

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 1 Page 1
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	AREA														CHILDREN IN		APPROPRIATE TO		TALKED ABOUT	
																GRADES 6-12	START TALKING ABOUT	ALCOHOL ABUSE			
																	ALCOHOL ABUSE				
	RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	1	2 OVER	LESS/ 10	11-14 15	OVER	YES	NO/ NOT YET	
Total	500	160	66	18	76	141	60	81	88	44	44	21	56	34	278	213	249	212	20	475	25
YES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 1 Page 2
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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		TALK ABOUT ALCOHOL		TALKED ABOUT		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR				CHOICE MODEL		
			ABUSE WITH YOUR		ALCOHOL ABUSE		YOUR COMMUNITY				WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY				WHEN AGE/YOUR		
			CHILDREN		LAST FEW MOS.										ALCOHOL				CHILD DRINK		
			FREQU-	SOME-	RARELY	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	UNDER	Under	18-20	21/	22/	ABLE
			ENTLY	TIMES			LEM	ious		PROB-	ERNED			ALL	21	18		OVER	Over	TO	IRRESP
										LEM										HANDLE	ONSIBL
Total	500	174	221	78	396	78	405	210	195	40	300	65	235	197	172	67	105	280	37	38	449
YES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 1 Page 3
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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		S/R/H: ADS		SEEN AD		SEEN AD		SEEN ADS		HEARD OF/VIST		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK								
			STOP UNDERAGE		GIRL ON FLOOR		TEENAGE BOY				TALKITOUTNC.O										
			DRINKING								RG										
	YES	NO	YES	NO	YES	NO	YES	1 OF 2	NO, NEI- THER	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY / NEVER	Rarely	Never	

Total	500	202	281	203	289	221	275	153	112	224	99	399	149	93	56	91	38	53	258	125	133
YES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 1 Page 4
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	IDEOLOGY							PARTY					WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
											/OTHER								
Total	500	121	56	66	126	116	111	227	164	200	122	105	17	146	93	84	3	86	14
YES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 1 Page 5
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUB- LICAL	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAL	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL
Total	500	73	69	59	91	130	63	285	311	185	175	125	109	110	277
YES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 1 Page 6
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	AGE OF CHILDREN									AGE OF CHILDREN						
	14/ YOUN- GER	11/ Youn- ger	12 	13 	14 	15/ OLDER	15 	16 	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14 	15/ OLDER	15-16 	17/ Older		
Total	500	285	48	84	113	94	311	105	112	147	285	127	196	311	207	147	
YES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 1 Page 7
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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		MALE ONLY (CHILDREN)						FEMALE ONLY (CHILDREN)						BOTH (CHILDREN)					
	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older		
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----		
Total	500	101	46	70	103	59	52	91	37	58	111	75	44	88	42	65	96	74	51	
YES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 1 Page 8
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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		MEN						WOMEN						MEN			WOMEN		
	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH		
Total	500	136	60	96	116	75	66	149	67	100	195	132	81	75	74	54	111	101	71	
YES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 1 Page 9
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work
Total	500	15	41	72	53	62	125	55	312	127	240	243	125	180	12	70	98	311	211	100
YES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 1 Page 10
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	MEN				WOMEN				MARITAL STATUS					MARRIED	
		LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	SINGLE	MAR- RIED	SEPA- RATED	DIV- ORCED	WID- OWED	MALE	FEMALE
Total	500	86	119	82	36	94	192	128	64	46	384	11	50	3	168	216
YES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 1 Page 11
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican Amer.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.
Total	500	336	66	32	237	105	102	135	333	159	31	105	138	44	195	61	86	43	235	59
YES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 1 Page 12
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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		AGE			MEN			WOMEN			GENDER	
		UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE	
		40		55	40		55	40		55			
Total	500	145	302	35	58	128	17	87	174	18	210	290	
YES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 2 Page 13
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AREA													CHILDREN IN GRADES 6-12		APPROPRIATE TO START TALKING ABOUT ALCOHOL ABUSE		TALKED ABOUT ALCOHOL ABUSE		
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	1	2 OVER 10	LESS/ 11-14 15	OVER 15	YES	NO/ NOT YET	
Total	500	160	66	18	76	141	60	81	88	44	44	21	56	34	278	213	249	212	20	475	25
1	55.7	52.1	54.3	68.5	46.4	60.6	63.0	58.8	51.0	51.4	50.6	65.7	60.9	49.5	100.0	-	58.7	53.1	37.9	55.5	59.8
2 OR MORE	42.6	45.0	39.7	31.5	52.7	39.4	37.0	41.2	47.4	47.7	47.1	27.5	39.1	47.7	-	100.0	40.3	45.6	54.8	43.2	31.6
2	33.2	37.6	31.4	28.5	45.1	30.1	29.0	31.0	33.9	31.9	36.0	12.8	29.0	42.6	-	77.9	30.1	36.5	42.1	34.0	18.5
3	7.1	4.7	6.1	-	4.5	7.9	7.9	8.0	7.9	4.7	11.1	14.7	8.9	5.1	-	16.6	8.2	6.3	8.1	7.4	-
4	1.1	0.9	2.2	-	-	1.3	-	2.2	2.0	4.0	-	-	1.2	-	-	2.7	1.1	1.4	-	1.0	3.7
5 OR MORE	1.2	1.8	-	3.0	3.1	-	-	-	3.6	7.1	-	-	-	-	-	2.8	0.9	1.3	4.7	0.8	9.4
DK/REFUSED	1.7	2.9	6.0	-	1.0	-	-	-	1.6	1.0	2.2	6.8	-	2.8	-	-	0.9	1.3	7.2	1.3	8.6
Mean	1.57	1.59	1.53	1.41	1.67	1.50	1.45	1.54	1.71	1.83	1.60	1.45	1.50	1.54	1.00	2.30	1.54	1.59	1.83	1.56	1.73

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 2 Page 14
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	TALK ABOUT ALCOHOL			TALKED ABOUT		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR				CHOICE MODEL		
		ABUSE WITH YOUR			ALCOHOL ABUSE		YOUR COMMUNITY				WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY				WHEN AGE/YOUR		
		CHILDREN			LAST FEW MOS.										ALCOHOL				CHILD DRINK		
		FREQU-	SOME-	RARELY	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	UNDER	Under	18-20	21/	22/	ABLE	ACT
		ENTLY	TIMES				LEM	ious		PROB-	ERNED			ALL	21	18		OVER	Over	TO	IRRESP
										LEM										HANDLE	ONSIBL
Total	500	174	221	78	396	78	405	210	195	40	300	65	235	197	172	67	105	280	37	38	449
1	55.7	54.4	59.2	46.3	52.9	68.3	55.2	54.8	55.6	60.1	56.0	66.7	53.0	56.1	54.7	53.2	55.6	55.3	76.0	60.1	55.7
2 OR MORE	42.6	45.6	38.4	52.5	45.7	30.4	43.0	42.6	43.4	39.9	42.4	33.3	44.9	42.1	44.8	45.4	44.4	42.0	20.1	39.9	42.4
2	33.2	35.6	28.4	46.6	35.8	25.2	33.6	32.2	35.0	25.9	33.9	28.8	35.3	31.1	37.2	40.5	35.0	32.2	15.0	33.4	33.0
3	7.1	7.1	9.2	3.4	8.1	4.4	7.1	7.9	6.1	8.2	6.9	3.5	7.9	7.5	5.5	4.8	5.9	8.1	3.6	6.5	6.9
4	1.1	1.0	0.7	1.8	1.0	0.9	1.2	1.2	1.2	2.3	1.1	1.0	1.1	1.2	0.5	-	0.8	1.2	-	-	1.3
5 OR MORE	1.2	1.8	-	0.7	0.8	-	1.2	1.3	1.0	3.5	0.5	-	0.6	2.4	1.6	-	2.7	0.5	1.5	-	1.3
DK/REFUSED	1.7	*	2.4	1.3	1.4	1.3	1.9	2.6	1.1	-	1.7	*	2.1	1.8	0.6	1.4	-	2.7	3.9	*	1.9
Mean	1.57	1.60	1.50	1.62	1.59	1.37	1.57	1.58	1.55	1.63	1.54	1.39	1.58	1.60	1.56	1.51	1.60	1.55	1.29	1.46	1.57

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 2 Page 15
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	S/R/H: ADS		SEEN AD		SEEN AD		SEEN ADS			HEARD OF/VIST		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK									
		STOP UNDERAGE		GIRL ON FLOOR		TEENAGE BOY					TALKITOUTNC.O											
		DRINKING									RG											
		YES	NO	YES	NO	YES	NO	YES	1 OF 2	NO,	YES	NO	REGU-	2+	Once A	NOT	Every	Once A	RARELY	Rarely	Never	
								BOTH		NEI- THER			LARLY	Times/ Week	Week	REGU- LARLY	Couple Weeks	Week	/NEVER			
Total	500	202	281	203	289	221	275	153	112	224	99	399	149	93	56	91	38	53	258	125	133	
1	55.7	54.7	56.9	59.9	53.0	61.3	50.9	59.8	62.5	49.4	54.9	56.0	60.9	58.5	64.7	53.3	44.9	59.4	53.8	55.6	52.1	
2 OR MORE	42.6	43.3	41.5	37.8	45.7	37.5	46.9	38.5	35.6	48.9	44.6	42.0	38.5	40.5	35.3	42.3	55.1	33.0	44.8	43.8	45.8	
2	33.2	34.1	31.9	30.1	34.8	29.3	36.5	30.2	28.0	37.3	35.4	32.8	31.5	31.6	31.4	35.9	41.8	31.5	32.9	35.6	30.4	
3	7.1	6.8	7.7	5.9	8.1	5.6	8.3	7.3	2.0	9.9	5.0	7.6	6.0	7.4	3.8	4.7	11.1	-	8.6	6.9	10.1	
4	1.1	0.8	0.8	1.2	1.1	0.7	1.5	1.1	0.7	1.5	3.2	0.6	-	-	-	1.8	2.2	1.5	1.6	1.4	1.8	
5 OR MORE	1.2	1.6	1.0	0.7	1.6	1.9	0.7	-	4.9	0.2	0.9	0.9	0.9	1.5	-	-	-	-	1.8	-	3.5	
DK/REFUSED	1.7	2.0	1.6	2.3	1.3	1.2	2.1	1.7	1.9	1.7	0.4	2.0	0.6	1.0	-	4.4	-	7.6	1.4	0.6	2.1	
Mean	1.57	1.58	1.55	1.49	1.62	1.51	1.62	1.49	1.55	1.63	1.59	1.55	1.48	1.53	1.39	1.53	1.71	1.39	1.63	1.54	1.71	



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 2 Page 16
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	IDEOLOGY						PARTY					WHITE			AFRICAN AMERICAN			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	121	56	66	126	116	111	227	164	200	122	105	17	146	93	84	3	86	14
1	55.7	57.6	56.3	58.8	52.2	57.1	54.7	55.9	54.2	61.4	47.7	49.1	39.1	55.0	60.3	50.0	100.0	64.5	59.4
2 OR MORE	42.6	39.7	37.8	41.2	46.1	41.4	44.1	42.7	44.2	37.6	49.2	47.3	60.9	43.2	39.7	46.6	-	33.0	40.6
2	33.2	31.1	27.7	34.0	35.4	35.9	29.0	32.5	31.7	32.7	35.5	33.0	51.4	32.0	33.8	36.7	-	29.9	22.2
3	7.1	7.4	10.1	5.2	6.0	4.1	12.6	8.3	10.0	4.1	8.5	8.4	9.4	9.9	5.9	4.6	-	1.5	18.4
4	1.1	-	-	-	1.4	1.5	2.0	1.7	1.3	-	2.9	3.4	-	1.0	-	3.2	-	-	-
5 OR MORE	1.2	1.1	-	2.1	3.3	-	0.5	0.2	1.2	0.7	2.2	2.6	-	0.4	-	2.1	-	1.6	-
DK/REFUSED	1.7	2.7	5.9	-	1.7	1.5	1.2	1.4	1.6	1.1	3.1	3.6	-	1.8	-	3.4	-	2.5	-
Mean	1.57	1.52	1.51	1.53	1.66	1.49	1.63	1.56	1.61	1.44	1.72	1.73	1.70	1.57	1.46	1.66	1.00	1.40	1.59

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 2 Page 17
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
Total	500	73	69	59	91	130	63	285	311	185	175	125	109	110	277
1	55.7	51.9	64.4	47.8	56.1	59.8	47.6	44.7	47.2	72.5	72.3	8.2	63.7	48.8	55.3
2 OR MORE	42.6	46.5	32.6	50.6	42.3	40.2	47.9	54.5	52.2	27.2	26.6	90.4	36.3	47.8	43.0
2	33.2	31.1	27.8	36.5	32.2	35.4	34.6	39.9	40.5	23.7	22.6	64.4	29.8	37.2	33.3
3	7.1	10.6	4.8	12.5	9.5	3.8	4.8	10.9	9.7	2.2	3.0	20.2	5.0	7.2	7.4
4	1.1	2.9	-	-	-	-	5.7	1.8	1.3	1.4	-	2.5	0.7	1.3	1.3
5 OR MORE	1.2	1.9	-	1.6	0.6	1.1	2.8	1.9	0.8	-	1.0	3.4	0.8	2.1	1.0
DK/REFUSED	1.7	1.6	3.1	1.6	1.6	-	4.5	0.7	0.6	0.2	1.1	1.3	-	3.4	1.7
Mean	1.57	1.70	1.39	1.69	1.54	1.47	1.76	1.75	1.67	1.32	1.33	2.28	1.45	1.66	1.57

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 2 Page 18
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ Youn- ger	12	13	14	15/ OLDER	15	16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total	500	285	48	84	113	94	311	105	112	147	285	127	196	311	207	147
1	55.7	44.7	35.3	35.0	42.0	38.3	47.2	30.9	42.8	46.1	44.7	36.5	42.5	47.2	38.8	46.1
2 OR MORE	42.6	54.5	60.3	65.0	58.0	61.7	52.2	69.1	57.2	52.6	54.5	61.8	57.5	52.2	61.2	52.6
2	33.2	39.9	36.8	47.8	40.1	45.3	40.5	50.2	43.2	38.2	39.9	44.9	41.6	40.5	46.7	38.2
3	7.1	10.9	17.4	8.8	14.4	9.6	9.7	15.0	8.4	12.8	10.9	10.2	12.6	9.7	11.4	12.8
4	1.1	1.8	3.2	1.8	1.4	4.3	1.3	1.6	3.5	1.6	1.8	2.4	2.1	1.3	1.9	1.6
5 OR MORE	1.2	1.9	2.9	6.6	2.1	2.5	0.8	2.2	2.1	-	1.9	4.3	1.2	0.8	1.1	-
DK/REFUSED	1.7	0.7	4.4	-	-	-	0.6	-	-	1.3	0.7	1.7	-	0.6	-	1.3
Mean	1.57	1.75	1.97	1.97	1.82	1.88	1.67	1.94	1.79	1.69	1.75	1.91	1.78	1.67	1.80	1.69

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 2 Page 19
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MALE ONLY (CHILDREN)							FEMALE ONLY (CHILDREN)							BOTH (CHILDREN)						
		14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older			
Total	500	101	46	70	103	59	52	91	37	58	111	75	44	88	42	65	96	74	51			
1	55.7	65.0	50.9	60.1	66.2	63.5	60.4	61.1	49.8	69.0	63.1	53.1	69.0	5.5	11.5	-	9.0	4.9	12.9			
2 OR MORE	42.6	35.0	49.1	39.9	33.8	36.5	39.6	38.9	50.2	31.0	35.2	46.9	26.7	94.5	88.5	100.0	91.0	95.1	87.1			
2	33.2	31.8	45.7	35.3	28.2	30.1	31.0	31.1	31.0	31.0	31.5	41.4	23.6	59.9	59.4	58.6	64.2	65.1	58.7			
3	7.1	0.6	-	0.9	3.9	3.3	6.5	5.8	14.4	-	3.7	5.5	3.2	27.7	16.3	35.5	22.1	23.9	25.8			
4	1.1	2.6	3.4	3.7	1.8	3.1	2.0	-	-	-	-	-	-	2.7	3.8	2.3	2.3	2.9	2.6			
5 OR MORE	1.2	-	-	-	-	-	-	2.0	4.9	-	-	-	-	4.2	9.0	3.6	2.4	3.2	-			
DK/REFUSED	1.7	-	-	-	-	-	-	-	-	-	1.7	-	4.3	-	-	-	-	-	-			
Mean	1.57	1.41	1.56	1.48	1.41	1.46	1.50	1.51	1.79	1.31	1.40	1.52	1.31	2.40	2.39	2.51	2.25	2.34	2.18			

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 2 Page 20
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN						WOMEN						MEN			WOMEN		
		14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	136	60	96	116	75	66	149	67	100	195	132	81	75	74	54	111	101	71
1	55.7	52.7	43.5	50.0	37.8	25.3	37.9	37.4	30.1	35.4	52.8	46.5	52.8	74.5	71.9	5.1	71.2	72.6	10.6
2 OR MORE	42.6	45.8	53.0	50.0	62.2	74.7	62.1	62.6	69.9	64.6	46.2	53.5	44.9	24.9	28.1	91.8	28.8	25.6	89.4
2	33.2	32.5	39.2	33.4	44.1	54.0	39.5	46.7	50.1	49.4	38.3	42.5	37.2	18.5	26.8	61.5	27.2	19.6	66.5
3	7.1	10.4	7.5	12.6	14.9	15.8	20.6	11.4	12.6	12.5	6.6	9.0	6.4	5.4	1.3	23.5	-	4.3	17.7
4	1.1	1.1	2.4	1.5	1.1	1.8	2.0	2.4	2.5	2.6	1.4	2.0	1.3	1.0	-	2.5	1.6	-	2.5
5 OR MORE	1.2	1.7	3.9	2.5	2.0	3.1	-	2.1	4.8	-	-	-	-	-	-	4.3	-	1.8	2.7
DK/REFUSED	1.7	1.6	3.5	-	-	-	-	-	-	-	1.0	-	2.3	0.6	-	3.1	-	1.8	-
Mean	1.57	1.64	1.80	1.73	1.85	2.03	1.87	1.85	2.02	1.82	1.56	1.67	1.55	1.33	1.29	2.37	1.32	1.36	2.20

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 2 Page 21
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work
Total	500	15	41	72	53	62	125	55	312	127	240	243	125	180	12	70	98	311	211	100
1	55.7	66.0	70.2	55.6	58.7	58.7	41.8	69.1	51.2	61.5	49.9	60.2	41.8	65.1	13.8	69.0	68.8	49.7	48.5	52.1
2 OR MORE	42.6	34.0	29.8	44.4	41.3	36.8	56.2	30.9	47.1	38.5	47.9	38.7	56.2	33.9	86.2	29.6	30.3	48.2	49.3	46.1
2	33.2	24.2	21.0	38.7	36.7	30.6	41.7	21.9	37.9	31.3	37.7	32.3	41.7	27.9	62.9	24.0	26.4	36.6	36.3	37.1
3	7.1	9.8	8.8	3.7	1.7	2.3	12.1	9.0	6.4	6.0	7.3	4.1	12.1	5.1	23.3	3.6	3.9	8.3	9.6	5.8
4	1.1	-	-	-	2.0	1.1	1.2	-	1.0	-	1.3	0.7	1.2	0.8	-	2.1	-	1.4	2.0	-
5 OR MORE	1.2	-	-	2.0	1.0	2.9	1.1	-	1.6	1.1	1.5	1.5	1.1	-	-	-	-	1.9	1.4	3.2
DK/REFUSED	1.7	-	-	*	-	4.5	2.0	-	1.7	*	2.2	1.2	2.0	1.1	-	1.4	1.0	2.1	2.2	1.8
Mean	1.57	1.44	1.39	1.54	1.50	1.52	1.76	1.40	1.62	1.48	1.64	1.49	1.76	1.41	2.09	1.38	1.34	1.67	1.68	1.62

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 2 Page 22
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN				WOMEN				MARITAL STATUS					MARRIED	
		LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	SINGLE	MAR- RIED	SEPA- RATED	DIV- ORCED	WID- OWED	MALE	FEMALE
Total	500	86	119	82	36	94	192	128	64	46	384	11	50	3	168	216
1	55.7	69.5	43.6	35.4	62.1	61.0	53.4	56.9	46.4	70.3	52.1	77.9	64.1	14.5	52.3	51.9
2 OR MORE	42.6	29.4	53.6	61.1	36.8	37.9	44.9	41.6	51.4	29.7	46.1	22.1	35.9	85.5	45.2	46.8
2	33.2	22.9	39.0	47.1	20.9	32.5	35.1	29.4	46.4	29.7	35.2	15.9	26.3	85.5	33.4	36.7
3	7.1	4.8	12.1	10.4	15.9	5.4	6.0	9.0	*	-	8.8	*	2.8	-	11.0	7.2
4	1.1	1.7	0.6	0.8	-	-	1.9	2.8	-	-	1.0	6.2	2.1	-	0.9	1.2
5 OR MORE	1.2	-	2.0	2.8	-	-	1.9	0.4	5.0	-	1.0	-	4.7	-	-	1.7
DK/REFUSED	1.7	1.1	2.8	3.5	1.2	1.0	1.7	1.4	2.2	-	1.8	-	-	-	2.5	1.3
Mean	1.57	1.38	1.75	1.85	1.53	1.44	1.61	1.58	1.68	1.30	1.61	1.34	1.57	1.86	1.59	1.62

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 2 Page 23
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican Amer.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.
Total	500	336	66	32	237	105	102	135	333	159	31	105	138	44	195	61	86	43	235	59
1	55.7	59.8	47.1	34.9	55.4	66.5	55.8	55.0	55.8	55.5	41.8	64.3	56.7	57.1	55.2	69.5	51.7	51.2	56.7	74.5
2 OR MORE	42.6	39.6	51.4	52.7	43.8	31.5	42.2	45.0	42.5	42.5	55.2	33.6	42.5	38.1	42.6	30.5	44.4	43.8	42.8	25.5
2	33.2	31.6	43.2	37.2	34.7	24.7	33.6	35.6	33.5	32.7	35.2	28.6	34.0	29.1	33.1	28.2	28.8	39.9	35.6	19.3
3	7.1	6.2	4.9	15.6	7.5	4.5	6.6	8.3	7.2	6.5	14.8	3.7	7.4	9.0	7.0	-	13.5	3.9	5.2	3.8
4	1.1	1.2	1.3	-	1.3	1.0	2.1	0.7	1.2	1.0	2.2	-	1.0	-	1.4	-	-	-	1.7	-
5 OR MORE	1.2	0.6	2.1	-	0.2	1.4	-	0.4	0.7	2.3	3.0	1.3	-	-	1.2	2.3	2.1	-	0.2	2.4
DK/REFUSED	1.7	0.6	1.5	12.4	0.9	2.0	2.1	-	1.6	1.9	3.1	2.0	0.8	4.9	2.2	-	3.8	5.0	0.5	-
Mean	1.57	1.50	1.66	1.78	1.55	1.43	1.54	1.56	1.55	1.59	1.86	1.42	1.52	1.49	1.57	1.37	1.67	1.50	1.52	1.36

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 2 Page 24
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AGE			MEN			WOMEN			GENDER	
		UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE
		40		55	40		55	40		55		
Total	500	145	302	35	58	128	17	87	174	18	210	290
1	55.7	50.1	56.7	66.1	44.9	56.5	67.4	53.6	56.8	64.9	54.7	56.4
2 OR MORE	42.6	46.1	42.6	33.9	51.4	41.9	32.6	42.7	43.2	35.1	43.3	42.2
2	33.2	31.8	34.2	31.9	33.6	32.5	28.5	30.6	35.5	35.1	32.4	33.8
3	7.1	12.1	5.6	2.0	15.3	7.0	4.1	10.0	4.6	-	8.8	5.8
4	1.1	-	1.9	-	-	1.6	-	-	2.0	-	1.0	1.2
5 OR MORE	1.2	2.2	0.9	-	2.5	0.7	-	2.0	1.1	-	1.1	1.3
DK/REFUSED	1.7	3.7	0.7	-	3.7	1.6	-	3.8	-	-	2.0	1.5
Mean	1.57	1.67	1.55	1.36	1.77	1.55	1.37	1.61	1.55	1.35	1.59	1.55

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 3 Page 25
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AREA													CHILDREN IN	APPROPRIATE TO			TALKED ABOUT		
															GRADES 6-12	START TALKING ABOUT	ALCOHOL ABUSE	ALCOHOL ABUSE			
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	1	2 OVER	LESS/ 10	11-14	OVER 15	YES	NO/ NOT YET
Total	500	160	66	18	76	141	60	81	88	44	44	21	56	34	278	213	249	212	20	475	25
10/YOUNGER	49.9	51.6	47.4	50.7	55.4	43.9	36.0	49.7	52.5	47.9	57.3	51.0	42.5	71.3	52.6	47.2	100.0	-	-	51.7	14.2
5/YOUNGER	8.1	11.6	9.2	8.5	14.5	5.8	0.7	9.5	4.1	3.0	5.3	18.0	6.0	9.3	10.0	6.1	16.3	-	-	8.4	3.7
6	6.0	2.7	1.3	-	4.6	5.3	5.4	5.2	5.7	10.7	0.6	8.0	3.5	27.4	6.5	5.4	11.9	-	-	6.1	3.8
7	3.3	5.6	5.7	-	6.9	2.1	3.7	0.9	0.8	-	1.5	-	3.0	6.6	3.5	3.2	6.6	-	-	3.5	-
8	7.3	5.9	4.6	11.3	5.7	6.3	3.1	8.7	12.7	11.8	13.6	5.7	7.7	4.9	7.2	7.6	14.7	-	-	7.7	-
9	3.6	5.6	4.1	-	8.1	2.9	-	5.1	3.4	5.5	1.4	-	2.3	2.3	3.8	3.6	7.3	-	-	3.8	-
10	21.5	20.2	22.5	31.0	15.6	21.4	23.2	20.2	25.8	16.9	34.9	19.3	19.9	20.9	21.6	21.4	43.2	-	-	22.3	6.7
11-14	42.4	42.1	49.8	34.8	37.2	46.8	56.3	39.7	38.9	40.4	37.4	28.9	52.2	26.9	40.4	45.3	-	100.0	-	41.5	60.1
11	5.7	2.8	4.5	-	2.0	12.0	10.9	12.7	3.6	1.9	5.3	3.1	2.0	6.9	5.9	5.4	-	13.5	-	5.9	2.4
12	21.5	23.7	25.8	10.1	25.0	17.0	26.3	10.2	25.5	29.9	21.1	7.9	30.7	12.3	19.4	25.0	-	50.7	-	21.6	20.2
13	11.2	12.3	14.4	24.7	7.6	13.6	12.4	14.5	6.6	8.6	4.7	8.4	14.3	4.7	10.9	11.1	-	26.5	-	10.6	23.0
14	4.0	3.3	5.1	-	2.5	4.1	6.7	2.2	3.1	-	6.3	9.4	5.2	3.0	4.2	3.8	-	9.3	-	3.4	14.5
15/OLDER	3.9	2.6	-	-	5.5	4.1	4.1	4.1	5.6	7.2	4.0	10.3	3.8	1.8	2.7	5.1	-	-	100.0	3.1	21.2
DK/REFUSED	3.8	3.7	2.8	14.5	2.0	5.3	3.6	6.5	3.0	4.6	1.4	9.8	1.6	-	4.3	2.4	-	-	-	3.8	4.5
Mean	10.20	9.97	10.25	10.19	9.68	10.52	11.15	10.05	10.44	10.45	10.43	9.87	10.73	8.67	9.92	10.48	7.90	12.32	16.50	10.06	12.81

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 3 Page 26
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	TALK ABOUT ALCOHOL			TALKED ABOUT		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR					CHOICE MODEL	
		ABUSE WITH YOUR			ALCOHOL ABUSE		YOUR COMMUNITY				WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY					WHEN AGE/YOUR	
		CHILDREN			LAST FEW MOS.										ALCOHOL					CHILD DRINK	
		FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	UNDER 21	Under 18	18-20	21/ OVER	22/ Over	ABLE TO HANDLE	ACT IRRESP ONSIBL
Total	500	174	221	78	396	78	405	210	195	40	300	65	235	197	172	67	105	280	37	38	449
10/YOUNGER	49.9	61.6	50.0	35.7	52.6	46.2	49.3	53.8	44.5	44.8	46.9	48.5	46.4	54.9	48.8	58.7	42.5	49.0	52.3	33.4	51.3
5/YOUNGER	8.1	12.9	5.1	7.7	8.6	7.3	8.0	10.0	5.9	9.6	7.2	16.2	4.8	9.6	3.6	5.8	2.3	9.6	18.8	8.3	8.3
6	6.0	10.9	3.8	1.8	6.6	3.2	7.0	7.0	7.0	-	6.1	7.1	5.8	5.9	8.1	7.8	8.2	5.2	7.4	4.6	6.2
7	3.3	4.0	3.3	3.0	3.5	3.2	2.7	3.6	1.7	5.0	3.5	2.1	3.9	3.1	5.4	7.5	4.0	2.0	-	1.6	3.6
8	7.3	8.6	6.6	9.1	7.2	9.0	7.7	8.8	6.6	6.0	6.2	2.7	7.2	9.2	5.9	3.7	7.4	7.2	2.8	6.4	7.6
9	3.6	3.8	4.5	1.7	3.9	3.6	3.8	4.0	3.5	2.0	2.4	4.4	1.8	5.3	4.8	6.9	3.4	2.2	4.2	-	3.7
10	21.5	21.3	26.8	12.3	22.7	19.8	20.2	20.5	19.9	22.2	21.5	16.1	23.0	21.9	21.0	27.1	17.2	22.8	19.2	12.5	21.8
11-14	42.4	33.8	41.6	57.8	40.4	47.6	43.7	38.6	49.2	40.7	46.9	38.9	49.1	34.9	46.4	34.7	53.8	42.7	40.7	56.9	41.1
11	5.7	4.8	6.7	6.2	5.0	10.4	5.5	6.2	4.7	9.8	7.0	7.0	7.1	3.1	2.6	5.5	0.8	7.5	4.9	20.6	4.2
12	21.5	19.5	21.0	26.9	20.7	26.1	21.5	21.6	21.4	21.1	24.5	20.5	25.6	17.3	25.2	14.7	31.9	20.3	18.7	11.5	22.4
13	11.2	8.6	9.5	18.6	11.6	5.9	12.1	7.8	16.7	7.6	10.6	8.5	11.2	12.3	13.7	8.9	16.8	10.8	6.2	17.7	10.8
14	4.0	0.9	4.5	6.1	3.1	5.2	4.7	3.0	6.4	2.3	4.7	3.0	5.2	2.3	4.8	5.6	4.3	4.1	10.8	7.1	3.7
15/OLDER	3.9	2.1	3.8	3.1	3.0	3.4	3.6	4.0	3.2	5.4	3.2	5.7	2.5	5.2	3.8	4.0	3.6	4.1	7.1	5.5	3.9
DK/REFUSED	3.8	2.5	4.6	3.4	4.0	2.8	3.3	3.6	3.0	9.1	3.1	6.9	2.0	4.9	1.0	2.5	-	4.3	-	4.2	3.7
Mean	10.20	9.24	10.46	10.76	10.01	10.33	10.20	9.85	10.58	10.30	10.32	9.70	10.48	9.99	10.50	10.05	10.78	10.18	9.89	10.74	10.14

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 3 Page 27
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	S/R/H: ADS		SEEN AD		SEEN AD		SEEN ADS			HEARD OF/VIST		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK								
		STOP UNDERAGE	DRINKING	GIRL ON FLOOR	TEENAGE BOY	TEENAGE BOY	TEENAGE BOY	1 OF 2	NO,	NEI-	YES	NO	REGU-	2+	Once A	NOT	Every	Once A	RARELY	Rarely	Never
		YES	NO	YES	NO	YES	NO	BOTH	THAT	THAT			LARLY	Week	Week	REGU-	Couple	Week	/NEVER		
Total	500	202	281	203	289	221	275	153	112	224	99	399	149	93	56	91	38	53	258	125	133
10/YOUNGER	49.9	52.0	47.6	53.4	48.0	56.0	45.0	54.0	56.2	44.7	52.4	49.3	51.5	54.1	47.1	38.1	49.3	29.9	53.0	48.5	57.2
5/YOUNGER	8.1	6.5	9.2	6.2	9.7	7.2	9.0	6.7	7.1	10.1	7.6	8.3	5.3	2.9	9.2	4.3	2.1	5.8	11.2	7.8	14.4
6	6.0	5.1	6.7	5.7	6.3	5.1	6.7	4.6	7.8	6.3	6.7	5.8	6.5	7.0	5.6	4.4	7.8	2.0	6.2	6.2	6.2
7	3.3	2.8	3.9	4.4	2.6	2.6	3.9	3.1	4.5	3.0	4.8	3.0	3.0	3.9	1.4	0.7	-	1.3	4.4	7.3	1.8
8	7.3	9.6	5.7	8.3	6.9	8.8	6.2	9.5	6.6	6.6	7.3	7.4	8.9	8.7	9.2	3.0	5.5	1.2	7.9	6.7	9.1
9	3.6	1.6	4.7	4.9	2.8	4.2	3.2	5.6	2.1	3.2	3.0	3.8	4.0	4.5	3.2	5.3	8.5	2.9	2.5	1.6	3.2
10	21.5	26.4	17.3	23.9	19.6	28.0	16.0	24.5	28.2	15.5	23.0	21.1	23.8	27.0	18.6	20.3	25.3	16.7	20.7	18.9	22.5
11-14	42.4	42.8	42.5	43.5	41.3	38.8	45.2	42.2	38.2	44.1	41.2	42.5	43.9	40.6	49.5	51.3	47.6	53.9	38.4	42.5	34.7
11	5.7	6.1	5.5	4.7	6.6	5.5	6.0	5.7	3.7	7.0	3.9	6.2	5.9	4.7	8.0	4.4	2.0	6.2	6.1	5.8	6.4
12	21.5	21.6	21.2	23.6	19.9	20.4	22.6	23.1	18.0	22.3	23.3	20.8	22.5	25.1	18.3	24.2	21.3	26.3	20.0	21.0	19.1
13	11.2	11.7	11.6	11.2	10.8	9.2	12.4	8.8	14.5	10.1	8.6	11.9	12.2	10.0	15.7	13.8	10.7	16.0	9.7	11.7	7.8
14	4.0	3.4	4.2	4.0	4.1	3.8	4.1	4.6	2.0	4.7	5.4	3.6	3.3	0.7	7.5	8.9	13.6	5.4	2.6	4.0	1.4
15/OLDER	3.9	2.0	5.6	0.8	6.3	2.4	5.2	1.0	3.3	6.5	2.4	4.4	1.6	2.0	1.0	4.6	2.1	6.5	5.1	3.1	6.9
DK/REFUSED	3.8	3.2	4.4	2.3	4.4	2.8	4.6	2.7	2.4	4.7	4.0	3.8	3.0	3.3	2.4	6.0	1.0	9.7	3.5	5.9	1.2
Mean	10.20	10.20	10.22	10.09	10.24	10.08	10.28	10.08	10.07	10.28	10.05	10.23	10.21	10.21	10.21	11.07	10.81	11.28	9.89	10.07	9.73

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 3 Page 28
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	IDEOLOGY						PARTY						WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	121	56	66	126	116	111	227	164	200	122	105	17	146	93	84	3	86	14
10/YOUNGER	49.9	52.6	42.7	61.0	53.5	49.5	45.3	47.5	48.9	50.7	51.5	50.7	56.7	50.1	61.3	49.2	21.3	44.5	56.2
5/YOUNGER	8.1	6.2	5.3	6.9	9.2	5.6	11.9	8.7	7.7	5.8	11.8	10.4	20.4	7.9	3.5	9.5	-	9.7	22.9
6	6.0	6.4	4.6	7.8	5.7	4.8	6.6	5.7	5.4	5.3	7.7	6.0	18.1	5.4	5.7	8.5	-	1.9	-
7	3.3	5.8	5.1	6.3	4.6	1.8	1.3	1.5	2.5	3.1	4.8	5.6	-	2.3	5.3	5.2	-	-	11.2
8	7.3	7.1	6.1	8.0	10.6	7.2	5.6	6.4	7.6	7.7	7.2	8.3	-	7.5	9.0	8.7	-	7.0	10.3
9	3.6	1.8	-	3.4	6.7	2.5	2.7	2.6	2.9	3.7	3.9	4.5	-	2.8	6.3	3.1	-	1.8	-
10	21.5	25.4	21.5	28.6	16.7	27.6	17.3	22.6	22.7	25.1	16.2	15.9	18.2	24.1	31.5	14.3	21.3	24.2	11.9
11-14	42.4	42.9	50.0	37.0	40.8	42.3	45.4	43.8	43.4	43.8	39.3	40.4	32.3	41.6	37.4	40.6	78.7	47.6	41.0
11	5.7	7.2	13.8	1.6	4.7	3.3	6.8	5.0	5.9	5.2	5.5	5.8	3.9	5.1	6.6	8.1	-	4.8	-
12	21.5	21.7	20.6	22.6	22.2	18.8	26.1	22.4	21.5	22.6	20.7	21.8	13.9	21.1	24.5	20.5	32.2	17.7	22.7
13	11.2	9.6	8.1	10.8	10.7	13.8	10.3	12.1	12.6	11.6	8.9	9.6	4.0	11.7	4.8	8.1	46.5	18.1	5.5
14	4.0	4.5	7.4	1.9	3.2	6.4	2.2	4.4	3.3	4.4	4.1	3.1	10.6	3.7	1.4	3.9	-	7.0	12.8
15/OLDER	3.9	2.9	4.0	2.0	4.4	3.0	2.5	2.7	4.1	2.8	3.8	2.9	9.4	4.2	1.4	3.5	-	2.9	-
DK/REFUSED	3.8	1.5	3.3	-	1.3	5.2	6.8	6.0	3.7	2.7	5.4	6.0	1.6	4.1	-	6.7	-	5.0	2.7
Mean	10.20	10.18	10.57	9.86	9.98	10.52	9.93	10.23	10.30	10.35	9.74	9.79	9.41	10.28	9.99	9.79	12.04	10.58	9.08

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 3 Page 29
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
Total	500	73	69	59	91	130	63	285	311	185	175	125	109	110	277
10/YOUNGER	49.9	43.9	53.9	45.0	52.8	49.0	57.7	50.7	46.9	46.4	54.6	49.4	46.3	48.4	52.4
5/YOUNGER	8.1	8.5	8.5	9.7	7.1	4.4	13.8	7.6	6.5	7.8	7.5	10.0	6.4	7.0	9.2
6	6.0	6.1	9.0	9.2	4.8	3.3	6.3	6.0	4.8	4.5	7.6	6.3	8.7	5.6	5.0
7	3.3	1.8	2.7	1.3	3.1	3.3	8.1	3.5	3.2	4.5	3.0	1.8	4.7	3.2	2.9
8	7.3	2.8	12.1	4.8	11.4	5.3	9.4	6.9	7.5	7.5	8.7	6.0	7.9	8.1	6.9
9	3.6	2.0	4.6	2.6	3.6	3.2	5.1	3.8	3.5	4.7	2.2	2.4	1.8	4.0	4.2
10	21.5	22.8	17.0	17.4	22.7	29.4	15.0	22.9	21.3	17.4	25.6	22.9	16.7	20.3	24.2
11-14	42.4	48.1	46.1	44.0	39.6	42.6	34.8	43.3	44.8	44.8	38.4	45.7	43.5	45.0	40.9
11	5.7	5.2	5.1	4.8	6.5	5.2	6.2	7.0	6.0	6.2	4.5	7.4	9.3	3.0	5.5
12	21.5	24.0	24.5	23.7	19.6	21.6	18.0	21.8	22.1	22.4	19.7	23.5	17.8	24.9	21.4
13	11.2	13.7	9.5	13.7	11.8	12.7	4.3	10.2	12.1	14.0	7.3	11.9	11.9	11.8	10.8
14	4.0	5.3	7.0	1.8	1.7	3.1	6.3	4.4	4.7	2.2	6.9	2.9	4.5	5.3	3.3
15/OLDER	3.9	5.5	-	7.9	2.9	4.3	-	3.1	5.2	3.9	3.2	4.4	6.4	1.3	4.0
DK/REFUSED	3.8	2.4	-	3.1	4.7	4.2	7.5	2.9	3.1	5.0	3.7	0.5	3.8	5.3	2.7
Mean	10.20	10.60	9.82	10.37	10.06	10.64	9.11	10.18	10.51	10.27	10.07	10.21	10.34	10.21	10.13

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 3 Page 30
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ Youn- ger	12	13	14	15/ OLDER	15	16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total	500	285	48	84	113	94	311	105	112	147	285	127	196	311	207	147
10/YOUNGER	49.9	50.7	60.7	51.0	55.2	39.0	46.9	47.2	44.9	46.4	50.7	53.7	47.6	46.9	46.7	46.4
5/YOUNGER	8.1	7.6	14.8	2.2	11.1	9.1	6.5	4.2	7.8	5.7	7.6	7.1	9.6	6.5	5.7	5.7
6	6.0	6.0	9.3	8.2	4.7	4.8	4.8	7.0	3.0	6.0	6.0	7.6	5.0	4.8	5.2	6.0
7	3.3	3.5	6.1	2.5	4.5	1.7	3.2	4.8	1.2	2.5	3.5	4.0	3.4	3.2	3.1	2.5
8	7.3	6.9	10.3	9.0	8.5	1.5	7.5	11.6	4.1	5.3	6.9	9.0	5.3	7.5	8.1	5.3
9	3.6	3.8	6.8	3.6	3.4	0.8	3.5	2.7	6.3	2.0	3.8	4.8	2.3	3.5	4.4	2.0
10	21.5	22.9	13.4	25.5	23.0	21.0	21.3	16.9	22.5	24.9	22.9	21.2	21.9	21.3	20.3	24.9
11-14	42.4	43.3	30.6	45.2	39.5	54.2	44.8	44.2	49.4	42.2	43.3	40.5	46.5	44.8	46.3	42.2
11	5.7	7.0	5.2	2.5	6.4	8.4	6.0	5.8	6.2	6.6	7.0	3.7	7.7	6.0	6.3	6.6
12	21.5	21.8	12.7	30.8	18.9	29.7	22.1	21.3	24.6	20.7	21.8	24.1	24.0	22.1	23.4	20.7
13	11.2	10.2	10.3	7.9	11.3	9.7	12.1	13.0	12.5	12.5	10.2	9.2	10.1	12.1	11.2	12.5
14	4.0	4.4	2.3	3.9	2.9	6.3	4.7	4.1	6.1	2.4	4.4	3.5	4.7	4.7	5.4	2.4
15/OLDER	3.9	3.1	4.0	3.6	2.8	3.7	5.2	4.2	3.4	8.9	3.1	3.9	2.9	5.2	3.5	8.9
DK/REFUSED	3.8	2.9	4.6	0.3	2.5	3.2	3.1	4.4	2.3	2.6	2.9	2.0	2.9	3.1	3.5	2.6
Mean	10.20	10.18	9.14	10.51	9.83	10.60	10.51	10.37	10.60	10.74	10.18	10.08	10.18	10.51	10.45	10.74

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 3 Page 31
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MALE ONLY (CHILDREN)							FEMALE ONLY (CHILDREN)							BOTH (CHILDREN)						
		14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older			
Total	500	101	46	70	103	59	52	91	37	58	111	75	44	88	42	65	96	74	51			
10/YOUNGER	49.9	48.8	52.4	43.1	45.4	43.2	49.2	56.8	61.1	55.1	47.7	50.3	43.8	47.8	50.3	45.8	47.2	45.9	44.8			
5/YOUNGER	8.1	6.3	1.3	8.2	6.5	4.5	8.0	5.2	4.5	8.1	7.6	8.0	5.5	12.0	16.4	13.0	5.2	4.2	3.7			
6	6.0	6.5	1.5	9.4	1.7	1.5	3.4	6.8	12.4	2.8	8.1	10.1	7.8	5.0	10.6	2.5	4.5	3.1	7.0			
7	3.3	5.8	8.0	5.3	3.8	4.5	2.5	1.3	3.1	-	3.7	2.3	5.5	2.6	0.6	3.5	2.1	2.8	-			
8	7.3	4.6	8.9	2.7	11.2	13.3	7.4	10.6	15.2	7.1	4.6	4.9	3.2	6.2	4.2	6.9	7.0	7.3	4.9			
9	3.6	6.8	13.4	0.9	4.7	6.9	2.6	4.3	-	6.8	2.8	4.2	-	-	-	-	3.1	2.7	3.1			
10	21.5	18.9	19.3	16.7	17.5	12.5	25.4	28.7	25.9	30.3	20.9	20.8	21.7	21.9	18.7	19.8	25.3	25.9	26.0			
11-14	42.4	43.4	39.1	49.9	44.7	46.6	41.1	38.1	34.9	39.4	43.3	44.3	39.5	48.0	44.6	50.3	47.0	48.1	46.2			
11	5.7	8.1	3.2	9.6	4.8	6.2	2.5	4.5	3.8	4.6	4.8	4.8	7.1	8.6	4.4	8.8	8.8	7.8	10.4			
12	21.5	22.0	24.9	26.3	23.7	25.2	20.9	18.0	16.8	17.7	21.4	23.7	15.9	25.8	31.5	27.2	21.2	21.8	24.9			
13	11.2	12.3	9.0	14.0	13.2	13.2	14.0	6.8	7.8	7.3	9.4	6.3	12.9	9.5	6.1	8.9	14.0	14.6	10.8			
14	4.0	0.9	2.1	*	3.0	1.9	3.8	8.8	6.5	9.8	7.8	9.5	3.5	4.1	2.7	5.6	3.0	3.9	-			
15/OLDER	3.9	4.2	6.3	3.2	4.8	2.2	7.2	1.0	-	1.6	5.1	2.1	11.0	4.2	5.0	3.9	5.8	5.9	9.1			
DK/REFUSED	3.8	3.6	2.3	3.7	5.1	8.0	2.5	4.0	3.9	3.9	3.9	3.3	5.7	-	-	-	-	-	-			
Mean	10.20	10.21	10.61	10.13	10.50	10.39	10.59	10.13	9.67	10.27	10.37	10.10	10.77	10.14	9.70	10.18	10.68	10.84	10.87			

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 3 Page 32
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN						WOMEN						MEN			WOMEN		
		14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	136	60	96	116	75	66	149	67	100	195	132	81	75	74	54	111	101	71
10/YOUNGER	49.9	48.1	44.2	48.8	40.9	39.3	43.2	53.0	62.3	46.5	50.5	50.9	48.9	47.6	50.7	45.1	45.6	57.5	52.7
5/YOUNGER	8.1	9.4	7.6	11.5	5.8	1.8	8.3	5.9	6.6	7.9	6.9	7.9	3.6	10.8	8.1	8.5	5.7	7.0	11.0
6	6.0	9.4	11.9	7.5	5.3	4.7	5.3	3.0	3.6	2.6	4.6	5.5	6.5	7.2	8.6	8.1	2.6	6.9	4.9
7	3.3	1.8	1.7	1.7	2.1	2.4	0.9	5.1	6.1	5.0	3.9	3.5	3.8	4.7	-	1.4	4.4	5.2	2.1
8	7.3	6.6	5.9	6.5	5.5	5.9	4.8	7.2	11.8	4.2	8.7	9.4	5.7	2.2	9.9	8.1	11.0	7.8	4.5
9	3.6	2.9	2.5	2.5	5.3	6.0	3.6	4.5	6.9	2.1	2.4	3.6	0.7	4.0	3.3	3.0	5.3	1.5	1.9
10	21.5	18.1	14.5	19.0	16.9	18.6	20.4	27.3	27.2	24.6	24.0	21.2	28.7	18.7	20.9	15.9	16.6	29.1	28.2
11-14	42.4	47.6	51.4	46.2	48.1	48.8	43.4	39.4	30.6	46.9	42.8	44.9	41.1	45.6	43.7	45.8	44.3	34.6	45.7
11	5.7	6.2	5.4	5.5	4.9	5.1	4.2	7.6	2.1	9.9	6.7	7.0	8.5	3.8	3.6	9.6	7.8	5.2	5.6
12	21.5	22.1	23.5	23.7	26.7	25.5	28.3	21.5	24.7	24.3	19.3	22.2	14.5	21.1	27.4	20.9	23.2	14.0	25.6
13	11.2	13.8	15.1	12.6	9.7	9.6	8.6	6.9	3.8	7.7	13.4	12.1	15.7	17.8	5.2	10.4	11.5	8.8	13.0
14	4.0	5.5	7.3	4.4	6.9	8.6	2.3	3.4	-	5.0	3.4	3.5	2.4	2.8	7.4	4.8	1.8	6.5	1.4
15/OLDER	3.9	3.6	4.0	4.4	9.1	9.7	11.5	2.6	3.8	1.5	2.9	-	6.8	4.2	5.2	8.1	3.6	1.7	1.7
DK/REFUSED	3.8	0.6	0.4	0.6	1.9	2.2	1.9	5.0	3.3	5.2	3.8	4.2	3.1	2.6	0.4	1.1	6.5	6.2	-
Mean	10.20	10.18	10.37	10.12	10.94	11.30	10.81	10.18	9.80	10.25	10.24	9.96	10.68	10.17	10.28	10.44	10.33	9.91	10.04

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 3 Page 33
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work
Total	500	15	41	72	53	62	125	55	312	127	240	243	125	180	12	70	98	311	211	100
10/YOUNGER	49.9	55.8	54.7	46.9	55.7	58.8	49.8	55.0	51.9	50.4	53.4	53.7	49.8	46.6	29.1	50.4	46.2	52.6	49.2	59.7
5/YOUNGER	8.1	-	17.2	-	13.4	5.4	9.2	12.7	7.1	5.5	9.2	7.2	9.2	10.3	2.6	9.9	11.5	7.1	9.0	3.3
6	6.0	11.1	3.4	2.8	5.1	11.6	7.0	5.4	6.6	4.0	7.8	6.2	7.0	3.2	-	2.3	4.3	7.6	7.0	9.0
7	3.3	-	5.8	4.3	2.5	1.1	1.8	4.3	2.3	4.3	1.8	3.1	1.8	2.7	0.6	6.9	-	3.8	1.4	8.8
8	7.3	-	7.1	8.2	9.2	13.5	6.1	5.3	8.6	6.9	8.7	9.1	6.1	4.1	-	5.3	3.8	9.4	9.3	9.6
9	3.6	-	7.7	3.3	-	0.1	5.4	5.7	2.9	4.4	2.8	2.3	5.4	3.0	-	4.5	2.3	4.1	3.0	6.4
10	21.5	44.6	13.4	28.2	25.5	27.0	20.3	21.6	24.3	25.3	23.2	25.8	20.3	23.3	26.0	21.5	24.2	20.6	19.7	22.7
11-14	42.4	33.6	39.8	46.5	39.0	32.1	47.6	38.2	42.8	42.9	41.7	39.3	47.6	44.0	46.0	40.0	46.6	41.7	44.4	36.0
11	5.7	2.7	3.0	8.2	4.4	2.6	6.7	2.9	5.8	5.9	5.1	4.7	6.7	5.1	-	2.1	7.8	6.1	8.2	1.7
12	21.5	16.2	27.6	24.3	22.0	15.8	20.8	24.6	20.8	24.4	19.8	21.7	20.8	22.2	7.5	22.3	23.9	21.1	19.7	24.0
13	11.2	14.7	4.4	10.3	12.6	11.3	12.5	7.1	11.8	8.9	12.2	10.3	12.5	14.1	38.5	13.6	11.5	9.7	10.1	8.6
14	4.0	*	4.8	3.8	-	2.5	7.6	3.6	4.4	3.7	4.6	2.6	7.6	2.6	-	2.1	3.3	4.8	6.4	1.7
15/OLDER	3.9	8.1	-	4.4	1.3	2.3	2.0	2.1	2.5	3.4	1.9	2.7	2.0	5.6	24.9	7.6	1.8	3.1	3.3	2.6
DK/REFUSED	3.8	2.6	5.5	2.2	4.0	6.8	0.6	4.7	2.8	3.3	3.0	4.3	0.6	3.8	-	2.1	5.5	2.6	3.1	1.7
Mean	10.20	10.89	9.21	10.89	9.60	9.79	10.19	9.66	10.18	10.37	9.96	10.05	10.19	10.41	12.74	10.36	10.14	10.06	10.13	9.90

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 3 Page 34
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN				WOMEN				MARITAL STATUS					MARRIED	
		LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	SINGLE	MAR- RIED	SEPA- RATED	DIV- ORCED	WID- OWED	MALE	FEMALE
Total	500	86	119	82	36	94	192	128	64	46	384	11	50	3	168	216
10/YOUNGER	49.9	42.3	51.4	46.5	62.5	50.5	53.4	51.0	58.1	54.8	51.3	22.1	44.9	-	49.8	52.5
5/YOUNGER	8.1	11.8	7.8	8.4	6.6	8.9	6.7	9.4	1.4	8.2	7.9	*	11.7	-	7.5	8.2
6	6.0	5.1	9.9	7.2	15.9	1.5	6.3	6.8	5.1	-	7.5	-	1.7	-	9.2	6.2
7	3.3	0.7	3.1	1.2	7.3	4.5	4.2	1.4	9.6	3.2	2.3	15.9	8.8	-	1.6	2.9
8	7.3	1.8	9.9	10.5	8.7	6.3	9.0	8.5	10.1	12.4	7.8	-	1.6	-	7.4	8.2
9	3.6	2.6	4.0	2.9	6.3	3.4	4.1	3.0	6.5	4.8	2.7	6.2	6.6	-	3.3	2.3
10	21.5	20.3	16.7	16.3	17.8	26.0	23.1	21.9	25.4	26.3	23.0	-	14.4	-	20.9	24.6
11-14	42.4	49.1	42.1	44.2	37.5	39.3	41.4	44.5	35.1	36.8	42.0	77.9	47.0	40.8	44.2	40.3
11	5.7	5.0	4.9	7.1	-	5.1	6.8	8.9	2.7	5.3	5.4	3.6	7.8	40.8	3.2	7.2
12	21.5	23.6	22.5	20.4	27.3	20.9	20.2	19.3	22.1	17.5	21.1	57.7	22.8	-	23.6	19.1
13	11.2	17.1	8.6	7.9	10.2	11.5	10.3	11.6	7.7	11.7	11.1	8.1	14.6	-	11.9	10.5
14	4.0	3.5	6.1	8.7	-	1.8	4.1	4.8	2.6	2.3	4.4	8.5	1.8	-	5.5	3.5
15/OLDER	3.9	6.9	4.6	6.7	-	4.5	2.1	1.2	4.1	3.5	3.2	-	4.0	44.7	3.8	2.7
DK/REFUSED	3.8	1.7	1.9	2.7	-	5.7	3.1	3.3	2.6	4.9	3.5	-	4.1	14.5	2.2	4.5
Mean	10.20	10.57	10.07	10.40	9.33	10.26	10.05	9.96	10.23	10.16	10.13	11.24	10.12	13.88	10.25	10.02

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 3 Page 35
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican Amer.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.
Total	500	336	66	32	237	105	102	135	333	159	31	105	138	44	195	61	86	43	235	59
10/YOUNGER	49.9	51.4	50.8	46.1	51.1	52.3	54.2	48.7	52.8	43.3	45.2	45.1	48.5	44.9	55.9	45.2	58.6	37.2	51.1	48.2
5/YOUNGER	8.1	7.9	5.8	5.8	8.2	7.0	13.6	4.1	7.4	9.3	5.3	11.1	8.9	13.7	6.3	9.2	10.6	8.8	6.3	11.1
6	6.0	5.1	12.3	9.9	5.4	6.0	8.6	3.0	6.4	4.3	13.4	1.5	9.1	3.7	4.4	-	8.6	-	5.8	2.7
7	3.3	3.1	4.1	4.2	4.0	1.1	3.3	4.5	3.8	2.5	6.6	1.8	1.4	0.7	5.5	2.6	3.9	3.7	3.6	0.4
8	7.3	7.2	3.4	10.4	7.1	8.7	4.2	9.3	8.0	5.6	4.6	7.1	7.5	3.2	8.4	9.9	10.7	5.0	7.5	6.6
9	3.6	4.3	1.5	-	2.8	7.6	3.5	2.2	4.1	2.7	2.2	1.5	2.7	3.5	5.1	-	2.7	-	4.3	2.6
10	21.5	23.7	23.8	15.8	23.6	21.9	20.9	25.6	23.1	18.9	13.1	22.1	18.9	20.0	26.1	23.5	22.1	19.8	23.6	24.8
11-14	42.4	41.1	47.6	45.9	39.9	43.2	40.1	39.7	40.0	47.8	46.4	47.3	43.0	53.3	37.9	43.0	30.6	51.0	43.5	46.9
11	5.7	6.0	3.4	-	5.8	5.5	7.0	4.9	6.7	4.0	1.9	4.0	5.8	4.8	7.2	3.4	7.6	4.8	5.8	3.5
12	21.5	22.6	21.5	24.4	23.6	19.9	23.0	24.0	21.5	21.0	23.0	19.0	22.7	26.0	20.6	13.9	19.6	18.8	22.0	20.0
13	11.2	8.9	19.5	21.6	7.3	13.7	7.9	6.8	8.9	16.6	15.2	16.9	10.9	14.9	7.5	18.3	1.7	17.6	12.0	17.2
14	4.0	3.6	3.1	-	3.2	4.1	2.1	4.1	3.0	6.1	6.3	7.5	3.6	7.6	2.6	7.4	1.7	9.7	3.6	6.2
15/OLDER	3.9	3.6	1.6	2.2	4.7	1.7	4.3	5.0	3.4	4.8	4.6	3.2	5.2	1.8	2.1	4.1	5.8	1.8	2.7	4.3
DK/REFUSED	3.8	3.9	-	5.8	4.3	2.8	1.4	6.5	3.7	4.1	3.8	4.5	3.3	-	4.1	7.6	5.0	10.0	2.7	0.6
Mean	10.20	10.17	10.20	10.18	10.15	10.16	9.68	10.53	10.05	10.55	10.30	10.46	10.16	10.28	9.97	10.60	9.55	10.76	10.24	10.48

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 3 Page 36
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL		AGE			MEN			WOMEN			GENDER	
			UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE
			40		55	40		55	40		55		
Total	500	145	302	35	58	128	17	87	174	18	210	290	
10/YOUNGER	49.9	53.1	49.2	44.2	42.4	49.8	49.8	60.1	48.8	38.9	47.2	51.8	
5/YOUNGER	8.1	10.8	6.6	8.5	13.5	7.3	8.5	9.1	6.0	8.5	9.3	7.3	
6	6.0	7.6	5.7	3.8	12.0	7.2	-	4.7	4.6	7.4	7.8	4.6	
7	3.3	3.4	3.0	4.8	-	2.4	6.7	5.7	3.5	2.9	2.0	4.2	
8	7.3	7.8	7.0	8.2	3.9	6.4	9.3	10.4	7.4	7.2	6.4	8.0	
9	3.6	1.6	4.6	1.7	1.4	4.4	3.5	1.7	4.8	-	3.3	3.8	
10	21.5	21.9	22.3	17.1	11.7	22.1	21.8	28.6	22.4	12.7	18.4	23.7	
11-14	42.4	37.0	44.7	47.3	50.7	42.6	45.4	28.0	46.3	49.0	45.3	40.3	
11	5.7	5.9	4.9	8.6	-	5.2	12.2	9.9	4.8	5.3	5.1	6.2	
12	21.5	20.0	21.9	22.9	29.8	21.5	15.0	13.4	22.2	30.4	23.3	20.2	
13	11.2	7.2	14.0	8.6	14.2	12.1	9.7	2.6	15.5	7.5	12.0	10.6	
14	4.0	3.9	3.8	7.1	6.7	3.8	8.4	2.1	3.9	5.9	4.9	3.3	
15/OLDER	3.9	4.0	3.8	3.3	5.4	5.5	-	3.0	2.6	6.4	5.4	2.9	
DK/REFUSED	3.8	5.9	2.3	5.2	1.5	2.2	4.8	8.8	2.3	5.6	2.1	5.0	
Mean	10.20	9.80	10.39	10.29	10.20	10.35	10.08	9.51	10.41	10.48	10.30	10.12	

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 4 Page 37
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AREA													CHILDREN IN GRADES 6-12	APPROPRIATE TO START TALKING ABOUT ALCOHOL ABUSE	TALKED ABOUT ALCOHOL ABUSE				
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	1	2 OVER LESS/ 10	11-14 OVER 15	YES	NO/ NOT YET		
Total	500	160	66	18	76	141	60	81	88	44	44	21	56	34	278	213	249	212	20	475	25
YES	95.1	94.1	93.0	89.9	96.0	95.6	94.5	96.4	94.2	91.5	96.9	95.9	94.6	100.0	94.7	96.3	98.6	93.0	73.5	100.0	-
NO/NOT YET	4.9	5.9	7.0	10.1	4.0	4.4	5.5	3.6	5.8	8.5	3.1	4.1	5.4	-	5.3	3.7	1.4	7.0	26.5	-	100.0
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 4 Page 38
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	TALK ABOUT ALCOHOL			TALKED ABOUT		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR					CHOICE MODEL	
		ABUSE WITH YOUR			ALCOHOL ABUSE		YOUR COMMUNITY				WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY					WHEN AGE/YOUR	
		CHILDREN			LAST FEW MOS.										ALCOHOL					CHILD DRINK	
		FREQU-	SOME-	RARELY	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	UNDER	Under	18-20	21/	22/	ABLE	ACT
		ENTLY	TIMES				LEM	ious		PROB-	ERNED			ALL	21	18		OVER	Over	TO	IRRESP
										LEM										HANDLE	ONSIBL
Total	500	174	221	78	396	78	405	210	195	40	300	65	235	197	172	67	105	280	37	38	449
YES	95.1	100.0	100.0	100.0	100.0	100.0	96.6	97.8	95.3	77.5	97.6	98.8	97.3	91.6	96.3	96.2	96.3	94.6	98.4	95.6	95.1
NO/NOT YET	4.9	-	-	-	-	-	3.4	2.2	4.7	22.5	2.4	1.2	2.7	8.4	3.7	3.8	3.7	5.4	1.6	4.4	4.9
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 4 Page 39
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL		S/R/H: ADS		SEEN AD		SEEN AD		SEEN ADS		HEARD OF/VIST		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK								
			STOP UNDERAGE		GIRL ON FLOOR		TEENAGE BOY				TALKITOUTNC.O										
	DRINKING										RG										
	YES	NO	YES	NO	YES	NO	YES	NO	1 OF 2	NO,	YES	NO	REGU-	2+	Once A	NOT	Every	Once A	RARELY	Rarely	Never
									BOTH	NEI-			LARLY	Times/	Week	REGU-	Couple	Week	/NEVER		
										THER				Week		LARLY	Weeks				
Total	500	202	281	203	289	221	275	153	112	224	99	399	149	93	56	91	38	53	258	125	133
YES	95.1	97.4	93.8	95.2	94.8	98.4	92.3	99.0	90.9	94.2	96.1	95.1	98.1	96.9	100.0	90.9	90.7	91.1	94.8	96.2	93.4
NO/NOT YET	4.9	2.6	6.2	4.8	5.2	1.6	7.7	1.0	9.1	5.8	3.9	4.9	1.9	3.1	-	9.1	9.3	8.9	5.2	3.8	6.6
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 4 Page 40
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	IDEOLOGY						PARTY						WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	121	56	66	126	116	111	227	164	200	122	105	17	146	93	84	3	86	14
YES	95.1	94.2	96.9	91.9	93.5	98.6	95.1	96.9	96.1	94.2	96.6	96.4	98.4	96.4	100.0	98.3	100.0	88.0	100.0
NO/NOT YET	4.9	5.8	3.1	8.1	6.5	1.4	4.9	3.1	3.9	5.8	3.4	3.6	1.6	3.6	-	1.7	-	12.0	-
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 4 Page 41
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
Total	500	73	69	59	91	130	63	285	311	185	175	125	109	110	277
YES	95.1	93.6	93.0	96.6	98.2	94.8	96.7	93.3	97.2	95.1	95.2	97.1	91.1	97.7	95.9
NO/NOT YET	4.9	6.4	7.0	3.4	1.8	5.2	3.3	6.7	2.8	4.9	4.8	2.9	8.9	2.3	4.1
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 4 Page 42
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN						
		14/ YOUN- GER	11/ Youn- ger	12	13	14	15/ OLDER	15	16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	
Total	500	285	48	84	113	94	311	105	112	147	285	127	196	311	207	147	
YES	95.1	93.3	84.9	90.9	93.7	97.2	97.2	96.3	96.0	99.1	93.3	89.3	95.5	97.2	96.4	99.1	
NO/NOT YET	4.9	6.7	15.1	9.1	6.3	2.8	2.8	3.7	4.0	0.9	6.7	10.7	4.5	2.8	3.6	0.9	
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 4 Page 43
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MALE ONLY (CHILDREN)						FEMALE ONLY (CHILDREN)						BOTH (CHILDREN)					
		14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total	500	101	46	70	103	59	52	91	37	58	111	75	44	88	42	65	96	74	51
YES	95.1	92.6	89.3	95.1	96.5	96.1	97.4	93.4	92.1	93.1	96.6	94.9	100.0	95.9	91.3	98.0	98.6	98.2	100.0
NO/NOT YET	4.9	7.4	10.7	4.9	3.5	3.9	2.6	6.6	7.9	6.9	3.4	5.1	-	4.1	8.7	2.0	1.4	1.8	-
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 4 Page 44
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL		MEN					WOMEN					MEN			WOMEN			
	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH	
Total	500	136	60	96	116	75	66	149	67	100	195	132	81	75	74	54	111	101	71
YES	95.1	91.2	83.6	94.7	97.4	96.0	100.0	95.1	94.5	96.3	97.0	96.6	98.4	93.6	93.8	97.6	96.0	96.1	96.8
NO/NOT YET	4.9	8.8	16.4	5.3	2.6	4.0	-	4.9	5.5	3.7	3.0	3.4	1.6	6.4	6.2	2.4	4.0	3.9	3.2
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 4 Page 45
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some College	COLLEGE GRAD.	Col- lege Grad.	Post Grad. Work
Total	500	15	41	72	53	62	125	55	312	127	240	243	125	180	12	70	98	311	211	100
YES	95.1	100.0	94.1	94.8	98.9	99.8	95.5	95.7	96.7	95.1	97.3	97.2	95.5	95.3	100.0	89.4	98.9	95.0	94.4	96.5
NO/NOT YET	4.9	-	5.9	5.2	1.1	0.2	4.5	4.3	3.3	4.9	2.7	2.8	4.5	4.7	-	10.6	1.1	5.0	5.6	3.5
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 4 Page 46
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	SINGLE	MAR- RIED	SEPA- RATED	DIV- ORCED	WID- OWED	MALE	FEMALE
Total	500	86	119	82	36	94	192	128	64	46	384	11	50	3	168	216
YES	95.1	91.9	95.1	94.0	97.5	98.4	95.0	94.6	95.9	90.5	96.3	70.9	95.7	100.0	95.5	96.9
NO/NOT YET	4.9	8.1	4.9	6.0	2.5	1.6	5.0	5.4	4.1	9.5	3.7	29.1	4.3	-	4.5	3.1
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 4 Page 47
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican Amer.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.
Total	500	336	66	32	237	105	102	135	333	159	31	105	138	44	195	61	86	43	235	59
YES	95.1	95.3	95.7	93.4	93.8	96.8	93.4	94.1	97.7	90.2	93.8	89.4	96.2	87.0	98.7	91.1	97.6	88.9	97.9	89.2
NO/NOT YET	4.9	4.7	4.3	6.6	6.2	3.2	6.6	5.9	2.3	9.8	6.2	10.6	3.8	13.0	1.3	8.9	2.4	11.1	2.1	10.8
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 4 Page 48
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AGE			MEN			WOMEN			GENDER	
		UNDER 40	41-55	OVER 55	UNDER 40	41-55	OVER 55	UNDER 40	41-55	OVER 55	MALE	FEMALE
Total	500	145	302	35	58	128	17	87	174	18	210	290
YES	95.1	95.3	95.5	93.6	90.3	96.0	93.1	98.6	95.2	94.2	93.5	96.2
NO/NOT YET	4.9	4.7	4.5	6.4	9.7	4.0	6.9	1.4	4.8	5.8	6.5	3.8
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 5 Page 49
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AREA													CHILDREN IN	APPROPRIATE TO			TALKED ABOUT		
															GRADES 6-12	START TALKING ABOUT		ALCOHOL ABUSE			
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	1	2 OVER	LESS/ 10	11-14	OVER 15	YES	NO/ NOT YET
Total Answering	475	151	61	16	73	135	57	78	83	41	42	20	53	34	264	205	246	197	15	475	-
FREQUENTLY	36.6	38.8	34.8	41.2	41.6	32.9	26.2	37.7	39.7	44.2	35.5	30.0	36.0	39.5	35.9	38.7	43.6	29.8	25.4	36.6	-
SOMETIMES	46.6	40.2	41.2	40.0	39.5	56.0	63.5	50.6	46.4	41.9	50.6	56.5	43.9	35.7	49.7	41.3	45.0	46.7	58.1	46.6	-
RARELY	16.4	20.3	22.2	18.8	19.0	10.7	9.2	11.7	13.9	13.9	13.9	13.5	20.0	24.7	13.7	20.0	11.4	22.9	16.5	16.4	-
DK/REFUSED	0.4	0.7	1.8	-	-	0.4	1.0	-	-	-	-	-	-	-	0.6	-	-	0.6	-	0.4	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 5 Page 50
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	TALK ABOUT ALCOHOL ABUSE WITH YOUR CHILDREN			TALKED ABOUT ALCOHOL ABUSE LAST FEW MOS.		UNDERAGED DRINKING IN YOUR COMMUNITY				CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL				APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL					CHOICE MODEL WHEN AGE/YOUR CHILD DRINK	
		FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt. ALL	NOT AT 21	UNDER 18	18-20	21/ OVER	22/ Over	ABLE TO HANDLE	ACT IRRESP ONSIBL	
Total Answering	475	174	221	78	396	78	391	206	186	31	293	64	229	180	165	64	101	265	36	36	426
FREQUENTLY	36.6	100.0	-	-	41.4	13.0	36.9	46.1	26.8	32.8	39.0	57.1	33.9	32.1	31.3	34.3	29.4	39.0	49.6	41.6	36.7
SOMETIMES	46.6	-	100.0	-	45.9	49.6	45.9	43.9	48.2	40.8	44.5	38.1	46.4	50.3	54.0	60.4	50.0	43.3	38.9	48.4	46.1
RARELY	16.4	-	-	100.0	12.5	36.0	17.1	10.1	25.0	22.9	16.1	4.8	19.3	17.2	13.7	4.4	19.5	17.7	11.5	7.0	17.2
DK/REFUSED	0.4	-	-	-	0.1	1.4	-	-	-	3.5	0.4	-	0.5	0.3	1.0	0.9	1.1	-	-	3.0	0.1

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 5 Page 51
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL		S/R/H: ADS		SEEN AD		SEEN AD		SEEN ADS			HEARD OF/VIST		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK								
			STOP UNDERAGE		GIRL ON FLOOR		TEENAGE BOY					TALKITOUTNC.O										
			DRINKING									RG										
	YES	NO	YES	NO	YES	NO	YES	NO	YES	1 OF 2	NO,	YES	NO	REGU-	2+	Once A	NOT	Every	Once A	RARELY	Rarely	Never
								BOTH		NEI-				LARLY	Times/	Week	REGU-	Couple	Week	/NEVER		
										THER					Week		LARLY	Weeks				

Total Answering	475	197	263	193	274	218	254	152	101	211	95	380	147	90	56	83	35	48	245	120	124	
FREQUENTLY	36.6	42.2	33.4	41.4	33.5	42.2	32.0	42.0	41.5	30.9	45.2	34.6	38.0	35.3	42.2	22.2	20.6	23.3	41.0	38.1	43.7	
SOMETIMES	46.6	45.0	47.2	46.3	47.5	41.1	50.8	46.6	35.5	52.5	46.0	46.8	51.8	53.1	49.8	50.4	58.2	44.7	41.8	46.6	37.2	
RARELY	16.4	12.2	19.2	12.0	18.5	15.9	17.2	11.0	21.9	16.6	8.8	18.2	10.2	11.6	8.0	26.1	18.0	32.0	17.0	14.9	19.1	
DK/REFUSED	0.4	0.6	0.2	0.3	0.4	0.8	-	0.4	1.1	-	-	0.4	-	-	-	1.3	3.1	-	0.2	0.5	-	



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 5 Page 52
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	IDEOLOGY						PARTY					WHITE			AFRICAN AMERICAN			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total Answering	475	114	54	60	118	114	106	220	158	188	118	102	17	141	93	82	3	76	14
FREQUENTLY	36.6	26.5	26.3	26.7	36.3	42.2	40.0	41.1	40.7	34.3	32.7	31.1	42.0	40.1	31.2	36.6	78.7	35.4	25.6
SOMETIMES	46.6	58.8	60.3	57.5	44.8	46.5	38.3	42.5	45.2	48.3	47.4	47.6	45.7	47.3	61.5	47.4	-	35.1	37.6
RARELY	16.4	14.6	13.4	15.7	18.0	11.3	21.2	16.1	13.8	16.7	20.0	21.2	12.4	12.1	7.3	16.0	21.3	28.1	36.8
DK/REFUSED	0.4	-	-	-	0.9	-	0.5	0.3	0.4	0.6	-	-	-	0.4	-	-	-	1.4	-



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 5 Page 53
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
Total Answering	475	68	65	57	90	124	61	265	302	176	167	121	100	107	266
FREQUENTLY	36.6	41.1	42.3	29.6	40.4	30.2	35.5	33.3	40.7	33.9	37.7	41.7	44.8	34.1	34.9
SOMETIMES	46.6	41.4	40.5	48.3	48.1	52.4	46.4	48.8	43.2	48.2	46.7	41.3	46.1	48.1	45.9
RARELY	16.4	17.5	17.2	22.1	10.9	16.5	18.0	17.4	15.9	16.9	15.6	17.0	9.1	16.8	19.3
DK/REFUSED	0.4	-	-	-	0.6	0.9	-	0.4	0.2	0.9	-	-	-	1.0	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 5 Page 54
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN						
		14/ YOUN- GER	11/ Youn- ger	12	13	14	15/ OLDER	15	16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	
Total Answering	475	265	41	76	106	92	302	101	108	146	265	114	187	302	200	146	
FREQUENTLY	36.6	33.3	35.6	25.6	41.3	30.5	40.7	43.4	41.8	38.2	33.3	30.1	35.4	40.7	43.3	38.2	
SOMETIMES	46.6	48.8	40.9	60.2	41.2	49.0	43.2	41.3	44.2	44.4	48.8	51.8	46.0	43.2	43.6	44.4	
RARELY	16.4	17.4	23.5	12.8	17.5	20.6	15.9	15.3	13.5	17.3	17.4	17.2	18.5	15.9	12.8	17.3	
DK/REFUSED	0.4	0.4	-	1.4	-	-	0.2	-	0.5	-	0.4	1.0	-	0.2	0.3	-	

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 5 Page 55
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL						MALE ONLY (CHILDREN)						FEMALE ONLY (CHILDREN)						BOTH (CHILDREN)					
	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total Answering	475	93	41	67	100	56	50	85	34	54	107	71	44	84	38	64	95	73	51					
FREQUENTLY	36.6	28.2	15.5	31.9	38.1	47.1	34.2	32.7	30.6	37.3	41.8	40.9	41.1	40.8	46.1	39.3	42.7	42.6	40.3					
SOMETIMES	46.6	51.4	59.0	44.3	45.8	43.6	42.8	50.7	56.4	44.7	42.5	40.9	46.3	43.1	38.8	47.4	40.8	46.3	43.6					
RARELY	16.4	19.3	22.9	23.8	15.6	8.3	23.0	16.5	12.9	18.0	15.7	18.2	12.6	16.0	15.1	13.3	16.5	11.1	16.2					
DK/REFUSED	0.4	1.2	2.7	-	0.6	1.0	-	-	-	-	-	-	-	-	-	-	-	-	-					

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 5 Page 56
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN						WOMEN						MEN			WOMEN		
		14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total Answering	475	124	51	91	113	72	66	141	63	97	189	128	80	70	69	53	106	97	69
FREQUENTLY	36.6	35.8	35.7	39.0	40.4	36.9	43.0	31.1	25.6	32.1	41.0	46.9	34.2	42.5	32.2	46.3	28.3	41.7	38.2
SOMETIMES	46.6	46.3	44.3	43.6	39.0	45.6	37.2	51.1	57.8	48.3	45.7	42.5	50.4	41.5	43.0	40.9	52.6	49.3	41.6
RARELY	16.4	17.9	19.9	17.4	20.6	17.5	19.8	17.0	14.9	19.6	13.0	10.1	15.3	16.0	24.9	12.8	17.6	9.0	20.2
DK/REFUSED	0.4	-	-	-	-	-	-	0.8	1.7	-	0.3	0.4	-	-	-	-	1.6	-	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 5 Page 57
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work
Total Answering	475	15	38	68	53	62	119	53	302	121	234	236	119	172	12	62	97	296	199	97
FREQUENTLY	36.6	42.0	42.6	38.4	39.2	39.0	29.5	42.4	35.2	40.2	34.2	39.7	29.5	39.9	43.5	32.5	44.2	34.6	31.9	40.1
SOMETIMES	46.6	45.8	39.9	47.4	41.2	41.3	51.1	41.6	46.5	44.9	46.3	43.1	51.1	41.0	27.8	44.7	40.4	49.5	51.3	45.7
RARELY	16.4	12.2	17.5	14.2	16.4	19.7	19.4	16.0	17.7	15.0	18.8	16.5	19.4	18.1	28.7	22.8	13.7	15.9	16.8	14.2
DK/REFUSED	0.4	-	-	-	3.2	-	-	-	0.6	-	0.7	0.7	-	1.0	-	-	1.7	-	-	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 5 Page 58
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	SINGLE	MAR- RIED	SEPA- RATED	DIV- ORCED	WID- OWED	MALE	FEMALE
Total Answering	475	79	113	78	36	93	183	121	61	41	370	8	48	3	161	209
FREQUENTLY	36.6	46.2	33.1	35.7	27.4	34.6	35.5	29.5	47.4	44.7	35.9	44.1	33.5	100.0	38.0	34.3
SOMETIMES	46.6	32.4	50.1	48.0	54.8	48.4	49.1	53.4	40.4	41.4	47.1	42.1	49.6	-	43.2	50.1
RARELY	16.4	21.4	16.8	16.3	17.8	15.2	15.4	17.1	12.1	14.0	16.5	13.9	16.9	-	18.8	14.8
DK/REFUSED	0.4	-	-	-	-	1.8	-	-	-	-	0.5	-	-	-	-	0.8

