

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE - PARENTS OF CHILDREN GRADES 6-12

Table 1 Page 1  
Feb. 24, 2016

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	ALCOHOL ABUSE	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	1	2 OVER	LESS/ 10	11-14	OVER 15	YES	NO/ NOT YET
Total	500	158	64	18	76	141	60	81	89	45	44	21	56	35	299	197	239	203	36	462	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	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 ABUSE WITH YOUR CHILDREN			TALKED ABOUT ALCOHOL ABUSE LAST FEW MOS.		UNDERAGED DRINKING IN YOUR COMMUNITY					CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL			APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL		S/R/H: ADS STOP UNDERAGE DRINKING		TALKED TO CHILD ABOUT BRAIN DEVLPMT			
	FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	LESS/ 14	15-17 18	OVER	YES	NO	YES	NO	
Total	500	178	214	68	382	74	422	213	209	50	297	98	199	200	18	57	375	232	265	352	145
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 3  
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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	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					HOW OFTEN DO YOU TALK TO YOUR CHILDREN ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN						UNDERAGE DRINKING AFFECTS TEEN HEALTH		TALKING ABOUT UNDERAGE DRINKING AFFECTS ON BRAIN HEALTH/DEVELOPMENT EFF./INEFF. WAY TO INFLUENCE THEIR DECISIONS						
	17/Younger	14/Younger	15-17	18-20	21+	TALK	Always	Some-times	NOT OFTEN	Rarely	Never	YES	NO	EFFECTIVE	Very	Some-what	INEFFECTIVE	Some-what	Very	
Total	500	106	55	51	139	221	326	148	178	126	86	40	461	24	419	249	170	67	47	20
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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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	HEARD OF SITE		VISITED SITE		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK									
	TALKITOUTNC.ORG	TALKITOUTNC.ORG	TALKITOUTNC.ORG	TALKITOUTNC.ORG	REGU-LARLY	2+ Times/Week	Once A Week	NOT REGU-LARLY	Every Couple Weeks	Once A Week	RARELY	Rarely	Never	
Total	500	181	310	35	453	172	100	72	65	30	35	261	115	145
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



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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?

	IDEOLOGY							PARTY					WHITE			AFRICAN AMERICAN			
	LIB- ERAL	Very	Swmt.	MOD- ERATE	Swmt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- /OTHER	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
Total	500	113	44	69	143	91	129	219	164	198	123	106	17	139	98	88	5	74	20
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 6  
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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	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
Total	500	78	73	54	86	125	69	305	280	181	170	135	128	103	258
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

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Table 1 Page 7  
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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 OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER
Total	500	305	74	88	99	99	280	90	100	129	305	154	190	280	180	129
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 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	MALE ONLY (CHILDREN)						FEMALE ONLY (CHILDREN)						BOTH (CHILDREN)					
		14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER
Total	500	110	53	63	96	55	44	98	42	62	90	65	32	95	58	64	92	60	52
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			MEN						WOMEN						MEN			WOMEN		
				14/ YOUN- 	12/ YOUN- 	13-14 	15/ OLDER 	15-16 	17/ OLDER 	14/ YOUN- 	12/ YOUN- 	13-14 	15/ OLDER 	15-16 	17/ OLDER 	MALE ONLY 	FEMALE ONLY 	BOTH 	MALE ONLY 	FEMALE ONLY 	BOTH 
Total	500	140	77	85	101	64	45	165	78	105	179	116	83	68	69	65	113	101	70		
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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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	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some Col-lege	COL-LEGE GRAD.	Col-lege Grad.	Post Grad. Work
Total	500	32	58	67	54	67	139	90	327	157	260	277	139	195	27	68	100	294	215	79
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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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	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COL-   Col-   Post	SINGLE	MAR-	SEPA-	DIV-	WID-	MALE	FEMALE							
		COLLEG LEGE  lege  Grad.		RIED	RATED	ORCED	OWED									
		GRAD.  GRAD.  Grad.  Work														
Total	500	89	116	84	32	106	178	131	48	39	373	11	57	9	168	205
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	RELIGION			BORN AGAIN		BORN AGAIN		RACE			MEN		WOMEN		UNDER 40		OVER 40		
		PROT-  ESTANT	CATH-  OLIC	ATH-  EIST	YES	NO	MALE	FEMALE	WHITE	NON-  WHITE	Hisp-  anic	Afr-  ican  Amer.	WHITE	AFR-  ICAN  AMER.						
Total	500	323	59	28	241	96	99	143	336	159	30	103	136	46	200	57	88	32	237	66
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 13  
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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			MEN			WOMEN			GENDER	
		UNDER 40	41-55	OVER 55	UNDER 40	41-55	OVER 55	UNDER 40	41-55	OVER 55	MALE	FEMALE
Total	500	144	301	35	63	121	14	81	180	20	210	290
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

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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	AREA													CHILDREN IN		APPROPRIATE TO		TALKED ABOUT		
		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	11-14 15	OVER	YES	NO/ NOT YET
Total	500	158	64	18	76	141	60	81	89	45	44	21	56	35	299	197	239	203	36	462	38
1	59.7	57.7	48.8	54.5	66.0	61.3	63.4	59.7	56.3	50.9	61.9	60.3	62.5	66.3	100.0	-	58.4	59.9	63.5	58.0	80.8
2 OR MORE	39.4	41.5	51.2	45.5	32.4	38.0	36.6	39.1	42.6	46.9	38.1	39.7	35.2	33.7	-	100.0	40.6	39.1	35.9	41.0	19.2
2	30.8	32.7	43.4	38.9	22.3	32.1	34.8	30.2	32.3	32.9	31.8	39.7	24.3	18.0	-	78.2	32.1	30.2	29.4	32.2	14.0
3	6.4	5.7	5.7	6.6	5.4	4.5	-	7.9	8.7	12.3	5.0	-	9.5	9.8	-	16.2	6.9	6.2	3.7	6.6	3.0
4	2.0	2.3	2.1	-	3.0	1.4	1.8	1.0	1.5	1.7	1.4	-	1.3	5.9	-	5.0	1.6	2.0	2.8	1.9	2.1
5 OR MORE	0.3	0.8	-	-	1.7	-	-	-	-	-	-	-	-	-	-	0.7	-	0.6	-	0.3	-
DK/REFUSED	0.9	0.8	-	-	1.6	0.7	-	1.2	1.1	2.2	-	-	2.3	-	-	-	1.0	1.0	0.6	1.0	-
Mean	1.51	1.55	1.61	1.52	1.50	1.46	1.40	1.50	1.55	1.64	1.46	1.40	1.49	1.55	1.00	2.28	1.51	1.52	1.45	1.53	1.27



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Table 2 Page 15  
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## 2. HOW MANY CHILDREN DO YOU HAVE IN THE SIXTH THROUGH TWELFTH GRADES?

	TOTAL	TALK ABOUT ALCOHOL ABUSE WITH YOUR CHILDREN				TALKED ABOUT ALCOHOL ABUSE LAST FEW MOS.		UNDERAGED DRINKING IN YOUR COMMUNITY					CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL				APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL			S/R/H: ADS STOP UNDERAGE DRINKING		TALKED TO CHILD ABOUT BRAIN DEVLPMNT	
		FREQU-ENTLY	SOME-TIMES	RARELY	YES	NO	PROB-LEM	Ser-i-ous	Minor	NOT A PROB-LEM	CONC-ERNED	Very	Smwt.	NOT AT ALL	LESS/14	15-17	OVER 18	YES	NO	YES	NO		
Total	500	178	214	68	382	74	422	213	209	50	297	98	199	200	18	57	375	232	265	352	145		
1	59.7	56.4	58.8	58.2	56.4	67.6	59.9	59.2	60.7	49.7	59.3	68.1	54.9	59.8	46.9	63.2	59.3	59.6	59.6	60.6	57.1		
2 OR MORE	39.4	43.0	39.6	41.8	42.4	32.4	39.0	38.8	39.2	50.3	39.6	31.9	43.4	39.6	53.1	36.8	39.7	38.9	40.0	38.4	42.1		
2	30.8	32.3	30.5	38.2	32.4	28.5	31.2	31.7	30.7	35.0	31.2	24.9	34.3	30.7	41.8	32.5	31.4	29.7	31.9	29.2	34.8		
3	6.4	8.2	6.7	2.4	7.7	1.5	5.6	4.9	6.3	13.7	6.0	3.8	7.1	7.0	6.8	4.3	6.2	6.5	6.3	6.6	6.0		
4	2.0	1.8	2.3	1.1	1.9	2.3	2.1	2.1	2.1	1.6	2.0	1.9	2.1	1.9	4.5	-	2.1	2.1	1.9	2.2	1.3		
5 OR MORE	0.3	0.7	-	-	0.3	-	-	-	-	-	0.4	1.3	-	-	-	-	-	0.6	-	0.4	-		
DK/REFUSED	0.9	0.6	1.6	-	1.2	-	1.1	2.0	0.1	-	1.1	-	1.7	0.6	-	-	0.9	1.5	0.4	0.9	0.8		
Mean	1.51	1.57	1.52	1.47	1.56	1.39	1.49	1.49	1.50	1.67	1.52	1.43	1.56	1.51	1.69	1.41	1.51	1.52	1.50	1.51	1.51		



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Table 2 Page 16  
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2. HOW MANY CHILDREN DO YOU HAVE IN THE SIXTH THROUGH TWELFTH GRADES?

	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					HOW OFTEN DO YOU TALK TO YOUR CHILDREN ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN						UNDERAGE DRINKING AFFECTS TEEN HEALTH		TALKING ABOUT UNDERAGE DRINKING AFFECTS ON BRAIN HEALTH/DEVELOPMENT EFF./INEFF. WAY TO INFLUENCE THEIR DECISIONS						
	17/Younger	14/Younger	15-17	18-20	21+	TALK	Always	Some-times	NOT OFTEN	Rarely	Never	YES	NO	EFFECTIVE	Very	Some-what	INEFFECTIVE	Some-what	Very	
Total	500	106	55	51	139	221	326	148	178	126	86	40	461	24	419	249	170	67	47	20
1	59.7	63.1	67.0	59.0	59.8	57.2	56.5	53.8	58.8	60.3	54.2	73.4	59.2	71.6	58.5	56.0	62.2	65.3	68.0	59.1
2 OR MORE	39.4	35.9	33.0	39.0	39.5	41.7	42.5	46.2	39.4	38.7	44.3	26.6	39.8	28.4	40.7	42.7	37.8	32.8	31.5	35.8
2	30.8	25.0	20.6	29.9	30.2	34.6	33.3	36.0	31.0	31.0	35.6	21.2	31.1	17.0	32.5	32.5	32.3	20.5	22.1	16.6
3	6.4	8.7	10.3	7.0	8.0	4.5	7.5	8.6	6.5	5.0	6.4	2.0	6.5	8.1	6.4	8.4	3.6	7.2	4.9	12.7
4	2.0	2.2	2.2	2.1	1.2	2.0	1.7	1.5	1.9	2.7	2.4	3.3	1.9	3.3	1.8	1.8	1.9	3.2	4.6	-
5 OR MORE	0.3	-	-	-	-	0.6	-	-	-	-	-	-	0.3	-	-	-	-	2.0	-	6.5
DK/REFUSED	0.9	0.9	-	2.0	0.7	1.1	1.0	-	1.9	1.0	1.4	-	1.0	-	0.8	1.3	-	1.8	0.5	5.0
Mean	1.51	1.49	1.48	1.51	1.50	1.53	1.54	1.58	1.51	1.50	1.56	1.35	1.51	1.43	1.51	1.55	1.45	1.53	1.46	1.72



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Table 2 Page 17  
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## 2. HOW MANY CHILDREN DO YOU HAVE IN THE SIXTH THROUGH TWELFTH GRADES?

	TOTAL				HEARD OF SITE TALKITOUTNC.O				VISITED SITE TALKITOUTNC.O				HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK						
	RG		RG		RG		RG		REGU-	2+	Once A	NOT	REGU-	Every	Once A	RARELY	Rarely	Never	
	YES	NO	YES	NO	YES	NO	YES	NO	LARLY	Times/ Week	Week	REGU-	Couple	Week	/NEVER				
Total	500	181	310	35	453	172	100	72	65	30	35	261	115	145					
1	59.7	59.1	60.5	56.5	59.9	56.5	60.5	50.8	52.1	49.3	54.5	63.4	63.1	63.7					
2 OR MORE	39.4	39.6	38.8	39.8	39.4	42.2	37.1	49.2	46.4	50.7	42.7	36.1	36.7	35.6					
2	30.8	28.2	31.6	24.3	31.3	33.7	31.8	36.4	36.7	41.1	32.8	27.7	31.1	25.0					
3	6.4	9.9	4.5	15.5	5.8	6.8	4.6	9.8	8.5	9.6	7.5	5.6	4.7	6.4					
4	2.0	1.5	2.3	-	2.0	1.7	0.8	3.0	1.2	-	2.3	2.3	0.9	3.4					
5 OR MORE	0.3	-	0.4	-	0.3	-	-	-	-	-	-	0.5	-	0.9					
DK/REFUSED	0.9	1.3	0.7	3.7	0.7	1.3	2.3	-	1.5	-	2.9	0.5	0.2	0.7					
Mean	1.51	1.53	1.49	1.57	1.50	1.53	1.44	1.65	1.58	1.60	1.56	1.48	1.43	1.52					

**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	IDEOLOGY						PARTY						WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Swt. ERATE	MOD- ERATE	Swt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	113	44	69	143	91	129	219	164	198	123	106	17	139	98	88	5	74	20
1	59.7	61.7	73.8	53.8	61.6	52.5	61.5	57.8	58.3	61.4	60.3	62.4	47.6	56.6	60.2	66.2	100.0	65.1	48.1
2 OR MORE	39.4	38.3	26.2	46.2	37.7	47.5	35.8	40.6	41.6	38.0	38.0	35.7	52.4	43.4	38.5	32.7	-	34.9	51.9
2	30.8	30.5	21.9	36.2	30.8	38.5	26.4	31.4	35.8	27.0	30.3	29.0	38.5	39.0	30.3	24.0	-	21.2	51.9
3	6.4	5.8	2.1	8.1	5.0	6.1	6.7	6.4	3.6	8.0	6.5	5.3	13.9	2.4	6.9	7.1	-	7.3	-
4	2.0	0.9	2.2	-	1.8	2.9	2.8	2.8	2.2	2.4	1.2	1.4	-	2.0	1.2	1.7	-	4.7	-
5 OR MORE	0.3	1.2	-	1.9	-	-	-	-	-	0.7	-	-	-	-	-	-	-	1.8	-
DK/REFUSED	0.9	-	-	-	0.7	-	2.7	1.6	0.1	0.7	1.6	1.9	-	-	1.3	1.1	-	-	-
Mean	1.51	1.49	1.33	1.60	1.47	1.59	1.49	1.54	1.50	1.53	1.48	1.45	1.66	1.50	1.49	1.44	1.00	1.57	1.52



# 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	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
Total	500	78	73	54	86	125	69	305	280	181	170	135	128	103	258
1	59.7	57.2	61.5	56.7	59.2	61.3	63.2	50.2	50.4	74.0	78.4	17.0	58.6	54.9	62.1
2 OR MORE	39.4	42.8	38.5	41.5	40.5	37.7	35.3	49.5	49.2	24.8	21.6	83.0	40.6	44.1	37.0
2	30.8	34.4	28.0	37.5	37.1	26.4	24.6	37.9	37.1	22.9	19.6	56.2	34.5	35.2	26.9
3	6.4	3.7	6.8	4.0	3.4	8.7	8.5	8.4	8.1	0.7	2.0	20.2	1.1	9.0	8.3
4	2.0	4.7	1.9	-	-	2.6	2.1	2.8	3.5	0.4	-	6.7	4.0	-	1.8
5 OR MORE	0.3	-	1.8	-	-	-	-	0.4	0.5	0.7	-	-	1.0	-	-
DK/REFUSED	0.9	-	-	1.8	0.3	1.0	1.5	0.3	0.4	1.3	-	-	0.8	1.0	0.9
Mean	1.51	1.56	1.55	1.46	1.44	1.52	1.49	1.65	1.66	1.29	1.24	2.16	1.53	1.54	1.49

# 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	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER
Total	500	305	74	88	99	99	280	90	100	129	305	154	190	280	180	129
1	59.7	50.2	41.2	47.1	44.6	42.7	50.4	47.3	42.0	44.9	50.2	45.1	44.5	50.4	46.1	44.9
2 OR MORE	39.4	49.5	58.8	51.8	55.4	57.3	49.2	52.7	58.0	54.3	49.5	54.2	55.5	49.2	53.9	54.3
2	30.8	37.9	42.7	36.0	40.2	42.0	37.1	36.5	41.2	38.1	37.9	39.6	41.6	37.1	39.8	38.1
3	6.4	8.4	14.0	12.7	10.8	7.6	8.1	11.8	9.6	10.9	8.4	11.9	9.2	8.1	10.1	10.9
4	2.0	2.8	2.1	3.1	3.0	7.7	3.5	3.0	5.9	5.2	2.8	2.8	4.0	3.5	3.2	5.2
5 OR MORE	0.3	0.4	-	-	1.3	-	0.5	1.5	1.3	-	0.4	-	0.7	0.5	0.7	-
DK/REFUSED	0.9	0.3	-	1.2	-	-	0.4	-	-	0.8	0.3	0.7	-	0.4	-	0.8
Mean	1.51	1.65	1.77	1.72	1.76	1.80	1.66	1.75	1.83	1.76	1.65	1.72	1.75	1.66	1.73	1.76

# 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)						
	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	
Total	500	110	53	63	96	55	44	98	42	62	90	65	32	95	58	64	92	60	52
1	59.7	63.0	59.7	59.8	68.2	60.0	73.4	71.6	67.5	66.8	68.6	64.3	63.2	12.5	14.5	7.5	14.3	13.6	9.6
2 OR MORE	39.4	36.1	38.4	40.2	31.8	40.0	26.6	28.4	32.5	33.2	31.4	35.7	36.8	87.5	85.5	92.5	85.7	86.4	90.4
2	30.8	33.0	34.4	38.2	28.3	33.7	24.8	27.6	32.5	31.9	27.7	30.5	28.7	54.7	50.2	54.6	56.4	55.4	56.5
3	6.4	1.2	2.5	-	1.4	2.4	-	0.8	-	1.3	3.7	5.2	8.1	24.8	29.3	26.0	19.6	22.5	22.3
4	2.0	0.7	1.4	-	0.8	1.4	1.7	-	-	-	-	-	-	8.0	6.0	11.9	9.8	8.4	11.6
5 OR MORE	0.3	1.2	-	2.1	1.4	2.4	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	0.9	0.9	1.9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.51	1.43	1.45	1.46	1.39	1.52	1.30	1.29	1.32	1.35	1.35	1.41	1.45	2.28	2.27	2.42	2.25	2.26	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		MEN					WOMEN					MEN			WOMEN			
			14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY
Total	500	140	77	85	101	64	45	165	78	105	179	116	83	68	69	65	113	101	70
1	59.7	53.1	48.2	45.3	47.2	42.9	44.3	47.7	42.1	43.7	52.2	47.8	45.3	79.3	74.5	20.0	70.8	81.0	14.2
2 OR MORE	39.4	46.9	51.8	54.7	52.8	57.1	55.7	51.7	56.6	56.3	47.2	52.2	53.5	20.7	25.5	80.0	27.2	19.0	85.8
2	30.8	35.8	36.6	42.1	40.2	43.9	42.8	39.6	42.5	41.2	35.4	37.5	35.6	15.7	24.3	59.5	27.2	16.4	53.0
3	6.4	7.5	12.2	7.6	6.3	7.9	4.8	9.2	11.6	10.5	9.1	11.4	14.3	2.0	1.2	14.0	-	2.5	25.9
4	2.0	2.6	3.0	3.4	5.0	3.2	8.2	2.9	2.5	4.5	2.7	3.2	3.7	1.1	-	6.5	-	-	6.8
5 OR MORE	0.3	0.9	-	1.5	1.3	2.0	-	-	-	-	-	-	-	1.9	-	-	-	-	-
DK/REFUSED	0.9	-	-	-	-	-	-	0.6	1.3	-	0.6	-	1.2	-	-	-	2.1	-	-
Mean	1.51	1.62	1.70	1.74	1.73	1.78	1.77	1.67	1.74	1.76	1.62	1.70	1.76	1.31	1.27	2.07	1.28	1.22	2.25

# 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	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some Col-lege	COL-LEGE GRAD.	Col-lege Grad.	Post Grad. Work
Total	500	32	58	67	54	67	139	90	327	157	260	277	139	195	27	68	100	294	215	79
1	59.7	68.8	70.7	63.9	60.0	51.3	58.7	70.0	58.5	67.4	57.1	62.1	58.7	59.8	57.1	65.9	56.5	59.8	59.6	60.3
2 OR MORE	39.4	31.2	27.0	36.1	40.0	48.7	40.5	28.5	41.2	31.8	42.5	37.4	40.5	40.2	42.9	34.1	43.5	38.7	38.3	39.7
2	30.8	12.7	20.0	28.6	33.9	35.2	33.9	17.4	33.1	22.2	34.2	27.6	33.9	29.0	21.1	22.5	35.6	32.3	32.0	33.0
3	6.4	7.6	7.0	5.0	4.6	10.3	5.7	7.2	6.3	6.3	6.7	6.9	5.7	7.3	17.0	7.0	4.9	5.2	4.6	6.7
4	2.0	6.8	-	2.5	1.5	3.2	0.9	2.4	1.8	2.5	1.6	2.5	0.9	3.2	-	4.6	3.1	1.2	1.7	-
5 OR MORE	0.3	4.1	-	-	-	-	-	1.5	-	0.8	-	0.5	-	0.7	4.9	-	-	-	-	-
DK/REFUSED	0.9	-	2.3	-	-	-	0.7	1.5	0.3	0.8	0.4	0.5	0.7	-	-	-	-	1.5	2.1	-
Mean	1.51	1.65	1.35	1.46	1.48	1.65	1.48	1.46	1.51	1.46	1.53	1.51	1.48	1.56	1.75	1.50	1.55	1.47	1.47	1.46

# 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	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COL-	COL-	Col-	Post	LESS/ COL-	COL-	Col-	Post	SINGLE	MAR-	SEPA-	DIV-	WID-	MALE	FEMALE
		COLLEG LEGE	LEGE	lege	Grad.	COLLEG LEGE	LEGE	lege	Grad.		RIED	RATED	ORCED	OWED		
	GRAD.	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.	Work								
Total	500	89	116	84	32	106	178	131	48	39	373	11	57	9	168	205
1	59.7	63.3	53.6	53.8	53.3	56.9	63.8	63.4	64.9	81.0	54.7	65.1	73.1	65.6	54.4	55.0
2 OR MORE	39.4	36.7	45.5	45.0	46.7	43.1	34.2	33.9	35.1	19.0	44.3	34.9	26.9	34.4	45.0	43.8
2	30.8	27.0	37.7	37.4	38.8	30.7	28.7	28.5	29.2	16.5	33.9	21.7	24.9	34.4	34.5	33.4
3	6.4	5.6	5.4	4.5	7.9	8.7	5.0	4.7	5.9	2.5	7.4	13.2	2.0	-	6.7	8.0
4	2.0	2.6	2.3	3.2	-	3.7	0.5	0.7	-	-	2.6	-	-	-	3.0	2.3
5 OR MORE	0.3	1.5	-	-	-	-	-	-	-	-	0.4	-	-	-	0.8	-
DK/REFUSED	0.9	-	0.9	1.2	-	-	2.0	2.7	-	-	0.9	-	-	-	0.6	1.2
Mean	1.51	1.52	1.56	1.57	1.55	1.59	1.41	1.41	1.41	1.21	1.59	1.48	1.29	1.34	1.60	1.57

**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

NC STATEWIDE - PARENTS OF CHILDREN GRADES 6-12

Table 2 Page 25  
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2. HOW MANY CHILDREN DO YOU HAVE IN THE SIXTH THROUGH TWELFTH GRADES?

	TOTAL	RELIGION				BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT-ESTANT	CATHOLIC	ATH-IST	YES	NO	MALE	FEMALE	WHITE	NON-WHITE	Hisp-panic	Afr-ican	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN	
Total	500	323	59	28	241	96	99	143	336	159	30	103	136	46	200	57	88	32	237	66	
1	59.7	58.3	62.2	56.1	58.2	52.5	55.1	60.4	60.2	58.8	64.4	62.5	57.3	64.4	62.1	61.0	66.1	74.9	57.7	55.7	
2 OR MORE	39.4	40.7	37.8	43.9	40.4	47.5	43.9	38.0	39.1	39.9	32.3	36.5	42.0	35.6	37.2	37.2	33.9	21.9	41.3	44.3	
2	30.8	31.8	31.0	35.9	29.4	41.8	33.5	26.5	32.2	27.8	26.1	25.8	34.1	27.8	30.9	24.3	27.5	21.9	33.9	29.9	
3	6.4	6.1	6.8	3.4	7.4	4.3	5.3	8.8	5.3	8.6	6.2	6.1	5.8	2.0	4.9	9.3	4.9	-	5.7	7.1	
4	2.0	2.8	-	-	3.1	1.4	3.8	2.7	1.6	2.7	-	3.3	2.1	3.0	1.3	3.6	1.5	-	1.8	5.3	
5 OR MORE	0.3	-	-	4.7	0.5	-	1.3	-	-	0.8	-	1.3	-	2.9	-	-	-	-	-	2.0	
DK/REFUSED	0.9	1.0	-	-	1.4	-	1.0	1.6	0.7	1.3	3.3	1.0	0.7	-	0.7	1.8	-	3.2	1.0	-	
Mean	1.51	1.53	1.45	1.61	1.56	1.55	1.61	1.53	1.48	1.57	1.40	1.54	1.52	1.52	1.45	1.55	1.42	1.23	1.51	1.68	



# 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			AGE			MEN			WOMEN			GENDER	
	UNDER 40	41-55	OVER 55	MALE	FEMALE									
Total	500	144	301	35	63	121	14	81	180	20	210	290		
1	59.7	67.7	55.3	62.7	66.6	49.3	82.9	68.5	59.3	48.3	58.2	60.8		
2 OR MORE	39.4	31.6	43.9	37.3	33.4	49.9	17.1	30.2	39.8	51.7	41.3	38.0		
2	30.8	25.9	34.4	25.3	27.3	38.5	17.1	24.8	31.6	31.2	32.9	29.3		
3	6.4	4.8	7.1	4.2	4.0	7.2	-	5.4	7.1	7.2	5.4	7.1		
4	2.0	0.9	1.9	7.8	2.1	3.1	-	-	1.1	13.4	2.4	1.6		
5 OR MORE	0.3	-	0.4	-	-	1.1	-	-	-	-	0.6	-		
DK/REFUSED	0.9	0.7	0.8	-	-	0.8	-	1.3	0.8	-	0.5	1.2		
Mean	1.51	1.38	1.57	1.57	1.42	1.67	1.17	1.36	1.50	1.86	1.54	1.49		

# 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	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	11-14 OVER 15	YES	NO/ NOT YET	
Total	500	158	64	18	76	141	60	81	89	45	44	21	56	35	299	197	239	203	36	462	38
10/YOUNGER	47.7	47.6	52.8	34.3	46.3	50.1	39.7	57.7	45.2	36.5	54.1	58.6	48.1	38.2	46.7	49.2	100.0	-	-	50.0	20.2
5/YOUNGER	10.0	7.8	11.7	-	6.3	7.9	9.1	7.1	16.7	11.6	21.9	35.3	5.7	2.4	10.1	9.4	20.9	-	-	10.8	-
6	3.9	4.4	2.2	19.2	2.7	4.7	6.2	3.5	3.3	3.2	3.4	5.5	3.4	-	3.7	4.2	8.1	-	-	3.8	5.4
7	2.8	2.9	6.6	-	0.5	3.3	1.5	4.6	1.6	1.8	1.4	-	3.4	3.7	2.9	2.6	5.8	-	-	3.0	-
8	6.5	3.3	2.1	-	5.0	6.6	-	11.5	5.3	3.9	6.8	4.2	13.8	13.0	5.9	7.5	13.6	-	-	7.0	-
9	3.2	3.5	1.2	-	6.2	2.7	1.5	3.5	2.5	-	5.1	3.8	3.8	3.9	2.3	3.8	6.6	-	-	3.2	2.1
10	21.5	25.8	29.0	15.2	25.7	24.9	21.3	27.5	15.8	16.0	15.6	9.7	18.1	15.2	21.7	21.6	45.0	-	-	22.2	12.6
11-14	40.5	35.6	27.9	57.3	37.0	40.8	47.2	36.0	46.5	51.0	41.9	41.4	39.6	47.2	40.6	40.3	-	100.0	-	39.9	48.1
11	8.2	6.2	7.8	13.3	3.2	8.1	2.8	12.0	14.0	14.4	13.6	-	6.0	10.6	7.8	7.9	-	20.1	-	8.5	3.6
12	19.6	14.1	7.9	31.4	15.3	22.7	33.4	14.7	22.7	28.1	17.1	30.6	17.1	21.1	19.6	20.0	-	48.3	-	20.2	11.3
13	9.8	10.5	8.4	12.5	11.9	7.4	9.5	5.9	6.7	6.8	6.7	10.8	15.7	13.3	9.9	9.8	-	24.1	-	8.1	30.0
14	3.0	4.7	3.8	-	6.6	2.6	1.4	3.5	3.1	1.7	4.4	-	0.9	2.2	3.4	2.5	-	7.5	-	3.0	3.2
15/OLDER	7.1	12.0	12.3	8.4	12.6	4.3	3.8	4.6	3.4	4.8	2.0	-	5.8	12.1	7.6	6.5	-	-	100.0	5.9	21.5
DK/REFUSED	4.7	4.8	7.0	-	4.1	4.9	9.3	1.6	4.9	7.7	2.0	-	6.5	2.4	5.1	4.0	-	-	-	4.2	10.2
Mean	10.32	10.80	10.36	10.92	11.13	10.19	10.42	10.02	9.73	10.30	9.18	8.30	10.39	11.27	10.38	10.26	7.81	12.19	16.50	10.13	12.73



# 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	TALK ABOUT ALCOHOL ABUSE WITH YOUR CHILDREN					TALKED ABOUT ALCOHOL ABUSE LAST FEW MOS.					UNDERAGED DRINKING IN YOUR COMMUNITY					CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL				APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL			S/R/H: ADS DRINKING		TALKED TO CHILD ABOUT BRAIN DEVLPMNT	
		FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	LESS/ 14	15-17 18	OVER	YES	NO	YES	NO	YES	NO				
Total	500	178	214	68	382	74	422	213	209	50	297	98	199	200	18	57	375	232	265	352	145						
10/YOUNGER	47.7	52.4	55.4	27.6	53.0	33.3	50.1	57.8	42.4	35.6	47.9	44.1	49.8	47.7	55.5	48.3	45.8	52.3	44.3	50.8	41.2						
5/YOUNGER	10.0	10.0	14.3	2.0	11.8	4.4	11.4	15.5	7.2	1.8	10.7	9.0	11.6	9.0	7.2	5.6	10.4	14.1	6.5	11.0	7.6						
6	3.9	5.5	3.5	-	4.5	0.3	3.6	4.0	3.2	6.7	4.8	5.9	4.3	2.6	5.6	4.6	3.5	4.7	3.2	4.3	2.9						
7	2.8	3.4	3.0	1.9	2.6	3.9	2.8	4.9	0.8	1.8	3.6	1.7	4.5	1.1	-	-	3.7	3.8	1.9	3.1	1.9						
8	6.5	4.6	7.7	11.3	6.6	7.7	6.6	6.6	6.6	6.3	6.7	3.5	8.2	6.3	7.9	16.7	5.1	4.7	8.1	5.6	8.7						
9	3.2	2.4	5.0	-	3.2	3.7	3.4	3.9	2.9	-	4.1	4.4	4.0	1.8	-	5.3	3.2	2.7	3.6	3.6	2.1						
10	21.5	26.5	21.9	12.3	24.3	13.4	22.3	22.9	21.7	19.0	18.0	19.6	17.2	27.1	34.9	16.1	20.0	22.4	21.0	23.1	18.0						
11-14	40.5	35.8	37.0	59.6	37.2	54.0	39.1	27.9	50.6	52.0	43.0	40.9	44.0	37.0	39.2	50.2	40.7	40.1	40.2	37.8	46.9						
11	8.2	8.6	8.4	8.8	7.6	13.9	8.9	4.3	13.6	1.5	8.8	7.9	9.3	7.3	-	13.4	8.4	7.4	8.9	8.5	7.6						
12	19.6	16.2	20.2	30.2	18.5	27.9	18.3	17.1	19.6	29.1	22.3	21.5	22.7	15.8	30.9	13.6	20.8	21.7	17.7	18.7	20.9						
13	9.8	9.1	6.1	12.2	8.3	8.0	8.8	4.9	12.8	18.1	8.6	8.1	8.8	11.3	8.4	19.4	8.4	8.4	10.8	7.4	15.8						
14	3.0	1.8	2.3	8.4	2.8	4.2	3.1	1.6	4.6	3.3	3.3	3.4	3.2	2.7	-	3.7	3.1	2.6	2.8	3.2	2.6						
15/OLDER	7.1	7.8	4.8	4.7	6.1	5.2	7.2	9.6	4.7	8.3	4.9	10.1	2.4	10.4	-	1.5	8.3	4.9	9.1	6.6	7.5						
DK/REFUSED	4.7	4.0	2.7	8.2	3.6	7.5	3.6	4.7	2.4	4.1	4.2	4.9	3.8	4.8	5.2	-	5.2	2.7	6.4	4.8	4.4						
Mean	10.32	10.18	9.71	11.39	10.02	10.91	10.18	9.72	10.63	11.29	10.07	10.59	9.82	10.69	10.02	10.30	10.38	9.84	10.71	10.11	10.73						



# 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?

	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED						HOW OFTEN DO YOU TALK TO YOUR CHILDREN ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN						UNDERAGE DRINKING AFFECTS TEEN HEALTH		TALKING ABOUT UNDERAGE DRINKING AFFECTS ON BRAIN HEALTH/DEVELOPMENT EFF./INEFF. WAY TO INFLUENCE THEIR DECISIONS					
	17/	14/	15-17	18-20	21+	TALK	Always	Some-	NOT	Rarely	Never	YES	NO	EFFEC-	Very	Some-	INEFF-	Some-	Very	
	YOUNG-	Young-						times	OFTEN					TIVE		what	ECTIVE	what		
Total	500	106	55	51	139	221	326	148	178	126	86	40	461	24	419	249	170	67	47	20
10/YOUNGER	47.7	46.7	40.9	53.1	45.7	50.8	53.1	54.2	52.2	43.1	45.7	37.5	47.6	52.7	49.3	50.9	47.0	40.1	36.5	48.6
5/YOUNGER	10.0	11.0	9.9	12.2	7.7	10.7	12.4	11.9	12.7	7.5	5.1	12.7	9.6	12.1	10.3	10.9	9.4	4.9	2.8	9.9
6	3.9	2.4	0.4	4.7	2.0	6.4	4.1	2.9	5.1	3.1	3.1	3.3	3.6	4.1	4.4	3.2	6.1	1.6	2.3	-
7	2.8	2.6	3.4	1.8	2.2	2.9	3.6	3.6	3.6	0.9	1.4	-	2.9	-	2.5	2.6	2.5	4.7	6.8	-
8	6.5	4.6	5.5	3.6	6.8	7.0	6.5	10.2	3.4	8.3	11.1	2.2	6.7	7.4	6.3	6.3	6.4	8.7	5.5	16.2
9	3.2	1.5	-	3.2	4.4	3.3	2.9	0.3	5.1	4.3	5.3	2.3	3.4	-	3.4	2.4	5.0	1.4	2.0	-
10	21.5	24.5	21.7	27.6	22.7	20.6	23.6	25.2	22.3	18.9	19.8	17.1	21.3	29.1	22.3	25.5	17.6	18.8	17.2	22.5
11-14	40.5	39.2	38.4	39.9	41.4	39.3	36.6	34.4	38.4	50.1	45.8	59.3	40.5	33.3	39.9	37.3	43.8	48.6	54.1	36.0
11	8.2	9.8	7.5	12.4	6.2	7.5	8.2	6.7	9.5	10.0	9.7	10.7	8.1	13.4	7.9	6.8	9.6	11.2	8.7	17.1
12	19.6	19.4	26.2	12.0	15.0	22.9	17.7	18.8	16.8	27.9	24.8	34.5	19.9	9.3	20.1	20.8	19.1	18.9	21.7	12.4
13	9.8	8.9	4.7	13.4	15.2	5.7	8.0	7.2	8.6	8.0	6.7	10.9	9.6	10.6	8.9	6.9	11.8	15.2	19.0	6.5
14	3.0	1.1	-	2.2	5.0	3.2	2.7	1.6	3.6	4.2	4.5	3.3	2.9	-	3.0	2.8	3.2	3.3	4.7	-
15/OLDER	7.1	12.7	18.8	6.2	7.1	4.7	5.8	6.5	5.3	5.6	7.4	1.5	6.8	14.0	6.7	7.5	5.4	7.3	6.6	8.8
DK/REFUSED	4.7	1.4	1.9	0.8	5.8	5.2	4.5	5.0	4.1	1.3	1.1	1.7	5.1	-	4.1	4.3	3.9	3.9	2.8	6.5
Mean	10.32	10.63	11.11	10.12	10.69	9.92	9.92	9.93	9.91	10.58	10.70	10.33	10.32	10.45	10.23	10.24	10.21	10.87	11.14	10.24



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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		HEARD OF SITE		VISITED SITE		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK									
	TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		REGU-			Once A		RARELY		Rarely		Never
	RG		YES	NO	YES	NO	LARLY	Times/Week	Week	REGU-	Couple	Week	/NEVER			
Total	500	181	310	35	453	172	100	72	65	30	35	261	115	145		
10/YOUNGER	47.7	49.7	47.4	70.4	45.8	52.2	54.1	49.6	37.5	35.6	39.1	47.7	40.4	53.5		
5/YOUNGER	10.0	10.3	9.8	12.0	9.5	9.2	11.4	6.2	4.3	4.5	4.0	11.9	4.9	17.5		
6	3.9	4.3	3.8	4.7	3.6	3.1	2.8	3.5	1.4	3.0	-	5.1	6.2	4.2		
7	2.8	2.9	2.8	5.2	2.5	1.0	-	2.4	2.4	-	4.5	4.0	3.4	4.6		
8	6.5	3.7	8.3	2.3	7.0	6.7	8.1	4.7	4.2	3.7	4.7	6.9	9.8	4.7		
9	3.2	4.3	2.6	6.1	2.8	3.8	4.5	2.8	4.2	4.5	4.0	2.5	-	4.5		
10	21.5	24.2	20.3	40.2	20.3	28.4	27.3	30.0	21.0	19.7	22.0	17.2	16.2	18.1		
11-14	40.5	36.5	42.9	19.8	42.2	40.8	42.0	39.3	55.8	60.8	51.5	36.8	39.9	34.3		
11	8.2	5.9	9.3	7.6	8.1	8.4	7.2	10.2	10.9	13.6	8.5	7.4	8.4	6.6		
12	19.6	20.3	19.3	8.6	20.7	22.8	25.6	19.0	22.0	15.6	27.5	17.0	17.2	16.8		
13	9.8	8.9	10.3	3.6	10.3	6.4	6.8	5.8	18.0	26.2	11.0	10.0	12.4	8.1		
14	3.0	1.4	4.0	-	3.0	3.2	2.4	4.4	5.0	5.4	4.6	2.4	1.9	2.8		
15/OLDER	7.1	8.2	6.1	5.8	7.4	2.8	-	6.8	6.7	3.6	9.3	10.1	12.7	8.0		
DK/REFUSED	4.7	5.5	3.6	4.0	4.7	4.1	3.9	4.4	-	-	-	5.4	7.0	4.2		
Mean	10.32	10.30	10.30	9.49	10.42	10.12	9.82	10.55	11.19	11.15	11.23	10.21	10.90	9.68		



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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	IDEOLOGY						PARTY						WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	113	44	69	143	91	129	219	164	198	123	106	17	139	98	88	5	74	20
10/YOUNGER	47.7	52.5	66.6	43.3	39.3	40.2	58.3	50.8	50.4	43.4	51.6	50.5	58.6	51.6	50.6	55.3	29.8	36.7	32.5
5/YOUNGER	10.0	12.1	16.2	9.4	8.1	4.1	16.3	11.3	8.7	7.7	16.2	17.0	11.0	8.2	8.2	18.4	-	8.6	5.3
6	3.9	6.0	12.3	1.9	2.6	6.0	2.4	3.9	2.8	4.5	4.1	4.7	-	2.7	8.0	5.7	3.9	1.5	-
7	2.8	1.1	-	1.9	4.4	1.0	3.8	2.7	4.0	1.4	3.0	2.7	4.6	4.7	2.8	4.1	-	-	-
8	6.5	10.7	14.4	8.4	3.5	4.7	8.1	6.7	8.9	4.8	6.3	6.5	4.7	10.0	5.1	7.8	-	1.9	-
9	3.2	1.2	-	2.0	3.1	2.9	5.7	4.5	6.8	1.4	1.2	1.4	-	5.8	1.3	1.1	25.9	1.9	-
10	21.5	21.3	23.6	19.8	17.7	21.4	22.0	21.8	19.3	23.7	20.9	18.1	38.2	20.3	25.1	18.3	-	22.9	27.2
11-14	40.5	36.6	18.6	48.3	51.1	47.5	28.4	36.3	40.2	41.4	39.0	40.3	31.0	39.4	38.7	34.5	70.2	44.1	62.1
11	8.2	11.1	6.8	13.9	12.8	4.0	2.6	3.1	3.4	11.6	7.8	8.2	5.0	2.5	6.9	8.0	26.8	11.7	8.0
12	19.6	14.7	12.2	16.4	24.8	26.0	15.2	19.7	21.7	19.7	17.6	17.4	19.0	21.4	23.5	13.8	43.4	16.7	38.7
13	9.8	10.1	-	16.7	10.7	9.5	8.1	8.7	11.9	7.7	9.8	10.8	3.9	11.7	7.1	8.3	-	11.2	15.5
14	3.0	0.6	-0.5	1.3	2.8	8.0	2.5	4.8	3.2	2.3	3.8	3.9	3.1	3.8	1.3	4.4	-	4.5	-
15/OLDER	7.1	8.2	14.9	3.9	5.5	7.0	6.9	6.9	5.2	10.8	4.0	4.7	-	4.5	6.7	2.8	-	14.5	5.3
DK/REFUSED	4.7	2.7	-	4.5	4.1	5.3	6.5	6.0	4.2	4.4	5.3	4.5	10.4	4.4	4.0	7.4	-	4.7	-
Mean	10.32	9.98	9.42	10.36	10.58	11.01	9.61	10.19	10.26	10.74	9.68	9.68	9.69	10.22	10.19	9.19	10.72	11.30	11.32

# 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	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
Total	500	78	73	54	86	125	69	305	280	181	170	135	128	103	258
10/YOUNGER	47.7	46.3	44.6	44.7	54.2	42.8	57.1	48.2	47.5	44.9	52.5	45.2	42.4	46.5	50.8
5/YOUNGER	10.0	11.5	7.4	11.4	6.2	7.9	20.0	8.5	10.9	9.8	9.9	8.2	11.9	6.3	10.5
6	3.9	4.1	4.1	7.3	1.5	4.7	1.5	3.9	3.3	4.1	3.6	3.4	3.4	2.8	3.8
7	2.8	3.3	1.2	1.4	4.6	1.5	4.2	3.6	3.1	2.9	2.5	3.3	2.1	4.3	2.6
8	6.5	10.9	7.0	5.0	7.1	3.5	7.3	8.7	5.0	8.5	6.7	4.1	2.7	4.3	9.2
9	3.2	3.1	-	-	10.1	2.1	2.2	2.8	3.1	4.0	2.0	3.7	0.6	4.8	3.9
10	21.5	13.4	24.8	19.6	24.7	23.1	21.9	20.6	22.1	15.6	27.8	22.6	21.7	24.0	20.8
11-14	40.5	44.2	46.7	46.7	36.6	38.3	33.0	39.2	39.8	42.5	36.0	43.9	39.5	44.0	39.2
11	8.2	2.8	3.9	9.9	3.9	16.1	6.1	9.2	6.2	6.5	8.2	9.4	10.2	11.2	6.3
12	19.6	26.0	30.8	16.7	17.9	13.3	18.4	19.8	19.4	21.9	19.4	18.5	19.2	25.7	18.1
13	9.8	8.7	7.6	14.8	14.8	7.7	5.9	7.2	10.2	11.1	5.7	12.2	9.5	6.3	9.6
14	3.0	6.7	4.5	5.3	-	1.1	2.6	2.9	4.0	3.0	2.7	3.8	0.6	0.8	5.3
15/OLDER	7.1	7.7	7.0	3.6	2.9	13.0	4.4	8.0	7.6	7.7	7.0	6.7	10.9	5.8	5.9
DK/REFUSED	4.7	1.8	1.8	5.0	6.3	5.9	5.6	4.5	5.1	4.9	4.5	4.3	7.1	3.6	4.1
Mean	10.32	10.33	10.70	10.16	10.20	10.76	9.30	10.34	10.37	10.38	10.20	10.55	10.51	10.46	10.18



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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 OF CHILDREN									AGE OF CHILDREN					
		14/  YOUN-  GER	11/  YOUN-  GER	12	13	14	15/  OLDER	15	16	17/  OLDER	14/  YOUN-  GER	12/  YOUN-  GER	13-14	15/  OLDER	15-16	17/  OLDER
Total	500	305	74	88	99	99	280	90	100	129	305	154	190	280	180	129
10/YOUNGER	47.7	48.2	47.5	50.4	47.7	48.0	47.5	52.4	46.7	46.6	48.2	49.8	47.5	47.5	48.6	46.6
5/YOUNGER	10.0	8.5	11.4	9.9	8.9	7.6	10.9	9.7	9.9	12.5	8.5	10.1	7.6	10.9	9.6	12.5
6	3.9	3.9	0.5	7.3	3.7	3.9	3.3	3.2	5.2	2.6	3.9	4.4	4.0	3.3	4.0	2.6
7	2.8	3.6	2.8	4.1	2.2	3.7	3.1	3.3	3.1	3.0	3.6	3.7	3.1	3.1	3.0	3.0
8	6.5	8.7	8.6	12.2	3.5	9.8	5.0	8.1	5.5	4.5	8.7	10.5	7.0	5.0	6.0	4.5
9	3.2	2.8	-	4.5	4.0	2.2	3.1	3.3	3.5	4.0	2.8	2.6	3.2	3.1	3.1	4.0
10	21.5	20.6	24.2	12.4	25.4	20.7	22.1	24.8	19.5	20.1	20.6	18.6	22.6	22.1	22.9	20.1
11-14	40.5	39.2	46.3	34.9	40.5	40.3	39.8	35.2	43.1	39.9	39.2	39.4	40.8	39.8	39.5	39.9
11	8.2	9.2	14.6	7.8	8.9	8.9	6.2	5.0	6.1	7.7	9.2	11.2	9.3	6.2	5.9	7.7
12	19.6	19.8	17.9	19.8	20.6	19.8	19.4	18.2	20.7	18.3	19.8	19.0	20.8	19.4	20.1	18.3
13	9.8	7.2	10.5	3.6	9.2	7.6	10.2	8.2	10.7	11.3	7.2	6.3	7.7	10.2	9.3	11.3
14	3.0	2.9	3.4	3.7	1.8	3.9	4.0	3.8	5.6	2.6	2.9	2.9	3.0	4.0	4.3	2.6
15/OLDER	7.1	8.0	3.0	8.1	6.8	10.1	7.6	7.0	5.3	7.5	8.0	5.4	8.3	7.6	6.4	7.5
DK/REFUSED	4.7	4.5	3.3	6.6	4.9	1.6	5.1	5.4	4.9	5.9	4.5	5.3	3.4	5.1	5.4	5.9
Mean	10.32	10.34	10.13	9.90	10.42	10.56	10.37	10.22	10.28	10.26	10.34	9.97	10.50	10.37	10.32	10.26

# 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)						
	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	
Total	500	110	53	63	96	55	44	98	42	62	90	65	32	95	58	64	92	60	52
10/YOUNGER	47.7	45.8	43.4	45.5	46.7	36.1	60.4	52.9	61.5	48.0	51.8	60.8	35.9	45.9	46.2	49.1	43.1	46.9	39.7
5/YOUNGER	10.0	7.9	3.3	11.0	11.9	10.3	13.1	8.1	16.5	3.6	10.9	12.6	10.8	8.8	10.5	8.1	8.1	5.7	10.0
6	3.9	5.5	4.5	5.7	2.2	-	4.8	3.7	4.9	2.6	3.8	5.3	-	2.5	4.0	3.7	4.0	6.2	2.5
7	2.8	4.1	6.8	1.4	3.5	2.7	5.8	2.1	-	3.4	3.2	3.8	1.2	4.7	3.6	4.5	2.6	2.4	1.8
8	6.5	10.8	13.7	9.5	7.1	6.6	7.3	9.5	14.9	4.8	3.5	4.8	5.2	5.8	4.6	6.6	4.4	6.7	1.8
9	3.2	4.2	3.1	4.7	3.1	-	6.8	1.7	2.0	1.3	2.9	4.0	-	2.5	2.5	3.7	3.3	5.0	4.3
10	21.5	13.3	12.0	13.2	18.8	16.5	22.7	27.8	23.3	32.3	27.5	30.2	18.8	21.6	21.0	22.6	20.7	20.9	19.3
11-14	40.5	42.4	48.6	40.5	38.7	49.1	26.4	33.5	28.5	37.4	39.7	34.1	47.7	42.2	39.7	44.6	41.8	36.8	48.0
11	8.2	8.7	14.4	5.9	2.3	2.6	1.8	8.8	9.5	10.0	6.0	8.3	4.7	10.6	9.6	12.0	10.4	6.3	14.8
12	19.6	24.2	23.1	27.3	21.3	28.2	14.6	18.3	17.4	16.9	23.4	19.0	27.8	16.7	16.8	18.1	13.9	14.0	16.2
13	9.8	7.3	8.4	5.7	10.9	11.1	10.0	5.0	2.1	7.9	6.0	3.1	10.6	9.5	7.7	9.6	13.9	14.3	13.2
14	3.0	2.2	2.7	1.6	4.2	7.3	-	1.4	-0.5	2.5	4.3	3.7	4.6	5.4	5.6	4.9	3.5	2.2	3.8
15/OLDER	7.1	6.3	3.9	7.7	10.7	10.0	10.8	10.3	4.2	13.3	3.2	1.8	5.4	7.2	7.9	3.6	8.8	8.2	6.3
DK/REFUSED	4.7	5.5	4.1	6.2	3.9	4.9	2.4	3.3	5.8	1.3	5.3	3.3	11.0	4.7	6.2	2.7	6.3	8.2	6.1
Mean	10.32	10.18	10.33	10.12	10.52	11.02	9.88	10.40	9.12	11.11	10.03	9.52	10.69	10.48	10.35	10.23	10.67	10.56	10.58



# 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		MEN					WOMEN					MEN			WOMEN			
			14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY
Total	500	140	77	85	101	64	45	165	78	105	179	116	83	68	69	65	113	101	70
10/YOUNGER	47.7	47.5	50.0	48.3	40.1	39.2	39.1	48.8	49.7	46.8	51.7	53.8	50.8	32.4	59.1	42.3	52.4	47.9	47.9
5/YOUNGER	10.0	9.4	15.4	6.6	11.9	6.3	19.3	7.7	4.9	8.4	10.3	11.4	8.7	4.5	11.5	11.9	12.9	8.8	4.7
6	3.9	5.9	3.9	7.6	3.7	3.1	3.7	2.3	4.9	1.0	3.1	4.5	2.0	7.8	3.8	1.9	1.8	3.4	4.7
7	2.8	2.8	0.6	4.7	3.3	3.8	2.0	4.3	6.7	1.8	2.9	2.6	3.5	1.3	2.3	3.5	3.8	2.5	3.1
8	6.5	9.1	11.4	6.4	6.7	8.1	5.4	8.4	9.6	7.4	4.0	4.8	4.0	8.8	9.9	5.0	8.4	4.6	3.2
9	3.2	1.1	1.0	1.0	1.7	1.3	1.8	4.3	4.1	5.1	3.9	4.1	5.3	2.3	1.2	-	5.1	2.5	7.2
10	21.5	19.1	17.7	22.0	12.9	16.6	6.9	21.9	19.5	23.0	27.3	26.4	27.2	7.7	30.3	20.0	20.4	26.1	24.9
11-14	40.5	44.8	41.9	46.5	47.0	46.6	50.5	34.6	37.0	36.2	35.7	35.7	34.1	55.8	33.5	49.6	34.5	37.7	38.5
11	8.2	4.8	3.9	5.2	2.8	3.1	3.8	13.0	18.4	12.6	8.1	7.4	9.9	2.7	4.6	5.0	8.8	10.7	13.5
12	19.6	26.5	26.2	25.3	23.2	24.2	24.2	14.2	11.8	17.1	17.3	17.9	15.0	30.9	21.4	24.5	16.5	18.0	12.9
13	9.8	8.4	5.9	11.3	12.8	11.7	14.9	6.3	6.8	4.8	8.8	7.9	9.3	15.8	4.6	12.3	8.3	6.4	12.1
14	3.0	5.1	5.8	4.6	8.2	7.5	7.5	1.1	-	1.7	1.6	2.5	-	6.5	2.9	7.8	0.9	2.6	-
15/OLDER	7.1	4.6	6.9	1.3	10.1	10.8	7.1	10.8	4.0	14.0	6.2	4.0	7.7	7.4	3.2	8.1	7.8	9.6	5.3
DK/REFUSED	4.7	3.1	1.2	4.0	2.8	3.4	3.3	5.8	9.4	2.9	6.4	6.5	7.4	4.4	4.2	-	5.2	4.7	8.3
Mean	10.32	10.21	10.01	10.16	10.71	11.08	10.15	10.45	9.93	10.78	10.16	9.88	10.31	11.06	9.75	10.70	9.96	10.51	10.41



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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	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some College	COLLEGE GRAD.	Col-lege Grad.	Post Grad. Work
Total	500	32	58	67	54	67	139	90	327	157	260	277	139	195	27	68	100	294	215	79
10/YOUNGER	47.7	43.0	34.7	54.6	52.7	54.7	46.1	37.7	50.7	44.9	49.7	48.8	46.1	44.1	54.1	35.4	47.4	50.7	50.2	52.3
5/YOUNGER	10.0	11.4	8.8	11.1	15.6	5.4	10.4	9.7	10.4	10.3	10.2	10.2	10.4	10.1	7.9	10.6	10.3	10.1	12.8	2.8
6	3.9	-	2.2	5.4	8.7	7.9	1.2	1.4	4.6	3.1	4.4	5.4	1.2	4.8	4.8	3.1	6.0	3.1	2.9	3.7
7	2.8	-	-	5.6	0.7	3.7	4.5	-	3.9	2.4	3.5	2.4	4.5	3.9	3.4	3.2	4.4	2.1	2.9	-
8	6.5	8.0	11.3	11.2	5.2	4.3	4.2	10.1	5.8	10.6	4.4	8.0	4.2	5.8	3.5	6.3	6.1	7.1	6.5	9.0
9	3.2	4.3	2.3	3.7	4.1	5.0	1.8	3.0	3.2	3.3	3.1	3.8	1.8	2.1	-	1.2	3.3	3.8	4.8	0.9
10	21.5	19.4	10.2	17.6	18.4	28.5	24.0	13.5	22.7	15.2	24.0	19.0	24.0	17.5	34.5	11.0	17.3	24.5	20.3	35.9
11-14	40.5	42.0	44.6	40.6	23.6	44.0	43.6	43.7	39.8	42.4	39.6	39.1	43.6	42.7	21.9	56.3	39.0	38.1	37.7	39.2
11	8.2	12.4	13.7	6.4	6.1	10.2	6.1	13.2	7.0	10.3	7.2	9.5	6.1	9.8	-	11.8	11.2	6.9	7.3	5.8
12	19.6	11.3	23.3	18.5	14.4	24.7	23.6	19.0	21.3	18.8	22.0	19.3	23.6	19.5	9.8	23.3	19.6	20.2	18.9	23.5
13	9.8	7.9	6.3	14.7	3.1	5.7	9.1	6.8	8.6	10.2	7.0	7.8	9.1	9.1	4.9	16.3	5.3	8.9	9.8	6.2
14	3.0	10.4	1.4	1.0	-	3.5	4.8	4.6	3.0	3.0	3.5	2.5	4.8	4.2	7.2	5.0	2.9	2.2	1.6	3.8
15/OLDER	7.1	10.9	11.0	2.9	13.2	-	7.0	11.0	5.7	7.5	6.5	6.8	7.0	6.8	14.8	4.6	6.2	7.4	8.7	3.8
DK/REFUSED	4.7	4.1	9.6	1.9	10.6	1.2	3.3	7.6	3.8	5.2	4.3	5.3	3.3	6.4	9.2	3.7	7.5	3.7	3.4	4.7
Mean	10.32	10.80	10.72	9.73	9.74	9.99	10.51	10.75	10.12	10.30	10.23	10.12	10.51	10.29	10.78	10.54	9.99	10.29	10.17	10.62

# 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	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COL-	Col-	Post	LESS/ COL-	Col-	Post	SINGLE	MAR-	SEPA-	DIV-	WID-	MALE	FEMALE		
		COLLEG LEGE	lege	Grad.	COLLEG LEGE	lege	Grad.		RIED	RATED	ORCED	OWED				
	GRAD.	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.	Work								
Total	500	89	116	84	32	106	178	131	48	39	373	11	57	9	168	205
10/YOUNGER	47.7	41.8	47.7	51.4	37.8	46.0	52.7	49.4	62.0	46.5	48.5	76.8	38.6	65.6	43.2	52.8
5/YOUNGER	10.0	13.1	7.6	10.4	-	7.5	11.8	14.4	4.6	9.8	8.5	34.3	10.1	25.6	8.9	8.1
6	3.9	3.7	5.4	6.2	3.3	5.7	1.6	0.7	4.0	-	4.4	14.3	2.3	-	5.3	3.7
7	2.8	2.0	2.6	3.5	-	5.4	1.9	2.5	-	-	3.5	-	1.6	-	2.3	4.4
8	6.5	6.2	9.1	9.9	6.7	5.5	5.9	4.2	10.5	5.8	7.4	-	4.2	-	8.7	6.4
9	3.2	1.9	0.6	-	2.4	2.3	5.8	8.0	-	3.5	3.0	-	3.1	9.0	1.4	4.3
10	21.5	14.8	22.4	21.3	25.4	19.7	25.8	19.6	42.9	27.3	21.7	28.2	17.3	31.1	16.5	25.9
11-14	40.5	48.9	43.6	39.2	55.2	37.5	34.6	36.7	28.6	33.2	40.6	23.2	47.8	9.0	46.2	36.0
11	8.2	3.2	5.6	5.0	7.2	15.4	7.8	8.8	4.9	9.3	6.9	23.2	13.5	-	4.6	8.8
12	19.6	25.8	25.0	22.5	31.9	14.3	17.0	16.6	17.9	15.6	20.9	-	22.1	9.0	26.7	16.0
13	9.8	11.5	9.4	9.3	9.9	7.0	8.5	10.2	3.8	2.6	9.9	-	9.7	-	9.4	10.3
14	3.0	8.4	3.5	2.5	6.2	0.7	1.3	1.1	2.1	5.7	2.9	-	2.5	-	5.5	0.9
15/OLDER	7.1	7.2	5.3	6.1	3.0	6.5	8.8	10.4	4.3	12.6	6.3	-	7.8	25.4	7.1	5.7
DK/REFUSED	4.7	2.1	3.4	3.2	4.0	10.0	3.9	3.5	5.1	7.7	4.6	-	5.8	-	3.5	5.5
Mean	10.32	10.50	10.36	10.05	11.21	10.10	10.25	10.26	10.22	10.80	10.32	7.43	10.60	10.08	10.51	10.15



# 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	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT-ESTANT	CATH-OLIC	ATH-EIST	YES	NO	MALE	FEMALE	WHITE	NON-WHITE	Hisp-anic	Afr-ican	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN
Total	500	323	59	28	241	96	99	143	336	159	30	103	136	46	200	57	88	32	237	66
10/YOUNGER	47.7	50.5	36.7	36.4	50.1	51.4	48.9	51.0	52.2	39.5	38.7	35.3	48.4	39.1	54.8	32.3	52.3	33.0	51.4	37.8
5/YOUNGER	10.0	10.3	5.6	-	10.8	8.3	12.4	9.7	10.8	8.6	8.8	7.2	12.3	4.1	9.8	9.6	8.3	12.1	11.6	5.4
6	3.9	4.2	1.7	9.5	4.4	2.9	6.3	3.1	5.1	1.5	2.1	1.7	6.9	1.3	3.9	1.9	5.8	-	3.8	2.6
7	2.8	2.4	-	2.8	2.8	2.0	1.7	3.6	4.0	0.3	-	0.5	3.1	1.1	4.5	-	5.4	-	3.2	0.8
8	6.5	7.7	4.5	3.4	8.3	5.2	9.5	7.5	7.6	4.3	14.2	1.3	9.0	3.0	6.7	-	14.8	-	4.9	2.1
9	3.2	3.0	9.3	-	3.3	1.8	1.7	4.4	3.2	2.7	2.6	2.7	1.8	-	4.2	4.8	1.6	4.3	4.0	2.1
10	21.5	22.9	15.6	20.7	20.5	31.2	17.4	22.6	21.5	22.0	10.9	22.0	15.3	29.5	25.7	16.0	16.3	16.6	23.9	24.8
11-14	40.5	39.6	48.0	55.8	39.7	37.7	46.3	35.2	37.6	46.5	45.6	49.9	44.4	57.7	33.0	43.7	42.9	42.1	36.0	51.1
11	8.2	7.6	12.0	9.9	8.0	4.1	5.0	10.1	5.6	13.4	19.7	12.3	3.0	12.8	7.3	11.9	6.7	7.6	5.4	13.4
12	19.6	20.3	24.7	27.3	20.6	20.6	27.2	16.0	19.4	20.1	14.1	22.9	26.1	21.6	14.9	23.8	21.5	23.8	18.9	22.0
13	9.8	7.9	10.1	17.3	8.4	6.9	8.9	8.1	9.3	10.5	9.1	11.5	8.1	19.0	10.1	5.6	10.0	4.6	8.9	13.6
14	3.0	3.8	1.3	1.3	2.7	6.1	5.1	1.0	3.4	2.6	2.6	3.2	7.2	4.3	0.7	2.4	4.8	6.1	2.8	2.1
15/OLDER	7.1	5.1	11.1	4.8	4.9	7.3	2.0	6.9	4.8	11.4	13.5	11.4	4.4	3.1	5.1	18.0	2.0	18.4	6.0	9.0
DK/REFUSED	4.7	4.7	4.1	2.9	5.2	3.7	2.8	6.9	5.4	2.6	2.3	3.4	2.9	-	7.0	6.0	2.8	6.5	6.6	2.1
Mean	10.32	10.12	11.12	11.03	10.01	10.56	9.88	10.10	9.96	10.98	10.78	11.24	10.00	11.09	9.93	11.36	9.87	11.39	10.07	11.13

# 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			MEN			WOMEN			GENDER	
		UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE
		40		55	40		55	40		55		
Total	500	144	301	35	63	121	14	81	180	20	210	290
10/YOUNGER	47.7	44.8	48.2	54.6	38.1	47.2	53.9	50.0	48.8	55.1	45.3	49.5
5/YOUNGER	10.0	9.5	10.0	10.5	8.8	9.8	14.4	9.9	10.2	7.6	10.0	10.0
6	3.9	3.6	3.0	6.8	2.5	4.7	5.9	4.4	1.8	7.5	5.0	3.1
7	2.8	3.3	1.7	8.6	-	1.8	11.7	5.9	1.7	6.3	2.3	3.1
8	6.5	11.0	4.9	2.2	11.4	6.7	5.2	10.7	3.7	-	7.7	5.6
9	3.2	2.0	4.1	-	-	2.0	-	3.5	5.6	-	1.1	4.6
10	21.5	15.5	24.3	26.6	15.4	22.2	16.7	15.6	25.8	33.7	19.2	23.1
11-14	40.5	42.6	40.1	32.3	55.3	42.1	41.8	32.7	38.8	25.5	45.7	36.7
11	8.2	9.5	7.8	6.2	2.3	6.5	-	15.2	8.6	10.6	5.1	10.4
12	19.6	20.3	19.8	16.6	32.7	21.3	29.1	10.6	18.8	7.8	24.7	15.8
13	9.8	8.6	9.9	7.9	10.6	10.3	9.0	7.0	9.7	7.1	10.5	9.3
14	3.0	4.3	2.6	1.5	9.8	4.0	3.7	-	1.8	-	5.5	1.3
15/OLDER	7.1	8.5	6.0	11.9	4.5	6.9	4.3	11.7	5.3	17.3	6.2	7.8
DK/REFUSED	4.7	4.0	5.7	1.2	2.0	3.8	-	5.6	7.0	2.0	2.8	6.0
Mean	10.32	10.41	10.32	10.22	10.79	10.39	9.65	10.09	10.27	10.63	10.41	10.25

**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		APPROPRIATE TO			TALKED ABOUT		
	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	11-14 15	OVER	YES	NO/ NOT YET	
Total	500	158	64	18	76	141	60	81	89	45	44	21	56	35	299	197	239	203	36	462	38
YES	92.4	90.3	89.8	93.6	90.0	93.7	92.3	94.7	96.2	99.1	93.3	93.0	96.8	80.3	89.8	96.3	96.8	91.0	77.1	100.0	-
NO/NOT YET	7.6	9.7	10.2	6.4	10.0	6.3	7.7	5.3	3.8	0.9	6.7	7.0	3.2	19.7	10.2	3.7	3.2	9.0	22.9	-	100.0
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



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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 ABOUT ALCOHOL ABUSE LAST FEW MOS.		UNDERAGED DRINKING IN YOUR COMMUNITY					CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL			APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL			S/R/H: ADS STOP UNDERAGE DRINKING		TALKED TO CHILD ABOUT BRAIN DEVLPMNT	
		FREQU-ENTLY	SOME-TIMES	RARELY	YES	NO	PROB-LEM	Ser-iious	Minor	NOT A PROB-LEM	CONC-ERNED	Very	Smwt.	NOT AT ALL	LESS/14	15-17	OVER 18	YES	NO	YES	NO
Total	500	178	214	68	382	74	422	213	209	50	297	98	199	200	18	57	375	232	265	352	145
YES	92.4	100.0	100.0	100.0	100.0	100.0	93.4	95.2	91.6	82.9	95.2	97.4	94.1	88.7	85.4	92.3	92.6	96.5	89.1	94.8	86.6
NO/NOT YET	7.6	-	-	-	-	-	6.6	4.8	8.4	17.1	4.8	2.6	5.9	11.3	14.6	7.7	7.4	3.5	10.9	5.2	13.4
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	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					HOW OFTEN DO YOU TALK TO YOUR CHILDREN ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN						UNDERAGE DRINKING AFFECTS TEEN HEALTH		TALKING ABOUT UNDERAGE DRINKING AFFECTS ON BRAIN HEALTH/DEVELOPMENT EFF./INEFF. WAY TO INFLUENCE THEIR DECISIONS						
	17/Younger	14/Younger	15-17	18-20	21+	TALK	Always	Some-times	NOT OFTEN	Rarely	Never	YES	NO	EFFECTIVE	Very	Some-what	INEFFECTIVE	Some-what	Very	
Total	500	106	55	51	139	221	326	148	178	126	86	40	461	24	419	249	170	67	47	20
YES	92.4	93.3	94.1	92.5	91.4	93.1	100.0	100.0	100.0	100.0	100.0	100.0	92.9	82.5	92.6	93.6	91.1	91.2	91.2	91.2
NO/NOT YET	7.6	6.7	5.9	7.5	8.6	6.9	-	-	-	-	-	-	7.1	17.5	7.4	6.4	8.9	8.8	8.8	8.8
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				HEARD OF SITE		VISITED SITE		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK									
	TALKITOUTNC.O		TALKITOUTNC.O		REG		REG		REGU-	2+	Once A	NOT	REGU-	Every	Once A	RARELY	Rarely	Never
	YES	NO	YES	NO	LARLY	Times/	Week	LARLY	Week	Week	Week	Week	Couple	Week	/NEVER			
Total	500	181	310	35	453	172	100	72	65	30	35	261	115	145				
YES	92.4	93.7	91.5	100.0	91.7	96.0	95.6	96.5	86.6	87.4	85.9	91.5	88.2	94.1				
NO/NOT YET	7.6	6.3	8.5	-	8.3	4.0	4.4	3.5	13.4	12.6	14.1	8.5	11.8	5.9				
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



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

	TOTAL	IDEOLOGY						PARTY						WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	113	44	69	143	91	129	219	164	198	123	106	17	139	98	88	5	74	20
YES	92.4	93.0	89.6	95.2	93.3	90.8	92.3	91.7	92.0	91.1	95.8	95.1	100.0	91.9	89.1	96.2	100.0	90.6	92.9
NO/NOT YET	7.6	7.0	10.4	4.8	6.7	9.2	7.7	8.3	8.0	8.9	4.2	4.9	-	8.1	10.9	3.8	-	9.4	7.1
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



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

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
Total	500	78	73	54	86	125	69	305	280	181	170	135	128	103	258
YES	92.4	90.4	87.6	92.1	93.5	93.1	98.6	91.1	97.3	90.5	92.3	96.9	91.5	95.2	93.8
NO/NOT YET	7.6	9.6	12.4	7.9	6.5	6.9	1.4	8.9	2.7	9.5	7.7	3.1	8.5	4.8	6.2
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	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER
Total	500	305	74	88	99	99	280	90	100	129	305	154	190	280	180	129
YES	92.4	91.1	87.6	94.7	88.6	95.4	97.3	98.5	97.9	96.8	91.1	91.6	92.0	97.3	98.1	96.8
NO/NOT YET	7.6	8.9	12.4	5.3	11.4	4.6	2.7	1.5	2.1	3.2	8.9	8.4	8.0	2.7	1.9	3.2
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		MALE ONLY (CHILDREN)					FEMALE ONLY (CHILDREN)					BOTH (CHILDREN)						
	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	
Total	500	110	53	63	96	55	44	98	42	62	90	65	32	95	58	64	92	60	52
YES	92.4	89.1	89.1	90.1	95.7	93.9	98.3	89.2	90.2	89.6	97.0	99.7	91.9	95.6	94.8	97.0	99.1	100.0	98.4
NO/NOT YET	7.6	10.9	10.9	9.9	4.3	6.1	1.7	10.8	9.8	10.4	3.0	0.3	8.1	4.4	5.2	3.0	0.9	-	1.6
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			MEN						WOMEN						MEN			WOMEN		
	14/ YOUN-	12/ YOUN-		13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH		
Total	500	140	77	85	101	64	45	165	78	105	179	116	83	68	69	65	113	101	70		
YES	92.4	88.5	86.4	92.3	96.9	97.6	96.6	93.2	96.7	91.8	97.5	98.3	96.9	83.3	92.3	93.6	94.8	92.2	100.0		
NO/NOT YET	7.6	11.5	13.6	7.7	3.1	2.4	3.4	6.8	3.3	8.2	2.5	1.7	3.1	16.7	7.7	6.4	5.2	7.8	-		
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	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some Col-lege	COL-LEGE GRAD.	Col-lege Grad.	Post Grad. Work
Total	500	32	58	67	54	67	139	90	327	157	260	277	139	195	27	68	100	294	215	79
YES	92.4	100.0	78.2	96.7	95.2	94.3	94.5	86.0	95.0	90.6	94.6	92.4	94.5	89.7	85.7	89.0	91.2	94.9	94.3	96.7
NO/NOT YET	7.6	-	21.8	3.3	4.8	5.7	5.5	14.0	5.0	9.4	5.4	7.6	5.5	10.3	14.3	11.0	8.8	5.1	5.7	3.3
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	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COL-	COL-	Col-	Post	LESS/ COL-	COL-	Col-	Post	SINGLE	MAR-	SEPA-	DIV-	WID-	MALE	FEMALE
		COLLEG LEGE	LEGE	lege	Grad.	COLLEG LEGE	LEGE	lege	Grad.		RIED	RATED	ORCED	OWED		
	GRAD.	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.	Work								
Total	500	89	116	84	32	106	178	131	48	39	373	11	57	9	168	205
YES	92.4	84.8	93.2	92.2	96.0	93.8	96.0	95.6	97.1	90.0	94.4	100.0	85.4	100.0	91.8	96.6
NO/NOT YET	7.6	15.2	6.8	7.8	4.0	6.2	4.0	4.4	2.9	10.0	5.6	-	14.6	-	8.2	3.4
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	TOTAL	RELIGION				BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT-ESTANT	CATH-OLIC	ATH-EIST	OTHER	YES	NO	MALE	FEMALE	WHITE	NON-WHITE	Hisp-panic	Afr-ican	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN
Total	500	323	59	28	241	96	99	143	336	159	30	103	136	46	200	57	88	32	237	66	
YES	92.4	94.4	93.5	83.5	94.8	95.6	94.8	94.9	92.1	93.0	95.0	91.9	88.4	90.4	94.7	93.0	83.8	82.8	96.1	97.8	
NO/NOT YET	7.6	5.6	6.5	16.5	5.2	4.4	5.2	5.1	7.9	7.0	5.0	8.1	11.6	9.6	5.3	7.0	16.2	17.2	3.9	2.2	
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	AGE			MEN			WOMEN			GENDER	
		UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE
		40		55	40		55	40		55		
Total	500	144	301	35	63	121	14	81	180	20	210	290
YES	92.4	85.6	96.4	95.6	82.7	93.6	95.5	88.0	98.3	95.6	89.2	94.8
NO/NOT YET	7.6	14.4	3.6	4.4	17.3	6.4	4.5	12.0	1.7	4.4	10.8	5.2
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-

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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	LESS/ 10	11-14 15	OVER	YES	NO/ NOT YET
Total Answering	462	143	57	17	68	132	55	77	86	45	41	20	54	28	268	190	231	184	27	462	-
FREQUENTLY	38.6	39.6	33.5	49.3	42.4	35.5	37.1	34.3	46.1	31.8	61.7	36.4	42.2	19.3	37.5	40.4	40.4	34.6	50.7	38.6	-
SOMETIMES	46.4	49.1	53.3	36.7	48.5	45.9	39.3	50.7	43.2	49.8	36.1	50.1	47.1	40.2	47.0	44.7	51.4	43.0	37.9	46.4	-
RARELY	14.6	9.8	11.6	14.0	7.2	18.6	23.6	15.0	10.7	18.5	2.2	13.4	10.7	40.6	14.7	14.9	8.1	21.8	11.5	14.6	-
DK/REFUSED	0.5	1.5	1.5	-	1.9	-	-	-	-	-	-	-	-	-	0.8	-	0.1	0.6	-	0.5	-



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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 ABOUT ALCOHOL ABUSE LAST FEW MOS.		UNDERAGED DRINKING IN YOUR COMMUNITY					CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL			APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL			S/R/H: ADS STOP UNDERAGE DRINKING		TALKED TO CHILD ABOUT BRAIN DEVLPMNT	
		FREQUENTLY	SOMETIMES	RARELY	YES	NO	PROBLEM	Serious	Minor	NOT A PROBLEM	CONCERNED	Very	Smt.	NOT AT ALL	LESS/14	15-17	OVER 18	YES	NO	YES	NO
Total Answering	462	178	214	68	382	74	394	203	191	42	282	95	187	178	15	53	347	224	236	334	126
FREQUENTLY	38.6	100.0	-	-	44.8	9.7	38.5	46.7	29.9	43.1	40.1	54.1	33.0	36.1	8.4	14.3	42.4	41.3	36.0	42.3	27.9
SOMETIMES	46.4	-	100.0	-	46.4	41.6	48.4	47.0	49.9	30.0	46.9	34.2	53.4	46.0	87.1	60.3	43.5	46.5	46.3	44.8	51.0
RARELY	14.6	-	-	100.0	8.6	46.9	12.8	5.8	20.1	26.9	12.6	10.6	13.6	17.3	4.5	25.4	13.5	11.8	17.1	12.3	21.1
DK/REFUSED	0.5	-	-	-	0.2	1.7	0.3	0.5	-	-	0.4	1.1	-	0.6	-	-	0.6	0.4	0.5	0.6	-



# 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?

	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					HOW OFTEN DO YOU TALK TO YOUR CHILDREN ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN						UNDERAGE DRINKING AFFECTS TEEN HEALTH		TALKING ABOUT UNDERAGE DRINKING AFFECTS ON BRAIN HEALTH/DEVELOPMENT EFF./INEFF. WAY TO INFLUENCE THEIR DECISIONS						
	17/Younger	14/Younger	15-17	18-20	21+	TALK	Always	Some-times	NOT OFTEN	Rarely	Never	YES	NO	EFFECTIVE	Very	Some-what	INEFFECTIVE	Some-what	Very	
Total Answering	462	99	52	47	127	205	326	148	178	126	86	40	428	20	388	233	155	61	43	18
FREQUENTLY	38.6	46.8	55.2	37.6	33.6	35.2	44.3	56.9	34.0	22.4	19.5	28.7	39.1	44.2	40.4	49.6	26.4	24.8	22.8	29.4
SOMETIMES	46.4	41.4	35.7	47.8	47.3	49.4	44.8	33.2	54.5	52.1	52.3	51.6	46.2	40.1	44.9	39.4	53.1	56.1	57.5	52.9
RARELY	14.6	10.5	7.1	14.1	18.4	15.4	10.5	10.0	11.0	25.3	27.9	19.6	14.2	15.7	14.2	10.9	19.2	19.1	19.7	17.7
DK/REFUSED	0.5	1.3	2.0	0.6	0.7	-	0.3	-	0.6	0.2	0.3	-	0.5	-	0.6	0.1	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				HEARD OF SITE		VISITED SITE		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK									
	TALKITOUTNC.O		TALKITOUTNC.O		REG		REG		REGU-	2+	Once A	NOT	REGU-	Every	Once A	RARELY	Rarely	Never
	YES	NO	YES	NO	LARLY	Times/	Week	Week	LARLY	Week	Week	Week	LARLY	Weeks	Week	Week	Week	Week
Total Answering	462	169	284	35	415	165	95	70	56	26	30	239	102	137				
FREQUENTLY	38.6	41.9	36.3	52.5	36.9	38.2	39.9	35.9	26.1	33.6	19.5	42.1	40.7	43.2				
SOMETIMES	46.4	46.5	46.1	44.0	47.5	50.0	50.8	48.9	48.1	46.3	49.7	43.9	39.4	47.2				
RARELY	14.6	11.6	16.9	3.5	15.1	11.7	9.3	14.8	25.8	20.1	30.8	13.6	19.9	8.9				
DK/REFUSED	0.5	-	0.8	-	0.5	0.2	-	0.4	-	-	-	0.4	-	0.7				



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

	TOTAL	IDEOLOGY						PARTY						WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Swt.	MOD- ERATE	Swt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total Answering	462	105	40	65	134	82	119	201	151	180	118	101	17	128	88	85	5	67	19
FREQUENTLY	38.6	43.9	50.1	40.1	31.0	40.6	37.9	39.0	34.3	41.8	37.0	34.4	52.5	33.1	40.1	40.6	16.7	45.6	21.5
SOMETIMES	46.4	43.7	49.1	40.4	50.3	41.0	50.8	46.8	44.0	48.0	47.7	51.1	27.8	45.0	48.6	46.1	56.6	44.0	59.5
RARELY	14.6	12.4	0.8	19.5	18.7	17.3	10.2	13.1	20.9	10.2	14.4	13.5	19.7	21.2	11.3	13.3	26.6	10.4	13.7
DK/REFUSED	0.5	-	-	-	-	1.1	1.1	1.1	0.8	-	0.9	1.0	-	0.7	-	-	-	-	5.4

# 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	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
Total Answering	462	71	64	50	80	117	68	277	272	164	157	131	117	98	242
FREQUENTLY	38.6	30.6	42.8	32.3	37.7	41.3	40.5	34.8	42.9	36.8	31.7	47.4	41.0	31.8	39.4
SOMETIMES	46.4	46.5	42.3	45.8	41.8	51.1	49.1	47.4	46.3	48.0	51.5	38.5	49.4	46.5	45.3
RARELY	14.6	22.5	15.0	21.9	19.4	7.6	8.9	17.3	10.8	14.7	16.6	13.3	9.6	21.5	14.5
DK/REFUSED	0.5	0.4	-	-	1.1	-	1.5	0.4	-	0.5	0.2	0.8	-	0.3	0.8



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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 OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER
Total Answering	462	277	65	83	88	94	272	89	98	125	277	141	175	272	177	125
FREQUENTLY	38.6	34.8	38.8	35.1	29.4	41.8	42.9	33.4	43.0	53.4	34.8	36.4	35.1	42.9	37.7	53.4
SOMETIMES	46.4	47.4	41.0	42.8	51.3	49.3	46.3	52.6	47.6	39.1	47.4	43.0	50.4	46.3	50.5	39.1
RARELY	14.6	17.3	20.3	21.1	19.3	8.6	10.8	13.9	9.4	7.5	17.3	20.0	14.4	10.8	11.8	7.5
DK/REFUSED	0.5	0.4	-	1.0	-	0.3	-	-	-	-	0.4	0.6	0.2	-	-	-

# 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		MALE ONLY (CHILDREN)					FEMALE ONLY (CHILDREN)					BOTH (CHILDREN)						
	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	
Total Answering	462	98	47	57	91	51	43	87	38	56	88	65	29	91	55	62	91	60	51
FREQUENTLY	38.6	32.5	34.4	33.4	44.4	36.8	54.3	29.4	28.0	31.7	33.1	27.5	46.2	41.6	42.4	39.6	51.5	49.5	58.5
SOMETIMES	46.4	50.2	42.0	56.4	43.2	48.5	35.1	50.1	49.5	48.4	55.3	63.8	38.4	42.5	40.3	46.7	39.8	37.8	40.9
RARELY	14.6	16.4	21.8	10.2	12.5	14.7	10.7	20.2	22.5	19.4	11.6	8.7	15.4	15.8	17.3	13.7	8.7	12.6	0.6
DK/REFUSED	0.5	0.9	1.8	-	-	-	-	0.3	-	0.5	-	-	-	-	-	-	-	-	-

# 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		MEN						WOMEN						MEN			WOMEN		
			14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total Answering	462	123	66	78	98	63	44	154	75	97	174	114	81	57	64	61	107	93	70	
FREQUENTLY	38.6	30.1	31.5	32.5	39.3	33.8	48.0	38.7	40.6	37.2	44.9	39.9	56.3	38.3	18.9	46.2	36.1	40.4	48.5	
SOMETIMES	46.4	49.2	49.5	45.2	46.8	53.4	37.4	46.0	37.3	54.6	46.1	48.9	40.0	39.6	60.2	35.1	52.4	45.6	41.5	
RARELY	14.6	20.5	19.0	22.0	14.0	12.8	14.5	14.8	20.9	8.2	9.1	11.2	3.7	22.1	20.5	18.7	10.7	14.0	8.5	
DK/REFUSED	0.5	0.2	-	0.3	-	-	-	0.6	1.2	-	-	-	-	-	0.4	-	0.8	-	1.5	

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

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some Col-lege	COL-LEGE GRAD.	Col-lege Grad.	Post Grad. Work
Total Answering	462	32	45	65	51	63	132	77	311	142	246	256	132	175	23	61	91	279	203	77
FREQUENTLY	38.6	49.9	35.8	45.9	44.9	37.4	29.8	41.7	37.2	43.6	34.9	42.3	29.8	41.1	62.9	45.0	32.9	35.6	37.5	30.4
SOMETIMES	46.4	36.0	54.4	39.3	35.2	46.1	55.7	46.7	46.9	43.4	49.0	42.4	55.7	41.8	32.7	38.8	46.1	50.2	50.3	49.8
RARELY	14.6	10.9	9.8	14.7	18.3	16.5	14.3	10.3	15.5	12.3	15.7	14.5	14.3	16.1	-	16.2	20.1	14.2	12.0	19.8
DK/REFUSED	0.5	3.2	-	-	1.7	-	0.2	1.3	0.4	0.7	0.5	0.7	0.2	1.1	4.4	-	1.0	0.1	0.1	-



# 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	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COL-	COL-	Col-	Post	LESS/ COL-	COL-	Col-	Post	SINGLE	MAR-	SEPA-	DIV-	WID-	MALE	FEMALE
		COLLEG LEGE	LEGE	lege	Grad.	COLLEG LEGE	LEGE	lege	Grad.		RIED	RATED	ORCED	OWED		
	GRAD.	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.	Work								
Total Answering	462	75	108	78	30	99	171	125	46	35	352	11	48	9	154	198
FREQUENTLY	38.6	34.3	33.7	33.0	35.5	46.2	36.8	40.4	27.0	37.8	38.0	46.7	32.9	60.3	34.4	40.8
SOMETIMES	46.4	45.5	45.9	51.4	31.7	39.0	52.9	49.6	61.7	55.0	45.2	33.0	57.5	25.6	43.3	46.7
RARELY	14.6	20.2	20.2	15.2	32.8	12.9	10.4	10.0	11.3	7.3	16.7	20.3	5.6	14.1	22.1	12.5
DK/REFUSED	0.5	-	0.2	0.3	-	1.9	-	-	-	-	0.1	-	3.9	-	0.2	-

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

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT-ESTANT	CATHOLIC	ATH-EIST	YES	NO	MALE	FEMALE	WHITE	NON-WHITE	Hisp-panic	Afr-ican	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN
Total Answering	462	304	55	23	229	92	94	135	310	148	28	95	120	41	189	53	74	26	227	64
FREQUENTLY	38.6	38.7	44.5	46.3	41.2	33.8	41.1	41.3	37.5	41.0	44.6	40.5	32.3	40.2	40.8	40.8	33.2	29.6	37.8	42.9
SOMETIMES	46.4	45.3	44.0	41.9	45.1	47.5	40.9	48.0	46.6	46.5	44.4	46.6	48.5	39.6	45.3	51.9	47.1	65.1	47.2	40.3
RARELY	14.6	15.7	11.5	11.8	13.3	18.7	18.0	10.0	15.7	11.8	11.0	11.8	19.2	20.2	13.4	5.4	19.7	5.3	14.6	15.2
DK/REFUSED	0.5	0.3	-	-	0.4	-	-	0.8	0.3	0.7	-	1.1	-	-	0.5	1.9	-	-	0.4	1.6



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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			MEN			WOMEN			GENDER	
	UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE			
	40		55	40		55	40		55					
Total Answering	462	123	290	33	52	114	14	71	177	19	187	275		
FREQUENTLY	38.6	32.4	38.2	50.6	25.6	35.7	51.2	37.4	39.9	50.2	35.4	40.8		
SOMETIMES	46.4	50.4	46.7	38.1	50.3	44.2	36.5	50.5	48.3	39.2	44.8	47.4		
RARELY	14.6	17.2	14.4	11.3	24.1	20.1	12.3	12.1	10.8	10.6	19.7	11.1		
DK/REFUSED	0.5	-	0.7	-	-	-	-	-	1.1	-	0.1	0.7		

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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		APPROPRIATE TO			TALKED ABOUT	
		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	11-14	OVER 15	YES	NO/ NOT YET	
Total Answering	462	143	57	17	68	132	55	77	86	45	41	20	54	28	268	190	231	184	27	462	-	
YES	82.6	79.7	79.1	76.4	81.0	87.4	82.4	91.0	90.5	88.1	93.1	82.4	84.0	48.4	80.3	85.4	87.6	77.0	85.8	82.6	-	
NO	16.1	17.8	16.7	23.6	17.2	10.8	15.8	7.1	9.5	11.9	6.9	17.6	16.0	51.6	18.8	12.7	10.7	21.8	14.2	16.1	-	
DK/REFUSED	1.3	2.5	4.2	-	1.7	1.8	1.8	1.9	-	-	-	-	-	-	0.9	1.9	1.7	1.2	-	1.3	-	



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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 ABOUT ALCOHOL ABUSE LAST FEW MOS.		UNDERAGED DRINKING IN YOUR COMMUNITY				CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL			APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL			S/R/H: ADS STOP UNDERAGE DRINKING		TALKED TO CHILD ABOUT BRAIN DEVLPMNT		
		FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	LESS/ 14	15-17 18	OVER	YES	NO	YES	NO
Total Answering	462	178	214	68	382	74	394	203	191	42	282	95	187	178	15	53	347	224	236	334	126
YES	82.6	95.9	82.7	48.3	100.0	-	84.9	87.8	81.8	65.2	85.5	85.9	85.3	78.6	90.7	66.8	84.2	91.3	74.2	86.8	71.1
NO	16.1	4.1	14.4	51.7	-	100.0	13.8	10.7	17.1	34.8	14.2	14.1	14.2	18.5	-	33.2	14.4	7.7	24.2	12.5	26.0
DK/REFUSED	1.3	-	2.8	-	-	-	1.3	1.5	1.1	-	0.3	-	0.5	2.9	9.3	-	1.3	1.0	1.6	0.7	2.9



# 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?

	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					HOW OFTEN DO YOU TALK TO YOUR CHILDREN ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN						UNDERAGE DRINKING AFFECTS TEEN HEALTH		TALKING ABOUT UNDERAGE DRINKING AFFECTS ON BRAIN HEALTH/DEVELOPMENT EFF./INEFF. WAY TO INFLUENCE THEIR DECISIONS						
	17/Younger	14/Younger	15-17	18-20	21+	TALK	Always	Some-times	NOT OFTEN	Rarely	Never	YES	NO	EFFECTIVE	Very	Some-what	INEFFECTIVE	Some-what	Very	
Total Answering	462	99	52	47	127	205	326	148	178	126	86	40	428	20	388	233	155	61	43	18
YES	82.6	81.6	91.4	70.9	75.8	86.2	85.7	93.5	79.2	75.0	72.2	81.3	82.1	91.4	82.3	85.6	77.4	80.9	80.3	82.3
NO	16.1	15.9	8.6	24.0	23.1	12.8	13.2	5.8	19.3	23.8	26.2	18.7	16.5	8.6	16.1	13.3	20.5	19.1	19.7	17.7
DK/REFUSED	1.3	2.5	-	5.1	1.1	1.1	1.1	0.7	1.5	1.1	1.7	-	1.4	-	1.6	1.2	2.1	-	-	-



**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				HEARD OF SITE		VISITED SITE		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK									
	TALKITOUTNC.O		TALKITOUTNC.O		REG		REG		REGU-	2+	Once A	NOT	REGU-	Every	Once A	RARELY	Rarely	Never
	YES	NO	YES	NO	LARLY	Times/	Week	Week	LARLY	Week	Week	Week	Couple	Week	/NEVER			
Total Answering	462	169	284	35	415	165	95	70	56	26	30	239	102	137				
YES	82.6	88.5	78.9	80.3	82.7	86.9	90.3	82.2	73.2	64.8	80.6	82.3	77.4	85.9				
NO	16.1	9.4	20.2	17.2	16.1	13.1	9.7	17.8	23.4	31.4	16.4	16.0	18.5	14.1				
DK/REFUSED	1.3	2.1	0.9	2.6	1.2	-	-	-	3.4	3.8	3.0	1.7	4.1	-				



# 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	IDEOLOGY						PARTY						WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total Answering	462	105	40	65	134	82	119	201	151	180	118	101	17	128	88	85	5	67	19
YES	82.6	84.0	88.3	81.4	79.3	82.9	83.5	83.3	82.5	81.8	82.3	79.3	100.0	85.2	87.1	86.1	53.4	76.1	64.5
NO	16.1	14.9	11.7	16.8	18.1	15.4	16.5	16.0	16.5	17.1	15.5	18.2	-	13.7	11.9	12.7	46.6	23.9	35.5
DK/REFUSED	1.3	1.1	-	1.8	2.6	1.7	-	0.7	0.9	1.2	2.2	2.5	-	1.1	1.0	1.2	-	-	-

# 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	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
Total Answering	462	71	64	50	80	117	68	277	272	164	157	131	117	98	242
YES	82.6	88.0	80.8	81.3	77.7	82.3	83.1	79.1	86.4	85.5	78.6	82.4	85.6	75.7	83.6
NO	16.1	9.9	15.9	16.7	22.3	17.7	14.7	19.6	12.7	14.0	20.4	14.8	13.6	21.3	15.5
DK/REFUSED	1.3	2.0	3.3	2.0	-	-	2.3	1.3	0.9	0.5	1.0	2.8	0.8	3.0	0.9

# 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 OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER
Total Answering	462	277	65	83	88	94	272	89	98	125	277	141	175	272	177	125
YES	82.6	79.1	85.7	77.8	78.6	77.0	86.4	86.5	86.6	88.4	79.1	80.5	78.0	86.4	86.2	88.4
NO	16.1	19.6	10.2	22.2	20.4	20.2	12.7	11.8	12.3	10.8	19.6	17.7	20.0	12.7	12.3	10.8
DK/REFUSED	1.3	1.3	4.0	-	1.0	2.8	0.9	1.7	1.0	0.8	1.3	1.9	2.0	0.9	1.4	0.8

**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 (CHILDREN)						FEMALE ONLY (CHILDREN)						BOTH (CHILDREN)				
	14/ YOUN- GER	12/ YOUN- GER		13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER		13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER		13-14	15/ OLDER	15-16
Total Answering	462	98	47	57	91	51	43	87	38	56	88	65	29	91	55	62	91	60	51	
YES	82.6	82.6	83.9	81.0	89.9	88.9	90.1	74.8	73.9	75.3	84.2	87.0	81.5	79.2	81.6	77.7	84.7	83.2	90.4	
NO	16.1	16.5	16.1	17.4	10.1	11.1	9.9	25.2	26.1	24.7	14.1	10.7	18.5	18.0	13.6	18.1	14.2	15.2	7.6	
DK/REFUSED	1.3	0.9	-	1.6	-	-	-	-	-	-	1.7	2.3	-	2.9	4.8	4.2	1.1	1.7	2.0	



# 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	MEN						WOMEN						MEN			WOMEN		
		14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total Answering	462	123	66	78	98	63	44	154	75	97	174	114	81	57	64	61	107	93	70
YES	82.6	81.2	86.7	76.6	88.1	89.8	84.1	77.4	74.9	79.2	85.4	84.3	90.7	80.3	86.3	82.9	88.2	73.4	82.0
NO	16.1	16.0	9.3	19.0	10.8	8.6	13.6	22.6	25.1	20.8	13.7	14.4	9.3	18.1	13.7	11.2	11.8	24.9	18.0
DK/REFUSED	1.3	2.8	3.9	4.5	1.0	1.6	2.3	-	-	-	0.9	1.3	-	1.6	-	5.9	-	1.6	-

**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	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col-lege	COL-LEGE GRAD.	Col-lege Grad.	Post Grad. Work
Total Answering	462	32	45	65	51	63	132	77	311	142	246	256	132	175	23	61	91	279	203	77
YES	82.6	75.2	81.0	79.3	82.4	83.8	86.7	78.6	83.9	78.9	85.1	80.8	86.7	82.2	91.8	77.0	83.3	82.3	83.3	79.6
NO	16.1	24.8	19.0	18.4	17.6	16.2	10.9	21.4	14.7	20.0	13.7	18.6	10.9	17.8	8.2	23.0	16.7	15.5	13.7	20.4
DK/REFUSED	1.3	-	-	2.4	-	-	2.3	-	1.5	1.1	1.3	0.6	2.3	-	-	-	-	2.2	3.0	-



# 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	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COL-	COL-	Col-	Post	LESS/ COL-	COL-	Col-	Post	SINGLE	MAR-	SEPA-	DIV-	WID-	MALE	FEMALE
		COLLEG LEGE	LEGE	lege	Grad.	COLLEG LEGE	LEGE	lege	Grad.		RIED	RATED	ORCED	OWED		
	GRAD.	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.	Work								
Total Answering	462	75	108	78	30	99	171	125	46	35	352	11	48	9	154	198
YES	82.6	83.1	83.8	82.0	88.3	81.6	81.4	84.2	73.8	83.6	83.1	64.3	79.8	83.0	86.1	80.8
NO	16.1	16.9	12.1	12.2	11.7	18.4	17.7	14.6	26.2	16.4	15.9	35.7	17.7	-	11.7	19.2
DK/REFUSED	1.3	-	4.2	5.8	-	-	0.9	1.2	-	-	0.9	-	2.5	17.0	2.2	-



# 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	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican	WHITE	AFR- ICAN	WHITE	AFR- ICAN	WHITE	AFR- ICAN	WHITE	AFR- ICAN
Total Answering	462	304	55	23	229	92	94	135	310	148	28	95	120	41	189	53	74	26	227	64
YES	82.6	83.1	88.8	84.7	85.5	80.5	90.5	82.1	86.4	75.3	76.3	73.2	86.1	78.2	86.6	69.3	75.5	68.4	89.9	73.4
NO	16.1	15.6	11.2	10.2	13.2	17.5	7.9	16.8	12.5	22.8	23.7	26.8	11.2	21.8	13.4	30.7	22.6	31.6	9.3	26.6
DK/REFUSED	1.3	1.3	-	5.1	1.3	2.1	1.5	1.1	1.1	1.8	-	-	2.8	-	-	-	1.9	-	0.8	-



**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			MEN			WOMEN			GENDER	
		UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE
		40		55	40		55	40		55		
Total Answering	462	123	290	33	52	114	14	71	177	19	187	275
YES	82.6	72.9	85.8	86.0	79.8	85.2	79.6	67.8	86.1	90.6	83.8	81.8
NO	16.1	24.7	13.4	11.3	17.5	12.8	13.9	30.1	13.9	9.4	13.8	17.7
DK/REFUSED	1.3	2.4	0.8	2.7	2.8	1.9	6.5	2.2	-	-	2.4	0.6



**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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7. 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	LESS/ 10	11-14	OVER 15	YES	NO/ NOT YET
Total	500	158	64	18	76	141	60	81	89	45	44	21	56	35	299	197	239	203	36	462	38
PROBLEM	84.4	84.3	87.4	74.7	83.9	81.8	74.3	87.4	91.3	95.6	86.8	96.2	85.3	69.9	84.8	83.6	88.7	81.6	85.3	85.3	73.6
Serious	42.6	43.3	42.9	40.1	44.4	44.9	43.7	45.8	45.2	39.8	50.7	45.3	41.2	24.8	42.3	42.0	51.6	29.4	57.9	43.9	27.2
Minor	41.8	41.0	44.5	34.6	39.6	36.9	30.6	41.6	46.0	55.8	36.0	50.8	44.1	45.1	42.5	41.6	37.1	52.2	27.4	41.4	46.4
NOT A PROBLEM AT ALL	10.0	7.4	6.4	17.1	6.0	13.9	20.1	9.3	3.6	4.1	3.1	3.8	7.5	30.1	8.3	12.8	7.5	12.9	11.6	9.0	22.7
DK/REFUSED	5.5	8.3	6.2	8.2	10.1	4.2	5.6	3.2	5.1	0.2	10.1	-	7.2	-	6.9	3.6	3.8	5.6	3.1	5.7	3.6



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 7. 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 ABUSE WITH YOUR CHILDREN			TALKED ABOUT ALCOHOL ABUSE LAST FEW MOS.		UNDERAGED DRINKING IN YOUR COMMUNITY				CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL			APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL			S/R/H: ADS STOP UNDERAGE DRINKING		TALKED TO CHILD ABOUT BRAIN DEVLPMNT		
		FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	LESS/ 14	15-17 18	OVER	YES	NO	YES	NO
Total	500	178	214	68	382	74	422	213	209	50	297	98	199	200	18	57	375	232	265	352	145
PROBLEM	84.4	85.3	89.2	74.5	87.7	73.3	100.0	100.0	100.0	-	89.7	92.2	88.5	77.2	95.8	79.8	85.0	84.8	84.2	87.0	78.3
Serious	42.6	53.1	44.5	17.4	46.7	29.3	50.5	100.0	-	-	50.9	61.0	46.0	31.0	43.6	26.4	44.2	46.7	39.6	45.1	36.6
Minor	41.8	32.1	44.6	57.1	41.0	44.0	49.5	-	100.0	-	38.8	31.2	42.5	46.2	52.2	53.4	40.7	38.1	44.6	41.9	41.7
NOT A PROBLEM AT ALL	10.0	10.0	5.8	16.5	7.1	19.5	-	-	-	100.0	3.7	1.6	4.8	18.6	4.2	18.1	9.0	9.5	10.3	8.3	14.0
DK/REFUSED	5.5	4.7	5.0	9.0	5.2	7.3	-	-	-	-	6.6	6.2	6.7	4.1	-	2.1	6.0	5.7	5.5	4.7	7.7



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					HOW OFTEN DO YOU TALK TO YOUR CHILDREN ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN						UNDERAGE DRINKING AFFECTS TEEN HEALTH		TALKING ABOUT UNDERAGE DRINKING AFFECTS ON BRAIN HEALTH/DEVELOPMENT EFF./INEFF. WAY TO INFLUENCE THEIR DECISIONS						
	17/Younger	14/Younger	15-17	18-20	21+	TALK	Always	Some-times	NOT OFTEN	Rarely	Never	YES	NO	EFFECTIVE	Very	Some-what	INEFFECTIVE	Some-what	Very	
Total	500	106	55	51	139	221	326	148	178	126	86	40	461	24	419	249	170	67	47	20
PROBLEM	84.4	80.8	80.6	80.9	80.0	87.7	87.6	88.2	87.1	82.3	87.2	71.7	84.4	88.7	84.7	84.2	85.3	83.1	83.6	82.0
Serious	42.6	43.7	47.7	39.3	36.8	45.9	47.3	48.0	46.7	36.2	36.2	36.0	42.5	43.6	41.6	43.1	39.4	44.7	45.0	44.0
Minor	41.8	37.1	32.9	41.6	43.2	41.8	40.3	40.2	40.4	46.2	51.0	35.7	41.9	45.1	43.0	41.1	45.9	38.4	38.6	38.0
NOT A PROBLEM AT ALL	10.0	15.0	18.3	11.4	13.7	6.4	8.3	8.7	8.0	10.6	7.3	17.7	10.1	11.3	10.6	11.9	8.6	8.5	12.1	-
DK/REFUSED	5.5	4.2	1.1	7.7	6.3	5.9	4.1	3.1	4.9	7.1	5.5	10.5	5.5	-	4.7	3.8	6.1	8.4	4.3	18.0



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

	TOTAL				HEARD OF SITE				VISITED SITE				HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK						
	TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		
	RG		RG		RG		RG		REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY /NEVER	Rarely	Never		
Total	500	181	310	35	453	172	100	72	65	30	35	261	115	145					
PROBLEM	84.4	83.7	84.7	72.7	85.4	88.1	90.2	85.2	76.1	70.1	81.3	84.3	87.3	82.0					
Serious	42.6	41.6	43.1	36.7	43.0	42.7	46.8	36.9	24.1	23.4	24.6	47.6	47.5	47.8					
Minor	41.8	42.0	41.6	35.9	42.4	45.4	43.4	48.3	52.1	46.7	56.6	36.7	39.8	34.2					
NOT A PROBLEM AT ALL	10.0	12.1	8.8	23.8	8.7	8.3	5.6	12.1	15.7	23.8	8.7	9.8	9.6	9.9					
DK/REFUSED	5.5	4.3	6.5	3.6	5.8	3.6	4.2	2.7	8.2	6.1	10.0	5.9	3.1	8.1					



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

	TOTAL	IDEOLOGY						PARTY					WHITE			AFRICAN AMERICAN			
		LIB- ERAL	Very	Swt.	MOD- ERATE	Swt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	113	44	69	143	91	129	219	164	198	123	106	17	139	98	88	5	74	20
PROBLEM	84.4	85.7	96.1	78.9	89.9	74.1	84.5	80.2	85.8	82.5	85.7	85.8	84.9	87.3	82.2	90.9	100.0	78.3	70.9
Serious	42.6	41.3	61.9	27.9	37.4	34.6	55.3	46.7	50.1	41.4	33.2	32.7	36.9	51.9	44.3	34.1	46.6	39.8	21.0
Minor	41.8	44.4	34.3	51.0	52.5	39.5	29.2	33.5	35.6	41.1	52.4	53.1	47.9	35.4	37.9	56.8	53.4	38.5	49.9
NOT A PROBLEM AT ALL	10.0	11.7	3.9	16.8	4.4	17.0	9.3	12.5	7.4	13.1	8.5	9.0	5.3	5.9	12.9	5.2	-	18.0	19.8
DK/REFUSED	5.5	2.6	-	4.3	5.7	8.9	6.2	7.3	6.8	4.4	5.8	5.2	9.8	6.8	4.9	3.8	-	3.7	9.3



