

JULY 21, 2014

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

Total	500
YES	100.0

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

Total	500
1	52.2
2 OR MORE	45.1
2	35.0
3	7.6
4	1.7
5 OR MORE	0.9
DK/REFUSED	2.7
Mean	1.60

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

Total	500
10/YOUNGER	57.5
5/YOUNGER	10.8
6	6.2
7	3.8
8	9.8
9	3.7
10	23.2
11-14	33.9
11	5.9
12	12.0

15	1.0
16	1.0
17	0.5
18/OLDER	2.7
DK/REFUSED	3.3
Mean	9.8

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

Total	500
YES	92.1
NO/NOT YET	7.4
DK/REFUSED	0.5

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

Total Answering	461
REGULARLY	81.1
FREQUENTLY	33.0
SOMETIMES	48.1
RARELY	18.5
DK/REFUSED	0.4

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

Total	500
YES	28.2
NO	71.6
DK/REFUSED	0.1

Total Answering	141
HELPFUL	91.8
VERY	44.3
SOMEWHAT	47.6
NOT HELPFUL	5.5
SOMEWHAT	3.4
VERY	2.2
DK/REFUSED	2.7

8. DO YOU THINK IT WOULD BE HELPFUL TO HAVE A WEBSITE THAT IS DEDICATED TO THE ISSUE OF UNDERAGE DRINKING AND IS A RESOURCE TO EQUIP PARENTS WITH THE KNOWLEDGE, SKILLS AND CONFIDENCE TO TALK WITH THEIR CHILDREN ABOUT UNDERAGE DRINKING?

Total	500
HELPFUL	86.4
VERY	51.1
SOMEWHAT	35.4
NOT HELPFUL	11.1
SOMEWHAT	5.9
VERY	5.3
DK/REFUSED	2.4

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

Total	500
PROBLEM	84.3
SERIOUS	37.2
MINOR	47.1
NOT AT ALL	9.6
DK/REFUSED	6.1

Total	500
CONCERNED	63.8
VERY	17.7
SOMEWHAT	46.1
NOT AT ALL	35.6
DK/REFUSED	0.7

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

Total	500
FRIENDS & PEERS	54.6
PARENTS	35.0
THE MEDIA	8.0
SCHOOL SYSTEM	0.6
DK/REFUSED	1.8

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

Total	500
13/YOUNGER	4.2
10/YOUNGER	2.2
11	0.2
12	0.2
13	0.5
14	1.2
15-17	5.6
15	2.3
16	2.4
17	0.9
18/OLDER	76.1
18	12.0
19	2.2
20	1.8
21/OLDER	60.2
DK/REFUSED	14.1

Total	500
AWARE	89.2
UNAWARE	10.5
DK/REFUSED	0.3

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	500
PROBLEM	94.2
CRISIS	37.6
PROBLEM	56.6
NOT A PROBLEM	4.0
DK/REFUSED	1.8

15. NOT INCLUDING INJURY OR DEATH, WHEN THINKING ABOUT YOUR CHILDREN, WHICH OF THE FOLLOWING POTENTIAL CONSEQUENCES OF UNDERAGE DRINKING CONCERNS YOU THE MOST?

Total	500
DRUG USE	30.8
UNINTENDED SEXUAL ACTIVITY	25.6
HEALTH PROBLEMS	17.7
ACADEMIC PROBLEMS	13.3
DK/REFUSED	12.6

THE AGE RANGE BETWEEN 11 AND 18 IS AN IMPRESSIONABLE PERIOD WHEN YOUTH ARE ESPECIALLY SUSCEPTIBLE TO OUTSIDE INFLUENCES SUCH AS PEERS, FAMILY MEMBERS, AND THE MEDIA.”

