



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

1. WHAT IS YOUR AGE?

BANNER 1

	TOTAL	AREA							AGE			AGE CLUSTERS				AGE CLUSTERS: MALE			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	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	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



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1. WHAT IS YOUR AGE?

BANNER 2

	TOTAL	AGE CLUSTERS:				GENDER		RACIAL BACKGROUND				RACIAL BACKGROUND:		RACIAL BACKGROUND:		6-12TH GRADE CHILDREN HOUSEHOLD		
		FEMALE										MALE		FEMALE				
		UNDER 40	OVER 40	UNDER 50	OVER 50	MALE	FEMALE	WHITE	NON-WHITE	African American	Hispanic/Latino	WHITE	AFRICAN AMERICAN	WHITE	AFRICAN AMERICAN	ONE	TWO	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



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1. WHAT IS YOUR AGE?

BANNER 3

	TOTAL AGES OF CHILDREN IN GRADES 6 THROUGH 12							CHILDREN AGES			CHILDREN AGES			CHILDREN AGES			GENDERS OF CHILDREN		EVER TALKED
								GRADES 6-12:			GRADES 6-12:			GRADES 6-12:			IN GRADES 6-12		ABOUT ALCOHOL
								MALE ONLY			FEMALE ONLY			MALE & FEMALE					MISUSE
	10-14	15	Fif-	Six-	Seven-	18	10-14	15	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/	YEARS	YEARS/	ONLY	ONLY	MALE &		YET/
		OLDER				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	
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	



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1. WHAT IS YOUR AGE?

BANNER 4

	TOTAL	HOW OFTEN DO YOU TALK ABOUT ALCOHOL MISUSE/UNDERAGE DRNK					TALKED ABOUT MISUSE LAST FEW MONTHS					DO YOU THINK UNDERAGE DRINKING IN COMMUNITY IS A PROBLEM					HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR CHILDREN TO TRY ALCOHOLIC DRINK				YOU/ANOTHER CAUGHT CHILD WITH ALCOHOL	
		OFTEN	SOME- TIMES	RARELY	YES	NO	PRO- BLEM	Seri- ous	Minor	NOT PROB. AT ALL	CON- CERNED	Very	Slight- ly	NOT CON- CERNED	14/ YOUNG- ER	15-17	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							
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							



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1. WHAT IS YOUR AGE?

BANNER 5

	TOTAL	HOW OFTEN DO ADULTS IN				IS ALCOHOL VISIBLE			LOCK ON		ALCOHOL CONSUMPTION			YOU/SOMEONE		WORRIED ABOUT CHILD			CHILD MOOD		
		HOUSEHOLD DRINK				OR HIDDEN IN HOUSE			LIQUOR		CHANGED SINCE START			DRINK TO COPE		TURNING TO ALCOHOL DUE			CHANGE SINCE		
									CABINET			OF COVID-19 PANDEMIC		DUE TO COVID		TO COVID-19 PANDEMIC		START OF PAND			
		DRINK	Regul-	Not	NEVER	VISI-	HIDDEN	NONE	YES	NO	INCR-	STAYED	DECR-	YES	NO	WORR-	Very	Slight	NOT	YES	NO
			arly	Regul-		BLE		IN THE			EASED	CONSI	EASED			IED		-ly	WORR-		
			arly	arly				HOUSE				-TENT						IED	IED		
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



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1. WHAT IS YOUR AGE?

BANNER 6

	TOTAL	CHILD MENTION		S/R/H ADS		FAMILIAR WITH RISKS OR				KNOW WHERE TO		EVER HEARD OF		EVER VISITED		BEST DESCRIBES THE			
		ALCOHOL SINCE		STOP UNDERAGE		CONSEQUENCES ASSOCIATED				LEARN RISKS/		TALK IT OUT		TALK IT OUT		AREA WHERE YOU LIVE			
		START OF PAND		DRINKING		WITH UNDERAGE DRINKING				CONSEQUENCES		NC		NC SITES					
		YES	NO	YES	NO/	FAMI-	Very	Slight	NOT	YES	NO/	YES	NO/	YES	NO/	CITY	SUBURB	S.CITY	
				DON'T	LIAR		-ly	FAMI-		DON'T		DON'T		DON'T		100K/	OF	/TOWN/	
				KNOW				LIAR		KNOW		KNOW		KNOW		KNOW	MORE	CITY	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	



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1. WHAT IS YOUR AGE?

BANNER 7

	TOTAL	ANNUAL INCOME						INCOME CLUSTERS						EDUCATION		EDUCATION: MALE		EDUCATION: FEMALE	
		UNDER \$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K-\$150K	OVER \$150K	UNDER \$40K	OVER \$40K	UNDER \$60K	OVER \$60K	UNDER \$100K	OVER \$100K	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE 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



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

1. WHAT IS YOUR AGE?

BANNER 8

	TOTAL	MARITAL STATUS				MARITAL STATUS:		MARITAL STATUS:	
						MALE		FEMALE	
		SINGLE	MARR-	SEPA-	WIDOW-	SINGLE	MARR-	SINGLE	MARR-
		IED	RATED/	ED		IED		IED	
			DIVRCE						
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



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

BANNER 1

[illegible]



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

BANNER 2

[illegible]



**START THE CONVERSATION.
STOP UNDERAGE DRINKING**

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

BANNER 3

[illegible]



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

BANNER 4

[illegible]



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

BANNER 5

[illegible]



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

BANNER 6

[illegible]



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

BANNER 7

[illegible]



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?

BANNER 8

	TOTAL					MARITAL STATUS					MARITAL		MARITAL	
											STATUS:		STATUS:	
											MALE		FEMALE	
		SINGLE	MARR-	SEPA-	WIDOW-	SINGLE	MARR-	SINGLE	MARR-					
			IED	RATED/	ED		IED		IED					
				DIVRCE										

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				



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3. WHAT IS YOUR GENDER?

BANNER 1

	TOTAL	AREA							AGE			AGE CLUSTERS				AGE CLUSTERS: MALE			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS- BORO DMA	REST OF STATE	Wilmin- gton DMA	East DMAs	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	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	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	-	-	-	-



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

3. WHAT IS YOUR GENDER?

BANNER 2

	TOTAL	AGE CLUSTERS:				GENDER		RACIAL BACKGROUND				RACIAL		RACIAL		6-12TH GRADE		
		FEMALE										BACKGROUND:		BACKGROUND:		CHILDREN HOUSEHOLD		
												MALE		FEMALE				
		UNDER	OVER	UNDER	OVER	MALE	FEMALE	WHITE	NON-	Africn	His-	WHITE	AFRICN	WHITE	AFRICN	ONE	TWO	THREE/
		40	40	50	50				WHITE	Amer./	panic/		AMER./		AMER./			MORE
										Black	Latino		BLACK		BLACK			
Total	505	111	174	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	100.0	100.0	100.0	100.0	-	100.0	52.2	63.2	76.3	49.8	-	-	100.0	100.0	61.9	48.8	44.9



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

3. WHAT IS YOUR GENDER?

BANNER 3

	TOTAL AGES OF CHILDREN IN GRADES 6 THROUGH 12							CHILDREN AGES GRADES 6-12:			CHILDREN AGES GRADES 6-12:			CHILDREN AGES GRADES 6-12:			GENDERS OF CHILDREN IN GRADES 6-12		EVER TALKED
																			ABOUT ALCOHOL
																			MISUSE
	10-14	15	Fif-	Six-	Seven-	18	10-14	15	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/	YEARS	YEARS/	ONLY	ONLY	MALE &		YET/
		OLDER				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	
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	
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	



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

3. WHAT IS YOUR GENDER?

BANNER 4

	TOTAL	HOW OFTEN DO YOU TALK ABOUT ALCOHOL MISUSE/UNDERAGE DRNK				TALKED ABOUT MISUSE LAST FEW MONTHS		DO YOU THINK UNDERAGE DRINKING IN COMMUNITY IS A PROBLEM				HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR CHILDREN TO TRY ALCOHOLIC DRINK WITH ALCOHOL			
		OFTEN	SOME-TIMES	RARELY	YES	NO	PRO-BLEM	Seri-ous	Minor	NOT PROB. AT ALL	CON-CERNED	Very	Slight-ly	NOT CON-CERNED	14/YOUNG-ER	15-17	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
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	46.4	59.3	29.0	59.8



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

3. WHAT IS YOUR GENDER?

BANNER 5

	TOTAL	HOW OFTEN DO ADULTS IN				IS ALCOHOL VISIBLE			LOCK ON		ALCOHOL CONSUMPTION			YOU/SOMEONE		WORRIED ABOUT CHILD			CHILD MOOD			
		HOUSEHOLD DRINK				OR HIDDEN IN HOUSE			LIQUOR		CHANGED SINCE START			DRINK TO COPE		TURNING TO ALCOHOL DUE			CHANGE SINCE			
									CABINET			OF COVID-19 PANDEMIC			DUE TO COVID			TO COVID-19 PANDEMIC		START OF PAND		
		DRINK	Regul-	Not	NEVER	VISI-	HIDDEN	NONE	YES	NO		INCR-	STAYED	DECR-	YES	NO	WORR-	Very	Slight	NOT	YES	NO
			arly	Regul-		BLE		IN THE				EASED	CONSIG	EASED			IED		-ly	WORR-		
			arly					HOUSE					-TENT							IED		
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	



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

3. WHAT IS YOUR GENDER?

BANNER 6

TOTAL	CHILD MENTION		S/R/H ADS		FAMILIAR WITH RISKS OR				KNOW WHERE TO		EVER HEARD OF		EVER VISITED		BEST DESCRIBES THE		
	ALCOHOL SINCE		STOP UNDERAGE		CONSEQUENCES ASSOCIATED				LEARN RISKS/		TALK IT OUT		TALK IT OUT		AREA WHERE YOU LIVE		
	START OF PAND		DRINKING		WITH UNDERAGE DRINKING				CONSEQUENCES		NC		NC SITES				
	YES	NO	YES	NO/	FAMI-	Very	Slight	NOT	YES	NO/	YES	NO/	YES	NO/	CITY	SUBURB	S.CITY
				DON'T	LIAR		-ly	FAMI-		DON'T		DON'T		DON'T	100K/	OF	/TOWN/
				KNOW				LIAR		KNOW		KNOW		KNOW	MORE	CITY	RURAL

Total	505	109	396	205	300	477	343	135	28	416	89	175	330	49	126	119	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	39.0
FEMALE	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	61.0



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

3. WHAT IS YOUR GENDER?

BANNER 7

	TOTAL	ANNUAL INCOME						INCOME CLUSTERS						EDUCATION		EDUCATION: MALE		EDUCATION: FEMALE	
		UNDER \$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K-\$150K	OVER \$150K	UNDER \$40K	OVER \$40K	UNDER \$60K	OVER \$60K	UNDER \$100K	OVER \$100K	LESS THAN COLLEGE	COLLEGE GRAD. / POST	LESS THAN COLLEGE	COLLEGE GRAD. / POST	LESS THAN COLLEGE	COLLEGE GRAD. / POST
Total	505	45	93	96	131	94	45	139	366	234	271	365	140	308	197	113	107	195	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



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

3. WHAT IS YOUR GENDER?

BANNER 8

	TOTAL	MARITAL STATUS					MARITAL STATUS:		MARITAL STATUS:	
							MALE		FEMALE	
		SINGLE	MARR-	SEPA-	WIDOW-	SINGLE	MARR-	SINGLE	MARR-	
			IED	RATED/	ED		IED		IED	
				DIVRCE						

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	



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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?

BANNER 1

	TOTAL	AREA							AGE			AGE CLUSTERS				AGE CLUSTERS: MALE			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS- BORO DMA	REST OF STATE	Wilmin- gton DMA	East DMAs	West DMAs	UNDER 40	40-49 50	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	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	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	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	4.6	17.8	7.6	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	1.8	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



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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?

BANNER 2

	TOTAL	AGE CLUSTERS:				GENDER		RACIAL BACKGROUND				RACIAL BACKGROUND:		RACIAL BACKGROUND:		6-12TH GRADE CHILDREN HOUSEHOLD		
		FEMALE										MALE		FEMALE				
		UNDER 40	OVER 40	UNDER 50	OVER 50	MALE	FEMALE	WHITE	NON-WHITE	African American	Hispanic/Latino	WHITE	AFRICAN AMERICAN	WHITE	AFRICAN AMERICAN	ONE	TWO	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	-



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

4. IN WHICH NORTH CAROLINA COUNTY DO YOU LIVE?

BANNER 3

	TOTAL AGES OF CHILDREN IN GRADES 6 THROUGH 12							CHILDREN AGES GRADES 6-12:			CHILDREN AGES GRADES 6-12:			CHILDREN AGES GRADES 6-12:			GENDERS OF CHILDREN IN GRADES 6-12		EVER TALKED
																			ABOUT ALCOHOL
								MALE ONLY			FEMALE ONLY			MALE & FEMALE					MISUSE
	10-14	15	Fif-	Six-	Seven-	18	10-14	15	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/	YEARS	YEARS/	ONLY	ONLY	MALE &		YET/
		OLDER				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	
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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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

4. IN WHICH NORTH CAROLINA COUNTY DO YOU LIVE?

BANNER 4

	TOTAL	HOW OFTEN DO YOU TALK ABOUT ALCOHOL			TALKED ABOUT MISUSE LAST FEW MONTHS		DO YOU THINK UNDERAGE DRINKING IN COMMUNITY IS A PROBLEM				HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR CHILDREN TO TRY ALCOHOLIC DRINK			YOU/ANOTHER CAUGHT CHILD WITH ALCOHOL	
		OFTEN	SOME-TIMES	RARELY	YES	NO	PRO-BLEM	Seri-ous	Minor	NOT PROB. AT ALL	CON-CERNED	Very	Slight-ly	NOT CON-CERNED	14/YOUNG-ER	15-17	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
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	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	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	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	7.6	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	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	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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4. IN WHICH NORTH CAROLINA COUNTY DO YOU LIVE?

BANNER 5

	TOTAL	HOW OFTEN DO ADULTS IN				IS ALCOHOL VISIBLE			LOCK ON		ALCOHOL CONSUMPTION			YOU/SOMEONE		WORRIED ABOUT CHILD			CHILD MOOD		
		HOUSEHOLD DRINK				OR HIDDEN IN HOUSE			LIQUOR		CHANGED SINCE START			DRINK TO COPE		TURNING TO ALCOHOL DUE			CHANGE SINCE		
									CABINET							TO COVID-19 PANDEMIC					
		DRINK	Regul-	Not	NEVER	VISI-	HIDDEN	NONE	YES	NO	INCR-	STAYED	DECR-	YES	NO	WORR-	Very	Slight	NOT	YES	NO
			arly	Regul-		BLE		IN THE			EASED	CONSI	EASED			IED		-ly	WORR-		
				arly				HOUSE				-TENT							IED		
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	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	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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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

4. IN WHICH NORTH CAROLINA COUNTY DO YOU LIVE?

BANNER 6

	TOTAL		CHILD MENTION		S/R/H ADS		FAMILIAR WITH RISKS OR				KNOW WHERE TO		EVER HEARD OF		EVER VISITED		BEST DESCRIBES THE		
	ALCOHOL SINCE		STOP UNDERAGE		DRINKING		CONSEQUENCES ASSOCIATED				LEARN RISKS/		TALK IT OUT		TALK IT OUT		AREA WHERE YOU LIVE		
	START OF PAND						WITH UNDERAGE DRINKING				CONSEQUENCES		NC		NC SITES				
	YES	NO	YES	NO/	FAMI-	Very	Slight	NOT	YES	NO/	YES	NO/	YES	NO/	YES	NO/	CITY	SUBURB	S.CITY
				DON'T	LIAR		-ly	FAMI-		DON'T		DON'T		DON'T		DON'T	100K/	OF	/TOWN/
				KNOW				LIAR		KNOW		KNOW		KNOW		KNOW	MORE	CITY	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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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

4. IN WHICH NORTH CAROLINA COUNTY DO YOU LIVE?

BANNER 7

	TOTAL	ANNUAL INCOME						INCOME CLUSTERS						EDUCATION		EDUCATION: MALE		EDUCATION: FEMALE	
		UNDER \$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K-\$150K	OVER \$150K	UNDER \$40K	OVER \$40K	UNDER \$60K	OVER \$60K	UNDER \$100K	OVER \$100K	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE 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	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



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

4. IN WHICH NORTH CAROLINA COUNTY DO YOU LIVE?

BANNER 8

	TOTAL	MARITAL STATUS				MARITAL STATUS:		MARITAL STATUS:	
						MALE		FEMALE	
		SINGLE	MARR-	SEPA-	WIDOW-	SINGLE	MARR-	SINGLE	MARR-
		IED	IED	RATED/	ED	IED	IED	IED	IED
				DIVRCE					
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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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 1

	TOTAL	AREA							AGE			AGE CLUSTERS				AGE CLUSTERS: MALE			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	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	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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5. ARE YOU OR IS A MEMBER OF YOUR IMMEDIATE FAMILY FROM A LATINO OR HISPANIC BACKGROUND?

BANNER 2

	TOTAL	AGE CLUSTERS:				GENDER		RACIAL BACKGROUND				RACIAL		RACIAL		6-12TH GRADE		
		FEMALE										BACKGROUND:		BACKGROUND:		CHILDREN HOUSEHOLD		
												MALE		FEMALE				
		UNDER	OVER	UNDER	OVER	MALE	FEMALE	WHITE	NON-	Africn	His-	WHITE	AFRICN	WHITE	AFRICN	ONE	TWO	THREE/
		40	40	50	50				WHITE	Amer./	panic/		AMER./		AMER./			MORE
										Black	Latino		BLACK		BLACK			
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	-79.0	-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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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 3

	TOTAL AGES OF CHILDREN IN GRADES 6 THROUGH 12							CHILDREN AGES		CHILDREN AGES		CHILDREN AGES		GENDERS OF CHILDREN			EVER TALKED	
								GRADES 6-12:		GRADES 6-12:		GRADES 6-12:		IN GRADES 6-12			ABOUT ALCOHOL	
								MALE ONLY		FEMALE ONLY		MALE & FEMALE					MISUSE	
	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				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
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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5. ARE YOU OR IS A MEMBER OF YOUR IMMEDIATE FAMILY FROM A LATINO OR HISPANIC BACKGROUND?

BANNER 4

	TOTAL	HOW OFTEN DO YOU			TALKED ABOUT		DO YOU THINK UNDERAGE				HOW CONCERNED ARE YOU THAT				AGE APPROPRIATE FOR		YOU/ANOTHER		
		TALK ABOUT ALCOHOL			MISUSE LAST		DRINKING IN COMMUNITY IS				YOUR CHILDREN WILL DRINK				YOUR CHILDREN TO		CAUGHT CHILD		
		MISUSE/UNDERAGE DRNK			FEW MONTHS		A PROBLEM				ALCOHOL				TRY ALCOHOLIC DRINK		WITH ALCOHOL		
		OFTEN	SOME- TIMES	RARELY	YES	NO	PRO- BLEM	Seri- ous	Minor	NOT PROB. AT ALL	CON- CERNED	Very	Slight- ly	NOT CON- CERNED	14/ YOUNG- ER	15-17	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
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	-77.4	-79.9	-75.1	-70.9	-76.9	-72.5	-78.7	-78.8	-73.0	-66.6	-75.2



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

BANNER 5

	TOTAL	HOW OFTEN DO ADULTS IN				IS ALCOHOL VISIBLE			LOCK ON		ALCOHOL CONSUMPTION			YOU/SOMEONE		WORRIED ABOUT CHILD			CHILD MOOD		
		HOUSEHOLD DRINK				OR HIDDEN IN HOUSE			LIQUOR		CHANGED SINCE START			DRINK TO COPE		TURNING TO ALCOHOL DUE			CHANGE SINCE		
									CABINET		OF COVID-19 PANDEMIC			DUE TO COVID		TO COVID-19 PANDEMIC			START OF PAND		
		DRINK	Regul- arly	Not Regul- arly	NEVER	VISI- BLE	HIDDEN	NONE IN THE HOUSE	YES	NO	INCR- EASED	STAYED CONSI- -TENT	DECR- EASED	YES	NO	WORR- IED	Very	Slight -ly	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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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 6

	TOTAL	CHILD MENTION		S/R/H ADS		FAMILIAR WITH RISKS OR				KNOW WHERE TO		EVER HEARD OF		EVER VISITED		BEST DESCRIBES THE		
		ALCOHOL SINCE	STOP UNDERAGE			CONSEQUENCES ASSOCIATED				LEARN RISKS/		TALK IT OUT		TALK IT OUT		AREA WHERE YOU LIVE		
		START OF PAND	DRINKING			WITH UNDERAGE DRINKING				CONSEQUENCES		NC		NC SITES				
		YES	NO	YES	NO/	FAMI-	Very	Slight	NOT	YES	NO/	YES	NO/	YES	NO/	CITY	SUBURB	S.CITY
				DON'T	LIAR		-ly	FAMI-		DON'T		DON'T		DON'T	100K/	OF	/TOWN/	
				KNOW				LIAR		KNOW		KNOW		KNOW	MORE	CITY	RURAL	
Total	505	109	396	205	300	477	343	135	28	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	12.5	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	87.5	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	-75.1	-70.4	-80.7	-70.8	-76.6	-82.3	-63.5	-77.0	-77.9



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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 7

	TOTAL	ANNUAL INCOME						INCOME CLUSTERS						EDUCATION		EDUCATION: MALE		EDUCATION: FEMALE	
		UNDER \$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K-\$150K	OVER \$150K	UNDER \$40K	OVER \$40K	UNDER \$60K	OVER \$60K	UNDER \$100K	OVER \$100K	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST
Total	505	45	93	96	131	94	45	139	366	234	271	365	140	308	197	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



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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	MARITAL STATUS					MARITAL STATUS:		MARITAL STATUS:	
							MALE		FEMALE	
		SINGLE	MARR-	SEPA-	WIDOW-	SINGLE	MARR-	SINGLE	MARR-	
			IED	RATED/	ED		IED		IED	
				DIVRCE						
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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6. WHAT IS YOUR MAIN RACIAL OR ETHNIC BACKGROUND?

BANNER 1

	TOTAL	AREA							AGE			AGE CLUSTERS				AGE CLUSTERS: MALE			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	UNDER 40	40-49 50	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	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	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	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	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	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	2.2	1.8	1.7	2.6



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6. WHAT IS YOUR MAIN RACIAL OR ETHNIC BACKGROUND?

BANNER 2

	TOTAL	AGE CLUSTERS:				GENDER		RACIAL BACKGROUND				RACIAL BACKGROUND:		RACIAL BACKGROUND:		6-12TH GRADE CHILDREN HOUSEHOLD		
		FEMALE										MALE		FEMALE				
		UNDER 40	OVER 40	UNDER 50	OVER 50	MALE	FEMALE	WHITE	NON-WHITE	African American	Hispanic/Latino	WHITE	AFRICAN AMERICAN	WHITE	AFRICAN AMERICAN	ONE	TWO	THREE/MORE
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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6. WHAT IS YOUR MAIN RACIAL OR ETHNIC BACKGROUND?

BANNER 3

	TOTAL AGES OF CHILDREN IN GRADES 6 THROUGH 12							CHILDREN AGES			CHILDREN AGES			CHILDREN AGES			GENDERS OF CHILDREN		EVER TALKED
								GRADES 6-12:			GRADES 6-12:			GRADES 6-12:			IN GRADES 6-12		ABOUT ALCOHOL
								MALE ONLY			FEMALE ONLY			MALE & FEMALE					MISUSE
	10-14	15	Fif-	Six-	Seven-	18	10-14	15	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/	YEARS	YEARS/	ONLY	ONLY	MALE &		YET/
		OLDER				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	
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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6. WHAT IS YOUR MAIN RACIAL OR ETHNIC BACKGROUND?

BANNER 4

	TOTAL	HOW OFTEN DO YOU TALK ABOUT ALCOHOL MISUSE/UNDERAGE DRNK			TALKED ABOUT MISUSE LAST FEW MONTHS		DO YOU THINK UNDERAGE DRINKING IN COMMUNITY IS A PROBLEM				HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR CHILDREN TO TRY ALCOHOLIC DRINK		YOU/ANOTHER CAUGHT CHILD WITH ALCOHOL		
		OFTEN	SOME-TIMES	RARELY	YES	NO	PRO-BLEM	Seri-ous	Minor	NOT PROB. AT ALL	CON-CERNED	Very	Slight-ly	NOT CON-CERNED	14/YOUNG-ER	15-17	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
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	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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6. WHAT IS YOUR MAIN RACIAL OR ETHNIC BACKGROUND?

BANNER 5

	TOTAL	HOW OFTEN DO ADULTS IN				IS ALCOHOL VISIBLE			LOCK ON		ALCOHOL CONSUMPTION			YOU/SOMEONE		WORRIED ABOUT CHILD			CHILD MOOD		
		HOUSEHOLD DRINK				OR HIDDEN IN HOUSE			LIQUOR		CHANGED SINCE START			DRINK TO COPE		TURNING TO ALCOHOL DUE			CHANGE SINCE		
									CABINET		OF COVID-19 PANDEMIC		DUE TO COVID		TO COVID-19 PANDEMIC			START OF PAND			
		DRINK	Regul- arly	Not Regul- arly	NEVER	VISI- BLE	HIDDEN	NONE IN THE HOUSE	YES	NO	INCR- EASED	STAYED CONSI -TENT	DECR- EASED	YES	NO	WORR- IED	Very	Slight -ly	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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6. WHAT IS YOUR MAIN RACIAL OR ETHNIC BACKGROUND?

BANNER 6

	TOTAL	CHILD MENTION		S/R/H ADS		FAMILIAR WITH RISKS OR				KNOW WHERE TO		EVER HEARD OF		EVER VISITED		BEST DESCRIBES THE		
		ALCOHOL SINCE		STOP UNDERAGE		CONSEQUENCES ASSOCIATED				LEARN RISKS/		TALK IT OUT		TALK IT OUT		AREA WHERE YOU LIVE		
		START OF PAND	DRINKING			WITH UNDERAGE DRINKING				CONSEQUENCES		NC		NC SITES				
		YES	NO	YES	NO/	FAMI-	Very	Slight	NOT	YES	NO/	YES	NO/	YES	NO/	CITY	SUBURB	S.CITY
				DON'T	LIAR		-ly	FAMI-		DON'T		DON'T		DON'T	100K/	OF	/TOWN/	
				KNOW				LIAR		KNOW		KNOW		KNOW	MORE	CITY	RURAL	
Total	505	109	396	205	300	477	343	135	28	416	89	175	330	49	126	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	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	-	2.1	1.9	1.9	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	-	1.4



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6. WHAT IS YOUR MAIN RACIAL OR ETHNIC BACKGROUND?