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

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
Total	500	78	73	54	86	125	69	305	280	181	170	135	128	103	258
PROBLEM	84.4	88.9	77.2	85.8	83.0	85.5	85.5	82.5	87.2	85.0	86.1	82.0	87.8	90.3	80.3
Serious	42.6	52.2	38.1	32.8	48.3	43.3	33.6	41.5	46.7	43.2	42.6	43.1	47.2	45.0	40.9
Minor	41.8	36.6	39.1	53.0	34.7	42.2	52.0	41.0	40.5	41.8	43.5	38.9	40.6	45.3	39.5
NOT A PROBLEM AT ALL	10.0	5.8	16.1	9.2	9.0	11.4	7.9	10.9	9.2	7.5	10.8	12.3	6.7	8.1	12.3
DK/REFUSED	5.5	5.4	6.7	4.9	8.0	3.1	6.6	6.5	3.6	7.5	3.0	5.7	5.5	1.6	7.3

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

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER
Total	500	305	74	88	99	99	280	90	100	129	305	154	190	280	180	129
PROBLEM	84.4	82.5	83.7	82.6	80.0	82.6	87.2	84.9	86.1	87.8	82.5	83.2	81.7	87.2	86.2	87.8
Serious	42.6	41.5	39.7	42.5	36.2	40.5	46.7	49.3	35.9	53.2	41.5	41.6	38.9	46.7	41.7	53.2
Minor	41.8	41.0	44.1	40.1	43.7	42.1	40.5	35.6	50.2	34.6	41.0	41.6	42.7	40.5	44.4	34.6
NOT A PROBLEM AT ALL	10.0	10.9	9.0	7.2	14.1	13.2	9.2	7.8	10.6	10.1	10.9	8.4	13.1	9.2	9.8	10.1
DK/REFUSED	5.5	6.5	7.2	10.2	5.9	4.2	3.6	7.3	3.3	2.1	6.5	8.4	5.3	3.6	4.1	2.1



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7. 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)					
			14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER
Total	500	110	53	63	96	55	44	98	42	62	90	65	32	95	58	64	92	60	52	
PROBLEM	84.4	84.0	86.9	83.2	84.5	80.0	91.1	82.1	80.4	84.3	90.3	94.0	84.7	81.3	82.0	77.5	86.8	83.4	86.4	
Serious	42.6	42.4	43.5	39.7	46.2	34.4	60.8	41.2	43.3	37.5	46.2	51.3	39.6	40.6	37.9	39.8	46.6	38.1	53.5	
Minor	41.8	41.6	43.3	43.5	38.2	45.7	30.3	40.9	37.1	46.8	44.1	42.7	45.1	40.8	44.1	37.7	40.2	45.2	32.9	
NOT A PROBLEM AT ALL	10.0	7.9	7.6	7.4	9.3	12.7	4.4	13.5	11.6	14.1	8.1	5.0	12.7	12.0	7.0	17.7	10.3	12.3	13.6	
DK/REFUSED	5.5	8.1	5.5	9.5	6.2	7.3	4.4	4.4	8.0	1.5	1.7	1.0	2.6	6.7	10.9	4.8	2.9	4.4	-	

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

	TOTAL			MEN						WOMEN						MEN			WOMEN		
				14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	140	77	85	101	64	45	165	78	105	179	116	83	68	69	65	113	101	70		
PROBLEM	84.4	83.0	84.7	80.2	84.6	85.0	82.6	82.1	81.6	82.9	88.7	86.8	90.6	80.4	90.2	81.4	87.8	83.4	82.5		
Serious	42.6	43.3	46.4	40.3	45.1	35.3	57.4	40.0	36.8	37.8	47.6	45.3	50.9	39.2	41.5	45.3	45.5	43.4	41.0		
Minor	41.8	39.7	38.3	39.8	39.5	49.7	25.2	42.1	44.8	45.1	41.1	41.5	39.7	41.1	48.7	36.1	42.3	40.0	41.5		
NOT A PROBLEM AT ALL	10.0	10.7	8.1	14.0	11.5	10.2	15.5	11.1	8.7	12.3	7.9	9.5	7.1	10.2	6.7	14.3	5.9	13.7	10.5		
DK/REFUSED	5.5	6.3	7.1	5.8	3.9	4.8	1.9	6.8	9.7	4.8	3.4	3.6	2.3	9.5	3.1	4.4	6.3	2.9	7.0		

**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some Col-lege	COL-lege GRAD.	Col-lege Grad.	Post Grad. Work
Total	500	32	58	67	54	67	139	90	327	157	260	277	139	195	27	68	100	294	215	79
PROBLEM	84.4	89.4	70.0	85.3	86.9	84.1	88.0	76.9	86.5	80.5	86.8	82.6	88.0	80.3	82.7	75.7	82.7	87.5	88.3	85.3
Serious	42.6	45.9	48.0	46.9	53.1	39.5	37.2	47.3	42.3	47.1	41.1	46.4	37.2	42.2	66.6	37.7	38.7	44.2	47.1	36.3
Minor	41.8	43.5	21.9	38.4	33.8	44.6	50.7	29.7	44.2	33.4	45.6	36.2	50.7	38.0	16.1	38.0	44.0	43.3	41.2	49.0
NOT A PROBLEM AT ALL	10.0	-	22.8	7.8	9.7	10.6	6.7	14.7	8.2	11.7	8.3	11.1	6.7	13.1	12.4	18.8	9.4	7.4	7.5	7.2
DK/REFUSED	5.5	10.6	7.2	6.9	3.4	5.3	5.3	8.4	5.3	7.8	4.9	6.3	5.3	6.6	4.9	5.5	7.8	5.1	4.2	7.5



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

	TOTAL	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COL- COLLEG LEGE GRAD.  GRAD.	Col- lege Grad.	Post Grad. Work	LESS/ COL- COLLEG LEGE GRAD.  GRAD.	Col- lege Grad.	Post Grad. Work	SINGLE	MAR- RIED	SEPA- RATED	DIV- ORCED	WID- OWED	MALE	FEMALE		
Total	500	89	116	84	32	106	178	131	48	39	373	11	57	9	168	205
PROBLEM	84.4	84.1	83.8	84.2	82.7	77.0	89.9	91.0	87.0	89.0	83.7	100.0	84.7	54.7	83.6	83.7
Serious	42.6	45.2	40.9	40.8	40.9	39.7	46.4	51.2	33.2	46.6	44.1	16.7	41.9	31.6	42.9	45.1
Minor	41.8	38.9	42.9	43.3	41.8	37.3	43.5	39.8	53.8	42.3	39.6	83.3	42.9	23.1	40.7	38.6
NOT A PROBLEM AT ALL	10.0	11.6	9.7	9.7	9.6	14.4	6.0	6.1	5.6	11.0	10.4	-	8.0	27.9	10.0	10.7
DK/REFUSED	5.5	4.3	6.6	6.2	7.6	8.5	4.1	2.9	7.4	-	5.9	-	7.3	17.5	6.3	5.5

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

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican	WHITE	AFR- ICAN	WHITE	AFR- ICAN	WHITE	AFR- ICAN	WHITE	AFR- ICAN
Total	500	323	59	28	241	96	99	143	336	159	30	103	136	46	200	57	88	32	237	66
PROBLEM	84.4	84.8	76.1	85.9	84.2	87.2	85.0	83.7	86.4	79.8	86.1	78.5	86.3	79.3	86.5	77.8	81.6	82.7	89.4	77.1
Serious	42.6	44.5	37.2	24.7	46.3	44.9	46.3	46.4	44.8	38.3	34.3	38.4	42.0	40.9	46.7	36.4	36.9	59.7	49.0	31.3
Minor	41.8	40.3	38.8	61.2	37.9	42.2	38.8	37.3	41.6	41.5	51.8	40.1	44.3	38.4	39.8	41.5	44.7	22.9	40.3	45.7
NOT A PROBLEM AT ALL	10.0	9.8	13.0	5.4	9.6	8.7	9.2	9.9	8.0	14.7	8.8	17.1	7.7	17.8	8.2	16.5	10.6	17.3	6.1	16.0
DK/REFUSED	5.5	5.4	10.9	8.7	6.1	4.1	5.7	6.4	5.6	5.5	5.1	4.4	6.0	2.9	5.4	5.7	7.8	-	4.5	7.0



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

	TOTAL	AGE			MEN			WOMEN			GENDER	
		UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE
		40		55	40		55	40		55		
Total	500	144	301	35	63	121	14	81	180	20	210	290
PROBLEM	84.4	83.1	85.1	92.9	90.8	80.7	89.7	77.1	88.0	95.1	84.0	84.8
Serious	42.6	40.7	43.4	58.3	43.7	41.7	56.8	38.4	44.5	59.3	42.0	43.1
Minor	41.8	42.4	41.7	34.6	47.2	39.0	32.9	38.7	43.5	35.8	41.9	41.7
NOT A PROBLEM AT ALL	10.0	12.1	8.6	6.4	9.2	11.5	8.7	14.5	6.7	4.9	10.6	9.6
DK/REFUSED	5.5	4.8	6.3	0.7	-	7.8	1.6	8.5	5.3	-	5.4	5.6

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8. 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	LESS/ 10	11-14	OVER 15	YES	NO/ NOT YET
Total	500	158	64	18	76	141	60	81	89	45	44	21	56	35	299	197	239	203	36	462	38
CONCERNED	59.3	52.1	51.3	43.9	54.8	63.1	69.9	58.2	67.0	58.0	76.1	67.0	60.5	50.7	58.9	59.7	59.6	63.0	41.0	61.1	37.9
Very	19.6	17.7	12.8	18.9	21.6	18.0	20.1	16.4	21.0	23.8	18.0	22.9	29.1	13.3	22.3	15.8	18.1	19.7	27.8	20.6	6.7
Somewhat	39.8	34.4	38.5	25.0	33.2	45.2	49.7	41.8	46.0	34.2	58.1	44.1	31.4	37.4	36.6	43.9	41.5	43.2	13.2	40.5	31.3
NOT CONCERNED AT ALL	40.1	47.1	46.7	56.1	45.2	36.2	28.6	41.8	33.0	42.0	23.9	33.0	39.5	47.1	40.1	40.3	40.0	36.6	59.0	38.4	60.0
DK/REFUSED	0.6	0.8	2.0	-	-	0.7	1.5	-	-	-	-	-	-	2.3	1.0	-	0.4	0.4	-	0.5	2.1



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

	TOTAL	TALK ABOUT ALCOHOL ABUSE WITH YOUR CHILDREN				TALKED ABOUT ALCOHOL ABUSE LAST FEW MOS.		UNDERAGED DRINKING IN YOUR COMMUNITY				CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL			APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL			S/R/H: ADS STOP UNDERAGE DRINKING		TALKED TO CHILD ABOUT BRAIN DEVLPMNT	
		FREQU-ENTLY	SOME-TIMES	RARELY	YES	NO	PROB-LEM	Ser-iours	Minor	NOT A PROB-LEM	CONC-ERNED	Very	Smwt.	NOT AT ALL	LESS/14	15-17	OVER 18	YES	NO	YES	NO
Total	500	178	214	68	382	74	422	213	209	50	297	98	199	200	18	57	375	232	265	352	145
CONCERNED	59.3	63.5	61.8	52.6	63.2	54.0	63.0	70.8	55.1	22.0	100.0	100.0	100.0	-	43.2	53.9	61.1	59.7	59.4	57.7	63.9
Very	19.6	28.9	15.2	15.0	21.4	18.1	21.4	28.0	14.6	3.0	33.0	100.0	-	-	17.9	5.8	21.0	22.5	17.2	20.3	18.2
Somewhat	39.8	34.6	46.6	37.6	41.8	35.8	41.7	42.9	40.5	19.0	67.0	-	100.0	-	25.2	48.1	40.0	37.2	42.2	37.4	45.7
NOT CONCERNED AT ALL	40.1	35.9	38.2	45.5	36.6	44.3	36.6	29.2	44.3	74.5	-	-	-	100.0	56.8	46.1	38.3	39.7	40.2	41.7	35.6
DK/REFUSED	0.6	0.5	-	1.9	0.2	1.7	0.3	-	0.6	3.4	-	-	-	-	-	-	0.6	0.6	0.3	0.6	0.5



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

	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					HOW OFTEN DO YOU TALK TO YOUR CHILDREN ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN					UNDERAGE DRINKING AFFECTS TEEN HEALTH		TALKING ABOUT UNDERAGE DRINKING AFFECTS ON BRAIN HEALTH/DEVELOPMENT EFF./INEFF. WAY TO INFLUENCE THEIR DECISIONS							
	17/Younger	14/Younger	15-17	18-20	21+	TALK	Always	Some-times	NOT OFTEN	Rarely	Never	YES	NO	EFFECTIVE	Very	Some-what	INEFFECTIVE	Some-what	Very	
Total	500	106	55	51	139	221	326	148	178	126	86	40	461	24	419	249	170	67	47	20
CONCERNED	59.3	57.8	51.6	64.6	54.5	62.1	62.2	56.8	66.8	59.5	63.5	50.7	60.3	42.0	58.7	55.5	63.4	66.9	61.5	79.4
Very	19.6	19.0	23.5	14.1	21.1	18.6	22.5	23.0	22.0	16.0	16.9	14.2	19.7	15.1	19.4	21.6	16.2	22.2	16.3	35.9
Somewhat	39.8	38.8	28.1	50.5	33.4	43.5	39.8	33.7	44.7	43.4	46.7	36.5	40.6	26.9	39.3	33.9	47.1	44.7	45.2	43.6
NOT CONCERNED AT ALL	40.1	42.2	48.4	35.4	44.6	37.5	37.5	42.6	33.2	40.5	36.5	49.3	39.2	58.0	40.6	44.1	35.4	33.1	38.5	20.6
DK/REFUSED	0.6	-	-	-	0.9	0.4	0.3	0.6	-	-	-	-	0.5	-	0.7	0.4	1.2	-	-	-

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

	TOTAL				HEARD OF SITE				VISITED SITE				HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK									
	TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		REG		REG		REG		REG		REG		REG		REG	
	YES	NO	YES	NO	YES	NO	YES	NO	REG- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY /NEVER	Rarely	Never					
Total	500	181	310	35	453	172	100	72	65	30	35	261	115	145								
CONCERNED	59.3	51.8	64.0	43.4	60.2	61.8	59.9	64.4	53.8	47.2	59.5	59.6	63.8	56.3								
Very	19.6	15.9	21.8	18.0	19.7	21.9	23.3	20.1	11.0	10.6	11.3	20.3	20.2	20.4								
Somewhat	39.8	35.9	42.1	25.5	40.5	39.9	36.6	44.4	42.8	36.6	48.2	39.3	43.6	35.9								
NOT CONCERNED AT ALL	40.1	47.5	35.5	56.6	39.2	38.2	40.1	35.6	45.0	52.8	38.3	40.1	36.2	43.1								
DK/REFUSED	0.6	0.7	0.6	-	0.7	-	-	-	1.2	-	2.2	0.4	-	0.6								

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

	TOTAL	IDEOLOGY						PARTY						WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Swt. 	MOD- ERATE	Swt. 	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- /OTHER	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- /OTHER	REPUB- LICAN	DEMO- CRAT	INDEP- /OTHER
Total	500	113	44	69	143	91	129	219	164	198	123	106	17	139	98	88	5	74	20
CONCERNED	59.3	57.0	61.6	54.0	65.2	56.2	57.2	56.8	61.5	60.7	51.8	50.0	62.9	63.4	66.2	59.5	73.2	50.5	37.6
Very	19.6	24.0	28.6	21.0	17.2	13.7	21.1	18.1	20.6	22.4	12.6	10.7	24.7	18.8	16.0	13.4	47.3	28.6	10.4
Somewhat	39.8	33.0	33.0	32.9	48.0	42.4	36.1	38.7	40.9	38.3	39.1	39.3	38.1	44.6	50.2	46.1	25.9	21.9	27.3
NOT CONCERNED AT ALL	40.1	43.0	38.4	46.0	33.9	43.8	42.1	42.8	38.0	38.6	48.2	50.0	37.1	36.0	33.8	40.5	26.8	49.5	62.4
DK/REFUSED	0.6	-	-	-	0.9	-	0.7	0.4	0.6	0.6	-	-	-	0.7	-	-	-	-	-



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

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
Total	500	78	73	54	86	125	69	305	280	181	170	135	128	103	258
CONCERNED	59.3	63.8	56.4	61.0	59.4	63.2	44.5	60.3	58.9	62.1	56.8	59.4	60.1	61.9	57.7
Very	19.6	23.6	20.2	13.6	17.8	23.7	11.8	18.7	19.0	17.5	22.6	18.9	27.9	10.7	19.3
Somewhat	39.8	40.1	36.2	47.3	41.6	39.6	32.6	41.6	39.8	44.6	34.2	40.5	32.2	51.3	38.5
NOT CONCERNED AT ALL	40.1	36.2	41.8	39.0	39.5	36.8	55.5	39.2	40.5	36.8	42.7	40.6	39.9	36.8	41.6
DK/REFUSED	0.6	-	1.8	-	1.1	-	-	0.4	0.6	1.1	0.5	-	-	1.2	0.7

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

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER
Total	500	305	74	88	99	99	280	90	100	129	305	154	190	280	180	129
CONCERNED	59.3	60.3	56.7	56.3	59.7	63.6	58.9	58.4	62.4	61.0	60.3	56.7	62.7	58.9	59.3	61.0
Very	19.6	18.7	22.0	16.3	15.3	20.9	19.0	18.6	19.3	20.5	18.7	18.8	17.8	19.0	19.0	20.5
Somewhat	39.8	41.6	34.7	40.0	44.3	42.6	39.8	39.7	43.1	40.4	41.6	37.9	44.9	39.8	40.3	40.4
NOT CONCERNED AT ALL	40.1	39.2	43.3	43.7	39.1	36.4	40.5	40.6	37.6	38.4	39.2	43.3	36.6	40.5	40.2	38.4
DK/REFUSED	0.6	0.4	-	-	1.3	-	0.6	1.0	-	0.6	0.4	-	0.7	0.6	0.5	0.6

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL		MALE ONLY (CHILDREN)						FEMALE ONLY (CHILDREN)						BOTH (CHILDREN)					
			14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER
Total	500	110	53	63	96	55	44	98	42	62	90	65	32	95	58	64	92	60	52	
CONCERNED	59.3	66.4	59.7	70.7	57.8	59.5	57.0	58.9	52.4	62.8	58.2	60.3	59.4	54.9	56.6	55.2	60.9	58.1	66.0	
Very	19.6	16.5	19.6	15.1	17.3	16.5	18.9	23.7	19.7	23.9	19.4	23.9	11.5	15.7	16.3	14.7	20.0	16.1	26.8	
Somewhat	39.8	49.9	40.1	55.6	40.5	43.1	38.2	35.2	32.7	38.9	38.8	36.4	47.9	39.2	40.3	40.5	40.9	42.1	39.2	
NOT CONCERNED AT ALL	40.1	32.4	40.3	27.3	41.4	40.5	41.2	41.1	47.6	37.2	40.8	38.3	40.6	45.1	43.4	44.8	39.1	41.9	34.0	
DK/REFUSED	0.6	1.2	-	2.0	0.8	-	1.8	-	-	-	1.0	1.4	-	-	-	-	-	-	-	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL			MEN						WOMEN						MEN			WOMEN		
	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH			
Total	500	140	77	85	101	64	45	165	78	105	179	116	83	68	69	65	113	101	70		
CONCERNED	59.3	60.6	54.5	63.3	64.7	62.6	66.2	60.1	58.8	62.2	55.5	57.5	58.2	63.3	59.1	61.0	61.3	55.2	57.9		
Very	19.6	19.1	18.7	17.9	22.2	18.7	28.3	18.4	18.9	17.7	17.2	19.2	16.3	16.3	22.1	20.0	18.2	22.9	17.9		
Somewhat	39.8	41.5	35.8	45.4	42.5	43.9	37.9	41.7	39.9	44.5	38.3	38.4	41.8	47.0	37.0	41.0	43.1	32.2	40.0		
NOT CONCERNED AT ALL	40.1	38.5	45.5	35.2	34.5	37.4	32.1	39.9	41.2	37.8	43.9	41.7	41.8	33.6	40.9	39.0	38.7	43.9	42.1		
DK/REFUSED	0.6	0.9	-	1.5	0.8	-	1.7	-	-	-	0.5	0.8	-	3.0	-	-	-	0.9	-		

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some Col-lege	COL-LEGE GRAD.	Col-lege Grad.	Post Grad. Work
Total	500	32	58	67	54	67	139	90	327	157	260	277	139	195	27	68	100	294	215	79
CONCERNED	59.3	65.5	50.2	67.5	58.7	65.9	59.5	55.7	62.3	60.8	61.0	61.6	59.5	58.1	69.1	58.5	54.8	61.2	62.6	57.2
Very	19.6	42.4	23.1	19.3	18.8	21.1	14.3	30.0	17.5	25.4	17.0	23.1	14.3	21.9	34.8	22.5	18.0	18.6	21.1	12.1
Somewhat	39.8	23.1	27.1	48.2	39.9	44.8	45.2	25.7	44.9	35.3	44.0	38.5	45.2	36.2	34.3	36.0	36.8	42.5	41.5	45.1
NOT CONCERNED AT ALL	40.1	34.5	48.4	32.5	41.3	34.1	38.9	43.4	37.0	38.7	38.2	38.1	38.9	41.4	30.9	40.1	45.2	38.4	37.4	41.2
DK/REFUSED	0.6	-	1.4	-	-	-	1.6	0.9	0.7	0.5	0.8	0.3	1.6	0.5	-	1.4	-	0.4	-	1.6

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COL-	COL-	Col-	Post	LESS/ COL-	COL-	Col-	Post	SINGLE	MAR-	SEPA-	DIV-	WID-	MALE	FEMALE
		COLLEG LEGE	LEGE	lege	Grad.	COLLEG LEGE	LEGE	lege	Grad.		RIED	RATED	ORCED	OWED		
	GRAD.	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.	Work								
Total	500	89	116	84	32	106	178	131	48	39	373	11	57	9	168	205
CONCERNED	59.3	56.3	65.2	65.0	65.7	59.6	58.5	61.0	51.6	54.9	62.6	65.5	47.9	34.9	64.6	61.0
Very	19.6	21.1	19.3	20.8	15.4	22.6	18.2	21.2	9.9	31.0	18.2	7.6	27.0	17.0	18.6	17.8
Somewhat	39.8	35.2	45.9	44.2	50.3	36.9	40.3	39.8	41.7	23.9	44.5	57.9	20.9	17.9	46.0	43.2
NOT CONCERNED AT ALL	40.1	43.7	33.7	35.0	30.3	39.5	41.5	39.0	48.4	45.1	36.8	34.5	50.7	65.1	34.6	38.5
DK/REFUSED	0.6	-	1.1	-	4.0	0.9	-	-	-	-	0.6	-	1.4	-	0.8	0.5

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	RELIGION				BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT-ESTANT	CATH-OLIC	ATH-EIST	YES	NO	MALE	FEMALE	WHITE	NON-WHITE	Hisp-anic	Afr-ican	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN	
Total	500	323	59	28	241	96	99	143	336	159	30	103	136	46	200	57	88	32	237	66	
CONCERNED	59.3	61.9	60.0	40.7	61.4	59.5	63.5	59.9	63.3	52.3	66.1	50.5	67.8	47.2	60.3	53.2	64.2	52.1	62.8	51.8	
Very	19.6	21.0	20.2	19.0	21.0	23.0	21.4	20.7	17.1	25.1	26.0	25.3	18.9	22.0	15.8	28.0	12.3	41.0	18.4	19.9	
Somewhat	39.8	40.9	39.8	21.6	40.4	36.5	42.1	39.2	46.2	27.3	40.1	25.2	48.8	25.2	44.4	25.2	51.9	11.1	44.4	31.9	
NOT CONCERNED AT ALL	40.1	37.9	40.0	59.3	38.3	40.5	36.5	39.5	36.2	47.7	33.9	49.5	31.6	52.8	39.3	46.8	34.9	47.9	36.8	48.2	
DK/REFUSED	0.6	0.3	-	-	0.4	-	-	0.6	0.5	-	-	-	0.6	-	0.5	-	0.9	-	0.4	-	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	AGE			MEN			WOMEN			GENDER	
		UNDER 40	41-55	OVER 55	UNDER 40	41-55	OVER 55	UNDER 40	41-55	OVER 55	MALE	FEMALE
Total	500	144	301	35	63	121	14	81	180	20	210	290
CONCERNED	59.3	58.5	60.6	62.6	64.1	60.0	72.6	54.1	61.0	55.5	60.8	58.3
Very	19.6	18.5	19.1	30.3	18.4	17.9	50.7	18.6	20.0	15.7	19.8	19.4
Somewhat	39.8	40.0	41.5	32.3	45.7	42.1	21.9	35.5	41.0	39.8	41.0	38.9
NOT CONCERNED AT ALL	40.1	40.1	39.1	37.4	32.7	40.0	27.4	45.9	38.5	44.5	38.3	41.4
DK/REFUSED	0.6	1.4	0.3	-	3.3	-	-	-	0.5	-	1.0	0.3

**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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9. 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	LESS/ 10	11-14	OVER 15	YES	NO/ NOT YET
Total	500	158	64	18	76	141	60	81	89	45	44	21	56	35	299	197	239	203	36	462	38
FRIENDS & PEERS	57.5	52.7	37.6	62.4	63.1	64.7	64.2	65.1	61.4	57.8	65.1	57.6	46.5	57.0	57.4	58.2	53.1	63.6	64.6	57.2	60.6
PARENTS	33.9	40.2	53.2	37.5	29.8	27.2	21.6	31.4	31.9	37.6	26.0	29.1	43.1	25.4	34.0	32.7	37.9	27.6	31.4	35.4	15.4
THE MEDIA	6.2	4.1	4.6	-	4.6	5.3	8.9	2.6	5.8	4.6	7.1	9.5	9.5	13.3	5.7	7.1	5.8	7.3	4.0	5.4	16.1
SCHOOL SYSTEM	1.0	1.2	-	-	2.4	-	-	-	0.9	-	1.8	3.8	-	4.3	1.1	0.8	1.3	0.9	-	0.9	2.1
DK/REFUSED	1.5	1.9	4.6	0.1	-	2.8	5.2	1.0	-	-	-	-	0.9	-	1.7	1.1	1.9	0.6	-	1.1	5.9



**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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

	TALK ABOUT ALCOHOL ABUSE WITH YOUR CHILDREN				TALKED ABOUT ALCOHOL ABUSE LAST FEW MOS.		UNDERAGED DRINKING IN YOUR COMMUNITY				CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL				APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL			S/R/H: ADS STOP UNDERAGE DRINKING		TALKED TO CHILD ABOUT BRAIN DEVLPMNT	
	FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	LESS/ 14	15-17 18	OVER	YES	NO	YES	NO	
Total	500	178	214	68	382	74	422	213	209	50	297	98	199	200	18	57	375	232	265	352	145
FRIENDS & PEERS	57.5	52.4	58.9	64.3	55.7	63.5	58.8	61.5	56.0	45.1	63.9	63.2	64.3	48.3	47.3	60.1	59.3	58.7	56.4	53.4	67.4
PARENTS	33.9	40.5	33.7	27.1	37.6	26.7	33.2	30.9	35.5	40.5	28.7	29.1	28.5	41.3	38.1	30.1	33.4	36.8	31.4	37.6	24.6
THE MEDIA	6.2	4.9	5.3	7.5	4.8	8.9	6.4	5.6	7.2	7.0	6.0	5.2	6.3	6.7	10.1	8.4	5.0	3.5	8.6	6.6	5.5
SCHOOL SYSTEM	1.0	1.9	-	1.1	0.9	1.0	0.8	1.2	0.4	3.0	0.9	1.0	0.8	0.8	-	1.4	0.7	-	1.6	1.2	0.5
DK/REFUSED	1.5	0.3	2.2	-	1.0	-	0.9	0.7	1.0	4.4	0.5	1.5	-	2.9	4.5	-	1.6	0.9	2.0	1.3	1.9



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

TOTAL	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					HOW OFTEN DO YOU TALK TO YOUR CHILDREN ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN						UNDERAGE DRINKING AFFECTS TEEN HEALTH		TALKING ABOUT UNDERAGE DRINKING AFFECTS ON BRAIN HEALTH/DEVELOPMENT EFF./INEFF. WAY TO INFLUENCE THEIR DECISIONS						
	17/Younger	14/Younger	15-17	18-20	21+	TALK	Always	Some-times	NOT OFTEN	Rarely	Never	YES	NO	EFFECTIVE	Very	Some-what	INEFFECTIVE	Some-what	Very	
Total	500	106	55	51	139	221	326	148	178	126	86	40	461	24	419	249	170	67	47	20
FRIENDS & PEERS	57.5	57.3	53.4	61.4	57.4	58.3	53.8	54.8	53.0	69.0	73.6	58.8	57.8	50.3	56.2	52.6	61.4	68.3	70.8	62.5
PARENTS	33.9	31.3	33.3	29.1	34.5	35.3	38.5	37.4	39.3	26.0	24.5	29.3	33.9	33.1	36.0	40.2	29.9	20.4	17.9	26.1
THE MEDIA	6.2	7.8	10.3	5.1	8.1	3.5	5.2	5.5	5.0	4.1	1.9	8.9	6.2	10.0	5.7	5.3	6.5	8.9	7.8	11.5
SCHOOL SYSTEM	1.0	0.7	-	1.4	-	1.9	1.1	1.2	0.9	0.6	-	1.8	0.7	3.3	1.0	0.7	1.4	1.2	1.7	-
DK/REFUSED	1.5	3.0	3.0	3.0	-	1.0	1.4	1.1	1.7	0.4	-	1.2	1.3	3.3	1.1	1.3	0.8	1.2	1.7	-



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL				HEARD OF SITE				VISITED SITE				HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK					
	TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O	
	RG		RG		RG		RG		REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY /NEVER	Rarely	Never	
Total	500	181	310	35	453	172	100	72	65	30	35	261	115	145				
FRIENDS & PEERS	57.5	57.3	57.9	42.9	58.5	57.0	57.2	56.6	57.4	56.7	57.9	58.3	58.9	57.7				
PARENTS	33.9	35.7	32.2	50.0	32.8	38.2	38.7	37.4	28.0	37.7	19.6	31.9	30.0	33.5				
THE MEDIA	6.2	5.1	7.1	2.4	6.5	3.3	2.2	4.8	11.5	4.0	18.0	6.9	8.3	5.7				
SCHOOL SYSTEM	1.0	1.0	1.0	-	0.9	1.5	1.8	1.1	1.2	-	2.2	0.6	-	1.0				
DK/REFUSED	1.5	0.9	1.8	4.7	1.3	-	-	-	2.0	1.6	2.3	2.3	2.8	2.0				

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

	TOTAL	IDEOLOGY						PARTY						WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Swt.	MOD- ERATE	Swt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	113	44	69	143	91	129	219	164	198	123	106	17	139	98	88	5	74	20
FRIENDS & PEERS	57.5	50.6	49.9	51.0	69.9	56.7	49.2	52.3	53.0	59.3	58.0	59.9	46.1	55.7	57.3	61.5	73.2	63.7	57.3
PARENTS	33.9	40.4	44.9	37.5	25.2	33.3	39.5	36.9	35.2	35.4	32.0	31.7	33.7	33.9	36.3	34.2	26.8	30.7	17.4
THE MEDIA	6.2	8.5	5.1	10.7	3.8	5.1	8.7	7.2	8.3	4.6	6.4	6.5	5.8	6.9	5.0	4.3	-	5.6	17.2
SCHOOL SYSTEM	1.0	-	-	-	-	0.9	2.6	1.9	2.0	-	0.7	-	4.7	2.4	-	-	-	-	-
DK/REFUSED	1.5	0.4	-	0.7	1.1	4.1	*	1.7	1.4	0.7	3.0	1.9	9.7	1.1	1.4	-	-	-	8.1

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

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
Total	500	78	73	54	86	125	69	305	280	181	170	135	128	103	258
FRIENDS & PEERS	57.5	51.8	57.1	54.5	54.1	60.6	60.7	56.3	56.8	56.5	59.6	58.0	58.3	53.9	57.7
PARENTS	33.9	35.0	33.1	34.1	35.5	36.8	30.3	36.2	34.2	35.4	32.4	32.8	32.0	38.5	34.1
THE MEDIA	6.2	10.9	7.9	9.9	6.0	2.7	3.6	6.2	6.4	6.7	4.8	7.4	6.6	4.6	6.9
SCHOOL SYSTEM	1.0	1.3	-	1.5	2.7	-	-	0.6	1.1	1.4	0.5	1.1	0.6	1.5	1.0
DK/REFUSED	1.5	1.0	1.9	-	1.7	-	5.3	0.8	1.4	-	2.8	0.6	2.5	1.5	0.3

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

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER
Total	500	305	74	88	99	99	280	90	100	129	305	154	190	280	180	129
FRIENDS & PEERS	57.5	56.3	53.8	53.0	59.4	60.3	56.8	52.0	59.0	64.1	56.3	52.0	60.5	56.8	56.4	64.1
PARENTS	33.9	36.2	36.6	38.8	33.7	32.8	34.2	27.8	36.4	30.1	36.2	39.0	32.7	34.2	32.8	30.1
THE MEDIA	6.2	6.2	5.2	8.2	6.1	5.2	6.4	14.9	3.8	3.9	6.2	6.9	5.9	6.4	8.1	3.9
SCHOOL SYSTEM	1.0	0.6	1.4	-	-	0.8	1.1	1.8	0.8	1.2	0.6	0.7	0.4	1.1	0.9	1.2
DK/REFUSED	1.5	0.8	3.1	-	0.8	0.8	1.4	3.5	-	0.6	0.8	1.5	0.4	1.4	1.8	0.6

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

	TOTAL		MALE ONLY (CHILDREN)					FEMALE ONLY (CHILDREN)					BOTH (CHILDREN)						
	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	
Total	500	110	53	63	96	55	44	98	42	62	90	65	32	95	58	64	92	60	52
FRIENDS & PEERS	57.5	56.7	50.2	61.0	51.6	47.1	60.6	55.1	49.4	58.5	64.7	61.9	75.4	57.6	56.5	61.7	55.6	59.0	62.4
PARENTS	33.9	36.3	41.8	33.3	39.0	41.2	33.3	37.1	41.6	34.5	26.5	28.0	17.9	34.4	33.3	30.6	36.2	30.3	33.9
THE MEDIA	6.2	5.4	6.0	4.4	7.8	11.6	2.4	6.3	5.4	7.0	4.3	4.0	6.7	7.1	8.9	6.4	6.5	9.3	2.2
SCHOOL SYSTEM	1.0	1.7	1.9	1.3	1.7	-	3.6	-	-	-	0.9	1.2	-	-	-	-	0.9	1.3	-
DK/REFUSED	1.5	-	-	-	-	-	-	1.5	3.6	-	3.5	4.9	-	0.9	1.4	1.3	0.9	-	1.6

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

	TOTAL			MEN						WOMEN						MEN			WOMEN		
	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH			
Total	500	140	77	85	101	64	45	165	78	105	179	116	83	68	69	65	113	101	70		
FRIENDS & PEERS	57.5	54.3	54.1	54.9	50.6	45.3	65.8	57.9	49.8	65.1	60.3	62.6	63.2	56.5	55.4	55.9	56.5	62.4	60.1		
PARENTS	33.9	36.2	35.6	35.0	35.9	39.1	24.4	36.1	42.4	30.9	33.2	29.3	33.2	29.4	38.5	31.5	39.0	28.2	34.0		
THE MEDIA	6.2	8.1	7.9	9.2	11.2	14.3	6.3	4.6	5.9	3.2	3.8	4.6	2.6	11.4	4.9	11.4	3.8	4.8	3.8		
SCHOOL SYSTEM	1.0	0.7	1.3	-	1.6	1.3	1.7	0.5	-	0.8	0.9	0.7	1.0	2.7	1.2	-	0.7	-	2.2		
DK/REFUSED	1.5	0.6	1.1	1.0	0.8	-	1.8	0.9	1.9	-	1.8	2.7	-	-	*	1.2	-	4.6	-		

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

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some Col-lege	COL-LEGE GRAD.	Col-lege Grad.	Post Grad. Work
Total	500	32	58	67	54	67	139	90	327	157	260	277	139	195	27	68	100	294	215	79
FRIENDS & PEERS	57.5	63.9	59.8	52.8	44.6	69.4	54.2	61.3	55.5	57.7	56.2	58.0	54.2	59.7	58.8	68.8	53.7	55.6	53.2	61.9
PARENTS	33.9	26.3	25.6	29.8	48.4	25.7	44.8	25.8	38.4	27.5	40.6	31.1	44.8	29.8	22.7	21.1	37.7	37.2	39.6	30.9
THE MEDIA	6.2	9.9	10.6	11.1	5.5	4.9	0.5	10.3	4.4	10.7	2.7	8.3	0.5	7.9	18.5	7.3	5.5	5.1	5.1	5.1
SCHOOL SYSTEM	1.0	-	1.4	3.9	-	-	0.5	0.9	1.0	2.2	0.3	1.2	0.5	1.3	-	1.5	1.6	0.5	0.7	-
DK/REFUSED	1.5	-	2.6	2.3	1.5	-	-	1.7	0.7	1.9	0.3	1.4	-	1.2	-	1.2	1.5	1.6	1.4	2.1

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

	TOTAL	MEN				WOMEN				MARITAL STATUS					MARRIED	
		LESS/ COL-	COL-	Col-	Post	LESS/ COL-	COL-	Col-	Post	SINGLE	MAR-	SEPA-	DIV-	WID-	MALE	FEMALE
		COLLEG LEGE	LEGE	lege	Grad.	COLLEG LEGE	LEGE	lege	Grad.		RIED	RATED	ORCED	OWED		
	GRAD.	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.	Work								
Total	500	89	116	84	32	106	178	131	48	39	373	11	57	9	168	205
FRIENDS & PEERS	57.5	59.0	51.5	46.2	65.7	60.4	58.2	57.8	59.3	59.3	56.9	71.2	55.2	57.0	54.5	58.9
PARENTS	33.9	25.6	40.2	44.3	29.2	33.3	35.3	36.5	32.1	29.0	35.2	28.8	34.0	17.0	35.8	34.7
THE MEDIA	6.2	12.5	7.1	7.8	5.1	4.1	3.9	3.4	5.2	9.1	6.2	-	6.8	-	7.9	4.8
SCHOOL SYSTEM	1.0	2.1	-	-	-	0.8	0.9	1.2	-	2.6	0.6	-	1.4	9.0	0.5	0.7
DK/REFUSED	1.5	0.9	1.2	1.7	-	1.4	1.8	1.2	3.5	-	1.0	-	2.6	17.0	1.3	0.8



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

	TOTAL	RELIGION				BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT-ESTANT	CATHOLIC	ATH-IST	YES	NO	MALE	FEMALE	WHITE	NON-WHITE	Hisp-panic	Afr-ican	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN	
Total	500	323	59	28	241	96	99	143	336	159	30	103	136	46	200	57	88	32	237	66	
FRIENDS & PEERS	57.5	59.2	55.9	33.0	59.6	60.5	55.6	62.4	58.1	56.4	50.5	63.4	53.8	56.6	61.1	68.7	58.6	61.6	58.2	64.9	
PARENTS	33.9	33.1	35.2	46.3	33.0	33.8	34.6	31.9	34.1	33.0	35.9	27.6	34.7	29.6	33.7	26.0	29.4	28.7	36.2	25.6	
THE MEDIA	6.2	6.3	3.6	20.7	6.1	3.7	9.0	4.1	5.7	7.6	10.8	7.4	9.2	13.7	3.3	2.4	8.2	4.6	4.6	9.4	
SCHOOL SYSTEM	1.0	0.8	2.7	-	0.3	1.9	-	0.5	1.2	0.5	2.7	-	1.3	-	1.2	-	2.0	-	1.0	-	
DK/REFUSED	1.5	0.7	2.5	-	1.0	-	0.8	1.1	0.9	2.5	*	1.6	1.0	-	0.7	2.9	1.7	5.2	-	-	

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

	TOTAL			AGE			MEN			WOMEN			GENDER	
	UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE			
	40		55	40		55	40		55					
Total	500	144	301	35	63	121	14	81	180	20	210	290		
FRIENDS & PEERS	57.5	57.3	55.9	75.9	53.9	53.7	76.7	60.0	57.4	75.4	54.9	59.3		
PARENTS	33.9	30.4	37.1	20.3	29.7	36.4	27.9	30.9	37.5	14.8	33.6	34.0		
THE MEDIA	6.2	7.8	5.7	3.8	13.6	8.6	-4.6	3.2	3.7	9.8	9.2	4.1		
SCHOOL SYSTEM	1.0	1.3	1.0	-	2.9	0.7	-	-	1.3	-	1.2	0.8		
DK/REFUSED	1.5	3.3	0.3	-	-	0.7	-	5.8	-	-	1.1	1.8		

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

	AREA																					CHILDREN IN GRADES 6-12	APPROPRIATE TO START TALKING ABOUT ALCOHOL ABUSE	TALKED ABOUT ALCOHOL ABUSE	
	TOTAL	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	11-14	OVER 15	YES	NO/ NOT YET				
Total	500	158	64	18	76	141	60	81	89	45	44	21	56	35	299	197	239	203	36	462	38				
14/YOUNGER	3.6	1.6	2.5	-	1.2	4.3	5.6	3.3	3.4	6.7	-	-0.1	10.0	2.4	2.8	4.9	4.2	3.5	-	3.3	7.0				
10/YOUNGER	1.4	0.6	-	-	1.2	1.7	1.6	1.8	-	-	-	-	4.8	2.4	1.8	0.7	1.8	0.9	-	1.1	4.8				
11	0.2	-	-	-	-	0.3	-	0.6	-	-	-	-	1.3	-	-	0.6	0.2	0.4	-	0.3	-				
12	0.2	-	-	-	-	-	-	-	1.2	2.4	-	-	-	-	0.4	-	0.5	-	-	0.2	-				
13	0.7	-	-	-	-	0.7	1.5	-	2.1	4.2	-	-	1.5	-	0.6	0.9	1.1	0.5	-	0.8	-				
14	1.0	1.0	2.5	-	-	1.6	2.5	1.0	-	-	-	-0.1	2.4	-	-	2.6	0.6	1.8	-	0.9	2.1				
15-17	11.5	8.9	9.5	22.1	5.2	10.1	10.5	9.8	10.8	7.7	14.0	12.9	9.5	33.0	12.2	10.7	11.6	14.2	2.4	11.5	11.7				
15	2.5	1.0	-	8.8	-	1.3	-	2.3	7.8	4.8	10.8	7.0	1.3	-	2.8	2.1	2.1	3.7	-	1.8	11.7				
16	4.8	3.9	4.6	9.2	2.1	4.7	3.6	5.6	1.5	2.9	-	-	8.2	15.5	5.4	4.2	4.4	6.8	-	5.2	-				
17	4.1	3.9	4.8	4.1	3.1	4.1	6.9	2.0	1.5	-	3.1	5.9	-	17.4	4.0	4.5	5.2	3.7	2.4	4.5	-				
18/OLDER	75.1	77.6	73.0	71.4	83.0	80.2	79.8	80.6	74.7	70.3	79.2	69.9	69.9	55.0	74.6	75.7	72.0	75.4	88.2	75.2	73.9				
18	17.5	17.5	20.7	22.7	13.5	19.2	18.2	19.9	21.8	19.4	24.2	10.0	11.7	14.3	15.8	20.6	16.9	18.7	15.2	17.8	14.2				
19	2.1	3.0	-	-	6.2	0.6	1.4	-	1.0	2.0	-	-	1.3	9.2	2.5	1.6	1.7	3.1	-	1.9	3.8				
20	1.5	1.7	2.1	0.1	1.7	2.1	2.4	1.9	-	-	-	-	2.3	2.3	1.5	0.9	1.3	0.5	6.3	1.4	3.8				
21/OLDER	53.9	55.5	50.2	48.7	61.6	58.4	57.8	58.8	52.0	48.9	55.1	59.9	54.6	29.2	54.8	52.6	52.0	53.1	66.7	54.0	52.1				
DK/REFUSED	9.9	11.9	15.1	6.4	10.6	5.4	4.2	6.3	11.1	15.3	6.8	17.4	10.6	9.6	10.4	8.7	12.2	6.8	9.3	10.0	7.4				
Mean	19.35	19.68	19.54	19.04	19.96	19.42	19.39	19.44	19.25	19.10	19.39	19.86	18.86	18.33	19.38	19.27	19.27	19.23	20.32	19.39	18.85				



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10. 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 ABOUT ALCOHOL ABUSE LAST FEW MOS.		UNDERAGED DRINKING IN YOUR COMMUNITY					CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL			APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL		S/R/H: ADS STOP UNDERAGE DRINKING		TALKED TO CHILD ABOUT BRAIN DEVLPMNT		
		FREQU-ENTLY	SOME-TIMES	RARELY	YES	NO	PROB-LEM	Ser-ious	Minor	NOT A PROB-LEM	CONC-ERNED	Very	Smwt.	NOT AT ALL	LESS/14	15-17 OVER 18	YES	NO	YES	NO	
Total	500	178	214	68	382	74	422	213	209	50	297	98	199	200	18	57	375	232	265	352	145
14/YOUNGER	3.6	0.7	6.3	1.0	3.7	-	4.1	3.7	4.5	1.5	2.6	3.3	2.3	5.1	100.0	-	-	2.3	4.8	3.5	4.0
10/YOUNGER	1.4	0.5	2.0	-0.1	1.0	-	1.6	1.1	2.2	-0.1	0.6	0.9	0.4	2.6	38.2	-	-	1.0	1.8	1.3	1.6
11	0.2	0.3	-	1.1	0.3	-	0.3	0.2	0.4	-	0.2	0.5	-	0.4	6.8	-	-	-	0.5	0.3	-
12	0.2	-	0.5	-	0.3	-	0.3	-	0.5	-	-	-	-	0.5	6.1	-	-	-	0.4	0.3	-
13	0.7	-	1.7	-	1.0	-	0.9	1.7	-	-	1.0	1.9	0.5	0.4	20.2	-	-	0.8	0.7	1.0	-
14	1.0	-0.0	2.1	-	1.1	-	1.0	0.7	1.4	1.6	0.9	-	1.4	1.2	28.7	-	-	0.6	1.5	0.4	2.5
15-17	11.5	4.2	14.9	20.0	9.3	23.7	10.9	7.1	14.7	20.8	10.4	3.4	13.9	13.2	-	100.0	-	8.5	14.3	10.0	15.4
15	2.5	1.0	1.7	3.9	2.1	-	2.7	1.3	4.2	1.8	2.4	-	3.6	2.7	-	21.8	-	2.4	2.7	2.0	3.7
16	4.8	0.7	8.9	5.8	4.1	11.5	4.8	3.4	6.1	5.7	4.0	1.5	5.2	6.2	-	42.2	-	2.4	7.0	5.0	4.6
17	4.1	2.5	4.3	10.2	3.0	12.2	3.3	2.3	4.4	13.2	4.0	1.9	5.1	4.4	-	36.0	-	3.7	4.6	2.9	7.1
18/OLDER	75.1	82.5	70.5	69.6	76.6	67.5	75.5	77.9	73.1	67.6	77.2	80.7	75.5	71.8	-	-	100.0	78.5	72.1	74.3	77.5
18	17.5	20.6	13.7	24.0	16.3	23.0	18.8	15.6	22.1	8.1	19.7	21.3	18.9	13.9	-	-	23.3	16.0	19.0	16.7	19.5
19	2.1	3.4	1.0	1.3	2.1	1.0	2.1	2.0	2.1	3.4	1.6	1.8	1.5	2.9	-	-	2.8	2.1	2.1	1.9	2.6
20	1.5	1.5	1.1	2.0	1.3	1.8	1.8	2.5	1.1	-	1.4	1.1	1.6	1.7	-	-	2.1	1.0	2.0	1.5	1.7
21/OLDER	53.9	57.1	54.7	42.3	56.9	41.6	52.8	57.7	47.8	56.1	54.5	56.6	53.5	53.3	-	-	71.8	59.4	48.9	54.2	53.8
DK/REFUSED	9.9	12.5	8.3	9.4	10.4	8.8	9.5	11.3	7.7	10.1	9.7	12.6	8.3	9.8	-	-	-	10.7	8.9	12.3	3.1
Mean	19.35	19.88	19.11	19.01	19.51	19.04	19.27	19.62	18.93	19.51	19.48	19.68	19.38	19.16	11.37	16.14	20.22	19.69	19.04	19.42	19.19



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					HOW OFTEN DO YOU TALK TO YOUR CHILDREN ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN						UNDERAGE DRINKING AFFECTS TEEN HEALTH		TALKING ABOUT UNDERAGE DRINKING AFFECTS ON BRAIN HEALTH/DEVELOPMENT EFF./INEFF. WAY TO INFLUENCE THEIR DECISIONS						
	17/Younger	14/Younger	15-17	18-20	21+	TALK	Always	Some-times	NOT OFTEN	Rarely	Never	YES	NO	EFFECTIVE	Very	Some-what	INEFFECTIVE	Some-what	Very	
	ER	er																		
Total	500	106	55	51	139	221	326	148	178	126	86	40	461	24	419	249	170	67	47	20
14/YOUNGER	3.6	4.7	5.0	4.4	2.5	4.4	2.0	1.4	2.5	7.1	7.2	7.0	2.9	15.5	3.0	1.8	4.8	7.9	8.2	7.4
10/YOUNGER	1.4	1.6	1.5	1.8	1.7	1.3	0.8	-0.0	1.5	1.9	2.8	-	0.9	7.6	1.6	-	4.0	-	-	-
11	0.2	-	-	-	-	0.6	0.1	0.3	-	0.6	0.9	-	0.3	-	0.3	0.5	-	-	-	-
12	0.2	-	-	-	0.8	-	-	-	-	0.9	1.3	-	-	4.5	-	-	-	1.6	2.3	-
13	0.7	1.8	3.5	-	-	0.8	0.5	-	1.0	1.5	2.2	-	0.8	-	0.4	0.7	-	2.9	4.1	-
14	1.0	1.2	-	2.6	-0.0	1.8	0.5	1.1	-	2.2	-	7.0	0.9	3.3	0.7	0.6	0.8	3.5	1.7	7.4
15-17	11.5	6.4	-	13.3	13.9	11.9	8.9	6.9	10.6	18.6	20.3	14.7	10.7	18.1	9.6	4.6	16.9	24.5	26.3	20.5
15	2.5	1.4	-	2.9	0.7	3.3	2.0	1.8	2.1	1.3	1.9	-	2.0	7.4	1.5	0.4	3.2	9.3	9.7	8.6
16	4.8	2.4	-	5.1	8.0	4.4	4.3	1.6	6.5	8.2	9.2	5.9	4.8	7.0	4.2	2.3	7.0	8.6	7.2	11.9
17	4.1	2.6	-	5.3	5.3	4.2	2.7	3.5	2.0	9.1	9.2	8.9	4.0	3.6	3.9	1.9	6.7	6.6	9.4	-
18/OLDER	75.1	78.1	80.1	76.0	74.3	76.0	78.9	77.8	79.8	66.1	65.6	67.2	76.6	59.6	77.0	80.6	71.8	64.0	65.6	60.3
18	17.5	9.3	10.0	8.5	14.1	23.9	18.6	18.0	19.1	14.1	16.6	8.7	17.4	25.8	17.1	14.2	21.3	20.0	17.4	25.9
19	2.1	0.8	-	1.6	3.3	1.9	1.6	1.3	1.9	2.4	1.0	5.3	2.1	3.3	1.6	2.8	-	5.3	7.6	-
20	1.5	-	-	-	2.9	1.7	1.6	1.8	1.5	0.8	-	2.7	1.4	5.9	1.5	1.4	1.6	1.6	2.3	-
21/OLDER	53.9	68.1	70.1	65.9	53.9	48.5	57.0	56.7	57.3	48.8	48.0	50.5	55.7	24.7	56.8	62.2	48.9	37.1	38.2	34.3
DK/REFUSED	9.9	10.8	14.9	6.4	9.3	7.7	10.3	14.0	7.2	8.2	6.9	11.0	9.8	6.8	10.4	13.0	6.5	3.6	-	11.8
Mean	19.35	19.84	20.10	19.58	19.40	19.10	19.62	19.82	19.47	18.84	18.65	19.28	19.49	17.31	19.52	20.01	18.84	18.31	18.33	18.27



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

	TOTAL				HEARD OF SITE				VISITED SITE				HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK					
	TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O			
	RG	RG	RG	RG	RG	RG	RG	RG	RG	RG	RG	RG	RG	RG	RG	RG		
	YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY /NEVER	Rarely	Never					
Total	500	181	310	35	453	172	100	72	65	30	35	261	115	145				
14/YOUNGER	3.6	1.7	4.4	2.3	3.8	4.9	6.2	3.0	5.7	3.6	7.5	2.3	2.7	2.0				
10/YOUNGER	1.4	1.8	1.2	2.3	1.3	1.6	2.8	-	2.8	-	5.2	0.9	1.2	0.6				
11	0.2	-	0.4	-	0.3	-	-	-	-	-	-	0.5	0.7	0.3				
12	0.2	-	0.4	-	0.2	-	-	-	1.7	3.6	-	-	-	-				
13	0.7	-	1.2	-	0.8	1.6	1.9	1.1	-	-	-	0.4	0.8	-				
14	1.0	-0.0	1.3	-	1.1	1.7	1.6	1.8	1.2	-	2.3	0.6	-0.0	1.0				
15-17	11.5	11.3	11.9	4.8	12.3	14.9	17.2	11.6	21.6	34.6	10.4	6.8	9.2	4.9				
15	2.5	3.7	1.9	-	2.8	2.9	1.0	5.6	5.8	9.8	2.4	1.4	1.3	1.5				
16	4.8	4.1	5.4	4.8	5.0	7.1	9.9	3.2	8.0	9.5	6.7	2.6	3.6	1.8				
17	4.1	3.5	4.6	-	4.6	4.8	6.3	2.8	7.8	15.3	1.4	2.8	4.3	1.6				
18/OLDER	75.1	75.6	74.7	74.7	74.7	77.3	76.5	78.4	67.3	58.0	75.2	75.3	78.1	73.0				
18	17.5	15.6	19.1	14.4	18.2	27.8	27.9	27.8	25.7	25.0	26.3	8.3	15.3	2.8				
19	2.1	2.3	2.0	-	2.3	4.2	4.3	4.1	-	-	-	1.2	2.8	-				
20	1.5	2.7	0.9	3.7	1.4	3.2	3.7	2.5	-	-	-	0.9	1.9	*				
21/OLDER	53.9	55.0	52.6	56.6	52.8	42.1	40.7	44.0	41.6	33.0	48.9	64.9	58.2	70.2				
DK/REFUSED	9.9	11.3	9.0	18.1	9.2	3.0	-	7.1	5.4	3.7	6.8	15.6	10.0	20.1				
Mean	19.35	19.50	19.25	19.79	19.28	18.82	18.63	19.10	18.44	18.14	18.71	20.01	19.62	20.36				



**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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

	TOTAL	IDEOLOGY						PARTY						WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	113	44	69	143	91	129	219	164	198	123	106	17	139	98	88	5	74	20
14/YOUNGER	3.6	6.3	4.1	7.7	2.3	5.7	1.1	3.0	5.4	1.9	4.5	5.2	-	4.9	1.8	5.0	-	2.6	5.4
10/YOUNGER	1.4	3.3	4.2	2.7	-	2.6	0.7	1.5	1.4	0.9	2.3	2.7	-	1.0	1.8	3.2	-	-	-
11	0.2	-	-	-	-	0.8	0.4	0.6	0.7	-	-	-	-	0.5	-	-	-	-	-
12	0.2	-	-	-	-	-	-	-	-	-	0.9	1.0	-	-	-	-	-	-	5.4
13	0.7	1.7	-	2.8	1.2	-	-	-	1.1	1.0	-	-	-	1.3	-	-	-	2.6	-
14	1.0	1.4	-0.1	2.3	1.0	2.4	-	1.0	2.2	-	1.3	1.5	-	2.0	-	1.8	-	-	-
15-17	11.5	17.9	14.1	20.4	13.7	8.2	6.8	7.4	12.1	9.7	14.3	14.0	16.1	9.6	12.2	15.2	25.9	7.4	12.5
15	2.5	4.9	5.2	4.7	3.7	-	0.6	0.4	2.1	3.0	2.7	1.4	10.6	1.9	4.5	2.8	-	2.0	-
16	4.8	7.9	8.9	7.2	7.2	2.4	2.3	2.3	4.8	3.1	8.1	9.4	-	3.9	4.5	9.4	-	-	4.6
17	4.1	5.1	-	8.5	2.8	5.9	3.9	4.7	5.3	3.6	3.5	3.2	5.5	3.8	3.3	3.1	25.9	5.4	8.0
18/OLDER	75.1	68.8	78.8	62.4	77.7	79.7	75.5	77.3	72.4	77.1	74.4	75.1	70.1	76.4	78.5	73.1	70.2	73.6	82.1
18	17.5	17.4	24.7	12.8	26.0	12.5	11.7	12.0	12.7	18.4	21.9	20.6	30.5	12.7	26.5	22.7	-	4.6	20.4
19	2.1	1.5	1.7	1.3	2.2	2.1	2.9	2.5	2.7	1.3	2.6	2.1	5.3	2.7	2.7	1.9	-	-	7.1
20	1.5	1.1	2.9	-	2.7	1.4	1.0	1.2	-	3.1	0.9	1.0	-	-	4.9	1.2	-	1.9	-
21/OLDER	53.9	48.8	49.6	48.3	46.7	63.8	59.9	61.5	56.9	54.2	49.0	51.4	34.3	61.0	44.5	47.2	70.2	67.1	54.6
DK/REFUSED	9.9	6.9	3.0	9.5	6.4	6.3	16.6	12.3	10.1	11.4	6.8	5.7	13.8	9.1	7.5	6.7	3.9	16.4	-
Mean	19.35	18.75	18.86	18.67	19.17	19.56	19.98	19.79	19.33	19.56	18.98	19.00	18.82	19.54	19.11	18.84	19.92	20.16	19.22



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPU- LICAN	DEMO- CRAT	INDEP- ENDENT	REPU- LICAN	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL
Total	500	78	73	54	86	125	69	305	280	181	170	135	128	103	258
14/YOUNGER	3.6	6.6	5.1	5.5	4.3	-	3.7	4.8	1.6	4.1	2.8	3.6	3.1	4.6	3.3
10/YOUNGER	1.4	2.9	2.5	3.5	-	-	1.4	2.0	0.3	1.0	1.7	1.1	0.7	2.3	1.1
11	0.2	1.0	-	-	0.5	-	-	0.4	-	-	-	0.9	-	-	0.5
12	0.2	-	-	2.0	-	-	-	-	0.4	-	0.6	-	0.9	-	-
13	0.7	-	2.6	-	2.0	-	-	1.2	0.6	1.6	0.5	-	1.5	0.9	0.3
14	1.0	2.7	-	-	1.7	-	2.3	1.2	0.3	1.6	-	1.7	-	1.4	1.4
15-17	11.5	10.2	9.7	15.6	13.9	9.6	13.3	11.4	11.0	13.8	12.8	6.7	10.5	11.2	10.9
15	2.5	-	4.2	6.0	4.0	2.2	-	1.1	2.9	3.1	3.2	-	4.4	-	1.0
16	4.8	5.2	-	6.6	4.3	4.9	9.4	5.2	4.6	4.9	6.7	2.9	3.1	5.1	5.8
17	4.1	4.9	5.5	3.0	5.6	2.5	4.0	5.1	3.6	5.8	2.9	3.9	3.0	6.1	4.1
18/OLDER	75.1	73.0	73.6	73.7	71.8	79.1	74.9	73.5	77.5	74.6	74.1	77.6	76.4	75.7	75.2
18	17.5	13.5	20.4	29.7	12.0	17.2	15.8	19.9	16.5	20.6	15.7	17.2	16.8	23.7	15.8
19	2.1	4.7	1.0	4.1	0.9	1.5	1.3	1.4	3.1	2.5	0.4	3.7	1.3	1.1	3.0
20	1.5	-	2.0	-	-	3.8	1.5	0.4	2.3	2.7	0.6	1.4	1.1	1.8	1.7
21/OLDER	53.9	54.8	50.1	39.9	58.9	56.6	56.3	51.7	55.5	48.9	57.3	55.4	57.3	49.1	54.7
DK/REFUSED	9.9	10.2	11.6	5.2	10.0	11.3	8.1	10.3	9.9	7.5	10.3	12.0	10.0	8.5	10.6
Mean	19.35	19.21	19.13	18.47	19.45	19.80	19.40	19.19	19.59	19.15	19.40	19.59	19.48	19.13	19.47

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER
Total	500	305	74	88	99	99	280	90	100	129	305	154	190	280	180	129
14/YOUNGER	3.6	4.8	11.6	4.7	1.6	4.5	1.6	1.2	0.9	2.0	4.8	8.0	2.7	1.6	1.1	2.0
10/YOUNGER	1.4	2.0	3.1	4.2	-	1.4	0.3	-	0.9	-	2.0	3.9	0.8	0.3	0.5	-
11	0.2	0.4	1.7	0.5	0.8	-	-	-	-	-	0.4	0.8	0.4	-	-	-
12	0.2	-	-	-	-	-	0.4	1.2	-	-	-	-	-	0.4	0.6	-
13	0.7	1.2	3.7	-	-	0.9	0.6	-	-	1.3	1.2	1.8	0.5	0.6	-	1.3
14	1.0	1.2	3.2	-0.0	0.8	2.1	0.3	-	-	0.6	1.2	1.5	1.1	0.3	-	0.6
15-17	11.5	11.4	8.7	12.4	8.4	13.8	11.0	14.8	11.9	7.3	11.4	11.2	10.7	11.0	13.6	7.3
15	2.5	1.1	1.2	1.0	1.6	-	2.9	5.9	1.7	2.0	1.1	1.2	0.8	2.9	3.5	2.0
16	4.8	5.2	4.7	6.5	1.2	8.0	4.6	5.5	5.8	1.6	5.2	5.9	4.3	4.6	5.9	1.6
17	4.1	5.1	2.8	4.8	5.7	5.8	3.6	3.4	4.5	3.7	5.1	4.1	5.5	3.6	4.2	3.7
18/OLDER	75.1	73.5	69.7	71.9	75.8	73.5	77.5	78.6	72.5	78.5	73.5	70.6	75.5	77.5	75.3	78.5
18	17.5	19.9	22.8	14.9	21.1	24.9	16.5	19.7	13.4	19.2	19.9	18.5	23.1	16.5	16.8	19.2
19	2.1	1.4	2.2	-	2.4	1.3	3.1	3.3	5.5	1.2	1.4	1.1	1.9	3.1	4.0	1.2
20	1.5	0.4	-	1.6	-	-	2.3	3.6	0.8	2.2	0.4	0.9	-	2.3	2.3	2.2
21/OLDER	53.9	51.7	44.7	55.4	52.3	47.2	55.5	52.0	52.9	55.9	51.7	50.2	50.5	55.5	52.2	55.9
DK/REFUSED	9.9	10.3	9.9	11.0	14.2	8.2	9.9	5.4	14.6	12.3	10.3	10.2	11.1	9.9	10.0	12.3
Mean	19.35	19.19	18.54	19.17	19.61	19.03	19.59	19.34	19.60	19.72	19.19	18.85	19.35	19.59	19.45	19.72

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## 10. 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)						
	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	
Total	500	110	53	63	96	55	44	98	42	62	90	65	32	95	58	64	92	60	52
14/YOUNGER	3.6	6.9	10.0	3.6	0.9	-0.1	2.1	2.8	6.5	-	3.2	3.1	2.6	3.6	5.9	4.6	0.9	-	1.6
10/YOUNGER	1.4	1.6	3.4	-	-0.1	-0.1	-	1.9	4.5	-	1.0	1.4	-	1.5	2.5	2.2	-	-	-
11	0.2	-	-	-	-	-	-	-	-	-	-	-	-	1.3	2.1	1.2	-	-	-
12	0.2	-	-	-	-	-	-	-	-	-	1.2	1.7	-	-	-	-	-	-	-
13	0.7	2.6	3.6	1.5	1.0	-	2.1	0.8	1.9	-	0.9	-	2.6	-	-	-	-	-	-
14	1.0	2.6	3.0	2.1	-	-	-	-	-	-	-	-	-	0.8	1.3	1.2	0.9	-	1.6
15-17	11.5	14.1	13.8	13.0	11.6	14.1	7.7	12.1	10.7	15.2	13.7	15.7	9.0	7.7	9.4	4.0	8.0	10.9	6.1
15	2.5	1.7	3.5	-	2.8	3.3	1.9	1.6	-	2.6	6.0	6.8	5.5	-	-	-	-	-	-
16	4.8	5.0	4.8	4.6	5.5	8.2	1.7	7.0	9.6	7.2	6.0	7.5	1.6	3.6	4.4	1.4	2.3	2.2	1.6
17	4.1	7.5	5.5	8.4	3.4	2.6	4.1	3.5	1.1	5.5	1.7	1.4	1.9	4.0	5.0	2.6	5.7	8.7	4.5
18/OLDER	75.1	70.3	70.2	70.3	82.1	82.3	81.4	76.1	73.1	77.2	72.7	69.2	83.2	75.0	70.2	78.7	78.9	75.4	75.8
18	17.5	22.1	23.3	23.5	19.6	20.9	19.8	19.1	15.5	21.6	13.3	13.4	15.4	18.0	16.7	23.6	16.8	16.9	21.5
19	2.1	2.0	1.4	2.3	3.2	4.2	1.7	-	-	-	0.8	1.2	-	2.3	1.5	3.4	5.4	6.8	1.7
20	1.5	-	-	-	3.7	4.1	3.0	-	-	-	1.2	-	3.4	1.4	2.3	-	2.0	3.0	0.9
21/OLDER	53.9	46.2	45.5	44.5	55.6	53.1	57.0	57.0	57.5	55.6	57.4	54.7	64.4	53.3	49.6	51.7	54.7	48.7	51.7
DK/REFUSED	9.9	8.8	6.0	13.1	5.4	3.8	8.8	9.0	9.7	7.5	10.5	11.9	5.2	13.7	14.5	12.7	12.3	13.7	16.6
Mean	19.35	18.87	18.53	19.18	19.59	19.49	19.70	19.38	19.10	19.51	19.36	19.19	19.74	19.47	19.14	19.36	19.82	19.69	19.73

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL			MEN			WOMEN			MEN			WOMEN						
	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH	
Total	500	140	77	85	101	64	45	165	78	105	179	116	83	68	69	65	113	101	70
14/YOUNGER	3.6	7.7	12.3	5.1	1.8	1.6	1.8	2.3	3.6	0.8	1.5	0.8	2.1	7.4	4.3	4.6	2.2	1.7	2.8
10/YOUNGER	1.4	4.3	7.8	1.7	-0.1	-0.1	-	-	-	-	0.5	0.8	-	2.6	2.8	2.2	-	0.9	-
11	0.2	0.5	1.0	0.9	-	-	-	0.3	0.6	-	-	-	-	-	-	1.2	-	-	0.7
12	0.2	-	-	-	1.1	1.7	-	-	-	-	-	-	-	-	1.6	-	-	-	-
13	0.7	1.4	2.5	-	-	-	-	1.1	1.0	0.9	1.0	-	2.1	2.8	-	-	0.8	0.8	-
14	1.0	1.5	1.1	2.5	0.8	-	1.8	0.9	2.0	-0.0	-	-	-	2.0	-	1.2	1.4	-	2.1
15-17	11.5	9.9	10.1	7.9	13.0	14.2	11.9	12.7	12.2	12.9	9.9	13.3	4.8	16.0	10.8	8.4	12.5	14.2	5.2
15	2.5	1.1	-	1.9	3.4	3.7	2.2	1.1	2.4	-	2.6	3.3	1.9	4.3	4.9	-	2.4	2.0	-
16	4.8	4.0	6.1	1.0	4.9	5.3	3.5	6.2	5.7	7.0	4.4	6.3	0.6	6.7	1.9	3.3	3.8	10.0	2.5
17	4.1	4.7	4.0	5.0	4.8	5.2	6.3	5.4	4.1	5.9	2.9	3.6	2.3	5.0	4.0	5.1	6.3	2.2	2.7
18/OLDER	75.1	73.0	68.9	76.8	76.0	76.2	75.6	74.0	72.4	74.5	78.3	74.8	80.1	68.2	71.0	80.0	78.4	76.3	75.4
18	17.5	21.1	19.8	26.2	18.6	23.6	18.7	18.8	17.3	20.6	15.3	13.1	19.4	24.7	18.6	20.1	18.1	13.7	14.5
19	2.1	2.5	1.0	3.3	5.2	5.6	3.5	0.5	1.2	0.9	2.0	3.0	-	6.6	-	3.3	-	0.7	4.0
20	1.5	-	-	-	1.4	2.2	-	0.8	1.7	-	2.8	2.3	3.4	2.1	*	-	3.0	1.0	2.6
21/OLDER	53.9	49.3	48.1	47.3	50.8	44.7	53.4	53.8	52.2	53.0	58.2	56.4	57.3	34.8	52.4	56.5	57.3	60.7	54.3
DK/REFUSED	9.9	9.4	8.6	10.2	9.2	8.0	10.7	11.1	11.8	11.8	10.3	11.2	13.1	8.5	13.9	7.1	6.9	7.8	16.6
Mean	19.35	18.85	18.34	19.12	19.39	19.17	19.53	19.48	19.37	19.54	19.70	19.61	19.83	18.41	19.15	19.37	19.58	19.56	19.82

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some College	COLLEGE GRAD.	Col-lege Grad.	Post Grad. Work
Total	500	32	58	67	54	67	139	90	327	157	260	277	139	195	27	68	100	294	215	79
14/YOUNGER	3.6	-	4.0	-0.0	3.1	7.8	2.9	2.6	3.3	1.4	4.2	3.3	2.9	4.8	7.1	3.8	4.9	3.0	3.3	2.0
10/YOUNGER	1.4	-	3.2	-	1.6	-	1.4	2.0	0.8	1.2	1.1	1.0	1.4	0.9	-	-	1.8	1.7	2.4	-
11	0.2	-	0.8	-	-	-	0.5	0.5	0.2	0.3	0.3	0.2	0.5	0.6	-	0.7	0.8	-	-	-
12	0.2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.4	0.5	-
13	0.7	-	-	-	-	5.5	-	-	1.1	-	1.4	1.3	-	1.4	7.1	-	0.8	0.3	0.4	-
14	1.0	-	-	-0.0	1.5	2.4	1.0	-	1.1	-0.0	1.4	0.9	1.0	1.8	-	3.1	1.5	0.5	-	2.0
15-17	11.5	5.7	20.4	19.8	8.0	5.1	9.2	15.1	10.3	17.1	7.9	12.4	9.2	14.8	-	16.8	17.5	9.2	8.8	10.3
15	2.5	5.7	2.3	3.6	-	-	0.7	3.5	1.0	3.5	0.4	2.0	0.7	4.0	-	3.6	5.3	1.1	1.2	0.9
16	4.8	-	11.1	11.1	3.1	1.6	5.0	7.1	5.3	8.8	3.7	6.0	5.0	6.3	-	11.0	4.9	4.1	3.1	6.6
17	4.1	-	7.0	5.1	4.9	3.5	3.5	4.5	4.0	4.8	3.8	4.5	3.5	4.5	-	2.2	7.3	4.1	4.5	2.7
18/OLDER	75.1	68.6	64.8	74.3	77.6	81.3	81.4	66.1	79.3	69.6	80.6	74.0	81.4	69.8	62.2	72.3	70.2	78.4	79.6	75.1
18	17.5	11.1	6.6	10.9	28.9	16.4	25.5	8.2	21.2	9.4	23.9	14.8	25.5	13.6	1.5	16.4	14.9	20.5	18.9	25.1
19	2.1	-	2.5	2.3	3.5	-	3.8	1.6	2.7	1.9	2.8	1.8	3.8	2.0	-	4.3	1.0	2.2	3.0	-
20	1.5	-	3.7	-	2.5	-	1.7	2.4	1.1	1.4	1.4	1.3	1.7	*	-	*	-	2.6	2.4	3.4
21/OLDER	53.9	57.6	51.9	61.1	42.6	64.9	50.4	53.9	54.3	57.0	52.5	56.1	50.4	54.2	60.7	51.6	54.3	53.0	55.4	46.7
DK/REFUSED	9.9	25.7	10.9	6.0	11.4	5.8	6.6	16.2	7.1	11.8	7.4	10.3	6.6	10.6	30.7	7.1	7.4	9.4	8.2	12.6
Mean	19.35	20.09	19.05	19.57	19.18	19.61	19.31	19.38	19.40	19.47	19.36	19.45	19.31	19.21	20.12	19.15	19.06	19.42	19.44	19.37



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COL-   Col-   Post	LESS/ COL-   Col-   Post	SINGLE	MAR-	SEPA-	DIV-	WID-	MALE	FEMALE						
		COLLEG LEGE  lege  Grad.	COLLEG LEGE  lege  Grad.	RIED	RATED	ORCED	OWED									
	GRAD.  GRAD.  Grad.  Work	GRAD.  GRAD.  Grad.  Work														
Total	500	89	116	84	32	106	178	131	48	39	373	11	57	9	168	205
14/YOUNGER	3.6	7.4	4.5	6.2	-	2.6	1.9	1.4	3.3	4.7	3.4	-	6.5	-	4.4	2.6
10/YOUNGER	1.4	2.0	3.6	5.0	-	-	0.5	0.7	-	4.7	0.9	-	3.2	-	2.0	-
11	0.2	0.8	-	-	-	0.4	-	-	-	-	0.3	-	-	-	0.4	0.2
12	0.2	-	0.9	1.3	-	-	-	-	-	-	0.3	-	-	-	0.7	-
13	0.7	2.1	-	-	-	0.8	0.5	0.7	-	-	0.5	-	3.4	-	-	0.8
14	1.0	2.4	-	-	-	1.4	0.9	-	3.3	-	1.4	-	-	-	1.3	1.5
15-17	11.5	15.7	8.5	8.2	9.3	14.0	9.7	9.2	10.9	3.5	9.2	44.7	21.5	-	7.6	10.6
15	2.5	5.3	1.4	1.9	-	2.9	0.9	0.7	1.6	-	0.9	14.3	5.5	-	0.5	1.3
16	4.8	4.2	3.8	3.3	5.0	8.1	4.2	3.0	7.7	-	4.1	15.4	12.5	-	4.0	4.3
17	4.1	6.3	3.3	3.0	4.4	3.0	4.5	5.6	1.7	3.5	4.2	15.0	3.5	-	3.1	5.1
18/OLDER	75.1	67.6	76.8	77.4	75.1	71.7	79.5	81.1	75.1	80.1	78.2	29.7	61.0	100.0	78.8	77.7
18	17.5	15.1	25.2	23.5	30.0	12.3	17.5	15.9	21.8	12.6	18.5	7.3	16.2	34.4	21.6	16.0
19	2.1	3.6	3.2	4.4	-	0.7	1.6	2.1	-	-	2.2	-	4.0	-	2.8	1.7
20	1.5	*	1.2	1.7	-	-	3.5	2.8	5.6	-	2.1	-	-	-	0.9	3.1
21/OLDER	53.9	48.9	47.1	47.9	45.2	58.7	56.9	60.3	47.7	67.5	55.4	22.3	40.8	65.6	53.6	56.8
DK/REFUSED	9.9	9.2	10.2	8.2	15.5	11.7	8.9	8.3	10.7	11.7	9.2	25.7	10.9	-	9.3	9.2
Mean	19.35	18.82	19.03	18.89	19.44	19.54	19.67	19.79	19.34	19.75	19.51	17.71	18.38	19.97	19.34	19.64



**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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

	TOTAL	RELIGION				BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT-ESTANT	CATHOLIC	ATH-IST	OTH-ER	YES	NO	MALE	FEMALE	WHITE	NON-WHITE	Hisp-panic	Afr-ican	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN
Total	500	323	59	28	241	96	99	143	336	159	30	103	136	46	200	57	88	32	237	66	
14/YOUNGER	3.6	2.4	7.0	10.1	3.2	1.7	6.5	0.9	3.9	3.2	2.8	2.9	5.3	6.6	2.9	-	8.7	6.0	2.2	-	
10/YOUNGER	1.4	0.7	1.6	10.1	1.0	-	2.4	-	1.8	0.5	2.8	-	3.8	-	0.5	-	3.7	-	1.2	-	
11	0.2	0.1	1.3	-	0.2	-	-	0.3	0.2	0.3	-	-	0.6	-	-	-	-	-	0.3	-	
12	0.2	-	-	-	-	-	-	-	-	0.7	-	1.1	-	2.4	-	-	-	-	-	-	
13	0.7	0.8	1.6	-	1.1	-	1.9	0.6	0.5	1.2	-	1.9	-	4.2	0.9	-	-	6.0	0.7	-	
14	1.0	0.7	2.5	-	0.9	1.7	2.2	-0.0	1.3	0.5	-	-	1.0	-	1.5	-	5.0	-	-0.0	-	
15-17	11.5	8.2	18.5	11.8	6.5	10.5	10.2	3.9	11.8	11.0	24.3	9.1	10.2	15.6	12.9	4.0	11.9	4.3	11.3	10.0	
15	2.5	2.3	1.4	-	2.3	1.9	2.6	2.0	2.8	1.9	5.1	1.4	3.0	3.3	2.7	-	3.5	-	1.7	-	
16	4.8	2.4	8.1	11.8	2.0	3.3	2.9	1.3	5.5	3.4	12.3	0.9	5.3	-	5.6	1.6	5.2	-	5.9	1.4	
17	4.1	3.5	9.0	-	2.2	5.3	4.7	0.6	3.5	5.7	6.8	6.8	1.9	12.3	4.5	2.4	3.3	4.3	3.7	8.5	
18/OLDER	75.1	78.7	65.5	70.7	76.9	83.3	69.8	81.8	76.2	72.2	59.1	75.7	76.4	62.8	76.0	85.9	68.8	89.7	78.8	73.2	
18	17.5	15.7	13.1	32.6	11.5	28.2	13.5	10.1	19.4	12.3	18.2	7.6	22.4	4.3	17.3	10.2	14.7	4.3	22.1	9.8	
19	2.1	2.5	-	5.2	1.8	3.9	1.6	1.8	2.4	1.4	-	1.4	4.0	3.2	1.4	-	3.6	4.6	2.1	-	
20	1.5	2.4	-	-	1.6	2.5	*	2.8	1.9	0.9	*	1.4	-	3.1	3.2	-	-	-	2.7	2.2	
21/OLDER	53.9	58.2	52.4	33.0	62.0	48.8	54.6	67.1	52.4	57.7	40.9	65.3	50.0	52.2	54.1	75.7	50.4	80.8	52.0	61.2	
DK/REFUSED	9.9	10.7	9.0	7.4	13.5	4.5	13.5	13.4	8.2	13.5	13.8	12.3	8.0	15.0	8.3	10.1	10.6	-	7.7	16.8	
Mean	19.35	19.70	18.94	17.84	19.83	19.37	19.23	20.25	19.24	19.60	18.57	19.96	18.96	19.28	19.43	20.46	18.85	20.13	19.36	20.12	



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL			AGE			MEN			WOMEN			GENDER	
	UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE			
	40		55	40		55	40		55					
Total	500	144	301	35	63	121	14	81	180	20	210	290		
14/YOUNGER	3.6	7.3	2.0	1.3	11.7	2.9	-	3.8	1.5	2.2	5.6	2.1		
10/YOUNGER	1.4	2.9	0.9	-	6.5	1.6	-	-	0.5	-	2.8	0.3		
11	0.2	-	0.3	1.4	-	0.6	-	-	-	2.3	0.4	0.2		
12	0.2	-	-	-	-	-	-	-	-	-	0.5	-		
13	0.7	1.3	0.6	-	3.0	-	-	-	1.0	-	0.9	0.6		
14	1.0	3.1	0.3	-0.1	2.1	0.7	-	3.8	-	-0.2	1.0	1.0		
15-17	11.5	11.2	11.9	4.6	10.7	11.1	7.4	11.5	12.4	2.6	11.3	11.6		
15	2.5	2.1	1.8	-	4.9	0.7	-	-	2.6	-	3.0	2.1		
16	4.8	5.2	5.2	2.8	2.1	5.2	3.2	7.6	5.3	2.6	3.8	5.6		
17	4.1	3.8	4.8	1.7	3.8	5.3	4.2	3.9	4.5	-	4.5	3.9		
18/OLDER	75.1	73.8	75.2	86.1	71.9	74.1	73.5	75.3	76.0	95.2	73.2	76.4		
18	17.5	14.1	18.5	31.8	14.6	22.2	45.2	13.6	16.0	22.3	20.5	15.3		
19	2.1	3.2	1.7	2.2	4.4	2.8	5.2	2.3	0.9	-	3.3	1.2		
20	1.5	-	2.3	2.3	-	1.2	-	-	3.1	4.0	0.7	2.2		
21/OLDER	53.9	56.5	52.8	49.8	52.8	47.9	23.1	59.4	56.0	68.9	48.7	57.7		
DK/REFUSED	9.9	7.8	10.8	8.0	5.7	11.9	19.2	9.4	10.1	-	9.8	9.9		
Mean	19.35	19.15	19.45	19.52	18.58	19.24	18.79	19.61	19.58	19.94	18.98	19.62		

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11. OVER THE LAST FEW MONTHS, HAVE YOU SEEN, READ OR HEARD ANY ADS ABOUT STOPPING UNDERAGE DRINKING?

TOTAL	AREA													CHILDREN IN		APPROPRIATE TO			TALKED ABOUT		
	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	11-14	OVER 15	YES	NO/ NOT YET	
Total	500	158	64	18	76	141	60	81	89	45	44	21	56	35	299	197	239	203	36	462	38
YES	46.3	50.5	46.9	68.3	49.4	41.2	42.7	40.1	55.5	60.7	50.1	40.8	52.1	18.5	46.2	45.7	50.8	45.8	31.8	48.4	21.2
NO	53.0	48.4	53.1	31.7	48.4	58.8	57.3	59.9	43.7	37.6	49.9	59.2	47.9	79.3	52.9	53.9	49.2	52.6	68.2	51.1	76.8
DK/REFUSED	0.6	1.1	-	-	2.2	-	-	-	0.9	1.7	-	-	-	2.3	0.8	0.4	-	1.6	-	0.5	2.1



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11. OVER THE LAST FEW MONTHS, HAVE YOU SEEN, READ OR HEARD ANY ADS ABOUT STOPPING UNDERAGE DRINKING?

TOTAL	TALK ABOUT ALCOHOL ABUSE WITH YOUR CHILDREN			TALKED ABOUT ALCOHOL ABUSE LAST FEW MOS.		UNDERAGED DRINKING IN YOUR COMMUNITY					CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL			APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL			S/R/H: ADS STOP UNDERAGE DRINKING		TALKED TO CHILD ABOUT BRAIN DEVLPMNT		
	FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	LESS/ 14	15-17 18	OVER	YES	NO	YES	NO	
Total	500	178	214	68	382	74	422	213	209	50	297	98	199	200	18	57	375	232	265	352	145
YES	46.3	51.8	48.5	39.2	53.4	23.1	46.5	50.7	42.2	43.9	46.6	53.3	43.3	45.9	30.1	34.2	48.4	100.0	-	52.3	32.1
NO	53.0	47.8	51.1	59.7	45.9	76.9	52.9	49.3	56.6	54.5	53.1	46.7	56.3	53.3	69.9	65.8	50.9	-	100.0	47.4	66.8
DK/REFUSED	0.6	0.5	0.4	1.1	0.6	-	0.6	-	1.2	1.6	0.3	-	0.4	0.8	-	-	0.7	-	-	0.3	1.1



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11. OVER THE LAST FEW MONTHS, HAVE YOU SEEN, READ OR HEARD ANY ADS ABOUT STOPPING UNDERAGE DRINKING?

	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					HOW OFTEN DO YOU TALK TO YOUR CHILDREN ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN						UNDERAGE DRINKING AFFECTS TEEN HEALTH		TALKING ABOUT UNDERAGE DRINKING AFFECTS ON BRAIN HEALTH/DEVELOPMENT EFF./INEFF. WAY TO INFLUENCE THEIR DECISIONS						
	17/Younger	14/Younger	15-17	18-20	21+	TALK	Always	Some-times	NOT OFTEN	Rarely	Never	YES	NO	EFFECTIVE	Very	Some-what	INEFFECTIVE	Some-what	Very	
Total	500	106	55	51	139	221	326	148	178	126	86	40	461	24	419	249	170	67	47	20
YES	46.3	54.4	63.2	44.8	41.4	47.1	48.1	50.5	46.2	48.5	41.1	64.6	46.2	33.0	45.9	46.7	44.8	50.6	50.4	51.0
NO	53.0	45.6	36.8	55.2	56.8	52.5	51.3	48.9	53.3	50.9	58.0	35.4	53.4	67.0	53.3	53.0	53.8	49.4	49.6	49.0
DK/REFUSED	0.6	-	-	-	1.8	0.4	0.5	0.5	0.5	0.6	0.9	-	0.4	-	0.8	0.4	1.4	-	-	-



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11. OVER THE LAST FEW MONTHS, HAVE YOU SEEN, READ OR HEARD ANY ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL				HEARD OF SITE				VISITED SITE				HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK													
	TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		REGU-		2+		Once A		NOT		Every		Once A		RARELY		Rarely		Never	
	RG		RG		RG		RG		LARLY	Times/	Week	REGU-	Couple	Week	/NEVER		Weeks									
Total	500	181	310	35	453	172	100	72	65	30	35	261	115	145												
YES	46.3	63.3	35.9	57.5	45.4	49.2	53.1	43.7	46.2	47.3	45.1	44.0	43.1	44.7												
NO	53.0	36.7	63.0	42.5	53.9	50.8	46.9	56.3	52.6	52.7	52.6	55.1	56.9	53.6												
DK/REFUSED	0.6	-	1.0	-	0.7	-	-	-	1.2	-	2.2	0.9	-	1.7												



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11. OVER THE LAST FEW MONTHS, HAVE YOU SEEN, READ OR HEARD ANY ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	IDEOLOGY						PARTY					WHITE			AFRICAN AMERICAN			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	113	44	69	143	91	129	219	164	198	123	106	17	139	98	88	5	74	20
YES	46.3	48.7	44.5	51.5	41.6	48.0	50.1	49.2	42.7	55.1	38.6	36.9	49.2	42.1	54.1	39.1	70.2	53.0	36.3
NO	53.0	51.3	55.5	48.5	57.8	50.2	49.9	50.0	56.3	44.9	60.7	62.3	50.8	56.8	45.9	59.9	29.8	47.0	63.7
DK/REFUSED	0.6	-	-	-	0.6	1.8	-	0.8	1.0	-	0.7	0.8	-	1.1	-	1.0	-	-	-



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11. OVER THE LAST FEW MONTHS, HAVE YOU SEEN, READ OR HEARD ANY ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
Total	500	78	73	54	86	125	69	305	280	181	170	135	128	103	258
YES	46.3	47.5	63.5	37.9	38.4	50.2	39.1	44.8	47.9	43.9	50.4	44.4	51.5	47.0	44.3
NO	53.0	51.5	36.5	60.5	60.7	49.8	60.9	54.9	50.9	55.2	48.7	55.6	47.9	53.0	54.7
DK/REFUSED	0.6	1.0	-	1.6	0.9	-	-	0.3	1.2	0.9	0.9	-	0.6	-	1.0



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11. OVER THE LAST FEW MONTHS, HAVE YOU SEEN, READ OR HEARD ANY ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER
Total	500	305	74	88	99	99	280	90	100	129	305	154	190	280	180	129
YES	46.3	44.8	47.8	40.4	42.8	42.6	47.9	51.1	48.6	48.0	44.8	43.8	43.3	47.9	48.9	48.0
NO	53.0	54.9	52.2	59.6	57.2	56.6	50.9	47.9	50.6	50.8	54.9	56.2	56.3	50.9	50.2	50.8
DK/REFUSED	0.6	0.3	-	-	-	0.8	1.2	1.0	0.8	1.2	0.3	-	0.4	1.2	0.9	1.2



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11. OVER THE LAST FEW MONTHS, HAVE YOU SEEN, READ OR HEARD ANY ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL		MALE ONLY (CHILDREN)						FEMALE ONLY (CHILDREN)						BOTH (CHILDREN)					
	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER		
Total	500	110	53	63	96	55	44	98	42	62	90	65	32	95	58	64	92	60	52	
YES	46.3	48.9	45.0	50.4	41.1	38.6	42.9	45.1	46.8	45.0	56.9	60.2	56.5	39.2	39.3	35.1	46.0	45.9	46.8	
NO	53.0	51.1	55.0	49.6	57.2	59.8	55.3	54.1	53.2	53.8	41.3	38.6	41.0	60.8	60.7	64.9	54.0	54.1	53.2	
DK/REFUSED	0.6	-	-	-	1.8	1.6	1.8	0.8	-	1.2	1.7	1.2	2.6	-	-	-	-	-	-	

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## 11. OVER THE LAST FEW MONTHS, HAVE YOU SEEN, READ OR HEARD ANY ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL			MEN						WOMEN						MEN			WOMEN		
				14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	140	77	85	101	64	45	165	78	105	179	116	83	68	69	65	113	101	70		
YES	46.3	52.7	47.2	55.1	49.8	47.5	57.0	38.1	40.4	33.9	46.9	49.6	43.0	44.5	54.5	51.7	43.5	47.6	37.5		
NO	53.0	46.7	52.8	44.0	47.8	49.9	41.2	61.9	59.6	66.1	52.7	50.4	56.0	53.0	44.4	48.3	56.5	51.6	62.5		
DK/REFUSED	0.6	0.5	-	0.9	2.4	2.6	1.7	-	-	-	0.5	-	1.0	2.5	1.1	-	-	0.8	-		

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## 11. OVER THE LAST FEW MONTHS, HAVE YOU SEEN, READ OR HEARD ANY ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some Col-lege	COL-LEGE GRAD.	Col-lege Grad.	Post Grad. Work
Total	500	32	58	67	54	67	139	90	327	157	260	277	139	195	27	68	100	294	215	79
YES	46.3	50.0	34.1	46.2	48.6	50.5	46.9	39.8	47.8	42.5	48.2	45.6	46.9	44.5	47.6	39.8	46.8	47.5	44.4	56.0
NO	53.0	50.0	64.5	52.6	51.4	49.5	51.9	59.3	51.5	56.4	51.2	53.8	51.9	54.7	52.4	58.9	52.4	52.2	55.3	44.0
DK/REFUSED	0.6	-	1.4	1.2	-	-	1.2	0.9	0.8	1.0	0.6	0.6	1.2	0.9	-	1.3	0.8	0.3	0.4	-

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## 11. OVER THE LAST FEW MONTHS, HAVE YOU SEEN, READ OR HEARD ANY ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COL-	Col-	Post	LESS/ COL-	Col-	Post	SINGLE	MAR-	SEPA-	DIV-	WID-	MALE	FEMALE		
		COLLEG LEGE	lege	Grad.	COLLEG LEGE	lege	Grad.	Work	RIED	RATED	ORCED	OWED				
	GRAD.	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.	Work								
Total	500	89	116	84	32	106	178	131	48	39	373	11	57	9	168	205
YES	46.3	50.5	49.9	44.4	64.7	39.4	46.0	44.4	50.2	42.8	47.2	59.2	45.2	26.0	51.5	43.7
NO	53.0	48.5	49.4	54.7	35.3	59.8	54.0	55.6	49.8	57.2	52.1	40.8	53.4	74.0	47.5	56.0
DK/REFUSED	0.6	1.0	0.7	0.9	-	0.8	-	-	-	-	0.7	-	1.4	-	1.0	0.4

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## 11. OVER THE LAST FEW MONTHS, HAVE YOU SEEN, READ OR HEARD ANY ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT-ESTANT	CATH-OLIC	ATH-EIST	YES	NO	MALE	FEMALE	WHITE	NON-WHITE	Hisp-panic	Afr-ican	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN
Total	500	323	59	28	241	96	99	143	336	159	30	103	136	46	200	57	88	32	237	66
YES	46.3	50.6	37.4	34.0	53.0	43.7	62.8	46.1	44.7	49.2	38.8	50.0	44.7	67.1	44.7	36.4	39.4	59.0	46.4	47.7
NO	53.0	48.6	62.6	66.0	46.0	56.3	35.5	53.3	54.3	50.8	61.2	50.0	53.5	32.9	54.9	63.6	59.7	41.0	52.6	52.3
DK/REFUSED	0.6	0.8	-	-	1.0	-	1.7	0.6	1.0	-	-	-	1.8	-	0.4	-	0.9	-	1.0	-

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11. OVER THE LAST FEW MONTHS, HAVE YOU SEEN, READ OR HEARD ANY ADS ABOUT STOPPING UNDERAGE DRINKING?

