8	24.6	26.4	31.9	24.8	25.5	21.2	23.0	21.4	21.2	22.4	22.1	21.4	19.5	23.7	21.9	22.5
NINETEEN	1.7	2.2	1.2	-	3.1	0.9	5.9	-	1.9	1.5	1.7	1.9	1.6	1.7	1.7	0.9	0.9	1.1	-
TWENTY	2.6	3.7	1.6	1.2	3.2	-	3.0	5.4	2.2	4.1	-	2.2	2.8	3.2	-	4.7	2.0	3.8	-
TWENTY-ONE OR OLDER	53.7	57.9	52.7	55.8	46.8	34.5	47.6	53.2	54.1	53.1	54.0	54.1	53.4	53.6	54.0	48.9	48.8	47.0	55.0
DON'T KNOW	0.4	-	-	2.4	-	-	-	-	-	-	2.1	-	0.7	-	2.1	-	1.6	-	4.3
Mean	18.92	19.24	18.50	19.21	18.77	17.48	18.99	19.22	18.77	19.06	18.92	18.77	19.02	18.92	18.92	18.45	18.74	18.56	18.88

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

	TOTAL 		AGE CLUSTERS: FEMALE 			GENI 	DER 	R	ACIAL B	ACKGROUN	īD		IAL ROUND: LE	RAC BACKG FEM	ROUND:		2TH GRA EN HOUS	
		-			OVER	MALE	FEMALE 	WHITE	WHITE	Africn Amer./ Black	panic/	I	AFRICN AMER./ BLACK		AFRICN AMER./ BLACK	ONE 		THREE/ MORE
Total	505	111	174	235	51	220	285	305	200	106	65	146	25	159	81	315	154	34
TEN OR YOUNGER	1.9	3.8	2.3	2.9	2.9	0.7	2.9	1.9	2.0	3.7	0.3	0.7	1.2	2.9	4.4	1.0	4.0	0.9
ELEVEN	1.1	0.8	1.3	1.3	-	1.1	1.1	0.8	1.6	1.1	0.8	0.8	-	0.7	1.4	1.6	-	0.9
TWELVE	3.1	2.8	0.6	1.8	-	5.1	1.5	3.6	2.3	1.1	3.1	6.4	-	0.9	1.4	2.2	3.5	9.5
THIRTEEN	2.1	1.8	1.1	1.7	-	3.0	1.4	1.9	2.4	1.8	3.1	2.5	3.8	1.3	1.2	1.8	1.3	8.6
FOURTEEN	0.7	-	0.7	-	2.3	1.0	0.4	0.8	0.4	-	-	0.9	-	0.7	-	1.1	-	-
FIFTEEN	2.8	1.9	1.6	1.3	3.7	4.2	1.7	3.2	2.3	2.3	3.3	4.6	9.6	1.8	-	3.5	2.1	-
SIXTEEN	5.2	3.8	5.3	4.1	7.4	5.9	4.7	5.9	4.2	4.9	3.1	6.3	6.8	5.6	4.3	5.6	5.8	-
SEVENTEEN	2.7	1.3	3.1	1.4	7.0	3.2	2.4	3.2	2.0	2.3	2.5	2.7	5.6	3.7	1.3	2.6	3.7	-
EIGHTEEN	22.0	22.5	21.5	22.3	20.3	22.1	21.9	25.8	16.2	20.3	12.9	26.2	18.6	25.4	20.8	21.6	23.9	12.3
NINETEEN	1.7	2.7	2.1	2.1	3.4	0.9	2.4	0.6	3.4	5.1	1.0	1.3	-	-	6.6	1.5	2.5	-
TWENTY	2.6	0.4	3.4	2.7	-	3.0	2.2	2.6	2.5	1.2	5.8	2.5	5.0	2.7	-	2.7	2.7	0.7
TWENTY-ONE OR OLDER	53.7	58.0	57.0	58.4	53.0	48.8	57.4	49.8	59.6	56.5	64.1	44.9	49.4	54.2	58.7	54.7	49.3	67.1
DON'T KNOW	0.4	-	-	-	-	1.0	-	-	1.1	-	-	-	-	-	-	-	1.4	-
Mean	18.92	19.01	19.22	19.18	18.97	18.63	19.14	18.76	19.16	19.06	19.44	18.45	18.81	19.04	19.14	19.01	18.76	18.90

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

	TOTAL 	AGES	OF CHILI	REN IN	GRADES	6 THRO			6-12:	•	6-12:	GRADES	EN AGES 6-12: FEMALE	IN (RS OF CH	•	EVER T ABOUT A MISU	TCOHOL
		-	15 YEARS/ OLDER						•	•	•	•	15 YEARS/ OLDER	ONLY		BOTH MALE & FEMALE	i	NO/NOT YET/ DK/REF
Total	505	343	254	102	78	91	21	137	87	115	100	92	67	205	193	105	423	82
TEN OR YOUNGER	1.9	2.2	1.5	-	1.9	2.6	7.0	0.6	-	2.9	2.2	3.8	2.5	0.4	2.8	3.3	2.3	0.2
ELEVEN	1.1	1.0	0.9	1.1	1.4	-	-	1.5	1.3	0.8	1.1	0.3	-	1.6	1.0	0.3	1.3	-
TWELVE	3.1	3.5	2.2	3.3	-	2.3	6.9	5.2	1.0	0.2	2.7	5.1	2.9	3.9	1.5	4.4	2.8	4.3
THIRTEEN	2.1	2.3	1.9	4.6	2.5	-	-	1.5	2.2	2.6	0.9	3.1	2.9	1.9	2.0	2.7	2.0	2.5
FOURTEEN	0.7	0.3	1.0	1.3	1.5	-	-	0.6	1.4	-	1.4	-	-	1.0	0.7	-	0.8	-
FIFTEEN	2.8	2.5	3.4	4.1	4.7	0.9	-	5.1	6.5	1.5	3.1	-	-	5.3	1.7	-	2.3	5.3
SIXTEEN	5.2	5.2	5.6	4.6	6.9	5.9	-	7.3	9.3	2.8	3.4	5.2	4.1	7.4	3.4	4.5	5.2	5.6
SEVENTEEN	2.7	3.4	1.5	-	3.4	1.4	-	3.7	-	2.9	2.4	3.4	2.2	2.5	2.9	3.0	3.1	0.9
EIGHTEEN	22.0	23.2	20.6	16.2	31.0	16.0	9.7	25.7	20.1	26.9	22.9	15.0	17.9	22.5	25.0	14.0	22.7	18.3
NINETEEN	1.7	1.3	1.6	1.9	-	4.0	2.1	1.8	2.0	1.9	-	-	3.6	2.0	1.1	2.3	1.4	3.4
TWENTY	2.6	3.1	1.0	1.3	-	1.3	-	1.8	-	3.1	1.2	5.0	1.9	1.2	2.4	5.4	2.2	4.2
TWENTY-ONE OR OLDER	53.7	51.4	58.0	59.5	46.7	65.6	74.4	45.3	56.3	54.6	58.9	56.6	58.9	50.3	55.4	58.1	53.4	55.2
DON'T KNOW	0.4	0.6	0.8	2.1	-	-	-	-	-	-	-	2.3	3.1	-	-	2.0	0.5	-
Mean	18.92	18.83	19.11	19.08	18.65	19.53	19.28	18.51	19.01	19.16	19.09	18.90	19.26	18.71	19.06	19.09	18.89	19.09

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

		TALK A	TEN DO BOUT AL UNDERAG		MISUSE	ABOUT LAST NTHS		YOU THING IN O	COMMUNI	-		CHILDRE	D ARE YON WILL I	DRINK	YOUR	PPROPRIA CHILDREN LCOHOLIC	TO I	CAUGHT	CHILD
	 		SOME- TIMES 	RARELY 	YES 			Seri- ous 	i	NOT PROB. AT ALL		_		NOT CON- CERNED	YOUNG-	15-17 	18/ OLDER 	i	NO/ DON'T KNOW
Total	505	134	231	59	345	79	455	216	239	50	349	105	243	156	45	54	404	53	452
TEN OR YOUNGER	1.9	4.2	1.2	1.8	2.5	1.4	2.1	2.0	2.2	0.4	1.9	2.7	1.5	2.1	21.8	-	-	5.3	1.5
ELEVEN	1.1	1.9	0.8	1.9	0.9	3.0	1.0	0.9	1.1	1.8	0.7	0.2	0.9	2.0	12.3	-	-	2.7	0.9
TWELVE	3.1	2.7	3.3	1.2	2.9	2.5	2.7	2.7	2.8	6.1	3.3	1.7	3.9	2.6	34.6	-	-	9.7	2.3
THIRTEEN	2.1	2.2	2.4	-	2.5	-	1.9	1.0	2.8	3.9	2.5	1.0	3.2	1.3	23.8	-	-	5.4	1.7
FOURTEEN	0.7	-	1.1	1.5	1.0	-	0.7	-	1.4	-	0.6	-	0.8	0.9	7.6	-	-	3.8	0.3
FIFTEEN	2.8	1.3	3.5	-	2.0	3.7	2.8	2.4	3.1	2.8	2.3	3.5	1.7	4.0	-	26.0	-	7.7	2.2
SIXTEEN	5.2	6.3	4.9	3.8	6.1	1.2	5.2	6.0	4.5	5.4	6.3	7.9	5.6	2.9	-	48.5	-	2.6	5.5
SEVENTEEN	2.7	4.5	2.0	4.3	3.2	2.5	2.5	3.4	1.8	4.7	3.3	5.6	2.3	1.5	-	25.5	-	10.3	1.9
EIGHTEEN	22.0	15.8	24.7	30.4	22.8	22.4	22.3	17.6	26.6	18.7	24.1	18.5	26.6	17.1	-	-	27.5	17.9	22.5
NINETEEN	1.7	1.1	1.9	-	1.7	-	1.9	2.1	1.7	-	1.9	5.7	0.3	1.2	-	-	2.2	0.8	1.8
TWENTY	2.6	2.3	2.3	2.0	2.7	-	2.4	2.8	2.1	3.7	3.2	5.3	2.3	1.2	-	-	3.2	3.6	2.4
TWENTY-ONE OR OLDER	53.7	57.7	51.9	49.5	51.7	60.6	53.8	58.1	50.0	52.4	50.0	48.0	50.9	61.9	-	-	67.2	30.2	56.5
DON'T KNOW	0.4	-	-	3.6	-	2.7	0.5	1.0	-	-	-	-	-	1.4	-	-	-	-	0.5
Mean	18.92	18.84	18.88	19.03	18.81	19.22	18.94	19.16	18.75	18.69	18.81	18.90	18.78	19.16	11.83	16.00	20.10	16.98	19.15

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

	TOTAL 		OFTEN DO				COHOL VI		LOCK LIQU CABI	OR I	CHANGEI	CONSUM SINCE D-19 PA	START	DRINK T	O COPE	TURN	ING TO	OUT CHII ALCOHOL 9 PANDEN	DUE	CHILD N CHANGE START (SINCE
	 		Regul- arly 			VISI- BLE 		IN THE		İ	EASED	STAYED CONSIS -TENT		İ		WORR- IED	Very 		NOT WORR- IED	YES 	NO
Total	505	400	154	246	105	183	146	176	174	331	70	276	158	122	383	104	30	75	401	178	327
TEN OR YOUNGER	1.9	2.4	4.2	1.2	0.3	3.6	1.0	0.9	3.0	1.4	3.3	2.1	1.0	2.6	1.7	3.7	10.7	0.9	1.5	3.3	1.2
ELEVEN	1.1	1.1	0.3	1.6	1.0	1.1	1.6	0.6	2.8	0.2	0.7	1.8	-	1.4	1.0	2.3	0.7	2.9	0.8	0.3	1.5
TWELVE	3.1	3.0	6.8	0.7	3.2	3.5	3.4	2.3	4.0	2.6	1.5	4.8	0.8	5.5	2.3	3.1	4.1	2.7	3.1	3.6	2.8
THIRTEEN	2.1	2.7	3.8	2.0	-	3.7	2.0	0.6	2.8	1.7	8.3	1.8	-	3.2	1.8	4.6	10.2	2.4	1.5	2.3	2.0
FOURTEEN	0.7	0.8	1.3	0.6	-	1.4	0.6	-	0.7	0.7	1.7	0.8	-	1.7	0.4	-	-	-	0.8	1.2	0.4
FIFTEEN	2.8	3.0	2.8	3.1	2.2	3.6	2.5	2.3	3.0	2.7	7.2	1.6	3.0	4.3	2.3	6.3	5.7	6.6	1.9	2.7	2.9
SIXTEEN	5.2	5.2	9.1	2.7	5.5	8.6	3.3	3.4	4.8	5.5	4.5	4.9	6.2	4.1	5.6	3.1	5.6	2.1	5.8	6.2	4.7
SEVENTEEN	2.7	2.3	3.2	1.8	4.3	1.7	2.9	3.7	4.1	2.1	3.6	2.6	2.7	4.4	2.2	4.2	-	5.9	2.4	5.2	1.4
EIGHTEEN	22.0	25.4	32.5	21.0	8.7	33.8	19.8	11.5	16.5	24.8	38.9	21.0	16.3	33.2	18.4	22.3	27.3	20.4	21.9	26.3	19.6
NINETEEN	1.7	1.4	0.5	2.0	3.0	1.8	0.6	2.6	1.7	1.7	-	1.2	3.3	2.5	1.5	2.7	3.8	2.3	1.5	0.4	2.4
TWENTY	2.6	3.2	1.9	4.1	-	5.1	1.5	0.7	1.5	3.1	2.6	2.2	3.2	2.6	2.5	3.0	3.0	3.0	2.4	0.9	3.5
TWENTY-ONE OR OLDER	53.7	49.5	33.6	59.4	69.8	32.1	60.7	70.2	55.3	52.8	27.6	54.5	63.4	34.4	59.8	44.6	29.0	50.8	56.0	47.9	56.8
DON'T KNOW	0.4	-	-	-	2.0	-	-	1.2	-	0.6	-	0.8	-	-	0.6	-	-	-	0.5	-	0.6
Mean	18.92	18.73	17.75	19.35	19.65	17.97	19.16	19.71	18.64	19.07	17.65	18.83	19.62	17.99	19.22	18.26	17.03	18.75	19.09	18.55	19.12

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

	j	CHILD M ALCOHOI START C	SINCE	STOP UN	IDERAGE	CONSE	QUENCE	TH RISKS S ASSOCI GE DRINE	ATED	KNOW WE LEARN F CONSEQU	RISKS/		TUO	EVER VI	OUT		DESCRIBE WHERE YO	
		YES	NO 	i	NO/ DON'T KNOW	FAMI- LIAR 	-		NOT FAMI- LIAR	İ	NO/ DON'T KNOW		NO/ DON'T KNOW	İ	DON'T	100K/		S.CITY /TOWN/ RURAL
Total	505	109	396	205	300	477	343	135	28	416	89	175	330	49	126	119	154	233
TEN OR YOUNGER	1.9	5.0	1.1	4.3	0.3	2.0	2.4	1.0	0.7	2.2	0.6	2.0	1.9	7.2	-	3.7	2.9	0.4
ELEVEN	1.1	0.2	1.3	0.7	1.4	1.2	0.5	2.9	-	1.1	1.2	0.3	1.5	1.1	-	1.8	0.8	0.9
TWELVE	3.1	6.6	2.1	1.4	4.2	3.1	2.7	4.1	2.6	2.9	3.6	2.8	3.2	4.7	2.1	4.9	4.2	1.4
THIRTEEN	2.1	4.6	1.4	2.8	1.6	2.0	2.0	2.3	3.3	1.8	3.4	1.7	2.4	5.9	-	2.5	3.1	1.2
FOURTEEN	0.7	-	0.9	0.4	0.8	0.7	1.0	-	-	0.8	-	-	1.0	-	-	-	1.4	0.5
FIFTEEN	2.8	3.9	2.5	2.8	2.8	2.5	1.8	4.2	8.5	3.0	2.0	3.9	2.2	8.8	1.9	6.3	2.1	1.4
SIXTEEN	5.2	2.7	5.9	4.8	5.5	4.8	5.1	4.0	12.4	4.5	8.6	6.6	4.5	5.6	7.0	5.4	5.4	5.1
SEVENTEEN	2.7	5.1	2.1	2.8	2.7	2.9	2.1	4.9	-	3.0	1.4	1.9	3.2	3.1	1.4	2.6	3.5	2.3
EIGHTEEN	22.0	26.6	20.7	22.5	21.6	22.1	19.9	27.7	19.6	21.8	22.5	21.9	22.0	19.5	22.9	24.9	21.4	20.9
NINETEEN	1.7	2.4	1.5	1.8	1.7	1.6	1.5	1.8	4.2	1.4	3.2	2.2	1.5	1.3	2.6	2.2	0.8	2.1
TWENTY	2.6	1.5	2.8	1.5	3.3	2.7	1.3	6.4	-	2.4	3.1	1.7	3.0	0.5	2.2	0.5	3.9	2.7
TWENTY-ONE OR OLDER	53.7	41.4	57.0	53.1	54.1	54.0	59.8	39.1	48.7	54.4	50.2	53.8	53.6	42.3	58.2	45.2	50.5	60.0
DON'T KNOW	0.4	-	0.5	1.0	-	0.4	-	1.6	-	0.5	-	1.2	-	-	1.7	-	-	0.9
Mean	18.92	18.03	19.16	18.81	18.99	18.94	19.13	18.43	18.62	18.94	18.84	18.98	18.89	17.66	19.50	18.23	18.64	19.46

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

	TOTAL 			ANNUAL	INCOME			 		INCOME	CLUSTER	S		EDUC	ATION	EDUC. MA	ATION: LE	EDUCA FEMA	
		UNDER \$20K 				\$100K- \$150K 		•	•	UNDER \$60K 		UNDER \$100K 	•	•	COLLGE GRAD./ POST	•	COLLGE GRAD./ POST		COLLGE GRAD./ POST
Total	505	45	93	96	131	94	45	139	366	234	271	365	140	308	197	113	107	195	90
TEN OR YOUNGER	1.9	0.7	3.4	1.7	1.7	0.9	3.5	2.5	1.7	2.2	1.7	2.0	1.7	2.1	1.6	1.2	0.2	2.7	3.3
ELEVEN	1.1	0.5	3.3	-	0.5	0.3	2.7	2.4	0.6	1.4	0.8	1.1	1.1	1.2	1.0	0.5	1.8	1.6	-
TWELVE	3.1	4.1	3.1	1.9	1.4	4.6	6.1	3.4	2.9	2.8	3.3	2.3	5.0	1.6	5.3	1.7	8.8	1.6	1.2
THIRTEEN	2.1	-	1.0	0.2	2.9	1.1	10.3	0.7	2.7	0.5	3.5	1.4	4.1	1.0	3.9	0.8	5.4	1.0	2.2
FOURTEEN	0.7	-	-	1.2	0.7	1.4	-	-	0.9	0.5	0.8	0.6	1.0	-	1.7	-	2.1	-	1.3
FIFTEEN	2.8	3.6	0.7	4.5	3.2	1.7	3.8	1.7	3.2	2.8	2.8	3.0	2.4	2.7	2.9	4.4	4.0	1.8	1.5
SIXTEEN	5.2	2.1	5.4	3.9	5.8	5.2	9.3	4.3	5.6	4.1	6.2	4.7	6.6	3.9	7.3	4.0	7.9	3.9	6.5
SEVENTEEN	2.7	2.2	2.7	2.2	5.4	-	2.4	2.6	2.8	2.4	3.0	3.5	0.8	2.3	3.4	1.1	5.3	3.0	1.2
EIGHTEEN	22.0	17.4	22.1	13.6	24.0	30.5	20.3	20.6	22.5	17.7	25.6	20.0	27.2	18.6	27.3	20.0	24.2	17.7	31.0
NINETEEN	1.7	4.8	0.2	3.8	1.5	0.8	-	1.7	1.7	2.6	1.0	2.2	0.5	1.7	1.7	1.1	0.7	2.1	2.9
TWENTY	2.6	3.6	1.1	0.4	4.5	3.3	1.9	1.9	2.8	1.3	3.6	2.4	2.9	3.5	1.0	5.8	-	2.2	2.2
TWENTY-ONE OR OLDER	53.7	61.0	56.8	66.6	46.8	50.3	39.6	58.2	52.0	61.6	46.8	56.3	46.8	61.3	41.8	59.4	37.7	62.4	46.6
DON'T KNOW	0.4	-	-	-	1.6	-	-	-	0.6	-	0.8	0.6	-	-	1.1	-	2.0	-	-
Mean	18.92	19.45	18.83	19.50	18.83	18.95	17.55	19.03	18.88	19.22	18.65	19.08	18.50	19.34	18.25	19.41	17.78	19.30	18.78



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 8

	TOTAL 		MARITAL	STATUS		STAT	US: I	STAT	US:
	 	į	IED	SEPA- RATED/ DIVRCE	ED	i	IED	i	IED
Total	505	120	314	63	8	33	163	88	152
TEN OR YOUNGER	1.9	4.2	1.3	-	8.8	1.6	0.7	5.1	2.0
ELEVEN	1.1	1.1	0.9	1.9	-	0.7	1.2	1.3	0.7
TWELVE	3.1	1.7	3.5	3.8	-	-	6.2	2.3	0.6
THIRTEEN	2.1	1.7	2.4	1.5	-	2.9	3.5	1.3	1.3
FOURTEEN	0.7	-	0.7	1.9	-	-	1.4	-	-
FIFTEEN	2.8	3.5	2.7	2.3	-	5.0	4.3	3.0	1.0
SIXTEEN	5.2	3.0	6.6	3.5	-	3.8	5.9	2.6	7.3
SEVENTEEN	2.7	4.0	2.4	1.2	10.5	3.9	3.5	4.1	1.2
EIGHTEEN	22.0	17.4	24.0	17.9	44.7	12.9	23.9	19.0	24.0
NINETEEN	1.7	2.9	1.0	3.5	-	-	1.2	3.9	0.7
TWENTY	2.6	0.2	3.6	1.9	3.5	-	3.2	0.3	4.0
TWENTY-ONE OR OLDER	53.7	60.4	50.2	60.7	32.5	69.2	43.9	57.1	57.0
DON'T KNOW	0.4	-	0.7	-	-	-	1.3	-	-
Mean	18.92	19.04	18.83	19.23	18.23	19.49	18.38	18.87	19.30

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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

18. HAVE YOU OR ANOTHER ADULT IN THE HOUSEHOLD EVER WITNESSED OR CAUGHT YOUR CHILD WITH ALCOHOL?

	TOTAL 				AREA			 		AGE			AGE CL	USTERS		 		USTERS:	
	i	EIGH	LOTTE	GREENS -BORO DMA		Wilmin -gton DMA			UNDER 40	40-49		UNDER 40	-	UNDER 50 	OVER 50 	UNDER 40 	OVER 40 	UNDER 50 	OVER 50
Total	505	163	145	88	109	21	54	34	195	210	100	195	310	405	100	84	135	5 170	49
YES	10.6	7.7	12.4	9.3	13.5	11.9	15.0	12.1	13.4	6.9	12.7	13.4	8.8	10.1	12.7	22.4	14.1	. 16.9	18.8
NO	89.4	92.3	87.6	90.7	86.5	88.1	85.0	87.9	86.6	93.1	87.3	86.6	91.2	89.9	87.3	77.6	85.9	83.1	81.2
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-78.8	-84.6	-75.1	-81.4	-73.0	-76.3	-69.9	-75.7	-73.2	-86.1	-74.6	-73.2	-82.4	-79.9	-74.6	-55.1	-71.8	-66.3	-62.4



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

18. HAVE YOU OR ANOTHER ADULT IN THE HOUSEHOLD EVER WITNESSED OR CAUGHT YOUR CHILD WITH ALCOHOL?

	TOTAL	I	AGE CLU	JSTERS:		GENI	DER	F	RACIAL E	ACKGROU	ND	RAC	IAL	RAC:	IAL	6-1	2TH GR	ADE
		I	FEMA	ALE			I					BACKG	ROUND:	BACKG	ROUND:	CHILDR	REN HOUS	SEHOLD
		I			I		ı					l MA	LE	FEM	ALE			
		UNDER	OVER	UNDER	OVER	MALE	FEMALE	WHITE	NON-	Africn	His-	WHITE	AFRICN	WHITE	AFRICN	ONE	TWO	THREE/
		40	40	50	50				WHITE	Amer./	panic/	I	AMER./		AMER./	1	1	MORE
		I	1 1				l 1		I	Black	Latino	I	BLACK		BLACK	I		
Total	505	111	174	235	51	220	285	305	200	106	65	146	25	159	81	315	154	34
YES	10.6	6.6	4.7	5.1	6.9	17.3	5.4	10.8	10.3	6.8	13.8	16.7	4.8	5.3	7.4	8.2	14.4	16.6
NO	89.4	93.4	95.3	94.9	93.1	82.7	94.6	89.2	89.7	93.2	86.2	83.3	95.2	94.7	92.6	91.8	85.6	83.4
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-78.8	-86.8	-90.6	-89.8	-86.3	-65.4	-89.1	-78.5	-79.3	-86.3	-72.5	-66.6	-90.3	-89.4	-85.1	-83.6	-71.3	-66.9



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

18. HAVE YOU OR ANOTHER ADULT IN THE HOUSEHOLD EVER WITNESSED OR CAUGHT YOUR CHILD WITH ALCOHOL?

	TOTAL 	AGES (OF CHILD	REN IN	GRADES	6 THROU			6-12:	•	6-12:	GRADES	EN AGES 6-12: FEMALE	IN (RS OF CH GRADES 6			ALCOHOL
			15 YEARS/ OLDER					YEARS		-		•	15 YEARS/ OLDER	ONLY		BOTH MALE & FEMALE		NO/NOT YET/ DK/REF
Total	505	343	254	102	78	91	21	137	87	115	100	92	67	205	193	105	423	82
YES	10.6	11.5	10.2	7.3	11.4	11.7	13.2	11.5	12.1	8.0	7.0	15.8	12.6	11.2	7.7	15.0	11.8	4.4
NO	89.4	88.5	89.8	92.7	88.6	88.3	86.8	88.5	87.9	92.0	93.0	84.2	87.4	88.8	92.3	85.0	88.2	95.6
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-78.8	-77.1	-79.6	-85.4	-77.2	-76.6	-73.7	-77.0	-75.9	-84.0	-85.9	-68.4	-74.9	-77.6	-84.7	-69.9	-76.4	-91.2



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

18. HAVE YOU OR ANOTHER ADULT IN THE HOUSEHOLD EVER WITNESSED OR CAUGHT YOUR CHILD WITH ALCOHOL?

	TOTAL	HOW OF	TEN DO	YOU	TALKED	ABOUT	DO Y	OU THIN	K UNDE	RAGE	HOW CO	DNCERNE	ARE YO	U THAT	AGE AF	PROPRIA	TE FOR	YOU/A	NOTHER
	1	TALK A	BOUT AL	COHOL	MISUSE	LAST	DRINKI	NG IN C	OMMUNI	ry is	YOUR (CHILDRE	N WILL D	RINK	YOUR C	HILDREN	TO I	CAUGH	T CHILD
	1	MISUSE	'UNDERAG	E DRNK	FEW MC	NTHS		A PROE	LEM		I	ALC	OHOL	ı	TRY AL	COHOLIC	DRINK	WITH	ALCOHOL
	1	OFTEN	SOME-	RARELY	YES	NO	PRO-	Seri-	Minor	NOT	CON-	Very	Slight	NOT	14/	15-17	18/	YES	NO/
			TIMES	1	1	ı	BLEM	ous		PROB.	CERNED		-ly	CON-	YOUNG-	ı	OLDER		DON ' T
	i		i	i	i	i	i	i		AT ALL	İ	1	i	CERNED	ER	i	i		KNOW
Total	505	134	231	59	345	79	455	216	239	50	349	105	243	156	45	54	404	53	452
YES	10.6	19.9	9.3	3.1	13.4	4.6	10.6	12.1	9.1	10.9	13.0	20.0	9.9	5.3	32.2	20.2	6.9	100.0	-
NO	89.4	80.1	90.7	96.9	86.6	95.4	89.4	87.9	90.9	89.1	87.0	80.0	90.1	94.7	67.8	79.8	93.1	-	100.0
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-78.8	-60.2	-81.4	-93.9	-73.1	-90.9	-78.9	-75.7	-81.8	-78.2	-74.0	-60.0	-80.1	-89.5	-35.6	-59.6	-86.1	100.0	-100.0



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

18. HAVE YOU OR ANOTHER ADULT IN THE HOUSEHOLD EVER WITNESSED OR CAUGHT YOUR CHILD WITH ALCOHOL?

	TOTAL 		FTEN DO			IS ALC			LOCK LIQU CABI	OR	CHANGE	L CONSUM D SINCE ID-19 PA	START	DRINK 1	O COPE	TURN	ING TO F	OUT CHIL ALCOHOL PANDEM	DUE	CHILD N CHANGE START O	SINCE
	 	•		Not Regul- arly	•	VISI- BLE 	i	NONE IN THE HOUSE	YES 		-	STAYED CONSIS -TENT		YES		WORR- IED	•		NOT WORR- IED	YES	NO
Total	505	400	154	246	105	183	146	176	174	331	70	276	158	122	383	104	30	75	401	178	327
YES	10.6	11.6	14.1	10.0	6.8	14.4	13.9	3.9	19.8	5.8	21.8	10.5	5.8	27.0	5.3	28.4	46.4	21.2	6.0	20.7	5.1
NO	89.4	88.4	85.9	90.0	93.2	85.6	86.1	96.1	80.2	94.2	78.2	89.5	94.2	73.0	94.7	71.6	53.6	78.8	94.0	79.3	94.9
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-78.8	-76.9	-71.7	-80.1	-86.3	-71.1	-72.2	-92.3	-60.5	-88.5	-56.4	-78.9	-88.4	-46.1	-89.4	-43.3	-7.2	-57.6	-88.1	-58.6	-89.8



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

18. HAVE YOU OR ANOTHER ADULT IN THE HOUSEHOLD EVER WITNESSED OR CAUGHT YOUR CHILD WITH ALCOHOL?

	TOTAL	CHILD M	MENTION	S/R/H	ADS	FAMII	LIAR WI	TH RISKS	OR	KNOW W	HERE TO	EVER E	EARD OF	EVER V	ISITED	BEST I	DESCRIBE	ES THE
	ı	ALCOHOL	SINCE	STOP UN	IDERAGE	CONSE	QUENCE	S ASSOCI	ATED	LEARN	RISKS/	TALK I	T OUT	TALK I	T OUT	AREA V	WHERE YO	OU LIVE
	ı	START C	F PAND	DRINE	KING	WITH	UNDERA	GE DRINE	KING	CONSEQ	UENCES	l N	IC	NC S	ITES			
	1	YES	NO	YES	NO/	FAMI-	Very	Slight	NOT	YES	NO/	YES	NO/	YES	NO/	CITY	SUBURB	S.CITY
	i	i	i	i	DON'T I	LIAR I	_	-ly	FAMI-	ı	DON'T	i	I DON ' T	i	I DON'T	100K/	OF I	/TOWN/
	i	i	i	i	KNOW I	i			LIAR	-	KNOW	i	KNOW	i	KNOW	MORE		RURAL
		·	' '			'		· ·		' 		'		·				
Total	505	109	396	205	300	477	343	135	28	416	89	175	330	49	126	119	154	233
10001	303	103	330	200	300		343	133		-110	0,5		, 550				131	233
YES	10 6	31.3	4.9	17.7	5.7	11.1	10.7	12.2	1.6	11.0	8 7	15.1	8 2	39.9	5.4	16.9	9.6	8.0
125	10.0	31.3	4.5	1,.,	3.7	11.1	10.7	12.2	1.0	11.0	0.7	13.1	0.2	33.3	3.4	10.5	3.0	0.0
NO	89.4	68.7	95.1	82.3	94.3	88.9	89.3	87.8	98.4	89.0	91.3	84.9	91.8	60.1	94.6	83.1	90.4	92.0
NO	09.4	66.7	95.1	02.3	94.3	00.9	69.3	07.0	90.4	69.0	91.3	04.3	91.0	60.1	94.0	63.1	90.4	92.0
DON'T KNOW																		
DON'T KNOW	_	-	-	-	-	-	-	_	-	-	-	_	_	_	_	-	_	_
W. I. D. CC	70.0	27.4	00.1		00 5	77.0	70.6	75.5	06.0	70.0	00.0			00 0	00.0		00.0	04.0
Net Diff.	-78.8	-37.4	-90.1	-64.6	-88.5	-77.8	- /8.6	-/5.5	-96.8	- 78.0	-82.6	-69.8	-83.6	-20.2	-89.3	-66.2	-80.8	-84.0



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

18. HAVE YOU OR ANOTHER ADULT IN THE HOUSEHOLD EVER WITNESSED OR CAUGHT YOUR CHILD WITH ALCOHOL?

	TOTAL			ANNUAL	INCOME		!	l		INCOME	CLUSTER	s		EDUC	TION	EDUC	ATION:	EDUCA FEMA	ATION:
	i							 						! 		l MA	 	FEMA	XLE.
	1	UNDER	\$20K-	\$40K-	\$60K-	\$100K-	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER	LESS	COLLGE	LESS	COLLGE	LESS	COLLGE
	į	\$20K	\$40K	\$60K	\$100K	\$150K	\$150K	\$40K	\$40K	\$60K	\$60K	\$100K	\$100K		GRAD./	-	GRAD./		GRAD./
	'		''			' '			' 	' 	'	'	' 	COLLGE		COLLGE		COLLGE	POST
Total	505	45	93	96	131	94	45	139	366	234	271	365	140	308	197	113	107	195	90
YES	10.6	10.3	8.3	9.0	13.4	7.9	16.3	9.0	11.2	9.0	12.0	10.6	10.6	7.2	16.0	9.8	25.2	5.6	5.0
NO	89.4	89.7	91.7	91.0	86.6	92.1	83.7	91.0	88.8	91.0	88.0	89.4	89.4	92.8	84.0	90.2	74.8	94.4	95.0
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-78.8	-79.3	-83.3	-82.0	-73.2	-84.2	-67.4	-82.0	-77.6	-82.0	-76.1	-78.8	-78.8	-85.7	-68.0	-80.4	-49.5	-88.8	-89.9



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

18. HAVE YOU OR ANOTHER ADULT IN THE HOUSEHOLD EVER WITNESSED OR CAUGHT YOUR CHILD WITH ALCOHOL?

BANNER 8

	TOTAL 	М	ARITAL	STATUS	 	MARI STAT MAL	us: i	MARI STAT FEMA	US:
	1	SINGLE			WIDOW-		•	•	
	1	¦		RATED/ DIVRCE		¦	IED	ľ	IED
Total	505	120	314	63	8	33	163	88	152
YES	10.6	9.2	10.4	15.3	3.5	11.0	17.8	8.6	2.4
NO	89.4	90.8	89.6	84.7	96.5	89.0	82.2	91.4	97.6
DON'T KNOW	-	-	-	-	-	-	-	-	-
Net Diff.	-78.8	-81.5	-79.3	-69.5	-93.0	-78.0	-64.5	-82.8	-95.1

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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

19. ABOUT HOW RECENTLY DID YOU WITNESS OR CATCH YOUR CHILD WITH ALCOHOL?

	TOTAL	 			AREA				 	AGE		 	AGE CI	USTERS		 		LUSTERS IALE	:
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	OF	Wilmin -gton DMA		West DMAs 	UNDER 40 	40-49 	OVER 50 	UNDER 40 	OVER 40 	UNDER 50 	OVER 50 	UNDER 40 	OVER 40 	UNDER 50 	OVER 50
TotalAnswering	53	13	3 18	3 8	15	3	8	4	ı 26	15	13	26	27	41	L 13	3 1	9 1	.9 2	9 9
LAST 6 MONTHS/7-12 MNTHS	73.1	70.7	73.9	76.7	72.4	-	80.9	100.0	78.1	64.2	73.0	78.1	68.3	3 73.2	2 73.0	77.	7 72.	5 74.	9 75.7
In Last 6 Months	31.7	40.3	39.6	21.0	20.4	_	17.1	39.5	35.2	23.0	34.3	35.2	28.3	30.8	34.3	3 24.	9 34.	9 28.	0 36.0
About 7-12 Months Ago	41.5	30.3	34.3	55.7	51.9	-	63.7	60.5	43.0	41.2	38.8	43.0	40.0	42.3	38.8	52.	7 37.	6 46.	9 39.7
13 MONTHS-2 YEARS AGO	26.9	29.3	26.1	23.3	27.6	100.0	19.1		- 21.9	35.8	27.0	21.9	31.7	26.8	3 27.0	0 22.	3 27.	5 25.	1 24.3
About 13-18 Months Ago	8.3	7.2	2 5.1	-	17.7	52.8	15.8	-	- 11.8	9.1		11.8	4.9	10.8	3 -	- 15.	3	- 10.	1 -
About 19-24 Months Ago	6.1	11.6	5 4.8	8 . 4	1.8	-	3.3		- 3.6	5.9	11.5	3.6	8.5	4.4	1 11.5	5 5.	1 7.	6 3.	3 15.8
More Than 2 Years Ago	12.5	10.5	16.3	3 14.9	8.1	47.2	-	-	6.4	20.8	15.5	6.4	18.3	11.6	5 15.5	5 1.	9 19.	9 11.	8 8.5
DON'T KNOW	-	-				_	-			-	-	-	-				-	_	

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

19. ABOUT HOW RECENTLY DID YOU WITNESS OR CATCH YOUR CHILD WITH ALCOHOL?

	TOTAL 			LUSTERS:		GEN 	DER	R 	ACIAL B	ACKGROU	IND	RAC BACKG MA	ROUND:	BACKG	CIAL ROUND: MALE		12TH GR	
	•	UNDER 40	OVER 40 	UNDER 50 	OVER 50 	MALE 	FEMALE 	•			His- panic/ Latino	İ	AFRICN AMER./ BLACK	İ	AFRICN AMER./ BLACK			THREE/ MORE
TotalAnswering	53	7	8	3 12	4	38	16	33	21	7	9	24	1	8	6	26	22	6
LAST 6 MONTHS/7-12 MNTHS	73.1	79.3	58.6	69.1	66.1	75.1	68.4	72.7	73.8	54.3	92.7	71.7	25.8	75.8	60.0	65.1	75.7	100.0
In Last 6 Months	31.7	61.4	12.8	37.6	29.8	29.9	35.9	31.7	31.6	49.9	23.0	34.7	-	23.0	60.0	30.7	32.0	34.6
About 7-12 Months Ago	41.5	17.9	45.8	31.4	36.3	45.1	32.5	41.0	42.2	4.3	69.6	36.9	25.8	52.8	-	34.4	43.7	65.4
13 MONTHS-2 YEARS AGO	26.9	20.7	41.4	30.9	33.9	24.9	31.6	27.3	26.2	45.7	7.3	28.3	74.2	24.2	40.0	34.9	24.3	-
About 13-18 Months Ago	8.3	2.7	16.3	12.7	-	7.6	9.9	6.1	11.7	33.5	-	8.2	74.2	-	25.3	12.2	5.7	-
About 19-24 Months Ago	6.1	-	10.6	7.2	-	6.4	5.5	5.5	7.1	-	-	3.9	-	10.2		6.0	7.8	-
More Than 2 Years Ago	12.5	18.0	14.6	11.0	33.9	11.0	16.2	15.7	7.4	12.2	7.3	16.2	-	14.0	14.7	16.7	10.8	-
DON'T KNOW	-	-	-		-	-	-	-	-	-	-	-	_	-		-	-	-

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

19. ABOUT HOW RECENTLY DID YOU WITNESS OR CATCH YOUR CHILD WITH ALCOHOL?

	TOTAL	AGES 	OF CHIL	DREN IN	GRADES	6 THRO	UGH 12		6-12:		6-12:		6-12:	IN	RS OF C GRADES		ABOUT	TALKED ALCOHOL SUSE
		10-14 YEARS 	15 YEARS/ OLDER		•		•				15 YEARS/ OLDER		-		•	BOTH MALE & FEMALE	•	NO/NOT YET/ DK/REF
TotalAnswering	53	39	26	7	9	11	3	16	11	. 9	7	14	8	23	15	16	50	4
LAST 6 MONTHS/7-12 MNTHS	73.1	83.7	61.8	54.3	53.4	81.9	-	84.6	70.3	77.6	50.0	86.5	61.3	75.8	62.4	79.3	76.5	26.8
In Last 6 Months	31.7	32.0	29.5	34.6	23.8	27.9	-	32.7	63.1	36.7	14.9	28.3	-	36.9	29.7	25.9	32.0	26.8
About 7-12 Months Ago	41.5	51.7	32.3	19.7	29.5	54.0	-	51.9	7.2	40.9	35.1	58.3	61.3	38.9	32.7	53.4	44.4	_
13 MONTHS-2 YEARS AGO	26.9	16.3	38.2	45.7	46.6	18.1	100.0	15.4	29.7	22.4	50.0	13.5	38.7	24.2	37.6	20.7	23.5	73.2
About 13-18 Months Ago	8.3	6.0	7.9	-	23.2	-	-	7.0	-	13.9	29.2	-	-	4.8	22.4	-	7.4	20.2
About 19-24 Months Ago	6.1	2.4	8.9	19.6	; -	8.0	52.5	6.1	8.2	: -	20.8	-	-	7.9	9.9	-	3.6	40.8
More Than 2 Years Ago	12.5	7.9	21.3	26.1	23.4	10.1	47.5	2.3	21.6	8.6	5 -	13.5	38.7	11.5	5.3	20.7	12.5	12.2
DON'T KNOW	-	-	-	-	-	_	-	_	-		-	-	-	-	-	-	-	



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

19. ABOUT HOW RECENTLY DID YOU WITNESS OR CATCH YOUR CHILD WITH ALCOHOL?

	TOTAL 	TALK 2	FTEN DO ABOUT AL /UNDERAG		TALKED MISUSE FEW MO	LAST		YOU THING IN (A PROP	COMMUNI			HILDRE	D ARE YOUNG TO SHOLL IT		YOUR (CHILDRE	ATE FOR N TO C DRINK	CAUGH	NOTHER T CHILD ALCOHOL
	 		SOME- TIMES 	RARELY 1	YES [1			Seri- ous 	İ	NOT PROB. AT ALL	CERNED	-			YOUNG-	15-17 	18/ OLDER 	İ	NO/ DON'T KNOW
TotalAnswering	53	27	22	2	46	4	48	26	22	5	45	21	24	8	14	11	28	53	-
LAST 6 MONTHS/7-12 MNTHS	73.1	87.7	64.9	48.2	79.8	33.8	73.3	84.4	60.0	71.4	76.3	81.4	71.8	55.8	81.7	65.9	71.6	73.1	
In Last 6 Months	31.7	38.0	23.2	48.2	34.5	-	29.1	30.0	28.1	54.0	28.0	27.1	28.7	52.0	39.7	42.2	23.4	31.7	_
About 7-12 Months Ago	41.5	49.7	41.7	-	45.3	33.8	44.2	54.4	31.9	17.4	48.3	54.3	43.1	3.8	42.0	23.7	48.2	41.5	-
13 MONTHS-2 YEARS AGO	26.9	12.3	35.1	51.8	20.2	66.2	26.7	15.6	40.0	28.6	23.7	18.6	28.2	44.2	18.3	34.1	28.4	26.9	-
About 13-18 Months Ago	8.3	5.0	11.0	-	4.8	41.0	7.7	0.8	16.0	13.3	4.9	4.3	5.5	26.7	-	26.3	5.4	8.3	-
About 19-24 Months Ago	6.1	3.2	4.4	-	2.4	19.1	5.4	3.3	7.9	12.6	5.3	-	10.0	10.5	10.1	7.8	3.4	6.1	
More Than 2 Years Ago	12.5	4.1	19.7	51.8	13.0	6.1	13.6	11.5	16.1	2.7	13.5	14.3	12.7	7.1	8.2	-	19.6	12.5	-
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

19. ABOUT HOW RECENTLY DID YOU WITNESS OR CATCH YOUR CHILD WITH ALCOHOL?

	TOTAL 		OFTEN DO			IS ALC			LOCK LIQU CABI	OR	CHANGE	L CONSUM D SINCE ID-19 PA	START	DRINK '	TO COPE	TURN	ING TO	BOUT CHII ALCOHOL 9 PANDEN	DUE	CHILD I CHANGE START (SINCE
	 		Regul- arly 		NEVER 	VISI- BLE 		NONE IN THE HOUSE	YES I	NO	•	STAYED CONSIS -TENT		YES	-	WORR- IED 	Very -		NOT WORR- IED	YES 	NO
TotalAnswering	53	46	22	25	7	26	20	7	34	19	15	29	9	33	20	30) 14	16	24	37	17
LAST 6 MONTHS/7-12 MNTHS	73.1	79.7	83.6	76.2	30.6	73.5	90.1	20.9	84.0	53.5	76.3	71.2	73.9	90.6	45.8	93.9	100.0	88.6	47.4	86.2	44.0
In Last 6 Months	31.7	36.5	42.5	31.2	-	26.2	44.2	15.4	40.2	16.3	38.9	19.6	57.9	36.5	24.3	30.2	25.6	34.2	33.4	38.7	16.1
About 7-12 Months Ago	41.5	43.1	41.1	45.0	30.6	47.3	45.9	5.6	43.9	37.2	37.4	51.7	16.0	54.1	21.6	63.7	74.4	54.3	13.9	47.6	27.9
13 MONTHS-2 YEARS AGO	26.9	20.3	16.4	23.8	69.4	26.5	9.9	79.1	16.0	46.5	23.7	28.8	26.1	9.4	54.2	6.1		11.4	52.6	13.8	56.0
About 13-18 Months Ago	8.3	7.6	3.3	11.4	12.6	8.3	6.5	13.2	4.4	15.1	15.9	2.5	13.8	4.6	14.2	4.5	i -	8.4	13.0	4.1	17.4
About 19-24 Months Ago	6.1	3.9	-	7.4	20.4	3.3	3.4	25.4	2.0	13.5	-	8.9	7.5	-	14.8	0.9	-	1.7	12.6	5.8	6.8
More Than 2 Years Ago	12.5	8.8	13.1	5.0	36.4	14.9	-	40.4	9.5	17.8	7.8	17.4	4.8	4.7	25.2	0.7	-	1.4	27.1	3.8	31.8
DON'T KNOW	-	-	-	-	-	-	-	_	-	-	-	-	-	-	-	-	-		-	-	-

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

19. ABOUT HOW RECENTLY DID YOU WITNESS OR CATCH YOUR CHILD WITH ALCOHOL?

	i	ALCOHOL	MENTION L SINCE 1 DF PAND	STOP UN	IDERAGE	CONS	EQUENCES	TH RISKS S ASSOCI SE DRINK	ATED	KNOW WH LEARN R CONSEQU	RISKS/	TALK I		EVER V TALK I NC S	T OUT	•	DESCRIB WHERE Y	ES THE OU LIVE
	 	YES 	NO	i	NO/ DON'T KNOW	FAMI- LIAR 			NOT FAMI- LIAR	i i	NO/ DON'T KNOW	YES 	NO/ DON'T KNOW	YES 	NO/ DON'T KNOW		SUBURE	S.CITY /TOWN/ RURAL
TotalAnswering	53	34	20	36	17	53	37	16	0	46	8	26	27	20	7	20	15	19
LAST 6 MONTHS/7-12 MNTHS	73.1	85.9	50.9	83.0	52.3	73.7	74.7	71.6	-	81.1	26.0	69.8	76.4	86.4	21.3	81.7	74.0	63.3
In Last 6 Months	31.7	34.5	26.7	41.9	9.9	31.9	30.7	34.7	-	37.0	-	32.3	31.0	43.4	-	44.2	27.4	21.6
About 7-12 Months Ago	41.5	51.4	24.2	41.0	42.4	41.8	44.0	36.9	-	44.1	26.0	37.5	45.4	43.0	21.3	37.4	46.7	41.7
13 MONTHS-2 YEARS AGO	26.9	14.1	49.1	17.0	47.7	26.3	25.3	28.4	100.0	18.9	74.0	30.2	23.6	13.6	78.7	18.3	26.0	36.7
About 13-18 Months Ago	8.3	6.6	11.2	3.7	18.0	8.3	6.5	12.5	-	6.1	20.9	11.2	5.4	11.3	10.7	12.1		10.7
About 19-24 Months Ago	6.1	2.5	12.3	1.9	15.1	6.2	2.4	14.7	-	3.4	22.3	2.6	9.6	-	10.1		9.9	9.7
More Than 2 Years Ago	12.5	5.0	25.6	11.5	14.6	11.8	16.5	1.3	100.0	9.4	30.8	16.5	8.6	2.2	57.9	6.2	16.1	16.3
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-			-	-

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

19. ABOUT HOW RECENTLY DID YOU WITNESS OR CATCH YOUR CHILD WITH ALCOHOL?

	TOTAL	 		ANNUAI	INCOME			 		INCOME	CLUSTEF	RS		EDUC	CATION		CATION:		CATION: MALE
		UNDER \$20K 			\$60K- \$100K 		•	UNDER \$40K 	OVER \$40K 	UNDER \$60K 	OVER \$60K 	UNDER \$100K 	•	LESS THAN COLLGE	COLLGE GRAD./		COLLGE GRAD./		COLLGE GRAD./ E POST
TotalAnswering	53	3 5	; £	3 9	18	7	7	12	41	. 21	32	2 39	15	5 22	. 31	. 11	. 27	, 11	L 5
LAST 6 MONTHS/7-12 MNTHS	73.1	. 46.2	97.2	45.0	74.8	68.7	98.1	78.1	71.6	64.5	78.7	69.2	83.4	71.4	74.3	62.8	80.1	80.1	40.2
In Last 6 Months	31.7	46.2	26.9	19.6	37.3	16.6	43.3	34.1	30.9	28.2	33.9	32.3	29.9	34.7	29.5	25.5	31.8	3 44.1	16.1
About 7-12 Months Ago	41.5	; -	70.3	25.3	37.5	52.1	54.8	44.0	40.7	36.3	44.8	36.9	53.4	36.7	44.8	37.4	48.3	36.0	24.1
13 MONTHS-2 YEARS AGO	26.9	53.8	2.8	55.0	25.2	31.3	1.9	21.9	28.4	35.5	21.3	30.8	16.6	28.6	25.7	7 37.2	19.9	19.9	59.8
About 13-18 Months Ago	8.3	34.8	-	- 14.7	8.7	-	-	13.0	6.8	13.7	4.7	7 11.4		9.8	7.2	2 19.6	2.7	-	- 33.6
About 19-24 Months Ago	6.1		· -		5.4	31.3	-	-	8.0	-	10.1	2.5	15.6	8.2	4.6	8.6	5.4	7.8	-
More Than 2 Years Ago	12.5	19.0	2.8	3 40.3	11.1	-	1.9	8.9	13.6	21.8	6.5	16.9	1.0	10.5	13.9	9.0	11.8	12.1	26.1
DON'T KNOW	_				_	_					_								



NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

19. ABOUT HOW RECENTLY DID YOU WITNESS OR CATCH YOUR CHILD WITH ALCOHOL?

BANNER 8

	TOTAL] : 	MARITAL	STATUS			ITAL IUS: LE	MARI STAT FEMA	rus:
			IED		WIDOW- ED 	-	MARR- IED 		MARR- IED
TotalAnswering	53	11	33	10	0	4	29	8	4
LAST 6 MONTHS/7-12 MNTHS	73.1	54.5	85.4	55.0	-	20.4	87.2	70.7	71.3
In Last 6 Months	31.7	45.1	28.6	27.4	-	11.7	28.9	61.0	25.9
About 7-12 Months Ago	41.5	9.4	56.9	27.6	-	8.7	58.3	9.7	45.4
13 MONTHS-2 YEARS AGO	26.9	45.5	14.6	45.0	100.0	79.6	12.8	29.3	28.7
About 13-18 Months Ago	8.3	31.4	0.6	7.6	-	60.5	-	17.6	5.4
About 19-24 Months Ago	6.1	6.2	7.1	-	100.0	19.1	5.1	-	23.3
More Than 2 Years Ago	12.5	8.0	6.8	37.5	-	-	7.7	11.7	-
DON'T KNOW	-	-	-	-	-	-	-	-	-

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

- 20. WHEN CHILDREN ARE AROUND THE AGE OF YOUR CHILDREN DRINK ALCOHOL, WHICH DO YOU THINK IS MORE LIKELY?
- 1. THEY ARE ABLE TO HANDLE DRINKING ALCOHOL AND MAKE RESPONSIBLE DECISIONS.
- 2. THEY ACT IRRESPONSIBLY AND MAKE BAD DECISIONS.

