

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 1 Page 1  
Apr. 9, 2015

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				
		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	YES	NO/ NOT YET	
Total	500	158	65	18	75	142	60	82	89	45	44	21	57	33	301	197	241	204	35	467	33
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

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Table 1 Page 2  
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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 WITH		RESEARCHED		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR		
		ABUSE WITH YOUR			CHILD./LAST		UNDERAGED		YOUR COMMUNITY				WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY		
		CHILDREN			FEW MONTHS		DRINKING										ALCOHOL		
		FREQU-	SOME-	RARELY	YES	NO	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	14-	15-17	18/
		ENTLY	TIMES						LEM	ious		PROB-	ERNED			ALL	LESS		OVER
												LEM							
Total	500	199	192	73	398	62	122	375	434	219	215	36	294	80	214	201	20	36	390
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

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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	MANY CHILDREN			CHILDREN DRINKING BEFORE			SEEN TV ADS		RADIO ADS		ONLINE ADS		UNDERAGE DRINKING ADS				M.L. TO TALK WITH		
		START DRINKIN	BEFORE AGE 15		15 YEARS OLD			STOP UNDERAGE	DRINKING	STOP UNDERAGE	DRINKING	STOP UNDERAGE	DRINKING	0 OF 3	1 OF 3	2 OF 3	3 OF 3	MORE	LESS	NO
		AWARE	UN-	PROB-	Crisis	Prob-	NOT A	YES	NO	YES	NO	YES	NO					LIKELY	LIKELY	DIFF.
			AWARE	LEM		lem	PROB-													
							LEM													
Total	500	455	41	471	193	278	19	242	256	129	358	92	402	207	139	100	37	223	1	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

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Table 1 Page 4  
Apr. 9, 2015

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		SEEN TV AD W/		SEEN TV AD W/		SEEN TV ADS			HEARD OF		VISITED		OFTEN ADULTS IN HOUSEHOLD DRINK							
			MOTHER AT		FATHER FEEDIN					TALKITOUTNC		TALKITOUTNC									
			FUNERAL HOME		HIS SON					.ORG		.ORG									
	YES	NO	YES	NO	0 OF 2	1 OF 2	2 OF 2	YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY	Rarely	Never	
Total	500	250	247	251	240	188	106	195	138	352	26	460	144	82	62	76	40	36	279	124	155
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	



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Table 1 Page 5  
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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	SOCIAL NETWORKS						IDEOLOGY						PARTY			WHITE			
		USE	Face-	You-	Inst-	DON'T	LIB-	Very	Smwt.	MOD-	Smwt.	Very	CONSER	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
		SOCIAL	book	Tube	agram	USE	ERAL			ERATE			VATIVE	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
		MEDIA				SOCIAL										/OTHER			/OTHER	
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	377	295	29	13	122	101	35	66	149	110	111	221	166	203	106	15	139	94	96
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

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Table 1 Page 6  
Apr. 9, 2015

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	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	11/YOUNGER	12	13	14	15/OLDER	15	16	17	18/OLDER
Total	500	7	85	12	82	67	54	84	136	67	303	45	117	95	91	313	93	107	115	54
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

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Table 1 Page 7  
Apr. 9, 2015

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		FEMALE ONLY		BOTH		MEN		WOMEN		GENDER			MEN		
		(CHILDREN)		(CHILDREN)		(CHILDREN)		(PARENT)		(PARENT)		(CHILDREN)					
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	95	94	106	116	101	103	134	124	169	189	170	205	121	64	90	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

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Table 1 Page 8  
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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	WOMEN			AREA			INCOME							INCOME				
		MALE	FEMALE	BOTH	CITY	SUBURB	SMALL	UNDER	\$20k-	\$40k-	\$60k-	\$75k-	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER
		ONLY	ONLY				CITY/ RURAL	\$20k	\$40k	\$60k	\$75k	\$100k	\$100k	\$40k	\$40k	\$60k	\$60k	\$100k	\$100k
Total	500	105	114	69	105	100	290	28	41	61	55	67	144	69	328	130	267	253	144
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



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Table 1 Page 9  
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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	EDUCATION							MEN				WOMEN				MARITAL STATUS		
		LESS/	Some	High	Some	COL-	Col-	Post	NOT	COL-	Col-	Post	NOT	COL-	Col-	Post	SINGLE	MARRY	DIV-
		COLLEG	High	School	Col-	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.			ORCED
		GRAD.	School	Grad.	lege	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.		GRAD.	GRAD.	Grad.				
Total	500	193	13	83	97	303	191	113	80	127	80	47	113	176	110	66	33	407	38
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

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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	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	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	181	227	329	72	337	158	36	105	148	36	189	69	56	20	272	84
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

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Table 1 Page 11  
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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				AGE				MEN			
	UNDER	41-55	OVER		UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER		
	40		55		40	40	55	55	40	40	55	55	40	40	55	55
Total	500	90	353	43	90	396	442	43	33	173	187	19				
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



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Table 1 Page 12  
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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		WOMEN				GENDER	
			UNDER	OVER	UNDER	OVER	MALE	FEMALE
			40	40	55	55		
Total	500	57	223	256	24	210	290	
YES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0



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Table 2 Page 13  
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## 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	YES	NO/ NOT YET
Total	500	158	65	18	75	142	60	82	89	45	44	21	57	33	301	197	241	204	35	467	33
1	60.2	60.8	63.0	40.3	63.8	57.5	57.6	57.5	60.8	63.2	58.3	37.1	67.9	68.1	100.0	-	58.9	60.2	60.7	59.8	65.2
2 OR MORE	39.4	39.2	37.0	59.7	36.2	42.5	42.4	42.5	37.7	35.9	39.5	62.9	32.1	28.7	-	100.0	41.0	39.3	39.3	39.9	31.6
2	32.0	33.6	29.5	51.1	33.0	34.0	35.1	33.2	29.5	36.8	22.1	50.6	27.6	18.8	-	81.4	33.4	32.0	36.0	32.9	19.7
3	5.0	4.0	5.9	-	3.3	6.2	7.3	5.5	6.2	-0.9	13.4	7.1	2.1	4.4	-	12.6	4.8	6.0	-	4.8	7.4
4	2.1	1.6	1.5	8.5	-	1.2	-	2.1	2.0	-	4.0	5.3	2.4	5.5	-	5.2	2.2	1.4	3.3	2.2	-
5 OR MORE	0.3	-	-	-	-	1.0	-	1.8	-	-	-	-	-	-	-	0.7	0.6	-	-	-	4.4
DK/REFUSED	0.5	-	-	-	-	-	-	-	1.6	0.8	2.3	-	-	3.3	-	-	0.2	0.5	-	0.3	3.3
Mean	1.50	1.46	1.46	1.77	1.39	1.54	1.50	1.58	1.49	1.35	1.62	1.81	1.39	1.46	1.00	2.25	1.52	1.48	1.46	1.49	1.54

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Table 2 Page 14  
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## 2. HOW MANY CHILDREN DO YOU HAVE IN THE SIXTH THROUGH TWELFTH GRADES?

	TOTAL	TALK ABOUT ALCOHOL			TALKED WITH		RESEARCHED		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN			APPROPRIATE AGE FOR			
		ABUSE WITH YOUR			CHILD./LAST		UNDERAGED		YOUR COMMUNITY				WILL DRINK ALCOHOL			YOUR CHILDREN TO TRY			
		CHILDREN			FEW MONTHS		DRINKING									ALCOHOL			
		FREQU-	SOME-	RARELY	YES	NO	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	14-	15-17	18/
		ENTLY	TIMES						LEM	ious		PROB-	ERNED			ALL	LESS		OVER
												LEM							
Total	500	199	192	73	398	62	122	375	434	219	215	36	294	80	214	201	20	36	390
1	60.2	58.7	59.3	65.8	58.7	62.1	58.0	60.9	59.4	63.6	55.2	66.6	59.7	63.4	58.3	61.2	55.0	62.1	59.0
2 OR MORE	39.4	40.8	40.7	33.7	41.0	37.2	40.3	39.0	40.1	35.9	44.4	32.3	39.6	35.3	41.3	38.6	45.0	37.9	40.3
2	32.0	34.1	32.3	29.3	33.5	32.8	29.1	32.9	33.2	27.7	38.7	19.6	33.1	31.1	33.9	29.9	44.0	34.0	32.5
3	5.0	4.6	5.8	2.8	5.2	2.5	9.1	3.6	4.3	5.5	3.0	12.2	4.2	4.2	4.3	6.1	1.0	4.2	5.2
4	2.1	2.1	2.5	1.6	2.3	1.9	2.1	2.1	2.3	2.0	2.6	0.5	1.8	-	2.4	2.6	-	-0.3	2.2
5 OR MORE	0.3	-	-	-	-	-	-	0.4	0.3	0.7	-	-	0.5	-	0.7	-	-	-	0.4
DK/REFUSED	0.5	0.5	-	0.5	0.3	0.6	1.7	0.1	0.5	0.5	0.5	1.0	0.7	1.3	0.5	0.2	-	-	0.6
Mean	1.50	1.50	1.52	1.40	1.51	1.44	1.55	1.48	1.50	1.48	1.53	1.46	1.49	1.40	1.53	1.50	1.46	1.41	1.51

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

	TOTAL	MANY CHILDREN CHILDREN DRINKING BEFORE						SEEN TV ADS		RADIO ADS		ONLINE ADS		UNDERAGE DRINKING ADS				M.L. TO TALK WITH		
		START DRINKIN 15 YEARS OLD						STOP UNDERAGE		STOP UNDERAGE		STOP UNDERAGE						YOUR CHILDREN ABOUT		
		BEFORE AGE 15						DRINKING		DRINKING		DRINKING						UNDERAGE DRINKING		
		AWARE	UN-AWARE	PROB-LEM	Crisis	Prob-lem	NOT A PROB-LEM	YES	NO	YES	NO	YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	MORE LIKELY	LESS LIKELY	NO DIFF.
Total	500	455	41	471	193	278	19	242	256	129	358	92	402	207	139	100	37	223	1	59
1	60.2	60.2	62.4	59.7	61.4	58.6	59.9	61.2	58.9	61.1	60.0	62.1	59.6	59.2	60.7	63.8	55.0	63.9	100.0	52.5
2 OR MORE	39.4	39.3	37.6	39.8	38.1	41.0	38.0	38.8	40.2	38.9	39.4	36.7	40.1	40.1	38.5	36.2	45.0	35.6	-	47.5
2	32.0	32.1	31.8	32.6	28.7	35.3	24.4	31.1	33.2	32.0	32.5	28.3	32.9	34.2	30.3	30.7	33.4	29.6	-	33.8
3	5.0	4.9	2.2	4.7	5.0	4.5	13.6	5.8	4.2	6.4	3.8	6.4	4.7	3.0	5.4	3.8	11.9	4.7	-	8.8
4	2.1	1.9	3.7	2.2	3.5	1.3	-	1.9	2.2	0.5	2.7	2.0	2.1	2.3	2.9	1.8	-0.3	1.2	-	4.9
5 OR MORE	0.3	0.3	-	0.3	0.8	-	-	-	0.6	-	0.4	-	0.4	0.7	-	-	-	-	-	-
DK/REFUSED	0.5	0.5	-	0.4	0.5	0.4	2.0	-	1.0	-	0.7	1.2	0.3	0.7	0.8	-	-	0.5	-	-
Mean	1.50	1.49	1.47	1.50	1.53	1.48	1.53	1.48	1.51	1.46	1.50	1.48	1.50	1.50	1.50	1.44	1.56	1.43	1.00	1.66

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

	TOTAL	SEEN TV AD W/		SEEN TV AD W/		SEEN TV ADS			HEARD OF		VISITED		OFTEN ADULTS IN HOUSEHOLD DRINK								
		MOTHER AT		FATHER FEEDIN		0 OF 2	1 OF 2	2 OF 2	TALKITOUTNC		TALKITOUTNC		REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY	Rarely	Never
		FUNERAL HOME	HIS SON						.ORG	.ORG											
		YES	NO	YES	NO				YES	NO	YES	NO									
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
Total	500	250	247	251	240	188	106	195	138	352	26	460	144	82	62	76	40	36	279	124	155
1	60.2	58.9	61.2	59.4	60.7	61.7	57.7	59.4	62.4	58.7	52.0	61.4	54.9	50.1	61.3	67.3	75.2	58.6	60.6	61.5	59.9
2 OR MORE	39.4	40.7	38.3	40.2	38.7	37.6	42.3	40.1	36.8	40.9	43.9	38.3	45.1	49.9	38.7	31.4	24.8	38.6	38.8	38.2	39.4
2	32.0	32.5	31.5	32.6	31.7	29.3	40.8	30.4	31.6	32.5	28.5	31.5	38.9	38.9	38.7	23.6	16.2	31.8	30.9	31.4	30.6
3	5.0	5.4	4.7	4.9	4.9	5.5	1.4	6.3	4.5	5.4	11.6	4.5	4.0	7.0	-	7.4	8.6	6.0	5.0	2.4	7.0
4	2.1	2.7	1.5	2.7	1.5	1.9	-	3.4	0.7	2.7	3.7	2.0	1.3	2.2	-	0.4	-	0.8	2.9	4.4	1.8
5 OR MORE	0.3	-	0.6	-	0.6	0.8	-	-	-	0.4	-	0.3	1.0	1.8	-	-	-	-	-	-	-
DK/REFUSED	0.5	0.4	0.6	0.4	0.6	0.7	-	0.6	0.8	0.4	4.1	0.3	-	-	-	1.3	-	2.7	0.5	0.3	0.7
Mean	1.50	1.52	1.48	1.51	1.49	1.50	1.44	1.53	1.43	1.53	1.66	1.48	1.55	1.67	1.39	1.40	1.33	1.48	1.50	1.49	1.50



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	SOCIAL NETWORKS						IDEOLOGY						PARTY			WHITE			
		USE	Face-	You-	Inst-	DON'T	LIB-	Very	Smwt.	MOD-	Smwt.	Very	CONSER	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
		SOCIAL	book	Tube	agram	USE	ERAL			ERATE			VATIVE	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
		MEDIA				SOCIAL										/OTHER			/OTHER	
Total	500	377	295	29	13	122	101	35	66	149	110	111	221	166	203	106	15	139	94	96
1	60.2	60.0	60.8	59.1	62.4	59.8	61.2	44.2	70.4	64.1	62.9	51.9	57.4	53.7	69.6	55.8	34.3	54.3	70.8	59.3
2 OR MORE	39.4	39.8	38.8	40.9	37.6	39.0	38.4	55.8	29.1	35.2	37.1	47.2	42.2	45.7	30.4	44.2	58.5	44.9	29.2	40.7
2	32.0	32.1	31.7	31.8	27.9	32.4	33.2	48.5	24.9	31.0	31.8	31.7	31.7	35.6	25.8	34.8	58.5	36.2	23.8	36.3
3	5.0	5.4	4.4	9.1	9.7	4.0	3.8	3.1	4.2	2.7	2.7	11.6	7.1	5.2	2.9	9.3	-	4.6	3.9	4.4
4	2.1	2.3	2.8	-	-	1.5	-	-	-	1.4	2.7	4.0	3.3	4.9	0.9	-	-	4.2	-	-
5 OR MORE	0.3	-	-	-	-	1.2	1.4	4.1	-	-	-	-	-	-	0.7	-	-	-	1.6	-
DK/REFUSED	0.5	0.3	0.4	-	-	1.1	0.4	-	0.6	0.7	-	0.9	0.5	0.6	-	-	7.2	0.7	-	-
Mean	1.50	1.50	1.49	1.50	1.47	1.50	1.47	1.71	1.33	1.41	1.45	1.67	1.56	1.61	1.37	1.54	1.63	1.58	1.38	1.45

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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Apr. 9, 2015

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

	TOTAL	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	11/YOUNGER	12	13	14	15/OLDER	15	16	17	18/OLDER
Total	500	7	85	12	82	67	54	84	136	67	303	45	117	95	91	313	93	107	115	54
1	60.2	60.2	70.8	29.1	48.6	64.2	54.0	58.9	72.3	52.5	49.4	45.8	45.5	42.2	44.1	48.0	33.7	38.9	48.9	38.1
2 OR MORE	39.4	39.8	29.2	70.9	50.2	35.8	44.0	41.1	27.7	47.5	50.6	54.2	54.5	57.8	55.9	52.0	66.3	61.1	51.1	61.9
2	32.0	20.0	27.1	56.3	39.3	31.9	39.9	32.0	22.8	36.1	40.1	35.3	45.2	46.5	39.8	41.0	48.8	41.8	38.4	43.9
3	5.0	19.8	-	14.6	5.8	1.7	4.1	4.5	3.5	11.5	6.8	6.3	6.0	8.2	10.1	7.2	11.6	11.2	6.8	13.1
4	2.1	-	2.1	-	5.2	-	-	4.7	1.3	-	3.2	12.7	3.3	1.5	4.4	3.3	4.3	6.8	4.7	4.9
5 OR MORE	0.3	-	-	-	-	2.2	-	-	-	-	0.5	-	-	1.5	1.6	0.5	1.6	1.4	1.3	-
DK/REFUSED	0.5	-	-	-	1.2	-	2.0	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.50	1.60	1.33	1.85	1.67	1.44	1.49	1.55	1.34	1.59	1.65	1.86	1.67	1.74	1.80	1.67	1.91	1.90	1.71	1.85

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MALE ONLY (CHILDREN)		FEMALE ONLY (CHILDREN)		BOTH (CHILDREN)		MEN (PARENT)		WOMEN (PARENT)		GENDER (CHILDREN)			MEN		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	95	94	106	116	101	103	134	124	169	189	170	205	121	64	90	51
1	60.2	72.7	67.2	73.6	73.6	1.4	1.9	48.1	42.0	50.5	51.9	77.9	80.8	2.5	69.1	78.4	1.9
2 OR MORE	39.4	27.3	32.8	26.4	26.4	98.6	98.1	51.9	58.0	49.5	48.1	22.1	19.2	97.5	30.9	21.6	98.1
2	32.0	22.7	26.9	22.8	22.8	75.2	74.2	41.4	47.9	39.0	36.5	18.2	17.2	75.7	27.3	21.3	75.0
3	5.0	4.6	5.1	1.2	1.3	15.0	15.8	6.1	5.3	7.4	8.5	3.4	0.7	14.8	3.6	0.3	11.4
4	2.1	-	0.8	2.5	2.3	7.0	6.8	3.4	3.7	3.0	3.1	0.5	1.3	5.8	-	-	8.9
5 OR MORE	0.3	-	-	-	-	1.5	1.4	1.1	1.2	-	-	-	-	1.2	-	-	2.9
DK/REFUSED	0.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.50	1.32	1.40	1.33	1.32	2.32	2.32	1.68	1.74	1.63	1.63	1.26	1.23	2.28	1.34	1.22	2.36

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	WOMEN			AREA			INCOME					INCOME						
		MALE	FEMALE	BOTH	CITY	SUBURB	SMALL	UNDER	\$20k-	\$40k-	\$60k-	\$75k-	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER
		ONLY	ONLY				CITY/ RURAL	\$20k	\$40k	\$60k	\$75k	\$100k	\$100k	\$40k	\$40k	\$60k	\$60k	\$100k	\$100k
Total	500	105	114	69	105	100	290	28	41	61	55	67	144	69	328	130	267	253	144
1	60.2	83.3	82.6	2.9	62.1	61.2	58.9	75.1	59.1	61.7	64.9	61.2	58.0	65.6	60.5	63.7	60.2	63.3	58.0
2 OR MORE	39.4	16.7	17.4	97.1	37.9	38.5	40.7	24.9	38.2	38.3	35.1	38.8	42.0	32.9	39.5	35.4	39.8	36.3	42.0
2	32.0	12.6	13.9	76.3	32.0	34.6	31.9	21.1	33.1	27.0	32.1	30.6	32.9	28.3	31.2	27.7	32.1	29.4	32.9
3	5.0	3.3	1.1	17.2	4.9	1.8	5.7	0.9	4.7	6.9	3.1	5.6	6.7	3.1	5.9	4.9	5.7	4.7	6.7
4	2.1	0.7	2.3	3.6	0.9	2.1	2.5	3.0	0.5	4.4	-	2.6	1.4	1.5	2.0	2.9	1.4	2.2	1.4
5 OR MORE	0.3	-	-	-	-	-	0.5	-	-	-	-	-	1.0	-	0.4	-	0.5	-	1.0
DK/REFUSED	0.5	-	-	-	-	0.4	0.4	-	2.6	-	-	-	-	1.6	-	0.8	-	0.4	-
Mean	1.50	1.22	1.23	2.21	1.45	1.45	1.53	1.32	1.45	1.54	1.38	1.50	1.54	1.40	1.51	1.46	1.50	1.45	1.54

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 2 Page 21  
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## 2. HOW MANY CHILDREN DO YOU HAVE IN THE SIXTH THROUGH TWELFTH GRADES?

	TOTAL	EDUCATION							MEN	WOMEN							MARITAL STATUS		
		LESS/	Some	High	Some	COL-	Col-	Post	NOT	COL-	Col-	Post	NOT	COL-	Col-	Post	SINGLE	MARRY	DIV-
		COLLEG	High	School	Col-	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.			ORCED
		GRAD.	School	Grad.	lege	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.		GRAD.	GRAD.	Grad.				
Total	500	193	13	83	97	303	191	113	80	127	80	47	113	176	110	66	33	407	38
1	60.2	60.5	70.1	55.2	63.6	60.4	58.1	64.2	49.3	59.4	59.0	60.3	68.4	61.0	57.5	67.0	66.3	59.5	58.5
2 OR MORE	39.4	39.5	29.9	44.8	36.4	38.8	41.2	34.9	50.7	38.6	39.3	37.4	31.6	39.0	42.5	33.0	33.7	39.9	41.5
2	32.0	31.7	4.4	40.7	27.7	31.6	33.0	29.3	43.4	31.9	31.8	32.1	23.4	31.4	33.9	27.2	24.4	31.7	41.5
3	5.0	4.9	11.7	3.1	5.5	5.2	4.9	5.6	4.4	3.8	2.9	5.3	5.2	6.2	6.4	5.8	3.8	5.9	-
4	2.1	2.9	13.9	1.0	3.1	1.6	2.5	-	2.8	1.8	2.8	-	3.0	1.4	2.3	-	5.6	1.9	-
5 OR MORE	0.3	-	-	-	-	0.5	0.8	-	-	1.1	1.8	-	-	-	-	-	-	0.4	-
DK/REFUSED	0.5	-	-	-	-	0.8	0.7	1.0	-	1.9	1.7	2.3	-	-	-	-	-	0.6	-
Mean	1.50	1.50	1.69	1.50	1.48	1.49	1.54	1.41	1.61	1.50	1.54	1.44	1.43	1.48	1.53	1.39	1.49	1.51	1.41

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 2 Page 22  
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## 2. HOW MANY CHILDREN DO YOU HAVE IN THE SIXTH THROUGH TWELFTH GRADES?

	TOTAL	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	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	181	227	329	72	337	158	36	105	148	36	189	69	56	20	272	84
1	60.2	52.3	65.3	61.3	56.3	60.3	60.5	48.0	64.9	59.3	51.3	61.0	72.2	46.8	59.4	63.2	65.7
2 OR MORE	39.4	46.3	34.7	38.1	43.7	39.3	38.9	52.0	35.1	39.8	48.7	39.0	27.8	53.2	40.6	36.6	34.3
2	32.0	38.4	26.4	29.4	39.2	32.6	30.2	34.5	30.4	34.0	45.2	31.6	22.5	43.7	40.6	30.3	28.5
3	5.0	4.6	6.8	5.6	3.2	4.4	6.1	11.1	2.9	3.3	3.5	5.2	2.6	4.6	-	4.5	3.7
4	2.1	2.5	1.4	2.6	1.3	1.9	2.6	6.3	1.7	1.5	-	2.2	2.7	4.9	-	1.3	2.2
5 OR MORE	0.3	0.8	-	0.4	-	0.4	-	-	-	1.0	-	-	-	-	-	0.5	-
DK/REFUSED	0.5	1.4	-	0.6	-	0.4	0.7	-	-	0.9	-	-	-	-	-	0.1	-
Mean	1.50	1.59	1.44	1.51	1.50	1.49	1.50	1.76	1.41	1.50	1.52	1.48	1.36	1.68	1.41	1.45	1.42

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 2 Page 23  
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## 2. HOW MANY CHILDREN DO YOU HAVE IN THE SIXTH THROUGH TWELFTH GRADES?

	TOTAL				AGE				AGE				MEN			
	UNDER 40	41-55	OVER 55		UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 40	OVER 40	UNDER 55	OVER 55
Total	500	90	353	43	90	396	442	43	33	173	187	19				
1	60.2	46.9	62.0	77.7	46.9	63.7	58.9	77.7	41.6	58.7	53.8	76.5				
2 OR MORE	39.4	51.9	37.9	22.3	51.9	36.2	40.8	22.3	55.2	41.1	45.4	23.5				
2	32.0	43.1	30.2	19.8	43.1	29.1	32.8	19.8	49.8	34.3	38.3	22.2				
3	5.0	5.8	5.3	0.6	5.8	4.8	5.4	0.6	2.4	3.9	3.9	1.3				
4	2.1	3.0	2.0	1.9	3.0	1.9	2.2	1.9	3.0	2.1	2.4	-				
5 OR MORE	0.3	-	0.4	-	-	0.4	0.3	-	-	0.8	0.8	-				
DK/REFUSED	0.5	1.2	0.1	-	1.2	0.1	0.3	-	3.2	0.2	0.8	-				
Mean	1.50	1.65	1.48	1.27	1.65	1.46	1.52	1.27	1.66	1.52	1.57	1.25				

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 2 Page 24  
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## 2. HOW MANY CHILDREN DO YOU HAVE IN THE SIXTH THROUGH TWELFTH GRADES?

	TOTAL		WOMEN				GENDER	
			UNDER	OVER	UNDER	OVER	MALE	FEMALE
			40	40	55	55		
Total	500	57	223	256	24	210	290	
1	60.2	50.1	67.5	62.6	78.7	55.5	63.5	
2 OR MORE	39.4	49.9	32.5	37.4	21.3	43.3	36.5	
2	32.0	39.1	25.1	28.8	17.9	36.5	28.8	
3	5.0	7.8	5.5	6.6	-	4.0	5.6	
4	2.1	3.1	1.9	2.0	3.5	2.1	2.0	
5 OR MORE	0.3	-	-	-	-	0.7	-	
DK/REFUSED	0.5	-	-	-	-	1.2	-	
Mean	1.50	1.64	1.42	1.48	1.28	1.54	1.46	



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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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 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	YES	NO/ NOT YET
Total	500	158	65	18	75	142	60	82	89	45	44	21	57	33	301	197	241	204	35	467	33
10/YOUNGER	48.3	49.7	56.1	27.8	49.5	48.7	45.8	50.7	50.0	50.2	49.7	33.5	45.9	48.7	47.2	50.2	100.0	-	-	50.4	17.6
5/YOUNGER	8.2	7.1	5.2	4.6	9.3	4.8	3.0	6.1	9.3	9.5	9.0	9.5	15.0	12.3	7.6	9.1	16.9	-	-	8.8	-
6	4.2	4.9	4.0	-	6.8	4.8	5.4	4.4	1.6	3.3	-	6.8	5.2	1.3	4.2	4.2	8.6	-	-	4.1	5.1
7	3.4	2.6	2.6	-	3.2	2.2	-	3.8	4.0	3.9	4.0	6.5	3.6	8.7	3.6	3.1	7.1	-	-	3.6	-
8	6.4	4.0	6.3	-	2.9	5.3	4.3	6.0	11.5	9.5	13.5	3.5	8.2	7.0	4.5	9.3	13.2	-	-	6.2	8.7
9	4.4	6.5	8.1	5.8	5.2	4.4	3.2	5.3	2.2	2.1	2.3	6.5	1.8	3.2	5.2	3.2	9.1	-	-	4.7	-
10	21.8	24.7	29.8	17.4	21.9	27.2	29.9	25.2	21.4	21.9	20.9	0.6	11.9	16.2	22.2	21.3	45.1	-	-	23.0	3.9
11-14	40.7	39.1	37.2	58.9	36.1	46.1	51.2	42.3	39.1	40.0	38.3	45.5	35.7	35.3	40.8	40.7	-	100.0	-	40.2	49.0
11	8.1	5.9	7.8	19.3	1.1	9.1	14.8	4.9	13.3	13.7	12.9	3.5	8.6	1.3	9.4	6.1	-	19.8	-	8.6	-
12	22.7	20.2	25.5	24.3	14.6	28.3	24.5	31.1	12.1	11.4	12.7	27.3	23.7	34.0	22.1	23.2	-	55.6	-	22.6	22.8
13	7.3	10.3	3.8	15.3	14.7	5.2	5.7	4.9	9.1	8.7	9.6	14.7	2.9	-	6.4	8.7	-	17.9	-	7.0	12.2
14	2.7	2.7	-	-	5.7	3.4	6.2	1.4	4.7	6.1	3.2	-	0.5	-	2.8	2.6	-	6.7	-	1.9	13.9
15/OLDER	7.0	3.6	3.5	6.6	2.9	4.3	2.9	5.2	7.9	7.8	7.9	14.0	18.3	9.0	7.1	7.0	-	-	100.0	6.3	16.4
DK/REFUSED	4.0	7.6	3.2	6.6	11.5	1.0	-	1.7	3.0	2.1	4.0	7.0	0.1	7.0	4.9	2.0	-	-	-	3.1	17.0
Mean	10.36	10.25	10.15	11.30	10.09	10.52	10.72	10.36	10.32	10.30	10.33	10.76	10.38	9.99	10.41	10.28	7.99	12.12	16.50	10.23	12.49

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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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 ABUSE WITH YOUR CHILDREN			TALKED WITH CHILD./LAST FEW MONTHS		RESEARCHED UNDERAGED DRINKING		UNDERAGED DRINKING IN YOUR COMMUNITY				CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL				APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL		
		FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	14- LESS	15-17	18/ OVER
Total	500	199	192	73	398	62	122	375	434	219	215	36	294	80	214	201	20	36	390
10/YOUNGER	48.3	53.5	53.3	35.4	51.7	41.1	48.4	47.9	47.8	52.9	42.6	45.9	48.4	47.7	48.7	47.0	52.3	37.6	47.9
5/YOUNGER	8.2	9.6	9.6	3.1	9.1	4.0	9.7	7.4	7.8	9.6	5.9	9.6	7.2	9.7	6.2	9.2	16.8	-1.1	8.1
6	4.2	5.6	3.1	3.0	4.3	1.5	2.6	4.7	3.5	3.1	4.0	7.1	3.4	3.8	3.2	5.4	-	4.0	3.6
7	3.4	4.7	2.5	3.9	3.6	4.2	6.9	2.3	3.7	4.5	3.0	-	3.8	4.6	3.5	3.0	-	3.0	3.8
8	6.4	5.8	9.1	-	7.1	1.3	3.3	7.1	6.2	7.1	5.2	5.5	5.4	3.2	6.2	7.9	20.0	3.1	6.1
9	4.4	3.9	4.5	7.3	5.0	3.2	3.7	4.6	4.3	5.7	2.7	4.6	4.0	4.7	3.7	4.2	1.2	0.6	4.5
10	21.8	23.8	24.5	18.1	22.5	27.1	22.2	21.8	22.3	22.8	21.8	19.1	24.7	21.7	25.8	17.3	14.3	28.0	21.8
11-14	40.7	39.2	36.1	52.9	40.7	36.8	42.6	40.4	41.3	39.6	43.0	40.9	41.1	43.6	40.2	41.1	41.2	50.9	41.6
11	8.1	5.6	13.5	4.3	8.2	9.6	12.9	6.5	7.6	6.5	8.8	4.4	8.1	5.6	9.0	8.2	5.8	3.9	8.0
12	22.7	24.8	15.6	34.2	23.8	16.4	18.0	24.3	23.5	23.3	23.8	21.8	24.3	26.5	23.5	20.8	29.0	35.7	23.3
13	7.3	7.2	5.5	10.3	7.0	7.6	7.9	7.2	7.4	7.0	7.7	9.7	6.4	7.5	6.0	8.7	-	11.3	7.2
14	2.7	1.7	1.4	4.1	1.8	3.1	3.8	2.4	2.7	2.8	2.6	4.9	2.3	4.0	1.7	3.4	6.4	-	3.2
15/OLDER	7.0	5.1	6.3	10.1	5.0	16.1	5.5	7.6	7.6	5.2	10.0	4.9	7.0	7.0	7.0	7.2	-	7.1	7.5
DK/REFUSED	4.0	2.2	4.3	1.6	2.7	6.0	3.5	4.2	3.3	2.3	4.4	8.4	3.5	1.8	4.1	4.7	6.4	4.4	2.9
Mean	10.36	10.02	10.03	11.37	10.10	11.41	10.20	10.45	10.46	10.11	10.82	10.24	10.46	10.40	10.48	10.27	9.35	11.37	10.44

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	MANY CHILDREN   START DRINKIN   BEFORE AGE 15			CHILDREN DRINKING BEFORE 15 YEARS OLD			SEEN TV ADS   STOP UNDERAGE   DRINKING		RADIO ADS   STOP UNDERAGE   DRINKING		ONLINE ADS   STOP UNDERAGE   DRINKING		UNDERAGE DRINKING ADS				M.L. TO TALK WITH   YOUR CHILDREN ABOUT   UNDERAGE DRINKING		
		AWARE	UN-   AWARE	PROB-   LEM	Crisis 	Prob-   lem	NOT A   PROB-   LEM	YES	NO	YES	NO	YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	MORE   LIKELY	LESS   LIKELY	NO   DIFF.
Total	500	455	41	471	193	278	19	242	256	129	358	92	402	207	139	100	37	223	1	59
10/YOUNGER	48.3	49.6	32.1	47.4	45.9	48.5	60.1	46.0	50.3	44.0	49.1	44.0	49.5	48.7	51.4	45.8	34.8	44.5	100.0	55.7
5/YOUNGER	8.2	8.7	3.1	7.9	8.6	7.4	9.2	8.0	8.4	7.2	8.2	3.3	9.4	9.0	6.9	9.7	1.6	7.1	9.0	7.9
6	4.2	4.4	2.3	4.2	3.1	4.9	6.7	4.0	4.4	2.1	5.1	4.8	4.1	4.2	6.4	2.0	3.4	3.2	-	8.4
7	3.4	3.6	1.9	3.0	4.1	2.3	15.1	2.2	4.6	0.8	4.5	2.5	3.7	5.1	3.9	-	2.9	1.9	-	3.9
8	6.4	6.4	6.9	5.7	8.8	3.5	22.3	3.9	8.2	3.6	6.6	5.0	6.4	7.2	6.0	2.5	3.5	4.4	-	5.1
9	4.4	4.5	3.8	4.5	3.7	5.0	4.9	3.6	5.1	5.9	4.0	2.6	4.9	5.9	1.5	5.9	4.4	3.4	-	2.2
10	21.8	22.1	14.2	22.2	17.6	25.5	2.0	24.4	19.5	24.4	20.8	25.8	21.1	17.3	26.7	25.7	19.0	24.5	91.0	28.1
11-14	40.7	39.4	56.0	41.8	45.5	39.2	24.3	43.2	38.5	46.1	39.1	50.0	38.2	39.1	37.7	40.6	63.3	44.4	-	36.0
11	8.1	8.3	6.4	7.9	10.2	6.3	6.1	11.1	5.3	12.2	6.8	11.6	7.4	5.8	8.5	7.5	23.8	12.0	-	2.4
12	22.7	22.0	27.9	23.3	24.0	22.8	16.8	23.9	21.4	25.8	21.2	21.9	22.1	21.1	22.4	22.4	26.1	23.4	-	25.4
13	7.3	6.7	14.9	7.8	8.3	7.4	-	6.2	8.4	8.1	7.3	14.6	5.8	7.9	4.6	8.9	13.3	7.5	-	6.0
14	2.7	2.4	6.8	2.8	3.1	2.7	1.4	2.0	3.4	-	3.8	1.9	2.9	4.2	2.2	1.8	-	1.6	-	2.2
15/OLDER	7.0	6.9	8.8	7.1	4.3	9.1	7.3	7.0	7.1	5.6	7.8	1.1	8.5	8.7	6.3	8.1	-	6.8	-	2.8
DK/REFUSED	4.0	4.1	3.1	3.6	4.2	3.2	8.3	3.8	4.1	4.4	4.0	4.9	3.8	3.5	4.6	5.5	1.9	4.2	-	5.4
Mean	10.36	10.26	11.43	10.44	10.22	10.60	9.04	10.47	10.26	10.56	10.34	10.56	10.30	10.36	10.22	10.60	10.73	10.57	9.41	9.88

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	SEEN TV AD W/ MOTHER AT FUNERAL HOME		SEEN TV AD W/ FATHER FEEDIN HIS SON		SEEN TV ADS				HEARD OF TALKITOUTNC .ORG		VISITED TALKITOUTNC .ORG		OFTEN ADULTS IN HOUSEHOLD DRINK								
		YES	NO	YES	NO	0 OF 2	1 OF 2	2 OF 2	2 OF 2	YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY	Rarely	Never
Total	500	250	247	251	240	188	106	195		138	352	26	460	144	82	62	76	40	36	279	124	155
10/YOUNGER	48.3	49.1	47.0	46.6	49.4	45.4	57.0	45.1	46.7	48.3	28.9	49.1	51.7	55.3	47.0	42.8	50.5	34.5	47.6	47.8	47.5	
5/YOUNGER	8.2	6.9	9.1	7.1	8.2	8.8	6.7	7.1	5.7	9.0	6.9	8.0	7.9	6.2	10.3	8.2	12.4	3.5	8.3	6.6	9.7	
6	4.2	3.4	5.0	5.4	3.1	3.3	7.1	3.7	3.6	3.4	-	4.5	4.8	5.1	4.4	6.0	-	12.7	3.3	4.5	2.4	
7	3.4	2.3	4.5	1.8	5.2	5.2	3.8	1.6	3.6	3.4	6.7	2.9	1.3	2.3	-	1.0	2.0	-	5.2	6.0	4.5	
8	6.4	4.3	8.5	4.0	7.9	7.5	11.2	1.6	7.7	6.0	4.8	6.2	7.8	9.0	6.2	2.0	3.8	-	6.8	5.2	8.1	
9	4.4	4.7	3.5	4.9	4.0	2.4	7.4	4.1	6.5	3.4	-	4.8	2.6	2.0	3.4	4.1	7.8	-	5.4	4.8	5.9	
10	21.8	27.4	16.4	23.4	20.9	18.2	20.7	27.0	19.4	23.0	10.5	22.7	27.2	30.7	22.7	21.5	24.4	18.3	18.6	20.7	16.9	
11-14	40.7	41.2	40.6	42.6	39.0	42.4	31.4	44.9	42.9	41.0	59.0	40.0	38.9	36.4	42.2	46.7	37.2	57.0	40.4	38.1	42.2	
11	8.1	8.5	7.7	9.3	7.1	6.7	10.1	8.7	10.7	7.1	10.9	8.1	5.1	7.0	2.6	8.1	10.3	5.6	9.6	12.3	7.5	
12	22.7	24.6	21.2	23.6	22.1	23.9	14.3	26.7	22.0	23.6	26.6	22.6	23.1	17.3	30.7	31.1	24.0	38.9	20.4	19.4	21.1	
13	7.3	6.8	8.0	6.8	7.8	9.1	3.1	7.9	8.8	6.9	21.4	6.3	7.9	8.8	6.7	7.5	2.9	12.6	7.0	5.3	8.4	
14	2.7	1.3	3.7	2.9	2.1	2.7	3.9	1.6	1.3	3.4	-	3.0	2.9	3.4	2.3	-	-	-	3.4	1.2	5.2	
15/OLDER	7.0	6.8	7.3	6.2	8.1	7.8	7.6	6.3	6.2	7.0	4.4	7.1	6.4	4.2	9.3	8.5	10.9	5.8	7.0	11.1	3.6	
DK/REFUSED	4.0	2.9	5.1	4.6	3.4	4.4	4.1	3.7	4.3	3.7	7.7	3.9	3.0	4.1	1.5	2.0	1.4	2.7	5.0	3.0	6.7	
Mean	10.36	10.50	10.24	10.45	10.36	10.42	9.99	10.63	10.44	10.37	10.89	10.36	10.36	10.36	10.22	10.54	10.61	10.36	10.88	10.30	10.51	10.12

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	SOCIAL NETWORKS						IDEOLOGY						PARTY			WHITE			
		USE SOCIAL MEDIA	Face- book	You- Tube	Inst- agram	DON'T USE SOCIAL	LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	
Total	500	377	295	29	13	122	101	35	66	149	110	111	221	166	203	106	15	139	94	96
10/YOUNGER	48.3	50.1	51.7	45.3	35.0	43.5	56.9	69.8	49.9	45.1	42.7	48.3	45.5	42.8	49.7	50.8	66.7	44.6	50.1	55.6
5/YOUNGER	8.2	8.1	8.3	11.2	9.6	8.4	13.4	22.8	8.3	3.3	3.8	12.8	8.3	8.4	6.4	10.7	-	8.8	8.8	9.0
6	4.2	5.3	5.6	3.2	6.3	0.7	5.4	6.2	5.0	3.8	3.8	1.9	2.8	2.8	5.2	1.3	22.3	2.7	6.9	2.5
7	3.4	3.5	4.0	-	-	3.2	4.7	7.7	3.1	2.8	3.5	2.2	2.9	2.3	5.9	1.3	-	2.7	3.8	1.4
8	6.4	5.8	5.7	4.6	-	8.4	6.6	4.1	7.9	9.2	7.1	3.6	5.3	7.2	7.3	3.7	7.1	7.3	5.8	5.3
9	4.4	5.4	5.4	3.1	-	1.3	3.9	5.0	3.3	4.2	4.5	5.7	5.1	3.7	5.3	4.0	-	3.8	3.6	4.4
10	21.8	22.0	22.7	23.3	19.1	21.5	23.0	24.1	22.4	21.8	20.1	22.0	21.1	18.4	19.6	29.8	37.2	19.4	21.2	33.0
11-14	40.7	40.8	39.9	43.5	25.3	40.6	30.7	27.9	32.1	46.0	49.8	36.3	43.0	41.5	40.0	43.9	25.9	40.9	40.2	38.4
11	8.1	9.1	9.0	17.4	-	5.1	4.7	1.1	6.7	7.3	11.1	7.2	9.1	5.6	8.7	11.1	-	6.4	6.0	10.7
12	22.7	22.7	20.3	23.9	19.2	22.3	18.3	21.8	16.4	27.6	25.6	19.0	22.3	24.3	21.7	24.2	18.2	24.5	27.8	19.0
13	7.3	6.0	6.7	2.2	6.1	11.6	4.3	-	6.6	7.6	11.1	7.6	9.4	10.6	6.0	5.7	-	8.8	4.0	4.3
14	2.7	3.1	3.9	-	-	1.7	3.4	5.0	2.5	3.5	2.0	2.5	2.2	0.9	3.5	2.8	7.7	1.1	2.5	4.4
15/OLDER	7.0	6.0	4.9	11.2	25.0	10.3	10.4	-	15.9	4.7	6.7	8.3	7.5	8.4	7.8	3.0	7.4	8.2	5.8	3.4
DK/REFUSED	4.0	3.1	3.5	-	14.7	5.6	2.1	2.2	2.1	4.2	0.7	7.2	4.0	7.2	2.5	2.3	-	6.3	3.8	2.6
Mean	10.36	10.23	10.13	10.47	11.55	10.77	9.95	8.52	10.72	10.65	10.79	10.23	10.52	10.58	10.35	10.18	10.12	10.48	10.10	10.14

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	11/YOUNGER	12	13	14	15/OLDER	15	16	17	18/OLDER
Total	500	7	85	12	82	67	54	84	136	67	303	45	117	95	91	313	93	107	115	54
10/YOUNGER	48.3	19.6	48.9	40.8	34.6	44.6	46.9	50.9	52.2	57.4	52.2	58.9	57.0	47.4	42.2	46.0	56.0	51.9	38.1	32.7
5/YOUNGER	8.2	19.6	2.3	-	5.9	7.1	7.7	10.8	6.1	10.7	6.9	1.3	4.8	9.3	6.4	8.5	6.7	7.8	11.0	8.5
6	4.2	-	3.8	11.7	2.1	8.2	1.7	3.5	3.8	5.7	4.8	3.8	8.4	1.3	3.5	3.4	4.0	2.0	4.3	4.4
7	3.4	-	8.5	-	1.0	3.1	-	3.6	7.3	2.0	3.2	3.7	2.6	2.2	5.1	3.1	2.2	4.3	3.5	-
8	6.4	-	10.9	-	4.3	10.4	4.5	10.1	5.7	3.9	7.9	10.9	8.7	9.7	6.4	7.5	12.9	8.3	4.2	5.9
9	4.4	-	7.7	-	3.4	-	2.9	4.0	8.0	3.9	4.0	6.7	5.1	5.4	1.0	4.0	6.7	3.6	1.2	1.8
10	21.8	-	15.5	29.1	17.9	15.9	30.1	18.9	21.3	31.2	25.4	32.4	27.5	19.4	19.9	19.5	23.5	25.9	13.9	12.0
11-14	40.7	80.4	40.4	59.2	42.9	40.6	47.1	40.1	39.7	37.2	40.1	32.2	35.3	42.0	51.2	41.5	36.7	42.2	43.4	56.7
11	8.1	-	12.2	-	4.7	7.9	8.5	6.6	9.1	10.7	9.2	9.1	10.8	1.9	13.6	6.7	9.1	2.6	5.4	8.6
12	22.7	36.5	14.1	43.7	26.1	22.7	27.4	22.5	21.3	20.4	21.9	13.5	18.4	26.8	30.8	23.7	15.4	28.3	23.8	32.4
13	7.3	43.9	9.9	15.5	11.2	2.7	6.1	10.1	7.6	4.1	6.3	7.0	3.1	11.2	3.4	8.5	10.2	10.1	10.7	9.8
14	2.7	-	4.2	-	0.9	7.2	5.1	0.9	1.7	2.1	2.8	2.7	2.9	2.1	3.4	2.6	2.1	1.2	3.5	5.9
15/OLDER	7.0	-	8.9	-	13.2	12.9	6.0	3.8	5.3	1.6	4.5	4.4	5.0	7.0	4.1	8.9	1.9	4.4	15.7	8.3
DK/REFUSED	4.0	-	1.9	-	9.3	1.9	-	5.2	2.8	3.7	3.2	4.5	2.7	3.6	2.6	3.5	5.3	1.5	2.8	2.3
Mean	10.36	10.78	10.60	10.87	11.30	10.67	10.72	9.90	10.20	9.72	10.19	10.34	10.06	10.48	10.42	10.53	9.92	10.31	10.95	10.96

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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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)		MEN (PARENT)		WOMEN (PARENT)		GENDER (CHILDREN)			MEN		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	95	94	106	116	101	103	134	124	169	189	170	205	121	64	90	51
10/YOUNGER	48.3	53.7	42.7	51.2	45.4	52.8	50.1	42.0	40.6	60.4	49.6	48.8	46.3	51.1	41.9	35.6	49.2
5/YOUNGER	8.2	9.7	10.5	7.5	10.3	3.6	4.6	5.1	6.9	8.3	9.6	10.6	8.0	3.9	8.8	6.9	2.0
6	4.2	7.4	2.6	3.7	2.6	3.7	5.0	4.3	3.9	5.2	3.0	5.0	2.9	5.4	3.7	2.8	7.8
7	3.4	3.0	1.3	2.0	4.1	4.8	3.8	1.5	0.6	4.6	4.8	2.4	3.3	4.6	3.2	-	1.6
8	6.4	5.2	2.4	4.5	6.7	14.0	12.9	7.6	6.3	8.1	8.3	4.3	5.2	11.7	4.3	4.8	11.3
9	4.4	4.1	5.4	5.2	5.5	2.8	1.0	0.9	2.9	6.5	4.7	5.0	5.2	2.3	3.7	1.4	2.0
10	21.8	24.3	20.5	28.3	16.2	23.8	22.8	22.6	19.9	27.7	19.3	21.5	21.6	23.1	18.3	19.6	24.6
11-14	40.7	39.7	43.9	40.1	36.9	39.6	44.4	45.1	41.2	36.2	41.7	40.9	39.5	42.5	44.9	46.5	35.8
11	8.1	11.4	8.0	7.8	5.8	7.3	6.5	9.4	4.5	9.1	8.2	9.2	7.4	7.3	4.6	10.1	4.9
12	22.7	25.8	23.0	18.5	20.6	22.0	27.6	24.8	22.9	19.6	24.2	23.9	19.8	25.3	30.2	23.6	19.4
13	7.3	1.1	10.3	9.8	7.1	7.4	8.4	6.1	9.1	6.4	8.1	6.3	8.3	7.2	6.3	7.5	7.6
14	2.7	1.3	2.6	3.9	3.4	3.0	1.9	4.8	4.7	1.2	1.3	1.4	3.9	2.6	3.8	5.3	3.9
15/OLDER	7.0	3.4	11.5	4.4	11.4	5.6	3.6	8.9	14.0	0.9	5.6	7.0	8.4	4.7	11.6	11.6	11.0
DK/REFUSED	4.0	3.2	1.9	4.3	6.3	2.0	1.9	4.0	4.2	2.5	3.1	3.4	5.8	1.7	1.6	6.3	3.9
Mean	10.36	9.77	10.79	10.37	10.51	10.39	10.30	10.87	11.14	9.66	10.13	10.18	10.56	10.34	10.82	11.17	10.83

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	WOMEN			AREA			INCOME					INCOME						
		MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL	UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k
Total	500	105	114	69	105	100	290	28	41	61	55	67	144	69	328	130	267	253	144
10/YOUNGER	48.3	53.0	54.7	52.5	51.4	51.5	46.8	53.6	41.9	46.7	43.3	45.8	51.9	46.6	48.2	46.7	48.6	45.7	51.9
5/YOUNGER	8.2	11.8	8.9	5.4	6.6	9.4	8.5	8.4	7.8	6.3	2.6	12.1	6.9	8.0	7.1	7.2	7.3	7.5	6.9
6	4.2	5.8	2.9	3.6	4.9	2.2	4.7	-	6.9	8.6	4.4	3.0	2.5	4.1	4.1	6.2	3.0	5.0	2.5
7	3.4	1.9	5.9	6.9	2.6	1.8	4.3	4.9	5.0	-	11.1	1.1	1.3	4.9	2.7	2.6	3.3	4.1	1.3
8	6.4	4.2	5.5	12.0	7.3	4.2	7.0	14.2	3.1	4.0	6.3	7.0	8.0	7.6	6.7	5.9	7.4	6.3	8.0
9	4.4	5.8	8.2	2.6	7.8	4.5	3.2	13.6	4.4	1.9	5.6	1.5	5.2	8.1	3.9	5.2	4.4	4.3	5.2
10	21.8	23.5	23.2	22.1	22.2	29.3	19.2	12.6	14.8	26.0	13.3	21.1	28.0	13.9	23.7	19.6	23.2	18.6	28.0
11-14	40.7	38.4	33.8	47.5	40.6	39.7	41.2	35.4	51.6	42.2	41.3	45.5	38.8	45.0	41.2	43.7	41.0	43.7	38.8
11	8.1	11.9	5.2	9.1	8.2	9.1	7.8	5.9	6.6	8.9	8.5	6.3	7.9	6.3	7.9	7.5	7.6	7.4	7.9
12	22.7	20.1	16.8	29.7	21.5	21.0	23.3	10.1	32.5	23.4	27.0	25.7	23.9	23.4	24.7	23.4	25.0	24.8	23.9
13	7.3	6.4	9.0	7.0	8.0	8.1	6.9	5.6	8.2	7.3	4.0	13.1	5.7	7.2	7.2	7.2	7.2	8.1	5.7
14	2.7	-	2.8	1.7	2.8	1.4	3.2	13.7	4.3	2.6	1.9	0.4	1.3	8.1	1.5	5.5	1.2	3.4	1.3
15/OLDER	7.0	4.2	5.9	-	4.9	5.4	7.9	11.0	6.5	4.0	11.0	6.8	5.7	8.3	6.5	6.3	7.1	7.4	5.7
DK/REFUSED	4.0	4.4	5.5	-	3.2	3.4	4.1	-	-	7.1	4.4	1.9	3.7	-	4.1	3.3	3.4	3.2	3.7
Mean	10.36	9.77	10.09	10.00	10.27	10.29	10.37	10.58	10.52	10.32	10.70	10.34	10.36	10.55	10.41	10.44	10.43	10.47	10.36



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	EDUCATION							MEN				WOMEN				MARITAL STATUS		
		LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some College	COLLEGE GRAD.	Col- lege Grad.	Post Grad. Work	NOT COLLEGE GRAD.	COL- lege Grad.	Col- lege Grad.	Post Grad.	NOT COLLEGE GRAD.	COL- lege Grad.	Col- lege Grad.	Post Grad.	SINGLE	MARRY	DIV- ORCED
Total	500	193	13	83	97	303	191	113	80	127	80	47	113	176	110	66	33	407	38
10/YOUNGER	48.3	45.7	59.6	44.4	44.9	49.6	46.6	54.6	39.6	42.3	39.5	47.1	50.1	54.8	51.8	59.9	38.3	48.7	49.4
5/YOUNGER	8.2	6.6	7.8	6.2	6.8	9.3	10.0	8.0	5.0	8.6	8.0	9.7	7.8	9.7	11.5	6.9	1.7	8.9	8.1
6	4.2	2.9	-	3.9	2.5	5.0	4.4	6.1	2.8	5.3	4.5	6.7	3.1	4.8	4.3	5.7	4.8	4.3	2.6
7	3.4	2.8	-	1.6	4.2	3.2	3.2	3.4	2.5	0.6	1.0	-	3.0	5.1	4.7	5.8	-	2.6	4.6
8	6.4	5.1	35.0	4.7	1.5	7.3	6.0	9.6	5.8	6.5	4.9	9.3	4.6	7.9	6.8	9.7	13.7	5.9	9.4
9	4.4	4.8	1.8	1.3	8.2	4.2	3.1	6.0	1.3	2.8	2.5	3.4	7.3	5.1	3.5	7.9	-	4.4	9.9
10	21.8	23.5	15.1	26.8	21.7	20.6	20.0	21.4	22.2	18.4	18.7	18.0	24.4	22.1	21.0	23.9	18.1	22.6	14.8
11-14	40.7	37.5	28.0	34.0	41.7	43.0	42.9	43.1	39.9	44.7	40.6	51.8	35.7	41.7	44.5	37.0	41.5	41.2	35.2
11	8.1	7.2	-	8.3	7.2	8.9	7.0	12.2	7.9	6.5	7.1	5.5	6.6	10.6	6.9	16.9	7.1	8.1	7.1
12	22.7	19.5	16.1	15.7	23.2	24.4	24.6	24.0	18.6	27.9	25.3	32.3	20.2	21.8	24.1	18.0	18.9	23.8	15.0
13	7.3	7.5	12.0	6.2	8.1	7.2	8.6	4.9	7.0	7.2	6.1	8.9	7.9	7.3	10.5	2.1	10.1	6.6	10.1
14	2.7	3.2	-	3.8	3.2	2.4	2.6	2.1	6.4	3.2	2.1	5.1	0.9	1.9	3.0	-	5.4	2.6	3.0
15/OLDER	7.0	11.2	-	18.2	6.6	4.4	6.0	1.7	15.6	8.7	13.2	1.1	8.0	1.2	0.7	2.1	12.9	6.1	10.9
DK/REFUSED	4.0	5.7	12.3	3.4	6.8	3.1	4.5	0.6	5.0	4.2	6.7	-	6.2	2.3	3.0	1.0	7.3	4.1	4.4
Mean	10.36	10.81	9.38	11.25	10.60	10.09	10.26	9.82	11.36	10.61	10.91	10.13	10.41	9.72	9.80	9.60	11.32	10.28	10.47

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	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	181	227	329	72	337	158	36	105	148	36	189	69	56	20	272	84
10/YOUNGER	48.3	40.9	55.0	44.7	45.1	49.3	45.5	33.5	46.1	44.3	32.2	53.1	53.5	54.3	25.0	48.6	50.2
5/YOUNGER	8.2	6.6	10.7	8.1	4.4	8.9	6.2	7.1	3.7	6.5	5.4	10.9	2.8	10.9	-	8.6	3.1
6	4.2	4.9	3.8	5.3	1.1	4.0	4.7	2.6	4.5	4.8	-	3.3	6.8	1.8	7.3	4.6	3.9
7	3.4	1.6	3.4	2.5	2.3	2.6	5.3	-	6.9	0.5	5.6	4.2	7.6	4.7	-	2.2	8.6
8	6.4	5.3	6.4	5.3	9.2	6.1	7.2	6.0	8.8	6.1	11.0	6.2	7.7	5.2	-	6.3	11.0
9	4.4	2.4	6.0	5.2	1.3	3.9	5.4	2.6	6.2	3.0	-	4.7	9.6	2.4	7.9	4.4	5.9
10	21.8	20.0	24.7	18.2	26.7	23.7	16.7	15.3	16.0	23.4	10.2	23.9	19.0	29.3	9.7	22.5	17.7
11-14	40.7	43.4	39.3	43.3	40.4	40.0	42.4	38.6	45.3	40.5	52.1	39.5	41.7	32.7	66.2	42.2	41.0
11	8.1	6.9	9.0	9.4	7.2	7.6	9.6	4.5	10.5	6.1	10.0	8.9	10.8	8.6	-	7.7	13.2
12	22.7	26.5	21.7	24.2	24.3	23.6	19.6	25.1	18.8	26.1	14.2	21.7	21.2	16.9	9.2	25.7	21.3
13	7.3	6.6	6.6	7.5	5.0	6.1	10.1	5.6	12.6	4.7	18.0	7.2	9.7	3.8	48.0	6.4	4.4
14	2.7	3.5	1.9	2.2	3.9	2.6	3.2	3.3	3.4	3.7	9.8	1.7	-	3.5	9.0	2.5	2.1
15/OLDER	7.0	10.6	2.5	7.6	10.2	6.1	9.1	18.9	7.2	10.2	15.8	2.9	2.6	9.0	8.9	5.4	6.9
DK/REFUSED	4.0	5.1	3.2	4.4	4.3	4.7	3.1	9.0	1.5	5.0	-	4.4	2.3	4.1	-	3.7	1.9
Mean	10.36	10.86	9.82	10.43	10.97	10.26	10.58	11.50	10.60	10.79	11.60	9.85	10.06	10.22	12.19	10.27	10.33

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	AGE			AGE				MEN			
		UNDER 40	41-55	OVER 55	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 40	OVER 40	UNDER 55	OVER 55
Total	500	90	353	43	90	396	442	43	33	173	187	19
10/YOUNGER	48.3	45.9	48.9	49.7	45.9	49.0	48.3	49.7	36.7	42.0	40.9	43.3
5/YOUNGER	8.2	8.8	7.8	8.6	8.8	7.9	8.0	8.6	6.7	7.4	7.1	8.3
6	4.2	2.7	3.7	12.9	2.7	4.7	3.5	12.9	-	5.2	3.6	11.5
7	3.4	2.9	3.3	6.4	2.9	3.6	3.2	6.4	-	1.6	1.5	-
8	6.4	3.5	7.8	1.6	3.5	7.1	6.9	1.6	8.6	5.8	6.9	-
9	4.4	4.3	4.4	5.9	4.3	4.6	4.4	5.9	-	2.7	2.4	1.2
10	21.8	23.7	21.9	14.2	23.7	21.1	22.3	14.2	21.4	19.3	19.3	22.2
11-14	40.7	42.2	41.7	32.8	42.2	40.8	41.8	32.8	50.7	41.7	45.1	23.9
11	8.1	5.7	9.6	4.6	5.7	9.0	8.8	4.6	4.2	7.7	7.8	-
12	22.7	17.3	24.4	21.2	17.3	24.0	22.9	21.2	23.1	24.7	24.7	21.9
13	7.3	15.1	6.0	1.8	15.1	5.5	7.8	1.8	12.2	6.2	7.9	-
14	2.7	4.1	1.8	5.1	4.1	2.2	2.3	5.1	11.2	3.2	4.7	2.0
15/OLDER	7.0	9.3	5.8	11.7	9.3	6.5	6.6	11.7	10.3	11.7	10.6	19.7
DK/REFUSED	4.0	2.6	3.5	5.8	2.6	3.8	3.3	5.8	2.4	4.6	3.3	13.1
Mean	10.36	10.77	10.27	10.14	10.77	10.26	10.37	10.14	11.41	10.80	10.90	10.90

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL		WOMEN				GENDER	
			UNDER 40	OVER 40	UNDER 55	OVER 55	MALE	FEMALE
Total	500	57	223	256	24	210	290	
10/YOUNGER	48.3	51.4	54.4	53.7	54.8	41.3	53.3	
5/YOUNGER	8.2	10.1	8.3	8.7	8.8	7.1	8.9	
6	4.2	4.3	4.3	3.3	14.1	4.3	4.1	
7	3.4	4.6	5.2	4.5	11.5	1.3	4.9	
8	6.4	0.5	8.1	6.9	2.8	6.2	6.5	
9	4.4	6.8	6.0	5.8	9.7	2.2	6.0	
10	21.8	25.1	22.5	24.4	7.9	20.2	22.9	
11-14	40.7	37.2	40.0	39.4	39.9	42.9	39.2	
11	8.1	6.6	10.1	9.5	8.3	7.0	8.8	
12	22.7	13.8	23.5	21.6	20.7	24.6	21.3	
13	7.3	16.7	5.0	7.8	3.2	7.0	7.5	
14	2.7	-	1.4	0.5	7.6	4.4	1.5	
15/OLDER	7.0	8.8	2.4	3.6	5.3	11.3	3.9	
DK/REFUSED	4.0	2.7	3.1	3.3	-	4.5	3.6	
Mean	10.36	10.38	9.84	9.98	9.61	10.90	9.97	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 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 10/ LESS	11-14	15/ OVER	YES	NO/ NOT YET	
Total	500	158	65	18	75	142	60	82	89	45	44	21	57	33	301	197	241	204	35	467	33
YES	93.4	94.1	94.3	100.0	92.5	91.3	88.9	93.0	93.9	88.0	100.0	93.5	96.0	93.6	92.9	94.7	97.6	92.1	84.6	100.0	-
NO/NOT YET	6.6	5.9	5.7	-	7.5	8.7	11.1	7.0	6.1	12.0	-	6.5	4.0	6.4	7.1	5.3	2.4	7.9	15.4	-	100.0
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	TALK ABOUT ALCOHOL ABUSE WITH YOUR CHILDREN			TALKED WITH CHILD./LAST FEW MONTHS		RESEARCHED UNDERAGED DRINKING		UNDERAGED DRINKING IN YOUR COMMUNITY				CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL			APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL			
		FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	14- LESS	15-17	18/ OVER
Total	500	199	192	73	398	62	122	375	434	219	215	36	294	80	214	201	20	36	390
YES	93.4	100.0	100.0	100.0	100.0	100.0	96.6	92.3	94.3	93.2	95.4	81.4	94.0	95.5	93.4	92.4	87.1	88.2	94.9
NO/NOT YET	6.6	-	-	-	-	-	3.4	7.7	5.7	6.8	4.6	18.6	6.0	4.5	6.6	7.6	12.9	11.8	5.1
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MANY CHILDREN START DRINKIN BEFORE AGE 15		CHILDREN DRINKING BEFORE 15 YEARS OLD				SEEN TV ADS STOP UNDERAGE DRINKING		RADIO ADS STOP UNDERAGE DRINKING		ONLINE ADS STOP UNDERAGE DRINKING		UNDERAGE DRINKING ADS 0 OF 3   1 OF 3   2 OF 3   3 OF 3				M.L. TO TALK WITH YOUR CHILDREN ABOUT UNDERAGE DRINKING MORE LIKELY LESS LIKELY NO DIFF.		
		AWARE	UN- AWARE	PROB- LEM	Crisis 	Prob- lem	NOT A PROB- LEM	YES	NO	YES	NO	YES	NO							
Total	500	455	41	471	193	278	19	242	256	129	358	92	402	207	139	100	37	223	1	59
YES	93.4	94.6	83.2	94.0	96.2	92.4	76.2	95.8	91.7	97.4	92.6	93.9	93.2	91.5	95.0	95.7	96.8	95.6	100.0	95.7
NO/NOT YET	6.6	5.4	16.8	6.0	3.8	7.6	23.8	4.2	8.3	2.6	7.4	6.1	6.8	8.5	5.0	4.3	3.2	4.4	-	4.3
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 4 Page 40  
Apr. 9, 2015

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

	TOTAL	SEEN TV AD W/		SEEN TV AD W/		SEEN TV ADS			HEARD OF		VISITED		OFTEN ADULTS IN HOUSEHOLD DRINK								
		MOTHER AT		FATHER FEEDIN		0 OF 2	1 OF 2	2 OF 2	TALKITOUTNC		TALKITOUTNC		REGU-	2+	Once A	NOT	Every	Once A	RARELY	Rarely	Never
		FUNERAL HOME	HIS SON						.ORG		.ORG										
		YES	NO	YES	NO				YES	NO	YES	NO	LARLY	Times/Week	Week	REGU-LARLY	CoupleWeeks				
Total	500	250	247	251	240	188	106	195	138	352	26	460	144	82	62	76	40	36	279	124	155
YES	93.4	94.4	92.9	94.8	92.9	92.4	94.3	94.9	97.3	91.7	95.9	93.1	91.9	87.0	98.5	90.0	94.2	85.3	95.1	96.5	94.0
NO/NOT YET	6.6	5.6	7.1	5.2	7.1	7.6	5.7	5.1	2.7	8.3	4.1	6.9	8.1	13.0	1.5	10.0	5.8	14.7	4.9	3.5	6.0
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 4 Page 41  
Apr. 9, 2015

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

	TOTAL	SOCIAL NETWORKS						IDEOLOGY						PARTY			WHITE			
		USE	Face-	You-	Inst-	DON'T	LIB-	Very	Smwt.	MOD-	Smwt.	Very	CONSER-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
		SOCIAL	book	Tube	agram	USE	ERAL			ERATE			VATIVE	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
		MEDIA				SOCIAL										/OTHER			/OTHER	
Total	500	377	295	29	13	122	101	35	66	149	110	111	221	166	203	106	15	139	94	96
YES	93.4	95.4	96.2	87.8	100.0	88.1	92.6	92.6	92.7	93.8	95.0	95.2	95.1	94.9	93.4	91.7	92.8	95.3	94.5	92.3
NO/NOT YET	6.6	4.6	3.8	12.2	-	11.9	7.4	7.4	7.3	6.2	5.0	4.8	4.9	5.1	6.6	8.3	7.2	4.7	5.5	7.7
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 4 Page 42  
Apr. 9, 2015

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

	TOTAL	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	11/YOUNGER	12	13	14	15/OLDER	15	16	17	18/OLDER
Total	500	7	85	12	82	67	54	84	136	67	303	45	117	95	91	313	93	107	115	54
YES	93.4	100.0	91.8	100.0	92.2	90.3	87.0	97.5	94.9	95.7	90.7	85.6	88.3	88.4	97.3	97.0	95.2	95.4	98.7	94.8
NO/NOT YET	6.6	-	8.2	-	7.8	9.7	13.0	2.5	5.1	4.3	9.3	14.4	11.7	11.6	2.7	3.0	4.8	4.6	1.3	5.2
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 4 Page 43  
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## 4. HAVE YOU TALKED ABOUT ALCOHOL ABUSE AND UNDERAGE DRINKING WITH YOUR CHILDREN?

	TOTAL	MALE ONLY		FEMALE ONLY		BOTH		MEN		WOMEN		GENDER			MEN		
		(CHILDREN)		(CHILDREN)		(CHILDREN)		(PARENT)		(PARENT)		(CHILDREN)					
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	95	94	106	116	101	103	134	124	169	189	170	205	121	64	90	51
YES	93.4	91.7	97.2	88.8	98.6	91.7	95.1	85.8	96.2	94.6	97.6	93.7	93.8	93.1	91.2	89.1	91.5
NO/NOT YET	6.6	8.3	2.8	11.2	1.4	8.3	4.9	14.2	3.8	5.4	2.4	6.3	6.2	6.9	8.8	10.9	8.5
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 4 Page 44  
Apr. 9, 2015

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

	TOTAL	WOMEN			AREA			INCOME					INCOME						
		MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL	UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k
Total	500	105	114	69	105	100	290	28	41	61	55	67	144	69	328	130	267	253	144
YES	93.4	95.2	97.5	94.3	91.0	94.0	95.3	100.0	89.2	92.8	97.0	93.4	94.9	93.6	94.6	93.2	95.0	94.1	94.9
NO/NOT YET	6.6	4.8	2.5	5.7	9.0	6.0	4.7	-	10.8	7.2	3.0	6.6	5.1	6.4	5.4	6.8	5.0	5.9	5.1
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 4 Page 45  
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## 4. HAVE YOU TALKED ABOUT ALCOHOL ABUSE AND UNDERAGE DRINKING WITH YOUR CHILDREN?

	TOTAL	EDUCATION							MEN				WOMEN				MARITAL STATUS		
		LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	SINGLE	MARRY	DIV- ORCED
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	193	13	83	97	303	191	113	80	127	80	47	113	176	110	66	33	407	38
YES	93.4	93.0	76.4	93.0	95.2	93.6	94.2	92.7	90.6	89.4	92.0	85.1	94.6	96.7	95.8	98.1	88.2	93.5	93.3
NO/NOT YET	6.6	7.0	23.6	7.0	4.8	6.4	5.8	7.3	9.4	10.6	8.0	14.9	5.4	3.3	4.2	1.9	11.8	6.5	6.7
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 4 Page 46  
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## 4. HAVE YOU TALKED ABOUT ALCOHOL ABUSE AND UNDERAGE DRINKING WITH YOUR CHILDREN?

	TOTAL	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	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	181	227	329	72	337	158	36	105	148	36	189	69	56	20	272	84
YES	93.4	90.5	95.9	93.8	92.4	94.2	91.5	85.0	93.3	90.2	89.7	97.4	95.3	97.1	100.0	93.4	91.7
NO/NOT YET	6.6	9.5	4.1	6.2	7.6	5.8	8.5	15.0	6.7	9.8	10.3	2.6	4.7	2.9	-	6.6	8.3
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 4 Page 47  
Apr. 9, 2015

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

	TOTAL	AGE			AGE				MEN			
		UNDER	41-55	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER
		40		55	40	40	55	55	40	40	55	55
Total	500	90	353	43	90	396	442	43	33	173	187	19
YES	93.4	94.7	93.8	87.8	94.7	93.2	94.0	87.8	90.4	89.7	89.4	94.1
NO/NOT YET	6.6	5.3	6.2	12.2	5.3	6.8	6.0	12.2	9.6	10.3	10.6	5.9
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 4 Page 48  
Apr. 9, 2015

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

	TOTAL		WOMEN				GENDER	
			UNDER	OVER	UNDER	OVER	MALE	FEMALE
	40	40	55	55				
Total	500	57	223	256	24	210	290	
YES	93.4	97.3	95.9	97.4	82.9	90.0	95.9	
NO/NOT YET	6.6	2.7	4.1	2.6	17.1	10.0	4.1	
DK/REFUSED	-	-	-	-	-	-	-	





# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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5. WOULD YOU SAY YOU FREQUENTLY, SOMETIMES OR RARELY TALK 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	10/ LESS	11-14	15/ OVER	YES	NO/ NOT YET
Total Answering	467	149	61	18	69	130	53	76	84	40	44	20	55	31	279	186	236	188	30	467	-
FREQUENTLY	42.6	41.7	21.6	62.6	54.1	48.0	46.9	48.7	45.6	55.2	37.0	39.9	32.6	34.8	41.8	43.5	45.1	41.6	34.2	42.6	-
SOMETIMES	41.1	42.7	61.3	16.9	32.9	38.0	43.6	34.1	39.9	32.3	46.7	46.2	46.4	36.7	40.8	41.9	43.4	36.9	40.8	41.1	-
RARELY	15.7	15.6	17.1	20.5	13.0	12.8	8.0	16.2	14.5	12.5	16.3	13.9	21.0	23.7	17.3	13.3	11.0	20.7	25.1	15.7	-
DK/REFUSED	0.6	-	-	-	-	1.2	1.5	1.0	-	-	-	-	-	4.8	0.2	1.4	0.4	0.8	-	0.6	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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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 WITH CHILD./LAST FEW MONTHS			RESEARCHED UNDERAGED DRINKING		UNDERAGED DRINKING IN YOUR COMMUNITY				CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL			APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL		
		FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	14- LESS	15-17	18/ OVER
Total Answering	467	199	192	73	398	62	118	346	410	204	206	30	276	77	200	186	17	32	370
FREQUENTLY	42.6	100.0	-	-	48.3	10.8	53.2	39.3	43.3	53.2	33.5	38.8	45.5	66.4	37.4	38.8	44.0	34.3	42.1
SOMETIMES	41.1	-	100.0	-	38.5	54.2	35.8	42.4	40.6	35.6	45.5	39.6	40.7	25.3	46.6	41.0	42.3	44.0	41.9
RARELY	15.7	-	-	100.0	12.4	35.0	11.0	17.4	15.4	11.0	19.7	21.6	13.2	8.3	15.1	19.9	13.7	19.2	15.7
DK/REFUSED	0.6	-	-	-	0.8	-	-	0.9	0.7	0.2	1.3	-	0.7	-	0.9	0.4	-	2.4	0.3

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 5 Page 51  
Apr. 9, 2015

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

	TOTAL	MANY CHILDREN START DRINKIN BEFORE AGE 15			CHILDREN DRINKING BEFORE 15 YEARS OLD			SEEN TV ADS STOP UNDERAGE DRINKING		RADIO ADS STOP UNDERAGE DRINKING		ONLINE ADS STOP UNDERAGE DRINKING		UNDERAGE DRINKING ADS 0 OF 3   1 OF 3   2 OF 3   3 OF 3				M.L. TO TALK WITH YOUR CHILDREN ABOUT UNDERAGE DRINKING		
		AWARE	UN- AWARE	PROB- LEM	Crisis lem	Prob- lem	NOT A PROB- LEM	YES	NO	YES	NO	YES	NO					MORE LIKELY	LESS LIKELY	NO DIFF.
Total Answering	467	430	34	443	186	257	14	232	235	125	332	86	375	190	132	96	35	213	1	56
FREQUENTLY	42.6	42.2	46.3	43.0	54.6	34.6	29.4	51.7	33.4	46.8	40.8	46.1	41.1	34.8	45.6	48.7	52.9	51.5	91.0	37.0
SOMETIMES	41.1	41.9	33.6	41.1	32.3	47.4	29.6	35.4	46.8	42.2	40.4	42.0	41.2	44.0	37.7	41.2	36.0	38.2	9.0	40.1
RARELY	15.7	15.2	20.1	15.3	13.1	16.8	41.1	12.5	19.0	10.3	18.1	12.0	16.8	20.6	15.4	10.1	11.1	9.9	-	21.0
DK/REFUSED	0.6	0.7	-	0.7	-	1.2	-	0.5	0.8	0.6	0.7	-	0.8	0.6	1.4	-	-	0.4	-	1.9

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 5 Page 52  
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5. WOULD YOU SAY YOU FREQUENTLY, SOMETIMES OR RARELY TALK ABOUT ALCOHOL ABUSE AND UNDERAGE DRINKING WITH YOUR CHILDREN?

	TOTAL	SEEN TV AD W/		SEEN TV AD W/		SEEN TV ADS			HEARD OF		VISITED		OFTEN ADULTS IN HOUSEHOLD DRINK								
		MOTHER AT		FATHER FEEDIN					TALKITOUTNC		TALKITOUTNC										
		FUNERAL HOME		HIS SON					.ORG		.ORG										
		YES	NO	YES	NO	0 OF 2	1 OF 2	2 OF 2	YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY	Rarely	Never
Total Answering	467	236	229	238	223	174	100	185	134	322	25	428	132	71	61	69	38	31	265	120	145
FREQUENTLY	42.6	46.0	38.9	50.8	35.0	35.1	43.5	50.0	47.5	40.8	62.0	41.5	27.9	24.9	31.4	39.5	31.8	48.9	50.4	53.9	47.6
SOMETIMES	41.1	40.4	41.7	36.3	45.2	44.8	37.9	38.4	41.8	40.0	34.1	41.5	57.8	58.4	57.1	37.0	42.0	30.9	33.9	29.7	37.4
RARELY	15.7	13.0	18.6	12.4	19.1	19.7	16.8	11.3	10.1	18.5	3.9	16.4	14.3	16.7	11.5	22.4	24.2	20.2	14.8	15.3	14.3
DK/REFUSED	0.6	0.5	0.8	0.6	0.7	0.4	1.8	0.2	0.6	0.7	-	0.7	-	-	-	1.1	2.0	-	0.9	1.0	0.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	SOCIAL NETWORKS						IDEOLOGY						PARTY			WHITE			
		USE	Face-	You-	Inst-	DON'T	LIB-	Very	Smwt.	MOD-	Smwt.	Very	CONSER	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
		SOCIAL	book	Tube	agram	USE	ERAL			ERATE			VATIVE	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
		MEDIA				SOCIAL										/OTHER			/OTHER	
Total Answering	467	359	283	26	13	107	94	33	61	140	104	105	210	157	189	98	14	133	89	88
FREQUENTLY	42.6	42.6	45.3	33.1	42.8	42.9	40.2	55.8	31.9	48.2	39.0	38.8	38.9	43.7	48.4	30.9	43.5	41.5	29.7	26.4
SOMETIMES	41.1	42.1	40.6	50.2	44.8	38.2	43.5	32.7	49.2	37.5	43.0	42.0	42.5	38.6	36.6	53.4	37.9	41.2	47.3	56.0
RARELY	15.7	14.5	13.2	16.7	12.4	18.5	16.3	11.5	18.9	13.8	17.2	17.8	17.5	16.1	15.0	15.7	18.6	15.3	23.1	17.5
DK/REFUSED	0.6	0.7	0.9	-	-	0.4	-	-	-	0.5	0.7	1.4	1.1	1.6	-	-	-	2.0	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	11/YOUNGER	12	13	14	15/OLDER	15	16	17	18/OLDER
Total Answering	467	7	78	12	76	60	47	81	129	64	275	38	103	84	89	304	89	103	114	52
FREQUENTLY	42.6	100.0	67.9	54.4	38.7	39.1	18.1	48.3	52.7	43.0	41.0	39.6	37.3	40.0	45.9	45.5	50.9	43.1	38.1	53.7
SOMETIMES	41.1	-	27.4	45.6	37.7	39.6	58.2	39.5	35.2	46.5	44.4	42.0	47.8	44.6	39.6	39.0	36.4	40.4	42.2	30.0
RARELY	15.7	-	4.8	-	21.2	21.2	23.8	11.2	12.1	10.4	13.9	18.4	14.1	13.3	14.5	14.8	12.2	15.8	19.7	12.7
DK/REFUSED	0.6	-	-	-	2.4	-	-	0.9	-	-	0.7	-	0.8	2.2	-	0.7	0.5	0.7	-	3.5

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MALE ONLY		FEMALE ONLY		BOTH		MEN		WOMEN		GENDER			MEN		
		(CHILDREN)		(CHILDREN)		(CHILDREN)		(PARENT)		(PARENT)		(CHILDREN)					
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total Answering	467	87	92	94	114	92	98	115	119	160	185	159	192	112	59	80	47
FREQUENTLY	42.6	40.2	44.1	39.1	46.4	44.3	45.4	28.2	38.7	50.2	49.8	41.5	42.0	44.4	34.0	32.2	30.0
SOMETIMES	41.1	46.2	42.9	39.8	32.8	46.7	42.9	51.3	39.9	39.5	38.4	43.1	37.9	44.4	40.2	43.3	54.2
RARELY	15.7	13.6	13.1	20.3	20.5	7.9	9.9	18.9	20.2	10.3	11.4	15.5	19.5	9.6	25.8	23.0	13.5
DK/REFUSED	0.6	-	-	0.8	0.4	1.1	1.8	1.6	1.2	-	0.4	-	0.6	1.6	-	1.5	2.2

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	WOMEN			AREA			INCOME						INCOME					
		MALE	FEMALE	BOTH	CITY	SUBURB	SMALL	UNDER	\$20k-	\$40k-	\$60k-	\$75k-	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER
		ONLY	ONLY				CITY/ RURAL	\$20k	\$40k	\$60k	\$75k	\$100k	\$100k	\$40k	\$40k	\$60k	\$60k	\$100k	\$100k
Total Answering	467	100	112	65	95	94	276	28	37	57	54	63	137	64	310	121	253	238	137
FREQUENTLY	42.6	45.8	49.1	54.7	45.0	45.3	40.5	64.8	63.8	52.3	36.0	45.2	31.1	64.3	38.7	58.6	35.7	50.0	31.1
SOMETIMES	41.1	44.8	34.0	37.4	42.4	36.8	42.6	30.4	19.3	29.6	38.9	42.8	54.6	24.1	44.9	26.7	48.3	33.7	54.6
RARELY	15.7	9.4	16.9	6.7	11.0	17.9	16.3	4.7	16.9	18.1	25.2	10.3	12.8	11.6	15.4	14.7	14.8	15.9	12.8
DK/REFUSED	0.6	-	-	1.2	1.6	-	0.5	-	-	-	-	1.7	1.5	-	1.0	-	1.2	0.4	1.5



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	EDUCATION							MEN				WOMEN				MARITAL STATUS		
		LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	SINGLE	MARRY	DIV- ORCED
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total Answering	467	180	10	77	93	284	179	105	73	114	74	40	107	170	106	65	29	381	35
FREQUENTLY	42.6	49.7	69.6	47.4	49.4	38.1	40.5	33.9	33.9	33.6	37.6	26.3	60.4	41.0	42.5	38.7	66.1	38.8	52.4
SOMETIMES	41.1	36.0	30.4	36.8	36.0	45.0	41.9	50.3	41.7	46.4	43.4	51.9	32.1	44.0	40.8	49.4	24.1	44.7	28.8
RARELY	15.7	13.7	-	15.9	13.5	16.3	16.6	15.8	22.9	18.9	17.4	21.9	7.5	14.5	16.0	12.0	9.8	15.9	17.6
DK/REFUSED	0.6	0.6	-	-	1.1	0.7	1.1	-	1.4	1.1	1.7	-	-	0.4	0.7	-	-	0.7	1.2

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	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	467	164	217	309	67	318	145	31	98	133	33	185	65	54	20	254	77
FREQUENTLY	42.6	34.2	42.2	46.7	34.2	33.3	63.3	45.9	68.8	26.8	52.4	38.0	76.9	29.8	90.3	34.2	62.7
SOMETIMES	41.1	44.7	44.7	38.5	49.0	47.6	28.2	34.2	27.5	46.8	41.3	48.1	20.5	49.0	9.7	46.8	32.5
RARELY	15.7	19.9	12.8	13.8	16.8	18.2	8.6	19.9	3.8	24.8	6.2	13.5	2.6	19.8	-	18.1	4.8
DK/REFUSED	0.6	1.1	0.4	1.0	-	1.0	-	-	-	1.7	-	0.4	-	1.4	-	0.9	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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Table 5 Page 59  
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5. WOULD YOU SAY YOU FREQUENTLY, SOMETIMES OR RARELY TALK ABOUT ALCOHOL ABUSE AND UNDERAGE DRINKING WITH YOUR CHILDREN?

	TOTAL	AGE			AGE				MEN			
		UNDER	41-55	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER
		40		55	40	40	55	55	40	40	55	55
Total Answering	467	85	331	38	85	369	416	38	30	155	167	18
FREQUENTLY	42.6	49.2	41.1	43.6	49.2	41.4	42.8	43.6	40.9	31.5	30.6	55.1
SOMETIMES	41.1	35.1	43.0	38.8	35.1	42.6	41.4	38.8	33.0	47.4	46.5	31.7
RARELY	15.7	14.8	15.4	16.5	14.8	15.5	15.3	16.5	23.5	20.1	21.7	10.8
DK/REFUSED	0.6	0.9	0.5	1.2	0.9	0.6	0.6	1.2	2.6	1.0	1.1	2.4

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL		WOMEN				GENDER	
	UNDER	OVER	UNDER	OVER	MALE	FEMALE		
	40	40	55	55				
Total Answering	467	55	214	249	20	189	278	
FREQUENTLY	42.6	53.7	48.5	50.9	33.2	33.1	49.0	
SOMETIMES	41.1	36.2	39.0	37.9	45.3	44.1	39.0	
RARELY	15.7	10.1	12.1	10.9	21.6	21.6	11.7	
DK/REFUSED	0.6	-	0.4	0.3	-	1.2	0.3	



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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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/ LESS	11-14	15/ OVER	YES	NO/ NOT YET
Total Answering	467	149	61	18	69	130	53	76	84	40	44	20	55	31	279	186	236	188	30	467	-
YES	85.2	81.6	80.3	77.6	83.7	90.3	89.1	91.1	89.6	94.5	85.2	76.3	77.9	87.3	83.6	87.6	87.3	86.3	66.6	85.2	-
NO	13.2	16.1	14.0	22.4	16.3	8.1	10.9	6.1	10.2	5.1	14.8	23.7	19.8	10.3	13.7	12.3	10.8	12.1	33.4	13.2	-
DK/REFUSED	1.7	2.3	5.7	-	-	1.6	-	2.8	0.2	0.4	-	-	2.2	2.4	2.7	0.1	2.0	1.6	-	1.7	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	TALK ABOUT ALCOHOL ABUSE WITH YOUR CHILDREN			TALKED WITH CHILD./LAST FEW MONTHS		RESEARCHED UNDERAGED DRINKING		UNDERAGED DRINKING IN YOUR COMMUNITY				CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL			APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL			
		FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	14- LESS	15-17	18/ OVER
Total Answering	467	199	192	73	398	62	118	346	410	204	206	30	276	77	200	186	17	32	370
YES	85.2	96.6	79.9	67.3	100.0	-	91.8	82.8	85.2	91.6	78.9	80.0	88.6	94.3	86.4	79.7	85.6	89.8	85.8
NO	13.2	3.4	17.4	29.3	-	100.0	8.2	15.0	13.8	7.7	19.9	16.2	9.8	5.7	11.4	18.5	14.4	10.2	13.1
DK/REFUSED	1.7	-	2.7	3.4	-	-	-	2.2	1.0	0.8	1.1	3.8	1.5	-	2.1	1.9	-	-	1.1

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	MANY CHILDREN START DRINKIN BEFORE AGE 15			CHILDREN DRINKING BEFORE 15 YEARS OLD			SEEN TV ADS STOP UNDERAGE DRINKING		RADIO ADS STOP UNDERAGE DRINKING		ONLINE ADS STOP UNDERAGE DRINKING		UNDERAGE DRINKING ADS 0 OF 3   1 OF 3   2 OF 3   3 OF 3				M.L. TO TALK WITH YOUR CHILDREN ABOUT UNDERAGE DRINKING		
		AWARE	UN- AWARE	PROB- LEM	Crisis lem	Prob- lem	NOT A PROB- LEM	YES	NO	YES	NO	YES	NO					MORE LIKELY	LESS LIKELY	NO DIFF.
Total Answering	467	430	34	443	186	257	14	232	235	125	332	86	375	190	132	96	35	213	1	56
YES	85.2	85.4	81.1	85.5	91.6	81.2	90.6	89.1	81.3	88.3	83.6	90.5	83.7	80.2	87.0	87.2	94.7	90.5	100.0	81.2
NO	13.2	12.8	18.5	13.1	7.3	17.4	9.4	9.9	16.4	9.2	15.0	6.2	15.0	18.0	11.1	12.8	-	7.7	-	18.1
DK/REFUSED	1.7	1.8	0.5	1.3	1.1	1.5	-	1.0	2.3	2.4	1.4	3.3	1.3	1.7	1.9	-	5.3	1.9	-	0.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	SEEN TV AD W/ MOTHER AT FUNERAL HOME		SEEN TV AD W/ FATHER FEEDIN HIS SON		SEEN TV ADS			HEARD OF TALKITOUTNC .ORG		VISITED TALKITOUTNC .ORG		OFTEN ADULTS IN HOUSEHOLD DRINK								
		YES	NO	YES	NO	0 OF 2	1 OF 2	2 OF 2	YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY	Rarely	Never
Total Answering	467	236	229	238	223	174	100	185	134	322	25	428	132	71	61	69	38	31	265	120	145
YES	85.2	88.8	81.1	87.3	83.0	80.9	87.2	88.2	88.4	84.3	93.1	85.5	87.1	89.5	84.3	81.6	81.1	82.1	84.9	84.6	85.2
NO	13.2	9.7	17.0	11.3	15.3	17.6	10.7	10.6	8.9	14.8	6.9	12.7	11.9	8.6	15.7	17.0	16.3	17.9	13.1	14.8	11.7
DK/REFUSED	1.7	1.5	1.9	1.4	1.7	1.5	2.1	1.2	2.7	0.9	-	1.8	1.0	1.9	-	1.4	2.6	-	2.0	0.7	3.1



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	SOCIAL NETWORKS						IDEOLOGY						PARTY			WHITE			
		USE	Face-	You-	Inst-	DON'T	LIB-	Very	Smwt.	MOD-	Smwt.	Very	CONSER	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
		SOCIAL	book	Tube	agram	USE	ERAL			ERATE			VATIVE	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
		MEDIA				SOCIAL										/OTHER			/OTHER	
Total Answering	467	359	283	26	13	107	94	33	61	140	104	105	210	157	189	98	14	133	89	88
YES	85.2	84.7	85.1	75.6	81.2	86.5	85.5	89.6	83.3	86.6	89.6	85.0	87.3	88.0	82.6	87.3	79.3	87.8	83.9	89.0
NO	13.2	13.4	13.6	14.6	15.7	12.6	13.0	6.2	16.7	13.4	8.2	13.9	11.1	10.1	15.2	12.7	20.7	10.8	14.6	11.0
DK/REFUSED	1.7	1.9	1.4	9.7	3.1	0.9	1.5	4.2	-	-	2.2	1.1	1.7	1.9	2.1	-	-	1.3	1.5	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	11/YOUNGER	12	13	14	15/OLDER	15	16	17	18/OLDER
Total Answering	467	7	78	12	76	60	47	81	129	64	275	38	103	84	89	304	89	103	114	52
YES	85.2	80.4	81.7	69.0	87.3	74.7	75.8	88.7	86.3	94.0	86.0	89.3	83.7	90.1	82.8	87.4	91.0	89.7	84.5	81.0
NO	13.2	19.6	15.9	31.0	9.9	19.9	24.2	10.3	13.1	6.0	11.8	7.8	16.1	5.3	15.1	12.0	8.9	9.3	15.5	17.5
DK/REFUSED	1.7	-	2.4	-	2.8	5.4	-	1.0	0.6	-	2.2	3.0	0.2	4.7	2.1	0.6	0.2	1.0	-	1.4

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	MALE ONLY		FEMALE ONLY		BOTH		MEN		WOMEN		GENDER			MEN		
		(CHILDREN)		(CHILDREN)		(CHILDREN)		(PARENT)		(PARENT)		(CHILDREN)					
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total Answering	467	87	92	94	114	92	98	115	119	160	185	159	192	112	59	80	47
YES	85.2	84.1	86.8	83.9	86.3	89.7	89.1	82.8	83.0	88.3	90.2	83.4	83.7	89.8	77.0	80.3	83.7
NO	13.2	14.1	12.4	11.6	12.8	10.2	10.7	13.0	16.2	11.0	9.3	15.1	13.6	10.1	20.7	14.2	16.3
DK/REFUSED	1.7	1.8	0.8	4.5	0.9	0.2	0.2	4.2	0.8	0.7	0.5	1.5	2.7	0.1	2.3	5.5	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	WOMEN			AREA			INCOME					INCOME						
		MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL	UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k
Total Answering	467	100	112	65	95	94	276	28	37	57	54	63	137	64	310	121	253	238	137
YES	85.2	87.2	86.1	94.1	88.9	82.6	84.8	86.0	94.2	88.1	78.8	83.8	87.3	90.7	85.3	89.5	84.6	85.6	87.3
NO	13.2	11.8	13.2	5.6	9.2	16.2	13.4	14.0	5.8	11.9	13.7	13.3	12.6	9.3	12.8	10.5	13.0	12.0	12.6
DK/REFUSED	1.7	1.0	0.7	0.3	1.9	1.2	1.7	-	-	-	7.4	2.8	0.1	-	1.9	-	2.4	2.4	0.1

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	EDUCATION							MEN				WOMEN				MARITAL STATUS		
		LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	SINGLE	MARRY	DIV- ORCED
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total Answering	467	180	10	77	93	284	179	105	73	114	74	40	107	170	106	65	29	381	35
YES	85.2	84.0	83.3	83.4	84.5	86.6	86.3	87.2	74.6	84.3	82.0	88.6	90.4	88.2	89.4	86.3	84.0	86.6	76.1
NO	13.2	13.9	16.7	14.1	13.4	12.0	11.9	12.1	21.3	13.2	14.3	11.4	8.8	11.1	10.2	12.6	16.0	11.6	23.9
DK/REFUSED	1.7	2.1	-	2.5	2.1	1.4	1.8	0.7	4.1	2.4	3.8	-	0.7	0.7	0.4	1.2	-	1.8	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	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	467	164	217	309	67	318	145	31	98	133	33	185	65	54	20	254	77
YES	85.2	81.5	90.5	86.3	82.8	86.5	82.5	86.3	80.2	83.1	65.4	89.0	87.7	84.8	90.3	87.0	79.0
NO	13.2	15.0	9.0	12.3	16.0	12.3	15.3	9.3	17.8	14.8	28.8	10.5	12.3	15.2	9.7	11.6	18.6
DK/REFUSED	1.7	3.5	0.5	1.4	1.2	1.2	2.2	4.4	1.9	2.1	5.8	0.5	-	-	-	1.5	2.5

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL				AGE				AGE				MEN			
	UNDER	41-55	OVER		UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER		
	40		55		40	40	55	55	40	40	55	55	40	40	55	55
Total Answering	467	85	331	38	85	369	416	38	30	155	167	18				
YES	85.2	86.4	85.2	85.9	86.4	85.2	85.4	85.9	82.2	79.8	79.3	87.8				
NO	13.2	13.6	12.8	12.0	13.6	12.7	12.9	12.0	17.8	16.5	17.2	12.2				
DK/REFUSED	1.7	-	2.1	2.1	-	2.1	1.7	2.1	-	3.7	3.5	-				

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL		WOMEN				GENDER	
	UNDER	OVER	UNDER	OVER	MALE	FEMALE		
	40	40	55	55				
Total Answering	467	55	214	249	20	189	278	
YES	85.2	88.7	89.2	89.5	84.2	80.1	88.6	
NO	13.2	11.3	9.9	10.1	11.7	16.8	10.7	
DK/REFUSED	1.7	-	0.9	0.5	4.0	3.1	0.7	



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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7. HAVE YOU DONE ANY RESEARCH ABOUT UNDERAGE DRINKING OR WAYS TO TALK TO YOUR CHILDREN ABOUT IT?

	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	YES	NO/ NOT YET	
Total	500	158	65	18	75	142	60	82	89	45	44	21	57	33	301	197	241	204	35	467	33
YES	24.5	24.4	15.9	32.5	29.9	21.1	22.8	19.7	33.9	31.0	36.9	15.8	25.4	17.6	23.6	25.1	24.5	25.6	19.1	25.3	12.5
NO	75.0	75.6	84.1	67.5	70.1	77.1	72.9	80.3	66.1	69.0	63.1	84.2	74.6	82.4	76.0	74.3	74.4	74.4	80.9	74.2	87.5
DK/REFUSED	0.5	-	-	-	-	1.8	4.3	-	-	-	-	-	-	-	0.5	0.6	1.1	-	-	0.6	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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7. HAVE YOU DONE ANY RESEARCH ABOUT UNDERAGE DRINKING OR WAYS TO TALK TO YOUR CHILDREN ABOUT IT?

	TOTAL	TALK ABOUT ALCOHOL			TALKED WITH		RESEARCHED		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN			APPROPRIATE AGE FOR			
		ABUSE WITH YOUR			CHILD./LAST		UNDERAGED		YOUR COMMUNITY				WILL DRINK ALCOHOL			YOUR CHILDREN TO TRY			
		CHILDREN			FEW MONTHS		DRINKING												ALCOHOL
		FREQU-	SOME-	RARELY	YES	NO	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	14-	15-17	18/
		ENTLY	TIMES						LEM	ious		PROB-	ERNED			ALL	LESS		OVER
												LEM							
Total	500	199	192	73	398	62	122	375	434	219	215	36	294	80	214	201	20	36	390
YES	24.5	31.6	22.1	17.8	27.3	15.7	100.0	-	25.0	29.9	20.0	20.5	25.0	38.0	20.1	22.8	5.6	11.5	24.9
NO	75.0	68.4	76.6	82.2	72.1	84.3	-	100.0	74.4	69.5	79.4	79.5	75.0	62.0	79.9	75.9	94.4	88.5	74.5
DK/REFUSED	0.5	-	1.3	-	0.6	-	-	-	0.6	0.5	0.6	-	-	-	-	1.3	-	-	0.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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7. HAVE YOU DONE ANY RESEARCH ABOUT UNDERAGE DRINKING OR WAYS TO TALK TO YOUR CHILDREN ABOUT IT?

	TOTAL	MANY CHILDREN START DRINKIN BEFORE AGE 15			CHILDREN DRINKING BEFORE 15 YEARS OLD			SEEN TV ADS STOP UNDERAGE DRINKING		RADIO ADS STOP UNDERAGE DRINKING		ONLINE ADS STOP UNDERAGE DRINKING		UNDERAGE DRINKING ADS 0 OF 3   1 OF 3   2 OF 3   3 OF 3				M.L. TO TALK WITH YOUR CHILDREN ABOUT UNDERAGE DRINKING		
		AWARE	UN- AWARE	PROB- LEM	Crisis lem	Prob- lem	NOT A PROB- LEM	YES	NO	YES	NO	YES	NO					MORE LIKELY	LESS LIKELY	NO DIFF.
Total	500	455	41	471	193	278	19	242	256	129	358	92	402	207	139	100	37	223	1	59
YES	24.5	25.0	17.6	24.9	28.4	22.5	16.0	29.4	20.0	37.9	20.5	39.9	20.5	16.8	25.8	28.0	55.1	31.5	37.6	26.3
NO	75.0	74.5	82.4	74.9	71.0	77.5	84.0	70.6	79.0	62.1	78.8	60.1	78.9	82.0	74.2	72.0	44.9	68.5	62.4	73.7
DK/REFUSED	0.5	0.6	-	0.3	0.6	-	-	-	1.0	-	0.7	-	0.6	1.2	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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7. HAVE YOU DONE ANY RESEARCH ABOUT UNDERAGE DRINKING OR WAYS TO TALK TO YOUR CHILDREN ABOUT IT?

	TOTAL	SEEN TV AD W/		SEEN TV AD W/		SEEN TV ADS			HEARD OF		VISITED		OFTEN ADULTS IN HOUSEHOLD DRINK								
		MOTHER AT		FATHER FEEDIN		0 OF 2	1 OF 2	2 OF 2	TALKITOUTNC		TALKITOUTNC										
		FUNERAL HOME	HIS SON						.ORG		.ORG										
		YES	NO	YES	NO				YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY	Rarely	Never
Total	500	250	247	251	240	188	106	195	138	352	26	460	144	82	62	76	40	36	279	124	155
YES	24.5	29.1	19.8	26.6	22.0	18.7	29.3	27.3	33.9	21.0	69.5	21.8	20.8	23.8	16.8	24.1	21.0	27.6	26.2	17.0	33.5
NO	75.0	70.4	79.6	73.4	77.4	80.5	70.7	72.7	65.3	78.6	30.5	77.6	78.4	74.8	83.2	75.9	79.0	72.4	73.3	83.0	65.6
DK/REFUSED	0.5	0.5	0.6	-	0.6	0.7	-	-	0.9	0.4	-	0.6	0.8	1.4	-	-	-	-	0.5	-	0.9

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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7. HAVE YOU DONE ANY RESEARCH ABOUT UNDERAGE DRINKING OR WAYS TO TALK TO YOUR CHILDREN ABOUT IT?

	TOTAL	SOCIAL NETWORKS						IDEOLOGY						PARTY			WHITE			
		USE	Face-	You-	Inst-	DON'T	LIB-	Very	Smwt.	MOD-	Smwt.	Very	CONSER	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
		SOCIAL	book	Tube	agram	USE	ERAL			ERATE			VATIVE	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
		MEDIA				SOCIAL										/OTHER			/OTHER	
Total	500	377	295	29	13	122	101	35	66	149	110	111	221	166	203	106	15	139	94	96
YES	24.5	24.8	23.3	28.0	35.9	24.3	25.6	33.2	21.5	23.7	23.2	27.9	25.5	23.9	26.9	22.8	20.1	23.1	29.3	20.1
NO	75.0	74.5	75.8	72.0	64.1	75.7	73.1	62.9	78.5	75.5	76.8	72.1	74.5	76.1	73.1	74.8	79.9	76.9	70.7	77.2
DK/REFUSED	0.5	0.7	0.9	-	-	-	1.4	3.9	-	0.8	-	-	-	-	-	2.4	-	-	-	2.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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7. HAVE YOU DONE ANY RESEARCH ABOUT UNDERAGE DRINKING OR WAYS TO TALK TO YOUR CHILDREN ABOUT IT?

	TOTAL	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	11/YOUNGER	12	13	14	15/OLDER	15	16	17	18/OLDER
Total	500	7	85	12	82	67	54	84	136	67	303	45	117	95	91	313	93	107	115	54
YES	24.5	40.6	22.2	14.6	23.9	26.4	19.6	24.0	27.1	24.8	23.7	30.1	26.0	15.2	28.8	25.4	26.7	22.9	24.5	33.1
NO	75.0	59.4	77.8	85.4	76.1	73.6	77.8	76.0	72.9	73.4	75.9	69.9	73.0	84.8	71.2	73.8	72.0	77.1	74.2	66.9
DK/REFUSED	0.5	-	-	-	-	-	2.6	-	-	1.8	0.4	-	1.0	-	-	0.8	1.3	-	1.2	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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7. HAVE YOU DONE ANY RESEARCH ABOUT UNDERAGE DRINKING OR WAYS TO TALK TO YOUR CHILDREN ABOUT IT?

	TOTAL	MALE ONLY		FEMALE ONLY		BOTH		MEN		WOMEN		GENDER			MEN		
		(CHILDREN)		(CHILDREN)		(CHILDREN)		(PARENT)		(PARENT)		(CHILDREN)					
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	95	94	106	116	101	103	134	124	169	189	170	205	121	64	90	51
YES	24.5	18.0	25.9	23.7	23.0	29.5	27.6	18.8	25.7	27.6	25.2	22.2	23.3	29.1	25.1	23.1	19.2
NO	75.0	82.0	74.1	76.3	75.8	69.4	71.3	81.2	73.2	71.7	74.1	77.8	76.0	69.9	74.9	75.3	80.8
DK/REFUSED	0.5	-	-	-	1.2	1.2	1.1	-	1.1	0.7	0.6	-	0.7	1.0	-	1.5	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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7. HAVE YOU DONE ANY RESEARCH ABOUT UNDERAGE DRINKING OR WAYS TO TALK TO YOUR CHILDREN ABOUT IT?

	TOTAL	WOMEN			AREA			INCOME					INCOME						
		MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL	UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k
Total	500	105	114	69	105	100	290	28	41	61	55	67	144	69	328	130	267	253	144
YES	24.5	20.4	23.4	36.5	27.3	21.1	24.6	37.9	22.5	30.1	17.7	20.7	24.0	28.7	23.4	29.4	21.9	24.5	24.0
NO	75.0	79.6	76.6	61.8	71.6	78.9	74.9	62.1	77.5	69.9	82.3	79.3	75.1	71.3	76.2	70.6	77.7	75.5	75.1
DK/REFUSED	0.5	-	-	1.7	1.1	-	0.5	-	-	-	-	-	0.8	-	0.4	-	0.4	-	0.8



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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7. HAVE YOU DONE ANY RESEARCH ABOUT UNDERAGE DRINKING OR WAYS TO TALK TO YOUR CHILDREN ABOUT IT?

	TOTAL	EDUCATION							MEN				WOMEN				MARITAL STATUS		
		LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	SINGLE	MARRY	DIV- ORCED
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	193	13	83	97	303	191	113	80	127	80	47	113	176	110	66	33	407	38
YES	24.5	22.9	24.1	16.9	27.8	25.5	25.8	25.1	22.7	24.2	25.1	22.6	23.0	26.5	26.2	26.8	18.0	24.7	17.9
NO	75.0	77.1	75.9	83.1	72.2	73.7	74.2	72.7	77.3	74.7	74.9	74.4	77.0	72.9	73.8	71.4	82.0	74.7	82.1
DK/REFUSED	0.5	-	-	-	-	0.8	-	2.3	-	1.1	-	3.0	-	0.7	-	1.8	-	0.6	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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7. HAVE YOU DONE ANY RESEARCH ABOUT UNDERAGE DRINKING OR WAYS TO TALK TO YOUR CHILDREN ABOUT IT?

	TOTAL	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	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	181	227	329	72	337	158	36	105	148	36	189	69	56	20	272	84
YES	24.5	26.5	23.2	24.2	22.9	23.7	26.4	28.3	22.2	22.8	25.0	24.4	20.7	18.9	32.7	23.6	20.0
NO	75.0	72.7	76.3	75.8	77.1	75.5	73.6	71.7	77.8	76.3	75.0	75.0	79.3	81.1	67.3	75.5	80.0
DK/REFUSED	0.5	0.8	0.5	-	-	0.8	-	-	-	0.9	-	0.6	-	-	-	0.9	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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7. HAVE YOU DONE ANY RESEARCH ABOUT UNDERAGE DRINKING OR WAYS TO TALK TO YOUR CHILDREN ABOUT IT?

	TOTAL				AGE				AGE				MEN			
	UNDER	41-55	OVER		UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER		
	40		55		40	40	55	55	40	40	55	55	40	40	55	55
Total	500	90	353	43	90	396	442	43	33	173	187	19				
YES	24.5	24.8	23.5	24.5	24.8	23.6	23.8	24.5	29.4	21.6	23.8	14.4				
NO	75.0	75.2	75.8	75.5	75.2	75.7	75.6	75.5	70.6	77.6	75.5	85.6				
DK/REFUSED	0.5	-	0.7	-	-	0.6	0.6	-	-	0.8	0.7	-				

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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7. HAVE YOU DONE ANY RESEARCH ABOUT UNDERAGE DRINKING OR WAYS TO TALK TO YOUR CHILDREN ABOUT IT?