	TOTAL	AGE			MEN			WOMEN			GENDER	
		UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE
		40		55	40		55	40		55		
Total	500	144	301	35	63	121	14	81	180	20	210	290
YES	46.3	45.1	49.1	27.4	58.1	45.7	53.1	35.0	51.5	9.0	49.9	43.7
NO	53.0	54.3	50.1	72.6	40.7	53.0	46.9	65.0	48.1	91.0	48.9	56.0
DK/REFUSED	0.6	0.5	0.8	-	1.3	1.4	-	-	0.4	-	1.2	0.3



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## 12. 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			
		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	11-14	OVER 15
Total Answering	232	80	30	12	38	58	26	32	49	27	22	9	29	6	138	90	121	93	11	224	8
SUBJECT RECALL ONLY	12.4	11.0	5.8	30.7	8.7	14.7	15.3	14.2	11.5	3.5	21.4	-	19.9	-	12.6	12.7	11.5	13.2	21.0	11.8	30.4
ANTI-DRINK & DRIVE	12.4	16.2	10.2	17.8	20.5	10.1	17.3	4.5	12.1	11.6	12.8	15.2	5.6	13.3	10.0	15.3	13.2	9.2	20.3	12.8	-
DON'T WAIT	10.7	12.0	17.7	-	11.4	8.2	-	14.6	9.2	8.5	10.2	9.4	17.2	-	7.7	14.0	10.4	10.7	19.1	10.2	24.4
DEATH/DISABILITY/INJURY	8.5	10.0	17.0	6.6	5.6	7.1	12.0	3.3	15.4	27.8	-	-0.4	-	-	7.1	11.0	6.3	11.6	-	8.5	9.3
ACCIDENTS/WRECKS	8.0	7.8	6.0	13.4	7.3	10.9	15.2	7.5	3.0	-	6.7	26.5	4.5	13.3	9.5	6.0	9.3	6.8	7.9	8.3	-
TALK TO KIDS/DRINKING	7.7	4.2	2.5	-	6.9	12.3	9.8	14.3	1.5	2.8	-	-	19.0	15.9	11.0	2.9	8.2	7.2	2.4	8.0	-
SEVERITY/DANGER	7.2	10.8	7.3	7.8	14.6	3.8	3.2	4.2	7.1	7.9	6.2	-	8.1	-	8.7	5.2	6.0	8.5	6.7	7.5	-
ANTI-UNDERAGE DRINKING	6.2	6.8	4.6	9.7	7.6	1.5	-	2.6	11.6	8.9	15.1	-	8.0	-	4.9	8.5	4.8	9.2	-	6.4	-
PARENTS W/ DISABLED KID	4.3	8.0	7.9	14.1	6.1	4.8	3.4	5.9	-	-	-	-	2.8	-	4.2	4.7	3.0	5.7	9.6	4.5	-
SAD/NEGATIVE AD	3.4	3.8	4.5	-	4.5	1.5	3.4	-	2.4	3.0	1.7	22.8	2.9	-	4.7	1.5	4.0	2.4	7.6	3.5	-
SCARE TACTIC/INEFFECTIVE	3.2	4.7	3.9	-	7.0	2.3	-	4.2	1.4	0.6	2.5	17.8	-	-	3.3	3.2	2.8	2.9	-	3.3	-
PARENTAL INFLUENCE	2.2	-	-	-	-	5.6	1.6	8.7	3.7	6.7	-	-	-	-	0.9	3.2	3.2	1.3	-	2.3	-
AFFECTS LIVES/RELATIONS	0.9	1.0	2.6	-	-	2.4	5.4	-	-	-	-	-	-	-	1.0	0.9	0.7	1.5	-	1.0	-
M.A.D.D.	0.9	-	-	-	-	-	-	-	-	-	-	8.7	4.8	-	1.0	0.8	0.6	1.5	-	1.0	-
POLICE/JAIL	0.9	1.5	3.9	-	-	-	-	-	1.7	3.0	-	-	-	-	0.6	1.3	1.6	-	-	0.9	-
TOO MUCH DRINK/NEED ADS	0.6	-	-	-	-	2.5	3.7	1.5	-	-	-	-	-	-	0.7	0.5	0.4	1.0	-	0.6	-
GIRL IN BACKSEAT	0.5	-	-	-	-	1.8	-	3.3	-	-	-	-	-	-	0.8	-	0.9	-	-	0.5	-
OTHER	0.4	-	-	-	-	-	-	-	1.8	3.3	-	-	-	-	-	1.0	-	1.0	-	0.4	-



**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

NC STATEWIDE - PARENTS OF CHILDREN GRADES 6-12

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12. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

TOTAL	AREA													CHILDREN IN		APPROPRIATE TO			TALKED ABOUT		
	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	11-14 15	OVER	YES	NO/ NOT YET	
DON'T KNOW	9.6	2.3	6.1	-	-	10.6	9.9	11.2	17.4	12.4	23.5	-	7.0	57.6	11.4	7.3	13.2	6.2	5.3	8.7	35.9



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	TALK ABOUT ALCOHOL ABUSE WITH YOUR CHILDREN			TALKED ABOUT ALCOHOL ABUSE LAST FEW MOS.		UNDERAGED DRINKING IN YOUR COMMUNITY				CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL				APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL			S/R/H: ADS STOP UNDERAGE DRINKING		TALKED TO CHILD ABOUT BRAIN DEVLPMT	
		FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	LESS/ 14	15-17 18	OVER 18	YES	NO	YES	NO
Total Answering	232	92	104	26	204	17	196	108	88	22	138	52	86	92	5	20	182	232	-	184	47
SUBJECT RECALL ONLY	12.4	15.1	9.4	10.2	12.9	-	11.3	10.3	12.5	20.2	14.2	9.9	16.7	10.0	-1.0	13.6	12.9	12.4	-	11.5	16.5
ANTI-DRINK & DRIVE	12.4	10.7	11.7	21.4	11.5	30.4	12.0	5.7	19.7	19.5	8.0	9.8	6.9	19.1	-	19.3	12.9	12.4	-	12.9	9.2
DON'T WAIT	10.7	4.3	17.2	3.3	10.5	8.0	12.6	14.0	10.9	-	11.0	8.7	12.3	10.4	-	5.4	11.5	10.7	-	10.6	11.2
DEATH/DISABILITY/INJURY	8.5	7.8	8.6	10.6	8.2	12.8	7.9	8.7	7.0	8.9	9.9	12.9	8.1	6.5	34.5	-	8.8	8.5	-	8.1	10.4
ACCIDENTS/WRECKS	8.0	9.4	8.1	5.2	7.9	13.4	8.1	8.4	7.7	11.6	8.3	9.7	7.5	7.6	24.4	6.1	7.5	8.0	-	6.6	13.4
TALK TO KIDS/DRINKING	7.7	5.5	10.0	8.9	7.9	10.5	8.2	8.9	7.4	-	7.8	1.7	11.5	7.7	-	-	8.7	7.7	-	7.4	9.1
SEVERITY/DANGER	7.2	11.8	3.0	9.9	8.2	-	7.7	9.4	5.6	-	5.9	5.9	5.9	9.3	-	6.5	7.3	7.2	-	9.1	-
ANTI-UNDERAGE DRINKING	6.2	10.4	4.6	-	7.1	-	5.7	6.1	5.1	6.3	4.1	8.4	1.5	9.5	-	11.1	6.0	6.2	-	6.0	7.1
PARENTS W/ DISABLED KID	4.3	4.7	4.6	3.3	4.5	5.1	2.7	1.6	4.0	16.6	4.3	3.9	4.6	4.4	-	7.9	4.2	4.3	-	4.4	4.1
SAD/NEGATIVE AD	3.4	2.4	3.9	6.4	3.2	7.9	3.6	5.4	1.3	3.9	4.5	6.8	3.1	1.8	-	8.6	2.5	3.4	-	3.8	1.8
SCARE TACTIC/INEFFECTIVE	3.2	0.5	5.4	4.8	3.0	7.4	3.8	1.8	6.1	-	4.4	3.5	4.9	-	-	-	3.3	3.2	-	4.0	-
PARENTAL INFLUENCE	2.2	2.9	2.3	-	1.8	-	2.6	4.3	0.5	-	1.9	1.6	2.1	2.6	26.3	-	1.0	2.2	-	2.0	3.1
AFFECTS LIVES/RELATIONS	0.9	-	2.1	-	1.1	-	1.1	2.0	-	-	1.6	1.5	1.6	-	-	-	1.2	0.9	-	1.2	-
M.A.D.D.	0.9	-	0.7	5.3	1.1	-	1.1	0.7	1.6	-	1.6	2.7	0.9	-	-	-	1.2	0.9	-	1.2	-
POLICE/JAIL	0.9	0.9	1.1	-	1.0	-	1.0	0.8	1.3	-	1.4	-	2.3	-	-	4.0	0.7	0.9	-	0.6	1.8
TOO MUCH DRINK/NEED ADS	0.6	1.0	0.5	-	0.7	-	0.7	1.3	-	-	1.0	2.8	-	-	-	-	0.3	0.6	-	0.8	-
GIRL IN BACKSEAT	0.5	1.1	-	-	0.5	-	0.5	1.0	-	-	0.8	2.0	-	-	-	-	-	0.5	-	0.6	-
OTHER	0.4	1.0	-	-	0.4	-	0.5	-	1.0	-	0.7	-	1.1	-	-	-	0.5	0.4	-	0.5	-



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12. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

TOTAL	TALK ABOUT ALCOHOL ABUSE WITH YOUR CHILDREN			TALKED ABOUT ALCOHOL ABUSE LAST FEW MOS.		UNDERAGED DRINKING IN YOUR COMMUNITY					CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL			APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL			S/R/H: ADS STOP UNDERAGE DRINKING		TALKED TO CHILD ABOUT BRAIN DEVLPMNT		
	FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	LESS/ 14	15-17 18	OVER	YES	NO	YES	NO	
DON'T KNOW	9.6	10.5	6.7	10.7	8.7	4.4	9.0	9.7	8.2	13.0	8.8	8.3	9.1	11.1	15.7	17.6	9.7	9.6	-	9.0	12.3



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12. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					HOW OFTEN DO YOU TALK TO YOUR CHILDREN ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN					UNDERAGE DRINKING AFFECTS TEEN HEALTH		TALKING ABOUT UNDERAGE DRINKING AFFECTS ON BRAIN HEALTH/DEVELOPMENT EFF./INEFF. WAY TO INFLUENCE THEIR DECISIONS						
		17/Younger	14/Younger	15-17	18-20	21+	TALK	Always	Some-times	NOT OFTEN	Rarely	Never	YES	NO	EFFECTIVE	Very	Some-what	INEFFECTIVE	Some-what	Very
Total Answering	232	58	35	23	58	104	157	75	82	61	36	26	213	8	193	116	76	34	24	10
SUBJECT RECALL ONLY	12.4	14.6	14.4	14.8	16.6	10.4	12.3	15.1	9.7	11.6	6.8	18.4	12.2	24.5	12.5	13.1	11.7	13.8	12.5	16.9
ANTI-DRINK & DRIVE	12.4	14.3	14.7	13.6	6.6	15.9	13.4	9.2	17.3	9.9	9.6	10.4	11.4	10.2	12.7	14.2	10.4	12.2	5.5	27.6
DON'T WAIT	10.7	4.9	8.1	-	10.4	14.5	8.9	4.6	12.7	14.4	19.6	7.3	10.8	-	9.8	11.4	7.4	17.0	20.1	9.8
DEATH/DISABILITY/INJURY	8.5	7.3	5.5	10.0	7.4	9.0	9.5	9.4	9.6	6.6	11.5	-0.1	9.2	-	8.5	8.3	8.8	9.7	13.9	-
ACCIDENTS/WRECKS	8.0	13.1	10.9	16.3	1.5	7.8	8.4	9.6	7.4	8.5	7.3	10.3	8.7	-	8.4	6.4	11.5	2.6	3.8	-
TALK TO KIDS/DRINKING	7.7	8.6	2.5	17.9	7.0	6.1	8.7	9.8	7.7	6.8	11.7	-	8.4	-	7.9	8.0	7.7	4.9	7.1	-
SEVERITY/DANGER	7.2	5.9	9.8	-	5.8	8.8	8.7	8.8	8.6	4.9	4.9	4.8	7.1	-	8.2	11.2	3.8	-	-	-
ANTI-UNDERAGE DRINKING	6.2	8.5	6.7	11.2	3.4	6.5	5.1	5.4	4.9	8.3	2.5	16.2	6.1	17.7	4.9	7.0	1.6	14.8	5.9	35.4
PARENTS W/ DISABLED KID	4.3	7.4	10.5	2.6	6.0	2.2	2.7	3.1	2.4	9.3	10.6	7.5	3.9	5.1	4.6	5.1	3.9	3.2	4.6	-
SAD/NEGATIVE AD	3.4	2.3	3.8	-	6.4	2.8	2.8	2.9	2.6	5.2	3.5	7.6	3.5	-	4.1	1.9	7.4	-	-	-
SCARE TACTIC/INEFFECTIVE	3.2	-	-	-	4.6	4.6	2.6	3.8	1.5	3.3	2.0	5.1	3.5	-	2.4	1.2	4.1	3.9	5.6	-
PARENTAL INFLUENCE	2.2	-	-	-	7.4	-	2.3	3.0	1.7	2.3	4.0	-	2.4	-	2.6	2.1	3.5	-	-	-
AFFECTS LIVES/RELATIONS	0.9	-	-	-	-	-	0.5	-	1.0	2.2	-	5.3	1.0	-	1.1	1.9	-	-	-	-
M.A.D.D.	0.9	2.4	4.0	-	-	0.7	1.4	1.9	0.9	-	-	-	0.4	17.6	0.4	-	1.0	4.2	6.0	-
POLICE/JAIL	0.9	-	-	-	1.4	1.1	0.7	1.1	0.4	1.3	2.3	-	0.9	-	1.0	0.7	1.6	-	-	-
TOO MUCH DRINK/NEED ADS	0.6	0.8	1.4	-	-	0.9	0.9	1.9	-	-	-	-	0.7	-	0.7	0.4	1.3	-	-	-
GIRL IN BACKSEAT	0.5	-	-	-	1.8	-	0.7	-	1.3	-	-	-	0.5	-	-	-	-	3.1	-	10.3
OTHER	0.4	-	-	-	-	0.9	0.6	-	1.1	-	-	-	0.4	-	0.5	-	1.2	-	-	-



**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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(Continued)

12. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

TOTAL	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					HOW OFTEN DO YOU TALK TO YOUR CHILDREN ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN					UNDERAGE DRINKING AFFECTS TEEN HEALTH		TALKING ABOUT UNDERAGE DRINKING AFFECTS ON BRAIN HEALTH/DEVELOPMENT EFF./INEFF. WAY TO INFLUENCE THEIR DECISIONS							
	17/Younger	14/Younger	15-17	18-20	21+	TALK	Always	Some-times	NOT OFTEN	Rarely	Never	YES	NO	EFFECTIVE	Very	Some-what	INEFFECTIVE	Some-what	Very	
DON'T KNOW	9.6	10.0	7.7	13.5	13.9	7.7	9.8	10.4	9.3	5.2	3.7	7.3	9.0	25.0	9.5	7.1	13.2	10.5	15.0	-



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL				HEARD OF SITE		VISITED SITE		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK								
	TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		REGU-	2+	Once A	NOT	Every	Once A	RARELY	Rarely	Never
	RG	RG	RG	RG	RG	RG	RG	RG	LARLY	Times/	Week	REGU-	Couple	Week	/NEVER		
Total Answering	232	114	111	20	206	85	53	32	30	14	16	115	50	65			
SUBJECT RECALL ONLY	12.4	14.5	11.0	20.6	11.0	9.4	10.0	8.3	17.9	19.2	16.8	13.5	17.1	10.8			
ANTI-DRINK & DRIVE	12.4	12.2	13.1	10.6	12.5	13.3	12.2	15.2	10.8	7.0	14.3	11.5	10.8	12.0			
DON'T WAIT	10.7	15.0	6.8	10.5	11.0	11.2	15.2	4.5	13.3	22.3	5.1	9.8	13.8	6.7			
DEATH/DISABILITY/INJURY	8.5	6.3	10.1	4.6	9.1	11.4	16.6	2.6	11.2	7.6	14.4	5.8	7.9	4.2			
ACCIDENTS/WRECKS	8.0	9.6	5.5	13.2	7.7	11.8	8.7	17.0	4.0	6.1	2.1	6.3	8.8	4.4			
TALK TO KIDS/DRINKING	7.7	6.9	9.0	4.5	8.2	6.3	3.2	11.3	2.5	5.3	-	10.3	8.2	11.8			
SEVERITY/DANGER	7.2	7.3	6.2	10.7	6.4	5.9	5.8	5.9	5.2	-	9.9	8.9	7.5	9.9			
ANTI-UNDERAGE DRINKING	6.2	2.2	10.6	-	6.6	5.2	8.4	-	4.6	9.6	-	7.5	1.7	11.9			
PARENTS W/ DISABLED KID	4.3	7.0	0.4	8.6	4.0	6.3	10.1	-	6.5	7.6	5.5	2.4	2.5	2.3			
SAD/NEGATIVE AD	3.4	3.7	3.3	-	3.8	2.3	-	6.2	4.0	-	7.5	4.2	5.2	3.3			
SCARE TACTIC/INEFFECTIVE	3.2	3.8	2.7	-	3.6	1.6	-	4.2	0.6	-	1.1	4.0	2.5	5.2			
PARENTAL INFLUENCE	2.2	1.3	3.3	-	2.5	-	-	-	6.0	12.7	-	2.8	4.5	1.5			
AFFECTS LIVES/RELATIONS	0.9	0.7	1.2	-	1.1	-	-	-	4.6	-	8.7	0.7	-	1.2			
M.A.D.D.	0.9	1.2	0.7	-	1.0	-	-	-	4.7	-	8.9	0.7	-	1.2			
POLICE/JAIL	0.9	0.7	1.1	-	1.0	2.3	-	6.3	-	-	-	-	-	-			
TOO MUCH DRINK/NEED ADS	0.6	0.4	0.9	-	0.7	-	-	-	-	-	-	1.3	1.9	0.7			
GIRL IN BACKSEAT	0.5	-	0.9	-	0.5	-	-	-	-	-	-	0.9	-	1.6			
OTHER	0.4	-	0.8	-	0.4	1.1	1.7	-	-	-	-	-	-	-			



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12. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

TOTAL	HEARD OF SITE		VISITED SITE		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK									
	TALKITOUTNC.O	TALKITOUTNC.O	TALKITOUTNC.O	TALKITOUTNC.O	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY /NEVER	Rarely	Never	
DON'T KNOW	9.6	7.4	12.4	16.8	8.9	12.0	8.0	18.6	4.2	2.6	5.7	9.5	7.4	11.1



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	IDEOLOGY						PARTY						WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total Answering	232	55	20	35	60	44	64	108	70	109	47	39	8	58	53	35	4	39	7
SUBJECT RECALL ONLY	12.4	11.9	9.8	13.0	15.6	9.3	11.5	10.6	11.2	12.2	15.5	7.6	52.6	12.2	17.4	16.5	-	3.4	22.3
ANTI-DRINK & DRIVE	12.4	9.5	4.1	12.6	13.1	13.1	11.6	12.2	8.7	12.5	16.5	14.3	27.3	8.2	5.4	13.6	-	19.0	22.8
DON'T WAIT	10.7	10.2	14.9	7.5	13.9	13.8	7.9	10.2	11.6	13.1	4.4	5.3	-	13.6	13.5	6.0	-	13.6	-
DEATH/DISABILITY/INJURY	8.5	11.4	-0.2	17.8	12.5	7.4	1.4	3.9	4.7	9.6	12.5	12.8	10.7	5.7	7.6	11.6	-	11.9	25.6
ACCIDENTS/WRECKS	8.0	9.7	8.4	10.5	9.2	6.6	7.3	7.0	8.1	6.8	11.2	13.6	-	9.2	6.0	12.5	-	10.9	-
TALK TO KIDS/DRINKING	7.7	4.2	11.6	-	4.4	10.9	12.3	11.7	9.2	5.7	9.4	11.4	-	8.2	9.2	9.7	23.9	3.4	14.6
SEVERITY/DANGER	7.2	10.0	8.5	10.9	1.4	9.4	7.8	8.4	6.5	9.3	0.8	0.9	-	6.4	8.4	-	-	9.6	-
ANTI-UNDERAGE DRINKING	6.2	3.0	-	4.7	-	4.9	15.7	11.3	8.1	6.7	4.4	5.4	-	6.7	-	2.6	38.2	15.5	-
PARENTS W/ DISABLED KID	4.3	3.1	-	4.9	4.1	6.4	4.7	5.4	6.2	3.3	4.3	5.2	-	5.9	3.6	2.7	-	4.4	14.7
SAD/NEGATIVE AD	3.4	6.6	9.9	4.8	3.5	2.0	-	0.8	2.4	5.0	-	-	-	2.9	2.6	-	-	8.4	-
SCARE TACTIC/INEFFECTIVE	3.2	-	-	-	6.9	-	5.0	3.0	2.1	3.6	3.2	3.9	-	2.3	5.0	4.4	-	-	-
PARENTAL INFLUENCE	2.2	1.5	-	2.3	2.4	4.2	1.6	2.6	3.2	1.3	2.1	2.6	-	3.9	2.6	-	-	-	-
AFFECTS LIVES/RELATIONS	0.9	-	-	-	-	-	3.4	2.0	1.1	1.3	-	-	-	-	-	-	-	-	-
M.A.D.D.	0.9	-	-	-	2.4	1.7	-	0.7	3.1	-	-	-	-	1.3	-	-	37.9	-	-
POLICE/JAIL	0.9	-	-	-	0.6	1.8	1.3	1.5	2.3	0.3	-	-	-	1.4	-	-	-	-	-
TOO MUCH DRINK/NEED ADS	0.6	-	-	-	1.6	-	0.7	0.4	-	0.9	-	-	-	-	1.8	-	-	-	-
GIRL IN BACKSEAT	0.5	-	-	-	-	-	1.6	1.0	-	-	2.2	2.7	-	-	-	3.1	-	-	-
OTHER	0.4	-	-	-	1.5	-	-	-	-	-	1.9	2.3	-	-	-	2.6	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL			IDEOLOGY			PARTY					WHITE			AFRICAN AMERICAN				
	LIB- ERAL	Very	Swt.	MOD- ERATE	Swt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
DON'T KNOW	9.6	18.9	33.0	11.1	7.0	8.6	6.3	7.2	11.3	8.3	11.6	12.1	9.4	12.2	17.0	14.6	-	-	-



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPU- LICAN	DEMO- CRAT	INDEP- ENDENT	REPU- LICAN	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL
Total Answering	232	37	46	21	33	63	27	137	134	79	86	60	66	49	114
SUBJECT RECALL ONLY	12.4	13.6	9.2	13.4	8.6	14.4	17.2	8.7	14.8	11.8	9.9	18.3	17.0	13.0	9.9
ANTI-DRINK & DRIVE	12.4	3.6	15.0	24.1	14.5	10.6	10.7	13.7	11.1	12.6	13.3	10.3	15.9	10.8	11.3
DON'T WAIT	10.7	7.6	7.1	-	16.2	17.6	7.7	10.0	13.8	11.9	9.9	10.9	9.2	11.6	11.2
DEATH/DISABILITY/INJURY	8.5	2.0	7.1	5.2	7.8	11.5	18.0	7.9	9.1	5.7	10.7	10.0	11.4	17.0	3.5
ACCIDENTS/WRECKS	8.0	3.6	5.9	18.7	13.2	7.4	5.5	8.7	4.3	9.9	8.8	2.8	6.4	4.5	10.5
TALK TO KIDS/DRINKING	7.7	10.0	4.5	12.4	8.2	6.6	7.1	8.1	6.1	14.9	4.9	3.1	6.2	9.0	8.2
SEVERITY/DANGER	7.2	7.7	9.4	-	5.3	9.3	1.3	4.8	7.6	4.8	6.5	10.1	3.6	7.3	8.7
ANTI-UNDERAGE DRINKING	6.2	12.2	13.0	10.2	3.5	2.0	-	8.5	7.4	5.7	2.9	12.3	5.8	4.3	7.4
PARENTS W/ DISABLED KID	4.3	7.1	4.2	-	5.2	2.7	7.6	5.8	4.1	1.4	6.4	5.6	1.7	5.7	5.4
SAD/NEGATIVE AD	3.4	2.3	2.8	-	2.5	6.6	-	3.7	3.2	6.2	3.4	-	4.6	2.5	3.2
SCARE TACTIC/INEFFECTIVE	3.2	4.0	5.7	-	-	2.1	5.7	4.1	3.1	5.2	0.6	4.5	0.3	5.4	4.1
PARENTAL INFLUENCE	2.2	3.9	-	-	2.5	2.2	3.7	3.0	1.8	1.0	1.6	3.1	1.5	5.5	1.2
AFFECTS LIVES/RELATIONS	0.9	-	3.0	-	2.4	-	-	1.0	0.6	-	1.6	1.3	2.1	1.6	-
M.A.D.D.	0.9	5.8	-	-	-	-	-	1.6	0.6	0.9	1.6	-	-	-	1.9
POLICE/JAIL	0.9	-	-	-	4.9	0.6	-	1.5	0.9	2.0	-	0.6	1.3	0.8	0.7
TOO MUCH DRINK/NEED ADS	0.6	-	2.1	-	-	-	-	-	1.1	0.6	1.1	-	1.5	-	-
GIRL IN BACKSEAT	0.5	-	-	-	-	-	3.9	-	0.8	-	1.2	-	-	-	0.9
OTHER	0.4	-	-	4.4	-	-	-	-	0.7	-	-	1.5	1.4	-	-

**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

NC STATEWIDE - PARENTS OF CHILDREN GRADES 6-12

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(Continued)

12. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA			
	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL	
DON'T KNOW	9.6	16.8	11.0	11.6	5.3	6.4	11.6	8.9	9.1	5.4	15.5	5.6	10.4	1.0	11.9

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER
Total Answering	232	137	35	35	43	42	134	46	48	62	137	68	82	134	88	62
SUBJECT RECALL ONLY	12.4	8.7	8.3	14.1	5.1	11.0	14.8	19.3	9.5	16.7	8.7	8.8	7.1	14.8	14.5	16.7
ANTI-DRINK & DRIVE	12.4	13.7	14.3	17.5	10.1	12.3	11.1	11.8	9.6	9.9	13.7	16.7	9.8	11.1	11.5	9.9
DON'T WAIT	10.7	10.0	9.0	15.5	8.8	4.1	13.8	13.5	14.6	12.1	10.0	12.8	6.6	13.8	15.1	12.1
DEATH/DISABILITY/INJURY	8.5	7.9	19.9	2.5	6.4	12.5	9.1	7.1	4.9	12.2	7.9	11.8	9.7	9.1	6.4	12.2
ACCIDENTS/WRECKS	8.0	8.7	2.9	8.6	7.3	13.7	4.3	3.2	4.4	8.3	8.7	6.0	10.8	4.3	3.4	8.3
TALK TO KIDS/DRINKING	7.7	8.1	12.5	8.6	4.8	5.6	6.1	4.3	10.9	1.5	8.1	11.0	5.4	6.1	8.2	1.5
SEVERITY/DANGER	7.2	4.8	5.8	7.1	4.0	3.7	7.6	5.6	9.3	5.0	4.8	4.9	4.0	7.6	8.1	5.0
ANTI-UNDERAGE DRINKING	6.2	8.5	5.5	10.0	11.3	7.5	7.4	5.6	12.8	8.2	8.5	8.1	9.7	7.4	7.0	8.2
PARENTS W/ DISABLED KID	4.3	5.8	2.4	4.9	10.9	3.7	4.1	3.7	2.0	6.1	5.8	3.8	7.5	4.1	3.0	6.1
SAD/NEGATIVE AD	3.4	3.7	-	-	7.7	4.1	3.2	-	5.3	2.7	3.7	-	6.1	3.2	2.9	2.7
SCARE TACTIC/INEFFECTIVE	3.2	4.1	-	-	10.2	3.1	3.1	8.6	2.7	0.3	4.1	-	6.8	3.1	4.5	0.3
PARENTAL INFLUENCE	2.2	3.0	4.0	-	6.2	3.4	1.8	-	2.9	1.6	3.0	2.1	4.9	1.8	1.6	1.6
AFFECTS LIVES/RELATIONS	0.9	1.0	-	-	-	3.3	0.6	-	1.6	1.3	1.0	-	1.7	0.6	0.9	1.3
M.A.D.D.	0.9	1.6	-	2.1	3.3	-	0.6	-	-	1.2	1.6	1.1	1.7	0.6	-	1.2
POLICE/JAIL	0.9	1.5	-	2.3	1.9	0.9	0.9	1.8	-	0.6	1.5	1.2	1.4	0.9	0.9	0.6
TOO MUCH DRINK/NEED ADS	0.6	-	-	-	-	-	1.1	1.0	1.0	1.5	-	-	-	1.1	0.5	1.5
GIRL IN BACKSEAT	0.5	-	-	-	-	-	0.8	-	2.2	-	-	-	-	0.8	1.2	-
OTHER	0.4	-	-	-	-	-	0.7	-	1.9	1.5	-	-	-	0.7	1.0	1.5

**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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12. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

TOTAL	AGE OF CHILDREN									AGE OF CHILDREN						
	14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	
DON'T KNOW	9.6	8.9	15.4	6.7	2.1	11.2	9.1	14.5	4.4	9.2	8.9	11.6	6.8	9.1	9.2	9.2



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL		MALE ONLY (CHILDREN)					FEMALE ONLY (CHILDREN)					BOTH (CHILDREN)						
	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	
Total Answering	232	54	24	32	39	21	19	44	20	28	51	39	18	37	23	23	42	28	24
SUBJECT RECALL ONLY	12.4	13.3	12.7	12.9	12.8	10.5	14.9	0.9	-	1.5	16.4	16.6	15.0	11.4	12.8	5.9	15.0	14.7	20.1
ANTI-DRINK & DRIVE	12.4	14.4	17.1	11.5	14.6	14.4	14.2	17.6	20.0	13.6	11.1	14.4	4.6	8.7	14.3	2.7	8.1	5.1	10.9
DON'T WAIT	10.7	11.1	7.7	13.0	12.5	13.0	11.5	7.6	17.0	-	13.7	17.9	-	11.8	15.2	5.8	15.5	12.6	22.0
DEATH/DISABILITY/INJURY	8.5	6.9	15.6	5.7	2.1	-	4.4	11.7	11.6	15.1	12.5	5.3	30.1	5.2	8.5	8.6	11.7	13.0	5.7
ACCIDENTS/WRECKS	8.0	11.2	6.9	13.8	4.6	-	9.6	9.6	7.0	10.2	6.4	6.0	18.5	4.4	4.5	7.2	1.5	2.3	-
TALK TO KIDS/DRINKING	7.7	12.4	18.3	7.3	16.9	26.9	5.0	8.3	12.0	4.7	0.9	1.2	-	2.0	3.3	3.4	2.6	3.9	-
SEVERITY/DANGER	7.2	3.1	3.8	2.4	5.5	6.6	4.0	1.8	-	2.9	8.9	8.6	6.6	10.0	9.0	7.5	8.2	8.4	4.7
ANTI-UNDERAGE DRINKING	6.2	4.5	1.4	6.5	8.8	12.7	4.0	7.1	-	11.2	0.5	-	1.4	16.1	22.6	12.4	14.6	12.6	16.9
PARENTS W/ DISABLED KID	4.3	-	-	-	2.8	-	5.8	10.3	13.2	10.0	2.0	-	5.7	9.1	-	15.0	8.0	9.6	7.0
SAD/NEGATIVE AD	3.4	6.1	-	10.2	4.3	-	9.0	3.9	-	6.2	5.0	6.6	-	-	-	-	-	-	-
SCARE TACTIC/INEFFECTIVE	3.2	5.2	-	8.8	3.3	6.1	-	-	-	-	-	-	-	7.6	-	12.6	6.7	9.6	0.7
PARENTAL INFLUENCE	2.2	1.5	-	2.6	-	-	-	3.2	-	5.1	2.7	3.6	-	4.9	6.3	8.1	-	-	-
AFFECTS LIVES/RELATIONS	0.9	-	-	-	-	-	-	3.1	-	4.9	-	-	-	-	-	-	1.9	2.9	3.3
M.A.D.D.	0.9	1.4	3.1	-	1.9	-	4.0	3.2	-	5.0	-	-	-	-	-	-	-	-	-
POLICE/JAIL	0.9	3.0	3.5	2.5	2.1	3.9	-	-	-	-	-	-	-	1.0	-	1.6	0.9	-	1.5
TOO MUCH DRINK/NEED ADS	0.6	-	-	-	1.2	2.3	-	-	-	-	1.9	-	5.4	-	-	-	-	-	-
GIRL IN BACKSEAT	0.5	-	-	-	-	-	-	-	-	-	2.1	2.7	-	-	-	-	-	-	-
OTHER	0.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.1	3.3	3.8





# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL			MEN						WOMEN						MEN			WOMEN		
	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH			
Total Answering	232	74	36	47	50	31	26	63	31	36	84	58	36	30	38	34	49	48	26		
SUBJECT RECALL ONLY	12.4	7.4	5.4	7.5	15.7	18.3	8.9	10.1	12.8	6.6	14.2	12.5	22.4	13.2	7.6	16.5	10.9	11.7	20.6		
ANTI-DRINK & DRIVE	12.4	12.1	13.5	9.8	12.4	17.8	8.6	15.7	20.3	9.9	10.3	8.2	10.9	12.3	18.2	7.9	12.8	9.4	13.2		
DON'T WAIT	10.7	8.8	14.1	3.8	6.8	6.8	5.2	11.5	11.4	10.3	18.0	19.4	17.1	4.6	8.3	5.2	16.4	11.2	18.4		
DEATH/DISABILITY/INJURY	8.5	5.1	8.3	3.9	2.7	-	5.3	11.3	15.8	17.3	12.9	9.8	17.2	6.3	2.0	7.3	5.4	17.4	13.6		
ACCIDENTS/WRECKS	8.0	6.3	2.8	10.0	3.7	3.0	7.1	11.5	9.7	11.8	4.6	3.6	9.1	10.8	5.9	3.1	9.3	11.0	2.3		
TALK TO KIDS/DRINKING	7.7	9.8	14.3	6.0	5.1	8.4	-	6.2	7.3	4.4	6.7	8.1	2.6	12.2	7.4	5.4	16.5	2.8	-		
SEVERITY/DANGER	7.2	6.8	5.7	6.3	5.6	4.1	6.1	2.5	4.1	0.9	8.8	10.1	4.2	5.0	4.7	11.5	4.7	7.8	8.4		
ANTI-UNDERAGE DRINKING	6.2	12.4	10.8	15.4	17.1	16.1	19.5	3.8	5.1	2.3	1.5	2.2	-	13.9	4.4	18.1	0.7	1.7	4.8		
PARENTS W/ DISABLED KID	4.3	4.8	2.4	7.5	3.5	-	6.8	6.9	5.5	7.4	4.5	4.6	5.7	-	10.1	2.2	2.2	3.6	10.1		
SAD/NEGATIVE AD	3.4	1.8	-	2.8	2.5	1.2	3.3	5.8	-	10.3	3.6	3.8	2.3	7.2	1.0	-	5.6	5.4	-		
SCARE TACTIC/INEFFECTIVE	3.2	5.6	-	8.8	5.7	8.7	0.7	2.4	-	4.3	1.5	2.2	-	4.2	-	8.1	5.7	1.1	-		
PARENTAL INFLUENCE	2.2	1.9	3.9	3.1	-	-	-	4.2	-	7.4	2.9	2.4	2.8	-	-	4.2	1.7	2.9	1.6		
AFFECTS LIVES/RELATIONS	0.9	1.9	-	2.9	-	-	-	-	-	-	0.9	1.4	2.2	-	3.7	-	-	-	3.0		
M.A.D.D.	0.9	2.9	2.1	3.0	1.5	-	2.9	-	-	-	-	-	-	2.5	3.7	-	-	-	-		
POLICE/JAIL	0.9	-	-	-	-	-	-	3.2	2.6	3.3	1.4	1.4	1.0	-	-	-	3.3	-	1.4		
TOO MUCH DRINK/NEED ADS	0.6	-	-	-	1.9	-	3.7	-	-	-	0.6	0.8	-	-	2.5	-	1.0	-	-		
GIRL IN BACKSEAT	0.5	-	-	-	-	-	-	-	-	-	1.3	1.8	-	-	-	-	-	2.2	-		
OTHER	0.4	-	-	-	1.8	3.0	3.5	-	-	-	-	-	-	-	-	2.7	-	-	-		

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL			MEN						WOMEN									
	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH	
DON'T KNOW	9.6	12.3	16.8	9.1	13.9	12.5	18.4	4.9	5.5	3.8	6.2	7.4	2.5	7.8	20.5	7.9	3.9	11.7	2.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some Col-lege	COL-LEGE GRAD.	Col-lege Grad.	Post Grad. Work
Total Answering	232	16	20	31	26	34	65	36	156	67	125	126	65	87	13	27	47	140	95	44
SUBJECT RECALL ONLY	12.4	6.2	6.4	17.3	10.8	8.4	15.5	6.3	13.5	11.4	12.6	10.5	15.5	12.1	36.3	14.4	4.0	11.9	11.8	12.2
ANTI-DRINK & DRIVE	12.4	34.3	7.0	16.2	18.1	5.4	4.1	19.3	9.1	17.8	7.4	14.6	4.1	10.1	-	15.2	10.0	14.2	16.1	10.0
DON'T WAIT	10.7	-	16.6	7.9	13.6	21.7	12.5	9.1	13.7	8.5	15.2	13.1	12.5	10.3	-	5.0	16.2	11.3	11.2	11.5
DEATH/DISABILITY/INJURY	8.5	11.3	4.2	4.9	5.2	9.7	10.9	7.4	8.5	6.2	9.4	7.0	10.9	7.7	14.8	2.6	8.7	9.3	7.1	14.1
ACCIDENTS/WRECKS	8.0	-	-	6.8	15.5	9.9	11.0	-	10.7	3.2	11.6	7.5	11.0	7.6	0.2	7.1	10.0	7.4	9.8	2.3
TALK TO KIDS/DRINKING	7.7	-	9.6	15.3	-	3.9	10.9	5.3	8.4	9.9	6.7	6.3	10.9	8.7	6.9	6.2	10.6	7.0	5.9	9.4
SEVERITY/DANGER	7.2	16.2	4.2	7.1	11.5	3.8	7.3	9.6	7.2	8.4	7.2	7.8	7.3	7.1	-	8.8	8.0	6.9	6.5	7.7
ANTI-UNDERAGE DRINKING	6.2	20.4	-	8.3	4.2	17.2	-1.0	9.2	5.6	8.8	5.0	10.1	-1.0	10.1	34.7	8.2	4.5	4.0	4.6	2.8
PARENTS W/ DISABLED KID	4.3	-	18.6	-	3.1	4.6	4.1	10.2	3.2	5.5	4.1	4.8	4.1	4.3	-	9.3	2.6	4.5	2.8	8.1
SAD/NEGATIVE AD	3.4	5.1	9.9	-	-	1.1	3.3	7.8	1.6	4.2	2.0	2.5	3.3	2.9	-	-	5.5	3.8	2.8	6.0
SCARE TACTIC/INEFFECTIVE	3.2	-	-	-	-	-	8.0	-	3.4	-	4.2	-	8.0	2.2	-	-	4.1	4.0	4.5	2.9
PARENTAL INFLUENCE	2.2	-	4.2	-	-	4.2	-	2.3	0.9	1.2	1.1	1.8	-	1.4	-	3.0	0.9	2.7	4.0	-
AFFECTS LIVES/RELATIONS	0.9	-	-	-	-	-	2.1	-	0.9	-	1.1	-	2.1	0.9	-	2.9	-	1.0	-	3.1
M.A.D.D.	0.9	-	-	-	2.9	-	-	-	0.5	-	0.6	0.6	-	0.9	-	-	1.6	1.0	1.5	-
POLICE/JAIL	0.9	-	-	-	-	-	3.0	-	1.3	-	1.6	-	3.0	-	-	-	-	1.2	0.9	1.8
TOO MUCH DRINK/NEED ADS	0.6	-	-	3.1	-	-	0.7	-	0.9	1.4	0.4	0.8	0.7	1.7	-	5.3	-	-	-	-
GIRL IN BACKSEAT	0.5	6.6	-	-	-	-	-	3.0	-	1.6	-	0.8	-	1.2	-	3.9	-	-	-	-
OTHER	0.4	-	-	-	-	-	1.4	-	0.6	-	0.7	-	1.4	-	-	-	-	0.6	-	2.0



**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

NC STATEWIDE - PARENTS OF CHILDREN GRADES 6-12

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(Continued)

12. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some Col-lege	COL-LEGE GRAD.	Col-lege Grad.	Post Grad. Work
DON'T KNOW	9.6	-	19.3	13.3	15.2	10.2	6.0	10.6	9.9	11.9	9.1	12.1	6.0	10.7	7.1	8.0	13.3	9.1	10.5	6.0



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COL-   Col-   Post	LESS/ COL-   Col-   Post	SINGLE   MAR-   SEPA-   DIV-   WID-	MALE	FEMALE										
		COLLEG   LEGE   lege   Grad.   COLLEG   LEGE   lege   Grad.	COLLEG   LEGE   lege   Grad.   COLLEG   LEGE   lege   Grad.	RIED   RATED   ORCED   OWED												
	GRAD.   GRAD.   Grad.   Work   GRAD.   GRAD.   Grad.   Work	GRAD.   GRAD.   Grad.   Work   GRAD.   GRAD.   Grad.   Work														
Total Answering	232	45	58	37	20	42	82	58	24	17	176	7	26	2	87	89
SUBJECT RECALL ONLY	12.4	16.2	9.0	9.6	7.9	7.6	14.0	13.2	15.9	8.6	14.4	-	8.9	-	11.6	17.0
ANTI-DRINK & DRIVE	12.4	12.7	13.1	13.1	13.0	7.5	15.0	18.1	7.5	36.1	10.0	24.2	8.8	-	9.7	10.4
DON'T WAIT	10.7	7.3	5.2	3.2	8.7	13.5	15.7	16.4	13.9	11.4	10.2	-	18.9	-	5.0	15.2
DEATH/DISABILITY/INJURY	8.5	5.9	4.2	3.7	5.3	9.6	12.9	9.3	21.6	-	8.9	-	12.7	34.5	3.7	13.9
ACCIDENTS/WRECKS	8.0	3.0	8.9	11.1	5.0	12.6	6.4	9.0	-	8.9	6.6	21.0	3.7	65.5	6.4	6.8
TALK TO KIDS/DRINKING	7.7	3.4	11.8	10.8	13.5	14.4	3.7	2.7	5.9	-	9.3	-	3.7	-	9.6	9.0
SEVERITY/DANGER	7.2	5.2	8.3	4.7	15.0	9.1	5.9	7.7	1.5	18.2	5.5	-	15.6	-	5.8	5.2
ANTI-UNDERAGE DRINKING	6.2	18.8	6.1	9.5	-	0.8	2.5	1.4	5.3	-	8.2	-	-	-	13.9	2.7
PARENTS W/ DISABLED KID	4.3	6.5	2.8	-	7.9	1.9	5.7	4.6	8.3	-	4.6	12.4	4.2	-	5.2	4.0
SAD/NEGATIVE AD	3.4	1.9	2.9	1.0	6.4	4.0	4.5	4.0	5.7	16.8	2.2	5.5	3.2	-	2.9	1.5
SCARE TACTIC/INEFFECTIVE	3.2	3.0	4.8	4.0	6.3	1.3	3.4	4.9	-	-	4.2	-	-	-	4.6	3.8
PARENTAL INFLUENCE	2.2	-	2.5	3.8	-	2.9	2.9	4.2	-	-	2.3	-	-	-	1.7	3.0
AFFECTS LIVES/RELATIONS	0.9	-	2.4	-	6.7	1.9	-	-	-	-	1.2	-	-	-	1.6	0.9
M.A.D.D.	0.9	1.7	2.4	3.7	-	-	-	-	-	-	1.2	-	-	-	2.5	-
POLICE/JAIL	0.9	-	-	-	-	-	2.0	1.4	3.3	-	0.7	12.0	-	-	-	1.3
TOO MUCH DRINK/NEED ADS	0.6	2.1	-	-	-	1.1	-	-	-	-	0.8	-	-	-	1.1	0.5
GIRL IN BACKSEAT	0.5	-	-	-	-	2.5	-	-	-	-	-	-	4.1	-	-	-
OTHER	0.4	-	1.6	-	4.4	-	-	-	-	-	0.5	-	-	-	1.0	-



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE - PARENTS OF CHILDREN GRADES 6-12

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(Continued)

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

	TOTAL				MEN				WOMEN				MARITAL STATUS				MARRIED	
	LESS/ COLLEGE GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	LESS/ COLLEGE GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	SINGLE	MAR- RIED	SEPA- RATED	DIV- ORCED	WID- OWED	MALE	FEMALE			
DON'T KNOW	9.6	12.3	14.1	21.8	-	9.0	5.5	3.1	11.2	-	9.2	24.9	16.0	-	13.6	4.8		

**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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12. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROTESTANT	CATHOLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican	WHITE	AFR- ICAN	WHITE	AFR- ICAN	WHITE	AFR- ICAN	WHITE	AFR- ICAN
Total Answering	232	163	22	10	128	42	62	66	150	78	12	51	61	31	90	21	35	19	110	31
SUBJECT RECALL ONLY	12.4	11.2	21.8	-	10.7	8.8	8.0	13.1	15.0	8.3	19.4	5.8	15.9	4.3	14.4	7.9	21.4	8.8	11.5	4.2
ANTI-DRINK & DRIVE	12.4	12.8	10.9	8.7	11.9	6.5	9.2	14.5	8.2	20.7	21.5	19.6	5.6	16.2	10.0	24.7	8.7	15.5	8.5	23.0
DON'T WAIT	10.7	13.0	-	-	8.0	26.4	5.1	10.9	11.4	9.6	-	11.1	6.8	7.5	14.6	16.2	13.5	20.5	11.4	5.9
DEATH/DISABILITY/INJURY	8.5	8.2	8.2	14.3	7.5	13.1	6.5	8.4	7.5	10.7	15.6	12.7	1.2	14.3	11.8	10.4	-	10.2	10.3	14.8
ACCIDENTS/WRECKS	8.0	7.5	3.9	17.3	8.6	5.6	9.0	8.1	8.6	6.7	-	8.2	6.9	9.0	9.7	7.1	12.5	-	6.4	9.0
TALK TO KIDS/DRINKING	7.7	8.7	-	22.8	9.7	5.9	9.8	9.7	9.2	5.2	-	6.4	8.5	7.9	9.6	4.2	8.4	-	9.5	10.5
SEVERITY/DANGER	7.2	8.9	2.1	-	10.5	2.8	9.6	11.3	6.3	7.8	10.6	7.2	6.8	7.6	5.9	6.7	7.9	-	6.1	11.9
ANTI-UNDERAGE DRINKING	6.2	6.1	3.6	28.7	9.8	-	18.1	1.9	3.2	12.6	-	14.4	6.6	24.3	0.9	-	-	17.9	4.4	13.0
PARENTS W/ DISABLED KID	4.3	3.4	17.0	-	2.1	6.7	3.0	1.2	4.2	4.7	-	5.5	7.5	-	2.0	13.5	5.5	9.2	4.0	3.5
SAD/NEGATIVE AD	3.4	2.7	3.9	-	3.4	4.7	2.1	4.6	2.5	5.3	-	6.3	2.0	4.3	2.8	9.3	-	10.4	3.4	4.2
SCARE TACTIC/INEFFECTIVE	3.2	3.7	-	-	3.7	3.2	2.2	5.1	4.0	-	-	-	4.4	-	3.8	-	8.2	-	2.4	-
PARENTAL INFLUENCE	2.2	2.2	1.8	-	1.8	3.4	2.3	1.3	2.4	1.8	12.1	-	2.4	-	2.5	-	4.1	-	2.0	-
AFFECTS LIVES/RELATIONS	0.9	0.5	-	-	0.6	3.3	-	1.2	-	2.8	6.8	-	-	-	-	-	-	-	-	-
M.A.D.D.	0.9	1.3	-	-	1.7	-	3.5	-	0.5	1.8	-	2.7	1.2	4.6	-	-	-	7.5	0.7	-
POLICE/JAIL	0.9	1.0	-	-	1.3	-	-	2.5	0.5	1.0	6.8	-	-	-	0.9	-	-	-	0.8	-
TOO MUCH DRINK/NEED ADS	0.6	0.9	-	-	0.7	1.1	1.5	-	1.0	-	-	-	1.6	-	0.5	-	-	-	1.3	-
GIRL IN BACKSEAT	0.5	0.6	-	-	0.8	-	-	1.6	0.7	-	-	-	-	-	1.2	-	-	-	1.0	-
OTHER	0.4	-	4.1	-	-	-	-	-	0.6	-	-	-	1.5	-	-	-	-	-	0.8	-



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE - PARENTS OF CHILDREN GRADES 6-12

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(Continued)

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

TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN	WOMEN		UNDER 40		OVER 40			
	PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	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	9.6	7.3	22.7	8.3	7.2	8.6	10.0	4.6	14.1	1.1	7.3	-	21.1	-	9.3	-	9.7	-	15.4	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	AGE			MEN			WOMEN			GENDER	
		UNDER 40	41-55	OVER 55	UNDER 40	41-55	OVER 55	UNDER 40	41-55	OVER 55	MALE	FEMALE
Total Answering	232	65	148	9	37	55	8	28	92	2	105	127
SUBJECT RECALL ONLY	12.4	16.4	10.8	-	11.1	10.9	-	23.2	10.8	-	11.9	12.9
ANTI-DRINK & DRIVE	12.4	13.5	12.5	14.9	17.1	10.0	18.5	8.7	14.0	-	12.6	12.1
DON'T WAIT	10.7	16.0	9.7	-	12.9	2.8	-	20.0	13.9	-	6.0	14.6
DEATH/DISABILITY/INJURY	8.5	5.7	10.8	-0.3	5.2	5.8	-	6.4	13.9	-1.7	4.9	11.5
ACCIDENTS/WRECKS	8.0	6.7	7.1	6.7	3.6	9.3	0.3	10.7	5.8	33.8	7.6	8.3
TALK TO KIDS/DRINKING	7.7	4.5	9.3	7.9	7.9	8.4	9.8	-	9.8	-	7.9	7.5
SEVERITY/DANGER	7.2	4.2	8.0	14.9	2.4	9.0	18.5	6.6	7.3	-	7.7	6.8
ANTI-UNDERAGE DRINKING	6.2	7.0	6.9	-7.0	12.5	14.6	-8.7	-	2.2	-	11.4	1.9
PARENTS W/ DISABLED KID	4.3	5.6	3.6	10.7	5.3	2.9	13.2	6.1	4.0	-	4.3	4.3
SAD/NEGATIVE AD	3.4	3.0	3.4	9.1	-	4.6	-	6.9	2.8	47.5	2.4	4.2
SCARE TACTIC/INEFFECTIVE	3.2	6.4	1.9	-	7.1	2.7	-	5.4	1.4	-	3.8	2.7
PARENTAL INFLUENCE	2.2	2.2	1.8	-	3.9	-	-	-	2.9	-	1.4	2.9
AFFECTS LIVES/RELATIONS	0.9	-	1.5	-	-	2.5	-	-	0.9	-	1.3	0.6
M.A.D.D.	0.9	2.2	0.5	-	3.8	1.3	-	-	-	-	2.1	-
POLICE/JAIL	0.9	-	1.1	3.9	-	-	-	-	1.7	20.4	-	1.6
TOO MUCH DRINK/NEED ADS	0.6	-	0.3	10.1	-	-	12.5	-	0.5	-	0.9	0.4
GIRL IN BACKSEAT	0.5	-	0.7	-	-	-	-	-	1.1	-	-	0.8
OTHER	0.4	-	0.6	-	-	1.6	-	-	-	-	0.9	-

**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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(Continued)

12. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL			AGE			MEN			WOMEN			GENDER	
	UNDER 40	41-55	OVER 55	MALE	FEMALE									
DON'T KNOW	9.6	6.5	9.5	29.1	7.0	13.4	35.9	5.8	7.2	-	13.0	6.9		



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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13. NOW SWITCHING TOPICS, HAVE YOU TALKED WITH YOUR CHILDREN ABOUT WHAT'S GOOD AND BAD FOR THEIR BRAIN OR HOW THEIR BRAIN DEVELOPS AS THEY GROW UP?

	TOTAL	AREA												CHILDREN IN		APPROPRIATE TO		TALKED ABOUT			
		GRADES 6-12	GRADES 6-12	START TALKING ABOUT	ALCOHOL ABUSE	ALCOHOL ABUSE	ALCOHOL ABUSE	ALCOHOL ABUSE	ALCOHOL ABUSE	ALCOHOL ABUSE	ALCOHOL ABUSE	ALCOHOL ABUSE	ALCOHOL ABUSE	ALCOHOL ABUSE	ALCOHOL ABUSE	ALCOHOL ABUSE	ALCOHOL ABUSE	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	LESS/ 10	11-14	OVER 15	YES	NO/ NOT YET
Total	500	158	64	18	76	141	60	81	89	45	44	21	56	35	299	197	239	203	36	462	38
YES	70.4	79.0	83.1	76.0	76.3	66.6	74.0	61.1	70.0	73.5	66.4	76.1	71.1	43.3	71.5	68.6	74.9	65.6	65.6	72.2	48.4
NO	29.1	19.2	14.7	20.6	22.6	33.4	26.0	38.9	30.0	26.5	33.6	23.9	28.9	56.7	27.8	31.1	25.1	33.7	30.6	27.2	51.6
DK/REFUSED	0.6	1.8	2.1	3.3	1.1	-	-	-	-	-	-	-	-	-	0.7	0.3	-	0.7	3.8	0.6	-



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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13. NOW SWITCHING TOPICS, HAVE YOU TALKED WITH YOUR CHILDREN ABOUT WHAT'S GOOD AND BAD FOR THEIR BRAIN OR HOW THEIR BRAIN DEVELOPS AS THEY GROW UP?

	TOTAL	TALK ABOUT ALCOHOL ABUSE WITH YOUR CHILDREN			TALKED ABOUT ALCOHOL ABUSE LAST FEW MOS.		UNDERAGED DRINKING IN YOUR COMMUNITY					CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL			APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL			S/R/H: ADS STOP UNDERAGE DRINKING		TALKED TO CHILD ABOUT BRAIN DEVLPMNT	
		FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	LESS/ 14	15-17 18	OVER	YES	NO	YES	NO
Total	500	178	214	68	382	74	422	213	209	50	297	98	199	200	18	57	375	232	265	352	145
YES	70.4	79.1	69.8	60.6	75.9	55.9	72.5	74.4	70.6	58.2	68.4	73.0	66.2	73.2	67.4	61.0	69.6	79.6	62.9	100.0	-
NO	29.1	19.7	30.0	39.4	23.4	44.1	26.9	24.9	29.0	40.6	31.3	27.0	33.4	25.8	32.6	39.0	30.0	20.2	36.6	-	100.0
DK/REFUSED	0.6	1.2	0.3	-	0.7	-	0.5	0.6	0.4	1.2	0.3	-	0.4	1.0	-	-	0.4	0.3	0.5	-	-



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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13. NOW SWITCHING TOPICS, HAVE YOU TALKED WITH YOUR CHILDREN ABOUT WHAT'S GOOD AND BAD FOR THEIR BRAIN OR HOW THEIR BRAIN DEVELOPS AS THEY GROW UP?

TOTAL	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					HOW OFTEN DO YOU TALK TO YOUR CHILDREN ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN						UNDERAGE DRINKING AFFECTS TEEN HEALTH		TALKING ABOUT UNDERAGE DRINKING AFFECTS ON BRAIN HEALTH/DEVELOPMENT EFF./INEFF. WAY TO INFLUENCE THEIR DECISIONS						
	17/Younger	14/Younger	15-17	18-20	21+	TALK	Always	Some-times	NOT OFTEN	Rarely	Never	YES	NO	EFFECTIVE	Very	Some-what	INEFFECTIVE	Some-what	Very	
Total	500	106	55	51	139	221	326	148	178	126	86	40	461	24	419	249	170	67	47	20
YES	70.4	69.0	80.6	56.5	65.2	75.4	79.8	88.7	72.5	53.0	56.4	45.7	70.5	61.5	74.2	78.9	67.3	50.0	47.9	54.8
NO	29.1	31.0	19.4	43.5	34.2	24.3	19.9	10.8	27.5	47.0	43.6	54.3	28.9	38.5	25.5	21.1	31.9	50.0	52.1	45.2
DK/REFUSED	0.6	-	-	-	0.6	0.3	0.2	0.5	-	-	-	-	0.6	-	0.3	-	0.8	-	-	-



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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13. NOW SWITCHING TOPICS, HAVE YOU TALKED WITH YOUR CHILDREN ABOUT WHAT'S GOOD AND BAD FOR THEIR BRAIN OR HOW THEIR BRAIN DEVELOPS AS THEY GROW UP?

	TOTAL		HEARD OF SITE		VISITED SITE		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK																		
	TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		REGU-			2+		Once A		NOT		Every		Once A		RARELY		Rarely		Never	
	RG		YES	NO	YES	NO	LARLY	Times/	Week	REGU-	Couple	Week	LARLY	Weeks	NEVER										
Total	500	181	310	35	453	172	100	72	65	30	35	261	115	145											
YES	70.4	80.3	64.2	89.4	68.6	73.2	71.8	75.1	57.9	46.9	67.4	71.4	66.0	75.7											
NO	29.1	19.0	35.4	10.6	30.8	25.7	28.2	22.2	42.1	53.1	32.6	28.3	34.0	23.7											
DK/REFUSED	0.6	0.8	0.5	-	0.6	1.1	-	2.7	-	-	-	0.3	-	0.6											



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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13. NOW SWITCHING TOPICS, HAVE YOU TALKED WITH YOUR CHILDREN ABOUT WHAT'S GOOD AND BAD FOR THEIR BRAIN OR HOW THEIR BRAIN DEVELOPS AS THEY GROW UP?

	TOTAL	IDEOLOGY						PARTY						WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	113	44	69	143	91	129	219	164	198	123	106	17	139	98	88	5	74	20
YES	70.4	71.9	77.6	68.2	69.5	65.1	75.8	71.4	66.8	73.8	68.4	64.2	94.2	63.9	68.1	70.0	74.1	79.4	63.5
NO	29.1	26.9	22.4	29.8	29.5	34.9	24.2	28.6	32.7	25.5	31.2	35.2	5.8	35.6	30.5	30.0	25.9	20.6	33.5
DK/REFUSED	0.6	1.2	-	2.0	1.0	-	-	-	0.5	0.7	0.5	0.6	-	0.6	1.4	-	-	-	3.0



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13. NOW SWITCHING TOPICS, HAVE YOU TALKED WITH YOUR CHILDREN ABOUT WHAT'S GOOD AND BAD FOR THEIR BRAIN OR HOW THEIR BRAIN DEVELOPS AS THEY GROW UP?

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
Total	500	78	73	54	86	125	69	305	280	181	170	135	128	103	258
YES	70.4	64.5	71.7	60.4	68.9	75.0	74.6	68.4	75.8	71.8	70.2	70.7	77.5	68.0	69.4
NO	29.1	35.5	28.3	38.4	30.2	23.9	25.4	31.4	23.2	27.4	29.3	28.8	20.9	32.0	30.3
DK/REFUSED	0.6	-	-	1.1	0.9	1.1	-	0.2	1.0	0.7	0.5	0.4	1.5	-	0.3



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13. NOW SWITCHING TOPICS, HAVE YOU TALKED WITH YOUR CHILDREN ABOUT WHAT'S GOOD AND BAD FOR THEIR BRAIN OR HOW THEIR BRAIN DEVELOPS AS THEY GROW UP?

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/  YOUN-  GER	11/  YOUN-  GER	12	13	14	15/  OLDER	15	16	17/  OLDER	14/  YOUN-  GER	12/  YOUN-  GER	13-14	15/  OLDER	15-16	17/  OLDER
Total	500	305	74	88	99	99	280	90	100	129	305	154	190	280	180	129
YES	70.4	68.4	61.2	67.8	65.4	71.6	75.8	76.6	75.8	76.2	68.4	64.4	69.4	75.8	74.9	76.2
NO	29.1	31.4	38.8	31.5	34.0	27.8	23.2	23.4	23.6	21.6	31.4	35.2	30.3	23.2	24.7	21.6
DK/REFUSED	0.6	0.2	-	0.7	0.6	0.6	1.0	-	0.6	2.1	0.2	0.4	0.3	1.0	0.3	2.1

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13. NOW SWITCHING TOPICS, HAVE YOU TALKED WITH YOUR CHILDREN ABOUT WHAT'S GOOD AND BAD FOR THEIR BRAIN OR HOW THEIR BRAIN DEVELOPS AS THEY GROW UP?

	TOTAL		MALE ONLY (CHILDREN)					FEMALE ONLY (CHILDREN)					BOTH (CHILDREN)						
	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	
Total	500	110	53	63	96	55	44	98	42	62	90	65	32	95	58	64	92	60	52
YES	70.4	73.5	70.8	76.1	73.8	73.0	75.4	61.3	63.6	59.6	79.3	79.4	76.1	70.5	59.9	72.6	73.8	71.8	76.2
NO	29.1	26.5	29.2	23.9	24.7	27.0	21.5	38.7	36.4	40.4	19.8	20.6	21.4	28.8	39.0	26.4	25.5	27.2	22.6
DK/REFUSED	0.6	-	-	-	1.4	-	3.1	-	-	-	0.9	-	2.6	0.6	1.0	0.9	0.7	1.0	1.2

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13. NOW SWITCHING TOPICS, HAVE YOU TALKED WITH YOUR CHILDREN ABOUT WHAT'S GOOD AND BAD FOR THEIR BRAIN OR HOW THEIR BRAIN DEVELOPS AS THEY GROW UP?

	TOTAL			MEN						WOMEN						MEN			WOMEN		
				14/  YOUN-	12/  YOUN-	13-14	15/  OLDER	15-16	17/  OLDER	14/  YOUN-	12/  YOUN-	13-14	15/  OLDER	15-16	17/  OLDER	MALE  ONLY	FEMALE  ONLY	BOTH	MALE  ONLY	FEMALE  ONLY	BOTH
Total	500	140	77	85	101	64	45	165	78	105	179	116	83	68	69	65	113	101	70		
YES	70.4	63.2	59.3	62.9	71.4	70.7	72.5	72.7	69.5	74.6	78.3	77.3	78.2	59.4	71.3	68.0	79.2	69.5	73.2		
NO	29.1	36.3	39.9	36.4	28.0	28.4	26.2	27.3	30.5	25.4	20.5	22.7	19.2	40.6	28.7	31.1	19.6	29.7	26.8		
DK/REFUSED	0.6	0.4	0.8	0.7	0.6	0.9	1.3	-	-	-	1.2	-	2.6	-	-	0.9	1.2	0.8	-		

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13. NOW SWITCHING TOPICS, HAVE YOU TALKED WITH YOUR CHILDREN ABOUT WHAT'S GOOD AND BAD FOR THEIR BRAIN OR HOW THEIR BRAIN DEVELOPS AS THEY GROW UP?

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some College	COLLEGE GRAD.	Col- lege Grad.	Post Grad. Work
Total	500	32	58	67	54	67	139	90	327	157	260	277	139	195	27	68	100	294	215	79
YES	70.4	88.0	60.8	68.0	64.0	75.9	72.6	70.5	70.9	69.4	71.7	69.9	72.6	63.9	76.8	54.9	66.6	75.7	74.3	79.4
NO	29.1	12.0	39.2	30.8	36.0	24.1	27.4	29.5	28.8	30.1	28.3	29.8	27.4	35.6	23.2	45.1	32.6	23.6	24.8	20.6
DK/REFUSED	0.6	-	-	1.2	-	-	-	-	0.2	0.5	-	0.3	-	0.4	-	-	0.8	0.7	0.9	-



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13. NOW SWITCHING TOPICS, HAVE YOU TALKED WITH YOUR CHILDREN ABOUT WHAT'S GOOD AND BAD FOR THEIR BRAIN OR HOW THEIR BRAIN DEVELOPS AS THEY GROW UP?

	TOTAL				MEN				WOMEN				MARITAL STATUS				MARRIED	
	LESS/ COLLEGE GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	LESS/ COLLEGE GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	SINGLE	MAR- RIED	SEPA- RATED	DIV- ORCED	WID- OWED	MALE	FEMALE			
Total	500	89	116	84	32	106	178	131	48	39	373	11	57	9	168	205		
YES	70.4	60.8	70.3	68.4	75.2	66.5	79.2	78.1	82.2	79.5	71.8	76.8	57.5	91.5	68.5	74.6		
NO	29.1	39.2	29.2	30.9	24.8	32.7	20.0	20.8	17.8	20.5	27.8	23.2	40.1	8.5	31.2	25.0		
DK/REFUSED	0.6	-	0.5	0.7	-	0.8	0.8	1.0	-	-	0.4	-	2.4	-	0.4	0.4		



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13. NOW SWITCHING TOPICS, HAVE YOU TALKED WITH YOUR CHILDREN ABOUT WHAT'S GOOD AND BAD FOR THEIR BRAIN OR HOW THEIR BRAIN DEVELOPS AS THEY GROW UP?

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE			MEN		WOMEN		UNDER 40		OVER 40		
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican	WHITE	AFR- ICAN	WHITE	AFR- ICAN	WHITE	AFR- ICAN	WHITE	AFR- ICAN
Total	500	323	59	28	241	96	99	143	336	159	30	103	136	46	200	57	88	32	237	66
YES	70.4	72.0	71.3	73.5	73.3	68.8	72.5	73.9	67.2	77.2	82.2	76.7	60.9	71.8	71.6	80.6	57.8	85.0	71.0	73.0
NO	29.1	27.7	28.7	26.5	26.4	31.2	27.5	25.6	32.1	22.4	17.8	22.7	39.1	26.9	27.3	19.4	42.2	15.0	28.1	26.1
DK/REFUSED	0.6	0.2	-	-	0.3	-	-	0.6	0.6	0.4	-	0.6	-	1.3	1.1	-	-	-	0.9	0.9

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13. NOW SWITCHING TOPICS, HAVE YOU TALKED WITH YOUR CHILDREN ABOUT WHAT'S GOOD AND BAD FOR THEIR BRAIN OR HOW THEIR BRAIN DEVELOPS AS THEY GROW UP?

	TOTAL	AGE			MEN			WOMEN			GENDER	
		UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE
		40	55	40	55	40	55	40	55			
Total	500	144	301	35	63	121	14	81	180	20	210	290
YES	70.4	67.6	71.4	75.9	62.3	66.8	75.5	71.7	74.5	76.1	66.0	73.5
NO	29.1	32.4	27.9	22.4	37.7	33.2	20.3	28.3	24.3	23.9	33.7	25.7
DK/REFUSED	0.6	-	0.7	1.7	-	-	4.2	-	1.2	-	0.3	0.7

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14. AT ABOUT WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED?

	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	11-14 15	OVER	YES	NO/ NOT YET	
Total	500	158	64	18	76	141	60	81	89	45	44	21	56	35	299	197	239	203	36	462	38
17/YOUNGER	21.2	26.6	15.7	42.9	31.9	18.5	17.1	19.5	18.9	23.7	14.1	13.2	20.6	20.0	22.5	19.4	20.8	20.5	38.0	21.4	18.8
14/YOUNGER	11.0	15.1	7.1	32.1	17.9	7.2	9.6	5.4	13.2	17.2	9.2	6.3	9.1	8.3	12.4	9.3	9.5	10.5	29.2	11.2	8.6
15-17	10.2	11.5	8.6	10.8	14.1	11.3	7.4	14.1	5.7	6.5	4.9	7.0	11.5	11.6	10.1	10.1	11.3	10.1	8.9	10.2	10.2
18-20	27.9	24.5	31.0	6.1	23.4	33.2	29.0	36.2	23.3	26.6	20.0	17.5	27.6	39.8	27.9	27.9	26.7	28.5	27.7	27.5	31.8
21/OLDER	44.1	44.9	46.7	51.0	41.9	41.9	44.4	39.9	46.9	39.6	54.4	47.6	44.2	40.2	42.2	46.7	47.0	42.8	29.2	44.4	40.4
DK/REFUSED	6.8	4.0	6.6	-	2.7	6.5	9.5	4.3	10.8	10.1	11.5	21.7	7.6	-	7.4	6.0	5.5	8.2	5.1	6.6	9.0
Mean	20.31	19.37	20.12	18.77	18.90	20.26	20.18	20.31	21.82	19.39	24.34	20.91	21.21	19.60	20.03	20.73	20.75	20.27	16.90	20.39	19.39



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14. AT ABOUT WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED?

	TOTAL	TALK ABOUT ALCOHOL ABUSE WITH YOUR CHILDREN			TALKED ABOUT ALCOHOL ABUSE LAST FEW MOS.		UNDERAGED DRINKING IN YOUR COMMUNITY					CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL			APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL			S/R/H: ADS STOP UNDERAGE DRINKING		TALKED TO CHILD ABOUT BRAIN DEVLPMNT	
		FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	LESS/ 14	15-17 18	OVER 18	YES	NO	YES	NO
Total	500	178	214	68	382	74	422	213	209	50	297	98	199	200	18	57	375	232	265	352	145
17/YOUNGER	21.2	26.0	19.2	15.3	21.2	21.2	20.3	21.8	18.9	31.8	20.7	20.6	20.7	22.4	27.6	11.8	22.1	25.0	18.3	20.8	22.7
14/YOUNGER	11.0	16.1	8.7	5.5	12.4	6.0	10.5	12.4	8.7	20.1	9.6	13.3	7.8	13.3	15.3	-	11.8	15.1	7.7	12.6	7.4
15-17	10.2	9.9	10.5	9.9	8.8	15.2	9.8	9.4	10.2	11.6	11.1	7.4	13.0	9.0	12.3	11.8	10.3	9.9	10.6	8.2	15.3
18-20	27.9	24.0	28.1	34.6	25.3	39.5	26.4	24.1	28.8	38.2	25.6	30.0	23.4	31.0	19.1	33.8	27.6	24.9	29.9	25.8	32.8
21/OLDER	44.1	40.5	47.4	46.8	46.3	35.2	45.8	47.5	44.1	28.2	46.2	42.0	48.3	41.3	53.3	45.7	44.7	44.9	43.7	47.3	36.9
DK/REFUSED	6.8	9.5	5.3	3.2	7.2	4.0	7.5	6.7	8.2	1.8	7.5	7.4	7.6	5.4	-	8.7	5.6	5.2	8.2	6.1	7.6
Mean	20.31	19.96	20.61	21.06	20.51	19.81	20.55	20.36	20.76	17.93	20.53	20.11	20.74	19.97	19.27	23.11	20.08	20.22	20.40	20.29	20.35



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14. AT ABOUT WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED?

	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					HOW OFTEN DO YOU TALK TO YOUR CHILDREN ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN						UNDERAGE DRINKING AFFECTS TEEN HEALTH		TALKING ABOUT UNDERAGE DRINKING AFFECTS ON BRAIN HEALTH/DEVELOPMENT EFF./INEFF. WAY TO INFLUENCE THEIR DECISIONS						
	17/YOUNGER	14/Younger	15-17	18-20	21+	TALK	Always	Some-times	NOT OFTEN	Rarely	Never	YES	NO	EFFECTIVE	Very what	Some-INEFF-ECTIVE	Some-what	Very what		
Total	500	106	55	51	139	221	326	148	178	126	86	40	461	24	419	249	170	67	47	20
17/YOUNGER	21.2	100.0	100.0	100.0	-	-	22.2	24.0	20.8	19.6	16.7	25.9	21.1	21.9	21.6	23.0	19.6	21.5	25.7	12.0
14/YOUNGER	11.0	52.0	100.0	-	-	-	12.8	18.6	8.0	7.2	4.9	12.4	11.2	15.1	11.1	13.8	7.2	11.4	11.1	12.0
15-17	10.2	48.0	-	100.0	-	-	9.4	5.3	12.8	12.4	11.9	13.5	10.0	6.8	10.6	9.3	12.4	10.1	14.5	-
18-20	27.9	-	-	-	100.0	-	27.0	21.8	31.2	28.4	32.0	20.7	28.1	28.5	29.3	29.1	29.5	23.6	22.1	26.9
21/OLDER	44.1	-	-	-	-	100.0	43.9	44.2	43.7	47.3	51.3	38.6	43.9	41.9	42.5	41.9	43.4	53.6	50.4	61.0
DK/REFUSED	6.8	-	-	-	-	-	6.9	10.0	4.4	4.7	-	14.8	6.8	7.7	6.6	6.0	7.5	1.3	1.8	-
Mean	20.31	12.58	9.48	15.94	19.08	24.81	20.11	20.24	20.01	21.16	21.17	21.15	20.19	21.54	20.18	20.01	20.42	20.94	20.04	22.99



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14. AT ABOUT WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED?

	TOTAL				HEARD OF SITE				VISITED SITE				HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK														
	TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		REGU-		2+		Once A		NOT		Every		Once A		RARELY		Rarely		Never		
	RG		RG		RG		RG		LARLY	Times/	Week	REGU-	Couple	Week	/NEVER		Week	Week	Week	Week	Week	Week	Week	Week	Week	Week	
Total	500	181	310	35	453	172	100	72	65	30	35	261	115	145													
17/YOUNGER	21.2	20.5	21.9	24.4	20.9	16.7	13.9	20.5	22.2	20.2	23.9	24.2	26.3	22.6													
14/YOUNGER	11.0	10.8	11.5	12.0	11.1	9.0	10.3	7.3	7.5	-0.3	14.2	13.4	16.2	11.2													
15-17	10.2	9.7	10.4	12.4	9.9	7.6	3.6	13.2	14.7	20.5	9.7	10.9	10.1	11.4													
18-20	27.9	28.6	27.2	35.6	27.5	27.2	23.9	31.8	30.8	42.8	20.5	27.0	24.2	29.2													
21/OLDER	44.1	45.3	43.6	35.8	44.7	51.4	57.7	42.8	40.7	30.6	49.4	40.5	40.1	40.9													
DK/REFUSED	6.8	5.7	7.4	4.2	6.8	4.7	4.5	5.0	6.4	6.5	6.2	8.3	9.5	7.4													
Mean	20.31	20.21	20.01	18.66	20.18	20.96	21.36	20.39	20.19	20.09	20.27	19.90	18.91	20.68													



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14. AT ABOUT WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED?

	TOTAL	IDEOLOGY						PARTY						WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	113	44	69	143	91	129	219	164	198	123	106	17	139	98	88	5	74	20
17/YOUNGER	21.2	18.6	18.8	18.5	19.1	20.9	23.5	22.4	16.4	27.3	18.6	18.5	19.4	14.9	14.0	16.7	74.1	43.4	23.5
14/YOUNGER	11.0	9.4	10.0	9.0	9.3	11.6	11.4	11.5	7.9	16.1	7.3	6.9	9.7	5.7	8.0	5.5	74.1	27.7	19.9
15-17	10.2	9.2	8.7	9.5	9.8	9.2	12.1	10.9	8.5	11.2	11.4	11.6	9.7	9.2	6.0	11.1	-	15.7	3.7
18-20	27.9	25.9	38.2	18.0	27.5	31.8	29.0	30.2	32.6	26.0	24.7	25.4	20.3	33.2	30.0	22.8	25.9	20.5	30.3
21/OLDER	44.1	49.7	40.6	55.6	48.0	42.0	38.5	40.0	43.4	41.4	48.3	47.7	51.7	44.9	53.2	51.8	-	30.4	37.8
DK/REFUSED	6.8	5.8	2.4	8.0	5.4	5.3	8.9	7.4	7.6	5.3	8.4	8.4	8.6	7.0	2.9	8.8	-	5.8	8.4
Mean	20.31	21.35	21.48	21.26	20.31	19.50	20.23	19.92	21.14	19.61	20.35	20.25	20.95	21.60	21.89	20.69	11.82	16.78	18.86



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## 14. AT ABOUT WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED?

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
Total	500	78	73	54	86	125	69	305	280	181	170	135	128	103	258
17/YOUNGER	21.2	20.5	23.5	17.7	12.7	29.4	19.3	21.9	19.5	17.1	22.6	23.6	23.7	15.8	22.1
14/YOUNGER	11.0	11.8	13.5	-	4.4	17.6	13.0	12.9	9.0	9.6	10.5	12.0	15.2	6.5	10.8
15-17	10.2	8.7	10.1	17.7	8.2	11.9	6.3	9.0	10.5	7.5	12.1	11.7	8.5	9.3	11.3
18-20	27.9	33.3	29.8	24.4	31.9	23.8	24.9	31.4	26.0	30.3	27.0	26.6	26.7	29.7	28.7
21/OLDER	44.1	39.6	40.9	49.5	46.9	41.7	47.3	39.3	48.8	46.8	43.5	43.5	38.3	52.0	44.0
DK/REFUSED	6.8	6.6	5.7	8.5	8.5	5.1	8.4	7.4	5.7	5.8	6.9	6.3	11.3	2.5	5.2
Mean	20.31	20.29	19.38	21.12	21.93	19.75	19.74	19.72	21.21	20.31	20.80	20.15	19.44	21.57	20.28

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## 14. AT ABOUT WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED?

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER
Total	500	305	74	88	99	99	280	90	100	129	305	154	190	280	180	129
17/YOUNGER	21.2	21.9	16.1	27.3	23.9	17.9	19.5	15.2	26.7	18.4	21.9	22.5	21.2	19.5	21.4	18.4
14/YOUNGER	11.0	12.9	8.1	13.8	16.1	9.1	9.0	8.3	10.7	9.6	12.9	11.7	12.5	9.0	9.1	9.6
15-17	10.2	9.0	8.0	13.5	7.7	8.8	10.5	6.9	15.9	8.8	9.0	10.8	8.6	10.5	12.3	8.8
18-20	27.9	31.4	36.1	29.7	32.2	29.9	26.0	34.1	18.2	24.2	31.4	31.8	30.8	26.0	26.2	24.2
21/OLDER	44.1	39.3	35.9	37.2	40.8	41.8	48.8	46.2	49.1	51.6	39.3	37.2	41.0	48.8	47.2	51.6
DK/REFUSED	6.8	7.4	11.9	5.9	3.2	10.4	5.7	4.5	6.0	5.8	7.4	8.5	7.1	5.7	5.2	5.8
Mean	20.31	19.72	19.91	19.32	19.98	20.53	21.21	21.85	20.72	20.88	19.72	19.59	19.86	21.21	21.32	20.88

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## 14. AT ABOUT WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED?

	TOTAL		MALE ONLY (CHILDREN)					FEMALE ONLY (CHILDREN)					BOTH (CHILDREN)						
	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	
Total	500	110	53	63	96	55	44	98	42	62	90	65	32	95	58	64	92	60	52
17/YOUNGER	21.2	16.0	18.6	14.4	17.4	15.5	18.4	26.2	24.2	26.9	16.6	17.8	15.2	23.7	23.9	22.4	24.8	30.6	21.0
14/YOUNGER	11.0	9.5	12.0	8.7	12.1	12.5	10.6	15.9	8.5	19.3	2.7	2.5	2.4	13.0	12.5	9.9	12.1	13.2	13.4
15-17	10.2	6.4	6.6	5.7	5.3	3.0	7.8	10.3	15.7	7.7	13.9	15.3	12.7	10.8	11.4	12.5	12.7	17.4	7.6
18-20	27.9	35.5	37.1	32.9	25.7	33.2	16.3	28.2	23.9	33.2	26.6	26.3	30.1	30.5	33.2	26.7	25.2	19.6	26.4
21/OLDER	44.1	43.8	36.0	48.6	52.9	48.3	60.5	35.1	38.4	32.6	53.4	51.2	54.8	38.7	37.6	41.8	40.8	41.9	43.8
DK/REFUSED	6.8	4.7	8.3	4.2	3.9	3.0	4.8	10.5	13.5	7.4	3.4	4.6	-	7.0	5.2	9.1	9.3	7.9	8.9
Mean	20.31	20.07	20.02	19.94	20.43	19.98	21.26	19.48	19.60	19.48	22.98	23.72	20.78	19.71	19.45	20.16	20.25	19.92	20.62

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## 14. AT ABOUT WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED?

	TOTAL			MEN						WOMEN						MEN			WOMEN		
	14/ YOUN- 	12/ YOUN- 	13-14 	15/ OLDER 	15-16 	17/ OLDER 	14/ YOUN- 	12/ YOUN- 	13-14 	15/ OLDER 	15-16 	17/ OLDER 	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH			
Total	500	140	77	85	101	64	45	165	78	105	179	116	83	68	69	65	113	101	70		
17/YOUNGER	21.2	18.7	18.7	19.2	13.6	16.5	9.9	24.6	26.3	22.8	22.8	24.1	23.1	18.2	19.0	20.5	16.5	25.2	26.6		
14/YOUNGER	11.0	8.3	7.1	8.7	3.0	2.3	3.3	16.8	16.2	15.6	12.4	12.9	13.0	7.3	8.0	8.5	11.0	12.3	15.2		
15-17	10.2	10.4	11.6	10.5	10.6	14.2	6.6	7.8	10.1	7.1	10.4	11.2	10.0	10.9	11.0	12.0	5.5	12.9	11.4		
18-20	27.9	32.9	35.9	29.7	32.3	33.0	30.3	30.2	27.7	31.7	22.5	22.4	20.9	37.3	28.5	26.6	26.1	25.9	26.5		
21/OLDER	44.1	41.4	39.0	44.4	49.4	47.9	53.0	37.6	35.4	38.2	48.4	46.8	50.8	41.2	41.1	48.9	50.2	45.1	38.4		
DK/REFUSED	6.8	7.1	6.4	6.8	4.7	2.7	6.7	7.7	10.6	7.4	6.3	6.6	5.2	3.3	11.4	4.1	7.2	3.9	8.4		
Mean	20.31	20.13	20.15	20.09	21.54	21.13	22.10	19.37	19.00	19.68	21.03	21.43	20.22	19.94	20.25	21.16	20.54	21.15	19.16		

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14. AT ABOUT WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED?

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some College	COLLEGE GRAD.	Col-lege Grad.	Post Grad. Work
Total	500	32	58	67	54	67	139	90	327	157	260	277	139	195	27	68	100	294	215	79
17/YOUNGER	21.2	22.9	29.7	37.9	19.9	23.3	9.7	27.3	19.9	31.8	15.3	27.5	9.7	26.5	54.2	22.2	22.0	17.8	19.9	12.2
14/YOUNGER	11.0	17.0	22.4	9.5	11.1	15.0	3.6	20.5	8.4	15.8	8.1	14.7	3.6	13.8	39.9	9.6	9.6	9.0	8.8	9.6
15-17	10.2	5.9	7.3	28.4	8.8	8.3	6.1	6.8	11.6	16.0	7.2	12.8	6.1	12.7	14.3	12.7	12.3	8.8	11.1	2.5
18-20	27.9	22.7	31.0	31.3	26.2	22.0	29.5	28.0	27.8	29.4	26.9	27.0	29.5	26.2	32.6	28.8	22.7	29.0	29.3	28.0
21/OLDER	44.1	44.2	32.1	29.5	50.1	47.0	54.2	36.5	47.0	33.5	51.5	40.0	54.2	38.9	7.6	36.3	49.1	48.0	45.4	55.0
DK/REFUSED	6.8	10.2	7.2	1.4	3.8	7.6	6.6	8.3	5.3	5.3	6.3	5.6	6.6	8.4	5.5	12.6	6.2	5.2	5.3	4.8
Mean	20.31	23.28	17.97	18.82	19.42	19.74	22.10	19.83	20.48	19.38	20.93	19.47	22.10	19.53	15.07	20.11	20.39	20.87	20.51	21.85



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## 14. AT ABOUT WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED?

	TOTAL	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COL-	COL-	Col-	Post	LESS/ COL-	COL-	Col-	Post	SINGLE	MAR-	SEPA-	DIV-	WID-	MALE	FEMALE
		COLLEG LEGE	LEGE	lege	Grad.	COLLEG LEGE	LEGE	lege	Grad.		RIED	RATED	ORCED	OWED		
	GRAD.	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.	Work								
Total	500	89	116	84	32	106	178	131	48	39	373	11	57	9	168	205
17/YOUNGER	21.2	21.8	18.4	21.4	10.5	30.5	17.4	18.9	13.2	29.1	18.9	15.4	24.7	44.9	18.2	19.4
14/YOUNGER	11.0	10.5	6.4	7.3	4.2	16.6	10.7	9.7	13.2	13.0	9.5	-	16.7	27.9	7.4	11.1
15-17	10.2	11.3	12.0	14.1	6.4	13.9	6.7	9.2	-	16.1	9.4	15.4	8.0	17.0	10.8	8.3
18-20	27.9	27.3	33.0	33.3	32.0	25.4	26.4	26.8	25.3	26.4	28.9	18.0	26.7	22.6	31.6	26.6
21/OLDER	44.1	43.1	42.9	39.8	51.1	35.3	51.4	49.1	57.6	41.2	45.7	53.4	43.6	32.5	43.1	47.9
DK/REFUSED	6.8	7.8	5.7	5.5	6.3	8.8	4.8	5.2	3.8	3.2	6.6	13.2	5.0	-	7.2	6.0
Mean	20.31	20.36	20.27	19.85	21.40	18.83	21.26	20.93	22.15	18.60	20.46	22.35	21.57	17.71	20.48	20.44

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14. AT ABOUT WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED?

	TOTAL	RELIGION				BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST		YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican	WHITE	AFR- ICAN	WHITE	AFR- ICAN	WHITE	AFR- ICAN	WHITE	AFR- ICAN
Total	500	323	59	28	241	96	99	143	336	159	30	103	136	46	200	57	88	32	237	66	
17/YOUNGER	21.2	23.2	20.0	8.4	26.0	15.1	21.8	28.9	15.6	33.7	26.0	39.4	17.6	27.7	14.3	48.7	18.1	54.2	14.4	31.1	
14/YOUNGER	11.0	13.3	5.5	8.4	14.9	7.4	11.2	17.4	6.8	20.3	7.9	27.5	5.7	18.9	7.5	34.3	10.0	42.1	5.0	18.2	
15-17	10.2	9.9	14.5	-	11.1	7.7	10.6	11.5	8.9	13.4	18.1	11.9	11.9	8.8	6.8	14.4	8.0	12.1	9.4	12.9	
18-20	27.9	27.0	31.7	24.2	22.3	34.8	23.6	21.5	29.3	24.2	25.5	21.9	32.2	26.5	27.4	18.3	30.8	33.0	29.8	16.8	
21/OLDER	44.1	43.1	42.7	64.0	44.1	44.5	46.2	42.6	49.0	34.3	35.7	32.4	46.0	35.8	51.0	29.7	44.2	12.8	50.5	44.7	
DK/REFUSED	6.8	6.7	5.6	3.4	7.6	5.6	8.5	6.9	6.0	7.8	12.8	6.2	4.1	9.9	7.3	3.3	6.9	-	5.4	7.5	
Mean	20.31	20.27	20.10	21.38	20.19	21.04	20.50	19.98	21.36	18.09	19.81	17.12	20.88	18.41	21.70	16.16	20.26	15.40	21.83	18.28	



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## 14. AT ABOUT WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED?

	TOTAL			AGE			MEN			WOMEN			GENDER	
	UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE			
	40	55	40	55	40	55	40	55	40	55	40	55		
Total	500	144	301	35	63	121	14	81	180	20	210	290		
17/YOUNGER	21.2	29.1	16.5	23.5	35.3	12.0	21.6	24.3	19.6	24.8	20.3	21.9		
14/YOUNGER	11.0	17.1	7.2	8.4	20.8	1.7	6.6	14.3	10.9	9.7	8.9	12.6		
15-17	10.2	12.0	9.3	15.1	14.5	10.2	15.0	10.0	8.7	15.1	11.4	9.4		
18-20	27.9	32.0	27.0	24.3	30.0	30.7	32.5	33.6	24.4	18.4	29.8	26.4		
21/OLDER	44.1	32.5	50.3	45.9	30.4	50.2	41.4	34.1	50.3	49.1	43.2	44.7		
DK/REFUSED	6.8	6.4	6.2	6.3	4.3	7.2	4.5	7.9	5.6	7.7	6.6	6.9		
Mean	20.31	18.70	21.22	20.71	18.24	21.42	21.21	19.06	21.09	20.33	20.25	20.36		

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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15. WHEN TALKING TO YOUR CHILDREN ABOUT UNDERAGE DRINKING, HOW OFTEN DO YOU TALK TO THEM ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN?  
(Net Diff. = OFTEN-NOT OFTEN)

	TOTAL	AREA														CHILDREN IN	APPROPRIATE TO	TALKED ABOUT			
		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	11-14 15	OVER	YES	NO/ NOT YET
Total Answering	462	143	57	17	68	132	55	77	86	45	41	20	54	28	268	190	231	184	27	462	-
TALK	70.5	71.9	68.6	73.6	74.2	68.1	63.1	71.7	67.7	67.4	68.1	67.8	75.1	76.5	68.8	72.9	74.9	64.7	69.3	70.5	-
Always	31.9	32.9	36.5	36.2	29.0	29.2	24.1	32.9	33.7	34.4	32.9	44.9	31.5	25.9	29.6	35.9	34.6	27.5	34.9	31.9	-
Sometimes	38.6	39.0	32.1	37.4	45.2	38.8	39.0	38.7	34.0	33.0	35.2	22.9	43.6	50.6	39.1	37.0	40.3	37.2	34.4	38.6	-
NOT OFTEN	27.3	22.9	23.7	22.8	22.2	30.0	33.2	27.7	32.3	32.6	31.9	32.2	24.9	23.5	28.4	25.8	23.6	34.3	25.6	27.3	-
Rarely	18.7	15.2	17.5	22.8	11.5	20.0	20.1	20.0	24.6	27.3	21.6	16.1	16.5	18.1	17.5	20.2	17.1	21.5	23.4	18.7	-
Never	8.6	7.6	6.2	-	10.7	9.9	13.1	7.7	7.7	5.3	10.3	16.2	8.5	5.4	10.9	5.6	6.5	12.8	2.2	8.6	-
DK/REFUSED	2.2	5.2	7.7	3.6	3.5	1.9	3.7	0.6	-	-	-	-	-	-	2.8	1.3	1.5	1.0	5.0	2.2	-
Net Diff.	43.2	49.0	44.9	50.8	52.0	38.1	29.9	44.0	35.4	34.7	36.2	35.5	50.2	53.0	40.3	47.2	51.3	30.4	43.7	43.2	-



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15. WHEN TALKING TO YOUR CHILDREN ABOUT UNDERAGE DRINKING, HOW OFTEN DO YOU TALK TO THEM ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN?  
(Net Diff. = OFTEN-NOT OFTEN)

	TOTAL	TALK ABOUT ALCOHOL ABUSE WITH YOUR CHILDREN			TALKED ABOUT ALCOHOL ABUSE LAST FEW MOS.		UNDERAGED DRINKING IN YOUR COMMUNITY					CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL			APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL			S/R/H: ADS STOP UNDERAGE DRINKING		TALKED TO CHILD ABOUT BRAIN DEVLPMNT	
		FREQU-ENTLY	SOME-TIMES	RARELY	YES	NO	PROB-LEM	Ser-ious	Minor	NOT A PROB-LEM	CONC-ERNED	Very	Smwt.	NOT AT ALL	LESS/14	15-17	OVER 18	YES	NO	YES	NO
Total Answering	462	178	214	68	382	74	394	203	191	42	282	95	187	178	15	53	347	224	236	334	126
TALK	70.5	81.1	68.2	50.8	73.1	57.8	72.4	75.9	68.7	65.2	71.9	77.0	69.3	68.7	41.7	54.9	74.0	70.2	70.8	78.0	51.6
Always	31.9	47.1	22.8	21.8	36.1	11.6	33.0	34.9	31.0	30.8	29.7	35.7	26.6	35.4	12.9	19.2	33.0	33.3	30.6	39.2	12.6
Sometimes	38.6	34.0	45.4	29.0	37.0	46.2	39.4	41.0	37.7	34.4	42.2	41.3	42.7	33.4	28.8	35.7	41.0	36.9	40.3	38.8	39.0
NOT OFTEN	27.3	15.9	30.7	47.3	24.8	40.5	26.4	22.5	30.5	32.2	26.6	21.3	29.3	28.8	58.3	44.2	24.0	27.4	27.2	20.1	47.2
Rarely	18.7	9.4	21.1	35.7	16.3	30.4	19.1	15.4	23.0	15.1	19.4	15.3	21.5	17.7	40.2	33.1	16.3	15.9	21.2	14.6	30.0
Never	8.6	6.4	9.6	11.6	8.5	10.0	7.3	7.1	7.4	17.1	7.2	6.0	7.8	11.1	18.1	11.1	7.7	11.5	6.0	5.5	17.2
DK/REFUSED	2.2	3.1	1.1	1.9	2.0	1.7	1.2	1.6	0.9	2.6	1.5	1.8	1.4	2.5	-	0.9	2.0	2.4	2.0	2.0	1.2
Net Diff.	43.2	65.2	37.5	3.4	48.3	17.3	46.0	53.4	38.2	33.0	45.3	55.7	39.9	39.9	-16.6	10.6	49.9	42.8	43.6	57.9	4.4



**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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15. WHEN TALKING TO YOUR CHILDREN ABOUT UNDERAGE DRINKING, HOW OFTEN DO YOU TALK TO THEM ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN?  
(Net Diff. = OFTEN-NOT OFTEN)

	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					HOW OFTEN DO YOU TALK TO YOUR CHILDREN ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN						UNDERAGE DRINKING AFFECTS TEEN HEALTH		TALKING ABOUT UNDERAGE DRINKING AFFECTS ON BRAIN HEALTH/DEVELOPMENT EFF./INEFF. WAY TO INFLUENCE THEIR DECISIONS						
	17/ YOUNG- ER	14/ Young- er	15-17	18-20	21+	TALK	Always	Some- times	NOT OFTEN	Rarely	Never	YES	NO	EFFEC- TIVE	Very	Some- what	INEFF- ECTIVE	Some- what	Very	
Total Answering	462	99	52	47	127	205	326	148	178	126	86	40	428	20	388	233	155	61	43	18
TALK	70.5	73.0	80.4	65.0	69.0	69.8	100.0	100.0	100.0	-	-	-	71.6	59.3	75.9	81.1	68.1	37.7	39.8	33.0
Always	31.9	35.7	52.9	16.7	25.3	31.8	45.3	100.0	-	-	-	-	32.0	44.3	35.4	40.2	28.2	9.5	9.4	9.5
Sometimes	38.6	37.4	27.4	48.3	43.7	38.0	54.7	-	100.0	-	-	-	39.6	14.9	40.5	40.9	39.9	28.3	30.3	23.5
NOT OFTEN	27.3	25.0	17.6	33.1	28.2	29.1	-	-	-	100.0	100.0	100.0	26.1	40.7	22.7	18.5	29.0	58.5	60.2	54.4
Rarely	18.7	14.6	8.1	21.7	21.7	21.6	-	-	-	68.4	100.0	-	18.3	20.8	16.2	12.7	21.5	37.3	41.1	28.6
Never	8.6	10.4	9.5	11.4	6.5	7.5	-	-	-	31.6	-	100.0	7.8	19.9	6.5	5.9	7.5	21.1	19.1	25.8
DK/REFUSED	2.2	2.0	2.0	1.9	2.8	1.2	-	-	-	-	-	-	2.2	-	1.4	0.3	2.9	3.8	-	12.6
Net Diff.	43.2	48.0	62.8	31.8	40.8	40.7	100.0	100.0	100.0	-100.0	-100.0	-100.0	45.5	18.5	53.2	62.6	39.1	-20.7	-20.4	-21.4



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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15. WHEN TALKING TO YOUR CHILDREN ABOUT UNDERAGE DRINKING, HOW OFTEN DO YOU TALK TO THEM ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN?  
(Net Diff. = OFTEN-NOT OFTEN)

	TOTAL				HEARD OF SITE		VISITED SITE		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK								
	TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		REGU-	2+	Once A	NOT	Every	Once A	RARELY	Rarely	Never
	RG	RG	RG	RG	RG	RG	RG	RG	LARLY	Times/	Week	REGU-	Couple	Week	/NEVER		
	YES	NO	YES	NO	REGU-	2+	Once A	NOT	Every	Once A	RARELY	Rarely	Never				
					LARLY	Week	Week	LARLY	Weeks	Week	Week						
Total Answering	462	169	284	35	415	165	95	70	56	26	30	239	102	137			
TALK	70.5	73.6	68.5	85.5	69.7	64.9	58.3	73.8	56.4	63.0	50.6	78.4	77.4	79.1			
Always	31.9	35.5	29.3	56.8	29.8	30.6	26.8	35.8	24.6	24.1	25.0	34.8	34.5	35.0			
Sometimes	38.6	38.2	39.2	28.7	40.0	34.2	31.5	38.0	31.8	38.8	25.6	43.6	42.9	44.1			
NOT OFTEN	27.3	24.0	29.4	12.0	28.1	33.5	40.9	23.4	39.4	37.0	41.5	20.5	21.2	19.9			
Rarely	18.7	17.7	19.6	12.0	19.0	20.2	24.2	14.6	31.5	30.0	32.8	14.8	17.4	12.9			
Never	8.6	6.4	9.8	-	9.1	13.3	16.7	8.7	7.9	7.0	8.7	5.6	3.8	7.0			
DK/REFUSED	2.2	2.3	2.1	2.6	2.2	1.6	0.8	2.8	4.2	-	7.9	1.2	1.4	1.0			
Net Diff.	43.2	49.6	39.1	73.5	41.7	31.4	17.4	50.5	16.9	25.9	9.0	57.9	56.2	59.2			



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15. WHEN TALKING TO YOUR CHILDREN ABOUT UNDERAGE DRINKING, HOW OFTEN DO YOU TALK TO THEM ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN?  
(Net Diff. = OFTEN-NOT OFTEN)

	TOTAL	IDEOLOGY						PARTY					WHITE			AFRICAN AMERICAN			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total Answering	462	105	40	65	134	82	119	201	151	180	118	101	17	128	88	85	5	67	19
TALK	70.5	70.5	71.3	70.0	71.1	62.6	72.0	68.2	67.6	71.6	73.8	70.0	96.1	67.8	75.0	75.1	47.3	64.5	65.6
Always	31.9	35.9	35.6	36.1	28.8	27.5	30.0	29.0	30.8	28.3	37.8	31.3	76.5	31.5	30.3	41.3	43.4	22.3	33.5
Sometimes	38.6	34.5	35.6	33.8	42.3	35.1	42.1	39.2	36.8	43.3	35.9	38.7	19.6	36.3	44.7	33.9	3.9	42.3	32.1
NOT OFTEN	27.3	26.3	26.9	25.9	25.8	35.1	28.0	30.9	31.3	25.7	24.0	27.4	3.9	31.0	22.4	22.4	52.7	33.5	31.2
Rarely	18.7	20.0	21.3	19.3	18.8	27.0	13.3	18.9	21.1	17.6	16.2	18.3	3.9	21.5	15.7	14.2	25.9	22.4	22.7
Never	8.6	6.2	5.6	6.6	7.0	8.1	14.7	12.0	10.2	8.1	7.7	9.0	-	9.5	6.7	8.3	26.8	11.1	8.5
DK/REFUSED	2.2	3.3	1.9	4.1	3.1	2.3	-	1.0	1.1	2.7	2.3	2.6	-	1.3	2.6	2.4	-	2.0	3.2
Net Diff.	43.2	44.2	44.4	44.1	45.4	27.6	44.0	37.3	36.3	45.9	49.8	42.6	92.2	36.8	52.6	52.7	-5.5	31.0	34.4



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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15. WHEN TALKING TO YOUR CHILDREN ABOUT UNDERAGE DRINKING, HOW OFTEN DO YOU TALK TO THEM ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN?  
(Net Diff. = OFTEN-NOT OFTEN)

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL
Total Answering	462	71	64	50	80	117	68	277	272	164	157	131	117	98	242
TALK	70.5	61.7	51.0	67.0	72.8	82.9	78.8	69.2	73.7	69.0	69.8	73.2	71.3	60.9	74.2
Always	31.9	27.0	23.1	32.6	34.0	31.1	41.7	31.6	33.1	32.3	32.3	31.1	35.2	20.2	35.2
Sometimes	38.6	34.7	27.9	34.4	38.7	51.8	37.1	37.6	40.5	36.7	37.5	42.1	36.1	40.7	39.0
NOT OFTEN	27.3	37.2	43.5	29.8	26.2	15.9	19.6	28.3	24.5	26.4	29.0	26.3	24.2	37.4	24.5
Rarely	18.7	25.3	27.8	20.8	17.4	12.0	12.9	21.6	17.0	20.1	18.8	17.8	17.3	29.4	14.8
Never	8.6	11.9	15.7	9.1	8.8	4.0	6.8	6.7	7.5	6.2	10.3	8.5	6.9	8.0	9.7
DK/REFUSED	2.2	1.1	5.5	3.2	1.1	1.2	1.6	2.5	1.9	4.6	1.2	0.5	4.5	1.7	1.3
Net Diff.	43.2	24.5	7.5	37.1	46.6	66.9	59.1	40.8	49.2	42.7	40.8	46.9	47.2	23.5	49.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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15. WHEN TALKING TO YOUR CHILDREN ABOUT UNDERAGE DRINKING, HOW OFTEN DO YOU TALK TO THEM ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN?  
(Net Diff. = OFTEN-NOT OFTEN)

	TOTAL	AGE OF CHILDREN								AGE OF CHILDREN						
		14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER
Total Answering	462	277	65	83	88	94	272	89	98	125	277	141	175	272	177	125
TALK	70.5	69.2	75.2	70.3	60.3	71.8	73.7	76.0	74.6	70.8	69.2	72.7	66.7	73.7	75.9	70.8
Always	31.9	31.6	31.7	32.8	27.4	35.4	33.1	36.1	34.6	33.6	31.6	31.4	31.8	33.1	34.9	33.6
Sometimes	38.6	37.6	43.5	37.5	33.0	36.4	40.5	39.9	40.0	37.2	37.6	41.2	34.9	40.5	40.9	37.2
NOT OFTEN	27.3	28.3	23.3	27.4	34.5	27.2	24.5	22.5	23.4	26.2	28.3	25.3	30.5	24.5	23.0	26.2
Rarely	18.7	21.6	17.0	23.3	26.8	18.8	17.0	16.5	13.9	18.4	21.6	21.5	22.6	17.0	15.6	18.4
Never	8.6	6.7	6.3	4.1	7.6	8.4	7.5	6.0	9.5	7.8	6.7	3.8	7.9	7.5	7.5	7.8
DK/REFUSED	2.2	2.5	1.5	2.3	5.2	1.0	1.9	1.5	2.0	3.0	2.5	2.1	2.8	1.9	1.1	3.0
Net Diff.	43.2	40.8	51.9	42.8	25.8	44.7	49.2	53.6	51.2	44.6	40.8	47.4	36.3	49.2	52.8	44.6

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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15. WHEN TALKING TO YOUR CHILDREN ABOUT UNDERAGE DRINKING, HOW OFTEN DO YOU TALK TO THEM ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN?  
(Net Diff. = OFTEN-NOT OFTEN)

	TOTAL		MALE ONLY (CHILDREN)						FEMALE ONLY (CHILDREN)						BOTH (CHILDREN)				
			14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16
Total Answering	462	98	47	57	91	51	43	87	38	56	88	65	29	91	55	62	91	60	51
TALK	70.5	68.0	75.6	62.7	72.8	71.6	76.3	64.8	66.4	61.4	73.9	81.0	58.4	74.3	73.8	75.1	73.8	73.9	72.2
Always	31.9	34.3	37.8	33.6	31.8	35.5	32.6	27.3	27.6	26.4	33.2	29.9	39.1	33.1	29.4	35.0	34.2	39.9	31.1
Sometimes	38.6	33.6	37.8	29.1	41.0	36.1	43.7	37.5	38.9	35.1	40.7	51.2	19.3	41.3	44.5	40.1	39.6	33.9	41.1
NOT OFTEN	27.3	27.6	22.6	31.2	22.3	25.8	16.4	33.1	29.6	37.1	26.1	19.0	41.6	25.0	25.1	23.9	25.5	25.1	26.6
Rarely	18.7	22.4	18.8	25.4	16.7	18.9	12.8	22.1	27.4	21.4	17.0	13.8	25.8	20.6	20.2	21.0	17.6	14.7	19.5
Never	8.6	5.2	3.8	5.7	5.6	7.0	3.5	11.0	2.3	15.7	9.1	5.2	15.9	4.4	4.9	2.9	7.9	10.4	7.2
DK/REFUSED	2.2	4.4	1.8	6.1	4.9	2.6	7.3	2.1	3.9	1.5	-	-	-	0.7	1.1	1.0	0.7	1.0	1.2
Net Diff.	43.2	40.4	53.0	31.5	50.5	45.8	59.9	31.6	36.8	24.4	47.8	62.1	16.7	49.3	48.7	51.2	48.3	48.8	45.6

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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15. WHEN TALKING TO YOUR CHILDREN ABOUT UNDERAGE DRINKING, HOW OFTEN DO YOU TALK TO THEM ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN?  
(Net Diff. = OFTEN-NOT OFTEN)

	TOTAL			MEN						WOMEN						MEN			WOMEN		
	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH			
Total Answering	462	123	66	78	98	63	44	154	75	97	174	114	81	57	64	61	107	93	70		
TALK	70.5	55.6	62.0	53.1	63.2	64.3	62.6	80.1	82.1	77.8	79.6	82.2	75.2	53.6	55.5	66.4	77.2	79.5	79.2		
Always	31.9	23.4	24.2	22.4	26.6	24.2	34.3	38.1	37.9	39.5	36.8	40.8	33.3	21.5	33.5	25.6	38.0	31.4	36.0		
Sometimes	38.6	32.2	37.8	30.7	36.6	40.1	28.4	42.0	44.2	38.3	42.7	41.4	41.9	32.0	22.0	40.8	39.2	48.1	43.2		
NOT OFTEN	27.3	40.3	35.6	41.7	34.1	32.6	34.3	18.8	16.1	21.4	19.1	17.8	21.8	38.9	42.9	32.6	19.7	19.6	20.8		
Rarely	18.7	28.9	30.3	27.5	23.1	20.7	23.9	15.8	13.7	18.5	13.5	12.8	15.3	26.0	26.5	24.3	17.1	13.5	12.0		
Never	8.6	11.4	5.3	14.1	10.9	12.0	10.4	3.0	2.5	2.8	5.5	5.0	6.5	13.0	16.4	8.3	2.7	6.1	8.8		
DK/REFUSED	2.2	4.1	2.4	5.2	2.7	3.1	3.1	1.1	1.8	0.9	1.4	-	3.0	7.5	1.6	1.0	3.1	0.9	-		
Net Diff.	43.2	15.3	26.4	11.5	29.1	31.7	28.3	61.4	65.9	56.4	60.5	64.4	53.4	14.6	12.7	33.7	57.5	59.9	58.5		

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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15. WHEN TALKING TO YOUR CHILDREN ABOUT UNDERAGE DRINKING, HOW OFTEN DO YOU TALK TO THEM ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN?  
(Net Diff. = OFTEN-NOT OFTEN)

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some College	COLLEGE GRAD.	Col-lege Grad.	Post Grad. Work
Total Answering	462	32	45	65	51	63	132	77	311	142	246	256	132	175	23	61	91	279	203	77
TALK	70.5	81.7	73.0	82.0	71.0	63.6	63.9	76.6	68.8	79.1	65.3	73.7	63.9	70.7	80.4	74.2	65.9	70.3	71.5	67.2
Always	31.9	25.6	34.3	31.5	26.5	28.5	32.4	30.6	30.4	31.0	30.2	29.5	32.4	29.5	35.2	32.2	26.2	33.7	32.1	37.8
Sometimes	38.6	56.1	38.7	50.5	44.4	35.2	31.6	46.0	38.4	48.0	35.2	44.1	31.6	41.2	45.2	42.0	39.7	36.6	39.3	29.4
NOT OFTEN	27.3	14.2	24.6	18.0	27.4	35.8	33.1	20.3	29.5	19.3	32.6	24.9	33.1	27.4	13.8	24.6	32.7	27.4	26.5	29.8
Rarely	18.7	14.2	16.0	10.2	20.3	28.4	20.6	15.3	19.9	12.9	22.5	18.2	20.6	18.6	8.2	14.3	24.1	19.0	17.2	23.8
Never	8.6	-	8.6	7.9	7.0	7.4	12.5	5.0	9.6	6.3	10.1	6.7	12.5	8.8	5.6	10.3	8.5	8.4	9.3	6.0
DK/REFUSED	2.2	4.1	2.4	-	1.7	0.6	3.0	3.1	1.7	1.7	2.1	1.4	3.0	2.0	5.8	1.2	1.5	2.4	2.1	3.1
Net Diff.	43.2	67.5	48.4	63.9	43.6	27.9	30.8	56.3	39.3	59.8	32.7	48.7	30.8	43.3	66.6	49.6	33.2	42.9	45.0	37.4



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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15. WHEN TALKING TO YOUR CHILDREN ABOUT UNDERAGE DRINKING, HOW OFTEN DO YOU TALK TO THEM ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN?  
(Net Diff. = OFTEN-NOT OFTEN)

	TOTAL	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COL-	Col-	Post	LESS/ COL-	Col-	Post	SINGLE	MAR-	SEPA-	DIV-	WID-	MALE	FEMALE		
		COLLEG LEGE	lege	Grad.	COLLEG LEGE	lege	Grad.		RIED	RATED	ORCED	OWED				
	GRAD.	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.	Work								
Total Answering	462	75	108	78	30	99	171	125	46	35	352	11	48	9	154	198
TALK	70.5	60.2	58.1	61.6	49.3	78.6	78.0	77.6	78.9	71.2	72.3	68.9	59.7	75.0	59.3	82.4
Always	31.9	30.5	25.1	26.2	22.3	28.7	39.1	35.8	48.0	31.2	33.4	35.1	20.7	40.5	28.5	37.3
Sometimes	38.6	29.7	33.0	35.4	27.0	50.0	38.9	41.8	31.0	39.9	38.9	33.8	39.0	34.5	30.8	45.2
NOT OFTEN	27.3	37.0	38.4	35.2	46.5	20.0	20.4	21.0	18.8	28.8	25.6	27.8	35.7	25.0	36.9	16.8
Rarely	18.7	24.0	26.3	22.6	35.8	14.5	14.4	13.8	15.9	19.4	16.6	27.8	30.3	25.0	22.6	12.0
Never	8.6	13.1	12.1	12.7	10.7	5.5	6.0	7.2	2.9	9.5	9.0	-	5.4	-	14.3	4.8
DK/REFUSED	2.2	2.8	3.5	3.2	4.2	1.4	1.6	1.4	2.3	-	2.1	3.3	4.6	-	3.8	0.8
Net Diff.	43.2	23.2	19.7	26.3	2.8	58.6	57.6	56.6	60.2	42.3	46.7	41.1	24.0	50.0	22.4	65.6



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15. WHEN TALKING TO YOUR CHILDREN ABOUT UNDERAGE DRINKING, HOW OFTEN DO YOU TALK TO THEM ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN?  
(Net Diff. = OFTEN-NOT OFTEN)

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	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	462	304	55	23	229	92	94	135	310	148	28	95	120	41	189	53	74	26	227	64
TALK	70.5	72.6	70.9	73.3	73.3	69.6	64.9	79.1	71.6	69.2	77.7	64.1	61.2	44.9	78.1	79.0	71.5	58.4	71.9	65.9
Always	31.9	33.3	31.6	39.6	32.8	35.7	30.2	34.6	33.9	28.1	32.1	27.4	29.2	21.0	36.9	32.4	31.4	29.0	34.8	23.8
Sometimes	38.6	39.3	39.3	33.7	40.5	33.9	34.8	44.5	37.7	41.1	45.7	36.7	32.0	23.9	41.3	46.6	40.1	29.4	37.0	42.1
NOT OFTEN	27.3	26.5	28.2	21.1	25.3	28.3	32.9	20.1	26.2	29.5	22.3	33.8	36.6	50.5	19.7	21.0	28.5	41.6	25.1	31.1
Rarely	18.7	17.4	19.4	15.0	17.4	15.5	21.8	14.3	17.9	20.2	15.5	22.8	25.4	33.3	13.1	14.8	20.3	28.8	17.3	20.2
Never	8.6	9.1	8.8	6.0	8.0	12.8	11.0	5.8	8.3	9.3	6.7	11.0	11.2	17.2	6.6	6.2	8.2	12.8	7.8	11.0
DK/REFUSED	2.2	0.9	0.9	5.6	1.4	2.1	2.2	0.8	2.2	1.3	-	2.0	2.2	4.7	2.2	-	-	-	3.0	3.0
Net Diff.	43.2	46.1	42.7	52.2	48.0	41.3	32.1	59.0	45.3	39.8	55.5	30.3	24.6	-5.6	58.5	58.0	42.9	16.8	46.7	34.8



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15. WHEN TALKING TO YOUR CHILDREN ABOUT UNDERAGE DRINKING, HOW OFTEN DO YOU TALK TO THEM ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN?  
(Net Diff. = OFTEN-NOT OFTEN)

	TOTAL	AGE			MEN			WOMEN			GENDER	
		UNDER 40	41-55	OVER 55	UNDER 40	41-55	OVER 55	UNDER 40	41-55	OVER 55	MALE	FEMALE
Total Answering	462	123	290	33	52	114	14	71	177	19	187	275
TALK	70.5	69.8	71.2	67.8	59.0	58.7	66.4	77.7	79.3	68.7	59.5	78.1
Always	31.9	30.5	30.6	45.5	27.8	26.0	38.2	32.4	33.5	50.7	28.0	34.6
Sometimes	38.6	39.3	40.7	22.3	31.2	32.7	28.2	45.3	45.8	18.1	31.5	43.4
NOT OFTEN	27.3	29.1	26.3	27.6	38.5	38.6	22.5	22.3	18.3	31.3	37.4	20.4
Rarely	18.7	20.5	18.0	18.7	24.6	27.9	4.8	17.4	11.7	28.7	24.8	14.5
Never	8.6	8.7	8.3	8.9	13.9	10.7	17.7	4.9	6.7	2.5	12.6	5.9
DK/REFUSED	2.2	1.0	2.5	4.6	2.5	2.7	11.1	-	2.3	-	3.1	1.5
Net Diff.	43.2	40.7	45.0	40.1	20.6	20.1	43.9	55.4	61.0	37.5	22.0	57.6

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16. GENERALLY SPEAKING, DO YOU THINK UNDERAGE DRINKING SIGNIFICANTLY AFFECTS THE BRAIN HEALTH AND DEVELOPMENT OF TEENAGERS IN MIDDLE SCHOOL AND HIGH SCHOOL?

	TOTAL	AREA													CHILDREN IN		APPROPRIATE TO		TALKED ABOUT		
		GRADES 6-12	GRADES 6-12	START TALKING ABOUT	ALCOHOL ABUSE	ALCOHOL ABUSE	ALCOHOL ABUSE	ALCOHOL ABUSE	ALCOHOL ABUSE	ALCOHOL ABUSE	ALCOHOL ABUSE	ALCOHOL ABUSE	ALCOHOL ABUSE	ALCOHOL ABUSE	ALCOHOL ABUSE	ALCOHOL ABUSE	ALCOHOL ABUSE	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	LESS/ 10	11-14 15	OVER	YES	NO/ NOT YET
Total	500	158	64	18	76	141	60	81	89	45	44	21	56	35	299	197	239	203	36	462	38
YES	92.2	93.8	96.3	87.4	93.2	96.2	95.9	96.4	87.6	83.7	91.5	100.0	88.3	82.9	91.5	93.1	91.9	92.3	88.7	92.7	86.7
NO	4.9	0.8	2.0	-	-	3.0	4.1	2.2	9.4	10.3	8.5	-	9.2	14.8	5.8	3.5	5.4	4.0	9.6	4.3	11.3
DK/REFUSED	2.9	5.4	1.7	12.6	6.8	0.8	-	1.4	3.0	5.9	-	-	2.4	2.3	2.6	3.4	2.7	3.7	1.7	3.0	2.1



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16. GENERALLY SPEAKING, DO YOU THINK UNDERAGE DRINKING SIGNIFICANTLY AFFECTS THE BRAIN HEALTH AND DEVELOPMENT OF TEENAGERS IN MIDDLE SCHOOL AND HIGH SCHOOL?