	TOTAL 				AREA				 	AGE		 	AGE CL	USTERS		 	AGE CL MA	USTERS: LE	
	i	RAL- EIGH DMA	LOTTE	GREENS -BORO DMA		Wilmin -gton DMA		•	UNDER 40 	40-49 	•	•	•	UNDER 50 	•	UNDER 40 	OVER 40 	UNDER 50 	OVER 50
Total	505	163	145	88	109	21	54	34	195	210	100	195	310	405	100	84	135	170	49
RESPONSIBLE	15.8	20.0	17.2	6.4	15.3	12.4	16.5	15.4	19.9	12.8	14.1	19.9	13.2	16.3	14.1	23.6	14.6	18.1	17.8
IRRESPONSIBLE	84.2	80.0	82.8	93.6	84.7	87.6	83.5	84.6	80.1	87.2	85.9	80.1	86.8	83.7	85.9	76.4	85.4	81.9	82.2
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	_
Net Diff.	-68.3	-59.9	-65.5	-87.3	-69.3	-75.3	-67.0	-69.3	-60.1	-74.3	-71.8	-60.1	-73.5	-67.5	-71.8	-52.8	-70.9	-63.8	-64.3



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

- 20. WHEN CHILDREN ARE AROUND THE AGE OF YOUR CHILDREN DRINK ALCOHOL, WHICH DO YOU THINK IS MORE LIKELY?
- 1. THEY ARE ABLE TO HANDLE DRINKING ALCOHOL AND MAKE RESPONSIBLE DECISIONS.
- 2. THEY ACT IRRESPONSIBLY AND MAKE BAD DECISIONS.

	TOTAL	 	AGE CLU		 	GENI	DER 	R	ACIAL B	ACKGROU	ND	•	IAL ROUND: LE	RAC: BACKGI FEM	ROUND:		2TH GRA	
		UNDER 40 		UNDER 50	OVER	MALE	FEMALE 		WHITE	Africn Amer./ Black	panic/	İ	AFRICN AMER./ BLACK		AFRICN AMER./ BLACK			THREE/ MORE
Total	505	111	174	235	51	220	285	305	200	106	65	146	25	159	81	315	154	34
RESPONSIBLE	15.8	17.2	12.2	14.9	10.5	18.0	14.2	12.4	21.0	19.3	22.1	14.9	24.0	10.2	17.8	15.3	16.7	17.3
IRRESPONSIBLE	84.2	82.8	87.8	85.1	89.5	82.0	85.8	87.6	79.0	80.7	77.9	85.1	76.0	89.8	82.2	84.7	83.3	82.7
DON'T KNOW	-	-	-	-	-	-	-	-	-	_	-	-	-	-	-	-	-	-
Net Diff.	-68.3	-65.6	-75.6	-70.1	-79.0	-63.9	-71.7	-75.1	-58.0	-61.4	-55.8	-70.3	-52.1	-79.6	-64.3	-69.4	-66.6	-65.4



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

- 20. WHEN CHILDREN ARE AROUND THE AGE OF YOUR CHILDREN DRINK ALCOHOL, WHICH DO YOU THINK IS MORE LIKELY?
- 1. THEY ARE ABLE TO HANDLE DRINKING ALCOHOL AND MAKE RESPONSIBLE DECISIONS.
- 2. THEY ACT IRRESPONSIBLY AND MAKE BAD DECISIONS.

	TOTAL 	AGES (OF CHILD	REN IN	GRADES	6 THROU		CHILDRI GRADES MALE (6-12:		6-12:		6-12:	INC	RS OF CE			ALCOHOL
			15 YEARS/ OLDER	•				10-14 YEARS 	•		•		•	ONLY		BOTH MALE & FEMALE		NO/NOT YET/ DK/REF
Total	505	343	254	102	78	91	21	137	87	115	100	92	67	205	193	105	423	82
RESPONSIBLE	15.8	18.1	11.8	11.1	13.9	11.3	1.5	20.4	10.5	15.1	12.3	18.7	12.6	18.1	13.4	16.3	16.2	14.2
IRRESPONSIBLE	84.2	81.9	88.2	88.9	86.1	88.7	98.5	79.6	89.5	84.9	87.7	81.3	87.4	81.9	86.6	83.7	83.8	85.8
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-68.3	-63.7	-76.4	-77.8	-72.1	-77.3	-97.1	-59.3	-78.9	-69.9	-75.3	-62.6	-74.8	-63.9	-73.2	-67.4	-67.7	-71.6



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

- 20. WHEN CHILDREN ARE AROUND THE AGE OF YOUR CHILDREN DRINK ALCOHOL, WHICH DO YOU THINK IS MORE LIKELY?
- 1. THEY ARE ABLE TO HANDLE DRINKING ALCOHOL AND MAKE RESPONSIBLE DECISIONS.
- 2. THEY ACT IRRESPONSIBLY AND MAKE BAD DECISIONS.

	TOTAL		TEN DO			ABOUT		OU THIN					ARE Y		•		TE FOR		
			ABOUT AI	ECOHOL	MISUSE	- •	DRINKI	NG IN C		ry is	I YOUR (N WILL I	DRINK		HILDREN	TO DRINK		T CHILD
	1	MISOSE/	ONDERAG	DIANI	III MO	11115		A PROL	лын		•	ALC	лоп		I IKI AL	сопошт	DRIME	W1111 2	псопоп
	1	OFTEN	SOME-	RARELY	YES	NO	PRO-	Seri-	Minor	NOT	CON-	Very	Slight	NOT	14/	15-17	18/	YES	NO/
	!		TIMES	. !	. !	l l	BLEM	ous		•	CERNED	l	· -		YOUNG-	!	OLDER		DON ' T
			l I		I	ا ا	I			AT ALL	l	l 	l 	CERNED	ER		I		KNOW
Total	505	134	231	59	345	79	455	216	239	50	349	105	243	156	45	54	404	53	452
RESPONSIBLE	15.8	22.5	14.9	6.5	17.5	10.0	15.7	19.6	12.1	17.3	16.3	23.9	13.0	14.9	34.1	21.3	13.2	36.0	13.5
IRRESPONSIBLE	84.2	77.5	85.1	93.5	82.5	90.0	84.3	80.4	87.9	82.7	83.7	76.1	87.0	85.1	65.9	78.7	86.8	64.0	86.5
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-68.3	-55.1	-70.1	-86.9	-64.9	-79.9	-68.6	-60.8	-75.8	-65.4	-67.4	-52.1	-74.1	-70.3	-31.8	-57.4	-73.7	-28.0	-73.1



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

- 20. WHEN CHILDREN ARE AROUND THE AGE OF YOUR CHILDREN DRINK ALCOHOL, WHICH DO YOU THINK IS MORE LIKELY?
- 1. THEY ARE ABLE TO HANDLE DRINKING ALCOHOL AND MAKE RESPONSIBLE DECISIONS.
- 2. THEY ACT IRRESPONSIBLY AND MAKE BAD DECISIONS.

	TOTAL 		FTEN DO				OHOL VI		LOCK LIQU CABI	OR	CHANGE	L CONSUM D SINCE ID-19 PA	START	DRINK	TO COPE	TURN	ING TO A	OUT CHIL ALCOHOL 9 PANDEM	DUE	CHILD N CHANGE START (
			Regul- arly 			VISI- BLE	i	NONE IN THE HOUSE			•	STAYED CONSIS -TENT			NO 	WORR- IED	_		NOT WORR- IED	YES	NO
Total	505	400	154	246	105	183	146	176	174	331	70	276	158	122	383	104	30	75	401	178	327
RESPONSIBLE	15.8	16.1	16.4	16.0	14.7	17.0	17.8	12.9	19.8	13.7	28.6	13.5	14.3	25.3	12.8	28.7	36.8	25.6	12.5	19.2	14.0
IRRESPONSIBLE	84.2	83.9	83.6	84.0	85.3	83.0	82.2	87.1	80.2	86.3	71.4	86.5	85.7	74.7	87.2	71.3	63.2	74.4	87.5	80.8	86.0
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-68.3	-67.8	-67.2	-68.1	-70.5	-65.9	-64.3	-74.1	-60.3	-72.5	-42.7	-72.9	-71.4	-49.5	-74.4	-42.5	-26.4	-48.9	-75.1	-61.7	-72.0



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

- 20. WHEN CHILDREN ARE AROUND THE AGE OF YOUR CHILDREN DRINK ALCOHOL, WHICH DO YOU THINK IS MORE LIKELY?
- 1. THEY ARE ABLE TO HANDLE DRINKING ALCOHOL AND MAKE RESPONSIBLE DECISIONS.
- 2. THEY ACT IRRESPONSIBLY AND MAKE BAD DECISIONS.

		CHILD M						TH RISKS				EVER H		EVER VI			DESCRIB	
		ALCOHOL START C					-	S ASSOCI SE DRINE		LEARN CONSEQU		•		TALK IT		AREA V 	WHERE YO	OO LIVE
					·							•						
		YES	NO		NO/ DON'T	FAMI-	-	Slight -lv	NOT FAMI-	-	NO/ DON'T	•	NO/ DON'T			CITY 100K/	SUBURB	S.CITY /TOWN/
			ı İ		KNOW	TIME I		_	LIAR	-	KNOW	•	KNOW				•	RURAL
Total	505	109	396	205	300	477	343	135	28	416	89	175	330	49	126	119	154	233
RESPONSIBLE	15.8	21.7	14.3	20.5	12.7	15.4	14.9	16.7	23.1	15.5	17.6	17.0	15.2	38.7	8.5	27.6	17.4	8.8
IRRESPONSIBLE	84.2	78.3	85.7	79.5	87.3	84.6	85.1	83.3	76.9	84.5	82.4	83.0	84.8	61.3	91.5	72.4	82.6	91.2
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-68.3	-56.7	-71.5	-59.1	-74.7	-69.2	-70.2	-66.6	-53.9	-69.1	-64.8	-66.1	-69.5	-22.6	-83.1	-44.9	-65.1	-82.4



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

- 20. WHEN CHILDREN ARE AROUND THE AGE OF YOUR CHILDREN DRINK ALCOHOL, WHICH DO YOU THINK IS MORE LIKELY?
- 1. THEY ARE ABLE TO HANDLE DRINKING ALCOHOL AND MAKE RESPONSIBLE DECISIONS.
- 2. THEY ACT IRRESPONSIBLY AND MAKE BAD DECISIONS.

	TOTAL			ANNUAL	INCOME			 		INCOME	CLUSTER	S		EDUC	ATION	EDUC <i>I</i> MAI	ATION: LE	EDUCA FEMA	ATION: ALE
	I							I						I	ı		I		
			• •	•		\$100K- \$150K		UNDER	•	UNDER		UNDER	•	•	COLLGE		COLLGE		COLLGE GRAD./
	i i				i 	i i		i 	i 	i	i 	i 		COLLGE		COLLGE		COLLGE	
Total	505	45	93	96	131	94	45	139	366	234	271	365	140	308	197	113	107	195	90
RESPONSIBLE	15.8	12.2	24.9	9.5	12.9	14.7	25.2	20.8	14.0	16.1	15.6	15.0	18.1	14.3	18.2	12.6	23.8	15.3	11.6
IRRESPONSIBLE	84.2	87.8	75.1	90.5	87.1	85.3	74.8	79.2	86.0	83.9	84.4	85.0	81.9	85.7	81.8	87.4	76.2	84.7	88.4
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-68.3	-75.6	-50.2	-81.1	-74.2	-70.7	-49.6	-58.5	-72.1	-67.7	-68.9	-70.0	-63.8	-71.4	-63.6	-74.8	-52.5	-69.4	-76.7



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

- 20. WHEN CHILDREN ARE AROUND THE AGE OF YOUR CHILDREN DRINK ALCOHOL, WHICH DO YOU THINK IS MORE LIKELY?
- 1. THEY ARE ABLE TO HANDLE DRINKING ALCOHOL AND MAKE RESPONSIBLE DECISIONS.
- 2. THEY ACT IRRESPONSIBLY AND MAKE BAD DECISIONS.

	TOTAL 	MARITAL	STATUS	MARITAL STATUS: MALE	MARITAL STATUS: FEMALE
	SI 	IED	SEPA- WIDOW- RATED/ ED DIVRCE	SINGLE MARR- IED 	SINGLE MARR- IED
Total	505	120 314	63 8	33 163	88 152
RESPONSIBLE	15.8	13.6 18.8	6.7 3.5	13.5 20.7	13.7 16.8
IRRESPONSIBLE	84.2	86.4 81.2	93.3 96.5	86.5 79.3	86.3 83.2
DON'T KNOW	-				
Net Diff.	-68.3 -	72.7 -62.4	-86.5 -93.0	-73.0 -58.7	-72.6 -66.4

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

21. ON AVERAGE, HOW OFTEN DO ADULTS IN YOUR HOUSEHOLD DRINK?

	TOTAL	 			AREA				 	AGE		 	AGE CL	USTERS		 	AGE CL	USTERS: LE	
		RAL- EIGH DMA	-		OF	Wilmin -gton DMA			UNDER 40 	40-49	•	UNDER 40 	OVER 40 	UNDER 50 	•	UNDER 40 	OVER 40 	•	OVER 50
Total	505	163	3 145	88	109	21	54	34	195	210	100	195	310	405	5 100	84	135	170	49
DRINK	79.3	81.0	82.1	71.9	79.1	79.6	92.1	58.3	80.3	82.5	70.7	80.3	78.7	81.4	70.7	83.1	75.0	80.1	71.3
Regularly	30.6	32.6	33.0	28.5	26.0	22.1	34.1	15.6	29.2	33.6	26.8	29.2	31.4	31.5	26.8	36.4	31.2	35.9	23.9
Daily	6.8	4.6	11.0	7.9	3.7	6.0	3.9	2.0	6.4	8.1	4.9	6.4	7.1	7.3	4.9	5.3	7.1	7.8	1.6
Weekly	23.8	28.0	22.0	20.6	22.3	16.0	30.3	13.6	22.8	25.5	21.9	22.8	24.4	24.2	21.9	31.1	24.1	28.0	22.3
Not Regularly	48.7	48.4	49.1	43.4	53.1	57.5	57.9	42.7	51.0	48.9	43.9	51.0	47.3	49.9	43.9	46.7	43.8	44.2	47.4
Monthly	11.3	12.3	10.2	8.3	13.8	11.3	15.8	12.1	13.5	11.4	6.8	13.5	9.9	12.4	6.8	15.2	11.0	13.0	11.4
Rare/Spec. Occasion	37.4	36.1	. 38.9	35.1	39.3	46.2	42.1	30.6	37.6	37.4	37.1	37.6	37.3	37.5	37.1	31.5	32.7	31.2	36.0
NEVER	20.7	19.0	17.9	28.1	20.9	20.4	7.9	41.7	19.7	17.5	29.3	19.7	21.3	18.6	29.3	16.9	25.0	19.9	28.7
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	_	-	-	-	-	-
Net Diff.	58.6	61.9	64.2	43.7	58.2	59.2	84.1	16.7	60.5	65.0	41.4	60.5	57.4	62.8	41.4	66.3	50.0	60.1	42.7

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

21. ON AVERAGE, HOW OFTEN DO ADULTS IN YOUR HOUSEHOLD DRINK?

	TOTAL	 	AGE CL FEM			GEN 	IDER	F 	RACIAL E	BACKGROU	IND	BACKG	CIAL GROUND: ALE	BACK	CIAL GROUND:		12TH GR	
		UNDER 40 	•	•	OVER 50 	MALE 	FEMALE 	WHITE 	NON- WHITE 		His- panic/ Latino	İ	AFRICN AMER./ BLACK	İ	AFRICN AMER./ BLACK		•	THREE/ MORE
Total	505	111	174	235	51	220	285	305	200	106	65	146	5 25	159	81	315	154	34
DRINK	79.3	78.1	81.6	82.4	70.1	78.1	80.2	79.0	79.7	83.3	82.4	81.6	80.3	76.6	84.3	78.0	81.8	79.2
Regularly	30.6	23.8	31.6	28.3	29.6	33.2	28.5	35.9	22.5	25.0	23.8	37.1	30.5	34.7	23.3	25.2	41.7	25.4
Daily	6.8	7.3	7.0	6.9	8.0	6.4	7.1	8.5	5 4.2	4.8	5.0	8.3	0.8	8.7	6.0	5.5	8.4	6.6
Weekly	23.8	16.5	24.6	21.4	21.5	26.8	21.4	27.3	18.3	20.2	18.8	28.8	29.7	26.0	17.3	19.7	33.3	18.8
Not Regularly	48.7	54.3	50.0	54.1	40.5	44.9	51.7	43.2	57.2	58.3	58.6	44.5	49.8	41.9	60.9	52.7	40.1	53.9
Monthly	11.3	12.2	9.1	12.0	2.4	12.6	10.3	9.2	2 14.6	16.7	12.1	11.1	. 14.7	7.4	17.3	12.2	10.0	9.7
Rare/Spec. Occasion	37.4	42.1	40.9	42.1	38.1	32.3	41.4	34.0	42.7	41.6	46.5	33.4	35.1	34.5	43.6	40.5	30.1	44.1
NEVER	20.7	21.9	18.4	17.6	29.9	21.9	19.8	21.0	20.3	16.7	17.6	18.4	19.7	23.4	15.7	22.0	18.2	20.8
DON'T KNOW	-	-	-	-	-	-	-	-		-	-	-	-	-	-	-	-	-
Net Diff.	58.6	56.2	63.2	64.8	40.2	56.2	60.4	58.0	59.5	66.7	64.8	63.2	60.6	53.3	68.5	55.9	63.6	58.5

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

21. ON AVERAGE, HOW OFTEN DO ADULTS IN YOUR HOUSEHOLD DRINK?

	TOTAL	AGES 	OF CHIL	DREN IN	GRADES	6 THRO	OUGH 12	•	6-12:	GRADES	6-12:	GRADES	EN AGES 6-12: FEMALE	IN	RS OF C GRADES	HILDREN 6-12	•	TALKED ALCOHOL USE
		10-14 YEARS 	15 YEARS/ OLDER	teen	-	Seven- teen 	•	-	•	•	•	•	15 YEARS/ OLDER	•	FEMALE ONLY 	BOTH MALE & FEMALE	İ	NO/NOT YET/ DK/REF
Total	505	343	254	102	78	91	. 21	137	7 87	115	100	92	67	205	193	105	423	82
DRINK	79.3	81.6	76.7	77.0	72.1	75.8	68.9	81.5	78.4	85.6	79.7	76.7	70.0	79.6	81.0	75.4	79.4	78.5
Regularly	30.6	30.6	31.1	27.8	36.4	28.0	41.2	28.9	33.9	27.7	29.4	36.6	29.9	31.2	26.9	34.9	30.5	30.9
Daily	6.8	5.4	7.3	6.5	6.5	4.5	26.4	2.9	7.0	9.8	11.1	3.6	2.2	4.9	10.0	3.1	6.2	10.0
Weekly	23.8	25.2	23.7	21.3	29.9	23.5	14.8	26.0	26.9	17.9	18.3	33.1	27.8	26.3	16.9	31.8	24.3	20.9
Not Regularly	48.7	51.0	45.6	49.2	35.7	47.8	27.7	52.6	44.5	57.9	50.3	40.1	40.1	48.3	54.1	40.4	48.9	47.7
Monthly	11.3	12.1	10.2	12.5	8.4	8.1	. 3.9	11.4	11.0	19.1	11.6	4.6	7.3	10.9	15.0	5.5	12.0	7.5
Rare/Spec. Occasion	37.4	38.9	35.4	36.7	27.4	39.7	23.9	41.2	33.5	38.8	38.7	35.5	32.8	37.4	39.1	34.9	36.9	40.2
NEVER	20.7	18.4	23.3	23.0	27.9	24.2	31.1	18.5	21.6	14.4	20.3	23.3	30.0	20.4	19.0	24.6	20.6	21.5
DON'T KNOW	-	-	-	-	-	-	-	-		-	-	-	-	-	-	-	-	-
Net Diff.	58.6	63.2	53.4	54.0	44.2	51.6	37.9	63.0	56.9	71.1	59.3	53.4	40.0	59.1	61.9	50.7	58.9	57.1

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

21. ON AVERAGE, HOW OFTEN DO ADULTS IN YOUR HOUSEHOLD DRINK?

	TOTAL		TEN DO BOUT AL UNDERAG	COHOL	TALKED MISUSE FEW MOD	LAST	•	YOU THI ING IN A PRO	COMMUNI			CHILDRE	D ARE Y N WILL OHOL		YOUR (CHILDRE		CAUGH	NOTHER T CHILD ALCOHOL
		OFTEN 	SOME- : TIMES 	RARELY 1	YES 1		PRO- BLEM 	Seri- ous 	Minor 	•	CERNED	-		•	YOUNG-	15-17 	18/ OLDER 	İ	NO/ DON'T KNOW
Total	505	134	231	59	345	79	455	216	239	50	349	105	243	156	45	54	404	53	452
DRINK	79.3	76.8	80.3	82.2	79.9	77.5	79.9	76.1	83.3	73.7	80.5	69.1	85.4	76.6	89.5	77.0	78.9	86.6	78.4
Regularly	30.6	29.0	30.8	32.9	31.5	26.1	31.1	29.8	32.2	26.1	34.3	28.3	37.0	22.2	56.4	42.9	26.2	40.8	29.4
Daily	6.8	7.1	6.4	3.5	5.7	8.4	7.3	6.0	8.4	2.5	7.9	9.0	7.4	4.4	21.0	7.9	5.1	12.9	6.1
Weekly	23.8	22.0	24.4	29.4	25.8	17.8	23.8	23.8	23.8	23.6	26.5	19.3	29.6	17.7	35.5	35.1	21.1	27.9	23.3
Not Regularly	48.7	47.8	49.5	49.3	48.4	51.4	48.9	46.3	51.2	47.6	46.2	40.9	48.5	54.5	33.1	34.0	52.7	45.8	49.1
Monthly	11.3	10.1	13.9	9.1	11.4	14.9	11.4	9.5	13.1	10.3	13.5	15.1	12.8	6.5	13.7	10.3	11.2	21.2	10.1
Rare/Spec. Occasion	37.4	37.7	35.6	40.2	37.0	36.5	37.4	36.8	38.0	37.3	32.7	25.8	35.7	47.9	19.4	23.8	41.5	24.7	38.9
NEVER	20.7	23.2	19.7	17.8	20.1	22.5	20.1	23.9	16.7	26.3	19.5	30.9	14.6	23.4	10.5	23.0	21.1	13.4	21.6
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	_
Net Diff.	58.6	53.6	60.6	64.3	59.8	55.1	59.8	52.2	66.7	47.3	61.0	38.3	70.9	53.2	79.0	53.9	57.8	73.3	56.9

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

21. ON AVERAGE, HOW OFTEN DO ADULTS IN YOUR HOUSEHOLD DRINK?

	TOTAL 			O ADULTS LD DRINK			COHOL VI		LOCK LIQU CABI	OR	CHANGE	L CONSUM D SINCE ID-19 PA	START	DRINK T	O COPE	TURNI	NG TO A	OUT CHII ALCOHOL PANDEN	DUE	CHILD CHANGE START	
	D 			Not Regul- arly		VISI- BLE 	i	NONE IN THE HOUSE	YES 1		-	STAYED CONSIS : -TENT		YES 		WORR- IED 	-	_	NOT WORR- IED	YES 	NO
Total	505	400	154	246	105	183	146	176	174	331	70	276	158	122	383	104	30	75	401	178	327
DRINK	79.3	100.0	100.0	100.0	-	98.9	95.4	45.6	80.0	79.0	88.4	82.2	70.7	91.1	75.5	82.6	78.0	84.4	78.5	85.5	75.9
Regularly	30.6	38.6	100.0	-	-	55.3	32.9	3.0	30.1	30.8	60.5	32.4	14.3	45.7	25.8	44.4	54.5	40.4	27.0	41.4	24.7
Daily	6.8	8.6	22.3	-	-	14.1	3.8	1.7	6.8	6.8	22.7	5.6	1.9	12.3	5.1	12.0	28.5	5.6	5.4	11.5	4.3
Weekly	23.8	30.0	77.7	-	-	41.2	29.1	1.3	23.2	24.0	37.8	26.8	12.4	33.4	20.7	32.3	26.0	34.8	21.5	29.9	20.4
Not Regularly	48.7	61.4	-	100.0	-	43.6	62.5	42.7	49.9	48.1	27.9	49.8	56.4	45.4	49.8	38.2	23.5	44.0	51.5	44.1	51.3
Monthly	11.3	14.3	-	23.2	-	15.0	20.4	-	13.6	10.1	17.7	12.8	6.0	17.8	9.3	18.2	7.8	22.3	9.5	12.5	10.7
Rare/Spec. Occasion	37.4	47.2	-	76.8	-	28.6	42.1	42.7	36.3	38.0	10.2	37.0	50.4	27.6	40.5	20.0	15.7	21.7	42.0	31.6	40.6
NEVER	20.7	-	-	-	100.0	1.1	4.6	54.4	20.0	21.0	11.6	17.8	29.3	8.9	24.5	17.4	22.0	15.6	21.5	14.5	24.1
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	58.6	100.0	100.0	100.0	-100.0	97.9	90.8	-8.8	59.9	57.9	76.9	64.5	41.5	82.2	51.1	65.1	56.0	68.8	56.9	70.9	51.9

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

21. ON AVERAGE, HOW OFTEN DO ADULTS IN YOUR HOUSEHOLD DRINK?

		ALCOHO	MENTION L SINCE OF PAND	STOP U	NDERAGE	CONS	EQUENCE	TH RISK S ASSOC GE DRIN	IATED	LEARN	HERE TO RISKS/ QUENCES	TALK I		TALK			DESCRIB WHERE Y	
		YES	NO 	İ	NO/ DON'T KNOW	FAMI- LIAR 	Very 	Slight -ly 	NOT FAMI- LIAR	•	NO/ DON'T KNOW	YES 	NO/ DON'T KNOW	YES 	DON ' T	100K/	•	S.CITY /TOWN/ RURAL
Total	505	109	396	205	300	477	343	135	28	3 416	5 89	175	330	49	9 126	119	154	233
DRINK	79.3	81.5	78.8	84.7	75.6	80.0	78.4	84.1	67.4	1 79.4	78.8	84.4	76.6	89.1	L 82.6	78.4	86.2	75.2
Regularly	30.6	42.0	27.5	28.6	31.9	30.7	28.1	37.3	29.0	29.7	34.6	30.0	30.9	40.4	25.9	37.0	38.6	22.0
Daily	6.8	9.9	6.0	7.2	6.5	6.5	6.3	7.0	12.7	6.3	9.0	6.9	6.8	14.0	4.2	7.7	9.8	4.4
Weekly	23.8	32.1	21.5	21.4	25.4	24.2	21.8	30.3	16.3	3 23.4	25.6	23.1	. 24.1	26.4	21.8	29.3	28.8	17.6
Not Regularly	48.7	39.4	51.3	56.1	43.7	49.3	50.3	46.8	38.4	49.7	44.3	54.5	45.7	48.7	7 56.7	41.4	47.6	53.2
Monthly	11.3	12.0	11.1	14.3	9.3	11.3	9.7	15.3	11.9	11.4	10.8	14.0	9.9	23.4	10.3	15.5	13.3	7.9
Rare/Spec. Occasion	37.4	27.4	40.2	41.8	34.4	38.1	40.6	31.5	26.5	38.3	33.5	40.4	35.8	25.3	3 46.4	25.9	34.3	45.3
NEVER	20.7	18.5	21.2	15.3	24.4	20.0	21.6	15.9	32.6	20.6	21.2	15.6	23.4	10.9	9 17.4	21.6	13.8	24.8
DON'T KNOW	-	-	-	-	-	-	-	-	-			-	-	-		-	-	-
Net Diff.	58.6	62.9	57.5	69.5	51.2	60.0	56.8	68.2	34.9	58.8	57.7	68.9	53.2	78.1	L 65.2	56.8	72.4	50.4

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

21. ON AVERAGE, HOW OFTEN DO ADULTS IN YOUR HOUSEHOLD DRINK?

	TOTAL	 		ANNUAL	INCOME			 		INCOME	CLUSTEF	s		EDUC. 	ATION	EDUC MA	ATION: LE	EDUC. FEM	ATION: ALE	
		•		\$40K- \$60K 		• • • • •	•	UNDER \$40K 	•	UNDER \$60K 	•	UNDER \$100K	•		COLLGE GRAD./ POST		COLLGE GRAD./ POST		COLLGE GRAD./ POST	
Total	505	45	93	96	131	94	45	139	366	234	271	365	140	308	197	113	107	195	90	
DRINK	79.3	59.3	74.4	76.2	84.8	86.8	84.3	69.5	83.0	72.2	85.4	76.7	86.0	76.6	83.6	76.0	80.3	76.9	87.4	
Regularly	30.6	16.3	13.6	25.7	34.7	47.4	43.3	14.5	36.7	19.1	40.5	24.7	46.0	21.2	45.3	23.3	43.7	20.0	47.1	
Daily	6.8	5.0	6.0	4.7	3.4	8.5	21.0	5.7	7.2	5.3	8.1	4.6	12.6	6.2	7.7	6.0	6.9	6.4	8.6	
Weekly	23.8	11.3	7.5	21.0	31.3	38.8	22.3	8.8	29.4	13.8	32.4	20.1	33.4	14.9	37.6	17.3	36.8	13.6	38.5	
Not Regularly	48.7	43.0	60.8	50.5	50.1	39.5	41.1	55.0	46.4	53.2	44.9	52.1	40.0	55.4	38.3	52.7	36.6	56.9	40.3	
Monthly	11.3	3.5	10.1	. 10.0	13.9	11.8	15.5	8.0	12.6	8.8	13.5	10.6	13.0	8.9	15.1	6.5	19.1	10.3	10.2	
Rare/Spec. Occasion	37.4	39.5	50.7	40.5	36.2	27.6	25.6	47.0	33.8	44.3	31.4	41.4	26.9	46.5	23.2	46.2	17.5	46.6	30.0	
NEVER	20.7	40.7	25.6	23.8	15.2	13.2	15.7	30.5	17.0	27.8	14.6	23.3	14.0	23.4	16.4	24.0	19.7	23.1	12.6	
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net Diff.	58.6	18.6	48.7	52.4	69.7	73.7	68.7	38.9	66.0	44.4	70.9	53.5	72.0	53.2	67.1	52.0	60.7	53.8	74.8	



NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

21. ON AVERAGE, HOW OFTEN DO ADULTS IN YOUR HOUSEHOLD DRINK?

BANNER 8

	TOTAL 	ŀ	MARITAL	STATUS		MAR: STA: MAI		MARI STAT FEMA	us:
	 		IED	SEPA- RATED/ DIVRCE	ED		IED	SINGLE 	MARR- IED
Total	505	120	314	63	8	33	163	88	152
DRINK	79.3	75.3	81.1	79.0	69.3	77.9	79.1	74.3	83.4
Regularly	30.6	22.7	34.8	25.8	18.8	32.0	34.9	19.3	34.8
Daily	6.8	6.1	7.2	5.9	8.8	9.5	6.8	4.8	7.7
Weekly	23.8	16.6	27.6	19.9	9.9	22.4	28.1	14.4	27.1
Not Regularly	48.7	52.6	46.3	53.2	50.5	45.9	44.2	55.1	48.6
Monthly	11.3	7.9	13.9	6.4	-	8.0	15.5	7.8	12.2
Rare/Spec. Occasion	37.4	44.7	32.4	46.8	50.5	37.9	28.7	47.2	36.4
NEVER	20.7	24.7	18.9	21.0	30.7	22.1	20.9	25.7	16.6
DON'T KNOW	-	-	-	-	-	-	-	-	-
Net Diff.	58.6	50.6	62.3	57.9	38.6	55.8	58.1	48.7	66.7

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

22. IS THE ALCOHOL IN YOUR HOME LOCATED IN VISIBLE SIGHT OR IS IT HIDDEN?

	TOTAL	1 1 1			AREA				 	AGE		 	AGE CI	LUSTERS		 		LUSTERS: ALE	:
		RAL- EIGH DMA	•	GREENS -BORO DMA	OF	Wilmin -gton DMA	•	West DMAs 	UNDER 40 	40-49 	OVER 50 	UNDER 40 	OVER 40 	UNDER 50 	OVER 50 	UNDER 40 	OVER 40 	UNDER 50 	OVER 50
Total	50	5 16	3 145	5 88	3 109	21	. 54	1 34	195	21	0 100	19!	310	405	5 100	0 84	135	5 170	0 49
IT IS VISIBLE	36.	2 34.	5 43.3	30.2	34.1	. 36.6	35.1	31.0	31.7	40.	2 36.	31.7	39.3	L 36.1	1 36.7	7 37.4	38.6	6 37.6	6 40.0
IT IS HIDDEN	28.	9 30.	5 27.1	L 26.3	30.9	18.3	42.9	19.8	32.8	26.	4 26.4	32.8	3 26.4	29.5	5 26.4	4 30.8	27.3	3 27.6	6 32.4
NO ALCOHOL IS HOUSEHOLD	34.	9 35.0	29.6	43.5	35.0	45.1	. 22.0	49.2	35.5	33.	4 37.0	35.5	34.5	5 34.4	4 37.0	31.8	34.1	1 34.8	8 27.7
DON'T KNOW					-	-	-		-										
Net Diff.	7.	3 4.0	16.2	2 3.8	3 3.2	18.2	2 -7.7	7 11.2	-1.1	. 13.	7 10.3	3 -1.1	12.0	6.6	6 10.3	3 6.6	11.3	3 10.0	7.6



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

22. IS THE ALCOHOL IN YOUR HOME LOCATED IN VISIBLE SIGHT OR IS IT HIDDEN?

	TOTAL	I	AGE CI	USTERS:		GEN	DER	F	RACIAL E	BACKGROU	IND	RAC	IAL	RAC	CIAL	6-	12TH GR	ADE
		I	FEN	IALE		1		I				BACKG	ROUND:	BACKG	ROUND:	CHILD	REN HOU	SEHOLD
		I				1		I				MA	LE	FEM	IALE			
		UNDER	OVER	UNDER	OVER	MALE	FEMALE	WHITE	NON-	Africa	His-	WHITE	AFRICN	WHITE	AFRICN	ONE	TWO	THREE/
		40	40	150	150	i	i	i	WHITE	Amer./	 panic/	İ	AMER./		AMER./		i	MORE
		İ	Ī	1	İ	Ì	1	I	İ	Black	Latino	İ	BLACK		BLACK		ĺ	İ
Total	505	111	174	235	51	220	285	305	5 200	106	65	146	25	159	81	315	154	34
IT IS VISIBLE	36.2	27.4	39.4	35.0	33.6	38.1	34.7	43.2	2 25.5	28.1	23.0	45.7	23.4	40.9	29.6	33.4	41.8	33.8
IT IS HIDDEN	28.9	34.3	25.7	30.9	20.6	28.6	29.1	25.4	1 34.1	. 36.3	32.3	24.0	45.7	26.8	33.4	30.2	23.9	40.4
NO ALCOHOL IS HOUSEHOLD	34.9	38.4	34.9	34.1	45.9	33.2	36.2	31.4	40.3	35.6	44.7	30.3	30.9	32.4	37.1	36.4	34.3	25.8
DON'T KNOW	-	-	-		-	-	-	-			-	-	-	-	-	-	-	-
Net Diff.	7.3	-6.9	13.7	4.0	13.0	9.5	5.6	17.8	8 -8.6	-8.2	-9.2	21.7	-22.3	14.1	-3.8	3.2	17.9	-6.6



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

22. IS THE ALCOHOL IN YOUR HOME LOCATED IN VISIBLE SIGHT OR IS IT HIDDEN?

	TOTAL	AGES 	OF CHIL	OREN IN	GRADES	6 THRO	UGH 12	-	6-12:	•	6-12:	GRADES		IN	RS OF C		ABOUT	TALKED ALCOHOL SUSE
		10-14 YEARS 	15 YEARS/ OLDER	teen	•	Seven- teen 	•	-	15 YEARS/ OLDER	•	•	•	•	•	•	BOTH MALE & FEMALE	•	NO/NOT YET/ DK/REF
Total	505	343	254	102	78	91	21	137	87	115	100	92	67	205	193	105	423	82
IT IS VISIBLE	36.2	34.8	36.3	37.7	37.4	38.2	32.6	34.6	46.6	33.0	26.9	37.4	37.0	39.6	30.9	38.1	37.0	32.3
IT IS HIDDEN	28.9	32.4	27.8	32.3	21.2	21.8	20.2	33.3	21.5	35.5	35.7	27.1	24.1	28.0	33.0	23.6	29.3	26.5
NO ALCOHOL IS HOUSEHOLD	34.9	32.8	35.9	30.1	41.4	40.0	47.2	32.1	31.9	31.5	37.4	35.5	38.9	32.4	36.1	38.3	33.7	41.2
DON'T KNOW	-	-	-	-	-	-	-	-	_	-	-	-	-	-	-	-	-	-
Net Diff.	7.3	2.4	8.5	5.4	16.3	16.5	12.4	1.2	25.2	-2.4	-8.9	10.3	12.9	11.6	-2.0	14.5	7.6	5.8



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

22. IS THE ALCOHOL IN YOUR HOME LOCATED IN VISIBLE SIGHT OR IS IT HIDDEN?

	TOTAL 	TALK	FTEN DO ABOUT AL /UNDERAG		TALKED MISUSE FEW MO	LAST	•	YOU THII ING IN (A PRO)	COMMUNI		•	CHILDRE	D ARE YOU N WILL I		YOUR	PPROPRIA CHILDREA LCOHOLIO	N TO	CAUGH	NOTHER T CHILD ALCOHOL
	 		SOME- TIMES 	RARELY Y	YES	n o	•	Seri- ous 	Minor 	-	CERNED	_			YOUNG-	15-17 	18/ OLDER 	Ī	NO/ DON'T KNOW
Total	505	134	231	59	345	79	455	216	239	50	349	105	243	156	45	54	404	53	452
IT IS VISIBLE	36.2	32.1	37.1	47.3	36.7	38.3	36.2	31.2	40.6	36.6	37.4	29.1	41.0	33.5	54.5	46.5	33.0	49.4	34.6
IT IS HIDDEN	28.9	29.7	31.1	21.6	30.3	25.3	29.8	34.8	25.2	20.7	31.9	43.3	26.9	22.1	28.1	23.3	29.9	37.9	27.8
NO ALCOHOL IS HOUSEHOLD	34.9	38.2	31.8	31.0	33.1	36.4	34.1	34.0	34.1	42.7	30.7	27.5	32.0	44.4	17.4	30.2	37.2	12.7	37.5
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	7.3	2.3	6.1	25.7	6.4	12.9	6.4	-3.7	15.4	16.0	5.5	-14.2	14.1	11.3	26.4	23.2	3.1	11.5	6.8



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

22. IS THE ALCOHOL IN YOUR HOME LOCATED IN VISIBLE SIGHT OR IS IT HIDDEN?

	TOTAL 			ADULTS D DRINK			COHOL VI	-	LOCK LIQU CABI	OR	CHANGE	L CONSUM D SINCE ID-19 PA	START	DRINK	TO COPE	TURNI	NG TO A	OUT CHIL LCOHOL PANDEM	DUE	CHILD MO CHANGE START O	SINCE
	I 			Not : Regul- arly		VISI- BLE 	i	NONE IN THE HOUSE	-	N O	•	STAYED CONSIS -TENT		YES 	•	WORR- IED 	-	-	NOT WORR- IED	YES 1	no
Total	505	400	154	246	105	183	146	176	174	331	70	276	158	122	383	104	30	75	401	178	327
IT IS VISIBLE	36.2	45.2	65.5	32.4	1.9	100.0	-	-	21.5	43.9	55.0	40.6	20.5	45.5	33.3	35.9	60.4	26.3	36.3	39.3	34.5
IT IS HIDDEN	28.9	34.7	31.1	37.0	6.4	-	100.0	-	41.9	22.1	32.7	32.0	22.0	36.6	26.4	44.5	20.8	53.8	24.8	36.0	25.0
NO ALCOHOL IS HOUSEHOLD	34.9	20.1	3.4	30.6	91.7	-	-	100.0	36.6	34.0	12.3	27.4	57.5	17.9	40.3	19.6	18.8	19.9	38.9	24.7	40.5
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	7.3	10.4	34.4	-4.6	-4.6	100.0	-100.0	-	-20.3	21.8	22.4	8.6	-1.5	8.9	6.8	-8.5	39.6	-27.5	11.4	3.3	9.5



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

22. IS THE ALCOHOL IN YOUR HOME LOCATED IN VISIBLE SIGHT OR IS IT HIDDEN?

	TOTAL	CHILD	MENTION	S/R/H	ADS	FAMI	LIAR WI	TH RISK	S OR	KNOW	WHERE TO	EVER	HEARD OF	F EVER	VISITED	BEST	DESCRIE	ES THE	
		ALCOHO	L SINCE	STOP U	NDERAGE	CONS	EQUENCE	S ASSOC	IATED	LEARN	RISKS/	TALK :	TUO T	TALK	IT OUT	AREA	WHERE Y	OU LIVE	
		START	OF PAND	DRIN	KING	WITH	UNDERA	GE DRIN	KING	CONSE	QUENCES	1	1C	NC	SITES	1			
			1370		1270 /			101:11			1270 /		1220 /		1220 /				
		YES	NO		NO/	FAMI-	very	Slight	•	YES	NO/	YES	NO/	YES	NO/	CITY	•	S S.CITY	
		!	!	!	DON'T	ITTAK	!	-ly	FAMI-	!	DON'T	!	DON'T	!	•	100K/	•	/TOWN/	
		l	I	ı	KNOW	I	ı	1	LIAR	I	KNOW	I	KNOW	ı	KNOW	MORE	CITY	RURAL	
Total	505	109	396	205	300	477	343	135	28	3 41	6 89	17	330	0 4:	9 12	6 119	9 154	233	
IT IS VISIBLE	36.2	35.7	36.4	37.0	35.7	36.4	34.3	3 41.7	33.2	35.	37.6	40.8	33.8	3 47.	0 38.4	4 37.3	3 41.0	32.5	
IT IS HIDDEN	28.9	37.8	26.5	32.2	26.6	29.2	28.4	31.2	23.4	29.	5 26.2	27.	5 29.6	36.	1 24.1	1 31.4	29.4	27.3	
NO ALCOHOL IS HOUSEHOLD	34.9	26.6	37.1	30.8	37.7	34.4	37.3	3 27.1	43.4	34.	36.2	31.	7 36.6	6 17.	0 37.	5 31.3	3 29.6	40.3	
DON'T KNOW	-	-	-	-	-	-	-		-									· -	
Net Diff.	7.3	-2.1	9.9	4.8	9.1	7.2	5.8	10.6	9.8	3 6.4	1 11.4	13.3	3 4.1	1 10.	9 14.3	3 5.9	9 11.6	5.2	



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

22. IS THE ALCOHOL IN YOUR HOME LOCATED IN VISIBLE SIGHT OR IS IT HIDDEN?

	TOTAL		ANNUAL 1	INCOME			 		INCOME	CLUSTER	s		EDUC	ATION	EDUC	ATION: LE		ATION:
	 UNI \$20		\$40K- \$ \$60K \$	\$60K- \$ \$100K \$			 UNDER \$40K		UNDER	OVER \$60K	UNDER	-	•	COLLGE GRAD./	•	COLLGE	-	COLLGE GRAD./
	l	l	·	-	I		l 	·	I 	l 	l 	I 	COLLGE	POST	COLLGE	POST	COLLGE	POST
Total	505	45 93	96	131	94	45	139	366	234	271	365	140	308	197	113	107	195	90
IT IS VISIBLE	36.2	10.1 27.1	20.0	46.3	54.1	48.7	21.6	41.7	21.0	49.4	30.0	52.3	24.4	54.8	25.4	51.6	23.7	58.5
IT IS HIDDEN	28.9	32.3 26.9	38.7	24.5	26.5	26.2	28.7	29.0	32.8	25.5	29.8	26.4	31.6	24.7	31.6	25.5	31.6	23.7
NO ALCOHOL IS HOUSEHOLD	34.9	57.6 45.9	41.3	29.2	19.4	25.0	49.7	29.3	46.3	25.1	40.1	21.2	44.1	20.6	43.0	22.9	44.7	17.8
DON'T KNOW	-		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	_
Net Diff.	7.3 -2	22.2 0.2	-18.6	21.8	27.5	22.5	-7.1	12.8	-11.8	23.9	0.2	25.9	-7.2	30.1	-6.2	26.1	-7.8	34.8



NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

22. IS THE ALCOHOL IN YOUR HOME LOCATED IN VISIBLE SIGHT OR IS IT HIDDEN?

BANNER 8

	TOTAL 	P	1ARITAL	STATUS		MARI STAT MAI	rus:	MARI STAT FEMA	us:
	: 		IED	SEPA- RATED/ DIVRCE	ED	•	MARR- IED	SINGLE 	MARR- IED
Total	505	120	314	63	8	33	163	88	152
IT IS VISIBLE	36.2	19.9	43.4	35.9	-	23.3	43.5	18.7	43.2
IT IS HIDDEN	28.9	27.9	31.1	19.8	29.2	30.1	30.1	27.1	32.1
NO ALCOHOL IS HOUSEHOLD	34.9	52.2	25.6	44.3	70.8	46.6	26.4	54.2	24.7
DON'T KNOW	-	-	-	-	-	-	-	-	-
Net Diff.	7.3	-8.0	12.3	16.2	-29.2	-6.8	13.4	-8.4	11.1

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

23. DO YOU KEEP A LOCK ON YOUR LIQUOR CABINET OR WHERE YOU OTHERWISE STORE ALCOHOL?

	TOTAL				AREA				 	AGE		 	AGE CL	USTERS		 		USTERS:	
	i	EIGH	CHAR- LOTTE DMA	-BORO		Wilmin -gton DMA		•	UNDER 40 	-	•	UNDER 40 	OVER 40 	UNDER 50 	OVER 50 	UNDER 40 	OVER 40 	UNDER 50 	OVER 50
Total	505	163	145	88	109	21	54	34	195	210	100	195	310	405	100	84	135	5 170	49
YES	34.4	31.9	39.0	26.5	38.5	27.4	44.7	35.7	47.0	29.6	19.9	47.0	26.5	38.0	19.9	56.7	20.3	40.3	12.9
NO	65.6	68.1	61.0	73.5	61.5	72.6	55.3	64.3	53.0	70.4	80.1	53.0	73.5	62.0	80.1	43.3	79.7	59.7	87.1
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	_
Net Diff.	-31.1	-36.2	-22.0	-46.9	-23.0	-45.3	-10.7	-28.7	-5.9	-40.7	-60.3	-5.9	-47.0	-23.9	-60.3	3 13.4	-59.5	-19.3	-74.2



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

23. DO YOU KEEP A LOCK ON YOUR LIQUOR CABINET OR WHERE YOU OTHERWISE STORE ALCOHOL?

	TOTAL	 	AGE CLU		1	GENI	DER	l Ri	ACIAL B	ACKGROU	ND	RAC BACKG	IAL ROUND:	RAC BACKG	IAL ROUND:		L2TH GRA	
	ı				1		1	I				MA.	LE	FEM	ALE			
		UNDER 40		UNDER 50	OVER	MALE	FEMALE	•		Africn Amer./	-		AFRICN AMER./		AFRICN AMER./	ONE		THREE/
	i				I I			! 	•	Black			BLACK		BLACK	i	ı	I
Total	505	111	174	235	51	220	285	305	200	106	65	146	25	159	81	315	154	34
YES	34.4	39.8	31.3	36.4	26.6	34.2	34.6	34.3	34.6	35.0	38.5	36.9	28.1	32.0	37.1	36.2	33.7	23.1
NO	65.6	60.2	68.7	63.6	73.4	65.8	65.4	65.7	65.4	65.0	61.5	63.1	71.9	68.0	62.9	63.8	66.3	76.9
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-31.1	-20.5	-37.4	-27.3	-46.8	-31.6	-30.8	-31.3	-30.8	-30.1	-23.1	-26.3	-43.8	-35.9	-25.8	-27.5	-32.6	-53.9



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

23. DO YOU KEEP A LOCK ON YOUR LIQUOR CABINET OR WHERE YOU OTHERWISE STORE ALCOHOL?

	TOTAL 2	AGES O	F CHILD	REN IN	GRADES	6 THROU		•		-		•		•	RS OF CH		EVER !	
								GRADES MALE (GRADES		GRADES MALE &		•	GRADES 6	5-12 . 	MIS	ALCOHOL USE
	•		15 YEARS/ OLDER	•				YEARS		•	-	10-14 YEARS 	•			BOTH MALE & FEMALE		NO/NOT YET/ DK/REF
Total	505	343	254	102	78	91	21	137	87	115	100	92	67	205	193	105	423	82
YES	34.4	38.3	27.9	24.3	31.2	28.0	10.8	37.9	25.1	40.2	31.7	36.4	26.1	32.9	35.8	35.5	34.6	33.4
NO	65.6	61.7	72.1	75.7	68.8	72.0	89.2	62.1	74.9	59.8	68.3	63.6	73.9	67.1	64.2	64.5	65.4	66.6
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-31.1	-23.5	-44.1	-51.4	-37.5	-44.0	-78.4	-24.1	-49.9	-19.7	-36.6	-27.3	-47.8	-34.2	-28.4	-29.0	-30.7	-33.2



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23. DO YOU KEEP A LOCK ON YOUR LIQUOR CABINET OR WHERE YOU OTHERWISE STORE ALCOHOL?

