



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

## North Carolina Survey

**Universe:** Middle & High School Students

**Method:** Online Interviews

**Sample Size:** 306

**Margin of Error:** +/- 5.6%

**Field Dates:** May 3-19, 2023

### 1. WHAT GRADE ARE YOU IN?

<b>Total</b>	<b>306</b>
<b>6TH-8TH GRADE</b>	<b>45.1</b>
6th Grade	15.2
7th Grade	15.1
8th Grade	14.8
<b>9TH-12TH GRADE</b>	<b>54.9</b>
9th Grade	13.2
10th Grade	13.6
11th Grade	13.9
12th Grade	14.2
<b>Net Diff.</b>	<b>-9.8</b>

### 2. HOW OLD ARE YOU?

<b>Total</b>	<b>306</b>
<b>FOURTEEN/YOUNGER</b>	<b>49.2</b>
Eleven	6.6
Twelve	10.0
Thirteen	18.9
Fourteen	13.7
<b>FIFTEEN/OLDER</b>	<b>50.8</b>
Fifteen	9.2
Sixteen	18.7
Seventeen	10.9
Eighteen/Older	12.0
<b>PREFER NOT TO SAY</b>	<b>-</b>
<b>Net Diff.</b>	<b>40.0</b>
<b>Mean</b>	<b>14.68</b>

### 3. DO YOU KNOW PEOPLE AROUND YOUR AGE WHO TALK ABOUT ALCOHOL LIKE BEER, WINE, WINE COOLERS, AND/OR LIQUOR?

<b>Total</b>	<b>306</b>
<b>YES</b>	<b>60.4</b>
<b>NO</b>	<b>39.6</b>
<b>DON'T KNOW</b>	<b>-</b>
<b>Net Diff.</b>	<b>20.9</b>

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

<b>Total</b>	<b>306</b>
<b>OKAY TO DRINK ALCOHOL</b>	<b>31.7</b>
<b>NOT OKAY TO DRINK</b>	<b>67.8</b>
<b>DON'T KNOW</b>	<b>0.4</b>
<b>Net Diff.</b>	<b>-36.1</b>

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

<b>Total</b>	<b>306</b>
<b>YES</b>	<b>67.2</b>
<b>NO</b>	<b>31.3</b>
<b>DON'T KNOW</b>	<b>1.5</b>
<b>Net Diff.</b>	<b>35.9</b>

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

<b>Total Answering</b>	<b>206</b>
<b>14 YEARS/YOUNGER</b>	<b>64.5</b>
<b>Nine Years/Younger</b>	<b>4.4</b>
Ten Years	4.3
Eleven Years	5.5
Twelve Years	20.5
Thirteen Years	17.1
Fourteen Years	12.6
<b>15 YEARS/OLDER</b>	<b>35.5</b>
Fifteen Years	14.3
Sixteen Years	9.3
Seventeen Years	4.8
Eighteen Years/Older	7.1
<b>DON'T KNOW</b>	<b>-</b>
<b>Net Diff.</b>	<b>29.0</b>
<b>Mean</b>	<b>13.62</b>

**7. HOW OFTEN DO THEY DRINK ALCOHOL?**

<b>Total Answering</b>	<b>206</b>
<b>REGULARLY</b>	<b>36.5</b>
Daily	3.8
Weekly	18.7
Monthly	14.0
<b>RARE/SPECIAL OCCASIONS</b>	<b>63.0</b>
<b>DON'T KNOW</b>	<b>0.6</b>
<b>Net Diff.</b>	<b>-26.5</b>

**8. HOW DID THEY GET ACCESS TO ALCOHOL?**

<b>Total Answering</b>	<b>206</b>
<b>FROM THEIR HOME</b>	<b>50.3</b>
<b>FROM A FAMILY MEMBER</b>	<b>45.8</b>
<b>FROM A FRIEND</b>	<b>45.2</b>
<b>FROM A STORE</b>	<b>24.7</b>
<b>OTHER</b>	<b>7.2</b>
<b>DON'T KNOW</b>	<b>-</b>

**9. AT WHAT AGE, DO YOU THINK IT'S APPROPRIATE FOR YOUR FRIENDS TO START DRINKING ALCOHOL?**

<b>Total</b>	<b>306</b>
<b>14 YEARS/YOUNGER</b>	<b>4.9</b>
Ten or Younger	0.2
Eleven	0.9
Twelve	0.6
Thirteen	2.5
Fourteen	0.7
<b>15 YEARS-17 YEARS OLD</b>	<b>10.2</b>
Fifteen	2.3
Sixteen	6.1
Seventeen	1.8
<b>18 YEARS/OLDER</b>	<b>84.9</b>
Eighteen	14.5
Nineteen	3.3
Twenty	4.3
Twenty-One or Older	62.9
<b>DON'T KNOW</b>	<b>-</b>
<b>Mean</b>	<b>19.53</b>