	TOTAL	TALK ABOUT ALCOHOL ABUSE WITH YOUR CHILDREN			TALKED ABOUT ALCOHOL ABUSE LAST FEW MOS.		UNDERAGED DRINKING IN YOUR COMMUNITY					CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL			APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL		S/R/H: ADS STOP UNDERAGE DRINKING		TALKED TO CHILD ABOUT BRAIN DEVLPMNT		
		FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	LESS/ 14	15-17 18	OVER	YES	NO	YES	NO
Total	500	178	214	68	382	74	422	213	209	50	297	98	199	200	18	57	375	232	265	352	145
YES	92.2	94.0	92.4	90.0	92.1	95.1	92.2	91.9	92.5	92.9	93.7	93.0	94.1	90.3	74.2	86.3	94.1	92.0	92.9	92.4	91.7
NO	4.9	5.0	3.8	4.6	4.8	2.3	5.1	5.0	5.2	5.5	3.4	3.8	3.3	7.0	20.9	7.6	3.9	3.5	6.1	4.2	6.4
DK/REFUSED	2.9	1.1	3.8	5.4	3.1	2.5	2.7	3.1	2.3	1.6	2.8	3.3	2.6	2.7	5.0	6.1	2.0	4.5	0.9	3.4	1.9



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16. GENERALLY SPEAKING, DO YOU THINK UNDERAGE DRINKING SIGNIFICANTLY AFFECTS THE BRAIN HEALTH AND DEVELOPMENT OF TEENAGERS IN MIDDLE SCHOOL AND HIGH SCHOOL?

	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					HOW OFTEN DO YOU TALK TO YOUR CHILDREN ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN						UNDERAGE DRINKING AFFECTS TEEN HEALTH		TALKING ABOUT UNDERAGE DRINKING AFFECTS ON BRAIN HEALTH/DEVELOPMENT EFF./INEFF. WAY TO INFLUENCE THEIR DECISIONS						
	17/Younger	14/Younger	15-17	18-20	21+	TALK	Always	Some-times	NOT OFTEN	Rarely	Never	YES	NO	EFFECTIVE	Very	Some-what	INEFFECTIVE	Some-what	Very	
Total	500	106	55	51	139	221	326	148	178	126	86	40	461	24	419	249	170	67	47	20
YES	92.2	91.8	93.3	90.1	93.2	91.7	94.2	92.9	95.2	88.7	90.7	84.2	100.0	-	94.3	96.9	90.5	83.6	85.1	80.2
NO	4.9	5.0	6.7	3.2	5.0	4.6	3.6	6.0	1.7	6.5	4.8	10.0	-	100.0	2.7	1.2	4.7	16.4	14.9	19.8
DK/REFUSED	2.9	3.2	-	6.6	1.9	3.6	2.2	1.0	3.2	4.9	4.5	5.8	-	-	3.1	1.9	4.8	-	-	-



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16. GENERALLY SPEAKING, DO YOU THINK UNDERAGE DRINKING SIGNIFICANTLY AFFECTS THE BRAIN HEALTH AND DEVELOPMENT OF TEENAGERS IN MIDDLE SCHOOL AND HIGH SCHOOL?

	TOTAL		HEARD OF SITE		VISITED SITE		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK																		
	TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		REGU-			2+		Once A		NOT		Every		Once A		RARELY		Rarely		Never	
	RG		YES	NO	YES	NO	LARLY	Times/	Week	REGU-	Couple	Week	LARLY	Weeks	NEVER										
Total	500	181	310	35	453	172	100	72	65	30	35	261	115	145											
YES	92.2	92.3	92.2	94.2	91.9	90.0	86.8	94.4	89.2	92.0	86.9	94.4	94.4	94.4											
NO	4.9	4.1	5.5	5.8	4.9	6.8	9.8	2.7	6.4	6.5	6.3	3.2	4.4	2.3											
DK/REFUSED	2.9	3.7	2.3	-	3.2	3.2	3.4	2.9	4.4	1.6	6.8	2.4	1.2	3.3											



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16. GENERALLY SPEAKING, DO YOU THINK UNDERAGE DRINKING SIGNIFICANTLY AFFECTS THE BRAIN HEALTH AND DEVELOPMENT OF TEENAGERS IN MIDDLE SCHOOL AND HIGH SCHOOL?

	TOTAL	IDEOLOGY						PARTY					WHITE			AFRICAN AMERICAN			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	113	44	69	143	91	129	219	164	198	123	106	17	139	98	88	5	74	20
YES	92.2	95.2	93.6	96.2	87.2	96.1	93.3	94.5	93.8	94.1	88.2	89.4	80.8	96.0	93.4	89.3	46.6	92.9	85.0
NO	4.9	2.5	6.4	-	8.0	3.0	4.1	3.7	4.9	2.6	8.4	8.1	10.6	2.5	3.7	7.4	53.4	1.9	15.0
DK/REFUSED	2.9	2.3	-	3.8	4.8	0.8	2.6	1.9	1.3	3.3	3.3	2.5	8.6	1.5	2.9	3.4	-	5.2	-



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16. GENERALLY SPEAKING, DO YOU THINK UNDERAGE DRINKING SIGNIFICANTLY AFFECTS THE BRAIN HEALTH AND DEVELOPMENT OF TEENAGERS IN MIDDLE SCHOOL AND HIGH SCHOOL?

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
Total	500	78	73	54	86	125	69	305	280	181	170	135	128	103	258
YES	92.2	89.2	87.3	82.6	98.0	98.0	92.7	91.1	91.6	96.0	87.7	93.1	90.5	89.2	94.5
NO	4.9	8.1	3.5	13.7	2.0	2.0	4.2	5.1	5.1	2.8	7.1	4.6	3.4	8.4	4.0
DK/REFUSED	2.9	2.7	9.1	3.7	-	-	3.1	3.8	3.3	1.2	5.2	2.3	6.0	2.4	1.5



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16. GENERALLY SPEAKING, DO YOU THINK UNDERAGE DRINKING SIGNIFICANTLY AFFECTS THE BRAIN HEALTH AND DEVELOPMENT OF TEENAGERS IN MIDDLE SCHOOL AND HIGH SCHOOL?

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/  YOUN-  GER	11/  YOUN-  GER	12	13	14	15/  OLDER	15	16	17/  OLDER	14/  YOUN-  GER	12/  YOUN-  GER	13-14	15/  OLDER	15-16	17/  OLDER
Total	500	305	74	88	99	99	280	90	100	129	305	154	190	280	180	129
YES	92.2	91.1	92.2	92.1	89.3	91.5	91.6	90.2	94.5	92.1	91.1	92.6	91.3	91.6	92.1	92.1
NO	4.9	5.1	3.5	3.3	7.6	5.0	5.1	5.8	3.4	5.2	5.1	3.6	5.7	5.1	4.8	5.2
DK/REFUSED	2.9	3.8	4.2	4.6	3.1	3.5	3.3	4.0	2.0	2.7	3.8	3.8	3.0	3.3	3.1	2.7

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16. GENERALLY SPEAKING, DO YOU THINK UNDERAGE DRINKING SIGNIFICANTLY AFFECTS THE BRAIN HEALTH AND DEVELOPMENT OF TEENAGERS IN MIDDLE SCHOOL AND HIGH SCHOOL?

	TOTAL		MALE ONLY (CHILDREN)					FEMALE ONLY (CHILDREN)					BOTH (CHILDREN)						
	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	
Total	500	110	53	63	96	55	44	98	42	62	90	65	32	95	58	64	92	60	52
YES	92.2	98.4	100.0	97.2	93.3	93.6	93.4	82.7	82.0	85.0	88.2	87.3	92.5	92.0	94.8	91.6	93.1	95.8	90.5
NO	4.9	0.8	-	1.4	4.5	5.7	2.7	9.0	6.8	9.5	5.5	5.5	4.4	5.3	3.1	6.4	5.5	3.2	8.1
DK/REFUSED	2.9	0.9	-	1.5	2.2	0.7	3.9	8.3	11.2	5.5	6.3	7.2	3.1	2.6	2.1	2.0	1.5	1.0	1.4

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16. GENERALLY SPEAKING, DO YOU THINK UNDERAGE DRINKING SIGNIFICANTLY AFFECTS THE BRAIN HEALTH AND DEVELOPMENT OF TEENAGERS IN MIDDLE SCHOOL AND HIGH SCHOOL?

	TOTAL			MEN						WOMEN						MEN			WOMEN		
				14/  YOUN- 	12/  YOUN- 	13-14 	15/  OLDER 	15-16 	17/  OLDER 	14/  YOUN- 	12/  YOUN- 	13-14 	15/  OLDER 	15-16 	17/  OLDER 	MALE  ONLY 	FEMALE  ONLY 	BOTH 	MALE  ONLY 	FEMALE  ONLY 	BOTH 
Total	500	140	77	85	101	64	45	165	78	105	179	116	83	68	69	65	113	101	70		
YES	92.2	85.4	87.5	86.4	85.8	84.4	90.4	95.9	97.6	95.3	94.9	96.3	93.0	92.4	74.1	92.3	98.1	96.9	94.0		
NO	4.9	7.7	4.8	9.3	7.2	7.8	4.9	2.9	2.4	2.8	4.0	3.1	5.4	5.9	15.1	3.0	1.0	1.7	6.0		
DK/REFUSED	2.9	6.8	7.7	4.3	7.1	7.8	4.7	1.2	-	1.9	1.1	0.6	1.6	1.7	10.8	4.8	0.8	1.4	-		

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16. GENERALLY SPEAKING, DO YOU THINK UNDERAGE DRINKING SIGNIFICANTLY AFFECTS THE BRAIN HEALTH AND DEVELOPMENT OF TEENAGERS IN MIDDLE SCHOOL AND HIGH SCHOOL?

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some Col-lege	COL-LEGE GRAD.	Col-lege Grad.	Post Grad. Work
Total	500	32	58	67	54	67	139	90	327	157	260	277	139	195	27	68	100	294	215	79
YES	92.2	91.0	94.2	93.0	92.4	92.2	93.5	93.1	93.0	93.0	93.0	92.7	93.5	92.7	97.6	87.8	94.7	92.1	91.3	94.2
NO	4.9	3.1	4.4	3.7	6.9	3.5	3.4	3.9	4.1	3.8	4.2	4.3	3.4	4.5	2.4	7.5	3.0	5.3	6.4	2.1
DK/REFUSED	2.9	5.9	1.4	3.4	0.7	4.3	3.0	3.0	3.0	3.2	2.9	3.0	3.0	2.8	-	4.6	2.3	2.7	2.3	3.6

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16. GENERALLY SPEAKING, DO YOU THINK UNDERAGE DRINKING SIGNIFICANTLY AFFECTS THE BRAIN HEALTH AND DEVELOPMENT OF TEENAGERS IN MIDDLE SCHOOL AND HIGH SCHOOL?

	TOTAL	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COL-   Col-   Post	LESS/ COL-   Col-   Post	SINGLE   MAR-   SEPA-   DIV-   WID-	MALE	FEMALE										
		COLLEG   LEGE   lege   Grad.	COLLEG   LEGE   lege   Grad.	GRAD.   GRAD.   Grad.   Work	GRAD.   GRAD.   Grad.   Work	RIED	RATED	ORCED	OWED							
Total	500	89	116	84	32	106	178	131	48	39	373	11	57	9	168	205
YES	92.2	86.1	86.4	84.8	90.9	98.2	95.8	95.5	96.5	90.3	93.5	74.5	89.3	85.5	89.0	97.1
NO	4.9	9.0	8.0	11.0	-	0.8	3.5	3.5	3.5	-	4.7	7.9	8.1	14.5	7.7	2.2
DK/REFUSED	2.9	4.9	5.6	4.3	9.1	1.0	0.7	1.0	-	9.7	1.8	17.6	2.6	-	3.3	0.6

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16. GENERALLY SPEAKING, DO YOU THINK UNDERAGE DRINKING SIGNIFICANTLY AFFECTS THE BRAIN HEALTH AND DEVELOPMENT OF TEENAGERS IN MIDDLE SCHOOL AND HIGH SCHOOL?

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE			MEN		WOMEN		UNDER 40		OVER 40		
		PROT-ESTANT	CATH-OLIC	OTH-ER	YES	NO	MALE	FEMALE	WHITE	NON-WHITE	Hispanic	African American	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN
Total	500	323	59	28	241	96	99	143	336	159	30	103	136	46	200	57	88	32	237	66
YES	92.2	92.9	97.1	87.4	94.3	91.6	88.7	98.1	93.0	90.5	91.6	89.2	88.4	78.0	96.2	98.1	97.3	79.2	91.5	94.8
NO	4.9	3.5	2.9	11.3	3.1	4.0	5.5	1.4	4.1	6.7	8.4	7.1	5.6	13.7	3.0	1.9	-	8.9	5.3	5.2
DK/REFUSED	2.9	3.6	-	1.3	2.6	4.3	5.8	0.5	2.9	2.8	-	3.7	6.0	8.3	0.8	-	2.7	11.9	3.1	-



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16. GENERALLY SPEAKING, DO YOU THINK UNDERAGE DRINKING SIGNIFICANTLY AFFECTS THE BRAIN HEALTH AND DEVELOPMENT OF TEENAGERS IN MIDDLE SCHOOL AND HIGH SCHOOL?

	TOTAL	AGE			MEN			WOMEN			GENDER	
		UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE
		40		55	40		55	40		55		
Total	500	144	301	35	63	121	14	81	180	20	210	290
YES	92.2	92.5	92.6	90.4	83.0	88.5	85.1	100.0	95.4	94.2	86.2	96.6
NO	4.9	3.2	5.3	4.6	7.2	8.4	2.8	-	3.3	5.8	8.2	2.4
DK/REFUSED	2.9	4.3	2.0	5.0	9.8	3.1	12.0	-	1.3	-	5.6	1.0

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17. DO YOU THINK TALKING TO YOUR CHILDREN ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT WOULD BE AN EFFECTIVE OR INEFFECTIVE WAY TO INFLUENCE THEIR DECISIONS ABOUT DRINKING ALCOHOL?  
(Net Diff. = EFFECTIVE-INEFFECTIVE)

	TOTAL	AREA											CHILDREN IN	APPROPRIATE TO	TALKED ABOUT						
		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	11-14 15	OVER	YES	NO/ NOT YET
Total	500	158	64	18	76	141	60	81	89	45	44	21	56	35	299	197	239	203	36	462	38
EFFECTIVE	83.9	88.1	86.5	93.7	88.1	84.5	84.0	84.8	82.1	78.7	85.6	71.5	81.1	78.8	82.2	86.7	86.6	82.7	78.8	84.0	82.1
Very	49.8	53.4	53.2	52.4	53.9	52.4	49.2	54.8	46.1	49.4	42.7	27.0	59.1	31.3	46.7	54.0	53.1	45.9	52.9	50.5	42.0
Somewhat	34.1	34.7	33.3	41.3	34.3	32.1	34.8	30.1	36.0	29.3	42.9	44.6	22.0	47.6	35.5	32.7	33.5	36.8	25.9	33.6	40.1
INEFFECTIVE	13.3	9.2	10.0	2.5	10.1	11.7	8.8	13.9	17.9	21.3	14.4	21.2	14.0	21.2	14.6	11.1	11.2	16.0	13.7	13.2	15.6
Somewhat	9.3	6.1	6.0	2.5	7.1	8.5	3.0	12.6	12.0	14.0	9.9	21.2	7.6	16.1	10.6	7.5	7.1	12.4	8.7	9.2	10.9
Very	4.0	3.1	4.0	-	3.1	3.2	5.8	1.3	5.9	7.2	4.5	-	6.4	5.1	4.0	3.7	4.1	3.6	5.0	4.0	4.7
DK/REFUSED	2.8	2.7	3.5	3.8	1.7	3.8	7.2	1.2	-	-	-	7.2	4.9	-	3.2	2.1	2.1	1.3	7.5	2.8	2.3
Net Diff.	70.5	78.9	76.5	91.2	78.0	72.7	75.2	70.9	64.2	57.5	71.1	50.3	67.1	57.6	67.6	75.6	75.4	66.7	65.0	70.9	66.5



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17. DO YOU THINK TALKING TO YOUR CHILDREN ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT WOULD BE AN EFFECTIVE OR INEFFECTIVE WAY TO INFLUENCE THEIR DECISIONS ABOUT DRINKING ALCOHOL?  
(Net Diff. = EFFECTIVE-INEFFECTIVE)

	TALK ABOUT ALCOHOL ABUSE WITH YOUR CHILDREN					TALKED ABOUT ALCOHOL ABUSE LAST FEW MOS.					UNDERAGED DRINKING IN YOUR COMMUNITY					CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL				APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL			S/R/H: ADS STOP UNDERAGE DRINKING		TALKED TO CHILD ABOUT BRAIN DEVLPMNT	
	FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	LESS/ 14	15-17	OVER 18	YES	NO	YES	NO	YES	NO				
Total	500	178	214	68	382	74	422	213	209	50	297	98	199	200	18	57	375	232	265	352	145					
EFFECTIVE	83.9	87.9	81.3	81.8	83.7	84.4	84.1	81.9	86.4	88.7	83.0	83.3	82.8	85.0	70.6	70.1	86.1	83.2	84.3	88.4	73.6					
Very	49.8	64.9	42.9	37.6	52.3	41.6	49.7	50.4	49.0	59.4	46.6	55.0	42.4	54.9	25.2	20.0	53.5	50.2	49.7	55.8	36.2					
Somewhat	34.1	23.0	38.5	44.2	31.5	42.8	34.4	31.5	37.4	29.4	36.4	28.3	40.4	30.1	45.4	50.1	32.6	33.0	34.6	32.6	37.4					
INEFFECTIVE	13.3	8.5	15.9	17.2	12.9	15.6	13.1	14.0	12.3	11.3	15.0	15.2	15.0	11.0	29.4	28.5	11.4	14.6	12.4	9.5	23.0					
Somewhat	9.3	5.4	11.4	12.4	8.9	11.2	9.2	9.8	8.6	11.3	9.7	7.8	10.6	9.0	21.1	21.3	8.1	10.2	8.7	6.4	16.7					
Very	4.0	3.0	4.5	4.8	4.0	4.4	3.9	4.2	3.7	-	5.4	7.4	4.4	2.1	8.3	7.2	3.2	4.4	3.7	3.1	6.3					
DK/REFUSED	2.8	3.6	2.7	1.0	3.4	-	2.8	4.1	1.4	-	2.0	1.5	2.2	4.0	-	1.4	2.6	2.2	3.3	2.1	3.4					
Net Diff.	70.5	79.5	65.4	64.6	70.8	68.8	71.0	67.9	74.1	77.5	67.9	68.2	67.8	74.0	41.2	41.5	74.7	68.6	71.8	78.9	50.7					



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17. DO YOU THINK TALKING TO YOUR CHILDREN ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT WOULD BE AN EFFECTIVE OR INEFFECTIVE WAY TO INFLUENCE THEIR DECISIONS ABOUT DRINKING ALCOHOL?  
(Net Diff. = EFFECTIVE-INEFFECTIVE)

	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					HOW OFTEN DO YOU TALK TO YOUR CHILDREN ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN						UNDERAGE DRINKING AFFECTS TEEN HEALTH		TALKING ABOUT UNDERAGE DRINKING AFFECTS ON BRAIN HEALTH/DEVELOPMENT EFF./INEFF. WAY TO INFLUENCE THEIR DECISIONS						
	17/ YOUNG- ER	14/ Young- er	15-17	18-20	21+	TALK	Always	Some- times	NOT OFTEN	Rarely	Never	YES	NO	EFFECTIVE	Very	Some- what	INEFFECTIVE	Some- what	Very	
Total	500	106	55	51	139	221	326	148	178	126	86	40	461	24	419	249	170	67	47	20
EFFECTIVE	83.9	85.5	84.3	86.7	88.1	80.9	90.5	93.2	88.2	69.9	72.9	63.3	85.7	46.0	100.0	100.0	100.0	-	-	-
Very	49.8	54.0	62.2	45.2	52.0	47.3	58.0	63.5	53.5	34.2	34.2	34.3	52.3	12.8	59.4	100.0	-	-	-	-
Somewhat	34.1	31.4	22.1	41.5	36.1	33.6	32.4	29.7	34.7	35.6	38.7	29.0	33.4	33.2	40.6	-	100.0	-	-	-
INEFFECTIVE	13.3	13.5	13.8	13.3	11.3	16.2	7.0	3.9	9.6	28.2	26.3	32.2	12.1	45.0	-	-	-	100.0	100.0	100.0
Somewhat	9.3	11.3	9.4	13.3	7.4	10.7	5.2	2.7	7.2	20.3	20.2	20.3	8.6	28.7	-	-	-	69.9	100.0	-
Very	4.0	2.3	4.4	-	3.9	5.6	1.9	1.2	2.4	7.9	6.1	11.9	3.5	16.4	-	-	-	30.1	-	100.0
DK/REFUSED	2.8	1.0	1.9	-	0.6	2.9	2.5	2.9	2.1	2.0	0.8	4.5	2.2	8.9	-	-	-	-	-	-
Net Diff.	70.5	71.9	70.5	73.5	76.8	64.6	83.4	89.3	78.6	41.7	46.6	31.1	73.6	1.0	100.0	100.0	100.0	-100.0	-100.0	-100.0



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(Net Diff. = EFFECTIVE-INEFFECTIVE)

	TOTAL				HEARD OF SITE		VISITED SITE		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK								
	TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		REGU-	2+	Once A	NOT	Every	Once A	RARELY	Rarely	Never
	RG		RG		RG		RG		LARLY	Times/	Week	REGU-	Couple	Week	/NEVER		
	YES	NO	YES	NO	REGU-	2+	Once A	NOT	Every	Once A	RARELY	Rarely	Never				
					LARLY	Week	Week	LARLY	Weeks	Weeks	Weeks	Weeks	Weeks	Weeks	Weeks	Weeks	Weeks
Total	500	181	310	35	453	172	100	72	65	30	35	261	115	145			
EFFECTIVE	83.9	88.3	81.4	96.7	82.5	84.2	80.0	90.0	81.7	75.5	86.9	84.1	84.2	84.0			
Very	49.8	60.8	43.5	87.0	46.3	44.7	43.5	46.5	35.4	27.9	41.9	57.2	57.1	57.2			
Somewhat	34.1	27.5	38.0	9.7	36.2	39.5	36.5	43.5	46.3	47.7	45.1	26.9	27.1	26.8			
INEFFECTIVE	13.3	10.4	14.9	3.3	14.5	13.4	18.2	6.7	17.6	22.9	13.1	12.4	11.8	12.9			
Somewhat	9.3	8.8	9.4	3.3	10.0	8.4	10.5	5.7	14.5	19.6	10.2	8.7	9.9	7.8			
Very	4.0	1.6	5.5	-	4.4	4.9	7.7	1.0	3.1	3.3	2.9	3.7	1.9	5.1			
DK/REFUSED	2.8	1.3	3.7	-	3.0	2.4	1.8	3.3	0.7	1.6	-	3.5	4.0	3.1			
Net Diff.	70.5	78.0	66.5	93.3	68.0	70.9	61.8	83.4	64.0	52.6	73.9	71.7	72.4	71.2			



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17. DO YOU THINK TALKING TO YOUR CHILDREN ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT WOULD BE AN EFFECTIVE OR INEFFECTIVE WAY TO INFLUENCE THEIR DECISIONS ABOUT DRINKING ALCOHOL?  
(Net Diff. = EFFECTIVE-INEFFECTIVE)

	TOTAL		IDEOLOGY						PARTY					WHITE			AFRICAN AMERICAN		
	LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
Total	500	113	44	69	143	91	129	219	164	198	123	106	17	139	98	88	5	74	20
EFFECTIVE	83.9	85.8	84.3	86.8	80.0	84.2	87.2	86.0	84.6	87.0	78.8	78.4	80.8	86.0	82.9	77.8	46.6	90.3	77.9
Very	49.8	53.6	57.8	50.9	41.6	45.7	55.8	51.6	48.8	53.6	45.7	41.6	71.1	47.5	46.1	41.8	20.7	63.3	43.2
Somewhat	34.1	32.2	26.5	35.9	38.4	38.5	31.4	34.3	35.8	33.4	33.1	36.9	9.7	38.4	36.8	36.0	25.9	27.0	34.7
INEFFECTIVE	13.3	10.9	15.7	7.8	16.9	12.4	11.4	11.8	14.0	11.0	16.2	17.1	10.6	12.9	14.4	16.6	53.4	7.9	22.1
Somewhat	9.3	5.9	5.9	5.9	12.7	12.4	6.6	9.0	10.3	8.8	10.1	10.9	4.7	10.1	11.3	8.0	26.6	6.1	22.1
Very	4.0	5.0	9.8	1.9	4.2	-	4.8	2.8	3.8	2.2	6.1	6.2	5.8	2.9	3.1	8.5	26.8	1.8	-
DK/REFUSED	2.8	3.3	-	5.4	3.1	3.3	1.4	2.2	1.4	2.0	5.0	4.4	8.6	1.1	2.7	5.7	-	1.8	-
Net Diff.	70.5	75.0	68.6	79.1	63.2	71.8	75.8	74.1	70.6	76.0	62.5	61.3	70.2	73.0	68.5	61.2	-6.9	82.4	55.8



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17. DO YOU THINK TALKING TO YOUR CHILDREN ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT WOULD BE AN EFFECTIVE OR INEFFECTIVE WAY TO INFLUENCE THEIR DECISIONS ABOUT DRINKING ALCOHOL?  
(Net Diff. = EFFECTIVE-INEFFECTIVE)

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL
Total	500	78	73	54	86	125	69	305	280	181	170	135	128	103	258
EFFECTIVE	83.9	86.2	86.5	74.9	83.1	87.3	81.8	83.5	83.3	80.6	82.6	88.8	85.0	81.0	84.6
Very	49.8	52.0	51.7	33.6	45.9	54.7	55.2	49.0	51.0	44.6	50.4	56.0	52.4	43.4	52.3
Somewhat	34.1	34.1	34.8	41.3	37.3	32.6	26.6	34.5	32.3	36.0	32.3	32.7	32.7	37.6	32.4
INEFFECTIVE	13.3	12.8	11.7	22.4	15.1	10.6	11.4	13.4	14.0	15.7	15.3	8.9	11.4	16.8	12.9
Somewhat	9.3	10.0	9.8	15.2	10.5	8.2	6.1	8.5	10.8	12.3	8.6	7.1	6.3	11.0	9.9
Very	4.0	2.8	1.8	7.2	4.6	2.5	5.3	4.9	3.1	3.4	6.7	1.8	5.1	5.8	2.9
DK/REFUSED	2.8	1.0	1.8	2.7	1.7	2.1	6.8	3.1	2.7	3.7	2.1	2.3	3.6	2.2	2.5
Net Diff.	70.5	73.4	74.9	52.6	68.0	76.6	70.4	70.1	69.3	64.9	67.3	79.9	73.7	64.2	71.8

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17. DO YOU THINK TALKING TO YOUR CHILDREN ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT WOULD BE AN EFFECTIVE OR INEFFECTIVE WAY TO INFLUENCE THEIR DECISIONS ABOUT DRINKING ALCOHOL?  
(Net Diff. = EFFECTIVE-INEFFECTIVE)

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER
Total	500	305	74	88	99	99	280	90	100	129	305	154	190	280	180	129
EFFECTIVE	83.9	83.5	86.3	89.0	81.1	83.5	83.3	78.6	87.7	81.7	83.5	87.8	82.4	83.3	84.3	81.7
Very	49.8	49.0	61.5	50.9	43.3	51.2	51.0	45.2	56.6	49.8	49.0	54.9	47.2	51.0	52.5	49.8
Somewhat	34.1	34.5	24.9	38.1	37.8	32.3	32.3	33.3	31.1	31.9	34.5	32.8	35.2	32.3	31.8	31.9
INEFFECTIVE	13.3	13.4	10.5	11.0	15.9	12.3	14.0	19.9	10.7	14.4	13.4	10.7	13.9	14.0	14.0	14.4
Somewhat	9.3	8.5	7.8	8.3	9.7	7.1	10.8	17.6	4.8	11.6	8.5	7.9	8.4	10.8	10.7	11.6
Very	4.0	4.9	2.7	2.7	6.2	5.2	3.1	2.3	5.9	2.8	4.9	2.8	5.5	3.1	3.3	2.8
DK/REFUSED	2.8	3.1	3.1	-	3.0	4.2	2.7	1.6	1.6	3.9	3.1	1.5	3.8	2.7	1.7	3.9
Net Diff.	70.5	70.1	75.8	78.0	65.2	71.2	69.3	58.7	77.0	67.2	70.1	77.1	68.5	69.3	70.4	67.2

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17. DO YOU THINK TALKING TO YOUR CHILDREN ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT WOULD BE AN EFFECTIVE OR INEFFECTIVE WAY TO INFLUENCE THEIR DECISIONS ABOUT DRINKING ALCOHOL?  
(Net Diff. = EFFECTIVE-INEFFECTIVE)

	TOTAL		MALE ONLY (CHILDREN)					FEMALE ONLY (CHILDREN)					BOTH (CHILDREN)						
			14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16
Total	500	110	53	63	96	55	44	98	42	62	90	65	32	95	58	64	92	60	52
EFFECTIVE	83.9	80.2	85.0	78.1	80.2	81.5	79.9	81.2	86.4	77.6	83.9	84.3	81.2	89.3	91.1	91.0	85.7	86.9	82.8
Very	49.8	43.3	53.6	40.1	50.3	54.5	47.0	48.3	50.4	45.4	52.6	53.4	52.9	56.8	59.9	56.3	49.4	49.7	48.5
Somewhat	34.1	36.9	31.4	38.0	29.9	27.0	32.9	32.9	36.0	32.2	31.3	30.9	28.2	32.5	31.1	34.8	36.3	37.2	34.3
INEFFECTIVE	13.3	16.8	15.0	16.7	15.3	15.0	14.6	15.2	10.0	19.2	15.4	14.7	18.8	7.9	7.5	6.1	11.5	12.3	12.2
Somewhat	9.3	11.1	10.6	10.5	13.9	12.6	14.6	7.4	7.7	8.5	8.2	7.7	10.5	6.8	5.8	6.1	10.4	12.3	10.2
Very	4.0	5.6	4.4	6.2	1.4	2.4	-	7.8	2.4	10.6	7.1	7.0	8.4	1.1	1.7	-	1.1	-	1.9
DK/REFUSED	2.8	3.0	-	5.2	4.5	3.4	5.5	3.6	3.6	3.2	0.8	1.0	-	2.8	1.4	2.9	2.8	0.8	5.0
Net Diff.	70.5	63.4	70.0	61.4	64.9	66.5	65.4	66.1	76.3	58.5	68.5	69.7	62.3	81.4	83.5	84.9	74.3	74.7	70.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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17. DO YOU THINK TALKING TO YOUR CHILDREN ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT WOULD BE AN EFFECTIVE OR INEFFECTIVE WAY TO INFLUENCE THEIR DECISIONS ABOUT DRINKING ALCOHOL?  
(Net Diff. = EFFECTIVE-INEFFECTIVE)

	TOTAL		MEN						WOMEN						MEN			WOMEN		
			14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	140	77	85	101	64	45	165	78	105	179	116	83	68	69	65	113	101	70	
EFFECTIVE	83.9	81.1	87.9	77.4	82.6	80.2	84.3	85.5	87.6	86.4	83.7	86.6	80.2	80.6	80.2	87.3	80.6	84.3	90.2	
Very	49.8	47.9	56.1	44.0	45.1	46.2	41.6	49.9	53.9	49.8	54.4	56.0	54.3	33.7	45.0	64.0	51.2	54.0	48.6	
Somewhat	34.1	33.2	31.9	33.4	37.5	34.0	42.7	35.6	33.8	36.6	29.3	30.6	25.9	46.9	35.2	23.3	29.4	30.3	41.5	
INEFFECTIVE	13.3	15.7	11.0	18.3	15.7	18.3	13.9	11.5	10.4	10.3	13.0	11.6	14.7	16.7	17.9	10.6	15.1	13.6	7.3	
Somewhat	9.3	11.1	9.7	12.0	12.5	16.3	9.7	6.4	6.1	5.4	9.9	7.7	12.6	13.3	10.5	10.6	11.6	7.3	3.7	
Very	4.0	4.6	1.3	6.4	3.2	2.0	4.2	5.1	4.3	4.9	3.1	3.9	2.1	3.4	7.4	-	3.4	6.3	3.6	
DK/REFUSED	2.8	3.2	1.1	4.3	1.7	1.5	1.8	3.0	1.9	3.3	3.3	1.8	5.0	2.6	1.9	2.1	4.3	2.2	2.6	
Net Diff.	70.5	65.4	76.9	59.0	67.0	61.9	70.4	74.0	77.2	76.1	70.7	75.0	65.5	63.9	62.4	76.7	65.5	70.7	82.9	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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17. DO YOU THINK TALKING TO YOUR CHILDREN ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT WOULD BE AN EFFECTIVE OR INEFFECTIVE WAY TO INFLUENCE THEIR DECISIONS ABOUT DRINKING ALCOHOL?  
(Net Diff. = EFFECTIVE-INEFFECTIVE)

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some College	COLLEGE GRAD.	Col-lege Grad.	Post Grad. Work
Total	500	32	58	67	54	67	139	90	327	157	260	277	139	195	27	68	100	294	215	79
EFFECTIVE	83.9	79.8	80.4	83.5	84.8	83.0	90.7	80.2	86.7	81.6	87.5	82.5	90.7	79.1	81.4	78.3	79.1	86.6	85.3	90.2
Very	49.8	53.5	57.2	49.9	50.4	53.9	46.9	55.9	49.5	53.3	49.4	52.9	46.9	50.2	66.7	45.5	49.0	50.0	46.8	58.8
Somewhat	34.1	26.3	23.2	33.6	34.4	29.0	43.8	24.3	37.1	28.3	38.0	29.6	43.8	28.9	14.8	32.8	30.1	36.6	38.4	31.4
INEFFECTIVE	13.3	20.2	12.1	15.5	12.8	17.0	7.7	15.0	12.0	15.2	11.2	15.2	7.7	18.4	18.6	18.3	18.4	10.5	11.5	7.8
Somewhat	9.3	5.6	10.4	13.1	8.1	15.5	5.0	8.7	9.3	10.6	8.3	11.3	5.0	12.8	13.7	10.8	14.0	7.4	7.9	5.8
Very	4.0	14.6	1.7	2.4	4.7	1.5	2.8	6.3	2.7	4.6	2.8	3.9	2.8	5.6	4.9	7.5	4.4	3.2	3.6	2.0
DK/REFUSED	2.8	-	7.5	1.0	2.4	-	1.6	4.8	1.3	3.2	1.4	2.3	1.6	2.5	-	3.5	2.5	2.9	3.2	2.0
Net Diff.	70.5	59.7	68.3	68.1	72.0	65.9	83.0	65.2	74.6	66.4	76.3	67.4	83.0	60.7	62.9	60.0	60.7	76.1	73.8	82.4

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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17. DO YOU THINK TALKING TO YOUR CHILDREN ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT WOULD BE AN EFFECTIVE OR INEFFECTIVE WAY TO INFLUENCE THEIR DECISIONS ABOUT DRINKING ALCOHOL?  
(Net Diff. = EFFECTIVE-INEFFECTIVE)

	TOTAL		MEN				WOMEN				MARITAL STATUS				MARRIED		
	N	%	LESS/ COLLEGE GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	LESS/ COLLEGE GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	SINGLE	MAR- RIED	SEPA- RATED	DIV- ORCED	WID- OWED	MALE	FEMALE
Total	500		89	116	84	32	106	178	131	48	39	373	11	57	9	168	205
EFFECTIVE	83.9	77.7	86.8	84.1	94.0	80.3	86.5	86.0	87.7	93.2	85.6	92.1	64.6	85.5	85.8	85.4	
Very	49.8	50.3	45.9	41.9	56.5	50.2	52.8	50.0	60.3	73.9	50.3	42.4	32.8	65.6	50.6	50.0	
Somewhat	34.1	27.4	41.0	42.3	37.5	30.2	33.7	36.0	27.4	19.3	35.3	49.7	31.7	19.8	35.2	35.4	
INEFFECTIVE	13.3	20.4	10.8	13.2	4.4	16.7	10.3	10.4	10.1	6.8	12.4	7.9	27.5	-	11.6	13.1	
Somewhat	9.3	14.8	8.7	10.3	4.4	11.2	6.5	6.3	6.8	6.8	8.2	7.9	19.8	-	8.2	8.1	
Very	4.0	5.6	2.1	2.9	-	5.5	3.9	4.1	3.3	-	4.2	-	7.7	-	3.4	4.9	
DK/REFUSED	2.8	1.9	2.4	2.7	1.7	3.0	3.2	3.6	2.2	-	2.0	-	7.9	14.5	2.7	1.5	
Net Diff.	70.5	57.4	76.0	70.9	89.6	63.6	76.1	75.6	77.6	86.4	73.2	84.2	37.1	85.5	74.2	72.4	

**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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17. DO YOU THINK TALKING TO YOUR CHILDREN ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT WOULD BE AN EFFECTIVE OR INEFFECTIVE WAY TO INFLUENCE THEIR DECISIONS ABOUT DRINKING ALCOHOL?  
(Net Diff. = EFFECTIVE-INEFFECTIVE)

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	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	323	59	28	241	96	99	143	336	159	30	103	136	46	200	57	88	32	237	66
EFFECTIVE	83.9	85.3	84.1	82.4	85.0	85.6	84.9	85.1	82.9	85.9	84.5	85.0	86.8	70.6	80.3	96.3	81.6	77.4	83.4	89.0
Very	49.8	52.6	46.4	47.2	55.1	48.6	53.7	56.1	45.3	59.5	45.7	56.8	43.9	41.6	46.3	68.9	45.1	61.0	46.7	57.2
Somewhat	34.1	32.7	37.8	35.2	29.8	37.0	31.1	28.9	37.6	26.4	38.8	28.2	42.9	29.1	34.0	27.5	36.5	16.4	36.7	31.9
INEFFECTIVE	13.3	12.3	13.3	17.6	12.7	10.7	13.4	12.3	14.2	11.8	12.6	13.7	12.1	26.5	15.6	3.7	15.0	22.6	13.8	9.0
Somewhat	9.3	9.0	10.8	5.2	9.0	7.4	10.1	8.3	9.6	9.0	10.2	10.1	8.7	20.5	10.1	1.9	8.3	15.0	10.5	6.9
Very	4.0	3.3	2.5	12.4	3.7	3.3	3.3	4.0	4.7	2.8	2.5	3.6	3.4	6.0	5.5	1.8	6.6	7.6	3.3	2.0
DK/REFUSED	2.8	2.4	2.5	-	2.3	3.7	1.8	2.6	2.9	2.3	2.9	1.3	1.1	2.9	4.1	-	3.4	-	2.8	2.0
Net Diff.	70.5	73.0	70.8	64.8	72.3	74.9	71.5	72.8	68.7	74.1	71.9	71.2	74.6	44.2	64.7	92.7	66.6	54.7	69.6	80.1



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17. DO YOU THINK TALKING TO YOUR CHILDREN ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT WOULD BE AN EFFECTIVE OR INEFFECTIVE WAY TO INFLUENCE THEIR DECISIONS ABOUT DRINKING ALCOHOL?  
(Net Diff. = EFFECTIVE-INEFFECTIVE)

	TOTAL			AGE			MEN			WOMEN			GENDER	
	UNDER 40	41-55	OVER 55	MALE	FEMALE									
Total	500	144	301	35	63	121	14	81	180	20	210	290		
EFFECTIVE	83.9	81.9	83.8	93.9	82.2	82.5	96.3	81.6	84.6	92.1	83.3	84.3		
Very	49.8	50.1	50.3	56.9	41.4	52.8	55.6	56.9	48.6	57.9	47.1	51.8		
Somewhat	34.1	31.7	33.4	37.0	40.8	29.6	40.7	24.6	36.0	34.3	36.2	32.5		
INEFFECTIVE	13.3	15.4	13.3	4.6	16.4	15.0	-	14.7	12.1	7.9	14.6	12.5		
Somewhat	9.3	9.7	10.0	4.6	14.2	10.9	-	6.2	9.4	7.9	11.1	8.1		
Very	4.0	5.8	3.3	-	2.3	4.1	-	8.5	2.7	-	3.5	4.4		
DK/REFUSED	2.8	2.7	3.0	1.5	1.4	2.5	3.7	3.7	3.3	-	2.1	3.2		
Net Diff.	70.5	66.4	70.5	89.3	65.8	67.5	96.3	66.9	72.5	84.3	68.7	71.9		

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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18. NOW I'M GOING TO READ YOU VARIOUS STATEMENTS ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT. 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?

"THE BRAIN DOES NOT FINISH DEVELOPING UNTIL A PERSON'S MID-TWENTIES. PREVENTING UNDERAGE DRINKING WILL HELP A TEENAGER'S BRAIN HAVE A HEALTHY AND FULL DEVELOPMENT."

(Net Diff. = CONVINCING-NOT CONVINCING)

	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	11-14 15	OVER	YES	NO/ NOT YET
Total	500	158	64	18	76	141	60	81	89	45	44	21	56	35	299	197	239	203	36	462	38
CONVINCING	85.6	85.1	84.8	68.3	89.3	83.0	78.8	86.2	86.8	93.5	80.1	89.2	86.0	91.8	85.8	85.5	81.4	90.7	77.2	86.4	75.9
Very	48.3	44.2	34.0	36.2	54.6	45.2	39.4	49.5	44.8	51.8	37.7	46.6	68.7	57.2	47.6	49.3	46.0	46.6	52.0	48.2	50.4
Somewhat	37.2	41.0	50.9	32.1	34.7	37.8	39.3	36.7	42.0	41.7	42.4	42.6	17.3	34.7	38.2	36.1	35.4	44.1	25.3	38.2	25.5
NOT CONVINCING	13.7	14.3	15.2	31.7	9.4	16.3	21.2	12.7	13.2	6.5	19.9	3.8	14.0	8.2	13.7	13.6	18.2	8.6	20.0	13.2	20.3
Not Too	7.9	8.8	9.7	10.9	7.6	9.1	9.5	8.9	10.2	5.9	14.6	-	3.2	4.9	8.7	6.2	8.9	6.7	10.6	7.1	17.2
Not at All	5.9	5.5	5.5	20.7	1.8	7.2	11.8	3.8	3.0	0.6	5.4	3.8	10.8	3.3	5.0	7.4	9.3	1.9	9.4	6.1	3.0
DK/REFUSED	0.7	0.6	-	-	1.3	0.7	-	1.1	-	-	-	7.0	-	-	0.5	1.0	0.4	0.7	2.8	0.4	3.9
Net Diff.	71.8	70.9	69.7	36.7	80.0	66.7	57.6	73.5	73.7	86.9	60.1	85.4	72.0	83.6	72.1	71.9	63.2	82.2	57.2	73.2	55.6
Mean	3.29	3.25	3.13	2.84	3.44	3.22	3.06	3.33	3.29	3.45	3.12	3.42	3.44	3.46	3.29	3.29	3.19	3.36	3.23	3.29	3.28



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"THE BRAIN DOES NOT FINISH DEVELOPING UNTIL A PERSON'S MID-TWENTIES. PREVENTING UNDERAGE DRINKING WILL HELP A TEENAGER'S BRAIN HAVE A HEALTHY AND FULL DEVELOPMENT."  
(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	TALK ABOUT ALCOHOL ABUSE WITH YOUR CHILDREN				TALKED ABOUT ALCOHOL ABUSE LAST FEW MOS.		UNDERAGED DRINKING IN YOUR COMMUNITY				CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL			APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL		S/R/H: ADS STOP UNDERAGE DRINKING		TALKED TO CHILD ABOUT BRAIN DEVLPMNT		
		FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	LESS/ 14	15-17 18	OVER 18	YES	NO	YES	NO
Total	500	178	214	68	382	74	422	213	209	50	297	98	199	200	18	57	375	232	265	352	145
CONVINCING	85.6	87.5	86.0	85.5	85.3	90.6	85.0	86.6	83.4	91.3	88.2	92.7	86.0	81.5	89.3	77.4	87.1	83.1	87.6	84.2	88.7
Very	48.3	49.8	46.7	48.1	46.5	58.8	47.4	48.6	46.3	54.9	50.0	61.9	44.1	46.6	49.7	37.4	49.6	42.4	53.8	49.0	47.7
Somewhat	37.2	37.7	39.2	37.4	38.8	31.7	37.6	38.1	37.2	36.4	38.2	30.9	41.9	34.8	39.6	39.9	37.4	40.7	33.8	35.2	41.0
NOT CONVINCING	13.7	11.9	13.6	14.5	14.4	8.1	14.4	12.9	15.9	6.8	11.8	7.3	14.0	16.9	10.7	20.1	12.4	16.9	11.2	15.3	10.3
Not Too	7.9	5.6	7.1	10.1	7.9	3.8	7.9	6.6	9.3	4.5	6.5	2.4	8.5	10.0	5.6	14.4	6.6	9.7	6.3	8.8	5.7
Not at All	5.9	6.3	6.5	4.4	6.5	4.3	6.4	6.3	6.5	2.3	5.3	4.8	5.5	6.9	5.1	5.7	5.9	7.2	4.8	6.5	4.6
DK/REFUSED	0.7	0.5	0.4	-	0.2	1.3	0.6	0.5	0.7	1.8	-	-	-	1.7	-	2.5	0.5	-	1.3	0.5	1.0
Net Diff.	71.8	75.6	72.3	71.1	70.9	82.5	70.7	73.7	67.6	84.5	76.4	85.5	71.9	64.6	78.6	57.3	74.6	66.2	76.4	68.9	78.4
Mean	3.29	3.32	3.27	3.29	3.26	3.47	3.27	3.29	3.24	3.47	3.33	3.50	3.25	3.23	3.34	3.12	3.31	3.18	3.38	3.27	3.33



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18. NOW I'M GOING TO READ YOU VARIOUS STATEMENTS ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT. 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?

"THE BRAIN DOES NOT FINISH DEVELOPING UNTIL A PERSON'S MID-TWENTIES. PREVENTING UNDERAGE DRINKING WILL HELP A TEENAGER'S BRAIN HAVE A HEALTHY AND FULL DEVELOPMENT."

(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					HOW OFTEN DO YOU TALK TO YOUR CHILDREN ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN					UNDERAGE DRINKING AFFECTS TEEN HEALTH		TALKING ABOUT UNDERAGE DRINKING AFFECTS ON BRAIN HEALTH/DEVELOPMENT EFF./INEFF. WAY TO INFLUENCE THEIR DECISIONS						
		17/Younger	14/Younger	15-17	18-20	21+	TALK	Always	Some-times	NOT OFTEN	Rarely	Never	YES	NO	EFFECTIVE	Very	Some-what	INEFFECTIVE	Some-what	Very
Total	500	106	55	51	139	221	326	148	178	126	86	40	461	24	419	249	170	67	47	20
CONVINCING	85.6	81.9	77.7	86.5	88.6	84.7	87.7	86.7	88.5	83.5	87.0	75.9	87.5	64.4	87.4	88.7	85.6	75.7	87.3	48.7
Very	48.3	55.2	55.2	55.2	44.5	47.7	53.0	57.5	49.3	38.3	42.6	29.1	50.1	20.1	51.8	66.2	30.9	26.7	31.5	15.3
Somewhat	37.2	26.8	22.6	31.3	44.1	37.0	34.6	29.1	39.2	45.2	44.4	46.8	37.4	44.2	35.6	22.5	54.6	49.0	55.8	33.4
NOT CONVINCING	13.7	16.7	22.3	10.6	10.7	14.9	12.1	12.7	11.5	15.7	11.9	24.1	11.8	35.6	12.1	10.9	13.9	22.1	9.5	51.3
Not Too	7.9	8.8	9.4	8.3	7.1	7.9	4.5	5.9	3.4	13.6	11.0	19.1	7.0	16.6	7.4	6.1	9.3	10.4	4.6	24.0
Not at All	5.9	7.8	12.9	2.3	3.6	7.0	7.5	6.8	8.1	2.2	0.9	5.0	4.8	19.0	4.7	4.8	4.6	11.7	5.0	27.3
DK/REFUSED	0.7	1.4	-	2.9	0.7	0.4	0.3	0.6	-	0.8	1.1	-	0.7	-	0.5	0.4	0.5	2.2	3.1	-
Net Diff.	71.8	65.3	55.4	75.9	77.9	69.8	75.6	74.0	76.9	67.7	75.1	51.8	75.7	28.7	75.3	77.8	71.7	53.6	77.8	-2.5
Mean	3.29	3.31	3.20	3.44	3.30	3.26	3.34	3.38	3.30	3.21	3.30	3.00	3.34	2.66	3.35	3.51	3.12	2.93	3.18	2.37

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE - PARENTS OF CHILDREN GRADES 6-12

Table 18 Page 238  
Feb. 24, 2016

18. NOW I'M GOING TO READ YOU VARIOUS STATEMENTS ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT. 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?

"THE BRAIN DOES NOT FINISH DEVELOPING UNTIL A PERSON'S MID-TWENTIES. PREVENTING UNDERAGE DRINKING WILL HELP A TEENAGER'S BRAIN HAVE A HEALTHY AND FULL DEVELOPMENT."

(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL		HEARD OF SITE				VISITED SITE				HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK						
	TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		
	RG		RG		RG		RG		RG		RG		RG		RG		
	YES	NO	YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY /NEVER	Rarely	Never		
Total	500	181	310	35	453	172	100	72	65	30	35	261	115	145			
CONVINCING	85.6	84.2	86.3	87.8	85.7	82.7	82.9	82.4	85.3	91.1	80.3	87.8	86.1	89.1			
Very	48.3	48.8	47.6	71.9	46.5	42.3	40.8	44.3	37.1	44.7	30.5	55.6	51.6	58.7			
Somewhat	37.2	35.4	38.6	15.9	39.2	40.5	42.2	38.1	48.2	46.4	49.8	32.2	34.4	30.4			
NOT CONVINCING	13.7	15.8	13.0	12.2	13.8	17.3	17.1	17.6	12.5	4.1	19.7	11.5	13.9	9.6			
Not Too	7.9	9.3	7.3	2.9	8.2	10.7	14.3	5.8	6.9	-	12.8	6.0	7.2	5.0			
Not at All	5.9	6.5	5.7	9.3	5.6	6.6	2.8	11.8	5.6	4.1	6.9	5.5	6.8	4.6			
DK/REFUSED	0.7	-	0.8	-	0.5	-	-	-	2.2	4.8	-	0.7	-	1.3			
Net Diff.	71.8	68.4	73.3	75.6	71.9	65.4	65.9	64.8	72.8	87.0	60.7	76.2	72.2	79.5			
Mean	3.29	3.27	3.29	3.50	3.27	3.18	3.21	3.15	3.19	3.38	3.04	3.39	3.31	3.45			

**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

NC STATEWIDE - PARENTS OF CHILDREN GRADES 6-12

Table 18 Page 239  
Feb. 24, 2016

18. NOW I'M GOING TO READ YOU VARIOUS STATEMENTS ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT. 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?

"THE BRAIN DOES NOT FINISH DEVELOPING UNTIL A PERSON'S MID-TWENTIES. PREVENTING UNDERAGE DRINKING WILL HELP A TEENAGER'S BRAIN HAVE A HEALTHY AND FULL DEVELOPMENT."

(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	IDEOLOGY						PARTY						WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	113	44	69	143	91	129	219	164	198	123	106	17	139	98	88	5	74	20
CONVINCING	85.6	87.3	88.8	86.4	83.0	86.8	87.2	87.0	83.1	90.5	81.1	83.1	68.4	84.0	89.0	81.5	46.6	91.6	87.1
Very	48.3	51.8	57.5	48.0	42.5	45.7	49.8	48.1	48.4	51.3	43.1	42.8	44.6	47.1	43.5	41.8	46.6	56.2	59.8
Somewhat	37.2	35.6	31.3	38.4	40.5	41.1	37.4	38.9	34.7	39.2	38.0	40.3	23.8	36.9	45.5	39.7	-	35.4	27.4
NOT CONVINCING	13.7	11.8	9.0	13.6	15.9	13.2	12.1	12.6	16.3	9.0	17.7	15.5	31.6	15.3	11.0	16.8	53.4	7.1	12.9
Not Too	7.9	7.0	5.8	7.8	8.7	9.8	6.4	7.8	10.0	4.2	10.8	9.0	21.9	9.8	5.5	10.9	26.8	2.0	4.8
Not at All	5.9	4.8	3.2	5.8	7.3	3.4	5.7	4.7	6.4	4.8	7.0	6.5	9.7	5.5	5.5	5.9	26.6	5.1	8.1
DK/REFUSED	0.7	0.9	2.2	-	1.0	-	0.7	0.4	0.6	0.5	1.2	1.4	-	0.7	-	1.7	-	1.3	-
Net Diff.	71.8	75.6	79.7	72.9	67.1	73.6	75.1	74.5	66.8	81.4	63.3	67.6	36.7	68.7	78.0	64.7	-6.9	84.5	74.3
Mean	3.29	3.35	3.46	3.29	3.19	3.29	3.32	3.31	3.26	3.38	3.19	3.21	3.03	3.27	3.27	3.19	2.67	3.45	3.39



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE - PARENTS OF CHILDREN GRADES 6-12

Table 18 Page 240  
Feb. 24, 2016

18. NOW I'M GOING TO READ YOU VARIOUS STATEMENTS ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT. 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?

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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPU- LICAN	DEMO- CRAT	INDEP- ENDENT	REPU- LICAN	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL
Total	500	78	73	54	86	125	69	305	280	181	170	135	128	103	258
CONVINCING	85.6	83.4	91.1	77.4	82.8	90.1	84.0	85.8	87.1	87.8	85.1	83.4	88.1	82.8	86.1
Very	48.3	46.6	51.3	37.3	50.0	51.3	47.6	50.7	48.0	45.0	50.8	48.6	51.7	42.1	49.6
Somewhat	37.2	36.9	39.9	40.1	32.8	38.8	36.3	35.1	39.1	42.8	34.4	34.8	36.5	40.7	36.5
NOT CONVINCING	13.7	16.6	8.9	19.9	16.1	9.2	16.0	13.5	12.6	11.4	14.9	15.2	11.1	17.2	13.5
Not Too	7.9	12.8	3.8	13.0	7.3	4.5	9.0	8.1	5.8	8.3	6.7	8.1	5.2	10.3	8.0
Not at All	5.9	3.7	5.1	6.9	8.8	4.7	7.0	5.4	6.8	3.1	8.1	7.1	5.9	6.9	5.5
DK/REFUSED	0.7	-	-	2.7	1.1	0.8	-	0.6	0.3	0.8	-	1.4	0.8	-	0.4
Net Diff.	71.8	66.9	82.3	57.5	66.7	80.9	67.9	72.3	74.5	76.5	70.3	68.3	77.1	65.6	72.6
Mean	3.29	3.26	3.37	3.11	3.25	3.38	3.25	3.32	3.29	3.31	3.28	3.27	3.35	3.18	3.31

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE - PARENTS OF CHILDREN GRADES 6-12

Table 18 Page 241  
Feb. 24, 2016

18. NOW I'M GOING TO READ YOU VARIOUS STATEMENTS ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT. 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?

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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER
Total	500	305	74	88	99	99	280	90	100	129	305	154	190	280	180	129
CONVINCING	85.6	85.8	80.7	89.4	83.7	86.0	87.1	85.4	89.9	86.5	85.8	86.1	86.1	87.1	88.0	86.5
Very	48.3	50.7	53.5	56.8	44.8	44.2	48.0	51.2	45.9	44.1	50.7	56.1	45.9	48.0	49.9	44.1
Somewhat	37.2	35.1	27.2	32.6	38.9	41.8	39.1	34.2	44.0	42.5	35.1	30.0	40.2	39.1	38.1	42.5
NOT CONVINCING	13.7	13.5	19.3	10.6	14.3	12.1	12.6	14.6	10.1	12.7	13.5	13.9	12.9	12.6	12.0	12.7
Not Too	7.9	8.1	12.1	9.0	8.4	4.8	5.8	5.5	4.0	6.6	8.1	9.5	6.0	5.8	5.0	6.6
Not at All	5.9	5.4	7.2	1.6	5.9	7.3	6.8	9.1	6.1	6.1	5.4	4.4	6.9	6.8	7.1	6.1
DK/REFUSED	0.7	0.6	-	-	1.9	1.9	0.3	-	-	0.8	0.6	-	1.0	0.3	-	0.8
Net Diff.	71.8	72.3	61.3	78.8	69.4	73.9	74.5	70.8	79.8	73.8	72.3	72.1	73.2	74.5	75.9	73.8
Mean	3.29	3.32	3.27	3.45	3.25	3.25	3.29	3.27	3.30	3.25	3.32	3.38	3.26	3.29	3.31	3.25

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE - PARENTS OF CHILDREN GRADES 6-12

Table 18 Page 242  
Feb. 24, 2016

18. NOW I'M GOING TO READ YOU VARIOUS STATEMENTS ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT. 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?

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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL		MALE ONLY (CHILDREN)					FEMALE ONLY (CHILDREN)					BOTH (CHILDREN)						
	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	
Total	500	110	53	63	96	55	44	98	42	62	90	65	32	95	58	64	92	60	52
CONVINCING	85.6	87.6	85.0	88.8	90.0	96.0	83.1	87.0	91.8	85.1	85.0	81.6	92.9	82.8	82.6	85.0	86.0	87.6	85.1
Very	48.3	49.7	55.3	45.2	46.8	48.3	43.2	52.4	64.5	40.9	46.8	45.7	54.7	50.2	50.4	51.8	49.5	55.9	36.4
Somewhat	37.2	38.0	29.7	43.6	43.2	47.7	40.0	34.6	27.3	44.2	38.2	35.8	38.2	32.6	32.2	33.2	36.4	31.7	48.7
NOT CONVINCING	13.7	12.4	15.0	11.2	10.0	4.0	16.9	13.0	8.2	14.9	15.0	18.4	7.1	15.2	17.4	12.1	13.0	12.4	13.0
Not Too	7.9	10.3	12.4	7.6	5.7	4.0	7.4	5.8	5.8	5.1	5.8	4.7	6.9	7.6	9.9	4.6	6.0	6.1	6.1
Not at All	5.9	2.1	2.6	3.6	4.4	-	9.5	7.2	2.4	9.7	9.2	13.8	0.2	7.6	7.5	7.4	7.0	6.2	7.0
DK/REFUSED	0.7	-	-	-	-	-	-	-	-	-	-	-	-	2.0	-	2.9	1.1	-	1.9
Net Diff.	71.8	75.2	70.0	77.6	79.9	92.0	66.3	74.0	83.6	70.3	70.0	63.1	85.8	67.6	65.2	72.9	73.0	75.2	72.0
Mean	3.29	3.35	3.38	3.30	3.32	3.44	3.17	3.32	3.54	3.16	3.23	3.13	3.47	3.28	3.25	3.33	3.30	3.37	3.17



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE - PARENTS OF CHILDREN GRADES 6-12

Table 18 Page 243  
Feb. 24, 2016

18. NOW I'M GOING TO READ YOU VARIOUS STATEMENTS ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT. 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?

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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL			MEN						WOMEN						MEN			WOMEN		
	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH			
Total	500	140	77	85	101	64	45	165	78	105	179	116	83	68	69	65	113	101	70		
CONVINCING	85.6	84.5	81.3	89.1	91.3	90.9	93.7	87.0	90.8	83.7	84.7	86.4	82.6	87.6	82.4	84.6	88.0	87.0	82.3		
Very	48.3	47.5	53.8	43.0	45.2	49.8	39.0	53.4	58.4	48.3	49.6	50.0	46.8	37.4	47.6	49.4	49.6	52.9	47.9		
Somewhat	37.2	37.0	27.5	46.1	46.2	41.1	54.7	33.6	32.4	35.4	35.1	36.4	35.8	50.2	34.7	35.2	38.4	34.1	34.4		
NOT CONVINCING	13.7	15.5	18.7	10.9	8.7	9.1	6.3	11.9	9.2	14.5	14.8	13.6	16.2	10.2	17.6	15.4	12.0	13.0	15.0		
Not Too	7.9	9.9	14.9	2.8	6.2	5.7	5.7	6.6	4.3	8.6	5.5	4.5	7.1	8.9	10.3	9.7	8.0	4.3	6.6		
Not at All	5.9	5.6	3.8	8.1	2.4	3.4	0.6	5.3	4.9	6.0	9.2	9.1	9.1	1.4	7.3	5.6	4.1	8.7	8.4		
DK/REFUSED	0.7	-	-	-	-	-	-	1.1	-	1.8	0.5	-	1.2	2.2	-	-	-	-	2.7		
Net Diff.	71.8	69.0	62.6	78.3	82.7	81.7	87.3	75.1	81.6	69.1	69.9	72.7	66.5	77.4	64.8	69.3	75.9	74.0	67.3		
Mean	3.29	3.26	3.31	3.24	3.34	3.37	3.32	3.37	3.44	3.28	3.26	3.27	3.22	3.26	3.23	3.28	3.33	3.31	3.25		



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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Table 18 Page 244  
Feb. 24, 2016

18. NOW I'M GOING TO READ YOU VARIOUS STATEMENTS ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT. 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?

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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some College	COLLEGE GRAD.	Col-lege Grad.	Post Grad. Work
Total	500	32	58	67	54	67	139	90	327	157	260	277	139	195	27	68	100	294	215	79
CONVINCING	85.6	85.2	88.0	86.1	82.4	87.9	84.7	87.0	85.3	86.6	85.0	86.1	84.7	88.5	80.0	92.2	88.4	84.0	83.9	84.3
Very	48.3	53.1	65.3	53.8	48.8	39.0	43.3	60.9	45.5	57.9	43.4	51.6	43.3	51.9	40.2	49.6	56.5	46.8	45.5	50.4
Somewhat	37.2	32.1	22.8	32.3	33.6	48.9	41.4	26.1	39.8	28.7	41.7	34.5	41.4	36.7	39.8	42.6	31.8	37.2	38.4	33.9
NOT CONVINCING	13.7	11.8	12.0	13.9	17.6	10.7	15.3	11.9	14.5	12.8	14.6	13.2	15.3	10.2	20.0	6.4	10.2	15.7	15.7	15.7
Not Too	7.9	2.7	7.8	6.2	13.7	4.1	10.7	6.0	8.9	6.1	9.6	7.1	10.7	6.5	15.6	1.2	7.6	8.5	7.5	11.0
Not at All	5.9	9.1	4.2	7.7	3.8	6.6	4.6	5.9	5.5	6.7	5.0	6.1	4.6	3.7	4.4	5.2	2.6	7.2	8.1	4.7
DK/REFUSED	0.7	3.0	-	-	-	1.4	-	1.1	0.3	0.6	0.4	0.7	-	1.3	-	1.4	1.5	0.3	0.4	-
Net Diff.	71.8	73.4	76.0	72.2	64.8	77.2	69.4	75.1	70.8	73.8	70.5	72.9	69.4	78.3	60.0	85.8	78.2	68.3	68.2	68.6
Mean	3.29	3.33	3.49	3.32	3.27	3.22	3.23	3.44	3.26	3.39	3.24	3.32	3.23	3.38	3.16	3.39	3.44	3.24	3.22	3.30



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE - PARENTS OF CHILDREN GRADES 6-12

Table 18 Page 245  
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18. NOW I'M GOING TO READ YOU VARIOUS STATEMENTS ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT. 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?

"THE BRAIN DOES NOT FINISH DEVELOPING UNTIL A PERSON'S MID-TWENTIES. PREVENTING UNDERAGE DRINKING WILL HELP A TEENAGER'S BRAIN HAVE A HEALTHY AND FULL DEVELOPMENT."

(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL		MEN				WOMEN				MARITAL STATUS				MARRIED	
	LESS/ COLLEGE GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	LESS/ COLLEGE GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	SINGLE	MAR- RIED	SEPA- RATED	DIV- ORCED	WID- OWED	MALE	FEMALE	
Total	500	89	116	84	32	106	178	131	48	39	373	11	57	9	168	205
CONVINCING	85.6	86.6	83.9	81.7	89.9	90.2	84.1	85.3	80.6	90.4	86.4	66.6	84.3	85.5	86.6	86.3
Very	48.3	44.7	46.6	44.6	52.2	57.8	46.9	46.0	49.2	72.5	46.6	39.2	46.6	51.4	45.2	47.8
Somewhat	37.2	41.8	37.3	37.1	37.7	32.4	37.2	39.3	31.3	17.9	39.8	27.4	37.7	34.0	41.4	38.6
NOT CONVINCING	13.7	11.8	16.1	18.3	10.1	8.9	15.4	14.0	19.4	9.6	13.1	33.4	15.7	14.5	13.4	12.8
Not Too	7.9	10.3	8.8	8.3	10.1	3.2	8.2	7.0	11.6	6.1	8.0	-	9.1	-	10.2	6.2
Not at All	5.9	1.4	7.2	10.0	-	5.7	7.2	7.0	7.9	3.5	5.0	33.4	6.6	14.5	3.2	6.5
DK/REFUSED	0.7	1.6	-	-	-	0.9	0.5	0.7	-	-	0.5	-	-	-	-	0.9
Net Diff.	71.8	74.8	67.9	63.4	79.8	81.3	68.6	71.4	61.1	80.8	73.4	33.3	68.6	70.9	73.1	73.5
Mean	3.29	3.32	3.23	3.16	3.42	3.44	3.24	3.25	3.22	3.59	3.29	2.72	3.24	3.22	3.28	3.29

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE - PARENTS OF CHILDREN GRADES 6-12

Table 18 Page 246  
Feb. 24, 2016

18. NOW I'M GOING TO READ YOU VARIOUS STATEMENTS ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT. 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?

"THE BRAIN DOES NOT FINISH DEVELOPING UNTIL A PERSON'S MID-TWENTIES. PREVENTING UNDERAGE DRINKING WILL HELP A TEENAGER'S BRAIN HAVE A HEALTHY AND FULL DEVELOPMENT."  
(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	RELIGION				BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROTESTANT	CATHOLIC	ATH- EIST	OTHER	YES	NO	MALE	FEMALE	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	323	59	28	241	96	99	143	336	159	30	103	136	46	200	57	88	32	237	66	
CONVINCING	85.6	85.5	90.1	86.0	85.6	86.9	83.8	86.9	84.8	87.2	88.3	87.7	85.6	89.6	84.2	86.3	80.4	82.7	86.7	89.1	
Very	48.3	49.3	48.7	52.4	49.9	47.7	45.8	52.7	44.5	57.1	60.0	56.7	42.7	48.4	45.7	63.3	46.2	59.9	44.9	56.2	
Somewhat	37.2	36.2	41.5	33.5	35.7	39.2	38.0	34.2	40.3	30.1	28.3	31.0	42.9	41.2	38.5	22.9	34.2	22.8	41.8	32.9	
NOT CONVINCING	13.7	13.9	9.9	14.0	13.6	13.1	16.2	11.8	14.5	12.2	11.7	11.3	13.3	10.4	15.3	12.0	17.9	17.3	12.9	9.4	
Not Too	7.9	7.9	5.4	8.6	6.7	7.0	8.3	5.6	8.6	6.2	9.2	4.7	8.8	5.2	8.5	4.3	11.6	7.6	7.4	3.7	
Not at All	5.9	6.0	4.5	5.4	6.9	6.1	7.9	6.2	5.9	6.0	2.5	6.6	4.4	5.2	6.8	7.8	6.4	9.6	5.6	5.7	
DK/REFUSED	0.7	0.6	-	-	0.8	-	-	1.3	0.7	0.6	-	0.9	1.1	-	0.5	1.7	1.7	-	0.4	1.5	
Net Diff.	71.8	71.6	80.3	71.9	72.0	73.7	67.6	75.0	70.3	75.0	76.6	76.4	72.3	79.2	68.9	74.2	62.5	65.5	73.8	79.7	
Mean	3.29	3.30	3.34	3.33	3.30	3.28	3.22	3.35	3.24	3.39	3.46	3.39	3.25	3.33	3.24	3.44	3.22	3.33	3.27	3.42	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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Table 18 Page 247  
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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	AGE			MEN			WOMEN			GENDER	
		UNDER 40	41-55	OVER 55	UNDER 40	41-55	OVER 55	UNDER 40	41-55	OVER 55	MALE	FEMALE
Total	500	144	301	35	63	121	14	81	180	20	210	290
CONVINCING	85.6	81.3	87.0	91.9	75.0	88.9	90.0	86.1	85.7	93.3	85.2	85.8
Very	48.3	50.5	47.5	55.0	41.8	48.3	46.1	57.3	47.0	61.3	45.9	50.1
Somewhat	37.2	30.8	39.5	36.9	33.2	40.6	43.8	28.8	38.7	32.0	39.3	35.7
NOT CONVINCING	13.7	17.7	12.7	5.2	22.7	11.1	10.0	13.9	13.8	1.8	14.1	13.5
Not Too	7.9	10.9	7.1	1.6	16.0	7.3	3.8	6.9	7.0	-	9.5	6.7
Not at All	5.9	6.9	5.6	3.7	6.7	3.8	6.2	7.0	6.8	1.8	4.6	6.8
DK/REFUSED	0.7	1.0	0.3	2.8	2.3	-	-	-	0.5	4.9	0.7	0.7
Net Diff.	71.8	63.5	74.3	86.7	52.4	77.8	80.0	72.2	71.9	91.5	71.2	72.3
Mean	3.29	3.26	3.29	3.47	3.13	3.33	3.30	3.36	3.27	3.61	3.27	3.30

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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Table 19 Page 248  
Feb. 24, 2016

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"TEENAGERS ARE LESS SENSITIVE TO THE SEDATIVE EFFECTS OF ALCOHOL, MAKING THEM MORE LIKELY TO BINGE DRINK, WHICH CAN LEAD TO RISKY BEHAVIOR, VIOLENCE, UNSAFE SEX AND BLACKOUTS."

(Net Diff. = CONVINCING-NOT CONVINCING)

	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	11-14 15	OVER	YES	NO/ NOT YET
Total	500	158	64	18	76	141	60	81	89	45	44	21	56	35	299	197	239	203	36	462	38
CONVINCING	88.4	91.6	85.8	94.2	95.9	87.1	79.4	92.8	86.1	81.5	90.7	79.5	84.3	96.7	89.3	86.7	86.4	90.1	93.2	89.2	78.3
Very	60.1	60.7	46.9	57.8	73.1	56.2	48.8	61.7	61.3	61.4	61.2	56.7	67.1	60.7	59.6	59.9	60.4	58.5	70.7	61.1	48.4
Somewhat	28.3	30.9	38.9	36.4	22.8	30.9	30.6	31.1	24.8	20.1	29.5	22.9	17.2	36.0	29.7	26.8	26.0	31.6	22.5	28.2	29.9
NOT CONVINCING	11.2	8.4	14.2	5.8	4.1	11.9	18.2	7.2	13.9	18.5	9.3	20.5	14.9	3.3	10.2	13.1	13.6	9.7	6.8	10.4	21.7
Not Too	6.6	5.9	9.2	5.8	3.1	6.9	11.2	3.7	7.3	7.2	7.4	20.5	3.8	3.3	7.8	4.9	7.1	6.6	3.1	5.4	21.7
Not at All	4.6	2.5	5.0	-	1.0	5.0	7.0	3.5	6.6	11.2	1.8	-	11.1	-	2.3	8.2	6.4	3.2	3.7	5.0	-
DK/REFUSED	0.4	-	-	-	-	1.0	2.4	-	-	-	-	-	0.9	-	0.5	0.2	-	0.2	-	0.4	-
Net Diff.	77.2	83.2	71.6	88.5	91.8	75.3	61.2	85.7	72.1	63.0	81.5	59.1	69.4	93.4	79.2	73.6	72.9	80.4	86.4	78.8	56.7
Mean	3.44	3.50	3.28	3.52	3.68	3.40	3.24	3.51	3.41	3.32	3.50	3.36	3.42	3.57	3.47	3.39	3.40	3.46	3.60	3.46	3.27



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	TALK ABOUT ALCOHOL ABUSE WITH YOUR CHILDREN					TALKED ABOUT ALCOHOL ABUSE LAST FEW MOS.					UNDERAGED DRINKING IN YOUR COMMUNITY					CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL			APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL			S/R/H: ADS STOP UNDERAGE DRINKING		TALKED TO CHILD ABOUT BRAIN DEVLPMNT	
		FREQU-ENTLY	SOME-TIMES	RARELY	YES	NO	PROB-LEM	Ser-ious	Minor	NOT A PROB-LEM	CONC-ERNED	Very	Smwt.	NOT AT ALL	LESS/14	15-17	OVER 18	YES	NO	YES	NO					
Total	500	178	214	68	382	74	422	213	209	50	297	98	199	200	18	57	375	232	265	352	145					
CONVINCING	88.4	91.1	87.9	88.0	89.4	92.0	89.1	90.4	87.8	90.0	87.6	85.3	88.8	89.4	87.3	78.6	89.6	86.6	89.8	88.9	87.0					
Very	60.1	69.1	57.6	50.8	62.2	58.7	61.2	64.8	57.5	65.8	60.3	69.8	55.6	60.7	55.1	46.8	61.5	59.1	61.4	62.9	54.6					
Somewhat	28.3	21.9	30.3	37.3	27.2	33.3	27.9	25.6	30.3	24.2	27.3	15.5	33.2	28.6	32.2	31.8	28.1	27.5	28.4	26.0	32.5					
NOT CONVINCING	11.2	8.9	11.2	12.0	10.1	8.0	10.8	9.6	12.0	10.0	11.9	13.2	11.3	10.4	12.7	21.4	9.9	13.4	9.5	11.1	11.7					
Not Too	6.6	4.9	4.7	9.1	5.5	4.1	6.0	4.4	7.7	8.0	6.7	7.5	6.4	6.5	4.8	14.4	5.7	6.7	6.6	6.6	6.8					
Not at All	4.6	4.0	6.5	2.9	4.7	3.9	4.8	5.3	4.3	1.9	5.2	5.7	4.9	3.9	7.9	7.0	4.2	6.7	2.8	4.5	4.9					
DK/REFUSED	0.4	-	0.9	-	0.5	-	0.1	-0.0	0.2	-	0.5	1.5	-0.0	0.2	-	-	0.5	-	0.7	-	1.3					
Net Diff.	77.2	82.1	76.7	76.1	79.2	84.0	78.3	80.8	75.7	80.0	75.7	72.0	77.5	79.0	74.5	57.3	79.6	73.2	80.3	77.7	75.3					
Mean	3.44	3.56	3.40	3.36	3.48	3.47	3.46	3.50	3.41	3.54	3.43	3.52	3.39	3.47	3.34	3.18	3.48	3.39	3.49	3.47	3.39					



**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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19. NOW I'M GOING TO READ YOU VARIOUS STATEMENTS ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT. 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?

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(Net Diff. = CONVINCING-NOT CONVINCING)

	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					HOW OFTEN DO YOU TALK TO YOUR CHILDREN ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN						UNDERAGE DRINKING AFFECTS TEEN HEALTH		TALKING ABOUT UNDERAGE DRINKING AFFECTS ON BRAIN HEALTH/DEVELOPMENT EFF./INEFF. WAY TO INFLUENCE THEIR DECISIONS						
	17/ YOUNG- ER	14/ Young- er	15-17	18-20	21+	TALK	Always	Some- times	NOT OFTEN	Rarely	Never	YES	NO	EFFEC- TIVE	Very	Some- what	INEFF- ECTIVE	Some- what	Very	
Total	500	106	55	51	139	221	326	148	178	126	86	40	461	24	419	249	170	67	47	20
CONVINCING	88.4	93.7	92.1	95.4	88.5	85.6	91.0	92.0	90.1	85.3	89.3	76.6	90.0	69.8	90.8	92.7	88.0	77.1	84.6	59.7
Very	60.1	75.6	84.6	65.7	53.4	57.8	63.2	66.7	60.3	58.2	58.4	57.9	62.7	29.9	62.7	76.3	42.7	51.6	55.3	43.3
Somewhat	28.3	18.1	7.5	29.6	35.1	27.8	27.8	25.3	29.8	27.1	30.9	18.7	27.3	39.8	28.1	16.3	45.3	25.4	29.3	16.4
NOT CONVINCING	11.2	6.4	8.0	4.6	11.2	14.4	8.6	8.0	9.0	14.3	10.2	23.4	9.6	30.2	9.1	7.2	12.0	22.9	15.4	40.3
Not Too	6.6	5.1	7.1	2.9	5.5	8.4	4.6	4.7	4.6	7.7	4.4	14.9	5.6	24.9	5.6	4.2	7.6	13.1	9.0	22.5
Not at All	4.6	1.3	0.9	1.8	5.6	6.1	3.9	3.3	4.5	6.6	5.8	8.4	4.0	5.4	3.5	2.9	4.4	9.8	6.4	17.8
DK/REFUSED	0.4	-0.1	-0.1	-	0.3	-	0.5	-	0.8	0.3	0.5	-	0.4	-	0.1	0.2	-	-	-	-
Net Diff.	77.2	87.3	84.1	90.8	77.3	71.1	82.4	84.0	81.1	71.0	79.2	53.3	80.4	39.5	81.7	85.5	76.1	54.2	69.2	19.4
Mean	3.44	3.68	3.76	3.59	3.37	3.37	3.51	3.55	3.47	3.37	3.43	3.26	3.49	2.94	3.50	3.66	3.26	3.19	3.33	2.85



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL		HEARD OF SITE				VISITED SITE				HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK							
	TALKITOUTNC.ORG		TALKITOUTNC.ORG		TALKITOUTNC.ORG		TALKITOUTNC.ORG		TALKITOUTNC.ORG		TALKITOUTNC.ORG		TALKITOUTNC.ORG		TALKITOUTNC.ORG		TALKITOUTNC.ORG	
	YES	NO	YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY /NEVER	Rarely	Never			
Total	500	181	310	35	453	172	100	72	65	30	35	261	115	145				
CONVINCING	88.4	90.3	86.9	93.7	87.7	84.9	84.6	85.3	87.7	86.7	88.6	90.8	86.4	94.2				
Very	60.1	66.7	56.2	87.2	57.5	52.0	56.9	45.2	56.1	52.4	59.2	67.0	60.6	72.0				
Somewhat	28.3	23.6	30.7	6.5	30.2	32.9	27.7	40.1	31.6	34.2	29.4	23.8	25.8	22.2				
NOT CONVINCING	11.2	9.7	12.4	6.3	11.9	15.1	15.4	14.7	12.3	13.3	11.4	8.5	13.2	4.7				
Not Too	6.6	4.2	8.2	3.7	7.0	10.2	9.7	10.9	8.7	11.8	6.0	3.8	7.0	1.3				
Not at All	4.6	5.5	4.2	2.6	4.9	4.9	5.7	3.8	3.6	1.6	5.4	4.7	6.2	3.5				
DK/REFUSED	0.4	-	0.6	-	0.4	-	-	-	-	-	-	0.8	0.4	1.0				
Net Diff.	77.2	80.5	74.5	87.5	75.7	69.8	69.2	70.5	75.4	73.3	77.2	82.3	73.2	89.5				
Mean	3.44	3.51	3.40	3.78	3.41	3.32	3.36	3.27	3.40	3.38	3.42	3.54	3.41	3.64				



**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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19. NOW I'M GOING TO READ YOU VARIOUS STATEMENTS ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT. 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?

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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	IDEOLOGY						PARTY						WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	113	44	69	143	91	129	219	164	198	123	106	17	139	98	88	5	74	20
CONVINCING	88.4	93.8	88.0	97.5	85.1	84.7	89.4	87.4	87.8	89.3	87.7	88.3	83.9	87.4	86.8	87.3	73.2	91.1	89.9
Very	60.1	68.8	75.7	64.3	45.8	55.4	68.8	63.2	61.7	63.2	53.1	51.2	65.3	58.6	57.9	48.7	73.2	66.8	67.9
Somewhat	28.3	25.0	12.3	33.2	39.3	29.3	20.6	24.2	26.1	26.1	34.6	37.2	18.6	28.9	28.9	38.5	-	24.3	22.0
NOT CONVINCING	11.2	6.2	12.0	2.5	14.6	13.7	10.6	11.9	11.3	10.7	11.9	11.2	16.1	11.5	13.2	12.7	26.8	8.9	10.1
Not Too	6.6	4.6	9.0	1.8	6.6	8.7	6.5	7.4	6.5	5.9	7.6	7.1	10.6	6.3	9.6	8.4	26.8	2.7	5.3
Not at All	4.6	1.6	3.0	0.7	7.9	5.0	4.2	4.5	4.8	4.7	4.3	4.1	5.5	5.2	3.6	4.4	-	6.3	4.8
DK/REFUSED	0.4	-	-	-	0.3	1.6	-	0.7	0.9	-	0.4	0.4	-	1.1	-	-	-	-	-
Net Diff.	77.2	87.6	76.1	95.0	70.5	71.0	78.7	75.5	76.5	78.6	75.9	77.1	67.8	76.0	73.6	74.5	46.4	82.2	79.8
Mean	3.44	3.61	3.61	3.61	3.23	3.37	3.54	3.47	3.46	3.48	3.37	3.36	3.44	3.42	3.41	3.32	3.46	3.52	3.53



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE - PARENTS OF CHILDREN GRADES 6-12

Table 19 Page 253  
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19. NOW I'M GOING TO READ YOU VARIOUS STATEMENTS ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT. 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?

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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL
Total	500	78	73	54	86	125	69	305	280	181	170	135	128	103	258
CONVINCING	88.4	88.3	85.4	79.7	87.3	91.5	94.1	87.3	91.5	89.0	87.1	91.2	87.5	88.6	90.9
Very	60.1	62.9	57.8	41.2	60.6	66.4	62.6	60.2	62.4	57.9	61.3	63.3	60.6	55.8	63.1
Somewhat	28.3	25.4	27.7	38.5	26.7	25.2	31.6	27.1	29.1	31.1	25.8	27.9	26.8	32.8	27.8
NOT CONVINCING	11.2	11.7	14.6	20.3	10.9	8.5	5.2	12.2	8.5	11.0	12.0	8.8	11.4	11.4	9.1
Not Too	6.6	7.9	5.2	13.2	5.2	6.4	3.1	7.1	3.7	7.0	6.7	4.1	4.3	7.3	5.7
Not at All	4.6	3.8	9.3	7.1	5.7	2.1	2.1	5.1	4.8	4.0	5.4	4.7	7.1	4.1	3.4
DK/REFUSED	0.4	-	-	-	1.7	-	0.7	0.5	-	-	0.9	-	1.2	-	-
Net Diff.	77.2	76.6	70.9	59.3	76.4	83.1	88.9	75.2	83.0	78.0	75.1	82.4	76.1	77.1	81.8
Mean	3.44	3.47	3.34	3.14	3.45	3.56	3.56	3.43	3.49	3.43	3.44	3.50	3.43	3.40	3.51

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE - PARENTS OF CHILDREN GRADES 6-12

Table 19 Page 254  
Feb. 24, 2016

19. NOW I'M GOING TO READ YOU VARIOUS STATEMENTS ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT. 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?

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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER
Total	500	305	74	88	99	99	280	90	100	129	305	154	190	280	180	129
CONVINCING	88.4	87.3	81.0	94.2	87.7	85.1	91.5	91.0	94.0	89.4	87.3	88.4	86.7	91.5	92.9	89.4
Very	60.1	60.2	58.1	60.3	54.5	64.0	62.4	61.4	68.0	60.5	60.2	59.7	60.1	62.4	64.6	60.5
Somewhat	28.3	27.1	22.9	33.9	33.2	21.1	29.1	29.6	26.1	28.9	27.1	28.7	26.7	29.1	28.3	28.9
NOT CONVINCING	11.2	12.2	17.0	5.8	12.3	14.9	8.5	9.0	6.0	10.6	12.2	10.6	13.3	8.5	7.1	10.6
Not Too	6.6	7.1	6.8	4.8	7.9	8.4	3.7	3.1	3.0	4.4	7.1	5.2	8.1	3.7	3.2	4.4
Not at All	4.6	5.1	10.2	1.0	4.5	6.4	4.8	5.9	2.9	6.2	5.1	5.5	5.2	4.8	3.9	6.2
DK/REFUSED	0.4	0.5	2.0	-	-	-	-	-	-	-	0.5	1.0	-	-	-	-
Net Diff.	77.2	75.2	64.0	88.4	75.4	70.3	83.0	82.0	88.1	78.8	75.2	77.7	73.5	83.0	85.7	78.8
Mean	3.44	3.43	3.32	3.53	3.38	3.43	3.49	3.46	3.59	3.44	3.43	3.44	3.42	3.49	3.54	3.44

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE - PARENTS OF CHILDREN GRADES 6-12

Table 19 Page 255  
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19. NOW I'M GOING TO READ YOU VARIOUS STATEMENTS ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT. 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?

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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL		MALE ONLY (CHILDREN)					FEMALE ONLY (CHILDREN)					BOTH (CHILDREN)						
	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	
Total	500	110	53	63	96	55	44	98	42	62	90	65	32	95	58	64	92	60	52
CONVINCING	88.4	85.0	84.6	84.6	94.4	97.0	91.4	84.9	87.5	83.3	86.1	87.2	84.5	92.3	92.3	92.0	93.6	95.2	90.3
Very	60.1	56.6	57.5	57.8	63.9	66.2	60.4	61.9	60.9	61.7	56.1	60.8	47.5	63.0	60.7	61.1	66.3	67.2	67.2
Somewhat	28.3	28.4	27.1	26.8	30.5	30.8	31.0	23.0	26.6	21.6	30.0	26.4	37.0	29.3	31.6	30.9	27.3	28.0	23.1
NOT CONVINCING	11.2	15.0	15.4	15.4	5.6	3.0	8.6	13.6	9.0	16.7	13.9	12.8	15.5	7.7	7.7	8.0	6.4	4.8	9.7
Not Too	6.6	8.9	7.7	9.1	2.5	0.7	4.6	7.4	2.1	11.6	6.4	5.3	7.2	4.8	5.2	3.7	2.5	3.2	2.7
Not at All	4.6	6.1	7.8	6.3	3.1	2.2	4.0	6.2	6.9	5.1	7.5	7.5	8.3	2.9	2.5	4.3	3.9	1.5	7.0
DK/REFUSED	0.4	-	-	-	-	-	-	1.5	3.6	-	-	-	-	-	-	-	-	-	-
Net Diff.	77.2	70.0	69.1	69.3	88.8	94.1	82.9	71.3	78.5	66.6	72.3	74.4	69.0	84.7	84.6	84.0	87.2	90.5	80.7
Mean	3.44	3.36	3.34	3.36	3.55	3.61	3.48	3.43	3.47	3.40	3.35	3.40	3.24	3.52	3.51	3.49	3.56	3.61	3.51



**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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Table 19 Page 257  
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19. NOW I'M GOING TO READ YOU VARIOUS STATEMENTS ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT. 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?

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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some College	COLLEGE GRAD.	Col-lege Grad.	Post Grad. Work
Total	500	32	58	67	54	67	139	90	327	157	260	277	139	195	27	68	100	294	215	79
CONVINCING	88.4	92.8	87.9	92.6	95.7	85.7	90.2	89.7	90.7	90.9	90.2	90.6	90.2	88.7	99.9	90.3	84.6	89.2	90.0	87.0
Very	60.1	77.7	68.8	67.6	69.4	55.6	56.1	72.0	60.5	70.1	58.7	66.5	56.1	64.5	86.6	61.9	60.3	58.7	62.2	49.4
Somewhat	28.3	15.1	19.0	25.0	26.3	30.1	34.1	17.6	30.2	20.8	31.5	24.1	34.1	24.2	13.3	28.4	24.3	30.4	27.8	37.6
NOT CONVINCING	11.2	7.2	9.5	7.4	4.3	14.3	9.8	8.7	9.3	8.1	9.8	8.9	9.8	10.5	0.1	9.7	13.9	10.8	10.0	13.0
Not Too	6.6	7.2	4.8	4.8	1.9	6.1	6.1	5.7	5.1	5.3	5.2	4.8	6.1	5.7	0.1	5.9	7.1	6.3	5.5	8.7
Not at All	4.6	-	4.7	2.7	2.4	8.3	3.6	3.0	4.2	2.9	4.6	4.1	3.6	4.8	-	3.8	6.9	4.5	4.6	4.2
DK/REFUSED	0.4	-	2.6	-	-	-	-	1.7	-	1.0	-	0.5	-	0.8	-	-	1.5	-	-	-
Net Diff.	77.2	85.7	78.4	85.2	91.4	71.3	80.5	81.0	81.4	82.8	80.4	81.7	80.5	78.2	99.9	80.5	70.6	78.4	79.9	74.1
Mean	3.44	3.71	3.56	3.58	3.63	3.33	3.43	3.61	3.47	3.60	3.44	3.54	3.43	3.49	3.87	3.48	3.40	3.43	3.48	3.32



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE - PARENTS OF CHILDREN GRADES 6-12

Table 19 Page 258  
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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COL- COLLEG LEGE  GRAD.  GRAD.	Col- lege  Grad.	Post Grad.  Work	LESS/ COL- COLLEG LEGE  GRAD.  GRAD.	Col- lege  Grad.	Post Grad.  Work	SINGLE	MAR- RIED	SEPA- RATED	DIV- ORCED	WID- OWED	MALE	FEMALE		
Total	500	89	116	84	32	106	178	131	48	39	373	11	57	9	168	205
CONVINCING	88.4	86.2	84.2	84.7	82.8	90.8	92.5	93.4	89.9	90.1	89.4	100.0	87.0	68.5	84.6	93.3
Very	60.1	59.3	52.8	58.2	38.6	68.8	62.6	64.8	56.6	79.8	60.4	70.7	52.2	33.9	56.7	63.5
Somewhat	28.3	26.9	31.3	26.5	44.2	22.0	29.9	28.6	33.3	10.3	28.9	29.3	34.7	34.5	27.9	29.7
NOT CONVINCING	11.2	13.8	15.8	15.3	17.2	7.8	7.5	6.6	10.1	9.9	10.6	-	10.4	31.5	15.4	6.7
Not Too	6.6	7.8	8.7	8.6	9.0	3.9	4.8	3.5	8.6	5.0	5.8	-	8.1	17.0	8.4	3.7
Not at All	4.6	6.0	7.2	6.8	8.2	3.9	2.7	3.1	1.6	4.9	4.8	-	2.3	14.5	7.0	3.1
DK/REFUSED	0.4	-	-	-	-	1.4	-	-	-	-	-	-	2.6	-	-	-
Net Diff.	77.2	72.4	68.3	69.3	65.6	83.0	84.9	86.8	79.7	80.2	78.7	100.0	76.6	36.9	69.2	86.5
Mean	3.44	3.40	3.30	3.36	3.13	3.58	3.52	3.55	3.45	3.65	3.45	3.71	3.41	2.88	3.34	3.54

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE - PARENTS OF CHILDREN GRADES 6-12

Table 19 Page 259  
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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	RELIGION				BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST		YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican	WHITE	AFR- ICAN	WHITE	AFR- ICAN	WHITE	AFR- ICAN	WHITE	AFR- ICAN
Total	500	323	59	28	241	96	99	143	336	159	30	103	136	46	200	57	88	32	237	66	
CONVINCING	88.4	89.2	87.4	95.0	89.7	86.0	83.7	93.9	87.3	91.1	86.2	90.3	83.9	84.7	89.6	94.7	91.8	83.4	88.3	92.8	
Very	60.1	61.6	60.6	70.1	64.6	57.1	58.6	68.8	55.5	70.7	67.1	68.3	50.4	54.8	58.9	79.0	57.7	78.9	56.5	64.9	
Somewhat	28.3	27.6	26.9	24.8	25.1	29.0	25.2	25.1	31.8	20.4	19.1	22.0	33.5	29.9	30.7	15.7	34.2	4.6	31.9	27.8	
NOT CONVINCING	11.2	10.8	10.0	5.0	10.3	14.0	16.3	6.1	12.3	8.9	13.8	9.7	16.1	15.3	9.7	5.3	6.5	16.6	11.7	7.2	
Not Too	6.6	4.7	10.0	5.0	4.3	7.1	8.1	1.8	7.8	4.1	7.1	4.3	11.1	3.1	5.6	5.3	3.3	10.6	6.9	1.7	
Not at All	4.6	6.1	-	-	5.9	6.9	8.2	4.4	4.5	4.8	6.7	5.4	5.0	12.2	4.1	-	3.2	6.0	4.8	5.6	
DK/REFUSED	0.4	-	2.5	-	-	-	-	-	0.4	-	-	-	-	-	0.7	-	1.7	-	-	-	
Net Diff.	77.2	78.3	77.4	89.9	79.5	72.0	67.5	87.8	75.0	82.2	72.4	80.5	67.9	69.3	79.9	89.4	85.3	66.8	76.7	85.5	
Mean	3.44	3.45	3.52	3.65	3.48	3.36	3.34	3.58	3.39	3.57	3.47	3.53	3.29	3.27	3.45	3.74	3.49	3.56	3.40	3.52	



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NC STATEWIDE - PARENTS OF CHILDREN GRADES 6-12

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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	AGE			MEN			WOMEN			GENDER	
		UNDER 40	41-55	OVER 55	UNDER 40	41-55	OVER 55	UNDER 40	41-55	OVER 55	MALE	FEMALE
Total	500	144	301	35	63	121	14	81	180	20	210	290
CONVINCING	88.4	90.7	88.8	93.8	86.5	84.9	90.4	94.0	91.4	96.1	84.7	91.0
Very	60.1	65.5	58.1	69.3	59.7	54.2	60.5	70.1	60.8	75.6	54.6	64.1
Somewhat	28.3	25.2	30.6	24.4	26.8	30.7	29.9	23.9	30.6	20.5	30.1	27.0
NOT CONVINCING	11.2	8.3	11.2	6.2	13.5	15.1	9.6	4.1	8.6	3.9	15.3	8.3
Not Too	6.6	5.0	5.9	3.6	8.2	7.4	3.3	2.4	4.9	3.9	8.8	5.0
Not at All	4.6	3.3	5.3	2.6	5.3	7.8	6.2	1.7	3.7	-	6.5	3.2
DK/REFUSED	0.4	1.0	-	-	-	-	-	1.9	-	-	-0.0	0.7
Net Diff.	77.2	82.5	77.5	87.5	72.9	69.7	80.9	89.9	82.7	92.3	69.4	82.8
Mean	3.44	3.55	3.42	3.60	3.41	3.31	3.45	3.65	3.48	3.72	3.33	3.53

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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20. NOW I'M GOING TO READ YOU VARIOUS STATEMENTS ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT. 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?

"SCIENTIFIC EVIDENCE SHOWS THAT UNDERAGE DRINKING CAN DAMAGE THE PARTS OF THE BRAIN RESPONSIBLE FOR JUDGMENT, REASONING, IMPULSE CONTROL, LEARNING AND MEMORY."

(Net Diff. = CONVINCING-NOT CONVINCING)

	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	11-14 15	OVER	YES	NO/ NOT YET
Total	500	158	64	18	76	141	60	81	89	45	44	21	56	35	299	197	239	203	36	462	38
CONVINCING	92.6	93.5	94.6	94.2	92.5	92.0	88.8	94.3	90.2	93.0	87.3	90.2	92.8	98.0	90.7	95.2	91.9	92.8	96.1	93.5	81.3
Very	60.6	63.1	58.9	62.7	66.8	60.4	52.7	66.1	55.7	64.9	46.2	46.6	63.9	65.2	54.9	68.9	61.2	58.5	63.7	61.8	45.6
Somewhat	32.0	30.4	35.7	31.5	25.7	31.6	36.1	28.2	34.5	28.1	41.2	43.6	29.0	32.8	35.9	26.3	30.7	34.4	32.4	31.7	35.7
NOT CONVINCING	7.1	6.5	5.4	5.8	7.5	7.0	11.2	3.9	9.8	7.0	12.7	9.8	7.2	2.0	9.3	4.0	7.5	7.2	3.9	6.2	18.7
Not Too	5.1	6.2	5.4	5.8	7.0	2.4	3.2	1.8	8.3	4.1	12.7	9.8	3.6	2.0	6.7	2.9	4.3	6.0	3.9	4.1	17.4
Not at All	2.0	0.2	-	-	0.5	4.6	7.9	2.1	1.5	2.9	-	-	3.5	-	2.6	1.2	3.2	1.2	-	2.1	1.3
DK/REFUSED	0.3	-	-	-	-	1.0	-	1.8	-	-	-	-	-	-	-	0.7	0.6	-	-	0.3	-
Net Diff.	85.5	87.1	89.2	88.5	85.0	85.0	77.7	90.4	80.4	86.0	74.7	80.5	85.7	95.9	81.5	91.2	84.4	85.7	92.2	87.3	62.7
Mean	3.52	3.56	3.53	3.57	3.59	3.49	3.34	3.61	3.44	3.55	3.33	3.37	3.53	3.63	3.43	3.64	3.51	3.50	3.60	3.54	3.26



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	TALK ABOUT ALCOHOL ABUSE WITH YOUR CHILDREN					TALKED ABOUT ALCOHOL ABUSE LAST FEW MOS.					UNDERAGED DRINKING IN YOUR COMMUNITY					CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL			APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL		S/R/H: ADS STOP UNDERAGE DRINKING		TALKED TO CHILD ABOUT BRAIN DEVLPMNT	
		FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	LESS/ 14	15-17 18	OVER	YES	NO	YES	NO				
Total	500	178	214	68	382	74	422	213	209	50	297	98	199	200	18	57	375	232	265	352	145				
CONVINCING	92.6	94.5	94.0	90.2	93.5	94.8	92.5	91.0	94.1	96.0	92.3	95.6	90.6	93.0	92.1	82.3	94.9	91.7	93.3	93.1	91.3				
Very	60.6	63.8	61.2	58.5	61.1	66.7	60.9	63.7	58.0	72.6	60.4	72.9	54.2	61.8	48.3	58.3	60.6	56.8	64.3	60.8	60.3				
Somewhat	32.0	30.8	32.8	31.7	32.4	28.1	31.6	27.3	36.1	23.4	31.9	22.7	36.4	31.2	43.7	24.0	34.2	34.9	29.0	32.3	31.0				
NOT CONVINCING	7.1	5.5	5.3	9.8	6.5	5.2	7.1	8.3	5.9	4.0	7.7	4.4	9.4	6.3	-	17.7	5.1	7.7	6.7	6.9	7.7				
Not Too	5.1	4.0	2.7	7.6	4.2	4.0	5.0	4.3	5.7	4.0	5.1	2.5	6.3	5.2	-	12.5	3.6	5.4	4.9	5.1	5.1				
Not at All	2.0	1.4	2.7	2.1	2.3	1.2	2.2	4.1	0.2	-	2.7	1.9	3.1	1.1	-	5.2	1.5	2.3	1.8	1.8	2.6				
DK/REFUSED	0.3	-	0.7	-	-	-	0.3	0.7	-	-	-	-	-	0.7	7.9	-	-	0.6	-	-	1.0				
Net Diff.	85.5	89.1	88.7	80.5	87.1	89.5	85.4	82.7	88.1	92.0	84.5	91.2	81.2	86.7	92.1	64.6	89.7	84.0	86.6	86.1	83.6				
Mean	3.52	3.57	3.54	3.47	3.52	3.60	3.52	3.52	3.52	3.69	3.50	3.67	3.42	3.55	3.53	3.35	3.54	3.47	3.56	3.52	3.50				



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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20. NOW I'M GOING TO READ YOU VARIOUS STATEMENTS ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT. 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?

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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					HOW OFTEN DO YOU TALK TO YOUR CHILDREN ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN					UNDERAGE DRINKING AFFECTS TEEN HEALTH		TALKING ABOUT UNDERAGE DRINKING AFFECTS ON BRAIN HEALTH/DEVELOPMENT EFF./INEFF. WAY TO INFLUENCE THEIR DECISIONS						
		17/Younger	14/Younger	15-17	18-20	21+	TALK	Always	Some-times	NOT OFTEN	Rarely	Never	YES	NO	EFFECTIVE	Very what	INEFFECTIVE	Some-what	Very what	
Total	500	106	55	51	139	221	326	148	178	126	86	40	461	24	419	249	170	67	47	20
CONVINCING	92.6	94.1	94.9	93.2	94.4	91.9	96.4	97.3	95.6	87.2	91.7	77.3	93.8	76.8	94.6	96.8	91.4	82.5	91.6	61.3
Very	60.6	72.1	80.5	63.0	60.7	54.4	65.8	68.4	63.7	52.6	54.3	48.9	62.8	24.2	63.8	78.1	42.9	44.2	46.9	37.9
Somewhat	32.0	22.0	14.4	30.2	33.7	37.5	30.5	28.9	31.9	34.5	37.3	28.4	31.0	52.5	30.8	18.7	48.5	38.3	44.7	23.4
NOT CONVINCING	7.1	5.9	5.1	6.8	4.5	8.1	3.6	2.7	4.4	11.7	6.7	22.7	5.9	23.2	5.0	3.2	7.7	17.5	8.4	38.7
Not Too	5.1	4.5	5.1	3.9	1.5	6.3	2.2	1.8	2.6	8.6	3.7	19.2	4.0	20.1	3.8	3.0	5.0	10.8	6.4	21.0
Not at All	2.0	1.4	-	2.8	3.0	1.8	1.4	1.0	1.8	3.1	2.9	3.5	1.9	3.1	1.2	0.2	2.8	6.7	2.0	17.7
DK/REFUSED	0.3	-	-	-	1.0	-	-	-	-	1.1	1.7	-	0.3	-	0.3	-	0.8	-	-	-
Net Diff.	85.5	88.2	89.9	86.5	89.9	83.7	92.7	94.5	91.2	75.4	85.0	54.7	88.0	53.5	89.6	93.6	83.7	65.0	83.3	22.7
Mean	3.52	3.65	3.75	3.53	3.54	3.44	3.61	3.65	3.57	3.38	3.45	3.23	3.55	2.98	3.58	3.75	3.33	3.20	3.37	2.82



**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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20. NOW I'M GOING TO READ YOU VARIOUS STATEMENTS ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT. 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?

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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL		HEARD OF SITE				VISITED SITE				HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK						
	TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		
	RG	RG	RG	RG	RG	RG	RG	RG	RG	RG	RG	RG	RG	RG	RG	RG	
	YES	NO	YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY /NEVER	Rarely	Never		
Total	500	181	310	35	453	172	100	72	65	30	35	261	115	145			
CONVINCING	92.6	92.8	92.2	100.0	92.1	91.7	89.2	95.1	89.0	90.2	88.0	94.4	92.9	95.5			
Very	60.6	64.0	58.2	81.0	58.6	53.0	53.0	53.0	56.3	54.0	58.2	67.1	65.4	68.4			
Somewhat	32.0	28.8	34.0	19.0	33.6	38.6	36.1	42.1	32.7	36.2	29.7	27.3	27.4	27.1			
NOT CONVINCING	7.1	6.4	7.8	-	7.6	8.3	10.8	4.9	11.0	9.8	12.0	5.1	5.9	4.5			
Not Too	5.1	4.9	5.4	-	5.3	5.2	7.7	1.8	7.7	8.3	7.3	4.1	5.6	2.9			
Not at All	2.0	1.5	2.4	-	2.2	3.1	3.2	3.0	3.3	1.6	4.8	1.0	0.3	1.6			
DK/REFUSED	0.3	0.8	-	-	0.3	-	-	-	-	-	-	0.5	1.2	-			
Net Diff.	85.5	86.4	84.5	100.0	84.5	83.4	78.3	90.3	78.0	80.3	76.0	89.3	87.0	91.1			
Mean	3.52	3.56	3.48	3.81	3.49	3.42	3.39	3.45	3.42	3.43	3.41	3.61	3.60	3.62			



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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20. NOW I'M GOING TO READ YOU VARIOUS STATEMENTS ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT. 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?