BANNER 7

	TOTAL	ANNUAL INCOME						INCOME CLUSTERS						EDUCATION		EDUCATION: MALE		EDUCATION: FEMALE	
		UNDER \$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K-\$150K	OVER \$150K	UNDER \$40K	OVER \$40K	UNDER \$60K	OVER \$60K	UNDER \$100K	OVER \$100K	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST
Total	505	45	93	96	131	94	45	139	366	234	271	365	140	308	197	113	107	195	90
WHITE	60.4	42.8	64.2	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



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6. WHAT IS YOUR MAIN RACIAL OR ETHNIC BACKGROUND?

BANNER 8

	TOTAL	MARITAL STATUS				MARITAL STATUS:		MARITAL STATUS:	
						MALE		FEMALE	
		SINGLE	MARR-	SEPA-	WIDOW-	SINGLE	MARR-	SINGLE	MARR-
			IED	RATED/	ED		IED		IED
				DIVRCE					
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?

BANNER 1

	TOTAL	AREA							AGE			AGE CLUSTERS				AGE CLUSTERS: MALE			
		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	40	50		40	40	50	50	40	40	50	50
		DMA	DMA	DMA	STATE	DMA													
Total	505	163	145	88	109	21	54	34	195	210	100	195	310	405	100	84	135	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	57.4	45.6
TWO/MORE	37.2	36.2	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	41.6	54.4
Two	30.5	31.1	23.9	32.0	37.2	40.2	32.2	43.0	34.7	29.7	23.9	34.7	27.9	32.1	23.9	41.4	32.6	36.2	35.1
Three/More	6.7	5.1	12.4	3.9	3.8	-	7.7	-	5.5	4.3	14.0	5.5	7.4	4.9	14.0	1.6	12.7	5.4	19.3
PREFER NOT TO SAY	0.4	1.2	-	-	-	-	-	-	0.1	0.9	-	0.1	0.6	0.5	-	-	1.3	1.1	-
Mean	1.46	1.42	1.52	1.41	1.46	1.40	1.49	1.43	1.48	1.39	1.53	1.48	1.44	1.44	1.53	1.45	1.61	1.48	1.77



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

BANNER 2

	TOTAL	AGE CLUSTERS:				GENDER		RACIAL BACKGROUND				RACIAL BACKGROUND:		RACIAL BACKGROUND:		6-12TH GRADE CHILDREN HOUSEHOLD		
		FEMALE										MALE		FEMALE				
		UNDER 40	OVER 40	UNDER 50	OVER 50	MALE	FEMALE	WHITE	NON-WHITE	African American	Hispanic/Latino	WHITE	AFRICAN AMERICAN	WHITE	AFRICAN AMERICAN	ONE	TWO	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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7. HOW MANY CHILDREN IN THIS HOUSEHOLD ARE IN THE 6TH THROUGH 12TH GRADE?

BANNER 3

	TOTAL AGES OF CHILDREN IN GRADES 6 THROUGH 12							CHILDREN AGES			CHILDREN AGES			CHILDREN AGES			GENDERS OF CHILDREN		EVER TALKED
								GRADES 6-12:			GRADES 6-12:			GRADES 6-12:			IN GRADES 6-12		ABOUT ALCOHOL
								MALE ONLY			FEMALE ONLY			MALE & FEMALE					MISUSE
	10-14	15	Fif-	Six-	Seven-	18	10-14	15	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/	YEARS	YEARS/	ONLY	ONLY	MALE &		YET/
		OLDER				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	
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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7. HOW MANY CHILDREN IN THIS HOUSEHOLD ARE IN THE 6TH THROUGH 12TH GRADE?

BANNER 4

	TOTAL	HOW OFTEN DO YOU TALK ABOUT ALCOHOL			TALKED ABOUT MISUSE LAST FEW MONTHS		DO YOU THINK UNDERAGE DRINKING IN COMMUNITY IS A PROBLEM					HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR CHILDREN TO TRY ALCOHOLIC DRINK		YOU/ANOTHER CAUGHT CHILD WITH ALCOHOL	
		OFTEN	SOME-TIMES	RARELY	YES	NO	PRO-BLEM	Seri-ous	Minor	NOT PROB. AT ALL	CON-CERNED	Very	Slight-ly	NOT CON-CERNED	14/YOUNG-ER	15-17	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
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	1.38	1.68	1.33	1.45	1.65	1.43



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

BANNER 5

	TOTAL	HOW OFTEN DO ADULTS IN HOUSEHOLD DRINK				IS ALCOHOL VISIBLE OR HIDDEN IN HOUSE			LOCK ON LIQUOR CABINET		ALCOHOL CONSUMPTION CHANGED SINCE START OF COVID-19 PANDEMIC			YOU/SOMEONE DRINK TO COPE DUE TO COVID		WORRIED ABOUT CHILD TURNING TO ALCOHOL DUE TO COVID-19 PANDEMIC			CHILD MOOD CHANGE SINCE START OF PAND		
		DRINK	Regul- arly	Not Regul- arly	NEVER	VISI- BLE	HIDDEN	NONE IN THE HOUSE	YES	NO	INCR- EASED	STAYED CONSIS- -TENT	DECR- EASED	YES	NO	WORR- IED	Very	Slight- ly	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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7. HOW MANY CHILDREN IN THIS HOUSEHOLD ARE IN THE 6TH THROUGH 12TH GRADE?

BANNER 6

	TOTAL	CHILD MENTION		S/R/H ADS		FAMILIAR WITH RISKS OR				KNOW WHERE TO		EVER HEARD OF		EVER VISITED		BEST DESCRIBES THE		
		ALCOHOL SINCE		STOP UNDERAGE		CONSEQUENCES ASSOCIATED				LEARN RISKS/		TALK IT OUT		TALK IT OUT		AREA WHERE YOU LIVE		
		START OF PAND		DRINKING		WITH UNDERAGE DRINKING				CONSEQUENCES		NC		NC SITES				
		YES	NO	YES	NO/	FAMI-	Very	Slight	NOT	YES	NO/	YES	NO/	YES	NO/	CITY	SUBURB	S.CITY
				DON'T	LIAR		-ly	FAMI-		DON'T		DON'T		DON'T	100K/	OF	/TOWN/	
				KNOW				LIAR		KNOW		KNOW		KNOW	MORE	CITY	RURAL	

Total	505	109	396	205	300	477	343	135	28	416	89	175	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	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	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	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	1.49	1.40	1.38	1.44	1.55	1.40



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

BANNER 7

	TOTAL	ANNUAL INCOME						INCOME CLUSTERS						EDUCATION		EDUCATION: MALE		EDUCATION: FEMALE	
		UNDER \$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K-\$150K	OVER \$150K	UNDER \$40K	OVER \$40K	UNDER \$60K	OVER \$60K	UNDER \$100K	OVER \$100K	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST
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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7. HOW MANY CHILDREN IN THIS HOUSEHOLD ARE IN THE 6TH THROUGH 12TH GRADE?

BANNER 8

	TOTAL	MARITAL STATUS				MARITAL STATUS:		MARITAL STATUS:	
						MALE		FEMALE	
		SINGLE	MARR-	SEPA-	WIDOW-	SINGLE	MARR-	SINGLE	MARR-
		IED	RATED/	ED		IED		IED	
			DIVRCE						
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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8. WHAT ARE THE AGES OF ALL OF YOUR CHILDREN IN THE 6TH THROUGH 12TH GRADES?

BANNER 1

	TOTAL	AREA							AGE			AGE CLUSTERS				AGE CLUSTERS: MALE			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	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	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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8. WHAT ARE THE AGES OF ALL OF YOUR CHILDREN IN THE 6TH THROUGH 12TH GRADES?

BANNER 2

	TOTAL	AGE CLUSTERS:				GENDER		RACIAL BACKGROUND				RACIAL BACKGROUND:		RACIAL BACKGROUND:		6-12TH GRADE CHILDREN HOUSEHOLD		
		FEMALE										MALE		FEMALE				
		UNDER 40	OVER 40	UNDER 50	OVER 50	MALE	FEMALE	WHITE	NON-WHITE	African American	Hispanic/Latino	WHITE	AFRICAN AMERICAN	WHITE	AFRICAN AMERICAN	ONE	TWO	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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8. WHAT ARE THE AGES OF ALL OF YOUR CHILDREN IN THE 6TH THROUGH 12TH GRADES?

BANNER 3

	TOTAL AGES OF CHILDREN IN GRADES 6 THROUGH 12							CHILDREN AGES			CHILDREN AGES			CHILDREN AGES			GENDERS OF CHILDREN		EVER TALKED
								GRADES 6-12:			GRADES 6-12:			GRADES 6-12:			IN GRADES 6-12		ABOUT ALCOHOL
								MALE ONLY			FEMALE ONLY			MALE & FEMALE					MISUSE
	10-14	15	Fif-	Six-	Seven-	18	10-14	15	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/	YEARS	YEARS/	ONLY	ONLY	MALE &		YET/
		OLDER				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	
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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8. WHAT ARE THE AGES OF ALL OF YOUR CHILDREN IN THE 6TH THROUGH 12TH GRADES?

BANNER 4

	TOTAL	HOW OFTEN DO YOU TALK ABOUT ALCOHOL			TALKED ABOUT MISUSE LAST FEW MONTHS		DO YOU THINK UNDERAGE DRINKING IN COMMUNITY IS A PROBLEM				HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR CHILDREN TO TRY ALCOHOLIC DRINK			YOU/ANOTHER CAUGHT CHILD WITH ALCOHOL	
		OFTEN	SOME- TIMES	RARELY	YES	NO	PRO- BLEM	Seri- ous	Minor	NOT PROB. AT ALL	CON- CERNED	Very	Slight- ly	NOT CON- CERNED	14/ YOUNG- ER	15-17	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
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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8. WHAT ARE THE AGES OF ALL OF YOUR CHILDREN IN THE 6TH THROUGH 12TH GRADES?

BANNER 5

	TOTAL	HOW OFTEN DO ADULTS IN				IS ALCOHOL VISIBLE			LOCK ON		ALCOHOL CONSUMPTION			YOU/SOMEONE		WORRIED ABOUT CHILD			CHILD MOOD		
		HOUSEHOLD DRINK				OR HIDDEN IN HOUSE			LIQUOR		CHANGED SINCE START			DRINK TO COPE		TURNING TO ALCOHOL DUE			CHANGE SINCE		
									CABINET		OF COVID-19 PANDEMIC			DUE TO COVID		TO COVID-19 PANDEMIC			START OF PAND		
		DRINK	Regul-	Not	NEVER	VISI-	HIDDEN	NONE	YES	NO	INCR-	STAYED	DECR-	YES	NO	WORR-	Very	Slight	NOT	YES	NO
			arly	Regul-		BLE		IN THE			EASED	CONSIS	EASED			IED		-ly	WORR-		
				arly				HOUSE				-TENT							IED		
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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8. WHAT ARE THE AGES OF ALL OF YOUR CHILDREN IN THE 6TH THROUGH 12TH GRADES?

BANNER 6

	TOTAL		CHILD MENTION		S/R/H ADS		FAMILIAR WITH RISKS OR				KNOW WHERE TO		EVER HEARD OF		EVER VISITED		BEST DESCRIBES THE		
	ALCOHOL SINCE		STOP UNDERAGE		DRINKING		CONSEQUENCES ASSOCIATED				LEARN RISKS/		TALK IT OUT		TALK IT OUT		AREA WHERE YOU LIVE		
	START OF PAND						WITH UNDERAGE DRINKING				CONSEQUENCES		NC		NC SITES				
	YES	NO	YES	NO/	FAMI-	Very	Slight	NOT	YES	NO/	YES	NO/	YES	NO/	YES	NO/	CITY	SUBURB	S.CITY
				DON'T	LIAR		-ly	FAMI-		DON'T		DON'T		DON'T		DON'T	100K/	OF	/TOWN/
				KNOW				LIAR		KNOW		KNOW		KNOW		KNOW	MORE	CITY	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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8. WHAT ARE THE AGES OF ALL OF YOUR CHILDREN IN THE 6TH THROUGH 12TH GRADES?

BANNER 7

	TOTAL	ANNUAL INCOME						INCOME CLUSTERS						EDUCATION		EDUCATION: MALE		EDUCATION: FEMALE	
		UNDER \$20K		\$20K-\$40K		\$40K-\$60K		\$60K-\$100K		\$100K-\$150K		\$150K+OVER		LESS THAN COLLEGE		COLLEGE GRAD./POST		LESS THAN COLLEGE	
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?

BANNER 8

	TOTAL	MARITAL STATUS				MARITAL STATUS:		MARITAL STATUS:	
						MALE		FEMALE	
		SINGLE	MARR- IED	SEPA- RATED/ DIVRCE	WIDOW- ED	SINGLE	MARR- IED	SINGLE	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?

BANNER 1

	TOTAL	AREA							AGE			AGE CLUSTERS				AGE CLUSTERS: MALE			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	UNDER 40	40-49 50	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	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	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	29.1	27.1	33.4
PREFER NOT TO SAY	0.4	1.1	-	-	-	-	-	-	-	0.9	-	-	0.6	0.4	-	-	1.3	1.1	-



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

BANNER 2

	TOTAL	AGE CLUSTERS:				GENDER		RACIAL BACKGROUND				RACIAL BACKGROUND:		RACIAL BACKGROUND:		6-12TH GRADE CHILDREN HOUSEHOLD		
		FEMALE										MALE		FEMALE				
		UNDER 40	OVER 40	UNDER 50	OVER 50	MALE	FEMALE	WHITE	NON-WHITE	African American	Hispanic/Latino	WHITE	AFRICAN AMERICAN	WHITE	AFRICAN AMERICAN	ONE	TWO	THREE/MORE
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	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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9. WHAT ARE THE GENDERS OF YOUR CHILDREN IN THE 6TH THROUGH 12TH GRADES?

BANNER 3

[illegible]



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

BANNER 4

	TOTAL	HOW OFTEN DO YOU TALK ABOUT ALCOHOL MISUSE/UNDERAGE DRNK				TALKED ABOUT MISUSE LAST FEW MONTHS		DO YOU THINK UNDERAGE DRINKING IN COMMUNITY IS A PROBLEM				HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR CHILDREN TO TRY ALCOHOLIC DRINK		YOU/ANOTHER CAUGHT CHILD WITH ALCOHOL	
		OFTEN	SOME-TIMES	RARELY	YES	NO	PRO-BLEM	Seri-ous	Minor	NOT PROB. AT ALL	CON-CERNED	Very	Slight-ly	NOT CON-CERNED	14/YOUNG-ER	15-17	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
MALE ONLY	40.6	34.4	39.0	56.6	38.9	44.8	39.6	40.3	38.9	49.4	41.4	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	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	-	-	-	-	1.2	-	-	0.5	-	0.4



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

BANNER 5

	TOTAL	HOW OFTEN DO ADULTS IN				IS ALCOHOL VISIBLE			LOCK ON		ALCOHOL CONSUMPTION			YOU/SOMEONE		WORRIED ABOUT CHILD			CHILD MOOD		
		HOUSEHOLD DRINK				OR HIDDEN IN HOUSE			LIQUOR		CHANGED SINCE START			DRINK TO COPE		TURNING TO ALCOHOL DUE			CHANGE SINCE		
									CABINET		OF COVID-19 PANDEMIC			DUE TO COVID		TO COVID-19 PANDEMIC			START OF PAND		
		DRINK	Regul- arly	Not Regul- arly	NEVER	VISI- BLE	HIDDEN	NONE IN THE HOUSE	YES	NO	INCR- EASED	STAYED CONSI- -TENT	DECR- EASED	YES	NO	WORR- IED	Very	Slight- ly	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 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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9. WHAT ARE THE GENDERS OF YOUR CHILDREN IN THE 6TH THROUGH 12TH GRADES?

BANNER 6

	TOTAL	CHILD MENTION		S/R/H ADS		FAMILIAR WITH RISKS OR				KNOW WHERE TO		EVER HEARD OF		EVER VISITED		BEST DESCRIBES THE		
		ALCOHOL SINCE		STOP UNDERAGE		CONSEQUENCES ASSOCIATED				LEARN RISKS/		TALK IT OUT		TALK IT OUT		AREA WHERE YOU LIVE		
		START OF PAND		DRINKING		WITH UNDERAGE DRINKING				CONSEQUENCES		NC		NC SITES				
		YES	NO	YES	NO/	FAMI-	Very	Slight	NOT	YES	NO/	YES	NO/	YES	NO/	CITY	SUBURB	S.CITY
					DON'T	LIAR		-ly	FAMI-		DON'T		DON'T		DON'T	100K/	OF	//TOWN/
					KNOW				LIAR		KNOW		KNOW		KNOW	MORE	CITY	RURAL

Total	505	109	396	205	300	477	343	135	28	416	89	175	330	49	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	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	27.1	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	20.3	21.5	25.2	17.5
PREFER NOT TO SAY	0.4	-	0.5	-	0.6	-	-	-	6.5	-	2.0	1.0	-	-	1.4	-	1.2	-



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

BANNER 7

	TOTAL	ANNUAL INCOME						INCOME CLUSTERS						EDUCATION		EDUCATION: MALE		EDUCATION: FEMALE	
		UNDER \$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K-\$150K	OVER \$150K	UNDER \$40K	OVER \$40K	UNDER \$60K	OVER \$60K	UNDER \$100K	OVER \$100K	LESS THAN COLLEGE	COLLEGE GRAD. / POST	LESS THAN COLLEGE	COLLEGE GRAD. / POST	LESS THAN COLLEGE	COLLEGE GRAD. / POST
Total	505	45	93	96	131	94	45	139	366	234	271	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	41.4	39.8	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	-	0.5	-	0.6	-	1.6	-	-	-



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

BANNER 8

	TOTAL	MARITAL STATUS					MARITAL STATUS:		MARITAL STATUS:	
							MALE		FEMALE	
		SINGLE	MARR-	SEPA-	WIDOW-	SINGLE	MARR-	SINGLE	MARR-	
		IED	RATED/	ED		IED		IED		
			DIVRCE							
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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10. AT WHAT AGE DO YOU THINK IT'S APPROPRIATE TO START TALKING ABOUT ALCOHOL MISUSE AND UNDERAGE DRINKING WITH YOUR CHILDREN?

BANNER 1

	TOTAL	AREA							AGE			AGE CLUSTERS				AGE CLUSTERS: MALE			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	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	170	49
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?

BANNER 2

	TOTAL	AGE CLUSTERS:				GENDER		RACIAL BACKGROUND				RACIAL	RACIAL	6-12TH GRADE				
		FEMALE										BACKGROUND: MALE	BACKGROUND: FEMALE	CHILDREN HOUSEHOLD				
		UNDER 40	OVER 40	UNDER 50	OVER 50	MALE	FEMALE	WHITE	NON-WHITE	African American	Hispanic/Latino	WHITE	AFRICAN AMERICAN	WHITE	AFRICAN AMERICAN	ONE	TWO	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?

BANNER 3

	TOTAL	AGES OF CHILDREN IN GRADES 6 THROUGH 12							CHILDREN AGES			CHILDREN AGES			CHILDREN AGES			GENDERS OF CHILDREN			EVER TALKED	
									GRADES 6-12:			GRADES 6-12:			GRADES 6-12:			IN GRADES 6-12			ABOUT ALCOHOL	
									MALE ONLY			FEMALE ONLY			MALE & FEMALE						MISUSE	
		10-14	15	Fif-	Six-	Seven-	18	10-14	15	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/	YEARS	YEARS/	ONLY	ONLY	MALE &		YET/		
		OLDER	OLDER				Older	OLDER	OLDER	OLDER	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				
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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10. AT WHAT AGE DO YOU THINK IT'S APPROPRIATE TO START TALKING ABOUT ALCOHOL MISUSE AND UNDERAGE DRINKING WITH YOUR CHILDREN?

BANNER 4

	TOTAL	HOW OFTEN DO YOU TALK ABOUT ALCOHOL MISUSE/UNDERAGE DRNK			TALKED ABOUT MISUSE LAST FEW MONTHS		DO YOU THINK UNDERAGE DRINKING IN COMMUNITY IS A PROBLEM				HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR CHILDREN TO TRY ALCOHOLIC DRINK		YOU/ANOTHER CAUGHT CHILD WITH ALCOHOL		
		OFTEN	SOME-TIMES	RARELY	YES	NO	PRO-BLEM	Seri-ous	Minor	NOT PROB. AT ALL	CON-CERNED	Very	Slight-ly	NOT CON-CERNED	14/YOUNG-ER	15-17	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
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?

BANNER 5

	TOTAL	HOW OFTEN DO ADULTS IN HOUSEHOLD DRINK				IS ALCOHOL VISIBLE OR HIDDEN IN HOUSE			LOCK ON LIQUOR CABINET		ALCOHOL CONSUMPTION CHANGED SINCE START OF COVID-19 PANDEMIC			YOU/SOMEONE DRINK TO COPE DUE TO COVID		WORRIED ABOUT CHILD TURNING TO ALCOHOL DUE TO COVID-19 PANDEMIC			CHILD MOOD CHANGE SINCE START OF PAND		
		DRINK	Regul- arly	Not Regul- arly	NEVER	VISI- BLE	HIDDEN	NONE IN THE HOUSE	YES	NO	INCR- EASED	STAYED CONSIS- TENT	DECR- EASED	YES	NO	WORR- IED	Very	Slight- ly	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
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?

BANNER 6

	TOTAL		CHILD MENTION		S/R/H ADS		FAMILIAR WITH RISKS OR				KNOW WHERE TO		EVER HEARD OF		EVER VISITED		BEST DESCRIBES THE		
	ALCOHOL SINCE		STOP UNDERAGE		DRINKING		CONSEQUENCES ASSOCIATED				LEARN RISKS/		TALK IT OUT		TALK IT OUT		AREA WHERE YOU LIVE		
	YES	NO	YES	NO/	FAMI-	Very	Slight	NOT	YES	NO/	YES	NO/	YES	NO/	YES	NO/	CITY	SUBURB	S.CITY
				DON'T	LIAR		-ly	FAMI-		DON'T		DON'T		DON'T		DON'T	100K/	OF	/TOWN/
				KNOW				LIAR		KNOW		KNOW		KNOW		KNOW	MORE	CITY	RURAL
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?

BANNER 7

	TOTAL	ANNUAL INCOME						INCOME CLUSTERS						EDUCATION		EDUCATION: MALE		EDUCATION: FEMALE	
		UNDER \$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K-\$150K	OVER \$150K	UNDER \$40K	OVER \$40K	UNDER \$60K	OVER \$60K	UNDER \$100K	OVER \$100K	LESS THAN COLLEGE	COLLEGE/POST	LESS THAN COLLEGE/POST	COLLEGE/POST	LESS THAN COLLEGE/POST	COLLEGE/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?

BANNER 8

	TOTAL	MARITAL STATUS				MARITAL STATUS:		MARITAL STATUS:	
						MALE		FEMALE	
		SINGLE	MARR-	SEPA-	WIDOW-	SINGLE	MARR-	SINGLE	MARR-
		IED	IED	RATED/	IED	IED	IED	IED	IED
				DIVRCE					

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?

BANNER 1

	TOTAL	AREA							AGE			AGE CLUSTERS				AGE CLUSTERS: MALE			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	UNDER 40	40-49 50	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	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	15.4	18.8	14.2	0.9	19.9	13.5	24.4	12.7	7.4	24.4	11.0	18.3	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	74.0	62.0	77.6



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

BANNER 2

	TOTAL	AGE CLUSTERS:				GENDER		RACIAL BACKGROUND				RACIAL		RACIAL		6-12TH GRADE		
		FEMALE										BACKGROUND:		BACKGROUND:		CHILDREN HOUSEHOLD		
												MALE		FEMALE				
		UNDER 40	OVER 40	UNDER 50	OVER 50	MALE	FEMALE	WHITE	NON- WHITE	African Amer./ Black	His- panic/ Latino	WHITE	AFRICN AMER./ BLACK	WHITE	AFRICN AMER./ BLACK	ONE	TWO	THREE/ MORE
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	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	69.4	65.4	67.2	65.4	75.0	70.6	64.3	71.2	92.7



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

BANNER 3

	TOTAL AGES OF CHILDREN IN GRADES 6 THROUGH 12							CHILDREN AGES			CHILDREN AGES			CHILDREN AGES			GENDERS OF CHILDREN			EVER TALKED	
								GRADES 6-12:			GRADES 6-12:			GRADES 6-12:			IN GRADES 6-12			ABOUT ALCOHOL	
								MALE ONLY			FEMALE ONLY			MALE & FEMALE						MISUSE	
	10-14	15	Fif-	Six-	Seven-	18	10-14	15	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/	YEARS	YEARS/	ONLY	ONLY	MALE &		YET/		
		OLDER				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			
YES	83.8	79.2	95.3	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	4.7	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	90.7	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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11. HAVE YOU EVER TALKED ABOUT ALCOHOL MISUSE AND UNDERAGE DRINKING WITH CHILDREN IN YOUR CARE?

BANNER 4

TOTAL	HOW OFTEN DO YOU TALK ABOUT ALCOHOL MISUSE/UNDERAGE DRNK			TALKED ABOUT MISUSE LAST FEW MONTHS		DO YOU THINK UNDERAGE DRINKING IN COMMUNITY IS A PROBLEM				HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR CHILDREN TO TRY ALCOHOLIC DRINK WITH ALCOHOL				YOU/ANOTHER CAUGHT CHILD WITH ALCOHOL	
	OFTEN	SOME-TIMES	RARELY	YES	NO	PRO-BLEM	Seri-ous	Minor	NOT PROB. AT ALL	CON-CERNED	Very	Slight-ly	NOT CON-CERNED	14/YOUNG-ER	15-17	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
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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11. HAVE YOU EVER TALKED ABOUT ALCOHOL MISUSE AND UNDERAGE DRINKING WITH CHILDREN IN YOUR CARE?

BANNER 5

	TOTAL	HOW OFTEN DO ADULTS IN				IS ALCOHOL VISIBLE			LOCK ON		ALCOHOL CONSUMPTION			YOU/SOMEONE		WORRIED ABOUT CHILD			CHILD MOOD		
		HOUSEHOLD DRINK				OR HIDDEN IN HOUSE			LIQUOR		CHANGED SINCE START			DRINK TO COPE		TURNING TO ALCOHOL DUE			CHANGE SINCE		
									CABINET		OF COVID-19 PANDEMIC			DUE TO COVID		TO COVID-19 PANDEMIC			START OF PAND		
		DRINK	Regul-	Not	NEVER	VISI-	HIDDEN	NONE	YES	NO	INCR-	STAYED	DECR-	YES	NO	WORR-	Very	Slight	NOT	YES	NO
		arly	Regul-		BLE		IN THE			EASED	CONSIG	EASED			IED		-ly	WORR-			
			arly				HOUSE				-TENT							IED			
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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11. HAVE YOU EVER TALKED ABOUT ALCOHOL MISUSE AND UNDERAGE DRINKING WITH CHILDREN IN YOUR CARE?

