

**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA  
NC - PARENTS OF CHILDREN GRADES 6-12  
April 9, 2017**

1. ARE YOU THE PARENT OR LEGAL GUARDIAN OF A CHILD IN THIS HOUSEHOLD WHO IS IN THE SIXTH THROUGH TWELFTH GRADES? IF NOT, IS THERE A PARENT OR LEGAL GUARDIAN OF A CHILD IN THE SIXTH THROUGH TWELFTH GRADES IN THIS HOUSEHOLD THAT I CAN SPEAK TO?

Total	500
YES	100.0

2. HOW MANY CHILDREN DO YOU HAVE IN THE SIXTH THROUGH TWELFTH GRADES?

Total	500
1	55.7
2 OR MORE	42.6
2	33.2
3	7.1
4	1.1
5 OR MORE	1.2
DK/REFUSED	1.7
Mean	1.57

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

Total	500
10/YOUNGER	49.9
5/YOUNGER	8.1
6	6.0
7	3.3
8	7.3
9	3.6
10	21.5
11 YEARS/OLDER	42.4
11	5.7
12	21.5
13	11.2
14	4.0
15/OLDER	3.9
DK/REFUSED	3.8
Mean	10.20

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

Total	500
YES	95.1
NO/NOT YET	4.9

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

Total Answering	475
FREQUENTLY	36.6
SOMETIMES	46.6
RARELY	16.4
DK/REFUSED	0.4

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

Total Answering	475
YES	83.3
NO	16.4
DK/REFUSED	0.3

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

Total	500
PROBLEM	81.0
SERIOUS	42.1
MINOR	38.9
NOT AT ALL	8.0
DK/REFUSED	11.0

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

Total	500
CONCERNED	60.0
VERY	13.0
SOMEWHAT	47.0

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NOT AT ALL	39.3
DK/REFUSED	0.6

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

Total	500
FRIENDS & PEERS	61.1
PARENTS	29.8
THE MEDIA	5.8
SCHOOL SYSTEM	1.8
DK/REFUSED	1.5

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

Total	500
14/YOUNGER	5.0
10/YOUNGER	1.1
11	0.2
12	0.9
13	1.7
14	1.1
15 – 17	8.3
15	1.6
16	3.5
17	3.2
18/OLDER	77.1
18	18.2
19	0.9
20	1.9
21	48.7
22-24	3.0
25/OLDER	4.4
DK/REFUSED	9.6
Mean	19.67

11. WHEN PEOPLE 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. OR,
2. THEY ACT IRRESPONSIBLY AND MAKE BAD DECISIONS.

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Total	500
ABLE TO HANDLE	7.6
ACT IRRESPONSIBLY	89.7
DK/REFUSED	2.7

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

Total	500
YES	40.5
NO	56.2
DK/REFUSED	3.4

13. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

Total Answering	202
DRUNK DRIVING ACCIDENT	11.7
GIRL ALONE/STOP BREATHE	11.3
JUST REMEMBER ADS/TV	8.0
DISTURBING/SHOCKING	7.5
TALK IT OUT/DRINKING	6.7
UNDERAGE DRINK/SERIOUS	5.7
UPSET PARENT/CHILD HOSP.	5.0
CONSEQUENCES/FUTURE	3.5
BRAIN DAMAGE	3.4
STOP UNDERAGE DRINKING	2.6
BILLBOARDS	2.5
DEATH/DEATH TOLLS	1.8
KIDS PARTYING/DRINKING	1.8
DESIGNATED DRIVER	1.5
RADIO/PANDORA	1.4
POINTED/STRAIGHTFORWARD	1.4
HEALTH AFFECTS	1.1
TARGET CERTAIN COMMUNITIES	0.9
FUNERAL SCENES	0.8
PARENT W/ DEAD CHILD	0.4
BREATHALYZER TEST	0.4
ADDICTION HOTLINE	0.4
STATE PROGRAM	0.4
LIBERAL	0.4
TROOPER ARREST UNDERAGE	0.4
PROMISED PARENT/WON'T	0.3
NO DRINKING/PROM	0.3

SOBER/SLAMMER SLOGAN	0.3
BACKGROUND STORIES	0.1
OTHER	5.8
DON'T KNOW	12.8

14. 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? IF IT MAKES NO DIFFERENCE, JUST SAY SO.

(Net Diff. = MORE LIKELY-LESS LIKELY)

Total Answering	202
MORE LIKELY	74.0
Much	46.6
Somewhat	27.4
LESS LIKELY	1.6
Somewhat	0.7
Much	0.9
NO DIFFERENCE	24.2
DK/REFUSED	0.2
Net Diff.	72.4
Mean	4.18

15. SPECIFICALLY, HAVE YOU SEEN AN AD WITH A GIRL ON THE FLOOR WHO STOPS BREATHING AND THE AD SAYING A LOT OF BAD DECISIONS GET MADE WHEN TEENS DRINK ALCOHOL BUT PERHAPS THE WORST ONE OF ALL HAPPENS IN THE BRAIN WHEN THE SIGNAL THAT TELLS THE BODY TO KEEP BREATHING STOPS?

Total	500
YES	40.6
NO	57.7
DK/REFUSED	1.6

16. SPECIFICALLY HAVE YOU SEEN AN AD WITH A TEENAGE BOY GETTING TEXTS, DRINKING AT A PARTY, GETTING A TEXT TO PICK UP A FRIEND AND ENDING WITH HIS MOM CRYING AT HIS HOSPITAL BED WHILE HE'S HOOKED UP TO A VENTILATOR WITH THE AD SAYING THAT THE HUMAN BRAIN ISN'T FULLY DEVELOPED UNTIL AGE 25 SO TEENAGERS MAKE BAD DECISIONS?