(Net Diff. = AGREE-DISAGREE)

Total	500
AGREE	91.7
STRONGLY	77.9
SOMEWHAT	13.8
DISAGREE	7.3
SOMEWHAT	1.0
STRONGLY	6.3
DK/REFUSED	1.0
Net Diff.	84.4

17. PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT 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	500
AGREE	62.3
STRONGLY	28.3
SOMEWHAT	34.0
DISAGREE	34.4
SOMEWHAT	17.9
STRONGLY	16.5
DK/REFUSED	3.3
Net Diff.	27.9

UNDERAGE DRINKING IS OKAY AS LONG AS THEY DON'T DRIVE.
(Net Diff. = AGREE-DISAGREE)

Total	500
AGREE	8.1
STRONGLY	4.4
SOMEWHAT	3.8
DISAGREE	91.2
SOMEWHAT	8.1
STRONGLY	83.1
DK/REFUSED	0.7
Net Diff.	-83.0

19. PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH THE FOLLOWING
STATEMENT ABOUT UNDERAGE DRINKING?
"UNDERAGE DRINKING IS OKAY AS LONG AS IT'S DONE AT HOME WITH PARENTAL
SUPERVISION."
(Net Diff. = AGREE-DISAGREE)

Total	500
AGREE	16.1
STRONGLY	6.4
SOMEWHAT	9.7
DISAGREE	82.2
SOMEWHAT	12.3
STRONGLY	69.9
DK/REFUSED	1.7
Net Diff.	-66.1

UNDERAGE DRINKING IS OKAY AS LONG AS IT'S DONE IN MODERATION.
(Net Diff. = AGREE-DISAGREE)

Total	500
AGREE	8.4
STRONGLY	3.6
SOMEWHAT	4.9
DISAGREE	91.2
SOMEWHAT	12.5
STRONGLY	78.8
DK/REFUSED	0.3
Net Diff.	-82.8

21. PLEASE TELL ME WHETHER YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT ABOUT UNDERAGE DRINKING?

“WE ALL DRANK WHEN WE WERE UNDERAGE — IT’S CONSIDERED A RITE OF PASSAGE.”

(Net Diff. = AGREE-DISAGREE)

Total	500
AGREE	23.0
STRONGLY	7.8
SOMEWHAT	15.3
DISAGREE	75.3
SOMEWHAT	19.3
STRONGLY	56.0
DK/REFUSED	1.7
Net Diff.	-52.2

22. ARE YOU AWARE OR UNAWARE THAT ADULTS WHO HOST A GATHERING ON THEIR PROPERTY WHERE THEY KNOWINGLY SERVE ALCOHOL TO MINORS CAN BE PROSECUTED IN CRIMINAL PROCEEDINGS BY THE STATE AND RECEIVE A FINE OR JAIL TIME? IF YOU ARE UNAWARE, PLEASE SAY SO.

Total	500
AWARE	92.3
UNAWARE	7.4

STATEMENT AS AN ARGUMENT IN FAVOR OF DOING MORE TO PREVENT UNDERAGE DRINKING. WOULD YOU SAY THE STATEMENT IS VERY CONVINCING, SOMEWHAT CONVINCING, NOT TOO CONVINCING, OR NOT AT ALL CONVINCING?
 “NATIONALLY, MORE TEENS DIE AS A RESULT OF ALCOHOL THAN ALL OTHER ILLEGAL DRUGS COMBINED.”
 (Net Diff. = CONVINCING-NOT CONVINCING)

Total	500
CONVINCING	90.9
VERY	62.4
SOMEWHAT	28.4
NOT CONVINCING	8.0
NOT TOO	5.0
NOT AT ALL	3.0
DK/REFUSED	1.1
Net Diff.	82.8
Mean	3.52

24. NOW I'M GOING TO READ YOU STATISTICS FROM VARIOUS STUDIES ON UNDERAGE DRINKING. PLEASE TELL ME HOW CONVINCING YOU FIND EACH STATEMENT AS AN ARGUMENT IN FAVOR OF DOING MORE TO PREVENT UNDERAGE DRINKING. WOULD YOU SAY THE STATEMENT IS VERY CONVINCING, SOMEWHAT CONVINCING, NOT TOO CONVINCING, OR NOT AT ALL CONVINCING?
 “IN NORTH CAROLINA A CHILD DIES EVERY WEEK AS A RESULT OF UNDERAGE DRINKING AND DRIVING.”
 (Net Diff. = CONVINCING-NOT CONVINCING)