	TOTAL		WOMEN				GENDER	
	UNDER	OVER	UNDER	OVER	MALE	FEMALE		
	40	40	55	55				
Total	500	57	223	256	24	210	290	
YES	24.5	22.1	25.2	23.8	32.6	23.2	25.4	
NO	75.0	77.9	74.3	75.8	67.4	76.1	74.2	
DK/REFUSED	0.5	-	0.5	0.5	-	0.7	0.4	



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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8. WOULD YOU SAY THE RESEARCH OR ADVICE WAS VERY HELPFUL, SOMEWHAT HELPFUL, NOT REALLY HELPFUL OR NOT HELPFUL 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 10/ LESS	11-14	15/ OVER	YES	NO/ NOT YET	
Total Answering	122	39	10	6	22	30	14	16	30	14	16	3	14	6	71	49	59	52	7	118	4
HELPFUL	95.9	100.0	100.0	100.0	100.0	100.1	100.3	100.0	88.3	93.4	83.9	100.0	89.4	100.0	95.6	98.1	98.4	96.5	80.9	96.8	69.0
VERY	40.3	57.4	56.6	26.6	65.9	45.3	23.9	63.5	19.2	12.6	24.9	36.8	32.4	32.8	43.4	35.4	41.2	46.0	14.7	40.8	26.0
SOMEWHAT	55.5	42.6	43.4	73.4	34.1	54.8	76.4	36.5	69.1	80.8	59.0	63.2	57.0	67.2	52.2	62.7	57.3	50.5	66.2	56.0	42.9
NOT HELPFUL	3.3	-	-	-	-	-0.1	-0.3	-	8.4	6.6	9.9	-	10.6	-	4.4	1.9	1.6	3.5	19.1	2.3	31.0
SOMEWHAT	1.3	-	-	-	-	-	-	-	5.3	-	9.9	-	-	-	2.3	-	-	3.1	-	1.4	-
VERY	2.0	-	-	-	-	-0.1	-0.3	-	3.1	6.6	-	-	10.6	-	2.1	1.9	1.6	0.4	19.1	1.0	31.0
DK/REFUSED	0.8	-	-	-	-	-	-	-	3.3	-	6.1	-	-	-	-	-	-	-	-	0.8	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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8. WOULD YOU SAY THE RESEARCH OR ADVICE WAS VERY HELPFUL, SOMEWHAT HELPFUL, NOT REALLY HELPFUL OR NOT HELPFUL AT ALL?

	TOTAL	TALK ABOUT ALCOHOL   ABUSE WITH YOUR   CHILDREN			TALKED WITH   CHILD./LAST   FEW MONTHS		RESEARCHED   UNDERAGED   DRINKING		UNDERAGED DRINKING IN   YOUR COMMUNITY				CONCERNED YOUR CHILDREN   WILL DRINK ALCOHOL			APPROPRIATE AGE FOR   YOUR CHILDREN TO TRY   ALCOHOL			
		FREQU-   ENTLY	SOME-   TIMES	RARELY 	YES 	NO 	YES 	NO 	PROB-   LEM	Ser-   ious	Minor 	NOT A   PROB-   LEM	CONC-   ERNED	Very 	Smwt. 	NOT AT   ALL	14-   LESS	15-17 	18/   OVER
Total Answering	122	63	42	13	108	10	122	-	109	66	43	7	74	31	43	46	1	4	97
HELPFUL	95.9	96.5	96.2	100.3	96.5	100.0	95.9	-	97.7	98.0	97.2	100.0	97.4	97.0	97.8	93.1	100.0	100.0	94.8
VERY	40.3	43.1	40.9	29.8	43.2	14.1	40.3	-	41.4	49.4	29.1	39.6	42.1	45.6	39.7	37.2	17.4	23.5	40.6
SOMEWHAT	55.5	53.4	55.3	70.5	53.3	85.9	55.5	-	56.3	48.7	68.1	60.4	55.3	51.4	58.1	56.0	82.6	76.5	54.3
NOT HELPFUL	3.3	1.9	3.8	-0.3	2.5	-	3.3	-	1.4	2.0	0.5	-	1.2	3.0	-0.1	6.9	-	-	4.2
SOMEWHAT	1.3	-	3.8	-	1.5	-	1.3	-	-	-	-	-	-	-	-	3.5	-	-	1.7
VERY	2.0	1.9	-	-0.3	1.1	-	2.0	-	1.4	2.0	0.5	-	1.2	3.0	-0.1	3.4	-	-	2.5
DK/REFUSED	0.8	1.6	-	-	0.9	-	0.8	-	0.9	-	2.3	-	1.4	-	2.3	-	-	-	1.0

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8. WOULD YOU SAY THE RESEARCH OR ADVICE WAS VERY HELPFUL, SOMEWHAT HELPFUL, NOT REALLY HELPFUL OR NOT HELPFUL AT ALL?

	TOTAL	MANY CHILDREN START DRINKIN BEFORE AGE 15			CHILDREN DRINKING BEFORE 15 YEARS OLD			SEEN TV ADS STOP UNDERAGE DRINKING		RADIO ADS STOP UNDERAGE DRINKING		ONLINE ADS STOP UNDERAGE DRINKING		UNDERAGE DRINKING ADS 0 OF 3 1 OF 3 2 OF 3 3 OF 3				M.L. TO TALK WITH YOUR CHILDREN ABOUT UNDERAGE DRINKING		
		AWARE	UN- AWARE	PROB- LEM	Crisis lem	Prob- lem	NOT A PROB- LEM	YES	NO	YES	NO	YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	MORE LIKELY	LESS LIKELY	NO DIFF.
Total Answering	122	114	7	117	55	62	3	71	51	49	74	37	82	35	36	28	20	70	1	15
HELPFUL	95.9	95.6	100.0	96.7	98.2	95.4	60.8	96.9	94.5	98.1	94.4	100.0	93.9	91.9	96.4	96.7	100.0	98.7	100.0	91.7
VERY	40.3	39.7	38.9	41.6	41.8	41.4	19.3	45.3	33.4	44.0	37.9	42.1	38.7	26.7	47.4	53.0	30.4	52.5	-	20.4
SOMEWHAT	55.5	55.9	61.1	55.1	56.4	54.0	41.5	51.6	61.0	54.1	56.5	57.9	55.1	65.2	49.1	43.8	69.6	46.2	100.0	71.3
NOT HELPFUL	3.3	3.6	-	2.4	-	4.6	39.2	3.1	3.6	1.9	4.2	-	4.9	5.3	3.6	3.3	-	1.3	-	8.3
SOMEWHAT	1.3	1.4	-	1.4	-	2.6	-	-	3.2	-	2.2	-	2.0	4.6	-	-	-	-	-	-
VERY	2.0	2.1	-	1.1	-	2.0	39.2	3.1	0.4	1.9	2.0	-	2.9	0.6	3.6	3.3	-	1.3	-	8.3
DK/REFUSED	0.8	0.9	-	0.9	1.8	-	-	-	2.0	-	1.4	-	1.2	2.9	-	-	-	-	-	-

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8. WOULD YOU SAY THE RESEARCH OR ADVICE WAS VERY HELPFUL, SOMEWHAT HELPFUL, NOT REALLY HELPFUL OR NOT HELPFUL AT ALL?

	TOTAL	SEEN TV AD W/		SEEN TV AD W/		SEEN TV ADS			HEARD OF		VISITED		OFTEN ADULTS IN HOUSEHOLD DRINK								
		MOTHER AT		FATHER FEEDIN		0 OF 2	1 OF 2	2 OF 2	TALKITOUTNC		TALKITOUTNC		REGU-	2+	Once A	NOT	Every	Once A	RARELY	Rarely	Never
		FUNERAL HOME	HIS SON						.ORG		.ORG										
		YES	NO	YES	NO				YES	NO	YES	NO	LARLY	Times/Week	Week	REGU-LARLY	CoupleWeeks				
Total Answering	122	73	49	67	53	35	31	53	47	74	18	100	30	19	10	18	8	10	73	21	52
HELPFUL	95.9	98.7	91.6	98.6	92.2	88.4	100.0	98.3	98.0	94.4	100.0	95.0	93.7	100.0	82.0	94.6	100.0	90.1	97.0	95.8	97.5
VERY	40.3	47.4	31.4	49.4	30.8	30.2	33.2	53.2	39.3	41.5	45.8	40.4	33.2	27.7	43.4	46.1	30.7	59.0	41.0	9.7	53.7
SOMEWHAT	55.5	51.4	60.2	49.2	61.4	58.2	66.8	45.0	58.7	53.0	54.2	54.6	60.5	72.3	38.6	48.5	69.3	31.1	56.1	86.2	43.9
NOT HELPFUL	3.3	1.3	6.4	1.4	5.9	8.8	-	1.7	2.0	4.2	-	4.0	6.3	-	18.0	-	-	-	3.0	4.2	2.5
SOMEWHAT	1.3	-	3.3	-	3.1	4.6	-	-	-	2.2	-	1.6	5.4	-	15.5	-	-	-	-	-	-
VERY	2.0	1.3	3.1	1.4	2.8	4.2	-	1.7	2.0	2.0	-	2.4	0.9	-	2.5	-	-	-	3.0	4.2	2.5
DK/REFUSED	0.8	-	2.0	-	1.9	2.8	-	-	-	1.4	-	1.0	-	-	-	5.4	-	9.9	-	-	-



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8. WOULD YOU SAY THE RESEARCH OR ADVICE WAS VERY HELPFUL, SOMEWHAT HELPFUL, NOT REALLY HELPFUL OR NOT HELPFUL AT ALL?

	TOTAL	SOCIAL NETWORKS						IDEOLOGY						PARTY	WHITE					
		USE	Face-	You-	Inst-	DON'T	LIB-	Very	Smwt.	MOD-	Smwt.	Very	CONSER	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
		SOCIAL	book	Tube	agram	USE	ERAL			ERATE			VATIVE	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
		MEDIA				SOCIAL										/OTHER			/OTHER	
Total Answering	122	93	69	8	5	30	26	12	14	35	25	31	56	40	54	24	3	32	28	19
HELPFUL	95.9	97.3	96.4	100.0	100.0	91.4	95.1	100.0	91.0	99.3	93.7	93.8	93.7	95.2	97.7	93.4	100.0	96.9	95.4	91.6
VERY	40.3	42.5	43.7	61.9	26.7	32.9	32.9	41.6	25.6	39.0	40.5	53.0	47.3	43.8	34.3	46.0	67.8	41.8	40.4	34.9
SOMEWHAT	55.5	54.8	52.7	38.1	73.3	58.5	62.2	58.4	65.4	60.2	53.2	40.8	46.4	51.4	63.3	47.4	32.2	55.1	55.0	56.7
NOT HELPFUL	3.3	2.7	3.6	-	-	5.2	4.9	-	9.0	0.7	6.3	3.0	4.5	2.3	2.3	6.6	-	-	4.6	8.4
SOMEWHAT	1.3	1.7	2.3	-	-	-	-	-	-	-	6.3	-	2.9	-	-	6.6	-	-	-	8.4
VERY	2.0	0.9	1.3	-	-	5.2	4.9	-	9.0	0.7	-	3.0	1.6	2.3	2.3	-	-	-	4.6	-
DK/REFUSED	0.8	-	-	-	-	3.4	-	-	-	-	-	3.2	1.8	2.5	-	-	-	3.1	-	-

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8. WOULD YOU SAY THE RESEARCH OR ADVICE WAS VERY HELPFUL, SOMEWHAT HELPFUL, NOT REALLY HELPFUL OR NOT HELPFUL AT ALL?

	TOTAL	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	11/YOUNGER	12	13	14	15/OLDER	15	16	17	18/OLDER
Total Answering	122	3	19	2	20	18	11	20	37	17	72	13	30	14	26	80	25	25	28	18
HELPFUL	95.9	100.0	100.0	100.0	94.9	100.0	84.8	95.4	96.5	100.0	96.5	93.2	94.7	100.0	100.0	98.1	100.2	100.0	99.1	92.9
VERY	40.3	100.0	36.6	100.0	51.3	45.3	70.6	36.5	29.1	34.2	38.5	22.9	36.3	40.5	37.5	43.6	44.9	64.7	35.2	43.7
SOMEWHAT	55.5	-	63.4	-	43.6	54.7	14.2	58.9	67.4	65.8	58.0	70.3	58.4	59.5	62.5	54.5	55.3	35.3	63.9	49.2
NOT HELPFUL	3.3	-	-	-	-	-	15.2	4.6	3.5	-	3.5	6.8	5.3	-	-	1.9	-0.2	-	0.9	7.1
SOMEWHAT	1.3	-	-	-	-	-	15.2	-	-	-	2.2	-	5.3	-	-	-	-	-	-	-
VERY	2.0	-	-	-	-	-	-	4.6	3.5	-	1.3	6.8	-	-	-	1.9	-0.2	-	0.9	7.1
DK/REFUSED	0.8	-	-	-	5.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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8. WOULD YOU SAY THE RESEARCH OR ADVICE WAS VERY HELPFUL, SOMEWHAT HELPFUL, NOT REALLY HELPFUL OR NOT HELPFUL AT ALL?

	TOTAL	MALE ONLY (CHILDREN)		FEMALE ONLY (CHILDREN)		BOTH (CHILDREN)		MEN (PARENT)		WOMEN (PARENT)		GENDER (CHILDREN)			MEN		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total Answering	122	17	24	25	27	30	29	25	32	47	48	38	48	35	16	21	10
HELPFUL	95.9	100.0	94.8	93.6	99.2	96.9	100.0	93.6	99.2	98.0	97.4	96.6	96.2	97.4	100.0	91.0	100.0
VERY	40.3	54.5	54.7	37.3	39.5	30.4	38.0	57.2	52.5	28.4	37.7	54.0	36.7	30.8	66.7	44.6	44.9
SOMEWHAT	55.5	45.5	40.0	56.4	59.7	66.5	62.0	36.4	46.6	69.6	59.7	42.6	59.5	66.5	33.3	46.5	55.1
NOT HELPFUL	3.3	-	5.2	6.4	0.8	3.1	-	6.4	0.8	2.0	2.6	3.4	3.8	2.6	-	9.0	-
SOMEWHAT	1.3	-	-	6.4	-	-	-	6.4	-	-	-	-	3.4	-	-	7.7	-
VERY	2.0	-	5.2	-	0.8	3.1	-	-	0.8	2.0	2.6	3.4	0.5	2.6	-	1.3	-
DK/REFUSED	0.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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8. WOULD YOU SAY THE RESEARCH OR ADVICE WAS VERY HELPFUL, SOMEWHAT HELPFUL, NOT REALLY HELPFUL OR NOT HELPFUL AT ALL?

	TOTAL	WOMEN			AREA			INCOME					INCOME						
		MALE	FEMALE	BOTH	CITY	SUBURB	SMALL	UNDER	\$20k-	\$40k-	\$60k-	\$75k-	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER
		ONLY	ONLY				CITY/ RURAL	\$20k	\$40k	\$60k	\$75k	\$100k	\$100k	\$40k	\$40k	\$60k	\$60k	\$100k	\$100k
Total Answering	122	21	27	25	29	21	71	11	9	18	10	14	35	20	77	38	58	62	35
HELPFUL	95.9	94.0	100.2	96.4	100.0	98.7	96.5	100.0	100.0	100.0	100.0	98.1	97.3	100.0	98.5	100.0	98.0	99.6	97.3
VERY	40.3	44.5	30.5	25.4	35.3	47.1	41.6	18.7	52.2	48.5	46.0	48.3	46.4	34.3	47.2	41.1	46.8	43.5	46.4
SOMEWHAT	55.5	49.5	69.6	71.0	64.7	51.7	54.9	81.3	47.8	51.5	54.0	49.8	51.0	65.7	51.3	58.9	51.2	56.1	51.0
NOT HELPFUL	3.3	6.0	-0.2	3.6	-	1.3	3.5	-	-	-	-	1.9	2.7	-	1.5	-	2.0	0.4	2.7
SOMEWHAT	1.3	-	-	-	-	-	2.3	-	-	-	-	-	-	-	-	-	-	-	-
VERY	2.0	6.0	-0.2	3.6	-	1.3	1.2	-	-	-	-	1.9	2.7	-	1.5	-	2.0	0.4	2.7
DK/REFUSED	0.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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8. WOULD YOU SAY THE RESEARCH OR ADVICE WAS VERY HELPFUL, SOMEWHAT HELPFUL, NOT REALLY HELPFUL OR NOT HELPFUL AT ALL?

	TOTAL	EDUCATION							MEN				WOMEN				MARITAL STATUS		
		LESS/	Some	High	Some	COL-	Col-	Post	NOT	COL-	Col-	Post	NOT	COL-	Col-	Post	SINGLE	MARRY	DIV-
		COLLEG	High	School	Col-	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.			ORCED
		GRAD.	School	Grad.	lege	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.		GRAD.	GRAD.	Grad.				
Total Answering	122	44	3	14	27	77	49	28	18	31	20	11	26	47	29	18	6	101	7
HELPFUL	95.9	96.6	100.0	91.2	99.0	95.4	98.0	91.0	98.6	91.5	95.0	84.8	95.2	98.0	100.0	94.8	100.0	95.0	100.6
VERY	40.3	38.7	50.4	26.6	43.5	42.2	44.3	38.7	46.2	55.8	71.1	26.9	33.3	33.3	25.6	45.7	-	44.6	14.9
SOMEWHAT	55.5	57.9	49.6	64.6	55.5	53.2	53.7	52.4	52.3	35.7	24.0	57.9	61.9	64.8	74.4	49.0	100.0	50.3	85.7
NOT HELPFUL	3.3	3.4	-	8.8	1.0	3.3	-	9.0	1.4	5.2	-	15.2	4.8	2.0	-	5.2	-	4.1	-0.6
SOMEWHAT	1.3	-	-	-	-	2.1	-	5.7	-	5.2	-	15.2	-	-	-	-	-	1.6	-
VERY	2.0	3.4	-	8.8	1.0	1.2	-	3.3	1.4	-	-	-	4.8	2.0	-	5.2	-	2.5	-0.6
DK/REFUSED	0.8	-	-	-	-	1.3	2.0	-	-	3.2	5.0	-	-	-	-	-	-	1.0	-

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8. WOULD YOU SAY THE RESEARCH OR ADVICE WAS VERY HELPFUL, SOMEWHAT HELPFUL, NOT REALLY HELPFUL OR NOT HELPFUL AT ALL?

	TOTAL	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	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	122	48	53	80	17	80	42	10	23	34	9	46	14	10	6	64	17
HELPFUL	95.9	94.0	95.8	98.7	83.1	95.2	97.2	90.9	100.0	92.2	100.0	97.3	100.0	100.0	100.0	95.6	100.0
VERY	40.3	51.2	38.6	44.8	20.7	39.3	40.3	26.6	48.7	50.9	58.3	30.9	42.6	19.0	75.8	42.3	38.3
SOMEWHAT	55.5	42.8	57.2	54.0	62.5	55.9	56.9	64.4	51.3	41.4	41.7	66.4	57.4	81.0	24.2	53.3	61.7
NOT HELPFUL	3.3	3.9	4.2	-	16.9	3.6	2.8	9.1	-	4.8	-	2.7	-	-	-	4.4	-
SOMEWHAT	1.3	3.4	-	-	9.7	2.0	-	-	-	4.8	-	-	-	-	-	2.5	-
VERY	2.0	0.6	4.2	-	7.1	1.5	2.8	9.1	-	-	-	2.7	-	-	-	1.9	-
DK/REFUSED	0.8	2.1	-	1.3	-	1.2	-	-	-	3.0	-	-	-	-	-	-	-

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8. WOULD YOU SAY THE RESEARCH OR ADVICE WAS VERY HELPFUL, SOMEWHAT HELPFUL, NOT REALLY HELPFUL OR NOT HELPFUL AT ALL?

	TOTAL	AGE			AGE				MEN			
		UNDER	41-55	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER
		40		55	40	40	55	55	40	40	55	55
Total Answering	122	22	83	11	22	93	105	11	10	37	44	3
HELPFUL	95.9	100.0	96.7	87.9	100.0	95.7	97.4	87.9	100.0	95.0	95.8	100.0
VERY	40.3	44.5	39.3	39.0	44.5	39.2	40.4	39.0	68.5	48.3	53.5	35.7
SOMEWHAT	55.5	55.5	57.4	48.9	55.5	56.5	57.0	48.9	31.5	46.7	42.2	64.3
NOT HELPFUL	3.3	-	3.3	12.1	-	4.3	2.6	12.1	-	5.0	4.2	-
SOMEWHAT	1.3	-	1.9	-	-	1.7	1.5	-	-	4.3	3.6	-
VERY	2.0	-	1.4	12.1	-	2.6	1.1	12.1	-	0.7	0.6	-
DK/REFUSED	0.8	-	-	-	-	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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8. WOULD YOU SAY THE RESEARCH OR ADVICE WAS VERY HELPFUL, SOMEWHAT HELPFUL, NOT REALLY HELPFUL OR NOT HELPFUL AT ALL?

	TOTAL		WOMEN				GENDER	
			UNDER	OVER	UNDER	OVER	MALE	FEMALE
	40	40	55	55				
Total Answering	122	13	56	61	8	49	74	
HELPFUL	95.9	100.0	96.2	98.6	83.7	94.1	97.1	
VERY	40.3	25.8	33.2	30.8	40.1	52.5	32.3	
SOMEWHAT	55.5	74.2	63.0	67.8	43.5	41.6	64.8	
NOT HELPFUL	3.3	-	3.8	1.4	16.3	3.9	2.9	
SOMEWHAT	1.3	-	-	-	-	3.3	-	
VERY	2.0	-	3.8	1.4	16.3	0.5	2.9	
DK/REFUSED	0.8	-	-	-	-	2.0	-	



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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9. 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	10/ LESS	11-14	15/ OVER	YES	NO/ NOT YET
Total	500	158	65	18	75	142	60	82	89	45	44	21	57	33	301	197	241	204	35	467	33
PROBLEM	86.9	86.6	83.0	93.4	88.1	88.5	88.4	88.6	84.7	90.0	79.2	79.8	88.5	88.7	85.8	88.6	86.0	88.0	94.3	87.7	75.4
SERIOUS	43.8	48.7	50.7	57.7	44.7	45.2	49.5	42.0	37.8	33.7	42.0	22.9	43.0	45.2	46.3	40.0	48.0	42.5	32.7	43.7	45.6
MINOR	43.1	38.0	32.4	35.7	43.3	43.3	38.9	46.5	46.9	56.4	37.2	56.9	45.4	43.5	39.5	48.6	38.1	45.4	61.5	44.0	29.9
NOT AT ALL	7.3	7.5	10.1	6.6	5.5	8.6	11.6	6.4	7.5	3.5	11.5	4.6	6.5	3.1	8.1	6.0	6.9	7.3	5.1	6.3	20.7
DK/REFUSED	5.8	5.9	6.9	-	6.4	2.9	-	5.0	7.8	6.4	9.3	15.6	5.1	8.2	6.1	5.5	7.0	4.7	0.7	6.0	3.9

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9. 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 WITH		RESEARCHED		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR		
		ABUSE WITH YOUR			CHILD./LAST		UNDERAGED		YOUR COMMUNITY				WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY		
		CHILDREN			FEW MONTHS		DRINKING										ALCOHOL		
		FREQU-	SOME-	RARELY	YES	NO	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	14-	15-17	18/
		ENTLY	TIMES						LEM	ious		PROB-	ERNED			ALL	LESS		OVER
												LEM							
Total	500	199	192	73	398	62	122	375	434	219	215	36	294	80	214	201	20	36	390
PROBLEM	86.9	89.2	86.6	85.9	87.7	91.9	88.8	86.2	100.0	100.0	100.0	-	91.4	91.3	91.5	81.4	88.8	85.3	89.1
SERIOUS	43.8	54.6	37.8	30.6	47.0	25.4	53.6	40.6	50.4	100.0	-	-	48.3	57.9	44.7	37.9	31.6	19.9	46.2
MINOR	43.1	34.6	48.8	55.3	40.8	66.5	35.2	45.6	49.6	-	100.0	-	43.1	33.4	46.8	43.4	57.2	65.4	42.9
NOT AT ALL	7.3	5.8	6.1	8.7	6.0	7.8	6.1	7.7	-	-	-	100.0	3.5	2.3	3.9	12.2	6.3	10.7	5.7
DK/REFUSED	5.8	5.0	7.3	5.4	6.3	0.3	5.1	6.1	-	-	-	-	5.1	6.4	4.6	6.4	5.0	4.0	5.3

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

	TOTAL	MANY CHILDREN START DRINKIN BEFORE AGE 15		CHILDREN DRINKING BEFORE 15 YEARS OLD			SEEN TV ADS STOP UNDERAGE DRINKING		RADIO ADS STOP UNDERAGE DRINKING		ONLINE ADS STOP UNDERAGE DRINKING		UNDERAGE DRINKING ADS				M.L. TO TALK WITH YOUR CHILDREN ABOUT UNDERAGE DRINKING			
		AWARE	UN- AWARE	PROB- LEM	Crisis lem	Prob- lem	NOT A PROB- LEM	YES	NO	YES	NO	YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	MORE LIKELY	LESS LIKELY	NO DIFF.
Total	500	455	41	471	193	278	19	242	256	129	358	92	402	207	139	100	37	223	1	59
PROBLEM	86.9	87.5	84.5	88.0	88.9	87.4	75.1	88.1	85.6	85.6	87.3	94.9	84.8	85.3	85.7	91.0	87.1	88.0	100.0	89.4
SERIOUS	43.8	45.5	29.6	44.9	55.7	37.4	34.5	47.0	40.9	45.5	43.0	55.6	40.7	40.4	38.1	57.1	46.8	47.6	91.0	40.9
MINOR	43.1	42.1	54.9	43.1	33.1	49.9	40.5	41.1	44.7	40.1	44.3	39.2	44.1	44.9	47.6	33.9	40.3	40.3	9.0	48.4
NOT AT ALL	7.3	7.0	7.9	6.6	7.0	6.3	20.0	6.5	8.1	8.9	6.6	1.7	8.7	7.6	8.1	6.3	4.3	7.4	-	4.8
DK/REFUSED	5.8	5.5	7.5	5.4	4.1	6.4	4.9	5.4	6.3	5.6	6.1	3.4	6.5	7.1	6.2	2.7	8.6	4.7	-	5.9

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	SEEN TV AD W/ MOTHER AT FUNERAL HOME		SEEN TV AD W/ FATHER FEEDIN HIS SON		SEEN TV ADS			HEARD OF TALKITOUTNC .ORG		VISITED TALKITOUTNC .ORG		OFTEN ADULTS IN HOUSEHOLD DRINK								
		YES	NO	YES	NO	0 OF 2	1 OF 2	2 OF 2	YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY	Rarely	Never
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	250	247	251	240	188	106	195	138	352	26	460	144	82	62	76	40	36	279	124	155
PROBLEM	86.9	88.9	85.0	88.6	84.9	82.7	92.5	87.6	88.4	86.1	89.3	87.2	89.5	90.3	88.5	83.6	79.5	88.1	86.2	89.4	83.7
SERIOUS	43.8	49.1	37.9	46.6	41.3	36.4	51.0	47.2	49.7	42.1	51.8	43.9	42.2	43.6	40.4	38.8	37.0	40.8	46.1	38.6	52.2
MINOR	43.1	39.8	47.1	42.0	43.6	46.3	41.5	40.4	38.7	44.1	37.5	43.2	47.3	46.7	48.1	44.8	42.5	47.3	40.1	50.8	31.5
NOT AT ALL	7.3	5.7	8.7	6.5	8.1	9.1	6.3	6.1	4.4	8.6	5.9	7.3	4.7	5.3	4.0	8.1	11.1	4.9	8.6	7.2	9.6
DK/REFUSED	5.8	5.5	6.3	4.9	7.0	8.3	1.2	6.3	7.2	5.3	4.8	5.6	5.8	4.4	7.6	8.2	9.4	7.0	5.2	3.4	6.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	SOCIAL NETWORKS							IDEOLOGY					PARTY			WHITE			
		USE	Face-	You-	Inst-	DON'T	LIB-	Very	Smwt.	MOD-	Smwt.	Very	CONSER	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
		SOCIAL	book	Tube	agram	USE	ERAL			ERATE			VATIVE	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
		MEDIA				SOCIAL										/OTHER			/OTHER	
Total	500	377	295	29	13	122	101	35	66	149	110	111	221	166	203	106	15	139	94	96
PROBLEM	86.9	88.1	89.5	89.0	90.6	83.5	86.7	84.2	88.0	89.2	89.7	87.2	88.4	87.5	86.2	88.2	81.1	89.4	90.4	90.8
SERIOUS	43.8	45.8	45.8	57.1	16.8	37.3	33.0	30.1	34.5	48.7	43.2	49.6	46.4	42.3	46.6	44.4	27.2	41.9	51.0	40.3
MINOR	43.1	42.3	43.7	31.9	73.9	46.1	53.7	54.1	53.4	40.5	46.5	37.6	42.0	45.2	39.6	43.8	53.9	47.5	39.4	50.6
NOT AT ALL	7.3	6.5	5.2	8.9	-	9.6	8.9	7.1	9.8	5.8	5.1	5.7	5.4	5.1	9.4	5.6	15.5	2.9	4.3	4.6
DK/REFUSED	5.8	5.4	5.3	2.1	9.4	6.9	4.5	8.8	2.2	5.0	5.2	7.1	6.1	7.4	4.4	6.2	3.4	7.8	5.4	4.5

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

	TOTAL	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	11/YOUNGER	12	13	14	15/OLDER	15	16	17	18/OLDER
Total	500	7	85	12	82	67	54	84	136	67	303	45	117	95	91	313	93	107	115	54
PROBLEM	86.9	80.2	81.1	100.0	88.3	77.9	79.2	86.6	90.2	93.8	84.8	86.3	87.5	80.2	83.4	88.5	86.9	93.9	87.8	89.8
SERIOUS	43.8	80.2	41.4	57.3	39.6	35.1	19.5	44.9	52.2	60.7	38.8	42.4	42.8	37.6	30.6	46.7	56.7	46.2	44.0	44.0
MINOR	43.1	-	39.7	42.7	48.7	42.8	59.7	41.7	38.1	33.2	46.0	43.9	44.7	42.6	52.8	41.8	30.2	47.8	43.8	45.8
NOT AT ALL	7.3	19.8	14.3	-	7.6	12.2	9.8	2.7	8.1	4.4	8.6	4.2	4.6	12.3	12.5	7.2	7.2	1.9	9.7	7.9
DK/REFUSED	5.8	-	4.6	-	4.1	9.9	10.9	10.7	1.7	1.8	6.6	9.4	7.8	7.5	4.1	4.3	5.9	4.2	2.5	2.2

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9. 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)		MEN (PARENT)		WOMEN (PARENT)		GENDER (CHILDREN)			MEN		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	95	94	106	116	101	103	134	124	169	189	170	205	121	64	90	51
PROBLEM	86.9	87.7	92.9	78.8	82.7	88.1	91.2	79.9	83.0	88.6	92.2	91.3	81.1	89.4	86.3	77.5	84.7
SERIOUS	43.8	39.6	50.7	35.8	43.9	41.7	46.0	29.9	34.3	45.8	54.8	46.3	40.4	46.2	34.3	26.1	42.8
MINOR	43.1	48.1	42.2	43.0	38.8	46.4	45.2	50.0	48.7	42.8	37.4	45.0	40.7	43.2	52.0	51.4	41.9
NOT AT ALL	7.3	6.5	5.5	12.0	9.6	7.1	6.0	10.2	12.3	7.3	3.9	5.1	10.4	5.9	5.6	12.7	10.6
DK/REFUSED	5.8	5.8	1.5	9.2	7.6	4.8	2.8	9.9	4.8	4.1	4.0	3.6	8.5	4.6	8.1	9.8	4.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	WOMEN			AREA			INCOME						INCOME					
		MALE	FEMALE	BOTH	CITY	SUBURB	SMALL	UNDER	\$20k-	\$40k-	\$60k-	\$75k-	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER
		ONLY	ONLY				CITY/ RURAL	\$20k	\$40k	\$60k	\$75k	\$100k	\$100k	\$40k	\$40k	\$60k	\$60k	\$100k	\$100k
Total	500	105	114	69	105	100	290	28	41	61	55	67	144	69	328	130	267	253	144
PROBLEM	86.9	94.3	84.0	93.0	88.7	86.1	86.9	84.7	99.4	90.8	81.7	89.9	86.5	93.5	87.2	92.2	86.3	89.3	86.5
SERIOUS	43.8	53.6	51.8	48.7	54.2	37.1	42.2	53.2	62.3	42.3	36.6	41.4	42.4	58.6	41.2	50.9	40.9	45.3	42.4
MINOR	43.1	40.7	32.2	44.2	34.5	49.0	44.7	31.6	37.1	48.5	45.1	48.6	44.1	34.9	46.0	41.3	45.4	44.0	44.1
NOT AT ALL	7.3	4.8	8.6	2.5	9.0	10.6	5.0	7.1	0.2	6.9	13.5	8.5	6.4	3.0	8.1	4.8	8.4	7.7	6.4
DK/REFUSED	5.8	0.9	7.4	4.6	2.3	3.2	8.1	8.1	0.4	2.3	4.8	1.6	7.1	3.5	4.7	3.0	5.2	3.0	7.1



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

	TOTAL	EDUCATION							MEN				WOMEN				MARITAL STATUS		
		LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	SINGLE	MARRY	DIV- ORCED
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	193	13	83	97	303	191	113	80	127	80	47	113	176	110	66	33	407	38
PROBLEM	86.9	86.8	88.0	85.2	87.9	87.2	87.3	87.1	79.0	85.3	89.2	78.7	92.3	88.6	85.9	93.1	89.7	85.8	96.0
SERIOUS	43.8	44.2	66.7	45.2	40.3	43.7	44.2	42.9	23.3	38.3	40.9	33.8	59.1	47.7	46.6	49.4	46.6	42.8	46.7
MINOR	43.1	42.6	21.2	40.0	47.6	43.5	43.0	44.2	55.6	47.0	48.2	44.9	33.2	40.9	39.3	43.7	43.0	43.0	49.3
NOT AT ALL	7.3	8.2	12.0	8.6	7.4	7.0	8.2	5.0	13.6	7.9	7.0	9.3	4.4	6.4	9.0	1.9	7.9	8.0	2.0
DK/REFUSED	5.8	5.0	-	6.2	4.7	5.8	4.5	7.8	7.4	6.8	3.8	11.9	3.3	5.1	5.1	4.9	2.4	6.2	2.0

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

	TOTAL	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	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	181	227	329	72	337	158	36	105	148	36	189	69	56	20	272	84
PROBLEM	86.9	81.6	89.2	88.4	80.6	89.8	81.4	82.0	83.5	88.4	70.6	91.0	90.4	96.8	83.1	88.8	83.4
SERIOUS	43.8	33.2	50.5	48.6	29.1	44.0	43.2	34.1	45.2	34.0	28.3	51.8	54.1	47.7	30.3	43.8	47.8
MINOR	43.1	48.4	38.7	39.7	51.5	45.8	38.2	47.9	38.4	54.4	42.2	39.2	36.3	49.0	52.7	45.0	35.6
NOT AT ALL	7.3	10.2	6.3	6.4	8.2	4.0	14.4	14.8	12.8	5.4	18.8	3.0	9.6	3.2	16.9	4.3	12.0
DK/REFUSED	5.8	8.3	4.5	5.2	11.2	6.1	4.1	3.2	3.7	6.2	10.7	6.1	-	-	-	6.9	4.6

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL				AGE				AGE				MEN			
	UNDER	41-55	OVER		UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER		
	40		55		40	40	55	55	40	40	55	55	40	40	55	55
Total	500	90	353	43	90	396	442	43	33	173	187	19				
PROBLEM	86.9	90.0	87.2	79.4	90.0	86.3	87.7	79.4	87.7	81.6	83.7	71.9				
SERIOUS	43.8	39.4	44.1	46.9	39.4	44.4	43.2	46.9	25.3	33.7	31.6	39.8				
MINOR	43.1	50.5	43.1	32.5	50.5	41.9	44.6	32.5	62.4	47.9	52.1	32.1				
NOT AT ALL	7.3	8.6	6.5	15.8	8.6	7.5	6.9	15.8	8.5	10.5	8.5	26.8				
DK/REFUSED	5.8	1.4	6.3	4.9	1.4	6.2	5.3	4.9	3.8	7.9	7.9	1.3				

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL		WOMEN				GENDER	
	UNDER	OVER	UNDER	OVER	MALE	FEMALE		
	40	40	55	55				
Total	500	57	223	256	24	210	290	
PROBLEM	86.9	91.2	90.0	90.7	85.3	82.4	90.1	
SERIOUS	43.8	47.8	52.7	51.6	52.6	32.6	51.9	
MINOR	43.1	43.5	37.3	39.1	32.7	49.8	38.2	
NOT AT ALL	7.3	8.8	5.2	5.8	7.0	9.8	5.4	
DK/REFUSED	5.8	-	4.8	3.4	7.7	7.8	4.4	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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10. 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	10/ LESS	11-14	15/ OVER	YES	NO/ NOT YET	
Total	500	158	65	18	75	142	60	82	89	45	44	21	57	33	301	197	241	204	35	467	33	
CONCERNED	58.8	61.0	61.7	74.2	57.2	64.9	63.2	66.2	43.4	50.9	35.7	80.4	52.5	60.6	58.3	59.2	58.9	59.3	58.7	59.2	53.7	
VERY	16.1	15.8	9.3	21.2	20.2	17.9	16.9	18.6	9.8	10.3	9.3	16.9	14.1	29.2	16.9	14.4	15.9	17.2	15.9	16.4	10.9	
SOMEWHAT	42.7	45.2	52.4	53.1	37.0	47.1	46.3	47.6	33.6	40.6	26.4	63.5	38.3	31.5	41.4	44.8	43.1	42.1	42.8	42.7	42.8	
NOT AT ALL	40.3	36.4	33.8	25.8	41.1	35.1	36.8	33.8	56.6	49.1	64.3	19.6	47.5	38.0	41.0	39.5	39.2	40.7	41.3	39.9	46.3	
DK/REFUSED	0.9	2.6	4.5	-	1.7	-	-	-	-	-	-	-	-	1.3	0.7	1.3	1.8	-	-	1.0	-	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	TALK ABOUT ALCOHOL			TALKED WITH		RESEARCHED		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN			APPROPRIATE AGE FOR			
		ABUSE WITH YOUR			CHILD./LAST		UNDERAGED		YOUR COMMUNITY				WILL DRINK ALCOHOL			YOUR CHILDREN TO TRY			
		CHILDREN			FEW MONTHS		DRINKING									ALCOHOL			
		FREQU-	SOME-	RARELY	YES	NO	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	14-	15-17	18/
		ENTLY	TIMES						LEM	ious		PROB-	ERNED			ALL	LESS		OVER
												LEM							
Total	500	199	192	73	398	62	122	375	434	219	215	36	294	80	214	201	20	36	390
CONCERNED	58.8	63.2	58.6	49.6	61.6	44.2	60.1	58.8	61.9	64.9	58.8	28.0	100.0	100.0	100.0	-	71.3	58.4	59.8
VERY	16.1	25.6	10.1	8.6	18.2	7.1	25.0	13.3	16.9	21.2	12.4	5.0	27.3	100.0	-	-	14.2	9.8	17.7
SOMEWHAT	42.7	37.6	48.5	41.0	43.4	37.1	35.1	45.5	45.0	43.7	46.4	22.9	72.7	-	100.0	-	57.1	48.6	42.1
NOT AT ALL	40.3	36.3	39.7	50.4	37.3	55.8	37.6	40.7	37.7	34.9	40.6	67.5	-	-	-	100.0	28.7	41.6	39.0
DK/REFUSED	0.9	0.5	1.7	-	1.2	-	2.3	0.5	0.4	0.2	0.6	4.6	-	-	-	-	-	-	1.2

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MANY CHILDREN START DRINKIN BEFORE AGE 15			CHILDREN DRINKING BEFORE 15 YEARS OLD			SEEN TV ADS STOP UNDERAGE DRINKING		RADIO ADS STOP UNDERAGE DRINKING		ONLINE ADS STOP UNDERAGE DRINKING		UNDERAGE DRINKING ADS				M.L. TO TALK WITH YOUR CHILDREN ABOUT UNDERAGE DRINKING		
		AWARE	UN- AWARE	PROB- LEM	Crisis	Prob- lem	NOT A PROB- LEM	YES	NO	YES	NO	YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	MORE LIKELY	LESS LIKELY	NO DIFF.
Total	500	455	41	471	193	278	19	242	256	129	358	92	402	207	139	100	37	223	1	59
CONCERNED	58.8	60.0	51.3	59.7	60.7	59.0	53.9	65.5	52.1	63.6	57.0	64.4	58.2	50.4	66.2	67.1	60.1	65.4	100.0	64.3
VERY	16.1	16.5	12.6	16.9	23.6	12.1	4.9	19.8	12.7	19.5	14.8	22.8	14.8	11.6	16.7	22.0	23.4	19.1	53.4	19.0
SOMEWHAT	42.7	43.5	38.6	42.9	37.1	46.9	49.0	45.7	39.4	44.1	42.2	41.6	43.5	38.8	49.5	45.1	36.7	46.3	46.6	45.3
NOT AT ALL	40.3	39.3	45.7	39.3	38.4	39.9	46.1	34.0	46.6	36.4	41.7	35.6	40.6	48.0	32.9	32.9	39.9	34.0	-	35.7
DK/REFUSED	0.9	0.7	3.1	1.0	0.9	1.1	-	0.5	1.3	-	1.3	-	1.1	1.6	0.9	-	-	0.6	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	SEEN TV AD W/ MOTHER AT FUNERAL HOME		SEEN TV AD W/ FATHER FEEDIN HIS SON		SEEN TV ADS			HEARD OF TALKITOUTNC .ORG		VISITED TALKITOUTNC .ORG		OFTEN ADULTS IN HOUSEHOLD DRINK								
		YES	NO	YES	NO	0 OF 2	1 OF 2	2 OF 2	YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY	Rarely	Never
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	250	247	251	240	188	106	195	138	352	26	460	144	82	62	76	40	36	279	124	155
CONCERNED	58.8	67.3	51.2	61.9	56.1	49.8	67.0	64.2	55.1	59.3	53.0	59.0	69.2	65.4	74.1	63.3	72.1	53.6	52.6	62.6	44.5
VERY	16.1	20.9	11.4	18.1	14.5	12.8	14.0	21.2	19.3	15.3	23.2	16.1	19.2	13.4	27.0	15.1	11.5	19.0	14.7	16.0	13.7
SOMEWHAT	42.7	46.4	39.8	43.8	41.6	37.0	53.0	43.0	35.8	44.0	29.8	42.9	49.9	52.0	47.2	48.2	60.6	34.6	37.8	46.6	30.8
NOT AT ALL	40.3	30.8	48.9	36.1	44.0	50.4	33.0	33.3	43.8	39.8	47.0	40.0	30.0	33.1	25.9	35.1	27.9	43.0	46.7	37.1	54.4
DK/REFUSED	0.9	2.0	-0.1	1.9	-0.1	-0.1	-	2.5	1.1	0.9	-	1.0	0.9	1.5	-	1.7	-	3.5	0.8	0.4	1.1



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	SOCIAL NETWORKS						IDEOLOGY						PARTY			WHITE			
		USE	Face-	You-	Inst-	DON'T	LIB-	Very	Smwt.	MOD-	Smwt.	Very	CONSER	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
		SOCIAL	book	Tube	agram	USE	ERAL			ERATE			VATIVE	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
		MEDIA				SOCIAL										/OTHER			/OTHER	
Total	500	377	295	29	13	122	101	35	66	149	110	111	221	166	203	106	15	139	94	96
CONCERNED	58.8	59.9	58.7	75.2	70.0	57.1	55.9	52.4	57.8	56.6	73.3	58.1	65.7	65.9	53.5	58.6	57.1	66.3	57.7	60.0
VERY	16.1	15.6	15.7	14.4	9.6	17.6	14.2	13.5	14.5	17.7	17.6	17.9	17.8	14.1	18.8	13.9	14.9	13.0	20.0	12.9
SOMEWHAT	42.7	44.3	43.0	60.7	60.4	39.4	41.8	38.9	43.3	38.9	55.7	40.2	47.9	51.9	34.7	44.7	42.3	53.3	37.7	47.1
NOT AT ALL	40.3	39.4	40.9	24.8	30.0	41.3	42.8	44.0	42.2	42.3	26.7	41.8	34.2	34.1	45.6	38.8	42.9	33.7	42.3	38.5
DK/REFUSED	0.9	0.7	0.4	-	-	1.6	1.2	3.6	-	1.1	-	0.2	0.1	-	0.8	2.6	-	-	-	1.6

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	11/YOUNGER	12	13	14	15/OLDER	15	16	17	18/OLDER
Total	500	7	85	12	82	67	54	84	136	67	303	45	117	95	91	313	93	107	115	54
CONCERNED	58.8	16.7	50.4	59.2	57.7	50.2	61.4	74.1	55.1	56.0	61.2	68.8	58.9	61.9	60.8	57.8	58.6	69.4	46.9	53.9
VERY	16.1	16.7	16.0	29.1	11.5	17.0	10.4	16.6	19.7	16.8	16.4	17.6	14.1	13.7	20.2	15.6	16.8	19.7	9.7	11.7
SOMEWHAT	42.7	-	34.4	30.1	46.2	33.2	51.0	57.5	35.5	39.1	44.8	51.1	44.9	48.2	40.6	42.2	41.8	49.7	37.2	42.3
NOT AT ALL	40.3	83.3	47.6	40.8	42.3	49.8	33.5	25.9	43.6	44.0	38.3	31.2	40.0	38.1	39.2	40.7	36.2	30.6	53.1	46.1
DK/REFUSED	0.9	-	2.0	-	-	-	5.1	-	1.2	-	0.4	-	1.1	-	-	1.6	5.2	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MALE ONLY		FEMALE ONLY		BOTH		MEN		WOMEN		GENDER			MEN		
		(CHILDREN)		(CHILDREN)		(CHILDREN)		(PARENT)		(PARENT)		(CHILDREN)					
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	95	94	106	116	101	103	134	124	169	189	170	205	121	64	90	51
CONCERNED	58.8	61.4	65.1	56.7	50.6	65.4	59.1	63.1	54.9	59.8	59.6	61.7	54.6	61.1	63.5	48.3	62.1
VERY	16.1	20.4	22.5	14.2	11.0	15.3	14.2	14.6	12.8	17.9	17.4	20.9	12.8	13.9	18.1	8.1	14.3
SOMEWHAT	42.7	41.0	42.6	42.5	39.6	50.1	44.9	48.5	42.1	41.9	42.2	40.8	41.8	47.2	45.4	40.3	47.8
NOT AT ALL	40.3	38.6	34.9	42.1	45.2	34.6	40.9	35.9	42.5	40.2	39.5	38.3	43.0	38.9	36.5	48.1	37.9
DK/REFUSED	0.9	-	-	1.2	4.2	-	-	0.9	2.6	-	0.9	-	2.4	-	-	3.6	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	WOMEN			AREA			INCOME					INCOME						
		MALE	FEMALE	BOTH	CITY	SUBURB	SMALL	UNDER	\$20k-	\$40k-	\$60k-	\$75k-	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER
		ONLY	ONLY				CITY/ RURAL	\$20k	\$40k	\$60k	\$75k	\$100k	\$100k	\$40k	\$40k	\$60k	\$60k	\$100k	\$100k
Total	500	105	114	69	105	100	290	28	41	61	55	67	144	69	328	130	267	253	144
CONCERNED	58.8	60.6	59.6	60.3	56.1	63.9	58.7	53.8	61.8	59.5	57.4	51.6	63.3	58.6	59.2	59.0	59.2	56.7	63.3
VERY	16.1	22.6	16.5	13.6	14.9	16.7	16.5	33.3	22.8	10.8	9.4	12.0	15.4	27.1	12.9	19.4	13.3	15.2	15.4
SOMEWHAT	42.7	38.0	43.0	46.7	41.2	47.2	42.2	20.5	39.0	48.8	47.9	39.6	47.9	31.5	46.4	39.6	45.8	41.4	47.9
NOT AT ALL	40.3	39.4	38.9	39.7	40.8	34.8	41.1	46.2	38.2	40.5	42.6	48.4	34.1	41.4	39.7	41.0	39.5	43.3	34.1
DK/REFUSED	0.9	-	1.5	-	3.0	1.3	0.2	-	-	-	-	-	2.5	-	1.1	-	1.4	-	2.5

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	EDUCATION							MEN				WOMEN				MARITAL STATUS		
		LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	SINGLE	MARRY	DIV- ORCED
Total	500	193	13	83	97	303	191	113	80	127	80	47	113	176	110	66	33	407	38
CONCERNED	58.8	54.0	29.3	48.7	61.8	61.8	63.6	58.7	52.6	57.8	60.6	53.1	54.9	64.7	65.8	62.7	59.7	58.8	53.5
VERY	16.1	16.4	24.9	15.9	15.7	15.9	16.9	14.3	11.5	14.2	15.1	12.6	19.9	17.2	18.2	15.5	16.3	15.9	8.0
SOMEWHAT	42.7	37.6	4.4	32.8	46.1	45.9	46.7	44.4	41.1	43.6	45.5	40.5	35.0	47.5	47.6	47.2	43.4	42.9	45.5
NOT AT ALL	40.3	46.0	70.7	51.3	38.2	36.6	35.5	38.5	47.4	39.6	37.3	43.7	45.1	34.4	34.2	34.7	40.3	40.1	45.3
DK/REFUSED	0.9	-	-	-	-	1.6	0.9	2.8	-	2.5	2.1	3.2	-	0.9	-	2.5	-	1.1	1.2

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	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	181	227	329	72	337	158	36	105	148	36	189	69	56	20	272	84
CONCERNED	58.8	55.0	61.8	58.4	60.9	61.5	51.9	67.0	49.3	57.6	46.6	64.6	50.7	62.8	44.3	61.7	51.2
VERY	16.1	12.9	18.3	13.9	22.5	14.8	19.1	29.2	17.4	11.1	20.6	17.7	15.7	9.9	25.8	16.4	15.7
SOMEWHAT	42.7	42.1	43.5	44.5	38.4	46.7	32.8	37.9	31.9	46.4	26.0	46.9	35.0	52.9	18.5	45.3	35.5
NOT AT ALL	40.3	43.5	37.5	40.6	37.0	37.9	46.2	33.0	49.1	41.1	53.4	35.4	46.8	37.2	55.7	37.6	46.8
DK/REFUSED	0.9	1.5	0.7	1.0	2.1	0.6	1.9	-	1.6	1.3	-	-	2.4	-	-	0.7	2.0

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL				AGE				AGE				MEN			
	UNDER 40	41-55	OVER 55		UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 40	OVER 40	UNDER 55	OVER 55
Total	500	90	353	43	90	396	442	43	33	173	187	19				
CONCERNED	58.8	57.5	59.3	57.7	57.5	59.2	59.0	57.7	68.1	52.9	55.6	52.8				
VERY	16.1	15.0	17.8	8.6	15.0	16.8	17.3	8.6	8.6	14.2	12.8	17.8				
SOMEWHAT	42.7	42.5	41.5	49.1	42.5	42.3	41.7	49.1	59.5	38.7	42.8	35.0				
NOT AT ALL	40.3	41.1	39.8	41.3	41.1	39.9	40.0	41.3	28.1	46.0	42.9	44.9				
DK/REFUSED	0.9	1.4	0.9	1.0	1.4	0.9	1.0	1.0	3.8	1.1	1.5	2.3				

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL		WOMEN				GENDER	
			UNDER	OVER	UNDER	OVER	MALE	FEMALE
			40	40	55	55		
Total	500	57	223	256	24	210	290	
CONCERNED	58.8	51.3	64.0	61.4	61.6	56.3	60.6	
VERY	16.1	18.8	18.9	20.5	1.3	13.0	18.3	
SOMEWHAT	42.7	32.4	45.1	40.9	60.3	43.3	42.3	
NOT AT ALL	40.3	48.7	35.2	37.9	38.4	42.3	38.8	
DK/REFUSED	0.9	-	0.7	0.7	-	1.4	0.6	



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 11. WHO OR WHAT DO YOU THINK HAS THE MOST INFLUENCE ON MINORS AND WHETHER OR NOT THEY 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	10/ LESS	11-14	15/ OVER	YES	NO/ NOT YET	
Total	500	158	65	18	75	142	60	82	89	45	44	21	57	33	301	197	241	204	35	467	33	
FRIENDS & PEERS	59.0	60.2	51.7	88.7	60.6	56.8	50.2	61.6	49.3	54.1	44.5	83.3	61.1	70.1	54.3	66.3	53.6	65.7	61.4	59.4	53.2	
PARENTS	31.3	33.4	44.9	11.3	28.6	32.3	45.5	22.6	34.7	33.9	35.6	9.5	35.1	16.1	34.9	25.7	34.0	29.5	22.1	30.7	40.2	
THE MEDIA	7.1	5.9	3.8	-	9.2	8.0	4.3	10.8	9.3	3.5	15.3	7.2	2.9	10.7	8.2	5.6	9.3	3.2	14.8	7.3	4.8	
SCHOOL SYSTEM	0.8	0.4	-	-	0.8	1.3	-	2.3	1.8	3.6	-	-	-	-	1.2	0.3	0.5	1.1	1.7	0.9	-	
DK/REFUSED	1.7	0.2	-0.4	-	0.8	1.6	-	2.8	4.8	5.0	4.6	-	1.0	3.2	1.5	2.1	2.6	0.6	-	1.7	1.8	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	TALK ABOUT ALCOHOL			TALKED WITH		RESEARCHED		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN			APPROPRIATE AGE FOR			
		ABUSE WITH YOUR			CHILD./LAST		UNDERAGED		YOUR COMMUNITY				WILL DRINK ALCOHOL			YOUR CHILDREN TO TRY			
		CHILDREN			FEW MONTHS		DRINKING									ALCOHOL			
		FREQU-	SOME-	RARELY	YES	NO	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	14-	15-17	18/
		ENTLY	TIMES						LEM	ious		PROB-	ERNED			ALL	LESS		OVER
												LEM							
Total	500	199	192	73	398	62	122	375	434	219	215	36	294	80	214	201	20	36	390
FRIENDS & PEERS	59.0	64.8	53.9	59.3	62.1	43.4	65.8	57.2	60.4	64.8	55.9	38.2	67.6	75.6	64.6	46.4	61.6	52.1	62.9
PARENTS	31.3	22.6	37.9	33.5	28.4	42.9	22.4	33.8	30.3	24.3	36.3	46.2	23.9	11.2	28.6	42.8	35.6	47.9	27.6
THE MEDIA	7.1	9.1	6.8	4.2	7.3	8.5	8.2	6.8	7.2	8.4	5.9	12.5	6.8	12.2	4.8	6.9	2.8	-	8.1
SCHOOL SYSTEM	0.8	1.8	0.3	-	0.7	2.1	1.3	0.7	0.8	1.6	-	1.6	0.4	-	0.5	1.4	-	-	0.3
DK/REFUSED	1.7	1.8	1.1	3.0	1.5	3.1	2.2	1.5	1.4	0.9	1.9	1.5	1.2	1.0	1.3	2.5	-	-	1.1

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	MANY CHILDREN START DRINKIN BEFORE AGE 15			CHILDREN DRINKING BEFORE 15 YEARS OLD			SEEN TV ADS STOP UNDERAGE DRINKING		RADIO ADS STOP UNDERAGE DRINKING		ONLINE ADS STOP UNDERAGE DRINKING		UNDERAGE DRINKING ADS				M.L. TO TALK WITH YOUR CHILDREN ABOUT UNDERAGE DRINKING		
		AWARE	UN- AWARE	PROB- LEM	Crisis lem	Prob- lem	NOT A PROB- LEM	YES	NO	YES	NO	YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	MORE LIKELY	LESS LIKELY	NO DIFF.
Total	500	455	41	471	193	278	19	242	256	129	358	92	402	207	139	100	37	223	1	59
FRIENDS & PEERS	59.0	58.8	67.1	60.4	67.9	55.2	47.4	62.3	56.1	63.8	59.0	65.4	57.8	56.6	61.5	62.4	70.3	59.8	91.0	70.2
PARENTS	31.3	32.0	23.3	30.5	23.7	35.2	28.2	29.3	33.0	24.4	31.8	21.4	33.6	33.6	30.6	27.5	14.6	30.0	-	23.5
THE MEDIA	7.1	7.5	3.8	6.7	5.5	7.4	24.4	6.5	7.8	8.5	6.9	10.4	6.5	7.2	6.5	7.7	10.7	7.6	9.0	6.3
SCHOOL SYSTEM	0.8	0.5	3.9	0.7	1.1	0.5	-	0.9	0.7	2.2	0.3	1.8	0.6	0.3	1.3	-	4.4	1.6	-	-
DK/REFUSED	1.7	1.1	1.9	1.7	1.7	1.7	-	1.0	2.4	1.1	2.0	1.1	1.6	2.3	-	2.4	-	1.1	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	SEEN TV AD W/ MOTHER AT FUNERAL HOME		SEEN TV AD W/ FATHER FEEDIN HIS SON		SEEN TV ADS			HEARD OF TALKITOUTNC .ORG		VISITED TALKITOUTNC .ORG		OFTEN ADULTS IN HOUSEHOLD DRINK								
		YES	NO	YES	NO	0 OF 2	1 OF 2	2 OF 2	YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY	Rarely	Never
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	250	247	251	240	188	106	195	138	352	26	460	144	82	62	76	40	36	279	124	155
FRIENDS & PEERS	59.0	59.7	58.1	59.8	58.2	58.0	60.6	59.8	54.6	61.2	60.8	58.6	60.4	55.9	66.3	58.5	56.0	61.2	58.7	65.4	53.3
PARENTS	31.3	30.2	33.1	31.7	30.5	32.0	30.8	30.7	27.8	32.4	20.6	32.7	31.6	38.6	22.5	37.8	40.2	35.2	29.7	26.2	32.5
THE MEDIA	7.1	7.7	6.1	6.6	8.0	6.6	7.5	7.1	13.4	4.7	7.6	6.8	5.5	2.6	9.4	2.9	2.3	3.6	9.2	5.7	11.9
SCHOOL SYSTEM	0.8	0.9	0.8	0.9	0.8	1.0	-	1.1	1.2	0.7	6.1	0.5	1.1	2.0	-	0.8	1.5	-	0.7	-	1.2
DK/REFUSED	1.7	1.5	1.9	1.0	2.5	2.5	1.2	1.3	3.1	1.1	4.8	1.4	1.3	0.9	1.9	-	-	-	1.8	2.7	1.1

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	SOCIAL NETWORKS						IDEOLOGY						PARTY			WHITE			
		USE	Face-	You-	Inst-	DON'T	LIB-	Very	Smwt.	MOD-	Smwt.	Very	CONSER-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
		SOCIAL	book	Tube	agram	USE	ERAL			ERATE			VATIVE	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
		MEDIA				SOCIAL										/OTHER			/OTHER	
Total	500	377	295	29	13	122	101	35	66	149	110	111	221	166	203	106	15	139	94	96
FRIENDS & PEERS	59.0	58.8	60.3	46.6	59.3	58.5	63.1	59.3	65.2	57.1	67.7	54.4	61.0	64.6	57.3	58.1	21.6	63.9	58.4	53.5
PARENTS	31.3	31.3	29.7	44.8	34.6	32.3	29.4	32.0	27.9	31.3	25.9	37.9	31.9	26.7	30.4	39.1	43.4	28.6	30.8	41.7
THE MEDIA	7.1	7.9	8.2	6.7	6.1	5.0	5.5	6.5	5.0	8.1	5.9	5.7	5.8	5.1	11.0	1.3	23.3	4.1	7.8	3.6
SCHOOL SYSTEM	0.8	0.6	0.2	-	-	1.5	-	-	-	1.1	0.5	-	0.3	1.1	-	1.5	3.9	0.4	-	-
DK/REFUSED	1.7	1.4	1.7	1.9	-	2.7	2.0	2.2	1.9	2.4	-	2.1	1.0	2.5	1.3	-	7.7	3.0	2.9	1.2

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	11/YOUNGER	12	13	14	15/OLDER	15	16	17	18/OLDER
Total	500	7	85	12	82	67	54	84	136	67	303	45	117	95	91	313	93	107	115	54
FRIENDS & PEERS	59.0	43.9	55.6	60.1	58.3	60.4	48.4	70.8	55.7	57.8	60.0	69.5	61.9	63.9	59.5	60.0	61.7	62.3	57.5	65.6
PARENTS	31.3	19.8	30.4	28.2	34.9	34.5	46.4	18.7	28.4	34.2	31.1	24.1	28.3	29.6	33.3	29.7	25.6	28.7	34.9	23.4
THE MEDIA	7.1	16.7	14.0	11.7	4.4	3.0	2.0	5.7	14.9	5.7	6.1	4.2	6.3	2.8	7.2	7.7	6.4	7.5	6.9	8.6
SCHOOL SYSTEM	0.8	19.6	-	-	-	-	1.1	2.2	-	2.4	0.6	-	-	2.0	-	0.9	1.7	0.6	0.5	-
DK/REFUSED	1.7	-	-	-	2.5	2.2	2.1	2.6	0.9	-	2.2	2.2	3.5	1.7	-	1.7	4.5	0.9	0.1	2.4

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	MALE ONLY		FEMALE ONLY		BOTH		MEN		WOMEN		GENDER			MEN		
		(CHILDREN)		(CHILDREN)		(CHILDREN)		(PARENT)		(PARENT)		(CHILDREN)					
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	95	94	106	116	101	103	134	124	169	189	170	205	121	64	90	51
FRIENDS & PEERS	59.0	58.4	60.8	57.2	56.8	64.0	62.9	60.2	56.2	59.8	62.4	58.2	55.5	64.1	57.8	51.0	63.7
PARENTS	31.3	32.4	29.0	35.1	33.3	26.0	26.4	34.2	36.8	28.6	25.1	31.0	35.7	26.1	33.5	44.5	30.6
THE MEDIA	7.1	6.4	7.8	5.0	7.8	7.0	7.6	2.1	4.7	9.3	9.7	8.2	6.3	7.2	2.8	3.4	3.6
SCHOOL SYSTEM	0.8	0.6	1.2	1.2	1.4	-	-	0.4	0.5	0.8	1.2	0.7	1.4	-	0.9	-	-
DK/REFUSED	1.7	2.1	1.2	1.5	0.7	3.1	3.1	3.0	1.8	1.5	1.6	1.9	1.1	2.7	4.9	1.1	2.0

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	WOMEN			AREA			INCOME						INCOME					
		MALE	FEMALE	BOTH	CITY	SUBURB	SMALL	UNDER	\$20k-	\$40k-	\$60k-	\$75k-	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER
		ONLY	ONLY				CITY/ RURAL	\$20k	\$40k	\$60k	\$75k	\$100k	\$100k	\$40k	\$40k	\$60k	\$60k	\$100k	\$100k
Total	500	105	114	69	105	100	290	28	41	61	55	67	144	69	328	130	267	253	144
FRIENDS & PEERS	59.0	58.5	59.0	64.3	57.2	62.7	58.1	62.7	64.0	66.3	51.5	57.3	53.3	63.5	56.2	64.8	53.9	59.9	53.3
PARENTS	31.3	29.4	28.7	22.8	39.4	30.9	28.5	9.3	18.0	23.7	43.8	34.6	40.1	14.4	36.5	18.8	39.5	28.5	40.1
THE MEDIA	7.1	11.6	8.6	9.7	3.4	5.1	9.4	19.3	15.0	9.8	3.6	4.4	4.6	16.7	5.4	13.4	4.3	8.9	4.6
SCHOOL SYSTEM	0.8	0.5	2.5	-	-	-	1.4	4.6	-	-	1.1	-	1.5	1.9	0.8	1.0	1.0	0.7	1.5
DK/REFUSED	1.7	-	1.2	3.2	-	1.3	2.6	4.1	3.1	0.3	-	3.7	0.5	3.5	1.0	2.0	1.2	2.0	0.5



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	EDUCATION							MEN							WOMEN							MARITAL STATUS		
		LESS/	Some	High	Some	COL-	Col-	Post	NOT	COL-	Col-	Post	NOT	COL-	Col-	Post	SINGLE	MARRY	DIV-						
		COLLEG	High	School	Col-	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.			ORCED						
		GRAD.	School	Grad.	lege	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.		GRAD.	GRAD.	Grad.										
Total	500	193	13	83	97	303	191	113	80	127	80	47	113	176	110	66	33	407	38						
FRIENDS & PEERS	59.0	61.2	57.1	59.1	63.5	57.6	62.5	49.4	60.1	54.5	55.1	53.6	61.9	59.9	67.9	46.4	60.2	58.8	62.9						
PARENTS	31.3	25.5	28.5	25.7	24.8	35.4	29.9	44.7	31.7	40.9	38.6	44.7	21.0	31.4	23.5	44.7	8.7	34.6	23.2						
THE MEDIA	7.1	9.8	14.4	8.3	10.4	5.1	5.3	4.7	4.8	2.2	2.6	1.7	13.3	7.1	7.2	6.9	22.1	5.1	4.1						
SCHOOL SYSTEM	0.8	1.8	-	2.6	1.3	0.2	0.3	-	-	0.5	0.7	-	3.1	-	-	-	4.9	0.3	3.4						
DK/REFUSED	1.7	1.8	-	4.3	-	1.7	2.1	1.1	3.4	1.9	3.1	-	0.7	1.6	1.4	1.9	4.1	1.2	6.4						

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	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	181	227	329	72	337	158	36	105	148	36	189	69	56	20	272	84
FRIENDS & PEERS	59.0	56.6	60.6	57.3	66.9	59.6	56.6	68.3	54.7	51.4	75.5	66.0	43.6	59.5	67.0	59.9	52.6
PARENTS	31.3	39.6	30.5	31.9	24.0	32.8	29.3	22.9	30.4	42.2	19.1	25.5	36.4	26.3	8.9	34.3	35.9
THE MEDIA	7.1	1.5	8.0	8.1	5.4	4.9	11.9	7.3	13.7	3.2	5.5	6.3	18.1	10.1	24.1	3.8	11.5
SCHOOL SYSTEM	0.8	0.3	0.3	1.2	-	0.2	1.8	-	1.2	-	-	0.3	1.9	-	-	0.2	-
DK/REFUSED	1.7	1.9	0.7	1.4	3.8	2.4	0.4	1.6	-	3.2	-	1.9	-	4.1	-	1.9	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL				AGE				AGE				MEN			
	UNDER 40	41-55	OVER 55		UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 40	OVER 40	UNDER 55	OVER 55
Total	500	90	353	43	90	396	442	43	33	173	187	19				
FRIENDS & PEERS	59.0	62.2	58.6	55.0	62.2	58.2	59.3	55.0	60.5	55.6	57.9	41.7				
PARENTS	31.3	22.4	32.8	41.8	22.4	33.8	30.7	41.8	24.3	40.1	36.0	52.8				
THE MEDIA	7.1	11.5	6.5	3.2	11.5	6.2	7.5	3.2	5.3	2.8	3.0	5.5				
SCHOOL SYSTEM	0.8	0.7	0.6	-	0.7	0.6	0.6	-	1.8	-	0.3	-				
DK/REFUSED	1.7	3.2	1.5	-	3.2	1.3	1.8	-	8.1	1.5	2.8	-				

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL		WOMEN				GENDER	
			UNDER	OVER	UNDER	OVER	MALE	FEMALE
	40	40	55	55				
Total	500	57	223	256	24	210	290	
FRIENDS & PEERS	59.0	63.2	60.2	60.4	65.6	56.7	60.7	
PARENTS	31.3	21.3	28.9	26.8	33.1	37.6	26.8	
THE MEDIA	7.1	15.2	8.7	10.9	1.3	3.1	10.1	
SCHOOL SYSTEM	0.8	-	1.0	0.9	-	0.3	1.2	
DK/REFUSED	1.7	0.3	1.2	1.1	-	2.4	1.2	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	AREA													CHILDREN IN GRADES 6-12		APPROPRIATE TO START TALKING ABOUT ALCOHOL ABUSE		TALKED ABOUT ALCOHOL ABUSE		
															1	2	OVER 10/ LESS	11-14	15/ 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	158	65	18	75	142	60	82	89	45	44	21	57	33	301	197	241	204	35	467	33
14/YOUNGER	4.0	6.2	9.6	-	4.8	3.9	5.2	2.9	2.0	3.9	-	5.8	0.3	4.0	3.6	4.5	4.3	4.0	-	3.7	7.8
10/YOUNGER	0.7	1.5	3.6	-	-	0.9	-	1.5	-	-	-	-	-	-	1.0	0.3	1.5	-	-	0.8	-
11	0.8	2.3	1.9	-	3.1	0.2	-	0.3	-	-	-	-	-	-	1.3	-	0.6	0.6	-	0.8	-
12	1.1	1.7	4.1	-	-	1.2	2.9	-	-	-	-	5.8	-	-	0.2	2.6	0.5	2.2	-	1.0	3.5
13	0.2	-	-	-	-	0.6	-	1.1	-	-	-	-	-	-	-	0.5	0.4	-	-	0.2	-
14	1.2	0.8	-	-	1.7	1.0	2.3	-	2.0	3.9	-	-	0.3	4.0	1.2	1.2	1.4	1.3	-	1.0	4.2
15-17	7.2	3.5	3.8	0.5	4.0	11.5	6.4	15.2	5.6	11.1	-	26.7	7.2	-1.0	7.5	7.0	5.6	9.1	7.3	6.8	13.0
15	1.7	0.5	-	-	1.1	2.1	-	3.6	3.4	6.7	-	7.1	-	-	1.7	1.6	1.3	2.1	-	1.2	8.8
16	4.0	2.1	1.4	1.2	2.9	7.6	3.6	10.6	2.3	4.5	-	6.8	4.7	-1.0	4.1	3.8	3.5	4.8	2.8	4.0	4.2
17	1.6	0.9	2.4	-0.7	-	1.7	2.8	0.9	-	-	-	12.8	2.5	-	1.6	1.6	0.9	2.1	4.5	1.7	-
18/OLDER	77.9	74.1	74.3	90.2	70.1	76.3	73.7	78.3	81.0	75.2	87.0	65.8	83.9	91.6	76.5	79.8	77.3	79.6	83.8	79.1	60.3
18	18.4	23.2	28.9	21.9	18.5	17.1	22.8	13.0	14.9	6.0	24.0	15.8	16.4	15.1	17.1	19.9	18.2	18.3	26.4	19.4	3.4
19	2.2	2.3	4.4	-	1.0	4.0	3.7	4.2	1.8	3.6	-	-	-	-	2.6	1.6	2.7	2.2	-	2.0	4.9
20	1.1	1.5	1.0	9.2	-	0.9	0.9	0.9	1.8	3.6	-	-	-	-	0.2	2.4	0.6	1.9	-	1.1	-
21/OLDER	56.3	47.2	40.0	59.1	50.6	54.3	46.3	60.1	62.5	62.1	63.0	50.0	67.5	76.5	56.6	56.0	55.7	57.2	57.4	56.6	52.0
DK/REFUSED	10.9	16.1	12.2	9.2	21.1	8.3	14.6	3.6	11.4	9.7	13.0	1.7	8.6	5.4	12.4	8.7	12.8	7.3	8.8	10.3	18.9
Mean	19.50	19.16	18.56	20.14	19.46	19.32	19.26	19.36	19.92	19.69	20.17	18.68	20.07	20.28	19.53	19.47	19.50	19.48	19.78	19.53	19.08

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	TALK ABOUT ALCOHOL   ABUSE WITH YOUR   CHILDREN	TALKED WITH   CHILD./LAST   FEW MONTHS	RESEARCHED   UNDERAGED   DRINKING	UNDERAGED DRINKING IN   YOUR COMMUNITY	CONCERNED YOUR CHILDREN   WILL DRINK ALCOHOL	APPROPRIATE AGE FOR   YOUR CHILDREN TO TRY   ALCOHOL												
		FREQU-   ENTLY	SOME-   TIMES	RARELY 	YES 	NO 	YES 	NO 	PROB-   LEM	Ser-   ious	Minor 	NOT A   PROB-   LEM	CONC-   ERNED	Very 	Smwt. 	NOT AT   ALL	14-   LESS	15-17 	18/   OVER
Total	500	199	192	73	398	62	122	375	434	219	215	36	294	80	214	201	20	36	390
14/YOUNGER	4.0	3.8	3.8	3.2	3.7	4.1	0.9	5.0	4.1	2.9	5.3	3.4	4.8	3.5	5.3	2.8	100.0	-	-
10/YOUNGER	0.7	0.8	1.0	-	0.9	-	-	1.0	0.5	0.8	0.3	3.4	0.8	-	1.1	0.6	18.1	-	-
11	0.8	0.2	1.2	1.6	0.6	2.1	-	1.0	0.9	0.5	1.2	-	0.8	0.3	1.0	0.7	19.1	-	-
12	1.1	0.6	1.1	1.7	0.8	2.0	-	1.5	1.3	0.5	2.1	-	1.5	-	2.1	0.6	28.3	-	-
13	0.2	0.5	-	-	0.2	-	0.7	-	0.2	-	0.4	-	0.3	-	0.4	-	4.6	-	-
14	1.2	1.8	0.5	-	1.1	-	0.2	1.5	1.1	1.0	1.2	-	1.4	3.2	0.7	1.0	29.9	-	-
15-17	7.2	5.5	7.3	8.4	7.2	5.3	3.4	8.5	7.1	3.3	11.0	10.7	7.2	4.4	8.2	7.5	-	100.0	-
15	1.7	0.7	1.3	2.2	1.3	0.2	1.8	1.6	1.6	1.3	1.8	4.2	1.3	-	1.8	2.2	-	22.9	-
16	4.0	3.9	3.3	5.0	4.3	2.0	1.2	4.9	3.8	1.5	6.2	4.9	3.9	3.5	4.1	4.2	-	55.0	-
17	1.6	0.9	2.8	1.2	1.5	3.0	0.5	2.0	1.7	0.5	3.0	1.5	2.0	1.0	2.3	1.1	-	22.1	-
18/OLDER	77.9	78.3	80.7	79.0	79.8	78.4	79.2	77.3	79.9	82.2	77.5	60.5	79.2	85.9	76.7	75.5	-	-	100.0
18	18.4	14.0	25.3	19.5	18.7	22.6	19.0	17.6	19.2	19.7	18.7	11.4	22.4	25.1	21.3	12.2	-	-	23.6
19	2.2	2.6	1.8	1.0	2.3	-	0.9	2.6	2.5	3.6	1.4	-	3.7	2.9	4.0	-	-	-	2.8
20	1.1	1.1	1.2	1.1	1.3	-	1.9	0.8	1.2	1.3	1.1	-	1.5	1.0	1.7	0.4	-	-	1.4
21/OLDER	56.3	60.7	52.3	57.4	57.4	55.8	57.4	56.3	57.0	57.6	56.3	49.1	51.6	56.9	49.6	62.9	-	-	72.3
DK/REFUSED	10.9	12.3	8.2	9.3	9.3	12.2	16.5	9.1	8.9	11.6	6.2	25.5	8.8	6.2	9.7	14.2	-	-	-
Mean	19.50	19.76	19.32	19.51	19.54	19.52	19.97	19.38	19.51	19.74	19.29	19.22	19.30	19.63	19.17	19.81	11.82	15.99	20.22

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MANY CHILDREN START DRINKIN BEFORE AGE 15			CHILDREN DRINKING BEFORE 15 YEARS OLD			SEEN TV ADS STOP UNDERAGE DRINKING		RADIO ADS STOP UNDERAGE DRINKING		ONLINE ADS STOP UNDERAGE DRINKING		UNDERAGE DRINKING ADS 0 OF 3   1 OF 3   2 OF 3   3 OF 3				M.L. TO TALK WITH YOUR CHILDREN ABOUT UNDERAGE DRINKING		
		AWARE	UN- AWARE	PROB- LEM	Crisis	Prob- lem	NOT A PROB- LEM	YES	NO	YES	NO	YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	MORE LIKELY	LESS LIKELY	NO DIFF.
Total	500	455	41	471	193	278	19	242	256	129	358	92	402	207	139	100	37	223	1	59
14/YOUNGER	4.0	3.6	8.3	3.2	4.1	2.6	13.5	4.5	2.9	2.9	3.9	4.5	3.9	3.6	3.1	4.8	3.2	4.3	-	2.2
10/YOUNGER	0.7	0.8	-	0.8	1.5	0.2	-	1.5	-	1.0	0.5	0.7	0.7	-	1.2	1.2	-	1.6	-	-
11	0.8	0.8	-	0.3	0.2	0.4	6.1	1.0	0.5	1.0	0.7	-	0.9	0.7	0.8	1.3	-	1.1	-	-
12	1.1	1.0	2.8	1.2	0.6	1.6	-	1.1	1.2	0.9	1.2	2.9	0.7	1.4	-	1.5	3.2	1.2	-	-
13	0.2	0.2	-	-	-	-	-	-	0.4	-	0.3	-	0.2	0.4	-	-	-	-	-	-
14	1.2	0.8	5.5	1.0	1.8	0.4	7.4	0.9	0.9	-	1.3	0.8	1.3	1.1	1.1	0.8	-	0.4	-	2.2
15-17	7.2	7.2	5.1	6.7	4.4	8.3	17.0	9.3	5.3	8.1	6.4	4.8	7.9	4.7	9.3	7.1	9.3	8.3	-	8.5
15	1.7	1.2	3.3	1.1	0.8	1.4	8.1	1.6	1.8	1.9	1.2	-	2.1	1.4	1.0	2.4	-	1.7	-	-
16	4.0	4.4	-	3.9	1.6	5.4	8.9	4.5	3.6	2.7	4.2	1.1	4.7	3.3	6.6	1.6	2.7	3.6	-	6.1
17	1.6	1.6	1.9	1.7	2.0	1.5	-	3.3	-	3.5	1.0	3.8	1.1	-	1.7	3.2	6.6	3.0	-	2.4
18/OLDER	77.9	78.9	72.6	79.9	80.7	79.4	52.3	72.9	83.0	72.2	80.9	79.2	77.3	84.3	73.2	76.8	70.2	74.8	46.6	72.3
18	18.4	18.6	17.1	18.7	15.3	21.1	9.0	18.7	18.3	21.6	17.7	20.1	18.1	18.2	17.5	21.2	21.8	17.1	-	26.3
19	2.2	2.4	-	2.3	2.5	2.1	-	1.6	2.8	3.0	1.6	2.8	2.1	1.8	1.9	3.2	-	2.6	-	2.2
20	1.1	0.8	3.7	1.1	1.5	0.8	-	1.0	1.1	0.6	1.2	0.9	1.1	1.4	1.2	-	2.3	1.1	-	-
21/OLDER	56.3	57.0	51.8	57.8	61.4	55.3	43.3	51.7	60.8	46.8	60.4	55.5	56.0	62.9	52.7	52.4	46.2	53.9	46.6	43.8
DK/REFUSED	10.9	10.4	14.0	10.2	10.8	9.7	17.2	13.2	8.8	16.9	8.8	11.5	10.9	7.4	14.4	11.3	17.3	12.6	53.4	17.1
Mean	19.50	19.53	19.31	19.61	19.75	19.52	18.19	19.27	19.74	19.31	19.63	19.55	19.47	19.76	19.44	19.29	19.36	19.37	21.00	19.33

North Carolina ABC Commission



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	SEEN TV AD W/ MOTHER AT FUNERAL HOME		SEEN TV AD W/ FATHER FEEDIN HIS SON		SEEN TV ADS			HEARD OF TALKITOUTNC .ORG		VISITED TALKITOUTNC .ORG		OFTEN ADULTS IN HOUSEHOLD DRINK								
		YES	NO	YES	NO	0 OF 2	1 OF 2	2 OF 2	YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY	Rarely	Never
Total	500	250	247	251	240	188	106	195	138	352	26	460	144	82	62	76	40	36	279	124	155
14/YOUNGER	4.0	4.5	3.0	4.4	2.6	2.0	5.8	3.7	1.3	5.1	-	4.3	8.7	11.8	4.6	3.2	3.1	3.2	1.8	1.7	1.9
10/YOUNGER	0.7	0.9	-	0.3	0.7	-	1.6	0.3	-	1.0	-	0.8	0.5	0.8	-	1.6	3.1	-	0.6	-	1.1
11	0.8	1.0	0.5	1.5	*	*	1.2	1.3	0.8	0.8	-	0.8	2.4	4.3	-	-	-	-	0.1	-	0.2
12	1.1	1.3	1.0	2.2	-	-	2.3	1.7	-	1.6	-	1.2	3.1	4.8	0.9	1.5	-	3.2	-	-	-
13	0.2	0.4	-	0.4	-	-	-	0.5	-	0.3	-	0.2	-	-	-	-	-	-	0.3	-	0.6
14	1.2	0.9	1.5	-	1.9	2.0	0.7	-	0.6	1.5	-	1.3	2.7	1.9	3.7	-	-	-	0.7	1.7	-
15-17	7.2	9.2	5.4	9.6	5.1	5.7	3.8	11.0	6.0	7.7	8.4	7.4	11.6	12.1	10.9	10.5	12.7	8.1	4.1	7.2	1.6
15	1.7	1.7	1.6	2.1	1.3	1.7	0.8	2.2	-	2.1	-	1.8	3.7	6.5	-	1.8	3.5	-	0.6	1.3	-
16	4.0	4.2	3.8	4.3	3.8	4.1	3.1	4.6	3.6	4.3	3.0	4.2	5.0	5.0	4.9	6.3	6.0	6.5	2.9	4.4	1.6
17	1.6	3.3	-0.1	3.2	-0.1	-0.1	-	4.2	2.4	1.3	5.4	1.4	3.0	0.7	6.0	2.4	3.2	1.5	0.7	1.5	-
18/OLDER	77.9	73.3	82.8	74.3	82.3	83.8	78.2	72.6	82.9	76.1	74.8	77.7	74.0	68.4	81.3	81.9	76.5	87.9	79.3	82.5	76.7
18	18.4	20.2	16.8	18.1	18.5	17.9	16.9	19.7	17.1	18.3	15.1	18.2	28.2	30.8	24.9	20.2	14.9	26.0	12.8	18.6	8.2
19	2.2	3.2	1.2	2.7	1.7	0.7	4.3	2.6	1.9	2.4	-	2.4	3.4	5.9	-	2.8	3.1	2.5	1.4	2.3	0.7
20	1.1	0.9	1.2	0.9	1.3	1.2	1.5	0.8	-	1.5	-	1.1	0.5	0.9	-	2.9	4.1	1.5	0.8	1.2	0.5
21/OLDER	56.3	48.9	63.6	52.6	60.8	64.1	55.6	49.5	63.9	54.0	59.8	56.0	41.8	30.8	56.4	56.1	54.5	57.9	64.2	60.3	67.3
DK/REFUSED	10.9	13.1	8.8	11.8	10.0	8.5	12.2	12.6	9.7	11.0	16.8	10.6	5.7	7.6	3.2	4.4	7.6	0.8	14.8	8.7	19.8
Mean	19.50	19.22	19.82	19.32	19.79	19.90	19.43	19.24	19.95	19.34	20.02	19.46	18.58	17.96	19.37	19.38	19.29	19.47	20.07	19.81	20.31



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	SOCIAL NETWORKS						IDEOLOGY						PARTY			WHITE			
		USE SOCIAL MEDIA	Face- book	You- Tube	Inst- agram	DON'T USE SOCIAL	LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	
Total	500	377	295	29	13	122	101	35	66	149	110	111	221	166	203	106	15	139	94	96
14/YOUNGER	4.0	4.0	3.9	-	9.2	4.1	5.0	3.3	5.9	4.3	5.9	1.4	3.7	2.4	5.6	3.8	-	2.2	10.3	4.3
10/YOUNGER	0.7	1.0	1.0	-	-	-	-	-	-	1.1	1.1	0.6	0.9	0.4	1.4	-	-	0.5	1.3	-
11	0.8	0.6	0.8	-	-	1.1	1.0	-	1.6	0.9	1.1	-	0.5	-	1.7	-	-	-	3.7	-
12	1.1	1.2	0.6	-	9.2	1.0	1.1	3.3	-	1.8	1.6	-	0.8	0.3	1.2	2.5	-	0.4	2.5	2.8
13	0.2	0.2	0.3	-	-	-	-	-	-	-	-	0.8	0.4	0.6	-	-	-	-	-	-
14	1.2	0.9	1.2	-	-	2.0	2.8	-	4.3	0.5	2.1	-	1.0	1.1	1.3	1.3	-	1.3	2.7	1.5
15-17	7.2	5.8	5.9	5.4	-	11.0	8.6	10.5	7.7	8.2	6.2	5.4	5.8	7.6	5.4	10.9	7.7	8.3	8.9	11.7
15	1.7	0.9	0.5	0.5	-	2.9	1.4	4.0	-	3.1	0.7	-	0.4	0.5	1.4	4.2	-	0.6	1.6	3.1
16	4.0	3.2	3.3	5.0	-	6.8	7.3	6.5	7.7	2.7	4.5	3.4	3.9	5.0	3.9	2.6	7.7	6.0	7.3	4.2
17	1.6	1.7	2.0	-	-	1.3	-	-	-	2.4	1.0	2.1	1.5	2.1	-	4.0	-	1.8	-	4.5
18/OLDER	77.9	80.3	80.0	81.1	79.7	71.1	79.8	84.0	77.5	80.9	77.6	79.7	78.7	79.4	76.9	78.0	80.7	78.9	70.1	81.3
18	18.4	19.0	17.2	31.7	38.8	16.8	32.5	26.6	35.6	18.0	14.5	11.4	13.0	18.4	15.1	23.5	29.6	14.9	20.3	24.8
19	2.2	2.1	2.0	-	-	2.3	2.3	-	3.5	3.2	2.7	0.8	1.8	2.0	1.7	3.8	-	1.8	3.8	4.3
20	1.1	1.1	0.8	5.5	-	1.1	-	-	-	1.5	0.8	2.1	1.4	2.2	0.8	-	-	2.6	-	-
21/OLDER	56.3	58.2	60.1	43.8	40.9	50.9	45.0	57.4	38.4	58.3	59.6	65.4	62.5	56.8	59.3	50.7	51.1	59.5	46.0	52.2
DK/REFUSED	10.9	9.9	10.2	13.5	11.1	13.8	6.6	2.2	8.9	6.6	10.3	13.4	11.8	10.6	12.1	7.2	11.5	10.6	10.7	2.7
Mean	19.50	19.58	19.65	19.52	18.76	19.30	19.00	19.31	18.82	19.43	19.50	20.11	19.80	19.68	19.49	19.22	19.56	19.77	18.65	19.19

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17	18/ OLDER
Total	500	7	85	12	82	67	54	84	136	67	303	45	117	95	91	313	93	107	115	54
14/YOUNGER	4.0	-	2.0	-	1.2	3.8	5.4	3.5	6.5	1.8	4.2	2.7	4.4	2.4	5.8	4.2	3.3	4.4	3.5	5.0
10/YOUNGER	0.7	-	2.0	-	-	-	-	0.8	2.1	-	-	-	-	-	-	1.1	1.8	-	1.7	-
11	0.8	-	-	-	-	1.9	-	-	1.6	-	0.4	0.5	1.0	-	-	0.4	-	-	1.0	0.1
12	1.1	-	-	-	-	-	2.8	0.7	1.8	1.8	1.5	-	2.0	1.6	2.0	1.2	1.3	2.5	-	2.2
13	0.2	-	-	-	-	-	-	1.1	-	-	0.3	-	-	-	1.0	0.3	-	-	0.8	-
14	1.2	-	-	-	1.2	1.9	2.6	0.9	1.0	-	2.0	2.2	1.4	0.8	2.8	1.1	0.2	1.9	-	2.7
15-17	7.2	-	-	-	9.9	8.7	10.6	5.5	3.7	10.4	8.9	6.0	12.3	7.7	7.5	5.9	4.9	8.2	4.0	7.8
15	1.7	-	-	-	1.0	2.2	3.0	-	1.0	4.3	2.4	3.1	3.7	-	1.8	1.3	0.1	2.9	0.7	2.8
16	4.0	-	-	-	7.5	6.5	4.7	2.5	2.7	2.1	4.8	-	7.2	5.9	3.4	3.3	4.1	3.0	1.8	5.0
17	1.6	-	-	-	1.3	-	2.9	2.9	-	4.0	1.7	2.9	1.3	1.8	2.3	1.3	0.6	2.3	1.5	-
18/OLDER	77.9	80.4	81.8	71.8	81.5	68.4	78.3	77.4	81.1	78.4	77.0	80.9	76.6	78.2	79.1	79.2	79.2	80.7	83.8	59.4
18	18.4	36.8	10.1	29.1	19.7	12.9	31.8	17.1	16.2	18.2	19.5	21.4	15.2	23.7	19.8	19.2	14.7	22.4	20.0	16.3
19	2.2	-	-	-	2.3	-	3.0	1.7	2.6	3.7	2.9	-	4.8	-	3.4	1.7	2.4	2.1	0.8	-
20	1.1	-	-	-	-	2.4	-	4.4	-	-	1.6	5.5	3.3	0.9	0.9	1.4	0.8	1.4	1.3	5.3
21/OLDER	56.3	43.7	71.6	42.7	59.5	53.1	43.5	54.2	62.3	56.6	53.1	54.0	53.3	53.6	54.9	56.8	61.3	54.8	61.7	37.8
DK/REFUSED	10.9	19.6	16.3	28.2	7.4	19.1	5.8	13.7	8.7	9.4	9.9	10.4	6.8	11.8	7.7	10.8	12.6	6.7	8.8	27.8
Mean	19.50	19.63	20.34	19.78	19.69	19.52	18.91	19.67	19.48	19.56	19.39	19.65	19.29	19.54	19.38	19.53	19.75	19.39	19.69	19.12

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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12. 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)		MEN (PARENT)		WOMEN (PARENT)		GENDER (CHILDREN)			MEN		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	95	94	106	116	101	103	134	124	169	189	170	205	121	64	90	51
14/YOUNGER	4.0	3.5	6.7	4.2	1.7	4.9	4.7	4.0	2.2	4.3	5.5	4.8	3.4	4.1	2.0	4.3	3.0
10/YOUNGER	0.7	-	3.8	-	-	-	-	-	-	-	1.9	2.1	-	-	-	-	-
11	0.8	0.1	1.3	1.2	-	-	-	0.2	-	0.7	0.7	0.7	1.3	-	-	1.7	-
12	1.1	1.9	-	-	1.0	2.7	2.6	1.1	1.2	1.7	1.2	1.0	0.6	2.2	-	-	3.0
13	0.2	-	-	-	-	0.9	0.9	-	-	0.5	0.5	-	-	0.8	-	-	-
14	1.2	1.5	1.6	3.0	0.7	1.3	1.3	2.7	1.0	1.3	1.2	0.9	1.5	1.1	2.0	2.6	-
15-17	7.2	9.4	4.8	10.2	6.2	7.1	6.6	11.4	8.5	6.8	4.2	6.8	8.4	6.6	8.7	11.2	8.2
15	1.7	-	-	4.0	0.8	3.1	3.0	2.3	1.9	2.5	0.9	-	2.5	2.6	-	2.5	3.1
16	4.0	6.2	1.9	4.2	4.1	4.0	3.5	7.1	5.4	2.9	1.9	4.1	4.1	4.0	6.5	7.0	5.1
17	1.6	3.1	2.9	2.0	1.2	-	-	2.0	1.1	1.4	1.5	2.7	1.7	-	2.2	1.7	-
18/OLDER	77.9	76.6	80.2	72.7	81.6	81.7	75.5	73.3	78.3	80.0	79.7	79.4	76.0	78.1	77.7	71.8	78.7
18	18.4	19.3	18.0	18.6	21.2	20.8	18.3	19.2	23.3	19.7	16.5	17.7	19.6	17.6	22.5	22.3	15.7
19	2.2	2.7	1.1	2.8	1.0	3.1	3.0	2.6	1.5	3.1	1.8	2.1	2.0	2.6	-	1.8	3.7
20	1.1	0.9	0.6	0.8	0.7	3.0	3.0	1.2	1.3	1.8	1.5	0.8	0.4	2.5	-	-	3.2
21/OLDER	56.3	53.7	60.6	50.4	58.6	54.8	51.2	50.2	52.2	55.4	59.9	58.7	54.0	55.3	55.2	47.7	56.2
DK/REFUSED	10.9	10.6	8.3	12.9	10.6	6.3	13.2	11.3	11.0	8.9	10.6	9.1	12.3	11.3	11.6	12.7	10.1
Mean	19.50	19.47	19.37	19.30	19.76	19.39	19.40	19.28	19.48	19.48	19.56	19.48	19.47	19.54	19.61	19.14	19.57

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	WOMEN			AREA			INCOME					INCOME						
		MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL	UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k
Total	500	105	114	69	105	100	290	28	41	61	55	67	144	69	328	130	267	253	144
14/YOUNGER	4.0	6.5	2.6	4.9	1.3	8.1	3.6	5.4	-	5.4	2.6	1.9	4.5	2.2	3.8	3.7	3.4	3.0	4.5
10/YOUNGER	0.7	3.4	-	-	-	2.3	0.4	-	-	-	2.2	-	0.5	-	0.6	-	0.7	0.5	0.5
11	0.8	1.2	0.9	-	-	1.4	0.8	0.8	-	-	-	1.9	1.6	0.3	1.1	0.2	1.3	0.6	1.6
12	1.1	1.7	1.0	1.7	-	3.6	0.7	-	-	3.9	-	-	1.2	-	1.3	1.8	0.7	0.9	1.2
13	0.2	-	-	1.3	-	-	0.3	-	-	1.5	-	-	-	-	0.3	0.7	-	0.4	-
14	1.2	0.2	0.7	1.9	1.3	0.8	1.3	4.6	-	-	0.3	-	1.2	1.9	0.6	1.0	0.7	0.6	1.2
15-17	7.2	5.6	6.1	5.3	7.7	8.4	6.4	0.8	3.6	5.5	11.5	9.0	11.3	2.4	9.8	3.9	10.8	6.9	11.3
15	1.7	-	2.5	2.2	-	1.5	1.8	-	3.6	-	0.2	2.3	3.6	2.1	2.1	1.1	2.6	1.2	3.6
16	4.0	2.6	1.8	3.1	6.4	5.5	2.8	0.8	-	3.6	11.3	4.7	4.2	0.3	5.4	1.9	5.8	4.7	4.2
17	1.6	3.0	1.7	-	1.4	1.3	1.9	-	-	1.8	-	2.1	3.5	-	2.3	0.9	2.4	1.0	3.5
18/OLDER	77.9	80.3	79.3	77.6	82.7	75.1	77.2	75.3	86.9	75.7	75.8	81.0	74.1	82.3	76.1	79.2	76.2	78.9	74.1
18	18.4	14.8	17.4	19.0	26.7	14.0	16.4	28.0	16.6	9.4	14.6	19.7	21.0	21.2	17.5	15.7	19.4	16.5	21.0
19	2.2	3.4	2.3	1.8	1.8	4.9	1.4	-	-	2.6	1.3	-	4.3	-	2.6	1.2	2.6	0.9	4.3
20	1.1	1.3	0.7	2.1	-	2.3	1.0	3.0	-	0.9	1.5	-	0.5	1.2	0.6	1.1	0.6	0.9	0.5
21/OLDER	56.3	60.9	58.9	54.7	54.2	53.9	58.3	44.3	70.3	62.8	58.4	61.3	48.3	59.8	55.4	61.2	53.7	60.6	48.3
DK/REFUSED	10.9	7.6	12.0	12.2	8.3	8.5	12.8	18.5	9.5	13.4	10.1	8.1	10.1	13.1	10.3	13.3	9.6	11.2	10.1
Mean	19.50	19.40	19.73	19.52	19.58	19.07	19.66	19.39	20.21	19.77	19.49	19.66	19.11	19.90	19.41	19.84	19.33	19.71	19.11

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	EDUCATION							MEN				WOMEN				MARITAL STATUS		
		LESS/ COLLEG GRAD.	Some High School	High School	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	SINGLE	MARRY	DIV- ORCED
Total	500	193	13	83	97	303	191	113	80	127	80	47	113	176	110	66	33	407	38
14/YOUNGER	4.0	1.4	1.8	2.3	0.7	5.6	3.1	10.0	0.3	5.1	3.2	8.3	2.2	6.1	3.0	11.2	-	3.8	11.8
10/YOUNGER	0.7	0.9	-	2.0	-	0.6	0.7	0.6	-	-	-	-	1.5	1.1	1.1	1.0	-	0.9	-
11	0.8	0.2	1.8	-	0.1	1.2	0.7	2.0	0.3	1.0	1.6	-	0.1	1.3	-	3.4	-	0.9	0.6
12	1.1	0.3	-	-	0.6	1.7	0.6	3.4	-	1.2	-	3.2	0.5	2.0	1.1	3.6	-	1.1	3.0
13	0.2	-	-	-	-	0.3	0.5	-	-	-	-	-	-	0.5	0.8	-	-	-	2.4
14	1.2	0.1	-	0.2	-	1.9	0.7	4.0	-	2.9	1.6	5.1	0.2	1.2	-	3.2	-	0.9	5.7
15-17	7.2	4.5	11.7	5.0	3.0	9.2	8.9	9.8	6.3	11.7	11.0	12.9	3.2	7.4	7.4	7.6	4.5	8.7	0.6
15	1.7	0.8	11.7	-	-	2.2	2.0	2.7	-	3.0	3.0	3.1	1.4	1.6	1.2	2.3	-	2.0	-
16	4.0	2.1	-	5.0	-	5.3	5.3	5.4	4.9	7.2	5.7	9.8	0.2	3.9	4.9	2.2	4.5	4.7	0.6
17	1.6	1.5	-	-	3.0	1.7	1.7	1.8	1.4	1.5	2.3	-	1.6	1.9	1.2	3.0	-	2.0	-
18/OLDER	77.9	81.1	84.2	81.3	80.5	75.6	77.9	71.6	78.6	73.9	76.6	69.3	82.9	76.8	78.9	73.3	74.0	77.1	81.0
18	18.4	18.8	24.7	13.7	22.4	17.9	16.1	21.0	20.4	20.5	18.5	23.9	17.7	16.0	14.3	18.9	21.2	17.9	22.9
19	2.2	1.0	-	2.4	-	2.9	2.8	3.2	-	2.7	1.1	5.5	1.7	3.1	4.0	1.6	-	2.7	-
20	1.1	2.1	-	4.0	0.8	0.4	0.7	-	2.0	-	-	-	2.1	0.7	1.1	-	-	0.9	2.0
21/OLDER	56.3	59.1	59.5	61.3	57.3	54.3	58.4	47.4	56.2	50.6	57.0	39.8	61.3	57.0	59.5	52.8	52.9	55.6	56.1
DK/REFUSED	10.9	13.0	2.4	11.4	15.8	9.5	10.0	8.6	14.9	9.3	9.2	9.5	11.7	9.7	10.7	8.0	21.5	10.4	6.6
Mean	19.50	19.87	19.35	19.85	19.98	19.27	19.57	18.75	19.87	19.15	19.45	18.62	19.87	19.35	19.66	18.85	19.91	19.44	19.22

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	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	181	227	329	72	337	158	36	105	148	36	189	69	56	20	272	84
14/YOUNGER	4.0	2.8	4.6	3.3	6.5	5.1	1.8	2.5	1.6	4.4	-	5.6	2.4	0.3	-	6.2	2.0
10/YOUNGER	0.7	-	1.6	0.4	0.9	0.6	1.1	-	1.6	-	-	1.0	2.4	-	-	0.7	2.0
11	0.8	0.7	1.0	0.4	1.8	1.1	0.1	-	-	0.9	-	1.2	-	-	-	1.3	-
12	1.1	0.8	1.3	0.9	3.8	1.7	-	-	-	1.0	-	2.2	-	-	-	2.1	-
13	0.2	-	-	0.3	-	-	0.6	2.5	-	-	-	-	-	-	-	-	-
14	1.2	1.3	0.7	1.4	-	1.8	-	-	-	2.5	-	1.2	-	0.3	-	2.1	-
15-17	7.2	10.2	7.5	6.0	12.9	9.5	3.3	11.2	-	12.8	-	6.9	-	3.6	-	10.8	-
15	1.7	2.1	2.0	1.1	2.0	1.6	1.9	8.1	-	2.6	-	0.8	-	-	-	2.0	-
16	4.0	6.5	3.2	3.1	8.7	5.8	0.7	-	-	8.9	-	3.4	-	2.5	-	6.5	-
17	1.6	1.6	2.3	1.8	2.2	2.1	0.7	3.1	-	1.3	-	2.7	-	1.0	-	2.4	-
18/OLDER	77.9	75.3	78.5	79.2	73.1	77.0	79.1	79.1	80.7	74.1	79.6	79.3	81.3	92.3	92.1	74.8	79.3
18	18.4	19.9	16.3	16.4	19.9	19.3	16.0	18.6	13.9	18.9	19.3	19.6	11.0	18.6	24.2	19.3	11.7
19	2.2	1.9	3.3	1.6	4.5	3.0	0.5	2.0	-	2.4	-	3.5	-	2.3	-	3.3	-
20	1.1	0.9	0.9	1.2	0.9	1.1	1.0	4.5	-	-	-	1.9	-	-	-	1.4	-
21/OLDER	56.3	52.6	58.0	60.0	47.8	53.6	61.6	54.0	66.8	52.8	60.3	54.2	70.3	71.3	67.8	50.9	67.6
DK/REFUSED	10.9	11.6	9.5	11.5	7.5	8.5	15.9	7.1	17.7	8.8	20.4	8.2	16.2	3.8	7.9	8.1	18.7
Mean	19.50	19.42	19.46	19.74	18.87	19.29	19.97	19.43	20.25	19.23	20.27	19.33	20.24	20.17	20.21	19.10	20.26

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AGE			AGE				MEN			
		UNDER	41-55	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER
		40		55	40	40	55	55	40	40	55	55
Total	500	90	353	43	90	396	442	43	33	173	187	19
14/YOUNGER	4.0	0.2	4.6	7.8	0.2	5.0	3.7	7.8	-	3.9	2.8	7.9
10/YOUNGER	0.7	-	0.8	1.6	-	0.9	0.7	1.6	-	-	-	-
11	0.8	-	0.6	3.5	-	1.0	0.5	3.5	-	0.9	-	7.9
12	1.1	-	1.3	2.7	-	1.4	1.0	2.7	-	0.9	0.8	-
13	0.2	-	0.3	-	-	0.2	0.2	-	-	-	-	-
14	1.2	0.2	1.6	-	0.2	1.4	1.3	-	-	2.1	2.0	-
15-17	7.2	5.1	8.5	4.4	5.1	8.1	7.8	4.4	3.3	10.9	10.3	4.2
15	1.7	1.7	1.9	-	1.7	1.7	1.9	-	-	2.2	2.1	-
16	4.0	1.6	4.8	4.4	1.6	4.7	4.1	4.4	-	7.6	6.6	4.2
17	1.6	1.9	1.8	-	1.9	1.6	1.8	-	3.3	1.1	1.6	-
18/OLDER	77.9	89.0	76.5	71.3	89.0	75.9	79.0	71.3	89.8	72.6	75.5	73.9
18	18.4	21.5	18.0	13.9	21.5	17.6	18.7	13.9	23.5	19.5	19.8	23.3
19	2.2	2.3	2.5	-	2.3	2.2	2.5	-	-	2.0	1.9	-
20	1.1	-	1.3	1.3	-	1.3	1.1	1.3	-	0.9	0.9	-
21/OLDER	56.3	65.2	54.6	56.0	65.2	54.8	56.8	56.0	66.3	50.1	53.0	50.5
DK/REFUSED	10.9	5.7	10.4	16.6	5.7	11.1	9.4	16.6	6.9	12.6	11.5	14.1
Mean	19.50	19.98	19.39	19.28	19.98	19.37	19.51	19.28	20.10	19.28	19.46	19.03

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL		WOMEN				GENDER	
			UNDER 40	OVER 40	UNDER 55	OVER 55	MALE	FEMALE
Total	500	57	223	256	24	210	290	
14/YOUNGER	4.0	0.3	5.8	4.4	7.7	3.2	4.5	
10/YOUNGER	0.7	-	1.6	1.1	2.8	-	1.2	
11	0.8	-	1.0	0.9	-	0.7	0.8	
12	1.1	-	1.8	1.2	4.8	0.7	1.4	
13	0.2	-	0.4	0.4	-	-	0.3	
14	1.2	0.3	0.9	0.9	-	1.7	0.8	
15-17	7.2	6.2	5.8	6.0	4.6	9.4	5.7	
15	1.7	2.7	1.3	1.7	-	1.8	1.5	
16	4.0	2.5	2.5	2.3	4.6	6.3	2.3	
17	1.6	1.0	2.1	2.0	-	1.4	1.8	
18/OLDER	77.9	88.5	78.5	81.6	69.2	75.9	79.4	
18	18.4	20.3	16.1	17.9	6.4	21.0	16.5	
19	2.2	3.6	2.4	2.9	-	1.7	2.6	
20	1.1	-	1.6	1.2	2.3	0.8	1.3	
21/OLDER	56.3	64.6	58.4	59.6	60.4	52.5	59.1	
DK/REFUSED	10.9	5.0	9.8	7.9	18.6	11.5	10.4	
Mean	19.50	19.91	19.45	19.55	19.48	19.41	19.57	



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 13 Page 145  
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13. ARE YOU AWARE OR UNAWARE THAT MANY CHILDREN START DRINKING ALCOHOL BEFORE THE AGE OF 15? IF YOU ARE UNAWARE, PLEASE SAY SO.

	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	YES	NO/ NOT YET
Total	500	158	65	18	75	142	60	82	89	45	44	21	57	33	301	197	241	204	35	467	33
AWARE	90.9	90.9	91.5	82.3	92.4	94.2	94.3	94.1	86.1	77.7	94.8	88.3	91.1	91.3	91.0	90.8	93.5	87.9	89.7	92.1	74.2
UNAWARE	8.3	9.1	8.5	17.7	7.6	4.7	5.7	4.0	12.2	19.1	5.2	11.7	8.9	5.5	8.6	7.9	5.5	11.3	10.3	7.4	21.1
DK/REFUSED	0.8	-	-	-	-	1.1	-	1.9	1.6	3.3	-	-	-	3.2	0.5	1.3	1.0	0.8	-	0.5	4.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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13. ARE YOU AWARE OR UNAWARE THAT MANY CHILDREN START DRINKING ALCOHOL BEFORE THE AGE OF 15? IF YOU ARE UNAWARE, PLEASE SAY SO.

	TOTAL	TALK ABOUT ALCOHOL ABUSE WITH YOUR CHILDREN			TALKED WITH CHILD./LAST FEW MONTHS		RESEARCHED UNDERAGED DRINKING		UNDERAGED DRINKING IN YOUR COMMUNITY				CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL				APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL		
		FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	14- LESS	15-17	18/ OVER
Total	500	199	192	73	398	62	122	375	434	219	215	36	294	80	214	201	20	36	390
AWARE	90.9	91.3	94.0	89.2	92.4	89.7	92.8	90.2	91.6	94.4	88.8	86.8	92.8	93.5	92.5	88.6	82.8	89.9	92.0
UNAWARE	8.3	8.0	6.0	9.4	7.0	10.3	6.0	9.1	8.0	5.6	10.5	9.0	7.2	6.5	7.5	9.4	17.2	5.9	7.7
DK/REFUSED	0.8	0.7	-	1.4	0.6	-	1.2	0.7	0.3	-	0.7	4.2	-	-	-	2.0	-	4.2	0.3

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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13. ARE YOU AWARE OR UNAWARE THAT MANY CHILDREN START DRINKING ALCOHOL BEFORE THE AGE OF 15? IF YOU ARE UNAWARE, PLEASE SAY SO.

	TOTAL	MANY CHILDREN START DRINKIN BEFORE AGE 15		CHILDREN DRINKING BEFORE 15 YEARS OLD				SEEN TV ADS STOP UNDERAGE DRINKING		RADIO ADS STOP UNDERAGE DRINKING		ONLINE ADS STOP UNDERAGE DRINKING		UNDERAGE DRINKING ADS				M.L. TO TALK WITH YOUR CHILDREN ABOUT UNDERAGE DRINKING		
		AWARE	UN- AWARE	PROB- LEM	Crisis	Prob- lem	NOT A PROB- LEM	YES	NO	YES	NO	YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	MORE LIKELY	LESS LIKELY	NO DIFF.
Total	500	455	41	471	193	278	19	242	256	129	358	92	402	207	139	100	37	223	1	59
AWARE	90.9	100.0	-	90.7	90.3	91.0	91.9	93.0	88.9	93.7	90.0	94.5	90.0	87.8	92.1	96.9	88.1	93.4	100.0	93.7
UNAWARE	8.3	-	100.0	8.8	8.4	9.0	-	6.4	10.1	5.2	9.7	5.5	9.0	11.7	7.9	1.7	11.9	6.0	-	6.3
DK/REFUSED	0.8	-	-	0.5	1.3	-	8.1	0.6	1.0	1.1	0.3	-	1.0	0.5	-	1.5	-	0.7	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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13. ARE YOU AWARE OR UNAWARE THAT MANY CHILDREN START DRINKING ALCOHOL BEFORE THE AGE OF 15? IF YOU ARE UNAWARE, PLEASE SAY SO.