	TOTAL	TALK A	TEN DO		MISUSE			OU THIN	COMMUNI			CHILDRE	O ARE YO N WILL I		YOUR C	PROPRIA	TO	CAUGH	NOTHER T CHILD ALCOHOL
	·	OFTEN		RARELY		NO I		Seri-		•	CON-	Very	Slight	•		15-17		YES	NO/
	i	 	IIMES	¦	¦		 PTEW	Ous		AT ALL		 	-	CERNED					KNOW
Total	505	134	231	59	345	79	455	216	239	50	349	105	243	156	45	54	404	53	452
YES	34.4	49.8	30.3	17.0	36.8	25.0	33.1	42.5	24.5	47.1	35.2	49.8	28.9	32.6	51.3	37.8	32.3	64.3	30.9
NO	65.6	50.2	69.7	83.0	63.2	75.0	66.9	57.5	75.5	52.9	64.8	50.2	71.1	67.4	48.7	62.2	67.7	35.7	69.1
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-31.1	-0.4	-39.3	-66.0	-26.3	-50.0	-33.9	-14.9	-51.0	-5.8	-29.5	-0.4	-42.2	-34.7	2.6	-24.4	-35.4	28.5	-38.2



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

23. DO YOU KEEP A LOCK ON YOUR LIQUOR CABINET OR WHERE YOU OTHERWISE STORE ALCOHOL?

	TOTAL 		FTEN DO			IS ALC			LOCE LIQU CABI	JOR	CHANGE	L CONSUM D SINCE ID-19 PA	START	DRINK 1	O COPE	TURN	ING TO	OUT CHIL ALCOHOL 9 PANDEM	DUE	CHILD I CHANGE START (
	I 	•		Not Regul- arly		VISI- BLE 	i	NONE IN THE HOUSE	YES 	NO	-	STAYED CONSIS -TENT		YES		WORR- IED	-		NOT WORR- IED	YES	NO
Total	505	400	154	246	105	183	146	176	174	331	70	276	158	122	383	104	30	75	401	178	327
YES	34.4	34.7	33.9	35.3	33.3	20.5	49.9	36.1	100.0	-	48.3	31.3	34.1	45.0	31.1	62.6	73.4	58.3	27.1	39.7	31.6
NO	65.6	65.3	66.1	64.7	66.7	79.5	50.1	63.9	-	100.0	51.7	68.7	65.9	55.0	68.9	37.4	26.6	41.7	72.9	60.3	68.4
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-31.1	-30.5	-32.3	-29.4	-33.3	-59.0	-0.2	-27.8	100.0	-100.0	-3.5	-37.5	-31.8	-10.0	-37.8	25.2	46.8	16.6	-45.8	-20.7	-36.8



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23. DO YOU KEEP A LOCK ON YOUR LIQUOR CABINET OR WHERE YOU OTHERWISE STORE ALCOHOL?

		ALCOHO	MENTION L SINCE OF PAND	STOP UN	DERAGE	CONSI	EQUENCE	TH RISKS S ASSOC: GE DRIN	IATED	KNOW W	RISKS/	TALK I		EVER V TALK I NC S		•	DESCRIBI	ES THE OU LIVE
				YES		FAMI-	Very	Slight -ly		YES	NO/ DON'T KNOW	YES	NO/ DON'T KNOW	YES	NO/ DON'T	100K/		S.CITY /TOWN/ RURAL
Total	505	109	396	205	300	477	343	135	28	416	89	175	330	49	126	119	154	233
YES	34.4	39.6	33.0	40.0	30.6	35.4	38.5	27.7	17.6	36.4	25.1	45.0	28.9	68.9	35.6	45.8	26.4	33.9
NO	65.6	60.4	67.0	60.0	69.4	64.6	61.5	72.3	82.4	63.6	74.9	55.0	71.1	. 31.1	64.4	54.2	73.6	66.1
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-
Net Diff.	-31.1	-20.8	-33.9	-20.0	-38.7	-29.2	-23.1	-44.6	-64.8	-27.1	-49.7	-10.1	-42.3	37.8	-28.8	-8.4	-47.2	-32.1



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

23. DO YOU KEEP A LOCK ON YOUR LIQUOR CABINET OR WHERE YOU OTHERWISE STORE ALCOHOL?

	TOTAL			ANNUAL	INCOME			l I		INCOME	CLUSTER	S		EDUC	ATION	EDUC	ATION:	EDUCA FEMA	ATION:
	i							i						i	İ	i	 i		
	•	UNDER \$20K				\$100K- \$150K 		UNDER \$40K 	•	UNDER \$60K 	•	UNDER \$100K 	\$100K	•	COLLGE GRAD./ POST	THAN	COLLGE GRAD./ POST		COLLGE GRAD./ POST
Total	505	45	93	96	131	94	45	139	366	234	271	365	140	308	197	113	107	195	90
YES	34.4	34.3	39.2	35.2	32.8	28.9	39.4	37.6	33.2	36.6	32.5	35.3	32.3	37.6	29.4	32.7	35.8	40.5	21.8
NO	65.6	65.7	60.8	64.8	67.2	71.1	60.6	62.4	66.8	63.4	67.5	64.7	67.7	62.4	70.6	67.3	64.2	59.5	78.2
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-31.1	-31.3	-21.7	-29.6	-34.4	-42.2	-21.3	-24.8	-33.5	-26.8	-34.9	-29.5	-35.4	-24.7	-41.2	-34.6	-28.4	-19.0	-56.4



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

23. DO YOU KEEP A LOCK ON YOUR LIQUOR CABINET OR WHERE YOU OTHERWISE STORE ALCOHOL?

BANNER 8

	TOTAL	1	MARITAL	STATUS		•	ITAL	MARI	
						I STA	rus: Le	STAT FEMA	
	ı	SINGLE	-	•	•	SINGLE	MARR-	SINGLE	MARR-
	I		IED	RATED/	ED	l	IED	l I	IED
	I		I	DIVRCE	I	l	I	l I	
Total	505	120	314	63	8	33	163	88	152
YES	34.4	39.0	32.6	31.5	61.4	35.0	34.3	40.5	30.8
NO	65.6	61.0	67.4	68.5	38.6	65.0	65.7	59.5	69.2
DON'T KNOW	-	-	-	-	-	-	-	-	-
Net Diff.	-31.1	-22.0	-34.8	-37.1	22.8	-30.1	-31.3	-19.0	-38.4

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24. HOW HAS YOUR ALCOHOL CONSUMPTION CHANGED SINCE THE START OF THE COVID-19 PANDEMIC?

	TOTAL 				AREA				 	AGE		 	AGE CL	USTERS		 		LUSTERS: ALE	
	[1	EIGH	LOTTE	GREENS -BORO DMA		Wilmin -gton DMA		-	UNDER 40 	•	•	UNDER 40 	•	UNDER 50 	OVER 50 	UNDER 40 	OVER 40 	UNDER 50 	OVER 50
Total	505	163	145	88	109	21	54	34	195	210	100	195	310	405	100	84	135	5 170	49
INCREASED	13.8	14.2	14.7	11.4	14.2	17.9	11.2	16.6	16.3	14.4	7.9	16.3	12.3	15.3	7.9	18.0	12.7	7 18.4	2.1
STAYED CONSISTENT	54.6	55.7	53.3	59.3	50.9	36.4	57.4	49.6	53.2	55.5	55.3	53.2	55.4	54.4	55.3	52.4	56.4	4 53.7	59.2
DECREASED	31.3	29.5	32.0	29.3	34.9	45.7	31.4	33.8	30.4	30.1	35.8	30.4	31.9	30.3	35.8	29.6	30.9	9 28.0	38.7
DON'T KNOW	0.2	0.7	-	-	-	-	-	-	-	-	1.1	-	0.4	-	1.1	-	-		-
Net Diff.	-17.5	-15.3	-17.3	-17.9	-20.7	-27.8	-20.2	-17.1	-14.1	-15.7	-27.9	-14.1	-19.6	-14.9	-27.9	-11.6	-18.1	1 -9.6	-36.5



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24. HOW HAS YOUR ALCOHOL CONSUMPTION CHANGED SINCE THE START OF THE COVID-19 PANDEMIC?

	TOTAL 	AGE CLI FEM		GENDEF 	R R <i>i</i> 	ACIAL BA	CKGROUND	BACKG	IAL ROUND: LE	RACI BACKGI FEMA	ROUND:		2TH GRA EN HOUS	
	UNI 40 	•	UNDER OVER 50 50 	MALE FE 	•	WHITE	Africn His- Amer./ panic/ Black Latino	İ	AFRICN W AMER./ BLACK	i	AFRICN 0 AMER./ BLACK	ONE		THREE/ MORE
Total	505	111 174	235 51	220	285 305	200	106 65	146	25	159	81	315	154	34
INCREASED	13.8	15.1 11.9	13.1 13.4	14.7	13.2 14.2	13.3	18.0 9.9	14.3	28.7	14.1	14.7	13.2	14.9	9.8
STAYED CONSISTENT	54.6	53.9 54.7	55.0 51.4	54.9	54.4 55.0	54.0	57.0 50.4	53.9	47.5	55.9	60.0	53.7	56.2	59.1
DECREASED	31.3	31.1 32.7	31.9 33.0	30.4	32.1 30.8	32.1	23.9 39.7	31.8	23.8	30.0	23.9	32.8	28.9	31.0
DON'T KNOW	0.2	- 0.7	- 2.2	-	0.4 -	0.6	1.1 -	-	-	-	1.4	0.4	-	-
Net Diff.	-17.5 -	16.0 -20.8	-18.8 -19.6	-15.6 -	-18.9 -16.7	-18.8	-5.8 -29.8	-17.5	5.0	-15.9	-9.2	-19.6	-13.9	-21.2



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

24. HOW HAS YOUR ALCOHOL CONSUMPTION CHANGED SINCE THE START OF THE COVID-19 PANDEMIC?

	TOTAL 	AGES (OF CHILD	REN IN	GRADES	6 THROU		-	6-12:		6-12:	GRADES		IN (RS OF CH GRADES 6			ALCOHOL
		-	15 YEARS/ OLDER	-				-	15 YEARS/ OLDER		•		-	•		BOTH MALE & FEMALE		NO/NOT YET/ DK/REF
Total	505	343	254	102	78	91	21	137	87	115	100	92	67	205	193	105	423	82
INCREASED	13.8	13.5	11.1	12.1	12.7	7.9	10.8	15.0	18.5	14.5	9.5	10.1	4.1	17.3	12.2	8.8	12.8	19.2
STAYED CONSISTENT	54.6	53.7	58.1	55.9	58.6	57.9	67.0	53.2	53.0	46.2	56.6	63.6	66.9	54.3	50.3	63.9	56.3	45.5
DECREASED	31.3	32.5	30.8	32.0	28.6	34.2	22.1	31.8	28.6	38.3	33.9	26.3	29.1	28.4	37.0	27.3	30.6	35.3
DON'T KNOW	0.2	0.3	-	-	-	-	-	-	-	1.0	-	-	-	-	0.6	-	0.3	-
Net Diff.	-17.5	-19.0	-19.7	-19.9	-15.9	-26.3	-11.3	-16.8	-10.1	-23.9	-24.4	-16.2	-25.0	-11.2	-24.8	-18.5	-17.8	-16.1



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24. HOW HAS YOUR ALCOHOL CONSUMPTION CHANGED SINCE THE START OF THE COVID-19 PANDEMIC?

	TOTAL	HOW OF	TEN DO	YOU	TALKED	ABOUT	DO :	OU THIM	NK UNDE	RAGE	HOW C	ONCERNE	D ARE Y	TAHT UC	AGE A	PROPRIA	ATE FOR	A\UOY	NOTHER	
	•						DRINK	ING IN C		ry is	YOUR	CHILDRE		DRINK		CHILDREN			T CHILD	
	1	MISUSE/	'UNDERA	GE DRNK	FEW MC	NTHS	I	A PROB	BLEM		I	ALC	OHOL		TRY AI	COHOLIC	C DRINK	WITH	ALCOHOL	
	10	OFTEN	SOME-	RARELY	YES	NO	PRO-	Seri-	Minor	NOT	CON-	Very	Slight	NOT	14/	15-17	18/	YES	NO/	
	i	i	TIMES	i i	i			ous		PROB.	CERNED	i	-1y	CON-	YOUNG-	İ	OLDER	i	DON'T	
	1	I		l I	- 1		I		l	AT ALL	I	I	I	CERNED	ER		l	1	KNOW	
Total	505	134	231	59	345	79	455	216	239	50	349	105	243	156	45	54	404	53	452	
INCREASED	13.8	14.6	11.2	14.9	13.8	8.7	13.5	12.2	14.7	16.6	15.3	21.6	12.6	10.6	24.3	19.6	12.0	28.5	12.1	
STAYED CONSISTENT	54.6	55.9	57.2	54.0	56.3	56.5	55.4	58.2	52.9	47.1	54.1	52.4	54.8	55.7	69.1	45.7	53.9	54.4	54.6	
DECREASED	31.3	29.5	31.6	29.1	30.0	33.3	30.8	29.5	32.0	36.3	30.3	25.0	32.6	33.7	6.5	34.7	33.8	17.2	33.0	
DON'T KNOW	0.2	-	-	1.9	-	1.4	0.2	-	0.5	-	0.3	1.1	-	-	-	-	0.3	-	0.3	
Net Diff.	-17.5	-14.9	-20.3	-14.3	-16.2	-24.6	-17.3	-17.3	-17.2	-19.7	-15.0	-3.4	-20.1	-23.0	17.8	-15.1	-21.8	11.3	-20.9	



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24. HOW HAS YOUR ALCOHOL CONSUMPTION CHANGED SINCE THE START OF THE COVID-19 PANDEMIC?

	TOTAL 		FTEN DO			-	COHOL VI		LOCK LIQU CABI	OR	CHANGE	L CONSUMPT D SINCE ST ID-19 PANI	TART	DRINK I	O COPE	TURN:	RIED ABO ING TO A	TCOHOL	DUE	CHILD M CHANGE START C	SINCE
	1 	•		Not : Regul- arly		VISI- BLE 		NONE IN THE HOUSE	YES 	NO	-	STAYED DE		YES 		WORR- IED 		-	NOT WORR- IED	YES	NO
Total	505	400	154	246	105	183	146	176	174	331	70	276	158	122	383	104	30	75	401	178	327
INCREASED	13.8	15.4	27.4	7.9	7.7	21.0	15.7	4.9	19.4	10.9	100.0		-	32.0	8.1	27.2	43.9	20.6	10.4	19.9	10.6
STAYED CONSISTENT	54.6	56.6	57.9	55.8	46.9	61.2	60.5	42.9	49.6	57.2	-	100.0	-	48.4	56.5	53.2	44.2	56.8	54.9	50.6	56.7
DECREASED	31.3	28.0	14.7	36.3	44.3	17.8	23.9	51.6	31.0	31.5	-	- 1	100.0	19.6	35.1	19.6	11.9	22.6	34.4	29.5	32.3
DON'T KNOW	0.2	-	-	-	1.1	-	-	0.6	-	0.3	-	-	-	-	0.3	-	-	-	0.3	-	0.3
Net Diff.	-17.5	-12.5	12.7	-28.3	-36.6	3.3	-8.2	-46.7	-11.7	-20.6	100.0	1	100.0	12.4	-27.0	7.7	32.0	-2.0	-24.1	-9.6	-21.8



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24. HOW HAS YOUR ALCOHOL CONSUMPTION CHANGED SINCE THE START OF THE COVID-19 PANDEMIC?

		ALCOHOL	ENTION SINCE F PAND	STOP UN	IDERAGE	CONSE	QUENCE	TH RISKS S ASSOCT SE DRINE	IATED	LEARN	HERE TO RISKS/ UENCES	TALK I		EVER V TALK I NC S	T OUT		DESCRIBE	
		YES 	NO 	i	NO/ DON'T KNOW	FAMI- LIAR 	-	. 4	NOT FAMI- LIAR	-	NO/ DON'T KNOW	YES 	NO/ DON'T KNOW	YES 	DON'T	100K/		S.CITY /TOWN/ RURAL
Total	505	109	396	205	300	477	343	135	28	416	89	175	330	49	126	119	154	233
INCREASED	13.8	22.7	11.4	14.9	13.1	13.6	13.8	12.8	18.8	13.0	18.0	18.4	11.4	40.9	9.6	21.6	13.8	9.9
STAYED CONSISTENT	54.6	51.4	55.5	57.8	52.4	55.7	54.9	57.9	34.8	54.2	56.6	52.5	55.7	41.8	56.7	45.8	59.3	55.9
DECREASED	31.3	25.9	32.8	27.3	34.1	30.5	30.9	29.3	46.4	32.6	25.4	29.0	32.6	17.3	33.6	32.6	26.9	33.7
DON'T KNOW	0.2	-	0.3	-	0.4	0.2	0.3	-	-	0.3	-	-	0.3	-	-	-	-	0.5
Net Diff.	-17.5	-3.2	-21.3	-12.5	-20.9	-16.9	-17.1	-16.5	-27.5	-19.7	-7.4	-10.6	-21.2	23.6	-24.0	-11.0	-13.1	-23.8



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24. HOW HAS YOUR ALCOHOL CONSUMPTION CHANGED SINCE THE START OF THE COVID-19 PANDEMIC?

	TOTAL 	ANNUAL INCOME	1	INCOME CLUSTERS	EDUCATION EDUCATION: EDUCATION: MALE FEMALE
	UNDER \$20 \$20K \$40 	DK- \$40K- \$60K- \$10 DK \$60K \$100K \$15 		UNDER OVER UNDER OVER \$60K \$60K \$100K \$100K 	LESS COLLGE LESS COLLGE LESS COLLGE THAN GRAD. / THAN GRAD. / COLLGE POST COLLGE POST
Total	505 45	93 96 131	94 45 139 366	234 271 365 140	0 308 197 113 107 195 90
INCREASED	13.8 15.6 1	11.4 9.0 13.1 1	14.5 28.3 12.8 14.2	11.2 16.1 11.9 19.0	0 12.2 16.4 14.6 14.8 10.8 18.2
STAYED CONSISTENT	54.6 30.0 4	48.6 53.9 62.3 6	60.4 58.3 42.6 59.1	47.2 61.0 52.6 59.8	8 50.3 61.2 46.9 63.3 52.3 58.8
DECREASED	31.3 54.4 3	39.9 35.9 24.6 2	25.1 13.4 44.7 26.3	41.1 22.9 35.2 21.3	3 37.4 21.8 38.4 21.8 36.9 21.8
DON'T KNOW	0.2 -	- 1.2 -	0.3	0.5 - 0.3 -	0.6 1.3
Net Diff.	-17.5 -38.8 -2	28.5 -27.0 -11.6 -1	-10.6 14.9 -31.9 -12.1	-29.9 -6.8 -23.3 -2.3	3 -25.2 -5.4 -23.8 -7.0 -26.0 -3.5



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

24. HOW HAS YOUR ALCOHOL CONSUMPTION CHANGED SINCE THE START OF THE COVID-19 PANDEMIC?

BANNER 8

	TOTAL 	M	MARITAL	STATUS	 	MARI STAT MAL	us: i	MARI STAT FEMA	US:
	 	SINGLE 	IED	SEPA- RATED/ DIVRCE			MARR- IED 		MARR- IED
Total	505	120	314	63	8	33	163	88	152
INCREASED	13.8	13.5	14.1	13.5	9.9	23.3	13.2	9.9	15.1
STAYED CONSISTENT	54.6	46.4	58.7	50.0	54.8	34.3	60.7	50.9	56.4
DECREASED	31.3	40.1	26.9	36.5	35.3	42.4	26.0	39.3	27.7
DON'T KNOW	0.2	-	0.4	-	-	-	-	-	0.7
Net Diff.	-17.5	-26.6	-12.7	-23.0	-25.4	-19.1	-12.8	-29.4	-12.7

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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

25. HAVE YOU, OR SOMEONE YOU KNOW, CONSUMED ALCOHOL AS A MEANS OF COPING DUE TO THE COVID-19 PANDEMIC?

	TOTAL 				AREA				 	AGE		 	AGE CL	USTERS		 	AGE CL MA	USTERS: LE	
	i	EIGH	CHAR- LOTTE DMA	-BORO		Wilmin -gton DMA		West DMAs 	UNDER 40 	40-49 	•	UNDER 40 	•	UNDER 50 	•	•	OVER 40 	UNDER 50 	OVER 50
Total	505	163	145	88	109	21	54	34	195	210	100	195	310	405	100	84	135	170	49
YES	24.1	24.1	19.3	20.5	33.6	29.7	36.7	31.2	25.2	25.1	20.0	25.2	23.5	25.1	20.0	34.9	24.9	33.2	13.2
NO	75.8	75.9	80.7	79.5	66.1	70.3	62.8	68.8	74.7	74.9	80.0	74.7	76.5	74.8	80.0	64.8	75.1	66.6	86.8
DON'T KNOW	0.1	-	-	-	0.2	-	0.5	-	0.1	-	-	0.1	-	0.1	-	0.3	-	0.2	-
Net Diff.	-51.7	-51.8	-61.5	-58.9	-32.5	-40.5	-26.2	-37.6	-49.6	-49.7	-59.9	-49.6	-53.0	-49.6	-59.9	-30.0	-50.2	-33.4	-73.7



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

25. HAVE YOU, OR SOMEONE YOU KNOW, CONSUMED ALCOHOL AS A MEANS OF COPING DUE TO THE COVID-19 PANDEMIC?

	TOTAL] 	AGE CLU		I	GENI	DER	Ri	ACIAL B	ACKGROUN	ID	RAC	IAL ROUND:	RAC:			2TH GRA	
	i	! 	12.1		i			İ				MA		FEM		CHILDI		2110112
		UNDER				MALE	FEMALE	•	•	Africn			AFRICN		AFRICN			THREE/
	 	40 	40 	50 ∣	50 		 	l I	WHITE 	Amer./ Black	-		AMER./ BLACK		AMER./ BLACK	 	l I	MORE
Total	505	111	174	235	51	220	285	305	200	106	65	146	25	159	81	315	154	34
YES	24.1	17.8	22.4	19.3	26.6	28.7	20.6	23.3	25.4	22.4	36.1	28.1	14.4	18.9	24.9	23.7	26.1	15.6
NO	75.8	82.2	77.6	80.7	73.4	71.2	79.4	76.6	74.6	77.6	63.9	71.7	85.6	81.1	75.1	76.3	73.8	84.4
DON'T KNOW	0.1	-	-	-	-	0.1	-	0.1	-	-	-	0.2	-	-	-	-	0.2	-
Net Diff.	-51.7	-64.3	-55.3	-61.4	-46.7	-42.4	-58.8	-53.3	-49.2	-55.2	-27.8	-43.5	-71.1	-62.3	-50.2	-52.6	-47.7	-68.8



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

25. HAVE YOU, OR SOMEONE YOU KNOW, CONSUMED ALCOHOL AS A MEANS OF COPING DUE TO THE COVID-19 PANDEMIC?

	TOTAL	AGES (OF CHILD	REN IN	GRADES	6 THROU		•		CHILDR		•		•	RS OF CE			TALKED ALCOHOL
	ı							MALE	ONLY	FEMALE	ONLY	MALE &	FEMALE	I		I	MIST	USE
		10-14 YEARS	15 YEARS/	•		Seven- teen		-	•	10-14 YEARS	•	10-14 YEARS	•	•	FEMALE ONLY	BOTH MALE &		NO/NOT YET/
			OLDER	i	i	·	Older	i 	OLDER	i	OLDER	i	OLDER	l 		FEMALE		DK/REF
Total	505	343	254	102	78	91	21	137	87	115	100	92	67	205	193	105	423	82
YES	24.1	26.0	18.9	14.0	17.4	19.7	26.6	28.4	22.2	24.9	16.9	24.0	17.7	27.1	21.1	22.7	23.5	27.2
NO	75.8	73.9	81.1	86.0	82.6	80.3	73.4	71.4	77.8	75.1	83.1	76.0	82.3	72.8	78.9	77.3	76.4	72.8
DON'T KNOW	0.1	0.1	-	-	-	-	-	0.2	-	-	-	-	-	0.1	-	-	0.1	-
Net Diff.	-51.7	-47.9	-62.2	-72.1	-65.2	-60.7	-46.8	-43.1	-55.7	-50.3	-66.2	-52.0	-64.7	-45.7	-57.8	-54.7	-52.9	-45.6



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

25. HAVE YOU, OR SOMEONE YOU KNOW, CONSUMED ALCOHOL AS A MEANS OF COPING DUE TO THE COVID-19 PANDEMIC?

	TOTAL 1	HOW OFT	EN DO	YOU I	TALKED	ABOUT	DO Y	OU THIN	K UNDE	RAGE	HOW CC	NCERNEI	ARE YO	THAT U			TE FOR	YOU/A	NOTHER
	•		BOUT AL	·	MISUSE		DRINKI	NG IN C		ry is	YOUR C		WILL D	RINK		HILDREN	-		T CHILD
	M	ISUSE/U	JNDERAGI	E DRNK	FEW MO	NTHS		A PROB	SLEM		l	ALC	OHOL		TRY AL	COHOLIC	DRINK	WITH	ALCOHOL
	101	FTEN S	SOME-	RARELY	YES	NO I	PRO-	Seri-	Minor	NOT	CON-	Very	Slight	NOT	14/	15-17	18/	YES	NO/
	1	ļΊ	TIMES	- 1	- 1	I	BLEM	ous		PROB.	CERNED		-ly	CON-	YOUNG-	ı	OLDER		DON ' T
	1	1	- 1	- 1	- 1	I	I	1		AT ALL	l I		l I	CERNED	ER	I	1		KNOW
Total	505	134	231	59	345	79	455	216	239	50	349	105	243	156	45	54	404	53	452
YES	24.1	39.0	15.9	18.4	27.2	7.3	24.4	31.6	17.9	21.6	28.2	36.8	24.5	15.0	39.3	28.7	22.0	61.4	19.7
NO	75.8	61.0	84.0	81.6	72.7	92.7	75.5	68.4	82.0	78.4	71.7	63.2	75.4	85.0	60.7	71.3	78.0	38.1	80.3
DON'T KNOW	0.1	-	0.1	-	0.1	-	0.1	-	0.1	-	0.1	-	0.1	-	-	-	0.1	0.5	-
Net Diff.	-51.7	-22.0	-68.1	-63.1	-45.4	-85.4	-51.1	-36.7	-64.1	-56.8	-43.5	-26.3	-50.9	-70.0	-21.4	-42.7	-56.0	23.4	-60.6



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

25. HAVE YOU, OR SOMEONE YOU KNOW, CONSUMED ALCOHOL AS A MEANS OF COPING DUE TO THE COVID-19 PANDEMIC?

	TOTAL H 		D ADULTS IN LD DRINK	IS ALCOHOL VI OR HIDDEN IN	HOUSE I	LIQUOR	ALCOHOL CONSUM CHANGED SINCE OF COVID-19 P.	START DRI	INK TO COPE	WORRIED ABO TURNING TO A TO COVID-19	ALCOHOL DUE	CHILD MOOD CHANGE SINCE START OF PAND
	DRI 		•		NONE YES IN THE HOUSE	NO 	INCR- STAYED EASED CONSIS -TENT	EASED		· -	Slight NOT -ly WORR- IED	YES NO
Total	505	400 154	246 105	183 146	176 1	174 331	70 276	158	122 383	104 30	75 401	. 178 327
YES	24.1 2	27.7 36.1	22.5 10.4	30.3 30.6	12.3 31	1.5 20.2	55.8 21.4	15.1 10	0.00 -	55.1 70.1	49.2 16.1	47.3 11.5
NO	75.8 7	2.2 63.9	77.4 89.6	69.7 69.4	87.5 68	8.5 79.7	44.2 78.5	84.9	- 100.0	44.7 29.9	50.5 83.9	52.7 88.4
DON'T KNOW	0.1	0.1 -	0.1 -		0.2	- 0.1	- 0.1	-		0.3 -	0.4	- 0.1
Net Diff.	-51.7 -4	14.5 -27.8	-55.0 -79.2	-39.3 -38.8	-75.2 -36	6.9 -59.4	11.6 -57.1	-69.8 10	00.0 -100.0	10.4 40.1	-1.3 -67.9	-5.4 -76.9



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25. HAVE YOU, OR SOMEONE YOU KNOW, CONSUMED ALCOHOL AS A MEANS OF COPING DUE TO THE COVID-19 PANDEMIC?

	•	ALCOHOL	ENTION SINCE F PAND	STOP UN	DERAGE	CONSE	QUENCE	TH RISKS S ASSOCI GE DRINE	TATED	LEARN		TALK I	T OUT	EVER VI TALK II NC SI	T OUT		ESCRIBE WHERE YO	
	 	YES 	NO 	i	NO/ DON'T KNOW	FAMI- LIAR 	-	-	NOT FAMI- LIAR	İ	NO/ DON'T KNOW	YES 	NO/ DON'T KNOW	İ	DON'T	100K/		S.CITY /TOWN/ RURAL
Total	505	109	396	205	300	477	343	135	28	416	89	175	330	49	126	119	154	233
YES	24.1	51.4	16.7	30.1	20.1	24.6	26.1	20.8	16.0	25.7	16.8	27.1	22.5	52.8	17.1	42.8	22.0	16.0
NO	75.8	48.6	83.3	69.9	79.8	75.3	73.9	79.0	84.0	74.3	82.9	72.9	77.4	47.2	82.9	57.2	78.0	83.9
DON'T KNOW	0.1	-	0.1	-	0.1	0.1	-	0.2	-	-	0.3	-	0.1	-	-	-	-	0.1
Net Diff.	-51.7	2.9	-66.6	-39.9	-59.8	-50.7	-47.8	-58.2	-68.1	-48.6	-66.1	-45.7	-54.8	5.6	-65.8	-14.3	-55.9	-67.9



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

25. HAVE YOU, OR SOMEONE YOU KNOW, CONSUMED ALCOHOL AS A MEANS OF COPING DUE TO THE COVID-19 PANDEMIC?

	TOTAL	 		ANNUAL	INCOME			1		INCOME	CLUSTER	s		EDUC	ATION	EDUC	ATION:	EDUC	ATION:
		l I						İ						İ			JE	FEME	TLE
			\$20K- \$40K 		\$60K- \$100K 			UNDER \$40K 	•	UNDER \$60K 	•	UNDER \$100K 	-		COLLGE GRAD./ POST		COLLGE GRAD./ POST		COLLGE GRAD./ POST
Total	505	45	93	96	131	94	45	139	366	234	271	365	140	308	197	113	107	195	90
YES	24.1	24.8	24.3	22.8	20.1	27.1	31.2	24.5	24.0	23.8	24.4	22.5	28.5	19.3	31.8	19.7	38.3	19.0	24.0
NO	75.8	75.2	75.7	77.2	79.7	72.9	68.8	75.5	75.9	76.2	75.5	77.4	71.5	80.6	68.2	80.1	61.7	81.0	76.0
DON'T KNOW	0.1	-	-	-	0.2	-	-	-	0.1	-	0.1	0.1	-	0.1	-	0.2	-	-	-
Net Diff.	-51.7	-50.4	-51.4	-54.3	-59.6	-45.7	-37.6	-51.0	-51.9	-52 4	-51.1	-55.0	-43.1	-61.4	-36.5	-60.4	-23.4	-62.0	-51.9



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

25. HAVE YOU, OR SOMEONE YOU KNOW, CONSUMED ALCOHOL AS A MEANS OF COPING DUE TO THE COVID-19 PANDEMIC?

	TOTAL 	М	ARITAL	STATUS	 	MARI STAT MAL	us: i	MARI STAT FEMA	US:
	 	SINGLE 	IED	SEPA- RATED/ DIVRCE	ED	SINGLE 	MARR- IED 		MARR- IED
Total	505	120	314	63	8	33	163	88	152
YES	24.1	24.0	25.1	21.5	9.9	19.7	31.5	25.6	18.2
NO	75.8	76.0	74.9	78.5	86.6	80.3	68.5	74.4	81.8
DON'T KNOW	0.1	-	-	-	3.5	-	-	-	-
Net Diff.	-51.7	-52.0	-49.9	-57.0	-76.7	-60.6	-37.1	-48.8	-63.6

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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

26. WERE YOU OR ARE YOU WORRIED ABOUT YOUR CHILD TURNING TO ALCOHOL DUE TO THE COVID-19 PANDEMIC?

	TOTAL 				AREA				 	AGE		 	AGE CL	USTERS		 		USTERS: LE	
	i	RAL- EIGH DMA	LOTTE	GREENS -BORO DMA	-	Wilmin -gton DMA		West DMAs 	UNDER 40 	-	•	UNDER 40 	-	UNDER 50 	OVER 50 	-	OVER 40 	•	OVER 50
Total	505	163	145	88	109	21	54	34	195	210	100	195	310	405	100	84	135	170	49
WORRIED	20.7	19.7	18.8	21.7	23.7	11.7	26.6	26.7	29.2	13.1	20.0	29.2	15.3	20.9	20.0	44.9	16.8	29.2	22.0
Very	5.9	4.9	4.9	9.7	5.5	0.9	7.2	5.7	10.7	2.1	4.3	10.7	2.8	6.2	4.3	19.2	4.1	11.4	4.5
Slightly	14.8	14.8	14.0	12.0	18.2	10.8	19.4	21.0	18.5	10.9	15.7	18.5	12.5	14.6	15.7	25.7	12.8	17.8	17.5
NOT WORRIED AT ALL	79.3	80.3	81.2	78.3	76.3	88.3	73.4	73.3	70.8	86.9	80.0	70.8	84.7	79.1	80.0	55.1	83.2	70.8	78.0
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	_	-
Net Diff.	-58.6	-60.5	-62.3	-56.5	-52.5	-76.5	-46.8	-46.6	-41.6	-73.9	-60.0	-41.6	-69.4	-58.3	-60.0	-10.2	-66.3	-41.6	-56.0

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26. WERE YOU OR ARE YOU WORRIED ABOUT YOUR CHILD TURNING TO ALCOHOL DUE TO THE COVID-19 PANDEMIC?

	TOTAL	l	AGE CL	USTERS:		GEN	DER	R	ACIAL B	ACKGROUI	ND	RAC	IAL	RAC	IAL	6-1	L2TH GRA	DE
		l	FEM	ALE		I						BACKG	ROUND:	BACKG	ROUND:	CHILDE	REN HOUS	EHOLD
		l				I						j MA	LE	FEM	ALE			
		UNDER	OVER	UNDER	OVER	MALE	FEMALE	WHITE	NON-	Africn	His-	WHITE	AFRICN	WHITE	AFRICN	ONE	TWO	THREE/
		40	40	50	50	I	1		WHITE	Amer./	panic/	I	AMER./		AMER./	1		MORE
		l	l	I	I	I	1		I	Black	Latino	I	BLACK		BLACK	1	. I	
Total	505	111	174	235	51	220	285	305	200	106	65	146	25	159	81	315	154	34
WORRIED	20.7	17.4	14.1	14.8	18.1	27.6	15.4	17.0	26.3	19.7	37.2	23.5	19.1	11.1	20.0	18.4	26.3	18.0
Very	5.9	4.2	1.9	2.5	4.1	9.8	2.8	4.9	7.3	5.3	9.0	8.3	4.8	1.9	5.5	5.1	5.8	13.3
Slightly	14.8	13.1	12.3	12.3	14.0	17.7	12.6	12.1	19.0	14.4	28.2	15.2	14.2	9.2	14.5	13.2	20.5	4.7
NOT WORRIED AT ALL	79.3	82.6	85.9	85.2	81.9	72.4	84.6	83.0	73.7	80.3	62.8	76.5	80.9	88.9	80.0	81.6	73.7	82.0
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-58.6	-65.2	-71.8	-70.4	-63.8	-44.9	-69.2	-65.9	-47.5	-60.5	-25.6	-52.9	-61.9	-77.9	-60.1	-63.2	-47.4	-64.0



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

26. WERE YOU OR ARE YOU WORRIED ABOUT YOUR CHILD TURNING TO ALCOHOL DUE TO THE COVID-19 PANDEMIC?

	TOTAL	AGES (OF CHILD	REN IN	GRADES	6 THRO	UGH 12	CHILDR	EN AGES	CHILDR	EN AGES	CHILDR	EN AGES	GENDE	RS OF C	HILDREN	EVER ?	PALKED
	I							GRADES	6-12:	GRADES	6-12:	GRADES	6-12:	IN	GRADES	6-12	ABOUT A	ALCOHOL
	I							MALE	ONLY	FEMALE	ONLY	MALE &	FEMALE	1		I	MIST	JSE
	I	10-14	15	Fif-	Six-	Seven-	18	10-14	15	10-14	15	10-14	15	MALE	FEMALE	BOTH	YES	NO/NOT
		YEARS	YEARS/	teen	teen	teen	Years/	YEARS	YEARS/	YEARS	YEARS/	YEARS	YEARS/	ONLY	ONLY	MALE &		YET/
			OLDER		I	I	Older	I	OLDER	l	OLDER	I	OLDER	1	1	FEMALE		DK/REF
m	505	242	054	100	70	01	01	100	0.7	115	100	00	67	205	100	105	400	00
Total	505	343	254	102	78	91	21	137	87	115	100	92	67	205	193	105	423	82
WORRIED	20.7	24.2	17.2	14.1	18.7	12.4	17.9	23.1	9.8	22.6	24.1	27.8	16.5	18.9	20.7	24.5	20.3	22.9
Very	5.9	8.3	2.1	1.0	-	3.6	5.5	7.7	0.9	8.5	1.4	9.1	4.8	5.5	5.1	7.9	5.8	6.2
Slightly	1/ 0	15 0	15.1	12 2	10 7		12.4	15 /		14 1	22 0	10 7	11 7	12 /	15 5	16.6	14 5	16 7
Slightly	14.0	13.6	13.1	13.2	10.7	0.0	12.4	13.4	0.9	14.1	22.0	10.7	11.7	13.4	13.3	10.0	14.5	10.7
NOT WORRIED AT ALL	79.3	75.8	82.8	85.9	81.3	87.6	82.1	76.9	90.2	77.4	75.9	72.2	83.5	81.1	79.3	75.5	79.7	77.1
DOM I MANON																		
DON'T KNOW	-	_	-	_	_	_	-	_	_	_	_	_	_	_	-	_	-	-
Net Diff.	-58.6	-51.6	-65.6	-71.7	-62.7	-75.3	-64.1	-53.8	-80.3	-54.8	-51.8	-44.4	-66.9	-62.1	-58.7	-51.0	-59.5	-54.2



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

26. WERE YOU OR ARE YOU WORRIED ABOUT YOUR CHILD TURNING TO ALCOHOL DUE TO THE COVID-19 PANDEMIC?

	TOTAL		FTEN DO	YOU		ABOUT	•	YOU THIN					D ARE YO		-	PROPRI			NOTHER T CHILD
	i			GE DRNK			DRINK	A PROE		11 15	1		OHOL	JILIUI.		COHOLI			ALCOHOL
	ı		-	RARELY	YES		•	Seri-		-	CON-	_	Slight		14/			•	NO/
	l I		TIMES 	 	 		BLEM 	ous		PROB. AT ALL	CERNED	 		CON- CERNED	YOUNG- ER		OLDER 	 	DON'T KNOW
Total	505	134	231	59	345	79	455	216	239	50	349	105	243	156	45	54	404	53	452
WORRIED	20.7	32.3	17.5	3.7	23.3	7.0	21.3	30.5	13.0	15.4	28.0	48.5	19.2	4.3	31.9	26.1	18.8	55.4	16.6
Very	5.9	11.2	4.1	-	7.1	0.2	5.9	10.8	1.4	5.9	7.6	18.8	2.7	2.1	16.9	6.1	4.6	25.7	3.5
Slightly	14.8	21.0	13.4	3.7	16.2	6.8	15.4	19.6	11.6	9.5	20.5	29.7	16.5	2.2	14.9	20.0	14.2	29.7	13.1
NOT WORRIED AT ALL	79.3	67.7	82.5	96.3	76.7	93.0	78.7	69.5	87.0	84.6	72.0	51.5	80.8	95.7	68.1	73.9	81.2	44.6	83.4
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-58.6	-35.5	-65.0	-92.7	-53.4	-86.0	-57.5	-39.1	-74.1	-69.2	-43.9	-3.0	-61.7	-91.4	-36.3	-47.8	-62.4	10.8	-66.8



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

26. WERE YOU OR ARE YOU WORRIED ABOUT YOUR CHILD TURNING TO ALCOHOL DUE TO THE COVID-19 PANDEMIC?

	TOTAL 		OFTEN DO			IS ALC			LOCK LIQU CABI	OR	CHANGE	L CONSUM D SINCE ID-19 PA	START	DRINK 1	O COPE	TURN	ING TO	OUT CHI ALCOHOL 9 PANDE	DUE	CHILD N CHANGE START (SINCE
	 			Not Regul- arly		VISI- BLE 	i	NONE IN THE HOUSE	YES 		•	STAYED CONSIS -TENT		YES 		WORR- IED 	Very 		NOT WORR- IED	YES	NO
Total	505	400	154	246	105	183	146	176	174	331	70	276	158	122	383	104	30	75	401	178	327
WORRIED	20.7	21.5	30.0	16.2	17.4	20.5	31.8	11.6	37.6	11.8	40.7	20.2	12.9	47.2	12.2	100.0	100.0	100.0	-	36.1	12.3
Very	5.9	5.8	10.4	2.8	6.2	9.8	4.2	3.2	12.5	2.4	18.6	4.7	2.2	17.0	2.3	28.3	100.0	-	-	13.8	1.6
Slightly	14.8	15.8	19.6	13.4	11.2	10.8	27.6	8.5	25.1	9.4	22.1	15.4	10.7	30.2	9.9	71.7	-	100.0	-	22.3	10.8
NOT WORRIED AT ALL	79.3	78.5	70.0	83.8	82.6	79.5	68.2	88.4	62.4	88.2	59.3	79.8	87.1	52.8	87.8	-	-	-	100.0	63.9	87.7
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-58.6	-56.9	-39.9	-67.6	-65.2	-58.9	-36.3	-76.8	-24.8	-76.4	-18.6	-59.7	-74.2	-5.6	-75.6	100.0	100.0	100.0	-100.0	-27.9	-75.4



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

26. WERE YOU OR ARE YOU WORRIED ABOUT YOUR CHILD TURNING TO ALCOHOL DUE TO THE COVID-19 PANDEMIC?

	TOTAL	CHILD M	MENTION	S/R/H	ADS	FAMI	LIAR WI	TH RISKS	OR	KNOW W	HERE TO	EVER H	EARD OF	EVER V	ISITED	BEST I	DESCRIBE	ES THE
	I	ALCOHOL	SINCE	STOP UN	NDERAGE	CONSI	EQUENCE	S ASSOCI	ATED	LEARN I	RISKS/	TALK I	T OUT	TALK I	T OUT	AREA V	WHERE YO	OU LIVE
	I	START C	F PAND	DRINE	KING	WITH	UNDERA	GE DRINE	KING	CONSEQU	JENCES	l N	С	NC S	ITES			
	ı	YES	NO I	YES	NO/	FAMI-	Verv	Slight	NOT	YES	NO/	YES	INO/	YES	NO/	CITY	SUBURB	S.CITY
	i	i			DON'T	•	-	_	FAMI-		DON'T	•	DON'T		I DON'T			/TOWN/
	i	i	i		KNOW	, I	I	_	LIAR		KNOW	•	KNOW	•	•			RURAL
		·										·	·	·	·			
-																		
Total	505	109	396	205	300	477	343	135	28	416	89	175	330	49	126	119	154	233
WORRIED	20.7	43.0	14.6	28.1	15.6	21.1	19.1	26.2	13.4	21.2	18.4	24.5	18.6	51.0	14.2	36.6	17.7	14.5
Very	5.9	16.4	3.0	9.6	3.3	6.2	7.0	4.1	-	5.9	5.6	8.6	4.4	23.4	2.8	15.2	1.5	4.0
Slightly	14.8	26.6	11.6	18.5	12.3	14.9	12.1	22.1	13.4	15.3	12.7	16.0	14.2	27.7	11.4	21.4	16.2	10.5
NOT WORRIED AT ALL	79.3	57.0	85.4	71.9	84.4	78.9	80.9	73.8	86.6	78.8	81.6	75.5	81.4	49.0	85.8	63.4	82.3	85.5
DON'T KNOW	_	_	_	_	_	_	_	_	_	_	_	_	_	_	_	_	_	_
Net Diff.	-58.6	-14.1	-70.8	-43.8	-68.8	-57.8	-61.7	-47.7	-73.1	-57.6	-63.2	-50.9	-62.7	2.0	-71.6	-26.8	-64.6	-70.9



