

**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA
NORTH CAROLINA STATEWIDE — STUDENTS GRADES 6–12
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
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 INVOLUNTARY 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
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