

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA
NORTH CAROLINA STATEWIDE – STUDENTS GRADES 6th-12th
JULY 28, 2014

1. TO CONFIRM, IS THERE A STUDENT IN THIS HOUSEHOLD CURRENTLY ENROLLED IN GRADES 6 THROUGH 12?

| | |
|-------|-------|
| Total | 300 |
| YES | 100.0 |

2. WHAT GRADE ARE YOU IN?

| | |
|------------|------|
| Total | 300 |
| 6th-8th | 35.0 |
| 6th | 7.8 |
| 7th | 11.7 |
| 8th | 15.5 |
| 9th-12th | 65.0 |
| 9th | 19.5 |
| 10th | 14.0 |
| 11th | 16.7 |
| 12th | 14.8 |
| OTHER | - |
| DK/REFUSED | - |
| Mean | 9.30 |

3. DO YOU KNOW PEOPLE AROUND YOUR AGE WHO HAVE TALKED ABOUT DRINKING ALCOHOL LIKE BEER, WINE, WINE COOLERS OR LIQUOR?

| | |
|------------|------|
| Total | 300 |
| YES | 54.3 |
| NO | 45.7 |
| DK/REFUSED | - |

4. WOULD YOU SAY MORE PEOPLE AROUND YOUR AGE THINK IT'S OKAY TO DRINK ALCOHOL OR NOT OKAY TO DRINK ALCOHOL?

| | |
|------------|------|
| Total | 300 |
| OKAY | 34.1 |
| NOT OKAY | 61.9 |
| DK/REFUSED | 4.0 |

5. DO YOU KNOW PEOPLE AROUND YOUR AGE WHO HAVE TRIED ALCOHOL LIKE BEER, WINE, WINE COOLERS OR LIQUOR?

| | |
|------------|------|
| Total | 300 |
| YES | 64.2 |
| NO | 35.5 |
| DK/REFUSED | 0.3 |

6. AT WHAT AGE DID MOST OF THEM FIRST TRY DRINKING ALCOHOL?

| | |
|------------------|-------|
| Total Answering | 192 |
| 10 YEARS/YOUNGER | 4.6 |
| 6 YEARS/YOUNGER | - |
| 7 | 0.5 |
| 8 | 1.8 |
| 9 | 1.2 |
| 10 | 1.1 |
| 11 YEARS/OLDER | 75.4 |
| 11 | 5.1 |
| 12 | 8.4 |
| 13 | 10.6 |
| 14 | 15.4 |
| 15 | 18.3 |
| 16 | 12.6 |
| 17 | 2.9 |
| 18/OLDER | 2.1 |
| REFUSED | 20.0 |
| Mean | 13.92 |

7. HOW OFTEN DO THEY DRINK ALCOHOL?

| | |
|---------------------|------|
| Total Answering | 192 |
| AT LEAST ONCE/MONTH | 53.7 |
| AT LEAST ONCE/WEEK | 24.6 |
| AT LEAST ONCE/MONTH | 29.1 |
| LESS ONCE/MONTH | 25.6 |
| DK/REFUSED | 20.7 |

8. WOULD IT BE EASY OR HARD FOR YOU OR PEOPLE YOUR AGE TO GET ALCOHOL?

| | |
|-------------|-------|
| Total | 300 |
| EASY | 38.2 |
| VERY EASY | 7.0 |
| PRETTY EASY | 31.1 |
| HARD | 56.3 |
| PRETTY HARD | 30.7 |
| VERY HARD | 25.6 |
| DK/REFUSED | 5.5 |
| Net Diff. | -18.2 |

9. WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL A LOT, SOMETIMES OR NEVER?

| | |
|------------|------|
| Total | 300 |
| TALK | 80.6 |
| A LOT | 22.9 |
| SOMETIMES | 57.7 |
| NEVER | 18.2 |
| DK/REFUSED | 1.3 |

10. WHAT IS THE BIGGEST THING YOUR PARENTS TELL YOU ABOUT DRINKING ALCOHOL?

| | |
|--------------------------|------|
| Total | 300 |
| DON'T DO IT | 28.8 |
| WAIT/WHEN YOU'RE OLDER | 11.1 |
| DANGEROUS/BAD THINGS | 8.9 |
| BAD LIFE CHOICES | 6.0 |
| DON'T DRINK & DRIVE | 5.4 |
| NOT GOOD | 3.8 |
| DEATH | 3.3 |
| HEALTH CONCERNS | 2.7 |
| BE SAFE/GOOD CHOICES | 2.3 |
| MODERATION | 1.3 |
| ADDICTIVE/ALCOHOLISM | 1.3 |
| ILLEGAL | 0.9 |
| DO IT AT HOME/CONTROLLED | 0.7 |
| SEX/LOSE INHIBITIONS | 0.7 |
| ALCOHOL POISONING | 0.6 |
| KNOW WHEN TO DO SO | 0.3 |
| POUR OWN DRINK | 0.3 |
| KEEPS YOU FROM REALITY | 0.3 |
| CHANGES PEOPLE | 0.3 |
| AFFECTS ABILITIES | 0.2 |
| DON'T KNOW | 20.9 |