BANNER 6

	TOTAL		CHILD MENTION		S/R/H ADS		FAMILIAR WITH RISKS OR				KNOW WHERE TO		EVER HEARD OF		EVER VISITED		BEST DESCRIBES THE		
			ALCOHOL SINCE		STOP UNDERAGE		CONSEQUENCES ASSOCIATED				LEARN RISKS/		TALK IT OUT		TALK IT OUT		AREA WHERE YOU LIVE		
			START OF PAND		DRINKING		WITH UNDERAGE DRINKING				CONSEQUENCES		NC		NC SITES				
	YES	NO	YES	NO/	FAMI-	Very	Slight	NOT	YES	NO/	YES	NO/	YES	NO/	CITY	SUBURB	S.CITY		
				DON'T	LIAR		-ly	FAMI-		DON'T		DON'T		DON'T	100K/	OF	/TOWN/		
					KNOW			LIAR		KNOW		KNOW		KNOW	MORE	CITY	RURAL		

Total	505	109	396	205	300	477	343	135	28	416	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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11. HAVE YOU EVER TALKED ABOUT ALCOHOL MISUSE AND UNDERAGE DRINKING WITH CHILDREN IN YOUR CARE?

BANNER 7

	TOTAL	ANNUAL INCOME						INCOME CLUSTERS						EDUCATION		EDUCATION: MALE		EDUCATION: FEMALE	
		UNDER \$20K		\$20K-\$40K		\$40K-\$60K		\$60K-\$100K		\$100K-\$150K		\$150K+		LESS THAN COLLEGE		COLLEGE GRAD. / POST		LESS THAN COLLEGE	
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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11. HAVE YOU EVER TALKED ABOUT ALCOHOL MISUSE AND UNDERAGE DRINKING WITH CHILDREN IN YOUR CARE?

BANNER 8

	TOTAL	MARITAL STATUS				MARITAL STATUS:		MARITAL STATUS:	
						MALE		FEMALE	
		SINGLE	MARR-	SEPA-	WIDOW-	SINGLE	MARR-	SINGLE	MARR-
		IED	RATED/	ED		IED		IED	
			DIVRCE						
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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12. HOW OFTEN WOULD YOU SAY YOU TALK ABOUT ALCOHOL MISUSE AND UNDERAGE DRINKING WITH YOUR CHILDREN?

BANNER 1

	TOTAL	AREA							AGE			AGE CLUSTERS				AGE CLUSTERS: MALE			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	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	93	148	276	331	93	64	118	138	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	28.8	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	55.0	58.1	55.1	54.4	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	12.2	10.1	19.3	16.8	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	12.1	10.6



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

BANNER 2

	TOTAL	AGE CLUSTERS:				GENDER		RACIAL BACKGROUND				RACIAL		RACIAL		6-12TH GRADE		
		FEMALE										BACKGROUND:		BACKGROUND:		CHILDREN HOUSEHOLD		
												MALE		FEMALE				
		UNDER	OVER	UNDER	OVER	MALE	FEMALE	WHITE	NON-	Africn	His-	WHITE	AFRICN	WHITE	AFRICN	ONE	TWO	THREE/
		40	40	50	50				WHITE	Amer./	panic/		AMER./		AMER./			MORE
										Black	Latino		BLACK		BLACK			
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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12. HOW OFTEN WOULD YOU SAY YOU TALK ABOUT ALCOHOL MISUSE AND UNDERAGE DRINKING WITH YOUR CHILDREN?

BANNER 3

	TOTAL	AGES OF CHILDREN IN GRADES 6 THROUGH 12						CHILDREN AGES		CHILDREN AGES		CHILDREN AGES		GENDERS OF CHILDREN			EVER TALKED	
								GRADES 6-12:		GRADES 6-12:		GRADES 6-12:		IN GRADES 6-12			ABOUT ALCOHOL	
								MALE ONLY		FEMALE ONLY		MALE & FEMALE					MISUSE	
		10-14 YEARS	15 YEARS/ OLDER	Fif- teen	Six- teen	Seven- teen	18 Years/ Older	10-14 YEARS	15 YEARS/ OLDER	10-14 YEARS	15 YEARS/ OLDER	10-14 YEARS	15 YEARS/ OLDER	MALE ONLY	FEMALE ONLY	BOTH MALE & FEMALE	YES	NO/NOT YET/ DK/REF
TotalAnswering	423	272	242	95	77	90	16	105	83	85	92	82	67	169	159	95	423	-
OFTEN	31.6	29.7	34.4	26.8	33.9	45.3	47.5	24.7	31.3	27.2	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	33.5	27.2	23.5	7.6	23.7	25.9	17.7	



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

BANNER 4

	TOTAL	HOW OFTEN DO YOU TALK ABOUT ALCOHOL MISUSE/UNDERAGE DRNK			TALKED ABOUT MISUSE LAST FEW MONTHS		DO YOU THINK UNDERAGE DRINKING IN COMMUNITY IS A PROBLEM				HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR CHILDREN TO TRY ALCOHOLIC DRINK			YOU/ANOTHER CAUGHT CHILD WITH ALCOHOL	
		OFTEN	SOME-TIMES	RARELY	YES	NO	PRO-BLEM	Seri-ous	Minor	NOT PROB. AT ALL	CON-CERNED	Very	Slight-ly	NOT CON-CERNED	14/YOUNG-ER	15-17	18/OLDER	YES	NO/DON'T 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	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	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	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	13.5



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

BANNER 5

	TOTAL	HOW OFTEN DO ADULTS IN				IS ALCOHOL VISIBLE			LOCK ON		ALCOHOL CONSUMPTION			YOU/SOMEONE		WORRIED ABOUT CHILD			CHILD MOOD		
		HOUSEHOLD DRINK				OR HIDDEN IN HOUSE			LIQUOR		CHANGED SINCE START			DRINK TO COPE		TURNING TO ALCOHOL DUE			CHANGE SINCE		
									CABINET		OF COVID-19 PANDEMIC			DUE TO COVID		TO COVID-19 PANDEMIC			START OF PAND		
		DRINK	Regul-	Not	NEVER	VISI-	HIDDEN	NONE	YES	NO	INCR-	STAYED	DECR-	YES	NO	WORR-	Very	Slight	NOT	YES	NO
			arly	Regul-		BLE		IN THE			EASED	CONSIG	EASED			IED		-ly	WORR-		
				arly				HOUSE				-TENT							IED		
TotalAnswering	423	336	129	207	87	156	124	143	147	277	54	239	129	100	323	86	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	-	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?

BANNER 6

	TOTAL	CHILD MENTION		S/R/H ADS		FAMILIAR WITH RISKS OR			KNOW WHERE TO		EVER HEARD OF		EVER VISITED		BEST DESCRIBES THE			
		ALCOHOL SINCE		STOP UNDERAGE		CONSEQUENCES ASSOCIATED			LEARN RISKS/		TALK IT OUT		TALK IT OUT		AREA WHERE YOU LIVE			
		START OF PAND		DRINKING		WITH UNDERAGE DRINKING			CONSEQUENCES		NC		NC SITES					
		YES	NO	YES	NO/	FAMI-	Very	Slight	NOT	YES	NO/	YES	NO/	YES	NO/	CITY	SUBURB	S.CITY
					DON'T	LIAR		-ly	FAMI-		DON'T		DON'T		DON'T	100K/	OF	/TOWN/
					KNOW				LIAR		KNOW		KNOW		KNOW	MORE	CITY	RURAL

TotalAnswering	423	103	321	175	249	407	297	111	16	357	66	147	277	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	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	17.3	-	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	11.6	52.8	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?

BANNER 7

	TOTAL	ANNUAL INCOME						INCOME CLUSTERS						EDUCATION		EDUCATION: MALE		EDUCATION: FEMALE	
		UNDER \$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K-\$150K	OVER \$150K	UNDER \$40K	OVER \$40K	UNDER \$60K	OVER \$60K	UNDER \$100K	OVER \$100K	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST
TotalAnswering	423	34	83	79	109	79	40	116	307	195	228	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



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

BANNER 8

	TOTAL	MARITAL STATUS				MARITAL STATUS:		MARITAL STATUS:	
						MALE		FEMALE	
		SINGLE	MARR-	SEPA-	WIDOW-	SINGLE	MARR-	SINGLE	MARR-
		IED	RATED/	ED	ED	IED	IED	IED	IED
		DIVRCE							
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?

BANNER 1

	TOTAL	AREA							AGE			AGE CLUSTERS				AGE CLUSTERS: MALE			
		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	40	50		40	40	50	50	40	40	50	50
	DMA	DMA	DMA	STATE	DMA														
TotalAnswering	423	136	123	71	93	21	43	29	148	183	93	148	276	331	93	64	118	138	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	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	18.7	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	62.7



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

BANNER 2

	TOTAL	AGE CLUSTERS:				GENDER		RACIAL BACKGROUND				RACIAL		RACIAL		6-12TH GRADE		
		FEMALE										BACKGROUND:		BACKGROUND:		CHILDREN HOUSEHOLD		
												MALE		FEMALE				
		UNDER	OVER	UNDER	OVER	MALE	FEMALE	WHITE	NON-	Africn	His-	WHITE	AFRICN	WHITE	AFRICN	ONE	TWO	THREE/
		40	40	50	50				WHITE	Amer./	panic/		AMER./		AMER./			MORE
										Black	Latino		BLACK		BLACK			
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	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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13. SPECIFICALLY, HAVE YOU TALKED ABOUT ALCOHOL MISUSE OR UNDERAGE DRINKING WITH YOUR CHILDREN IN THE LAST FEW MONTHS?

BANNER 3

	TOTAL	AGES OF CHILDREN IN GRADES 6 THROUGH 12							CHILDREN AGES			CHILDREN AGES			CHILDREN AGES			GENDERS OF CHILDREN			EVER TALKED	
									GRADES 6-12:			GRADES 6-12:			GRADES 6-12:			IN GRADES 6-12			ABOUT ALCOHOL	
									MALE ONLY			FEMALE ONLY			MALE & FEMALE						MISUSE	
		10-14	15	Fif-	Six-	Seven-	18	10-14	15	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/	YEARS	YEARS/	ONLY	ONLY	MALE &			YET/	
			OLDER				Older		OLDER		OLDER		OLDER		OLDER			FEMALE			DK/REF	
TotalAnswering	423	272	242	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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13. SPECIFICALLY, HAVE YOU TALKED ABOUT ALCOHOL MISUSE OR UNDERAGE DRINKING WITH YOUR CHILDREN IN THE LAST FEW MONTHS?

BANNER 4

	TOTAL	HOW OFTEN DO YOU			TALKED ABOUT		DO YOU THINK UNDERAGE				HOW CONCERNED ARE YOU THAT				AGE APPROPRIATE FOR		YOU/ANOTHER		
		TALK ABOUT ALCOHOL			MISUSE LAST		DRINKING IN COMMUNITY IS				YOUR CHILDREN WILL DRINK				YOUR CHILDREN TO		CAUGHT CHILD		
		MISUSE/UNDERAGE DRNK			FEW MONTHS		A PROBLEM				ALCOHOL				TRY ALCOHOLIC DRINK		WITH ALCOHOL		
		OFTEN	SOME- TIMES	RARELY	YES	NO	PRO- BLEM	Seri- ous	Minor	NOT PROB. AT ALL	CON- CERNED	Very	Slight- ly	NOT CON- CERNED	14/ YOUNG- ER	15-17	18/ OLDER	YES	NO/ DON'T 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	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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13. SPECIFICALLY, HAVE YOU TALKED ABOUT ALCOHOL MISUSE OR UNDERAGE DRINKING WITH YOUR CHILDREN IN THE LAST FEW MONTHS?

BANNER 5

	TOTAL	HOW OFTEN DO ADULTS IN				IS ALCOHOL VISIBLE			LOCK ON		ALCOHOL CONSUMPTION			YOU/SOMEONE		WORRIED ABOUT CHILD			CHILD MOOD		
		HOUSEHOLD DRINK				OR HIDDEN IN HOUSE			LIQUOR		CHANGED SINCE START			DRINK TO COPE		TURNING TO ALCOHOL DUE			CHANGE SINCE		
									CABINET		OF COVID-19 PANDEMIC			DUE TO COVID		TO COVID-19 PANDEMIC			START OF PAND		
		DRINK	Regul-	Not	NEVER	VISI-	HIDDEN	NONE	YES	NO	INCR-	STAYED	DECR-	YES	NO	WORR-	Very	Slight	NOT	YES	NO
			arly	Regul-		BLE		IN THE			EASED	CON SIS	EASED			IED		-ly	WORR-		
				arly				HOUSE				-TENT							IED		
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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13. SPECIFICALLY, HAVE YOU TALKED ABOUT ALCOHOL MISUSE OR UNDERAGE DRINKING WITH YOUR CHILDREN IN THE LAST FEW MONTHS?

BANNER 6

TOTAL	CHILD MENTION		S/R/H ADS		FAMILIAR WITH RISKS OR				KNOW WHERE TO		EVER HEARD OF		EVER VISITED		BEST DESCRIBES THE			
	ALCOHOL SINCE	STOP UNDERAGE	START OF PAND	DRINKING	CONSEQUENCES ASSOCIATED	WITH UNDERAGE DRINKING	CONSEQUENCES	NC	TALK IT OUT	TALK IT OUT	NC SITES	AREA WHERE YOU LIVE	CITY	SUBURB	S.CITY	CITY	TOWN	RURAL
	YES	NO	YES	NO/	FAMI-	Very	Slight	NOT	YES	NO/	YES	NO/	YES	NO/	CITY	SUBURB	S.CITY	CITY
				DON'T	LIAR		-ly	FAMI-		DON'T		DON'T		DON'T	100K/	OF	/TOWN/	
				KNOW				LIAR		KNOW		KNOW		KNOW	MORE	CITY	RURAL	
TotalAnswering	423	103	321	175	249	407	297	111	16	357	66	147	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	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?

BANNER 7

	TOTAL	ANNUAL INCOME						INCOME CLUSTERS						EDUCATION		EDUCATION: MALE		EDUCATION: FEMALE	
		UNDER \$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K-\$150K	OVER \$150K	UNDER \$40K	OVER \$40K	UNDER \$60K	OVER \$60K	UNDER \$100K	OVER \$100K	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST
TotalAnswering	423	34	83	79	109	79	40	116	307	195	228	304	119	259	164	91	91	168	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	59.5	71.3	58.2	70.1	48.8	76.3	63.2	62.5



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

BANNER 8

	TOTAL	MARITAL STATUS					MARITAL STATUS:		MARITAL STATUS:	
							MALE		FEMALE	
		SINGLE	MARR-	SEPA-	WIDOW-	SINGLE	MARR-	SINGLE	MARR-	
		IED	RATED/	ED		IED		IED		
			DIVRCE							

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

BANNER 1

	TOTAL	AREA							AGE			AGE CLUSTERS				AGE CLUSTERS: MALE			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	UNDER 40	40-49 50	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	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	45.1	41.3	40.7	51.2	48.2	37.3	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	43.7	49.8	49.0	41.1	38.2	50.3	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	11.2	8.9	10.4	7.7	13.6	12.4	12.8	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	74.5	73.7



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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?

BANNER 2

	TOTAL	AGE CLUSTERS:				GENDER		RACIAL BACKGROUND				RACIAL		RACIAL		6-12TH GRADE		
		FEMALE										BACKGROUND:	BACKGROUND:	BACKGROUND:	BACKGROUND:	CHILDREN HOUSEHOLD		
		UNDER	OVER	UNDER	OVER	MALE	FEMALE	WHITE	NON-	African	His-	WHITE	AFRICN	WHITE	AFRICN	ONE	TWO	THREE/
		40	40	50	50				WHITE	Amer./	panic/		AMER./		AMER./			MORE
									Black	Latino		BLACK		BLACK				
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
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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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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14. DO YOU THINK UNDERAGE DRINKING IN YOUR COMMUNITY IS A SERIOUS PROBLEM, A MINOR PROBLEM, OR NOT A PROBLEM AT ALL?

BANNER 3

	TOTAL AGES OF CHILDREN IN GRADES 6 THROUGH 12							CHILDREN AGES			CHILDREN AGES			CHILDREN AGES			GENDERS OF CHILDREN		EVER TALKED
								GRADES 6-12:			GRADES 6-12:			GRADES 6-12:			IN GRADES 6-12		ABOUT ALCOHOL
								MALE ONLY			FEMALE ONLY			MALE & FEMALE					MISUSE
	10-14	15	Fif-	Six-	Seven-	18	10-14	15	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/	YEARS	YEARS/	ONLY	ONLY	MALE &		YET/
		OLDER				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?

BANNER 4

	TOTAL	HOW OFTEN DO YOU TALK ABOUT ALCOHOL MISUSE/UNDERAGE DRNK				TALKED ABOUT MISUSE LAST FEW MONTHS		DO YOU THINK UNDERAGE DRINKING IN COMMUNITY IS A PROBLEM				HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR CHILDREN TO TRY ALCOHOLIC DRINK		YOU/ANOTHER CAUGHT CHILD WITH ALCOHOL	
		OFTEN	SOME-TIMES	RARELY	YES	NO	PRO-BLEM	Seri-ous	Minor	NOT PROB. AT ALL	CON-CERNED	Very	Slight-ly	NOT CON-CERNED	14/YOUNG-ER	15-17	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
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?

BANNER 5

	TOTAL	HOW OFTEN DO ADULTS IN HOUSEHOLD DRINK				IS ALCOHOL VISIBLE OR HIDDEN IN HOUSE			LOCK ON LIQUOR CABINET		ALCOHOL CONSUMPTION CHANGED SINCE START OF COVID-19 PANDEMIC			YOU/SOMEONE DRINK TO COPE DUE TO COVID		WORRIED ABOUT CHILD TURNING TO ALCOHOL DUE TO COVID-19 PANDEMIC			CHILD MOOD CHANGE SINCE START OF PAND		
		DRINK	Regul- arly	Not Regul- arly	NEVER	VISI- BLE	HIDDEN	NONE IN THE HOUSE	YES	NO	INCR- EASED	STAYED CONSIS -TENT	DECR- EASED	YES	NO	WORR- IED	Very	Slight- ly	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?

BANNER 6

	TOTAL	CHILD MENTION		S/R/H ADS		FAMILIAR WITH RISKS OR			KNOW WHERE TO		EVER HEARD OF		EVER VISITED		BEST DESCRIBES THE			
		ALCOHOL SINCE		STOP UNDERAGE		CONSEQUENCES ASSOCIATED			LEARN RISKS/		TALK IT OUT		TALK IT OUT		AREA WHERE YOU LIVE			
		START OF PAND		DRINKING		WITH UNDERAGE DRINKING			CONSEQUENCES		NC		NC SITES					
		YES	NO	YES	NO/	FAMI-	Very	Slight	NOT	YES	NO/	YES	NO/	YES	NO/	CITY	SUBURB	S.CITY
				DON'T	LIAR		-ly	FAMI-		DON'T		DON'T		DON'T	100K/	OF	//TOWN/	
				KNOW				LIAR		KNOW		KNOW		KNOW	MORE	CITY	RURAL	
<hr/>																		
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
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	53.0	47.3	42.4	59.9	49.1	47.1	48.7	44.8	48.8	27.7	51.5	35.4	51.3	50.9
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
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?

BANNER 7

	TOTAL	ANNUAL INCOME						INCOME CLUSTERS						EDUCATION		EDUCATION: MALE		EDUCATION: FEMALE	
		UNDER \$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K-\$150K	OVER \$150K	UNDER \$40K	OVER \$40K	UNDER \$60K	OVER \$60K	UNDER \$100K	OVER \$100K	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./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?

BANNER 8

	TOTAL	MARITAL STATUS				MARITAL STATUS:		MARITAL STATUS:	
						MALE		FEMALE	
		SINGLE	MARR-	SEPA-	WIDOW-	SINGLE	MARR-	SINGLE	MARR-
		IED	RATED/	ED		IED		IED	
			DIVRCE						
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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15. HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL

BANNER 1

	TOTAL	AREA							AGE			AGE CLUSTERS				AGE CLUSTERS: MALE			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	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	170	49
CONCERNED	69.1	65.6	72.7	71.1	67.8	58.0	73.7	64.5	69.1	63.5	80.6	69.1	69.0	66.2	80.6	68.2	67.3	65.6	74.7
Very	20.9	18.8	22.0	21.0	22.4	14.2	25.1	23.3	21.4	18.3	25.5	21.4	20.6	19.7	25.5	26.9	14.3	19.8	16.8
Slightly	48.2	46.8	50.6	50.1	45.4	43.8	48.6	41.2	47.8	45.2	55.1	47.8	48.4	46.5	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	19.4	30.9	31.0	33.8	19.4	31.8	32.7	34.4	25.3
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	38.1	31.2	45.3	42.2	35.5	16.0	47.4	29.0	38.2	27.0	61.3	38.2	38.1	32.4	61.3	36.4	34.6	31.2	49.4



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

BANNER 2

	TOTAL	AGE CLUSTERS:				GENDER		RACIAL BACKGROUND				RACIAL		RACIAL		6-12TH GRADE		
		FEMALE										BACKGROUND:	BACKGROUND:	BACKGROUND:	BACKGROUND:	CHILDREN HOUSEHOLD		
		UNDER	OVER	UNDER	OVER	MALE	FEMALE	WHITE	NON-	African	His-	WHITE	AFRICN	WHITE	AFRICN	ONE	TWO	THREE/
		40	40	50	50				WHITE	Amer./	panic/		AMER./		AMER./			MORE
										Black	Latino		BLACK		BLACK			
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

BANNER 3

	TOTAL AGES OF CHILDREN IN GRADES 6 THROUGH 12							CHILDREN AGES			CHILDREN AGES			CHILDREN AGES			GENDERS OF CHILDREN		EVER TALKED
								GRADES 6-12:			GRADES 6-12:			GRADES 6-12:			IN GRADES 6-12		ABOUT ALCOHOL
								MALE ONLY			FEMALE ONLY			MALE & FEMALE					MISUSE
	10-14	15	Fif-	Six-	Seven-	18	10-14	15	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/	YEARS	YEARS/	ONLY	ONLY	MALE &		YET/
		OLDER				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	
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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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 4

	TOTAL	HOW OFTEN DO YOU TALK ABOUT ALCOHOL MISUSE/UNDERAGE DRNK					TALKED ABOUT MISUSE LAST FEW MONTHS					DO YOU THINK UNDERAGE DRINKING IN COMMUNITY IS A PROBLEM					HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR CHILDREN TO TRY ALCOHOLIC DRINK				YOU/ANOTHER CAUGHT CHILD WITH ALCOHOL	
		OFTEN	SOME-TIMES	RARELY	YES	NO	PRO-BLEM	Serious	Minor	NOT PROB. AT ALL	CON-CERNED	Very	Slightly	NOT CON-CERNED	14/YOUNG-ER	15-17	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							
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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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 5

	TOTAL	HOW OFTEN DO ADULTS IN HOUSEHOLD DRINK				IS ALCOHOL VISIBLE OR HIDDEN IN HOUSE			LOCK ON LIQUOR CABINET		ALCOHOL CONSUMPTION CHANGED SINCE START OF COVID-19 PANDEMIC			YOU/SOMEONE DRINK TO COPE DUE TO COVID		WORRIED ABOUT CHILD TURNING TO ALCOHOL DUE TO COVID-19 PANDEMIC			CHILD MOOD CHANGE SINCE START OF PAND		
		DRINK	Regul- arly	Not Regul- arly	NEVER	VISI- BLE	HIDDEN	NONE IN THE HOUSE	YES	NO	INCR- EASED	STAYED CONSIS -TENT	DECR- EASED	YES	NO	WORR- IED	Very	Slight- ly	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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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 6

	TOTAL	CHILD MENTION		S/R/H ADS		FAMILIAR WITH RISKS OR				KNOW WHERE TO		EVER HEARD OF		EVER VISITED		BEST DESCRIBES THE		
		ALCOHOL SINCE		STOP UNDERAGE		CONSEQUENCES ASSOCIATED				LEARN RISKS/		TALK IT OUT		TALK IT OUT		AREA WHERE YOU LIVE		
		START OF PAND		DRINKING		WITH UNDERAGE DRINKING				CONSEQUENCES		NC		NC SITES				
		YES	NO	YES	NO/	FAMI-	Very	Slight	NOT	YES	NO/	YES	NO/	YES	NO/	CITY	SUBURB	S.CITY
					DON'T	LIAR		-ly	FAMI-		DON'T		DON'T		DON'T	100K/	OF	/TOWN/
					KNOW				LIAR		KNOW		KNOW		KNOW	MORE	CITY	RURAL

Total	505	109	396	205	300	477	343	135	28	416	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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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 7

	TOTAL	ANNUAL INCOME						INCOME CLUSTERS						EDUCATION		EDUCATION: MALE		EDUCATION: FEMALE	
		UNDER \$20K	\$20K- \$40K	\$40K- \$60K	\$60K- \$100K	\$100K- \$150K	OVER \$150K	UNDER \$40K	OVER \$40K	UNDER \$60K	OVER \$60K	UNDER \$100K	OVER \$100K	LESS THAN COLLEGE	COLLEGE GRAD./ POST	LESS THAN COLLEGE	COLLEGE GRAD./ POST	LESS THAN COLLEGE	COLLEGE 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				MARITAL STATUS:		MARITAL STATUS:	
						MALE		FEMALE	
		SINGLE	MARR-	SEPA-	WIDOW-	SINGLE	MARR-	SINGLE	MARR-
		IED	IED	RATED/	ED	IED	IED	IED	IED
				DIVRCE					
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



**START THE CONVERSATION.
STOP UNDERAGE DRINKING**

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

BANNER 1

[illegible]

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 2

[illegible]



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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 3

[illegible]



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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?

BANNER 4

[illegible]



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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?

BANNER 6

[illegible]

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

BANNER 7

[illegible]



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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?

BANNER 1

	TOTAL	AREA							AGE			AGE CLUSTERS				AGE CLUSTERS: MALE			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	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	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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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 2

	TOTAL	AGE CLUSTERS:				GENDER		RACIAL BACKGROUND				RACIAL	RACIAL	6-12TH GRADE				
		FEMALE										BACKGROUND:	BACKGROUND:	CHILDREN HOUSEHOLD				
												MALE	FEMALE					
		UNDER	OVER	UNDER	OVER	MALE	FEMALE	WHITE	NON-	African	His-	WHITE	AFRICN	WHITE	AFRICN	ONE	TWO	THREE/
		40	40	50	50				WHITE	Amer./	panic/		AMER./		AMER./			MORE
										Black	Latino		BLACK		BLACK			
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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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 3

	TOTAL	AGES OF CHILDREN IN GRADES 6 THROUGH 12						CHILDREN AGES 6-12: MALE ONLY		CHILDREN AGES 6-12: FEMALE ONLY		CHILDREN AGES 6-12: MALE & FEMALE		GENDERS OF CHILDREN IN GRADES 6-12			EVER TALKED ABOUT ALCOHOL MISUSE	
		10-14 YEARS	15 YEARS/ OLDER	Fif- teen	Six- teen	Seven- teen	18 Years/ Older	10-14 YEARS	15 YEARS/ OLDER	10-14 YEARS	15 YEARS/ OLDER	10-14 YEARS	15 YEARS/ OLDER	MALE ONLY	FEMALE 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
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?