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 5 Page 59
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican Amer.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.
Total Answering	475	320	63	30	222	101	96	127	326	144	29	93	133	38	192	56	84	38	231	53
FREQUENTLY	36.6	37.2	34.6	24.3	39.4	33.8	44.7	35.4	37.3	34.4	27.8	35.0	37.1	45.1	37.4	28.1	34.1	24.9	39.0	41.5
SOMETIMES	46.6	47.9	42.4	57.8	43.3	57.7	39.0	46.6	50.8	38.0	51.6	34.9	46.6	31.1	53.6	37.5	54.5	42.4	49.0	31.3
RARELY	16.4	14.3	23.0	17.9	16.5	8.5	16.2	16.7	11.8	26.9	20.7	28.9	16.3	23.8	8.7	32.4	11.4	32.7	11.8	25.1
DK/REFUSED	0.4	0.5	-	-	0.7	-	-	1.3	0.2	0.8	-	1.2	-	-	0.3	2.0	-	-	0.2	2.1

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 5 Page 60
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AGE			MEN			WOMEN			GENDER	
		UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE
		40		55	40		55	40		55		
Total Answering	475	138	289	33	52	123	16	86	166	17	196	279
FREQUENTLY	36.6	33.1	38.2	41.8	45.0	38.4	41.4	26.0	38.1	42.2	39.3	34.8
SOMETIMES	46.6	49.0	46.5	35.4	34.6	46.0	36.7	57.7	46.8	34.2	42.4	49.5
RARELY	16.4	17.8	15.1	19.5	20.3	15.7	21.9	16.3	14.7	17.2	18.3	15.2
DK/REFUSED	0.4	-	0.2	3.3	-	-	-	-	0.3	6.4	-	0.6

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 6 Page 61
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AREA													CHILDREN IN GRADES 6-12	APPROPRIATE TO START TALKING ABOUT ALCOHOL ABUSE	TALKED ABOUT ALCOHOL ABUSE				
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	1	2 OVER LESS/ 10	11-14 OVER 15	YES	NO/ NOT YET		
Total Answering	475	151	61	16	73	135	57	78	83	41	42	20	53	34	264	205	246	197	15	475	-
YES	83.3	78.9	79.6	86.0	76.8	84.3	83.2	85.0	84.8	82.6	87.0	95.5	85.2	85.5	79.5	88.2	84.8	81.2	81.5	83.3	-
NO	16.4	20.1	20.4	5.2	23.2	15.7	16.8	15.0	15.2	17.4	13.0	4.5	14.8	14.5	20.2	11.5	14.6	18.8	18.5	16.4	-
DK/REFUSED	0.3	1.0	-	8.8	-	-	-	-	-	-	-	-	*	-	0.3	0.3	0.6	*	-	0.3	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 6 Page 62
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	TALK ABOUT ALCOHOL			TALKED ABOUT		UNDERAGED DRINKING IN					CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR				CHOICE MODEL	
		ABUSE WITH YOUR			ALCOHOL ABUSE		YOUR COMMUNITY					WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY				WHEN AGE/YOUR	
		CHILDREN			LAST FEW MOS.											ALCOHOL				CHILD DRINK	
		FREQU-	SOME-	RARELY	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	UNDER	Under	18-20	21/	22/	ABLE	ACT
		ENTLY	TIMES				LEM	ious		PROB-	ERNED			ALL	21	18		OVER	Over	TO	IRRESP
										LEM										HANDLE	ONSIBL
Total Answering	475	174	221	78	396	78	391	206	186	31	293	64	229	180	165	64	101	265	36	36	426
YES	83.3	94.2	82.2	63.5	100.0	-	85.4	87.9	82.7	72.9	85.8	91.1	84.3	79.1	81.8	84.3	80.2	84.7	86.2	91.2	83.2
NO	16.4	5.8	17.4	35.8	-	100.0	14.2	11.7	17.0	27.1	14.2	8.9	15.7	20.1	17.7	14.3	19.8	15.1	12.3	8.8	16.4
DK/REFUSED	0.3	-	0.4	0.7	-	-	0.4	0.4	0.3	-	-	-	-	0.8	0.5	1.4	-	0.2	1.5	-	0.3

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 6 Page 63
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL		S/R/H: ADS		SEEN AD		SEEN AD		SEEN ADS		HEARD OF/VIST		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK								
	STOP UNDERAGE		GIRL ON FLOOR		TEENAGE BOY						TALKITOUTNC.O										
	DRINKING										RG										
	YES	NO	YES	NO	YES	NO	YES	NO	1 OF 2	NO, BOTH	YES	NO	REGU- LARLY	2+ Times/Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY /NEVER	Rarely	Never
Total Answering	475	197	263	193	274	218	254	152	101	211	95	380	147	90	56	83	35	48	245	120	124
YES	83.3	89.3	78.6	84.6	81.9	85.8	81.0	84.4	86.9	79.9	87.9	82.3	85.9	88.0	82.5	84.7	85.2	84.3	81.3	84.4	78.2
NO	16.4	10.2	21.2	14.9	17.9	13.8	18.8	15.1	13.1	19.8	12.1	17.3	14.1	12.0	17.5	15.3	14.8	15.7	18.2	14.9	21.4
DK/REFUSED	0.3	0.5	0.2	0.5	0.2	0.4	0.2	0.6	*	0.3	-	0.4	-	-	-	*	-	*	0.6	0.7	0.4

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 6 Page 64
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	IDEOLOGY						PARTY					WHITE			AFRICAN AMERICAN			
		LIB- ERAL	Very	Swt.	MOD- ERATE	Swt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total Answering	475	114	54	60	118	114	106	220	158	188	118	102	17	141	93	82	3	76	14
YES	83.3	89.6	87.8	91.3	79.6	82.8	85.9	84.3	88.3	79.9	83.1	81.7	91.6	87.8	85.0	82.4	78.7	74.0	79.9
NO	16.4	9.6	12.2	7.2	20.4	17.2	13.6	15.4	11.4	20.1	16.2	17.4	8.4	11.8	15.0	16.5	21.3	26.0	20.1
DK/REFUSED	0.3	0.8	-	1.5	*	-	0.5	0.2	0.3	-	0.8	0.9	-	0.4	-	1.1	-	-	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 6 Page 65
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
Total Answering	475	68	65	57	90	124	61	265	302	176	167	121	100	107	266
YES	83.3	86.4	74.7	80.8	89.7	82.6	85.3	86.8	84.3	85.6	79.4	86.7	80.7	89.5	82.3
NO	16.4	13.6	25.3	17.7	9.7	17.4	14.7	12.9	15.7	14.4	20.0	12.9	18.4	10.0	17.7
DK/REFUSED	0.3	-	-	1.6	0.6	-	-	0.3	-	*	0.5	0.4	0.9	0.5	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 6 Page 66
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ Youn- ger	12	13	14	15/ OLDER	15	16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total Answering	475	265	41	76	106	92	302	101	108	146	265	114	187	302	200	146
YES	83.3	86.8	94.7	90.9	85.5	84.6	84.3	86.3	85.5	82.8	86.8	92.0	85.4	84.3	86.3	82.8
NO	16.4	12.9	5.3	9.1	14.5	14.4	15.7	13.7	14.5	17.2	12.9	8.0	14.1	15.7	13.7	17.2
DK/REFUSED	0.3	0.3	-	-	*	1.0	-	-	-	-	0.3	-	0.5	-	-	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 6 Page 67
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL		MALE ONLY (CHILDREN)					FEMALE ONLY (CHILDREN)					BOTH (CHILDREN)							
			14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total Answering	475	93	41	67	100	56	50	85	34	54	107	71	44	84	38	64	95	73	51	
YES	83.3	87.8	90.0	89.1	85.3	82.9	84.7	81.8	91.5	76.5	79.8	84.8	75.2	90.1	94.3	88.2	88.3	90.5	87.2	
NO	16.4	12.2	10.0	10.9	14.7	17.1	15.3	17.2	8.5	21.8	20.2	15.2	24.8	9.9	5.7	11.8	11.7	9.5	12.8	
DK/REFUSED	0.3	*	-	*	-	-	-	1.1	-	1.7	-	-	-	-	-	-	-	-	-	



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 6 Page 68
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN						WOMEN						MEN			WOMEN		
		14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total Answering	475	124	51	91	113	72	66	141	63	97	189	128	80	70	69	53	106	97	69
YES	83.3	80.1	85.1	79.5	83.6	83.2	82.5	92.6	97.5	90.8	84.8	88.1	83.0	81.6	77.4	85.2	88.2	80.9	87.8
NO	16.4	19.2	14.9	19.5	16.4	16.8	17.5	7.4	2.5	9.2	15.2	11.9	17.0	18.4	21.3	14.8	11.8	19.1	11.4
DK/REFUSED	0.3	0.7	-	1.0	-	-	-	-	-	-	-	-	-	*	1.3	-	-	-	0.8

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 6 Page 69
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work
Total Answering	475	15	38	68	53	62	119	53	302	121	234	236	119	172	12	62	97	296	199	97
YES	83.3	80.4	73.5	83.0	87.8	90.6	86.7	75.4	86.9	79.7	88.0	84.4	86.7	80.3	92.5	76.5	81.1	85.2	82.5	90.6
NO	16.4	19.6	26.5	17.0	11.1	8.0	13.3	24.6	12.7	20.3	11.4	15.0	13.3	19.7	7.5	23.5	18.9	14.3	16.8	9.4
DK/REFUSED	0.3	-	-	-	1.0	1.4	*	-	0.5	-	0.6	0.6	*	-	-	-	-	0.5	0.7	



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 6 Page 70
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	SINGLE	MAR- RIED	SEPA- RATED	DIV- ORCED	WID- OWED	MALE	FEMALE
Total Answering	475	79	113	78	36	93	183	121	61	41	370	8	48	3	161	209
YES	83.3	84.7	79.0	75.7	86.3	76.5	89.0	86.9	93.2	78.3	84.8	61.3	83.6	100.0	81.5	87.3
NO	16.4	15.3	20.2	23.1	13.7	23.5	10.7	12.7	6.8	21.7	14.8	38.7	16.4	-	17.9	12.5
DK/REFUSED	0.3	-	0.8	1.2	-	-	0.3	0.4	-	-	0.4	-	-	-	0.6	0.3

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 6 Page 71
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican Amer.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.
Total Answering	475	320	63	30	222	101	96	127	326	144	29	93	133	38	192	56	84	38	231	53
YES	83.3	83.9	87.2	78.6	85.2	79.6	84.4	85.8	85.2	79.0	86.0	74.7	82.2	70.7	87.3	77.5	83.8	82.1	86.9	70.7
NO	16.4	15.9	11.4	21.4	14.5	20.4	15.6	13.8	14.3	21.0	14.0	25.3	17.1	29.3	12.4	22.5	16.2	17.9	12.4	29.3
DK/REFUSED	0.3	0.2	1.4	-	0.2	-	*	0.4	0.4	-	-	-	0.7	-	0.3	-	-	-	0.6	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 6 Page 72
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AGE			MEN			WOMEN			GENDER	
		UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE
		40		55	40		55	40		55		
Total Answering	475	138	289	33	52	123	16	86	166	17	196	279
YES	83.3	85.2	84.2	77.2	80.7	83.2	80.3	87.9	85.0	74.3	81.1	84.9
NO	16.4	14.8	15.3	22.8	19.3	16.1	19.7	12.1	14.7	25.7	18.5	14.9
DK/REFUSED	0.3	-	0.5	-	-	0.7	-	-	0.3	-	0.5	0.2

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 7 Page 73
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AREA													CHILDREN IN GRADES 6-12	APPROPRIATE TO START TALKING ABOUT ALCOHOL ABUSE	TALKED ABOUT ALCOHOL ABUSE				
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	1	2 OVER LESS/ 10	11-14 OVER 15	YES	NO/ NOT YET		
Total	500	160	66	18	76	141	60	81	88	44	44	21	56	34	278	213	249	212	20	475	25
PROBLEM	81.0	83.3	86.1	91.9	78.8	75.6	62.9	84.9	80.3	74.5	86.2	79.8	85.8	88.1	80.3	81.7	80.2	83.5	74.8	82.3	56.2
Serious	42.1	41.6	51.0	26.5	36.9	43.7	41.3	45.4	40.6	41.4	39.9	64.0	35.6	39.1	41.5	42.0	45.4	38.3	42.9	43.3	19.1
Minor	38.9	41.7	35.1	65.4	41.8	31.9	21.6	39.5	39.7	33.1	46.3	15.8	50.3	49.0	38.9	39.6	34.8	45.2	31.9	39.0	37.1
NOT A PROBLEM AT ALL	8.0	5.7	5.0	3.5	6.9	11.3	15.9	7.8	8.3	10.2	6.3	16.1	6.3	2.2	8.6	7.5	7.2	7.7	10.9	6.5	36.4
DK/REFUSED	11.0	11.0	8.9	4.6	14.3	13.2	21.2	7.2	11.4	15.3	7.5	4.1	7.9	9.7	11.0	10.9	12.6	8.8	14.3	11.1	7.4

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 7 Page 74
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	TALK ABOUT ALCOHOL			TALKED ABOUT		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR				CHOICE MODEL		
		ABUSE WITH YOUR			ALCOHOL ABUSE		YOUR COMMUNITY				WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY				WHEN AGE/YOUR		
		CHILDREN			LAST FEW MOS.										ALCOHOL				CHILD DRINK		
		FREQU-	SOME-	RARELY	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	UNDER	Under	18-20	21/	22/	ABLE	ACT
		ENTLY	TIMES				LEM	ious		PROB-	ERNED			ALL	21	18		OVER	Over	TO	IRRESP
										LEM										HANDLE	ONSIBL
Total	500	174	221	78	396	78	405	210	195	40	300	65	235	197	172	67	105	280	37	38	449
PROBLEM	81.0	83.0	81.2	85.8	84.4	71.5	100.0	100.0	100.0	-	85.9	86.9	85.6	74.1	78.5	71.2	83.1	84.7	87.7	73.8	82.3
Serious	42.1	54.4	40.8	26.5	45.7	30.9	51.9	100.0	-	-	48.4	63.4	44.3	32.8	41.0	35.4	44.6	42.2	51.6	39.9	42.9
Minor	38.9	28.5	40.5	59.3	38.7	40.7	48.1	-	100.0	-	37.5	23.6	41.3	41.3	37.4	35.8	38.5	42.5	36.2	33.8	39.3
NOT A PROBLEM AT ALL	8.0	5.8	5.7	9.1	5.7	10.8	-	-	-	100.0	5.5	9.6	4.3	11.3	9.7	12.2	8.1	4.9	6.2	16.1	7.1
DK/REFUSED	11.0	11.2	13.1	5.1	9.9	17.6	-	-	-	-	8.7	3.4	10.1	14.6	11.8	16.6	8.8	10.4	6.0	10.1	10.6

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 7 Page 75
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL		S/R/H: ADS		SEEN AD		SEEN AD		SEEN ADS		HEARD OF/VIST		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK								
	STOP UNDERAGE		GIRL ON FLOOR		TEENAGE BOY						TALKITOUTNC.O										
	DRINKING										RG										
	YES	NO	YES	NO	YES	NO	YES	NO	1 OF 2	NO,	YES	NO	REGU-	2+	Once A	NOT	Every	Once A	RARELY	Rarely	Never
									BOTH	NEI-			LARLY	Times/	Week	REGU-	Couple	Week	/NEVER		
										THER				Week		LARLY	Weeks				
Total	500	202	281	203	289	221	275	153	112	224	99	399	149	93	56	91	38	53	258	125	133
PROBLEM	81.0	84.8	79.2	81.4	81.1	82.6	80.1	83.8	79.8	80.6	86.8	79.9	76.7	75.6	78.5	82.5	82.2	82.8	83.3	86.6	80.3
Serious	42.1	46.7	40.0	45.5	40.9	44.5	40.1	51.0	30.9	43.0	46.1	41.3	45.3	43.0	49.0	28.9	21.9	34.0	45.1	43.3	46.9
Minor	38.9	38.1	39.3	35.9	40.2	38.2	40.0	32.8	48.9	37.6	40.7	38.6	31.4	32.5	29.5	53.6	60.3	48.7	38.2	43.3	33.4
NOT A PROBLEM AT ALL	8.0	5.4	9.7	6.7	9.1	6.6	8.6	4.6	11.0	8.5	4.0	8.7	7.2	7.4	6.9	11.2	9.1	12.8	7.3	4.1	10.4
DK/REFUSED	11.0	9.8	11.1	11.9	9.8	10.8	11.2	11.6	9.1	11.0	9.2	11.4	16.1	17.0	14.6	6.3	8.8	4.4	9.3	9.3	9.3



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 7 Page 76
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	IDEOLOGY						PARTY					WHITE			AFRICAN AMERICAN			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	121	56	66	126	116	111	227	164	200	122	105	17	146	93	84	3	86	14
PROBLEM	81.0	79.3	73.2	84.5	80.8	82.5	83.1	82.8	84.7	76.5	84.2	84.8	80.3	84.3	80.1	85.4	100.0	77.7	100.0
Serious	42.1	45.4	34.8	54.3	37.5	43.0	46.6	44.7	44.6	37.6	45.6	49.4	21.8	44.0	41.5	45.2	78.7	36.5	57.9
Minor	38.9	33.9	38.3	30.2	43.2	39.6	36.6	38.1	40.1	38.9	38.6	35.4	58.4	40.3	38.5	40.1	21.3	41.2	42.1
NOT A PROBLEM AT ALL	8.0	10.1	14.8	6.0	5.9	6.1	9.0	7.5	6.5	9.7	5.8	4.6	13.8	6.4	6.9	2.9	-	13.3	-
DK/REFUSED	11.0	10.6	12.0	9.5	13.3	11.4	7.8	9.6	8.8	13.8	10.0	10.6	5.9	9.3	13.0	11.7	-	9.0	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 7 Page 77
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL
Total	500	73	69	59	91	130	63	285	311	185	175	125	109	110	277
PROBLEM	81.0	82.2	84.0	85.9	86.8	72.5	82.6	80.7	82.2	82.7	78.6	82.2	74.0	89.5	81.3
Serious	42.1	44.1	38.8	40.3	45.0	37.0	50.7	40.9	43.7	40.5	43.4	44.7	41.2	55.1	37.8
Minor	38.9	38.0	45.2	45.6	41.8	35.6	32.0	39.7	38.5	42.3	35.2	37.5	32.7	34.4	43.5
NOT A PROBLEM AT ALL	8.0	8.8	9.0	7.7	4.6	10.0	4.1	8.5	7.6	8.6	6.4	8.5	11.4	4.7	7.8
DK/REFUSED	11.0	9.1	7.1	6.4	8.6	17.4	13.3	10.8	10.2	8.7	14.9	9.3	14.6	5.7	11.0

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 7 Page 78
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ Youn- ger	12	13	14	15/ OLDER	15	16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total	500	285	48	84	113	94	311	105	112	147	285	127	196	311	207	147
PROBLEM	81.0	80.7	82.0	83.1	79.5	84.4	82.2	80.3	81.6	85.9	80.7	83.0	81.4	82.2	80.7	85.9
Serious	42.1	40.9	36.5	38.4	42.9	48.1	43.7	42.4	46.8	43.2	40.9	37.8	45.1	43.7	45.2	43.2
Minor	38.9	39.7	45.5	44.7	36.6	36.3	38.5	37.8	34.8	42.7	39.7	45.2	36.3	38.5	35.5	42.7
NOT A PROBLEM AT ALL	8.0	8.5	9.7	8.3	7.5	6.5	7.6	5.7	12.6	5.0	8.5	8.1	7.4	7.6	9.1	5.0
DK/REFUSED	11.0	10.8	8.3	8.6	13.1	9.2	10.2	14.0	5.8	9.1	10.8	8.8	11.2	10.2	10.2	9.1

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 7 Page 79
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MALE ONLY (CHILDREN)						FEMALE ONLY (CHILDREN)						BOTH (CHILDREN)					
		14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total	500	101	46	70	103	59	52	91	37	58	111	75	44	88	42	65	96	74	51
PROBLEM	81.0	82.9	78.1	87.7	83.1	81.2	86.0	76.1	85.8	71.4	80.1	80.6	81.3	81.6	84.7	82.5	83.5	80.5	89.5
Serious	42.1	43.2	32.0	49.9	39.8	45.6	32.3	37.5	43.1	36.1	46.8	47.0	48.2	43.2	42.3	48.7	44.6	43.1	50.5
Minor	38.9	39.7	46.2	37.8	43.3	35.6	53.7	38.6	42.7	35.3	33.3	33.6	33.1	38.4	42.4	33.9	38.9	37.4	39.0
NOT A PROBLEM AT ALL	8.0	9.6	10.5	6.8	8.7	8.7	8.9	7.4	7.0	7.3	5.8	7.1	2.6	8.9	7.1	8.5	8.7	11.3	3.2
DK/REFUSED	11.0	7.5	11.3	5.5	8.2	10.0	5.1	16.5	7.3	21.3	14.1	12.3	16.1	9.5	8.1	9.0	7.8	8.2	7.3



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 7 Page 80
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN						WOMEN						MEN			WOMEN		
		14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	136	60	96	116	75	66	149	67	100	195	132	81	75	74	54	111	101	71
PROBLEM	81.0	85.3	86.0	87.2	86.8	86.7	88.6	76.4	80.3	75.9	79.5	77.4	83.7	83.9	81.2	87.7	81.9	76.7	78.0
Serious	42.1	41.3	30.2	49.1	43.7	44.5	42.3	40.6	44.7	41.3	43.6	45.6	43.8	39.4	39.7	52.6	41.2	46.2	38.7
Minor	38.9	44.0	55.8	38.1	43.1	42.2	46.3	35.8	35.5	34.5	35.8	31.8	39.9	44.5	41.5	35.1	40.7	30.6	39.3
NOT A PROBLEM AT ALL	8.0	7.6	9.3	5.6	8.5	10.7	6.1	9.3	7.1	9.1	7.1	8.1	4.1	8.4	8.1	9.1	8.7	5.2	8.1
DK/REFUSED	11.0	7.1	4.7	7.2	4.7	2.6	5.3	14.2	12.6	15.1	13.4	14.5	12.2	7.6	10.7	3.2	9.4	18.0	13.9

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 7 Page 81
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work
Total	500	15	41	72	53	62	125	55	312	127	240	243	125	180	12	70	98	311	211	100
PROBLEM	81.0	69.2	75.3	74.6	83.8	85.7	87.7	73.7	83.6	74.2	86.3	79.3	87.7	81.3	82.2	79.8	82.3	81.2	83.0	77.3
Serious	42.1	31.4	42.3	35.4	38.3	49.0	47.6	39.5	43.5	37.2	45.9	40.5	47.6	40.9	35.4	40.7	41.7	43.3	42.5	45.0
Minor	38.9	37.7	32.9	39.3	45.5	36.7	40.1	34.2	40.1	37.1	40.4	38.8	40.1	40.4	46.7	39.1	40.6	37.9	40.5	32.3
NOT A PROBLEM AT ALL	8.0	14.7	3.3	12.1	3.2	5.8	6.8	6.3	7.2	9.6	5.7	7.2	6.8	7.1	17.8	8.7	4.6	8.2	7.9	8.9
DK/REFUSED	11.0	16.2	21.5	13.2	13.0	8.4	5.5	20.1	9.2	16.2	7.9	13.5	5.5	11.6	-	11.5	13.1	10.6	9.1	13.8



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 7 Page 82
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN				WOMEN				MARITAL STATUS					MARRIED	
		LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	SINGLE	MAR- RIED	SEPA- RATED	DIV- ORCED	WID- OWED	MALE	FEMALE
Total	500	86	119	82	36	94	192	128	64	46	384	11	50	3	168	216
PROBLEM	81.0	83.6	85.0	84.9	85.2	79.2	78.8	81.8	72.9	81.9	83.0	63.2	68.9	100.0	86.1	80.5
Serious	42.1	41.1	42.7	39.7	49.6	40.6	43.7	44.3	42.4	37.0	42.9	49.9	40.9	59.2	42.0	43.6
Minor	38.9	42.5	42.3	45.2	35.6	38.5	35.2	37.5	30.4	44.9	40.1	13.3	28.0	40.8	44.1	37.0
NOT A PROBLEM AT ALL	8.0	6.8	9.8	9.5	10.4	7.4	7.2	6.8	8.0	6.7	7.6	20.9	9.6	-	7.9	7.4
DK/REFUSED	11.0	9.6	5.2	5.6	4.4	13.4	13.9	11.4	19.1	11.4	9.4	15.9	21.5	-	6.0	12.1

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 7 Page 83
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican Amer.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.
Total	500	336	66	32	237	105	102	135	333	159	31	105	138	44	195	61	86	43	235	59
PROBLEM	81.0	82.0	78.4	79.2	80.9	88.0	85.2	77.5	83.0	77.8	71.8	81.5	84.4	81.8	82.0	81.4	84.2	89.8	83.4	74.8
Serious	42.1	43.5	36.9	31.4	47.5	37.3	44.6	49.7	43.5	39.8	36.3	40.4	41.9	36.7	44.7	43.0	38.4	39.5	45.1	40.6
Minor	38.9	38.5	41.4	47.7	33.4	50.7	40.6	27.9	39.5	38.0	35.5	41.1	42.5	45.1	37.3	38.3	45.8	50.2	38.4	34.3
NOT A PROBLEM AT ALL	8.0	6.6	11.4	4.2	7.2	3.5	4.6	9.1	6.2	11.4	9.8	11.0	8.4	9.7	4.6	12.0	5.3	4.8	5.4	16.0
DK/REFUSED	11.0	11.4	10.3	16.7	12.0	8.5	10.2	13.4	10.8	10.8	18.4	7.4	7.2	8.5	13.4	6.7	10.5	5.4	11.2	9.2

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 7 Page 84
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AGE			MEN			WOMEN			GENDER	
		UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE
		40		55	40		55	40		55		
Total	500	145	302	35	58	128	17	87	174	18	210	290
PROBLEM	81.0	85.4	81.3	66.8	89.3	84.3	77.0	82.9	79.2	57.3	83.7	79.1
Serious	42.1	37.7	43.5	46.6	41.1	40.7	55.5	35.4	45.6	38.3	41.5	42.5
Minor	38.9	47.7	37.8	20.3	48.2	43.6	21.5	47.4	33.6	19.1	42.2	36.6
NOT A PROBLEM AT ALL	8.0	5.7	6.4	22.0	10.7	5.0	18.6	2.4	7.4	25.2	9.0	7.3
DK/REFUSED	11.0	8.9	12.3	11.2	-	10.7	4.4	14.8	13.4	17.5	7.3	13.6

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 8 Page 85
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AREA														CHILDREN IN GRADES 6-12		APPROPRIATE TO START TALKING ABOUT ALCOHOL ABUSE		TALKED ABOUT ALCOHOL ABUSE	
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	1	2 OVER	LESS/ 10	11-14 15	OVER	YES	NO/ NOT YET
Total	500	160	66	18	76	141	60	81	88	44	44	21	56	34	278	213	249	212	20	475	25
CONCERNED	60.0	56.9	60.9	55.2	53.8	61.5	54.9	66.4	56.2	56.0	56.5	69.9	63.1	67.6	60.4	59.7	56.4	66.4	48.1	61.7	29.0
Very	13.0	15.4	19.4	6.8	14.1	11.2	2.7	17.4	8.0	7.4	8.5	19.4	11.5	21.2	15.6	10.2	12.7	12.0	18.7	13.5	3.1
Somewhat	47.0	41.5	41.6	48.4	39.8	50.3	52.2	48.9	48.3	48.6	48.0	50.5	51.6	46.4	44.7	49.5	43.8	54.4	29.4	48.1	25.9
NOT CONCERNED AT ALL	39.3	42.7	38.2	44.8	46.2	36.7	40.9	33.6	43.8	44.0	43.5	30.1	36.9	32.4	39.6	38.9	43.3	32.4	51.9	37.9	66.7
DK/REFUSED	0.6	0.3	0.8	-	*	1.8	4.2	-	-	-	-	-	-	-	*	1.4	0.2	1.2	-	0.4	4.3

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 8 Page 86
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	TALK ABOUT ALCOHOL			TALKED ABOUT		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR				CHOICE MODEL		
		ABUSE WITH YOUR			ALCOHOL ABUSE		YOUR COMMUNITY				WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY				WHEN AGE/YOUR		
		CHILDREN			LAST FEW MOS.										ALCOHOL				CHILD DRINK		
		FREQU-	SOME-	RARELY	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	UNDER	Under	18-20	21/	22/	ABLE	ACT
		ENTLY	TIMES				LEM	ious		PROB-	ERNED			ALL	21	18		OVER	Over	TO	IRRESP
										LEM										HANDLE	ONSIBL
Total	500	174	221	78	396	78	405	210	195	40	300	65	235	197	172	67	105	280	37	38	449
CONCERNED	60.0	65.6	59.0	60.3	63.5	53.5	63.6	69.0	57.8	40.9	100.0	100.0	100.0	-	59.3	45.3	68.2	62.1	57.4	58.4	60.3
Very	13.0	21.1	11.1	3.9	14.8	7.4	14.0	19.6	7.9	15.7	21.7	100.0	-	-	12.9	13.6	12.4	11.7	23.2	3.6	13.9
Somewhat	47.0	44.5	47.9	56.4	48.7	46.1	49.6	49.4	49.9	25.2	78.3	-	100.0	-	46.4	31.7	55.8	50.4	34.2	54.8	46.4
NOT CONCERNED AT ALL	39.3	33.3	41.0	39.7	36.0	46.5	36.0	30.7	41.7	55.5	-	-	-	100.0	40.4	54.7	31.3	37.0	42.6	41.6	39.0
DK/REFUSED	0.6	1.1	-	*	0.5	*	0.4	0.3	0.5	3.6	-	-	-	-	0.3	-	0.5	0.9	-	-	0.7

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 8 Page 87
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL		S/R/H: ADS		SEEN AD		SEEN AD		SEEN ADS		HEARD OF/VIST		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK								
	STOP UNDERAGE		GIRL ON FLOOR		TEENAGE BOY						TALKITOUTNC.O										
	DRINKING										RG										
	YES	NO	YES	NO	YES	NO	YES	NO	1 OF 2	NO, NEI- THER	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY /NEVER	Rarely	Never
Total	500	202	281	203	289	221	275	153	112	224	99	399	149	93	56	91	38	53	258	125	133
CONCERNED	60.0	63.9	56.3	64.1	56.9	65.2	56.3	69.8	52.3	57.3	65.1	58.7	63.4	58.6	71.2	68.3	74.9	63.4	55.2	58.0	52.5
Very	13.0	13.6	12.8	15.4	11.2	13.8	12.6	17.8	6.5	13.0	11.3	13.5	10.8	10.6	11.2	12.5	14.9	10.8	14.6	10.8	18.1
Somewhat	47.0	50.3	43.5	48.6	45.7	51.5	43.7	52.0	45.9	44.3	53.9	45.2	52.5	48.0	60.0	55.7	60.0	52.7	40.6	47.2	34.4
NOT CONCERNED AT ALL	39.3	35.9	43.1	35.6	42.3	34.5	42.8	29.9	47.7	41.6	34.9	40.5	35.7	39.9	28.8	31.1	23.7	36.6	44.4	41.1	47.5
DK/REFUSED	0.6	0.3	0.5	0.3	0.9	0.3	0.9	0.4	-	1.1	-	0.8	1.0	1.5	-	0.6	1.5	-	0.4	0.9	*

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 8 Page 88
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	IDEOLOGY							PARTY					WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	121	56	66	126	116	111	227	164	200	122	105	17	146	93	84	3	86	14
CONCERNED	60.0	65.3	70.8	60.6	59.0	56.7	62.2	59.4	56.6	61.8	61.3	59.9	69.9	58.7	68.0	63.1	32.2	56.7	64.3
Very	13.0	10.8	12.4	9.5	8.4	11.5	21.0	16.2	16.1	13.3	6.7	7.8	-	16.9	19.8	6.1	32.2	7.6	14.6
Somewhat	47.0	54.5	58.5	51.1	50.6	45.2	41.3	43.3	40.5	48.5	54.5	52.1	69.9	41.8	48.3	57.0	-	49.0	49.6
NOT CONCERNED AT ALL	39.3	33.5	26.6	39.4	40.1	42.8	37.8	40.3	43.0	37.0	38.7	40.1	30.1	40.9	30.4	36.9	67.8	42.1	35.7
DK/REFUSED	0.6	1.2	2.6	-	0.8	0.5	-	0.2	0.3	1.3	-	-	-	0.4	1.5	-	-	1.2	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 8 Page 89
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
Total	500	73	69	59	91	130	63	285	311	185	175	125	109	110	277
CONCERNED	60.0	50.9	66.8	58.6	61.2	59.1	63.8	60.8	57.9	63.3	58.3	59.3	51.8	62.6	62.9
Very	13.0	15.6	16.4	9.5	16.5	11.6	4.1	12.5	12.3	16.4	10.4	11.8	11.1	10.7	14.9
Somewhat	47.0	35.3	50.3	49.0	44.7	47.5	59.7	48.3	45.6	46.9	47.8	47.5	40.7	51.9	48.0
NOT CONCERNED AT ALL	39.3	49.1	33.2	41.4	38.1	39.0	36.2	38.3	41.1	36.4	41.1	39.5	45.9	36.9	37.1
DK/REFUSED	0.6	-	-	-	0.6	1.9	-	0.9	1.0	0.3	0.6	1.1	2.3	0.5	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 8 Page 90
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ Youn- ger	12	13	14	15/ OLDER	15	16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total	500	285	48	84	113	94	311	105	112	147	285	127	196	311	207	147
CONCERNED	60.0	60.8	66.8	66.2	56.5	64.7	57.9	57.3	56.0	58.0	60.8	65.5	60.4	57.9	57.4	58.0
Very	13.0	12.5	16.5	7.9	11.1	15.8	12.3	9.2	16.5	11.0	12.5	11.4	13.2	12.3	13.2	11.0
Somewhat	47.0	48.3	50.4	58.3	45.5	48.9	45.6	48.0	39.6	47.0	48.3	54.0	47.2	45.6	44.1	47.0
NOT CONCERNED AT ALL	39.3	38.3	33.2	33.8	43.5	32.6	41.1	42.2	41.8	41.7	38.3	34.5	38.4	41.1	41.1	41.7
DK/REFUSED	0.6	0.9	-	-	*	2.7	1.0	0.5	2.2	0.4	0.9	-	1.3	1.0	1.5	0.4

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 8 Page 91
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL		MALE ONLY (CHILDREN)					FEMALE ONLY (CHILDREN)					BOTH (CHILDREN)					
	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	101	46	70	103	59	52	91	37	58	111	75	44	88	42	65	96	51
CONCERNED	60.0	68.3	66.4	71.5	53.7	56.2	53.3	53.6	56.1	53.3	62.9	60.7	65.7	60.5	75.3	53.9	56.4	55.0
Very	13.0	19.4	15.3	19.3	11.8	13.4	8.3	9.2	9.1	11.5	11.3	10.7	12.3	7.6	10.1	7.3	14.2	12.7
Somewhat	47.0	48.9	51.2	52.2	42.0	42.8	45.0	44.4	47.0	41.7	51.6	50.0	53.4	52.9	65.2	46.6	42.2	39.4
NOT CONCERNED AT ALL	39.3	31.7	33.6	28.5	45.7	42.8	45.7	45.2	43.9	44.9	36.2	37.9	34.3	37.9	24.7	43.9	42.1	44.6
DK/REFUSED	0.6	*	-	*	0.5	1.0	1.1	1.2	-	1.8	1.0	1.4	-	1.6	-	2.2	1.5	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 8 Page 92
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN						WOMEN						MEN			WOMEN		
		14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	136	60	96	116	75	66	149	67	100	195	132	81	75	74	54	111	101	71
CONCERNED	60.0	57.1	62.5	56.9	59.7	56.9	60.6	64.2	68.1	63.7	56.9	57.7	55.8	69.7	52.0	57.2	59.0	62.8	60.9
Very	13.0	13.8	12.9	16.6	14.6	11.7	16.6	11.2	10.1	9.9	10.9	14.1	6.3	20.2	10.8	13.6	13.9	10.1	10.4
Somewhat	47.0	43.2	49.6	40.3	45.1	45.2	44.0	53.0	58.1	53.8	45.9	43.5	49.4	49.5	41.2	43.6	45.2	52.7	50.5
NOT CONCERNED AT ALL	39.3	42.9	37.5	43.1	40.3	43.1	39.4	34.1	31.9	33.8	41.6	40.0	43.5	30.3	48.0	42.8	40.5	36.1	37.0
DK/REFUSED	0.6	-	-	-	-	-	-	1.7	-	2.5	1.6	2.3	0.7	-	-	-	0.5	1.0	2.0

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 8 Page 93
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work
Total	500	15	41	72	53	62	125	55	312	127	240	243	125	180	12	70	98	311	211	100
CONCERNED	60.0	53.4	55.0	61.6	61.8	61.0	65.0	54.6	62.9	58.5	63.2	59.9	65.0	59.9	70.5	55.9	61.4	60.5	56.5	68.7
Very	13.0	19.6	9.9	12.7	14.4	18.9	13.1	12.4	14.4	12.6	14.9	14.6	13.1	14.9	49.2	13.2	11.8	11.2	10.9	11.7
Somewhat	47.0	33.8	45.1	48.9	47.4	42.0	51.9	42.2	48.5	46.0	48.4	45.3	51.9	44.9	21.2	42.7	49.6	49.3	45.6	57.0
NOT CONCERNED AT ALL	39.3	46.6	42.4	38.4	38.2	39.0	33.8	43.5	36.7	40.6	36.2	39.7	33.8	39.5	29.5	44.1	37.5	38.9	42.5	31.3
DK/REFUSED	0.6	-	2.6	-	-	-	1.2	1.9	0.5	0.8	0.6	0.4	1.2	0.6	-	-	1.1	0.6	0.9	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 8 Page 94
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN				WOMEN				MARITAL STATUS					MARRIED	
		LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	SINGLE	MAR- RIED	SEPA- RATED	DIV- ORCED	WID- OWED	MALE	FEMALE
Total	500	86	119	82	36	94	192	128	64	46	384	11	50	3	168	216
CONCERNED	60.0	60.5	57.9	59.1	55.1	59.3	62.1	54.9	76.5	34.9	63.0	76.2	59.8	100.0	62.5	63.4
Very	13.0	15.7	12.8	13.2	12.0	14.3	10.2	9.5	11.6	10.2	13.8	*	12.0	59.2	16.2	11.9
Somewhat	47.0	44.8	45.0	45.9	43.2	45.1	51.9	45.4	64.9	24.7	49.2	76.2	47.8	40.8	46.4	51.5
NOT CONCERNED AT ALL	39.3	39.5	42.1	40.9	44.9	39.6	36.9	43.5	23.5	62.7	36.5	23.8	40.2	-	37.5	35.7
DK/REFUSED	0.6	-	-	-	-	1.1	1.0	1.6	-	2.3	0.5	-	-	-	-	0.9

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 8 Page 95
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican Amer.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.
Total	500	336	66	32	237	105	102	135	333	159	31	105	138	44	195	61	86	43	235	59
CONCERNED	60.0	60.4	60.5	65.0	59.6	60.3	59.9	59.3	62.5	55.2	56.3	57.0	63.5	52.3	61.8	60.3	56.3	53.3	65.1	62.2
Very	13.0	13.2	12.7	4.2	14.6	10.4	12.7	16.0	15.0	8.8	9.2	9.2	15.7	12.2	14.6	7.1	11.0	-	15.9	16.2
Somewhat	47.0	47.2	47.8	60.9	45.0	49.9	47.2	43.3	47.5	46.4	47.1	47.8	47.8	40.1	47.2	53.3	45.3	53.3	49.2	46.1
NOT CONCERNED AT ALL	39.3	39.1	39.5	35.0	40.0	39.2	40.1	39.9	36.9	44.2	43.7	42.0	36.5	47.7	37.2	37.9	43.7	46.7	34.1	36.0
DK/REFUSED	0.6	0.5	-	-	0.4	0.5	-	0.8	0.6	0.7	-	1.0	-	-	1.0	1.7	-	-	0.8	1.8

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 8 Page 96
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL		AGE			MEN			WOMEN			GENDER	
			UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE
			40		55	40		55	40		55		
Total	500	145	302	35	58	128	17	87	174	18	210	290	
CONCERNED	60.0	54.0	62.1	76.0	58.6	58.2	74.1	50.9	64.9	77.7	59.0	60.8	
Very	13.0	7.2	13.5	29.7	7.9	16.7	16.7	6.8	11.2	41.8	14.8	11.7	
Somewhat	47.0	46.7	48.5	46.3	50.7	41.4	57.4	44.1	53.8	35.9	44.2	49.1	
NOT CONCERNED AT ALL	39.3	46.0	37.3	21.0	41.4	41.8	25.9	49.1	33.9	16.4	41.0	38.2	
DK/REFUSED	0.6	-	0.7	3.0	-	-	-	-	1.1	5.8	-	1.1	

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 9 Page 97
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AREA													CHILDREN IN	APPROPRIATE TO		TALKED ABOUT			
															GRADES 6-12	START TALKING ABOUT	ALCOHOL ABUSE				
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	1	2 OVER	LESS/ 10	11-14 15	OVER	YES	NO/ NOT YET
Total	500	160	66	18	76	141	60	81	88	44	44	21	56	34	278	213	249	212	20	475	25
FRIENDS & PEERS	61.1	60.9	58.6	53.4	64.6	63.2	67.3	60.2	62.5	58.6	66.5	68.2	59.8	48.2	62.7	59.0	58.7	65.0	50.0	61.6	52.0
PARENTS	29.8	28.8	30.1	34.5	26.2	29.8	25.8	32.8	29.2	34.0	24.3	31.8	30.5	33.5	28.6	31.0	32.6	26.2	32.5	29.2	40.4
THE MEDIA	5.8	7.2	9.1	8.6	5.1	1.4	-	2.4	7.6	7.4	7.8	-	9.7	9.5	6.2	5.4	6.3	5.7	4.7	5.8	5.2
SCHOOL SYSTEM	1.8	1.5	1.3	3.5	1.2	3.5	4.0	3.1	0.7	-	1.5	-	-	3.6	1.9	1.9	0.3	2.5	12.8	1.8	2.4
DK/REFUSED	1.5	1.7	0.8	-	2.9	2.0	2.9	1.4	*	*	-	-	-	5.3	0.6	2.8	2.1	0.7	-	1.6	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 9 Page 98
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	TALK ABOUT ALCOHOL			TALKED ABOUT		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR				CHOICE MODEL		
		ABUSE WITH YOUR			ALCOHOL ABUSE		YOUR COMMUNITY				WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY				WHEN AGE/YOUR		
		CHILDREN			LAST FEW MOS.										ALCOHOL				CHILD DRINK		
		FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	UNDER 21	Under 18	18-20	21/ OVER	22/ Over	ABLE TO HANDLE	ACT IRRESP ONSIBL
Total	500	174	221	78	396	78	405	210	195	40	300	65	235	197	172	67	105	280	37	38	449
FRIENDS & PEERS	61.1	58.0	63.3	65.1	62.2	57.9	61.7	64.8	58.3	46.5	67.1	64.8	67.8	51.7	67.1	58.8	72.5	58.2	52.1	56.8	61.7
PARENTS	29.8	28.8	31.2	24.6	29.9	26.1	29.3	28.2	30.6	39.1	24.8	24.3	25.0	37.8	24.2	29.7	20.8	33.0	23.4	32.0	29.6
THE MEDIA	5.8	9.5	3.2	5.0	5.1	9.5	5.8	3.8	8.0	9.3	5.1	6.2	4.7	6.9	4.7	4.8	4.7	5.5	13.2	4.8	5.7
SCHOOL SYSTEM	1.8	2.0	0.8	4.4	1.4	3.7	1.9	2.1	1.8	3.4	2.0	4.6	1.2	1.7	1.7	2.9	0.9	2.2	9.5	6.3	1.5
DK/REFUSED	1.5	1.8	1.6	0.8	1.3	2.8	1.2	1.2	1.3	1.7	1.0	-	1.3	2.0	2.3	3.9	1.2	1.0	1.8	-	1.4

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 9 Page 99
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	S/R/H: ADS		SEEN AD		SEEN AD		SEEN ADS			HEARD OF/VIST		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK								
		STOP UNDERAGE		GIRL ON FLOOR		TEENAGE BOY					TALKITOUTNC.O										
		DRINKING									RG										
		YES	NO	YES	NO	YES	NO	YES	1 OF 2	NO,	YES	NO	REGU-	2+	Once A	NOT	Every	Once A	RARELY	Rarely	Never
							BOTH		NEI-			LARLY	Times/	Week	REGU-	Couple	Week	/NEVER			
									THER				Week		LARLY	Weeks					

Total	500	202	281	203	289	221	275	153	112	224	99	399	149	93	56	91	38	53	258	125	133
FRIENDS & PEERS	61.1	62.8	59.4	62.6	59.8	64.0	59.6	65.0	60.2	59.5	66.3	60.0	69.1	71.0	65.8	65.9	80.6	55.2	54.8	62.5	47.6
PARENTS	29.8	27.3	32.4	28.4	30.8	25.5	32.4	25.6	28.3	32.4	28.2	30.0	21.5	19.1	25.5	23.2	13.0	30.7	36.9	33.3	40.2
THE MEDIA	5.8	6.8	4.5	5.1	6.4	7.0	4.8	5.2	9.0	4.9	5.5	5.9	4.2	5.0	2.9	5.3	4.9	5.5	6.9	3.0	10.4
SCHOOL SYSTEM	1.8	1.9	1.9	2.4	1.5	2.8	1.1	3.1	1.2	1.3	-	2.3	3.0	1.3	5.8	3.8	-	6.6	0.5	-	1.0
DK/REFUSED	1.5	1.2	1.8	1.5	1.5	0.7	2.1	1.1	1.3	1.9	-	1.9	2.2	3.6	-	1.8	1.5	2.0	1.0	1.1	0.9

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 9 Page 100
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	IDEOLOGY						PARTY					WHITE			AFRICAN AMERICAN			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	121	56	66	126	116	111	227	164	200	122	105	17	146	93	84	3	86	14
FRIENDS & PEERS	61.1	71.0	63.6	77.3	62.7	58.8	58.1	58.4	62.2	69.0	48.1	50.5	32.9	62.4	68.5	52.4	100.0	63.7	52.9
PARENTS	29.8	24.1	28.1	20.7	27.5	30.8	34.9	32.8	31.0	24.6	37.0	37.2	35.9	30.9	30.2	34.4	-	23.1	47.1
THE MEDIA	5.8	2.6	3.4	1.9	6.8	7.5	5.8	6.6	3.7	5.2	9.5	7.7	20.6	3.6	1.4	6.0	-	10.6	-
SCHOOL SYSTEM	1.8	1.4	3.1	-	0.7	1.3	1.2	1.3	1.5	1.2	1.7	2.0	-	1.3	-	2.5	-	2.7	-
DK/REFUSED	1.5	0.9	1.9	-	2.4	1.6	-	0.8	1.7	-	3.8	2.7	10.6	1.9	-	4.8	-	-	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 9 Page 101
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
Total	500	73	69	59	91	130	63	285	311	185	175	125	109	110	277
FRIENDS & PEERS	61.1	58.8	69.2	46.3	64.9	69.0	49.7	58.3	61.8	63.0	60.4	61.3	62.4	60.0	61.4
PARENTS	29.8	33.6	22.7	37.9	28.8	25.7	36.1	34.4	28.0	31.1	27.0	29.9	29.4	30.8	29.2
THE MEDIA	5.8	3.4	7.2	6.8	4.0	4.1	12.0	5.9	5.7	4.4	7.5	5.9	6.8	4.8	5.6
SCHOOL SYSTEM	1.8	3.3	0.9	3.5	0.1	1.3	-	0.5	2.9	0.7	3.4	1.5	0.7	2.3	2.1
DK/REFUSED	1.5	0.9	-	5.5	2.3	-	2.2	0.9	1.6	0.7	1.6	1.4	0.7	2.2	1.6

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 9 Page 102
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ Youn- ger	12	13	14	15/ OLDER	15	16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total	500	285	48	84	113	94	311	105	112	147	285	127	196	311	207	147
FRIENDS & PEERS	61.1	58.3	46.5	58.8	59.5	63.4	61.8	62.3	59.4	61.9	58.3	53.4	60.7	61.8	60.9	61.9
PARENTS	29.8	34.4	51.5	27.2	33.4	30.9	28.0	27.0	28.9	28.3	34.4	36.5	33.0	28.0	27.8	28.3
THE MEDIA	5.8	5.9	2.0	12.0	5.1	4.9	5.7	3.8	8.5	4.4	5.9	8.7	4.9	5.7	6.1	4.4
SCHOOL SYSTEM	1.8	0.5	-	-	1.3	-	2.9	3.0	2.6	3.8	0.5	-	0.8	2.9	2.9	3.8
DK/REFUSED	1.5	0.9	-	2.0	0.7	0.7	1.6	3.9	0.6	1.6	0.9	1.3	0.7	1.6	2.3	1.6

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 9 Page 103
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL		MALE ONLY (CHILDREN)					FEMALE ONLY (CHILDREN)					BOTH (CHILDREN)						
	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	
Total	500	101	46	70	103	59	52	91	37	58	111	75	44	88	42	65	96	74	51
FRIENDS & PEERS	61.1	61.4	63.8	63.1	61.2	56.7	63.1	58.9	57.1	58.1	60.4	57.2	62.2	54.7	40.6	59.4	63.8	68.0	59.7
PARENTS	29.8	32.9	31.7	30.8	32.5	34.4	29.2	32.8	32.3	35.6	23.8	28.7	20.5	36.6	43.0	33.7	28.2	21.6	34.5
THE MEDIA	5.8	4.3	4.4	4.2	3.7	4.3	5.1	6.2	7.7	4.8	8.8	8.0	8.7	7.9	14.8	5.8	4.3	5.6	-
SCHOOL SYSTEM	1.8	0.6	-	0.9	1.3	2.3	1.4	0.9	-	1.5	5.4	3.9	7.1	-	-	-	1.9	2.5	3.6
DK/REFUSED	1.5	0.7	-	1.1	1.3	2.3	1.1	1.1	2.8	-	1.5	2.3	1.5	0.8	1.6	1.0	1.9	2.4	2.2

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 9 Page 104
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL			MEN				WOMEN				MEN			WOMEN			
	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	136	60	96	116	75	66	149	67	100	195	132	81	75	74	54	111	101
FRIENDS & PEERS	61.1	56.5	45.1	61.0	59.0	54.4	63.4	59.9	61.0	60.3	63.5	64.6	60.6	64.8	56.9	53.6	61.8	63.0
PARENTS	29.8	34.7	41.7	30.9	28.3	32.3	21.7	34.1	31.8	35.0	27.8	25.2	33.7	27.4	32.1	31.3	33.6	23.4
THE MEDIA	5.8	6.5	10.3	5.9	4.8	5.3	4.5	5.4	7.2	3.9	6.2	6.5	4.2	5.9	4.0	8.4	3.4	10.2
SCHOOL SYSTEM	1.8	1.1	-	1.5	5.4	4.2	8.6	*	-	0.1	1.5	2.2	-	1.8	4.2	3.4	*	2.9
DK/REFUSED	1.5	1.3	2.8	0.7	2.5	3.9	1.7	0.5	-	0.7	1.0	1.5	1.5	0.1	2.9	3.3	1.2	0.6

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 9 Page 105
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work
Total	500	15	41	72	53	62	125	55	312	127	240	243	125	180	12	70	98	311	211	100
FRIENDS & PEERS	61.1	49.1	69.1	72.1	63.3	61.1	57.7	63.9	62.6	68.5	59.8	65.5	57.7	68.8	61.3	65.2	72.3	56.9	58.4	53.5
PARENTS	29.8	34.2	19.8	19.5	30.3	35.5	30.8	23.6	29.0	21.3	31.9	26.9	30.8	24.1	21.5	30.0	20.2	33.0	32.7	33.6
THE MEDIA	5.8	16.7	8.1	7.6	4.5	2.3	4.3	10.3	4.7	8.8	3.8	6.2	4.3	3.7	-	0.8	6.2	6.8	5.4	9.8
SCHOOL SYSTEM	1.8	-	3.0	0.9	-	0.1	4.3	2.2	1.9	1.5	2.3	0.8	4.3	2.6	17.2	1.9	1.3	1.4	1.3	1.7
DK/REFUSED	1.5	-	-	-	2.0	1.0	2.9	-	1.7	-	2.2	0.7	2.9	0.8	-	2.2	-	1.9	2.2	1.4

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 9 Page 106
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN				WOMEN				MARITAL STATUS					MARRIED	
		LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	SINGLE	MAR- RIED	SEPA- RATED	DIV- ORCED	WID- OWED	MALE	FEMALE
Total	500	86	119	82	36	94	192	128	64	46	384	11	50	3	168	216
FRIENDS & PEERS	61.1	66.7	53.7	52.8	55.7	70.7	58.8	62.1	52.3	69.6	61.4	43.7	61.2	55.3	57.9	64.1
PARENTS	29.8	24.9	34.7	32.4	39.9	23.3	32.0	32.9	30.1	20.2	30.6	40.9	28.3	44.7	31.4	29.9
THE MEDIA	5.8	4.4	6.0	6.6	4.4	3.0	7.3	4.6	12.8	10.2	4.5	15.4	10.5	-	5.4	3.8
SCHOOL SYSTEM	1.8	4.0	2.4	3.4	-	1.3	0.9	-	2.6	-	2.0	-	-	-	2.9	1.4
DK/REFUSED	1.5	-	3.3	4.8	-	1.6	1.0	0.4	2.2	-	1.5	-	-	-	2.4	0.9

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 9 Page 107
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican Amer.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.
Total	500	336	66	32	237	105	102	135	333	159	31	105	138	44	195	61	86	43	235	59
FRIENDS & PEERS	61.1	60.8	57.8	72.2	59.2	64.0	58.1	60.1	61.2	60.8	55.3	63.5	56.2	62.6	64.8	64.1	63.1	62.8	61.4	67.0
PARENTS	29.8	31.5	32.2	24.3	33.7	26.9	35.1	32.7	31.6	26.3	29.3	25.6	35.2	24.5	29.1	26.4	29.4	26.7	31.2	21.3
THE MEDIA	5.8	4.7	10.0	-	4.2	5.0	2.6	5.5	3.6	9.9	13.4	8.7	3.0	11.5	4.0	6.7	4.3	10.5	3.5	7.8
SCHOOL SYSTEM	1.8	1.2	-	-	1.6	0.7	2.1	1.3	1.5	2.6	1.9	2.2	2.8	1.4	0.7	2.7	1.4	-	1.7	3.9
DK/REFUSED	1.5	1.9	-	3.5	1.2	3.3	2.1	0.5	2.0	0.4	-	-	2.9	-	1.4	-	1.7	-	2.2	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 9 Page 108
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AGE			MEN			WOMEN			GENDER	
		UNDER 40	41-55	OVER 55	UNDER 40	41-55	OVER 55	UNDER 40	41-55	OVER 55	MALE	FEMALE
Total	500	145	302	35	58	128	17	87	174	18	210	290
FRIENDS & PEERS	61.1	62.2	61.2	64.8	61.5	55.3	70.3	62.7	65.5	59.7	58.3	63.2
PARENTS	29.8	28.4	29.0	29.4	33.1	30.4	26.0	25.2	27.9	32.6	31.1	28.8
THE MEDIA	5.8	7.5	5.7	2.0	5.4	6.8	-	8.9	4.8	3.9	5.6	5.8
SCHOOL SYSTEM	1.8	0.8	2.4	1.9	-	4.4	3.7	1.4	1.0	0.3	3.0	1.0
DK/REFUSED	1.5	1.0	1.7	1.8	-	3.1	-	1.7	0.8	3.5	1.9	1.2

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 10 Page 109
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AREA													CHILDREN IN		APPROPRIATE TO			TALKED ABOUT	
															GRADES 6-12		START TALKING ABOUT			ALCOHOL ABUSE	
																	ALCOHOL ABUSE				
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	1	2 OVER	LESS/ 10	11-14 OVER 15	YES	NO/ NOT YET	
Total	500	160	66	18	76	141	60	81	88	44	44	21	56	34	278	213	249	212	20	475	25
14/YOUNGER	5.0	4.5	2.3	4.9	6.2	7.3	10.7	4.8	3.8	4.1	3.5	-	5.5	3.9	4.2	5.9	6.3	3.3	6.1	5.1	3.7
10/YOUNGER	1.1	*	-	-	0.1	1.7	3.4	0.5	-	-	-	-	5.5	-	0.2	2.4	1.6	0.7	-	1.2	-
11	0.2	0.6	-	4.9	-	-	-	-	-	-	-	-	-	-	0.3	-	0.4	-	-	0.2	-
12	0.9	1.1	-	-	2.3	1.6	3.7	-	0.7	1.4	-	-	-	-	1.0	0.8	1.6	-	-	1.0	-
13	1.7	2.0	2.3	-	2.2	3.4	3.6	3.2	0.8	-	1.6	-	-	-	1.4	2.3	1.0	2.1	6.1	1.8	-
14	1.1	0.8	-	-	1.7	0.7	-	1.1	2.3	2.7	1.8	-	-	3.9	1.4	0.4	1.7	0.6	-	1.0	3.7
15-17	8.3	12.4	20.8	2.1	7.6	6.5	6.5	6.6	3.7	5.2	2.2	7.7	9.4	6.9	8.6	8.3	9.5	7.6	7.6	8.4	6.6
15	1.6	2.2	1.9	-	3.0	1.0	1.8	0.5	2.6	5.2	-	4.1	-	-	2.4	0.7	2.3	1.2	-	1.5	3.5
16	3.5	4.2	4.9	-	4.5	4.0	3.1	4.7	1.1	-	2.2	3.6	2.6	5.0	3.4	3.6	3.5	3.6	3.6	3.6	-
17	3.2	6.0	14.0	2.1	-	1.5	1.6	1.4	*	*	-	-	6.7	1.9	2.7	4.0	3.6	2.8	4.0	3.2	3.2
18/OLDER	77.1	71.7	72.0	89.8	67.1	78.2	76.2	79.7	84.5	83.9	85.1	71.8	80.8	75.7	76.7	77.1	73.0	83.2	77.4	77.1	77.1
18	18.2	16.3	15.5	-	20.8	18.0	25.8	12.2	15.4	21.7	9.1	11.1	19.4	37.5	18.2	18.9	14.7	24.6	12.0	18.3	15.7
19	0.9	1.6	2.0	2.6	1.0	-	-	-	0.9	-	1.9	-	2.3	-	0.8	1.2	0.8	1.2	-	1.0	-
20	1.9	-	-	-	-	2.6	4.5	1.3	3.1	1.8	4.5	-	-	8.9	2.0	1.8	2.4	0.9	7.3	2.0	-
21	48.7	45.1	45.3	84.1	35.8	50.5	39.4	58.6	58.0	56.9	59.1	53.8	53.5	23.7	45.7	51.8	47.4	49.4	44.9	48.2	59.0
22-24	3.0	2.4	2.4	-	2.8	3.8	3.9	3.7	1.0	-	2.0	6.8	5.0	1.9	3.8	1.3	2.9	2.9	7.2	3.1	-
25/OLDER	4.4	6.3	6.8	3.0	6.7	3.3	2.6	3.9	6.0	3.6	8.5	-	0.6	3.6	6.2	2.1	4.8	4.1	5.9	4.5	2.4

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

DK/REFUSED	9.6	11.4	4.8	3.2	19.2	7.9	6.6	8.9	8.0	6.8	9.2	20.6	4.3	13.4	10.5	8.7	11.3	5.9	8.9	9.4	12.5
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THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 10 Page 110
Apr. 9, 2017
(Continued)

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AREA													CHILDREN IN		APPROPRIATE TO		TALKED ABOUT		
															GRADES 6-12		START TALKING ABOUT		ALCOHOL ABUSE		
																	ALCOHOL ABUSE				
		RAL-	Dur-	Cumbe-	Rest	CHARL-	Gaston	Rest	GREEN-	For-	Rest	WILM-	EAST	WEST	1	2 OVER	LESS/	11-14	OVER	YES	NO/
		EIGH	ham &	rland		OTTE	Meckl-		SBORO	sythe/		INGTON					10		15		NOT
			Wake				enburg			Gulfrd											YET
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Mean	19.67	19.67	19.64	20.47	19.48	19.54	18.85	20.05	20.18	19.76	20.62	20.22	19.34	19.11	19.85	19.40	19.57	19.72	20.04	19.66	19.89



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 10 Page 111
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	TALK ABOUT ALCOHOL			TALKED ABOUT		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR					CHOICE MODEL	
		ABUSE WITH YOUR			ALCOHOL ABUSE		YOUR COMMUNITY				WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY					WHEN AGE/YOUR	
		CHILDREN			LAST FEW MOS.										ALCOHOL					CHILD DRINK	
		FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	UNDER 21	Under 18	18-20	21/ OVER	22/ Over	ABLE TO HANDLE	ACT IRRESP ONSIBL
Total	500	174	221	78	396	78	405	210	195	40	300	65	235	197	172	67	105	280	37	38	449
14/YOUNGER	5.0	6.3	4.9	2.4	5.2	3.6	3.5	4.3	2.8	15.4	4.3	5.8	3.9	6.3	14.7	37.7	-	-	-	8.2	4.8
10/YOUNGER	1.1	1.2	1.6	-	1.0	1.8	1.0	1.0	1.1	-	1.3	0.6	1.6	0.8	3.2	8.3	-	-	-	-	1.2
11	0.2	-	0.4	-	-	-	0.2	0.4	-	-	-	-	-	0.5	0.5	1.3	-	-	-	-	0.2
12	0.9	1.0	1.0	-	1.1	-	-	-	-	5.6	0.2	-	0.3	2.0	2.6	6.8	-	-	-	4.5	0.6
13	1.7	3.4	0.9	0.9	1.9	1.8	1.6	2.1	1.1	5.4	1.7	5.2	0.7	1.9	5.1	13.1	-	-	-	3.6	1.6
14	1.1	0.7	1.0	1.5	1.2	-	0.7	0.8	0.6	4.3	1.0	-	1.3	1.2	3.2	8.3	-	-	-	-	1.1
15-17	8.3	6.4	12.6	1.2	8.5	8.2	8.2	7.0	9.5	4.9	5.8	8.1	5.1	12.3	24.2	62.3	-	-	-	19.7	6.8
15	1.6	1.9	1.9	-	1.9	-	1.3	0.4	2.3	-	1.2	1.2	1.2	2.3	4.8	12.3	-	-	-	4.3	1.0
16	3.5	2.1	6.1	0.2	3.8	2.7	3.6	3.4	3.8	4.9	2.0	3.9	1.5	5.8	10.1	25.9	-	-	-	13.6	2.7
17	3.2	2.4	4.7	1.0	2.8	5.5	3.3	3.2	3.4	-	2.6	3.1	2.4	4.3	9.4	24.1	-	-	-	1.7	3.0
18/OLDER	77.1	76.5	74.7	85.3	77.2	77.1	80.1	78.5	81.9	55.8	81.8	70.3	85.0	69.5	61.2	-	100.0	100.0	100.0	65.0	79.4
18	18.2	16.7	18.3	20.9	17.6	22.3	18.7	18.6	18.9	21.4	21.2	19.5	21.6	13.6	52.9	-	86.5	-	-	25.3	17.6
19	0.9	-	0.9	3.2	1.0	0.9	1.1	1.0	1.3	-	0.8	0.5	0.9	1.2	2.7	-	4.4	-	-	-	1.0
20	1.9	0.4	3.6	1.2	1.9	2.6	1.7	2.7	0.5	-	1.9	-	2.5	1.9	5.5	-	9.1	-	-	4.6	1.7
21	48.7	49.1	45.6	54.7	48.9	45.6	50.7	47.2	54.3	28.7	51.0	37.2	54.8	44.8	-	-	-	86.9	-	27.3	51.5
22-24	3.0	4.0	2.9	2.1	3.6	0.9	3.0	4.1	1.7	5.7	2.7	3.1	2.7	3.4	-	-	-	5.3	40.6	7.9	2.7
25/OLDER	4.4	6.3	3.4	3.2	4.3	4.9	5.0	4.9	5.1	-	4.3	9.9	2.7	4.6	-	-	-	7.8	59.4	-	4.9

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

DK/REFUSED	9.6	10.9	7.7	11.1	9.1	11.1	8.1	10.3	5.8	23.9	8.1	15.8	6.0	11.9	-	-	-	-	-	7.1	9.0
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THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 10 Page 112
Apr. 9, 2017
(Continued)

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	TALK ABOUT ALCOHOL			TALKED ABOUT		UNDERAGED DRINKING IN					CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR					CHOICE MODEL	
		ABUSE WITH YOUR			ALCOHOL ABUSE		YOUR COMMUNITY					WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY					WHEN AGE/YOUR	
		CHILDREN			LAST FEW MOS.										ALCOHOL					CHILD DRINK		
		FREQU-	SOME-	RARELY	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	UNDER	Under	18-20	21/	22/	ABLE	ACT	
		ENTLY	TIMES				LEM	ious		PROB-				ALL	21	18		OVER	Over	TO	IRRESP	
									LEM											HANDLE	ONSIBL	
Mean	19.67	19.83	19.39	20.14	19.68	19.62	19.85	19.85	19.84	18.35	19.79	19.80	19.78	19.47	16.82	14.60	18.23	21.42	24.19	18.46	19.82	



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 10 Page 113
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	S/R/H: ADS		SEEN AD		SEEN AD		SEEN ADS			HEARD OF/VIST		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK									
		STOP UNDERAGE		GIRL ON FLOOR		TEENAGE BOY					TALKITOUTNC.O											
		DRINKING									RG											
		YES	NO	YES	NO	YES	NO	YES	1 OF 2	NO,	YES	NO	REGU-	2+	Once A	NOT	Every	Once A	RARELY	Rarely	Never	
								BOTH		NEI- THER			LARLY	Times/ Week	Week	REGU- LARLY	Couple Week	/NEVER				
Total	500	202	281	203	289	221	275	153	112	224	99	399	149	93	56	91	38	53	258	125	133	
14/YOUNGER	5.0	5.3	5.2	6.2	4.3	3.9	5.4	4.7	4.9	4.9	8.9	4.1	6.6	8.1	4.3	6.1	12.4	1.5	3.8	4.4	3.2	
10/YOUNGER	1.1	1.8	0.7	-	1.9	-	2.0	-	-	2.5	3.5	0.5	1.1	1.8	-	2.2	5.3	-	0.7	1.1	0.3	
11	0.2	0.4	-	0.4	-	0.4	-	0.6	-	-	-	0.2	-	-	-	-	-	-	0.3	0.7	-	
12	0.9	-	1.6	1.9	0.2	0.3	0.9	0.4	1.5	0.3	1.6	0.7	1.5	2.4	-	-	-	-	0.9	0.5	1.3	
13	1.7	2.6	1.3	2.2	1.5	2.4	1.3	2.9	0.7	1.5	1.6	1.8	3.4	2.8	4.3	2.6	4.0	1.5	0.5	1.1	-	
14	1.1	0.5	1.6	1.7	0.7	0.9	1.3	0.8	2.7	0.6	2.2	0.8	0.6	1.0	-	1.3	3.1	-	1.3	1.0	1.6	
15-17	8.3	6.9	9.8	8.2	8.6	9.0	7.9	9.4	6.8	8.7	7.0	8.7	13.8	13.9	13.7	7.9	8.6	7.4	5.2	7.0	3.4	
15	1.6	2.2	1.3	1.7	1.6	2.6	0.9	2.3	1.9	1.1	-	2.1	2.2	3.5	-	2.2	2.0	2.4	1.0	2.0	-	
16	3.5	2.3	4.5	3.5	3.5	2.3	4.4	3.3	1.9	4.5	2.7	3.7	4.5	3.5	6.0	4.4	5.6	3.5	2.6	4.1	1.1	
17	3.2	2.4	4.0	2.9	3.5	4.1	2.5	3.8	2.9	3.1	4.3	3.0	7.1	6.8	7.7	1.3	1.0	1.5	1.7	1.0	2.3	
18/OLDER	77.1	80.4	74.8	80.1	74.3	79.5	75.5	80.1	79.3	73.5	78.3	76.8	77.8	76.0	80.7	81.6	78.1	84.2	75.5	82.8	68.6	
18	18.2	18.8	18.5	22.0	16.0	16.8	19.5	18.4	22.9	16.7	21.1	17.2	29.4	26.7	33.8	22.3	28.6	17.7	10.4	13.2	7.7	
19	0.9	1.1	0.9	0.6	1.2	1.3	0.6	0.5	2.3	0.6	-	1.2	0.5	-	1.4	1.5	-	2.5	1.0	2.0	-	
20	1.9	2.1	1.3	2.0	1.9	1.8	2.0	2.7	-	2.4	0.7	2.2	3.9	4.4	3.0	-	-	-	1.4	2.8	0.2	
21	48.7	51.8	46.1	45.9	49.3	52.7	45.9	49.8	47.1	47.3	42.9	50.4	38.3	37.5	39.5	52.1	49.6	53.9	53.9	56.7	51.2	
22-24	3.0	2.4	3.5	4.0	2.4	3.4	2.4	4.2	2.4	2.2	2.6	3.1	4.5	5.5	3.0	1.7	-	2.9	2.6	2.3	2.8	
25/OLDER	4.4	4.1	4.5	5.6	3.6	3.5	5.1	4.5	4.7	4.3	10.9	2.7	1.2	1.9	-	4.1	-	7.1	6.3	5.9	6.7	

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

DK/REFUSED 9.6 7.4 10.2 5.5 12.7 7.6 11.3 5.8 9.0 12.9 5.8 10.4 1.8 2.0 1.4 4.4 0.8 7.0 15.6 5.7 24.8



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 10 Page 114
Apr. 9, 2017
(Continued)

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL		S/R/H: ADS		SEEN AD		SEEN AD		SEEN ADS		HEARD OF/VIST		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK								
			STOP UNDERAGE		GIRL ON FLOOR		TEENAGE BOY				TALKITOUTNC.O										
			DRINKING								RG										
	YES	NO	YES	NO	YES	NO	YES	1 OF 2	NO,	YES	NO	REGU-	2+	Once A	NOT	Every	Once A	RARELY	Rarely	Never	
									NEI-			LARLY	Times/	Week	REGU-	Couple	Week	/NEVER			
									THER				Week		LARLY	Weeks					

Mean	19.67	19.66	19.62	19.63	19.66	19.82	19.58	19.77	19.67	19.58	19.59	19.69	18.94	18.89	19.01	19.45	18.48	20.21	20.26	19.99	20.57



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 10 Page 115
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	IDEOLOGY						PARTY						WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	121	56	66	126	116	111	227	164	200	122	105	17	146	93	84	3	86	14
14/YOUNGER	5.0	9.3	12.9	6.3	3.7	2.8	4.4	3.5	3.0	5.7	5.0	4.9	5.2	2.9	6.7	5.4	-	1.1	-
10/YOUNGER	1.1	1.7	3.6	-	1.3	-	1.6	0.8	-	1.7	1.6	1.9	-	-	2.2	2.4	-	-	-
11	0.2	0.7	-	1.4	-	-	-	-	-	-	0.7	0.8	-	-	-	1.1	-	-	-
12	0.9	1.9	2.9	0.9	-	1.5	0.5	1.0	1.4	0.8	0.5	0.6	-	1.6	1.7	-	-	-	-
13	1.7	3.0	4.0	2.2	1.3	1.3	0.7	1.0	0.9	1.5	1.3	0.7	5.2	1.0	1.5	1.9	-	-	-
14	1.1	2.1	2.4	1.8	1.0	-	1.6	0.8	0.7	1.7	0.8	0.9	-	0.3	1.3	-	-	1.1	-
15-17	8.3	10.1	13.5	7.3	11.5	8.6	1.2	5.0	7.1	6.2	12.3	14.3	-	7.5	10.7	13.1	-	2.8	2.7
15	1.6	3.4	5.1	2.1	1.6	-	0.7	0.3	2.4	1.4	0.9	1.0	-	2.7	3.0	1.3	-	-	-
16	3.5	4.9	5.5	4.4	2.7	4.4	0.5	2.5	3.4	2.8	4.0	4.7	-	3.4	6.0	2.4	-	-	-
17	3.2	1.8	2.9	0.8	7.2	4.1	-	2.1	1.3	2.0	7.4	8.6	-	1.5	1.7	9.5	-	2.8	2.7
18/OLDER	77.1	79.3	71.0	86.4	73.4	82.0	74.3	78.2	77.9	80.4	74.8	73.3	83.9	77.7	76.4	73.2	78.7	87.0	97.3
18	18.2	22.6	16.8	27.4	18.2	21.5	12.1	16.9	15.3	20.8	19.0	19.2	17.9	14.2	31.8	22.0	-	10.9	17.4
19	0.9	0.4	0.9	-	0.6	1.5	1.5	1.5	1.1	0.9	0.8	0.9	-	1.3	-	-	-	0.6	-
20	1.9	2.9	3.1	2.6	-	4.7	0.6	2.7	2.7	1.9	1.1	1.2	-	3.1	1.8	1.6	-	2.3	-
21	48.7	45.6	42.2	48.4	50.9	46.3	51.9	49.1	51.9	48.8	47.3	47.1	48.7	52.0	38.0	45.7	78.7	61.6	61.7
22-24	3.0	4.4	7.9	1.5	2.5	4.5	1.0	2.8	2.0	3.1	4.5	4.1	6.8	2.2	-	4.0	-	7.1	-
25/OLDER	4.4	3.5	-	6.5	1.2	3.6	7.1	5.3	4.7	5.0	2.1	0.7	10.6	4.9	4.8	-	-	4.5	18.2

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

DK/REFUSED 9.6 1.2 2.7 - 11.4 6.7 20.2 13.3 12.0 7.7 7.9 7.4 10.9 11.9 6.2 8.3 21.3 9.1 -



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 10 Page 116
Apr. 9, 2017
(Continued)

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL			IDEOLOGY						PARTY				WHITE			AFRICAN AMERICAN		
	LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
Mean	19.67	19.14	18.65	19.54	19.51	19.81	20.28	20.02	19.98	19.66	19.42	19.24	20.56	20.01	18.90	19.11	21.00	20.75	21.10



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 10 Page 117
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL
Total	500	73	69	59	91	130	63	285	311	185	175	125	109	110	277
14/YOUNGER	5.0	2.0	5.4	8.8	3.8	5.9	1.4	4.8	4.9	5.0	3.9	6.7	6.1	5.3	3.9
10/YOUNGER	1.1	-	-	3.4	-	2.7	-	1.8	0.8	1.3	-	2.5	-	3.3	0.2
11	0.2	-	-	1.5	-	-	-	0.3	-	-	0.5	-	0.8	-	-
12	0.9	-	-	1.1	2.5	1.3	-	0.6	1.5	0.6	1.9	-	2.1	-	0.6
13	1.7	2.0	2.2	1.2	-	1.1	1.4	1.1	1.8	1.2	1.3	2.8	2.1	2.0	1.6
14	1.1	-	3.2	1.6	1.3	0.9	-	1.0	0.8	1.8	0.2	1.4	1.1	-	1.6
15-17	8.3	8.7	1.7	9.7	5.8	8.6	14.8	5.7	9.7	7.5	9.0	7.4	10.3	9.1	7.2
15	1.6	3.5	-	1.8	1.5	2.2	-	1.1	1.2	1.4	3.0	-	4.1	-	1.2
16	3.5	3.2	1.7	3.2	3.6	3.3	4.8	2.5	4.1	4.4	1.7	3.7	1.1	3.7	4.3
17	3.2	2.1	-	4.7	0.7	3.1	10.0	2.1	4.4	1.6	4.4	3.7	5.1	5.4	1.7
18/OLDER	77.1	76.0	85.5	79.0	79.4	77.7	70.8	80.2	76.8	76.7	76.3	81.4	78.8	77.4	77.1
18	18.2	16.5	23.3	13.0	14.4	19.5	24.6	16.9	21.1	17.9	18.1	20.2	20.8	19.3	17.0
19	0.9	1.0	0.7	1.6	1.2	1.0	-	1.5	0.7	1.0	0.2	2.0	0.4	2.1	0.7
20	1.9	2.0	2.9	-	3.3	1.3	2.1	2.7	1.1	2.5	2.4	0.5	5.3	-	1.3
21	48.7	48.8	51.8	57.2	54.4	47.2	38.1	53.2	47.1	46.2	48.7	53.7	45.5	48.9	50.6
22-24	3.0	1.6	4.5	5.9	2.3	2.3	3.2	2.5	2.8	4.2	2.8	0.5	-	6.0	3.0
25/OLDER	4.4	6.0	2.4	1.3	3.7	6.3	2.8	3.3	4.0	4.9	4.1	4.5	6.8	1.2	4.6

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

DK/REFUSED	9.6	13.3	7.4	2.6	11.0	7.8	12.9	9.4	8.7	10.8	10.8	4.5	4.8	8.1	11.8
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THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 10 Page 118
Apr. 9, 2017
(Continued)

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL			MEN			WOMEN			AGE OF YOUR CHILDREN			GENDER (CHILDREN)			AREA		
	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL				
Mean	19.67	19.99	19.87	19.37	19.97	19.55	19.47	19.76	19.55	19.74	19.74	19.51	19.50	19.44	19.92			



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 10 Page 119
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ Youn- ger	12	13	14	15/ OLDER	15	16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total	500	285	48	84	113	94	311	105	112	147	285	127	196	311	207	147
14/YOUNGER	5.0	4.8	1.8	3.0	7.2	4.9	4.9	4.0	5.5	5.5	4.8	2.7	6.5	4.9	5.0	5.5
10/YOUNGER	1.1	1.8	-	1.9	4.5	-	0.8	-	-	1.7	1.8	1.3	2.6	0.8	-	1.7
11	0.2	0.3	-	-	-	0.9	-	-	-	-	0.3	-	0.5	-	-	-
12	0.9	0.6	-	-	-	1.8	1.5	0.6	3.5	-	0.6	-	0.9	1.5	2.2	-
13	1.7	1.1	1.8	-	2.0	0.8	1.8	1.8	1.3	3.9	1.1	0.7	1.5	1.8	1.6	3.9
14	1.1	1.0	-	1.1	0.7	1.3	0.8	1.6	0.7	-	1.0	0.7	1.0	0.8	1.2	-
15-17	8.3	5.7	7.4	7.1	3.8	5.9	9.7	5.4	10.7	12.0	5.7	7.5	5.0	9.7	8.5	12.0
15	1.6	1.1	-	1.6	0.8	0.8	1.2	1.5	-	1.5	1.1	1.1	0.8	1.2	0.7	1.5
16	3.5	2.5	2.2	2.4	0.9	3.2	4.1	0.7	7.4	4.3	2.5	2.4	2.0	4.1	4.4	4.3
17	3.2	2.1	5.3	3.1	2.2	1.9	4.4	3.2	3.3	6.1	2.1	4.0	2.2	4.4	3.4	6.1
18/OLDER	77.1	80.2	77.5	78.7	82.0	80.8	76.8	85.6	75.4	72.4	80.2	77.8	80.4	76.8	79.4	72.4
18	18.2	16.9	10.1	20.4	16.1	18.9	21.1	20.5	18.4	21.0	16.9	16.2	17.2	21.1	19.0	21.0
19	0.9	1.5	3.5	1.0	0.6	1.9	0.7	2.0	-	-	1.5	2.0	1.3	0.7	1.0	-
20	1.9	2.7	5.7	2.8	3.9	0.7	1.1	0.6	2.2	1.2	2.7	2.7	2.6	1.1	1.5	1.2
21	48.7	53.2	49.2	50.1	58.8	49.7	47.1	53.4	51.0	42.2	53.2	50.5	53.3	47.1	51.2	42.2
22-24	3.0	2.5	3.2	2.7	1.4	3.4	2.8	5.2	2.1	1.4	2.5	3.0	2.4	2.8	3.8	1.4
25/OLDER	4.4	3.3	5.8	1.7	1.2	6.1	4.0	3.9	1.7	6.6	3.3	3.3	3.6	4.0	2.9	6.6