	TOTAL	SEEN TV AD W/		SEEN TV AD W/		SEEN TV ADS			HEARD OF		VISITED		OFTEN ADULTS IN HOUSEHOLD DRINK								
		MOTHER AT		FATHER FEEDIN		0 OF 2	1 OF 2	2 OF 2	TALKITOUTNC		TALKITOUTNC		REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY	Rarely	Never
		YES	NO	YES	NO				YES	NO	YES	NO									
Total	500	250	247	251	240	188	106	195	138	352	26	460	144	82	62	76	40	36	279	124	155
AWARE	90.9	92.7	89.7	93.2	88.2	87.8	94.1	92.5	92.4	90.1	87.9	90.8	88.7	90.5	86.4	94.2	98.0	90.1	91.7	90.2	92.9
UNAWARE	8.3	6.7	9.3	6.2	10.7	10.9	5.9	6.7	6.8	9.1	12.1	8.3	9.5	6.3	13.6	5.8	2.0	9.9	8.3	9.8	7.1
DK/REFUSED	0.8	0.6	1.0	0.6	1.1	1.4	-	0.8	0.8	0.9	-	0.9	1.8	3.1	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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13. ARE YOU AWARE OR UNAWARE THAT MANY CHILDREN START DRINKING ALCOHOL BEFORE THE AGE OF 15? IF YOU ARE UNAWARE, PLEASE SAY SO.

	TOTAL	SOCIAL NETWORKS						IDEOLOGY						PARTY			WHITE			
		USE	Face-	You-	Inst-	DON'T	LIB-	Very	Smwt.	MOD-	Smwt.	Very	CONSER	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
		SOCIAL	book	Tube	agram	USE	ERAL			ERATE			VATIVE	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
		MEDIA				SOCIAL										/OTHER			/OTHER	
Total	500	377	295	29	13	122	101	35	66	149	110	111	221	166	203	106	15	139	94	96
AWARE	90.9	91.2	91.2	90.7	98.7	90.2	92.2	93.2	91.6	91.8	88.1	92.1	90.1	89.7	91.3	93.3	85.5	88.6	93.1	96.0
UNAWARE	8.3	8.4	8.8	9.3	1.3	7.7	7.8	6.8	8.4	7.2	11.9	6.9	9.4	9.6	8.0	5.3	14.5	10.6	5.3	4.0
DK/REFUSED	0.8	0.4	-	-	-	2.1	-	-	-	1.0	-	0.9	0.5	0.6	0.7	1.4	-	0.8	1.6	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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13. ARE YOU AWARE OR UNAWARE THAT MANY CHILDREN START DRINKING ALCOHOL BEFORE THE AGE OF 15? IF YOU ARE UNAWARE, PLEASE SAY SO.

	TOTAL	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	11/YOUNGER	12	13	14	15/OLDER	15	16	17	18/OLDER
Total	500	7	85	12	82	67	54	84	136	67	303	45	117	95	91	313	93	107	115	54
AWARE	90.9	100.0	87.6	100.0	90.3	89.6	95.7	89.1	92.1	89.6	88.1	83.0	87.1	87.6	93.7	92.4	92.7	90.6	95.6	85.7
UNAWARE	8.3	-	12.4	-	8.4	8.2	4.3	10.9	7.9	8.2	10.6	17.0	10.3	11.3	6.3	6.8	6.2	8.0	4.4	11.5
DK/REFUSED	0.8	-	-	-	1.3	2.2	-	-	-	2.3	1.3	-	2.6	1.1	-	0.8	1.1	1.4	-	2.8

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13. ARE YOU AWARE OR UNAWARE THAT MANY CHILDREN START DRINKING ALCOHOL BEFORE THE AGE OF 15? IF YOU ARE UNAWARE, PLEASE SAY SO.

	TOTAL	MALE ONLY		FEMALE ONLY		BOTH		MEN		WOMEN		GENDER			MEN		
		(CHILDREN)		(CHILDREN)		(CHILDREN)		(PARENT)		(PARENT)		(CHILDREN)					
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	95	94	106	116	101	103	134	124	169	189	170	205	121	64	90	51
AWARE	90.9	88.8	93.3	86.6	93.0	88.7	90.9	87.6	92.5	88.5	92.3	91.3	90.6	90.6	89.3	93.5	89.6
UNAWARE	8.3	9.6	6.7	13.4	7.0	8.8	6.6	10.5	6.6	10.6	6.9	7.8	9.4	7.3	8.4	6.5	8.4
DK/REFUSED	0.8	1.5	-	-	-	2.6	2.5	1.9	0.8	0.9	0.8	0.9	-	2.1	2.3	-	2.0

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13. ARE YOU AWARE OR UNAWARE THAT MANY CHILDREN START DRINKING ALCOHOL BEFORE THE AGE OF 15? IF YOU ARE UNAWARE, PLEASE SAY SO.

	TOTAL	WOMEN			AREA			INCOME					INCOME						
		MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL	UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k
Total	500	105	114	69	105	100	290	28	41	61	55	67	144	69	328	130	267	253	144
AWARE	90.9	92.6	88.4	91.3	93.0	87.7	92.2	92.4	95.8	88.2	98.8	87.5	88.8	94.4	90.1	91.5	90.6	92.0	88.8
UNAWARE	8.3	7.4	11.6	6.5	7.0	12.3	7.0	7.6	4.2	11.8	1.2	8.0	11.2	5.6	9.0	8.5	8.3	6.8	11.2
DK/REFUSED	0.8	-	-	2.2	-	-	0.9	-	-	-	-	4.5	-	-	0.9	-	1.1	1.2	-



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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13. ARE YOU AWARE OR UNAWARE THAT MANY CHILDREN START DRINKING ALCOHOL BEFORE THE AGE OF 15? IF YOU ARE UNAWARE, PLEASE SAY SO.

	TOTAL	EDUCATION							MEN				WOMEN				MARITAL STATUS		
		LESS/	Some	High	Some	COL-	Col-	Post	NOT	COL-	Col-	Post	NOT	COL-	Col-	Post	SINGLE	MARRY	DIV-
		COLLEG	High	School	Col-	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.			ORCED
		GRAD.	School	Grad.	lege	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.		GRAD.	GRAD.	Grad.				
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	193	13	83	97	303	191	113	80	127	80	47	113	176	110	66	33	407	38
AWARE	90.9	91.3	88.0	90.3	92.6	91.0	89.9	92.7	93.4	90.8	90.6	91.0	89.8	91.1	89.4	93.9	93.3	92.5	79.1
UNAWARE	8.3	7.4	0.4	8.5	7.4	8.6	9.3	7.3	5.3	8.1	7.5	9.0	8.9	8.9	10.6	6.1	6.7	6.5	20.9
DK/REFUSED	0.8	1.3	11.7	1.3	-	0.5	0.8	-	1.3	1.2	1.8	-	1.4	-	-	-	-	1.0	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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13. ARE YOU AWARE OR UNAWARE THAT MANY CHILDREN START DRINKING ALCOHOL BEFORE THE AGE OF 15? IF YOU ARE UNAWARE, PLEASE SAY SO.

	TOTAL	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	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	181	227	329	72	337	158	36	105	148	36	189	69	56	20	272	84
AWARE	90.9	90.6	93.9	92.9	90.2	92.0	88.9	88.6	90.0	91.6	94.6	92.4	87.6	89.1	66.1	92.7	95.5
UNAWARE	8.3	8.0	5.4	6.8	7.8	7.2	10.1	7.1	10.0	6.7	5.4	7.6	12.4	10.9	33.9	6.4	4.5
DK/REFUSED	0.8	1.4	0.7	0.3	2.0	0.7	1.0	4.3	-	1.7	-	-	-	-	-	0.9	-

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13. ARE YOU AWARE OR UNAWARE THAT MANY CHILDREN START DRINKING ALCOHOL BEFORE THE AGE OF 15? IF YOU ARE UNAWARE, PLEASE SAY SO.

	TOTAL	AGE			AGE				MEN			
		UNDER 40	41-55	OVER 55	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 40	OVER 40	UNDER 55	OVER 55
Total	500	90	353	43	90	396	442	43	33	173	187	19
AWARE	90.9	80.8	93.0	95.5	80.8	93.3	90.5	95.5	86.0	92.6	90.7	100.0
UNAWARE	8.3	17.5	6.3	4.5	17.5	6.1	8.6	4.5	14.0	6.0	8.0	-
DK/REFUSED	0.8	1.7	0.7	-	1.7	0.6	0.9	-	-	1.5	1.3	-

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13. ARE YOU AWARE OR UNAWARE THAT MANY CHILDREN START DRINKING ALCOHOL BEFORE THE AGE OF 15? IF YOU ARE UNAWARE, PLEASE SAY SO.

	TOTAL		WOMEN				GENDER	
			UNDER	OVER	UNDER	OVER	MALE	FEMALE
			40	40	55	55		
Total	500	57	223	256	24	210	290	
AWARE	90.9	77.7	93.8	90.4	92.0	91.4	90.6	
UNAWARE	8.3	19.6	6.2	9.0	8.0	7.4	8.8	
DK/REFUSED	0.8	2.7	-	0.6	-	1.2	0.5	



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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14. DO YOU CONSIDER CHILDREN STARTING TO DRINK ALCOHOL BEFORE THE AGE OF 15 TO BE A CRISIS, A PROBLEM BUT NOT A CRISIS OR NOT A PROBLEM?

	TOTAL	AREA													CHILDREN IN		APPROPRIATE TO			TALKED ABOUT	
															GRADES 6-12		START TALKING ABOUT	ALCOHOL ABUSE	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	10/ LESS	11-14	15/ OVER	YES	NO/ NOT YET
Total	500	158	65	18	75	142	60	82	89	45	44	21	57	33	301	197	241	204	35	467	33
PROBLEM	94.2	94.9	93.6	100.0	94.8	92.4	91.9	92.8	92.9	90.3	95.5	100.0	97.1	93.1	93.5	95.3	92.5	96.7	96.1	94.7	86.3
CRISIS	38.6	38.5	33.7	51.7	39.4	39.2	41.6	37.5	32.6	29.0	36.2	34.1	44.0	47.0	39.4	37.4	36.8	43.2	23.6	39.8	22.2
PROBLEM	55.6	56.5	59.9	48.3	55.4	53.2	50.3	55.4	60.3	61.3	59.2	65.9	53.2	46.1	54.1	57.9	55.8	53.5	72.4	55.0	64.2
NOT A PROBLEM	3.8	3.3	3.9	-	3.5	4.4	4.4	4.4	5.6	6.6	4.5	-	0.5	6.9	3.8	3.7	4.7	2.3	3.9	3.1	13.7
DK/REFUSED	2.0	1.8	2.5	-	1.7	3.2	3.7	2.8	1.6	3.1	-	-	2.4	-	2.7	1.0	2.8	1.1	-	2.2	-

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14. DO YOU CONSIDER CHILDREN STARTING TO DRINK ALCOHOL BEFORE THE AGE OF 15 TO BE A CRISIS, A PROBLEM BUT NOT A CRISIS OR NOT A PROBLEM?

	TOTAL	TALK ABOUT ALCOHOL ABUSE WITH YOUR CHILDREN			TALKED WITH CHILD./LAST FEW MONTHS		RESEARCHED UNDERAGED DRINKING		UNDERAGED DRINKING IN YOUR COMMUNITY				CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL				APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL		
		FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	14- LESS	15-17	18/ OVER
Total	500	199	192	73	398	62	122	375	434	219	215	36	294	80	214	201	20	36	390
PROBLEM	94.2	95.7	94.7	91.9	95.2	94.4	95.9	94.0	95.4	96.7	94.1	85.0	95.7	98.9	94.5	91.9	76.1	87.3	96.6
CRISIS	38.6	51.1	31.3	33.0	42.8	22.1	44.8	36.6	39.5	49.2	29.7	37.3	39.9	56.8	33.5	36.9	39.9	23.4	40.0
PROBLEM	55.6	44.6	63.4	58.9	52.4	72.3	51.0	57.4	55.9	47.5	64.4	47.7	55.8	42.0	61.0	55.1	36.2	63.9	56.6
NOT A PROBLEM	3.8	2.1	2.2	8.1	3.3	2.2	2.5	4.2	3.3	3.0	3.6	10.4	3.5	1.1	4.3	4.3	12.9	8.9	2.5
DK/REFUSED	2.0	2.1	3.1	-	1.5	3.4	1.7	1.8	1.3	0.4	2.3	4.6	0.9	-	1.2	3.8	11.0	3.9	0.8

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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14. DO YOU CONSIDER CHILDREN STARTING TO DRINK ALCOHOL BEFORE THE AGE OF 15 TO BE A CRISIS, A PROBLEM BUT NOT A CRISIS OR NOT A PROBLEM?

	TOTAL	MANY CHILDREN START DRINKIN BEFORE AGE 15			CHILDREN DRINKING BEFORE 15 YEARS OLD			SEEN TV ADS STOP UNDERAGE DRINKING		RADIO ADS STOP UNDERAGE DRINKING		ONLINE ADS STOP UNDERAGE DRINKING		UNDERAGE DRINKING ADS				M.L. TO TALK WITH YOUR CHILDREN ABOUT UNDERAGE DRINKING		
		AWARE	UN- AWARE	PROB- LEM	Crisis	Prob- lem	NOT A PROB- LEM	YES	NO	YES	NO	YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	MORE LIKELY	LESS LIKELY	NO DIFF.
Total	500	455	41	471	193	278	19	242	256	129	358	92	402	207	139	100	37	223	1	59
PROBLEM	94.2	94.0	100.0	100.0	100.0	100.0	-	94.3	94.6	94.0	95.3	92.7	94.5	94.8	96.8	95.9	85.8	95.6	100.0	93.1
CRISIS	38.6	38.4	39.3	41.0	100.0	-	-	42.1	35.4	52.4	33.9	47.9	36.5	33.4	37.8	43.3	63.9	44.6	37.6	39.2
PROBLEM	55.6	55.6	60.7	59.0	-	100.0	-	52.2	59.2	41.6	61.4	44.8	57.9	61.4	59.0	52.6	21.9	51.0	62.4	53.9
NOT A PROBLEM	3.8	3.8	-	-	-	-	100.0	4.6	2.5	3.9	2.6	5.3	3.5	1.6	3.2	3.3	9.0	3.5	-	5.5
DK/REFUSED	2.0	2.2	-	-	-	-	-	1.1	2.9	2.1	2.1	2.1	2.1	3.6	-	0.8	5.2	0.8	-	1.4

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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14. DO YOU CONSIDER CHILDREN STARTING TO DRINK ALCOHOL BEFORE THE AGE OF 15 TO BE A CRISIS, A PROBLEM BUT NOT A CRISIS OR NOT A PROBLEM?

	TOTAL	SEEN TV AD W/ MOTHER AT FUNERAL HOME		SEEN TV AD W/ FATHER FEEDIN HIS SON		SEEN TV ADS			HEARD OF TALKITOUTNC .ORG		VISITED TALKITOUTNC .ORG		OFTEN ADULTS IN HOUSEHOLD DRINK								
		YES	NO	YES	NO	0 OF 2	1 OF 2	2 OF 2	YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY	Rarely	Never
Total	500	250	247	251	240	188	106	195	138	352	26	460	144	82	62	76	40	36	279	124	155
PROBLEM	94.2	93.3	94.8	93.7	94.9	94.6	95.5	93.3	94.1	94.1	93.3	94.4	92.2	89.1	96.3	95.9	94.6	97.3	94.6	95.3	94.1
CRISIS	38.6	41.3	35.5	41.6	35.0	34.5	38.7	42.3	43.2	37.4	64.7	37.3	29.5	28.6	30.8	32.5	32.2	32.9	44.6	36.6	51.0
PROBLEM	55.6	52.0	59.3	52.2	59.9	60.1	56.9	51.0	50.8	56.8	28.6	57.1	62.7	60.6	65.4	63.4	62.4	64.4	50.0	58.6	43.0
NOT A PROBLEM	3.8	4.7	3.1	3.8	3.5	3.4	3.3	4.2	4.6	3.7	6.7	3.5	6.4	8.3	3.7	1.3	-	2.7	3.3	3.6	3.0
DK/REFUSED	2.0	2.0	2.1	2.5	1.6	2.0	1.2	2.6	1.4	2.2	-	2.1	1.4	2.5	-	2.8	5.4	-	2.1	1.1	2.9



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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14. DO YOU CONSIDER CHILDREN STARTING TO DRINK ALCOHOL BEFORE THE AGE OF 15 TO BE A CRISIS, A PROBLEM BUT NOT A CRISIS OR NOT A PROBLEM?

	TOTAL	SOCIAL NETWORKS						IDEOLOGY						PARTY			WHITE			
		USE	Face-	You-	Inst-	DON'T	LIB-	Very	Smwt.	MOD-	Smwt.	Very	CONSER	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
		SOCIAL	book	Tube	agram	USE	ERAL			ERATE			VATIVE	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
		MEDIA				SOCIAL										/OTHER			/OTHER	
Total	500	377	295	29	13	122	101	35	66	149	110	111	221	166	203	106	15	139	94	96
PROBLEM	94.2	94.7	93.7	98.1	100.0	92.1	90.1	90.2	90.0	96.2	98.2	96.1	97.2	96.9	91.8	94.6	90.7	97.6	93.5	95.6
CRISIS	38.6	38.6	38.9	32.2	15.7	38.2	32.2	32.8	31.9	43.7	33.4	45.5	39.4	37.8	43.7	35.4	6.5	39.6	39.8	29.4
PROBLEM	55.6	56.1	54.8	65.9	84.3	53.9	57.9	57.5	58.1	52.5	64.8	50.7	57.7	59.0	48.1	59.2	84.2	58.0	53.7	66.2
NOT A PROBLEM	3.8	3.5	4.1	-	-	4.9	6.4	1.9	8.8	2.9	1.8	3.0	2.4	1.6	5.9	4.1	-	1.3	5.2	3.0
DK/REFUSED	2.0	1.8	2.1	1.9	-	2.9	3.5	7.9	1.2	0.9	-	0.8	0.4	1.5	2.3	1.3	9.3	1.1	1.4	1.5

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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14. DO YOU CONSIDER CHILDREN STARTING TO DRINK ALCOHOL BEFORE THE AGE OF 15 TO BE A CRISIS, A PROBLEM BUT NOT A CRISIS  
OR NOT A PROBLEM?

	TOTAL	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17	18/ OLDER
Total	500	7	85	12	82	67	54	84	136	67	303	45	117	95	91	313	93	107	115	54
PROBLEM	94.2	100.0	91.5	100.0	98.8	88.3	92.3	94.9	93.6	95.6	95.5	94.8	95.3	98.8	95.0	94.2	96.7	95.0	92.8	92.1
CRISIS	38.6	-	44.5	59.2	26.6	36.4	11.2	48.9	47.3	48.4	37.6	26.3	38.2	36.0	43.3	41.0	51.1	39.9	41.2	31.0
PROBLEM	55.6	100.0	47.0	40.8	72.2	51.9	81.0	46.0	46.3	47.2	57.9	68.5	57.1	62.8	51.7	53.1	45.6	55.1	51.6	61.1
NOT A PROBLEM	3.8	-	6.3	-	1.2	6.9	2.6	2.1	5.4	4.4	2.2	2.1	4.0	-	1.1	4.4	2.5	4.4	5.2	6.5
DK/REFUSED	2.0	-	2.2	-	-	4.7	5.1	3.0	1.0	-	2.3	3.1	0.7	1.2	4.0	1.4	0.8	0.6	2.0	1.5

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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14. DO YOU CONSIDER CHILDREN STARTING TO DRINK ALCOHOL BEFORE THE AGE OF 15 TO BE A CRISIS, A PROBLEM BUT NOT A CRISIS OR NOT A PROBLEM?

	TOTAL	MALE ONLY		FEMALE ONLY		BOTH		MEN		WOMEN		GENDER			MEN		
		(CHILDREN)		(CHILDREN)		(CHILDREN)		(PARENT)		(PARENT)		(CHILDREN)					
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	95	94	106	116	101	103	134	124	169	189	170	205	121	64	90	51
PROBLEM	94.2	96.2	94.3	95.6	93.7	94.8	94.6	95.4	93.8	95.7	94.4	94.1	93.5	94.6	94.6	90.9	96.0
CRISIS	38.6	41.6	42.5	36.1	38.9	35.9	42.0	26.9	25.6	46.0	51.2	40.6	37.0	38.9	25.5	24.9	25.5
PROBLEM	55.6	54.6	51.7	59.5	54.8	58.9	52.6	68.4	68.2	49.6	43.2	53.6	56.6	55.7	69.0	66.0	70.5
NOT A PROBLEM	3.8	1.8	5.1	1.3	4.4	3.5	3.7	1.8	3.9	2.5	4.7	4.7	3.2	4.0	3.7	4.0	2.5
DK/REFUSED	2.0	2.1	0.6	3.1	1.9	1.7	1.7	2.9	2.3	1.8	0.9	1.1	3.3	1.4	1.8	5.0	1.6

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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14. DO YOU CONSIDER CHILDREN STARTING TO DRINK ALCOHOL BEFORE THE AGE OF 15 TO BE A CRISIS, A PROBLEM BUT NOT A CRISIS OR NOT A PROBLEM?

	TOTAL	WOMEN			AREA			INCOME						INCOME					
		MALE	FEMALE	BOTH	CITY	SUBURB	SMALL	UNDER	\$20k-	\$40k-	\$60k-	\$75k-	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER
		ONLY	ONLY				CITY/ RURAL	\$20k	\$40k	\$60k	\$75k	\$100k	\$100k	\$40k	\$40k	\$60k	\$60k	\$100k	\$100k
Total	500	105	114	69	105	100	290	28	41	61	55	67	144	69	328	130	267	253	144
PROBLEM	94.2	93.8	95.6	93.6	96.6	91.5	94.5	92.9	100.0	97.2	88.6	95.4	93.8	97.1	93.9	97.1	93.1	94.8	93.8
CRISIS	38.6	49.8	46.5	48.8	34.7	38.3	40.5	36.8	54.1	44.5	44.1	38.5	37.5	47.1	40.1	45.9	39.1	43.6	37.5
PROBLEM	55.6	44.1	49.1	44.9	61.8	53.2	54.0	56.0	45.9	52.6	44.5	56.9	56.3	50.0	53.7	51.2	54.0	51.3	56.3
NOT A PROBLEM	3.8	5.4	2.5	5.1	3.4	4.9	3.2	7.1	-	1.4	6.9	2.7	4.1	2.9	3.8	2.2	4.4	3.3	4.1
DK/REFUSED	2.0	0.8	1.9	1.3	-	3.6	2.4	-	-	1.5	4.5	1.9	2.1	-	2.3	0.7	2.5	1.8	2.1

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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14. DO YOU CONSIDER CHILDREN STARTING TO DRINK ALCOHOL BEFORE THE AGE OF 15 TO BE A CRISIS, A PROBLEM BUT NOT A CRISIS OR NOT A PROBLEM?

	TOTAL	EDUCATION							MEN				WOMEN				MARITAL STATUS		
		LESS/	Some	High	Some	COL-	Col-	Post	NOT	COL-	Col-	Post	NOT	COL-	Col-	Post	SINGLE	MARRY	DIV-
		COLLEG	High	School	Col-	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.			ORCED
		GRAD.	School	Grad.	lege	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.		GRAD.	GRAD.	Grad.				
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	193	13	83	97	303	191	113	80	127	80	47	113	176	110	66	33	407	38
PROBLEM	94.2	95.1	76.4	92.7	99.7	93.3	93.0	93.8	93.1	93.2	92.7	94.1	96.5	93.4	93.2	93.7	87.4	95.2	85.7
CRISIS	38.6	39.7	61.5	36.1	39.8	38.4	39.7	36.2	28.3	23.8	22.7	25.7	47.8	48.8	52.0	43.6	41.8	39.3	24.5
PROBLEM	55.6	55.4	14.9	56.6	59.9	54.9	53.4	57.6	64.9	69.4	70.0	68.3	48.7	44.6	41.3	50.0	45.6	55.8	61.2
NOT A PROBLEM	3.8	2.8	23.6	2.4	0.3	4.6	5.1	3.7	2.8	4.2	5.0	3.0	2.7	4.9	5.2	4.2	10.9	2.9	11.9
DK/REFUSED	2.0	2.1	-	4.9	-	2.1	1.9	2.5	4.1	2.6	2.3	3.0	0.7	1.7	1.5	2.1	1.7	2.0	2.4

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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14. DO YOU CONSIDER CHILDREN STARTING TO DRINK ALCOHOL BEFORE THE AGE OF 15 TO BE A CRISIS, A PROBLEM BUT NOT A CRISIS OR NOT A PROBLEM?

	TOTAL	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	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	181	227	329	72	337	158	36	105	148	36	189	69	56	20	272	84
PROBLEM	94.2	95.1	95.2	95.4	91.1	95.8	90.7	85.2	93.1	94.5	89.4	96.8	95.1	100.0	100.0	94.8	91.4
CRISIS	38.6	24.3	51.4	39.9	28.2	36.5	42.5	37.8	43.5	20.0	41.1	49.3	44.8	36.5	43.3	36.9	44.3
PROBLEM	55.6	70.8	43.8	55.5	62.9	59.4	48.2	47.4	49.6	74.6	48.3	47.5	50.3	63.5	56.7	57.9	47.2
NOT A PROBLEM	3.8	1.6	3.9	3.3	4.9	2.9	5.8	6.8	5.1	3.7	5.5	2.4	4.9	-	-	3.6	6.3
DK/REFUSED	2.0	3.3	1.0	1.3	4.0	1.3	3.5	8.0	1.8	1.8	5.2	0.8	-	-	-	1.6	2.2

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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14. DO YOU CONSIDER CHILDREN STARTING TO DRINK ALCOHOL BEFORE THE AGE OF 15 TO BE A CRISIS, A PROBLEM BUT NOT A CRISIS OR NOT A PROBLEM?

	TOTAL	AGE			AGE				MEN			
		UNDER 40	41-55	OVER 55	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 40	OVER 40	UNDER 55	OVER 55
Total	500	90	353	43	90	396	442	43	33	173	187	19
PROBLEM	94.2	97.0	92.9	94.5	97.0	93.1	93.7	94.5	96.5	92.5	93.1	93.3
CRISIS	38.6	36.2	39.7	36.2	36.2	39.3	39.0	36.2	19.0	26.0	23.3	40.0
PROBLEM	55.6	60.8	53.2	58.3	60.8	53.8	54.8	58.3	77.5	66.5	69.8	53.3
NOT A PROBLEM	3.8	1.7	4.8	2.5	1.7	4.6	4.2	2.5	-	4.4	4.1	-
DK/REFUSED	2.0	1.3	2.3	3.0	1.3	2.3	2.1	3.0	3.5	3.1	2.8	6.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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14. DO YOU CONSIDER CHILDREN STARTING TO DRINK ALCOHOL BEFORE THE AGE OF 15 TO BE A CRISIS, A PROBLEM BUT NOT A CRISIS OR NOT A PROBLEM?

	TOTAL		WOMEN				GENDER	
			UNDER 40	OVER 40	UNDER 55	OVER 55	MALE	FEMALE
	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	57	223	256	24	210	290	
PROBLEM	94.2	97.3	93.5	94.2	95.4	93.4	94.8	
CRISIS	38.6	46.3	49.6	50.4	33.2	25.2	48.3	
PROBLEM	55.6	51.0	43.9	43.7	62.2	68.1	46.5	
NOT A PROBLEM	3.8	2.7	4.7	4.3	4.6	3.6	3.9	
DK/REFUSED	2.0	-	1.7	1.5	-	3.0	1.3	



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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15. PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT UNDERAGE DRINKING?  
"PARENTS OFTEN DO NOT FEEL FULLY PREPARED WITH THE INFORMATION OR RESOURCES THEY NEED TO PROPERLY ADDRESS UNDERAGE DRINKING WITH THEIR CHILDREN. "  
(Net Diff. = AGREE-DISAGREE)

	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	YES	NO/ NOT YET
Total	500	158	65	18	75	142	60	82	89	45	44	21	57	33	301	197	241	204	35	467	33
AGREE	66.2	71.1	72.0	86.7	66.6	65.0	60.4	68.4	65.9	66.7	65.2	66.7	63.8	51.7	66.7	65.6	68.3	62.4	72.4	66.7	58.9
STRONGLY	33.3	30.6	22.6	38.5	35.7	33.9	34.4	33.6	38.2	38.0	38.4	46.8	35.4	18.2	37.1	27.4	35.3	30.3	37.1	34.3	19.4
SOMEWHAT	32.9	40.5	49.3	48.3	30.9	31.1	26.0	34.8	27.7	28.7	26.8	19.9	28.4	33.4	29.6	38.2	33.0	32.1	35.3	32.4	39.6
DISAGREE	30.2	24.2	20.4	13.3	30.2	32.5	37.3	29.0	32.6	32.5	32.7	29.8	30.5	42.8	29.8	30.7	26.9	35.1	24.7	29.9	34.2
SOMEWHAT	20.4	15.4	16.5	8.7	16.1	22.5	24.5	21.1	19.0	19.4	18.6	17.1	21.5	39.0	19.2	21.9	17.1	25.4	19.0	19.5	33.1
STRONGLY	9.8	8.8	3.9	4.6	14.0	10.0	12.8	7.9	13.5	13.0	14.0	12.7	9.1	3.8	10.6	8.7	9.7	9.7	5.7	10.4	1.2
DK/REFUSED	3.6	4.7	7.7	-	3.2	2.5	2.3	2.6	1.5	0.8	2.2	3.5	5.7	5.5	3.4	3.7	4.9	2.5	2.9	3.4	6.8
Net Diff.	35.9	46.9	51.6	73.5	36.5	32.5	23.0	39.4	33.4	34.2	32.5	36.9	33.3	8.8	36.9	34.9	41.4	27.3	47.7	36.7	24.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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15. PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT UNDERAGE DRINKING?  
"PARENTS OFTEN DO NOT FEEL FULLY PREPARED WITH THE INFORMATION OR RESOURCES THEY NEED TO PROPERLY ADDRESS UNDERAGE DRINKING WITH THEIR CHILDREN. "  
(Net Diff. = AGREE-DISAGREE)

	TOTAL	TALK ABOUT ALCOHOL			TALKED WITH		RESEARCHED		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR		
		ABUSE WITH YOUR			CHILD./LAST		UNDERAGED		YOUR COMMUNITY				WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY		
		CHILDREN			FEW MONTHS		DRINKING										ALCOHOL		
		FREQU-	SOME-	RARELY	YES	NO	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	14-	15-17	18/
		ENTLY	TIMES						LEM	ious		PROB-	ERNED			ALL	LESS		OVER
												LEM							
Total	500	199	192	73	398	62	122	375	434	219	215	36	294	80	214	201	20	36	390
AGREE	66.2	65.4	68.8	64.8	66.7	63.3	73.2	64.3	67.3	67.2	67.3	60.6	71.3	80.5	67.9	57.9	65.2	64.3	66.3
STRONGLY	33.3	39.3	28.9	35.0	35.9	27.4	38.1	32.0	33.6	38.3	28.8	31.3	32.8	46.0	27.9	33.3	51.2	26.9	32.2
SOMEWHAT	32.9	26.1	39.9	29.8	30.8	35.9	35.1	32.3	33.6	28.9	38.4	29.3	38.5	34.5	40.0	24.6	14.0	37.4	34.2
DISAGREE	30.2	31.1	29.1	28.8	30.0	33.3	24.9	31.8	30.0	29.8	30.2	30.7	27.1	18.8	30.2	35.3	34.4	35.7	30.0
SOMEWHAT	20.4	18.1	21.1	18.9	20.1	18.3	15.4	21.8	20.0	17.2	22.9	17.9	19.0	8.9	22.8	22.9	17.3	24.7	20.6
STRONGLY	9.8	12.9	8.0	9.9	9.9	15.0	9.5	10.0	10.0	12.6	7.4	12.8	8.1	9.9	7.5	12.3	17.1	11.0	9.4
DK/REFUSED	3.6	3.5	2.1	6.4	3.2	3.4	1.9	3.8	2.7	3.0	2.5	8.8	1.6	0.7	1.9	6.8	0.4	-	3.6
Net Diff.	35.9	34.3	39.7	36.0	36.7	30.0	48.3	32.5	37.2	37.4	37.0	29.9	44.2	61.7	37.6	22.7	30.8	28.6	36.3

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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15. PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT UNDERAGE DRINKING?  
"PARENTS OFTEN DO NOT FEEL FULLY PREPARED WITH THE INFORMATION OR RESOURCES THEY NEED TO PROPERLY ADDRESS UNDERAGE DRINKING WITH THEIR CHILDREN. "  
(Net Diff. = AGREE-DISAGREE)

	TOTAL	MANY CHILDREN START DRINKIN BEFORE AGE 15			CHILDREN DRINKING BEFORE 15 YEARS OLD			SEEN TV ADS STOP UNDERAGE DRINKING		RADIO ADS STOP UNDERAGE DRINKING		ONLINE ADS STOP UNDERAGE DRINKING		UNDERAGE DRINKING ADS 0 OF 3 1 OF 3 2 OF 3 3 OF 3				M.L. TO TALK WITH YOUR CHILDREN ABOUT UNDERAGE DRINKING		
		AWARE	UN- AWARE	PROB- LEM	Crisis lem	Prob- lem	NOT A PROB- LEM	YES	NO	YES	NO	YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	MORE LIKELY	LESS LIKELY	NO DIFF.
Total	500	455	41	471	193	278	19	242	256	129	358	92	402	207	139	100	37	223	1	59
AGREE	66.2	66.7	61.0	66.5	71.7	62.9	69.6	68.2	64.2	66.0	66.2	61.9	67.7	62.4	72.2	72.0	51.0	68.3	46.6	71.4
STRONGLY	33.3	33.6	29.6	33.0	43.5	25.7	46.4	36.6	29.9	31.2	34.4	34.6	33.1	31.6	32.2	41.9	25.8	35.3	37.6	32.2
SOMEWHAT	32.9	33.0	31.4	33.5	28.3	37.2	23.2	31.6	34.3	34.8	31.9	27.3	34.6	30.8	39.9	30.1	25.2	33.0	9.0	39.2
DISAGREE	30.2	29.5	37.7	29.9	24.3	33.9	28.4	29.5	31.2	30.3	30.2	34.3	29.4	32.7	27.3	23.5	49.0	29.1	53.4	27.2
SOMEWHAT	20.4	19.9	24.7	20.1	17.4	22.1	19.1	18.3	22.6	23.3	19.5	22.8	20.2	22.2	17.5	19.1	28.3	19.5	-	18.7
STRONGLY	9.8	9.6	13.0	9.8	6.9	11.8	9.2	11.2	8.6	7.1	10.7	11.5	9.2	10.6	9.8	4.4	20.7	9.6	53.4	8.5
DK/REFUSED	3.6	3.9	1.2	3.5	4.0	3.2	2.0	2.3	4.6	3.7	3.5	3.8	3.0	4.8	0.6	4.5	-	2.6	-	1.3
Net Diff.	35.9	37.2	23.3	36.6	47.5	29.0	41.3	38.7	33.0	35.7	36.0	27.6	38.3	29.7	44.9	48.5	2.0	39.2	-6.8	44.2

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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15. PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT UNDERAGE DRINKING?  
"PARENTS OFTEN DO NOT FEEL FULLY PREPARED WITH THE INFORMATION OR RESOURCES THEY NEED TO PROPERLY ADDRESS UNDERAGE DRINKING WITH THEIR CHILDREN. "  
(Net Diff. = AGREE-DISAGREE)

	TOTAL	SEEN TV AD W/ MOTHER AT FUNERAL HOME		SEEN TV AD W/ FATHER FEEDIN HIS SON		SEEN TV ADS			HEARD OF TALKITOUTNC .ORG		VISITED TALKITOUTNC .ORG		OFTEN ADULTS IN HOUSEHOLD DRINK								
		YES	NO	YES	NO	0 OF 2	1 OF 2	2 OF 2	YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY	Rarely	Never
Total	500	250	247	251	240	188	106	195	138	352	26	460	144	82	62	76	40	36	279	124	155
AGREE	66.2	63.4	69.5	66.6	65.9	68.3	64.5	65.1	63.6	67.9	50.8	67.8	60.8	56.6	66.5	63.8	50.2	78.7	69.4	65.2	72.8
STRONGLY	33.3	31.6	35.7	36.1	30.7	34.6	29.0	35.1	28.9	35.3	29.5	34.2	27.4	24.9	30.6	30.0	24.8	35.8	37.0	34.5	39.0
SOMEWHAT	32.9	31.8	33.8	30.6	35.1	33.7	35.5	30.0	34.7	32.6	21.2	33.6	33.5	31.7	35.9	33.8	25.4	42.9	32.4	30.8	33.7
DISAGREE	30.2	34.3	25.5	29.5	30.6	27.4	31.6	32.1	32.4	28.7	49.2	28.3	36.6	39.0	33.5	31.7	44.4	17.9	26.6	32.3	22.0
SOMEWHAT	20.4	21.6	18.5	17.2	23.0	20.8	21.4	18.8	19.0	20.9	36.7	19.1	26.0	25.9	26.0	19.2	27.8	9.9	17.9	24.2	12.8
STRONGLY	9.8	12.8	7.0	12.3	7.6	6.6	10.2	13.3	13.4	7.8	12.5	9.2	10.7	13.1	7.5	12.5	16.6	8.0	8.7	8.1	9.2
DK/REFUSED	3.6	2.3	5.0	3.9	3.5	4.4	4.0	2.9	3.9	3.4	-	3.9	2.5	4.4	-	4.5	5.4	3.4	4.0	2.4	5.2
Net Diff.	35.9	29.0	43.9	37.2	35.2	40.9	32.9	33.0	31.2	39.2	1.6	39.5	24.2	17.6	33.0	32.1	5.9	60.8	42.8	32.9	50.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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15. PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT UNDERAGE DRINKING?  
"PARENTS OFTEN DO NOT FEEL FULLY PREPARED WITH THE INFORMATION OR RESOURCES THEY NEED TO PROPERLY ADDRESS UNDERAGE DRINKING WITH THEIR CHILDREN. "  
(Net Diff. = AGREE-DISAGREE)

	TOTAL	SOCIAL NETWORKS						IDEOLOGY						PARTY			WHITE			
		USE SOCIAL MEDIA	Face- book	You- Tube	Inst- agram	DON'T USE SOCIAL	LIB- ERAL	Very	Smt. 	MOD- ERATE	Smt. 	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	
Total	500	377	295	29	13	122	101	35	66	149	110	111	221	166	203	106	15	139	94	96
AGREE	66.2	65.2	64.6	76.0	66.6	68.8	73.3	61.3	79.8	66.2	65.0	63.6	64.3	64.0	67.5	66.8	78.6	64.3	71.4	66.5
STRONGLY	33.3	33.2	32.2	44.7	31.4	33.2	37.7	36.1	38.6	38.1	24.3	34.6	29.4	27.5	41.3	25.8	45.1	26.6	42.1	25.8
SOMEWHAT	32.9	32.0	32.4	31.2	35.2	35.6	35.6	25.2	41.1	28.1	40.7	29.0	34.8	36.5	26.1	41.0	33.5	37.7	29.2	40.8
DISAGREE	30.2	31.1	31.1	24.0	33.4	27.6	23.3	31.8	18.8	30.3	32.8	33.6	33.2	33.0	28.5	29.9	14.3	32.3	27.5	29.4
SOMEWHAT	20.4	20.8	22.3	20.7	-	19.2	16.3	21.3	13.7	19.2	26.3	18.3	22.3	21.2	18.1	24.6	7.2	19.4	14.9	24.1
STRONGLY	9.8	10.3	8.8	3.3	33.4	8.4	7.0	10.5	5.1	11.1	6.5	15.3	10.9	11.8	10.4	5.3	7.1	12.9	12.6	5.3
DK/REFUSED	3.6	3.7	4.3	-	-	3.6	3.4	6.9	1.5	3.4	2.2	2.8	2.5	3.0	4.0	3.3	7.1	3.4	1.1	4.1
Net Diff.	35.9	34.1	33.5	51.9	33.1	41.2	50.0	29.6	61.0	35.9	32.2	30.0	31.1	31.0	39.0	36.9	64.3	32.0	43.8	37.2

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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15. PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT UNDERAGE DRINKING?  
"PARENTS OFTEN DO NOT FEEL FULLY PREPARED WITH THE INFORMATION OR RESOURCES THEY NEED TO PROPERLY ADDRESS UNDERAGE DRINKING WITH THEIR CHILDREN. "  
(Net Diff. = AGREE-DISAGREE)

	TOTAL	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17	18/ OLDER
Total	500	7	85	12	82	67	54	84	136	67	303	45	117	95	91	313	93	107	115	54
AGREE	66.2	36.8	63.3	86.4	67.2	71.6	63.3	60.8	65.4	72.3	66.0	66.9	68.4	55.1	74.5	65.3	67.1	64.4	61.0	65.9
STRONGLY	33.3	36.8	41.3	28.2	28.1	46.3	20.6	26.9	38.9	34.3	30.1	22.5	34.6	20.2	35.5	34.0	38.0	27.9	31.2	40.5
SOMEWHAT	32.9	-	21.9	58.2	39.1	25.3	42.6	33.9	26.5	37.9	35.9	44.5	33.8	35.0	39.0	31.2	29.1	36.5	29.8	25.4
DISAGREE	30.2	63.2	28.3	13.6	30.2	25.4	32.2	35.7	30.0	24.5	30.3	29.0	27.2	43.7	20.0	30.7	27.3	31.2	36.3	30.3
SOMEWHAT	20.4	43.5	22.1	13.6	19.1	16.4	27.6	23.2	19.0	18.3	21.6	24.7	21.6	27.3	14.6	20.3	15.1	25.3	22.6	21.1
STRONGLY	9.8	19.8	6.3	-	11.1	9.0	4.6	12.4	11.0	6.2	8.7	4.3	5.6	16.3	5.4	10.4	12.1	5.9	13.7	9.3
DK/REFUSED	3.6	-	8.4	-	2.6	3.0	4.5	3.5	4.6	3.2	3.7	4.1	4.4	1.2	5.4	4.0	5.7	4.4	2.7	3.8
Net Diff.	35.9	-26.5	34.9	72.8	37.0	46.2	31.0	25.2	35.4	47.7	35.6	37.9	41.2	11.5	54.5	34.5	39.8	33.2	24.7	35.6

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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15. PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT UNDERAGE DRINKING?  
"PARENTS OFTEN DO NOT FEEL FULLY PREPARED WITH THE INFORMATION OR RESOURCES THEY NEED TO PROPERLY ADDRESS UNDERAGE DRINKING WITH THEIR CHILDREN. "  
(Net Diff. = AGREE-DISAGREE)

	TOTAL	MALE ONLY		FEMALE ONLY		BOTH		MEN		WOMEN		GENDER			MEN		
		(CHILDREN)		(CHILDREN)		(CHILDREN)		(PARENT)		(PARENT)		(CHILDREN)					
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	95	94	106	116	101	103	134	124	169	189	170	205	121	64	90	51
AGREE	66.2	61.2	59.5	68.8	71.4	67.0	63.7	69.8	64.4	63.0	65.8	60.6	71.1	65.0	59.3	74.3	63.8
STRONGLY	33.3	41.6	30.1	21.4	42.1	28.8	28.6	29.3	28.8	30.7	37.4	36.6	33.3	28.5	36.7	31.7	22.6
SOMEWHAT	32.9	19.6	29.4	47.4	29.3	38.1	35.1	40.4	35.6	32.3	28.4	24.0	37.8	36.5	22.6	42.6	41.2
DISAGREE	30.2	34.6	38.8	27.4	22.0	29.9	33.1	28.4	30.9	31.8	30.6	36.1	24.8	31.6	39.5	21.9	31.5
SOMEWHAT	20.4	23.1	22.8	18.7	13.6	23.7	25.5	21.0	19.8	22.1	20.6	21.9	16.7	24.5	27.6	13.4	24.1
STRONGLY	9.8	11.5	16.1	8.7	8.4	6.2	7.6	7.4	11.1	9.7	10.0	14.1	8.1	7.1	11.9	8.5	7.4
DK/REFUSED	3.6	4.2	1.7	3.8	6.6	3.2	3.3	1.8	4.7	5.2	3.6	3.4	4.1	3.4	1.2	3.7	4.7
Net Diff.	35.9	26.6	20.7	41.5	49.4	37.1	30.6	41.3	33.5	31.1	35.2	24.5	46.4	33.4	19.8	52.4	32.3

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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15. PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT UNDERAGE DRINKING?  
"PARENTS OFTEN DO NOT FEEL FULLY PREPARED WITH THE INFORMATION OR RESOURCES THEY NEED TO PROPERLY ADDRESS UNDERAGE DRINKING WITH THEIR CHILDREN. "  
(Net Diff. = AGREE-DISAGREE)

	TOTAL	WOMEN			AREA			INCOME						INCOME					
		MALE	FEMALE	BOTH	CITY	SUBURB	SMALL	UNDER	\$20k-	\$40k-	\$60k-	\$75k-	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER
		ONLY	ONLY				CITY/ RURAL	\$20k	\$40k	\$60k	\$75k	\$100k	\$100k	\$40k	\$40k	\$60k	\$60k	\$100k	\$100k
Total	500	105	114	69	105	100	290	28	41	61	55	67	144	69	328	130	267	253	144
AGREE	66.2	61.4	68.6	65.9	67.5	70.6	64.0	56.8	70.5	74.6	63.1	70.2	62.2	65.0	66.3	69.5	64.4	68.3	62.2
STRONGLY	33.3	36.5	34.6	32.8	35.7	33.1	32.2	31.6	44.4	44.0	30.2	41.5	26.4	39.2	33.4	41.5	31.0	39.0	26.4
SOMEWHAT	32.9	24.9	34.0	33.1	31.8	37.4	31.8	25.2	26.0	30.6	32.8	28.7	35.7	25.7	32.8	28.0	33.4	29.3	35.7
DISAGREE	30.2	33.9	27.0	31.7	27.5	29.0	31.5	29.5	29.1	24.4	30.6	28.2	36.1	29.3	31.4	27.0	33.0	28.1	36.1
SOMEWHAT	20.4	18.4	19.3	24.7	17.5	21.1	20.9	18.5	25.9	18.6	20.9	15.9	22.8	22.9	20.3	20.9	20.7	19.6	22.8
STRONGLY	9.8	15.5	7.7	7.0	9.9	7.9	10.7	11.0	3.2	5.9	9.8	12.3	13.3	6.3	11.1	6.1	12.3	8.6	13.3
DK/REFUSED	3.6	4.7	4.5	2.4	5.0	0.4	4.5	13.6	0.4	0.9	6.3	1.6	1.8	5.8	2.3	3.5	2.7	3.6	1.8
Net Diff.	35.9	27.5	41.6	34.2	40.0	41.5	32.4	27.3	41.4	50.2	32.4	41.9	26.1	35.7	34.9	42.5	31.4	40.2	26.1



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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15. PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT UNDERAGE DRINKING?  
"PARENTS OFTEN DO NOT FEEL FULLY PREPARED WITH THE INFORMATION OR RESOURCES THEY NEED TO PROPERLY ADDRESS UNDERAGE DRINKING WITH THEIR CHILDREN. "  
(Net Diff. = AGREE-DISAGREE)

	TOTAL	EDUCATION							MEN				WOMEN				MARITAL STATUS		
		LESS/	Some	High	Some	COL-	Col-	Post	NOT	COL-	Col-	Post	NOT	COL-	Col-	Post	SINGLE	MARRY	DIV-
		COLLEG	High	School	Col-	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.			ORCED
		GRAD.	School	Grad.	lege	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.		GRAD.	GRAD.	Grad.				
Total	500	193	13	83	97	303	191	113	80	127	80	47	113	176	110	66	33	407	38
AGREE	66.2	66.3	36.5	71.2	66.1	66.5	66.0	67.4	68.7	65.7	66.2	65.0	64.6	67.1	65.8	69.2	57.5	66.5	65.3
STRONGLY	33.3	33.8	22.2	40.2	30.0	33.5	33.6	33.2	34.3	30.4	31.4	28.6	33.5	35.7	35.2	36.6	30.2	33.5	36.7
SOMEWHAT	32.9	32.5	14.3	31.1	36.1	33.1	32.4	34.2	34.5	35.4	34.8	36.4	31.0	31.4	30.6	32.6	27.3	33.0	28.6
DISAGREE	30.2	28.4	36.9	25.1	29.9	31.0	31.2	30.7	26.1	32.0	32.0	32.1	29.9	30.2	30.5	29.7	36.9	29.6	34.7
SOMEWHAT	20.4	19.1	34.1	10.6	24.3	20.7	18.2	25.1	15.7	23.9	22.6	25.9	21.5	18.5	14.9	24.4	31.9	19.3	21.7
STRONGLY	9.8	9.3	2.8	14.6	5.6	10.2	13.0	5.6	10.5	8.2	9.4	6.2	8.4	11.7	15.6	5.2	5.1	10.3	13.0
DK/REFUSED	3.6	5.3	26.6	3.6	4.0	2.5	2.9	1.9	5.1	2.2	1.8	3.0	5.5	2.7	3.6	1.1	5.6	3.9	-
Net Diff.	35.9	37.9	-0.3	46.1	36.2	35.6	34.8	36.8	42.6	33.7	34.2	32.9	34.6	36.9	35.3	39.5	20.5	36.9	30.6

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 15 Page 178  
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15. PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT UNDERAGE DRINKING?  
"PARENTS OFTEN DO NOT FEEL FULLY PREPARED WITH THE INFORMATION OR RESOURCES THEY NEED TO PROPERLY ADDRESS UNDERAGE DRINKING WITH THEIR CHILDREN. "  
(Net Diff. = AGREE-DISAGREE)

	TOTAL	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	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	181	227	329	72	337	158	36	105	148	36	189	69	56	20	272	84
AGREE	66.2	65.5	67.3	64.9	71.9	66.8	63.9	61.6	64.1	65.8	70.3	67.7	60.9	69.2	58.3	65.9	66.5
STRONGLY	33.3	30.9	35.6	30.2	39.7	30.7	38.5	30.4	39.6	29.0	39.6	32.0	39.6	36.2	33.4	29.0	41.6
SOMEWHAT	32.9	34.6	31.7	34.7	32.2	36.1	25.4	31.2	24.6	36.8	30.8	35.6	21.3	33.0	25.0	36.9	24.9
DISAGREE	30.2	30.7	28.7	31.0	27.0	30.1	31.6	38.4	29.1	31.0	24.3	29.3	31.6	28.0	41.7	30.8	25.0
SOMEWHAT	20.4	20.9	18.1	19.5	19.9	19.1	23.5	33.0	22.8	22.2	15.2	16.8	26.8	16.7	41.7	20.0	17.1
STRONGLY	9.8	9.8	10.6	11.5	7.0	10.9	8.1	5.4	6.3	8.9	9.0	12.5	4.8	11.3	-	10.8	7.9
DK/REFUSED	3.6	3.9	4.0	4.1	1.1	3.1	4.5	-	6.8	3.2	5.4	3.1	7.5	2.8	-	3.3	8.5
Net Diff.	35.9	34.8	38.6	33.9	44.9	36.8	32.3	23.2	35.1	34.8	46.1	38.4	29.2	41.2	16.7	35.1	41.5

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 15 Page 179  
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15. PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT UNDERAGE DRINKING?  
"PARENTS OFTEN DO NOT FEEL FULLY PREPARED WITH THE INFORMATION OR RESOURCES THEY NEED TO PROPERLY ADDRESS UNDERAGE DRINKING WITH THEIR CHILDREN. "  
(Net Diff. = AGREE-DISAGREE)

	TOTAL				AGE				AGE				MEN			
	UNDER	41-55	OVER		UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER
	40		55		40	40	55	55	40	40	55	55	40	40	55	55
	-----	-----	-----		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	90	353	43	90	396	442	43	33	173	187	19				
AGREE	66.2	65.5	65.4	73.4	65.5	66.2	65.4	73.4	66.4	66.5	65.7	73.8				
STRONGLY	33.3	36.5	30.7	47.6	36.5	32.6	31.9	47.6	35.6	30.3	29.3	49.9				
SOMEWHAT	32.9	29.1	34.6	25.8	29.1	33.7	33.5	25.8	30.8	36.1	36.4	23.9				
DISAGREE	30.2	32.7	31.3	16.1	32.7	29.6	31.6	16.1	33.6	29.5	31.1	20.9				
SOMEWHAT	20.4	24.5	20.5	9.1	24.5	19.3	21.3	9.1	23.7	20.3	22.3	6.8				
STRONGLY	9.8	8.3	10.8	7.0	8.3	10.4	10.3	7.0	9.8	9.2	8.8	14.1				
DK/REFUSED	3.6	1.8	3.3	10.5	1.8	4.1	3.0	10.5	-	4.0	3.2	5.3				
Net Diff.	35.9	32.8	34.1	57.3	32.8	36.6	33.8	57.3	32.9	37.0	34.7	52.9				

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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15. PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT UNDERAGE DRINKING?  
"PARENTS OFTEN DO NOT FEEL FULLY PREPARED WITH THE INFORMATION OR RESOURCES THEY NEED TO PROPERLY ADDRESS UNDERAGE DRINKING WITH THEIR CHILDREN. "  
(Net Diff. = AGREE-DISAGREE)

	TOTAL		WOMEN				GENDER	
			UNDER	OVER	UNDER	OVER	MALE	FEMALE
			40	40	55	55		
Total	500	57	223	256	24	210	290	
AGREE	66.2	65.0	66.0	65.1	73.0	67.2	65.4	
STRONGLY	33.3	36.9	34.3	33.8	45.8	31.8	34.4	
SOMEWHAT	32.9	28.1	31.8	31.4	27.2	35.5	30.9	
DISAGREE	30.2	32.2	29.8	32.0	12.3	29.7	30.6	
SOMEWHAT	20.4	24.9	18.5	20.6	11.0	20.7	20.2	
STRONGLY	9.8	7.3	11.2	11.3	1.3	9.0	10.4	
DK/REFUSED	3.6	2.8	4.2	2.9	14.7	3.1	4.0	
Net Diff.	35.9	32.8	36.3	33.2	60.7	37.5	34.7	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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16. PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT UNDERAGE DRINKING?  
"IT'S NEVER TOO EARLY TO TALK TO YOUR KIDS ABOUT THE DANGERS OF ALCOHOL, BUT IT CAN BE TOO LATE."  
(Net Diff. = AGREE-DISAGREE)

	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	YES	NO/ NOT YET	
Total	500	158	65	18	75	142	60	82	89	45	44	21	57	33	301	197	241	204	35	467	33
AGREE	95.6	95.0	93.3	100.0	95.4	94.6	94.7	94.6	95.7	91.5	100.0	93.5	97.6	100.0	93.9	98.1	96.3	94.4	97.7	96.4	83.8
STRONGLY	84.8	88.0	81.6	100.0	90.7	83.9	85.5	82.7	77.8	77.1	78.5	89.0	85.9	88.0	83.1	87.3	87.4	82.6	80.5	85.6	73.2
SOMEWHAT	10.8	7.0	11.7	-	4.7	10.7	9.2	11.8	17.9	14.4	21.5	4.6	11.7	12.0	10.8	10.8	8.9	11.8	17.2	10.8	10.6
DISAGREE	3.7	3.9	5.4	-	3.6	4.0	5.3	3.0	4.7	9.4	-	6.5	2.4	-	5.1	1.7	3.8	4.1	-	3.0	13.8
SOMEWHAT	2.7	2.5	3.7	-	2.0	3.2	5.3	1.7	2.8	5.5	-	6.5	2.4	-	3.8	1.1	2.9	3.2	-	1.9	13.8
STRONGLY	1.0	1.4	1.6	-	1.6	0.8	-	1.3	2.0	3.9	-	-	-	-	1.3	0.5	0.9	0.9	-	1.1	-
DK/REFUSED	0.7	1.1	1.4	-	1.1	1.4	-	2.4	-0.4	-0.9	-	-	-	-	0.9	0.3	-0.2	1.5	2.3	0.5	2.4
Net Diff.	91.8	91.1	87.9	100.0	91.8	90.7	89.5	91.6	91.0	82.1	100.0	87.1	95.2	100.0	88.8	96.4	92.5	90.3	97.7	93.4	70.1

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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16. PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT UNDERAGE DRINKING?  
"IT'S NEVER TOO EARLY TO TALK TO YOUR KIDS ABOUT THE DANGERS OF ALCOHOL, BUT IT CAN BE TOO LATE."  
(Net Diff. = AGREE-DISAGREE)

	TOTAL	TALK ABOUT ALCOHOL			TALKED WITH		RESEARCHED		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN			APPROPRIATE AGE FOR			
		ABUSE WITH YOUR			CHILD./LAST		UNDERAGED		YOUR COMMUNITY				WILL DRINK ALCOHOL			YOUR CHILDREN TO TRY			
		CHILDREN			FEW MONTHS		DRINKING									ALCOHOL			
		FREQU-	SOME-	RARELY	YES	NO	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	14-	15-17	18/
		ENTLY	TIMES						LEM	ious		PROB-	ERNED			ALL	LESS		OVER
												LEM							
Total	500	199	192	73	398	62	122	375	434	219	215	36	294	80	214	201	20	36	390
AGREE	95.6	97.0	96.5	94.5	96.0	98.7	93.3	96.3	95.6	95.1	96.1	95.7	96.1	99.7	94.7	95.4	100.0	90.5	95.9
STRONGLY	84.8	91.7	79.1	86.2	85.9	85.1	83.1	85.3	85.9	89.0	82.7	75.6	87.4	93.2	85.3	81.5	90.6	77.9	85.2
SOMEWHAT	10.8	5.3	17.4	8.3	10.1	13.6	10.2	11.0	9.8	6.1	13.4	20.1	8.7	6.5	9.5	13.9	9.4	12.6	10.7
DISAGREE	3.7	2.3	2.9	5.5	3.4	1.3	4.2	3.6	3.5	4.4	2.7	5.4	3.2	0.3	4.3	3.8	-	10.6	3.4
SOMEWHAT	2.7	0.9	2.3	3.9	2.1	1.3	4.2	2.3	2.6	3.1	2.2	5.4	1.9	0.3	2.5	3.2	-	7.6	2.6
STRONGLY	1.0	1.4	0.6	1.6	1.3	-	-	1.4	0.9	1.3	0.5	-	1.3	-	1.8	0.6	-	3.0	0.7
DK/REFUSED	0.7	0.7	0.6	-	0.6	-	2.6	*	0.8	0.5	1.2	-1.1	0.7	-	0.9	0.8	-	-1.1	0.7
Net Diff.	91.8	94.7	93.6	89.0	92.6	97.4	89.1	92.7	92.1	90.8	93.4	90.4	92.9	99.4	90.4	91.5	100.0	79.9	92.5

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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16. PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT UNDERAGE DRINKING?  
"IT'S NEVER TOO EARLY TO TALK TO YOUR KIDS ABOUT THE DANGERS OF ALCOHOL, BUT IT CAN BE TOO LATE."  
(Net Diff. = AGREE-DISAGREE)

	TOTAL	MANY CHILDREN START DRINKIN BEFORE AGE 15			CHILDREN DRINKING BEFORE 15 YEARS OLD			SEEN TV ADS STOP UNDERAGE DRINKING		RADIO ADS STOP UNDERAGE DRINKING		ONLINE ADS STOP UNDERAGE DRINKING		UNDERAGE DRINKING ADS 0 OF 3   1 OF 3   2 OF 3   3 OF 3				M.L. TO TALK WITH YOUR CHILDREN ABOUT UNDERAGE DRINKING		
		AWARE	UN- AWARE	PROB- LEM	Crisis lem	Prob- lem	NOT A PROB- LEM	YES	NO	YES	NO	YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	MORE LIKELY	LESS LIKELY	NO DIFF.
Total	500	455	41	471	193	278	19	242	256	129	358	92	402	207	139	100	37	223	1	59
AGREE	95.6	96.0	90.5	95.6	98.6	93.5	96.3	96.7	94.5	97.1	94.9	98.1	95.5	93.3	98.2	96.5	100.0	97.2	100.0	97.0
STRONGLY	84.8	85.1	84.3	85.8	95.7	78.9	73.3	85.3	84.3	86.1	84.8	87.0	84.9	83.1	90.3	83.2	89.3	87.0	100.0	84.4
SOMEWHAT	10.8	11.0	6.2	9.8	2.9	14.6	23.0	11.4	10.3	11.0	10.1	11.1	10.6	10.2	7.8	13.3	10.7	10.1	-	12.6
DISAGREE	3.7	3.3	9.5	3.6	1.4	5.2	5.8	2.5	4.9	1.4	4.7	1.9	4.2	6.1	1.8	3.5	-	1.9	-	3.0
SOMEWHAT	2.7	2.4	6.9	2.8	1.4	3.7	-	1.3	4.1	-	3.8	1.9	3.0	5.1	1.0	1.8	-	1.4	-	-
STRONGLY	1.0	0.9	2.6	0.9	-	1.4	5.8	1.2	0.8	1.4	0.9	-	1.3	1.0	0.9	1.8	-	0.5	-	3.0
DK/REFUSED	0.7	0.7	-	0.8	-	1.3	-2.1	0.8	0.5	1.5	0.4	-	0.3	0.6	-	-	-	0.9	-	-
Net Diff.	91.8	92.8	81.1	92.0	97.2	88.3	90.5	94.2	89.6	95.7	90.2	96.2	91.2	87.2	96.3	93.0	100.0	95.2	100.0	94.0

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16. PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT UNDERAGE DRINKING?  
"IT'S NEVER TOO EARLY TO TALK TO YOUR KIDS ABOUT THE DANGERS OF ALCOHOL, BUT IT CAN BE TOO LATE."  
(Net Diff. = AGREE-DISAGREE)

	TOTAL	SEEN TV AD W/ MOTHER AT FUNERAL HOME		SEEN TV AD W/ FATHER FEEDIN HIS SON		SEEN TV ADS			HEARD OF TALKITOUTNC .ORG		VISITED TALKITOUTNC .ORG		OFTEN ADULTS IN HOUSEHOLD DRINK								
		YES	NO	YES	NO	0 OF 2	1 OF 2	2 OF 2	YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY	Rarely	Never
Total	500	250	247	251	240	188	106	195	138	352	26	460	144	82	62	76	40	36	279	124	155
AGREE	95.6	96.0	95.1	96.3	95.4	94.1	99.1	95.7	98.1	94.6	100.0	95.3	96.9	96.2	97.8	94.1	96.0	92.1	95.3	95.9	94.8
STRONGLY	84.8	86.0	83.4	87.2	83.1	82.6	86.5	86.8	83.8	84.9	84.7	84.5	86.4	84.2	89.3	84.8	81.8	88.0	84.0	84.1	83.9
SOMEWHAT	10.8	10.0	11.7	9.1	12.2	11.4	12.6	8.8	14.4	9.7	15.3	10.8	10.5	12.0	8.5	9.4	14.1	4.2	11.3	11.8	10.9
DISAGREE	3.7	3.2	4.4	3.0	4.1	5.2	0.9	3.3	1.9	4.4	-	4.0	3.6	4.6	2.2	5.9	4.0	7.9	3.3	4.1	2.6
SOMEWHAT	2.7	2.7	2.8	2.5	2.5	3.1	0.9	2.7	1.1	3.3	-	2.8	3.6	4.6	2.2	5.9	4.0	7.9	1.4	1.8	1.1
STRONGLY	1.0	0.5	1.6	0.5	1.6	2.1	-	0.6	0.8	1.2	-	1.1	-	-	-	-	-	-	1.8	2.3	1.5
DK/REFUSED	0.7	0.8	0.5	0.8	0.5	0.7	-	1.0	-	0.9	-	0.7	-0.5	-0.8	-	-	-	-	1.4	-	2.5
Net Diff.	91.8	92.8	90.8	93.3	91.2	88.8	98.3	92.3	96.3	90.2	100.0	91.4	93.3	91.6	95.6	88.3	92.0	84.2	92.0	91.8	92.2



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16. PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT UNDERAGE DRINKING?  
"IT'S NEVER TOO EARLY TO TALK TO YOUR KIDS ABOUT THE DANGERS OF ALCOHOL, BUT IT CAN BE TOO LATE."  
(Net Diff. = AGREE-DISAGREE)

	TOTAL	SOCIAL NETWORKS						IDEOLOGY						PARTY			WHITE			
		USE	Face-	You-	Inst-	DON'T	LIB-	Very	Smt.	MOD-	Smt.	Very	CONSER	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
		SOCIAL	book	Tube	agram	USE	ERAL			ERATE			VATIVE	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
		MEDIA				SOCIAL										/OTHER			/OTHER	
Total	500	377	295	29	13	122	101	35	66	149	110	111	221	166	203	106	15	139	94	96
AGREE	95.6	96.6	97.2	94.1	90.6	92.8	99.5	98.6	100.0	94.0	94.8	95.7	95.3	97.7	95.0	93.6	92.9	97.2	97.2	91.7
STRONGLY	84.8	86.2	85.7	88.6	81.4	81.3	85.7	86.6	85.3	85.5	84.7	84.5	84.6	88.7	84.3	79.9	85.1	88.0	90.5	79.9
SOMEWHAT	10.8	10.3	11.5	5.5	9.2	11.5	13.8	12.0	14.7	8.5	10.1	11.2	10.6	9.0	10.7	13.7	7.8	9.2	6.7	11.8
DISAGREE	3.7	3.3	2.8	1.9	9.4	5.0	0.9	2.6	-	5.2	3.4	3.8	3.6	1.8	3.5	6.4	7.1	2.2	1.6	8.3
SOMEWHAT	2.7	2.0	1.8	1.9	-	5.0	0.9	2.6	-	3.0	1.8	3.8	2.8	1.8	2.0	5.3	-	2.2	1.6	5.9
STRONGLY	1.0	1.4	1.0	-	9.4	-	-	-	-	2.3	1.6	-	0.8	-	1.4	1.1	7.1	-	-	2.4
DK/REFUSED	0.7	0.1	-	4.0	-	2.3	-0.4	-1.1	-	0.8	1.8	0.5	1.1	0.5	1.5	-	-	0.6	1.2	-
Net Diff.	91.8	93.2	94.4	92.2	81.3	87.8	98.6	96.0	100.0	88.8	91.4	91.9	91.7	95.8	91.5	87.2	85.7	95.0	95.6	83.4

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16. PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT UNDERAGE DRINKING?  
"IT'S NEVER TOO EARLY TO TALK TO YOUR KIDS ABOUT THE DANGERS OF ALCOHOL, BUT IT CAN BE TOO LATE."  
(Net Diff. = AGREE-DISAGREE)

	TOTAL	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	11/YOUNGER	12	13	14	15/OLDER	15	16	17	18/OLDER
Total	500	7	85	12	82	67	54	84	136	67	303	45	117	95	91	313	93	107	115	54
AGREE	95.6	100.0	93.5	100.0	97.8	92.2	92.7	97.5	96.4	94.2	95.5	95.4	95.5	94.5	97.2	96.3	95.2	98.4	96.6	94.7
STRONGLY	84.8	100.0	81.2	84.5	90.5	83.9	73.3	86.9	84.5	86.3	86.2	78.7	85.6	85.2	90.4	85.0	85.9	87.8	84.3	77.5
SOMEWHAT	10.8	-	12.3	15.5	7.4	8.2	19.4	10.6	11.9	7.8	9.3	16.7	9.9	9.3	6.7	11.3	9.3	10.5	12.3	17.3
DISAGREE	3.7	-	4.2	-	1.2	4.9	7.3	2.5	2.8	5.8	4.2	4.6	4.5	4.6	2.8	2.5	2.7	1.6	3.4	1.7
SOMEWHAT	2.7	-	2.1	-	1.2	4.9	5.4	2.5	0.7	4.1	3.3	4.6	4.5	3.5	0.9	1.4	2.7	0.6	1.4	1.7
STRONGLY	1.0	-	2.1	-	-	-	2.0	-	2.1	1.8	0.9	-	-	1.1	1.9	1.1	-	1.0	2.0	-
DK/REFUSED	0.7	-	2.3	-	1.0	3.0	-	-	0.9	-	0.3	-	-	0.8	-	1.3	2.1	-	-	3.6
Net Diff.	91.8	100.0	89.3	100.0	96.6	87.3	85.3	95.1	93.6	88.3	91.3	90.9	91.0	89.9	94.4	93.8	92.5	96.7	93.3	93.1

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16. PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT UNDERAGE DRINKING?  
"IT'S NEVER TOO EARLY TO TALK TO YOUR KIDS ABOUT THE DANGERS OF ALCOHOL, BUT IT CAN BE TOO LATE."  
(Net Diff. = AGREE-DISAGREE)

	TOTAL	MALE ONLY		FEMALE ONLY		BOTH		MEN		WOMEN		GENDER			MEN		
		(CHILDREN)		(CHILDREN)		(CHILDREN)		(PARENT)		(PARENT)		(CHILDREN)					
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	95	94	106	116	101	103	134	124	169	189	170	205	121	64	90	51
AGREE	95.6	95.9	95.9	92.5	94.8	98.3	98.3	94.7	94.9	96.1	97.2	95.9	93.2	98.5	96.4	91.0	97.9
STRONGLY	84.8	90.8	81.5	82.3	83.2	87.3	90.2	87.0	81.1	85.6	87.5	85.6	81.7	89.4	82.9	78.8	90.5
SOMEWHAT	10.8	5.1	14.4	10.2	11.6	11.0	8.1	7.7	13.8	10.6	9.7	10.3	11.5	9.2	13.5	12.2	7.5
DISAGREE	3.7	3.3	2.0	7.5	3.5	1.7	1.7	4.7	2.9	3.9	2.2	3.0	5.9	1.5	2.4	6.8	2.1
SOMEWHAT	2.7	1.4	2.0	7.5	1.5	0.7	0.7	3.9	2.0	2.8	1.0	1.9	4.7	0.6	2.4	6.8	-
STRONGLY	1.0	1.9	-	-	2.0	1.1	1.0	0.8	0.9	1.0	1.2	1.0	1.1	0.9	-	-	2.1
DK/REFUSED	0.7	0.8	2.1	-	1.7	-	-	0.6	2.2	-	0.6	1.2	1.0	-	1.2	2.2	-
Net Diff.	91.8	92.6	93.9	85.1	91.3	96.5	96.6	90.1	92.0	92.2	95.0	92.9	87.3	97.1	94.0	84.2	95.8

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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16. PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT UNDERAGE DRINKING?  
"IT'S NEVER TOO EARLY TO TALK TO YOUR KIDS ABOUT THE DANGERS OF ALCOHOL, BUT IT CAN BE TOO LATE."  
(Net Diff. = AGREE-DISAGREE)

	TOTAL	WOMEN			AREA			INCOME						INCOME					
		MALE	FEMALE	BOTH	CITY	SUBURB	SMALL	UNDER	\$20k-	\$40k-	\$60k-	\$75k-	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER
		ONLY	ONLY				CITY/ RURAL	\$20k	\$40k	\$60k	\$75k	\$100k	\$100k	\$40k	\$40k	\$60k	\$60k	\$100k	\$100k
Total	500	105	114	69	105	100	290	28	41	61	55	67	144	69	328	130	267	253	144
AGREE	95.6	95.6	94.9	99.0	90.3	96.2	97.1	92.9	91.4	97.7	98.0	97.3	94.3	92.0	96.2	94.7	95.9	96.1	94.3
STRONGLY	84.8	87.3	84.0	88.6	81.5	83.8	86.9	75.6	84.3	92.3	90.7	86.7	85.5	80.8	87.9	86.2	86.9	87.3	85.5
SOMEWHAT	10.8	8.3	10.9	10.4	8.8	12.4	10.3	17.3	7.1	5.4	7.4	10.6	8.8	11.2	8.3	8.5	9.0	8.8	8.8
DISAGREE	3.7	3.3	5.1	1.0	10.1	2.6	1.9	-	8.6	2.3	2.0	1.5	4.9	5.1	3.2	3.8	3.4	2.8	4.9
SOMEWHAT	2.7	1.6	3.1	1.0	7.4	2.6	1.1	-	4.3	2.3	-	1.5	4.1	2.6	2.5	2.4	2.6	1.6	4.1
STRONGLY	1.0	1.7	2.0	-	2.7	-	0.8	-	4.3	-	2.0	-	0.7	2.6	0.7	1.4	0.8	1.1	0.7
DK/REFUSED	0.7	1.1	-	-	-0.4	1.2	1.0	7.1	-	-	-	1.2	0.8	2.9	0.6	1.5	0.7	1.1	0.8
Net Diff.	91.8	92.3	89.8	98.0	80.2	93.6	95.2	92.9	82.8	95.5	96.0	95.9	89.5	86.9	93.0	90.9	92.4	93.4	89.5

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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16. PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT UNDERAGE DRINKING?  
"IT'S NEVER TOO EARLY TO TALK TO YOUR KIDS ABOUT THE DANGERS OF ALCOHOL, BUT IT CAN BE TOO LATE."  
(Net Diff. = AGREE-DISAGREE)

	TOTAL	EDUCATION							MEN				WOMEN				MARITAL STATUS		
		LESS/	Some	High	Some	COL-	Col-	Post	NOT	COL-	Col-	Post	NOT	COL-	Col-	Post	SINGLE	MARRY	DIV-
		COLLEG	High	School	Col-	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.			ORCED
		GRAD.	School	Grad.	lege	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.		GRAD.	GRAD.	Grad.				
Total	500	193	13	83	97	303	191	113	80	127	80	47	113	176	110	66	33	407	38
AGREE	95.6	93.7	100.0	92.8	93.7	96.6	97.9	94.5	91.1	96.6	100.0	90.7	95.6	96.7	96.4	97.2	87.5	95.7	100.0
STRONGLY	84.8	82.2	88.3	80.6	82.7	86.6	89.1	82.3	74.1	89.5	91.3	86.5	87.9	84.5	87.5	79.4	79.3	85.5	83.0
SOMEWHAT	10.8	11.6	11.7	12.2	11.0	10.1	8.8	12.2	16.9	7.0	8.7	4.2	7.8	12.2	8.9	17.8	8.2	10.2	17.0
DISAGREE	3.7	4.8	-	4.8	5.5	3.1	2.1	4.8	5.5	3.4	-	9.3	4.4	2.9	3.6	1.7	12.5	3.6	-
SOMEWHAT	2.7	2.7	-	3.5	2.4	2.8	2.1	3.9	4.1	3.4	-	9.3	1.7	2.3	3.6	-	7.1	2.8	-
STRONGLY	1.0	2.1	-	1.3	3.0	0.4	-	1.0	1.3	-	-	-	2.6	0.6	-	1.7	5.4	0.8	-
DK/REFUSED	0.7	1.4	-	2.4	0.8	0.3	-	0.7	3.4	-	-	-	-	0.4	-	1.2	-	0.7	-
Net Diff.	91.8	88.9	100.0	88.0	88.2	93.5	95.8	89.6	85.6	93.1	100.0	81.4	91.3	93.8	92.8	95.5	75.0	92.1	100.0

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16. PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT UNDERAGE DRINKING?  
"IT'S NEVER TOO EARLY TO TALK TO YOUR KIDS ABOUT THE DANGERS OF ALCOHOL, BUT IT CAN BE TOO LATE."  
(Net Diff. = AGREE-DISAGREE)

	TOTAL	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROTESTANT	CATHOLIC	WHITE	NON-WHITE	Hispanic	African American	WHITE	AFRICAN AMERICAN	WHITE	AFRICAN AMERICAN	WHITE	AFRICAN AMERICAN	WHITE	AFRICAN AMERICAN
Total	500	181	227	329	72	337	158	36	105	148	36	189	69	56	20	272	84
AGREE	95.6	94.9	96.4	96.5	94.5	95.7	94.7	97.8	94.8	95.1	89.7	96.2	97.4	94.5	100.0	96.3	93.4
STRONGLY	84.8	86.4	84.8	86.4	82.9	86.3	81.8	75.4	83.0	85.6	73.8	86.7	87.8	91.4	100.0	85.9	78.7
SOMEWHAT	10.8	8.5	11.6	10.1	11.6	9.5	12.9	22.4	11.8	9.5	15.9	9.5	9.6	3.1	-	10.4	14.7
DISAGREE	3.7	3.6	3.6	2.6	5.5	3.7	4.0	2.2	3.4	4.4	4.9	3.2	2.6	5.5	-	3.0	4.2
SOMEWHAT	2.7	3.0	2.6	1.7	5.5	3.0	2.2	2.2	1.7	3.6	4.9	2.5	-	3.5	-	3.0	2.1
STRONGLY	1.0	0.6	1.0	0.9	-	0.7	1.8	-	1.7	0.7	-	0.6	2.6	1.9	-	-	2.1
DK/REFUSED	0.7	1.5	-	0.8	-	0.6	1.2	-	1.9	0.5	5.4	0.6	-	-	-	0.7	2.3
Net Diff.	91.8	91.4	92.7	93.9	89.1	92.0	90.7	95.6	91.4	90.7	84.9	93.1	94.9	89.1	100.0	93.2	89.2

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16. PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT UNDERAGE DRINKING?  
"IT'S NEVER TOO EARLY TO TALK TO YOUR KIDS ABOUT THE DANGERS OF ALCOHOL, BUT IT CAN BE TOO LATE."  
(Net Diff. = AGREE-DISAGREE)

	TOTAL	AGE			AGE				MEN			
		UNDER	41-55	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER
		40		55	40	40	55	55	40	40	55	55
Total	500	90	353	43	90	396	442	43	33	173	187	19
AGREE	95.6	96.0	95.8	92.7	96.0	95.5	95.9	92.7	95.1	94.3	93.8	100.0
STRONGLY	84.8	92.4	83.5	84.4	92.4	83.6	85.3	84.4	93.9	81.4	82.0	97.7
SOMEWHAT	10.8	3.6	12.4	8.3	3.6	11.9	10.6	8.3	1.2	12.8	11.8	2.3
DISAGREE	3.7	4.0	3.4	4.7	4.0	3.5	3.5	4.7	4.9	4.1	4.7	-
SOMEWHAT	2.7	2.8	2.9	2.1	2.8	2.8	2.9	2.1	1.7	4.1	4.1	-
STRONGLY	1.0	1.2	0.5	2.5	1.2	0.7	0.6	2.5	3.2	-	0.6	-
DK/REFUSED	0.7	-	0.8	2.7	-	1.0	0.6	2.7	-	1.6	1.5	-
Net Diff.	91.8	92.0	92.4	88.0	92.0	91.9	92.3	88.0	90.2	90.1	89.1	100.0

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16. PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT UNDERAGE DRINKING?  
"IT'S NEVER TOO EARLY TO TALK TO YOUR KIDS ABOUT THE DANGERS OF ALCOHOL, BUT IT CAN BE TOO LATE."  
(Net Diff. = AGREE-DISAGREE)

	TOTAL	WOMEN				GENDER	
		UNDER 40	OVER 40	UNDER 55	OVER 55	MALE	FEMALE
Total	500	57	223	256	24	210	290
AGREE	95.6	96.5	96.4	97.3	86.8	94.6	96.3
STRONGLY	84.8	91.5	85.2	87.7	73.8	83.4	85.8
SOMEWHAT	10.8	5.1	11.2	9.7	13.0	11.2	10.4
DISAGREE	3.7	3.5	3.1	2.7	8.4	4.2	3.4
SOMEWHAT	2.7	3.5	1.8	2.0	3.8	3.7	2.0
STRONGLY	1.0	–	1.3	0.7	4.6	0.5	1.4
DK/REFUSED	0.7	–	0.5	–	4.8	1.2	0.3
Net Diff.	91.8	93.1	93.4	94.7	78.4	90.5	92.9



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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17. FROM WHERE DO YOU THINK MOST MINORS TYPICALLY GET ALCOHOL?

	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	YES	NO/ NOT YET	
Total	500	158	65	18	75	142	60	82	89	45	44	21	57	33	301	197	241	204	35	467	33	
FRIENDS	56.1	54.1	57.1	55.5	51.0	55.1	48.2	60.2	55.9	55.2	56.7	36.9	67.7	62.8	55.4	57.9	54.1	56.5	68.4	56.4	51.4	
THEIR OWN PARENTS	19.9	20.7	17.7	15.1	24.5	14.6	18.5	11.7	23.9	18.6	29.4	42.6	16.4	20.2	22.2	16.5	18.3	21.2	20.1	19.5	25.3	
OTHER FAMILY	7.7	8.4	6.2	16.8	8.3	10.2	14.4	7.2	4.3	3.1	5.5	-	8.5	6.2	9.3	5.4	7.8	8.8	5.0	8.2	-	
FRIEND'S PARENTS	7.0	6.4	8.0	-	6.4	8.3	11.0	6.3	7.4	13.7	0.9	9.3	4.2	6.4	6.0	8.0	7.5	6.6	6.5	6.6	12.4	
STORES	2.2	1.4	2.6	-	0.8	3.0	1.3	4.3	3.6	3.6	3.5	-	0.1	4.4	1.0	4.2	3.2	1.7	-	2.1	4.7	
SIBLINGS	1.1	1.8	*	4.6	2.6	2.0	1.6	2.3	-	-	-	-	-	-	1.2	1.0	1.5	1.1	-	1.2	-	
DK/REFUSED	5.9	7.3	8.3	8.0	6.2	6.8	5.1	8.0	4.9	5.8	4.0	11.1	3.1	-	4.9	7.1	7.6	4.0	-	5.9	6.2	

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17. FROM WHERE DO YOU THINK MOST MINORS TYPICALLY GET ALCOHOL?

	TOTAL	TALK ABOUT ALCOHOL			TALKED WITH		RESEARCHED		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN			APPROPRIATE AGE FOR			
		ABUSE WITH YOUR			CHILD./LAST		UNDERAGED		YOUR COMMUNITY				WILL DRINK ALCOHOL			YOUR CHILDREN TO TRY			
		CHILDREN			FEW MONTHS		DRINKING									ALCOHOL			
		FREQU-	SOME-	RARELY	YES	NO	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	14-	15-17	18/
		ENTLY	TIMES						LEM	ious		PROB-	ERNED			ALL	LESS		OVER
												LEM							
Total	500	199	192	73	398	62	122	375	434	219	215	36	294	80	214	201	20	36	390
FRIENDS	56.1	53.5	56.2	64.3	56.4	53.3	54.7	56.7	55.2	55.7	54.7	61.7	53.0	62.9	49.3	60.3	37.8	53.5	57.5
THEIR OWN PARENTS	19.9	23.3	17.2	16.4	19.5	22.0	19.4	20.2	20.2	20.7	19.7	23.5	19.3	18.2	19.8	21.2	24.8	25.1	19.4
OTHER FAMILY	7.7	8.7	6.6	10.5	7.6	13.6	10.0	7.0	8.5	8.4	8.6	3.5	8.3	7.6	8.6	6.9	14.2	4.3	8.2
FRIEND'S PARENTS	7.0	6.4	7.2	5.9	6.9	5.2	7.3	6.9	7.7	6.7	8.7	2.2	9.0	6.8	9.8	4.2	15.5	8.3	7.1
STORES	2.2	2.7	2.2	-	2.2	1.3	2.6	2.1	2.0	3.6	0.5	6.5	2.0	2.3	1.8	2.7	-	6.9	2.0
SIBLINGS	1.1	0.8	1.5	1.4	1.4	-	1.4	1.0	1.1	1.5	0.7	2.1	1.7	1.2	1.9	0.5	-	3.0	0.6
DK/REFUSED	5.9	4.5	9.1	1.6	5.9	4.5	4.6	6.0	5.3	3.5	7.1	0.4	6.7	1.0	8.8	4.2	7.6	-1.1	5.1

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 17. FROM WHERE DO YOU THINK MOST MINORS TYPICALLY GET ALCOHOL?

	TOTAL	MANY CHILDREN START DRINKIN BEFORE AGE 15			CHILDREN DRINKING BEFORE 15 YEARS OLD			SEEN TV ADS STOP UNDERAGE DRINKING		RADIO ADS STOP UNDERAGE DRINKING		ONLINE ADS STOP UNDERAGE DRINKING		UNDERAGE DRINKING ADS				M.L. TO TALK WITH YOUR CHILDREN ABOUT UNDERAGE DRINKING		
		AWARE	UN- AWARE	PROB- LEM	Crisis lem	Prob- lem	NOT A PROB- LEM	YES	NO	YES	NO	YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	MORE LIKELY	LESS LIKELY	NO DIFF.
Total	500	455	41	471	193	278	19	242	256	129	358	92	402	207	139	100	37	223	1	59
FRIENDS	56.1	56.2	57.7	58.1	55.5	60.0	22.7	53.0	59.2	55.9	56.9	55.8	56.2	61.1	52.0	52.2	60.5	53.3	-	55.0
THEIR OWN PARENTS	19.9	19.7	24.8	20.1	22.0	18.8	19.6	24.6	15.7	20.7	20.4	15.4	20.9	14.8	28.7	22.6	13.7	23.3	37.6	24.1
OTHER FAMILY	7.7	7.9	6.3	7.5	8.5	6.7	18.0	10.3	5.3	9.4	6.9	13.0	6.2	6.1	5.1	10.9	16.5	10.1	53.4	4.2
FRIEND'S PARENTS	7.0	7.1	6.1	6.2	7.2	5.5	14.7	4.9	8.4	5.9	7.0	5.6	7.4	7.6	8.2	4.2	3.7	5.7	-	8.7
STORES	2.2	2.1	0.1	1.6	1.8	1.4	15.7	1.8	2.7	2.7	1.3	4.7	1.7	1.0	0.7	4.1	2.7	2.2	-	2.0
SIBLINGS	1.1	0.9	4.1	0.7	1.4	0.2	11.4	0.9	1.3	0.8	1.3	1.1	1.1	1.7	0.8	-	2.9	1.0	-	-
DK/REFUSED	5.9	6.1	0.9	5.8	3.6	7.4	-2.1	4.5	7.3	4.6	6.3	4.4	6.4	7.8	4.5	6.0	-	4.4	9.0	6.0

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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17. FROM WHERE DO YOU THINK MOST MINORS TYPICALLY GET ALCOHOL?

	TOTAL	SEEN TV AD W/ MOTHER AT FUNERAL HOME		SEEN TV AD W/ FATHER FEEDIN HIS SON		SEEN TV ADS			HEARD OF TALKITOUTNC .ORG		VISITED TALKITOUTNC .ORG		OFTEN ADULTS IN HOUSEHOLD DRINK								
		YES	NO	YES	NO	0 OF 2	1 OF 2	2 OF 2	YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY	Rarely	Never
Total	500	250	247	251	240	188	106	195	138	352	26	460	144	82	62	76	40	36	279	124	155
FRIENDS	56.1	54.9	57.3	53.4	58.0	59.5	51.0	55.0	59.6	54.8	65.1	55.6	53.3	51.0	56.4	60.7	60.8	60.6	56.7	61.1	53.1
THEIR OWN PARENTS	19.9	19.5	20.6	21.3	19.0	20.4	18.7	21.0	18.8	20.5	21.0	19.5	17.0	11.7	23.9	19.7	14.3	25.5	21.6	17.9	24.6
OTHER FAMILY	7.7	8.6	6.2	7.7	8.0	6.1	9.5	7.9	9.5	7.2	-	8.4	4.0	4.0	3.9	5.9	4.1	7.9	10.1	10.3	10.0
FRIEND'S PARENTS	7.0	8.9	5.1	8.5	5.1	3.0	12.5	7.4	6.7	7.1	9.2	6.8	13.3	18.7	6.1	5.3	7.9	2.5	4.2	3.3	4.9
STORES	2.2	1.8	2.7	2.4	2.1	2.7	1.6	2.3	2.1	2.4	4.7	2.2	3.2	2.9	3.6	-	-	-	2.4	2.7	2.1
SIBLINGS	1.1	0.9	1.4	1.2	1.1	1.3	0.9	1.1	0.8	1.3	-	1.2	2.4	2.1	2.7	0.4	-	0.8	0.7	0.7	0.7
DK/REFUSED	5.9	5.3	6.7	5.5	6.7	7.0	5.8	5.3	2.4	6.7	-	6.3	6.9	9.6	3.3	8.0	12.9	2.7	4.3	4.0	4.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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17. FROM WHERE DO YOU THINK MOST MINORS TYPICALLY GET ALCOHOL?

	TOTAL	SOCIAL NETWORKS						IDEOLOGY						PARTY			WHITE			
		USE	Face-	You-	Inst-	DON'T	LIB-	Very	Smwt.	MOD-	Smwt.	Very	CONSER	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
		SOCIAL	book	Tube	agram	USE	ERAL			ERATE			VATIVE	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
		MEDIA				SOCIAL										/OTHER			/OTHER	
Total	500	377	295	29	13	122	101	35	66	149	110	111	221	166	203	106	15	139	94	96
FRIENDS	56.1	57.8	54.5	73.8	72.4	50.6	56.1	56.1	56.0	50.1	59.0	64.9	62.0	62.9	56.3	44.4	54.4	63.6	60.8	45.4
THEIR OWN PARENTS	19.9	19.0	19.2	15.7	1.8	23.1	22.4	23.5	21.8	26.7	16.6	13.6	15.1	15.4	21.4	25.8	7.8	15.7	16.5	26.3
OTHER FAMILY	7.7	7.7	9.2	2.9	8.2	7.8	5.7	-	8.7	8.0	12.8	5.5	9.1	4.9	10.3	8.1	6.5	4.7	5.0	5.1
FRIEND'S PARENTS	7.0	7.1	8.3	-	17.7	6.7	6.3	6.9	6.0	8.2	6.9	7.2	7.0	8.9	5.0	8.1	11.1	9.0	7.4	9.0
STORES	2.2	2.3	2.5	-	-	2.0	-	-	-	2.3	0.3	4.5	2.4	1.5	1.4	4.2	5.4	1.8	1.3	1.5
SIBLINGS	1.1	1.5	1.9	-	-	-	1.9	5.6	-	0.9	0.7	1.3	1.0	1.5	1.5	-	-	1.1	1.1	-
DK/REFUSED	5.9	4.6	4.5	7.6	-	9.8	7.6	8.0	7.4	3.8	3.7	3.0	3.3	4.8	4.1	9.3	14.8	4.1	7.9	12.7

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17. FROM WHERE DO YOU THINK MOST MINORS TYPICALLY GET ALCOHOL?

	TOTAL	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17	18/ OLDER
Total	500	7	85	12	82	67	54	84	136	67	303	45	117	95	91	313	93	107	115	54
FRIENDS	56.1	63.7	51.3	39.9	65.0	55.6	43.9	60.9	56.6	47.0	55.0	62.4	52.1	63.4	49.6	58.1	58.8	63.7	58.9	56.1
THEIR OWN PARENTS	19.9	16.7	28.4	29.1	13.8	25.2	19.5	17.0	19.6	26.9	19.0	25.8	21.9	10.6	21.4	18.8	12.2	16.7	18.9	25.7
OTHER FAMILY	7.7	-	16.2	31.0	6.3	8.4	8.6	3.5	11.2	7.3	6.9	-	8.0	6.2	9.5	6.6	11.4	3.4	8.5	3.5
FRIEND'S PARENTS	7.0	-	2.1	-	7.9	4.7	14.2	9.9	5.1	3.9	8.5	3.1	7.5	10.0	6.5	6.8	5.4	7.0	7.6	1.4
STORES	2.2	-	2.0	-	2.4	-	1.5	0.7	2.1	6.7	2.9	1.3	2.5	0.7	6.2	2.3	2.7	2.8	1.3	7.9
SIBLINGS	1.1	-	-	-	1.1	-	-	1.9	2.3	-	1.3	2.1	1.8	0.3	0.9	1.6	1.4	0.3	1.7	3.2
DK/REFUSED	5.9	19.6	-	-	3.5	6.0	12.2	6.1	3.1	8.2	6.5	5.3	6.2	8.8	5.8	5.7	8.1	6.2	3.1	2.1

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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17. FROM WHERE DO YOU THINK MOST MINORS TYPICALLY GET ALCOHOL?

	TOTAL	MALE ONLY (CHILDREN)		FEMALE ONLY (CHILDREN)		BOTH (CHILDREN)		MEN (PARENT)		WOMEN (PARENT)		GENDER (CHILDREN)			MEN		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	95	94	106	116	101	103	134	124	169	189	170	205	121	64	90	51
FRIENDS	56.1	51.6	56.4	58.0	58.8	55.7	58.5	55.1	58.7	54.9	57.7	53.0	56.7	59.2	51.7	55.0	64.6
THEIR OWN PARENTS	19.9	23.4	14.1	16.9	23.2	17.2	18.3	20.1	15.5	18.0	21.0	20.5	22.0	17.1	20.0	21.8	14.5
OTHER FAMILY	7.7	8.7	11.9	6.8	4.4	5.5	4.2	5.9	7.1	7.7	6.3	11.4	6.0	5.6	9.0	6.9	6.7
FRIEND'S PARENTS	7.0	4.8	8.3	13.2	5.9	7.0	6.8	9.0	8.5	8.0	5.7	5.4	8.6	5.8	6.0	10.9	4.9
STORES	2.2	4.1	3.6	0.9	-	3.9	3.8	1.6	2.2	3.9	2.4	3.7	0.5	3.2	3.0	0.4	1.6
SIBLINGS	1.1	1.0	2.0	0.7	1.0	2.2	2.1	0.9	1.0	1.6	2.1	1.1	0.9	1.8	1.4	-	0.6
DK/REFUSED	5.9	6.4	3.7	3.4	6.8	8.7	6.2	7.3	6.9	5.9	4.9	4.9	5.2	7.3	8.9	4.9	7.2

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17. FROM WHERE DO YOU THINK MOST MINORS TYPICALLY GET ALCOHOL?

	TOTAL	WOMEN			AREA			INCOME						INCOME					
		MALE	FEMALE	BOTH	CITY	SUBURB	SMALL	UNDER	\$20k-	\$40k-	\$60k-	\$75k-	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER
		ONLY	ONLY				CITY/ RURAL	\$20k	\$40k	\$60k	\$75k	\$100k	\$100k	\$40k	\$40k	\$60k	\$60k	\$100k	\$100k
Total	500	105	114	69	105	100	290	28	41	61	55	67	144	69	328	130	267	253	144
FRIENDS	56.1	53.8	58.1	55.2	54.8	50.7	58.5	58.2	52.8	49.7	65.9	65.7	47.8	55.0	54.9	52.5	56.1	58.9	47.8
THEIR OWN PARENTS	19.9	20.8	22.2	19.0	23.9	23.1	17.9	12.9	26.7	25.5	15.5	11.0	25.5	21.1	20.8	23.2	19.8	18.3	25.5
OTHER FAMILY	7.7	12.9	5.3	4.8	4.9	8.1	8.5	6.3	17.9	9.5	4.3	10.5	5.2	13.2	6.9	11.5	6.3	9.7	5.2
FRIEND'S PARENTS	7.0	5.1	6.8	6.6	9.1	10.7	5.1	-	2.6	6.9	10.7	2.7	11.4	1.6	8.7	4.1	9.1	5.1	11.4
STORES	2.2	4.1	0.5	4.4	2.9	3.0	1.2	6.0	-	2.5	-	2.3	4.1	2.4	2.7	2.5	2.8	1.9	4.1
SIBLINGS	1.1	0.9	1.6	2.7	1.9	0.3	1.2	-	-	1.4	2.0	-	2.1	-	1.5	0.6	1.5	0.8	2.1
DK/REFUSED	5.9	2.4	5.4	7.3	2.4	4.1	7.6	16.7	-	4.6	1.6	7.8	4.0	6.7	4.5	5.7	4.5	5.4	4.0



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17. FROM WHERE DO YOU THINK MOST MINORS TYPICALLY GET ALCOHOL?

	TOTAL	EDUCATION							MEN				WOMEN				MARITAL STATUS		
		LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	SINGLE	MARRY	DIV- ORCED
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	193	13	83	97	303	191	113	80	127	80	47	113	176	110	66	33	407	38
FRIENDS	56.1	57.8	60.9	62.5	53.5	54.4	56.7	50.4	62.8	51.6	52.1	50.8	54.3	56.3	60.1	50.0	60.7	56.8	41.6
THEIR OWN PARENTS	19.9	19.0	14.3	19.0	19.7	21.1	19.2	24.4	17.8	20.5	21.0	19.8	19.9	21.5	17.9	27.7	21.8	19.7	23.0
OTHER FAMILY	7.7	10.0	-	5.6	15.2	6.1	7.0	4.5	10.3	5.1	8.1	-	9.9	6.7	6.2	7.7	5.9	7.1	13.3
FRIEND'S PARENTS	7.0	3.2	-	3.8	3.2	9.4	8.1	11.7	3.0	11.7	11.3	12.4	3.4	7.8	5.7	11.3	-	6.9	11.7
STORES	2.2	3.2	24.8	2.8	0.6	1.7	1.9	1.2	1.0	1.8	1.2	2.9	4.8	1.5	2.4	-	3.2	2.5	-
SIBLINGS	1.1	-	-	-	-	1.9	2.0	1.8	-	1.0	0.4	2.0	-	2.6	3.2	1.7	-	1.3	2.0
DK/REFUSED	5.9	6.7	-	6.4	7.8	5.4	5.1	6.0	5.1	8.2	5.9	12.1	7.8	3.4	4.5	1.7	8.5	5.7	8.4

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17. FROM WHERE DO YOU THINK MOST MINORS TYPICALLY GET ALCOHOL?

	TOTAL	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	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	181	227	329	72	337	158	36	105	148	36	189	69	56	20	272	84
FRIENDS	56.1	57.4	56.4	58.1	48.4	57.6	51.8	54.0	50.8	58.0	58.5	57.3	46.7	56.6	55.3	57.8	50.5
THEIR OWN PARENTS	19.9	20.8	18.7	20.2	23.7	18.9	23.5	13.9	28.0	18.5	20.5	19.2	32.0	22.1	18.2	19.0	30.7
OTHER FAMILY	7.7	6.1	8.0	7.9	6.4	4.8	12.9	7.8	16.7	3.3	16.1	6.0	17.1	7.8	26.5	4.4	14.7
FRIEND'S PARENTS	7.0	6.6	7.2	6.4	8.0	8.4	4.0	8.5	1.7	9.4	4.9	7.5	-	5.7	-	8.5	2.1
STORES	2.2	1.2	3.5	2.3	3.0	1.7	3.5	8.5	1.6	1.6	-	1.7	2.4	2.8	-	1.5	2.0
SIBLINGS	1.1	0.7	1.7	0.6	0.4	0.9	1.9	2.6	-	0.2	-	1.4	-	-	-	1.1	-
DK/REFUSED	5.9	7.3	4.5	4.5	10.1	7.8	2.4	4.6	1.2	8.9	-	6.9	1.9	5.0	-	7.8	-

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17. FROM WHERE DO YOU THINK MOST MINORS TYPICALLY GET ALCOHOL?

	TOTAL				AGE				AGE				MEN			
	UNDER	41-55	OVER		UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER		
	40		55		40	40	55	55	40	40	55	55	40	40	55	55
Total	500	90	353	43	90	396	442	43	33	173	187	19				
FRIENDS	56.1	53.7	56.4	55.5	53.7	56.3	55.8	55.5	46.3	58.3	56.0	59.8				
THEIR OWN PARENTS	19.9	19.9	19.9	29.4	19.9	21.0	19.9	29.4	19.3	19.7	18.1	34.7				
OTHER FAMILY	7.7	12.0	7.4	-	12.0	6.6	8.4	-	14.7	5.2	7.5	-				
FRIEND'S PARENTS	7.0	6.2	7.3	4.2	6.2	7.0	7.1	4.2	11.6	7.8	8.7	5.5				
STORES	2.2	3.5	2.3	-	3.5	2.0	2.5	-	3.0	1.3	1.7	-				
SIBLINGS	1.1	-	0.9	6.6	-	1.5	0.7	6.6	-	0.7	0.7	-				
DK/REFUSED	5.9	4.7	5.8	4.3	4.7	5.6	5.6	4.3	5.2	7.0	7.4	-				

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17. FROM WHERE DO YOU THINK MOST MINORS TYPICALLY GET ALCOHOL?