Total	500
CONVINCING	93.2
VERY	71.8
SOMEWHAT	21.4
NOT CONVINCING	5.8
NOT TOO	3.0
NOT AT ALL	2.8
DK/REFUSED	1.0
Net Diff.	87.5
Mean	3.64

STATEMENT AS AN ARGUMENT IN FAVOR OF DOING MORE TO PREVENT UNDERAGE DRINKING. WOULD YOU SAY THE STATEMENT IS VERY CONVINCING, SOMEWHAT CONVINCING, NOT TOO CONVINCING, OR NOT AT ALL CONVINCING?
 “THIRTY-FOUR PERCENT OF ALL HIGH SCHOOL STUDENTS IN NORTH CAROLINA DRANK ALCOHOL IN THE LAST 30 DAYS.”
 (Net Diff. = CONVINCING-NOT CONVINCING)

Total	500
CONVINCING	87.8
VERY	53.6
SOMEWHAT	34.2
NOT CONVINCING	11.2
NOT TOO	6.6
NOT AT ALL	4.6
DK/REFUSED	1.0
Net Diff.	76.5
Mean	3.38

26. NOW I'M GOING TO READ YOU STATISTICS FROM VARIOUS STUDIES ON UNDERAGE DRINKING. PLEASE TELL ME HOW CONVINCING YOU FIND EACH STATEMENT AS AN ARGUMENT IN FAVOR OF DOING MORE TO PREVENT UNDERAGE DRINKING. WOULD YOU SAY THE STATEMENT IS VERY CONVINCING, SOMEWHAT CONVINCING, NOT TOO CONVINCING, OR NOT AT ALL CONVINCING?
 “FORTY-FOUR PERCENT OF EIGHTH GRADERS HAVE HAD ALCOHOL AT LEAST ONCE.”
 (Net Diff. = CONVINCING-NOT CONVINCING)

Total	500
CONVINCING	85.3
VERY	51.2
SOMEWHAT	34.1
NOT CONVINCING	12.5
NOT TOO	7.1
NOT AT ALL	5.4
DK/REFUSED	2.2
Net Diff.	72.8
Mean	3.34

STATEMENT AS AN ARGUMENT IN FAVOR OF DOING MORE TO PREVENT UNDERAGE DRINKING. WOULD YOU SAY THE STATEMENT IS VERY CONVINCING, SOMEWHAT CONVINCING, NOT TOO CONVINCING, OR NOT AT ALL CONVINCING?
 “UNDERAGE DRINKING COSTS NORTH CAROLINA \$1.5 BILLION ANNUALLY.”
 (Net Diff. = CONVINCING-NOT CONVINCING)

Total	500
CONVINCING	79.4
VERY	42.7
SOMEWHAT	36.8
NOT CONVINCING	17.3
NOT TOO	9.1
NOT AT ALL	8.1
DK/REFUSED	3.3
Net Diff.	62.2
Mean	3.18

28. NOW I'M GOING TO READ YOU STATISTICS FROM VARIOUS STUDIES ON UNDERAGE DRINKING. PLEASE TELL ME HOW CONVINCING YOU FIND EACH STATEMENT AS AN ARGUMENT IN FAVOR OF DOING MORE TO PREVENT UNDERAGE DRINKING. WOULD YOU SAY THE STATEMENT IS VERY CONVINCING, SOMEWHAT CONVINCING, NOT TOO CONVINCING, OR NOT AT ALL CONVINCING?
 “IN 2009, UNDERAGE DRINKING LED TO 26,800 VIOLENT CRIMES, 67,400 PROPERTY CRIMES, OVER 30,000 TEENS HAVE RISKY SEX AND 737 TEEN PREGNANCIES.”
 (Net Diff. = CONVINCING-NOT CONVINCING)

Total	500
CONVINCING	92.1
VERY	66.0
SOMEWHAT	26.1
NOT CONVINCING	6.4
NOT TOO	3.7
NOT AT ALL	2.7
DK/REFUSED	1.5
Net Diff.	85.8
Mean	3.58