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

DK/REFUSED 9.6 9.4 13.3 11.1 6.9 8.5 8.7 5.0 8.4 10.1 9.4 12.0 8.0 8.7 7.1 10.1



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 10 Page 120
Apr. 9, 2017
(Continued)

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN						
	14/ YOUN- GER	11/ Youn- ger	12	13	14	15/ OLDER	15	16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older		
Mean	19.67	19.76	20.31	19.65	19.49	19.91	19.55	19.99	19.43	19.42	19.76	19.89	19.63	19.55	19.68	19.42	



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 10 Page 121
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MALE ONLY (CHILDREN)						FEMALE ONLY (CHILDREN)						BOTH (CHILDREN)					
		14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total	500	101	46	70	103	59	52	91	37	58	111	75	44	88	42	65	96	74	51
14/YOUNGER	5.0	4.9	2.0	5.7	6.2	5.5	7.7	3.6	-	5.7	4.8	5.0	3.5	5.4	6.0	7.3	3.6	4.6	5.2
10/YOUNGER	1.1	2.0	-	2.9	2.4	-	4.7	-	-	-	-	-	-	3.5	3.9	4.7	-	-	-
11	0.2	-	-	-	-	-	-	1.0	-	1.6	-	-	-	-	-	-	-	-	-
12	0.9	-	-	-	1.2	2.0	-	1.9	-	3.0	3.0	4.5	-	-	-	-	-	-	-
13	1.7	0.8	-	1.1	1.5	1.2	2.9	0.7	-	1.1	1.4	-	3.5	1.0	2.1	1.3	2.7	3.6	5.2
14	1.1	2.1	2.0	1.7	1.2	2.2	-	-	-	-	0.4	0.5	-	0.9	-	1.2	0.8	1.1	-
15-17	8.3	8.6	12.2	6.6	8.0	8.7	7.5	3.1	3.2	2.8	11.5	8.2	15.2	4.4	4.8	4.3	8.6	8.7	12.3
15	1.6	1.4	3.0	-	1.2	-	2.5	1.8	-	2.8	2.2	2.1	2.1	-	-	-	-	-	-
16	3.5	5.6	5.8	4.3	5.4	6.3	3.8	0.4	0.9	-	2.3	2.3	2.0	1.3	0.3	1.5	4.8	5.0	7.0
17	3.2	1.6	3.4	2.2	1.4	2.4	1.3	0.9	2.3	-	6.9	3.8	11.0	3.2	4.5	2.8	3.8	3.7	5.3
18/OLDER	77.1	76.3	73.8	80.1	73.8	78.0	67.3	80.9	79.9	79.5	74.5	78.0	71.6	85.4	80.7	84.5	83.1	81.9	79.3
18	18.2	14.6	15.9	17.5	21.3	16.9	27.6	16.4	19.1	13.6	20.0	19.3	17.7	21.1	15.3	20.9	22.2	20.2	17.6
19	0.9	1.8	-	2.6	-	-	-	-	-	-	0.3	0.4	-	2.8	6.0	1.1	1.8	2.4	-
20	1.9	4.3	3.7	4.7	0.3	-	0.5	3.8	4.8	3.0	2.3	3.4	1.8	-	-	-	0.7	0.9	1.3
21	48.7	48.7	47.3	48.5	41.7	52.6	27.7	53.3	48.5	53.2	47.1	48.1	48.7	58.2	54.2	60.0	53.2	53.2	52.0
22-24	3.0	4.2	6.9	2.9	5.0	7.4	1.7	2.3	-	3.7	2.5	3.8	2.6	0.8	1.6	1.0	0.7	0.9	-
25/OLDER	4.4	2.7	-	3.9	5.4	1.0	9.7	5.0	7.5	5.9	2.3	3.0	0.8	2.4	3.6	1.5	4.5	4.2	8.5

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

DK/REFUSED	9.6	10.2	12.0	7.7	11.9	7.9	17.5	12.4	16.8	12.0	9.2	8.8	9.7	4.8	8.5	3.9	4.7	4.8	3.2
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THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 10 Page 122
Apr. 9, 2017
(Continued)

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL						MALE ONLY (CHILDREN)						FEMALE ONLY (CHILDREN)						BOTH (CHILDREN)					
	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	13-14	15/ OLDER	15-16	17/ Older		
Mean	19.67	19.65	19.73	19.61	19.49	19.73	19.03	20.12	20.45	20.08	19.43	19.62	19.43	19.59	19.63	19.40	19.76	19.70	19.78					



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 10 Page 123
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN						WOMEN						MEN			WOMEN		
		14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	136	60	96	116	75	66	149	67	100	195	132	81	75	74	54	111	101	71
14/YOUNGER	5.0	3.6	4.2	4.2	5.7	5.1	7.1	5.9	1.3	8.7	4.4	5.0	4.3	7.4	3.3	7.0	3.4	4.3	6.4
10/YOUNGER	1.1	1.2	2.7	1.7	0.4	-	0.6	2.3	-	3.4	1.0	-	2.5	0.6	-	3.0	1.8	-	2.0
11	0.2	0.7	-	0.9	-	-	-	-	-	-	-	-	-	-	1.2	-	-	-	-
12	0.9	-	-	-	0.5	0.8	-	1.2	-	1.7	2.0	3.0	-	0.8	-	-	0.5	3.3	-
13	1.7	1.1	-	1.6	3.7	2.6	6.5	1.0	1.3	1.5	0.7	1.1	1.8	3.1	2.1	2.2	-	0.6	3.3
14	1.1	0.7	1.5	-	1.1	1.7	-	1.3	-	2.0	0.6	0.9	-	2.9	-	1.8	1.1	0.4	1.1
15-17	8.3	6.6	7.3	7.3	7.5	6.8	9.1	4.8	7.7	2.9	11.1	9.5	14.3	5.7	7.7	8.3	8.6	9.9	6.7
15	1.6	1.2	-	1.7	0.8	-	1.4	0.9	2.1	-	1.4	1.2	1.6	-	4.9	-	2.4	1.5	-
16	3.5	3.0	1.9	3.1	3.7	3.3	3.7	2.0	2.9	1.0	4.4	5.0	4.9	3.6	1.6	4.9	5.0	1.7	2.8
17	3.2	2.4	5.4	2.5	3.0	3.5	4.0	1.9	2.8	1.8	5.2	3.3	7.9	2.1	1.2	3.3	1.3	6.7	3.9
18/OLDER	77.1	81.2	77.4	80.8	79.0	78.5	77.9	79.2	78.1	80.1	75.4	79.9	67.9	77.0	80.0	77.8	76.5	73.6	84.2
18	18.2	15.5	12.8	17.6	21.9	14.6	28.4	18.2	19.4	16.8	20.6	21.5	15.0	18.5	17.0	16.7	17.5	18.9	22.8
19	0.9	1.6	2.8	1.3	0.8	1.3	-	1.4	1.2	1.3	0.6	0.9	-	0.6	-	3.1	1.2	0.3	1.1
20	1.9	1.5	-	2.1	1.2	1.9	2.2	3.9	5.2	3.0	1.0	1.3	0.3	2.7	1.1	1.2	2.4	3.4	-
21	48.7	54.7	51.5	51.4	48.4	53.0	42.0	51.8	49.6	55.1	46.3	50.2	42.4	45.6	54.9	51.9	46.7	44.2	55.0
22-24	3.0	4.7	5.3	5.0	3.2	4.9	-	0.4	1.0	-	2.6	3.1	2.5	6.7	2.9	1.2	2.6	2.8	-
25/OLDER	4.4	3.2	5.1	3.4	3.5	2.9	5.3	3.4	1.8	3.9	4.3	2.9	7.7	2.8	4.2	3.5	6.2	4.0	5.2

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

DK/REFUSED	9.6	8.6	11.0	7.7	7.8	9.6	5.9	10.1	12.8	8.4	9.2	5.7	13.5	9.9	9.0	7.0	11.4	12.2	2.7
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THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 10 Page 124
Apr. 9, 2017
(Continued)

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL						MEN						WOMEN						MEN			WOMEN		
	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH						
Mean	19.67	19.95	20.00	19.78	19.59	19.93	19.20	19.59	19.79	19.50	19.52	19.55	19.61	19.66	19.90	19.42	19.80	19.62	19.57					



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 10 Page 125
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work
Total	500	15	41	72	53	62	125	55	312	127	240	243	125	180	12	70	98	311	211	100
14/YOUNGER	5.0	2.7	6.6	3.1	1.1	8.0	5.8	5.6	4.8	4.2	5.3	4.5	5.8	5.6	9.7	3.0	7.0	4.8	4.9	4.6
10/YOUNGER	1.1	-	4.4	-	-	-	3.0	3.3	1.2	1.4	1.5	0.7	3.0	1.0	-	0.5	1.5	1.2	1.0	1.7
11	0.2	-	-	-	-	1.4	-	-	0.3	-	0.4	0.4	-	-	-	-	-	0.3	0.4	-
12	0.9	-	-	0.9	1.1	-	1.3	-	0.9	0.5	0.9	0.5	1.3	1.3	-	-	2.3	0.7	1.1	-
13	1.7	-	2.2	0.9	-	3.7	1.5	1.6	1.6	1.2	1.8	1.6	1.5	2.3	9.7	1.1	2.2	1.5	1.7	0.9
14	1.1	2.7	-	1.3	-	2.8	-	0.7	0.9	1.0	0.7	1.3	-	1.0	-	1.3	1.0	1.2	0.8	2.1
15-17	8.3	19.3	6.0	9.1	3.8	8.1	10.1	9.5	8.4	9.2	8.2	7.8	10.1	8.6	5.8	11.0	7.2	8.3	9.0	6.7
15	1.6	-	-	1.1	-	4.0	0.9	-	1.4	0.6	1.5	1.3	0.9	1.2	-	1.2	1.4	1.8	1.6	2.3
16	3.5	-	1.4	5.6	2.8	2.7	3.8	1.1	3.8	3.6	3.3	3.2	3.8	4.3	5.8	7.9	1.6	3.1	2.8	3.7
17	3.2	19.3	4.5	2.4	1.0	1.5	5.5	8.4	3.2	5.0	3.4	3.2	5.5	3.0	-	1.9	4.2	3.4	4.7	0.8
18/OLDER	77.1	74.0	70.4	78.0	77.8	73.3	82.6	71.4	78.8	75.1	79.1	75.2	82.6	73.7	84.5	66.0	77.8	79.3	78.9	80.2
18	18.2	14.7	7.6	22.8	15.5	21.0	23.8	9.5	21.6	17.0	21.2	17.7	23.8	15.3	43.3	11.0	14.7	20.4	17.6	26.3
19	0.9	-	1.2	3.0	-	-	1.4	0.9	1.2	2.1	0.7	1.1	1.4	-	-	-	-	1.5	1.8	0.8
20	1.9	-	6.8	2.8	1.7	-	2.0	5.0	1.7	3.8	1.4	2.3	2.0	1.3	-	-	2.3	2.3	2.6	1.7
21	48.7	36.8	41.1	38.9	59.6	46.9	47.8	40.0	47.6	39.4	50.2	45.8	47.8	46.5	21.2	47.7	48.8	49.8	52.5	44.2
22-24	3.0	-	2.4	5.1	-	2.4	4.8	1.8	3.6	3.6	3.1	2.5	4.8	3.9	7.9	2.6	4.2	2.2	0.6	5.6
25/OLDER	4.4	22.6	11.3	5.4	1.0	2.8	2.7	14.3	3.1	9.2	2.4	5.8	2.7	6.8	12.0	4.6	7.7	3.0	3.7	1.7

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

DK/REFUSED 9.6 4.0 17.0 9.9 17.4 10.6 1.5 13.6 8.0 11.5 7.4 12.6 1.5 12.2 - 20.1 8.0 7.6 7.1 8.4



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 10 Page 126
Apr. 9, 2017
(Continued)

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	INCOME						INCOME						EDUCATION						
	UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some College	COLLEGE GRAD.	Col- lege Grad.	Post Grad. Work	
Mean	19.67	20.48	20.04	19.74	20.13	19.28	19.35	20.17	19.54	19.92	19.49	19.80	19.35	19.83	19.28	19.90	19.87	19.55	19.60	19.45



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 10 Page 127
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN				WOMEN				MARITAL STATUS					MARRIED	
		LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	SINGLE	MAR- RIED	SEPA- RATED	DIV- ORCED	WID- OWED	MALE	FEMALE
Total	500	86	119	82	36	94	192	128	64	46	384	11	50	3	168	216
14/YOUNGER	5.0	6.7	5.6	4.5	8.1	4.6	4.3	5.2	2.6	-	5.1	12.1	8.7	-	5.6	4.6
10/YOUNGER	1.1	0.4	1.4	-	4.6	1.5	1.1	1.6	-	-	1.4	-	-	-	1.2	1.6
11	0.2	-	0.7	1.1	-	-	-	-	-	-	0.2	-	-	-	0.5	-
12	0.9	-	0.5	0.8	-	2.4	0.8	1.3	-	-	1.2	-	-	-	0.4	1.8
13	1.7	4.1	1.9	2.7	-	0.7	1.2	1.1	1.4	-	1.5	-	6.2	-	2.9	0.3
14	1.1	2.2	1.1	-	3.5	-	1.2	1.2	1.3	-	0.8	12.1	2.5	-	0.6	0.9
15-17	8.3	6.2	8.4	8.1	8.9	10.7	8.2	9.6	5.5	12.5	7.7	7.1	7.3	14.5	7.2	8.1
15	1.6	1.0	2.3	2.4	2.1	1.5	1.5	1.0	2.4	-	1.7	-	3.5	-	1.3	1.9
16	3.5	4.3	2.5	1.5	4.7	4.3	3.4	3.6	3.1	3.4	3.7	-	-	-	3.3	4.0
17	3.2	0.9	3.6	4.2	2.1	4.9	3.3	5.0	*	9.1	2.3	7.1	3.7	14.5	2.5	2.2
18/OLDER	77.1	77.4	78.6	80.5	74.2	70.3	79.8	77.9	83.7	74.1	77.9	72.6	73.7	85.5	78.4	77.6
18	18.2	14.4	20.0	17.2	26.3	16.0	20.6	17.8	26.3	10.6	18.7	21.7	22.1	-	18.6	18.9
19	0.9	-	1.8	2.0	1.3	-	1.3	1.7	0.5	-	1.0	-	1.6	-	1.3	0.8
20	1.9	2.3	1.2	1.8	-	0.3	3.0	3.2	2.7	-	1.8	-	5.5	-	2.1	1.5
21	48.7	52.4	49.8	53.9	40.4	41.1	49.9	51.7	46.4	58.1	48.8	50.9	40.1	40.8	48.3	49.2
22-24	3.0	5.3	1.9	0.8	4.4	2.6	2.4	0.5	6.2	-	3.5	-	-	-	4.6	2.6
25/OLDER	4.4	3.0	3.8	4.7	1.8	10.3	2.6	3.0	1.6	5.4	4.2	-	4.3	44.7	3.6	4.6

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

DK/REFUSED	9.6	9.7	7.4	6.8	8.8	14.4	7.6	7.4	8.2	13.4	9.3	8.1	10.3	-	8.8	9.6
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THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 10 Page 128
Apr. 9, 2017
(Continued)

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL		MEN				WOMEN				MARITAL STATUS				MARRIED	
	LESS/	COL-	Col-	Post	LESS/	COL-	Col-	Post	SINGLE	MAR-	SEPA-	DIV-	WID-	MALE	FEMALE	
	COLLEG	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.		RIED	RATED	ORCED	OWED			
	GRAD.	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.	Work								

Mean	19.67	19.81	19.50	19.77	18.89	19.85	19.58	19.49	19.76	20.27	19.65	19.06	19.20	22.21	19.65	19.66



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 10 Page 129
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican Amer.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.
Total	500	336	66	32	237	105	102	135	333	159	31	105	138	44	195	61	86	43	235	59
14/YOUNGER	5.0	3.2	11.0	6.3	3.8	2.6	4.9	2.9	4.9	5.5	21.5	0.9	4.3	2.1	5.4	-	7.2	-	4.1	1.6
10/YOUNGER	1.1	0.6	2.5	6.3	0.8	-	0.4	1.1	1.2	0.9	4.7	-	1.5	-	1.0	-	4.3	-	0.2	-
11	0.2	-	1.3	-	-	-	-	-	0.3	-	-	-	0.6	-	-	-	-	-	0.4	-
12	0.9	0.2	5.1	-	0.2	-	-	0.4	1.2	0.4	2.0	-	-	-	2.0	-	2.0	-	0.9	-
13	1.7	0.9	2.2	-	0.9	1.4	1.5	0.5	1.8	1.7	5.0	-	2.2	-	1.5	-	0.9	-	1.9	-
14	1.1	1.6	-	-	1.8	1.1	3.1	0.9	0.5	2.5	9.8	0.9	-	2.1	0.8	-	-	-	0.7	1.6
15-17	8.3	7.4	7.3	12.5	4.5	13.8	6.2	3.3	10.1	5.0	2.1	3.4	9.0	1.8	10.8	4.6	6.3	7.5	12.0	0.6
15	1.6	1.9	-	-	1.5	1.5	3.5	-	2.5	-	-	-	2.9	-	2.1	-	1.6	-	2.9	-
16	3.5	2.9	2.3	6.4	1.9	5.6	1.3	2.4	4.1	2.2	2.1	-	3.6	-	4.5	-	2.6	-	4.9	-
17	3.2	2.5	5.0	6.1	1.1	6.7	1.4	0.9	3.5	2.7	-	3.4	2.5	1.8	4.2	4.6	2.2	7.5	4.2	0.6
18/OLDER	77.1	80.3	70.0	81.2	80.2	82.2	80.1	80.2	75.3	80.5	74.4	86.9	76.9	87.1	74.1	86.7	76.5	82.7	75.7	89.3
18	18.2	18.3	18.9	25.6	13.9	30.4	10.7	16.2	20.8	13.0	18.1	11.3	19.5	12.0	21.7	10.9	11.4	8.9	25.3	11.2
19	0.9	1.3	-	-	1.6	0.5	1.6	1.6	0.6	1.7	-	0.5	0.5	1.1	0.6	-	-	-	0.8	0.8
20	1.9	2.0	4.0	-	2.2	1.6	3.4	1.3	2.3	1.3	-	1.9	1.0	4.6	3.1	-	2.0	4.7	2.5	-
21	48.7	50.4	42.3	51.0	52.9	45.6	56.5	50.1	45.7	55.5	54.4	61.2	49.0	60.5	43.3	61.7	54.2	65.0	42.0	61.3
22-24	3.0	2.8	2.4	4.6	2.7	2.7	3.0	2.6	2.0	4.6	-	5.9	2.6	7.2	1.5	4.9	3.4	-	1.6	8.1
25/OLDER	4.4	5.5	2.4	-	6.9	1.4	4.9	8.5	4.0	4.4	1.9	6.1	4.2	1.7	3.8	9.3	5.5	4.2	3.6	7.8

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

DK/REFUSED 9.6 9.1 11.7 - 11.5 1.4 8.7 13.7 9.7 9.0 2.0 8.8 9.7 9.0 9.7 8.6 9.9 9.8 8.2 8.5



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 10 Page 130
Apr. 9, 2017
(Continued)

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE WHITE	NON- WHITE	Hisp- anic	Afr- ican Amer.	WHITE ICAN AMER.	AFR- ICAN AMER.	WHITE ICAN AMER.	AFR- ICAN AMER.	WHITE ICAN AMER.	AFR- ICAN AMER.	WHITE ICAN AMER.	
Mean	19.67	19.95	18.90	18.97	20.22	19.31	20.07	20.34	19.43	20.06	18.53	20.78	19.60	20.52	19.31	20.95	19.70	20.51	19.31	20.99



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 10 Page 131
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AGE			MEN			WOMEN			GENDER	
		UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE
		40		55	40		55	40		55		
Total	500	145	302	35	58	128	17	87	174	18	210	290
14/YOUNGER	5.0	4.3	5.5	4.8	4.2	6.3	7.6	4.3	4.9	2.2	5.9	4.4
10/YOUNGER	1.1	2.5	0.5	1.1	2.8	*	2.2	2.3	0.8	-	1.0	1.2
11	0.2	-	0.3	-	-	0.7	-	-	-	-	0.4	-
12	0.9	1.2	0.9	-	-	0.5	-	2.0	1.3	-	0.3	1.4
13	1.7	0.5	2.4	-	1.4	3.3	-	-	1.7	-	2.7	1.0
14	1.1	-	1.4	3.7	-	1.7	5.4	-	1.1	2.2	1.5	0.8
15-17	8.3	7.4	9.9	2.6	2.6	11.0	-	10.5	9.1	5.0	7.5	8.9
15	1.6	0.9	2.3	-	-	3.1	-	1.6	1.6	-	1.9	1.4
16	3.5	2.9	4.3	-	1.2	4.6	-	4.0	4.1	-	3.1	3.7
17	3.2	3.5	3.3	2.6	1.4	3.3	-	4.9	3.3	5.0	2.4	3.8
18/OLDER	77.1	79.2	76.2	81.0	86.1	73.8	82.8	74.6	77.9	79.3	77.7	76.6
18	18.2	10.4	21.7	21.4	15.3	16.7	24.0	7.2	25.3	19.0	17.2	18.9
19	0.9	-	1.3	2.3	-	1.3	2.8	-	1.2	1.8	1.0	0.9
20	1.9	2.6	1.8	0.7	3.5	1.1	-	2.0	2.3	1.4	1.6	2.1
21	48.7	57.9	44.7	47.6	63.0	45.6	51.1	54.6	44.1	44.3	50.7	47.3
22-24	3.0	2.7	3.0	1.5	4.4	3.7	3.0	1.6	2.5	-	3.7	2.4
25/OLDER	4.4	5.6	3.7	7.5	-	5.3	1.9	9.2	2.4	12.8	3.4	5.0

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

DK/REFUSED	9.6	9.2	8.4	11.6	7.1	8.9	9.6	10.5	8.1	13.5	8.9	10.1
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THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 10 Page 132
Apr. 9, 2017
(Continued)

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL			AGE			MEN			WOMEN			GENDER	
	UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE
	40		55	40		55	40		55	40		55		
Mean	19.67	20.04	19.43	20.02	19.94	19.57	19.57	20.11	19.33	20.47	19.65	19.68		



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 11 Page 133
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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.

	TOTAL	AREA														CHILDREN IN GRADES 6-12	APPROPRIATE TO START TALKING ABOUT ALCOHOL ABUSE	TALKED ABOUT ALCOHOL ABUSE			
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	1	2 OVER	LESS/ 10	11-14 15	OVER	YES	NO/ NOT YET
Total	500	160	66	18	76	141	60	81	88	44	44	21	56	34	278	213	249	212	20	475	25
ABLE TO HANDLE	7.6	6.1	9.7	-	4.4	10.4	18.2	4.6	3.5	3.1	4.0	0.2	3.3	25.3	8.2	7.1	5.1	10.2	10.6	7.6	6.8
ACT IRRESPONSIBLY	89.7	90.7	87.1	100.0	91.5	85.9	76.3	93.0	95.1	95.6	94.5	93.4	96.7	73.6	89.7	89.3	92.2	86.9	89.4	89.7	89.8
DK/REFUSED	2.7	3.3	3.2	-	4.1	3.7	5.4	2.4	1.4	1.3	1.5	6.5	-	1.2	2.1	3.6	2.7	2.9	-	2.6	3.5

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 11 Page 134
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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.

	TOTAL	TALK ABOUT ALCOHOL			TALKED ABOUT		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR				CHOICE MODEL		
		ABUSE WITH YOUR			ALCOHOL ABUSE		YOUR COMMUNITY				WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY				WHEN AGE/YOUR		
		CHILDREN			LAST FEW MOS.										ALCOHOL				CHILD DRINK		
		FREQU-	SOME-	RARELY	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	UNDER	Under	18-20	21/	22/	ABLE	ACT
		ENTLY	TIMES				LEM	ious		PROB-	ERNED			ALL	21	18		OVER	Over	TO	IRRESP
										LEM										HANDLE	ONSIBL
Total	500	174	221	78	396	78	405	210	195	40	300	65	235	197	172	67	105	280	37	38	449
ABLE TO HANDLE	7.6	8.7	7.9	3.2	8.3	4.1	6.9	7.2	6.6	15.2	7.4	2.1	8.8	8.0	12.7	15.8	10.8	4.8	8.2	100.0	-
ACT IRRESPONSIBLY	89.7	89.7	88.8	93.6	89.6	90.0	91.1	91.5	90.6	79.8	90.1	95.7	88.6	89.0	83.4	78.0	86.8	94.4	91.8	-	100.0
DK/REFUSED	2.7	1.6	3.3	3.2	2.0	5.9	2.0	1.3	2.8	4.9	2.5	2.2	2.6	3.0	3.8	6.1	2.4	0.8	-	-	



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 11 Page 135
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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.

	TOTAL		S/R/H: ADS		SEEN AD		SEEN AD		SEEN ADS		HEARD OF/VIST		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK								
	STOP UNDERAGE		GIRL ON FLOOR		TEENAGE BOY						TALKITOUTNC.O										
	DRINKING										RG										
	YES	NO	YES	NO	YES	NO	YES	NO	1 OF 2	NO, NEI- THER	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY /NEVER	Rarely	Never
Total	500	202	281	203	289	221	275	153	112	224	99	399	149	93	56	91	38	53	258	125	133
ABLE TO HANDLE	7.6	9.9	6.4	7.3	8.0	7.8	7.5	8.1	6.5	8.2	7.9	7.5	11.4	4.7	22.4	7.1	5.0	8.7	5.5	8.8	2.3
ACT IRRESPONSIBLY	89.7	87.0	91.1	89.2	89.8	88.9	90.3	88.2	90.8	89.7	88.8	89.9	83.3	87.5	76.4	91.5	95.0	88.9	92.9	91.2	94.5
DK/REFUSED	2.7	3.1	2.6	3.5	2.2	3.3	2.3	3.7	2.6	2.2	3.2	2.6	5.3	7.7	1.2	1.4	-	2.4	1.7	-	3.2



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 11 Page 136
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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.

	TOTAL	IDEOLOGY							PARTY					WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Smwt. MOD- ERATE	Smwt. MOD- ERATE	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
										/OTHER									
Total	500	121	56	66	126	116	111	227	164	200	122	105	17	146	93	84	3	86	14
ABLE TO HANDLE	7.6	14.2	20.0	9.3	6.8	6.1	3.4	4.8	6.7	8.1	7.2	6.6	10.9	5.4	7.0	9.6	-	9.6	-
ACT IRRESPONSIBLY	89.7	84.2	76.6	90.7	86.5	92.4	96.1	94.2	91.4	89.2	89.7	89.8	89.1	92.5	88.7	86.0	100.0	88.9	100.0
DK/REFUSED	2.7	1.5	3.3	-	6.7	1.5	0.5	1.0	1.9	2.7	3.0	3.5	-	2.2	4.3	4.4	-	1.5	-



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 11 Page 137
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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.

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL
Total	500	73	69	59	91	130	63	285	311	185	175	125	109	110	277
ABLE TO HANDLE	7.6	3.7	3.3	5.5	9.1	10.6	8.9	6.2	9.1	8.4	8.3	5.2	12.4	6.8	5.7
ACT IRRESPONSIBLY	89.7	93.5	92.7	89.9	89.8	87.4	89.6	91.2	89.0	87.8	89.9	93.5	85.1	90.0	91.8
DK/REFUSED	2.7	2.9	4.0	4.7	1.2	2.0	1.5	2.6	1.9	3.8	1.8	1.2	2.5	3.2	2.6



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 11 Page 138
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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.

	TOTAL	AGE OF CHILDREN										AGE OF CHILDREN					
		14/ YOUN- GER	11/ Youn- ger	12	13	14	15/ OLDER	15	16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	
Total	500	285	48	84	113	94	311	105	112	147	285	127	196	311	207	147	
ABLE TO HANDLE	7.6	6.2	3.9	6.4	6.7	7.2	9.1	4.6	13.4	7.0	6.2	4.4	6.6	9.1	9.6	7.0	
ACT IRRESPONSIBLY	89.7	91.2	91.4	90.3	90.3	90.6	89.0	93.8	84.9	90.5	91.2	91.7	91.2	89.0	88.7	90.5	
DK/REFUSED	2.7	2.6	4.8	3.3	3.0	2.2	1.9	1.6	1.7	2.5	2.6	4.0	2.1	1.9	1.7	2.5	



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 11 Page 139
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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.

	TOTAL		MALE ONLY (CHILDREN)					FEMALE ONLY (CHILDREN)					BOTH (CHILDREN)						
	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	
Total	500	101	46	70	103	59	52	91	37	58	111	75	44	88	42	65	96	74	51
ABLE TO HANDLE	7.6	4.9	2.4	5.5	11.4	11.3	12.6	7.4	9.3	5.8	11.0	14.1	3.9	6.7	2.5	8.9	4.4	3.7	4.2
ACT IRRESPONSIBLY	89.7	90.8	91.5	92.3	84.5	83.9	81.9	91.1	89.4	92.7	88.3	84.9	96.1	92.2	95.2	89.7	95.6	96.3	95.8
DK/REFUSED	2.7	4.3	6.1	2.3	4.1	4.8	5.4	1.5	1.4	1.5	0.7	1.1	-	1.1	2.2	1.4	-	-	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 11 Page 140
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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.

	TOTAL			MEN						WOMEN						MEN			WOMEN		
	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH			
Total	500	136	60	96	116	75	66	149	67	100	195	132	81	75	74	54	111	101	71		
ABLE TO HANDLE	7.6	3.7	3.0	3.3	5.1	4.4	6.0	8.5	5.6	9.7	11.5	12.5	7.8	3.5	3.3	6.0	11.8	11.9	4.7		
ACT IRRESPONSIBLY	89.7	94.0	93.2	94.9	92.5	93.6	89.9	88.6	90.2	87.8	87.0	85.9	91.0	91.9	94.0	92.9	85.0	86.9	94.0		
DK/REFUSED	2.7	2.3	3.8	1.8	2.4	2.0	4.0	2.9	4.1	2.5	1.6	1.6	1.2	4.6	2.6	1.1	3.2	1.3	1.3		

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 11 Page 141
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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.

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some College	COL-LEGE GRAD.	Col-lege Grad.	Post Grad. Work
Total	500	15	41	72	53	62	125	55	312	127	240	243	125	180	12	70	98	311	211	100
ABLE TO HANDLE	7.6	14.2	-	8.7	10.0	7.2	10.3	3.7	9.3	6.5	9.4	7.4	10.3	7.5	5.8	3.1	10.9	7.7	7.2	8.9
ACT IRRESPONSIBLY	89.7	83.1	100.0	91.3	90.0	88.5	86.6	95.6	88.6	93.2	87.8	91.3	86.6	90.1	94.2	92.2	88.0	89.4	90.2	87.7
DK/REFUSED	2.7	2.7	-	-	-	4.4	3.1	0.7	2.1	0.3	2.7	1.3	3.1	2.4	-	4.8	1.1	2.9	2.7	3.4

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 11 Page 142
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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.

	TOTAL	MEN				WOMEN				MARITAL STATUS				MARRIED	
		LESS/ COL- Col- Post LESS/ COL- Col- Post SINGLE MAR- SEPA- DIV- WID- MALE FEMALE													
		COLLEGE LEGE lege Grad. COLLEGE LEGE lege Grad. RIED RATED ORCED OWED													
		GRAD. GRAD. Grad. Work GRAD. GRAD. Grad. Work													
Total	500	86 119 82 36 94 192 128 64 46 384 11 50 3 168 216													
ABLE TO HANDLE	7.6	3.0 5.6 3.7 9.8 11.6 9.1 9.4 8.4 5.5 8.5 - 5.6 - 4.2 11.9													
ACT IRRESPONSIBLY	89.7	93.7 90.4 91.5 87.9 86.7 88.7 89.3 87.5 90.2 88.9 96.4 91.9 100.0 92.7 86.0													
DK/REFUSED	2.7	3.3 4.1 4.8 2.3 1.6 2.2 1.3 4.0 4.3 2.6 3.6 2.5 - 3.2 2.1													



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 11 Page 143
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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.

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican Amer.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.
Total	500	336	66	32	237	105	102	135	333	159	31	105	138	44	195	61	86	43	235	59
ABLE TO HANDLE	7.6	6.9	11.1	2.3	5.5	9.7	2.8	7.5	7.3	8.0	2.1	7.9	5.3	-	8.8	13.5	7.2	4.8	7.8	8.3
ACT IRRESPONSIBLY	89.7	91.3	83.7	95.1	93.5	87.5	95.2	92.2	89.2	90.9	97.9	90.4	90.1	96.9	88.5	85.7	92.8	95.2	88.5	88.6
DK/REFUSED	2.7	1.8	5.2	2.6	1.0	2.8	2.0	0.3	3.5	1.1	-	1.7	4.6	3.1	2.7	0.8	-	-	3.8	3.1

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 11 Page 144
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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.

	TOTAL	AGE			MEN			WOMEN			GENDER	
		UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE
		40		55	40		55	40		55		
Total	500	145	302	35	58	128	17	87	174	18	210	290
ABLE TO HANDLE	7.6	5.7	8.3	6.9	1.5	5.7	3.6	8.5	10.3	9.9	4.5	9.8
ACT IRRESPONSIBLY	89.7	94.3	88.3	91.6	98.5	89.6	95.5	91.5	87.4	87.9	91.8	88.2
DK/REFUSED	2.7	-	3.3	1.6	-	4.7	1.0	-	2.3	2.2	3.6	2.0

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 12 Page 145
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AREA													CHILDREN IN GRADES 6-12	APPROPRIATE TO START TALKING ABOUT ALCOHOL ABUSE	TALKED ABOUT ALCOHOL ABUSE				
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	1	2 OVER LESS/ 10	11-14 OVER 15	YES	NO/ NOT YET		
Total	500	160	66	18	76	141	60	81	88	44	44	21	56	34	278	213	249	212	20	475	25
YES	40.5	40.7	47.8	21.8	39.1	36.7	44.2	31.2	45.7	38.7	52.7	46.0	44.4	31.3	39.8	41.1	42.2	40.9	20.5	41.5	21.0
NO	56.2	56.3	49.1	78.2	57.5	59.8	50.2	67.0	49.5	59.2	39.6	46.2	54.3	66.9	57.4	54.7	53.6	56.3	79.5	55.4	71.0
DK/REFUSED	3.4	2.9	3.2	-	3.4	3.5	5.7	1.8	4.8	2.1	7.7	7.8	1.3	1.8	2.8	4.2	4.3	2.9	-	3.1	8.0

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 12 Page 146
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	TALK ABOUT ALCOHOL			TALKED ABOUT			UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR				CHOICE MODEL	
		ABUSE WITH YOUR			ALCOHOL ABUSE			YOUR COMMUNITY				WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY				WHEN AGE/YOUR	
		CHILDREN			LAST FEW MOS.											ALCOHOL			CHILD DRINK		
		FREQU-	SOME-	RARELY	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	UNDER	Under	18-20	21/	22/	ABLE	ACT
		ENTLY	TIMES				LEM	ious		PROB-	ERNED			ALL	21	18		OVER	Over	TO	IRRESP
										LEM										HANDLE	ONSIBL
Total	500	174	221	78	396	78	405	210	195	40	300	65	235	197	172	67	105	280	37	38	449
YES	40.5	47.7	40.1	30.8	44.4	25.9	42.3	44.9	39.6	27.1	43.0	42.3	43.2	36.9	40.3	37.0	42.3	42.1	36.3	52.7	39.2
NO	56.2	50.5	56.2	64.7	52.3	71.8	54.9	53.3	56.6	68.1	52.7	55.2	52.0	61.6	58.2	63.0	55.2	54.3	61.5	47.3	57.0
DK/REFUSED	3.4	1.8	3.7	4.5	3.3	2.3	2.7	1.8	3.8	4.8	4.2	2.5	4.7	1.5	1.5	-	2.5	3.6	2.1	-	3.7

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 12 Page 147
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	S/R/H: ADS		SEEN AD		SEEN AD		SEEN ADS			HEARD OF/VIST		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK								
		STOP UNDERAGE DRINKING		GIRL ON FLOOR		TEENAGE BOY					TALKITOUTNC.ORG										
		YES	NO	YES	NO	YES	NO	YES	1 OF 2	NO, NEI- THER	YES	NO	REGU- LARLY	2+ Times/Week	Once A/Week	NOT REGU- LARLY	Every Couple Weeks	Once A/Week	RARELY /NEVER	Rarely	Never
								BOTH													
<hr/>																					
Total	500	202	281	203	289	221	275	153	112	224	99	399	149	93	56	91	38	53	258	125	133
YES	40.5	100.0	-	59.5	26.9	61.4	24.2	67.5	44.5	20.3	46.1	39.3	43.9	43.5	44.5	40.8	46.8	36.5	38.4	46.4	30.9
NO	56.2	-	100.0	37.3	69.5	33.8	73.6	28.3	51.7	77.0	46.7	58.3	53.1	53.9	51.9	54.0	48.9	57.8	58.6	51.4	65.4
DK/REFUSED	3.4	-	-	3.1	3.6	4.8	2.3	4.2	3.7	2.8	7.3	2.4	3.0	2.6	3.6	5.1	4.3	5.7	3.0	2.2	3.7

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 12 Page 148
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	IDEOLOGY						PARTY					WHITE			AFRICAN AMERICAN			
		LIB- ERAL	Very	Smt. 	MOD- ERATE	Smt. 	Very	CONSER VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	121	56	66	126	116	111	227	164	200	122	105	17	146	93	84	3	86	14
YES	40.5	39.9	35.7	43.5	37.2	44.2	45.4	44.8	47.8	38.6	34.2	33.5	38.4	48.3	42.8	40.3	-	33.0	22.7
NO	56.2	57.3	61.3	54.0	58.9	52.7	51.8	52.2	50.1	57.2	61.7	63.3	51.9	49.3	51.9	56.8	100.0	63.1	77.3
DK/REFUSED	3.4	2.8	3.1	2.5	4.0	3.2	2.8	3.0	2.1	4.2	4.1	3.2	9.7	2.3	5.3	2.9	-	3.9	-



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 12 Page 149
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL
Total	500	73	69	59	91	130	63	285	311	185	175	125	109	110	277
YES	40.5	49.2	40.7	30.3	46.8	37.4	37.9	38.9	43.9	39.2	42.6	42.6	35.3	44.1	41.5
NO	56.2	48.9	55.5	66.9	51.0	58.2	56.9	57.2	52.3	58.2	53.0	54.0	59.3	50.7	56.6
DK/REFUSED	3.4	1.9	3.8	2.8	2.2	4.4	5.3	3.9	3.8	2.6	4.4	3.4	5.4	5.2	1.9



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 12 Page 150
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ Youn- ger	12	13	14	15/ OLDER	15	16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total	500	285	48	84	113	94	311	105	112	147	285	127	196	311	207	147
YES	40.5	38.9	40.7	37.2	45.5	36.1	43.9	46.7	42.0	42.0	38.9	37.4	39.4	43.9	43.6	42.0
NO	56.2	57.2	54.7	58.8	50.3	60.9	52.3	51.7	51.9	55.2	57.2	58.2	56.8	52.3	52.3	55.2
DK/REFUSED	3.4	3.9	4.6	4.0	4.1	3.0	3.8	1.5	6.1	2.8	3.9	4.4	3.8	3.8	4.1	2.8



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 12 Page 151
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL						MALE ONLY (CHILDREN)						FEMALE ONLY (CHILDREN)						BOTH (CHILDREN)					
	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total	500	101	46	70	103	59	52	91	37	58	111	75	44	88	42	65	96	74	51					
YES	40.5	35.3	33.0	34.1	43.3	46.0	39.5	40.6	46.5	37.3	45.4	41.2	54.4	42.9	36.9	47.7	43.2	44.1	34.7					
NO	56.2	62.6	62.5	62.9	53.3	52.6	55.3	53.4	53.5	53.2	50.0	53.0	43.9	53.2	54.7	52.3	53.3	51.4	63.9					
DK/REFUSED	3.4	2.1	4.5	3.0	3.4	1.4	5.2	6.0	-	9.4	4.6	5.8	1.7	4.0	8.4	-	3.4	4.5	1.4					



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 12 Page 152
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN						WOMEN						MEN			WOMEN		
		14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	136	60	96	116	75	66	149	67	100	195	132	81	75	74	54	111	101	71
YES	40.5	38.5	35.3	42.7	42.7	39.7	41.9	39.4	39.3	36.3	44.6	45.8	42.1	34.3	43.7	46.3	42.5	41.7	39.8
NO	56.2	58.9	63.1	54.5	53.2	56.8	54.9	55.7	53.8	58.9	51.7	49.8	55.3	63.8	51.7	52.0	54.5	53.9	55.6
DK/REFUSED	3.4	2.6	1.6	2.8	4.1	3.5	3.2	5.0	6.9	4.8	3.7	4.4	2.5	1.9	4.6	1.7	3.1	4.3	4.6



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 12 Page 153
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work
Total	500	15	41	72	53	62	125	55	312	127	240	243	125	180	12	70	98	311	211	100
YES	40.5	61.1	30.5	48.1	48.9	43.7	42.8	38.5	45.2	43.9	44.4	45.0	42.8	45.2	45.3	28.7	56.9	38.5	41.3	32.6
NO	56.2	38.9	57.3	50.9	48.7	54.7	53.4	52.4	52.3	51.6	52.7	51.7	53.4	52.9	54.7	69.0	41.3	57.2	54.9	62.2
DK/REFUSED	3.4	-	12.3	1.0	2.5	1.5	3.8	9.1	2.5	4.5	2.9	3.3	3.8	1.9	-	2.3	1.9	4.3	3.8	5.2

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 12 Page 154
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	SINGLE	MAR- RIED	SEPA- RATED	DIV- ORCED	WID- OWED	MALE	FEMALE
Total	500	86	119	82	36	94	192	128	64	46	384	11	50	3	168	216
YES	40.5	50.8	33.8	35.3	30.5	40.1	41.4	45.2	33.8	40.0	41.0	27.8	44.5	40.8	42.6	39.8
NO	56.2	48.3	62.0	59.5	67.9	57.1	54.3	51.9	58.9	57.7	55.9	72.2	47.3	59.2	54.4	57.1
DK/REFUSED	3.4	0.9	4.2	5.3	1.6	2.8	4.4	2.9	7.3	2.3	3.0	-	8.2	-	2.9	3.1

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 12 Page 155
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican Amer.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.
Total	500	336	66	32	237	105	102	135	333	159	31	105	138	44	195	61	86	43	235	59
YES	40.5	41.5	41.5	37.5	43.2	37.7	43.7	42.9	44.5	33.9	42.7	30.5	46.0	28.0	43.4	32.4	46.2	30.8	44.9	31.6
NO	56.2	54.2	57.1	62.5	52.7	59.1	53.9	51.7	52.3	62.3	52.0	66.2	50.6	69.7	53.4	63.7	52.3	69.2	51.1	62.6
DK/REFUSED	3.4	4.3	1.4	-	4.1	3.2	2.4	5.4	3.3	3.7	5.3	3.2	3.4	2.3	3.2	3.9	1.5	-	4.1	5.7

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 12 Page 156
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AGE			MEN			WOMEN			GENDER	
		UNDER 40	41-55	OVER 55	UNDER 40	41-55	OVER 55	UNDER 40	41-55	OVER 55	MALE	FEMALE
Total	500	145	302	35	58	128	17	87	174	18	210	290
YES	40.5	40.0	41.7	42.7	34.1	42.2	51.7	43.9	41.3	34.3	40.3	40.5
NO	56.2	57.9	54.7	49.3	65.9	54.7	38.1	52.7	54.7	59.8	56.9	55.6
DK/REFUSED	3.4	2.0	3.7	7.9	-	3.1	10.2	3.4	4.1	5.8	2.7	3.8

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 13 Page 157
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

13. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	AREA													CHILDREN IN GRADES 6-12		APPROPRIATE TO START TALKING ABOUT ALCOHOL ABUSE		TALKED ABOUT ALCOHOL ABUSE		
															1	2 OVER	LESS/10	11-14	OVER 15	YES	NO/NOT YET
	RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST								
Total Answering	202	65	32	4	30	52	26	25	40	17	23	10	25	11	111	88	105	87	4	197	5
DRUNK DRIVING ACCIDENT	11.7	11.1	15.9	-	7.5	14.9	18.4	11.2	14.1	7.3	19.1	5.2	9.9	0.4	10.1	13.6	11.8	12.9	*	12.0	-
GIRL ALONE/STOP BREATHE	11.3	11.0	12.9	-	10.4	18.3	8.0	29.0	8.5	14.2	4.2	-	11.6	-	14.6	7.7	13.1	10.6	-	11.6	-
JUST REMEMBER ADS/TV	8.0	5.5	2.7	-	9.3	11.4	7.6	15.3	-	-	-	18.1	9.8	24.2	8.2	8.2	5.8	9.9	-	8.2	-
DISTURBING/SHOCKING	7.5	10.8	12.0	22.7	7.9	4.7	3.2	6.1	10.1	6.0	13.2	-	-	16.3	6.0	6.9	8.0	5.8	-	7.7	-
TALK IT OUT/DRINKING	6.7	8.9	9.9	-	9.0	1.8	3.5	-	7.7	9.4	6.5	17.1	8.1	-	5.4	8.5	7.2	6.8	-	6.8	-
UNDERAGE DRINK/SERIOUS	5.7	2.5	5.3	-	-	4.0	7.8	-	14.3	23.1	7.7	-	8.0	-	7.9	3.1	7.1	3.3	-	5.8	-
UPSET PARENT/CHILD HOSP.	5.0	6.9	3.9	21.3	8.2	8.4	13.2	3.3	3.3	7.8	-	-	-	-	3.6	7.1	3.7	5.8	31.7	5.2	0.4
CONSEQUENCES/FUTURE	3.5	1.5	-	-	3.3	4.3	-	8.7	8.1	-	14.2	-	2.1	-	5.3	1.3	2.9	4.5	-	3.5	-
BRAIN DAMAGE	3.4	2.1	-	10.9	3.1	4.1	3.5	4.7	2.4	-	4.1	-	9.8	-	5.0	1.6	5.6	1.1	-	3.5	-
STOP UNDERAGE DRINKING	2.6	5.3	4.2	-	7.1	2.2	2.9	1.5	-	-	-	-	-	5.6	2.6	2.7	2.5	2.2	14.8	2.4	7.2
BILLBOARDS	2.5	0.4	-	*	0.8	-	-	-	5.3	-	9.2	-	7.3	8.2	2.1	3.2	2.4	2.9	-	2.6	-
DEATH/DEATH TOLLS	1.8	2.5	5.3	-	-	1.8	3.5	-	-	-	-	10.4	-	-	3.2	-	3.4	-	-	1.0	32.1
KIDS PARTYING/DRINKING	1.8	2.6	5.4	-	-	-	-	-	-	-	-	8.0	4.4	-	3.2	-	0.7	3.2	-	1.8	-
DESIGNATED DRIVER	1.5	3.4	-	-	7.4	-	-	-	-	-	-	-	3.0	-	-	3.4	2.1	0.9	-	1.5	-
RADIO/PANDORA	1.4	3.5	-	-	7.6	-	-	-	-	-	-	-	2.5	-	-	3.3	0.6	2.6	-	1.5	-
POINTED/STRAIGHTFORWARD	1.4	1.2	-	-	2.6	-	-	-	-	-	-	8.5	5.0	-	2.6	-	2.7	-	-	1.4	-
HEALTH AFFECTS	1.1	3.3	4.9	16.0	-	-	-	-	-	-	-	-	-	-	1.4	0.7	0.6	1.8	-	1.1	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

TARGET CERTAIN COMMS.	0.9	-	-	-	-	-	-	-	-	-	-	-	-	-	17.2	1.7	-	1.7	-	-	0.9	-
FUNERAL SCENES	0.8	-	-	-	-	3.2	6.3	-	-	-	-	-	-	-	-	1.5	-	-	1.9	-	0.8	-



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 13 Page 158
Apr. 9, 2017
(Continued)

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

13. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	AREA													CHILDREN IN		APPROPRIATE TO			TALKED ABOUT		
															GRADES 6-12	2	START TALKING ABOUT	ALCOHOL ABUSE	ALCOHOL ABUSE			
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	1	2 OVER	LESS/ 10	11-14 15	OVER	YES	NO/ NOT YET	
PARENT W/ DEAD CHILD	0.4	1.4	-	-	3.0	-	-	-	-	-	-	-	-	-	-	-	1.0	-	1.0	-	0.4	-
BREATHALYZER TEST	0.4	1.3	2.7	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	0.8	-	-	0.4	-
ADDICTION HOTLINE	0.4	-	-	-	-	-	-	-	1.9	4.5	-	-	-	-	-	-	0.9	-	-	19.2	0.4	-
STATE PROGRAM	0.4	-	-	-	-	-	-	-	-	-	-	-	3.0	-	-	0.7	-	-	0.9	-	0.4	-
LIBERAL	0.4	-	-	-	-	1.4	2.7	-	-	-	-	-	-	-	-	-	0.8	-	-	-	0.4	-
TROOPER ARREST UNDERAGE	0.4	-	-	-	-	-	-	-	-	-	-	7.5	-	-	-	-	0.8	-	-	17.7	0.4	-
PROMISED PARENT/WON'T	0.3	-	-	-	-	-	-	-	-	-	-	6.8	-	-	-	0.6	-	-	0.8	-	0.3	-
NO DRINKING/PROM	0.3	-	-	-	-	-	-	-	1.5	-	2.6	-	-	-	-	0.5	-	0.6	-	-	0.3	-
SOBER/SLAMMER SLOGAN	0.3	-	-	-	-	1.0	2.0	-	-	-	-	-	-	-	-	0.5	-	-	0.6	-	0.3	-
BACKGROUND STORIES	0.1	0.5	0.9	-	-	-	-	-	-	-	-	-	-	-	-	0.3	-	-	0.3	-	0.2	-
OTHER	5.8	8.5	9.9	-	8.2	4.4	5.1	3.7	6.6	15.5	-	-	5.2	-	6.0	5.8	4.5	7.5	-	4.8	43.9	
DON'T KNOW	12.8	7.1	4.0	29.1	7.6	14.4	12.2	16.6	16.2	12.2	19.3	18.3	10.2	28.1	7.2	19.4	12.2	13.6	16.5	12.7	16.5	

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 13 Page 159
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

13. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	TALK ABOUT ALCOHOL			TALKED ABOUT		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR					CHOICE MODEL	
		ABUSE WITH YOUR CHILDREN			ALCOHOL ABUSE LAST FEW MOS.		YOUR COMMUNITY				WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY ALCOHOL					WHEN AGE/YOUR CHILD DRINK	
		FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt. ALL	NOT AT ALL	UNDER 21	Under 18	18-20	21/ OVER	22/ Over	ABLE TO HANDLE	ACT IRRESP ONSIBL
Total Answering	202	83	89	24	176	20	172	94	77	11	129	28	102	73	69	25	44	118	13	20	176
DRUNK DRIVING ACCIDENT	11.7	16.7	8.3	9.3	12.5	7.5	12.2	11.4	13.1	13.4	11.7	4.6	13.6	11.7	15.1	15.3	15.0	8.7	18.7	7.0	11.6
GIRL ALONE/STOP BREATHE	11.3	12.0	13.5	4.1	10.6	21.0	10.9	11.1	10.7	8.9	14.6	11.7	15.4	5.5	6.6	3.9	8.1	13.9	18.4	8.8	12.0
JUST REMEMBER ADS/TV	8.0	5.5	9.0	15.2	8.1	9.6	9.4	6.9	12.6	0.6	11.7	13.9	11.1	1.6	9.8	8.2	10.7	7.5	10.3	-	9.2
DISTURBING/SHOCKING	7.5	5.7	11.1	2.7	8.2	-	7.7	10.5	4.2	-	7.9	8.9	7.7	6.9	7.5	3.6	9.7	8.5	12.3	13.3	6.8
TALK IT OUT/DRINKING	6.7	3.0	8.5	10.0	6.2	12.6	5.2	6.5	3.7	23.2	6.9	7.2	6.9	5.4	7.7	2.9	10.3	6.9	-	6.1	6.7
UNDERAGE DRINK/SERIOUS	5.7	7.3	4.6	5.3	6.5	0.2	6.2	7.1	5.2	6.7	5.1	5.2	5.1	6.7	1.1	-	1.7	9.0	-	10.3	5.3
UPSET PARENT/CHILD HOSP.	5.0	3.0	6.9	6.3	4.5	11.6	4.1	3.1	5.4	-	6.5	6.3	6.5	2.5	5.6	1.3	7.9	4.6	-	13.2	4.3
CONSEQUENCES/FUTURE	3.5	-	5.0	10.6	3.2	6.8	3.5	2.0	5.3	9.1	2.4	-	3.0	5.4	-	-	-	5.2	15.9	-	4.0
BRAIN DAMAGE	3.4	2.5	5.3	-	2.5	12.0	2.9	1.0	5.2	-	2.0	-	2.5	5.9	6.2	17.3	-	2.2	-	-	3.4
STOP UNDERAGE DRINKING	2.6	1.3	0.3	14.4	2.7	-	2.7	3.4	1.7	5.6	1.2	3.5	0.5	5.1	3.3	-	5.2	0.6	-	-	2.9
BILLBOARDS	2.5	3.1	2.0	3.0	2.9	-	2.9	1.9	4.2	-	1.9	5.6	0.9	3.6	1.0	2.9	-	2.8	-	-	2.9
DEATH/DEATH TOLLS	1.8	2.3	-	-	1.1	-	2.1	3.8	-	-	1.5	-	1.9	2.3	1.3	-	2.1	2.2	-	-	2.0
KIDS PARTYING/DRINKING	1.8	3.0	1.2	-	2.0	-	2.1	3.8	-	-	1.3	-	1.7	2.6	-	-	-	3.0	-	8.5	1.1
DESIGNATED DRIVER	1.5	3.6	-	-	1.7	-	1.7	3.1	-	-	0.6	2.7	-	3.1	-	-	-	2.5	-	-	1.7
RADIO/PANDORA	1.4	-	0.7	9.5	1.7	-	1.7	0.7	3.0	-	2.2	2.3	2.2	-	0.9	-	1.4	1.9	-	-	1.7
POINTED/STRAIGHTFORWARD	1.4	1.5	0.9	3.3	1.6	-	1.2	-	2.6	7.5	2.2	3.0	2.0	-	-	-	-	1.7	-	-	1.6
HEALTH AFFECTS	1.1	2.6	-	-	1.2	-	0.9	1.6	-	5.8	1.2	5.6	-	0.9	2.2	6.3	-	0.5	-	-	1.2

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

TARGET CERTAIN COMMS.	0.9	2.2	-	-	1.0	-	1.1	-	2.4	-	-	-	-	2.5	-	-	-	-	-	9.2	-
FUNERAL SCENES	0.8	-	1.9	-	1.0	-	1.0	1.8	-	-	1.3	-	1.6	-	-	-	-	1.4	12.6	8.4	-



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 13 Page 160
Apr. 9, 2017
(Continued)

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

13. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	TALK ABOUT ALCOHOL			TALKED ABOUT		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR					CHOICE MODEL	
		ABUSE WITH YOUR			ALCOHOL ABUSE		YOUR COMMUNITY				WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY					WHEN AGE/YOUR	
		CHILDREN			LAST FEW MOS.										ALCOHOL					CHILD DRINK	
		FREQU-	SOME-	RARELY	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	UNDER	Under	18-20	21/	22/	ABLE	ACT
		ENTLY	TIMES				LEM	ious		PROB-	ERNED			ALL	21	18		OVER	Over	TO	IRRESP
										LEM										HANDLE	ONSIBL
PARENT W/ DEAD CHILD	0.4	-	1.0	-	0.5	-	0.5	-	1.1	-	0.7	3.2	-	-	-	-	-	0.7	-	-	0.5
BREATHALYZER TEST	0.4	-	0.9	-	0.5	-	0.5	-	1.1	-	-	-	-	1.2	-	-	-	0.7	-	-	0.5
ADDICTION HOTLINE	0.4	-	0.9	-	0.4	-	0.5	-	1.0	-	-	-	-	1.1	1.1	-	1.7	-	-	-	0.4
STATE PROGRAM	0.4	-	0.8	-	0.4	-	0.4	-	1.0	-	-	-	-	1.0	1.1	-	1.7	-	-	-	0.4
LIBERAL	0.4	0.9	-	-	-	3.6	-	-	-	6.7	-	-	-	1.0	1.0	2.9	-	-	-	3.6	-
TROOPER ARREST UNDERAGE	0.4	0.9	-	-	0.4	-	0.4	0.8	-	-	0.6	2.6	-	-	1.0	2.9	-	-	-	-	0.4
PROMISED PARENT/WON'T	0.3	-	-	2.7	0.4	-	0.4	0.7	-	-	-	-	-	0.9	-	-	-	0.6	-	-	0.4
NO DRINKING/PROM	0.3	-	0.7	-	-	3.0	0.3	0.6	-	-	-	-	-	0.8	-	-	-	0.5	-	-	0.3
SOBER/SLAMMER SLOGAN	0.3	-	0.6	-	0.3	-	0.3	-	0.7	-	-	-	-	0.7	-	-	-	0.4	-	-	0.3
BACKGROUND STORIES	0.1	0.4	-	-	0.2	-	0.2	0.3	-	-	0.2	1.1	-	-	-	-	-	0.3	-	-	0.2
OTHER	5.8	8.8	2.4	-	5.4	-	6.1	6.6	5.5	12.4	6.8	15.9	4.3	4.2	6.3	4.9	7.1	6.3	7.0	-	6.4
DON'T KNOW	12.8	13.7	14.4	3.6	12.9	12.1	11.4	11.3	11.4	-	10.3	*	13.0	17.4	21.0	27.5	17.3	7.9	4.9	11.5	12.3

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 13 Page 161
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

13. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL		S/R/H: ADS		SEEN AD		SEEN AD		SEEN ADS		HEARD OF/VIST		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK								
	STOP UNDERAGE		GIRL ON FLOOR		TEENAGE BOY						TALKITOUTNC.O										
	DRINKING										RG										
	YES	NO	YES	NO	YES	NO	YES	NO	1 OF 2	NO,	YES	NO	REGU-	2+	Once A	NOT	Every	Once A	RARELY	Rarely	Never
									BOTH	NEI-			LARLY	Times/	Week	REGU-	Couple	Week	/NEVER		
										THIR				Week		LARLY	Weeks				
Total Answering	202	202	-	121	78	136	67	103	50	45	46	157	66	40	25	37	18	19	99	58	41
DRUNK DRIVING ACCIDENT	11.7	11.7	-	13.2	9.8	14.9	5.0	14.2	13.6	4.5	21.0	8.9	15.4	17.0	12.9	8.6	*	16.7	10.3	5.9	16.5
GIRL ALONE/STOP BREATHE	11.3	11.3	-	18.2	1.2	16.0	1.7	20.1	4.2	-	14.9	10.3	6.6	6.6	6.6	9.3	11.3	7.4	15.2	21.8	6.0
JUST REMEMBER ADS/TV	8.0	8.0	-	4.1	12.5	5.6	13.1	4.1	8.4	14.0	14.1	6.3	9.4	9.8	8.9	14.6	20.3	9.3	4.7	4.6	4.7
DISTURBING/SHOCKING	7.5	7.5	-	11.2	2.2	9.3	3.9	12.2	1.7	3.8	7.7	7.5	8.7	8.2	9.6	9.9	5.6	13.9	5.9	2.8	10.2
TALK IT OUT/DRINKING	6.7	6.7	-	4.9	9.8	4.6	10.9	4.9	3.8	14.4	3.0	7.7	9.1	8.2	10.6	6.5	9.2	4.0	5.1	3.5	7.4
UNDERAGE DRINK/SERIOUS	5.7	5.7	-	5.2	6.7	6.4	4.2	4.5	11.3	2.6	4.6	6.0	7.6	7.2	8.2	3.2	-	6.1	5.3	7.8	1.9
UPSET PARENT/CHILD HOSP.	5.0	5.0	-	6.6	2.8	5.9	3.4	5.6	8.9	-	4.7	5.2	3.4	2.1	5.4	5.9	5.2	6.7	5.8	7.4	3.6
CONSEQUENCES/FUTURE	3.5	3.5	-	4.7	1.8	3.6	3.2	3.4	7.0	-	5.8	2.8	1.5	-	3.9	-	-	-	6.1	8.9	2.0
BRAIN DAMAGE	3.4	3.4	-	3.7	3.1	5.0	-	4.3	4.9	-	4.7	3.0	3.9	2.3	6.4	2.6	-	5.0	3.4	1.6	5.9
STOP UNDERAGE DRINKING	2.6	2.6	-	0.7	5.5	1.6	4.5	0.9	2.7	6.5	1.1	3.0	0.6	0.9	-	3.6	-	7.0	3.5	1.9	5.7
BILLBOARDS	2.5	2.5	-	1.2	4.7	1.9	3.7	1.4	2.4	5.5	0.5	3.1	1.4	2.3	-	3.8	7.8	-	2.7	3.0	2.4
DEATH/DEATH TOLLS	1.8	1.8	-	0.8	3.4	0.7	4.0	0.9	-	5.9	-	2.3	3.9	4.1	3.7	-	-	-	1.0	-	2.4
KIDS PARTYING/DRINKING	1.8	1.8	-	2.0	1.4	1.3	2.8	1.6	1.6	2.4	1.7	1.8	-	-	-	-	-	-	3.6	2.9	4.5
DESIGNATED DRIVER	1.5	1.5	-	-	3.8	1.6	1.1	-	4.5	1.6	-	1.9	-	-	-	-	-	-	3.0	5.1	-
RADIO/PANDORA	1.4	1.4	-	-	0.8	-	4.4	-	-	1.4	-	1.9	-	-	-	6.1	12.7	-	0.6	1.1	-
POINTED/STRAIGHTFORWARD	1.4	1.4	-	0.6	2.7	1.5	1.2	0.8	2.5	1.8	-	1.8	1.2	-	3.1	2.2	4.6	-	1.2	2.1	-
HEALTH AFFECTS	1.1	1.1	-	1.8	-	1.6	-	2.1	-	-	3.4	0.4	-	-	-	4.2	8.6	-	0.6	-	1.5

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

TARGET CERTAIN COMMS.	0.9	0.9	-	-	2.4	-	2.8	-	-	4.1	4.0	-	-	-	-	-	-	-	1.9	3.2	-
FUNERAL SCENES	0.8	0.8	-	1.4	-	1.2	-	1.6	-	-	-	1.1	2.6	-	6.7	-	-	-	-	-	-



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 13 Page 162
Apr. 9, 2017
(Continued)

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

13. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL		S/R/H: ADS		SEEN AD		SEEN AD		SEEN ADS		HEARD OF/VIST		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK								
	STOP UNDERAGE		GIRL ON FLOOR		TEENAGE BOY						TALKITOUTNC.O										
	DRINKING										RG										
	YES	NO	YES	NO	YES	NO	YES	NO	1 OF 2	NO,	YES	NO	REGU-	2+	Once A	NOT	Every	Once A	RARELY	Rarely	Never
									BOTH	NEI-			LARLY	Times/	Week	REGU-	Couple	Week	/NEVER		
										THER				Week		LARLY	Weeks				
PARENT W/ DEAD CHILD	0.4	0.4	-	0.7	-	-	1.3	-	1.8	-	-	0.6	-	-	-	-	-	-	0.9	1.5	-
BREATHALYZER TEST	0.4	0.4	-	0.7	-	0.6	-	0.8	-	-	-	0.5	-	-	-	-	-	-	0.8	-	2.0
ADDICTION HOTLINE	0.4	0.4	-	-	1.0	-	1.2	-	-	1.7	-	0.5	-	-	-	-	-	-	0.8	1.3	-
STATE PROGRAM	0.4	0.4	-	0.6	-	-	1.1	-	1.5	-	-	0.5	-	-	-	2.0	-	3.9	-	-	-
LIBERAL	0.4	0.4	-	0.6	-	0.5	-	0.7	-	-	-	0.5	1.1	-	2.9	-	-	-	-	-	-
TROOPER ARREST UNDERAGE	0.4	0.4	-	-	0.9	-	1.1	-	-	1.6	-	0.5	-	-	-	-	-	-	0.7	1.2	-
PROMISED PARENT/WON'T	0.3	0.3	-	-	0.8	-	1.0	-	-	1.4	-	0.4	-	-	-	-	-	-	0.7	-	1.6
NO DRINKING/PROM	0.3	0.3	-	0.5	-	0.4	-	0.6	-	-	-	0.4	-	-	-	-	-	-	0.6	-	1.5
SOBER/SLAMMER SLOGAN	0.3	0.3	-	-	0.7	-	0.8	-	-	1.1	-	0.3	-	-	-	-	-	-	0.5	0.9	-
BACKGROUND STORIES	0.1	0.1	-	0.2	-	0.2	-	0.3	-	-	-	0.2	-	-	-	-	-	-	0.3	0.5	-
OTHER	5.8	5.8	-	8.0	2.7	5.1	7.4	6.6	5.7	4.6	8.7	5.0	4.9	4.7	5.2	9.4	5.2	13.3	5.1	2.6	8.7
DON'T KNOW	12.8	12.8	-	9.1	19.2	10.4	17.7	8.4	15.4	21.1	*	16.5	18.6	26.5	6.0	8.1	9.7	6.6	10.4	9.6	11.4

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 13 Page 163
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

13. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	IDEOLOGY						PARTY						WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total Answering	202	48	20	29	47	51	51	102	78	77	42	35	6	71	40	34	-	28	3
DRUNK DRIVING ACCIDENT	11.7	9.8	10.3	9.4	7.1	16.6	13.9	15.2	11.8	14.5	7.5	8.9	-	12.2	25.3	9.3	-	3.8	-
GIRL ALONE/STOP BREATHE	11.3	7.1	5.8	8.0	12.3	11.1	12.8	11.9	8.7	10.6	18.9	19.2	17.6	9.7	5.7	14.5	-	20.7	24.2
JUST REMEMBER ADS/TV	8.0	11.7	10.2	12.8	7.0	10.4	2.7	6.6	10.6	7.0	4.6	5.4	-	10.8	10.2	5.7	-	4.7	-
DISTURBING/SHOCKING	7.5	11.2	14.0	9.2	7.3	5.8	6.8	6.3	8.8	2.1	16.1	16.3	15.5	8.5	4.1	16.9	-	-	32.4
TALK IT OUT/DRINKING	6.7	5.2	3.3	6.5	7.4	7.1	7.6	7.3	8.2	4.8	6.8	6.1	10.4	9.1	6.5	3.5	-	3.9	-
UNDERAGE DRINK/SERIOUS	5.7	4.3	10.4	-	4.3	7.0	7.5	7.3	5.3	9.4	-	-	-	5.9	3.1	-	-	9.8	-
UPSET PARENT/CHILD HOSP.	5.0	5.6	-	9.4	5.4	6.9	1.3	4.1	5.3	7.4	-	-	-	4.6	10.9	-	-	-	-
CONSEQUENCES/FUTURE	3.5	7.2	-	12.2	-	1.0	5.9	3.5	3.0	2.7	6.1	7.2	-	3.3	5.3	3.5	-	-	43.4
BRAIN DAMAGE	3.4	2.0	-	3.3	6.5	5.6	-	2.8	3.9	3.2	3.3	2.6	6.6	4.3	-	4.0	-	8.5	-
STOP UNDERAGE DRINKING	2.6	-	-	-	1.3	-	7.9	3.9	0.8	4.5	1.2	1.5	-	0.8	-	1.5	-	7.5	-
BILLBOARDS	2.5	-	-	-	-	4.1	5.1	4.6	6.0	-	-	-	-	6.6	-	-	-	-	-
DEATH/DEATH TOLLS	1.8	3.4	-	5.8	-	1.8	2.0	1.9	1.2	3.4	-	-	-	1.3	2.5	-	-	5.9	-
KIDS PARTYING/DRINKING	1.8	-	-	-	5.3	2.1	-	1.1	2.2	-	2.6	3.1	-	-	-	3.2	-	-	-
DESIGNATED DRIVER	1.5	4.6	-	7.8	-	-	1.5	0.7	0.9	2.9	-	-	-	1.0	-	-	-	7.8	-
RADIO/PANDORA	1.4	1.3	3.2	-	4.8	-	-	-	-	3.8	-	-	-	-	1.6	-	-	8.0	-
POINTED/STRAIGHTFORWARD	1.4	-	-	-	1.7	-	4.0	2.0	-	1.6	3.8	4.5	-	-	3.1	4.7	-	-	-
HEALTH AFFECTS	1.1	3.2	7.8	-	-	1.2	-	0.6	-	2.8	-	-	-	-	-	-	-	2.2	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

TARGET CERTAIN COMMS.	0.9	-	-	-	3.9	-	-	-	-	-	4.4	-	28.3	-	-	5.4	-	-	-
FUNERAL SCENES	0.8	3.5	8.4	-	-	-	-	-	-	2.2	-	-	-	-	-	-	-	5.9	-



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 13 Page 164
Apr. 9, 2017
(Continued)

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

13. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	IDEOLOGY						PARTY					WHITE			AFRICAN AMERICAN			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
PARENT W/ DEAD CHILD	0.4	-	-	-	1.9	-	-	-	-	1.1	-	-	-	-	2.2	-	-	-	-
BREATHALYZER TEST	0.4	-	-	-	-	-	1.7	0.8	1.1	-	-	-	-	-	-	-	-	-	-
ADDICTION HOTLINE	0.4	-	-	-	-	1.5	-	0.8	1.0	-	-	-	-	1.1	-	-	-	-	-
STATE PROGRAM	0.4	-	-	-	-	1.4	-	0.7	-	-	1.8	2.1	-	-	-	2.2	-	-	-
LIBERAL	0.4	-	-	-	-	-	1.4	0.7	-	-	1.7	2.1	-	-	-	2.1	-	-	-
TROOPER ARREST UNDERAGE	0.4	-	-	-	1.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PROMISED PARENT/WON'T	0.3	-	-	-	-	-	1.3	0.6	-	-	1.6	-	10.1	-	-	1.9	-	-	-
NO DRINKING/PROM	0.3	-	-	-	-	1.2	-	0.6	-	-	1.4	1.7	-	-	-	1.8	-	-	-
SOBER/SLAMMER SLOGAN	0.3	-	-	-	-	-	1.0	0.5	0.7	-	-	-	-	0.7	-	-	-	-	-
BACKGROUND STORIES	0.1	-	-	-	0.6	-	-	-	0.4	-	-	-	-	0.4	-	-	-	-	-
OTHER	5.8	9.0	12.5	6.6	2.6	8.4	3.8	6.1	5.0	10.2	-	-	-	5.6	11.1	-	-	7.3	-
DON'T KNOW	12.8	11.1	14.1	9.0	20.9	6.7	12.0	9.3	15.4	7.0	18.1	19.3	11.6	13.9	10.6	19.6	-	4.0	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 13 Page 165
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

13. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
Total Answering	202	36	28	18	43	49	24	111	137	73	75	53	39	48	115
DRUNK DRIVING ACCIDENT	11.7	15.3	17.5	12.3	8.9	12.7	3.9	9.4	13.3	11.4	8.9	16.3	5.0	20.2	10.4
GIRL ALONE/STOP BREATHE	11.3	-	4.7	9.7	16.0	14.0	25.8	6.9	12.2	11.4	14.6	7.1	19.3	1.6	12.8
JUST REMEMBER ADS/TV	8.0	10.1	11.9	-	10.9	4.1	8.0	10.2	8.8	12.7	6.4	4.2	3.1	5.9	10.6
DISTURBING/SHOCKING	7.5	5.8	5.8	10.7	11.2	-	20.2	10.4	6.0	2.3	12.8	7.5	4.9	7.5	8.5
TALK IT OUT/DRINKING	6.7	12.4	4.5	3.8	4.6	4.9	9.1	9.4	6.3	7.6	3.4	10.2	3.1	11.2	6.0
UNDERAGE DRINK/SERIOUS	5.7	4.8	11.5	-	5.7	8.1	-	6.4	5.8	7.2	3.5	6.6	10.7	5.8	3.9
UPSET PARENT/CHILD HOSP.	5.0	5.0	-	-	5.5	11.7	-	4.7	5.0	5.7	5.2	4.2	2.2	2.8	7.0
CONSEQUENCES/FUTURE	3.5	1.5	-	14.2	4.2	4.3	-	1.1	5.1	4.8	4.7	-	3.9	-	4.8
BRAIN DAMAGE	3.4	5.3	-	2.4	2.8	5.0	3.9	3.2	2.8	0.6	7.4	1.8	7.9	0.9	2.9
STOP UNDERAGE DRINKING	2.6	1.7	-	-	-	7.1	2.2	3.3	2.8	6.1	0.7	0.5	2.3	3.3	2.4
BILLBOARDS	2.5	6.5	-	-	5.5	-	-	4.6	1.9	2.1	2.4	1.9	0.6	1.5	3.6
DEATH/DEATH TOLLS	1.8	-	3.5	-	2.2	3.4	-	0.9	1.9	1.4	3.5	-	4.3	1.9	0.9
KIDS PARTYING/DRINKING	1.8	-	-	6.1	4.0	-	-	1.7	1.2	1.1	3.7	-	4.4	-	1.6
DESIGNATED DRIVER	1.5	-	7.9	-	1.7	-	-	2.0	0.5	-	-	5.6	-	4.6	0.6
RADIO/PANDORA	1.4	-	2.2	-	-	4.7	-	0.6	2.1	0.9	-	4.3	-	-	2.5
POINTED/STRAIGHTFORWARD	1.4	-	4.4	8.9	-	-	-	1.8	-	2.8	-	-	-	1.7	1.8
HEALTH AFFECTS	1.1	-	7.7	-	-	-	-	-	1.6	-	2.1	1.2	4.0	-	0.5

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

TARGET CERTAIN COMMS.	0.9	-	-	-	-	-	7.7	-	1.3	-	2.5	-	-	-	1.6
FUNERAL SCENES	0.8	-	-	-	-	3.4	-	-	1.2	-	2.2	-	-	3.5	-



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 13 Page 166
Apr. 9, 2017
(Continued)

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

13. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
PARENT W/ DEAD CHILD	0.4	-	-	-	-	1.8	-	-	0.6	-	-	1.7	-	-	0.8
BREATHALYZER TEST	0.4	2.3	-	-	-	-	-	0.8	0.6	-	1.1	-	-	1.7	-
ADDICTION HOTLINE	0.4	2.2	-	-	-	-	-	-	0.6	-	1.0	-	2.0	-	-
STATE PROGRAM	0.4	-	-	4.1	-	-	-	0.7	-	1.0	-	-	1.9	-	-
LIBERAL	0.4	-	-	4.0	-	-	-	-	0.5	1.0	-	-	1.9	-	-
TROOPER ARREST UNDERAGE	0.4	-	-	-	-	-	-	0.6	0.5	1.0	-	-	-	-	0.6
PROMISED PARENT/WON'T	0.3	-	-	-	-	-	2.7	0.6	-	0.9	-	-	-	-	0.6
NO DRINKING/PROM	0.3	-	-	3.3	-	-	-	-	0.4	0.8	-	-	-	-	0.5
SOBER/SLAMMER SLOGAN	0.3	1.4	-	-	-	-	-	-	0.4	0.7	-	-	-	1.1	-
BACKGROUND STORIES	0.1	-	-	-	0.7	-	-	-	0.2	-	0.4	-	-	0.6	-
OTHER	5.8	6.8	18.4	-	3.6	5.4	-	6.0	4.4	5.3	3.8	9.6	4.0	10.4	4.5
DON'T KNOW	12.8	18.9	-	20.4	12.4	11.0	16.4	14.8	12.4	11.2	9.6	19.1	14.5	14.0	11.5

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 13 Page 167
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

13. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ Youn- ger	12	13	14	15/ OLDER	15	16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total Answering	202	111	20	31	51	34	137	49	47	62	111	48	77	137	90	62
DRUNK DRIVING ACCIDENT	11.7	9.4	10.3	4.0	8.7	11.4	13.3	11.7	11.5	16.2	9.4	6.9	9.2	13.3	12.3	16.2
GIRL ALONE/STOP BREATHE	11.3	6.9	11.8	11.9	5.4	4.4	12.2	11.6	14.7	8.5	6.9	10.3	4.4	12.2	13.9	8.5
JUST REMEMBER ADS/TV	8.0	10.2	10.4	5.5	9.8	13.6	8.8	1.1	6.2	13.9	10.2	7.9	12.5	8.8	3.8	13.9
DISTURBING/SHOCKING	7.5	10.4	22.4	15.0	4.6	12.7	6.0	5.2	5.4	4.9	10.4	15.5	8.6	6.0	5.7	4.9
TALK IT OUT/DRINKING	6.7	9.4	16.2	3.5	13.7	2.3	6.3	15.3	6.8	4.4	9.4	9.0	10.1	6.3	9.5	4.4
UNDERAGE DRINK/SERIOUS	5.7	6.4	10.2	-	9.9	2.1	5.8	6.7	1.5	7.6	6.4	4.2	6.6	5.8	4.4	7.6
UPSET PARENT/CHILD HOSP.	5.0	4.7	1.7	0.1	6.9	6.4	5.0	6.3	1.9	6.0	4.7	0.7	6.3	5.0	4.4	6.0
CONSEQUENCES/FUTURE	3.5	1.1	5.9	-	-	-	5.1	2.4	6.1	4.8	1.1	2.5	-	5.1	4.5	4.8
BRAIN DAMAGE	3.4	3.2	2.2	4.4	4.1	2.8	2.8	0.9	-	5.4	3.2	2.9	4.0	2.8	0.5	5.4
STOP UNDERAGE DRINKING	2.6	3.3	-	6.8	-	4.6	2.8	-	2.4	4.8	3.3	4.5	2.0	2.8	1.3	4.8
BILLBOARDS	2.5	4.6	5.7	4.9	3.6	2.8	1.9	1.8	3.6	-	4.6	5.3	3.6	1.9	2.8	-
DEATH/DEATH TOLLS	1.8	0.9	-	-	1.9	-	1.9	3.4	2.0	-	0.9	-	1.3	1.9	2.9	-
KIDS PARTYING/DRINKING	1.8	1.7	-	-	1.5	3.2	1.2	-	-	2.8	1.7	-	2.4	1.2	-	2.8
DESIGNATED DRIVER	1.5	2.0	-	-	4.3	6.5	0.5	1.5	-	1.2	2.0	-	2.9	0.5	0.8	1.2
RADIO/PANDORA	1.4	0.6	-	-	1.2	-	2.1	4.7	6.2	-	0.6	-	0.8	2.1	3.2	-
POINTED/STRAIGHTFORWARD	1.4	1.8	-	-	3.9	-	-	-	-	-	1.8	-	2.6	-	-	-
HEALTH AFFECTS	1.1	-	-	-	-	-	1.6	1.3	-	3.5	-	-	-	1.6	0.7	3.5