	TOTAL		WOMEN				GENDER	
			UNDER	OVER	UNDER	OVER	MALE	FEMALE
			40	40	55	55		
Total	500	57	223	256	24	210	290	
FRIENDS	56.1	58.1	54.7	55.7	52.1	56.2	56.1	
THEIR OWN PARENTS	19.9	20.2	22.0	21.3	25.1	19.2	20.5	
OTHER FAMILY	7.7	10.4	7.7	9.0	-	7.4	7.9	
FRIEND'S PARENTS	7.0	3.0	6.4	5.9	3.2	8.2	6.1	
STORES	2.2	3.8	2.6	3.2	-	1.5	2.8	
SIBLINGS	1.1	-	2.1	0.7	11.8	0.5	1.6	
DK/REFUSED	5.9	4.4	4.5	4.2	7.7	7.1	5.1	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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18. OVER THE LAST FEW MONTHS, HAVE YOU SEEN ANY TELEVISION 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 10/ LESS	11-14	15/ OVER	YES	NO/ NOT YET	
Total	500	158	65	18	75	142	60	82	89	45	44	21	57	33	301	197	241	204	35	467	33
YES	48.4	59.8	66.3	58.9	54.3	48.5	60.5	39.7	44.6	46.9	42.2	63.5	35.2	16.7	49.2	47.7	46.1	51.3	48.4	49.6	31.1
NO	51.2	39.8	32.5	41.1	45.7	50.5	37.2	60.3	55.4	53.1	57.8	36.5	64.8	83.3	50.1	52.3	53.3	48.4	51.6	50.2	64.7
DK/REFUSED	0.4	0.5	1.1	-	-	1.0	2.3	-	-	-	-	-	-	-	0.7	-	0.6	0.4	-	0.2	4.2

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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18. OVER THE LAST FEW MONTHS, HAVE YOU SEEN ANY TELEVISION ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	TALK ABOUT ALCOHOL			TALKED WITH		RESEARCHED		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN			APPROPRIATE AGE FOR			
		ABUSE WITH YOUR			CHILD./LAST		UNDERAGED		YOUR COMMUNITY				WILL DRINK ALCOHOL			YOUR CHILDREN TO TRY			
		CHILDREN			FEW MONTHS		DRINKING									ALCOHOL			
		FREQU-	SOME-	RARELY	YES	NO	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	14-	15-17	18/
		ENTLY	TIMES						LEM	ious		PROB-	ERNED			ALL	LESS		OVER
												LEM							
Total	500	199	192	73	398	62	122	375	434	219	215	36	294	80	214	201	20	36	390
YES	48.4	60.2	42.8	39.4	51.9	37.4	58.2	45.5	49.1	51.9	46.2	43.1	53.9	59.5	51.8	40.8	55.1	62.2	45.3
NO	51.2	39.4	57.2	60.6	47.9	62.6	41.8	53.9	50.4	47.8	53.2	56.9	45.4	40.5	47.2	59.2	37.9	37.8	54.5
DK/REFUSED	0.4	0.4	-	-	0.2	-	-	0.6	0.5	0.3	0.6	-	0.7	-	1.0	-	7.0	-	0.2

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18. OVER THE LAST FEW MONTHS, HAVE YOU SEEN ANY TELEVISION ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	MANY CHILDREN START DRINKIN BEFORE AGE 15			CHILDREN DRINKING BEFORE 15 YEARS OLD			SEEN TV ADS STOP UNDERAGE DRINKING		RADIO ADS STOP UNDERAGE DRINKING		ONLINE ADS STOP UNDERAGE DRINKING		UNDERAGE DRINKING ADS				M.L. TO TALK WITH YOUR CHILDREN ABOUT UNDERAGE DRINKING		
		AWARE	UN- AWARE	PROB- LEM	Crisis lem	Prob- lem	NOT A PROB- LEM	YES	NO	YES	NO	YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	MORE LIKELY	LESS LIKELY	NO DIFF.
Total	500	455	41	471	193	278	19	242	256	129	358	92	402	207	139	100	37	223	1	59
YES	48.4	49.5	37.7	48.4	52.7	45.5	58.9	100.0	-	77.5	37.9	75.6	41.9	-	75.4	91.5	100.0	87.4	91.0	75.9
NO	51.2	50.1	62.3	51.4	46.9	54.5	33.8	-	100.0	22.5	62.1	24.4	57.8	100.0	24.6	8.5	-	12.6	9.0	24.1
DK/REFUSED	0.4	0.5	-	0.2	0.4	-	7.4	-	-	-	-	-	0.3	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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18. OVER THE LAST FEW MONTHS, HAVE YOU SEEN ANY TELEVISION ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	SEEN TV AD W/ MOTHER AT FUNERAL HOME		SEEN TV AD W/ FATHER FEEDIN HIS SON		SEEN TV ADS			HEARD OF TALKITOUTNC .ORG		VISITED TALKITOUTNC .ORG		OFTEN ADULTS IN HOUSEHOLD DRINK								
		YES	NO	YES	NO	0 OF 2	1 OF 2	2 OF 2	YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY	Rarely	Never
Total	500	250	247	251	240	188	106	195	138	352	26	460	144	82	62	76	40	36	279	124	155
YES	48.4	73.7	23.2	73.2	23.3	16.8	46.0	81.6	67.2	41.7	76.6	47.7	49.7	50.6	48.4	50.4	51.6	49.0	47.0	46.4	47.5
NO	51.2	25.7	76.5	26.5	76.7	83.2	53.3	18.4	32.3	57.9	23.4	51.9	49.4	47.7	51.6	48.7	48.4	49.0	53.0	53.6	52.5
DK/REFUSED	0.4	0.6	0.3	0.3	-	-	0.7	-	0.5	0.4	-	0.5	1.0	1.7	-	1.0	-	2.0	-	-	-



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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18. OVER THE LAST FEW MONTHS, HAVE YOU SEEN ANY TELEVISION ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	SOCIAL NETWORKS						IDEOLOGY						PARTY			WHITE			
		USE	Face-	You-	Inst-	DON'T	LIB-	Very	Smwt.	MOD-	Smwt.	Very	CONSER	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
		SOCIAL	book	Tube	agram	USE	ERAL			ERATE			VATIVE	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
		MEDIA				SOCIAL										/OTHER			/OTHER	
Total	500	377	295	29	13	122	101	35	66	149	110	111	221	166	203	106	15	139	94	96
YES	48.4	48.3	48.7	45.3	51.5	49.7	43.6	37.0	47.1	53.9	47.7	47.8	47.7	47.1	49.5	50.5	42.5	48.4	45.3	50.4
NO	51.2	51.5	51.0	54.7	48.5	49.1	55.0	63.0	50.8	46.1	52.3	52.2	52.3	52.9	50.5	47.5	57.5	51.6	54.7	48.2
DK/REFUSED	0.4	0.2	0.2	-	-	1.1	1.4	-	2.1	-	-	-	-	-	-	2.0	-	-	-	1.5

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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18. OVER THE LAST FEW MONTHS, HAVE YOU SEEN ANY TELEVISION ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	11/YOUNGER	12	13	14	15/OLDER	15	16	17	18/OLDER
Total	500	7	85	12	82	67	54	84	136	67	303	45	117	95	91	313	93	107	115	54
YES	48.4	60.4	60.0	53.5	45.1	54.3	46.8	49.1	47.2	51.8	47.0	47.9	47.4	39.6	47.5	50.3	44.0	52.9	48.1	61.7
NO	51.2	39.6	40.0	46.5	54.9	45.7	50.7	50.9	52.8	47.1	52.6	52.1	51.4	60.4	52.5	49.4	55.2	47.1	51.9	38.3
DK/REFUSED	0.4	-	-	-	-	-	2.6	-	-	1.1	0.5	-	1.2	-	-	0.2	0.8	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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18. OVER THE LAST FEW MONTHS, HAVE YOU SEEN ANY TELEVISION ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	MALE ONLY		FEMALE ONLY		BOTH		MEN		WOMEN		GENDER			MEN		
		(CHILDREN)		(CHILDREN)		(CHILDREN)		(PARENT)		(PARENT)		(CHILDREN)					
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	95	94	106	116	101	103	134	124	169	189	170	205	121	64	90	51
YES	48.4	50.2	52.4	45.2	49.2	46.3	50.0	46.4	53.4	47.4	48.3	51.5	46.9	48.6	51.2	48.3	49.2
NO	51.2	49.8	46.8	53.5	50.8	53.7	50.0	52.5	46.6	52.6	51.3	48.1	52.5	51.4	48.8	50.1	50.8
DK/REFUSED	0.4	-	0.8	1.3	-	-	-	1.0	-	-	0.4	0.4	0.7	-	-	1.5	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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18. OVER THE LAST FEW MONTHS, HAVE YOU SEEN ANY TELEVISION ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	WOMEN			AREA			INCOME					INCOME						
		MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL	UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k
Total	500	105	114	69	105	100	290	28	41	61	55	67	144	69	328	130	267	253	144
YES	48.4	51.6	45.7	48.2	48.9	57.6	45.2	47.0	55.6	43.4	45.7	55.1	52.9	52.1	50.3	48.0	51.9	49.4	52.9
NO	51.2	47.7	54.3	51.8	49.1	42.4	54.8	53.0	44.4	56.6	54.3	44.9	47.1	47.9	49.7	52.0	48.1	50.6	47.1
DK/REFUSED	0.4	0.7	-	-	2.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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18. OVER THE LAST FEW MONTHS, HAVE YOU SEEN ANY TELEVISION ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	EDUCATION							MEN				WOMEN				MARITAL STATUS		
		LESS/	Some	High	Some	COL-	Col-	Post	NOT	COL-	Col-	Post	NOT	COL-	Col-	Post	SINGLE	MARRY	DIV-
		COLLEG	High	School	Col-	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.			ORCED
		GRAD.	School	Grad.	lege	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.		GRAD.	GRAD.	Grad.				
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	193	13	83	97	303	191	113	80	127	80	47	113	176	110	66	33	407	38
YES	48.4	46.5	32.5	52.5	43.3	50.3	55.3	41.9	50.0	48.2	62.1	24.5	44.0	51.8	50.3	54.3	58.6	49.3	33.3
NO	51.2	53.5	67.5	47.5	56.7	49.3	44.7	56.9	50.0	50.7	37.9	72.6	56.0	48.2	49.7	45.7	41.4	50.5	63.0
DK/REFUSED	0.4	-	-	-	-	0.5	-	1.2	-	1.1	-	3.0	-	-	-	-	-	0.2	3.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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18. OVER THE LAST FEW MONTHS, HAVE YOU SEEN ANY TELEVISION ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	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	181	227	329	72	337	158	36	105	148	36	189	69	56	20	272	84
YES	48.4	49.9	48.8	51.2	50.0	47.9	50.0	25.2	58.5	48.4	48.2	47.6	63.9	49.9	57.7	48.2	59.6
NO	51.2	50.1	50.8	48.8	50.0	51.6	50.0	74.8	41.5	50.7	51.8	52.4	36.1	50.1	42.3	51.3	40.4
DK/REFUSED	0.4	-	0.3	-	-	0.4	-	-	-	0.9	-	-	-	-	-	0.5	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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18. OVER THE LAST FEW MONTHS, HAVE YOU SEEN ANY TELEVISION ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL				AGE				AGE				MEN			
	UNDER	41-55	OVER		UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER		
	40		55		40	40	55	55	40	40	55	55	40	40	55	55
Total	500	90	353	43	90	396	442	43	33	173	187	19				
YES	48.4	50.0	49.8	40.7	50.0	48.9	49.9	40.7	54.8	47.7	49.1	46.3				
NO	51.2	50.0	49.8	59.3	50.0	50.8	49.8	59.3	45.2	51.5	50.2	53.7				
DK/REFUSED	0.4	-	0.4	-	-	0.4	0.3	-	-	0.8	0.7	-				



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18. OVER THE LAST FEW MONTHS, HAVE YOU SEEN ANY TELEVISION ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL		WOMEN				GENDER	
	UNDER	OVER	UNDER	OVER	MALE	FEMALE		
	40	40	55	55				
Total	500	57	223	256	24	210	290	
YES	48.4	47.1	49.8	50.4	36.3	48.5	48.3	
NO	51.2	52.9	50.2	49.6	63.7	50.8	51.5	
DK/REFUSED	0.4	-	-	-	-	0.7	0.3	





# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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19. OVER THE LAST FEW MONTHS, HAVE YOU HEARD ANY RADIO 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 10/ LESS	11-14	15/ OVER	YES	NO/ NOT YET	
Total	500	158	65	18	75	142	60	82	89	45	44	21	57	33	301	197	241	204	35	467	33
YES	25.7	25.9	26.9	10.6	28.7	33.0	39.6	28.2	19.0	22.7	15.3	28.1	16.6	25.9	26.1	25.4	23.4	29.1	20.4	26.8	10.0
NO	71.7	71.9	70.5	89.4	68.9	63.1	56.1	68.1	79.1	77.3	81.0	71.9	82.0	69.8	71.4	71.7	72.9	68.8	79.6	71.0	81.1
DK/REFUSED	2.6	2.3	2.7	-	2.5	3.9	4.3	3.6	1.8	-	3.7	-	1.4	4.4	2.4	2.9	3.7	2.1	-	2.2	8.9

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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19. OVER THE LAST FEW MONTHS, HAVE YOU HEARD ANY RADIO ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	TALK ABOUT ALCOHOL			TALKED WITH		RESEARCHED		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN			APPROPRIATE AGE FOR			
		ABUSE WITH YOUR			CHILD./LAST		UNDERAGED		YOUR COMMUNITY				WILL DRINK ALCOHOL			YOUR CHILDREN TO TRY			
		CHILDREN			FEW MONTHS		DRINKING									ALCOHOL			
		FREQU-	SOME-	RARELY	YES	NO	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	14-	15-17	18/
		ENTLY	TIMES						LEM	ious		PROB-	ERNED			ALL	LESS		OVER
												LEM							
Total	500	199	192	73	398	62	122	375	434	219	215	36	294	80	214	201	20	36	390
YES	25.7	29.5	27.6	17.6	27.8	18.8	39.8	21.3	25.3	26.7	23.9	31.2	27.8	31.2	26.6	23.2	18.6	28.7	23.8
NO	71.7	68.0	69.9	81.9	69.7	80.7	60.2	75.2	72.0	70.4	73.7	64.6	69.5	65.9	70.8	74.2	71.0	63.0	74.5
DK/REFUSED	2.6	2.5	2.5	0.5	2.5	0.5	-	3.5	2.6	2.9	2.4	4.2	2.7	2.8	2.6	2.6	10.4	8.3	1.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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19. OVER THE LAST FEW MONTHS, HAVE YOU HEARD ANY RADIO ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	MANY CHILDREN START DRINKIN BEFORE AGE 15			CHILDREN DRINKING BEFORE 15 YEARS OLD			SEEN TV ADS STOP UNDERAGE DRINKING		RADIO ADS STOP UNDERAGE DRINKING		ONLINE ADS STOP UNDERAGE DRINKING		UNDERAGE DRINKING ADS				M.L. TO TALK WITH YOUR CHILDREN ABOUT UNDERAGE DRINKING		
		AWARE	UN- AWARE	PROB- LEM	Crisis	Prob- lem	NOT A PROB- LEM	YES	NO	YES	NO	YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	MORE LIKELY	LESS LIKELY	NO DIFF.
Total	500	455	41	471	193	278	19	242	256	129	358	92	402	207	139	100	37	223	1	59
YES	25.7	26.5	16.1	25.7	34.9	19.2	26.7	41.2	11.3	100.0	-	49.0	20.3	-	14.6	69.4	100.0	47.7	62.4	35.3
NO	71.7	71.0	83.9	72.5	62.8	79.2	50.2	56.1	87.0	-	100.0	48.5	77.7	100.0	85.4	30.6	-	49.6	37.6	64.1
DK/REFUSED	2.6	2.5	-	1.8	2.2	1.6	23.1	2.7	1.7	-	-	2.5	1.9	-	-	-	-	2.7	-	0.6

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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19. OVER THE LAST FEW MONTHS, HAVE YOU HEARD ANY RADIO ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	SEEN TV AD W/ MOTHER AT FUNERAL HOME		SEEN TV AD W/ FATHER FEEDIN HIS SON		SEEN TV ADS			HEARD OF TALKITOUTNC .ORG		VISITED TALKITOUTNC .ORG		OFTEN ADULTS IN HOUSEHOLD DRINK								
		YES	NO	YES	NO	0 OF 2	1 OF 2	2 OF 2	YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY	Rarely	Never
Total	500	250	247	251	240	188	106	195	138	352	26	460	144	82	62	76	40	36	279	124	155
YES	25.7	36.2	15.0	33.1	18.5	12.3	32.9	35.5	39.5	20.3	59.9	24.5	30.7	31.3	29.7	19.2	16.8	21.7	24.5	17.8	29.9
NO	71.7	60.1	83.5	64.1	79.7	86.1	65.0	61.2	60.0	76.3	40.1	72.7	64.3	62.7	66.4	77.7	79.1	76.2	74.2	79.4	70.1
DK/REFUSED	2.6	3.7	1.5	2.9	1.8	1.6	2.1	3.3	0.5	3.4	-	2.8	5.0	6.0	3.8	3.1	4.1	2.0	1.2	2.8	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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19. OVER THE LAST FEW MONTHS, HAVE YOU HEARD ANY RADIO ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	SOCIAL NETWORKS							IDEOLOGY					PARTY			WHITE			
		USE	Face-	You-	Inst-	DON'T	LIB-	Very	Smwt.	MOD-	Smwt.	Very	CONSER	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
		SOCIAL	book	Tube	agram	USE	ERAL			ERATE			VATIVE	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
		MEDIA				SOCIAL										/OTHER			/OTHER	
Total	500	377	295	29	13	122	101	35	66	149	110	111	221	166	203	106	15	139	94	96
YES	25.7	24.5	23.6	31.1	26.3	29.9	26.6	23.5	28.2	24.3	26.9	21.9	24.4	22.6	29.1	24.3	28.9	21.1	26.6	25.9
NO	71.7	73.6	74.8	68.9	73.7	65.1	72.0	76.5	69.7	73.5	69.6	76.2	72.9	75.9	68.8	69.8	71.1	77.4	70.5	69.9
DK/REFUSED	2.6	1.8	1.6	-	-	5.0	1.4	-	2.1	2.3	3.5	1.9	2.7	1.4	2.2	5.9	-	1.5	2.9	4.2

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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19. OVER THE LAST FEW MONTHS, HAVE YOU HEARD ANY RADIO ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	11/12/YOUNGER	12	13	14	15/OLDER	15	16	17	18/OLDER
Total	500	7	85	12	82	67	54	84	136	67	303	45	117	95	91	313	93	107	115	54
YES	25.7	19.6	33.5	13.6	22.1	23.5	27.6	23.1	31.8	22.6	25.7	16.6	23.4	22.1	35.9	25.2	18.8	27.6	25.0	33.9
NO	71.7	80.4	66.5	86.4	77.5	70.0	69.8	74.4	68.2	70.1	72.3	83.4	73.0	75.7	64.1	71.6	76.1	69.6	73.0	63.3
DK/REFUSED	2.6	-	-	-	0.4	6.5	2.6	2.5	-	7.3	2.1	-	3.6	2.1	-	3.2	5.1	2.8	2.0	2.8

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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19. OVER THE LAST FEW MONTHS, HAVE YOU HEARD ANY RADIO ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	MALE ONLY		FEMALE ONLY		BOTH		MEN		WOMEN		GENDER			MEN		
		(CHILDREN)		(CHILDREN)		(CHILDREN)		(PARENT)		(PARENT)		(CHILDREN)					
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	95	94	106	116	101	103	134	124	169	189	170	205	121	64	90	51
YES	25.7	25.3	24.0	28.6	22.9	23.3	28.9	22.1	25.2	28.5	25.2	23.8	26.3	28.2	21.3	26.4	25.0
NO	71.7	73.3	72.1	70.1	74.7	73.1	67.7	74.8	72.3	70.3	71.1	73.3	71.7	68.8	76.8	70.3	72.2
DK/REFUSED	2.6	1.3	3.9	1.3	2.4	3.5	3.5	3.1	2.5	1.2	3.7	2.9	2.1	3.0	2.0	3.3	2.9

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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19. OVER THE LAST FEW MONTHS, HAVE YOU HEARD ANY RADIO ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	WOMEN			AREA			INCOME					INCOME						
		MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL	UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k
Total	500	105	114	69	105	100	290	28	41	61	55	67	144	69	328	130	267	253	144
YES	25.7	25.4	26.2	30.6	32.6	24.3	24.2	45.9	33.8	35.5	23.3	17.1	27.6	38.7	26.2	37.2	24.1	28.8	27.6
NO	71.7	71.1	72.8	66.4	63.8	73.9	73.9	54.1	66.2	64.5	76.7	74.5	69.8	61.3	70.9	62.8	72.4	69.0	69.8
DK/REFUSED	2.6	3.5	1.0	3.0	3.6	1.9	1.9	-	-	-	-	8.4	2.6	-	2.9	-	3.5	2.2	2.6



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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19. OVER THE LAST FEW MONTHS, HAVE YOU HEARD ANY RADIO ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	EDUCATION							MEN				WOMEN				MARITAL STATUS		
		LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	SINGLE	MARRY	DIV- ORCED
Total	500	193	13	83	97	303	191	113	80	127	80	47	113	176	110	66	33	407	38
YES	25.7	28.2	28.8	24.5	31.3	24.3	27.1	19.6	25.1	23.3	32.4	7.9	30.4	25.0	23.3	28.0	32.0	24.8	24.1
NO	71.7	70.6	59.5	75.5	67.9	72.5	69.9	76.9	74.9	72.1	63.8	86.4	67.5	72.8	74.4	70.1	68.0	72.5	72.2
DK/REFUSED	2.6	1.2	11.7	-	0.8	3.2	3.0	3.5	-	4.5	3.9	5.7	2.1	2.2	2.4	1.9	-	2.8	3.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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19. OVER THE LAST FEW MONTHS, HAVE YOU HEARD ANY RADIO ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	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	181	227	329	72	337	158	36	105	148	36	189	69	56	20	272	84
YES	25.7	24.5	25.0	27.0	22.7	23.8	29.6	22.3	29.8	23.2	20.3	24.3	34.9	26.7	33.5	24.1	27.9
NO	71.7	73.1	72.0	71.6	72.6	73.6	68.4	68.9	70.2	74.0	79.7	73.2	65.1	71.9	66.5	73.0	72.1
DK/REFUSED	2.6	2.4	3.1	1.4	4.7	2.6	2.0	8.8	-	2.8	-	2.5	-	1.4	-	3.0	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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19. OVER THE LAST FEW MONTHS, HAVE YOU HEARD ANY RADIO ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL				AGE				AGE				MEN			
	UNDER 40	41-55	OVER 55		UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 40	OVER 40	UNDER 55	OVER 55
Total	500	90	353	43	90	396	442	43	33	173	187	19				
YES	25.7	27.6	26.2	19.9	27.6	25.5	26.5	19.9	21.5	24.2	22.8	33.1				
NO	71.7	69.8	71.3	78.5	69.8	72.1	71.0	78.5	78.5	72.4	74.1	66.9				
DK/REFUSED	2.6	2.6	2.5	1.6	2.6	2.4	2.6	1.6	-	3.3	3.1	-				

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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19. OVER THE LAST FEW MONTHS, HAVE YOU HEARD ANY RADIO ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL		WOMEN				GENDER	
	UNDER	OVER	UNDER	OVER	MALE	FEMALE		
	40	40	55	55				
Total	500	57	223	256	24	210	290	
YES	25.7	31.2	26.5	29.1	9.4	23.9	27.0	
NO	71.7	64.7	71.8	68.7	87.8	73.2	70.6	
DK/REFUSED	2.6	4.1	1.7	2.2	2.8	2.9	2.4	



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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20. OVER THE LAST FEW MONTHS, HAVE YOU SEEN ANY ONLINE ADS ON WEBSITES OR SOCIAL MEDIA SITES 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	10/ LESS	11-14	15/ OVER	YES	NO/ NOT YET
Total	500	158	65	18	75	142	60	82	89	45	44	21	57	33	301	197	241	204	35	467	33
YES	18.4	21.6	22.7	26.5	19.4	20.8	23.4	18.9	11.1	12.7	9.4	18.1	16.5	16.3	19.0	17.2	16.8	22.6	2.9	18.5	16.9
NO	80.4	77.6	76.1	73.5	79.8	77.8	76.6	78.7	85.7	87.3	84.0	81.9	83.5	83.7	79.6	81.9	82.5	75.3	97.1	80.2	83.1
DK/REFUSED	1.2	0.8	1.1	-	0.8	1.4	-	2.4	3.2	-	6.6	-	-	-	1.4	0.9	0.8	2.1	-	1.3	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 20 Page 230  
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20. OVER THE LAST FEW MONTHS, HAVE YOU SEEN ANY ONLINE ADS ON WEBSITES OR SOCIAL MEDIA SITES ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	TALK ABOUT ALCOHOL			TALKED WITH		RESEARCHED		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR		
		ABUSE WITH YOUR			CHILD./LAST		UNDERAGED		YOUR COMMUNITY				WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY		
		CHILDREN			FEW MONTHS		DRINKING										ALCOHOL		
		FREQU-	SOME-	RARELY	YES	NO	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	14-	15-17	18/
		ENTLY	TIMES						LEM	ious		PROB-	ERNED			ALL	LESS		OVER
												LEM							
Total	500	199	192	73	398	62	122	375	434	219	215	36	294	80	214	201	20	36	390
YES	18.4	20.0	18.9	14.1	19.7	8.7	30.0	14.7	20.1	23.4	16.8	4.3	20.2	26.1	17.9	16.3	20.8	12.3	18.7
NO	80.4	77.5	80.4	85.9	78.8	91.3	67.3	84.5	78.5	74.7	82.3	95.7	79.6	73.9	81.7	81.0	79.2	87.7	79.7
DK/REFUSED	1.2	2.5	0.7	-	1.6	-	2.6	0.8	1.4	1.9	0.9	-	0.2	-	0.3	2.7	-	-	1.6

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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20. OVER THE LAST FEW MONTHS, HAVE YOU SEEN ANY ONLINE ADS ON WEBSITES OR SOCIAL MEDIA SITES ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	MANY CHILDREN START DRINKIN BEFORE AGE 15			CHILDREN DRINKING BEFORE 15 YEARS OLD			SEEN TV ADS STOP UNDERAGE DRINKING		RADIO ADS STOP UNDERAGE DRINKING		ONLINE ADS STOP UNDERAGE DRINKING		UNDERAGE DRINKING ADS 0 OF 3   1 OF 3   2 OF 3   3 OF 3				M.L. TO TALK WITH YOUR CHILDREN ABOUT UNDERAGE DRINKING		
		AWARE	UN- AWARE	PROB- LEM	Crisis lem	Prob- lem	NOT A PROB- LEM	YES	NO	YES	NO	YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	MORE LIKELY	LESS LIKELY	NO DIFF.
Total	500	455	41	471	193	278	19	242	256	129	358	92	402	207	139	100	37	223	1	59
YES	18.4	19.1	12.4	18.1	22.8	14.8	25.7	28.7	8.8	35.0	12.5	100.0	-	-	10.0	39.1	100.0	33.5	37.6	27.0
NO	80.4	79.5	87.6	80.6	76.0	83.8	74.3	69.5	90.7	63.4	87.2	-	100.0	100.0	90.0	60.9	-	64.6	62.4	73.0
DK/REFUSED	1.2	1.4	-	1.3	1.2	1.4	-	1.7	0.5	1.5	0.4	-	-	-	-	-	-	1.9	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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20. OVER THE LAST FEW MONTHS, HAVE YOU SEEN ANY ONLINE ADS ON WEBSITES OR SOCIAL MEDIA SITES ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	SEEN TV AD W/		SEEN TV AD W/		SEEN TV ADS			HEARD OF		VISITED		OFTEN ADULTS IN HOUSEHOLD DRINK								
		MOTHER AT		FATHER FEEDIN		0 OF 2	1 OF 2	2 OF 2	TALKITOUTNC		TALKITOUTNC		REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY	Rarely	Never
		YES	NO	YES	NO				YES	NO	YES	NO									
Total	500	250	247	251	240	188	106	195	138	352	26	460	144	82	62	76	40	36	279	124	155
YES	18.4	28.1	8.9	27.2	9.7	6.7	18.7	30.3	34.1	12.3	72.6	15.8	21.4	24.8	16.8	10.8	6.4	15.6	19.0	15.0	22.3
NO	80.4	69.7	90.8	70.8	89.8	93.3	79.4	67.6	64.5	86.6	22.6	83.1	78.2	75.2	82.3	86.1	89.5	82.4	79.8	84.0	76.5
DK/REFUSED	1.2	2.2	0.3	2.0	0.5	-	1.9	2.1	1.4	1.2	4.8	1.1	0.4	-	0.9	3.1	4.1	2.0	1.2	1.0	1.3



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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20. OVER THE LAST FEW MONTHS, HAVE YOU SEEN ANY ONLINE ADS ON WEBSITES OR SOCIAL MEDIA SITES ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	SOCIAL NETWORKS						IDEOLOGY						PARTY			WHITE			
		USE	Face-	You-	Inst-	DON'T	LIB-	Very	Smwt.	MOD-	Smwt.	Very	CONSER	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
		SOCIAL	book	Tube	agram	USE	ERAL			ERATE			VATIVE	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
		MEDIA				SOCIAL										/OTHER			/OTHER	
Total	500	377	295	29	13	122	101	35	66	149	110	111	221	166	203	106	15	139	94	96
YES	18.4	20.3	20.1	15.2	29.5	13.0	10.4	17.2	6.7	19.5	18.5	24.8	21.7	20.7	21.1	10.5	13.6	19.9	26.6	8.4
NO	80.4	79.0	79.1	84.8	70.5	84.0	88.4	82.8	91.4	79.0	79.7	75.2	77.5	78.9	76.5	88.8	86.4	79.6	72.1	91.6
DK/REFUSED	1.2	0.7	0.9	-	-	3.0	1.2	-	1.9	1.5	1.8	-	0.9	0.3	2.4	0.7	-	0.4	1.3	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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20. OVER THE LAST FEW MONTHS, HAVE YOU SEEN ANY ONLINE ADS ON WEBSITES OR SOCIAL MEDIA SITES ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	11/YOUNGER	12	13	14	15/OLDER	15	16	17	18/OLDER
Total	500	7	85	12	82	67	54	84	136	67	303	45	117	95	91	313	93	107	115	54
YES	18.4	23.9	19.7	13.6	24.9	11.2	6.3	16.6	26.0	14.6	17.9	19.6	18.9	15.7	16.7	18.0	16.0	25.1	16.9	10.7
NO	80.4	76.1	78.0	86.4	75.1	83.4	93.7	82.7	73.1	84.3	81.5	80.4	80.0	83.7	83.3	80.1	81.2	74.9	81.7	85.6
DK/REFUSED	1.2	-	2.3	-	-	5.4	-	0.7	0.9	1.1	0.6	-	1.1	0.6	-	2.0	2.8	-	1.4	3.6

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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20. OVER THE LAST FEW MONTHS, HAVE YOU SEEN ANY ONLINE ADS ON WEBSITES OR SOCIAL MEDIA SITES ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	MALE ONLY		FEMALE ONLY		BOTH		MEN		WOMEN		GENDER			MEN		
		(CHILDREN)		(CHILDREN)		(CHILDREN)		(PARENT)		(PARENT)		(CHILDREN)					
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	95	94	106	116	101	103	134	124	169	189	170	205	121	64	90	51
YES	18.4	24.3	23.1	13.9	13.9	16.2	17.7	14.8	15.7	20.3	19.4	24.1	14.7	16.3	17.8	12.3	16.5
NO	80.4	75.7	76.2	86.1	82.9	82.0	80.5	85.2	81.4	78.6	79.2	75.5	83.5	82.1	82.2	83.7	83.5
DK/REFUSED	1.2	-	0.8	-	3.1	1.8	1.8	-	2.9	1.1	1.4	0.4	1.8	1.5	-	4.0	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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20. OVER THE LAST FEW MONTHS, HAVE YOU SEEN ANY ONLINE ADS ON WEBSITES OR SOCIAL MEDIA SITES ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	WOMEN			AREA			INCOME					INCOME						
		MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL	UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k
Total	500	105	114	69	105	100	290	28	41	61	55	67	144	69	328	130	267	253	144
YES	18.4	27.9	16.6	16.2	18.0	18.7	18.5	18.7	24.7	21.2	19.9	24.4	14.2	22.3	18.6	21.8	17.9	22.1	14.2
NO	80.4	71.4	83.4	81.1	79.7	81.3	80.2	74.2	72.2	78.8	80.1	74.7	84.7	73.0	80.8	75.7	81.2	76.4	84.7
DK/REFUSED	1.2	0.7	-	2.6	2.3	-	1.3	7.1	3.1	-	-	0.9	1.1	4.7	0.7	2.5	0.8	1.5	1.1

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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20. OVER THE LAST FEW MONTHS, HAVE YOU SEEN ANY ONLINE ADS ON WEBSITES OR SOCIAL MEDIA SITES ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	EDUCATION							MEN				WOMEN				MARITAL STATUS		
		LESS/	Some	High	Some	COL-	Col-	Post	NOT	COL-	Col-	Post	NOT	COL-	Col-	Post	SINGLE	MARRY	DIV-
		COLLEG	High	School	Col-	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.			ORCED
		GRAD.	School	Grad.	lege	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.		GRAD.	GRAD.	Grad.				
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	193	13	83	97	303	191	113	80	127	80	47	113	176	110	66	33	407	38
YES	18.4	18.0	39.0	17.0	16.0	18.7	19.8	16.7	15.2	15.3	17.8	11.2	20.0	21.1	21.4	20.6	36.9	17.8	10.9
NO	80.4	81.0	61.0	80.7	84.0	80.2	79.3	81.7	82.4	83.4	80.2	88.8	80.0	77.9	78.6	76.7	63.1	81.0	85.8
DK/REFUSED	1.2	1.0	-	2.4	-	1.1	0.9	1.6	2.5	1.3	2.0	-	-	1.0	-	2.8	-	1.2	3.3

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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20. OVER THE LAST FEW MONTHS, HAVE YOU SEEN ANY ONLINE ADS ON WEBSITES OR SOCIAL MEDIA SITES ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	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	181	227	329	72	337	158	36	105	148	36	189	69	56	20	272	84
YES	18.4	15.3	19.7	19.0	22.3	18.3	18.2	10.0	19.0	14.8	14.3	21.0	21.4	18.4	32.5	17.7	16.1
NO	80.4	82.7	79.7	79.7	75.9	81.1	79.5	85.5	79.2	85.2	80.3	78.0	78.6	81.6	67.5	81.7	81.6
DK/REFUSED	1.2	2.0	0.6	1.3	1.7	0.5	2.3	4.5	1.9	-	5.4	1.0	-	-	-	0.7	2.3

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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20. OVER THE LAST FEW MONTHS, HAVE YOU SEEN ANY ONLINE ADS ON WEBSITES OR SOCIAL MEDIA SITES ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	AGE				AGE					MEN			
		UNDER 40	41-55	OVER 55		UNDER 40	OVER 40	UNDER 55	OVER 55		UNDER 40	OVER 40	UNDER 55	OVER 55
Total	500	90	353	43	90	396	442	43	33	173	187	19		
YES	18.4	24.0	17.3	10.1	24.0	16.5	18.7	10.1	24.9	13.1	16.0	5.3		
NO	80.4	76.0	81.1	89.9	76.0	82.1	80.1	89.9	75.1	84.8	82.1	94.7		
DK/REFUSED	1.2	-	1.5	-	-	1.4	1.2	-	-	2.1	1.9	-		

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20. OVER THE LAST FEW MONTHS, HAVE YOU SEEN ANY ONLINE ADS ON WEBSITES OR SOCIAL MEDIA SITES ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL		WOMEN				GENDER	
	UNDER	OVER	UNDER	OVER	MALE	FEMALE		
	40	40	55	55				
Total	500	57	223	256	24	210	290	
YES	18.4	23.5	19.2	20.6	14.0	15.4	20.6	
NO	80.4	76.5	80.0	78.6	86.0	82.9	78.5	
DK/REFUSED	1.2	-	0.8	0.7	-	1.7	0.9	





# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 21. 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	10/ LESS	11-14	15/ 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 Answering	272	103	45	12	46	84	41	43	41	21	20	12	22	11	165	106	127	116	17	260	12	
MOTHER AND DEAD DAUGHTER	15.4	17.8	19.2	31.3	12.9	15.5	25.2	6.2	11.4	-	23.8	11.3	21.3	-	14.8	16.4	13.9	16.1	25.7	15.8	6.4	
PARENTS TOO LATE TO TALK TO KIDS	11.5	13.9	17.3	20.0	9.0	14.0	11.6	16.4	8.9	17.0	-	15.4	-	-	12.9	9.6	13.2	12.6	-	11.6	10.2	
BOY IN WHEELCHAIR	8.9	10.7	11.4	-	12.8	9.1	11.5	6.9	9.2	7.5	11.1	16.3	-0.7	-	8.9	9.0	7.5	11.2	5.9	9.3	-	
DANGERS OF DRINKING	6.3	2.7	6.2	-	-	10.3	11.3	9.3	8.3	8.3	8.3	-	6.6	9.2	8.4	3.2	6.4	4.5	16.2	6.6	-	
GRAPHIC/INTENSE	4.9	2.4	5.5	-	-	3.9	3.8	4.1	4.3	4.6	4.0	11.3	16.0	9.2	6.1	3.2	5.8	5.3	-	4.6	10.9	
POWERFUL/EMOTIONAL	3.8	5.4	7.7	-	4.4	0.7	1.4	-	9.6	18.5	-	-	1.9	-	2.7	5.7	4.2	3.6	-	3.7	7.2	
UNDERAGE DRINKING	3.6	5.5	3.7	-	8.6	-	-	-	0.9	1.8	-	14.4	10.2	-	4.3	2.7	1.7	6.7	-	3.8	-	
DON'T DRINK/DRIVE	3.0	1.3	2.9	-	-0.0	5.4	10.6	0.5	5.9	7.6	4.0	-	-	-	3.0	3.2	2.2	4.7	-	2.5	14.3	
WRECKED VEHICLES/CRASHES	3.0	2.7	-	-	6.0	3.9	1.4	6.2	-	-	-	-	-	18.4	3.9	1.6	3.6	1.5	-	3.1	-	
RAISING AWARENESS	2.4	1.7	-	-	3.9	3.0	-	5.8	3.1	-	6.4	-	-	9.4	3.4	-	1.8	3.7	-	2.1	8.6	
NEED TO STOP UNDERAGE DRINKING	1.6	1.2	-	-	2.8	2.3	4.8	-	-	-	-	-	4.7	-	1.8	1.2	1.8	1.7	-	1.6	-	
MORE LIKELY TO HAVE AN ACCIDENT	1.4	2.8	2.9	-	3.4	1.2	-	2.3	-	-	-	-	-	-	0.8	2.4	-	2.2	-	1.5	-	
DEMONSTRATED THE AFFECTS OF ALCOHOL	1.3	3.3	-	-	7.5	-	-	-	-	-	-	-	-	-	1.6	0.7	2.1	0.7	-	1.3	-	
GENERAL INFORMATION	1.2	1.4	-	-	3.1	2.2	1.4	2.9	-	-	-	-	-	-	-	3.0	1.1	1.6	-	1.2	-	
CRYING ABOUT DEAD KID IN HOSPITAL	1.2	1.6	3.6	-	-	1.8	1.9	1.8	-	-	-	-	-	-	1.5	0.7	0.6	2.1	-	1.2	-	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 21. 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	10/ LESS	11-14	15/ 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								
AFFECT ON FAMILIES	1.1	2.1	4.8	-	-	0.9	-	1.8	-	-	-	-	-	-	1.1	1.0	-	2.5	-	1.1	-
RUNS DURING THE PROM SEASON	1.1	-	-	-	-	-	-	-	7.0	8.3	5.7	-	-	-	1.1	1.0	0.9	1.5	-	1.1	-
WILL TAKE AWAY LICENSE	1.0	-	-	-	-	-	-	-	-	-	-	-	5.9	12.7	0.8	1.4	1.1	-	7.5	0.6	10.3
SPONSORED BY THE GOVERNMENT	0.9	-	-	-	-	3.0	-	5.9	-	-	-	-	-	-	0.7	1.3	1.1	1.0	-	0.5	9.1
BEING DESTRUCTIVE	0.9	-	-	-	-	1.5	-	3.0	-	-	-	9.2	-	-	0.8	1.0	1.0	-	-	0.9	-
ASK KIDS TO TALK TO PARENTS	0.8	0.8	-	7.0	-	-	-	-	3.1	-	6.4	-	-	-	-	2.0	1.6	-	-	0.8	-
CRISIS CENTER NUMBER	0.7	-	-	-	-	1.0	2.0	-	-	-	-	-	-	10.2	0.7	0.8	1.5	-	-	0.8	-
BE REASONABLE DRINKERS	0.7	1.8	-	15.4	-	-	-	-	-	-	-	-	-	-	1.1	-	-	1.6	-	0.7	-
DON'T LET FRIENDS DRINK/ DRIVE	0.5	-	-	-	-	-	-	-	-	-	-	-	6.9	-	0.9	-	-	1.3	-	0.6	-
VICTIMS' AFTERMATH	0.5	-	-	-	-	1.2	-	2.3	1.0	-	2.0	-	-	-	-	1.3	0.8	-	2.3	0.5	-
PARENTS TALKING TO DEAD CHILD	0.5	0.9	2.0	-	-	0.5	1.0	-	-	-	-	-	-	-	0.5	0.4	-	0.4	5.3	0.5	-
STATISTICS	0.4	1.2	-	10.1	-	-	-	-	-	-	-	-	-	-	-	1.1	-	1.0	-	0.5	-
KIDS IN HANDCUFFS	0.4	-	-	-	-	-	-	-	-	-	-	8.0	-	-	-	0.9	-	0.8	-	0.4	-
TEEN CHALLENGE	0.3	-	-	-	-	-	-	-	1.9	-	4.0	1.1	-	-	0.1	0.7	0.7	-	-	0.4	-
GIVING ALCOHOL TO A MINOR IS A CRIME	0.3	-	-	-	-	0.9	1.9	-	-	-	-	-	-	-	0.5	-	-	0.7	-	0.3	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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CHILDREN DRINKING & RUNNING OFF THE ROAD	0.1	-	-	-	-	0.2	-	0.4	-	-	-	-	-	-	-	0.1	-	-	0.1	-	0.1	-
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THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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21. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	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	YES	NO/ NOT YET		
DON'T KNOW	20.4	19.0	12.8	16.1	25.8	17.5	10.3	24.3	25.3	26.4	24.2	13.1	27.3	31.0	17.8	24.5	25.4	10.9	37.2	20.2	22.9	



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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## 21. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	TALK ABOUT ALCOHOL   ABUSE WITH YOUR   CHILDREN			TALKED WITH   CHILD./LAST   FEW MONTHS			RESEARCHED   UNDERAGED   DRINKING			UNDERAGED DRINKING IN   YOUR COMMUNITY			CONCERNED YOUR CHILDREN   WILL DRINK ALCOHOL			APPROPRIATE AGE FOR   YOUR CHILDREN TO TRY   ALCOHOL		
		FREQU-   ENTLY	SOME-   TIMES	RARELY 	YES 	NO 	YES 	NO 	PROB-   LEM	Ser-   ious	Minor 	NOT A   PROB-   LEM	CONC-   ERNED	Very 	Smwt. 	NOT AT   ALL	14-   LESS	15-17 	18/   OVER
Total Answering	272	126	100	33	228	27	86	186	240	125	116	19	179	50	129	92	10	22	203
MOTHER AND DEAD DAUGHTER	15.4	15.9	14.5	20.2	15.8	18.3	11.2	17.3	15.0	19.1	10.6	24.3	13.6	9.0	15.4	19.1	24.3	26.2	12.8
PARENTS TOO LATE TO TALK TO KIDS	11.5	9.1	14.2	14.1	11.7	9.0	10.5	12.0	12.2	7.4	17.4	10.7	11.8	13.2	11.3	11.2	24.0	10.3	11.5
BOY IN WHEELCHAIR	8.9	7.4	14.4	1.7	9.6	8.0	8.7	9.0	9.1	8.4	9.9	9.3	12.0	9.9	12.8	3.0	13.3	14.3	7.9
DANGERS OF DRINKING	6.3	9.6	3.9	3.8	7.6	-	7.7	5.7	6.3	9.8	2.6	2.9	5.9	6.8	5.5	7.3	-	8.4	6.4
GRAPHIC/INTENSE	4.9	6.2	3.5	2.4	5.3	-	5.8	4.5	5.2	4.9	5.4	-	5.7	13.0	2.8	3.5	-	9.6	5.6
POWERFUL/EMOTIONAL	3.8	3.9	3.6	3.2	4.0	-	2.5	4.4	3.6	3.1	4.1	4.7	5.8	4.3	6.4	-	15.6	2.6	4.1
UNDERAGE DRINKING	3.6	5.1	0.4	9.4	3.7	5.2	5.7	2.7	2.8	2.8	2.7	16.9	2.5	3.1	2.3	5.9	-	-	3.7
DON'T DRINK/DRIVE	3.0	2.4	3.5	-	1.9	7.6	3.0	3.0	3.4	2.1	4.8	-	3.5	3.1	3.7	2.1	-	-	4.1
WRECKED VEHICLES/CRASHES	3.0	2.3	4.2	3.0	2.7	3.6	1.3	3.7	3.4	2.3	4.5	-	4.0	1.2	5.1	1.0	-	3.6	3.6
RAISING AWARENESS	2.4	0.8	3.8	2.2	2.4	-	5.4	1.1	1.7	2.3	1.1	6.5	2.3	6.7	0.6	2.7	12.9	-	2.6
NEED TO STOP UNDERAGE DRINKING	1.6	1.0	3.0	-	1.9	-	2.6	1.0	1.2	0.8	1.7	-	0.8	2.0	0.3	1.7	-	-	2.1
MORE LIKELY TO HAVE AN ACCIDENT	1.4	2.0	1.3	-	1.7	-	-	2.1	1.6	-	3.3	-	0.9	-	1.2	2.5	-	-	1.9
DEMONSTRATED THE AFFECTS OF ALCOHOL	1.3	1.9	1.1	-	1.5	-	4.0	-	1.4	2.7	-	-	1.3	4.7	-	1.2	-	-	0.4
GENERAL INFORMATION	1.2	1.0	0.6	4.3	1.4	-	1.4	1.1	1.3	0.5	2.3	-	0.8	-	1.1	2.0	-	-	1.6
CRYING ABOUT DEAD KID IN HOSPITAL	1.2	1.6	0.8	1.0	0.9	4.1	0.9	1.3	1.0	1.0	1.0	-	1.0	-	1.5	1.4	-	-	1.6

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## 21. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	TALK ABOUT ALCOHOL			TALKED WITH		RESEARCHED		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN			APPROPRIATE AGE FOR			
		ABUSE WITH YOUR CHILDREN			CHILD./LAST FEW MONTHS		UNDERAGED DRINKING		YOUR COMMUNITY				WILL DRINK ALCOHOL			YOUR CHILDREN TO TRY ALCOHOL			
		FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	14- LESS	15-17	18/ OVER
AFFECT ON FAMILIES	1.1	-	2.2	-	0.5	-	-	1.6	0.4	0.2	0.7	-	0.6	-	0.8	2.1	-	3.5	-
RUNS DURING THE PROM SEASON	1.1	2.3	-	-	1.3	-	1.3	0.9	1.2	2.3	-	-	1.0	-	1.4	1.2	-	-	1.4
WILL TAKE AWAY LICENSE	1.0	1.2	-	-	0.6	-	1.5	0.8	1.1	2.2	-	-	0.8	2.9	-	1.4	-	-	1.3
SPONSORED BY THE GOVERNMENT	0.9	1.1	-	-	0.6	-	-	1.3	1.0	1.1	1.0	-	1.4	5.0	-	-	-	-	1.2
BEING DESTRUCTIVE	0.9	1.0	1.1	-	0.5	4.7	-	1.3	1.0	1.0	1.0	-	0.6	-	0.9	1.4	-	-	0.5
ASK KIDS TO TALK TO PARENTS	0.8	-	-	6.4	0.9	-	-	1.1	0.9	0.7	1.1	-	-	-	-	2.3	-	-	1.0
CRISIS CENTER NUMBER	0.7	0.9	0.8	-	0.5	3.0	1.3	0.4	-	-	-	10.2	0.6	-	0.9	0.9	-	-	0.6
BE REASONABLE DRINKERS	0.7	1.4	-	-	0.8	-	-	1.0	0.8	1.5	-	-	1.0	-	1.4	-	-	-	0.9
DON'T LET FRIENDS DRINK/ DRIVE	0.5	-	-	4.6	0.7	-	1.7	-	0.6	1.2	-	-	0.8	3.0	-	-	-	-	0.7
VICTIMS' AFTERMATH	0.5	-	0.4	3.0	0.2	3.6	1.6	-	0.6	0.8	0.3	-	-	-	-	1.5	-	-	0.7
PARENTS TALKING TO DEAD CHILD	0.5	1.0	-	-	0.6	-	0.5	0.5	0.5	1.1	-	-	0.7	-	1.0	-	-	-	0.6
STATISTICS	0.4	-	-	3.6	0.5	-	1.4	-	0.5	-	1.0	-	0.7	-	0.9	-	-	-	0.6
KIDS IN HANDCUFFS	0.4	0.8	-	-	0.4	-	-	0.5	0.4	-	0.8	-	0.5	1.9	-	-	-	-	0.5
TEEN CHALLENGE	0.3	0.6	0.1	-	0.4	-	-	0.5	0.4	0.6	0.1	-	0.5	1.6	0.1	-	-	-	0.5
GIVING ALCOHOL TO A MINOR IS A CRIME	0.3	-	0.8	-	0.3	-	0.9	-	0.3	-	0.7	-	0.4	-	0.6	-	-	3.5	-

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CHILDREN DRINKING & RUNNING OFF THE ROAD	0.1	-	-	0.5	-	0.6	-	0.1	0.1	-	0.1	-	-	-	-	0.2	-	-	0.1
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# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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21. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	TALK ABOUT ALCOHOL			TALKED WITH		RESEARCHED		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN			APPROPRIATE AGE FOR			
		ABUSE WITH YOUR			CHILD./LAST		UNDERAGED		YOUR COMMUNITY				WILL DRINK ALCOHOL			YOUR CHILDREN TO TRY			
		CHILDREN			FEW MONTHS		DRINKING									ALCOHOL			
		FREQU-	SOME-	RARELY	YES	NO	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	14-	15-17	18/
		ENTLY	TIMES						LEM	ious		PROB-	ERNED			ALL	LESS		OVER
												LEM							
DON'T KNOW	20.4	19.3	22.0	16.5	19.2	32.5	19.0	21.0	20.8	20.0	21.7	14.5	18.4	8.6	22.2	24.5	10.0	18.1	19.4



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 21. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	MANY CHILDREN START DRINKIN BEFORE AGE 15			CHILDREN DRINKING BEFORE 15 YEARS OLD			SEEN TV ADS STOP UNDERAGE DRINKING		RADIO ADS STOP UNDERAGE DRINKING		ONLINE ADS STOP UNDERAGE DRINKING		UNDERAGE DRINKING ADS				M.L. TO TALK WITH YOUR CHILDREN ABOUT UNDERAGE DRINKING		
		AWARE	UN- AWARE	PROB- LEM	Crisis lem	Prob- lem	NOT A PROB- LEM	YES	NO	YES	NO	YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	MORE LIKELY	LESS LIKELY	NO DIFF.
Total Answering	272	255	16	259	115	143	11	232	40	121	145	88	180	-	136	92	37	219	1	52
MOTHER AND DEAD DAUGHTER	15.4	16.0	6.6	16.2	15.9	16.4	-	17.7	2.0	10.6	18.3	11.1	17.5	-	14.5	20.0	3.9	17.3	-	6.5
PARENTS TOO LATE TO TALK TO KIDS	11.5	10.1	26.2	11.7	13.0	10.7	10.4	11.5	12.0	13.9	9.2	9.9	11.5	-	12.1	6.7	15.5	12.9	-	6.4
BOY IN WHEELCHAIR	8.9	9.2	4.3	9.0	7.6	10.1	8.8	10.0	2.2	9.5	8.8	4.2	11.4	-	9.4	9.4	7.6	10.4	-	3.0
DANGERS OF DRINKING	6.3	6.8	-	6.2	9.1	3.9	11.3	6.0	8.1	4.6	6.9	8.8	4.4	-	5.4	7.1	5.0	6.8	-	4.8
GRAPHIC/INTENSE	4.9	4.4	13.5	5.2	6.5	4.1	-	4.8	5.8	5.6	4.0	8.8	3.1	-	3.8	3.0	13.1	5.1	-	4.5
POWERFUL/EMOTIONAL	3.8	3.7	5.7	2.6	1.6	3.4	33.6	4.5	-	4.5	3.4	4.3	3.7	-	1.6	7.8	2.9	4.6	-	0.8
UNDERAGE DRINKING	3.6	2.7	19.0	3.8	4.1	3.6	-	3.3	5.5	5.9	2.0	5.9	2.6	-	3.5	0.4	13.3	3.4	-	5.0
DON'T DRINK/DRIVE	3.0	3.2	-	3.2	3.7	2.8	-	3.6	-	1.9	4.1	3.2	3.0	-	2.3	5.6	-	3.3	-	1.9
WRECKED VEHICLES/CRASHES	3.0	3.2	-	2.8	3.0	2.6	7.5	2.7	4.5	2.8	3.2	5.3	1.9	-	2.3	3.9	3.7	2.3	80.6	4.6
RAISING AWARENESS	2.4	2.6	-	2.6	3.7	1.6	-	1.5	7.6	3.5	1.6	5.2	1.1	-	2.2	1.4	6.3	2.5	-	2.0
NEED TO STOP UNDERAGE DRINKING	1.6	1.2	8.1	1.6	-	3.0	-	1.8	-	1.6	1.6	1.6	1.6	-	0.9	2.8	1.1	1.9	-	-
MORE LIKELY TO HAVE AN ACCIDENT	1.4	1.1	6.3	1.5	3.3	-	-	1.7	-	2.4	0.7	-	2.1	-	0.7	3.1	-	1.3	-	1.9
DEMONSTRATED THE AFFECTS OF ALCOHOL	1.3	1.3	-	1.3	0.7	1.8	-	0.7	4.6	2.0	0.7	2.1	0.9	-	0.8	2.6	-	1.6	-	-
GENERAL INFORMATION	1.2	1.3	-	1.2	0.5	1.9	-	1.4	-	1.5	1.0	2.0	0.8	-	1.0	-	4.9	0.8	-	2.7
CRYING ABOUT DEAD KID IN HOSPITAL	1.2	1.2	-	1.2	1.8	0.8	-	1.0	1.9	2.3	-	0.4	1.6	-	0.6	2.2	-	0.9	-	2.2

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# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 21. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	MANY CHILDREN   START DRINKIN		CHILDREN DRINKING BEFORE   15 YEARS OLD			SEEN TV ADS		RADIO ADS		ONLINE ADS		UNDERAGE DRINKING ADS				M.L. TO TALK WITH   YOUR CHILDREN ABOUT   UNDERAGE DRINKING		
		BEFORE AGE 15					STOP UNDERAGE		STOP UNDERAGE		STOP UNDERAGE								
							DRINKING		DRINKING		DRINKING								

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CHILDREN DRINKING & RUNNING OFF THE ROAD	0.1	0.1	-	0.1	0.1	-	-	0.1	-	-	0.1	0.2	-	-	-	0.2	-	0.1	-	-
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# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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(Continued)

21. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	MANY CHILDREN START DRINKIN BEFORE AGE 15			CHILDREN DRINKING BEFORE 15 YEARS OLD			SEEN TV ADS STOP UNDERAGE DRINKING		RADIO ADS STOP UNDERAGE DRINKING		ONLINE ADS STOP UNDERAGE DRINKING		UNDERAGE DRINKING ADS 0 OF 3   1 OF 3   2 OF 3   3 OF 3				M.L. TO TALK WITH YOUR CHILDREN ABOUT UNDERAGE DRINKING		
		AWARE	UN- AWARE	PROB- LEM	Crisis lem	Prob- lem	NOT A PROB- LEM	YES	NO	YES	NO	YES	NO					MORE LIKELY	LESS LIKELY	NO DIFF.
DON'T KNOW	20.4	21.1	10.3	20.2	15.9	23.7	28.4	18.5	31.0	17.9	23.3	17.5	22.3	-	26.0	17.2	12.2	18.3	-	28.8

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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## 21. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	SEEN TV AD W/ MOTHER AT FUNERAL HOME		SEEN TV AD W/ FATHER FEEDIN HIS SON		SEEN TV ADS			HEARD OF TALKITOUTNC .ORG		VISITED TALKITOUTNC .ORG		OFTEN ADULTS IN HOUSEHOLD DRINK									
		YES	NO	YES	NO	0 OF 2	1 OF 2	2 OF 2	YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY	Rarely	Never	
Total Answering	272	194	77	189	81	49	59	162	101	166	24	246	83	50	33	41	23	18	148	59	88	
MOTHER AND DEAD DAUGHTER	15.4	21.6	-	20.3	4.4	-	6.1	23.7	15.7	15.7	12.2	14.7	7.8	6.7	9.5	18.0	14.6	22.2	19.0	23.2	16.3	
PARENTS TOO LATE TO TALK TO KIDS	11.5	13.3	7.2	12.9	8.8	6.0	11.5	13.4	8.0	14.1	-	12.8	18.0	10.6	29.1	15.3	22.4	6.4	6.0	2.7	8.2	
BOY IN WHEELCHAIR	8.9	10.8	4.2	12.8	-	-	5.5	12.9	5.6	11.2	3.1	9.5	8.4	11.1	4.3	9.7	3.3	17.8	9.0	9.2	8.8	
DANGERS OF DRINKING	6.3	6.8	5.2	6.5	6.1	4.6	7.5	6.6	9.2	4.8	9.4	6.1	5.5	4.8	6.7	8.6	13.0	3.1	6.2	8.4	4.8	
GRAPHIC/INTENSE	4.9	5.7	3.0	5.0	4.8	2.1	6.9	5.1	4.6	5.3	4.8	5.0	7.9	11.7	2.3	-	-	-	4.6	5.2	4.2	
POWERFUL/EMOTIONAL	3.8	5.4	-	5.5	-	-	-	6.4	6.6	1.5	12.4	3.0	7.0	9.1	3.8	-	-	-	3.1	7.8	-	
UNDERAGE DRINKING	3.6	2.2	7.3	3.2	4.8	7.9	2.9	2.7	6.5	2.0	13.5	2.7	2.3	-	5.9	-	-	-	5.4	5.7	5.2	
DON'T DRINK/DRIVE	3.0	2.5	4.4	1.9	5.7	6.9	2.2	2.2	0.8	4.4	-	3.4	2.2	1.6	3.1	7.2	12.9	-	2.4	-1.0	4.6	
WRECKED VEHICLES/CRASHES	3.0	1.5	6.6	2.4	4.4	5.6	5.4	1.3	2.3	3.4	5.6	2.7	3.1	4.3	1.3	5.8	6.9	4.4	2.1	2.6	1.8	
RAISING AWARENESS	2.4	2.1	1.6	1.2	3.7	2.5	3.0	1.4	3.0	2.1	9.6	1.7	2.1	3.6	-	3.1	5.5	-	2.4	2.1	2.6	
NEED TO STOP UNDERAGE DRINKING	1.6	1.2	2.5	1.2	2.4	4.0	-	1.4	2.9	0.8	-	1.7	2.3	3.9	-	5.6	4.5	7.0	-	-	-	
MORE LIKELY TO HAVE AN ACCIDENT	1.4	0.8	3.0	2.0	-	-	3.8	1.0	1.6	1.4	6.4	0.9	-	-	-	-	-	-	2.6	-	4.3	
DEMONSTRATED THE AFFECTS OF ALCOHOL	1.3	1.8	-	0.4	3.2	-	4.4	0.5	2.3	0.6	3.3	1.1	1.3	-	3.2	2.0	-	4.4	1.1	-	1.8	
GENERAL INFORMATION	1.2	1.7	-	1.4	0.7	-	0.9	1.6	0.6	1.6	-	1.3	1.7	2.8	-	1.4	-	3.1	0.8	2.1	-	
CRYING ABOUT DEAD KID IN HOSPITAL	1.2	1.2	1.0	1.3	0.9	-	2.6	1.0	1.3	0.9	-	1.3	2.3	1.6	3.3	-	-	-	0.9	2.2	-	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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## 21. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	SEEN TV AD W/ MOTHER AT FUNERAL HOME		SEEN TV AD W/ FATHER FEEDIN HIS SON		SEEN TV ADS			HEARD OF TALKITOUTNC .ORG		VISITED TALKITOUTNC .ORG		OFTEN ADULTS IN HOUSEHOLD DRINK								
		YES	NO	YES	NO	0 OF 2	1 OF 2	2 OF 2	YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY	Rarely	Never
AFFECT ON FAMILIES	1.1	1.1	1.0	1.2	0.9	1.6	-	1.3	1.9	0.6	-	1.2	-	-	-	2.6	3.4	1.6	1.3	-	2.1
RUNS DURING THE PROM SEASON	1.1	0.6	2.3	0.6	2.2	3.6	-	0.7	1.1	1.1	4.6	0.7	-	-	-	-	-	-	1.9	3.0	1.3
WILL TAKE AWAY LICENSE	1.0	-	3.5	-	3.4	5.6	-	-	-	1.6	-	1.1	-	-	-	-	-	-	1.8	-	3.1
SPONSORED BY THE GOVERNMENT	0.9	-	3.3	-	3.1	5.1	-	-	-	1.5	-	1.0	3.0	5.0	-	-	-	-	-	-	-
BEING DESTRUCTIVE	0.9	0.6	1.7	0.6	1.6	2.6	-	0.7	-	1.4	-	1.0	-	-	-	-	-	-	1.6	1.9	1.4
ASK KIDS TO TALK TO PARENTS	0.8	0.4	1.6	-	2.6	2.6	1.4	-	-	1.3	-	0.8	-	-	-	-	-	-	1.4	-	2.4
CRISIS CENTER NUMBER	0.7	1.0	-	0.4	1.4	-	2.0	0.5	-	1.2	-	0.8	1.0	1.6	-	-	-	-	0.8	2.0	-
BE REASONABLE DRINKERS	0.7	-	2.4	1.0	-	-	3.1	-	-	1.1	-	0.7	-	-	-	-	-	-	1.2	3.1	-
DON'T LET FRIENDS DRINK/ DRIVE	0.5	0.8	-	0.8	-	-	-	0.9	1.5	-	-	0.6	-	-	-	3.7	-	8.3	-	-	-
VICTIMS' AFTERMATH	0.5	0.7	-	0.5	0.5	-	0.7	0.6	1.4	-	5.6	-	0.5	-	1.2	-	-	-	0.7	-	1.1
PARENTS TALKING TO DEAD CHILD	0.5	0.2	1.2	0.5	0.5	-	2.2	-	-	0.5	-	0.5	1.1	1.8	-	-	-	-	0.3	0.7	-
STATISTICS	0.4	0.6	-	0.6	-	-	-	0.7	-	0.7	-	0.5	-	-	-	-	-	-	0.8	-	1.4
KIDS IN HANDCUFFS	0.4	0.5	-	0.5	-	-	-	0.6	0.9	-	-	0.4	-	-	-	-	-	-	0.6	1.6	-
TEEN CHALLENGE	0.3	0.4	0.2	0.4	0.2	0.3	-	0.5	-	0.6	-	0.4	0.2	-	0.4	-	-	-	0.5	1.3	-
GIVING ALCOHOL TO A MINOR IS A CRIME	0.3	-	1.0	-	1.0	1.6	-	-	0.8	-	-	0.3	0.9	1.6	-	-	-	-	-	-	-

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CHILDREN DRINKING & RUNNING OFF THE ROAD	0.1	-	0.2	-	0.2	0.3	-	-	-	0.1	-	0.1	-	-	-	-	-	0.1	-	0.2
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THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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(Continued)

21. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL		SEEN TV AD W/		SEEN TV AD W/		SEEN TV ADS			HEARD OF		VISITED		OFTEN ADULTS IN HOUSEHOLD DRINK							
			MOTHER AT		FATHER FEEDIN					TALKITOUTNC		TALKITOUTNC									
			FUNERAL HOME		HIS SON					.ORG		.ORG									
	YES	NO	YES	NO	0 OF 2	1 OF 2	2 OF 2	YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY	Rarely	Never	
DON'T KNOW	20.4	14.5	35.8	14.9	32.5	37.2	27.9	12.2	21.5	18.5	9.4	21.8	21.4	18.3	25.9	17.0	13.5	21.5	21.1	16.2	24.5





# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 21. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	SOCIAL NETWORKS						IDEOLOGY						PARTY			WHITE			
		USE SOCIAL MEDIA	Face- book	You- Tube	Inst- agram	DON'T USE SOCIAL	LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	
Total Answering	272	208	166	15	8	65	48	16	32	90	62	58	120	93	109	58	9	76	49	53
MOTHER AND DEAD DAUGHTER	15.4	14.2	15.6	-	26.2	19.1	15.3	7.2	19.5	19.5	6.8	21.9	14.2	16.1	11.4	24.6	-	16.0	11.9	23.6
PARENTS TOO LATE TO TALK TO KIDS	11.5	11.8	10.3	32.8	-	10.8	16.0	14.9	16.5	8.0	20.0	3.9	12.2	6.9	15.2	10.9	23.3	5.5	23.4	12.4
BOY IN WHEELCHAIR	8.9	9.8	9.0	21.4	16.0	6.0	5.9	11.0	3.3	9.6	9.3	9.9	9.6	11.3	7.5	8.3	-	12.7	6.8	5.7
DANGERS OF DRINKING	6.3	7.1	7.5	11.3	-	4.0	-	-	-	15.2	1.6	4.4	3.0	4.5	7.0	7.8	10.9	4.9	5.1	7.1
GRAPHIC/INTENSE	4.9	4.1	4.4	-	-	7.6	5.4	8.7	3.7	6.6	5.1	3.0	4.1	5.8	3.7	7.0	-	7.0	5.0	7.6
POWERFUL/EMOTIONAL	3.8	4.6	4.8	-	-	1.4	2.2	6.5	-	6.0	0.9	3.9	2.4	2.6	3.7	2.6	22.8	1.9	4.7	6.7
UNDERAGE DRINKING	3.6	4.0	4.0	-	-	2.4	6.4	-	9.7	1.7	7.3	1.4	4.4	1.7	6.0	2.4	-	2.1	-	2.7
DON'T DRINK/DRIVE	3.0	3.0	0.8	21.2	13.7	3.0	-	-	-	2.9	4.7	4.7	4.7	1.7	5.5	2.2	-	1.8	2.1	2.4
WRECKED VEHICLES/CRASHES	3.0	2.2	1.7	3.9	-	5.2	4.5	-	6.9	-	4.9	4.9	4.9	8.0	-	-	-	9.8	-	-
RAISING AWARENESS	2.4	2.7	3.4	-	-	1.6	4.8	6.5	3.9	1.2	3.2	2.2	2.7	0.8	4.4	-	12.0	-	9.8	-
NEED TO STOP UNDERAGE DRINKING	1.6	1.5	1.7	-	-	1.6	6.7	10.3	4.9	-	-	1.7	0.8	1.1	1.4	2.2	-	1.3	-	-
MORE LIKELY TO HAVE AN ACCIDENT	1.4	1.4	1.7	-	-	1.5	3.3	9.7	-	-	-	1.7	0.8	1.1	1.4	2.2	-	1.3	-	2.4
DEMONSTRATED THE AFFECTS OF ALCOHOL	1.3	1.6	2.1	-	-	-	-	-	-	1.2	2.5	1.4	2.0	0.9	2.4	-	-	1.0	2.2	-
GENERAL INFORMATION	1.2	1.5	1.2	-	16.3	-	-	-	-	1.6	2.0	1.0	1.5	0.6	1.1	2.4	-	0.7	2.5	2.6
CRYING ABOUT DEAD KID IN HOSPITAL	1.2	1.0	0.8	5.1	-	1.7	1.6	4.8	-	1.4	0.5	1.3	0.9	2.0	-	2.2	-	2.0	-	2.4

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## 21. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	SOCIAL NETWORKS						IDEOLOGY						PARTY			WHITE			
		USE	Face-	You-	Inst-	DON'T	LIB-	Very	Smwt.	MOD-	Smwt.	Very	CONSER	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
		SOCIAL	book	Tube	agram	USE	ERAL			ERATE			VATIVE	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
		MEDIA				SOCIAL										/OTHER			/OTHER	
AFFECT ON FAMILIES	1.1	1.4	1.6	-	-	-	-	-	-	1.2	-	-	-	0.8	1.7	-	-	1.0	-	-
RUNS DURING THE PROM SEASON	1.1	1.4	1.7	-	-	-	-	-	-	-	2.9	1.9	2.4	-	2.6	-	-	-	-	-
WILL TAKE AWAY LICENSE	1.0	0.7	0.9	-	-	2.0	2.7	-	4.0	-	-	2.5	1.2	-	1.2	2.5	-	-	2.6	2.7
SPONSORED BY THE GOVERNMENT	0.9	1.2	0.8	-	-	-	-	-	-	1.5	1.8	-	0.9	1.2	-	2.4	-	-	-	2.6
BEING DESTRUCTIVE	0.9	0.5	0.7	-	-	2.0	-	-	-	-	-	1.9	0.9	2.6	-	-	-	-	-	-
ASK KIDS TO TALK TO PARENTS	0.8	0.4	0.5	-	-	1.9	-	-	-	-	-	3.6	1.7	0.9	1.2	-	-	1.1	2.6	-
CRISIS CENTER NUMBER	0.7	0.6	0.7	-	-	1.2	-	-	-	-	-	-	-	-	1.1	-	9.0	-	-	-
BE REASONABLE DRINKERS	0.7	0.9	1.1	-	-	-	3.8	-	5.7	-	-	-	-	-	1.7	-	-	-	-	-
DON'T LET FRIENDS DRINK/ DRIVE	0.5	0.7	0.9	-	-	-	-	-	-	-	2.4	-	1.2	-	1.4	-	-	-	3.1	-
VICTIMS' AFTERMATH	0.5	0.7	0.6	-	5.1	-	-	-	-	-	-	1.7	0.8	1.1	-	-	-	1.3	-	-
PARENTS TALKING TO DEAD CHILD	0.5	0.2	-	-	-	1.4	-	-	-	-	2.1	-	1.1	1.4	-	-	-	1.2	-	-
STATISTICS	0.4	-	-	-	-	1.8	-	-	-	-	1.9	-	1.0	1.3	-	-	-	-	-	-
KIDS IN HANDCUFFS	0.4	0.5	0.6	-	-	-	-	-	-	-	-	1.6	0.8	1.0	-	-	-	1.3	-	-
TEEN CHALLENGE	0.3	0.4	0.5	-	-	-	-	-	-	0.2	1.3	-	0.6	0.8	-	-	-	1.0	-	-
GIVING ALCOHOL TO A MINOR IS A CRIME	0.3	0.4	0.5	-	-	-	1.6	-	2.5	-	-	-	-	0.8	-	-	-	1.0	-	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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CHILDREN DRINKING & RUNNING OFF THE ROAD	0.1	0.1	0.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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21. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	SOCIAL NETWORKS						IDEOLOGY						PARTY			WHITE			
		USE	Face-	You-	Inst-	DON'T	LIB-	Very	Smwt.	MOD-	Smwt.	Very	CONSER	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
		SOCIAL	book	Tube	agram	USE	ERAL			ERATE			VATIVE	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
		MEDIA				SOCIAL									/OTHER	/OTHER			/OTHER	
DON'T KNOW	20.4	19.5	19.8	4.4	22.6	23.7	19.7	20.3	19.3	22.3	18.7	19.5	19.1	23.2	18.3	20.2	21.9	24.0	18.1	19.0



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 21. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	11/YOUNGER	12	13	14	15/OLDER	15	16	17	18/OLDER
Total Answering	272	5	52	7	47	32	28	46	77	39	161	26	65	44	43	177	48	65	61	35
MOTHER AND DEAD DAUGHTER	15.4	54.6	12.5	25.5	20.8	5.6	16.4	11.3	13.8	25.0	11.3	14.0	11.8	10.0	5.8	19.1	28.2	10.2	20.2	13.8
PARENTS TOO LATE TO TALK TO KIDS	11.5	-	7.1	-	4.8	33.4	15.3	9.0	7.7	10.5	11.6	4.4	15.8	15.6	11.1	10.5	7.3	12.5	9.4	8.5
BOY IN WHEELCHAIR	8.9	-	9.3	27.2	11.6	5.6	10.6	11.0	8.3	4.7	10.9	0.9	8.7	8.5	20.0	6.7	4.6	10.9	5.9	11.4
DANGERS OF DRINKING	6.3	-	6.7	25.5	5.3	9.1	5.3	3.7	6.2	10.3	3.2	11.7	0.9	1.3	2.3	7.5	6.4	9.0	8.9	3.5
GRAPHIC/INTENSE	4.9	-	3.0	-	6.4	-	-	5.1	5.2	10.5	3.8	3.8	5.8	2.9	2.7	4.8	4.9	3.0	5.3	9.0
POWERFUL/EMOTIONAL	3.8	-	3.4	-	1.9	-	12.5	3.2	5.3	-	5.0	7.1	1.6	8.5	5.3	3.9	5.3	7.5	-	-
UNDERAGE DRINKING	3.6	-	12.5	-	1.7	-	-	1.7	8.5	3.7	4.1	-	2.7	7.1	4.7	1.9	1.7	2.7	2.6	4.9
DON'T DRINK/DRIVE	3.0	-	6.3	-	-	10.6	-	3.4	3.4	3.4	5.0	6.3	9.5	2.3	5.4	1.2	-	-	0.9	4.6
WRECKED VEHICLES/CRASHES	3.0	-	-	-	5.5	-	-	10.7	-	-	1.4	6.1	0.2	1.3	-	4.2	1.6	8.8	4.2	-
RAISING AWARENESS	2.4	-	-	-	-	-	3.8	1.6	6.2	-	1.2	-	3.0	-	-	2.0	-	1.6	4.1	-
NEED TO STOP UNDERAGE DRINKING	1.6	-	3.0	-	2.2	-	4.5	-	2.0	-	1.7	5.5	1.9	-	-	1.6	2.7	2.4	-	-
MORE LIKELY TO HAVE AN ACCIDENT	1.4	-	3.0	-	2.1	-	-	-	2.0	3.4	2.4	-	-	5.8	3.0	1.4	-	-	4.2	-
DEMONSTRATED THE AFFECTS OF ALCOHOL	1.3	-	3.0	-	1.7	-	-	-	3.4	-	1.5	-	-	5.3	-	1.0	1.7	-	3.0	-
GENERAL INFORMATION	1.2	-	-	-	-	-	5.0	1.2	1.6	-	2.0	-	-	6.0	4.2	1.8	3.8	2.2	-	-
CRYING ABOUT DEAD KID IN HOSPITAL	1.2	-	-	-	2.4	-	-	1.7	-	3.4	1.0	-	-	-	3.6	1.2	-	1.2	-	3.7

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## 21. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	11/YOUNGER	12	13	14	15/OLDER	15	16	17	18/OLDER
AFFECT ON FAMILIES	1.1	-	3.6	-	-	5.9	-	1.7	-	-	1.4	-	0.4	0.7	4.3	0.6	0.6	1.6	-	2.2
RUNS DURING THE PROM SEASON	1.1	-	3.4	-	-	-	-	-	3.7	-	1.8	4.4	-	-	4.1	0.6	-	-	1.8	3.1
WILL TAKE AWAY LICENSE	1.0	-	-	-	-	-	-	-	1.7	3.7	0.9	-	2.2	-	-	1.5	-	2.2	-	3.6
SPONSORED BY THE GOVERNMENT	0.9	-	-	-	2.4	-	-	-	-	3.6	1.6	4.4	-	3.1	-	0.8	-	2.1	-	-
BEING DESTRUCTIVE	0.9	24.5	-	-	2.4	-	-	2.8	-	-	1.5	4.3	-	2.9	-	0.6	-	-	1.8	-
ASK KIDS TO TALK TO PARENTS	0.8	-	-	-	-	-	-	1.8	1.6	-	1.3	3.2	-	1.9	2.9	0.7	-	1.9	2.1	-
CRISIS CENTER NUMBER	0.7	-	-	-	-	-	2.8	-	1.5	-	1.2	-	-	-	4.5	0.5	-	-	-	2.3
BE REASONABLE DRINKERS	0.7	-	3.5	-	-	-	-	-	2.4	-	1.1	-	2.8	-	-	-	-	-	-	-
DON'T LET FRIENDS DRINK/ DRIVE	0.5	-	-	-	-	4.7	-	-	-	-	-	-	-	-	-	0.8	-	2.3	-	-
VICTIMS' AFTERMATH	0.5	-	-	-	2.1	-	-	-	-	-	0.9	3.8	0.6	-	-	0.8	2.1	1.5	0.6	-
PARENTS TALKING TO DEAD CHILD	0.5	-	-	-	1.9	-	-	0.9	-	-	0.3	-	-	0.9	-	0.7	-	0.6	1.5	-
STATISTICS	0.4	-	-	-	2.5	-	-	-	-	-	-	-	-	-	-	0.7	2.5	-	2.0	-
KIDS IN HANDCUFFS	0.4	-	-	-	2.0	-	-	-	-	-	-	-	-	-	-	0.5	2.0	-	1.6	-
TEEN CHALLENGE	0.3	-	-	-	-	-	-	1.7	-	-	0.5	-	1.2	-	-	0.5	0.3	-	1.3	-
GIVING ALCOHOL TO A MINOR IS A CRIME	0.3	-	-	-	1.7	-	-	-	-	-	-	-	-	-	-	0.4	-	1.2	-	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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CHILDREN DRINKING & RUNNING OFF THE ROAD	0.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.1	0.3	-	-	-
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THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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(Continued)

21. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	11/YOUNGER	12	13	14	15/OLDER	15	16	17	18/OLDER
DON'T KNOW	20.4	20.9	19.8	21.9	18.9	25.1	23.8	27.6	15.4	17.9	21.6	19.7	30.7	15.9	16.1	21.0	24.0	14.5	18.6	29.4





# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 21. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	MALE ONLY (CHILDREN)		FEMALE ONLY (CHILDREN)		BOTH (CHILDREN)		MEN (PARENT)		WOMEN (PARENT)		GENDER (CHILDREN)			MEN		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total Answering	272	50	53	57	62	54	62	67	70	94	106	94	108	70	30	50	29
MOTHER AND DEAD DAUGHTER	15.4	13.1	20.5	6.7	23.4	14.6	14.2	11.0	17.9	11.6	20.0	16.9	15.5	13.7	26.8	11.7	9.4
PARENTS TOO LATE TO TALK TO KIDS	11.5	17.5	17.7	9.2	8.5	8.6	6.3	18.8	9.3	6.5	11.3	15.4	9.7	9.4	22.3	16.9	6.9
BOY IN WHEELCHAIR	8.9	9.5	5.0	10.5	3.6	12.8	11.2	15.6	5.4	7.6	7.6	8.0	7.5	12.5	7.8	6.6	17.9
DANGERS OF DRINKING	6.3	9.1	7.2	1.0	11.5	-	3.7	0.7	9.1	5.0	6.5	7.8	7.1	3.3	1.5	8.2	8.0
GRAPHIC/INTENSE	4.9	7.4	8.0	4.1	5.6	-	1.3	1.5	2.9	5.4	6.1	7.3	5.3	1.1	-	6.0	-
POWERFUL/EMOTIONAL	3.8	4.4	1.1	0.7	2.8	10.1	7.4	7.2	4.9	3.4	3.2	3.0	2.0	7.9	3.2	0.8	12.1
UNDERAGE DRINKING	3.6	-	1.5	11.6	2.8	-	1.3	0.6	1.1	6.6	2.4	0.9	7.7	1.1	-	0.8	2.8
DON'T DRINK/DRIVE	3.0	3.6	1.1	8.1	-	3.0	2.6	5.0	2.3	5.0	0.5	2.6	4.3	2.3	-	3.5	5.6
WRECKED VEHICLES/CRASHES	3.0	0.3	2.9	2.4	8.4	1.4	1.2	1.2	4.3	1.6	4.2	1.7	5.3	1.1	-	6.0	-
RAISING AWARENESS	2.4	-	4.7	3.5	1.7	-	-	-	-	2.1	3.3	2.6	2.8	-	-	-	-
NEED TO STOP UNDERAGE DRINKING	1.6	-	2.9	4.7	2.0	-	-	4.0	1.8	-	1.5	1.7	2.5	-	-	5.3	-
MORE LIKELY TO HAVE AN ACCIDENT	1.4	2.6	-	1.7	1.6	2.9	2.5	1.5	1.4	3.0	1.5	1.4	0.9	2.3	-	2.0	-
DEMONSTRATED THE AFFECTS OF ALCOHOL	1.3	-	-	2.8	1.7	1.5	1.3	1.2	1.1	1.7	1.0	-	2.4	1.1	-	-	2.8
GENERAL INFORMATION	1.2	1.1	1.1	2.5	2.3	2.3	2.0	2.1	2.0	1.9	1.7	0.6	1.3	1.8	-	2.8	-
CRYING ABOUT DEAD KID IN HOSPITAL	1.2	1.5	-	-	-	1.4	3.3	1.2	-	0.8	1.9	0.8	-	3.0	2.6	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 21. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	MALE ONLY (CHILDREN)		FEMALE ONLY (CHILDREN)		BOTH (CHILDREN)		MEN (PARENT)		WOMEN (PARENT)		GENDER (CHILDREN)			MEN		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
AFFECT ON FAMILIES	1.1	-	-	3.3	-	0.5	1.7	3.2	0.4	-	0.7	-	1.7	1.5	-	3.8	1.0
RUNS DURING THE PROM SEASON	1.1	3.5	-	-	-	2.1	1.8	-	-	3.1	1.0	1.9	-	1.6	-	-	-
WILL TAKE AWAY LICENSE	1.0	-	2.4	-	-	2.7	2.3	-	-	1.5	2.6	1.4	-	2.1	-	-	-
SPONSORED BY THE GOVERNMENT	0.9	2.2	-	-	-	2.6	2.2	1.7	-	1.5	1.3	1.2	-	2.0	3.7	-	-
BEING DESTRUCTIVE	0.9	-	-	2.2	-	2.1	1.8	1.7	1.6	1.4	-	-	1.2	1.6	-	-	3.8
ASK KIDS TO TALK TO PARENTS	0.8	1.6	-	2.2	2.0	-	-	-	-	2.2	1.2	0.9	1.2	-	-	-	-
CRISIS CENTER NUMBER	0.7	-	-	2.0	-	1.5	1.3	1.2	1.1	1.2	-	-	1.1	1.2	-	-	2.8
BE REASONABLE DRINKERS	0.7	3.6	-	-	-	-	-	-	-	1.9	-	1.9	-	-	-	-	-
DON'T LET FRIENDS DRINK/ DRIVE	0.5	-	2.8	-	-	-	-	-	2.1	-	-	1.6	-	-	4.9	-	-
VICTIMS' AFTERMATH	0.5	0.8	0.7	-	-	1.8	1.6	2.0	1.9	-	-	0.4	-	1.4	1.3	-	3.4
PARENTS TALKING TO DEAD CHILD	0.5	-	1.7	-	-	0.8	0.7	-	1.3	0.4	0.4	1.0	-	0.6	3.0	-	-
STATISTICS	0.4	-	2.2	-	-	-	-	-	1.7	-	-	1.3	-	-	4.0	-	-
KIDS IN HANDCUFFS	0.4	-	1.8	-	-	-	-	-	1.4	-	-	1.0	-	-	3.2	-	-
TEEN CHALLENGE	0.3	-	-	-	0.2	1.4	1.3	-	-	0.8	0.9	-	0.1	1.1	-	-	-
GIVING ALCOHOL TO A MINOR IS A CRIME	0.3	-	-	-	1.3	-	-	-	1.1	-	-	-	0.7	-	-	1.6	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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CHILDREN DRINKING & RUNNING OFF THE ROAD	0.1	-	-	-	0.3	-	-	-	-	-	0.1	-	0.1	-	-	-	-
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THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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(Continued)

21. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	MALE ONLY		FEMALE ONLY		BOTH		MEN		WOMEN		GENDER			MEN			
		(CHILDREN)		(CHILDREN)		(CHILDREN)		(PARENT)		(PARENT)		(CHILDREN)						
	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
DON'T KNOW	20.4	18.1	14.7	20.5	20.4	26.1	26.9	18.7	23.8	23.7	19.0	17.1	19.5	26.2	15.7	24.1	23.5	



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 21. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	WOMEN			AREA			INCOME						INCOME					
		MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL	UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k
Total Answering	272	64	58	41	57	63	150	13	25	31	31	41	84	39	187	70	156	141	84
MOTHER AND DEAD DAUGHTER	15.4	12.2	18.9	16.8	22.9	16.9	12.1	-	15.8	2.7	14.9	24.8	12.8	10.4	14.1	7.0	16.4	13.9	12.8
PARENTS TOO LATE TO TALK TO KIDS	11.5	12.1	3.5	11.1	8.7	17.1	10.0	15.1	-	18.6	12.7	15.0	8.5	5.1	12.3	11.2	11.0	12.6	8.5
BOY IN WHEELCHAIR	8.9	8.0	8.3	8.7	7.6	4.6	11.4	1.8	3.9	12.5	5.4	4.4	13.4	3.2	10.0	7.4	9.5	6.1	13.4
DANGERS OF DRINKING	6.3	10.7	6.1	-	6.9	3.6	7.1	13.4	-	8.5	5.1	-	8.0	4.6	5.9	6.3	5.3	4.2	8.0
GRAPHIC/INTENSE	4.9	10.7	4.8	1.9	6.5	4.5	4.6	-	-	5.0	-	12.8	6.7	-	6.6	2.2	7.0	4.8	6.7
POWERFUL/EMOTIONAL	3.8	2.8	3.0	4.9	1.0	6.2	3.9	-	-	-	5.8	1.0	7.3	-	4.5	-	5.4	1.5	7.3
UNDERAGE DRINKING	3.6	1.3	13.7	-	0.7	5.1	4.2	12.0	6.8	5.0	8.1	-	1.4	8.6	2.8	7.0	2.3	5.2	1.4
DON'T DRINK/DRIVE	3.0	3.8	4.9	-	6.2	3.7	1.6	-	13.1	-	2.6	3.9	1.5	8.6	2.0	4.8	2.4	4.0	1.5
WRECKED VEHICLES/CRASHES	3.0	2.5	4.7	1.9	2.7	3.4	2.9	-	-	7.9	5.6	3.2	2.1	-	3.9	3.5	3.1	3.9	2.1
RAISING AWARENESS	2.4	3.9	5.2	-	-	3.1	3.1	9.6	4.2	-	6.5	-	1.3	6.1	1.6	3.3	1.9	3.0	1.3
NEED TO STOP UNDERAGE DRINKING	1.6	2.4	-	-	3.4	2.0	0.7	3.0	-	-	-	-	3.0	1.0	1.4	0.6	1.6	0.3	3.0
MORE LIKELY TO HAVE AN ACCIDENT	1.4	2.0	-	3.9	2.3	-	1.7	-	6.2	-	-	2.4	1.5	4.1	1.2	2.2	1.5	1.8	1.5
DEMONSTRATED THE AFFECTS OF ALCOHOL	1.3	-	4.5	-	2.8	1.7	0.5	12.0	3.1	-	-	-	1.3	6.1	0.6	3.4	0.7	1.7	1.3
GENERAL INFORMATION	1.2	0.9	-	3.1	-	0.9	1.8	-	-	4.0	4.6	-	-	-	1.4	1.8	0.9	1.9	-
CRYING ABOUT DEAD KID IN HOSPITAL	1.2	-	-	5.1	1.4	2.1	0.5	5.8	-	4.1	-	1.9	-	2.0	1.1	3.0	0.5	2.0	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 21. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	WOMEN			AREA			INCOME					INCOME						
		MALE	FEMALE	BOTH	CITY	SUBURB	SMALL	UNDER	\$20k-	\$40k-	\$60k-	\$75k-	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER
		ONLY	ONLY				CITY/ RURAL	\$20k	\$40k	\$60k	\$75k	\$100k	\$100k	\$40k	\$40k	\$60k	\$60k	\$100k	\$100k
AFFECT ON FAMILIES	1.1	-	-	1.9	1.3	0.5	1.3	-	-	-	6.2	-	1.3	-	1.6	-	1.9	1.3	1.3
RUNS DURING THE PROM SEASON	1.1	2.8	-	2.7	3.1	-	0.7	-	11.3	-	-	-	-	7.5	-	4.1	-	2.0	-
WILL TAKE AWAY LICENSE	1.0	2.0	-	3.6	-	-	1.0	-	5.7	-	-	-	-	3.7	-	2.1	-	1.0	-
SPONSORED BY THE GOVERNMENT	0.9	-	-	3.4	-	4.0	-	-	-	-	-	-	3.0	-	1.3	-	1.6	-	3.0
BEING DESTRUCTIVE	0.9	-	2.2	-	-	1.8	0.8	9.7	-	3.6	-	-	-	3.3	0.6	3.4	-	1.7	-
ASK KIDS TO TALK TO PARENTS	0.8	1.3	2.2	-	-	-	1.4	-	-	4.0	2.7	-	-	-	1.1	1.8	0.5	1.5	-
CRISIS CENTER NUMBER	0.7	-	2.0	-	-	1.3	0.8	-	-	3.7	-	-	1.0	-	1.1	1.7	0.5	0.8	1.0
BE REASONABLE DRINKERS	0.7	2.9	-	-	-	-	1.2	-	7.1	-	-	-	-	4.7	-	2.6	-	1.3	-
DON'T LET FRIENDS DRINK/ DRIVE	0.5	-	-	-	-	-	1.0	-	-	-	-	3.6	-	-	0.8	-	1.0	1.1	-
VICTIMS' AFTERMATH	0.5	-	-	-	1.7	-	0.3	-	-	-	1.3	-	1.2	-	0.7	-	0.9	0.3	1.2
PARENTS TALKING TO DEAD CHILD	0.5	-	-	1.0	1.6	0.7	-	-	-	-	-	-	1.6	-	0.7	-	0.8	-	1.6
STATISTICS	0.4	-	-	-	2.1	-	-	-	-	-	-	2.9	-	-	0.6	-	0.8	0.8	-
KIDS IN HANDCUFFS	0.4	-	-	-	-	-	0.6	-	-	-	-	2.3	-	-	0.5	-	0.6	0.7	-
TEEN CHALLENGE	0.3	-	0.2	1.9	-	-	0.6	-	-	0.4	-	1.9	-	-	0.5	0.2	0.5	0.6	-
GIVING ALCOHOL TO A MINOR IS A CRIME	0.3	-	-	-	-	1.2	-	-	-	-	-	-	0.9	-	0.4	-	0.5	-	0.9

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CHILDREN DRINKING & 0.1 - 0.3 - - - 0.1 - - - - 0.2 - 0.1 - 0.1 - 0.2  
RUNNING OFF THE ROAD



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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(Continued)

21. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL		WOMEN			AREA			INCOME					INCOME					
	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL	UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	
DON'T KNOW	20.4	17.7	15.5	28.2	17.1	15.7	24.2	17.6	22.8	19.9	18.6	19.7	22.1	21.0	20.6	20.5	20.8	19.9	22.1





# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 21. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	EDUCATION											MEN				WOMEN				MARITAL STATUS		
		LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Work	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	SINGLE	MARRY	DIV- ORCED				
Total Answering	272	106	4	50	52	166	114	52	45	64	53	11	61	102	61	41	21	226	15				
MOTHER AND DEAD DAUGHTER	15.4	10.1	-	14.4	6.8	18.8	19.5	17.2	11.3	18.0	20.0	8.8	9.2	19.2	19.1	19.5	8.3	17.9	-				
PARENTS TOO LATE TO TALK TO KIDS	11.5	10.7	-	12.3	10.0	12.1	12.4	11.5	14.4	16.7	13.5	31.9	7.9	9.2	11.5	5.9	-	12.6	7.6				
BOY IN WHEELCHAIR	8.9	6.3	5.4	3.6	9.1	10.6	8.5	15.3	9.3	10.4	12.5	-	4.2	10.8	4.9	19.4	8.1	7.9	26.5				
DANGERS OF DRINKING	6.3	8.6	-	6.9	11.0	4.6	5.2	3.4	2.3	8.4	10.1	-	13.2	2.3	0.9	4.3	-	5.9	11.9				
GRAPHIC/INTENSE	4.9	2.1	-	2.8	1.5	6.7	9.0	1.9	-	4.7	3.8	8.8	3.6	8.1	13.5	-	-	5.9	-				
POWERFUL/EMOTIONAL	3.8	0.8	-	-	1.7	5.7	6.2	4.7	2.0	6.2	4.6	13.5	-	5.5	7.6	2.2	-	3.8	11.6				
UNDERAGE DRINKING	3.6	4.4	36.8	2.8	3.3	3.1	4.2	0.7	-	1.8	1.5	3.4	7.7	4.0	6.7	-	15.9	1.6	-				
DON'T DRINK/DRIVE	3.0	4.1	-	6.7	1.9	2.7	2.8	2.5	7.5	-	-	-	1.6	4.4	5.2	3.2	16.0	2.4	-				
WRECKED VEHICLES/CRASHES	3.0	3.5	-	3.2	4.2	2.6	2.6	2.5	3.5	2.2	2.7	-	3.5	2.8	2.6	3.2	-	3.6	-				
RAISING AWARENESS	2.4	0.7	-	1.5	-	3.5	2.2	6.5	-	1.7	-	9.6	1.2	4.7	4.1	5.6	-	2.9	-				
NEED TO STOP UNDERAGE DRINKING	1.6	-	-	-	-	2.5	1.5	4.9	-	4.2	3.1	9.1	-	1.5	-	3.8	-	1.7	2.6				
MORE LIKELY TO HAVE AN ACCIDENT	1.4	3.6	-	2.0	5.5	-	-	-	2.2	-	-	-	4.7	-	-	-	-	1.7	-				
DEMONSTRATED THE AFFECTS OF ALCOHOL	1.3	1.5	-	-	3.0	1.1	0.7	2.0	-	1.2	1.5	-	2.6	1.0	-	2.6	-	1.5	-				
GENERAL INFORMATION	1.2	2.5	-	2.8	2.4	0.3	0.5	-	3.1	-	-	-	2.0	0.6	0.9	-	6.0	0.9	-				
CRYING ABOUT DEAD KID IN HOSPITAL	1.2	2.7	-	-	5.5	-	-	-	1.7	-	-	-	3.4	-	-	-	-	0.9	5.0				

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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## 21. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	EDUCATION							MEN				WOMEN				MARITAL STATUS		
		LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some College	COLLEGE GRAD.	Col-lege Grad.	Post Grad. Work	NOT COLLEGE GRAD.	COLLEGE GRAD.	Col-lege Grad.	Post Grad.	NOT COLLEGE GRAD.	COLLEGE GRAD.	Col-lege Grad.	Post Grad.	SINGLE	MARRY	DIV-ORCED
AFFECT ON FAMILIES	1.1	1.8	-	3.8	-	0.6	0.9	-	4.2	0.5	0.5	-	-	0.8	1.3	-	-	1.3	-
RUNS DURING THE PROM SEASON	1.1	1.7	-	-	3.4	0.7	1.0	-	-	-	-	-	2.9	1.1	1.8	-	8.5	0.5	-
WILL TAKE AWAY LICENSE	1.0	2.6	-	5.4	-	-	-	-	-	-	-	-	4.4	-	-	-	-	1.2	-
SPONSORED BY THE GOVERNMENT	0.9	-	-	-	-	1.5	1.0	2.6	-	1.8	2.1	-	-	1.4	-	3.4	-	0.5	9.1
BEING DESTRUCTIVE	0.9	2.2	-	-	4.6	-	-	-	2.5	-	-	-	2.1	-	-	-	-	0.5	8.4
ASK KIDS TO TALK TO PARENTS	0.8	0.8	-	1.7	-	0.8	-	2.4	-	-	-	-	1.4	1.2	-	3.1	-	0.9	-
CRISIS CENTER NUMBER	0.7	1.9	-	1.6	2.2	-	-	-	1.8	-	-	-	1.9	-	-	-	-	0.9	-
BE REASONABLE DRINKERS	0.7	1.7	-	-	3.5	-	-	-	-	-	-	-	3.0	-	-	-	-	0.8	-
DON'T LET FRIENDS DRINK/ DRIVE	0.5	-	-	-	-	0.9	1.3	-	-	2.3	2.8	-	-	-	-	-	-	0.7	-
VICTIMS' AFTERMATH	0.5	0.4	-	0.8	-	0.6	0.9	-	0.9	1.5	1.8	-	-	-	-	-	-	0.6	-
PARENTS TALKING TO DEAD CHILD	0.5	-	-	-	-	0.8	1.2	-	-	1.4	1.7	-	-	0.4	0.7	-	-	0.6	-
STATISTICS	0.4	1.1	-	-	2.3	-	-	-	2.7	-	-	-	-	-	-	-	-	0.5	-
KIDS IN HANDCUFFS	0.4	0.9	-	1.9	-	-	-	-	2.1	-	-	-	-	-	-	-	-	0.4	-
TEEN CHALLENGE	0.3	-	-	-	-	0.6	0.7	0.3	-	-	-	-	-	0.9	1.3	0.3	-	0.4	-
GIVING ALCOHOL TO A MINOR IS A CRIME	0.3	-	-	-	-	0.5	-	1.5	-	1.2	-	7.0	-	-	-	-	-	0.3	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

CHILDREN DRINKING & RUNNING OFF THE ROAD	0.1	-	-	-	-	0.1	0.1	-	-	-	-	-	-	0.2	0.3	-	-	0.1	-
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# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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21. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL		EDUCATION						MEN				WOMEN				MARITAL STATUS		
	LESS/	Some	High	Some	COL-	Col-	Post	NOT	COL-	Col-	Post	NOT	COL-	Col-	Post	SINGLE	MARRY	DIV-	
	COLLEG	High	School	Col-	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.			ORCED	
	GRAD.	School	Grad.	lege	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.		GRAD.	GRAD.	Grad.					
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
DON'T KNOW	20.4	23.4	57.8	26.1	18.0	18.4	17.6	20.2	28.6	16.0	17.6	8.0	19.6	20.0	17.6	23.6	37.2	18.6	17.2

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 21. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	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	272	99	128	187	39	182	89	15	64	76	18	106	47	32	11	144	52
MOTHER AND DEAD DAUGHTER	15.4	16.9	18.7	15.5	3.7	17.1	12.5	-	17.3	15.8	26.3	18.1	13.9	18.8	13.6	16.7	18.5
PARENTS TOO LATE TO TALK TO KIDS	11.5	15.6	10.3	9.0	19.7	12.2	9.5	25.6	5.8	12.4	21.3	12.0	-	-	-	14.6	7.3
BOY IN WHEELCHAIR	8.9	8.9	7.1	9.1	6.8	9.0	9.0	7.2	10.4	11.6	10.2	7.1	10.5	12.3	15.6	8.7	9.5
DANGERS OF DRINKING	6.3	6.5	5.4	5.8	3.8	5.5	7.7	11.1	8.1	6.3	-	4.9	11.1	1.8	15.4	5.7	6.7
GRAPHIC/INTENSE	4.9	3.1	8.1	3.2	10.5	6.5	1.7	-	2.4	4.0	-	8.4	3.3	9.6	-	6.1	3.0
POWERFUL/EMOTIONAL	3.8	4.9	3.0	3.8	8.5	4.2	3.0	6.3	2.7	6.4	-	2.7	3.8	4.8	-	4.3	3.4
UNDERAGE DRINKING	3.6	1.2	1.9	2.6	5.2	1.9	7.3	-	10.2	1.5	-	2.1	14.0	4.4	42.6	1.4	3.2
DON'T DRINK/DRIVE	3.0	1.6	3.1	3.0	4.5	2.0	5.6	11.0	5.2	-	10.1	3.5	3.3	4.0	-	1.7	6.4
WRECKED VEHICLES/CRASHES	3.0	3.1	4.0	3.5	-	4.4	-	-	-	4.0	-	4.8	-	2.9	-	5.0	-
RAISING AWARENESS	2.4	1.1	4.3	2.5	5.0	2.6	2.0	5.0	-	-	-	4.5	-	-	-	2.5	-
NEED TO STOP UNDERAGE DRINKING	1.6	2.3	1.2	1.5	-	0.6	3.6	-	2.4	1.3	-	-	3.3	-	-	0.7	3.0
MORE LIKELY TO HAVE AN ACCIDENT	1.4	1.0	2.2	0.8	-	1.3	1.8	-	2.4	1.3	-	1.2	3.4	4.0	-	0.7	3.0
DEMONSTRATED THE AFFECTS OF ALCOHOL	1.3	0.8	2.1	1.3	-	1.0	1.8	-	2.4	1.0	-	1.0	3.4	-	-	0.6	3.0
GENERAL INFORMATION	1.2	1.4	0.4	0.7	1.4	1.8	-	-	-	1.9	-	1.7	-	10.1	-	-	-
CRYING ABOUT DEAD KID IN HOSPITAL	1.2	0.8	1.0	1.1	2.0	1.6	-	-	-	1.0	-	1.9	-	-	-	2.0	-

North Carolina ABC Commission



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 21. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	WHITE	NON- WHITE	Hisp- anic	Afr- ican Amer.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.
AFFECT ON FAMILIES	1.1	2.2	0.6	1.4	0.7	0.6	2.1	-	2.9	0.4	10.7	0.7	-	-	-	0.7	3.7
RUNS DURING THE PROM SEASON	1.1	-	0.9	1.5	-	-	3.2	-	2.7	-	-	-	3.8	-	-	-	3.4
WILL TAKE AWAY LICENSE	1.0	-	2.1	0.8	-	1.5	-	-	-	-	-	2.6	-	4.5	-	0.9	-
SPONSORED BY THE GOVERNMENT	0.9	1.1	-	0.7	2.9	0.8	1.3	7.7	-	-	-	1.3	-	-	-	1.0	-
BEING DESTRUCTIVE	0.9	1.1	-	1.3	-	-	2.7	7.6	2.0	-	-	-	2.7	-	-	-	-
ASK KIDS TO TALK TO PARENTS	0.8	-	1.6	1.1	-	1.1	-	-	-	-	-	2.0	-	-	-	1.5	-
CRISIS CENTER NUMBER	0.7	0.8	0.9	0.6	2.0	-	2.2	-	-	-	-	-	-	-	-	-	-
BE REASONABLE DRINKERS	0.7	-	1.4	1.0	-	-	2.0	-	2.8	-	-	-	3.9	-	-	-	3.5
DON'T LET FRIENDS DRINK/ DRIVE	0.5	1.5	-	0.8	-	0.8	-	-	-	2.0	-	-	-	-	-	1.0	-
VICTIMS' AFTERMATH	0.5	1.4	-	0.5	-	0.8	-	-	-	1.8	-	-	-	1.2	-	0.7	-
PARENTS TALKING TO DEAD CHILD	0.5	0.9	0.3	0.7	-	0.5	0.5	-	-	1.2	-	-	-	-	-	0.6	-
STATISTICS	0.4	1.2	-	0.6	-	-	1.3	8.2	-	-	-	-	-	-	-	-	-
KIDS IN HANDCUFFS	0.4	1.0	-	0.5	-	0.5	-	-	-	1.3	-	-	-	-	-	0.7	-
TEEN CHALLENGE	0.3	-	0.7	0.5	-	0.5	-	-	-	-	-	0.9	-	-	-	0.6	-
GIVING ALCOHOL TO A MINOR IS A CRIME	0.3	0.8	-	0.4	-	0.4	-	-	-	1.0	-	-	-	-	-	0.5	-

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CHILDREN DRINKING & RUNNING OFF THE ROAD	0.1	-	0.1	0.1	-	0.1	-	-	-	-	-	0.1	-	-	-	0.1	-
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THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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21. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	WHITE	NON- WHITE	Hisp- anic	Afr- ican Amer.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.
DON'T KNOW	20.4	18.8	18.5	24.1	23.3	20.7	19.2	10.3	20.1	23.9	21.5	18.4	19.6	21.4	12.7	21.1	22.2





# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 21. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	AGE			AGE				MEN			
		UNDER 40	41-55	OVER 55	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 40	OVER 40	UNDER 55	OVER 55
Total Answering	272	51	195	18	51	213	246	18	20	89	99	10
MOTHER AND DEAD DAUGHTER	15.4	14.9	14.1	32.9	14.9	15.7	14.3	32.9	12.0	16.1	13.9	30.7
PARENTS TOO LATE TO TALK TO KIDS	11.5	2.2	13.4	11.3	2.2	13.3	11.1	11.3	5.7	17.1	15.6	9.6
BOY IN WHEELCHAIR	8.9	11.2	9.5	1.3	11.2	8.8	9.8	1.3	25.3	6.6	10.8	2.4
DANGERS OF DRINKING	6.3	4.5	6.3	5.3	4.5	6.2	5.9	5.3	-	7.2	5.5	10.1
GRAPHIC/INTENSE	4.9	6.0	4.4	9.9	6.0	4.9	4.7	9.9	5.0	2.3	2.0	10.8
POWERFUL/EMOTIONAL	3.8	3.0	4.6	-	3.0	4.2	4.2	-	5.0	4.4	4.9	-
UNDERAGE DRINKING	3.6	12.3	1.9	-	12.3	1.7	4.0	-	-	1.3	1.2	-
DON'T DRINK/DRIVE	3.0	2.5	3.8	-	2.5	3.4	3.5	-	-	3.8	3.4	-
WRECKED VEHICLES/CRASHES	3.0	1.8	3.3	4.3	1.8	3.4	3.0	4.3	-	3.4	2.2	8.2
RAISING AWARENESS	2.4	3.5	1.8	-	3.5	1.7	2.2	-	5.5	-	1.1	-
NEED TO STOP UNDERAGE DRINKING	1.6	3.3	1.3	-	3.3	1.2	1.7	-	8.5	1.1	2.7	-
MORE LIKELY TO HAVE AN ACCIDENT	1.4	2.5	1.3	-	2.5	1.2	1.6	-	-	1.1	1.0	-
DEMONSTRATED THE AFFECTS OF ALCOHOL	1.3	-	1.2	-	-	1.1	1.0	-	-	0.9	0.8	-
GENERAL INFORMATION	1.2	6.3	-	-	6.3	-	1.3	-	7.2	-	1.4	-
CRYING ABOUT DEAD KID IN HOSPITAL	1.2	-	1.5	-	-	1.3	1.2	-	-	0.9	0.8	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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(Continued)

## 21. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL			AGE				AGE				MEN			
	UNDER 40	41-55	OVER 55	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 40	OVER 40	UNDER 55	OVER 55
AFFECT ON FAMILIES	1.1	-	1.5	-	-	1.4	1.2	-	-	2.4	2.2	-			
RUNS DURING THE PROM SEASON	1.1	2.2	0.9	-	2.2	0.8	1.2	-	-	-	-	-			
WILL TAKE AWAY LICENSE	1.0	2.8	-	7.0	2.8	0.6	0.6	7.0	-	-	-	-			
SPONSORED BY THE GOVERNMENT	0.9	-	0.7	6.2	-	1.2	0.6	6.2	-	1.3	-	11.7			
BEING DESTRUCTIVE	0.9	-	0.6	-	-	0.5	0.5	-	-	1.2	1.1	-			
ASK KIDS TO TALK TO PARENTS	0.8	-	1.1	-	-	1.0	0.9	-	-	-	-	-			
CRISIS CENTER NUMBER	0.7	-	1.0	-	-	0.9	0.8	-	-	0.9	0.8	-			
BE REASONABLE DRINKERS	0.7	-	0.9	-	-	0.9	0.7	-	-	-	-	-			
DON'T LET FRIENDS DRINK/ DRIVE	0.5	-	0.8	-	-	0.7	0.6	-	-	1.7	1.5	-			
VICTIMS' AFTERMATH	0.5	0.8	0.5	-	0.8	0.5	0.6	-	2.0	1.1	1.4	-			
PARENTS TALKING TO DEAD CHILD	0.5	-	0.7	-	-	0.6	0.5	-	-	1.0	0.9	-			
STATISTICS	0.4	2.3	-	-	2.3	-	0.5	-	6.1	-	1.2	-			
KIDS IN HANDCUFFS	0.4	-	0.5	-	-	0.5	0.4	-	-	1.1	1.0	-			
TEEN CHALLENGE	0.3	-	0.5	-	-	0.4	0.4	-	-	-	-	-			
GIVING ALCOHOL TO A MINOR IS A CRIME	0.3	-	0.4	-	-	0.4	0.3	-	-	0.9	0.8	-			

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CHILDREN DRINKING & RUNNING OFF THE ROAD	0.1	-	0.1	-	-	0.1	0.1	-	-	-	-	-
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THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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21. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL				AGE				MEN			
	UNDER	41-55	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER	
	40		55	40	40	55	55	40	40	55	55	
	-----											
DON'T KNOW	20.4	17.6	21.6	21.8	17.6	21.6	20.7	21.8	17.8	22.1	21.8	16.5



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 21. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL		WOMEN				GENDER	
			UNDER 40	OVER 40	UNDER 55	OVER 55	MALE	FEMALE
	-----	-----	-----	-----	-----	-----	-----	-----
Total Answering	272	31	124	147	9	111	162	
MOTHER AND DEAD DAUGHTER	15.4	16.7	15.5	14.6	35.4	15.1	15.6	
PARENTS TOO LATE TO TALK TO KIDS	11.5	-	10.5	8.0	13.3	15.6	8.8	
BOY IN WHEELCHAIR	8.9	2.5	10.3	9.2	-	9.7	8.3	
DANGERS OF DRINKING	6.3	7.4	5.5	6.3	-	6.2	6.4	
GRAPHIC/INTENSE	4.9	6.7	6.7	6.6	9.0	2.7	6.4	
POWERFUL/EMOTIONAL	3.8	1.8	4.0	3.8	-	4.4	3.4	
UNDERAGE DRINKING	3.6	20.0	2.0	6.0	-	1.1	5.4	
DON'T DRINK/DRIVE	3.0	4.1	3.2	3.6	-	3.1	3.0	
WRECKED VEHICLES/CRASHES	3.0	2.9	3.3	3.5	-	2.7	3.1	
RAISING AWARENESS	2.4	2.3	2.9	2.9	-	1.0	3.4	
NEED TO STOP UNDERAGE DRINKING	1.6	-	1.3	1.1	-	2.4	1.0	
MORE LIKELY TO HAVE AN ACCIDENT	1.4	4.1	1.3	2.0	-	0.9	1.8	
DEMONSTRATED THE AFFECTS OF ALCOHOL	1.3	-	1.3	1.1	-	0.7	1.6	
GENERAL INFORMATION	1.2	5.8	-	1.2	-	1.3	1.1	
CRYING ABOUT DEAD KID IN HOSPITAL	1.2	-	1.7	1.4	-	1.0	1.3	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 21. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL		WOMEN				GENDER	
			UNDER	OVER	UNDER	OVER	MALE	FEMALE
	40	40	55	55				
AFFECT ON FAMILIES	1.1	-	0.6	0.5	-	2.0	0.5	
RUNS DURING THE PROM SEASON	1.1	3.5	1.4	2.0	-	-	1.8	
WILL TAKE AWAY LICENSE	1.0	4.6	1.0	1.0	14.7	-	1.7	
SPONSORED BY THE GOVERNMENT	0.9	-	1.1	0.9	-	1.0	0.9	
BEING DESTRUCTIVE	0.9	-	-	-	-	1.0	0.8	
ASK KIDS TO TALK TO PARENTS	0.8	-	1.7	1.4	-	-	1.3	
CRISIS CENTER NUMBER	0.7	-	0.9	0.8	-	0.7	0.7	
BE REASONABLE DRINKERS	0.7	-	1.5	1.2	-	-	1.1	
DON'T LET FRIENDS DRINK/ DRIVE	0.5	-	-	-	-	1.4	-	
VICTIMS' AFTERMATH	0.5	-	-	-	-	1.2	-	
PARENTS TALKING TO DEAD CHILD	0.5	-	0.3	0.3	-	0.8	0.3	
STATISTICS	0.4	-	-	-	-	1.1	-	
KIDS IN HANDCUFFS	0.4	-	-	-	-	0.9	-	
TEEN CHALLENGE	0.3	-	0.7	0.6	-	-	0.6	
GIVING ALCOHOL TO A MINOR IS A CRIME	0.3	-	-	-	-	0.7	-	

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

CHILDREN DRINKING & RUNNING OFF THE ROAD	0.1	-	0.1	0.1	-	-	0.1
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THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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(Continued)

21. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL		WOMEN				GENDER	
	UNDER	OVER	UNDER	OVER	UNDER	OVER	MALE	FEMALE
	40	40	55	55				
DON'T KNOW	20.4	17.6	21.2	20.0	27.6	21.3	19.7	





# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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22. 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.

	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	YES	NO/ NOT YET
Total Answering	285	107	47	12	48	86	41	44	41	21	20	13	24	14	176	108	135	120	17	272	12
MORE LIKELY	78.4	83.7	86.1	75.8	83.2	81.2	80.4	82.0	79.1	89.9	67.4	59.2	70.5	50.6	81.2	73.7	73.7	82.4	90.1	78.4	79.4
MUCH	52.6	57.3	51.1	38.1	68.1	55.5	60.4	51.0	48.7	56.6	40.0	47.6	52.5	16.1	58.0	43.4	52.9	55.4	48.1	52.2	63.1
SOMEWHAT	25.8	26.4	35.0	37.7	15.1	25.7	20.0	31.0	30.5	33.3	27.4	11.7	17.9	34.5	23.1	30.3	20.8	27.0	42.0	26.2	16.4
LESS LIKELY	0.5	-	-	-	-	0.7	1.4	-	-	-	-	1.0	3.3	-	0.9	-	1.1	-	-	0.5	-
SOMEWHAT	0.2	-	-	-	-	0.7	1.4	-	-	-	-	1.0	-	-	0.4	-	0.5	-	-	0.3	-
MUCH	0.3	-	-	-	-	-	-	-	-	-	-	-	3.3	-	0.5	-	0.6	-	-	0.3	-
NO DIFFERENCE	20.6	15.1	12.8	24.2	15.1	18.1	18.3	18.0	20.9	10.1	32.6	39.8	26.2	49.4	17.5	25.9	24.2	17.6	9.9	20.6	20.6
DK/REFUSED	0.5	1.2	1.1	-	1.7	-	-	-	-	-	-	-	-	-	0.5	0.5	1.0	-	-	0.5	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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22. 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.