BANNER 4

	TOTAL	HOW OFTEN DO YOU TALK ABOUT ALCOHOL MISUSE/UNDERAGE DRNK			TALKED ABOUT MISUSE LAST FEW MONTHS		DO YOU THINK UNDERAGE DRINKING IN COMMUNITY IS A PROBLEM				HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR CHILDREN TO TRY ALCOHOLIC DRINK		YOU/ANOTHER CAUGHT CHILD WITH ALCOHOL		
		OFTEN	SOME- TIMES	RARELY	YES	NO	PRO- BLEM	Serious	Minor	NOT PROB. AT ALL	CON- CERNED	Very	Slight- ly	NOT CON- CERNED	14/ YOUNG- ER	15-17	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
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?

BANNER 5

	TOTAL	HOW OFTEN DO ADULTS IN				IS ALCOHOL VISIBLE			LOCK ON		ALCOHOL CONSUMPTION			YOU/SOMEONE		WORRIED ABOUT CHILD			CHILD MOOD		
		HOUSEHOLD DRINK				OR HIDDEN IN HOUSE			LIQUOR		CHANGED SINCE START			DRINK TO COPE		TURNING TO ALCOHOL DUE			CHANGE SINCE		
		DRINK	Regul- arly	Not Regul- arly	NEVER	VISI- BLE	HIDDEN	NONE IN THE HOUSE	YES	NO	INCR- EASED	STAYED CONSIS- -TENT	DECR- EASED	YES	NO	WORR- IED	Very	Slight- ly	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?

BANNER 6

	TOTAL		CHILD MENTION		S/R/H ADS		FAMILIAR WITH RISKS OR				KNOW WHERE TO		EVER HEARD OF		EVER VISITED		BEST DESCRIBES THE		
	ALCOHOL SINCE		STOP UNDERAGE		DRINKING		CONSEQUENCES ASSOCIATED				LEARN RISKS/		TALK IT OUT		TALK IT OUT		AREA WHERE YOU LIVE		
	START OF PAND						WITH UNDERAGE DRINKING				CONSEQUENCES		NC		NC SITES				
	YES	NO	YES	NO/	YES	NO/	FAMI-	Very	Slight	NOT	YES	NO/	YES	NO/	YES	NO/	CITY	SUBURB	S.CITY
				DON'T		DON'T	LIAR		-ly	FAMI-		DON'T		DON'T		DON'T	100K/	OF	/TOWN/
				KNOW		KNOW			LIAR		KNOW		KNOW		KNOW		MORE	CITY	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?

BANNER 7

	TOTAL	ANNUAL INCOME						INCOME CLUSTERS						EDUCATION		EDUCATION: MALE		EDUCATION: FEMALE	
		UNDER \$20K		\$20K-\$40K		\$40K-\$60K		\$60K-\$100K		\$100K-\$150K		OVER \$150K		LESS THAN COLLEGE		COLLEGE GRAD./POST		LESS THAN COLLEGE	
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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17. AT WHAT AGE DO YOU THINK IT'S APPROPRIATE FOR YOUR CHILDREN TO TRY AN ALCOHOLIC DRINK?

BANNER 8

	TOTAL	MARITAL STATUS				MARITAL STATUS:		MARITAL STATUS:	
						MALE		FEMALE	
		SINGLE	MARR- IED	SEPA- RATED/ DIVRCE	WIDOW- IED	SINGLE	MARR- IED	SINGLE	MARR- 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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18. HAVE YOU OR ANOTHER ADULT IN THE HOUSEHOLD EVER WITNESSED OR CAUGHT YOUR CHILD WITH ALCOHOL?

BANNER 1

	TOTAL	AREA							AGE			AGE CLUSTERS				AGE CLUSTERS: MALE			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	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	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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18. HAVE YOU OR ANOTHER ADULT IN THE HOUSEHOLD EVER WITNESSED OR CAUGHT YOUR CHILD WITH ALCOHOL?

BANNER 2

	TOTAL	AGE CLUSTERS:				GENDER		RACIAL BACKGROUND				RACIAL		RACIAL		6-12TH GRADE		
		FEMALE										BACKGROUND:		BACKGROUND:		CHILDREN HOUSEHOLD		
												MALE		FEMALE				
		UNDER	OVER	UNDER	OVER	MALE	FEMALE	WHITE	NON-	Africn	His-	WHITE	AFRICN	WHITE	AFRICN	ONE	TWO	THREE/
		40	40	50	50				WHITE	Amer./	panic/		AMER./		AMER./			MORE
										Black	Latino		BLACK		BLACK			
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?

BANNER 3

	TOTAL	AGES OF CHILDREN IN GRADES 6 THROUGH 12						CHILDREN AGES	CHILDREN AGES	CHILDREN AGES	GENDERS OF CHILDREN			EVER TALKED				
								GRADES 6-12:	GRADES 6-12:	GRADES 6-12:	IN GRADES 6-12			ABOUT ALCOHOL				
								MALE ONLY	FEMALE ONLY	MALE & FEMALE				MISUSE				
		10-14 YEARS	15 YEARS/ OLDER	Fif- teen	Six- teen	Seven- teen	18 Years/ Older	10-14 YEARS	15 YEARS/ OLDER	10-14 YEARS	15 YEARS/ OLDER	10-14 YEARS	15 YEARS/ OLDER	MALE ONLY	FEMALE 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	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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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?

BANNER 4

	TOTAL	HOW OFTEN DO YOU TALK ABOUT ALCOHOL				TALKED ABOUT MISUSE LAST FEW MONTHS		DO YOU THINK UNDERAGE DRINKING IN COMMUNITY IS A PROBLEM				HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR CHILDREN TO TRY ALCOHOLIC DRINK			YOU/ANOTHER CAUGHT CHILD WITH ALCOHOL	
		OFTEN	SOME-TIMES	RARELY	YES	NO	PRO-BLEM	Seri-ous	Minor	NOT PROB. AT ALL	CON-CERNED	Very	Slight-ly	NOT CON-CERNED	14/YOUNG-ER	15-17	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	
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?

BANNER 5

	TOTAL	HOW OFTEN DO ADULTS IN				IS ALCOHOL VISIBLE			LOCK ON		ALCOHOL CONSUMPTION			YOU/SOMEONE		WORRIED ABOUT CHILD			CHILD MOOD		
		HOUSEHOLD DRINK				OR HIDDEN IN HOUSE			LIQUOR		CHANGED SINCE START			DRINK TO COPE		TURNING TO ALCOHOL DUE			CHANGE SINCE		
										CABINET			OF COVID-19 PANDEMIC		DUE TO COVID		TO COVID-19 PANDEMIC		START OF PAND		
		DRINK	Regul- arly	Not Regul- arly	NEVER	VISI- BLE	HIDDEN	NONE IN THE HOUSE	YES	NO	INCR- EASED	STAYED CONSIS- -TENT	DECR- EASED	YES	NO	WORR- IED	Very	Slight- ly	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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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?

BANNER 6

	TOTAL	CHILD MENTION		S/R/H ADS		FAMILIAR WITH RISKS OR				KNOW WHERE TO		EVER HEARD OF		EVER VISITED		BEST DESCRIBES THE		
		ALCOHOL SINCE		STOP UNDERAGE		CONSEQUENCES ASSOCIATED				LEARN RISKS/		TALK IT OUT		TALK IT OUT		AREA WHERE YOU LIVE		
		START OF PAND		DRINKING		WITH UNDERAGE DRINKING				CONSEQUENCES		NC		NC SITES				
		YES	NO	YES	NO/	FAMI-	Very	Slight	NOT	YES	NO/	YES	NO/	YES	NO/	CITY	SUBURB	S.CITY
					DON'T	LIAR		-ly	FAMI-		DON'T		DON'T		DON'T	100K/	OF	//TOWN/
					KNOW				LIAR		KNOW		KNOW		KNOW	MORE	CITY	RURAL

Total	505	109	396	205	300	477	343	135	28	416	89	175	330	49	126	119	154	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
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
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-78.8	-37.4	-90.1	-64.6	-88.5	-77.8	-78.6	-75.5	-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?

BANNER 7

	TOTAL	ANNUAL INCOME						INCOME CLUSTERS						EDUCATION		EDUCATION: MALE		EDUCATION: FEMALE	
		UNDER \$20K		\$20K-\$40K		\$40K-\$60K		\$60K-\$100K		\$100K-\$150K		\$150K+		LESS THAN COLLEGE		COLLEGE GRAD. / POST		LESS THAN COLLEGE	
		45	93	96	131	94	45	139	366	234	271	365	140	308	197	113	107	195	90
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	MARITAL STATUS					MARITAL STATUS:		MARITAL STATUS:	
							MALE		FEMALE	
		SINGLE	MARR-	SEPA-	WIDOW-	SINGLE	MARR-	SINGLE	MARR-	
		IED	RATED/	ED		IED		IED		
			DIVRCE							

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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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 1

[illegible]



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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?

BANNER 2

[illegible]



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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?

BANNER 3

[illegible]



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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?

BANNER 4

[illegible]

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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?

BANNER 5

[illegible]



**START THE CONVERSATION.
STOP UNDERAGE DRINKING.**

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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?

BANNER 6

[illegible]



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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?

BANNER 7

[illegible]



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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?

BANNER 8

[illegible]



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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.

BANNER 1

	TOTAL	AREA							AGE			AGE CLUSTERS				AGE CLUSTERS: MALE			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	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	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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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.

BANNER 2

	TOTAL	AGE CLUSTERS:				GENDER		RACIAL BACKGROUND				RACIAL BACKGROUND:		RACIAL BACKGROUND:		6-12TH GRADE CHILDREN HOUSEHOLD		
		FEMALE										MALE		FEMALE				
		UNDER 40	OVER 40	UNDER 50	OVER 50	MALE	FEMALE	WHITE	NON-WHITE	African American	Hispanic/Latino	WHITE	AFRICAN AMERICAN	WHITE	AFRICAN AMERICAN	ONE	TWO	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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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.

BANNER 3

	TOTAL	AGES OF CHILDREN IN GRADES 6 THROUGH 12							CHILDREN AGES		CHILDREN AGES		CHILDREN AGES		GENDERS OF CHILDREN			EVER TALKED
									GRADES 6-12:		GRADES 6-12:		GRADES 6-12:		IN GRADES 6-12			ABOUT ALCOHOL
									MALE ONLY		FEMALE ONLY		MALE & FEMALE					MISUSE
		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				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
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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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.

BANNER 4

	TOTAL	HOW OFTEN DO YOU TALK ABOUT ALCOHOL			TALKED ABOUT MISUSE LAST FEW MONTHS		DO YOU THINK UNDERAGE DRINKING IN COMMUNITY IS A PROBLEM				HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR CHILDREN TO TRY ALCOHOLIC DRINK			YOU/ANOTHER CAUGHT CHILD WITH ALCOHOL	
		OFTEN	SOME-TIMES	RARELY	YES	NO	PRO-BLEM	Seri-ous	Minor	NOT PROB. AT ALL	CON-CERNED	Very	Slight-ly	NOT CON-CERNED	14/YOUNG-ER	15-17	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
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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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.

BANNER 5

	TOTAL	HOW OFTEN DO ADULTS IN				IS ALCOHOL VISIBLE			LOCK ON	ALCOHOL CONSUMPTION			YOU/SOMEONE		WORRIED ABOUT CHILD			CHILD MOOD			
		HOUSEHOLD DRINK				OR HIDDEN IN HOUSE			LIQUOR	CHANGED SINCE START			DRINK TO COPE		TURNING TO ALCOHOL DUE			CHANGE SINCE			
									CABINET	OF COVID-19 PANDEMIC			DUE TO COVID		TO COVID-19 PANDEMIC			START OF PAND			
		DRINK	Regul-	Not	NEVER	VISI-	HIDDEN	NONE	YES	NO	INCR-	STAYED	DECR-	YES	NO	WORR-	Very	Slight	NOT	YES	NO
		arly	Regul-		BLE		IN THE			EASED	CONSIG	EASED			IED		-ly	WORR-			
			arly				HOUSE				-TENT							IED			
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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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.

BANNER 6

TOTAL	CHILD MENTION		S/R/H ADS		FAMILIAR WITH RISKS OR		KNOW WHERE TO		EVER HEARD OF		EVER VISITED		BEST DESCRIBES THE					
	ALCOHOL SINCE	STOP UNDERAGE	START OF PAND	DRINKING	CONSEQUENCES ASSOCIATED	WITH UNDERAGE DRINKING	LEARN RISKS/	TALK IT OUT	TALK IT OUT	TALK IT OUT	TALK IT OUT	TALK IT OUT	AREA WHERE YOU LIVE	AREA WHERE YOU LIVE	AREA WHERE YOU LIVE	AREA WHERE YOU LIVE	AREA WHERE YOU LIVE	AREA WHERE YOU LIVE
	YES	NO	YES	NO/	FAMI-	Very	Slight	NOT	YES	NO/	YES	NO/	YES	NO/	CITY	SUBURB	S.CITY	
				DON'T	LIAR		-ly	FAMI-		DON'T		DON'T		DON'T	100K/	OF	/TOWN/	
				KNOW				LIAR		KNOW		KNOW		KNOW	MORE	CITY	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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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.

BANNER 7

	TOTAL	ANNUAL INCOME						INCOME CLUSTERS						EDUCATION		EDUCATION: MALE		EDUCATION: FEMALE	
		UNDER \$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K-\$150K	OVER \$150K	UNDER \$40K	OVER \$40K	UNDER \$60K	OVER \$60K	UNDER \$100K	OVER \$100K	LESS THAN COLLEGE	COLLEGE GRAD. POST	LESS THAN COLLEGE	COLLEGE GRAD. POST	LESS THAN COLLEGE	COLLEGE GRAD. POST
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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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.

BANNER 8

	TOTAL	MARITAL STATUS				MARITAL STATUS:		MARITAL STATUS:	
						MALE		FEMALE	
		SINGLE	MARR-	SEPA-	WIDOW-	SINGLE	MARR-	SINGLE	MARR-
		IED	RATED/	IED		IED		IED	
			DIVRCE						
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?

BANNER 1

	TOTAL	AREA							AGE			AGE CLUSTERS				AGE CLUSTERS: MALE			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	UNDER 40	40-49 50	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	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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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 2

	TOTAL	AGE CLUSTERS:				GENDER		RACIAL BACKGROUND				RACIAL BACKGROUND:	RACIAL BACKGROUND:	6-12TH GRADE CHILDREN HOUSEHOLD				
		FEMALE										MALE	FEMALE					
		UNDER 40	OVER 40	UNDER 50	OVER 50	MALE	FEMALE	WHITE	NON- WHITE	African Amer./ Black	Hispanic/ Latino	WHITE	AFRICAN AMERICAN	WHITE	AFRICAN AMERICAN	ONE	TWO	THREE/ MORE
Total	505	111	174	235	51	220	285	305	200	106	65	146	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	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	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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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 3

	TOTAL	AGES OF CHILDREN IN GRADES 6 THROUGH 12							CHILDREN AGES			CHILDREN AGES			CHILDREN AGES			GENDERS OF CHILDREN		EVER TALKED
		GRADES 6-12:							GRADES 6-12:			GRADES 6-12:			GRADES 6-12:			IN GRADES 6-12		ABOUT ALCOHOL
		MALE ONLY							FEMALE ONLY			MALE & FEMALE								MISUSE
		10-14	15	Fif-	Six-	Seven-	18	10-14	15	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/	YEARS	YEARS/	ONLY	ONLY	MALE &		YET/
			OLDER				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		
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?

BANNER 4

	TOTAL	HOW OFTEN DO YOU TALK ABOUT ALCOHOL			TALKED ABOUT MISUSE LAST		DO YOU THINK UNDERAGE DRINKING IN COMMUNITY IS A PROBLEM				HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR CHILDREN TO TRY ALCOHOLIC DRINK			YOU/ANOTHER CAUGHT CHILD WITH ALCOHOL	
		OFTEN	SOME- TIMES	RARELY	YES	NO	PRO- BLEM	Seri- ous	Minor	NOT PROB. AT ALL	CON- CERNED	Very	Slight- ly	NOT CON- CERNED	14/ YOUNG- ER	15-17	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
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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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 5

	TOTAL	HOW OFTEN DO ADULTS IN HOUSEHOLD DRINK				IS ALCOHOL VISIBLE OR HIDDEN IN HOUSE			LOCK ON LIQUOR CABINET		ALCOHOL CONSUMPTION CHANGED SINCE START OF COVID-19 PANDEMIC			YOU/SOMEONE DRINK TO COPE DUE TO COVID		WORRIED ABOUT CHILD TURNING TO ALCOHOL DUE TO COVID-19 PANDEMIC			CHILD MOOD CHANGE SINCE START OF PAND		
		DRINK	Regul- arly	Not Regul- arly	NEVER	VISI- BLE	HIDDEN	NONE IN THE HOUSE	YES	NO	INCR- EASED	STAYED CONSIS- -TENT	DECR- EASED	YES	NO	WORR- IED	Very	Slight- ly	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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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 6

	TOTAL	CHILD MENTION	S/R/H ADS			FAMILIAR WITH RISKS OR				KNOW WHERE TO	EVER HEARD OF	EVER VISITED			BEST DESCRIBES THE			
		ALCOHOL SINCE	STOP UNDERAGE			CONSEQUENCES ASSOCIATED				LEARN RISKS/	TALK IT OUT	TALK IT OUT			AREA WHERE YOU LIVE			
		START OF PAND	DRINKING			WITH UNDERAGE DRINKING				CONSEQUENCES	NC	NC SITES						
		YES	NO	YES	NO/	FAMI-	Very	Slight	NOT	YES	NO/	YES	NO/	YES	NO/	CITY	SUBURB	S.CITY
					DON'T	LIAR		-ly	FAMI-		DON'T		DON'T		DON'T	100K/	OF	/TOWN/
					KNOW				LIAR		KNOW		KNOW		KNOW	MORE	CITY	RURAL
Total	505	109	396	205	300	477	343	135	28	416	89	175	330	49	126	119	154	233
DRINK	79.3	81.5	78.8	84.7	75.6	80.0	78.4	84.1	67.4	79.4	78.8	84.4	76.6	89.1	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	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	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	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	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	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?

BANNER 7

	TOTAL	ANNUAL INCOME						INCOME CLUSTERS						EDUCATION		EDUCATION: MALE		EDUCATION: FEMALE	
		UNDER \$20K		\$20K-\$40K		\$40K-\$60K		\$60K-\$100K		\$100K-\$150K		\$150K+OVER		LESS THAN COLLEGE		COLLEGE GRAD./POST		LESS THAN COLLEGE	
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



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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?

BANNER 8

	TOTAL	MARITAL STATUS				MARITAL STATUS:		MARITAL STATUS:	
						MALE		FEMALE	
		SINGLE	MARR-	SEPA-	WIDOW-	SINGLE	MARR-	SINGLE	MARR-
		IED	RATED/	IED		IED		IED	
			DIVRCE						
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?

BANNER 1

	TOTAL	AREA							AGE			AGE CLUSTERS				AGE CLUSTERS: MALE			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	UNDER 40	40-49 50	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	170	49
IT IS VISIBLE	36.2	34.5	43.3	30.2	34.1	36.6	35.1	31.0	31.7	40.2	36.7	31.7	39.1	36.1	36.7	37.4	38.6	37.6	40.0
IT IS HIDDEN	28.9	30.5	27.1	26.3	30.9	18.3	42.9	19.8	32.8	26.4	26.4	32.8	26.4	29.5	26.4	30.8	27.3	27.6	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	34.4	37.0	31.8	34.1	34.8	27.7
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	7.3	4.0	16.2	3.8	3.2	18.2	-7.7	11.2	-1.1	13.7	10.3	-1.1	12.6	6.6	10.3	6.6	11.3	10.0	7.6



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

BANNER 2

	TOTAL	AGE CLUSTERS:				GENDER		RACIAL BACKGROUND				RACIAL		RACIAL		6-12TH GRADE		
		FEMALE										BACKGROUND:		BACKGROUND:		CHILDREN HOUSEHOLD		
												MALE		FEMALE				
		UNDER	OVER	UNDER	OVER	MALE	FEMALE	WHITE	NON-	Africn	His-	WHITE	AFRICN	WHITE	AFRICN	ONE	TWO	THREE/
		40	40	50	50				WHITE	Amer./	panic/		AMER./		AMER./			MORE
										Black	Latino		BLACK		BLACK			
Total	505	111	174	235	51	220	285	305	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	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	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	-8.6	-8.2	-9.2	21.7	-22.3	14.1	-3.8	3.2	17.9	-6.6



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

BANNER 3

	TOTAL	AGES OF CHILDREN IN GRADES 6 THROUGH 12						CHILDREN AGES		CHILDREN AGES		CHILDREN AGES		GENDERS OF CHILDREN			EVER TALKED	
								GRADES 6-12:		GRADES 6-12:		GRADES 6-12:		IN GRADES 6-12			ABOUT ALCOHOL	
								MALE ONLY		FEMALE ONLY		MALE & FEMALE					MISUSE	
		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				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
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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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 4

	TOTAL	HOW OFTEN DO YOU TALK ABOUT ALCOHOL MISUSE/UNDERAGE DRNK				TALKED ABOUT MISUSE LAST FEW MONTHS		DO YOU THINK UNDERAGE DRINKING IN COMMUNITY IS A PROBLEM				HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR CHILDREN TO TRY ALCOHOLIC DRINK		YOU/ANOTHER CAUGHT CHILD WITH ALCOHOL	
		OFTEN	SOME- TIMES	RARELY	YES	NO	PRO- BLEM	Seri- ous	Minor	NOT PROB. AT ALL	CON- CERNED	Very	Slight- ly	NOT CON- CERNED	14/ YOUNG- ER	15-17	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
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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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 5

	TOTAL	HOW OFTEN DO ADULTS IN				IS ALCOHOL VISIBLE			LOCK ON		ALCOHOL CONSUMPTION			YOU/SOMEONE		WORRIED ABOUT CHILD			CHILD MOOD		
		HOUSEHOLD DRINK				OR HIDDEN IN HOUSE			LIQUOR		CHANGED SINCE START			DRINK TO COPE		TURNING TO ALCOHOL DUE			CHANGE SINCE		
									CABINET		OF COVID-19 PANDEMIC			DUE TO COVID		TO COVID-19 PANDEMIC			START OF PAND		
		DRINK	Regul-	Not	NEVER	VISI-	HIDDEN	NONE	YES	NO	INCR-	STAYED	DECR-	YES	NO	WORR-	Very	Slight	NOT	YES	NO
			arly	Regul-		BLE		IN THE			EASED	CONSIS	EASED			IED		-ly	WORR-		
				arly				HOUSE				-TENT							IED		
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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22. IS THE ALCOHOL IN YOUR HOME LOCATED IN VISIBLE SIGHT OR IS IT HIDDEN?

BANNER 6

	TOTAL	CHILD MENTION		S/R/H ADS		FAMILIAR WITH RISKS OR				KNOW WHERE TO		EVER HEARD OF		EVER VISITED		BEST DESCRIBES THE		
		ALCOHOL SINCE		STOP UNDERAGE		CONSEQUENCES ASSOCIATED				LEARN RISKS/		TALK IT OUT		TALK IT OUT		AREA WHERE YOU LIVE		
		START OF PAND		DRINKING		WITH UNDERAGE DRINKING				CONSEQUENCES		NC		NC SITES				
		YES	NO	YES	NO/	FAMI-	Very	Slight	NOT	YES	NO/	YES	NO/	YES	NO/	CITY	SUBURB	S.CITY
					DON'T	LIAR		-ly	FAMI-		DON'T		DON'T		DON'T	100K/	OF	/TOWN/
					KNOW				LIAR		KNOW		KNOW		KNOW	MORE	CITY	RURAL

Total	505	109	396	205	300	477	343	135	28	416	89	175	330	49	126	119	154	233
IT IS VISIBLE	36.2	35.7	36.4	37.0	35.7	36.4	34.3	41.7	33.2	35.9	37.6	40.8	33.8	47.0	38.4	37.3	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	31.4	29.4	27.3
NO ALCOHOL IS HOUSEHOLD	34.9	26.6	37.1	30.8	37.7	34.4	37.3	27.1	43.4	34.6	36.2	31.7	36.6	17.0	37.5	31.3	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	6.4	11.4	13.3	4.1	10.9	14.3	5.9	11.6	5.2



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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 7

	TOTAL	ANNUAL INCOME						INCOME CLUSTERS						EDUCATION		EDUCATION: MALE		EDUCATION: FEMALE	
		UNDER \$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K-\$150K	OVER \$150K	UNDER \$40K	OVER \$40K	UNDER \$60K	OVER \$60K	UNDER \$100K	OVER \$100K	LESS THAN COLLGE	COLLGE GRAD./POST	LESS THAN COLLGE	COLLGE GRAD./POST	LESS THAN COLLGE	COLLGE GRAD./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	-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



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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	MARITAL STATUS				MARITAL STATUS:		MARITAL STATUS:	
						MALE		FEMALE	
		SINGLE	MARR-	SEPA-	WIDOW-	SINGLE	MARR-	SINGLE	MARR-
		IED	RATED/	ED		IED		IED	
			DIVRCE						
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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23. DO YOU KEEP A LOCK ON YOUR LIQUOR CABINET OR WHERE YOU OTHERWISE STORE ALCOHOL?

BANNER 1

	TOTAL	AREA							AGE			AGE CLUSTERS				AGE CLUSTERS: MALE			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	UNDER 40	40-49 50	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	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	13.4	-59.5	-19.3	-74.2



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

BANNER 2

	TOTAL	AGE CLUSTERS:				GENDER		RACIAL BACKGROUND				RACIAL		RACIAL		6-12TH GRADE		
		FEMALE										BACKGROUND:	BACKGROUND:	BACKGROUND:	BACKGROUND:	CHILDREN HOUSEHOLD		
		UNDER	OVER	UNDER	OVER	MALE	FEMALE	WHITE	NON-	African	Hispanic	WHITE	AFRICAN	WHITE	AFRICAN	ONE	TWO	THREE/MORE
		40	40	50	50				WHITE	Amer./Black	panic/Latino		AMER./BLACK		AMER./BLACK			
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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23. DO YOU KEEP A LOCK ON YOUR LIQUOR CABINET OR WHERE YOU OTHERWISE STORE ALCOHOL?

BANNER 3

	TOTAL AGES OF CHILDREN IN GRADES 6 THROUGH 12							CHILDREN AGES			CHILDREN AGES			CHILDREN AGES			GENDERS OF CHILDREN		EVER TALKED
								GRADES 6-12:			GRADES 6-12:			GRADES 6-12:			IN GRADES 6-12		ABOUT ALCOHOL
								MALE ONLY			FEMALE ONLY			MALE & FEMALE					MISUSE
	10-14	15	Fif-	Six-	Seven-	18	10-14	15	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/	YEARS	YEARS/	ONLY	ONLY	MALE &		YET/
		OLDER				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	
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?