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

TARGET CERTAIN COMMS.	0.9	-	-	-	-	-	1.3	-	3.9	-	-	-	-	1.3	2.0	-
FUNERAL SCENES	0.8	-	-	-	-	-	1.2	-	3.5	-	-	-	-	1.2	1.9	-



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 13 Page 168
Apr. 9, 2017
(Continued)

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

13. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN						
		14/ YOUN- GER	11/ Youn- ger	12	13	14	15/ OLDER	15	16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	
PARENT W/ DEAD CHILD	0.4	-	-	-	-	-	0.6	-	1.9	1.4	-	-	-	0.6	1.0	1.4	
BREATHALYZER TEST	0.4	0.8	-	-	-	2.5	0.6	-	1.8	-	0.8	-	1.1	0.6	0.9	-	
ADDICTION HOTLINE	0.4	-	-	-	-	-	0.6	-	1.6	1.3	-	-	-	0.6	0.9	1.3	
STATE PROGRAM	0.4	0.7	-	2.4	-	-	-	-	-	-	0.7	1.6	-	-	-	-	
LIBERAL	0.4	-	-	-	-	-	0.5	1.5	-	1.2	-	-	-	0.5	0.8	1.2	
TROOPER ARREST UNDERAGE	0.4	0.6	-	2.3	-	-	0.5	-	1.5	-	0.6	1.5	-	0.5	0.8	-	
PROMISED PARENT/WON'T	0.3	0.6	-	-	1.3	-	-	-	-	-	0.6	-	0.8	-	-	-	
NO DRINKING/PROM	0.3	-	-	-	-	-	0.4	-	1.3	-	-	-	-	0.4	0.7	-	
SOBER/SLAMMER SLOGAN	0.3	-	-	-	-	-	0.4	1.1	-	-	-	-	-	0.4	0.6	-	
BACKGROUND STORIES	0.1	-	-	-	-	-	0.2	-	0.6	-	-	-	-	0.2	0.3	-	
OTHER	5.8	6.0	-	9.6	4.8	9.7	4.4	7.7	2.9	3.0	6.0	6.3	7.5	4.4	5.6	3.0	
DON'T KNOW	12.8	14.8	3.2	29.7	14.3	15.1	12.4	16.1	14.8	10.6	14.8	20.9	13.3	12.4	14.8	10.6	

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 13 Page 169
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

13. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	MALE ONLY (CHILDREN)							FEMALE ONLY (CHILDREN)							BOTH (CHILDREN)						
		14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older			
Total Answering	202	35	15	24	45	27	20	37	17	21	50	31	24	38	15	31	42	33	18			
DRUNK DRIVING ACCIDENT	11.7	14.3	8.3	16.1	6.2	5.5	6.4	5.1	5.6	4.3	13.2	12.3	16.0	9.0	7.0	7.5	20.9	18.0	27.6			
GIRL ALONE/STOP BREATHE	11.3	1.8	4.2	2.6	14.1	17.7	7.6	11.5	24.9	-	13.2	16.4	11.5	7.4	-	8.9	9.0	8.5	5.6			
JUST REMEMBER ADS/TV	8.0	15.5	13.6	23.1	17.4	8.8	26.5	9.7	-	16.7	4.1	1.9	6.2	6.0	11.2	1.7	5.4	1.6	9.7			
DISTURBING/SHOCKING	7.5	2.9	6.9	*	1.5	-	3.3	19.4	31.8	15.7	10.2	8.9	10.0	8.7	6.0	10.6	5.7	7.3	-			
TALK IT OUT/DRINKING	6.7	10.2	11.1	8.2	4.2	7.0	6.0	5.8	4.9	6.0	2.4	4.0	-	12.5	11.6	14.6	13.0	16.6	8.5			
UNDERAGE DRINK/SERIOUS	5.7	7.9	-	11.7	5.5	9.2	-	2.1	-	3.6	3.7	-	7.8	9.4	13.1	4.9	8.5	4.7	16.0			
UPSET PARENT/CHILD HOSP.	5.0	0.1	0.1	-	9.2	8.1	9.4	10.4	1.9	16.4	3.6	2.9	3.9	3.6	-	4.3	2.1	2.7	5.0			
CONSEQUENCES/FUTURE	3.5	-	-	-	7.8	2.0	14.4	3.2	6.8	-	7.0	11.5	-	-	-	-	-	-	-			
BRAIN DAMAGE	3.4	1.2	2.8	-	1.0	1.6	-	5.8	-	9.9	6.7	-	14.1	2.5	6.1	3.0	-	-	-			
STOP UNDERAGE DRINKING	2.6	9.7	14.1	5.6	6.9	1.4	13.4	-	-	-	1.0	1.7	-	0.6	-	0.8	0.6	0.7	1.4			
BILLBOARDS	2.5	4.3	10.1	*	-	-	-	4.9	-	8.4	3.6	5.9	-	2.6	6.5	0.8	1.8	2.3	-			
DEATH/DEATH TOLLS	1.8	2.8	-	4.2	-	-	-	-	-	-	5.1	8.4	-	-	-	-	-	-	-			
KIDS PARTYING/DRINKING	1.8	2.2	-	3.2	-	-	-	3.0	-	5.1	3.4	-	7.2	-	-	-	-	-	-			
DESIGNATED DRIVER	1.5	-	-	-	-	-	-	-	-	-	-	-	-	5.9	-	7.1	1.8	2.3	4.2			
RADIO/PANDORA	1.4	1.8	-	2.6	1.4	2.3	-	-	-	-	-	-	-	-	-	-	5.5	7.0	-			
POINTED/STRAIGHTFORWARD	1.4	5.7	-	8.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
HEALTH AFFECTS	1.1	-	-	-	-	-	-	-	-	-	3.1	-	6.5	-	-	-	1.5	1.9	3.5			

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

TARGET CERTAIN COMMS.	0.9	-	-	-	-	-	-	-	-	-	3.7	6.0	-	-	-	-	-	-	-
FUNERAL SCENES	0.8	-	-	-	-	-	-	-	-	-	3.3	5.4	-	-	-	-	-	-	-



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 13 Page 170
Apr. 9, 2017
(Continued)

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

13. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	MALE ONLY (CHILDREN)						FEMALE ONLY (CHILDREN)						BOTH (CHILDREN)						
		14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	
PARENT W/ DEAD CHILD	0.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.1	2.7	5.0
BREATHALYZER TEST	0.4	-	-	-	-	-	-	2.3	-	3.9	1.7	2.7	-	-	-	-	-	-	-	-
ADDICTION HOTLINE	0.4	-	-	-	-	-	-	-	-	-	1.5	2.5	3.3	-	-	-	-	-	-	-
STATE PROGRAM	0.4	2.1	4.9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LIBERAL	0.4	-	-	-	1.6	2.7	3.6	-	-	-	-	-	-	-	-	-	-	-	-	-
TROOPER ARREST UNDERAGE	0.4	2.0	4.7	-	1.6	2.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PROMISED PARENT/WON'T	0.3	1.8	-	2.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NO DRINKING/PROM	0.3	-	-	-	1.3	2.2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SOBER/SLAMMER SLOGAN	0.3	-	-	-	1.2	1.9	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BACKGROUND STORIES	0.1	-	-	-	-	-	-	-	-	-	0.6	1.0	-	-	-	-	-	-	-	-
OTHER	5.8	3.4	-	5.1	5.9	9.8	-	5.1	5.4	4.4	1.9	-	4.0	9.5	13.5	11.5	5.9	7.5	5.2	
DON'T KNOW	12.8	10.2	19.1	6.4	13.2	17.1	9.4	11.7	18.6	5.4	6.9	8.5	9.5	22.2	25.1	24.3	18.3	18.9	13.4	

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 13 Page 171
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

13. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL		MEN						WOMEN						MEN			WOMEN		
	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH		
Total Answering	202	52	21	41	50	30	28	58	26	36	87	61	34	26	32	25	47	42	28	
DRUNK DRIVING ACCIDENT	11.7	11.4	15.2	6.6	19.5	15.8	23.8	7.5	0.1	12.0	9.7	10.6	10.0	22.1	11.9	12.5	5.6	6.5	19.7	
GIRL ALONE/STOP BREATHE	11.3	1.9	-	2.4	6.2	7.7	2.8	11.4	18.6	6.7	15.7	17.0	13.1	8.2	-	3.9	13.1	25.7	9.9	
JUST REMEMBER ADS/TV	8.0	9.8	9.6	12.6	12.0	3.7	17.5	10.7	6.6	12.4	7.0	3.9	11.0	13.5	11.4	2.1	12.3	2.6	6.1	
DISTURBING/SHOCKING	7.5	8.4	12.5	8.3	1.0	-	1.9	12.1	18.0	9.0	8.8	8.5	7.4	-	15.3	2.9	3.6	10.9	11.6	
TALK IT OUT/DRINKING	6.7	9.8	0.6	12.2	9.0	14.9	7.8	9.1	15.9	7.8	4.7	6.8	1.6	7.7	2.4	15.1	7.6	4.1	5.8	
UNDERAGE DRINK/SERIOUS	5.7	5.3	9.4	1.9	8.6	4.3	10.7	7.4	-	11.9	4.2	4.5	5.0	5.0	5.4	8.1	8.5	2.1	5.4	
UPSET PARENT/CHILD HOSP.	5.0	4.1	1.6	4.4	1.9	-	3.3	5.3	-	8.4	6.8	6.5	8.2	0.1	6.6	-	8.7	4.1	7.9	
CONSEQUENCES/FUTURE	3.5	2.2	5.5	-	6.2	10.3	-	-	-	-	4.5	1.6	8.6	2.1	7.9	-	6.3	2.3	-	
BRAIN DAMAGE	3.4	2.6	2.0	2.3	2.7	1.4	3.3	3.6	3.6	5.8	2.8	-	7.1	1.7	5.8	-	-	8.5	3.3	
STOP UNDERAGE DRINKING	2.6	-	-	-	1.2	-	2.2	6.3	8.1	4.3	3.7	1.9	6.9	2.3	-	-	8.1	1.2	0.9	
BILLBOARDS	2.5	5.0	4.7	4.5	3.3	5.5	-	4.2	5.8	2.6	1.1	1.5	-	*	2.7	4.0	3.3	2.2	-	
DEATH/DEATH TOLLS	1.8	1.9	-	2.4	-	-	-	-	-	-	3.0	4.3	-	3.9	-	-	-	6.1	-	
KIDS PARTYING/DRINKING	1.8	2.1	-	2.7	-	-	-	1.3	-	2.1	2.0	-	5.0	-	3.4	-	1.6	4.0	-	
DESIGNATED DRIVER	1.5	4.2	-	5.4	-	-	-	-	-	-	0.9	1.2	2.2	-	-	8.9	-	-	2.6	
RADIO/PANDORA	1.4	1.2	-	1.5	1.3	2.1	-	-	-	-	2.6	3.8	-	2.5	-	-	-	-	8.1	
POINTED/STRAIGHTFORWARD	1.4	3.9	-	5.0	-	-	-	-	-	-	-	-	-	7.9	-	-	-	-	-	
HEALTH AFFECTS	1.1	-	-	-	4.4	2.1	7.9	-	-	-	-	-	-	-	4.8	2.5	-	-	-	

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

TARGET CERTAIN COMMS.	0.9	-	-	-	-	-	-	-	-	-	2.1	3.0	-	-	-	-	-	4.3	-
FUNERAL SCENES	0.8	-	-	-	-	-	-	-	-	-	1.9	2.8	-	-	-	-	-	4.0	-



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 13 Page 172
Apr. 9, 2017
(Continued)

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

13. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	MEN						WOMEN						MEN			WOMEN		
		14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
PARENT W/ DEAD CHILD	0.4	-	-	-	-	-	-	-	-	-	1.0	1.5	2.6	-	-	-	-	-	3.1
BREATHALYZER TEST	0.4	1.6	-	2.1	1.7	2.8	-	-	-	-	-	-	-	-	2.6	-	-	-	-
ADDICTION HOTLINE	0.4	-	-	-	1.6	2.6	2.8	-	-	-	-	-	-	-	2.4	-	-	-	-
STATE PROGRAM	0.4	1.4	3.5	-	-	-	-	-	-	-	-	-	-	2.9	-	-	-	-	-
LIBERAL	0.4	-	-	-	1.5	2.4	2.6	-	-	-	-	-	-	2.8	-	-	-	-	-
TROOPER ARREST UNDERAGE	0.4	1.4	3.4	-	1.4	2.4	-	-	-	-	-	-	-	2.8	-	-	-	-	-
PROMISED PARENT/WON'T	0.3	-	-	-	-	-	-	1.1	-	1.8	-	-	-	-	-	-	1.4	-	-
NO DRINKING/PROM	0.3	-	-	-	1.2	2.0	-	-	-	-	-	-	-	2.3	-	-	-	-	-
SOBER/SLAMMER SLOGAN	0.3	-	-	-	1.0	1.7	-	-	-	-	-	-	-	2.0	-	-	-	-	-
BACKGROUND STORIES	0.1	-	-	-	-	-	-	-	-	-	0.3	0.5	-	-	-	-	-	0.7	-
OTHER	5.8	9.9	14.1	10.4	3.8	3.1	6.8	2.6	-	4.2	4.8	6.9	-	4.7	8.8	14.3	5.6	-	5.4
DON'T KNOW	12.8	11.9	17.9	15.3	10.7	14.9	6.5	17.3	23.3	11.0	13.4	14.8	13.9	5.4	8.7	25.7	14.4	10.4	13.4

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 13 Page 173
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

13. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	INCOME						INCOME						EDUCATION							
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some College	COLLEGE GRAD.	Col-lege Grad.	Post Grad. Work	
Total Answering	202	9	12	34	26	27	53	21	141	56	107	109	53	81	6	20	56	120	87	33	
DRUNK DRIVING ACCIDENT	11.7	-	0.3	22.1	11.4	8.4	15.5	0.2	15.0	13.7	12.7	11.8	15.5	12.5	39.8	18.3	7.6	11.2	9.3	16.2	
GIRL ALONE/STOP BREATHE	11.3	6.6	23.9	6.1	13.1	18.9	7.5	16.7	10.4	10.2	11.8	13.0	7.5	12.5	-	11.6	14.1	10.6	7.3	19.3	
JUST REMEMBER ADS/TV	8.0	-	15.3	17.8	2.4	5.9	5.4	8.9	8.0	14.4	4.8	9.4	5.4	13.4	1.3	16.0	13.6	4.0	5.5	-	
DISTURBING/SHOCKING	7.5	11.3	8.3	4.5	7.1	10.1	11.9	9.6	8.8	6.4	10.2	7.5	11.9	4.6	-	-	6.7	9.6	10.1	8.2	
TALK IT OUT/DRINKING	6.7	16.0	4.7	4.2	9.6	1.5	8.5	9.4	6.3	6.2	7.0	5.8	8.5	7.0	25.3	7.5	4.9	6.5	8.1	2.4	
UNDERAGE DRINK/SERIOUS	5.7	-	6.2	6.0	-	7.8	7.0	3.6	5.6	5.1	5.5	4.6	7.0	8.2	-	4.8	10.3	3.9	5.4	-	
UPSET PARENT/CHILD HOSP.	5.0	15.1	-	2.5	7.6	8.0	5.6	6.3	5.7	4.0	6.7	5.8	5.6	9.5	-	10.1	10.2	2.1	1.8	2.7	
CONSEQUENCES/FUTURE	3.5	23.7	-	-	4.5	3.0	1.0	9.9	1.8	3.8	2.4	3.8	1.0	4.0	20.8	-	3.8	3.1	2.7	4.2	
BRAIN DAMAGE	3.4	27.3	-	-	-	8.4	-	11.4	1.6	4.3	2.1	4.3	-	4.2	-	4.8	4.4	2.9	3.5	1.3	
STOP UNDERAGE DRINKING	2.6	-	17.0	6.7	-	-	-	9.9	1.6	7.9	-	4.1	-	-	-	-	-	4.1	5.1	1.6	
BILLBOARDS	2.5	-	*	0.4	2.9	5.1	0.5	*	1.8	0.2	2.2	2.1	0.5	1.1	-	-	1.6	3.5	3.7	2.9	
DEATH/DEATH TOLLS	1.8	-	-	4.8	3.8	-	1.7	-	2.5	3.0	1.8	2.4	1.7	-	-	-	-	3.0	4.1	-	
KIDS PARTYING/DRINKING	1.8	-	6.2	3.2	-	-	3.2	3.6	2.0	3.3	1.6	1.7	3.2	1.3	-	-	2.0	2.1	0.9	5.2	
DESIGNATED DRIVER	1.5	-	-	-	8.5	2.7	-	-	2.1	-	2.8	2.7	-	2.7	-	-	4.0	0.6	0.8	-	
RADIO/PANDORA	1.4	-	-	6.6	-	-	-	-	1.6	4.1	-	2.1	-	3.6	-	-	5.2	-	-	-	
POINTED/STRAIGHTFORWARD	1.4	-	-	-	7.8	-	-	-	1.4	-	1.9	1.9	-	1.5	-	-	2.2	1.3	0.9	2.4	
HEALTH AFFECTS	1.1	-	-	1.8	-	5.7	-	-	1.5	1.1	1.5	2.0	-	1.9	-	-	2.8	0.5	0.7	-	

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

TARGET CERTAIN COMMS.	0.9	-	-	-	7.1	-	-	-	1.3	-	1.7	1.7	-	-	-	-	-	1.5	2.1	-
FUNERAL SCENES	0.8	-	-	-	-	-	3.1	-	1.2	-	1.6	-	3.1	-	-	-	-	1.4	-	5.1



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 13 Page 174
Apr. 9, 2017
(Continued)

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

13. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work
PARENT W/ DEAD CHILD	0.4	-	-	-	-	-	1.7	-	0.6	-	0.8	-	1.7	-	-	-	-	0.7	-	2.7
BREATHALYZER TEST	0.4	-	-	-	-	-	1.6	-	0.6	-	0.8	-	1.6	1.0	-	4.2	-	-	-	-
ADDICTION HOTLINE	0.4	-	-	-	-	-	1.5	-	0.6	-	0.7	-	1.5	-	-	-	-	0.6	0.9	-
STATE PROGRAM	0.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.6	0.9	-
LIBERAL	0.4	-	-	-	-	-	1.4	-	0.5	-	0.7	-	1.4	-	-	-	-	0.6	0.8	-
TROOPER ARREST UNDERAGE	0.4	-	-	-	2.7	-	-	-	0.5	-	0.7	0.7	-	0.9	12.8	-	-	-	-	-
PROMISED PARENT/WON'T	0.3	-	-	-	-	-	1.2	-	0.5	-	0.6	-	1.2	-	-	-	-	0.5	0.8	-
NO DRINKING/PROM	0.3	-	-	-	-	-	1.1	-	0.4	-	0.6	-	1.1	-	-	-	-	0.5	-	1.8
SOBER/SLAMMER SLOGAN	0.3	-	-	-	-	-	1.0	-	0.4	-	0.5	-	1.0	0.6	-	2.6	-	-	-	-
BACKGROUND STORIES	0.1	-	-	-	-	-	0.6	-	0.2	-	0.3	-	0.6	-	-	-	-	0.2	0.3	-
OTHER	5.8	-	10.8	2.7	-	2.1	7.6	6.3	3.9	4.1	4.3	2.6	7.6	4.4	-	7.6	3.7	6.8	6.2	8.6
DON'T KNOW	12.8	*	7.3	10.7	11.6	12.4	13.3	4.3	12.2	8.2	12.6	10.1	13.3	5.0	-	12.5	2.8	17.9	17.9	18.0

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 13 Page 175
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

13. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	MEN				WOMEN				MARITAL STATUS					MARRIED	
		LESS/ COLLEGE GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	LESS/ COLLEGE GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	SINGLE	MAR- RIED	SEPA- RATED	DIV- ORCED	WID- OWED	MALE	FEMALE
Total Answering	202	44	40	29	11	38	79	58	22	18	158	3	22	1	72	86
DRUNK DRIVING ACCIDENT	11.7	18.1	11.8	10.3	15.5	6.0	10.9	8.8	16.6	5.4	11.9	-	12.1	100.0	16.1	8.5
GIRL ALONE/STOP BREATHE	11.3	5.3	1.9	-	6.9	20.9	15.0	11.0	25.7	21.1	10.5	55.2	3.4	-	1.9	17.8
JUST REMEMBER ADS/TV	8.0	14.3	2.1	2.9	-	12.3	4.9	6.8	-	0.4	9.4	-	6.2	-	10.6	8.4
DISTURBING/SHOCKING	7.5	3.5	10.2	11.2	7.6	5.9	9.3	9.6	8.4	5.6	8.4	-	4.7	-	6.4	10.0
TALK IT OUT/DRINKING	6.7	8.3	7.3	9.6	1.2	5.5	6.1	7.3	3.0	3.2	7.0	-	8.0	-	8.1	6.2
UNDERAGE DRINK/SERIOUS	5.7	6.9	5.0	6.9	-	9.8	3.4	4.7	-	0.2	5.9	-	9.3	-	6.9	5.1
UPSET PARENT/CHILD HOSP.	5.0	2.7	2.4	3.3	-	17.3	1.9	1.1	4.1	4.9	4.9	-	7.0	-	1.7	7.6
CONSEQUENCES/FUTURE	3.5	2.7	4.7	1.8	12.4	5.6	2.3	3.1	-	11.6	3.1	-	-	-	4.3	2.1
BRAIN DAMAGE	3.4	2.2	3.4	3.2	3.9	6.4	2.7	3.7	-	13.3	2.2	-	4.2	-	1.9	2.5
STOP UNDERAGE DRINKING	2.6	-	1.5	2.1	-	-	5.5	6.6	2.4	11.6	1.3	-	4.3	-	-	2.4
BILLBOARDS	2.5	1.7	4.6	6.3	-	0.3	2.9	2.4	4.3	1.4	3.0	-	-	-	3.3	2.9
DEATH/DEATH TOLLS	1.8	-	2.5	3.4	-	-	3.3	4.5	-	9.1	1.2	-	-	-	1.4	1.1
KIDS PARTYING/DRINKING	1.8	2.5	-	-	-	-	3.1	1.3	7.9	-	1.6	-	4.9	-	-	2.9
DESIGNATED DRIVER	1.5	5.1	-	-	-	-	0.9	1.3	-	12.2	0.5	-	-	-	-	0.9
RADIO/PANDORA	1.4	1.4	-	-	-	6.0	-	-	-	-	0.4	-	10.2	-	0.9	-
POINTED/STRAIGHTFORWARD	1.4	2.8	4.0	2.8	7.1	-	-	-	-	-	1.8	-	-	-	4.0	-
HEALTH AFFECTS	1.1	3.6	1.6	2.2	-	-	-	-	-	-	1.4	-	-	-	3.0	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

TARGET CERTAIN COMMS.	0.9	-	-	-	-	-	2.3	3.2	-	-	1.2	-	-	-	-	2.1
FUNERAL SCENES	0.8	-	-	-	-	-	2.1	-	7.7	-	1.1	-	-	-	-	1.9



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 13 Page 176
Apr. 9, 2017
(Continued)

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

13. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	MEN				WOMEN				MARITAL STATUS				MARRIED	
		LESS/ COL- Col- Post LESS/ COL- Col- Post SINGLE MAR- SEPA- DIV- WID- MALE FEMALE													
		COLLEG LEGE lege Grad. COLLEG LEGE lege Grad. RIED RATED ORCED OWED													
		GRAD. GRAD. Grad. Work GRAD. GRAD. Grad. Work													
PARENT W/ DEAD CHILD	0.4	-	-	-	-	-	1.1	-	4.1	4.9	-	-	-	-	-
BREATHALYZER TEST	0.4	1.9	-	-	-	-	-	-	-	-	0.5	-	-	-	1.2
ADDICTION HOTLINE	0.4	-	1.9	2.7	-	-	-	-	-	-	0.5	-	-	-	1.1
STATE PROGRAM	0.4	-	1.8	2.5	-	-	-	-	-	-	0.5	-	-	-	1.0
LIBERAL	0.4	-	1.8	2.5	-	-	-	-	-	-	0.5	-	-	-	1.0
TROOPER ARREST UNDERAGE	0.4	1.6	-	-	-	-	-	-	-	-	0.5	-	-	-	1.0
PROMISED PARENT/WON'T	0.3	-	-	-	-	-	0.8	1.1	-	-	0.4	-	-	-	0.8
NO DRINKING/PROM	0.3	-	1.5	-	5.4	-	-	-	-	-	0.4	-	-	-	0.8
SOBER/SLAMMER SLOGAN	0.3	1.2	-	-	-	-	-	-	-	-	0.3	-	-	-	0.7
BACKGROUND STORIES	0.1	-	-	-	-	-	0.4	0.5	-	-	0.2	-	-	-	0.3
OTHER	5.8	4.8	13.8	9.4	25.4	4.0	3.3	4.6	-	-	6.6	44.7	-	-	10.6
DON'T KNOW	12.8	9.3	16.3	16.9	14.7	*	18.8	18.4	19.8	-	12.8	*	25.7	-	12.2

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 13 Page 177
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

13. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican Amer.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.
Total Answering	202	139	27	12	103	39	45	58	148	54	13	32	64	12	85	20	40	13	106	19
DRUNK DRIVING ACCIDENT	11.7	11.1	20.3	12.2	13.5	2.6	19.7	8.7	14.7	3.2	5.1	3.4	17.1	8.8	12.9	*	9.4	-	17.2	5.7
GIRL ALONE/STOP BREATHE	11.3	12.9	13.7	9.1	13.8	12.6	5.1	20.5	9.4	16.5	8.4	20.9	1.5	17.2	15.4	23.1	10.6	-	8.4	35.7
JUST REMEMBER ADS/TV	8.0	5.9	9.2	33.6	6.9	2.8	9.2	5.1	9.6	3.7	4.7	4.4	8.8	11.5	10.2	-	26.1	-	3.1	7.1
DISTURBING/SHOCKING	7.5	7.1	9.6	15.4	8.1	4.0	8.7	7.6	9.0	3.5	6.5	3.2	5.9	8.5	11.3	-	13.0	-	7.8	5.5
TALK IT OUT/DRINKING	6.7	5.8	9.0	10.6	4.6	8.5	6.6	3.0	7.2	5.1	12.5	3.4	10.2	-	5.0	5.5	7.4	-	7.4	5.9
UNDERAGE DRINK/SERIOUS	5.7	7.5	3.5	-	5.3	12.8	4.5	5.9	3.6	11.2	24.3	8.7	4.7	-	2.9	14.1	-	15.7	5.1	3.9
UPSET PARENT/CHILD HOSP.	5.0	6.7	3.3	-	8.2	2.2	2.8	12.4	5.3	4.2	6.8	0.1	3.3	0.2	6.9	-	-	-	7.5	0.1
CONSEQUENCES/FUTURE	3.5	1.5	7.3	-	2.1	-	-	3.7	3.8	2.5	-	4.3	2.7	11.3	4.6	-	5.3	-	3.3	7.4
BRAIN DAMAGE	3.4	3.1	5.0	-	0.9	8.5	2.1	-	3.0	4.5	-	7.6	3.6	-	2.5	12.3	-	18.4	4.2	-
STOP UNDERAGE DRINKING	2.6	3.3	-	-	3.9	2.1	-	6.9	0.8	7.5	-	6.7	0.9	-	0.6	10.8	-	16.1	1.1	-
BILLBOARDS	2.5	3.6	-	-	3.6	3.6	5.8	1.8	3.2	0.5	-	0.8	3.7	2.0	2.9	-	3.5	-	2.6	1.3
DEATH/DEATH TOLLS	1.8	2.6	-	-	2.6	2.3	2.2	2.9	1.3	3.1	-	5.2	1.6	-	1.1	8.4	-	-	1.8	8.9
KIDS PARTYING/DRINKING	1.8	2.0	-	-	1.1	4.3	2.4	-	1.3	3.2	-	-	1.7	-	0.9	-	1.9	-	1.0	-
DESIGNATED DRIVER	1.5	2.1	-	-	2.9	-	5.0	1.3	0.5	4.1	-	7.0	-	18.3	0.9	-	-	16.8	0.7	-
RADIO/PANDORA	1.4	-	-	5.2	-	-	-	-	0.4	4.2	-	7.1	1.0	-	-	11.5	-	17.3	0.6	-
POINTED/STRAIGHTFORWARD	1.4	0.9	2.9	-	1.2	-	2.8	-	1.9	-	-	-	4.5	-	-	-	-	-	1.9	-
HEALTH AFFECTS	1.1	0.5	-	-	0.6	-	1.4	-	-	4.0	11.8	2.0	-	5.2	-	-	-	-	-	3.4

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

TARGET CERTAIN COMMS.	0.9	-	6.7	-	-	-	-	-	1.2	-	-	-	-	-	2.2	-	4.6	-	-	-
FUNERAL SCENES	0.8	1.2	-	-	1.6	-	-	2.9	-	3.1	-	5.2	-	-	-	8.5	-	-	-	9.0



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 13 Page 178
Apr. 9, 2017
(Continued)

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

13. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican Amer.	WHITE ICAN AMER.	AFR- ICAN AMER.	WHITE ICAN AMER.	AFR- ICAN AMER.	WHITE ICAN AMER.	AFR- ICAN AMER.	WHITE ICAN AMER.	AFR- ICAN AMER.
PARENT W/ DEAD CHILD	0.4	0.6	-	-	0.9	-	-	1.5	0.6	-	-	-	-	-	1.0	-	-	-	0.8	-
BREATHALYZER TEST	0.4	0.6	-	-	0.8	-	1.9	-	-	1.6	6.4	-	-	-	-	-	-	-	-	-
ADDICTION HOTLINE	0.4	0.6	-	-	0.8	-	1.7	-	0.5	-	-	-	1.2	-	-	-	-	-	0.7	-
STATE PROGRAM	0.4	-	-	-	-	-	-	-	0.5	-	-	-	1.2	-	-	-	-	-	0.7	-
LIBERAL	0.4	-	-	-	-	1.8	-	-	0.5	-	-	-	1.1	-	-	-	-	-	0.7	-
TROOPER ARREST UNDERAGE	0.4	-	-	5.9	-	1.8	-	-	0.5	-	-	-	1.1	-	-	-	1.8	-	-	-
PROMISED PARENT/WON'T	0.3	0.5	-	-	0.6	-	-	1.1	0.4	-	-	-	-	-	0.8	-	-	-	0.6	-
NO DRINKING/PROM	0.3	0.4	-	-	0.6	-	1.3	-	0.4	-	-	-	0.9	-	-	-	-	-	0.6	-
SOBER/SLAMMER SLOGAN	0.3	0.4	-	-	0.5	-	1.2	-	0.3	-	-	-	0.8	-	-	-	-	-	0.5	-
BACKGROUND STORIES	0.1	-	-	-	-	-	-	-	0.2	-	-	-	-	-	0.4	-	-	-	0.3	-
OTHER	5.8	6.4	3.4	7.9	5.0	10.8	2.1	7.2	5.6	6.3	-	6.5	8.7	17.0	3.3	-	3.8	15.7	6.5	-
DON'T KNOW	12.8	13.4	6.2	-	10.9	19.1	13.4	8.9	14.6	8.0	13.4	3.6	13.6	-	15.3	5.8	12.4	-	15.8	6.1

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 13 Page 179
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

13. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	AGE			MEN			WOMEN			GENDER	
		UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE
		40		55	40		55	40		55		
Total Answering	202	58	126	15	20	54	9	38	72	6	85	118
DRUNK DRIVING ACCIDENT	11.7	6.4	13.9	15.5	7.5	16.3	26.1	5.8	12.1	0.7	14.9	9.3
GIRL ALONE/STOP BREATHE	11.3	7.3	14.1	-	-	5.7	-	11.0	20.4	-	3.6	16.9
JUST REMEMBER ADS/TV	8.0	17.9	3.2	7.7	18.7	4.0	13.2	17.5	2.7	-	9.0	7.3
DISTURBING/SHOCKING	7.5	8.9	7.6	3.4	-	9.5	5.9	13.5	6.2	-	6.7	8.2
TALK IT OUT/DRINKING	6.7	7.9	4.7	19.5	14.9	6.6	-	4.3	3.3	47.0	7.7	5.9
UNDERAGE DRINK/SERIOUS	5.7	7.0	5.3	4.8	10.3	5.6	-	5.4	5.0	11.7	5.9	5.5
UPSET PARENT/CHILD HOSP.	5.0	-	6.7	11.5	-	4.0	-	-	8.8	27.6	2.5	6.9
CONSEQUENCES/FUTURE	3.5	3.6	3.9	-	-	5.7	-	5.5	2.5	-	3.6	3.3
BRAIN DAMAGE	3.4	4.2	3.5	-	-	4.3	-	6.3	2.9	-	2.7	3.9
STOP UNDERAGE DRINKING	2.6	3.7	1.8	3.5	-	1.1	-	5.6	2.4	8.3	0.7	3.9
BILLBOARDS	2.5	2.4	2.3	-	-	3.5	-	3.7	1.5	-	3.1	2.1
DEATH/DEATH TOLLS	1.8	-	2.1	6.6	-	-	11.3	-	3.6	-	1.2	2.2
KIDS PARTYING/DRINKING	1.8	1.3	2.2	-	-	2.0	-	2.0	2.4	-	1.3	2.1
DESIGNATED DRIVER	1.5	3.8	0.6	-	11.3	-	-	-	1.0	-	2.6	0.6
RADIO/PANDORA	1.4	3.9	-	4.2	-	-	7.2	6.0	-	-	0.7	1.9
POINTED/STRAIGHTFORWARD	1.4	-	1.6	-	-	3.7	-	-	-	-	3.4	-
HEALTH AFFECTS	1.1	-	1.2	4.2	-	2.9	7.2	-	-	-	2.6	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

TARGET CERTAIN COMMS.	0.9	3.2	-	-	-	-	-	4.8	-	-	-	1.6
FUNERAL SCENES	0.8	-	1.3	-	-	-	-	-	2.3	-	-	1.4



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 13 Page 180
Apr. 9, 2017
(Continued)

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

13. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	AGE			MEN			WOMEN			GENDER	
		UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE
		40		55	40		55	40		55		
PARENT W/ DEAD CHILD	0.4	-	-	5.9	-	-	-	-	-	14.2	-	0.8
BREATHALYZER TEST	0.4	-	0.7	-	-	1.5	-	-	-	-	1.0	-
ADDICTION HOTLINE	0.4	-	0.6	-	-	1.4	-	-	-	-	0.9	-
STATE PROGRAM	0.4	-	0.6	-	-	1.4	-	-	-	-	0.9	-
LIBERAL	0.4	-	0.6	-	-	1.3	-	-	-	-	0.9	-
TROOPER ARREST UNDERAGE	0.4	1.2	-	-	3.6	-	-	-	-	-	0.8	-
PROMISED PARENT/WON'T	0.3	-	0.5	-	-	-	-	-	0.9	-	-	0.6
NO DRINKING/PROM	0.3	-	-	4.0	-	-	6.8	-	-	-	0.7	-
SOBER/SLAMMER SLOGAN	0.3	-	0.4	-	-	1.0	-	-	-	-	0.6	-
BACKGROUND STORIES	0.1	-	-	2.0	-	-	-	-	-	4.8	-	0.3
OTHER	5.8	6.2	5.0	12.7	10.6	6.7	21.7	4.0	3.7	-	9.0	3.5
DON'T KNOW	12.8	10.9	15.5	0.4	23.2	11.8	0.7	4.7	18.3	*	13.0	12.7

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 14 Page 181
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	AREA												CHILDREN IN		APPROPRIATE TO		TALKED ABOUT			
														GRADES 6-12		START TALKING ABOUT		ALCOHOL ABUSE			
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	1	2 OVER	LESS/ 10	11-14	OVER 15	YES	NO/ NOT YET
Total Answering	202	65	32	4	30	52	26	25	40	17	23	10	25	11	111	88	105	87	4	197	5
MORE LIKELY	74.0	68.2	71.4	77.3	63.6	82.8	88.3	77.0	79.6	74.6	83.3	44.7	67.8	87.6	74.3	73.9	71.5	76.4	82.3	75.3	26.4
Much	46.6	50.1	54.5	77.3	41.7	41.2	41.1	41.3	58.3	62.2	55.3	27.9	41.3	37.7	52.7	38.9	45.1	50.0	-	47.2	26.4
Somewhat	27.4	18.1	16.9	-	21.8	41.6	47.2	35.7	21.3	12.4	28.0	16.8	26.5	49.9	21.6	34.9	26.3	26.4	82.3	28.1	-
LESS LIKELY	1.6	3.2	2.7	-	4.2	2.2	2.9	1.5	-	-	-	-	-	-	0.9	2.6	0.6	2.1	-	1.5	7.2
Somewhat	0.7	2.3	2.7	-	2.1	-	-	-	-	-	-	-	-	-	0.6	1.0	-	1.7	-	0.8	-
Much	0.9	1.0	-	-	2.1	2.2	2.9	1.5	-	-	-	-	-	-	0.3	1.6	0.6	0.4	-	0.7	7.2
NO DIFFERENCE	24.2	28.6	25.9	22.7	32.2	15.1	8.9	21.5	19.7	23.6	16.7	55.3	32.2	12.4	24.8	23.2	27.6	21.5	17.7	23.1	66.4
DK/REFUSED	0.2	-	-	-	-	-	-	-	0.8	1.8	-	-	-	-	-	0.4	0.3	-	-	0.2	-
Net Diff.	72.4	64.9	68.7	77.3	59.3	80.6	85.4	75.5	79.6	74.6	83.3	44.7	67.8	87.6	73.4	71.3	70.8	74.2	82.3	73.8	19.3
Mean	4.18	4.14	4.23	4.55	3.99	4.20	4.24	4.15	4.39	4.39	4.39	3.73	4.09	4.25	4.26	4.09	4.16	4.24	3.82	4.20	3.39

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 14 Page 182
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	TALK ABOUT ALCOHOL			TALKED ABOUT			UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR				CHOICE MODEL	
		ABUSE WITH YOUR			ALCOHOL ABUSE			YOUR COMMUNITY				WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY				WHEN AGE/YOUR	
		CHILDREN			LAST FEW MOS.											ALCOHOL				CHILD DRINK	
		FREQU-	SOME-	RARELY	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	UNDER	Under	18-20	21/	22/	ABLE	ACT
		ENTLY	TIMES				LEM	ious		PROB-	ERNED			ALL	21	18		OVER	Over	TO	IRRESP
										LEM										HANDLE	ONSIBL
Total Answering	202	83	89	24	176	20	172	94	77	11	129	28	102	73	69	25	44	118	13	20	176
MORE LIKELY	74.0	73.3	82.0	56.3	76.1	72.0	74.6	75.0	74.1	65.8	80.1	76.4	81.1	63.0	76.3	61.5	84.4	70.9	92.4	88.1	72.9
Much	46.6	55.4	45.5	22.6	46.5	55.1	46.4	53.4	37.9	52.7	49.7	58.9	47.2	40.8	35.9	37.6	35.0	50.8	76.5	64.6	45.7
Somewhat	27.4	17.9	36.5	33.7	29.6	16.9	28.2	21.6	36.2	13.1	30.4	17.5	33.9	22.2	40.3	24.0	49.4	20.0	15.9	23.6	27.2
LESS LIKELY	1.6	2.7	-	2.6	0.9	6.7	1.3	0.9	1.6	10.1	1.0	4.4	*	2.7	2.5	2.9	2.3	1.3	-	3.6	1.4
Somewhat	0.7	1.0	-	2.6	0.5	3.1	0.9	0.9	0.8	-	0.7	3.1	-	0.9	-	-	-	1.3	-	-	0.8
Much	0.9	1.7	-	-	0.4	3.6	0.4	*	0.8	10.1	0.3	1.3	*	1.9	2.5	2.9	2.3	*	-	3.6	0.6
NO DIFFERENCE	24.2	23.6	18.0	41.1	22.9	21.3	24.0	23.7	24.2	24.1	18.9	19.2	18.9	33.8	21.2	35.5	13.3	27.8	7.6	8.3	25.5
DK/REFUSED	0.2	0.4	-	-	0.2	-	0.2	0.3	-	-	-	-	-	0.4	-	-	-	-	-	-	0.2
Net Diff.	72.4	70.6	82.0	53.7	75.2	65.2	73.4	74.1	72.5	55.7	79.1	72.0	81.1	60.3	73.8	58.6	82.2	69.6	92.4	84.5	71.5
Mean	4.18	4.25	4.27	3.76	4.22	4.17	4.20	4.28	4.10	3.98	4.28	4.30	4.28	4.00	4.07	3.93	4.15	4.20	4.69	4.45	4.17

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 14 Page 183
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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		S/R/H: ADS		SEEN AD		SEEN AD		SEEN ADS		HEARD OF/VIST		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK								
			STOP UNDERAGE		GIRL ON FLOOR		TEENAGE BOY				TALKITOUTNC.O										
			DRINKING								RG										
	YES	NO	YES	NO	YES	NO	YES	NO	1 OF 2	NO,	YES	NO	REGU-	2+	Once A	NOT	Every	Once A	RARELY	Rarely	Never
									BOTH	NEI-			LARLY	Times/	Week	REGU-	Couple	Week	/NEVER		
										THIR				Week		LARLY	Weeks				
Total Answering	202	202	-	121	78	136	67	103	50	45	46	157	66	40	25	37	18	19	99	58	41
MORE LIKELY	74.0	74.0	-	79.4	67.4	78.0	66.0	79.9	73.5	64.2	89.7	69.5	71.9	63.8	85.1	75.6	61.3	89.0	75.1	70.6	81.4
Much	46.6	46.6	-	54.3	37.0	54.0	31.6	56.8	43.2	31.2	57.3	43.5	35.2	15.0	67.9	50.2	35.5	63.9	53.0	47.2	61.3
Somewhat	27.4	27.4	-	25.0	30.4	24.0	34.4	23.1	30.3	33.0	32.4	25.9	36.7	48.8	17.2	25.4	25.8	25.1	22.1	23.5	20.2
LESS LIKELY	1.6	1.6	-	2.7	*	1.9	1.0	2.5	1.3	0.1	-	2.1	3.9	2.5	6.3	-	-	-	0.7	0.1	1.5
Somewhat	0.7	0.7	-	1.2	-	1.1	-	1.4	-	-	-	0.9	1.3	-	3.4	-	-	-	0.6	-	1.5
Much	0.9	0.9	-	1.4	*	0.8	1.0	1.1	1.3	0.1	-	1.1	2.6	2.5	2.9	-	-	-	*	0.1	-
NO DIFFERENCE	24.2	24.2	-	18.0	32.2	20.1	32.6	17.6	25.3	35.1	10.3	28.3	24.1	33.7	8.6	23.6	37.0	11.0	24.2	29.3	17.0
DK/REFUSED	0.2	0.2	-	-	0.4	-	0.5	-	-	0.7	-	0.2	-	-	-	0.8	1.7	-	-	-	-
Net Diff.	72.4	72.4	-	76.7	67.4	76.1	65.0	77.4	72.2	64.1	89.7	67.4	68.0	61.3	78.8	75.6	61.3	89.0	74.4	70.6	79.9
Mean	4.18	4.18	-	4.30	4.05	4.29	3.96	4.33	4.14	3.96	4.47	4.10	4.01	3.74	4.44	4.27	3.98	4.53	4.27	4.18	4.41

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 14 Page 184
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	IDEOLOGY						PARTY						WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Smwt. ERATE	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total Answering	202	48	20	29	47	51	51	102	78	77	42	35	6	71	40	34	-	28	3
MORE LIKELY	74.0	62.3	81.0	49.4	71.7	81.2	81.1	81.2	75.1	75.3	76.3	76.9	73.0	72.4	72.9	79.6	-	71.0	56.6
Much	46.6	27.6	50.2	12.0	44.5	55.5	57.6	56.5	44.7	46.8	54.0	52.4	62.6	42.7	32.5	57.1	-	55.1	32.4
Somewhat	27.4	34.7	30.8	37.4	27.2	25.7	23.5	24.6	30.4	28.5	22.3	24.5	10.4	29.7	40.4	22.5	-	15.9	24.2
LESS LIKELY	1.6	-	-	-	4.0	-	2.8	1.4	2.7	-	1.7	2.1	-	3.0	-	2.1	-	-	-
Somewhat	0.7	-	-	-	1.8	-	1.3	0.6	1.9	-	-	-	-	2.1	-	-	-	-	-
Much	0.9	-	-	-	2.1	-	1.5	0.7	0.8	-	1.7	2.1	-	0.9	-	2.1	-	-	-
NO DIFFERENCE	24.2	37.7	19.0	50.6	23.7	18.8	16.1	17.5	22.2	24.7	22.0	21.1	27.0	24.6	27.1	18.3	-	29.0	43.4
DK/REFUSED	0.2	-	-	-	0.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	72.4	62.3	81.0	49.4	67.7	81.2	78.4	79.8	72.4	75.3	74.5	74.8	73.0	69.4	72.9	77.4	-	71.0	56.6
Mean	4.18	3.90	4.31	3.61	4.11	4.37	4.35	4.36	4.16	4.22	4.27	4.25	4.36	4.11	4.05	4.32	-	4.26	3.89

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 14 Page 185
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPU- LICAN	DEMO- CRAT	INDEP- ENDENT	REPU- LICAN	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL
Total Answering	202	36	28	18	43	49	24	111	137	73	75	53	39	48	115
MORE LIKELY	74.0	63.6	69.1	63.6	84.8	78.9	85.7	75.2	77.0	78.6	72.4	72.7	73.6	76.0	73.6
Much	46.6	33.7	42.1	46.9	53.9	49.5	59.2	44.8	46.8	45.2	52.8	41.5	55.0	43.3	45.4
Somewhat	27.4	29.9	26.9	16.7	30.8	29.4	26.5	30.4	30.2	33.3	19.6	31.2	18.6	32.7	28.2
LESS LIKELY	1.6	2.4	-	4.0	3.0	-	-	1.4	2.4	3.3	1.1	-	2.9	1.8	1.1
Somewhat	0.7	2.4	-	-	1.5	-	-	0.8	1.1	0.9	1.1	-	-	1.8	0.6
Much	0.9	-	-	4.0	1.5	-	-	0.6	1.3	2.4	-	-	2.9	-	0.6
NO DIFFERENCE	24.2	34.0	30.9	32.3	12.3	21.1	14.3	23.2	20.4	18.1	26.0	27.3	23.5	22.2	25.0
DK/REFUSED	0.2	-	-	-	-	-	-	0.3	0.2	-	0.4	-	-	-	0.3
Net Diff.	72.4	61.2	69.1	59.6	81.8	78.9	85.7	73.8	74.6	75.3	71.3	72.7	70.7	74.3	72.5
Mean	4.18	3.95	4.11	4.02	4.34	4.28	4.45	4.18	4.20	4.18	4.25	4.14	4.23	4.18	4.18

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 14 Page 186
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ Youn- ger	12	13	14	15/ OLDER	15	16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total Answering	202	111	20	31	51	34	137	49	47	62	111	48	77	137	90	62
MORE LIKELY	74.0	75.2	86.8	79.6	61.4	79.4	77.0	65.5	79.0	84.2	75.2	81.1	69.1	77.0	72.8	84.2
Much	46.6	44.8	46.1	42.0	36.8	42.7	46.8	43.9	48.2	42.0	44.8	45.6	40.1	46.8	49.0	42.0
Somewhat	27.4	30.4	40.7	37.6	24.6	36.7	30.2	21.6	30.8	42.2	30.4	35.5	29.0	30.2	23.9	42.2
LESS LIKELY	1.6	1.4	3.2	0.1	1.7	-	2.4	1.5	2.1	3.6	1.4	1.4	1.1	2.4	1.9	3.6
Somewhat	0.7	0.8	-	-	1.7	-	1.1	-	-	2.4	0.8	-	1.1	1.1	-	2.4
Much	0.9	0.6	3.2	0.1	-	-	1.3	1.5	2.1	1.2	0.6	1.4	-	1.3	1.9	1.2
NO DIFFERENCE	24.2	23.2	10.0	20.3	36.3	20.6	20.4	33.0	18.2	12.2	23.2	17.5	29.4	20.4	24.9	12.2
DK/REFUSED	0.2	0.3	-	-	0.6	-	0.2	-	0.7	-	0.3	-	0.4	0.2	0.3	-
Net Diff.	72.4	73.8	83.6	79.5	59.7	79.4	74.6	64.0	76.9	80.6	73.8	79.7	68.0	74.6	70.9	80.6
Mean	4.18	4.18	4.26	4.21	3.97	4.22	4.20	4.06	4.24	4.21	4.18	4.24	4.09	4.20	4.18	4.21

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 14 Page 187
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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						MALE ONLY (CHILDREN)						FEMALE ONLY (CHILDREN)						BOTH (CHILDREN)					
	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total Answering	202	35	15	24	45	27	20	37	17	21	50	31	24	38	15	31	42	33	18					
MORE LIKELY	74.0	83.0	90.9	80.4	74.9	70.7	80.2	72.4	86.7	63.2	75.4	71.5	80.9	71.9	65.2	66.1	81.1	75.9	93.3					
Much	46.6	50.3	51.2	48.3	32.9	49.1	13.4	44.8	54.7	41.1	55.0	46.3	61.3	40.4	30.0	34.1	51.7	51.5	49.0					
Somewhat	27.4	32.7	39.6	32.1	42.0	21.7	66.8	27.7	32.0	22.1	20.4	25.2	19.6	31.5	35.2	32.0	29.4	24.4	44.3					
LESS LIKELY	1.6	1.9	4.4	-	5.4	6.4	6.8	2.3	-	4.0	1.7	-	3.6	-	-	-	-	-	-					
Somewhat	0.7	-	-	-	1.4	-	3.1	2.3	-	4.0	1.7	-	3.6	-	-	-	-	-	-					
Much	0.9	1.9	4.4	-	3.9	6.4	3.7	-	-	-	-	-	-	-	-	-	-	-	-					
NO DIFFERENCE	24.2	15.2	4.7	19.6	19.7	22.9	13.0	24.4	13.3	31.4	22.3	27.5	15.5	28.1	34.8	33.9	18.9	24.1	6.7					
DK/REFUSED	0.2	-	-	-	-	-	-	0.8	-	1.4	0.6	1.0	-	-	-	-	-	-	-					
Net Diff.	72.4	81.1	86.4	80.4	69.6	64.3	73.4	70.1	86.7	59.2	73.7	71.5	77.3	71.9	65.2	66.1	81.1	75.9	93.3					
Mean	4.18	4.30	4.33	4.29	3.99	4.07	3.83	4.16	4.41	4.02	4.30	4.19	4.39	4.12	3.95	4.00	4.33	4.27	4.42					

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 14 Page 188
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	MEN						WOMEN						MEN			WOMEN		
		14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total Answering	202	52	21	41	50	30	28	58	26	36	87	61	34	26	32	25	47	42	28
MORE LIKELY	74.0	64.4	73.4	59.2	76.7	71.8	81.7	84.8	87.3	80.2	77.1	73.3	86.3	74.0	54.5	70.4	81.1	86.1	74.7
Much	46.6	40.7	45.2	34.5	41.9	41.1	39.2	48.4	45.9	46.4	49.6	52.8	44.2	39.7	42.0	35.4	48.3	61.1	46.9
Somewhat	27.4	23.7	28.2	24.7	34.8	30.7	42.5	36.4	41.4	33.8	27.6	20.5	42.0	34.3	12.6	35.0	32.8	25.0	27.8
LESS LIKELY	1.6	1.6	-	2.1	3.2	2.4	5.7	1.1	2.5	-	1.9	1.7	1.9	2.8	2.6	-	3.5	-	-
Somewhat	0.7	1.6	-	2.1	1.7	-	3.1	-	-	-	0.7	-	1.8	-	2.6	-	1.3	-	-
Much	0.9	-	-	-	1.5	2.4	2.6	1.1	2.5	-	1.2	1.7	0.1	2.8	-	-	2.2	-	-
NO DIFFERENCE	24.2	34.0	26.6	38.7	20.1	25.7	12.6	13.5	10.1	19.0	20.6	24.5	11.8	23.2	42.8	29.6	15.4	13.2	25.3
DK/REFUSED	0.2	-	-	-	-	-	-	0.5	-	0.8	0.4	0.5	-	-	-	-	-	0.7	-
Net Diff.	72.4	62.8	73.4	57.1	73.6	69.4	76.0	83.7	84.8	80.2	75.2	71.7	84.3	71.1	51.9	70.4	77.5	86.1	74.7
Mean	4.18	4.04	4.19	3.92	4.14	4.08	4.13	4.32	4.28	4.28	4.24	4.24	4.28	4.08	3.94	4.06	4.24	4.48	4.22

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 14 Page 189
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work
Total Answering	202	9	12	34	26	27	53	21	141	56	107	109	53	81	6	20	56	120	87	33
MORE LIKELY	74.0	88.7	83.0	84.2	69.0	64.3	73.1	85.4	73.4	84.7	69.9	75.8	73.1	81.0	86.0	78.1	81.5	70.0	69.9	70.4
Much	46.6	49.0	61.3	53.3	49.4	52.7	40.0	56.2	47.4	54.4	45.5	52.8	40.0	55.2	60.6	52.6	55.5	41.3	39.8	45.2
Somewhat	27.4	39.7	21.7	31.0	19.7	11.6	33.2	29.2	26.0	30.3	24.3	23.1	33.2	25.8	25.3	25.5	26.0	28.7	30.1	25.2
LESS LIKELY	1.6	-	0.3	1.1	2.4	-	3.0	0.2	1.8	0.7	2.1	0.9	3.0	*	-	-	0.1	2.7	3.7	-
Somewhat	0.7	-	-	-	2.4	-	1.6	-	1.1	-	1.4	0.6	1.6	-	-	-	-	1.2	1.7	-
Much	0.9	-	0.3	1.1	-	-	1.4	0.2	0.8	0.7	0.7	0.4	1.4	*	-	-	0.1	1.4	2.0	-
NO DIFFERENCE	24.2	11.3	16.7	13.8	28.6	35.7	23.9	14.5	24.6	14.1	28.1	22.9	23.9	19.0	14.0	21.9	18.4	27.0	26.4	28.7
DK/REFUSED	0.2	-	-	0.9	-	-	-	-	0.2	0.6	-	0.3	-	-	-	-	-	0.3	-	0.9
Net Diff.	72.4	88.7	82.8	83.1	66.6	64.3	70.2	85.2	71.5	83.9	67.8	74.9	70.2	81.0	86.0	78.1	81.5	67.4	66.2	70.4
Mean	4.18	4.38	4.44	4.37	4.16	4.17	4.09	4.41	4.18	4.38	4.13	4.28	4.09	4.36	4.47	4.31	4.37	4.07	4.04	4.17

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 14 Page 190
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	MEN				WOMEN				MARITAL STATUS					MARRIED	
		LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	SINGLE	MAR- RIED	SEPA- RATED	DIV- ORCED	WID- OWED	MALE	FEMALE
Total Answering	202	44	40	29	11	38	79	58	22	18	158	3	22	1	72	86
MORE LIKELY	74.0	71.9	56.7	58.4	52.3	91.5	76.8	75.7	79.7	78.1	73.4	100.0	70.2	100.0	63.1	82.1
Much	46.6	45.6	31.5	31.6	31.4	66.2	46.2	44.0	52.3	32.3	48.8	100.0	37.9	-	39.7	56.4
Somewhat	27.4	26.3	25.2	26.8	20.8	25.3	30.6	31.7	27.4	45.7	24.6	-	32.3	100.0	23.3	25.7
LESS LIKELY	1.6	-	3.9	5.4	-	0.1	2.1	2.8	-	-	1.4	-	4.5	-	2.2	0.8
Somewhat	0.7	-	2.1	2.9	-	-	0.8	1.1	-	-	0.5	-	2.8	-	1.2	-
Much	0.9	-	1.8	2.5	-	0.1	1.3	1.7	-	-	0.9	-	1.7	-	1.0	0.8
NO DIFFERENCE	24.2	28.1	39.4	36.2	47.7	8.4	20.8	21.5	18.9	21.9	25.1	-	23.9	-	34.7	17.1
DK/REFUSED	0.2	-	-	-	-	-	0.4	-	1.4	-	-	-	1.4	-	-	-
Net Diff.	72.4	71.9	52.8	53.0	52.3	91.4	74.7	72.9	79.7	78.1	72.0	100.0	65.7	100.0	60.9	81.3
Mean	4.18	4.17	3.83	3.82	3.84	4.58	4.20	4.15	4.34	4.10	4.20	5.00	4.03	4.00	4.00	4.37

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 14 Page 191
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican Amer.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.
Total Answering	202	139	27	12	103	39	45	58	148	54	13	32	64	12	85	20	40	13	106	19
MORE LIKELY	74.0	78.0	79.6	83.4	78.2	72.2	68.1	86.0	72.7	77.8	87.2	69.7	61.0	52.8	81.5	80.1	82.3	50.2	70.3	83.7
Much	46.6	49.1	52.5	41.9	50.0	43.3	40.7	57.2	42.5	57.9	68.9	52.3	38.5	24.7	45.6	69.3	50.9	34.1	39.7	65.4
Somewhat	27.4	28.9	27.1	41.5	28.2	28.8	27.4	28.8	30.2	19.8	18.3	17.4	22.5	28.1	35.9	10.8	31.3	16.1	30.6	18.3
LESS LIKELY	1.6	0.5	-	-	0.6	1.8	-	1.1	1.9	0.7	0.3	-	2.5	-	1.5	-	-	-	2.7	-
Somewhat	0.7	0.5	-	-	0.6	-	-	1.1	1.0	-	-	-	1.3	-	0.7	-	-	-	1.4	-
Much	0.9	*	-	-	*	1.8	-	0.1	0.9	0.7	0.3	-	1.1	-	0.7	-	-	-	1.3	-
NO DIFFERENCE	24.2	21.5	20.4	16.6	21.1	26.0	31.9	12.8	25.2	21.5	12.5	30.3	36.5	47.2	16.7	19.9	17.7	49.8	26.7	16.3
DK/REFUSED	0.2	-	-	-	-	-	-	-	0.2	-	-	-	-	-	0.4	-	-	-	0.3	-
Net Diff.	72.4	77.5	79.6	83.4	77.6	70.3	68.1	84.9	70.8	77.0	87.0	69.7	58.5	52.8	80.0	80.1	82.3	50.2	67.6	83.7
Mean	4.18	4.27	4.32	4.25	4.28	4.12	4.09	4.42	4.13	4.34	4.56	4.22	3.96	3.78	4.25	4.49	4.33	3.84	4.06	4.49

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 14 Page 192
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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		AGE			MEN			WOMEN			GENDER	
			UNDER 40	41-55	OVER 55	UNDER 40	41-55	OVER 55	UNDER 40	41-55	OVER 55	MALE	FEMALE
Total Answering	202	58	126	15	20	54	9	38	72	6	85	118	
MORE LIKELY	74.0	73.7	74.3	83.3	57.9	67.3	71.9	81.8	79.6	99.3	63.9	81.4	
Much	46.6	46.1	46.4	55.1	25.4	47.0	23.6	56.7	45.8	99.3	38.4	52.6	
Somewhat	27.4	27.6	28.0	28.2	32.5	20.2	48.3	25.0	33.8	-	25.5	28.8	
LESS LIKELY	1.6	-	2.6	-	-	2.9	-	-	2.3	-	1.9	1.4	
Somewhat	0.7	-	1.2	-	-	1.6	-	-	0.9	-	1.0	0.5	
Much	0.9	-	1.4	-	-	1.3	-	-	1.4	-	0.9	0.9	
NO DIFFERENCE	24.2	26.3	22.9	16.7	42.1	29.8	28.1	18.2	17.6	0.7	34.3	17.0	
DK/REFUSED	0.2	-	0.2	-	-	-	-	-	0.4	-	-	0.3	
Net Diff.	72.4	73.7	71.7	83.3	57.9	64.4	71.9	81.8	77.3	99.3	62.0	79.9	
Mean	4.18	4.20	4.17	4.38	3.83	4.10	3.96	4.38	4.22	4.99	4.00	4.32	

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 15 Page 193
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	AREA														CHILDREN IN GRADES 6-12		APPROPRIATE TO START TALKING ABOUT ALCOHOL ABUSE		TALKED ABOUT ALCOHOL ABUSE	
															1	2 OVER	LESS/10	11-1415	OVER	YES	NO/NOT YET
	RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST								
Total	500	160	66	18	76	141	60	81	88	44	44	21	56	34	278	213	249	212	20	475	25
YES	40.6	53.5	64.7	53.1	44.0	42.6	54.8	33.7	44.7	33.0	56.5	8.8	23.1	9.0	43.7	36.0	43.5	41.6	8.1	40.7	39.6
NO	57.7	43.8	32.2	46.9	53.0	56.2	45.2	64.4	52.7	61.8	43.5	91.2	76.9	91.0	54.9	61.9	55.6	56.3	91.9	57.6	60.4
DK/REFUSED	1.6	2.7	3.1	-	3.0	1.1	-	1.9	2.6	5.2	-	-	-	-	1.4	2.0	0.9	2.0	-	1.7	-



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 15 Page 194
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	TALK ABOUT ALCOHOL			TALKED ABOUT		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR				CHOICE MODEL		
		ABUSE WITH YOUR			ALCOHOL ABUSE		YOUR COMMUNITY				WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY				WHEN AGE/YOUR		
		CHILDREN			LAST FEW MOS.										ALCOHOL				CHILD DRINK		
		FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	UNDER 21	Under 18	18-20	21/ OVER	22/ Over	ABLE TO HANDLE	ACT IRRESP ONSIBL
Total	500	174	221	78	396	78	405	210	195	40	300	65	235	197	172	67	105	280	37	38	449
YES	40.6	46.0	40.5	29.5	41.3	37.1	40.8	43.9	37.4	34.1	43.3	48.1	42.0	36.8	46.2	43.9	47.6	40.2	53.0	38.9	40.4
NO	57.7	52.7	58.8	64.9	56.6	62.9	57.8	56.1	59.6	65.9	54.7	49.4	56.1	62.0	53.8	56.1	52.4	56.9	47.0	61.1	57.8
DK/REFUSED	1.6	1.3	0.7	5.6	2.1	-	1.5	-	3.0	-	2.0	2.4	1.8	1.2	-	-	-	2.9	-	-	1.8



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 15 Page 195
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	S/R/H: ADS		SEEN AD		SEEN AD		SEEN ADS			HEARD OF/VIST		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK									
		STOP UNDERAGE		GIRL ON FLOOR		TEENAGE BOY					TALKITOUTNC.O											
		DRINKING									RG											
		YES	NO	YES	NO	YES	NO	YES	1 OF 2	NO, NEI- THER	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY /NEVER	Rarely	Never	
Total	500	202	281	203	289	221	275	153	112	224	99	399	149	93	56	91	38	53	258	125	133	
YES	40.6	59.8	27.0	100.0	-	69.3	17.5	100.0	43.2	-	55.1	36.9	47.6	47.2	48.3	41.8	41.4	42.1	36.3	43.1	30.0	
NO	57.7	38.3	71.5	-	100.0	28.7	81.1	-	56.8	100.0	44.9	61.1	50.8	50.3	51.7	53.5	52.7	54.0	63.0	55.6	70.0	
DK/REFUSED	1.6	1.9	1.6	-	-	2.0	1.4	-	-	-	-	2.1	1.6	2.5	-	4.8	5.9	3.9	0.6	1.3	-	



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 15 Page 196
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	IDEOLOGY						PARTY					WHITE			AFRICAN AMERICAN			
		LIB- ERAL	Very	Smwt. ERATE	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
											/OTHER								
Total	500	121	56	66	126	116	111	227	164	200	122	105	17	146	93	84	3	86	14
YES	40.6	44.9	42.7	46.7	45.5	40.5	34.9	37.8	43.7	39.1	40.8	44.3	19.2	46.2	41.8	42.8	-	36.2	53.7
NO	57.7	53.4	53.6	53.3	52.7	56.2	65.1	60.5	55.4	57.6	59.2	55.7	80.8	52.7	58.2	57.2	100.0	58.5	46.3
DK/REFUSED	1.6	1.7	3.7	-	1.8	3.4	-	1.7	1.0	3.3	-	-	-	1.1	-	-	-	5.3	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 15 Page 197
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL
Total	500	73	69	59	91	130	63	285	311	185	175	125	109	110	277
YES	40.6	41.9	38.6	36.7	45.1	39.4	44.7	35.6	43.1	36.4	47.4	37.6	46.8	42.1	37.9
NO	57.7	58.1	61.4	63.3	53.2	55.5	55.3	62.8	55.6	61.6	51.2	60.6	53.2	53.9	60.7
DK/REFUSED	1.6	-	-	-	1.7	5.1	-	1.5	1.2	2.0	1.3	1.8	-	4.0	1.4



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 15 Page 198
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	AGE OF CHILDREN									AGE OF CHILDREN						
		14/ YOUN- GER	11/ Youn- ger	12 	13 	14 	15/ OLDER	15 	16 	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14 	15/ OLDER	15-16 	17/ Older	
Total	500	285	48	84	113	94	311	105	112	147	285	127	196	311	207	147	
YES	40.6	35.6	29.1	26.7	42.6	36.1	43.1	41.2	41.9	43.2	35.6	25.9	39.6	43.1	42.5	43.2	
NO	57.7	62.8	70.9	70.8	55.3	61.7	55.6	56.7	54.7	56.8	62.8	72.4	58.2	55.6	55.7	56.8	
DK/REFUSED	1.6	1.5	-	2.5	2.1	2.2	1.2	2.2	3.4	-	1.5	1.6	2.2	1.2	1.9	-	

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 15 Page 199
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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			MALE ONLY (CHILDREN)				FEMALE ONLY (CHILDREN)				BOTH (CHILDREN)							
	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	
Total	500	101	46	70	103	59	52	91	37	58	111	75	44	88	42	65	96	74	51
YES	40.6	26.9	23.6	28.6	39.5	41.8	36.6	45.3	37.4	51.9	49.2	44.0	55.2	34.3	13.1	41.2	39.6	41.4	38.6
NO	57.7	71.0	71.8	68.5	59.0	55.5	63.4	52.2	62.6	44.0	50.8	56.0	44.8	65.7	86.9	58.8	58.1	55.5	61.4
DK/REFUSED	1.6	2.1	4.5	3.0	1.5	2.7	-	2.6	-	4.0	-	-	-	-	-	-	2.4	3.1	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 15 Page 200
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	MEN						WOMEN						MEN			WOMEN		
		14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	136	60	96	116	75	66	149	67	100	195	132	81	75	74	54	111	101	71
YES	40.6	35.8	26.3	40.6	41.1	35.4	46.0	35.5	25.6	38.7	44.3	46.5	40.9	30.4	48.8	33.7	40.4	46.4	40.6
NO	57.7	64.2	73.7	59.4	58.9	64.6	54.0	61.6	71.3	56.9	53.7	50.6	59.1	69.6	51.2	66.3	56.3	51.3	56.2
DK/REFUSED	1.6	-	-	-	-	-	-	3.0	3.1	4.4	2.0	2.9	-	-	-	-	3.3	2.3	3.2



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 15 Page 201
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work
Total	500	15	41	72	53	62	125	55	312	127	240	243	125	180	12	70	98	311	211	100
YES	40.6	53.3	35.5	32.9	37.4	44.4	53.3	40.2	44.2	36.1	47.5	38.5	53.3	37.0	33.7	36.4	37.8	43.6	40.5	50.1
NO	57.7	46.7	64.5	61.7	58.2	55.6	45.0	59.8	53.2	60.9	50.7	58.9	45.0	60.9	66.3	63.6	58.3	55.0	59.5	45.5
DK/REFUSED	1.6	-	-	5.4	4.4	-	1.7	-	2.6	3.0	1.8	2.5	1.7	2.1	-	-	3.9	1.4	-	4.4

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 15 Page 202
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	TOTAL	MEN				WOMEN				MARITAL STATUS					MARRIED	
		LESS/ COL- Col- Post LESS/ COL- Col- Post SINGLE MAR- SEPA- DIV- WID- MALE FEMALE														
		COLLEGE LEGE lege Grad. COLLEGE LEGE lege Grad. RIED RATED ORCED OWED														
		GRAD. GRAD. Grad. Work GRAD. GRAD. Grad. Work														
Total	500	86 119 82 36 94 192 128 64 46 384 11 50 3 168 216														
YES	40.6	38.6 39.6 34.3 51.6 35.5 46.1 44.6 49.3 27.7 41.7 60.3 43.4 14.5 41.1 42.2														
NO	57.7	61.4 60.4 65.7 48.4 60.5 51.6 55.4 43.8 67.2 57.3 39.7 52.1 85.5 58.9 56.1														
DK/REFUSED	1.6	- - - - 4.1 2.3 - 6.9 5.1 0.9 - 4.5 - - 1.7														

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 15 Page 203
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican Amer.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.
Total	500	336	66	32	237	105	102	135	333	159	31	105	138	44	195	61	86	43	235	59
YES	40.6	41.6	48.0	30.9	39.6	47.9	37.8	40.9	43.6	34.3	22.1	37.1	39.9	43.0	46.2	32.9	27.8	17.3	51.3	50.7
NO	57.7	57.2	48.9	69.1	58.8	52.1	62.2	56.2	55.9	61.5	77.9	58.5	60.1	57.0	52.9	59.6	70.3	72.0	48.7	49.3
DK/REFUSED	1.6	1.2	3.1	-	1.6	-	-	2.9	0.5	4.2	-	4.4	-	-	0.8	7.5	1.8	10.8	-	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 15 Page 204
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	TOTAL	AGE			MEN			WOMEN			GENDER	
		UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE
		40		55	40		55	40		55		
Total	500	145	302	35	58	128	17	87	174	18	210	290
YES	40.6	23.1	51.0	37.8	15.4	49.0	41.6	28.2	52.5	34.2	38.5	42.1
NO	57.7	72.6	48.3	62.2	84.6	51.0	58.4	64.7	46.3	65.8	61.5	55.0
DK/REFUSED	1.6	4.3	0.7	-	-	-	-	7.1	1.2	-	-	2.8

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 16 Page 205
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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?

	TOTAL	AREA														CHILDREN IN		APPROPRIATE TO		TALKED ABOUT	
															GRADES 6-12	START TALKING ABOUT	ALCOHOL ABUSE	ALCOHOL ABUSE			
	RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	1	2 OVER	LESS/ 10	11-14 15	OVER	YES	NO/ NOT YET	
Total	500	160	66	18	76	141	60	81	88	44	44	21	56	34	278	213	249	212	20	475	25
YES	44.2	55.6	67.6	47.7	47.2	44.9	55.6	36.9	46.1	36.3	56.2	33.7	34.1	5.8	48.7	38.9	49.6	40.5	26.7	45.8	14.2
NO	55.1	43.8	31.1	52.3	52.7	54.0	41.7	63.1	52.9	63.7	41.8	66.3	65.9	94.2	50.4	60.7	49.7	58.7	73.3	53.5	85.8
DK/REFUSED	0.7	0.6	1.3	-	0.1	1.2	2.7	-	1.0	-	2.0	-	-	-	0.9	0.4	0.7	0.8	-	0.7	-



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 16 Page 206
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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?

	TOTAL	TALK ABOUT ALCOHOL			TALKED ABOUT		UNDERAGED DRINKING IN					CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR				CHOICE MODEL	
		ABUSE WITH YOUR			ALCOHOL ABUSE		YOUR COMMUNITY					WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY				WHEN AGE/YOUR	
		CHILDREN			LAST FEW MOS.											ALCOHOL				CHILD DRINK	
		FREQU-	SOME-	RARELY	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	UNDER	Under	18-20	21/	22/	ABLE	ACT
		ENTLY	TIMES				LEM	ious		PROB-	ERNED			ALL	21	18		OVER	Over	TO	IRRESP
										LEM										HANDLE	ONSIBL
Total	500	174	221	78	396	78	405	210	195	40	300	65	235	197	172	67	105	280	37	38	449
YES	44.2	52.7	40.5	44.2	47.1	38.7	45.1	46.7	43.3	36.4	48.1	46.7	48.4	38.8	42.4	42.9	42.0	46.9	41.3	45.7	43.8
NO	55.1	46.7	58.4	55.8	52.0	61.3	54.5	52.5	56.6	59.6	51.6	53.3	51.2	60.0	56.7	54.6	58.0	52.4	56.3	54.3	55.4
DK/REFUSED	0.7	0.5	1.1	-	0.9	-	0.4	0.8	*	4.1	0.3	-	0.4	1.3	0.9	2.4	-	0.6	2.4	-	0.8



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 16 Page 207
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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?

	TOTAL	S/R/H: ADS		SEEN AD		SEEN AD		SEEN ADS			HEARD OF/VIST		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK								
		STOP UNDERAGE		GIRL ON FLOOR		TEENAGE BOY					TALKITOUTNC.O										
		DRINKING									RG										
		YES	NO	YES	NO	YES	NO	YES	1 OF 2	NO, NEI- THER	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY /NEVER	Rarely	Never
Total	500	202	281	203	289	221	275	153	112	224	99	399	149	93	56	91	38	53	258	125	133
YES	44.2	67.1	26.6	75.5	22.0	100.0	-	100.0	56.8	-	49.1	43.2	49.8	47.0	54.4	45.3	44.0	46.2	40.8	42.8	39.0
NO	55.1	32.9	72.2	23.7	77.4	-	100.0	-	43.2	100.0	48.4	56.5	49.1	51.2	45.6	54.7	56.0	53.8	58.5	56.5	60.3
DK/REFUSED	0.7	-	1.2	0.8	0.6	-	-	-	-	-	2.5	0.2	1.1	1.8	-	-	-	-	0.7	0.7	0.6



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 16 Page 208
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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?

	TOTAL	IDEOLOGY						PARTY						WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Smwt. MOD- ERATE	Smwt. MOD- ERATE	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
Total	500	121	56	66	126	116	111	227	164	200	122	105	17	146	93	84	3	86	14
YES	44.2	45.0	48.4	42.0	41.9	51.3	40.5	46.0	46.0	46.8	39.0	40.6	28.9	46.3	41.3	40.3	-	53.1	42.8
NO	55.1	53.7	48.7	58.0	58.1	47.9	58.7	53.2	54.0	52.4	59.6	57.7	71.1	53.7	56.9	57.6	100.0	46.9	57.2
DK/REFUSED	0.7	1.3	2.9	-	*	0.8	0.8	0.8	-	0.8	1.4	1.7	-	-	1.7	2.1	-	-	

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 16 Page 209
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL
Total	500	73	69	59	91	130	63	285	311	185	175	125	109	110	277
YES	44.2	47.1	51.4	36.6	45.0	44.4	41.3	41.9	47.7	38.0	55.2	42.4	45.5	49.1	42.1
NO	55.1	52.9	48.6	62.0	55.0	54.3	57.3	57.8	51.2	61.5	43.9	56.9	52.2	50.9	57.6
DK/REFUSED	0.7	-	-	1.5	-	1.3	1.4	0.3	1.1	0.5	0.9	0.7	2.3	-	0.3

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 16 Page 210
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ Youn- ger	12	13	14	15/ OLDER	15	16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total	500	285	48	84	113	94	311	105	112	147	285	127	196	311	207	147
YES	44.2	41.9	32.4	32.2	51.8	43.1	47.7	42.7	47.3	49.3	41.9	31.9	46.3	47.7	45.1	49.3
NO	55.1	57.8	67.6	66.8	48.2	56.9	51.2	57.3	50.5	50.1	57.8	67.4	53.7	51.2	53.7	50.1
DK/REFUSED	0.7	0.3	-	1.0	-	-	1.1	-	2.3	0.6	0.3	0.7	-	1.1	1.2	0.6

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 16 Page 211
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	TOTAL		MALE ONLY (CHILDREN)					FEMALE ONLY (CHILDREN)					BOTH (CHILDREN)						
	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	
Total	500	101	46	70	103	59	52	91	37	58	111	75	44	88	42	65	96	74	51
YES	44.2	32.0	21.8	37.6	36.9	38.4	35.3	52.4	42.5	58.4	56.5	46.8	75.5	43.9	33.9	45.9	48.7	48.6	40.2
NO	55.1	68.0	78.2	62.4	62.2	61.5	63.0	47.6	57.5	41.6	42.0	51.0	24.5	55.1	64.0	54.1	50.4	50.3	59.8
DK/REFUSED	0.7	-	-	-	0.9	0.1	1.7	-	-	-	1.5	2.2	-	1.0	2.1	-	0.9	1.2	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 16 Page 212
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	TOTAL	MEN						WOMEN						MEN			WOMEN		
		14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	136	60	96	116	75	66	149	67	100	195	132	81	75	74	54	111	101	71
YES	44.2	40.5	28.2	46.8	54.1	45.2	61.7	43.1	35.3	45.8	43.9	45.0	39.2	34.7	55.2	49.6	40.3	55.2	36.9
NO	55.1	58.9	70.4	53.2	45.2	53.6	38.3	56.9	64.7	54.2	54.8	53.8	59.7	65.3	44.8	48.8	58.9	43.2	63.1
DK/REFUSED	0.7	0.6	1.4	-	0.8	1.2	-	-	-	-	1.3	1.2	1.1	0.1	-	1.6	0.8	1.6	-



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 16 Page 213
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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?

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work
Total	500	15	41	72	53	62	125	55	312	127	240	243	125	180	12	70	98	311	211	100
YES	44.2	55.5	25.6	39.8	52.8	58.2	52.6	33.4	50.8	37.0	54.1	45.9	52.6	45.2	43.8	39.2	49.6	44.3	41.4	50.4
NO	55.1	44.5	74.4	60.2	47.2	39.0	46.1	66.6	48.1	63.0	44.5	53.4	46.1	54.8	56.2	60.8	50.4	54.6	57.8	47.9
DK/REFUSED	0.7	-	-	-	-	2.8	1.3	-	1.1	-	1.4	0.7	1.3	-	-	-	-	1.1	0.8	1.7



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 16 Page 214
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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?