	TOTAL	TALK ABOUT ALCOHOL			TALKED WITH		RESEARCHED		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR		
		ABUSE WITH YOUR			CHILD./LAST		UNDERAGED		YOUR COMMUNITY				WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY		
		CHILDREN			FEW MONTHS		DRINKING										ALCOHOL		
		FREQU-	SOME-	RARELY	YES	NO	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	14-	15-17	18/
		ENTLY	TIMES						LEM	ious		PROB-	ERNED			ALL	LESS		OVER
												LEM							
Total Answering	285	132	104	34	241	27	86	199	251	132	119	19	186	55	131	98	11	23	211
MORE LIKELY	78.4	83.2	78.2	61.8	80.2	59.9	81.5	77.1	78.2	80.7	75.4	85.5	78.6	78.1	78.8	77.8	88.4	78.9	79.0
MUCH	52.6	62.6	46.5	31.9	54.6	28.5	57.8	50.4	50.8	54.1	47.1	66.2	52.8	66.9	47.0	51.7	64.5	57.6	52.5
SOMEWHAT	25.8	20.6	31.7	29.9	25.7	31.4	23.7	26.7	27.4	26.6	28.3	19.3	25.8	11.2	31.8	26.1	23.8	21.2	26.5
LESS LIKELY	0.5	1.0	0.1	-	0.6	-	0.7	0.5	0.6	1.0	0.1	-	0.8	1.5	0.5	-	-	-	0.3
SOMEWHAT	0.2	0.4	0.1	-	0.3	-	0.7	0.1	0.3	0.4	0.1	-	0.4	-	0.5	-	-	-	0.3
MUCH	0.3	0.6	-	-	0.3	-	-	0.4	0.3	0.6	-	-	0.4	1.5	-	-	-	-	-
NO DIFFERENCE	20.6	15.7	21.6	34.4	18.9	37.2	17.9	21.8	20.9	18.2	23.8	14.5	20.3	20.4	20.3	21.4	11.6	21.1	20.1
DK/REFUSED	0.5	-	-	3.8	0.2	2.9	-	0.7	0.3	-	0.7	-	0.3	-	0.4	0.8	-	-	0.6

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 22 Page 279  
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22. 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.

	TOTAL	MANY CHILDREN START DRINKIN BEFORE AGE 15		CHILDREN DRINKING BEFORE 15 YEARS OLD			SEEN TV ADS STOP UNDERAGE DRINKING		RADIO ADS STOP UNDERAGE DRINKING		ONLINE ADS STOP UNDERAGE DRINKING		UNDERAGE DRINKING ADS				M.L. TO TALK WITH YOUR CHILDREN ABOUT UNDERAGE DRINKING			
		AWARE	UN- AWARE	PROB- LEM	Crisis	Prob- lem	NOT A LEM	YES	NO	YES	NO	YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	MORE LIKELY	LESS LIKELY	NO DIFF.
Total Answering	285	266	17	271	123	148	11	242	43	129	150	92	189	-	139	100	37	223	1	59
MORE LIKELY	78.4	78.3	78.4	78.8	80.9	77.1	70.8	80.7	65.5	82.8	73.9	81.3	76.5	-	71.0	82.7	90.6	100.0	-	-
MUCH	52.6	51.6	73.1	52.8	61.5	45.6	44.1	56.1	33.0	52.5	51.9	59.8	48.1	-	47.1	50.0	75.3	67.1	-	-
SOMEWHAT	25.8	26.7	5.3	26.0	19.3	31.5	26.7	24.6	32.5	30.3	22.0	21.5	28.4	-	24.0	32.7	15.3	32.9	-	-
LESS LIKELY	0.5	0.6	-	0.6	0.5	0.6	-	0.6	0.3	0.7	0.4	0.6	0.5	-	0.1	1.4	-	-	100.0	-
SOMEWHAT	0.2	0.3	-	0.3	0.5	0.1	-	0.2	0.3	0.1	0.4	0.6	0.1	-	0.1	0.6	-	-	46.6	-
MUCH	0.3	0.3	-	0.3	-	0.5	-	0.3	-	0.6	-	-	0.4	-	-	0.8	-	-	53.4	-
NO DIFFERENCE	20.6	20.7	21.6	20.2	18.7	21.4	29.2	18.4	33.0	16.1	25.1	17.2	22.7	-	28.5	15.1	9.4	-	-	100.0
DK/REFUSED	0.5	0.5	-	0.5	-	0.9	-	0.3	1.2	0.4	0.5	0.9	0.3	-	0.4	0.8	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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22. 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.

	TOTAL	SEEN TV AD W/		SEEN TV AD W/		SEEN TV ADS			HEARD OF		VISITED		OFTEN ADULTS IN HOUSEHOLD DRINK								
		MOTHER AT		FATHER FEEDIN					TALKITOUTNC		TALKITOUTNC										
		FUNERAL HOME		HIS SON		0 OF 2	1 OF 2	2 OF 2	YES	NO	YES	NO	REGU-	2+	Once A	NOT	Every	Once A	RARELY	Rarely	Never
													LARLY	Times/	Week	REGU-	Couple	Week			
														Week		LARLY	Weeks				
Total Answering	285	199	85	196	87	53	64	165	105	175	24	258	86	51	35	41	23	19	157	62	94
MORE LIKELY	78.4	85.4	61.7	85.1	64.5	54.0	79.4	86.5	93.4	70.2	93.3	76.8	74.6	72.8	77.0	83.7	86.5	80.2	79.0	83.1	76.3
MUCH	52.6	61.6	30.9	61.3	33.4	21.6	50.4	63.7	62.8	47.0	79.5	50.2	45.9	38.2	57.2	52.8	54.5	50.7	56.9	60.1	54.8
SOMEWHAT	25.8	23.7	30.8	23.7	31.0	32.4	29.0	22.7	30.6	23.2	13.8	26.6	28.6	34.6	19.9	30.9	32.0	29.5	22.1	23.0	21.5
LESS LIKELY	0.5	0.4	0.8	0.4	0.8	1.3	-	0.5	-	0.9	-	0.6	0.8	1.1	0.4	-	-	-	0.5	1.3	-
SOMEWHAT	0.2	-	0.8	-	0.8	1.3	-	-	-	0.4	-	0.3	0.8	1.1	0.4	-	-	-	-	-	-
MUCH	0.3	0.4	-	0.4	-	-	-	0.5	-	0.5	-	0.3	-	-	-	-	-	-	0.5	1.3	-
NO DIFFERENCE	20.6	13.6	37.5	14.1	34.1	44.7	19.8	12.6	6.6	28.2	6.7	22.1	24.0	26.0	21.1	16.3	13.5	19.8	20.0	14.3	23.7
DK/REFUSED	0.5	0.7	-	0.4	0.6	-	0.8	0.5	-	0.7	-	0.5	0.6	-	1.4	-	-	-	0.5	1.3	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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22. 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.

	TOTAL	SOCIAL NETWORKS						IDEOLOGY						PARTY			WHITE			
		USE	Face-	You-	Inst-	DON'T	LIB-	Very	Smwt.	MOD-	Smwt.	Very	CONSER	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
		SOCIAL	book	Tube	agram	USE	ERAL			ERATE			VATIVE	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
		MEDIA				SOCIAL										/OTHER			/OTHER	
Total Answering	285	215	172	16	8	70	53	16	37	93	63	61	124	96	117	59	9	78	53	55
MORE LIKELY	78.4	80.6	79.6	91.7	81.2	71.7	67.7	82.2	61.4	87.1	77.5	74.5	76.0	73.7	81.2	81.3	85.3	75.0	69.2	79.6
MUCH	52.6	55.4	55.0	48.2	72.2	44.2	41.1	62.3	31.9	61.1	56.6	47.3	52.1	39.6	59.9	58.8	62.4	39.7	49.8	54.8
SOMEWHAT	25.8	25.2	24.6	43.6	8.9	27.5	26.6	19.9	29.5	26.0	20.8	27.2	24.0	34.1	21.3	22.5	22.9	35.3	19.4	24.9
LESS LIKELY	0.5	0.7	0.8	-	-	-	-	-	-	0.1	-	2.2	1.1	1.4	-	-	-	1.7	-	-
SOMEWHAT	0.2	0.3	0.3	-	-	-	-	-	-	0.1	-	0.9	0.5	0.6	-	-	-	0.7	-	-
MUCH	0.3	0.4	0.5	-	-	-	-	-	-	-	-	1.3	0.6	0.8	-	-	-	1.0	-	-
NO DIFFERENCE	20.6	18.3	19.1	8.3	18.8	27.6	32.3	17.8	38.6	11.4	22.5	23.2	22.9	24.1	18.8	18.7	9.0	22.3	30.8	20.4
DK/REFUSED	0.5	0.4	0.5	-	-	0.7	-	-	-	1.4	-	-	-	0.8	-	-	5.7	1.0	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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22. 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.

	TOTAL	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	11/YOUNGER	12	13	14	15/OLDER	15	16	17	18/OLDER
Total Answering	285	5	54	7	48	37	28	48	79	40	169	26	67	44	49	182	48	68	63	37
MORE LIKELY	78.4	100.0	93.1	100.0	71.4	69.3	85.1	76.0	86.8	79.5	78.7	80.6	81.1	82.5	74.3	75.2	80.5	71.7	73.4	73.9
MUCH	52.6	45.7	71.8	72.8	32.2	48.4	59.2	46.9	65.4	59.3	55.6	45.2	54.2	60.9	54.8	46.0	57.4	40.3	47.1	34.5
SOMEWHAT	25.8	54.3	21.2	27.2	39.2	20.9	25.8	29.0	21.4	20.2	23.1	35.4	26.9	21.6	19.5	29.2	23.1	31.4	26.3	39.4
LESS LIKELY	0.5	-	-	-	-	-	-	2.8	-	-	-	-	-	-	-	0.8	0.3	0.8	1.3	-
SOMEWHAT	0.2	-	-	-	-	-	-	1.2	-	-	-	-	-	-	-	0.4	0.3	0.8	-	-
MUCH	0.3	-	-	-	-	-	-	1.7	-	-	-	-	-	-	-	0.4	-	-	1.3	-
NO DIFFERENCE	20.6	-	6.9	-	27.0	30.7	13.2	21.2	13.2	20.5	21.3	19.4	18.9	17.5	25.7	23.7	19.2	26.7	24.5	26.1
DK/REFUSED	0.5	-	-	-	1.7	-	1.8	-	-	-	-	-	-	-	-	0.3	-	0.7	0.8	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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22. 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.

	TOTAL	MALE ONLY		FEMALE ONLY		BOTH		MEN		WOMEN		GENDER			MEN		
		(CHILDREN)		(CHILDREN)		(CHILDREN)		(PARENT)		(PARENT)		(CHILDREN)					
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total Answering	285	56	56	58	65	54	62	71	74	97	108	102	113	70	35	52	29
MORE LIKELY	78.4	74.9	72.6	86.3	77.1	74.6	75.6	75.4	70.0	81.1	78.7	74.2	84.2	77.2	56.4	82.3	79.2
MUCH	52.6	52.5	39.7	64.4	53.0	49.6	44.8	49.9	37.2	59.8	52.0	49.3	60.8	44.9	29.8	55.5	39.0
SOMEWHAT	25.8	22.5	33.0	21.9	24.1	25.0	30.8	25.5	32.8	21.3	26.7	24.9	23.4	32.3	26.6	26.8	40.1
LESS LIKELY	0.5	-	-	-	2.3	-	-	-	-	-	1.4	-	1.3	-	-	-	-
SOMEWHAT	0.2	-	-	-	1.1	-	-	-	-	-	0.6	-	0.6	-	-	-	-
MUCH	0.3	-	-	-	1.2	-	-	-	-	-	0.7	-	0.7	-	-	-	-
NO DIFFERENCE	20.6	25.1	26.5	13.7	20.6	25.4	24.4	24.6	29.3	18.9	19.9	24.6	14.5	22.8	39.9	17.7	20.8
DK/REFUSED	0.5	-	0.9	-	-	-	-	-	0.7	-	-	1.3	-	-	3.7	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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22. 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.

	TOTAL	WOMEN			AREA			INCOME						INCOME					
		MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL	UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k
Total Answering	285	66	61	41	61	65	157	16	27	34	32	41	86	43	192	77	158	150	86
MORE LIKELY	78.4	83.6	85.8	75.8	79.3	83.9	76.5	79.7	82.3	77.1	82.3	74.8	82.3	81.3	79.8	79.5	80.4	78.8	82.3
MUCH	52.6	59.7	65.3	49.1	50.7	56.9	52.0	69.2	57.8	50.0	64.1	46.0	51.5	62.1	52.1	56.7	52.6	55.4	51.5
SOMEWHAT	25.8	24.0	20.5	26.8	28.6	27.0	24.5	10.4	24.6	27.1	18.2	28.8	30.9	19.3	27.7	22.7	27.8	23.4	30.9
LESS LIKELY	0.5	-	2.5	-	0.9	-	0.6	-	-	0.4	-	1.4	-	-	0.4	0.2	0.4	0.5	-
SOMEWHAT	0.2	-	1.1	-	0.9	-	0.1	-	-	0.4	-	1.4	-	-	0.4	0.2	0.4	0.5	-
MUCH	0.3	-	1.3	-	-	-	0.5	-	-	-	-	-	-	-	-	-	-	-	-
NO DIFFERENCE	20.6	16.4	11.7	24.2	19.8	16.1	22.0	20.3	17.7	22.5	17.7	23.8	17.7	18.7	19.8	20.4	19.3	20.8	17.7
DK/REFUSED	0.5	-	-	-	-	-	0.8	-	-	-	-	-	-	-	-	-	-	-	-



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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22. 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.

	TOTAL	EDUCATION							MEN				WOMEN				MARITAL STATUS		
		LESS/	Some	High	Some	COL-	Col-	Post	NOT	COL-	Col-	Post	NOT	COL-	Col-	Post	SINGLE	MARRY	DIV-
		COLLEG	High	School	Col-	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.			ORCED
		GRAD.	School	Grad.	lege	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.		GRAD.	GRAD.	Grad.				
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total Answering	285	111	6	52	54	174	119	54	47	69	57	13	65	104	62	42	21	237	15
MORE LIKELY	78.4	71.4	100.0	71.5	68.2	83.4	84.7	80.4	61.5	82.4	85.4	69.0	78.5	84.0	84.1	83.8	81.9	78.5	81.6
MUCH	52.6	51.0	100.0	49.7	47.0	53.7	52.7	56.0	37.0	48.8	44.3	69.0	61.2	57.0	60.4	52.0	62.2	52.3	40.5
SOMEWHAT	25.8	20.4	-	21.9	21.2	29.6	32.0	24.4	24.6	33.7	41.1	-	17.4	26.9	23.7	31.7	19.7	26.2	41.0
LESS LIKELY	0.5	0.7	-	-	1.5	0.4	-	1.3	-	-	-	-	1.2	0.7	-	1.7	-	0.6	-
SOMEWHAT	0.2	-	-	-	-	0.4	-	1.3	-	-	-	-	-	0.7	-	1.7	-	0.3	-
MUCH	0.3	0.7	-	-	1.5	-	-	-	-	-	-	-	1.2	-	-	-	-	0.3	-
NO DIFFERENCE	20.6	27.1	-	28.5	28.9	16.2	15.3	18.4	36.8	17.6	14.6	31.0	20.2	15.4	15.9	14.6	18.1	20.5	18.4
DK/REFUSED	0.5	0.7	-	-	1.5	-	-	-	1.7	-	-	-	-	-	-	-	-	0.3	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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22. 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.

	TOTAL	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	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	285	104	133	197	40	190	93	16	66	81	18	109	48	35	11	148	53
MORE LIKELY	78.4	74.2	81.9	77.0	87.6	74.3	88.0	71.9	94.3	72.3	88.7	75.8	96.4	69.9	100.0	75.4	93.0
MUCH	52.6	43.7	59.1	52.0	56.8	46.9	64.3	36.3	69.9	39.0	69.7	52.9	69.9	47.7	86.4	48.0	68.0
SOMEWHAT	25.8	30.6	22.8	25.0	30.8	27.4	23.8	35.6	24.5	33.3	19.0	22.9	26.4	22.2	13.6	27.4	25.0
LESS LIKELY	0.5	-	1.1	0.8	-	0.8	-	-	-	-	-	1.4	-	-	-	1.0	-
SOMEWHAT	0.2	-	0.5	0.4	-	0.4	-	-	-	-	-	0.6	-	-	-	0.5	-
MUCH	0.3	-	0.6	0.4	-	0.4	-	-	-	-	-	0.7	-	-	-	0.5	-
NO DIFFERENCE	20.6	25.0	17.0	21.8	12.4	24.5	12.0	28.1	5.7	26.7	11.3	22.8	3.6	30.1	-	23.1	7.0
DK/REFUSED	0.5	0.8	-	0.4	-	0.4	-	-	-	1.0	-	-	-	-	-	0.5	-

## THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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22. 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.

	TOTAL				AGE				AGE				MEN			
	UNDER 40	41-55	OVER 55		UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 40	OVER 40	UNDER 55	OVER 55
Total Answering	285	54	202	20	54	222	256	20	21	94	104	11				
MORE LIKELY	78.4	76.3	79.6	79.3	76.3	79.6	78.9	79.3	68.6	75.0	73.4	78.3				
MUCH	52.6	58.2	53.2	47.5	58.2	52.7	54.3	47.5	37.8	44.9	42.9	49.9				
SOMEWHAT	25.8	18.0	26.3	31.7	18.0	26.8	24.6	31.7	30.8	30.1	30.4	28.4				
LESS LIKELY	0.5	-	0.7	-	-	0.7	0.6	-	-	-	-	-				
SOMEWHAT	0.2	-	0.3	-	-	0.3	0.3	-	-	-	-	-				
MUCH	0.3	-	0.4	-	-	0.4	0.3	-	-	-	-	-				
NO DIFFERENCE	20.6	23.7	19.3	20.7	23.7	19.4	20.2	20.7	31.4	24.1	25.8	21.7				
DK/REFUSED	0.5	-	0.4	-	-	0.4	0.3	-	-	0.8	0.8	-				

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	TOTAL		WOMEN				GENDER	
	UNDER 40	OVER 40	UNDER 55	OVER 55		MALE	FEMALE	
Total Answering	285	33	128	152	9	117	168	
MORE LIKELY	78.4	81.2	82.9	82.6	80.5	73.6	81.8	
MUCH	52.6	71.4	58.5	62.1	44.5	43.9	58.7	
SOMEWHAT	25.8	9.8	24.4	20.6	36.0	29.7	23.1	
LESS LIKELY	0.5	-	1.2	1.0	-	-	0.9	
SOMEWHAT	0.2	-	0.5	0.5	-	-	0.4	
MUCH	0.3	-	0.6	0.5	-	-	0.5	
NO DIFFERENCE	20.6	18.8	16.0	16.4	19.5	25.3	17.3	
DK/REFUSED	0.5	-	-	-	-	1.1	-	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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23. SPECIFICALLY, HAVE YOU SEEN A TELEVISION AD WITH A MOTHER AT A FUNERAL HOME PUTTING EARRINGS AND FLOWERS ON HER DAUGHTER IN A CASKET AND THE AD SAYING IT'S NEVER TOO EARLY TO TALK TO YOUR KIDS ABOUT THE DANGERS OF ALCOHOL, BUT IT CAN BE TOO LATE?

	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/ LESS	11-14 OVER	15/ OVER	YES	NO/ NOT YET
Total	500	158	65	18	75	142	60	82	89	45	44	21	57	33	301	197	241	204	35	467	33
YES	49.9	65.7	72.3	57.6	61.9	49.6	63.8	39.2	42.5	50.2	34.6	55.3	34.7	18.8	48.9	51.6	50.7	50.5	48.6	50.4	42.7
NO	49.4	33.3	27.7	42.4	36.0	48.7	34.2	59.3	58.0	50.7	65.4	44.7	65.3	81.2	50.2	48.0	48.1	49.2	51.4	49.1	53.6
DK/REFUSED	0.7	1.0	-	-	2.1	1.7	2.0	1.5	-0.4	-0.9	-	-	-	-	0.9	0.4	1.2	0.4	-	0.5	3.6

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23. SPECIFICALLY, HAVE YOU SEEN A TELEVISION AD WITH A MOTHER AT A FUNERAL HOME PUTTING EARRINGS AND FLOWERS ON HER DAUGHTER IN A CASKET AND THE AD SAYING IT'S NEVER TOO EARLY TO TALK TO YOUR KIDS ABOUT THE DANGERS OF ALCOHOL, BUT IT CAN BE TOO LATE?

	TOTAL	TALK ABOUT ALCOHOL			TALKED WITH		RESEARCHED		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR		
		ABUSE WITH YOUR			CHILD./LAST		UNDERAGED		YOUR COMMUNITY				WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY		
		CHILDREN			FEW MONTHS		DRINKING										ALCOHOL		
		FREQU-	SOME-	RARELY	YES	NO	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	14-	15-17	18/
		ENTLY	TIMES						LEM	ious		PROB-	ERNED			ALL	LESS		OVER
												LEM							
Total	500	199	192	73	398	62	122	375	434	219	215	36	294	80	214	201	20	36	390
YES	49.9	54.5	49.6	41.8	52.6	37.3	59.4	46.9	51.1	56.0	46.1	38.8	57.1	64.8	54.2	38.1	55.9	63.4	46.9
NO	49.4	44.9	49.8	58.2	46.7	63.4	40.0	52.4	48.3	42.7	53.9	58.9	43.0	35.2	46.0	59.9	37.8	36.6	52.5
DK/REFUSED	0.7	0.6	0.6	-	0.7	-0.6	0.6	0.7	0.6	1.3	-	2.3	-0.1	-	-0.2	2.0	6.3	-	0.6

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23. SPECIFICALLY, HAVE YOU SEEN A TELEVISION AD WITH A MOTHER AT A FUNERAL HOME PUTTING EARRINGS AND FLOWERS ON HER DAUGHTER IN A CASKET AND THE AD SAYING IT'S NEVER TOO EARLY TO TALK TO YOUR KIDS ABOUT THE DANGERS OF ALCOHOL, BUT IT CAN BE TOO LATE?

	TOTAL	MANY CHILDREN			CHILDREN DRINKING BEFORE			SEEN TV ADS		RADIO ADS		ONLINE ADS		UNDERAGE DRINKING ADS				M.L. TO TALK WITH		
		START DRINKIN			15 YEARS OLD			STOP UNDERAGE		STOP UNDERAGE		STOP UNDERAGE						YOUR CHILDREN ABOUT		
		BEFORE AGE 15						DRINKING		DRINKING		DRINKING						UNDERAGE DRINKING		
		AWARE	UN-AWARE	PROB-LEM	Crisis	Prob-lem	NOT A PROB-LEM	YES	NO	YES	NO	YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	MORE LIKELY	LESS LIKELY	NO DIFF.
Total	500	455	41	471	193	278	19	242	256	129	358	92	402	207	139	100	37	223	1	59
YES	49.9	50.9	40.8	49.5	53.4	46.7	61.5	76.0	25.1	70.2	41.8	76.2	43.3	22.2	58.9	76.6	87.2	76.2	53.4	46.0
NO	49.4	48.7	55.4	49.7	45.3	52.7	40.6	23.6	73.8	28.8	57.5	23.8	55.8	76.5	41.4	22.1	12.8	23.4	46.6	54.0
DK/REFUSED	0.7	0.4	3.8	0.9	1.3	0.6	-2.1	0.3	1.1	1.0	0.7	-	0.9	1.3	-0.3	1.2	-	0.4	-	-

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	TOTAL	SEEN TV AD W/ MOTHER AT FUNERAL HOME		SEEN TV AD W/ FATHER FEEDIN HIS SON		SEEN TV ADS			HEARD OF TALKITOUTNC .ORG		VISITED TALKITOUTNC .ORG		OFTEN ADULTS IN HOUSEHOLD DRINK								
		YES	NO	YES	NO	0 OF 2	1 OF 2	2 OF 2	YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY	Rarely	Never
Total	500	250	247	251	240	188	106	195	138	352	26	460	144	82	62	76	40	36	279	124	155
YES	49.9	100.0	-	77.7	20.9	-	47.1	100.0	63.3	44.8	86.1	48.3	55.1	52.1	59.1	47.7	45.9	49.8	47.5	52.1	43.8
NO	49.4	-	100.0	22.3	78.5	100.0	52.9	-	35.6	54.5	13.9	50.8	44.9	47.9	40.9	50.6	51.0	50.2	51.5	47.9	54.4
DK/REFUSED	0.7	-	-	-	0.7	-	-	-	1.1	0.7	-	0.9	-	-	-	1.6	3.1	-	1.0	-	1.8



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	TOTAL	SOCIAL NETWORKS						IDEOLOGY					PARTY			WHITE				
		USE SOCIAL MEDIA	Face- book	You- Tube	Inst- agram	DON'T USE SOCIAL	LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	
Total	500	377	295	29	13	122	101	35	66	149	110	111	221	166	203	106	15	139	94	96
YES	49.9	50.7	50.4	44.5	57.7	48.2	36.9	33.2	38.9	56.1	53.4	51.1	52.2	49.7	46.6	57.8	49.9	47.9	49.4	55.5
NO	49.4	48.2	48.2	55.5	42.3	51.8	63.1	66.8	61.1	43.1	44.0	48.9	46.5	50.3	51.4	42.2	50.1	52.1	49.2	44.5
DK/REFUSED	0.7	1.1	1.4	-	-	-	-	-	-	0.8	2.6	-	1.3	-	2.0	-	-	-	1.3	-

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	TOTAL	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	11/YOUNGER	12	13	14	15/OLDER	15	16	17	18/OLDER
Total	500	7	85	12	82	67	54	84	136	67	303	45	117	95	91	313	93	107	115	54
YES	49.9	60.4	45.6	72.8	51.4	45.1	62.1	48.0	47.4	52.6	49.4	57.3	47.2	46.5	48.7	49.7	54.0	55.4	44.6	50.2
NO	49.4	39.6	52.5	27.2	48.6	54.9	37.9	52.0	49.7	47.4	49.7	40.1	51.4	52.2	51.3	49.9	46.0	44.6	54.3	49.8
DK/REFUSED	0.7	-	1.9	-	-	-	-	-	2.9	-	0.9	2.7	1.3	1.3	-	0.4	-	-	1.1	-

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	TOTAL	MALE ONLY		FEMALE ONLY		BOTH		MEN		WOMEN		GENDER			MEN		
		(CHILDREN)		(CHILDREN)		(CHILDREN)		(PARENT)		(PARENT)		(CHILDREN)					
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	95	94	106	116	101	103	134	124	169	189	170	205	121	64	90	51
YES	49.9	46.1	48.4	53.7	46.8	48.7	54.6	53.0	51.5	46.6	48.6	47.9	49.5	53.6	51.5	50.4	57.4
NO	49.4	53.9	50.3	44.8	53.2	50.2	45.4	47.0	48.5	51.8	50.7	51.4	49.7	45.4	48.5	49.6	42.6
DK/REFUSED	0.7	-	1.3	1.5	-	1.2	-	-	-	1.6	0.7	0.7	0.8	1.0	-	-	-

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	TOTAL	WOMEN			AREA			INCOME						INCOME					
		MALE	FEMALE	BOTH	CITY	SUBURB	SMALL	UNDER	\$20k-	\$40k-	\$60k-	\$75k-	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER
		ONLY	ONLY				CITY/ RURAL	\$20k	\$40k	\$60k	\$75k	\$100k	\$100k	\$40k	\$40k	\$60k	\$60k	\$100k	\$100k
Total	500	105	114	69	105	100	290	28	41	61	55	67	144	69	328	130	267	253	144
YES	49.9	45.7	48.8	50.8	54.4	57.8	46.2	41.0	46.9	49.2	46.8	45.7	61.3	44.5	53.4	46.7	54.4	46.5	61.3
NO	49.4	53.1	49.8	47.5	44.5	42.2	52.9	59.0	49.3	50.8	50.9	54.3	38.7	53.2	46.2	52.1	45.2	52.4	38.7
DK/REFUSED	0.7	1.2	1.4	1.7	1.1	-	1.0	-	3.8	-	2.2	-	-	2.3	0.4	1.2	0.5	1.1	-

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	TOTAL	EDUCATION							MEN				WOMEN				MARITAL STATUS		
		LESS/	Some	High	Some	COL-	Col-	Post	NOT	COL-	Col-	Post	NOT	COL-	Col-	Post	SINGLE	MARRY	DIV-
		COLLEG	High	School	Col-	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.			ORCED
		GRAD.	School	Grad.	lege	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.		GRAD.	GRAD.	Grad.				
Total	500	193	13	83	97	303	191	113	80	127	80	47	113	176	110	66	33	407	38
YES	49.9	44.1	36.2	47.4	42.3	54.0	56.8	49.2	49.9	53.6	61.9	39.4	39.9	54.3	53.1	56.3	45.9	50.2	48.2
NO	49.4	55.1	63.8	52.6	56.1	45.2	41.9	50.8	50.1	46.4	38.1	60.6	58.7	44.4	44.7	43.7	54.1	49.2	47.7
DK/REFUSED	0.7	0.8	-	-	1.6	0.8	1.3	-	-	-	-	-	1.4	1.4	2.2	-	-	0.6	4.1

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	TOTAL	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	WHITE	NON- WHITE	Hisp- anic	Afr- ican	WHITE	AFR- ICAN	WHITE	AFR- ICAN	WHITE	AFR- ICAN	WHITE	AFR- ICAN
									Amer.		AMER.		AMER.		AMER.		AMER.
Total	500	181	227	329	72	337	158	36	105	148	36	189	69	56	20	272	84
YES	49.9	52.1	48.7	50.1	60.3	50.4	48.9	43.2	49.2	51.6	53.9	49.5	46.7	45.5	42.3	51.4	51.5
NO	49.4	47.9	50.2	49.0	39.7	49.2	49.4	53.4	49.4	48.4	46.1	49.9	51.1	54.5	49.8	48.1	48.5
DK/REFUSED	0.7	-	1.1	0.9	-	0.4	1.7	3.3	1.5	-	-	0.7	2.3	-	7.9	0.5	-

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23. SPECIFICALLY, HAVE YOU SEEN A TELEVISION AD WITH A MOTHER AT A FUNERAL HOME PUTTING EARRINGS AND FLOWERS ON HER DAUGHTER IN A CASKET AND THE AD SAYING IT’S NEVER TOO EARLY TO TALK TO YOUR KIDS ABOUT THE DANGERS OF ALCOHOL, BUT IT CAN BE TOO LATE?

	TOTAL	AGE			AGE				MEN			
		UNDER	41-55	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER
		40		55	40	40	55	55	40	40	55	55
Total	500	90	353	43	90	396	442	43	33	173	187	19
YES	49.9	46.4	52.1	40.7	46.4	50.8	50.9	40.7	53.5	51.9	53.9	35.2
NO	49.4	51.9	47.6	59.3	51.9	48.8	48.4	59.3	46.5	48.1	46.1	64.8
DK/REFUSED	0.7	1.7	0.4	-	1.7	0.3	0.6	-	-	-	-	-



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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23. SPECIFICALLY, HAVE YOU SEEN A TELEVISION AD WITH A MOTHER AT A FUNERAL HOME PUTTING EARRINGS AND FLOWERS ON HER DAUGHTER IN A CASKET AND THE AD SAYING IT’S NEVER TOO EARLY TO TALK TO YOUR KIDS ABOUT THE DANGERS OF ALCOHOL, BUT IT CAN BE TOO LATE?

	TOTAL	WOMEN				GENDER	
		UNDER	OVER	UNDER	OVER	MALE	FEMALE
		40	40	55	55		
Total	500	57	223	256	24	210	290
YES	49.9	42.2	50.1	48.8	45.1	52.1	48.3
NO	49.4	55.1	49.4	50.1	54.9	47.9	50.4
DK/REFUSED	0.7	2.8	0.6	1.1	-	-	1.2





# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 24 Page 301  
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24. SPECIFICALLY, HAVE YOU SEEN A TELEVISION AD WITH A FATHER PREPARING FOOD AND FEEDING HIS SON WHO IS UNABLE TO FEED HIMSELF AND THE AD SAYING IT'S NEVER TOO EARLY TO TALK TO YOUR KIDS ABOUT THE DANGERS OF ALCOHOL, BUT IT CAN BE TOO LATE?

	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	YES	NO/ NOT YET
Total	500	158	65	18	75	142	60	82	89	45	44	21	57	33	301	197	241	204	35	467	33
YES	50.2	67.2	68.2	68.9	65.8	47.4	55.5	41.5	42.6	52.5	32.6	72.3	36.0	12.3	49.6	51.3	48.5	52.6	44.2	50.9	40.1
NO	48.0	32.8	31.8	31.1	34.2	48.8	37.5	57.0	55.3	43.5	67.4	27.7	62.2	85.5	48.4	47.2	49.1	46.0	55.8	47.7	52.1
DK/REFUSED	1.8	-	-	-	-	3.8	7.0	1.5	2.1	4.1	-	-	1.8	2.3	2.0	1.5	2.5	1.5	-	1.4	7.9

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 24 Page 302  
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24. SPECIFICALLY, HAVE YOU SEEN A TELEVISION AD WITH A FATHER PREPARING FOOD AND FEEDING HIS SON WHO IS UNABLE TO FEED HIMSELF AND THE AD SAYING IT'S NEVER TOO EARLY TO TALK TO YOUR KIDS ABOUT THE DANGERS OF ALCOHOL, BUT IT CAN BE TOO LATE?

	TOTAL	TALK ABOUT ALCOHOL			TALKED WITH		RESEARCHED		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR		
		ABUSE WITH YOUR			CHILD./LAST		UNDERAGED		YOUR COMMUNITY				WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY		
		CHILDREN			FEW MONTHS		DRINKING										ALCOHOL		
		FREQU-	SOME-	RARELY	YES	NO	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	14-	15-17	18/
		ENTLY	TIMES						LEM	ious		PROB-	ERNED			ALL	LESS		OVER
												LEM							
Total	500	199	192	73	398	62	122	375	434	219	215	36	294	80	214	201	20	36	390
YES	50.2	60.8	45.0	40.0	52.2	43.7	54.7	49.1	51.2	53.5	48.9	44.7	52.9	56.7	51.5	45.0	55.1	66.5	47.9
NO	48.0	39.2	52.4	58.0	46.5	55.3	43.1	49.5	46.9	45.2	48.6	53.0	45.7	43.3	46.7	52.4	31.6	33.5	50.7
DK/REFUSED	1.8	*	2.6	2.0	1.3	1.0	2.2	1.4	1.9	1.3	2.5	2.3	1.3	-	1.8	2.5	13.3	-	1.4

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 24 Page 303  
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24. SPECIFICALLY, HAVE YOU SEEN A TELEVISION AD WITH A FATHER PREPARING FOOD AND FEEDING HIS SON WHO IS UNABLE TO FEED HIMSELF AND THE AD SAYING IT'S NEVER TOO EARLY TO TALK TO YOUR KIDS ABOUT THE DANGERS OF ALCOHOL, BUT IT CAN BE TOO LATE?

	TOTAL	MANY CHILDREN			CHILDREN DRINKING BEFORE			SEEN TV ADS		RADIO ADS		ONLINE ADS		UNDERAGE DRINKING ADS				M.L. TO TALK WITH		
		START DRINKIN	15 YEARS OLD			STOP UNDERAGE		STOP UNDERAGE		STOP UNDERAGE						YOUR CHILDREN ABOUT				
		BEFORE AGE 15				DRINKING		DRINKING		DRINKING						UNDERAGE DRINKING				
		AWARE	UN-AWARE	PROB-LEM	Crisis	Prob-lem	NOT A PROB-LEM	YES	NO	YES	NO	YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	MORE LIKELY	LESS LIKELY	NO DIFF.
-----																				
Total	500	455	41	471	193	278	19	242	256	129	358	92	402	207	139	100	37	223	1	59
YES	50.2	51.5	37.6	50.0	54.0	47.2	50.3	76.0	26.0	64.6	44.9	74.3	44.3	26.4	59.5	73.0	84.9	74.5	53.4	47.1
NO	48.0	46.5	62.4	48.3	43.5	51.7	44.4	23.1	71.9	34.4	53.3	25.3	53.6	71.0	40.0	25.4	15.1	25.1	46.6	50.5
DK/REFUSED	1.8	2.0	-	1.7	2.5	1.2	5.3	0.9	2.1	1.0	1.8	0.5	2.1	2.6	0.4	1.7	-	0.4	-	2.4

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 24 Page 304  
Apr. 9, 2015

24. SPECIFICALLY, HAVE YOU SEEN A TELEVISION AD WITH A FATHER PREPARING FOOD AND FEEDING HIS SON WHO IS UNABLE TO FEED HIMSELF AND THE AD SAYING IT'S NEVER TOO EARLY TO TALK TO YOUR KIDS ABOUT THE DANGERS OF ALCOHOL, BUT IT CAN BE TOO LATE?

	TOTAL	SEEN TV AD W/ MOTHER AT FUNERAL HOME		SEEN TV AD W/ FATHER FEEDIN HIS SON		SEEN TV ADS			HEARD OF TALKITOUTNC .ORG		VISITED TALKITOUTNC .ORG		OFTEN ADULTS IN HOUSEHOLD DRINK								
		YES	NO	YES	NO	0 OF 2	1 OF 2	2 OF 2	YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY	Rarely	Never
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	250	247	251	240	188	106	195	138	352	26	460	144	82	62	76	40	36	279	124	155
YES	50.2	78.2	22.7	100.0	-	-	52.9	100.0	61.2	45.7	86.1	48.8	52.8	56.8	47.4	45.4	48.9	41.5	49.9	53.2	47.3
NO	48.0	20.0	76.2	-	100.0	100.0	47.1	-	37.4	52.2	13.9	49.2	44.6	39.1	51.9	49.7	45.4	54.5	49.4	46.8	51.5
DK/REFUSED	1.8	1.8	1.0	-	-	-	-	-	1.4	2.1	-	2.0	2.6	4.1	0.7	4.9	5.7	4.0	0.7	-	1.3

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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24. SPECIFICALLY, HAVE YOU SEEN A TELEVISION AD WITH A FATHER PREPARING FOOD AND FEEDING HIS SON WHO IS UNABLE TO FEED HIMSELF AND THE AD SAYING IT'S NEVER TOO EARLY TO TALK TO YOUR KIDS ABOUT THE DANGERS OF ALCOHOL, BUT IT CAN BE TOO LATE?

	TOTAL	SOCIAL NETWORKS						IDEOLOGY					PARTY			WHITE				
		USE	Face-	You-	Inst-	DON'T	LIB-	Very	Smwt.	MOD-	Smwt.	Very	CONSER	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
		SOCIAL	book	Tube	agram	USE	ERAL			ERATE			VATIVE	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
		MEDIA				SOCIAL										/OTHER			/OTHER	
Total	500	377	295	29	13	122	101	35	66	149	110	111	221	166	203	106	15	139	94	96
YES	50.2	52.0	52.8	37.3	63.9	45.6	40.1	47.3	36.2	57.1	44.7	53.2	49.0	51.0	49.1	52.2	49.7	52.5	47.1	47.5
NO	48.0	46.2	45.3	62.7	36.1	52.4	58.5	52.7	61.7	40.4	53.7	44.5	49.1	47.7	48.6	45.3	50.3	46.2	50.0	49.8
DK/REFUSED	1.8	1.9	1.9	-	-	2.0	1.4	-	2.1	2.6	1.5	2.3	1.9	1.3	2.3	2.4	-	1.3	2.9	2.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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24. SPECIFICALLY, HAVE YOU SEEN A TELEVISION AD WITH A FATHER PREPARING FOOD AND FEEDING HIS SON WHO IS UNABLE TO FEED HIMSELF AND THE AD SAYING IT'S NEVER TOO EARLY TO TALK TO YOUR KIDS ABOUT THE DANGERS OF ALCOHOL, BUT IT CAN BE TOO LATE?

	TOTAL	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPU- LICAN	DEMO- CRAT	INDEP- ENDENT	REPU- LICAN	DEMO- CRAT	INDEP- ENDENT	REPU- LICAN	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17	18/ OLDER
Total	500	7	85	12	82	67	54	84	136	67	303	45	117	95	91	313	93	107	115	54
YES	50.2	60.4	50.0	84.5	58.1	47.5	55.9	44.0	49.8	48.7	47.4	44.4	50.8	37.7	48.0	51.2	51.4	55.3	49.1	54.8
NO	48.0	39.6	50.0	15.5	40.6	50.3	41.5	54.6	47.8	49.5	50.6	49.7	45.7	59.9	52.0	47.5	47.3	43.6	49.8	43.9
DK/REFUSED	1.8	-	-	-	1.2	2.2	2.6	1.4	2.3	1.8	2.1	5.9	3.5	2.3	-	1.4	1.3	1.1	1.1	1.4

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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24. SPECIFICALLY, HAVE YOU SEEN A TELEVISION AD WITH A FATHER PREPARING FOOD AND FEEDING HIS SON WHO IS UNABLE TO FEED HIMSELF AND THE AD SAYING IT'S NEVER TOO EARLY TO TALK TO YOUR KIDS ABOUT THE DANGERS OF ALCOHOL, BUT IT CAN BE TOO LATE?

	TOTAL	MALE ONLY		FEMALE ONLY		BOTH		MEN		WOMEN		GENDER			MEN		
		(CHILDREN)		(CHILDREN)		(CHILDREN)		(PARENT)		(PARENT)		(CHILDREN)					
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	95	94	106	116	101	103	134	124	169	189	170	205	121	64	90	51
YES	50.2	52.6	50.2	42.5	50.7	46.8	52.9	49.1	59.2	45.9	45.9	52.6	47.2	51.0	58.0	53.0	52.0
NO	48.0	46.3	46.4	54.8	49.3	50.9	46.0	48.0	40.8	52.7	51.8	44.9	51.4	47.0	40.5	43.8	48.0
DK/REFUSED	1.8	1.1	3.4	2.7	-	2.4	1.1	2.9	-	1.4	2.3	2.5	1.4	2.0	1.6	3.2	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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24. SPECIFICALLY, HAVE YOU SEEN A TELEVISION AD WITH A FATHER PREPARING FOOD AND FEEDING HIS SON WHO IS UNABLE TO FEED HIMSELF AND THE AD SAYING IT'S NEVER TOO EARLY TO TALK TO YOUR KIDS ABOUT THE DANGERS OF ALCOHOL, BUT IT CAN BE TOO LATE?

	TOTAL	WOMEN			AREA			INCOME						INCOME					
		MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL	UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k
Total	500	105	114	69	105	100	290	28	41	61	55	67	144	69	328	130	267	253	144
YES	50.2	49.3	42.6	50.3	51.3	54.8	48.8	45.6	53.4	43.6	42.9	56.6	58.9	50.2	52.9	47.1	55.0	48.7	58.9
NO	48.0	47.7	57.4	46.3	43.7	44.0	50.2	54.4	46.6	54.4	54.9	43.4	39.2	49.8	45.6	52.0	43.5	50.3	39.2
DK/REFUSED	1.8	3.0	-	3.4	5.0	1.2	1.0	-	-	1.9	2.2	-	1.8	-	1.5	0.9	1.5	1.0	1.8



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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24. SPECIFICALLY, HAVE YOU SEEN A TELEVISION AD WITH A FATHER PREPARING FOOD AND FEEDING HIS SON WHO IS UNABLE TO FEED HIMSELF AND THE AD SAYING IT'S NEVER TOO EARLY TO TALK TO YOUR KIDS ABOUT THE DANGERS OF ALCOHOL, BUT IT CAN BE TOO LATE?

	TOTAL	EDUCATION							MEN				WOMEN				MARITAL STATUS		
		LESS/	Some	High	Some	COL-	Col-	Post	NOT	COL-	Col-	Post	NOT	COL-	Col-	Post	SINGLE	MARRY	DIV-
		COLLEG	High	School	Col-	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.			ORCED
		GRAD.	School	Grad.	lege	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.		GRAD.	GRAD.	Grad.				
Total	500	193	13	83	97	303	191	113	80	127	80	47	113	176	110	66	33	407	38
YES	50.2	46.0	55.0	43.4	47.1	53.1	57.7	45.3	49.7	57.0	64.0	45.1	43.5	50.3	53.2	45.5	53.2	50.9	40.0
NO	48.0	53.0	45.0	55.6	51.9	44.4	40.8	50.5	49.1	40.8	36.0	48.9	55.8	47.0	44.2	51.6	46.8	47.2	56.4
DK/REFUSED	1.8	0.9	-	0.9	1.0	2.5	1.5	4.2	1.3	2.3	-	6.1	0.7	2.7	2.6	2.9	-	2.0	3.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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24. SPECIFICALLY, HAVE YOU SEEN A TELEVISION AD WITH A FATHER PREPARING FOOD AND FEEDING HIS SON WHO IS UNABLE TO FEED HIMSELF AND THE AD SAYING IT'S NEVER TOO EARLY TO TALK TO YOUR KIDS ABOUT THE DANGERS OF ALCOHOL, BUT IT CAN BE TOO LATE?

	TOTAL	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	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	181	227	329	72	337	158	36	105	148	36	189	69	56	20	272	84
YES	50.2	55.1	47.5	53.1	53.5	49.5	51.1	38.1	54.1	54.4	53.3	45.7	54.5	40.4	67.4	52.5	51.8
NO	48.0	43.5	50.1	45.8	46.0	48.4	47.9	58.6	45.9	43.0	46.7	52.6	45.5	59.6	32.6	44.9	48.2
DK/REFUSED	1.8	1.4	2.4	1.1	0.6	2.1	1.0	3.3	-	2.6	-	1.7	-	-	-	2.6	-

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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24. SPECIFICALLY, HAVE YOU SEEN A TELEVISION AD WITH A FATHER PREPARING FOOD AND FEEDING HIS SON WHO IS UNABLE TO FEED HIMSELF AND THE AD SAYING IT’S NEVER TOO EARLY TO TALK TO YOUR KIDS ABOUT THE DANGERS OF ALCOHOL, BUT IT CAN BE TOO LATE?

	TOTAL				AGE				AGE				MEN			
	UNDER	41-55	OVER		UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER		
	40		55		40	40	55	55	40	40	55	55	40	40	55	55
Total	500	90	353	43	90	396	442	43	33	173	187	19				
YES	50.2	49.7	52.5	40.2	49.7	51.2	51.9	40.2	60.1	53.0	55.2	43.8				
NO	48.0	50.3	45.5	57.0	50.3	46.7	46.5	57.0	39.9	44.8	42.7	56.2				
DK/REFUSED	1.8	-	2.0	2.8	-	2.1	1.6	2.8	-	2.2	2.1	-				



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24. SPECIFICALLY, HAVE YOU SEEN A TELEVISION AD WITH A FATHER PREPARING FOOD AND FEEDING HIS SON WHO IS UNABLE TO FEED HIMSELF AND THE AD SAYING IT’S NEVER TOO EARLY TO TALK TO YOUR KIDS ABOUT THE DANGERS OF ALCOHOL, BUT IT CAN BE TOO LATE?

	TOTAL		WOMEN				GENDER	
	UNDER	OVER	UNDER	OVER	MALE	FEMALE		
	40	40	55	55				
Total	500	57	223	256	24	210	290	
YES	50.2	43.5	49.8	49.6	37.4	53.9	47.6	
NO	48.0	56.5	48.3	49.2	57.7	44.2	50.7	
DK/REFUSED	1.8	-	2.0	1.2	5.0	1.8	1.8	



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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25. HAVE YOU EVER HEARD OF THE WEBSITE TALKITOUTNC.ORG?

	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	YES	NO/ NOT YET	
Total	500	158	65	18	75	142	60	82	89	45	44	21	57	33	301	197	241	204	35	467	33
YES	27.6	30.1	29.4	16.5	33.9	24.0	19.4	27.4	31.0	29.7	32.3	24.6	26.7	25.5	28.6	25.8	26.7	29.0	24.2	28.7	11.1
NO	70.3	67.1	70.1	83.5	60.6	74.2	76.7	72.4	69.5	71.2	67.7	75.4	66.7	74.5	68.6	73.1	70.3	70.8	70.0	69.0	88.9
DK/REFUSED	2.1	2.8	0.5	-	5.5	1.8	3.9	0.2	-0.4	-0.9	-	-	6.6	-	2.7	1.1	3.0	0.2	5.7	2.2	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 25 Page 314  
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25. HAVE YOU EVER HEARD OF THE WEBSITE TALKITOUTNC.ORG?

	TOTAL	TALK ABOUT ALCOHOL			TALKED WITH		RESEARCHED		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN			APPROPRIATE AGE FOR			
		ABUSE WITH YOUR			CHILD./LAST		UNDERAGED		YOUR COMMUNITY				WILL DRINK ALCOHOL			YOUR CHILDREN TO TRY			
		CHILDREN			FEW MONTHS		DRINKING									ALCOHOL			
		FREQU-	SOME-	RARELY	YES	NO	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	14-	15-17	18/
		ENTLY	TIMES						LEM	ious		PROB-	ERNED			ALL	LESS		OVER
												LEM							
Total	500	199	192	73	398	62	122	375	434	219	215	36	294	80	214	201	20	36	390
YES	27.6	32.1	29.3	18.5	29.8	19.4	38.2	24.0	28.1	31.3	24.8	16.6	25.8	33.1	23.1	30.0	9.2	23.0	29.4
NO	70.3	66.3	67.2	81.0	68.3	77.4	60.3	73.7	69.7	67.6	71.9	83.0	70.9	66.9	72.5	69.5	90.8	74.8	68.7
DK/REFUSED	2.1	1.7	3.5	0.5	1.8	3.2	1.5	2.3	2.2	1.1	3.3	0.4	3.2	-	4.4	0.4	-	2.2	1.9

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 25 Page 315  
Apr. 9, 2015

25. HAVE YOU EVER HEARD OF THE WEBSITE TALKITOUTNC.ORG?

	TOTAL	MANY CHILDREN START DRINKIN BEFORE AGE 15			CHILDREN DRINKING BEFORE 15 YEARS OLD			SEEN TV ADS STOP UNDERAGE DRINKING		RADIO ADS STOP UNDERAGE DRINKING		ONLINE ADS STOP UNDERAGE DRINKING		UNDERAGE DRINKING ADS 0 OF 3   1 OF 3   2 OF 3   3 OF 3				M.L. TO TALK WITH YOUR CHILDREN ABOUT UNDERAGE DRINKING		
		AWARE	UN- AWARE	PROB- LEM	Crisis lem	Prob- lem	NOT A PROB- LEM	YES	NO	YES	NO	YES	NO					MORE LIKELY	LESS LIKELY	NO DIFF.
Total	500	455	41	471	193	278	19	242	256	129	358	92	402	207	139	100	37	223	1	59
YES	27.6	28.0	22.7	27.6	30.9	25.2	33.3	38.3	17.4	42.3	23.1	51.1	22.1	15.1	27.5	42.7	63.8	43.7	-	11.8
NO	70.3	69.7	77.3	70.3	68.0	71.9	68.8	60.6	79.6	55.5	74.9	46.8	75.8	82.4	70.1	55.5	36.2	54.9	100.0	84.1
DK/REFUSED	2.1	2.3	-	2.2	1.1	2.9	-2.1	1.1	3.0	2.2	2.0	2.1	2.1	2.4	2.3	1.8	-	1.3	-	4.1

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 25 Page 316  
Apr. 9, 2015

25. HAVE YOU EVER HEARD OF THE WEBSITE TALKITOUTNC.ORG?

	TOTAL	SEEN TV AD W/ MOTHER AT FUNERAL HOME		SEEN TV AD W/ FATHER FEEDIN HIS SON		SEEN TV ADS			HEARD OF TALKITOUTNC .ORG		VISITED TALKITOUTNC .ORG		OFTEN ADULTS IN HOUSEHOLD DRINK								
		YES	NO	YES	NO	0 OF 2	1 OF 2	2 OF 2	YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY	Rarely	Never
Total	500	250	247	251	240	188	106	195	138	352	26	460	144	82	62	76	40	36	279	124	155
YES	27.6	35.0	19.9	33.6	21.5	18.5	27.2	36.3	100.0	-	100.0	23.9	23.9	26.5	20.6	26.0	19.5	33.0	30.0	27.7	31.9
NO	70.3	63.1	77.7	63.9	76.6	79.7	69.1	61.9	-	100.0	-	74.0	74.5	71.2	78.9	71.4	75.4	67.0	67.6	68.2	67.1
DK/REFUSED	2.1	1.9	2.5	2.5	1.9	1.8	3.7	1.8	-	-	-	2.1	1.5	2.3	0.5	2.6	5.0	-	2.4	4.0	1.0



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 25 Page 317  
Apr. 9, 2015

25. HAVE YOU EVER HEARD OF THE WEBSITE TALKITOUTNC.ORG?

	TOTAL	SOCIAL NETWORKS						IDEOLOGY						PARTY			WHITE			
		USE	Face-	You-	Inst-	DON'T	LIB-	Very	Smwt.	MOD-	Smwt.	Very	CONSER	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
		SOCIAL	book	Tube	agram	USE	ERAL			ERATE			VATIVE	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
		MEDIA				SOCIAL										/OTHER			/OTHER	
Total	500	377	295	29	13	122	101	35	66	149	110	111	221	166	203	106	15	139	94	96
YES	27.6	31.0	33.7	12.1	9.3	17.7	22.4	28.9	19.0	28.0	25.3	33.5	29.4	29.5	27.1	23.3	45.3	29.6	20.1	25.0
NO	70.3	66.5	64.4	83.0	75.0	81.2	73.7	71.1	75.1	70.9	73.3	64.3	68.8	68.5	70.1	76.7	48.2	68.7	78.8	73.9
DK/REFUSED	2.1	2.5	1.9	5.0	15.7	1.1	3.9	-	6.0	1.1	1.4	2.2	1.8	2.0	2.7	-	6.5	1.7	1.1	1.0

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 25 Page 318  
Apr. 9, 2015

25. HAVE YOU EVER HEARD OF THE WEBSITE TALKITOUTNC.ORG?

	TOTAL	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	11/YOUNGER	12	13	14	15/OLDER	15	16	17	18/OLDER
Total	500	7	85	12	82	67	54	84	136	67	303	45	117	95	91	313	93	107	115	54
YES	27.6	40.6	39.6	27.2	33.6	14.1	27.3	25.5	33.5	24.9	27.3	25.2	23.8	29.4	24.8	27.3	30.4	27.6	21.4	27.6
NO	70.3	59.4	56.2	72.8	64.0	82.9	71.0	72.8	63.9	75.1	70.5	74.8	73.2	67.3	74.2	71.1	68.5	72.0	76.1	70.9
DK/REFUSED	2.1	-	4.2	-	2.3	3.0	1.8	1.7	2.6	-	2.2	-	3.0	3.3	1.0	1.6	1.1	0.4	2.4	1.5

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 25 Page 319  
Apr. 9, 2015

25. HAVE YOU EVER HEARD OF THE WEBSITE TALKITOUTNC.ORG?

	TOTAL	MALE ONLY		FEMALE ONLY		BOTH		MEN		WOMEN		GENDER			MEN		
		(CHILDREN)		(CHILDREN)		(CHILDREN)		(PARENT)		(PARENT)		(CHILDREN)					
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	95	94	106	116	101	103	134	124	169	189	170	205	121	64	90	51
YES	27.6	19.6	24.7	32.6	29.4	29.2	27.2	23.1	27.9	30.6	26.8	22.2	31.6	28.9	14.9	28.9	33.0
NO	70.3	77.1	72.3	66.3	69.9	68.4	71.4	75.4	69.2	66.6	72.4	74.4	67.4	69.1	78.3	69.7	67.0
DK/REFUSED	2.1	3.3	3.0	1.1	0.7	2.3	1.4	1.4	2.9	2.8	0.8	3.5	1.0	1.9	6.7	1.3	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 25 Page 320  
Apr. 9, 2015

25. HAVE YOU EVER HEARD OF THE WEBSITE TALKITOUTNC.ORG?

	TOTAL	WOMEN			AREA			INCOME					INCOME						
		MALE	FEMALE	BOTH	CITY	SUBURB	SMALL	UNDER	\$20k-	\$40k-	\$60k-	\$75k-	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER
		ONLY	ONLY				CITY/ RURAL	\$20k	\$40k	\$60k	\$75k	\$100k	\$100k	\$40k	\$40k	\$60k	\$60k	\$100k	\$100k
Total	500	105	114	69	105	100	290	28	41	61	55	67	144	69	328	130	267	253	144
YES	27.6	26.6	33.8	25.9	29.6	22.4	29.3	47.2	34.0	19.8	36.3	22.8	26.9	39.4	26.3	30.2	27.8	29.6	26.9
NO	70.3	71.9	65.5	70.7	69.2	76.6	67.8	52.8	66.0	76.3	62.1	75.0	71.6	60.6	71.6	68.0	70.5	68.6	71.6
DK/REFUSED	2.1	1.5	0.7	3.4	1.2	1.0	2.8	-	-	3.9	1.6	2.2	1.5	-	2.1	1.8	1.7	1.9	1.5

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 25 Page 321  
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25. HAVE YOU EVER HEARD OF THE WEBSITE TALKITOUTNC.ORG?

	TOTAL	EDUCATION							MEN				WOMEN				MARITAL STATUS		
		LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	SINGLE	MARRY	DIV- ORCED
Total	500	193	13	83	97	303	191	113	80	127	80	47	113	176	110	66	33	407	38
YES	27.6	27.9	43.4	23.4	29.7	27.6	29.1	25.1	23.9	26.8	31.8	18.4	30.8	28.2	27.2	29.8	28.4	26.9	28.1
NO	70.3	69.7	56.6	73.5	68.4	70.4	69.0	72.8	72.9	70.8	65.5	79.9	67.5	70.1	71.5	67.8	65.1	71.2	71.9
DK/REFUSED	2.1	2.3	-	3.1	1.9	2.0	1.9	2.1	3.2	2.3	2.7	1.7	1.7	1.7	1.3	2.4	6.5	1.8	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 25 Page 322  
Apr. 9, 2015

25. HAVE YOU EVER HEARD OF THE WEBSITE TALKITOUTNC.ORG?

	TOTAL	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	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	181	227	329	72	337	158	36	105	148	36	189	69	56	20	272	84
YES	27.6	26.7	27.1	31.3	24.2	25.5	31.4	14.2	38.3	28.2	19.6	23.4	48.3	27.8	56.6	25.0	34.6
NO	70.3	70.6	71.8	66.3	74.7	73.1	65.2	84.3	58.3	69.8	74.9	75.6	49.4	70.5	43.4	73.6	61.1
DK/REFUSED	2.1	2.8	1.1	2.5	1.1	1.4	3.4	1.6	3.4	2.0	5.5	1.0	2.3	1.7	-	1.4	4.3

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 25 Page 323  
Apr. 9, 2015

25. HAVE YOU EVER HEARD OF THE WEBSITE TALKITOUTNC.ORG?

	TOTAL				AGE				AGE				MEN			
	UNDER	41-55	OVER		UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER		
	40		55		40	40	55	55	40	40	55	55	40	40	55	55
Total	500	90	353	43	90	396	442	43	33	173	187	19				
YES	27.6	35.7	26.8	18.1	35.7	25.8	28.6	18.1	35.5	23.5	24.8	32.0				
NO	70.3	61.6	71.2	80.1	61.6	72.2	69.3	80.1	59.9	74.1	72.2	68.0				
DK/REFUSED	2.1	2.7	2.0	1.9	2.7	2.0	2.1	1.9	4.6	2.3	3.0	-				



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 25 Page 324  
Apr. 9, 2015

25. HAVE YOU EVER HEARD OF THE WEBSITE TALKITOUTNC.ORG?

	TOTAL		WOMEN				GENDER	
	UNDER	OVER	UNDER	OVER	MALE	FEMALE		
	40	40	55	55				
Total	500	57	223	256	24	210	290	
YES	27.6	35.8	27.6	31.4	7.0	25.5	29.1	
NO	70.3	62.7	70.7	67.1	89.7	71.7	69.4	
DK/REFUSED	2.1	1.6	1.7	1.5	3.3	2.8	1.6	





# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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26. HAVE YOU OR ANY OTHER ADULT IN YOUR HOUSEHOLD EVER GONE TO THE WEBSITE TALKITOUTNC.ORG?

	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	YES	NO/ NOT YET	
Total	500	158	65	18	75	142	60	82	89	45	44	21	57	33	301	197	241	204	35	467	33
YES	5.3	5.1	1.8	8.7	7.1	2.6	-	4.6	10.5	11.8	9.1	8.2	2.5	6.4	4.6	5.9	3.2	7.6	3.3	5.4	3.3
NO	92.0	92.4	96.1	91.3	89.5	95.7	97.8	94.2	85.2	89.1	81.3	91.8	91.6	93.6	93.9	89.6	93.5	90.4	92.8	91.7	96.7
DK/REFUSED	2.7	2.5	2.1	-	3.4	1.6	2.2	1.2	4.3	-0.9	9.5	-	5.9	-	1.5	4.5	3.3	2.0	3.9	2.9	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 26 Page 326  
Apr. 9, 2015

26. HAVE YOU OR ANY OTHER ADULT IN YOUR HOUSEHOLD EVER GONE TO THE WEBSITE TALKITOUTNC.ORG?

	TOTAL	TALK ABOUT ALCOHOL			TALKED WITH		RESEARCHED		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN			APPROPRIATE AGE FOR			
		ABUSE WITH YOUR			CHILD./LAST		UNDERAGED		YOUR COMMUNITY				WILL DRINK ALCOHOL			YOUR CHILDREN TO TRY			
		CHILDREN			FEW MONTHS		DRINKING									ALCOHOL			
		FREQU-	SOME-	RARELY	YES	NO	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	14-	15-17	18/
		ENTLY	TIMES						LEM	ious		PROB-	ERNED			ALL	LESS		OVER
												LEM							
Total	500	199	192	73	398	62	122	375	434	219	215	36	294	80	214	201	20	36	390
YES	5.3	7.9	4.5	1.3	5.9	2.8	15.0	2.1	5.4	6.2	4.6	4.3	4.8	7.6	3.7	6.2	-	6.1	5.1
NO	92.0	89.4	92.6	95.4	92.0	88.5	82.1	95.2	92.3	92.4	92.3	91.7	92.4	92.4	92.4	91.3	100.0	93.9	91.8
DK/REFUSED	2.7	2.7	2.9	3.2	2.0	8.6	2.9	2.6	2.2	1.4	3.1	4.0	2.8	-	3.9	2.5	-	-	3.1

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 26 Page 327  
Apr. 9, 2015

26. HAVE YOU OR ANY OTHER ADULT IN YOUR HOUSEHOLD EVER GONE TO THE WEBSITE TALKITOUTNC.ORG?

	TOTAL	MANY CHILDREN START DRINKIN BEFORE AGE 15			CHILDREN DRINKING BEFORE 15 YEARS OLD			SEEN TV ADS STOP UNDERAGE DRINKING		RADIO ADS STOP UNDERAGE DRINKING		ONLINE ADS STOP UNDERAGE DRINKING		UNDERAGE DRINKING ADS 0 OF 3   1 OF 3   2 OF 3   3 OF 3				M.L. TO TALK WITH YOUR CHILDREN ABOUT UNDERAGE DRINKING		
		AWARE	UN- AWARE	PROB- LEM	Crisis lem	Prob- lem	NOT A PROB- LEM	YES	NO	YES	NO	YES	NO					MORE LIKELY	LESS LIKELY	NO DIFF.
Total	500	455	41	471	193	278	19	242	256	129	358	92	402	207	139	100	37	223	1	59
YES	5.3	5.1	7.7	5.2	8.8	2.7	9.3	8.3	2.4	12.3	3.0	20.8	1.5	0.4	3.4	8.3	30.7	10.2	-	2.8
NO	92.0	91.9	92.3	92.3	88.8	94.7	85.5	90.7	93.2	87.7	93.3	79.2	95.2	94.3	94.9	91.7	69.3	88.8	100.0	97.2
DK/REFUSED	2.7	2.9	-	2.5	2.4	2.6	5.2	0.9	4.3	-	3.7	-	3.3	5.4	1.6	-	-	1.0	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 26 Page 328  
Apr. 9, 2015

26. HAVE YOU OR ANY OTHER ADULT IN YOUR HOUSEHOLD EVER GONE TO THE WEBSITE TALKITOUTNC.ORG?

	TOTAL	SEEN TV AD W/ MOTHER AT FUNERAL HOME		SEEN TV AD W/ FATHER FEEDIN HIS SON		SEEN TV ADS			HEARD OF TALKITOUTNC .ORG		VISITED TALKITOUTNC .ORG		OFTEN ADULTS IN HOUSEHOLD DRINK								
		YES	NO	YES	NO	0 OF 2	1 OF 2	2 OF 2	YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY	Rarely	Never
Total	500	250	247	251	240	188	106	195	138	352	26	460	144	82	62	76	40	36	279	124	155
YES	5.3	9.1	1.5	9.0	1.5	0.7	4.6	10.4	19.1	-	100.0	-	3.6	3.4	3.9	1.0	-	2.2	7.3	6.6	7.9
NO	92.0	89.1	94.7	89.3	94.4	95.1	92.5	88.2	79.9	96.9	-	100.0	93.7	96.6	89.8	99.0	100.0	97.8	89.1	89.4	89.0
DK/REFUSED	2.7	1.8	3.8	1.6	4.1	4.2	3.0	1.4	1.0	3.1	-	-	2.7	-	6.3	-	-	-	3.5	4.0	3.2

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 26 Page 329  
Apr. 9, 2015

26. HAVE YOU OR ANY OTHER ADULT IN YOUR HOUSEHOLD EVER GONE TO THE WEBSITE TALKITOUTNC.ORG?

	TOTAL	SOCIAL NETWORKS						IDEOLOGY						PARTY			WHITE			
		USE	Face-	You-	Inst-	DON'T	LIB-	Very	Smwt.	MOD-	Smwt.	Very	CONSER	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
		SOCIAL	book	Tube	agram	USE	ERAL			ERATE			VATIVE	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
		MEDIA				SOCIAL										/OTHER			/OTHER	
Total	500	377	295	29	13	122	101	35	66	149	110	111	221	166	203	106	15	139	94	96
YES	5.3	6.8	7.6	-	3.1	0.7	4.7	4.4	4.9	6.2	4.4	6.5	5.5	4.4	7.2	2.8	7.2	4.1	6.6	1.5
NO	92.0	90.1	89.7	98.1	96.9	97.7	92.2	95.6	90.3	90.3	95.6	90.7	93.2	92.8	89.4	95.8	92.8	94.2	92.0	97.1
DK/REFUSED	2.7	3.1	2.6	1.9	-	1.7	3.1	-	4.8	3.5	-	2.8	1.4	2.8	3.4	1.3	-	1.7	1.5	1.5

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 26 Page 330  
Apr. 9, 2015

26. HAVE YOU OR ANY OTHER ADULT IN YOUR HOUSEHOLD EVER GONE TO THE WEBSITE TALKITOUTNC.ORG?

	TOTAL	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	11/YOUNGER	12	13	14	15/OLDER	15	16	17	18/OLDER
Total	500	7	85	12	82	67	54	84	136	67	303	45	117	95	91	313	93	107	115	54
YES	5.3	23.9	7.8	-	6.3	-	2.0	2.5	10.7	4.5	4.5	4.7	4.1	4.9	3.5	6.6	5.0	9.7	6.2	7.5
NO	92.0	56.3	85.6	100.0	91.2	92.2	98.0	94.4	88.0	93.4	92.8	91.3	93.5	91.0	94.6	89.8	93.6	85.9	91.1	88.5
DK/REFUSED	2.7	19.8	6.6	-	2.5	7.8	-	3.1	1.3	2.1	2.7	4.0	2.4	4.1	1.9	3.6	1.4	4.5	2.8	4.0

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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26. HAVE YOU OR ANY OTHER ADULT IN YOUR HOUSEHOLD EVER GONE TO THE WEBSITE TALKITOUTNC.ORG?

	TOTAL	MALE ONLY (CHILDREN)		FEMALE ONLY (CHILDREN)		BOTH (CHILDREN)		MEN (PARENT)		WOMEN (PARENT)		GENDER (CHILDREN)			MEN		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	95	94	106	116	101	103	134	124	169	189	170	205	121	64	90	51
YES	5.3	3.0	3.9	4.0	8.1	6.4	7.3	1.6	4.5	6.7	7.9	2.9	6.3	6.2	3.0	0.9	5.5
NO	92.0	93.0	91.6	96.0	89.7	89.2	88.5	94.2	91.1	91.7	89.0	93.1	92.4	90.2	87.6	98.8	91.0
DK/REFUSED	2.7	4.1	4.5	-	2.3	4.3	4.2	4.2	4.4	1.5	3.0	4.0	1.3	3.6	9.4	0.3	3.5

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26. HAVE YOU OR ANY OTHER ADULT IN YOUR HOUSEHOLD EVER GONE TO THE WEBSITE TALKITOUTNC.ORG?

	TOTAL	WOMEN			AREA			INCOME					INCOME						
		MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL	UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k
Total	500	105	114	69	105	100	290	28	41	61	55	67	144	69	328	130	267	253	144
YES	5.3	2.8	10.5	6.8	3.5	5.3	6.0	4.5	18.4	5.0	5.3	4.4	4.4	12.8	4.7	9.1	4.6	7.0	4.4
NO	92.0	96.4	87.4	89.5	94.5	90.0	91.6	94.6	81.6	93.7	94.7	92.5	90.8	86.9	92.3	90.1	92.0	91.7	90.8
DK/REFUSED	2.7	0.7	2.1	3.7	2.0	4.7	2.4	0.9	-	1.3	-	3.1	4.8	0.4	3.0	0.8	3.4	1.2	4.8



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26. HAVE YOU OR ANY OTHER ADULT IN YOUR HOUSEHOLD EVER GONE TO THE WEBSITE TALKITOUTNC.ORG?

	TOTAL	EDUCATION							MEN				WOMEN				MARITAL STATUS		
		LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	SINGLE	MARRY	DIV- ORCED
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	193	13	83	97	303	191	113	80	127	80	47	113	176	110	66	33	407	38
YES	5.3	5.4	-	3.4	7.8	5.3	6.4	3.3	2.8	3.5	4.2	2.3	7.3	6.6	8.0	4.1	10.2	4.2	11.2
NO	92.0	94.3	100.0	95.9	92.2	91.0	90.9	91.0	96.5	90.6	92.2	87.9	92.7	91.2	90.0	93.3	88.1	93.5	85.2
DK/REFUSED	2.7	0.3	-	0.7	-	3.8	2.7	5.6	0.7	5.9	3.6	9.8	-	2.3	2.0	2.7	1.7	2.3	3.6

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26. HAVE YOU OR ANY OTHER ADULT IN YOUR HOUSEHOLD EVER GONE TO THE WEBSITE TALKITOUTNC.ORG?

	TOTAL	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	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	181	227	329	72	337	158	36	105	148	36	189	69	56	20	272	84
YES	5.3	3.7	4.7	6.3	3.5	4.1	7.6	-	7.8	2.7	4.3	5.1	9.7	0.7	24.5	4.2	4.0
NO	92.0	92.9	93.9	92.7	88.3	94.4	86.9	98.4	85.7	95.8	81.8	93.3	87.7	97.9	75.5	94.2	87.9
DK/REFUSED	2.7	3.4	1.4	1.1	8.2	1.5	5.5	1.6	6.5	1.5	13.9	1.6	2.6	1.4	-	1.6	8.2

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26. HAVE YOU OR ANY OTHER ADULT IN YOUR HOUSEHOLD EVER GONE TO THE WEBSITE TALKITOUTNC.ORG?

	TOTAL				AGE				AGE				MEN			
	UNDER 40	41-55	OVER 55		UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 40	OVER 40	UNDER 55	OVER 55
Total	500	90	353	43	90	396	442	43	33	173	187	19				
YES	5.3	9.0	4.4	1.8	9.0	4.1	5.3	1.8	9.1	2.1	3.1	4.2				
NO	92.0	89.4	92.2	97.6	89.4	92.8	91.6	97.6	89.2	93.6	92.7	94.6				
DK/REFUSED	2.7	1.5	3.5	0.6	1.5	3.1	3.1	0.6	1.7	4.3	4.2	1.3				

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26. HAVE YOU OR ANY OTHER ADULT IN YOUR HOUSEHOLD EVER GONE TO THE WEBSITE TALKITOUTNC.ORG?

	TOTAL		WOMEN				GENDER	
	UNDER	OVER	UNDER	OVER	MALE	FEMALE		
	40	40	55	55				
Total	500	57	223	256	24	210	290	
YES	5.3	9.0	5.7	6.9	-	3.2	6.8	
NO	92.0	89.6	92.1	90.8	100.0	93.0	91.4	
DK/REFUSED	2.7	1.4	2.2	2.2	-	3.8	1.8	



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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27. IF ADULTS HOSTED A GATHERING ON THEIR PROPERTY AND WERE CAUGHT BY LAW ENFORCEMENT FOR KNOWINGLY SERVING ALCOHOL TO MINORS, HOW LIKELY DO YOU THINK THOSE ADULTS WOULD BE PROSECUTED FOR PROVIDING ALCOHOL TO MINORS?

	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	YES	NO/ NOT YET
Total	500	158	65	18	75	142	60	82	89	45	44	21	57	33	301	197	241	204	35	467	33
LIKELY	74.8	68.9	66.4	68.2	71.2	77.9	79.8	76.5	75.5	80.0	70.8	77.2	80.1	77.8	75.6	74.7	75.0	75.4	82.2	75.2	69.6
VERY	42.3	40.8	40.8	31.9	42.9	47.9	57.4	40.9	33.5	40.4	26.5	60.9	44.3	34.4	42.1	43.2	42.8	40.9	47.1	43.2	29.8
SOMEWHAT	32.5	28.1	25.6	36.3	28.4	30.0	22.4	35.6	41.9	39.6	44.3	16.3	35.7	43.4	33.5	31.4	32.2	34.5	35.1	32.0	39.8
NOT LIKELY	21.3	25.6	29.5	26.0	22.1	20.2	19.4	20.8	20.2	19.7	20.8	14.6	16.0	22.2	20.9	21.6	21.7	21.1	16.3	21.2	23.2
NOT TOO	16.6	19.2	20.3	26.0	16.7	16.1	18.1	14.7	16.6	18.8	14.4	8.8	12.0	19.2	17.5	14.8	17.3	15.9	12.6	16.5	18.1
NOT AT ALL	4.7	6.4	9.2	-	5.4	4.1	1.3	6.2	3.6	0.8	6.4	5.8	4.0	3.0	3.4	6.8	4.4	5.1	3.6	4.7	5.1
DK/REFUSED	3.8	5.5	4.0	5.8	6.6	1.9	0.8	2.6	4.3	0.3	8.4	8.1	3.9	-	3.6	3.7	3.3	3.5	1.5	3.6	7.3

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27. IF ADULTS HOSTED A GATHERING ON THEIR PROPERTY AND WERE CAUGHT BY LAW ENFORCEMENT FOR KNOWINGLY SERVING ALCOHOL TO MINORS, HOW LIKELY DO YOU THINK THOSE ADULTS WOULD BE PROSECUTED FOR PROVIDING ALCOHOL TO MINORS?

	TOTAL	TALK ABOUT ALCOHOL			TALKED WITH		RESEARCHED		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR		
		ABUSE WITH YOUR			CHILD./LAST		UNDERAGED		YOUR COMMUNITY				WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY		
		CHILDREN			FEW MONTHS		DRINKING										ALCOHOL		
		FREQU-	SOME-	RARELY	YES	NO	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	14-	15-17	18/
		ENTLY	TIMES						LEM	ious		PROB-	ERNED			ALL	LESS		OVER
												LEM							
Total	500	199	192	73	398	62	122	375	434	219	215	36	294	80	214	201	20	36	390
LIKELY	74.8	73.8	74.5	79.8	75.2	77.4	73.7	75.4	75.9	75.3	76.5	74.9	74.9	72.0	76.0	75.0	68.5	82.2	74.8
VERY	42.3	45.4	39.8	44.9	42.8	44.1	35.9	44.3	42.4	41.0	43.9	47.7	41.3	41.4	41.3	43.9	47.7	43.3	41.1
SOMEWHAT	32.5	28.4	34.7	34.9	32.4	33.3	37.7	31.0	33.5	34.3	32.7	27.2	33.6	30.6	34.7	31.1	20.8	38.9	33.7
NOT LIKELY	21.3	24.2	20.0	17.0	21.7	16.9	21.0	21.3	20.8	22.6	19.0	27.0	21.7	25.7	20.2	20.5	25.1	18.9	21.5
NOT TOO	16.6	17.4	17.2	13.2	16.6	14.4	14.8	17.0	15.5	16.2	14.8	25.9	16.2	17.4	15.8	16.8	17.5	16.2	17.2
NOT AT ALL	4.7	6.9	2.8	3.8	5.1	2.5	6.2	4.3	5.3	6.5	4.2	1.0	5.5	8.3	4.4	3.7	7.6	2.7	4.2
DK/REFUSED	3.8	2.0	5.4	3.1	3.1	5.7	5.3	3.4	3.3	2.1	4.5	-1.8	3.4	2.3	3.8	4.5	6.4	-1.1	3.8

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	TOTAL	MANY CHILDREN START DRINKIN BEFORE AGE 15			CHILDREN DRINKING BEFORE 15 YEARS OLD			SEEN TV ADS STOP UNDERAGE DRINKING		RADIO ADS STOP UNDERAGE DRINKING		ONLINE ADS STOP UNDERAGE DRINKING		UNDERAGE DRINKING ADS				M.L. TO TALK WITH YOUR CHILDREN ABOUT UNDERAGE DRINKING		
		AWARE	UN- AWARE	PROB- LEM	Crisis	Prob- lem	NOT A PROB- LEM	YES	NO	YES	NO	YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	MORE LIKELY	LESS LIKELY	NO DIFF.
Total	500	455	41	471	193	278	19	242	256	129	358	92	402	207	139	100	37	223	1	59
LIKELY	74.8	74.2	79.2	74.8	70.4	77.9	76.7	76.7	73.5	85.2	71.0	69.9	76.1	74.6	68.0	84.2	76.7	76.4	100.0	71.1
VERY	42.3	40.9	60.1	41.1	34.2	45.9	61.0	46.6	38.4	47.0	40.7	36.9	43.6	40.7	41.7	45.5	44.3	44.3	100.0	41.1
SOMEWHAT	32.5	33.4	19.2	33.7	36.2	32.0	15.7	30.1	35.1	38.2	30.3	32.9	32.5	33.9	26.2	38.7	32.5	32.1	-	30.0
NOT LIKELY	21.3	22.0	16.6	21.3	25.6	18.3	25.4	20.1	22.2	12.3	24.6	27.3	20.2	21.2	27.8	13.8	19.8	21.0	-	23.0
NOT TOO	16.6	16.9	14.7	16.3	18.9	14.5	25.4	14.9	17.9	10.5	18.7	19.0	16.2	17.8	19.7	9.8	16.8	15.6	-	15.7
NOT AT ALL	4.7	5.0	1.9	5.0	6.8	3.8	-	5.2	4.3	1.9	5.9	8.2	4.0	3.5	8.1	3.9	3.0	5.4	-	7.3
DK/REFUSED	3.8	3.8	4.2	3.9	4.0	3.9	-2.1	3.2	4.4	2.4	4.5	2.9	3.8	4.2	4.2	2.0	3.4	2.5	-	5.9

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27. IF ADULTS HOSTED A GATHERING ON THEIR PROPERTY AND WERE CAUGHT BY LAW ENFORCEMENT FOR KNOWINGLY SERVING ALCOHOL TO MINORS, HOW LIKELY DO YOU THINK THOSE ADULTS WOULD BE PROSECUTED FOR PROVIDING ALCOHOL TO MINORS?

	TOTAL	SEEN TV AD W/ MOTHER AT FUNERAL HOME		SEEN TV AD W/ FATHER FEEDIN HIS SON		SEEN TV ADS			HEARD OF TALKITOUTNC .ORG		VISITED TALKITOUTNC .ORG		OFTEN ADULTS IN HOUSEHOLD DRINK								
		YES	NO	YES	NO	0 OF 2	1 OF 2	2 OF 2	YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY	Rarely	Never
Total	500	250	247	251	240	188	106	195	138	352	26	460	144	82	62	76	40	36	279	124	155
LIKELY	74.8	73.2	76.6	73.6	77.1	77.5	74.1	73.6	75.8	74.7	64.9	75.8	81.5	72.7	93.0	79.6	82.7	76.1	70.0	75.0	66.1
VERY	42.3	43.5	40.8	45.8	39.0	38.6	43.1	45.5	44.9	41.9	43.8	42.3	47.5	39.7	57.8	45.0	55.2	33.9	39.2	42.8	36.4
SOMEWHAT	32.5	29.7	35.8	27.8	38.0	38.9	31.1	28.1	30.9	32.8	21.1	33.6	34.0	33.1	35.2	34.6	27.6	42.2	30.8	32.2	29.6
NOT LIKELY	21.3	22.9	19.6	22.3	19.2	18.4	23.1	22.1	21.2	21.3	25.6	20.6	16.1	23.7	6.2	13.7	10.7	17.0	26.2	21.8	29.7
NOT TOO	16.6	17.5	15.5	15.9	16.1	14.5	20.5	15.2	16.1	17.0	16.7	15.9	12.5	18.9	4.0	11.9	8.3	15.9	20.1	17.7	22.0
NOT AT ALL	4.7	5.4	4.2	6.4	3.1	4.0	2.6	6.8	5.1	4.3	8.9	4.6	3.7	4.7	2.2	1.7	2.3	1.1	6.1	4.1	7.7
DK/REFUSED	3.8	3.9	3.8	4.1	3.7	4.0	2.7	4.4	3.0	4.0	9.5	3.6	2.4	3.6	0.8	6.7	6.6	6.9	3.8	3.2	4.2



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	TOTAL	SOCIAL NETWORKS						IDEOLOGY						PARTY			WHITE			
		USE	Face-	You-	Inst-	DON'T	LIB-	Very	Smwt.	MOD-	Smwt.	Very	CONSER	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
		SOCIAL	book	Tube	agram	USE	ERAL			ERATE			VATIVE	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
		MEDIA				SOCIAL										/OTHER			/OTHER	
Total	500	377	295	29	13	122	101	35	66	149	110	111	221	166	203	106	15	139	94	96
LIKELY	74.8	75.5	76.0	73.6	82.6	72.6	77.0	72.9	79.2	68.6	78.8	74.8	76.8	71.5	76.4	78.1	70.5	72.5	72.4	80.2
VERY	42.3	42.8	43.4	40.4	44.7	41.6	45.2	45.9	44.8	30.5	45.7	48.9	47.3	40.1	45.2	37.0	55.0	38.9	34.4	44.6
SOMEWHAT	32.5	32.6	32.6	33.2	37.9	31.0	31.8	27.1	34.4	38.1	33.1	25.9	29.5	31.4	31.3	41.1	15.5	33.6	38.0	35.6
NOT LIKELY	21.3	21.2	20.1	22.4	17.4	22.0	17.9	21.2	16.1	27.4	18.4	22.3	20.3	25.6	19.1	17.9	29.5	24.0	18.5	15.3
NOT TOO	16.6	16.6	16.3	16.2	6.1	16.9	15.5	17.9	14.2	20.6	14.8	15.9	15.4	22.0	15.4	10.5	19.8	21.0	13.3	10.9
NOT AT ALL	4.7	4.6	3.8	6.2	11.3	5.1	2.4	3.3	1.9	6.8	3.6	6.4	5.0	3.6	3.7	7.4	9.7	3.0	5.2	4.4
DK/REFUSED	3.8	3.3	3.9	4.0	-	5.4	5.1	5.9	4.7	4.0	2.8	2.9	2.9	2.9	4.4	4.0	-	3.4	9.1	4.5

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	TOTAL	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPU- LICAN	DEMO- CRAT	INDEP- ENDENT	REPU- LICAN	DEMO- CRAT	INDEP- ENDENT	REPU- LICAN	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17	18/ OLDER
Total	500	7	85	12	82	67	54	84	136	67	303	45	117	95	91	313	93	107	115	54
LIKELY	74.8	80.2	79.8	44.6	71.8	84.3	79.2	71.2	72.6	75.4	76.1	77.5	72.4	80.5	78.5	73.9	66.0	76.9	78.9	69.7
VERY	42.3	80.2	52.6	-	42.1	51.2	38.9	38.2	42.2	39.4	42.4	41.5	38.7	52.3	37.4	43.5	34.8	42.5	46.0	46.9
SOMEWHAT	32.5	-	27.2	44.6	29.8	33.1	40.3	33.0	30.4	36.0	33.7	36.0	33.7	28.2	41.1	30.4	31.2	34.4	32.9	22.8
NOT LIKELY	21.3	19.8	20.2	55.4	26.0	11.9	18.0	25.2	22.7	20.4	20.4	19.2	22.5	16.6	19.7	22.4	28.2	22.3	15.5	27.7
NOT TOO	16.6	19.8	18.3	13.6	22.6	11.9	11.6	21.3	17.1	11.6	15.4	15.4	16.7	10.3	18.9	16.5	20.2	15.7	13.3	10.4
NOT AT ALL	4.7	-	1.9	41.8	3.4	-	6.3	3.9	5.6	8.8	5.0	3.8	5.8	6.3	0.9	5.8	8.0	6.5	2.2	17.3
DK/REFUSED	3.8	-	-	-	2.2	3.8	2.8	3.6	4.8	4.1	3.5	3.3	5.1	2.9	1.7	3.8	5.8	0.8	5.5	2.6

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27. IF ADULTS HOSTED A GATHERING ON THEIR PROPERTY AND WERE CAUGHT BY LAW ENFORCEMENT FOR KNOWINGLY SERVING ALCOHOL TO MINORS, HOW LIKELY DO YOU THINK THOSE ADULTS WOULD BE PROSECUTED FOR PROVIDING ALCOHOL TO MINORS?

	TOTAL	MALE ONLY		FEMALE ONLY		BOTH		MEN		WOMEN		GENDER			MEN		
		(CHILDREN)		(CHILDREN)		(CHILDREN)		(PARENT)		(PARENT)		(CHILDREN)					
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	95	94	106	116	101	103	134	124	169	189	170	205	121	64	90	51
LIKELY	74.8	70.4	74.3	85.4	76.6	71.2	70.4	80.2	76.6	72.8	72.0	71.8	79.9	71.7	77.9	79.9	75.0
VERY	42.3	34.4	40.7	49.1	44.3	43.5	45.6	46.5	48.5	39.2	40.2	37.9	45.8	43.0	38.4	41.5	56.0
SOMEWHAT	32.5	36.0	33.7	36.3	32.3	27.7	24.8	33.7	28.1	33.6	31.8	33.9	34.1	28.7	39.6	38.4	19.0
NOT LIKELY	21.3	26.3	19.7	9.0	19.4	27.3	28.2	17.6	22.2	22.7	22.5	24.0	15.4	27.1	17.7	16.8	25.0
NOT TOO	16.6	19.4	15.0	9.0	17.6	18.6	16.7	14.0	17.2	16.5	16.2	18.3	14.4	17.3	15.6	16.0	16.3
NOT AT ALL	4.7	6.9	4.7	-	1.8	8.7	11.4	3.6	5.0	6.1	6.4	5.7	1.0	9.8	2.1	0.9	8.7
DK/REFUSED	3.8	3.3	6.0	5.6	4.0	1.5	1.4	2.2	1.2	4.5	5.4	4.2	4.7	1.2	4.3	3.3	-

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	TOTAL	WOMEN			AREA			INCOME						INCOME					
		MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL	UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k
Total	500	105	114	69	105	100	290	28	41	61	55	67	144	69	328	130	267	253	144
LIKELY	74.8	68.0	79.8	69.2	76.5	66.7	77.3	91.6	79.8	70.5	77.6	79.1	70.8	84.6	73.6	78.0	74.3	78.2	70.8
VERY	42.3	37.6	49.1	33.4	40.1	39.1	44.7	70.2	41.8	44.9	48.6	38.4	37.4	53.3	40.9	49.3	40.0	46.2	37.4
SOMEWHAT	32.5	30.4	30.7	35.8	36.4	27.7	32.6	21.4	38.1	25.7	29.1	40.7	33.4	31.3	32.7	28.7	34.3	31.9	33.4
NOT LIKELY	21.3	27.9	14.3	28.6	22.5	27.0	18.9	0.9	16.7	28.5	19.6	15.3	26.0	10.3	23.2	18.9	22.0	18.1	26.0
NOT TOO	16.6	19.9	13.2	18.0	19.0	22.2	14.1	0.9	7.0	23.9	16.5	13.9	22.0	4.6	19.7	13.6	18.8	14.3	22.0
NOT AT ALL	4.7	8.0	1.1	10.6	3.4	4.8	4.8	-	9.6	4.7	3.2	1.4	4.1	5.7	3.5	5.2	3.2	3.8	4.1
DK/REFUSED	3.8	4.1	5.9	2.1	1.1	6.3	3.8	7.5	3.5	0.9	2.7	5.6	3.2	5.1	3.2	3.2	3.7	3.7	3.2

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	TOTAL	EDUCATION							MEN				WOMEN				MARITAL STATUS		
		LESS/	Some	High	Some	COL-	Col-	Post	NOT	COL-	Col-	Post	NOT	COL-	Col-	Post	SINGLE	MARRY	DIV-
		COLLEG	High	School	Col-	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.			ORCED
		GRAD.	School	Grad.	lege	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.		GRAD.	GRAD.	Grad.				
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	193	13	83	97	303	191	113	80	127	80	47	113	176	110	66	33	407	38
LIKELY	74.8	81.0	93.9	81.0	79.3	70.7	73.2	66.4	80.8	75.0	80.4	65.7	81.2	67.6	68.0	66.9	91.2	73.1	75.1
VERY	42.3	46.2	42.9	49.3	43.9	39.9	40.1	39.5	48.4	41.6	45.3	35.2	44.6	38.7	36.4	42.6	46.4	39.4	61.3
SOMEWHAT	32.5	34.8	51.0	31.7	35.4	30.8	33.1	26.9	32.3	33.4	35.0	30.5	36.6	28.9	31.6	24.2	44.8	33.7	13.8
NOT LIKELY	21.3	15.4	6.1	15.8	16.4	25.3	23.0	29.4	16.7	21.7	14.9	33.1	14.6	28.0	28.8	26.7	7.2	23.4	21.1
NOT TOO	16.6	12.2	6.1	12.6	12.8	19.6	19.7	19.5	14.9	17.6	14.9	22.1	10.3	21.1	23.1	17.6	2.4	18.3	17.8
NOT AT ALL	4.7	3.2	-	3.2	3.6	5.7	3.3	9.9	1.7	4.1	-	11.1	4.3	6.9	5.7	9.1	4.8	5.1	3.3
DK/REFUSED	3.8	3.6	-	3.2	4.3	4.0	3.8	4.2	2.6	3.4	4.7	1.1	4.3	4.4	3.2	6.5	1.6	3.6	3.8

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	TOTAL	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	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	181	227	329	72	337	158	36	105	148	36	189	69	56	20	272	84
LIKELY	74.8	75.3	71.3	77.3	72.6	74.6	75.2	76.6	76.0	76.9	80.8	72.9	73.4	85.9	83.7	73.3	73.8
VERY	42.3	42.4	37.0	45.8	39.6	39.3	48.9	48.6	48.7	40.4	53.7	38.3	46.1	42.2	73.9	39.8	42.0
SOMEWHAT	32.5	32.8	34.3	31.4	33.0	35.4	26.3	27.9	27.2	36.4	27.1	34.5	27.3	43.7	9.7	33.5	31.8
NOT LIKELY	21.3	21.3	25.1	20.8	21.0	19.9	24.3	21.3	24.0	18.9	19.2	20.6	26.6	11.0	16.3	21.7	26.2
NOT TOO	16.6	17.6	18.8	15.7	18.9	15.8	18.0	15.4	17.6	15.7	13.9	15.9	19.6	9.6	9.0	17.4	19.9
NOT AT ALL	4.7	3.6	6.3	5.2	2.1	4.0	6.3	5.9	6.4	3.2	5.3	4.7	7.0	1.4	7.3	4.3	6.3
DK/REFUSED	3.8	3.4	3.7	1.9	6.3	5.5	0.5	2.1	-	4.2	-	6.5	-	3.1	-	5.1	-

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	TOTAL	AGE			AGE				MEN			
		UNDER 40	41-55	OVER 55	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 40	OVER 40	UNDER 55	OVER 55
Total	500	90	353	43	90	396	442	43	33	173	187	19
LIKELY	74.8	84.6	74.7	61.6	84.6	73.3	76.7	61.6	81.5	76.5	78.7	63.9
VERY	42.3	49.6	41.8	38.2	49.6	41.4	43.4	38.2	38.1	45.8	45.0	40.4
SOMEWHAT	32.5	35.0	32.9	23.4	35.0	31.8	33.3	23.4	43.4	30.8	33.7	23.6
NOT LIKELY	21.3	12.8	22.5	28.4	12.8	23.2	20.6	28.4	16.9	20.4	18.9	29.4
NOT TOO	16.6	9.1	17.5	25.5	9.1	18.4	15.8	25.5	14.5	17.1	15.4	29.4
NOT AT ALL	4.7	3.7	5.0	3.0	3.7	4.8	4.8	3.0	2.3	3.4	3.5	-
DK/REFUSED	3.8	2.5	2.7	10.0	2.5	3.5	2.7	10.0	1.6	3.0	2.4	6.7

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	TOTAL		WOMEN				GENDER	
			UNDER 40	OVER 40	UNDER 55	OVER 55	MALE	FEMALE
Total	500	57	223	256	24	210	290	
LIKELY	74.8	86.5	70.8	75.3	59.8	77.4	73.0	
VERY	42.3	56.4	38.1	42.3	36.5	44.2	41.0	
SOMEWHAT	32.5	30.0	32.7	33.0	23.2	33.2	32.0	
NOT LIKELY	21.3	10.5	25.3	21.8	27.7	19.5	22.7	
NOT TOO	16.6	5.9	19.4	16.1	22.3	16.3	16.8	
NOT AT ALL	4.7	4.5	5.9	5.7	5.3	3.1	5.9	
DK/REFUSED	3.8	3.1	3.9	2.9	12.6	3.1	4.3	



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

	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	YES	NO/ NOT YET
Total	500	158	65	18	75	142	60	82	89	45	44	21	57	33	301	197	241	204	35	467	33
REGULARLY	28.8	29.5	37.5	13.1	26.5	35.4	37.6	33.8	28.7	44.3	12.6	36.1	5.1	33.8	26.3	33.0	30.9	27.5	26.3	28.4	35.3
2 OR MORE	16.4	19.4	26.1	4.6	17.2	18.7	27.3	12.5	14.8	27.4	1.8	22.7	2.1	16.9	13.6	20.8	18.8	14.6	9.8	15.3	32.5
ONCE A WEEK	12.4	10.0	11.3	8.5	9.3	16.7	10.3	21.4	13.9	16.9	10.9	13.4	3.0	16.9	12.6	12.2	12.1	12.9	16.5	13.1	2.8
NOT REGULARLY	15.2	15.2	18.1	-	16.4	17.0	12.9	20.1	11.0	13.4	8.5	13.5	21.0	10.3	17.1	12.2	13.5	17.5	18.4	14.7	23.3
EVERY COUPLE WEEKS	8.0	5.8	5.6	-	7.3	8.8	6.8	10.2	6.5	7.1	5.8	13.5	15.3	3.2	10.0	5.0	8.3	7.3	12.4	8.0	7.1
ONCE A MONTH	7.3	9.5	12.6	-	9.1	8.2	6.1	9.8	4.5	6.3	2.7	-	5.7	7.1	7.1	7.1	5.2	10.2	6.0	6.6	16.2
RARELY	55.7	55.3	44.4	86.9	57.1	47.5	49.4	46.1	59.2	39.9	78.9	50.4	73.9	55.9	56.2	55.0	55.0	55.2	55.3	56.7	41.4
RARELY	24.8	21.8	21.4	55.8	13.9	18.6	21.5	16.4	29.5	30.8	28.2	28.8	39.5	25.5	25.4	24.1	24.6	23.2	39.2	25.6	13.2
NEVER	30.9	33.5	23.0	31.2	43.2	29.0	27.9	29.7	29.7	9.1	50.7	21.6	34.4	30.4	30.8	31.0	30.4	32.0	16.0	31.1	28.2
DK/REFUSED	0.2	-	-	-	-	-	-	-	1.2	2.4	-	-	-	-	0.5	-0.2	0.6	-0.2	-	0.2	-

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## 28. HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK?

	TOTAL	TALK ABOUT ALCOHOL			TALKED WITH		RESEARCHED		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN			APPROPRIATE AGE FOR			
		ABUSE WITH YOUR			CHILD./LAST		UNDERAGED		YOUR COMMUNITY				WILL DRINK ALCOHOL			YOUR CHILDREN TO TRY			
		CHILDREN			FEW MONTHS		DRINKING									ALCOHOL			
		FREQU-	SOME-	RARELY	YES	NO	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	14-	15-17	18/
		ENTLY	TIMES						LEM	ious		PROB-	ERNED			ALL	LESS		OVER
												LEM							
Total	500	199	192	73	398	62	122	375	434	219	215	36	294	80	214	201	20	36	390
REGULARLY	28.8	18.6	39.9	25.8	29.0	25.5	24.5	30.1	29.7	27.8	31.6	18.7	33.9	34.5	33.7	21.4	63.1	46.2	27.4
2 OR MORE	16.4	8.9	21.7	16.3	16.0	10.0	15.9	16.3	17.0	16.3	17.8	12.0	18.2	13.6	20.0	13.5	48.7	27.5	14.4
ONCE A WEEK	12.4	9.7	18.2	9.5	13.0	15.6	8.5	13.8	12.6	11.4	13.9	6.7	15.7	20.9	13.7	8.0	14.4	18.7	13.0
NOT REGULARLY	15.2	13.6	13.2	20.9	14.1	19.0	15.1	15.4	14.7	13.5	15.9	17.0	16.4	14.3	17.2	13.3	12.1	22.2	16.0
EVERY COUPLE WEEKS	8.0	6.0	8.2	12.4	7.7	10.0	6.8	8.4	7.3	6.7	7.9	12.1	9.8	5.7	11.3	5.5	6.3	14.0	7.8
ONCE A MONTH	7.3	7.6	5.0	8.5	6.4	9.0	8.2	7.0	7.4	6.8	8.0	4.9	6.6	8.6	5.9	7.8	5.8	8.1	8.2
RARELY	55.7	67.2	46.9	53.3	56.6	56.2	59.6	54.5	55.3	58.7	51.8	65.4	49.8	51.2	49.3	64.6	24.8	31.7	56.7
RARELY	24.8	32.5	18.6	25.0	25.4	28.7	17.2	27.4	25.5	21.9	29.2	24.6	26.4	24.7	27.0	22.8	10.3	24.7	26.2
NEVER	30.9	34.8	28.3	28.3	31.1	27.5	42.4	27.0	29.8	36.9	22.6	40.8	23.4	26.5	22.3	41.8	14.5	7.0	30.5
DK/REFUSED	0.2	0.5	-	-	0.4	-0.6	0.9	-	0.3	-	0.7	-1.1	-0.1	-	-0.2	0.7	-	-	-0.1

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

	TOTAL	MANY CHILDREN START DRINKIN BEFORE AGE 15			CHILDREN DRINKING BEFORE 15 YEARS OLD			SEEN TV ADS STOP UNDERAGE DRINKING		RADIO ADS STOP UNDERAGE DRINKING		ONLINE ADS STOP UNDERAGE DRINKING		UNDERAGE DRINKING ADS				M.L. TO TALK WITH YOUR CHILDREN ABOUT UNDERAGE DRINKING		
		AWARE	UN- AWARE	PROB- LEM	Crisis	Prob- lem	NOT A PROB- LEM	YES	NO	YES	NO	YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	MORE LIKELY	LESS LIKELY	NO DIFF.
Total	500	455	41	471	193	278	19	242	256	129	358	92	402	207	139	100	37	223	1	59
REGULARLY	28.8	28.1	33.0	28.2	22.0	32.5	48.4	29.6	27.8	34.3	25.9	33.4	28.1	25.9	26.2	34.8	31.9	28.7	46.6	35.2
2 OR MORE	16.4	16.3	12.5	15.5	12.1	17.9	36.1	17.1	15.3	20.0	14.3	22.1	15.3	13.6	16.0	18.6	21.9	16.6	37.6	22.6
ONCE A WEEK	12.4	11.8	20.5	12.7	9.9	14.6	12.3	12.4	12.5	14.4	11.5	11.3	12.7	12.4	10.2	16.2	10.0	12.1	9.0	12.6
NOT REGULARLY	15.2	15.8	10.7	15.5	12.8	17.4	5.2	15.9	14.5	11.4	16.5	8.9	16.3	16.6	16.2	13.5	8.9	15.4	-	11.5
EVERY COUPLE WEEKS	8.0	8.6	1.9	8.0	6.6	9.0	-	8.5	7.5	5.2	8.8	2.8	8.9	8.4	9.7	7.3	-	8.7	-	5.2
ONCE A MONTH	7.3	7.2	8.7	7.5	6.2	8.4	5.2	7.4	7.0	6.1	7.7	6.1	7.5	8.2	6.5	6.2	8.9	6.7	-	6.3
RARELY	55.7	56.2	56.3	56.0	64.4	50.1	48.5	54.1	57.7	53.2	57.7	57.6	55.3	57.5	57.9	50.2	59.2	55.4	53.4	53.4
RARELY	24.8	24.6	29.5	25.1	23.5	26.2	23.9	23.8	26.0	17.2	27.5	20.2	25.9	28.5	23.0	20.3	21.3	23.2	53.4	15.1
NEVER	30.9	31.6	26.7	30.9	40.9	23.9	24.6	30.4	31.7	36.0	30.2	37.4	29.4	29.0	34.9	29.9	37.9	32.3	-	38.2
DK/REFUSED	0.2	-0.1	-	0.3	0.8	-	-2.1	0.4	-	1.1	-0.1	-	0.3	-	-0.3	1.5	-	0.5	-	-

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

	TOTAL	SEEN TV AD W/ MOTHER AT FUNERAL HOME		SEEN TV AD W/ FATHER FEEDIN HIS SON		SEEN TV ADS			HEARD OF TALKITOUTNC .ORG		VISITED TALKITOUTNC .ORG		OFTEN ADULTS IN HOUSEHOLD DRINK								
		YES	NO	YES	NO	0 OF 2	1 OF 2	2 OF 2	YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY	Rarely	Never
Total	500	250	247	251	240	188	106	195	138	352	26	460	144	82	62	76	40	36	279	124	155
REGULARLY	28.8	31.8	26.2	30.3	26.8	24.1	35.4	29.5	25.0	30.5	19.6	29.3	100.0	100.0	100.0	-	-	-	-	-	-
2 OR MORE	16.4	17.1	15.9	18.5	13.4	13.3	19.5	16.9	15.7	16.6	10.5	17.2	56.9	100.0	-	-	-	-	-	-	-
ONCE A WEEK	12.4	14.7	10.3	11.7	13.4	10.8	15.9	12.5	9.3	13.9	9.1	12.1	43.1	-	100.0	-	-	-	-	-	-
NOT REGULARLY	15.2	14.6	15.6	13.8	15.8	16.7	11.8	14.6	14.4	15.5	3.0	16.4	-	-	-	100.0	100.0	100.0	-	-	-
EVERY COUPLE WEEKS	8.0	7.3	8.2	7.8	7.6	8.2	6.0	8.1	5.7	8.6	-	8.7	-	-	-	52.3	100.0	-	-	-	-
ONCE A MONTH	7.3	7.2	7.4	6.0	8.3	8.5	5.8	6.6	8.7	6.9	3.0	7.7	-	-	-	47.7	-	100.0	-	-	-
RARELY	55.7	53.0	58.2	55.4	57.4	59.2	52.9	55.2	60.7	53.6	77.4	54.0	-	-	-	-	-	-	100.0	100.0	100.0
RARELY	24.8	25.9	24.1	26.3	24.2	24.3	24.5	26.8	24.9	24.1	31.2	24.1	-	-	-	-	-	-	44.5	100.0	-
NEVER	30.9	27.1	34.1	29.1	33.2	34.9	28.3	28.4	35.7	29.5	46.2	29.9	-	-	-	-	-	-	55.5	-	100.0
DK/REFUSED	0.2	0.6	-	0.6	-	-	-	0.8	-	0.4	-	0.3	-	-	-	-	-	-	-	-	-

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

	TOTAL	SOCIAL NETWORKS						IDEOLOGY						PARTY			WHITE			
		USE	Face-	You-	Inst-	DON'T	LIB-	Very	Smwt.	MOD-	Smwt.	Very	CONSER	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
		SOCIAL	book	Tube	agram	USE	ERAL			ERATE			VATIVE	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
		MEDIA				SOCIAL										/OTHER			/OTHER	
Total	500	377	295	29	13	122	101	35	66	149	110	111	221	166	203	106	15	139	94	96
REGULARLY	28.8	26.0	24.8	14.6	43.5	37.4	36.6	40.5	34.5	31.7	32.7	15.3	24.0	29.1	24.9	35.1	39.1	30.3	38.1	40.6
2 OR MORE	16.4	14.0	12.1	12.0	32.3	24.0	23.6	37.0	16.5	16.8	14.4	10.5	12.5	18.2	14.0	18.7	20.3	20.2	24.6	20.0
ONCE A WEEK	12.4	12.0	12.7	2.6	11.2	13.4	13.0	3.5	18.1	14.9	18.3	4.8	11.6	10.9	10.9	16.3	18.8	10.0	13.5	20.6
NOT REGULARLY	15.2	13.9	12.1	25.8	22.0	19.3	18.7	23.5	16.1	17.1	16.8	10.2	13.5	17.3	13.8	16.5	6.5	18.9	13.8	17.3
EVERY COUPLE WEEKS	8.0	7.7	6.2	12.5	15.7	8.9	10.1	13.0	8.6	8.0	10.0	4.9	7.4	7.3	9.7	7.6	-	8.1	6.7	8.4
ONCE A MONTH	7.3	6.3	5.9	13.3	6.3	10.4	8.6	10.4	7.6	9.1	6.8	5.2	6.0	10.0	4.1	8.9	6.5	10.8	7.1	8.9
RARELY	55.7	60.0	63.2	59.6	34.5	42.0	44.7	36.0	49.3	50.3	50.5	74.5	62.5	53.6	60.5	48.5	54.4	50.9	46.5	42.1
RARELY	24.8	28.9	30.4	25.9	12.8	11.5	23.9	5.6	33.7	20.7	21.9	32.8	27.4	22.5	25.7	24.2	27.1	21.3	18.8	25.3
NEVER	30.9	31.2	32.8	33.6	21.7	30.6	20.8	30.4	15.6	29.6	28.6	41.7	35.1	31.0	34.8	24.3	27.3	29.6	27.6	16.8
DK/REFUSED	0.2	-	-	-	-	1.2	-	-	-	1.0	-	-	-	-	0.7	-	-	-	1.6	-

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

	TOTAL	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	11/YOUNGER	12	13	14	15/OLDER	15	16	17	18/OLDER
Total	500	7	85	12	82	67	54	84	136	67	303	45	117	95	91	313	93	107	115	54
REGULARLY	28.8	-	12.2	-	29.3	25.4	47.3	28.9	24.7	26.1	31.7	18.7	39.2	34.9	22.9	28.2	30.8	36.7	23.3	19.9
2 OR MORE	16.4	-	4.0	-	21.1	14.1	24.8	15.3	14.0	14.2	18.3	9.5	25.5	18.4	13.6	17.4	24.2	22.6	12.0	13.1
ONCE A WEEK	12.4	-	8.2	-	8.2	11.3	22.5	13.5	10.8	11.9	13.4	9.3	13.7	16.5	9.3	10.8	6.6	14.1	11.2	6.8
NOT REGULARLY	15.2	20.0	10.6	-	19.3	23.7	16.2	15.4	9.0	14.5	16.7	22.8	15.4	17.1	15.7	13.7	6.5	15.7	15.3	13.2
EVERY COUPLE WEEKS	8.0	-	8.6	-	6.2	17.3	2.6	8.4	6.0	9.9	8.8	16.0	8.4	7.8	6.6	6.5	2.3	6.2	8.4	6.5
ONCE A MONTH	7.3	20.0	2.0	-	13.1	6.4	13.6	7.0	3.0	4.6	7.9	6.8	6.9	9.3	9.2	7.2	4.3	9.5	6.9	6.7
RARELY	55.7	80.0	77.3	100.0	51.4	48.8	36.5	55.7	66.2	59.5	51.1	58.5	44.1	47.9	61.4	58.0	62.7	47.6	61.4	66.9
RARELY	24.8	-	33.2	29.1	22.3	16.4	17.7	22.8	30.2	30.1	24.3	27.8	22.5	19.7	29.1	24.3	21.2	25.6	22.3	26.7
NEVER	30.9	80.0	44.0	70.9	29.1	32.4	18.8	32.9	36.0	29.4	26.8	30.6	21.7	28.3	32.3	33.7	41.4	22.0	39.2	40.2
DK/REFUSED	0.2	-	-	-	-	2.2	-	-	-	-	0.5	-	1.3	-	-	-	-	-	-	-

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

	TOTAL	MALE ONLY (CHILDREN)		FEMALE ONLY (CHILDREN)		BOTH (CHILDREN)		MEN (PARENT)		WOMEN (PARENT)		GENDER (CHILDREN)			MEN		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	95	94	106	116	101	103	134	124	169	189	170	205	121	64	90	51
REGULARLY	28.8	31.3	31.7	34.9	23.8	29.1	30.4	34.9	33.7	29.2	24.7	29.2	28.9	29.2	31.9	32.4	38.2
2 OR MORE	16.4	15.1	13.9	18.3	16.6	21.5	21.8	20.9	21.9	16.2	14.4	13.3	16.8	20.9	11.4	20.9	29.8
ONCE A WEEK	12.4	16.2	17.8	16.6	7.2	7.6	8.5	14.0	11.8	13.0	10.2	15.9	12.1	8.3	20.5	11.4	8.3
NOT REGULARLY	15.2	16.6	13.2	21.0	16.9	12.4	10.6	20.9	16.5	13.4	11.9	15.2	17.5	11.6	16.6	24.2	14.6
EVERY COUPLE WEEKS	8.0	11.7	6.6	11.6	8.8	3.3	3.9	8.7	6.5	8.9	6.5	9.4	9.6	4.0	9.9	11.1	3.2
ONCE A MONTH	7.3	5.0	6.7	9.5	8.1	9.1	6.7	12.2	10.0	4.5	5.4	5.8	7.9	7.6	6.8	13.1	11.5
RARELY	55.7	50.5	55.1	44.1	59.3	58.5	59.0	43.2	49.8	57.4	63.4	54.7	53.6	59.3	49.2	43.4	47.2
RARELY	24.8	26.2	20.2	18.4	26.8	27.8	25.1	19.3	18.0	28.3	28.4	23.9	24.0	25.2	23.6	16.7	17.6
NEVER	30.9	24.3	34.9	25.7	32.5	30.7	33.9	23.8	31.8	29.2	35.0	30.8	29.6	34.1	25.6	26.7	29.6
DK/REFUSED	0.2	1.5	-	-	-	-	-	1.1	-	-	-	0.9	-	-	2.3	-	-

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

	TOTAL	WOMEN			AREA			INCOME						INCOME					
		MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL	UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k
Total	500	105	114	69	105	100	290	28	41	61	55	67	144	69	328	130	267	253	144
REGULARLY	28.8	27.6	26.1	22.5	34.3	34.7	24.2	14.0	9.0	18.9	19.0	24.3	50.0	11.0	33.7	14.7	37.1	18.2	50.0
2 OR MORE	16.4	14.5	13.5	14.3	22.8	17.5	13.5	1.4	-	8.6	9.7	15.4	32.5	0.6	20.7	4.4	23.5	8.5	32.5
ONCE A WEEK	12.4	13.1	12.5	8.2	11.5	17.2	10.6	12.5	9.0	10.2	9.2	9.0	17.4	10.4	13.0	10.3	13.6	9.7	17.4
NOT REGULARLY	15.2	14.3	12.3	9.3	14.9	17.2	14.8	14.5	6.3	12.8	17.7	9.0	16.8	9.6	14.6	11.1	15.1	12.0	16.8
EVERY COUPLE WEEKS	8.0	9.1	8.4	4.6	6.5	10.1	8.1	6.3	-	6.3	12.0	3.0	10.5	2.5	8.4	4.3	8.9	5.6	10.5
ONCE A MONTH	7.3	5.2	3.9	4.8	8.3	7.1	6.7	8.2	6.3	6.5	5.8	6.1	6.3	7.1	6.2	6.8	6.1	6.4	6.3
RARELY	55.7	58.1	61.6	68.2	50.8	48.1	60.5	71.5	84.8	68.3	63.3	64.4	33.2	79.4	51.2	74.2	47.3	69.2	33.2
RARELY	24.8	24.1	29.7	30.8	18.4	27.7	26.3	25.8	41.1	29.9	32.0	34.4	12.9	34.9	23.7	32.6	22.3	32.9	12.9
NEVER	30.9	33.9	31.9	37.4	32.4	20.4	34.3	45.7	43.7	38.4	31.3	30.0	20.3	44.5	27.5	41.6	25.0	36.3	20.3
DK/REFUSED	0.2	-	-	-	-	-	0.5	-	-	-	-	2.2	-	-	0.4	-	0.6	0.6	-



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## 28. HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK?