BANNER 4

	TOTAL	HOW OFTEN DO YOU				TALKED ABOUT		DO YOU THINK UNDERAGE					HOW CONCERNED ARE YOU THAT				AGE APPROPRIATE FOR			YOU/ANOTHER	
		TALK ABOUT ALCOHOL				MISUSE LAST		DRINKING IN COMMUNITY IS					YOUR CHILDREN WILL DRINK				YOUR CHILDREN TO			CAUGHT CHILD	
		MISUSE/UNDERAGE DRNK				FEW MONTHS		A PROBLEM					ALCOHOL				TRY ALCOHOLIC DRINK			WITH ALCOHOL	
		OFTEN	SOME- TIMES	RARELY	YES	NO	PRO- BLEM	Seri- ous	Minor	NOT PROB. AT ALL	CON- CERNED	Very	Slight- ly	NOT CON- CERNED	14/ YOUNG- ER	15-17	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		
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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23. DO YOU KEEP A LOCK ON YOUR LIQUOR CABINET OR WHERE YOU OTHERWISE STORE ALCOHOL?

BANNER 5

	TOTAL	HOW OFTEN DO ADULTS IN				IS ALCOHOL VISIBLE			LOCK ON		ALCOHOL CONSUMPTION			YOU/SOMEONE		WORRIED ABOUT CHILD			CHILD MOOD		
		HOUSEHOLD DRINK				OR HIDDEN IN HOUSE			LIQUOR		CHANGED SINCE START			DRINK TO COPE		TURNING TO ALCOHOL DUE			CHANGE SINCE		
									CABINET		OF COVID-19 PANDEMIC			DUE TO COVID		TO COVID-19 PANDEMIC			START OF PAND		
		DRINK	Regul-	Not	NEVER	VISI-	HIDDEN	NONE	YES	NO	INCR-	STAYED	DECR-	YES	NO	WORR-	Very	Slight	NOT	YES	NO
		arly	Regul-		BLE		IN THE			EASED	CONSIG	EASED			IED		-ly	WORR-			
			arly				HOUSE				-TENT							IED			

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?

BANNER 6

	TOTAL	CHILD MENTION		S/R/H ADS		FAMILIAR WITH RISKS OR				KNOW WHERE TO		EVER HEARD OF		EVER VISITED		BEST DESCRIBES THE		
		ALCOHOL SINCE		STOP UNDERAGE		CONSEQUENCES ASSOCIATED				LEARN RISKS/		TALK IT OUT		TALK IT OUT		AREA WHERE YOU LIVE		
		START OF PAND		DRINKING		WITH UNDERAGE DRINKING				CONSEQUENCES		NC		NC SITES				
		YES	NO	YES	NO/	FAMI-	Very	Slight	NOT	YES	NO/	YES	NO/	YES	NO/	CITY	SUBURB	S.CITY
					DON'T	LIAR		-ly	FAMI-		DON'T		DON'T		DON'T	100K/	OF	//TOWN/
					KNOW				LIAR		KNOW		KNOW		KNOW	MORE	CITY	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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23. DO YOU KEEP A LOCK ON YOUR LIQUOR CABINET OR WHERE YOU OTHERWISE STORE ALCOHOL?

BANNER 7

	TOTAL	ANNUAL INCOME						INCOME CLUSTERS						EDUCATION		EDUCATION: MALE		EDUCATION: FEMALE	
		UNDER \$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K-\$150K	OVER \$150K	UNDER \$40K	OVER \$40K	UNDER \$60K	OVER \$60K	UNDER \$100K	OVER \$100K	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE 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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23. DO YOU KEEP A LOCK ON YOUR LIQUOR CABINET OR WHERE YOU OTHERWISE STORE ALCOHOL?

BANNER 8

	TOTAL	MARITAL STATUS					MARITAL STATUS:		MARITAL STATUS:	
							MALE		FEMALE	
		SINGLE	MARR-	SEPA-	WIDOW-	SINGLE	MARR-	SINGLE	MARR-	
		IED	RATED/	ED		IED		IED		
			DIVRCE							

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?

BANNER 1

	TOTAL	AREA							AGE			AGE CLUSTERS				AGE CLUSTERS: MALE			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	UNDER 40	40-49 50	OVER	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	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	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	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	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	-9.6	-36.5



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

BANNER 2

	TOTAL	AGE CLUSTERS:				GENDER		RACIAL BACKGROUND				RACIAL BACKGROUND:		RACIAL BACKGROUND:		6-12TH GRADE CHILDREN HOUSEHOLD		
		FEMALE										MALE		FEMALE				
		UNDER 40	OVER 40	UNDER 50	OVER 50	MALE	FEMALE	WHITE	NON-WHITE	African American	Hispanic/Latino	WHITE	AFRICAN AMERICAN	WHITE	AFRICAN AMERICAN	ONE	TWO	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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24. HOW HAS YOUR ALCOHOL CONSUMPTION CHANGED SINCE THE START OF THE COVID-19 PANDEMIC?

BANNER 3

	TOTAL	AGES OF CHILDREN IN GRADES 6 THROUGH 12							CHILDREN AGES		CHILDREN AGES		CHILDREN AGES		GENDERS OF CHILDREN			EVER TALKED	
									GRADES 6-12:		GRADES 6-12:		GRADES 6-12:		IN GRADES 6-12			ABOUT ALCOHOL	
									MALE ONLY		FEMALE ONLY		MALE & FEMALE					MISUSE	
		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				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	
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?

BANNER 4

	TOTAL	HOW OFTEN DO YOU TALK ABOUT ALCOHOL MISUSE/UNDERAGE DRNK				TALKED ABOUT MISUSE LAST FEW MONTHS		DO YOU THINK UNDERAGE DRINKING IN COMMUNITY IS A PROBLEM				HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR CHILDREN TO TRY ALCOHOLIC DRINK			YOU/ANOTHER CAUGHT CHILD WITH ALCOHOL	
		OFTEN	SOME-TIMES	RARELY	YES	NO	PRO-BLEM	Seri-ous	Minor	NOT PROB. AT ALL	CON-CERNED	Very	Slight-ly	NOT CON-CERNED	14/YOUNG-ER	15-17	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	
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?

BANNER 5

	TOTAL	HOW OFTEN DO ADULTS IN				IS ALCOHOL VISIBLE			LOCK ON		ALCOHOL CONSUMPTION			YOU/SOMEONE		WORRIED ABOUT CHILD			CHILD MOOD		
		HOUSEHOLD DRINK				OR HIDDEN IN HOUSE			LIQUOR		CHANGED SINCE START			DRINK TO COPE		TURNING TO ALCOHOL DUE			CHANGE SINCE		
									CABINET		OF COVID-19 PANDEMIC			DUE TO COVID		TO COVID-19 PANDEMIC			START OF PAND		
		DRINK	Regul-	Not	NEVER	VISI-	HIDDEN	NONE	YES	NO	INCR-	STAYED	DECR-	YES	NO	WORR-	Very	Slight	NOT	YES	NO
		arly	Regul-		BLE		IN THE			EASED	CONSIS	EASED			IED		-ly	WORR-			
			arly				HOUSE				-TENT							IED			

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	-	-	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	-	-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?

BANNER 6

	TOTAL	CHILD MENTION		S/R/H ADS		FAMILIAR WITH RISKS OR				KNOW WHERE TO EVER HEARD OF EVER VISITED		BEST DESCRIBES THE						
		ALCOHOL SINCE		STOP UNDERAGE		CONSEQUENCES ASSOCIATED				LEARN RISKS/		TALK IT OUT		TALK IT OUT		AREA WHERE YOU LIVE		
		START OF PAND		DRINKING		WITH UNDERAGE DRINKING				CONSEQUENCES		NC		NC SITES				
		YES	NO	YES	NO/	FAMI-	Very	Slight	NOT	YES	NO/	YES	NO/	YES	NO/	CITY	SUBURB	S.CITY
					DON'T	LIAR		ly	FAMI-		DON'T		DON'T		DON'T	100K/	OF	/TOWN/
					KNOW				LIAR		KNOW		KNOW		KNOW	MORE	CITY	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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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 7

	TOTAL	ANNUAL INCOME						INCOME CLUSTERS						EDUCATION		EDUCATION: MALE		EDUCATION: FEMALE	
		UNDER \$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K-\$150K	OVER \$150K	UNDER \$40K	OVER \$40K	UNDER \$60K	OVER \$60K	UNDER \$100K	OVER \$100K	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST
Total	505	45	93	96	131	94	45	139	366	234	271	365	140	308	197	113	107	195	90
INCREASED	13.8	15.6	11.4	9.0	13.1	14.5	28.3	12.8	14.2	11.2	16.1	11.9	19.0	12.2	16.4	14.6	14.8	10.8	18.2
STAYED CONSISTENT	54.6	30.0	48.6	53.9	62.3	60.4	58.3	42.6	59.1	47.2	61.0	52.6	59.8	50.3	61.2	46.9	63.3	52.3	58.8
DECREASED	31.3	54.4	39.9	35.9	24.6	25.1	13.4	44.7	26.3	41.1	22.9	35.2	21.3	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	-28.5	-27.0	-11.6	-10.6	14.9	-31.9	-12.1	-29.9	-6.8	-23.3	-2.3	-25.2	-5.4	-23.8	-7.0	-26.0	-3.5



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

BANNER 8

	TOTAL	MARITAL STATUS				MARITAL STATUS:		MARITAL STATUS:	
						MALE		FEMALE	
		SINGLE	MARR-	SEPA-	WIDOW-	SINGLE	MARR-	SINGLE	MARR-
		IED	RATED/	ED	ED	IED	IED	IED	IED
			DIVRCE						
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?

BANNER 1

	TOTAL	AREA							AGE			AGE CLUSTERS				AGE CLUSTERS: MALE			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	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	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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25. HAVE YOU, OR SOMEONE YOU KNOW, CONSUMED ALCOHOL AS A MEANS OF COPING DUE TO THE COVID-19 PANDEMIC?

BANNER 2

	TOTAL	AGE CLUSTERS:				GENDER		RACIAL BACKGROUND				RACIAL	RACIAL	6-12TH GRADE				
		FEMALE										BACKGROUND:	BACKGROUND:	CHILDREN HOUSEHOLD				
												MALE	FEMALE					
		UNDER	OVER	UNDER	OVER	MALE	FEMALE	WHITE	NON-	Africn	His-	WHITE	AFRICN	WHITE	AFRICN	ONE	TWO	THREE/
		40	40	50	50				WHITE	Amer./	panic/		AMER./		AMER./			MORE
										Black	Latino		BLACK		BLACK			
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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25. HAVE YOU, OR SOMEONE YOU KNOW, CONSUMED ALCOHOL AS A MEANS OF COPING DUE TO THE COVID-19 PANDEMIC?

BANNER 3

	TOTAL AGES OF CHILDREN IN GRADES 6 THROUGH 12							CHILDREN AGES			CHILDREN AGES			CHILDREN AGES			GENDERS OF CHILDREN			EVER TALKED	
								GRADES 6-12:			GRADES 6-12:			GRADES 6-12:			IN GRADES 6-12			ABOUT ALCOHOL	
								MALE ONLY			FEMALE ONLY			MALE & FEMALE						MISUSE	
	10-14	15	Fif-	Six-	Seven-	18	10-14	15	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/	YEARS	YEARS/	ONLY	ONLY	MALE &		YET/		
		OLDER				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			
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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25. HAVE YOU, OR SOMEONE YOU KNOW, CONSUMED ALCOHOL AS A MEANS OF COPING DUE TO THE COVID-19 PANDEMIC?

BANNER 4

	TOTAL	HOW OFTEN DO YOU TALK ABOUT ALCOHOL				TALKED ABOUT MISUSE LAST FEW MONTHS		DO YOU THINK UNDERAGE DRINKING IN COMMUNITY IS A PROBLEM				HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR CHILDREN TO TRY ALCOHOLIC DRINK				YOU/ANOTHER CAUGHT CHILD WITH ALCOHOL	
		OFTEN	SOME-TIMES	RARELY	YES	NO	PRO-BLEM	Seri-ous	Minor	NOT PROB. AT ALL	CON-CERNED	Very	Slight-ly	NOT CON-CERNED	14/YOUNG-ER	15-17	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		
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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25. HAVE YOU, OR SOMEONE YOU KNOW, CONSUMED ALCOHOL AS A MEANS OF COPING DUE TO THE COVID-19 PANDEMIC?

BANNER 5

	TOTAL	HOW OFTEN DO ADULTS IN				IS ALCOHOL VISIBLE			LOCK ON		ALCOHOL CONSUMPTION			YOU/SOMEONE		WORRIED ABOUT CHILD			CHILD MOOD		
		HOUSEHOLD DRINK				OR HIDDEN IN HOUSE			LIQUOR		CHANGED SINCE START			DRINK TO COPE		TURNING TO ALCOHOL DUE			CHANGE SINCE		
									CABINET			OF COVID-19 PANDEMIC		DUE TO COVID		TO COVID-19 PANDEMIC			START OF PAND		
		DRINK	Regul-	Not	NEVER	VISI-	HIDDEN	NONE	YES	NO	INCR-	STAYED	DECR-	YES	NO	WORR-	Very	Slight	NOT	YES	NO
			arly	Regul-		BLE		IN THE			EASED	CONSIG	EASED			IED		-ly	WORR-		
			arly					HOUSE				-TENT							IED		
Total	505	400	154	246	105	183	146	176	174	331	70	276	158	122	383	104	30	75	401	178	327
YES	24.1	27.7	36.1	22.5	10.4	30.3	30.6	12.3	31.5	20.2	55.8	21.4	15.1	100.0	-	55.1	70.1	49.2	16.1	47.3	11.5
NO	75.8	72.2	63.9	77.4	89.6	69.7	69.4	87.5	68.5	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	-44.5	-27.8	-55.0	-79.2	-39.3	-38.8	-75.2	-36.9	-59.4	11.6	-57.1	-69.8	100.0	-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?

BANNER 6

TOTAL	CHILD MENTION		S/R/H ADS		FAMILIAR WITH RISKS OR				KNOW WHERE TO		EVER HEARD OF		EVER VISITED		BEST DESCRIBES THE			
	ALCOHOL SINCE	STOP UNDERAGE	START OF PAND	DRINKING	CONSEQUENCES ASSOCIATED	WITH UNDERAGE DRINKING	CONSEQUENCES	NC	TALK IT OUT	TALK IT OUT	NC SITES	AREA WHERE YOU LIVE	CITY	SUBURB	S.CITY	CITY	TOWN	RURAL
	YES	NO	YES	NO/	FAMI-	Very	Slight	NOT	YES	NO/	YES	NO/	YES	NO/	CITY	SUBURB	S.CITY	CITY
				DON'T	LIAR		-ly	FAMI-		DON'T		DON'T		DON'T	100K/	OF	/TOWN/	
				KNOW				LIAR		KNOW		KNOW		KNOW	MORE	CITY	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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25. HAVE YOU, OR SOMEONE YOU KNOW, CONSUMED ALCOHOL AS A MEANS OF COPING DUE TO THE COVID-19 PANDEMIC?

BANNER 7

	TOTAL	ANNUAL INCOME						INCOME CLUSTERS						EDUCATION		EDUCATION: MALE		EDUCATION: FEMALE	
		UNDER \$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K-\$150K	OVER \$150K	UNDER \$40K	OVER \$40K	UNDER \$60K	OVER \$60K	UNDER \$100K	OVER \$100K	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE 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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25. HAVE YOU, OR SOMEONE YOU KNOW, CONSUMED ALCOHOL AS A MEANS OF COPING DUE TO THE COVID-19 PANDEMIC?

BANNER 8

	TOTAL	MARITAL STATUS					MARITAL STATUS:		MARITAL STATUS:	
							MALE		FEMALE	
		SINGLE	MARR-	SEPA-	WIDOW-	SINGLE	MARR-	SINGLE	MARR-	
		IED	RATED/	ED		IED		IED		
		DIVRCE								

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

BANNER 1

	TOTAL	AREA							AGE			AGE CLUSTERS				AGE CLUSTERS: MALE			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	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	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?

BANNER 2

	TOTAL	AGE CLUSTERS:				GENDER		RACIAL BACKGROUND				RACIAL		RACIAL		6-12TH GRADE		
		FEMALE										BACKGROUND:	BACKGROUND:	BACKGROUND:	BACKGROUND:	CHILDREN HOUSEHOLD		
		UNDER	OVER	UNDER	OVER	MALE	FEMALE	WHITE	NON-	African	Hispanic	WHITE	AFRICAN	WHITE	AFRICAN	ONE	TWO	THREE/MORE
		40	40	50	50				WHITE	Amer./Black	panic/Latino		AMER./BLACK		AMER./BLACK			
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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26. WERE YOU OR ARE YOU WORRIED ABOUT YOUR CHILD TURNING TO ALCOHOL DUE TO THE COVID-19 PANDEMIC?

BANNER 3

	TOTAL AGES OF CHILDREN IN GRADES 6 THROUGH 12							CHILDREN AGES GRADES 6-12:			CHILDREN AGES GRADES 6-12:			CHILDREN AGES GRADES 6-12:			GENDERS OF CHILDREN IN GRADES 6-12		EVER TALKED
																			ABOUT ALCOHOL
																			MISUSE
	10-14	15	Fif-	Six-	Seven-	18	10-14	15	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/	YEARS	YEARS/	ONLY	ONLY	MALE &	YET/	DK/REF
		OLDER				Older		OLDER		OLDER		OLDER		OLDER			FEMALE		
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	14.8	15.8	15.1	13.2	18.7	8.8	12.4	15.4	8.9	14.1	22.8	18.7	11.7	13.4	15.5	16.6	14.5	16.7	
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	
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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26. WERE YOU OR ARE YOU WORRIED ABOUT YOUR CHILD TURNING TO ALCOHOL DUE TO THE COVID-19 PANDEMIC?

BANNER 4

	TOTAL	HOW OFTEN DO YOU TALK ABOUT ALCOHOL MISUSE/UNDERAGE DRNK				TALKED ABOUT MISUSE LAST FEW MONTHS		DO YOU THINK UNDERAGE DRINKING IN COMMUNITY IS A PROBLEM				HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR CHILDREN TO TRY ALCOHOLIC DRINK		YOU/ANOTHER CAUGHT CHILD WITH ALCOHOL	
		OFTEN	SOME-TIMES	RARELY	YES	NO	PRO-BLEM	Seri-ous	Minor	NOT PROB. AT ALL	CON-CERNED	Very	Slight-ly	NOT CON-CERNED	14/YOUNG-ER	15-17	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
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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26. WERE YOU OR ARE YOU WORRIED ABOUT YOUR CHILD TURNING TO ALCOHOL DUE TO THE COVID-19 PANDEMIC?

BANNER 5

	TOTAL	HOW OFTEN DO ADULTS IN				IS ALCOHOL VISIBLE			LOCK ON		ALCOHOL CONSUMPTION			YOU/SOMEONE		WORRIED ABOUT CHILD			CHILD MOOD		
		HOUSEHOLD DRINK				OR HIDDEN IN HOUSE			LIQUOR		CHANGED SINCE START			DRINK TO COPE		TURNING TO ALCOHOL DUE			CHANGE SINCE		
									CABINET			OF COVID-19	PANDEMIC	DUE TO COVID		TO COVID-19	PANDEMIC		START OF PAND		
		DRINK	Regul-	Not	NEVER	VISI-	HIDDEN	NONE	YES	NO	INCR-	STAYED	DECR-	YES	NO	WORR-	Very	Slight	NOT	YES	NO
			arly	Regul-		BLE		IN THE			EASED	CONSI	EASED			IED		-ly	WORR-		
			arly	arly				HOUSE				-TENT							IED		
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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26. WERE YOU OR ARE YOU WORRIED ABOUT YOUR CHILD TURNING TO ALCOHOL DUE TO THE COVID-19 PANDEMIC?

BANNER 6

	TOTAL		CHILD MENTION		S/R/H ADS		FAMILIAR WITH RISKS OR		KNOW WHERE TO		EVER HEARD OF		EVER VISITED		BEST DESCRIBES THE			
	ALCOHOL SINCE		STOP UNDERAGE		CONSEQUENCES ASSOCIATED		LEARN RISKS/		TALK IT OUT		TALK IT OUT		TALK IT OUT		AREA WHERE YOU LIVE			
	START OF PAND		DRINKING		WITH UNDERAGE DRINKING		CONSEQUENCES		NC		NC SITES							
	YES	NO	YES	NO/	FAMI-	Very	Slight	NOT	YES	NO/	YES	NO/	YES	NO/	CITY	SUBURB	S.CITY	
				DON'T	LIAR		-ly	FAMI-		DON'T		DON'T		DON'T	100K/	OF	/TOWN/	
				KNOW				LIAR		KNOW		KNOW		KNOW	MORE	CITY	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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26. WERE YOU OR ARE YOU WORRIED ABOUT YOUR CHILD TURNING TO ALCOHOL DUE TO THE COVID-19 PANDEMIC?

BANNER 7

	TOTAL	ANNUAL INCOME						INCOME CLUSTERS						EDUCATION		EDUCATION: MALE		EDUCATION: FEMALE	
		UNDER \$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K-\$150K	OVER \$150K	UNDER \$40K	OVER \$40K	UNDER \$60K	OVER \$60K	UNDER \$100K	OVER \$100K	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE 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



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

BANNER 8

	TOTAL	MARITAL STATUS				MARITAL STATUS:		MARITAL STATUS:	
						MALE		FEMALE	
		SINGLE	MARR-	SEPA-	WIDOW-	SINGLE	MARR-	SINGLE	MARR-
		IED	RATED/	ED		IED		IED	
			DIVRCE						
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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27. HAVE YOU NOTICED ANY MOOD OR BEHAVIORAL CHANGES FROM YOUR CHILD SINCE THE START OF THE COVID-19 PANDEMIC?

BANNER 1

	TOTAL	AREA							AGE			AGE CLUSTERS				AGE CLUSTERS: MALE			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	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	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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27. HAVE YOU NOTICED ANY MOOD OR BEHAVIORAL CHANGES FROM YOUR CHILD SINCE THE START OF THE COVID-19 PANDEMIC?

BANNER 2

	TOTAL	AGE CLUSTERS:				GENDER		RACIAL BACKGROUND				RACIAL BACKGROUND:		RACIAL BACKGROUND:		6-12TH GRADE CHILDREN HOUSEHOLD		
		FEMALE										MALE		FEMALE		ONE	TWO	THREE/MORE
		UNDER 40	OVER 40	UNDER 50	OVER 50	MALE	FEMALE	WHITE	NON-WHITE	African American	Hispanic/Latino	WHITE	AFRICAN AMERICAN	WHITE	AFRICAN AMERICAN	ONE	TWO	THREE/MORE
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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27. HAVE YOU NOTICED ANY MOOD OR BEHAVIORAL CHANGES FROM YOUR CHILD SINCE THE START OF THE COVID-19 PANDEMIC?

BANNER 3

	TOTAL	AGES OF CHILDREN IN GRADES 6 THROUGH 12						CHILDREN AGES		CHILDREN AGES		CHILDREN AGES		GENDERS OF CHILDREN			EVER TALKED	
								GRADES 6-12:		GRADES 6-12:		GRADES 6-12:		IN GRADES 6-12			ABOUT ALCOHOL	
								MALE ONLY		FEMALE ONLY		MALE & FEMALE			MISUSE			
								10-14	15	Fif-	Six-	Seven-	18	10-14	15	10-14	15	10-14
	YEARS	YEARS/	teen	teen	teen	Years/	YEARS	YEARS/	YEARS	YEARS/	YEARS	YEARS/	ONLY	ONLY	MALE &		YET/	DK/REF
		OLDER				Older		OLDER		OLDER		OLDER			FEMALE			

Total	505	343	254	102	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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27. HAVE YOU NOTICED ANY MOOD OR BEHAVIORAL CHANGES FROM YOUR CHILD SINCE THE START OF THE COVID-19 PANDEMIC?

BANNER 4

	TOTAL	HOW OFTEN DO YOU TALK ABOUT ALCOHOL MISUSE/UNDERAGE DRNK				TALKED ABOUT MISUSE LAST FEW MONTHS		DO YOU THINK UNDERAGE DRINKING IN COMMUNITY IS A PROBLEM				HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR CHILDREN TO TRY ALCOHOLIC DRINK		YOU/ANOTHER CAUGHT CHILD WITH ALCOHOL	
		OFTEN	SOME- TIMES	RARELY	YES	NO	PRO- BLEM	Seri- ous	Minor	NOT PROB. AT ALL	CON- CERNED	Very	Slight- ly	NOT CON- CERNED	14/ YOUNG- ER	15-17	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
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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27. HAVE YOU NOTICED ANY MOOD OR BEHAVIORAL CHANGES FROM YOUR CHILD SINCE THE START OF THE COVID-19 PANDEMIC?

BANNER 5

	TOTAL	HOW OFTEN DO ADULTS IN				IS ALCOHOL VISIBLE			LOCK ON		ALCOHOL CONSUMPTION			YOU/SOMEONE		WORRIED ABOUT CHILD			CHILD MOOD		
		HOUSEHOLD DRINK				OR HIDDEN IN HOUSE			LIQUOR		CHANGED SINCE START			DRINK TO COPE		TURNING TO ALCOHOL DUE			CHANGE SINCE		
									CABINET		OF COVID-19 PANDEMIC			DUE TO COVID		TO COVID-19 PANDEMIC			START OF PAND		
		DRINK	Regul-	Not	NEVER	VISI-	HIDDEN	NONE	YES	NO	INCR-	STAYED	DECR-	YES	NO	WORR-	Very	Slight	NOT	YES	NO
		arly	Regul-		BLE		IN THE			EASED	CONSI	EASED			IED		-ly	WORR-			
			arly				HOUSE				-TENT							IED			
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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27. HAVE YOU NOTICED ANY MOOD OR BEHAVIORAL CHANGES FROM YOUR CHILD SINCE THE START OF THE COVID-19 PANDEMIC?

BANNER 6

	TOTAL	CHILD MENTION		S/R/H ADS		FAMILIAR WITH RISKS OR				KNOW WHERE TO		EVER HEARD OF		EVER VISITED		BEST DESCRIBES THE		
		ALCOHOL SINCE	STOP UNDERAGE		CONSEQUENCES ASSOCIATED		CONSEQUENCES ASSOCIATED		CONSEQUENCES ASSOCIATED	LEARN RISKS/	TALK IT OUT	TALK IT OUT	TALK IT OUT	NC SITES		AREA WHERE YOU LIVE		
		START OF PAND	DRINKING		WITH UNDERAGE DRINKING		CONSEQUENCES ASSOCIATED		CONSEQUENCES ASSOCIATED	CONSEQUENCES	NC	NC	NC	NC				
		YES	NO	YES	NO/	FAMI-	Very	Slight	NOT	YES	NO/	YES	NO/	YES	NO/	CITY	SUBURB	S.CITY
				DON'T	LIAR		-ly	FAMI-		DON'T		DON'T		DON'T	100K/	OF	/TOWN/	
				KNOW				LIAR		KNOW		KNOW		KNOW	MORE	CITY	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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27. HAVE YOU NOTICED ANY MOOD OR BEHAVIORAL CHANGES FROM YOUR CHILD SINCE THE START OF THE COVID-19 PANDEMIC?