**10. HOW OFTEN WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL...?**

<b>Total</b>	<b>306</b>
<b>OFTEN/SOMETIMES</b>	<b>51.8</b>
Often	13.9
Sometimes	38.0
<b>RARELY/NEVER</b>	<b>48.0</b>
Rarely	27.6
Never	20.4
<b>DON'T KNOW</b>	<b>0.2</b>
<b>Net Diff.</b>	<b>3.9</b>

**11. IN THE LAST FEW MONTHS, HAVE YOUR PARENTS TALKED TO YOU ABOUT ANY OF THE FOLLOWING?**

<b>Total</b>	<b>306</b>
<b>YES</b>	<b>56.3</b>
Alcohol Abuse	30.2
Alcohol Misuse	31.6
Underage Drinking	42.4
<b>NO/NONE OF THE ABOVE</b>	<b>43.7</b>
<b>DON'T KNOW</b>	<b>-</b>
<b>Net Diff.</b>	<b>12.6</b>

**12. MORE SPECIFICALLY, WHAT DID YOUR PARENTS MOSTLY TALK ABOUT?**

<b>Total</b>	<b>172</b>
<b>DON'T DRINK/UNDER 21</b>	<b>26.8</b>
<b>EFFECTS OF DRINKING</b>	<b>14.8</b>
<b>RESIST PEER PRESSURE</b>	<b>8.6</b>
<b>ADDICTION IN FAMILY</b>	<b>6.5</b>
<b>ALCOHOL/WINE/ETC</b>	<b>4.9</b>
<b>ALCOHOL ADDICTIVE</b>	<b>4.6</b>
<b>ALCOHOL BAD/FOR YOU</b>	<b>4.3</b>
<b>DON'T DRINK &amp; DRIVE</b>	<b>4.2</b>
<b>DRINK IN MODERATION</b>	<b>4.2</b>
<b>ALCOHOL ABUSE</b>	<b>2.8</b>
<b>CALL THEM IF PROBLEM</b>	<b>2.7</b>
<b>BIRDS AND BEES/SEX</b>	<b>1.7</b>
<b>DRUGS</b>	<b>1.5</b>
<b>VARIETY/ALL TOPICS</b>	<b>1.3</b>
<b>WORK/JOBS</b>	<b>1.1</b>
<b>SMOKING</b>	<b>1.1</b>
<b>MANNERS</b>	<b>0.7</b>
<b>MISC</b>	<b>5.4</b>
<b>DK/REFUSED</b>	<b>2.7</b>

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

<b>Total</b>	<b>306</b>
<b>YES</b>	<b>49.0</b>
<b>NO</b>	<b>19.5</b>
<b>UNSURE</b>	<b>31.5</b>
<b>DON'T KNOW</b>	<b>-</b>
<b>Net Diff.</b>	<b>29.4</b>

**14. DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A...?**

<b>Total</b>	<b>306</b>
<b>PROBLEM</b>	<b>84.3</b>
Serious	50.2
Minor	34.1
<b>NOT A PROBLEM AT ALL</b>	<b>15.3</b>
<b>DON'T KNOW</b>	<b>0.4</b>
<b>Net Diff.</b>	<b>69.0</b>

**15. DO YOU THINK IT WOULD HELP STOP UNDERAGE DRINKING IF PARENTS TALKED MORE TO THEIR CHILDREN ABOUT ALCOHOL AND THE DANGERS OF UNDERAGE DRINKING?**

<b>Total</b>	<b>306</b>
<b>HELP</b>	<b>92.5</b>
It Would Help	40.5
Maybe it Would Help	52.0
<b>IT WOULD NOT HELP</b>	<b>7.1</b>
<b>DON'T KNOW</b>	<b>0.4</b>
<b>Net Diff.</b>	<b>85.4</b>



**16. DO YOU THINK IT WOULD HELP STOP UNDERAGE DRINKING IF YOU AND YOUR FRIENDS IN SCHOOL TALKED MORE AMONGST YOURSELVES ABOUT ALCOHOL AND THE DANGERS OF UNDERAGE DRINKING?**