	TOTAL	EDUCATION							MEN				WOMEN				MARITAL STATUS		
		LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	SINGLE	MARRY	DIV- ORCED
Total	500	193	13	83	97	303	191	113	80	127	80	47	113	176	110	66	33	407	38
REGULARLY	28.8	21.2	41.9	20.8	18.7	33.8	30.0	40.1	19.3	41.6	39.8	44.7	22.5	28.1	22.9	36.8	16.9	30.4	33.3
2 OR MORE	16.4	10.4	29.9	13.7	5.0	20.5	17.9	24.8	10.5	26.0	25.1	27.5	10.4	16.4	12.6	22.9	12.1	17.9	13.4
ONCE A WEEK	12.4	10.7	12.0	7.1	13.7	13.3	12.1	15.3	8.8	15.6	14.6	17.2	12.1	11.7	10.3	13.9	4.8	12.5	19.8
NOT REGULARLY	15.2	13.6	12.7	14.1	13.4	16.4	18.1	13.4	18.1	20.9	22.5	18.2	10.5	13.1	15.0	9.9	9.0	16.2	13.5
EVERY COUPLE WEEKS	8.0	7.3	-	5.8	9.5	8.7	10.7	5.2	10.4	7.6	9.0	5.3	5.1	9.5	12.0	5.2	5.0	8.7	4.6
ONCE A MONTH	7.3	6.4	12.7	8.3	3.9	7.7	7.4	8.1	7.7	13.3	13.5	12.9	5.4	3.7	3.0	4.7	4.0	7.5	8.9
RARELY	55.7	65.2	45.4	65.2	67.9	49.4	51.1	46.5	62.6	36.3	35.9	37.0	67.0	58.8	62.1	53.3	74.1	53.1	53.2
RARELY	24.8	26.8	7.8	24.7	31.2	23.1	25.7	18.8	21.8	18.5	21.9	12.7	30.4	26.5	28.5	23.2	50.5	22.5	27.0
NEVER	30.9	38.4	37.6	40.5	36.7	26.2	25.3	27.7	40.8	17.8	14.0	24.4	36.6	32.3	33.6	30.1	23.6	30.6	26.2
DK/REFUSED	0.2	-	-	-	-	0.5	0.8	-	-	1.2	1.8	-	-	-	-	-	-	0.4	-

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## 28. HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK?

	TOTAL	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	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	181	227	329	72	337	158	36	105	148	36	189	69	56	20	272	84
REGULARLY	28.8	33.1	28.2	23.7	46.3	35.3	15.1	23.0	9.8	41.7	4.9	30.3	12.4	17.5	17.1	39.1	8.2
2 OR MORE	16.4	20.5	15.8	13.3	27.7	21.0	7.5	10.9	3.2	26.2	-	17.0	4.9	5.2	-	24.5	4.0
ONCE A WEEK	12.4	12.5	12.4	10.4	18.6	14.3	7.6	12.1	6.6	15.5	4.9	13.3	7.5	12.3	17.1	14.5	4.2
NOT REGULARLY	15.2	20.4	12.8	16.1	11.9	16.9	11.9	20.1	9.8	19.9	18.8	14.5	5.0	19.4	6.6	16.1	10.7
EVERY COUPLE WEEKS	8.0	8.2	9.0	8.4	7.1	7.7	9.2	20.1	7.0	6.3	15.2	8.8	2.6	8.7	-	7.3	8.7
ONCE A MONTH	7.3	12.2	3.8	7.7	4.7	9.2	2.7	-	2.8	13.7	3.6	5.7	2.4	10.8	6.6	8.9	2.0
RARELY	55.7	45.7	59.0	60.2	39.8	47.4	73.0	56.9	80.4	37.3	76.3	55.2	82.6	63.0	76.3	44.2	81.1
RARELY	24.8	19.4	24.9	26.2	28.0	22.2	30.9	35.2	30.9	18.9	21.7	24.8	35.8	34.7	36.2	20.5	30.1
NEVER	30.9	26.3	34.0	34.0	11.9	25.1	42.0	21.7	49.5	18.4	54.6	30.4	46.8	28.3	40.1	23.8	50.9
DK/REFUSED	0.2	0.8	-	-	2.0	0.4	-	-	-	1.0	-	-	-	-	-	0.5	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	AGE			AGE				MEN			
		UNDER	41-55	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER
		40		55	40	40	55	55	40	40	55	55
Total	500	90	353	43	90	396	442	43	33	173	187	19
REGULARLY	28.8	20.3	32.0	21.7	20.3	30.9	29.6	21.7	17.6	36.2	33.5	30.4
2 OR MORE	16.4	7.8	18.6	20.8	7.8	18.8	16.4	20.8	7.0	22.7	19.1	30.4
ONCE A WEEK	12.4	12.5	13.4	1.0	12.5	12.0	13.2	1.0	10.6	13.5	14.4	-
NOT REGULARLY	15.2	14.9	15.0	17.0	14.9	15.2	15.0	17.0	15.5	20.2	18.5	29.4
EVERY COUPLE WEEKS	8.0	5.3	9.2	4.1	5.3	8.7	8.4	4.1	-	10.4	8.7	9.3
ONCE A MONTH	7.3	9.5	5.8	12.9	9.5	6.6	6.6	12.9	15.5	9.8	9.8	20.2
RARELY	55.7	64.9	52.6	61.2	64.9	53.5	55.1	61.2	66.9	42.7	47.3	40.2
RARELY	24.8	32.9	24.2	20.2	32.9	23.8	26.0	20.2	35.9	16.8	20.6	13.6
NEVER	30.9	31.9	28.3	41.0	31.9	29.7	29.1	41.0	30.9	25.9	26.7	26.6
DK/REFUSED	0.2	-	0.4	-	-	0.4	0.3	-	-	0.8	0.8	-

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

	TOTAL		WOMEN				GENDER	
			UNDER 40	OVER 40	UNDER 55	OVER 55	MALE	FEMALE
	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	57	223	256	24	210	290	
REGULARLY	28.8	21.8	26.7	26.7	14.8	33.1	25.7	
2 OR MORE	16.4	8.2	15.8	14.4	13.1	19.7	14.0	
ONCE A WEEK	12.4	13.6	10.9	12.4	1.7	13.4	11.7	
NOT REGULARLY	15.2	14.5	11.4	12.5	7.2	19.6	12.1	
EVERY COUPLE WEEKS	8.0	8.5	7.3	8.2	-	8.6	7.5	
ONCE A MONTH	7.3	6.0	4.1	4.2	7.2	11.0	4.6	
RARELY	55.7	63.7	61.9	60.8	78.0	46.7	62.3	
RARELY	24.8	31.1	29.2	30.0	25.5	19.8	28.4	
NEVER	30.9	32.5	32.7	30.8	52.5	26.9	33.9	
DK/REFUSED	0.2	-	-	-	-	0.7	-0.1	

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29. SOCIAL NETWORK ON THE INTERNET WOULD YOU SAY YOU USE THE MOST OFTEN? IF YOU DON'T USE SOCIAL NETWORKS OR DON'T USE THE INTERNET JUST SAY SO.

	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	YES	NO/ NOT YET
Total	500	158	65	18	75	142	60	82	89	45	44	21	57	33	301	197	241	204	35	467	33
USE SOCIAL MEDIA	75.3	73.8	76.1	79.5	70.4	76.0	77.4	75.0	74.9	74.7	75.0	81.3	87.1	56.8	75.1	76.1	78.1	75.4	64.3	76.9	53.1
FACEBOOK	58.9	61.6	50.4	79.5	66.9	55.4	57.1	54.1	60.9	53.7	68.3	60.7	63.3	47.6	59.6	58.1	63.0	57.7	41.6	60.7	34.1
YOUTUBE	5.9	4.2	8.1	-	1.9	8.9	11.6	7.0	6.0	11.9	-	4.2	4.2	4.0	5.8	6.1	5.5	6.3	9.4	5.5	10.9
LINKED-IN	2.8	3.4	8.2	-	-	2.9	1.6	3.8	1.6	3.3	-	-	5.3	-	2.4	3.4	4.0	2.2	-	2.7	3.4
INSTAGRAM	2.6	1.3	1.4	-	1.6	3.2	5.4	1.5	1.5	0.4	2.7	5.8	6.3	-	2.6	2.4	1.8	1.6	9.1	2.7	-
PINTEREST	2.3	-	-	-	-	2.3	-	4.0	5.2	6.4	4.1	3.5	5.0	-	2.4	2.1	1.3	4.1	-	2.5	-
TWITTER	1.4	1.5	3.6	-	-	1.3	0.7	1.7	-	-	-	6.5	-	5.3	1.2	1.9	1.7	1.5	-	1.5	-
GOOGLE PLUS	1.2	1.8	4.4	-	-	0.9	0.9	0.9	-	-	-	-	3.0	-	1.2	1.1	0.8	1.2	4.3	1.3	-
OTHER	0.3	-	-	-	-	1.2	-	2.1	-0.4	-0.9	-	0.6	-	-	-0.1	0.9	-0.0	0.8	-	-0.0	4.7
TUMBLR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DON'T USE/SOCIAL NTRWK	20.0	21.2	20.9	19.9	21.8	18.8	21.3	17.0	22.9	24.2	21.6	9.5	12.8	30.5	19.8	19.9	17.7	21.4	24.1	18.7	37.8
DON'T USE INTERNET	4.3	5.1	3.1	1.2	7.8	4.2	1.3	6.2	1.7	-	3.4	7.5	0.1	13.7	4.4	4.2	4.2	2.8	11.5	4.2	6.3
DK/REFUSED	0.4	-0.1	-0.1	-0.7	-	1.0	-	1.8	0.6	1.2	-	1.7	-	-1.0	0.8	-0.2	-0.0	0.3	-	0.2	2.8

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29. SOCIAL NETWORK ON THE INTERNET WOULD YOU SAY YOU USE THE MOST OFTEN? IF YOU DON'T USE SOCIAL NETWORKS OR DON'T USE THE INTERNET JUST SAY SO.

	TOTAL	TALK ABOUT ALCOHOL   ABUSE WITH YOUR   CHILDREN			TALKED WITH   CHILD./LAST   FEW MONTHS		RESEARCHED   UNDERAGED   DRINKING		UNDERAGED DRINKING IN   YOUR COMMUNITY				CONCERNED YOUR CHILDREN   WILL DRINK ALCOHOL				APPROPRIATE AGE FOR   YOUR CHILDREN TO TRY   ALCOHOL		
		FREQU-   ENTLY	SOME-   TIMES	RARELY	YES	NO	YES	NO	PROB-   LEM	Ser-   ious	Minor	NOT A   PROB-   LEM	CONC-   ERNED	Very	Smwt.	NOT AT   ALL	14-   LESS	15-17	18/   OVER
Total	500	199	192	73	398	62	122	375	434	219	215	36	294	80	214	201	20	36	390
USE SOCIAL MEDIA	75.3	77.0	78.9	71.1	76.5	78.2	76.4	74.8	76.4	78.8	74.0	67.1	76.7	73.0	78.1	73.7	75.2	60.2	77.7
FACEBOOK	58.9	64.5	60.0	51.0	60.6	62.5	56.2	59.5	60.7	61.7	59.7	41.7	58.8	57.6	59.3	59.8	58.2	47.6	60.5
YOUTUBE	5.9	4.3	6.7	5.9	4.9	6.1	6.7	5.6	6.0	7.6	4.3	7.2	7.5	5.3	8.3	3.6	-	4.4	6.1
LINKED-IN	2.8	1.1	4.8	2.0	3.2	-	2.8	2.8	2.2	1.3	3.2	6.1	3.1	1.4	3.7	1.7	7.6	1.6	3.0
INSTAGRAM	2.6	2.7	3.0	2.2	2.6	3.3	3.7	2.2	2.7	1.0	4.4	-	3.0	1.5	3.6	1.9	5.9	-	2.6
PINTEREST	2.3	2.5	0.6	7.3	2.4	3.3	3.1	2.1	2.1	3.5	0.8	3.9	1.8	1.8	1.8	3.1	-	3.5	2.2
TWITTER	1.4	1.4	2.4	-	1.8	-	2.2	1.2	1.7	2.5	0.8	-	2.0	4.8	1.0	0.7	3.4	-	1.6
GOOGLE PLUS	1.2	0.7	1.4	2.5	1.0	2.7	1.7	1.0	0.9	1.1	0.7	5.1	0.5	0.7	0.4	2.2	-	-	1.5
OTHER	0.3	-0.2	0.1	0.2	-0.1	0.3	-	0.4	0.1	0.1	0.1	3.1	*	-	0.1	0.6	-	3.1	0.1
TUMBLR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DON'T USE/SOCIAL NTRK	20.0	18.7	17.2	22.9	19.0	18.0	20.7	19.9	19.7	17.5	21.9	25.8	19.3	21.4	18.5	20.5	23.7	27.7	18.1
DON'T USE INTERNET	4.3	4.4	4.1	4.0	4.3	3.9	3.5	4.6	3.7	3.3	4.1	6.4	4.3	5.2	3.9	4.5	1.2	9.4	4.1
DK/REFUSED	0.4	-0.1	-0.2	2.0	0.2	-0.1	-0.6	0.7	0.2	0.5	-	0.7	-0.3	0.3	-0.5	1.4	-	2.7	0.1

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29. SOCIAL NETWORK ON THE INTERNET WOULD YOU SAY YOU USE THE MOST OFTEN? IF YOU DON'T USE SOCIAL NETWORKS OR DON'T USE THE INTERNET JUST SAY SO.

	TOTAL	MANY CHILDREN START DRINKIN BEFORE AGE 15			CHILDREN DRINKING BEFORE 15 YEARS OLD			SEEN TV ADS STOP UNDERAGE DRINKING		RADIO ADS STOP UNDERAGE DRINKING		ONLINE ADS STOP UNDERAGE DRINKING		UNDERAGE DRINKING ADS				M.L. TO TALK WITH YOUR CHILDREN ABOUT UNDERAGE DRINKING		
		AWARE	UN- AWARE	PROB- LEM	Crisis	Prob- lem	NOT A PROB- LEM	YES	NO	YES	NO	YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	MORE LIKELY	LESS LIKELY	NO DIFF.
Total	500	455	41	471	193	278	19	242	256	129	358	92	402	207	139	100	37	223	1	59
USE SOCIAL MEDIA	75.3	75.5	76.5	75.7	75.2	76.0	70.3	75.2	75.7	71.8	77.4	82.9	74.1	75.3	78.2	71.6	85.7	77.8	100.0	67.2
FACEBOOK	58.9	59.1	63.0	58.6	59.4	58.1	64.3	59.3	58.7	54.0	61.5	64.2	58.0	57.6	65.4	55.2	61.5	61.2	91.0	55.8
YOUTUBE	5.9	5.8	6.6	6.1	4.9	7.0	-	5.5	6.3	7.1	5.6	4.8	6.2	6.3	4.8	8.8	2.3	6.7	-	2.3
LINKED-IN	2.8	2.8	2.6	3.0	2.6	3.2	-	2.0	3.5	2.7	2.9	2.7	2.8	3.8	1.5	2.9	2.7	1.9	-	3.1
INSTAGRAM	2.6	2.8	0.4	2.7	1.0	3.9	-	2.7	2.4	2.6	2.6	4.1	2.2	2.5	2.5	2.2	5.3	2.8	-	2.4
PINTEREST	2.3	2.2	3.9	2.4	3.7	1.5	-	2.0	2.6	1.9	2.5	2.6	2.3	3.2	1.3	1.5	4.4	1.5	-	2.6
TWITTER	1.4	1.6	-	1.5	2.8	0.6	-	1.3	1.6	1.6	1.3	2.4	1.2	2.0	0.4	0.4	4.3	1.4	-	-
GOOGLE PLUS	1.2	1.3	-	1.2	0.7	1.6	-	2.3	0.1	1.9	0.9	2.1	1.0	0.1	2.3	0.6	5.3	2.3	-	1.0
OTHER	0.3	-0.0	-	0.1	-	0.1	6.0	-	0.6	0.1	-0.1	-	0.4	-0.1	0.1	-	-	-	9.0	-
TUMBLR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DON'T USE/SOCIAL NTRWK	20.0	19.4	22.5	19.5	20.3	19.0	31.8	19.9	19.7	20.6	18.8	16.3	20.7	19.3	20.2	20.3	14.6	18.3	-	27.9
DON'T USE INTERNET	4.3	4.7	0.1	4.3	3.8	4.6	-	5.0	3.7	7.7	3.3	0.9	4.7	4.3	1.8	8.1	-	4.2	-	4.9
DK/REFUSED	0.4	0.3	0.9	0.5	0.8	0.4	-2.1	-0.2	0.9	-0.1	0.5	-0.1	0.5	1.1	-0.3	-	-0.3	-0.2	-	-

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29. SOCIAL NETWORK ON THE INTERNET WOULD YOU SAY YOU USE THE MOST OFTEN? IF YOU DON'T USE SOCIAL NETWORKS OR DON'T USE THE INTERNET JUST SAY SO.

	TOTAL	SEEN TV AD W/ MOTHER AT FUNERAL HOME		SEEN TV AD W/ FATHER FEEDIN HIS SON		SEEN TV ADS			HEARD OF TALKITOUTNC .ORG		VISITED TALKITOUTNC .ORG		OFTEN ADULTS IN HOUSEHOLD DRINK								
		YES	NO	YES	NO	0 OF 2	1 OF 2	2 OF 2	YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY	Rarely	Never
Total	500	250	247	251	240	188	106	195	138	352	26	460	144	82	62	76	40	36	279	124	155
USE SOCIAL MEDIA	75.3	76.5	73.6	77.9	72.5	71.2	79.6	76.7	84.6	71.2	97.0	73.7	68.0	64.3	72.9	68.9	72.2	65.2	81.2	87.7	75.9
FACEBOOK	58.9	59.5	57.6	62.0	55.6	53.6	66.6	59.4	71.9	54.0	85.0	57.4	50.6	43.4	60.2	46.6	45.9	47.5	66.8	72.2	62.4
YOUTUBE	5.9	5.2	6.6	4.4	7.7	6.8	8.6	3.8	2.6	6.9	-	6.2	3.0	4.3	1.2	9.9	9.2	10.7	6.3	6.1	6.4
LINKED-IN	2.8	3.6	2.0	2.8	2.2	2.6	0.4	3.6	2.2	3.0	-	2.6	3.7	3.6	3.8	1.9	-	4.0	2.6	2.8	2.4
INSTAGRAM	2.6	3.0	2.2	3.2	1.9	2.2	1.5	3.6	0.9	2.7	1.5	2.7	3.9	5.0	2.3	3.7	5.0	2.2	1.6	1.3	1.8
PINTEREST	2.3	3.2	1.4	2.9	1.8	1.8	0.7	3.7	2.7	2.2	6.1	1.8	2.2	3.0	1.2	6.3	12.1	-	1.2	1.1	1.3
TWITTER	1.4	0.9	2.0	1.7	1.3	1.6	1.7	1.2	1.1	1.6	4.4	1.3	2.8	2.7	2.9	0.4	-	0.8	1.0	1.2	0.9
GOOGLE PLUS	1.2	1.0	1.4	1.0	1.4	1.8	-	1.3	3.1	0.4	-	1.3	0.9	0.9	0.9	-	-	-	1.6	2.7	0.7
OTHER	0.3	0.1	0.5	-	0.6	0.7	0.1	-	0.1	0.4	-	0.3	0.9	1.4	0.2	-	-	-	0.1	0.1	-
TUMBLR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DON'T USE/SOCIAL NTRWK	20.0	19.0	21.3	17.8	22.0	22.9	16.9	18.7	14.3	22.7	-	21.3	24.1	29.6	16.8	26.1	22.1	30.4	15.8	10.4	20.0
DON'T USE INTERNET	4.3	4.5	4.2	4.2	4.6	4.7	3.5	4.6	1.3	5.4	3.0	4.5	7.5	6.1	9.4	4.8	5.1	4.4	2.6	0.8	4.0
DK/REFUSED	0.4	-	0.9	-	0.9	1.2	-	-	-0.2	0.7	-	0.5	0.4	-	0.9	0.3	0.6	-	0.5	1.1	0.1



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29. SOCIAL NETWORK ON THE INTERNET WOULD YOU SAY YOU USE THE MOST OFTEN? IF YOU DON'T USE SOCIAL NETWORKS OR DON'T USE THE INTERNET JUST SAY SO.

	TOTAL	SOCIAL NETWORKS					IDEOLOGY					PARTY			WHITE					
		USE SOCIAL MEDIA	Face- book	You- Tube	Inst- agram	DON'T USE SOCIAL	LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	
Total	500	377	295	29	13	122	101	35	66	149	110	111	221	166	203	106	15	139	94	96
USE SOCIAL MEDIA	75.3	100.0	100.0	100.0	100.0	-	73.1	75.7	71.7	76.0	77.2	74.9	76.1	71.5	77.3	78.9	80.8	70.5	77.7	79.2
FACEBOOK	58.9	78.2	100.0	-	-	-	53.8	57.6	51.7	55.3	62.2	64.7	63.4	60.1	57.2	61.5	67.5	59.3	53.4	66.5
YOUTUBE	5.9	7.8	-	100.0	-	-	9.7	11.6	8.7	5.2	4.4	5.1	4.7	3.9	7.7	5.6	6.2	3.3	7.0	1.7
LINKED-IN	2.8	3.7	-	-	-	-	1.4	-	2.1	5.2	3.7	0.6	2.2	3.1	3.2	1.4	7.1	2.5	3.0	2.7
INSTAGRAM	2.6	3.4	-	-	100.0	-	3.0	2.9	3.0	3.4	2.3	1.4	1.9	1.8	3.2	2.2	-	2.2	4.8	2.5
PINTEREST	2.3	3.1	-	-	-	-	1.2	3.5	-	4.6	1.0	2.0	1.5	1.4	2.6	4.2	-	1.6	4.0	2.9
TWITTER	1.4	1.9	-	-	-	-	2.8	1.1	3.7	1.3	1.7	0.6	1.1	0.4	1.2	2.6	-	0.5	2.6	2.9
GOOGLE PLUS	1.2	1.6	-	-	-	-	1.6	-	2.5	1.0	1.7	0.5	1.1	0.8	2.1	-	-	1.0	2.8	-
OTHER	0.3	0.4	-	-	-	-	-0.4	-1.1	-	0.1	0.1	-	0.1	-	-	1.4	-	-	-	-
TUMBLR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DON'T USE/SOCIAL NTRWK	20.0	-	-	-	-	82.2	23.7	24.3	23.3	17.7	17.0	23.4	20.2	23.7	18.8	15.4	10.4	24.4	17.8	14.4
DON'T USE INTERNET	4.3	-	-	-	-	17.8	3.2	-	4.9	4.5	5.8	1.6	3.7	4.3	3.2	5.8	8.8	5.1	2.9	6.4
DK/REFUSED	0.4	-	-	-	-	-	-	-	-	1.7	-	-	-	0.6	0.7	-	-	-	1.6	-

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29. SOCIAL NETWORK ON THE INTERNET WOULD YOU SAY YOU USE THE MOST OFTEN? IF YOU DON'T USE SOCIAL NETWORKS OR DON'T USE THE INTERNET JUST SAY SO.

	TOTAL	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPU- LICAN	DEMO- CRAT	INDEP- ENDENT	REPU- LICAN	DEMO- CRAT	INDEP- ENDENT	REPU- LICAN	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17	18/ OLDER
Total	500	7	85	12	82	67	54	84	136	67	303	45	117	95	91	313	93	107	115	54
USE SOCIAL MEDIA	75.3	80.4	74.5	70.9	59.5	60.5	65.7	83.3	85.5	89.9	76.4	72.3	78.2	74.3	82.5	75.2	73.7	79.5	73.2	73.9
FACEBOOK	58.9	80.4	59.9	42.7	51.9	34.4	54.7	68.2	68.5	68.3	58.5	49.0	59.2	53.0	61.6	58.9	58.6	62.2	58.0	56.2
YOUTUBE	5.9	-	6.0	28.2	2.6	13.6	6.2	5.1	4.8	5.2	6.6	14.3	5.5	10.7	7.3	4.6	5.1	6.5	1.8	9.1
LINKED-IN	2.8	-	4.3	-	5.0	7.3	4.8	1.2	1.2	-	3.4	8.1	3.0	6.3	1.7	2.9	2.9	3.7	2.0	-
INSTAGRAM	2.6	-	2.4	-	-	3.0	-	3.7	3.3	3.5	2.5	-	2.1	3.9	3.0	2.6	3.9	-	3.8	2.2
PINTEREST	2.3	-	-	-	-	-	-	2.7	3.8	6.6	2.0	-	1.7	-	5.4	2.6	2.6	2.0	3.0	2.6
TWITTER	1.4	-	-	-	-	-	-	0.8	1.8	4.1	1.6	0.9	3.6	0.3	1.5	1.7	0.3	3.0	2.0	-
GOOGLE PLUS	1.2	-	2.0	-	-	2.2	-	1.6	2.1	-	1.3	-	1.9	-	2.0	1.3	0.2	0.7	2.5	1.0
OTHER	0.3	-	-	-	-	-	-	-	-	2.3	0.5	-	1.3	-	-	0.6	0.1	1.4	0.1	2.8
TUMBLR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DON'T USE/SOCIAL NTRK	20.0	19.6	21.0	29.1	34.4	30.2	23.1	13.0	13.2	8.0	19.4	17.3	16.4	22.1	14.5	19.7	20.5	16.9	21.7	20.6
DON'T USE INTERNET	4.3	-	4.5	-	6.1	7.1	11.2	2.5	1.3	2.1	3.4	10.5	4.2	2.3	2.6	5.0	5.8	3.6	5.0	5.1
DK/REFUSED	0.4	-	-	-	-	2.2	-	1.1	-	-	0.9	-	1.3	1.3	0.4	0.1	-	-	-	0.4

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29. SOCIAL NETWORK ON THE INTERNET WOULD YOU SAY YOU USE THE MOST OFTEN? IF YOU DON'T USE SOCIAL NETWORKS OR DON'T USE THE INTERNET JUST SAY SO.

	TOTAL	MALE ONLY (CHILDREN)		FEMALE ONLY (CHILDREN)		BOTH (CHILDREN)		MEN (PARENT)		WOMEN (PARENT)		GENDER (CHILDREN)			MEN		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	95	94	106	116	101	103	134	124	169	189	170	205	121	64	90	51
USE SOCIAL MEDIA	75.3	81.4	79.7	67.6	67.0	80.7	80.3	64.2	60.8	86.0	84.6	81.1	67.3	82.5	66.7	52.4	73.7
FACEBOOK	58.9	63.6	68.9	52.0	50.4	59.9	59.0	46.2	46.6	68.2	66.9	66.0	51.3	61.8	51.5	40.2	52.6
YOUTUBE	5.9	5.3	1.2	7.7	5.7	6.8	6.4	9.3	4.9	4.5	4.4	3.6	6.8	7.8	3.0	9.6	8.7
LINKED-IN	2.8	3.3	2.5	1.9	1.4	5.0	4.8	6.9	5.6	0.6	1.1	3.2	1.8	4.1	8.5	1.6	8.9
INSTAGRAM	2.6	3.0	2.5	2.1	2.7	2.4	2.4	0.3	1.9	4.3	3.0	2.9	2.7	2.0	3.7	-	-
PINTEREST	2.3	3.5	-	1.3	5.1	1.5	2.7	-	-	3.7	4.3	1.9	2.9	2.3	-	-	-
TWITTER	1.4	2.7	3.3	0.4	0.4	1.9	1.8	0.5	0.6	2.4	2.5	2.7	0.4	1.6	-	0.9	0.6
GOOGLE PLUS	1.2	-	1.2	2.1	1.1	1.7	1.6	1.1	1.2	1.4	1.4	0.7	1.5	1.4	-	-	2.9
OTHER	0.3	-	-	-	0.1	1.5	1.6	-	-	0.9	1.0	-	0.1	1.4	-	-	-
TUMBLR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DON'T USE/SOCIAL NTRK	20.0	14.9	18.9	24.4	21.1	18.5	18.9	29.2	30.6	11.6	12.7	16.5	23.0	16.9	28.2	32.4	24.7
DON'T USE INTERNET	4.3	3.7	1.4	5.5	11.7	0.8	0.8	5.2	8.6	1.9	2.6	2.4	8.2	0.7	5.1	13.2	1.6
DK/REFUSED	0.4	-	-	2.6	0.2	-	-	1.4	-	0.5	0.1	-	1.4	-	-	2.0	-

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29. SOCIAL NETWORK ON THE INTERNET WOULD YOU SAY YOU USE THE MOST OFTEN? IF YOU DON'T USE SOCIAL NETWORKS OR DON'T USE THE INTERNET JUST SAY SO.

	TOTAL	WOMEN			AREA			INCOME						INCOME					
		MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL	UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k
Total	500	105	114	69	105	100	290	28	41	61	55	67	144	69	328	130	267	253	144
USE SOCIAL MEDIA	75.3	89.9	79.1	88.9	74.1	78.1	75.2	69.6	74.4	81.2	90.6	79.3	69.7	72.5	77.3	76.6	76.4	80.4	69.7
FACEBOOK	58.9	75.0	60.1	68.6	52.3	61.0	61.1	51.8	56.2	66.8	72.0	64.0	51.4	54.4	60.3	60.3	58.8	63.8	51.4
YOUTUBE	5.9	4.0	4.5	7.2	10.3	7.6	3.8	11.0	12.6	7.8	9.0	6.9	2.6	11.9	5.5	10.0	5.0	8.9	2.6
LINKED-IN	2.8	-	2.0	0.6	5.8	1.5	2.3	-	-	-	1.8	1.5	6.5	-	3.4	-	4.2	0.8	6.5
INSTAGRAM	2.6	2.4	4.8	3.5	3.2	1.2	2.8	-	-	2.0	0.7	2.7	2.0	-	1.9	1.0	1.9	1.4	2.0
PINTEREST	2.3	3.1	5.1	4.0	1.2	1.2	3.1	-	1.9	4.4	1.4	-	4.3	1.1	3.0	2.6	2.6	1.7	4.3
TWITTER	1.4	4.3	-	2.3	1.5	2.5	1.1	6.3	3.4	-	-	1.9	1.9	4.6	1.3	2.4	1.5	1.8	1.9
GOOGLE PLUS	1.2	1.1	2.6	0.3	-	3.0	1.0	-	0.5	-	5.7	-	0.9	0.3	1.4	0.1	1.7	1.3	0.9
OTHER	0.3	-	0.1	2.4	-0.2	-	*	0.6	-	0.2	-	2.3	-	0.2	0.5	0.2	0.6	0.7	-
TUMBLR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DON'T USE/SOCIAL NTRWK	20.0	9.4	15.7	11.1	24.5	17.5	18.7	21.7	18.0	12.8	9.4	20.7	24.8	19.5	19.1	16.3	20.6	16.0	24.8
DON'T USE INTERNET	4.3	0.7	4.2	-	1.4	4.1	5.5	8.7	4.0	6.0	-	-	5.2	5.9	3.4	5.9	2.8	3.1	5.2
DK/REFUSED	0.4	-	1.0	-	-	0.4	0.6	-	3.6	-	-	-	0.2	2.1	0.1	1.1	0.1	0.6	0.2

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29. SOCIAL NETWORK ON THE INTERNET WOULD YOU SAY YOU USE THE MOST OFTEN? IF YOU DON'T USE SOCIAL NETWORKS OR DON'T USE THE INTERNET JUST SAY SO.

	TOTAL	EDUCATION							MEN				WOMEN				MARITAL STATUS		
		LESS/	Some	High	Some	COL-	Col-	Post	NOT	COL-	Col-	Post	NOT	COL-	Col-	Post	SINGLE	MARRY	DIV-
		COLLEG	High	School	Col-	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.			ORCED
		GRAD.	School	Grad.	lege	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.		GRAD.	GRAD.	Grad.				
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	193	13	83	97	303	191	113	80	127	80	47	113	176	110	66	33	407	38
USE SOCIAL MEDIA	75.3	74.0	69.7	68.0	79.6	75.9	76.6	74.8	57.0	63.9	66.0	60.4	86.1	84.6	84.3	85.1	71.8	74.2	78.9
FACEBOOK	58.9	59.0	58.1	48.0	68.4	58.3	62.2	51.8	42.4	48.2	54.9	36.8	70.8	65.6	67.4	62.4	48.2	57.9	68.5
YOUTUBE	5.9	6.2	-	7.8	5.8	5.7	3.9	8.8	8.4	6.6	5.8	8.0	4.7	5.1	2.6	9.4	14.9	4.6	6.1
LINKED-IN	2.8	0.8	-	1.3	0.6	4.1	1.9	8.0	1.3	8.2	3.9	15.6	0.5	1.2	0.4	2.5	-	3.5	-
INSTAGRAM	2.6	3.3	-	3.9	3.3	2.1	1.4	3.3	3.0	-	-	-	3.6	3.6	2.4	5.7	3.8	2.8	-
PINTEREST	2.3	1.6	-	1.9	1.6	2.7	4.4	-	-	-	-	-	2.8	4.7	7.5	-	4.9	2.2	3.3
TWITTER	1.4	1.4	-	3.2	-	1.5	1.2	2.0	-	0.9	1.4	-	2.4	2.0	1.1	3.5	-	1.3	1.0
GOOGLE PLUS	1.2	0.8	-	1.8	-	1.4	1.6	1.2	1.9	-	-	-	-	2.5	2.7	2.0	-	1.4	-
OTHER	0.3	0.8	11.7	-	-	-0.0	0.1	-0.2	-	-	-	-	1.4	-0.1	0.1	-0.4	-	0.4	-
TUMBLR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DON'T USE/SOCIAL NTRK	20.0	17.9	14.3	18.8	17.7	21.4	20.4	23.2	28.5	31.9	29.2	36.5	10.4	13.9	14.0	13.8	22.5	21.1	15.5
DON'T USE INTERNET	4.3	8.1	16.0	13.2	2.7	1.8	2.4	0.7	14.5	3.1	4.8	-	3.6	0.9	0.7	1.2	5.7	3.9	5.6
DK/REFUSED	0.4	-	-	-	-	0.9	0.6	1.3	-	1.1	-	3.1	-	0.7	1.0	-	-	0.7	-

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29. SOCIAL NETWORK ON THE INTERNET WOULD YOU SAY YOU USE THE MOST OFTEN? IF YOU DON'T USE SOCIAL NETWORKS OR DON'T USE THE INTERNET JUST SAY SO.

	TOTAL	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	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	181	227	329	72	337	158	36	105	148	36	189	69	56	20	272	84
USE SOCIAL MEDIA	75.3	60.3	85.3	78.0	66.7	74.9	75.9	76.1	73.5	60.9	58.2	85.9	81.6	90.9	83.2	71.4	72.4
FACEBOOK	58.9	45.4	67.8	61.8	51.1	59.4	56.9	54.3	58.3	48.9	41.8	67.6	67.1	69.7	83.2	56.9	53.4
YOUTUBE	5.9	5.9	3.5	5.1	-	3.8	9.9	9.2	8.2	4.5	5.4	3.3	9.6	5.2	-	3.7	10.2
LINKED-IN	2.8	6.4	1.2	2.1	6.4	2.7	3.3	3.1	3.5	5.7	5.5	0.3	2.4	1.9	-	2.9	4.4
INSTAGRAM	2.6	1.3	4.0	3.8	-	3.1	1.4	0.6	1.9	0.3	5.5	5.4	-	4.4	-	2.5	2.4
PINTEREST	2.3	-	4.0	2.2	4.7	2.6	1.9	4.0	-	-	-	4.7	-	3.9	-	2.5	-
TWITTER	1.4	0.4	2.1	1.8	1.3	2.0	0.4	0.6	-	0.5	-	3.1	-	2.4	-	1.9	-
GOOGLE PLUS	1.2	0.8	1.9	1.1	3.1	1.2	1.1	-	1.6	1.0	-	1.4	2.4	3.0	-	0.9	2.0
OTHER	0.3	-	0.8	0.1	-	0.1	1.0	4.3	-	-	-	0.2	-	0.3	-	*	-
TUMBLR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DON'T USE/SOCIAL NTRK	20.0	31.7	12.6	17.0	26.8	19.7	20.2	20.7	22.9	29.4	36.4	12.2	15.7	8.0	16.8	22.4	23.1
DON'T USE INTERNET	4.3	7.0	1.5	4.9	3.3	4.8	3.1	-	3.6	8.5	5.4	2.0	2.7	1.0	-	5.5	4.5
DK/REFUSED	0.4	1.0	0.5	0.1	3.3	0.5	0.7	3.2	-	1.2	-	-	-	-	-	0.7	-

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29. SOCIAL NETWORK ON THE INTERNET WOULD YOU SAY YOU USE THE MOST OFTEN? IF YOU DON'T USE SOCIAL NETWORKS OR DON'T USE THE INTERNET JUST SAY SO.

	TOTAL	AGE			AGE				MEN			
		UNDER 40	41-55	OVER 55	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 40	OVER 40	UNDER 55	OVER 55
Total	500	90	353	43	90	396	442	43	33	173	187	19
USE SOCIAL MEDIA	75.3	87.7	72.9	68.9	87.7	72.5	75.9	68.9	86.1	56.5	61.1	63.1
FACEBOOK	58.9	70.8	56.0	54.4	70.8	55.8	59.0	54.4	69.5	41.8	46.9	40.1
YOUTUBE	5.9	4.9	5.6	10.3	4.9	6.1	5.5	10.3	6.5	7.0	5.9	17.1
LINKED-IN	2.8	1.2	3.4	2.6	1.2	3.3	3.0	2.6	3.2	6.1	5.6	5.9
INSTAGRAM	2.6	2.7	2.6	-	2.7	2.3	2.6	-	1.2	1.2	1.3	-
PINTEREST	2.3	2.4	2.8	-	2.4	2.5	2.7	-	-	-	-	-
TWITTER	1.4	2.0	1.4	1.6	2.0	1.4	1.5	1.6	1.2	0.4	0.6	-
GOOGLE PLUS	1.2	1.9	1.2	-	1.9	1.1	1.3	-	4.5	-	0.8	-
OTHER	0.3	1.9	*	-	1.9	*	0.4	-	-	-	-	-
TUMBLR	-	-	-	-	-	-	-	-	-	-	-	-
DON'T USE/SOCIAL NTRWK	20.0	11.6	21.7	22.9	11.6	21.8	19.6	22.9	13.9	33.5	31.5	18.3
DON'T USE INTERNET	4.3	0.7	4.6	8.2	0.7	5.0	3.8	8.2	-	9.0	6.4	18.6
DK/REFUSED	0.4	-	0.8	-	-	0.7	0.7	-	-	1.1	1.0	-

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29. SOCIAL NETWORK ON THE INTERNET WOULD YOU SAY YOU USE THE MOST OFTEN? IF YOU DON'T USE SOCIAL NETWORKS OR DON'T USE THE INTERNET JUST SAY SO.

	TOTAL		WOMEN				GENDER	
			UNDER 40	OVER 40	UNDER 55	OVER 55	MALE	FEMALE
Total	500	57	223	256	24	210	290	
USE SOCIAL MEDIA	75.3	88.7	84.8	86.8	73.4	61.3	85.5	
FACEBOOK	58.9	71.6	66.6	67.8	65.8	46.5	67.9	
YOUTUBE	5.9	3.9	5.5	5.2	4.8	7.1	5.0	
LINKED-IN	2.8	-	1.2	1.0	-	5.4	0.9	
INSTAGRAM	2.6	3.6	3.2	3.6	-	1.1	3.6	
PINTEREST	2.3	3.9	4.3	4.6	-	-	4.0	
TWITTER	1.4	2.4	2.1	2.1	2.8	0.5	2.1	
GOOGLE PLUS	1.2	0.3	1.9	1.7	-	0.7	1.5	
OTHER	0.3	3.0	0.1	0.7	-	-	0.5	
TUMBLR	-	-	-	-	-	-	-	
DON'T USE/SOCIAL NTWRK	20.0	10.2	12.8	10.9	26.6	30.4	12.5	
DON'T USE INTERNET	4.3	1.1	1.9	1.9	-	7.6	1.9	
DK/REFUSED	0.4	-	0.5	0.4	-	0.7	0.1	



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30. 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	10/ LESS	11-14	15/ OVER	YES	NO/ NOT YET
Total	500	158	65	18	75	142	60	82	89	45	44	21	57	33	301	197	241	204	35	467	33
LIBERAL	20.3	24.7	21.9	22.7	27.5	23.1	34.4	14.8	13.5	12.6	14.3	6.8	17.1	19.8	20.7	19.8	23.9	15.3	30.0	20.1	22.7
VERY	7.1	10.1	8.3	-	14.1	8.4	10.0	7.2	6.9	9.4	4.4	-	2.5	-	5.2	10.0	10.3	4.9	-	7.0	8.0
SOMEWHAT	13.2	14.6	13.6	22.7	13.5	14.7	24.5	7.6	6.5	3.2	9.9	6.8	14.6	19.8	15.4	9.8	13.7	10.4	30.0	13.1	14.8
MODERATE	29.9	31.1	38.2	17.1	28.4	28.3	30.1	27.0	32.4	47.4	17.2	42.1	28.9	17.4	31.8	26.7	27.9	33.7	20.1	30.0	28.1
SOMEWHAT	22.0	18.9	16.4	21.7	20.3	23.5	16.3	28.8	22.4	24.5	20.2	21.1	28.2	19.4	23.0	20.8	19.5	26.9	21.1	22.4	16.9
VERY	22.1	17.2	10.7	37.9	17.9	19.9	16.7	22.1	27.3	14.5	40.3	23.0	21.8	41.2	19.1	26.5	22.1	19.7	26.1	22.5	16.2
CONSERVATIVE	44.1	36.1	27.2	59.6	38.2	43.4	33.0	51.0	49.6	39.0	60.5	44.1	49.9	60.6	42.1	47.3	41.6	46.6	47.3	44.9	33.0
DK/REFUSED	5.7	8.1	12.8	0.5	5.9	5.2	2.4	7.2	4.5	1.0	8.0	7.0	4.1	2.1	5.5	6.2	6.6	4.4	2.6	5.0	16.1
Mean	3.41	3.20	3.09	3.75	3.15	3.34	3.06	3.55	3.59	3.32	3.89	3.65	3.54	3.84	3.37	3.47	3.32	3.48	3.45	3.42	3.22

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30. 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   ABUSE WITH YOUR   CHILDREN			TALKED WITH   CHILD./LAST   FEW MONTHS		RESEARCHED   UNDERAGED   DRINKING		UNDERAGED DRINKING IN   YOUR COMMUNITY				CONCERNED YOUR CHILDREN   WILL DRINK ALCOHOL				APPROPRIATE AGE FOR   YOUR CHILDREN TO TRY   ALCOHOL		
		FREQU-   ENTLY	SOME-   TIMES	RARELY	YES	NO	YES	NO	PROB-   LEM	Ser-   ious	Minor	NOT A   PROB-   LEM	CONC-   ERNED	Very	Smwt.	NOT AT   ALL	14-   LESS	15-17	18/   OVER
Total	500	199	192	73	398	62	122	375	434	219	215	36	294	80	214	201	20	36	390
LIBERAL	20.3	19.0	21.3	20.9	20.2	19.8	21.2	19.8	20.2	15.3	25.3	24.7	19.3	17.9	19.8	21.6	25.6	24.2	20.8
VERY	7.1	9.2	5.6	5.1	7.4	3.3	9.6	5.9	6.9	4.9	8.9	6.9	6.3	6.0	6.5	7.7	5.8	10.3	7.6
SOMEWHAT	13.2	9.8	15.7	15.7	12.8	16.6	11.6	13.8	13.4	10.4	16.4	17.8	13.0	12.0	13.4	13.8	19.7	14.0	13.1
MODERATE	29.9	34.0	27.3	26.3	30.5	30.4	28.9	30.1	30.7	33.2	28.1	23.6	28.7	33.0	27.2	31.3	32.6	33.7	31.0
SOMEWHAT	22.0	20.5	23.4	24.5	23.5	13.9	20.8	22.5	22.7	21.7	23.7	15.5	27.5	24.2	28.7	14.6	32.6	18.9	21.9
VERY	22.1	20.5	23.0	25.5	22.5	23.8	25.2	21.2	22.2	25.0	19.3	17.3	21.8	24.6	20.8	22.9	8.0	16.6	22.6
CONSERVATIVE	44.1	41.0	46.5	50.0	46.0	37.7	46.0	43.8	44.9	46.8	43.0	32.8	49.3	48.8	49.5	37.5	40.7	35.5	44.5
DK/REFUSED	5.7	6.0	4.9	2.8	3.3	12.0	3.9	6.4	4.2	4.7	3.6	18.9	2.7	0.3	3.5	9.6	1.2	6.6	3.7
Mean	3.41	3.35	3.45	3.51	3.42	3.44	3.42	3.42	3.42	3.54	3.29	3.23	3.47	3.50	3.46	3.34	3.18	3.19	3.40

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

	TOTAL	MANY CHILDREN START DRINKIN BEFORE AGE 15			CHILDREN DRINKING BEFORE 15 YEARS OLD			SEEN TV ADS STOP UNDERAGE DRINKING		RADIO ADS STOP UNDERAGE DRINKING		ONLINE ADS STOP UNDERAGE DRINKING		UNDERAGE DRINKING ADS				M.L. TO TALK WITH YOUR CHILDREN ABOUT UNDERAGE DRINKING		
		AWARE	UN- AWARE	PROB- LEM	Crisis	Prob- lem	NOT A LEM	YES	NO	YES	NO	YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	MORE LIKELY	LESS LIKELY	NO DIFF.
Total	500	455	41	471	193	278	19	242	256	129	358	92	402	207	139	100	37	223	1	59
LIBERAL	20.3	20.6	19.2	19.4	16.9	21.1	34.3	18.3	21.8	21.0	20.4	11.4	22.3	21.9	21.3	18.7	13.2	16.2	-	29.3
VERY	7.1	7.3	5.9	6.8	6.0	7.3	3.5	5.4	8.7	6.5	7.6	6.6	7.3	9.3	6.1	4.0	10.1	6.0	-	4.9
SOMEWHAT	13.2	13.3	13.4	12.6	10.9	13.8	30.8	12.9	13.1	14.5	12.8	4.8	15.0	12.7	15.2	14.7	3.2	10.2	-	24.4
MODERATE	29.9	30.1	26.2	30.5	33.8	28.2	23.2	33.3	26.9	28.2	30.6	31.7	29.3	27.3	32.9	33.9	26.2	36.2	9.0	17.9
SOMEWHAT	22.0	21.3	31.7	22.9	19.0	25.7	10.5	21.7	22.5	23.0	21.4	22.1	21.8	21.9	22.9	18.3	23.6	21.9	-	24.3
VERY	22.1	22.4	18.5	22.6	26.0	20.2	17.7	21.8	22.5	18.8	23.5	29.8	20.7	23.1	20.5	21.1	29.2	20.4	91.0	24.2
CONSERVATIVE	44.1	43.7	50.3	45.5	45.0	45.8	28.2	43.5	45.0	41.8	44.9	51.9	42.5	45.0	43.4	39.4	52.8	42.4	91.0	48.5
DK/REFUSED	5.7	5.6	4.3	4.6	4.3	4.8	14.3	4.9	6.3	9.1	4.1	5.0	5.8	5.8	2.4	8.0	7.9	5.3	-	4.2
Mean	3.41	3.41	3.46	3.44	3.50	3.39	3.10	3.44	3.40	3.36	3.42	3.67	3.36	3.39	3.37	3.41	3.64	3.43	4.82	3.40

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	SEEN TV AD W/ MOTHER AT FUNERAL HOME		SEEN TV AD W/ FATHER FEEDIN HIS SON		SEEN TV ADS			HEARD OF TALKITOUTNC .ORG		VISITED TALKITOUTNC .ORG		OFTEN ADULTS IN HOUSEHOLD DRINK								
		YES	NO	YES	NO	0 OF 2	1 OF 2	2 OF 2	YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY	Rarely	Never
Total	500	250	247	251	240	188	106	195	138	352	26	460	144	82	62	76	40	36	279	124	155
LIBERAL	20.3	15.0	25.9	16.2	24.8	26.0	23.9	13.2	16.5	21.3	18.1	20.3	25.8	29.3	21.2	24.9	25.7	24.0	16.3	19.5	13.7
VERY	7.1	4.7	9.6	6.7	7.8	8.5	9.9	4.6	7.4	7.2	5.9	7.4	10.0	16.0	2.0	10.9	11.6	10.2	4.6	1.6	7.0
SOMEWHAT	13.2	10.3	16.3	9.5	17.0	17.6	14.1	8.5	9.1	14.1	12.2	13.0	15.8	13.3	19.2	14.0	14.2	13.8	11.7	17.9	6.7
MODERATE	29.9	33.5	26.1	33.9	25.1	25.8	26.0	35.5	30.4	30.1	34.8	29.3	32.8	30.6	35.8	33.4	29.8	37.5	26.9	24.9	28.5
SOMEWHAT	22.0	23.6	19.6	19.6	24.7	20.8	26.1	20.5	20.2	22.9	18.3	22.9	25.0	19.4	32.4	24.2	27.5	20.6	19.9	19.5	20.3
VERY	22.1	22.6	21.9	23.4	20.5	21.9	17.1	24.9	26.9	20.2	27.3	21.8	11.8	14.1	8.6	14.7	13.7	15.9	29.6	29.3	29.8
CONSERVATIVE	44.1	46.2	41.5	43.0	45.2	42.7	43.2	45.4	47.1	43.1	45.6	44.6	36.8	33.5	41.0	39.0	41.2	36.5	49.5	48.7	50.1
DK/REFUSED	5.7	5.3	6.4	6.9	4.9	5.5	6.8	6.0	6.1	5.5	1.5	5.7	4.6	6.7	2.0	2.7	3.3	2.0	7.3	6.8	7.7
Mean	3.41	3.52	3.30	3.47	3.35	3.32	3.29	3.56	3.53	3.37	3.49	3.41	3.13	3.03	3.27	3.18	3.18	3.19	3.63	3.61	3.64

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	SOCIAL NETWORKS						IDEOLOGY						PARTY			WHITE			
		USE	Face-	You-	Inst-	DON'T	LIB-	Very	Smwt.	MOD-	Smwt.	Very	CONSER	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
		SOCIAL	book	Tube	agram	USE	ERAL			ERATE			VATIVE	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
		MEDIA				SOCIAL										/OTHER			/OTHER	
Total	500	377	295	29	13	122	101	35	66	149	110	111	221	166	203	106	15	139	94	96
LIBERAL	20.3	19.7	18.5	33.5	23.9	22.4	100.0	100.0	100.0	-	-	-	-	6.1	33.5	18.8	15.2	6.3	39.0	18.9
VERY	7.1	7.1	6.9	14.0	8.2	7.1	34.9	100.0	-	-	-	-	-	1.3	13.8	3.8	7.8	1.5	16.9	4.2
SOMEWHAT	13.2	12.6	11.6	19.5	15.7	15.4	65.1	-	100.0	-	-	-	-	4.8	19.7	15.0	7.4	4.8	22.1	14.7
MODERATE	29.9	30.1	28.0	26.3	39.6	27.3	-	-	-	100.0	-	-	-	13.3	36.6	42.7	41.5	14.1	33.0	42.7
SOMEWHAT	22.0	22.6	23.2	16.6	19.7	20.6	-	-	-	-	100.0	-	49.9	31.9	17.4	16.5	14.2	32.2	19.1	18.7
VERY	22.1	22.0	24.3	19.1	12.5	22.8	-	-	-	-	-	100.0	50.1	45.9	6.8	15.8	6.5	45.7	7.8	14.3
CONSERVATIVE	44.1	44.5	47.5	35.7	32.2	43.4	-	-	-	-	100.0	100.0	100.0	77.8	24.2	32.4	20.7	77.9	26.9	32.9
DK/REFUSED	5.7	5.6	6.0	4.5	4.4	6.8	-	-	-	-	-	-	-	2.9	5.7	6.1	22.6	1.7	1.1	5.5
Mean	3.41	3.42	3.49	3.08	3.13	3.39	1.65	1.00	2.00	3.00	4.00	5.00	4.50	4.20	2.83	3.27	3.05	4.18	2.79	3.26

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

	TOTAL	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPU- LICAN	DEMO- CRAT	INDEP- ENDENT	REPU- LICAN	DEMO- CRAT	INDEP- ENDENT	REPU- LICAN	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17	18/ OLDER
Total	500	7	85	12	82	67	54	84	136	67	303	45	117	95	91	313	93	107	115	54
LIBERAL	20.3	20.0	29.4	15.5	5.4	42.2	21.7	6.7	29.3	15.7	21.1	19.3	24.6	17.3	24.1	20.0	18.6	16.4	24.6	15.2
VERY	7.1	-	10.3	-	0.9	17.6	7.1	1.6	12.0	2.1	8.2	7.7	8.7	11.0	8.3	6.8	9.0	5.7	9.5	2.6
SOMEWHAT	13.2	20.0	19.1	15.5	4.5	24.6	14.7	5.1	17.3	13.6	12.9	11.5	15.9	6.3	15.8	13.2	9.6	10.7	15.1	12.6
MODERATE	29.9	23.9	37.9	54.4	10.6	29.5	43.0	16.0	40.1	42.3	27.3	31.9	33.1	32.5	15.3	30.1	30.3	32.3	24.0	30.6
SOMEWHAT	22.0	-	20.4	15.5	32.0	19.1	17.0	31.8	16.5	15.6	24.7	27.7	21.3	27.8	27.7	18.2	17.0	20.4	18.0	17.5
VERY	22.1	36.5	2.1	14.6	50.6	2.7	9.3	41.2	8.8	19.1	20.4	20.8	16.8	17.4	21.5	26.0	27.7	22.9	31.1	27.8
CONSERVATIVE	44.1	36.5	22.5	30.1	82.7	21.8	26.3	72.9	25.3	34.7	45.2	48.6	38.1	45.2	49.2	44.2	44.7	43.4	49.1	45.4
DK/REFUSED	5.7	19.6	10.2	-	1.3	6.6	9.0	4.3	5.3	7.3	6.4	0.2	4.1	5.0	11.4	5.6	6.4	7.9	2.3	8.9
Mean	3.41	3.66	2.83	3.29	4.29	2.62	3.07	4.11	2.92	3.39	3.39	3.42	3.23	3.36	3.43	3.46	3.48	3.48	3.47	3.61

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30. 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		FEMALE ONLY		BOTH		MEN		WOMEN		GENDER			MEN		
		(CHILDREN)		(CHILDREN)		(CHILDREN)		(PARENT)		(PARENT)		(CHILDREN)					
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	95	94	106	116	101	103	134	124	169	189	170	205	121	64	90	51
LIBERAL	20.3	21.0	18.8	18.8	19.9	23.9	21.2	20.2	22.9	21.8	18.1	18.8	19.7	22.5	18.1	23.7	19.7
VERY	7.1	6.7	2.2	5.9	7.6	12.0	10.1	9.0	6.7	7.5	6.9	4.3	6.5	11.1	3.3	7.7	11.0
SOMEWHAT	13.2	14.3	16.6	12.9	12.2	11.8	11.1	11.1	16.2	14.4	11.2	14.6	13.2	11.4	14.7	16.0	8.8
MODERATE	29.9	27.0	27.2	27.4	33.1	26.5	29.4	25.1	22.4	29.1	35.2	28.7	30.5	29.1	18.9	26.0	31.1
SOMEWHAT	22.0	22.9	16.4	29.5	21.3	21.8	16.8	28.1	18.4	22.1	18.1	21.7	24.3	18.9	24.5	25.3	21.6
VERY	22.1	21.9	30.7	17.5	22.3	22.5	25.6	20.5	29.8	20.4	23.6	23.6	20.0	23.5	32.7	19.1	20.6
CONSERVATIVE	44.1	44.7	47.1	47.0	43.6	44.3	42.4	48.6	48.1	42.5	41.7	45.3	44.3	42.4	57.2	44.3	42.3
DK/REFUSED	5.7	7.2	6.8	6.8	3.5	5.4	7.0	6.2	6.6	6.6	5.0	7.1	5.5	6.0	5.8	6.0	6.9
Mean	3.41	3.42	3.61	3.43	3.40	3.33	3.40	3.43	3.52	3.36	3.42	3.49	3.40	3.34	3.73	3.34	3.35

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

	TOTAL	WOMEN			AREA			INCOME						INCOME					
		MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL	UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k
Total	500	105	114	69	105	100	290	28	41	61	55	67	144	69	328	130	267	253	144
LIBERAL	20.3	19.3	16.6	24.5	22.7	28.5	16.3	29.3	36.5	10.4	14.3	16.3	17.7	33.6	15.5	22.7	16.6	19.1	17.7
VERY	7.1	4.8	5.5	11.1	9.2	5.8	6.9	7.7	3.8	4.0	3.7	10.6	5.8	5.4	6.1	4.7	6.6	6.1	5.8
SOMEWHAT	13.2	14.5	11.1	13.4	13.5	22.7	9.4	21.6	32.7	6.4	10.7	5.7	11.9	28.2	9.4	17.9	10.1	13.1	11.9
MODERATE	29.9	34.7	34.1	27.7	32.7	31.8	28.3	27.8	17.6	35.9	26.8	23.0	35.8	21.7	31.7	28.4	30.7	26.6	35.8
SOMEWHAT	22.0	20.1	23.5	16.9	21.1	17.4	24.0	25.9	21.9	17.5	27.0	27.7	22.0	23.5	23.2	20.7	24.5	23.9	22.0
VERY	22.1	18.0	20.8	25.6	18.1	19.8	24.4	10.7	21.7	25.9	23.6	29.2	20.7	17.2	23.9	21.3	23.5	23.9	20.7
CONSERVATIVE	44.1	38.1	44.3	42.5	39.2	37.2	48.4	36.7	43.6	43.4	50.6	56.9	42.8	40.8	47.1	42.0	48.0	47.8	42.8
DK/REFUSED	5.7	7.9	5.0	5.3	5.3	2.5	7.0	6.2	2.3	10.4	8.2	3.9	3.7	3.9	5.8	7.0	4.7	6.4	3.7
Mean	3.41	3.35	3.45	3.34	3.27	3.23	3.53	3.11	3.25	3.61	3.61	3.62	3.42	3.20	3.52	3.39	3.51	3.50	3.42



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

	TOTAL	EDUCATION							MEN				WOMEN				MARITAL STATUS		
		LESS/	Some	High	Some	COL-	Col-	Post	NOT	COL-	Col-	Post	NOT	COL-	Col-	Post	SINGLE	MARRY	DIV-
		COLLEG	High	School	Col-	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.			ORCED
		GRAD.	School	Grad.	lege	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.		GRAD.	GRAD.	Grad.				
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	193	13	83	97	303	191	113	80	127	80	47	113	176	110	66	33	407	38
LIBERAL	20.3	20.6	4.4	26.5	17.7	20.3	18.1	24.1	22.5	21.6	17.6	28.4	19.2	19.4	18.5	21.1	32.0	18.3	29.7
VERY	7.1	5.1	4.4	2.7	7.3	8.4	7.5	9.9	3.2	11.1	11.1	11.2	6.5	6.4	4.9	9.0	6.9	6.7	11.8
SOMEWHAT	13.2	15.5	-	23.9	10.4	11.9	10.6	14.2	19.4	10.4	6.5	17.2	12.7	13.0	13.6	12.1	25.1	11.6	17.9
MODERATE	29.9	25.6	51.3	26.5	21.4	32.6	30.7	35.7	16.4	29.8	29.3	30.8	32.2	34.6	31.8	39.3	26.9	29.9	30.2
SOMEWHAT	22.0	21.1	2.4	13.2	30.4	22.6	26.4	16.1	25.3	22.7	28.4	13.1	18.2	22.4	24.9	18.2	17.5	22.2	21.8
VERY	22.1	22.8	16.2	25.0	21.8	21.9	22.2	21.5	27.0	22.2	22.6	21.5	19.9	21.7	21.8	21.5	13.1	24.2	13.4
CONSERVATIVE	44.1	44.0	18.6	38.2	52.2	44.5	48.6	37.5	52.3	45.0	51.0	34.6	38.0	44.1	46.8	39.7	30.6	46.4	35.2
DK/REFUSED	5.7	9.8	25.7	8.7	8.6	2.6	2.6	2.6	8.8	3.6	2.1	6.3	10.6	1.9	3.0	-	10.4	5.4	4.9
Mean	3.41	3.46	3.35	3.37	3.54	3.39	3.46	3.26	3.59	3.36	3.46	3.18	3.36	3.41	3.47	3.31	3.05	3.48	3.07

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

	TOTAL	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	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	181	227	329	72	337	158	36	105	148	36	189	69	56	20	272	84
LIBERAL	20.3	18.1	18.5	16.5	17.7	19.2	23.2	7.0	26.8	16.8	45.5	21.0	16.9	15.1	25.3	19.8	27.6
VERY	7.1	7.6	6.1	4.3	6.1	6.5	8.8	3.9	8.3	6.9	10.3	6.2	7.3	-	9.0	8.1	8.3
SOMEWHAT	13.2	10.6	12.4	12.1	11.6	12.6	14.4	3.1	18.5	9.9	35.2	14.8	9.6	15.1	16.3	11.7	19.3
MODERATE	29.9	27.1	32.0	27.6	33.3	27.4	34.7	27.9	38.5	27.7	15.1	27.2	50.9	23.1	50.1	27.8	36.3
SOMEWHAT	22.0	24.1	20.7	24.4	24.7	24.5	17.0	19.0	18.3	24.8	21.0	24.2	16.8	34.6	24.6	23.0	17.1
VERY	22.1	24.7	23.9	26.0	20.2	25.7	14.1	35.8	6.3	28.2	8.4	23.7	5.2	21.1	-	26.6	7.9
CONSERVATIVE	44.1	48.8	44.6	50.4	44.9	50.1	31.1	54.7	24.6	53.0	29.4	47.9	22.0	55.7	24.6	49.6	24.9
DK/REFUSED	5.7	5.9	5.0	5.5	4.1	3.3	11.1	10.4	10.2	2.5	10.1	3.9	10.2	6.1	-	2.8	11.2
Mean	3.41	3.51	3.46	3.59	3.43	3.52	3.15	3.89	2.95	3.59	2.80	3.46	3.03	3.66	2.90	3.50	2.97

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

	TOTAL	AGE			AGE				MEN			
		UNDER 40	41-55	OVER 55	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 40	OVER 40	UNDER 55	OVER 55
Total	500	90	353	43	90	396	442	43	33	173	187	19
LIBERAL	20.3	19.0	19.7	30.0	19.0	20.8	19.5	30.0	24.9	21.6	21.4	29.1
VERY	7.1	3.8	7.5	14.1	3.8	8.2	6.7	14.1	10.4	7.7	8.3	6.7
SOMEWHAT	13.2	15.1	12.2	15.9	15.1	12.6	12.8	15.9	14.5	13.9	13.1	22.5
MODERATE	29.9	27.3	30.0	28.6	27.3	29.8	29.4	28.6	28.7	24.1	24.3	30.0
SOMEWHAT	22.0	29.3	22.2	10.1	29.3	20.9	23.6	10.1	25.5	23.6	24.7	16.6
VERY	22.1	15.9	23.5	22.8	15.9	23.4	22.0	22.8	10.6	25.8	23.8	18.2
CONSERVATIVE	44.1	45.2	45.7	32.9	45.2	44.3	45.6	32.9	36.1	49.4	48.5	34.8
DK/REFUSED	5.7	8.5	4.7	8.4	8.5	5.1	5.5	8.4	10.4	5.0	5.8	6.0
Mean	3.41	3.42	3.44	3.13	3.42	3.41	3.44	3.13	3.13	3.48	3.45	3.18

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

	TOTAL		WOMEN				GENDER	
			UNDER	OVER	UNDER	OVER	MALE	FEMALE
			40	40	55	55		
Total	500	57	223	256	24	210	290	
LIBERAL	20.3	15.5	20.2	18.2	30.7	21.7	19.3	
VERY	7.1	-	8.6	5.6	20.0	8.0	6.5	
SOMEWHAT	13.2	15.5	11.6	12.6	10.7	13.7	12.8	
MODERATE	29.9	26.5	34.3	33.2	27.5	25.1	33.3	
SOMEWHAT	22.0	31.6	18.7	22.9	5.0	23.8	20.7	
VERY	22.1	19.0	21.6	20.6	26.5	23.6	21.0	
CONSERVATIVE	44.1	50.6	40.3	43.4	31.5	47.4	41.7	
DK/REFUSED	5.7	7.4	5.2	5.2	10.3	5.8	5.7	
Mean	3.41	3.58	3.35	3.42	3.08	3.44	3.39	

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31. WITH WHICH POLITICAL PARTY ARE YOU REGISTERED?

	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	YES	NO/ NOT YET	
Total	500	158	65	18	75	142	60	82	89	45	44	21	57	33	301	197	241	204	35	467	33	
REPUBLICAN	33.2	29.7	19.3	56.2	32.4	33.9	23.2	41.8	32.5	25.4	39.8	33.8	37.7	40.2	29.7	38.5	29.4	33.8	40.0	33.7	26.0	
DEMOCRAT	40.5	44.0	43.3	33.9	47.0	37.9	48.0	30.5	41.1	49.6	32.4	33.2	39.8	39.5	46.9	31.2	41.7	39.7	45.0	40.5	40.6	
INDEPENDENT/OTHER	24.3	26.1	37.0	8.0	20.9	26.9	28.0	26.1	23.0	20.4	25.5	26.9	18.3	17.0	21.5	28.4	26.5	24.8	12.4	23.9	30.3	
INDEPENDENT	21.3	23.2	31.5	8.0	19.6	23.3	26.7	20.8	20.4	20.4	20.4	26.9	14.9	13.8	19.8	23.9	22.4	22.9	9.2	20.9	27.0	
OTHER	3.0	2.9	5.5	-	1.3	3.6	1.3	5.3	2.6	-	5.2	-	3.4	3.3	1.7	4.5	4.1	1.9	3.2	3.0	3.3	
DK/REFUSED	2.0	0.2	0.4	1.8	-0.3	1.3	0.8	1.6	3.4	4.6	2.2	6.0	4.2	3.3	2.0	1.9	2.3	1.6	2.6	1.9	3.1	

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31. WITH WHICH POLITICAL PARTY ARE YOU REGISTERED?

	TOTAL	TALK ABOUT ALCOHOL			TALKED WITH		RESEARCHED		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN			APPROPRIATE AGE FOR			
		ABUSE WITH YOUR			CHILD./LAST		UNDERAGED		YOUR COMMUNITY				WILL DRINK ALCOHOL			YOUR CHILDREN TO TRY			
		CHILDREN			FEW MONTHS		DRINKING									ALCOHOL			
		FREQU-	SOME-	RARELY	YES	NO	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	14-	15-17	18/
		ENTLY	TIMES						LEM	ious		PROB-	ERNED			ALL	LESS		OVER
												LEM							
Total	500	199	192	73	398	62	122	375	434	219	215	36	294	80	214	201	20	36	390
REPUBLICAN	33.2	34.6	31.7	34.4	34.8	25.9	32.5	33.7	33.4	32.1	34.8	23.4	37.2	29.0	40.3	28.1	19.7	35.0	33.8
DEMOCRAT	40.5	46.0	36.1	38.6	39.3	46.8	44.5	39.5	40.2	43.1	37.2	52.3	36.9	47.4	32.9	45.9	57.2	29.9	40.0
INDEPENDENT/OTHER	24.3	18.2	29.9	24.4	24.2	24.9	22.3	24.4	24.4	23.5	25.4	22.7	24.1	21.2	25.3	23.7	20.6	35.2	24.4
INDEPENDENT	21.3	15.2	27.2	20.9	21.4	20.2	19.9	21.2	21.6	21.6	21.6	16.3	21.2	18.4	22.3	20.5	20.6	32.0	21.3
OTHER	3.0	3.0	2.7	3.5	2.8	4.7	2.5	3.2	2.8	1.9	3.8	6.4	2.9	2.8	3.0	3.2	-	3.2	3.1
DK/REFUSED	2.0	1.2	2.3	2.5	1.7	2.4	0.7	2.5	2.0	1.4	2.6	1.6	1.8	2.4	1.5	2.3	2.5	-0.1	1.7

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31. WITH WHICH POLITICAL PARTY ARE YOU REGISTERED?

	TOTAL	MANY CHILDREN START DRINKIN BEFORE AGE 15			CHILDREN DRINKING BEFORE 15 YEARS OLD			SEEN TV ADS STOP UNDERAGE DRINKING		RADIO ADS STOP UNDERAGE DRINKING		ONLINE ADS STOP UNDERAGE DRINKING		UNDERAGE DRINKING ADS				M.L. TO TALK WITH YOUR CHILDREN ABOUT UNDERAGE DRINKING		
		AWARE	UN- AWARE	PROB- LEM	Crisis lem	Prob- lem	NOT A PROB- LEM	YES	NO	YES	NO	YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	MORE LIKELY	LESS LIKELY	NO DIFF.
Total	500	455	41	471	193	278	19	242	256	129	358	92	402	207	139	100	37	223	1	59
REPUBLICAN	33.2	32.8	38.8	34.1	32.5	35.3	14.5	32.3	34.3	29.2	35.2	37.4	32.6	33.5	36.5	33.4	26.2	31.8	91.0	39.6
DEMOCRAT	40.5	40.7	39.2	39.5	45.8	35.1	63.2	41.5	39.9	45.8	38.9	46.5	38.5	40.2	36.3	39.8	57.7	42.4	-	37.3
INDEPENDENT/OTHER	24.3	24.7	19.0	24.3	20.0	27.3	23.1	24.9	23.1	23.5	23.7	14.4	26.8	23.2	26.6	24.7	14.4	25.0	-	20.3
INDEPENDENT	21.3	21.8	13.7	21.4	19.5	22.7	23.1	22.2	19.8	20.1	20.8	12.2	23.5	20.3	22.9	20.9	14.4	21.6	-	19.0
OTHER	3.0	2.8	5.3	2.9	0.5	4.5	-	2.6	3.4	3.4	3.0	2.2	3.2	2.9	3.7	3.8	-	3.4	-	1.4
DK/REFUSED	2.0	1.9	3.1	2.1	1.6	2.4	-0.8	1.3	2.6	1.6	2.2	1.7	2.1	3.1	0.6	2.1	1.6	0.8	9.0	2.8

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31. WITH WHICH POLITICAL PARTY ARE YOU REGISTERED?

	TOTAL	SEEN TV AD W/ MOTHER AT FUNERAL HOME		SEEN TV AD W/ FATHER FEEDIN HIS SON		SEEN TV ADS			HEARD OF TALKITOUTNC .ORG		VISITED TALKITOUTNC .ORG		OFTEN ADULTS IN HOUSEHOLD DRINK								
		YES	NO	YES	NO	0 OF 2	1 OF 2	2 OF 2	YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY	Rarely	Never
Total	500	250	247	251	240	188	106	195	138	352	26	460	144	82	62	76	40	36	279	124	155
REPUBLICAN	33.2	33.0	33.8	33.7	33.0	34.6	28.8	34.9	35.5	32.3	27.6	33.5	33.5	36.8	29.1	37.8	30.4	45.9	31.9	30.2	33.3
DEMOCRAT	40.5	37.8	42.2	39.6	41.1	40.8	43.9	37.4	39.9	40.4	55.3	39.3	35.1	34.6	35.7	36.8	49.3	23.0	44.0	41.9	45.6
INDEPENDENT/OTHER	24.3	27.7	21.2	25.1	23.3	21.5	25.8	26.2	22.9	25.3	15.5	25.2	30.0	28.1	32.5	24.3	20.2	28.8	21.5	24.1	19.4
INDEPENDENT	21.3	24.7	18.2	22.1	20.1	18.3	23.0	23.1	18.0	23.2	11.5	22.2	25.9	24.4	28.0	23.0	20.2	26.1	18.5	20.8	16.7
OTHER	3.0	3.0	3.0	3.0	3.1	3.2	2.8	3.1	4.9	2.1	4.1	3.0	4.1	3.7	4.5	1.3	-	2.7	2.9	3.3	2.6
DK/REFUSED	2.0	1.4	2.8	1.6	2.7	3.1	1.5	1.6	1.7	2.0	1.5	2.0	1.4	0.5	2.6	1.2	0.1	2.3	2.7	3.9	1.7



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31. WITH WHICH POLITICAL PARTY ARE YOU REGISTERED?

	TOTAL	SOCIAL NETWORKS						IDEOLOGY						PARTY			WHITE			
		USE	Face-	You-	Inst-	DON'T	LIB-	Very	Smwt.	MOD-	Smwt.	Very	CONSER	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
		SOCIAL	book	Tube	agram	USE	ERAL			ERATE			VATIVE	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
		MEDIA				SOCIAL										/OTHER			/OTHER	
Total	500	377	295	29	13	122	101	35	66	149	110	111	221	166	203	106	15	139	94	96
REPUBLICAN	33.2	31.5	33.9	21.8	24.0	38.2	9.9	6.0	12.0	14.8	48.1	68.9	58.5	100.0	-	-	-	100.0	-	-
DEMOCRAT	40.5	41.5	39.4	52.9	51.3	36.7	66.9	79.2	60.4	49.6	32.0	12.4	22.2	-	100.0	-	-	-	100.0	-
INDEPENDENT/OTHER	24.3	25.5	25.7	23.4	18.6	20.9	22.0	14.8	25.9	34.7	17.9	16.2	17.0	-	-	100.0	100.0	-	-	100.0
INDEPENDENT	21.3	22.3	22.2	20.3	18.6	18.5	19.8	11.5	24.2	30.5	16.0	15.3	15.6	-	-	100.0	-	-	-	91.1
OTHER	3.0	3.2	3.4	3.2	-	2.4	2.2	3.3	1.7	4.2	1.9	0.9	1.4	-	-	-	100.0	-	-	8.9
DK/REFUSED	2.0	1.4	1.1	1.8	6.1	4.3	1.2	-0.0	1.8	0.9	1.9	2.5	2.2	-	-	-	-	-	-	-

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31. WITH WHICH POLITICAL PARTY ARE YOU REGISTERED?

	TOTAL	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	14/YOUNGER	11/YOUNGER	12	13	14	15/OLDER	15	16	17	18/OLDER
Total	500	7	85	12	82	67	54	84	136	67	303	45	117	95	91	313	93	107	115	54
REPUBLICAN	33.2	100.0	-	-	100.0	-	-	100.0	-	-	32.9	44.4	21.9	38.4	32.0	35.9	31.9	38.5	39.0	31.8
DEMOCRAT	40.5	-	100.0	-	-	100.0	-	-	100.0	-	38.4	43.9	43.7	33.3	42.4	37.3	39.1	34.0	36.2	34.5
INDEPENDENT/OTHER	24.3	-	-	100.0	-	-	100.0	-	-	100.0	26.2	9.0	31.7	26.0	23.4	24.3	26.4	25.3	21.6	30.6
INDEPENDENT	21.3	-	-	88.3	-	-	80.7	-	-	93.3	22.9	9.0	29.4	22.0	18.0	21.2	25.1	20.5	19.9	25.0
OTHER	3.0	-	-	11.7	-	-	19.3	-	-	6.7	3.4	-	2.2	4.0	5.4	3.1	1.2	4.8	1.7	5.6
DK/REFUSED	2.0	-	-	-	-	-	-	-	-	-	2.5	2.7	2.8	2.3	2.2	2.6	2.6	2.2	3.2	3.1

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31. WITH WHICH POLITICAL PARTY ARE YOU REGISTERED?

	TOTAL	MALE ONLY		FEMALE ONLY		BOTH		MEN		WOMEN		GENDER			MEN		
		(CHILDREN)		(CHILDREN)		(CHILDREN)		(PARENT)		(PARENT)		(CHILDREN)					
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	95	94	106	116	101	103	134	124	169	189	170	205	121	64	90	51
REPUBLICAN	33.2	30.0	39.8	34.9	34.0	34.0	34.2	39.0	45.2	28.1	29.8	32.4	33.0	33.6	45.3	35.4	39.0
DEMOCRAT	40.5	50.8	44.2	31.4	33.9	34.6	34.7	29.1	29.4	45.8	42.5	50.9	34.6	35.5	36.7	24.9	36.1
INDEPENDENT/OTHER	24.3	15.0	13.3	31.5	28.7	30.3	29.3	28.9	22.5	24.1	25.4	13.9	29.4	29.3	14.7	34.7	24.2
INDEPENDENT	21.3	13.3	9.8	28.6	26.9	24.8	25.0	23.1	18.3	22.7	23.0	11.4	27.4	24.7	9.7	32.4	16.2
OTHER	3.0	1.6	3.4	2.9	1.8	5.5	4.3	5.8	4.2	1.4	2.4	2.5	2.0	4.6	5.0	2.3	8.0
DK/REFUSED	2.0	4.2	2.7	2.2	3.4	1.2	1.8	3.0	2.9	2.1	2.3	2.8	3.1	1.6	3.4	5.0	0.7

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## 31. WITH WHICH POLITICAL PARTY ARE YOU REGISTERED?

	TOTAL	WOMEN			AREA			INCOME						INCOME					
		MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL	UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k
Total	500	105	114	69	105	100	290	28	41	61	55	67	144	69	328	130	267	253	144
REPUBLICAN	33.2	24.6	31.1	29.6	27.7	31.1	35.3	13.9	16.9	28.4	35.0	45.2	36.0	15.7	36.3	21.7	38.1	30.9	36.0
DEMOCRAT	40.5	59.6	42.2	35.1	52.3	41.9	35.8	57.9	50.1	47.1	39.9	40.2	32.5	53.2	38.1	50.4	36.0	45.4	32.5
INDEPENDENT/OTHER	24.3	13.4	25.3	33.0	18.1	23.6	26.7	19.2	29.8	23.7	23.5	13.4	28.7	25.5	23.8	24.7	23.8	21.4	28.7
INDEPENDENT	21.3	12.4	23.4	30.9	18.1	20.2	22.7	15.1	23.6	18.7	22.5	13.4	24.4	20.2	20.7	19.5	21.2	18.5	24.4
OTHER	3.0	0.9	1.8	2.1	-	3.4	4.0	4.1	6.2	5.0	1.1	-	4.3	5.3	3.0	5.2	2.6	2.9	4.3
DK/REFUSED	2.0	2.4	1.5	2.3	2.0	3.5	2.3	9.1	3.3	0.7	1.6	1.2	2.7	5.6	1.8	3.3	2.1	2.4	2.7

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## 31. WITH WHICH POLITICAL PARTY ARE YOU REGISTERED?

	TOTAL	EDUCATION							MEN				WOMEN				MARITAL STATUS		
		LESS/	Some	High	Some	COL-	Col-	Post	NOT	COL-	Col-	Post	NOT	COL-	Col-	Post	SINGLE	MARRY	DIV-
		COLLEG	High	School	Col-	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.			ORCED
		GRAD.	School	Grad.	lege	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.		GRAD.	GRAD.	Grad.				
Total	500	193	13	83	97	303	191	113	80	127	80	47	113	176	110	66	33	407	38
REPUBLICAN	33.2	36.0	18.2	31.8	41.9	31.5	35.0	25.5	47.6	34.2	36.5	30.1	27.7	29.5	33.9	22.2	10.5	35.8	22.0
DEMOCRAT	40.5	35.5	63.2	33.0	33.9	43.3	40.6	47.9	28.1	34.1	36.0	31.0	40.8	50.0	44.0	60.0	68.1	37.2	42.9
INDEPENDENT/OTHER	24.3	25.4	11.7	32.4	21.3	23.1	21.7	25.6	20.9	28.2	23.2	36.9	28.5	19.5	20.6	17.5	15.2	24.6	31.4
INDEPENDENT	21.3	22.2	11.7	26.2	20.3	20.4	18.3	23.8	17.2	22.8	17.0	32.7	25.8	18.6	19.3	17.5	15.2	22.1	19.8
OTHER	3.0	3.2	-	6.2	1.0	2.8	3.4	1.8	3.8	5.5	6.2	4.3	2.7	0.8	1.3	-	-	2.5	11.6
DK/REFUSED	2.0	3.1	6.9	2.8	2.9	2.1	2.7	1.0	3.4	3.4	4.3	1.9	3.0	1.0	1.5	0.3	6.1	2.3	3.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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31. WITH WHICH POLITICAL PARTY ARE YOU REGISTERED?

	TOTAL	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	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	181	227	329	72	337	158	36	105	148	36	189	69	56	20	272	84
REPUBLICAN	33.2	41.9	31.0	37.2	33.5	41.3	16.1	45.6	6.2	45.4	11.4	38.0	3.5	34.6	14.5	42.7	2.8
DEMOCRAT	40.5	31.1	42.1	37.6	44.9	27.9	66.6	35.9	80.7	22.8	72.8	31.8	84.9	16.4	68.5	29.9	84.8
INDEPENDENT/OTHER	24.3	24.1	25.0	23.0	20.2	28.3	14.1	11.6	11.8	28.1	15.8	28.5	9.7	44.7	17.0	25.1	10.8
INDEPENDENT	21.3	19.8	24.0	20.8	16.0	25.8	10.7	8.5	10.4	23.6	15.8	27.5	7.6	37.2	9.7	23.5	10.8
OTHER	3.0	4.2	1.1	2.2	4.2	2.5	3.4	3.1	1.4	4.5	-	1.0	2.1	7.5	7.3	1.6	-
DK/REFUSED	2.0	2.9	1.8	2.2	1.4	2.5	3.2	6.9	1.3	3.6	-	1.7	2.0	4.3	-	2.3	1.6

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31. WITH WHICH POLITICAL PARTY ARE YOU REGISTERED?

	TOTAL				AGE				AGE				MEN			
	UNDER 40	41-55	OVER 55		UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 40	OVER 40	UNDER 55	OVER 55
Total	500	90	353	43	90	396	442	43	33	173	187	19				
REPUBLICAN	33.2	27.9	34.3	31.5	27.9	34.0	33.0	31.5	45.9	37.9	38.9	41.7				
DEMOCRAT	40.5	29.9	41.9	51.2	29.9	42.9	39.4	51.2	14.4	35.4	31.5	37.4				
INDEPENDENT/OTHER	24.3	37.6	21.9	11.6	37.6	20.7	25.1	11.6	33.2	23.6	26.4	13.2				
INDEPENDENT	21.3	28.3	20.4	9.4	28.3	19.2	22.0	9.4	18.6	20.7	21.6	8.4				
OTHER	3.0	9.3	1.5	2.1	9.3	1.5	3.1	2.1	14.6	3.0	4.9	4.8				
DK/REFUSED	2.0	4.6	1.9	5.7	4.6	2.4	2.5	5.7	6.5	3.1	3.2	7.8				

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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31. WITH WHICH POLITICAL PARTY ARE YOU REGISTERED?

	TOTAL		WOMEN				GENDER	
			UNDER	OVER	UNDER	OVER	MALE	FEMALE
			40	40	55	55		
Total	500	57	223	256	24	210	290	
REPUBLICAN	33.2	17.4	31.0	28.7	23.4	39.3	28.8	
DEMOCRAT	40.5	39.0	48.7	45.3	62.3	31.7	46.9	
INDEPENDENT/OTHER	24.3	40.2	18.5	24.1	10.3	25.8	23.2	
INDEPENDENT	21.3	34.0	18.1	22.3	10.3	20.8	21.6	
OTHER	3.0	6.2	0.4	1.8	-	5.0	1.6	
DK/REFUSED	2.0	3.5	1.8	2.0	4.0	3.2	1.2	



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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32. 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	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	YES	NO/ NOT YET		
Total	500	158	65	18	75	142	60	82	89	45	44	21	57	33	301	197	241	204	35	467	33	
14/YOUNGER	60.7	59.6	56.7	56.4	62.8	62.5	61.7	63.1	61.9	70.3	53.2	69.2	61.9	47.3	49.8	78.0	65.7	59.7	38.6	58.9	85.6	
10/YOUNGER	2.8	3.8	2.6	1.2	5.4	1.3	2.6	0.4	2.8	3.3	2.3	5.3	1.8	5.1	1.1	5.5	4.0	1.6	-	2.7	3.9	
11	6.2	4.2	3.4	4.6	4.8	8.6	8.7	8.6	9.0	15.4	2.5	-	6.7	-	5.7	6.8	6.9	5.5	5.6	5.5	15.8	
12	23.3	25.8	26.8	39.3	21.6	20.0	23.7	17.2	22.9	27.9	17.7	43.1	23.0	15.6	17.7	32.3	27.6	20.2	16.6	22.0	41.7	
13	19.0	17.5	12.6	11.3	23.2	23.9	17.2	28.7	15.3	20.8	9.7	17.3	22.2	11.4	13.4	27.9	18.7	19.6	19.1	18.0	33.5	
14	18.2	16.3	17.7	25.3	13.0	17.9	18.7	17.3	20.7	18.1	23.3	26.6	15.8	20.8	13.3	25.9	15.9	22.9	10.7	19.0	7.5	
15/OLDER	62.6	60.5	65.9	54.7	57.1	66.1	62.5	68.8	60.7	45.0	76.7	54.3	61.3	70.3	49.9	82.8	59.7	63.7	79.8	65.0	28.2	
15	18.7	19.8	19.1	17.9	20.8	25.5	32.1	20.6	16.8	15.7	17.9	15.9	6.8	11.3	10.5	31.4	21.6	16.8	5.1	19.0	13.7	
16	21.5	20.6	26.8	22.5	14.7	22.4	11.1	30.7	16.3	17.2	15.4	20.1	20.8	38.0	13.9	33.4	23.1	22.2	13.5	22.0	15.0	
17	23.0	22.9	24.0	25.6	21.2	20.4	17.3	22.8	22.9	4.8	41.4	22.8	30.6	22.3	18.7	29.9	18.2	24.5	51.5	24.3	4.4	
18/OLDER	10.9	7.7	7.3	9.2	7.7	13.8	15.2	12.8	15.0	11.3	18.9	8.2	8.3	8.6	6.9	17.1	7.4	15.2	13.0	11.1	8.5	
REFUSED	2.0	2.9	-1.1	6.0	5.6	0.5	0.8	0.2	2.9	3.5	2.3	3.5	1.1	2.2	1.1	2.1	1.7	0.8	3.4	1.6	8.0	
Mean	14.52	14.42	14.60	14.42	14.26	14.58	14.42	14.70	14.53	13.77	15.23	14.16	14.55	14.89	14.50	14.54	14.25	14.74	15.25	14.60	13.35	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	TALK ABOUT ALCOHOL ABUSE WITH YOUR CHILDREN			TALKED WITH CHILD./LAST FEW MONTHS		RESEARCHED UNDERAGED DRINKING		UNDERAGED DRINKING IN YOUR COMMUNITY				CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL			APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL			
		FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	14- LESS	15-17	18/ OVER
Total	500	199	192	73	398	62	122	375	434	219	215	36	294	80	214	201	20	36	390
14/YOUNGER	60.7	56.7	63.7	52.1	59.5	52.9	58.9	61.3	59.2	53.7	64.8	71.6	63.2	62.1	63.6	57.7	63.7	74.3	60.0
10/YOUNGER	2.8	2.5	3.3	2.0	2.7	3.3	2.6	2.9	3.0	2.4	3.6	-0.3	3.0	0.4	3.9	2.7	-	-	2.8
11	6.2	5.1	5.1	7.6	5.9	1.6	8.5	5.4	5.9	6.3	5.6	5.6	7.5	9.5	6.8	4.3	6.1	7.4	6.5
12	23.3	19.3	25.6	19.8	21.7	27.0	24.8	22.7	23.5	22.8	24.2	14.9	23.4	20.5	24.5	23.2	25.7	39.5	22.9
13	19.0	16.9	19.6	15.2	19.1	7.2	11.8	21.5	17.6	16.3	18.8	32.0	20.0	16.2	21.5	18.0	11.5	20.2	19.1
14	18.2	20.4	18.3	17.5	18.4	21.7	21.4	17.3	17.5	12.7	22.3	31.2	18.8	22.9	17.3	17.7	26.6	18.8	18.5
15/OLDER	62.6	69.4	61.7	61.3	66.7	59.2	65.0	61.5	63.8	66.7	60.8	61.8	61.5	60.8	61.8	63.2	66.1	50.8	63.6
15	18.7	22.7	16.8	14.7	20.3	12.8	20.4	17.9	18.7	24.1	13.1	18.4	18.6	19.5	18.2	16.7	15.3	12.6	19.0
16	21.5	22.2	21.6	22.0	23.1	15.5	20.1	22.1	23.2	22.7	23.8	5.5	25.4	26.3	25.0	16.3	23.9	24.3	22.3
17	23.0	21.8	25.0	30.5	24.1	28.7	23.1	22.8	23.3	23.1	23.4	30.7	18.4	13.9	20.0	30.4	20.1	12.7	24.8
18/OLDER	10.9	14.0	8.1	9.0	10.5	14.7	14.7	9.7	11.3	11.0	11.6	11.9	10.0	7.9	10.8	12.5	13.7	11.8	8.3
REFUSED	2.0	1.7	1.3	2.1	1.3	3.6	1.5	2.2	2.3	2.1	2.5	-1.9	1.4	2.1	1.1	3.1	6.4	-0.8	2.3
Mean	14.52	14.71	14.44	14.70	14.59	14.79	14.60	14.49	14.56	14.63	14.50	14.62	14.40	14.42	14.40	14.69	14.68	14.17	14.49

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	MANY CHILDREN START DRINKIN BEFORE AGE 15			CHILDREN DRINKING BEFORE 15 YEARS OLD			SEEN TV ADS STOP UNDERAGE DRINKING		RADIO ADS STOP UNDERAGE DRINKING		ONLINE ADS STOP UNDERAGE DRINKING		UNDERAGE DRINKING ADS				M.L. TO TALK WITH YOUR CHILDREN ABOUT UNDERAGE DRINKING		
		AWARE	UN- AWARE	PROB- LEM	Crisis lem	Prob- lem	NOT A PROB- LEM	YES	NO	YES	NO	YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	MORE LIKELY	LESS LIKELY	NO DIFF.
Total	500	455	41	471	193	278	19	242	256	129	358	92	402	207	139	100	37	223	1	59
14/YOUNGER	60.7	58.8	77.9	61.5	59.0	63.3	34.8	58.9	62.3	60.6	61.2	58.9	61.6	62.3	61.2	57.6	64.2	59.4	-	61.1
10/YOUNGER	2.8	3.1	-	3.0	2.4	3.4	-	2.4	3.2	0.6	3.7	1.1	3.3	3.1	5.4	-	-	1.9	-	5.8
11	6.2	5.1	18.5	6.0	3.7	7.7	4.9	6.5	5.9	5.2	6.7	8.5	5.7	6.2	5.8	7.5	6.4	7.3	-	2.7
12	23.3	22.4	29.2	23.6	23.1	24.0	24.7	22.9	23.4	21.3	23.8	23.9	23.2	22.0	26.8	19.7	23.0	24.3	-	21.5
13	19.0	18.3	26.1	20.0	17.8	21.5	-	15.6	22.5	16.4	20.1	16.2	19.8	23.8	16.4	12.4	23.1	16.4	-	13.2
14	18.2	18.8	14.0	18.4	20.4	16.9	5.2	17.9	18.7	25.4	16.3	16.5	18.9	20.2	12.3	22.4	26.6	16.4	-	21.5
15/OLDER	62.6	63.6	51.5	62.6	66.5	59.9	72.8	65.1	60.4	61.4	62.5	61.1	62.4	59.8	65.9	59.8	65.1	61.4	100.0	73.8
15	18.7	19.0	13.9	19.1	24.7	15.3	12.2	17.0	20.1	13.6	19.8	16.2	18.9	20.4	19.7	9.1	23.1	17.1	9.0	15.5
16	21.5	21.4	20.8	21.7	22.2	21.3	25.1	23.5	19.8	23.1	20.9	29.3	20.0	17.5	22.7	27.8	23.7	21.9	37.6	31.0
17	23.0	24.2	12.4	22.7	24.6	21.4	31.7	22.9	23.4	22.4	23.4	21.2	23.4	24.9	20.7	24.9	19.9	20.9	53.4	26.5
18/OLDER	10.9	10.3	15.2	10.6	8.7	12.0	18.6	13.9	8.2	14.3	9.6	6.4	11.6	7.9	14.4	10.0	12.6	12.1	-	16.3
REFUSED	2.0	2.2	-	1.7	1.3	1.9	6.1	1.4	2.5	0.3	2.6	4.8	1.4	2.6	0.5	3.6	-0.3	1.0	-	2.7
Mean	14.52	14.56	14.09	14.49	14.61	14.41	15.37	14.66	14.40	14.75	14.43	14.49	14.51	14.40	14.47	14.79	14.58	14.54	16.44	14.82

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	SEEN TV AD W/ MOTHER AT FUNERAL HOME		SEEN TV AD W/ FATHER FEEDIN HIS SON		SEEN TV ADS			HEARD OF TALKITOUTNC .ORG		VISITED TALKITOUTNC .ORG		OFTEN ADULTS IN HOUSEHOLD DRINK								
		YES	NO	YES	NO	0 OF 2	1 OF 2	2 OF 2	YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY	Rarely	Never
Total	500	250	247	251	240	188	106	195	138	352	26	460	144	82	62	76	40	36	279	124	155
14/YOUNGER	60.7	60.1	61.1	57.2	64.0	62.6	62.3	57.2	60.0	60.8	51.4	61.2	66.7	67.7	65.5	66.4	66.8	66.0	55.7	59.5	52.6
10/YOUNGER	2.8	3.2	2.4	2.0	3.1	3.1	1.8	2.5	2.2	3.2	-	2.7	2.4	2.2	2.7	3.6	3.2	4.0	2.8	3.3	2.4
11	6.2	7.1	4.8	5.9	6.2	5.2	6.7	6.5	6.0	6.4	7.9	6.2	3.4	3.0	4.0	9.8	14.8	4.3	6.6	6.8	6.4
12	23.3	22.1	24.3	23.6	22.2	23.0	23.9	21.8	20.1	24.3	18.0	23.7	31.8	36.3	25.8	23.5	24.7	22.2	18.5	21.2	16.4
13	19.0	17.7	20.1	14.3	23.8	22.4	20.0	15.1	20.3	18.2	17.8	18.8	23.1	21.4	25.3	21.4	18.7	24.4	16.4	15.1	17.4
14	18.2	17.8	18.9	17.4	19.7	19.6	19.2	17.4	16.4	19.2	12.0	18.7	14.4	15.1	13.6	18.8	15.0	23.0	20.1	21.3	19.0
15/OLDER	62.6	62.4	63.2	63.7	61.9	63.1	61.8	63.7	61.9	63.3	77.9	61.1	61.3	66.4	54.6	56.4	51.0	62.3	65.2	61.4	68.2
15	18.7	20.2	17.4	19.1	18.4	17.7	19.1	19.7	20.6	18.2	17.6	19.0	19.9	27.6	9.9	8.0	5.3	11.0	21.0	16.0	25.0
16	21.5	23.8	19.4	23.6	19.6	19.3	20.2	24.9	21.5	22.0	39.3	20.1	27.4	29.7	24.3	22.2	16.8	28.0	18.4	22.2	15.3
17	23.0	20.6	25.3	22.5	23.9	25.5	22.7	21.5	17.9	24.9	26.9	22.8	18.6	16.9	20.8	23.1	24.3	21.8	25.4	20.7	29.2
18/OLDER	10.9	11.0	11.0	11.9	10.0	11.0	8.4	12.4	10.9	11.0	15.5	10.5	7.5	8.7	5.9	9.5	8.9	10.1	13.1	11.7	14.2
REFUSED	2.0	2.3	1.9	2.8	1.4	1.8	1.2	3.0	2.2	1.9	4.1	2.0	1.3	1.7	0.8	2.7	0.6	4.9	2.3	3.4	1.4
Mean	14.52	14.51	14.55	14.65	14.44	14.52	14.45	14.64	14.52	14.53	15.04	14.49	14.34	14.36	14.31	14.30	14.13	14.46	14.69	14.53	14.80

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

	TOTAL	SOCIAL NETWORKS						IDEOLOGY						PARTY			WHITE			
		USE SOCIAL MEDIA	Face- book	You- Tube	Inst- agram	DON'T USE SOCIAL	LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	
Total	500	377	295	29	13	122	101	35	66	149	110	111	221	166	203	106	15	139	94	96
14/YOUNGER	60.7	61.5	60.2	68.7	59.4	56.7	63.1	69.8	59.5	55.5	68.1	56.1	62.1	60.1	57.5	65.2	67.9	58.1	55.4	67.1
10/YOUNGER	2.8	2.4	2.2	-	-	4.3	4.9	4.7	5.1	2.9	3.5	1.0	2.2	2.4	4.7	-	-	2.0	2.9	-
11	6.2	6.2	5.3	21.9	-	6.0	3.6	5.1	2.8	6.7	7.8	7.4	7.6	9.6	5.0	3.8	-	7.8	1.1	1.4
12	23.3	24.2	23.4	21.7	18.8	19.7	28.3	28.7	28.1	25.8	22.6	17.7	20.2	15.4	25.2	32.3	17.4	17.2	28.5	33.4
13	19.0	18.8	17.1	34.7	29.2	19.1	16.2	29.6	9.0	20.7	24.0	15.0	19.5	22.0	15.7	19.7	25.3	18.5	15.2	21.3
14	18.2	20.0	19.0	22.7	21.2	12.8	21.6	21.4	21.8	9.4	22.9	17.7	20.3	17.5	19.1	15.4	33.0	18.2	17.6	16.9
15/OLDER	62.6	62.5	62.6	48.9	62.7	63.6	61.7	60.1	62.5	63.1	51.9	73.7	62.8	67.7	57.6	62.2	64.7	68.7	63.1	59.3
15	18.7	18.2	18.5	16.1	28.4	20.2	17.1	23.7	13.5	18.9	14.4	23.4	18.9	17.9	18.0	22.0	7.7	18.4	25.7	13.5
16	21.5	22.7	22.7	23.7	-	18.1	17.4	17.4	17.4	23.2	20.0	22.3	21.1	24.9	18.0	20.7	34.6	24.3	16.0	23.8
17	23.0	22.4	22.7	7.1	34.3	25.4	27.9	30.7	26.4	18.5	18.8	32.4	25.6	27.1	20.6	21.5	13.0	28.4	25.7	20.6
18/OLDER	10.9	10.7	10.4	17.0	9.2	11.5	8.2	4.0	10.4	11.2	8.7	13.7	11.2	10.4	9.3	12.8	20.5	10.3	6.7	8.2
REFUSED	2.0	1.5	1.9	-0.5	6.3	4.6	1.9	4.5	0.6	2.9	0.8	2.6	1.7	3.8	2.6	-	7.2	3.2	1.4	-
Mean	14.52	14.51	14.58	14.05	14.72	14.57	14.40	14.23	14.50	14.42	14.24	14.94	14.60	14.65	14.34	14.56	14.91	14.73	14.50	14.46

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

	TOTAL	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17	18/ OLDER
Total	500	7	85	12	82	67	54	84	136	67	303	45	117	95	91	313	93	107	115	54
14/YOUNGER	60.7	76.1	61.0	56.3	63.4	58.5	71.5	56.9	57.0	60.7	100.0	100.0	100.0	100.0	100.0	40.3	44.5	47.4	34.4	29.6
10/YOUNGER	2.8	-	8.1	-	4.8	6.8	-	-	3.7	-	4.6	31.4	4.2	1.1	1.1	2.8	4.7	3.2	2.0	0.6
11	6.2	16.7	4.4	13.6	12.0	5.4	1.9	7.3	4.8	4.4	10.1	68.6	1.4	8.0	-	2.5	2.8	2.3	2.3	6.7
12	23.3	-	22.3	11.7	12.1	27.4	28.0	18.6	24.1	32.4	38.5	14.7	100.0	6.9	15.5	14.2	20.2	15.7	9.4	12.1
13	19.0	59.4	16.3	15.5	28.4	16.3	30.8	15.7	15.3	11.9	31.4	19.3	5.6	100.0	8.3	13.5	19.0	14.7	10.0	4.1
14	18.2	20.0	20.6	15.5	16.2	21.2	19.3	18.9	18.0	16.1	30.0	2.2	12.1	8.0	100.0	12.7	6.2	18.4	15.7	11.3
15/OLDER	62.6	63.7	49.0	70.9	67.9	54.6	51.4	67.5	59.1	71.5	41.6	36.9	38.2	44.2	43.6	100.0	100.0	100.0	100.0	100.0
15	18.7	19.8	13.7	45.6	20.1	11.7	18.5	15.8	21.1	21.7	13.7	15.7	16.1	18.6	6.4	29.8	100.0	8.2	11.8	19.3
16	21.5	23.9	20.5	14.6	21.7	13.7	20.0	28.1	20.2	24.3	16.8	13.4	14.4	16.7	21.7	34.3	9.4	100.0	8.7	24.7
17	23.0	20.0	10.5	25.3	24.7	25.2	14.9	29.4	18.4	24.9	13.0	11.2	9.3	12.1	19.8	36.8	14.6	9.4	100.0	10.7
18/OLDER	10.9	-	10.7	43.7	13.0	15.2	7.2	7.9	6.4	19.0	5.3	8.9	5.6	2.3	6.8	17.4	11.3	12.5	5.1	100.0
REFUSED	2.0	-	4.2	-	4.0	4.9	2.0	3.5	1.5	-	-	-	-	-	-	-	-	-	-	-
Mean	14.52	14.11	14.08	15.32	14.49	14.35	14.28	14.83	14.33	14.85	13.65	12.30	13.18	13.73	14.51	15.30	14.61	15.17	15.83	16.37