BANNER 7

	TOTAL	ANNUAL INCOME						INCOME CLUSTERS						EDUCATION		EDUCATION: MALE		EDUCATION: FEMALE	
		UNDER \$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K-\$150K	OVER \$150K	UNDER \$40K	OVER \$40K	UNDER \$60K	OVER \$60K	UNDER \$100K	OVER \$100K	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./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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27. HAVE YOU NOTICED ANY MOOD OR BEHAVIORAL CHANGES FROM YOUR CHILD SINCE THE START OF THE COVID-19 PANDEMIC?

BANNER 8

	TOTAL	MARITAL STATUS					MARITAL STATUS:		MARITAL STATUS:	
							MALE		FEMALE	
		SINGLE	MARR-	SEPA-	WIDOW-	SINGLE	MARR-	SINGLE	MARR-	
		IED	RATED/	ED		IED		IED		
		DIVRCE								

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

BANNER 1

	TOTAL	AREA							AGE			AGE CLUSTERS				AGE CLUSTERS: MALE			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	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	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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28. HAS YOUR CHILD EVER MENTIONED THE TOPIC OF ALCOHOL SINCE THE START OF THE COVID-19 PANDEMIC?

BANNER 2

	TOTAL	AGE CLUSTERS:				GENDER		RACIAL BACKGROUND				RACIAL BACKGROUND:		RACIAL BACKGROUND:		6-12TH GRADE CHILDREN HOUSEHOLD		
		FEMALE										MALE		FEMALE				
		UNDER 40	OVER 40	UNDER 50	OVER 50	MALE	FEMALE	WHITE	NON-WHITE	African American	Hispanic/Latino	WHITE	AFRICAN AMERICAN	WHITE	AFRICAN AMERICAN	ONE	TWO	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	-	-	0.2	0.3	-	-	1.3	-	-	-	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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28. HAS YOUR CHILD EVER MENTIONED THE TOPIC OF ALCOHOL SINCE THE START OF THE COVID-19 PANDEMIC?

BANNER 3

	TOTAL AGES OF CHILDREN IN GRADES 6 THROUGH 12							CHILDREN AGES			CHILDREN AGES			CHILDREN AGES			GENDERS OF CHILDREN		EVER TALKED
								GRADES 6-12:			GRADES 6-12:			GRADES 6-12:			IN GRADES 6-12		ABOUT ALCOHOL
								MALE ONLY			FEMALE ONLY			MALE & FEMALE					MISUSE
	10-14	15	Fif-	Six-	Seven-	18	10-14	15	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/	YEARS	YEARS/	ONLY	ONLY	MALE &		YET/
		OLDER				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	
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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28. HAS YOUR CHILD EVER MENTIONED THE TOPIC OF ALCOHOL SINCE THE START OF THE COVID-19 PANDEMIC?

BANNER 4

	TOTAL	HOW OFTEN DO YOU TALK ABOUT ALCOHOL MISUSE/UNDERAGE DRNK			TALKED ABOUT MISUSE LAST FEW MONTHS		DO YOU THINK UNDERAGE DRINKING IN COMMUNITY IS A PROBLEM					HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR CHILDREN TO TRY ALCOHOLIC DRINK			YOU/ANOTHER CAUGHT CHILD WITH ALCOHOL	
		OFTEN	SOME-TIMES	RARELY	YES	NO	PRO-BLEM	Seri-ous	Minor	NOT PROB. AT ALL	CON-CERNED	Very	Slight-ly	NOT CON-CERNED	14/YOUNG-ER	15-17	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	
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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28. HAS YOUR CHILD EVER MENTIONED THE TOPIC OF ALCOHOL SINCE THE START OF THE COVID-19 PANDEMIC?

BANNER 5

	TOTAL	HOW OFTEN DO ADULTS IN				IS ALCOHOL VISIBLE				LOCK ON	ALCOHOL CONSUMPTION				YOU/SOMEONE	WORRIED ABOUT CHILD				CHILD MOOD	
		HOUSEHOLD DRINK				OR HIDDEN IN HOUSE				LIQUOR	CHANGED SINCE START				DRINK TO COPE	TURNING TO ALCOHOL DUE				CHANGE SINCE	
										CABINET	OF COVID-19 PANDEMIC				DUE TO COVID	TO COVID-19 PANDEMIC				START OF PAND	
		DRINK	Regul-	Not	NEVER	VISI-	HIDDEN	NONE	YES	NO	INCR-	STAYED	DECR-	YES	NO	WORR-	Very	Slight	NOT	YES	NO
		arly	Regul-		BLE		IN THE			EASED	CONSI	EASED			IED		-ly	WORR-			
			arly				HOUSE				-TENT							IED			
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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28. HAS YOUR CHILD EVER MENTIONED THE TOPIC OF ALCOHOL SINCE THE START OF THE COVID-19 PANDEMIC?

BANNER 6

	TOTAL	CHILD MENTIONED ALCOHOL SINCE START OF PAND		S/R/H ADS STOP UNDERAGE DRINKING		FAMILIAR WITH RISKS OR CONSEQUENCES ASSOCIATED WITH UNDERAGE DRINKING				KNOW WHERE TO LEARN RISKS/ CONSEQUENCES		EVER HEARD OF TALK IT OUT NC		EVER VISITED TALK IT OUT NC SITES		BEST DESCRIBES THE AREA WHERE YOU LIVE		
		YES	NO	YES	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	SUBURB OF CITY	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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28. HAS YOUR CHILD EVER MENTIONED THE TOPIC OF ALCOHOL SINCE THE START OF THE COVID-19 PANDEMIC?

BANNER 7

	TOTAL	ANNUAL INCOME						INCOME CLUSTERS						EDUCATION		EDUCATION: MALE		EDUCATION: FEMALE	
		UNDER \$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K-\$150K	OVER \$150K	UNDER \$40K	OVER \$40K	UNDER \$60K	OVER \$60K	UNDER \$100K	OVER \$100K	LESS THAN COLLEGE	COLLEGE GRAD. / POST	LESS THAN COLLEGE	COLLEGE GRAD. / POST	LESS THAN COLLEGE	COLLEGE GRAD. / POST
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



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

BANNER 8

	TOTAL	MARITAL STATUS					MARITAL STATUS:		MARITAL STATUS:	
							MALE		FEMALE	
		SINGLE	MARR-	SEPA-	WIDOW-	SINGLE	MARR-	SINGLE	MARR-	
		IED	RATED/	ED	IED	IED	IED	IED	IED	
		DIVRCE								
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?

BANNER 1

TOTAL	AREA								AGE			AGE CLUSTERS				AGE CLUSTERS: MALE			
	RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	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	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	45.1	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	51.4	54.9	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	-2.9	-9.9	11.2



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

BANNER 2

	TOTAL	AGE CLUSTERS:				GENDER		RACIAL BACKGROUND				RACIAL		RACIAL		6-12TH GRADE		
		FEMALE										BACKGROUND:		BACKGROUND:		CHILDREN HOUSEHOLD		
												MALE		FEMALE				
		UNDER	OVER	UNDER	OVER	MALE	FEMALE	WHITE	NON-	African	His-	WHITE	AFRICN	WHITE	AFRICN	ONE	TWO	THREE/
		40	40	50	50				WHITE	Amer./	panic/		AMER./		AMER./			MORE
									Black	Latino		BLACK		BLACK				
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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29. OVER THE LAST FEW MONTHS, HAVE YOU SEEN, READ, OR HEARD ANY ADS ABOUT STOPPING UNDERAGE DRINKING?

BANNER 3

	TOTAL AGES OF CHILDREN IN GRADES 6 THROUGH 12							CHILDREN AGES			CHILDREN AGES			CHILDREN AGES			GENDERS OF CHILDREN			EVER TALKED	
								GRADES 6-12:			GRADES 6-12:			GRADES 6-12:			IN GRADES 6-12			ABOUT ALCOHOL	
								MALE ONLY			FEMALE ONLY			MALE & FEMALE						MISUSE	
	10-14	15	Fif-	Six-	Seven-	18	10-14	15	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/	YEARS	YEARS/	ONLY	ONLY	MALE &		YET/		
		OLDER				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			
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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29. OVER THE LAST FEW MONTHS, HAVE YOU SEEN, READ, OR HEARD ANY ADS ABOUT STOPPING UNDERAGE DRINKING?

BANNER 4

	TOTAL	HOW OFTEN DO YOU TALK ABOUT ALCOHOL				TALKED ABOUT MISUSE LAST FEW MONTHS		DO YOU THINK UNDERAGE DRINKING IN COMMUNITY IS A PROBLEM				HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR CHILDREN TO TRY ALCOHOLIC DRINK		YOU/ANOTHER CAUGHT CHILD WITH ALCOHOL	
		OFTEN	SOME-TIMES	RARELY	YES	NO	PRO-BLEM	Seri-ous	Minor	NOT PROB. AT ALL	CON-CERNED	Very	Slight-ly	NOT CON-CERNED	14/YOUNG-ER	15-17	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
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	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	5.7	-26.0	-24.0	-11.9	-21.5	-19.8	35.8	-25.2



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

BANNER 5

	TOTAL	HOW OFTEN DO ADULTS IN				IS ALCOHOL VISIBLE			LOCK ON		ALCOHOL CONSUMPTION			YOU/SOMEONE		WORRIED ABOUT CHILD			CHILD MOOD		
		HOUSEHOLD DRINK				OR HIDDEN IN HOUSE			LIQUOR		CHANGED SINCE START			DRINK TO COPE		TURNING TO ALCOHOL DUE			CHANGE SINCE		
									CABINET			OF COVID-19 PANDEMIC		DUE TO COVID		TO COVID-19 PANDEMIC			START OF PAND		
		DRINK	Regul-	Not	NEVER	VISI-	HIDDEN	NONE	YES	NO	INCR-	STAYED	DECR-	YES	NO	WORR-	Very	Slight	NOT	YES	NO
		arly	Regul-		BLE		IN THE			EASED	CONSIG	EASED			IED		-ly	WORR-			
			arly				HOUSE				-TENT							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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29. OVER THE LAST FEW MONTHS, HAVE YOU SEEN, READ, OR HEARD ANY ADS ABOUT STOPPING UNDERAGE DRINKING?

BANNER 6

	TOTAL	CHILD MENTION		S/R/H ADS		FAMILIAR WITH RISKS OR				KNOW WHERE TO		EVER HEARD OF		EVER VISITED		BEST DESCRIBES THE		
		ALCOHOL SINCE		STOP UNDERAGE		CONSEQUENCES ASSOCIATED				LEARN RISKS/		TALK IT OUT		TALK IT OUT		AREA WHERE YOU LIVE		
		START OF PAND		DRINKING		WITH UNDERAGE DRINKING				CONSEQUENCES		NC		NC SITES				
		YES	NO	YES	NO/	FAMI-	Very	Slight	NOT	YES	NO/	YES	NO/	YES	NO/	CITY	SUBURB	S.CITY
					DON'T	LIAR		-ly	FAMI-		DON'T		DON'T		DON'T	100K/	OF	/TOWN/
					KNOW				LIAR		KNOW		KNOW		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
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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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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29. OVER THE LAST FEW MONTHS, HAVE YOU SEEN, READ, OR HEARD ANY ADS ABOUT STOPPING UNDERAGE DRINKING?

BANNER 7

	TOTAL	ANNUAL INCOME						INCOME CLUSTERS						EDUCATION		EDUCATION: MALE		EDUCATION: FEMALE	
		UNDER \$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K-\$150K	OVER \$150K	UNDER \$40K	OVER \$40K	UNDER \$60K	OVER \$60K	UNDER \$100K	OVER \$100K	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST
Total	505	45	93	96	131	94	45	139	366	234	271	365	140	308	197	113	107	195	90
YES	40.6	24.9	45.8	43.1	44.1	36.1	39.4	39.0	41.2	40.7	40.5	41.9	37.2	38.7	43.6	40.0	55.3	38.0	29.6
NO	59.4	75.1	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	-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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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?

BANNER 8

	TOTAL	MARITAL STATUS					MARITAL STATUS:		MARITAL STATUS:	
							MALE		FEMALE	
		SINGLE	MARR-	SEPA-	WIDOW-	SINGLE	MARR-	SINGLE	MARR-	
		IED		RATED/	ED		IED		IED	
				DIVRCE						

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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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

BANNER 1

	TOTAL	AREA							AGE			AGE CLUSTERS				AGE CLUSTERS: MALE			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	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	205	63	58	39	46	11	20	14	78	73	54	78	127	151	54	38	66	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	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	8.7	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	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	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	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	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	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	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	1.6	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



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30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

BANNER 1

	TOTAL	AREA							AGE			AGE CLUSTERS				AGE CLUSTERS: MALE			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	UNDER 40	40-49	OVER 50	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	-	1.9	-	3.9	1.9	1.7	1.0	3.9	1.8	1.1	0.9	2.7
TEENS IN AD	1.6	4.3	-	-	1.5	-	-	4.7	1.8	2.7	-	1.8	1.6	2.2	-	3.7	-	1.8	-
ILLEGAL/RAISE AGE	1.6	1.1	1.6	4.1	-	-	-	-	4.1	-	-	4.1	-	2.1	-	1.8	-	0.9	-
MOM/DAD OF DEAD TEEN	1.1	2.3	1.3	-	-	-	-	-	0.9	2.0	-	0.9	1.1	1.4	-	1.9	-	1.0	-
GOOD AD/LIKED	1.0	-	1.6	-	2.6	-	6.1	-	1.2	1.7	-	1.2	1.0	1.4	-	2.4	1.8	2.8	-
BILLBOARD	1.0	1.9	-	-	1.8	-	-	5.6	-	1.6	1.5	-	1.6	0.8	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	-	2.1	-	-	2.1	-	1.1	-	2.0	-	1.0	-
YOUTUBE	0.8	-	-	4.3	-	-	-	-	2.1	-	-	2.1	-	1.1	-	4.3	-	2.1	-
RADIO	0.5	-	-	-	2.4	9.6	-	-	1.4	-	-	1.4	-	0.7	-	2.8	-	1.4	-
FACEBOOK	0.4	-	1.3	-	-	-	-	-	0.9	-	-	0.9	-	0.5	-	-	-	-	-
BAD/TEEN DRINK/DWI	0.1	-	0.4	-	-	-	-	-	0.3	-	-	0.3	-	0.1	-	0.6	-	0.3	-
VAR NEGATIVE ABT AD	2.0	-	-	7.8	2.3	9.5	-	-	-	2.6	4.0	-	3.2	1.2	4.0	-	6.2	2.4	8.0
THE MESSAGE	2.0	4.5	-	3.3	-	-	-	-	1.1	-	5.9	1.1	2.5	0.6	5.9	2.2	1.9	1.1	4.7
VAR POSITIVE ABT AD	1.0	2.3	-	1.7	-	-	-	-	0.9	2.0	-	0.9	1.1	1.4	-	-	-	-	-
VAR ADMONITION	1.3	-	-	-	5.8	11.5	6.9	-	-	-	4.9	-	2.1	-	4.9	-	2.1	-	5.1
VAR COMMENT ABT AD	0.1	-	-	-	0.3	-	0.8	-	0.2	-	-	0.2	-	0.1	-	0.4	-	0.2	-



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30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

BANNER 1

	TOTAL	AREA							AGE			AGE CLUSTERS				AGE CLUSTERS: MALE			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin- gton DMA	East DMAs	West DMAs	UNDER 40	40-49 50	OVER	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	-	1.2	-	2.2	-	1.1	-
MISC	5.2	5.3	2.1	10.4	4.5	14.7	1.9	-	6.6	6.3	1.5	6.6	4.3	6.5	1.5	10.9	2.9	7.9	-
DK/REFUSED	6.3	3.7	4.2	7.8	11.1	10.8	1.5	24.6	5.4	9.0	3.9	5.4	6.8	7.2	3.9	3.8	4.0	5.4	-



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
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30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

BANNER 2

	TOTAL	AGE CLUSTERS:				GENDER		RACIAL BACKGROUND				RACIAL BACKGROUND:		RACIAL BACKGROUND:		6-12TH GRADE CHILDREN HOUSEHOLD		
		FEMALE										MALE		FEMALE				
		UNDER 40	OVER 40	UNDER 50	OVER 50	MALE	FEMALE	WHITE	NON-WHITE	African Amer./Black	Hispanic/Latino	WHITE	AFRICN AMER./BLACK	WHITE	AFRICN AMER./BLACK	ONE	TWO	THREE/MORE
Total Answering	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
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30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

BANNER 2

	TOTAL	AGE CLUSTERS:				GENDER		RACIAL BACKGROUND				RACIAL BACKGROUND:		RACIAL BACKGROUND:		6-12TH GRADE CHILDREN HOUSEHOLD		
		FEMALE										MALE		FEMALE				
		UNDER 40	OVER 40	UNDER 50	OVER 50	MALE	FEMALE	WHITE	NON-WHITE	African American	Hispanic/Latino	WHITE	AFRICAN AMERICAN	WHITE	AFRICAN AMERICAN	ONE	TWO	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	-	-	-	1.9	-	4.3	-	1.2	2.9	-
ILLEGAL/RAISE AGE	1.6	6.3	-	3.4	-	0.7	2.5	0.6	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	1.4	0.6	1.6	3.0	-	1.0	-	-	3.6	1.9	-	-
GOOD AD/LIKED	1.0	-	-	-	-	2.1	-	1.0	1.1	2.0	-	1.7	12.6	-	-	1.9	-	-
BILLBOARD	1.0	-	1.3	-	3.0	1.1	0.8	1.7	-	-	-	1.6	-	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	2.2	1.7	-	-
SCARY AD/MESSAGE	0.8	2.2	-	1.2	-	0.7	0.9	1.4	-	-	-	1.0	-	2.0	-	1.4	-	-
YOUTUBE	0.8	-	-	-	-	1.6	-	-	1.9	-	5.5	-	-	-	-	-	2.4	-
RADIO	0.5	-	-	-	-	1.0	-	0.9	-	-	-	1.5	-	-	-	-	1.6	-
FACEBOOK	0.4	1.8	-	1.0	-	-	0.7	0.6	-	-	-	-	-	1.6	-	0.6	-	-
BAD/TEEN DRINK/DWI	0.1	-	-	-	-	0.2	-	-	0.3	-	0.7	-	-	-	-	0.2	-	-
VAR NEGATIVE ABT AD	2.0	-	-	-	-	3.9	-	0.7	3.8	-	3.6	1.1	-	-	-	1.6	-	10.2
THE MESSAGE	2.0	-	3.2	-	7.2	2.0	1.9	3.4	-	-	-	2.9	-	4.3	-	1.8	-	9.0
VAR POSITIVE ABT AD	1.0	1.7	2.3	2.8	-	-	2.1	0.6	1.6	3.0	-	-	-	1.5	3.6	1.8	-	-
VAR ADMONITION	1.3	-	2.1	-	4.8	1.3	1.3	2.2	-	-	-	1.9	-	2.8	-	-	3.9	-
VAR COMMENT ABT AD	0.1	-	-	-	-	0.2	-	0.1	-	-	-	0.2	-	-	-	0.1	-	-



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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
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30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

BANNER 2

VAR ASPECT OF AD	TOTAL	AGE CLUSTERS:				GENDER		RACIAL BACKGROUND				RACIAL		RACIAL		6-12TH GRADE		
		FEMALE										BACKGROUND:	BACKGROUND:	BACKGROUND:	BACKGROUND:	CHILDREN HOUSEHOLD		
												MALE	MALE	FEMALE	FEMALE			
		UNDER 40	OVER 40	UNDER 50	OVER 50	MALE	FEMALE	WHITE	NON- WHITE	African Amer./ Black	Hispanic/ Latino	WHITE	AFRICN AMER./ BLACK	WHITE	AFRICN AMER./ BLACK	ONE	TWO	THREE/ MORE
VAR ASPECT OF AD	0.9	2.3	-	1.2	-	0.8	0.9	0.7	1.1	-	-	1.1	-	-	-	1.5	-	-
MISC	5.2	2.4	5.8	5.0	3.1	5.8	4.5	4.5	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	9.0	7.8	4.0	8.7	7.5	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
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30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

BANNER 3

	TOTAL	AGES OF CHILDREN IN GRADES 6 THROUGH 12						CHILDREN AGES		CHILDREN AGES		CHILDREN AGES		GENDERS OF CHILDREN			EVER TALKED		
								GRADES 6-12:		GRADES 6-12:		GRADES 6-12:		IN GRADES 6-12			ABOUT ALCOHOL		
								MALE ONLY		FEMALE ONLY		MALE & FEMALE					MISUSE		
		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				Older		OLDER		OLDER		OLDER		OLDER	FEMALE		DK/REF	
Total	Answering	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



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30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

BANNER 3

	TOTAL AGES OF CHILDREN IN GRADES 6 THROUGH 12							CHILDREN AGES GRADES 6-12:			CHILDREN AGES GRADES 6-12:			CHILDREN AGES GRADES 6-12:			GENDERS OF CHILDREN IN GRADES 6-12		EVER TALKED
								MALE ONLY			FEMALE ONLY			MALE & FEMALE					ABOUT ALCOHOL
																			MISUSE
	10-14 YEARS	15 YEARS/ OLDER	Fif- teen	Six- teen	Seven- teen	18 Years/ Older	10-14 YEARS	15 YEARS/ OLDER	10-14 YEARS	15 YEARS/ OLDER	10-14 YEARS	15 YEARS/ OLDER	10-14 YEARS	15 YEARS/ OLDER	MALE ONLY	FEMALE ONLY	BOTH MALE & FEMALE	YES	NO/NOT YET/ DK/REF
TEENS DRINK & DRIVE	1.7	1.0	2.1	-	4.6	1.7	-	2.7	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	-	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	2.9	0.3	-	-	-	-	2.4	0.2	-	1.1	-
SCARY AD/MESSAGE	0.8	0.6	0.7	-	-	1.7	-	1.7	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	-	-	-	-	-	-	0.3	-	-	0.1	-
VAR NEGATIVE ABT AD	2.0	2.0	3.2	2.9	-	4.9	-	1.5	-	-	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	-	-	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	-	-	-	-	-	1.4	3.8	-	-	-	2.7	-	1.2	-	-
VAR ADMONITION	1.3	0.9	2.6	-	4.6	2.9	-	2.6	4.6	-	3.5	-	-	-	1.9	1.7	-	1.5	-
VAR COMMENT ABT AD	0.1	-	0.2	0.4	-	-	-	-	0.5	-	-	-	-	-	0.2	-	-	0.1	-



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

BANNER 3

VAR ASPECT OF AD	TOTAL	AGES OF CHILDREN IN GRADES 6 THROUGH 12						CHILDREN AGES	CHILDREN AGES	CHILDREN AGES	CHILDREN AGES	GENDERS OF CHILDREN			EVER TALKED			
								GRADES 6-12:	GRADES 6-12:	GRADES 6-12:	GRADES 6-12:	IN GRADES 6-12			ABOUT ALCOHOL			
								MALE ONLY	FEMALE ONLY	MALE & FEMALE				MISUSE				
		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				Older		OLDER		OLDER		OLDER			FEMALE		DK/REF	



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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?