Total	500
REGULARLY	29.9
2 OR MORE A WEEK	18.4
ONCE A WEEK	11.5
NOT REGULARLY	18.6
EVERY COUPLE WEEKS	12.5
ONCE A MONTH	6.1
RARELY	50.8
RARELY	23.3
NEVER	27.4
DK/REFUSED	0.7

30. WHICH 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	500
USE SOCIAL MEDIA	78.5
FACEBOOK	58.3
YOUTUBE	7.5
LINKED-IN	3.4
TWITTER	3.1
INSTAGRAM	2.7
PINTEREST	2.2
OTHER	1.3
TUMBLR	—
DON'T USE/SOCIAL NTRWK	14.5
DON'T USE INTERNET	5.5
DK/REFUSED	1.5

Total	500
LIBERAL	18.7
VERY	7.8
SOMEWHAT	11.0
MODERATE	30.4
SOMEWHAT	15.5
VERY	30.2
CONSERVATIVE	45.7
DK/REFUSED	5.1

32. WITH WHICH POLITICAL PARTY ARE YOU REGISTERED?

Total	500
REPUBLICAN	32.1
DEMOCRAT	39.3
INDEPENDENT/OTHER	26.1
INDEPENDENT	24.0
OTHER	2.1
DK/REFUSED	2.5

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

Total	500
14/YOUNGER	76.1
10/YOUNGER	7.5
11	13.2
12	24.2
13	28.1
14	23.6
15/OLDER	43.3
15	20.2
16	14.9
17	10.0
18/OLDER	4.2
REFUSED	4.8

Total	500
MALE ONLY	37.4
FEMALE ONLY	34.1
BOTH	25.0
DK/REFUSED	3.5

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

Total	500
CITY	16.6
SUBURB	18.2
SMALL CITY/RURAL	63.3
DK/REFUSED	2.0

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

Total	500
UNDER \$20k	5.3
\$20k-\$40k	12.4
\$40k-\$60k	15.6
\$60k-\$75k	11.6
\$75k-\$100k	17.3
OVER \$100k	22.4
REFUSED	15.4
Mean	\$81,680

Total	500
NOT COLLEGE GRAD.	35.1
SOME HIGH SCHOOL/LESS	1.3
HIGH SCHOOL GRAD.	13.0
SOME COLLEGE	20.8
COLLEGE GRAD.	63.1
COLLEGE GRAD.	42.4
POST GRAD. WORK	20.7
REFUSE	1.8

38. WHAT IS YOUR CURRENT MARITAL STATUS?

Total	500
SINGLE, NEVER MARRIED	5.7
MARRIED	84.5
SEPARATED	2.9
DIVORCED	4.0
WIDOWED	1.1
REFUSE	1.8

39. WHAT IS YOUR RELIGION?

Total	500
PROTESTANT	73.3
CATHOLIC	8.3
JEWISH	0.2
MORMON/L.D.S.	1.2
MUSLIM/ISLAMIC	—
ATHEIST/AGNOSTIC	4.7
OTHER	0.2
DK/REFUSED	12.1

CHRISTIAN?

Total Answering	141
YES	74.6
NO	24.3
DK/REFUSED	1.2

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

Total	500
YES	4.0
NO	94.2
DK/REFUSED	1.8

42. WHAT IS YOUR MAIN RACIAL BACKGROUND?

Total	500
HISPANIC	4.0
WHITE	69.3
AFRICAN AMERICAN	20.8
ASIAN	0.6
OTHER	3.2
DK/REFUSED	2.1

43. WHAT IS YOUR AGE?

Total	500
18-29	0.5
30-40	27.9
41-55	60.8
56-65	4.8
OVER 65	2.4
REFUSED	3.5
Mean	45.34

Total	500
MALE	41.6
FEMALE	58.4

45. SURVEY AREA:

Total	500
RALEIGH	31.7
DURHAM/WAKE COUNTIES	13.0
CUMBERLAND COUNTY	3.5
REST	15.2
CHARLOTTE	28.3
GASTON/MECKLEN. CO.	12.1
REST	16.2
GREENSBORO	17.8
FORSYTHE/GUILFORD CO.	8.9
REST	8.9
WILMINGTON	4.2
EAST	11.3
WEST	6.7