	TOTAL	MEN				WOMEN				MARITAL STATUS					MARRIED	
		LESS/ COL- Col- Post LESS/ COL- Col- Post SINGLE MAR- SEPA- DIV- WID- MALE FEMALE														
		COLLEGE LEGE lege Grad. COLLEGE LEGE lege Grad. RIED RATED ORCED OWED														
		GRAD. GRAD. Grad. Work GRAD. GRAD. Grad. Work														
Total	500	86 119 82 36 94 192 128 64 46 384 11 50 3 168 216														
YES	44.2	48.9 42.6 41.7 44.7 41.9 45.4 41.3 53.6 43.7 44.3 15.4 52.9 55.3 43.6 44.9														
NO	55.1	51.1 56.6 58.3 53.0 58.1 53.3 57.5 45.0 56.3 54.8 84.6 47.1 44.7 55.9 54.0														
DK/REFUSED	0.7	- 0.8 0.1 2.4 - 1.3 1.3 1.4 - 0.9 - - - 0.5 1.2														



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 16 Page 215
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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?

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican Amer.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.
Total	500	336	66	32	237	105	102	135	333	159	31	105	138	44	195	61	86	43	235	59
YES	44.2	47.0	46.2	24.3	45.7	50.5	48.9	43.4	43.0	47.3	33.7	50.3	43.6	51.4	42.5	49.5	29.7	34.6	49.4	61.6
NO	55.1	52.4	51.3	75.7	53.9	48.6	50.2	56.6	56.0	52.7	66.3	49.7	55.7	48.6	56.2	50.5	70.3	65.4	49.2	38.4
DK/REFUSED	0.7	0.5	2.5	-	0.4	0.8	0.9	-	1.0	-	-	-	0.7	-	1.3	-	-	-	1.5	-



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 16 Page 216
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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?

	TOTAL	AGE			MEN			WOMEN			GENDER	
		UNDER 40	41-55	OVER 55	UNDER 40	41-55	OVER 55	UNDER 40	41-55	OVER 55	MALE	FEMALE
Total	500	145	302	35	58	128	17	87	174	18	210	290
YES	44.2	32.4	50.9	49.0	29.8	50.7	59.3	34.2	51.0	39.4	44.9	43.7
NO	55.1	67.6	48.0	51.0	70.2	48.6	40.7	65.8	47.5	60.6	54.6	55.4
DK/REFUSED	0.7	-	1.1	-	-	0.7	-	-	1.4	-	0.4	0.9



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 17 Page 217
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AREA													CHILDREN IN GRADES 6-12	APPROPRIATE TO START TALKING ABOUT ALCOHOL ABUSE	TALKED ABOUT ALCOHOL ABUSE				
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	1	2 OVER LESS/ 10	11-14 OVER 15	YES	NO/ NOT YET		
Total	500	160	66	18	76	141	60	81	88	44	44	21	56	34	278	213	249	212	20	475	25
YES	19.8	25.4	18.8	41.2	27.4	17.8	21.2	15.3	15.6	12.3	18.9	6.1	22.6	15.8	19.5	20.7	20.8	19.2	11.9	20.0	15.5
NO	79.8	74.2	80.3	58.8	72.6	82.2	78.8	84.7	82.8	84.5	80.9	93.9	77.4	84.2	80.3	78.6	79.0	80.1	88.1	79.9	78.9
DK/REFUSED	0.4	0.4	0.9	-	-	-	-	-	1.6	3.1	0.1	-	-	-	0.2	0.7	0.3	0.7	-	0.1	5.6

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 17 Page 218
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	TALK ABOUT ALCOHOL			TALKED ABOUT		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR					CHOICE MODEL	
		ABUSE WITH YOUR			ALCOHOL ABUSE		YOUR COMMUNITY				WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY					WHEN AGE/YOUR	
		CHILDREN			LAST FEW MOS.										ALCOHOL				CHILD DRINK		
		FREQU-	SOME-	RARELY	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	UNDER	Under	18-20	21/	22/	ABLE	ACT
		ENTLY	TIMES				LEM	ious		PROB-	ERNED			ALL	21	18		OVER	Over	TO	IRRESP
										LEM										HANDLE	ONSIBL
Total	500	174	221	78	396	78	405	210	195	40	300	65	235	197	172	67	105	280	37	38	449
YES	19.8	24.7	19.8	10.8	21.1	14.8	21.2	21.6	20.7	9.9	21.5	17.1	22.7	17.5	21.7	23.6	20.5	19.9	36.6	20.7	19.6
NO	79.8	75.3	80.2	88.5	78.9	84.5	78.7	78.4	79.0	86.6	78.1	82.8	76.7	82.2	77.5	76.4	78.2	80.1	63.4	79.3	80.0
DK/REFUSED	0.4	-	*	0.8	*	0.8	0.1	-	0.3	3.5	0.5	0.1	0.6	0.3	0.8	-	1.3	-	-	-	0.5

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 17 Page 219
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL		S/R/H: ADS		SEEN AD		SEEN AD		SEEN ADS		HEARD OF/VIST		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK								
			STOP UNDERAGE		GIRL ON FLOOR		TEENAGE BOY				TALKITOUTNC.O										
			DRINKING								RG										
	YES	NO	YES	NO	YES	NO	YES	NO	1 OF 2	NO, BOTH	YES	NO	REGU- LARLY	2+ Times/Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY /NEVER	Rarely	Never
Total	500	202	281	203	289	221	275	153	112	224	99	399	149	93	56	91	38	53	258	125	133
YES	19.8	22.5	16.4	26.9	15.4	22.0	17.4	25.3	21.5	15.1	100.0	-	17.9	17.5	18.6	25.9	32.4	21.1	18.8	18.5	19.1
NO	79.8	77.5	82.8	72.5	84.4	78.0	81.9	74.7	77.2	84.7	-	100.0	82.1	82.5	81.4	74.1	67.6	78.9	80.4	81.5	79.3
DK/REFUSED	0.4	-	0.7	0.7	0.2	*	0.7	-	1.3	0.3	-	-	-	-	-	-	-	-	0.8	-	1.5

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 17 Page 220
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	IDEOLOGY							PARTY					WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	121	56	66	126	116	111	227	164	200	122	105	17	146	93	84	3	86	14
YES	19.8	23.5	30.1	17.9	22.6	12.8	20.3	16.5	16.1	22.8	20.9	19.0	33.3	16.6	22.7	22.0	46.5	19.5	11.0
NO	79.8	75.3	69.8	80.0	77.4	87.2	79.7	83.5	83.5	76.5	79.1	81.0	66.7	83.4	77.3	78.0	32.2	78.8	89.0
DK/REFUSED	0.4	1.2	0.1	2.1	-	-	-	-	0.4	0.7	-	-	-	*	-	-	21.3	1.6	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 17 Page 221
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
Total	500	73	69	59	91	130	63	285	311	185	175	125	109	110	277
YES	19.8	18.9	25.6	14.5	13.9	21.3	27.0	21.8	19.5	20.6	19.7	20.3	23.1	21.3	17.6
NO	79.8	81.1	74.4	85.5	85.4	77.6	73.0	77.6	80.3	79.1	80.3	78.5	76.9	78.7	81.7
DK/REFUSED	0.4	-	-	-	0.7	1.1	-	0.5	0.2	0.4	-	1.1	-	-	0.7

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 17 Page 222
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ Youn- ger	12	13	14	15/ OLDER	15	16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total	500	285	48	84	113	94	311	105	112	147	285	127	196	311	207	147
YES	19.8	21.8	17.6	25.4	22.4	21.0	19.5	20.7	17.9	17.6	21.8	22.6	21.0	19.5	19.7	17.6
NO	79.8	77.6	79.5	73.0	77.5	79.0	80.3	79.3	82.1	82.0	77.6	76.4	79.0	80.3	80.3	82.0
DK/REFUSED	0.4	0.5	2.9	1.7	*	-	0.2	-	-	0.4	0.5	1.1	*	0.2	-	0.4

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 17 Page 223
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL						MALE ONLY (CHILDREN)						FEMALE ONLY (CHILDREN)						BOTH (CHILDREN)					
	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	13-14	15/ OLDER	15-16	17/ Older		
Total	500	101	46	70	103	59	52	91	37	58	111	75	44	88	42	65	96	74	51					
YES	19.8	20.9	13.9	25.2	18.7	15.2	21.3	23.5	31.1	20.1	18.3	21.4	12.3	21.6	24.1	17.0	21.2	21.6	17.1					
NO	79.8	79.1	86.1	74.7	80.8	84.8	77.6	76.5	68.9	79.9	81.7	78.6	87.7	76.8	72.6	83.0	78.8	78.4	82.9					
DK/REFUSED	0.4	0.1	-	0.1	0.6	-	1.2	-	-	-	-	-	-	1.6	3.3	-	-	-	-					

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 17 Page 224
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN						WOMEN						MEN			WOMEN		
		14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	136	60	96	116	75	66	149	67	100	195	132	81	75	74	54	111	101	71
YES	19.8	18.6	24.1	16.1	21.6	23.1	15.9	24.8	21.1	25.7	18.3	17.8	19.0	19.2	22.9	15.6	21.5	17.4	23.9
NO	79.8	81.4	75.9	83.9	78.4	76.9	84.1	74.3	76.8	74.3	81.4	82.2	80.3	80.8	77.1	84.4	77.9	82.6	74.1
DK/REFUSED	0.4	-	-	-	-	-	-	1.0	2.1	0.1	0.3	-	0.7	-	-	-	0.6	-	2.0



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 17 Page 225
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work
Total	500	15	41	72	53	62	125	55	312	127	240	243	125	180	12	70	98	311	211	100
YES	19.8	21.4	24.6	20.3	14.6	18.1	20.0	23.8	18.8	21.8	18.3	19.3	20.0	20.7	20.6	21.0	20.6	19.1	18.5	20.3
NO	79.8	78.6	75.4	79.7	85.4	81.9	78.9	76.2	80.8	78.2	81.1	80.7	78.9	78.9	79.4	79.0	78.7	80.5	81.5	78.3
DK/REFUSED	0.4	-	-	-	-	0.1	1.1	-	0.5	-	0.6	*	1.1	0.4	-	-	0.7	0.4	-	1.4

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 17 Page 226
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	SINGLE	MAR- RIED	SEPA- RATED	DIV- ORCED	WID- OWED	MALE	FEMALE
Total	500	86	119	82	36	94	192	128	64	46	384	11	50	3	168	216
YES	19.8	19.7	19.9	21.7	15.9	21.7	18.5	16.4	22.8	19.3	20.2	25.4	19.7	-	19.8	20.5
NO	79.8	80.3	80.1	78.3	84.1	77.6	80.7	83.6	75.0	80.7	79.3	74.6	80.3	100.0	80.2	78.6
DK/REFUSED	0.4	-	-	-	-	0.7	0.7	-	2.2	-	0.5	-	-	-	-	0.9

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 17 Page 227
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican Amer.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.
Total	500	336	66	32	237	105	102	135	333	159	31	105	138	44	195	61	86	43	235	59
YES	19.8	17.2	26.9	31.4	17.0	19.3	13.4	19.8	19.5	20.3	30.3	19.1	19.2	21.4	19.7	17.4	21.7	31.5	19.4	10.9
NO	79.8	82.6	71.0	68.6	82.9	80.7	86.6	80.2	80.5	78.4	69.7	79.0	80.8	78.6	80.3	79.4	78.3	68.5	80.5	85.7
DK/REFUSED	0.4	0.2	2.1	-	*	-	-	*	*	1.3	-	1.9	-	-	*	3.3	-	-	*	3.4

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 17 Page 228
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL			AGE			MEN			WOMEN			GENDER	
	UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE			
	40		55	40		55	40		55					
Total	500	145	302	35	58	128	17	87	174	18	210	290		
YES	19.8	24.4	19.3	13.5	18.3	22.3	8.7	28.4	17.1	18.0	19.3	20.1		
NO	79.8	75.6	80.1	86.3	81.7	77.7	91.3	71.6	81.8	81.7	80.7	79.2		
DK/REFUSED	0.4	-	0.7	0.1	-	-	-	-	1.1	0.3	-	0.7		

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 18 Page 229
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AREA													CHILDREN IN	APPROPRIATE TO	TALKED ABOUT				
															GRADES 6-12	START TALKING ABOUT	ALCOHOL ABUSE	ALCOHOL ABUSE			
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	1	2 OVER 10	LESS/ 11-14 15	OVER 20	YES	NO/ NOT YET	
Total	500	160	66	18	76	141	60	81	88	44	44	21	56	34	278	213	249	212	20	475	25
REGULARLY	29.9	27.2	36.6	23.7	19.9	37.5	46.5	30.8	19.7	20.2	19.2	24.2	26.3	46.9	32.7	27.0	30.9	31.0	12.4	30.8	11.8
2 or More	18.6	18.5	22.9	18.7	14.6	21.8	24.4	19.8	12.0	11.4	12.6	13.7	17.4	28.3	19.6	17.7	20.2	17.8	9.5	19.0	11.8
Once a Week	11.3	8.7	13.8	5.0	5.3	15.7	22.0	11.0	7.7	8.8	6.6	10.6	8.8	18.6	13.1	9.3	10.7	13.2	2.9	11.9	-
NOT REGULARLY	18.2	21.7	31.6	18.5	14.0	13.8	17.9	10.7	17.9	16.8	19.0	25.6	19.6	13.9	17.4	18.1	13.9	22.0	21.4	17.4	33.5
Every Couple Weeks	7.7	8.7	6.4	12.2	9.8	6.6	10.7	3.5	5.1	7.0	3.2	10.7	13.8	2.2	6.2	9.9	7.6	8.6	4.1	7.3	14.4
Once a Month	10.5	13.1	25.2	6.3	4.2	7.2	7.2	7.2	12.8	9.8	15.8	14.9	5.8	11.7	11.2	8.1	6.3	13.4	17.2	10.1	19.0
RARELY/NEVER	51.6	50.5	31.8	57.8	64.9	48.5	35.6	58.0	62.4	63.0	61.8	50.1	54.2	39.3	49.9	54.3	54.9	46.8	66.2	51.5	54.8
Rarely	25.0	18.4	14.5	15.1	22.6	28.8	22.7	33.4	31.6	25.4	37.9	8.8	36.2	14.6	24.9	25.7	24.3	25.0	19.4	25.3	19.0
Never	26.7	32.1	17.3	42.7	42.3	19.7	12.9	24.7	30.8	37.6	23.9	41.3	18.0	24.7	25.0	28.6	30.6	21.8	46.9	26.2	35.8
DK/REFUSED	0.3	0.6	-	-	1.3	0.3	-	0.5	-	-	-	-	-	-	-	0.6	0.4	0.2	-	0.3	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 18 Page 230
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	TALK ABOUT ALCOHOL			TALKED ABOUT		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR				CHOICE MODEL		
		ABUSE WITH YOUR			ALCOHOL ABUSE		YOUR COMMUNITY				WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY				WHEN AGE/YOUR		
		CHILDREN			LAST FEW MOS.										ALCOHOL				CHILD DRINK		
		FREQU-	SOME-	RARELY	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	UNDER	Under	18-20	21/	22/	ABLE	ACT
		ENTLY	TIMES				LEM	ious		PROB-	ERNED			ALL	21	18		OVER	Over	TO	IRRESP
										LEM										HANDLE	ONSIBL
Total	500	174	221	78	396	78	405	210	195	40	300	65	235	197	172	67	105	280	37	38	449
REGULARLY	29.9	31.9	34.3	19.1	31.8	26.6	28.3	32.1	24.1	27.0	31.5	24.9	33.4	27.1	47.2	45.7	48.1	23.4	23.2	44.8	27.8
2 or More	18.6	18.3	21.6	13.3	20.0	13.9	17.4	19.0	15.6	17.2	18.2	15.2	19.0	18.9	28.8	30.6	27.6	14.9	18.6	11.6	18.2
Once a Week	11.3	13.6	12.7	5.8	11.7	12.7	10.9	13.1	8.5	9.8	13.4	9.7	14.4	8.3	18.4	15.1	20.5	8.5	4.6	33.2	9.6
NOT REGULARLY	18.2	10.5	18.8	27.6	17.7	16.3	18.5	12.5	25.0	25.5	20.7	17.5	21.6	14.4	20.0	19.1	20.6	18.8	14.4	17.1	18.6
Every Couple Weeks	7.7	4.1	9.2	8.0	7.5	6.6	7.8	4.0	11.9	8.7	9.6	8.8	9.8	4.6	11.1	12.1	10.4	6.8	-	5.0	8.1
Once a Month	10.5	6.4	9.7	19.6	10.2	9.7	10.7	8.5	13.2	16.8	11.1	8.7	11.8	9.8	8.9	7.0	10.1	12.0	14.4	12.0	10.4
RARELY/NEVER	51.6	57.5	46.2	53.2	50.2	57.1	53.1	55.4	50.7	47.4	47.4	57.7	44.6	58.3	32.6	34.6	31.4	57.8	62.4	37.1	53.5
Rarely	25.0	26.3	25.3	22.9	25.6	23.0	26.7	25.7	27.8	12.7	24.1	20.7	25.1	26.1	21.4	21.4	21.3	28.9	27.9	29.0	25.4
Never	26.7	31.2	20.9	30.4	24.6	34.2	26.4	29.7	22.9	34.7	23.3	36.9	19.5	32.2	11.3	13.2	10.1	28.9	34.5	8.1	28.1
DK/REFUSED	0.3	-	0.6	-	0.3	-	0.1	-	0.2	-	0.3	-	0.4	0.2	0.2	0.6	-	-	-	1.0	0.2

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 18 Page 231
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	S/R/H: ADS		SEEN AD		SEEN AD		SEEN ADS		HEARD OF/VIST		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK									
		STOP UNDERAGE		GIRL ON FLOOR		TEENAGE BOY				TALKITOUTNC.O											
		DRINKING								RG											
		YES	NO	YES	NO	YES	NO	YES	1 OF 2	NO,	YES	NO	REGU-	2+	Once A	NOT	Every	Once A	RARELY	Rarely	Never
									BOTH	NEI-			LARLY	Times/	Week	REGU-	Couple	Week	/NEVER		
										THER				Week		LARLY	Weeks				
Total	500	202	281	203	289	221	275	153	112	224	99	399	149	93	56	91	38	53	258	125	133
REGULARLY	29.9	32.4	28.3	35.1	26.3	33.7	26.6	37.4	24.3	27.3	27.1	30.7	100.0	100.0	100.0	-	-	-	-	-	-
2 or More	18.6	20.0	17.9	21.6	16.2	19.8	17.3	21.0	17.5	16.8	16.5	19.2	62.3	100.0	-	-	-	-	-	-	-
Once a Week	11.3	12.4	10.4	13.4	10.1	13.9	9.3	16.4	6.9	10.6	10.6	11.5	37.7	-	100.0	-	-	-	-	-	-
NOT REGULARLY	18.2	18.4	17.5	18.7	16.8	18.6	18.1	19.0	16.9	17.3	23.8	16.9	-	-	-	100.0	100.0	100.0	-	-	-
Every Couple Weeks	7.7	8.9	6.7	7.8	7.0	7.6	7.8	9.2	4.0	7.8	12.5	6.5	-	-	-	42.2	100.0	-	-	-	-
Once a Month	10.5	9.5	10.8	10.9	9.8	11.0	10.3	9.8	12.9	9.5	11.2	10.4	-	-	-	57.8	-	100.0	-	-	-
RARELY/NEVER	51.6	49.0	53.9	46.2	56.4	47.7	54.8	43.6	58.8	54.8	49.1	52.0	-	-	-	-	-	-	100.0	100.0	100.0
Rarely	25.0	28.7	22.8	26.5	24.1	24.2	25.6	25.1	27.2	24.0	23.4	25.5	-	-	-	-	-	-	48.4	100.0	-
Never	26.7	20.4	31.0	19.7	32.3	23.5	29.2	18.5	31.6	30.8	25.8	26.5	-	-	-	-	-	-	51.6	-	100.0
DK/REFUSED	0.3	0.2	0.3	-	0.5	-	0.5	-	-	0.6	-	0.3	-	-	-	-	-	-	-	-	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 18 Page 232
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	IDEOLOGY							PARTY					WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	121	56	66	126	116	111	227	164	200	122	105	17	146	93	84	3	86	14
REGULARLY	29.9	41.7	42.3	41.2	27.4	33.9	13.7	24.0	26.9	31.1	31.9	34.3	16.5	26.1	40.5	39.3	78.7	24.8	10.3
2 or More	18.6	29.6	23.1	35.0	17.0	16.1	7.9	12.1	16.0	17.9	23.6	26.0	8.8	16.0	25.2	27.2	46.5	12.4	10.3
Once a Week	11.3	12.2	19.2	6.2	10.4	17.8	5.8	11.9	10.9	13.2	8.3	8.4	7.8	10.1	15.3	12.1	32.2	12.4	-
NOT REGULARLY	18.2	21.6	22.5	20.9	23.0	18.2	9.5	13.9	12.2	21.4	20.1	17.4	37.3	13.4	18.9	20.1	-	18.3	32.8
Every Couple Weeks	7.7	13.2	11.3	14.8	12.4	4.3	1.6	3.0	5.5	10.0	7.4	6.8	11.1	6.2	9.6	7.4	-	8.8	14.6
Once a Month	10.5	8.4	11.2	6.1	10.6	13.9	7.9	11.0	6.8	11.4	12.7	10.6	26.2	7.3	9.3	12.7	-	9.5	18.2
RARELY/NEVER	51.6	36.7	35.2	37.9	48.9	47.9	76.8	62.1	60.9	47.5	47.2	47.4	46.2	60.4	40.6	39.4	21.3	57.0	56.9
Rarely	25.0	22.6	18.4	26.1	24.1	24.8	30.1	27.4	29.5	21.8	24.4	22.9	34.0	29.5	18.5	22.2	-	23.2	26.6
Never	26.7	14.1	16.8	11.8	24.7	23.1	46.7	34.7	31.3	25.7	22.8	24.5	12.2	30.9	22.1	17.2	21.3	33.8	30.4
DK/REFUSED	0.3	-	-	-	0.8	-	-	-	-	-	0.8	0.9	-	-	-	1.2	-	-	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 18 Page 233
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL
Total	500	73	69	59	91	130	63	285	311	185	175	125	109	110	277
REGULARLY	29.9	23.4	31.0	32.1	29.6	31.1	31.7	28.9	28.8	28.1	35.5	24.9	37.9	35.1	25.1
2 or More	18.6	11.7	15.4	27.6	19.4	19.3	19.8	18.4	17.0	17.4	19.8	17.6	24.4	21.7	15.4
Once a Week	11.3	11.8	15.6	4.5	10.2	11.9	11.8	10.5	11.8	10.7	15.7	7.3	13.5	13.4	9.8
NOT REGULARLY	18.2	16.2	22.3	23.9	9.1	20.9	16.6	20.9	17.5	19.7	19.9	13.0	17.8	25.2	15.8
Every Couple Weeks	7.7	8.1	12.0	8.4	3.4	8.9	6.5	9.6	7.5	6.0	9.3	8.2	8.9	9.3	6.7
Once a Month	10.5	8.1	10.3	15.6	5.7	12.0	10.1	11.3	10.0	13.7	10.7	4.8	8.9	15.9	9.2
RARELY/NEVER	51.6	60.4	46.8	44.0	61.3	47.9	50.2	50.3	53.7	52.2	44.6	62.1	44.4	39.7	58.7
Rarely	25.0	27.3	17.7	18.6	31.3	24.0	29.9	23.9	26.5	23.8	21.9	32.0	27.5	22.0	24.5
Never	26.7	33.1	29.1	25.4	29.9	23.9	20.4	26.4	27.1	28.4	22.7	30.2	16.9	17.8	34.2
DK/REFUSED	0.3	-	-	-	-	-	1.5	-	-	-	-	-	-	-	0.4

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 18 Page 234
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ Youn- ger	12	13	14	15/ OLDER	15	16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total	500	285	48	84	113	94	311	105	112	147	285	127	196	311	207	147
REGULARLY	29.9	28.9	25.5	25.4	34.9	26.5	28.8	31.9	33.3	24.6	28.9	24.8	32.1	28.8	32.8	24.6
2 or More	18.6	18.4	14.3	21.2	21.3	17.4	17.0	22.0	16.0	15.5	18.4	18.1	19.9	17.0	19.1	15.5
Once a Week	11.3	10.5	11.2	4.3	13.7	9.1	11.8	9.9	17.3	9.1	10.5	6.8	12.2	11.8	13.7	9.1
NOT REGULARLY	18.2	20.9	11.6	29.8	13.1	24.3	17.5	15.3	15.6	18.4	20.9	23.2	18.1	17.5	15.1	18.4
Every Couple Weeks	7.7	9.6	2.4	16.7	7.8	7.1	7.5	8.4	7.9	8.1	9.6	11.0	7.5	7.5	7.4	8.1
Once a Month	10.5	11.3	9.2	13.1	5.3	17.2	10.0	7.0	7.7	10.3	11.3	12.2	10.7	10.0	7.7	10.3
RARELY/NEVER	51.6	50.3	62.9	44.7	52.0	49.2	53.7	52.7	51.1	57.1	50.3	51.9	49.8	53.7	52.1	57.1
Rarely	25.0	23.9	30.6	17.3	25.9	23.5	26.5	31.5	24.6	25.2	23.9	23.0	24.0	26.5	28.4	25.2
Never	26.7	26.4	32.2	27.4	26.1	25.6	27.1	21.3	26.5	31.9	26.4	28.9	25.8	27.1	23.6	31.9
DK/REFUSED	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 18 Page 235
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MALE ONLY (CHILDREN)						FEMALE ONLY (CHILDREN)						BOTH (CHILDREN)					
		14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total	500	101	46	70	103	59	52	91	37	58	111	75	44	88	42	65	96	74	51
REGULARLY	29.9	31.0	27.3	34.9	26.0	32.7	16.3	33.0	26.9	35.0	32.7	37.0	27.1	22.9	20.1	26.9	26.8	28.8	29.5
2 or More	18.6	19.0	19.8	19.9	16.7	20.0	10.7	20.9	17.8	21.7	15.5	16.5	14.2	15.2	15.8	17.9	18.3	21.1	20.0
Once a Week	11.3	12.0	7.5	15.1	9.3	12.7	5.6	12.1	9.1	13.3	17.2	20.5	12.9	7.7	4.3	8.9	8.5	7.7	9.5
NOT REGULARLY	18.2	22.0	23.7	22.1	18.6	14.9	23.1	25.2	27.3	22.4	19.2	17.0	19.8	13.9	15.7	10.9	14.6	13.4	12.8
Every Couple Weeks	7.7	8.3	9.4	5.7	4.6	2.4	9.2	13.9	20.1	9.2	8.9	8.7	7.7	7.2	5.6	8.2	9.2	10.0	7.5
Once a Month	10.5	13.7	14.2	16.4	14.0	12.5	13.9	11.3	7.2	13.3	10.3	8.2	12.1	6.8	10.1	2.7	5.4	3.4	5.3
RARELY/NEVER	51.6	47.0	49.0	42.9	55.4	52.4	60.6	41.7	45.8	42.6	48.1	46.1	53.2	63.2	64.2	62.2	58.6	57.8	57.7
Rarely	25.0	20.4	22.5	20.1	25.7	31.2	20.1	17.7	20.5	16.5	25.8	25.9	24.2	33.7	27.5	33.5	28.6	28.8	31.5
Never	26.7	26.6	26.5	22.9	29.7	21.2	40.5	24.0	25.3	26.1	22.3	20.2	28.9	29.5	36.7	28.8	30.1	29.1	26.2
DK/REFUSED	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 18 Page 236
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN						WOMEN						MEN			WOMEN		
		14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	136	60	96	116	75	66	149	67	100	195	132	81	75	74	54	111	101	71
REGULARLY	29.9	27.0	19.7	34.1	26.9	27.8	30.1	30.5	29.5	30.3	29.9	35.7	20.1	28.2	30.9	26.6	28.0	38.9	23.6
2 or More	18.6	16.7	14.8	22.4	15.3	16.7	17.1	20.0	21.1	17.5	18.0	20.5	14.1	19.8	11.5	21.4	15.8	25.9	14.7
Once a Week	11.3	10.4	4.9	11.7	11.7	11.1	12.9	10.5	8.5	12.8	11.9	15.2	6.0	8.5	19.4	5.2	12.3	13.0	8.8
NOT REGULARLY	18.2	23.0	25.5	17.4	21.3	21.4	18.1	18.9	21.2	18.8	15.3	11.5	18.6	14.1	31.5	12.5	23.5	11.5	13.3
Every Couple Weeks	7.7	9.2	8.5	7.7	10.7	12.1	10.0	9.9	13.4	7.2	5.7	4.8	6.5	4.7	15.6	6.2	6.8	4.7	9.7
Once a Month	10.5	13.8	17.0	9.7	10.6	9.3	8.1	9.0	7.8	11.6	9.6	6.8	12.1	9.4	15.9	6.3	16.6	6.8	3.6
RARELY/NEVER	51.6	49.9	54.8	48.5	51.8	50.9	51.8	50.6	49.3	51.0	54.8	52.7	61.3	57.7	37.7	60.8	48.5	49.6	63.1
Rarely	25.0	21.9	20.5	20.4	22.9	23.5	22.5	25.7	25.3	27.4	28.7	31.3	27.4	21.1	15.3	30.8	25.6	26.7	32.9
Never	26.7	28.1	34.3	28.0	28.9	27.4	29.3	24.9	24.0	23.6	26.1	21.5	33.9	36.6	22.3	30.0	22.9	22.9	30.3
DK/REFUSED	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 18 Page 237
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work
Total	500	15	41	72	53	62	125	55	312	127	240	243	125	180	12	70	98	311	211	100
REGULARLY	29.9	19.0	38.5	36.1	18.7	29.3	38.8	33.4	32.8	34.9	31.9	29.9	38.8	21.6	29.1	15.8	24.8	34.0	32.1	38.1
2 or More	18.6	-	26.4	23.8	9.3	15.1	26.8	19.5	20.8	21.9	19.9	17.4	26.8	14.3	17.6	11.3	16.0	20.3	17.7	25.8
Once a Week	11.3	19.0	12.1	12.2	9.4	14.2	12.1	13.9	12.1	13.0	12.0	12.5	12.1	7.3	11.5	4.5	8.8	13.7	14.4	12.2
NOT REGULARLY	18.2	16.1	6.3	17.0	14.3	22.7	21.8	8.8	19.6	13.5	20.4	16.0	21.8	18.1	8.0	18.1	19.4	18.8	20.0	16.1
Every Couple Weeks	7.7	9.5	-	8.5	3.8	10.8	10.6	2.5	9.0	5.9	9.1	6.7	10.6	6.8	-	6.4	7.9	8.4	9.5	6.1
Once a Month	10.5	6.6	6.3	8.6	10.6	11.9	11.3	6.3	10.7	7.6	11.3	9.4	11.3	11.3	8.0	11.7	11.5	10.3	10.5	10.0
RARELY/NEVER	51.6	64.9	55.2	46.9	67.0	48.0	39.4	57.8	47.5	51.6	47.7	54.1	39.4	59.7	62.9	64.7	55.8	47.2	47.9	45.8
Rarely	25.0	18.5	22.3	14.1	39.2	29.2	19.7	21.3	23.6	17.2	26.5	25.1	19.7	27.0	15.2	27.0	28.4	24.0	23.2	25.5
Never	26.7	46.4	32.9	32.8	27.7	18.7	19.6	36.4	23.9	34.4	21.2	28.9	19.6	32.8	47.7	37.7	27.3	23.3	24.7	20.3
DK/REFUSED	0.3	-	-	-	-	-	-	-	-	-	-	-	-	0.5	-	1.4	-	-	-	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 18 Page 238
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	SINGLE	MAR- RIED	SEPA- RATED	DIV- ORCED	WID- OWED	MALE	FEMALE
Total	500	86	119	82	36	94	192	128	64	46	384	11	50	3	168	216
REGULARLY	29.9	22.0	33.1	28.4	43.7	21.3	34.5	34.4	34.8	33.3	28.3	22.5	40.0	-	29.7	27.2
2 or More	18.6	15.4	18.7	17.1	22.5	13.3	21.3	18.1	27.7	27.2	17.1	7.1	22.0	-	18.3	16.2
Once a Week	11.3	6.6	14.4	11.4	21.2	7.9	13.3	16.3	7.1	6.1	11.2	15.4	18.0	-	11.4	11.0
NOT REGULARLY	18.2	19.8	22.3	24.0	18.5	16.6	16.6	17.5	14.8	14.9	18.1	12.5	23.2	14.5	20.3	16.4
Every Couple Weeks	7.7	8.9	9.7	9.9	9.2	4.8	7.6	9.3	4.3	8.0	7.1	-	14.5	14.5	9.3	5.3
Once a Month	10.5	10.9	12.6	14.1	9.2	11.8	8.9	8.2	10.5	6.9	11.0	12.5	8.8	-	11.0	11.0
RARELY/NEVER	51.6	58.2	44.6	47.6	37.8	61.1	48.9	48.1	50.4	51.7	53.3	65.0	36.7	85.5	49.8	56.0
Rarely	25.0	23.9	20.2	22.2	15.5	29.8	26.3	23.9	31.2	21.4	26.6	38.9	13.3	40.8	20.7	31.3
Never	26.7	34.3	24.4	25.4	22.3	31.3	22.6	24.3	19.1	30.3	26.6	26.1	23.4	44.7	29.1	24.7
DK/REFUSED	0.3	-	-	-	-	1.0	-	-	-	-	0.4	-	-	-	0.2	0.4

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 18 Page 239
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican Amer.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.
Total	500	336	66	32	237	105	102	135	333	159	31	105	138	44	195	61	86	43	235	59
REGULARLY	29.9	25.1	36.8	49.3	17.5	44.5	17.2	17.8	33.5	23.1	17.0	23.9	32.0	17.9	34.6	28.2	29.2	18.6	36.0	28.9
2 or More	18.6	15.8	19.7	37.4	10.6	28.6	11.2	10.2	21.1	13.6	12.2	12.8	20.2	6.8	21.8	17.2	20.9	13.7	21.7	12.8
Once a Week	11.3	9.3	17.2	11.9	6.9	16.0	6.0	7.6	12.4	9.5	4.8	11.1	11.8	11.2	12.8	11.0	8.2	4.8	14.3	16.1
NOT REGULARLY	18.2	15.4	21.6	18.6	15.9	15.8	15.5	16.1	17.0	19.5	16.6	20.3	19.2	25.6	15.5	16.5	15.0	34.8	17.7	10.5
Every Couple Weeks	7.7	5.8	8.0	6.3	4.9	9.1	6.8	3.5	7.4	7.0	5.0	9.2	7.2	13.5	7.5	6.2	8.1	19.0	7.1	2.5
Once a Month	10.5	9.6	13.6	12.4	10.9	6.6	8.7	12.6	9.7	12.5	11.5	11.1	12.0	12.1	8.0	10.3	7.0	15.8	10.6	8.0
RARELY/NEVER	51.6	59.4	40.1	32.1	66.6	39.7	67.3	66.1	49.1	57.4	66.4	55.8	48.5	56.5	49.5	55.4	55.8	46.6	45.7	60.5
Rarely	25.0	30.2	20.7	11.8	32.2	25.9	30.0	33.9	24.6	25.2	35.9	22.7	21.6	21.3	26.8	23.6	24.2	22.8	24.6	21.4
Never	26.7	29.2	19.4	20.4	34.4	13.9	37.3	32.2	24.4	32.2	30.5	33.2	26.9	35.2	22.7	31.7	31.6	23.8	21.1	39.1
DK/REFUSED	0.3	-	1.5	-	-	-	-	-	0.4	-	-	-	0.3	-	0.5	-	-	-	0.6	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 18 Page 240
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AGE			MEN			WOMEN			GENDER	
		UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE
		40		55	40		55	40		55		
Total	500	145	302	35	58	128	17	87	174	18	210	290
REGULARLY	29.9	24.5	34.4	22.8	29.1	30.1	28.3	21.4	37.6	17.7	28.9	30.6
2 or More	18.6	18.2	20.0	14.0	21.4	17.1	18.3	16.0	22.2	10.0	17.8	19.2
Once a Week	11.3	6.3	14.4	8.9	7.7	13.0	10.1	5.4	15.4	7.7	11.1	11.4
NOT REGULARLY	18.2	20.3	18.1	6.6	22.9	21.6	5.0	18.6	15.6	8.1	20.7	16.4
Every Couple Weeks	7.7	10.4	6.4	4.2	13.0	7.8	-	8.7	5.3	8.1	9.1	6.6
Once a Month	10.5	9.9	11.8	2.4	9.9	13.8	5.0	9.9	10.3	*	11.6	9.8
RARELY/NEVER	51.6	55.2	47.0	70.6	48.0	47.9	66.7	60.0	46.2	74.2	50.2	52.7
Rarely	25.0	26.9	24.5	20.8	24.2	21.2	15.7	28.7	26.9	25.5	21.6	27.5
Never	26.7	28.3	22.5	49.8	23.8	26.7	51.0	31.3	19.4	48.6	28.6	25.2
DK/REFUSED	0.3	-	0.4	-	-	0.3	-	-	0.6	-	0.2	0.3

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 19 Page 241
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AREA													CHILDREN IN GRADES 6-12		APPROPRIATE TO START TALKING ABOUT ALCOHOL ABUSE			TALKED ABOUT ALCOHOL ABUSE	
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	1	2 OVER	LESS/ 10	11-14 15	OVER	YES	NO/ NOT YET
Total	500	160	66	18	76	141	60	81	88	44	44	21	56	34	278	213	249	212	20	475	25
LIBERAL	24.3	24.5	28.3	25.2	21.1	25.7	34.5	19.2	24.3	30.2	18.4	6.8	22.8	30.4	25.1	22.6	25.6	24.6	18.1	24.1	28.6
Very	11.1	10.9	18.5	13.9	3.8	13.1	19.8	8.1	10.4	13.2	7.5	6.8	10.7	9.2	11.3	9.9	9.5	13.1	11.4	11.3	7.0
Somewhat	13.2	13.6	9.9	11.3	17.3	12.6	14.8	11.0	13.9	17.0	10.8	-	12.1	21.2	13.9	12.7	16.1	11.5	6.8	12.7	21.5
MODERATE	25.3	35.0	39.8	36.4	30.6	21.8	24.0	20.1	16.7	23.9	9.3	23.4	23.0	20.6	23.7	27.3	27.1	24.3	28.4	24.8	33.1
Somewhat	23.2	17.7	10.9	27.5	21.3	26.1	26.6	25.8	27.4	18.1	37.0	19.4	31.6	13.8	23.8	22.5	23.0	23.1	17.4	24.0	6.6
Very	22.3	20.7	20.0	6.2	24.8	20.9	13.4	26.5	22.7	15.5	29.9	46.4	19.4	23.9	21.9	23.0	20.2	23.8	14.3	22.3	22.2
CONSERVATIVE	45.4	38.5	31.0	33.7	46.1	47.1	40.0	52.3	50.1	33.6	66.9	65.7	51.0	37.7	45.6	45.5	43.2	47.0	31.6	46.3	28.8
DK/REFUSED	5.0	2.0	0.9	4.6	2.3	5.4	1.4	8.4	8.9	12.3	5.5	4.1	3.2	11.3	5.5	4.6	4.1	4.2	21.8	4.8	9.6
Mean	3.34	3.24	3.04	3.01	3.47	3.31	2.99	3.56	3.42	3.07	3.75	4.03	3.38	3.25	3.33	3.38	3.30	3.35	3.21	3.35	3.17

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 19 Page 242
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	TALK ABOUT ALCOHOL			TALKED ABOUT		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR					CHOICE MODEL	
		ABUSE WITH YOUR			ALCOHOL ABUSE		YOUR COMMUNITY				WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY					WHEN AGE/YOUR	
		CHILDREN			LAST FEW MOS.										ALCOHOL					CHILD DRINK	
		FREQU-	SOME-	RARELY	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	UNDER	Under	18-20	21/	22/	ABLE	ACT
		ENTLY	TIMES				LEM	ious		PROB-	ERNED			ALL	21	18		OVER	Over	TO	IRRESP
										LEM										HANDLE	ONSIBL
Total	500	174	221	78	396	78	405	210	195	40	300	65	235	197	172	67	105	280	37	38	449
LIBERAL	24.3	17.4	30.4	21.4	25.9	14.1	23.8	26.2	21.2	30.5	26.4	20.2	28.1	20.7	32.0	35.4	29.8	23.2	26.3	45.5	22.8
Very	11.1	8.1	14.7	9.2	11.9	8.5	10.0	9.2	11.0	20.6	13.1	10.6	13.9	7.5	15.3	22.0	11.0	10.0	12.0	29.4	9.5
Somewhat	13.2	9.3	15.7	12.2	13.9	5.6	13.7	17.0	10.2	9.9	13.3	9.6	14.3	13.2	16.7	13.4	18.8	13.2	14.3	16.1	13.3
MODERATE	25.3	24.6	23.9	27.2	23.7	31.0	25.2	22.5	28.0	18.7	24.8	16.3	27.2	25.8	25.0	28.6	22.7	24.6	12.8	22.6	24.4
Somewhat	23.2	27.6	24.0	16.6	23.9	25.2	23.6	23.6	23.5	17.6	21.9	20.5	22.3	25.2	26.2	19.6	30.4	22.5	25.5	18.7	23.8
Very	22.3	24.3	18.3	28.7	23.0	18.4	22.8	24.6	20.9	25.1	23.1	35.8	19.5	21.4	12.8	9.3	15.0	23.8	24.8	9.9	23.8
CONSERVATIVE	45.4	51.9	42.3	45.3	46.8	43.6	46.4	48.3	44.4	42.8	45.0	56.3	41.8	46.6	39.0	28.9	45.5	46.3	50.3	28.6	47.7
DK/REFUSED	5.0	6.1	3.4	6.1	3.6	11.3	4.6	3.0	6.4	8.0	3.8	7.2	2.9	7.0	4.0	7.0	2.1	5.9	10.6	3.3	5.2
Mean	3.34	3.54	3.16	3.46	3.33	3.45	3.37	3.39	3.35	3.18	3.30	3.66	3.20	3.43	3.05	2.79	3.20	3.39	3.41	2.62	3.41

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 19 Page 243
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	S/R/H: ADS		SEEN AD		SEEN AD		SEEN ADS		HEARD OF/VIST		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK									
		STOP UNDERAGE DRINKING		GIRL ON FLOOR		TEENAGE BOY					TALKITOUTNC.ORG										
		YES	NO	YES	NO	YES	NO	YES	1 OF 2	NO, NEI- THER	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY /NEVER	Rarely	Never
								BOTH													
Total	500	202	281	203	289	221	275	153	112	224	99	399	149	93	56	91	38	53	258	125	133
LIBERAL	24.3	24.0	24.8	26.8	22.5	24.7	23.7	25.0	25.7	22.7	28.8	22.9	33.9	38.6	26.2	28.8	41.8	19.4	17.2	22.0	12.8
Very	11.1	9.8	12.1	11.7	10.3	12.2	9.8	12.7	7.2	10.9	16.9	9.7	15.8	13.8	18.9	13.7	16.3	11.9	7.6	8.2	7.0
Somewhat	13.2	14.2	12.6	15.1	12.2	12.5	13.8	12.3	18.5	11.8	11.9	13.2	18.2	24.8	7.2	15.1	25.4	7.6	9.6	13.7	5.8
MODERATE	25.3	23.2	26.5	28.3	23.1	23.9	26.6	26.8	25.2	24.5	28.9	24.5	23.2	23.1	23.3	31.9	40.7	25.4	23.9	24.4	23.4
Somewhat	23.2	25.3	21.7	23.1	22.5	26.9	20.1	26.7	19.8	21.5	15.0	25.3	26.3	20.0	36.6	23.1	12.9	30.6	21.5	23.0	20.0
Very	22.3	25.0	20.5	19.1	25.1	20.4	23.7	18.9	23.3	24.8	22.8	22.2	10.2	9.5	11.4	11.6	4.6	16.7	33.1	26.8	39.0
CONSERVATIVE	45.4	50.3	42.2	42.2	47.6	47.3	43.8	45.6	43.1	46.3	37.8	47.5	36.5	29.6	48.0	34.7	17.5	47.3	54.6	49.8	59.0
DK/REFUSED	5.0	2.6	6.5	2.7	6.8	4.1	5.9	2.6	5.9	6.6	4.5	5.1	6.4	8.8	2.5	4.6	-	7.9	4.3	3.8	4.7
Mean	3.34	3.43	3.28	3.23	3.43	3.32	3.36	3.28	3.36	3.40	3.16	3.39	2.97	2.85	3.15	3.04	2.64	3.35	3.66	3.48	3.82

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 19 Page 244
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	IDEOLOGY						PARTY						WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	121	56	66	126	116	111	227	164	200	122	105	17	146	93	84	3	86	14
LIBERAL	24.3	100.0	100.0	100.0	-	-	-	-	8.8	44.6	14.1	15.4	6.2	8.3	60.1	14.4	78.7	30.7	27.2
Very	11.1	45.8	100.0	-	-	-	-	-	2.6	21.2	6.9	7.0	6.2	2.3	29.5	9.0	32.2	11.1	-
Somewhat	13.2	54.2	-	100.0	-	-	-	-	6.1	23.4	7.2	8.4	-	6.0	30.7	5.3	46.5	19.6	27.2
MODERATE	25.3	-	-	-	100.0	-	-	-	15.6	25.3	36.4	38.1	25.7	14.7	18.7	36.1	-	29.6	48.0
Somewhat	23.2	-	-	-	-	100.0	-	51.0	33.2	14.2	25.7	26.6	19.9	33.7	9.6	26.0	-	22.5	12.8
Very	22.3	-	-	-	-	-	100.0	49.0	38.8	13.7	16.4	15.3	23.2	39.6	10.7	17.4	-	13.1	12.0
CONSERVATIVE	45.4	-	-	-	-	100.0	100.0	100.0	72.0	27.9	42.0	41.9	43.1	73.2	20.3	43.4	-	35.7	24.8
DK/REFUSED	5.0	-	-	-	-	-	-	-	3.7	2.2	7.5	4.7	25.0	3.7	0.9	6.2	21.3	4.1	-
Mean	3.34	1.54	1.00	2.00	3.00	4.00	5.00	4.49	4.03	2.75	3.40	3.36	3.72	4.06	2.41	3.40	1.59	3.07	3.10

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 19 Page 245
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL
Total	500	73	69	59	91	130	63	285	311	185	175	125	109	110	277
LIBERAL	24.3	7.9	31.8	15.0	9.5	51.5	13.3	25.0	25.4	24.0	27.6	21.8	34.5	30.8	18.0
Very	11.1	1.2	16.8	4.4	3.7	23.5	9.2	12.1	11.6	8.8	13.9	10.9	15.4	20.2	6.0
Somewhat	13.2	6.6	15.0	10.6	5.8	27.9	4.1	12.8	13.8	15.2	13.7	10.8	19.2	10.6	12.0
MODERATE	25.3	16.3	34.5	30.1	15.0	20.4	42.2	25.3	24.4	22.2	26.5	26.4	22.3	29.0	25.2
Somewhat	23.2	35.0	22.3	25.7	31.8	9.8	25.6	22.9	22.5	24.7	23.3	20.4	16.7	19.1	27.5
Very	22.3	36.2	10.4	19.2	40.8	15.5	13.7	23.3	23.1	27.1	15.6	27.1	20.4	19.4	23.7
CONSERVATIVE	45.4	71.2	32.7	44.9	72.6	25.4	39.4	46.3	45.6	51.8	38.9	47.5	37.1	38.5	51.2
DK/REFUSED	5.0	4.6	1.1	10.1	2.9	2.8	5.1	3.5	4.5	2.0	7.1	4.4	6.2	1.7	5.5
Mean	3.34	4.03	2.95	3.50	4.03	2.65	3.32	3.34	3.33	3.47	3.14	3.44	3.08	3.07	3.54

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 19 Page 246
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ Youn- ger	12	13	14	15/ OLDER	15	16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total	500	285	48	84	113	94	311	105	112	147	285	127	196	311	207	147
LIBERAL	24.3	25.0	24.8	21.4	25.1	27.2	25.4	24.2	24.4	22.7	25.0	21.1	25.6	25.4	25.5	22.7
Very	11.1	12.1	9.4	11.7	14.7	6.9	11.6	12.5	11.0	8.9	12.1	11.3	11.8	11.6	12.3	8.9
Somewhat	13.2	12.8	15.4	9.7	10.4	20.2	13.8	11.7	13.4	13.8	12.8	9.8	13.8	13.8	13.2	13.8
MODERATE	25.3	25.3	26.1	37.2	23.6	19.0	24.4	31.1	22.0	23.6	25.3	34.6	20.4	24.4	24.7	23.6
Somewhat	23.2	22.9	13.3	17.7	27.5	25.4	22.5	23.4	24.1	24.2	22.9	15.5	27.6	22.5	23.1	24.2
Very	22.3	23.3	31.8	18.1	21.8	25.9	23.1	19.5	25.9	22.7	23.3	23.7	24.3	23.1	23.9	22.7
CONSERVATIVE	45.4	46.3	45.1	35.8	49.2	51.3	45.6	42.9	50.1	46.9	46.3	39.1	51.9	45.6	47.0	46.9
DK/REFUSED	5.0	3.5	4.0	5.7	2.1	2.6	4.5	1.8	3.6	6.8	3.5	5.2	2.0	4.5	2.8	6.8
Mean	3.34	3.34	3.45	3.22	3.32	3.44	3.33	3.26	3.42	3.41	3.34	3.32	3.40	3.33	3.34	3.41

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 19 Page 247
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MALE ONLY (CHILDREN)							FEMALE ONLY (CHILDREN)							BOTH (CHILDREN)						
		14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older			
Total	500	101	46	70	103	59	52	91	37	58	111	75	44	88	42	65	96	74	51			
LIBERAL	24.3	26.3	23.5	29.6	24.3	18.8	27.4	22.6	24.5	20.1	30.7	36.7	17.3	27.4	17.0	27.4	20.7	19.5	22.9			
Very	11.1	12.3	12.6	12.4	6.4	5.6	6.4	9.3	8.0	9.6	15.3	16.8	12.2	15.5	13.7	13.6	13.2	13.0	8.8			
Somewhat	13.2	13.9	10.9	17.2	18.0	13.2	21.1	13.3	16.5	10.5	15.4	19.9	5.1	11.9	3.3	13.8	7.5	6.5	14.1			
MODERATE	25.3	19.0	27.7	12.8	26.5	28.8	24.5	33.1	40.7	26.2	21.3	17.9	26.6	22.6	32.0	23.3	25.1	28.3	18.8			
Somewhat	23.2	24.0	21.5	25.2	24.4	31.3	18.5	24.7	5.8	36.9	22.4	18.6	35.3	18.7	18.5	19.9	20.8	21.1	20.9			
Very	22.3	29.9	27.0	31.3	22.0	20.1	24.0	14.4	20.9	13.8	20.0	24.1	11.6	26.5	24.2	27.1	27.9	26.8	31.1			
CONSERVATIVE	45.4	53.8	48.5	56.5	46.4	51.4	42.5	39.1	26.6	50.8	42.5	42.6	46.9	45.1	42.7	47.0	48.7	47.9	52.0			
DK/REFUSED	5.0	0.9	0.3	1.1	2.8	1.0	5.5	5.2	8.1	2.9	5.5	2.8	9.2	4.9	8.3	2.3	5.4	4.4	6.3			
Mean	3.34	3.46	3.39	3.46	3.39	3.48	3.35	3.23	3.16	3.36	3.17	3.14	3.32	3.30	3.39	3.34	3.45	3.44	3.55			

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 19 Page 248
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN						WOMEN						MEN			WOMEN		
		14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	136	60	96	116	75	66	149	67	100	195	132	81	75	74	54	111	101	71
LIBERAL	24.3	20.1	14.0	22.9	16.1	15.7	16.6	29.4	27.6	28.2	31.0	31.0	27.6	15.9	25.1	11.7	29.4	29.5	29.4
Very	11.1	8.0	7.4	6.6	7.2	6.5	9.0	15.9	14.9	16.7	14.3	15.6	8.9	5.6	11.5	4.5	10.9	15.6	15.8
Somewhat	13.2	12.1	6.5	16.3	8.9	9.3	7.7	13.5	12.7	11.5	16.7	15.4	18.8	10.2	13.6	7.2	18.5	13.9	13.6
MODERATE	25.3	27.5	38.6	20.5	24.4	23.6	25.2	23.3	30.9	20.3	24.4	25.3	22.3	27.6	26.3	22.2	18.7	26.6	29.5
Somewhat	23.2	26.6	17.9	31.8	28.9	30.5	26.3	19.6	13.3	23.7	18.7	18.8	22.5	31.3	22.0	31.6	20.3	24.1	11.9
Very	22.3	22.0	23.6	22.4	25.8	26.9	25.5	24.6	23.7	26.1	21.5	22.2	20.4	22.5	15.8	31.1	30.1	15.5	24.0
CONSERVATIVE	45.4	48.6	41.5	54.2	54.7	57.5	51.8	44.2	37.0	49.8	40.2	41.1	42.9	53.7	37.8	62.7	50.4	39.6	35.9
DK/REFUSED	5.0	3.9	6.0	2.4	4.7	3.2	6.4	3.1	4.4	1.7	4.5	2.6	7.2	2.8	10.8	3.4	1.5	4.3	5.1
Mean	3.34	3.44	3.46	3.48	3.60	3.64	3.55	3.24	3.19	3.32	3.17	3.17	3.29	3.56	3.19	3.80	3.41	3.10	3.16

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 19 Page 249
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work
Total	500	15	41	72	53	62	125	55	312	127	240	243	125	180	12	70	98	311	211	100
LIBERAL	24.3	26.4	16.7	27.8	20.4	28.2	32.4	19.2	28.5	24.1	28.6	24.3	32.4	20.2	7.9	19.4	22.3	27.3	23.5	35.4
Very	11.1	2.7	5.4	15.4	6.7	12.7	15.6	4.7	13.5	10.7	12.9	10.4	15.6	6.6	-	10.0	5.0	14.1	12.6	17.3
Somewhat	13.2	23.8	11.3	12.4	13.8	15.5	16.7	14.6	15.0	13.3	15.8	14.0	16.7	13.6	7.9	9.5	17.2	13.3	10.9	18.2
MODERATE	25.3	9.2	22.4	25.1	18.2	18.6	30.0	18.9	24.6	22.4	24.4	20.5	30.0	21.2	17.6	20.8	22.0	28.2	27.8	29.0
Somewhat	23.2	40.5	13.2	29.0	23.6	27.7	21.1	20.3	24.6	25.2	23.4	25.5	21.1	28.2	19.5	24.2	32.2	19.5	21.4	15.7
Very	22.3	15.8	40.8	14.7	36.3	22.5	15.1	34.3	20.1	23.2	21.7	25.9	15.1	23.1	35.8	23.7	21.1	21.6	24.0	16.7
CONSERVATIVE	45.4	56.3	54.0	43.7	59.9	50.2	36.2	54.6	44.8	48.4	45.1	51.4	36.2	51.3	55.3	47.9	53.3	41.2	45.4	32.3
DK/REFUSED	5.0	8.1	7.0	3.4	1.5	3.0	1.4	7.3	2.2	5.1	1.8	3.8	1.4	7.2	19.1	11.9	2.3	3.3	3.4	3.2
Mean	3.34	3.47	3.78	3.16	3.70	3.33	3.03	3.70	3.23	3.39	3.26	3.44	3.03	3.51	4.03	3.48	3.48	3.22	3.35	2.96

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 19 Page 250
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	SINGLE	MAR- RIED	SEPA- RATED	DIV- ORCED	WID- OWED	MALE	FEMALE
Total	500	86	119	82	36	94	192	128	64	46	384	11	50	3	168	216
LIBERAL	24.3	18.0	17.8	15.6	22.8	22.2	33.2	28.5	42.6	36.2	23.6	28.0	17.3	40.8	16.7	29.0
Very	11.1	7.3	7.4	7.3	7.7	5.9	18.2	15.9	22.7	11.6	10.9	12.1	9.0	40.8	6.0	14.8
Somewhat	13.2	10.7	10.4	8.3	15.1	16.3	15.0	12.6	19.9	24.6	12.7	15.9	8.3	-	10.7	14.2
MODERATE	25.3	20.9	32.5	33.1	31.1	21.5	25.5	24.3	27.8	19.2	24.3	24.0	42.4	14.5	25.1	23.7
Somewhat	23.2	30.3	25.6	27.2	21.9	26.4	15.8	17.6	12.1	32.4	24.2	6.2	14.7	-	28.9	20.5
Very	22.3	23.1	19.4	19.3	19.7	23.2	23.0	27.1	14.9	10.9	23.7	41.8	19.5	-	24.5	23.2
CONSERVATIVE	45.4	53.3	45.0	46.5	41.7	49.5	38.8	44.7	27.0	43.3	47.9	48.0	34.3	-	53.4	43.7
DK/REFUSED	5.0	7.8	4.7	4.8	4.4	6.7	2.5	2.5	2.6	1.3	4.2	*	6.1	44.7	4.9	3.6
Mean	3.34	3.55	3.41	3.45	3.32	3.48	3.11	3.28	2.76	3.06	3.39	3.50	3.29	1.52	3.58	3.24

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 19 Page 251
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican Amer.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.
Total	500	336	66	32	237	105	102	135	333	159	31	105	138	44	195	61	86	43	235	59
LIBERAL	24.3	19.3	36.3	52.3	14.9	31.6	10.8	18.1	24.3	24.9	12.5	31.0	16.6	24.6	29.7	35.6	30.0	21.7	22.8	37.0
Very	11.1	7.8	14.1	41.9	3.9	18.5	4.8	3.2	11.7	9.9	10.5	10.0	6.8	7.7	15.2	11.6	15.2	9.6	10.5	8.6
Somewhat	13.2	11.5	22.2	10.3	11.1	13.1	6.0	14.9	12.6	15.0	2.0	21.0	9.8	16.8	14.5	24.0	14.9	12.1	12.4	28.4
MODERATE	25.3	21.7	23.2	37.3	19.1	31.6	20.2	18.2	21.9	31.3	22.1	32.0	21.2	44.9	22.4	22.9	22.8	33.5	21.7	30.2
Somewhat	23.2	27.5	26.1	4.6	26.2	27.4	31.9	21.9	24.4	20.6	17.3	20.3	29.0	21.3	21.2	19.6	21.2	30.1	24.5	14.1
Very	22.3	27.3	12.9	-	35.9	4.8	32.8	38.2	24.8	16.9	36.4	12.4	26.0	6.9	23.9	16.4	19.6	14.7	27.0	11.3
CONSERVATIVE	45.4	54.9	39.1	4.6	62.1	32.2	64.7	60.1	49.2	37.5	53.7	32.8	55.1	28.2	45.1	36.0	40.8	44.8	51.5	25.5
DK/REFUSED	5.0	4.1	1.5	5.9	3.9	4.6	4.3	3.7	4.6	6.2	11.8	4.2	7.1	2.3	2.8	5.5	6.4	-	3.9	7.4
Mean	3.34	3.57	3.02	2.05	3.82	2.86	3.85	3.80	3.40	3.21	3.76	3.04	3.62	3.03	3.25	3.05	3.16	3.28	3.47	2.91

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 19 Page 252
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AGE			MEN			WOMEN			GENDER	
		UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE
		40		55	40		55	40		55		
Total	500	145	302	35	58	128	17	87	174	18	210	290
LIBERAL	24.3	24.2	24.7	23.4	19.3	13.0	38.7	27.5	33.2	9.0	17.4	29.2
Very	11.1	11.8	9.5	17.4	3.9	4.4	29.6	17.1	13.3	6.1	7.2	14.0
Somewhat	13.2	12.4	15.1	5.9	15.4	8.7	9.2	10.4	19.9	2.9	10.2	15.3
MODERATE	25.3	26.5	24.9	22.2	31.6	27.1	8.4	23.1	23.3	35.0	27.0	24.0
Somewhat	23.2	23.5	22.4	21.3	24.8	28.8	28.9	22.7	17.6	14.2	27.3	20.1
Very	22.3	19.7	24.0	22.5	16.8	24.7	18.0	21.6	23.5	26.7	21.5	22.8
CONSERVATIVE	45.4	43.2	46.4	43.8	41.6	53.5	46.9	44.3	41.2	40.9	48.8	42.9
DK/REFUSED	5.0	6.0	4.0	10.7	7.6	6.3	6.0	5.0	2.3	15.1	6.7	3.8
Mean	3.34	3.29	3.38	3.29	3.38	3.65	2.96	3.22	3.19	3.62	3.49	3.23

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 20 Page 253
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

20. WITH WHICH POLITICAL PARTY ARE YOU REGISTERED?

	TOTAL	AREA														CHILDREN IN		APPROPRIATE TO		TALKED ABOUT	
																GRADES 6-12		START TALKING ABOUT		ALCOHOL ABUSE	
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	1	2 OVER	LESS/ 10	11-14 15	OVER	YES	NO/ NOT YET
Total	500	160	66	18	76	141	60	81	88	44	44	21	56	34	278	213	249	212	20	475	25
REPUBLICAN	32.8	25.2	21.3	6.2	33.0	37.3	21.3	49.1	35.9	22.8	49.2	38.2	32.6	39.4	32.0	34.0	32.2	33.6	33.8	33.2	25.7
DEMOCRAT	40.0	49.4	50.3	67.3	44.4	33.1	54.4	17.3	42.3	55.1	29.4	29.2	35.3	31.8	44.0	35.2	40.6	41.3	28.1	39.6	47.3
INDEPENDENT/OTHER	24.4	23.8	27.6	26.5	19.9	25.6	21.8	28.5	19.9	21.3	18.5	25.4	30.0	24.8	20.9	28.2	25.3	22.6	23.7	24.9	16.6
Independent	21.1	20.1	23.3	24.2	16.3	24.5	21.8	26.5	14.1	17.1	11.1	22.2	30.0	14.1	18.6	23.4	21.4	20.1	15.6	21.4	15.6
Other	3.4	3.7	4.2	2.4	3.5	1.1	-	2.0	5.8	4.2	7.4	3.1	-	10.7	2.4	4.8	3.8	2.6	8.1	3.5	1.1
DK/REFUSED	2.8	1.6	0.8	*	2.7	4.1	2.6	5.2	1.8	0.7	3.0	7.3	2.1	4.0	3.1	2.6	2.0	2.5	14.4	2.4	10.4



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 20 Page 254
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

20. WITH WHICH POLITICAL PARTY ARE YOU REGISTERED?

	TOTAL	TALK ABOUT ALCOHOL			TALKED ABOUT		UNDERAGED DRINKING IN					CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR				CHOICE MODEL	
		ABUSE WITH YOUR			ALCOHOL ABUSE		YOUR COMMUNITY					WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY				WHEN AGE/YOUR	
		CHILDREN			LAST FEW MOS.											ALCOHOL				CHILD DRINK	
		FREQU-	SOME-	RARELY	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	UNDER	Under	18-20	21/	22/	ABLE	ACT
		ENTLY	TIMES				LEM	ious		PROB-	ERNED			ALL	21	18		OVER	Over	TO	IRRESP
										LEM										HANDLE	ONSIBL
Total	500	174	221	78	396	78	405	210	195	40	300	65	235	197	172	67	105	280	37	38	449
REPUBLICAN	32.8	36.9	32.2	27.8	35.2	23.0	34.3	34.8	33.8	26.5	31.0	40.6	28.3	35.9	28.0	24.9	30.0	34.3	30.0	28.8	33.4
DEMOCRAT	40.0	37.1	41.1	40.2	38.0	48.6	37.7	35.7	39.9	48.2	41.1	40.8	41.2	37.5	41.3	35.8	44.9	40.5	43.7	42.5	39.7
INDEPENDENT/OTHER	24.4	22.2	25.3	30.2	24.8	24.5	25.4	26.5	24.2	17.8	24.9	12.6	28.4	24.1	27.2	31.7	24.3	23.5	22.0	23.3	24.5
Independent	21.1	18.1	21.8	27.6	20.9	22.7	22.1	24.7	19.2	12.0	21.0	12.6	23.3	21.5	24.9	30.4	21.4	19.5	14.0	18.4	21.1
Other	3.4	4.0	3.4	2.6	3.8	1.8	3.3	1.8	5.1	5.8	3.9	-	5.0	2.6	2.3	1.3	2.9	4.0	8.0	4.8	3.4
DK/REFUSED	2.8	3.9	1.4	1.8	2.1	3.8	2.6	3.0	2.1	7.5	3.0	6.0	2.2	2.5	3.5	7.6	0.9	1.7	4.3	5.4	2.4

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 20 Page 255
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

20. WITH WHICH POLITICAL PARTY ARE YOU REGISTERED?

	TOTAL	S/R/H: ADS		SEEN AD		SEEN AD		SEEN ADS		HEARD OF/VIST		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK									
		STOP UNDERAGE		GIRL ON FLOOR		TEENAGE BOY				TALKITOUTNC.O											
		DRINKING								RG											
		YES	NO	YES	NO	YES	NO	YES	1 OF 2	NO,	YES	NO	REGU-	2+	Once A	NOT	Every	Once A	RARELY	Rarely	Never
							BOTH		NEI-			LARLY	Times/	Week	REGU-	Couple	Week	/NEVER			
									THER				Week		LARLY	Weeks					

Total	500	202	281	203	289	221	275	153	112	224	99	399	149	93	56	91	38	53	258	125	133
REPUBLICAN	32.8	38.8	29.2	35.3	31.5	34.1	32.2	36.3	32.0	31.8	26.7	34.3	29.5	28.1	31.7	22.1	23.5	21.1	38.7	38.8	38.5
DEMOCRAT	40.0	38.1	40.7	38.5	39.8	42.3	38.0	36.6	47.9	36.7	46.0	38.3	41.6	38.5	46.6	46.9	52.1	43.2	36.8	34.9	38.6
INDEPENDENT/OTHER	24.4	20.7	26.9	24.6	25.0	21.6	26.4	25.5	17.4	27.7	25.9	24.2	26.1	31.0	18.0	27.1	23.6	29.6	22.3	23.9	20.9
Independent	21.1	17.4	23.8	23.0	20.3	19.4	22.1	23.4	15.9	22.4	20.2	21.4	24.2	29.4	15.6	20.1	18.7	21.1	19.3	19.3	19.4
Other	3.4	3.2	3.1	1.6	4.7	2.2	4.4	2.1	1.5	5.4	5.7	2.8	1.9	1.6	2.3	6.9	4.9	8.4	3.0	4.6	1.5
DK/REFUSED	2.8	2.5	3.2	1.7	3.7	2.0	3.4	1.6	2.7	3.8	1.3	3.2	2.9	2.4	3.7	3.9	0.8	6.2	2.2	2.4	2.0

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 20 Page 256
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

20. WITH WHICH POLITICAL PARTY ARE YOU REGISTERED?

	TOTAL	IDEOLOGY						PARTY					WHITE			AFRICAN AMERICAN			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	121	56	66	126	116	111	227	164	200	122	105	17	146	93	84	3	86	14
REPUBLICAN	32.8	11.8	7.7	15.3	20.2	47.1	57.1	52.0	100.0	-	-	-	-	100.0	-	-	100.0	-	-
DEMOCRAT	40.0	73.4	76.0	71.2	40.0	24.4	24.7	24.5	-	100.0	-	-	-	-	100.0	-	-	100.0	-
INDEPENDENT/OTHER	24.4	14.2	15.1	13.5	35.2	27.1	18.0	22.6	-	-	100.0	100.0	100.0	-	-	100.0	-	-	100.0
Independent	21.1	13.3	13.2	13.5	31.8	24.2	14.5	19.4	-	-	86.2	100.0	-	-	-	88.1	-	-	87.2
Other	3.4	0.9	1.9	-	3.4	2.9	3.5	3.2	-	-	13.8	-	100.0	-	-	11.9	-	-	12.8
DK/REFUSED	2.8	0.5	1.2	*	4.6	1.4	0.2	0.8	-	-	-	-	-	-	-	-	-	-	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 20 Page 257
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

20. WITH WHICH POLITICAL PARTY ARE YOU REGISTERED?

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
Total	500	73	69	59	91	130	63	285	311	185	175	125	109	110	277
REPUBLICAN	32.8	100.0	-	-	100.0	-	-	34.9	33.2	29.9	33.4	35.5	24.4	29.2	37.6
DEMOCRAT	40.0	-	100.0	-	-	100.0	-	38.3	41.0	49.4	35.5	35.1	47.0	40.4	37.0
INDEPENDENT/OTHER	24.4	-	-	100.0	-	-	100.0	24.3	23.4	18.1	28.0	27.4	25.1	29.4	22.6
Independent	21.1	-	-	89.1	-	-	83.5	20.2	19.5	16.3	22.6	24.2	18.6	28.2	19.5
Other	3.4	-	-	10.9	-	-	16.5	4.1	3.9	1.8	5.4	3.3	6.4	1.2	3.1
DK/REFUSED	2.8	-	-	-	-	-	-	2.4	2.5	2.5	3.1	1.9	3.5	1.0	2.7

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 20 Page 258
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

20. WITH WHICH POLITICAL PARTY ARE YOU REGISTERED?

	TOTAL	AGE OF CHILDREN										AGE OF CHILDREN					
	14/ YOUN- GER	11/ Youn- ger	12	13	14	15/ OLDER	15	16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older		
Total	500	285	48	84	113	94	311	105	112	147	285	127	196	311	207	147	
REPUBLICAN	32.8	34.9	28.9	33.4	36.3	37.6	33.2	31.9	35.6	33.9	34.9	30.4	37.1	33.2	33.4	33.9	
DEMOCRAT	40.0	38.3	37.5	36.4	40.4	35.2	41.0	43.6	36.8	37.9	38.3	37.3	37.3	41.0	40.2	37.9	
INDEPENDENT/OTHER	24.4	24.3	29.4	28.4	19.1	26.9	23.4	22.7	24.0	25.8	24.3	29.6	23.0	23.4	23.5	25.8	
Independent	21.1	20.2	26.7	21.3	17.1	23.3	19.5	15.3	20.9	22.4	20.2	24.2	20.1	19.5	18.1	22.4	
Other	3.4	4.1	2.7	7.1	2.0	3.6	3.9	7.4	3.1	3.4	4.1	5.4	2.9	3.9	5.4	3.4	
DK/REFUSED	2.8	2.4	4.2	1.8	4.2	0.3	2.5	1.7	3.6	2.4	2.4	2.7	2.6	2.5	2.8	2.4	

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 20 Page 259
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

20. WITH WHICH POLITICAL PARTY ARE YOU REGISTERED?

	TOTAL						MALE ONLY (CHILDREN)						FEMALE ONLY (CHILDREN)						BOTH (CHILDREN)					
	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total	500	101	46	70	103	59	52	91	37	58	111	75	44	88	42	65	96	74	51					
REPUBLICAN	32.8	30.4	27.6	31.2	26.5	26.7	27.2	39.6	39.5	40.5	34.3	31.4	37.1	34.7	27.5	38.8	39.2	40.7	38.5					
DEMOCRAT	40.0	49.4	49.0	47.8	52.0	52.0	47.8	30.7	24.7	35.6	37.2	39.5	33.2	33.4	33.1	29.3	33.9	31.7	32.7					
INDEPENDENT/OTHER	24.4	17.3	19.4	18.0	18.8	19.3	22.1	26.4	33.6	20.2	25.9	25.8	28.9	30.7	37.6	30.6	24.7	24.6	25.6					
Independent	21.1	15.5	18.4	16.0	16.2	14.7	19.1	20.1	22.9	17.1	20.5	18.7	24.6	26.0	31.5	26.8	21.4	20.3	22.5					
Other	3.4	1.8	0.9	2.0	2.6	4.6	3.0	6.3	10.7	3.1	5.4	7.1	4.3	4.7	6.0	3.8	3.4	4.4	3.1					
DK/REFUSED	2.8	3.0	4.0	3.0	2.6	2.0	3.0	3.3	2.3	3.7	2.6	3.3	0.8	1.1	1.8	1.3	2.2	2.9	3.2					

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 20 Page 260
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

20. WITH WHICH POLITICAL PARTY ARE YOU REGISTERED?

	TOTAL	MEN						WOMEN						MEN			WOMEN		
		14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	136	60	96	116	75	66	149	67	100	195	132	81	75	74	54	111	101	71
REPUBLICAN	32.8	35.4	26.2	40.0	36.9	36.9	37.2	34.5	34.1	34.4	30.9	31.4	31.2	28.3	38.0	42.6	31.0	30.1	30.2
DEMOCRAT	40.0	37.2	39.3	34.1	30.0	27.8	30.7	39.3	35.5	40.2	47.5	47.3	43.8	41.0	33.9	21.7	55.1	36.7	45.3
INDEPENDENT/OTHER	24.4	24.5	30.1	23.0	29.2	30.9	28.2	24.1	29.2	23.0	19.9	19.4	23.8	27.3	24.8	31.7	12.0	30.2	24.2
Independent	21.1	20.9	24.6	21.4	25.0	24.4	23.4	19.6	23.9	18.9	16.3	14.6	21.5	24.7	20.9	28.7	10.7	23.8	20.7
Other	3.4	3.6	5.5	1.7	4.2	6.5	4.7	4.5	5.3	4.1	3.6	4.8	2.3	2.6	3.9	3.0	1.3	6.4	3.5
DK/REFUSED	2.8	2.8	4.3	2.8	3.9	4.4	3.9	2.1	1.2	2.4	1.7	1.9	1.1	3.4	3.3	4.0	1.9	3.0	0.3

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 20 Page 261
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

20. WITH WHICH POLITICAL PARTY ARE YOU REGISTERED?

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work
Total	500	15	41	72	53	62	125	55	312	127	240	243	125	180	12	70	98	311	211	100
REPUBLICAN	32.8	26.0	30.3	27.9	33.5	42.6	34.1	29.2	34.3	28.5	36.2	33.2	34.1	38.5	21.5	41.4	38.5	29.4	32.6	22.7
DEMOCRAT	40.0	64.5	45.8	43.8	40.1	30.2	41.7	50.7	39.6	46.8	38.4	41.0	41.7	41.4	33.3	35.9	46.3	39.5	35.7	47.5
INDEPENDENT/OTHER	24.4	9.5	19.0	26.3	25.1	25.8	22.4	16.5	24.4	22.0	23.9	23.7	22.4	16.4	29.2	19.9	12.3	29.2	29.7	28.1
Independent	21.1	2.6	12.8	22.2	18.4	25.1	20.5	10.1	21.5	16.9	21.3	19.4	20.5	15.3	29.2	19.5	10.5	24.4	25.6	21.9
Other	3.4	6.9	6.2	4.1	6.7	0.7	1.8	6.4	2.9	5.1	2.6	4.3	1.8	1.2	-	0.4	1.8	4.8	4.0	6.3
DK/REFUSED	2.8	*	4.9	2.0	1.3	1.4	1.8	3.7	1.7	2.7	1.6	2.1	1.8	3.7	16.0	2.8	2.9	1.9	2.0	1.7

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 20 Page 262
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

20. WITH WHICH POLITICAL PARTY ARE YOU REGISTERED?

	TOTAL	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	SINGLE	MAR- RIED	SEPA- RATED	DIV- ORCED	WID- OWED	MALE	FEMALE
Total	500	86	119	82	36	94	192	128	64	46	384	11	50	3	168	216
REPUBLICAN	32.8	40.6	30.1	32.5	24.7	36.6	29.0	32.7	21.6	11.1	36.1	23.8	27.5	-	35.4	36.7
DEMOCRAT	40.0	36.0	32.4	29.9	38.0	46.2	44.0	39.5	52.9	61.5	36.9	69.1	40.3	85.5	33.4	39.7
INDEPENDENT/OTHER	24.4	19.3	34.2	34.5	33.6	13.8	26.0	26.5	25.0	20.5	24.6	7.1	28.5	14.5	28.2	21.8
Independent	21.1	18.2	29.6	30.3	28.1	12.6	21.2	22.6	18.3	20.5	21.3	7.1	21.8	14.5	25.8	17.7
Other	3.4	1.1	4.7	4.3	5.6	1.2	4.8	3.9	6.7	-	3.3	-	6.7	-	2.4	4.1
DK/REFUSED	2.8	4.1	3.3	3.1	3.7	3.4	1.0	1.3	0.5	6.9	2.3	*	3.7	-	3.0	1.8

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 20 Page 263
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

20. WITH WHICH POLITICAL PARTY ARE YOU REGISTERED?

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican Amer.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.
Total	500	336	66	32	237	105	102	135	333	159	31	105	138	44	195	61	86	43	235	59
REPUBLICAN	32.8	37.6	35.0	-	37.9	29.7	40.2	36.1	43.9	9.8	28.8	2.7	44.3	5.1	43.6	1.0	48.9	3.1	42.3	2.6
DEMOCRAT	40.0	42.0	33.0	55.8	40.8	47.5	35.8	44.7	28.0	64.8	29.6	82.4	22.2	75.6	32.1	87.2	22.2	79.8	29.8	83.6
INDEPENDENT/OTHER	24.4	19.2	30.2	41.9	20.0	21.0	22.0	18.4	25.1	23.0	40.2	13.4	29.3	16.7	22.1	11.0	22.4	15.3	26.3	12.6
Independent	21.1	15.3	26.8	41.9	15.5	20.3	17.7	13.8	22.1	18.7	29.7	11.7	25.8	16.7	19.5	8.0	18.4	11.1	23.5	12.6
Other	3.4	3.9	3.4	-	4.5	0.7	4.3	4.6	3.0	4.3	10.5	1.7	3.5	-	2.6	2.9	4.0	4.2	2.8	-
DK/REFUSED	2.8	1.2	1.9	2.2	1.3	1.9	2.0	0.8	3.0	2.5	1.4	1.6	4.2	2.6	2.2	0.8	6.4	1.8	1.6	1.3

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 20 Page 264
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

20. WITH WHICH POLITICAL PARTY ARE YOU REGISTERED?

	TOTAL	AGE			MEN			WOMEN			GENDER	
		UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE
		40		55	40		55	40		55		
Total	500	145	302	35	58	128	17	87	174	18	210	290
REPUBLICAN	32.8	32.1	34.4	22.6	25.5	40.8	22.8	36.5	29.7	22.3	34.7	31.5
DEMOCRAT	40.0	39.2	38.0	57.6	39.6	25.8	62.8	39.0	47.0	52.9	33.1	44.9
INDEPENDENT/OTHER	24.4	24.3	25.4	19.8	27.4	30.7	14.5	22.3	21.4	24.8	28.2	21.7
Independent	21.1	18.4	22.9	17.0	21.8	28.4	12.9	16.2	18.9	20.8	25.1	18.1
Other	3.4	5.8	2.5	2.8	5.6	2.4	1.5	6.0	2.5	4.0	3.1	3.6
DK/REFUSED	2.8	4.4	2.2	*	7.5	2.7	*	2.3	1.8	*	4.1	1.9