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

	TOTAL	MALE ONLY (CHILDREN)		FEMALE ONLY (CHILDREN)		BOTH (CHILDREN)		MEN (PARENT)		WOMEN (PARENT)		GENDER (CHILDREN)			MEN		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	95	94	106	116	101	103	134	124	169	189	170	205	121	64	90	51
14/YOUNGER	60.7	100.0	22.9	100.0	17.7	100.0	81.4	100.0	44.6	100.0	37.6	55.9	51.9	83.5	61.6	55.0	87.2
10/YOUNGER	2.8	1.8	0.2	3.1	1.6	9.0	6.4	6.3	3.9	3.3	2.1	1.0	1.6	7.5	2.3	1.6	10.9
11	6.2	10.9	1.0	8.6	0.7	11.2	5.9	11.3	4.2	9.2	1.4	6.1	4.5	9.3	4.8	6.1	12.7
12	23.3	35.1	7.6	41.4	5.8	39.1	29.6	33.9	9.8	42.1	17.1	19.6	21.5	32.6	20.2	23.8	21.3
13	19.0	30.2	10.6	30.3	5.6	32.7	24.8	39.2	21.3	25.2	8.3	16.9	15.7	27.3	22.2	16.5	45.7
14	18.2	27.5	4.8	29.2	6.3	33.7	27.0	28.9	13.9	30.9	11.9	15.4	15.2	28.1	15.3	14.8	30.1
15/OLDER	62.6	22.8	100.0	19.2	100.0	83.5	100.0	41.2	100.0	42.0	100.0	55.5	56.4	85.6	52.9	52.6	82.5
15	18.7	5.9	29.0	6.6	23.9	28.8	37.3	14.0	29.1	13.5	30.3	16.1	13.5	31.9	15.9	10.9	31.2
16	21.5	7.8	31.9	8.4	30.7	34.4	40.6	14.0	31.5	19.0	36.2	17.7	17.3	34.7	12.0	15.9	32.9
17	23.0	4.9	36.5	7.4	37.2	26.8	36.6	12.9	38.2	13.1	35.8	20.3	21.0	31.3	24.3	17.8	30.5
18/OLDER	10.9	4.4	11.0	0.5	19.0	11.3	21.5	5.8	19.9	4.9	15.8	6.1	10.7	18.4	9.5	11.8	15.4
REFUSED	2.0	-	-	-	-	-	-	-	-	-	-	1.4	1.6	0.6	1.2	2.7	-
Mean	14.52	13.31	15.63	13.20	15.87	14.13	14.77	13.57	15.23	13.72	15.36	14.48	14.60	14.48	14.49	14.44	14.28

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

	TOTAL	WOMEN			AREA			INCOME						INCOME					
		MALE	FEMALE	BOTH	CITY	SUBURB	SMALL	UNDER	\$20k-	\$40k-	\$60k-	\$75k-	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER
		ONLY	ONLY				CITY/ RURAL	\$20k	\$40k	\$60k	\$75k	\$100k	\$100k	\$40k	\$40k	\$60k	\$60k	\$100k	\$100k
Total	500	105	114	69	105	100	290	28	41	61	55	67	144	69	328	130	267	253	144
14/YOUNGER	60.7	52.3	49.6	80.7	59.9	60.8	60.9	59.9	78.3	55.9	61.5	52.2	62.8	70.9	59.1	63.8	59.9	60.2	62.8
10/YOUNGER	2.8	0.2	1.6	5.1	3.0	3.1	2.7	1.1	3.5	1.8	-	3.0	3.3	2.5	2.4	2.2	2.5	1.9	3.3
11	6.2	6.9	3.2	6.9	7.5	9.9	4.5	2.3	5.4	2.8	4.9	5.6	8.0	4.1	6.0	3.5	6.7	4.3	8.0
12	23.3	19.3	19.7	41.0	29.2	26.1	20.1	17.6	35.8	24.5	22.0	17.0	27.0	28.4	23.6	26.6	23.4	23.0	27.0
13	19.0	13.6	15.1	13.8	14.0	16.3	21.8	22.1	15.7	10.9	26.0	27.7	14.7	18.3	18.6	14.8	20.3	20.7	14.7
14	18.2	15.4	15.4	26.6	18.4	14.9	19.5	25.0	22.2	22.0	18.8	5.0	19.6	23.3	16.9	22.7	15.8	17.1	19.6
15/OLDER	62.6	57.1	59.5	88.0	59.3	59.3	64.5	59.9	45.2	68.4	65.4	73.4	61.2	51.2	65.7	59.3	65.1	64.4	61.2
15	18.7	16.2	15.6	32.5	23.1	18.0	17.3	5.3	9.3	20.0	20.0	22.0	21.5	7.7	21.1	13.5	21.3	17.2	21.5
16	21.5	21.2	18.5	36.1	19.2	18.6	23.2	19.9	13.7	28.0	26.9	18.4	23.7	16.2	24.0	21.8	23.0	22.0	23.7
17	23.0	17.8	23.5	31.9	17.9	19.0	26.4	19.8	22.9	19.7	21.3	38.7	19.0	21.7	23.6	20.7	24.5	25.7	19.0
18/OLDER	10.9	4.0	9.8	20.6	7.2	11.6	11.2	24.0	12.8	14.6	1.6	8.5	10.8	17.3	9.5	16.0	8.3	10.9	10.8
REFUSED	2.0	1.5	0.7	1.1	1.0	2.8	2.4	-	2.6	-	-	1.9	0.6	1.6	0.6	0.8	0.8	0.9	0.6
Mean	14.52	14.47	14.73	14.65	14.24	14.32	14.66	14.95	14.24	14.80	14.42	14.78	14.40	14.52	14.55	14.66	14.50	14.64	14.40



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

	TOTAL	EDUCATION							MEN				WOMEN				MARITAL STATUS		
		LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	SINGLE	MARRY	DIV- ORCED
Total	500	193	13	83	97	303	191	113	80	127	80	47	113	176	110	66	33	407	38
14/YOUNGER	60.7	63.9	71.8	56.3	69.3	58.1	57.3	59.4	67.8	61.2	57.9	66.8	61.1	55.9	56.9	54.1	66.2	60.5	49.6
10/YOUNGER	2.8	2.8	16.2	1.1	2.5	2.9	2.0	4.4	3.8	4.3	2.7	6.9	2.1	1.8	1.4	2.5	10.3	2.2	-
11	6.2	6.0	1.8	6.7	5.9	6.0	5.3	7.2	5.8	7.4	8.1	6.3	6.1	5.0	3.3	7.8	-	6.9	1.7
12	23.3	21.0	38.3	26.3	14.3	25.1	21.6	30.9	17.3	24.8	18.3	35.9	23.8	25.2	24.0	27.4	34.0	22.4	19.7
13	19.0	22.5	16.7	16.5	28.4	16.6	17.5	15.1	29.8	21.5	21.1	22.1	17.3	13.1	14.8	10.1	18.5	19.8	13.6
14	18.2	19.2	12.7	11.3	26.7	17.0	19.9	12.1	19.8	17.3	19.1	14.2	18.7	16.7	20.4	10.6	26.4	17.4	14.6
15/OLDER	62.6	62.0	48.5	75.1	52.6	62.4	64.5	58.9	63.1	56.6	58.5	53.5	61.1	66.6	68.8	62.8	48.3	63.0	72.9
15	18.7	16.6	26.8	18.1	13.9	19.7	19.5	19.9	18.0	16.4	16.6	16.1	15.5	22.0	21.7	22.6	21.4	19.0	17.7
16	21.5	22.0	35.7	25.3	17.2	20.7	20.7	20.6	17.7	19.1	17.9	21.1	25.0	21.9	22.8	20.3	12.9	20.7	29.4
17	23.0	22.7	-	26.3	22.7	23.3	27.0	17.2	23.0	22.3	28.9	11.2	22.5	24.1	25.7	21.4	8.2	24.7	18.8
18/OLDER	10.9	13.3	14.0	16.1	10.9	9.5	8.9	10.5	16.8	8.8	7.1	11.8	10.9	9.9	10.1	9.6	16.5	10.0	22.3
REFUSED	2.0	1.9	12.0	1.4	1.0	2.8	3.3	2.0	2.5	4.5	5.8	2.3	1.6	1.6	1.5	1.7	4.8	2.6	-
Mean	14.52	14.57	13.79	14.79	14.50	14.49	14.63	14.23	14.57	14.28	14.50	13.92	14.58	14.64	14.72	14.48	13.96	14.54	15.19

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

	TOTAL	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	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	181	227	329	72	337	158	36	105	148	36	189	69	56	20	272	84
14/YOUNGER	60.7	65.0	56.9	54.5	72.0	59.7	61.8	67.5	61.3	63.9	58.9	56.4	62.6	86.8	65.3	55.0	59.7
10/YOUNGER	2.8	4.7	0.2	2.5	2.1	1.8	5.2	3.9	6.5	3.9	4.9	0.1	7.4	3.6	-	1.5	8.1
11	6.2	7.5	6.4	5.2	4.1	3.9	10.5	23.1	6.2	4.5	5.4	3.4	6.7	8.9	-	3.0	7.8
12	23.3	21.2	23.3	18.4	41.8	25.2	18.6	19.2	19.4	25.3	10.4	25.2	24.2	35.5	15.2	23.8	20.7
13	19.0	26.9	14.1	17.3	19.3	18.3	19.4	24.7	18.6	23.7	23.3	14.1	16.1	24.2	31.4	16.7	14.4
14	18.2	17.9	17.1	17.8	18.7	17.5	20.0	14.8	20.4	15.9	29.4	18.7	15.6	24.0	25.3	16.8	19.5
15/OLDER	62.6	60.2	65.3	67.5	43.7	64.3	58.2	68.0	53.2	57.6	57.9	69.6	50.7	50.9	66.5	66.4	50.8
15	18.7	17.6	20.2	20.7	15.0	19.3	16.2	11.8	17.7	17.2	14.1	21.0	19.5	21.3	-	19.6	22.1
16	21.5	19.4	21.7	23.0	13.5	21.6	21.3	24.6	20.3	19.7	14.1	23.1	23.7	12.9	34.7	23.4	17.3
17	23.0	23.7	25.6	25.5	13.5	25.6	17.9	28.5	12.7	23.4	18.8	27.4	9.4	20.8	31.8	25.7	8.4
18/OLDER	10.9	10.3	9.7	12.3	8.0	8.6	15.8	21.7	14.4	8.5	21.0	8.6	10.9	5.9	8.7	9.0	16.0
REFUSED	2.0	4.3	1.3	2.6	4.5	1.8	3.7	3.3	3.4	2.3	5.4	1.4	2.3	-	-	1.7	4.2
Mean	14.52	14.34	14.71	14.76	13.91	14.59	14.40	14.46	14.31	14.36	14.68	14.77	14.10	13.94	14.94	14.70	14.16

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

	TOTAL	AGE			AGE				MEN			
		UNDER	41-55	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER
		40		55	40	40	55	55	40	40	55	55
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	90	353	43	90	396	442	43	33	173	187	19
14/YOUNGER	60.7	80.4	58.8	35.3	80.4	56.3	63.2	35.3	81.5	60.6	66.1	43.5
10/YOUNGER	2.8	2.5	2.8	4.3	2.5	3.0	2.8	4.3	5.0	4.0	4.5	1.0
11	6.2	7.2	5.9	3.2	7.2	5.6	6.1	3.2	7.2	6.8	6.8	7.1
12	23.3	33.2	22.3	15.7	33.2	21.5	24.5	15.7	18.8	22.2	22.6	12.0
13	19.0	24.4	17.6	9.6	24.4	16.7	19.0	9.6	37.2	22.2	25.8	13.4
14	18.2	23.0	18.4	11.5	23.0	17.7	19.4	11.5	22.6	17.8	18.2	21.7
15/OLDER	62.6	55.2	62.9	71.0	55.2	63.8	61.3	71.0	52.2	60.5	59.0	60.3
15	18.7	15.9	20.2	13.0	15.9	19.4	19.3	13.0	14.4	17.2	17.4	10.0
16	21.5	19.1	22.0	24.0	19.1	22.2	21.4	24.0	16.9	19.0	18.2	23.0
17	23.0	22.4	21.8	29.2	22.4	22.6	21.9	29.2	21.5	23.0	22.2	28.6
18/OLDER	10.9	10.1	11.5	8.0	10.1	11.2	11.3	8.0	8.8	12.6	13.2	-
REFUSED	2.0	1.2	2.3	3.0	1.2	2.4	2.1	3.0	3.2	3.3	2.9	6.7
Mean	14.52	14.23	14.56	14.90	14.23	14.60	14.49	14.90	14.16	14.46	14.38	14.67

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

	TOTAL	WOMEN				GENDER	
						MALE	FEMALE
		UNDER 140	OVER 140	UNDER 155	OVER 155		
Total	500	57	223	256	24	210	290
14/YOUNGER	60.7	79.8	52.9	61.1	28.8	63.9	58.4
10/YOUNGER	2.8	0.9	2.3	1.5	7.0	4.1	1.9
11	6.2	7.2	4.6	5.6	—	7.2	5.4
12	23.3	41.7	21.0	25.8	18.7	21.6	24.6
13	19.0	16.9	12.4	14.0	6.6	25.1	14.7
14	18.2	23.3	17.6	20.2	3.5	18.4	18.1
15/OLDER	62.6	56.9	66.3	63.0	79.5	59.0	65.2
15	18.7	16.8	21.1	20.7	15.4	17.2	19.7
16	21.5	20.4	24.6	23.7	24.7	18.6	23.6
17	23.0	22.9	22.3	21.8	29.6	22.6	23.4
18/OLDER	10.9	10.9	10.0	9.8	14.4	11.8	10.3
REFUSED	2.0	—	1.7	1.4	—	3.4	0.9
Mean	14.52	14.27	14.71	14.57	15.08	14.39	14.62

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33. 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	10/ LESS	11-14	15/ OVER	YES	NO/ NOT YET
Total	500	158	65	18	75	142	60	82	89	45	44	21	57	33	301	197	241	204	35	467	33
MALE ONLY	34.0	38.7	50.9	44.3	26.9	29.3	28.3	30.1	22.8	23.3	22.2	31.9	49.6	35.5	44.0	19.1	34.3	34.1	33.8	34.1	32.7
FEMALE ONLY	40.9	40.0	30.3	39.1	48.6	39.8	44.4	36.5	46.8	41.8	52.0	44.8	33.5	44.8	55.0	20.0	39.2	39.6	49.4	41.1	38.7
BOTH	24.1	21.4	19.9	17.2	23.8	30.4	26.5	33.2	26.4	28.4	24.4	23.4	16.7	17.5	1.0	59.8	25.6	25.2	16.2	24.1	25.3
DK/REFUSED	1.0	-0.2	-1.1	-0.7	0.8	0.5	0.8	0.2	4.0	6.6	1.4	-	0.1	2.2	0.1	1.1	0.8	1.1	0.7	0.8	3.3

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33. 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 WITH		RESEARCHED		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR		
		ABUSE WITH YOUR			CHILD./LAST		UNDERAGED		YOUR COMMUNITY				WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY		
		CHILDREN			FEW MONTHS		DRINKING										ALCOHOL		
		FREQU-	SOME-	RARELY	YES	NO	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	14-	15-17	18/
		ENTLY	TIMES						LEM	ious		PROB-	ERNED			ALL	LESS		OVER
												LEM							
Total	500	199	192	73	398	62	122	375	434	219	215	36	294	80	214	201	20	36	390
MALE ONLY	34.0	33.2	35.7	33.5	33.4	39.0	30.8	35.2	35.7	35.9	35.5	23.8	35.6	44.2	32.4	32.3	40.7	31.7	34.6
FEMALE ONLY	40.9	40.6	37.9	50.9	40.4	42.4	39.0	41.5	38.2	37.8	38.7	58.4	38.0	32.6	40.1	43.7	34.7	47.2	39.9
BOTH	24.1	25.1	26.0	14.6	25.4	18.4	28.7	22.5	24.9	25.5	24.2	19.6	25.1	20.9	26.7	23.3	24.6	21.9	24.2
DK/REFUSED	1.0	1.2	0.3	1.0	0.9	0.3	1.5	0.8	1.2	0.8	1.6	-1.9	1.3	2.4	0.8	0.7	-	-0.8	1.3

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33. 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	MANY CHILDREN START DRINKIN BEFORE AGE 15			CHILDREN DRINKING BEFORE 15 YEARS OLD			SEEN TV ADS STOP UNDERAGE DRINKING		RADIO ADS STOP UNDERAGE DRINKING		ONLINE ADS STOP UNDERAGE DRINKING		UNDERAGE DRINKING ADS				M.L. TO TALK WITH YOUR CHILDREN ABOUT UNDERAGE DRINKING		
		AWARE	UN- AWARE	PROB- LEM	Crisis	Prob- lem	NOT A LEM	YES	NO	YES	NO	YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	MORE LIKELY	LESS LIKELY	NO DIFF.
Total	500	455	41	471	193	278	19	242	256	129	358	92	402	207	139	100	37	223	1	59
MALE ONLY	34.0	34.1	32.1	33.9	35.7	32.7	42.6	36.1	31.9	31.5	34.7	44.5	31.9	31.8	33.6	39.3	35.0	33.8	-	42.6
FEMALE ONLY	40.9	40.8	46.5	40.7	39.2	41.7	34.4	39.6	42.0	41.8	40.9	32.7	42.6	43.8	40.5	37.2	38.2	42.4	100.0	27.7
BOTH	24.1	24.0	21.4	24.2	24.3	24.2	25.2	24.3	24.2	26.5	23.2	21.4	24.7	22.6	25.7	23.0	27.2	24.0	-	27.0
DK/REFUSED	1.0	1.1	-	1.2	0.9	1.4	-2.2	-0.0	1.9	0.3	1.1	1.4	0.9	1.8	0.2	0.5	-0.3	-0.3	-	2.7

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33. 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	SEEN TV AD W/		SEEN TV AD W/		SEEN TV ADS			HEARD OF		VISITED		OFTEN ADULTS IN HOUSEHOLD DRINK									
		MOTHER AT		FATHER FEEDIN						TALKITOUTNC	TALKITOUTNC											
		FUNERAL HOME		HIS SON						.ORG	.ORG			REGU-	2+	Once A	NOT	Every	Once A	RARELY	Rarely	Never
		YES	NO	YES	NO	0 OF 2	1 OF 2	2 OF 2	YES	NO	YES	NO	REGU-	Times/	Week	REGU-	Couple	Week				
													LARLY	Week		LARLY	Weeks					
Total	500	250	247	251	240	188	106	195	138	352	26	460	144	82	62	76	40	36	279	124	155	
MALE ONLY	34.0	32.6	35.3	35.6	31.8	32.2	37.5	33.4	27.3	35.9	18.7	34.3	34.4	27.6	43.4	33.9	40.0	27.2	33.3	32.8	33.8	
FEMALE ONLY	40.9	40.6	41.2	38.5	43.9	44.5	35.8	40.3	46.9	39.2	48.7	41.1	41.0	42.0	39.7	47.1	49.2	44.8	39.4	39.6	39.2	
BOTH	24.1	25.9	22.2	24.5	23.7	22.5	25.4	25.1	25.3	23.7	28.5	23.6	24.4	30.8	16.1	18.3	12.0	25.3	25.7	24.5	26.6	
DK/REFUSED	1.0	0.9	1.2	1.4	0.7	0.8	1.3	1.1	0.5	1.1	4.1	0.9	0.1	-0.3	0.8	0.7	-1.2	2.7	1.6	3.1	0.4	



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33. 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	SOCIAL NETWORKS						IDEOLOGY						PARTY			WHITE			
		USE	Face-	You-	Inst-	DON'T	LIB-	Very	Smwt.	MOD-	Smwt.	Very	CONSER	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
		SOCIAL	book	Tube	agram	USE	ERAL			ERATE			VATIVE	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
		MEDIA				SOCIAL										/OTHER			/OTHER	
Total	500	377	295	29	13	122	101	35	66	149	110	111	221	166	203	106	15	139	94	96
MALE ONLY	34.0	36.6	38.1	21.1	38.3	26.4	31.5	20.4	37.5	32.6	33.6	36.2	34.9	33.2	42.7	18.1	28.0	32.0	52.1	20.9
FEMALE ONLY	40.9	36.6	35.7	47.2	42.6	52.5	39.7	37.4	41.0	41.9	45.2	37.1	41.1	40.7	34.9	52.6	27.8	42.4	25.2	53.9
BOTH	24.1	26.4	25.3	32.2	19.2	17.4	26.8	37.8	20.9	23.5	20.8	25.6	23.2	24.4	21.2	27.9	37.0	24.0	22.7	23.7
DK/REFUSED	1.0	0.4	0.9	-0.5	-	3.6	1.9	4.5	0.6	2.0	0.5	1.1	0.8	1.8	1.2	1.3	7.2	1.6	-	1.5

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33. 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	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	11/YOUNGER	12	13	14	15/OLDER	15	16	17	18/OLDER
Total	500	7	85	12	82	67	54	84	136	67	303	45	117	95	91	313	93	107	115	54
MALE ONLY	34.0	43.7	39.0	13.6	35.4	35.5	17.4	31.0	46.2	20.9	31.3	26.7	28.5	30.1	28.7	30.1	29.3	28.0	29.9	19.0
FEMALE ONLY	40.9	36.3	40.2	31.0	38.8	33.8	57.7	42.5	35.5	43.0	35.1	27.8	37.7	33.8	34.1	36.9	29.6	33.0	37.3	40.2
BOTH	24.1	20.0	18.5	55.4	24.2	27.7	22.9	24.6	18.0	34.0	33.2	45.4	33.7	34.6	37.2	33.0	41.3	39.0	32.8	40.8
DK/REFUSED	1.0	-	2.3	-	1.6	3.0	2.0	1.9	0.4	2.1	0.5	-	-	1.5	-	-0.0	-0.2	-	-	-

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33. 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		FEMALE ONLY		BOTH		MEN		WOMEN		GENDER			MEN		
		(CHILDREN)		(CHILDREN)		(CHILDREN)		(PARENT)		(PARENT)		(CHILDREN)					
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	95	94	106	116	101	103	134	124	169	189	170	205	121	64	90	51
MALE ONLY	34.0	100.0	100.0	-	-	-	-	29.6	27.5	32.6	31.8	100.0	-	-	100.0	-	-
FEMALE ONLY	40.9	-	-	100.0	100.0	-	-	37.0	38.4	33.5	36.0	-	100.0	-	-	100.0	-
BOTH	24.1	-	-	-	-	100.0	100.0	33.3	34.1	33.1	32.3	-	-	100.0	-	-	100.0
DK/REFUSED	1.0	-	-	-	-	-	-	-	-	0.8	-0.1	-	-	-	-	-	-

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33. 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	WOMEN			AREA			INCOME						INCOME					
		MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL	UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k
Total	500	105	114	69	105	100	290	28	41	61	55	67	144	69	328	130	267	253	144
MALE ONLY	34.0	100.0	-	-	42.2	37.7	29.5	27.3	23.6	37.4	34.6	41.1	34.2	25.1	36.3	30.9	36.0	34.4	34.2
FEMALE ONLY	40.9	-	100.0	-	39.1	37.4	43.0	57.1	45.2	36.8	46.0	32.4	41.3	50.0	39.4	43.8	40.0	41.2	41.3
BOTH	24.1	-	-	100.0	18.9	22.0	26.6	15.6	28.5	25.9	19.4	26.5	24.5	23.3	24.3	24.5	24.0	23.9	24.5
DK/REFUSED	1.0	-	-	-	-0.2	2.8	0.9	-	2.6	-	-	-	-	1.6	-	0.8	-	0.4	-

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33. 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	EDUCATION							MEN				WOMEN				MARITAL STATUS		
		LESS/	Some	High	Some	COL-	Col-	Post	NOT	COL-	Col-	Post	NOT	COL-	Col-	Post	SINGLE	MARRY	DIV-
		COLLEG	High	School	Col-	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.			ORCED
		GRAD.	School	Grad.	lege	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.		GRAD.	GRAD.	Grad.				
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	193	13	83	97	303	191	113	80	127	80	47	113	176	110	66	33	407	38
MALE ONLY	34.0	34.8	43.5	29.9	37.9	33.0	35.7	28.5	30.5	30.2	34.2	23.3	37.9	35.1	36.7	32.3	25.4	36.3	19.8
FEMALE ONLY	40.9	42.8	40.1	45.5	41.0	40.1	37.0	45.2	43.3	43.4	38.9	51.1	42.5	37.7	35.7	41.1	61.6	36.7	60.5
BOTH	24.1	22.2	16.4	24.7	20.9	24.7	24.9	24.4	26.2	22.9	22.7	23.3	19.4	26.0	26.5	25.2	13.0	25.2	19.7
DK/REFUSED	1.0	0.1	-	-	0.2	2.2	2.4	1.8	-	3.5	4.2	2.3	0.2	1.3	1.1	1.5	-	1.8	-

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33. 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	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	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	181	227	329	72	337	158	36	105	148	36	189	69	56	20	272	84
MALE ONLY	34.0	32.0	39.7	33.4	34.4	34.7	30.8	23.2	36.4	32.8	24.4	36.1	42.8	32.3	25.9	35.2	39.5
FEMALE ONLY	40.9	37.8	35.8	41.3	41.3	40.9	41.9	43.8	39.0	44.0	41.2	38.4	37.8	38.4	42.2	41.3	37.3
BOTH	24.1	27.8	23.2	24.3	21.6	23.3	25.4	33.0	22.7	22.2	29.0	24.2	19.4	29.3	31.8	22.7	20.9
DK/REFUSED	1.0	2.5	1.2	1.0	2.7	1.2	1.9	-	1.9	0.9	5.4	1.3	-	-	-	0.9	2.4

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33. 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			AGE				MEN			
		UNDER 40	41-55	OVER 55	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 40	OVER 40	UNDER 55	OVER 55
Total	500	90	353	43	90	396	442	43	33	173	187	19
MALE ONLY	34.0	29.5	36.2	23.0	29.5	34.8	34.9	23.0	37.4	29.2	32.9	6.9
FEMALE ONLY	40.9	40.0	39.1	58.4	40.0	41.2	39.3	58.4	34.4	45.7	40.6	76.1
BOTH	24.1	29.3	23.4	18.6	29.3	22.9	24.6	18.6	25.0	23.8	24.7	17.0
DK/REFUSED	1.0	1.2	1.2	-	1.2	1.1	1.2	-	3.2	1.4	1.8	-

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33. 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		WOMEN				GENDER	
			UNDER	OVER	UNDER	OVER	MALE	FEMALE
			40	40	55	55		
Total	500	57	223	256	24	210	290	
MALE ONLY	34.0	24.9	39.1	36.3	35.9	30.7	36.3	
FEMALE ONLY	40.9	43.3	37.8	38.4	44.3	43.0	39.4	
BOTH	24.1	31.8	22.2	24.5	19.8	24.4	23.9	
DK/REFUSED	1.0	-	0.9	0.8	-	1.9	0.3	





# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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34. 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		APPROPRIATE TO			TALKED ABOUT	
															GRADES 6-12		START TALKING ABOUT	ALCOHOL ABUSE			
															1	2 OVER	10/	11-14	15/	YES	NO/
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST			LESS		OVER		NOT YET
Total	500	158	65	18	75	142	60	82	89	45	44	21	57	33	301	197	241	204	35	467	33
CITY	20.9	25.5	44.4	43.9	4.7	24.8	48.1	7.7	18.7	29.5	7.7	19.1	10.3	8.0	21.6	20.1	22.3	20.8	14.5	20.4	28.6
SUBURB	20.0	20.2	29.3	21.2	12.0	27.5	31.9	24.3	21.4	33.5	9.0	13.4	9.1	6.5	20.4	19.6	21.3	19.5	15.5	20.1	18.3
SMALL CITY/RURAL	58.0	54.4	26.4	35.6	83.2	46.2	18.8	66.2	58.2	35.8	81.0	67.5	77.4	86.5	56.8	60.1	56.2	58.6	65.6	59.2	41.8
DK/REFUSED	1.0	-0.1	-0.0	-0.7	-	1.6	1.2	1.9	1.7	1.2	2.3	-	3.2	-1.0	1.2	0.2	0.1	1.0	4.3	0.3	11.4

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34. 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   ABUSE WITH YOUR   CHILDREN			TALKED WITH   CHILD./LAST   FEW MONTHS		RESEARCHED   UNDERAGED   DRINKING		UNDERAGED DRINKING IN   YOUR COMMUNITY				CONCERNED YOUR CHILDREN   WILL DRINK ALCOHOL				APPROPRIATE AGE FOR   YOUR CHILDREN TO TRY   ALCOHOL		
		FREQU-   ENTLY	SOME-   TIMES	RARELY 	YES 	NO 	YES 	NO 	PROB-   LEM	Ser-   ious	Minor 	NOT A   PROB-   LEM	CONC-   ERNED	Very 	Smwt. 	NOT AT   ALL	14-   LESS	15-17 	18/   OVER
Total	500	199	192	73	398	62	122	375	434	219	215	36	294	80	214	201	20	36	390
CITY	20.9	21.6	21.1	14.3	21.3	14.3	23.3	20.0	21.4	25.9	16.8	25.7	20.0	19.4	20.2	21.2	7.0	22.4	22.2
SUBURB	20.0	21.4	18.0	22.9	19.5	24.7	17.3	21.1	19.9	17.0	22.8	29.2	21.8	20.9	22.1	17.3	40.6	23.2	19.3
SMALL CITY/RURAL	58.0	56.4	61.4	61.4	58.9	60.2	58.4	57.9	58.0	55.9	60.2	40.2	57.9	59.5	57.4	59.3	52.4	51.5	57.5
DK/REFUSED	1.0	0.6	-0.5	1.4	0.2	0.8	1.0	1.0	0.7	1.2	0.3	4.9	0.3	0.3	0.3	2.2	-	2.9	1.0

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34. 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	MANY CHILDREN START DRINKIN BEFORE AGE 15			CHILDREN DRINKING BEFORE 15 YEARS OLD			SEEN TV ADS STOP UNDERAGE DRINKING		RADIO ADS STOP UNDERAGE DRINKING		ONLINE ADS STOP UNDERAGE DRINKING		UNDERAGE DRINKING ADS				M.L. TO TALK WITH YOUR CHILDREN ABOUT UNDERAGE DRINKING		
		AWARE	UN- AWARE	PROB- LEM	Crisis	Prob- lem	NOT A PROB- LEM	YES	NO	YES	NO	YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	MORE LIKELY	LESS LIKELY	NO DIFF.
Total	500	455	41	471	193	278	19	242	256	129	358	92	402	207	139	100	37	223	1	59
CITY	20.9	21.4	17.8	21.5	18.8	23.3	19.1	21.2	20.1	26.6	18.6	20.5	20.8	19.8	15.1	34.5	11.2	21.8	37.6	20.7
SUBURB	20.0	19.3	29.9	19.4	19.8	19.2	26.1	23.8	16.6	18.9	20.6	20.4	20.2	17.0	27.2	14.9	27.6	24.4	-	17.8
SMALL CITY/RURAL	58.0	58.8	48.9	58.2	60.8	56.4	48.8	54.2	62.2	54.7	59.8	58.4	57.9	62.4	56.7	50.1	61.5	53.6	62.4	58.8
DK/REFUSED	1.0	0.5	3.3	0.9	0.5	1.2	6.0	0.9	1.2	-0.1	0.9	0.7	1.1	0.7	1.0	0.5	-0.3	0.2	-	2.7

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34. 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	SEEN TV AD W/ MOTHER AT FUNERAL HOME		SEEN TV AD W/ FATHER FEEDIN HIS SON		SEEN TV ADS			HEARD OF TALKITOUTNC .ORG		VISITED TALKITOUTNC .ORG		OFTEN ADULTS IN HOUSEHOLD DRINK								
		YES	NO	YES	NO	0 OF 2	1 OF 2	2 OF 2	YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY	Rarely	Never
Total	500	250	247	251	240	188	106	195	138	352	26	460	144	82	62	76	40	36	279	124	155
CITY	20.9	22.8	18.9	21.4	19.1	17.4	25.2	20.5	22.5	20.6	14.0	21.5	24.9	29.2	19.4	20.4	17.1	24.0	19.1	15.5	22.0
SUBURB	20.0	23.2	17.1	21.8	18.4	15.3	26.4	21.6	16.2	21.8	20.0	19.6	24.1	21.4	27.7	22.6	25.4	19.5	17.3	22.4	13.2
SMALL CITY/RURAL	58.0	53.7	62.1	56.4	60.7	65.2	47.2	57.8	61.7	56.0	66.0	57.7	48.7	47.9	49.6	56.3	58.7	53.7	63.0	61.5	64.3
DK/REFUSED	1.0	0.3	1.9	0.4	1.8	2.1	1.1	0.2	-0.4	1.6	-	1.2	2.3	1.5	3.3	0.7	-1.2	2.7	0.6	0.7	0.6

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34. 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	SOCIAL NETWORKS						IDEOLOGY						PARTY			WHITE			
		USE	Face-	You-	Inst-	DON'T	LIB-	Very	Smwt.	MOD-	Smwt.	Very	CONSER	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
		SOCIAL	book	Tube	agram	USE	ERAL			ERATE			VATIVE	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
		MEDIA				SOCIAL										/OTHER			/OTHER	
Total	500	377	295	29	13	122	101	35	66	149	110	111	221	166	203	106	15	139	94	96
CITY	20.9	20.6	18.6	36.9	26.1	22.3	23.4	27.2	21.4	23.0	20.1	17.2	18.6	17.5	27.0	17.7	-	15.4	20.1	17.3
SUBURB	20.0	20.8	20.7	26.1	9.2	17.8	28.1	16.4	34.4	21.3	15.8	17.9	16.9	18.7	20.7	19.0	22.8	16.8	25.7	19.3
SMALL CITY/RURAL	58.0	58.0	60.2	37.5	64.7	57.8	46.5	56.4	41.2	55.1	63.4	64.0	63.7	61.6	51.3	61.9	77.2	66.6	52.8	63.5
DK/REFUSED	1.0	0.7	0.5	-0.5	-	2.1	1.9	-	3.0	0.6	0.7	0.9	0.8	2.2	1.0	1.4	-	1.2	1.4	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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34. 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	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	11/YOUNGER	12	13	14	15/OLDER	15	16	17	18/OLDER
Total	500	7	85	12	82	67	54	84	136	67	303	45	117	95	91	313	93	107	115	54
CITY	20.9	43.7	34.0	13.6	26.0	27.0	15.9	9.0	27.0	15.3	20.7	24.5	26.2	15.4	21.1	19.8	26.0	18.7	16.3	13.9
SUBURB	20.0	-	14.4	25.3	12.6	17.3	11.7	24.8	22.4	25.7	20.1	29.0	22.4	17.2	16.4	19.0	19.3	17.4	16.5	21.4
SMALL CITY/RURAL	58.0	56.3	51.6	61.1	59.2	54.6	72.4	64.0	49.6	56.8	58.3	46.5	50.1	66.5	62.0	59.8	53.7	62.5	66.6	59.5
DK/REFUSED	1.0	-	-	-	2.2	1.0	-	2.2	0.9	2.3	1.0	-	1.3	1.0	0.5	1.4	1.0	1.4	0.6	5.2

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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34. 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		FEMALE ONLY		BOTH		MEN		WOMEN		GENDER			MEN		
		(CHILDREN)		(CHILDREN)		(CHILDREN)		(PARENT)		(PARENT)		(CHILDREN)					
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	95	94	106	116	101	103	134	124	169	189	170	205	121	64	90	51
CITY	20.9	27.1	27.0	18.9	20.0	16.7	13.1	22.8	23.6	19.0	17.4	26.0	20.0	16.4	26.5	26.2	16.3
SUBURB	20.0	21.5	22.8	21.8	16.0	17.2	18.8	13.8	17.2	25.0	20.2	22.2	18.3	18.3	15.9	12.8	15.0
SMALL CITY/RURAL	58.0	51.0	48.1	58.4	63.4	64.5	66.7	63.1	58.7	54.5	60.5	50.4	60.9	64.1	55.8	61.0	68.7
DK/REFUSED	1.0	0.5	2.1	0.9	0.6	1.5	1.5	0.3	0.6	1.4	2.0	1.4	0.8	1.3	1.8	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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34. 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	WOMEN			AREA			INCOME						INCOME					
		MALE	FEMALE	BOTH	CITY	SUBURB	SMALL	UNDER	\$20k-	\$40k-	\$60k-	\$75k-	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER
		ONLY	ONLY				CITY/ RURAL	\$20k	\$40k	\$60k	\$75k	\$100k	\$100k	\$40k	\$40k	\$60k	\$60k	\$100k	\$100k
Total	500	105	114	69	105	100	290	28	41	61	55	67	144	69	328	130	267	253	144
CITY	20.9	25.7	15.1	16.5	100.0	-	-	23.5	19.8	15.1	16.7	19.9	24.9	21.3	20.7	18.4	21.9	18.4	24.9
SUBURB	20.0	26.1	22.7	20.7	-	100.0	-	0.8	3.5	24.0	17.6	11.6	30.6	2.4	23.3	12.6	23.1	13.4	30.6
SMALL CITY/RURAL	58.0	47.1	60.8	60.6	-	-	100.0	75.7	76.7	60.9	65.8	65.2	44.5	76.3	55.4	69.0	54.1	67.3	44.5
DK/REFUSED	1.0	1.2	1.4	2.2	-	-	-	-	-	-	-	3.3	-	-	0.7	-	0.8	0.9	-



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34. 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	EDUCATION							MEN				WOMEN				MARITAL STATUS		
		LESS/	Some	High	Some	COL-	Col-	Post	NOT	COL-	Col-	Post	NOT	COL-	Col-	Post	SINGLE	MARRY	DIV-
		COLLEG	High	School	Col-	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.			ORCED
		GRAD.	School	Grad.	lege	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.		GRAD.	GRAD.	Grad.				
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	193	13	83	97	303	191	113	80	127	80	47	113	176	110	66	33	407	38
CITY	20.9	14.4	27.9	9.9	16.5	25.1	20.6	32.6	14.9	29.2	23.7	38.6	14.1	22.1	18.4	28.2	20.0	20.8	15.4
SUBURB	20.0	12.4	1.8	17.7	9.5	25.1	25.0	25.5	11.5	17.5	19.6	13.8	13.1	30.7	28.9	33.8	6.4	21.4	19.1
SMALL CITY/RURAL	58.0	71.3	58.7	70.9	73.3	49.2	53.4	42.0	73.5	52.5	55.4	47.5	69.7	46.7	51.9	38.0	73.7	56.4	65.6
DK/REFUSED	1.0	1.8	11.7	1.5	0.7	0.6	1.0	-	-	0.8	1.2	-	3.1	0.5	0.8	-	-	1.3	-

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34. 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	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	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	181	227	329	72	337	158	36	105	148	36	189	69	56	20	272	84
CITY	20.9	22.4	19.6	20.9	19.2	17.3	28.6	21.9	31.7	21.5	23.0	14.0	36.4	11.8	17.1	19.1	35.7
SUBURB	20.0	15.6	26.1	15.5	36.1	20.2	19.9	32.7	14.6	12.0	15.2	26.6	14.3	16.5	15.2	19.6	14.7
SMALL CITY/RURAL	58.0	61.4	52.4	63.2	43.4	61.6	49.9	38.6	53.7	65.8	61.9	58.4	49.3	71.8	67.7	60.6	49.7
DK/REFUSED	1.0	0.6	1.9	0.5	1.3	0.9	1.6	6.8	-	0.7	-	1.0	-	-	-	0.7	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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34. 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				AGE				MEN			
	UNDER 40	41-55	OVER 55		UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 40	OVER 40	UNDER 55	OVER 55
Total	500	90	353	43	90	396	442	43	33	173	187	19				
CITY	20.9	12.8	22.6	27.2	12.8	23.1	20.6	27.2	11.8	26.2	24.5	17.5				
SUBURB	20.0	19.4	19.0	23.5	19.4	19.5	19.1	23.5	12.4	16.0	14.3	27.1				
SMALL CITY/RURAL	58.0	66.1	58.0	46.3	66.1	56.7	59.6	46.3	75.8	57.8	61.2	55.4				
DK/REFUSED	1.0	1.7	0.5	3.0	1.7	0.7	0.7	3.0	-	-	-	-				

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34. 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		WOMEN				GENDER	
			UNDER 40	OVER 40	UNDER 55	OVER 55	MALE	FEMALE
Total	500	57	223	256	24	210	290	
CITY	20.9	13.4	20.7	17.8	34.9	23.4	19.2	
SUBURB	20.0	23.5	22.1	22.6	20.7	15.2	23.5	
SMALL CITY/RURAL	58.0	60.4	55.8	58.4	39.1	60.7	56.1	
DK/REFUSED	1.0	2.7	1.3	1.2	5.3	0.8	1.2	

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35. 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	YES	NO/ NOT YET
Total	500	158	65	18	75	142	60	82	89	45	44	21	57	33	301	197	241	204	35	467	33
UNDER \$20k	5.6	5.4	2.6	13.9	5.9	6.9	0.7	11.4	7.0	2.9	11.1	9.5	-	4.0	7.0	3.5	6.2	4.8	8.7	6.0	-
\$20k-\$40k	8.2	5.5	-	10.1	9.3	9.9	12.2	8.1	6.2	3.9	8.5	8.2	6.9	21.6	8.1	8.0	7.1	10.4	7.6	7.8	13.5
\$40k-\$60k	12.3	10.9	8.0	9.2	13.8	11.4	11.6	11.3	11.4	7.2	15.8	33.9	5.9	21.8	12.6	11.9	11.8	12.7	7.1	12.2	13.4
\$60k-\$75k	11.1	10.8	11.1	11.3	10.4	12.1	4.4	17.7	8.4	12.3	4.4	10.6	18.5	3.0	12.0	9.9	9.9	11.2	17.4	11.5	5.1
\$75k-\$100k	13.4	10.0	5.8	27.2	9.6	13.2	10.1	15.4	19.4	15.5	23.5	4.6	21.0	7.1	13.7	13.2	12.7	15.0	13.0	13.4	13.4
OVER \$100k	28.8	35.5	48.5	13.1	29.7	27.6	33.5	23.4	27.9	41.1	14.4	23.7	22.3	18.4	27.8	30.7	31.0	27.4	23.4	29.3	22.2
REFUSED	20.7	21.8	24.1	15.3	21.5	19.0	27.5	12.7	19.7	17.1	22.3	9.3	25.4	24.0	19.0	22.7	21.2	18.5	22.9	19.8	32.5
Mean	90919	99148	118249	72501	90042	87836	98829	81160	91553	107231	74447	75148	92993	71172	88643	94992	93402	88572	85226	91116	87591

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35. 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 WITH		RESEARCHED		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN				APPROPRIATE AGE FOR		
		ABUSE WITH YOUR			CHILD./LAST		UNDERAGED		YOUR COMMUNITY				WILL DRINK ALCOHOL				YOUR CHILDREN TO TRY		
		CHILDREN			FEW MONTHS		DRINKING										ALCOHOL		
		FREQU-	SOME-	RARELY	YES	NO	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	14-	15-17	18/
		ENTLY	TIMES						LEM	ious		PROB-	ERNED			ALL	LESS		OVER
												LEM							
Total	500	199	192	73	398	62	122	375	434	219	215	36	294	80	214	201	20	36	390
UNDER \$20k	5.6	9.1	4.4	1.8	6.0	6.3	8.6	4.6	5.4	6.8	4.1	5.5	5.1	11.5	2.7	6.4	7.6	0.6	5.4
\$20k-\$40k	8.2	11.7	3.7	8.4	8.7	3.4	7.5	8.5	9.4	11.7	7.1	0.2	8.6	11.7	7.5	7.8	-	4.0	9.2
\$40k-\$60k	12.3	15.0	8.8	14.0	12.6	11.0	15.1	11.4	12.8	11.8	13.8	11.5	12.4	8.2	14.0	12.3	16.6	9.2	11.9
\$60k-\$75k	11.1	9.7	10.9	18.4	10.6	12.0	8.0	12.2	10.4	9.3	11.6	20.6	10.8	6.5	12.4	11.7	7.2	17.6	10.8
\$75k-\$100k	13.4	14.3	14.0	8.8	13.2	13.5	11.4	14.2	13.9	12.7	15.1	15.7	11.8	10.0	12.4	16.1	6.4	16.8	14.0
OVER \$100k	28.8	21.4	38.9	23.9	30.0	28.0	28.3	28.8	28.7	27.9	29.5	25.3	31.0	27.7	32.3	24.4	32.6	45.0	27.4
REFUSED	20.7	18.8	19.4	24.7	18.9	25.8	21.1	20.3	19.4	19.9	18.9	21.2	20.2	24.3	18.7	21.3	29.6	6.8	21.4
Mean	90919	78813	104537	87431	91006	93887	87845	91678	89944	87316	92581	92081	92743	85428	95302	86873	98273	107249	89535

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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35. 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	MANY CHILDREN START DRINKIN BEFORE AGE 15			CHILDREN DRINKING BEFORE 15 YEARS OLD			SEEN TV ADS STOP UNDERAGE DRINKING		RADIO ADS STOP UNDERAGE DRINKING		ONLINE ADS STOP UNDERAGE DRINKING		UNDERAGE DRINKING ADS				M.L. TO TALK WITH YOUR CHILDREN ABOUT UNDERAGE DRINKING		
		AWARE	UN- AWARE	PROB- LEM	Crisis	Prob- lem	NOT A LEM	YES	NO	YES	NO	YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	MORE LIKELY	LESS LIKELY	NO DIFF.
Total	500	455	41	471	193	278	19	242	256	129	358	92	402	207	139	100	37	223	1	59
UNDER \$20k	5.6	5.7	5.1	5.5	5.3	5.6	10.5	5.4	5.8	9.9	4.2	5.7	5.1	5.7	3.3	6.0	9.7	5.7	-	5.6
\$20k-\$40k	8.2	8.6	4.2	8.7	11.5	6.8	-	9.4	7.1	10.8	7.6	11.0	7.4	6.3	6.9	14.3	7.8	9.9	-	8.1
\$40k-\$60k	12.3	11.9	17.5	12.6	14.1	11.6	4.4	11.0	13.5	16.9	11.0	14.1	12.0	13.1	9.8	13.9	18.2	11.8	9.0	13.1
\$60k-\$75k	11.1	12.0	1.6	10.4	12.7	8.9	20.3	10.5	11.8	10.0	11.9	12.0	11.0	11.5	14.3	5.5	16.6	11.6	-	9.5
\$75k-\$100k	13.4	12.9	13.1	13.6	13.4	13.7	9.5	15.3	11.8	8.9	14.0	17.8	12.5	11.1	13.9	15.5	9.5	13.7	37.6	16.6
OVER \$100k	28.8	28.1	39.0	28.7	27.9	29.2	31.5	31.5	26.5	30.9	28.0	22.2	30.4	27.4	30.8	30.8	26.0	31.6	-	25.8
REFUSED	20.7	20.7	19.5	20.5	15.1	24.2	23.8	16.9	23.5	12.5	23.3	17.2	21.6	24.9	21.1	14.1	12.2	15.6	53.4	21.3
Mean	90919	89932	101921	90494	86849	93334	96543	92779	89009	85305	92481	82696	93295	90814	95832	88351	81929	91605	80230	88667

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35. 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	SEEN TV AD W/		SEEN TV AD W/		SEEN TV ADS			HEARD OF		VISITED		OFTEN ADULTS IN HOUSEHOLD DRINK								
		MOTHER AT		FATHER FEEDIN					TALKITOUTNC		TALKITOUTNC										
		FUNERAL HOME		HIS SON						.ORG		.ORG									
		YES	NO	YES	NO	0 OF 2	1 OF 2	2 OF 2	YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY	Rarely	Never
Total	500	250	247	251	240	188	106	195	138	352	26	460	144	82	62	76	40	36	279	124	155
UNDER \$20k	5.6	4.6	6.7	5.1	6.3	6.2	7.8	4.1	9.5	4.2	4.8	5.7	2.7	0.5	5.6	5.3	4.4	6.3	7.1	5.8	8.2
\$20k-\$40k	8.2	7.7	8.2	8.7	8.0	7.4	9.5	8.0	10.1	7.7	28.6	7.3	2.6	-	5.9	3.4	-	7.1	12.5	13.6	11.6
\$40k-\$60k	12.3	12.1	12.6	10.6	13.9	13.9	10.7	11.6	8.8	13.3	11.6	12.5	8.0	6.5	10.1	10.3	9.7	10.9	15.0	14.8	15.2
\$60k-\$75k	11.1	10.4	11.4	9.5	12.7	11.9	13.1	9.2	14.6	9.8	11.1	11.4	7.3	6.6	8.2	12.9	16.6	8.8	12.6	14.3	11.2
\$75k-\$100k	13.4	12.3	14.8	15.1	12.1	13.6	13.4	14.0	11.1	14.3	11.3	13.5	11.3	12.6	9.7	8.0	5.0	11.2	15.5	18.6	13.0
OVER \$100k	28.8	35.4	22.6	33.8	23.6	21.9	28.2	36.0	28.1	29.3	24.1	28.4	50.0	57.2	40.4	31.8	38.0	25.0	17.2	15.0	18.9
REFUSED	20.7	17.6	23.8	17.2	23.4	25.2	17.3	17.2	17.8	21.4	8.7	21.2	18.1	16.7	20.0	28.4	26.3	30.7	20.1	17.9	21.9
Mean	90919	97190	84724	95723	85050	84359	87859	98411	86389	92755	75265	90986	116164	125536	103292	98524	106195	89560	75706	74416	76794



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35. 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	SOCIAL NETWORKS						IDEOLOGY						PARTY			WHITE			
		USE SOCIAL MEDIA	Face- book	You- Tube	Inst- agram	DON'T USE SOCIAL	LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	
Total	500	377	295	29	13	122	101	35	66	149	110	111	221	166	203	106	15	139	94	96
UNDER \$20k	5.6	5.2	4.9	10.4	-	7.0	8.0	6.1	9.1	5.2	6.6	2.7	4.6	2.3	8.0	3.9	7.7	1.9	4.1	5.6
\$20k-\$40k	8.2	8.1	7.8	17.6	-	7.4	14.8	4.4	20.3	4.8	8.2	8.0	8.1	4.2	10.1	9.1	16.8	3.7	2.9	6.4
\$40k-\$60k	12.3	13.2	13.9	16.2	9.7	9.5	6.3	6.9	5.9	14.7	9.7	14.3	12.0	10.5	14.3	10.8	20.3	10.0	13.8	10.7
\$60k-\$75k	11.1	13.3	13.5	17.0	3.1	4.3	7.8	5.8	8.9	10.0	13.6	11.8	12.7	11.7	10.9	11.7	3.9	11.0	10.8	13.0
\$75k-\$100k	13.4	14.1	14.6	15.7	14.3	11.4	10.8	20.1	5.7	10.3	16.9	17.8	17.3	18.3	13.3	8.4	-	17.7	22.9	7.8
OVER \$100k	28.8	26.7	25.1	13.0	22.1	35.6	25.1	23.5	26.0	34.6	28.8	27.0	27.9	31.2	23.1	33.0	41.6	34.8	27.5	36.0
REFUSED	20.7	19.4	20.1	10.1	50.8	24.8	27.2	33.3	23.9	20.4	16.2	18.3	17.3	21.8	20.2	23.1	9.5	20.9	18.1	20.6
Mean	90919	88619	87485	66931	106923	99298	84567	93925	80164	97295	90511	90799	90653	99371	82143	95730	90519	103191	94089	98111

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35. 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	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	11/YOUNGER	12	13	14	15/OLDER	15	16	17	18/OLDER
Total	500	7	85	12	82	67	54	84	136	67	303	45	117	95	91	313	93	107	115	54
UNDER \$20k	5.6	19.6	14.5	-	1.2	7.9	2.1	3.4	8.0	6.2	5.5	2.1	4.2	6.5	7.7	5.3	1.6	5.2	4.8	12.3
\$20k-\$40k	8.2	16.7	18.1	40.8	4.4	9.9	11.5	4.0	10.2	8.9	10.6	8.1	12.6	6.8	10.0	5.9	4.1	5.2	8.2	9.6
\$40k-\$60k	12.3	-	11.6	13.6	7.0	11.3	5.6	14.0	15.7	17.1	11.3	6.2	12.9	7.0	14.8	13.4	13.1	16.0	10.5	16.4
\$60k-\$75k	11.1	-	10.1	-	11.0	7.3	6.6	12.3	12.7	14.0	11.2	6.1	10.4	15.2	11.5	11.6	11.9	13.9	10.3	1.6
\$75k-\$100k	13.4	43.7	6.5	-	18.8	17.4	5.9	17.8	11.3	8.6	11.6	12.8	9.8	19.5	3.7	15.7	15.8	11.5	22.6	10.5
OVER \$100k	28.8	-	20.2	30.1	31.3	25.9	38.6	31.2	21.8	30.3	29.8	36.1	33.3	22.2	31.1	28.2	33.2	31.7	23.8	28.5
REFUSED	20.7	20.0	18.9	15.5	26.4	20.4	29.6	17.2	20.2	14.8	20.0	28.6	16.9	22.8	21.4	19.9	20.3	16.5	19.9	21.1
Mean	90919	58958	70296	75926	103009	86872	105472	96177	79831	87999	90446	105615	92156	87420	88340	91567	100107	92970	88696	84384

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35. 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		FEMALE ONLY		BOTH		MEN		WOMEN		GENDER			MEN		
		(CHILDREN)		(CHILDREN)		(CHILDREN)		(PARENT)		(PARENT)		(CHILDREN)					
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	95	94	106	116	101	103	134	124	169	189	170	205	121	64	90	51
UNDER \$20k	5.6	5.0	4.4	7.6	8.3	3.8	2.8	2.2	6.2	8.2	4.8	4.5	7.8	3.6	3.8	6.4	-
\$20k-\$40k	8.2	10.0	0.9	11.8	5.2	9.9	11.3	8.4	3.8	12.3	7.3	5.7	9.1	9.7	4.7	12.8	1.3
\$40k-\$60k	12.3	14.0	14.3	10.3	12.0	9.9	14.1	8.5	5.7	13.5	18.4	13.5	11.0	13.1	9.2	6.8	8.1
\$60k-\$75k	11.1	10.6	11.7	13.2	14.5	9.9	8.2	10.6	7.9	11.7	14.0	11.3	12.4	8.9	8.6	10.0	6.5
\$75k-\$100k	13.4	12.7	19.7	6.8	13.8	15.7	14.3	15.2	15.2	8.7	16.1	16.2	10.6	14.8	22.0	10.3	14.6
OVER \$100k	28.8	31.1	26.6	29.7	27.4	29.2	30.4	33.4	34.0	27.0	24.4	29.0	29.1	29.2	29.0	31.1	39.8
REFUSED	20.7	16.6	22.3	20.6	18.9	21.6	18.9	21.8	27.2	18.6	15.0	19.8	20.0	20.7	22.7	22.5	29.7
Mean	90919	91021	94404	87636	88917	92873	92053	99404	102849	83622	85234	93113	88862	91995	97467	91550	115629

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35. 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	WOMEN			AREA			INCOME					INCOME						
		MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL	UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k
Total	500	105	114	69	105	100	290	28	41	61	55	67	144	69	328	130	267	253	144
UNDER \$20k	5.6	4.9	8.8	6.3	6.3	0.2	7.3	100.0	-	-	-	-	-	40.4	-	21.4	-	11.0	-
\$20k-\$40k	8.2	6.3	6.1	15.9	7.8	1.4	10.8	-	100.0	-	-	-	-	59.6	-	31.5	-	16.2	-
\$40k-\$60k	12.3	16.1	14.3	16.8	8.8	14.7	12.9	-	-	100.0	-	-	-	-	18.7	47.1	-	24.2	-
\$60k-\$75k	11.1	12.9	14.4	10.7	8.8	9.7	12.6	-	-	-	100.0	-	-	-	16.9	-	20.8	21.9	-
\$75k-\$100k	13.4	12.7	10.9	14.9	12.7	7.8	15.1	-	-	-	-	100.0	-	-	20.5	-	25.2	26.6	-
OVER \$100k	28.8	29.0	27.5	21.5	34.3	44.0	22.1	-	-	-	-	-	100.0	-	43.9	-	54.0	-	100.0
REFUSED	20.7	18.0	18.1	14.0	21.3	22.1	19.3	-	-	-	-	-	-	-	-	-	-	-	-
Mean	90919	90604	86854	77739	97251	111961	81713	20000	30000	50000	67500	87500	150000	25956	104570	37274	117112	57244	150000

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	TOTAL	EDUCATION							MEN				WOMEN				MARITAL STATUS		
		LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	SINGLE	MARRY	DIV- ORCED
Total	500	193	13	83	97	303	191	113	80	127	80	47	113	176	110	66	33	407	38
UNDER \$20k	5.6	12.0	31.2	12.4	9.0	1.6	2.5	-	7.9	1.5	2.4	-	14.9	1.6	2.6	-	19.3	2.6	15.3
\$20k-\$40k	8.2	13.4	7.8	10.0	17.1	5.0	3.6	7.3	14.5	3.7	1.0	8.3	12.7	5.9	5.5	6.6	36.7	5.1	14.9
\$40k-\$60k	12.3	15.6	-	18.9	14.9	10.3	9.7	11.3	11.4	5.6	4.3	7.8	18.6	13.6	13.5	13.7	14.9	10.9	25.3
\$60k-\$75k	11.1	14.0	4.4	14.2	15.1	9.4	12.3	4.5	13.9	5.3	6.6	3.1	14.0	12.3	16.4	5.4	4.5	12.4	9.5
\$75k-\$100k	13.4	10.9	11.7	9.1	12.3	15.2	20.8	5.8	11.1	17.3	25.9	2.7	10.7	13.7	17.1	7.9	-	16.5	-
OVER \$100k	28.8	11.8	18.8	8.3	13.9	39.8	35.6	47.0	12.5	44.6	47.1	40.4	11.3	36.4	27.2	51.6	7.9	32.2	19.6
REFUSED	20.7	22.3	26.2	27.0	17.7	18.8	15.6	24.3	28.7	21.9	12.7	37.7	17.7	16.6	17.7	14.7	16.7	20.4	15.4
Mean	90919	65561	67655	61617	68281	106290	102191	114000	69454	115129	115309	114699	63160	100321	92079	113637	44707	98708	66212

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35. 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	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	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	181	227	329	72	337	158	36	105	148	36	189	69	56	20	272	84
UNDER \$20k	5.6	1.9	3.1	7.7	1.7	3.6	9.9	1.7	13.5	2.3	10.9	4.6	14.9	9.8	16.8	2.5	11.4
\$20k-\$40k	8.2	4.2	5.8	9.4	8.5	4.4	16.7	-	21.2	5.6	15.7	3.4	24.0	9.0	33.7	3.6	18.5
\$40k-\$60k	12.3	8.5	12.8	14.0	11.4	11.1	14.6	27.7	11.0	8.3	4.9	13.3	14.2	13.3	17.1	11.1	9.7
\$60k-\$75k	11.1	9.1	14.9	12.2	5.6	11.5	10.1	15.2	8.1	8.9	5.2	13.6	9.7	13.8	-	11.2	10.2
\$75k-\$100k	13.4	17.1	16.0	14.5	12.9	16.0	8.4	12.8	8.0	16.7	13.2	15.4	5.2	11.0	16.8	17.6	6.0
OVER \$100k	28.8	34.9	30.0	25.0	42.5	33.3	19.6	14.7	19.9	37.4	20.5	30.1	19.5	22.5	-	35.8	24.8
REFUSED	20.7	24.2	17.4	17.2	17.3	20.1	20.7	27.8	18.3	20.7	29.6	19.6	12.4	20.7	15.6	18.3	19.3
Mean	90919	104782	94260	84289	105797	99254	72885	80029	69584	104779	78402	95010	65815	80600	43493	102474	76949

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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35. 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				AGE				MEN			
	UNDER		41-55		OVER		UNDER		OVER		UNDER		OVER		UNDER	
	40			55	40	40	55	55	40	40	55	55	40	40	55	55
	500	90	353	43	90	396	442	43	33	173	187	19				
Total	500	90	353	43	90	396	442	43	33	173	187	19				
UNDER \$20k	5.6	10.5	4.2	5.6	10.5	4.3	5.5	5.6	4.7	3.9	3.6	7.7				
\$20k-\$40k	8.2	15.3	7.4	3.1	15.3	6.9	9.0	3.1	16.4	6.3	8.0	7.1				
\$40k-\$60k	12.3	15.2	11.1	19.6	15.2	12.0	11.9	19.6	7.9	7.9	6.8	18.6				
\$60k-\$75k	11.1	11.0	10.3	19.2	11.0	11.3	10.5	19.2	11.7	8.1	8.5	10.5				
\$75k-\$100k	13.4	13.5	14.3	10.9	13.5	13.9	14.1	10.9	17.2	14.6	15.0	15.0				
OVER \$100k	28.8	13.9	33.2	25.5	13.9	32.4	29.3	25.5	16.2	35.3	32.3	31.0				
REFUSED	20.7	20.5	19.6	16.0	20.5	19.2	19.8	16.0	26.0	23.9	25.7	10.3				
Mean	90919	68469	96798	86509	68469	95632	91101	86509	76962	102251	99439	88693				

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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35. 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		WOMEN				GENDER	
	UNDER 40	OVER 40	UNDER 55	OVER 55		MALE	FEMALE	
Total	500	57	223	256	24	210	290	
UNDER \$20k	5.6	14.0	4.7	6.8	4.0	3.9	6.8	
\$20k-\$40k	8.2	14.6	7.4	9.7	-	7.8	8.5	
\$40k-\$60k	12.3	19.6	15.2	15.7	20.4	7.7	15.5	
\$60k-\$75k	11.1	10.6	13.8	11.9	26.2	8.5	12.9	
\$75k-\$100k	13.4	11.4	13.3	13.4	7.7	14.7	12.5	
OVER \$100k	28.8	12.6	30.1	27.1	21.2	32.0	26.5	
REFUSED	20.7	17.3	15.5	15.4	20.4	25.3	17.3	
Mean	90919	63992	91018	85743	84547	98537	85935	



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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36. 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			
		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	YES	NO/ NOT YET
Total	500	158	65	18	75	142	60	82	89	45	44	21	57	33	301	197	241	204	35	467	33
NOT COLLEGE GRAD.	38.6	42.0	27.6	54.4	51.5	30.3	19.6	38.2	31.4	24.2	38.7	49.8	45.2	59.7	38.8	38.8	36.6	35.5	61.5	38.4	41.3
SOME HIGH SCHOOL/LESS	2.6	5.0	5.1	-	6.0	1.5	-	2.5	0.4	0.7	-	-	1.9	5.5	3.1	2.0	3.2	1.8	-	2.1	9.4
HIGH SCHOOL GRAD.	16.5	14.4	8.5	29.6	15.9	14.2	12.3	15.7	18.7	12.3	25.3	17.9	22.8	19.3	15.2	18.8	15.2	13.8	43.0	16.5	17.7
SOME COLLEGE	19.5	22.6	13.9	24.8	29.6	14.6	7.3	20.0	12.3	11.2	13.4	31.9	20.5	34.8	20.6	18.0	18.1	19.9	18.4	19.8	14.1
COLLEGE GRAD.	60.7	58.2	71.6	46.3	49.3	68.5	79.2	60.6	67.1	76.7	57.3	48.6	53.9	41.4	60.9	59.9	62.3	64.0	37.8	60.8	58.7
COLLEGE GRAD.	38.1	37.0	42.6	46.3	30.0	41.0	43.2	39.3	46.3	48.7	43.9	21.0	34.3	26.2	36.8	39.9	36.8	40.1	32.4	38.4	33.5
POST GRAD. WORK	22.6	21.1	29.1	-	19.4	27.5	36.0	21.2	20.8	28.0	13.4	27.5	19.6	15.2	24.1	20.0	25.5	23.9	5.4	22.4	25.2
REFUSE	0.7	-0.1	0.8	-0.7	-0.8	1.2	1.2	1.3	1.5	-0.9	4.0	1.7	0.9	-1.0	0.3	1.3	1.1	0.5	0.7	0.7	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	TALK ABOUT ALCOHOL   ABUSE WITH YOUR   CHILDREN			TALKED WITH   CHILD./LAST   FEW MONTHS			RESEARCHED   UNDERAGED   DRINKING			UNDERAGED DRINKING IN   YOUR COMMUNITY			CONCERNED YOUR CHILDREN   WILL DRINK ALCOHOL			APPROPRIATE AGE FOR   YOUR CHILDREN TO TRY   ALCOHOL		
		FREQU-   ENTLY	SOME-   TIMES	RARELY 	YES 	NO 	YES 	NO 	PROB-   LEM	Ser-   ious	Minor 	NOT A   PROB-   LEM	CONC-   ERNED	Very 	Smwt. 	NOT AT   ALL	14-   LESS	15-17 	18/   OVER
Total	500	199	192	73	398	62	122	375	434	219	215	36	294	80	214	201	20	36	390
NOT COLLEGE GRAD.	38.6	44.9	33.7	33.6	37.9	40.5	36.1	39.7	38.6	39.0	38.2	43.5	35.5	39.4	34.0	44.1	13.7	23.9	40.2
SOME HIGH SCHOOL/LESS	2.6	3.5	1.6	-	2.1	2.7	2.6	2.7	2.7	4.0	1.3	4.3	1.3	4.1	0.3	4.6	1.2	4.2	2.8
HIGH SCHOOL GRAD.	16.5	18.3	14.7	16.6	16.1	17.6	11.4	18.3	16.2	17.1	15.4	19.4	13.7	16.4	12.7	21.1	9.4	11.5	17.3
SOME COLLEGE	19.5	23.0	17.4	17.0	19.7	20.2	22.1	18.7	19.7	17.9	21.5	19.8	20.5	19.0	21.0	18.5	3.2	8.2	20.1
COLLEGE GRAD.	60.7	54.4	66.6	62.9	61.9	55.3	63.3	59.6	60.9	60.6	61.2	58.3	63.8	60.3	65.1	55.1	86.3	77.4	58.9
COLLEGE GRAD.	38.1	36.5	39.2	40.5	39.0	34.7	40.1	37.7	38.3	38.5	38.1	42.7	41.2	40.1	41.7	33.5	29.6	46.9	38.1
POST GRAD. WORK	22.6	17.9	27.4	22.4	22.9	20.6	23.1	21.9	22.6	22.1	23.2	15.6	22.6	20.1	23.5	21.5	56.6	30.5	20.7
REFUSE	0.7	0.7	-0.3	3.5	0.2	4.2	0.6	0.7	0.5	0.4	0.6	-1.8	0.8	0.3	0.9	0.8	-	-1.3	0.9

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	MANY CHILDREN START DRINKIN BEFORE AGE 15			CHILDREN DRINKING BEFORE 15 YEARS OLD			SEEN TV ADS STOP UNDERAGE DRINKING		RADIO ADS STOP UNDERAGE DRINKING		ONLINE ADS STOP UNDERAGE DRINKING		UNDERAGE DRINKING ADS				M.L. TO TALK WITH YOUR CHILDREN ABOUT UNDERAGE DRINKING		
		AWARE	UN- AWARE	PROB- LEM	Crisis lem	Prob- lem	NOT A PROB- LEM	YES	NO	YES	NO	YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	MORE LIKELY	LESS LIKELY	NO DIFF.
Total	500	455	41	471	193	278	19	242	256	129	358	92	402	207	139	100	37	223	1	59
NOT COLLEGE GRAD.	38.6	38.8	34.6	39.0	39.7	38.6	28.3	37.1	40.4	42.3	38.1	37.8	38.9	38.8	40.1	39.0	36.5	35.6	53.4	51.4
SOME HIGH SCHOOL/LESS	2.6	2.5	0.1	2.1	4.2	0.7	16.4	1.8	3.5	2.9	2.2	5.6	2.0	2.7	0.4	3.5	5.2	2.7	-	-
HIGH SCHOOL GRAD.	16.5	16.4	17.0	16.3	15.4	16.9	10.5	18.0	15.4	15.7	17.4	15.2	16.6	15.0	21.5	15.3	11.9	16.5	-	25.1
SOME COLLEGE	19.5	19.8	17.5	20.6	20.1	21.0	1.4	17.4	21.5	23.7	18.4	16.9	20.3	21.1	18.2	20.2	19.5	16.4	53.4	26.4
COLLEGE GRAD.	60.7	60.7	62.8	60.1	60.2	60.0	73.8	63.1	58.4	57.4	61.4	61.5	60.6	59.9	60.3	60.5	63.9	64.8	46.6	48.0
COLLEGE GRAD.	38.1	37.7	42.9	37.6	39.1	36.6	51.7	43.5	33.3	40.1	37.2	41.1	37.6	32.9	42.6	38.7	50.0	45.3	-	31.1
POST GRAD. WORK	22.6	23.0	20.0	22.5	21.1	23.4	22.1	19.5	25.1	17.2	24.2	20.4	23.0	27.0	17.7	21.8	13.9	19.5	46.6	17.0
REFUSE	0.7	0.5	2.5	0.9	0.1	1.4	-2.1	-0.2	1.3	0.3	0.6	0.7	0.5	1.3	-0.5	0.5	-0.3	-0.4	-	0.6

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	SEEN TV AD W/ MOTHER AT FUNERAL HOME		SEEN TV AD W/ FATHER FEEDIN HIS SON		SEEN TV ADS			HEARD OF TALKITOUTNC .ORG		VISITED TALKITOUTNC .ORG		OFTEN ADULTS IN HOUSEHOLD DRINK								
		YES	NO	YES	NO	0 OF 2	1 OF 2	2 OF 2	YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY	Rarely	Never
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	250	247	251	240	188	106	195	138	352	26	460	144	82	62	76	40	36	279	124	155
NOT COLLEGE GRAD.	38.6	34.1	43.1	35.4	42.7	43.5	39.3	33.9	39.1	38.3	39.5	39.6	28.4	24.6	33.4	34.5	35.3	33.8	45.2	41.8	47.9
SOME HIGH SCHOOL/LESS	2.6	1.9	3.4	2.9	2.5	3.1	2.3	2.4	4.1	2.1	-	2.9	3.8	4.8	2.5	2.2	-	4.6	2.1	0.8	3.2
HIGH SCHOOL GRAD.	16.5	15.7	17.6	14.3	19.2	20.5	10.9	16.3	14.1	17.3	10.6	17.2	11.9	13.8	9.4	15.2	12.0	18.8	19.4	16.5	21.6
SOME COLLEGE	19.5	16.5	22.1	18.2	21.1	19.9	26.1	15.2	20.9	18.9	28.9	19.5	12.7	6.0	21.5	17.1	23.3	10.3	23.7	24.4	23.1
COLLEGE GRAD.	60.7	65.6	55.6	64.1	56.1	55.5	58.4	66.2	60.7	60.7	60.5	60.0	71.1	75.7	65.0	65.1	66.0	64.2	53.8	56.6	51.5
COLLEGE GRAD.	38.1	43.4	32.4	43.8	32.4	31.2	37.9	45.5	40.2	37.4	46.3	37.6	39.7	41.6	37.3	45.3	51.2	39.0	34.9	39.5	31.2
POST GRAD. WORK	22.6	22.3	23.2	20.4	23.8	24.4	20.5	20.7	20.5	23.4	14.2	22.3	31.4	34.2	27.8	19.8	14.8	25.3	18.9	17.1	20.2
REFUSE	0.7	0.3	1.3	0.4	1.1	1.0	2.2	-0.2	0.1	0.9	-	0.5	0.5	-0.3	1.5	0.3	-1.2	2.0	1.1	1.6	0.6

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

	TOTAL	SOCIAL NETWORKS						IDEOLOGY						PARTY			WHITE			
		USE	Face-	You-	Inst-	DON'T	LIB-	Very	Smwt.	MOD-	Smwt.	Very	CONSER	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
		SOCIAL	book	Tube	agram	USE	ERAL			ERATE			VATIVE	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
		MEDIA				SOCIAL										/OTHER			/OTHER	
Total	500	377	295	29	13	122	101	35	66	149	110	111	221	166	203	106	15	139	94	96
NOT COLLEGE GRAD.	38.6	37.9	38.7	41.1	50.3	41.4	39.2	28.0	45.2	33.1	37.1	39.9	38.5	41.9	33.9	40.3	40.6	38.8	20.4	37.7
SOME HIGH SCHOOL/LESS	2.6	2.4	2.6	-	-	3.3	0.6	1.6	-	4.5	0.3	1.9	1.1	1.4	4.1	1.4	-	1.7	-	-
HIGH SCHOOL GRAD.	16.5	14.9	13.5	22.0	25.0	21.8	21.6	6.2	29.9	14.7	9.9	18.7	14.3	15.9	13.5	20.3	34.1	15.7	10.1	20.9
SOME COLLEGE	19.5	20.6	22.6	19.1	25.2	16.3	17.0	20.1	15.3	13.9	26.9	19.2	23.0	24.6	16.3	18.6	6.5	21.3	10.3	16.8
COLLEGE GRAD.	60.7	61.2	60.0	59.4	49.7	57.9	60.8	72.0	54.8	66.2	62.2	60.1	61.2	57.5	64.9	58.0	56.1	61.2	79.6	62.3
COLLEGE GRAD.	38.1	38.7	40.2	25.5	20.4	35.7	34.0	40.5	30.5	39.2	45.7	38.2	41.9	40.2	38.2	32.8	42.7	42.5	51.1	39.8
POST GRAD. WORK	22.6	22.4	19.8	33.9	29.3	22.2	26.8	31.5	24.3	27.0	16.5	21.9	19.2	17.3	26.7	25.2	13.3	18.7	28.5	22.5
REFUSE	0.7	0.9	1.3	-0.5	-	0.7	-	-	-	0.6	0.7	-0.0	0.3	0.6	1.2	1.7	3.4	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	11/YOUNGER	12	13	14	15/OLDER	15	16	17	18/OLDER
Total	500	7	85	12	82	67	54	84	136	67	303	45	117	95	91	313	93	107	115	54
NOT COLLEGE GRAD.	38.6	56.3	49.8	44.6	46.4	33.8	31.0	37.4	33.9	47.9	40.7	37.7	34.8	45.7	40.6	38.2	34.3	39.4	38.0	47.2
SOME HIGH SCHOOL/LESS	2.6	-	9.8	-	2.2	-	-	0.7	6.1	2.3	3.1	5.3	4.3	2.3	1.8	2.0	3.8	4.4	-	3.4
HIGH SCHOOL GRAD.	16.5	20.0	17.5	13.6	22.1	26.2	14.2	9.7	7.3	28.4	15.3	14.3	18.6	14.3	10.2	19.8	16.1	19.5	18.9	24.4
SOME COLLEGE	19.5	36.3	22.5	31.0	22.1	7.6	16.8	27.0	20.5	17.3	22.2	18.2	11.9	29.0	28.6	16.4	14.5	15.6	19.2	19.4
COLLEGE GRAD.	60.7	43.7	48.1	55.4	52.7	65.1	66.2	62.3	64.8	51.0	58.1	60.0	65.2	52.9	56.6	60.5	63.9	58.4	61.5	52.8
COLLEGE GRAD.	38.1	43.7	24.2	11.7	35.5	43.3	34.2	44.8	35.7	33.9	36.0	31.0	35.3	35.0	41.5	39.3	39.9	36.8	44.7	31.0
POST GRAD. WORK	22.6	-	23.9	43.7	17.2	21.9	32.0	17.5	29.1	17.1	22.1	29.0	29.9	17.9	15.0	21.2	24.1	21.7	16.8	21.8
REFUSE	0.7	-	2.1	-	1.0	1.0	2.8	0.3	1.3	1.1	1.2	2.3	-	1.5	2.8	1.3	1.8	2.1	0.4	-

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

	TOTAL	MALE ONLY (CHILDREN)		FEMALE ONLY (CHILDREN)		BOTH (CHILDREN)		MEN (PARENT)		WOMEN (PARENT)		GENDER (CHILDREN)			MEN		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	95	94	106	116	101	103	134	124	169	189	170	205	121	64	90	51
NOT COLLEGE GRAD.	38.6	43.4	33.7	43.3	42.3	36.0	37.7	40.6	40.9	40.8	36.5	39.6	40.4	35.6	38.0	38.5	41.1
SOME HIGH SCHOOL/LESS	2.6	3.5	0.8	4.0	3.0	1.8	2.1	0.2	1.5	5.4	2.4	3.4	2.6	1.8	1.2	1.4	-
HIGH SCHOOL GRAD.	16.5	11.9	17.4	16.6	23.2	17.5	18.2	20.7	26.3	11.1	15.6	14.5	18.4	16.9	13.5	25.7	25.0
SOME COLLEGE	19.5	28.0	15.5	22.7	16.1	16.7	17.4	19.8	13.2	24.2	18.4	21.7	19.5	16.9	23.3	11.4	16.1
COLLEGE GRAD.	60.7	56.1	64.2	56.4	57.7	61.2	60.5	58.0	58.1	58.2	62.1	59.0	59.4	62.1	59.5	61.1	56.9
COLLEGE GRAD.	38.1	37.6	45.8	32.4	34.1	38.9	39.4	34.6	37.8	37.1	40.2	40.0	34.5	39.3	42.5	34.5	35.5
POST GRAD. WORK	22.6	18.5	18.4	24.1	23.6	22.4	21.2	23.4	20.3	21.1	21.9	19.0	24.9	22.8	17.0	26.6	21.4
REFUSE	0.7	0.5	2.1	0.3	-	2.8	1.7	1.4	1.0	1.0	1.4	1.4	0.2	2.3	2.6	0.4	2.0

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	WOMEN			AREA			INCOME					INCOME						
		MALE	FEMALE	BOTH	CITY	SUBURB	SMALL	UNDER	\$20k-	\$40k-	\$60k-	\$75k-	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER
		ONLY	ONLY				CITY/ RURAL	\$20k	\$40k	\$60k	\$75k	\$100k	\$100k	\$40k	\$40k	\$60k	\$60k	\$100k	\$100k
Total	500	105	114	69	105	100	290	28	41	61	55	67	144	69	328	130	267	253	144
NOT COLLEGE GRAD.	38.6	40.6	41.9	31.5	26.7	24.0	47.5	83.0	63.2	49.2	48.7	31.3	15.9	71.2	30.8	60.9	26.6	50.3	15.9
SOME HIGH SCHOOL/LESS	2.6	4.7	3.5	3.1	3.5	0.2	2.7	14.7	2.5	-	1.0	2.3	1.7	7.4	1.4	3.9	1.7	2.9	1.7
HIGH SCHOOL GRAD.	16.5	15.2	12.6	10.9	7.8	14.6	20.2	36.9	20.2	25.6	21.1	11.2	4.8	27.0	12.7	26.3	9.8	21.2	4.8
SOME COLLEGE	19.5	20.8	25.8	17.5	15.3	9.2	24.6	31.5	40.5	23.6	26.5	17.8	9.4	36.9	16.7	30.6	15.1	26.3	9.4
COLLEGE GRAD.	60.7	58.7	58.1	65.9	72.6	76.2	51.4	17.0	36.8	50.8	51.3	68.7	83.9	28.8	69.1	39.1	73.3	49.7	83.9
COLLEGE GRAD.	38.1	38.5	34.4	42.0	37.5	47.5	35.1	17.0	16.8	30.0	42.2	59.0	47.0	16.9	45.5	23.1	49.1	36.8	47.0
POST GRAD. WORK	22.6	20.2	23.7	23.9	35.1	28.7	16.3	-	20.0	20.7	9.1	9.7	36.8	11.9	23.6	16.1	24.2	12.8	36.8
REFUSE	0.7	0.7	-	2.5	0.7	-0.2	1.1	-	-	-	-	-	0.2	-	0.1	-	0.1	-	0.2



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	EDUCATION								MEN	WOMEN								MARITAL STATUS		
		LESS/	Some	High	Some	COL-	Col-	Post	NOT	COL-	Col-	Post	NOT	COL-	Col-	Post	SINGLE	MARRY	DIV-		
		COLLEG	High	School	Col-	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.			ORCED		
		GRAD.	School	Grad.	lege	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.		GRAD.	GRAD.	Grad.						
Total	500	193	13	83	97	303	191	113	80	127	80	47	113	176	110	66	33	407	38		
NOT COLLEGE GRAD.	38.6	100.0	100.0	100.0	100.0	-	-	-	100.0	-	-	-	100.0	-	-	-	72.4	34.3	50.9		
SOME HIGH SCHOOL/LESS	2.6	6.8	100.0	-	-	-	-	-	2.5	-	-	-	9.8	-	-	-	15.3	1.6	3.3		
HIGH SCHOOL GRAD.	16.5	42.8	-	100.0	-	-	-	-	55.7	-	-	-	33.7	-	-	-	23.6	14.8	16.9		
SOME COLLEGE	19.5	50.4	-	-	100.0	-	-	-	41.7	-	-	-	56.5	-	-	-	33.5	17.9	30.7		
COLLEGE GRAD.	60.7	-	-	-	-	100.0	100.0	100.0	-	100.0	100.0	100.0	-	100.0	100.0	100.0	27.6	65.4	49.1		
COLLEGE GRAD.	38.1	-	-	-	-	62.8	100.0	-	-	63.1	100.0	-	-	62.6	100.0	-	12.5	42.3	25.2		
POST GRAD. WORK	22.6	-	-	-	-	37.2	-	100.0	-	36.9	-	100.0	-	37.4	-	100.0	15.1	23.1	23.9		
REFUSE	0.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.3	-		

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	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	181	227	329	72	337	158	36	105	148	36	189	69	56	20	272	84
NOT COLLEGE GRAD.	38.6	36.0	32.9	42.8	16.0	33.3	49.9	56.8	50.3	32.1	55.9	34.3	47.2	58.2	68.0	28.3	45.3
SOME HIGH SCHOOL/LESS	2.6	0.4	2.5	2.7	-	0.7	6.8	6.0	7.9	1.2	-	0.3	12.1	-	7.9	0.9	8.0
HIGH SCHOOL GRAD.	16.5	19.1	11.4	16.7	11.1	15.8	18.7	26.0	17.0	18.1	34.9	14.0	7.5	33.3	15.5	12.8	17.6
SOME COLLEGE	19.5	16.4	19.0	23.4	4.8	16.8	24.4	24.9	25.4	12.7	21.0	20.0	27.7	24.9	44.6	14.6	19.7
COLLEGE GRAD.	60.7	63.8	66.7	57.1	84.0	66.6	48.9	43.2	48.1	67.7	44.1	65.7	50.2	41.8	32.0	71.6	52.6
COLLEGE GRAD.	38.1	40.5	43.8	37.6	50.3	44.4	25.1	27.9	23.6	43.8	28.4	44.9	21.1	36.2	32.0	46.3	22.0
POST GRAD. WORK	22.6	23.4	23.0	19.5	33.7	22.2	23.9	15.2	24.5	23.9	15.7	20.8	29.1	5.6	-	25.3	30.6
REFUSE	0.7	0.2	0.3	0.1	-	0.1	1.1	-	1.7	0.2	-	-	2.6	-	-	0.1	2.1

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	AGE			AGE				MEN			
		UNDER 40	41-55	OVER 55	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 40	OVER 40	UNDER 55	OVER 55
Total	500	90	353	43	90	396	442	43	33	173	187	19
NOT COLLEGE GRAD.	38.6	59.9	34.2	30.8	59.9	33.8	39.4	30.8	54.3	35.6	39.6	29.0
SOME HIGH SCHOOL/LESS	2.6	3.8	2.6	1.3	3.8	2.4	2.8	1.3	-	1.2	1.0	1.2
HIGH SCHOOL GRAD.	16.5	26.5	14.3	19.8	26.5	14.9	16.8	19.8	32.0	19.7	21.1	27.8
SOME COLLEGE	19.5	29.5	17.3	9.7	29.5	16.5	19.8	9.7	22.2	14.6	17.5	-
COLLEGE GRAD.	60.7	40.1	65.2	69.2	40.1	65.7	60.1	69.2	45.7	64.2	60.2	71.0
COLLEGE GRAD.	38.1	34.8	38.2	45.4	34.8	39.0	37.5	45.4	38.6	38.4	37.5	47.4
POST GRAD. WORK	22.6	5.3	27.0	23.8	5.3	26.7	22.6	23.8	7.2	25.8	22.7	23.6
REFUSE	0.7	-	0.6	-	-	0.5	0.5	-	-	0.2	0.2	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL		WOMEN				GENDER	
			UNDER	OVER	UNDER	OVER	MALE	FEMALE
			40	40	55	55		
Total	500	57	223	256	24	210	290	
NOT COLLEGE GRAD.	38.6	63.3	32.5	39.3	32.2	38.2	38.9	
SOME HIGH SCHOOL/LESS	2.6	6.1	3.4	4.2	1.3	1.0	3.8	
HIGH SCHOOL GRAD.	16.5	23.3	11.1	13.6	13.5	21.3	13.1	
SOME COLLEGE	19.5	33.8	17.9	21.5	17.4	16.0	22.0	
COLLEGE GRAD.	60.7	36.7	66.8	60.0	67.8	60.5	60.8	
COLLEGE GRAD.	38.1	32.6	39.4	37.5	43.8	38.2	38.0	
POST GRAD. WORK	22.6	4.1	27.3	22.5	24.0	22.4	22.7	
REFUSE	0.7	-	0.8	0.7	-	1.2	0.3	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 37. WHAT IS YOUR CURRENT MARITAL STATUS?

	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	YES	NO/ NOT YET
Total	500	158	65	18	75	142	60	82	89	45	44	21	57	33	301	197	241	204	35	467	33
SINGLE, NEVER MARRIED	6.5	5.5	1.0	8.0	8.8	6.1	8.1	4.7	8.6	8.7	8.6	14.8	2.3	9.5	7.2	5.6	5.2	6.7	12.0	6.2	11.8
MARRIED	81.5	85.6	88.6	82.2	83.8	77.1	76.0	77.9	81.4	84.6	78.1	78.8	85.6	75.8	80.6	82.5	82.3	82.3	70.5	81.6	80.5
SEPARATED	2.2	2.5	3.2	4.6	1.5	-	-	-	1.5	2.9	-	6.5	6.3	3.2	2.7	1.6	2.6	2.5	-	2.4	-
DIVORCED	7.6	4.9	4.9	5.8	4.7	12.7	11.0	14.0	7.0	5.6	8.4	-	3.5	11.9	7.4	8.0	7.8	6.6	11.8	7.6	7.8
WIDOWED	1.0	1.1	2.6	-	-	1.2	-	2.1	0.9	-	1.8	-	1.4	-	1.1	0.8	1.3	-	5.0	1.1	-
REFUSE	1.1	0.4	-0.3	-0.7	1.3	2.8	4.9	1.3	0.7	-1.8	3.1	-	0.9	-0.4	1.0	1.4	0.9	2.0	0.7	1.2	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 37. WHAT IS YOUR CURRENT MARITAL STATUS?

	TOTAL	TALK ABOUT ALCOHOL			TALKED WITH		RESEARCHED		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN			APPROPRIATE AGE FOR			
		ABUSE WITH YOUR			CHILD./LAST		UNDERAGED		YOUR COMMUNITY				WILL DRINK ALCOHOL			YOUR CHILDREN TO TRY			
		CHILDREN			FEW MONTHS		DRINKING									ALCOHOL			
		FREQU-	SOME-	RARELY	YES	NO	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	14-	15-17	18/
		ENTLY	TIMES						LEM	ious		PROB-	ERNED			ALL	LESS		OVER
												LEM							
Total	500	199	192	73	398	62	122	375	434	219	215	36	294	80	214	201	20	36	390
SINGLE, NEVER MARRIED	6.5	9.6	3.6	3.9	6.1	7.5	4.8	7.1	6.7	7.0	6.5	7.1	6.6	6.6	6.6	6.5	-	4.0	6.2
MARRIED	81.5	74.3	88.8	82.2	82.9	71.6	82.3	81.1	80.5	79.7	81.3	89.4	81.5	80.6	81.8	81.2	77.5	97.7	80.7
SEPARATED	2.2	3.2	1.8	1.9	2.5	2.3	4.1	1.7	2.6	4.1	1.0	-	2.2	4.3	1.4	2.4	-	-	2.9
DIVORCED	7.6	9.3	5.3	8.5	6.8	13.7	5.6	8.3	8.4	8.1	8.7	2.1	6.9	3.8	8.1	8.5	22.5	0.6	7.9
WIDOWED	1.0	1.7	0.8	-	0.9	1.3	1.4	0.9	1.0	0.8	1.2	-	1.7	2.2	1.5	-	-	-	1.1
REFUSE	1.1	1.9	-0.3	3.5	0.9	3.6	1.9	0.9	0.8	0.4	1.3	1.4	1.1	2.5	0.6	1.3	-	-2.4	1.3

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 37. WHAT IS YOUR CURRENT MARITAL STATUS?

	TOTAL	MANY CHILDREN   START DRINKIN   BEFORE AGE 15			CHILDREN DRINKING BEFORE 15 YEARS OLD			SEEN TV ADS   STOP UNDERAGE   DRINKING		RADIO ADS   STOP UNDERAGE   DRINKING		ONLINE ADS   STOP UNDERAGE   DRINKING		UNDERAGE DRINKING ADS				M.L. TO TALK WITH   YOUR CHILDREN ABOUT   UNDERAGE DRINKING		
		AWARE	UN-   AWARE	PROB-   LEM	Crisis 	Prob-   lem	NOT A   PROB-   LEM	YES	NO	YES	NO	YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	MORE   LIKELY	LESS   LIKELY	NO   DIFF.
Total	500	455	41	471	193	278	19	242	256	129	358	92	402	207	139	100	37	223	1	59
SINGLE, NEVER MARRIED	6.5	6.7	5.3	6.1	7.1	5.4	18.8	7.9	5.3	8.1	6.2	13.1	5.1	5.8	5.0	6.6	19.5	7.6	-	6.4
MARRIED	81.5	82.9	64.6	82.3	83.0	81.8	61.4	83.1	80.4	78.4	82.4	78.7	82.2	79.7	86.8	82.0	69.8	83.3	100.0	82.8
SEPARATED	2.2	2.0	5.4	2.2	2.5	2.0	-	1.1	3.3	3.1	2.0	1.3	2.5	3.0	1.8	2.2	0.9	1.0	-	4.7
DIVORCED	7.6	6.6	19.2	6.9	4.8	8.4	24.0	5.2	9.4	7.1	7.7	4.5	8.1	9.7	4.7	6.5	5.8	5.5	-	4.8
WIDOWED	1.0	1.1	-	1.1	0.9	1.2	-	1.4	0.6	1.4	0.9	-	1.2	0.8	1.2	1.7	-	1.5	-	-
REFUSE	1.1	0.7	5.5	1.4	1.7	1.3	-4.2	1.2	1.0	1.9	0.8	2.4	0.8	1.1	0.5	0.9	4.0	1.0	-	1.4

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 37. WHAT IS YOUR CURRENT MARITAL STATUS?

	TOTAL	SEEN TV AD W/ MOTHER AT FUNERAL HOME		SEEN TV AD W/ FATHER FEEDIN HIS SON		SEEN TV ADS			HEARD OF TALKITOUTNC .ORG		VISITED TALKITOUTNC .ORG		OFTEN ADULTS IN HOUSEHOLD DRINK								
		YES	NO	YES	NO	0 OF 2	1 OF 2	2 OF 2	YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY	Rarely	Never
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	250	247	251	240	188	106	195	138	352	26	460	144	82	62	76	40	36	279	124	155
SINGLE, NEVER MARRIED	6.5	6.0	7.2	6.9	6.4	8.1	2.3	7.7	6.7	6.1	12.7	6.3	3.8	4.8	2.5	3.8	4.1	3.6	8.7	13.3	5.0
MARRIED	81.5	82.0	81.2	82.5	80.2	80.5	82.1	82.4	79.5	82.5	65.2	82.8	86.0	89.1	81.8	86.5	88.3	84.4	77.6	73.9	80.6
SEPARATED	2.2	1.7	2.9	2.3	2.3	2.3	3.5	1.6	1.5	2.6	-	2.4	0.6	1.1	-	1.3	-	2.7	3.4	1.3	5.0
DIVORCED	7.6	7.3	7.3	6.0	8.9	7.6	9.0	5.8	7.7	7.8	16.2	7.0	8.8	6.2	12.1	6.7	4.4	9.3	7.3	8.3	6.4
WIDOWED	1.0	1.4	0.6	0.7	1.4	0.8	1.6	0.9	2.5	0.2	-	0.9	0.5	-	1.3	-	-	-	1.5	1.4	1.6
REFUSE	1.1	1.6	0.8	1.5	0.9	0.7	1.6	1.6	2.0	0.8	5.9	0.6	0.3	-1.3	2.3	1.7	3.2	-	1.6	1.8	1.4



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 37. WHAT IS YOUR CURRENT MARITAL STATUS?

	TOTAL	SOCIAL NETWORKS						IDEOLOGY						PARTY			WHITE			
		USE	Face-	You-	Inst-	DON'T	LIB-	Very	Smwt.	MOD-	Smwt.	Very	CONSER-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
		SOCIAL	book	Tube	agram	USE	ERAL			ERATE			VATIVE	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
		MEDIA				SOCIAL										/OTHER			/OTHER	
Total	500	377	295	29	13	122	101	35	66	149	110	111	221	166	203	106	15	139	94	96
SINGLE, NEVER MARRIED	6.5	6.2	5.3	16.7	9.7	7.6	10.3	6.3	12.4	5.9	5.2	3.9	4.5	2.1	11.0	4.7	-	2.5	4.3	1.5
MARRIED	81.5	80.3	80.0	64.0	90.3	83.9	73.6	77.4	71.5	81.5	82.2	89.3	85.8	87.9	74.9	84.7	67.3	88.7	87.8	86.3
SEPARATED	2.2	2.7	1.8	11.9	-	0.9	3.5	-	5.4	2.3	1.7	2.2	1.9	3.4	1.2	2.6	-	3.3	1.2	2.9
DIVORCED	7.6	8.0	8.8	7.9	-	6.6	11.1	12.7	10.3	7.7	7.5	4.6	6.1	5.0	8.0	7.1	29.4	4.4	6.7	9.3
WIDOWED	1.0	1.3	1.7	-	-	-	1.6	4.7	-	1.7	-	-	-	1.0	1.7	-	-	1.1	-	-
REFUSE	1.1	1.4	2.3	-0.5	-	1.1	-0.2	-1.1	0.3	1.0	3.4	-0.0	1.7	0.6	3.1	1.0	3.4	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 37. WHAT IS YOUR CURRENT MARITAL STATUS?

	TOTAL	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	11/YOUNGER	12	13	14	15/OLDER	15	16	17	18/OLDER
Total	500	7	85	12	82	67	54	84	136	67	303	45	117	95	91	313	93	107	115	54
SINGLE, NEVER MARRIED	6.5	-	19.9	15.5	2.4	7.8	3.5	1.7	12.5	4.5	7.1	7.5	9.5	6.3	9.5	5.0	7.5	3.9	2.3	9.9
MARRIED	81.5	63.7	58.2	69.0	91.9	84.4	80.2	84.0	70.3	84.4	81.2	82.6	78.1	84.6	78.0	82.1	83.1	78.5	87.5	74.5
SEPARATED	2.2	16.7	-	-	3.6	2.0	-	3.3	0.9	4.1	2.4	2.4	4.5	-	2.0	2.3	1.6	3.2	2.8	-
DIVORCED	7.6	19.6	11.8	15.5	1.2	2.1	13.5	8.8	11.0	6.9	6.2	1.4	6.4	5.4	6.1	8.9	7.2	10.4	6.2	15.6
WIDOWED	1.0	-	4.0	-	-	-	-	1.9	2.5	-	0.8	3.7	1.4	0.8	-	0.8	-	1.6	0.7	-
REFUSE	1.1	-	6.0	-	1.0	3.7	2.8	0.3	2.8	-	2.2	2.3	-	2.7	4.4	1.0	0.6	2.3	0.4	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 37. WHAT IS YOUR CURRENT MARITAL STATUS?

	TOTAL	MALE ONLY		FEMALE ONLY		BOTH		MEN		WOMEN		GENDER			MEN		
		(CHILDREN)		(CHILDREN)		(CHILDREN)		(PARENT)		(PARENT)		(CHILDREN)					
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	95	94	106	116	101	103	134	124	169	189	170	205	121	64	90	51
SINGLE, NEVER MARRIED	6.5	7.1	1.8	10.0	9.8	4.2	2.7	6.1	2.4	7.9	6.8	4.9	9.8	3.5	3.9	8.5	-
MARRIED	81.5	89.0	87.1	71.7	73.7	83.8	86.7	87.6	87.8	76.1	78.3	87.1	73.1	85.2	89.6	75.7	98.0
SEPARATED	2.2	0.8	1.2	4.9	3.6	1.3	1.6	1.4	2.7	3.2	1.9	1.2	3.7	1.4	-	4.7	-
DIVORCED	7.6	2.6	5.9	9.5	12.7	6.2	7.2	2.4	6.1	9.2	10.7	4.4	11.2	6.2	3.9	9.1	-
WIDOWED	1.0	-	2.7	0.8	-	1.7	-	-	-	1.5	1.3	1.5	0.4	1.4	-	-	-
REFUSE	1.1	0.5	1.3	3.1	0.2	2.8	1.7	2.4	1.0	2.0	1.0	1.0	1.7	2.3	2.6	2.0	2.0

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## 37. WHAT IS YOUR CURRENT MARITAL STATUS?

	TOTAL	WOMEN			AREA			INCOME					INCOME						
		MALE	FEMALE	BOTH	CITY	SUBURB	SMALL	UNDER	\$20k-	\$40k-	\$60k-	\$75k-	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER
		ONLY	ONLY				CITY/ RURAL	\$20k	\$40k	\$60k	\$75k	\$100k	\$100k	\$40k	\$40k	\$60k	\$60k	\$100k	\$100k
Total	500	105	114	69	105	100	290	28	41	61	55	67	144	69	328	130	267	253	144
SINGLE, NEVER MARRIED	6.5	5.5	10.9	6.1	6.2	2.1	8.3	22.6	29.2	7.9	2.6	-	1.8	26.6	2.7	17.8	1.5	9.7	1.8
MARRIED	81.5	85.5	71.0	75.8	81.1	87.3	79.2	37.7	50.4	72.4	90.8	100.0	91.1	45.3	89.4	58.0	93.3	76.4	91.1
SEPARATED	2.2	1.9	2.9	2.4	3.4	2.0	2.0	12.5	5.9	1.5	-	-	1.4	8.6	0.9	5.2	0.7	2.7	1.4
DIVORCED	7.6	4.7	12.9	10.8	5.6	7.2	8.6	20.8	13.8	15.7	6.5	-	5.2	16.7	6.3	16.2	4.2	9.8	5.2
WIDOWED	1.0	2.4	0.7	2.4	2.3	-	0.9	6.3	-	-	-	-	0.5	2.5	0.2	1.3	0.3	0.7	0.5
REFUSE	1.1	-	1.6	2.5	1.3	1.5	1.1	-	0.5	2.6	-	-	-	0.3	0.5	1.4	-	0.7	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 37. WHAT IS YOUR CURRENT MARITAL STATUS?

	TOTAL	EDUCATION							MEN				WOMEN				MARITAL STATUS		
		LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	SINGLE	MARRY	DIV- ORCED
Total	500	193	13	83	97	303	191	113	80	127	80	47	113	176	110	66	33	407	38
SINGLE, NEVER MARRIED	6.5	12.3	38.1	9.3	11.3	3.0	2.1	4.4	9.0	2.3	1.2	4.2	14.6	3.4	2.8	4.5	100.0	-	-
MARRIED	81.5	72.3	50.0	73.0	74.8	87.9	90.4	83.6	81.0	90.7	91.2	89.9	66.2	85.8	89.9	79.0	-	100.0	-
SEPARATED	2.2	4.1	2.4	7.8	1.1	1.1	0.5	2.2	2.5	1.8	1.1	2.9	5.1	0.7	-	1.8	-	-	-
DIVORCED	7.6	10.0	9.5	7.8	12.0	6.1	5.0	8.0	7.5	3.8	4.2	3.0	11.8	7.9	5.6	11.6	-	-	100.0
WIDOWED	1.0	1.3	-	2.1	0.8	0.8	-	2.2	-	-	-	-	2.3	1.4	-	3.7	-	-	-
REFUSE	1.1	-	-	-	-	1.1	1.9	-0.4	-	1.4	2.2	-	-	0.8	1.7	-0.6	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 37. WHAT IS YOUR CURRENT MARITAL STATUS?

	TOTAL	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	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	181	227	329	72	337	158	36	105	148	36	189	69	56	20	272	84
SINGLE, NEVER MARRIED	6.5	-	-	7.1	7.1	2.7	15.0	6.8	18.6	2.3	15.6	3.0	20.2	11.0	26.4	1.1	17.0
MARRIED	81.5	100.0	100.0	82.2	78.8	87.7	67.9	86.7	59.7	90.1	74.3	85.8	51.9	79.1	39.7	89.4	65.3
SEPARATED	2.2	-	-	2.4	1.1	2.5	1.7	0.9	1.0	2.0	-	2.9	1.6	5.0	-	2.1	1.3
DIVORCED	7.6	-	-	7.8	6.1	6.6	10.0	5.6	12.6	5.6	5.3	7.4	16.5	4.8	17.1	6.7	10.2
WIDOWED	1.0	-	-	0.5	4.5	0.5	2.2	-	3.3	-	-	0.8	5.0	-	8.9	0.6	2.0
REFUSE	1.1	-	-	-	2.4	0.1	3.2	-	4.9	-	4.9	0.1	4.9	-	7.9	0.1	4.2

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## 37. WHAT IS YOUR CURRENT MARITAL STATUS?

	TOTAL				AGE				AGE				MEN			
	UNDER 40	41-55	OVER 55		UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 40	OVER 40	UNDER 55	OVER 55
Total	500	90	353	43	90	396	442	43	33	173	187	19				
SINGLE, NEVER MARRIED	6.5	13.9	5.7	-	13.9	5.1	7.4	-	15.0	3.0	5.5	-				
MARRIED	81.5	70.9	84.9	76.0	70.9	83.9	82.1	76.0	80.3	88.1	87.7	78.8				
SEPARATED	2.2	3.1	1.0	11.3	3.1	2.1	1.4	11.3	-	2.5	0.5	17.7				
DIVORCED	7.6	8.4	7.1	7.0	8.4	7.0	7.3	7.0	4.7	5.3	5.4	3.5				
WIDOWED	1.0	2.0	0.2	5.7	2.0	0.8	0.6	5.7	-	-	-	-				
REFUSE	1.1	1.7	1.1	-	1.7	1.0	1.2	-	-	1.0	0.9	-				

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## 37. WHAT IS YOUR CURRENT MARITAL STATUS?

	TOTAL		WOMEN				GENDER	
			UNDER 40	OVER 40	UNDER 55	OVER 55	MALE	FEMALE
	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	57	223	256	24	210	290	
SINGLE, NEVER MARRIED	6.5	13.3	6.7	8.8	-	4.9	7.7	
MARRIED	81.5	65.3	80.7	77.9	73.8	86.1	78.2	
SEPARATED	2.2	4.9	1.9	2.1	6.1	2.0	2.4	
DIVORCED	7.6	10.7	8.4	8.8	9.7	5.1	9.4	
WIDOWED	1.0	3.1	1.5	1.0	10.3	-	1.7	
REFUSE	1.1	2.8	0.9	1.4	-	1.9	0.6	



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 38. 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	10/ LESS	11-14	15/ OVER	YES	NO/ NOT YET
Total	500	158	65	18	75	142	60	82	89	45	44	21	57	33	301	197	241	204	35	467	33
PROTESTANT	65.9	65.8	50.5	91.0	73.1	58.1	51.1	63.2	67.5	61.6	73.7	68.5	68.6	88.9	67.1	63.7	61.0	70.0	71.9	66.1	62.3
CATHOLIC	14.5	14.1	25.7	8.5	5.4	16.2	20.2	13.3	16.4	16.9	15.9	24.4	12.9	-0.4	13.6	16.1	13.5	14.4	21.2	14.3	16.7
JEWISH	0.2	-	-	-	-	0.8	2.0	-	-	-	-	-	-	-	-	0.6	0.5	-	-	0.3	-
MORMON/L.D.S.	0.7	0.6	0.1	-	1.1	-	-	-	2.9	3.4	2.3	-	-	-	0.6	0.8	1.4	-	-	0.7	-
MUSLIM/ISLAMIC	0.5	0.8	2.0	-	-	0.8	-	1.3	-	-	-	-	-	-	0.8	-	0.5	-	-	0.5	-
ATHEIST/AGNOSTIC	2.2	2.6	2.0	-	3.8	1.9	-	3.2	2.0	0.8	3.2	-	4.2	-	1.7	3.0	3.1	1.7	-	2.3	-
OTHER	1.8	2.7	2.6	1.2	3.2	2.7	6.3	-	0.4	-	0.9	-	1.4	-	2.3	1.2	2.8	1.0	1.1	2.0	-
DK/REFUSED	14.2	13.4	17.1	-0.7	13.5	19.5	20.4	18.9	10.7	17.3	4.0	7.1	12.9	11.5	13.9	14.6	17.3	12.9	5.8	13.7	21.0

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## 38. WHAT IS YOUR RELIGION?

	TOTAL	TALK ABOUT ALCOHOL			TALKED WITH		RESEARCHED		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN			APPROPRIATE AGE FOR			
		ABUSE WITH YOUR			CHILD./LAST		UNDERAGED		YOUR COMMUNITY				WILL DRINK ALCOHOL			YOUR CHILDREN TO TRY			
		CHILDREN			FEW MONTHS		DRINKING									ALCOHOL			
		FREQU-	SOME-	RARELY	YES	NO	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	14-	15-17	18/
		ENTLY	TIMES						LEM	ious		PROB-	ERNED			ALL	LESS		OVER
												LEM							
Total	500	199	192	73	398	62	122	375	434	219	215	36	294	80	214	201	20	36	390
PROTESTANT	65.9	72.6	62.0	58.1	67.0	61.7	65.1	66.6	67.0	73.1	60.8	58.2	65.4	56.9	68.7	66.3	55.3	54.9	66.9
CATHOLIC	14.5	11.5	17.1	15.3	13.9	17.4	13.6	14.9	13.4	9.6	17.3	16.3	15.0	20.3	13.0	13.3	23.6	25.8	13.6
JEWISH	0.2	-	0.6	-	0.3	-	-	-	0.3	0.5	-	-	-	-	-	0.6	-	-	0.3
MORMON/L.D.S.	0.7	0.4	0.8	1.4	0.7	1.3	0.8	0.6	0.8	1.2	0.4	-	0.6	1.0	0.5	0.8	0.4	-	0.4
MUSLIM/ISLAMIC	0.5	0.6	0.7	-	0.6	-	-	0.6	0.6	0.5	0.6	-	0.4	-	0.5	0.6	-	3.0	0.3
ATHEIST/AGNOSTIC	2.2	1.9	3.0	1.9	2.4	2.3	3.4	1.8	1.8	0.4	3.2	4.9	1.9	2.2	1.8	2.7	-	-	2.8
OTHER	1.8	1.4	2.4	2.4	1.7	4.0	1.6	2.0	1.9	1.5	2.3	3.1	1.8	2.1	1.7	2.0	-	0.6	2.3
DK/REFUSED	14.2	11.6	13.4	20.8	13.4	13.4	15.6	13.5	14.3	13.1	15.5	17.6	14.9	17.5	13.9	13.7	20.7	15.7	13.3

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## 38. WHAT IS YOUR RELIGION?

	TOTAL	MANY CHILDREN START DRINKIN BEFORE AGE 15			CHILDREN DRINKING BEFORE 15 YEARS OLD			SEEN TV ADS STOP UNDERAGE DRINKING		RADIO ADS STOP UNDERAGE DRINKING		ONLINE ADS STOP UNDERAGE DRINKING		UNDERAGE DRINKING ADS				M.L. TO TALK WITH YOUR CHILDREN ABOUT UNDERAGE DRINKING		
		AWARE	UN- AWARE	PROB- LEM	Crisis lem	Prob- lem	NOT A PROB- LEM	YES	NO	YES	NO	YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	MORE LIKELY	LESS LIKELY	NO DIFF.
Total	500	455	41	471	193	278	19	242	256	129	358	92	402	207	139	100	37	223	1	59
PROTESTANT	65.9	67.3	54.4	66.7	68.1	65.8	57.8	69.7	62.8	69.2	65.8	68.1	65.3	63.3	69.2	68.2	73.0	67.8	100.0	73.0
CATHOLIC	14.5	14.4	13.7	14.0	10.6	16.4	18.8	15.0	14.1	12.8	14.7	17.6	13.7	14.2	13.2	13.2	18.1	15.8	-	8.5
JEWISH	0.2	0.3	-	0.3	0.6	-	-	-	0.5	-	0.3	-	0.3	0.6	-	-	-	-	-	-
MORMON/L.D.S.	0.7	0.6	1.9	0.7	0.9	0.6	-	-	1.3	-	1.0	-	0.8	1.6	-	-	-	-	-	-
MUSLIM/ISLAMIC	0.5	0.5	-	0.3	0.7	-	5.8	0.5	0.4	1.0	0.3	-	0.6	0.5	-	1.3	-	0.6	-	-
ATHEIST/AGNOSTIC	2.2	2.1	3.4	2.3	1.8	2.7	-	1.3	3.1	2.9	2.0	1.1	2.5	2.0	4.2	1.0	-	2.4	-	2.4
OTHER	1.8	1.6	4.5	2.0	1.4	2.4	-	1.9	1.8	0.9	2.2	1.8	1.9	1.8	2.4	2.1	-	2.3	-	0.7
DK/REFUSED	14.2	13.3	22.1	13.7	16.1	12.1	17.7	11.6	16.0	13.1	13.7	11.4	14.9	16.0	10.9	14.3	8.9	11.1	-	15.4

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## 38. WHAT IS YOUR RELIGION?