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

26. WERE YOU OR ARE YOU WORRIED ABOUT YOUR CHILD TURNING TO ALCOHOL DUE TO THE COVID-19 PANDEMIC?

	TOTAL 			ANNUAL	INCOME			 		INCOME	CLUSTER	s		EDUC	ATION	EDUCA MAI 	ATION:	EDUCA FEMA	ATION: ALE
			\$20K- \$40K				OVER \$150K 	-	OVER \$40K 	•	OVER \$60K 	UNDER \$100K 	\$100K	THAN	COLLGE GRAD./ POST	THAN	COLLGE GRAD./ POST		COLLGE GRAD./ POST
Total	505	45	93	96	131	94	45	139	366	234	271	365	140	308	197	113	107	195	90
WORRIED	20.7	7.2	21.9	26.7	19.9	20.5	21.5	17.1	22.0	21.0	20.4	20.6	20.8	18.1	24.8	20.3	35.3	16.8	12.3
Very	5.9	1.6	6.5	4.7	5.0	6.0	13.4	4.9	6.2	4.8	6.8	4.9	8.4	4.9	7.4	6.4	13.5	4.0	0.2
Slightly	14.8	5.6	15.4	22.0	14.9	14.5	8.1	12.2	15.8	16.2	13.6	15.7	12.4	13.2	17.3	13.9	21.8	12.9	12.1
NOT WORRIED AT ALL	79.3	92.8	78.1	73.3	80.1	79.5	78.5	82.9	78.0	79.0	79.6	79.4	79.2	81.9	75.2	79.7	64.7	83.2	87.7
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-58.6	-85.6	-56.1	-46.7	-60.2	-58.9	-57.1	-65.7	-55.9	-57.9	-59.2	-58.7	-58.3	-63.8	-50.5	-59.4	-29.4	-66.3	-75.4



NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

26. WERE YOU OR ARE YOU WORRIED ABOUT YOUR CHILD TURNING TO ALCOHOL DUE TO THE COVID-19 PANDEMIC?

BANNER 8

	TOTAL 	M	IARITAL	STATUS		MARI STAT MAL	ໝs: i	MARI STAT FEMA	US:
	I	SINGLE		•		SINGLE	MARR-	SINGLE	MARR-
	1	I		RATED/		I	IED	!	IED
	'	'				'	'	'	
Total	505	120	314	63	8	33	163	88	152
WORRIED	20.7	18.0	21.2	23.2	22.2	14.8	31.4	19.2	10.2
Very	5.9	3.6	7.2	3.1	9.9	2.2	12.0	4.1	2.0
Slightly	14.8	14.4	14.0	20.1	12.3	12.5	19.5	15.1	8.1
NOT WORRIED AT ALL	79.3	82.0	78.8	76.8	77.8	85.2	68.6	80.8	89.8
DON'T KNOW	-	-	-	-	-	-	-	-	-
Net Diff.	-58.6	-64.0	-57.7	-53.5	-55.5	-70.4	-37.1	-61.6	-79.6

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

27. HAVE YOU NOTICED ANY MOOD OR BEHAVIORAL CHANGES FROM YOUR CHILD SINCE THE START OF THE COVID-19 PANDEMIC?

	TOTAL 				AREA				 	AGE		 	AGE CL	USTERS		 		LUSTERS:	
	ļ E	EIGH	LOTTE	•		Wilmin -gton DMA		-	UNDER 40 	-	-	UNDER 40 		UNDER 50 	-	UNDER 40 		UNDER 50 	OVER 50
Total	505	163	145	88	109	21	54	34	195	210	100	195	310	405	100	84	135	5 170	49
YES	35.3	36.6	26.9	33.2	46.1	43.6	36.9	62.1	38.5	33.4	32.9	38.5	33.2	35.9	32.9	44.3	27.2	37.8	19.8
NO	64.7	63.4	73.1	66.8	53.9	56.4	63.1	37.9	61.5	66.6	67.1	61.5	66.8	64.1	67.1	55.7	72.8	62.2	80.2
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		-
Net Diff.	-29.5	-26.7	-46.2	-33.5	-7.9	-12.7	-26.2	24.2	-23.0	-33.3	-34.2	-23.0	-33.6	-28.3	-34.2	-11.4	-45.5	-24.4	-60.4



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

27. HAVE YOU NOTICED ANY MOOD OR BEHAVIORAL CHANGES FROM YOUR CHILD SINCE THE START OF THE COVID-19 PANDEMIC?

	TOTAL		AGE CLU FEMA		 	GENE	DER	l Ri	ACIAL B	ACKGROU	ND	•	IAL ROUND:	RAC BACKG	IAL ROUND:		2TH GRA	
	ı				ı		I	l				MA	LE	FEM	ALE			
		UNDER 40			OVER	MALE	FEMALE	-	•	Africn Amer./	His- panic/	•	AFRICN AMER./		AFRICN AMER./	ONE		THREE/ MORE
		i	i		i i	i	i	l 	i 	Black	Latino	i 	BLACK		BLACK	i	j	l
Total	505	111	174	235	51	220	285	305	200	106	65	146	25	159	81	315	154	34
YES	35.3	34.2	37.8	34.4	45.5	33.8	36.4	33.6	37.8	33.0	45.7	28.5	21.7	38.3	36.5	32.4	43.2	28.3
NO	64.7	65.8	62.2	65.6	54.5	66.2	63.6	66.4	62.2	67.0	54.3	71.5	78.3	61.7	63.5	67.6	56.8	71.7
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-29.5	-31.7	-24.3	-31.1	-9.0	-32.5	-27.2	-32.8	-24.4	-33.9	-8.7	-43.1	-56.5	-23.4	-26.9	-35.2	-13.7	-43.5



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

27. HAVE YOU NOTICED ANY MOOD OR BEHAVIORAL CHANGES FROM YOUR CHILD SINCE THE START OF THE COVID-19 PANDEMIC?

	TOTAL A	GES OF	CHILDREN I	N GRADES	6 THROU		GRADES	6-12:	GRADES	6-12:	GRADES	6-12:	ING	RS OF CH GRADES 6		ABOUT A	ALCOHOL
	•		ARS/ teen	-		Years/		15 YEARS/	YEARS	15 YEARS/	10-14 YEARS	YEARS/	MALE		MALE &	i	NO/NOT YET/
			DER 	-'		Older		OLDER		OLDER		OLDER			FEMALE		DK/REF
Total	505	343	254 10	2 78	91	21	137	87	115	100	92	67	205	193	105	423	82
YES	35.3	35.4	37.6 30.	5 45.5	34.8	56.6	33.0	31.8	35.9	42.9	38.5	37.2	33.1	36.5	37.7	36.6	28.2
NO	64.7	64.6	62.4 69.	5 54.5	65.2	43.4	67.0	68.2	64.1	57.1	61.5	62.8	66.9	63.5	62.3	63.4	71.8
DON'T KNOW	-	-	-		-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-29.5 -	29.1 -	24.8 -38.	9 -9.1	-30.5	13.1	-34.0	-36.3	-28.3	-14.2	-23.0	-25.5	-33.7	-27.0	-24.6	-26.8	-43.6



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

27. HAVE YOU NOTICED ANY MOOD OR BEHAVIORAL CHANGES FROM YOUR CHILD SINCE THE START OF THE COVID-19 PANDEMIC?

	TOTAL		TEN DO		TALKED	ABOUT		OU THIN					ARE YOU WILL I		•	PROPRIA			NOTHER T CHILD
	į:			E DRNK			DIVINIC	A PROB		11 10		ALC		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,					ALCOHOL
	19	OFTEN	SOME-	RARELY	YES	NO	PRO-	Seri-	Minor	NOT	CON-	Very	Slight	NOT	14/	15-17	18/	YES	NO/
	I	ļ	TIMES	I I	I	l I	BLEM	ous		PROB. AT ALL		 		CON- CERNED	YOUNG-		OLDER	•	DON'T
							·				· 	· 	·						
Total	505	134	231	59	345	79	455	216	239	50	349	105	243	156	45	54	404	53	452
YES	35.3	51.2	32.0	21.5	41.2	16.7	36.5	46.3	27.7	23.9	41.5	48.6	38.4	21.4	41.8	45.7	33.3	68.9	31.3
NO	64.7	48.8	68.0	78.5	58.8	83.3	63.5	53.7	72.3	76.1	58.5	51.4	61.6	78.6	58.2	54.3	66.7	31.1	68.7
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-29.5	2.3	-35.9	-56.9	-17.6	-66.6	-27.0	-7.4	-44.7	-52.2	-17.1	-2.8	-23.3	-57.1	-16.4	-8.5	-33.4	37.9	-37.5



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

27. HAVE YOU NOTICED ANY MOOD OR BEHAVIORAL CHANGES FROM YOUR CHILD SINCE THE START OF THE COVID-19 PANDEMIC?

	TOTAL 		FTEN DO OUSEHOL			IS ALC			LOCK LIQU CABI	IOR	CHANGE	L CONSUM D SINCE ID-19 PA	START	DRINK T	O COPE	TURN:	ING TO	OUT CHII ALCOHOL 9 PANDEM	DUE		MOOD SINCE OF PAND
	I 			Not Regul- arly		VISI- BLE 	i	NONE IN THE HOUSE	YES 	no		STAYED CONSIS -TENT		YES		WORR- IED 	Very 		NOT WORR- IED	YES 	NO
Total	505	400	154	246	105	183	146	176	174	331	70	276	158	122	383	104	30	75	401	178	327
YES	35.3	38.0	47.7	31.9	24.8	38.3	44.0	24.9	40.6	32.5	50.6	32.7	33.2	69.1	24.5	61.5	82.9	53.0	28.4	100.0	-
NO	64.7	62.0	52.3	68.1	75.2	61.7	56.0	75.1	59.4	67.5	49.4	67.3	66.8	30.9	75.5	38.5	17.1	47.0	71.6	-	100.0
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-29.5	-24.0	-4.5	-36.2	-50.5	-23.4	-12.1	-50.1	-18.8	-35.1	1.2	-34.6	-33.6	38.3	-51.0	22.9	65.7	6.0	-43.1	100.0	-100.0



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

27. HAVE YOU NOTICED ANY MOOD OR BEHAVIORAL CHANGES FROM YOUR CHILD SINCE THE START OF THE COVID-19 PANDEMIC?

	i	CHILD M ALCOHOL START C	SINCE	STOP UN	DERAGE	CONSE	QUENCE	TH RISKS S ASSOC: GE DRINI	IATED	•	RISKS/	TALK I	T OUT	EVER V TALK I NC S		•	DESCRIB	ES THE OU LIVE
	 	YES 	NO 	i	NO/ DON'T KNOW	FAMI- LIAR 	-		NOT FAMI- LIAR	İ	NO/ DON'T KNOW	•	NO/ DON'T KNOW	YES 	DON ' T	100K/	OF	S.CITY /TOWN/ RURAL
Total	505	109	396	205	300	477	343	135	28	416	89	175	330	49	126	119	154	233
YES	35.3	55.7	29.7	42.9	30.0	35.9	35.5	37.2	23.6	36.3	30.4	40.3	32.6	58.9	33.0	47.5	30.9	31.9
NO	64.7	44.3	70.3	57.1	70.0	64.1	64.5	62.8	76.4	63.7	69.6	59.7	67.4	41.1	67.0	52.5	69.1	68.1
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-29.5	11.4	-40.6	-14.1	-40.0	-28.1	-29.1	-25.6	-52.9	-27.4	-39.1	-19.5	-34.8	17.8	-34.0	-5.0	-38.1	-36.2



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

27. HAVE YOU NOTICED ANY MOOD OR BEHAVIORAL CHANGES FROM YOUR CHILD SINCE THE START OF THE COVID-19 PANDEMIC?

	TOTAL		ANNUAL	INCOME		!			INCOME	CLUSTER	s		EDUC	ATION		TION:		ATION:
							 						I I		MAI 	Æ I	FEMA	ALE
	UNDE \$20K	R \$20K- \$40K			\$100K- \$150K	-	UNDER \$40K	•	UNDER \$60K	-	UNDER	•		COLLGE		COLLGE GRAD . /		COLLGE GRAD./
	 	_ 	l	I	I	ا 		l 	I 	I	I 	l 	COLLGE	POST	COLLGE	POST	COLLGE	POST
Total	505	45 93	96	131	94	45	139	366	234	271	365	140	308	197	113	107	195	90
YES	35.3 24	.9 41.9	27.3	32.5	44.6	37.4	36.4	34.8	32.7	37.5	32.6	42.2	30.3	43.0	24.0	44.1	34.0	41.6
NO	64.7 75	.1 58.1	72.7	67.5	55.4	62.6	63.6	65.2	67.3	62.5	67.4	57.8	69.7	57.0	76.0	55.9	66.0	58.4
DON'T KNOW	-		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-29.5 -50	.2 -16.2	-45.3	-35.0	-10.9	-25.1	-27.3	-30.3	-34.7	-25.0	-34.8	-15.5	-39.3	-14.0	-52.0	-11.7	-32.0	-16.8



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

27. HAVE YOU NOTICED ANY MOOD OR BEHAVIORAL CHANGES FROM YOUR CHILD SINCE THE START OF THE COVID-19 PANDEMIC?

	TOTAL 	M	IARITAL	STATUS	 	MARI STAT MAL	ซร: i	MARI STAT FEMA	US:
	 	-	IED	SEPA- RATED/ DIVRCE		•	MARR- IED		MARR- IED
Total	505	120	314	63	8	33	163	88	152
YES	35.3	32.0	36.7	30.5	65.1	18.0	36.8	37.2	36.6
NO	64.7	68.0	63.3	69.5	34.9	82.0	63.2	62.8	63.4
DON'T KNOW	-	-	-	-	-	-	-	-	-
Net Diff.	-29.5	-35.9	-26.6	-39.0	30.3	-64.0	-26.4	-25.5	-26.7



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

28. HAS YOUR CHILD EVER MENTIONED THE TOPIC OF ALCOHOL SINCE THE START OF THE COVID-19 PANDEMIC?

	TOTAL 				AREA				 	AGE		 	AGE CL	USTERS		 	AGE CL MA	USTERS: LE	
	i	EIGH	LOTTE	GREENS -BORO DMA		Wilmin -gton DMA		•	UNDER 40 	40-49 	•	UNDER 40 	•	UNDER 50 	OVER 50 	UNDER 40 	OVER 40 	UNDER 50 	OVER 50
Total	505	163	145	88	109	21	54	34	195	210	100	195	310	405	100	84	135	170	49
YES	21.5	22.7	21.5	16.5	23.7	9.9	28.0	25.5	19.0	22.9	23.3	19.0	23.0	21.0	23.3	24.9	24.6	25.0	23.9
NO	78.5	77.1	78.5	83.5	76.3	90.1	72.0	74.5	80.8	77.1	76.7	80.8	77.0	78.9	76.7	74.7	75.4	74.8	76.1
DON'T KNOW	0.1	0.2	-	-	-	-	-	-	0.2	-	-	0.2	-	0.1	-	0.4	-	0.2	-
Net Diff.	-57.0	-54.5	-56.9	-67.0	-52.7	-80.2	-44.1	-48.9	-61.8	-54.2	-53.4	-61.8	-53.9	-57.9	-53.4	-49.8	-50.8	-49.8	-52.3



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

28. HAS YOUR CHILD EVER MENTIONED THE TOPIC OF ALCOHOL SINCE THE START OF THE COVID-19 PANDEMIC?

	TOTAL		AGE CLU		 	GENI	DER	l Ri	ACIAL B	ACKGROU	ND	•	IAL ROUND:	RAC BACKG	IAL ROUND:		2TH GR	
	1							l 				MA		FEM	·			,
		UNDER 40			OVER	MALE	FEMALE 	-	WHITE	Africn Amer./ Black	panic/	İ	AFRICN AMER./ BLACK	ĺ	AFRICN AMER./ BLACK	ONE		THREE/ MORE
	'											'				'		
Total	505	111	174	235	51	220	285	305	200	106	65	146	25	159	81	315	154	34
YES	21.5	14.5	21.8	18.2	22.8	24.7	19.0	19.9	23.9	23.5	29.1	23.6	18.1	16.5	25.1	16.4	27.1	45.2
NO	78.5	85.5	78.2	81.8	77.2	75.1	81.0	80.1	75.9	76.2	70.9	76.4	80.7	83.5	74.9	83.6	72.7	54.8
DON'T KNOW	0.1	-	-	-	-	0.1	-	-	**-				1.5	-		-	0.2	-
Net Diff.	-57.0	-70.9	-56.3	-63.7	-54.4	-50.4	-62.0	-60.2	-52.0	-52.8	-41.8	-52.7	-62.6	-67.1	-49.7	-67.3	-45.7	-9.6



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

28. HAS YOUR CHILD EVER MENTIONED THE TOPIC OF ALCOHOL SINCE THE START OF THE COVID-19 PANDEMIC?

	TOTAL	AGES O	F CHILD	REN IN	GRADES	6 THROU		-				•	EN AGES		RS OF CH GRADES 6	•	EVER TABOUT A	TALKED ALCOHOL
	ı							MALE		FEMALE			FEMALE			ı	MISU	
	•		YEARS/	•			Years/	YEARS		YEARS	YEARS/	•	YEARS/	ONLY		MALE &	Ĭ	NO/NOT YET/
		·'	OLDER	ا 		I	Older	l 	OLDER	l 	OLDER		OLDER		 	FEMALE		DK/REF
Total	505	343	254	102	78	91	21	137	87	115	100	92	67	205	193	105	423	82
YES	21.5	22.3	26.6	22.8	35.3	23.2	29.3	15.7	19.9	23.7	24.6	30.2	38.4	17.3	21.8	29.4	24.3	7.1
NO	78.5	77.6	73.4	77.2	64.7	76.8	70.7	84.3	80.1	76.3	75.4	69.5	61.6	82.7	78.2	70.3	75.7	92.5
DON'T KNOW	0.1	0.1	-	-	-	-	-	-	-	-	-	0.3	-	-	-	0.3	-	0.4
Net Diff.	-57.0	-55.3	-46.7	-54.5	-29.3	-53.5	-41.4	-68.5	-60.2	-52.5	-50.8	-39.2	-23.2	-65.3	-56.5	-40.8	-51.5	-85.4



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

28. HAS YOUR CHILD EVER MENTIONED THE TOPIC OF ALCOHOL SINCE THE START OF THE COVID-19 PANDEMIC?

	TOTAL	TALK 2	FTEN DO ABOUT AI	COHOL	MISUSE			OU THIN	COMMUNI			CHILDRE	D ARE YON WILL I		YOUR C	PROPRIA CHILDREN	то і	CAUGHT	NOTHER I CHILD
	ı	MISUSE	/UNDERAG	E DRNK	FEW MC	NTHS		A PROE	BLEM		ı	ALC	OHOL	ı	TRY AL	COHOLIC	DRINK	WITH A	ALCOHOL
	Į.		SOME-	RARELY	YES			Seri-		-	•	_	Slight			15-17			NO/
			TIMES 		l	 	BLEM	ous		PROB. AT ALL	CERNED			CON-	YOUNG- ER	!	OLDER		DON ' T KNOW
Total	505	134	231	59	345	79	455	216	239	50	349	105	243	156	45	54	404	53	452
YES	21.5	35.0	21.6	10.5	28.3	6.5	23.2	27.3	19.5	5.5	26.6	40.2	20.7	10.1	39.7	23.3	19.3	63.5	16.5
NO	78.5	65.0	78.4	89.5	71.7	93.5	76.8	72.7	80.5	93.9	73.4	59.8	79.3	89.7	60.3	76.7	80.6	36.5	83.4
DON'T KNOW	0.1	-	-	-	-	-	-	-	-	0.6	-	-	-	0.2	-	-	0.1	-	0.1
Net Diff.	-57.0	-30.1	-56.9	-79.1	-43.4	-87.0	-53.5	-45.3	-60.9	-88.4	-46.8	-19.7	-58.6	-79.6	-20.6	-53.3	-61.3	26.9	-66.9



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

28. HAS YOUR CHILD EVER MENTIONED THE TOPIC OF ALCOHOL SINCE THE START OF THE COVID-19 PANDEMIC?

	TOTAL 		FTEN DO OUSEHOL			IS ALC			LOCK LIQU CABI	OR	CHANGE	CONSUM SINCE D-19 PA	START	DRINK T	O COPE	TURN	ING TO F	OUT CHIL ALCOHOL PANDEM	DUE	CHILD N CHANGE START O	SINCE
	ום ן 	•		Not Regul- arly	•	VISI- BLE	i	NONE IN THE HOUSE	YES 		•	STAYED CONSIS -TENT		YES		WORR- IED	•	-	NOT WORR- IED	YES	NO
Total	505	400	154	246	105	183	146	176	174	331	70	276	158	122	383	104	30	75	401	178	327
YES	21.5	22.1	29.5	17.4	19.2	21.2	28.1	16.4	24.7	19.8	35.2	20.2	17.8	45.8	13.8	44.6	60.1	38.5	15.5	33.9	14.7
NO	78.5	77.9	70.5	82.6	80.5	78.8	71.9	83.5	75.3	80.1	64.8	79.8	82.1	54.2	86.2	55.4	39.9	61.5	84.5	66.1	85.2
DON'T KNOW	0.1	-	-	-	0.3	-	-	0.2	-	0.1	-	-	0.2	-	0.1	-	-	-	0.1	-	0.1
Net Diff.	-57.0	-55.9	-40.9	-65.2	-61.2	-57.7	-43.8	-67.1	-50.6	-60.3	-29.7	-59.5	-64.3	-8.4	-72.4	-10.7	20.3	-23.0	-69.0	-32.1	-70.5



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

28. HAS YOUR CHILD EVER MENTIONED THE TOPIC OF ALCOHOL SINCE THE START OF THE COVID-19 PANDEMIC?

	j	ALCOHO	MENTION L SINCE OF PAND	STOP UN	IDERAGE	CONSE	EQUENCE	TH RISKS S ASSOCI GE DRINE	ATED	LEARN	HERE TO RISKS/ UENCES	TALK I		EVER V TALK I NC S	T OUT		DESCRIBE WHERE YO	
		YES	NO	i	NO/ DON'T KNOW	FAMI- LIAR	-	-	NOT FAMI- LIAR	•	NO/ DON'T KNOW	YES 	NO/ DON'T KNOW	YES 	DON'T	100K/		S.CITY /TOWN/ RURAL
Total	505	109	396	205	300	477	343	135	28	416	89	175	330	49	126	119	154	233
YES	21.5	100.0	-	25.7	18.6	22.6	24.0	19.0	2.3	23.2	13.7	25.7	19.2	52.8	15.2	35.6	20.8	14.8
NO	78.5	-	100.0	74.3	81.3	77.4	76.0	81.0	96.6	76.8	86.0	74.1	80.8	47.2	84.6	64.4	79.2	85.1
DON'T KNOW	0.1	-	-	-	0.1	-	-	-	1.1	-	0.4	0.2	-	-	0.2	-	-	0.1
Net Diff.	-57.0	100.0	-100.0	-48.7	-62.6	-54.8	-51.9	-62.1	-94.3	-53.7	-72.3	-48.3	-61.5	5.6	-69.4	-28.9	-58.4	-70.3



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

28. HAS YOUR CHILD EVER MENTIONED THE TOPIC OF ALCOHOL SINCE THE START OF THE COVID-19 PANDEMIC?

	TOTAL			ANNUAL	INCOME			!		INCOME	CLUSTER	s		EDUC	ATION		ATION:		ATION:
								I I						I I		MAI 	ا عد	FEM	ALE
	· .	NDER 20K			\$60K- \$100K			UNDER	•	UNDER \$60K	•	UNDER	OVER \$100K	•	COLLGE GRAD./	•	COLLGE GRAD./		COLLGE GRAD./
			1010	JOOK 1	l I		JULION					l		COLLGE		COLLGE		COLLGE	•
Total	505	45	93	96	131	94	45	139	366	234	271	365	140	308	197	113	107	195	90
YES	21.5	25.6	19.7	18.5	21.8	19.1	31.3	21.6	21.5	20.3	22.5	20.9	23.1	17.0	28.6	16.1	33.8	17.4	22.3
NO	78.5	74.4	80.3	81.5	78.2	80.9	68.0	78.4	78.5	79.7	77.4	79.1	76.7	83.0	71.3	83.9	65.9	82.6	77.7
DON'T KNOW	0.1	-	-	-	-	-	0.7	-	0.1	-	0.1	-	0.2	-	0.2	-	0.3	-	-
Net Diff.	-57.0	-48.9	-60.7	-62.9	-56.3	-61.8	-36.7	-56.8	-57.0	-59.3	-54.9	-58.2	-53.6	-66.1	-42.7	-67.7	-32.0	-65.1	-55.3



NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

28. HAS YOUR CHILD EVER MENTIONED THE TOPIC OF ALCOHOL SINCE THE START OF THE COVID-19 PANDEMIC?

BANNER 8

	TOTAL 	М	ARITAL	STATUS	 	MARI STAT MAL	us: i	MARI STAT FEMA	US:
	1	SINGLE		-	WIDOW-		•		
	1	¦		RATED/ DIVRCE			IED	i	IED
Total	505	120	314	63	8	33	163	88	152
YES	21.5	20.8	22.4	18.4	19.5	7.3	29.0	25.9	15.3
NO	78.5	78.9	77.6	81.6	80.5	91.8	71.0	74.1	84.7
DON'T KNOW	0.1	0.3	-	-	-	1.0	-	-	-
Net Diff.	-57.0	-58.1	-55.2	-63.1	-61.0	-84.5	-42.1	-48.3	-69.3

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

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

	TOTAL				AREA				I I	AGE		I I	AGE CL	USTERS		 		LUSTERS : ALE		
	I								I			I				1				
	•		CHAR-			Wilmin		•	UNDER	40-49	•	UNDER	-	UNDER	•	UNDER	•	UNDER	•	
			LOTTE DMA		OF STATE	-gton DMA	DMAs	DMAs 	4 0 	l I	50 	40 	4 0 	50 	50 	4 0 	40 	50 	50 	
Total	505	163	145	88	109	21	54	34	195	210	100	195	310	405	100	84	1 135	5 170	49	
YES	40.6	38.3	40.1	43.8	42.1	53.1	37.3	42.8	40.1	34.7	54.1	40.1	40.9	37.3	54.1	45.6	48.6	6 45.1	L 55.6	
NO	59.4	61.7	59.9	56.2	57.9	46.9	62.7	57.2	59.9	65.3	45.9	59.9	59.1	62.7	45.9	54.4	1 51.4	1 54.9	9 44.4	
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
Net Diff.	-18.8	-23.3	-19.8	-12.3	-15.8	6.3	-25.4	-14.5	-19.8	-30.7	8.2	-19.8	-18.1	-25.4	8.2	-8.8	3 -2.9	9 -9.9	9 11.2	



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

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

	TOTAL		AGE CLU			GEN1	DER	Ri	ACIAL B	ACKGROUI	NID	RAC	IAL ROUND:	RAC	IAL ROUND:		2TH GRA	
	i						i	İ				MA		FEM		CHILDI	DI 11001	5211022
	ı	UNDER	OVER		-	MALE	FEMALE	•	•	Africn	•		AFRICN		AFRICN	ONE	TWO	THREE/
	I	40 	40 I	50	50] 	l	 		Amer./	-		AMER./ BLACK		AMER./ BLACK	1		MORE
	'	''	'	·			'	'	'			'				'		'
Total	505	111	174	235	51	220	285	305	200	106	65	146	25	159	81	315	154	34
YES	40.6	35.9	35.0	31.6	52.6	47.4	35.4	38.9	43.2	44.6	45.9	50.3	29.6	28.5	49.3	36.4	44.8	63.6
NO	59.4	64.1	65.0	68.4	47.4	52.6	64.6	61.1	56.8	55.4	54.1	49.7	70.4	71.5	50.7	63.6	55.2	36.4
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-18.8	-28.1	-30.0	-36.7	5.2	-5.2	-29.3	-22.1	-13.6	-10.8	-8.1	0.5	-40.8	-42.9	-1.5	-27.2	-10.5	27.1



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

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

	TOTAL 	AGES O	F CHILD	REN IN	GRADES	6 THROU			6-12:	•	6-12:	GRADES	EN AGES 6-12: FEMALE	IN (RS OF CI	HILDREN 6-12 		ALCOHOL
			15 YEARS/ OLDER					YEARS	15 YEARS/ OLDER	YEARS		•	15 YEARS/ OLDER	ONLY	•	BOTH MALE & FEMALE		NO/NOT YET/ DK/REF
Total	505	343	254	102	78	91	21	137	87	115	100	92	67	205	193	105	423	82
YES	40.6	44.5	40.2	36.1	38.3	49.2	34.7	38.8	34.5	42.7	37.5	55.2	51.6	36.3	40.0	50.7	41.2	37.4
NO	59.4	55.5	59.8	63.9	61.7	50.8	65.3	61.2	65.5	57.3	62.5	44.8	48.4	63.7	60.0	49.3	58.8	62.6
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-18.8	-11.0	-19.6	-27.7	-23.4	-1.7	-30.6	-22.4	-30.9	-14.5	-25.1	10.4	3.2	-27.3	-20.0	1.5	-17.5	-25.2



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

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

	TOTAL	HOW O	FTEN DO	YOU	TALKED	ABOUT	DO '	YOU THI	NK UNDE	RAGE	HOW C	CONCERNE	D ARE Y	OU THAT	AGE A	PPROPRI	TE FOR	YOU/A	NOTHER	
		TALK	ABOUT AI	COHOL	MISUSE	LAST	DRINK	ING IN	COMMUNI	TY IS	YOUR	CHILDRE	N WILL	DRINK	YOUR (CHILDREN	TO	CAUGH	T CHILD	
		MISUSE	/UNDERAG	E DRNK	FEW MO	NTHS		A PRO	BLEM		1	ALC	OHOL		TRY AI	LCOHOLIC	DRINK	WITH	ALCOHOL	
		OFTEN	SOME-	RARELY	YES			Seri-	Minor	NOT PROB.	CON-		Slight -lv	•	14/ YOUNG-		18/ OLDER	•	NO/ DON'T	
		i		i	i			1	i	AT ALL	•	ì		CERNED			·	•	KNOW	
		·	·	'	'		'	·	· 		·	·	·			'		'		
Total	505	134	231	59	345	79	455	216	239	50	349	105	243	156	45	54	404	53	452	
YES	40.6	57.2	35.7	26.7	44.0	29.0	41.7	50.6	33.6	30.8	41.8	52.8	37.0	38.0	44.0	39.3	40.1	67.9	37.4	
NO	59.4	42.8	64.3	73.3	56.0	71.0	58.3	49.4	66.4	69.2	58.2	2 47.2	63.0	62.0	56.0	60.7	59.9	32.1	62.6	
DON'T KNOW	-	_	-	-	-	-	-	-	-	-	-		-	-	-	-	-	-	-	
Net Diff.	-18.8	14.5	-28.7	-46.7	-12.0	-42.0	-16.6	1.2	-32.8	-38.5	-16.4	1 5.7	-26.0	-24.0	-11.9	-21.5	-19.8	35.8	-25.2	



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

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

	TOTAL		FTEN DO			IS ALC			LOCK LIQU CABI	OR	CHANGE	L CONSUM D SINCE ID-19 PA	START	DRINK 1	O COPE	TURN	RIED ABO ING TO A	LCOHOL	DUE	CHILD N CHANGE START C	SINCE
	!	•	Regul-	•	•	VISI-	•			NO	INCR-	STAYED	DECR-			WORR-	Very	Slight	NOT		INO
	 		arly 	Regul- arly 	 	BLE	-	IN THE HOUSE	 			CONSIS -TENT	EASED 			IED	 	-	WORR- IED	 	
Total	505	400	154	246	105	183	146	176	174	331	70	276	158	122	383	104	30	75	401	178	327
YES	40.6	43.4	38.1	46.7	30.0	41.5	45.3	35.8	47.2	37.2	43.6	43.0	35.4	50.6	37.5	55.2	66.5	50.7	36.8	49.4	35.8
NO	59.4	56.6	61.9	53.3	70.0	58.5	54.7	64.2	52.8	62.8	56.4	57.0	64.6	49.4	62.5	44.8	33.5	49.3	63.2	50.6	64.2
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-18.8	-13.2	-23.9	-6.5	-40.1	-17.0	-9.4	-28.4	-5.7	-25.7	-12.8	-14.0	-29.1	1.2	-25.1	10.4	33.1	1.5	-26.4	-1.1	-28.4



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

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

	TOTAL	CHILD	MENTION	S/R/H	ADS	FAMI	LIAR WI	TH RISKS	OR	KNOW W	HERE TO	EVER H	EARD OF	F EVER V	ISITED	BEST	DESCRIB	ES THE
		ALCOHO	L SINCE	STOP U	NDERAGE	CONS	EQUENCE	S ASSOCI	EATED	LEARN	RISKS/	TALK I	T OUT	TALK I	T OUT	AREA	WHERE Y	OU LIVE
		START	OF PAND	DRIN	KING	WITH	UNDERA	GE DRINE	KING	CONSEQ	UENCES	l N	C	NC S	ITES	1		
		YES	NO	YES	NO/	FAMI-	Very	Slight	NOT	YES	NO/	YES	NO/	YES	NO/	CITY	SUBURB	S.CITY
		I	1 1		DON'T	LIAR	I	-ly	FAMI-	I	DON ' T	1	DON ' T	1	DON ' T	100K/	OF	/TOWN/
		I	1 1		KNOW		I	1	LIAR	I	KNOW	I	KNOW	1	KNOW	MORE	CITY	RURAL
Total	505	109	396	205	300	477	343	135	28	416	89	175	330) 49	126	119	154	233
YES	40.6	48.5	38.5	100.0	-	41.5	46.8	28.0	25.6	44.5	22.5	53.8	33.6	67.3	48.6	52.4	39.3	35.5
																	٠	
NO	59.4	51.5	61.5	-	100.0	58.5	53.2	72.0	74.4	55.5	77.5	46.2	66.4	32.7	51.4	47.6	60.7	64.5
DON'T KNOW																		
DON T KNOW	_	_	_	-	-	_	-	_	_	-	_	_	_	_	_	_	_	-
Net Diff	-18.8	-3.0	-23.0	100.0	-100.0	-17.0	-6.4	-44.1	-48.9	-11.0	-55.0	7.6	-32.8	34.5	-2.9	4.7	-21.4	-29.0



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

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

	TOTAL	1		ANNUAL	INCOME			1		INCOME	CLUSTER	s		EDUC	ATION	-	ATION:	•	ATION:
		1						1						1		MA 	TE	FEM. 	ALE
		UNDER \$20K 				\$100K- \$150K 		UNDER \$40K 		UNDER \$60K 	•	UNDER \$100K	-		COLLGE GRAD./ POST		COLLGE GRAD./ POST	•	COLLGE GRAD./ POST
Total	505	4:	5 93	96	131	94	45	139	366	234	271	365	140	308	197	113	107	195	90
YES	40.6									40.7									
NO	59.4	75.1	1 54.2	56.9	55.9	63.9	60.6	61.0	58.8	59.3	59.5	58.1	62.8	61.3	56.4	60.0	44.7	62.0	70.4
DON'T KNOW	-			-	-	-	-	-	_	-	-	-	-	-	-	-	-	-	-
Net Diff.	-18.8	-50.2	2 -8.3	-13.7	-11.8	-27.7	-21.2	-22.0	-17.6	-18.6	-18.9	-16.2	-25.6	-22.5	-12.9	-20.1	10.7	-23.9	-40.8



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

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

	TOTAL 	M	IARITAL	STATUS	 	MARI STAT MAI	us: i	MARI STAT FEMA	US:
	 		IED	SEPA- RATED/ DIVRCE	ED	SINGLE	MARR- IED	SINGLE	
Total	505	120	314	63	8	33	163	88	152
YES	40.6	39.1	41.7	39.1	30.6	28.1	51.5	43.2	31.2
NO	59.4	60.9	58.3	60.9	69.4	71.9	48.5	56.8	68.8
DON'T KNOW	-	-	-	-	-	-	-	-	-
Net Diff.	-18.8	-21.8	-16.6	-21.7	-38.7	-43.8	3.0	-13.6	-37.5

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	 			AREA				 	AGE		 	AGE CI	LUSTERS		 		USTERS:	
	i	EIGH	•	GREENS -BORO DMA		Wilmin -gton DMA	•	West DMAs 	UNDER 40 	i I	OVER 50 	UNDER 40 	OVER 40 	UNDER 50 	OVER 50 	UNDER 40 	OVER 40 	UNDER 50 	OVER 50
TotalAnswering	205	63	58	39	46	11	20	14	78	73	54	78	127	7 151	. 54	38	66	5 77	27
TALK TO YOUR KIDS	10.6	20.0	11.3	-	5.9	14.8	5.2	-	6.0	15.5	10.8	6.0	13.5	5 10.6	10.8	4.4	11.3	8.2	10.3
ACCIDENT/CAR CRASH	8.9	8.6	10.2	9.4	7.4	-	11.1	8.0	9.2	7.7	10.1	9.2	2 8.7	7 8.5	10.1	. 5.9	8.3	4.7	15.0
ON THE RISE/STATISTIC	7.5	11.8	8.4	4.4	3.3	-	7.6	-	7.1	5.8	10.6	7.1	7.8	6.5	10.6	14.4	9.4	11.6	10.3
RISKS/CONSEQUENCES	5.7	6.9	8.0	2.6	3.7	-	4.5	5.6	5.0	10.7	-	5.0	6.2	2 7.7	-	0.4	8.2	7.2	-
STOP UNDERAGE DRINK	5.0	5.3	7.0	3.2	3.5	-	-	11.1	5.7	1.9	8.1	5.7	4.5	3.9	8.1	. 11.2	5.5	7.4	8.4
DEATH FROM TEEN DWI	4.2	4.8	8.8	0.5	0.5	-	1.0	-	7.5	3.7	-	7.5	2.1	5.6	; -	4.8	1.8	3.9	-
JUST REMEMBER AD	3.7	2.3	-	2.7	11.3	10.5	13.6	8.7	-	5.8	6.5	-	6.1	L 2.8	6.5	; -	8.2	5.4	4.4
DRINK/PROM/PARTY	3.4	-	4.0	10.0	1.7	6.8	-	-	3.9	2.3	4.1	3.9	3.1	1 3.1	4.1	1.8	1.3	2.0	-
DRUNK DRIVING	3.4	5.0	3.4	4.6	-	-	-	_	6.5	-	3.3	6.5	5 1.4	3.4	3.3	1.9	-	1.0	-
WATCH YOUR KIDS	3.1	0.3	2.1	6.1	5.6	-	12.8	-	3.4	2.2	3.9	3.4	2.9	2.8	3.9	3.1	3.2	1.6	7.8
SEZ 2 KIDS DONT DRINK	2.9	-	4.0	5.1	3.6	-	8.3	-	1.3	5.0	2.5	1.3	3.9	3.1	2.5	2.7	4.6	3.5	4.9
ALCOHOL/ALCOHOLIC	2.8	2.6	2.8	-	5.7	11.8	6.4	-	4.6	3.0	-	4.6	1.7	7 3.9	-	5.3	1.3	3.8	-
SERIOUS/MOVING AD	2.3	-	1.6	2.1	6.5	-	-	20.6	1.2	1.1	5.5	1.2	3.0	1.2	5.5	2.4	5.8	2.3	11.0
EASY ACCESS TO BOOZE	2.1	-	5.1	3.6	-	-	-	-	1.3	4.6	-	1.3	2.6	5 2.9	-	-	3.0	2.5	-
GET HELP/PHONE #	2.1	1.5	3.8	2.1	0.7	-	-	2.2	2.8	1.8	1.5	2.8	3 1.6	5 2.3	1.5	0.8	3.2	2.1	3.0
DIRECT/TO THE POINT	2.0	-	4.7	-	2.8	-	-	8.7	-	1.2	5.9	-	3.2	0.6	5.9	-	3.2	1.1	4.6

Table 30 Page 242 May 3-19, 2023 (Continued)

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL				AREA				 	AGE		 	AGE CI	LUSTERS		 		LUSTERS:	
	i	RAL- EIGH DMA	-	GREENS -BORO DMA	•	Wilmin -gton DMA	•	West DMAs 	UNDER 40 	40-49 		UNDER 40 	OVER 40 	UNDER 50 	OVER 50 	UNDER 40 	OVER 40 	UNDER 50 	OVER 50
TEENS DRINK & DRIVE	1.7	-	2.3	3.7	1.7	-	3.8	3 -	- 1.9	-	3.9	1.9	1.7	7 1.0	3.9	9 1.8	3 1.1	0.9	2.7
TEENS IN AD	1.6	4.3	-	-	1.5	-	-	- 4.	7 1.8	2.7	-	1.8	3 1.0	6 2.2	2 .	- 3.7	7 -	- 1.8	-
ILLEGAL/RAISE AGE	1.6	1.1	1.6	4.1	-	-	-		- 4.1		-	4.3	٠ -	- 2.3	ι .	- 1.8	3 -	0.9	-
MOM/DAD OF DEAD TEEN	1.1	2.3	1.3	-	-	-	-		- 0.9	2.0	-	0.9	1.3	1.4	1 .	- 1.9	-	1.0	-
GOOD AD/LIKED	1.0	-	1.6	-	2.6	-	6.1	٠ -	- 1.2	1.7	-	1.2	2 1.0	1.4	1 .	- 2.4	1 1.8	3 2.8	-
BILLBOARD	1.0	1.9	-	-	1.8	-	-	- 5.6	5 -	1.6	1.5		- 1.0	6 0.8	3 1.	5 -	- 1.8	1.5	-
TV/CNN	0.9	3.1	-	-	-	-	-		- 1.3	-	1.6	1.3	0.	7 0.	7 1.	6 -		-	-
SCARY AD/MESSAGE	0.8	1.4	-	-	1.7	-	3.8	3 -	- 2.1		-	2.3	٠ -	- 1.:	ι .	- 2.0) -	1.0	-
YOUTUBE	0.8	-	-	4.3	-	-	-		- 2.1		-	2.3	٠ -	- 1.:	ι .	- 4.3	3 -	2.1	
RADIO	0.5	-	-	-	2.4	9.6	-		- 1.4		-	1.4	1 -	- 0.	7 -	- 2.8	3 -	1.4	-
FACEBOOK	0.4	-	1.3	-	-	-	-		- 0.9	-	-	0.9		- 0.!	5				· <u>-</u>
BAD/TEEN DRINK/DWI	0.1	-	0.4	-	-	-	-		- 0.3	-	-	0.3	3 -	- 0.3	ι .	- 0.6	5 -	0.3	-
VAR NEGATIVE ABT AD	2.0	-	-	7.8	2.3	9.5	-			2.6	4.0	•	- 3.2	2 1.2	2 4.0	0 -	- 6.2	2 2.4	8.0
THE MESSAGE	2.0	4.5	-	3.3	-	-	-		- 1.1		5.9	1.:	2.5	5 0.0	5 5.9	9 2.2	2 1.9	1.1	4.7
VAR POSITIVE ABT AD	1.0	2.3	-	1.7	-	-	-		- 0.9	2.0	-	0.9	1.3	1 1.4	1 .				. <u>-</u>
VAR ADMONITION	1.3	-	-	-	5.8	11.5	6.9			-	4.9	•	2.3	ι .	- 4.	9 -	- 2.1	-	5.1
VAR COMMENT ABT AD	0.1	-	-	-	0.3	-	0.8	3 -	- 0.2	: -	-	0.2	<u> </u>	- 0.3	ι .	- 0.4	1 -	0.2	: -



Table 30 Page 243 May 3-19, 2023 (Continued)

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	 			AREA				 	AGE		 	AGE CI	LUSTERS		 		LUSTERS :	:	
		•	LOTTE	GREENS -BORO DMA		-gton	East DMAs 	West DMAs 	•	40-49 	OVER 50 	UNDER 40 	OVER 40 	UNDER 50 	OVER 50 	UNDER 40 	OVER 40 	UNDER 50 	OVER 50 	-
VAR ASPECT OF AD	0.9	1.1	-	0.4	2.0	-	4.6	-	2.2	-		- 2.2	2 -	1.2	<u> </u>	2.2		- 1.1	L -	-
MISC	5.2	5.3	2.1	10.4	4.5	14.7	1.9	-	6.6	6.3	3 1.!	5 6.6	5 4.3	6.5	1.5	10.9	2.9	7.9	9 -	-
DK/REFUSED	6.3	3.7	4.2	7.8	11.1	10.8	1.5	24.6	5.4	9.0	3.9	9 5.4	1 6.8	3 7.2	3.9	3.8	4.0	5.4	4 -	_

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	 	AGE CL FEM	USTERS: ALE		GEN 	IDER 	R	ACIAL B	ACKGROUN	ID	BACK	IAL ROUND: LE	BACKG	IAL ROUND: IALE		2TH GRA	
		UNDER 40 	•	UNDER 50 	OVER 50 	MALE 	FEMALE 	WHITE	•	Africn Amer./ Black	panic/	 	AFRICN AMER./ BLACK	I I	AFRICN AMER./ BLACK	ONE 		THREE/
TotalAnswering	205	40	61	74	27	104	101	119	86	47	30	73	7	45	40	115	69	22
TALK TO YOUR KIDS	10.6	7.6	15.9	13.0	11.3	8.8	12.6	9.0	12.9	17.6	5.6	8.4	28.1	10.0	15.6	13.0	5.6	14.0
ACCIDENT/CAR CRASH	8.9	12.5	9.2	12.5	5.1	7.4	10.5	7.8	10.5	6.5	17.0	7.4	2.5	8.5	7.2	5.6	13.8	11.4
ON THE RISE/STATISTIC	7.5	-	6.2	1.2	10.8	11.2	3.7	10.8	3.1	-	9.0	12.3	-	8.3	-	5.1	11.2	9.0
RISKS/CONSEQUENCES	5.7	9.3	3.9	8.3	-	5.3	6.1	5.2	6.4	5.0	6.9	7.4	-	1.6	5.9	6.9	2.5	9.1
STOP UNDERAGE DRINK	5.0	0.5	3.4	0.3	7.8	7.6	2.3	7.1	2.1	0.4	5.4	8.7	-	4.6	0.5	2.2	11.2	-
DEATH FROM TEEN DWI	4.2	10.0	2.5	7.4	-	2.9	5.5	1.6	7.7	10.5	5.5	1.6	2.5	1.6	12.0	4.8	2.4	6.2
JUST REMEMBER AD	3.7	-	3.8	-	8.6	5.2	2.3	5.6	1.2	2.2	-	7.3	-	2.8	2.6	4.1	4.3	-
DRINK/PROM/PARTY	3.4	5.9	5.0	4.3	8.4	1.5	5.4	3.9	2.8	5.0	-	2.1		6.7	6.0	3.5	4.3	-
DRUNK DRIVING	3.4	10.9	2.9	5.9	6.7	0.7	6.1	2.2	4.9	5.2	6.0	1.0	-	4.2	6.1	3.6	3.9	-
WATCH YOUR KIDS	3.1	3.7	2.6	4.1	-	3.2	3.0	1.0	5.9	5.4	1.5	-	13.3	2.7	3.9	2.4	4.8	1.1
SEZ 2 KIDS DONT DRINK	2.9	-	3.2	2.6	-	3.9	1.9	2.9	2.9	5.4	-	2.0	34.2	4.3	-	3.8	-	7.7
ALCOHOL/ALCOHOLIC	2.8	4.0	2.2	4.0	-	2.8	2.9	2.4	3.4	6.2	-	3.9	-	-	7.4	2.6	4.2	-
SERIOUS/MOVING AD	2.3	-	-	-	-	4.5	-	1.3	3.7	0.4	10.0	2.1	2.7	-	-	1.5	4.3	-
EASY ACCESS TO BOOZE	2.1	2.6	2.3	3.3	-	1.9	2.4	2.5	1.6	2.9	-	2.7	-	2.3	3.5	1.2	2.8	4.9
GET HELP/PHONE #	2.1	4.8	-	2.6	-	2.3	1.9	1.8	2.6	4.7	-	2.8	4.2	-	4.8	2.4	0.5	5.9
DIRECT/TO THE POINT	2.0	-	3.1	-	7.1	2.0	1.9	1.8	2.2	-	6.4	2.9	-	-	-	3.5	-	-