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 21 Page 265
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AREA													CHILDREN IN		APPROPRIATE TO		TALKED ABOUT		
															GRADES 6-12		START TALKING ABOUT		ALCOHOL ABUSE		
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	1	2 OVER	LESS/ 10	11-14	OVER 15	YES	NO/ NOT YET
Total	500	160	66	18	76	141	60	81	88	44	44	21	56	34	278	213	249	212	20	475	25
14/YOUNGER	56.9	55.3	53.8	70.1	53.0	53.0	54.1	52.1	67.6	72.4	62.7	60.3	51.6	59.9	45.7	72.8	57.8	58.2	44.7	55.8	77.7
10/YOUNGER	4.1	4.6	6.3	13.6	1.0	2.9	-	5.1	4.9	9.7	-	-	3.1	8.6	2.8	4.9	4.4	3.6	4.0	3.1	22.7
11	5.9	4.3	4.4	3.2	4.4	7.4	7.6	7.3	7.2	9.4	4.9	7.9	4.7	5.1	3.4	9.4	7.4	4.2	5.9	5.6	12.6
12	16.8	17.9	12.7	25.8	20.6	14.3	4.8	21.3	16.8	22.8	10.6	10.2	17.9	24.5	10.6	25.7	17.2	17.9	15.2	16.1	30.9
13	22.6	21.2	20.8	28.7	19.7	18.4	28.3	11.0	29.7	27.3	32.2	36.6	24.9	15.4	17.0	30.7	24.9	21.0	16.2	22.2	28.7
14	18.8	23.1	24.5	12.2	24.5	17.0	20.9	14.1	18.1	20.8	15.3	20.3	11.3	19.8	12.9	27.3	14.7	24.1	17.5	19.3	10.5
15/OLDER	62.2	62.0	65.1	40.5	64.3	62.7	62.3	63.1	63.1	46.3	80.1	45.4	64.8	64.9	52.7	76.2	58.5	65.8	81.9	63.6	35.5
15	20.9	16.0	16.6	12.2	16.4	19.6	15.4	22.7	23.5	15.7	31.5	22.7	30.7	26.1	11.6	33.9	19.8	21.8	22.2	21.2	15.5
16	22.5	24.8	21.2	8.4	31.8	24.3	28.6	21.2	19.1	13.8	24.5	17.2	17.4	24.3	17.3	30.2	20.3	26.2	19.3	22.7	18.3
17	20.4	22.7	28.8	20.4	17.9	23.6	16.9	28.5	18.3	11.3	25.3	2.6	21.1	11.8	17.1	24.6	19.7	19.9	35.0	21.2	5.4
18/OLDER	9.7	8.9	5.5	3.0	13.2	13.3	15.6	11.7	8.3	8.3	8.4	7.3	7.2	6.9	7.3	13.1	8.6	9.8	31.5	10.2	-
REFUSED	4.5	4.6	3.9	3.0	5.5	5.0	4.7	5.2	2.7	3.2	2.2	10.8	1.6	8.3	3.8	3.5	5.8	1.7	7.2	4.5	5.3
Mean	14.49	14.52	14.52	13.51	14.72	14.76	14.90	14.66	14.26	13.68	14.80	14.10	14.47	14.08	14.63	14.41	14.35	14.56	15.23	14.58	12.72

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 21 Page 266
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	TALK ABOUT ALCOHOL			TALKED ABOUT		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR				CHOICE MODEL		
		ABUSE WITH YOUR			ALCOHOL ABUSE		YOUR COMMUNITY				WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY				WHEN AGE/YOUR		
		CHILDREN			LAST FEW MOS.										ALCOHOL				CHILD DRINK		
		FREQU-	SOME-	RARELY	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	Under	Under	18-20	21/	22/	ABLE	ACT
		ENTLY	TIMES				LEM	ious		PROB-	ERNED			ALL	21	18		OVER	Over	TO	IRRESP
										LEM										HANDLE	ONSIBL
Total	500	174	221	78	396	78	405	210	195	40	300	65	235	197	172	67	105	280	37	38	449
14/YOUNGER	56.9	50.8	58.6	59.1	58.1	44.0	56.6	55.3	58.0	60.4	57.6	54.5	58.5	55.5	52.4	44.6	57.3	59.9	44.7	46.4	57.8
10/YOUNGER	4.1	3.6	1.2	7.8	3.6	0.9	4.5	2.8	6.3	5.8	3.9	4.8	3.7	4.4	3.7	1.9	4.9	4.2	4.2	0.3	4.5
11	5.9	5.0	6.4	4.6	6.3	1.9	5.4	5.8	5.0	9.5	7.3	7.5	7.3	3.9	5.4	5.3	5.4	5.8	7.7	4.6	5.7
12	16.8	11.2	20.8	12.5	17.6	8.9	17.2	15.3	19.3	17.5	18.5	10.2	20.8	14.4	16.8	12.8	19.4	16.4	10.2	14.3	16.9
13	22.6	25.1	19.7	23.7	22.8	19.8	22.1	23.0	21.2	21.1	21.2	19.2	21.8	24.9	20.8	18.7	22.2	24.7	8.0	20.0	22.7
14	18.8	16.0	20.3	24.1	19.6	17.0	19.6	21.5	17.5	15.2	20.3	22.9	19.6	15.6	17.7	15.2	19.3	19.9	24.4	17.9	19.0
15/OLDER	62.2	70.7	59.0	61.3	64.4	60.9	63.1	64.5	61.6	59.5	60.0	58.8	60.4	64.9	67.8	67.9	67.7	59.8	57.8	74.3	61.7
15	20.9	25.1	18.8	19.8	22.0	17.7	20.7	21.1	20.4	15.0	20.0	14.9	21.4	22.5	19.8	14.7	23.0	23.4	26.1	12.7	21.9
16	22.5	25.9	21.5	18.6	23.3	20.2	22.7	25.0	20.1	35.5	21.0	28.4	18.9	23.9	24.1	27.3	22.1	22.0	11.5	39.7	21.3
17	20.4	20.2	22.0	21.3	20.6	24.4	21.8	20.9	22.9	14.8	20.8	18.0	21.5	19.9	24.0	25.8	22.9	19.3	20.6	18.4	20.5
18/OLDER	9.7	13.0	7.3	12.2	10.1	10.4	10.1	9.7	10.6	3.6	8.3	6.8	8.8	11.8	10.5	12.8	9.1	7.3	11.3	10.8	9.4
REFUSED	4.5	3.4	4.6	6.9	3.6	8.2	4.3	4.1	4.6	5.3	4.4	4.4	4.3	4.9	4.2	5.8	3.1	4.4	10.1	3.3	4.2
Mean	14.49	14.74	14.51	14.45	14.51	15.03	14.52	14.59	14.43	14.21	14.39	14.49	14.37	14.62	14.64	14.95	14.46	14.39	14.66	14.91	14.46

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 21 Page 267
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	S/R/H: ADS		SEEN AD		SEEN AD		SEEN ADS			HEARD OF/VIST		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK									
		STOP UNDERAGE		GIRL ON FLOOR		TEENAGE BOY					TALKITOUTNC.O											
		DRINKING									RG											
		YES	NO	YES	NO	YES	NO	YES	1 OF 2	NO,	YES	NO	REGU-	2+	Once A	NOT	Every	Once A	RARELY	Rarely	Never	
								BOTH		NEI-						REGU-	Couple	Week	/NEVER			
										THER						LARLY	Weeks					
Total	500	202	281	203	289	221	275	153	112	224	99	399	149	93	56	91	38	53	258	125	133	
14/YOUNGER	56.9	54.8	57.9	49.9	61.9	53.9	59.7	50.3	55.4	62.8	62.8	55.4	54.9	56.3	52.8	65.3	71.0	61.1	55.4	54.3	56.4	
10/YOUNGER	4.1	2.9	4.9	2.2	5.6	2.6	5.4	0.6	7.4	5.0	1.7	4.4	1.7	2.2	0.8	4.9	-	8.4	5.2	5.2	5.3	
11	5.9	7.0	5.0	5.6	6.3	4.7	7.0	4.8	6.3	6.8	6.9	5.4	6.6	5.3	8.8	1.3	3.1	-	7.2	6.9	7.5	
12	16.8	15.5	17.6	11.1	20.6	12.2	20.4	10.0	14.9	22.0	21.6	15.4	14.3	19.1	6.4	27.6	36.6	21.0	14.6	11.7	17.3	
13	22.6	25.4	20.2	23.7	21.6	26.4	19.7	26.9	19.6	21.2	25.6	21.9	26.4	25.8	27.3	16.2	22.9	11.3	22.7	23.4	22.1	
14	18.8	16.8	20.4	16.7	20.1	18.4	19.5	16.4	19.9	20.0	19.9	18.7	16.7	17.6	15.3	25.2	17.5	30.8	17.9	17.7	18.1	
15/OLDER	62.2	67.5	57.9	66.1	59.9	67.1	57.8	70.6	57.8	58.7	61.4	62.6	60.0	56.7	65.3	59.9	61.1	59.1	64.6	66.1	63.3	
15	20.9	24.2	19.3	21.2	20.6	20.2	21.8	23.8	13.4	22.8	21.9	20.8	22.4	24.8	18.4	17.7	22.8	13.9	21.4	26.4	16.7	
16	22.5	23.4	20.8	23.2	21.3	24.0	20.6	26.0	16.9	21.2	20.4	23.1	25.1	19.3	34.5	19.2	23.1	16.4	22.3	22.2	22.4	
17	20.4	20.5	20.3	23.4	18.9	23.8	17.6	23.7	24.5	16.7	18.5	20.8	16.2	17.4	14.3	20.3	25.8	16.3	22.9	23.9	22.1	
18/OLDER	9.7	10.1	9.7	7.9	11.1	9.4	10.0	7.6	12.1	10.3	7.6	10.2	8.4	7.0	10.7	9.4	5.3	12.5	10.5	6.4	14.3	
REFUSED	4.5	3.1	5.8	4.3	4.8	1.5	7.0	2.1	4.8	6.3	2.3	5.1	6.6	10.6	-	1.4	2.1	0.8	3.9	3.3	4.6	
Mean	14.49	14.55	14.46	14.70	14.36	14.69	14.31	14.81	14.44	14.30	14.35	14.55	14.52	14.38	14.75	14.37	14.40	14.35	14.51	14.50	14.53	

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 21 Page 268
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	IDEOLOGY						PARTY					WHITE			AFRICAN AMERICAN			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	121	56	66	126	116	111	227	164	200	122	105	17	146	93	84	3	86	14
14/YOUNGER	56.9	58.5	62.0	55.6	57.0	56.4	59.7	58.0	60.6	54.6	56.6	54.6	68.9	59.9	51.3	58.8	78.7	60.1	60.7
10/YOUNGER	4.1	4.5	3.7	5.2	4.6	1.8	5.9	3.8	2.0	5.6	3.5	3.6	2.5	1.5	2.2	1.8	-	8.2	6.5
11	5.9	6.5	4.5	8.2	5.7	3.7	8.0	5.8	6.5	4.2	8.2	8.7	5.2	6.9	3.3	8.1	-	6.2	11.2
12	16.8	14.8	17.7	12.4	24.8	12.8	13.7	13.2	17.1	15.3	19.5	17.0	35.4	16.7	11.0	20.4	-	18.3	7.4
13	22.6	23.3	29.7	17.8	21.1	26.8	22.1	24.5	24.9	22.8	17.6	18.3	13.5	24.5	25.6	17.4	-	23.5	17.5
14	18.8	21.1	11.7	28.9	14.2	20.6	21.9	21.3	21.6	16.6	20.7	20.8	20.0	20.5	16.9	21.9	78.7	16.3	35.9
15/OLDER	62.2	65.1	65.1	65.1	60.2	60.5	64.5	62.5	62.9	63.8	59.5	57.7	70.9	63.0	69.5	58.3	21.3	54.7	47.4
15	20.9	20.9	23.5	18.7	25.8	21.2	18.4	19.8	20.4	22.9	19.5	15.2	46.0	20.0	22.3	20.0	-	19.7	-
16	22.5	22.6	22.3	22.9	19.6	23.5	26.2	24.8	24.4	20.7	22.1	22.3	20.6	24.2	26.3	19.4	-	17.0	30.0
17	20.4	22.7	19.9	25.0	18.4	19.7	19.2	19.5	21.4	18.5	22.5	22.0	25.7	21.2	16.9	23.6	21.3	23.0	23.9
18/OLDER	9.7	4.9	3.6	5.9	10.2	12.5	10.8	11.6	9.9	10.1	8.7	9.5	4.0	8.6	10.9	7.1	-	5.4	5.4
REFUSED	4.5	2.2	4.8	*	4.2	2.2	5.9	4.0	4.2	1.3	9.7	11.2	-	4.4	1.4	9.9	-	1.5	10.3
Mean	14.49	14.40	14.32	14.46	14.33	14.73	14.45	14.59	14.56	14.46	14.46	14.48	14.38	14.55	14.73	14.47	14.64	14.15	14.38

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 21 Page 269
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL
Total	500	73	69	59	91	130	63	285	311	185	175	125	109	110	277
14/YOUNGER	56.9	66.0	72.9	56.3	56.2	44.8	56.8	100.0	38.0	54.3	51.8	70.3	54.1	59.9	57.1
10/YOUNGER	4.1	4.5	11.1	3.9	-	2.6	3.1	7.2	3.8	3.2	0.2	9.6	2.7	5.5	4.1
11	5.9	4.4	6.0	4.7	8.2	3.3	11.4	10.4	3.9	3.9	7.7	6.5	1.9	2.8	8.9
12	16.8	13.5	17.1	22.8	19.9	14.4	16.4	29.5	10.0	18.2	14.9	19.4	12.8	21.8	16.6
13	22.6	31.0	27.6	16.0	20.1	20.2	19.2	39.6	14.3	19.0	18.5	35.1	23.5	26.3	20.4
14	18.8	24.5	22.5	22.7	19.2	13.5	18.8	33.1	11.6	20.2	14.8	23.2	20.8	19.0	18.3
15/OLDER	62.2	59.0	50.3	57.4	65.9	71.0	61.5	41.6	100.0	55.8	63.1	77.0	64.6	55.5	64.6
15	20.9	26.4	20.6	22.0	15.6	24.1	17.1	15.5	33.7	16.8	19.0	32.3	20.7	17.2	22.8
16	22.5	17.4	9.5	18.7	29.9	26.7	25.2	16.0	36.2	15.4	23.6	34.1	25.3	19.9	22.5
17	20.4	25.3	22.9	20.9	18.4	16.2	24.0	11.4	32.8	18.4	18.5	27.7	19.6	21.6	20.5
18/OLDER	9.7	10.4	8.2	10.5	9.4	11.0	7.0	5.0	15.5	10.3	6.5	14.3	10.0	8.2	10.2
REFUSED	4.5	2.4	-	10.9	5.6	2.0	8.5	-	-	2.1	2.5	4.1	5.2	6.7	2.8
Mean	14.49	14.52	14.00	14.47	14.60	14.74	14.45	13.60	15.23	14.47	14.61	14.47	14.73	14.32	14.47

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 21 Page 270
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ Youn- ger	12	13	14	15/ OLDER	15	16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total	500	285	48	84	113	94	311	105	112	147	285	127	196	311	207	147
14/YOUNGER	56.9	100.0	100.0	100.0	100.0	100.0	38.0	42.1	40.5	31.3	100.0	100.0	100.0	38.0	40.9	31.3
10/YOUNGER	4.1	7.2	42.2	2.3	2.5	2.9	3.8	3.3	1.3	5.2	7.2	16.1	2.8	3.8	2.3	5.2
11	5.9	10.4	61.3	5.8	5.6	4.3	3.9	5.5	2.1	2.7	10.4	23.4	5.3	3.9	3.9	2.7
12	16.8	29.5	11.2	100.0	7.6	18.8	10.0	14.9	11.0	4.7	29.5	66.2	11.8	10.0	12.3	4.7
13	22.6	39.6	18.9	10.2	100.0	11.6	14.3	19.0	14.4	10.8	39.6	13.5	57.5	14.3	15.6	10.8
14	18.8	33.1	13.9	21.1	9.7	100.0	11.6	6.2	20.8	11.6	33.1	19.3	48.1	11.6	12.8	11.6
15/OLDER	62.2	41.6	49.6	37.0	39.4	38.2	100.0	100.0	100.0	100.0	41.6	41.7	39.1	100.0	100.0	100.0
15	20.9	15.5	19.0	18.5	17.7	6.9	33.7	100.0	8.8	19.9	15.5	19.2	12.3	33.7	50.5	19.9
16	22.5	16.0	7.8	14.7	14.3	24.8	36.2	9.5	100.0	10.8	16.0	11.3	18.2	36.2	54.3	10.8
17	20.4	11.4	16.2	4.0	11.4	14.1	32.8	22.6	4.5	69.3	11.4	8.8	13.3	32.8	13.0	69.3
18/OLDER	9.7	5.0	7.9	4.2	3.3	4.0	15.5	7.3	10.2	32.8	5.0	5.8	3.9	15.5	8.9	32.8
REFUSED	4.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	14.49	13.60	12.27	13.10	13.70	14.20	15.23	14.70	15.23	15.93	13.60	12.84	13.95	15.23	14.97	15.93

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 21 Page 271
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MALE ONLY (CHILDREN)						FEMALE ONLY (CHILDREN)						BOTH (CHILDREN)					
		14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total	500	101	46	70	103	59	52	91	37	58	111	75	44	88	42	65	96	74	51
14/YOUNGER	56.9	100.0	100.0	100.0	21.8	21.9	20.7	100.0	100.0	100.0	27.6	36.1	11.5	100.0	100.0	100.0	66.8	60.8	57.9
10/YOUNGER	4.1	5.9	13.0	4.0	3.9	3.3	4.0	0.4	0.9	-	-	-	-	13.7	28.9	4.1	8.1	3.9	11.0
11	5.9	7.1	15.7	4.9	0.6	1.1	-	14.9	37.0	4.4	5.3	7.9	-	9.2	19.5	5.5	5.0	2.2	6.2
12	16.8	33.6	73.8	13.6	7.2	7.8	5.5	28.7	71.0	1.6	9.4	13.9	3.2	27.6	58.3	19.6	13.8	14.3	5.3
13	22.6	35.0	9.5	50.2	6.0	3.4	8.2	35.6	2.4	56.2	6.9	7.8	4.1	49.9	28.6	67.2	31.8	33.1	19.3
14	18.8	37.2	25.4	53.5	7.2	8.4	7.0	28.7	7.0	45.2	7.6	8.8	4.2	32.9	22.7	44.3	20.0	20.2	21.1
15/OLDER	62.2	22.3	25.4	19.5	100.0	100.0	100.0	33.7	39.6	27.9	100.0	100.0	100.0	73.2	62.4	70.4	100.0	100.0	100.0
15	20.9	4.3	4.3	3.4	30.2	53.2	12.2	17.0	34.8	4.7	30.0	44.5	13.8	27.6	23.1	29.1	41.9	54.5	33.3
16	22.5	9.5	10.4	7.9	27.5	48.6	3.2	12.6	4.8	16.9	37.4	55.5	3.8	27.9	18.9	31.2	44.3	57.5	24.6
17	20.4	5.9	5.9	7.6	33.0	8.5	66.1	4.0	-	6.3	29.3	7.3	74.0	25.1	18.3	25.1	36.0	22.4	67.9
18/OLDER	9.7	4.7	4.7	3.6	18.5	5.5	37.0	1.5	3.8	-	10.3	3.1	26.0	9.3	9.2	7.7	18.5	17.5	34.9
REFUSED	4.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	14.49	13.33	12.69	13.61	15.60	15.13	16.26	13.45	12.76	13.89	15.41	14.88	16.61	13.95	13.08	14.22	14.88	14.96	15.42

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 21 Page 272
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN						WOMEN						MEN			WOMEN		
		14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	136	60	96	116	75	66	149	67	100	195	132	81	75	74	54	111	101	71
14/YOUNGER	56.9	100.0	100.0	100.0	44.6	49.8	33.3	100.0	100.0	100.0	34.1	35.9	29.7	60.7	66.1	70.6	50.0	41.4	70.1
10/YOUNGER	4.1	11.0	24.7	5.8	8.4	6.5	8.5	3.7	8.3	-	1.0	-	2.5	6.4	0.4	14.3	1.1	-	6.1
11	5.9	7.9	17.8	5.2	3.5	2.8	2.9	12.7	28.4	5.4	4.2	4.6	2.6	2.7	7.9	3.9	4.6	7.6	8.5
12	16.8	26.5	59.6	10.6	9.7	15.0	-	32.3	72.1	13.0	10.2	10.8	8.5	18.3	16.2	19.2	18.2	13.9	19.6
13	22.6	39.6	17.9	56.4	17.2	17.3	15.2	39.7	9.5	58.7	12.5	14.6	7.2	21.1	24.1	36.3	17.6	14.3	34.1
14	18.8	34.6	20.4	49.2	14.9	17.4	13.5	31.7	18.2	46.9	9.6	10.2	10.1	22.5	21.3	25.3	18.6	10.2	21.5
15/OLDER	62.2	38.2	40.8	36.7	100.0	100.0	100.0	44.6	42.5	41.2	100.0	100.0	100.0	50.9	48.5	77.4	59.1	73.8	76.7
15	20.9	17.1	21.8	13.4	41.5	64.4	31.4	14.0	16.8	11.2	29.0	42.7	10.5	17.4	16.3	43.1	16.5	20.9	24.1
16	22.5	13.1	11.5	15.3	27.4	42.5	7.0	18.6	11.2	20.9	41.4	60.9	13.8	11.3	11.5	27.7	18.1	32.4	39.0
17	20.4	12.6	8.1	16.8	41.4	28.2	73.0	10.4	9.5	10.0	27.6	4.4	66.3	19.5	17.4	36.9	17.7	19.2	20.7
18/OLDER	9.7	4.1	4.4	3.8	17.7	7.4	31.1	5.9	7.1	4.0	14.2	9.8	34.1	9.8	8.1	13.4	10.6	5.3	14.9
REFUSED	4.5	-	-	-	-	-	-	-	-	-	-	-	-	0.6	4.0	4.2	3.1	1.4	4.1
Mean	14.49	13.53	12.71	13.91	15.09	14.86	15.74	13.66	12.96	13.99	15.34	15.06	16.10	14.28	14.34	14.45	14.61	14.80	14.49

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 21 Page 273
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work
Total	500	15	41	72	53	62	125	55	312	127	240	243	125	180	12	70	98	311	211	100
14/YOUNGER	56.9	42.4	65.6	55.0	58.6	52.4	63.6	59.5	58.6	57.0	59.6	56.2	63.6	51.6	47.2	49.7	53.6	59.9	57.6	64.5
10/YOUNGER	4.1	-	2.9	3.0	3.1	5.0	5.8	2.1	4.5	2.6	5.0	3.3	5.8	4.2	-	4.5	4.5	4.1	4.1	4.1
11	5.9	8.1	6.1	3.4	4.6	-	10.1	6.6	5.6	4.8	6.3	3.5	10.1	6.7	18.9	10.2	2.7	5.4	6.3	3.4
12	16.8	6.9	20.6	20.0	16.4	19.6	13.9	17.0	16.9	18.7	15.9	18.4	13.9	13.2	16.3	12.6	13.2	19.4	16.7	25.0
13	22.6	27.4	27.9	17.5	29.9	18.7	26.7	27.8	23.5	22.0	25.3	22.9	26.7	20.0	11.5	17.6	22.8	24.0	23.8	24.4
14	18.8	*	15.1	19.7	16.0	14.9	27.2	11.2	21.1	16.0	21.5	15.7	27.2	16.4	11.1	17.7	16.1	20.1	19.4	21.4
15/OLDER	62.2	82.3	46.7	68.2	61.5	61.0	65.7	56.1	64.6	62.9	63.5	62.1	65.7	60.7	88.9	58.0	59.1	64.1	67.9	56.1
15	20.9	28.6	1.3	24.8	23.3	22.5	22.6	8.5	23.2	17.7	22.7	20.1	22.6	16.3	30.6	15.2	15.3	24.2	27.3	17.7
16	22.5	24.2	25.6	32.5	24.1	10.6	25.9	25.3	24.1	29.4	21.5	23.4	25.9	19.1	41.1	16.0	18.6	24.3	24.5	24.1
17	20.4	31.2	11.3	13.6	17.2	25.7	25.7	16.5	21.5	14.8	23.8	18.2	25.7	18.8	9.7	18.3	20.3	21.9	23.1	19.3
18/OLDER	9.7	8.1	8.6	11.8	5.7	9.7	7.4	8.4	8.6	10.3	7.6	9.1	7.4	14.2	28.8	16.1	11.1	7.2	10.0	1.4
REFUSED	4.5	-	3.2	2.0	1.0	7.4	2.2	2.4	3.0	2.2	3.3	3.2	2.2	3.6	-	5.6	2.7	4.7	5.1	4.0
Mean	14.49	15.02	14.15	14.64	14.37	14.59	14.39	14.40	14.48	14.54	14.43	14.51	14.39	14.61	14.93	14.53	14.61	14.44	14.56	14.15

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 21 Page 274
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN				WOMEN				MARITAL STATUS					MARRIED	
		LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	SINGLE	MAR- RIED	SEPA- RATED	DIV- ORCED	WID- OWED	MALE	FEMALE
Total	500	86	119	82	36	94	192	128	64	46	384	11	50	3	168	216
14/YOUNGER	56.9	64.1	66.5	63.9	72.5	40.3	55.7	53.6	60.0	51.7	58.2	33.5	61.3	85.5	65.3	52.7
10/YOUNGER	4.1	8.7	6.3	7.0	4.7	0.1	2.8	2.3	3.8	1.7	5.1	*	-	-	8.4	2.5
11	5.9	4.5	5.1	7.4	-	8.8	5.5	5.6	5.3	9.6	5.1	8.1	3.8	85.5	3.7	6.1
12	16.8	17.2	17.9	16.2	21.6	9.5	20.4	17.1	27.0	15.5	17.5	25.4	13.8	-	16.4	18.4
13	22.6	26.9	25.9	26.5	24.6	13.7	22.8	22.0	24.3	21.8	22.1	8.1	34.3	-	25.0	19.8
14	18.8	19.9	24.4	22.1	29.4	13.2	17.4	17.7	16.8	10.2	20.3	*	23.3	-	22.4	18.6
15/OLDER	62.2	52.5	58.3	64.0	45.4	68.2	67.7	70.4	62.2	56.3	63.8	66.5	56.3	100.0	56.8	69.4
15	20.9	13.3	31.0	38.7	13.5	19.0	20.0	20.0	20.0	12.9	21.8	31.5	23.4	-	23.6	20.4
16	22.5	13.9	15.1	13.0	19.8	23.9	30.1	31.9	26.5	21.3	21.9	41.1	27.3	14.5	14.2	28.0
17	20.4	18.2	27.4	30.1	21.5	19.4	18.4	18.7	18.0	23.5	20.7	6.2	18.7	40.8	23.7	18.3
18/OLDER	9.7	14.1	7.1	8.7	3.7	14.3	7.2	10.8	0.1	4.7	10.4	6.2	6.3	44.7	10.0	10.6
REFUSED	4.5	1.1	6.1	7.2	3.5	5.9	3.9	3.7	4.2	3.1	4.5	-	-	-	5.2	4.0
Mean	14.49	14.22	14.38	14.41	14.28	15.01	14.48	14.67	14.09	14.44	14.47	14.58	14.57	14.40	14.32	14.59

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 21 Page 275
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican Amer.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.
Total	500	336	66	32	237	105	102	135	333	159	31	105	138	44	195	61	86	43	235	59
14/YOUNGER	56.9	57.0	62.0	65.8	56.9	56.6	61.8	53.1	56.8	57.4	57.4	61.3	63.5	74.9	52.1	51.7	69.2	89.0	52.3	41.7
10/YOUNGER	4.1	4.2	3.3	12.9	5.0	4.1	9.6	1.5	1.9	8.2	7.8	8.4	3.7	12.3	0.6	5.6	2.4	11.6	1.8	6.5
11	5.9	4.9	10.8	2.6	5.0	3.3	5.0	4.9	6.1	5.5	5.3	6.8	6.4	3.0	5.9	9.5	3.6	3.7	6.4	9.4
12	16.8	16.3	22.5	11.6	15.6	14.7	14.4	16.5	15.8	18.7	26.7	16.5	13.8	23.1	17.3	11.9	21.4	28.9	14.1	8.4
13	22.6	23.3	25.3	25.6	22.5	24.5	26.1	19.8	23.3	21.7	21.7	22.7	27.2	24.8	20.5	21.2	28.5	30.8	21.6	15.5
14	18.8	18.0	24.4	22.0	18.7	17.3	17.3	19.7	19.3	18.2	8.5	20.4	22.1	26.0	17.2	16.4	22.9	34.6	18.5	10.9
15/OLDER	62.2	60.6	59.9	63.6	61.4	59.8	56.8	64.9	63.4	60.0	72.9	52.0	55.6	45.6	68.9	56.5	54.8	30.2	67.7	65.6
15	20.9	22.1	10.8	26.8	19.7	28.5	21.6	18.2	20.1	22.2	37.7	16.2	23.0	17.8	18.0	15.1	19.8	10.9	21.2	18.6
16	22.5	19.8	32.3	8.3	21.4	16.9	13.8	27.2	23.9	19.6	18.7	18.0	15.3	11.8	30.0	22.5	20.6	9.2	24.5	25.2
17	20.4	19.6	14.5	24.7	19.5	22.1	24.6	15.6	20.2	21.7	8.8	22.7	22.4	26.9	18.7	19.7	16.4	14.3	22.4	27.5
18/OLDER	9.7	9.5	14.0	10.8	12.2	3.2	11.8	12.4	8.9	10.6	22.2	5.1	8.6	4.8	9.2	5.4	5.3	5.0	10.7	5.5
REFUSED	4.5	4.3	2.9	5.9	4.3	4.8	5.0	3.8	5.2	3.1	6.9	2.6	6.2	-	4.5	4.5	6.6	-	3.8	4.7
Mean	14.49	14.47	14.34	14.23	14.53	14.41	14.33	14.69	14.58	14.33	14.36	14.14	14.43	13.96	14.69	14.29	14.26	13.52	14.72	14.61

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 21 Page 276
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AGE			MEN			WOMEN			GENDER	
		UNDER 40	41-55	OVER 55	UNDER 40	41-55	OVER 55	UNDER 40	41-55	OVER 55	MALE	FEMALE
Total	500	145	302	35	58	128	17	87	174	18	210	290
14/YOUNGER	56.9	75.0	49.6	47.3	86.2	57.4	48.8	67.6	43.8	45.9	64.7	51.3
10/YOUNGER	4.1	7.0	3.4	*	14.2	5.3	*	2.3	2.0	-	7.1	1.9
11	5.9	4.7	6.1	6.4	1.0	5.3	6.3	7.2	6.6	6.4	5.1	6.5
12	16.8	24.9	14.3	7.4	27.0	14.8	8.8	23.4	14.0	6.0	17.2	16.6
13	22.6	28.5	19.5	24.8	31.1	23.5	22.0	26.8	16.6	27.5	25.6	20.3
14	18.8	25.5	17.1	12.0	35.0	19.1	13.6	19.3	15.7	10.5	22.4	16.3
15/OLDER	62.2	49.6	68.1	67.1	40.9	60.7	69.5	55.3	73.5	64.9	55.4	67.1
15	20.9	18.1	23.7	13.5	19.6	26.9	14.5	17.2	21.2	12.5	23.0	19.5
16	22.5	18.5	24.6	17.8	15.2	15.6	10.2	20.6	31.1	24.8	15.2	27.8
17	20.4	14.0	22.3	33.7	11.8	25.5	40.5	15.4	20.0	27.3	23.0	18.5
18/OLDER	9.7	9.5	9.9	12.1	7.4	10.9	14.0	10.8	9.3	10.3	9.8	9.5
REFUSED	4.5	3.9	4.2	3.4	4.8	4.6	-	3.4	3.9	6.5	4.6	4.5
Mean	14.49	14.02	14.67	15.10	13.69	14.54	15.19	14.28	14.77	15.01	14.32	14.62

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 22 Page 277
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	AREA													CHILDREN IN GRADES 6-12		APPROPRIATE TO START TALKING ABOUT ALCOHOL ABUSE		TALKED ABOUT ALCOHOL ABUSE		
	RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	1	2 OVER	LESS/ 10	11-14 15	OVER	YES	NO/ NOT YET	
Total	500	160	66	18	76	141	60	81	88	44	44	21	56	34	278	213	249	212	20	475	25
MALE ONLY	37.0	38.5	32.5	44.1	42.3	42.0	46.4	38.7	22.7	13.5	32.0	36.3	41.9	39.4	48.2	23.7	34.5	39.1	36.2	37.0	37.1
FEMALE ONLY	35.0	35.3	44.1	29.7	29.0	29.4	29.2	29.6	37.2	42.9	31.5	38.2	38.6	43.8	45.5	21.9	38.4	31.8	28.4	35.1	34.4
BOTH	25.0	22.8	18.9	26.3	25.3	25.7	20.4	29.5	38.2	43.6	32.7	14.7	18.0	16.8	3.7	53.1	24.8	27.0	28.2	25.6	14.6
DK/REFUSED	2.9	3.5	4.5	-	3.4	2.9	4.0	2.2	1.9	-	3.9	10.8	1.6	*	2.6	1.4	2.4	2.1	7.2	2.3	13.9



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 22 Page 278
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	TALK ABOUT ALCOHOL			TALKED ABOUT		UNDERAGED DRINKING IN					CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR				CHOICE MODEL	
		ABUSE WITH YOUR			ALCOHOL ABUSE		YOUR COMMUNITY					WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY				WHEN AGE/YOUR	
		CHILDREN			LAST FEW MOS.											ALCOHOL				CHILD DRINK	
		FREQU-	SOME-	RARELY	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	UNDER	Under	18-20	21/	22/	ABLE	ACT
		ENTLY	TIMES				LEM	ious		PROB-	ERNED			ALL	21	18		OVER	Over	TO	IRRESP
										LEM										HANDLE	ONSIBL
Total	500	174	221	78	396	78	405	210	195	40	300	65	235	197	172	67	105	280	37	38	449
MALE ONLY	37.0	34.3	38.3	38.2	38.0	32.6	37.8	35.6	40.2	39.8	39.1	46.6	37.0	34.2	36.5	34.7	37.6	36.6	46.1	41.2	36.2
FEMALE ONLY	35.0	36.1	35.1	33.3	33.4	42.9	34.0	36.2	31.6	28.2	34.0	28.0	35.7	36.6	34.2	33.9	34.5	34.7	32.9	38.2	35.1
BOTH	25.0	29.1	22.7	26.4	26.6	20.1	25.4	26.6	24.1	26.7	24.7	22.7	25.3	25.1	26.8	26.3	27.1	26.2	17.1	17.3	26.1
DK/REFUSED	2.9	0.5	3.9	2.2	2.0	4.3	2.8	1.7	4.1	5.3	2.2	2.7	2.1	4.0	2.5	5.1	0.8	2.5	3.9	3.3	2.6

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 22 Page 279
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	S/R/H: ADS		SEEN AD		SEEN AD		SEEN ADS			HEARD OF/VIST		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK								
		STOP UNDERAGE	DRINKING	GIRL ON FLOOR		TEENAGE BOY		1 OF 2	NO,	NEI-	YES	NO	REGU-	2+	Once A	NOT	Every	Once A	RARELY	Rarely	Never
		YES	NO	YES	NO	YES	NO	BOTH	THAT	THAT			LARLY	Times/	Week	REGU-	Couple	Week	/NEVER		
														Week		LARLY	Weeks				
Total	500	202	281	203	289	221	275	153	112	224	99	399	149	93	56	91	38	53	258	125	133
MALE ONLY	37.0	35.9	38.4	33.2	39.5	31.8	41.3	29.8	39.8	40.5	38.5	36.7	34.8	34.6	35.2	40.1	28.8	48.3	37.4	35.3	39.5
FEMALE ONLY	35.0	36.9	33.1	40.9	31.1	43.7	27.9	46.6	29.6	29.9	34.9	35.3	41.6	37.3	48.7	38.4	42.4	35.5	30.2	30.7	29.8
BOTH	25.0	26.3	24.1	23.2	26.2	24.0	25.9	23.0	26.6	25.5	25.7	24.6	20.8	23.7	16.1	17.8	26.7	11.3	30.1	32.0	28.3
DK/REFUSED	2.9	0.9	4.5	2.7	3.1	0.5	4.9	0.7	4.0	4.1	0.9	3.4	2.7	4.4	-	3.7	2.1	4.9	2.2	2.0	2.4



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 22 Page 280
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	IDEOLOGY						PARTY					WHITE			AFRICAN AMERICAN			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	121	56	66	126	116	111	227	164	200	122	105	17	146	93	84	3	86	14
MALE ONLY	37.0	36.6	29.2	42.8	32.6	39.5	45.0	42.2	33.8	45.8	27.5	28.7	20.0	34.3	49.2	30.3	67.8	43.2	27.6
FEMALE ONLY	35.0	39.8	43.7	36.6	36.7	35.2	24.6	30.0	35.7	31.1	40.1	37.6	55.7	35.4	31.3	41.5	32.2	34.5	43.0
BOTH	25.0	22.4	24.5	20.6	26.1	22.1	30.4	26.2	27.1	22.0	28.1	28.7	24.3	26.7	19.5	21.9	-	19.9	29.4
DK/REFUSED	2.9	1.2	2.6	*	4.6	3.2	-	1.6	3.5	1.1	4.4	5.1	-	3.6	-	6.4	-	2.5	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 22 Page 281
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
Total	500	73	69	59	91	130	63	285	311	185	175	125	109	110	277
MALE ONLY	37.0	28.9	44.1	34.4	37.6	46.8	21.0	35.3	33.2	100.0	-	-	32.2	36.9	39.3
FEMALE ONLY	35.0	38.5	36.0	31.0	33.4	28.5	48.6	31.9	35.6	-	100.0	-	42.3	33.9	33.1
BOTH	25.0	31.6	16.9	28.9	23.5	24.7	27.3	30.9	31.0	-	-	100.0	23.7	25.7	25.0
DK/REFUSED	2.9	1.0	3.1	5.7	5.5	-	3.1	1.9	0.3	-	-	-	1.8	3.5	2.6

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 22 Page 282
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ Youn- ger	12	13	14	15/ OLDER	15	16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total	500	285	48	84	113	94	311	105	112	147	285	127	196	311	207	147
MALE ONLY	37.0	35.3	27.1	40.2	31.2	39.7	33.2	29.8	25.3	35.0	35.3	36.0	35.7	33.2	28.3	35.0
FEMALE ONLY	35.0	31.9	28.0	31.0	28.7	27.6	35.6	31.7	36.8	29.7	31.9	28.9	29.3	35.6	36.0	29.7
BOTH	25.0	30.9	38.8	28.9	38.9	30.8	31.0	38.6	37.9	34.7	30.9	32.8	33.3	31.0	35.8	34.7
DK/REFUSED	2.9	1.9	6.1	-	1.2	1.9	0.3	-	-	0.6	1.9	2.3	1.6	0.3	-	0.6

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 22 Page 283
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	MALE ONLY (CHILDREN)						FEMALE ONLY (CHILDREN)						BOTH (CHILDREN)					
		14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total	500	101	46	70	103	59	52	91	37	58	111	75	44	88	42	65	96	74	51
MALE ONLY	37.0	100.0	100.0	100.0	100.0	100.0	100.0	-	-	-	-	-	-	-	-	-	-	-	-
FEMALE ONLY	35.0	-	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0	100.0	-	-	-	-	-	-
BOTH	25.0	-	-	-	-	-	-	-	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0	100.0
DK/REFUSED	2.9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 22 Page 284
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	MEN						WOMEN						MEN			WOMEN		
		14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	136	60	96	116	75	66	149	67	100	195	132	81	75	74	54	111	101	71
MALE ONLY	37.0	33.3	32.3	33.2	32.6	28.5	31.1	37.2	39.4	38.1	33.6	28.1	38.2	100.0	-	-	100.0	-	-
FEMALE ONLY	35.0	35.9	29.4	35.1	30.8	27.4	28.5	28.2	28.3	23.9	38.4	40.9	30.6	-	100.0	-	-	100.0	-
BOTH	25.0	28.1	33.4	30.1	35.9	44.1	39.1	33.5	32.2	36.4	28.0	31.0	31.2	-	-	100.0	-	-	100.0
DK/REFUSED	2.9	2.7	4.9	1.6	0.7	-	1.3	1.1	-	1.6	-	-	-	-	-	-	-	-	-



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 22 Page 285
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work
Total	500	15	41	72	53	62	125	55	312	127	240	243	125	180	12	70	98	311	211	100
MALE ONLY	37.0	35.6	44.6	33.3	40.1	37.5	31.1	42.3	34.4	37.2	34.8	37.9	31.1	45.5	31.9	38.4	52.2	32.9	34.0	30.4
FEMALE ONLY	35.0	46.6	39.1	40.1	34.8	39.8	31.9	41.1	35.9	40.5	34.6	39.1	31.9	32.0	16.9	42.7	26.3	36.6	34.4	41.3
BOTH	25.0	17.8	16.2	26.6	23.4	22.7	34.6	16.6	28.5	22.3	29.0	22.6	34.6	20.4	51.2	13.4	21.5	27.8	29.1	25.3
DK/REFUSED	2.9	-	-	*	1.8	-	2.4	-	1.3	*	1.6	0.4	2.4	2.2	-	5.6	-	2.7	2.5	2.9

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 22 Page 286
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	SINGLE	MAR- RIED	SEPA- RATED	DIV- ORCED	WID- OWED	MALE	FEMALE
Total	500	86	119	82	36	94	192	128	64	46	384	11	50	3	168	216
MALE ONLY	37.0	48.1	27.1	24.1	34.1	43.1	36.4	40.4	28.3	28.3	38.2	50.8	40.3	-	35.2	40.4
FEMALE ONLY	35.0	32.6	37.3	37.5	36.9	31.4	36.2	32.4	43.8	56.0	32.7	43.0	32.4	14.5	34.6	31.2
BOTH	25.0	19.3	30.3	31.9	26.6	21.5	26.3	27.2	24.5	15.7	26.4	6.2	27.2	85.5	26.2	26.5
DK/REFUSED	2.9	-	5.2	6.5	2.3	4.1	1.1	-	3.3	-	2.8	-	-	-	4.0	1.9

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 22 Page 287
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican Amer.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.
Total	500	336	66	32	237	105	102	135	333	159	31	105	138	44	195	61	86	43	235	59
MALE ONLY	37.0	40.4	32.7	36.3	41.9	33.1	40.8	42.7	37.4	36.9	25.0	41.9	35.1	40.9	39.0	42.6	40.3	41.4	36.0	41.9
FEMALE ONLY	35.0	33.7	34.4	35.7	32.4	38.6	33.4	31.7	36.2	33.7	27.1	35.5	39.1	30.8	34.2	38.9	28.7	26.1	40.2	44.0
BOTH	25.0	24.3	29.9	18.7	24.5	24.0	25.1	24.1	22.8	28.0	47.9	20.5	21.8	23.4	23.5	18.5	26.6	27.6	22.1	14.0
DK/REFUSED	2.9	1.5	2.9	9.2	1.2	4.3	0.7	1.5	3.6	1.3	-	2.0	4.0	4.9	3.3	-	4.4	5.0	1.7	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 22 Page 288
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	AGE			MEN			WOMEN			GENDER	
	UNDER 40	41-55	OVER 55	UNDER 40	41-55	OVER 55	UNDER 40	41-55	OVER 55	MALE	FEMALE	
Total	500	145	302	35	58	128	17	87	174	18	210	290
MALE ONLY	37.0	38.2	36.1	37.7	38.4	33.7	42.7	38.1	37.9	33.1	35.5	38.1
FEMALE ONLY	35.0	25.8	39.6	45.6	22.2	40.3	41.9	28.2	39.0	49.1	35.1	35.0
BOTH	25.0	31.8	23.0	16.6	34.2	23.7	15.4	30.3	22.6	17.8	25.7	24.5
DK/REFUSED	2.9	4.1	1.3	-	5.2	2.3	-	3.4	0.6	-	3.6	2.4

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 23 Page 289
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	AREA													CHILDREN IN GRADES 6-12	APPROPRIATE TO START TALKING ABOUT ALCOHOL ABUSE	TALKED ABOUT ALCOHOL ABUSE				
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	1	2 OVER 10	LESS/ 11-14 15	OVER 20	YES	NO/ NOT YET	
Total	500	160	66	18	76	141	60	81	88	44	44	21	56	34	278	213	249	212	20	475	25
CITY	21.9	23.7	42.0	26.7	7.1	24.6	44.4	9.9	22.2	31.7	12.5	10.2	11.8	24.9	25.0	18.6	20.3	22.4	35.5	20.9	39.4
SUBURB	22.0	29.9	40.7	41.9	17.8	20.6	25.2	17.2	19.9	30.9	8.6	15.0	15.5	10.3	19.3	24.6	21.3	23.3	7.2	22.6	10.3
SMALL CITY/RURAL	55.4	46.3	17.2	31.4	74.9	53.5	28.0	72.4	57.3	36.5	78.5	74.8	70.2	64.8	55.0	55.8	58.2	53.4	56.5	55.9	46.3
DK/REFUSED	0.8	0.1	-	-	0.2	1.3	2.4	0.5	0.6	0.9	0.3	-	2.6	-	0.7	0.9	0.2	0.9	0.7	0.6	4.0

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 23 Page 290
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	TALK ABOUT ALCOHOL			TALKED ABOUT		UNDERAGED DRINKING IN					CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR				CHOICE MODEL	
		ABUSE WITH YOUR			ALCOHOL ABUSE		YOUR COMMUNITY					WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY				WHEN AGE/YOUR	
		CHILDREN			LAST FEW MOS.											ALCOHOL				CHILD DRINK	
		FREQU-	SOME-	RARELY	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	UNDER	Under	18-20	21/	22/	ABLE	ACT
		ENTLY	TIMES				LEM	ious		PROB-	ERNED			ALL	21	18		OVER	Over	TO	IRRESP
										LEM										HANDLE	ONSIBL
Total	500	174	221	78	396	78	405	210	195	40	300	65	235	197	172	67	105	280	37	38	449
CITY	21.9	25.6	20.7	11.6	20.3	23.5	19.9	21.4	18.4	31.2	18.9	18.6	18.9	25.5	27.3	26.8	27.6	20.4	20.3	35.7	20.7
SUBURB	22.0	21.0	23.3	23.0	24.2	13.7	24.3	28.7	19.4	12.9	22.9	18.1	24.2	20.6	22.9	23.7	22.4	21.9	21.4	19.6	22.0
SMALL CITY/RURAL	55.4	53.1	55.1	65.4	55.2	60.4	55.6	49.8	61.8	53.7	58.0	63.3	56.6	52.3	48.4	45.9	50.0	57.4	57.1	41.4	56.7
DK/REFUSED	0.8	0.2	0.9	-	0.3	2.4	0.2	0.1	0.4	2.1	0.2	-	0.3	1.6	1.4	3.6	-	0.3	1.1	3.3	0.6

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 23 Page 291
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	S/R/H: ADS		SEEN AD		SEEN AD		SEEN ADS			HEARD OF/VIST		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK								
		STOP UNDERAGE	DRINKING	GIRL ON FLOOR	TEENAGE BOY	YES	NO	YES	1 OF 2	NO,	YES	NO	REGU-	2+	Once A	NOT	Every	Once A	RARELY	Rarely	Never
													LARLY	Times/	Week	REGU-	Couple	Week	/NEVER		
														Week		LARLY	Weeks				
Total	500	202	281	203	289	221	275	153	112	224	99	399	149	93	56	91	38	53	258	125	133
CITY	21.9	19.1	23.1	25.2	20.1	22.5	20.7	24.7	21.2	20.3	25.6	21.0	27.7	28.7	26.1	21.4	25.4	18.4	18.8	24.0	13.8
SUBURB	22.0	23.9	19.8	22.7	20.5	24.4	20.3	25.1	16.7	21.6	23.6	21.6	25.8	25.6	26.0	30.4	26.5	33.3	16.9	19.3	14.6
SMALL CITY/RURAL	55.4	56.8	55.8	51.7	58.3	52.7	57.9	49.7	62.0	56.8	49.2	56.7	46.5	45.7	47.9	48.2	48.1	48.3	63.0	54.3	71.1
DK/REFUSED	0.8	0.2	1.3	0.4	1.1	0.4	1.1	0.5	0.1	1.4	1.6	0.6	-	-	-	-	-	-	1.4	2.4	0.4



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 23 Page 292
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	IDEOLOGY							PARTY					WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
											/OTHER								
Total	500	121	56	66	126	116	111	227	164	200	122	105	17	146	93	84	3	86	14
CITY	21.9	31.1	30.2	31.8	19.3	15.8	20.0	17.8	16.3	25.7	22.4	19.3	41.7	14.0	26.1	15.3	78.7	24.4	43.8
SUBURB	22.0	27.9	39.9	17.7	25.2	18.1	19.1	18.6	19.6	22.2	26.4	29.4	7.7	18.3	20.4	30.5	-	22.5	16.8
SMALL CITY/RURAL	55.4	41.1	30.0	50.4	55.3	65.8	59.1	62.5	63.6	51.4	51.2	51.3	50.6	67.1	53.6	54.2	21.3	53.0	39.4
DK/REFUSED	0.8	-	-	-	0.2	0.4	1.8	1.1	0.6	0.7	-	-	-	0.7	-	-	-	-	-



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 23 Page 293
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
Total	500	73	69	59	91	130	63	285	311	185	175	125	109	110	277
CITY	21.9	18.5	18.7	24.0	14.5	29.5	20.9	20.8	22.7	19.0	26.4	20.7	100.0	-	-
SUBURB	22.0	22.0	16.0	26.1	17.6	25.5	26.7	23.1	19.6	21.9	21.3	22.5	-	100.0	-
SMALL CITY/RURAL	55.4	59.5	65.4	49.9	66.8	43.9	52.4	55.6	57.5	58.7	52.4	55.3	-	-	100.0
DK/REFUSED	0.8	-	-	-	1.1	1.1	-	0.6	0.2	0.4	-	1.5	-	-	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 23 Page 294
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ Youn- ger	12	13	14	15/ OLDER	15	16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total	500	285	48	84	113	94	311	105	112	147	285	127	196	311	207	147
CITY	21.9	20.8	10.3	16.7	22.8	24.1	22.7	21.6	24.6	21.5	20.8	14.9	22.7	22.7	23.1	21.5
SUBURB	22.0	23.1	18.9	28.4	25.6	22.2	19.6	18.1	19.4	22.2	23.1	25.2	23.3	19.6	19.7	22.2
SMALL CITY/RURAL	55.4	55.6	70.9	54.7	50.2	53.7	57.5	60.4	55.5	56.4	55.6	59.7	53.2	57.5	57.0	56.4
DK/REFUSED	0.8	0.6	-	0.2	1.4	-	0.2	-	0.5	-	0.6	0.1	0.8	0.2	0.3	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 23 Page 295
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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		MALE ONLY (CHILDREN)					FEMALE ONLY (CHILDREN)					BOTH (CHILDREN)						
	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	
Total	500	101	46	70	103	59	52	91	37	58	111	75	44	88	42	65	96	74	51
CITY	21.9	16.9	9.2	21.4	18.7	19.1	18.5	25.0	21.9	25.6	26.8	27.7	22.3	21.3	16.2	21.6	22.4	21.6	24.1
SUBURB	22.0	23.4	29.7	23.2	19.9	21.7	18.9	22.9	19.7	23.6	18.4	18.6	20.1	22.5	26.9	21.6	20.7	19.1	27.6
SMALL CITY/RURAL	55.4	59.6	60.8	55.2	60.8	58.2	62.6	52.0	58.4	50.8	54.8	53.7	57.6	54.6	56.9	54.5	56.9	59.3	48.3
DK/REFUSED	0.8	0.1	0.3	0.2	0.6	1.0	-	-	-	-	-	-	-	1.6	-	2.2	-	-	-



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 23 Page 296
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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		MEN						WOMEN						MEN			WOMEN		
	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH		
Total	500	136	60	96	116	75	66	149	67	100	195	132	81	75	74	54	111	101	71	
CITY	21.9	21.2	19.5	20.6	21.4	17.8	26.5	20.5	10.8	24.7	23.4	26.1	17.4	19.4	21.7	22.7	18.7	29.8	19.2	
SUBURB	22.0	20.9	20.8	22.9	18.3	23.5	17.6	25.1	29.3	23.6	20.4	17.5	25.9	15.8	17.4	30.5	26.0	24.0	16.4	
SMALL CITY/RURAL	55.4	57.9	59.7	56.5	60.3	58.7	55.9	53.4	59.7	50.2	55.9	56.0	56.7	64.8	60.9	46.8	54.6	46.2	61.7	
DK/REFUSED	0.8	-	-	-	-	-	-	1.1	0.2	1.6	0.3	0.4	-	-	-	-	0.6	-	2.6	



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 23 Page 297
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work
Total	500	15	41	72	53	62	125	55	312	127	240	243	125	180	12	70	98	311	211	100
CITY	21.9	13.5	34.7	22.8	6.9	26.5	20.7	29.2	20.0	25.6	19.1	21.7	20.7	12.9	-	12.2	15.0	26.5	21.0	38.1
SUBURB	22.0	6.6	5.1	14.6	22.3	21.4	34.4	5.5	25.2	10.6	28.3	15.9	34.4	10.9	-	12.9	10.9	28.6	30.7	24.1
SMALL CITY/RURAL	55.4	79.9	56.7	62.6	69.7	51.9	44.9	62.8	54.6	62.7	52.2	61.4	44.9	74.8	100.0	74.9	71.7	44.6	47.9	37.8
DK/REFUSED	0.8	-	3.5	-	1.1	0.2	-	2.6	0.2	1.1	0.3	0.9	-	1.3	-	-	2.5	0.3	0.5	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 23 Page 298
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	MEN				WOMEN				MARITAL STATUS					MARRIED	
		LESS/ COL- Col- Post LESS/ COL- Col- Post SINGLE MAR- SEPA- DIV- WID- MALE FEMALE														
		COLLEG LEGE lege Grad. COLLEG LEGE lege Grad. GRAD. GRAD. GRAD. Work GRAD. GRAD. GRAD. Work RIED RATED ORCED OWED														
		GRAD. GRAD. Grad. Work GRAD. GRAD. Grad. Work														
Total	500	86	119	82	36	94	192	128	64	46	384	11	50	3	168	216
CITY	21.9	15.5	24.3	17.0	40.8	10.5	27.9	23.5	36.5	23.8	20.1	31.2	33.5	14.5	18.6	21.2
SUBURB	22.0	11.3	27.6	31.3	19.4	10.5	29.2	30.3	26.8	22.5	23.8	29.3	7.1	-	22.4	24.8
SMALL CITY/RURAL	55.4	73.2	47.3	50.7	39.8	76.4	42.9	46.0	36.7	53.7	55.1	39.4	59.3	85.5	58.2	52.7
DK/REFUSED	0.8	-	0.7	1.0	-	2.6	0.1	0.1	-	-	1.0	-	-	-	0.8	1.2

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 23 Page 299
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican Amer.	WHITE	AFR- ICAN	WHITE	AFR- ICAN	WHITE	AFR- ICAN	WHITE	AFR- ICAN
Total	500	336	66	32	237	105	102	135	333	159	31	105	138	44	195	61	86	43	235	59
CITY	21.9	21.2	19.8	2.3	18.0	28.5	17.2	18.6	18.0	28.6	36.2	29.1	15.7	25.5	19.6	31.7	8.9	27.7	20.9	29.1
SUBURB	22.0	19.6	25.5	39.4	21.2	20.3	19.7	22.3	21.5	23.7	21.9	21.3	21.3	13.7	21.5	26.7	22.4	24.6	20.3	17.6
SMALL CITY/RURAL	55.4	58.4	54.4	58.3	60.0	51.2	63.1	57.6	59.8	46.8	37.2	49.6	62.0	60.8	58.3	41.6	67.7	47.7	58.2	53.3
DK/REFUSED	0.8	0.7	0.2	-	0.8	-	-	1.5	0.8	0.9	4.7	-	1.0	-	0.6	-	1.0	-	0.6	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 23 Page 300
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	AGE			MEN			WOMEN			GENDER	
		UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE
		40		55	40		55	40		55		
Total	500	145	302	35	58	128	17	87	174	18	210	290
CITY	21.9	18.2	22.9	21.8	20.7	18.3	24.7	16.5	26.3	19.0	20.8	22.7
SUBURB	22.0	21.0	22.6	14.0	23.2	20.0	12.5	19.5	24.6	15.3	20.3	23.2
SMALL CITY/RURAL	55.4	60.3	53.7	63.1	54.6	61.5	62.8	64.0	47.9	63.4	58.3	53.3
DK/REFUSED	0.8	0.6	0.8	1.2	1.5	0.3	-	-	1.2	2.3	0.7	0.9

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 24 Page 301
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	AREA													CHILDREN IN GRADES 6-12	APPROPRIATE TO START TALKING ABOUT ALCOHOL ABUSE		TALKED ABOUT ALCOHOL ABUSE			
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	1	2 OVER 10	LESS/ 11-14 15	OVER 15	YES	NO/ NOT YET	
Total	500	160	66	18	76	141	60	81	88	44	44	21	56	34	278	213	249	212	20	475	25
UNDER \$20k	2.9	0.9	1.5	2.1	*	2.6	6.1	-	5.3	3.6	7.0	-	8.0	1.2	3.5	2.3	3.3	2.3	5.9	3.1	-
\$20k-\$40k	8.2	10.4	8.7	15.0	10.7	7.6	4.1	10.1	5.6	1.8	9.5	8.0	6.0	10.8	10.3	5.7	9.0	7.7	-	8.1	9.8
\$40k-\$60k	14.3	17.6	15.1	13.0	20.8	14.6	12.7	16.0	10.0	5.6	14.4	4.3	12.8	18.3	14.3	14.9	13.5	15.7	16.1	14.3	15.2
\$60k-\$75k	10.7	7.3	4.7	12.3	8.3	8.0	6.5	9.0	16.3	14.2	18.5	11.2	12.3	20.3	11.2	10.3	11.9	9.8	3.6	11.1	2.5
\$75k-\$100k	12.5	9.4	11.4	18.6	5.4	12.5	8.1	15.8	12.9	14.6	11.3	19.8	7.6	29.3	13.2	10.8	14.7	9.5	7.2	13.1	0.6
OVER \$100k	24.9	32.4	50.6	-	24.3	30.2	38.5	24.1	17.6	23.3	11.7	18.8	10.6	14.4	18.7	32.9	24.9	28.0	12.9	25.0	22.9
REFUSED	26.5	22.2	8.0	39.0	30.4	24.6	24.0	25.0	32.3	37.0	27.6	37.9	42.8	5.7	28.8	23.0	22.8	27.0	54.2	25.3	49.1
Mean	89416	94749	108126	59011	86886	95093	102648	89442	83358	97358	70998	92767	71030	78053	81614	97935	88479	92531	81652	89311	92383

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 24 Page 302
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	TALK ABOUT ALCOHOL			TALKED ABOUT		UNDERAGED DRINKING IN					CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR				CHOICE MODEL	
		ABUSE WITH YOUR			ALCOHOL ABUSE		YOUR COMMUNITY					WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY				WHEN AGE/YOUR	
		CHILDREN			LAST FEW MOS.											ALCOHOL				CHILD DRINK	
		FREQU-	SOME-	RARELY	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	UNDER	Under	18-20	21/	22/	ABLE	ACT
		ENTLY	TIMES				LEM	ious		PROB-	ERNED			ALL	21	18		OVER	Over	TO	IRRESP
										LEM										HANDLE	ONSIBL
Total	500	174	221	78	396	78	405	210	195	40	300	65	235	197	172	67	105	280	37	38	449
UNDER \$20k	2.9	3.5	3.0	2.3	3.0	3.7	2.5	2.2	2.8	5.3	2.6	4.4	2.1	3.4	3.1	4.8	2.0	3.1	9.0	5.4	2.7
\$20k-\$40k	8.2	9.4	6.9	8.6	7.1	13.1	7.6	8.2	6.9	3.4	7.5	6.2	7.9	8.8	6.7	7.7	6.1	8.0	15.3	-	9.1
\$40k-\$60k	14.3	15.0	14.6	12.3	14.2	14.8	13.2	12.0	14.5	21.7	14.7	13.9	14.9	14.0	17.0	13.0	19.5	12.6	20.4	16.4	14.6
\$60k-\$75k	10.7	11.9	9.8	11.0	11.7	7.5	11.0	9.7	12.5	4.3	11.0	11.8	10.8	10.4	6.8	3.9	8.7	11.5	1.5	14.1	10.7
\$75k-\$100k	12.5	13.9	11.6	15.7	14.2	6.4	13.2	14.5	11.8	9.1	12.7	18.1	11.2	12.4	13.5	15.0	12.5	11.6	9.0	11.8	12.3
OVER \$100k	24.9	20.1	27.5	29.5	26.1	20.4	27.0	28.2	25.7	21.2	27.0	25.1	27.5	21.5	31.3	29.7	32.3	24.6	25.6	34.0	24.1
REFUSED	26.5	26.1	26.5	20.6	23.7	34.1	25.5	25.1	25.9	35.0	24.6	20.5	25.7	29.6	21.6	25.8	18.9	28.5	19.2	18.3	26.5
Mean	89416	83197	92590	93981	90783	80889	92411	94132	90531	85482	91616	89449	92258	85650	94987	94590	95218	89838	79043	98039	87997

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 24 Page 303
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	S/R/H: ADS		SEEN AD		SEEN AD		SEEN ADS			HEARD OF/VIST		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK												
		STOP UNDERAGE DRINKING		GIRL ON FLOOR		TEENAGE BOY					TALKITOUTNC.O														
		YES	NO	YES	NO	YES	NO	YES	1 OF 2	NO,	YES	NO	REGU-	2+	Once A	NOT	Every	Once A	RARELY	Rarely	Never				
								BOTH		NEI- THER						REGU- LARLY	Times/ Week	Week	REGU- LARLY	Couple Weeks	Once A Week	RARELY /NEVER			
Total	500	202	281	203	289	221	275	153	112	224	99	399	149	93	56	91	38	53	258	125	133				
UNDER \$20k	2.9	4.4	2.0	3.8	2.4	3.7	2.4	3.7	4.1	2.0	3.2	2.9	1.9	-	4.9	2.6	3.6	1.8	3.7	2.2	5.1				
\$20k-\$40k	8.2	6.2	8.3	7.1	9.1	4.7	11.1	5.8	6.6	11.1	10.2	7.7	10.5	11.6	8.8	2.8	-	4.9	8.7	7.3	10.1				
\$40k-\$60k	14.3	17.0	13.0	11.6	15.3	12.9	15.7	12.3	13.0	15.5	14.7	14.3	17.3	18.4	15.5	13.4	15.8	11.7	13.0	8.1	17.7				
\$60k-\$75k	10.7	12.9	9.2	9.8	10.8	12.7	9.1	11.3	10.0	10.1	7.9	11.4	6.7	5.3	8.9	8.4	5.3	10.7	13.8	16.8	11.1				
\$75k-\$100k	12.5	13.5	12.2	13.6	12.0	16.4	8.8	13.2	21.2	7.5	11.4	12.8	12.2	10.1	15.8	15.6	17.6	14.1	11.6	14.6	8.8				
OVER \$100k	24.9	26.4	23.7	32.8	19.4	29.7	20.9	35.4	17.7	21.0	25.2	24.7	32.4	35.9	26.7	29.9	34.3	26.7	19.0	19.7	18.4				
REFUSED	26.5	19.6	31.5	21.2	31.0	19.9	32.1	18.4	27.5	32.9	27.5	26.2	19.0	18.8	19.4	27.3	23.4	30.1	30.1	31.4	28.9				
Mean	89416	88753	90348	96963	83742	94966	83651	99121	84339	83935	88459	89364	93817	97108	88342	99365	103217	96287	82815	87874	78243				

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 24 Page 304
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	IDEOLOGY						PARTY					WHITE			AFRICAN AMERICAN			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	121	56	66	126	116	111	227	164	200	122	105	17	146	93	84	3	86	14
UNDER \$20k	2.9	3.2	0.7	5.3	1.1	5.1	2.1	3.6	2.3	4.7	1.1	0.4	5.9	2.6	2.3	1.2	-	6.9	2.7
\$20k-\$40k	8.2	5.6	3.9	7.0	7.3	4.7	15.0	9.7	7.6	9.4	6.3	5.0	14.9	6.8	5.7	7.3	46.5	12.3	-
\$40k-\$60k	14.3	16.4	19.9	13.5	14.2	17.9	9.5	13.8	12.2	15.7	15.4	15.1	17.3	11.7	15.3	12.4	-	14.3	23.1
\$60k-\$75k	10.7	9.0	6.4	11.2	7.7	10.9	17.4	14.1	10.9	10.7	10.9	9.3	21.0	11.8	10.1	11.4	-	12.8	19.4
\$75k-\$100k	12.5	14.5	14.3	14.7	9.2	14.9	12.6	13.8	16.2	9.4	13.2	14.9	2.5	16.4	10.2	15.0	32.2	7.6	5.4
OVER \$100k	24.9	33.3	35.1	31.8	29.6	22.7	17.0	19.9	25.9	26.0	22.8	24.3	13.5	24.8	32.4	25.3	-	22.9	17.4
REFUSED	26.5	18.1	19.8	16.6	31.0	23.8	26.5	25.1	24.9	24.1	30.2	31.0	24.8	25.9	24.0	27.5	21.3	23.1	32.0
Mean	89416	96617	100497	93457	97248	86439	78722	82726	92221	87079	90187	94117	67723	91719	97558	92816	53529	80587	82363

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 24 Page 305
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
Total	500	73	69	59	91	130	63	285	311	185	175	125	109	110	277
UNDER \$20k	2.9	3.9	2.3	-	1.1	6.0	2.2	2.2	3.9	2.8	3.9	2.1	1.8	0.9	4.2
\$20k-\$40k	8.2	9.4	0.7	4.0	6.1	14.0	8.6	9.4	6.1	9.9	9.1	5.3	13.0	1.9	8.4
\$40k-\$60k	14.3	14.2	14.5	13.5	10.6	16.3	17.2	13.9	15.7	12.9	16.4	15.3	15.0	9.5	16.2
\$60k-\$75k	10.7	8.6	14.5	14.5	12.7	8.7	7.6	11.0	10.5	11.5	10.6	10.0	3.4	10.8	13.4
\$75k-\$100k	12.5	11.8	6.8	11.4	19.7	10.8	14.8	11.5	12.2	12.6	14.2	11.3	15.1	12.1	11.7
OVER \$100k	24.9	33.1	27.4	29.7	20.2	25.3	16.4	27.9	26.3	20.9	22.7	34.5	23.6	39.1	20.2
REFUSED	26.5	19.0	33.7	26.9	29.6	18.9	33.2	24.2	25.2	29.3	23.1	21.6	28.1	25.7	25.9
Mean	89416	94481	97746	98832	90144	82432	81305	91635	90602	85218	84980	99483	87165	110373	82429

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 24 Page 306
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ Youn- ger	12	13	14	15/ OLDER	15	16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total	500	285	48	84	113	94	311	105	112	147	285	127	196	311	207	147
UNDER \$20k	2.9	2.2	2.4	1.2	3.5	*	3.9	4.0	3.1	3.9	2.2	1.7	2.0	3.9	3.0	3.9
\$20k-\$40k	8.2	9.4	7.6	10.0	10.1	6.6	6.1	0.5	9.3	5.5	9.4	9.5	9.0	6.1	5.3	5.5
\$40k-\$60k	14.3	13.9	9.6	17.1	11.1	15.0	15.7	17.0	20.7	12.3	13.9	14.4	12.9	15.7	18.0	12.3
\$60k-\$75k	10.7	11.0	8.5	10.4	14.1	9.0	10.5	11.9	11.4	8.1	11.0	10.1	11.3	10.5	11.3	8.1
\$75k-\$100k	12.5	11.5	6.4	14.5	10.4	9.9	12.2	13.4	5.9	15.0	11.5	11.7	10.7	12.2	10.0	15.0
OVER \$100k	24.9	27.9	37.3	20.6	29.5	36.0	26.3	26.9	28.7	27.1	27.9	24.5	31.9	26.3	28.2	27.1
REFUSED	26.5	24.2	28.1	26.2	21.2	23.5	25.2	26.4	20.8	28.1	24.2	28.1	22.2	25.2	24.2	28.1
Mean	89416	91635	104224	84573	91645	102299	90602	94447	88009	94313	91635	89219	95591	90602	92065	94313

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 24 Page 307
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	MALE ONLY (CHILDREN)						FEMALE ONLY (CHILDREN)						BOTH (CHILDREN)					
		14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total	500	101	46	70	103	59	52	91	37	58	111	75	44	88	42	65	96	74	51
UNDER \$20k	2.9	*	-	*	5.0	5.2	4.1	3.9	2.7	4.5	3.8	2.4	5.6	2.9	2.8	2.2	2.7	1.9	2.3
\$20k-\$40k	8.2	13.2	13.8	11.4	5.6	2.3	8.7	7.6	3.1	10.1	9.2	10.0	6.1	7.5	11.2	5.9	3.3	2.9	1.9
\$40k-\$60k	14.3	14.6	17.0	13.7	12.6	15.9	8.3	15.3	10.8	17.3	15.2	15.6	16.4	12.3	15.7	8.7	19.8	22.2	13.0
\$60k-\$75k	10.7	11.9	9.7	13.6	11.5	14.0	10.4	9.0	15.9	5.7	11.4	14.2	6.9	11.6	6.2	13.1	8.7	6.4	7.1
\$75k-\$100k	12.5	11.4	5.7	12.8	13.3	8.5	17.0	12.4	14.8	10.2	13.8	13.4	17.8	11.4	16.4	9.4	9.5	7.7	10.9
OVER \$100k	24.9	21.7	18.5	27.1	18.9	23.3	16.6	25.8	25.0	27.6	22.6	19.7	25.3	35.4	25.1	41.1	37.9	40.5	38.0
REFUSED	26.5	27.1	35.3	21.5	33.0	30.7	34.9	25.9	27.7	24.7	24.1	24.7	22.1	18.9	22.5	19.7	18.1	18.4	26.8
Mean	89416	84887	80334	90712	84774	88850	83564	89553	94118	88565	85280	82533	88833	98415	87760	106135	100744	103077	107700

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 24 Page 308
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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							MEN							WOMEN						
	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH			
Total	500	136	60	96	116	75	66	149	67	100	195	132	81	75	74	54	111	101	71		
UNDER \$20k	2.9	2.9	-	4.2	1.6	2.5	-	1.5	3.3	*	5.2	3.3	7.0	0.6	3.5	2.6	4.3	4.1	1.7		
\$20k-\$40k	8.2	6.4	5.4	6.7	1.3	0.7	1.5	12.2	13.2	11.1	9.0	7.9	8.8	8.1	2.6	3.2	11.0	13.9	6.9		
\$40k-\$60k	14.3	14.3	16.2	14.3	12.9	12.8	10.4	13.5	12.8	11.5	17.4	21.0	13.8	17.5	13.6	10.0	9.8	18.5	19.2		
\$60k-\$75k	10.7	11.9	12.0	10.2	13.6	13.9	10.7	10.2	8.4	12.4	8.7	9.9	6.1	13.8	12.3	11.7	10.0	9.4	8.6		
\$75k-\$100k	12.5	7.2	4.8	7.8	8.4	7.4	11.4	15.5	18.0	13.4	14.5	11.4	17.9	7.6	13.1	8.8	16.0	14.9	13.3		
OVER \$100k	24.9	30.6	27.9	33.1	34.1	35.9	37.9	25.4	21.3	30.7	21.7	23.8	18.2	22.0	30.1	39.2	20.3	17.4	30.9		
REFUSED	26.5	26.7	33.6	23.7	28.1	26.8	28.1	21.8	23.0	20.8	23.4	22.6	28.1	30.4	24.9	24.5	28.6	21.8	19.3		
Mean	89416	95329	96321	96108	104152	104930	110892	88469	83666	95116	82996	85160	80806	86547	97373	107119	84345	76323	94052		

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 24 Page 309
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some College	COLLEGE GRAD.	Col- lege Grad.	Post Grad. Work
Total	500	15	41	72	53	62	125	55	312	127	240	243	125	180	12	70	98	311	211	100
UNDER \$20k	2.9	100.0	-	-	-	-	-	26.3	-	11.5	-	6.0	-	7.1	26.7	4.3	6.6	0.6	0.4	1.0
\$20k-\$40k	8.2	-	100.0	-	-	-	-	73.7	-	32.2	-	16.8	-	11.2	7.9	4.9	16.1	5.9	4.9	8.1
\$40k-\$60k	14.3	-	-	100.0	-	-	-	-	23.0	56.4	-	29.5	-	18.7	18.0	16.9	20.0	11.4	12.8	8.6
\$60k-\$75k	10.7	-	-	-	100.0	-	-	-	17.1	-	22.2	22.0	-	15.1	15.2	15.5	14.9	8.1	8.5	7.1
\$75k-\$100k	12.5	-	-	-	-	100.0	-	-	20.0	-	25.9	25.7	-	8.0	-	4.1	11.8	15.4	15.9	14.4
OVER \$100k	24.9	-	-	-	-	-	100.0	-	40.0	-	51.9	-	100.0	10.7	19.7	11.2	9.2	33.9	31.4	39.1
REFUSED	26.5	-	-	-	-	-	-	-	-	-	-	-	-	29.2	12.4	43.0	21.5	24.7	26.1	21.7
Mean	89416	20000	30000	50000	67500	87500	150000	27375	100441	40131	115481	58309	150000	66921	64577	73181	64023	102728	101100	105949

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 24 Page 310
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	MEN				WOMEN				MARITAL STATUS					MARRIED	
		LESS/ COL- Col- Post LESS/ COL- Col- Post SINGLE MAR- SEPA- DIV- WID- MALE FEMALE														
		COLLEG LEGE lege Grad. COLLEG LEGE lege Grad. GRAD. GRAD. GRAD. Work GRAD. GRAD. GRAD. Work RIED RATED ORCED OWED														
		GRAD. GRAD. Grad. Work GRAD. GRAD. Grad. Work														
Total	500	86	119	82	36	94	192	128	64	46	384	11	50	3	168	216
UNDER \$20k	2.9	5.2	-	-	-	8.8	0.9	0.6	1.6	13.7	1.7	3.6	-	59.2	2.4	1.1
\$20k-\$40k	8.2	7.8	2.5	0.9	6.1	14.3	8.1	7.5	9.2	23.2	4.5	27.8	20.0	-	4.2	4.8
\$40k-\$60k	14.3	17.9	9.0	10.0	6.5	19.4	13.0	14.5	9.8	16.8	12.5	31.5	25.4	-	12.3	12.6
\$60k-\$75k	10.7	20.5	6.8	6.8	6.7	10.2	8.9	9.6	7.4	18.2	10.9	-	6.3	-	12.4	9.7
\$75k-\$100k	12.5	7.4	11.6	11.2	12.2	8.5	17.8	18.9	15.6	4.2	14.7	-	8.1	-	10.2	18.1
OVER \$100k	24.9	13.2	43.2	42.8	43.9	8.4	28.2	24.1	36.4	2.5	29.8	6.2	15.0	40.8	33.2	27.1
REFUSED	26.5	28.0	27.0	28.2	24.5	30.3	23.2	24.7	20.1	21.3	26.1	30.9	25.1	-	25.3	26.7
Mean	89416	72941	116014	116881	114152	61279	94915	91411	101526	48070	98378	49315	70244	73041	100419	96758

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 24 Page 311
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican Amer.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.
Total	500	336	66	32	237	105	102	135	333	159	31	105	138	44	195	61	86	43	235	59
UNDER \$20k	2.9	3.6	3.0	-	3.8	2.3	2.9	4.5	2.1	4.8	-	6.0	2.0	3.7	2.1	7.7	4.1	5.7	1.4	6.6
\$20k-\$40k	8.2	10.1	2.0	-	10.3	9.2	5.6	13.9	7.0	10.3	10.1	11.4	4.9	4.1	8.5	16.6	7.6	13.3	7.1	10.6
\$40k-\$60k	14.3	14.2	11.8	25.3	15.5	10.4	14.0	16.7	12.9	16.6	12.0	14.9	13.3	11.9	12.6	17.0	20.1	19.0	10.9	12.5
\$60k-\$75k	10.7	12.6	10.1	5.6	13.6	10.2	16.3	11.5	11.1	9.7	5.6	13.1	13.6	14.4	9.3	12.3	6.3	10.6	13.0	15.6
\$75k-\$100k	12.5	14.1	10.3	11.6	14.3	13.6	11.5	16.5	14.1	9.7	21.3	7.9	10.1	8.1	16.9	7.7	21.2	4.8	11.8	10.5
OVER \$100k	24.9	19.7	44.3	44.0	16.8	30.9	21.9	12.9	26.5	22.8	17.6	21.5	31.0	26.2	23.4	18.1	14.5	13.8	32.3	25.7
REFUSED	26.5	25.6	18.5	13.4	25.6	23.3	27.7	24.1	26.4	26.1	33.5	25.2	25.2	31.6	27.2	20.7	26.2	32.8	23.4	18.5
Mean	89416	82386	109689	107006	78685	96048	87471	72332	93101	83300	86843	80272	97566	93648	89841	72041	78135	69521	98519	84683

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 24 Page 312
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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		AGE			MEN			WOMEN			GENDER	
			UNDER 40	41-55	OVER 55	UNDER 40	41-55	OVER 55	UNDER 40	41-55	OVER 55	MALE	FEMALE
Total	500	145	302	35	58	128	17	87	174	18	210	290	
UNDER \$20k	2.9	4.1	2.0	7.6	2.5	2.3	-	5.2	1.7	14.6	2.1	3.5	
\$20k-\$40k	8.2	10.4	7.2	11.3	6.6	3.5	8.1	12.9	10.0	14.2	4.6	10.8	
\$40k-\$60k	14.3	19.6	12.7	11.4	20.1	10.7	14.0	19.3	14.2	8.9	13.6	14.9	
\$60k-\$75k	10.7	6.9	12.2	12.8	5.1	15.7	15.3	8.1	9.7	10.4	12.2	9.5	
\$75k-\$100k	12.5	14.0	13.2	3.6	8.4	11.9	-	17.6	14.2	7.0	9.6	14.6	
OVER \$100k	24.9	13.8	31.5	22.9	15.3	36.1	36.7	12.8	28.1	10.1	29.9	21.4	
REFUSED	26.5	31.2	21.1	30.5	42.0	19.8	25.8	24.1	22.0	34.8	28.1	25.3	
Mean	89416	74626	96342	81641	79772	102242	100875	72031	91872	61237	97321	83906	