<b>Total</b>	<b>306</b>
<b>HELP</b>	<b>79.9</b>
It Would Help	30.4
Maybe it Would Help	49.5
<b>IT WOULD NOT HELP</b>	<b>19.7</b>
<b>DON'T KNOW</b>	<b>0.4</b>
<b>Net Diff.</b>	<b>60.2</b>

**17. WHEN PEOPLE YOUR AGE DRINK ALCOHOL, WHICH DO YOU THINK IS LIKELY TO HAPPEN?**

<b>Total</b>	<b>306</b>
<b>MAKE BAD/RISKY CHOICES</b>	<b>77.5</b>
<b>GET SICK</b>	<b>65.9</b>
<b>GET HURT</b>	<b>53.7</b>
<b>PASS OUT</b>	<b>47.7</b>
<b>BE MEAN OR A BULLY</b>	<b>33.4</b>
<b>OTHER</b>	<b>7.6</b>
<b>DON'T KNOW</b>	<b>0.2</b>

**18. HAVE YOUR THOUGHTS ABOUT ALCOHOL CHANGED SINCE THE START OF THE COVID-19 PANDEMIC?**

<b>Total</b>	<b>306</b>
<b>YES</b>	<b>17.3</b>
<b>NO</b>	<b>82.0</b>
<b>DON'T KNOW</b>	<b>0.6</b>
<b>Net Diff.</b>	<b>-64.7</b>

**19. IN WHAT WAYS HAVE YOUR THOUGHTS ABOUT ALCOHOL CHANGED SINCE THE START OF THE COVID-19 PANDEMIC?**

<b>Total Answering</b>	<b>53</b>
<b>THEY DRINK MORE/BORED</b>	<b>13.3</b>
<b>BAD/MORE AGAINST</b>	<b>11.3</b>
<b>LESS DRINKING</b>	<b>10.5</b>
<b>POSITIVE</b>	<b>7.7</b>
<b>WANT 2 DRINK/WLD HELP</b>	<b>5.8</b>
<b>COVID W/ALCOHOL BAD</b>	<b>3.7</b>
<b>BETTER WAYS</b>	<b>2.4</b>
<b>HELP PEOPLE GET BY</b>	<b>2.3</b>
<b>EASIER TO GET ALCOHOL</b>	<b>1.9</b>
<b>THOUGHT AGE WAS 18</b>	<b>1.8</b>
<b>SHLD USE MODERATELY</b>	<b>1.3</b>
<b>BORED</b>	<b>1.1</b>
<b>MORE RECEPTIVE</b>	<b>1.0</b>
<b>WORRIED</b>	<b>1.0</b>
<b>EFFECTS</b>	<b>1.0</b>
<b>THINK DIFFERENTLY</b>	<b>0.9</b>
<b>MANY THINGS/VARIETY</b>	<b>0.9</b>
<b>BETTER EATING HABITS</b>	<b>0.9</b>
<b>EFFECT ON PEOPLE</b>	<b>0.8</b>
<b>FIND SAFE WAY</b>	<b>0.8</b>
<b>BOOSTER</b>	<b>0.7</b>
<b>COULD GET SICK</b>	<b>0.7</b>
<b>MISC</b>	<b>2.4</b>
<b>DK/REFUSED</b>	<b>25.8</b>



**20. DO YOU KNOW SOMEONE AROUND YOUR AGE WHO BEGAN DRINKING ALCOHOL OR STARTED DRINKING MORE ALCOHOL AS A RESULT OF THE COVID-19 PANDEMIC?**

<b>Total</b>	<b>306</b>
<b>YES</b>	<b>26.9</b>
Began Drinking Alcohol	14.7
Started Drinking More	12.2
<b>NO, NEITHER</b>	<b>73.1</b>
<b>DON'T KNOW</b>	<b>-</b>
<b>Net Diff.</b>	<b>-46.2</b>

**21. HOW OFTEN DO YOU SEE ALCOHOL PRESENT IN THE SOCIAL MEDIA POSTS OF YOUR FRIENDS OR OTHER KIDS AROUND YOUR AGE?**

<b>Total</b>	<b>306</b>
<b>OFTEN/SOMETIMES</b>	<b>40.7</b>
Often	11.5
Sometimes	29.3
<b>RARELY/NEVER</b>	<b>59.3</b>
Rarely	31.1
Never	28.2
<b>DON'T KNOW</b>	<b>-</b>
<b>Net Diff.</b>	<b>-18.5</b>