BANNER 4

	TOTAL	HOW OFTEN DO YOU TALK ABOUT ALCOHOL			TALKED ABOUT MISUSE LAST FEW MONTHS		DO YOU THINK UNDERAGE DRINKING IN COMMUNITY IS A PROBLEM				HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR CHILDREN TO TRY ALCOHOLIC DRINK			YOU/ANOTHER CAUGHT CHILD WITH ALCOHOL	
		OFTEN	SOME-TIMES	RARELY	YES	NO	PRO-BLEM	Seri-ous	Minor	NOT PROB. AT ALL	CON-CERNED	Very	Slight-ly	NOT CON-CERNED	14/YOUNG-ER	15-17	18/OLDER	YES	NO/DON'T KNOW
TotalAnswering	205	76	82	16	152	23	190	109	80	15	146	56	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	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	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	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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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
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30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

BANNER 4

	TOTAL	HOW OFTEN DO YOU TALK ABOUT ALCOHOL			TALKED ABOUT MISUSE LAST FEW MONTHS		DO YOU THINK UNDERAGE DRINKING IN COMMUNITY IS A PROBLEM				HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR CHILDREN TO TRY ALCOHOLIC DRINK			YOU/ANOTHER CAUGHT CHILD WITH ALCOHOL	
		OFTEN	SOME- TIMES	RARELY	YES	NO	PRO- BLEM	Seri- ous	Minor	NOT PROB. AT ALL	CON- CERNED	Very	Slight- ly	NOT CON- CERNED	14/ YOUNG- ER	15-17	18/ OLDER	YES	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	-	-	0.7	-	1.1	1.5	-	-	1.2	-	1.1
SCARY AD/MESSAGE	0.8	-	2.0	-	1.1	-	0.9	1.5	-	-	1.1	3.0	-	-	-	-	1.0	2.1	0.5
YOUTUBE	0.8	2.1	-	-	1.1	-	0.9	1.5	-	-	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	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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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

BANNER 4

	TOTAL	HOW OFTEN DO YOU				TALKED ABOUT		DO YOU THINK UNDERAGE				HOW CONCERNED ARE YOU THAT				AGE APPROPRIATE FOR		YOU/ANOTHER	
		TALK ABOUT ALCOHOL				MISUSE LAST		DRINKING IN COMMUNITY IS				YOUR CHILDREN WILL DRINK				YOUR CHILDREN TO		CAUGHT CHILD	
		MISUSE/UNDERAGE DRNK				FEW MONTHS		A PROBLEM				ALCOHOL				TRY ALCOHOLIC DRINK		WITH ALCOHOL	
		OFTEN	SOME- TIMES	RARELY	YES	NO	PRO- BLEM	Seri- ous	Minor	NOT PROB. AT ALL	CON- CERNED	Very	Slight- ly	NOT CON- CERNED	14/ YOUNG- ER	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	8.2	7.1	8.9	6.0	4.2	12.2	7.6	5.5	8.4	5.8



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

BANNER 5

	TOTAL	HOW OFTEN DO ADULTS IN HOUSEHOLD DRINK				IS ALCOHOL VISIBLE OR HIDDEN IN HOUSE			LOCK ON LIQUOR CABINET		ALCOHOL CONSUMPTION CHANGED SINCE START OF COVID-19 PANDEMIC			YOU/SOMEONE DRINK TO COPE DUE TO COVID		WORRIED ABOUT CHILD TURNING TO ALCOHOL DUE TO COVID-19 PANDEMIC			CHILD MOOD CHANGE SINCE START OF PAND		
		DRINK	Regul- arly	Not Regul- arly	NEVER	VISI- BLE	HIDDEN	NONE IN THE HOUSE	YES	NO	INCR- EASED	STAYED CONSIS- -TENT	DECR- EASED	YES	NO	WORR- IED	Very	Slight- -ly	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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30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

BANNER 5

	TOTAL	HOW OFTEN DO ADULTS IN				IS ALCOHOL VISIBLE			LOCK ON		ALCOHOL CONSUMPTION			YOU/SOMEONE		WORRIED ABOUT CHILD			CHILD MOOD		
		HOUSEHOLD DRINK				OR HIDDEN IN HOUSE			LIQUOR		CHANGED SINCE START			DRINK TO COPE		TURNING TO ALCOHOL DUE			CHANGE SINCE		
									CABINET			OF COVID-19 PANDEMIC	DUE TO COVID			TO COVID-19 PANDEMIC			START OF PAND		
		DRINK	Regul-	Not	NEVER	VISI-	HIDDEN	NONE	YES	NO	INCR-	STAYED	DECR-	YES	NO	WORR-	Very	Slight	NOT	YES	NO
			arly	Regul-		BLE		IN THE			EASED	CONSIS	EASED			IED		-ly	WORR-		
			arly	arly				HOUSE				-TENT						IED	IED		
TEENS DRINK & DRIVE	1.7	2.0	2.3	1.9	-	2.8	1.0	1.2	0.8	2.3	4.4	1.3	1.2	-	2.5	-	-	-	2.4	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	3.1	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	1.3	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	-	1.9	-	-	3.2	-	2.6	-	-	1.8	-	3.5	-	3.7	-	5.6	-	1.1	1.0
BILLBOARD	1.0	1.1	3.4	-	-	2.6	-	-	-	1.6	-	0.7	2.1	3.2	-	-	-	-	1.3	2.3	-
TV/CNN	0.9	1.1	-	1.7	-	0.2	-	2.8	1.3	0.7	0.5	1.5	-	0.2	1.2	0.3	0.8	-	1.2	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	-	-	-	1.1	1.9	-
YOUTUBE	0.8	0.9	2.8	-	-	2.2	-	-	2.0	-	-	1.4	-	2.7	-	2.8	8.3	-	-	1.9	-
RADIO	0.5	0.6	-	0.9	-	1.4	-	-	-	0.9	-	0.9	-	-	0.8	-	-	-	0.7	-	0.9
FACEBOOK	0.4	0.4	1.2	-	-	1.0	-	-	-	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	-	0.6	-	0.2	-
VAR NEGATIVE ABT AD	2.0	1.1	1.4	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	-	3.5	-	1.9	1.1	3.1	3.4	1.0	-	1.7	3.7	-	2.8	0.3	-	0.4	2.6	0.8	2.9
VAR POSITIVE ABT AD	1.0	1.2	2.4	0.6	-	-	3.2	-	-	1.7	4.7	-	1.2	-	1.5	2.5	-	3.7	0.5	2.4	-
VAR ADMONITION	1.3	0.8	2.3	-	4.1	1.8	-	2.0	1.7	1.1	-	1.1	2.5	2.2	0.9	2.4	-	3.6	0.9	1.6	1.1
VAR COMMENT ABT AD	0.1	0.1	-	0.1	-	-	0.2	-	0.2	-	-	0.1	-	-	0.1	-	-	-	0.1	-	0.1



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30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

BANNER 5

	TOTAL	HOW OFTEN DO ADULTS IN				IS ALCOHOL VISIBLE			LOCK ON		ALCOHOL CONSUMPTION			YOU/SOMEONE		WORRIED ABOUT CHILD			CHILD MOOD		
		HOUSEHOLD DRINK				OR HIDDEN IN HOUSE			LIQUOR		CHANGED SINCE START			DRINK TO COPE		TURNING TO ALCOHOL DUE			CHANGE SINCE		
									CABINET			OF COVID-19 PANDEMIC			DUE TO COVID			TO COVID-19 PANDEMIC			START OF PAND
		DRINK	Regul-	Not	NEVER	VISI-	HIDDEN	NONE	YES	NO	INCR-	STAYED	DECR-	YES	NO	WORR-	Very	Slight	NOT	YES	NO
			arly	Regul-		BLE		IN THE			EASED	CONSI	EASED			IED		-ly	WORR-		
			arly					HOUSE				-TENT							IED		
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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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

BANNER 6

	TOTAL	CHILD MENTION		S/R/H ADS		FAMILIAR WITH RISKS OR				KNOW WHERE TO		EVER HEARD OF		EVER VISITED		BEST DESCRIBES THE		
		ALCOHOL SINCE	STOP UNDERAGE	START OF PAND	DRINKING	CONSEQUENCES ASSOCIATED	WITH UNDERAGE DRINKING	CONSEQUENCES	LEARN RISKS/	TALK IT OUT	TALK IT OUT	NC	NC SITES	AREA WHERE YOU LIVE				
		YES	NO	YES	NO/	FAMI-	Very	Slight	NOT	YES	NO/	YES	NO/	YES	NO/	CITY	SUBURB	S.CITY
					DON'T	LIAR		-ly	FAMI-		DON'T		DON'T		DON'T	100K/	OF	/TOWN/
					KNOW				LIAR		KNOW		KNOW		KNOW	MORE	CITY	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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30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

BANNER 6

	TOTAL	CHILD MENTION		S/R/H ADS		FAMILIAR WITH RISKS OR				KNOW WHERE TO		EVER HEARD OF		EVER VISITED		BEST DESCRIBES THE		
		ALCOHOL SINCE		STOP UNDERAGE		CONSEQUENCES ASSOCIATED				LEARN RISKS/		TALK IT OUT		TALK IT OUT		AREA WHERE YOU LIVE		
		START OF PAND		DRINKING		WITH UNDERAGE DRINKING				CONSEQUENCES		NC		NC SITES				
		YES	NO	YES	NO/	FAMI-	Very	Slight	NOT	YES	NO/	YES	NO/	YES	NO/	CITY	SUBURB	S.CITY
				DON'T	LIAR		-ly	FAMI-		DON'T		DON'T		DON'T	100K/	OF	TOWN/	
				KNOW				LIAR		KNOW		KNOW		KNOW	MORE	CITY	RURAL	

TEENS DRINK & DRIVE	1.7	-	2.3	1.7	-	1.1	0.9	1.8	19.1	1.2	6.7	1.5	1.9	-	2.4	-	2.2	2.7
TEENS IN AD	1.6	-	2.2	1.6	-	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	-	1.6	2.0	-	-	0.9	7.9	0.7	2.3	-	1.1	2.6	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	-	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	-	1.2
SCARY AD/MESSAGE	0.8	1.4	0.6	0.8	-	0.8	1.0	-	-	0.9	-	1.7	-	5.0	-	1.4	-	0.9
YOUTUBE	0.8	-	1.1	0.8	-	0.8	1.0	-	-	-	8.2	-	1.5	-	-	2.6	-	-
RADIO	0.5	-	0.7	0.5	-	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	-	-
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	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	-	1.3	1.7	-	-	1.4	-	1.5	1.2	4.2	-	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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 NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

BANNER 6

	TOTAL	CHILD MENTION		S/R/H ADS		FAMILIAR WITH RISKS OR				KNOW WHERE TO		EVER HEARD OF		EVER VISITED		BEST DESCRIBES THE		
		ALCOHOL SINCE	STOP UNDERAGE			CONSEQUENCES ASSOCIATED				LEARN RISKS/	TALK IT OUT	TALK IT OUT	TALK IT OUT		NC SITES	AREA WHERE YOU LIVE		
		START OF PAND	DRINKING			WITH UNDERAGE DRINKING				CONSEQUENCES		NC		NC				
		YES	NO	YES	NO/	FAMI-	Very	Slight	NOT	YES	NO/	YES	NO/	YES	NO/	CITY	SUBURB	S.CITY
				DON'T	LIAR		-ly	FAMI-		DON'T		DON'T		DON'T	100K/	OF	//TOWN/	
				KNOW				LIAR		KNOW		KNOW		KNOW	MORE	CITY	RURAL	

VAR ASPECT OF AD	0.9	0.3	1.1	0.9	-	0.4	0.5	-	13.0	1.0	-	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	5.2	5.8	6.7	10.1	3.4	7.4	7.6	4.5



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30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

BANNER 7

	TOTAL	ANNUAL INCOME						INCOME CLUSTERS						EDUCATION		EDUCATION: MALE		EDUCATION: FEMALE	
		UNDER \$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K-\$150K	OVER \$150K	UNDER \$40K	OVER \$40K	UNDER \$60K	OVER \$60K	UNDER \$100K	OVER \$100K	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST
TotalAnswering	205	11	43	41	58	34	18	54	151	95	110	153	52	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	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	2.6	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?

BANNER 7

	TOTAL	ANNUAL INCOME						INCOME CLUSTERS						EDUCATION		EDUCATION: MALE		EDUCATION: FEMALE	
		UNDER \$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K-\$150K	OVER \$150K	UNDER \$40K	OVER \$40K	UNDER \$60K	OVER \$60K	UNDER \$100K	OVER \$100K	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST
TEENS DRINK & DRIVE	1.7	-	-	-	2.5	2.2	7.6	-	2.3	-	3.2	0.9	4.0	1.8	1.6	3.2	-	1.0	5.1
TEENS IN AD	1.6	-	1.6	1.8	3.4	-	-	1.3	1.8	1.5	1.8	2.2	-	2.8	-	3.1	-	2.6	-
ILLEGAL/RAISE AGE	1.6	14.2	2.2	1.7	-	-	-	4.7	0.5	3.4	-	2.1	-	2.7	-	1.5	-	3.4	-
MOM/DAD OF DEAD TEEN	1.1	-	-	3.4	1.3	-	-	-	1.4	1.5	0.7	1.4	-	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	0.6	2.3	0.8	1.4	2.1	2.1	-	-
BILLBOARD	1.0	-	-	-	-	5.8	-	-	1.3	-	1.8	-	3.8	-	2.3	-	2.0	-	3.1
TV/CNN	0.9	-	0.4	4.3	-	-	-	0.3	1.2	2.0	-	1.3	-	0.9	1.0	-	-	1.4	3.3
SCARY AD/MESSAGE	0.8	-	-	-	-	4.8	-	-	1.1	-	1.5	-	3.2	-	1.9	-	1.3	-	3.3
YOUTUBE	0.8	-	-	-	2.8	-	-	-	1.1	-	1.5	1.1	-	-	1.9	-	2.8	-	-
RADIO	0.5	-	2.5	-	-	-	-	2.0	-	1.1	-	0.7	-	0.9	-	2.4	-	-	-
FACEBOOK	0.4	-	1.7	-	-	-	-	1.4	-	0.8	-	0.5	-	0.6	-	-	-	1.0	-
BAD/TEEN DRINK/DWI	0.1	-	0.5	-	-	-	-	0.4	-	0.2	-	0.1	-	0.2	-	0.5	-	-	-
VAR NEGATIVE ABT AD	2.0	-	-	7.2	-	3.2	-	-	2.7	3.1	1.0	2.0	2.1	2.5	1.3	6.6	1.8	-	-
THE MESSAGE	2.0	-	4.5	-	3.4	0.5	-	3.6	1.4	2.0	1.9	2.5	0.3	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	1.4	-	0.6	1.7	-	-	0.9	5.3
VAR ADMONITION	1.3	-	3.0	-	2.4	-	-	2.4	0.9	1.4	1.3	1.7	-	1.1	1.6	-	2.3	1.7	-
VAR COMMENT ABT AD	0.1	-	-	-	0.3	-	-	-	0.1	-	0.1	0.1	-	0.1	-	0.4	-	-	-



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30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

BANNER 7

	TOTAL	ANNUAL INCOME						INCOME CLUSTERS						EDUCATION		EDUCATION: MALE		EDUCATION: FEMALE	
		UNDER \$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K-\$150K	OVER \$150K	UNDER \$40K	OVER \$40K	UNDER \$60K	OVER \$60K	UNDER \$100K	OVER \$100K	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST
VAR ASPECT OF AD	0.9	-	-	-	1.6	2.0	0.8	-	1.2	-	1.6	0.6	1.6	0.8	1.0	-	1.4	1.2	-
MISC	5.2	-	0.5	8.6	3.5	13.0	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	6.3	4.5	6.5	5.3	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



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30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

BANNER 8

	TOTAL	MARITAL STATUS				MARITAL STATUS:		MARITAL STATUS:	
						MALE		FEMALE	
		SINGLE	MARR-	SEPA-	WIDOW-	SINGLE	MARR-	SINGLE	MARR-
		IED	IED	RATED/	IED	IED	IED	IED	IED
				DIVRCE					
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	-



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30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

BANNER 8

	TOTAL	MARITAL STATUS				MARITAL STATUS:		MARITAL STATUS:	
						MALE		FEMALE	
		SINGLE	MARR-	SEPA-	WIDOW-	SINGLE	MARR-	SINGLE	MARR-
		IED	IED	RATED/	IED	IED	IED	IED	IED
				DIVRCE					
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	-	-



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30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

BANNER 8

VAR ASPECT OF AD	TOTAL	MARITAL STATUS				MARITAL STATUS:		MARITAL STATUS:	
						MALE		FEMALE	
		SINGLE	MARR-	SEPA-	WIDOW-	SINGLE	MARR-	SINGLE	MARR-
			IED	RATED/	IED		IED		IED
				DIVRCE					
VAR ASPECT OF AD	0.9	-	0.1	6.6	-	-	0.2	-	-
MISC	5.2	6.8	5.6	-	-	6.3	6.6	6.9	3.9
DK/REFUSED	6.3	4.0	7.9	-	28.8	2.3	4.7	4.4	13.5



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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?

BANNER 1

	TOTAL	AREA							AGE			AGE CLUSTERS				AGE CLUSTERS: MALE			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	UNDER 40	40-49 50	OVER 50	UNDER 40	OVER 40	UNDER 50	OVER 50	UNDER 40	OVER 40	UNDER 50	OVER 50
Total	205	63	58	39	46	11	20	14	78	73	54	78	127	151	54	38	66	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	75.8	56.8	62.7	67.6	78.6	54.4	58.3	77.3
LESS LIKELY	5.0	2.9	4.1	3.6	10.2	-	17.1	8.7	5.0	6.0	3.8	5.0	5.0	5.4	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	19.3	38.2	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	51.7	57.3	63.8	73.4	48.7	51.9	74.4



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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?

BANNER 2

	TOTAL	AGE CLUSTERS:				GENDER		RACIAL BACKGROUND				RACIAL	RACIAL	6-12TH GRADE				
		FEMALE										BACKGROUND: MALE	BACKGROUND: FEMALE	CHILDREN HOUSEHOLD				
		UNDER 40	OVER 40	UNDER 50	OVER 50	MALE	FEMALE	WHITE	NON-WHITE	African Amer./Black	Hispanic/Latino	WHITE	AFRICN/BLACK	WHITE	AFRICN/BLACK	ONE	TWO	THREE/MORE
Total	205	40	61	74	27	104	101	119	86	47	30	73	7	45	40	115	69	22
MORE LIKELY	64.0	73.1	59.3	67.3	57.7	63.3	64.8	57.9	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	4.8	5.0	-	6.6	-	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	67.6	63.1	84.5	52.8	62.4	52.9	63.3	54.7	63.3	68.3



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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?

BANNER 3

	TOTAL	AGES OF CHILDREN IN GRADES 6 THROUGH 12						CHILDREN AGES	CHILDREN AGES	CHILDREN AGES	GENDERS OF CHILDREN			EVER TALKED				
								GRADES 6-12:	GRADES 6-12:	GRADES 6-12:	IN GRADES 6-12			ABOUT ALCOHOL				
								MALE ONLY	FEMALE ONLY	MALE & FEMALE				MISUSE				
		10-14 YEARS	15 YEARS/ OLDER	Fif- teen	Six- teen	Seven- teen	18 Years/ Older	10-14 YEARS	15 YEARS/ OLDER	10-14 YEARS	15 YEARS/ OLDER	10-14 YEARS	15 YEARS/ OLDER	MALE ONLY	FEMALE ONLY	BOTH MALE & FEMALE	YES	NO/NOT YET/ DK/REF
Total	205	153	102	37	30	45	7	53	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	68.4	55.3	58.6	55.6	64.5	61.9	57.0	57.9	59.3	57.4



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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?

BANNER 4

	TOTAL	HOW OFTEN DO YOU TALK ABOUT ALCOHOL MISUSE/UNDERAGE DRNK				TALKED ABOUT MISUSE LAST FEW MONTHS		DO YOU THINK UNDERAGE DRINKING IN COMMUNITY IS A PROBLEM				HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR CHILDREN TO TRY ALCOHOLIC DRINK		YOU/ANOTHER CAUGHT CHILD WITH ALCOHOL	
		OFTEN	SOME-TIMES	RARELY	YES	NO	PRO-BLEM	Seri-ous	Minor	NOT PROB. AT ALL	CON-CERNED	Very	Slight-ly	NOT CON-CERNED	14/YOUNG-ER	15-17	18/OLDER	YES	NO/DON'T KNOW
Total	205	76	82	16	152	23	190	109	80	15	146	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	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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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?

BANNER 5

	TOTAL	HOW OFTEN DO ADULTS IN HOUSEHOLD DRINK				IS ALCOHOL VISIBLE OR HIDDEN IN HOUSE			LOCK ON LIQUOR CABINET		ALCOHOL CONSUMPTION CHANGED SINCE START OF COVID-19 PANDEMIC			YOU/SOMEONE DRINK TO COPE DUE TO COVID		WORRIED ABOUT CHILD TURNING TO ALCOHOL DUE TO COVID-19 PANDEMIC			CHILD MOOD CHANGE SINCE START OF PAND		
		DRINK	Regul- arly	Not Regul- arly	NEVER	VISI- BLE	HIDDEN	NONE IN THE HOUSE	YES	NO	INCR- EASED	STAYED CONSIS- TENT	DECR- EASED	YES	NO	WORR- IED	Very	Slight- ly	NOT WORR- IED	YES	NO
Total	205	174	59	115	31	76	66	63	82	123	30	119	56	62	143	58	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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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?

BANNER 6

	TOTAL	CHILD MENTION		S/R/H ADS		FAMILIAR WITH RISKS OR				KNOW WHERE TO		EVER HEARD OF		EVER VISITED		BEST DESCRIBES THE		
		ALCOHOL SINCE	START OF PAND	STOP UNDERAGE	DRINKING	CONSEQUENCES ASSOCIATED	WITH UNDERAGE DRINKING	CONSEQUENCES	NOT	LEARN RISKS/	TALK IT OUT	TALK IT OUT	NC	NC SITES	AREA WHERE YOU LIVE	CITY	SUBURB	S.CITY
		YES	NO	YES	NO/	FAMI-	Very	Slight	NOT	YES	NO/	YES	NO/	YES	NO/	CITY	SUBURB	S.CITY
					DON'T	LIAR		-ly	FAMI-		DON'T		DON'T		DON'T	100K/	OF	/TOWN/
					KNOW				LIAR		KNOW		KNOW		KNOW	MORE	CITY	RURAL
Total	205	53	152	205	-	198	160	38	7	185	20	94	111	33	61	62	60	83
MORE LIKELY	64.0	85.1	56.8	64.0	-	65.7	66.4	62.8	17.5	64.2	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	4.6	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	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	59.6	54.0	60.0	58.2	84.3	46.7	69.3	58.8	51.4



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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?

BANNER 7

	TOTAL	ANNUAL INCOME						INCOME CLUSTERS						EDUCATION	EDUCATION:		EDUCATION:		
															MALE		FEMALE		
		UNDER \$20K	\$20K- \$40K	\$40K- \$60K	\$60K- \$100K	\$100K- \$150K	OVER \$150K	UNDER \$40K	OVER \$40K	UNDER \$60K	OVER \$60K	UNDER \$100K	OVER \$100K	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST	LESS THAN COLLGE	COLLGE GRAD./ POST
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	205	11	43	41	58	34	18	54	151	95	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	5.3	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	36.6	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	52.7	59.4	57.9	62.4	54.3	69.8	48.6	57.9	66.8



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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?

BANNER 8

	TOTAL	MARITAL STATUS				MARITAL STATUS:		MARITAL STATUS:	
						MALE		FEMALE	
		SINGLE	MARR- IED	SEPA- RATED/ DIVRCE	WIDOW- IED	SINGLE	MARR- IED	SINGLE	MARR- IED
		-----	-----	-----	-----	-----	-----	-----	-----
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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32. HOW FAMILIAR ARE YOU WITH THE RISKS OR CONSEQUENCES ASSOCIATED WITH UNDERAGE DRINKING?

BANNER 1

	TOTAL	AREA							AGE			AGE CLUSTERS				AGE CLUSTERS: MALE			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	UNDER 40	40-49 50	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	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	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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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	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	3.54	3.66	3.58	3.72



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

BANNER 2

	TOTAL	AGE CLUSTERS:				GENDER		RACIAL BACKGROUND				RACIAL	RACIAL	6-12TH GRADE				
		FEMALE										BACKGROUND:	BACKGROUND:	CHILDREN HOUSEHOLD				
												MALE	FEMALE					
		UNDER	OVER	UNDER	OVER	MALE	FEMALE	WHITE	NON-	African	His-	WHITE	AFRICN	WHITE	AFRICN	ONE	TWO	THREE/
		40	40	50	50				WHITE	Amer./	panic/		AMER./		AMER./			MORE
										Black	Latino		BLACK		BLACK			
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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32. HOW FAMILIAR ARE YOU WITH THE RISKS OR CONSEQUENCES ASSOCIATED WITH UNDERAGE DRINKING?

BANNER 3

	TOTAL	AGES OF CHILDREN IN GRADES 6 THROUGH 12						CHILDREN AGES		CHILDREN AGES		CHILDREN AGES		GENDERS OF CHILDREN			EVER TALKED	
								GRADES 6-12:		GRADES 6-12:		GRADES 6-12:		IN GRADES 6-12			ABOUT ALCOHOL	
								MALE ONLY		FEMALE ONLY		MALE & FEMALE					MISUSE	
		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				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
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?

BANNER 4

	TOTAL	HOW OFTEN DO YOU TALK ABOUT ALCOHOL MISUSE/UNDERAGE DRNK			TALKED ABOUT MISUSE LAST FEW MONTHS		DO YOU THINK UNDERAGE DRINKING IN COMMUNITY IS A PROBLEM				HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR CHILDREN TO TRY ALCOHOLIC DRINK			YOU/ANOTHER CAUGHT CHILD WITH ALCOHOL	
		OFTEN	SOME-TIMES	RARELY	YES	NO	PRO-BLEM	Seri-ous	Minor	NOT PROB. AT ALL	CON-CERNED	Very	Slight-ly	NOT CON-CERNED	14/YOUNG-ER	15-17	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
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?

BANNER 5

	TOTAL	HOW OFTEN DO ADULTS IN				IS ALCOHOL VISIBLE			LOCK ON		ALCOHOL CONSUMPTION			YOU/SOMEONE		WORRIED ABOUT CHILD			CHILD MOOD		
		HOUSEHOLD DRINK				OR HIDDEN IN HOUSE			LIQUOR		CHANGED SINCE START			DRINK TO COPE		TURNING TO ALCOHOL DUE			CHANGE SINCE		
									CABINET		OF COVID-19 PANDEMIC			DUE TO COVID		TO COVID-19 PANDEMIC			START OF PAND		
		DRINK	Regul-	Not	NEVER	VISI-	HIDDEN	NONE	YES	NO	INCR-	STAYED	DECR-	YES	NO	WORR-	Very	Slight	NOT	YES	NO
			arly	arly		BLE		IN THE			EASED	CONSIS	EASED			IED		-ly	WORR-		
								HOUSE				-TENT							IED		
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?

BANNER 6

	TOTAL		CHILD MENTION		S/R/H ADS		FAMILIAR WITH RISKS OR				KNOW WHERE TO		EVER HEARD OF		EVER VISITED		BEST DESCRIBES THE		
	ALCOHOL SINCE		STOP UNDERAGE		DRINKING		CONSEQUENCES ASSOCIATED				LEARN RISKS/		TALK IT OUT		TALK IT OUT		AREA WHERE YOU LIVE		
	START OF PAND						WITH UNDERAGE DRINKING				CONSEQUENCES		NC		NC SITES				
	YES	NO	YES	NO/	YES	NO/	FAMI-	Very	Slight	NOT	YES	NO/	YES	NO/	YES	NO/	CITY	SUBURB	S.CITY
				DON'T		LIAR			-ly	FAMI-		DON'T		DON'T		DON'T	100K/	OF	/TOWN/
				KNOW						LIAR		KNOW		KNOW		KNOW	MORE	CITY	RURAL
Total	505	109	396	205	300	477	343	135	28	416	89	175	330	49	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	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	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	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	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?

BANNER 7

	TOTAL	ANNUAL INCOME						INCOME CLUSTERS						EDUCATION		EDUCATION: MALE		EDUCATION: FEMALE	
		UNDER \$20K		\$20K-\$40K		\$40K-\$60K		\$60K-\$100K		\$100K-\$150K		OVER \$150K		LESS THAN COLLEGE		COLLEGE GRAD./POST		LESS THAN COLLEGE	
Total	505	45	93	96	131	94	45	139	366	234	271	365	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	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



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

BANNER 8

	TOTAL	MARITAL STATUS				MARITAL STATUS:		MARITAL STATUS:	
						MALE		FEMALE	
		SINGLE	MARR- IED	SEPA- RATED/ DIVRCE	WIDOW- IED	SINGLE	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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33. DO YOU KNOW WHERE TO LEARN ABOUT RISKS OR CONSEQUENCES ASSOCIATED WITH UNDERAGE DRINKING?

BANNER 1

	TOTAL	AREA							AGE			AGE CLUSTERS				AGE CLUSTERS: MALE			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	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	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	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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33. DO YOU KNOW WHERE TO LEARN ABOUT RISKS OR CONSEQUENCES ASSOCIATED WITH UNDERAGE DRINKING?

BANNER 2

	TOTAL	AGE CLUSTERS:				GENDER		RACIAL BACKGROUND				RACIAL		RACIAL		6-12TH GRADE		
		FEMALE										BACKGROUND:		BACKGROUND:		CHILDREN HOUSEHOLD		
												MALE		FEMALE				
		UNDER	OVER	UNDER	OVER	MALE	FEMALE	WHITE	NON-	Africn	His-	WHITE	AFRICN	WHITE	AFRICN	ONE	TWO	THREE/
		40	40	50	50				WHITE	Amer./	panic/		AMER./		AMER./			MORE
										Black	Latino		BLACK		BLACK			
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	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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33. DO YOU KNOW WHERE TO LEARN ABOUT RISKS OR CONSEQUENCES ASSOCIATED WITH UNDERAGE DRINKING?