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 25 Page 313
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AREA													CHILDREN IN		APPROPRIATE TO		TALKED ABOUT		
															GRADES 6-12	START TALKING ABOUT	ALCOHOL ABUSE	ALCOHOL ABUSE	ALCOHOL ABUSE		
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	1	2 OVER	LESS/ 10	11-14	OVER 15	YES	NO/ NOT YET
Total	500	160	66	18	76	141	60	81	88	44	44	21	56	34	278	213	249	212	20	475	25
NOT COLLEGE GRAD.	36.0	30.0	15.8	34.2	41.2	43.0	36.8	47.5	31.9	21.5	42.4	34.8	48.5	27.0	42.1	28.6	33.7	37.4	51.3	36.1	34.2
SOME HIGH SCHOOL/LESS	2.5	2.0	-	-	4.2	2.3	1.2	3.1	2.7	2.6	2.7	3.4	5.2	-	0.6	5.0	1.4	2.7	15.7	2.6	-
HIGH SCHOOL GRAD.	13.9	11.7	1.8	27.9	16.4	17.3	16.0	18.2	12.0	3.3	20.7	17.2	16.2	10.4	17.3	9.7	14.1	13.2	26.7	13.1	29.9
SOME COLLEGE	19.6	16.3	14.0	6.3	20.6	23.4	19.7	26.2	17.3	15.5	19.0	14.2	27.1	16.6	24.2	13.9	18.2	21.5	8.9	20.4	4.3
COLLEGE GRAD.	62.2	66.4	82.9	53.4	55.3	55.5	62.8	50.2	68.1	78.5	57.6	65.2	50.0	73.0	55.5	70.4	65.7	61.2	48.7	62.2	62.4
COLLEGE GRAD.	42.1	42.4	44.1	42.8	40.9	43.1	46.4	40.8	37.7	42.2	33.1	58.3	37.1	46.2	36.7	48.7	41.6	44.1	35.3	41.8	48.1
POST GRAD. WORK	20.1	24.0	38.8	10.6	14.4	12.4	16.4	9.4	30.4	36.3	24.4	6.8	12.9	26.8	18.8	21.7	24.1	17.1	13.4	20.4	14.3
REFUSE	1.7	3.6	1.3	12.4	3.5	1.5	0.4	2.3	-	-	-	-	1.6	*	2.4	1.0	0.7	1.4	-	1.7	3.4

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 25 Page 314
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	TALK ABOUT ALCOHOL			TALKED ABOUT		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR				CHOICE MODEL		
		ABUSE WITH YOUR			ALCOHOL ABUSE		YOUR COMMUNITY				WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY				WHEN AGE/YOUR		
		CHILDREN			LAST FEW MOS.										ALCOHOL				CHILD DRINK		
		FREQU-	SOME-	RARELY	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	UNDER	Under	18-20	21/	22/	ABLE	ACT
		ENTLY	TIMES				LEM	ious		PROB-	ERNED			ALL	21	18		OVER	Over	TO	IRRESP
										LEM										HANDLE	ONSIBL
Total	500	174	221	78	396	78	405	210	195	40	300	65	235	197	172	67	105	280	37	38	449
NOT COLLEGE GRAD.	36.0	39.4	31.9	39.7	34.8	43.6	36.1	35.0	37.4	32.0	35.9	41.3	34.5	36.2	32.2	38.3	28.3	36.7	52.5	35.6	36.2
SOME HIGH SCHOOL/LESS	2.5	3.1	1.6	4.5	2.9	1.2	2.5	2.1	3.0	5.5	2.9	9.4	1.1	1.9	4.2	2.9	5.1	1.8	6.8	1.9	2.6
HIGH SCHOOL GRAD.	13.9	11.6	12.6	18.1	12.0	18.8	13.7	13.5	14.0	15.1	13.0	14.1	12.6	15.6	10.1	14.6	7.3	13.7	13.8	5.6	14.3
SOME COLLEGE	19.6	24.6	17.7	17.0	19.9	23.6	19.9	19.4	20.4	11.3	20.1	17.8	20.7	18.7	17.8	20.9	15.9	21.2	31.9	28.1	19.3
COLLEGE GRAD.	62.2	58.7	66.1	60.3	63.6	54.6	62.3	64.0	60.5	63.8	62.7	53.4	65.2	61.5	67.6	61.1	71.7	61.2	44.7	63.4	62.0
COLLEGE GRAD.	42.1	36.4	46.1	42.7	41.4	42.9	43.2	42.5	43.8	41.4	39.7	35.4	40.9	45.5	44.1	44.0	44.1	42.7	24.9	39.8	42.3
POST GRAD. WORK	20.1	22.3	20.0	17.6	22.2	11.7	19.2	21.5	16.7	22.3	23.0	18.1	24.4	16.0	23.5	17.1	27.6	18.4	19.8	23.6	19.6
REFUSE	1.7	1.9	2.0	-	1.6	1.9	1.5	1.0	2.1	4.3	1.4	5.3	0.3	2.3	0.2	0.6	-	2.1	2.8	1.0	1.9

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 25 Page 315
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	S/R/H: ADS		SEEN AD		SEEN AD		SEEN ADS		HEARD OF/VIST		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK									
		STOP UNDERAGE		GIRL ON FLOOR		TEENAGE BOY				TALKITOUTNC.O											
		DRINKING								RG											
		YES	NO	YES	NO	YES	NO	YES	1 OF 2	NO,	YES	NO	REGU-	2+	Once A	NOT	Every	Once A	RARELY	Rarely	Never
								BOTH		NEI-			LARLY	Times/	Week	REGU-	Couple	Week	/NEVER		
										THER				Week		LARLY	Weeks				
Total	500	202	281	203	289	221	275	153	112	224	99	399	149	93	56	91	38	53	258	125	133
NOT COLLEGE GRAD.	36.0	40.2	33.9	32.8	38.0	36.8	35.8	34.1	38.9	36.1	37.8	35.6	26.1	27.7	23.4	35.9	31.7	38.9	41.7	38.9	44.3
SOME HIGH SCHOOL/LESS	2.5	2.8	2.4	2.1	2.8	2.5	2.5	2.1	2.9	2.7	2.6	2.5	2.4	2.3	2.5	1.1	-	1.9	3.0	1.5	4.4
HIGH SCHOOL GRAD.	13.9	9.9	17.1	12.5	15.4	12.4	15.4	13.0	11.6	16.5	14.8	13.8	7.4	8.5	5.6	13.8	11.6	15.5	17.5	15.1	19.7
SOME COLLEGE	19.6	27.6	14.4	18.3	19.8	22.0	17.9	19.1	24.4	16.9	20.4	19.4	16.3	16.9	15.3	20.9	20.1	21.5	21.2	22.3	20.1
COLLEGE GRAD.	62.2	59.2	63.4	66.8	59.2	62.4	61.6	65.4	60.2	60.8	60.0	62.7	70.8	67.9	75.6	64.1	68.3	61.1	56.9	59.7	54.3
COLLEGE GRAD.	42.1	43.0	41.1	42.0	43.4	39.5	44.2	41.5	39.3	45.4	39.3	43.0	45.2	40.0	53.8	46.3	52.3	42.0	39.1	39.1	39.0
POST GRAD. WORK	20.1	16.2	22.2	24.8	15.8	22.9	17.5	23.9	20.9	15.4	20.6	19.7	25.6	27.9	21.8	17.8	15.9	19.2	17.8	20.5	15.3
REFUSE	1.7	0.6	2.7	0.4	2.8	0.8	2.5	0.5	0.9	3.1	2.3	1.6	3.1	4.4	1.0	-	-	-	1.4	1.4	1.4

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 25 Page 316
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	IDEOLOGY						PARTY					WHITE			AFRICAN AMERICAN			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	121	56	66	126	116	111	227	164	200	122	105	17	146	93	84	3	86	14
NOT COLLEGE GRAD.	36.0	30.0	21.4	37.2	30.3	43.9	37.4	40.7	42.3	37.3	24.2	26.1	12.3	42.7	26.4	23.7	100.0	47.5	24.1
SOME HIGH SCHOOL/LESS	2.5	0.8	-	1.5	1.7	2.1	4.0	3.0	1.6	2.1	3.0	3.4	-	1.8	2.4	2.6	-	2.2	-
HIGH SCHOOL GRAD.	13.9	11.1	12.5	10.0	11.5	14.5	14.8	14.7	17.6	12.5	11.4	12.9	1.6	17.4	9.0	10.4	32.2	16.2	16.7
SOME COLLEGE	19.6	18.0	8.9	25.7	17.1	27.3	18.6	23.0	23.0	22.7	9.9	9.8	10.7	23.6	15.0	10.7	67.8	29.1	7.4
COLLEGE GRAD.	62.2	70.0	78.6	62.8	69.4	52.5	60.5	56.4	55.8	61.6	74.2	72.1	87.7	55.0	73.6	75.2	-	49.9	75.9
COLLEGE GRAD.	42.1	40.7	47.5	35.0	46.3	38.8	45.5	42.1	41.9	37.7	51.1	51.2	50.4	43.0	44.0	55.3	-	32.4	48.7
POST GRAD. WORK	20.1	29.3	31.1	27.8	23.1	13.6	15.0	14.3	13.9	23.9	23.1	20.9	37.3	12.1	29.7	19.9	-	17.5	27.3
REFUSE	1.7	-	-	-	0.3	3.6	2.1	2.9	2.0	1.1	1.6	1.8	-	2.2	-	1.0	-	2.6	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 25 Page 317
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
Total	500	73	69	59	91	130	63	285	311	185	175	125	109	110	277
NOT COLLEGE GRAD.	36.0	47.7	44.5	28.0	37.9	33.5	20.7	32.7	35.2	44.2	32.9	29.4	21.2	17.9	48.7
SOME HIGH SCHOOL/LESS	2.5	3.7	-	6.1	-	3.2	-	2.1	3.5	2.1	1.2	5.1	-	-	4.5
HIGH SCHOOL GRAD.	13.9	27.2	20.7	9.8	9.9	8.2	12.9	12.2	13.0	14.5	17.0	7.5	7.8	8.2	18.8
SOME COLLEGE	19.6	16.9	23.8	12.1	27.9	22.2	7.8	18.5	18.6	27.7	14.7	16.9	13.4	9.7	25.4
COLLEGE GRAD.	62.2	49.1	55.5	68.8	61.1	64.8	79.3	65.4	64.1	55.2	65.0	69.2	75.4	81.0	50.1
COLLEGE GRAD.	42.1	36.8	35.5	48.1	45.9	38.8	54.0	42.7	46.0	38.7	41.3	48.9	40.4	58.9	36.4
POST GRAD. WORK	20.1	12.4	20.0	20.7	15.2	26.0	25.4	22.8	18.1	16.5	23.7	20.3	35.0	22.1	13.7
REFUSE	1.7	3.2	-	3.2	1.0	1.7	-	1.9	0.7	0.6	2.1	1.4	3.3	1.1	1.2

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 25 Page 318
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ Youn- ger	12	13	14	15/ OLDER	15	16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total	500	285	48	84	113	94	311	105	112	147	285	127	196	311	207	147
NOT COLLEGE GRAD.	36.0	32.7	40.0	28.2	31.9	31.4	35.2	28.1	30.6	39.8	32.7	32.9	31.5	35.2	28.4	39.8
SOME HIGH SCHOOL/LESS	2.5	2.1	4.8	2.4	1.3	1.5	3.5	3.6	4.5	3.2	2.1	3.4	1.4	3.5	3.6	3.2
HIGH SCHOOL GRAD.	13.9	12.2	20.5	10.4	10.8	13.1	13.0	10.1	9.9	15.8	12.2	14.7	11.7	13.0	9.8	15.8
SOME COLLEGE	19.6	18.5	14.7	15.3	19.8	16.8	18.6	14.3	16.2	20.7	18.5	14.7	18.3	18.6	14.9	20.7
COLLEGE GRAD.	62.2	65.4	58.3	71.8	66.1	66.3	64.1	71.9	67.3	60.0	65.4	66.5	66.3	64.1	70.5	60.0
COLLEGE GRAD.	42.1	42.7	45.5	41.9	44.4	43.5	46.0	55.0	45.8	45.9	42.7	43.2	44.4	46.0	50.3	45.9
POST GRAD. WORK	20.1	22.8	12.8	29.9	21.8	22.8	18.1	16.9	21.5	14.1	22.8	23.2	21.8	18.1	20.2	14.1
REFUSE	1.7	1.9	1.7	-	2.0	2.3	0.7	-	2.0	0.2	1.9	0.7	2.3	0.7	1.1	0.2

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 25 Page 319
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MALE ONLY (CHILDREN)						FEMALE ONLY (CHILDREN)						BOTH (CHILDREN)					
		14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total	500	101	46	70	103	59	52	91	37	58	111	75	44	88	42	65	96	74	51
NOT COLLEGE GRAD.	36.0	40.7	42.5	39.5	43.8	37.6	47.4	32.5	33.7	31.2	32.7	24.5	43.6	25.8	23.9	24.6	29.1	25.0	29.5
SOME HIGH SCHOOL/LESS	2.5	1.8	3.7	1.5	2.8	2.4	2.8	1.3	3.2	-	1.9	1.6	2.1	3.3	3.6	2.7	6.3	6.6	4.6
HIGH SCHOOL GRAD.	13.9	14.6	25.7	11.5	13.7	11.7	15.3	17.6	16.2	19.0	15.3	9.5	22.5	4.6	2.4	6.1	9.7	8.6	10.9
SOME COLLEGE	19.6	24.4	13.0	26.5	27.3	23.4	29.3	13.6	14.3	12.2	15.5	13.4	19.0	17.9	18.0	15.9	13.1	9.8	13.9
COLLEGE GRAD.	62.2	58.3	57.5	59.1	56.2	62.4	52.6	64.2	64.0	64.9	66.8	74.7	56.4	73.9	76.1	75.0	69.1	72.7	70.0
COLLEGE GRAD.	42.1	39.1	38.2	39.1	41.2	46.3	40.1	38.5	37.2	41.5	45.6	50.1	43.3	49.4	50.0	52.4	51.0	53.7	53.2
POST GRAD. WORK	20.1	19.2	19.3	19.9	15.0	16.2	12.5	25.6	26.8	23.4	21.2	24.6	13.1	24.6	26.1	22.6	18.1	19.0	16.8
REFUSE	1.7	1.0	-	1.5	-	-	-	3.4	2.3	3.9	0.5	0.8	-	0.3	*	0.4	1.8	2.3	0.5

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 25 Page 320
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN						WOMEN						MEN			WOMEN		
	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH	
Total	500	136	60	96	116	75	66	149	67	100	195	132	81	75	74	54	111	101	71
NOT COLLEGE GRAD.	36.0	40.4	42.6	38.8	38.7	27.4	40.9	25.6	24.1	24.5	33.1	28.9	38.9	55.3	37.9	30.5	36.8	29.2	28.5
SOME HIGH SCHOOL/LESS	2.5	3.4	5.3	2.9	5.9	6.0	5.4	0.8	1.8	-	2.1	2.2	1.4	4.3	2.8	5.4	0.6	-	4.8
HIGH SCHOOL GRAD.	13.9	18.2	21.2	17.2	18.0	11.7	19.5	6.7	8.9	6.5	10.0	8.8	12.8	25.3	24.9	7.1	7.1	11.2	7.7
SOME COLLEGE	19.6	18.8	16.1	18.7	14.7	9.7	15.9	18.2	13.4	18.0	21.0	17.9	24.7	25.6	10.2	18.0	29.0	18.0	16.0
COLLEGE GRAD.	62.2	58.2	56.0	60.1	59.6	69.9	59.1	72.1	75.9	72.1	66.8	70.9	60.8	43.3	60.2	66.7	63.2	68.6	71.1
COLLEGE GRAD.	42.1	38.7	40.8	39.5	45.3	53.7	45.2	46.2	45.4	49.1	46.3	48.4	46.5	26.6	41.9	48.7	46.8	40.9	49.0
POST GRAD. WORK	20.1	19.5	15.2	20.6	14.2	16.2	13.9	25.8	30.5	23.0	20.4	22.5	14.2	16.7	18.3	18.0	16.4	27.7	22.1
REFUSE	1.7	1.4	1.4	1.1	1.8	2.7	-	2.3	-	3.4	0.1	0.2	0.3	1.4	1.9	2.7	-	2.2	0.3

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 25 Page 321
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work
Total	500	15	41	72	53	62	125	55	312	127	240	243	125	180	12	70	98	311	211	100
NOT COLLEGE GRAD.	36.0	87.8	49.3	46.9	51.2	23.1	15.5	59.4	30.3	52.4	25.4	44.6	15.5	100.0	100.0	100.0	100.0	-	-	-
SOME HIGH SCHOOL/LESS	2.5	22.7	2.4	3.1	3.5	-	2.0	7.7	2.1	5.1	1.8	3.5	2.0	6.9	100.0	-	-	-	-	-
HIGH SCHOOL GRAD.	13.9	20.6	8.4	16.5	20.2	4.6	6.3	11.6	10.7	14.3	8.9	13.1	6.3	38.7	-	100.0	-	-	-	-
SOME COLLEGE	19.6	44.4	38.5	27.3	27.4	18.5	7.2	40.1	17.5	32.9	14.6	28.0	7.2	54.4	-	-	100.0	-	-	-
COLLEGE GRAD.	62.2	12.2	45.3	49.6	47.1	76.9	84.5	36.6	68.6	43.9	74.3	53.1	84.5	-	-	-	-	100.0	100.0	100.0
COLLEGE GRAD.	42.1	5.3	25.3	37.5	33.6	53.8	53.0	20.1	46.3	29.9	48.9	36.9	53.0	-	-	-	-	67.7	100.0	-
POST GRAD. WORK	20.1	6.9	19.9	12.1	13.4	23.1	31.5	16.5	22.3	14.0	25.3	16.2	31.5	-	-	-	-	32.3	-	100.0
REFUSE	1.7	-	5.5	3.5	1.8	-	-	4.0	1.1	3.7	0.4	2.3	-	-	-	-	-	-	-	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 25 Page 322
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN				WOMEN				MARITAL STATUS					MARRIED	
		LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	SINGLE	MAR- RIED	SEPA- RATED	DIV- ORCED	WID- OWED	MALE	FEMALE
Total	500	86	119	82	36	94	192	128	64	46	384	11	50	3	168	216
NOT COLLEGE GRAD.	36.0	100.0	-	-	-	100.0	-	-	-	51.3	34.0	46.8	34.1	44.7	37.6	31.2
SOME HIGH SCHOOL/LESS	2.5	9.6	-	-	-	4.4	-	-	-	1.7	2.7	-	-	44.7	4.9	1.0
HIGH SCHOOL GRAD.	13.9	47.9	-	-	-	30.3	-	-	-	10.8	13.9	39.7	8.6	-	16.8	11.6
SOME COLLEGE	19.6	42.4	-	-	-	65.3	-	-	-	38.7	17.4	7.1	25.5	-	15.9	18.6
COLLEGE GRAD.	62.2	-	100.0	100.0	100.0	-	100.0	100.0	100.0	43.8	64.7	53.2	65.9	55.3	60.3	68.2
COLLEGE GRAD.	42.1	-	69.3	100.0	-	-	66.7	100.0	-	25.8	45.1	22.0	41.9	55.3	42.4	47.3
POST GRAD. WORK	20.1	-	30.7	-	100.0	-	33.3	-	100.0	18.1	19.6	31.2	24.1	-	17.9	21.0
REFUSE	1.7	-	-	-	-	-	-	-	-	4.9	1.2	-	-	-	2.1	0.5

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 25 Page 323
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican Amer.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.
Total	500	336	66	32	237	105	102	135	333	159	31	105	138	44	195	61	86	43	235	59
NOT COLLEGE GRAD.	36.0	41.6	32.7	19.7	47.3	24.8	55.3	41.2	33.3	42.0	35.5	46.4	37.5	51.2	30.4	42.9	36.8	52.5	32.2	41.8
SOME HIGH SCHOOL/LESS	2.5	1.9	3.9	6.8	2.2	1.0	1.9	2.5	2.3	2.9	4.8	1.9	4.0	0.2	1.1	3.1	5.1	-	1.4	3.2
HIGH SCHOOL GRAD.	13.9	15.5	14.2	6.3	19.2	7.0	27.1	13.2	12.9	15.3	6.9	17.7	19.1	24.6	8.5	12.7	5.9	14.0	15.1	19.0
SOME COLLEGE	19.6	24.2	14.6	6.5	25.9	16.8	26.3	25.5	18.1	23.8	23.9	26.8	14.3	26.4	20.7	27.0	25.8	38.4	15.6	19.6
COLLEGE GRAD.	62.2	57.5	67.3	80.3	52.3	72.8	44.7	58.1	65.1	56.4	64.5	51.5	59.4	48.8	69.1	53.5	61.5	42.3	67.3	58.2
COLLEGE GRAD.	42.1	39.4	41.6	63.0	36.8	49.8	35.6	37.7	46.0	34.0	36.9	33.5	43.7	31.5	47.6	34.9	47.4	33.0	46.9	33.1
POST GRAD. WORK	20.1	18.0	25.7	17.3	15.6	23.0	9.2	20.4	19.1	22.4	27.5	18.0	15.7	17.2	21.5	18.6	14.1	9.3	20.4	25.2
REFUSE	1.7	0.9	-	-	0.4	2.4	-	0.7	1.6	1.6	-	2.1	3.1	-	0.5	3.7	1.7	5.2	0.5	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 25 Page 324
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL			AGE			MEN			WOMEN			GENDER	
	UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE			
	40		55	40		55	40		55					
Total	500	145	302	35	58	128	17	87	174	18	210	290		
NOT COLLEGE GRAD.	36.0	41.1	31.7	51.4	42.0	40.2	42.8	40.6	25.4	59.4	40.8	32.6		
SOME HIGH SCHOOL/LESS	2.5	4.0	1.4	6.3	6.3	3.3	1.9	2.6	-	10.4	3.9	1.4		
HIGH SCHOOL GRAD.	13.9	9.0	14.3	24.3	11.3	21.8	25.4	7.6	8.7	23.2	19.6	9.9		
SOME COLLEGE	19.6	28.1	16.0	20.9	24.4	15.0	15.6	30.4	16.7	25.8	17.3	21.3		
COLLEGE GRAD.	62.2	55.6	67.9	48.6	53.7	58.9	57.2	56.9	74.6	40.6	56.7	66.3		
COLLEGE GRAD.	42.1	41.4	44.8	29.7	35.2	41.5	36.1	45.5	47.3	23.7	39.3	44.2		
POST GRAD. WORK	20.1	14.2	23.1	18.9	18.5	17.4	21.1	11.3	27.3	16.9	17.4	22.1		
REFUSE	1.7	3.3	0.4	-	4.3	1.0	-	2.6	-	-	2.5	1.2		

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 26 Page 325
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

26. WHAT IS YOUR CURRENT MARITAL STATUS?

	TOTAL	AREA													CHILDREN IN	APPROPRIATE TO		TALKED ABOUT			
															GRADES 6-12	START TALKING ABOUT	ALCOHOL ABUSE				
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	1	2 OVER	LESS/ 10	11-14	OVER 15	YES	NO/ NOT YET
Total	500	160	66	18	76	141	60	81	88	44	44	21	56	34	278	213	249	212	20	475	25
SINGLE, NEVER MARRIED	9.1	9.2	4.0	18.7	11.4	7.9	3.0	11.5	10.9	12.1	9.7	-	18.4	-	11.5	6.3	10.0	7.9	8.1	8.7	17.5
MARRIED	76.8	72.9	79.7	60.6	69.9	78.7	79.1	78.5	82.3	81.0	83.7	60.3	75.3	85.9	71.9	83.1	79.1	76.1	61.8	77.8	57.7
SEPARATED	2.2	3.0	3.7	10.1	0.8	1.6	2.3	1.1	-	-	-	-	2.8	6.2	3.0	1.1	1.0	4.0	-	1.6	12.7
DIVORCED	10.0	13.2	11.4	8.5	15.9	9.6	15.7	5.1	5.4	4.3	6.6	32.8	2.0	7.9	11.5	8.4	9.0	11.1	10.1	10.1	8.7
WIDOWED	0.5	0.2	-	2.1	-	0.8	-	1.3	1.3	2.6	-	-	-	-	0.1	1.1	-	0.5	5.9	0.6	-
REFUSE	1.3	1.5	1.3	-	2.0	1.5	-	2.5	*	*	-	6.8	1.6	*	1.9	*	0.9	0.4	14.0	1.2	3.4

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 26 Page 326
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

26. WHAT IS YOUR CURRENT MARITAL STATUS?

	TOTAL	TALK ABOUT ALCOHOL			TALKED ABOUT		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR				CHOICE MODEL		
		ABUSE WITH YOUR			ALCOHOL ABUSE		YOUR COMMUNITY				WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY				WHEN AGE/YOUR		
		CHILDREN			LAST FEW MOS.										ALCOHOL				CHILD DRINK		
		FREQU-	SOME-	RARELY	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	UNDER	Under	18-20	21/	22/	ABLE	ACT
		ENTLY	TIMES				LEM	ious		PROB-	ERNED			ALL	21	18		OVER	Over	TO	IRRESP
										LEM										HANDLE	ONSIBL
Total	500	174	221	78	396	78	405	210	195	40	300	65	235	197	172	67	105	280	37	38	449
SINGLE, NEVER MARRIED	9.1	10.6	7.7	7.4	8.2	11.5	9.2	8.0	10.5	7.6	5.3	7.1	4.8	14.6	6.1	8.5	4.6	10.3	6.7	6.6	9.2
MARRIED	76.8	76.2	78.7	78.3	79.2	70.5	78.7	78.3	79.1	72.8	80.6	81.3	80.4	71.2	76.6	73.5	78.5	77.4	80.3	86.1	76.2
SEPARATED	2.2	1.9	1.5	1.4	1.2	3.8	1.7	2.6	0.7	5.7	2.7	*	3.5	1.3	2.6	3.1	2.2	2.0	-	-	2.3
DIVORCED	10.0	9.2	10.8	10.3	10.1	10.1	8.5	9.7	7.2	12.0	10.0	9.2	10.2	10.2	13.2	12.0	13.9	7.9	5.9	7.3	10.3
WIDOWED	0.5	1.5	-	-	0.7	-	0.6	0.7	0.5	-	0.9	2.4	0.5	-	0.2	0.6	-	0.8	3.2	-	0.6
REFUSE	1.3	0.5	1.3	2.6	0.7	4.0	1.3	0.7	1.9	1.8	0.5	*	0.6	2.7	1.3	2.2	0.7	1.6	3.9	*	1.5

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 26 Page 327
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

26. WHAT IS YOUR CURRENT MARITAL STATUS?

	TOTAL	S/R/H: ADS		SEEN AD		SEEN AD		SEEN ADS			HEARD OF/VIST		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK									
		STOP UNDERAGE		GIRL ON FLOOR		TEENAGE BOY					TALKITOUTNC.O											
		DRINKING									RG											
		YES	NO	YES	NO	YES	NO	YES	1 OF 2	NO,	YES	NO	REGU-	2+	Once A	NOT	Every	Once A	RARELY	Rarely	Never	
								BOTH		NEI-			LARLY	Times/	Week	REGU-	Couple	Week	/NEVER			
										THER				Week		LARLY	Weeks					

Total	500	202	281	203	289	221	275	153	112	224	99	399	149	93	56	91	38	53	258	125	133	
SINGLE, NEVER MARRIED	9.1	9.0	9.4	6.2	10.6	9.0	9.3	4.9	13.6	9.2	8.9	9.2	10.2	13.3	5.0	7.5	9.5	6.0	9.1	7.8	10.4	
MARRIED	76.8	78.0	76.5	78.9	76.3	77.0	76.4	81.4	69.2	78.4	78.3	76.3	72.7	70.7	76.1	76.4	70.7	80.5	79.3	81.9	76.8	
SEPARATED	2.2	1.5	2.8	3.2	1.5	0.8	3.3	1.1	4.4	1.9	2.8	2.0	1.6	0.8	2.9	1.5	-	2.6	2.7	3.4	2.1	
DIVORCED	10.0	11.0	8.4	10.7	9.0	12.0	8.6	12.3	9.3	8.3	10.0	10.1	13.4	11.8	16.0	12.8	18.9	8.4	7.1	5.3	8.8	
WIDOWED	0.5	0.5	0.6	0.2	0.8	0.7	0.4	0.2	1.0	0.5	-	0.7	-	-	-	0.4	1.0	-	0.9	0.9	0.9	
REFUSE	1.3	*	2.4	0.7	1.8	0.6	1.9	*	2.5	1.7	-	1.7	2.1	3.3	-	1.5	-	2.5	0.9	0.7	1.1	

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 26 Page 328
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

26. WHAT IS YOUR CURRENT MARITAL STATUS?

	TOTAL	IDEOLOGY						PARTY					WHITE			AFRICAN AMERICAN			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	121	56	66	126	116	111	227	164	200	122	105	17	146	93	84	3	86	14
SINGLE, NEVER MARRIED	9.1	13.6	9.5	17.0	6.9	12.8	4.5	8.7	3.1	14.0	7.6	8.9	-	2.6	6.4	7.2	46.5	24.5	17.6
MARRIED	76.8	74.7	75.5	74.1	73.9	80.3	81.9	81.1	84.7	71.0	77.3	77.6	75.8	85.4	81.5	80.2	53.5	56.9	57.7
SEPARATED	2.2	2.5	2.4	2.6	2.1	0.6	4.1	2.3	1.6	3.7	0.6	0.7	-	1.3	1.8	0.9	-	5.1	-
DIVORCED	10.0	7.1	8.1	6.3	16.8	6.4	8.8	7.6	8.4	10.1	11.7	10.4	19.8	8.1	10.3	9.0	-	10.8	22.0
WIDOWED	0.5	0.9	1.9	-	0.3	-	-	-	-	1.1	0.3	0.4	-	-	-	-	-	2.6	2.7
REFUSE	1.3	1.2	2.6	-	*	*	0.7	0.4	2.3	-	2.4	2.1	4.3	2.6	-	2.6	-	-	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 26 Page 329
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

26. WHAT IS YOUR CURRENT MARITAL STATUS?

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL
Total	500	73	69	59	91	130	63	285	311	185	175	125	109	110	277
SINGLE, NEVER MARRIED	9.1	2.4	9.4	4.7	3.7	16.5	10.4	8.3	8.3	7.0	14.6	5.7	9.9	9.4	8.8
MARRIED	76.8	81.8	81.0	80.1	86.9	65.7	74.7	78.6	78.9	79.2	71.6	81.1	70.5	83.2	76.5
SEPARATED	2.2	2.1	3.9	-	1.1	3.6	1.2	1.3	2.3	3.0	2.7	0.5	3.1	2.9	1.5
DIVORCED	10.0	12.5	4.1	11.4	5.1	13.3	12.0	10.8	9.1	10.9	9.3	10.9	15.4	3.3	10.7
WIDOWED	0.5	-	1.5	-	-	0.9	0.6	0.8	0.8	-	0.2	1.8	0.3	-	0.8
REFUSE	1.3	1.1	-	3.7	3.2	-	1.2	0.3	0.7	*	1.7	*	0.8	1.3	1.6

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 26 Page 330
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

26. WHAT IS YOUR CURRENT MARITAL STATUS?

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ Youn- ger	12	13	14	15/ OLDER	15	16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total	500	285	48	84	113	94	311	105	112	147	285	127	196	311	207	147
SINGLE, NEVER MARRIED	9.1	8.3	10.6	8.4	8.8	5.0	8.3	5.6	8.6	8.7	8.3	9.6	6.3	8.3	7.5	8.7
MARRIED	76.8	78.6	77.2	80.1	75.2	82.7	78.9	80.0	74.9	79.4	78.6	78.1	79.7	78.9	79.7	79.4
SEPARATED	2.2	1.3	1.8	3.3	0.8	*	2.3	3.3	4.0	0.5	1.3	2.9	0.4	2.3	3.5	0.5
DIVORCED	10.0	10.8	4.0	8.2	15.2	12.4	9.1	11.2	12.2	8.5	10.8	7.0	13.5	9.1	9.2	8.5
WIDOWED	0.5	0.8	4.6	-	-	-	0.8	-	0.3	1.5	0.8	1.8	-	0.8	0.2	1.5
REFUSE	1.3	0.3	1.7	-	*	-	0.7	-	-	1.4	0.3	0.7	*	0.7	-	1.4

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 26 Page 331
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

26. WHAT IS YOUR CURRENT MARITAL STATUS?

	TOTAL						MALE ONLY (CHILDREN)						FEMALE ONLY (CHILDREN)						BOTH (CHILDREN)					
	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total	500	101	46	70	103	59	52	91	37	58	111	75	44	88	42	65	96	74	51					
SINGLE, NEVER MARRIED	9.1	7.8	14.2	3.1	6.9	5.0	8.2	12.5	12.4	11.8	12.5	13.2	13.4	5.0	2.8	5.3	4.9	3.8	5.5					
MARRIED	76.8	77.3	77.5	80.9	81.7	81.8	80.2	75.4	78.5	73.3	73.4	73.6	73.4	82.1	76.9	83.1	81.9	84.1	83.2					
SEPARATED	2.2	2.7	6.0	*	2.7	4.7	-	1.0	2.4	1.5	3.4	5.1	-	-	-	-	0.7	0.9	1.3					
DIVORCED	10.0	12.2	2.3	16.0	8.7	8.5	11.5	10.2	4.4	13.4	8.5	7.6	8.5	10.4	14.9	11.7	10.2	11.3	5.6					
WIDOWED	0.5	-	-	-	-	-	-	-	-	-	0.3	0.5	-	2.5	5.4	-	2.3	-	4.4					
REFUSE	1.3	*	-	*	*	-	*	0.9	2.3	-	1.9	-	4.7	*	*	*	-	-	-					

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 26 Page 332
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

26. WHAT IS YOUR CURRENT MARITAL STATUS?

	TOTAL	MEN						WOMEN						MEN			WOMEN		
		14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	136	60	96	116	75	66	149	67	100	195	132	81	75	74	54	111	101	71
SINGLE, NEVER MARRIED	9.1	6.8	5.8	7.1	4.7	6.8	3.4	9.6	13.1	5.6	10.4	8.0	13.1	5.5	7.1	8.1	8.0	20.0	3.9
MARRIED	76.8	80.9	77.3	82.7	82.1	82.9	82.7	76.5	78.9	76.9	76.9	77.8	76.7	79.6	78.8	81.6	78.9	66.4	80.6
SEPARATED	2.2	2.7	6.0	0.9	0.6	0.9	1.0	*	-	*	3.3	4.9	-	3.7	1.2	1.2	2.5	3.7	-
DIVORCED	10.0	8.3	7.8	9.3	10.6	9.4	9.3	13.1	6.2	17.5	8.1	9.0	7.9	11.2	9.9	7.1	10.7	8.8	13.8
WIDOWED	0.5	0.8	1.8	-	0.9	-	1.6	0.8	1.8	-	0.8	0.3	1.4	-	-	2.0	-	0.4	1.7
REFUSE	1.3	0.6	1.4	*	1.1	-	2.0	*	-	*	0.4	-	0.9	-	2.9	*	*	0.7	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 26 Page 333
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

26. WHAT IS YOUR CURRENT MARITAL STATUS?

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work
Total	500	15	41	72	53	62	125	55	312	127	240	243	125	180	12	70	98	311	211	100
SINGLE, NEVER MARRIED	9.1	43.0	25.9	10.7	15.6	3.1	0.9	30.4	6.1	19.3	4.7	14.3	0.9	13.0	6.3	7.1	18.0	6.4	5.6	8.2
MARRIED	76.8	43.6	42.2	66.8	78.5	90.4	91.7	42.6	83.4	56.2	88.4	69.9	91.7	72.5	84.2	76.5	68.2	79.9	82.3	75.0
SEPARATED	2.2	2.7	7.4	4.7	-	-	0.5	6.1	1.3	5.3	0.3	2.8	0.5	2.8	-	6.2	0.8	1.8	1.1	3.4
DIVORCED	10.0	-	24.5	17.8	5.9	6.5	6.0	18.1	8.8	17.9	6.1	12.4	6.0	9.5	-	6.2	13.0	10.6	10.0	12.0
WIDOWED	0.5	10.7	-	-	-	-	0.9	2.8	0.3	1.2	0.4	0.6	0.9	0.7	9.5	-	-	0.5	0.7	-
REFUSE	1.3	-	-	*	-	-	-	-	*	*	-	*	-	1.6	-	4.1	-	0.7	0.3	1.4

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 26 Page 334
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

26. WHAT IS YOUR CURRENT MARITAL STATUS?

	TOTAL	MEN				WOMEN				MARITAL STATUS					MARRIED		
		LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work		SINGLE	MAR- RIED	SEPA- RATED	DIV- ORCED	WID- OWED	MALE	FEMALE
Total	500	86	119	82	36	94	192	128	64	46	384	11	50	3	168	216	
SINGLE, NEVER MARRIED	9.1	12.2	2.8	2.6	3.2	13.7	8.7	7.5	11.1	100.0	-	-	-	-	-	-	-
MARRIED	76.8	73.8	85.3	86.5	82.4	71.3	76.7	79.6	70.8	-	100.0	-	-	-	100.0	100.0	
SEPARATED	2.2	5.0	*	*	-	0.8	3.0	1.9	5.3	-	-	100.0	-	-	-	-	-
DIVORCED	10.0	7.4	11.1	9.6	14.4	11.3	10.3	10.2	10.6	-	-	-	100.0	-	-	-	-
WIDOWED	0.5	-	0.9	1.3	-	1.2	0.2	0.3	-	-	-	-	-	100.0	-	-	-
REFUSE	1.3	1.6	-	-	-	1.6	1.1	0.6	2.2	-	-	-	-	-	-	-	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 26 Page 335
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

26. WHAT IS YOUR CURRENT MARITAL STATUS?

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican Amer.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.
Total	500	336	66	32	237	105	102	135	333	159	31	105	138	44	195	61	86	43	235	59
SINGLE, NEVER MARRIED	9.1	11.0	7.9	-	9.4	13.2	8.7	10.0	5.2	16.7	-	25.3	3.2	17.3	6.7	31.1	6.0	31.4	4.6	22.0
MARRIED	76.8	73.9	86.2	92.8	76.9	70.6	78.5	75.7	82.6	64.9	84.0	56.1	86.3	66.7	79.9	48.5	84.3	45.8	82.0	61.6
SEPARATED	2.2	3.2	-	-	4.0	1.3	4.2	3.8	1.3	4.0	2.2	4.2	0.6	6.3	1.8	2.7	-	4.3	1.9	4.4
DIVORCED	10.0	10.9	5.8	7.2	8.8	13.4	7.6	9.7	9.1	12.3	13.9	11.9	7.7	7.2	10.1	15.2	6.2	18.5	10.7	7.6
WIDOWED	0.5	0.7	-	-	0.9	-	1.0	0.9	-	1.6	-	2.5	-	2.5	-	2.5	-	-	-	4.4
REFUSE	1.3	0.4	-	-	-	1.4	-	-	1.8	0.5	-	-	2.2	-	1.5	-	3.4	-	0.9	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 26 Page 336
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

26. WHAT IS YOUR CURRENT MARITAL STATUS?

	TOTAL			AGE			MEN			WOMEN			GENDER	
	UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE			
	40		55	40		55	40		55					
Total	500	145	302	35	58	128	17	87	174	18	210	290		
SINGLE, NEVER MARRIED	9.1	12.9	7.3	7.6	9.5	4.6	-	15.0	9.3	14.6	6.5	11.0		
MARRIED	76.8	72.6	78.8	76.3	78.3	81.9	86.3	68.8	76.5	67.0	80.2	74.4		
SEPARATED	2.2	1.3	2.5	3.7	3.2	1.2	5.4	-	3.5	2.2	2.0	2.2		
DIVORCED	10.0	11.3	10.7	2.9	8.9	10.6	2.0	12.8	10.7	3.6	9.3	10.5		
WIDOWED	0.5	-	-	7.5	-	-	6.3	-	-	8.5	0.5	0.5		
REFUSE	1.3	2.0	0.7	2.1	-	1.7	-	3.4	-	4.0	1.4	1.3		

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 27 Page 337
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

27. WHAT IS YOUR RELIGION?

	TOTAL	AREA													CHILDREN IN GRADES 6-12		APPROPRIATE TO START TALKING ABOUT ALCOHOL ABUSE		TALKED ABOUT ALCOHOL ABUSE		
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	1	2 OVER	LESS/ 10	11-14	OVER 15	YES	NO/ NOT YET
Total	500	160	66	18	76	141	60	81	88	44	44	21	56	34	278	213	249	212	20	475	25
PROTESTANT	67.2	61.4	51.9	75.5	66.2	70.4	72.1	69.2	77.4	74.2	80.7	66.5	65.3	58.5	72.2	62.4	69.2	65.1	62.1	67.3	64.4
CATHOLIC	13.2	13.9	17.8	10.5	11.4	10.9	11.6	10.3	11.5	10.0	13.1	7.8	18.3	19.3	11.2	16.0	13.5	14.8	5.4	13.3	11.5
JEWISH	0.6	0.5	-	-	1.2	1.6	3.8	-	-	-	-	-	-	-	0.3	1.1	0.4	1.1	-	0.7	-
MORMON/L.D.S.	0.9	0.6	1.4	-	-	-	-	-	2.0	4.0	-	7.9	-	-	0.1	1.9	1.4	0.5	-	0.9	-
MUSLIM/ISLAMIC	0.4	1.2	1.4	-	1.2	-	-	-	-	-	-	-	-	-	-	0.9	0.4	-	4.7	0.2	3.7
ATHEIST/AGNOSTIC	6.4	8.1	12.9	-	5.9	4.8	4.6	4.9	4.9	9.7	-	3.4	6.4	11.6	4.0	8.0	6.0	7.0	3.6	6.3	8.6
OTHER	0.9	0.6	1.5	-	-	1.9	4.4	-	0.8	-	1.7	-	-	-	0.6	1.2	1.4	0.1	-	0.9	-
DK/REFUSED	10.4	13.7	13.1	14.0	14.1	10.5	3.6	15.6	3.3	2.1	4.5	14.5	10.0	10.6	11.5	8.6	7.8	11.4	24.2	10.3	11.7

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 27 Page 338
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

27. WHAT IS YOUR RELIGION?

	TOTAL	TALK ABOUT ALCOHOL			TALKED ABOUT		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR					CHOICE MODEL	
		ABUSE WITH YOUR			ALCOHOL ABUSE		YOUR COMMUNITY				WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY					WHEN AGE/YOUR	
		CHILDREN			LAST FEW MOS.										ALCOHOL					CHILD DRINK	
		FREQU-	SOME-	RARELY	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	UNDER	Under	18-20	21/	22/	ABLE	ACT
		ENTLY	TIMES				LEM	ious		PROB-	ERNED			ALL	21	18		OVER	Over	TO	IRRESP
										LEM										HANDLE	ONSIBL
<hr/>																					
Total	500	174	221	78	396	78	405	210	195	40	300	65	235	197	172	67	105	280	37	38	449
PROTESTANT	67.2	68.4	69.3	58.7	67.8	65.6	68.0	69.4	66.5	55.0	67.6	68.3	67.4	66.8	63.0	53.4	69.1	70.3	75.5	61.0	68.4
CATHOLIC	13.2	12.6	12.1	18.6	13.9	9.3	12.8	11.6	14.1	18.8	13.3	12.9	13.4	13.3	15.9	18.2	14.4	11.1	8.6	19.3	12.3
JEWISH	0.6	1.3	0.4	-	0.8	-	0.4	0.8	-	3.6	0.3	-	0.4	0.4	1.0	1.3	0.8	0.5	-	-	0.7
MORMON/L.D.S.	0.9	1.2	1.0	-	1.1	-	1.1	1.8	0.3	-	0.6	0.5	0.7	1.2	-	-	-	0.9	1.8	-	1.0
MUSLIM/ISLAMIC	0.4	-	0.4	-	0.2	-	0.5	0.9	-	-	-	-	-	0.9	0.5	1.4	-	0.3	-	-	0.4
ATHEIST/AGNOSTIC	6.4	4.2	7.9	6.9	6.0	8.3	6.3	4.8	7.9	3.4	7.0	2.1	8.3	5.7	8.3	9.1	7.9	6.4	4.0	1.9	6.8
OTHER	0.9	1.0	1.2	0.1	0.9	1.0	0.7	1.3	-	2.4	0.3	1.5	-	1.7	1.4	1.1	1.6	0.7	-	1.9	0.8
DK/REFUSED	10.4	11.3	7.7	15.7	9.2	15.8	10.3	9.4	11.2	16.8	10.8	14.7	9.7	9.9	9.8	15.5	6.2	9.7	10.0	15.9	9.5

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 27 Page 339
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

27. WHAT IS YOUR RELIGION?

	TOTAL	S/R/H: ADS		SEEN AD		SEEN AD		SEEN ADS			HEARD OF/VIST		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK								
		STOP UNDERAGE		GIRL ON FLOOR		TEENAGE BOY					TALKITOUTNC.O										
		DRINKING									RG										
		YES	NO	YES	NO	YES	NO	YES	1 OF 2	NO,	YES	NO	REGU-	2+	Once A	NOT	Every	Once A	RARELY	Rarely	Never
								BOTH		NEI-				Week	Week	REGU-	Couple	/NEVER			
										THER				Week		LARLY	Weeks				

Total	500	202	281	203	289	221	275	153	112	224	99	399	149	93	56	91	38	53	258	125	133
PROTESTANT	67.2	68.9	64.9	68.9	66.6	71.5	63.9	69.2	74.8	63.0	58.4	69.6	56.5	57.0	55.7	57.0	51.0	61.5	77.3	81.3	73.5
CATHOLIC	13.2	13.6	13.5	15.6	11.2	13.8	12.3	14.9	11.5	12.0	18.0	11.8	16.3	14.0	20.1	15.7	13.9	17.1	10.3	11.0	9.6
JEWISH	0.6	0.4	0.8	0.4	0.8	-	1.1	-	0.8	1.0	0.9	0.6	2.1	1.5	3.1	-	-	-	-	-	-
MORMON/L.D.S.	0.9	1.8	0.2	0.1	1.4	0.9	0.8	0.2	1.6	1.0	-	1.1	-	-	-	-	-	-	1.7	0.2	3.1
MUSLIM/ISLAMIC	0.4	-	0.7	0.5	0.3	0.8	-	0.6	0.8	-	0.9	0.2	-	-	-	-	-	-	0.7	-	1.4
ATHEIST/AGNOSTIC	6.4	6.0	7.2	4.9	7.7	3.5	8.9	5.1	1.9	10.0	10.2	5.5	10.6	12.9	6.8	6.6	5.3	7.6	4.0	3.0	4.9
OTHER	0.9	1.0	0.9	1.6	0.4	1.9	0.1	2.2	0.7	0.1	*	1.1	1.1	1.0	1.3	1.8	4.3	-	0.4	-	0.8
DK/REFUSED	10.4	8.3	11.9	7.9	11.6	7.5	12.8	7.8	7.9	12.9	11.5	10.1	13.3	13.5	13.0	18.8	25.5	13.9	5.6	4.4	6.7

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 27 Page 340
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

27. WHAT IS YOUR RELIGION?

	TOTAL	IDEOLOGY						PARTY						WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	121	56	66	126	116	111	227	164	200	122	105	17	146	93	84	3	86	14
PROTESTANT	67.2	53.5	47.3	58.8	57.8	79.9	82.6	81.2	77.1	70.7	52.6	48.7	77.0	77.2	63.2	49.7	53.5	79.7	70.0
CATHOLIC	13.2	19.8	16.7	22.3	12.1	14.9	7.7	11.4	14.1	10.9	16.3	16.8	13.4	13.5	14.8	21.4	46.5	5.1	5.5
JEWISH	0.6	1.2	2.6	-	1.4	-	-	-	0.5	0.7	0.7	-	5.2	-	1.5	1.1	-	-	-
MORMON/L.D.S.	0.9	-	-	-	1.6	-	2.1	1.0	0.6	-	2.8	3.3	-	0.7	-	2.1	-	-	-
MUSLIM/ISLAMIC	0.4	-	-	-	1.5	-	-	-	-	-	1.5	1.8	-	-	-	-	-	-	-
ATHEIST/AGNOSTIC	6.4	13.9	24.3	5.1	9.5	1.3	-	0.7	-	9.0	11.1	12.8	-	-	13.5	13.1	-	4.3	-
OTHER	0.9	2.2	-	4.0	0.2	-	0.7	0.3	-	0.9	2.0	2.3	-	-	1.0	0.9	-	0.9	11.9
DK/REFUSED	10.4	9.5	9.1	9.8	15.8	3.9	7.0	5.4	7.7	7.8	13.0	14.4	4.3	8.7	5.9	11.8	-	10.0	12.6

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 27 Page 341
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

27. WHAT IS YOUR RELIGION?

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL
Total	500	73	69	59	91	130	63	285	311	185	175	125	109	110	277
PROTESTANT	67.2	76.2	67.5	40.3	77.7	72.3	64.2	67.3	65.5	73.4	64.7	65.4	65.2	60.1	70.9
CATHOLIC	13.2	14.5	4.4	19.4	13.7	14.4	13.5	14.4	12.8	11.7	13.0	15.8	12.0	15.4	13.0
JEWISH	0.6	1.2	-	-	-	1.1	1.4	1.1	0.5	-	0.5	1.9	1.3	0.8	0.3
MORMON/L.D.S.	0.9	0.9	-	-	0.3	-	5.4	1.4	0.8	-	1.2	1.8	0.6	1.9	0.6
MUSLIM/ISLAMIC	0.4	-	-	3.1	-	-	-	0.3	0.6	-	-	1.5	0.8	0.8	-
ATHEIST/AGNOSTIC	6.4	-	15.7	17.8	-	5.5	4.7	7.5	6.6	6.3	6.6	4.8	0.7	11.6	6.8
OTHER	0.9	-	2.5	4.0	-	-	-	1.0	1.1	0.8	0.5	1.5	3.1	0.2	0.3
DK/REFUSED	10.4	7.1	9.9	15.3	8.2	6.7	10.8	6.9	12.2	7.8	13.5	7.3	16.3	9.2	8.1

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 27 Page 342
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

27. WHAT IS YOUR RELIGION?

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ Youn- ger	12	13	14	15/ OLDER	15	16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total	500	285	48	84	113	94	311	105	112	147	285	127	196	311	207	147
PROTESTANT	67.2	67.3	62.6	65.0	69.5	64.2	65.5	70.8	59.1	65.4	67.3	65.8	67.5	65.5	66.0	65.4
CATHOLIC	13.2	14.4	16.4	17.7	14.9	17.1	12.8	6.8	19.0	12.6	14.4	14.7	15.0	12.8	13.1	12.6
JEWISH	0.6	1.1	1.8	-	0.8	2.4	0.5	-	1.3	-	1.1	0.7	1.6	0.5	0.7	-
MORMON/L.D.S.	0.9	1.4	3.4	2.1	1.5	0.7	0.8	1.6	0.8	0.4	1.4	2.7	1.2	0.8	1.3	0.4
MUSLIM/ISLAMIC	0.4	0.3	-	1.1	0.8	1.0	0.6	0.9	0.8	0.6	0.3	0.7	0.5	0.6	0.4	0.6
ATHEIST/AGNOSTIC	6.4	7.5	10.4	4.4	7.3	7.5	6.6	8.2	2.4	7.8	7.5	6.9	7.8	6.6	5.5	7.8
OTHER	0.9	1.0	-	-	0.8	2.0	1.1	0.7	1.7	2.3	1.0	-	1.5	1.1	1.3	2.3
DK/REFUSED	10.4	6.9	5.5	9.7	4.5	5.0	12.2	11.0	14.8	10.8	6.9	8.5	5.0	12.2	11.8	10.8

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 27 Page 343
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

27. WHAT IS YOUR RELIGION?

	TOTAL	MALE ONLY (CHILDREN)							FEMALE ONLY (CHILDREN)							BOTH (CHILDREN)						
		14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older			
Total	500	101	46	70	103	59	52	91	37	58	111	75	44	88	42	65	96	74	51			
PROTESTANT	67.2	69.7	70.1	65.9	70.9	71.3	69.1	63.5	61.7	66.8	64.6	69.2	63.1	70.0	69.4	69.5	61.3	58.6	64.8			
CATHOLIC	13.2	13.7	13.3	17.0	8.3	7.1	9.8	15.2	15.6	14.0	14.9	16.2	10.2	15.3	16.5	14.4	15.1	14.7	17.7			
JEWISH	0.6	-	-	-	-	-	-	0.9	-	1.5	-	-	-	2.6	2.1	3.5	1.5	1.9	-			
MORMON/L.D.S.	0.9	-	-	-	-	-	-	2.0	4.9	-	0.3	0.4	-	2.6	4.0	3.5	2.4	3.1	1.3			
MUSLIM/ISLAMIC	0.4	-	-	-	-	-	-	-	-	-	-	-	-	1.1	2.2	1.4	1.9	1.2	1.8			
ATHEIST/AGNOSTIC	6.4	8.7	9.0	9.6	9.4	7.1	10.7	6.3	-	9.9	3.5	1.5	6.4	4.3	4.0	3.2	6.3	8.2	4.5			
OTHER	0.9	-	-	-	1.5	1.3	2.9	1.0	-	1.7	-	-	-	2.2	-	2.9	2.0	2.6	3.7			
DK/REFUSED	10.4	7.9	7.6	7.4	10.0	13.2	7.5	11.1	17.8	6.1	16.6	12.8	20.3	2.0	1.8	1.5	9.5	9.7	6.2			

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 27 Page 344
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

27. WHAT IS YOUR RELIGION?

	TOTAL		MEN					WOMEN					MEN			WOMEN			
	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH	
Total	500	136	60	96	116	75	66	149	67	100	195	132	81	75	74	54	111	101	71
PROTESTANT	67.2	62.2	63.4	61.1	62.8	64.2	62.2	72.0	68.0	73.6	67.1	67.0	68.1	66.4	55.3	69.1	78.0	71.5	62.5
CATHOLIC	13.2	15.6	15.0	17.0	10.0	8.9	8.6	13.4	14.4	13.1	14.4	15.4	15.8	12.5	12.7	12.6	11.1	13.2	18.2
JEWISH	0.6	0.6	-	0.9	-	-	-	1.6	1.3	2.3	0.7	1.1	-	-	1.2	-	-	-	3.3
MORMON/L.D.S.	0.9	0.5	-	0.7	0.6	0.9	1.0	2.3	5.1	1.6	1.0	1.5	-	-	-	1.2	-	2.1	2.3
MUSLIM/ISLAMIC	0.4	0.7	1.5	1.0	1.6	1.2	1.4	-	-	-	-	-	-	-	-	3.4	-	-	-
ATHEIST/AGNOSTIC	6.4	10.4	9.5	11.8	8.9	6.8	11.5	4.8	4.5	4.1	5.2	4.7	4.8	11.2	11.6	4.2	3.0	2.9	5.3
OTHER	0.9	1.9	-	2.7	2.7	3.2	4.7	0.2	-	0.2	0.1	0.2	0.3	2.0	1.3	3.1	-	-	0.3
DK/REFUSED	10.4	8.1	10.5	4.9	13.3	14.7	10.6	5.9	6.6	5.0	11.5	10.1	11.0	7.9	18.0	6.3	7.8	10.3	8.1

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 27 Page 345
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

27. WHAT IS YOUR RELIGION?

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work
Total	500	15	41	72	53	62	125	55	312	127	240	243	125	180	12	70	98	311	211	100
PROTESTANT	67.2	83.6	83.3	66.6	79.6	76.0	53.1	83.4	65.3	73.9	64.9	75.7	53.1	77.5	51.3	74.8	82.8	62.1	62.9	60.3
CATHOLIC	13.2	13.8	3.2	10.9	12.5	10.9	23.5	6.0	16.2	8.7	17.8	10.1	23.5	12.0	20.9	13.5	9.9	14.3	13.1	16.9
JEWISH	0.6	-	2.2	-	-	-	1.8	1.6	0.7	0.7	1.0	0.4	1.8	-	-	-	-	1.0	0.7	1.7
MORMON/L.D.S.	0.9	-	-	-	-	2.9	2.1	-	1.4	-	1.8	0.7	2.1	-	-	-	-	1.4	0.9	2.4
MUSLIM/ISLAMIC	0.4	-	-	-	-	-	0.7	-	0.3	-	0.4	-	0.7	-	-	-	-	0.6	0.4	0.9
ATHEIST/AGNOSTIC	6.4	-	-	11.4	3.4	6.0	11.4	-	8.9	6.4	8.2	5.7	11.4	3.5	17.6	2.9	2.1	8.3	9.6	5.6
OTHER	0.9	-	-	-	-	0.1	2.7	-	1.1	-	1.4	*	2.7	0.4	-	1.1	*	1.1	0.3	2.6
DK/REFUSED	10.4	2.6	11.4	11.2	4.6	4.2	4.7	9.1	6.0	10.3	4.5	7.4	4.7	6.5	10.2	7.7	5.1	11.2	12.0	9.5

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 27 Page 346
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

27. WHAT IS YOUR RELIGION?

	TOTAL	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	SINGLE	MAR- RIED	SEPA- RATED	DIV- ORCED	WID- OWED	MALE	FEMALE
Total	500	86	119	82	36	94	192	128	64	46	384	11	50	3	168	216
PROTESTANT	67.2	74.4	55.0	60.3	43.2	80.4	66.4	64.6	70.1	80.7	64.6	100.0	72.9	85.5	59.5	68.5
CATHOLIC	13.2	10.6	13.8	9.1	24.4	13.3	14.6	15.6	12.6	11.5	14.9	-	7.7	-	13.1	16.2
JEWISH	0.6	-	0.7	-	2.3	-	1.2	1.1	1.4	-	0.6	-	1.8	-	0.5	0.7
MORMON/L.D.S.	0.9	-	0.6	-	1.8	-	1.9	1.5	2.8	-	1.1	-	-	-	0.4	1.7
MUSLIM/ISLAMIC	0.4	-	1.6	1.1	2.6	-	-	-	-	-	0.2	-	1.8	-	0.6	-
ATHEIST/AGNOSTIC	6.4	7.4	13.3	16.1	7.0	-	5.3	5.5	4.7	-	7.8	-	4.7	-	11.8	4.7
OTHER	0.9	0.9	2.8	0.9	7.2	-	-	-	-	0.1	1.1	-	-	-	2.4	0.1
DK/REFUSED	10.4	6.7	12.2	12.6	11.5	6.3	10.5	11.6	8.4	7.8	9.7	*	11.1	14.5	11.7	8.1

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 27 Page 347
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

27. WHAT IS YOUR RELIGION?

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican Amer.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.
Total	500	336	66	32	237	105	102	135	333	159	31	105	138	44	195	61	86	43	235	59
PROTESTANT	67.2	100.0	-	-	98.9	89.6	97.4	100.0	65.0	72.9	60.2	77.5	61.4	65.5	67.5	86.0	53.3	77.2	70.0	76.7
CATHOLIC	13.2	-	100.0	-	-	-	-	-	15.7	7.4	7.9	6.2	13.7	8.5	17.1	4.6	15.5	3.1	15.5	8.7
JEWISH	0.6	-	-	-	-	-	-	-	0.7	0.5	2.8	-	-	-	1.2	-	-	-	1.0	-
MORMON/L.D.S.	0.9	-	-	-	-	-	-	-	0.8	1.0	5.3	-	0.5	-	1.1	-	2.1	-	0.4	-
MUSLIM/ISLAMIC	0.4	-	-	-	-	-	-	-	-	1.2	3.0	-	-	-	-	-	-	-	-	-
ATHEIST/AGNOSTIC	6.4	-	-	100.0	0.8	7.0	1.9	-	7.3	5.0	13.8	3.6	12.2	8.6	3.7	-	18.9	5.0	3.4	2.7
OTHER	0.9	-	-	-	0.3	3.5	0.7	-	0.5	1.7	-	2.3	1.2	5.5	-	-	-	3.9	0.7	1.3
DK/REFUSED	10.4	-	-	-	-	-	-	-	10.1	10.3	7.1	10.5	11.0	11.9	9.4	9.5	10.2	10.9	9.0	10.5

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 27 Page 348
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

27. WHAT IS YOUR RELIGION?

	TOTAL	AGE			MEN			WOMEN			GENDER	
		UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE
		40		55	40		55	40		55		
Total	500	145	302	35	58	128	17	87	174	18	210	290
PROTESTANT	67.2	61.2	69.7	74.0	50.2	66.6	73.1	68.5	72.0	74.9	61.5	71.3
CATHOLIC	13.2	11.6	14.7	7.4	10.9	13.4	3.3	12.0	15.6	11.2	12.2	14.0
JEWISH	0.6	-	1.0	-	-	0.7	-	-	1.3	-	0.4	0.8
MORMON/L.D.S.	0.9	2.4	0.2	0.8	-	0.5	-	3.9	-	1.6	0.3	1.3
MUSLIM/ISLAMIC	0.4	-	0.6	-	-	1.4	-	-	-	-	0.9	-
ATHEIST/AGNOSTIC	6.4	13.7	3.6	4.5	24.0	5.3	9.3	6.8	2.4	-	10.5	3.5
OTHER	0.9	1.1	0.3	4.8	2.9	0.6	10.0	-	-	-	2.0	0.1
DK/REFUSED	10.4	10.0	9.9	8.4	12.0	11.5	4.3	8.7	8.7	12.3	12.2	9.0

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 28 Page 349
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AREA													CHILDREN IN GRADES 6-12	APPROPRIATE TO START TALKING ABOUT ALCOHOL ABUSE	TALKED ABOUT ALCOHOL ABUSE				
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	1	2 OVER	LESS/ 10	11-14	OVER 15	YES	NO/ NOT YET
Total Answering	350	103	38	14	51	103	46	57	71	35	36	15	36	22	206	139	180	143	13	332	18
YES	67.8	68.2	58.4	45.5	81.7	69.8	58.5	78.8	65.9	57.5	74.1	62.4	70.5	62.6	63.7	74.5	67.2	66.3	86.2	67.1	81.6
NO	29.9	29.3	38.4	54.5	15.6	27.7	37.0	20.2	30.5	35.1	25.9	37.6	29.5	37.4	33.7	23.7	30.4	31.7	13.8	30.6	18.4
DK/REFUSED	2.2	2.6	3.3	-	2.7	2.5	4.4	1.0	3.6	7.4	-	-	-	-	2.6	1.8	2.4	2.0	-	2.4	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 28 Page 350
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	TALK ABOUT ALCOHOL			TALKED ABOUT		UNDERAGED DRINKING IN					CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR				CHOICE MODEL	
		ABUSE WITH YOUR			ALCOHOL ABUSE		YOUR COMMUNITY					WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY				WHEN AGE/YOUR	
		CHILDREN			LAST FEW MOS.											ALCOHOL				CHILD DRINK	
		FREQU-	SOME-	RARELY	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	UNDER	Under	18-20	21/	22/	ABLE	ACT
		ENTLY	TIMES				LEM	ious		PROB-	ERNED			ALL	21	18		OVER	Over	TO	IRRESP
										LEM										HANDLE	ONSIBL
Total Answering	350	124	160	46	277	54	287	153	135	23	208	46	162	140	115	38	77	204	28	24	320
YES	67.8	70.9	60.1	80.0	68.4	59.9	66.7	73.7	58.8	73.9	67.9	74.9	65.9	67.8	53.6	51.4	54.7	72.6	83.0	54.4	69.3
NO	29.9	27.7	36.4	18.7	29.1	38.2	32.0	25.5	39.4	16.0	30.3	23.6	32.2	29.3	44.6	45.0	44.4	25.5	15.5	42.6	28.6
DK/REFUSED	2.2	1.3	3.5	1.3	2.5	1.9	1.3	0.8	1.8	10.1	1.8	1.5	1.9	2.9	1.8	3.6	0.9	1.9	1.5	3.0	2.0

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 28 Page 351
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	S/R/H: ADS		SEEN AD		SEEN AD		SEEN ADS			HEARD OF/VIST		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK								
		STOP UNDERAGE		GIRL ON FLOOR		TEENAGE BOY					TALKITOUTNC.O										
		DRINKING									RG										
		YES	NO	YES	NO	YES	NO	YES	1 OF 2	NO,	YES	NO	REGU-	2+	Once A	NOT	Every	Once A	RARELY	Rarely	Never
							BOTH		NEI-			LARLY	Times/	Week	REGU-	Couple	Week	/NEVER			
									THER				Week		LARLY	Weeks					

Total Answering	350	143	192	146	199	163	185	111	86	147	61	288	91	57	34	56	21	34	202	103	99
YES	67.8	71.6	65.0	64.1	70.0	66.4	69.2	62.8	70.7	69.2	66.0	68.4	45.5	44.2	47.6	67.5	54.9	75.3	78.0	73.8	82.4
NO	29.9	27.5	32.2	34.2	27.4	32.4	27.6	35.4	28.6	27.2	33.0	29.3	50.9	52.4	48.6	29.6	45.1	20.1	20.5	26.2	14.6
DK/REFUSED	2.2	0.9	2.7	1.7	2.7	1.2	3.2	1.8	0.7	3.6	0.9	2.3	3.6	3.4	3.8	2.9	-	4.6	1.5	-	3.0

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 28 Page 352
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	IDEOLOGY							PARTY					WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total Answering	350	70	29	41	78	93	93	185	126	147	71	58	13	113	62	45	2	72	11
YES	67.8	50.8	32.3	63.5	57.7	67.1	91.8	79.5	71.1	65.8	66.8	63.4	82.0	72.0	51.8	66.0	60.1	72.7	59.6
NO	29.9	47.3	67.7	33.1	42.3	31.0	5.4	18.2	24.6	33.7	31.0	36.6	5.8	23.7	48.2	34.0	-	26.3	40.4
DK/REFUSED	2.2	2.0	-	3.3	-	1.9	2.7	2.3	4.4	0.5	2.3	-	12.3	4.3	-	-	39.9	1.0	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 28 Page 353
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
Total Answering	350	56	53	29	71	94	42	199	210	138	119	85	75	71	201
YES	67.8	74.1	69.2	76.9	68.7	63.9	59.6	67.6	69.3	72.0	64.4	68.5	57.1	70.3	70.7
NO	29.9	23.7	30.8	17.6	25.3	35.4	40.4	29.7	29.8	25.1	33.8	29.6	39.9	29.7	26.7
DK/REFUSED	2.2	2.2	-	5.5	6.0	0.8	-	2.8	0.9	2.9	1.8	2.0	2.9	-	2.6



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 28 Page 354
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ Youn- ger	12 	13 	14 	15/ OLDER 	15 	16 	17/ Older 	14/ YOUN- GER	12/ Youn- ger	13-14 	15/ OLDER 	15-16 	17/ Older
Total Answering	350	199	32	55	82	62	210	77	69	101	199	86	137	210	142	101
YES	67.8	67.6	72.0	66.8	65.5	70.9	69.3	60.5	73.5	73.9	67.6	68.3	67.3	69.3	68.0	73.9
NO	29.9	29.7	24.0	27.8	31.4	29.1	29.8	38.6	25.5	25.5	29.7	26.8	30.8	29.8	31.1	25.5
DK/REFUSED	2.2	2.8	4.0	5.4	3.1	-	0.9	0.9	1.0	0.6	2.8	4.9	1.8	0.9	1.0	0.6



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 28 Page 355
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL						MALE ONLY (CHILDREN)						FEMALE ONLY (CHILDREN)						BOTH (CHILDREN)					
	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total Answering	350	71	33	46	75	43	37	61	23	42	73	53	28	63	29	47	62	46	36					
YES	67.8	72.2	78.9	69.5	73.2	63.7	81.5	65.3	67.9	66.8	65.5	69.9	66.6	65.7	61.5	64.1	69.1	69.7	71.5					
NO	29.9	24.0	12.9	27.7	25.1	34.6	16.9	31.1	25.0	31.8	34.5	30.1	33.4	33.3	38.5	34.5	29.8	28.9	28.5					
DK/REFUSED	2.2	3.8	8.2	2.8	1.7	1.7	1.6	3.6	7.1	1.4	-	-	-	1.0	-	1.4	1.1	1.4	-					

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 28 Page 356
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN						WOMEN						MEN			WOMEN		
		14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total Answering	350	92	41	63	78	52	45	107	45	74	132	90	55	52	46	40	86	74	45
YES	67.8	68.5	71.3	65.6	74.4	67.8	80.7	66.8	65.5	68.8	66.3	68.1	68.3	80.8	74.5	63.9	66.7	58.1	72.6
NO	29.9	29.0	24.8	33.3	24.8	31.0	19.3	30.2	28.6	28.7	32.7	31.1	30.6	19.2	22.0	33.1	28.7	41.1	26.5
DK/REFUSED	2.2	2.4	3.9	1.0	0.8	1.3	-	3.0	5.9	2.5	1.0	0.8	1.1	-	3.5	3.1	4.6	0.8	0.9



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 28 Page 357
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work
Total Answering	350	12	34	48	44	49	73	46	214	94	166	188	73	141	7	53	81	205	142	63
YES	67.8	74.2	71.9	77.1	72.8	68.9	54.7	72.5	66.7	74.9	63.7	72.8	54.7	79.4	75.3	86.1	75.4	60.5	61.5	58.4
NO	29.9	19.9	28.1	22.9	24.2	28.8	44.4	26.0	31.8	24.4	34.4	25.5	44.4	18.4	14.6	13.9	21.6	37.2	36.8	38.1
DK/REFUSED	2.2	5.9	-	-	3.0	2.3	0.9	1.5	1.5	0.8	1.9	1.7	0.9	2.2	10.1	-	2.9	2.3	1.7	3.6

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 28 Page 358
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	SINGLE	MAR- RIED	SEPA- RATED	DIV- ORCED	WID- OWED	MALE	FEMALE
Total Answering	350	65	76	58	18	76	129	84	45	37	262	11	36	2	112	149
YES	67.8	86.7	60.1	63.0	51.0	73.1	60.8	60.5	61.4	60.6	69.7	87.0	57.1	100.0	71.4	68.3
NO	29.9	13.3	36.2	36.0	36.8	22.8	37.7	37.2	38.6	37.4	28.2	13.0	38.5	-	27.5	28.8
DK/REFUSED	2.2	-	3.7	1.0	12.3	4.1	1.5	2.2	-	1.9	2.1	-	4.4	-	1.1	2.9

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 28 Page 359
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican Amer.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.
Total Answering	350	336	-	9	237	105	102	135	224	122	20	86	93	33	132	52	51	37	168	46
YES	67.8	69.8	-	20.6	100.0	-	100.0	100.0	64.9	73.1	79.9	71.1	70.0	80.8	61.3	64.9	66.3	56.1	63.2	84.2
NO	29.9	27.9	-	79.4	-	100.0	-	-	32.9	24.6	12.0	27.4	28.6	19.2	35.9	32.6	28.4	43.9	35.5	13.0
DK/REFUSED	2.2	2.3	-	-	-	-	-	-	2.2	2.4	8.1	1.5	1.3	-	2.8	2.5	5.3	-	1.3	2.9

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 28 Page 360
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL			AGE			MEN			WOMEN			GENDER	
	UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE			
	40		55	40		55	40		55					
Total Answering	350	97	214	28	37	87	14	60	127	14	141	208		
YES	67.8	62.7	67.6	85.7	58.8	75.4	87.6	65.2	62.2	83.7	72.3	64.8		
NO	29.9	32.9	31.6	8.2	36.9	23.2	12.4	30.3	37.3	3.8	25.7	32.8		
DK/REFUSED	2.2	4.4	0.9	6.1	4.3	1.4	-	4.5	0.5	12.5	2.0	2.4		



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 29 Page 361
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AREA													CHILDREN IN		APPROPRIATE TO		TALKED ABOUT		
															GRADES 6-12		START TALKING ABOUT		ALCOHOL ABUSE		
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	1	2 OVER	LESS/ 10	11-14 15	OVER	YES	NO/ NOT YET
Total	500	160	66	18	76	141	60	81	88	44	44	21	56	34	278	213	249	212	20	475	25
YES	6.2	4.5	7.6	-	2.9	4.7	3.1	6.0	10.5	14.0	6.9	15.1	6.4	2.8	4.6	8.0	5.6	6.7	7.1	6.1	7.7
NO	93.3	95.5	92.4	100.0	97.1	94.3	96.9	92.4	88.2	86.0	90.4	84.9	93.6	97.2	94.5	92.0	93.9	93.3	86.1	93.4	92.3
DK/REFUSED	0.5	*	*	-	*	0.9	-	1.6	1.3	*	2.7	-	-	*	0.9	*	0.5	*	6.8	0.5	



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 29 Page 362
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	TALK ABOUT ALCOHOL			TALKED ABOUT		UNDERAGED DRINKING IN					CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR					CHOICE MODEL	
		ABUSE WITH YOUR			ALCOHOL ABUSE		YOUR COMMUNITY					WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY					WHEN AGE/YOUR	
		CHILDREN			LAST FEW MOS.											ALCOHOL					CHILD DRINK	
		FREQU-	SOME-	RARELY	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	UNDER	Under	18-20	21/	22/	ABLE	ACT	
		ENTLY	TIMES				LEM	ious		PROB-	ERNED			ALL	21	18		OVER	Over	TO	IRRESP	
										LEM										HANDLE	ONSIBL	
Total	500	174	221	78	396	78	405	210	195	40	300	65	235	197	172	67	105	280	37	38	449	
YES	6.2	4.6	6.7	7.7	6.3	5.2	5.5	5.3	5.6	7.6	5.8	4.3	6.2	6.8	7.5	10.9	5.3	6.2	1.6	1.7	6.7	
NO	93.3	94.7	93.3	90.6	93.1	94.8	93.9	94.1	93.7	92.4	93.8	95.7	93.3	92.5	92.5	89.1	94.7	93.3	98.4	98.3	92.7	
DK/REFUSED	0.5	0.7	-	1.7	0.6	*	0.6	0.6	0.7	-	0.4	*	0.5	0.7	*	*	-	0.5	-	*	0.6	

NC STATEWIDE - PARENTS OF CHILDREN GRADES 6-12

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	S/R/H: ADS		SEEN AD		SEEN AD		SEEN ADS			HEARD OF/VIST		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK								
		STOP UNDERAGE DRINKING		GIRL ON FLOOR		TEENAGE BOY					TALKITOUTNC.O		RG								
		YES	NO	YES	NO	YES	NO	YES	1 OF 2	NO, NEI-	YES	NO	REGU-LARLY	2+ Times/Week	Once A Week	NOT REGU-LARLY	Every Couple Weeks	Once A Week	RARELY /NEVER	Rarely	Never
										THAT											
Total	500	202	281	203	289	221	275	153	112	224	99	399	149	93	56	91	38	53	258	125	133
YES	6.2	6.5	5.7	3.3	8.3	4.7	7.4	2.3	9.1	7.7	9.5	5.4	3.5	4.0	2.6	5.6	4.0	6.8	7.9	8.9	7.1
NO	93.3	93.5	93.4	96.7	90.8	94.7	92.2	97.7	89.7	91.8	90.5	94.0	96.5	96.0	97.4	91.6	96.0	88.5	92.1	91.1	92.9
DK/REFUSED	0.5	*	0.9	*	0.9	0.6	0.4	*	1.2	0.5	-	0.6	*	*	-	2.8	-	4.8	*	*	*

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 29 Page 364
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	IDEOLOGY						PARTY					WHITE			AFRICAN AMERICAN			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	121	56	66	126	116	111	227	164	200	122	105	17	146	93	84	3	86	14
YES	6.2	3.2	5.8	0.9	5.4	4.6	10.1	7.3	5.4	4.6	10.1	8.7	19.1	-	-	-	-	-	-
NO	93.3	96.8	94.2	99.1	94.6	94.4	89.9	92.2	94.6	95.4	88.8	90.0	80.9	100.0	100.0	98.4	100.0	100.0	100.0
DK/REFUSED	0.5	*	-	*	-	1.0	-	0.5	-	-	1.1	1.3	-	-	-	1.6	-	-	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 29 Page 365
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL
Total	500	73	69	59	91	130	63	285	311	185	175	125	109	110	277
YES	6.2	7.5	7.0	11.5	3.7	3.3	8.8	6.2	7.2	4.2	4.8	11.8	10.2	6.2	4.1
NO	93.3	92.5	93.0	86.2	96.3	96.7	91.2	93.4	92.4	95.8	93.8	88.2	88.7	93.8	95.4
DK/REFUSED	0.5	-	-	2.3	-	-	-	0.4	0.4	*	1.4	-	1.1	*	0.5

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 29 Page 366
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ Youn- ger	12	13	14	15/ OLDER	15	16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total	500	285	48	84	113	94	311	105	112	147	285	127	196	311	207	147
YES	6.2	6.2	8.4	9.8	5.9	2.8	7.2	11.1	5.1	6.0	6.2	9.7	4.3	7.2	7.6	6.0
NO	93.3	93.4	91.6	90.2	93.0	97.2	92.4	88.9	94.9	93.1	93.4	90.3	95.1	92.4	92.4	93.1
DK/REFUSED	0.5	0.4	-	-	1.0	-	0.4	-	-	0.9	0.4	-	0.6	0.4	-	0.9

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 29 Page 367
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL						MALE ONLY (CHILDREN)						FEMALE ONLY (CHILDREN)						BOTH (CHILDREN)					
	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	13-14	15/ OLDER	15-16	17/ Older		
Total	500	101	46	70	103	59	52	91	37	58	111	75	44	88	42	65	96	74	51					
YES	6.2	2.2	3.5	0.8	5.9	6.3	4.8	4.6	4.4	4.5	5.3	5.0	7.0	12.9	21.8	8.0	10.8	11.3	6.5					
NO	93.3	97.8	96.5	99.2	94.1	93.7	95.2	94.1	95.6	93.5	93.5	95.0	89.9	87.1	78.2	92.0	89.2	88.7	93.5					
DK/REFUSED	0.5	*	-	*	*	-	*	1.3	-	2.0	1.2	-	3.1	-	-	-	-	-	-					

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 29 Page 368
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL			MEN						WOMEN						MEN			WOMEN		
				14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	136	60	96	116	75	66	149	67	100	195	132	81	75	74	54	111	101	71		
YES	6.2	6.4	10.7	3.8	10.8	7.9	12.0	6.0	8.7	4.8	5.1	7.4	1.1	7.6	7.4	11.8	1.8	2.9	11.8		
NO	93.3	92.7	89.3	95.0	88.1	92.1	86.0	94.0	91.3	95.2	94.9	92.6	98.9	92.4	89.2	88.2	98.2	97.1	88.2		
DK/REFUSED	0.5	0.9	-	1.2	1.1	-	2.0	*	-	*	*	-	*	-	3.4	-	*	-	-		



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 29 Page 369
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work
Total	500	15	41	72	53	62	125	55	312	127	240	243	125	180	12	70	98	311	211	100
YES	6.2	-	7.6	5.2	3.2	10.5	4.3	5.6	5.6	5.3	5.7	6.2	4.3	6.1	11.8	3.1	7.5	6.4	5.4	8.4
NO	93.3	100.0	92.4	94.8	96.8	89.5	95.7	94.4	94.4	94.7	94.3	93.8	95.7	93.2	88.2	95.0	92.5	93.2	94.6	90.4
DK/REFUSED	0.5	-	-	*	-	-	-	-	*	*	-	*	-	0.7	-	1.9	-	0.4	*	1.2