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	TOTAL	IDEOLOGY						PARTY					WHITE			AFRICAN AMERICAN			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	113	44	69	143	91	129	219	164	198	123	106	17	139	98	88	5	74	20
CONVINCING	92.6	92.1	94.8	90.3	94.5	91.9	91.3	91.6	89.8	95.0	92.8	94.7	80.8	91.1	92.7	91.9	73.2	98.0	100.0
Very	60.6	69.7	67.1	71.3	52.5	56.3	61.7	59.5	57.2	64.7	56.2	53.7	72.1	54.7	54.5	51.0	46.6	77.3	66.2
Somewhat	32.0	22.4	27.7	19.0	42.0	35.6	29.6	32.1	32.6	30.3	36.6	41.1	8.7	36.4	38.2	40.9	26.6	20.7	33.8
NOT CONVINCING	7.1	7.9	5.2	9.7	5.5	6.5	8.7	7.8	9.3	5.0	7.2	5.3	19.2	7.9	7.3	8.1	26.8	2.0	-
Not Too	5.1	6.3	2.2	9.0	3.3	4.9	6.4	5.8	6.1	4.3	4.6	2.2	19.2	5.0	6.0	5.0	26.8	2.0	-
Not at All	2.0	1.6	3.0	0.7	2.2	1.6	2.3	2.0	3.2	0.7	2.6	3.0	-	2.9	1.3	3.1	-	-	-
DK/REFUSED	0.3	-	-	-	-	1.6	-	0.7	0.9	-	-	-	-	1.0	-	-	-	-	-
Net Diff.	85.5	84.2	89.6	80.7	89.0	85.4	82.7	83.8	80.5	90.0	85.6	89.5	61.6	83.2	85.4	83.9	46.4	95.9	100.0
Mean	3.52	3.60	3.59	3.61	3.45	3.49	3.51	3.50	3.45	3.59	3.46	3.45	3.53	3.44	3.46	3.40	3.20	3.75	3.66



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPU- LICAN	DEMO- CRAT	INDEP- ENDENT	REPU- LICAN	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL
Total	500	78	73	54	86	125	69	305	280	181	170	135	128	103	258
CONVINCING	92.6	88.6	96.2	89.5	91.0	94.3	95.4	93.9	94.0	94.3	91.7	92.5	92.8	92.1	93.7
Very	60.6	59.5	59.9	44.4	55.2	67.4	65.6	61.8	62.5	53.4	63.8	66.3	72.9	57.4	57.1
Somewhat	32.0	29.1	36.4	45.1	35.8	26.8	29.8	32.1	31.5	40.9	27.9	26.1	19.9	34.7	36.6
NOT CONVINCING	7.1	9.6	3.8	10.5	9.0	5.7	4.6	5.6	6.0	5.7	8.3	6.5	7.2	6.5	6.3
Not Too	5.1	6.8	3.8	8.6	5.5	4.7	1.4	4.6	3.7	4.6	4.4	5.8	5.4	3.8	4.5
Not at All	2.0	2.8	-	1.8	3.6	1.1	3.2	1.0	2.3	1.2	3.9	0.7	1.8	2.7	1.8
DK/REFUSED	0.3	1.8	-	-	-	-	-	0.5	-	-	-	1.1	-	1.4	-
Net Diff.	85.5	79.0	92.5	79.0	81.9	88.5	90.8	88.3	87.9	88.5	83.4	86.0	85.7	85.6	87.4
Mean	3.52	3.48	3.56	3.32	3.43	3.61	3.58	3.55	3.54	3.46	3.52	3.60	3.64	3.49	3.49

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER
Total	500	305	74	88	99	99	280	90	100	129	305	154	190	280	180	129
CONVINCING	92.6	93.9	89.4	96.5	94.1	94.6	94.0	90.4	93.7	94.5	93.9	93.7	94.5	94.0	92.1	94.5
Very	60.6	61.8	64.7	62.5	56.9	66.0	62.5	66.1	64.9	59.6	61.8	64.3	61.1	62.5	65.7	59.6
Somewhat	32.0	32.1	24.7	34.0	37.2	28.6	31.5	24.3	28.8	34.9	32.1	29.4	33.4	31.5	26.4	34.9
NOT CONVINCING	7.1	5.6	8.7	3.5	5.9	4.0	6.0	9.6	6.3	5.5	5.6	5.3	4.7	6.0	7.9	5.5
Not Too	5.1	4.6	5.4	3.5	5.1	4.0	3.7	4.6	4.5	3.0	4.6	3.8	4.3	3.7	4.8	3.0
Not at All	2.0	1.0	3.3	-	0.8	-	2.3	5.0	1.8	2.5	1.0	1.6	0.4	2.3	3.1	2.5
DK/REFUSED	0.3	0.5	1.9	-	-	1.4	-	-	-	-	0.5	0.9	0.8	-	-	-
Net Diff.	85.5	88.3	80.6	93.1	88.3	90.6	87.9	80.7	87.5	89.0	88.3	88.4	89.8	87.9	84.3	89.0
Mean	3.52	3.55	3.54	3.59	3.50	3.63	3.54	3.51	3.57	3.52	3.55	3.58	3.56	3.54	3.55	3.52

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20. NOW I'M GOING TO READ YOU VARIOUS STATEMENTS ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT. 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?

"SCIENTIFIC EVIDENCE SHOWS THAT UNDERAGE DRINKING CAN DAMAGE THE PARTS OF THE BRAIN RESPONSIBLE FOR JUDGMENT, REASONING, IMPULSE CONTROL, LEARNING AND MEMORY."  
(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL		MALE ONLY (CHILDREN)					FEMALE ONLY (CHILDREN)					BOTH (CHILDREN)						
	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	
Total	500	110	53	63	96	55	44	98	42	62	90	65	32	95	58	64	92	60	52
CONVINCING	92.6	93.3	91.3	95.6	96.6	95.6	96.7	93.7	97.6	91.7	90.3	89.5	91.8	95.2	93.0	96.9	94.7	91.8	94.1
Very	60.6	55.6	60.1	53.9	57.8	58.6	54.1	65.1	70.7	60.1	62.4	67.2	54.7	65.3	62.8	69.5	66.7	70.6	65.8
Somewhat	32.0	37.7	31.2	41.7	38.9	37.0	42.5	28.5	26.9	31.5	28.0	22.3	37.1	29.9	30.2	27.4	28.0	21.2	28.3
NOT CONVINCING	7.1	6.7	8.7	4.4	3.4	4.4	3.3	6.3	2.4	8.3	9.7	10.5	8.2	3.3	4.5	0.8	5.3	8.2	5.9
Not Too	5.1	5.4	6.0	4.4	2.7	3.2	1.8	4.5	-	7.1	4.3	4.4	3.1	3.3	4.5	0.8	4.3	6.6	4.1
Not at All	2.0	1.3	2.7	-	0.7	1.2	1.5	1.8	2.4	1.2	5.4	6.2	5.0	-	-	-	1.0	1.5	1.8
DK/REFUSED	0.3	-	-	-	-	-	-	-	-	-	-	-	-	1.5	2.5	2.2	-	-	-
Net Diff.	85.5	86.5	82.6	91.2	93.3	91.2	93.3	87.3	95.2	83.3	80.7	78.9	83.7	91.9	88.5	96.1	89.3	83.7	88.3
Mean	3.52	3.48	3.49	3.49	3.54	3.53	3.49	3.57	3.66	3.51	3.47	3.50	3.42	3.63	3.60	3.70	3.60	3.61	3.58





# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE - PARENTS OF CHILDREN GRADES 6-12

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20. NOW I'M GOING TO READ YOU VARIOUS STATEMENTS ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT. 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?

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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some College	COLLEGE GRAD.	Col-lege Grad.	Post Grad. Work
Total	500	32	58	67	54	67	139	90	327	157	260	277	139	195	27	68	100	294	215	79
CONVINCING	92.6	89.8	97.6	96.9	88.1	95.2	91.8	94.8	92.9	95.7	91.9	94.1	91.8	91.9	90.0	91.5	92.7	93.6	94.6	90.9
Very	60.6	71.5	65.9	71.7	56.8	60.5	53.8	67.9	59.3	69.5	56.2	64.9	53.8	65.0	66.6	63.2	65.8	58.5	59.4	56.0
Somewhat	32.0	18.3	31.7	25.2	31.3	34.7	37.9	26.9	33.6	26.2	35.7	29.2	37.9	26.9	23.5	28.3	27.0	35.1	35.2	34.9
NOT CONVINCING	7.1	10.2	2.4	3.1	11.9	4.8	8.2	5.2	7.1	4.3	8.1	5.9	8.2	8.1	10.0	8.5	7.3	5.9	4.8	9.1
Not Too	5.1	6.9	2.4	2.4	9.8	4.8	3.8	4.0	4.7	3.3	5.3	4.9	3.8	6.2	10.0	4.9	6.0	3.9	3.6	4.7
Not at All	2.0	3.3	-	0.7	2.1	-	4.5	1.2	2.4	1.0	2.8	1.0	4.5	1.9	-	3.6	1.3	2.0	1.1	4.4
DK/REFUSED	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.5	0.7	-
Net Diff.	85.5	79.5	95.2	93.8	76.2	90.5	83.5	89.6	85.8	91.4	83.8	88.2	83.5	83.8	80.0	82.9	85.4	87.6	89.8	81.7
Mean	3.52	3.58	3.64	3.68	3.43	3.56	3.41	3.62	3.50	3.64	3.45	3.58	3.41	3.55	3.57	3.51	3.57	3.51	3.54	3.42



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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20. NOW I'M GOING TO READ YOU VARIOUS STATEMENTS ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT. 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?

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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COL- COLLEG LEGE  GRAD.  GRAD.	Col- lege    Grad.	Post  Grad.  Work	LESS/ COL- COLLEG LEGE  GRAD.  GRAD.	Col- lege    Grad.	Post  Grad.  Work	SINGLE	MAR-  RIED	SEPA-  RATED	DIV-  ORCED	WID-  OWED	MALE	FEMALE		
Total	500	89	116	84	32	106	178	131	48	39	373	11	57	9	168	205
CONVINCING	92.6	89.5	92.4	93.8	88.7	94.0	94.3	95.1	92.3	100.0	92.9	100.0	88.2	100.0	91.1	94.3
Very	60.6	58.2	54.0	53.6	55.2	70.6	61.3	63.1	56.5	80.0	58.4	58.2	65.9	67.5	55.0	61.3
Somewhat	32.0	31.2	38.4	40.2	33.5	23.3	33.0	32.0	35.8	20.0	34.5	41.8	22.3	32.5	36.2	33.1
NOT CONVINCING	7.1	10.5	6.4	4.5	11.3	6.0	5.7	4.9	7.7	-	6.7	-	11.8	-	8.0	5.7
Not Too	5.1	9.7	4.3	3.3	6.7	3.2	3.7	3.9	3.4	-	4.8	-	7.7	-	6.6	3.2
Not at All	2.0	0.8	2.1	1.2	4.5	2.8	1.9	1.1	4.3	-	2.0	-	4.0	-	1.5	2.4
DK/REFUSED	0.3	-	1.2	1.7	-	-	-	-	-	-	0.4	-	-	-	0.9	-
Net Diff.	85.5	78.9	86.1	89.3	77.5	87.9	88.6	90.1	84.5	100.0	86.2	100.0	76.4	100.0	83.1	88.7
Mean	3.52	3.47	3.46	3.49	3.39	3.62	3.54	3.57	3.44	3.80	3.50	3.58	3.50	3.68	3.46	3.53

**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

NC STATEWIDE - PARENTS OF CHILDREN GRADES 6-12

Table 20 Page 272  
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20. NOW I'M GOING TO READ YOU VARIOUS STATEMENTS ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT. 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?

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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROTESTANT	CATHOLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican	WHITE	AFR- ICAN	WHITE	AFR- ICAN	WHITE	AFR- ICAN	WHITE	AFR- ICAN
Total	500	323	59	28	241	96	99	143	336	159	30	103	136	46	200	57	88	32	237	66
CONVINCING	92.6	92.0	97.8	91.0	92.4	92.4	91.8	92.8	91.8	94.5	82.2	97.2	91.2	93.6	92.2	100.0	93.1	95.5	92.0	100.0
Very	60.6	61.8	55.5	57.6	64.5	56.0	60.3	67.4	54.3	74.6	55.9	74.1	47.3	65.4	59.0	81.0	58.7	74.3	53.1	77.9
Somewhat	32.0	30.2	42.3	33.3	27.9	36.4	31.5	25.4	37.5	19.9	26.3	23.1	43.9	28.3	33.2	19.0	34.3	21.3	38.9	22.1
NOT CONVINCING	7.1	7.5	2.2	9.0	7.0	7.6	6.8	7.2	7.7	5.5	17.8	2.8	7.7	6.4	7.8	-	5.3	4.5	8.0	-
Not Too	5.1	4.9	1.4	6.4	5.3	3.1	5.3	5.3	5.2	4.7	15.3	2.8	5.4	6.4	5.1	-	3.7	4.5	5.0	-
Not at All	2.0	2.6	0.8	2.7	1.7	4.5	1.5	1.9	2.5	0.8	2.5	-	2.3	-	2.6	-	1.6	-	3.0	-
DK/REFUSED	0.3	0.4	-	-	0.6	-	1.4	-	0.4	-	-	-	1.1	-	-	-	1.6	-	-	-
Net Diff.	85.5	84.5	95.7	81.9	85.4	84.8	85.0	85.6	84.1	89.0	64.5	94.4	83.5	87.2	84.5	100.0	87.7	91.1	84.1	100.0
Mean	3.52	3.52	3.53	3.46	3.56	3.44	3.53	3.58	3.44	3.68	3.36	3.71	3.38	3.59	3.49	3.81	3.53	3.70	3.42	3.78



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	AGE			MEN			WOMEN			GENDER	
		UNDER 40	41-55	OVER 55	UNDER 40	41-55	OVER 55	UNDER 40	41-55	OVER 55	MALE	FEMALE
Total	500	144	301	35	63	121	14	81	180	20	210	290
CONVINCING	92.6	93.3	93.1	95.1	87.6	93.9	96.2	97.7	92.5	94.3	91.1	93.6
Very	60.6	64.3	58.7	72.0	50.8	60.7	57.1	74.8	57.4	82.7	55.2	64.4
Somewhat	32.0	29.0	34.4	23.1	36.9	33.3	39.0	22.8	35.1	11.7	35.9	29.2
NOT CONVINCING	7.1	5.7	6.9	4.9	10.1	6.1	3.8	2.3	7.5	5.7	8.2	6.4
Not Too	5.1	4.7	4.6	1.6	7.8	4.6	3.8	2.3	4.6	-	6.7	4.0
Not at All	2.0	1.0	2.4	3.3	2.3	1.4	-	-	3.0	5.7	1.5	2.4
DK/REFUSED	0.3	1.0	-	-	2.3	-	-	-	-	-	0.7	-
Net Diff.	85.5	87.6	86.1	90.2	77.6	87.9	92.3	95.4	85.0	88.7	83.0	87.3
Mean	3.52	3.58	3.49	3.64	3.39	3.53	3.53	3.73	3.47	3.71	3.46	3.56

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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21. NOW I'M GOING TO READ YOU VARIOUS STATEMENTS ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT. 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?

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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	AREA											CHILDREN IN		APPROPRIATE TO		TALKED ABOUT				
		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	11-14 15	OVER	YES	NO/ NOT YET
Total	500	158	64	18	76	141	60	81	89	45	44	21	56	35	299	197	239	203	36	462	38
CONVINCING	85.2	81.3	67.6	88.7	91.2	86.1	86.4	85.9	86.6	92.6	80.3	63.9	91.3	98.0	85.6	84.6	82.0	89.8	79.5	85.8	78.1
Very	53.6	52.2	36.5	59.0	63.9	47.7	44.0	50.5	50.9	62.8	38.7	44.1	72.7	65.3	52.2	55.6	53.6	53.4	49.6	54.4	43.6
Somewhat	31.6	29.1	31.1	29.7	27.3	38.4	42.4	35.4	35.7	29.9	41.7	19.8	18.6	32.7	33.4	29.1	28.3	36.4	30.0	31.4	34.5
NOT CONVINCING	11.3	12.3	19.2	11.3	6.6	12.5	12.1	12.8	11.9	7.4	16.5	31.8	4.1	-	10.9	11.7	15.7	7.2	8.0	11.3	11.5
Not Too	8.0	9.3	17.8	2.5	3.8	8.7	8.9	8.6	6.8	4.4	9.2	31.8	0.8	-	8.0	7.8	9.4	6.7	6.8	8.0	8.3
Not at All	3.3	2.9	1.4	8.8	2.8	3.8	3.2	4.3	5.1	3.0	7.2	-	3.3	-	2.9	3.9	6.3	0.5	1.2	3.3	3.3
DK/REFUSED	3.5	6.4	13.2	-	2.2	1.3	1.4	1.2	1.6	-	3.2	4.2	4.5	2.0	3.4	3.7	2.4	3.0	12.4	2.9	10.3
Net Diff.	73.9	69.1	48.4	77.3	84.6	73.6	74.3	73.1	74.7	85.3	63.9	32.1	87.2	98.0	74.7	73.0	66.3	82.6	71.5	74.4	66.6
Mean	3.40	3.40	3.18	3.39	3.56	3.32	3.29	3.34	3.34	3.52	3.15	3.13	3.68	3.67	3.40	3.42	3.32	3.47	3.46	3.41	3.32



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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21. NOW I'M GOING TO READ YOU VARIOUS STATEMENTS ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT. 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?

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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	TALK ABOUT ALCOHOL ABUSE WITH YOUR CHILDREN			TALKED ABOUT ALCOHOL ABUSE LAST FEW MOS.		UNDERAGED DRINKING IN YOUR COMMUNITY				CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL			APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL		S/R/H: ADS STOP UNDERAGE DRINKING		TALKED TO CHILD ABOUT BRAIN DEVLPMNT			
		FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	LESS/ 14	15-17 18	OVER	YES	NO	YES	NO
Total	500	178	214	68	382	74	422	213	209	50	297	98	199	200	18	57	375	232	265	352	145
CONVINCING	85.2	85.6	85.6	87.5	85.7	88.2	85.8	84.3	87.3	82.3	85.7	89.0	84.2	84.8	87.6	74.1	87.8	83.8	86.1	84.8	86.6
Very	53.6	58.8	51.5	51.9	53.5	61.2	53.4	55.7	51.1	63.3	52.1	64.5	45.9	56.6	69.0	43.1	53.8	52.3	54.7	55.5	49.9
Somewhat	31.6	26.8	34.1	35.6	32.1	27.0	32.4	28.6	36.3	19.0	33.7	24.4	38.2	28.1	18.6	31.0	34.1	31.5	31.4	29.3	36.7
NOT CONVINCING	11.3	11.9	11.1	9.5	12.1	6.3	11.1	12.2	10.0	13.5	11.4	10.3	11.9	11.4	12.4	24.6	8.7	13.5	9.6	12.0	10.0
Not Too	8.0	7.4	8.2	8.2	8.1	6.3	7.8	8.6	6.9	10.7	8.0	7.9	8.0	8.3	12.4	13.4	6.4	8.9	7.4	8.4	7.3
Not at All	3.3	4.5	2.9	1.4	4.0	-	3.3	3.5	3.1	2.8	3.4	2.3	3.9	3.2	-	11.2	2.4	4.5	2.2	3.6	2.7
DK/REFUSED	3.5	2.5	3.3	3.0	2.3	5.5	3.1	3.5	2.7	4.2	2.9	0.8	4.0	3.8	-	1.3	3.4	2.7	4.3	3.2	3.4
Net Diff.	73.9	73.7	74.5	77.9	73.6	82.0	74.8	72.2	77.4	68.8	74.4	78.7	72.3	73.3	75.2	49.5	79.1	70.4	76.6	72.9	76.7
Mean	3.40	3.44	3.39	3.42	3.38	3.58	3.40	3.41	3.39	3.49	3.38	3.52	3.31	3.44	3.57	3.07	3.44	3.35	3.45	3.41	3.39



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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21. NOW I'M GOING TO READ YOU VARIOUS STATEMENTS ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT. 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?

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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					HOW OFTEN DO YOU TALK TO YOUR CHILDREN ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN					UNDERAGE DRINKING AFFECTS TEEN HEALTH		TALKING ABOUT UNDERAGE DRINKING AFFECTS ON BRAIN HEALTH/DEVELOPMENT EFF./INEFF. WAY TO INFLUENCE THEIR DECISIONS						
		17/Younger	14/Younger	15-17	18-20	21+	TALK	Always	Some-times	NOT OFTEN	Rarely	Never	YES	NO	EFFECTIVE	Very	Some-what	INEFFECTIVE	Some-what	Very
Total	500	106	55	51	139	221	326	148	178	126	86	40	461	24	419	249	170	67	47	20
CONVINCING	85.2	88.3	93.9	82.3	86.7	82.3	89.6	90.4	89.0	79.0	84.3	67.5	86.3	77.0	87.7	90.5	83.6	79.3	87.8	59.8
Very	53.6	60.2	73.8	45.5	56.2	49.3	61.2	64.6	58.4	40.9	43.0	36.3	54.8	36.5	57.8	68.4	42.3	35.6	40.3	24.6
Somewhat	31.6	28.1	20.1	36.7	30.5	33.0	28.4	25.7	30.6	38.1	41.3	31.2	31.5	40.5	29.9	22.1	41.3	43.8	47.5	35.2
NOT CONVINCING	11.3	10.2	6.1	14.6	10.9	12.9	8.8	7.8	9.6	17.2	13.2	26.0	10.4	17.6	9.1	7.0	12.2	20.7	12.2	40.2
Not Too	8.0	8.0	6.1	10.1	8.5	8.8	6.4	5.6	7.0	12.2	8.6	19.8	7.6	10.2	6.8	5.0	9.5	12.4	12.2	12.8
Not at All	3.3	2.2	-	4.5	2.4	4.1	2.4	2.2	2.5	5.1	4.6	6.1	2.8	7.4	2.3	2.0	2.7	8.3	-	27.4
DK/REFUSED	3.5	1.5	-	3.2	2.4	4.8	1.6	1.8	1.5	3.8	2.5	6.5	3.3	5.4	3.2	2.5	4.2	-	-	-
Net Diff.	73.9	78.1	87.7	67.7	75.8	69.4	80.8	82.5	79.4	61.8	71.1	41.5	75.8	59.3	78.6	83.6	71.4	58.6	75.5	19.5
Mean	3.40	3.49	3.68	3.27	3.44	3.34	3.51	3.56	3.47	3.19	3.26	3.04	3.43	3.12	3.48	3.61	3.29	3.07	3.28	2.57



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE - PARENTS OF CHILDREN GRADES 6-12

Table 21 Page 277  
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21. NOW I'M GOING TO READ YOU VARIOUS STATEMENTS ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT. 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?

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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	HEARD OF SITE				HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK									
		TALKITOUTNC.O		TALKITOUTNC.O		REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY /NEVER	Rarely	Never	
		RG	RG	YES	NO										
Total	500	181	310	35	453	172	100	72	65	30	35	261	115	145	
CONVINCING	85.2	88.1	83.8	94.6	84.9	82.8	86.2	78.0	81.8	85.7	78.4	88.3	86.7	89.6	
Very	53.6	59.5	50.6	76.5	52.1	43.3	46.3	39.3	49.2	58.2	41.5	61.9	56.0	66.5	
Somewhat	31.6	28.6	33.2	18.1	32.8	39.4	39.9	38.8	32.5	27.5	36.9	26.4	30.7	23.1	
NOT CONVINCING	11.3	7.0	13.5	2.9	11.5	13.1	10.8	16.4	14.7	12.7	16.3	9.0	10.9	7.5	
Not Too	8.0	4.1	9.9	2.9	7.9	9.0	6.8	12.0	11.9	12.7	11.2	6.2	6.7	5.8	
Not at All	3.3	2.9	3.6	-	3.6	4.2	4.0	4.5	2.8	-	5.2	2.8	4.2	1.8	
DK/REFUSED	3.5	4.9	2.8	2.6	3.7	4.1	3.1	5.5	3.6	1.6	5.3	2.6	2.3	2.9	
Net Diff.	73.9	81.2	70.3	91.7	73.4	69.6	75.4	61.6	67.1	73.0	62.1	79.3	75.8	82.0	
Mean	3.40	3.52	3.34	3.76	3.38	3.27	3.33	3.19	3.33	3.46	3.21	3.51	3.42	3.59	

**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

NC STATEWIDE - PARENTS OF CHILDREN GRADES 6-12

Table 21 Page 278  
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21. NOW I'M GOING TO READ YOU VARIOUS STATEMENTS ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT. 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?

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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL		IDEOLOGY						PARTY					WHITE			AFRICAN AMERICAN		
	LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
Total	500	113	44	69	143	91	129	219	164	198	123	106	17	139	98	88	5	74	20
CONVINCING	85.2	83.8	80.2	86.2	84.8	87.4	85.3	86.2	87.2	86.9	80.3	81.9	70.1	86.3	85.4	74.5	100.0	87.9	100.0
Very	53.6	52.7	51.2	53.7	46.0	52.0	60.1	56.8	58.1	52.3	49.4	48.1	57.6	55.8	46.6	42.5	73.4	60.9	68.7
Somewhat	31.6	31.2	29.0	32.5	38.8	35.4	25.2	29.4	29.0	34.6	30.9	33.8	12.4	30.5	38.8	32.0	26.6	27.0	31.3
NOT CONVINCING	11.3	14.1	19.8	10.3	10.7	9.5	10.2	9.9	10.4	7.8	17.4	15.9	26.8	10.9	6.8	22.8	-	12.1	-
Not Too	8.0	9.7	16.8	5.1	7.5	8.5	6.7	7.4	5.9	5.7	13.8	12.7	21.0	6.1	5.1	18.3	-	8.4	-
Not at All	3.3	4.4	2.9	5.3	3.2	1.0	3.5	2.5	4.5	2.2	3.6	3.2	5.8	4.8	1.6	4.5	-	3.7	-
DK/REFUSED	3.5	2.1	-	3.5	4.5	3.1	4.6	4.0	2.4	5.2	2.3	2.2	3.1	2.8	7.9	2.7	-	-	-
Net Diff.	73.9	69.8	60.4	75.9	74.0	78.0	75.1	76.3	76.8	79.1	62.9	66.0	43.3	75.4	78.6	51.7	100.0	75.8	100.0
Mean	3.40	3.35	3.28	3.39	3.34	3.43	3.49	3.46	3.44	3.45	3.29	3.30	3.26	3.41	3.41	3.16	3.73	3.45	3.69



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE - PARENTS OF CHILDREN GRADES 6-12

Table 21 Page 279  
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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPU- LICAN	DEMO- CRAT	INDEP- ENDENT	REPU- LICAN	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL
Total	500	78	73	54	86	125	69	305	280	181	170	135	128	103	258
CONVINCING	85.2	86.5	82.0	72.8	87.9	89.8	86.2	84.9	86.1	85.2	86.8	84.7	89.4	79.1	86.6
Very	53.6	58.0	45.6	39.2	58.3	56.3	57.5	57.5	50.0	53.5	53.8	53.2	54.1	48.3	56.4
Somewhat	31.6	28.5	36.5	33.6	29.6	33.5	28.7	27.4	36.1	31.8	32.9	31.5	35.3	30.8	30.1
NOT CONVINCING	11.3	9.5	11.1	24.6	11.3	6.0	11.7	12.3	10.7	11.6	11.0	10.8	6.4	17.2	10.9
Not Too	8.0	7.3	5.2	18.5	4.7	6.0	10.1	8.7	6.8	9.1	5.5	9.5	2.4	16.3	6.9
Not at All	3.3	2.2	5.9	6.1	6.6	-	1.5	3.6	4.0	2.5	5.4	1.4	4.0	0.9	4.0
DK/REFUSED	3.5	4.1	6.9	2.6	0.8	4.3	2.1	2.9	3.2	3.1	2.3	4.5	4.1	3.7	2.5
Net Diff.	73.9	77.0	71.0	48.2	76.5	83.8	74.6	72.6	75.4	73.6	75.8	73.8	83.0	61.9	75.7
Mean	3.40	3.48	3.31	3.09	3.41	3.53	3.45	3.43	3.36	3.41	3.38	3.43	3.45	3.31	3.43

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE - PARENTS OF CHILDREN GRADES 6-12

Table 21 Page 280  
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21. NOW I'M GOING TO READ YOU VARIOUS STATEMENTS ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT. 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?

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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER
Total	500	305	74	88	99	99	280	90	100	129	305	154	190	280	180	129
CONVINCING	85.2	84.9	89.1	91.9	78.4	79.5	86.1	90.0	86.5	82.3	84.9	91.0	81.0	86.1	87.9	82.3
Very	53.6	57.5	64.0	59.6	52.5	51.2	50.0	52.5	53.4	48.2	57.5	62.2	53.5	50.0	52.1	48.2
Somewhat	31.6	27.4	25.2	32.3	25.9	28.3	36.1	37.5	33.1	34.2	27.4	28.7	27.4	36.1	35.8	34.2
NOT CONVINCING	11.3	12.3	10.9	6.2	17.2	16.9	10.7	7.9	12.1	13.0	12.3	7.9	14.8	10.7	10.3	13.0
Not Too	8.0	8.7	8.4	5.1	12.6	12.4	6.8	4.3	8.6	7.7	8.7	6.1	10.6	6.8	6.9	7.7
Not at All	3.3	3.6	2.4	1.0	4.6	4.5	4.0	3.6	3.5	5.3	3.6	1.8	4.3	4.0	3.3	5.3
DK/REFUSED	3.5	2.9	-	1.9	4.4	3.6	3.2	2.1	1.4	4.7	2.9	1.1	4.2	3.2	1.8	4.7
Net Diff.	73.9	72.6	78.3	85.7	61.2	62.6	75.4	82.1	74.4	69.4	72.6	83.1	66.1	75.4	77.7	69.4
Mean	3.40	3.43	3.51	3.53	3.32	3.31	3.36	3.42	3.38	3.31	3.43	3.53	3.36	3.36	3.39	3.31

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE - PARENTS OF CHILDREN GRADES 6-12

Table 21 Page 281  
Feb. 24, 2016

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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL		MALE ONLY (CHILDREN)					FEMALE ONLY (CHILDREN)					BOTH (CHILDREN)						
	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	
Total	500	110	53	63	96	55	44	98	42	62	90	65	32	95	58	64	92	60	52
CONVINCING	85.2	83.7	93.2	77.3	88.6	93.2	83.6	84.9	89.2	82.1	84.4	83.4	87.4	86.4	90.0	84.0	85.0	88.1	77.6
Very	53.6	56.7	65.4	53.5	53.9	54.5	54.9	61.2	67.9	54.4	42.2	44.2	39.0	54.3	54.5	53.1	52.8	58.5	46.3
Somewhat	31.6	27.0	27.8	23.8	34.7	38.7	28.7	23.6	21.4	27.8	42.3	39.2	48.3	32.0	35.5	30.9	32.2	29.5	31.3
NOT CONVINCING	11.3	14.3	6.8	19.2	7.8	4.2	11.6	11.2	8.8	13.0	14.1	14.5	12.6	10.7	8.4	11.7	10.7	11.1	14.7
Not Too	8.0	11.5	3.5	17.1	4.4	2.5	6.4	4.6	6.4	4.2	7.3	8.1	4.3	9.8	8.4	10.3	8.8	9.6	11.2
Not at All	3.3	2.8	3.3	2.2	3.4	1.7	5.2	6.6	2.4	8.8	6.8	6.4	8.4	1.0	-	1.4	2.0	1.5	3.6
DK/REFUSED	3.5	2.0	-	3.4	3.7	2.6	4.8	4.0	1.9	4.9	1.5	2.1	-	2.9	1.5	4.2	4.3	0.8	7.7
Net Diff.	73.9	69.4	86.4	58.1	80.8	89.0	71.9	73.7	80.4	69.1	70.3	68.9	74.8	75.7	81.6	72.3	74.2	76.9	62.9
Mean	3.40	3.40	3.55	3.33	3.44	3.50	3.40	3.45	3.58	3.34	3.22	3.24	3.18	3.44	3.47	3.42	3.42	3.46	3.30



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Table 21 Page 282  
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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL		MEN					WOMEN					MEN			WOMEN			
			14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY
Total	500	140	77	85	101	64	45	165	78	105	179	116	83	68	69	65	113	101	70
CONVINCING	85.2	80.4	87.3	74.5	83.6	85.8	80.6	88.6	94.6	86.2	87.5	89.1	83.3	77.6	83.8	84.6	89.8	88.8	84.7
Very	53.6	52.8	60.3	47.1	41.9	42.8	39.4	61.5	64.2	58.7	54.6	57.3	52.9	39.9	52.0	50.9	61.6	55.1	55.2
Somewhat	31.6	27.6	27.0	27.4	41.7	43.0	41.2	27.2	30.5	27.5	32.9	31.8	30.4	37.7	31.8	33.7	28.2	33.7	29.5
NOT CONVINCING	11.3	15.9	10.5	20.4	13.4	12.0	15.9	9.2	5.4	10.4	9.2	9.3	11.4	16.0	14.0	11.9	9.0	8.9	9.8
Not Too	8.0	9.9	8.1	12.7	8.3	9.5	7.9	7.6	4.2	8.9	5.9	5.5	7.6	12.8	5.5	10.5	6.9	5.5	8.5
Not at All	3.3	6.0	2.4	7.7	5.2	2.5	8.0	1.5	1.2	1.5	3.3	3.8	3.8	3.2	8.4	1.4	2.1	3.4	1.3
DK/REFUSED	3.5	3.7	2.2	5.1	3.0	2.2	3.6	2.2	-	3.4	3.2	1.6	5.3	6.4	2.3	3.5	1.2	2.3	5.5
Net Diff.	73.9	64.5	76.8	54.2	70.2	73.8	64.7	79.5	89.2	75.8	78.3	79.9	71.9	61.6	69.8	72.7	80.8	79.9	74.9
Mean	3.40	3.32	3.49	3.20	3.24	3.29	3.16	3.52	3.58	3.48	3.43	3.45	3.40	3.22	3.30	3.39	3.51	3.44	3.47



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NC STATEWIDE - PARENTS OF CHILDREN GRADES 6-12

Table 21 Page 283  
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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some College	COLLEGE GRAD.	Col- lege Grad.	Post Grad. Work
Total	500	32	58	67	54	67	139	90	327	157	260	277	139	195	27	68	100	294	215	79
CONVINCING	85.2	89.4	90.1	86.3	85.2	94.0	83.5	89.8	86.5	88.3	86.5	89.1	83.5	89.8	91.7	92.8	87.2	82.5	82.1	83.7
Very	53.6	58.3	68.6	62.6	49.9	57.2	44.3	64.9	51.6	63.9	48.8	59.6	44.3	57.5	54.2	62.8	54.8	51.3	53.1	46.2
Somewhat	31.6	31.0	21.5	23.7	35.3	36.7	39.2	24.9	34.9	24.4	37.7	29.5	39.2	32.3	37.6	30.0	32.4	31.2	28.9	37.5
NOT CONVINCING	11.3	10.6	9.9	12.6	10.0	6.0	11.0	10.2	10.1	11.2	9.5	9.7	11.0	8.3	8.3	6.1	9.8	13.0	13.2	12.3
Not Too	8.0	4.2	4.9	7.8	10.0	6.0	7.4	4.7	7.6	6.0	7.6	6.8	7.4	5.0	4.9	3.1	6.3	9.8	10.3	8.6
Not at All	3.3	6.4	5.0	4.8	-	-	3.6	5.5	2.5	5.2	1.9	2.9	3.6	3.3	3.4	3.0	3.5	3.1	2.9	3.7
DK/REFUSED	3.5	-	-	1.1	4.9	-	5.5	-	3.4	0.5	4.0	1.2	5.5	1.9	-	1.1	3.0	4.5	4.7	4.0
Net Diff.	73.9	78.7	80.2	73.8	75.2	87.9	72.5	79.7	76.4	77.1	77.0	79.4	72.5	81.5	83.5	86.6	77.5	69.5	68.9	71.3
Mean	3.40	3.41	3.54	3.46	3.42	3.51	3.32	3.49	3.40	3.48	3.39	3.48	3.32	3.47	3.43	3.54	3.43	3.37	3.39	3.31



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE - PARENTS OF CHILDREN GRADES 6-12

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21. NOW I'M GOING TO READ YOU VARIOUS STATEMENTS ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT. 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?

"ALCOHOL KILLS BY SHUTTING DOWN THE PART OF THE BRAIN THAT TELLS YOU TO BREATHE. TEENS ARE MORE AT RISK FOR THIS BECAUSE THEY ARE PHYSIOLOGICALLY PREDISPOSED TO BINGE DRINKING."

(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COLLEGE GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	LESS/ COLLEGE GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	SINGLE	MAR- RIED	SEPA- RATED	DIV- ORCED	WID- OWED	MALE	FEMALE
Total	500	89	116	84	32	106	178	131	48	39	373	11	57	9	168	205
CONVINCING	85.2	86.2	78.0	76.0	83.3	92.9	85.4	86.0	83.9	87.6	86.4	85.7	77.7	85.5	81.2	90.7
Very	53.6	49.7	46.5	46.1	47.7	64.1	54.3	57.6	45.2	68.9	53.4	63.1	44.1	59.5	47.0	58.6
Somewhat	31.6	36.5	31.4	29.9	35.6	28.8	31.1	28.3	38.7	18.8	33.1	22.6	33.5	26.0	34.2	32.1
NOT CONVINCING	11.3	11.1	15.8	17.6	11.0	5.9	11.1	10.3	13.2	12.4	9.7	14.3	19.9	-	13.1	6.9
Not Too	8.0	7.1	11.3	13.0	6.6	3.3	8.9	8.5	10.0	5.0	7.7	-	13.3	-	10.7	5.3
Not at All	3.3	4.1	4.6	4.6	4.4	2.6	2.2	1.8	3.3	7.4	2.0	14.3	6.7	-	2.4	1.7
DK/REFUSED	3.5	2.7	6.2	6.4	5.7	1.2	3.5	3.7	2.9	-	3.9	-	2.4	14.5	5.7	2.3
Net Diff.	73.9	75.0	62.1	58.3	72.3	86.9	74.3	75.7	70.7	75.3	76.7	71.3	57.7	85.5	68.1	83.8
Mean	3.40	3.35	3.28	3.25	3.34	3.56	3.42	3.47	3.30	3.49	3.43	3.34	3.18	3.70	3.33	3.51

**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

NC STATEWIDE - PARENTS OF CHILDREN GRADES 6-12

Table 21 Page 285  
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21. NOW I'M GOING TO READ YOU VARIOUS STATEMENTS ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT. 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?

"ALCOHOL KILLS BY SHUTTING DOWN THE PART OF THE BRAIN THAT TELLS YOU TO BREATHE. TEENS ARE MORE AT RISK FOR THIS BECAUSE THEY ARE PHYSIOLOGICALLY PREDISPOSED TO BINGE DRINKING."

(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	RELIGION				BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROTESTANT	CATHOLIC	ATH- EIST	OTHER	YES	NO	MALE	FEMALE	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	323	59	28	241	96	99	143	336	159	30	103	136	46	200	57	88	32	237	66	
CONVINCING	85.2	85.2	90.7	100.0	85.0	85.7	80.0	88.4	82.8	91.0	90.5	90.9	76.9	91.1	86.9	90.8	89.7	93.9	82.1	88.7	
Very	53.6	54.8	47.7	54.7	56.6	52.8	52.0	59.7	49.6	62.4	63.2	62.3	43.8	56.3	53.5	67.1	63.4	75.5	46.3	54.9	
Somewhat	31.6	30.4	43.1	45.3	28.4	32.9	27.9	28.7	33.3	28.6	27.2	28.6	33.0	34.8	33.5	23.7	26.3	18.3	35.8	33.8	
NOT CONVINCING	11.3	12.3	6.9	-	12.1	11.0	17.7	8.2	12.8	8.2	9.5	9.1	17.0	8.9	10.0	9.2	10.3	6.1	12.9	11.3	
Not Too	8.0	8.0	5.5	-	8.6	5.2	11.9	6.3	9.1	6.0	7.1	6.5	12.2	3.0	7.0	9.2	6.8	6.1	9.8	7.2	
Not at All	3.3	4.3	1.4	-	3.5	5.8	5.8	1.9	3.7	2.2	2.5	2.6	4.8	5.9	3.0	-	3.5	-	3.2	4.1	
DK/REFUSED	3.5	2.5	2.4	-	3.0	3.2	2.4	3.4	4.3	0.8	-	-	6.1	-	3.1	-	-	-	4.9	-	
Net Diff.	73.9	72.9	83.9	100.0	72.9	74.7	62.3	80.2	70.0	82.8	81.0	81.9	59.8	82.1	76.9	81.6	79.4	87.7	69.2	77.5	
Mean	3.40	3.39	3.40	3.55	3.42	3.37	3.29	3.51	3.34	3.53	3.51	3.51	3.23	3.41	3.42	3.58	3.50	3.69	3.32	3.40	



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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21. NOW I'M GOING TO READ YOU VARIOUS STATEMENTS ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT. 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?

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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	AGE			MEN			WOMEN			GENDER	
		UNDER 40	41-55	OVER 55	UNDER 40	41-55	OVER 55	UNDER 40	41-55	OVER 55	MALE	FEMALE
Total	500	144	301	35	63	121	14	81	180	20	210	290
CONVINCING	85.2	90.8	83.3	89.6	89.5	80.4	78.7	91.9	85.3	97.4	80.9	88.3
Very	53.6	65.1	50.1	46.0	54.4	46.0	48.1	73.4	52.8	44.5	47.8	57.8
Somewhat	31.6	25.7	33.2	43.6	35.0	34.4	30.6	18.5	32.5	52.9	33.1	30.5
NOT CONVINCING	11.3	8.3	12.8	6.2	8.5	16.2	11.3	8.1	10.6	2.6	14.6	9.0
Not Too	8.0	6.1	9.2	6.2	6.0	11.5	11.3	6.3	7.6	2.6	10.0	6.7
Not at All	3.3	2.1	3.6	-	2.5	4.7	-	1.8	2.9	-	4.6	2.3
DK/REFUSED	3.5	0.9	3.8	4.1	2.0	3.3	9.9	-	4.2	-	4.6	2.7
Net Diff.	73.9	82.5	70.5	83.4	81.0	64.2	67.4	83.8	74.7	94.8	66.3	79.3
Mean	3.40	3.55	3.35	3.41	3.44	3.26	3.41	3.63	3.41	3.42	3.30	3.48

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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22. NOW I'M GOING TO READ YOU VARIOUS STATEMENTS ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT. 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?

"IMAGES OF THE BRAIN SHOW TEENAGERS WHO DRINK HEAVILY HAVE LESS BRAIN ACTIVITY AND SMALLER BRAIN SIZES THAN NON-DRINKERS."

(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	AREA											CHILDREN IN		APPROPRIATE TO		TALKED ABOUT				
		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	11-14 15	OVER	YES	NO/ NOT YET
Total	500	158	64	18	76	141	60	81	89	45	44	21	56	35	299	197	239	203	36	462	38
CONVINCING	87.7	90.1	91.7	84.1	90.3	86.9	84.1	89.0	87.2	81.2	93.2	68.4	86.6	95.1	88.5	86.8	87.1	90.3	84.1	88.1	83.5
Very	60.1	62.8	59.8	68.7	63.9	59.7	56.7	61.9	54.7	62.1	47.1	46.3	60.5	70.2	59.3	61.3	58.1	63.0	57.4	61.0	48.5
Somewhat	27.7	27.4	31.9	15.4	26.3	27.2	27.3	27.1	32.4	19.1	46.1	22.1	26.1	24.9	29.2	25.5	29.0	27.3	26.7	27.1	34.9
NOT CONVINCING	9.7	7.7	4.1	15.8	8.8	11.7	13.5	10.3	10.1	13.4	6.8	18.8	9.5	4.9	9.1	10.4	9.0	9.5	12.2	9.2	16.5
Not Too	5.9	4.9	4.1	11.3	4.0	7.3	8.8	6.1	7.6	9.3	6.0	12.9	0.6	4.9	5.1	7.2	4.6	6.1	12.2	5.0	16.5
Not at All	3.8	2.8	-	4.5	4.8	4.5	4.7	4.2	2.5	4.1	0.8	5.9	9.0	-	4.0	3.2	4.4	3.4	-	4.1	-
DK/REFUSED	2.5	2.2	4.2	0.1	1.0	1.4	2.4	0.7	2.7	5.4	-	12.8	3.9	-	2.4	2.8	4.0	0.2	3.7	2.8	-
Net Diff.	78.0	82.5	87.6	68.3	81.5	75.2	70.5	78.6	77.0	67.9	86.4	49.6	77.1	90.2	79.4	76.4	78.1	80.8	71.9	78.9	66.9
Mean	3.48	3.53	3.58	3.48	3.51	3.44	3.39	3.48	3.43	3.47	3.39	3.25	3.44	3.65	3.47	3.49	3.47	3.50	3.47	3.49	3.32



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	TALK ABOUT ALCOHOL ABUSE WITH YOUR CHILDREN					TALKED ABOUT ALCOHOL ABUSE LAST FEW MOS.					UNDERAGED DRINKING IN YOUR COMMUNITY					CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL					APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL			S/R/H: ADS STOP UNDERAGE DRINKING		TALKED TO CHILD ABOUT BRAIN DEVLPMNT	
		FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	LESS/ 14	15-17 18	OVER 18	YES	NO	YES	NO	YES	NO					
Total	500	178	214	68	382	74	422	213	209	50	297	98	199	200	18	57	375	232	265	352	145							
CONVINCING	87.7	87.0	89.5	86.1	87.9	91.1	88.5	87.8	89.2	91.8	87.5	87.0	87.8	87.9	76.4	88.7	89.2	86.0	89.1	87.8	87.2							
Very	60.1	58.5	63.5	58.4	59.2	70.4	61.1	62.2	59.9	64.1	56.6	62.1	53.9	66.1	54.0	60.7	60.7	58.1	61.6	60.9	58.2							
Somewhat	27.7	28.5	26.0	27.6	28.8	20.6	27.4	25.6	29.2	27.7	30.9	24.9	33.9	21.8	22.4	28.0	28.5	27.9	27.5	27.0	29.0							
NOT CONVINCING	9.7	10.6	6.5	13.9	8.7	8.9	8.9	8.5	9.3	8.2	9.3	9.5	9.2	10.6	17.5	11.3	8.1	11.9	7.9	9.9	9.4							
Not Too	5.9	6.0	4.1	5.6	4.8	3.3	5.2	4.4	6.1	8.2	5.6	5.0	5.9	6.4	12.4	9.1	4.7	7.1	4.9	5.8	6.2							
Not at All	3.8	4.7	2.5	8.3	3.9	5.6	3.6	4.1	3.2	-	3.7	4.4	3.3	4.2	5.1	2.2	3.4	4.8	3.1	4.1	3.2							
DK/REFUSED	2.5	2.4	3.9	-	3.3	-	2.7	3.7	1.6	-	3.2	3.5	3.1	1.6	6.1	-	2.8	2.1	3.0	2.2	3.4							
Net Diff.	78.0	76.3	83.0	72.2	79.2	82.1	79.6	79.3	79.9	83.7	78.3	77.5	78.6	77.3	58.9	77.4	81.1	74.1	81.2	77.9	77.8							
Mean	3.48	3.44	3.57	3.36	3.48	3.56	3.50	3.52	3.48	3.56	3.45	3.50	3.43	3.52	3.33	3.47	3.51	3.42	3.52	3.48	3.47							



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					HOW OFTEN DO YOU TALK TO YOUR CHILDREN ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN					UNDERAGE DRINKING AFFECTS TEEN HEALTH		TALKING ABOUT UNDERAGE DRINKING AFFECTS ON BRAIN HEALTH/DEVELOPMENT EFF./INEFF. WAY TO INFLUENCE THEIR DECISIONS						
		17/ YOUNG- ER	14/ Young- er	15-17	18-20	21+	TALK	Always	Some- times	NOT OFTEN	Rarely	Never	YES	NO	EFFEC- TIVE	Very	Some- what	INEFF- ECTIVE	Some- what	Very
Total	500	106	55	51	139	221	326	148	178	126	86	40	461	24	419	249	170	67	47	20
CONVINCING	87.7	92.7	93.4	92.0	88.9	84.5	90.1	91.8	88.7	84.5	88.7	75.5	89.1	64.2	90.5	92.6	87.6	74.6	84.9	50.5
Very	60.1	68.5	75.5	60.9	59.5	57.2	64.8	71.1	59.6	53.4	55.5	48.9	62.3	24.5	63.9	71.0	53.5	41.1	50.6	18.8
Somewhat	27.7	24.2	17.9	31.1	29.5	27.3	25.3	20.7	29.1	31.1	33.2	26.6	26.8	39.7	26.6	21.6	34.1	33.5	34.3	31.7
NOT CONVINCING	9.7	6.1	4.3	8.0	8.9	12.4	7.6	6.8	8.2	11.4	7.6	19.6	8.8	25.9	7.5	6.5	8.9	23.8	12.7	49.5
Not Too	5.9	6.1	4.3	8.0	6.2	6.2	3.6	3.7	3.6	7.2	5.3	11.3	4.7	25.9	4.7	3.3	6.9	13.1	10.8	18.6
Not at All	3.8	-	-	-	2.7	6.2	4.0	3.2	4.6	4.1	2.2	8.3	4.1	-	2.8	3.3	2.0	10.7	2.0	30.9
DK/REFUSED	2.5	1.2	2.3	-	2.2	3.1	2.3	1.4	3.1	4.1	3.7	4.9	2.1	9.9	2.0	0.9	3.6	1.6	2.3	-
Net Diff.	78.0	86.6	89.1	84.0	80.1	72.1	82.5	84.9	80.4	73.2	81.2	55.9	80.3	38.3	83.1	86.0	78.7	50.7	72.2	1.0
Mean	3.48	3.63	3.73	3.53	3.49	3.40	3.54	3.62	3.48	3.40	3.47	3.22	3.50	2.98	3.55	3.62	3.44	3.07	3.37	2.38

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL		HEARD OF SITE				VISITED SITE				HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK						
	TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		
	RG	RG	RG	RG	RG	RG	RG	RG	RG	RG	RG	RG	RG	RG	RG	RG	
	YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY /NEVER	Rarely	Never				
Total	500	181	310	35	453	172	100	72	65	30	35	261	115	145			
CONVINCING	87.7	89.2	86.5	91.7	87.4	87.4	85.9	89.4	88.0	83.0	92.3	87.8	87.6	87.9			
Very	60.1	63.9	57.9	83.9	58.6	58.6	55.9	62.4	59.0	58.7	59.3	61.4	61.7	61.2			
Somewhat	27.7	25.4	28.5	7.7	28.8	28.7	30.0	27.0	29.0	24.3	33.0	26.4	25.9	26.7			
NOT CONVINCING	9.7	10.8	9.4	8.3	9.8	10.7	13.3	7.2	10.3	13.3	7.7	9.0	11.2	7.2			
Not Too	5.9	7.1	5.3	8.3	5.6	6.4	5.9	7.2	8.1	11.8	4.9	5.0	6.3	4.0			
Not at All	3.8	3.6	4.1	-	4.2	4.3	7.4	-	2.3	1.6	2.9	3.9	4.9	3.2			
DK/REFUSED	2.5	*	4.1	-	2.8	1.9	0.7	3.4	1.7	3.6	-	3.2	1.1	4.9			
Net Diff.	78.0	78.5	77.1	83.3	77.6	76.6	72.6	82.2	77.6	69.7	84.5	78.8	76.4	80.7			
Mean	3.48	3.49	3.46	3.76	3.46	3.44	3.35	3.57	3.47	3.45	3.49	3.50	3.46	3.53			

**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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22. NOW I'M GOING TO READ YOU VARIOUS STATEMENTS ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT. 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?

"IMAGES OF THE BRAIN SHOW TEENAGERS WHO DRINK HEAVILY HAVE LESS BRAIN ACTIVITY AND SMALLER BRAIN SIZES THAN NON-DRINKERS."

(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	IDEOLOGY						PARTY						WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	113	44	69	143	91	129	219	164	198	123	106	17	139	98	88	5	74	20
CONVINCING	87.7	91.9	94.9	89.9	85.4	90.6	86.4	88.1	87.8	90.2	85.1	85.4	83.6	88.9	90.3	88.0	73.2	89.9	85.3
Very	60.1	67.8	69.0	67.0	49.0	63.9	61.4	62.4	56.7	64.1	58.5	57.9	62.5	54.7	60.1	58.5	73.2	70.9	63.8
Somewhat	27.7	24.1	25.9	22.9	36.4	26.7	25.0	25.7	31.1	26.1	26.6	27.5	21.1	34.2	30.2	29.5	-	19.0	21.5
NOT CONVINCING	9.7	5.9	0.7	9.3	12.8	6.1	11.5	9.3	9.6	6.8	13.6	13.6	13.3	8.0	8.3	11.4	26.8	5.5	9.3
Not Too	5.9	4.4	0.7	6.8	8.5	4.0	5.5	4.9	5.7	3.9	8.9	9.6	4.7	4.8	5.1	8.0	26.8	3.7	5.3
Not at All	3.8	1.5	-	2.5	4.3	2.1	6.1	4.4	3.9	2.9	4.6	4.0	8.6	3.2	3.2	3.4	-	1.8	4.0
DK/REFUSED	2.5	2.2	4.4	0.8	1.9	3.3	2.1	2.6	2.6	3.0	1.3	1.0	3.1	3.1	1.3	0.6	-	4.5	5.4
Net Diff.	78.0	85.9	94.2	80.6	72.6	84.5	74.8	78.8	78.2	83.4	71.5	71.7	70.3	80.9	82.0	76.6	46.4	84.4	76.1
Mean	3.48	3.62	3.71	3.56	3.33	3.58	3.45	3.50	3.44	3.56	3.41	3.41	3.42	3.45	3.49	3.44	3.46	3.67	3.53



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22. NOW I'M GOING TO READ YOU VARIOUS STATEMENTS ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT. 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?

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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL
Total	500	78	73	54	86	125	69	305	280	181	170	135	128	103	258
CONVINCING	87.7	84.5	87.4	81.2	90.8	91.8	88.2	87.1	88.1	88.8	87.5	85.8	84.9	86.5	90.2
Very	60.1	52.8	56.7	44.3	60.3	68.4	69.7	61.3	58.2	58.0	62.7	59.0	64.1	54.6	61.4
Somewhat	27.7	31.6	30.7	36.8	30.6	23.4	18.5	25.8	30.0	30.8	24.8	26.9	20.8	31.9	28.8
NOT CONVINCING	9.7	11.9	10.7	15.8	7.4	4.5	11.8	10.2	9.2	8.8	11.0	9.8	12.0	12.3	7.3
Not Too	5.9	8.5	8.9	9.7	3.1	1.0	8.4	6.9	5.5	6.1	4.7	7.5	9.2	8.9	2.7
Not at All	3.8	3.4	1.8	6.2	4.3	3.5	3.4	3.3	3.7	2.7	6.3	2.3	2.7	3.4	4.5
DK/REFUSED	2.5	3.6	1.9	3.0	1.7	3.6	-	2.7	2.7	2.4	1.5	4.3	3.1	1.3	2.6
Net Diff.	78.0	72.5	76.6	65.3	83.4	87.3	76.5	76.9	78.9	80.1	76.5	76.0	73.0	74.2	82.9
Mean	3.48	3.39	3.45	3.23	3.49	3.63	3.55	3.49	3.46	3.48	3.46	3.49	3.51	3.39	3.51

**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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22. NOW I'M GOING TO READ YOU VARIOUS STATEMENTS ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT. 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?

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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER
Total	500	305	74	88	99	99	280	90	100	129	305	154	190	280	180	129
CONVINCING	87.7	87.1	87.0	89.3	80.0	90.1	88.1	89.0	89.4	86.2	87.1	88.5	84.9	88.1	89.4	86.2
Very	60.1	61.3	65.5	59.8	54.1	60.9	58.2	56.4	72.3	47.6	61.3	63.1	58.0	58.2	65.6	47.6
Somewhat	27.7	25.8	21.5	29.6	25.9	29.3	30.0	32.6	17.1	38.5	25.8	25.4	26.8	30.0	23.8	38.5
NOT CONVINCING	9.7	10.2	11.0	8.3	15.2	8.5	9.2	8.8	10.6	9.6	10.2	9.2	12.0	9.2	9.5	9.6
Not Too	5.9	6.9	9.1	4.2	13.4	5.0	5.5	6.5	5.6	5.7	6.9	6.2	9.2	5.5	5.6	5.7
Not at All	3.8	3.3	1.9	4.1	1.9	3.5	3.7	2.4	5.0	3.9	3.3	3.0	2.8	3.7	4.0	3.9
DK/REFUSED	2.5	2.7	2.0	2.4	4.7	1.3	2.7	2.2	-	4.3	2.7	2.3	3.2	2.7	1.1	4.3
Net Diff.	78.0	76.9	76.0	81.0	64.8	81.6	78.9	80.1	78.8	76.6	76.9	79.3	72.9	78.9	79.8	76.6
Mean	3.48	3.49	3.54	3.49	3.39	3.49	3.46	3.46	3.57	3.36	3.49	3.52	3.45	3.46	3.53	3.36



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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22. NOW I'M GOING TO READ YOU VARIOUS STATEMENTS ABOUT HOW UNDERAGE DRINKING AFFECTS BRAIN HEALTH AND DEVELOPMENT. 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?

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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL		MALE ONLY (CHILDREN)					FEMALE ONLY (CHILDREN)					BOTH (CHILDREN)						
	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	
Total	500	110	53	63	96	55	44	98	42	62	90	65	32	95	58	64	92	60	52
CONVINCING	87.7	87.0	91.0	85.0	90.5	91.2	88.5	87.1	89.7	85.3	87.8	87.5	90.8	87.0	85.2	84.2	85.9	89.7	80.9
Very	60.1	57.4	63.3	54.4	56.8	65.8	43.9	67.4	69.4	63.8	55.3	63.2	42.8	59.4	57.5	56.5	61.6	68.0	51.9
Somewhat	27.7	29.6	27.6	30.6	33.6	25.4	44.6	19.7	20.3	21.5	32.4	24.3	47.9	27.7	27.7	27.7	24.3	21.7	29.0
NOT CONVINCING	9.7	9.7	7.6	10.6	7.1	7.2	8.1	11.4	6.8	14.7	11.0	10.8	9.2	9.7	12.5	10.9	9.8	10.3	11.4
Not Too	5.9	6.0	1.5	9.1	5.3	5.8	4.3	5.8	4.4	7.6	4.8	5.9	1.6	9.3	11.9	10.9	6.4	5.1	9.6
Not at All	3.8	3.8	6.1	1.5	1.7	1.4	3.8	5.5	2.4	7.1	6.2	4.9	7.6	0.4	0.6	-	3.4	5.2	1.8
DK/REFUSED	2.5	3.2	1.4	4.5	2.5	1.6	3.4	1.5	3.6	-	1.2	1.7	-	3.3	2.3	4.9	4.3	-	7.7
Net Diff.	78.0	77.3	83.3	74.4	83.4	84.0	80.4	75.7	82.9	70.7	76.7	76.8	81.6	77.3	72.7	73.3	76.1	79.3	69.5
Mean	3.48	3.45	3.50	3.44	3.49	3.58	3.33	3.51	3.62	3.42	3.39	3.48	3.26	3.51	3.45	3.48	3.51	3.52	3.42



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some College	COLLEGE GRAD.	Col-lege Grad.	Post Grad. Work
Total	500	32	58	67	54	67	139	90	327	157	260	277	139	195	27	68	100	294	215	79
CONVINCING	87.7	82.0	90.6	92.6	79.5	85.1	92.9	87.5	89.1	89.7	88.1	86.6	92.9	86.4	81.1	90.6	85.0	88.4	87.5	90.8
Very	60.1	54.5	63.9	64.4	44.8	70.3	59.7	60.5	60.4	62.2	59.3	60.8	59.7	54.5	44.7	61.8	52.2	64.1	63.6	65.5
Somewhat	27.7	27.4	26.7	28.3	34.7	14.8	33.3	27.0	28.7	27.5	28.8	25.9	33.3	31.9	36.3	28.8	32.8	24.3	23.9	25.4
NOT CONVINCING	9.7	15.3	3.4	7.4	14.3	9.7	7.1	7.6	8.9	7.5	9.3	9.4	7.1	10.2	14.0	8.3	10.6	9.5	9.8	8.5
Not Too	5.9	4.1	1.4	6.2	5.8	5.0	5.0	2.4	5.4	4.0	5.1	4.6	5.0	5.1	11.2	4.3	4.1	6.5	6.7	5.8
Not at All	3.8	11.2	1.9	1.2	8.5	4.7	2.1	5.3	3.5	3.5	4.1	4.8	2.1	5.1	2.8	4.0	6.5	3.0	3.1	2.7
DK/REFUSED	2.5	2.7	6.0	-	6.3	5.2	-	4.8	2.1	2.8	2.6	4.0	-	3.3	4.9	1.1	4.4	2.1	2.7	0.7
Net Diff.	78.0	66.7	87.3	85.3	65.2	75.4	85.8	79.9	80.2	82.2	78.9	77.2	85.8	76.2	67.1	82.4	74.4	78.9	77.6	82.3
Mean	3.48	3.29	3.62	3.56	3.23	3.59	3.50	3.50	3.49	3.53	3.47	3.49	3.50	3.41	3.29	3.50	3.37	3.53	3.52	3.55

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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COLLEGE GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	LESS/ COLLEGE GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	SINGLE	MAR- RIED	SEPA- RATED	DIV- ORCED	WID- OWED	MALE	FEMALE
Total	500	89	116	84	32	106	178	131	48	39	373	11	57	9	168	205
CONVINCING	87.7	82.3	85.1	83.0	90.9	89.9	90.5	90.4	90.8	92.8	87.9	85.7	86.9	76.5	82.6	92.2
Very	60.1	41.8	58.9	59.1	58.4	65.2	67.5	66.6	70.1	69.2	60.9	77.8	51.2	39.7	51.1	68.9
Somewhat	27.7	40.5	26.2	23.9	32.5	24.7	23.0	23.8	20.6	23.6	27.0	7.9	35.7	36.8	31.5	23.3
NOT CONVINCING	9.7	14.5	12.3	14.1	7.4	6.7	7.7	7.1	9.2	-	10.2	14.3	10.5	9.0	13.9	7.2
Not Too	5.9	8.4	10.3	12.9	3.2	2.4	4.0	2.8	7.5	-	6.2	14.3	5.1	-	9.7	3.3
Not at All	3.8	6.1	2.0	1.2	4.2	4.3	3.6	4.3	1.7	-	4.0	-	5.4	9.0	4.2	3.9
DK/REFUSED	2.5	3.2	2.6	2.9	1.7	3.5	1.8	2.5	-	7.2	1.9	-	2.6	14.5	3.5	0.6
Net Diff.	78.0	67.8	72.8	68.8	83.5	83.2	82.9	83.3	81.6	92.8	77.7	71.3	76.4	67.5	68.7	85.0
Mean	3.48	3.22	3.46	3.45	3.48	3.56	3.57	3.57	3.59	3.75	3.48	3.63	3.36	3.25	3.34	3.58

**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	RELIGION				BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT-ESTANT	CATH-OLIC	ATH-HEIST	YES	NO	MALE	FEMALE	WHITE	NON-WHITE	Hisp-panic	Afr-ican	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN	
Total	500	323	59	28	241	96	99	143	336	159	30	103	136	46	200	57	88	32	237	66	
CONVINCING	87.7	88.3	88.8	85.8	86.8	89.1	82.5	89.8	89.1	84.6	79.5	87.6	87.3	82.5	90.3	91.5	89.6	86.2	88.8	88.8	
Very	60.1	60.5	51.7	62.7	61.2	59.3	52.9	67.0	57.6	65.6	60.0	68.9	49.5	55.8	63.0	79.3	66.6	69.6	55.3	69.9	
Somewhat	27.7	27.8	37.1	23.1	25.5	29.7	29.6	22.8	31.5	19.0	19.5	18.6	37.8	26.7	27.3	12.2	23.0	16.6	33.5	18.9	
NOT CONVINCING	9.7	9.8	8.6	14.2	10.6	7.5	13.3	8.7	9.1	11.3	17.6	8.1	10.2	12.0	8.3	5.1	7.2	7.6	9.8	9.1	
Not Too	5.9	4.2	7.1	14.2	4.5	5.1	6.5	3.2	5.8	6.4	7.1	5.1	8.0	9.1	4.3	1.9	5.1	4.5	6.3	5.8	
Not at All	3.8	5.5	1.6	-	6.1	2.4	6.8	5.6	3.3	4.9	10.5	3.1	2.2	2.9	4.0	3.2	2.1	3.2	3.4	3.2	
DK/REFUSED	2.5	2.0	2.5	-	2.6	3.4	4.3	1.5	1.8	4.2	2.9	4.3	2.5	5.4	1.4	3.4	3.2	6.1	1.4	2.1	
Net Diff.	78.0	78.5	80.2	71.7	76.2	81.6	69.2	81.0	80.0	73.3	61.9	79.4	77.1	70.5	82.1	86.5	82.4	78.6	79.0	79.7	
Mean	3.48	3.46	3.43	3.49	3.46	3.51	3.34	3.54	3.46	3.52	3.33	3.60	3.38	3.43	3.52	3.74	3.59	3.63	3.43	3.59	



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(Net Diff. = CONVINCING-NOT CONVINCING)

	TOTAL	AGE			MEN			WOMEN			GENDER	
		UNDER 40	41-55	OVER 55	UNDER 40	41-55	OVER 55	UNDER 40	41-55	OVER 55	MALE	FEMALE
Total	500	144	301	35	63	121	14	81	180	20	210	290
CONVINCING	87.7	87.5	87.2	93.1	82.8	83.5	90.0	91.1	89.7	95.4	84.2	90.3
Very	60.1	64.3	58.2	66.3	50.2	51.2	60.8	75.2	62.9	70.2	51.2	66.4
Somewhat	27.7	23.2	29.0	26.9	32.6	32.3	29.2	15.9	26.8	25.2	32.9	23.9
NOT CONVINCING	9.7	8.6	11.0	5.3	15.0	14.1	6.3	3.6	8.9	4.6	13.1	7.3
Not Too	5.9	4.7	6.9	5.3	10.7	9.9	6.3	-	4.9	4.6	9.4	3.3
Not at All	3.8	3.9	4.0	-	4.3	4.1	-	3.6	4.0	-	3.7	4.0
DK/REFUSED	2.5	3.9	1.8	1.5	2.1	2.4	3.7	5.4	1.5	-	2.8	2.4
Net Diff.	78.0	78.9	76.2	87.8	67.8	69.5	83.6	87.5	80.8	90.8	71.1	83.0
Mean	3.48	3.54	3.44	3.62	3.32	3.34	3.57	3.72	3.51	3.66	3.35	3.57

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

TOTAL	AREA													CHILDREN IN		APPROPRIATE TO			TALKED ABOUT		
	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	11-14	OVER 15	YES	NO/ NOT YET	
Total	500	158	64	18	76	141	60	81	89	45	44	21	56	35	299	197	239	203	36	462	38
YES	36.1	47.1	47.8	48.0	46.3	26.7	27.1	26.5	34.9	38.0	31.8	29.4	38.8	27.6	35.8	36.4	37.6	32.6	41.9	36.6	30.0
NO	62.0	50.7	50.8	52.0	50.3	72.7	73.0	72.4	62.1	59.1	65.1	70.6	57.4	72.4	62.9	61.0	61.6	65.7	53.0	61.4	70.0
DK/REFUSED	1.8	2.2	1.4	-	3.3	0.6	-0.1	1.1	3.0	2.9	3.1	-	3.8	-	1.3	2.6	0.8	1.7	5.1	2.0	-



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

TOTAL	TALK ABOUT ALCOHOL ABUSE WITH YOUR CHILDREN			TALKED ABOUT ALCOHOL ABUSE LAST FEW MOS.		UNDERAGED DRINKING IN YOUR COMMUNITY					CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL			APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL			S/R/H: ADS STOP UNDERAGE DRINKING		TALKED TO CHILD ABOUT BRAIN DEVLPMNT		
	FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	LESS/ 14	15-17 18	OVER	YES	NO	YES	NO	
Total	500	178	214	68	382	74	422	213	209	50	297	98	199	200	18	57	375	232	265	352	145
YES	36.1	39.8	36.7	29.1	39.2	21.5	35.8	35.3	36.4	43.5	31.5	29.4	32.6	42.9	17.4	35.6	36.4	49.4	25.0	41.2	23.6
NO	62.0	57.8	61.0	70.9	58.6	77.3	62.2	62.7	61.7	54.7	66.9	69.2	65.7	54.9	75.2	64.4	61.7	48.2	73.7	56.6	75.5
DK/REFUSED	1.8	2.4	2.3	-	2.2	1.2	1.9	2.0	1.9	1.8	1.6	1.3	1.7	2.2	7.4	-	1.9	2.4	1.3	2.2	0.9



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

TOTAL	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					HOW OFTEN DO YOU TALK TO YOUR CHILDREN ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN						UNDERAGE DRINKING AFFECTS TEEN HEALTH		TALKING ABOUT UNDERAGE DRINKING AFFECTS ON BRAIN HEALTH/DEVELOPMENT EFF./INEFF. WAY TO INFLUENCE THEIR DECISIONS						
	17/Younger	14/Younger	15-17	18-20	21+	TALK	Always	Some-times	NOT OFTEN	Rarely	Never	YES	NO	EFFECTIVE	Very	Some-what	INEFFECTIVE	Some-what	Very	
Total	500	106	55	51	139	221	326	148	178	126	86	40	461	24	419	249	170	67	47	20
YES	36.1	34.9	35.5	34.3	37.0	37.1	38.3	40.7	36.2	32.2	34.7	27.0	36.1	30.3	38.1	44.1	29.2	28.1	33.9	14.5
NO	62.0	63.9	64.6	63.1	60.5	61.3	59.6	56.3	62.3	66.0	64.4	69.7	62.0	69.7	60.2	54.1	69.1	69.2	62.2	85.5
DK/REFUSED	1.8	1.2	-0.1	2.6	2.5	1.6	2.1	3.0	1.4	1.7	1.0	3.3	1.8	-	1.7	1.7	1.8	2.7	3.8	-



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

	TOTAL				HEARD OF SITE		VISITED SITE		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK								
	TALKITOUTNC.ORG		TALKITOUTNC.ORG		REG		REG		REGU-	2+	Once A	NOT	Every	Once A	RARELY	Rarely	Never
	YES	NO	YES	NO	REGU-	LARLY	Times/	Week	REGU-	Couple	Week	/NEVER					
Total	500	181	310	35	453	172	100	72	65	30	35	261	115	145			
YES	36.1	100.0	-	100.0	31.8	39.3	42.3	35.1	35.2	34.7	35.6	34.1	36.2	32.4			
NO	62.0	-	100.0	-	66.9	58.7	55.6	63.1	64.8	65.3	64.4	63.7	63.1	64.1			
DK/REFUSED	1.8	-	-	-	1.3	2.0	2.1	1.8	-	-	-	2.2	0.7	3.4			



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

	TOTAL	IDEOLOGY						PARTY						WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Swt.	MOD- ERATE	Swt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	113	44	69	143	91	129	219	164	198	123	106	17	139	98	88	5	74	20
YES	36.1	39.8	30.1	46.1	34.0	35.6	39.0	37.6	33.5	41.5	32.0	27.4	60.1	32.0	43.5	33.6	26.6	37.8	21.8
NO	62.0	57.8	66.8	52.0	65.5	60.0	59.6	59.8	63.6	56.2	68.0	72.6	39.9	65.2	53.8	66.4	73.4	62.2	78.2
DK/REFUSED	1.8	2.4	3.1	1.9	0.5	4.4	1.3	2.6	2.9	2.3	-	-	-	2.7	2.7	-	-	-	-



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

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL
Total	500	78	73	54	86	125	69	305	280	181	170	135	128	103	258
YES	36.1	38.6	36.9	20.3	28.9	44.2	41.2	33.1	40.6	35.7	37.6	34.9	34.9	45.3	32.6
NO	62.0	58.7	63.1	79.7	68.0	52.3	58.8	65.1	57.5	62.1	61.6	62.3	64.1	52.5	65.2
DK/REFUSED	1.8	2.7	-	-	3.0	3.6	-	1.9	1.8	2.2	0.8	2.9	1.0	2.2	2.2



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

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER
Total	500	305	74	88	99	99	280	90	100	129	305	154	190	280	180	129
YES	36.1	33.1	35.9	34.6	36.2	28.0	40.6	40.3	34.9	45.6	33.1	34.8	33.0	40.6	37.3	45.6
NO	62.0	65.1	64.1	65.4	62.0	67.2	57.5	56.4	63.8	53.8	65.1	65.2	64.0	57.5	60.2	53.8
DK/REFUSED	1.8	1.9	-	-	1.8	4.8	1.8	3.4	1.3	0.6	1.9	-	3.0	1.8	2.4	0.6



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## 23. HAVE YOU EVER HEARD OF THE WEBSITE TALKITOUTNC.ORG?

	TOTAL		MALE ONLY (CHILDREN)						FEMALE ONLY (CHILDREN)						BOTH (CHILDREN)					
	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER		
Total	500	110	53	63	96	55	44	98	42	62	90	65	32	95	58	64	92	60	52	
YES	36.1	31.0	27.6	33.3	41.6	29.0	54.4	31.7	37.0	29.7	45.0	46.2	46.5	35.7	38.4	35.6	36.1	35.3	39.1	
NO	62.0	66.2	72.4	61.8	57.5	69.5	45.6	68.3	63.0	70.3	53.5	51.7	53.5	61.6	61.6	60.5	60.7	61.0	59.5	
DK/REFUSED	1.8	2.8	-	4.9	0.9	1.5	-	-	-	-	1.5	2.1	-	2.7	-	4.0	3.2	3.7	1.4	

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

	TOTAL			MEN						WOMEN						MEN			WOMEN		
	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH			
Total	500	140	77	85	101	64	45	165	78	105	179	116	83	68	69	65	113	101	70		
YES	36.1	34.5	32.4	39.0	29.5	29.3	27.9	31.8	37.3	28.2	47.0	41.8	55.2	29.8	31.8	36.4	39.3	41.6	33.4		
NO	62.0	64.0	67.6	58.6	69.8	70.7	70.4	66.0	62.7	68.4	50.6	54.4	44.8	68.3	68.2	62.4	58.4	57.1	62.1		
DK/REFUSED	1.8	1.5	-	2.4	0.7	-	1.6	2.2	-	3.4	2.4	3.8	-	2.0	-	1.1	2.3	1.3	4.5		



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

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some Col-lege	COL-LEGE GRAD.	Col-lege Grad.	Post Grad. Work
Total	500	32	58	67	54	67	139	90	327	157	260	277	139	195	27	68	100	294	215	79
YES	36.1	14.5	34.8	28.1	39.8	31.0	41.3	27.5	36.2	27.8	38.3	30.9	41.3	31.0	41.2	26.2	31.6	39.2	37.0	45.4
NO	62.0	75.7	65.2	71.9	58.7	67.7	56.6	69.0	62.4	70.2	59.9	67.4	56.6	66.3	52.1	70.7	67.1	59.4	62.0	52.6
DK/REFUSED	1.8	9.8	-	-	1.5	1.4	2.1	3.5	1.4	2.0	1.8	1.8	2.1	2.7	6.6	3.1	1.3	1.3	1.1	2.1



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

	TOTAL	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COL-	COL-	Col-	Post	LESS/ COL-	COL-	Col-	Post	SINGLE	MAR-	SEPA-	DIV-	WID-	MALE	FEMALE
		COLLEG LEGE	LEGE	lege	Grad.	COLLEG LEGE	LEGE	lege	Grad.		RIED	RATED	ORCED	OWED		
	GRAD.	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.	Work								
Total	500	89	116	84	32	106	178	131	48	39	373	11	57	9	168	205
YES	36.1	27.0	37.2	34.6	44.1	34.5	40.5	38.5	46.2	47.4	35.2	87.8	27.7	19.8	31.8	38.0
NO	62.0	71.5	62.2	65.4	53.5	61.8	57.7	59.8	52.0	48.0	63.2	12.2	69.9	80.2	66.9	60.1
DK/REFUSED	1.8	1.5	0.6	-	2.4	3.7	1.8	1.7	1.9	4.6	1.6	-	2.4	-	1.2	1.9



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

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT-ESTANT	CATHOLIC	ATH-EIST	YES	NO	MALE	FEMALE	WHITE	NON-WHITE	Hisp-panic	Afr-ican	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN
Total	500	323	59	28	241	96	99	143	336	159	30	103	136	46	200	57	88	32	237	66
YES	36.1	36.2	36.0	33.7	36.1	37.4	32.8	38.5	36.0	36.7	35.7	34.1	29.9	31.4	40.1	36.2	33.8	36.1	36.4	31.3
NO	62.0	61.7	61.0	66.3	62.0	60.3	65.9	59.4	62.1	61.6	58.3	65.9	68.6	68.6	57.7	63.8	64.7	63.9	61.4	68.7
DK/REFUSED	1.8	2.1	3.0	-	1.8	2.3	1.3	2.2	1.9	1.7	6.0	-	1.5	-	2.2	-	1.5	-	2.2	-



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

	TOTAL	AGE			MEN			WOMEN			GENDER	
		UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE
		40		55	40		55	40		55		
Total	500	144	301	35	63	121	14	81	180	20	210	290
YES	36.1	38.3	34.7	37.4	39.2	29.4	27.1	37.6	38.3	44.8	32.5	38.8
NO	62.0	59.5	63.3	62.6	58.7	70.0	72.9	60.2	58.7	55.2	66.6	58.7
DK/REFUSED	1.8	2.2	2.0	-	2.1	0.6	-	2.2	2.9	-	1.0	2.4



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## 24. 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	LESS/ 10	11-14 15	OVER	YES	NO/ NOT YET	
Total	500	158	64	18	76	141	60	81	89	45	44	21	56	35	299	197	239	203	36	462	38
YES	7.0	7.6	8.2	18.8	4.3	6.2	11.5	2.3	6.6	10.8	2.3	-	8.5	11.0	6.7	7.1	10.4	3.4	5.8	7.6	-
NO	90.6	89.7	90.5	81.2	91.0	91.7	88.6	94.1	91.1	89.2	93.0	96.2	88.7	89.0	90.9	90.6	86.9	94.4	94.2	89.9	100.0
DK/REFUSED	2.3	2.8	1.3	-	4.7	2.1	-0.1	3.7	2.3	-	4.7	3.8	2.8	-	2.4	2.3	2.7	2.2	-	2.5	-

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

	TOTAL	TALK ABOUT ALCOHOL ABUSE WITH YOUR CHILDREN			TALKED ABOUT ALCOHOL ABUSE LAST FEW MOS.		UNDERAGED DRINKING IN YOUR COMMUNITY					CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL			APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL			S/R/H: ADS STOP UNDERAGE DRINKING		TALKED TO CHILD ABOUT BRAIN DEVLPMNT	
		FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	LESS/ 14	15-17 18	OVER	YES	NO	YES	NO
Total	500	178	214	68	382	74	422	213	209	50	297	98	199	200	18	57	375	232	265	352	145
YES	7.0	10.4	7.2	1.8	7.4	8.1	6.0	6.1	6.0	16.7	5.1	6.5	4.5	9.9	4.4	3.0	7.0	8.7	5.6	8.9	2.6
NO	90.6	86.0	92.0	92.9	89.9	89.9	91.7	91.5	91.9	78.9	91.9	91.1	92.3	88.6	95.6	97.0	90.2	88.8	92.1	88.3	96.0
DK/REFUSED	2.3	3.7	0.8	5.2	2.7	2.0	2.3	2.5	2.0	4.4	2.9	2.4	3.2	1.5	-	-	2.8	2.5	2.3	2.7	1.4



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

TOTAL	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					HOW OFTEN DO YOU TALK TO YOUR CHILDREN ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN						UNDERAGE DRINKING AFFECTS TEEN HEALTH		TALKING ABOUT UNDERAGE DRINKING AFFECTS ON BRAIN HEALTH/DEVELOPMENT EFF./INEFF. WAY TO INFLUENCE THEIR DECISIONS						
	17/Younger	14/Younger	15-17	18-20	21+	TALK	Always	Some-times	NOT OFTEN	Rarely	Never	YES	NO	EFFECTIVE	Very	Some-what	INEFFECTIVE	Some-what	Very	
Total	500	106	55	51	139	221	326	148	178	126	86	40	461	24	419	249	170	67	47	20
YES	7.0	8.1	7.7	8.5	9.0	5.7	9.2	13.5	5.7	3.3	4.9	-	7.2	8.3	8.1	12.3	2.0	1.8	2.5	-
NO	90.6	89.3	91.0	87.6	89.5	91.9	88.9	83.8	93.0	92.3	91.1	95.0	90.3	91.7	89.1	84.3	96.1	98.2	97.5	100.0
DK/REFUSED	2.3	2.6	1.4	3.9	1.5	2.4	1.9	2.6	1.3	4.3	4.0	5.0	2.5	-	2.8	3.4	1.9	-	-	-



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

	TOTAL				HEARD OF SITE		VISITED SITE		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK									
	TALKITOUTNC.ORG		TALKITOUTNC.ORG		REG		REG		REGU-	2+	Once A	NOT	REGU-	Every	Once A	RARELY	Rarely	Never
	YES	NO	YES	NO	REGU-	LARLY	Times/	Week	REGU-	Couple	Week	/NEVER						
Total	500	181	310	35	453	172	100	72	65	30	35	261	115	145				
YES	7.0	19.4	-	100.0	-	5.9	3.8	8.8	5.9	-	11.1	8.1	6.5	9.4				
NO	90.6	79.7	97.7	-	100.0	94.1	96.2	91.2	91.8	100.0	84.8	87.9	91.5	85.1				
DK/REFUSED	2.3	0.8	2.3	-	-	-	-	-	2.2	-	4.2	4.0	2.0	5.5				



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

	TOTAL	IDEOLOGY						PARTY						WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	113	44	69	143	91	129	219	164	198	123	106	17	139	98	88	5	74	20
YES	7.0	10.1	12.1	8.8	3.1	7.2	6.8	7.0	5.2	8.5	7.2	5.4	18.3	4.0	7.5	4.7	-	7.8	16.5
NO	90.6	86.9	84.9	88.2	95.4	91.2	89.4	90.1	91.3	89.5	91.0	93.2	77.0	91.9	88.5	92.8	100.0	92.2	83.5
DK/REFUSED	2.3	3.1	3.1	3.0	1.4	1.6	3.8	2.9	3.5	2.0	1.8	1.4	4.6	4.1	4.0	2.5	-	-	-



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

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL
Total	500	78	73	54	86	125	69	305	280	181	170	135	128	103	258
YES	7.0	2.8	6.0	1.9	7.5	10.0	11.4	6.9	7.8	5.9	7.7	6.8	9.5	4.9	6.2
NO	90.6	94.2	94.0	94.0	88.6	86.9	88.6	92.2	89.0	92.6	90.1	89.2	89.2	93.0	90.7
DK/REFUSED	2.3	3.0	-	4.1	3.9	3.1	-	0.9	3.2	1.5	2.1	4.0	1.3	2.1	3.1



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

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER
Total	500	305	74	88	99	99	280	90	100	129	305	154	190	280	180	129
YES	7.0	6.9	4.3	10.6	7.4	3.6	7.8	8.8	7.2	7.3	6.9	8.1	5.7	7.8	8.4	7.3
NO	90.6	92.2	94.7	89.5	90.4	94.7	89.0	87.9	89.1	89.3	92.2	91.5	92.7	89.0	88.4	89.3
DK/REFUSED	2.3	0.9	1.0	-0.1	2.2	1.7	3.2	3.3	3.7	3.4	0.9	0.4	1.5	3.2	3.3	3.4



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24. 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)					
	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER		
Total	500	110	53	63	96	55	44	98	42	62	90	65	32	95	58	64	92	60	52	
YES	7.0	6.6	7.4	5.4	6.2	7.1	4.5	6.3	8.3	4.3	8.7	10.9	2.3	6.5	6.7	7.5	8.9	6.8	13.1	
NO	90.6	92.3	92.9	92.6	92.1	91.4	93.6	93.7	91.7	95.7	87.3	85.8	93.1	91.7	92.0	89.9	87.1	88.4	82.9	
DK/REFUSED	2.3	1.0	-0.2	2.0	1.7	1.5	1.8	-	-	-	4.0	3.3	4.6	1.8	1.3	2.6	4.0	4.8	4.0	



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

	TOTAL	MEN						WOMEN						MEN			WOMEN		
		14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	140	77	85	101	64	45	165	78	105	179	116	83	68	69	65	113	101	70
YES	7.0	4.8	4.2	5.4	3.4	2.0	4.7	8.6	11.9	6.0	10.4	11.9	8.8	3.2	1.9	4.8	7.5	11.7	8.7
NO	90.6	94.7	95.0	93.7	92.9	96.8	88.7	90.1	88.1	91.9	86.8	83.7	89.7	95.8	94.8	92.8	90.7	86.9	85.8
DK/REFUSED	2.3	0.5	0.8	0.9	3.8	1.2	6.7	1.3	-	2.1	2.8	4.4	1.6	1.0	3.3	2.4	1.8	1.3	5.5

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

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some Col-lege	COL-LEGE GRAD.	Col-lege Grad.	Post Grad. Work
Total	500	32	58	67	54	67	139	90	327	157	260	277	139	195	27	68	100	294	215	79
YES	7.0	4.6	10.4	3.8	10.6	1.8	7.1	8.3	5.9	6.4	6.5	6.1	7.1	6.0	5.4	2.5	8.6	7.7	6.7	10.2
NO	90.6	91.2	89.6	93.8	85.5	92.3	91.4	90.2	91.1	91.7	90.4	90.7	91.4	90.3	86.8	94.0	88.7	90.7	91.4	88.8
DK/REFUSED	2.3	4.2	-	2.4	3.9	5.9	1.5	1.5	3.0	1.9	3.1	3.3	1.5	3.7	7.8	3.5	2.7	1.6	1.8	1.0

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

	TOTAL	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COL-	Col-	Post	LESS/ COL-	Col-	Post	SINGLE	MAR-	SEPA-	DIV-	WID-	MALE	FEMALE		
		COLLEG LEGE	lege	Grad.	COLLEG LEGE	lege	Grad.		RIED	RATED	ORCED	OWED				
	GRAD.	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.	Work								
Total	500	89	116	84	32	106	178	131	48	39	373	11	57	9	168	205
YES	7.0	1.5	5.4	6.2	3.2	9.8	9.2	7.1	14.8	8.1	6.8	43.3	3.6	-	3.2	9.7
NO	90.6	95.1	93.3	92.9	94.2	86.2	89.1	90.5	85.2	91.9	91.1	56.7	91.7	85.9	94.1	88.7
DK/REFUSED	2.3	3.4	1.4	0.9	2.5	3.9	1.7	2.4	-	-	2.1	-	4.7	14.1	2.7	1.6



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

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican	WHITE	AFR- ICAN	WHITE	AFR- ICAN	WHITE	AFR- ICAN	WHITE	AFR- ICAN
Total	500	323	59	28	241	96	99	143	336	159	30	103	136	46	200	57	88	32	237	66
YES	7.0	4.4	12.7	5.9	5.5	2.8	1.3	8.4	5.3	10.6	8.5	8.9	1.3	5.8	8.1	11.3	7.9	16.0	4.6	6.2
NO	90.6	92.7	84.5	91.3	91.1	95.7	97.1	87.0	91.1	89.4	91.5	91.1	95.3	94.2	88.3	88.7	90.5	84.0	90.9	93.8
DK/REFUSED	2.3	2.9	2.7	2.8	3.3	1.5	1.6	4.5	3.5	-	-	-	3.4	-	3.6	-	1.7	-	4.4	-



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

	TOTAL	AGE			MEN			WOMEN			GENDER	
		UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE
		40		55	40		55	40		55		
Total	500	144	301	35	63	121	14	81	180	20	210	290
YES	7.0	11.1	4.9	13.2	4.9	3.0	11.9	15.9	6.2	14.2	4.0	9.2
NO	90.6	87.9	92.3	80.8	92.8	95.0	82.7	84.1	90.5	79.5	93.9	88.3
DK/REFUSED	2.3	1.0	2.8	6.0	2.3	2.0	5.5	-	3.3	6.3	2.1	2.5



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25. 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	LESS/ 10	11-14 15	OVER	YES	NO/ NOT YET
Total	500	158	64	18	76	141	60	81	89	45	44	21	56	35	299	197	239	203	36	462	38
REGULARLY	34.4	33.0	40.0	37.2	26.2	36.9	37.4	36.5	41.1	45.8	36.3	44.1	22.1	27.8	32.5	36.9	37.7	34.7	13.8	35.7	18.3
2 or More	20.0	18.1	16.8	19.8	18.9	18.7	17.3	19.8	29.0	35.6	22.3	30.3	12.8	15.3	20.2	18.8	22.6	20.7	-	20.6	11.7
Once a Week	14.5	14.9	23.2	17.5	7.3	18.2	20.1	16.7	12.1	10.2	14.0	13.8	9.3	12.5	12.3	18.1	15.0	14.0	13.8	15.1	6.6
NOT REGULARLY	13.0	12.9	13.6	13.3	12.2	13.7	15.5	12.4	9.4	12.8	6.1	10.8	15.0	18.4	11.4	15.4	10.2	18.0	12.3	12.2	23.2
Every Couple Weeks	6.0	4.5	8.5	4.1	1.2	6.1	5.6	6.4	2.9	2.4	3.4	7.0	8.6	16.1	5.0	7.8	4.5	9.1	3.1	5.7	10.1
Once a Month	7.0	8.4	5.1	9.2	11.0	7.7	9.9	6.0	6.5	10.3	2.7	3.8	6.3	2.3	6.4	7.6	5.7	8.9	9.2	6.5	13.1
RARELY/NEVER	52.1	52.7	43.1	49.4	61.7	49.4	47.2	51.1	49.5	41.5	57.6	45.1	62.9	53.9	55.4	47.8	52.1	47.3	74.0	51.6	58.5
Rarely	23.1	25.1	19.8	44.5	25.0	22.2	29.6	16.8	16.8	19.2	14.3	20.3	26.2	29.5	24.4	21.5	19.5	22.7	41.2	22.0	36.0
Never	29.1	27.6	23.3	5.0	36.6	27.2	17.6	34.3	32.7	22.3	43.3	24.8	36.7	24.3	31.0	26.3	32.6	24.6	32.7	29.6	22.5
DK/REFUSED	0.4	1.4	3.4	-	-	-0.0	-0.1	-	-	-	-	-	-	-	0.7	-0.0	-	-0.0	-	0.5	-



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

	TOTAL	TALK ABOUT ALCOHOL ABUSE WITH YOUR CHILDREN			TALKED ABOUT ALCOHOL ABUSE LAST FEW MOS.		UNDERAGED DRINKING IN YOUR COMMUNITY					CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL			APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL		S/R/H: ADS STOP UNDERAGE DRINKING		TALKED TO CHILD ABOUT BRAIN DEVLPMNT		
		FREQU-ENTLY	SOME-TIMES	RARELY	YES	NO	PROB-LEM	Ser-iious	Minor	NOT A PROB-LEM	CONC-ERNED	Very	Smwt.	NOT AT ALL	LESS/14	15-17 OVER 18	YES	NO	YES	NO	
Total	500	178	214	68	382	74	422	213	209	50	297	98	199	200	18	57	375	232	265	352	145
REGULARLY	34.4	35.4	38.5	28.5	37.6	29.2	35.9	34.4	37.4	28.6	35.8	38.6	34.5	32.8	46.4	44.5	35.5	36.6	33.0	35.8	30.4
2 or More	20.0	21.3	22.6	13.2	22.6	12.4	21.3	21.9	20.7	11.1	20.1	23.8	18.4	20.0	34.6	29.9	20.3	22.9	17.6	20.4	19.4
Once a Week	14.5	14.1	15.9	15.3	15.0	16.8	14.6	12.5	16.7	17.5	15.7	14.8	16.1	12.8	11.9	14.6	15.1	13.7	15.3	15.4	11.0
NOT REGULARLY	13.0	8.3	12.7	21.6	10.8	17.8	11.8	7.4	16.2	20.4	11.8	7.3	14.0	14.6	20.6	24.6	11.7	13.0	12.9	10.7	18.9
Every Couple Weeks	6.0	5.0	5.7	7.9	4.5	11.1	5.0	3.3	6.7	14.3	4.8	3.3	5.5	7.9	6.1	18.2	4.7	6.2	6.0	4.0	11.0
Once a Month	7.0	3.3	7.0	13.7	6.4	6.6	6.7	4.0	9.5	6.1	7.0	4.0	8.5	6.7	14.6	6.4	7.0	6.8	6.9	6.7	7.9
RARELY/NEVER	52.1	56.3	48.8	48.0	51.4	51.3	52.0	58.2	45.7	51.0	52.3	54.1	51.5	52.1	32.9	30.9	52.3	49.5	54.1	52.9	50.8
Rarely	23.1	23.2	18.7	30.0	20.6	25.3	23.8	25.7	22.0	22.2	24.8	23.8	25.3	20.9	17.1	18.4	24.0	21.5	24.7	21.6	27.0
Never	29.1	33.1	30.1	18.0	30.8	26.0	28.2	32.6	23.8	28.8	27.6	30.3	26.2	31.3	15.9	12.5	28.3	28.1	29.4	31.3	23.8
DK/REFUSED	0.4	-	-0.0	1.9	0.2	1.7	0.3	-0.0	0.6	-	-0.0	-	-0.0	0.4	-	-	0.6	0.9	-0.0	0.6	-0.0



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

TOTAL	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					HOW OFTEN DO YOU TALK TO YOUR CHILDREN ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN						UNDERAGE DRINKING AFFECTS TEEN HEALTH		TALKING ABOUT UNDERAGE DRINKING AFFECTS ON BRAIN HEALTH/DEVELOPMENT EFF./INEFF. WAY TO INFLUENCE THEIR DECISIONS						
	17/Younger	14/Younger	15-17	18-20	21+	TALK	Always	Some-times	NOT OFTEN	Rarely	Never	YES	NO	EFFECTIVE	Very	Some-what	INEFFECTIVE	Some-what	Very	
Total	500	106	55	51	139	221	326	148	178	126	86	40	461	24	419	249	170	67	47	20
REGULARLY	34.4	27.0	28.2	25.7	33.6	40.1	32.9	34.3	31.7	43.8	38.5	55.2	33.6	48.2	34.6	30.9	39.9	34.4	31.1	42.1
2 or More	20.0	13.0	18.6	7.0	17.1	26.1	17.1	17.3	16.8	30.9	26.7	39.9	18.8	40.2	19.0	17.4	21.4	27.2	22.4	38.4
Once a Week	14.5	13.9	9.6	18.7	16.5	14.0	15.8	17.0	14.9	12.9	11.8	15.2	14.8	8.0	15.5	13.5	18.5	7.2	8.8	3.7
NOT REGULARLY	13.0	13.6	8.8	18.8	14.4	12.0	9.8	9.4	10.1	17.6	20.6	11.2	12.6	17.2	12.7	9.3	17.7	17.2	20.3	10.0
Every Couple Weeks	6.0	5.7	-0.2	12.1	9.3	4.2	5.1	4.3	5.7	7.7	9.1	4.6	6.0	8.0	5.4	3.4	8.4	10.3	12.7	5.0
Once a Month	7.0	7.9	9.0	6.7	5.2	7.8	4.7	5.1	4.3	9.9	11.4	6.5	6.6	9.1	7.3	5.9	9.3	6.9	7.7	5.0
RARELY/NEVER	52.1	59.5	63.1	55.5	50.4	47.9	57.4	56.3	58.2	38.6	40.9	33.6	53.4	34.6	52.3	59.8	41.2	48.4	48.5	47.9
Rarely	23.1	28.6	33.8	22.9	20.0	20.9	24.2	23.8	24.4	17.1	20.4	9.8	23.6	21.1	23.1	26.4	18.3	20.4	24.4	11.1
Never	29.1	30.9	29.4	32.6	30.4	26.9	33.2	32.5	33.8	21.5	20.5	23.8	29.7	13.5	29.1	33.4	22.9	28.0	24.2	36.8
DK/REFUSED	0.4	-0.1	-0.1	-	1.5	-	-	-	-	-0.0	-0.1	-	0.5	-	0.5	-0.0	1.3	-	-	-



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

	TOTAL		HEARD OF SITE				VISITED SITE				HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK						
	TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		
	RG		RG		RG		RG		REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY /NEVER	Rarely	Never
Total	500	181	310	35	453	172	100	72	65	30	35	261	115	145			
REGULARLY	34.4	37.4	32.6	28.9	35.7	100.0	100.0	100.0	-	-	-	-	-	-	-	-	-
2 or More	20.0	23.4	17.9	10.9	21.2	58.0	100.0	-	-	-	-	-	-	-	-	-	-
Once a Week	14.5	14.1	14.7	18.0	14.6	42.0	-	100.0	-	-	-	-	-	-	-	-	-
NOT REGULARLY	13.0	12.7	13.6	11.0	13.2	-	-	-	100.0	100.0	100.0	-	-	-	-	-	-
Every Couple Weeks	6.0	5.8	6.3	-	6.7	-	-	-	46.3	100.0	-	-	-	-	-	-	-
Once a Month	7.0	6.9	7.3	11.0	6.6	-	-	-	53.7	-	100.0	-	-	-	-	-	-
RARELY/NEVER	52.1	49.2	53.5	60.0	50.6	-	-	-	-	-	-	100.0	100.0	100.0			
Rarely	23.1	23.1	23.5	21.3	23.3	-	-	-	-	-	-	44.2	100.0	-	-	-	-
Never	29.1	26.1	30.0	38.7	27.3	-	-	-	-	-	-	55.8	-	100.0	-	-	-
DK/REFUSED	0.4	0.7	0.3	-	0.5	-	-	-	-	-	-	-	-	-	-	-	-



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

	TOTAL	IDEOLOGY						PARTY						WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	113	44	69	143	91	129	219	164	198	123	106	17	139	98	88	5	74	20
REGULARLY	34.4	44.4	55.6	37.1	34.4	34.8	31.5	32.9	33.1	32.9	40.9	39.9	46.8	32.5	39.9	46.0	26.8	30.6	31.1
2 or More	20.0	24.5	32.9	19.1	22.1	19.3	17.3	18.1	18.2	14.8	31.4	30.2	38.9	17.7	21.5	38.2	26.8	11.2	16.7
Once a Week	14.5	19.9	22.8	18.0	12.3	15.4	14.2	14.7	14.9	18.1	9.5	9.7	7.9	14.8	18.3	7.8	-	19.4	14.5
NOT REGULARLY	13.0	14.4	0.2	23.6	17.4	13.5	7.1	9.8	10.9	13.6	14.4	16.8	-	8.5	16.5	13.5	52.5	7.1	19.7
Every Couple Weeks	6.0	6.7	-	11.0	9.7	5.3	2.2	3.5	4.9	5.3	9.1	10.6	-	3.3	4.7	6.7	25.9	3.9	19.7
Once a Month	7.0	7.8	0.2	12.6	7.7	8.2	4.9	6.3	6.0	8.4	5.3	6.2	-	5.1	11.8	6.7	26.6	3.2	-
RARELY/NEVER	52.1	41.2	44.1	39.2	47.3	50.8	61.3	57.0	55.5	52.8	44.7	43.3	53.2	58.4	43.6	40.5	20.7	62.3	49.2
Rarely	23.1	17.4	11.5	21.2	25.3	24.6	20.9	22.5	22.8	26.1	18.5	17.4	25.8	25.6	20.4	14.6	-	34.0	24.5
Never	29.1	23.7	32.6	18.0	22.1	26.2	40.4	34.5	32.7	26.7	26.1	25.9	27.4	32.7	23.2	26.0	20.7	28.3	24.7
DK/REFUSED	0.4	-	-	-	0.9	1.0	-	0.4	0.5	0.6	-	-	-	0.6	-	-	-	-	-



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

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
Total	500	78	73	54	86	125	69	305	280	181	170	135	128	103	258
REGULARLY	34.4	38.4	39.0	34.2	28.2	29.4	46.2	35.6	35.0	37.3	35.2	31.4	38.1	40.7	31.2
2 or More	20.0	20.1	21.0	24.0	16.4	11.3	37.3	19.0	20.1	23.2	22.4	12.9	19.7	25.2	18.5
Once a Week	14.5	18.3	18.0	10.2	11.8	18.1	8.9	16.6	14.9	14.1	12.8	18.5	18.4	15.5	12.8
NOT REGULARLY	13.0	9.8	15.6	22.8	11.8	12.5	7.8	13.4	10.2	13.6	12.3	13.5	10.2	15.8	12.6
Every Couple Weeks	6.0	4.6	3.9	14.8	5.1	6.1	4.7	5.3	4.9	7.0	3.2	8.6	3.6	9.5	4.8
Once a Month	7.0	5.2	11.7	8.0	6.7	6.4	3.2	8.1	5.2	6.6	9.2	4.8	6.7	6.3	7.7
RARELY/NEVER	52.1	51.8	43.6	43.0	58.9	58.1	46.0	50.3	54.8	47.9	52.5	55.2	51.7	42.2	55.9
Rarely	23.1	23.7	16.4	20.4	22.0	31.7	17.1	22.4	22.5	23.2	22.9	21.5	27.2	23.6	20.6
Never	29.1	28.0	27.3	22.6	36.9	26.4	28.9	28.0	32.4	24.6	29.5	33.7	24.5	18.6	35.3
DK/REFUSED	0.4	-	1.8	-	1.0	-	-	0.7	-	1.2	-	-	-	1.2	0.3

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

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER
Total	500	305	74	88	99	99	280	90	100	129	305	154	190	280	180	129
REGULARLY	34.4	35.6	34.3	32.6	42.5	33.4	35.0	41.0	39.6	30.9	35.6	33.5	37.3	35.0	40.8	30.9
2 or More	20.0	19.0	19.5	17.6	20.0	18.8	20.1	23.1	22.3	19.2	19.0	18.8	19.4	20.1	23.4	19.2
Once a Week	14.5	16.6	14.8	15.0	22.5	14.6	14.9	17.9	17.4	11.7	16.6	14.8	17.9	14.9	17.4	11.7
NOT REGULARLY	13.0	13.4	13.4	11.9	12.7	18.4	10.2	9.1	9.0	13.4	13.4	12.3	15.8	10.2	9.0	13.4
Every Couple Weeks	6.0	5.3	6.2	4.2	3.4	9.1	4.9	2.2	8.1	5.4	5.3	5.4	6.5	4.9	5.1	5.4
Once a Month	7.0	8.1	7.2	7.6	9.3	9.4	5.2	6.8	1.0	8.0	8.1	7.0	9.3	5.2	4.0	8.0
RARELY/NEVER	52.1	50.3	52.3	54.6	43.4	48.2	54.8	50.0	51.3	55.7	50.3	53.6	46.2	54.8	50.1	55.7
Rarely	23.1	22.4	24.3	18.1	19.8	28.8	22.5	22.6	21.2	19.4	22.4	21.0	25.4	22.5	22.3	19.4
Never	29.1	28.0	28.0	36.5	23.6	19.4	32.4	27.3	30.1	36.3	28.0	32.6	20.8	32.4	27.9	36.3
DK/REFUSED	0.4	0.7	-	1.0	1.3	-	-	-	-	-	0.7	0.6	0.7	-	-	-