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Total	500
YES	44.2
NO	55.1
DK/REFUSED	0.7

17. HAVE YOU EVER HEARD OF OR VISITED THE TALKITOUTNC.ORG WEBSITE, FACEBOOK PAGE, TWITTER OR YOUTUBE SITE?

Total	500
YES	19.8
NO	79.8
DK/REFUSED	0.4

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

Total	500
REGULARLY	29.9
2 or More	18.6
Once a Week	11.3
NOT REGULARLY	18.2
Every Couple Weeks	7.7
Once a Month	10.5
RARELY/NEVER	51.6
Rarely	25.0
Never	26.7
DK/REFUSED	0.3

19. IF YOU WERE TO LABEL YOURSELF, WOULD YOU SAY YOU ARE A LIBERAL, A MODERATE, OR A CONSERVATIVE IN YOUR POLITICAL BELIEFS?

Total	500
LIBERAL	24.3
Very	11.1
Somewhat	13.2
MODERATE	25.3
Somewhat	23.2

Very	22.3
CONSERVATIVE	45.4
DK/REFUSED	5.0
Mean	3.34

20. WITH WHICH POLITICAL PARTY ARE YOU REGISTERED?

Total	500
REPUBLICAN	32.8
DEMOCRAT	40.0
INDEPENDENT/OTHER	24.4
Independent	21.1
Other	3.4
DK/REFUSED	2.8

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

Total	500
14/YOUNGER	56.9
10/YOUNGER	4.1
11	5.9
12	16.8
13	22.6
14	18.8
15/OLDER	62.2
15	20.9
16	22.5
17	20.4
18/OLDER	9.7
REFUSED	4.5
Mean	14.49

22. REGARDING THE GENDER OF YOUR CHILDREN IN THE SIXTH THROUGH TWELFTH GRADES, DO YOU ONLY HAVE MALES, ONLY HAVE FEMALES OR DO YOU HAVE BOTH?

Total	500
MALE ONLY	37.0
FEMALE ONLY	35.0
BOTH	25.0
DK/REFUSED	2.9

23. WHICH OF THE FOLLOWING BEST DESCRIBES THE AREA WHERE YOU LIVE - A CITY OF 100,000 OR MORE, A SUBURB OF A CITY OF 100,000 OR MORE, OR A SMALL CITY, TOWN, OR RURAL AREA?

Total	500
CITY	21.9
SUBURB	22.0
SMALL CITY/RURAL	55.4
DK/REFUSED	0.8

24. WHAT IS YOUR ANNUAL HOUSEHOLD INCOME - IS IT UNDER \$20,000; BETWEEN \$20,001 & \$40,000; BETWEEN \$40,001 & \$60,000; BETWEEN \$60,001 & \$75,000; \$75,001 TO \$100,000; OR OVER \$100,000?

Total	500
UNDER \$20k	2.9
\$20k-\$40k	8.2
\$40k-\$60k	14.3
\$60k-\$75k	10.7
\$75k-\$100k	12.5
OVER \$100k	24.9
REFUSED	26.5
Mean	89416

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

Total	500
NOT COLLEGE GRAD.	36.0
SOME HIGH SCHOOL/LESS	2.5
HIGH SCHOOL GRAD.	13.9
SOME COLLEGE	19.6
COLLEGE GRAD.	62.2
COLLEGE GRAD.	42.1
POST GRAD. WORK	20.1
REFUSE	1.7

26. WHAT IS YOUR CURRENT MARITAL STATUS?

Total	500
SINGLE, NEVER MARRIED	9.1
MARRIED	76.8
SEPARATED	2.2
DIVORCED	10.0
WIDOWED	0.5
REFUSE	1.3

27. WHAT IS YOUR RELIGION?

Total	500
PROTESTANT	67.2
CATHOLIC	13.2
JEWISH	0.6
MORMON/L.D.S.	0.9
MUSLIM/ISLAMIC	0.4
ATHEIST/AGNOSTIC	6.4
OTHER	0.9
DK/REFUSED	10.4

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

Total Answering	350
YES	67.8
NO	29.9
DK/REFUSED	2.2

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

Total	500
YES	6.2
NO	93.3

DK/REFUSED 0.5

30. WHAT IS YOUR MAIN RACIAL BACKGROUND?

Total	500
HISPANIC	6.2
WHITE	66.7
AFRICAN AMERICAN	20.9
ASIAN	1.0
OTHER	3.8
DK/REFUSED	1.5

31. WHAT IS YOUR AGE?

Total	500
18-29	0.6
30-40	28.3
41-55	60.5
56-65	5.0
OVER 65	2.0
REFUSED	3.6
Mean	45.18

32. GENDER:

Total	500
MALE	42.0
FEMALE	58.0

33. SURVEY AREA:

Total	500
RALEIGH	32.1
DURHAM/WAKE COUNTIES	13.2
CUMBERLAND COUNTY	3.6

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REST	15.3
CHARLOTTE	28.2
GASTON/MECKLEN. CO.	12.0
REST	16.2
GREENSBORO	17.6
FORSYTHE/GUILFORD CO.	8.9
REST	8.7
WILMINGTON	4.2
EAST	11.1
WEST	6.8