



The State of Underage Drinking in North Carolina

2014

Sponsored by the North Carolina ABC Commission

In Response to the North Carolina Governor's Substance Abuse and Underage Drinking Prevention and Treatment Task Force Executive Order Number 52, dated May 13, 2014

Overview: McLaughlin & Associates

About McLaughlin & Associates:

McLaughlin & Associates is a national survey research and strategic services company whose personnel have played a key role in assisting successful organizations in the United States, Canada, Europe, Asia, and Latin America. They specialize in public opinion research, media planning and buying services, and strategic consulting services.

McLaughlin & Associates has worked with clients such as Amazon, the Republican National Committee, and the U.S. Chamber of Commerce.

In North Carolina, McLaughlin & Associates has experience working with the North Carolina Hospital Association, Wake Med Health & Hospitals NC, the North Carolina Association of Realtors and the North Carolina Medical Society.

Methodology:

McLaughlin & Associates conducted separate surveys among parents and students in North Carolina. A statewide survey of 500 parents of middle and high school students was conducted between July 8 and 18, 2014. This is a unique study with all interviews conducted by professional interviewers via telephone. All respondents were promised confidentiality and that their individual personal responses would remain private. Interview selection was at random within predetermined geographic units. These units were structured to statistically correlate with appropriate population models. The accuracy of the sample of 500 parents is within +/- 4.5% at a 95% confidence interval. The survey results in this summary have been rounded and may not equal 100%.

Overview: First in Focus

About First in Focus:

First In Focus Research Inc. is a new marketing research firm located in Raleigh, North Carolina specializing in qualitative Focus Group Studies.

First in Focus provides:

- Top Notch, Targeted, and Trustworthy Recruiting
- Upscale, Yet Efficient and Comfortable, Focus Group Suites
- State of the Art Technology Including Video Conferencing and Video Streaming
- Qualitative and Quantitative On Site Staff Support
- An Exceptional Focus Group Experience for our Clients and Participants

Methodology:

Four focus groups were conducted in Raleigh, NC, at First In Focus Research on August 12-13, 2014. Two focus groups consisted of parents of children ages 11-14. Two focus groups consisted of middle school students ages 11-14 (1 groups of boys, 1 group of girls). The parents' focus groups lasted 2 hours, and the middle schoolers' focus groups lasted 1.5 hours. For each group, 10 respondents were recruited in order to seat 8.

The parents and middle school students were recruited from different families, to discourage the likelihood of parents quizzing their children about the study. To encourage open and honest dialogue, the middle school students were grouped by gender and were reassured that their answers would be kept confidential. The respondents were recruited from a mix of urban/suburban and rural/small towns.

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