	TOTAL	SEEN TV AD W/ MOTHER AT FUNERAL HOME		SEEN TV AD W/ FATHER FEEDIN HIS SON		SEEN TV ADS			HEARD OF TALKITOUTNC .ORG		VISITED TALKITOUTNC .ORG		OFTEN ADULTS IN HOUSEHOLD DRINK								
		YES	NO	YES	NO	0 OF 2	1 OF 2	2 OF 2	YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY	Rarely	Never
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	250	247	251	240	188	106	195	138	352	26	460	144	82	62	76	40	36	279	124	155
PROTESTANT	65.9	66.2	65.4	69.6	62.9	64.9	60.1	70.8	74.6	62.1	78.3	66.3	54.2	53.3	55.4	69.5	69.3	69.6	71.2	69.6	72.4
CATHOLIC	14.5	17.5	11.7	15.4	13.9	11.2	18.8	15.9	12.7	15.4	9.5	13.9	23.3	24.5	21.6	11.3	13.0	9.4	10.3	16.3	5.6
JEWISH	0.2	0.5	-	-	-	-	-	-	0.9	-	-	0.3	0.8	1.4	-	-	-	-	-	-	-
MORMON/L.D.S.	0.7	0.3	1.1	0.6	0.8	1.0	0.8	0.4	1.3	0.5	-	0.7	-	-	-	-	-	-	1.2	-	2.2
MUSLIM/ISLAMIC	0.5	-	1.0	0.5	0.5	0.6	1.2	-	-	0.7	-	0.5	-	-	-	-	-	-	0.9	-	1.5
ATHEIST/AGNOSTIC	2.2	1.1	3.4	1.4	3.1	2.8	5.0	0.2	1.0	2.7	-	2.3	2.9	1.9	4.2	1.7	3.2	-	2.0	0.2	3.4
OTHER	1.8	2.2	1.5	1.6	2.2	2.0	1.3	2.1	0.9	2.3	1.5	1.9	0.3	-	0.6	3.2	2.0	4.6	2.3	2.3	2.2
DK/REFUSED	14.2	12.3	16.0	10.9	16.7	17.5	12.8	10.7	8.7	16.4	10.7	14.0	18.5	18.9	18.1	14.3	12.5	16.4	12.1	11.5	12.6

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 38. WHAT IS YOUR RELIGION?

	TOTAL	SOCIAL NETWORKS						IDEOLOGY						PARTY			WHITE			
		USE	Face-	You-	Inst-	DON'T	LIB-	Very	Smwt.	MOD-	Smwt.	Very	CONSER	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
		SOCIAL	book	Tube	agram	USE	ERAL			ERATE			VATIVE	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
		MEDIA				SOCIAL										/OTHER			/OTHER	
Total	500	377	295	29	13	122	101	35	66	149	110	111	221	166	203	106	15	139	94	96
PROTESTANT	65.9	68.2	69.1	57.9	96.9	59.3	53.5	40.2	60.5	61.0	73.0	77.4	75.2	73.8	61.1	64.4	48.6	75.6	62.1	61.8
CATHOLIC	14.5	12.8	12.5	-	-	17.9	12.6	12.5	12.7	16.1	16.3	13.2	14.7	14.6	16.0	10.9	20.5	13.8	18.4	13.3
JEWISH	0.2	0.3	0.4	-	-	-	-	-	-	0.8	-	-	-	-	-	1.1	-	-	-	1.2
MORMON/L.D.S.	0.7	0.9	0.9	2.6	-	-	-	-	-	*	-	3.0	1.5	2.0	-	-	-	2.4	-	-
MUSLIM/ISLAMIC	0.5	0.6	0.8	-	-	-	-	-	-	0.7	-	-	-	-	0.5	1.2	-	-	-	1.4
ATHEIST/AGNOSTIC	2.2	2.6	3.3	-	-	1.0	8.2	14.8	4.7	1.8	-	-	-	-	2.7	2.5	14.3	-	2.4	5.1
OTHER	1.8	2.0	1.8	5.8	3.1	1.5	2.1	3.1	1.6	3.8	-	0.7	0.4	1.0	2.7	1.6	-	1.1	1.1	-
DK/REFUSED	14.2	12.5	11.1	33.7	-	20.3	23.6	29.3	20.5	15.8	10.7	5.6	8.2	8.6	16.9	18.3	16.7	7.1	16.0	17.2

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 38. WHAT IS YOUR RELIGION?

	TOTAL	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	11/YOUNGER	12	13	14	15/OLDER	15	16	17	18/OLDER
Total	500	7	85	12	82	67	54	84	136	67	303	45	117	95	91	313	93	107	115	54
PROTESTANT	65.9	80.0	63.3	86.4	73.4	56.4	56.0	74.2	63.5	67.6	59.2	56.6	51.9	59.9	64.5	71.0	73.0	70.5	72.8	74.7
CATHOLIC	14.5	-	14.7	-	13.4	26.1	20.4	15.8	11.1	5.3	17.2	10.0	25.9	14.7	14.8	10.1	11.7	9.1	8.5	10.7
JEWISH	0.2	-	-	-	-	-	-	-	-	1.8	0.4	-	1.0	-	-	0.4	1.3	-	-	-
MORMON/L.D.S.	0.7	-	-	-	2.2	-	-	1.8	-	-	0.5	-	0.7	-	0.8	1.1	0.9	1.4	-	2.0
MUSLIM/ISLAMIC	0.5	-	-	-	-	-	-	-	0.8	1.9	0.4	-	-	-	1.4	0.4	-	-	1.0	-
ATHEIST/AGNOSTIC	2.2	-	2.1	-	-	2.7	2.2	-	2.7	5.5	2.3	-	1.2	2.8	3.2	2.7	1.1	4.8	3.2	-
OTHER	1.8	-	3.8	13.6	1.0	1.7	-	1.0	3.1	2.5	2.5	7.9	1.8	1.2	2.1	1.0	-0.0	1.5	1.5	-
DK/REFUSED	14.2	20.0	16.2	-	10.0	13.2	21.4	7.2	18.7	15.4	17.5	25.5	17.5	21.4	13.0	13.3	12.1	12.7	13.0	12.7

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## 38. WHAT IS YOUR RELIGION?

	TOTAL	MALE ONLY (CHILDREN)		FEMALE ONLY (CHILDREN)		BOTH (CHILDREN)		MEN (PARENT)		WOMEN (PARENT)		GENDER (CHILDREN)			MEN		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	95	94	106	116	101	103	134	124	169	189	170	205	121	64	90	51
PROTESTANT	65.9	57.9	68.7	59.3	74.7	61.0	68.9	55.3	70.1	62.2	71.7	64.7	66.5	66.2	60.1	64.8	62.3
CATHOLIC	14.5	19.5	9.3	16.9	10.4	15.5	10.6	22.1	13.1	13.3	8.1	14.7	14.6	12.9	22.0	17.5	16.3
JEWISH	0.2	-	-	-	-	1.2	1.1	-	-	0.7	0.6	-	-	1.0	-	-	-
MORMON/L.D.S.	0.7	0.1	0.9	-	0.9	1.5	1.5	-	1.4	1.0	0.9	0.5	0.5	1.3	1.2	1.1	-
MUSLIM/ISLAMIC	0.5	1.4	-	-	1.0	-	-	-	-	0.8	0.6	0.8	0.5	-	-	-	-
ATHEIST/AGNOSTIC	2.2	2.8	3.9	2.4	1.5	1.8	2.9	2.2	1.9	2.4	3.2	2.2	2.1	2.5	-	2.0	3.5
OTHER	1.8	5.9	0.4	-	1.5	1.9	1.1	1.7	1.2	3.1	0.9	3.3	0.9	1.6	0.6	-	3.7
DK/REFUSED	14.2	12.4	16.8	21.3	10.1	17.2	13.9	18.7	12.2	16.6	14.1	13.9	15.0	14.5	16.1	14.6	14.1

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## 38. WHAT IS YOUR RELIGION?

	TOTAL	WOMEN			AREA			INCOME					INCOME						
		MALE	FEMALE	BOTH	CITY	SUBURB	SMALL	UNDER	\$20k-	\$40k-	\$60k-	\$75k-	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER
		ONLY	ONLY				CITY/ RURAL	\$20k	\$40k	\$60k	\$75k	\$100k	\$100k	\$40k	\$40k	\$60k	\$60k	\$100k	\$100k
Total	500	105	114	69	105	100	290	28	41	61	55	67	144	69	328	130	267	253	144
PROTESTANT	65.9	67.6	67.8	69.1	65.6	50.9	71.7	91.3	75.8	75.1	72.3	71.0	57.3	82.0	65.9	78.8	63.8	75.3	57.3
CATHOLIC	14.5	10.1	12.3	10.5	13.3	26.1	10.8	4.5	14.9	13.5	7.3	14.0	21.4	10.7	16.0	12.0	16.6	11.5	21.4
JEWISH	0.2	-	-	1.7	1.1	-	-	-	-	-	-	-	0.8	-	0.4	-	0.4	-	0.8
MORMON/L.D.S.	0.7	0.1	-	2.2	0.7	0.8	0.6	-	-	-	1.4	-	1.8	-	1.0	-	1.3	0.3	1.8
MUSLIM/ISLAMIC	0.5	1.2	1.0	-	2.3	-	-	-	-	-	2.0	-	0.9	-	0.7	-	0.9	0.4	0.9
ATHEIST/AGNOSTIC	2.2	3.5	2.2	1.8	-	1.7	3.2	0.9	-	3.9	-	3.4	1.1	0.4	1.9	2.0	1.4	1.9	1.1
OTHER	1.8	4.9	1.5	-	2.7	2.7	1.3	0.8	-	2.8	0.7	-	3.0	0.3	1.9	1.5	1.8	0.9	3.0
DK/REFUSED	14.2	12.5	15.3	14.7	14.3	17.8	12.3	2.5	9.3	4.8	16.3	11.7	13.8	6.6	12.1	5.7	13.8	9.6	13.8



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## 38. WHAT IS YOUR RELIGION?

	TOTAL	EDUCATION							MEN				WOMEN				MARITAL STATUS		
		LESS/ COLLEG GRAD.	Some High School	High School	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	SINGLE	MARRY	DIV- ORCED
		-----			-----				-----			-----					-----	-----	-----
Total	500	193	13	83	97	303	191	113	80	127	80	47	113	176	110	66	33	407	38
PROTESTANT	65.9	72.9	66.8	66.4	79.3	62.0	65.1	56.9	73.5	56.6	62.4	46.7	72.5	66.0	67.0	64.2	71.6	66.5	67.2
CATHOLIC	14.5	6.0	-	9.7	3.6	20.1	19.1	21.6	7.7	26.9	26.4	27.7	4.8	15.1	13.9	17.3	15.7	14.0	11.6
JEWISH	0.2	-	-	-	-	0.4	-	1.0	-	-	-	-	-	0.7	-	1.8	-	0.3	-
MORMON/L.D.S.	0.7	0.5	6.1	-	0.1	0.8	0.9	0.7	1.0	0.8	1.2	-	0.1	0.9	0.7	1.2	-	0.8	-
MUSLIM/ISLAMIC	0.5	0.7	-	-	1.3	0.4	-	1.0	-	-	-	-	1.1	0.6	-	1.7	-	0.6	-
ATHEIST/AGNOSTIC	2.2	3.5	-	3.4	4.1	1.4	2.2	-	2.2	1.4	2.2	-	4.5	1.3	2.1	-	-	2.1	3.1
OTHER	1.8	2.4	12.7	3.7	-	1.5	1.2	1.9	1.5	0.9	-	2.4	3.1	1.9	2.1	1.6	-	2.2	0.5
DK/REFUSED	14.2	14.0	14.4	16.8	11.6	13.5	11.5	16.9	14.1	13.5	7.8	23.2	13.9	13.5	14.2	12.3	12.7	13.5	17.6

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 38. WHAT IS YOUR RELIGION?

	TOTAL	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	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	181	227	329	72	337	158	36	105	148	36	189	69	56	20	272	84
PROTESTANT	65.9	64.6	68.0	100.0	-	67.4	62.6	53.3	67.5	63.9	60.4	70.2	71.3	66.4	67.6	68.3	67.0
CATHOLIC	14.5	18.5	10.4	-	100.0	14.8	14.2	21.1	11.8	20.8	20.6	10.2	7.1	11.8	-	16.0	14.8
JEWISH	0.2	-	0.5	-	-	0.3	-	-	-	-	-	0.6	-	-	-	0.4	-
MORMON/L.D.S.	0.7	1.0	0.7	-	-	1.0	-	-	-	1.2	-	0.9	-	-	-	1.0	-
MUSLIM/ISLAMIC	0.5	-	1.1	-	-	0.4	0.7	-	-	-	-	0.7	-	2.3	-	-	-
ATHEIST/AGNOSTIC	2.2	1.3	2.6	-	-	2.2	2.2	3.9	1.7	1.1	4.9	3.2	-	2.5	9.0	1.8	-
OTHER	1.8	1.3	3.0	-	-	1.0	3.8	-	4.7	0.8	-	1.1	7.2	4.0	-	0.4	5.9
DK/REFUSED	14.2	13.3	13.7	-	-	12.8	16.5	21.7	14.3	12.2	14.1	13.3	14.4	12.8	23.4	12.1	12.4

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 38. WHAT IS YOUR RELIGION?

	TOTAL				AGE				AGE				MEN			
	UNDER	41-55	OVER		UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER		
	40		55		40	40	55	55	40	40	55	55	40	40	55	55
Total	500	90	353	43	90	396	442	43	33	173	187	19				
PROTESTANT	65.9	65.4	67.7	59.7	65.4	66.8	67.2	59.7	68.5	62.3	62.7	68.8				
CATHOLIC	14.5	9.2	16.0	17.9	9.2	16.2	14.6	17.9	5.6	22.3	19.8	17.6				
JEWISH	0.2	-	0.3	-	-	0.3	0.3	-	-	-	-	-				
MORMON/L.D.S.	0.7	-	0.7	-	-	0.7	0.6	-	-	1.0	1.0	-				
MUSLIM/ISLAMIC	0.5	1.4	-	2.5	1.4	0.3	0.3	2.5	-	-	-	-				
ATHEIST/AGNOSTIC	2.2	3.6	1.4	3.9	3.6	1.6	1.8	3.9	5.4	1.0	1.6	3.3				
OTHER	1.8	2.5	1.5	3.6	2.5	1.8	1.7	3.6	3.6	0.6	1.2	-				
DK/REFUSED	14.2	17.9	12.3	12.3	17.9	12.3	13.5	12.3	17.0	12.7	13.7	10.3				

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## 38. WHAT IS YOUR RELIGION?

	TOTAL		WOMEN				GENDER	
			UNDER	OVER	UNDER	OVER	MALE	FEMALE
	40	40	55	55				
Total	500	57	223	256	24	210	290	
PROTESTANT	65.9	63.6	70.3	70.5	52.4	62.5	68.3	
CATHOLIC	14.5	11.4	11.5	10.8	18.1	19.2	11.1	
JEWISH	0.2	-	0.5	0.5	-	-	0.4	
MORMON/L.D.S.	0.7	-	0.4	0.3	-	0.9	0.6	
MUSLIM/ISLAMIC	0.5	2.3	0.5	0.5	4.6	-	0.8	
ATHEIST/AGNOSTIC	2.2	2.5	2.1	2.0	4.4	1.7	2.5	
OTHER	1.8	1.8	2.6	2.1	6.5	1.1	2.4	
DK/REFUSED	14.2	18.3	12.1	13.3	14.0	14.6	13.9	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	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	YES	NO/ NOT YET
Total	500	158	65	18	75	142	60	82	89	45	44	21	57	33	301	197	241	204	35	467	33
YES	7.2	4.6	2.3	28.0	1.0	6.1	3.7	7.8	12.3	12.7	11.8	17.1	8.0	3.0	5.7	9.5	5.0	6.8	19.4	6.5	16.5
NO	92.2	95.3	97.6	72.6	98.7	92.4	94.3	90.9	87.7	87.3	88.2	82.9	91.0	97.4	94.1	89.4	94.0	92.7	79.9	92.9	83.5
DK/REFUSED	0.6	0.1	0.1	-0.7	0.3	1.6	2.0	1.3	-0.0	-0.0	-	-	0.9	-0.4	0.1	1.1	1.0	0.5	0.7	0.6	-

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

	TOTAL	TALK ABOUT ALCOHOL   ABUSE WITH YOUR   CHILDREN			TALKED WITH   CHILD./LAST   FEW MONTHS		RESEARCHED   UNDERAGED   DRINKING		UNDERAGED DRINKING IN   YOUR COMMUNITY				CONCERNED YOUR CHILDREN   WILL DRINK ALCOHOL			APPROPRIATE AGE FOR   YOUR CHILDREN TO TRY   ALCOHOL			
		FREQU-   ENTLY	SOME-   TIMES	RARELY 	YES 	NO 	YES 	NO 	PROB-   LEM	Ser-   ious	Minor 	NOT A   PROB-   LEM	CONC-   ERNED	Very 	Smwt. 	NOT AT   ALL	14-   LESS	15-17 	18/   OVER
Total	500	199	192	73	398	62	122	375	434	219	215	36	294	80	214	201	20	36	390
YES	7.2	7.1	5.5	8.3	6.6	4.6	8.3	6.9	6.8	5.6	8.0	14.7	8.2	13.1	6.4	5.9	4.6	11.2	7.3
NO	92.2	93.0	94.5	87.7	92.9	94.0	91.6	92.4	92.9	93.7	92.2	85.4	90.7	86.6	92.3	94.1	95.4	90.1	91.8
DK/REFUSED	0.6	-0.1	*	4.0	0.5	1.4	0.1	0.7	0.3	0.7	-0.2	-0.0	1.0	0.3	1.3	*	-	-1.3	0.8

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

	TOTAL	MANY CHILDREN START DRINKIN BEFORE AGE 15			CHILDREN DRINKING BEFORE 15 YEARS OLD			SEEN TV ADS STOP UNDERAGE DRINKING		RADIO ADS STOP UNDERAGE DRINKING		ONLINE ADS STOP UNDERAGE DRINKING		UNDERAGE DRINKING ADS 0 OF 3   1 OF 3   2 OF 3   3 OF 3				M.L. TO TALK WITH YOUR CHILDREN ABOUT UNDERAGE DRINKING		
		AWARE	UN- AWARE	PROB- LEM	Crisis lem	Prob- lem	NOT A PROB- LEM	YES	NO	YES	NO	YES	NO					MORE LIKELY	LESS LIKELY	NO DIFF.
Total	500	455	41	471	193	278	19	242	256	129	358	92	402	207	139	100	37	223	1	59
YES	7.2	7.0	6.2	6.5	7.0	6.1	13.0	3.7	10.5	6.3	6.9	3.9	7.7	9.1	7.4	2.2	3.9	5.0	-	7.5
NO	92.2	92.5	92.1	92.9	92.6	93.1	87.1	95.9	88.7	92.4	92.9	94.4	92.0	90.2	93.0	96.9	94.1	95.0	100.0	91.1
DK/REFUSED	0.6	0.5	1.7	0.6	0.4	0.8	-0.1	0.3	0.8	1.3	0.2	1.6	0.3	0.7	-0.5	0.9	2.0	*	-	1.4

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	SEEN TV AD W/		SEEN TV AD W/		SEEN TV ADS			HEARD OF		VISITED		OFTEN ADULTS IN HOUSEHOLD DRINK								
		MOTHER AT		FATHER FEEDIN		0 OF 2	1 OF 2	2 OF 2	TALKITOUTNC		TALKITOUTNC		REGU-	2+	Once A	NOT	Every	Once A	RARELY	Rarely	Never
		FUNERAL HOME	HIS SON						.ORG		.ORG										
		YES	NO	YES	NO				YES	NO	YES	NO	LARLY	Times/Week	Week	REGU-LARLY	CoupleWeeks				
Total	500	250	247	251	240	188	106	195	138	352	26	460	144	82	62	76	40	36	279	124	155
YES	7.2	6.2	7.8	5.5	8.8	10.2	1.8	7.0	3.7	8.6	-	7.7	5.7	4.8	7.0	9.5	18.1	-	7.4	10.2	5.0
NO	92.2	93.0	91.7	93.9	90.6	89.5	96.7	92.5	96.1	90.6	100.0	91.6	93.4	95.5	90.7	91.2	83.1	100.0	91.7	89.1	93.8
DK/REFUSED	0.6	0.8	0.5	0.7	0.6	0.3	1.6	0.5	0.2	0.7	-	0.7	0.8	-0.3	2.3	-0.6	-1.2	-	0.9	0.7	1.1



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	SOCIAL NETWORKS						IDEOLOGY						PARTY			WHITE			
		USE	Face-	You-	Inst-	DON'T	LIB-	Very	Smwt.	MOD-	Smwt.	Very	CONSER	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
		SOCIAL	book	Tube	agram	USE	ERAL			ERATE			VATIVE	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
		MEDIA				SOCIAL										/OTHER			/OTHER	
Total	500	377	295	29	13	122	101	35	66	149	110	111	221	166	203	106	15	139	94	96
YES	7.2	7.3	6.6	11.3	1.8	6.1	2.5	4.0	1.7	6.7	6.2	11.7	8.9	9.9	6.4	2.9	7.4	-	-	-
NO	92.2	92.2	92.8	86.3	98.2	92.5	96.9	96.0	97.4	92.3	93.1	87.6	90.3	89.5	93.0	95.3	89.3	100.0	100.0	100.0
DK/REFUSED	0.6	0.5	0.5	2.4	-	1.4	0.6	-	0.9	1.0	0.7	0.7	0.7	0.6	0.6	1.8	3.4	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	11/YOUNGER	12	13	14	15/OLDER	15	16	17	18/OLDER
Total	500	7	85	12	82	67	54	84	136	67	303	45	117	95	91	313	93	107	115	54
YES	7.2	-	-	-	12.3	4.9	-	7.5	7.1	6.2	8.0	21.7	5.9	9.3	5.8	7.8	4.6	8.2	8.9	14.3
NO	92.2	100.0	100.0	100.0	86.7	94.1	95.6	92.3	92.5	93.8	91.2	76.0	93.4	88.7	93.7	91.4	93.5	91.1	90.7	85.7
DK/REFUSED	0.6	-	-	-	1.0	1.0	4.4	0.3	0.4	-	0.8	2.3	0.7	2.0	0.5	0.8	1.9	0.7	0.4	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	MALE ONLY		FEMALE ONLY		BOTH		MEN		WOMEN		GENDER			MEN		
		(CHILDREN)		(CHILDREN)		(CHILDREN)		(PARENT)		(PARENT)		(CHILDREN)					
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	95	94	106	116	101	103	134	124	169	189	170	205	121	64	90	51
YES	7.2	5.6	6.8	6.9	7.3	11.5	9.4	7.8	8.0	8.2	7.7	4.9	7.7	9.8	7.6	6.3	7.6
NO	92.2	93.9	91.9	93.1	92.6	86.6	89.8	90.4	90.3	91.8	92.1	94.1	92.2	88.6	89.8	93.7	88.7
DK/REFUSED	0.6	0.5	1.3	-	0.2	1.9	0.8	1.7	1.7	-	0.2	1.0	0.1	1.6	2.6	-	3.7

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

	TOTAL	WOMEN			AREA			INCOME					INCOME						
		MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL	UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k
Total	500	105	114	69	105	100	290	28	41	61	55	67	144	69	328	130	267	253	144
YES	7.2	3.3	8.8	11.5	7.5	11.8	4.8	2.2	-	16.3	9.9	6.8	3.7	0.9	7.7	8.1	5.8	8.2	3.7
NO	92.2	96.7	91.0	88.5	92.5	88.0	94.3	97.8	99.5	83.7	90.1	93.2	95.7	98.8	92.0	91.7	93.9	91.7	95.7
DK/REFUSED	0.6	-	0.2	-	-	0.3	0.9	-	0.5	-	-	-	0.6	0.3	0.3	0.2	0.3	0.1	0.6

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

	TOTAL	EDUCATION							MEN				WOMEN				MARITAL STATUS		
		LESS/	Some	High	Some	COL-	Col-	Post	NOT	COL-	Col-	Post	NOT	COL-	Col-	Post	SINGLE	MARRY	DIV-
		COLLEG	High	School	Col-	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.			ORCED
		GRAD.	School	Grad.	lege	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.		GRAD.	GRAD.	Grad.				
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	193	13	83	97	303	191	113	80	127	80	47	113	176	110	66	33	407	38
YES	7.2	10.6	16.4	11.3	9.2	5.1	5.3	4.9	12.8	3.3	3.4	3.1	9.0	6.4	6.6	6.1	7.5	7.7	5.3
NO	92.2	89.0	83.6	88.7	89.9	94.5	94.2	95.1	86.1	96.4	96.1	96.9	91.0	93.2	92.8	93.9	92.5	92.0	94.7
DK/REFUSED	0.6	0.4	-	-	0.9	0.4	0.6	-	1.1	0.3	0.5	-	-	0.4	0.6	-	-	0.3	-

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

	TOTAL	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	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	181	227	329	72	337	158	36	105	148	36	189	69	56	20	272	84
YES	7.2	7.4	7.8	5.8	10.5	-	22.8	100.0	-	-	-	-	-	-	-	-	-
NO	92.2	91.9	92.2	94.2	89.5	99.8	77.2	-	100.0	99.7	100.0	99.9	100.0	100.0	100.0	99.8	100.0
DK/REFUSED	0.6	0.7	-	-	-	0.2	-	-	-	0.3	-	0.1	-	-	-	0.2	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL				AGE				AGE				MEN			
	UNDER 40	41-55	OVER 55		UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 40	OVER 40	UNDER 55	OVER 55	UNDER 40	OVER 40	UNDER 55	OVER 55
Total	500	90	353	43	90	396	442	43	33	173	187	19				
YES	7.2	9.5	7.0	3.4	9.5	6.6	7.5	3.4	10.2	6.4	7.2	5.9				
NO	92.2	90.5	92.8	96.6	90.5	93.2	92.3	96.6	89.8	93.3	92.6	94.1				
DK/REFUSED	0.6	-	0.2	-	-	0.2	0.1	-	-	0.2	0.2	-				

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

	TOTAL		WOMEN				GENDER	
	UNDER	OVER	UNDER	OVER	MALE	FEMALE		
	40	40	55	55				
Total	500	57	223	256	24	210	290	
YES	7.2	9.1	6.8	7.8	1.3	6.9	7.4	
NO	92.2	90.9	93.1	92.1	98.7	91.3	92.9	
DK/REFUSED	0.6	-	0.1	0.1	-	1.8	-0.3	





# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 40. WHAT IS YOUR MAIN RACIAL 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	10/ LESS	11-14	15/ OVER	YES	NO/ NOT YET		
Total	500	158	65	18	75	142	60	82	89	45	44	21	57	33	301	197	241	204	35	467	33	
HISPANIC	7.2	4.6	2.3	28.0	1.0	6.1	3.7	7.8	12.3	12.7	11.8	17.1	8.0	3.0	5.7	9.5	5.0	6.8	19.4	6.5	16.5	
WHITE	67.4	63.4	71.3	53.9	58.9	67.9	55.4	77.1	67.6	58.0	77.4	71.6	72.4	72.2	67.5	67.4	68.8	66.1	58.5	68.0	59.0	
AFRICAN AMERICAN	21.0	29.4	23.7	18.8	36.9	19.4	32.1	10.0	16.6	24.5	8.5	11.3	14.6	17.2	22.7	18.7	20.0	23.3	21.4	21.0	21.3	
ASIAN	0.6	-	-	-	-	1.0	0.7	1.2	1.8	3.6	-	-	-	-	1.0	-	0.4	1.0	-	0.6	-	
OTHER	2.8	2.0	1.4	-	2.9	3.5	6.1	1.6	1.5	-	3.1	-	4.1	6.8	2.4	3.0	4.3	1.7	-	2.8	3.3	
DK/REFUSED	1.0	0.6	1.3	-0.7	0.3	2.1	2.0	2.2	0.2	1.3	-0.9	-	0.9	0.8	0.7	1.4	1.4	1.0	0.7	1.1	-	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 40. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	TALK ABOUT ALCOHOL   ABUSE WITH YOUR   CHILDREN			TALKED WITH   CHILD./LAST   FEW MONTHS		RESEARCHED   UNDERAGED   DRINKING		UNDERAGED DRINKING IN   YOUR COMMUNITY				CONCERNED YOUR CHILDREN   WILL DRINK ALCOHOL			APPROPRIATE AGE FOR   YOUR CHILDREN TO TRY   ALCOHOL			
		FREQU-   ENTLY	SOME-   TIMES	RARELY 	YES 	NO 	YES 	NO 	PROB-   LEM	Ser-   ious	Minor 	NOT A   PROB-   LEM	CONC-   ERNED	Very 	Smwt. 	NOT AT   ALL	14-   LESS	15-17 	18/   OVER
Total	500	199	192	73	398	62	122	375	434	219	215	36	294	80	214	201	20	36	390
HISPANIC	7.2	7.1	5.5	8.3	6.6	4.6	8.3	6.9	6.8	5.6	8.0	14.7	8.2	13.1	6.4	5.9	4.6	11.2	7.3
WHITE	67.4	53.2	78.7	78.7	69.1	63.4	65.3	67.9	69.7	67.7	71.7	37.2	70.5	62.2	73.7	63.4	85.8	88.2	66.6
AFRICAN AMERICAN	21.0	33.9	14.0	5.0	19.8	28.4	19.0	21.8	20.2	21.7	18.7	36.8	17.6	22.8	15.7	25.6	8.4	-	21.8
ASIAN	0.6	0.8	0.2	1.3	0.8	-	1.3	0.4	0.7	0.7	0.6	-	0.5	-	0.6	0.8	-	-	0.4
OTHER	2.8	4.2	1.5	2.2	2.8	2.8	5.4	2.0	1.9	3.2	0.6	11.2	1.6	1.7	1.6	4.0	1.2	3.0	2.6
DK/REFUSED	1.0	0.8	0.1	4.4	1.0	0.8	0.6	1.1	0.7	1.1	0.3	0.2	1.6	0.3	2.1	0.3	-	-2.4	1.3

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 40. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	MANY CHILDREN START DRINKIN BEFORE AGE 15			CHILDREN DRINKING BEFORE 15 YEARS OLD			SEEN TV ADS STOP UNDERAGE DRINKING		RADIO ADS STOP UNDERAGE DRINKING		ONLINE ADS STOP UNDERAGE DRINKING		UNDERAGE DRINKING ADS				M.L. TO TALK WITH YOUR CHILDREN ABOUT UNDERAGE DRINKING		
		AWARE	UN- AWARE	PROB- LEM	Crisis lem	Prob- lem	NOT A PROB- LEM	YES	NO	YES	NO	YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	MORE LIKELY	LESS LIKELY	NO DIFF.
Total	500	455	41	471	193	278	19	242	256	129	358	92	402	207	139	100	37	223	1	59
HISPANIC	7.2	7.0	6.2	6.5	7.0	6.1	13.0	3.7	10.5	6.3	6.9	3.9	7.7	9.1	7.4	2.2	3.9	5.0	-	7.5
WHITE	67.4	68.2	58.8	68.6	63.6	72.0	52.3	66.8	68.0	62.4	69.2	67.1	68.1	68.2	69.5	65.4	62.8	63.2	100.0	79.3
AFRICAN AMERICAN	21.0	20.8	25.4	20.8	23.7	18.7	28.1	25.4	17.0	24.4	20.6	21.6	20.7	18.8	19.7	28.0	22.7	27.8	-	6.4
ASIAN	0.6	0.3	3.9	0.6	0.8	0.5	-	0.8	0.4	1.6	0.3	2.2	0.2	0.5	-	-	5.5	0.9	-	-
OTHER	2.8	2.8	3.2	2.5	3.2	2.0	7.2	2.7	2.9	4.1	2.4	3.5	2.7	2.2	3.5	3.4	3.0	2.9	-	5.1
DK/REFUSED	1.0	0.9	2.5	1.0	1.6	0.6	-0.6	0.6	1.1	1.3	0.6	1.6	0.7	1.2	-0.1	0.9	2.0	0.1	-	1.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 40. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	SEEN TV AD W/ MOTHER AT FUNERAL HOME		SEEN TV AD W/ FATHER FEEDIN HIS SON		SEEN TV ADS			HEARD OF TALKITOUTNC .ORG		VISITED TALKITOUTNC .ORG		OFTEN ADULTS IN HOUSEHOLD DRINK								
		YES	NO	YES	NO	0 OF 2	1 OF 2	2 OF 2	YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY	Rarely	Never
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	250	247	251	240	188	106	195	138	352	26	460	144	82	62	76	40	36	279	124	155
HISPANIC	7.2	6.2	7.8	5.5	8.8	10.2	1.8	7.0	3.7	8.6	-	7.7	5.7	4.8	7.0	9.5	18.1	-	7.4	10.2	5.0
WHITE	67.4	68.1	67.2	66.4	68.0	67.4	69.2	66.4	62.3	70.0	52.0	69.1	82.6	86.5	77.5	74.6	64.8	85.4	57.3	60.4	54.8
AFRICAN AMERICAN	21.0	20.7	21.0	22.6	20.1	20.3	20.8	22.1	29.2	17.4	31.0	19.5	7.2	4.1	11.2	13.5	18.3	8.2	30.3	26.2	33.6
ASIAN	0.6	1.0	0.2	0.6	0.6	0.2	0.9	0.8	1.5	0.3	6.1	0.1	1.4	2.5	-	-	-	-	0.4	0.8	-
OTHER	2.8	3.0	2.7	3.4	2.1	1.8	4.5	2.8	1.6	3.0	8.3	2.5	2.3	3.2	1.1	1.7	-	3.5	3.4	2.2	4.3
DK/REFUSED	1.0	1.0	1.2	1.4	0.4	*	2.9	0.8	1.8	0.7	2.6	1.0	0.8	-1.0	3.2	0.8	-1.2	2.9	1.3	0.2	2.2

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 40. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	SOCIAL NETWORKS						IDEOLOGY						PARTY			WHITE			
		USE	Face-	You-	Inst-	DON'T	LIB-	Very	Smwt.	MOD-	Smwt.	Very	CONSER-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
		SOCIAL	book	Tube	agram	USE	ERAL			ERATE			VATIVE	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
		MEDIA				SOCIAL										/OTHER			/OTHER	
Total	500	377	295	29	13	122	101	35	66	149	110	111	221	166	203	106	15	139	94	96
HISPANIC	7.2	7.3	6.6	11.3	1.8	6.1	2.5	4.0	1.7	6.7	6.2	11.7	8.9	9.9	6.4	2.9	7.4	-	-	-
WHITE	67.4	67.1	68.0	44.0	82.5	67.9	63.6	62.0	64.5	61.9	74.9	78.3	76.6	83.8	46.4	81.7	56.9	100.0	100.0	100.0
AFRICAN AMERICAN	21.0	20.5	20.8	29.3	15.7	22.9	27.8	24.7	29.4	27.1	17.4	6.0	11.7	3.9	41.8	10.3	9.7	-	-	-
ASIAN	0.6	0.8	0.3	-	-	-	0.4	1.1	-	1.1	-	0.9	0.4	0.6	-	1.5	-	-	-	-
OTHER	2.8	3.3	2.8	13.0	-	1.3	5.5	9.3	3.4	1.8	0.8	1.6	1.2	0.9	3.8	1.2	18.7	-	-	-
DK/REFUSED	1.0	1.1	1.5	2.4	-	1.7	0.3	-1.1	1.0	1.4	0.7	1.6	1.1	0.9	1.6	2.5	7.3	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 40. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPU- LICAN	DEMO- CRAT	INDEP- ENDENT	REPU- LICAN	DEMO- CRAT	INDEP- ENDENT	REPU- LICAN	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17	18/ OLDER
Total	500	7	85	12	82	67	54	84	136	67	303	45	117	95	91	313	93	107	115	54
HISPANIC	7.2	-	-	-	12.3	4.9	-	7.5	7.1	6.2	8.0	21.7	5.9	9.3	5.8	7.8	4.6	8.2	8.9	14.3
WHITE	67.4	-	-	-	81.3	50.6	76.4	86.2	44.3	80.4	66.3	42.5	72.9	64.8	64.8	69.3	69.9	67.8	75.0	53.0
AFRICAN AMERICAN	21.0	100.0	100.0	100.0	5.0	39.8	10.6	2.8	42.8	9.9	21.2	29.8	17.4	20.6	23.5	17.8	19.9	19.9	11.6	27.8
ASIAN	0.6	-	-	-	-	-	-	1.2	-	2.4	0.1	0.9	-	-	-	0.8	1.7	0.9	-	-
OTHER	2.8	-	-	-	-	3.7	7.5	1.8	3.8	-	2.8	3.0	1.9	2.3	5.4	2.9	1.4	2.3	4.1	3.5
DK/REFUSED	1.0	-	-	-	1.4	1.0	5.5	0.5	1.9	1.1	1.5	2.0	1.9	2.9	0.5	1.3	2.6	0.9	0.4	1.4

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 40. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	MALE ONLY		FEMALE ONLY		BOTH		MEN		WOMEN		GENDER			MEN		
		(CHILDREN)		(CHILDREN)		(CHILDREN)		(PARENT)		(PARENT)		(CHILDREN)					
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	95	94	106	116	101	103	134	124	169	189	170	205	121	64	90	51
HISPANIC	7.2	5.6	6.8	6.9	7.3	11.5	9.4	7.8	8.0	8.2	7.7	4.9	7.7	9.8	7.6	6.3	7.6
WHITE	67.4	67.4	71.9	67.4	69.4	63.7	66.8	70.3	68.6	63.1	69.8	68.8	67.3	65.1	75.1	71.9	64.0
AFRICAN AMERICAN	21.0	24.5	16.4	21.2	17.5	18.4	19.5	16.0	17.0	25.3	18.4	22.5	20.0	19.7	13.8	16.6	20.6
ASIAN	0.6	-	-	0.4	2.3	-	-	0.3	-	-	1.4	-	1.5	-	-	0.4	-
OTHER	2.8	0.7	1.4	3.4	3.7	4.3	3.3	3.2	4.1	2.5	2.1	1.2	3.2	3.6	-	4.7	3.7
DK/REFUSED	1.0	1.8	3.5	0.6	-	2.1	1.0	2.3	2.3	0.8	0.7	2.6	0.3	1.7	3.5	-	4.1

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 40. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	WOMEN			AREA			INCOME					INCOME						
		MALE	FEMALE	BOTH	CITY	SUBURB	SMALL	UNDER	\$20k-	\$40k-	\$60k-	\$75k-	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER
		ONLY	ONLY				CITY/ RURAL	\$20k	\$40k	\$60k	\$75k	\$100k	\$100k	\$40k	\$40k	\$60k	\$60k	\$100k	\$100k
Total	500	105	114	69	105	100	290	28	41	61	55	67	144	69	328	130	267	253	144
HISPANIC	7.2	3.3	8.8	11.5	7.5	11.8	4.8	2.2	-	16.3	9.9	6.8	3.7	0.9	7.7	8.1	5.8	8.2	3.7
WHITE	67.4	64.9	63.6	65.9	55.7	67.9	71.6	43.7	36.0	61.2	70.0	80.3	77.9	39.1	74.0	49.5	76.9	62.2	77.9
AFRICAN AMERICAN	21.0	27.9	22.7	19.1	31.8	15.3	19.4	51.0	54.1	18.8	15.4	12.5	14.5	52.9	15.0	36.8	14.2	25.7	14.5
ASIAN	0.6	-	2.3	-	0.4	1.0	0.6	1.4	-	-	-	-	1.8	0.6	0.8	0.3	1.0	0.2	1.8
OTHER	2.8	1.9	2.0	3.5	3.4	3.4	2.4	1.7	10.2	2.6	3.6	0.4	1.5	6.8	1.8	4.8	1.7	3.4	1.5
DK/REFUSED	1.0	2.1	0.6	-	1.2	0.6	1.2	-	-0.3	1.1	1.1	-	0.6	-0.2	0.6	0.4	0.5	0.5	0.6



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 40. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	EDUCATION							MEN				WOMEN				MARITAL STATUS		
		LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	SINGLE	MARRY	DIV- ORCED
Total	500	193	13	83	97	303	191	113	80	127	80	47	113	176	110	66	33	407	38
HISPANIC	7.2	10.6	16.4	11.3	9.2	5.1	5.3	4.9	12.8	3.3	3.4	3.1	9.0	6.4	6.6	6.1	7.5	7.7	5.3
WHITE	67.4	58.1	18.2	64.4	58.2	73.9	78.5	66.3	58.9	78.6	80.5	75.2	57.6	70.6	77.0	59.9	27.7	72.5	58.3
AFRICAN AMERICAN	21.0	27.3	63.2	21.5	27.4	16.6	13.0	22.8	25.4	12.6	12.9	12.2	28.7	19.5	13.1	30.3	59.7	15.4	34.8
ASIAN	0.6	0.8	-	1.9	-	0.5	0.2	0.9	-	0.3	0.5	-	1.4	0.6	-	1.5	4.9	0.2	1.0
OTHER	2.8	2.1	2.1	1.0	3.1	3.3	2.3	4.9	1.6	4.7	1.9	9.5	2.4	2.3	2.6	1.7	0.1	3.0	0.6
DK/REFUSED	1.0	1.0	-	-0.2	2.1	0.6	0.7	0.3	1.3	0.5	0.7	-	0.8	0.6	0.7	0.5	-	1.2	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 40. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	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	181	227	329	72	337	158	36	105	148	36	189	69	56	20	272	84
HISPANIC	7.2	7.4	7.8	5.8	10.5	-	22.8	100.0	-	-	-	-	-	-	-	-	-
WHITE	67.4	73.5	71.7	69.0	69.1	100.0	-	-	-	100.0	-	100.0	-	100.0	-	100.0	-
AFRICAN AMERICAN	21.0	15.0	15.7	21.5	17.1	-	66.5	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0
ASIAN	0.6	-	0.4	0.5	1.4	-	1.9	-	-	-	-	-	-	-	-	-	-
OTHER	2.8	3.1	2.9	2.2	2.1	-	8.9	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	1.0	0.9	1.3	1.0	-0.2	-	-	-	-	-	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 40. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL				AGE				AGE				MEN			
	UNDER	41-55	OVER		UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER		
	40		55		40	40	55	55	40	40	55	55	40	40	55	55
Total	500	90	353	43	90	396	442	43	33	173	187	19				
HISPANIC	7.2	9.5	7.0	3.4	9.5	6.6	7.5	3.4	10.2	6.4	7.2	5.9				
WHITE	67.4	61.8	68.7	67.6	61.8	68.6	67.3	67.6	60.4	73.2	71.2	70.4				
AFRICAN AMERICAN	21.0	22.0	21.7	17.0	22.0	21.2	21.8	17.0	19.7	17.3	18.6	9.3				
ASIAN	0.6	0.4	0.7	-	0.4	0.7	0.7	-	1.2	-	0.2	-				
OTHER	2.8	4.9	1.3	12.0	4.9	2.4	2.0	12.0	7.0	2.9	2.4	14.4				
DK/REFUSED	1.0	1.3	0.5	-	1.3	0.4	0.7	-	1.4	0.2	0.4	-				

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 40. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL		WOMEN				GENDER	
			UNDER 40	OVER 40	UNDER 55	OVER 55	MALE	FEMALE
Total	500	57	223	256	24	210	290	
HISPANIC	7.2	9.1	6.8	7.8	1.3	6.9	7.4	
WHITE	67.4	62.7	65.1	64.5	65.4	70.3	65.3	
AFRICAN AMERICAN	21.0	23.4	24.2	24.2	23.1	17.4	23.6	
ASIAN	0.6	-	1.2	1.0	-	0.2	0.9	
OTHER	2.8	3.6	2.1	1.7	10.1	3.5	2.3	
DK/REFUSED	1.0	1.2	0.6	0.8	-	1.8	0.4	

## NC STATEWIDE - PARENTS OF CHILDREN GRADES 6-12

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41. WHAT IS YOUR AGE?

	TOTAL	AREA														CHILDREN IN GRADES 6-12		APPROPRIATE TO START TALKING ABOUT ALCOHOL ABUSE			TALKED ABOUT ALCOHOL ABUSE	
															1	2 OVER	10/LESS	11-14	15/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	158	65	18	75	142	60	82	89	45	44	21	57	33	301	197	241	204	35	467	33	
18-29	1.1	0.5	-	-	1.1	1.9	-	3.3	0.8	1.5	-	-	-	4.0	0.7	1.8	0.6	1.3	3.7	0.8	4.7	
30-40	16.9	17.0	7.6	32.7	21.4	17.1	11.3	21.5	11.8	5.5	18.3	26.5	19.9	17.4	13.3	21.9	16.5	17.3	20.2	17.4	9.7	
41-55	70.5	66.9	72.8	63.4	62.6	68.4	78.3	61.2	80.3	85.9	74.7	65.9	71.4	72.0	72.6	68.0	71.4	72.3	58.8	70.8	66.0	
56-65	6.9	10.1	12.4	4.6	9.4	5.2	5.8	4.8	4.5	7.2	1.8	7.6	7.8	3.2	9.3	3.3	7.3	4.8	14.4	6.7	9.0	
OVER 65	1.7	2.5	4.4	-	1.4	1.1	0.7	1.4	1.9	-	3.9	-	-	4.5	1.9	1.6	1.6	2.2	-	1.4	7.0	
REFUSED	2.9	3.0	2.8	-0.7	4.1	6.3	3.9	8.0	0.7	-0.1	1.4	-	0.9	-1.0	2.2	3.4	2.6	2.2	2.9	2.8	3.6	
Mean	46.78	47.50	49.65	44.35	46.41	46.10	47.41	45.10	47.30	47.81	46.77	45.52	46.38	46.26	47.70	45.42	46.97	46.51	46.21	46.67	48.40	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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41. WHAT IS YOUR AGE?

	TOTAL	TALK ABOUT ALCOHOL			TALKED WITH		RESEARCHED		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN			APPROPRIATE AGE FOR			
		ABUSE WITH YOUR			CHILD./LAST		UNDERAGED		YOUR COMMUNITY				WILL DRINK ALCOHOL			YOUR CHILDREN TO TRY			
		CHILDREN			FEW MONTHS		DRINKING												ALCOHOL
		FREQU-	SOME-	RARELY	YES	NO	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	14-	15-17	18/
		ENTLY	TIMES						LEM	ious		PROB-	ERNED			ALL	LESS		OVER
												LEM							
Total	500	199	192	73	398	62	122	375	434	219	215	36	294	80	214	201	20	36	390
18-29	1.1	0.3	1.1	1.6	0.4	4.0	0.6	1.3	0.9	0.6	1.2	4.2	0.4	-	0.5	2.1	-	4.2	1.0
30-40	16.9	20.7	14.5	15.6	18.1	14.8	17.7	16.7	17.7	15.6	19.8	17.1	17.2	16.8	17.3	16.2	1.0	8.5	19.5
41-55	70.5	68.4	74.1	69.2	70.8	68.5	67.8	71.2	70.8	71.1	70.5	63.0	71.2	78.3	68.5	69.6	82.2	82.8	69.2
56-65	6.9	6.0	7.5	7.0	6.6	7.4	6.9	6.9	6.3	7.6	4.9	14.6	6.9	1.9	8.8	7.0	11.0	5.2	6.0
OVER 65	1.7	2.3	0.1	1.4	1.6	-	1.7	1.7	1.6	1.6	1.6	4.0	1.5	2.7	1.1	1.8	5.8	-	1.9
REFUSED	2.9	2.2	2.6	5.1	2.5	5.3	5.3	2.1	2.8	3.5	2.0	-2.9	2.8	0.3	3.7	3.2	-	-0.8	2.4
Mean	46.78	46.49	46.79	46.75	46.73	45.91	46.78	46.77	46.61	47.14	46.07	47.56	46.87	46.70	46.94	46.64	50.65	46.52	46.39

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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41. WHAT IS YOUR AGE?

	TOTAL	MANY CHILDREN START DRINKIN BEFORE AGE 15			CHILDREN DRINKING BEFORE 15 YEARS OLD			SEEN TV ADS STOP UNDERAGE DRINKING		RADIO ADS STOP UNDERAGE DRINKING		ONLINE ADS STOP UNDERAGE DRINKING		UNDERAGE DRINKING ADS				M.L. TO TALK WITH YOUR CHILDREN ABOUT UNDERAGE DRINKING		
		AWARE	UN- AWARE	PROB- LEM	Crisis lem	Prob- lem	NOT A PROB- LEM	YES	NO	YES	NO	YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	MORE LIKELY	LESS LIKELY	NO DIFF.
Total	500	455	41	471	193	278	19	242	256	129	358	92	402	207	139	100	37	223	1	59
18-29	1.1	0.9	-	0.8	0.4	1.2	8.1	0.3	1.9	0.6	0.9	-	1.4	1.2	1.1	-	-	0.7	-	-
30-40	16.9	15.1	38.1	17.7	16.5	18.5	-	18.3	15.7	18.6	16.6	23.4	15.6	15.4	18.0	15.6	29.7	17.7	-	21.8
41-55	70.5	72.1	53.7	69.5	72.4	67.5	90.3	72.7	68.5	71.7	70.1	66.3	71.2	69.9	67.8	77.9	62.2	72.0	100.0	66.4
56-65	6.9	7.4	1.9	6.8	6.0	7.4	5.8	5.9	7.9	4.9	7.7	3.0	7.9	9.2	6.0	5.1	3.0	5.2	-	6.3
OVER 65	1.7	1.6	2.8	1.8	2.1	1.6	-	1.3	2.1	1.8	1.8	1.7	1.8	2.1	2.0	0.4	3.2	1.8	-	0.7
REFUSED	2.9	2.9	3.6	3.3	2.6	3.8	-4.2	1.5	3.9	2.3	2.9	5.5	2.2	2.3	5.1	0.9	2.0	2.6	-	4.8
Mean	46.78	47.12	43.80	46.75	47.00	46.57	46.79	46.60	46.95	46.43	46.98	45.61	47.02	47.34	46.56	46.70	45.22	46.58	48.00	46.02

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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41. WHAT IS YOUR AGE?

	TOTAL	SEEN TV AD W/ MOTHER AT FUNERAL HOME		SEEN TV AD W/ FATHER FEEDIN HIS SON		SEEN TV ADS			HEARD OF TALKITOUTNC .ORG		VISITED TALKITOUTNC .ORG		OFTEN ADULTS IN HOUSEHOLD DRINK								
		YES	NO	YES	NO	0 OF 2	1 OF 2	2 OF 2	YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY	Rarely	Never
Total	500	250	247	251	240	188	106	195	138	352	26	460	144	82	62	76	40	36	279	124	155
18-29	1.1	0.3	1.9	0.6	1.7	2.1	0.6	0.4	2.0	0.8	2.6	1.0	1.9	1.9	1.9	1.7	-	3.6	0.5	-	1.0
30-40	16.9	16.4	17.0	17.2	17.2	16.6	18.0	16.6	21.2	15.0	28.2	16.4	10.8	6.7	16.2	15.8	12.0	20.0	20.4	23.8	17.6
41-55	70.5	73.6	67.9	73.7	66.9	67.9	66.6	75.4	68.5	71.4	58.6	70.6	78.3	80.0	76.0	69.5	81.5	56.3	66.5	68.9	64.6
56-65	6.9	5.1	8.8	5.8	7.9	8.3	8.0	4.9	3.7	8.1	3.0	7.3	5.4	9.5	-	8.1	4.4	12.2	7.3	6.5	8.0
OVER 65	1.7	1.9	1.6	1.1	2.3	2.1	1.6	1.4	2.0	1.7	-	1.8	1.1	1.4	0.7	1.5	-	3.2	2.1	0.6	3.4
REFUSED	2.9	2.7	2.8	1.6	4.0	3.0	5.2	1.3	2.6	3.0	7.6	2.8	2.6	0.6	5.2	3.3	2.0	4.8	3.1	0.2	5.4
Mean	46.78	46.86	46.77	46.59	46.86	46.83	46.83	46.65	45.62	47.26	43.75	46.93	47.05	48.20	45.47	46.87	46.97	46.75	46.61	45.84	47.26



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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41. WHAT IS YOUR AGE?

	TOTAL	SOCIAL NETWORKS						IDEOLOGY						PARTY			WHITE			
		USE	Face-	You-	Inst-	DON'T	LIB-	Very	Smwt.	MOD-	Smwt.	Very	CONSER-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
		SOCIAL	book	Tube	agram	USE	ERAL			ERATE			VATIVE	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
		MEDIA				SOCIAL										/OTHER			/OTHER	
Total	500	377	295	29	13	122	101	35	66	149	110	111	221	166	203	106	15	139	94	96
18-29	1.1	1.5	0.9	4.5	-	-	1.3	-	2.0	1.8	-	-	-	0.5	1.0	1.4	7.7	0.6	1.4	1.2
30-40	16.9	19.5	20.7	10.4	19.1	9.1	15.5	9.7	18.6	14.6	23.9	12.9	18.4	14.6	12.3	22.4	48.2	13.2	8.3	24.8
41-55	70.5	68.3	67.0	67.7	71.6	76.1	68.3	74.2	65.1	70.8	71.1	75.0	73.0	72.9	72.9	67.5	34.5	74.7	73.7	67.1
56-65	6.9	6.7	6.9	15.1	-	7.4	10.0	9.2	10.4	6.4	2.6	7.6	5.1	6.6	8.3	3.8	6.2	7.9	8.9	4.3
OVER 65	1.7	1.1	1.1	-	-	3.6	2.8	8.0	-	1.9	1.4	1.3	1.4	1.6	2.6	-	-	0.8	3.9	-
REFUSED	2.9	2.9	3.5	2.4	9.4	3.7	2.1	-1.1	3.8	4.5	1.1	3.2	2.1	3.8	2.9	4.8	3.4	2.8	3.8	2.6
Mean	46.78	46.18	46.14	47.43	45.26	48.63	47.57	49.78	46.33	46.86	45.52	47.58	46.54	47.15	47.83	45.07	40.36	47.29	48.66	44.93

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 41 Page 510  
Apr. 9, 2015

41. WHAT IS YOUR AGE?

	TOTAL	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	11/YOUNGER	12	13	14	15/OLDER	15	16	17	18/OLDER
Total	500	7	85	12	82	67	54	84	136	67	303	45	117	95	91	313	93	107	115	54
18-29	1.1	-	-	-	1.0	-	2.1	-	1.5	2.3	1.0	1.8	1.9	-	-	1.3	1.2	1.4	1.1	4.9
30-40	16.9	43.9	16.0	27.2	17.6	7.2	18.2	11.8	14.7	31.5	22.8	17.6	23.7	23.1	22.7	14.6	14.1	14.5	16.4	11.7
41-55	70.5	36.5	76.1	72.8	69.6	81.0	70.6	76.0	69.0	57.7	68.4	68.5	67.2	65.1	71.3	70.9	76.4	72.0	66.8	74.8
56-65	6.9	-	5.9	-	7.0	8.5	4.6	6.2	8.1	3.7	3.7	0.9	3.4	4.3	5.5	7.9	4.0	6.9	9.8	6.3
OVER 65	1.7	-	2.0	-	2.6	2.2	-	0.5	2.9	-	1.3	6.2	2.4	-	-	1.9	2.1	2.7	1.1	-
REFUSED	2.9	19.6	-	-	2.2	1.0	4.4	5.5	3.8	4.8	2.8	5.0	1.4	7.5	0.5	3.5	2.3	2.4	4.8	2.3
Mean	46.78	40.90	47.13	44.46	46.97	48.66	45.58	47.33	47.41	43.59	45.50	46.84	45.43	45.35	45.72	47.20	46.83	47.26	47.04	46.02

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

Table 41 Page 511  
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41. WHAT IS YOUR AGE?

	TOTAL	MALE ONLY (CHILDREN)		FEMALE ONLY (CHILDREN)		BOTH (CHILDREN)		MEN (PARENT)		WOMEN (PARENT)		GENDER (CHILDREN)			MEN		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	95	94	106	116	101	103	134	124	169	189	170	205	121	64	90	51
18-29	1.1	-	1.2	0.6	1.1	2.3	1.5	0.6	0.9	1.3	1.5	0.7	1.0	1.9	1.8	-	1.6
30-40	16.9	16.1	15.8	28.5	8.7	23.5	20.0	19.6	13.1	25.3	15.5	14.9	16.6	19.9	17.5	12.7	14.7
41-55	70.5	78.1	70.1	63.9	69.5	63.5	73.0	71.8	75.0	65.7	68.2	75.2	67.4	68.4	76.1	71.2	73.8
56-65	6.9	2.0	6.9	5.0	13.3	4.0	2.8	5.4	6.7	2.4	8.7	4.9	10.2	4.3	0.3	12.6	6.3
OVER 65	1.7	1.2	0.4	-	3.7	2.8	1.1	0.8	2.6	1.7	1.4	0.9	2.1	2.3	1.8	3.6	-
REFUSED	2.9	2.6	5.6	1.9	3.7	3.8	1.6	1.7	1.7	3.6	4.7	3.4	2.7	3.2	2.6	-	3.7
Mean	46.78	46.40	46.54	44.70	49.18	45.47	45.63	46.14	47.52	44.98	46.99	46.68	47.37	45.98	45.68	48.77	46.45

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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41. WHAT IS YOUR AGE?

	TOTAL	WOMEN			AREA			INCOME						INCOME					
		MALE	FEMALE	BOTH	CITY	SUBURB	SMALL	UNDER	\$20k-	\$40k-	\$60k-	\$75k-	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER
		ONLY	ONLY				CITY/ RURAL	\$20k	\$40k	\$60k	\$75k	\$100k	\$100k	\$40k	\$40k	\$60k	\$60k	\$100k	\$100k
Total	500	105	114	69	105	100	290	28	41	61	55	67	144	69	328	130	267	253	144
18-29	1.1	-	1.7	2.2	-	0.7	1.1	8.8	-	1.1	-	2.3	-	3.6	0.7	2.4	0.6	1.9	-
30-40	16.9	13.4	19.7	23.7	11.0	16.7	19.3	25.1	33.5	21.2	17.8	15.8	8.7	30.1	14.0	25.9	12.4	21.5	8.7
41-55	70.5	74.6	64.5	64.4	76.2	66.9	70.4	52.8	63.2	63.9	65.8	74.9	81.3	59.0	74.1	61.3	76.5	65.9	81.3
56-65	6.9	7.8	8.4	2.8	9.6	6.0	5.9	7.8	3.3	8.8	13.1	7.0	6.6	5.1	8.2	6.9	8.0	8.3	6.6
OVER 65	1.7	0.4	0.9	4.1	1.6	4.2	1.0	0.9	-	5.0	1.9	-	1.1	0.4	1.7	2.5	1.0	1.7	1.1
REFUSED	2.9	3.8	4.8	2.8	1.6	5.6	2.2	4.6	-	-	1.4	-	2.4	1.9	1.3	1.0	1.6	0.8	2.4
Mean	46.78	47.30	46.20	45.64	48.16	47.37	46.14	43.56	44.06	47.26	47.77	46.26	47.95	43.86	47.44	45.48	47.48	46.19	47.95

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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## 41. WHAT IS YOUR AGE?

	TOTAL	EDUCATION							MEN				WOMEN				MARITAL STATUS		
		LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	SINGLE	MARRY	DIV- ORCED
Total	500	193	13	83	97	303	191	113	80	127	80	47	113	176	110	66	33	407	38
18-29	1.1	2.8	11.7	2.4	2.0	-	-	-	2.4	-	-	-	3.1	-	-	-	4.0	0.7	3.0
30-40	16.9	25.0	14.7	26.4	25.2	11.9	16.4	4.2	20.1	12.0	16.0	5.1	28.6	11.8	16.7	3.5	34.2	14.9	16.9
41-55	70.5	62.4	69.5	60.9	62.8	75.8	70.7	84.4	69.5	76.6	71.4	85.3	57.3	75.2	70.2	83.7	61.8	73.5	65.5
56-65	6.9	5.0	4.2	7.3	3.2	8.2	9.1	6.6	3.8	9.2	9.0	9.6	5.9	7.4	9.1	4.5	-	7.0	3.7
OVER 65	1.7	1.9	-	3.0	1.1	1.7	1.2	2.5	3.1	1.4	2.3	-	0.9	1.8	0.4	4.3	-	1.1	4.2
REFUSED	2.9	2.9	-	-	5.7	2.5	2.6	2.4	1.1	0.8	1.2	-	4.1	3.7	3.6	4.0	-	2.9	6.6
Mean	46.78	45.04	43.75	45.63	44.69	47.88	47.27	48.90	46.00	47.94	47.59	48.54	44.33	47.83	47.03	49.17	42.57	46.98	46.42

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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41. WHAT IS YOUR AGE?

	TOTAL	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	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	181	227	329	72	337	158	36	105	148	36	189	69	56	20	272	84
18-29	1.1	0.4	1.0	1.0	-	1.0	1.0	4.3	-	1.3	-	0.7	-	5.9	-	-	-
30-40	16.9	14.4	15.3	16.9	11.5	15.5	20.0	19.4	18.9	12.3	18.0	18.0	19.3	94.1	100.0	-	-
41-55	70.5	75.9	71.6	72.4	77.9	71.9	68.6	69.0	73.0	76.6	77.1	68.3	70.8	-	-	89.3	91.3
56-65	6.9	6.8	7.2	6.2	6.2	7.1	6.6	0.9	5.4	7.1	4.9	7.1	5.7	-	-	8.8	6.7
OVER 65	1.7	1.6	0.7	1.6	4.4	1.5	2.2	3.1	1.6	2.0	-	1.2	2.4	-	-	1.9	2.0
REFUSED	2.9	1.0	4.3	1.9	-	2.9	1.6	3.3	1.2	0.7	-	4.7	1.9	-	-	-	-
Mean	46.78	47.24	46.77	46.70	48.35	46.97	46.50	45.20	46.59	47.44	46.26	46.59	46.76	34.33	35.00	49.56	49.32

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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41. WHAT IS YOUR AGE?

	TOTAL				AGE				AGE				MEN			
	UNDER	41-55	OVER		UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER		
	40		55		40	40	55	55	40	40	55	55	40	40	55	55
Total	500	90	353	43	90	396	442	43	33	173	187	19				
18-29	1.1	6.1	-	-	6.1	-	1.2	-	5.9	-	1.0	-				
30-40	16.9	93.9	-	-	93.9	-	19.1	-	94.1	-	16.8	-				
41-55	70.5	-	100.0	-	-	89.1	79.7	-	-	88.9	82.2	-				
56-65	6.9	-	-	80.0	-	8.7	-	80.0	-	8.6	-	77.3				
OVER 65	1.7	-	-	20.0	-	2.2	-	20.0	-	2.5	-	22.7				
REFUSED	2.9	-	-	-	-	-	-	-	-	-	-	-				
Mean	46.78	34.30	48.00	62.81	34.30	49.61	45.22	62.81	34.33	49.67	45.56	63.11				

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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41. WHAT IS YOUR AGE?

	TOTAL		WOMEN				GENDER	
			UNDER	OVER	UNDER	OVER	MALE	FEMALE
			40	40	55	55		
Total	500	57	223	256	24	210	290	
18-29	1.1	6.2	-	1.4	-	0.9	1.2	
30-40	16.9	93.8	-	20.7	-	14.9	18.3	
41-55	70.5	-	89.2	77.9	-	73.1	68.6	
56-65	6.9	-	8.8	-	82.1	7.0	6.8	
OVER 65	1.7	-	1.9	-	17.9	2.1	1.5	
REFUSED	2.9	-	-	-	-	1.9	3.6	
Mean	46.78	34.28	49.57	44.97	62.56	47.19	46.48	





# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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42. GENDER:

	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	YES	NO/ NOT YET	
Total	500	158	65	18	75	142	60	82	89	45	44	21	57	33	301	197	241	204	35	467	33
MALE	42.0	44.6	37.1	36.4	53.1	38.1	38.9	37.6	45.3	48.4	42.0	35.7	39.9	44.9	38.7	46.3	35.9	44.3	67.5	40.5	63.7
FEMALE	58.0	55.4	62.9	63.6	46.9	61.9	61.1	62.4	54.7	51.6	58.0	64.3	60.1	55.1	61.3	53.7	64.1	55.7	32.5	59.5	36.3

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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42. GENDER:

	TOTAL	TALK ABOUT ALCOHOL			TALKED WITH		RESEARCHED		UNDERAGED DRINKING IN				CONCERNED YOUR CHILDREN			APPROPRIATE AGE FOR			
		ABUSE WITH YOUR			CHILD./LAST		UNDERAGED		YOUR COMMUNITY				WILL DRINK ALCOHOL			YOUR CHILDREN TO TRY			
		CHILDREN			FEW MONTHS		DRINKING									ALCOHOL			
		FREQU-	SOME-	RARELY	YES	NO	YES	NO	PROB-	Ser-	Minor	NOT A	CONC-	Very	Smwt.	NOT AT	14-	15-17	18/
		ENTLY	TIMES						LEM	ious		PROB-	ERNED			ALL	LESS		OVER
												LEM							
Total	500	199	192	73	398	62	122	375	434	219	215	36	294	80	214	201	20	36	390
MALE	42.0	31.5	43.4	55.6	38.1	51.6	39.8	42.6	39.8	31.3	48.5	56.7	40.2	34.0	42.6	44.1	33.6	54.8	40.9
FEMALE	58.0	68.5	56.6	44.4	61.9	48.4	60.2	57.4	60.2	68.7	51.5	43.3	59.8	66.0	57.4	55.9	66.4	45.2	59.1

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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42. GENDER:

	TOTAL	MANY CHILDREN START DRINKIN BEFORE AGE 15			CHILDREN DRINKING BEFORE 15 YEARS OLD			SEEN TV ADS STOP UNDERAGE DRINKING		RADIO ADS STOP UNDERAGE DRINKING		ONLINE ADS STOP UNDERAGE DRINKING		UNDERAGE DRINKING ADS				M.L. TO TALK WITH YOUR CHILDREN ABOUT UNDERAGE DRINKING		
		AWARE	UN- AWARE	PROB- LEM	Crisis lem	Prob- lem	NOT A PROB- LEM	YES	NO	YES	NO	YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	MORE LIKELY	LESS LIKELY	NO DIFF.
Total	500	455	41	471	193	278	19	242	256	129	358	92	402	207	139	100	37	223	1	59
MALE	42.0	42.2	37.8	41.6	27.4	51.5	40.4	42.1	41.7	39.0	42.9	35.2	43.3	43.5	40.3	47.1	22.8	38.5	-	50.5
FEMALE	58.0	57.8	62.2	58.4	72.6	48.5	59.6	57.9	58.3	61.0	57.1	64.8	56.7	56.5	59.7	52.9	77.2	61.5	100.0	49.5

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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42. GENDER:

	TOTAL	SEEN TV AD W/		SEEN TV AD W/		SEEN TV ADS			HEARD OF		VISITED		OFTEN ADULTS IN HOUSEHOLD DRINK									
		MOTHER AT		FATHER FEEDIN					TALKITOUTNC		TALKITOUTNC											
		FUNERAL HOME		HIS SON					.ORG		.ORG											
		YES	NO	YES	NO	0 OF 2	1 OF 2	2 OF 2	YES	NO	YES	NO	REGU-	2+	Once A	NOT	Every	Once A	RARELY	Rarely	Never	
													LARLY	Times/	Week	REGU-	Couple	Week				
														Week		LARLY	Weeks					
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
Total		500	250	247	251	240	188	106	195	138	352	26	460	144	82	62	76	40	36	279	124	155
MALE		42.0	43.8	40.8	45.1	38.7	40.8	36.7	46.4	38.9	42.8	25.2	42.4	48.2	50.4	45.3	53.9	45.1	63.6	35.2	33.5	36.5
FEMALE		58.0	56.2	59.2	54.9	61.3	59.2	63.3	53.6	61.1	57.2	74.8	57.6	51.8	49.6	54.7	46.1	54.9	36.4	64.8	66.5	63.5

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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42. GENDER:

	TOTAL	SOCIAL NETWORKS						IDEOLOGY						PARTY			WHITE			
		USE	Face-	You-	Inst-	DON'T	LIB-	Very	Smwt.	MOD-	Smwt.	Very	CONSER	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
		SOCIAL	book	Tube	agram	USE	ERAL			ERATE			VATIVE	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
		MEDIA				SOCIAL										/OTHER			/OTHER	
Total	500	377	295	29	13	122	101	35	66	149	110	111	221	166	203	106	15	139	94	96
MALE	42.0	34.2	33.1	51.0	18.8	65.6	44.9	47.2	43.6	35.3	45.5	44.9	45.2	49.7	32.9	41.1	70.0	48.2	35.9	43.4
FEMALE	58.0	65.8	66.9	49.0	81.2	34.4	55.1	52.8	56.4	64.7	54.5	55.1	54.8	50.3	67.1	58.9	30.0	51.8	64.1	56.6

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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42. GENDER:

	TOTAL	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	11/YOUNGER	12	13	14	15/OLDER	15	16	17	18/OLDER
Total	500	7	85	12	82	67	54	84	136	67	303	45	117	95	91	313	93	107	115	54
MALE	42.0	63.7	31.3	46.5	100.0	100.0	100.0	-	-	-	44.2	52.7	38.9	55.3	42.5	39.6	38.6	36.3	41.2	45.3
FEMALE	58.0	36.3	68.7	53.5	-	-	-	100.0	100.0	100.0	55.8	47.3	61.1	44.7	57.5	60.4	61.4	63.7	58.8	54.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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42. GENDER:

	TOTAL	MALE ONLY		FEMALE ONLY		BOTH		MEN		WOMEN		GENDER			MEN		
		(CHILDREN)		(CHILDREN)		(CHILDREN)		(PARENT)		(PARENT)		(CHILDREN)					
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	500	95	94	106	116	101	103	134	124	169	189	170	205	121	64	90	51
MALE	42.0	41.9	36.2	46.7	41.1	44.4	40.9	100.0	100.0	-	-	38.0	44.1	42.5	100.0	100.0	100.0
FEMALE	58.0	58.1	63.8	53.3	58.9	55.6	59.1	-	-	100.0	100.0	62.0	55.9	57.5	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — PARENTS OF CHILDREN GRADES 6-12

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42. GENDER:

	TOTAL	WOMEN			AREA			INCOME					INCOME						
		MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL	UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k
Total	500	105	114	69	105	100	290	28	41	61	55	67	144	69	328	130	267	253	144
MALE	42.0	-	-	-	46.9	31.8	43.9	29.6	39.8	26.6	32.4	46.1	46.6	35.7	40.4	31.4	43.5	35.5	46.6
FEMALE	58.0	100.0	100.0	100.0	53.1	68.2	56.1	70.4	60.2	73.4	67.6	53.9	53.4	64.3	59.6	68.6	56.5	64.5	53.4



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42. GENDER:

	TOTAL	EDUCATION								MEN				WOMEN				MARITAL STATUS		
		LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	SINGLE	MARRY	DIV- ORCED	
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
Total	500	193	13	83	97	303	191	113	80	127	80	47	113	176	110	66	33	407	38	
MALE	42.0	41.6	15.6	54.1	34.5	41.9	42.1	41.6	100.0	100.0	100.0	100.0	-	-	-	-	31.2	44.4	28.3	
FEMALE	58.0	58.4	84.4	45.9	65.5	58.1	57.9	58.4	-	-	-	-	100.0	100.0	100.0	100.0	68.8	55.6	71.7	

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42. GENDER:

	TOTAL	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	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	181	227	329	72	337	158	36	105	148	36	189	69	56	20	272	84
MALE	42.0	100.0	-	39.9	55.7	43.8	37.1	40.3	34.7	100.0	100.0	-	-	36.2	33.2	46.6	35.6
FEMALE	58.0	-	100.0	60.1	44.3	56.2	62.9	59.7	65.3	-	-	100.0	100.0	63.8	66.8	53.4	64.4

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42. GENDER:

	TOTAL				AGE				AGE				MEN			
	UNDER	41-55	OVER		UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER		
	40		55		40	40	55	55	40	40	55	55	40	40	55	55
Total	500	90	353	43	90	396	442	43	33	173	187	19				
MALE	42.0	37.1	43.5	44.3	37.1	43.6	42.2	44.3	100.0	100.0	100.0	100.0				
FEMALE	58.0	62.9	56.5	55.7	62.9	56.4	57.8	55.7	-	-	-	-				



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42. GENDER:

	TOTAL		WOMEN				GENDER	
	UNDER	OVER	UNDER	OVER	MALE	FEMALE		
	40	40	55	55				
Total	500	57	223	256	24	210	290	
MALE	42.0	-	-	-	-	100.0	-	
FEMALE	58.0	100.0	100.0	100.0	100.0	-	100.0	



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## 43. SURVEY AREA:

	TOTAL	AREA													CHILDREN IN		APPROPRIATE TO			TALKED ABOUT	
		RALEIGH	Durham & Wake	Cumberland	Rest	CHARLOTTE	Gaston/Mecklenburg	Rest	GREENSBORO	Forsythe/Guilford	Rest	WILMINGTON	EAST	WEST	1	2 OVER	10/LESS	11-14	15/OVER	YES	NO/NOT YET
Total	500	158	65	18	75	142	60	82	89	45	44	21	57	33	301	197	241	204	35	467	33
RALEIGH	31.6	100.0	100.0	100.0	100.0	-	-	-	-	-	-	-	-	-	31.9	31.5	32.6	30.4	16.1	31.8	28.4
DURHAM/WAKE COUNTIES	13.0	41.1	100.0	-	-	-	-	-	-	-	-	-	-	-	13.6	12.2	15.1	11.9	6.5	13.1	11.3
CUMBERLAND COUNTY	3.6	11.4	-	100.0	-	-	-	-	-	-	-	-	-	-	2.4	5.5	2.1	5.2	3.4	3.9	-
REST	15.0	47.5	-	-	100.0	-	-	-	-	-	-	-	-	-	15.9	13.8	15.4	13.3	6.2	14.9	17.0
CHARLOTTE	28.4	-	-	-	-	100.0	100.0	100.0	-	-	-	-	-	-	27.2	30.7	28.6	32.1	17.2	27.8	37.6
GASTON/MECKLEN. CO.	12.0	-	-	-	-	42.3	100.0	-	-	-	-	-	-	-	11.5	12.9	11.4	15.1	5.1	11.4	20.2
REST	16.4	-	-	-	-	57.7	-	100.0	-	-	-	-	-	-	15.7	17.7	17.2	17.0	12.2	16.3	17.4
GREENSBORO	17.8	-	-	-	-	-	-	-	100.0	100.0	100.0	-	-	-	18.0	17.0	18.4	17.1	20.0	17.9	16.5
FORSYTHE/GUILFORD CO.	9.0	-	-	-	-	-	-	-	50.6	100.0	-	-	-	-	9.5	8.2	9.4	8.8	10.0	8.5	16.5
REST	8.8	-	-	-	-	-	-	-	49.4	-	100.0	-	-	-	8.5	8.8	9.1	8.3	10.0	9.4	-
WILMINGTON	4.2	-	-	-	-	-	-	-	-	-	-	100.0	-	-	2.6	6.7	2.9	4.7	8.4	4.2	4.1
EAST	11.4	-	-	-	-	-	-	-	-	-	-	-	100.0	-	12.9	9.3	10.8	10.0	29.8	11.7	7.0
WEST	6.6	-	-	-	-	-	-	-	-	-	-	-	-	100.0	7.5	4.8	6.7	5.7	8.5	6.6	6.4

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## 43. SURVEY AREA:

	TOTAL	TALK ABOUT ALCOHOL   ABUSE WITH YOUR   CHILDREN			TALKED WITH   CHILD./LAST   FEW MONTHS		RESEARCHED   UNDERAGED   DRINKING		UNDERAGED DRINKING IN   YOUR COMMUNITY				CONCERNED YOUR CHILDREN   WILL DRINK ALCOHOL			APPROPRIATE AGE FOR   YOUR CHILDREN TO TRY   ALCOHOL			
		FREQU-   ENTLY	SOME-   TIMES	RARELY 	YES 	NO 	YES 	NO 	PROB-   LEM	Ser-   ious	Minor 	NOT A   PROB-   LEM	CONC-   ERNED	Very 	Smwt. 	NOT AT   ALL	14-   LESS	15-17 	18/   OVER
Total	500	199	192	73	398	62	122	375	434	219	215	36	294	80	214	201	20	36	390
RALEIGH	31.6	31.2	33.1	31.5	30.5	38.9	31.6	31.8	31.5	35.1	27.8	32.7	32.8	31.1	33.4	28.5	49.6	15.3	30.1
DURHAM/WAKE COUNTIES	13.0	6.7	19.6	14.2	12.4	13.9	8.5	14.6	12.4	15.0	9.8	18.0	13.6	7.5	16.0	10.9	31.5	6.9	12.4
CUMBERLAND COUNTY	3.6	5.7	1.6	5.0	3.5	6.6	4.8	3.2	3.9	4.7	3.0	3.3	4.5	4.7	4.5	2.3	-	0.3	4.2
REST	15.0	18.9	11.9	12.3	14.6	18.4	18.3	14.0	15.2	15.3	15.1	11.4	14.6	18.8	13.0	15.3	18.2	8.2	13.5
CHARLOTTE	28.4	31.3	25.7	22.7	29.4	17.0	24.4	29.2	28.9	29.3	28.6	33.5	31.4	31.6	31.3	24.7	27.8	45.0	27.8
GASTON/MECKLEN. CO.	12.0	12.6	12.1	5.8	12.0	9.4	11.2	11.7	12.2	13.6	10.8	19.0	12.9	12.6	13.0	11.0	15.8	10.7	11.4
REST	16.4	18.7	13.5	16.8	17.5	7.6	13.2	17.5	16.7	15.7	17.7	14.5	18.5	19.0	18.3	13.8	12.0	34.3	16.5
GREENSBORO	17.8	19.2	17.4	16.5	18.8	13.8	24.7	15.7	17.4	15.4	19.4	18.3	13.1	10.9	14.0	25.0	8.9	13.8	18.5
FORSYTHE/GUILFORD CO.	9.0	11.0	6.7	6.7	9.4	3.3	11.4	8.3	9.3	6.9	11.8	4.3	7.8	5.8	8.5	11.0	8.9	13.8	8.7
REST	8.8	8.2	10.7	9.8	9.4	10.6	13.3	7.4	8.0	8.4	7.6	13.9	5.3	5.1	5.4	14.0	-	-	9.8
WILMINGTON	4.2	3.9	4.7	3.7	3.8	7.6	2.7	4.7	3.9	2.2	5.5	2.6	5.7	4.4	6.2	2.0	6.1	15.5	3.5
EAST	11.4	9.0	13.2	15.6	10.7	17.6	11.9	11.3	11.6	11.2	12.0	10.1	10.2	10.0	10.2	13.5	1.0	11.3	12.3
WEST	6.6	5.4	5.9	10.0	6.8	5.2	4.7	7.2	6.7	6.8	6.7	2.8	6.8	12.0	4.9	6.2	6.6	-0.9	7.8

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## 43. SURVEY AREA:

	TOTAL	MANY CHILDREN   START DRINKIN    BEFORE AGE 15			CHILDREN DRINKING BEFORE 15 YEARS OLD			SEEN TV ADS   STOP UNDERAGE    DRINKING		RADIO ADS   STOP UNDERAGE    DRINKING		ONLINE ADS   STOP UNDERAGE    DRINKING		UNDERAGE DRINKING ADS				M.L. TO TALK WITH   YOUR CHILDREN ABOUT   UNDERAGE DRINKING		
		AWARE	UN-   AWARE	PROB-   LEM	Crisis 	Prob-   lem	NOT A   PROB-   LEM	YES	NO	YES	NO	YES	NO	0 OF 3	1 OF 3	2 OF 3	3 OF 3	MORE   LIKELY	LESS   LIKELY	NO   DIFF.
Total	500	455	41	471	193	278	19	242	256	129	358	92	402	207	139	100	37	223	1	59
RALEIGH	31.6	31.6	34.8	31.8	31.5	32.1	27.3	39.0	24.5	31.8	31.7	37.0	30.5	24.3	41.2	33.1	36.8	40.1	-	27.5
DURHAM/WAKE COUNTIES	13.0	13.1	13.3	12.9	11.4	14.0	13.4	17.8	8.3	13.6	12.8	16.1	12.3	8.1	18.4	14.7	16.5	18.3	-	10.4
CUMBERLAND COUNTY	3.6	3.3	7.7	3.8	4.8	3.1	-	4.4	2.9	1.5	4.5	5.2	3.3	3.0	5.0	4.0	1.9	4.0	-	4.9
REST	15.0	15.2	13.8	15.1	15.3	15.0	13.9	16.8	13.4	16.7	14.4	15.8	14.9	13.2	17.7	14.4	18.3	17.8	-	12.2
CHARLOTTE	28.4	29.4	16.3	27.9	28.8	27.2	33.1	28.5	28.0	36.5	25.0	32.1	27.5	25.0	25.9	35.3	30.4	31.2	37.6	26.5
GASTON/MECKLEN. CO.	12.0	12.4	8.3	11.7	12.9	10.9	14.0	15.0	8.7	18.5	9.4	15.2	11.4	8.3	9.4	21.8	14.7	14.9	37.6	12.9
REST	16.4	17.0	7.9	16.2	15.9	16.3	19.1	13.5	19.3	18.0	15.6	16.8	16.1	16.8	16.5	13.5	15.7	16.2	-	13.6
GREENSBORO	17.8	16.9	26.3	17.5	15.0	19.3	26.2	16.4	19.3	13.2	19.7	10.7	19.0	22.6	14.4	12.7	17.7	14.5	-	14.5
FORSYTHE/GUILFORD CO.	9.0	7.7	20.8	8.6	6.8	9.9	15.6	8.7	9.3	7.9	9.7	6.2	9.8	11.4	6.3	9.1	9.1	8.6	-	3.7
REST	8.8	9.2	5.5	8.9	8.3	9.4	10.5	7.7	9.9	5.2	9.9	4.5	9.2	11.2	8.0	3.5	8.6	5.9	-	10.9
WILMINGTON	4.2	4.1	5.9	4.5	3.7	5.0	-	5.5	3.0	4.6	4.2	4.1	4.3	3.6	4.8	3.9	7.8	3.6	9.0	9.1
EAST	11.4	11.4	12.3	11.8	13.0	10.9	1.4	8.3	14.4	7.4	13.0	10.2	11.8	15.9	7.7	9.6	7.4	7.5	53.4	10.7
WEST	6.6	6.6	4.4	6.5	8.0	5.5	12.0	2.3	10.7	6.6	6.4	5.8	6.9	8.5	6.0	5.5	-	3.2	-	11.7

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43. SURVEY AREA:

	TOTAL	SEEN TV AD W/ MOTHER AT FUNERAL HOME		SEEN TV AD W/ FATHER FEEDIN HIS SON		SEEN TV ADS			HEARD OF TALKITOUTNC .ORG		VISITED TALKITOUTNC .ORG		OFTEN ADULTS IN HOUSEHOLD DRINK								
		YES	NO	YES	NO	0 OF 2	1 OF 2	2 OF 2	YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY	Rarely	Never
Total	500	250	247	251	240	188	106	195	138	352	26	460	144	82	62	76	40	36	279	124	155
RALEIGH	31.6	41.6	21.3	42.3	21.6	16.9	36.9	43.8	34.4	30.2	30.4	31.7	32.3	37.4	25.6	31.6	22.8	41.2	31.4	27.7	34.2
DURHAM/WAKE COUNTIES	13.0	18.8	7.3	17.7	8.6	5.2	18.2	18.5	13.8	13.0	4.4	13.6	16.9	20.7	11.9	15.5	9.1	22.5	10.4	11.2	9.7
CUMBERLAND COUNTY	3.6	4.2	3.1	4.9	2.3	2.5	3.5	4.9	2.2	4.3	5.9	3.6	1.6	1.0	2.5	-	-	-	5.6	8.1	3.6
REST	15.0	18.6	10.9	19.7	10.7	9.3	15.3	20.4	18.4	12.9	20.1	14.6	13.8	15.7	11.2	16.1	13.7	18.8	15.4	8.4	21.0
CHARLOTTE	28.4	28.2	28.0	26.8	28.9	27.5	32.7	25.6	24.7	30.0	14.2	29.5	34.9	32.5	38.2	31.7	31.3	32.2	24.2	21.3	26.6
GASTON/MECKLEN. CO.	12.0	15.3	8.3	13.3	9.4	7.4	14.4	13.7	8.4	13.1	-	12.8	15.7	20.0	10.0	10.2	10.3	10.0	10.6	10.4	10.8
REST	16.4	12.9	19.7	13.5	19.5	20.2	18.4	12.0	16.3	16.9	14.2	16.8	19.3	12.5	28.2	21.6	21.0	22.2	13.6	10.8	15.8
GREENSBORO	17.8	15.2	20.9	15.1	20.5	22.4	14.7	15.0	20.0	17.6	35.4	16.5	17.7	16.0	19.9	12.8	14.4	11.0	18.9	21.2	17.1
FORSYTHE/GUILFORD CO.	9.0	9.1	9.2	9.4	8.2	7.6	12.4	8.1	9.7	9.1	20.1	8.7	13.8	15.1	12.2	7.9	8.0	7.8	6.4	11.2	2.7
REST	8.8	6.1	11.7	5.7	12.4	14.9	2.3	7.0	10.3	8.5	15.3	7.8	3.9	1.0	7.7	4.9	6.4	3.2	12.5	10.0	14.4
WILMINGTON	4.2	4.7	3.8	6.0	2.4	2.7	4.8	5.6	3.7	4.5	6.6	4.2	5.3	5.8	4.5	3.7	7.1	-	3.8	4.9	2.9
EAST	11.4	7.9	15.1	8.2	14.8	17.3	6.1	8.7	11.0	10.8	5.4	11.3	2.0	1.5	2.8	15.7	21.8	9.0	15.1	18.2	12.7
WEST	6.6	2.5	10.9	1.6	11.8	13.0	4.8	1.3	6.1	7.0	8.0	6.7	7.7	6.8	9.0	4.5	2.6	6.5	6.6	6.8	6.5



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## 43. SURVEY AREA:

	TOTAL	SOCIAL NETWORKS						IDEOLOGY						PARTY			WHITE			
		USE SOCIAL MEDIA	Face- book	You- Tube	Inst- agram	DON'T USE SOCIAL	LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	
Total	500	377	295	29	13	122	101	35	66	149	110	111	221	166	203	106	15	139	94	96
RALEIGH	31.6	31.0	33.0	22.8	16.4	34.2	38.4	44.9	34.9	33.0	27.1	24.6	25.8	28.3	34.3	34.4	30.3	26.8	34.3	30.7
DURHAM/WAKE COUNTIES	13.0	13.1	11.1	18.0	7.1	12.8	14.0	15.1	13.4	16.6	9.7	6.3	8.0	7.6	13.9	19.2	23.8	7.9	15.5	21.0
CUMBERLAND COUNTY	3.6	3.8	4.9	-	-	3.1	4.0	-	6.2	2.1	3.6	6.2	4.9	6.1	3.0	1.4	-	3.6	3.0	1.5
REST	15.0	14.0	17.0	4.9	9.4	18.2	20.4	29.8	15.3	14.3	13.8	12.1	13.0	14.7	17.4	13.8	6.5	15.3	15.8	8.2
CHARLOTTE	28.4	28.7	26.7	43.2	35.3	26.8	32.3	33.6	31.7	26.9	30.4	25.5	27.9	29.0	26.6	31.0	34.4	28.4	28.6	30.8
GASTON/MECKLEN. CO.	12.0	12.3	11.6	23.7	25.5	11.2	20.4	16.9	22.2	12.1	8.9	9.1	9.0	8.4	14.2	15.0	5.4	7.8	10.4	13.2
REST	16.4	16.3	15.1	19.5	9.7	15.7	12.0	16.7	9.4	14.8	21.5	16.4	19.0	20.6	12.3	16.0	29.0	20.6	18.1	17.6
GREENSBORO	17.8	17.7	18.4	18.3	10.5	18.0	11.8	17.5	8.8	19.3	18.1	22.0	20.0	17.4	18.1	17.0	15.2	18.8	15.6	16.9
FORSYTHE/GUILFORD CO.	9.0	8.9	8.2	18.3	1.3	8.9	5.6	11.9	2.2	14.3	10.0	5.9	8.0	6.9	11.0	8.6	-	6.9	7.3	7.9
REST	8.8	8.8	10.2	-	9.2	9.0	6.2	5.5	6.6	5.1	8.1	16.0	12.1	10.5	7.0	8.4	15.2	11.9	8.3	9.0
WILMINGTON	4.2	4.5	4.3	3.0	9.6	2.9	1.4	-	2.2	5.9	4.0	4.4	4.2	4.3	3.4	5.3	-	3.5	4.1	5.9
EAST	11.4	13.2	12.3	8.2	28.2	6.0	9.6	4.0	12.6	11.0	14.6	11.2	12.9	12.9	11.2	8.0	13.0	13.6	11.6	10.9
WEST	6.6	5.0	5.3	4.5	-	12.0	6.4	-	9.9	3.9	5.8	12.3	9.1	8.0	6.4	4.3	7.2	8.8	5.8	4.8

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## 43. SURVEY AREA:

	TOTAL	AFRICAN AMERICAN			MEN			WOMEN			AGE OF CHILDREN									
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	11/YOUNGER	12	13	14	15/OLDER	15	16	17	18/OLDER
Total	500	7	85	12	82	67	54	84	136	67	303	45	117	95	91	313	93	107	115	54
RALEIGH	31.6	60.6	41.2	61.1	30.7	28.9	47.2	25.9	36.9	23.1	31.0	28.1	34.9	29.0	28.3	30.5	33.5	30.2	31.4	22.4
DURHAM/WAKE COUNTIES	13.0	-	16.0	14.6	8.4	9.0	20.5	6.7	16.3	19.2	12.2	8.6	14.9	8.6	12.6	13.7	13.3	16.2	13.6	8.7
CUMBERLAND COUNTY	3.6	23.9	2.1	-	6.2	2.3	-	6.0	3.4	2.1	3.3	2.3	6.1	2.1	5.0	3.1	3.5	3.8	4.0	3.0
REST	15.0	36.8	23.0	46.5	16.1	17.6	26.7	13.3	17.3	1.8	15.5	17.1	13.9	18.3	10.7	13.7	16.7	10.3	13.8	10.6
CHARLOTTE	28.4	39.4	23.7	38.9	25.4	26.2	27.9	32.6	26.8	34.3	29.2	31.5	24.3	35.6	27.9	30.0	38.8	29.6	25.2	35.9
GASTON/MECKLEN. CO.	12.0	19.8	17.3	27.2	8.4	14.5	11.8	8.4	14.1	15.5	12.2	15.2	12.2	10.8	12.3	12.0	20.6	6.2	9.0	16.7
REST	16.4	19.6	6.5	11.7	17.0	11.7	16.1	24.2	12.7	18.8	17.0	16.4	12.1	24.8	15.6	18.0	18.1	23.4	16.2	19.2
GREENSBORO	17.8	-	17.4	-	15.7	22.6	17.0	19.2	15.8	16.7	18.1	23.4	17.5	14.3	20.2	17.3	16.1	13.5	17.7	24.6
FORSYTHE/GUILFORD CO.	9.0	-	13.0	-	6.0	15.0	8.9	7.8	9.1	6.5	10.4	18.7	10.8	9.8	8.9	6.5	7.6	7.2	1.9	9.3
REST	8.8	-	4.4	-	9.7	7.6	8.1	11.4	6.8	10.2	7.7	4.7	6.7	4.5	11.3	10.8	8.5	6.3	15.8	15.3
WILMINGTON	4.2	-	2.0	-	5.0	2.2	2.9	3.6	4.1	6.1	4.8	2.5	7.7	3.8	6.1	3.6	3.6	3.9	4.2	3.2
EAST	11.4	-	9.0	-	14.3	14.8	-	11.6	9.4	15.5	11.6	10.8	11.3	13.3	9.9	11.2	4.1	11.0	15.1	8.7
WEST	6.6	-	6.7	-	8.9	5.3	5.0	7.1	7.0	4.3	5.2	3.8	4.4	3.9	7.5	7.4	4.0	11.7	6.4	5.2

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43. SURVEY AREA:

	TOTAL	MALE ONLY (CHILDREN)		FEMALE ONLY (CHILDREN)		BOTH (CHILDREN)		MEN (PARENT)		WOMEN (PARENT)		GENDER (CHILDREN)			MEN		
		14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	95	94	106	116	101	103	134	124	169	189	170	205	121	64	90	51
RALEIGH	31.6	32.4	39.1	34.6	26.7	26.4	27.0	33.9	36.4	28.8	26.7	36.0	30.9	28.1	35.6	30.7	39.3
DURHAM/WAKE COUNTIES	13.0	17.9	22.4	9.5	9.1	9.7	10.9	10.1	14.3	13.8	13.3	19.5	9.6	10.7	15.1	9.4	11.9
CUMBERLAND COUNTY	3.6	4.6	4.0	3.3	3.8	2.3	1.6	2.0	3.2	4.4	3.1	4.7	3.4	2.6	6.6	2.7	-
REST	15.0	9.8	12.7	21.9	13.8	14.4	14.5	21.7	18.9	10.6	10.3	11.9	17.8	14.8	13.9	18.6	27.5
CHARLOTTE	28.4	23.4	30.0	29.9	24.1	34.5	36.5	28.0	25.3	30.2	33.1	24.5	27.6	35.7	20.3	31.5	24.6
GASTON/MECKLEN. CO.	12.0	11.2	10.9	13.6	11.7	11.8	13.3	11.5	11.5	12.8	12.3	10.0	13.0	13.2	5.7	16.7	8.9
REST	16.4	12.2	19.1	16.3	12.5	22.7	23.2	16.5	13.8	17.4	20.8	14.5	14.6	22.5	14.6	14.8	15.7
GREENSBORO	17.8	15.9	7.8	16.6	24.1	20.8	18.6	17.0	16.7	19.1	17.6	11.9	20.4	19.5	12.7	23.3	15.0
FORSYTHE/GUILFORD CO.	9.0	9.2	1.9	9.9	8.7	10.9	8.2	10.9	7.3	10.0	5.9	6.2	9.2	10.6	6.9	9.2	13.0
REST	8.8	6.7	5.9	6.7	15.4	9.9	10.4	6.1	9.5	9.0	11.7	5.8	11.2	8.9	5.9	14.1	1.9
WILMINGTON	4.2	6.0	2.2	4.4	5.3	4.1	3.1	4.9	2.6	4.7	4.3	3.9	4.6	4.1	5.4	2.1	4.0
EAST	11.4	17.5	13.4	8.6	10.8	9.5	9.2	11.4	11.6	11.8	10.9	16.7	9.3	7.9	18.7	5.6	11.1
WEST	6.6	4.9	7.6	5.9	8.9	4.7	5.6	4.9	7.4	5.3	7.4	6.9	7.2	4.8	7.1	6.8	5.9

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## 43. SURVEY AREA:

	TOTAL	WOMEN			AREA			INCOME						INCOME					
		MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL	UNDER \$20k	\$20k- \$40k	\$40k- \$60k	\$60k- \$75k	\$75k- \$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k
Total	500	105	114	69	105	100	290	28	41	61	55	67	144	69	328	130	267	253	144
RALEIGH	31.6	36.3	31.0	19.8	38.5	31.8	29.6	30.8	21.4	28.0	30.7	23.6	38.9	25.2	32.4	26.5	33.4	26.7	38.9
DURHAM/WAKE COUNTIES	13.0	22.1	9.8	9.8	27.6	19.0	5.9	6.0	-	8.5	13.0	5.6	21.9	2.4	14.5	5.3	15.9	7.1	21.9
CUMBERLAND COUNTY	3.6	3.5	4.1	4.5	7.5	3.8	2.2	9.0	4.4	2.7	3.7	7.3	1.6	6.3	3.3	4.6	3.5	5.1	1.6
REST	15.0	10.6	17.2	5.4	3.4	9.0	21.5	15.8	16.9	16.9	14.0	10.7	15.4	16.5	14.5	16.7	14.0	14.5	15.4
CHARLOTTE	28.4	27.1	24.6	43.9	33.6	39.0	22.6	35.1	34.1	26.4	31.0	27.8	27.3	34.5	27.9	30.7	28.2	30.0	27.3
GASTON/MECKLEN. CO.	12.0	12.6	10.1	16.3	27.6	19.1	3.9	1.4	17.9	11.3	4.8	9.1	13.9	11.2	10.9	11.3	10.8	9.3	13.9
REST	16.4	14.5	14.5	27.6	6.0	19.9	18.7	33.7	16.2	15.1	26.2	18.8	13.3	23.3	17.0	19.4	17.4	20.7	13.3
GREENSBORO	17.8	11.4	18.0	22.8	15.9	19.0	17.8	22.2	13.4	16.6	13.5	25.8	17.3	16.9	18.2	16.8	18.6	18.4	17.3
FORSYTHE/GUILFORD CO.	9.0	5.7	9.1	8.8	12.7	15.1	5.6	4.7	4.3	5.3	10.0	10.4	12.9	4.5	10.4	4.8	11.6	7.4	12.9
REST	8.8	5.7	8.9	14.0	3.3	4.0	12.3	17.5	9.1	11.3	3.5	15.4	4.4	12.5	7.8	12.0	7.0	11.0	4.4
WILMINGTON	4.2	3.0	6.5	4.1	3.8	2.8	4.9	7.2	4.2	11.6	4.0	1.4	3.5	5.4	4.7	8.3	3.1	5.6	3.5
EAST	11.4	15.4	12.3	5.5	5.6	5.2	15.2	-	9.5	5.5	19.0	17.8	8.8	5.7	11.8	5.6	13.2	11.8	8.8
WEST	6.6	6.8	7.6	4.0	2.5	2.1	9.8	4.7	17.4	11.8	1.8	3.5	4.2	12.3	5.1	12.0	3.5	7.5	4.2

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## 43. SURVEY AREA:

	TOTAL	EDUCATION							MEN				WOMEN				MARITAL STATUS		
		LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	NOT COLLEG GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad.	SINGLE	MARRY	DIV- ORCED
Total	500	193	13	83	97	303	191	113	80	127	80	47	113	176	110	66	33	407	38
RALEIGH	31.6	34.3	59.8	27.5	36.7	30.3	30.7	29.6	39.7	30.3	31.4	28.3	30.5	30.3	30.2	30.5	26.8	33.2	20.4
DURHAM/WAKE COUNTIES	13.0	9.3	25.5	6.7	9.3	15.3	14.5	16.7	6.3	14.8	15.6	13.2	11.4	15.8	13.7	19.2	2.1	14.1	8.5
CUMBERLAND COUNTY	3.6	5.1	-	6.4	4.6	2.7	4.4	-	4.5	2.4	3.8	-	5.5	3.0	4.8	-	4.4	3.6	2.8
REST	15.0	20.0	34.4	14.4	22.8	12.2	11.8	12.9	28.9	13.1	11.9	15.0	13.6	11.6	11.7	11.3	20.3	15.4	9.2
CHARLOTTE	28.4	22.3	15.8	24.4	21.4	32.0	30.5	34.6	14.0	32.4	30.6	35.4	28.2	31.8	30.5	33.9	26.7	26.9	47.6
GASTON/MECKLEN. CO.	12.0	6.1	-	8.9	4.5	15.7	13.6	19.2	5.1	14.5	11.6	19.5	6.8	16.5	15.1	18.9	14.9	11.2	17.3
REST	16.4	16.2	15.8	15.5	16.8	16.4	16.9	15.4	8.8	17.9	19.0	15.9	21.5	15.3	15.4	15.1	11.8	15.7	30.3
GREENSBORO	17.8	14.5	2.4	20.1	11.2	19.7	21.6	16.4	17.2	20.8	22.3	18.3	12.5	18.9	21.1	15.0	23.5	17.8	16.4
FORSYTHE/GUILFORD CO.	9.0	5.6	2.4	6.7	5.2	11.4	11.5	11.1	7.0	12.8	12.8	12.7	4.7	10.4	10.6	10.0	12.0	9.3	6.7
REST	8.8	8.8	-	13.4	6.1	8.3	10.1	5.2	10.3	8.1	9.5	5.6	7.8	8.5	10.6	5.0	11.5	8.4	9.8
WILMINGTON	4.2	5.4	-	4.5	6.9	3.4	2.3	5.1	5.7	2.0	2.0	2.0	5.2	4.3	2.6	7.3	9.5	4.1	-
EAST	11.4	13.3	8.1	15.7	12.0	10.1	10.3	9.9	13.2	9.3	8.0	11.5	13.4	10.7	11.9	8.8	4.0	12.0	5.2
WEST	6.6	10.2	13.9	7.7	11.8	4.5	4.5	4.4	10.2	5.2	5.6	4.5	10.2	4.0	3.8	4.4	9.6	6.1	10.3

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## 43. SURVEY AREA:

	TOTAL	MARRIED		RELIGION		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		MALE	FEMALE	PROT- ESTANT	CATH- OLIC	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	181	227	329	72	337	158	36	105	148	36	189	69	56	20	272	84
RALEIGH	31.6	35.5	31.3	31.6	30.8	29.7	35.9	20.2	44.2	32.2	43.6	27.8	44.5	21.2	57.0	31.1	41.8
DURHAM/WAKE COUNTIES	13.0	11.9	15.9	10.0	23.1	13.7	11.3	4.2	14.6	14.0	5.2	13.5	19.7	8.9	-	14.8	18.3
CUMBERLAND COUNTY	3.6	3.7	3.6	5.0	2.1	2.9	5.3	14.0	3.2	1.0	4.3	4.3	2.7	3.0	7.9	3.0	2.2
REST	15.0	19.9	11.8	16.6	5.6	13.1	19.3	2.0	26.3	17.2	34.1	10.0	22.2	9.2	49.1	13.3	21.3
CHARLOTTE	28.4	23.9	29.2	25.0	31.9	28.6	26.9	24.0	26.2	25.4	23.5	31.1	27.6	36.2	16.2	26.6	27.4
GASTON/MECKLEN. CO.	12.0	9.6	12.5	9.3	16.8	9.9	16.2	6.2	18.4	8.7	18.1	10.8	18.5	9.8	-	10.2	23.0
REST	16.4	14.4	16.7	15.7	15.1	18.8	10.7	17.8	7.8	16.8	5.4	20.3	9.1	26.4	16.2	16.4	4.4
GREENSBORO	17.8	19.2	16.7	18.2	20.2	17.9	18.1	30.3	14.1	20.6	16.3	15.7	12.9	10.8	8.9	19.3	15.5
FORSYTHE/GUILFORD CO.	9.0	11.2	7.8	8.4	10.5	7.7	11.6	15.9	10.5	10.6	10.9	5.5	10.3	0.3	8.9	9.3	11.0
REST	8.8	7.9	8.8	9.8	9.7	10.1	6.5	14.5	3.6	9.9	5.5	10.3	2.6	10.5	-	10.0	4.5
WILMINGTON	4.2	4.1	4.0	4.4	7.1	4.5	3.8	10.0	2.3	3.6	-	5.1	3.5	4.9	8.7	4.5	0.8
EAST	11.4	10.8	12.9	11.9	10.2	12.2	9.6	12.7	7.9	10.2	11.0	13.8	6.2	19.3	-	11.3	9.9
WEST	6.6	6.5	5.9	8.9	-0.2	7.1	5.6	2.7	5.4	8.0	5.6	6.3	5.3	7.7	9.2	7.2	4.6

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## 43. SURVEY AREA:

	TOTAL	AGE			AGE				MEN			
		UNDER	41-55	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER	UNDER	OVER
		40		55	40	40	55	55	40	40	55	55
Total	500	90	353	43	90	396	442	43	33	173	187	19
RALEIGH	31.6	30.8	30.0	46.0	30.8	31.7	30.1	46.0	42.3	32.1	34.8	23.3
DURHAM/WAKE COUNTIES	13.0	5.5	13.4	25.2	5.5	14.7	11.8	25.2	3.2	13.2	12.3	4.8
CUMBERLAND COUNTY	3.6	6.5	3.2	1.9	6.5	3.1	3.9	1.9	8.3	2.3	3.6	-
REST	15.0	18.8	13.3	18.9	18.8	13.9	14.4	18.9	30.8	16.7	19.0	18.5
CHARLOTTE	28.4	30.1	27.5	20.8	30.1	26.8	28.1	20.8	24.8	25.6	25.0	29.9
GASTON/MECKLEN. CO.	12.0	7.5	13.3	9.1	7.5	12.9	12.1	9.1	5.9	12.0	11.2	9.3
REST	16.4	22.6	14.2	11.7	22.6	13.9	15.9	11.7	18.9	13.6	13.8	20.6
GREENSBORO	17.8	12.4	20.3	13.3	12.4	19.5	18.7	13.3	12.9	20.3	19.4	16.2
FORSYTHE/GUILFORD CO.	9.0	3.5	11.0	7.5	3.5	10.6	9.4	7.5	1.6	12.3	10.9	7.2
REST	8.8	8.9	9.3	5.8	8.9	8.9	9.2	5.8	11.3	7.9	8.4	9.0
WILMINGTON	4.2	6.2	3.9	3.7	6.2	3.9	4.4	3.7	3.3	3.7	3.5	5.0
EAST	11.4	12.6	11.5	10.3	12.6	11.4	11.8	10.3	9.2	11.2	10.7	12.4
WEST	6.6	7.8	6.7	5.9	7.8	6.6	7.0	5.9	7.4	7.1	6.6	13.2

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## 43. SURVEY AREA:

	TOTAL	WOMEN				GENDER	
		UNDER 40		OVER 40		MALE	FEMALE
Total	500	57	223	256	24	210	290
RALEIGH	31.6	24.1	31.4	26.7	64.1	33.6	30.2
DURHAM/WAKE COUNTIES	13.0	6.9	15.9	11.5	41.5	11.5	14.1
CUMBERLAND COUNTY	3.6	5.5	3.7	4.2	3.5	3.1	3.9
REST	15.0	11.7	11.8	11.1	19.2	19.0	12.1
CHARLOTTE	28.4	33.2	27.8	30.3	13.6	25.8	30.3
GASTON/MECKLEN. CO.	12.0	8.5	13.5	12.9	9.0	11.1	12.7
REST	16.4	24.7	14.2	17.4	4.6	14.7	17.6
GREENSBORO	17.8	12.2	18.9	18.2	11.0	19.2	16.8
FORSYTHE/GUILFORD CO.	9.0	4.6	9.2	8.4	7.8	10.4	8.0
REST	8.8	7.5	9.7	9.8	3.3	8.8	8.8
WILMINGTON	4.2	7.9	4.1	5.0	2.7	3.6	4.7
EAST	11.4	14.6	11.6	12.5	8.7	10.8	11.8
WEST	6.6	8.1	6.3	7.2	-	7.1	6.3