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	 	AGE CL FEM	USTERS: ALE		GEN 	NDER	I 	RACIAL I	BACKGROU	ND	BACK	CIAL GROUND: ALE	BACK	CIAL GROUND: MALE		12TH GR REN HOU	
		UNDER 40 	•	UNDER 50 	OVER 50 	MALE 	FEMALE 	WHITE 	•	Africn Amer./ Black	panic/	İ	AFRICN AMER./ BLACK	l	AFRICN AMER./ BLACK		•	THREE/ MORE
TEENS DRINK & DRIVE	1.7	1.9	2.2	1.0	5.1	1.4	2.1	3.0) -		-	1.9	-	4.7	, -	3.1	-	-
TEENS IN AD	1.6	-	3.2	2.7	-	1.4	1.9	2.8	3 -		-	1.9	-	4.3	-	1.2	2.9	-
ILLEGAL/RAISE AGE	1.6	6.3	-	3.4	-	0.7	7 2.5	0.6	5 2.9	2.0	5.3	0.9	-	-	2.4	1.4	2.3	-
MOM/DAD OF DEAD TEEN	1.1	-	2.3	1.9	-	0.7	7 1.4	0.6	5 1.6	3.0	-	1.0	-	-	- 3.6	1.9	-	-
GOOD AD/LIKED	1.0	-	-	-	-	2.1	L -	1.0	1.1	2.0	-	1.7	7 12.6	-	-	1.9	-	-
BILLBOARD	1.0	-	1.3	-	3.0	1.1	0.8	1.7	7 -	-	-	1.6	5 -	1.8	-	0.7	-	5.4
TV/CNN	0.9	2.6	1.4	1.4	3.3		- 1.9	0.9	1.0	1.9	-	-		2.3	3 2.2	1.7	-	-
SCARY AD/MESSAGE	0.8	2.2	-	1.2	-	0.7	7 0.9	1.4	1 -	-	-	1.0	-	2.0	-	1.4	-	-
YOUTUBE	0.8	-	-	-	-	1.6	5 -	-	- 1.9	-	5.5	-		-		-	2.4	-
RADIO	0.5	-	-	-	-	1.0	-	0.9		-	-	1.5	5 -	-	-	-	1.6	-
FACEBOOK	0.4	1.8	-	1.0	-		- 0.7	0.6	5 -	-	-	-		1.6	5 -	0.6	-	-
BAD/TEEN DRINK/DWI	0.1	-	-	-	-	0.2	2 -	-	- 0.3	-	0.7	-		-	-	0.2	-	-
VAR NEGATIVE ABT AD	2.0	-	-	-	-	3.9	-	0.7	7 3.8	3 -	3.6	1.1	L -	-	-	1.6	-	10.2
THE MESSAGE	2.0	-	3.2	-	7.2	2.0	1.9	3.4	1 -	-	-	2.9	-	4.3	-	1.8	-	9.0
VAR POSITIVE ABT AD	1.0	1.7	2.3	2.8	-		- 2.1	0.6	5 1.6	3.0	-	-		1.5	3.6	1.8	-	-
VAR ADMONITION	1.3	-	2.1	-	4.8	1.3	3 1.3	2.2	2 -	-	-	1.9	-	2.8	3 -	-	3.9	-
VAR COMMENT ABT AD	0.1	-	-	-	-	0.2	2 -	0.1	٠ -		-	0.2	2 -	-		0.1	-	-



Table 30 Page 246 May 3-19, 2023 (Continued)

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	 	AGE CL FEM	USTERS: ALE		GEI 	NDER	I 	RACIAL E	BACKGROUN	4D	BACKG	IAL ROUND: LE	RAC BACKG FEM	ROUND:		L2TH GR REN HOU	
		UNDER 40 	OVER 40 	UNDER 50 	OVER 50 	MALE 	FEMALE 	WHITE 	•	Africn Amer./ Black	panic/	I	AFRICN AMER./ BLACK	İ	AFRICN O AMER./ BLACK	NE 		THREE/ MORE
VAR ASPECT OF AD	0.9	2.3	3 -	1.2	· -	0.8	8 0.9	0.7	7 1.1		-	1.1	_	-	_	1.5	-	-
MISC	5.2	2.4	4 5.8	5.0	3.1	5.8	8 4.5	4.5	5 6.1	5.6	6.1	4.7	-	4.1	6.6	4.5	6.4	4.5
DK/REFUSED	6.3	6.9	9 9 9	9.0	7.8	4.0	0 8.7	7.5	5 4.7	5.1	5.4	3.9	_	13.1	6.0	8.1	4.8	1.4

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	AGES 	OF CHIL	DREN IN	GRADES	6 THRO			6-12:		6-12:	GRADES	EN AGES 6-12: FEMALE	IN	RS OF C			ALCOHOL
		10-14 YEARS 	15 YEARS/ OLDER	•	•	Seven- teen 	•	-	•	•		•	15 YEARS/ OLDER	-	ONLY	BOTH MALE & FEMALE	İ	NO/NOT YET/ DK/REF
TotalAnswering	205	153	102	37	30	45	7	53	30	49	37	51	35	74	. 77	53	175	31
TALK TO YOUR KIDS	10.6	9.1	12.1	16.4	5.2	17.4	11.1	9.5	14.2	11.9	13.7	6.0	8.7	12.5	12.3	5.7	11.0	8.7
ACCIDENT/CAR CRASH	8.9	8.6	10.7	11.2	7.1	17.4	-	7.1	6.6	10.2	12.9	8.7	12.0	6.0	10.0	11.4	9.3	7.1
ON THE RISE/STATISTIC	7.5	9.0	8.3	6.3	6.2	9.5	-	9.3	11.5	5.4	4.5	12.3	9.6	6.6	5.6	11.6	8.8	0.5
RISKS/CONSEQUENCES	5.7	5.5	5.1	3.0	6.6	8.5	4.2	3.2	3.6	4.7	5.8	8.8	5.7	3.8	5.7	8.3	5.2	8.6
STOP UNDERAGE DRINK	5.0	4.2	5.0	-	17.2	8.7	-	11.6	4.1		10.4	0.4	-	8.3	5.0	0.4	5.1	4.7
DEATH FROM TEEN DWI	4.2	5.3	1.7	4.1	-	0.5	18.2	5.4	4.4	7.3	1.1	3.2	-	3.9	5.2	3.1	4.2	3.7
JUST REMEMBER AD	3.7	4.4	3.9	-	5.1	5.6	-	2.2	-	5.0	2.8	5.9	8.6	1.6	4.5	5.6	3.7	4.0
DRINK/PROM/PARTY	3.4	3.1	2.2	-	5.0	1.7	20.1	1.6	-	4.8	6.0	3.0	-	1.2	5.9	2.8	4.0	-
DRUNK DRIVING	3.4	3.7	1.2	-	4.1	2.7	-	7.3	4.0	3.6	-	-	-	6.8	2.3	-	3.1	4.7
WATCH YOUR KIDS	3.1	3.1	3.8	10.6	-	-	-	-	5.2	2.0	-	7.5	6.8	2.1	1.3	7.1	2.6	5.8
SEZ 2 KIDS DONT DRINK	2.9	2.5	3.8	2.3	5.6	3.0	-	1.9	7.3	2.2	-	3.3	4.8	4.3	1.4	3.1	2.7	4.1
ALCOHOL/ALCOHOLIC	2.8	2.9	1.3	-	4.5	-	-	3.0	-	3.3	3.6	2.5	-	2.2	3.8	2.4	3.3	-
SERIOUS/MOVING AD	2.3	3.1	2.9	8.1	-	-	-	3.3	-	-	-	5.9	8.6	2.3	-	5.6	2.3	2.4
EASY ACCESS TO BOOZE	2.1	2.0	4.3	8.1	4.7	_	-	-	-	-	3.7	5.9	8.6	-	1.8	5.6	2.5	-
GET HELP/PHONE #	2.1	2.8	1.2	3.4	-	_	-	2.1	-	3.9	-	2.5	3.7	1.5	2.5	2.4	1.9	3.1
DIRECT/TO THE POINT	2.0	1.8	1.2	3.4	-	-	-	3.6	4.2	1.8	-	_	-	4.3	1.1	-	1.2	6.2

Table 30 Page 248 May 3-19, 2023 (Continued)

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	AGES	OF CHIL	DREN II	N GRADES	6 THRO	UGH 12	•	6-12:	•	6-12:	GRADES		IN	RS OF C		•	TALKED ALCOHOL USE
			15 YEARS/ OLDER		Six- teen 				15 YEARS/ OLDER						FEMALE ONLY 	BOTH MALE & FEMALE		NO/NOT YET/ DK/REF
TEENS DRINK & DRIVE	1.7	1.0	2.1		- 4.6	1.7	-	2.7	7 4.5		2.0	-	-	3.8	1.0	-	2.0	-
TEENS IN AD	1.6	1.7	2.6	-	- 9.1		-		- 2.4	5.4	5.3	-	-	1.0	3.4	-	1.9	-
ILLEGAL/RAISE AGE	1.6	1.5	2.5	-	- 3.2	-	21.7		- 3.1	4.7	4.3	-	-	1.3	3.0	-	1.9	-
MOM/DAD OF DEAD TEEN	1.1	-	2.1	-	- 7.3	-	-		- 2.5	-	3.8	-	-	1.0	1.8	-	1.2	-
GOOD AD/LIKED	1.0	1.4	-	-		-	-	2.3	3 -	1.9	-	-	-	1.6	1.2	-	0.7	3.1
BILLBOARD	1.0	0.8	1.9	-		4.4	-		- 2.7	-	-	2.3	3.4	1.1		2.2	1.1	-
TV/CNN	0.9	0.7	0.9	-		2.0	-	1.7	7 2.9	0.3	-	-	-	2.4	0.2	-	1.1	_
SCARY AD/MESSAGE	0.8	0.6	0.7			1.7	-	1.7	7 2.5	-	-	-	-	2.2	: -	-	0.9	-
YOUTUBE	0.8	1.1	-			-	-			-	-	3.3	-	-	-	3.1	0.9	-
RADIO	0.5	0.7	-			-	-			-	-	2.1	_	-	-	2.0	0.6	-
FACEBOOK	0.4	0.5	-			-	-			1.5	; -	-	-	-	0.9	-	0.4	_
BAD/TEEN DRINK/DWI	0.1	0.1	-			-	-	0.4	1 -	-	-	-	-	0.3	-	-	0.1	_
VAR NEGATIVE ABT AD	2.0	2.0	3.2	2.9	9 -	4.9	-	1.5	5 -	-	2.9	4.3	6.3	1.1	1.4	4.1	2.3	-
THE MESSAGE	2.0	1.8	3.1	8.	7 -	-	-	1.6	5 -	-	3.4	3.8	5.6	1.1	1.6	3.6	2.3	-
VAR POSITIVE ABT AD	1.0	0.4	1.4	3.8	3 -	-	-			1.4	3.8	-	-	-	2.7	-	1.2	-
VAR ADMONITION	1.3	0.9	2.6	-	- 4.6	2.9	-	2.6	5 4.6		3.5	-	-	1.9	1.7	-	1.5	-
VAR COMMENT ABT AD	0.1	-	0.2	0.4	4 -	-	-	-	- 0.5	-	-	-	-	0.2	: -	-	0.1	_



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

Table 30 Page 249 May 3-19, 2023 (Continued)

30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL 	AGES	OF CHIL	DREN IN	GRADES	6 THRO		•	6-12:		6-12:	GRADES		•	RS OF C		•	ALCOHOL
		10-14 YEARS	15 YEARS/ OLDER	teen	Six- teen 	•	•	•	15 YEARS/ OLDER	-		•		ONLY	•	BOTH MALE & FEMALE	İ	NO/NOT YET/ DK/REF
VAR ASPECT OF AD	0.9	1.2	-	-	-		-	0.3	3 -	1.4		1.8	3 -	0.2	0.9	1.7	0.1	5.3
MISC	5.2	5.5	3.7	2.8	-	6.1	-	7.6	3.6	2.4		6.5	7.8	6.8	1.5	8.1	3.7	13.5
DK/REFUSED	6.3	6.9	4.0	4.4	-	1.5	24.7	6.3	5.4	14.7	6.7	, _		6.7	10.2	-	4.8	14.6

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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	TALK	FTEN DO ABOUT AI /UNDERAG	LCOHOL	MISUSE		•		NK UNDE COMMUNI BLEM			CHILDRE	D ARE Y N WILL COHOL		YOUR	CHILDRE	N TO	CAUGH	NOTHER T CHILD ALCOHOL
	 	OFTEN	SOME- TIMES 		YES 	NO	PRO- BLEM 	Seri- ous 		NOT PROB. AT ALL		_			YOUNG-	15-17 	18/ OLDER 	 	NO/ DON'T KNOW
TotalAnswering	205	76	82	16	152	23	190	109	80	15	146	56	5 90	59	20	21	162	36	169
TALK TO YOUR KIDS	10.6	11.7	11.3	5.5	12.1	3.4	10.9	10.4	11.5	7.6	9.4	-	15.3	13.6	9.2	-	12.4	6.4	11.5
ACCIDENT/CAR CRASH	8.9	14.2	3.9	13.0	10.7	-	9.7	10.4	8.7	-	10.3	5.9	13.0	5.5	-	7.1	10.4	4.2	10.0
ON THE RISE/STATISTIC	7.5	10.9	8.5	-	10.1	-	7.0	4.8	10.1	13.7	6.5	6.1	6.7	10.2	6.2	7.1	7.9	13.2	6.3
RISKS/CONSEQUENCES	5.7	5.6	5.6	1.0	4.3	11.3	6.2	3.5	9.7	-	3.6	1.7	4.7	10.9	3.7	4.0	6.2	2.2	6.4
STOP UNDERAGE DRINK	5.0	3.9	5.4	8.8	4.9	6.0	4.0	4.7	3.1	17.0	4.1	5.2	3.5	7.1	-	-	6.3	-	6.1
DEATH FROM TEEN DWI	4.2	5.7	3.5	1.2	4.7	0.8	4.1	6.1	. 1.4	4.8	4.9	8.1	. 3.0	2.2	-	7.7	4.2	4.5	4.1
JUST REMEMBER AD	3.7	2.0	6.0	-	4.3	-	2.8	1.4	4.6	16.0	4.3	2.2	5.6	2.5	-	13.0	3.0	7.0	3.0
DRINK/PROM/PARTY	3.4	1.9	6.7	-	4.6	-	3.2	2.7	3.9	5.7	4.2	2.6	5.2	1.5	11.9	-	2.9	4.2	3.2
DRUNK DRIVING	3.4	4.8	-	11.4	2.4	7.8	3.2	3.4	3.1	4.8	2.0	2.2	1.9	6.7	-	8.9	3.1	-	4.1
WATCH YOUR KIDS	3.1	1.9	1.2	13.6	1.6	9.3	3.3	3.8	3 2.7	-	1.9	4.6	0.3	6.0	-	-	2.6	3.3	3.0
SEZ 2 KIDS DONT DRINK	2.9	-	5.7	-	2.6	3.8	2.7	1.4	4.5	5.7	2.2	1.8	3 2.4	4.7	-	-	3.7	-	3.5
ALCOHOL/ALCOHOLIC	2.8	5.9	1.5	-	3.8	-	2.7	3.4	1.6	4.8	4.0	4.5	3.7	-	8.2	4.1	2.1	13.6	0.5
SERIOUS/MOVING AD	2.3	3.9	1.2	-	2.6	-	2.5	4.1	. 0.2	-	3.2	8.1	0.2	-	3.7	-	2.5	-	2.8
EASY ACCESS TO BOOZE	2.1	-	5.3	-	2.9	-	2.3	2.7	1.7	-	2.1	3.5	5 1.2	2.3	-	-	2.7	5.4	1.4
GET HELP/PHONE #	2.1	-	1.5	13.3	1.4	5.6	2.3	0.3	5.0	-	2.2	-	3.5	1.9	1.6	-	2.5	0.9	2.4
DIRECT/TO THE POINT	2.0	1.1	-	8.1	0.6	5.5	2.1	3.7	-	-	2.8	3.4	2.4	-	-	8.9	1.3	-	2.4

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(Continued)
NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES

30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

	TOTAL	TALK		YOU LCOHOL GE DRNK		LAST	•					CHILDRE	D ARE YOU WILL	OU THAT DRINK 	YOUR C	HILDRE		CAUGH	r CHILD
		OFTEN 	SOME- TIMES 	RARELY 	YES 1		PRO- BLEM 	Seri- ous 	Minor 	NOT PROB. AT ALL	CERNED	Very	Slight -ly 		YOUNG-	15-17	18/ OLDER 	i	NO/ DON'T KNOW
TEENS DRINK & DRIVE	1.7	-	4.3	-	1.9	3.0	1.5	1.9	0.9	4.5	2.4		3.9	-	3.9	6.3	0.9	1.9	1.7
TEENS IN AD	1.6	-	3.3	4.4	1.3	6.2	1.8	0.6	3.4		-	-	-	5.7	-	3.4	1.6	-	2.0
ILLEGAL/RAISE AGE	1.6	2.1	2.0	-	2.1	-	1.2	2.1	-	6.2	1.1	1.2	1.1	2.7	-	-	2.0	-	1.9
MOM/DAD OF DEAD TEEN	1.1	2.8	-	-	1.4	-	1.1	2.0) -	-	1.5	3.9	-	-	-	-	1.3	-	1.3
GOOD AD/LIKED	1.0	1.6	-	-	-	5.3	1.1	0.9	1.5	· -	1.5	1.7	1.3	-	6.1	-	0.6	3.3	0.6
BILLBOARD	1.0	1.1	1.4	-	1.3	-	1.0	0.7	1.4		1.4	-	2.2	-	-	-	1.2	-	1.2
TV/CNN	0.9	1.3	1.1	-	1.3	-	1.0	1.8	3 -	-	0.7	-	1.1	1.5	-	-	1.2	-	1.1
SCARY AD/MESSAGE	0.8	-	2.0	-	1.1	-	0.9	1.5	5 -	-	1.1	3.0) –	-	-	-	1.0	2.1	0.5
YOUTUBE	0.8	2.1		-	1.1	-	0.9	1.5	5 -	-	1.1	2.9	-	-	-	7.7	-	-	1.0
RADIO	0.5	-	-	6.9	-	4.7	0.6	-	1.3	-	-	-	-	1.8	5.5	-	-	-	0.6
FACEBOOK	0.4	1.0	-	-	0.5	-	0.4	0.7	-	-	0.5	1.3	-	-	3.7	-	-	2.0	-
BAD/TEEN DRINK/DWI	0.1	-	0.3	-	-	1.0	0.1		- 0.3	-	0.1	-	0.2	-	-	-	0.1	0.6	-
VAR NEGATIVE ABT AD	2.0	-	2.7	12.0	2.0	4.7	2.1	2.7	1.3	-	1.5	3.9	-	3.2	-	-	2.5	6.0	1.1
THE MESSAGE	2.0	2.7	2.4	-	0.1	17.1	2.1	0.8	4.0	-	2.8	0.3	3 4.3	-	-	-	2.5	-	2.4
VAR POSITIVE ABT AD	1.0	-	2.5	-	1.4	-	1.1	1.3	0.8	-	1.0	2.5	· -	1.1	-	-	1.3	-	1.2
VAR ADMONITION	1.3	1.8	1.6	-	1.8	-	1.4	2.4	-	-	1.8	4.8	-	-	-	12.5	-	3.8	0.8
VAR COMMENT ABT AD	0.1	-	0.2	-	0.1	-	0.1	0.1	-	-	0.1		0.2	-	-	-	0.1	-	0.1



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	i	TALK A	FTEN DO ABOUT A: 'UNDERA		TALKED MISUSE FEW MON	LAST		YOU THI ING IN A PRO	COMMUNI		-	CONCERNE CHILDRE ALC			YOUR	CHILDRE	N TO	CAUGI	ANOTHER HT CHILD ALCOHOL	
	(SOME- TIMES	RARELY	YES 1			Seri- ous 	Minor 	NOT PROB. AT ALI	CERNE		Slight -ly 	•	YOUNG-	15-17 -	18/ OLDER 	YES 	NO/ DON'T KNOW	
VAR ASPECT OF AD	0.9	-	-	0.9	0.1	-	0.9	-	2.0	0.9	0.	6 -	1.0	1.4	4.7	-	0.5	0.4	1.0	
MISC	5.2	6.3	2.0	-	4.2	-	5.6	4.0	7.7	-	5.	9 5.6	6.0	3.4	19.6	1.8	3.9	6.4	4.9	
DK/REFUSED	6.3	3.6	6.9	_	4.9	4.6	6.1	8.2	3.4	. 82	7.	1 8.9	6.0) 4.2	12.2	7.6	5 5	8 4	1 5.8	

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	•		O ADULTS LD DRINE			COHOL VI		LOCK LIQU	IOR	CHANGE	L CONSUM D SINCE ID-19 PA	START	DRINK 1	O COPE	TURN	ING TO	OUT CHI: ALCOHOL 9 PANDE	DUE	CHILD N CHANGE START (SINCE
		•		Not Regul- arly		VISI- BLE 		NONE IN THE HOUSE	i i		INCR- EASED 	STAYED CONSIS -TENT		YES 		WORR- IED	Very 	_	NOT WORR- IED	YES 	NO
TotalAnswering	205	174	59	115	31	76	66	63	82	123	30	119	56	62	143	58	20	38	147	88	117
TALK TO YOUR KIDS	10.6	12.1	13.6	11.4	2.3	17.0	8.3	5.5	3.1	15.7	13.4	9.3	11.9	13.8	9.3	3.6	-	5.5	13.4	11.1	10.3
ACCIDENT/CAR CRASH	8.9	9.8	8.4	10.4	4.4	5.6	8.4	13.5	7.5	9.9	10.9	7.9	10.0	4.7	10.8	3.6	-	5.5	11.0	8.6	9.2
ON THE RISE/STATISTIC	7.5	8.0	5.2	9.4	5.1	9.5	7.8	4.9	8.6	6.9	-	7.8	11.0	9.8	6.5	4.3	-	6.6	8.8	7.2	7.8
RISKS/CONSEQUENCES	5.7	5.0	4.4	5.3	9.5	4.4	1.8	11.2	7.0	4.9	5.5	4.0	9.4	4.4	6.3	4.7	4.1	5.0	6.1	3.2	7.6
STOP UNDERAGE DRINK	5.0	4.6	4.6	4.6	7.3	7.1	1.4	6.2	3.5	6.0	4.0	4.2	7.3	2.0	6.3	3.4	10.0	-	5.6	5.0	5.0
DEATH FROM TEEN DWI	4.2	4.8	2.8	5.8	0.6	-	12.3	0.6	6.4	2.6	5.0	4.0	4.0	7.9	2.5	3.5	0.9	4.8	4.4	2.1	5.7
JUST REMEMBER AD	3.7	4.4	4.6	4.3	-	1.6	2.3	7.9	3.4	4.0	-	3.5	6.3	4.4	3.5	4.8	-	7.3	3.3	4.3	3.3
DRINK/PROM/PARTY	3.4	4.0	5.0	3.5	-	3.9	3.8	2.4	2.9	3.7	7.9	3.8	-	2.5	3.8	2.7	3.4	2.3	3.7	6.1	1.4
DRUNK DRIVING	3.4	2.9	-	4.3	6.1	5.9	1.4	2.3	1.2	4.8	-	3.6	4.7	2.4	3.8	1.7	-	2.5	4.0	2.5	4.0
WATCH YOUR KIDS	3.1	2.4	-	3.7	6.8	-	6.1	3.7	3.7	2.7	3.3	4.1	0.8	0.3	4.3	-	-	-	4.3	1.9	4.0
SEZ 2 KIDS DONT DRINK	2.9	3.4	4.3	3.0	-	4.8	3.6	-	1.2	4.0	-	3.0	4.3	0.2	4.1	-	-	-	4.1	-	5.1
ALCOHOL/ALCOHOLIC	2.8	3.3	4.9	2.6	-	5.9	2.0	-	6.0	0.7	12.5	1.7	-	9.4	-	10.1	19.1	5.4	-	6.6	-
SERIOUS/MOVING AD	2.3	0.5	1.6	-	12.1	0.3	5.6	1.3	1.9	2.6	-	4.0	-	6.3	0.6	8.2	-	12.5	-	3.6	1.3
EASY ACCESS TO BOOZE	2.1	1.4	-	2.1	6.2	-	1.6	5.3	3.7	1.1	-	3.7	-	-	3.1	-	-	-	3.0	-	3.8
GET HELP/PHONE #	2.1	2.5	-	3.7	-	1.3	1.7	3.5	1.2	2.7	-	3.6	-	0.5	2.8	0.5	1.6	-	2.7	1.1	2.9
DIRECT/TO THE POINT	2.0	1.8	3.2	1.1	2.7	1.7	2.9	1.4	3.4	1.0	-	2.7	1.5	3.1	1.5	3.3	-	5.0	1.4	-	3.4

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	HOW 		OO ADULI			LCOHOL VI		LOCK LIQU CABI	OR	CHANGE	L CONSUM D SINCE ID-19 PA	START	DRINK 1	O COPE	TURN	ING TO	BOUT CH: ALCOHOL	L DUE	CHANG	MOOD GE SINCE F OF PAND
		DRINK 	Regul- arly 	- Not Regul- arly		VISI- BLE 		NONE IN THE HOUSE				STAYED CONSIS -TENT		YES 		WORR- IED 	Very 	Slight -ly 	NOT WORR- IED	YES 	NO
TEENS DRINK & DRIVE	1.7	2.0	2.3	3 1.9	-	2.8	3 1.0	1.2	0.8	2.3	4.4	1.3	1.2	-	2.5	-			- 2.	1 0.	8 2.4
TEENS IN AD	1.6	1.6	3.3	0.6	2.2	1.0	3.0	1.1	3.2	0.6	2.4	1.7	1.2	-	2.4	-			- 2.3	3 3.	1 0.6
ILLEGAL/RAISE AGE	1.6	0.9		- 1.4	5.2			5.1	2.0	1.3	-	0.8	4.1	-	2.3	1.2	3.	5 -	- 1.	7 1.	.8 1.4
MOM/DAD OF DEAD TEEN	1.1	1.2	2 1.3	3 1.2	! -		- 3.3	-	0.9	1.2	-	1.8	-	2.3	0.5	3.7	,	- 5.	7 -	- 1.	6 0.6
GOOD AD/LIKED	1.0	1.2	2 -	- 1.9	-		- 3.2	-	2.6	-	-	1.8	-	3.5	-	3.7	,	- 5.0	5 -	- 1.	1.0
BILLBOARD	1.0	1.1	L 3.4	1 -	-	2.0	6 -	-	-	1.6	-	0.7	2.1	3.2	-	-			- 1.:	3 2.	.3 -
TV/CNN	0.9	1.1	ι -	- 1.7	-	0.2	2 -	2.8	1.3	0.7	0.5	1.5	-	0.2	1.2	0.3	0.	8 -	- 1.2	2 0.	.2 1.5
SCARY AD/MESSAGE	0.8	0.9		- 1.4	-	1.0	1.3	-	1.1	0.6	-	1.4	-	1.2	0.6	-	•		- 1.:	L 1.	. 9 –
YOUTUBE	0.8	0.9	2.8	3 -	-	2.2	2 -	-	2.0	-	-	1.4	-	2.7	-	2.8	8.	3 -		- 1.	. 9 –
RADIO	0.5	0.6	5 -	- 0.9	-	1.4	4 -	-	-	0.9	-	0.9	-	-	0.8	-	•		- 0.	7	- 0.9
FACEBOOK	0.4	0.4	1 1.2	2 -	-	1.0	o -	-	-	0.6	-	0.6	-	-	0.5	1.3	3.	7 -		- 0.	. 8 –
BAD/TEEN DRINK/DWI	0.1				0.7			0.3	-	0.2	-	0.2	-	0.4	-	0.4	ŀ	- 0.0	5 -	- 0.	.2 -
VAR NEGATIVE ABT AD	2.0	1.1	L 1.4	1 0.9	7.0	1.4	4.5	-	1.0	2.7	-	2.5	1.9	-	2.8	3.8	11.	1 -	- 1.:	3 3.	.7 0.7
THE MESSAGE	2.0	2.3	3 -	- 3.5		1.9	9 1.1	3.1	3.4	1.0	-	1.7	3.7	-	2.8	0.3	1	- 0.4	2.0	6 0.	.8 2.9
VAR POSITIVE ABT AD	1.0	1.2	2 2.4	0.6	; -		- 3.2	-	-	1.7	4.7	-	1.2	-	1.5	2.5	i	- 3.	7 0.	5 2.	.4 -
VAR ADMONITION	1.3	0.8	3 2.3	3 -	4.1	. 1.8	3 -	2.0	1.7	1.1	-	1.1	2.5	2.2	0.9	2.4	ŀ	- 3.0	5 0.9	9 1.	6 1.1
VAR COMMENT ABT AD	0.1	0.1	ι -	- 0.1			- 0.2	-	0.2	_	_	0.1	_	-	0.1	_	•		- 0.:	L	- 0.1



May 3-19, 2023 (Continued)
NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES

30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

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	TOTAL 		TEN DO .			IS ALCO		•	LOCK LIQUO CABIN	R	CHANGE	L CONSUM D SINCE : ID-19 PAI	START D	RINK TO	COPE	TURN	ING TO	OUT CHII ALCOHOL 9 PANDEM	DUE	CHILD CHANGE START		
	 			ot N egul- rly 	•	VISI- I BLE 	13	NONE Y IN THE HOUSE	ES No.		-	STAYED CONSIS -TENT		TES N	•	WORR- IED	Very 		NOT WORR- IED	YES 	NO 	
VAR ASPECT OF AD	0.9	1.0	-	1.5	-	0.9	1.4	0.2	1.3	0.6	-	0.9	1.2	0.2	1.1	1.6	-	2.4	0.6	-	1.5	
MISC	5.2	5.1	8.4	3.5	5.2	7.5	0.9	6.7	6.6	4.2	15.2	2.9	4.4	6.4	4.6	11.1	20.6	6.2	2.8	6.1	4.4	
DK/REFUSED	6.3	5.2	8.4	3.5	12.4	5.4	5.8	7.9	7.4	5.6	10.3	5.8	5.2	5.7	6.5	10.5	12.8	9.2	4.6	6.6	6.0	

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

		CHILD M ALCOHOL START C	SINCE	STOP U	NDERAGE	CONS	EQUENCE	TH RISKS S ASSOCI GE DRINE	ATED	LEARN	HERE TO RISKS/ UENCES			EVER VI TALK II NC SI	TUO		DESCRIBE WHERE YO	
		YES	NO	YES 	NO/ DON'T KNOW	FAMI- LIAR 			NOT FAMI- LIAR	İ	DON'T	i I	DON'T	i	DON'T	100K/		S.CITY /TOWN/ RURAL
TotalAnswering	205	53	152	205	; -	198	160	38	7	185	20	94	111	33	61	62	60	83
TALK TO YOUR KIDS	10.6	6.6	12.0	10.6	; -	11.0	9.7	16.8	-	10.6	10.6	8.0	12.9	2.2	11.1	8.4	9.2	13.4
ACCIDENT/CAR CRASH	8.9	6.9	9.6	8.9	-	9.3	11.4	-	-	9.2	6.1	1.0	15.7	2.9	-	9.1	5.0	11.7
ON THE RISE/STATISTIC	7.5	12.3	5.9	7.5	; -	7.8	8.3	5.8	-	7.9	4.0	7.4	7.7	3.7	9.3	6.0	8.5	7.9
RISKS/CONSEQUENCES	5.7	5.0	5.9	5.7	-	5.9	6.6	3.0	-	6.3	-	9.2	2.7	4.6	11.7	2.8	10.0	4.7
STOP UNDERAGE DRINK	5.0	1.4	6.2	5.0	-	4.5	5.1	2.0	19.3	5.5	-	3.0	6.7	5.9	1.4	6.3	3.8	4.9
DEATH FROM TEEN DWI	4.2	3.1	4.5	4.2	: -	4.3	4.0	5.4	-	4.5	1.0	1.6	6.3	3.5	0.6	5.8	4.4	2.8
JUST REMEMBER AD	3.7	5.7	3.1	3.7	-	3.9	3.1	7.4	-	3.5	6.3	4.4	3.2	4.6	4.3	-	6.2	4.8
DRINK/PROM/PARTY	3.4	5.5	2.7	3.4	-	3.5	3.4	4.0	-	2.9	7.5	3.4	3.4	4.7	2.7	3.7	2.4	3.9
DRUNK DRIVING	3.4	-	4.5	3.4	-	3.1	3.3	2.5	9.8	2.8	8.4	4.3	2.6	-	6.6	3.5	1.2	4.8
WATCH YOUR KIDS	3.1	2.3	3.4	3.1		3.2	1.7	9.4	-	3.4	-	5.2	1.3	3.6	6.0	0.4	2.9	5.2
SEZ 2 KIDS DONT DRINK	2.9	2.1	3.2	2.9	-	3.0	3.0	2.9	-	3.2	-	4.6	1.5	3.1	5.4	2.7	2.9	3.1
ALCOHOL/ALCOHOLIC	2.8	9.7	0.5	2.8	-	2.9	2.8	3.5	-	3.1	-	6.2	-	17.6	-	9.4	-	-
SERIOUS/MOVING AD	2.3	5.7	1.1	2.3	-	2.4	2.8	0.5	-	2.1	4.6	0.8	3.6	-	1.2	5.1	1.2	1.0
EASY ACCESS TO BOOZE	2.1	-	2.9	2.1	. -	2.2	1.9	3.7	-	1.3	9.7	4.7	-	3.2	5.5	-	5.5	1.3
GET HELP/PHONE #	2.1	0.6	2.6	2.1	. -	1.5	1.7	0.8	17.9	2.2	1.6	1.9	2.3	-	2.9	-	3.4	2.7
DIRECT/TO THE POINT	2.0	-	2.6	2.0	-	2.0	1.7	3.4	-	1.5	6.3	0.9	2.9	-	1.4	3.1	1.4	1.5

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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

Table 30 Page 257 May 3-19, 2023 (Continued)

30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

		ALCOHO	MENTION L SINCE OF PAND	STOP U		E CONS	SEQUENCE	TH RISK S ASSOC GE DRIN	IATED	LEARN	WHERE TO RISKS/ QUENCES	TALK		EVER TALK NC	IT OUT	•	DESCRIB	
		YES 	NO 	YES 	NO/ DON'T KNOW	FAMI- LIAR 	Very 	Slight -ly 	NOT FAMI- LIAR	YES 	NO/ DON'T KNOW	YES 	DON'T	YES 	NO/ DON'T KNOW	CITY 100K/ MORE	•	S.CITY /TOWN/ RURAL
TEENS DRINK & DRIVE	1.7	_	2.3	1.7		- 1.1	L 0.9	1.8	19.1	. 1.	2 6.	1.	5 1.9	, .	- 2.4		- 2.2	2.7
TEENS IN AD	1.6	-	2.2	1.6	5 -	- 1.7	0.4	7.2	-	. 1.	8 -	- 3.	6 -	2.:	2 4.3			4.1
ILLEGAL/RAISE AGE	1.6	3.0	1.1	1.6	5 -	- 1.6	2.0	-	-	. 0.	9 7.9	0.	7 2.3		- 1.1	2.0	6 2.6	-
MOM/DAD OF DEAD TEEN	1.1	2.7	0.5	1.1		- 1.1	1.3	-	-	. 1.	2 -	- 2.	3 -	2.	2 2.3	2.3	3 -	0.9
GOOD AD/LIKED	1.0	1.8	0.8	1.0) -	- 1.1	0.6	3.2	-	. 1.	2 -	- 1.	0 1.1	2.	8 -	2.0	1.5	-
BILLBOARD	1.0	2.2	0.5	1.0) -	- 1.0	1.2	! -	-	. 1.	1 .	- 1.	2 0.7		- 1.9		- 1.9	1.0
TV/CNN	0.9	0.3	1.2	0.9		- 1.0	1.2	! -	-	. 1.	0 -	- 0.	2 1.6	0.	5 -	1.4	4 -	1.2
SCARY AD/MESSAGE	0.8	1.4	0.6	0.8	3 -	- 0.8	3 1.0	-	-	. 0.	9 -	- 1.	7 -	5.	0 -	1.4	4 -	0.9
YOUTUBE	0.8	-	1.1	0.8	3 -	- 0.8	3 1.0	-	-	-	- 8.2	2	- 1.5			2.0	6 -	-
RADIO	0.5	-	0.7	0.5	5 -	- 0.5	0.7	-	-	. 0.	6 -	-	- 1.0				- 1.8	-
FACEBOOK	0.4	1.4	-	0.4		- 0.4	0.5	; -	-	. 0.	4 .	- 0.	8 -	2.	2 -			0.9
BAD/TEEN DRINK/DWI	0.1	0.4	-	0.1	-	- 0.1	-	0.6	-	. 0.	1 -	-	- 0.2	!		0.3	3 -	-
VAR NEGATIVE ABT AD	2.0	4.2	1.2	2.0) -	- 2.1	1.9	2.9	-	. 2.	2 -	- 1.	1 2.7		- 1.8	1.	7 -	3.6
THE MESSAGE	2.0	-	2.7	2.0) -	- 2.0	2.5	; -	-	. 2.	2 -	- 4.	3 -	0.	5 6.4	1.4	4 2.1	2.3
VAR POSITIVE ABT AD	1.0	1.3	0.9	1.0) -	- 1.1	0.9	1.8	-	. 1.	1 .	- 2.	2 -		- 3.4	1.:	1 2.3	-
VAR ADMONITION	1.3	2.6	0.8	1.3	3 -	- 1.3	3 1.7	-	-	. 1.	4 -	- 1.	5 1.2	4.:	2 -	2.2	2 2.1	-
VAR COMMENT ABT AD	0.1	-	0.1	0.1		- 0.1	-	0.4	-	. 0.	1 -	-	- 0.1					0.2



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES

30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

	A		SINCE	S/R/H ADS TOP UNDER DRINKING	AGE COI	SEQUENC	ITH RISKS OR ES ASSOCIATED AGE DRINKING	LEARN	HERE TO EVER RISKS/ TALI UENCES		F EVER VI TALK IT NC SI	OUT ARI	ST DESCRIBES EA WHERE YOU	
	Y 	YES 1	 	TES NO/ DON KNO	'T LIAR	- Very 	Slight NOT -ly FAMI LIAR	•	NO/ YES DON'T KNOW	NO/ DON'T KNOW] [1	NO/ CITY DON'T 100E KNOW MORE	K/ OF /	S.CITY TOWN/ RURAL
VAR ASPECT OF AD	0.9	0.3	1.1	0.9	- 0	.4 0.	5 - 13	.0 1.0	- 0	0.7 1.	0 -	1.1	0.2 1.1	1.1
MISC	5.2	5.7	5.0	5.2	- 5	.3 5.	8 3.2	- 5.1	5.9	5.0 5.	3 10.8	1.8	7.0 6.5	2.8
DK/REFUSED	6.3	6.0	6.4	6 3	- 5	8 5	3 7.8 21	0 6 4	52 1	5.8 6.	7 10.1	3.4	74 76	4.5

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	 		ANNUAL	INCOME			 		INCOME	CLUSTER	s		EDUC	ATION	EDUC MA 	ATION:	EDUCA FEMA	ATION: ALE
		•	\$20K- \$40K 		\$60K- \$100K 		•	UNDER \$40K 	•	UNDER \$60K 		UNDER \$100K 	OVER \$100K 	THAN	COLLGE GRAD./	THAN	COLLGE GRAD./		COLLGE GRAD./ POST
TotalAnswering	205	11	43	41	58	34	18	54	151	. 95	110	153	52	2 119	86	45	59	74	27
TALK TO YOUR KIDS	10.6	14.9	10.8	6.8	13.8	11.0	5.7	11.7	10.3	9.6	11.6	11.2	9.1	7.9	14.5	7.2	10.0	8.3	24.5
ACCIDENT/CAR CRASH	8.9	11.1	5.1	19.9	2.7	12.9	4.1	6.4	9.9	12.2	6.1	8.6	9.9	11.7	5.1	12.0	3.9	11.5	7.9
ON THE RISE/STATISTIC	7.5	17.3	4.2	4.3	10.4	9.0	4.8	6.9	7.8	5.8	9.0	7.5	7.6	8.3	6.5	13.5	9.5	5.1	-
RISKS/CONSEQUENCES	5.7	-	3.3	11.1	3.8	2.8	14.0	2.6	6.8	6.3	5.2	5.4	6.7	5.5	6.0	2.6	7.4	7.3	2.7
STOP UNDERAGE DRINK	5.0	1.8	10.5	-	4.9	4.3	6.9	8.7	3.7	4.9	5.0	4.9	5.2	5.0	5.0	8.1	7.3	3.1	-
DEATH FROM TEEN DWI	4.2	16.8	6.7	4.7	2.8	-	1.0	8.8	2.5	7.0	1.7	5.4	0.4	5.6	2.1	3.0	2.8	7.2	0.7
JUST REMEMBER AD	3.7	-	2.9	-	8.6	-	8.2	2.3	4.2	1.3	5.9	4.1	. 2.8	3 4.2	3.2	5.9	4.6	3.1	-
DRINK/PROM/PARTY	3.4	-	5.1	-	5.4	-	9.1	4.0	3.2	2.3	4.4	3.5	3.2	2 2.6	4.6	1.5	1.5	3.2	11.4
DRUNK DRIVING	3.4	-	5.1	5.4	3.1	2.0	-	4.0	3.1	4.6	2.3	4.0	1.3	3.7	2.9	1.6	-	4.9	9.3
WATCH YOUR KIDS	3.1	-	5.2	4.3	3.7	0.7	-	4.1	2.7	4.2	2.2	4.0	0.5	3.4	2.7	2.2	3.9	4.1	-
SEZ 2 KIDS DONT DRINK	2.9	-	-	-	5.1	9.0	-	-	4.0	-	5.5	1.9	5.9	2.8	3.0	5.6	2.5	1.2	4.1
ALCOHOL/ALCOHOLIC	2.8	-	-	-	2.3	3.7	18.0	-	3.9	-	5.3	0.9	8.6	1.3	4.9	-	4.9	2.2	5.0
SERIOUS/MOVING AD	2.3	-	7.0	2.4	-	2.1	-	5.5	1.2	4.2	0.7	2.6	1.4	3.3	0.9	8.9	1.2	-	-
EASY ACCESS TO BOOZE	2.1	-	3.3	-	3.4	3.1	-	2.6	2.0	1.5	2.7	2.2	2.0	1.2	3.5	-	3.3	1.9	3.9
GET HELP/PHONE #	2.1	-	3.0	3.1	-	2.4	5.3	2.4	2.0	2.7	1.6	1.7	3.4	1.7	2.6	2.5	2.2	1.3	3.6
DIRECT/TO THE POINT	2.0	-	2.9	6.7	-	-	-	2.3	1.8	4.2	-	2.6	; -	- 2.7	1.0	2.8	1.5	2.6	-

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30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

	TOTAL	 		ANNUAI	INCOME			 		INCOME	CLUSTE	RS		EDUC	CATION	EDUC MA	ATION:	EDUCA	ATION:
		•			\$60K- \$100K 			UNDER \$40K 	•	UNDER \$60K 		UNDER \$100K 	OVER \$100K 	LESS THAN COLLGE	COLLGE GRAD./ E POST		COLLGE GRAD./	•	COLLGE GRAD./ POST
TEENS DRINK & DRIVE	1.7	-		· -	2.5	2.2	7.6	-	- 2.3	-	- 3.2	2 0.9	4.0	1.8	3 1.6	3.2	-	1.0	5.1
TEENS IN AD	1.6	-	1.6	1.8	3.4	-	-	1.3	3 1.8	1.5	5 1.8	3 2.2	2 -	2.8	3 -	3.1	-	2.6	-
ILLEGAL/RAISE AGE	1.6	14.2	2.2	1.7	-	-	-	4.7	0.5	3.4		- 2.1	- ا	2.7	7 -	1.5	-	3.4	-
MOM/DAD OF DEAD TEEN	1.1	-	-	3.4	1.3	-	-	-	- 1.4	1.5	0.7	7 1.4	1 -	1.2	0.9	-	1.3	1.9	-
GOOD AD/LIKED	1.0	8.3	-	-		-	6.8	1.7	0.8	1.0	1.1	L 0.6	5 2.3	0.8	3 1.4	2.1	2.1	-	-
BILLBOARD	1.0	-	-	-		5.8	-	-	- 1.3	-	1.8	3 -	- 3.8	-	- 2.3	-	2.0	-	3.1
TV/CNN	0.9	-	0.4	4.3	-	-	-	0.3	3 1.2	2.0	-	- 1.3	3 -	0.9	1.0	-	-	1.4	3.3
SCARY AD/MESSAGE	0.8	-	-	-	-	4.8	-	-	- 1.1		1.5	5 -	- 3.2	! -	- 1.9	-	1.3	-	3.3
YOUTUBE	0.8	-	-	-	2.8	-	-	-	- 1.1		1.5	5 1.1	-	-	- 1.9	-	2.8	-	-
RADIO	0.5	-	2.5	-		-	-	2.0) -	1.1		- 0.7	7 -	0.9	-	2.4	-	-	-
FACEBOOK	0.4	-	1.7	-		-	-	1.4	-	0.8	3 -	- 0.5	5 -	0.6	5 -	-	-	1.0	-
BAD/TEEN DRINK/DWI	0.1	-	0.5	-	-	-	-	0.4		0.2	2 -	- 0.1	L -	0.2	2 -	0.5	-	-	-
VAR NEGATIVE ABT AD	2.0	-	-	7.2	2 -	3.2	-	-	2.7	3.1	1.0	2.0	2.1	2.5	5 1.3	6.6	1.8	-	-
THE MESSAGE	2.0	-	4.5	-	3.4	0.5	-	3.6	5 1.4	2.0	1.9	2.5	0.3	3 2.2	2 1.7	1.5	2.4	2.6	-
VAR POSITIVE ABT AD	1.0	-	1.6	-	2.5	-	-	1.2	0.9	0.7	1.3	3 1.4	1 -	0.6	5 1.7	-	-	0.9	5.3
VAR ADMONITION	1.3	-	3.0	-	2.4	-	-	2.4	0.9	1.4	1.3	3 1.7	7 -	1.1	1.6	-	2.3	1.7	-
VAR COMMENT ABT AD	0.1	-		-	0.3	-	-	-	- 0.1		0.1	L 0.1	L -	0.1	ւ -	0.4	-	-	-



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(Continued)
NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES

30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

	TOTAL 	ANNUAL INCOME	INCOME CLUSTERS	EDUCATION EDUCATION: EDUCATION: MALE FEMALE
	UNDER \$20b \$20b \$40b 	K- \$40K- \$60K- \$100K- OVER K \$60K \$100K \$150K \$150 		
VAR ASPECT OF AD	0.9 -	1.6 2.0 0	0.8 - 1.2 - 1.6 0.6	1.6 0.8 1.0 - 1.4 1.2 -
MISC	5.2 - 0	0.5 8.6 3.5 13.0 2	2.1 0.4 6.9 3.9 6.2 3.8	9.3 4.1 6.6 0.8 9.7 6.0 -
DK/REFUSED	6.3 15.8 6	5.3 4.5 6.5 5.3 5	5.7 8.3 5.6 6.6 6.0 6.6	5.4 6.0 6.7 0.5 6.6 9.4 6.8



30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

BANNER 8

	TOTAL	1 	MARITAL	STATUS		MARI STAT MAI	rus:	•	ITAL TUS: ALE
		İ	IED	SEPA- RATED/ DIVRCE	ED	İ	IED	•	MARR- IED
TotalAnswering	205	47	131	24	2	9	84	38	47
TALK TO YOUR KIDS	10.6	12.2	9.1	16.7	-	22.8	8.4	9.7	10.4
ACCIDENT/CAR CRASH	8.9	9.0	9.4	7.0	-	9.9	8.1	8.8	11.7
ON THE RISE/STATISTIC	7.5	2.9	8.7	7.9	34.1	-	11.7	3.6	3.4
RISKS/CONSEQUENCES	5.7	4.1	6.1	7.2	-	-	6.6	5.1	5.2
STOP UNDERAGE DRINK	5.0	0.4	4.0	19.4	-	-	4.9	0.5	2.6
DEATH FROM TEEN DWI	4.2	7.3	3.9	-	-	14.7	2.0	5.5	7.3
JUST REMEMBER AD	3.7	4.9	4.1	-	-	-	6.4	6.1	-
DRINK/PROM/PARTY	3.4	3.2	3.6	2.7	-	-	1.0	4.0	8.2
DRUNK DRIVING	3.4	4.7	1.7	10.1	-	8.1	-	3.9	4.6
WATCH YOUR KIDS	3.1	3.1	3.7	-	-	-	4.0	3.9	3.3
SEZ 2 KIDS DONT DRINK	2.9	1.8	3.9	-	-	9.5	3.8	-	4.1
ALCOHOL/ALCOHOLIC	2.8	6.2	2.2	-	-	-	3.4	7.7	-
SERIOUS/MOVING AD	2.3	-	3.0	3.3	-	-	4.7	-	-
EASY ACCESS TO BOOZE	2.1	3.0	0.8	8.0	-	-	-	3.7	2.2
GET HELP/PHONE #	2.1	4.7	0.6	5.2	-	3.4	1.0	5.1	-
DIRECT/TO THE POINT	2.0	4.0	1.6	-	-	-	2.5	5.0	-

Table 30 Page 262 May 3-19, 2023



30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

BANNER 8

	TOTAL 		MARITAL	STATUS				MARI STAT FEMA	rus:
	 		IED	SEPA- RATED/ DIVRCE	ED	Ī	IED		MARR- IED
TEENS DRINK & DRIVE	1.7	1.5	2.2	-	-	7.5	0.9	-	4.5
TEENS IN AD	1.6	3.0	1.5	-	-	15.4	-	-	4.1
ILLEGAL/RAISE AGE	1.6	5.4	0.5	-	-	-	0.8	6.7	-
MOM/DAD OF DEAD TEEN	1.1	-	1.6	-	-	-	0.9	-	3.0
GOOD AD/LIKED	1.0	-	1.6	-	-	-	2.6	-	-
BILLBOARD	1.0	-	1.5	-	-	-	1.4	-	1.7
TV/CNN	0.9	1.9	0.1	-	37.1	-	-	2.3	0.3
SCARY AD/MESSAGE	0.8	-	1.3	-	-	-	0.9	-	1.9
YOUTUBE	0.8	-	1.3	-	-	-	2.0	-	-
RADIO	0.5	-	0.8	-	-	-	1.3	-	-
FACEBOOK	0.4	1.6	-	-	-	-	-	1.9	-
BAD/TEEN DRINK/DWI	0.1	-	0.2	-	-	-	0.3	-	-
VAR NEGATIVE ABT AD	2.0	-	3.1	-	-	-	4.9	-	-
THE MESSAGE	2.0	-	3.1	-	-	-	2.5	-	4.1
VAR POSITIVE ABT AD	1.0	1.4	-	5.8	-	-	-	1.8	-
VAR ADMONITION	1.3	2.7	1.1	-	-	-	1.6	3.4	-
VAR COMMENT ABT AD	0.1	_	0.1	_	_	_	0.2	_	_

Table 30 Page 263 May 3-19, 2023 (Continued)



30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

BANNER 8

	TOTAL	I	MARITAL	STATUS		M2	RITAL	ı	MARITA	AL.
		1				I ST	ATUS:	1	STATUS	3:
		1				M	IALE	1	FEMALE	E
		SINGLE	-	•	•	- SINGI	E MARR-	SI	•	
		i	IED 	RATED/ DIVRCE	•	i	IED 	i	IE	עני
VAR ASPECT OF AD	0.9		0.1	6.6			- 0.2			
VAR ASPECT OF AD	0.3	-	0.1	0.0			- 0.2	Z	_	-
MISC	5.2	6.8	5.6	-	•	- 6.	3 6.0	6	6.9	3.9
DK/REFUSED	6.1	3 4 0	7 9	_	28 1	8 2	3 4	7	4 4	13 5

Table 30 Page 264 May 3-19, 2023 (Continued)



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

31. 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?