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

	TOTAL		MALE ONLY (CHILDREN)					FEMALE ONLY (CHILDREN)					BOTH (CHILDREN)						
	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	
Total	500	110	53	63	96	55	44	98	42	62	90	65	32	95	58	64	92	60	52
REGULARLY	34.4	38.8	39.5	39.1	40.1	45.8	34.3	35.9	29.4	38.6	34.4	37.5	38.9	31.2	30.3	34.5	31.0	39.9	24.2
2 or More	20.0	23.4	24.8	24.5	24.5	28.7	21.7	23.5	22.1	24.0	21.4	22.3	23.5	8.7	9.8	9.9	14.8	19.8	15.1
Once a Week	14.5	15.4	14.7	14.6	15.6	17.1	12.6	12.4	7.3	14.6	13.0	15.2	15.4	22.5	20.5	24.6	16.2	20.1	9.1
NOT REGULARLY	13.0	12.4	10.6	12.8	10.1	6.6	15.2	16.3	13.2	21.4	8.0	5.3	14.6	11.9	13.5	13.6	12.5	15.2	11.6
Every Couple Weeks	6.0	4.8	5.6	3.7	4.7	1.6	8.2	4.4	2.0	5.5	2.8	3.8	-	7.0	7.7	10.3	7.4	9.6	6.6
Once a Month	7.0	7.6	5.1	9.0	5.4	5.1	7.0	11.9	11.2	15.9	5.3	1.5	14.6	4.9	5.8	3.3	5.1	5.6	5.0
RARELY/NEVER	52.1	46.8	48.2	46.2	49.8	47.5	50.5	47.9	57.4	40.0	57.6	57.2	46.5	56.9	56.2	51.9	56.5	44.8	64.2
Rarely	23.1	22.9	27.4	21.9	22.5	26.0	16.4	21.3	15.8	26.3	25.1	21.6	27.2	22.4	18.7	27.3	20.2	19.6	17.9
Never	29.1	23.9	20.8	24.3	27.3	21.5	34.1	26.6	41.6	13.6	32.5	35.6	19.3	34.5	37.6	24.6	36.3	25.2	46.4
DK/REFUSED	0.4	1.9	1.6	2.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	TOTAL			MEN						WOMEN						MEN			WOMEN		
	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH			
Total	500	140	77	85	101	64	45	165	78	105	179	116	83	68	69	65	113	101	70		
REGULARLY	34.4	37.9	33.0	40.5	39.1	44.5	34.5	33.5	34.0	34.6	32.7	38.8	29.0	39.6	41.4	32.4	36.0	31.0	30.3		
2 or More	20.0	20.2	19.6	18.7	20.7	24.6	18.6	18.0	18.0	19.9	19.8	22.8	19.5	26.4	30.4	7.4	21.3	17.0	18.0		
Once a Week	14.5	17.8	13.5	21.9	18.4	19.9	15.9	15.6	16.0	14.7	12.8	16.1	9.4	13.2	11.0	25.0	14.7	14.0	12.3		
NOT REGULARLY	13.0	14.2	15.9	14.8	12.9	14.8	14.8	12.8	8.9	16.7	8.6	5.8	12.6	18.9	13.1	15.5	10.5	11.8	11.5		
Every Couple Weeks	6.0	5.2	6.9	6.2	6.2	9.3	5.9	5.5	3.8	6.8	4.2	2.7	5.2	9.2	2.8	10.1	5.7	3.4	7.3		
Once a Month	7.0	9.0	8.9	8.7	6.7	5.5	8.9	7.4	5.0	9.9	4.4	3.1	7.4	9.7	10.2	5.5	4.7	8.4	4.2		
RARELY/NEVER	52.1	47.0	51.1	43.1	48.0	40.7	50.7	53.1	56.0	48.7	58.7	55.4	58.4	39.6	45.5	52.0	52.8	57.2	58.1		
Rarely	23.1	19.8	17.7	24.6	16.3	19.9	8.1	24.5	24.2	26.0	25.9	23.6	25.6	19.3	13.5	26.3	25.6	29.4	17.1		
Never	29.1	27.2	33.4	18.5	31.7	20.8	42.6	28.6	31.8	22.7	32.8	31.7	32.8	20.4	32.0	25.7	27.2	27.8	41.1		
DK/REFUSED	0.4	0.9	-	1.5	-	-	-	0.5	1.1	-	-	-	-	1.9	-	-	0.8	-	-		

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

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some Col-lege	COL-LEGE GRAD.	Col-lege Grad.	Post Grad. Work
Total	500	32	58	67	54	67	139	90	327	157	260	277	139	195	27	68	100	294	215	79
REGULARLY	34.4	14.4	16.4	25.9	32.7	44.9	49.3	15.7	40.9	20.1	44.7	28.5	49.3	24.8	7.1	24.3	30.0	41.9	40.2	46.5
2 or More	20.0	14.4	11.7	10.5	24.4	22.5	28.7	12.7	23.0	11.7	26.2	16.8	28.7	16.8	7.1	18.8	18.0	22.7	24.8	17.2
Once a Week	14.5	-	4.7	15.4	8.3	22.4	20.6	3.0	17.9	8.3	18.5	11.7	20.6	8.1	-	5.5	12.0	19.1	15.4	29.3
NOT REGULARLY	13.0	2.6	12.6	10.9	17.6	11.4	13.9	9.0	13.4	9.8	14.0	11.7	13.9	11.6	-	14.1	13.2	13.2	13.1	13.4
Every Couple Weeks	6.0	-	1.4	7.9	11.1	7.6	3.8	0.9	6.6	3.9	6.3	6.2	3.8	5.6	-	8.0	5.5	5.8	6.5	3.8
Once a Month	7.0	2.6	11.3	2.9	6.5	3.9	10.1	8.2	6.8	5.9	7.8	5.5	10.1	6.0	-	6.0	7.7	7.4	6.6	9.6
RARELY/NEVER	52.1	83.0	71.0	63.2	48.1	43.7	35.8	75.3	45.1	70.1	40.4	59.5	35.8	63.1	92.9	61.6	56.0	44.5	46.7	38.5
Rarely	23.1	21.2	43.1	32.6	18.3	17.8	15.2	35.2	19.8	34.1	16.5	27.1	15.2	24.7	35.1	23.4	22.8	20.9	19.5	24.8
Never	29.1	61.8	27.9	30.5	29.8	25.9	20.7	40.0	25.3	36.0	23.9	32.3	20.7	38.4	57.9	38.3	33.2	23.5	27.2	13.7
DK/REFUSED	0.4	-	-	-	1.6	-	0.9	-	0.7	-	0.8	0.3	0.9	0.4	-	-	0.9	0.4	-	1.6

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

	TOTAL	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COL-	COL-	Col-	Post	LESS/ COL-	COL-	Col-	Post	SINGLE	MAR-	SEPA-	DIV-	WID-	MALE	FEMALE
		COLLEG LEGE	lege	Grad.	Grad.	COLLEG LEGE	lege	Grad.	Grad.	Grad.	RIED	RATED	ORCED	OWED		
	GRAD.	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.	Work								
Total	500	89	116	84	32	106	178	131	48	39	373	11	57	9	168	205
REGULARLY	34.4	35.9	39.3	39.0	40.2	15.5	43.5	40.9	50.7	22.1	37.0	21.4	34.6	26.0	37.0	36.9
2 or More	20.0	27.0	17.8	19.4	13.6	8.2	25.9	28.2	19.6	10.9	21.2	-	25.4	9.0	20.1	22.1
Once a Week	14.5	8.9	21.5	19.6	26.7	7.3	17.6	12.7	31.0	11.2	15.8	21.4	9.3	17.0	16.9	14.8
NOT REGULARLY	13.0	12.7	18.0	17.3	20.1	10.8	10.1	10.5	9.0	6.9	12.0	-	22.1	10.9	14.7	9.8
Every Couple Weeks	6.0	6.6	7.7	8.3	6.1	4.8	4.5	5.3	2.3	-	5.6	-	10.0	-	6.1	5.3
Once a Month	7.0	6.1	10.3	9.0	14.0	6.0	5.6	5.2	6.7	6.9	6.4	-	12.0	10.9	8.7	4.5
RARELY/NEVER	52.1	51.4	41.5	43.7	35.6	72.9	46.4	48.6	40.3	70.9	50.7	78.6	41.8	63.2	47.5	53.3
Rarely	23.1	19.0	19.1	18.4	20.8	29.5	22.2	20.2	27.4	37.5	21.2	30.3	17.4	40.6	19.0	23.1
Never	29.1	32.4	22.4	25.3	14.8	43.4	24.3	28.4	12.9	33.4	29.4	48.3	24.4	22.6	28.4	30.2
DK/REFUSED	0.4	-	1.1	-	4.0	0.8	-	-	-	-	0.3	-	1.5	-	0.8	-



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

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT-ESTANT	CATH-OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON-WHITE	Hisp- anic	Afr- ican	WHITE	AFR- ICAN	WHITE	AFR- ICAN	WHITE	AFR- ICAN	WHITE	AFR- ICAN
Total	500	323	59	28	241	96	99	143	336	159	30	103	136	46	200	57	88	32	237	66
REGULARLY	34.4	34.1	36.5	37.5	31.0	43.3	35.8	27.7	37.4	28.9	33.9	30.3	38.7	28.0	36.5	32.2	27.3	41.0	41.3	27.8
2 or More	20.0	20.1	18.7	27.6	15.6	30.8	20.2	12.4	23.8	12.7	15.7	13.7	22.9	17.4	24.3	10.7	19.1	29.4	25.6	7.2
Once a Week	14.5	14.0	17.8	9.9	15.4	12.5	15.5	15.3	13.7	16.2	18.2	16.7	15.8	10.6	12.2	21.5	8.3	11.5	15.7	20.6
NOT REGULARLY	13.0	11.3	9.8	20.7	8.1	20.9	8.4	7.9	12.5	14.0	11.8	11.9	16.7	16.4	9.6	8.4	13.6	8.7	12.6	10.6
Every Couple Weeks	6.0	4.2	7.6	8.1	1.2	12.9	2.2	0.6	4.5	9.2	11.8	8.3	5.9	13.3	3.6	4.3	5.1	4.3	4.5	7.0
Once a Month	7.0	7.1	2.2	12.6	6.9	8.0	6.2	7.3	7.9	4.7	-	3.7	10.8	3.1	6.0	4.1	8.6	4.4	8.1	3.6
RARELY/NEVER	52.1	54.6	53.7	41.9	60.9	35.8	55.9	64.4	49.9	57.1	54.3	57.7	44.6	55.5	53.4	59.4	59.0	50.3	45.7	61.6
Rarely	23.1	22.2	25.1	28.3	21.8	22.1	20.5	22.8	21.1	27.0	16.8	31.1	20.6	21.7	21.4	38.6	22.7	38.2	19.4	25.8
Never	29.1	32.5	28.6	13.6	39.1	13.7	35.4	41.6	28.8	30.2	37.5	26.6	24.0	33.8	32.0	20.8	36.3	12.1	26.3	35.8
DK/REFUSED	0.4	-	-	-	-	-	-	-	0.3	-	-	-	-	-	0.4	-	-	-	0.4	-



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

	TOTAL	AGE			MEN			WOMEN			GENDER	
		UNDER 40	41-55	OVER 55	UNDER 40	41-55	OVER 55	UNDER 40	41-55	OVER 55	MALE	FEMALE
Total	500	144	301	35	63	121	14	81	180	20	210	290
REGULARLY	34.4	32.1	37.6	25.9	40.7	35.5	45.7	25.3	39.0	11.6	37.1	32.5
2 or More	20.0	22.2	20.9	7.9	26.6	19.0	18.8	18.7	22.1	-	21.4	18.9
Once a Week	14.5	9.9	16.7	18.0	14.1	16.4	26.9	6.6	16.9	11.6	15.7	13.6
NOT REGULARLY	13.0	12.4	13.3	10.8	15.7	15.5	11.5	9.8	11.8	10.3	15.7	11.1
Every Couple Weeks	6.0	6.2	5.8	2.2	4.1	7.3	5.2	7.8	4.8	-	7.0	5.3
Once a Month	7.0	6.2	7.5	8.6	11.6	8.2	6.2	2.0	7.0	10.3	8.7	5.8
RARELY/NEVER	52.1	54.6	48.8	63.4	41.5	49.0	42.8	64.8	48.7	78.1	46.6	56.1
Rarely	23.1	27.8	19.2	24.5	21.7	18.8	12.3	32.6	19.4	33.3	20.1	25.2
Never	29.1	26.8	29.7	38.8	19.9	30.2	30.5	32.3	29.3	44.8	26.6	30.9
DK/REFUSED	0.4	0.9	0.3	-	2.0	-	-	-	0.5	-	0.6	0.3

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26. 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		APPROPRIATE TO		TALKED ABOUT			
		RALEIGH	Durham & Wake	Cumberland	Rest of State	CHARLOTTE	Gaston/Mecklenburg	Rest of State	GREENSBORO	Forney/Gulfrid	Rest of State	WILMINGTON	EAST	WEST	1	2 OVER	LESS/10	11-14	OVER 15	YES	NO/NOT YET
Total	500	158	64	18	76	141	60	81	89	45	44	21	56	35	299	197	239	203	36	462	38
LIBERAL	22.6	25.9	27.5	27.9	24.2	14.8	10.8	17.8	22.2	25.2	19.2	23.8	23.0	38.3	23.3	22.0	24.8	20.4	26.2	22.7	21.0
Very	8.9	10.2	12.9	9.2	8.1	4.4	1.7	6.5	11.6	10.6	12.7	9.1	9.8	12.4	11.0	5.9	12.4	4.1	18.6	8.6	12.3
Somewhat	13.7	15.8	14.5	18.8	16.1	10.4	9.1	11.3	10.6	14.6	6.5	14.6	13.3	25.9	12.4	16.1	12.4	16.3	7.6	14.1	8.8
MODERATE	28.6	29.1	37.6	40.6	19.1	29.0	31.5	27.1	28.0	27.1	29.0	26.8	23.0	37.0	29.6	27.4	23.6	36.1	22.2	28.9	25.4
Somewhat	18.2	20.2	17.9	7.2	25.1	21.9	23.8	20.5	12.5	10.9	14.0	21.3	14.9	11.9	16.0	21.9	15.3	21.3	17.9	17.8	22.1
Very	25.7	21.0	16.2	17.6	25.8	29.3	26.8	31.1	28.8	26.0	31.7	26.2	35.1	9.6	26.5	23.4	31.4	18.0	24.8	25.7	26.1
CONSERVATIVE	43.9	41.1	34.1	24.8	50.9	51.2	50.6	51.6	41.2	36.9	45.7	47.5	50.1	21.6	42.4	45.3	46.7	39.3	42.7	43.5	48.1
DK/REFUSED	4.9	3.9	0.8	6.6	5.8	5.0	7.1	3.5	8.5	10.8	6.1	2.0	3.9	3.0	4.7	5.3	4.9	4.2	8.9	4.8	5.5
Mean	3.40	3.27	3.10	3.06	3.47	3.64	3.70	3.61	3.40	3.30	3.48	3.42	3.54	2.80	3.36	3.43	3.43	3.34	3.25	3.40	3.43



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26. 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 ABOUT ALCOHOL ABUSE LAST FEW MOS.				UNDERAGED DRINKING IN YOUR COMMUNITY				CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL				APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL			S/R/H: ADS STOP UNDERAGE DRINKING		TALKED TO CHILD ABOUT BRAIN DEVLPMNT	
		FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	LESS/ 14	15-17 18	OVER	YES	NO	YES	NO			
Total	500	178	214	68	382	74	422	213	209	50	297	98	199	200	18	57	375	232	265	352	145			
LIBERAL	22.6	25.8	21.4	19.3	23.1	21.0	22.9	21.9	24.0	26.5	21.7	27.7	18.7	24.3	39.5	35.2	20.7	23.8	21.8	23.1	20.9			
Very	8.9	11.2	9.1	0.5	9.2	6.3	10.1	12.9	7.3	3.4	9.2	13.0	7.4	8.5	10.1	10.9	9.3	8.5	9.3	9.8	6.8			
Somewhat	13.7	14.7	12.3	18.8	13.9	14.8	12.8	9.0	16.7	23.1	12.5	14.7	11.4	15.8	29.4	24.3	11.4	15.2	12.5	13.3	14.1			
MODERATE	28.6	23.2	31.4	36.9	27.8	32.6	30.5	25.1	36.0	12.5	31.5	25.2	34.6	24.2	17.9	34.1	29.6	25.8	31.2	28.3	29.1			
Somewhat	18.2	18.8	15.8	21.1	17.9	17.1	15.9	14.7	17.2	30.8	17.2	12.8	19.4	19.9	28.9	13.0	19.3	18.8	17.2	16.8	21.8			
Very	25.7	25.2	28.2	17.9	26.0	26.3	25.7	33.4	18.0	23.9	24.8	27.8	23.3	27.0	7.6	15.2	25.9	27.8	24.2	27.7	21.4			
CONSERVATIVE	43.9	44.0	44.0	39.0	43.9	43.4	41.7	48.1	35.1	54.7	42.0	40.5	42.7	46.9	36.5	28.3	45.2	46.6	41.4	44.5	43.2			
DK/REFUSED	4.9	6.9	3.2	4.7	5.3	3.1	4.9	4.9	4.8	6.3	4.8	6.5	4.0	4.6	6.1	2.4	4.5	3.8	5.6	4.2	6.8			
Mean	3.40	3.35	3.43	3.39	3.40	3.44	3.36	3.49	3.23	3.52	3.38	3.29	3.42	3.43	2.94	2.97	3.43	3.44	3.36	3.41	3.40			



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

	TOTAL	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					HOW OFTEN DO YOU TALK TO YOUR CHILDREN ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN						UNDERAGE DRINKING AFFECTS TEEN HEALTH		TALKING ABOUT UNDERAGE DRINKING AFFECTS ON BRAIN HEALTH/DEVELOPMENT EFF./INEFF. WAY TO INFLUENCE THEIR DECISIONS					
		17/Younger	14/Younger	15-17	18-20	21+	TALK	Always	Some-times	NOT OFTEN	Rarely	Never	YES	NO	EFFECTIVE	Very	Some-what	INEFFECTIVE	Some-what	Very
Total	500	106	55	51	139	221	326	148	178	126	86	40	461	24	419	249	170	67	47	20
LIBERAL	22.6	19.8	19.3	20.3	21.0	25.4	22.7	25.6	20.3	21.9	24.4	16.4	23.3	11.7	23.1	24.3	21.4	18.4	14.2	28.2
Very	8.9	7.8	8.0	7.6	12.2	8.2	8.7	9.6	7.9	8.5	9.8	5.6	9.0	11.7	8.9	10.3	6.9	10.4	5.6	21.6
Somewhat	13.7	11.9	11.2	12.7	8.8	17.3	14.0	16.0	12.4	13.4	14.6	10.8	14.3	-	14.2	14.0	14.5	8.0	8.6	6.5
MODERATE	28.6	25.7	24.0	27.6	28.3	31.1	29.2	26.1	31.7	27.3	29.1	23.4	27.1	47.2	27.3	23.9	32.3	36.2	38.9	29.9
Somewhat	18.2	17.8	19.1	16.5	20.7	17.3	15.8	15.4	16.2	22.9	25.7	16.7	18.9	11.4	18.2	16.7	20.5	16.9	24.2	-
Very	25.7	28.5	26.5	30.6	26.8	22.5	26.2	24.1	28.0	26.3	18.3	43.8	26.0	21.6	26.7	28.8	23.7	22.0	18.3	30.5
CONSERVATIVE	43.9	46.3	45.7	47.0	47.5	39.8	42.1	39.5	44.2	49.2	44.0	60.5	44.9	33.0	45.0	45.5	44.2	38.9	42.5	30.5
DK/REFUSED	4.9	8.2	11.0	5.0	3.2	3.6	6.1	8.8	3.8	1.7	2.6	-0.3	4.7	8.1	4.6	6.2	2.2	6.5	4.3	11.5
Mean	3.40	3.51	3.50	3.52	3.42	3.30	3.39	3.31	3.46	3.46	3.29	3.82	3.41	3.34	3.42	3.42	3.41	3.34	3.43	3.13



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

	TOTAL		HEARD OF SITE		VISITED SITE		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK								
	TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		REGU-	2+	Once A	NOT	Every	Once A	RARELY	Rarely	Never
	RG		RG		RG		LARLY	Times/	Week	REGU-	Couple	Week	/NEVER		
Total	500	181	310	35	453	172	100	72	65	30	35	261	115	145	
LIBERAL	22.6	24.9	21.1	32.4	21.7	29.1	27.8	31.1	25.0	25.0	25.0	17.8	17.1	18.5	
Very	8.9	7.4	9.6	15.2	8.3	14.4	14.6	14.0	0.2	-	0.3	7.5	4.4	10.0	
Somewhat	13.7	17.5	11.5	17.2	13.3	14.8	13.1	17.1	24.9	25.0	24.7	10.3	12.6	8.5	
MODERATE	28.6	26.9	30.2	12.8	30.2	28.6	31.7	24.3	38.3	46.1	31.5	26.0	31.4	21.8	
Somewhat	18.2	17.9	17.6	18.6	18.3	18.3	17.6	19.4	18.8	15.9	21.2	17.7	19.4	16.4	
Very	25.7	27.8	24.7	24.9	25.4	23.6	22.3	25.3	14.1	9.3	18.1	30.3	23.3	35.8	
CONSERVATIVE	43.9	45.6	42.3	43.5	43.6	41.9	39.9	44.7	32.8	25.2	39.4	48.0	42.7	52.1	
DK/REFUSED	4.9	2.5	6.4	11.4	4.5	0.4	0.6	-	3.9	3.6	4.1	8.2	8.8	7.6	
Mean	3.40	3.42	3.39	3.23	3.41	3.22	3.20	3.25	3.23	3.10	3.34	3.58	3.49	3.64	



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

	TOTAL	IDEOLOGY						PARTY						WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	113	44	69	143	91	129	219	164	198	123	106	17	139	98	88	5	74	20
LIBERAL	22.6	100.0	100.0	100.0	-	-	-	-	5.4	40.5	18.1	14.8	38.5	3.5	47.8	23.5	16.7	32.7	-
Very	8.9	39.3	100.0	-	-	-	-	-	2.4	15.7	7.3	6.1	14.7	1.1	21.5	9.1	16.7	9.5	-
Somewhat	13.7	60.7	-	100.0	-	-	-	-	3.0	24.8	10.8	8.7	23.7	2.4	26.3	14.4	-	23.2	-
MODERATE	28.6	-	-	-	100.0	-	-	-	20.2	27.0	43.5	45.9	28.5	21.2	27.8	36.6	26.6	27.0	57.7
Somewhat	18.2	-	-	-	-	100.0	-	41.4	25.3	15.2	13.9	16.1	-	25.8	16.4	15.4	29.8	14.8	15.4
Very	25.7	-	-	-	-	-	100.0	58.6	46.1	14.2	18.4	19.0	14.7	46.4	6.7	20.5	26.8	21.0	13.4
CONSERVATIVE	43.9	-	-	-	-	100.0	100.0	100.0	71.4	29.4	32.3	35.2	14.7	72.2	23.1	35.9	56.6	35.9	28.9
DK/REFUSED	4.9	-	-	-	-	-	-	-	3.0	3.2	6.0	4.1	18.3	3.1	1.3	4.0	-	4.4	13.5
Mean	3.40	1.61	1.00	2.00	3.00	4.00	5.00	4.59	4.13	2.87	3.27	3.35	2.71	4.18	2.60	3.25	3.50	3.15	3.49



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

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
Total	500	78	73	54	86	125	69	305	280	181	170	135	128	103	258
LIBERAL	22.6	3.0	37.8	16.2	7.6	42.0	19.6	21.5	22.7	23.0	24.5	20.6	28.7	19.3	20.8
Very	8.9	3.0	13.0	7.2	1.9	17.3	7.4	10.0	8.0	7.3	12.6	6.5	13.4	8.5	6.8
Somewhat	13.7	-	24.7	9.1	5.8	24.8	12.1	11.5	14.7	15.8	12.0	14.2	15.3	10.8	13.9
MODERATE	28.6	19.7	27.0	52.6	20.7	26.9	36.3	28.4	27.2	29.9	28.8	26.4	26.5	36.2	26.2
Somewhat	18.2	28.2	14.8	9.7	22.7	15.4	17.2	19.6	18.9	18.8	15.3	20.6	13.3	21.6	19.4
Very	25.7	48.9	18.6	17.2	43.5	11.6	19.4	25.2	26.8	22.3	27.2	28.2	23.9	19.6	29.9
CONSERVATIVE	43.9	77.1	33.4	27.0	66.2	27.0	36.6	44.8	45.7	41.0	42.5	48.9	37.2	41.2	49.3
DK/REFUSED	4.9	0.2	1.8	4.2	5.5	4.0	7.5	5.3	4.4	6.0	4.2	4.1	7.6	3.3	3.8
Mean	3.40	4.20	3.01	3.22	4.06	2.78	3.31	3.41	3.44	3.35	3.34	3.52	3.21	3.34	3.54



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

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER
Total	500	305	74	88	99	99	280	90	100	129	305	154	190	280	180	129
LIBERAL	22.6	21.5	20.4	24.0	17.0	27.7	22.7	24.3	23.9	20.0	21.5	22.6	21.7	22.7	24.6	20.0
Very	8.9	10.0	4.9	9.6	8.1	15.5	8.0	7.7	7.7	6.8	10.0	7.8	11.2	8.0	8.1	6.8
Somewhat	13.7	11.5	15.5	14.4	8.9	12.2	14.7	16.6	16.2	13.2	11.5	14.8	10.5	14.7	16.5	13.2
MODERATE	28.6	28.4	23.2	30.6	38.6	21.2	27.2	29.7	25.1	26.9	28.4	27.7	29.8	27.2	27.6	26.9
Somewhat	18.2	19.6	22.4	13.6	20.5	20.6	18.9	12.4	21.1	23.2	19.6	17.7	21.0	18.9	17.5	23.2
Very	25.7	25.2	24.9	26.7	19.8	24.1	26.8	28.8	28.0	25.1	25.2	25.0	22.0	26.8	26.9	25.1
CONSERVATIVE	43.9	44.8	47.3	40.3	40.3	44.7	45.7	41.3	49.1	48.3	44.8	42.7	43.0	45.7	44.4	48.3
DK/REFUSED	4.9	5.3	9.1	5.1	4.1	6.4	4.4	4.7	1.9	4.7	5.3	7.0	5.5	4.4	3.4	4.7
Mean	3.40	3.41	3.52	3.35	3.36	3.27	3.44	3.40	3.46	3.49	3.41	3.40	3.34	3.44	3.40	3.49

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26. 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 (CHILDREN)					FEMALE ONLY (CHILDREN)					BOTH (CHILDREN)						
	14/  YOUN-  GER	12/  YOUN-  GER	13-14	15/  OLDER	15-16	17/  OLDER	14/  YOUN-  GER	12/  YOUN-  GER	13-14	15/  OLDER	15-16	17/  OLDER	14/  YOUN-  GER	12/  YOUN-  GER	13-14	15/  OLDER	15-16	17/  OLDER	
Total	500	110	53	63	96	55	44	98	42	62	90	65	32	95	58	64	92	60	52
LIBERAL	22.6	22.0	23.7	20.8	21.5	20.2	21.6	21.5	24.7	24.0	25.3	28.8	23.1	20.4	19.0	20.5	21.8	24.2	17.5
Very	8.9	8.1	6.0	11.5	5.8	5.0	6.3	13.1	13.4	13.5	10.4	11.7	5.4	8.3	4.1	8.6	8.3	7.0	8.4
Somewhat	13.7	13.9	17.8	9.3	15.8	15.2	15.3	8.4	11.3	10.5	14.9	17.0	17.6	12.0	14.9	11.9	13.5	17.2	9.1
MODERATE	28.6	28.7	25.7	30.6	29.6	31.7	26.4	31.3	28.9	31.1	30.2	27.8	34.5	25.0	29.2	27.3	22.2	23.7	23.7
Somewhat	18.2	22.2	19.2	24.8	18.6	18.9	21.0	14.8	11.6	15.3	16.4	13.5	24.0	21.6	20.5	22.9	22.1	20.4	25.3
Very	25.7	20.5	24.0	15.7	24.6	26.1	22.5	29.0	31.4	25.7	23.9	26.0	14.6	27.1	22.0	24.8	30.6	28.6	31.3
CONSERVATIVE	43.9	42.8	43.2	40.5	43.1	45.0	43.5	43.7	43.0	41.0	40.3	39.6	38.6	48.7	42.5	47.7	52.7	49.0	56.5
DK/REFUSED	4.9	6.6	7.4	8.1	5.7	3.2	8.4	3.5	3.4	3.9	4.1	3.8	3.8	5.9	9.4	4.4	3.3	3.1	2.3
Mean	3.40	3.35	3.40	3.26	3.43	3.47	3.42	3.40	3.37	3.30	3.30	3.26	3.26	3.50	3.46	3.45	3.55	3.48	3.63

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

	TOTAL			MEN						WOMEN						MEN			WOMEN		
				14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	140	77	85	101	64	45	165	78	105	179	116	83	68	69	65	113	101	70		
LIBERAL	22.6	21.0	20.8	20.7	16.7	18.1	15.3	21.9	24.3	22.5	26.1	28.2	22.6	15.7	19.6	21.7	27.4	27.9	19.6		
Very	8.9	8.7	7.3	9.3	5.8	2.5	9.3	11.1	8.3	12.7	9.3	11.2	5.5	3.6	10.8	7.3	9.5	13.8	5.7		
Somewhat	13.7	12.3	13.5	11.3	10.9	15.6	6.0	10.8	16.1	9.9	16.8	17.1	17.1	12.2	8.8	14.4	17.9	14.1	13.9		
MODERATE	28.6	28.0	27.0	32.0	28.0	33.9	19.9	28.6	28.3	28.1	26.7	24.1	30.8	35.6	30.8	26.1	26.5	27.4	26.7		
Somewhat	18.2	19.2	22.2	17.4	23.3	18.9	33.3	20.0	13.3	24.0	16.4	16.7	17.6	18.6	14.7	22.3	18.9	15.8	19.0		
Very	25.7	29.0	28.1	25.8	30.5	27.3	31.0	21.9	22.0	18.9	24.7	26.7	21.9	26.0	34.6	27.4	20.0	22.1	29.1		
CONSERVATIVE	43.9	48.2	50.3	43.2	53.8	46.1	64.3	41.9	35.3	42.9	41.2	43.4	39.6	44.5	49.3	49.7	38.9	37.9	48.1		
DK/REFUSED	4.9	2.7	1.9	4.2	1.5	1.9	0.5	7.6	12.1	6.5	6.0	4.2	7.0	4.1	0.3	2.5	7.2	6.8	5.6		
Mean	3.40	3.49	3.51	3.41	3.63	3.54	3.71	3.33	3.28	3.28	3.32	3.32	3.36	3.53	3.54	3.49	3.24	3.20	3.55		

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

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some College	COLLEGE GRAD.	Col-lege Grad.	Post Grad. Work
Total	500	32	58	67	54	67	139	90	327	157	260	277	139	195	27	68	100	294	215	79
LIBERAL	22.6	35.7	29.2	22.0	19.3	15.1	24.9	31.6	21.4	27.5	21.3	22.9	24.9	20.8	27.1	19.9	19.7	23.7	22.8	26.3
Very	8.9	16.8	10.3	10.9	10.4	3.3	10.6	12.6	9.2	11.9	8.7	9.5	10.6	6.8	10.3	9.8	3.7	10.5	10.7	10.1
Somewhat	13.7	19.0	18.9	11.1	8.9	11.8	14.3	18.9	12.3	15.6	12.6	13.4	14.3	14.0	16.7	10.1	16.0	13.2	12.1	16.2
MODERATE	28.6	10.6	14.4	29.3	26.7	38.2	33.3	13.0	32.4	20.0	33.2	25.7	33.3	23.9	8.6	22.3	29.2	30.7	30.1	32.4
Somewhat	18.2	12.9	20.1	18.5	21.7	15.8	17.9	17.5	18.2	17.9	18.1	18.1	17.9	19.8	15.2	20.5	20.6	17.6	17.5	17.8
Very	25.7	23.7	23.9	27.7	29.6	30.9	23.4	23.8	26.8	25.5	26.6	27.6	23.4	28.9	39.2	30.4	25.1	24.4	26.6	18.5
CONSERVATIVE	43.9	36.6	44.0	46.2	51.3	46.7	41.3	41.4	45.0	43.4	44.7	45.7	41.3	48.7	54.4	50.9	45.7	42.0	44.1	36.3
DK/REFUSED	4.9	17.0	12.4	2.5	2.7	-	0.5	14.1	1.1	9.1	0.8	5.7	0.5	6.6	9.9	6.9	5.5	3.5	3.0	5.0
Mean	3.40	3.09	3.32	3.42	3.53	3.59	3.29	3.24	3.42	3.32	3.42	3.43	3.29	3.54	3.62	3.56	3.50	3.33	3.38	3.19



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

	TOTAL	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COLLEGE GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	LESS/ COLLEGE GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	SINGLE	MAR- RIED	SEPA- RATED	DIV- ORCED	WID- OWED	MALE	FEMALE
Total	500	89	116	84	32	106	178	131	48	39	373	11	57	9	168	205
LIBERAL	22.6	16.7	21.0	21.2	20.5	24.2	25.5	23.8	30.2	35.2	19.6	34.4	35.2	-	15.3	23.2
Very	8.9	6.4	8.4	10.7	2.3	7.0	11.9	10.7	15.3	12.6	8.6	-	12.6	-	6.5	10.3
Somewhat	13.7	10.2	12.6	10.5	18.2	17.2	13.6	13.1	14.9	22.6	11.0	34.4	22.5	-	8.8	12.9
MODERATE	28.6	26.3	33.0	30.4	40.0	21.9	29.3	29.9	27.4	14.2	28.7	25.5	27.2	65.5	30.5	27.3
Somewhat	18.2	21.8	16.8	18.4	12.2	18.1	18.2	17.0	21.5	16.4	18.4	7.1	19.5	26.0	19.9	17.2
Very	25.7	33.3	27.2	28.7	23.1	25.3	22.6	25.2	15.4	20.9	28.7	19.8	15.8	8.5	31.9	26.1
CONSERVATIVE	43.9	55.1	43.9	47.2	35.4	43.4	40.8	42.2	36.9	37.3	47.2	26.9	35.4	34.5	51.8	43.3
DK/REFUSED	4.9	1.9	2.0	1.2	4.2	10.5	4.5	4.1	5.5	13.3	4.5	13.2	2.2	-	2.3	6.3
Mean	3.40	3.66	3.43	3.45	3.37	3.42	3.27	3.34	3.07	3.12	3.50	3.14	3.03	3.43	3.63	3.38

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

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT-ESTANT	CATH-OLIC	ATH-EIST	YES	NO	MALE	FEMALE	WHITE	NON-WHITE	Hisp-anic	Afr-ican	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN
Total	500	323	59	28	241	96	99	143	336	159	30	103	136	46	200	57	88	32	237	66
LIBERAL	22.6	15.3	18.4	72.2	12.1	32.2	10.0	13.6	22.0	24.1	29.0	24.7	14.9	28.9	26.7	21.4	23.2	17.6	22.1	28.0
Very	8.9	5.5	10.5	28.1	4.1	13.6	1.8	5.7	9.2	8.4	11.4	7.7	6.0	5.8	11.4	9.1	11.5	6.1	8.4	9.1
Somewhat	13.7	9.8	7.9	44.1	8.0	18.6	8.2	7.8	12.8	15.6	17.6	17.0	8.9	23.1	15.4	12.3	11.7	11.4	13.7	18.9
MODERATE	28.6	28.6	26.7	18.5	26.1	31.1	23.7	27.8	27.1	30.7	23.8	33.3	29.5	31.4	25.5	34.8	20.7	22.5	29.5	39.2
Somewhat	18.2	19.6	28.5	2.7	21.1	12.4	24.5	18.8	19.9	14.9	10.0	15.6	22.4	14.9	18.2	16.1	27.3	10.4	16.3	19.4
Very	25.7	32.5	19.9	6.6	36.0	20.1	38.9	34.0	27.1	22.6	25.4	19.5	31.7	19.6	24.0	19.5	20.7	34.6	29.6	11.4
CONSERVATIVE	43.9	52.1	48.5	9.3	57.2	32.5	63.5	52.8	47.0	37.4	35.4	35.1	54.1	34.5	42.2	35.6	48.1	45.0	45.8	30.8
DK/REFUSED	4.9	4.0	6.5	-	4.6	4.3	2.9	5.8	3.9	7.8	11.8	6.9	1.5	5.3	5.6	8.2	8.0	14.9	2.6	2.0
Mean	3.40	3.66	3.42	2.16	3.81	3.07	3.93	3.72	3.45	3.30	3.23	3.24	3.66	3.20	3.30	3.27	3.37	3.66	3.46	3.05



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

	TOTAL	AGE			MEN			WOMEN			GENDER	
		UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE
		40		55	40		55	40		55		
Total	500	144	301	35	63	121	14	81	180	20	210	290
LIBERAL	22.6	22.1	22.2	32.2	13.0	21.1	22.8	29.2	23.0	39.0	18.8	25.3
Very	8.9	10.3	7.9	14.2	7.0	6.9	13.6	12.8	8.5	14.7	7.5	9.9
Somewhat	13.7	11.8	14.3	18.0	5.9	14.2	9.2	16.3	14.4	24.3	11.3	15.4
MODERATE	28.6	23.9	30.2	35.5	30.7	28.8	51.1	18.5	31.1	24.2	31.0	26.9
Somewhat	18.2	20.3	17.7	11.6	21.4	18.1	7.8	19.5	17.5	14.3	18.5	17.9
Very	25.7	22.2	27.5	20.0	29.0	30.6	22.7	16.9	25.4	18.1	29.1	23.3
CONSERVATIVE	43.9	42.5	45.3	31.6	50.4	48.7	30.5	36.4	42.9	32.4	47.6	41.2
DK/REFUSED	4.9	11.5	2.3	0.7	5.9	1.3	-4.5	15.9	3.0	4.4	2.6	6.5
Mean	3.40	3.37	3.44	3.05	3.63	3.52	3.16	3.13	3.38	2.97	3.52	3.31

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27. WITH WHICH POLITICAL PARTY ARE YOU REGISTERED?

TOTAL	AREA													CHILDREN IN		APPROPRIATE TO		TALKED ABOUT			
	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	11-14 15	OVER	YES	NO/ NOT YET	
Total	500	158	64	18	76	141	60	81	89	45	44	21	56	35	299	197	239	203	36	462	38
REPUBLICAN	32.8	25.6	25.5	19.4	27.1	38.7	32.8	43.1	34.5	34.1	35.0	47.1	35.0	25.2	32.0	34.6	34.7	32.6	24.0	32.6	34.8
DEMOCRAT	39.6	48.8	45.2	50.5	51.5	27.1	24.9	28.8	41.7	45.1	38.3	21.4	45.4	44.4	40.7	38.2	36.0	40.4	60.1	39.0	46.7
INDEPENDENT/OTHER	24.6	22.7	27.6	30.0	16.9	30.9	39.2	24.7	21.6	21.4	21.7	31.7	15.5	25.9	24.9	23.8	26.6	23.7	14.0	25.5	13.8
Independent	21.2	20.2	22.7	30.0	15.9	25.8	34.9	19.0	15.9	16.2	15.6	31.7	14.0	25.9	22.1	19.2	22.4	21.1	14.0	21.8	13.8
Other	3.4	2.5	4.9	-	1.1	5.1	4.3	5.7	5.7	5.3	6.1	-	1.5	-	2.7	4.5	4.2	2.6	-	3.7	-
DK/REFUSED	3.0	2.9	1.7	0.1	4.5	3.3	3.1	3.4	2.2	-0.6	5.0	-0.1	4.2	4.5	2.4	3.4	2.7	3.3	1.9	2.9	4.7



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27. WITH WHICH POLITICAL PARTY ARE YOU REGISTERED?

	TOTAL	TALK ABOUT ALCOHOL ABUSE WITH YOUR CHILDREN			TALKED ABOUT ALCOHOL ABUSE LAST FEW MOS.		UNDERAGED DRINKING IN YOUR COMMUNITY					CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL			APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL			S/R/H: ADS STOP UNDERAGE DRINKING		TALKED TO CHILD ABOUT BRAIN DEVLPMNT	
		FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	LESS/ 14	15-17 18	OVER	YES	NO	YES	NO
Total	500	178	214	68	382	74	422	213	209	50	297	98	199	200	18	57	375	232	265	352	145
REPUBLICAN	32.8	29.1	31.0	46.7	32.6	33.6	33.3	38.6	28.0	24.4	34.0	34.6	33.7	31.1	49.2	34.5	31.6	30.3	34.8	31.1	36.9
DEMOCRAT	39.6	42.3	40.4	27.3	38.6	41.4	38.7	38.4	38.9	51.8	40.5	45.4	38.2	38.2	20.7	33.3	40.7	47.1	33.5	41.5	34.7
INDEPENDENT/OTHER	24.6	24.5	26.2	25.1	25.4	24.6	25.0	19.2	30.9	20.9	21.5	15.9	24.2	29.6	30.6	30.7	24.4	20.5	28.1	23.9	26.4
Independent	21.2	19.5	24.0	20.2	20.9	24.6	21.5	16.2	27.0	19.1	17.9	11.6	20.9	26.5	30.6	25.9	21.2	16.9	24.9	19.3	25.7
Other	3.4	5.0	2.2	4.9	4.5	-	3.4	2.9	3.9	1.8	3.6	4.3	3.3	3.2	-	4.8	3.2	3.6	3.3	4.5	0.7
DK/REFUSED	3.0	4.2	2.4	0.9	3.4	0.4	3.0	3.8	2.3	3.0	4.0	4.2	3.9	1.1	-0.5	1.5	3.3	2.1	3.5	3.5	2.0



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27. WITH WHICH POLITICAL PARTY ARE YOU REGISTERED?

TOTAL	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					HOW OFTEN DO YOU TALK TO YOUR CHILDREN ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN						UNDERAGE DRINKING AFFECTS TEEN HEALTH		TALKING ABOUT UNDERAGE DRINKING AFFECTS ON BRAIN HEALTH/DEVELOPMENT EFF./INEFF. WAY TO INFLUENCE THEIR DECISIONS						
	17/Younger	14/Younger	15-17	18-20	21+	TALK	Always	Some-times	NOT OFTEN	Rarely	Never	YES	NO	EFFECTIVE	Very	Some-what	INEFFECTIVE	Some-what	Very	
Total	500	106	55	51	139	221	326	148	178	126	86	40	461	24	419	249	170	67	47	20
REPUBLICAN	32.8	25.3	23.6	27.2	38.4	32.3	31.3	31.5	31.2	37.4	36.8	38.7	33.4	32.9	33.1	32.1	34.4	34.4	36.1	30.6
DEMOCRAT	39.6	50.8	57.6	43.5	36.9	37.2	39.6	34.6	43.8	36.7	36.7	36.7	40.4	20.8	41.1	42.6	38.8	32.6	37.3	21.9
INDEPENDENT/OTHER	24.6	21.6	16.2	27.4	21.8	26.9	26.7	30.2	23.7	22.4	22.1	22.9	23.5	42.7	23.1	22.6	23.9	29.9	26.6	37.5
Independent	21.2	18.5	13.2	24.1	19.3	22.9	21.6	21.4	21.8	21.8	21.4	22.9	20.5	35.3	19.8	17.7	22.9	27.2	24.9	32.6
Other	3.4	3.1	3.0	3.2	2.5	4.0	5.0	8.8	1.9	0.5	0.8	-	3.0	7.4	3.3	4.9	1.0	2.7	1.7	4.9
DK/REFUSED	3.0	2.3	2.6	1.9	2.9	3.6	2.4	3.8	1.3	3.5	4.4	1.8	2.7	3.6	2.8	2.7	2.9	3.0	-	10.0



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

	TOTAL				HEARD OF SITE				VISITED SITE				HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK													
	TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		REGU-		2+		Once A		NOT		Every		Once A		RARELY		Rarely		Never	
	RG		RG		RG		RG		LARLY	Times/	Week	REGU-	Couple	Week	/NEVER		Weeks									
Total	500	181	310	35	453	172	100	72	65	30	35	261	115	145												
REPUBLICAN	32.8	30.4	33.6	24.4	33.0	31.5	29.9	33.8	27.3	26.4	28.1	34.9	32.5	36.9												
DEMOCRAT	39.6	45.5	35.9	48.0	39.1	37.9	29.5	49.5	41.5	34.7	47.2	40.1	44.8	36.4												
INDEPENDENT/OTHER	24.6	21.7	27.0	25.2	24.7	29.2	38.7	16.1	27.2	37.2	18.6	21.1	19.8	22.1												
Independent	21.2	16.1	24.8	16.3	21.8	24.6	32.1	14.2	27.2	37.2	18.6	17.6	16.0	18.9												
Other	3.4	5.7	2.2	8.9	2.9	4.6	6.6	1.8	-	-	-	3.5	3.8	3.2												
DK/REFUSED	3.0	2.3	3.5	2.3	3.2	1.4	1.9	0.7	4.0	1.6	6.0	3.9	3.0	4.6												

**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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27. WITH WHICH POLITICAL PARTY ARE YOU REGISTERED?

	TOTAL	IDEOLOGY						PARTY					WHITE			AFRICAN AMERICAN			
		LIB- ERAL	Very	Swt. 	MOD- ERATE	Swt. 	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT /OTHER	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	113	44	69	143	91	129	219	164	198	123	106	17	139	98	88	5	74	20
REPUBLICAN	32.8	7.9	8.9	7.2	23.2	45.7	58.7	53.3	100.0	-	-	-	-	100.0	-	-	100.0	-	-
DEMOCRAT	39.6	70.9	70.0	71.5	37.3	33.1	21.8	26.5	-	100.0	-	-	-	-	100.0	-	-	100.0	-
INDEPENDENT/OTHER	24.6	19.7	20.2	19.3	37.4	18.8	17.6	18.1	-	-	100.0	100.0	100.0	-	-	100.0	-	-	100.0
Independent	21.2	13.9	14.6	13.5	34.0	18.8	15.7	17.0	-	-	86.2	100.0	-	-	-	86.9	-	-	91.9
Other	3.4	5.8	5.6	5.9	3.4	-	1.9	1.1	-	-	13.8	-	100.0	-	-	13.1	-	-	8.1
DK/REFUSED	3.0	1.5	0.9	2.0	2.2	2.3	1.8	2.0	-	-	-	-	-	-	-	-	-	-	-



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

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
Total	500	78	73	54	86	125	69	305	280	181	170	135	128	103	258
REPUBLICAN	32.8	100.0	-	-	100.0	-	-	34.9	30.9	35.8	31.7	32.1	21.4	36.8	37.8
DEMOCRAT	39.6	-	100.0	-	-	100.0	-	39.5	41.6	37.5	39.5	43.4	54.6	30.8	35.7
INDEPENDENT/OTHER	24.6	-	-	100.0	-	-	100.0	23.2	24.7	24.2	26.5	21.7	22.2	29.2	23.6
Independent	21.2	-	-	82.4	-	-	89.1	20.3	20.4	21.3	21.3	19.6	19.0	25.0	20.3
Other	3.4	-	-	17.6	-	-	10.9	2.9	4.2	2.9	5.2	2.1	3.2	4.1	3.3
DK/REFUSED	3.0	-	-	-	-	-	-	2.4	2.9	2.6	2.3	2.7	1.8	3.2	2.9

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER
Total	500	305	74	88	99	99	280	90	100	129	305	154	190	280	180	129
REPUBLICAN	32.8	34.9	42.1	34.9	33.4	28.7	30.9	34.8	20.4	36.1	34.9	37.8	31.1	30.9	26.2	36.1
DEMOCRAT	39.6	39.5	29.6	39.8	35.1	48.4	41.6	38.9	49.9	36.0	39.5	35.1	41.8	41.6	44.8	36.0
INDEPENDENT/OTHER	24.6	23.2	25.6	23.4	28.1	20.9	24.7	23.8	27.0	24.8	23.2	24.9	24.3	24.7	26.5	24.8
Independent	21.2	20.3	22.0	20.0	24.0	17.0	20.4	18.2	23.2	21.9	20.3	21.3	20.6	20.4	21.6	21.9
Other	3.4	2.9	3.6	3.4	4.1	4.0	4.2	5.7	3.8	2.9	2.9	3.6	3.7	4.2	4.9	2.9
DK/REFUSED	3.0	2.4	2.8	2.0	3.4	2.0	2.9	2.6	2.8	3.0	2.4	2.2	2.8	2.9	2.5	3.0

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	MALE ONLY (CHILDREN)							FEMALE ONLY (CHILDREN)							BOTH (CHILDREN)				
	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	
Total	500	110	53	63	96	55	44	98	42	62	90	65	32	95	58	64	92	60	52
REPUBLICAN	32.8	37.8	45.5	30.0	35.8	27.6	46.9	34.8	35.6	33.3	28.6	25.9	35.8	31.3	31.7	30.3	27.7	25.1	26.9
DEMOCRAT	39.6	35.8	36.1	34.9	38.9	48.6	23.9	43.0	33.3	51.9	37.4	39.3	30.4	40.8	36.2	39.0	49.2	47.3	50.9
INDEPENDENT/OTHER	24.6	23.7	16.7	31.9	22.5	20.9	26.8	21.2	30.4	12.7	31.2	32.1	31.5	24.3	28.3	27.5	19.9	25.5	18.0
Independent	21.2	19.9	13.8	25.3	19.5	19.2	22.4	19.4	26.3	12.7	23.9	23.5	25.7	21.2	24.2	23.0	17.3	21.6	18.0
Other	3.4	3.8	2.8	6.6	3.0	1.7	4.4	1.8	4.1	-	7.3	8.6	5.8	3.0	4.1	4.5	2.6	3.9	-
DK/REFUSED	3.0	2.6	1.7	3.2	2.8	2.9	2.3	1.1	0.6	2.0	2.7	2.6	2.4	3.6	3.8	3.2	3.2	2.1	4.2

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL			MEN						WOMEN						MEN			WOMEN		
	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH			
Total	500	140	77	85	101	64	45	165	78	105	179	116	83	68	69	65	113	101	70		
REPUBLICAN	32.8	37.7	40.6	35.2	37.7	27.2	52.2	32.5	35.0	27.8	27.0	25.6	27.4	42.7	37.2	33.5	31.6	28.0	30.8		
DEMOCRAT	39.6	37.1	31.2	38.6	33.0	38.7	21.8	41.5	38.9	44.4	46.4	48.2	43.7	32.4	30.6	40.8	40.5	45.5	45.8		
INDEPENDENT/OTHER	24.6	23.6	26.9	23.7	27.5	32.0	25.2	22.9	22.9	24.8	23.1	23.5	24.6	21.8	32.6	23.9	25.5	22.3	19.7		
Independent	21.2	20.7	24.7	21.0	21.7	24.4	21.2	20.0	17.9	20.2	19.7	20.0	22.3	19.3	22.1	23.1	22.5	20.7	16.3		
Other	3.4	2.9	2.3	2.7	5.8	7.6	4.0	2.9	5.0	4.6	3.3	3.5	2.3	2.6	10.5	0.8	3.0	1.6	3.4		
DK/REFUSED	3.0	1.6	1.2	2.6	1.8	2.1	0.8	3.1	3.2	3.0	3.5	2.8	4.3	3.1	-0.5	1.8	2.3	4.1	3.6		

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some Col-lege	COL-LEGE GRAD.	Col-lege Grad.	Post Grad. Work
Total	500	32	58	67	54	67	139	90	327	157	260	277	139	195	27	68	100	294	215	79
REPUBLICAN	32.8	12.6	27.4	42.3	36.4	33.7	35.1	22.1	36.5	30.8	35.0	32.6	35.1	38.5	30.2	44.5	36.7	30.1	30.8	28.0
DEMOCRAT	39.6	62.0	51.6	29.9	37.1	42.5	37.8	55.3	37.0	44.4	38.9	42.5	37.8	38.5	51.0	32.2	39.4	40.1	38.7	43.9
INDEPENDENT/OTHER	24.6	21.1	15.3	28.2	23.3	22.7	25.9	17.4	25.3	22.0	24.6	22.4	25.9	19.9	17.1	19.3	21.0	27.6	27.7	27.4
Independent	21.2	13.5	12.3	25.5	20.5	21.5	21.9	12.7	22.3	18.2	21.5	19.5	21.9	17.0	11.7	16.6	18.8	23.7	23.8	23.6
Other	3.4	7.7	3.0	2.7	2.7	1.2	4.0	4.7	3.0	3.8	3.0	3.0	4.0	2.9	5.4	2.7	2.3	3.9	3.9	3.8
DK/REFUSED	3.0	4.2	5.7	-0.4	3.2	1.0	1.2	5.2	1.2	2.8	1.6	2.5	1.2	3.1	1.6	4.0	2.8	2.2	2.8	0.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COL-	COL-	Col-	Post	LESS/ COL-	COL-	Col-	Post	SINGLE	MAR-	SEPA-	DIV-	WID-	MALE	FEMALE
		COLLEG LEGE	LEGE	lege	Grad.	COLLEG LEGE	LEGE	lege	Grad.		RIED	RATED	ORCED	OWED		
	GRAD.	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.	Work								
Total	500	89	116	84	32	106	178	131	48	39	373	11	57	9	168	205
REPUBLICAN	32.8	45.9	32.1	29.4	39.3	32.3	28.7	31.7	20.6	12.3	37.3	26.9	26.6	17.5	40.4	34.7
DEMOCRAT	39.6	30.5	38.0	38.2	37.5	45.2	41.4	38.9	48.1	75.0	35.8	29.7	39.4	56.5	31.3	39.6
INDEPENDENT/OTHER	24.6	21.9	28.8	31.6	21.5	18.2	26.8	25.2	31.3	7.1	24.1	35.9	32.6	26.0	26.7	22.0
Independent	21.2	17.3	24.1	26.7	17.3	16.8	23.5	21.9	27.9	7.1	20.2	22.6	30.9	26.0	21.6	19.1
Other	3.4	4.6	4.7	4.8	4.3	1.4	3.4	3.3	3.5	-	3.9	13.2	1.8	-	5.1	2.9
DK/REFUSED	3.0	1.6	1.0	0.8	1.7	4.3	3.0	4.1	-	5.6	2.8	7.6	1.4	-	1.5	3.7

**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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27. WITH WHICH POLITICAL PARTY ARE YOU REGISTERED?

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT-ESTANT	CATH-OLIC	ATH-EIST	YES	NO	MALE	FEMALE	WHITE	NON-WHITE	Hisp-anic	Afr-ican	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN
Total	500	323	59	28	241	96	99	143	336	159	30	103	136	46	200	57	88	32	237	66
REPUBLICAN	32.8	37.2	38.0	16.4	37.9	30.5	48.3	30.7	41.3	14.8	34.1	5.1	47.3	6.6	37.2	3.9	44.5	13.2	41.3	1.7
DEMOCRAT	39.6	41.5	30.7	45.3	40.8	47.0	32.2	46.7	29.3	61.0	45.1	71.4	22.7	69.7	33.7	72.8	28.6	60.6	28.4	75.9
INDEPENDENT/OTHER	24.6	18.6	29.7	36.0	18.2	20.7	18.3	18.2	26.3	20.3	13.7	19.8	26.8	21.1	26.0	18.7	22.8	19.5	28.0	19.9
Independent	21.2	15.5	26.7	24.9	15.6	17.2	13.4	17.2	22.9	16.9	5.9	18.2	22.6	21.1	23.1	15.9	19.4	14.3	24.8	19.9
Other	3.4	3.1	3.0	11.2	2.6	3.4	4.9	1.0	3.4	3.4	7.7	1.6	4.2	-	2.9	2.9	3.4	5.2	3.2	-
DK/REFUSED	3.0	2.7	1.5	2.4	3.1	1.8	1.2	4.4	3.1	3.9	7.2	3.7	3.1	2.6	3.2	4.5	4.1	6.8	2.3	2.5



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	AGE			MEN			WOMEN			GENDER	
		UNDER 40	41-55	OVER 55	UNDER 40	41-55	OVER 55	UNDER 40	41-55	OVER 55	MALE	FEMALE
Total	500	144	301	35	63	121	14	81	180	20	210	290
REPUBLICAN	32.8	34.4	34.8	20.0	45.8	36.8	24.0	25.5	33.5	17.1	37.2	29.6
DEMOCRAT	39.6	39.2	36.4	61.6	36.7	30.2	45.0	41.0	40.5	73.5	34.6	43.2
INDEPENDENT/OTHER	24.6	21.2	26.4	20.3	13.5	30.7	35.5	27.3	23.5	9.4	25.9	23.7
Independent	21.2	17.0	23.8	14.5	11.2	26.5	21.7	21.5	21.9	9.4	21.3	21.1
Other	3.4	4.2	2.6	5.7	2.3	4.2	13.7	5.7	1.6	-	4.5	2.6
DK/REFUSED	3.0	5.2	2.4	-1.9	4.0	2.3	-4.5	6.1	2.5	*	2.3	3.5

**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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28. WHAT ARE THE AGES OF ALL OF YOUR CHILDREN 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	LESS/ 10	11-14 15	OVER	YES	NO/ NOT YET
Total	500	158	64	18	76	141	60	81	89	45	44	21	56	35	299	197	239	203	36	462	38
14/YOUNGER	60.9	59.6	59.6	78.1	55.1	57.1	49.6	62.6	59.6	69.5	49.4	59.6	67.9	75.4	51.2	76.5	61.6	59.0	68.3	60.0	72.1
10/YOUNGER	3.5	5.6	8.2	-	4.8	3.4	-	5.9	1.6	-	3.3	-	2.5	2.4	3.4	3.7	5.5	1.7	-	2.8	11.5
11	11.6	8.9	11.2	25.1	3.2	16.3	19.3	14.0	13.8	17.5	9.9	-	9.5	10.3	6.8	19.2	9.9	15.2	6.2	11.6	12.8
12	17.5	15.2	14.9	46.5	8.1	16.0	6.6	22.9	17.9	23.2	12.5	18.7	24.4	21.3	13.8	23.0	18.5	15.1	19.9	17.9	12.3
13	19.9	22.4	18.7	30.6	23.5	16.3	17.8	15.3	18.6	22.6	14.5	34.9	15.6	23.8	14.8	27.9	19.9	19.9	19.1	19.0	30.0
14	19.8	20.8	22.8	16.3	20.1	15.6	15.7	15.6	19.4	22.5	16.3	14.5	23.9	29.9	14.2	28.8	19.9	19.7	28.3	20.4	12.2
15/OLDER	56.0	59.0	62.5	36.6	61.4	57.3	58.2	56.7	63.0	60.4	65.7	40.8	45.3	44.7	47.2	70.0	55.7	54.9	60.0	58.9	20.3
15	18.1	15.1	12.6	17.2	16.8	20.3	21.9	19.0	23.3	22.5	24.2	11.9	13.2	20.7	14.3	24.2	19.9	15.7	17.8	19.3	3.6
16	19.9	21.4	18.4	13.8	25.7	21.2	15.5	25.3	19.7	22.8	16.5	17.4	15.4	17.7	14.0	29.4	19.5	21.2	14.8	21.1	5.7
17	14.5	16.9	19.3	1.1	18.6	12.2	12.8	11.7	19.0	16.3	21.7	3.8	13.2	9.8	9.1	22.5	14.9	13.8	16.9	14.9	9.5
18/OLDER	11.7	14.8	17.1	7.8	14.6	11.1	14.3	8.7	10.2	9.6	10.8	19.5	9.9	2.4	10.4	13.4	10.8	12.0	10.3	12.6	1.3
REFUSED	5.5	4.8	3.3	5.4	5.9	5.9	7.2	4.9	3.9	-	8.0	13.2	7.8	2.7	4.3	6.1	4.6	7.6	0.6	4.7	15.4
Mean	14.29	14.41	14.34	13.25	14.79	14.21	14.48	14.03	14.39	14.22	14.60	14.53	14.13	13.89	14.29	14.27	14.22	14.32	14.46	14.37	12.91



**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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

	TOTAL	TALK ABOUT ALCOHOL ABUSE WITH YOUR CHILDREN			TALKED ABOUT ALCOHOL ABUSE LAST FEW MOS.		UNDERAGED DRINKING IN YOUR COMMUNITY					CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL				APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL			S/R/H: ADS STOP UNDERAGE DRINKING		TALKED TO CHILD ABOUT BRAIN DEVLPMNT	
		FREQU-ENTLY	SOME-TIMES	RARELY	YES	NO	PROB-LEM	Ser-ious	Minor	NOT A PROB-LEM	CONC-ERNED	Very	Smwt.	NOT AT ALL	LESS/14	15-17	OVER 18	YES	NO	YES	NO	
Total	500	178	214	68	382	74	422	213	209	50	297	98	199	200	18	57	375	232	265	352	145	
14/YOUNGER	60.9	54.2	61.4	71.1	57.4	73.3	59.5	59.3	59.8	66.4	61.9	58.4	63.7	59.6	80.7	60.4	59.7	59.0	63.1	59.2	65.9	
10/YOUNGER	3.5	2.7	3.3	1.8	3.0	2.1	3.8	3.6	4.1	-	3.9	2.4	4.6	2.9	16.1	2.0	2.9	1.5	5.2	2.4	6.1	
11	11.6	11.4	9.9	17.6	12.0	6.8	11.2	10.2	12.3	13.4	10.3	14.3	8.3	13.8	40.4	9.2	10.9	13.8	9.9	10.9	13.7	
12	17.5	16.3	16.5	26.0	16.9	24.7	17.1	17.5	16.8	12.6	16.6	14.6	17.6	19.1	23.1	18.8	16.8	15.3	19.7	16.9	19.0	
13	19.9	14.5	21.1	25.1	18.1	24.1	18.8	16.9	20.8	28.0	20.0	15.6	22.1	19.4	8.7	14.6	20.1	18.4	21.4	18.5	23.3	
14	19.8	22.1	21.7	12.0	19.0	25.7	19.4	18.8	19.9	26.2	21.2	21.2	21.2	18.0	24.7	23.8	19.4	18.2	21.1	20.1	19.0	
15/OLDER	56.0	65.4	58.8	43.6	61.6	46.4	57.8	61.2	54.3	51.3	55.5	54.4	56.0	56.6	25.1	53.7	57.8	57.9	53.7	60.2	44.7	
15	18.1	16.7	21.9	18.4	20.2	14.2	18.2	20.9	15.4	14.0	17.8	17.2	18.1	18.3	6.1	23.3	18.9	20.0	16.3	19.7	14.6	
16	19.9	23.5	21.7	13.6	22.1	16.2	20.3	16.8	24.0	21.2	21.0	19.7	21.6	18.7	4.9	20.7	19.3	20.9	19.0	21.5	16.2	
17	14.5	19.4	15.4	1.7	15.9	10.9	15.2	19.8	10.4	14.4	13.6	15.6	12.6	15.6	14.1	4.1	16.0	13.7	15.0	16.4	9.9	
18/OLDER	11.7	18.4	8.0	12.2	13.6	7.2	12.1	13.4	10.9	11.5	13.2	11.4	14.0	9.8	-	12.2	11.3	13.5	10.0	12.1	9.2	
REFUSED	5.5	6.3	2.9	4.4	5.2	2.3	5.3	3.9	6.8	8.0	5.0	3.4	5.8	6.2	8.3	7.7	5.2	5.3	5.7	4.4	8.1	
Mean	14.29	14.68	14.30	13.68	14.44	14.02	14.33	14.47	14.18	14.37	14.35	14.37	14.34	14.19	12.51	14.27	14.36	14.43	14.14	14.45	13.83	



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

TOTAL	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					HOW OFTEN DO YOU TALK TO YOUR CHILDREN ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN						UNDERAGE DRINKING AFFECTS TEEN HEALTH		TALKING ABOUT UNDERAGE DRINKING AFFECTS ON BRAIN HEALTH/DEVELOPMENT EFF./INEFF. WAY TO INFLUENCE THEIR DECISIONS						
	17/YOUNGER	14/Younger	15-17	18-20	21+	TALK	Always	Some- times	NOT OFTEN	Rarely	Never	YES	NO	EFFEC- TIVE	Very	Some- what	INEFF- ECTIVE	Some- what	Very	
Total	500	106	55	51	139	221	326	148	178	126	86	40	461	24	419	249	170	67	47	20
14/YOUNGER	60.9	62.7	71.0	53.6	68.7	54.3	58.9	59.3	58.5	62.2	69.3	46.9	60.1	64.2	60.6	59.9	61.6	61.1	55.7	73.7
10/YOUNGER	3.5	2.8	4.0	1.5	2.8	4.4	3.4	4.2	2.7	1.7	-	5.3	3.3	3.5	3.9	6.4	0.4	1.3	1.8	-
11	11.6	8.4	6.8	10.1	16.4	8.4	12.1	10.8	13.1	10.3	12.8	4.9	11.8	7.3	11.7	12.5	10.4	10.4	10.6	10.0
12	17.5	22.5	21.9	23.1	18.6	14.8	17.9	18.4	17.4	18.0	22.3	8.6	17.5	11.8	18.6	17.9	19.6	14.4	15.6	11.5
13	19.9	22.3	29.0	15.1	22.9	18.4	16.3	16.3	16.3	24.0	27.3	16.9	19.2	31.2	19.2	17.3	22.1	23.7	20.7	30.5
14	19.8	16.7	16.4	17.0	21.3	18.8	20.8	22.7	19.3	20.3	20.5	19.8	19.6	20.3	19.7	20.4	18.8	18.3	15.1	25.7
15/OLDER	56.0	51.3	45.5	57.5	52.3	61.8	61.5	61.1	61.8	52.7	53.5	50.9	55.6	58.9	55.6	57.3	53.0	58.6	65.0	43.6
15	18.1	13.0	13.6	12.3	22.1	18.9	20.8	21.8	19.9	15.8	17.0	13.3	17.7	21.5	16.9	16.4	17.7	26.9	34.1	10.2
16	19.9	25.0	19.4	31.1	13.0	22.2	22.3	22.9	21.9	18.1	15.7	23.1	20.4	14.2	20.8	22.6	18.2	15.9	10.2	29.2
17	14.5	9.1	10.3	7.8	15.8	16.5	15.3	13.4	17.0	14.8	18.6	6.5	13.9	23.7	14.7	15.6	13.4	12.0	15.2	4.5
18/OLDER	11.7	13.2	12.0	14.5	7.6	14.0	12.0	15.1	9.5	12.0	9.3	18.0	12.2	4.1	10.9	10.9	10.9	15.9	16.9	13.6
REFUSED	5.5	9.5	11.2	7.8	3.2	4.3	4.6	4.2	4.9	5.2	2.3	11.5	5.8	-	5.7	6.1	5.0	4.8	3.6	7.4
Mean	14.29	14.26	14.12	14.42	14.01	14.53	14.37	14.41	14.35	14.33	14.22	14.63	14.30	14.30	14.24	14.19	14.33	14.49	14.53	14.39



**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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

	TOTAL				HEARD OF SITE				VISITED SITE				HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK					
	TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		REGU-		REGU-		REGU-		REGU-			
	RG	RG	RG	RG	RG	RG	RG	RG	LARLY	Times/Week	Once A Week	NOT REGU-LARLY	Every Couple Weeks	Once A Week	RARELY/NEVER	Rarely	Never	
Total	500	181	310	35	453	172	100	72	65	30	35	261	115	145				
14/YOUNGER	60.9	55.7	63.9	59.5	62.0	62.9	57.9	69.8	62.7	53.8	70.5	58.8	59.0	58.6				
10/YOUNGER	3.5	3.4	3.6	2.4	3.6	2.5	4.3	-	4.6	6.6	2.9	3.9	4.8	3.1				
11	11.6	11.3	12.2	6.7	12.2	13.2	11.8	15.1	10.6	8.6	12.3	11.0	10.7	11.2				
12	17.5	16.8	18.5	26.4	17.3	16.6	15.4	18.2	15.9	12.3	19.0	18.3	13.8	22.0				
13	19.9	19.9	19.9	20.8	19.8	24.5	20.0	30.9	19.4	11.3	26.4	16.6	17.1	16.1				
14	19.8	15.4	21.4	10.2	20.7	19.2	18.7	19.9	28.0	29.8	26.5	18.3	24.7	13.3				
15/OLDER	56.0	62.9	51.9	62.4	54.9	56.9	56.5	57.5	43.6	45.7	41.8	58.9	54.5	62.3				
15	18.1	20.1	16.4	22.7	17.5	21.5	20.9	22.4	12.6	6.7	17.7	17.3	17.7	17.0				
16	19.9	19.2	20.5	20.3	19.6	23.0	22.2	24.0	13.8	26.7	2.7	19.6	18.3	20.7				
17	14.5	17.5	12.8	20.9	14.0	10.5	12.4	7.8	15.3	12.8	17.4	17.0	13.5	19.8				
18/OLDER	11.7	14.9	10.2	6.0	11.9	13.2	12.4	14.2	11.2	10.4	11.8	11.0	8.5	13.0				
REFUSED	5.5	6.9	4.8	6.2	5.4	3.7	4.1	3.1	10.4	17.2	4.5	5.5	5.5	5.5				
Mean	14.29	14.47	14.17	14.31	14.26	14.28	14.31	14.25	14.17	14.34	14.04	14.33	14.20	14.43				



**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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

	TOTAL	IDEOLOGY						PARTY						WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	113	44	69	143	91	129	219	164	198	123	106	17	139	98	88	5	74	20
14/YOUNGER	60.9	57.9	68.6	51.0	60.3	65.9	59.6	62.2	64.8	60.7	57.5	58.4	52.0	64.1	58.7	60.0	96.1	64.0	51.5
10/YOUNGER	3.5	3.5	1.4	4.8	2.4	1.5	5.6	3.9	6.6	0.6	4.1	4.8	-	6.8	1.3	5.8	-	-	-
11	11.6	11.3	6.8	14.2	9.6	16.7	8.7	12.0	12.4	10.4	12.5	12.1	15.5	12.0	11.3	11.5	-	7.2	10.6
12	17.5	18.6	18.8	18.4	18.7	13.1	18.2	16.1	18.6	17.6	16.7	16.5	17.5	20.2	17.7	16.5	16.7	17.9	18.0
13	19.9	15.0	18.1	12.9	26.8	22.5	15.3	18.3	20.3	17.6	22.7	22.5	24.2	19.0	18.9	19.2	53.4	20.4	36.3
14	19.8	24.3	34.5	17.6	14.7	22.5	18.6	20.2	17.3	24.2	16.9	15.9	23.1	16.4	21.4	19.9	25.9	23.2	8.3
15/OLDER	56.0	56.2	50.6	59.9	53.1	58.2	58.4	58.3	52.7	58.7	56.1	53.9	69.6	52.9	58.4	56.2	3.9	58.8	66.9
15	18.1	19.4	15.7	21.9	18.8	12.4	20.3	17.0	19.2	17.7	17.5	15.5	30.1	18.4	21.6	16.2	-	11.7	24.1
16	19.9	21.1	17.3	23.6	17.5	23.1	21.7	22.3	12.4	25.1	21.9	21.8	22.3	12.7	20.9	22.3	-	31.9	28.7
17	14.5	8.7	11.2	7.0	16.2	17.5	15.4	16.3	17.7	11.8	13.3	15.5	-	18.4	9.8	12.8	3.9	13.0	15.4
18/OLDER	11.7	14.2	8.6	17.7	8.1	15.3	11.2	12.9	11.2	11.5	13.5	12.1	22.0	10.9	10.0	16.0	-	13.8	6.9
REFUSED	5.5	3.7	0.7	5.6	7.8	2.7	6.9	5.2	3.3	5.7	6.1	5.7	8.6	3.8	6.2	4.0	-	5.3	5.0
Mean	14.29	14.29	14.26	14.31	14.21	14.45	14.34	14.39	14.08	14.45	14.28	14.26	14.37	14.07	14.28	14.32	13.25	14.66	14.35



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

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL
Total	500	78	73	54	86	125	69	305	280	181	170	135	128	103	258
14/YOUNGER	60.9	67.3	71.2	60.6	62.5	54.6	55.0	100.0	39.9	60.9	57.4	70.3	59.3	65.8	61.3
10/YOUNGER	3.5	7.8	1.7	3.6	5.4	-	4.6	5.7	0.3	3.6	1.4	5.6	1.1	2.0	5.1
11	11.6	18.9	18.1	19.0	6.5	6.0	7.4	19.1	7.8	9.4	11.5	16.0	9.7	16.7	11.1
12	17.5	16.8	16.7	17.3	20.2	18.1	16.2	28.7	11.3	17.1	12.3	26.1	15.6	17.8	19.1
13	19.9	19.9	23.9	23.9	20.6	13.9	21.8	32.6	13.9	18.8	18.3	25.0	18.4	23.6	19.2
14	19.8	19.4	22.7	14.2	15.5	25.1	19.0	32.5	13.0	16.7	19.3	26.7	25.2	20.1	17.9
15/OLDER	56.0	48.7	45.9	51.1	56.3	66.2	60.1	36.7	100.0	52.7	53.1	68.1	62.3	58.0	53.8
15	18.1	14.1	22.5	16.5	23.7	15.0	18.3	10.2	32.3	14.8	19.2	22.9	19.9	18.8	17.1
16	19.9	10.9	13.5	21.3	13.7	31.8	22.3	15.4	35.6	17.6	19.7	25.3	25.0	16.2	19.6
17	14.5	18.7	9.0	6.9	16.8	13.5	18.5	9.4	25.8	11.9	8.9	25.5	16.4	13.7	14.4
18/OLDER	11.7	12.7	4.6	14.2	9.7	15.6	12.9	6.4	21.0	12.3	9.8	13.2	8.7	14.2	12.7
REFUSED	5.5	2.7	9.0	7.2	3.9	3.7	5.3	-	-	2.9	1.7	6.6	2.8	5.5	4.0
Mean	14.29	13.93	13.80	14.01	14.23	14.81	14.48	13.48	15.26	14.28	14.33	14.25	14.50	14.20	14.23

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

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER
Total	500	305	74	88	99	99	280	90	100	129	305	154	190	280	180	129
14/YOUNGER	60.9	100.0	100.0	100.0	100.0	100.0	39.9	34.3	47.2	37.4	100.0	100.0	100.0	39.9	40.3	37.4
10/YOUNGER	3.5	5.7	23.5	4.1	-	1.9	0.3	-	0.8	-	5.7	11.3	1.0	0.3	0.4	-
11	11.6	19.1	78.6	4.1	9.3	13.0	7.8	8.3	5.0	7.3	19.1	37.7	11.2	7.8	6.9	7.3
12	17.5	28.7	9.7	100.0	9.7	9.0	11.3	11.3	13.9	10.3	28.7	56.7	9.4	11.3	12.2	10.3
13	19.9	32.6	12.5	11.0	100.0	8.4	13.9	13.3	17.1	11.4	32.6	11.4	52.3	13.9	15.4	11.4
14	19.8	32.5	20.0	10.2	8.4	100.0	13.0	4.1	19.2	16.2	32.5	15.4	52.1	13.0	11.5	16.2
15/OLDER	56.0	36.7	30.7	36.2	39.0	36.8	100.0	100.0	100.0	100.0	36.7	34.4	36.8	100.0	100.0	100.0
15	18.1	10.2	10.2	11.7	12.1	3.7	32.3	100.0	9.6	11.0	10.2	11.5	8.3	32.3	50.1	11.0
16	19.9	15.4	7.8	15.8	17.2	19.3	35.6	10.6	100.0	13.0	15.4	11.8	17.6	35.6	55.2	13.0
17	14.5	9.4	6.8	5.8	10.0	14.5	25.8	10.7	4.6	56.2	9.4	6.5	11.2	25.8	7.9	56.2
18/OLDER	11.7	6.4	5.9	9.4	4.8	6.5	21.0	5.0	12.2	45.6	6.4	8.2	5.1	21.0	8.4	45.6
REFUSED	5.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	14.29	13.48	12.13	13.14	13.70	14.20	15.26	14.69	15.14	15.95	13.48	12.75	13.92	15.26	14.92	15.95

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

	TOTAL		MALE ONLY (CHILDREN)					FEMALE ONLY (CHILDREN)					BOTH (CHILDREN)						
	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	
Total	500	110	53	63	96	55	44	98	42	62	90	65	32	95	58	64	92	60	52
14/YOUNGER	60.9	100.0	100.0	100.0	31.2	38.0	22.3	100.0	100.0	100.0	23.1	25.7	12.9	100.0	100.0	100.0	66.2	58.3	66.6
10/YOUNGER	3.5	5.9	12.2	2.2	-	-	-	2.5	5.8	-	-0.2	-0.3	-	8.0	13.1	0.8	1.1	1.7	-
11	11.6	15.5	32.3	2.9	6.0	9.0	1.8	20.0	46.4	9.7	6.7	5.9	6.9	22.7	37.2	21.0	11.0	6.2	12.5
12	17.5	28.1	58.5	4.6	8.3	9.6	7.7	21.5	49.8	0.8	3.0	4.1	-	37.1	60.7	22.7	23.0	23.5	19.1
13	19.9	30.9	2.6	53.7	11.9	15.2	6.9	31.8	5.2	50.1	9.7	10.5	6.0	35.6	24.1	52.7	20.2	20.9	18.9
14	19.8	27.4	8.9	47.7	6.1	4.2	7.9	33.6	10.3	52.8	6.4	6.8	4.3	37.9	25.3	56.2	27.0	23.4	31.1
15/OLDER	56.0	27.1	25.7	25.6	100.0	100.0	100.0	21.4	20.2	22.1	100.0	100.0	100.0	64.1	53.3	62.2	100.0	100.0	100.0
15	18.1	8.5	10.4	6.2	28.0	48.9	3.1	5.4	8.8	2.6	36.1	49.9	16.1	17.2	14.7	15.9	33.6	51.4	15.0
16	19.9	12.2	10.3	12.7	33.4	58.3	5.9	11.8	6.2	14.3	37.1	51.3	7.1	23.2	17.6	25.8	37.1	56.7	23.2
17	14.5	2.3	-	4.0	22.6	2.5	49.3	2.8	1.9	3.0	16.8	4.0	48.2	24.6	15.9	26.2	37.4	17.0	66.9
18/OLDER	11.7	6.6	7.9	4.8	23.3	3.3	50.7	1.4	3.2	2.2	18.5	6.0	53.0	11.4	12.1	8.2	19.4	15.6	34.7
REFUSED	5.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	14.29	13.27	12.45	13.85	15.50	14.83	16.53	13.19	12.29	13.77	15.50	15.12	16.54	13.82	13.17	14.06	14.92	14.85	15.38



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

	TOTAL			MEN						WOMEN						MEN			WOMEN		
	14/ YOUN-	12/ YOUN-		13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH		
Total	500	140	77	85	101	64	45	165	78	105	179	116	83	68	69	65	113	101	70		
14/YOUNGER	60.9	100.0	100.0	100.0	44.5	47.3	35.1	100.0	100.0	100.0	37.3	36.5	38.7	61.1	67.9	76.5	60.7	50.2	64.6		
10/YOUNGER	3.5	6.8	12.4	0.6	0.8	1.2	-	4.7	10.1	1.3	-	-	-	3.2	3.5	6.3	3.8	-	5.0		
11	11.6	28.0	50.8	18.4	12.8	15.2	7.0	11.6	24.7	5.4	5.0	2.4	7.5	15.6	18.4	24.0	5.8	6.7	8.4		
12	17.5	25.0	45.5	8.5	12.5	10.7	15.7	31.9	67.8	10.2	10.7	13.1	7.4	9.3	13.4	29.6	21.8	11.6	22.8		
13	19.9	33.5	15.6	55.1	13.3	16.7	7.3	31.9	7.2	50.0	14.2	14.6	13.7	18.6	24.0	26.2	18.9	14.4	23.9		
14	19.8	29.2	14.9	48.0	12.2	11.0	13.0	35.4	15.8	55.5	13.5	11.8	18.0	14.5	14.1	32.2	18.0	22.8	21.5		
15/OLDER	56.0	32.2	32.6	28.8	100.0	100.0	100.0	40.4	36.1	43.2	100.0	100.0	100.0	50.6	41.4	57.1	54.0	61.2	78.4		
15	18.1	11.1	11.6	9.5	36.5	57.4	8.9	9.5	11.4	7.3	29.9	46.1	12.1	18.9	19.3	16.3	12.3	19.1	29.1		
16	19.9	13.2	10.3	13.9	30.5	47.9	11.9	17.4	13.4	20.6	38.5	59.3	13.7	15.5	10.8	19.7	18.9	25.8	30.6		
17	14.5	7.8	7.1	8.3	25.7	5.0	57.2	10.8	6.0	13.6	25.9	9.5	55.6	9.7	7.9	21.3	13.3	9.6	29.5		
18/OLDER	11.7	3.6	6.4	0.9	20.1	8.5	44.7	8.7	9.9	8.5	21.4	8.4	46.0	11.7	8.2	9.1	12.6	10.9	17.1		
REFUSED	5.5	-	-	-	-	-	-	-	-	-	-	-	-	4.3	3.5	5.0	2.0	0.5	8.2		
Mean	14.29	13.18	12.58	13.60	15.06	14.64	15.95	13.72	12.94	14.17	15.38	15.08	15.95	14.21	13.76	13.80	14.32	14.71	14.66		

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

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some Col-lege	COL-LEGE GRAD.	Col-lege Grad.	Post Grad. Work
Total	500	32	58	67	54	67	139	90	327	157	260	277	139	195	27	68	100	294	215	79
14/YOUNGER	60.9	59.4	66.7	64.9	65.3	64.2	63.9	64.1	64.4	64.4	64.3	64.6	63.9	64.1	67.0	63.4	63.8	60.4	58.3	66.0
10/YOUNGER	3.5	-	8.0	4.4	1.6	6.0	2.5	5.1	3.5	4.8	3.2	4.5	2.5	3.4	5.1	7.6	-	3.7	3.4	4.4
11	11.6	5.7	16.6	10.7	9.4	15.1	13.9	12.7	12.8	11.8	13.3	12.1	13.9	12.5	11.5	13.3	12.2	11.5	11.5	11.4
12	17.5	27.3	13.9	18.1	28.3	17.4	16.3	18.7	18.9	18.5	19.1	20.1	16.3	23.8	24.5	12.7	31.2	14.0	12.8	17.4
13	19.9	21.0	20.8	18.1	7.3	19.6	23.7	20.9	19.0	19.7	19.3	17.3	23.7	18.9	25.3	17.8	18.0	20.6	17.5	29.0
14	19.8	26.8	15.5	24.5	27.6	18.6	19.4	19.5	21.6	21.7	20.9	22.1	19.4	18.2	15.5	25.5	13.9	21.5	22.9	17.6
15/OLDER	56.0	64.8	43.9	59.5	51.5	54.5	60.0	51.4	57.4	54.8	56.9	54.1	60.0	56.5	62.3	51.3	58.5	57.0	58.8	52.3
15	18.1	17.6	10.1	21.2	19.2	16.6	19.4	12.8	19.1	16.4	18.6	17.0	19.4	19.0	22.8	9.6	24.4	18.1	19.9	13.3
16	19.9	21.5	14.6	18.8	10.4	17.9	27.1	17.1	20.7	17.8	21.2	16.4	27.1	18.7	19.5	20.7	17.1	21.4	21.0	22.3
17	14.5	16.5	19.2	7.6	15.2	22.0	14.1	18.2	14.5	13.7	16.3	16.0	14.1	13.2	20.3	19.4	7.0	15.5	15.7	14.9
18/OLDER	11.7	17.1	5.1	17.1	11.4	9.6	8.1	9.4	10.8	12.7	9.2	11.7	8.1	13.5	15.6	7.8	16.8	10.9	11.8	8.4
REFUSED	5.5	3.2	2.3	-	8.9	2.6	1.2	2.6	2.5	1.5	3.1	3.2	1.2	3.9	3.8	2.2	5.2	4.1	4.6	2.6
Mean	14.29	14.56	13.79	14.28	14.23	14.17	14.25	14.11	14.24	14.18	14.22	14.19	14.25	14.19	14.30	14.11	14.21	14.34	14.44	14.10



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

	TOTAL	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COL-   Col-   Post	LESS/ COL-   Col-   Post	SINGLE	MAR-	SEPA-	DIV-	WID-	MALE	FEMALE						
		COLLEG LEGE  lege  Grad.	COLLEG LEGE  lege  Grad.	RIED	RATED	ORCED	OWED									
	GRAD.  GRAD.  Grad.  Work	GRAD.  GRAD.  Grad.  Work														
Total	500	89	116	84	32	106	178	131	48	39	373	11	57	9	168	205
14/YOUNGER	60.9	67.2	67.6	60.9	85.4	61.4	55.6	56.6	53.0	52.3	63.6	65.6	56.5	74.0	67.2	60.6
10/YOUNGER	3.5	3.7	5.4	5.2	5.9	3.1	2.5	2.3	3.3	2.6	3.8	-	3.9	-	4.6	3.2
11	11.6	17.7	20.0	20.3	19.3	8.1	5.9	5.9	6.2	4.9	13.0	-	13.5	-	19.4	7.8
12	17.5	24.6	11.3	9.6	15.8	23.1	15.8	14.9	18.5	11.9	18.9	25.7	15.7	8.5	16.5	20.8
13	19.9	18.9	24.6	16.5	46.2	19.0	18.0	18.1	17.6	15.6	20.9	29.3	15.8	25.0	23.5	18.7
14	19.8	14.1	24.2	25.5	21.0	21.6	19.7	21.3	15.4	17.3	20.0	23.9	19.9	40.5	20.8	19.4
15/OLDER	56.0	53.5	45.5	53.7	23.5	59.1	64.5	62.0	71.4	55.9	56.9	69.3	54.7	60.4	50.2	62.3
15	18.1	21.6	15.2	19.0	5.0	16.8	20.0	20.5	18.9	15.3	19.3	36.4	12.3	17.0	16.8	21.3
16	19.9	9.2	19.5	23.7	8.4	26.6	22.6	19.3	31.6	16.7	21.0	32.9	18.8	-	16.7	24.6
17	14.5	15.0	10.2	8.2	15.5	11.7	18.9	20.5	14.4	17.0	14.7	-	13.4	25.4	13.1	16.0
18/OLDER	11.7	11.6	8.6	11.9	-	15.0	12.3	11.7	14.0	10.7	11.7	-	13.7	17.9	10.8	12.3
REFUSED	5.5	5.2	5.8	5.5	6.6	2.9	2.9	3.9	-	2.2	4.1	-	3.5	-	4.5	3.9
Mean	14.29	13.93	13.87	14.09	13.27	14.40	14.66	14.67	14.64	14.66	14.23	14.15	14.28	14.92	13.95	14.46



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

	TOTAL	RELIGION				BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT-ESTANT	CATH-OLIC	ATH-EIST	OTHER	YES	NO	MALE	FEMALE	WHITE	NON-WHITE	Hisp-panic	Afr-ican	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN
Total	500	323	59	28	241	96	99	143	336	159	30	103	136	46	200	57	88	32	237	66	
14/YOUNGER	60.9	58.5	59.3	82.4	59.6	65.6	62.7	57.4	60.3	61.6	54.4	63.1	65.2	71.3	57.0	56.6	77.5	84.7	54.9	55.6	
10/YOUNGER	3.5	3.2	3.1	-	2.8	5.3	2.1	3.3	4.7	1.1	2.8	0.5	6.2	1.1	3.7	-	12.4	-	2.1	0.8	
11	11.6	10.7	17.9	11.8	10.1	16.9	17.3	5.1	11.7	11.9	13.0	7.6	18.2	14.0	7.3	2.6	20.3	12.0	9.1	6.2	
12	17.5	18.4	10.9	35.7	18.3	18.2	14.2	21.2	18.1	16.5	3.8	18.2	19.6	14.1	17.0	21.5	25.3	25.1	16.3	16.5	
13	19.9	19.2	16.4	30.6	21.1	19.2	23.4	19.6	18.7	21.3	9.0	25.3	19.1	31.3	18.4	20.5	15.1	35.4	20.1	22.5	
14	19.8	16.2	22.8	21.5	16.3	22.1	17.5	15.5	18.5	22.7	35.6	20.0	17.3	19.4	19.2	20.5	19.1	16.6	18.0	20.9	
15/OLDER	56.0	62.2	51.5	42.9	61.4	57.3	53.2	67.0	55.5	58.2	58.2	57.6	49.6	44.8	59.5	67.9	23.9	38.9	67.9	67.5	
15	18.1	19.4	15.3	20.0	18.1	18.9	16.5	19.2	18.6	17.8	24.2	13.5	16.9	18.6	19.7	9.5	8.2	11.2	22.7	14.2	
16	19.9	22.7	16.8	20.1	22.2	23.8	12.8	28.7	18.1	24.6	20.6	28.5	15.5	15.6	19.9	38.7	9.6	11.5	21.5	36.7	
17	14.5	15.8	12.6	4.4	17.4	12.6	18.6	16.6	14.3	14.6	9.7	14.3	13.0	9.2	15.2	18.4	2.6	10.1	19.0	17.6	
18/OLDER	11.7	13.6	13.1	9.4	14.2	9.2	13.6	14.6	12.0	11.3	14.6	11.2	11.4	8.6	12.5	13.3	4.9	6.1	14.8	12.2	
REFUSED	5.5	4.0	5.4	-	5.0	-	7.5	3.2	5.4	4.8	4.3	4.8	5.8	8.5	5.2	1.8	9.0	-	2.7	3.0	
Mean	14.29	14.44	14.23	13.83	14.48	14.04	14.27	14.62	14.22	14.42	14.61	14.51	13.89	14.03	14.45	14.86	12.81	13.75	14.63	14.75	



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

	TOTAL			AGE			MEN			WOMEN			GENDER	
	UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE			
	40		55	40		55	40		55					
Total	500	144	301	35	63	121	14	81	180	20	210	290		
14/YOUNGER	60.9	77.6	56.3	47.6	81.5	65.3	45.3	74.5	50.2	49.3	66.5	56.9		
10/YOUNGER	3.5	8.2	1.7	1.4	7.0	4.3	-	9.1	-	2.3	4.5	2.7		
11	11.6	18.1	10.2	4.4	26.8	17.0	10.4	11.4	5.6	-	18.6	6.6		
12	17.5	22.4	16.8	13.8	17.3	18.9	8.1	26.3	15.3	17.8	16.6	18.2		
13	19.9	19.4	19.7	27.5	22.9	21.8	31.0	16.7	18.2	25.0	22.3	18.1		
14	19.8	21.5	19.1	18.5	15.7	21.9	21.2	26.1	17.2	16.6	19.4	20.1		
15/OLDER	56.0	30.3	66.6	76.7	29.2	56.6	61.8	31.2	73.3	87.4	48.1	61.6		
15	18.1	12.1	21.5	16.7	16.5	19.0	6.6	8.6	23.2	24.0	17.6	18.5		
16	19.9	10.9	23.6	28.8	8.1	17.5	31.3	13.1	27.7	27.1	14.7	23.8		
17	14.5	3.8	18.4	25.5	1.3	16.4	25.3	5.8	19.8	25.6	12.4	16.0		
18/OLDER	11.7	4.4	14.8	11.1	5.4	12.8	2.8	3.6	16.1	17.0	9.7	13.2		
REFUSED	5.5	6.6	2.9	2.8	8.1	3.0	6.6	5.3	2.9	-	6.8	4.5		
Mean	14.29	13.17	14.62	14.81	13.02	14.14	14.57	13.28	14.96	14.96	13.90	14.57		

**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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29. 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	LESS/ 10	11-14 15	OVER	YES	NO/ NOT YET
Total	500	158	64	18	76	141	60	81	89	45	44	21	56	35	299	197	239	203	36	462	38
MALE ONLY	36.2	35.2	31.6	30.2	39.5	34.2	31.6	36.1	39.9	41.8	37.9	43.5	35.5	36.2	44.9	22.8	34.1	38.0	39.2	35.5	45.5
FEMALE ONLY	34.0	29.9	29.2	41.2	27.9	38.2	41.3	36.0	29.2	28.7	29.7	31.0	43.3	34.4	44.6	18.6	37.4	30.2	33.6	33.9	34.7
BOTH	27.1	31.5	37.0	28.6	27.6	25.7	24.5	26.6	27.6	26.3	29.0	21.9	19.2	26.4	7.7	57.0	25.6	29.3	25.4	28.4	11.1
DK/REFUSED	2.7	3.3	2.2	-	5.0	1.8	2.6	1.2	3.3	3.2	3.3	3.6	2.1	3.1	2.8	1.6	3.0	2.5	1.8	2.2	8.8



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29. 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 ABUSE WITH YOUR CHILDREN			TALKED ABOUT ALCOHOL ABUSE LAST FEW MOS.		UNDERAGED DRINKING IN YOUR COMMUNITY					CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL			APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL		S/R/H: ADS STOP UNDERAGE DRINKING		TALKED TO CHILD ABOUT BRAIN DEVLPMNT		
		FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	LESS/ 14	15-17 18	OVER	YES	NO	YES	NO
Total	500	178	214	68	382	74	422	213	209	50	297	98	199	200	18	57	375	232	265	352	145
MALE ONLY	36.2	33.9	36.7	35.6	36.7	30.8	36.5	36.7	36.3	27.2	37.9	32.4	40.6	33.3	41.6	43.6	36.0	34.3	37.7	37.0	34.2
FEMALE ONLY	34.0	27.9	37.7	38.7	32.3	43.0	34.7	34.0	35.4	36.8	32.5	39.3	29.2	36.2	26.4	38.0	33.6	37.0	31.2	33.9	34.3
BOTH	27.1	34.9	23.6	25.7	28.3	26.2	26.3	27.3	25.2	33.2	27.1	26.2	27.5	27.4	27.3	15.9	28.0	26.0	28.3	27.2	26.9
DK/REFUSED	2.7	3.4	2.0	-	2.7	-	2.6	2.0	3.2	2.8	2.5	2.2	2.7	3.1	4.7	2.6	2.5	2.7	2.8	2.0	4.7



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29. 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?

	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					HOW OFTEN DO YOU TALK TO YOUR CHILDREN ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN						UNDERAGE DRINKING AFFECTS TEEN HEALTH		TALKING ABOUT UNDERAGE DRINKING AFFECTS ON BRAIN HEALTH/DEVELOPMENT EFF./INEFF. WAY TO INFLUENCE THEIR DECISIONS						
	17/Younger	14/Younger	15-17	18-20	21+	TALK	Always	Some-times	NOT OFTEN	Rarely	Never	YES	NO	EFFECTIVE	Very	Some-what	INEFFECTIVE	Some-what	Very	
Total	500	106	55	51	139	221	326	148	178	126	86	40	461	24	419	249	170	67	47	20
MALE ONLY	36.2	29.2	31.5	26.8	39.4	38.4	34.7	35.9	33.8	34.2	38.2	25.6	37.7	21.3	34.8	32.5	38.2	42.6	47.7	30.9
FEMALE ONLY	34.0	36.2	32.5	40.3	32.9	33.5	33.6	34.3	33.0	36.1	34.1	40.4	32.3	49.8	33.5	34.4	32.2	39.0	31.4	56.7
BOTH	27.1	30.1	29.3	31.0	25.8	26.7	29.4	27.6	30.9	27.3	27.0	28.1	27.3	25.4	28.6	30.4	26.0	18.1	20.5	12.4
DK/REFUSED	2.7	4.4	6.7	2.0	2.0	1.4	2.2	2.1	2.3	2.4	0.7	6.0	2.7	3.5	3.1	2.7	3.6	0.3	0.5	-



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29. 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		HEARD OF SITE		VISITED SITE		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK																		
	TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		REGU-			2+		Once A		NOT		Every		Once A		RARELY		Rarely		Never	
	RG		YES	NO	YES	NO	LARLY	Times/	Week	REGU-	Couple	Week	LARLY	Weeks	NEVER										
Total	500	181	310	35	453	172	100	72	65	30	35	261	115	145											
MALE ONLY	36.2	35.8	36.3	30.3	37.0	39.3	42.1	35.4	37.8	42.3	34.0	33.3	36.5	30.7											
FEMALE ONLY	34.0	35.4	33.7	37.5	33.8	34.8	38.2	30.1	32.1	17.8	44.5	34.2	33.8	34.5											
BOTH	27.1	26.1	27.2	26.3	26.6	24.6	17.5	34.5	27.9	38.8	18.6	28.6	25.3	31.3											
DK/REFUSED	2.7	2.7	2.8	5.9	2.6	1.3	2.2	-	2.1	1.2	2.9	3.9	4.4	3.4											



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	TOTAL	IDEOLOGY						PARTY						WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	113	44	69	143	91	129	219	164	198	123	106	17	139	98	88	5	74	20
MALE ONLY	36.2	36.9	29.6	41.6	37.8	37.5	31.3	33.9	39.5	34.3	35.6	36.4	30.5	42.2	38.9	43.1	29.8	30.1	27.6
FEMALE ONLY	34.0	36.9	48.1	29.7	34.2	28.7	35.9	32.9	32.9	33.9	36.6	34.1	52.4	30.5	34.3	34.1	70.2	38.4	40.2
BOTH	27.1	24.7	19.7	28.0	24.9	30.7	29.7	30.1	26.5	29.7	23.9	25.0	17.0	26.7	23.9	20.5	-	29.6	32.2
DK/REFUSED	2.7	1.5	2.6	0.7	3.1	3.1	3.0	3.1	1.1	2.2	3.9	4.5	-	0.5	2.9	2.3	-	1.9	-

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29. 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			MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL			
Total	500	78	73	54	86	125	69	305	280	181	170	135	128	103	258		
MALE ONLY	36.2	37.1	30.3	27.3	41.7	36.6	42.1	36.2	34.1	100.0	-	-	27.2	39.3	38.9		
FEMALE ONLY	34.0	32.8	29.0	41.3	33.0	36.7	32.9	32.0	32.3	-	100.0	-	42.8	29.8	32.7		
BOTH	27.1	28.1	36.8	28.7	25.1	25.5	20.1	31.2	32.9	-	-	100.0	27.8	30.7	26.4		
DK/REFUSED	2.7	2.0	3.9	2.6	0.3	1.2	4.9	0.5	0.6	-	-	-	2.2	0.2	1.9		

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29. 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 OF CHILDREN									AGE OF CHILDREN					
		14/  YOUN-  GER	11/  YOUN-  GER	12	13	14	15/  OLDER	15	16	17/  OLDER	14/  YOUN-  GER	12/  YOUN-  GER	13-14	15/  OLDER	15-16	17/  OLDER
Total	500	305	74	88	99	99	280	90	100	129	305	154	190	280	180	129
MALE ONLY	36.2	36.2	29.8	35.4	34.2	30.5	34.1	29.6	32.1	34.1	36.2	34.3	33.3	34.1	30.4	34.1
FEMALE ONLY	34.0	32.0	29.6	23.9	31.3	33.0	32.3	36.1	33.6	24.5	32.0	27.2	32.6	32.3	36.2	24.5
BOTH	27.1	31.2	39.5	40.3	34.1	36.4	32.9	34.3	34.3	40.0	31.2	37.7	33.8	32.9	33.4	40.0
DK/REFUSED	2.7	0.5	1.2	0.4	0.4	-	0.6	-	-	1.4	0.5	0.8	0.2	0.6	-	1.4

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29. 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 (CHILDREN)							FEMALE ONLY (CHILDREN)							BOTH (CHILDREN)						
	14/  YOUN-  GER	12/  YOUN-  GER	13-14	15/  OLDER	15-16	17/  OLDER	14/  YOUN-  GER	12/  YOUN-  GER	13-14	15/  OLDER	15-16	17/  OLDER	14/  YOUN-  GER	12/  YOUN-  GER	13-14	15/  OLDER	15-16	17/  OLDER										
Total	500	110	53	63	96	55	44	98	42	62	90	65	32	95	58	64	92	60	52									
MALE ONLY	36.2	100.0	100.0	100.0	100.0	100.0	100.0	-	-	-	-	-	-	-	-	-	-	-	-									
FEMALE ONLY	34.0	-	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0	100.0	-	-	-	-	-	-									
BOTH	27.1	-	-	-	-	-	-	-	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0	100.0									
DK/REFUSED	2.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-									

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	TOTAL			MEN						WOMEN						MEN			WOMEN			
				14/  YOUN-	12/  YOUN-	13-14	15/  OLDER	15-16	17/  OLDER	14/  YOUN-	12/  YOUN-	13-14	15/  OLDER	15-16	17/  OLDER	MALE  ONLY	FEMALE  ONLY	BOTH	MALE  ONLY	FEMALE  ONLY	BOTH	
Total	500	140	77	85	101	64	45	165	78	105	179	116	83	68	69	65	113	101	70			
MALE ONLY	36.2	29.7	24.8	26.5	34.0	33.2	32.0	41.7	43.8	38.8	34.2	28.8	35.3	100.0	-	-	100.0	-	-			
FEMALE ONLY	34.0	33.5	30.6	30.9	28.2	32.2	24.4	30.8	23.8	34.0	34.6	38.4	24.5	-	100.0	-	-	100.0	-			
BOTH	27.1	35.9	43.5	42.1	37.0	34.6	41.9	27.3	31.9	27.2	30.6	32.7	39.0	-	-	100.0	-	-	100.0			
DK/REFUSED	2.7	0.9	1.1	0.5	0.7	-	1.6	0.2	0.5	-	0.6	-	1.2	-	-	-	-	-	-			

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29. 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	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some College	COLLEGE GRAD.	Col- lege Grad.	Post Grad. Work
Total	500	32	58	67	54	67	139	90	327	157	260	277	139	195	27	68	100	294	215	79
MALE ONLY	36.2	46.0	43.0	29.4	38.1	27.9	45.0	44.1	37.2	37.8	39.2	35.5	45.0	39.1	24.3	36.1	45.2	35.1	36.1	32.5
FEMALE ONLY	34.0	30.3	43.9	45.5	24.8	34.8	28.1	39.0	32.5	41.8	29.2	36.8	28.1	34.2	23.8	40.7	32.5	35.0	33.3	39.6
BOTH	27.1	23.7	13.1	25.1	31.8	37.3	26.9	16.9	29.4	20.4	30.6	26.7	26.9	26.6	51.9	23.2	22.1	27.3	27.2	27.4
DK/REFUSED	2.7	-	-	-	5.3	-	-	-	0.9	-	1.1	1.0	-	0.1	-	-	0.2	2.6	3.4	0.4



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29. 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				MEN				WOMEN				MARITAL STATUS				MARRIED	
	LESS/ COLLEGE GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	LESS/ COLLEGE GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	SINGLE	MAR- RIED	SEPA- RATED	DIV- ORCED	WID- OWED	MALE	FEMALE			
Total	500	89	116	84	32	106	178	131	48	39	373	11	57	9	168	205		
MALE ONLY	36.2	39.9	26.6	25.5	29.6	38.5	40.7	42.9	34.5	44.8	35.6	7.1	43.0	31.6	29.5	40.6		
FEMALE ONLY	34.0	33.3	33.8	37.3	24.7	34.9	35.8	30.8	49.6	47.1	31.5	72.3	36.8	53.9	33.2	30.1		
BOTH	27.1	26.6	36.1	32.5	45.8	26.6	21.5	23.8	15.2	5.8	31.6	20.6	18.7	14.5	35.3	28.6		
DK/REFUSED	2.7	0.2	3.5	4.7	-	-	2.0	2.5	0.7	2.2	1.3	-	1.5	-	2.0	0.7		

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	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT-ESTANT	CATH-OLIC	OTH-ER	YES	NO	MALE	FEMALE	WHITE	NON-WHITE	Hisp-panic	Afr-ican	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN
Total	500	323	59	28	241	96	99	143	336	159	30	103	136	46	200	57	88	32	237	66
MALE ONLY	36.2	35.7	40.4	41.2	34.6	38.2	33.3	35.5	40.7	26.3	26.5	29.8	36.8	26.7	43.4	32.2	43.6	40.1	40.6	25.1
FEMALE ONLY	34.0	34.6	33.8	35.5	32.5	38.7	31.5	33.1	32.8	38.2	35.7	40.1	32.6	38.4	32.9	41.4	31.6	53.8	32.9	35.2
BOTH	27.1	28.0	25.7	23.2	31.1	23.2	32.0	30.5	23.9	33.4	31.6	28.8	26.9	31.8	22.0	26.4	22.8	6.1	25.1	39.8
DK/REFUSED	2.7	1.7	-	-	1.8	-	3.2	0.9	2.6	2.1	6.2	1.4	3.8	3.1	1.7	-	2.1	-	1.4	-



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	TOTAL	AGE			MEN			WOMEN			GENDER	
		UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE
		40		55	40		55	40		55		
Total	500	144	301	35	63	121	14	81	180	20	210	290
MALE ONLY	36.2	42.5	35.0	29.0	35.6	31.3	22.0	47.8	37.5	34.1	32.3	39.0
FEMALE ONLY	34.0	36.3	33.2	35.7	36.7	31.0	40.0	35.9	34.7	32.6	32.8	34.9
BOTH	27.1	19.4	30.5	35.3	25.0	35.8	38.0	15.1	26.9	33.4	31.2	24.1
DK/REFUSED	2.7	1.9	1.3	-	2.8	1.9	-	1.2	0.9	-	3.7	2.0

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30. 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	GRADES 6-12	START TALKING ABOUT	ALCOHOL ABUSE	ALCOHOL ABUSE	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	1	2 OVER	LESS/ 10	11-14	OVER 15	YES	NO/ NOT YET
Total	500	158	64	18	76	141	60	81	89	45	44	21	56	35	299	197	239	203	36	462	38
CITY	25.5	27.8	34.4	57.0	15.3	26.2	52.3	6.8	34.7	58.6	10.2	17.5	12.2	15.8	25.1	26.3	22.7	24.9	39.2	25.3	28.7
SUBURB	20.7	23.0	45.7	22.8	3.9	24.6	32.2	18.9	17.2	25.7	8.5	20.3	7.9	24.0	19.0	23.1	20.1	22.5	17.0	21.3	13.2
SMALL CITY/RURAL	51.6	47.8	18.0	20.2	79.4	49.0	15.6	73.7	43.6	13.5	74.5	55.3	76.8	57.7	53.7	48.5	54.9	50.0	43.2	52.4	42.6
DK/REFUSED	2.2	1.5	2.0	-	1.4	0.3	-0.1	0.6	4.5	2.3	6.7	7.0	3.1	2.4	2.2	2.0	2.3	2.6	0.6	1.1	15.4



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30. 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?