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 29 Page 370
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN				WOMEN				MARITAL STATUS					MARRIED	
		LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	SINGLE	MAR- RIED	SEPA- RATED	DIV- ORCED	WID- OWED	MALE	FEMALE
Total	500	86	119	82	36	94	192	128	64	46	384	11	50	3	168	216
YES	6.2	10.0	7.5	5.5	12.0	2.5	5.7	5.3	6.4	-	6.7	6.2	8.5	-	7.5	6.2
NO	93.3	88.4	91.5	94.5	84.8	97.5	94.3	94.7	93.6	97.4	93.3	93.8	91.5	100.0	92.5	93.8
DK/REFUSED	0.5	1.6	1.0	-	3.2	-	*	*	*	2.6	*	-	-	-	-	*

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 29 Page 371
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican Amer.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.
Total	500	336	66	32	237	105	102	135	333	159	31	105	138	44	195	61	86	43	235	59
YES	6.2	5.5	3.7	13.2	6.6	2.3	7.5	5.9	-	19.4	100.0	-	-	-	-	-	-	-	-	-
NO	93.3	94.5	96.3	86.8	93.4	97.7	92.5	94.1	99.2	80.6	-	100.0	98.2	100.0	100.0	100.0	98.6	100.0	99.4	100.0
DK/REFUSED	0.5	-	-	-	-	-	-	-	0.8	-	-	-	1.8	-	-	-	1.4	-	0.6	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 29 Page 372
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL			AGE			MEN			WOMEN			GENDER	
	UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE			
	40		55	40		55	40		55					
Total	500	145	302	35	58	128	17	87	174	18	210	290		
YES	6.2	5.8	6.9	3.2	8.8	8.5	6.6	3.8	5.8	-	8.3	4.6		
NO	93.3	93.4	92.7	96.8	89.1	90.5	93.4	96.2	94.2	100.0	90.5	95.4		
DK/REFUSED	0.5	0.8	0.4	-	2.0	1.0	-	-	*	-	1.2	*		

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 30 Page 373
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

30. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	AREA													CHILDREN IN		APPROPRIATE TO		TALKED ABOUT		
															GRADES 6-12	START TALKING ABOUT	ALCOHOL ABUSE	ALCOHOL ABUSE			
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	1	2 OVER	LESS/ 10	11-14 15	OVER	YES	NO/ NOT YET
Total	500	160	66	18	76	141	60	81	88	44	44	21	56	34	278	213	249	212	20	475	25
HISPANIC	6.2	4.5	7.6	-	2.9	4.7	3.1	6.0	10.5	14.0	6.9	15.1	6.4	2.8	4.6	8.0	5.6	6.7	7.1	6.1	7.7
WHITE	66.7	54.5	50.9	18.0	66.2	67.6	56.7	75.6	73.4	55.7	91.4	75.0	66.9	97.2	66.9	66.5	70.7	63.0	57.1	68.5	31.5
AFRICAN AMERICAN	20.9	30.7	29.3	73.2	21.8	19.2	31.4	10.1	15.1	28.3	1.7	9.8	23.3	-	24.2	16.5	18.9	23.3	16.7	19.6	45.1
ASIAN	1.0	2.4	5.7	-	-	0.9	-	1.5	-	-	-	-	-	-	0.6	1.5	-	1.8	6.1	1.0	-
OTHER	3.8	6.4	6.5	5.6	6.5	4.8	6.1	3.8	1.0	2.1	-	-	1.7	-	2.4	5.8	3.2	4.0	8.9	3.4	10.7
DK/REFUSED	1.5	1.6	*	3.2	2.6	2.8	2.6	3.0	*	*	-	-	1.7	*	1.4	1.7	1.7	1.1	4.1	1.3	5.1



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 30 Page 374
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

30. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	TALK ABOUT ALCOHOL			TALKED ABOUT		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR				CHOICE MODEL		
		ABUSE WITH YOUR			ALCOHOL ABUSE		YOUR COMMUNITY				WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY				WHEN AGE/YOUR		
		CHILDREN			LAST FEW MOS.										ALCOHOL				CHILD DRINK		
		FREQU-	SOME-	RARELY	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	UNDER	Under	18-20	21/	22/	ABLE	ACT
		ENTLY	TIMES				LEM	ious		PROB-	ERNED			ALL	21	18		OVER	Over	TO	IRRESP
										LEM										HANDLE	ONSIBL
Total	500	174	221	78	396	78	405	210	195	40	300	65	235	197	172	67	105	280	37	38	449
HISPANIC	6.2	4.6	6.7	7.7	6.3	5.2	5.5	5.3	5.6	7.6	5.8	4.3	6.2	6.8	7.5	10.9	5.3	6.2	1.6	1.7	6.7
WHITE	66.7	69.7	74.7	49.2	70.1	60.0	68.3	69.0	67.5	51.5	69.4	76.9	67.3	62.5	74.9	75.0	74.9	61.4	54.0	64.4	66.3
AFRICAN AMERICAN	20.9	18.8	14.7	34.5	17.6	30.3	21.0	20.1	22.1	28.9	19.8	14.7	21.2	22.3	11.0	6.8	13.6	27.3	34.2	21.7	21.0
ASIAN	1.0	1.7	-	2.6	1.3	-	1.2	1.4	1.1	-	1.7	1.8	1.6	-	0.7	1.8	-	1.3	-	4.5	0.7
OTHER	3.8	3.3	3.2	4.5	3.5	3.3	2.8	3.3	2.3	9.0	2.0	0.6	2.4	6.6	5.4	5.6	5.3	1.8	3.1	5.5	3.7
DK/REFUSED	1.5	2.0	0.7	1.5	1.3	1.2	1.1	0.9	1.4	3.1	1.4	1.6	1.3	1.7	0.5	*	0.9	2.0	7.1	2.1	1.5

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 30 Page 375
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

30. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL		S/R/H: ADS		SEEN AD		SEEN AD		SEEN ADS		HEARD OF/VIST		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK								
	STOP UNDERAGE		GIRL ON FLOOR		TEENAGE BOY						TALKITOUTNC.O										
	DRINKING										RG										
	YES	NO	YES	NO	YES	NO	YES	NO	1 OF 2	NO, BOTH	YES	NO	REGU- LARLY	2+ Times/Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY /NEVER	Rarely	Never
Total	500	202	281	203	289	221	275	153	112	224	99	399	149	93	56	91	38	53	258	125	133
HISPANIC	6.2	6.5	5.7	3.3	8.3	4.7	7.4	2.3	9.1	7.7	9.5	5.4	3.5	4.0	2.6	5.6	4.0	6.8	7.9	8.9	7.1
WHITE	66.7	73.3	62.0	71.6	64.6	64.8	67.7	72.7	57.6	68.3	65.7	67.2	74.7	75.6	73.1	62.5	63.9	61.4	63.3	65.8	61.1
AFRICAN AMERICAN	20.9	15.8	24.6	19.1	21.2	23.8	18.9	19.7	25.6	18.4	20.1	20.7	16.7	14.4	20.6	23.3	25.0	22.0	22.6	19.0	26.0
ASIAN	1.0	0.8	1.2	0.8	0.4	1.7	0.4	1.1	-	0.5	-	1.2	0.8	1.3	-	2.3	-	3.9	0.7	1.4	-
OTHER	3.8	3.6	3.8	3.6	4.0	3.8	3.8	3.2	5.3	3.6	3.1	4.0	3.6	3.5	3.7	2.9	-	5.1	4.2	2.9	5.4
DK/REFUSED	1.5	*	2.7	1.5	1.5	1.2	1.8	1.0	2.3	1.5	1.6	1.5	0.7	1.1	-	3.4	7.0	0.8	1.3	2.2	0.4

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 30 Page 376
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

30. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	IDEOLOGY						PARTY						WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Smw. MOD- ERATE	Smw. MOD- ERATE	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
Total	500	121	56	66	126	116	111	227	164	200	122	105	17	146	93	84	3	86	14
HISPANIC	6.2	3.2	5.8	0.9	5.4	4.6	10.1	7.3	5.4	4.6	10.1	8.7	19.1	-	-	-	-	-	-
WHITE	66.7	66.6	70.2	63.6	57.8	70.4	74.3	72.3	89.2	46.7	68.5	70.0	59.2	100.0	100.0	100.0	-	-	-
AFRICAN AMERICAN	20.9	26.7	18.8	33.4	26.5	18.3	11.7	15.1	1.7	43.1	11.4	11.6	10.6	-	-	-	100.0	100.0	100.0
ASIAN	1.0	1.7	3.7	-	1.4	-	-	-	1.0	1.0	-	-	-	-	-	-	-	-	-
OTHER	3.8	1.1	-	2.0	6.2	5.4	2.4	3.9	1.3	2.9	8.4	8.0	11.1	-	-	-	-	-	-
DK/REFUSED	1.5	0.7	1.5	*	2.7	1.3	1.6	1.4	1.3	1.7	1.5	1.7	-	-	-	-	-	-	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 30 Page 377
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

30. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL
Total	500	73	69	59	91	130	63	285	311	185	175	125	109	110	277
HISPANIC	6.2	7.5	7.0	11.5	3.7	3.3	8.8	6.2	7.2	4.2	4.8	11.8	10.2	6.2	4.1
WHITE	66.7	84.1	44.3	68.6	93.3	48.0	68.5	66.6	67.9	67.4	68.9	60.7	54.8	65.1	72.0
AFRICAN AMERICAN	20.9	3.0	47.4	12.3	0.7	40.8	10.6	22.5	17.5	23.7	21.2	17.1	27.8	20.3	18.7
ASIAN	1.0	-	-	-	1.9	1.6	-	0.7	0.9	1.1	1.0	1.0	1.6	1.9	0.4
OTHER	3.8	3.0	-	4.5	-	4.4	12.1	2.7	5.1	2.8	3.7	5.7	2.1	6.0	3.6
DK/REFUSED	1.5	2.4	1.4	3.1	0.5	1.9	-	1.3	1.4	0.9	0.5	3.7	3.4	0.5	1.1

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 30 Page 378
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

30. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ Youn- ger	12	13	14	15/ OLDER	15	16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total	500	285	48	84	113	94	311	105	112	147	285	127	196	311	207	147
HISPANIC	6.2	6.2	8.4	9.8	5.9	2.8	7.2	11.1	5.1	6.0	6.2	9.7	4.3	7.2	7.6	6.0
WHITE	66.7	66.6	54.2	62.8	68.9	68.1	67.9	63.9	70.7	65.8	66.6	59.5	69.8	67.9	69.1	65.8
AFRICAN AMERICAN	20.9	22.5	29.9	20.6	21.0	22.6	17.5	16.2	16.7	18.9	22.5	23.9	21.1	17.5	15.4	18.9
ASIAN	1.0	0.7	-	2.5	-	2.2	0.9	1.1	-	2.0	0.7	1.6	1.1	0.9	0.6	2.0
OTHER	3.8	2.7	3.9	2.6	3.6	3.2	5.1	5.3	5.8	6.2	2.7	3.2	2.9	5.1	5.2	6.2
DK/REFUSED	1.5	1.3	3.6	1.8	0.5	1.1	1.4	2.4	1.6	1.1	1.3	2.1	0.8	1.4	2.0	1.1



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 30 Page 379
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

30. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL						MALE ONLY (CHILDREN)						FEMALE ONLY (CHILDREN)						BOTH (CHILDREN)					
	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total	500	101	46	70	103	59	52	91	37	58	111	75	44	88	42	65	96	74	51					
HISPANIC	6.2	2.2	3.5	0.8	5.9	6.3	4.8	4.6	4.4	4.5	5.3	5.0	7.0	12.9	21.8	8.0	10.8	11.3	6.5					
WHITE	66.7	67.0	58.8	68.3	69.4	70.3	69.9	72.3	80.4	68.8	69.0	69.3	63.5	60.5	44.0	70.9	64.8	68.1	63.1					
AFRICAN AMERICAN	20.9	25.0	30.2	22.6	21.6	18.1	25.3	21.7	15.2	24.6	17.5	20.6	13.5	19.4	21.3	17.5	13.1	8.1	17.3					
ASIAN	1.0	2.1	4.5	3.0	-	-	-	-	-	-	1.5	-	3.9	-	-	-	1.2	1.6	2.3					
OTHER	3.8	2.1	1.7	3.0	3.0	5.3	-	1.3	-	2.1	5.9	4.0	12.1	4.8	7.9	3.7	6.5	6.2	7.6					
DK/REFUSED	1.5	1.6	1.3	2.3	*	-	*	*	*	-	0.7	1.1	*	2.4	5.0	*	3.6	4.6	3.1					

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 30 Page 380
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

30. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	MEN						WOMEN						MEN			WOMEN		
	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH	
Total	500	136	60	96	116	75	66	149	67	100	195	132	81	75	74	54	111	101	71
HISPANIC	6.2	6.4	10.7	3.8	10.8	7.9	12.0	6.0	8.7	4.8	5.1	7.4	1.1	7.6	7.4	11.8	1.8	2.9	11.8
WHITE	66.7	64.7	53.5	70.7	66.1	67.8	64.8	68.3	64.9	69.0	69.0	69.9	66.7	65.3	73.3	55.8	68.8	65.7	64.4
AFRICAN AMERICAN	20.9	24.0	27.7	20.8	17.0	17.1	18.9	21.2	20.5	21.4	17.7	14.5	18.9	23.9	18.2	18.9	23.5	23.4	15.8
ASIAN	1.0	-	-	-	1.0	1.6	1.8	1.4	3.1	2.1	0.9	-	2.1	-	-	2.2	1.9	1.7	-
OTHER	3.8	2.9	5.2	3.1	3.5	3.2	2.5	2.5	1.4	2.7	6.0	6.3	9.3	1.1	-	7.5	4.0	6.4	4.4
DK/REFUSED	1.5	2.0	2.9	1.7	1.5	2.3	-	0.6	1.4	*	1.3	1.9	1.9	2.1	1.1	3.9	*	*	3.5

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 30 Page 381
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

30. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work
Total	500	15	41	72	53	62	125	55	312	127	240	243	125	180	12	70	98	311	211	100
HISPANIC	6.2	-	7.6	5.2	3.2	10.5	4.3	5.6	5.6	5.3	5.7	6.2	4.3	6.1	11.8	3.1	7.5	6.4	5.4	8.4
WHITE	66.7	47.4	57.1	59.8	69.3	75.2	71.0	54.6	68.9	57.5	71.7	64.6	71.0	61.7	62.7	61.9	61.4	69.8	72.8	63.4
AFRICAN AMERICAN	20.9	43.4	29.1	21.7	25.8	13.2	18.0	32.9	19.2	26.5	18.5	22.9	18.0	26.9	15.8	26.5	28.5	17.3	16.6	18.7
ASIAN	1.0	-	-	-	-	-	4.0	-	1.6	-	2.1	-	4.0	0.7	9.7	-	-	1.2	-	3.8
OTHER	3.8	9.2	3.3	10.1	-	1.1	2.7	4.9	3.6	7.8	1.7	4.4	2.7	3.5	-	5.4	2.6	4.0	3.7	4.5
DK/REFUSED	1.5	-	2.9	3.4	1.7	-	*	2.1	1.1	2.8	0.4	1.9	*	1.2	-	3.1	-	1.4	1.5	1.2

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 30 Page 382
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

30. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	SINGLE	MAR- RIED	SEPA- RATED	DIV- ORCED	WID- OWED	MALE	FEMALE
Total	500	86	119	82	36	94	192	128	64	46	384	11	50	3	168	216
HISPANIC	6.2	10.0	7.5	5.5	12.0	2.5	5.7	5.3	6.4	-	6.7	6.2	8.5	-	7.5	6.2
WHITE	66.7	60.5	69.1	73.4	59.6	62.7	70.2	72.5	65.5	38.0	71.6	40.6	60.8	-	70.9	72.2
AFRICAN AMERICAN	20.9	26.0	17.8	16.6	20.5	27.7	17.0	16.6	17.7	58.0	15.3	40.7	24.7	100.0	17.2	13.7
ASIAN	1.0	1.4	-	-	-	-	2.0	-	5.9	-	1.3	-	-	-	0.7	1.7
OTHER	3.8	0.1	4.1	3.8	4.7	6.6	3.9	3.7	4.4	0.1	3.6	12.5	5.9	-	2.0	4.8
DK/REFUSED	1.5	2.0	1.5	0.7	3.2	0.5	1.3	1.9	*	3.8	1.5	*	-	-	1.6	1.4

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 30 Page 383
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

30. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican Amer.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.
Total	500	336	66	32	237	105	102	135	333	159	31	105	138	44	195	61	86	43	235	59
HISPANIC	6.2	5.5	3.7	13.2	6.6	2.3	7.5	5.9	-	19.4	100.0	-	-	-	-	-	-	-	-	-
WHITE	66.7	64.4	79.0	75.2	61.4	70.5	63.3	59.9	100.0	-	-	-	100.0	-	100.0	-	100.0	-	100.0	-
AFRICAN AMERICAN	20.9	24.1	9.8	11.6	25.6	22.4	26.1	25.2	-	65.7	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0
ASIAN	1.0	0.5	3.1	-	-	1.6	-	-	-	3.1	-	-	-	-	-	-	-	-	-	-
OTHER	3.8	4.4	1.2	-	5.3	2.3	0.9	8.7	-	11.9	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	1.5	1.0	3.2	-	1.1	0.9	2.1	0.3	-	-	-	-	-	-	-	-	-	-	-	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 30 Page 384
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

30. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL			AGE			MEN			WOMEN			GENDER	
	UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE			
	40		55	40		55	40		55					
Total	500	145	302	35	58	128	17	87	174	18	210	290		
HISPANIC	6.2	5.8	6.9	3.2	8.8	8.5	6.6	3.8	5.8	-	8.3	4.6		
WHITE	66.7	59.3	70.4	64.5	52.2	72.4	64.9	64.0	68.9	64.1	65.9	67.2		
AFRICAN AMERICAN	20.9	29.6	16.2	28.4	31.7	14.8	28.5	28.2	17.2	28.3	20.7	21.0		
ASIAN	1.0	-	1.6	-	-	0.9	-	-	2.2	-	0.6	1.3		
OTHER	3.8	2.4	4.6	3.9	2.5	2.7	-	2.3	6.0	7.6	2.3	4.8		
DK/REFUSED	1.5	3.0	0.3	*	4.8	0.7	*	1.8	*	-	2.2	1.0		

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 31 Page 385
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

31. WHAT IS YOUR AGE?

	TOTAL	AREA														CHILDREN IN		APPROPRIATE TO		TALKED ABOUT	
																GRADES 6-12		START TALKING ABOUT		ALCOHOL ABUSE	
																1	2 OVER	LESS/	11-14	OVER	YES
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST			10		15		YET
Total	500	160	66	18	76	141	60	81	88	44	44	21	56	34	278	213	249	212	20	475	25
18-29	0.6	0.9	-	-	1.9	1.1	2.6	-	-	-	-	-	-	-	0.6	0.7	0.6	0.7	-	0.6	-
30-40	28.3	26.7	11.6	55.5	32.9	20.6	22.6	19.1	35.4	37.6	33.2	37.9	32.1	37.6	25.5	30.6	30.2	24.6	29.1	28.4	27.6
41-55	60.5	62.9	76.8	31.6	58.4	64.7	63.6	65.5	55.4	58.2	52.5	50.4	56.2	57.5	61.5	60.5	59.7	63.8	58.4	60.8	54.9
56-65	5.0	5.6	6.6	12.9	3.0	6.9	6.5	7.3	2.4	0.6	4.1	-	5.7	3.3	6.3	3.5	4.3	6.2	-	4.8	9.1
OVER 65	2.0	0.7	1.7	-	*	1.9	2.4	1.6	3.4	3.6	3.2	7.7	1.9	1.6	2.0	2.1	1.9	1.7	5.9	2.1	-
REFUSED	3.6	3.2	3.4	-	3.9	4.7	2.3	6.4	3.5	*	6.9	3.9	4.0	-	4.1	2.6	3.3	3.1	6.5	3.3	8.4
Mean	45.18	45.08	47.71	42.39	43.46	46.30	45.75	46.73	44.38	44.04	44.74	44.81	44.88	43.91	45.74	44.71	44.82	45.75	45.48	45.17	45.32

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 31 Page 386
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

31. WHAT IS YOUR AGE?

	TOTAL	TALK ABOUT ALCOHOL		TALKED ABOUT		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR				CHOICE MODEL			
		ABUSE WITH YOUR		ALCOHOL ABUSE		YOUR COMMUNITY				WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY				WHEN AGE/YOUR			
		CHILDREN		LAST FEW MOS.										ALCOHOL				CHILD DRINK			
		FREQU-	SOME-	RARELY	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	UNDER	Under	18-20	21/	22/	ABLE	ACT
		ENTLY	TIMES				LEM	ious		PROB-	ERNED			ALL	21	18		OVER	Over	TO	IRRESP
										LEM										HANDLE	ONSIBL
Total	500	174	221	78	396	78	405	210	195	40	300	65	235	197	172	67	105	280	37	38	449
18-29	0.6	1.7	-	-	0.8	-	0.4	-	0.7	-	-	-	-	1.5	0.8	-	1.4	0.6	4.3	-	0.7
30-40	28.3	24.5	30.5	31.4	28.9	26.2	30.1	25.9	34.7	20.5	26.0	16.1	28.7	32.3	19.9	25.2	16.5	33.6	28.4	21.7	29.7
41-55	60.5	63.4	60.6	55.8	61.4	56.7	60.7	62.5	58.7	48.2	62.5	62.8	62.4	57.3	70.7	69.8	71.2	55.4	55.1	66.4	59.5
56-65	5.0	5.2	4.0	6.4	4.8	5.0	4.1	5.5	2.5	14.3	6.4	11.0	5.2	2.4	4.7	3.9	5.3	5.1	4.3	3.5	5.2
OVER 65	2.0	2.7	1.3	1.8	1.6	4.6	1.7	2.2	1.2	5.0	2.5	5.1	1.7	1.4	1.8	-	2.9	2.0	4.3	2.9	2.0
REFUSED	3.6	2.5	3.6	4.5	2.5	7.4	3.0	3.8	2.2	12.0	2.6	5.0	1.9	5.1	2.1	1.1	2.7	3.3	3.6	5.6	2.9
Mean	45.18	45.64	44.72	45.01	44.97	46.19	44.82	45.78	43.81	48.38	45.96	48.52	45.28	43.84	46.19	45.18	46.85	44.50	44.72	46.21	45.01

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 31 Page 387
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

31. WHAT IS YOUR AGE?

	TOTAL		S/R/H: ADS		SEEN AD		SEEN AD		SEEN ADS		HEARD OF/VIST		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK								
	STOP UNDERAGE		GIRL ON FLOOR		TEENAGE BOY						TALKITOUTNC.O										
	DRINKING										RG										
	YES	NO	YES	NO	YES	NO	YES	NO	1 OF 2	NO,	YES	NO	REGU-	2+	Once A	NOT	Every	Once A	RARELY	Rarely	Never
									BOTH	NEI-			LARLY	Times/	Week	REGU-	Couple	Week	/NEVER		
										THER				Week		LARLY	Weeks				
Total	500	202	281	203	289	221	275	153	112	224	99	399	149	93	56	91	38	53	258	125	133
18-29	0.6	0.7	0.6	0.8	0.5	0.6	0.6	-	2.7	-	1.6	0.4	0.9	1.5	-	-	-	-	0.6	1.3	-
30-40	28.3	27.9	29.3	15.7	35.9	20.6	34.9	13.5	30.1	36.3	34.1	27.0	22.7	26.7	16.2	32.3	39.2	27.2	30.3	29.9	30.7
41-55	60.5	62.3	58.8	75.9	50.6	69.6	52.7	78.1	58.2	50.2	58.9	60.7	69.7	65.1	77.3	60.3	50.2	67.7	55.0	59.2	51.0
56-65	5.0	5.5	4.0	5.8	4.6	6.3	4.0	6.0	6.6	3.8	4.8	5.1	4.0	4.2	3.6	1.3	1.0	1.6	7.0	5.4	8.4
OVER 65	2.0	1.9	2.2	0.7	3.0	1.5	2.5	1.0	1.5	3.0	-	2.5	1.4	1.1	1.9	1.2	2.9	-	2.7	0.4	4.7
REFUSED	3.6	1.7	5.2	1.1	5.4	1.4	5.3	1.4	0.9	6.6	0.6	4.3	1.3	1.4	1.0	4.9	6.7	3.5	4.5	3.8	5.1
Mean	45.18	45.30	44.93	46.66	44.30	46.29	44.22	47.22	44.59	44.24	43.76	45.53	45.62	44.90	46.80	44.07	43.40	44.54	45.30	44.46	46.09

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 31 Page 388
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

31. WHAT IS YOUR AGE?

	TOTAL	IDEOLOGY						PARTY						WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	121	56	66	126	116	111	227	164	200	122	105	17	146	93	84	3	86	14
18-29	0.6	-	-	-	2.4	-	-	-	0.9	0.8	-	-	-	-	-	-	-	-	-
30-40	28.3	28.9	30.8	27.3	28.0	29.4	25.6	27.5	27.4	27.6	28.7	25.3	50.0	28.7	20.5	22.9	46.5	39.6	46.9
41-55	60.5	61.4	51.8	69.6	59.6	58.4	65.3	61.8	63.4	57.6	62.8	65.8	44.1	63.1	63.7	68.3	53.5	46.1	50.4
56-65	5.0	6.8	11.0	3.2	3.7	4.2	4.3	4.2	2.6	8.0	4.1	3.8	5.9	2.9	9.2	3.8	-	8.5	2.7
OVER 65	2.0	-	-	-	2.4	2.3	2.8	2.5	2.3	2.2	1.6	1.9	-	2.1	2.2	1.8	-	2.6	-
REFUSED	3.6	3.0	6.5	-	3.8	5.7	2.0	3.9	3.4	3.9	2.8	3.3	-	3.2	4.4	3.1	-	3.1	-
Mean	45.18	45.00	45.20	44.85	44.71	45.09	45.84	45.46	44.98	45.64	45.08	45.56	42.23	45.05	46.98	45.86	41.96	44.44	42.25

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 31 Page 389
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

31. WHAT IS YOUR AGE?

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL
Total	500	73	69	59	91	130	63	285	311	185	175	125	109	110	277
18-29	0.6	1.9	-	-	-	1.2	-	0.5	1.0	-	-	2.4	1.4	-	0.5
30-40	28.3	18.2	32.8	26.6	34.8	24.9	30.7	37.6	22.1	29.9	21.3	34.4	22.6	27.6	31.0
41-55	60.5	71.8	47.7	66.5	56.8	62.8	59.3	52.7	66.2	59.0	68.3	55.7	63.3	62.3	58.6
56-65	5.0	3.0	13.9	2.3	2.3	4.8	5.7	4.0	5.4	4.6	7.8	2.4	6.0	3.5	5.3
OVER 65	2.0	2.4	1.4	1.8	2.2	2.6	1.5	1.9	2.2	2.6	1.3	2.3	1.0	1.0	2.7
REFUSED	3.6	2.8	4.1	2.8	4.0	3.8	2.8	3.3	3.2	4.0	1.3	2.8	5.6	5.6	1.9
Mean	45.18	46.04	45.72	45.20	44.13	45.60	44.98	43.79	46.03	45.20	46.51	43.67	45.57	44.91	45.10

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 31 Page 390
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

31. WHAT IS YOUR AGE?

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ Youn- ger	12	13	14	15/ OLDER	15	16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total	500	285	48	84	113	94	311	105	112	147	285	127	196	311	207	147
18-29	0.6	0.5	-	1.7	1.3	1.5	1.0	2.8	1.3	1.1	0.5	1.1	0.7	1.0	1.4	1.1
30-40	28.3	37.6	35.1	41.1	35.3	37.7	22.1	22.2	22.5	22.0	37.6	38.8	37.3	22.1	21.6	22.0
41-55	60.5	52.7	55.5	51.5	52.4	55.0	66.2	68.3	66.0	64.4	52.7	52.8	53.3	66.2	68.0	64.4
56-65	5.0	4.0	2.2	1.8	5.1	4.5	5.4	3.1	5.0	7.5	4.0	2.0	4.7	5.4	4.3	7.5
OVER 65	2.0	1.9	2.4	1.3	2.7	*	2.2	1.4	0.5	3.2	1.9	1.8	1.5	2.2	1.0	3.2
REFUSED	3.6	3.3	4.7	2.7	3.3	1.3	3.2	2.1	4.7	1.8	3.3	3.6	2.5	3.2	3.6	1.8
Mean	45.18	43.79	44.11	42.64	44.26	43.23	46.03	45.08	45.41	46.57	43.79	43.20	43.82	46.03	45.52	46.57

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 31 Page 391
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

31. WHAT IS YOUR AGE?

	TOTAL	MALE ONLY (CHILDREN)						FEMALE ONLY (CHILDREN)						BOTH (CHILDREN)					
		14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total	500	101	46	70	103	59	52	91	37	58	111	75	44	88	42	65	96	74	51
18-29	0.6	-	-	-	-	-	-	-	-	-	-	-	-	1.6	3.4	2.2	3.1	4.0	3.1
30-40	28.3	43.4	44.6	45.1	20.0	17.3	20.5	28.9	30.8	26.0	13.6	11.9	14.1	39.9	37.0	40.6	34.2	34.8	30.6
41-55	60.5	47.0	44.9	47.9	67.7	71.2	68.0	62.8	66.2	62.9	74.6	78.0	69.6	50.9	51.2	51.9	54.5	55.4	55.7
56-65	5.0	4.2	2.0	4.7	4.7	3.7	5.3	6.3	0.7	9.5	8.4	7.0	13.1	1.6	3.3	0.6	2.7	2.1	5.2
OVER 65	2.0	2.6	2.4	2.2	2.6	1.0	4.1	1.0	-	1.6	2.1	1.2	3.2	1.9	2.8	0.8	1.8	0.7	2.3
REFUSED	3.6	2.8	6.1	0.1	4.9	6.8	2.1	0.9	2.3	-	1.3	1.9	-	4.0	2.2	4.0	3.6	2.9	3.2
Mean	45.18	43.39	42.70	43.25	46.55	46.35	46.97	45.25	43.99	46.19	47.79	47.61	48.59	42.89	43.35	42.23	43.39	42.77	44.36

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 31 Page 392
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

31. WHAT IS YOUR AGE?

	TOTAL							MEN							WOMEN						
	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH			
Total	500	136	60	96	116	75	66	149	67	100	195	132	81	75	74	54	111	101	71		
18-29	0.6	1.0	2.3	1.5	1.2	1.9	-	-	-	-	0.8	1.2	1.9	-	-	2.6	-	-	2.2		
30-40	28.3	35.4	36.9	34.5	19.0	21.0	16.8	39.6	40.5	39.9	23.9	22.0	26.2	29.7	17.3	33.8	30.0	24.2	34.9		
41-55	60.5	54.2	52.7	55.4	66.9	69.7	66.4	51.3	52.8	51.2	65.7	67.1	62.8	57.9	70.1	56.2	59.7	66.9	55.3		
56-65	5.0	4.6	4.2	4.1	7.7	4.1	11.5	3.5	-	5.1	4.0	4.4	4.3	6.2	8.8	3.8	3.5	7.1	1.2		
OVER 65	2.0	1.5	-	2.2	2.4	1.5	2.5	2.1	3.4	0.9	2.0	0.7	3.8	3.6	0.8	1.0	2.0	1.7	3.3		
REFUSED	3.6	3.3	3.8	2.3	2.8	1.9	2.8	3.4	3.4	2.8	3.5	4.6	1.0	2.7	3.0	2.6	4.9	-	3.0		
Mean	45.18	43.95	42.97	44.10	46.75	45.64	47.86	43.65	43.40	43.55	45.60	45.46	45.54	45.71	47.03	43.57	44.85	46.14	43.75		



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 31 Page 393
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

31. WHAT IS YOUR AGE?

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work
Total	500	15	41	72	53	62	125	55	312	127	240	243	125	180	12	70	98	311	211	100
18-29	0.6	-	-	2.0	-	-	-	-	0.5	1.1	-	0.6	-	-	-	-	-	1.0	1.4	-
30-40	28.3	40.9	36.7	37.6	18.7	32.4	16.0	37.8	24.7	37.7	20.9	32.2	16.0	33.0	47.1	18.7	41.4	24.9	27.0	20.4
41-55	60.5	40.8	53.6	53.7	69.4	64.1	76.4	50.2	67.5	52.2	71.6	59.0	76.4	53.1	34.5	61.8	49.3	66.0	64.4	69.4
56-65	5.0	10.2	6.5	3.6	3.3	2.0	6.0	7.4	4.2	5.3	4.4	4.0	6.0	6.0	8.3	8.1	4.3	4.6	3.9	6.0
OVER 65	2.0	8.1	3.3	2.0	5.1	-	0.5	4.5	1.5	3.1	1.4	2.7	0.5	4.0	9.5	4.1	3.2	0.9	1.1	0.6
REFUSED	3.6	-	-	1.1	3.5	1.5	1.1	-	1.6	0.6	1.8	1.5	1.1	3.8	0.6	7.2	1.9	2.6	2.2	3.5
Mean	45.18	45.89	44.81	43.50	47.18	43.99	46.77	45.10	45.53	44.20	46.13	44.79	46.77	45.32	45.17	47.53	43.85	45.25	44.81	46.18

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 31 Page 394
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

31. WHAT IS YOUR AGE?

	TOTAL	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	SINGLE	MAR- RIED	SEPA- RATED	DIV- ORCED	WID- OWED	MALE	FEMALE
Total	500	86	119	82	36	94	192	128	64	46	384	11	50	3	168	216
18-29	0.6	-	1.2	1.7	-	-	0.8	1.2	-	-	0.4	-	2.8	-	-	0.7
30-40	28.3	28.2	24.8	22.8	29.1	37.4	25.0	29.7	15.4	40.7	26.9	16.9	29.7	-	26.8	27.0
41-55	60.5	60.1	63.4	64.5	61.1	46.8	67.6	64.3	74.2	48.3	62.0	71.0	64.5	-	62.4	61.7
56-65	5.0	6.5	6.4	5.6	8.2	5.6	3.5	2.8	4.8	5.8	4.7	12.1	2.0	55.3	6.4	3.3
OVER 65	2.0	2.0	1.8	1.8	1.6	5.8	0.4	0.6	-	-	2.3	*	-	44.7	2.3	2.3
REFUSED	3.6	3.3	2.5	3.5	-	4.3	2.8	1.4	5.6	5.1	3.7	-	1.0	-	2.2	4.9
Mean	45.18	45.55	45.65	45.66	45.63	45.11	45.00	44.28	46.51	43.19	45.45	47.32	43.65	65.64	45.82	45.14

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 31 Page 395
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

31. WHAT IS YOUR AGE?

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican Amer.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.
Total	500	336	66	32	237	105	102	135	333	159	31	105	138	44	195	61	86	43	235	59
18-29	0.6	0.4	2.4	-	-	1.4	-	-	-	0.9	-	-	-	-	-	-	-	-	-	-
30-40	28.3	25.9	22.9	61.4	25.7	29.1	21.5	28.9	25.7	33.4	27.1	40.9	21.7	41.8	28.6	40.2	100.0	100.0	-	-
41-55	60.5	62.7	67.1	33.7	60.9	64.5	64.3	58.4	63.8	55.7	67.7	46.9	67.0	43.7	61.5	49.2	-	-	90.4	83.0
56-65	5.0	5.5	1.5	4.9	7.0	2.2	8.9	5.5	4.8	5.7	-	7.4	6.0	11.1	3.9	4.7	-	-	6.8	13.1
OVER 65	2.0	2.3	2.4	-	3.1	-	3.2	2.9	2.0	2.1	3.6	2.2	1.9	-	2.0	3.7	-	-	2.8	3.8
REFUSED	3.6	3.2	3.7	-	3.3	2.8	2.1	4.3	3.7	2.2	1.6	2.7	3.3	3.3	3.9	2.2	-	-	-	-
Mean	45.18	45.68	45.10	40.63	46.20	44.04	47.07	45.53	45.65	44.60	45.30	44.02	46.34	43.81	45.16	44.17	35.00	35.00	49.53	50.56

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 31 Page 396
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

31. WHAT IS YOUR AGE?

	TOTAL			AGE			MEN			WOMEN			GENDER	
	UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE			
	40		55	40		55	40		55					
Total	500	145	302	35	58	128	17	87	174	18	210	290		
18-29	0.6	2.1	-	-	2.5	-	-	1.8	-	-	0.7	0.5		
30-40	28.3	97.9	-	-	97.5	-	-	98.2	-	-	26.7	29.5		
41-55	60.5	-	100.0	-	-	100.0	-	-	100.0	-	61.1	60.0		
56-65	5.0	-	-	71.4	-	-	77.6	-	-	65.7	6.3	4.1		
OVER 65	2.0	-	-	28.6	-	-	22.4	-	-	34.3	1.8	2.2		
REFUSED	3.6	-	-	-	-	-	-	-	-	-	3.5	3.6		
Mean	45.18	34.76	48.00	63.78	34.72	48.00	63.08	34.79	48.00	64.45	45.49	44.95		

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 32 Page 397
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

32. GENDER:

	TOTAL	AREA														CHILDREN IN		APPROPRIATE TO		TALKED ABOUT	
																GRADES 6-12		START TALKING ABOUT		ALCOHOL ABUSE	
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	1	2 OVER	LESS/ 10	11-14 15	OVER	YES	NO/ NOT YET
Total	500	160	66	18	76	141	60	81	88	44	44	21	56	34	278	213	249	212	20	475	25
MALE	42.0	41.6	37.1	39.8	45.9	37.3	37.0	37.4	44.3	36.9	51.9	26.7	50.9	52.2	41.3	42.6	39.7	44.8	57.7	41.3	55.1
FEMALE	58.0	58.4	62.9	60.2	54.1	62.7	63.0	62.6	55.7	63.1	48.1	73.3	49.1	47.8	58.7	57.4	60.3	55.2	42.3	58.7	44.9



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 32 Page 398
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

32. GENDER:

	TOTAL	TALK ABOUT ALCOHOL			TALKED ABOUT		UNDERAGED DRINKING IN					CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR				CHOICE MODEL	
		ABUSE WITH YOUR			ALCOHOL ABUSE		YOUR COMMUNITY					WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY				WHEN AGE/YOUR	
		CHILDREN			LAST FEW MOS.											ALCOHOL				CHILD DRINK	
		FREQU-	SOME-	RARELY	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	UNDER	Under	18-20	21/	22/	ABLE	ACT
		ENTLY	TIMES				LEM	ious		PROB-	ERNED			ALL	21	18		OVER	Over	TO	IRRESP
										LEM										HANDLE	ONSIBL
Total	500	174	221	78	396	78	405	210	195	40	300	65	235	197	172	67	105	280	37	38	449
MALE	42.0	44.3	37.7	45.9	40.2	46.7	43.4	41.5	45.5	47.2	41.3	47.8	39.5	43.8	40.7	42.1	39.8	43.3	40.8	25.1	43.0
FEMALE	58.0	55.7	62.3	54.1	59.8	53.3	56.6	58.5	54.5	52.8	58.7	52.2	60.5	56.2	59.3	57.9	60.2	56.7	59.2	74.9	57.0



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 32 Page 399
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

32. GENDER:

	TOTAL		S/R/H: ADS		SEEN AD		SEEN AD		SEEN ADS		HEARD OF/VIST		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK								
			STOP UNDERAGE		GIRL ON FLOOR		TEENAGE BOY				TALKITOUTNC.O										
			DRINKING								RG										
	YES	NO	YES	NO	YES	NO	YES	NO	1 OF 2	NO, BOTH	YES	NO	REGU- LARLY	2+ Times/Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY /NEVER	Rarely	Never
Total	500	202	281	203	289	221	275	153	112	224	99	399	149	93	56	91	38	53	258	125	133
MALE	42.0	41.9	42.6	39.8	44.7	42.7	41.6	42.3	40.9	44.1	41.0	42.5	40.7	40.1	41.5	47.7	49.9	46.2	40.8	36.3	45.1
FEMALE	58.0	58.1	57.4	60.2	55.3	57.3	58.4	57.7	59.1	55.9	59.0	57.5	59.3	59.9	58.5	52.3	50.1	53.8	59.2	63.7	54.9

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 32 Page 400
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

32. GENDER:

	TOTAL	IDEOLOGY						PARTY					WHITE			AFRICAN AMERICAN			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	121	56	66	126	116	111	227	164	200	122	105	17	146	93	84	3	86	14
MALE	42.0	30.2	27.2	32.7	44.9	49.6	40.6	45.2	44.4	34.8	48.4	50.1	38.3	41.9	33.0	48.5	78.7	38.2	52.0
FEMALE	58.0	69.8	72.8	67.3	55.1	50.4	59.4	54.8	55.6	65.2	51.6	49.9	61.7	58.1	67.0	51.5	21.3	61.8	48.0



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 32 Page 401
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

32. GENDER:

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
Total	500	73	69	59	91	130	63	285	311	185	175	125	109	110	277
MALE	42.0	100.0	100.0	100.0	-	-	-	47.8	37.4	40.3	42.1	43.2	39.9	38.8	44.2
FEMALE	58.0	-	-	-	100.0	100.0	100.0	52.2	62.6	59.7	57.9	56.8	60.1	61.2	55.8



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 32 Page 402
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

32. GENDER:

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ Youn- ger	12	13	14	15/ OLDER	15	16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total	500	285	48	84	113	94	311	105	112	147	285	127	196	311	207	147
MALE	42.0	47.8	52.5	42.8	47.7	49.9	37.4	46.1	28.4	44.9	47.8	47.6	48.7	37.4	36.2	44.9
FEMALE	58.0	52.2	47.5	57.2	52.3	50.1	62.6	53.9	71.6	55.1	52.2	52.4	51.3	62.6	63.8	55.1



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 32 Page 403
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

32. GENDER:

	TOTAL						MALE ONLY (CHILDREN)						FEMALE ONLY (CHILDREN)						BOTH (CHILDREN)					
	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	13-14	15/ OLDER	15-16	17/ Older		
Total	500	101	46	70	103	59	52	91	37	58	111	75	44	88	42	65	96	74	51					
MALE	42.0	45.0	42.6	45.3	36.7	36.5	39.9	53.8	48.5	58.3	32.4	27.6	43.2	43.4	48.4	44.0	43.4	44.6	50.5					
FEMALE	58.0	55.0	57.4	54.7	63.3	63.5	60.1	46.2	51.5	41.7	67.6	72.4	56.8	56.6	51.6	56.0	56.6	55.4	49.5					

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 32 Page 404
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

32. GENDER:

	TOTAL	MEN						WOMEN						MEN			WOMEN		
		14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	136	60	96	116	75	66	149	67	100	195	132	81	75	74	54	111	101	71
MALE	42.0	100.0	100.0	100.0	100.0	100.0	100.0	-	-	-	-	-	-	100.0	100.0	100.0	-	-	-
FEMALE	58.0	-	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0	100.0	-	-	-	100.0	100.0	100.0



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 32 Page 405
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

32. GENDER:

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	15	41	72	53	62	125	55	312	127	240	243	125	180	12	70	98	311	211	100
MALE	42.0	30.4	23.6	39.7	48.1	32.2	50.3	25.4	43.9	33.5	45.1	36.4	50.3	47.6	66.7	58.9	37.1	38.2	39.2	36.3
FEMALE	58.0	69.6	76.4	60.3	51.9	67.8	49.7	74.6	56.1	66.5	54.9	63.6	49.7	52.4	33.3	41.1	62.9	61.8	60.8	63.7



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 32 Page 406
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

32. GENDER:

	TOTAL	MEN				WOMEN				MARITAL STATUS					MARRIED	
		LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	SINGLE	MAR- RIED	SEPA- RATED	DIV- ORCED	WID- OWED	MALE	FEMALE
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	86	119	82	36	94	192	128	64	46	384	11	50	3	168	216
MALE	42.0	100.0	100.0	100.0	100.0	-	-	-	-	30.1	43.8	39.7	39.0	40.8	100.0	-
FEMALE	58.0	-	-	-	-	100.0	100.0	100.0	100.0	69.9	56.2	60.3	61.0	59.2	-	100.0

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 32 Page 407
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

32. GENDER:

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican Amer.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.
Total	500	336	66	32	237	105	102	135	333	159	31	105	138	44	195	61	86	43	235	59
MALE	42.0	38.5	38.6	68.7	43.1	34.7	100.0	-	41.5	42.1	56.8	41.6	100.0	100.0	-	-	35.0	42.6	44.1	40.4
FEMALE	58.0	61.5	61.4	31.3	56.9	65.3	-	100.0	58.5	57.9	43.2	58.4	-	-	100.0	100.0	65.0	57.4	55.9	59.6

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 32 Page 408
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

32. GENDER:

	TOTAL	AGE			MEN			WOMEN			GENDER	
		UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE
		40		55	40		55	40		55		
Total	500	145	302	35	58	128	17	87	174	18	210	290
MALE	42.0	39.8	42.4	48.3	100.0	100.0	100.0	-	-	-	100.0	-
FEMALE	58.0	60.2	57.6	51.7	-	-	-	100.0	100.0	100.0	-	100.0



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 33 Page 409
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

33. SURVEY AREA:

	TOTAL	AREA													CHILDREN IN GRADES 6-12		APPROPRIATE TO START TALKING ABOUT ALCOHOL ABUSE		TALKED ABOUT ALCOHOL ABUSE		
															1	2 OVER	LESS/10	11-14 OVER 15	YES	NO/NOT YET	
	RALEIGH	Durham & Wake	Cumberland	Rest	CHARLOTTE	Gaston/Mecklenburg	Rest	GREENSBORO	Forsythe/Guilford	Rest	WILMINGTON	EAST	WEST								
Total	500	160	66	18	76	141	60	81	88	44	44	21	56	34	278	213	249	212	20	475	25
RALEIGH	32.1	100.0	100.0	100.0	100.0	-	-	-	-	-	-	-	-	-	30.0	33.8	33.2	31.9	21.2	31.7	38.5
DURHAM/WAKE COUNTIES	13.2	41.1	100.0	-	-	-	-	-	-	-	-	-	-	-	12.8	12.3	12.5	15.5	-	12.9	18.8
CUMBERLAND COUNTY	3.6	11.2	-	100.0	-	-	-	-	-	-	-	-	-	-	4.4	2.7	3.7	3.0	-	3.4	7.4
REST	15.3	47.6	-	-	100.0	-	-	-	-	-	-	-	-	-	12.7	18.9	17.0	13.4	21.2	15.4	12.3
CHARLOTTE	28.2	-	-	-	-	100.0	100.0	100.0	-	-	-	-	-	-	30.7	26.0	24.8	31.1	29.3	28.3	25.1
GASTON/MECKLEN. CO.	12.0	-	-	-	-	42.5	100.0	-	-	-	-	-	-	-	13.6	10.4	8.6	15.9	12.3	11.9	13.2
REST	16.2	-	-	-	-	57.5	-	100.0	-	-	-	-	-	-	17.1	15.7	16.1	15.2	17.0	16.4	11.9
GREENSBORO	17.6	-	-	-	-	-	-	-	100.0	100.0	100.0	-	-	-	16.1	19.6	18.6	16.2	24.9	17.5	20.8
FORSYTHE/GUILFORD CO.	8.9	-	-	-	-	-	-	-	50.4	100.0	-	-	-	-	8.2	9.9	8.5	8.5	16.1	8.5	15.3
REST	8.7	-	-	-	-	-	-	-	49.6	-	100.0	-	-	-	8.0	9.7	10.0	7.7	8.8	8.9	5.4
WILMINGTON	4.2	-	-	-	-	-	-	-	-	-	-	100.0	-	-	4.9	2.7	4.3	2.8	10.9	4.2	3.5
EAST	11.1	-	-	-	-	-	-	-	-	-	-	-	100.0	-	12.2	10.2	9.5	13.7	10.8	11.1	12.2
WEST	6.8	-	-	-	-	-	-	-	-	-	-	-	-	100.0	6.1	7.6	9.7	4.3	3.0	7.2	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 33 Page 410
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

33. SURVEY AREA:

	TOTAL	TALK ABOUT ALCOHOL			TALKED ABOUT		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR				CHOICE MODEL		
		ABUSE WITH YOUR			ALCOHOL ABUSE		YOUR COMMUNITY				WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY				WHEN AGE/YOUR		
		CHILDREN			LAST FEW MOS.										ALCOHOL				CHILD DRINK		
		FREQU-	SOME-	RARELY	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	UNDER	Under	18-20	21/	22/	ABLE	ACT
		ENTLY	TIMES				LEM	ious		PROB-			ALL	21	18		OVER	Over	TO	IRRESP	
										LEM									HANDLE	ONSIBL	
Total	500	174	221	78	396	78	405	210	195	40	300	65	235	197	172	67	105	280	37	38	449
RALEIGH	32.1	33.6	27.4	39.1	30.1	39.1	33.0	31.7	34.3	23.0	30.4	38.0	28.3	34.8	32.4	40.5	27.3	30.8	38.1	25.6	32.4
DURHAM/WAKE COUNTIES	13.2	12.2	11.4	17.4	12.3	16.1	14.0	16.0	11.9	8.3	13.4	19.6	11.7	12.8	15.6	22.9	11.0	12.8	16.7	16.8	12.8
CUMBERLAND COUNTY	3.6	3.8	2.9	3.9	3.5	1.1	4.1	2.3	6.1	1.6	3.3	1.9	3.7	4.1	1.0	1.9	0.5	5.6	1.5	-	4.0
REST	15.3	17.5	13.1	17.8	14.2	21.9	14.9	13.4	16.4	13.2	13.7	16.5	12.9	17.9	15.8	15.7	15.8	12.4	19.9	8.8	15.6
CHARLOTTE	28.2	25.4	34.1	18.4	28.7	27.3	26.3	29.2	23.1	39.7	28.9	24.1	30.2	26.3	28.3	29.2	27.6	29.0	27.5	38.5	27.0
GASTON/MECKLEN. CO.	12.0	8.5	16.2	6.7	11.9	12.2	9.3	11.8	6.6	23.9	10.9	2.5	13.3	12.4	16.5	15.4	17.2	9.8	10.7	28.7	10.2
REST	16.2	16.9	17.9	11.7	16.8	15.0	17.0	17.5	16.4	15.9	17.9	21.7	16.9	13.9	11.7	13.9	10.4	19.1	16.8	9.8	16.8
GREENSBORO	17.6	18.9	17.4	14.8	17.8	16.2	17.5	17.0	17.9	18.2	16.5	10.8	18.1	19.6	13.9	9.9	16.3	20.4	16.9	8.2	18.7
FORSYTHE/GUILFORD CO.	8.9	10.3	7.7	7.2	8.5	9.1	8.2	8.7	7.5	11.3	8.3	5.1	9.2	9.9	8.5	6.2	9.9	9.6	4.3	3.7	9.5
REST	8.7	8.6	9.7	7.5	9.3	7.1	9.3	8.3	10.4	6.9	8.2	5.7	8.9	9.7	5.4	3.7	6.5	10.8	12.5	4.6	9.2
WILMINGTON	4.2	3.4	5.1	3.5	4.8	1.2	4.1	6.3	1.7	8.4	4.9	6.2	4.5	3.2	2.3	2.4	2.2	4.5	3.9	0.1	4.3
EAST	11.1	10.9	10.5	13.5	11.3	10.0	11.8	9.4	14.4	8.7	11.7	9.8	12.2	10.4	11.8	12.4	11.5	11.8	8.6	4.9	12.0
WEST	6.8	7.7	5.5	10.8	7.4	6.3	7.4	6.3	8.6	1.9	7.7	11.1	6.7	5.6	11.4	5.6	15.1	3.6	5.1	22.7	5.6

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 33 Page 411
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

33. SURVEY AREA:

	TOTAL	S/R/H: ADS		SEEN AD		SEEN AD		SEEN ADS			HEARD OF/VIST		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK									
		STOP UNDERAGE		GIRL ON FLOOR		TEENAGE BOY					TALKITOUTNC.O											
		DRINKING									RG											
		YES	NO	YES	NO	YES	NO	YES	1 OF 2	NO,	YES	NO	REGU-	2+	Once A	NOT	Every	Once A	RARELY	Rarely	Never	
									BOTH	NEI-			LARLY	Times/	Week	REGU-	Couple	Week	/NEVER			
										THIR				Week		LARLY	Weeks					
Total	500	202	281	203	289	221	275	153	112	224	99	399	149	93	56	91	38	53	258	125	133	
RALEIGH	32.1	32.3	32.2	42.3	24.3	40.3	25.5	43.9	34.5	22.1	41.2	29.8	29.2	31.8	24.8	38.3	36.2	39.8	31.3	23.6	38.6	
DURHAM/WAKE COUNTIES	13.2	15.6	11.5	21.0	7.3	20.1	7.4	24.1	10.0	6.6	12.5	13.3	16.2	16.2	16.1	22.9	11.0	31.6	8.1	7.6	8.6	
CUMBERLAND COUNTY	3.6	1.9	5.0	4.7	2.9	3.9	3.4	4.3	4.5	2.9	7.5	2.7	2.9	3.6	1.6	3.7	5.7	2.2	4.0	2.2	5.8	
REST	15.3	14.8	15.6	16.5	14.0	16.3	14.6	15.5	20.0	12.6	21.2	13.9	10.2	12.0	7.1	11.8	19.5	6.1	19.2	13.8	24.2	
CHARLOTTE	28.2	25.6	30.0	29.6	27.4	28.6	27.6	31.3	23.1	28.6	25.4	29.0	35.3	33.0	39.3	21.3	24.1	19.3	26.5	32.5	20.8	
GASTON/MECKLEN. CO.	12.0	13.1	10.7	16.1	9.4	15.1	9.0	17.3	10.2	9.1	12.8	11.8	18.6	15.7	23.4	11.8	16.7	8.2	8.3	10.9	5.8	
REST	16.2	12.5	19.3	13.4	18.1	13.5	18.6	14.0	12.9	19.5	12.5	17.2	16.7	17.2	15.9	9.5	7.5	11.0	18.2	21.6	15.0	
GREENSBORO	17.6	19.9	15.5	19.4	16.1	18.4	16.9	18.9	17.8	16.2	13.9	18.3	11.6	11.4	12.0	17.3	11.8	21.4	21.3	22.3	20.4	
FORSYTHE/GUILFORD CO.	8.9	8.5	9.4	7.2	9.5	7.3	10.3	5.5	10.4	9.9	5.5	9.4	6.0	5.4	6.9	8.2	8.1	8.2	10.8	9.0	12.5	
REST	8.7	11.4	6.2	12.2	6.6	11.1	6.6	13.4	7.4	6.3	8.4	8.9	5.6	5.9	5.1	9.1	3.7	13.1	10.5	13.3	7.8	
WILMINGTON	4.2	4.7	3.4	0.9	6.6	3.2	5.0	0.7	6.0	5.8	1.3	4.9	3.4	3.1	3.9	5.9	5.8	5.9	4.1	1.5	6.5	
EAST	11.1	12.2	10.8	6.3	14.8	8.6	13.3	4.9	15.2	14.0	12.7	10.8	9.8	10.4	8.7	12.0	20.0	6.1	11.7	16.1	7.5	
WEST	6.8	5.3	8.1	1.5	10.7	0.9	11.7	0.4	3.4	13.3	5.4	7.2	10.7	10.3	11.3	5.2	2.0	7.6	5.2	4.0	6.3	

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 33 Page 412
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

33. SURVEY AREA:

	TOTAL	IDEOLOGY						PARTY					WHITE			AFRICAN AMERICAN			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	121	56	66	126	116	111	227	164	200	122	105	17	146	93	84	3	86	14
RALEIGH	32.1	32.4	31.5	33.1	44.5	24.6	29.9	27.2	24.6	39.7	31.2	30.6	35.0	23.0	30.0	28.7	21.3	49.2	38.4
DURHAM/WAKE COUNTIES	13.2	15.4	21.9	9.9	20.8	6.2	11.9	9.0	8.6	16.6	14.9	14.6	16.5	6.4	13.9	12.8	21.3	17.7	24.7
CUMBERLAND COUNTY	3.6	3.7	4.5	3.1	5.2	4.3	1.0	2.7	0.7	6.1	3.9	4.1	2.5	0.4	0.9	2.2	-	13.1	13.7
REST	15.3	13.3	5.1	20.1	18.5	14.0	17.0	15.5	15.4	17.0	12.4	11.8	16.0	16.3	15.1	13.7	-	18.4	-
CHARLOTTE	28.2	29.8	33.1	27.0	24.3	31.8	26.5	29.2	32.0	23.3	29.5	32.7	9.5	31.7	23.7	27.8	32.2	21.5	54.2
GASTON/MECKLEN. CO.	12.0	17.0	21.3	13.4	11.4	13.7	7.2	10.5	7.8	16.3	10.7	12.4	-	6.7	16.2	9.3	32.2	15.3	34.1
REST	16.2	12.8	11.9	13.6	12.9	18.1	19.3	18.7	24.2	7.0	18.9	20.4	9.5	25.0	7.5	18.5	-	6.3	20.1
GREENSBORO	17.6	17.6	16.4	18.6	11.6	20.9	17.9	19.4	19.3	18.7	14.3	11.8	30.1	20.7	23.4	13.1	-	14.2	7.4
FORSYTHE/GUILFORD CO.	8.9	11.0	10.5	11.4	8.4	6.9	6.2	6.6	6.2	12.2	7.7	7.2	11.0	6.9	10.4	5.4	-	13.4	7.4
REST	8.7	6.6	5.9	7.2	3.2	14.0	11.8	12.9	13.1	6.4	6.6	4.6	19.1	13.7	13.0	7.7	-	0.9	-
WILMINGTON	4.2	1.2	2.6	-	3.9	3.5	8.7	6.0	4.9	3.0	4.3	4.4	3.9	4.4	4.3	4.4	-	2.4	-
EAST	11.1	10.4	10.7	10.2	10.1	15.2	9.7	12.5	11.1	9.9	13.7	15.9	-	11.0	6.9	17.1	46.5	12.6	-
WEST	6.8	8.5	5.7	11.0	5.6	4.1	7.3	5.7	8.2	5.4	6.9	4.6	21.5	9.2	11.6	9.0	-	-	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 33 Page 413
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

33. SURVEY AREA:

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL
Total	500	73	69	59	91	130	63	285	311	185	175	125	109	110	277
RALEIGH	32.1	26.7	42.8	26.1	22.9	38.0	36.0	31.1	32.0	33.3	32.3	29.2	34.7	43.7	26.8
DURHAM/WAKE COUNTIES	13.2	9.5	17.3	8.6	7.8	16.3	20.8	12.5	13.8	11.6	16.6	9.9	25.4	24.5	4.1
CUMBERLAND COUNTY	3.6	0.8	6.8	3.1	0.6	5.7	4.6	4.4	2.3	4.3	3.1	3.8	4.4	6.9	2.0
REST	15.3	16.5	18.7	14.4	14.5	16.1	10.5	14.2	15.8	17.4	12.6	15.5	4.9	12.4	20.7
CHARLOTTE	28.2	24.0	20.3	29.6	38.4	24.9	29.4	26.2	28.4	31.9	23.7	28.9	31.7	26.4	27.2
GASTON/MECKLEN. CO.	12.0	8.6	10.4	13.2	7.1	19.4	8.3	11.4	12.0	15.0	10.0	9.8	24.3	13.8	6.0
REST	16.2	15.4	9.9	16.4	31.3	5.5	21.1	14.9	16.4	17.0	13.7	19.1	7.4	12.7	21.2
GREENSBORO	17.6	22.0	17.9	15.9	17.1	19.1	12.9	20.9	17.9	10.8	18.7	26.9	17.9	15.9	18.2
FORSYTHE/GUILFORD CO.	8.9	6.8	9.1	8.6	5.7	13.9	7.0	11.3	6.6	3.2	10.9	15.5	12.9	12.5	5.8
REST	8.7	15.2	8.8	7.3	11.5	5.1	5.9	9.6	11.3	7.6	7.9	11.4	5.0	3.4	12.4
WILMINGTON	4.2	2.7	1.4	3.2	6.6	3.9	5.4	4.4	3.0	4.1	4.6	2.5	1.9	2.9	5.6
EAST	11.1	14.6	9.3	17.0	8.2	10.1	10.5	10.1	11.6	12.6	12.3	8.0	6.0	7.8	14.1
WEST	6.8	10.0	8.2	8.2	6.8	3.9	5.7	7.2	7.1	7.3	8.5	4.6	7.8	3.2	8.0

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 33 Page 414
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

33. SURVEY AREA:

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ Youn- ger	12	13	14	15/ OLDER	15	16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total	500	285	48	84	113	94	311	105	112	147	285	127	196	311	207	147
RALEIGH	32.1	31.1	28.7	34.2	30.1	39.4	32.0	24.5	35.4	33.5	31.1	32.8	32.2	32.0	28.3	33.5
DURHAM/WAKE COUNTIES	13.2	12.5	13.9	10.0	12.1	17.2	13.8	10.4	12.4	15.4	12.5	11.9	13.9	13.8	11.3	15.4
CUMBERLAND COUNTY	3.6	4.4	6.3	5.5	4.6	2.3	2.3	2.1	1.4	2.9	4.4	5.3	3.3	2.3	1.8	2.9
REST	15.3	14.2	8.5	18.7	13.4	19.9	15.8	12.0	21.6	15.3	14.2	15.6	14.9	15.8	15.2	15.3
CHARLOTTE	28.2	26.2	30.2	23.9	22.9	25.4	28.4	26.3	30.5	34.8	26.2	26.4	25.0	28.4	29.3	34.8
GASTON/MECKLEN. CO.	12.0	11.4	9.4	3.4	15.0	13.3	12.0	8.8	15.2	12.7	11.4	5.8	15.0	12.0	12.7	12.7
REST	16.2	14.9	20.8	20.5	7.9	12.1	16.4	17.6	15.2	22.1	14.9	20.6	10.0	16.4	16.6	22.1
GREENSBORO	17.6	20.9	19.1	17.6	23.2	16.9	17.9	19.8	15.0	15.7	20.9	17.8	20.4	17.9	18.1	15.7
FORSYTHE/GUILFORD CO.	8.9	11.3	14.7	12.0	10.8	9.8	6.6	6.6	5.4	5.9	11.3	12.5	9.8	6.6	6.3	5.9
REST	8.7	9.6	4.4	5.5	12.5	7.1	11.3	13.2	9.5	9.8	9.6	5.3	10.6	11.3	11.8	9.8
WILMINGTON	4.2	4.4	3.4	2.5	6.8	4.5	3.0	4.5	3.2	1.4	4.4	3.0	6.1	3.0	4.0	1.4
EAST	11.1	10.1	9.0	11.9	12.3	6.7	11.6	16.3	8.6	10.2	10.1	11.3	10.3	11.6	11.9	10.2
WEST	6.8	7.2	9.6	9.9	4.7	7.2	7.1	8.5	7.4	4.3	7.2	8.8	6.1	7.1	8.3	4.3

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 33 Page 415
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

33. SURVEY AREA:

	TOTAL	MALE ONLY (CHILDREN)						FEMALE ONLY (CHILDREN)						BOTH (CHILDREN)					
		14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older
Total	500	101	46	70	103	59	52	91	37	58	111	75	44	88	42	65	96	74	51
RALEIGH	32.1	34.3	45.9	29.1	29.5	27.2	33.2	32.0	16.6	42.7	35.6	28.5	45.5	25.2	27.8	26.5	29.8	29.1	22.5
DURHAM/WAKE COUNTIES	13.2	11.0	10.3	14.2	8.3	6.9	9.9	14.0	8.2	16.9	19.9	16.1	22.7	9.9	10.6	10.4	12.0	9.9	13.2
CUMBERLAND COUNTY	3.6	5.1	10.2	1.5	3.2	4.6	1.1	4.4	-	6.9	1.3	0.5	2.3	4.1	4.9	2.3	2.8	0.8	5.2
REST	15.3	18.2	25.4	13.4	18.0	15.6	22.2	13.6	8.3	18.9	14.5	11.9	20.5	11.2	12.3	13.7	15.1	18.3	4.1
CHARLOTTE	28.2	32.1	32.8	31.3	32.3	35.0	30.1	23.3	26.2	20.1	21.0	22.0	23.0	22.2	21.5	21.3	33.0	32.2	50.2
GASTON/MECKLEN. CO.	12.0	12.7	9.0	16.5	16.5	15.6	16.7	11.4	4.6	15.1	8.1	10.8	2.1	9.7	3.8	13.1	11.7	12.3	18.0
REST	16.2	19.4	23.7	14.8	15.9	19.4	13.4	11.9	21.6	5.1	12.9	11.3	20.9	12.5	17.6	8.2	21.3	19.9	32.3
GREENSBORO	17.6	7.9	7.5	6.6	14.5	14.5	13.4	21.6	20.8	20.8	15.1	15.1	14.1	35.6	27.8	34.6	24.9	24.0	19.7
FORSYTHE/GUILFORD CO.	8.9	2.4	2.7	1.7	3.0	4.5	1.8	14.0	15.0	12.5	7.0	8.2	5.4	19.3	21.9	16.5	10.1	5.8	10.6
REST	8.7	5.5	4.8	4.9	11.4	9.9	11.6	7.6	5.8	8.4	8.1	6.9	8.7	16.2	5.9	18.1	14.8	18.2	9.1
WILMINGTON	4.2	6.5	1.6	8.2	1.8	2.2	1.0	3.3	-	5.3	5.4	7.2	3.5	3.5	7.4	4.7	1.7	2.2	-
EAST	11.1	9.1	4.6	11.2	16.1	17.7	13.3	12.9	19.7	11.0	12.6	11.9	13.9	8.9	12.0	9.1	5.7	7.4	4.2
WEST	6.8	10.2	7.6	13.5	5.8	3.4	9.0	6.8	16.8	-	10.3	15.2	-	4.6	3.6	3.8	4.9	5.1	3.3

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 33 Page 416
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

33. SURVEY AREA:

	TOTAL	MEN						WOMEN						MEN			WOMEN		
		14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	14/ YOUN- GER	12/ Youn- ger	13-14	15/ OLDER	15-16	17/ Older	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	136	60	96	116	75	66	149	67	100	195	132	81	75	74	54	111	101	71
RALEIGH	32.1	33.2	36.3	33.5	31.4	27.4	32.5	29.2	29.6	31.0	32.3	28.9	34.4	31.8	28.8	34.5	34.4	34.8	25.1
DURHAM/WAKE COUNTIES	13.2	13.3	13.8	13.6	12.9	8.0	17.6	11.7	10.2	14.3	14.3	13.2	13.6	4.6	14.4	13.9	16.3	18.2	7.0
CUMBERLAND COUNTY	3.6	4.4	7.7	2.0	1.4	1.4	1.8	4.5	3.1	4.6	2.9	2.0	3.8	7.6	1.2	1.2	2.1	4.4	5.8
REST	15.3	15.5	14.8	17.9	17.1	18.0	13.1	13.1	16.4	12.1	15.0	13.6	17.1	19.6	13.2	19.5	16.0	12.2	12.4
CHARLOTTE	28.2	21.7	22.4	20.0	24.0	25.8	32.0	30.4	30.0	29.8	31.1	31.3	37.1	27.7	22.1	24.9	34.8	24.8	32.0
GASTON/MECKLEN. CO.	12.0	10.5	3.1	13.6	8.3	8.6	11.6	12.2	8.3	16.4	14.2	15.0	13.6	12.0	8.6	9.6	17.0	11.0	9.9
REST	16.2	11.2	19.2	6.4	15.7	17.2	20.3	18.2	21.8	13.5	16.9	16.3	23.6	15.7	13.5	15.3	17.8	13.8	22.0
GREENSBORO	17.6	21.0	17.7	21.8	19.6	22.2	15.8	20.8	18.0	19.1	16.8	15.8	15.7	10.4	24.5	23.2	11.1	14.5	29.7
FORSYTHE/GUILFORD CO.	8.9	9.6	14.1	7.8	3.9	3.4	4.9	12.8	11.0	11.7	8.2	8.0	6.7	2.6	11.1	11.5	3.7	10.6	18.5
REST	8.7	11.4	3.5	14.0	15.7	18.9	10.9	8.0	7.0	7.4	8.6	7.8	8.9	7.8	13.3	11.7	7.4	3.9	11.2
WILMINGTON	4.2	2.7	1.2	3.0	2.5	2.4	1.7	6.0	4.6	8.9	3.4	4.9	1.1	3.0	3.4	-	4.8	5.4	4.3
EAST	11.1	12.8	12.2	13.9	14.5	16.3	9.5	7.7	10.4	6.8	9.9	9.4	10.8	15.8	14.9	8.7	10.5	10.3	7.5
WEST	6.8	8.6	10.3	7.9	8.0	5.9	8.6	5.9	7.3	4.4	6.6	9.6	0.9	11.4	6.2	8.7	4.5	10.2	1.4

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 33 Page 417
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

33. SURVEY AREA:

	TOTAL	INCOME						INCOME						EDUCATION							
		UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	
Total	500	15	41	72	53	62	125	55	312	127	240	243	125	180	12	70	98	311	211	100	
RALEIGH	32.1	9.5	40.7	39.3	21.9	24.1	41.6	32.5	34.2	36.3	32.7	30.0	41.6	26.7	26.1	26.8	26.7	34.3	32.3	38.3	
DURHAM/WAKE COUNTIES	13.2	6.9	14.0	13.8	5.8	12.1	26.7	12.2	17.3	13.1	18.3	11.2	26.7	5.8	-	1.7	9.4	17.6	13.8	25.5	
CUMBERLAND COUNTY	3.6	2.6	6.6	3.3	4.2	5.4	-	5.6	2.5	4.3	2.3	4.5	-	3.4	-	7.2	1.2	3.1	3.7	1.9	
REST	15.3	*	20.0	22.2	11.9	6.6	14.9	14.8	14.4	18.9	12.1	14.2	14.9	17.5	26.1	18.0	16.1	13.6	14.8	10.9	
CHARLOTTE	28.2	25.3	26.0	28.6	21.0	28.3	34.1	25.8	29.4	27.4	29.7	26.2	34.1	33.6	26.0	34.9	33.7	25.1	28.9	17.4	
GASTON/MECKLEN. CO.	12.0	25.3	6.0	10.6	7.3	7.8	18.5	11.0	12.6	10.8	13.2	9.2	18.5	12.2	5.8	13.7	12.0	12.1	13.2	9.8	
REST	16.2	-	20.1	18.0	13.7	20.5	15.7	14.8	16.8	16.6	16.5	17.0	15.7	21.4	20.2	21.2	21.7	13.1	15.7	7.6	
GREENSBORO	17.6	32.1	12.1	12.3	26.9	18.3	12.4	17.3	16.0	14.5	17.2	18.2	12.4	15.6	18.9	15.1	15.5	19.3	15.8	26.7	
FORSYTHE/GUILFORD CO.	8.9	11.0	1.9	3.5	11.8	10.4	8.3	4.3	8.2	3.8	9.6	7.2	8.3	5.3	9.5	2.1	7.0	11.2	8.9	16.0	
REST	8.7	21.1	10.2	8.8	15.1	7.9	4.1	13.0	7.8	10.6	7.5	10.9	4.1	10.3	9.4	13.0	8.5	8.1	6.9	10.6	
WILMINGTON	4.2	-	4.1	1.2	4.4	6.6	3.1	3.0	3.6	2.0	4.3	3.7	3.1	4.0	5.8	5.2	3.0	4.4	5.8	1.4	
EAST	11.1	30.5	8.1	9.9	12.8	6.8	4.7	14.0	7.7	11.7	7.1	10.7	4.7	15.0	23.3	12.9	15.4	8.9	9.8	7.2	
WEST	6.8	2.7	9.0	8.7	12.9	16.0	3.9	7.4	9.0	8.1	9.1	11.2	3.9	5.1	-	5.1	5.8	8.0	7.5	9.1	

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 33 Page 418
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

33. SURVEY AREA:

	TOTAL	MEN				WOMEN				MARITAL STATUS					MARRIED	
		LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	LESS/ COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	SINGLE	MAR- RIED	SEPA- RATED	DIV- ORCED	WID- OWED	MALE	FEMALE
Total	500	86	119	82	36	94	192	128	64	46	384	11	50	3	168	216
RALEIGH	32.1	20.0	38.8	38.6	39.2	32.8	31.4	28.3	37.8	32.3	30.4	45.2	42.3	14.5	30.9	30.1
DURHAM/WAKE COUNTIES	13.2	3.5	17.4	12.5	28.4	7.8	17.7	14.7	23.8	5.8	13.7	22.5	14.9	-	13.1	14.2
CUMBERLAND COUNTY	3.6	4.9	2.5	2.5	2.5	2.1	3.5	4.4	1.6	7.4	2.8	16.9	3.1	14.5	3.2	2.6
REST	15.3	11.6	18.9	23.6	8.3	22.8	10.3	9.2	12.4	19.1	13.9	5.9	24.3	-	14.6	13.3
CHARLOTTE	28.2	30.9	21.1	20.6	22.1	36.1	27.7	34.2	14.7	24.3	28.9	21.0	26.9	40.8	24.1	32.6
GASTON/MECKLEN. CO.	12.0	11.2	10.5	8.5	15.1	13.1	13.0	16.2	6.7	3.9	12.3	12.5	18.8	-	11.5	12.9
REST	16.2	19.7	10.5	12.1	7.0	22.9	14.6	18.0	7.9	20.4	16.6	8.5	8.2	40.8	12.6	19.6
GREENSBORO	17.6	19.0	19.1	19.0	19.3	12.5	19.4	13.7	30.9	21.1	18.9	-	9.6	44.7	19.9	18.1
FORSYTHE/GUILFORD CO.	8.9	7.7	8.2	7.9	8.9	3.1	13.0	9.5	20.1	11.8	9.3	-	3.8	44.7	7.9	10.5
REST	8.7	11.4	10.9	11.1	10.5	9.3	6.4	4.2	10.7	9.3	9.5	-	5.8	-	12.0	7.6
WILMINGTON	4.2	3.1	2.4	3.5	-	4.8	5.6	7.3	2.2	-	3.3	-	13.7	-	2.8	3.7
EAST	11.1	17.8	10.3	12.2	5.9	12.4	8.1	8.3	7.9	22.4	10.9	14.3	2.2	-	13.3	9.1
WEST	6.8	9.2	8.4	6.1	13.4	1.4	7.8	8.4	6.6	-	7.6	19.5	5.4	-	9.0	6.6

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 33 Page 419
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

33. SURVEY AREA:

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican Amer.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.
Total	500	336	66	32	237	105	102	135	333	159	31	105	138	44	195	61	86	43	235	59
RALEIGH	32.1	29.3	33.8	40.3	29.5	28.7	29.4	29.6	26.2	44.2	23.5	47.1	26.1	45.2	26.3	48.4	22.3	51.7	27.4	43.4
DURHAM/WAKE COUNTIES	13.2	10.2	17.7	26.3	9.5	14.1	7.1	11.3	10.1	20.3	16.3	18.5	8.2	19.3	11.4	17.9	4.3	9.2	12.3	23.7
CUMBERLAND COUNTY	3.6	4.1	2.9	-	2.6	7.1	4.7	1.0	1.0	8.9	-	12.6	1.3	10.9	0.7	13.9	-	22.1	1.4	6.4
REST	15.3	15.1	13.2	14.0	17.4	7.5	17.6	17.3	15.2	15.0	7.1	15.9	16.6	15.0	14.2	16.6	17.9	20.5	13.7	13.3
CHARLOTTE	28.2	29.5	23.1	20.8	30.3	27.2	27.5	32.4	28.6	26.2	21.7	25.9	21.7	35.6	33.4	18.9	21.6	17.1	30.6	33.4
GASTON/MECKLEN. CO.	12.0	12.8	10.5	8.5	11.3	16.2	10.3	12.1	10.2	15.3	6.0	18.0	7.8	20.1	11.8	16.5	7.2	17.1	11.5	19.5
REST	16.2	16.7	12.7	12.3	19.0	11.1	17.2	20.4	18.4	10.9	15.7	7.8	13.9	15.6	21.6	2.3	14.4	-	19.1	13.9
GREENSBORO	17.6	20.3	15.3	13.4	19.8	20.7	21.1	18.8	19.4	14.7	29.9	12.7	21.4	8.8	18.0	15.5	25.2	10.3	17.0	15.1
FORSYTHE/GUILFORD CO.	8.9	9.8	6.7	13.4	8.5	11.8	6.8	9.9	7.4	12.3	20.1	12.0	6.0	7.1	8.4	15.5	10.1	10.3	6.8	13.8
REST	8.7	10.5	8.7	-	11.3	8.9	14.3	8.9	12.0	2.4	9.8	0.7	15.4	1.7	9.5	-	15.0	-	10.2	1.3
WILMINGTON	4.2	4.1	2.4	2.2	3.8	5.2	2.4	4.9	4.7	3.3	10.3	2.0	3.6	-	5.5	3.4	4.9	4.8	4.5	-
EAST	11.1	10.8	15.4	11.1	10.8	10.2	12.7	9.4	11.2	11.0	11.6	12.4	15.0	10.3	8.5	13.9	11.1	16.1	11.8	8.0
WEST	6.8	5.9	9.9	12.2	5.8	7.8	6.9	4.9	9.9	0.6	3.1	-	12.2	-	8.3	-	14.9	-	8.6	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 33 Page 420
Apr. 9, 2017

McLAUGHLIN & ASSOCIATES
NC - PARENTS OF CHILDREN GRADES 6-12

33. SURVEY AREA:

	TOTAL	AGE			MEN			WOMEN			GENDER	
		UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE
		40		55	40		55	40		55		
Total	500	145	302	35	58	128	17	87	174	18	210	290
RALEIGH	32.1	30.6	33.4	28.6	29.0	34.2	22.7	31.6	32.8	34.0	31.8	32.3
DURHAM/WAKE COUNTIES	13.2	5.3	16.7	15.5	3.7	13.6	16.2	6.3	19.1	14.9	11.7	14.3
CUMBERLAND COUNTY	3.6	6.9	1.9	6.6	7.3	1.5	6.5	6.7	2.2	6.7	3.4	3.7
REST	15.3	18.4	14.7	6.4	18.0	19.1	-	18.7	11.5	12.4	16.7	14.2
CHARLOTTE	28.2	21.2	30.2	35.6	9.9	28.7	39.5	28.6	31.3	31.9	25.0	30.5
GASTON/MECKLEN. CO.	12.0	10.4	12.6	15.1	7.9	12.2	9.2	12.1	12.9	20.5	10.6	13.0
REST	16.2	10.7	17.6	20.5	2.0	16.5	30.3	16.5	18.4	11.4	14.4	17.5
GREENSBORO	17.6	21.6	16.1	14.4	27.3	16.1	11.5	17.8	16.2	17.0	18.6	16.9
FORSYTHE/GUILFORD CO.	8.9	11.5	8.5	5.3	13.8	6.4	1.6	10.1	10.1	8.7	7.8	9.7
REST	8.7	10.0	7.6	9.1	13.6	9.7	10.0	7.7	6.0	8.3	10.8	7.3
WILMINGTON	4.2	5.5	3.5	4.6	1.2	1.9	9.5	8.3	4.7	-	2.7	5.3
EAST	11.1	12.4	10.4	12.2	21.0	11.4	9.5	6.6	9.6	14.7	13.5	9.4
WEST	6.8	8.9	6.5	4.7	11.5	7.8	7.3	7.1	5.5	2.4	8.5	5.6