11. DO YOU THINK MOST PEOPLE YOUR AGE ARE EMBARRASSED OR AFRAID TO TALK TO THEIR PARENTS ABOUT ALCOHOL?

| | |
|------------|------|
| Total | 300 |
| YES | 55.3 |
| NO | 41.7 |
| DK/REFUSED | 3.1 |

12. DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A BIG PROBLEM, SMALL PROBLEM OR NOT A PROBLEM?

| | |
|-------------|------|
| Total | 300 |
| PROBLEM | 87.1 |
| BIG PROBLEM | 57.9 |

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| | |
|---------------|------|
| SMALL PROBLEM | 29.2 |
| NOT A PROBLEM | 12.2 |
| DK/REFUSED | 0.6 |

13. HOW DANGEROUS DO YOU THINK IT IS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL?

| | |
|---------------|------|
| Total | 300 |
| DANGEROUS | 99.4 |
| VERY | 76.1 |
| SOMEWHAT | 23.3 |
| NOT DANGEROUS | 0.6 |
| DK/REFUSED | - |

14. WHAT'S THE MOST DANGEROUS THING THAT CAN HAPPEN TO PEOPLE YOUR AGE WHO DRINK ALCOHOL?

| | |
|---------------------------|------|
| Total | 300 |
| DRUNK DRIVING/CRASH | 33.3 |
| DEATH | 25.3 |
| IMPAIRED JUDGMENT | 7.7 |
| ALCOHOL POISONING | 7.6 |
| ADDICTION/ALCOHOLISM | 3.6 |
| BRAIN DAMAGE | 3.3 |
| GENERAL HEALTH PROBLEMS | 2.9 |
| LOSE YOUR MIND | 2.2 |
| HURT PEOPLE | 2.1 |
| LEADS TO CANCER | 1.5 |
| LIVER DISEASE | 1.2 |
| KIDNEY DAMAGE | 0.8 |
| HEART FAILURE | 0.8 |
| GET ARRESTED | 0.7 |
| IMPAIRS INVOLUNTRY FUNCT. | 0.6 |
| GETTING CAUGHT | 0.4 |
| GENERAL ORGAN FAILURE | 0.2 |
| BAD GRADES | 0.2 |
| BLACKOUT/MEMORY LOSS | 0.2 |
| DON'T KNOW | 5.3 |

15. WHY DO YOU THINK MOST PEOPLE YOUR AGE DRINK ALCOHOL?

| | |
|---------------------|------|
| Total | 300 |
| WANT TO FIT IN | 55.7 |
| TO HAVE A GOOD TIME | 22.3 |
| SAD/DEPRESSED | 7.6 |
| TO REBEL/DEFY | 4.9 |
| AUTHORITIES | |
| ARE BORED | 2.1 |
| OTHER | 4.1 |
| DK/REFUSED | 3.3 |

16. PLEASE TELL ME WHETHER YOU THINK EACH OF THE FOLLOWING WOULD HELP STOP UNDERAGE DRINKING?

"PARENTS TALKING MORE TO THEIR CHILDREN ABOUT ALCOHOL AND THE DANGERS OF UNDERAGE DRINKING. "

(Net Diff. = YES-NO)

| | |
|------------|------|
| Total | 300 |
| YES | 84.3 |
| NO | 15.0 |
| DK/REFUSED | 0.6 |
| Net Diff. | 69.3 |

17. PLEASE TELL ME WHETHER YOU THINK EACH OF THE FOLLOWING WOULD HELP STOP UNDERAGE DRINKING?

"SCHOOLS SPENDING MORE TIME TEACHING STUDENTS ABOUT ALCOHOL AND THE DANGERS OF UNDERAGE DRINKING."

(Net Diff. = YES-NO)

| | |
|------------|------|
| Total | 300 |
| YES | 71.0 |
| NO | 28.7 |
| DK/REFUSED | 0.3 |
| Net Diff. | 42.3 |

18. PLEASE TELL ME WHETHER YOU THINK EACH OF THE FOLLOWING WOULD HELP STOP UNDERAGE DRINKING?
"POLICE BEING TOUGHER ON UNDERAGE DRINKING."
(Net Diff. = YES-NO)

| | |
|------------|------|
| Total | 300 |
| YES | 80.2 |
| NO | 18.4 |
| DK/REFUSED | 1.4 |
| Net Diff. | 61.7 |

19. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"MORE TEENS DIE AS A RESULT OF ALCOHOL THAN ALL OTHER ILLEGAL DRUGS COMBINED."
(Net Diff. = YES-NO)

| | |
|------------|------|
| Total | 300 |
| YES | 88.2 |
| NO | 11.5 |
| DK/REFUSED | 0.2 |
| Net Diff. | 76.7 |

20. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"IN NORTH CAROLINA A CHILD DIES EVERY WEEK AS A RESULT OF UNDERAGE DRINKING AND DRIVING."
(Net Diff. = YES-NO)

| | |
|------------|------|
| Total | 300 |
| YES | 91.0 |
| NO | 8.7 |
| DK/REFUSED | 0.3 |
| Net Diff. | 82.2 |

21. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"IN 2009, UNDERAGE DRINKING LED TO 60 MURDERS, 26,800 VIOLENT CRIMES SUCH AS RAPE, ROBBERY AND ASSAULT; AND 67,400 PROPERTY CRIMES INCLUDING BURGLARY AND CAR THEFT."
(Net Diff. = YES-NO)

| | |
|------------|------|
| Total | 300 |
| YES | 94.4 |
| NO | 5.2 |
| DK/REFUSED | 0.4 |
| Net Diff. | 89.2 |

22. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"TEENAGERS WHO USE ALCOHOL HAVE HIGHER RATES OF ACADEMIC PROBLEMS AND POOR SCHOOL PERFORMANCE COMPARED TO NON-DRINKERS."
(Net Diff. = YES-NO)

| | |
|------------|------|
| Total | 300 |
| YES | 79.2 |
| NO | 20.8 |
| DK/REFUSED | - |
| Net Diff | 58.4 |

23. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"DRINKING ALCOHOL CAUSES TEENAGERS TO DO RISKY THINGS THAT THEY WILL REGRET WHEN THEY ARE SOBER."
(Net Diff. = YES-NO)

| | |
|-------|------|
| Total | 300 |
| YES | 90.8 |

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| | |
|------------|------|
| NO | 9.2 |
| DK/REFUSED | - |
| Net Diff. | 81.5 |

24. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"TEENAGERS WHO DRINK ALCOHOL ARE MORE LIKELY TO HAVE HEALTH ISSUES SUCH AS DEPRESSION AND ANXIETY DISORDERS. "
(Net Diff. = YES-NO)

| | |
|------------|------|
| Total | 300 |
| YES | 88.7 |
| NO | 11.1 |
| DK/REFUSED | 0.2 |
| Net Diff. | 77.6 |

25. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"IF YOU USE A FAKE I.D. TO PURCHASE ALCOHOL UNDERAGE, YOU LOSE YOUR DRIVER'S LICENSE FOR A YEAR."
(Net Diff. = YES-NO)

| | |
|------------|------|
| Total | 300 |
| YES | 79.8 |
| NO | 18.5 |
| DK/REFUSED | 1.7 |
| Net Diff. | 61.2 |

26. 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 | 300 |
| USE SOCIAL MEDIA | 89.0 |
| INSTAGRAM | 35.4 |
| FACEBOOK | 21.5 |
| YOUTUBE | 20.2 |
| TWITTER | 8.1 |
| TUMBLR | 2.1 |
| PINTEREST | 1.2 |
| OTHER | 0.5 |
| LINKED-IN | - |
| DON'T USE/SOCIAL NETWORKS | 8.6 |
| DON'T USE INTERNET | 0.9 |
| DK/REFUSED | 1.6 |

27. HOW OLD ARE YOU?

| | |
|------------|-------|
| Total | 300 |
| 14/YOUNGER | 52.0 |
| 10 | 0.3 |
| 11 | 5.0 |
| 12 | 12.5 |
| 13 | 14.6 |
| 14 | 19.6 |
| 15/OLDER | 47.3 |
| 15 | 17.4 |
| 16 | 14.9 |
| 17 | 11.9 |
| 18/OLDER | 3.1 |
| REFUSED | 0.7 |
| Mean | 14.40 |

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

| | |
|------------|------|
| Total | 300 |
| YES | 6.0 |
| NO | 91.9 |
| DK/REFUSED | 2.1 |

29. WHAT IS YOUR MAIN RACIAL BACKGROUND?

| | |
|------------------|------|
| Total | 300 |
| HISPANIC | 6.0 |
| WHITE | 69.5 |
| AFRICAN AMERICAN | 20.2 |
| ASIAN | 0.7 |
| OTHER | 1.4 |
| DK/REFUSED | 2.2 |

30. GENDER:

| | |
|--------|------|
| Total | 300 |
| MALE | 50.4 |
| FEMALE | 49.6 |

31. SURVEY AREA:

| | |
|-----------------------|------|
| Total | 300 |
| RALEIGH | 33.2 |
| DURHAM/WAKE COUNTIES | 14.3 |
| CUMBERLAND COUNTY | 3.6 |
| REST | 15.3 |
| CHARLOTTE | 28.3 |
| GASTON/MECKLENBURG | 12.0 |
| CO. | |
| REST | 16.3 |
| GREENSBORO | 19.2 |
| FORSYTHE/GUILFORD CO. | 6.6 |
| REST | 12.6 |
| WILMINGTON | 2.3 |
| EAST | 11.0 |
| WEST | 6.0 |