	TALK ABOUT ALCOHOL ABUSE WITH YOUR CHILDREN			TALKED ABOUT ALCOHOL ABUSE LAST FEW MOS.			UNDERAGED DRINKING IN YOUR COMMUNITY					CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL			APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL			S/R/H: ADS STOP UNDERAGE DRINKING		TALKED TO CHILD ABOUT BRAIN DEVLPMNT	
	FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	LESS/ 14	15-17 18	OVER	YES	NO	YES	NO	
Total	500	178	214	68	382	74	422	213	209	50	297	98	199	200	18	57	375	232	265	352	145
CITY	25.5	26.9	26.9	16.6	26.2	21.4	26.5	28.2	24.8	17.0	25.8	36.5	20.6	25.4	21.6	23.4	26.0	28.4	23.1	28.1	18.4
SUBURB	20.7	17.5	21.3	31.3	19.5	28.2	22.1	21.8	22.4	16.7	21.6	11.3	26.6	19.0	26.4	20.1	20.8	21.0	20.6	19.9	22.8
SMALL CITY/RURAL	51.6	53.5	51.2	52.1	53.0	50.4	49.1	49.5	48.8	63.5	50.3	50.9	50.0	53.6	47.2	48.8	51.8	49.4	53.3	50.9	53.8
DK/REFUSED	2.2	2.2	0.5	-	1.3	-	2.2	0.5	4.0	2.8	2.3	1.4	2.8	2.0	4.7	7.7	1.4	1.2	3.0	1.0	5.0



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30. 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?

	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					HOW OFTEN DO YOU TALK TO YOUR CHILDREN ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN						UNDERAGE DRINKING AFFECTS TEEN HEALTH		TALKING ABOUT UNDERAGE DRINKING AFFECTS ON BRAIN HEALTH/DEVELOPMENT EFF./INEFF. WAY TO INFLUENCE THEIR DECISIONS						
	17/Younger	14/Younger	15-17	18-20	21+	TALK	Always	Some-times	NOT OFTEN	Rarely	Never	YES	NO	EFFECTIVE	Very	Some-what	INEFFECTIVE	Some-what	Very	
Total	500	106	55	51	139	221	326	148	178	126	86	40	461	24	419	249	170	67	47	20
CITY	25.5	28.5	35.2	21.2	24.5	22.2	25.6	27.9	23.6	22.4	23.4	20.2	25.1	18.0	25.9	26.8	24.5	21.7	17.1	32.3
SUBURB	20.7	15.4	12.2	18.8	22.0	24.4	18.4	13.4	22.5	29.1	33.5	19.7	20.0	35.7	19.9	18.0	22.8	26.0	24.3	29.8
SMALL CITY/RURAL	51.6	53.7	50.5	57.1	53.3	51.5	55.1	57.8	52.9	46.9	41.4	58.9	52.9	42.8	52.1	54.2	49.1	49.8	54.9	37.8
DK/REFUSED	2.2	2.5	2.1	2.9	0.3	2.0	0.9	0.8	1.0	1.6	1.7	1.2	2.1	3.5	2.1	1.0	3.7	2.5	3.6	-



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30. 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		HEARD OF SITE		VISITED SITE		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK																		
	TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		REGU-			2+		Once A		NOT		Every		Once A		RARELY		Rarely		Never	
	RG		YES	NO	YES	NO	LARLY	Times/	Week	REGU-	Couple	Week	LARLY	Weeks	NEVER										
Total	500	181	310	35	453	172	100	72	65	30	35	261	115	145											
CITY	25.5	24.7	26.4	34.7	25.1	28.2	25.2	32.4	20.1	15.1	24.4	25.3	30.1	21.5											
SUBURB	20.7	25.9	17.5	14.5	21.2	24.4	26.1	22.1	25.1	32.6	18.6	16.7	21.2	13.2											
SMALL CITY/RURAL	51.6	46.6	54.3	45.9	51.7	46.9	47.8	45.5	49.7	41.3	57.0	55.4	46.0	62.8											
DK/REFUSED	2.2	2.8	1.9	4.9	2.0	0.5	0.9	-	5.1	11.0	-	2.6	2.7	2.5											



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30. 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	IDEOLOGY						PARTY					WHITE			AFRICAN AMERICAN			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	113	44	69	143	91	129	219	164	198	123	106	17	139	98	88	5	74	20
CITY	25.5	32.4	38.5	28.4	23.6	18.7	23.7	21.7	16.6	35.2	23.1	22.9	24.2	16.1	31.6	16.4	26.8	39.6	40.0
SUBURB	20.7	17.7	19.8	16.3	26.1	24.6	15.7	19.4	23.2	16.1	24.5	24.4	25.2	21.3	20.9	21.3	29.8	9.7	39.1
SMALL CITY/RURAL	51.6	47.5	39.8	52.4	47.2	55.2	60.0	58.0	59.5	46.5	49.6	49.5	50.6	62.6	44.5	59.4	43.4	48.6	20.9
DK/REFUSED	2.2	2.5	1.9	2.9	3.0	1.6	0.5	1.0	0.7	2.2	2.8	3.2	-	-	2.9	2.8	-	2.0	-



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30. 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	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL
Total	500	78	73	54	86	125	69	305	280	181	170	135	128	103	258
CITY	25.5	16.1	38.1	23.1	17.1	33.6	23.0	24.8	28.4	19.2	32.2	26.2	100.0	-	-
SUBURB	20.7	20.0	15.9	22.4	26.1	16.2	26.2	22.3	21.4	22.4	18.1	23.4	-	100.0	-
SMALL CITY/RURAL	51.6	62.8	42.0	49.9	56.6	49.1	49.4	51.9	49.7	55.5	49.8	50.4	-	-	100.0
DK/REFUSED	2.2	1.1	4.0	4.6	0.3	1.2	1.4	0.9	0.5	2.9	-	-0.1	-	-	-

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30. 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 OF CHILDREN									AGE OF CHILDREN					
		14/  YOUN-  GER	11/  YOUN-  GER	12	13	14	15/  OLDER	15	16	17/  OLDER	14/  YOUN-  GER	12/  YOUN-  GER	13-14	15/  OLDER	15-16	17/  OLDER
Total	500	305	74	88	99	99	280	90	100	129	305	154	190	280	180	129
CITY	25.5	24.8	18.5	22.7	23.6	32.4	28.4	28.1	32.0	23.5	24.8	21.7	27.8	28.4	30.1	23.5
SUBURB	20.7	22.3	26.1	21.0	24.6	21.0	21.4	21.5	16.7	22.4	22.3	24.4	23.3	21.4	20.0	22.4
SMALL CITY/RURAL	51.6	51.9	54.3	56.3	49.9	46.6	49.7	48.9	50.8	54.1	51.9	53.3	47.9	49.7	49.1	54.1
DK/REFUSED	2.2	0.9	1.2	-	1.9	-	0.5	1.5	0.5	-	0.9	0.6	1.0	0.5	0.7	-

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30. 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 (CHILDREN)					FEMALE ONLY (CHILDREN)					BOTH (CHILDREN)						
	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	
Total	500	110	53	63	96	55	44	98	42	62	90	65	32	95	58	64	92	60	52
CITY	25.5	19.3	20.5	19.3	22.2	25.2	20.9	32.9	24.7	39.0	33.8	37.5	19.1	23.0	21.2	24.9	29.1	26.7	27.1
SUBURB	20.7	28.5	26.6	32.0	23.3	19.8	26.0	17.0	25.5	13.0	20.0	17.0	25.4	21.0	22.1	24.8	21.2	23.6	18.2
SMALL CITY/RURAL	51.6	50.4	52.9	45.7	53.0	52.5	53.0	50.2	49.9	47.9	46.2	45.6	55.4	56.1	56.7	50.3	49.7	49.7	54.7
DK/REFUSED	2.2	1.7	-	3.0	1.4	2.5	-	-	-	-	-	-	-	-	-	-	-	-	-

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30. 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							MEN							WOMEN									
	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH
Total	500	140	77	85	101	64	45	165	78	105	179	116	83	68	69	65	113	101	70					
CITY	25.5	26.9	22.4	28.6	27.5	29.2	24.7	23.1	21.1	27.2	29.0	30.7	22.8	14.8	32.5	30.4	21.8	31.9	22.2					
SUBURB	20.7	22.7	25.4	23.4	18.1	20.4	11.3	22.0	23.4	23.2	23.3	19.9	28.4	23.0	17.0	19.9	22.1	18.8	26.7					
SMALL CITY/RURAL	51.6	49.1	51.0	46.8	54.4	50.5	63.9	54.3	55.5	48.8	47.0	48.3	48.8	56.3	50.4	49.8	54.9	49.3	51.0					
DK/REFUSED	2.2	1.3	1.1	1.2	-	-	-	0.5	-	0.8	0.8	1.2	-	5.8	-	-0.2	1.2	-	-					

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30. 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	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some College	COLLEGE GRAD.	Col- lege Grad.	Post Grad. Work
Total	500	32	58	67	54	67	139	90	327	157	260	277	139	195	27	68	100	294	215	79
CITY	25.5	26.7	26.8	22.1	22.6	24.9	24.8	26.8	23.9	24.8	24.4	24.4	24.8	25.2	33.7	13.7	30.7	26.3	25.0	29.9
SUBURB	20.7	10.8	4.4	18.7	14.6	14.0	34.3	6.7	23.7	11.8	25.0	12.9	34.3	12.6	4.4	8.9	17.3	25.9	24.1	30.7
SMALL CITY/RURAL	51.6	59.7	68.8	59.2	61.3	61.1	40.6	65.5	52.0	62.8	50.1	62.1	40.6	60.1	61.9	74.5	49.7	46.9	49.7	39.5
DK/REFUSED	2.2	2.7	-	-	1.6	-	0.3	1.0	0.4	0.6	0.5	0.6	0.3	2.2	-	2.9	2.3	0.8	1.2	-

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30. 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				MEN				WOMEN				MARITAL STATUS				MARRIED	
	LESS/ COLLEGE GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	LESS/ COLLEGE GRAD.	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work	SINGLE	MAR- RIED	SEPA- RATED	DIV- ORCED	WID- OWED	MALE	FEMALE			
Total	500	89	116	84	32	106	178	131	48	39	373	11	57	9	168	205		
CITY	25.5	20.7	29.3	30.4	26.2	28.9	24.4	21.5	32.3	37.7	22.7	29.1	34.6	25.5	23.1	22.3		
SUBURB	20.7	13.0	25.1	24.0	28.1	12.2	26.4	24.2	32.4	2.4	23.3	11.2	20.1	26.0	22.8	23.7		
SMALL CITY/RURAL	51.6	63.0	43.7	42.9	45.7	57.6	49.1	54.1	35.3	55.4	53.2	59.8	43.7	48.5	52.6	53.7		
DK/REFUSED	2.2	3.3	1.9	2.7	-	1.3	0.1	0.2	-	4.5	0.8	-	1.5	-	1.4	0.3		

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30. 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	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican	WHITE	AFR- ICAN	WHITE	AFR- ICAN	WHITE	AFR- ICAN	WHITE	AFR- ICAN
Total	500	323	59	28	241	96	99	143	336	159	30	103	136	46	200	57	88	32	237	66
CITY	25.5	22.8	25.9	25.4	22.9	27.1	23.3	22.6	20.4	36.3	32.7	39.1	15.5	42.5	23.8	36.5	14.0	49.9	22.3	35.6
SUBURB	20.7	18.7	20.3	32.2	19.3	19.3	19.4	19.2	20.8	19.4	21.8	17.7	19.1	16.0	22.0	19.0	20.1	17.2	22.1	19.4
SMALL CITY/RURAL	51.6	58.1	52.1	42.4	57.4	53.0	57.3	57.6	56.7	42.3	39.7	41.7	61.9	38.2	53.2	44.5	63.3	32.9	55.3	45.0
DK/REFUSED	2.2	0.4	1.7	-	0.4	0.5	-	0.6	2.0	2.0	5.7	1.4	3.5	3.3	1.0	-	2.7	-	0.2	-



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30. 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			MEN			WOMEN			GENDER	
	UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE			
	40	55	40	55	40	55	40	55	40	55				
Total	500	144	301	35	63	121	14	81	180	20	210	290		
CITY	25.5	24.1	23.4	46.4	23.4	21.0	66.5	24.7	25.0	32.0	25.3	25.7		
SUBURB	20.7	20.4	22.7	14.4	20.2	20.8	17.1	20.6	24.0	12.5	19.4	21.6		
SMALL CITY/RURAL	51.6	52.6	53.7	39.2	51.4	58.2	16.4	53.6	50.7	55.5	52.0	51.4		
DK/REFUSED	2.2	2.8	0.2	-	5.1	-	-	1.1	0.4	-	3.3	1.3		

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31. 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	LESS/ 10	11-14 OVER 15	YES	NO/ NOT YET	
Total	500	158	64	18	76	141	60	81	89	45	44	21	56	35	299	197	239	203	36	462	38
UNDER \$20k	6.4	8.1	1.1	7.7	14.1	1.7	-	3.0	11.2	10.8	11.6	-	8.4	5.9	7.4	5.1	5.8	6.6	9.9	6.9	-
\$20k-\$40k	11.5	9.5	2.2	18.8	13.4	12.0	11.7	12.1	7.4	6.6	8.3	11.2	11.1	30.2	13.6	7.9	8.4	12.7	17.8	9.7	33.2
\$40k-\$60k	13.4	11.8	7.8	29.8	10.9	13.8	9.9	16.7	14.6	7.9	21.5	4.4	14.4	19.9	14.4	12.3	15.3	13.4	5.5	14.0	5.8
\$60k-\$75k	10.8	11.9	13.1	17.6	9.5	6.4	5.2	7.3	6.8	4.3	9.4	22.3	13.3	22.3	10.8	10.9	11.9	6.3	19.9	11.1	6.9
\$75k-\$100k	13.3	11.1	11.6	14.2	10.0	16.0	12.2	18.7	16.8	18.8	14.7	8.1	15.9	3.3	11.5	16.5	15.3	14.5	-	13.6	10.1
OVER \$100k	27.9	35.2	48.4	4.4	31.5	33.6	39.3	29.4	21.4	23.9	18.8	22.0	18.4	6.6	27.4	28.7	26.9	30.0	27.5	28.5	20.4
REFUSED	16.7	12.4	15.9	7.5	10.8	16.5	21.6	12.6	21.7	27.6	15.7	32.0	18.5	11.9	14.9	18.6	16.4	16.4	19.4	16.1	23.6
Mean	86650	92417	114423	57305	83565	95284	104188	89365	80733	87553	74740	89199	76860	54490	83698	91389	87465	88339	80328	87550	74573



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31. 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 ABUSE WITH YOUR CHILDREN					TALKED ABOUT ALCOHOL ABUSE LAST FEW MOS.					UNDERAGED DRINKING IN YOUR COMMUNITY					CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL				APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL			S/R/H: ADS STOP UNDERAGE DRINKING		TALKED TO CHILD ABOUT BRAIN DEVLPMNT	
		FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	LESS/ 14	15-17 18	OVER 18	YES	NO	YES	NO	YES	NO				
Total	500	178	214	68	382	74	422	213	209	50	297	98	199	200	18	57	375	232	265	352	145						
UNDER \$20k	6.4	9.0	5.4	5.2	6.3	10.7	6.8	6.9	6.7	-	7.1	13.9	3.7	5.5	-	3.2	5.9	6.9	6.0	8.0	2.7						
\$20k-\$40k	11.5	9.0	11.4	6.5	9.5	11.5	9.5	13.0	6.0	26.2	9.7	13.6	7.8	13.9	12.7	20.4	9.9	8.5	14.0	9.9	15.5						
\$40k-\$60k	13.4	16.7	11.9	14.1	13.5	16.1	13.6	14.7	12.3	10.4	15.3	13.2	16.3	10.9	-0.2	23.1	13.3	13.4	13.3	13.0	14.2						
\$60k-\$75k	10.8	12.9	8.4	13.9	11.0	12.1	11.1	13.4	8.7	10.5	10.6	10.4	10.8	11.1	9.2	7.5	11.1	11.3	10.4	9.8	13.3						
\$75k-\$100k	13.3	13.2	13.5	15.3	13.8	13.7	13.3	12.4	14.2	14.1	14.8	14.4	15.0	11.4	29.0	5.9	14.5	14.6	12.5	14.4	11.1						
OVER \$100k	27.9	22.0	34.2	27.9	29.9	19.4	29.0	24.3	33.8	18.6	27.9	20.4	31.6	27.1	22.1	22.2	30.2	28.3	27.2	28.8	26.3						
REFUSED	16.7	17.2	15.1	17.1	15.9	16.6	16.7	15.3	18.2	20.2	14.5	14.1	14.7	20.2	27.2	17.7	15.1	17.1	16.5	16.2	16.9						
Mean	86650	79852	93425	90021	89484	75345	88439	81472	95798	75668	86596	74133	92764	86142	93972	75184	89878	88511	84900	87537	84726						



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31. 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?

	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					HOW OFTEN DO YOU TALK TO YOUR CHILDREN ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN						UNDERAGE DRINKING AFFECTS TEEN HEALTH		TALKING ABOUT UNDERAGE DRINKING AFFECTS ON BRAIN HEALTH/DEVELOPMENT EFF./INEFF. WAY TO INFLUENCE THEIR DECISIONS						
	17/Younger	14/Younger	15-17	18-20	21+	TALK	Always	Some-times	NOT OFTEN	Rarely	Never	YES	NO	EFFECTIVE	Very	Some-what	INEFFECTIVE	Some-what	Very	
Total	500	106	55	51	139	221	326	148	178	126	86	40	461	24	419	249	170	67	47	20
UNDER \$20k	6.4	6.9	9.9	3.7	5.2	6.4	8.0	5.6	10.1	3.6	5.3	-	6.3	4.1	6.1	6.9	5.0	9.7	3.8	23.2
\$20k-\$40k	11.5	16.1	23.4	8.2	12.8	8.4	10.1	10.4	9.8	8.8	8.3	9.7	11.8	10.4	11.0	13.2	7.8	10.4	12.8	5.0
\$40k-\$60k	13.4	23.9	11.5	37.4	15.1	9.0	16.3	13.9	18.4	9.3	7.6	12.8	13.5	10.1	13.4	13.5	13.2	15.5	18.9	7.8
\$60k-\$75k	10.8	10.1	10.8	9.3	10.1	12.2	11.1	9.2	12.7	11.1	12.0	9.0	10.8	15.3	10.9	10.9	10.9	10.3	9.3	12.6
\$75k-\$100k	13.3	14.7	18.2	10.8	10.6	14.2	12.3	12.2	12.4	17.8	20.7	11.7	13.3	9.6	13.2	14.5	11.4	17.0	22.3	5.0
OVER \$100k	27.9	12.7	9.0	16.7	29.5	34.3	25.8	28.9	23.3	34.5	31.3	41.3	28.3	19.6	30.1	26.2	35.8	16.1	14.8	19.1
REFUSED	16.7	15.7	17.3	14.0	16.8	15.5	16.3	19.9	13.4	15.0	14.7	15.5	16.0	30.8	15.3	14.9	16.0	20.9	18.1	27.3
Mean	86650	67372	62167	72788	87353	95137	83402	89078	79063	97356	94490	103621	86796	82659	88903	83899	96310	74392	75731	70899



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31. 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		HEARD OF SITE		VISITED SITE		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK																	
	TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		REGU-		2+		Once A		NOT		Every		Once A		RARELY		Rarely		Never	
	RG		YES	NO	YES	NO	LARLY	Times/	Week	REGU-	Couple	Week	LARLY	Weeks	NEVER									
Total	500	181	310	35	453	172	100	72	65	30	35	261	115	145										
UNDER \$20k	6.4	2.6	7.8	4.2	6.5	2.7	4.6	-	1.3	-	2.4	10.2	5.9	13.6										
\$20k-\$40k	11.5	11.1	12.1	17.0	11.4	5.5	6.8	3.7	11.1	2.6	18.5	15.7	21.5	11.0										
\$40k-\$60k	13.4	10.4	15.6	7.3	13.9	10.1	7.1	14.3	11.2	17.7	5.6	16.3	19.0	14.1										
\$60k-\$75k	10.8	11.8	10.2	16.2	10.1	10.2	13.2	6.1	14.5	19.8	9.9	9.9	8.5	11.0										
\$75k-\$100k	13.3	11.4	14.6	3.3	13.6	17.4	15.1	20.6	11.7	16.7	7.4	11.2	10.3	11.9										
OVER \$100k	27.9	31.8	25.4	28.3	28.1	39.9	40.1	39.7	29.8	17.5	40.3	19.2	18.3	19.8										
REFUSED	16.7	20.8	14.4	23.7	16.4	14.2	13.2	15.5	20.4	25.7	15.9	17.6	16.4	18.5										
Mean	86650	94461	82587	86372	86820	104004	102229	106518	92827	85993	98025	72924	71105	74404										



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	TOTAL	IDEOLOGY						PARTY						WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	113	44	69	143	91	129	219	164	198	123	106	17	139	98	88	5	74	20
UNDER \$20k	6.4	10.1	12.1	8.9	2.4	4.6	5.9	5.4	2.5	10.0	5.5	4.1	14.5	2.4	3.9	5.0	-	15.2	11.8
\$20k-\$40k	11.5	14.9	13.4	15.9	5.8	12.7	10.7	11.5	9.6	15.0	7.2	6.7	10.2	10.1	14.0	5.5	-	17.6	11.4
\$40k-\$60k	13.4	13.1	16.5	10.8	13.7	13.7	14.5	14.1	17.3	10.1	15.4	16.2	10.6	17.5	8.1	13.6	16.7	11.8	13.3
\$60k-\$75k	10.8	9.2	12.6	7.0	10.0	12.8	12.4	12.6	11.9	10.1	10.2	10.4	8.6	9.2	13.3	12.5	25.9	1.5	-
\$75k-\$100k	13.3	8.9	5.0	11.5	17.8	11.6	16.0	14.2	13.7	14.3	12.3	13.5	4.9	15.4	11.3	15.4	-	21.7	3.1
OVER \$100k	27.9	30.8	33.3	29.1	32.4	27.5	25.3	26.2	29.8	26.6	29.4	28.8	33.0	32.1	36.7	31.0	3.9	16.9	29.7
REFUSED	16.7	13.0	7.1	16.8	17.9	17.1	15.2	16.0	15.1	13.8	20.1	20.3	18.3	13.2	12.7	17.1	53.4	15.3	30.7
Mean	86650	84151	83450	84657	97442	86410	84906	85520	90513	82201	90909	91611	86637	92362	95010	93917	68134	70281	86154



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31. 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	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
Total	500	78	73	54	86	125	69	305	280	181	170	135	128	103	258
UNDER \$20k	6.4	2.9	8.9	1.8	2.0	10.7	8.4	6.2	7.4	8.1	5.7	5.6	6.7	3.4	7.4
\$20k-\$40k	11.5	6.7	9.4	9.3	12.3	18.2	5.5	12.6	9.0	13.7	14.9	5.6	12.1	2.4	15.3
\$40k-\$60k	13.4	17.5	9.5	10.5	17.2	10.5	19.3	14.3	14.3	10.9	18.0	12.4	11.6	12.1	15.4
\$60k-\$75k	10.8	12.0	5.5	10.6	11.9	12.8	9.8	11.5	9.9	11.3	7.8	12.6	9.5	7.6	12.8
\$75k-\$100k	13.3	14.2	17.6	10.6	13.3	12.4	13.7	14.1	13.0	10.3	13.7	18.4	13.0	9.1	15.8
OVER \$100k	27.9	31.3	33.8	35.4	28.5	22.5	24.6	29.2	29.9	34.6	23.1	27.7	27.1	46.3	21.9
REFUSED	16.7	15.4	15.3	21.8	14.9	13.0	18.7	12.0	16.5	11.1	16.9	17.7	20.0	19.2	11.4
Mean	86650	93125	93452	99606	88152	75852	84277	86525	88881	89687	79937	91265	86466	111217	77956

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31. 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 OF CHILDREN									AGE OF CHILDREN					
		14/  YOUN-  GER	11/  YOUN-  GER	12	13	14	15/  OLDER	15	16	17/  OLDER	14/  YOUN-  GER	12/  YOUN-  GER	13-14	15/  OLDER	15-16	17/  OLDER
Total	500	305	74	88	99	99	280	90	100	129	305	154	190	280	180	129
UNDER \$20k	6.4	6.2	2.4	10.0	6.8	8.7	7.4	6.2	6.9	8.4	6.2	6.8	6.9	7.4	6.2	8.4
\$20k-\$40k	11.5	12.6	19.1	9.2	12.1	9.0	9.0	6.5	8.4	10.8	12.6	13.8	11.0	9.0	7.9	10.8
\$40k-\$60k	13.4	14.3	13.6	13.9	12.2	16.6	14.3	15.7	12.6	12.9	14.3	13.0	14.5	14.3	14.5	12.9
\$60k-\$75k	10.8	11.5	8.0	17.4	4.0	15.0	9.9	11.4	5.6	10.8	11.5	13.7	9.5	9.9	8.8	10.8
\$75k-\$100k	13.3	14.1	16.9	13.3	13.2	12.5	13.0	12.3	12.0	16.4	14.1	15.6	12.9	13.0	11.6	16.4
OVER \$100k	27.9	29.2	31.0	26.0	33.3	27.3	29.9	29.8	37.8	23.3	29.2	26.8	30.6	29.9	34.1	23.3
REFUSED	16.7	12.0	8.9	10.3	18.5	10.9	16.5	18.0	16.6	17.4	12.0	10.1	14.6	16.5	16.9	17.4
Mean	86650	86525	87540	82515	92282	83967	88881	90623	97414	82306	86525	83700	88432	88881	93963	82306

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31. 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 (CHILDREN)					FEMALE ONLY (CHILDREN)					BOTH (CHILDREN)						
	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	
Total	500	110	53	63	96	55	44	98	42	62	90	65	32	95	58	64	92	60	52
UNDER \$20k	6.4	8.4	9.9	11.3	8.1	5.5	10.6	3.3	4.5	2.1	7.2	8.4	3.1	6.9	5.9	7.2	7.1	4.4	9.9
\$20k-\$40k	11.5	13.4	12.0	15.6	11.0	12.4	10.2	17.7	24.0	14.2	10.9	7.5	15.9	6.6	8.4	3.5	5.2	4.3	8.6
\$40k-\$60k	13.4	12.1	13.2	9.9	10.4	7.2	13.6	16.0	7.0	20.4	19.8	19.2	21.7	15.4	17.5	13.5	13.1	16.0	7.3
\$60k-\$75k	10.8	14.1	17.7	9.8	9.3	11.1	6.4	9.2	12.2	8.2	4.2	3.2	8.0	10.3	9.9	10.4	16.3	12.8	16.7
\$75k-\$100k	13.3	8.9	13.6	4.1	10.2	7.4	13.0	14.7	14.6	13.2	14.1	13.7	20.0	19.8	18.6	21.6	15.1	13.1	17.6
OVER \$100k	27.9	34.8	28.1	39.5	38.6	44.9	29.3	23.5	25.4	21.9	23.3	27.5	13.0	29.2	27.3	30.4	27.9	31.3	25.3
REFUSED	16.7	8.3	5.6	9.9	12.4	11.4	16.8	15.7	12.2	20.0	20.4	20.5	18.2	11.8	12.4	13.4	15.3	18.1	14.5
Mean	86650	88599	82678	90160	95000	101376	86195	80947	80652	81008	81436	86728	71789	89688	87180	93281	89182	94288	85236



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31. 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	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col- lege	COL- LEGE GRAD.	Col- lege Grad.	Post Grad. Work
Total	500	32	58	67	54	67	139	90	327	157	260	277	139	195	27	68	100	294	215	79
UNDER \$20k	6.4	100.0	-	-	-	-	-	35.8	-	20.5	-	11.6	-	12.9	31.6	12.4	8.1	2.4	3.2	-
\$20k-\$40k	11.5	-	100.0	-	-	-	-	64.2	-	36.7	-	20.8	-	19.2	21.4	26.7	13.6	6.4	7.2	4.1
\$40k-\$60k	13.4	-	-	100.0	-	-	-	-	20.5	42.8	-	24.2	-	21.5	19.5	21.5	22.0	8.6	10.6	3.1
\$60k-\$75k	10.8	-	-	-	100.0	-	-	-	16.4	-	20.7	19.4	-	11.4	10.4	5.5	15.7	10.7	12.0	7.3
\$75k-\$100k	13.3	-	-	-	-	100.0	-	-	20.4	-	25.7	24.1	-	10.5	12.0	8.3	11.5	15.7	15.3	17.0
OVER \$100k	27.9	-	-	-	-	-	100.0	-	42.6	-	53.6	-	100.0	11.7	-	12.5	14.3	39.5	34.3	53.6
REFUSED	16.7	-	-	-	-	-	-	-	-	-	-	-	-	12.9	5.0	13.2	14.8	16.6	17.3	14.8
Mean	86650	20000	30000	50000	67500	87500	150000	26421	103153	36519	116877	54804	150000	61345	42168	58669	69014	104352	98043	120970

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31. 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	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COL-   Col-   Post	LESS/ COL-   Col-   Post	SINGLE	MAR-	SEPA-	DIV-	WID-	MALE	FEMALE						
		COLLEG LEGE  lege  Grad.	COLLEG LEGE  lege  Grad.	RIED	RATED	ORCED	OWED									
	GRAD.  GRAD.  Grad.  Work	GRAD.  GRAD.  Grad.  Work														
Total	500	89	116	84	32	106	178	131	48	39	373	11	57	9	168	205
UNDER \$20k	6.4	9.3	1.3	1.8	-	15.9	3.1	4.2	-	24.6	3.2	17.5	13.9	8.5	2.9	3.5
\$20k-\$40k	11.5	16.3	2.6	1.9	4.4	21.7	8.9	10.7	4.0	29.8	7.8	23.2	22.3	10.9	6.7	8.8
\$40k-\$60k	13.4	18.1	8.6	10.5	3.7	24.3	8.6	10.7	2.8	16.7	11.8	29.1	17.9	35.0	12.1	11.6
\$60k-\$75k	10.8	10.6	8.4	11.5	-	12.1	12.3	12.3	12.2	5.8	9.9	19.8	17.6	14.5	9.4	10.3
\$75k-\$100k	13.3	15.9	13.3	10.5	20.8	5.9	17.3	18.3	14.5	4.9	15.6	3.3	8.5	17.0	14.4	16.6
OVER \$100k	27.9	14.6	47.8	42.6	61.6	9.2	34.1	28.9	48.3	4.9	34.7	7.1	10.7	14.1	38.4	31.7
REFUSED	16.7	15.3	17.9	21.1	9.6	10.9	15.8	14.9	18.3	13.3	16.9	-	9.2	-	16.2	17.5
Mean	86650	69339	115024	110396	125796	54970	97575	90636	117415	43529	97854	51901	59118	68297	101569	94761



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31. 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	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican	WHITE	AFR- ICAN	WHITE	AFR- ICAN	WHITE	AFR- ICAN	WHITE	AFR- ICAN
Total	500	323	59	28	241	96	99	143	336	159	30	103	136	46	200	57	88	32	237	66
UNDER \$20k	6.4	8.0	6.1	4.7	8.5	6.0	5.9	10.3	3.6	12.6	21.5	13.2	1.9	14.2	4.7	12.4	1.7	16.4	4.0	12.7
\$20k-\$40k	11.5	11.1	12.1	16.6	10.6	14.7	5.7	14.1	10.3	14.0	11.2	15.9	9.5	8.1	10.9	22.2	20.2	38.5	7.2	6.4
\$40k-\$60k	13.4	13.0	15.4	10.4	14.8	7.3	14.4	15.1	13.2	14.3	17.0	11.9	14.2	5.2	12.4	17.3	19.2	6.2	11.5	15.8
\$60k-\$75k	10.8	10.1	14.2	11.4	10.8	7.7	11.0	10.7	11.5	9.3	15.8	2.4	8.8	-	13.4	4.3	12.0	4.3	11.9	1.7
\$75k-\$100k	13.3	16.1	10.3	2.9	16.1	15.2	19.9	13.4	13.8	12.7	3.6	16.1	12.3	23.9	14.9	9.9	13.7	12.0	13.9	19.5
OVER \$100k	27.9	28.7	23.3	46.5	26.0	42.0	29.0	24.0	32.3	18.6	9.2	20.0	39.4	16.5	27.5	22.7	18.7	8.6	38.3	27.2
REFUSED	16.7	13.0	18.6	7.4	13.2	7.1	14.1	12.5	15.2	18.4	21.8	20.4	13.9	32.1	16.1	11.2	14.5	14.1	13.2	16.7
Mean	86650	86681	81179	98504	83709	97719	91345	78531	92911	72618	55948	74255	100066	78824	87923	71482	75019	51428	99467	85661



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31. 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			MEN			WOMEN			GENDER	
	UNDER	OVER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE	
	40	55	40	55	40	55	40	55	55				
Total	500	144	301	35	63	121	14	81	180	20	210	290	
UNDER \$20k	6.4	7.8	6.0	5.7	6.1	4.1	-	9.1	7.2	9.7	4.7	7.7	
\$20k-\$40k	11.5	22.1	7.2	10.6	14.4	7.6	-	28.1	7.0	18.1	8.7	13.5	
\$40k-\$60k	13.4	17.2	12.1	17.3	19.1	10.2	11.3	15.7	13.4	21.7	12.4	14.2	
\$60k-\$75k	10.8	14.0	10.3	6.6	12.3	8.8	5.2	15.4	11.3	7.5	9.1	11.9	
\$75k-\$100k	13.3	11.1	14.9	13.4	10.5	16.6	19.6	11.5	13.7	8.9	14.1	12.8	
OVER \$100k	27.9	15.2	34.8	32.0	25.7	36.1	47.3	7.0	34.0	21.0	32.6	24.4	
REFUSED	16.7	12.6	14.7	14.5	11.8	16.6	16.5	13.2	13.4	13.1	18.4	15.4	
Mean	86650	67207	95707	90161	80737	99311	116635	56492	93360	71953	94556	81127	

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

	TOTAL	AREA											CHILDREN IN		APPROPRIATE TO		TALKED ABOUT				
		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	11-14	OVER 15	YES	NO/ NOT YET
Total	500	158	64	18	76	141	60	81	89	45	44	21	56	35	299	197	239	203	36	462	38
NOT COLLEGE GRAD.	39.0	31.9	15.6	55.1	40.2	38.9	31.6	44.3	46.0	44.9	47.2	30.8	45.0	48.2	39.1	39.7	36.0	41.1	37.4	37.8	53.3
SOME HIGH SCHOOL/LESS	5.4	8.8	3.6	15.0	11.8	2.8	3.4	2.3	9.5	10.5	8.5	-	-	1.9	5.2	5.9	6.1	2.9	11.2	5.0	10.2
HIGH SCHOOL GRAD.	13.6	12.3	3.2	19.1	18.4	11.9	5.9	16.3	13.6	0.4	27.1	5.7	17.5	25.4	15.1	11.8	10.1	19.0	8.8	13.1	19.8
SOME COLLEGE	19.9	10.7	8.8	21.0	10.0	24.2	22.3	25.7	23.0	34.0	11.6	25.2	27.5	20.9	18.8	22.0	19.8	19.2	17.3	19.6	23.2
COLLEGE GRAD.	58.8	66.5	83.9	44.9	56.9	60.0	66.9	55.0	50.8	51.9	49.7	69.2	48.7	49.6	58.9	57.7	62.5	55.4	61.4	60.4	39.6
COLLEGE GRAD.	43.0	45.4	45.9	40.4	46.2	44.9	44.4	45.3	34.3	37.6	30.9	60.8	34.2	49.6	42.9	41.8	45.2	40.0	53.0	43.8	32.7
POST GRAD. WORK	15.8	21.1	38.0	4.5	10.7	15.1	22.6	9.6	16.5	14.3	18.8	8.4	14.6	-	16.0	16.0	17.4	15.3	8.4	16.6	7.0
REFUSE	2.2	1.6	0.4	-	2.9	1.0	1.4	0.7	3.2	3.2	3.1	-	6.3	2.3	2.0	2.5	1.5	3.6	1.2	1.8	7.1



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

	TOTAL	TALK ABOUT ALCOHOL ABUSE WITH YOUR CHILDREN			TALKED ABOUT ALCOHOL ABUSE LAST FEW MOS.		UNDERAGED DRINKING IN YOUR COMMUNITY					CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL			APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL			S/R/H: ADS STOP UNDERAGE DRINKING		TALKED TO CHILD ABOUT BRAIN DEVLPMNT	
		FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	LESS/ 14	15-17 18	OVER 18	YES	NO	YES	NO
Total	500	178	214	68	382	74	422	213	209	50	297	98	199	200	18	57	375	232	265	352	145
NOT COLLEGE GRAD.	39.0	40.2	34.1	41.5	37.6	41.7	37.0	38.6	35.5	51.1	38.1	43.7	35.4	40.3	51.9	50.3	36.2	37.4	40.2	35.4	47.8
SOME HIGH SCHOOL/LESS	5.4	8.2	3.5	-	5.6	2.6	5.3	8.4	2.1	6.7	6.3	9.6	4.7	4.2	10.6	-	4.5	5.5	5.3	5.9	4.3
HIGH SCHOOL GRAD.	13.6	15.3	11.0	14.6	12.3	18.8	12.2	12.1	12.4	25.6	13.5	15.7	12.4	13.7	14.3	19.9	13.1	11.7	15.2	10.6	21.2
SOME COLLEGE	19.9	16.7	19.5	27.0	19.8	20.4	19.5	18.1	21.0	18.8	18.4	18.4	18.4	22.5	27.1	30.3	18.6	20.1	19.7	18.9	22.3
COLLEGE GRAD.	58.8	55.7	65.4	58.5	60.2	58.3	61.0	61.0	60.9	43.7	60.6	56.1	62.9	56.4	48.4	47.2	61.5	60.4	57.9	63.3	47.9
COLLEGE GRAD.	43.0	42.7	47.6	36.1	44.2	37.3	45.0	47.5	42.4	32.3	45.4	46.3	44.9	40.1	39.6	33.0	45.6	41.2	44.8	45.4	36.6
POST GRAD. WORK	15.8	13.1	17.8	22.4	16.0	21.0	16.0	13.5	18.6	11.4	15.3	9.8	18.0	16.3	8.8	14.2	15.9	19.2	13.1	17.9	11.2
REFUSE	2.2	4.0	0.5	-0.1	2.2	-	2.0	0.4	3.6	5.2	1.2	0.2	1.7	3.3	-0.3	2.6	2.3	2.2	1.9	1.3	4.3



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

	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED						HOW OFTEN DO YOU TALK TO YOUR CHILDREN ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN						UNDERAGE DRINKING AFFECTS TEEN HEALTH		TALKING ABOUT UNDERAGE DRINKING AFFECTS ON BRAIN HEALTH/DEVELOPMENT EFF./INEFF. WAY TO INFLUENCE THEIR DECISIONS					
	17/Younger	14/Younger	15-17	18-20	21+	TALK	Always	Some-times	NOT OFTEN	Rarely	Never	YES	NO	EFFECTIVE	Very	Some-what	INEFFECTIVE	Some-what	Very	
Total	500	106	55	51	139	221	326	148	178	126	86	40	461	24	419	249	170	67	47	20
NOT COLLEGE GRAD.	39.0	48.6	48.8	48.5	36.7	34.3	37.9	34.9	40.4	37.8	37.6	38.3	39.1	36.3	36.8	39.3	33.0	53.7	53.6	53.9
SOME HIGH SCHOOL/LESS	5.4	13.8	19.5	7.6	6.3	0.9	5.7	5.5	5.9	2.5	2.2	3.3	5.7	2.7	5.2	7.2	2.3	7.5	7.9	6.5
HIGH SCHOOL GRAD.	13.6	14.3	11.8	16.9	14.1	11.2	13.8	13.2	14.3	11.8	10.0	15.7	13.0	21.2	12.7	12.5	13.1	18.7	15.8	25.4
SOME COLLEGE	19.9	20.6	17.4	24.0	16.2	22.2	18.3	16.1	20.2	23.5	25.4	19.4	20.4	12.4	18.8	19.6	17.6	27.5	29.9	21.9
COLLEGE GRAD.	58.8	49.3	48.0	50.7	61.2	64.1	60.2	63.7	57.3	60.5	61.3	58.6	58.7	63.7	60.7	59.1	63.1	46.3	46.4	46.1
COLLEGE GRAD.	43.0	40.2	34.2	46.8	45.3	44.3	44.4	44.1	44.7	42.4	40.3	47.2	42.6	56.8	43.7	40.4	48.5	37.0	36.5	38.4
POST GRAD. WORK	15.8	9.1	13.8	4.0	15.9	19.8	15.8	19.6	12.6	18.0	21.1	11.5	16.2	6.9	17.0	18.7	14.6	9.3	9.9	7.7
REFUSE	2.2	2.0	3.3	0.7	2.1	1.6	1.9	1.4	2.3	1.7	1.0	3.0	2.1	-	2.5	1.6	3.9	-	-	-



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

	TOTAL				HEARD OF SITE				VISITED SITE				HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK									
	TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		REGU-		NOT		Every		Once A		RARELY		Rarely		Never	
	RG		RG		RG		RG		LARLY	Times/	Week	REGU-	Couple	Week	/NEVER							
Total	500	181	310	35	453	172	100	72	65	30	35	261	115	145								
NOT COLLEGE GRAD.	39.0	33.5	41.6	33.4	38.8	28.1	32.7	21.7	34.8	36.3	33.5	47.2	41.7	51.5								
SOME HIGH SCHOOL/LESS	5.4	6.2	4.5	4.2	5.2	1.1	1.9	-	-	-	-	9.6	8.2	10.8								
HIGH SCHOOL GRAD.	13.6	9.9	15.6	4.8	14.2	9.6	12.8	5.2	14.7	18.2	11.7	16.1	13.8	18.0								
SOME COLLEGE	19.9	17.4	21.5	24.4	19.5	17.3	18.0	16.5	20.1	18.1	21.9	21.4	19.7	22.8								
COLLEGE GRAD.	58.8	63.9	56.4	64.2	58.9	71.6	67.0	77.8	59.6	56.3	62.5	50.2	53.4	47.6								
COLLEGE GRAD.	43.0	44.0	42.9	41.3	43.4	50.2	53.4	45.7	43.3	46.2	40.8	38.5	36.4	40.2								
POST GRAD. WORK	15.8	19.9	13.4	23.0	15.5	21.4	13.7	32.1	16.3	10.0	21.8	11.7	17.0	7.5								
REFUSE	2.2	2.7	2.0	2.3	2.3	0.4	0.3	0.5	5.6	7.5	3.9	2.6	4.8	0.9								



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

	TOTAL	IDEOLOGY						PARTY						WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	113	44	69	143	91	129	219	164	198	123	106	17	139	98	88	5	74	20
NOT COLLEGE GRAD.	39.0	35.8	29.6	39.8	32.5	42.5	43.8	43.3	45.8	37.9	31.5	31.3	32.8	45.9	31.0	30.0	16.7	43.2	31.6
SOME HIGH SCHOOL/LESS	5.4	6.5	6.3	6.6	1.6	4.5	8.2	6.7	5.0	7.0	3.8	3.0	8.6	5.2	2.3	2.7	16.7	11.2	5.0
HIGH SCHOOL GRAD.	13.6	12.0	15.0	10.0	10.6	15.4	16.1	15.8	18.5	11.1	10.7	10.7	10.9	17.4	9.1	9.7	-	14.4	11.4
SOME COLLEGE	19.9	17.3	8.3	23.2	20.3	22.6	19.4	20.7	22.3	19.8	17.0	17.6	13.3	23.2	19.6	17.6	-	17.6	15.2
COLLEGE GRAD.	58.8	61.8	69.7	56.7	63.1	57.0	55.9	56.3	54.0	59.5	66.1	65.9	67.2	54.1	65.6	68.8	83.3	54.9	68.4
COLLEGE GRAD.	43.0	43.4	51.7	38.0	45.2	41.5	44.5	43.2	40.4	42.0	48.4	48.2	49.6	41.0	44.0	56.0	83.3	43.7	28.9
POST GRAD. WORK	15.8	18.5	18.0	18.8	17.9	15.5	11.4	13.1	13.5	17.5	17.7	17.7	17.6	13.2	21.6	12.8	-	11.2	39.5
REFUSE	2.2	2.4	0.7	3.4	4.3	0.5	0.3	0.4	0.3	2.6	2.4	2.8	-	-	3.4	1.1	-	1.9	-



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

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
Total	500	78	73	54	86	125	69	305	280	181	170	135	128	103	258
NOT COLLEGE GRAD.	39.0	52.2	37.3	35.8	39.9	38.2	28.1	41.0	39.4	42.0	39.2	38.3	38.4	23.7	45.3
SOME HIGH SCHOOL/LESS	5.4	9.3	9.2	2.2	1.0	5.7	5.0	5.9	6.0	3.6	3.8	10.4	7.1	1.2	6.5
HIGH SCHOOL GRAD.	13.6	21.3	17.6	11.0	16.0	7.3	10.5	14.2	12.5	13.6	16.4	11.7	7.3	5.9	19.7
SOME COLLEGE	19.9	21.6	10.5	22.6	22.9	25.2	12.6	20.8	20.8	24.8	19.1	16.3	23.9	16.7	19.2
COLLEGE GRAD.	58.8	47.7	60.7	61.5	59.6	58.8	69.7	58.3	60.0	57.0	60.6	59.3	60.7	73.7	53.5
COLLEGE GRAD.	43.0	31.8	44.4	49.0	48.2	40.6	48.0	41.1	45.2	42.8	42.1	43.3	42.2	50.2	41.4
POST GRAD. WORK	15.8	15.9	16.3	12.5	11.4	18.3	21.7	17.2	14.8	14.2	18.5	16.1	18.5	23.5	12.1
REFUSE	2.2	*	2.0	2.7	0.5	3.0	2.2	0.7	0.7	0.9	0.2	2.3	0.9	2.6	1.2

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

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER
Total	500	305	74	88	99	99	280	90	100	129	305	154	190	280	180	129
NOT COLLEGE GRAD.	39.0	41.0	41.8	52.9	37.2	35.7	39.4	41.0	36.5	40.1	41.0	48.2	36.0	39.4	38.9	40.1
SOME HIGH SCHOOL/LESS	5.4	5.9	6.0	7.5	6.9	4.2	6.0	6.8	5.3	7.5	5.9	7.2	5.8	6.0	5.6	7.5
HIGH SCHOOL GRAD.	13.6	14.2	19.2	9.9	12.2	17.6	12.5	7.2	14.1	14.4	14.2	13.0	14.6	12.5	10.8	14.4
SOME COLLEGE	19.9	20.8	16.5	35.5	18.0	14.0	20.8	26.9	17.1	18.2	20.8	28.0	15.6	20.8	22.5	18.2
COLLEGE GRAD.	58.8	58.3	58.2	47.2	60.9	63.9	60.0	59.0	63.1	58.8	58.3	51.8	62.8	60.0	60.8	58.8
COLLEGE GRAD.	43.0	41.1	43.5	31.5	37.8	49.8	45.2	47.3	45.3	44.4	41.1	37.5	43.8	45.2	46.3	44.4
POST GRAD. WORK	15.8	17.2	14.7	15.7	23.1	14.1	14.8	11.7	17.7	14.3	17.2	14.3	19.0	14.8	14.5	14.3
REFUSE	2.2	0.7	-	-0.1	1.9	0.4	0.7	-	0.4	1.2	0.7	-0.1	1.2	0.7	0.2	1.2

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

	TOTAL		MALE ONLY (CHILDREN)						FEMALE ONLY (CHILDREN)						BOTH (CHILDREN)					
	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER		
Total	500	110	53	63	96	55	44	98	42	62	90	65	32	95	58	64	92	60	52	
NOT COLLEGE GRAD.	39.0	45.7	56.2	39.8	39.4	41.6	38.6	37.0	42.4	32.9	38.9	33.4	47.0	40.3	46.2	35.4	40.5	42.5	38.5	
SOME HIGH SCHOOL/LESS	5.4	4.5	3.6	4.9	3.0	3.8	3.5	3.0	4.4	1.7	5.4	4.3	6.6	10.7	12.6	10.6	9.9	8.7	11.8	
HIGH SCHOOL GRAD.	13.6	11.2	7.0	15.9	12.0	12.2	12.5	19.3	19.7	19.6	11.8	10.0	13.1	12.7	13.9	8.7	13.9	10.5	17.3	
SOME COLLEGE	19.9	29.9	45.6	19.0	24.4	25.6	22.6	14.8	18.3	11.6	21.7	19.1	27.3	16.9	19.7	16.1	16.7	23.3	9.4	
COLLEGE GRAD.	58.8	53.5	44.0	58.6	59.8	58.5	59.6	63.0	57.6	67.1	60.7	65.9	53.4	58.8	53.8	63.3	58.6	57.5	59.9	
COLLEGE GRAD.	43.0	36.9	32.5	39.4	49.2	47.7	49.9	44.4	42.5	44.6	40.6	47.0	30.2	42.5	37.7	47.8	44.4	44.3	46.6	
POST GRAD. WORK	15.8	16.6	11.5	19.2	10.7	10.8	9.7	18.5	15.0	22.5	20.0	18.9	23.1	16.3	16.1	15.5	14.2	13.1	13.4	
REFUSE	2.2	0.8	-0.2	1.6	0.8	-0.1	1.8	*	*	-	0.4	0.7	-0.4	0.9	-	1.3	0.9	-	1.6	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE - PARENTS OF CHILDREN GRADES 6-12

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

	TOTAL			MEN						WOMEN						MEN			WOMEN		
	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH			
Total	500	140	77	85	101	64	45	165	78	105	179	116	83	68	69	65	113	101	70		
NOT COLLEGE GRAD.	39.0	42.8	50.3	33.6	47.0	39.5	52.0	39.5	46.2	37.9	35.0	38.7	33.6	52.1	43.0	36.1	36.0	36.6	40.4		
SOME HIGH SCHOOL/LESS	5.4	7.9	10.1	6.9	9.0	8.5	9.7	4.3	4.3	4.9	4.3	4.0	6.3	7.0	3.6	12.7	1.6	3.9	8.2		
HIGH SCHOOL GRAD.	13.6	17.1	16.8	14.7	15.7	10.0	20.7	11.8	9.3	14.5	10.7	11.3	10.9	21.1	21.2	11.2	9.0	13.0	12.2		
SOME COLLEGE	19.9	17.8	23.4	12.0	22.3	21.0	21.5	23.4	32.6	18.5	20.0	23.3	16.3	24.0	18.1	12.3	25.4	19.7	20.0		
COLLEGE GRAD.	58.8	56.2	49.9	64.7	52.2	60.6	46.3	60.1	53.8	61.3	64.3	60.9	65.6	45.4	57.0	64.1	64.0	63.0	54.9		
COLLEGE GRAD.	43.0	36.8	36.3	39.6	44.9	54.1	35.4	44.8	38.7	47.2	45.3	42.0	49.3	31.7	45.7	41.9	49.5	39.7	44.6		
POST GRAD. WORK	15.8	19.4	13.6	25.1	7.4	6.6	10.8	15.3	15.1	14.1	19.0	18.9	16.3	13.8	11.3	22.1	14.5	23.3	10.4		
REFUSE	2.2	1.0	-0.1	1.7	0.7	-0.1	1.7	0.5	-	0.8	0.7	0.4	0.8	2.4	*	-0.2	-	0.4	4.7		

**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEG GRAD.	Some High School	High School Grad.	Some Col-lege	COL-LEGE GRAD.	Col-lege Grad.	Post Grad. Work
Total	500	32	58	67	54	67	139	90	327	157	260	277	139	195	27	68	100	294	215	79
NOT COLLEGE GRAD.	39.0	78.2	65.2	62.3	41.3	30.6	16.3	69.8	32.8	66.6	25.1	53.0	16.3	100.0	100.0	100.0	100.0	-	-	-
SOME HIGH SCHOOL/LESS	5.4	26.6	10.1	7.9	5.2	4.9	-	16.0	3.5	12.5	2.3	9.3	-	13.9	100.0	-	-	-	-	-
HIGH SCHOOL GRAD.	13.6	26.4	31.6	21.8	6.9	8.5	6.1	29.8	10.0	26.4	6.9	18.3	6.1	35.0	-	100.0	-	-	-	-
SOME COLLEGE	19.9	25.2	23.5	32.6	29.1	17.2	10.2	24.1	19.3	27.7	15.9	25.5	10.2	51.1	-	-	100.0	-	-	-
COLLEGE GRAD.	58.8	21.8	32.7	37.7	58.7	69.4	83.4	28.8	67.1	32.6	74.7	46.5	83.4	-	-	-	-	100.0	100.0	100.0
COLLEGE GRAD.	43.0	21.8	27.0	34.0	48.0	49.2	52.9	25.1	47.5	28.9	51.0	37.5	52.9	-	-	-	-	73.1	100.0	-
POST GRAD. WORK	15.8	-	5.7	3.7	10.8	20.2	30.5	3.6	19.6	3.7	23.8	9.0	30.5	-	-	-	-	26.9	-	100.0
REFUSE	2.2	-	2.1	-	-	-	0.3	1.4	0.1	0.8	0.1	0.4	0.3	-	-	-	-	-	-	-



**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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

	TOTAL	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COL-	COL-	Col-	Post	LESS/ COL-	COL-	Col-	Post	SINGLE	MAR-	SEPA-	DIV-	WID-	MALE	FEMALE
		COLLEG LEGE	LEGE	lege	Grad.	COLLEG LEGE	LEGE	lege	Grad.		RIED	RATED	ORCED	OWED		
	GRAD.	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.	Work								
Total	500	89	116	84	32	106	178	131	48	39	373	11	57	9	168	205
NOT COLLEGE GRAD.	39.0	100.0	-	-	-	100.0	-	-	-	56.0	34.3	58.5	53.4	59.4	37.1	32.0
SOME HIGH SCHOOL/LESS	5.4	17.5	-	-	-	10.8	-	-	-	16.1	3.6	13.2	10.4	-	6.3	1.4
HIGH SCHOOL GRAD.	13.6	40.8	-	-	-	30.2	-	-	-	18.6	13.2	23.2	11.6	10.9	14.8	11.9
SOME COLLEGE	19.9	41.6	-	-	-	59.1	-	-	-	21.4	17.5	22.1	31.4	48.6	16.0	18.7
COLLEGE GRAD.	58.8	-	100.0	100.0	100.0	-	100.0	100.0	100.0	41.7	64.9	41.5	45.2	40.6	62.3	66.9
COLLEGE GRAD.	43.0	-	72.7	100.0	-	-	73.3	100.0	-	33.3	46.1	34.3	37.8	31.6	45.0	46.9
POST GRAD. WORK	15.8	-	27.3	-	100.0	-	26.7	-	100.0	8.4	18.8	7.1	7.4	9.0	17.3	20.0
REFUSE	2.2	-	-	-	-	-	-	-	-	2.2	0.8	-	1.4	-	0.5	1.0



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

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT-ESTANT	CATHOLIC	ATH-IST	YES	NO	MALE	FEMALE	WHITE	NON-WHITE	Hisp-anic	Afr-ican	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN
Total	500	323	59	28	241	96	99	143	336	159	30	103	136	46	200	57	88	32	237	66
NOT COLLEGE GRAD.	39.0	42.2	37.2	41.3	44.5	33.2	46.8	43.0	37.2	43.7	62.2	38.2	41.6	41.1	34.2	36.0	45.2	45.6	34.3	33.2
SOME HIGH SCHOOL/LESS	5.4	6.0	5.6	8.1	8.9	1.4	11.9	6.7	3.7	9.2	11.0	9.8	5.7	11.4	2.3	8.6	6.4	18.6	2.5	6.4
HIGH SCHOOL GRAD.	13.6	15.4	10.1	13.2	14.5	14.9	17.5	12.4	13.1	15.3	25.1	12.8	16.8	19.1	10.5	7.9	17.6	10.5	11.6	10.4
SOME COLLEGE	19.9	20.8	21.5	20.0	21.2	16.8	17.4	23.8	20.4	19.3	26.1	15.6	19.1	10.6	21.4	19.5	21.3	16.5	20.2	16.5
COLLEGE GRAD.	58.8	57.3	61.1	57.1	54.9	66.8	51.8	57.0	60.6	55.4	37.8	60.4	55.8	55.8	63.9	64.0	50.7	54.4	65.6	66.8
COLLEGE GRAD.	43.0	41.5	45.3	34.5	40.3	43.3	35.2	43.9	45.4	38.7	26.3	44.2	42.7	39.3	47.2	48.0	38.6	43.8	48.5	46.4
POST GRAD. WORK	15.8	15.9	15.8	22.6	14.6	23.5	16.6	13.2	15.3	16.7	11.5	16.2	13.1	16.5	16.7	16.0	12.2	10.6	17.1	20.3
REFUSE	2.2	0.4	1.7	1.6	0.6	-	1.4	-	2.2	0.9	-	1.4	2.6	3.1	1.9	-	4.0	-	0.1	-



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL			AGE			MEN			WOMEN			GENDER	
	UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE			
	40		55	40		55	40		55					
Total	500	144	301	35	63	121	14	81	180	20	210	290		
NOT COLLEGE GRAD.	39.0	50.5	32.8	44.9	58.4	37.6	17.0	44.3	29.6	64.9	42.3	36.5		
SOME HIGH SCHOOL/LESS	5.4	11.2	2.7	5.7	17.0	3.2	0.1	6.6	2.3	9.7	7.4	3.9		
HIGH SCHOOL GRAD.	13.6	16.7	10.9	19.8	22.1	14.7	9.4	12.4	8.3	27.2	17.3	11.0		
SOME COLLEGE	19.9	22.7	19.3	19.5	19.2	19.7	7.5	25.3	19.0	28.1	17.6	21.6		
COLLEGE GRAD.	58.8	47.0	67.1	54.0	38.9	62.2	82.9	53.3	70.4	33.3	55.3	61.4		
COLLEGE GRAD.	43.0	36.3	47.6	39.1	30.1	42.5	67.2	41.1	51.0	19.0	40.2	45.0		
POST GRAD. WORK	15.8	10.7	19.5	14.9	8.8	19.7	15.7	12.2	19.4	14.3	15.1	16.4		
REFUSE	2.2	2.5	0.1	1.1	2.6	0.3	0.1	2.3	-	1.8	2.4	2.1		

**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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33. 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	LESS/ 10	11-14	OVER 15	YES	NO/ NOT YET
Total	500	158	64	18	76	141	60	81	89	45	44	21	56	35	299	197	239	203	36	462	38
SINGLE, NEVER MARRIED	7.8	11.1	2.2	-	21.3	5.2	4.9	5.4	5.3	7.3	3.1	13.8	11.6	-	10.6	3.8	7.6	6.4	13.9	7.6	10.3
MARRIED	74.6	68.7	81.7	56.7	60.7	83.0	81.8	83.9	75.0	67.8	82.5	68.2	72.9	72.1	68.3	83.9	75.7	74.8	66.3	76.2	55.2
SEPARATED	2.2	1.7	1.2	8.8	0.5	1.5	2.7	0.6	1.7	3.3	-	6.6	1.5	7.4	2.4	2.0	3.6	1.3	-	2.4	-
DIVORCED	11.3	15.0	12.7	30.0	13.4	6.6	4.8	7.9	12.1	16.4	7.6	4.5	8.5	20.5	13.9	7.7	9.2	13.4	12.4	10.5	21.9
WIDOWED	1.8	2.6	2.4	4.5	2.3	2.0	2.5	1.6	0.9	1.7	-	-	2.3	-	2.0	1.6	2.5	0.4	6.4	1.9	-
REFUSE	2.3	0.8	-0.2	-	1.7	1.7	3.2	0.6	5.1	3.6	6.7	7.0	3.1	-	2.8	1.1	1.5	3.8	1.0	1.4	12.7



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33. WHAT IS YOUR CURRENT MARITAL STATUS?

	TALK ABOUT ALCOHOL ABUSE WITH YOUR CHILDREN				TALKED ABOUT ALCOHOL ABUSE LAST FEW MOS.		UNDERAGED DRINKING IN YOUR COMMUNITY					CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL			APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL			S/R/H: ADS STOP UNDERAGE DRINKING		TALKED TO CHILD ABOUT BRAIN DEVLPMNT	
	FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	LESS/ 14	15-17 18	OVER 18	YES	NO	YES	NO	
Total	500	178	214	68	382	74	422	213	209	50	297	98	199	200	18	57	375	232	265	352	145
SINGLE, NEVER MARRIED	7.8	7.4	9.0	3.8	7.7	7.8	8.2	8.5	7.9	8.6	7.2	12.4	4.7	8.8	10.1	2.4	8.3	7.2	8.4	8.8	5.5
MARRIED	74.6	75.0	74.3	87.0	76.6	75.4	73.9	77.1	70.6	77.5	78.7	69.3	83.4	68.4	69.7	60.0	77.7	76.0	73.3	76.1	71.3
SEPARATED	2.2	2.9	1.7	3.3	1.9	5.3	2.6	0.9	4.4	-	2.5	0.9	3.2	1.9	-	8.6	0.9	2.8	1.7	2.4	1.8
DIVORCED	11.3	8.9	13.0	4.0	10.1	11.5	11.4	11.1	11.6	9.0	9.1	15.6	6.0	14.3	20.5	21.2	9.2	11.1	11.4	9.2	15.6
WIDOWED	1.8	3.0	1.1	1.9	2.0	-	1.2	1.3	1.0	5.0	1.1	1.6	0.8	2.9	-	-	2.4	1.0	2.5	2.3	0.5
REFUSE	2.3	2.7	0.9	-0.1	1.7	-	2.7	1.0	4.5	-0.1	1.4	0.2	2.0	3.6	-0.3	7.7	1.5	1.9	2.7	1.1	5.2



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33. WHAT IS YOUR CURRENT MARITAL STATUS?

	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					HOW OFTEN DO YOU TALK TO YOUR CHILDREN ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN						UNDERAGE DRINKING AFFECTS TEEN HEALTH		TALKING ABOUT UNDERAGE DRINKING AFFECTS ON BRAIN HEALTH/DEVELOPMENT EFF./INEFF. WAY TO INFLUENCE THEIR DECISIONS						
	17/Younger	14/Younger	15-17	18-20	21+	TALK	Always	Some-times	NOT OFTEN	Rarely	Never	YES	NO	EFFECTIVE	Very	Some-what	INEFFECTIVE	Some-what	Very	
Total	500	106	55	51	139	221	326	148	178	126	86	40	461	24	419	249	170	67	47	20
SINGLE, NEVER MARRIED	7.8	10.7	9.2	12.3	7.4	7.3	7.7	7.4	7.9	8.0	7.9	8.3	7.6	-	8.7	11.6	4.4	4.0	5.7	-
MARRIED	74.6	66.2	63.9	68.7	77.3	77.3	78.1	79.8	76.7	71.4	67.8	79.1	75.6	72.2	76.1	75.3	77.3	69.2	65.3	78.2
SEPARATED	2.2	1.6	-	3.3	1.4	2.7	2.3	2.6	2.1	2.4	3.6	-	1.8	3.6	2.4	1.9	3.2	1.3	1.9	-
DIVORCED	11.3	13.2	17.1	8.9	10.8	11.2	8.9	6.8	10.6	13.7	16.9	6.6	11.0	18.8	8.7	7.5	10.5	23.3	24.0	21.8
WIDOWED	1.8	3.8	4.5	3.0	1.5	1.3	2.1	2.5	1.7	1.8	2.6	-	1.7	5.4	1.8	2.4	1.0	-	-	-
REFUSE	2.3	4.6	5.3	3.8	1.6	0.2	1.0	0.9	1.1	2.7	1.2	6.0	2.4	-	2.3	1.5	3.5	2.2	3.1	-



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## 33. WHAT IS YOUR CURRENT MARITAL STATUS?

	TOTAL				HEARD OF SITE				VISITED SITE				HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK				
	TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY /NEVER	Rarely	Never
	RG		RG		RG		RG										
Total	500	181	310	35	453	172	100	72	65	30	35	261	115	145			
SINGLE, NEVER MARRIED	7.8	10.2	6.0	9.0	7.9	5.0	4.3	6.1	4.1	-	7.7	10.6	12.7	9.0			
MARRIED	74.6	72.7	75.9	71.7	75.0	80.1	79.2	81.3	68.8	69.8	67.9	72.5	68.7	75.5			
SEPARATED	2.2	5.4	0.4	13.7	1.4	1.4	-	3.3	-	-	-	3.3	2.9	3.7			
DIVORCED	11.3	8.7	12.8	5.8	11.5	11.4	14.4	7.3	19.2	18.8	19.5	9.1	8.5	9.5			
WIDOWED	1.8	1.0	2.3	-	1.7	1.4	0.8	2.1	1.5	-	2.8	2.2	3.2	1.4			
REFUSE	2.3	2.1	2.5	-0.2	2.5	0.8	1.3	-	6.4	11.4	2.2	2.3	4.0	0.9			

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33. WHAT IS YOUR CURRENT MARITAL STATUS?

	TOTAL	IDEOLOGY						PARTY						WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	113	44	69	143	91	129	219	164	198	123	106	17	139	98	88	5	74	20
SINGLE, NEVER MARRIED	7.8	12.2	11.1	12.9	3.9	7.0	6.3	6.6	2.9	14.8	2.3	2.6	-	3.5	2.8	3.1	-	30.9	-
MARRIED	74.6	64.8	72.1	60.1	74.8	75.7	83.3	80.1	84.7	67.5	73.1	71.1	85.5	83.9	80.2	77.8	100.0	53.7	59.3
SEPARATED	2.2	3.4	-	5.6	2.0	0.9	1.7	1.4	1.8	1.7	3.2	2.4	8.6	1.6	1.6	3.5	-	-	4.3
DIVORCED	11.3	17.6	16.1	18.6	10.8	12.2	7.0	9.1	9.2	11.3	15.0	16.5	5.8	9.9	9.7	12.6	-	10.1	32.5
WIDOWED	1.8	-	-	-	4.1	2.6	0.6	1.4	1.0	2.6	1.9	2.2	-	1.1	4.2	-	-	1.3	4.0
REFUSE	2.3	2.0	0.7	2.9	4.5	1.6	1.1	1.3	0.4	2.2	4.5	5.2	-	-	1.5	2.9	-	4.0	-



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## 33. WHAT IS YOUR CURRENT MARITAL STATUS?

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
Total	500	78	73	54	86	125	69	305	280	181	170	135	128	103	258
SINGLE, NEVER MARRIED	7.8	4.2	14.3	1.6	1.7	15.0	2.8	6.7	7.8	9.7	10.8	1.7	11.5	0.9	8.4
MARRIED	74.6	87.0	72.2	82.6	82.7	64.8	65.6	77.9	75.8	73.3	69.1	87.1	66.2	84.2	76.8
SEPARATED	2.2	-	2.2	1.6	3.5	1.4	4.5	2.4	2.7	0.4	4.7	1.7	2.5	1.2	2.6
DIVORCED	11.3	7.6	7.3	10.7	10.6	13.6	18.4	10.5	11.1	13.5	12.3	7.8	15.4	11.0	9.6
WIDOWED	1.8	1.0	-	-	0.9	4.1	3.4	2.2	1.9	1.6	2.8	1.0	1.8	2.3	1.7
REFUSE	2.3	0.2	4.0	3.5	0.5	1.2	5.2	0.3	0.7	1.6	0.2	0.8	2.6	0.4	1.0

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## 33. WHAT IS YOUR CURRENT MARITAL STATUS?

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER
Total	500	305	74	88	99	99	280	90	100	129	305	154	190	280	180	129
SINGLE, NEVER MARRIED	7.8	6.7	3.9	5.3	6.1	6.8	7.8	6.6	6.5	8.4	6.7	4.9	6.7	7.8	6.9	8.4
MARRIED	74.6	77.9	82.7	80.4	78.3	75.4	75.8	79.6	78.7	75.5	77.9	80.6	76.4	75.8	78.0	75.5
SEPARATED	2.2	2.4	-	3.3	3.3	2.7	2.7	4.5	3.7	-	2.4	1.8	3.1	2.7	4.3	-
DIVORCED	11.3	10.5	13.4	10.1	9.0	11.4	11.1	7.7	10.7	12.0	10.5	12.2	10.1	11.1	9.8	12.0
WIDOWED	1.8	2.2	-	0.9	2.3	3.7	1.9	1.7	-	3.0	2.2	0.5	3.1	1.9	0.8	3.0
REFUSE	2.3	0.3	-	*	1.1	-	0.7	-0.1	0.4	1.1	0.3	*	0.6	0.7	0.2	1.1

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## 33. WHAT IS YOUR CURRENT MARITAL STATUS?

	TOTAL		MALE ONLY (CHILDREN)					FEMALE ONLY (CHILDREN)					BOTH (CHILDREN)						
	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	
Total	500	110	53	63	96	55	44	98	42	62	90	65	32	95	58	64	92	60	52
SINGLE, NEVER MARRIED	7.8	9.7	7.1	11.0	8.0	7.3	8.3	8.6	9.0	7.4	13.2	12.9	15.6	1.4	-	2.0	2.4	-	4.4
MARRIED	74.6	73.7	74.8	73.0	79.1	84.8	72.0	75.6	80.2	72.5	63.6	62.6	68.5	86.0	87.2	83.9	84.9	88.6	83.9
SEPARATED	2.2	0.7	-	1.2	-	-	-	4.3	3.3	4.6	6.0	8.3	-	2.4	2.5	3.6	2.5	3.8	-
DIVORCED	11.3	13.3	16.6	11.5	12.2	8.1	18.1	8.9	7.5	11.5	13.2	13.1	10.6	8.2	10.3	7.6	8.1	7.7	8.0
WIDOWED	1.8	2.6	1.4	3.3	0.8	-	1.8	2.6	-	4.0	3.7	2.3	5.7	1.4	-	2.0	1.4	-	2.5
REFUSE	2.3	-	-	-	-0.1	-0.2	-0.1	*	*	-	0.4	0.7	-0.4	0.7	-	1.0	0.7	-	1.2

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## 33. WHAT IS YOUR CURRENT MARITAL STATUS?

	TOTAL			MEN						WOMEN						MEN			WOMEN		
	14/ YOUN-	12/ YOUN-		13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH		
Total	500	140	77	85	101	64	45	165	78	105	179	116	83	68	69	65	113	101	70		
SINGLE, NEVER MARRIED	7.8	7.6	8.6	4.7	5.8	7.9	1.7	5.9	1.2	8.4	8.9	6.4	12.1	9.9	11.4	-	9.5	10.4	3.2		
MARRIED	74.6	80.9	79.8	84.6	83.4	82.2	86.7	75.3	81.4	69.7	71.5	75.7	69.4	72.9	81.1	90.5	73.6	61.0	83.9		
SEPARATED	2.2	1.8	-	2.9	1.6	2.5	-	2.9	3.7	3.3	3.4	5.2	-	-	3.6	-	0.7	5.5	3.3		
DIVORCED	11.3	8.7	10.6	7.0	9.2	7.6	11.3	12.0	13.7	12.7	12.1	11.0	12.3	11.9	3.9	9.4	14.4	17.9	6.3		
WIDOWED	1.8	0.5	1.0	-	-	-	-	3.6	-	5.6	3.0	1.3	4.7	1.1	-	-	1.8	4.8	1.9		
REFUSE	2.3	0.4	*	0.7	0.1	-0.2	0.2	0.3	-	0.4	1.0	0.4	1.6	4.2	*	0.1	-	0.4	1.5		

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33. WHAT IS YOUR CURRENT MARITAL STATUS?

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some Col-lege	COL-LEGE GRAD.	Col-lege Grad.	Post Grad. Work
Total	500	32	58	67	54	67	139	90	327	157	260	277	139	195	27	68	100	294	215	79
SINGLE, NEVER MARRIED	7.8	29.9	20.2	9.7	4.2	2.9	1.4	23.7	3.8	17.7	2.3	11.5	1.4	11.2	23.2	10.6	8.4	5.5	6.0	4.2
MARRIED	74.6	37.1	50.9	65.7	68.7	87.1	92.8	45.9	82.1	54.4	86.4	65.1	92.8	65.7	49.6	72.3	65.5	82.2	79.9	88.6
SEPARATED	2.2	6.1	4.5	4.8	4.1	0.5	0.6	5.1	2.0	4.9	1.3	3.7	0.6	3.3	5.4	3.8	2.5	1.6	1.8	1.0
DIVORCED	11.3	24.5	22.0	15.1	18.6	7.2	4.3	22.9	9.5	19.5	8.0	16.4	4.3	15.5	21.8	9.6	17.9	8.7	9.9	5.3
WIDOWED	1.8	2.4	1.7	4.7	2.4	2.3	0.9	1.9	2.2	3.1	1.6	2.8	0.9	2.7	-	1.4	4.4	1.2	1.3	1.0
REFUSE	2.3	-	0.8	-	2.0	-	-	0.5	0.3	0.3	0.4	0.5	-	1.5	-	2.2	1.4	0.8	1.0	-



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## 33. WHAT IS YOUR CURRENT MARITAL STATUS?

	TOTAL	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COL-	COL-	Col-	Post	LESS/ COL-	COL-	Col-	Post	SINGLE	MAR-	SEPA-	DIV-	WID-	MALE	FEMALE
		COLLEG LEGE	LEGE	lege	Grad.	COLLEG LEGE	LEGE	lege	Grad.		RIED	RATED	ORCED	OWED		
	GRAD.	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.	Work								
Total	500	89	116	84	32	106	178	131	48	39	373	11	57	9	168	205
SINGLE, NEVER MARRIED	7.8	12.4	3.1	2.6	4.4	10.2	7.1	8.3	4.0	100.0	-	-	-	-	-	-
MARRIED	74.6	70.2	90.2	89.6	91.8	61.9	77.0	73.6	86.4	-	100.0	-	-	-	100.0	100.0
SEPARATED	2.2	1.0	1.4	1.9	-	5.3	1.7	1.7	1.7	-	-	100.0	-	-	-	-
DIVORCED	11.3	12.3	5.2	5.7	3.9	18.2	11.0	12.7	6.2	-	-	-	100.0	-	-	-
WIDOWED	1.8	0.9	-	-	-	4.3	2.0	2.2	1.7	-	-	-	-	100.0	-	-
REFUSE	2.3	3.3	0.2	0.2	-	-	1.2	1.6	-	-	-	-	-	-	-	-

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33. WHAT IS YOUR CURRENT MARITAL STATUS?

	TOTAL	RELIGION				BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT-ESTANT	CATH-OLIC	ATH-EIST	YES	NO	MALE	FEMALE	WHITE	NON-WHITE	Hisp-panic	Afr-ican	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN	
Total	500	323	59	28	241	96	99	143	336	159	30	103	136	46	200	57	88	32	237	66	
SINGLE, NEVER MARRIED	7.8	7.8	6.9	9.9	6.8	14.4	2.8	9.6	3.5	16.5	8.9	22.1	5.1	17.2	2.4	26.0	7.5	30.7	2.1	19.8	
MARRIED	74.6	78.0	81.6	73.1	78.8	74.6	85.5	74.2	80.5	63.3	68.8	58.9	84.5	60.7	77.7	57.4	74.5	48.3	84.3	64.9	
SEPARATED	2.2	1.6	-	-	1.9	0.5	1.6	2.2	2.3	2.1	8.3	0.8	1.2	1.9	3.1	-	6.9	-	0.7	1.3	
DIVORCED	11.3	9.5	11.5	15.4	9.3	8.4	7.8	10.3	10.5	13.5	10.7	13.6	7.0	13.8	12.8	13.5	9.4	21.0	10.5	11.2	
WIDOWED	1.8	2.4	-	-	2.5	2.2	0.8	3.7	1.7	2.1	-	1.7	0.6	-	2.4	3.1	-	-	1.8	2.7	
REFUSE	2.3	0.8	-	1.6	0.6	-	1.4	-	1.6	2.5	3.3	2.8	1.7	6.4	1.5	-	1.7	-	0.6	-	



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## 33. WHAT IS YOUR CURRENT MARITAL STATUS?

	TOTAL			AGE			MEN			WOMEN			GENDER	
	UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE			
	40		55	40		55	40		55					
Total	500	144	301	35	63	121	14	81	180	20	210	290		
SINGLE, NEVER MARRIED	7.8	13.3	5.0	11.9	14.2	4.8	-	12.5	5.2	20.3	7.4	8.1		
MARRIED	74.6	66.9	81.0	71.2	70.7	86.9	90.1	63.9	77.1	57.7	80.0	70.7		
SEPARATED	2.2	5.4	1.1	-	2.5	0.7	-	7.7	1.4	-	1.2	3.0		
DIVORCED	11.3	12.3	11.1	10.4	10.2	6.6	9.8	14.0	14.1	10.8	8.5	13.4		
WIDOWED	1.8	1.1	1.2	6.5	-	0.6	-	1.9	1.6	11.2	0.4	2.8		
REFUSE	2.3	1.0	0.5	*	2.3	0.4	0.1	-	0.6	-	2.6	2.0		

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## 34. WHAT IS YOUR RELIGION?

TOTAL	AREA														CHILDREN IN		APPROPRIATE TO			TALKED ABOUT	
	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	11-14	OVER 15	YES	NO/ NOT YET	
Total	500	158	64	18	76	141	60	81	89	45	44	21	56	35	299	197	239	203	36	462	38
PROTESTANT	64.5	60.9	53.4	33.3	73.7	64.6	57.8	69.6	75.9	76.7	75.1	54.6	77.1	37.2	62.9	66.7	68.3	63.1	46.8	65.9	47.9
CATHOLIC	11.8	11.5	10.9	24.1	8.9	14.9	17.9	12.7	11.1	8.3	13.9	7.7	6.8	13.5	12.3	11.4	9.1	14.0	18.5	12.0	10.2
JEWISH	1.2	0.5	-	-	1.0	1.7	3.9	-	1.1	-	2.2	-	-	5.1	1.4	0.8	1.0	0.8	5.0	0.9	4.7
MORMON/L.D.S.	1.8	0.3	-	2.5	-	2.4	-	4.1	3.5	5.5	1.5	6.6	-	2.4	2.6	0.7	3.3	0.7	-	2.0	-
MUSLIM/ISLAMIC	0.2	0.6	1.4	-	-	-	-	-	-	-	-	-	-	-	-	0.5	0.4	-	-	0.2	-
ATHEIST/AGNOSTIC	5.6	7.2	8.4	9.2	5.7	3.5	2.4	4.4	1.6	3.1	-	10.4	6.1	13.4	5.3	6.3	4.3	7.7	3.8	5.1	12.2
OTHER	1.7	1.4	-	6.6	1.2	2.4	4.0	1.2	-	-	-	9.3	2.3	-	1.4	2.3	1.7	0.7	6.4	1.9	-
DK/REFUSED	13.1	17.8	25.9	24.3	9.4	10.5	14.0	7.9	6.8	6.3	7.3	11.5	7.7	28.4	14.0	11.5	12.0	13.0	19.5	12.2	25.0

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34. WHAT IS YOUR RELIGION?

	TOTAL	TALK ABOUT ALCOHOL ABUSE WITH YOUR CHILDREN			TALKED ABOUT ALCOHOL ABUSE LAST FEW MOS.		UNDERAGED DRINKING IN YOUR COMMUNITY					CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL			APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL			S/R/H: ADS STOP UNDERAGE DRINKING		TALKED TO CHILD ABOUT BRAIN DEVLPMNT	
		FREQU-ENTLY	SOME-TIMES	RARELY	YES	NO	PROB-LEM	Ser-iious	Minor	NOT A PROB-LEM	CONC-ERNED	Very	Smwt.	NOT AT ALL	LESS/14	15-17	OVER 18	YES	NO	YES	NO
Total	500	178	214	68	382	74	422	213	209	50	297	98	199	200	18	57	375	232	265	352	145
PROTESTANT	64.5	66.1	64.3	70.6	66.3	63.8	64.8	67.3	62.2	62.9	67.2	69.3	66.3	60.9	42.3	46.3	67.7	70.6	59.1	66.0	61.5
CATHOLIC	11.8	13.8	11.4	9.4	12.9	8.4	10.7	10.3	11.0	15.4	12.0	12.2	11.8	11.8	22.8	19.0	10.3	9.6	13.9	12.0	11.7
JEWISH	1.2	1.0	0.7	1.4	0.8	1.2	1.4	2.7	-	-	2.0	1.8	2.0	-	-	1.6	1.3	1.3	1.0	0.6	2.5
MORMON/L.D.S.	1.8	2.3	1.7	2.0	1.8	3.1	2.2	3.4	0.9	-	1.9	1.3	2.2	1.8	4.7	-	1.6	2.0	1.7	1.8	1.9
MUSLIM/ISLAMIC	0.2	0.5	-	-	0.2	-	0.2	0.4	-	-	0.3	0.9	-	-	-	-	0.2	0.4	-	0.3	-
ATHEIST/AGNOSTIC	5.6	6.1	4.6	4.1	5.2	3.2	5.7	3.2	8.2	3.0	3.8	5.5	3.0	8.3	15.6	5.8	5.3	4.1	7.0	5.8	5.1
OTHER	1.7	1.9	2.5	-	2.3	-	1.8	3.6	-	2.0	1.4	3.0	0.7	2.2	-	-	2.3	2.4	1.2	1.9	1.5
DK/REFUSED	13.1	8.3	14.9	12.5	10.5	20.3	13.3	9.0	17.6	16.6	11.3	6.0	14.0	14.9	14.5	27.3	11.3	9.7	16.0	11.6	15.8



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34. WHAT IS YOUR RELIGION?

TOTAL	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					HOW OFTEN DO YOU TALK TO YOUR CHILDREN ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN						UNDERAGE DRINKING AFFECTS TEEN HEALTH		TALKING ABOUT UNDERAGE DRINKING AFFECTS ON BRAIN HEALTH/DEVELOPMENT EFF./INEFF. WAY TO INFLUENCE THEIR DECISIONS						
	17/ YOUNG-ER	14/ Young-er	15-17	18-20	21+	TALK	Always	Some- times	NOT OFTEN	Rarely	Never	YES	NO	EFFEC- TIVE	Very	Some- what	INEFF- CTIVE	Some- what	Very	
Total	500	106	55	51	139	221	326	148	178	126	86	40	461	24	419	249	170	67	47	20
PROTESTANT	64.5	70.4	77.8	62.3	62.5	63.1	67.8	68.7	67.1	63.9	61.4	69.3	65.0	47.1	65.6	68.1	61.9	59.4	61.9	53.6
CATHOLIC	11.8	11.1	5.9	16.8	13.5	11.4	12.0	11.9	12.2	12.3	12.4	12.1	12.5	7.0	11.9	11.0	13.1	11.8	13.7	7.4
JEWISH	1.2	-	-	-	2.5	1.1	1.2	0.6	1.7	-	-	-	1.1	-	1.0	0.6	1.5	2.7	-	8.8
MORMON/L.D.S.	1.8	1.7	1.5	1.8	-	2.9	1.3	1.6	1.0	4.0	5.1	1.7	1.3	12.5	1.8	1.6	2.1	2.4	3.5	-
MUSLIM/ISLAMIC	0.2	-	-	-	0.7	-	0.3	-	0.5	-	-	-	0.2	-	0.2	-	0.5	-	-	-
ATHEIST/AGNOSTIC	5.6	2.2	4.3	-	4.9	8.1	5.3	6.3	4.4	3.9	4.1	3.5	5.3	13.1	5.5	5.3	5.8	7.4	3.1	17.3
OTHER	1.7	1.1	-	2.3	1.4	1.9	1.4	1.5	1.2	3.4	1.1	8.3	1.6	5.4	1.8	2.2	1.1	-	-	-
DK/REFUSED	13.1	13.5	10.5	16.8	14.6	11.5	10.8	9.5	11.9	12.4	15.9	5.0	13.0	14.9	12.3	11.3	13.8	16.3	17.8	12.8



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34. WHAT IS YOUR RELIGION?

	TOTAL				HEARD OF SITE				VISITED SITE				HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK							
	TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O	
	RG	RG	RG	RG	RG	RG	RG	RG	RG	RG	RG	RG	RG	RG	RG	RG	RG	RG	RG	RG
	YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY /NEVER	Rarely	Never							
Total	500	181	310	35	453	172	100	72	65	30	35	261	115	145						
PROTESTANT	64.5	64.6	64.2	40.1	66.0	63.9	65.0	62.5	55.8	44.7	65.2	67.6	62.0	72.1						
CATHOLIC	11.8	11.8	11.6	21.4	11.0	12.5	11.1	14.6	8.9	14.9	3.7	12.2	12.9	11.6						
JEWISH	1.2	-	1.6	-	1.3	1.0	0.7	1.3	2.2	-	4.0	1.0	0.8	1.2						
MORMON/L.D.S.	1.8	3.2	1.1	5.8	1.6	2.1	3.5	-	-	-	-	2.2	2.3	2.1						
MUSLIM/ISLAMIC	0.2	0.5	-	-	0.2	-	-	-	-	-	-	0.4	0.8	-						
ATHEIST/AGNOSTIC	5.6	5.2	6.0	4.7	5.6	6.1	7.7	3.8	8.9	7.5	10.1	4.5	6.9	2.6						
OTHER	1.7	1.7	1.8	2.9	1.7	2.3	-	5.4	2.1	-	3.9	1.3	2.2	0.7						
DK/REFUSED	13.1	12.9	13.7	25.1	12.6	12.1	11.9	12.4	22.2	32.8	13.0	10.8	12.2	9.7						



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34. WHAT IS YOUR RELIGION?

	TOTAL	IDEOLOGY						PARTY						WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	113	44	69	143	91	129	219	164	198	123	106	17	139	98	88	5	74	20
PROTESTANT	64.5	43.7	40.2	46.0	64.3	69.6	81.5	76.6	73.1	67.6	48.8	47.3	58.2	77.0	60.6	52.1	47.3	86.7	41.2
CATHOLIC	11.8	9.6	13.9	6.8	11.0	18.6	9.2	13.1	13.7	9.2	14.3	14.9	10.6	12.7	8.3	15.6	25.9	4.1	10.6
JEWISH	1.2	3.7	6.1	2.1	0.5	1.0	-	0.4	1.0	1.6	0.8	0.9	-	1.2	3.3	1.1	-	-	-
MORMON/L.D.S.	1.8	1.9	4.9	-	2.2	1.6	1.9	1.8	3.5	1.3	0.8	0.9	-	3.2	2.5	1.1	-	-	-
MUSLIM/ISLAMIC	0.2	-	-	-	-	1.0	-	0.4	0.6	-	-	-	-	0.7	-	-	-	-	-
ATHEIST/AGNOSTIC	5.6	17.9	17.7	18.0	3.6	0.8	1.4	1.2	2.8	6.4	8.2	6.6	18.4	0.5	10.4	8.7	26.8	1.8	11.7
OTHER	1.7	3.4	6.5	1.4	1.6	-	1.1	0.6	-	2.3	3.3	3.9	-	-	1.3	1.1	-	2.7	-
DK/REFUSED	13.1	19.8	10.6	25.8	16.8	7.4	4.9	5.9	5.3	11.6	23.8	25.6	12.8	4.8	13.6	20.3	-	4.7	36.4



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## 34. WHAT IS YOUR RELIGION?

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
Total	500	78	73	54	86	125	69	305	280	181	170	135	128	103	258
PROTESTANT	64.5	75.3	63.8	45.7	71.1	69.8	51.2	61.9	71.8	63.5	65.7	66.7	57.5	58.4	72.6
CATHOLIC	11.8	10.9	12.5	13.3	16.3	7.2	15.0	11.5	10.9	13.2	11.8	11.2	12.0	11.6	11.9
JEWISH	1.2	1.0	-	1.7	1.1	2.5	-	1.9	0.6	1.3	1.0	1.2	2.5	-	1.0
MORMON/L.D.S.	1.8	4.4	-	1.8	2.7	2.0	-	2.0	1.6	2.0	2.8	-	1.9	2.5	1.3
MUSLIM/ISLAMIC	0.2	1.2	-	-	-	-	-	0.3	0.3	-	-	0.7	0.7	-	-
ATHEIST/AGNOSTIC	5.6	3.7	9.5	10.6	1.9	4.6	6.3	7.6	4.3	6.4	5.9	4.8	5.6	8.7	4.6
OTHER	1.7	-	1.9	5.8	-	2.6	1.4	2.9	0.8	1.6	0.8	3.3	3.4	1.2	1.3
DK/REFUSED	13.1	3.6	12.3	21.0	6.9	11.2	26.0	11.9	9.7	12.0	12.0	12.0	16.4	17.5	7.4

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## 34. WHAT IS YOUR RELIGION?

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER
Total	500	305	74	88	99	99	280	90	100	129	305	154	190	280	180	129
PROTESTANT	64.5	61.9	60.5	67.6	62.5	52.9	71.8	69.3	73.6	72.7	61.9	64.1	57.3	71.8	71.2	72.7
CATHOLIC	11.8	11.5	16.8	7.3	9.7	13.6	10.9	10.0	10.0	11.8	11.5	10.9	12.2	10.9	10.1	11.8
JEWISH	1.2	1.9	1.2	-	-	4.9	0.6	1.0	-	0.6	1.9	0.6	2.6	0.6	0.5	0.6
MORMON/L.D.S.	1.8	2.0	1.2	4.4	-	1.3	1.6	-	1.8	2.1	2.0	3.0	0.7	1.6	1.0	2.1
MUSLIM/ISLAMIC	0.2	0.3	-	-	-	0.9	0.3	-	-	0.7	0.3	-	0.5	0.3	-	0.7
ATHEIST/AGNOSTIC	5.6	7.6	4.5	11.4	8.6	6.1	4.3	6.2	5.7	3.0	7.6	8.6	7.7	4.3	5.5	3.0
OTHER	1.7	2.9	3.0	1.1	5.1	2.7	0.8	-	-	1.8	2.9	2.0	4.1	0.8	-	1.8
DK/REFUSED	13.1	11.9	12.8	8.2	14.0	17.5	9.7	13.5	9.0	7.3	11.9	10.8	15.0	9.7	11.7	7.3

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## 34. WHAT IS YOUR RELIGION?

	TOTAL		MALE ONLY (CHILDREN)					FEMALE ONLY (CHILDREN)					BOTH (CHILDREN)						
	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	
Total	500	110	53	63	96	55	44	98	42	62	90	65	32	95	58	64	92	60	52
PROTESTANT	64.5	63.5	71.0	53.3	69.2	69.6	68.5	59.6	55.1	59.2	75.7	73.1	80.3	63.2	64.9	59.6	71.1	70.7	72.5
CATHOLIC	11.8	10.4	7.3	14.8	14.5	11.1	20.0	15.8	22.6	12.3	7.3	5.6	9.2	8.7	5.8	9.6	11.0	13.9	6.9
JEWISH	1.2	2.1	-	3.7	-	-	-	1.8	-	2.9	-	-	-	1.8	1.6	1.2	1.8	1.5	1.4
MORMON/L.D.S.	1.8	1.2	-	2.1	3.8	3.2	4.2	3.9	9.1	-	1.0	-	2.9	-	-	-	-	-	-
MUSLIM/ISLAMIC	0.2	-	-	-	-	-	-	-	-	-	-	-	-	1.0	-	1.4	1.0	-	1.8
ATHEIST/AGNOSTIC	5.6	8.6	12.7	6.7	4.4	7.1	0.7	7.3	5.6	9.8	4.7	4.4	6.9	6.8	7.3	6.6	3.9	5.3	2.7
OTHER	1.7	2.6	-	4.6	-	-	-	1.4	-	2.2	-	-	-	4.7	5.4	5.5	2.4	-	4.4
DK/REFUSED	13.1	11.6	9.0	14.8	8.2	9.0	6.6	10.2	7.6	13.5	11.4	16.9	0.7	13.8	14.9	16.1	8.8	8.6	10.3

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## 34. WHAT IS YOUR RELIGION?

	TOTAL			MEN						WOMEN						MEN			WOMEN		
	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH			
Total	500	140	77	85	101	64	45	165	78	105	179	116	83	68	69	65	113	101	70		
PROTESTANT	64.5	61.2	60.6	58.0	65.5	59.7	75.2	62.5	67.5	56.6	75.3	77.6	71.2	63.0	68.1	58.5	63.8	64.1	74.4		
CATHOLIC	11.8	11.0	13.6	8.9	14.6	17.5	9.6	11.9	8.2	14.9	8.8	6.0	13.0	10.5	11.8	14.8	14.8	11.8	7.9		
JEWISH	1.2	1.2	-	2.0	0.7	-	1.6	2.5	1.2	3.0	0.5	0.8	-	1.4	-	1.1	1.2	1.8	1.3		
MORMON/L.D.S.	1.8	2.4	4.3	-	1.1	0.7	1.5	1.6	1.8	1.3	1.9	1.1	2.5	1.6	3.5	-	2.2	2.3	-		
MUSLIM/ISLAMIC	0.2	0.7	-	1.1	0.9	-	2.0	-	-	-	-	-	-	-	-	1.4	-	-	-		
ATHEIST/AGNOSTIC	5.6	9.1	9.0	9.1	7.8	11.8	2.5	6.3	8.2	6.5	2.3	2.0	3.3	8.9	8.7	6.4	4.9	3.9	3.3		
OTHER	1.7	3.3	4.1	4.2	0.9	-	2.1	2.5	-	4.0	0.7	-	1.6	-	2.0	4.8	2.6	-	1.9		
DK/REFUSED	13.1	11.2	8.4	16.7	8.4	10.4	5.4	12.6	13.1	13.7	10.4	12.4	8.4	14.6	5.9	12.9	10.5	16.2	11.1		

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## 34. WHAT IS YOUR RELIGION?

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some Col-lege	COL-LEGE GRAD.	Col-lege Grad.	Post Grad. Work
Total	500	32	58	67	54	67	139	90	327	157	260	277	139	195	27	68	100	294	215	79
PROTESTANT	64.5	80.4	62.3	62.4	60.7	77.6	66.5	68.7	67.0	66.0	68.2	67.8	66.5	69.9	71.6	72.9	67.5	62.8	62.2	64.6
CATHOLIC	11.8	11.2	12.4	13.6	15.7	9.2	9.9	12.0	11.4	12.7	10.9	12.4	9.9	11.3	12.2	8.8	12.8	12.3	12.5	11.8
JEWISH	1.2	-	-	2.8	3.3	-	1.5	-	1.8	1.2	1.5	1.3	1.5	1.0	-	1.4	0.9	1.3	0.8	2.7
MORMON/L.D.S.	1.8	-	1.7	1.0	4.2	3.8	2.0	1.1	2.5	1.1	2.9	2.3	2.0	0.9	-	-	1.7	2.6	3.5	-
MUSLIM/ISLAMIC	0.2	-	-	-	-	-	-	-	-	-	-	-	-	0.5	3.4	-	-	-	-	-
ATHEIST/AGNOSTIC	5.6	4.1	8.1	4.3	6.0	1.2	9.4	6.7	6.1	5.7	6.6	4.7	9.4	5.9	8.4	5.4	5.6	5.4	4.5	8.0
OTHER	1.7	-	3.4	1.8	4.2	-	2.4	2.2	2.1	2.0	2.2	1.9	2.4	0.6	4.4	-	-	2.6	2.0	4.2
DK/REFUSED	13.1	4.3	12.1	14.1	6.0	8.2	8.3	9.3	9.1	11.4	7.8	9.6	8.3	9.9	-	11.5	11.5	13.0	14.6	8.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 34. WHAT IS YOUR RELIGION?

	TOTAL	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COL-	COL-	Col-	Post	LESS/ COL-	COL-	Col-	Post	SINGLE	MAR-	SEPA-	DIV-	WID-	MALE	FEMALE
		COLLEG LEGE	LEGE	lege	Grad.	COLLEG LEGE	LEGE	lege	Grad.		RIED	RATED	ORCED	OWED		
	GRAD.	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.	Work								
Total	500	89	116	84	32	106	178	131	48	39	373	11	57	9	168	205
PROTESTANT	64.5	66.6	60.8	60.9	60.4	72.7	64.2	63.0	67.3	64.8	67.5	46.3	53.9	85.5	64.2	70.1
CATHOLIC	11.8	9.1	13.6	13.4	14.3	13.2	11.4	11.9	10.1	10.5	12.9	-	12.0	-	13.8	12.3
JEWISH	1.2	1.1	0.6	-	2.4	0.9	1.8	1.4	3.0	-	1.6	-	-	-	1.0	2.0
MORMON/L.D.S.	1.8	1.9	2.4	3.2	-	-	2.7	3.7	-	-	1.6	12.4	3.6	-	2.1	1.1
MUSLIM/ISLAMIC	0.2	1.0	-	-	-	-	-	-	-	-	-	-	1.6	-	-	-
ATHEIST/AGNOSTIC	5.6	8.7	7.3	8.5	4.0	3.6	4.2	1.9	10.7	7.1	5.5	-	7.6	-	6.6	4.6
OTHER	1.7	1.3	2.9	-	10.6	-	2.4	3.2	-	7.4	1.2	-	-	14.5	2.7	-
DK/REFUSED	13.1	10.2	12.5	14.0	8.4	9.7	13.4	15.0	8.9	10.3	9.8	41.3	21.3	-	9.7	9.9

**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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34. WHAT IS YOUR RELIGION?

TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE					MEN		WOMEN		UNDER 40		OVER 40	
	PROT-ESTANT	CATH-OLIC	ATH-EIST	YES	NO	MALE	FEMALE	WHITE	NON-WHITE	Hisp-panic	Afr-ican	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN	
Total	500	323	59	28	241	96	99	143	336	159	30	103	136	46	200	57	88	32	237	66
PROTESTANT	64.5	100.0	-	-	97.8	81.9	97.5	98.0	64.7	65.7	43.2	75.0	65.1	70.9	64.5	78.3	63.0	59.5	66.7	84.3
CATHOLIC	11.8	-	100.0	-	-	-	-	-	11.9	12.0	29.9	6.4	12.5	5.3	11.5	7.3	8.4	9.7	12.8	5.3
JEWISH	1.2	-	-	-	-	-	-	-	1.7	-	-	-	1.2	-	2.1	-	2.0	-	1.7	-
MORMON/L.D.S.	1.8	-	-	-	-	-	-	-	2.3	0.8	4.3	-	2.3	-	2.4	-	3.2	-	2.1	-
MUSLIM/ISLAMIC	0.2	-	-	-	-	-	-	-	0.3	-	-	-	0.7	-	-	-	-	-	-	-
ATHEIST/AGNOSTIC	5.6	-	-	100.0	0.9	6.1	1.3	0.7	5.7	5.4	4.0	5.2	7.2	9.8	4.6	1.6	5.7	9.0	5.9	3.9
OTHER	1.7	-	-	-	0.5	7.9	1.2	-	0.7	4.1	-	1.9	-	-	1.1	3.4	-	6.1	1.0	-
DK/REFUSED	13.1	-	-	-	0.8	4.2	-	1.4	12.7	12.0	18.6	11.5	11.0	14.0	13.9	9.4	17.7	15.6	9.8	6.5



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## 34. WHAT IS YOUR RELIGION?

	TOTAL			AGE			MEN			WOMEN			GENDER	
	UNDER 40	41-55	OVER 55	MALE	FEMALE									
Total	500	144	301	35	63	121	14	81	180	20	210	290		
PROTESTANT	64.5	57.6	69.3	70.1	66.7	64.5	59.7	50.5	72.6	77.6	62.5	66.0		
CATHOLIC	11.8	13.1	11.6	8.6	11.9	11.5	7.0	14.0	11.7	9.7	11.9	11.8		
JEWISH	1.2	1.2	1.3	-	-	1.4	-	2.2	1.3	-	0.8	1.4		
MORMON/L.D.S.	1.8	2.6	1.2	5.3	3.6	1.2	4.6	1.7	1.2	5.8	2.1	1.7		
MUSLIM/ISLAMIC	0.2	-	-	-	-	-	-	-	-	-	0.4	-		
ATHEIST/AGNOSTIC	5.6	6.3	5.9	2.3	7.4	8.9	5.5	5.4	3.9	-	7.7	4.1		
OTHER	1.7	2.2	1.9	-	1.9	2.8	-	2.4	1.3	-	2.2	1.4		
DK/REFUSED	13.1	17.0	8.7	13.7	8.4	9.8	23.2	23.8	8.0	6.9	12.5	13.6		

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35. DO YOU CONSIDER YOURSELF TO BE AN EVANGELICAL, OR BORN AGAIN CHRISTIAN?

	TOTAL	AREA														CHILDREN IN	APPROPRIATE TO	TALKED ABOUT			
		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	11-14	OVER 15	YES	NO/ NOT YET
Total Answering	347	109	41	7	61	96	38	57	69	36	33	16	44	13	198	146	174	136	21	329	18
YES	69.6	69.5	63.7	88.8	71.2	65.7	62.2	68.1	79.2	68.9	90.6	57.4	74.6	43.7	71.1	66.8	69.6	70.7	56.0	69.6	68.9
NO	27.6	28.0	34.0	-	27.4	30.8	31.3	30.4	16.8	23.4	9.4	42.6	24.7	49.7	25.4	31.1	28.3	26.5	32.7	27.8	23.1
DK/REFUSED	2.9	2.4	2.3	11.2	1.4	3.5	6.5	1.5	4.0	7.6	-	-	0.7	6.6	3.5	2.1	2.2	2.8	11.3	2.6	7.9



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35. DO YOU CONSIDER YOURSELF TO BE AN EVANGELICAL, OR BORN AGAIN CHRISTIAN?

	TOTAL	TALK ABOUT ALCOHOL ABUSE WITH YOUR CHILDREN			TALKED ABOUT ALCOHOL ABUSE LAST FEW MOS.		UNDERAGED DRINKING IN YOUR COMMUNITY					CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL			APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL			S/R/H: ADS STOP UNDERAGE DRINKING		TALKED TO CHILD ABOUT BRAIN DEVLPMNT	
		FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	LESS/ 14	15-17 18	OVER	YES	NO	YES	NO
Total Answering	347	131	148	49	277	47	294	157	137	33	213	76	137	133	9	27	273	176	169	250	96
YES	69.6	72.2	69.5	62.3	70.8	63.6	69.2	71.4	66.5	71.5	69.5	66.9	70.9	69.5	82.8	58.8	68.1	72.6	65.9	70.8	66.0
NO	27.6	23.6	29.3	35.1	26.6	33.7	28.4	27.4	29.4	25.6	26.7	29.0	25.4	29.2	17.2	37.7	29.3	23.7	32.0	26.3	31.0
DK/REFUSED	2.9	4.2	1.2	2.6	2.6	2.7	2.5	1.1	4.0	3.0	3.8	4.1	3.7	1.4	-	3.5	2.6	3.7	2.1	2.8	3.0



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35. DO YOU CONSIDER YOURSELF TO BE AN EVANGELICAL, OR BORN AGAIN CHRISTIAN?

	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					HOW OFTEN DO YOU TALK TO YOUR CHILDREN ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN					UNDERAGE DRINKING AFFECTS TEEN HEALTH		TALKING ABOUT UNDERAGE DRINKING AFFECTS ON BRAIN HEALTH/DEVELOPMENT EFF./INEFF. WAY TO INFLUENCE THEIR DECISIONS							
	17/Younger	14/Younger	15-17	18-20	21+	TALK	Always	Some-times	NOT OFTEN	Rarely	Never	YES	NO	EFFECTIVE	Very	Some-what	INEFFECTIVE	Some-what	Very	
Total Answering	347	80	46	34	90	151	239	113	126	85	54	31	323	13	297	186	111	41	29	12
YES	69.6	78.3	78.3	78.4	59.7	70.6	70.2	66.3	73.8	68.3	73.7	58.8	70.5	58.6	69.1	71.5	65.1	75.0	75.4	74.2
NO	27.6	18.1	15.5	21.6	36.8	28.3	26.7	28.8	24.7	30.5	26.3	37.7	27.2	30.2	27.6	25.0	31.9	25.0	24.6	25.8
DK/REFUSED	2.9	3.6	6.3	-	3.5	1.2	3.1	4.9	1.5	1.3	-	3.4	2.3	11.2	3.3	3.6	3.0	-	-	-



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35. DO YOU CONSIDER YOURSELF TO BE AN EVANGELICAL, OR BORN AGAIN CHRISTIAN?