BANNER 3

	TOTAL	AGES OF CHILDREN IN GRADES 6 THROUGH 12						CHILDREN AGES	CHILDREN AGES	CHILDREN AGES	GENDERS OF CHILDREN			EVER TALKED				
								GRADES 6-12:	GRADES 6-12:	GRADES 6-12:	IN GRADES 6-12			ABOUT ALCOHOL				
								MALE ONLY	FEMALE ONLY	MALE & FEMALE				MISUSE				
		10-14 YEARS	15 YEARS/ OLDER	Fif- teen	Six- teen	Seven- teen	18 Years/ Older	10-14 YEARS	15 YEARS/ OLDER	10-14 YEARS	15 YEARS/ OLDER	10-14 YEARS	15 YEARS/ OLDER	MALE ONLY	FEMALE 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	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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33. DO YOU KNOW WHERE TO LEARN ABOUT RISKS OR CONSEQUENCES ASSOCIATED WITH UNDERAGE DRINKING?

BANNER 4

	TOTAL	HOW OFTEN DO YOU TALK ABOUT ALCOHOL MISUSE/UNDERAGE DRNK				TALKED ABOUT MISUSE LAST FEW MONTHS		DO YOU THINK UNDERAGE DRINKING IN COMMUNITY IS A PROBLEM				HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR CHILDREN TO TRY ALCOHOLIC DRINK			YOU/ANOTHER CAUGHT CHILD WITH ALCOHOL	
		OFTEN	SOME- TIMES	RARELY	YES	NO	PRO- BLEM	Seri- ous	Minor	NOT PROB. AT ALL	CON- CERNED	Very	Slight- ly	NOT CON- CERNED	14/ YOUNG- ER	15-17	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	
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	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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33. DO YOU KNOW WHERE TO LEARN ABOUT RISKS OR CONSEQUENCES ASSOCIATED WITH UNDERAGE DRINKING?

BANNER 5

	TOTAL	HOW OFTEN DO ADULTS IN				IS ALCOHOL VISIBLE			LOCK ON		ALCOHOL CONSUMPTION			YOU/SOMEONE		WORRIED ABOUT CHILD			CHILD MOOD		
		HOUSEHOLD DRINK				OR HIDDEN IN HOUSE			LIQUOR		CHANGED SINCE START			DRINK TO COPE		TURNING TO ALCOHOL DUE			CHANGE SINCE		
									CABINET			OF COVID-19 PANDEMIC		DUE TO COVID		TO COVID-19 PANDEMIC			START OF PAND		
		DRINK	Regul- arly	Not Regul- arly	NEVER	VISI- BLE	HIDDEN	NONE IN THE HOUSE	YES	NO	INCR- EASED	STAYED CONSIS	DECR- EASED	YES	NO	WORR- IED	Very	Slight -ly	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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33. DO YOU KNOW WHERE TO LEARN ABOUT RISKS OR CONSEQUENCES ASSOCIATED WITH UNDERAGE DRINKING?

BANNER 6

	TOTAL	CHILD MENTION		S/R/H ADS		FAMILIAR WITH RISKS OR				KNOW WHERE TO		EVER HEARD OF		EVER VISITED		BEST DESCRIBES THE		
		ALCOHOL SINCE		STOP UNDERAGE		CONSEQUENCES ASSOCIATED				LEARN RISKS/		TALK IT OUT		TALK IT OUT		AREA WHERE YOU LIVE		
		START OF PAND		DRINKING		WITH UNDERAGE DRINKING				CONSEQUENCES		NC		NC SITES				
		YES	NO	YES	NO/	FAMI-	Very	Slight	NOT	YES	NO/	YES	NO/	YES	NO/	CITY	SUBURB	S.CITY
					DON'T	LIAR		-ly	FAMI-		DON'T		DON'T		DON'T	100K/	OF	//TOWN/
					KNOW				LIAR		KNOW		KNOW		KNOW	MORE	CITY	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	56.0	94.6	75.5	75.2	54.5	65.9



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

BANNER 7

	TOTAL	ANNUAL INCOME						INCOME CLUSTERS						EDUCATION		EDUCATION: MALE		EDUCATION: FEMALE	
		UNDER \$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K-\$150K	OVER \$150K	UNDER \$40K	OVER \$40K	UNDER \$60K	OVER \$60K	UNDER \$100K	OVER \$100K	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./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	14.5	12.4	17.3	29.9	21.1	16.4	18.4	17.1	16.3	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	71.1	75.2	65.3	40.2	57.7	67.2	63.2	65.9	67.5	57.1	64.5	64.9	69.9	62.1	61.3	68.1



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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?

BANNER 8

	TOTAL	MARITAL STATUS					MARITAL STATUS:		MARITAL STATUS:	
							MALE		FEMALE	
		SINGLE	MARR-	SEPA-	WIDOW-	SINGLE	MARR-	SINGLE	MARR-	
			IED	RATED/	ED		IED		IED	
				DIVRCE						
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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NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 1

	TOTAL	AREA							AGE			AGE CLUSTERS				AGE CLUSTERS: MALE			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	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	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?

BANNER 2

	TOTAL	AGE CLUSTERS:				GENDER		RACIAL BACKGROUND				RACIAL	RACIAL	6-12TH GRADE				
		FEMALE										BACKGROUND: MALE	BACKGROUND: FEMALE	CHILDREN HOUSEHOLD				
		UNDER 40	OVER 40	UNDER 50	OVER 50	MALE	FEMALE	WHITE	NON-WHITE	African American	Hispanic/Latino	WHITE	AFRICAN AMERICAN	WHITE	AFRICAN AMERICAN	ONE	TWO	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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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 3

	TOTAL	AGES OF CHILDREN IN GRADES 6 THROUGH 12						CHILDREN AGES		CHILDREN AGES		CHILDREN AGES		GENDERS OF CHILDREN			EVER TALKED	
								GRADES 6-12:		GRADES 6-12:		GRADES 6-12:		IN GRADES 6-12			ABOUT ALCOHOL	
								MALE ONLY		FEMALE ONLY		MALE & FEMALE					MISUSE	
		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				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
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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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 4

	TOTAL	HOW OFTEN DO YOU TALK ABOUT ALCOHOL MISUSE/UNDERAGE DRNK				TALKED ABOUT MISUSE LAST FEW MONTHS		DO YOU THINK UNDERAGE DRINKING IN COMMUNITY IS A PROBLEM				HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR CHILDREN TO TRY ALCOHOLIC DRINK		YOU/ANOTHER CAUGHT CHILD WITH ALCOHOL	
		OFTEN	SOME- TIMES	RARELY	YES	NO	PRO- BLEM	Seri- ous	Minor	NOT PROB. AT ALL	CON- CERNED	Very	Slight- ly	NOT CON- CERNED	14/ YOUNG- ER	15-17	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
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?

BANNER 5

	TOTAL	HOW OFTEN DO ADULTS IN				IS ALCOHOL VISIBLE			LOCK ON		ALCOHOL CONSUMPTION			YOU/SOMEONE		WORRIED ABOUT CHILD			CHILD MOOD		
		HOUSEHOLD DRINK				OR HIDDEN IN HOUSE			LIQUOR		CHANGED SINCE START			DRINK TO COPE		TURNING TO ALCOHOL DUE			CHANGE SINCE		
									CABINET		OF COVID-19 PANDEMIC	DECR-	YES	NO	WORR-	Very	Slight	NOT	YES	NO	
		DRINK	Regul-	Not	NEVER	VISI-	HIDDEN	NONE	YES	NO	INCR-	STAYED	DECR-	YES	NO	WORR-	Very	Slight	NOT	YES	NO
			arly	Regul-		BLE		IN THE			EASED	CONSIG	EASED			IED		-ly	WORR-		
				arly				HOUSE				-TENT						IED			
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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34. HAVE YOU EVER HEARD OF TALK IT OUT NC?

BANNER 6

	TOTAL	CHILD MENTION		S/R/H ADS		FAMILIAR WITH RISKS OR				KNOW WHERE TO		EVER HEARD OF		EVER VISITED		BEST DESCRIBES THE		
		ALCOHOL SINCE		STOP UNDERAGE		CONSEQUENCES ASSOCIATED				LEARN RISKS/		TALK IT OUT		TALK IT OUT		AREA WHERE YOU LIVE		
		START OF PAND		DRINKING		WITH UNDERAGE DRINKING				CONSEQUENCES		NC		NC SITES				
		YES	NO	YES	NO/	FAMI-	Very	Slight	NOT	YES	NO/	YES	NO/	YES	NO/	CITY	SUBURB	S.CITY
				DON'T	LIAR		-ly	FAMI-		DON'T		DON'T		DON'T	100K/	OF	/TOWN/	
				KNOW				LIAR		KNOW		KNOW		KNOW	MORE	CITY	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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34. HAVE YOU EVER HEARD OF TALK IT OUT NC?

BANNER 7

	TOTAL	ANNUAL INCOME						INCOME CLUSTERS						EDUCATION		EDUCATION: MALE		EDUCATION: FEMALE	
		UNDER \$20K		\$20K-\$40K		\$40K-\$60K		\$60K-\$100K		\$100K-\$150K		\$150K+		UNDER \$40K		\$40K-\$60K		\$60K-\$100K	
		LESS THAN COLLEGE	GRAD./POST	LESS THAN COLLEGE	GRAD./POST	LESS THAN COLLEGE	GRAD./POST	LESS THAN COLLEGE	GRAD./POST	LESS THAN COLLEGE	GRAD./POST	LESS THAN COLLEGE	GRAD./POST	LESS THAN COLLEGE	GRAD./POST	LESS THAN COLLEGE	GRAD./POST	LESS THAN COLLEGE	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



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

BANNER 8

	TOTAL	MARITAL STATUS					MARITAL STATUS:		MARITAL STATUS:	
							MALE		FEMALE	
		SINGLE	MARR-	SEPA-	WIDOW-	SINGLE	MARR-	SINGLE	MARR-	
		IED	RATED/	ED		IED		IED		
			DIVRCE							
Total	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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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?

BANNER 1

	TOTAL	AREA							AGE			AGE CLUSTERS				AGE CLUSTERS: MALE			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	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	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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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?

BANNER 2

	TOTAL	AGE CLUSTERS:				GENDER		RACIAL BACKGROUND				RACIAL	RACIAL	6-12TH GRADE				
		FEMALE										BACKGROUND: MALE	BACKGROUND: FEMALE	CHILDREN HOUSEHOLD				
		UNDER 40	OVER 40	UNDER 50	OVER 50	MALE	FEMALE	WHITE	NON-WHITE	African American/Black	Hispanic/Latino	WHITE	AFRICN/BLACK	WHITE	AFRICN/BLACK	ONE	TWO	THREE/MORE
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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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?

BANNER 3

	TOTAL	AGES OF CHILDREN IN GRADES 6 THROUGH 12						CHILDREN AGES		CHILDREN AGES		CHILDREN AGES		GENDERS OF CHILDREN			EVER TALKED	
								GRADES 6-12:		GRADES 6-12:		GRADES 6-12:		IN GRADES 6-12			ABOUT ALCOHOL	
								MALE ONLY		FEMALE ONLY		MALE & FEMALE					MISUSE	
		10-14 YEARS	15 YEARS/ OLDER	Fif- teen	Six- teen	Seven- teen	18 Years/ Older	10-14 YEARS	15 YEARS/ OLDER	10-14 YEARS	15 YEARS/ OLDER	10-14 YEARS	15 YEARS/ OLDER	MALE ONLY	FEMALE ONLY	BOTH MALE & FEMALE	YES	NO/NOT YET/ 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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-43.8	-37.1	-59.6	-65.2	-50.4	-83.5	13.9	-30.6	-35.4	-41.6	-88.9	-41.9	-63.2	-33.0	-55.8	-44.0	-44.3	-41.2



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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?

BANNER 4

	TOTAL	HOW OFTEN DO YOU TALK ABOUT ALCOHOL MISUSE/UNDERAGE DRNK				TALKED ABOUT MISUSE LAST FEW MONTHS		DO YOU THINK UNDERAGE DRINKING IN COMMUNITY IS A PROBLEM					HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL			AGE APPROPRIATE FOR YOUR CHILDREN TO TRY ALCOHOLIC DRINK			YOU/ANOTHER CAUGHT CHILD WITH ALCOHOL	
		OFTEN	SOME-TIMES	RARELY	YES	NO	PRO-BLEM	Seri-ous	Minor	NOT PROB. AT ALL	CON-CERNED	Very	Slight-ly	NOT CON-CERNED	14/YOUNG-ER	15-17	18/OLDER	YES	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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35. HAVE YOU EVER VISITED THE TALKITOUTNC.ORG WEBSITE, FACEBOOK PAGE, INSTAGRAM PROFILE, TWITTER PROFILE, AND/OR YOUTUBE SITE?

BANNER 5

	TOTAL	HOW OFTEN DO ADULTS IN HOUSEHOLD DRINK				IS ALCOHOL VISIBLE OR HIDDEN IN HOUSE			LOCK ON LIQUOR CABINET		ALCOHOL CONSUMPTION CHANGED SINCE START OF COVID-19 PANDEMIC			YOU/SOMEONE DRINK TO COPE DUE TO COVID		WORRIED ABOUT CHILD TURNING TO ALCOHOL DUE TO COVID-19 PANDEMIC			CHILD MOOD CHANGE SINCE START OF PAND		
		DRINK	Regul- arly	Not Regul- arly	NEVER	VISI- BLE	HIDDEN	NONE IN THE HOUSE	YES	NO	INCR- EASED	STAYED CONSIS	DECR- EASED	YES	NO	WORR- IED	Very	Slight -ly	NOT WORR- IED	YES	NO
Total	175	148	52	95	27	71	48	56	79	96	32	92	51	48	128	43	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	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	53.4	-2.6	-63.5	-17.7	-61.3



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

BANNER 6

TOTAL	CHILD MENTION		S/R/H ADS		FAMILIAR WITH RISKS OR				KNOW WHERE TO		EVER HEARD OF		EVER VISITED		BEST DESCRIBES THE			
	ALCOHOL SINCE	START OF PAND	STOP UNDERAGE	DRINKING	CONSEQUENCES ASSOCIATED	WITH UNDERAGE DRINKING	CONSEQUENCES	NOT	LEARN RISKS/	TALK IT OUT	TALK IT OUT	NC	NC SITES	AREA WHERE YOU LIVE				
	YES	NO	YES	NO/	FAMI-	Very	Slight	NOT	YES	NO/	YES	NO/	YES	NO/	CITY	SUBURB	S.CITY	
				DON'T	LIAR		-ly	FAMI-		DON'T		DON'T		DON'T	100K/	OF	/TOWN/	
				KNOW				LIAR		KNOW		KNOW		KNOW	MORE	CITY	RURAL	
Total	175	45	130	94	81	172	132	41	3	158	17	175	-	49	126	42	54	79
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
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
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-43.8	15.3	-64.2	-29.7	-60.1	-43.4	-40.6	-52.4	-65.9	-39.5	-84.0	-43.8	-	100.0	-100.0	0.1	-56.2	-58.3



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

BANNER 7

	TOTAL	ANNUAL INCOME						INCOME CLUSTERS						EDUCATION		EDUCATION: MALE		EDUCATION: FEMALE	
		UNDER \$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K-\$150K	OVER \$150K	UNDER \$40K	OVER \$40K	UNDER \$60K	OVER \$60K	UNDER \$100K	OVER \$100K	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./POST	LESS THAN COLLEGE	COLLEGE GRAD./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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35. HAVE YOU EVER VISITED THE TALKITOUTNC.ORG WEBSITE, FACEBOOK PAGE, INSTAGRAM PROFILE, TWITTER PROFILE, AND/OR YOUTUBE SITE?

BANNER 8

	TOTAL	MARITAL STATUS				MARITAL STATUS:		MARITAL STATUS:	
						MALE		FEMALE	
		SINGLE	MARR- IED	SEPA- RATED/ DIVRCE	WIDOW- IED	SINGLE	MARR- IED	SINGLE	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



**START THE CONVERSATION.
STOP UNDERAGE DRINKING**

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

BANNER 1

[illegible]



**START THE CONVERSATION.
STOP UNDERAGE DRINKING.**

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

BANNER 2

[illegible]

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

BANNER 3

[illegible]



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

BANNER 4

[illegible]



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

BANNER 5

[illegible]



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

BANNER 6

[illegible]



**START THE CONVERSATION.
STOP UNDERAGE DRINKING**

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

BANNER 7

[illegible]



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NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

37. WHAT IS YOUR ANNUAL HOUSEHOLD INCOME BEFORE TAXES?

BANNER 1

	TOTAL	AREA							AGE			AGE CLUSTERS				AGE CLUSTERS: MALE			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	UNDER 40	40-49 50	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	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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37. WHAT IS YOUR ANNUAL HOUSEHOLD INCOME BEFORE TAXES?

BANNER 2

	TOTAL	AGE CLUSTERS:				GENDER		RACIAL BACKGROUND				RACIAL BACKGROUND:		RACIAL BACKGROUND:		6-12TH GRADE CHILDREN HOUSEHOLD		
		FEMALE										MALE		FEMALE				
		UNDER 40	OVER 40	UNDER 50	OVER 50	MALE	FEMALE	WHITE	NON-WHITE	African American	Hispanic/Latino	WHITE	AFRICN AMER.	WHITE	AFRICN AMER.	ONE	TWO	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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37. WHAT IS YOUR ANNUAL HOUSEHOLD INCOME BEFORE TAXES?

BANNER 3

	TOTAL AGES OF CHILDREN IN GRADES 6 THROUGH 12							CHILDREN AGES GRADES 6-12:			CHILDREN AGES GRADES 6-12:			CHILDREN AGES GRADES 6-12:			GENDERS OF CHILDREN IN GRADES 6-12		EVER TALKED
																			ABOUT ALCOHOL
								MALE ONLY			FEMALE ONLY			MALE & FEMALE					MISUSE
	10-14	15	Fif-	Six-	Seven-	18	10-14	15	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/	YEARS	YEARS/	ONLY	ONLY	MALE &		YET/
		OLDER				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	
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?

BANNER 4

	TOTAL	HOW OFTEN DO YOU TALK ABOUT ALCOHOL MISUSE/UNDERAGE DRNK				TALKED ABOUT MISUSE LAST FEW MONTHS		DO YOU THINK UNDERAGE DRINKING IN COMMUNITY IS A PROBLEM				HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR CHILDREN TO TRY ALCOHOLIC DRINK		YOU/ANOTHER CAUGHT CHILD WITH ALCOHOL	
		OFTEN	SOME-TIMES	RARELY	YES	NO	PRO-BLEM	Seri-ous	Minor	NOT PROB. AT ALL	CON-CERNED	Very	Slight-ly	NOT CON-CERNED	14/YOUNG-ER	15-17	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
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?

BANNER 5

	TOTAL	HOW OFTEN DO ADULTS IN				IS ALCOHOL VISIBLE			LOCK ON		ALCOHOL CONSUMPTION			YOU/SOMEONE		WORRIED ABOUT CHILD			CHILD MOOD		
		HOUSEHOLD DRINK				OR HIDDEN IN HOUSE			LIQUOR		CHANGED SINCE START			DRINK TO COPE		TURNING TO ALCOHOL DUE			CHANGE SINCE		
									CABINET		OF COVID-19 PANDEMIC			DUE TO COVID		TO COVID-19 PANDEMIC			START OF PAND		
		DRINK	Regul-	Not	NEVER	VISI-	HIDDEN	NONE	YES	NO	INCR-	STAYED	DECR-	YES	NO	WORR-	Very	Slight	NOT	YES	NO
		arly	Regul-		BLE		IN THE			EASED	CONSI	EASED			IED		-ly	WORR-			
			arly				HOUSE				-TENT							IED			
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?

BANNER 6

	TOTAL	CHILD MENTION		S/R/H ADS		FAMILIAR WITH RISKS OR				KNOW WHERE TO		EVER HEARD OF		EVER VISITED		BEST DESCRIBES THE		
		ALCOHOL SINCE		STOP UNDERAGE		CONSEQUENCES ASSOCIATED				LEARN RISKS/		TALK IT OUT		TALK IT OUT		AREA WHERE YOU LIVE		
		START OF PAND		DRINKING		WITH UNDERAGE DRINKING				CONSEQUENCES		NC		NC SITES				
		YES	NO	YES	NO/	FAMI-	Very	Slight	NOT	YES	NO/	YES	NO/	YES	NO/	CITY	SUBURB	S.CITY
				DON'T	LIAR					DON'T		DON'T		DON'T	100K/	OF	/TOWN/	
				KNOW				LIAR		KNOW		KNOW		KNOW	MORE	CITY	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	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	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?

BANNER 7

	TOTAL	ANNUAL INCOME						INCOME CLUSTERS						EDUCATION		EDUCATION: MALE		EDUCATION: FEMALE	
		UNDER \$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K-\$150K	OVER \$150K	UNDER \$40K	OVER \$40K	UNDER \$60K	OVER \$60K	UNDER \$100K	OVER \$100K	LESS THAN COLLEGE	COLLEGE GRAD. / POST	LESS THAN COLLEGE	COLLEGE GRAD. / POST	LESS THAN COLLEGE	COLLEGE 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



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37. WHAT IS YOUR ANNUAL HOUSEHOLD INCOME BEFORE TAXES?

BANNER 8

	TOTAL	MARITAL STATUS				MARITAL STATUS:		MARITAL STATUS:	
						MALE		FEMALE	
		SINGLE	MARR-	SEPA-	WIDOW-	SINGLE	MARR-	SINGLE	MARR-
		IED	RATED/	DIVRCE	ED	IED	IED	IED	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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38. WHAT IS THE LAST GRADE OF FORMAL EDUCATION YOU HAVE COMPLETED?

BANNER 1

	TOTAL	AREA							AGE			AGE CLUSTERS				AGE CLUSTERS: MALE			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	UNDER 40	40-49 50	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	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	0.5	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	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	38.1	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	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	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	-8.1	-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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38. WHAT IS THE LAST GRADE OF FORMAL EDUCATION YOU HAVE COMPLETED?

BANNER 2

	TOTAL	AGE CLUSTERS:				GENDER		RACIAL BACKGROUND				RACIAL BACKGROUND:		RACIAL BACKGROUND:		6-12TH GRADE CHILDREN HOUSEHOLD		
		FEMALE										MALE		FEMALE				
		UNDER 40	OVER 40	UNDER 50	OVER 50	MALE	FEMALE	WHITE	NON-WHITE	African American	Hispanic/Latino	WHITE	AFRICAN AMERICAN	WHITE	AFRICAN AMERICAN	ONE	TWO	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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38. WHAT IS THE LAST GRADE OF FORMAL EDUCATION YOU HAVE COMPLETED?

BANNER 3

	TOTAL	AGES OF CHILDREN IN GRADES 6 THROUGH 12							CHILDREN AGES		CHILDREN AGES		CHILDREN AGES		GENDERS OF CHILDREN		EVER TALKED	
									GRADES 6-12:		GRADES 6-12:		GRADES 6-12:		IN GRADES 6-12		ABOUT ALCOHOL	
									MALE ONLY		FEMALE ONLY		MALE & FEMALE				MISUSE	
		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				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
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?

BANNER 4

	TOTAL	HOW OFTEN DO YOU TALK ABOUT ALCOHOL MISUSE/UNDERAGE DRNK					TALKED ABOUT MISUSE LAST FEW MONTHS					DO YOU THINK UNDERAGE DRINKING IN COMMUNITY IS A PROBLEM					HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR CHILDREN TO TRY ALCOHOLIC DRINK				YOU/ANOTHER CAUGHT CHILD WITH ALCOHOL	
		OFTEN	SOME-TIMES	RARELY	YES	NO	PRO-BLEM	Serious	Minor	NOT PROB. AT ALL	CON-CERNED	Very	Slightly	NOT CON-CERNED	14/YOUNG-ER	15-17	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							
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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38. WHAT IS THE LAST GRADE OF FORMAL EDUCATION YOU HAVE COMPLETED?

BANNER 5

	TOTAL	HOW OFTEN DO ADULTS IN HOUSEHOLD DRINK				IS ALCOHOL VISIBLE OR HIDDEN IN HOUSE			LOCK ON LIQUOR CABINET		ALCOHOL CONSUMPTION CHANGED SINCE START OF COVID-19 PANDEMIC			YOU/SOMEONE DRINK TO COPE DUE TO COVID		WORRIED ABOUT CHILD TURNING TO ALCOHOL DUE TO COVID-19 PANDEMIC			CHILD MOOD CHANGE SINCE START OF PAND		
		DRINK	Regul- arly	Not Regul- arly	NEVER	VISI- BLE	HIDDEN	NONE IN THE HOUSE	YES	NO	INCR- EASED	STAYED CONSIG- TENT	DECR- EASED	YES	NO	WORR- IED	Very	Slight -ly	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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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?

BANNER 6

	TOTAL	CHILD MENTION ALCOHOL SINCE START OF PAND	S/R/H ADS STOP UNDERAGE DRINKING	FAMILIAR WITH RISKS OR CONSEQUENCES ASSOCIATED WITH UNDERAGE DRINKING	KNOW WHERE TO LEARN RISKS/ CONSEQUENCES	EVER HEARD OF TALK IT OUT NC	EVER VISITED TALK IT OUT NC SITES	BEST DESCRIBES THE AREA WHERE YOU LIVE										
	YES	NO	YES	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	SUBURB OF CITY	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?

BANNER 7

	TOTAL	ANNUAL INCOME						INCOME CLUSTERS						EDUCATION		EDUCATION: MALE		EDUCATION: FEMALE	
		UNDER \$20K	\$20K-\$40K	\$40K-\$60K	\$60K-\$100K	\$100K-\$150K	OVER \$150K	UNDER \$40K	OVER \$40K	UNDER \$60K	OVER \$60K	UNDER \$100K	OVER \$100K	LESS THAN COLLEGE	COLLEGE/POST GRAD.	LESS THAN COLLEGE	COLLEGE/POST GRAD.	LESS THAN COLLEGE	COLLEGE/POST GRAD.
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	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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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?

BANNER 8

	TOTAL	MARITAL STATUS					MARITAL STATUS:		MARITAL STATUS:	
							MALE		FEMALE	
		SINGLE	MARR-	SEPA-	WIDOW-	SINGLE	MARR-	SINGLE	MARR-	
		IED	IED	RATED/	IED	IED	IED	IED	IED	
				DIVRCE						
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?

BANNER 1

[illegible]

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES

NORTH CAROLINA SURVEY: PARENTS OF MIDDLE & HIGH SCHOOL STUDENTS

39. WHAT IS YOUR CURRENT MARITAL STATUS?

BANNER 2

[illegible]



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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?

BANNER 3

[illegible]



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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?

BANNER 4

[illegible]



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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?

BANNER 5

[illegible]



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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?

BANNER 6

[illegible]



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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?

BANNER 7

[illegible]



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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?

BANNER 8

[illegible]



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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?

BANNER 1

[illegible]

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?

BANNER 2

[illegible]



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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?

BANNER 3

[illegible]



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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?

BANNER 4

[illegible]



**START THE CONVERSATION.
STOP UNDERAGE DRINKING.**

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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?

BANNER 5

[illegible]



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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?

BANNER 6

[illegible]



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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?

BANNER 7

[illegible]