	TOTAL	 			AREA				 	AGE		 	AGE CI	LUSTERS		 		USTERS:	
		RAL- EIGH DMA	-	GREENS -BORO DMA	OF	Wilmin -gton DMA	•	West DMAs 	UNDER 40 	40-49 	OVER 50 	UNDER 40 	OVER 40 	UNDER 50 	OVER 50 	UNDER 40 	OVER 40 	UNDER 50 	OVER 50
Total	205	63	58	3 39	46	11	. 20	14	1 78	3 7.	3 5	4 7	3 12	7 15:	L 54	38	66	5 77	27
MORE LIKELY	64.0	64.9	67.7	64.0	58.2	61.3	48.1	. 69.8	75.8	48.	7 67.	6 75.	3 56.8	8 62.	7 67.6	78.6	54.4	58.3	3 77.3
LESS LIKELY	5.0	2.9	4.1	. 3.6	10.2	: -	17.1	. 8.7	5.0	6.	0 3.	8 5.	5.0	0 5.4	1 3.8	5.2	5.7	6.4	2.9
IT MAKES NO DIFFERENCE	31.0	32.2	28.3	32.4	31.6	38.7	34.8	21.5	19.3	45.	4 28.	6 19.	38.2	2 31.8	28.6	16.2	40.0	35.3	19.8
DON'T KNOW	-	-	-	-	-	-	-	-			-	-				-	-	-	-
Net Diff.	59.0	61.9	63.6	60.4	48.0	61.3	31.1	. 61.1	. 70.8	42.	7 63.	8 70.8	3 51.	7 57.3	3 63.8	3 73.4	48.7	51.9	74.4



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

31. 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?

	TOTAL	l	AGE CL	USTERS:		GEN	DER	E	RACIAL E	BACKGROU	IND	RAC	CIAL	RAC	CIAL	6-3	12TH GR	ADE	
		I	FEM	ALE		1		I				BACKG	GROUND:	BACKG	ROUND:	CHILD	REN HOUS	SEHOLD	
		I				1		I				l MZ	ALE	FEM	MALE				
		UNDER 40 	OVER 40 	UNDER 50	OVER 50	MALE 	FEMALE	WHITE 		Africn Amer./ Black	•	'i	AFRICN AMER./ BLACK		AFRICN AMER./ BLACK	ONE	•	THREE/ MORE 	
Total	205	40	61	74	27	104	101	119	9 86	5 47	30	73	3 7	45	5 40	115	69	22	
MORE LIKELY	64.0	73.1	59.3	67.3	57.7	63.3	64.8	57.9	9 72.4	68.1	84.5	59.4	62.4	55.6	69.2	62.5	65.1	68.3	
LESS LIKELY	5.0	4.7	4.4	4.4	4.7	5.5	4.5	5.2	2 4.8	5.0	-	6.6	5 -	2.8	5.9	7.8	1.8	-	
IT MAKES NO DIFFERENCE	31.0	22.2	36.3	28.3	37.6	31.2	30.7	36.9	22.9	26.9	15.5	34.0	37.6	41.6	24.9	29.6	33.0	31.7	
DON'T KNOW	-	-	-	-	-	-	_	-						-		-	-	-	
Net Diff.	59.0	68.4	55.0	62.9	53.0	57.8	60.3	52.8	3 67.6	63.1	84.5	52.8	62.4	52.9	63.3	54.7	63.3	68.3	



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

31. 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?

	TOTAL	AGES 	OF CHIL	DREN IN	GRADES	6 THRO	UGH 12	•	6-12:	•	6-12:	GRADES	EN AGES 6-12: FEMALE	IN	RS OF C		ABOUT	TALKED ALCOHOL USE
		10-14 YEARS 	15 YEARS/ OLDER	teen	•	Seven- teen 		-	•	•	•		15 YEARS/ OLDER			BOTH MALE & FEMALE	İ	NO/NOT YET/ DK/REF
Total	205	153	3 102	37	30	45	. 7	53	3 30	49	37	51	35	74	77	53	175	31
MORE LIKELY	64.0	62.6	64.9	65.1	57.5	71.5	68.8	66.4	68.4	61.3	62.3	59.9	64.5	67.0	62.6	62.0	64.2	62.8
LESS LIKELY	5.0	5.8	1.4	-	4.7	-	-	7.1	-	6.0	3.7	4.3	-	5.1	5.6	4.1	4.9	5.4
IT MAKES NO DIFFERENCE	31.0	31.6	33.8	34.9	37.8	28.5	31.2	26.5	31.6	32.8	33.9	35.8	35.5	28.0	31.9	33.9	30.8	31.8
DON'T KNOW	-	-	-	-	-	-	-			-	-	-	-	-	_	-	-	-
Net Diff.	59.0	56.8	63.5	65.1	52.8	71.5	68.8	59.3	8 68.4	55.3	58.6	55.6	64.5	61.9	57.0	57.9	59.3	57.4



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

31. 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?

	TOTAL	TALK .	FTEN DO ABOUT A /UNDERA		MISUSI		•	YOU THI ING IN A PRO	COMMUNI		-	CHILDRE	D ARE YOU WILL		YOUR	PPROPRI CHILDRE LCOHOLI	N TO	CAUGH	NOTHER T CHILD ALCOHOL	
			SOME- TIMES 	RARELY 	YES		PRO- BLEM 	Seri- ous 	Minor 	-	CON- CERNEI				YOUNG-	15-17 	18/ OLDER 	İ	NO/ DON'T KNOW	
Total	205	76	82	16	152	23	190	109	80) 15	146	5 56	90	59	20	21	162	36	169	
MORE LIKELY	64.0	83.3	52.1	34.8	68.1	38.2	64.1	73.0	52.0	63.0	69.8	83.3	61.5	49.7	59.9	79.3	63.3	69.2	62.9	
LESS LIKELY	5.0	2.8	5.8	10.5	4.9	5.3	5.4	2.7	9.1		5.5	1.3	8.1	3.8	3 23.3	-	3.5	13.8	3.1	
IT MAKES NO DIFFERENCE	31.0	13.9	42.1	54.7	27.0	56.5	30.5	24.3	38.9	37.0	24.7	15.4	30.4	46.5	16.8	20.7	33.2	17.0	34.0	
DON'T KNOW	-	-	-	-	-	-	-	-	-		-		· -	-		-	-	-	-	
Net Diff.	59.0	80.4	46.3	24.3	63.3	32.9	58.7	70.3	43.0	63.0	64.3	81.9	53.5	45.9	36.7	79.3	59.8	55.5	59.8	



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

31. 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?

	TOTAL	HOW C	OFTEN DO	ADULTS	IN	IS ALC	COHOL V	ISIBLE	LOCK	ON	ALCOHO	L CONSUM	PTION	YOU/SOL	MEONE	WOR	RRIED AE	OUT CHII	TD.	CHILD N	100D
		F	HOUSEHOL	D DRINK		OR HID	DEN IN	HOUSE	LIQU	IOR	CHANGE	D SINCE	START	DRINK S	TO COPE	TURN	ING TO	ALCOHOL	DUE	CHANGE	SINCE
		I			I	l		I	CABI	NET	OF COV	ID-19 PA	NDEMIC	DUE TO	COVID	I TO	COVID-1	.9 PANDEN	4IC	START C)F PAND
			Regul-	-	NEVER	VISI-	HIDDEN	NONE	YES	NO	INCR-	STAYED	DECR-	YES	I NO	WORR-	Very	Slight	NOT	YES	NO
		1 1	arly	Regul-	ı	BLE		IN THE	I		EASED	CONSIS	EASED		l	IED	1	-ly	WORR-	1 /	į.
		1 1	l I	arly	I	l I		HOUSE	I		I	-TENT	I		I	I	I	1	IED	1 !	I
Total	205	174	59	115	31	76	66	63	82	123	30	119	56	62	143	58	3 20	38	147	88	117
MORE LIKELY	64.0	63.4	64.1	63.1	67.2	63.1	72.8	55.8	73.2	57.9	81.5	56.6	70.3	81.8	56.4	80.7	93.5	74.1	57.5	70.8	58.9
LESS LIKELY	5.0	5.2	6.2	4.7	4.0	2.7	8.4	4.2	7.3	3.5	2.9	6.9	2.3	8.0	3.7	10.3	6.5	12.3	2.9	4.5	5.4
IT MAKES NO DIFFERENCE	31.0	31.4	29.7	32.3	28.8	34.2	18.8	39.9	19.5	38.6	15.6	36.6	27.5	10.2	39.9	8.9	-	13.5	39.6	24.7	35.7
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-
Net Diff.	59.0	58.3	57.9	58.4	63.2	60.4	64.4	51.6	65.9	54.4	78.7	49.7	68.0	73.7	52.7	70.4	87.1	61.8	54.6	66.3	53.5



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

31. 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?

	TOTAL	CHILD	MENTION	S/R/H	ADS	FAMI	LIAR WI	TH RISK	S OR	KNOW	WHERE TO	EVER	HEARD OF	F EVER V	ISITED	BEST	DESCRIB	ES THE	
	I	ALCOHO	L SINCE	STOP U	NDERAGE	CONS	EQUENCE	S ASSOC	IATED	LEARN	RISKS/	TALK	IT OUT	TALK I	T OUT	AREA	WHERE Y	OU LIVE	
	I	START	OF PAND	DRIN	KING	WITH	UNDERA	GE DRIN	KING	CONSE	QUENCES	1	NC	NC S	SITES	I			
	 	YES	NO 	İ	NO/ DON'T KNOW	FAMI- LIAR 	Very 	Slight -ly 	NOT FAMI- LIAR	YES 	NO/ DON'T KNOW	YES 	NO/ DON'T KNOW	YES 		CITY 100K/ MORE	•	S.CITY /TOWN/ RURAL	
Total	205	53	152	205	-	- 198	160	38	7	18	5 20) 9	4 111	. 33	8 61	62	60	83	
MORE LIKELY	64.0	85.1	56.8	64.0	-	- 65.7	66.4	62.8	17.5	64.2	2 62.4	64.	5 63.6	90.8	50.2	73.3	63.8	57.2	
LESS LIKELY	5.0	2.4	5.9	5.0	-	4.7	3.6	9.5	13.0	4.0	8.4	4.	5 5.4	6.5	3.5	4.0	4.9	5.8	
IT MAKES NO DIFFERENCE	31.0	12.5	37.3	31.0	-	29.6	30.0	27.7	69.5	31.2	2 29.2	31.	0 31.0	2.7	46.3	22.7	31.3	37.0	
DON'T KNOW	-	-	-	-	-	-	-	-	-						-	-	-	-	
Net Diff.	59.0	82.6	50.9	59.0	_	- 61.0	62.8	53.3	4.5	59.	5 54.0	60.	0 58.2	84.3	3 46.7	69.3	58.8	51.4	



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

31. 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?

	TOTAL	I		ANNUAL	INCOME			!		INCOME	CLUSTE	RS		EDUC	ATION	•	ATION:		CATION:	
		 						 						 		MA	LE	FEM	IALE	
		UNDER \$20K 			\$60K- \$100K 		•	UNDER \$40K 	OVER \$40K 	UNDER \$60K 	OVER \$60K 	UNDER \$100K	· .		COLLGE GRAD./		COLLGE GRAD./ POST		COLLGE GRAD./ E POST	
Total	205	11	43	3 41	. 58	34	18	54	151	. 95	5 110	153	52	119	86	45	59	74	27	
MORE LIKELY	64.0	82.2	66.4	72.5	51.0	73.6	51.0	69.7	62.0	70.9	58.0	63.4	65.8	66.9	60.0	71.5	57.0	64.0	66.8	
LESS LIKELY	5.0	11.2	5.5	1.9	3.1	5.9	11.6	6.7	4.4	4.6	5 5.:	3 4.0	7.9	4.5	5.8	1.7	8.4	6.1	. –	
IT MAKES NO DIFFERENCE	31.0	6.5	28.1	. 25.6	45.9	20.5	37.4	23.6	33.6	24.5	36.	32.5	26.4	28.7	34.2	26.7	34.6	29.9	33.2	
DON'T KNOW	-	-	-	-	_	-	-	-	-	-			-	-	-	-	-	-	· _	
Net Diff.	59.0	71.0	60.9	70.6	47.9	67.7	39.4	63.0	57.6	66.3	3 52.	7 59.4	57.9	62.4	54.3	69.8	48.6	57.9	66.8	



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

31. 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?

	TOTAL	1	MARITAL	STATUS		MAR	ITAL	MAR	ITAL
						STA:	TUS:	STA	TUS:
						MA:	LE	FEM	ALE
		SINGLE	MARR-	SEPA-	WIDOW-	SINGLE	MARR-	SINGLE	MARR-
			IED	RATED/	ED	l	IED	I	IED
			I	DIVRCE	l	I	l	I	I
Total	205	47	131	24	2	9	84	38	47
MORE LIKELY	64.0	74.5	62.1	50.5	100.0	80.3	64.1	73.1	58.7
LESS LIKELY	5.0	3.0	6.1	3.8	-	-	6.8	3.7	4.7
IT MAKES NO DIFFERENCE	31.0	22.5	31.8	45.7	-	19.7	29.1	23.2	36.6
DON'T KNOW	-	-	-	-	-	-	-	-	-
Net Diff.	59.0	71.5	56.1	46.7	100.0	80.3	57.2	69.4	54.0

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

32. HOW FAMILIAR ARE YOU WITH THE RISKS OR CONSEQUENCES ASSOCIATED WITH UNDERAGE DRINKING?

	TOTAL	 			AREA				 	AGE		 	AGE CI	USTERS		 		USTERS:	
	i	RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	OF	Wilmin -gton DMA		West DMAs 	UNDER 40 	40-49 	OVER 50 	UNDER 40 	OVER 40 	UNDER 50 	OVER 50 	UNDER 40 	OVER 40 	UNDER 50 	OVER 50
Total	505	163	145	88	109	21	54	34	195	210	100	195	310	405	100	84	135	5 170	49
FAMILIAR	94.5	93.4	93.8	96.8	95.2	100.0	91.8	97.6	90.8	96.4	97.8	90.8	96.9	93.7	97.8	91.0	96.7	92.9	100.0
Very	67.9	69.9	68.8	66.5	64.7	69.0	65.3	60.9	63.8	67.8	75.8	63.8	70.4	65.9	75.8	65.7	70.1	67.5	71.8
Slightly	26.6	23.5	25.0	30.3	30.5	31.0	26.4	36.7	27.0	28.6	22.0	27.0	26.4	27.8	22.0	25.3	26.6	25.5	28.2
NOT FAMILIAR	5.5	6.6	6.2	3.2	4.8	-	8.2	2.4	9.2	3.6	2.2	9.2	3.1	. 6.3	2.2	9.0	3.3	7.1	. –
Not That Familiar	3.3	3.2	3.2	3.2	3.8	-	6.2	2.4	5.9	1.5	2.2	5.9	1.7	3.6	2.2	2 6.7	2.3	5.1	. –
Not at All	2.2	3.4	3.1	_	1.0	-	2.0	-	3.3	2.1	-	3.3	1.4	2.7	-	- 2.4	1.0	2.0	_
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		-	· -	<u> </u>
Net Diff.	89.0	86.8	87.5	93.7	90.4	100.0	83.5	95.2	81.5	92.8	95.7	81.5	93.7	87.3	95.7	7 82.0	93.4	85.9	100.0
Mean	3.60	3.60	3.59	3.63	3.59	3.69	3.55	3.58	3.51	3.62	3.74	3.51	3.66	3.57	3.74	1 3.54	3.66	3.58	3.72

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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

32. HOW FAMILIAR ARE YOU WITH THE RISKS OR CONSEQUENCES ASSOCIATED WITH UNDERAGE DRINKING?

	TOTAL	 	AGE CL FEM	USTERS: ALE		GEN 	DER	F 	ACIAL B	ACKGROU	ND	RAC BACKG MA	ROUND:	RAC BACKG FEM	ROUND:		12TH GR REN HOU	
		UNDER 40 	•		OVER 50 	MALE 	FEMALE 	WHITE 	WHITE		His- panic/ Latino	i	AFRICN AMER./ BLACK		AFRICN AMER./ BLACK			THREE/ MORE
Total	505	111	174	235	51	220	285	305	200	106	65	146	25	159	81	315	154	34
FAMILIAR	94.5	90.6	97.0	94.2	95.7	94.5	94.5	95.6	92.9	92.7	96.2	96.2	78.9	95.0	96.9	94.9	94.6	95.6
Very	67.9	62.4	70.6	64.7	79.8	68.4	67.4	68.6	66.7	67.3	74.3	72.6	58.0	64.9	70.2	68.9	66.4	68.9
Slightly	26.6	28.2	26.3	29.5	16.0	26.1	27.1	27.0	26.2	25.4	21.9	23.6	20.9	30.1	26.7	26.1	28.2	26.7
NOT FAMILIAR	5.5	9.4	3.0	5.8	4.3	5.5	5.5	4.4	7.1	7.3	3.8	3.8	21.1	5.0	3.1	5.1	5.4	4.4
Not That Familiar	3.3	5.3	1.2	2.5	4.3	4.0	2.8	3.0	3.7	4.9	0.3	2.4	16.1	3.7	1.4	2.4	3.8	4.4
Not at All	2.2	4.1	1.8	3.3	-	1.5	2.7	1.4	3.4	2.4	3.5	1.4	5.0	1.4	1.6	2.6	1.6	-
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	89.0	81.2	93.9	88.4	91.5	89.0	89.0	91.1	85.8	85.4	92.3	92.3	57.9	90.0	93.9	89.9	89.2	91.2
Mean	3.60	3.49	3.66	3.56	3.76	3.61	3.59	3.63	3.56	3.58	3.67	3.67	3.32	3.59	3.66	3.61	3.59	3.64



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

32. HOW FAMILIAR ARE YOU WITH THE RISKS OR CONSEQUENCES ASSOCIATED WITH UNDERAGE DRINKING?

	TOTAL	AGES 	OF CHIL	DREN IN	GRADES	6 THRO	UGH 12	•	6-12:	GRADES	6-12:	GRADES	EN AGES 6-12: FEMALE	IN	RS OF C	HILDREN 6-12	•	TALKED ALCOHOL USE
		10-14 YEARS 	15 YEARS/ OLDER	teen	•		Years/	i	YEARS/	i		i	15 YEARS/ OLDER	•	•	BOTH MALE & FEMALE	İ	NO/NOT YET/ DK/REF
Total	505	343	254	102	78	91	21	137	87	115	100	92	67	205	193	105	423	82
FAMILIAR	94.5	93.8	96.9	97.6	95.0	98.6	97.9	89.9	96.4	96.0	97.2	97.0	97.1	91.7	97.0	97.0	96.2	85.6
Very	67.9	67.4	69.4	63.4	63.2	81.1	69.6	63.4	72.4	71.6	65.8	68.0	70.8	65.9	69.6	69.6	70.0	56.5
Slightly	26.6	26.5	27.5	34.2	31.8	17.4	28.3	26.5	24.0	24.4	31.4	29.0	26.3	25.8	27.3	27.4	26.2	29.1
NOT FAMILIAR	5.5	6.2	3.1	2.4	5.0	1.4	2.1	10.1	3.6	4.0	2.8	3.0	2.9	8.3	3.0	3.0	3.8	14.4
Not That Familiar	3.3	3.4	2.5	2.4	5.0	0.2	-	4.9	3.6	2.2	1.7	2.6	2.2	4.8	1.4	2.3	2.2	9.1
Not at All	2.2	2.8	0.6	-	-	1.2	2.1	5.2	-	1.8	1.1	0.3	0.7	3.5	1.6	0.7	1.6	5.3
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	89.0	87.7	93.8	95.3	89.9	97.1	95.9	79.7	92.8	92.1	94.4	94.0	94.3	83.4	94.0	94.0	92.4	71.2
Mean	3.60	3.58	3.66	3.61	3.58	3.78	3.65	3.48	3.69	3.66	3.62	3.65	3.67	3.54	3.65	3.66	3.65	3.37

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32. HOW FAMILIAR ARE YOU WITH THE RISKS OR CONSEQUENCES ASSOCIATED WITH UNDERAGE DRINKING?

	TOTAL 	TALK A	TEN DO BOUT AI UNDERAG		TALKED MISUSE FEW MO	LAST	•	YOU THING IN (A PROP	COMMUNI			CHILDRE	D ARE Y N WILL OHOL	OU THAT DRINK	YOUR	CHILDRE		CAUGH	NOTHER T CHILD ALCOHOL	
	 	-	SOME- TIMES 	RARELY 	YES 		•	Seri- ous 	İ	NOT PROB. AT ALL	CERNED	-	Slight -ly 		YOUNG-	•	18/ OLDER 	İ	NO/ DON'T KNOW	
Total	505	134	231	59	345	79	455	216	239	50	349	105	243	156	45	54	404	53	452	
FAMILIAR	94.5	97.0	97.5	89.5	98.0	88.2	95.2	96.1	94.3	88.3	95.3	95.6	95.2	92.7	95.9	89.4	95.0	99.2	93.9	
Very	67.9	77.5	67.5	63.1	73.6	54.7	68.9	78.1	60.6	58.3	70.2	81.1	65.5	62.6	65.1	57.0	70.0	68.4	67.8	
Slightly	26.6	19.5	30.0	26.4	24.5	33.5	26.3	18.1	33.7	30.0	25.1	14.6	29.7	30.1	30.8	32.4	25.0	30.8	26.2	
NOT FAMILIAR	5.5	3.0	2.5	10.5	2.0	11.8	4.8	3.9	5.7	11.7	4.7	4.4	4.8	7.3	4.1	10.6	5.0	0.8	6.1	
Not That Familiar	3.3	0.7	2.0	6.3	0.8	8.4	3.7	2.6	4.7	-	3.3	2.5	3.7	3.3	3.7	8.5	2.6	-	3.7	
Not at All	2.2	2.3	0.5	4.2	1.2	3.4	1.1	1.3	1.0	11.7	1.4	1.9	1.1	4.0	0.4	2.1	2.4	0.8	2.3	
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net Diff.	89.0	93.9	94.9	79.0	96.1	76.4	90.3	92.3	88.6	76.6	90.6	91.2	90.3	85.4	91.8	78.7	90.0	98.4	87.9	
Mean	3.60	3.72	3.64	3.48	3.70	3.39	3.63	3.73	3.54	3.35	3.64	3.75	3.60	3.51	3.61	3.44	3.63	3.67	3.59	

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32. HOW FAMILIAR ARE YOU WITH THE RISKS OR CONSEQUENCES ASSOCIATED WITH UNDERAGE DRINKING?

	TOTAL			O ADULTS		•	COHOL V		LOCK LIQU CABI	OR	CHANGE	L CONSUM D SINCE ID-19 PA	START	DRINK T	O COPE	TURN	ING TO	SOUT CHI ALCOHOL 9 PANDE	DUE	CHILD CHANGE START (SINCE
	 			Not Regul- arly	•	VISI- BLE 	•	NONE IN THE HOUSE	YES :		EASED	STAYED CONSIS -TENT		YES 		WORR- IED 	Very 		NOT WORR- IED	YES 	NO
Total	505	400	154	246	105	183	146	176	174	331	70	276	158	122	383	104	30	75	401	178	327
FAMILIAR	94.5	95.3	94.8	95.7	91.3	95.0	95.5	93.2	97.2	93.1	92.5	96.5	91.9	96.4	93.9	96.4	100.0	95.0	94.0	96.3	93.5
Very	67.9	67.1	62.3	70.1	70.9	64.2	66.8	72.5	75.8	63.7	67.9	68.2	66.9	73.4	66.1	62.7	81.6	55.3	69.2	68.2	67.7
Slightly	26.6	28.3	32.5	25.6	20.5	30.7	28.7	20.7	21.4	29.4	24.6	28.2	24.9	23.0	27.8	33.7	18.4	39.7	24.8	28.1	25.8
NOT FAMILIAR	5.5	4.7	5.2	4.3	8.7	5.0	4.5	6.8	2.8	6.9	7.5	3.5	8.1	3.6	6.1	3.6	-	5.0	6.0	3.7	6.5
Not That Familiar	3.3	3.2	3.7	2.9	3.7	3.6	3.2	3.2	1.5	4.3	7.2	1.8	4.2	3.5	3.3	2.5	-	3.5	3.5	2.3	3.9
Not at All	2.2	1.5	1.5	1.4	5.0	1.5	1.2	3.7	1.3	2.7	0.3	1.7	3.9	0.2	2.8	1.0	-	1.5	2.5	1.4	2.6
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	89.0	90.6	89.6	91.3	82.7	89.9	91.1	86.3	94.4	86.2	85.0	93.0	83.7	92.7	87.8	92.9	100.0	90.0	88.0	92.6	87.0
Mean	3.60	3.61	3.56	3.64	3.57	3.58	3.61	3.62	3.72	3.54	3.60	3.63	3.55	3.70	3.57	3.58	3.82	3.49	3.61	3.63	3.59



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32. HOW FAMILIAR ARE YOU WITH THE RISKS OR CONSEQUENCES ASSOCIATED WITH UNDERAGE DRINKING?

		ALCOHO	MENTION L SINCE OF PAND	STOP U	NDERAGE	CONS	EQUENCE	TH RISK S ASSOC GE DRIN	IATED	LEARN	HERE TO RISKS/ UENCES	TALK I		EVER V TALK NC S			DESCRIBI WHERE YO	
		YES 	NO 	İ	NO/ DON'T KNOW	FAMI- LIAR 			NOT FAMI- LIAR	İ	NO/ DON'T KNOW	•	NO/ DON'T KNOW	YES 	DON'T	100K/		S.CITY /TOWN/ RURAL
Total	505	109	396	205	300	477	343	135	28	416	89	175	330	49	9 126	119	154	233
FAMILIAR	94.5	99.4	93.2	96.5	93.1	100.0	100.0	100.0	-	97.3	81.3	98.5	92.4	99.1	L 98.3	93.7	95.7	94.1
Very	67.9	75.9	65.7	78.2	60.8	71.8	100.0	-	-	75.2	33.5	75.2	64.0	79.4	1 73.5	71.1	67.9	66.1
Slightly	26.6	23.5	27.5	18.3	32.3	28.2	-	100.0	-	22.1	47.8	23.3	28.4	19.7	7 24.8	22.6	27.7	28.0
NOT FAMILIAR	5.5	0.6	6.8	3.5	6.9	-	-	-	100.0	2.7	18.7	1.5	7.6	0.9	9 1.7	6.3	4.3	5.9
Not That Familiar	3.3	0.2	4.2	2.8	3.7	-	-	-	60.4	2.0	9.3	1.0	4.5	-	- 1.4	3.0	2.7	3.9
Not at All	2.2	0.4	2.6	0.7	3.2	-	-	-	39.6	0.6	9.3	0.4	3.1	0.9	0.2	3.2	1.6	2.0
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-		-		-	-	-
Net Diff.	89.0	98.8	86.5	93.1	86.2	100.0	100.0	100.0	-100.0	94.7	62.7	97.1	84.7	98.2	96.6	87.5	91.3	88.2
Mean	3.60	3.75	3.56	3.74	3.51	3.72	4.00	3.00	1.60	3.72	3.06	3.73	3.53	3.78	3.72	3.62	3.62	3.58

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32. HOW FAMILIAR ARE YOU WITH THE RISKS OR CONSEQUENCES ASSOCIATED WITH UNDERAGE DRINKING?

	TOTAL	 		ANNUAL	INCOME			 		INCOME	CLUSTER	RS		EDUC	ATION	EDUC MA 	ATION: LE	EDUC:	ATION:
		•		\$40K- \$60K 		\$100K- \$150K 	•	UNDER \$40K 	•	UNDER \$60K 	-	UNDER \$100K 	OVER \$100K 	THAN	COLLGE GRAD./ POST		COLLGE GRAD . / POST	-	COLLGE GRAD./ POST
Total	505	45	93	96	131	94	45	139	366	234	271	. 365	5 140	308	197	113	107	195	90
FAMILIAR	94.5	84.7	94.5	94.2	97.2	96.8	92.3	91.3	95.7	92.5	96.2	94.2	95.3	93.3	96.4	91.8	97.4	94.1	95.2
Very	67.9	66.9	66.9	71.3	60.7	74.9	69.4	66.9	68.2	68.7	67.1	. 65.8	73.1	. 68.4	67.1	67.9	69.0	68.6	64.8
Slightly	26.6	17.9	27.6	22.8	36.5	21.9	22.9	24.4	27.5	23.8	29.1	28.3	22.2	24.9	29.4	23.9	28.4	25.5	30.4
NOT FAMILIAR	5.5	15.3	5.5	5.8	2.8	3.2	7.7	8.7	4.3	7.5	3.8	5.8	3 4.7	6.7	3.6	8.2	2.6	5.9	4.8
Not That Familiar	3.3	11.4	1.8	4.3	1.3	2.0	4.9	4.9	2.7	4.7	2.2	3.5	2.9	4.3	1.8	6.4	1.4	3.1	2.3
Not at All	2.2	3.9	3.6	1.6	1.5	1.2	2.7	3.7	1.6	2.8	1.6	2.4	1.7	2.4	1.8	1.9	1.2	2.8	2.5
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-			-	-	-	-	-	-
Net Diff.	89.0	69.5	89.1	88.3	94.4	93.6	84.7	82.7	91.4	85.0	92.5	88.3	90.7	86.5	92.8	83.6	94.8	88.3	90.5
Mean	3.60	3.48	3.58	3.64	3.56	3.70	3.59	3.55	3.62	3.58	3.62	3.58	3.67	3.59	3.62	3.58	3.65	3.60	3.58



32. HOW FAMILIAR ARE YOU WITH THE RISKS OR CONSEQUENCES ASSOCIATED WITH UNDERAGE DRINKING?

BANNER 8

	TOTAL	1 	MARITAL	STATUS		•	ITAL IUS: LE	MARI STAT FEMA	rus:
			IED	SEPA- RATED/ DIVRCE	ED	-	MARR- IED 	SINGLE 	MARR- IED
Total	505	120	314	63	8	33	163	88	152
FAMILIAR	94.5	89.4	96.6	93.2	100.0	79.8	97.4	92.9	95.7
Very	67.9	65.1	68.4	69.0	77.2	61.1	67.3	66.6	69.7
Slightly	26.6	24.2	28.1	24.2	22.8	18.8	30.2	26.3	26.0
NOT FAMILIAR	5.5	10.6	3.4	6.8	-	20.2	2.6	7.1	4.3
Not That Familiar	3.3	8.0	1.3	4.6	-	17.0	1.2	4.7	1.5
Not at All	2.2	2.6	2.1	2.2	-	3.2	1.4	2.4	2.8
DON'T KNOW	-	-	-	-	-	-	-	-	-
Net Diff.	89.0	78.7	93.2	86.3	100.0	59.7	94.8	85.8	91.4
Mean	3.60	3.52	3.63	3.60	3.77	3.38	3.63	3.57	3.63

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
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33. DO YOU KNOW WHERE TO LEARN ABOUT RISKS OR CONSEQUENCES ASSOCIATED WITH UNDERAGE DRINKING?

	TOTAL				AREA				 	AGE		 	AGE CI	USTERS		 		LUSTERS:		
	i	RAL- EIGH DMA	LOTTE	GREENS -BORO DMA	•	Wilmin -gton DMA		West DMAs 	UNDER 40	40-49 	OVER 50 	UNDER	OVER 40 	UNDER 50 	OVER 50 	UNDER	OVER 40 	UNDER 50 	OVER 50 	
Total	505	163	145	88	109	21	54	34	195	210	100	195	310	405	100	84	135	5 170) 49	
YES	82.3	82.8	81.1	80.1	85.0	100.0	83.7	77.8	80.4	84.6	81.2	80.4	83.5	82.6	81.2	83.2	83.0	84.5	78.1	
NO	17.7	17.2	18.9	19.9	15.0	-	16.3	22.2	19.6	15.4	18.8	19.6	16.5	17.4	18.8	16.8	17.0	15.5	5 21.9	
DON'T KNOW	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-	-			
Net Diff.	64.6	65.6	62.1	60.3	70.0	100.0	67.3	55.5	60.8	69.3	62.4	60.8	67.1	65.2	62.4	66.4	66.0	69.0	56.1	



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

33. DO YOU KNOW WHERE TO LEARN ABOUT RISKS OR CONSEQUENCES ASSOCIATED WITH UNDERAGE DRINKING?

	TOTAL	l I		USTERS:		GEN	DER	l F	RACIAL E	BACKGROU	IND	•	:IAL ROUND:	RAC BACKG	IAL ROUND:		12TH GR REN HOU	
		I				I		l				M2	LE	FEM	ALE			
		UNDER	OVER	UNDER	OVER	MALE	FEMALE	WHITE	NON-	Africn	His-	WHITE	AFRICN	WHITE	AFRICN	ONE	TWO	THREE/
		40	40	150	150	I	1	l	WHITE	Amer./	-		AMER./		AMER./		1	MORE
		I	I	1	I	I	l	l	I	Black	Latino	1	BLACK		BLACK		i	l
Total	505	111	174	235	51	220	285	305	200	106	65	146	25	159	81	315	154	34
YES	82.3	78.3	84.0	81.2	84.2	83.1	81.7	85.3	3 77.7	74.8	79.7	87.8	58.9	83.1	79.7	81.3	86.2	79.2
NO	17.7	21.7	16.0	18.8	15.8	16.9	18.3	14.7	22.3	25.2	20.3	12.2	41.1	16.9	20.3	18.7	13.8	20.8
DON'T KNOW	-	-	-	-	-	-	-	-			-	-	-	-	-	-	-	-
Net Diff.	64.6	56.5	67.9	62.4	68.4	66.2	63.5	70.7	55.4	49.5	59.3	75.6	17.7	66.2	59.4	62.5	72.5	58.4



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

33. DO YOU KNOW WHERE TO LEARN ABOUT RISKS OR CONSEQUENCES ASSOCIATED WITH UNDERAGE DRINKING?

	TOTAL	AGES	OF CHIL	DREN IN	GRADES	6 THRO	UGH 12	CHILDR	EN AGES	CHILDR	EN AGES	CHILDR	EN AGES	GENDE	RS OF C	HILDREN	EVER	TALKED
		1						GRADES	6-12:	GRADES	6-12:	GRADES	6-12:	IN	GRADES	6-12	ABOUT	ALCOHOL
		I						MALE	ONLY	FEMALE	ONLY	MALE &	FEMALE	:			MIS	USE
		10-14 YEARS	15 YEARS/	•	Six- teen	•	•	10-14 YEARS	•	10-14 YEARS		10-14 YEARS	•	MALE	FEMALE ONLY	BOTH MALE &		NO/NOT YET/
		1	OLDER	1	I	I	Older	1	OLDER	1	OLDER	1	OLDER	1	I	FEMALE	l	DK/REF
Total	505	343	3 254	102	78	91	21	137	87	115	100	92	67	205	193	105	423	82
YES	82.3	81.4	84.1	85.9	80.9	90.5	72.7	80.5	86.0	82.6	83.5	81.3	82.6	81.0	83.9	83.3	84.3	72.0
NO	17.7	18.6	15.9	14.1	19.1	9.5	27.3	19.5	14.0	17.4	16.5	18.7	17.4	19.0	16.1	16.7	15.7	28.0
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	64.6	62.8	68.2	71.7	61.7	81.1	45.3	61.0	72.1	65.2	67.0	62.6	65.2	62.1	67.8	66.6	68.6	44.0



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

33. DO YOU KNOW WHERE TO LEARN ABOUT RISKS OR CONSEQUENCES ASSOCIATED WITH UNDERAGE DRINKING?

	TOTAL	HOW C	OFTEN DO	YOU	TALKED	ABOUT	l DO	YOU THI	NK UNDE	RAGE	HOW (CONCERNE	D ARE Y	TAHT UO	AGE A	PPROPRI	ATE FOR	YOU/A	NOTHER
		TALK	ABOUT A	LCOHOL	MISUSE	LAST	DRINK	ING IN	COMMUNI	TY IS	YOUR	CHILDRE	N WILL	DRINK	YOUR	CHILDRE	N TO	CAUGH	T CHILD
		MISUSE	E/UNDERAG	GE DRNK	FEW MO	NTHS	I	A PRO	BLEM		1	ALC	CHOL		TRY A	LCOHOLI	C DRINK	WITH	ALCOHOL
		OFTEN	SOME-	RARELY	YES			Seri-	Minor	•	CON-		Slight	NOT	14/ YOUNG-	-	18/ OLDER	•	NO/ DON'T
			ITIMES	: :	- :		IDDEM	ous	1	AT ALI	•	1	-ly	CERNED	-	1	IOTOEK	•	KNOW
		'	. '	''	'		'	'	'	IVI VIII		.' 	.'	CERNED	,	' 	'	'	IMOW
Total	505	134	231	59	345	79	455	216	239	50	349	105	243	156	45	54	404	53	452
YES	82.3	86.1	85.1	76.8	85.0	81.3	83.4	85.1	81.8	72.4	82.0	85.7	80.4	83.0	82.3	80.4	82.5	85.5	81.9
NO	17.7	13.9	14.9	23.2	15.0	18.7	16.6	14.9	18.2	27.6	18.0	14.3	19.6	17.0	17.7	19.6	17.5	14.5	18.1
DON'T KNOW	-	-		-	-	-	-	-	-	-			-		-	-	-	-	-
Net Diff.	64.6	72.3	3 70.3	53.6	70.0	62.7	66.8	70.3	63.6	44.7	64.0	71.3	60.9	65.9	64.6	60.7	65.0	71.0	63.9



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

33. DO YOU KNOW WHERE TO LEARN ABOUT RISKS OR CONSEQUENCES ASSOCIATED WITH UNDERAGE DRINKING?

	TOTAL 		FTEN DO OUSEHOL			IS ALCO			LOCK LIQU CABI	OR	CHANGE	L CONSUM D SINCE ID-19 PA	START	DRINK 1	O COPE	TURN	ING TO	OUT CHIL ALCOHOL 9 PANDEM	DUE	CHILD CHANGE START (
	[•		Not 1 Regul- arly	•	VISI- I BLE 	i	NONE Y	YES 1	NO	•	STAYED CONSIS -TENT		YES	NO	WORR- IED 	•		NOT WORR- IED	YES 	NO
Total	505	400	154	246	105	183	146	176	174	331	70	276	158	122	383	104	30	75	401	178	327
YES	82.3	82.4	80.0	83.9	81.9	81.6	84.0	81.7	87.1	79.8	77.0	81.7	85.7	87.7	80.7	84.3	83.0	84.8	81.8	84.7	81.0
NO	17.7	17.6	20.0	16.1	18.1	18.4	16.0	18.3	12.9	20.2	23.0	18.3	14.3	12.3	19.3	15.7	17.0	15.2	18.2	15.3	19.0
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	64.6	64.8	60.0	67.9	63.8	63.2	67.9	63.3	74.2	59.6	54.1	63.3	71.3	75.4	61.3	68.6	66.0	69.6	63.6	69.5	62.0



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

33. DO YOU KNOW WHERE TO LEARN ABOUT RISKS OR CONSEQUENCES ASSOCIATED WITH UNDERAGE DRINKING?

		ALCOHO	MENTION DL SINCE OF PAND	STOP UN	IDERAGE	CONSI	EQUENCE	TH RISKS S ASSOC: GE DRINI	IATED	LEARN		TALK		F EVER V TALK I NC S		•	DESCRIB WHERE Y	SES THE OU LIVE	
		YES 	NO	i	NO/ DON'T KNOW	FAMI- LIAR	_		NOT FAMI- LIAR	Ī	NO/ DON'T KNOW	YES 	NO/ DON'T KNOW	•	DON'T	CITY 100K/ MORE	OF	B S.CITY /TOWN/ RURAL	
Total	505	109	396	205	300	477	343	135	28	416	89	175	330) 49	126	119	154	233	
YES	82.3	88.7	80.6	90.2	76.9	84.8	91.3	68.3	40.0	100.0	-	90.4	78.0	97.3	87.8	87.6	77.3	83.0	
NO	17.7	11.3	19.4	9.8	23.1	15.2	8.7	31.7	60.0	-	100.0	9.6	22.0	2.7	12.2	12.4	22.7	17.0	
DON'T KNOW	-	-	· -	-	-	-	-	-	-	-	-			-	-	-	-	-	
Net Diff.	64.6	77.5	61.2	80.4	53.9	69.6	82.5	36.5	-20.0	100.0	-100.0	80.9	9 56.0	94.6	75.5	75.2	54.5	65.9	



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

33. DO YOU KNOW WHERE TO LEARN ABOUT RISKS OR CONSEQUENCES ASSOCIATED WITH UNDERAGE DRINKING?

	TOTAL	I		ANNUAL	INCOME			1		INCOME	CLUSTER	RS		EDUC	CATION	EDUC	CATION:	EDUC	ATION:	
		!						!						!		MA	LE	FEM	IALE	
		ı						ı						1		ı		ı		
		UNDER	\$20K-	\$40K-	\$60K-	\$100K-	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER	LESS	COLLGE	LESS	COLLGE	LESS	COLLGE	
		\$20K	\$40K	\$60K	\$100K	\$150K	\$150K	\$40K	\$40K	\$60K	\$60K	\$100K	\$100K	•	GRAD./		GRAD./	•	GRAD./	
		I 		. I	I	I	·	·	·	·	·	. I 	·	COLLGE	POST	COLLGE	POST	COLLGE	POST	
Total	505	45	93	96	131	94	45	139	366	234	271	365	140	308	197	113	107	195	90	
YES	82.3	71.0	82.7	85.5	87.6	82.7	70.1	78.9	83.6	81.6	82.9	83.7	78.6	82.2	82.4	85.0	81.1	80.7	84.0	
NO	17.7	29.0	17.3	3 14.5	12.4	17.3	29.9	21.1	16.4	18.4	1 17.1	16.3	3 21.4	17.8	17.6	15.0	18.9	19.3	16.0	
DON'T KNOW	-	-		-	-	-	-	-	-					-		-	-	-	-	
Net Diff.	64.6	42.0	65.3	3 71.1	75.2	65.3	40.2	57.7	67.2	63.2	2 65.9	67.5	57.1	. 64.5	64.9	69.9	62.1	61.3	68.1	



33. DO YOU KNOW WHERE TO LEARN ABOUT RISKS OR CONSEQUENCES ASSOCIATED WITH UNDERAGE DRINKING?

BANNER 8

	TOTAL	1 	MARITAL	STATUS		•	ITAL FUS: LE	•	ITAL TUS: ALE
			IED	SEPA- RATED/ DIVRCE	ED	SINGLE 	MARR- IED 	SINGLE 	MARR- IED
Total	505	120	314	63	8	33	163	88	152
YES	82.3	81.0	83.0	80.7	86.1	75.3	84.4	83.1	81.6
NO	17.7	19.0	17.0	19.3	13.9	24.7	15.6	16.9	18.4
DON'T KNOW	-	-	-	-	-	-	-	-	-
Net Diff.	64.6	62.0	66.1	61.4	72.1	50.7	68.8	66.2	63.2

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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

34. HAVE YOU EVER HEARD OF TALK IT OUT NC?

	TOTAL	 			AREA				 	AGE		 	AGE CL	USTERS		 		LUSTERS:	
		RAL- EIGH DMA	LOTTE	GREENS -BORO DMA		Wilmin -gton DMA		•	UNDER 40 	•	•	UNDER 40 	•	UNDER 50 	OVER 50 	UNDER 40 	OVER 40 	UNDER 50 	OVER 50
Total	505	163	145	88	109	21	54	34	195	210	100	195	310	405	100	84	135	5 170	49
YES	34.7	36.5	31.3	34.8	36.3	49.4	42.0	18.9	34.8	38.7	26.0	34.8	34.6	36.8	26.0	41.6	40.0	45.6	23.2
NO	65.3	63.5	68.7	65.2	63.7	50.6	58.0	81.1	65.2	61.3	74.0	65.2	65.4	63.2	74.0	58.4	60.0	54.4	76.8
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	_	-		· –
Net Diff.	-30.7	-27.0	-37.4	-30.3	-27.5	-1.2	-15.9	-62.2	-30.4	-22.6	-48.0	-30.4	-30.8	-26.4	-48.0	-16.9	-20.0	-8.8	-53.5



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

34. HAVE YOU EVER HEARD OF TALK IT OUT NC?

	TOTAL	 	AGE CL	USTERS: ALE	 	GEN	DER	R 	ACIAL B	ACKGROU	ND	RAC BACKG MA	ROUND:	RAC BACKG FEM	ROUND:		2TH GRA	
		UNDER 40 	•	UNDER 50 	OVER	MALE	FEMALE 		-	Africn Amer./ Black	panic/	İ	AFRICN AMER./ BLACK		AFRICN AMER./ BLACK			THREE/ MORE
Total	505	111	174	235	51	220	285	305	200	106	65	146	25	159	81	315	154	34
YES	34.7	29.7	30.4	30.4	28.6	40.6	30.1	36.5	31.8	36.4	26.0	48.3	36.7	25.8	36.4	36.6	31.6	27.6
NO	65.3	70.3	69.6	69.6	71.4	59.4	69.9	63.5	68.2	63.6	74.0	51.7	63.3	74.2	63.6	63.4	68.4	72.4
DON'T KNOW	-	-	-	-	-	-	-	-	-	_	-	-	-	-	-	-	-	-
Net Diff.	-30.7	-40.6	-39.3	-39.1	-42.8	-18.8	-39.8	-26.9	-36.4	-27.1	-48.0	-3.4	-26.6	-48.4	-27.3	-26.8	-36.8	-44.8



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

34. HAVE YOU EVER HEARD OF TALK IT OUT NC?

	TOTAL	AGES 	OF CHIL	OREN IN	GRADES	6 THRO		•	6-12:	•	6-12:	GRADES		IN	RS OF CE			ALCOHOL
		10-14 YEARS 	15 YEARS/ OLDER	teen	•	•	•	•	15 YEARS/ OLDER		•	•	•	ONLY		BOTH MALE & FEMALE		NO/NOT YET/ DK/REF
Total	505	343	254	102	78	91	21	137	87	115	100	92	67	205	193	105	423	82
YES	34.7	36.6	32.2	33.4	34.8	25.1	18.7	37.8	37.5	35.9	24.0	35.6	37.5	37.8	31.2	33.7	34.6	34.9
NO	65.3	63.4	67.8	66.6	65.2	74.9	81.3	62.2	62.5	64.1	76.0	64.4	62.5	62.2	68.8	66.3	65.4	65.1
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-30.7	-26.8	-35.5	-33.1	-30.5	-49.8	-62.6	-24.4	-24.9	-28.3	-51.9	-28.7	-24.9	-24.4	-37.5	-32.6	-30.8	-30.1



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

34. HAVE YOU EVER HEARD OF TALK IT OUT NC?

	TOTAL		FTEN DO			ABOUT		OU THIN									ATE FOR		
	I		ABOUT AL /UNDERAG	· · · · ·	MISUSE		DRINKI	NG IN C		TY IS	YOUR (N WILL D	DRINK		COMOTIC	N TO C DRINK		CHILD
	'	MISOSE	ONDERAG	E DENKI	FEW MO	MINS		A PROI	JIEM		1	ALC	OHOL		IKI AL	COHOLIC	, DKINK	WIIN F	псоног
	I	OFTEN	SOME-	RARELY	YES	NO	PRO-	Seri-	Minor	NOT	CON-	Very	Slight	NOT	14/	15-17	18/	YES	NO/
	I		TIMES	I	- 1	1	BLEM	ous			CERNED	I			YOUNG-	I	OLDER		DON'T
	I		l I	I	ı				I	AT ALL	I	I		CERNED	ER	I	· I	ļ	KNOW
Total	505	134	231	59	345	79	455	216	239	50	349	105	243	156	45	54	404	53	452
YES	34.7	40.2	35.5	18.4	35.0	32.9	35.0	37.4	32.8	32.0	34.3	39.8	31.9	35.5	26.7	39.8	34.5	49.4	32.9
NO	65.3	59.8	64.5	81.6	65.0	67.1	65.0	62.6	67.2	68.0	65.7	60.2	68.1	64.5	73.3	60.2	65.5	50.6	67.1
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-30.7	-19.6	-29.0	-63.2	-30.0	-34.2	-30.1	-25.2	-34.5	-36.0	-31.4	-20.3	-36.2	-29.1	-46.7	-20.5	-30.9	-1.3	-34.1



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

34. HAVE YOU EVER HEARD OF TALK IT OUT NC?

	TOTAL 		FTEN DO			IS ALC		•	LOCK LIQU CABI	OR	ALCOHOI CHANGEI OF COVI	SINCE	START	DRINK T	O COPE	TURN	ING TO	OUT CHII ALCOHOL 9 PANDEM	DUE	CHILD 1 CHANGE START (SINCE
	 			Not Regul- arly		VISI- BLE 	i	NONE Y	YES 	n o	EASED	STAYED CONSIS -TENT		YES 		WORR- IED 			NOT WORR- IED	YES 	NO
Total	505	400	154	246	105	183	146	176	174	331	70	276	158	122	383	104	30	75	401	178	327
YES	34.7	36.9	34.0	38.7	26.1	39.1	33.0	31.5	45.3	29.1	46.2	33.4	32.1	39.0	33.3	41.1	50.7	37.3	33.0	39.6	32.0
NO	65.3	63.1	66.0	61.3	73.9	60.9	67.0	68.5	54.7	70.9	53.8	66.6	67.9	61.0	66.7	58.9	49.3	62.7	67.0	60.4	68.0
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-30.7	-26.2	-32.0	-22.5	-47.8	-21.9	-34.1	-37.0	-9.5	-41.8	-7.7	-33.3	-35.8	-22.0	-33.4	-17.8	1.3	-25.3	-34.0	-20.8	-36.0



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

34. HAVE YOU EVER HEARD OF TALK IT OUT NC?

		ALCOHO		S/R/H STOP UN DRINK	IDERAGE	CONSI	EQUENCE	TH RISKS S ASSOCI GE DRINE	ATED	KNOW WI LEARN I CONSEQ	RISKS/	TALK I		EVER V TALK I NC S			DESCRIB WHERE Y	ES THE OU LIVE
		YES 	NO 	i i	NO/ DON'T KNOW	FAMI- LIAR	Very 		NOT FAMI- LIAR	İ	NO/ DON'T KNOW	YES 	NO/ DON'T KNOW	•	DON ' T	100K/	OF	S.CITY /TOWN/ RURAL
Total	505	109	396	205	300	477	343	135	28	416	89	175	330	49	126	119	154	233
YES	34.7	41.5	32.7	45.9	27.0	36.1	38.4	30.4	9.3	38.1	18.7	100.0	-	100.0	100.0	35.1	35.2	34.1
NO	65.3	58.5	67.3	54.1	73.0	63.9	61.6	69.6	90.7	61.9	81.3	-	100.0	-	-	64.9	64.8	65.9
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	_	-	-	-
Net Diff.	-30.7	-16.9	-34.5	-8.1	-46.1	-27.7	-23.2	-39.2	-81.5	-23.8	-62.5	100.0	-100.0	100.0	100.0	-29.7	-29.7	-31.8



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

34. HAVE YOU EVER HEARD OF TALK IT OUT NC?

	TOTAL			ANNUAL	INCOME			ļ		INCOME	CLUSTER	s		EDUC	ATION	-	ATION:	•	ATION:
	i							I 						! 		MA: 	re.	FEM	ALE
	•	-	\$20K-					UNDER	•	UNDER	•	UNDER	•	•	COLLGE	-	COLLGE	•	COLLGE
	1:	\$20K 	\$40K	\$60K	\$100K	\$150K 	\$150K 	\$40K 	\$40K 	\$60K 	\$60K 	\$100K 		THAN COLLGE	GRAD./ POST	THAN COLLGE	GRAD./ POST	THAN COLLGE	GRAD./ POST
Total	505	45	93	96	131	94	45	139	366	234	271	365	140	308	197	113	107	195	90
YES	34.7	25.0	31.1	26.0	39.5	39.2	46.7	29.1	36.8	27.8	40.6	32.0	41.6	29.3	43.0	29.5	52.3	29.2	32.0
NO	65.3	75.0	68.9	74.0	60.5	60.8	53.3	70.9	63.2	72.2	59.4	68.0	58.4	70.7	57.0	70.5	47.7	70.8	68.0
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-30.7	-50.1	-37.9	-48.1	-20.9	-21.6	-6.7	-41.9	-26.4	-44.4	-18.8	-36.0	-16.8	-41.3	-14.0	-40.9	4.7	-41.5	-36.0



34. HAVE YOU EVER HEARD OF TALK IT OUT NC?

BANNER 8

		TOTAL	1	MARITAL	STATUS		STA		MARI	US:
			LETNOTE	IMADD_	I CEDA _	IWTDOW-	MAI		FEMA	
			•	IED	RATED/	ED	•	IED		IED
			'		DIVRCE			·	'	
Tota	al	505	120	314	63	8	33	163	88	152
YES		34.7	32.7	35.4	33.5	45.8	38.0	41.4	30.7	29.0
NO		65.3	67.3	64.6	66.5	54.2	62.0	58.6	69.3	71.0
DON	T KNOW	-	-	-	-	-	-	-	-	-
Net	Diff.	-30.7	-34.6	-29.2	-33.1	-8.4	-24.0	-17.3	-38.6	-42.0

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

35. HAVE YOU EVER VISITED THE TALKITOUTNC.ORG WEBSITE, FACEBOOK PAGE, INSTAGRAM PROFILE, TWITTER PROFILE, AND/OR YOUTUBE SITE?