	TOTAL				HEARD OF SITE		VISITED SITE		HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK									
	TALKITOUTNC.O		TALKITOUTNC.O		REG		REG		REGU-	2+	Once A	NOT	REGU-	Every	Once A	RARELY	Rarely	Never
	YES	NO	YES	NO	LARLY	Times/	Week	LARLY	Week	Week	Week	Week	Couple	Week	/NEVER			
Total Answering	347	125	215	16	322	118	69	49	40	15	25	188	80	108				
YES	69.6	69.6	69.6	83.5	68.4	63.3	54.4	75.7	48.4	19.5	66.0	78.1	65.8	87.1				
NO	27.6	28.5	26.8	16.5	28.5	35.0	42.7	24.3	49.4	80.5	30.4	18.2	26.4	12.1				
DK/REFUSED	2.9	1.9	3.5	-	3.1	1.7	2.9	-	2.2	-	3.5	3.7	7.7	0.8				



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35. DO YOU CONSIDER YOURSELF TO BE AN EVANGELICAL, OR BORN AGAIN CHRISTIAN?

	TOTAL	IDEOLOGY						PARTY						WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Swt.	MOD- ERATE	Swt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total Answering	347	61	23	38	98	64	106	170	121	147	70	59	11	107	64	52	2	69	9
YES	69.6	47.8	42.7	50.8	64.5	79.8	81.9	81.1	75.8	67.0	62.8	64.2	55.5	74.9	56.3	58.8	100.0	79.8	80.1
NO	27.6	50.3	55.9	46.9	30.4	18.5	18.1	18.3	24.2	30.6	28.2	28.0	28.8	25.1	43.7	32.1	-	18.2	11.4
DK/REFUSED	2.9	1.9	1.4	2.3	5.0	1.7	-	0.6	-	2.4	9.1	7.8	15.7	-	-	9.1	-	2.1	8.5



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35. DO YOU CONSIDER YOURSELF TO BE AN EVANGELICAL, OR BORN AGAIN CHRISTIAN?

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
Total Answering	347	60	51	29	61	96	41	212	208	126	118	98	84	68	193
YES	69.6	79.9	62.2	62.1	71.8	69.5	63.2	68.0	71.2	66.3	66.4	77.0	65.7	68.1	71.8
NO	27.6	20.1	35.0	31.9	28.2	28.2	25.5	29.7	26.3	29.0	31.4	22.7	30.9	27.0	26.3
DK/REFUSED	2.9	-	2.8	6.0	-	2.2	11.3	2.3	2.5	4.7	2.2	0.3	3.4	4.9	1.9



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35. DO YOU CONSIDER YOURSELF TO BE AN EVANGELICAL, OR BORN AGAIN CHRISTIAN?

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER
Total Answering	347	212	54	63	70	64	208	65	76	98	212	111	128	208	133	98
YES	69.6	68.0	58.3	70.7	72.5	62.0	71.2	67.3	70.2	77.0	68.0	65.3	67.5	71.2	68.8	77.0
NO	27.6	29.7	36.8	27.8	26.1	33.2	26.3	27.8	29.8	20.9	29.7	31.5	30.2	26.3	28.8	20.9
DK/REFUSED	2.9	2.3	5.0	1.5	1.3	4.8	2.5	4.9	-	2.1	2.3	3.3	2.4	2.5	2.4	2.1



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35. DO YOU CONSIDER YOURSELF TO BE AN EVANGELICAL, OR BORN AGAIN CHRISTIAN?

	TOTAL		MALE ONLY (CHILDREN)					FEMALE ONLY (CHILDREN)					BOTH (CHILDREN)						
	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	
Total Answering	347	81	43	42	67	39	30	63	25	41	71	49	27	67	43	45	69	44	41
YES	69.6	65.5	62.1	65.0	68.0	64.8	72.3	62.5	56.8	63.3	67.3	67.8	72.2	76.0	73.1	73.7	77.9	73.7	83.2
NO	27.6	31.1	33.8	28.5	25.9	27.2	24.6	34.6	35.8	36.7	31.5	32.2	24.7	23.5	26.9	25.6	21.6	26.3	16.0
DK/REFUSED	2.9	3.4	4.2	6.5	6.1	8.0	3.1	2.9	7.4	-	1.1	-	3.0	0.5	-	0.7	0.5	-	0.8



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35. DO YOU CONSIDER YOURSELF TO BE AN EVANGELICAL, OR BORN AGAIN CHRISTIAN?

	TOTAL			MEN						WOMEN						MEN			WOMEN		
	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH			
Total Answering	347	94	51	57	70	41	35	117	60	71	139	92	63	45	50	43	81	69	54		
YES	69.6	65.8	59.7	69.6	75.3	65.6	88.2	69.8	70.1	65.8	69.1	70.3	70.7	73.0	62.8	72.8	62.6	69.0	80.3		
NO	27.6	33.3	38.7	30.4	21.4	28.7	11.8	26.8	25.2	29.9	28.8	28.8	26.0	21.8	35.5	27.2	33.0	28.4	19.1		
DK/REFUSED	2.9	0.9	1.7	-	3.3	5.7	-	3.4	4.7	4.3	2.1	0.9	3.3	5.2	1.7	-	4.5	2.6	0.6		

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35. DO YOU CONSIDER YOURSELF TO BE AN EVANGELICAL, OR BORN AGAIN CHRISTIAN?

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some Col-lege	COL-LEGE GRAD.	Col-lege Grad.	Post Grad. Work
Total Answering	347	29	41	44	35	53	103	70	236	113	192	202	103	142	23	50	69	204	144	59
YES	69.6	70.9	63.2	81.6	73.7	72.8	61.0	66.4	69.4	72.3	66.6	72.7	61.0	75.7	93.9	69.8	74.0	65.1	67.5	59.2
NO	27.6	19.8	34.7	15.9	20.8	27.2	39.0	28.5	29.3	23.6	32.4	24.1	39.0	22.4	6.1	28.5	23.4	31.4	28.7	37.8
DK/REFUSED	2.9	9.2	2.1	2.6	5.5	-	-	5.1	1.3	4.1	1.0	3.3	-	1.9	-	1.7	2.6	3.6	3.8	3.0



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35. DO YOU CONSIDER YOURSELF TO BE AN EVANGELICAL, OR BORN AGAIN CHRISTIAN?

	TOTAL	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COL-	Col-	Post	LESS/ COL-	Col-	Post	SINGLE	MAR-	SEPA-	DIV-	WID-	MALE	FEMALE		
		COLLEG LEGE	lege	Grad.	COLLEG LEGE	lege	Grad.	Work	RIED	RATED	ORCED	OWED				
	GRAD.	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.	Work								
Total Answering	347	62	78	54	24	80	126	90	36	31	269	5	31	9	118	151
YES	69.6	74.8	65.6	63.9	69.6	76.5	64.7	69.7	52.4	52.5	70.9	90.7	73.7	67.5	71.7	70.2
NO	27.6	23.9	31.4	31.8	30.4	21.3	31.3	26.8	42.7	43.6	26.6	9.3	26.3	23.5	26.3	26.8
DK/REFUSED	2.9	1.4	3.0	4.3	-	2.3	3.9	3.5	4.9	3.8	2.6	-	-	9.0	1.9	3.0



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35. DO YOU CONSIDER YOURSELF TO BE AN EVANGELICAL, OR BORN AGAIN CHRISTIAN?

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST	YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican	WHITE	AFR- ICAN	WHITE	AFR- ICAN	WHITE	AFR- ICAN	WHITE	AFR- ICAN
Total Answering	347	323	2	8	241	96	99	143	229	118	15	84	91	35	138	49	59	23	166	58
YES	69.6	73.2	-	28.0	100.0	-	100.0	100.0	65.8	76.9	69.3	81.0	70.8	70.7	62.6	88.4	66.4	66.2	64.8	85.9
NO	27.6	24.3	-	72.0	-	100.0	-	-	32.1	18.9	12.6	16.3	28.3	25.2	34.6	10.0	33.6	33.8	32.3	10.3
DK/REFUSED	2.9	2.5	100.0	-	-	-	-	-	2.1	4.2	18.1	2.7	1.0	4.1	2.8	1.6	-	-	2.8	3.9



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35. DO YOU CONSIDER YOURSELF TO BE AN EVANGELICAL, OR BORN AGAIN CHRISTIAN?

	TOTAL	AGE			MEN			WOMEN			GENDER	
		UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE
		40		55	40		55	40		55		
<b>Total Answering</b>	347	93	222	25	43	86	9	50	136	16	141	206
<b>YES</b>	69.6	66.5	69.5	73.4	64.6	71.6	72.6	68.1	68.1	73.9	70.0	69.3
<b>NO</b>	27.6	31.6	27.0	25.3	35.4	24.8	27.4	28.2	28.5	24.0	27.8	27.4
<b>DK/REFUSED</b>	2.9	2.0	3.5	1.3	-	3.7	-	3.7	3.4	2.0	2.2	3.3

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

	TOTAL	AREA													CHILDREN IN		APPROPRIATE TO			TALKED ABOUT	
		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	11-14	OVER 15	YES	NO/ NOT YET
Total	500	158	64	18	76	141	60	81	89	45	44	21	56	35	299	197	239	203	36	462	38
YES	6.0	5.6	6.0	11.0	4.0	4.1	3.9	4.3	5.5	6.3	4.8	5.9	6.3	16.2	6.5	4.9	4.9	6.7	11.4	6.2	4.0
NO	92.9	94.1	94.4	89.0	95.2	93.6	95.6	92.1	94.5	93.9	95.2	87.1	92.9	83.8	93.0	93.1	94.7	92.0	82.8	93.0	91.2
DK/REFUSED	1.1	0.3	-0.4	-	0.9	2.3	0.6	3.6	-0.1	-0.1	-	7.0	0.9	-	0.5	2.0	0.5	1.2	5.8	0.8	4.8



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36. 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 ABOUT ALCOHOL ABUSE LAST FEW MOS.		UNDERAGED DRINKING IN YOUR COMMUNITY					CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL			APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL			S/R/H: ADS STOP UNDERAGE DRINKING		TALKED TO CHILD ABOUT BRAIN DEVLPMNT	
		FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	LESS/ 14	15-17 18	OVER	YES	NO	YES	NO
Total	500	178	214	68	382	74	422	213	209	50	297	98	199	200	18	57	375	232	265	352	145
YES	6.0	7.1	5.9	4.6	5.7	9.1	6.1	4.8	7.4	5.3	6.7	8.0	6.0	5.1	4.7	12.7	4.7	5.0	6.9	7.0	3.7
NO	92.9	91.8	93.9	93.3	93.3	90.9	92.4	94.2	90.6	94.8	93.1	91.1	94.1	92.5	95.6	84.8	94.2	94.4	91.5	92.3	94.1
DK/REFUSED	1.1	1.0	0.2	2.1	1.0	-	1.5	1.0	2.0	-0.1	0.2	0.9	-0.1	2.5	-0.3	2.5	1.1	0.6	1.6	0.7	2.2



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

	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					HOW OFTEN DO YOU TALK TO YOUR CHILDREN ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN						UNDERAGE DRINKING AFFECTS TEEN HEALTH		TALKING ABOUT UNDERAGE DRINKING AFFECTS ON BRAIN HEALTH/DEVELOPMENT EFF./INEFF. WAY TO INFLUENCE THEIR DECISIONS						
	17/Younger	14/Younger	15-17	18-20	21+	TALK	Always	Some-times	NOT OFTEN	Rarely	Never	YES	NO	EFFECTIVE	Very	Some-what	INEFFECTIVE	Some-what	Very	
Total	500	106	55	51	139	221	326	148	178	126	86	40	461	24	419	249	170	67	47	20
YES	6.0	7.3	4.3	10.6	5.5	4.9	6.8	6.2	7.3	5.0	5.1	4.8	6.0	10.4	6.0	5.5	6.8	5.7	6.5	3.7
NO	92.9	91.3	95.8	86.5	93.8	93.9	92.5	92.4	92.5	93.9	93.4	95.2	92.8	89.6	93.0	92.9	93.1	92.1	90.3	96.3
DK/REFUSED	1.1	1.4	-0.0	2.9	0.7	1.2	0.7	1.4	0.2	1.0	1.5	-	1.3	-	1.0	1.6	*	2.2	3.1	-



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

	TOTAL				HEARD OF SITE				VISITED SITE				HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK							
	TALKITOUTNC.O		TALKITOUTNC.O		REG		REG		REGU-		REGU-		REGU-		REGU-		REGU-		REGU-	
	YES	NO	YES	NO	REGU-	REGU-	REGU-	REGU-	REGU-	REGU-	REGU-	REGU-	REGU-	REGU-	REGU-	REGU-	REGU-	REGU-	REGU-	REGU-
Total	500	181	310	35	453	172	100	72	65	30	35	261	115	145						
YES	6.0	5.9	5.6	7.3	6.1	5.9	4.7	7.5	5.4	11.7	-	6.3	4.4	7.8						
NO	92.9	93.4	92.9	92.9	92.7	93.4	94.1	92.5	91.2	83.4	97.8	92.9	95.1	91.2						
DK/REFUSED	1.1	0.6	1.4	-0.2	1.3	0.7	1.2	-	3.4	4.8	2.2	0.9	0.6	1.1						



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

	TOTAL	IDEOLOGY						PARTY						WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	113	44	69	143	91	129	219	164	198	123	106	17	139	98	88	5	74	20
YES	6.0	7.7	7.7	7.7	5.0	3.3	5.9	4.8	6.2	6.8	3.3	1.7	13.6	-	-	-	-	-	-
NO	92.9	91.5	90.1	92.3	91.9	96.8	93.1	94.6	93.4	92.8	92.3	94.6	77.8	100.0	100.0	98.3	100.0	100.0	100.0
DK/REFUSED	1.1	0.8	2.1	-	3.1	-0.1	0.9	0.5	0.4	0.4	4.3	3.7	8.6	-	-	1.7	-	-	-

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

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
Total	500	78	73	54	86	125	69	305	280	181	170	135	128	103	258
YES	6.0	8.6	6.4	4.3	4.1	7.1	2.6	5.4	6.2	4.4	6.3	7.0	7.7	6.3	4.6
NO	92.9	91.2	92.6	87.8	95.4	92.9	95.9	94.0	93.3	94.4	93.4	91.4	90.8	93.3	94.9
DK/REFUSED	1.1	0.2	1.0	7.9	0.5	-	1.5	0.7	0.4	1.2	0.3	1.6	1.5	0.4	0.5

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

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER
Total	500	305	74	88	99	99	280	90	100	129	305	154	190	280	180	129
YES	6.0	5.4	6.4	1.3	2.7	10.8	6.2	8.0	6.2	4.9	5.4	3.8	7.0	6.2	7.0	4.9
NO	92.9	94.0	93.6	97.6	96.2	89.2	93.3	92.3	93.8	94.0	94.0	95.6	92.4	93.3	93.2	94.0
DK/REFUSED	1.1	0.7	-	1.1	1.1	-	0.4	-0.3	-0.1	1.2	0.7	0.6	0.6	0.4	-0.2	1.2



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

	TOTAL		MALE ONLY (CHILDREN)						FEMALE ONLY (CHILDREN)						BOTH (CHILDREN)					
	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER		
Total	500	110	53	63	96	55	44	98	42	62	90	65	32	95	58	64	92	60	52	
YES	6.0	6.1	3.4	10.7	2.1	2.4	1.7	4.2	2.0	5.2	7.3	9.1	4.5	4.8	4.0	5.3	8.5	9.1	6.1	
NO	92.9	93.9	96.6	89.3	97.2	97.8	96.7	95.8	97.9	94.8	93.8	91.3	98.0	93.5	94.3	93.8	89.8	90.9	90.9	
DK/REFUSED	1.1	-	-	-	0.7	-0.2	1.6	*	*	-	-1.1	-0.3	-2.5	1.6	1.6	1.0	1.7	-	3.0	



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

	TOTAL			MEN						WOMEN						MEN			WOMEN		
	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH			
Total	500	140	77	85	101	64	45	165	78	105	179	116	83	68	69	65	113	101	70		
YES	6.0	4.5	2.2	5.4	8.7	11.5	3.1	6.1	5.4	8.4	4.9	4.6	5.9	4.0	7.3	9.1	4.7	5.6	5.1		
NO	92.9	94.4	96.5	93.9	90.4	89.1	94.4	93.7	94.6	91.2	95.0	95.4	93.7	93.0	91.8	89.2	95.3	94.5	93.4		
DK/REFUSED	1.1	1.1	1.3	0.7	0.9	-0.5	2.5	0.3	-	0.4	0.2	-	0.4	3.1	0.8	1.7	-	-0.1	1.5		

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

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some Col-lege	COL-LEGE GRAD.	Col-lege Grad.	Post Grad. Work
Total	500	32	58	67	54	67	139	90	327	157	260	277	139	195	27	68	100	294	215	79
YES	6.0	20.1	5.8	7.6	8.8	1.6	2.0	10.9	4.2	9.5	3.3	7.5	2.0	9.6	12.2	11.0	7.9	3.9	3.7	4.4
NO	92.9	79.9	93.4	92.4	88.5	98.4	97.8	88.6	95.3	90.2	96.0	91.8	97.8	88.9	87.8	88.8	89.3	95.8	96.4	94.4
DK/REFUSED	1.1	-	0.8	-	2.7	-	0.2	0.5	0.5	0.3	0.7	0.7	0.2	1.5	-	0.1	2.9	0.3	-0.0	1.2



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

	TOTAL	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COL-	Col-	Post	LESS/ COL-	Col-	Post	SINGLE	MAR-	SEPA-	DIV-	WID-	MALE	FEMALE		
		COLLEG LEGE	lege	Grad.	COLLEG LEGE	lege	Grad.		RIED	RATED	ORCED	OWED				
	GRAD.	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.	Work								
Total	500	89	116	84	32	106	178	131	48	39	373	11	57	9	168	205
YES	6.0	9.1	5.6	5.4	6.1	10.0	2.7	2.6	3.2	6.8	5.5	22.5	5.7	-	8.1	3.4
NO	92.9	87.6	93.7	94.7	90.9	90.0	97.3	97.4	96.8	91.2	94.1	77.5	94.3	100.0	91.0	96.6
DK/REFUSED	1.1	3.3	0.8	-0.1	3.0	-	-	-	-	1.9	0.4	-	-	-	0.9	-



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

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT-ESTANT	CATHOLIC	ATH-EIST	YES	NO	MALE	FEMALE	WHITE	NON-WHITE	Hisp-panic	Afr-ican	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN
Total	500	323	59	28	241	96	99	143	336	159	30	103	136	46	200	57	88	32	237	66
YES	6.0	4.0	15.2	4.3	4.2	1.9	5.9	3.1	-	18.9	100.0	-	-	-	-	-	-	-	-	-
NO	92.9	95.6	84.8	94.1	95.2	97.1	92.7	96.9	99.6	79.6	-	100.0	98.9	100.0	100.0	100.0	98.3	100.0	100.0	100.0
DK/REFUSED	1.1	0.4	-	1.6	0.6	1.0	1.4	-	0.4	1.5	-	-	1.1	-	-	-	1.7	-	-	-



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

	TOTAL			AGE			MEN			WOMEN			GENDER	
	UNDER	41-55	OVER	MALE	FEMALE									
	40		55	40		55	40		55	40		55		
Total	500	144	301	35	63	121	14	81	180	20	210	290		
YES	6.0	10.5	4.2	3.8	12.1	4.6	9.1	9.2	3.9	-	6.9	5.3		
NO	92.9	87.5	95.5	98.1	83.2	94.7	95.5	90.8	96.1	100.0	91.1	94.2		
DK/REFUSED	1.1	2.0	0.3	-1.9	4.6	0.7	-4.5	-	-	-	2.0	0.5		

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37. WHAT IS YOUR MAIN RACIAL BACKGROUND?

TOTAL	AREA														CHILDREN IN		APPROPRIATE TO			TALKED ABOUT	
	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	11-14	OVER 15	YES	NO/ NOT YET	
Total	500	158	64	18	76	141	60	81	89	45	44	21	56	35	299	197	239	203	36	462	38
HISPANIC	6.0	5.6	6.0	11.0	4.0	4.1	3.9	4.3	5.5	6.3	4.8	5.9	6.3	16.2	6.5	4.9	4.9	6.7	11.4	6.2	4.0
WHITE	67.2	57.6	64.3	43.0	55.4	75.1	64.5	82.9	70.1	64.8	75.6	84.8	63.9	66.2	67.7	66.8	73.5	62.4	45.3	67.0	70.0
AFRICAN AMERICAN	20.6	27.8	17.5	35.7	34.5	14.1	22.9	7.6	23.6	27.3	19.8	9.3	18.0	17.6	21.6	19.1	15.2	25.4	33.1	20.5	22.2
ASIAN	1.0	1.1	2.8	-	-	1.7	4.0	-	-	-	-	-	1.5	-	0.8	1.4	1.5	0.7	-	1.1	-
OTHER	4.2	6.3	7.7	10.4	4.2	4.2	3.7	4.5	0.9	1.8	-	-	7.6	-	2.5	6.8	4.7	3.7	6.4	4.3	3.4
DK/REFUSED	1.0	1.6	1.7	-	2.0	0.8	0.9	0.6	-0.2	-0.1	-0.2	-	2.7	-	1.0	1.0	0.2	1.0	3.8	1.0	0.4



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37. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TALK ABOUT ALCOHOL ABUSE WITH YOUR CHILDREN				TALKED ABOUT ALCOHOL ABUSE LAST FEW MOS.		UNDERAGED DRINKING IN YOUR COMMUNITY					CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL			APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL			S/R/H: ADS STOP UNDERAGE DRINKING		TALKED TO CHILD ABOUT BRAIN DEVLPMNT	
	FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	LESS/ 14	15-17 18	OVER	YES	NO	YES	NO	
Total	500	178	214	68	382	74	422	213	209	50	297	98	199	200	18	57	375	232	265	352	145
HISPANIC	6.0	7.1	5.9	4.6	5.7	9.1	6.1	4.8	7.4	5.3	6.7	8.0	6.0	5.1	4.7	12.7	4.7	5.0	6.9	7.0	3.7
WHITE	67.2	65.1	67.3	72.0	70.1	52.1	68.8	70.6	66.9	53.4	71.7	58.7	78.1	60.7	71.8	69.0	68.2	64.9	68.8	64.2	74.3
AFRICAN AMERICAN	20.6	21.5	20.6	16.6	18.1	34.1	19.1	18.5	19.8	35.1	17.5	26.7	13.0	25.4	16.6	16.4	20.8	22.2	19.4	22.5	16.1
ASIAN	1.0	1.0	1.5	-	1.1	1.2	0.9	1.0	0.8	2.0	0.7	0.9	0.7	1.4	-	-	0.9	1.4	0.6	1.4	-
OTHER	4.2	4.4	4.1	4.6	4.3	1.0	3.8	4.1	3.5	4.3	3.1	5.2	2.0	5.9	7.1	1.4	4.2	5.1	3.4	4.0	4.7
DK/REFUSED	1.0	0.9	0.7	2.3	0.8	2.5	1.2	0.8	1.6	-0.1	0.3	0.6	0.1	1.4	-0.3	0.6	1.2	1.3	0.8	0.9	1.2



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## 37. WHAT IS YOUR MAIN RACIAL BACKGROUND?

TOTAL	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					HOW OFTEN DO YOU TALK TO YOUR CHILDREN ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN						UNDERAGE DRINKING AFFECTS TEEN HEALTH		TALKING ABOUT UNDERAGE DRINKING AFFECTS ON BRAIN HEALTH/DEVELOPMENT EFF./INEFF. WAY TO INFLUENCE THEIR DECISIONS						
	17/Younger	14/Younger	15-17	18-20	21+	TALK	Always	Some-times	NOT OFTEN	Rarely	Never	YES	NO	EFFECTIVE	Very	Some-what	INEFFECTIVE	Some-what	Very	
Total	500	106	55	51	139	221	326	148	178	126	86	40	461	24	419	249	170	67	47	20
HISPANIC	6.0	7.3	4.3	10.6	5.5	4.9	6.8	6.2	7.3	5.0	5.1	4.8	6.0	10.4	6.0	5.5	6.8	5.7	6.5	3.7
WHITE	67.2	49.5	41.1	58.4	70.8	74.7	68.0	71.1	65.4	64.3	64.1	64.7	67.8	56.2	66.4	61.2	74.1	71.6	68.9	77.7
AFRICAN AMERICAN	20.6	38.2	51.3	24.1	16.2	15.1	18.6	17.6	19.5	25.3	25.0	26.1	19.9	30.1	20.9	23.5	17.0	21.2	22.3	18.6
ASIAN	1.0	0.8	-	1.6	0.6	0.9	0.8	0.6	1.0	1.8	1.0	3.4	1.1	-	1.2	2.0	-	-	-	-
OTHER	4.2	4.1	2.9	5.3	5.3	3.8	5.1	3.8	6.3	2.3	3.4	-	4.2	3.3	4.5	7.0	0.8	1.2	1.7	-
DK/REFUSED	1.0	0.1	0.4	-0.1	1.6	0.6	0.6	0.7	0.6	1.2	1.4	0.9	1.0	-	1.0	0.9	1.3	0.3	0.5	-

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37. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL				HEARD OF SITE				VISITED SITE				HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK								
	TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O				
	RG		RG		RG		RG		REGU-	2+	Once A	NOT	Every	Once A	RARELY	Rarely	Never				
	YES	NO	YES	NO	YES	NO	YES	NO	LARLY	Times/	Week	REGU-	Couple	Week	/NEVER						
									Week		LARLY	Weeks									
Total	500	181	310	35	453	172	100	72	65	30	35	261	115	145							
HISPANIC	6.0	5.9	5.6	7.3	6.1	5.9	4.7	7.5	5.4	11.7	-	6.3	4.4	7.8							
WHITE	67.2	66.9	67.3	51.0	67.6	73.1	80.0	63.5	64.2	50.5	76.0	64.3	61.4	66.6							
AFRICAN AMERICAN	20.6	19.4	21.9	26.0	20.7	18.2	14.1	23.8	18.9	28.3	10.8	22.8	27.8	18.8							
ASIAN	1.0	1.0	0.7	5.3	0.7	0.6	-	1.4	2.1	-	3.9	1.0	0.8	1.2							
OTHER	4.2	5.9	3.3	9.6	3.9	2.1	1.5	2.9	7.6	8.6	6.8	4.8	4.2	5.2							
DK/REFUSED	1.0	0.9	1.1	0.9	1.1	0.2	-0.3	0.9	1.7	0.9	2.5	0.9	1.4	0.4							



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37. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	IDEOLOGY						PARTY						WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	113	44	69	143	91	129	219	164	198	123	106	17	139	98	88	5	74	20
HISPANIC	6.0	7.7	7.7	7.7	5.0	3.3	5.9	4.8	6.2	6.8	3.3	1.7	13.6	-	-	-	-	-	-
WHITE	67.2	65.3	69.6	62.5	63.5	73.7	70.9	72.0	84.6	49.6	71.9	72.5	68.1	100.0	100.0	100.0	-	-	-
AFRICAN AMERICAN	20.6	22.5	17.8	25.6	23.9	17.7	15.6	16.5	3.2	37.2	16.6	17.7	9.7	-	-	-	100.0	100.0	100.0
ASIAN	1.0	-	-	-	0.7	1.9	1.7	1.8	1.6	0.7	0.8	1.0	-	-	-	-	-	-	-
OTHER	4.2	3.7	4.7	3.0	4.5	3.1	4.6	4.0	3.3	4.3	5.5	5.0	8.6	-	-	-	-	-	-
DK/REFUSED	1.0	0.8	0.2	1.2	2.4	0.3	1.2	0.9	1.1	1.4	1.9	2.2	-	-	-	-	-	-	-



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## 37. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
Total	500	78	73	54	86	125	69	305	280	181	170	135	128	103	258
HISPANIC	6.0	8.6	6.4	4.3	4.1	7.1	2.6	5.4	6.2	4.4	6.3	7.0	7.7	6.3	4.6
WHITE	67.2	82.2	42.5	67.0	86.7	53.8	75.8	66.5	66.7	75.6	64.8	59.5	53.8	67.8	73.8
AFRICAN AMERICAN	20.6	3.9	43.7	17.7	2.6	33.4	15.7	21.3	21.2	16.9	24.3	21.9	31.6	17.6	16.6
ASIAN	1.0	-	1.9	1.9	3.0	-	-	1.4	0.9	-	1.8	1.4	2.6	0.9	0.3
OTHER	4.2	4.8	2.7	8.4	2.0	5.2	3.2	4.1	4.7	1.7	3.4	8.9	3.3	5.1	4.4
DK/REFUSED	1.0	0.6	2.8	0.8	1.5	0.5	2.8	1.3	0.2	1.4	-0.6	1.2	1.0	2.3	0.2

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## 37. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER
Total	500	305	74	88	99	99	280	90	100	129	305	154	190	280	180	129
HISPANIC	6.0	5.4	6.4	1.3	2.7	10.8	6.2	8.0	6.2	4.9	5.4	3.8	7.0	6.2	7.0	4.9
WHITE	67.2	66.5	72.4	69.4	63.2	62.6	66.7	69.0	61.1	67.9	66.5	69.7	62.5	66.7	65.6	67.9
AFRICAN AMERICAN	20.6	21.3	11.3	21.4	26.2	20.8	21.2	15.4	29.4	20.5	21.3	17.6	23.7	21.2	22.5	20.5
ASIAN	1.0	1.4	1.4	1.0	1.9	1.4	0.9	1.9	-	0.7	1.4	1.2	1.7	0.9	1.0	0.7
OTHER	4.2	4.1	8.9	6.2	3.3	3.5	4.7	5.9	3.6	5.2	4.1	7.5	3.1	4.7	4.2	5.2
DK/REFUSED	1.0	1.3	-0.3	0.7	2.7	1.0	0.2	-0.3	-0.3	0.9	1.3	0.2	1.9	0.2	-0.3	0.9

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## 37. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL						MALE ONLY (CHILDREN)						FEMALE ONLY (CHILDREN)						BOTH (CHILDREN)					
	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER						
Total	500	110	53	63	96	55	44	98	42	62	90	65	32	95	58	64	92	60	52					
HISPANIC	6.0	6.1	3.4	10.7	2.1	2.4	1.7	4.2	2.0	5.2	7.3	9.1	4.5	4.8	4.0	5.3	8.5	9.1	6.1					
WHITE	67.2	73.2	80.0	64.9	77.6	69.0	90.0	67.3	75.1	65.4	65.2	65.1	65.7	59.2	57.8	57.7	57.3	63.1	51.2					
AFRICAN AMERICAN	20.6	16.2	10.2	21.8	18.2	26.4	6.7	25.5	21.4	25.6	22.2	19.4	28.0	23.5	21.9	23.9	23.8	22.3	28.2					
ASIAN	1.0	-	-	-	-	-	-	2.3	2.0	2.2	1.9	1.3	2.8	2.0	1.8	3.0	1.0	1.5	-					
OTHER	4.2	2.9	6.0	-	1.4	2.4	-	0.7	-	1.1	4.8	5.9	1.5	9.2	14.4	8.1	8.2	4.2	12.2					
DK/REFUSED	1.0	1.7	0.4	2.5	0.7	-0.2	1.6	0.1	-0.5	0.4	-1.4	-0.7	-2.5	1.4	-	2.0	1.3	-	2.3					

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## 37. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL			MEN						WOMEN						MEN			WOMEN		
	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH			
Total	500	140	77	85	101	64	45	165	78	105	179	116	83	68	69	65	113	101	70		
HISPANIC	6.0	4.5	2.2	5.4	8.7	11.5	3.1	6.1	5.4	8.4	4.9	4.6	5.9	4.0	7.3	9.1	4.7	5.6	5.1		
WHITE	67.2	63.5	69.1	56.9	66.8	65.1	71.2	69.1	70.3	67.0	66.6	65.8	66.1	73.5	64.4	55.7	76.8	65.1	63.0		
AFRICAN AMERICAN	20.6	23.3	17.3	26.5	20.2	22.2	17.8	19.7	17.8	21.5	21.8	22.7	21.9	17.9	25.4	22.1	16.3	23.5	21.7		
ASIAN	1.0	1.7	1.3	2.8	-	-	-	1.0	1.1	0.8	1.5	1.5	1.1	-	2.0	1.6	-	1.7	1.3		
OTHER	4.2	5.7	10.4	5.8	4.7	2.1	7.4	2.8	4.6	1.0	4.7	5.4	4.0	2.0	2.1	11.4	1.6	4.3	6.6		
DK/REFUSED	1.0	1.3	-0.4	2.5	-0.3	-0.9	0.5	1.3	0.9	1.4	0.5	-	1.1	2.7	-1.2	0.1	0.6	-0.1	2.3		

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## 37. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some Col-lege	COL-LEGE GRAD.	Col-lege Grad.	Post Grad. Work
Total	500	32	58	67	54	67	139	90	327	157	260	277	139	195	27	68	100	294	215	79
HISPANIC	6.0	20.1	5.8	7.6	8.8	1.6	2.0	10.9	4.2	9.5	3.3	7.5	2.0	9.6	12.2	11.0	7.9	3.9	3.7	4.4
WHITE	67.2	37.6	60.4	65.9	71.9	69.7	77.9	52.3	72.8	58.1	74.6	63.6	77.9	64.1	45.9	64.3	69.0	69.3	70.9	64.7
AFRICAN AMERICAN	20.6	42.4	28.6	18.3	4.6	24.9	14.8	33.5	15.9	27.0	15.3	22.1	14.8	20.2	37.5	19.4	16.1	21.1	21.2	21.1
ASIAN	1.0	-	-	-	1.5	-	3.0	-	1.5	-	1.9	0.3	3.0	-	-	-	-	1.7	0.4	5.3
OTHER	4.2	-	4.4	8.0	12.5	3.8	1.5	2.8	5.1	5.1	4.4	6.2	1.5	5.9	4.4	5.2	6.8	3.2	3.4	2.8
DK/REFUSED	1.0	-	0.8	0.1	0.6	-	0.8	0.5	0.5	0.3	0.6	0.3	0.8	0.2	-	0.1	0.3	0.8	0.5	1.8

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37. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COL-	COL-	Col-	Post	LESS/ COL-	COL-	Col-	Post	SINGLE	MAR-	SEPA-	DIV-	WID-	MALE	FEMALE
		COLLEG LEGE	LEGE	lege	Grad.	COLLEG LEGE	LEGE	lege	Grad.		RIED	RATED	ORCED	OWED		
	GRAD.	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.	Work								
Total	500	89	116	84	32	106	178	131	48	39	373	11	57	9	168	205
HISPANIC	6.0	9.1	5.6	5.4	6.1	10.0	2.7	2.6	3.2	6.8	5.5	22.5	5.7	-	8.1	3.4
WHITE	67.2	63.5	65.4	68.7	56.3	64.6	71.8	72.3	70.3	29.9	72.5	69.7	62.2	63.1	68.4	75.9
AFRICAN AMERICAN	20.6	21.1	21.9	21.2	23.7	19.5	20.7	21.1	19.4	58.3	16.3	7.9	24.8	19.8	16.5	16.1
ASIAN	1.0	-	2.1	-	7.6	-	1.5	0.6	3.7	-	1.3	-	-	-	1.4	1.3
OTHER	4.2	6.3	4.0	4.4	3.0	5.6	2.7	2.7	2.6	2.2	3.9	-	7.4	17.0	5.4	2.6
DK/REFUSED	1.0	*	1.1	0.3	3.3	0.3	0.6	0.6	0.7	2.8	0.5	-	-	-	0.2	0.7



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37. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	RELIGION				BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT-ESTANT	CATHOLIC	ATH-EIST	YES	NO	MALE	FEMALE	WHITE	NON-WHITE	Hisp-anic	Afr-ican	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN	
Total	500	323	59	28	241	96	99	143	336	159	30	103	136	46	200	57	88	32	237	66	
HISPANIC	6.0	4.0	15.2	4.3	4.2	1.9	5.9	3.1	-	18.9	100.0	-	-	-	-	-	-	-	-	-	
WHITE	67.2	67.4	67.8	67.8	62.3	76.7	65.0	60.5	100.0	-	-	-	100.0	-	100.0	-	100.0	-	100.0	-	
AFRICAN AMERICAN	20.6	24.0	11.1	19.3	28.0	14.2	24.9	30.2	-	64.8	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	
ASIAN	1.0	0.3	2.9	-	-	3.4	-	-	-	3.1	-	-	-	-	-	-	-	-	-	-	
OTHER	4.2	4.1	3.1	6.9	5.3	3.7	4.3	5.9	-	13.2	-	-	-	-	-	-	-	-	-	-	
DK/REFUSED	1.0	0.2	-	1.6	0.1	-	-0.1	0.2	-	-	-	-	-	-	-	-	-	-	-	-	



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## 37. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	AGE			MEN			WOMEN			GENDER	
		UNDER 40	41-55	OVER 55	UNDER 40	41-55	OVER 55	UNDER 40	41-55	OVER 55	MALE	FEMALE
Total	500	144	301	35	63	121	14	81	180	20	210	290
HISPANIC	6.0	10.5	4.2	3.8	12.1	4.6	9.1	9.2	3.9	-	6.9	5.3
WHITE	67.2	61.4	71.3	64.0	60.6	66.7	73.3	62.0	74.4	57.3	64.7	69.0
AFRICAN AMERICAN	20.6	22.1	19.0	24.6	19.0	22.4	16.6	24.6	16.6	30.3	21.7	19.8
ASIAN	1.0	-	1.7	-	-	2.0	-	-	1.4	-	1.1	0.9
OTHER	4.2	5.1	3.7	7.6	6.3	4.5	5.6	4.2	3.1	9.0	4.9	3.7
DK/REFUSED	1.0	0.9	0.2	0.1	2.0	-0.2	-4.5	-	0.4	3.4	0.7	1.2

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38. WHAT IS YOUR AGE?

	TOTAL	AREA													CHILDREN IN GRADES 6-12	2 OVER	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	LESS/ 10	11-14	OVER 15	YES
Total	500	158	64	18	76	141	60	81	89	45	44	21	56	35	299	197	239	203	36	462	38
18-29	0.6	0.6	-	-	1.3	0.8	-	1.4	-	-	-	-	-	2.4	0.6	0.6	0.8	0.5	-	0.6	-
30-40	28.1	27.5	19.7	72.0	23.4	22.5	21.0	23.5	24.5	25.9	23.0	42.3	36.4	41.1	31.9	22.4	26.1	29.7	34.6	25.9	54.6
41-55	60.2	60.2	65.4	18.2	65.7	65.0	68.1	62.7	58.8	60.2	57.3	55.9	57.1	52.0	55.7	67.1	60.7	59.7	50.7	62.8	28.9
56-65	4.9	5.9	7.5	1.1	5.7	6.6	5.8	7.2	3.1	1.3	5.0	1.8	2.1	4.5	4.4	5.8	4.9	4.5	9.5	5.1	2.3
OVER 65	2.0	3.0	4.0	8.6	0.8	1.9	1.1	2.5	2.1	2.6	1.5	-	1.3	-	2.9	0.7	3.0	1.0	2.0	2.0	1.7
REFUSED	4.2	2.9	3.5	-	3.1	3.2	4.0	2.6	11.5	9.9	13.2	-	3.0	-	4.5	3.4	4.4	4.6	3.2	3.5	12.5
Mean	45.17	45.65	47.29	40.86	45.45	46.11	46.18	46.06	45.41	45.13	45.71	42.73	43.72	42.62	44.79	45.76	45.63	44.66	45.10	45.51	40.69



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38. WHAT IS YOUR AGE?

	TOTAL	TALK ABOUT ALCOHOL ABUSE WITH YOUR CHILDREN					TALKED ABOUT ALCOHOL ABUSE LAST FEW MOS.					UNDERAGED DRINKING IN YOUR COMMUNITY					CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL					APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL			S/R/H: ADS DRINKING		TALKED TO CHILD ABOUT BRAIN DEVLPMNT	
		FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	LESS/ 14	15-17 18	OVER 18	YES	NO	YES	NO	YES	NO					
Total	500	178	214	68	382	74	422	213	209	50	297	98	199	200	18	57	375	232	265	352	145							
18-29	0.6	1.0	0.5	-	0.8	-	0.7	1.4	-	-	1.0	1.9	0.6	-	4.7	2.0	0.3	0.4	0.8	0.3	1.4							
30-40	28.1	21.3	28.4	31.3	22.7	40.9	27.5	26.0	29.1	34.8	27.3	25.2	28.3	28.7	53.0	26.0	27.9	27.6	28.6	27.3	30.7							
41-55	60.2	62.2	63.2	61.9	65.2	52.5	60.7	61.3	60.0	51.8	61.5	58.9	62.8	58.7	34.1	62.4	60.3	63.9	56.8	61.1	57.8							
56-65	4.9	5.5	5.3	3.6	5.3	3.5	5.5	6.6	4.4	1.9	5.9	7.2	5.3	3.5	2.4	1.7	5.8	2.8	6.8	5.6	3.3							
OVER 65	2.0	3.9	0.6	1.9	2.1	1.6	2.1	2.8	1.3	2.5	1.4	3.4	0.3	3.0	-	1.0	2.1	1.3	2.7	1.8	2.1							
REFUSED	4.2	6.1	2.0	1.3	3.9	1.6	3.5	1.9	5.2	8.9	2.9	3.3	2.8	6.1	5.8	6.9	3.5	4.1	4.3	3.9	4.9							
Mean	45.17	46.50	44.92	44.80	45.96	43.41	45.34	45.74	44.92	43.96	45.19	45.91	44.84	45.24	39.78	44.36	45.44	44.85	45.46	45.42	44.41							



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38. WHAT IS YOUR AGE?

TOTAL	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					HOW OFTEN DO YOU TALK TO YOUR CHILDREN ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN						UNDERAGE DRINKING AFFECTS TEEN HEALTH		TALKING ABOUT UNDERAGE DRINKING AFFECTS ON BRAIN HEALTH/DEVELOPMENT EFF./INEFF. WAY TO INFLUENCE THEIR DECISIONS						
	17/Younger	14/Younger	15-17	18-20	21+	TALK	Always	Some-times	NOT OFTEN	Rarely	Never	YES	NO	EFFECTIVE	Very	Some-what	INEFFECTIVE	Some-what	Very	
Total	500	106	55	51	139	221	326	148	178	126	86	40	461	24	419	249	170	67	47	20
18-29	0.6	0.8	1.5	-	0.8	0.5	0.9	1.5	0.5	-	-	-	0.5	3.5	0.7	0.9	0.5	-	-	-
30-40	28.1	38.5	43.0	33.7	32.2	20.7	25.4	23.9	26.6	28.4	29.1	26.7	28.3	15.2	27.3	28.0	26.2	33.2	29.8	41.2
41-55	60.2	46.8	39.4	54.8	58.3	68.6	63.4	60.1	66.1	60.4	60.5	60.1	60.4	66.2	60.1	60.8	59.1	59.9	64.5	49.2
56-65	4.9	5.5	3.5	7.7	4.3	4.7	5.3	7.6	3.5	4.2	3.6	5.7	5.0	1.7	5.6	4.6	7.1	0.6	0.9	-
OVER 65	2.0	2.1	1.7	2.5	1.7	2.4	1.5	2.6	0.7	3.0	3.6	1.7	1.8	4.8	2.1	3.3	0.4	1.8	2.5	-
REFUSED	4.2	6.2	10.8	1.3	2.7	3.1	3.4	4.3	2.7	4.1	3.2	5.8	4.0	8.6	4.2	2.4	6.8	4.5	2.3	9.6
Mean	45.17	43.72	42.27	45.14	44.47	46.32	45.42	46.02	44.93	45.46	45.44	45.49	45.14	46.40	45.38	45.45	45.26	44.00	44.77	42.08



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## 38. WHAT IS YOUR AGE?

	TOTAL				HEARD OF SITE				VISITED SITE				HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK													
	TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		REGU-		2+		Once A		NOT		Every		Once A		RARELY		Rarely		Never	
	RG		RG		RG		RG		LARLY	Times/	Week	REGU-	Couple	Week	/NEVER		Weeks									
Total	500	181	310	35	453	172	100	72	65	30	35	261	115	145												
18-29	0.6	1.0	0.4	2.4	0.5	1.1	1.9	-	1.7	3.7	-	-	-	-												
30-40	28.1	29.4	27.2	42.8	27.4	25.6	30.1	19.5	25.6	25.7	25.5	30.1	34.6	26.5												
41-55	60.2	57.8	61.4	41.9	61.3	65.7	63.0	69.4	61.5	58.3	64.3	56.4	50.0	61.5												
56-65	4.9	4.5	5.3	7.6	4.8	3.6	2.7	4.8	4.5	-	8.5	5.9	6.3	5.5												
OVER 65	2.0	2.6	1.7	5.4	1.3	1.6	-	3.7	1.2	2.5	-	2.5	1.0	3.7												
REFUSED	4.2	4.6	4.1	-0.2	4.7	2.4	2.4	2.5	5.4	9.8	1.7	5.1	8.1	2.8												
Mean	45.17	44.98	45.33	44.09	45.11	45.16	43.88	46.94	44.92	43.94	45.70	45.29	44.23	46.08												



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38. WHAT IS YOUR AGE?

	TOTAL	IDEOLOGY						PARTY						WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	113	44	69	143	91	129	219	164	198	123	106	17	139	98	88	5	74	20
18-29	0.6	0.8	1.9	-	-	-	1.7	1.0	1.8	-	-	-	-	1.5	-	-	-	-	-
30-40	28.1	27.3	31.3	24.6	23.9	32.1	23.1	26.8	28.3	28.4	24.8	23.0	35.8	26.7	25.6	22.7	79.3	26.2	30.4
41-55	60.2	59.2	53.4	63.0	63.4	58.7	64.5	62.1	63.9	55.3	64.6	67.5	46.7	66.7	56.4	69.2	16.7	58.1	58.2
56-65	4.9	7.5	6.8	7.9	5.0	4.4	3.6	3.9	2.6	8.4	3.4	3.5	3.1	2.2	8.4	4.0	3.9	8.3	3.1
OVER 65	2.0	2.4	4.2	1.1	3.5	-	1.8	1.0	1.6	2.3	2.3	1.3	8.5	1.4	3.7	1.7	-	1.3	3.0
REFUSED	4.2	2.9	2.2	3.4	4.1	4.7	5.4	5.1	1.8	5.6	4.9	4.8	5.8	1.3	5.9	2.3	-	6.1	5.4
Mean	45.17	45.70	45.26	45.99	46.29	44.19	45.32	44.85	44.53	45.79	45.64	45.63	45.65	44.72	46.51	45.92	38.17	45.81	44.98



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## 38. WHAT IS YOUR AGE?

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
Total	500	78	73	54	86	125	69	305	280	181	170	135	128	103	258
18-29	0.6	3.8	-	-	-	-	-	1.0	-	1.2	-	-	-	-	0.8
30-40	28.1	33.0	31.8	15.6	24.0	26.4	32.0	35.6	15.5	32.5	30.6	20.6	27.1	28.4	28.4
41-55	60.2	57.2	50.4	68.5	70.0	58.1	61.5	55.6	71.6	58.2	58.8	67.9	55.1	66.1	62.6
56-65	4.9	2.0	6.0	4.2	3.2	9.8	2.7	3.9	7.6	3.5	5.0	7.2	9.4	2.5	3.9
OVER 65	2.0	2.5	2.9	5.2	0.8	1.9	-	1.5	1.9	2.1	2.2	1.9	3.2	2.3	1.4
REFUSED	4.2	1.5	8.9	6.5	2.0	3.7	3.7	2.4	3.4	2.6	3.4	2.5	5.2	0.7	2.9
Mean	45.17	43.54	45.05	47.72	45.43	46.20	44.03	43.88	47.35	44.32	45.08	46.63	46.32	45.16	44.82

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## 38. WHAT IS YOUR AGE?

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER
Total	500	305	74	88	99	99	280	90	100	129	305	154	190	280	180	129
18-29	0.6	1.0	4.1	-	-	-	-	-	-	-	1.0	1.9	-	-	-	-
30-40	28.1	35.6	44.8	36.7	28.1	31.2	15.5	19.2	15.7	9.1	35.6	41.6	30.9	15.5	17.6	9.1
41-55	60.2	55.6	48.5	57.7	59.5	58.0	71.6	71.7	71.3	76.8	55.6	52.3	58.4	71.6	71.1	76.8
56-65	4.9	3.9	1.6	4.7	5.9	3.9	7.6	6.4	7.9	6.9	3.9	3.2	4.6	7.6	7.2	6.9
OVER 65	2.0	1.5	1.0	0.7	3.7	2.5	1.9	-	2.1	2.9	1.5	0.9	2.3	1.9	1.1	2.9
REFUSED	4.2	2.4	-	0.3	2.8	4.3	3.4	2.7	3.0	4.3	2.4	0.1	3.8	3.4	3.0	4.3
Mean	45.17	43.88	41.63	43.98	45.91	44.91	47.35	46.25	47.42	48.39	43.88	42.72	45.00	47.35	46.86	48.39

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 38. WHAT IS YOUR AGE?

	MALE ONLY (CHILDREN)							FEMALE ONLY (CHILDREN)							BOTH (CHILDREN)					
	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER		
Total	500	110	53	63	96	55	44	98	42	62	90	65	32	95	58	64	92	60	52	
18-29	0.6	1.9	4.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
30-40	28.1	49.9	58.9	47.2	12.5	14.2	9.5	35.7	41.9	30.4	21.3	22.3	14.8	19.4	26.3	15.6	13.3	15.5	5.7	
41-55	60.2	42.4	33.2	46.0	78.3	75.6	81.8	58.4	55.7	62.0	62.8	64.0	68.2	68.7	67.7	67.5	74.0	74.7	78.8	
56-65	4.9	2.9	3.5	2.1	5.2	7.9	2.9	3.0	2.3	3.2	9.0	7.6	10.0	6.2	3.6	8.4	8.8	6.2	8.6	
OVER 65	2.0	1.7	-	3.0	1.9	-	4.2	*	*	-	3.1	2.2	4.2	2.6	2.3	3.9	0.7	1.0	1.2	
REFUSED	4.2	1.1	0.4	1.6	2.1	2.4	1.6	2.8	-	4.4	3.8	3.8	2.8	3.1	-	4.6	3.2	2.7	5.7	
Mean	45.17	41.74	39.75	42.76	47.47	47.12	48.14	43.62	42.84	44.29	47.06	46.52	48.35	46.84	45.58	47.96	47.52	46.98	48.64	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 38. WHAT IS YOUR AGE?

	TOTAL			MEN						WOMEN						MEN			WOMEN		
	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH			
Total	500	140	77	85	101	64	45	165	78	105	179	116	83	68	69	65	113	101	70		
18-29	0.6	2.1	3.9	-	-	-	-	-	-	-	-	-	-	3.2	-	-	-	-	-		
30-40	28.1	34.6	36.4	28.6	18.2	22.0	9.2	36.4	46.6	32.8	14.1	15.1	9.1	29.8	33.5	24.0	34.1	28.6	17.4		
41-55	60.2	56.8	56.3	61.5	68.0	65.7	76.1	54.6	48.3	55.8	73.7	74.0	77.1	55.9	54.7	66.4	59.6	61.6	69.2		
56-65	4.9	2.4	1.7	3.1	5.5	5.3	4.8	5.2	4.6	5.8	8.8	8.3	8.0	2.7	4.0	4.5	3.9	5.8	9.6		
OVER 65	2.0	2.3	1.8	3.7	3.3	3.2	4.1	0.8	-	1.2	1.1	-	2.3	1.9	4.4	3.8	2.2	0.7	-		
REFUSED	4.2	1.8	-0.1	3.1	5.0	3.7	5.7	2.9	0.4	4.3	2.4	2.6	3.5	6.6	3.4	1.2	0.3	3.3	3.8		
Mean	45.17	43.75	42.95	45.48	47.07	46.51	48.41	43.99	42.49	44.60	47.51	47.05	48.38	43.89	45.09	46.35	44.56	45.07	46.89		

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## 38. WHAT IS YOUR AGE?

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some Col-lege	COL-LEGE GRAD.	Col-lege Grad.	Post Grad. Work
Total	500	32	58	67	54	67	139	90	327	157	260	277	139	195	27	68	100	294	215	79
18-29	0.6	-	-	3.2	1.6	-	-	-	0.9	1.4	0.3	1.1	-	0.5	-	1.5	-	0.7	0.9	-
30-40	28.1	34.8	55.2	33.6	35.9	23.8	15.6	47.9	24.3	41.8	21.9	36.3	15.6	36.7	59.4	33.5	32.7	22.3	23.3	19.4
41-55	60.2	56.0	37.7	54.3	57.7	67.0	75.2	44.3	66.4	48.6	69.5	54.8	75.2	50.7	30.0	47.9	58.2	68.6	66.6	74.1
56-65	4.9	6.1	6.3	7.9	2.8	1.9	5.1	6.2	4.7	7.0	3.8	4.9	5.1	6.3	7.3	9.1	4.1	4.0	3.4	5.7
OVER 65	2.0	-	-	1.0	1.4	5.1	2.8	-	2.6	0.4	3.1	1.7	2.8	1.7	-	0.9	2.7	2.3	2.8	0.8
REFUSED	4.2	3.1	0.8	-	0.6	2.3	1.2	1.6	1.1	0.9	1.4	1.2	1.2	4.2	3.4	7.1	2.4	2.1	2.8	-
Mean	45.17	44.12	41.57	44.08	43.60	46.31	47.27	42.47	45.81	43.16	46.26	44.00	47.27	44.13	40.95	44.37	44.83	45.95	45.79	46.38

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 38. WHAT IS YOUR AGE?

	TOTAL	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COL-	COL-	Col-	Post	LESS/ COL-	COL-	Col-	Post	SINGLE	MAR-	SEPA-	DIV-	WID-	MALE	FEMALE
		COLLEG LEGE	LEGE	lege	Grad.	COLLEG LEGE	LEGE	lege	Grad.		RIED	RATED	ORCED	OWED		
	GRAD.	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.	Work								
Total	500	89	116	84	32	106	178	131	48	39	373	11	57	9	168	205
18-29	0.6	1.1	1.7	2.3	-	-	-	-	-	2.6	0.3	-	1.5	-	0.7	-
30-40	28.1	40.2	19.4	20.1	17.5	33.7	24.1	25.4	20.7	46.2	25.4	70.1	29.7	17.0	25.8	25.2
41-55	60.2	51.3	65.0	61.1	75.4	50.2	71.0	70.2	73.3	38.7	65.4	29.9	59.1	41.0	62.8	67.6
56-65	4.9	1.3	5.5	5.7	5.1	10.4	3.1	2.0	6.0	10.5	4.8	-	2.6	10.9	4.2	5.3
OVER 65	2.0	1.4	4.8	5.8	2.0	1.9	0.7	0.9	-	-	1.8	-	3.8	14.1	3.5	0.4
REFUSED	4.2	4.6	3.6	5.0	-	3.8	1.1	1.5	-	1.9	2.3	-	3.4	17.0	3.0	1.6
Mean	45.17	42.76	46.86	46.86	46.86	45.27	45.38	45.12	46.06	42.55	45.59	38.89	44.89	51.05	45.78	45.44

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## 38. WHAT IS YOUR AGE?

	TOTAL	RELIGION				BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT- ESTANT	CATH- OLIC	ATH- EIST		YES	NO	MALE	FEMALE	WHITE	NON- WHITE	Hisp- anic	Afr- ican	WHITE	AFR- ICAN	WHITE	AFR- ICAN	WHITE	AFR- ICAN	WHITE	AFR- ICAN
Total	500	323	59	28	241	96	99	143	336	159	30	103	136	46	200	57	88	32	237	66	
18-29	0.6	0.7	-	-	-	2.2	-	-	0.6	0.5	2.8	-	1.6	-	-	-	2.4	-	-	-	
30-40	28.1	25.0	31.8	32.3	25.5	28.3	28.2	23.6	25.6	33.5	47.2	30.8	26.4	26.2	25.0	34.6	97.6	100.0	-	-	
41-55	60.2	64.7	59.1	63.3	64.0	62.8	62.4	65.1	63.9	54.0	42.3	55.5	59.6	59.8	66.8	52.1	-	-	90.7	87.1	
56-65	4.9	5.8	5.0	-	5.6	5.9	3.3	7.2	4.4	6.0	-	6.7	4.8	1.8	4.2	10.6	-	-	6.3	10.5	
OVER 65	2.0	1.7	-	2.8	2.0	0.8	3.7	0.9	2.1	1.8	4.3	1.5	2.9	3.4	1.6	-	-	-	3.0	2.4	
REFUSED	4.2	2.2	4.1	1.6	2.9	-	2.4	3.2	3.3	4.2	3.3	5.4	4.6	8.8	2.5	2.8	-	-	-	-	
Mean	45.17	45.68	44.35	44.42	45.81	44.69	45.57	45.97	45.50	44.55	42.01	45.03	45.36	45.42	45.59	44.74	34.72	35.00	49.51	49.89	

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38. WHAT IS YOUR AGE?

	TOTAL			AGE			MEN			WOMEN			GENDER	
	UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE			
	40		55	40		55	40		55					
Total	500	144	301	35	63	121	14	81	180	20	210	290		
18-29	0.6	2.1	-	-	4.8	-	-	-	-	-	1.4	-		
30-40	28.1	97.9	-	-	95.2	-	-	100.0	-	-	28.5	27.8		
41-55	60.2	-	100.0	-	-	100.0	-	-	100.0	-	57.8	61.9		
56-65	4.9	-	-	71.0	-	-	52.5	-	-	84.3	3.6	5.8		
OVER 65	2.0	-	-	29.0	-	-	47.5	-	-	15.7	3.3	1.1		
REFUSED	4.2	-	-	-	-	-	-	-	-	-	5.4	3.3		
Mean	45.17	34.76	48.00	63.83	34.45	48.00	65.96	35.00	48.00	62.31	45.01	45.29		

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39. GENDER:

TOTAL	AREA														CHILDREN IN GRADES 6-12	2 OVER	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			10	11-14	15	OVER	YES
Total	500	158	64	18	76	141	60	81	89	45	44	21	56	35	299	197	239	203	36	462	38
MALE	42.0	36.7	35.2	46.5	35.6	45.9	48.5	43.9	46.9	43.5	50.4	40.6	41.5	39.6	41.0	44.0	39.9	47.4	36.6	40.5	59.8
FEMALE	58.0	63.3	64.8	53.5	64.4	54.1	51.5	56.1	53.1	56.5	49.6	59.4	58.5	60.4	59.0	56.0	60.1	52.6	63.4	59.5	40.2



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39. GENDER:

	TALK ABOUT ALCOHOL ABUSE WITH YOUR CHILDREN			TALKED ABOUT ALCOHOL ABUSE LAST FEW MOS.		UNDERAGED DRINKING IN YOUR COMMUNITY					CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL			APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL			S/R/H: ADS STOP UNDERAGE DRINKING		TALKED TO CHILD ABOUT BRAIN DEVL PMT		
	FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	LESS/ 14	15-17 18	OVER	YES	NO	YES	NO	
<b>Total</b>	500	178	214	68	382	74	422	213	209	50	297	98	199	200	18	57	375	232	265	352	145
<b>MALE</b>	42.0	37.2	39.1	54.8	41.1	34.7	41.8	41.4	42.1	44.5	43.0	42.4	43.3	40.1	65.6	41.5	41.0	45.3	38.7	39.4	48.7
<b>FEMALE</b>	58.0	62.8	60.9	45.2	58.9	65.3	58.2	58.6	57.9	55.5	57.0	57.6	56.7	59.9	34.4	58.5	59.0	54.7	61.3	60.6	51.3



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39. GENDER:

	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					HOW OFTEN DO YOU TALK TO YOUR CHILDREN ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN						UNDERAGE DRINKING AFFECTS TEEN HEALTH		TALKING ABOUT UNDERAGE DRINKING AFFECTS ON BRAIN HEALTH/DEVELOPMENT EFF./INEFF. WAY TO INFLUENCE THEIR DECISIONS						
	17/Younger	14/Younger	15-17	18-20	21+	TALK	Always	Some-times	NOT OFTEN	Rarely	Never	YES	NO	EFFECTIVE	Very	Some-what	INEFFECTIVE	Some-what	Very	
<b>Total</b>	500	106	55	51	139	221	326	148	178	126	86	40	461	24	419	249	170	67	47	20
<b>MALE</b>	42.0	40.1	33.9	46.7	45.0	41.2	34.2	35.5	33.1	55.5	53.8	59.3	39.3	70.9	41.7	39.7	44.6	45.9	49.8	36.7
<b>FEMALE</b>	58.0	59.9	66.1	53.3	55.0	58.8	65.8	64.5	66.9	44.5	46.2	40.7	60.7	29.1	58.3	60.3	55.4	54.1	50.2	63.3





**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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39. GENDER:

	TOTAL	IDEOLOGY						PARTY						WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	113	44	69	143	91	129	219	164	198	123	106	17	139	98	88	5	74	20
MALE	42.0	35.0	35.6	34.7	45.4	42.7	47.5	45.5	47.6	36.7	44.2	42.3	56.2	46.3	31.4	41.2	57.3	43.1	47.2
FEMALE	58.0	65.0	64.4	65.3	54.6	57.3	52.5	54.5	52.4	63.3	55.8	57.7	43.8	53.7	68.6	58.8	42.7	56.9	52.8



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39. GENDER:

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	14/ YOUN- GER	15/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/ RURAL
Total	500	78	73	54	86	125	69	305	280	181	170	135	128	103	258
MALE	42.0	100.0	100.0	100.0	-	-	-	45.8	36.1	37.5	40.5	48.4	41.6	39.4	42.3
FEMALE	58.0	-	-	-	100.0	100.0	100.0	54.2	63.9	62.5	59.5	51.6	58.4	60.6	57.7



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39. GENDER:

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER
Total	500	305	74	88	99	99	280	90	100	129	305	154	190	280	180	129
MALE	42.0	45.8	65.6	39.8	47.0	41.1	36.1	40.8	30.9	35.3	45.8	49.7	44.7	36.1	35.6	35.3
FEMALE	58.0	54.2	34.4	60.2	53.0	58.9	63.9	59.2	69.1	64.7	54.2	50.3	55.3	63.9	64.4	64.7



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39. GENDER:

	TOTAL			MALE ONLY (CHILDREN)						FEMALE ONLY (CHILDREN)						BOTH (CHILDREN)					
	14/ YOUN- GER	12/ YOUN- GER		13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER		13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER		13-14	15/ OLDER	15-16	17/ OLDER
Total	500	110	53	63	96	55	44	98	42	62	90	65	32	95	58	64	92	60	52		
MALE	42.0	37.6	35.9	35.5	36.0	38.9	33.1	47.9	55.9	42.3	31.5	31.7	35.2	52.6	57.4	55.5	40.6	36.9	36.9		
FEMALE	58.0	62.4	64.1	64.5	64.0	61.1	66.9	52.1	44.1	57.7	68.5	68.3	64.8	47.4	42.6	44.5	59.4	63.1	63.1		



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39. GENDER:

	MEN							WOMEN						MEN			WOMEN		
	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH	
Total	500	140	77	85	101	64	45	165	78	105	179	116	83	68	69	65	113	101	70
MALE	42.0	100.0	100.0	100.0	100.0	100.0	100.0	-	-	-	-	-	-	100.0	100.0	100.0	-	-	-
FEMALE	58.0	-	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0	100.0	-	-	-	100.0	100.0	100.0



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## 39. GENDER:

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some Col-lege	COL-LEGE GRAD.	Col-lege Grad.	Post Grad. Work
Total	500	32	58	67	54	67	139	90	327	157	260	277	139	195	27	68	100	294	215	79
MALE	42.0	30.5	31.8	38.8	35.6	44.4	49.1	31.3	43.8	34.5	45.1	37.1	49.1	45.6	57.7	53.2	37.2	39.5	39.3	40.0
FEMALE	58.0	69.5	68.2	61.2	64.4	55.6	50.9	68.7	56.2	65.5	54.9	62.9	50.9	54.4	42.3	46.8	62.8	60.5	60.7	60.0

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39. GENDER:

	MEN				WOMEN				MARITAL STATUS					MARRIED		
	LESS/	COL-	Col-	Post	LESS/	COL-	Col-	Post	SINGLE	MAR-	SEPA-	DIV-	WID-	MALE	FEMALE	
	COLLEG	LEGE	lege	Grad.	COLLEG	LEGE	lege	Grad.		RIED	RATED	ORCED	OWED			
GRAD.	GRAD.	Grad.	Work	GRAD.	GRAD.	Grad.	Work									
<b>Total</b>	500	89	116	84	32	106	178	131	48	39	373	11	57	9	168	205
<b>MALE</b>	42.0	100.0	100.0	100.0	100.0	-	-	-	-	39.7	45.0	22.2	31.4	8.5	100.0	-
<b>FEMALE</b>	58.0	-	-	-	-	100.0	100.0	100.0	100.0	60.3	55.0	77.8	68.6	91.5	-	100.0



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39. GENDER:

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT-ESTANT	CATH-OLIC	ATH-EIST	YES	NO	MALE	FEMALE	WHITE	NON-WHITE	Hisp-panic	Afr-ican	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN
Total	500	323	59	28	241	96	99	143	336	159	30	103	136	46	200	57	88	32	237	66
MALE	42.0	40.7	42.1	58.0	40.9	40.9	100.0	-	40.4	45.7	48.4	44.2	100.0	100.0	-	-	43.2	37.5	38.7	45.2
FEMALE	58.0	59.3	57.9	42.0	59.1	59.1	-	100.0	59.6	54.3	51.6	55.8	-	-	100.0	100.0	56.8	62.5	61.3	54.8



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39. GENDER:

	TOTAL			AGE			MEN			WOMEN			GENDER	
	UNDER 40	41-55	OVER 55	MALE	FEMALE									
<b>Total</b>	500	144	301	35	63	121	14	81	180	20	210	290		
<b>MALE</b>	42.0	43.8	40.3	41.7	100.0	100.0	100.0	-	-	-	100.0	-		
<b>FEMALE</b>	58.0	56.2	59.7	58.3	-	-	-	100.0	100.0	100.0	-	100.0		



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40. 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	LESS/10	11-14	OVER 15	YES	NO/NOT YET
Total	500	158	64	18	76	141	60	81	89	45	44	21	56	35	299	197	239	203	36	462	38
RALEIGH	31.6	100.0	100.0	100.0	100.0	-	-	-	-	-	-	-	-	-	30.5	33.3	31.5	27.8	53.4	30.9	40.5
DURHAM/WAKE COUNTIES	12.8	40.5	100.0	-	-	-	-	-	-	-	-	-	-	-	10.5	16.6	14.2	8.8	22.2	12.4	17.3
CUMBERLAND COUNTY	3.6	11.4	-	100.0	-	-	-	-	-	-	-	-	-	-	3.3	4.2	2.6	5.1	4.3	3.6	3.1
REST	15.2	48.1	-	-	100.0	-	-	-	-	-	-	-	-	-	16.8	12.5	14.7	13.9	26.9	14.8	20.1
CHARLOTTE	28.2	-	-	-	-	100.0	100.0	100.0	-	-	-	-	-	-	28.9	27.2	29.6	28.4	16.9	28.6	23.6
GASTON/MECKLEN. CO.	12.0	-	-	-	-	42.6	100.0	-	-	-	-	-	-	-	12.7	11.2	10.0	14.0	6.5	12.0	12.2
REST	16.2	-	-	-	-	57.4	-	100.0	-	-	-	-	-	-	16.2	16.1	19.6	14.4	10.5	16.6	11.4
GREENSBORO	17.8	-	-	-	-	-	-	-	100.0	100.0	100.0	-	-	-	16.8	19.2	16.9	20.4	8.5	18.5	9.0
FORSYTHE/GUILFORD CO.	9.0	-	-	-	-	-	-	-	-	50.6	100.0	-	-	-	7.7	10.7	6.9	11.3	6.1	9.6	1.1
REST	8.8	-	-	-	-	-	-	-	-	49.4	-	100.0	-	-	9.1	8.5	10.0	9.1	2.4	8.9	7.8
WILMINGTON	4.2	-	-	-	-	-	-	-	-	-	-	100.0	-	-	4.2	4.2	5.2	4.3	-	4.2	3.9
EAST	11.2	-	-	-	-	-	-	-	-	-	-	-	100.0	-	11.7	10.0	11.3	10.9	9.2	11.7	4.8
WEST	7.0	-	-	-	-	-	-	-	-	-	-	-	-	100.0	7.8	6.0	5.6	8.2	11.9	6.1	18.2



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## 40. SURVEY AREA:

	TOTAL	TALK ABOUT ALCOHOL ABUSE WITH YOUR CHILDREN			TALKED ABOUT ALCOHOL ABUSE LAST FEW MOS.		UNDERAGED DRINKING IN YOUR COMMUNITY					CONCERNED YOUR CHILDREN WILL DRINK ALCOHOL			APPROPRIATE AGE FOR YOUR CHILDREN TO TRY ALCOHOL			S/R/H: ADS STOP UNDERAGE DRINKING		TALKED TO CHILD ABOUT BRAIN DEVLPMNT	
		FREQU- ENTLY	SOME- TIMES	RARELY	YES	NO	PROB- LEM	Ser- ious	Minor	NOT A PROB- LEM	CONC- ERNED	Very	Smwt.	NOT AT ALL	LESS/ 14	15-17 18	OVER	YES	NO	YES	NO
Total	500	178	214	68	382	74	422	213	209	50	297	98	199	200	18	57	375	232	265	352	145
RALEIGH	31.6	31.7	32.7	20.7	29.8	34.1	31.5	32.1	31.0	23.4	27.8	28.6	27.3	37.1	14.0	24.4	32.7	34.5	28.8	35.5	20.9
DURHAM/WAKE COUNTIES	12.8	10.8	14.3	9.9	11.9	12.9	13.2	12.9	13.6	8.2	11.1	8.4	12.4	14.9	8.8	10.5	12.4	13.0	12.8	15.1	6.5
CUMBERLAND COUNTY	3.6	4.7	2.9	3.5	3.4	5.4	3.2	3.4	3.0	6.1	2.7	3.5	2.3	5.0	-	6.9	3.4	5.3	2.2	3.9	2.6
REST	15.2	16.3	15.5	7.3	14.5	15.8	15.1	15.8	14.4	9.1	14.0	16.8	12.7	17.2	5.2	6.9	16.8	16.2	13.9	16.5	11.8
CHARLOTTE	28.2	26.3	28.3	36.4	30.2	19.1	27.3	29.7	24.9	39.2	30.0	25.9	32.0	25.5	33.7	24.8	30.1	25.1	31.2	26.7	32.5
GASTON/MECKLEN. CO.	12.0	11.5	10.2	19.4	12.0	11.7	10.6	12.3	8.8	24.1	14.1	12.4	15.0	8.6	18.7	10.9	12.8	11.1	13.0	12.6	10.8
REST	16.2	14.8	18.1	17.0	18.3	7.4	16.8	17.4	16.1	15.1	15.9	13.6	17.0	16.9	15.0	13.8	17.4	14.0	18.3	14.1	21.7
GREENSBORO	17.8	22.1	17.3	13.5	20.3	10.9	19.2	18.9	19.6	6.5	20.1	19.1	20.6	14.7	16.6	16.7	17.7	21.3	14.7	17.7	18.4
FORSYTHE/GUILFORD CO.	9.0	7.9	10.4	12.2	10.3	7.2	10.2	8.4	12.0	3.7	8.8	11.0	7.7	9.4	16.6	6.0	8.4	11.8	6.4	9.4	8.2
REST	8.8	14.2	6.9	1.3	10.0	3.8	9.0	10.5	7.6	2.8	11.3	8.1	12.9	5.2	-	10.7	9.3	9.5	8.3	8.3	10.2
WILMINGTON	4.2	4.0	4.6	3.9	4.2	4.6	4.8	4.5	5.1	1.6	4.7	4.9	4.7	3.5	-0.2	4.7	3.9	3.7	4.7	4.5	3.5
EAST	11.2	12.8	11.9	8.6	11.9	11.7	11.3	10.8	11.8	8.3	11.4	16.7	8.8	11.0	31.1	9.3	10.4	12.6	10.1	11.3	11.1
WEST	7.0	3.0	5.3	16.9	3.6	19.5	5.8	4.1	7.6	21.0	6.0	4.8	6.6	8.2	4.7	20.1	5.1	2.8	10.5	4.3	13.7



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## 40. SURVEY AREA:

TOTAL	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					HOW OFTEN DO YOU TALK TO YOUR CHILDREN ABOUT HOW ALCOHOL AFFECTS THEIR BRAIN						UNDERAGE DRINKING AFFECTS TEEN HEALTH		TALKING ABOUT UNDERAGE DRINKING AFFECTS ON BRAIN HEALTH/DEVELOPMENT EFF./INEFF. WAY TO INFLUENCE THEIR DECISIONS						
	17/ YOUNG- ER	14/ Young- er	15-17	18-20	21+	TALK	Always	Some- times	NOT OFTEN	Rarely	Never	YES	NO	EFFEC- TIVE	Very	Some- what	INEFF- ECTIVE	Some- what	Very	
Total	500	106	55	51	139	221	326	148	178	126	86	40	461	24	419	249	170	67	47	20
RALEIGH	31.6	39.5	43.3	35.5	27.8	32.2	31.5	31.8	31.2	25.9	25.2	27.3	32.1	5.2	33.2	33.9	32.2	21.8	20.7	24.4
DURHAM/WAKE COUNTIES	12.8	9.4	8.2	10.7	14.3	13.6	12.1	14.2	10.3	10.8	11.6	8.9	13.4	5.2	13.2	13.7	12.5	9.6	8.2	12.9
CUMBERLAND COUNTY	3.6	7.3	10.5	3.8	0.8	4.2	3.8	4.1	3.5	3.0	4.4	-	3.4	-	4.0	3.8	4.4	0.7	1.0	-
REST	15.2	22.8	24.6	21.0	12.8	14.5	15.6	13.4	17.3	12.0	9.1	18.4	15.4	-	16.0	16.4	15.3	11.5	11.5	11.6
CHARLOTTE	28.2	24.5	18.4	31.1	33.6	26.8	27.6	26.2	28.7	31.3	30.6	32.9	29.4	17.5	28.4	29.7	26.5	24.8	25.7	22.7
GASTON/MECKLEN. CO.	12.0	9.6	10.5	8.7	12.5	12.1	10.7	9.1	12.1	14.5	12.9	18.2	12.5	10.0	12.0	11.9	12.2	7.9	3.8	17.4
REST	16.2	14.9	8.0	22.4	21.1	14.7	16.9	17.1	16.7	16.8	17.8	14.7	16.9	7.4	16.4	17.8	14.3	16.9	21.9	5.3
GREENSBORO	17.8	15.9	21.4	9.9	14.9	18.9	17.8	19.5	16.3	21.9	24.3	16.5	16.9	34.6	17.4	16.5	18.8	23.9	22.9	26.1
FORSYTHE/GUILFORD CO.	9.0	10.0	14.0	5.7	8.6	8.1	9.2	10.4	8.2	11.5	14.1	6.0	8.2	19.1	8.4	8.9	7.7	14.3	13.5	16.2
REST	8.8	5.8	7.3	4.2	6.3	10.9	8.6	9.2	8.1	10.4	10.3	10.6	8.7	15.5	9.0	7.5	11.1	9.5	9.3	9.9
WILMINGTON	4.2	2.6	2.4	2.9	2.6	4.5	4.1	5.9	2.5	5.0	3.6	7.9	4.6	-	3.6	2.3	5.5	6.7	9.6	-
EAST	11.2	10.9	9.2	12.6	11.1	11.2	12.5	11.6	13.2	10.7	10.3	11.5	10.7	21.3	10.8	13.3	7.2	11.8	9.1	18.0
WEST	7.0	6.6	5.3	8.0	10.0	6.4	6.6	4.9	8.0	5.2	5.9	3.8	6.3	21.4	6.6	4.4	9.8	11.1	12.1	8.8



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40. SURVEY AREA:

	TOTAL		HEARD OF SITE				VISITED SITE				HOW OFTEN DOES AN ADULT IN YOUR HOUSEHOLD DRINK					
	TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O		TALKITOUTNC.O	
	RG		YES	NO	YES	NO	REGU- LARLY	2+ Times/ Week	Once A Week	NOT REGU- LARLY	Every Couple Weeks	Once A Week	RARELY /NEVER	Rarely	Never	
Total	500	181	310	35	453	172	100	72	65	30	35	261	115	145		
RALEIGH	31.6	41.2	25.8	34.0	31.3	30.3	28.7	32.5	31.2	23.5	37.9	32.0	34.4	30.0		
DURHAM/WAKE COUNTIES	12.8	16.9	10.5	15.0	12.8	14.9	10.8	20.5	13.4	18.0	9.3	10.6	11.0	10.2		
CUMBERLAND COUNTY	3.6	4.8	3.0	9.6	3.2	3.9	3.6	4.3	3.7	2.5	4.7	3.4	6.9	0.6		
REST	15.2	19.5	12.3	9.4	15.3	11.5	14.4	7.6	14.2	2.9	23.9	18.0	16.5	19.2		
CHARLOTTE	28.2	20.8	33.0	24.8	28.5	30.2	26.5	35.4	29.7	28.4	30.8	26.7	27.2	26.4		
GASTON/MECKLEN. CO.	12.0	9.0	14.1	19.6	11.7	13.0	10.4	16.7	14.3	11.2	16.9	10.9	15.4	7.3		
REST	16.2	11.9	18.9	5.2	16.8	17.2	16.1	18.7	15.4	17.2	13.9	15.9	11.8	19.1		
GREENSBORO	17.8	17.2	17.8	16.7	17.9	21.2	25.9	14.9	12.9	8.6	16.6	16.9	13.0	20.0		
FORSYTHE/GUILFORD CO.	9.0	9.5	8.6	13.8	8.9	12.0	16.1	6.3	8.8	3.6	13.3	7.2	7.5	6.9		
REST	8.8	7.7	9.2	2.9	9.0	9.3	9.8	8.5	4.1	4.9	3.4	9.7	5.5	13.1		
WILMINGTON	4.2	3.4	4.8	-	4.5	5.4	6.4	4.0	3.5	4.8	2.3	3.6	3.7	3.6		
EAST	11.2	12.0	10.4	13.6	11.0	7.2	7.2	7.2	12.9	16.0	10.1	13.5	12.7	14.1		
WEST	7.0	5.3	8.2	10.9	6.9	5.6	5.4	6.1	9.9	18.7	2.2	7.2	9.0	5.9		



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40. SURVEY AREA:

	TOTAL	IDEOLOGY						PARTY						WHITE			AFRICAN AMERICAN		
		LIB- ERAL	Very	Swt. ERATE	MOD- ERATE	Swt.	Very	CONSER- VATIVE	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	Indep- endent	Other	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	500	113	44	69	143	91	129	219	164	198	123	106	17	139	98	88	5	74	20
RALEIGH	31.6	36.3	36.2	36.4	32.1	35.1	25.7	29.6	24.6	39.0	29.2	30.2	23.1	22.7	32.6	27.3	20.7	46.8	36.1
DURHAM/WAKE COUNTIES	12.8	15.6	18.6	13.6	16.8	12.6	8.1	10.0	10.0	14.6	14.3	13.7	18.3	7.3	17.8	14.3	-	11.5	13.7
CUMBERLAND COUNTY	3.6	4.5	3.7	4.9	5.1	1.4	2.5	2.0	2.1	4.6	4.4	5.1	-	2.1	5.0	-	3.9	3.6	17.3
REST	15.2	16.3	13.8	17.8	10.2	21.0	15.2	17.6	12.5	19.8	10.5	11.4	4.8	13.3	9.8	13.0	16.7	31.7	5.0
CHARLOTTE	28.2	18.5	14.1	21.3	28.5	34.0	32.1	32.9	33.3	19.3	35.4	34.3	42.4	35.9	22.5	35.2	-	15.9	32.4
GASTON/MECKLEN. CO.	12.0	5.7	2.3	8.0	13.2	15.7	12.5	13.8	12.0	7.5	19.1	19.7	15.2	12.2	6.4	16.9	-	8.2	32.4
REST	16.2	12.8	11.9	13.3	15.3	18.3	19.6	19.1	21.3	11.8	16.3	14.5	27.2	23.7	16.1	18.3	-	7.7	-
GREENSBORO	17.8	17.5	23.2	13.8	17.4	12.2	19.9	16.7	18.7	18.8	15.6	13.3	29.7	20.1	17.8	16.7	26.8	23.1	10.7
FORSYTHE/GUILFORD CO.	9.0	10.0	10.7	9.6	8.5	5.4	9.1	7.6	9.4	10.2	7.8	6.9	13.9	9.9	8.4	8.1	26.8	12.8	5.4
REST	8.8	7.5	12.5	4.2	8.9	6.8	10.8	9.2	9.4	8.5	7.8	6.5	15.8	10.1	9.4	8.7	-	10.4	5.3
WILMINGTON	4.2	4.4	4.3	4.5	3.9	4.9	4.3	4.5	6.0	2.3	5.4	6.3	-	6.2	2.6	7.5	-	2.7	-
EAST	11.2	11.4	12.3	10.8	9.0	9.2	15.3	12.8	11.9	12.8	7.0	7.4	4.9	11.2	12.9	7.6	26.6	9.9	4.8
WEST	7.0	11.9	9.8	13.2	9.1	4.6	2.6	3.4	5.4	7.9	7.4	8.5	-	3.9	11.7	5.7	25.9	1.7	16.0



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## 40. SURVEY AREA:

	TOTAL	MEN			WOMEN			AGE OF YOUR CHILDREN		GENDER (CHILDREN)			AREA		
		REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	14/YOUNGER	15/OLDER	MALE ONLY	FEMALE ONLY	BOTH	CITY	SUBURB	SMALL CITY/RURAL
Total	500	78	73	54	86	125	69	305	280	181	170	135	128	103	258
RALEIGH	31.6	25.1	33.9	22.2	24.2	41.9	34.7	30.9	33.3	30.7	27.8	36.8	34.4	35.1	29.2
DURHAM/WAKE COUNTIES	12.8	10.2	14.0	6.9	9.8	15.0	20.3	12.5	14.3	11.2	11.0	17.5	17.2	28.3	4.5
CUMBERLAND COUNTY	3.6	2.2	5.6	4.7	2.0	4.0	4.2	4.6	2.4	3.0	4.4	3.8	8.0	4.0	1.4
REST	15.2	12.7	14.4	10.7	12.4	22.9	10.3	13.8	16.7	16.6	12.5	15.5	9.1	2.8	23.4
CHARLOTTE	28.2	31.8	23.6	39.3	34.6	16.8	32.3	26.4	28.9	26.6	31.7	26.8	28.9	33.5	26.8
GASTON/MECKLEN. CO.	12.0	10.3	10.2	24.2	13.5	6.0	15.0	9.8	12.5	10.5	14.6	10.9	24.6	18.7	3.6
REST	16.2	21.5	13.4	15.0	21.1	10.8	17.3	16.6	16.4	16.2	17.2	15.9	4.3	14.8	23.1
GREENSBORO	17.8	23.1	21.1	14.7	14.8	17.4	16.3	17.4	20.1	19.6	15.3	18.2	24.2	14.8	15.0
FORSYTHE/GUILFORD CO.	9.0	11.6	8.9	8.0	7.3	11.0	7.7	10.3	9.7	10.4	7.6	8.7	20.7	11.2	2.3
REST	8.8	11.5	12.3	6.7	7.4	6.4	8.6	7.1	10.3	9.2	7.7	9.4	3.5	3.6	12.7
WILMINGTON	4.2	5.2	1.7	6.0	6.8	2.6	5.0	4.1	3.1	5.0	3.8	3.4	2.9	4.1	4.5
EAST	11.2	12.8	9.8	10.7	11.1	14.6	4.2	12.5	9.1	11.0	14.2	7.9	5.3	4.3	16.7
WEST	7.0	1.9	9.8	7.2	8.5	6.7	7.5	8.7	5.6	7.0	7.1	6.8	4.3	8.1	7.8

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## 40. SURVEY AREA:

	TOTAL	AGE OF CHILDREN									AGE OF CHILDREN					
		14/ YOUN- GER	11/ YOUN- GER	12	13	14	15/ OLDER	15	16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER
Total	500	305	74	88	99	99	280	90	100	129	305	154	190	280	180	129
RALEIGH	31.6	30.9	29.0	27.5	35.6	33.1	33.3	26.5	33.9	38.6	30.9	27.1	33.9	33.3	29.8	38.6
DURHAM/WAKE COUNTIES	12.8	12.5	14.7	10.9	12.0	14.7	14.3	8.9	11.8	18.1	12.5	12.4	12.9	14.3	11.0	18.1
CUMBERLAND COUNTY	3.6	4.6	6.1	9.6	5.5	3.0	2.4	3.4	2.5	1.3	4.6	7.6	4.1	2.4	3.1	1.3
REST	15.2	13.8	8.2	7.0	18.0	15.4	16.7	14.1	19.6	19.3	13.8	7.1	16.9	16.7	15.7	19.3
CHARLOTTE	28.2	26.4	37.5	25.7	23.2	22.3	28.9	31.6	29.9	24.8	26.4	30.5	22.8	28.9	31.6	24.8
GASTON/MECKLEN. CO.	12.0	9.8	15.7	4.5	10.7	9.5	12.5	14.6	9.3	12.0	9.8	10.1	10.6	12.5	12.4	12.0
REST	16.2	16.6	21.8	21.2	12.4	12.7	16.4	17.0	20.6	12.8	16.6	20.4	12.2	16.4	19.1	12.8
GREENSBORO	17.8	17.4	18.5	18.2	16.6	17.5	20.1	23.0	17.6	19.4	17.4	18.9	17.8	20.1	20.5	19.4
FORSYTHE/GUILFORD CO.	9.0	10.3	10.7	11.9	10.2	10.2	9.7	11.2	10.3	8.3	10.3	11.9	10.7	9.7	10.9	8.3
REST	8.8	7.1	7.8	6.3	6.4	7.3	10.3	11.8	7.3	11.1	7.1	7.1	7.1	10.3	9.6	11.1
WILMINGTON	4.2	4.1	-	4.5	7.4	3.1	3.1	2.8	3.7	3.8	4.1	2.5	5.0	3.1	3.0	3.8
EAST	11.2	12.5	9.0	15.6	8.8	13.5	9.1	8.2	8.7	10.0	12.5	13.2	11.2	9.1	7.8	10.0
WEST	7.0	8.7	6.0	8.5	8.4	10.6	5.6	8.0	6.2	3.3	8.7	7.7	9.3	5.6	7.4	3.3

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## 40. SURVEY AREA:

	TOTAL		MALE ONLY (CHILDREN)					FEMALE ONLY (CHILDREN)					BOTH (CHILDREN)						
	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN- GER	12/ YOUN- GER	13-14	15/ OLDER	15-16	17/ OLDER	
Total	500	110	53	63	96	55	44	98	42	62	90	65	32	95	58	64	92	60	52
RALEIGH	31.6	31.8	28.4	36.2	32.6	28.1	37.5	27.4	21.5	33.3	29.7	24.2	38.1	33.6	29.9	32.5	38.3	37.4	41.3
DURHAM/WAKE COUNTIES	12.8	12.3	11.6	14.0	11.4	6.5	16.6	8.6	6.9	11.1	15.7	14.5	18.2	17.1	17.3	13.6	16.2	11.3	19.9
CUMBERLAND COUNTY	3.6	4.3	9.0	2.2	0.7	0.8	0.5	5.8	8.0	6.3	3.4	3.5	2.6	3.8	6.3	3.9	3.1	4.7	1.2
REST	15.2	15.3	7.8	20.0	20.5	20.8	20.4	13.0	6.6	15.9	10.5	6.2	17.3	12.7	6.3	15.0	19.0	21.3	20.2
CHARLOTTE	28.2	23.4	27.8	17.5	31.4	36.2	26.9	28.7	40.2	21.5	31.5	30.4	32.0	28.0	26.6	29.5	24.4	28.8	19.5
GASTON/MECKLEN. CO.	12.0	9.4	4.6	12.6	12.7	13.4	13.3	11.5	17.2	9.2	17.4	15.4	17.9	8.6	10.1	10.0	7.6	8.3	7.6
REST	16.2	14.0	23.2	4.9	18.7	22.7	13.6	17.2	23.0	12.3	14.1	14.9	14.1	19.4	16.5	19.5	16.7	20.4	11.8
GREENSBORO	17.8	19.5	14.2	24.8	17.9	17.1	19.4	14.0	16.4	13.0	21.1	25.9	11.8	18.4	25.5	14.9	20.6	17.6	22.8
FORSYTHE/GUILFORD CO.	9.0	12.5	12.9	13.8	8.3	9.3	8.2	8.5	6.8	8.7	10.1	12.4	3.4	9.2	14.8	8.8	9.9	10.6	9.7
REST	8.8	7.0	1.3	11.0	9.6	7.7	11.2	5.5	9.6	4.3	10.9	13.5	8.4	9.1	10.7	6.1	10.7	7.0	13.1
WILMINGTON	4.2	5.9	3.2	7.5	3.4	1.5	5.6	4.5	3.3	4.8	2.4	3.3	2.8	1.8	1.5	2.6	2.6	4.0	1.6
EAST	11.2	12.2	18.7	7.7	8.2	7.8	8.2	16.1	14.5	15.6	12.1	11.7	15.4	9.3	7.4	10.6	7.1	3.4	8.7
WEST	7.0	7.2	7.6	6.2	6.5	9.4	2.5	9.3	4.1	11.8	3.3	4.6	-	8.9	9.1	9.9	7.0	8.8	6.2

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## 40. SURVEY AREA:

	TOTAL			MEN						WOMEN						MEN			WOMEN		
	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	14/ YOUN-	12/ YOUN-	13-14	15/ OLDER	15-16	17/ OLDER	MALE ONLY	FEMALE ONLY	BOTH	MALE ONLY	FEMALE ONLY	BOTH			
Total	500	140	77	85	101	64	45	165	78	105	179	116	83	68	69	65	113	101	70		
RALEIGH	31.6	26.6	21.6	31.7	28.1	26.9	30.5	34.5	32.6	35.7	36.3	31.4	43.1	27.3	18.4	35.2	32.8	34.3	38.4		
DURHAM/WAKE COUNTIES	12.8	10.6	8.9	12.4	9.0	7.3	12.7	14.2	15.8	13.3	17.3	13.0	21.1	9.4	5.5	16.6	12.2	14.7	18.4		
CUMBERLAND COUNTY	3.6	3.7	4.7	4.9	5.1	7.6	1.8	5.4	10.5	3.5	0.8	0.6	1.0	1.0	3.7	7.9	4.2	4.8	-		
REST	15.2	12.3	7.9	14.5	14.1	11.9	16.0	15.0	6.3	18.9	18.2	17.8	21.1	16.9	9.1	10.7	16.4	14.8	20.0		
CHARLOTTE	28.2	31.9	38.7	27.2	30.4	33.9	21.7	21.8	22.4	19.2	28.1	30.3	26.5	22.5	34.3	37.1	29.2	29.9	17.2		
GASTON/MECKLEN. CO.	12.0	12.6	14.5	13.2	12.5	11.4	14.0	7.4	5.7	8.5	12.4	13.1	10.9	14.7	13.2	14.6	7.9	15.5	7.4		
REST	16.2	19.3	24.2	14.1	17.9	22.5	7.7	14.4	16.6	10.8	15.6	17.3	15.6	7.8	21.1	22.6	21.2	14.5	9.7		
GREENSBORO	17.8	18.9	18.0	18.4	24.1	22.9	28.5	16.1	19.9	17.3	17.7	19.1	14.4	30.0	17.6	13.5	13.4	13.7	22.6		
FORSYTHE/GUILFORD CO.	9.0	11.9	11.2	11.5	8.5	10.3	8.1	8.9	12.5	10.0	10.4	11.2	8.4	12.6	9.0	6.7	9.1	6.7	10.7		
REST	8.8	7.0	6.8	6.9	15.6	12.7	20.4	7.3	7.4	7.4	7.3	7.9	6.0	17.4	8.7	6.8	4.3	7.0	11.9		
WILMINGTON	4.2	2.1	2.1	2.5	3.6	3.3	5.2	5.8	3.0	6.9	2.8	2.8	3.0	3.3	4.9	3.4	6.1	3.1	3.4		
EAST	11.2	12.9	11.1	13.9	6.9	3.9	11.7	12.1	15.2	9.1	10.3	9.9	9.1	8.2	20.0	5.5	12.7	10.3	10.3		
WEST	7.0	7.6	8.5	6.2	6.9	9.1	2.4	9.6	7.0	11.7	4.9	6.5	3.8	8.9	4.7	5.4	5.9	8.7	8.2		

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40. SURVEY AREA:

	TOTAL	INCOME						INCOME						EDUCATION						
		UNDER \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$75k	\$75k-\$100k	OVER \$100k	UNDER \$40k	OVER \$40k	UNDER \$60k	OVER \$60k	UNDER \$100k	OVER \$100k	LESS/ COLLEGE GRAD.	Some High School	High School Grad.	Some Col-lege	COL-LEGE GRAD.	Col-lege Grad.	Post Grad. Work
Total	500	32	58	67	54	67	139	90	327	157	260	277	139	195	27	68	100	294	215	79
RALEIGH	31.6	40.0	26.0	27.8	34.8	26.3	39.9	31.0	33.8	29.6	35.4	29.8	39.9	25.9	51.8	28.6	17.1	35.7	33.4	42.0
DURHAM/WAKE COUNTIES	12.8	2.3	2.4	7.5	15.6	11.1	22.2	2.4	15.8	4.5	18.0	8.3	22.2	5.1	8.5	3.0	5.7	18.3	13.7	30.7
CUMBERLAND COUNTY	3.6	4.3	5.9	8.0	5.9	3.8	0.6	5.3	3.6	6.5	2.5	5.7	0.6	5.1	10.0	5.0	3.8	2.7	3.4	1.0
REST	15.2	33.4	17.7	12.3	13.4	11.4	17.2	23.3	14.4	18.6	14.9	15.8	17.2	15.7	33.3	20.5	7.6	14.7	16.3	10.3
CHARLOTTE	28.2	7.7	29.3	29.1	16.8	33.7	34.0	21.6	30.1	24.8	30.4	25.4	34.0	28.2	14.6	24.6	34.3	28.8	29.5	26.9
GASTON/MECKLEN. CO.	12.0	-	12.2	8.9	5.8	11.0	16.9	7.8	12.2	8.3	13.1	8.5	16.9	9.7	7.6	5.2	13.4	13.7	12.4	17.1
REST	16.2	7.7	17.1	20.2	11.0	22.7	17.1	13.7	17.9	16.5	17.3	16.9	17.1	18.4	6.9	19.4	20.9	15.1	17.1	9.8
GREENSBORO	17.8	31.1	11.5	19.4	11.3	22.4	13.7	18.5	16.2	18.9	15.4	18.3	13.7	21.0	31.2	17.7	20.5	15.4	14.2	18.5
FORSYTHE/GUILFORD CO.	9.0	15.2	5.2	5.3	3.6	12.7	7.7	8.7	7.6	7.3	8.2	7.9	7.7	10.4	17.4	0.2	15.4	7.9	7.9	8.1
REST	8.8	16.0	6.3	14.1	7.7	9.7	5.9	9.8	8.7	11.6	7.3	10.4	5.9	10.7	13.8	17.5	5.1	7.4	6.3	10.4
WILMINGTON	4.2	-	4.1	1.4	8.7	2.5	3.3	2.6	3.6	2.1	4.2	3.5	3.3	3.3	-	1.7	5.3	4.9	5.9	2.2
EAST	11.2	14.7	10.8	12.0	13.8	13.3	7.4	12.2	10.6	12.1	10.2	12.8	7.4	12.9	-	14.4	15.4	9.3	8.9	10.3
WEST	7.0	6.4	18.4	10.4	14.5	1.7	1.7	14.1	5.6	12.5	4.3	10.3	1.7	8.7	2.4	13.0	7.3	5.9	8.1	-



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40. SURVEY AREA:

	TOTAL	MEN				WOMEN				MARITAL STATUS				MARRIED		
		LESS/ COL-   Col-   Post	LESS/ COL-   Col-   Post	SINGLE	MAR-	SEPA-	DIV-	WID-	MALE	FEMALE						
		COLLEG   LEGE   lege   Grad.	COLLEG   LEGE   lege   Grad.	RIED	RATED	ORCED	OWED									
Total	500	89	116	84	32	106	178	131	48	39	373	11	57	9	168	205
RALEIGH	31.6	23.7	29.8	26.8	37.9	27.7	39.6	37.7	44.8	45.1	29.1	24.7	41.9	45.9	25.7	31.9
DURHAM/WAKE COUNTIES	12.8	5.5	15.3	14.4	17.5	4.8	20.2	13.2	39.6	3.6	14.0	7.1	14.3	17.0	12.4	15.4
CUMBERLAND COUNTY	3.6	5.1	3.3	4.5	-	5.1	2.4	2.7	1.7	-	2.7	14.3	9.5	9.0	3.0	2.5
REST	15.2	13.1	11.3	7.8	20.5	17.8	16.9	21.9	3.5	41.5	12.4	3.3	18.0	19.8	10.3	14.0
CHARLOTTE	28.2	26.3	35.2	34.3	37.7	29.8	24.6	26.3	19.8	18.8	31.4	19.0	16.3	31.1	35.8	27.8
GASTON/MECKLEN. CO.	12.0	5.1	20.8	19.5	24.3	13.7	9.0	7.8	12.3	7.5	13.2	14.7	5.1	17.0	16.6	10.4
REST	16.2	21.2	14.4	14.8	13.4	16.1	15.6	18.6	7.5	11.3	18.2	4.3	11.2	14.1	19.2	17.4
GREENSBORO	17.8	24.3	16.2	15.6	17.8	18.3	14.8	13.3	19.0	12.0	17.9	13.2	19.0	8.5	19.0	17.0
FORSYTHE/GUILFORD CO.	9.0	9.5	8.3	9.0	6.5	11.1	7.7	7.1	9.2	8.5	8.2	13.2	13.0	8.5	8.1	8.2
REST	8.8	14.8	7.9	6.6	11.3	7.2	7.1	6.2	9.8	3.5	9.7	-	5.9	-	10.9	8.8
WILMINGTON	4.2	4.9	3.6	5.0	-	2.0	5.8	6.6	3.7	7.4	3.8	12.4	1.7	-	4.2	3.5
EAST	11.2	11.8	10.7	12.3	6.6	13.9	8.3	6.7	12.8	16.7	11.0	7.3	8.4	14.5	10.5	11.3
WEST	7.0	9.0	4.3	6.0	-	8.3	6.9	9.4	-	-	6.8	23.2	12.7	-	4.7	8.5



**THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA**

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40. SURVEY AREA:

	TOTAL	RELIGION			BORN AGAIN		BORN AGAIN		RACE				MEN		WOMEN		UNDER 40		OVER 40	
		PROT-ESTANT	CATH-OLIC	ATH-OLIC	YES	NO	MALE	FEMALE	WHITE	NON-WHITE	Hisp-panic	Afr-ican	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN	WHITE	AFR-ICAN
Total	500	323	59	28	241	96	99	143	336	159	30	103	136	46	200	57	88	32	237	66
RALEIGH	31.6	29.8	30.6	40.5	31.4	32.0	23.2	37.1	27.1	40.5	29.4	42.6	24.3	31.9	29.0	51.1	28.4	31.2	26.9	49.6
DURHAM/WAKE COUNTIES	12.8	10.6	11.8	19.1	10.7	14.5	7.7	12.9	12.2	13.7	12.8	10.9	9.3	10.4	14.2	11.3	8.7	-	13.2	17.1
CUMBERLAND COUNTY	3.6	1.9	7.3	5.9	2.6	-	4.0	1.7	2.3	6.5	6.6	6.2	2.0	5.5	2.5	6.8	8.1	9.8	0.2	5.0
REST	15.2	17.4	11.5	15.5	18.0	17.5	11.5	22.6	12.5	20.4	10.0	25.5	12.9	15.9	12.2	33.0	11.6	21.4	13.5	27.4
CHARLOTTE	28.2	28.2	35.6	17.8	26.0	30.7	28.7	24.1	31.5	21.4	19.4	19.3	33.5	14.5	30.2	23.2	26.0	20.6	34.2	17.9
GASTON/MECKLEN. CO.	12.0	10.8	18.2	5.2	9.8	12.5	11.5	8.7	11.5	13.0	7.8	13.4	12.5	13.4	10.8	13.3	6.9	20.6	12.9	11.0
REST	16.2	17.5	17.4	12.7	16.2	18.2	17.3	15.4	20.0	8.4	11.6	6.0	20.9	1.1	19.3	9.9	19.2	-	21.2	6.9
GREENSBORO	17.8	21.0	16.6	5.0	22.8	12.1	25.4	20.9	18.6	16.8	16.4	20.4	19.2	28.4	18.1	14.1	13.0	22.6	18.8	17.2
FORSYTHE/GUILFORD CO.	9.0	10.7	6.3	5.0	10.4	8.9	10.8	10.1	8.7	10.0	9.4	11.9	8.9	14.8	8.5	9.7	5.3	16.5	9.5	9.1
REST	8.8	10.2	10.3	-	12.4	3.3	14.6	10.9	9.9	6.8	7.0	8.5	10.3	13.6	9.6	4.4	7.8	6.1	9.3	8.1
WILMINGTON	4.2	3.6	2.7	7.8	3.7	6.9	5.0	2.8	5.3	2.0	4.1	1.9	5.4	-	5.3	3.4	6.4	6.1	5.1	-
EAST	11.2	13.4	6.4	12.1	13.7	11.5	14.7	13.1	10.7	11.8	11.7	9.8	11.0	16.8	10.4	4.2	16.3	10.6	8.9	10.2
WEST	7.0	4.0	8.0	16.7	2.4	6.8	3.0	1.9	6.9	7.4	18.9	6.0	6.7	8.4	7.0	4.0	9.8	8.9	6.1	5.1



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## 40. SURVEY AREA:

	TOTAL			AGE			MEN			WOMEN			GENDER	
	UNDER	41-55	OVER	UNDER	41-55	OVER	UNDER	41-55	OVER	MALE	FEMALE			
	40		55	40		55	40		55					
Total	500	144	301	35	63	121	14	81	180	20	210	290		
RALEIGH	31.6	30.9	31.6	40.6	26.7	24.5	46.3	34.2	36.3	36.4	27.6	34.5		
DURHAM/WAKE COUNTIES	12.8	8.8	13.9	21.2	7.7	9.2	29.8	9.6	17.1	15.0	10.7	14.3		
CUMBERLAND COUNTY	3.6	9.0	1.1	5.1	8.6	1.0	12.2	9.4	1.2	-	4.0	3.3		
REST	15.2	13.1	16.6	14.3	10.4	14.4	4.3	15.2	18.1	21.5	12.9	16.9		
CHARLOTTE	28.2	22.9	30.5	34.8	26.8	34.6	37.6	19.8	27.6	32.8	30.8	26.3		
GASTON/MECKLEN. CO.	12.0	8.8	13.6	12.0	2.3	20.3	17.8	13.9	9.0	7.8	13.9	10.7		
REST	16.2	14.1	16.9	22.8	24.5	14.3	19.8	5.9	18.6	25.0	16.9	15.7		
GREENSBORO	17.8	15.2	17.4	13.4	20.7	17.8	5.6	10.9	17.1	19.0	19.9	16.3		
FORSYTHE/GUILFORD CO.	9.0	8.1	9.0	5.1	13.3	7.0	1.0	4.1	10.4	8.0	9.3	8.8		
REST	8.8	7.0	8.4	8.4	7.4	10.8	4.6	6.8	6.7	11.0	10.6	7.5		
WILMINGTON	4.2	6.2	3.9	1.1	6.4	3.7	-	6.0	4.0	1.9	4.1	4.3		
EAST	11.2	14.2	10.6	5.6	11.7	12.5	5.2	16.2	9.4	5.9	11.1	11.3		
WEST	7.0	10.6	6.1	4.5	7.6	6.8	5.2	12.9	5.5	4.0	6.6	7.3		