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

<b>Total</b>	<b>306</b>
<b>FAMILIAR</b>	<b>82.6</b>
Very	44.5
Slightly	38.1
<b>NOT FAMILIAR</b>	<b>17.2</b>
Not That Familiar	10.5
Not at All	6.7
<b>DON'T KNOW</b>	<b>0.2</b>
<b>Net Diff.</b>	<b>65.5</b>
<b>Mean</b>	<b>3.21</b>

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

<b>Total</b>	<b>306</b>
<b>YES</b>	<b>73.4</b>
<b>NO</b>	<b>26.6</b>
<b>DON'T KNOW</b>	<b>-</b>
<b>Net Diff.</b>	<b>46.8</b>

**24. HAVE YOU EVER HEARD OF TALK IT OUT NC?**

<b>Total</b>	<b>306</b>
<b>YES</b>	<b>25.7</b>
<b>NO</b>	<b>73.9</b>
<b>DON'T KNOW</b>	<b>0.4</b>
<b>Net Diff.</b>	<b>-48.2</b>



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

<b>Total Answering</b>	<b>79</b>
<b>YES</b>	<b>36.6</b>
<b>NO</b>	<b>62.5</b>
<b>DON'T KNOW</b>	<b>0.9</b>
<b>Net Diff.</b>	<b>-25.9</b>

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

<b>Total</b>	<b>306</b>
<b>YES</b>	<b>14.5</b>
<b>NO</b>	<b>85.5</b>
<b>PREFER NOT TO SAY</b>	<b>-</b>
<b>Net Diff.</b>	<b>-71.0</b>

**27. WHAT IS YOUR MAIN RACIAL BACKGROUND?**

<b>Total</b>	<b>306</b>
<b>WHITE</b>	<b>57.5</b>
<b>NON-WHITE</b>	<b>42.5</b>
African American	22.0
Hispanic/Latino	14.5
Asian American	3.5
Native American	1.5
Other	1.0
<b>PREFER NOT TO SAY</b>	<b>-</b>

**28. WHAT IS YOUR GENDER?**

<b>Total</b>	<b>306</b>
<b>MALE</b>	<b>49.5</b>
<b>FEMALE</b>	<b>49.3</b>
<b>OTHER</b>	<b>1.2</b>

**29. HAVE YOU EVER TRIED ALCOHOL LIKE BEER, WINE, WINE COOLERS AND/OR LIQUOR?**

<b>Total</b>	<b>281</b>
<b>YES</b>	<b>37.3</b>
<b>NO</b>	<b>57.2</b>
<b>DON'T KNOW</b>	<b>5.5</b>
<b>Net Diff.</b>	<b>-19.9</b>

**30. HOW DID YOU GET ACCESS TO ALCOHOL?**

<b>Total</b>	<b>105</b>
<b>AT HOME</b>	<b>48.2</b>
<b>BROTHER OR SISTER</b>	<b>10.8</b>
<b>FRIEND</b>	<b>39.0</b>
<b>STORE</b>	<b>11.3</b>
<b>OTHER</b>	<b>12.0</b>
<b>DON'T KNOW</b>	<b>5.6</b>



**31. HAVE YOU EVER TURNED TO ALCOHOL TO FEEL BETTER AS A COPING MECHANISM?**

<b>Total</b>	<b>281</b>
<b>YES</b>	<b>9.1</b>
<b>NO</b>	<b>87.1</b>
<b>DON'T KNOW</b>	<b>3.7</b>
<b>Net Diff.</b>	<b>-78.0</b>

**32. HAVE YOU EVER BEEN CAUGHT BY A PARENT OR SIBLING DRINKING UNDERAGE?**

<b>Total</b>	<b>281</b>
<b>YES</b>	<b>8.4</b>
<b>NO</b>	<b>88.5</b>
<b>DON'T KNOW</b>	<b>3.1</b>
<b>Net Diff.</b>	<b>-80.1</b>

**33. SURVEY AREA:**

<b>Total</b>	<b>306</b>
<b>RALEIGH DMA</b>	<b>32.3</b>
Durham & Wake Counties	14.2
Rest of Raleigh	18.1
<b>CHARLOTTE DMA</b>	<b>28.8</b>
Gaston & Mecklenburg	12.9
Rest of Charlotte	15.9
<b>GREENSBORO DMA</b>	<b>17.4</b>
Forsythe & Guilford	9.0
Rest of Greensboro	8.4
<b>REST OF STATE</b>	<b>21.5</b>
Wilmington DMA	4.2
East DMAs	10.6
West DMAs	6.7