	TOTAL				AREA				 	AGE		 	AGE CL	USTERS		 	AGE CL	USTERS: LE	
	i								İ			İ				İ			
			•	GREENS -BORO		Wilmin -gton			UNDER 40	-	•	UNDER 40	•	UNDER 50	OVER	UNDER 40	•	UNDER 50	OVER 50
		DMA	DMA	DMA	STATE	DMA		l 	I 	l 	I 	l 	I 	I 	·	l 	I 	I 	·
Total	175	60	46	31	39	10	23	6	68	81	26	68	107	149	26	35	54	78	11
YES	28.1	20.7	34.5	19.8	38.5	20.0	47.2	38.1	50.1	13.1	17.6	50.1	14.2	29.9	17.6	56.0	19.7	37.1	12.1
NO	71.9	79.3	65.5	80.2	61.5	80.0	52.8	61.9	49.9	86.9	82.4	49.9	85.8	70.1	82.4	44.0	80.3	62.9	87.9
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	· –
Net Diff.	-43.8	-58.6	-31.1	-60.3	-23.1	-60.1	-5.6	-23.9	0.1	-73.8	-64.8	0.1	-71.6	-40.1	-64.8	12.0	-60.7	-25.8	-75.8



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

35. HAVE YOU EVER VISITED THE TALKITOUTNC.ORG WEBSITE, FACEBOOK PAGE, INSTAGRAM PROFILE, TWITTER PROFILE, AND/OR YOUTUBE SITE?

	TOTAL	I	AGE CLU	JSTERS:	ı	GENI	DER	R	ACIAL B	ACKGROU!	ND	RAC	IAL	RAC	IAL	6-1	.2TH GRA	ADE
		I	FEM2	ALE	I		I					BACKG	ROUND:	BACKG	ROUND:	CHILDF	REN HOUS	SEHOLD
		I			I		I					MA	LE	FEM	ALE			
		UNDER	•		OVER	MALE	FEMALE	WHITE		Africn Amer./	His- panic/	•	AFRICN		AFRICN AMER./	•		THREE/
		ĺ	1	l İ	i i	l i	i i		İ	Black	Latino	ĺ	BLACK		BLACK	i	i	
Total	175	33	53	71	15	89	86	111	64	39	17	70	9	41	29	115	49	9
YES	28.1	43.8	8.6	22.1	21.9	33.9	22.1	28.0	28.3	29.3	34.1	32.4	45.5	20.4	24.2	27.3	32.6	20.5
NO	71.9	56.2	91.4	77.9	78.1	66.1	77.9	72.0	71.7	70.7	65.9	67.6	54.5	79.6	75.8	72.7	67.4	79.5
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-43.8	-12.5	-82.9	-55.7	-56.2	-32.2	-55.8	-44.0	-43.4	-41.5	-31.7	-35.1	-9.0	-59.1	-51.7	-45.4	-34.8	-58.9



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

35. HAVE YOU EVER VISITED THE TALKITOUTNC.ORG WEBSITE, FACEBOOK PAGE, INSTAGRAM PROFILE, TWITTER PROFILE, AND/OR YOUTUBE SITE?

	TOTAL	AGES	OF CHIL	DREN IN	GRADES	6 THRO	JGH 12	CHITDE	EN AGES	CHILDR	EN AGES	CHITDE	EN AGES	GENDE	RS OF C	TTTDKEN	EVER :	TALKED
		l						GRADES	6-12:	GRADES	6-12:	GRADES	6-12:	IN	GRADES (5-12	ABOUT 2	ALCOHOL
		I						MALE	ONLY	FEMALE	ONLY	MALE &	FEMALE	I		1	MIS	USE
		10-14	15	Fif-	Six-	Seven-	18	10-14	15	10-14	15	10-14	15	MALE	FEMALE	BOTH	YES	NO/NOT
		YEARS	YEARS/	teen	teen	teen	Years/	YEARS	YEARS/	YEARS	YEARS/	YEARS	YEARS/	ONLY	ONLY	MALE &		YET/
		I	OLDER	1 1		l	Older	I	OLDER	I	OLDER	1	OLDER	I	1	FEMALE		DK/REF
Total	175	125	82	34	27	23	4	52	33	41	24	33	25	77	60	35	147	29
YES	28.1	31.4	20.2	17.4	24.8	8.3	57.0	34.7	32.3	29.2	5.5	29.1	18.4	33.5	22.1	28.0	27.9	29.4
										=								
NO	71.9	68.6	79.8	82.6	75.2	91.7	43.0	65.3	67.7	70.8	94.5	70.9	81.6	66.5	77.9	72.0	72.1	70.6
DON'T KNOW																		
DON T KNOW	-	_	_	_	_	-	-	_	-	_	-	_	-	_	-	_	_	-
Net Diff.	-43 0	_37 1	-59.6	-65.2	-50 4	-03 5	12 0	-30 6	-35 4	-41 6	_00 0	_/11 0	-63 2	-33 0	_55 0	-44 0	-11 3	_41 2



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

35. HAVE YOU EVER VISITED THE TALKITOUTNC.ORG WEBSITE, FACEBOOK PAGE, INSTAGRAM PROFILE, TWITTER PROFILE, AND/OR YOUTUBE SITE?

	TOTAL	TALK A		YOU LCOHOL GE DRNK	MISUSE			OU THIN ING IN C A PROB	OMMUNI			HILDRE	ARE YOU WILL DO NOT		YOUR (PPROPRIA CHILDREN LCOHOLIO	1 TO	CAUGH	NOTHER T CHILD ALCOHOL
	 		SOME- TIMES 	RARELY 	YES 			Seri-		-	CERNED	-			YOUNG-	15-17 	18/ OLDER 	İ	NO/ DON'T KNOW
Total	175	54	82	11	121	26	159	81	78	16	120	42	78	55	12	22	139	26	149
YES	28.1	40.2	23.5	-	32.6	6.0	27.7	37.7	17.4	32.3	35.0	54.0	24.7	13.3	77.8	39.8	22.5	74.4	19.9
NO	71.9	59.8	76.5	100.0	67.4	94.0	72.3	62.3	82.6	67.7	65.0	46.0	75.3	86.7	22.2	60.2	77.5	25.6	80.1
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-43.8	-19.6	-53.1	-100.0	-34.8	-88.1	-44.6	-24.5	-65.3	-35.4	-30.0	7.9	-50.6	-73.5	55.6	-20.5	-55.1	48.8	-60.2



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

35. HAVE YOU EVER VISITED THE TALKITOUTNC.ORG WEBSITE, FACEBOOK PAGE, INSTAGRAM PROFILE, TWITTER PROFILE, AND/OR YOUTUBE SITE?

	TOTAL	HOW C	OFTEN DO	ADULTS	IN	IS ALC	COHOL VI	SIBLE	LOCK	ON	ALCOHO	L CONSUM	IPTION	YOU/SON	MEONE	WOE	RRIED AB	BOUT CHII	.D	CHILD M	100D	
		H	OUSEHOL	D DRINK	.	OR HID	DEN IN	HOUSE	LIQU	IOR	CHANGE	D SINCE	START	DRINK 1	TO COPE	TUR	NING TO	ALCOHOL	DUE	CHANGE	SINCE	
	1				- 1			- 1	CABI	NET	OF COV	ID-19 PA	NDEMIC	DUE TO	COVID	I TO	COVID-1	9 PANDEN	IIC	START C	F PAND	
	1	DRINK	Regul-	Not	NEVER	VISI-	HIDDEN	NONE	YES	NO	INCR-	STAYED	DECR-	YES	NO NO	WORR-	Very	Slight	NOT	YES	NO	
	1	I	arly	Regul-	ı	BLE	I	IN THE	1		EASED	CONSIS	EASED	1 1	l	IED	1	-ly	WORR-	1 1	l	
	1	I		arly	ı	ı	I	HOUSE	1		I	-TENT		1 1	I	I	1	1	IED	1 1	l	
Total	175	148	52	95	27	71	48	56	79	96	32	92	51	48	128	43	3 15	28	132	71	105	
YES	28.1	29.7	37.9	25.1	19.8	32.4	36.9	15.0	43.1	15.9	62.4	22.4	16.7	54.7	18.2	58.5	76.7	48.7	18.3	41.1	19.3	
NO	71.9	70.3	62.1	74.9	80.2	67.6	63.1	85.0	56.9	84.1	37.6	77.6	83.3	45.3	81.8	41.5	5 23.3	51.3	81.7	58.9	80.7	
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			-	-	-	
Net Diff.	-43.8	-40.7	-24.3	-49.7	-60.5	-35.3	-26.1	-69.9	-13.8	-68.2	24.8	-55.3	-66.5	9.4	-63.6	16.9	9 53.4	-2.6	-63.5	-17.7	-61.3	



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

35. HAVE YOU EVER VISITED THE TALKITOUTNC.ORG WEBSITE, FACEBOOK PAGE, INSTAGRAM PROFILE, TWITTER PROFILE, AND/OR YOUTUBE SITE?

	TOTAL	CHILD M	ENTION	S/R/H	ADS	FAMII	LIAR WI	TH RISKS	OR	KNOW WE	HERE TO	EVER H	EARD OF	EVER	/ISITED	BEST D	ESCRIBE	S THE
	- 1	ALCOHOL	SINCE	STOP UN	DERAGE	CONSE	QUENCE	S ASSOC	CATED	LEARN E	RISKS/	TALK I	T OUT	TALK	TUO T	AREA W	HERE YO	U LIVE
	- 1	START O	F PAND	DRINK	ING	WITH	UNDERA	GE DRIN	KING	CONSEQU	JENCES	l N	C	NC S	SITES	1		
	1	YES	NO	YES	NO/	FAMI-	Very	Slight	NOT	YES	NO/	YES	NO/	YES	NO/	CITY	SUBURB	S.CITY
	i	i	i	i	DON'T	LIAR	_	-ly	FAMI-	1	DON'T	İ	DON ' T	i	DON ' T	100K/	OF	/TOWN/
	i	i	i	i	KNOW	i i		i	LIAR	i	KNOW	i	KNOW	i	KNOW	MORE	CITY	RURAL
		·	·	·		·		· 	· 	· 		· 	·	·	·			
Total	175	45	130	94	81	172	132	41	3	158	17	175		- 49	126	42	54	79
10001	_,,		-50														-	
YES	28.1	57.7	17.9	35.1	19.9	28.3	29.7	23.8	17.0	30.2	8.0	28.1	_	100.0) -	50.1	21.9	20.8
		0		55.2		20.5		20.0		30.2	0.0					00.1		20.0
NO	71.9	42.3	82.1	64.9	80.1	71.7	70.3	76.2	83.0	69.8	92.0	71.9			- 100.0	49.9	78.1	79.2
No	,1.5	12.5	02.1	01.5	00.1	, ,	,0.5	, 0.2	03.0	03.0	32.0	,			100.0	45.5	,0.1	,,,,
DON'T KNOW	_	_	_	_	_	_	_	_	_	_	_	_				_	_	_
DOM I MION																		
Net Diff.	-43.8	15.3	-64.2	-29.7	-60.1	-43.4	-40 6	-52.4	-6E 0	-39.5	-04 0	-43.8		100 (-100.0	0.1	-E6 2	-58.3
Net Ditt.	-43.8	13.3	-04.2	-29.1	-60.1	-43.4	-40.6	-52.4	-65.9	-39.5	-64.0	-43.8	-	. T00.0	, -IUU.U	0.1	-56.2	-50.5



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

35. HAVE YOU EVER VISITED THE TALKITOUTNC.ORG WEBSITE, FACEBOOK PAGE, INSTAGRAM PROFILE, TWITTER PROFILE, AND/OR YOUTUBE SITE?

	TOTAL	I		ANNUAL	INCOME			1		INCOME	CLUSTER	S		EDUCA	ATION	EDUC	ATION:	EDUC/	ATION:
		1						1						1		MA	LE	FEM2	ALE
		1						1						1		I	- 1	ı	
		UNDER	\$20K- \$40K		\$60K- \$100K			-	•			UNDER	\$100K	THAN	COLLGE	THAN	COLLGE	THAN	COLLGE
		 		l	l			I 	I 	I 	I 	· 	I 	COLLGE	POST	COLLGE	POST	COLLGE	POST
Total	175	11	29	25	52	37	21	40	135	65	110	117	58	90	85	33	56	57	29
YES	28.1	56.6	41.0	8.2	16.6	33.4	37.6	45.4	23.0	31.2	26.3	24.7	34.9	25.1	31.4	25.8	38.8	24.7	17.1
NO	71.9	43.4	59.0	91.8	83.4	66.6	62.4	54.6	77.0	68.8	73.7	75.3	65.1	74.9	68.6	74.2	61.2	75.3	82.9
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-43.8	13.2	-17.9	-83.5	-66.8	-33.2	-24.7	-9.2	-54.1	-37.6	-47.4	-50.5	-30.1	-49.9	-37.2	-48.5	-22.4	-50.7	-65.9



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

35. HAVE YOU EVER VISITED THE TALKITOUTNC.ORG WEBSITE, FACEBOOK PAGE, INSTAGRAM PROFILE, TWITTER PROFILE, AND/OR YOUTUBE SITE?

	TOTAL 	1 	MARITAL	STATUS		MARI STAT MAL	ש: ו	MARI STAT FEMA	US:
	 	SINGLE	IED	SEPA- RATED/ DIVRCE	ED	SINGLE 	MARR- IED 		MARR- IED
Total	175	39	111	21	4	12	67	27	44
YES	28.1	39.8	28.2	10.3	-	39.9	36.2	39.7	16.2
NO	71.9	60.2	71.8	89.7	100.0	60.1	63.8	60.3	83.8
DON'T KNOW	-	-	-	-	-	-	-	-	-
Net Diff.	-43.8	-20.4	-43.5	-79.5	-100.0	-20.2	-27.7	-20.5	-67.7



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

36. WHICH OF THE FOLLOWING BEST DESCRIBES THE AREA WHERE YOU LIVE?

	TOTAL	 			AREA				 	AGE		 	AGE CI	USTERS		 		LUSTERS ALE	
		RAL- EIGH DMA	LOTTE	GREENS -BORO DMA		Wilmin -gton DMA	•	West DMAs 	UNDER 40 	40-49 	OVER 50 	UNDER 40 	OVER 40 	UNDER 50 	OVER 50 	UNDER 40 	OVER 40 	UNDER 50 	OVER 50
Total	505	163	145	88	109	21	54	34	195	210	100	195	310	405	5 100	84	1 13	5 170	49
CITY OF 100,000 OR MORE	23.5	30.0	24.3	17.6	17.3	20.4	16.9	16.0	28.6	21.3	18.1	28.6	20.3	24.8	18.1	. 38.7	7 19.	3 29.9	15.7
SUBURB OF CITY OF 100K+	30.5	31.3	32.6	32.9	24.3	47.3	20.7	15.4	28.0	36.4	22.9	28.0	32.0	32.3	3 22.9	24.7	36.	5 31.	33.8
SMALL CITY/TOWN/RURAL	46.1	38.7	43.1	49.5	58.4	32.3	62.3	68.6	43.5	42.3	59.0	43.5	47.7	42.9	59.0	36.6	6 44.	2 38.	50.5
DON'T KNOW	-	_		-	_	_	_	_		-		-							



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

36. WHICH OF THE FOLLOWING BEST DESCRIBES THE AREA WHERE YOU LIVE?

	TOTAL 	AGE	CLUSTERS:		GENI 	DER 	R 	ACIAL E	BACKGROU	ND	BACKG	IAL ROUND: LE	RAC BACKG FEM	ROUND:		12TH GR. REN HOU	
	UN 40 	NDER OVE 0 40 	R UNDER 50 	OVER 50 	MALE 	FEMALE 	WHITE	NON- WHITE		His- panic/ Latino	İ	AFRICN AMER./ BLACK	İ	AFRICN AMER./ BLACK		•	THREE/ MORE
Total	505	111	174 235	5 51	220	285	305	200	106	65	146	25	159	81	315	154	34
CITY OF 100,000 OR MORE	23.5	20.9 2	21.0 21.1	20.4	26.7	21.0	16.3	34.5	38.2	33.2	18.9	37.5	13.8	38.4	24.2	21.8	25.7
SUBURB OF CITY OF 100K+	30.5	30.4 2	8.5 33.0	12.3	32.0	29.3	31.9	28.2	30.2	27.2	35.8	30.7	28.4	30.0	26.6	36.8	33.8
SMALL CITY/TOWN/RURAL	46.1	48.6	0.4 45.9	67.2	41.3	49.7	51.8	37.3	31.6	39.6	45.3	31.8	57.8	31.6	49.2	41.4	40.4
DON'T KNOW	-	-			-	-	-	-	-	-	-	_	-	-	-	-	_



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

36. WHICH OF THE FOLLOWING BEST DESCRIBES THE AREA WHERE YOU LIVE?

	TOTAL	AGES 	OF CHIL	OREN IN	GRADES	6 THRO	UGH 12	-	6-12:	•	6-12:	GRADES	EN AGES 6-12: FEMALE	IN	RS OF CI GRADES		ABOUT	TALKED ALCOHOL USE
		10-14 YEARS 	15 YEARS/ OLDER	teen	Six- teen 	•	•	-	•			•	15 YEARS/ OLDER	-	•	BOTH MALE & FEMALE	İ	NO/NOT YET/ DK/REF
Total	505	343	3 254	102	78	91	21	137	7 87	115	5 100	92	67	205	193	105	423	82
CITY OF 100,000 OR MORE	23.5	24.4	20.8	16.6	27.4	16.9	22.8	30.9	21.2	2 14.9	20.8	26.5	20.2	27.7	18.8	24.2	23.7	22.5
SUBURB OF CITY OF 100K+	30.5	30.1	. 34.0	40.1	33.8	27.6	41.0	21.5	27.4	35.0	35.1	36.6	41.0	22.8	34.3	37.0	30.3	31.5
SMALL CITY/TOWN/RURAL	46.1	45.6	45.2	43.3	38.8	55.5	36.2	47.6	5 51.4	50.1	44.1	36.9	38.7	49.4	46.9	38.8	46.1	46.0
DON'T KNOW	-	-		-	-	-	-	-		-	-	-	-	-	-	-	-	-



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

36. WHICH OF THE FOLLOWING BEST DESCRIBES THE AREA WHERE YOU LIVE?

	TOTAL 	TALK		YOU LCOHOL LGE DRNK		LAST		YOU THII ING IN (A PRO	COMMUNI		•	CHILDRE	D ARE Y N WILL OHOL		YOUR	PPROPRIA CHILDREI LCOHOLIO	N TO	CAUGHT	CHILD
	 	OFTEN	SOME- TIMES	RARELY 	YES 	no	PRO- BLEM	Seri- ous 	Minor 	NOT PROB. AT ALL	CERNED				YOUNG-	15-17 	18/ OLDER 	i i	NO/ DON'T KNOW
Total	505	134	231	. 59	345	79	455	216	239	50	349	105	243	156	45	54	404	53	452
CITY OF 100,000 OR MORE	23.5	30.0	22.8	12.7	24.8	18.9	23.1	29.2	17.5	27.1	24.5	33.7	20.5	21.2	34.1	31.0	21.4	37.4	21.8
SUBURB OF CITY OF 100K+	30.5	25.0	32.2	34.7	30.7	28.2	31.0	28.7	33.0	25.8	31.5	26.2	33.9	28.1	42.6	31.2	29.2	27.7	30.8
SMALL CITY/TOWN/RURAL	46.1	45.1	45.0	52.6	44.5	52.9	46.0	42.1	49.5	47.1	44.0	40.1	45.6	50.8	23.4	37.8	49.4	34.9	47.4
DON'T KNOW	-	-		_	_	-	-	-	-	-	-	-	-	-	-	_	-	-	-



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

36. WHICH OF THE FOLLOWING BEST DESCRIBES THE AREA WHERE YOU LIVE?

	TOTAL 			ADULTS D DRINK		IS ALC			LOCK LIQU CABI	OR	CHANGE	CONSUM SINCE ID-19 PA	START	DRINK T	O COPE	TURNI	NG TO A	OUT CHIL LCOHOL PANDEM	DUE	CHILD M CHANGE START O	SINCE
	1 	•		Not : Regul- arly		VISI- BLE 	i	NONE IN THE HOUSE	YES 1	NO		STAYED CONSIS -TENT		YES 	•	WORR- IED 		-	NOT WORR- IED	YES 	NO
Total	505	400	154	246	105	183	146	176	174	331	70	276	158	122	383	104	30	75	401	178	327
CITY OF 100,000 OR MORE	23.5	23.2	28.4	19.9	24.5	24.2	25.5	21.1	31.2	19.4	36.6	19.7	24.4	41.7	17.7	41.5	60.9	33.9	18.8	31.6	19.0
SUBURB OF CITY OF 100K+	30.5	33.1	38.4	29.8	20.3	34.5	31.0	25.8	23.4	34.2	30.4	33.1	26.1	27.8	31.3	26.1	7.6	33.3	31.6	26.7	32.5
SMALL CITY/TOWN/RURAL	46.1	43.7	33.1	50.3	55.2	41.3	43.5	53.1	45.4	46.4	33.0	47.2	49.5	30.5	51.0	32.4	31.5	32.7	49.6	41.7	48.5
DON'T KNOW	-	-	_	-	_	-	_	-	-	-	-	_	-	-	-	-	-	-	_	-	-



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

36. WHICH OF THE FOLLOWING BEST DESCRIBES THE AREA WHERE YOU LIVE?

		ALCOHO	MENTION DL SINCE OF PAND	STOP UN	IDERAGE	CONS	EQUENCE	TH RISK S ASSOC GE DRIN	IATED	LEARN		TALK		F EVER V TALK I NC S			DESCRIB WHERE Y	ES THE OU LIVE	
		YES 	NO 	i	NO/ DON'T KNOW	FAMI- LIAR 	Very 	Slight -ly 	NOT FAMI- LIAR	•	NO/ DON'T KNOW	YES 	NO/ DON'T KNOW	YES 	DON'T		•	S.CITY /TOWN/ RURAL	
Total	505	109	396	205	300	477	343	135	28	3 416	5 89	9 175	330) 49	126	119	154	233	
CITY OF 100,000 OR MORE	23.5	38.9	19.3	30.3	18.8	23.3	24.6	19.9	26.7	25.0	16.5	5 23.8	3 23.3	3 42.4	16.5	100.0	-	-	
SUBURB OF CITY OF 100K+	30.5	29.5	30.7	29.5	31.1	30.8	30.5	31.7	23.9	28.6	39.1	L 30.9	30.2	2 24.1	. 33.6	-	100.0	-	
SMALL CITY/TOWN/RURAL	46.1	31.7	50.0	40.3	50.0	45.9	44.9	48.4	49.3	46.4	44.4	45.3	46.5	33.6	49.9	-	-	100.0	
DON'T KNOW	_	_		_	_	-	_	_								_	_	_	



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

36. WHICH OF THE FOLLOWING BEST DESCRIBES THE AREA WHERE YOU LIVE?

	TOTAL			ANNUAL	INCOME			I I		INCOME	CLUSTER	RS		EDUC	ATION	EDUC	ATION: LE	EDUC	ATION:	
	i							Ì						İ		Ì		İ		
				\$40K- \$60K	\$60K- \$100K		•	UNDER	OVER	UNDER	OVER \$60K	UNDER	•		COLLGE		COLLGE		COLLGE	
	'			 	 	 	 			 	 			COLLGE		COLLGE		COLLGE		
m. t . 3		45		0.0	101		4.5	100	266		071	265	140	200	107	110	107	105		
Total	505	45	93	96	131	94	45	139	366	234	271	. 365	140	308	197	113	107	195	90	
CITY OF 100,000 OR MORE	23.5	22.9	15.9	29.0	24.6	22.8	25.9	18.2	25.5	22.6	24.2	23.3	23.8	21.4	26.8	21.4	32.4	21.4	20.1	
SUBURB OF CITY OF 100K+	30.5	21.3	24.4	22.5	33.2	41.2	38.4	23.4	33.1	23.0	36.9	26.7	40.3	24.6	39.7	22.0	42.6	26.1	36.3	
SMALL CITY/TOWN/RURAL	46.1	55.7	59.7	48.5	42.1	36.0	35.6	58.4	41.4	54.3	38.9	50.0	35.9	54.1	33.5	56.7	25.0	52.6	43.6	
DON'T KNOW	_	-	_	-	_	-	_	_							_	_	-	_	_	



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

36. WHICH OF THE FOLLOWING BEST DESCRIBES THE AREA WHERE YOU LIVE?

BANNER 8

	TOTAL	1 	MARITAL	STATUS		MAR: STA: MAI		•	ITAL TUS: ALE
		SINGLE	MARR-	SEPA-	WIDOW-	SINGLE	MARR-	SINGLE	MARR-
		1	IED	RATED/	•	I	IED	1	IED
		l	I	DIVRCE	l	l	l	I	l
Total	505	120	314	63	8	33	163	88	152
CITY OF 100,000 OR MORE	23.5	25.2	25.8	11.3	-	24.4	28.9	25.4	22.5
SUBURB OF CITY OF 100K+	30.5	20.4	34.2	32.5	19.3	22.6	32.8	19.6	35.6
SMALL CITY/TOWN/RURAL	46.1	54.4	40.0	56.2	80.7	53.0	38.3	55.0	41.8
DON'T KNOW	_	_	_	-	_	_	_	_	-

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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

37. WHAT IS YOUR ANNUAL HOUSEHOLD INCOME BEFORE TAXES?

	TOTAL	 			AREA				 	AGE		 	AGE CLU	JSTERS		 	AGE CLI	USTERS: LE	
	i	EIGH	LOTTE		OF	Wilmin -gton DMA			UNDER 40 			•							OVER 50
Total	505	163	145	88	109	21	54	34	195	210	100	195	310	405	100	84	135	170	49
UNDER \$20,000	8.9	11.8	8.6	4.8	8.4	7.9	9.0	7.8	13.4	5.5	7.5	13.4	6.1	9.3	7.5	10.2	4.5	7.5	4.0
\$20,000-\$40,000	18.5	12.7	18.8	20.7	25.0	27.9	17.0	35.9	22.5	13.2	21.9	22.5	16.0	17.7	21.9	15.9	13.1	13.7	15.9
\$40,000-\$60,000	19.0	19.1	16.0	21.7	20.8	19.8	22.6	18.5	19.5	19.6	16.7	19.5	18.7	19.6	16.7	17.0	13.8	16.3	10.8
\$60,000-\$100,000	25.9	24.1	21.8	30.9	30.1	35.8	33.1	21.6	23.4	29.6	23.3	23.4	27.6	26.6	23.3	26.6	28.5	28.6	25.1
\$100,000-\$150,000	18.6	25.3	17.6	15.8	12.3	5.1	12.6	16.2	16.0	19.9	21.2	16.0	20.3	18.0	21.2	22.5	26.4	22.2	34.6
OVER \$150,000	9.0	7.1	17.1	6.0	3.5	3.6	5.7	-	5.3	12.3	9.5	5.3	11.4	8.9	9.5	7.8	13.6	11.9	9.7
PREFER NOT TO SAY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	76194	78388	84362	72894	64630	60740	69892	58743	66451	84572	77680	66451	82346	75828	77680	77902	91195	84695	91007

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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

37. WHAT IS YOUR ANNUAL HOUSEHOLD INCOME BEFORE TAXES?

	TOTAL		AGE CLU			GENI 	DER -	R/	ACIAL B	ACKGROUN	ID 	RAC BACKG MA	ROUND:	RAC: BACKGI FEMI	ROUND:		2TH GRA EN HOUS	
				•	OVER 50 	MALE 	FEMALE 		WHITE	Africn Amer./ Black	panic/		AFRICN AMER./ BLACK		AFRICN AMER./ BLACK	ONE 		THREE/ MORE
Total	505	111	174	235	51	220	285	305	200	106	65	146	25	159	81	315	154	34
UNDER \$20,000	8.9	15.8	7.4	10.6	10.9	6.7	10.7	6.3	12.9	15.9	12.4	4.9	18.9	7.6	14.9	9.5	7.1	7.4
\$20,000-\$40,000	18.5	27.4	18.2	20.6	27.7	14.2	21.8	19.7	16.7	18.4	14.5	15.4	9.8	23.6	21.1	19.3	17.4	16.3
\$40,000-\$60,000	19.0	21.4	22.5	22.0	22.4	15.0	22.0	13.6	27.3	29.5	27.8	14.3	20.3	12.9	32.4	21.6	14.2	18.2
\$60,000-\$100,000	25.9	20.9	26.8	25.1	21.5	27.8	24.5	27.2	24.1	17.6	29.5	25.4	21.1	28.7	16.5	23.5	33.2	16.7
\$100,000-\$150,000	18.6	11.1	15.5	15.0	8.2	24.9	13.8	21.9	13.6	9.9	13.6	26.3	15.1	17.9	8.3	16.5	22.8	20.5
OVER \$150,000	9.0	3.4	9.6	6.7	9.3	11.4	7.2	11.4	5.4	8.6	2.1	13.6	14.8	9.3	6.7	9.6	5.3	20.8
PREFER NOT TO SAY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	76194	57811	75461	69382	64855	86105	68574	82647	66352	64256	64533	89613	77555	76265	60132	74300	77699	90550

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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

37. WHAT IS YOUR ANNUAL HOUSEHOLD INCOME BEFORE TAXES?

	TOTAL	AGES	OF CHILI	OREN IN	GRADES	6 THROU		•	6-12:	•	6-12:	GRADES		IN	RS OF CE		EVER TABOUT A	LCOHOL
		10-14 YEARS	15 YEARS/ OLDER		•	Seven- teen 		-	•	•	•			ONLY	•	BOTH MALE & FEMALE	i	NO/NOT YET/ DK/REF
Total	505	343	254	102	78	91	21	137	87	115	100	92	67	205	193	105	423	82
UNDER \$20,000	8.9	7.7	8.6	7.0	9.1	9.6	15.8	7.9	10.2	12.1	8.3	2.1	6.8	8.1	10.6	5.9	7.9	14.1
\$20,000-\$40,000	18.5	17.8	18.3	18.5	21.8	17.2	8.6	16.9	18.2	22.2	22.1	13.8	12.8	17.7	23.0	12.0	19.5	13.2
\$40,000-\$60,000	19.0	18.2	19.1	18.5	12.6	22.0	35.5	19.6	22.9	18.6	16.5	15.6	18.2	21.6	17.1	17.7	18.7	20.7
\$60,000-\$100,000	25.9	28.0	24.5	30.6	28.6	16.7	19.1	30.4	23.2	23.1	24.7	30.7	25.9	26.0	23.6	30.4	25.8	26.7
\$100,000-\$150,000	18.6	19.2	19.9	13.5	19.5	24.3	15.5	17.7	18.7	16.0	17.2	25.6	25.5	18.6	16.3	23.3	18.7	18.4
OVER \$150,000	9.0	9.0	9.6	11.9	8.4	10.2	5.5	7.6	6.8	8.0	11.2	12.3	10.8	8.0	9.3	10.7	9.4	7.0
PREFER NOT TO SAY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	76194	77773	77620	78002	76139	79130	66960	75729	72261	70242	77027	90258	85430	75340	72623	85494	76819	72957

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37. WHAT IS YOUR ANNUAL HOUSEHOLD INCOME BEFORE TAXES?

	TOTAL 		BOUT AL	COHOL	TALKED MISUSE FEW MO	LAST		OU THING IN C A PROF	COMMUNI	_			WILL I	OU THAT ORINK	YOUR C	PROPRIA CHILDREN LCOHOLIC	TO I	YOU/AN CAUGHT WITH A	CHILD
	 	OFTEN 	SOME- TIMES 	RARELY 	YES 			Seri-			CERNED	_	_		YOUNG-		18/ OLDER 	i	NO/ DON'T KNOW
Total	505	134	231	59	345	79	455	216	239	50	349	105	243	156	45	54	404	53	452
UNDER \$20,000	8.9	9.2	8.0	4.7	8.8	4.3	9.3	11.0	7.8	5.5	8.3	12.5	6.5	10.2	5.3	6.6	9.7	8.7	9.0
\$20,000-\$40,000	18.5	25.5	15.3	22.6	20.0	17.6	18.3	23.5	13.6	20.3	18.3	19.3	17.9	18.9	22.6	15.2	18.6	14.6	19.0
\$40,000-\$60,000	19.0	25.5	15.8	14.3	18.6	19.0	19.0	20.6	17.4	19.4	19.5	24.8	17.3	17.8	10.9	18.5	20.1	16.2	19.3
\$60,000-\$100,000	25.9	12.9	31.8	31.6	23.1	37.4	26.2	18.8	32.9	23.5	24.8	21.4	26.3	28.3	21.0	34.8	24.9	32.8	25.1
\$100,000-\$150,000	18.6	15.2	19.5	23.6	19.4	15.6	18.4	19.7	17.3	20.7	19.7	13.4	22.5	16.2	17.3	11.8	19.8	13.9	19.2
OVER \$150,000	9.0	11.7	9.6	3.1	10.2	6.0	8.8	6.5	10.9	10.7	9.2	8.6	9.5	8.5	22.9	13.0	7.0	13.9	8.4
PREFER NOT TO SAY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	76194	71542	80350	74917	77131	75450	75787	69964	81040	79927	77196	68966	80764	73958	91568	80260	73918	81631	75550

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37. WHAT IS YOUR ANNUAL HOUSEHOLD INCOME BEFORE TAXES?

	TOTAL 			D ADULTS			OHOL VI		LOCK LIQU CABI	OR I	CHANGEI	CONSUM SINCE ID-19 PA	START	DRINK T	O COPE	TURN	ING TO	OUT CHII ALCOHOL 9 PANDEN	DUE	CHILD N CHANGE START (SINCE
	 			Not Regul- arly	NEVER 	VISI- BLE 		NONE IN THE HOUSE	YES 		EASED	STAYED CONSIS -TENT		YES 		WORR- IED	_		NOT WORR- IED		NO
Total	505	400	154	246	105	183	146	176	174	331	70	276	158	122	383	104	30	75	401	178	327
UNDER \$20,000	8.9	6.7	4.8	7.9	17.6	2.5	10.0	14.7	8.9	8.9	10.0	4.9	15.5	9.2	8.9	3.1	2.4	3.4	10.5	6.3	10.4
\$20,000-\$40,000	18.5	17.3	8.2	23.1	22.9	13.9	17.3	24.3	21.0	17.2	15.3	16.5	23.6	18.6	18.5	19.6	20.6	19.2	18.2	22.0	16.6
\$40,000-\$60,000	19.0	18.3	16.0	19.7	21.9	10.5	25.4	22.5	19.4	18.8	12.3	18.8	21.8	18.0	19.3	24.5	15.1	28.2	17.6	14.7	21.3
\$60,000-\$100,000	25.9	27.7	29.4	26.7	19.0	33.2	22.0	21.7	24.7	26.6	24.5	29.6	20.4	21.6	27.3	24.9	22.3	26.0	26.2	23.9	27.0
\$100,000-\$150,000	18.6	20.4	28.9	15.1	11.9	27.8	17.1	10.4	15.6	20.2	19.5	20.6	14.9	21.0	17.9	18.5	19.1	18.3	18.7	23.5	16.0
OVER \$150,000	9.0	9.6	12.7	7.6	6.8	12.1	8.2	6.5	10.3	8.3	18.4	9.6	3.8	11.6	8.2	9.3	20.5	4.9	8.9	9.6	8.7
PREFER NOT TO SAY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	76194	79799	93120	71443	62382	92336	72739	62316	74681	76989	88407	81370	61973	79814	75039	78035	91680	72642	75714	80181	74023

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37. WHAT IS YOUR ANNUAL HOUSEHOLD INCOME BEFORE TAXES?

	•	ALCOHOL	ENTION SINCE F PAND	STOP UN	DERAGE	CONSE	QUENCE	TH RISKS S ASSOCI GE DRINK	ATED	KNOW WI LEARN I CONSEQU	RISKS/		T OUT	TALK I	/ISITED IT OUT SITES		DESCRIBE WHERE YO	
	 	YES 	NO 	i	NO/ DON'T KNOW	FAMI-	_		NOT FAMI- LIAR	İ	NO/ DON'T KNOW	YES	NO/ DON'T KNOW	YES 	DON'T	100K/		S.CITY /TOWN/ RURAL
Total	505	109	396	205	300	477	343	135	28	416	89	175	330	49	126	119	154	233
UNDER \$20,000	8.9	10.6	8.5	5.5	11.3	8.0	8.8	6.0	24.8	7.7	14.6	6.4	10.3	12.9	3.9	8.7	6.3	10.8
\$20,000-\$40,000	18.5	16.9	18.9	20.9	16.9	18.5	18.2	19.2	18.4	18.6	18.1	16.6	19.5	24.2	13.6	12.5	14.8	24.0
\$40,000-\$60,000	19.0	16.4	19.7	20.2	18.2	18.9	20.0	16.3	20.2	19.7	15.5	14.2	21.5	4.2	18.2	23.5	14.0	20.0
\$60,000-\$100,000	25.9	26.4	25.8	28.1	24.4	26.7	23.2	35.5	13.3	27.6	18.2	29.6	24.0	17.4	1 34.3	27.2	28.3	23.7
\$100,000-\$150,000	18.6	16.6	19.2	16.6	20.0	19.1	20.6	15.3	10.8	18.7	18.3	21.1	17.3	25.0	19.5	18.1	25.2	14.6
OVER \$150,000	9.0	13.1	7.8	8.7	9.2	8.8	9.2	7.8	12.5	7.7	15.2	12.1	7.4	16.2	2 10.5	10.0	11.4	7.0
PREFER NOT TO SAY	-	-	-	-	-	-	-	-	-	-	-	-	-			-	-	-
Mean	76194	79645	75171	75721	76518	76820	77176	75911	65460	75496	79444	84267	71911	. 84918	84013	78618	86460	68174

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37. WHAT IS YOUR ANNUAL HOUSEHOLD INCOME BEFORE TAXES?

	TOTAL 			ANNUAL	INCOME			 		INCOME	CLUSTER	s		EDUC. 	ATION 	EDUC.	ATION:	EDUCA FEMA	ATION: ALE
		UNDER \$20K 				\$100K- \$150K 	•	-	OVER \$40K 	UNDER \$60K 	OVER \$60K 	UNDER \$100K 	\$100K		COLLGE GRAD./ POST		COLLGE GRAD./ POST		COLLGE GRAD./ POST
Total	505	45	93	96	131	94	45	139	366	234	271	365	140	308	197	113	107	195	90
UNDER \$20,000	8.9	100.0	-	-	-	-	-	32.6	-	19.2	-	12.3	-	13.6	1.7	11.1	2.1	15.0	1.2
\$20,000-\$40,000	18.5	-	100.0	-	-	-	-	67.4	-	39.8	-	25.6	-	29.4	1.4	25.9	1.7	31.4	1.0
\$40,000-\$60,000	19.0	-	-	100.0	-	-	-	-	26.2	40.9	-	26.3	-	22.6	13.3	19.7	10.1	24.3	17.2
\$60,000-\$100,000	25.9	-	-	-	100.0	-	-	-	35.7	_	48.4	35.8	-	21.9	32.2	24.3	31.5	20.6	33.0
\$100,000-\$150,000	18.6	-	-	-	-	100.0	-	-	25.7	_	34.8	-	67.4	9.9	32.4	16.6	33.7	6.0	30.8
OVER \$150,000	9.0	-	-	-	-	-	100.0	-	12.4	_	16.8	-	32.6	2.6	19.1	2.4	20.9	2.7	16.9
PREFER NOT TO SAY	-	-	-	-	-	-	-	-	-	_	-	-	-	-	-	-	-	-	-
Mean	76194	15000	30000	50000	80000	125000	175000	25116	95498	35298	111630	51318	141291	56591	106926	63709	109832	52478	103487



NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

37. WHAT IS YOUR ANNUAL HOUSEHOLD INCOME BEFORE TAXES?

BANNER 8

	TOTAL - 	1	MARITAL	STATUS	 	MARI STAI MAI	us: i	MARI STAT FEMA	US:
	 		IED	SEPA- RATED/ DIVRCE	ED		MARR- IED 		MARR- IED
Total	505	120	314	63	8	33	163	88	152
UNDER \$20,000	8.9	23.1	2.7	13.9	-	25.1	1.7	22.3	3.9
\$20,000-\$40,000	18.5	31.3	12.7	22.0	29.4	22.5	11.6	34.5	13.8
\$40,000-\$60,000	19.0	23.2	14.4	31.4	42.4	25.3	12.8	22.4	16.0
\$60,000-\$100,000	25.9	14.3	31.9	19.2	18.6	10.6	31.0	15.7	32.9
\$100,000-\$150,000	18.6	4.0	25.5	13.5	9.6	11.1	28.6	1.4	22.2
OVER \$150,000	9.0	4.2	12.9	-	-	5.4	14.3	3.8	11.3
PREFER NOT TO SAY	-	-	-	-	-	-	-	-	-
Mean	76194	48215	91271	56632	56857	54950	95705	45717	86527

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

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

	TOTAL	 			AREA				 	AGE		 	AGE CL	USTERS		 		USTERS:	
		RAL- EIGH DMA	•	GREENS -BORO DMA		Wilmin -gton DMA			UNDER 40 	40-49 	•	•	OVER 40 	•	OVER 50 	UNDER 40 	OVER 40 	UNDER 50 	OVER 50
Total	505	163	3 145	88	109	21	54	34	195	210	100	195	310	405	100	84	135	5 170	49
LESS THAN COLLEGE	61.1	61.	9 54.1	63.1	67.5	61.8	68.6	69.4	68.6	55.1	58.6	68.6	56.3	61.6	58.6	56.2	48.5	50.3	55.4
Less than High School	1.4	0.9	5 1.2	2.4	2.3	6.0	-	3.7	1.9	1.0	1.3	1.9	1.1	1.5	1.3	1.4	1.6	2.0	-
High School Graduate	19.8	15.0	0 21.7	19.7	24.7	36.0	19.7	25.5	27.9	11.5	21.4	27.9	14.7	19.4	21.4	24.1	16.4	17.8	24.6
Some College/Trade	25.4	28.	7 21.7	30.2	21.5	1.5	24.0	29.9	25.4	26.0	24.1	25.4	25.4	25.7	24.1	18.5	21.1	20.3	19.3
Associates/2-yr Degree	14.4	17.	7 9.4	10.8	19.0	18.3	24.9	10.2	13.3	16.7	11.8	13.3	15.1	15.0	11.8	12.2	9.4	10.2	11.4
COLLEGE/POST GRADUATE	38.9	38.3	1 45.9	36.9	32.5	38.2	31.4	30.6	31.4	44.9	41.4	31.4	43.7	38.4	41.4	43.8	51.5	49.7	44.6
Bachelors/4-yr Degree	21.9	24.8	8 23.0	18.2	19.3	14.3	20.1	21.4	16.4	27.0	22.2	16.4	25.4	21.9	22.2	17.8	32.2	26.4	27.8
Post Graduate Degree	17.0	13.3	3 23.0	18.7	13.1	24.0	11.3	9.2	15.0	17.9	19.2	15.0	18.3	16.5	19.2	26.0	19.4	23.3	16.8
REFUSED	-			-	-	-	-	-	-	-	-	-	-	-	-	-	-		-
Net Diff.	-22.1	-23.8	8 -8.1	-26.2	-35.1	-23.5	-37.2	-38.8	-37.3	-10.3	-17.3	-37.3	-12.5	-23.3	-17.3	-12.5	3.1	-0.6	-10.8

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

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

	TOTAL	 	AGE CLU			GENI 	DER 	F	ACIAL B	ACKGROU	ND	BACKG	IAL ROUND: LE	RAC BACKG FEM	ROUND:		2TH GRA	
		•			OVER 50	MALE 	FEMALE 	WHITE	NON- WHITE 		His- panic/ Latino	i	AFRICN AMER./ BLACK	ĺ	AFRICN AMER./ BLACK	ONE 		THREE/ MORE
Total	505	111	174	235	51	220	285	305	200	106	65	146	25	159	81	315	154	34
LESS THAN COLLEGE	61.1	78.0	62.3	69.9	61.8	51.4	68.4	56.7	67.7	72.9	64.1	47.8	74.3	64.9	72.4	63.4	57.8	51.3
Less than High School	1.4	2.3	0.7	1.1	2.5	1.5	1.3	1.6	1.2	0.8	2.2	1.5	-	1.7	1.1	1.8	0.8	0.7
High School Graduate	19.8	30.8	13.4	20.6	18.4	19.4	20.2	17.9	22.7	25.6	21.5	20.8	19.5	15.2	27.5	19.8	21.2	9.4
Some College/Trade	25.4	30.7	28.7	29.6	28.8	20.1	29.5	22.9	29.3	30.3	27.3	16.5	43.2	28.7	26.3	25.7	25.1	25.8
Associates/2-yr Degree	14.4	14.2	19.5	18.6	12.1	10.5	17.4	14.4	14.5	16.1	13.1	9.0	11.6	19.3	17.5	16.2	10.7	15.4
COLLEGE/POST GRADUATE	38.9	22.0	37.7	30.1	38.2	48.6	31.6	43.3	32.3	27.1	35.9	52.2	25.7	35.1	27.6	36.6	42.2	48.7
Bachelors/4-yr Degree	21.9	15.4	20.2	18.7	16.8	26.7	18.3	25.5	16.5	14.0	13.8	29.9	5.2	21.5	16.7	21.5	23.0	22.7
Post Graduate Degree	17.0	6.6	17.5	11.5	21.5	21.9	13.2	17.8	15.8	13.2	22.1	22.3	20.5	13.6	10.9	15.0	19.3	26.0
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-22.1	-56.0	-24.7	-39.8	-23.5	-2.9	-36.9	-13.5	-35.3	-45.7	-28.2	4.3	-48.7	-29.8	-44.8	-26.9	-15.6	-2.7

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

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

	TOTAL	AGES 	OF CHIL	DREN IN	GRADES	6 THRO	UGH 12		6-12:	•	6-12:	GRADES	EN AGES 6-12: FEMALE	IN	RS OF C GRADES	HILDREN 6-12 		ALCOHOL
		10-14 YEARS 	15 YEARS/ OLDER	teen				•		•		•	15 YEARS/ OLDER	•	•	BOTH MALE & FEMALE		NO/NOT YET/ DK/REF
Total	505	343	254	102	78	91	21	137	87	115	100	92	67	205	193	105	423	82
LESS THAN COLLEGE	61.1	60.5	58.2	54.1	51.2	62.1	68.9	62.6	63.0	65.8	61.5	50.7	47.2	61.4	64.3	53.8	61.2	60.3
Less than High School	1.4	1.5	0.9	1.5	-	2.4	-	1.3	1.5	2.6	0.9	0.3	0.4	1.5	2.0	0.2	1.1	3.0
High School Graduate	19.8	20.8	17.5	13.6	18.0	19.5	15.8	20.6	14.5	27.7	26.1	12.4	8.6	17.0	26.4	11.7	19.0	23.9
Some College/Trade	25.4	23.7	25.2	28.1	18.5	26.7	40.8	22.8	33.5	25.0	17.2	23.5	26.1	26.9	22.0	29.2	25.3	25.7
Associates/2-yr Degree	14.4	14.5	14.6	11.0	14.7	13.5	12.3	17.9	13.4	10.5	17.3	14.5	12.1	15.9	13.9	12.7	15.7	7.6
COLLEGE/POST GRADUATE	38.9	39.5	41.8	45.9	48.8	37.9	31.1	37.4	37.0	34.2	38.5	49.3	52.8	38.6	35.7	46.2	38.8	39.7
Bachelors/4-yr Degree	21.9	21.8	25.7	24.6	30.3	23.9	17.2	17.4	22.9	23.0	22.7	26.8	33.7	19.9	22.6	25.1	22.0	21.8
Post Graduate Degree	17.0	17.7	16.1	21.3	18.5	14.1	13.9	20.0	14.1	11.2	15.9	22.5	19.1	18.7	13.1	21.1	16.8	17.9
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-22.1	-21.0	-16.4	-8.3	-2.4	-24.2	-37.8	-25.2	-25.9	-31.5	-22.9	-1.4	5.6	-22.8	-28.6	-7.5	-22.4	-20.6

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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

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

	TOTAL 		TEN DO BOUT AL UNDERAG	COHOL	MISUSE			YOU THI ING IN A PRO	COMMUNI			CHILDRE	D ARE Y N WILL OHOL			CHILDRE		CAUGH	T CHILD
	 	OFTEN 	SOME- TIMES 	RARELY 	YES 		•	Seri- ous 	Minor 	NOT PROB. AT ALL	CERNED	_	. 4	•	YOUNG-	15-17 	18/ OLDER 	İ	NO/ DON'T KNOW
Total	505	134	231	59	345	79	455	216	239	50	349	105	243	156	45	54	404	53	452
LESS THAN COLLEGE	61.1	63.3	60.8	58.1	59.5	68.8	60.9	64.0	58.1	62.5	58.4	63.0	56.5	66.9	40.6	51.0	65.0	41.2	63.4
Less than High School	1.4	1.0	0.9	2.2	1.0	1.6	1.2	0.6	1.7	3.4	1.1	0.2	1.5	2.1	0.5	-	1.7	0.4	1.5
High School Graduate	19.8	27.1	16.3	11.3	19.9	15.3	20.1	22.7	17.8	17.3	18.3	23.5	16.0	23.3	17.9	16.6	20.6	18.1	20.0
Some College/Trade	25.4	20.3	28.1	25.7	24.4	29.6	25.2	26.7	23.9	27.0	26.5	24.5	27.4	22.9	14.0	23.5	27.1	16.3	26.5
Associates/2-yr Degree	14.4	14.9	15.4	18.8	14.2	22.3	14.4	13.9	14.8	14.8	12.6	14.8	11.6	18.5	8.2	11.0	15.6	6.5	15.3
COLLEGE/POST GRADUATE	38.9	36.7	39.2	41.9	40.5	31.2	39.1	36.0	41.9	37.5	41.6	37.0	43.5	33.1	59.4	49.0	35.0	58.8	36.6
Bachelors/4-yr Degree	21.9	18.2	23.8	23.4	22.9	17.9	22.1	20.6	23.5	20.3	22.5	18.0	24.4	20.7	16.5	35.8	20.3	23.7	21.7
Post Graduate Degree	17.0	18.6	15.4	18.5	17.6	13.2	17.0	15.4	18.4	17.2	19.1	18.9	19.1	12.4	42.9	13.2	14.7	35.1	14.9
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-22.1	-26.5	-21.6	-16.1	-18.9	-37.7	-21.8	-28.0	-16.2	-25.0	-16.9	-26.1	-12.9	-33.8	18.8	-2.0	-30.0	17.5	-26.8

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

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

	TOTAL 			O ADULTS LD DRINK			COHOL VI		LOCK LIQU CABI	OR	CHANGE	CONSUM SINCE D-19 PA	START	DRINK T	O COPE	TURNI	NG TO	OUT CHII ALCOHOL 9 PANDEN	DUE	CHILD CHANGE START	
	 			Not Regul- arly		VISI- BLE 	i	NONE IN THE HOUSE				STAYED CONSIS -TENT		YES 		WORR- IED 	-		NOT WORR- IED	YES 	NO
Total	505	400	154	246	105	183	146	176	174	331	70	276	158	122	383	104	30	75	401	178	327
LESS THAN COLLEGE	61.1	59.0	42.3	69.4	69.1	41.1	66.7	77.1	66.8	58.1	53.9	56.3	72.9	48.7	64.9	53.4	50.6	54.5	63.1	52.5	65.7
Less than High School	1.4	1.1	1.5	0.8	2.8	0.8	1.9	1.7	1.2	1.5	2.1	1.0	1.9	2.0	1.2	1.1	4.0	-	1.5	1.5	1.4
High School Graduate	19.8	18.3	10.8	23.0	25.8	12.7	19.3	27.7	23.1	18.1	17.0	18.2	24.1	15.1	21.3	20.6	18.2	21.6	19.6	18.5	20.6
Some College/Trade	25.4	24.9	21.8	26.8	27.4	17.7	29.7	29.8	23.6	26.3	28.3	23.1	28.3	20.4	27.0	21.2	16.7	23.0	26.5	22.9	26.8
Associates/2-yr Degree	14.4	14.8	8.2	18.8	13.1	9.9	15.9	17.9	18.8	12.1	6.4	14.0	18.7	11.2	15.3	10.4	11.7	9.9	15.4	9.6	17.0
COLLEGE/POST GRADUATE	38.9	41.0	57.7	30.6	30.9	58.9	33.3	22.9	33.2	41.9	46.1	43.7	27.1	51.3	35.1	46.6	49.4	45.5	36.9	47.5	34.3
Bachelors/4-yr Degree	21.9	22.7	31.8	17.1	18.9	31.1	19.4	14.6	15.2	25.5	14.1	26.3	17.2	27.2	20.3	20.9	7.6	26.2	22.2	27.2	19.1
Post Graduate Degree	17.0	18.3	25.9	13.5	12.0	27.8	13.9	8.4	18.1	16.4	32.0	17.4	9.9	24.1	14.8	25.7	41.8	19.3	14.7	20.3	15.2
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-22.1	-17.9	15.4	-38.8	-38.2	17.8	-33.4	-54.1	-33.5	-16.1	-7.8	-12.6	-45.8	2.5	-29.9	-6.8	-1.2	-9.0	-26.1	-5.1	-31.4

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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

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

	i	ALCOHOL	MENTION L SINCE DF PAND	STOP UN	DERAGE	CONSE	EQUENCE	TH RISKS S ASSOC: GE DRIN	IATED	LEARN	HERE TO RISKS/ JENCES	TALK I	T OUT	EVER V TALK I NC S	T OUT		DESCRIB WHERE Y	
		YES	NO 	i	NO/ DON'T KNOW	FAMI- LIAR 	_		NOT FAMI- LIAR	İ	NO/ DON'T KNOW		NO/ DON'T KNOW	YES 	DON'T	100K/	•	S.CITY /TOWN/ RURAL
Total	505	109	396	205	300	477	343	135	28	416	89	175	330	49	126	119	154	233
LESS THAN COLLEGE	61.1	48.2	64.6	58.2	63.0	60.3	61.5	57.1	74.6	61.0	61.3	51.7	66.0	46.1	53.9	55.6	49.2	71.6
Less than High School	1.4	0.2	1.8	1.2	1.6	1.5	1.5	1.5	-	1.7	-	1.1	1.6	1.9	0.8	0.4	0.6	2.5
High School Graduate	19.8	18.1	20.3	22.3	18.2	19.4	20.7	16.2	26.6	19.7	20.3	17.5	21.0	27.0	13.8	14.1	18.0	23.9
Some College/Trade	25.4	21.0	26.6	21.8	27.9	24.5	23.1	28.3	40.4	24.7	28.7	19.1	28.8	16.0	20.3	23.3	20.7	29.6
Associates/2-yr Degree	14.4	9.0	15.9	13.0	15.4	14.8	16.2	11.1	7.6	14.8	12.3	14.0	14.6	1.1	. 19.0	17.8	9.9	15.6
COLLEGE/POST GRADUATE	38.9	51.8	35.4	41.8	37.0	39.7	38.5	42.9	25.4	39.0	38.7	48.3	34.0	53.9	46.1	44.4	50.8	28.4
Bachelors/4-yr Degree	21.9	25.8	20.9	24.1	20.5	21.8	20.3	25.8	24.2	22.5	19.4	27.8	18.8	17.2	32.0	15.5	32.0	18.6
Post Graduate Degree	17.0	26.0	14.5	17.7	16.5	17.9	18.2	17.1	1.1	16.5	19.3	20.5	15.2	36.8	14.1	28.9	18.8	9.7
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	· -	-	-	-
Net Diff.	-22.1	3.5	-29.2	-16.5	-26.0	-20.5	-23.0	-14.2	-49.3	-22.0	-22.6	-3.3	-32.1	7.9	-7.7	-11.2	1.6	-43.3

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

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

	TOTAL	 		ANNUAL	INCOME			 		INCOME	CLUSTER	s		EDUC 	ATION	EDUCA MAI	ATION: LE	EDUC. FEM. 	ATION: ALE
		UNDER \$20K 	\$20K- \$40K 				OVER \$150K 	UNDER \$40K 	•	UNDER \$60K 	OVER \$60K 	UNDER \$100K 	•	LESS THAN COLLGE	COLLGE GRAD./ POST		COLLGE GRAD./ POST		COLLGE GRAD./ POST
Total	505	45	93	96	131	94	45	139	366	234	271	. 365	140	308	197	113	107	195	90
LESS THAN COLLEGE	61.1	92.8	97.1	72.7	51.6	32.4	17.6	95.7	48.0	86.3	39.2	73.9	27.5	100.0	-	100.0	-	100.0	-
Less than High School	1.4	6.5	2.4	1.8	-	0.3	-	3.8	0.5	3.0	0.1	1.9	0.2	2.3	_	3.0	-	2.0	-
High School Graduate	19.8	48.1	41.6	16.8	9.5	8.5	6.9	43.7	10.8	32.7	8.7	24.4	8.0	32.5	-	37.6	-	29.5	-
Some College/Trade	25.4	34.7	39.2	37.1	24.4	7.9	2.4	37.7	20.7	37.5	14.9	32.8	6.1	41.6	-	39.1	-	43.1	-
Associates/2-yr Degree	14.4	3.6	14.0	17.0	17.8	15.7	8.3	10.6	15.9	13.2	2 15.4	14.8	13.3	23.6	-	20.3	-	25.5	-
COLLEGE/POST GRADUATE	38.9	7.2	2.9	27.3	48.4	67.6	82.4	4.3	52.0	13.7	60.8	26.1	72.5	; -	100.0	-	100.0	-	100.0
Bachelors/4-yr Degree	21.9	4.9	1.6	16.2	29.0	40.0	35.5	2.6	29.2	8.2	33.9	15.6	38.5	· -	56.4	-	54.9	-	58.0
Post Graduate Degree	17.0	2.3	1.3	11.2	19.4	27.7	46.9	1.6	22.8	5.5	26.9	10.5	34.0	-	43.6	-	45.1	-	42.0
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-22.1	-85.6	-94.2	-45.4	-3.2	35.3	64.8	-91.4	4.1	-72.6	21.6	-47.7	44.9	-100.0	100.0	-100.0	100.0	-100.0	100.0



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

BANNER 8

	TOTAL	SINGLE	IED		ED		rus: Le	MARI STAT FEMA SINGLE 	US: LE
Total	505	120	314	63	8	33	163	88	152
LESS THAN COLLEGE	61.1	89.9	49.7	61.5	69.2	95.6	41.9	87.8	58.1
Less than High School	1.4	2.4	1.1	1.2	-	3.3	1.4	2.1	0.8
High School Graduate	19.8	38.1	12.6	21.1	19.3	44.2	12.7	35.8	12.5
Some College/Trade	25.4	35.6	20.2	33.2	15.1	42.3	15.2	33.1	25.6
Associates/2-yr Degree	14.4	13.8	15.8	6.0	34.8	5.7	12.6	16.8	19.2
COLLEGE/POST GRADUATE	38.9	10.1	50.3	38.5	30.8	4.4	58.1	12.2	41.9
Bachelors/4-yr Degree	21.9	5.4	28.4	20.0	30.8	3.5	31.3	6.2	25.3
Post Graduate Degree	17.0	4.6	21.8	18.5	-	1.0	26.8	6.0	16.5
REFUSED	-	-	-	-	-	-	-	-	-
Net Diff.	-22.1	-79.8	0.5	-22.9	-38.3	-91.1	16.3	-75.6	-16.3

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

39. WHAT IS YOUR CURRENT MARITAL STATUS?

	TOTAL	 			AREA				 	AGE		 	AGE CI	USTERS		 		USTERS :	
		RAL- EIGH DMA	•	GREENS -BORO DMA	•	Wilmin -gton DMA	•	West DMAs 	UNDER 40 	40-49 	OVER 50 	UNDER 40 	OVER 40 	UNDER 50 	OVER 50 	UNDER 40 	OVER 40 	UNDER 50 	OVER 50
Total	505	163	145	88	109	21	54	. 34	1 195	210	100	195	310	405	5 100	0 84	135	5 170	49
SINGLE	23.8	22.4	22.7	26.1	25.7	39.9	24.2	19.1	L 38.7	14.5	14.4	38.7	14.5	26.2	2 14.	4 28.1	6.6	19.1	_
MARRIED	62.3	65.4	60.3	60.1	61.8	54.5	67.8	57.0	48.4	73.3	66.1	48.4	71.0	61.3	3 66.	1 63.3	80.7	70.4	86.7
SEPARATED	3.3	2.2	3.8	4.6	3.1	_	1.7	7.3	3 2.2	3.8	4.4	2.2	3.9	3.0	0 4.4	4 1.2	2 4.0	3.8	-
DIVORCED	9.1	9.5	12.6	7.3	5.3	5.6	2.2	10.0	9.9	7.4	11.1	9.9	8.6	8.6	6 11.	1 6.1	7.8	5.5	13.3
WIDOWED	1.5	0.5	0.5	1.9	4.1	_	4.1	6.6	5 0.9	0.9	4.0	0.9	1.9	0.9	9 4.0	0 1.2	2 0.9	1.3	-
PREFER NOT TO SAY	-	-	. <u>-</u>	-	-	-	-	-		-									

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

39. WHAT IS YOUR CURRENT MARITAL STATUS?

	TOTAL 		AGE CL FEM	USTERS: ALE		GEN 	IDER	l R I	ACIAL B	ACKGROU	ND	•	IAL ROUND: LE	RAC BACKG FEM	ROUND:		12TH GR REN HOU	
		UNDER 40	OVER 40 		OVER 50 	MALE 	FEMALE	-	WHITE	Africn Amer./ Black	panic/	i	AFRICN AMER./ BLACK		AFRICN AMER./ BLACK		TW O 	THREE/ MORE
Total	505	111	174	235	51	220	285	305	200	106	65	146	25	159	81	315	154	34
SINGLE	23.8	46.7	20.6	31.3	28.2	14.8	30.8	15.4	36.7	48.0	22.9	10.6	36.7	19.8	51.5	26.5	19.8	13.1
MARRIED	62.3	37.1	63.5	54.7	46.3	74.0	53.2	69.2	51.6	44.0	59.3	76.0	57.2	63.0	39.9	60.7	64.4	70.3
SEPARATED	3.3	2.9	3.9	2.4	8.5	2.9	3.5	3.9	2.2	2.6	1.1	4.2	-	3.7	3.4	3.3	2.9	4.7
DIVORCED	9.1	12.7	9.2	10.9	9.1	7.2	10.6	9.3	8.8	4.3	16.6	8.5	1.4	10.1	5.2	7.1	12.7	11.9
WIDOWED	1.5	0.6	2.8	0.6	7.9	1.0	1.9	2.1	0.6	1.1	-	0.7	4.6	3.5	-	2.4	0.2	-
PREFER NOT TO SAY	-	-	-	-	-	-	-	-	-	-	-	-	_	-	-	-	-	-



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

39. WHAT IS YOUR CURRENT MARITAL STATUS?

	TOTAL	AGES 	OF CHIL	DREN IN	GRADES	6 THRO	OUGH 12	-	6-12:	•	6-12:	•	6-12:	IN	RS OF C GRADES	HILDREN 6-12	ABOUT	TALKED ALCOHOL USE
		10-14 YEARS 	15 YEARS/ OLDER	teen	•		18 Years/ Older	-		•	•	•	-	-	FEMALE ONLY 	BOTH MALE & FEMALE	İ	NO/NOT YET/ DK/REF
Total	505	343	254	102	78	91	. 21	137	87	115	100	92	67	205	193	105	423	82
SINGLE	23.8	22.4	21.3	13.7	25.5	23.0	24.4	24.2	21.1	28.2	27.8	12.6	11.9	24.0	28.3	14.0	23.5	25.8
MARRIED	62.3	64.3	65.0	75.5	56.6	60.6	64.2	62.1	67.5	59.8	56.4	73.1	74.7	63.0	57.1	71.5	62.6	60.3
SEPARATED	3.3	3.8	2.3	2.4	-	3.4	7.5	4.4	3.3	4.1	1.4	2.7	2.5	4.3	2.4	2.8	2.9	4.9
DIVORCED	9.1	8.2	10.1	7.7	16.9	11.3	3.9	6.6	7.1	7.2	12.2	11.6	10.9	6.5	10.6	11.8	9.1	9.0
WIDOWED	1.5	1.3	1.2	0.8	1.0	1.7	-	2.8	1.0	0.7	2.2	-	-	2.3	1.6	-	1.8	-
PREFER NOT TO SAY	-	-	-	-	-	-	-	-	_	-	-	-	-	-	-	-	-	_



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

39. WHAT IS YOUR CURRENT MARITAL STATUS?

	TOTAL	TALK	ABOUT A		MISUS	D ABOUT E LAST ONTHS		YOU THI ING IN A PRO	COMMUNI		•	CONCERNE CHILDRE ALC			YOUR	CHILDRE		CAUGE	ANOTHER HT CHILD ALCOHOL
		OFTEN 	SOME- TIMES	RARELY 	YES 	•	•	Seri- ous 	Minor 	-	CON- CERNEI		Slight	NOT CON- CERNED	YOUNG-	•	18/ OLDER 	YES 	NO/ DON'T KNOW
Total	505	134	231	. 59	345	79	455	216	239	50	34	9 105	243	3 156	5 45	5 54	404	53	452
SINGLE	23.8	30.0	20.8	18.9	24.2	20.2	23.7	26.4	21.2	25.1	21.	8 24.9	20.5	5 28.4	23.4	23.2	2 24.1	20.8	3 24.2
MARRIED	62.3	55.4	67.6	59.6	61.2	69.1	61.5	63.3	59.8	69.6	63.	1 61.7	63.8	3 60.3	62.4	67.4	61.4	60.9	62.4
SEPARATED	3.3	3.0	2.5	4.7	3.0	2.5	3.6	2.2	4.9	-	- 3.	1 4.9	2.3	3.6	2.7	1.3	3.6	5.7	3.0
DIVORCED	9.1	8.0	8.2	15.6	9.4	8.2	9.5	5.9	12.8	5.3	10.0	0 6.3	11.6	5 7.2	10.0	6.6	9.4	12.1	8.8
WIDOWED	1.5	3.6	0.9	1.3	2.2	-	1.7	2.2	1.3	3 -	2.0	0 2.2	1.9	9 0.5	1.5	1.5	5 1.5	0.5	1.6
PREFER NOT TO SAY	_	_			_	_	_	_	_										

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

39. WHAT IS YOUR CURRENT MARITAL STATUS?

	TOTAL		FTEN DO OUSEHOL				OHOL V		LOCK LIQU CABI	OR	CHANGE	L CONSUM D SINCE TID-19 PA	START	DRINK	TO COPE	TURN	RIED ABO ING TO A	ALCOHOL	DUE	CHILD M CHANGE START O	SINCE
	 	DRINK 	arly	Not		VISI- BLE 		NONE IN THE HOUSE	YES 	no 	-	STAYED CONSIS -TENT		YES 	NO 	WORR- IED 			NOT WORR- IED	YES	NO
Total	505	400	154	246	105	183	146	176	174	331	70	276	158	122	383	104	30	75	401	178	327
SINGLE	23.8	22.6	17.7	25.7	28.4	13.1	23.0	35.6	27.0	22.2	23.3	20.2	30.5	23.7	23.9	20.8	14.7	23.2	24.6	21.7	25.0
MARRIED	62.3	63.7	70.9	59.2	56.7	74.6	67.0	45.6	59.0	64.0	63.5	66.9	53.4	64.6	61.5	63.7	76.2	58.8	61.9	64.8	60.9
SEPARATED	3.3	3.5	2.0	4.4	2.3	3.8	2.3	3.5	3.9	2.9	4.5	4.0	1.4	5.6	2.5	7.5	4.3	8.8	2.1	3.0	3.4
DIVORCED	9.1	8.8	8.4	9.1	10.3	8.5	6.1	12.2	7.4	10.0	7.6	7.3	13.0	5.4	10.3	6.4	2.3	8.0	9.8	7.7	9.9
WIDOWED	1.5	1.3	0.9	1.6	2.3	-	1.5	3.1	2.7	0.9	1.1	1.5	1.7	0.6	1.7	1.6	2.6	1.3	1.5	2.8	0.8
PREFER NOT TO SAY	-	_	-	-	-	-	-	_	-	_	-	-	-	-	-	-	-	-	-	-	-



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

39. WHAT IS YOUR CURRENT MARITAL STATUS?

	i	ALCOHO	MENTION L SINCE OF PAND	STOP U	NDERAGE	CONS	EQUENCE	TH RISK S ASSOC GE DRIN	IATED	LEARN	HERE TO RISKS/ QUENCES	TALK I		EVER V TALK I NC S	T OUT	•	DESCRIB	ES THE OU LIVE
	 	YES	NO 		NO/ DON'T KNOW	FAMI- LIAR 	Very 		NOT FAMI- LIAR	YES 	NO/ DON'T KNOW	YES 	NO/ DON'T KNOW	YES 	DON ' T	100K/	OF	S.CITY /TOWN/ RURAL
Total	505	109	396	205	300	477	343	135	28	416	89	175	330	49	126	119	154	233
SINGLE	23.8	23.1	24.0	23.0	24.4	22.5	22.9	21.7	46.0	23.5	25.6	22.5	24.6	31.8	18.8	25.6	16.0	28.1
MARRIED	62.3	64.9	61.6	64.0	61.1	63.6	62.8	65.8	38.6	62.8	59.7	63.6	61.6	63.8	63.5	68.5	69.9	54.1
SEPARATED	3.3	4.2	3.0	3.0	3.4	2.9	3.0	2.7	9.5	2.9	4.9	3.4	3.2	1.5	4.2	0.9	2.9	4.7
DIVORCED	9.1	6.4	9.9	9.0	9.2	9.3	9.6	8.6	5.9	9.2	8.6	8.5	9.5	2.9	10.7	5.1	10.3	10.4
WIDOWED	1.5	1.4	1.6	1.2	1.8	1.6	1.7	1.3	-	1.6	1.2	2.0	1.3	-	2.8	-	1.0	2.7
PREFER NOT TO SAY	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-	-	-

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

39. WHAT IS YOUR CURRENT MARITAL STATUS?

	TOTAL	 		ANNUAL	INCOME			 		INCOME	CLUSTE	RS		EDUC 	ATION		ATION:	EDUC	ATION: ALE
		•			\$60K- \$100K 		•	UNDER \$40K 	OVER \$40K 	UNDER \$60K 	OVER \$60K 	UNDER \$100K	\$100K	•	COLLGE GRAD./ POST	-	COLLGE GRAD./	•	COLLGE GRAD./ POST
Total	505	45	93	96	131	94	45	139	366	234	271	365	140	308	197	113	107	195	90
SINGLE	23.8	61.6	40.3	29.1	13.1	5.1	11.1	47.2	15.0	39.8	10.0	30.2	7.1	35.1	6.2	27.6	1.4	39.5	11.9
MARRIED	62.3	19.2	42.6	47.0	76.6	85.1	88.9	35.0	72.6	39.9	81.6	53.0	86.4	50.7	80.4	60.3	88.6	45.2	70.6
SEPARATED	3.3	-	6.6	5.6	1.9	2.6	-	4.4	2.8	4.9	1.8	3.8	1.8	3.9	2.3	3.3	2.6	4.2	1.9
DIVORCED	9.1	19.3	8.1	14.8	7.3	6.4	-	11.8	8.1	13.0	5.7	11.0	4.3	8.6	10.0	7.7	6.7	9.1	13.8
WIDOWED	1.5	-	2.4	3.4	1.1	0.8	-	1.6	1.5	2.4	0.8	3 1.9	0.5	1.7	1.2	1.3	0.7	2.0	1.8
PREFER NOT TO SAY	-	-	-	-	-	-	-	-	-	-			-	-	-	-	_	-	-



NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

39. WHAT IS YOUR CURRENT MARITAL STATUS?

BANNER 8

	TOTAL] 1 	MARITAL	STATUS		•	ITAL TUS: LE	MAR: STA: FEM/	
			MARR- IED 	SEPA- RATED/ DIVRCE	ED	•	MARR- IED 	•	MARR- IED
Total	505	120	314	63	8	33	163	88	152
SINGLE	23.8	100.0	-	-	-	100.0	-	100.0	-
MARRIED	62.3	-	100.0	-	-	-	100.0	-	100.0
SEPARATED	3.3	-	-	26.3	-	-	-	-	-
DIVORCED	9.1	-	-	73.7	-	-	-	-	-
WIDOWED	1.5	-	-	-	100.0	-	-	-	-
PREFER NOT TO SAY	-	-	-	-	-	-	-	-	-

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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

40. OTHER THAN ENGLISH, WHICH LANGUAGES DO YOU OR SOMEONE IN YOUR HOUSEHOLD SPEAK FLUENTLY?

	TOTAL 				AREA				 	AGE		 	AGE CI	USTERS		 		USTERS: LE	
	İ	RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	-	Wilmin -gton DMA	•	West DMAs 	UNDER 40 	40-49 	•	UNDER 40 	OVER 40 	UNDER 50 	OVER 50 	UNDER 40 	OVER 40 	UNDER 50 	OVER 50
Total	505	163	145	88	109	21	54	34	195	210	100	195	310	405	5 100	84	135	170	49
SPEAK OTHER LANGUAGE	15.7	19.3	10.6	15.0	18.0	25.7	20.7	8.9	18.9	14.8	11.5	18.9	13.8	16.8	11.5	27.6	17.9	22.2	19.7
Spanish	11.8	14.9	8.2	10.5	12.9	22.6	13.8	5.4	14.6	10.9	8.1	14.6	10.0	12.7	8.1	. 22.8	14.2	19.0	12.6
Vietnamese	1.0	0.7	1.3	-	1.9	0.9	3.6	-	1.8	0.7	-	1.8	0.5	1.3	-	1.6	-	0.8	-
Hindi	0.7	2.0	0.1	-	0.2	-	0.4	-	0.6	0.5	1.3	0.6	0.8	0.6	1.3	1.0	1.0	0.5	2.6
Filipino	0.4	0.1	0.2	1.1	0.6	-	1.2	-	1.1		-	1.1		0.5	; -	0.4	-	0.2	· –
Chinese	0.4	0.9	0.3	-	-	-	-	-	0.6	0.4	-	0.6	0.3	0.5	; -	0.3	-	0.1	. –
Other	2.2	1.6	1.0	4.6	2.8	3.1	2.2	3.4	0.9	2.7	3.7	0.9	3.0	1.9	3.7	2.2	4.6	2.6	7.4
ONLY SPEAK ENGLISH	84.5	80.7	89.4	85.0	83.1	74.3	79.3	94.6	81.7	85.2	88.5	81.7	86.2	83.5	88.5	73.8	82.1	78.5	80.3
PREFER NOT TO SAY	_	-	-	-	-	_	-	_	-	-	-	-					-	-	-



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

40. OTHER THAN ENGLISH, WHICH LANGUAGES DO YOU OR SOMEONE IN YOUR HOUSEHOLD SPEAK FLUENTLY?

	TOTAL 		AGE CLU FEMA			GENI 	DER 	R#	CIAL B	ACKGROU	NID 		IAL ROUND: LE	RAC BACKG FEM	ROUND:		12TH GR	
	•	UNDER 40 	•		OVER 50 	MALE 	FEMALE 				His- panic/ Latino		AFRICN AMER./ BLACK		AFRICN AMER./ BLACK	ONE	TW O 	THREE/ MORE
Total	505	111	174	235	51	220	285	305	200	106	65	146	25	159	81	315	154	34
SPEAK OTHER LANGUAGE	15.7	12.3	10.5	12.9	3.7	21.6	11.2	5.8	30.9	7.2	65.6	10.2	14.0	1.8	5.0	13.9	18.5	21.7
Spanish	11.8	8.3	6.7	8.1	3.7	17.5	7.4	4.0	23.6	4.4	60.8	7.9	12.6	0.5	1.9	10.3	16.0	6.8
Vietnamese	1.0	2.0	0.9	1.6	-	0.6	1.3	0.2	2.2	1.8	3.9	0.5	1.4	-	1.9	0.8	0.5	5.6
Hindi	0.7	0.4	0.6	0.6	-	1.0	0.5	-	1.8	-	0.7	-	-	-	-	1.2	-	-
Filipino	0.4	1.6	-	0.8	-	0.1	0.6	-	1.1	0.9	1.4	-	-	-	1.2	0.1	0.2	4.6
Chinese	0.4	0.8	0.5	0.7	-	0.1	0.6	-	1.0	0.2	0.3	-	-	-	0.2	0.6	-	-
Other	2.2	-	1.8	1.4	-	3.7	1.1	1.9	2.8	-	-	2.5	-	1.2	-	1.6	2.7	6.5
ONLY SPEAK ENGLISH	84.5	87.7	89.5	87.1	96.3	78.9	88.8	94.6	69.1	92.8	34.4	90.6	86.0	98.2	95.0	86.1	82.3	78.3
PREFER NOT TO SAY	-	-	-	-	-	-	-	-	-	-	-	-	_	-	-	-	-	-



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

40. OTHER THAN ENGLISH, WHICH LANGUAGES DO YOU OR SOMEONE IN YOUR HOUSEHOLD SPEAK FLUENTLY?

	TOTAL	AGES	OF CHIL	DREN IN	GRADES	6 THRO		-		•		•				HILDREN		TALKED
								GRADES		GRADES		•	6-12: FEMALE	•	GRADES	6-12	ABOUT MIS	ALCOHOL
								MADE	ONLI	FEMALE	ONLI	INVIE &	FEMALE	'			l MIS	OSE
	1	10-14	15	Fif-	Six-	Seven-	18	10-14	15	10-14	15	10-14	15	MALE	FEMALE	BOTH	YES	NO/NOT
	1		YEARS/		teen	teen	Years/	-		•		•			ONLY	MALE &	•	YET/
			OLDER	I	I	I	Older	I	OLDER	I	OLDER	I	OLDER	I	I	FEMALE	I	DK/REF
Total	505	343	254	102	78	91	. 21	137	87	115	100	92	67	205	193	105	423	82
SPEAK OTHER LANGUAGE	15.7	17.2	12.3	11.3	10.6	13.8	10.4	13.7	13.2	14.1	9.7	26.3	15.1	13.5	13.4	24.8	14.7	21.0
Spanish	11.8	13.0	9.1	7.4	10.2	10.0	6.9	8.9	11.3	9.7	6.1	23.2	10.7	9.5	8.9	21.8	11.3	14.1
Vietnamese	1.0	0.5	1.4	1.5	0.4	1.4	3.5	0.3	1.8	0.8	1.3	0.7	1.1	0.9	1.1	1.0	0.5	3.5
Hindi	0.7	0.7	0.5	1.2	-	-	-	1.6	0.2	0.2	1.1	-	-	1.1	0.7	-	0.6	1.6
Filipino	0.4	0.6	0.1	-	0.4	-	-	0.1		1.2	-	0.6	0.4	0.1	0.7	0.6	0.3	1.2
Chinese	0.4	0.6	-	-	-	-	-	0.8	-	0.7	_	-	-	0.5	0.4	-	0.2	1.1
Other	2.2	2.2	2.3	2.6	-	3.6	6.9	2.4	1.2	1.7	2.7	2.4	3.3	2.1	2.4	2.1	2.3	1.8
ONLY SPEAK ENGLISH	84.5	83.1	87.7	88.7	89.4	86.2	89.6	87.2	86.8	85.9	90.3	73.7	84.9	87.1	86.6	75.2	85.5	79.0
PREFER NOT TO SAY	-	-	-	-	_	-	-	-	-	-	_	-	_	-	-	-	-	-



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40. OTHER THAN ENGLISH, WHICH LANGUAGES DO YOU OR SOMEONE IN YOUR HOUSEHOLD SPEAK FLUENTLY?

	TOTAL 	TALK	FTEN DO ABOUT AI /UNDERAG	COHOL	TALKED MISUSE FEW MO	LAST	•	YOU THII ING IN (A PRO)	COMMUNI			CHILDRE	D ARE Y N WILL OHOL	OU THAT	YOUR C	HILDRE		CAUGH	NOTHER IT CHILD ALCOHOL
	 		SOME- TIMES 	RARELY 	YES		PRO- BLEM 	Seri- ous 	İ	•	CON- CERNED 	-			YOUNG-		18/ OLDER 	YES 	NO/ DON'T KNOW
Total	505	134	231	59	345	79	455	216	239	50	349	105	243	156	45	54	404	53	452
SPEAK OTHER LANGUAGE	15.7	19.3	12.4	13.5	14.5	15.8	15.3	18.9	12.1	19.6	14.9	17.3	13.9	17.6	14.9	15.0	16.0	27.2	14.4
Spanish	11.8	16.7	8.5	10.1	10.9	13.2	11.5	14.2	9.0	14.4	11.8	11.0	12.1	11.8	7.2	15.0	11.9	21.2	10.7
Vietnamese	1.0	-	0.8	0.6	0.3	1.6	1.1	1.0	1.3	-	1.1	1.7	0.8	0.9	3.5	-	0.9	0.8	1.0
Hindi	0.7	0.8	0.5	0.3	0.7	-	0.2	0.5	-	5.2	0.7	1.6	0.3	0.8	2.0	-	0.7	0.4	0.8
Filipino	0.4	0.3	0.3	-	0.3	-	0.4	0.3	0.5	0.4	0.5	0.6	0.5	0.2	3.3	-	0.2	1.1	0.3
Chinese	0.4	-	0.4	-	-	1.3	0.4	0.5	0.4	-	0.5	0.8	0.5	-	-	-	0.5	0.4	0.4
Other	2.2	2.3	2.3	2.5	2.8	-	2.5	3.3	1.7	-	1.4	3.1	0.6	4.1	3.3	-	2.4	8.8	1.4
ONLY SPEAK ENGLISH	84.5	81.6	87.6	86.5	85.8	84.2	84.9	81.6	87.9	80.4	85.1	82.7	86.1	83.1	85.1	85.0	84.3	72.8	85.9
PREFER NOT TO SAY	-	-	-	_	-	-	-	-	-	-	-	-	_	_	-	-	-	-	-



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40. OTHER THAN ENGLISH, WHICH LANGUAGES DO YOU OR SOMEONE IN YOUR HOUSEHOLD SPEAK FLUENTLY?

	TOTAL		OFTEN DO	ADULTS D DRINK	IN 		OHOL VI		LOCK LIQU CABI	OR	CHANGE	L CONSUM D SINCE ID-19 PA	START	DRINK T	O COPE	TURN:	ING TO	OUT CHII ALCOHOL 9 PANDEN	DUE	CHILD CHANGE START	
		DRINK 	Regul- arly 			VISI- BLE 	i	NONE IN THE HOUSE	YES	n o	-	STAYED CONSIS -TENT		YES 		WORR- IED	-		NOT WORR- IED	YES 	NO
Total	505	400	154	246	105	183	146	176	174	331	70	276	158	122	383	104	30	75	401	178	327
SPEAK OTHER LANGUAGE	15.7	16.9	14.2	18.6	11.3	13.4	17.4	16.8	16.7	15.2	16.7	14.4	17.8	18.6	14.8	26.3	23.1	27.5	13.0	14.9	16.2
Spanish	11.8	13.4	11.4	14.6	5.7	10.4	14.2	11.2	12.0	11.6	12.1	11.0	13.1	15.0	10.8	18.2	11.1	21.0	10.1	10.9	12.2
Vietnamese	1.0	1.2	1.2	1.1	0.4	0.4	1.7	1.1	1.3	0.9	0.4	0.9	1.5	0.7	1.1	0.8	0.6	0.9	1.1	0.2	1.5
Hindi	0.7	0.3	0.1	0.4	2.4	0.5	-	1.6	0.9	0.6	1.6	0.8	0.2	0.2	0.9	2.0	-	2.8	0.4	0.3	0.9
Filipino	0.4	0.5	1.2	0.1	-	0.1	0.4	0.8	0.5	0.4	1.0	0.5	-	1.5	0.1	1.8	4.6	0.7	0.1	1.0	0.1
Chinese	0.4	0.4	-	0.7	0.2	0.8	-	0.2	-	0.6	-	0.3	0.6	0.3	0.4	0.9	-	1.2	0.3	0.1	0.5
Other	2.2	1.7	0.5	2.5	4.1	1.9	1.5	3.1	2.3	2.1	2.1	2.1	2.4	1.9	2.3	3.5	7.4	2.0	1.9	3.5	1.5
ONLY SPEAK ENGLISH	84.5	83.4	85.8	81.9	88.7	86.6	82.6	83.8	84.0	84.8	83.3	85.6	83.0	81.4	85.5	73.7	76.9	72.5	87.3	85.8	83.8
PREFER NOT TO SAY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



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40. OTHER THAN ENGLISH, WHICH LANGUAGES DO YOU OR SOMEONE IN YOUR HOUSEHOLD SPEAK FLUENTLY?

	i	ALCOHOI	MENTION L SINCE DF PAND	STOP UI	NDERAGE	CONSI	EQUENCE	TH RISKS S ASSOCI GE DRINE	ATED		RISKS/	TALK I		EVER V TALK I NC S	T OUT	•	DESCRIB WHERE Y	ES THE OU LIVE
	 	YES	NO		NO/ DON'T KNOW	FAMI- LIAR 			NOT FAMI- LIAR	i	NO/ DON'T KNOW	YES 	NO/ DON'T KNOW	YES 	DON'T	100K/	OF	S.CITY /TOWN/ RURAL
Total	505	109	396	205	300	477	343	135	28	416	89	175	330	49	126	119	154	233
SPEAK OTHER LANGUAGE	15.7	19.6	14.7	14.5	16.6	16.0	14.6	19.4	11.9	15.2	18.2	14.7	16.3	16.5	14.0	19.7	17.1	12.8
Spanish	11.8	13.3	11.4	10.8	12.4	11.9	11.0	14.1	10.3	11.0	15.2	11.7	11.8	13.3	11.0	15.8	11.0	10.2
Vietnamese	1.0	1.6	0.9	1.3	0.8	1.0	0.9	1.2	1.6	1.1	0.5	1.7	0.6	1.5	1.8	0.5	3.0	-
Hindi	0.7	0.1	0.9	0.3	1.0	0.8	0.4	1.7	-	0.6	1.4	0.2	1.0	0.9	-	1.7	0.1	0.7
Filipino	0.4	1.2	0.2	0.7	0.2	0.4	0.3	0.9	-	0.3	1.1	0.5	0.4	1.8	-	1.2	0.4	-
Chinese	0.4	0.2	0.4	0.2	0.5	0.4	0.1	1.3	-	0.5	-	0.6	0.3	-	0.8	0.8	0.5	0.1
Other	2.2	3.4	1.9	2.2	2.3	2.3	2.6	1.7	-	2.3	1.6	1.0	2.9	-	1.4	0.6	3.2	2.4
ONLY SPEAK ENGLISH	84.5	80.4	85.6	86.1	83.4	84.3	85.7	80.6	88.1	85.1	81.8	85.3	84.0	83.5	86.0	80.3	82.9	87.7
PREFER NOT TO SAY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



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40. OTHER THAN ENGLISH, WHICH LANGUAGES DO YOU OR SOMEONE IN YOUR HOUSEHOLD SPEAK FLUENTLY?

	TOTAL	 		ANNUAL	INCOME			 		INCOME	CLUSTER	s		EDUC	ATION	EDUC MA	ATION: LE	EDUCA	ATION: ALE
		UNDER \$20K 				\$100K- \$150K 	OVER \$150K 	UNDER \$40K 	•	UNDER \$60K 	OVER \$60K 	UNDER \$100K	-	LESS THAN COLLGE	COLLGE GRAD./	•	COLLGE GRAD./ POST	•	COLLGE GRAD./ POST
Total	505	45	93	96	131	94	45	139	366	234	271	365	140	308	197	113	107	195	90
SPEAK OTHER LANGUAGE	15.7	7.2	9.2	24.0	17.2	21.9	3.5	8.5	18.5	14.9	16.5	15.7	15.9	16.5	14.5	22.4	20.8	13.2	7.0
Spanish	11.8	7.2	5.0	17.3	13.4	16.8	3.5	5.7	14.1	10.5	12.9	11.5	12.5	11.4	12.3	17.0	18.1	8.3	5.4
Vietnamese	1.0	-	1.6	2.5	0.2	1.1	-	1.1	1.0	1.6	0.5	1.1	0.7	1.4	0.4	0.6	0.7	1.9	-
Hindi	0.7	-	0.5	1.1	0.5	1.5	-	0.3	0.9	0.6	0.8	0.6	1.0	0.5	1.1		2.0	0.8	-
Filipino	0.4	-	0.6	-	0.7	0.3	0.6	0.4	0.4	0.2	0.6	0.4	0.4	0.6	0.1	0.3	-	0.8	0.3
Chinese	0.4	-	0.2	0.2	0.5	0.9	-	0.2	0.5	0.2	0.5	0.3	0.6	0.1	0.8	0.2	-	0.1	1.6
Other	2.2	-	2.0	4.2	1.8	3.1	-	1.3	2.6	2.5	2.0	2.3	2.1	. 2.8	1.3	4.8	2.4	1.6	-
ONLY SPEAK ENGLISH	84.5	92.8	92.1	76.0	82.8	78.1	96.5	92.3	81.5	85.6	83.5	84.6	84.1	. 83.8	85.5	78.6	79.2	86.8	93.0
PREFER NOT TO SAY	-	-	-	-	-	-	-	-	-	-	_	-	-	-	-	-	-	-	-



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40. OTHER THAN ENGLISH, WHICH LANGUAGES DO YOU OR SOMEONE IN YOUR HOUSEHOLD SPEAK FLUENTLY?

BANNER 8

	TOTAL	M	ARITAL	STATUS	!	MARI STAT	•	MARI: STATU	
	i				i	MAL		FEMA	
	•						- '		_
	13	SINGLE I	MARR-	SEPA-	WIDOW-	SINGLE	MARR-	SINGLE 1	MARR-
	1	1:		RATED/		- 1	IED	1:	IED
	- 1	I		DIVRCE	1 1	1	- 1	1	
Total	505	120	314	63	8	33	163	88	152
SPEAK OTHER LANGUAGE	15.7	11.5	18.0	14.3	-	19.9	23.5	8.4	12.2
Spanish	11.8	10.7	13.4	7.1	-	19.9	19.7	7.3	6.7
Vietnamese	1.0	-	0.7	4.9	-	-	-	-	1.4
Hindi	0.7	-	1.2	-	-	-	1.3	-	1.0
Filipino	0.4	0.8	0.3	0.5	-	-	-	1.1	0.6
Chinese	0.4	-	0.6	-	-	-	0.1	-	1.1
Other	2.2	-	3.1	2.3	-	-	4.0	-	2.1
ONLY SPEAK ENGLISH	84.5	88.5	82.3	85.7	100.0	80.1	77.2	91.6	87.8
PREFER NOT TO SAY	-	-	-	-	-	-	-	-	-

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