

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA NORTH CAROLINA STATEWIDE — STUDENTS GRADES 6–12 MARCH 1, 2015

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

Total	300
YES	100.0

2. WHAT GRADE ARE YOU IN?

Total	300
6th-8th	40.3
6th	12.0
7th	11.1
8th	17.2
9th-12th	59.7
9th	19.1
10th	13.9
11th	16.1
12th	10.6
OTHER	—
DK/REFUSED	—
Mean	9.02

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

Total	300
YES	55.3
NO	44.4
DK/REFUSED	0.3

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

Total	300
OKAY	40.0
NOT OKAY	54.3
REFUSED	5.6

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

Total	300
YES	61.3
NO	38.4
DK/REFUSED	0.3

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

Total Answering	184
14 YEARS/YOUNGER	45.8
6 YEARS/YOUNGER	1.8
7	-
8	0.6
9	1.7
10	1.1
11	3.6
12	3.3
13	18.4
14	15.2
15 YEARS/OLDER	38.8
15	21.5
16	14.2
17	2.1
18/OLDER	1.0
REFUSED	15.4
Mean	13.93

7. HOW OFTEN DO THEY DRINK ALCOHOL?

Total Answering	184
AT LEAST ONCE/MONTH	41.8
AT LEAST ONCE/WEEK	24.8
AT LEAST ONCE/MONTH	17.0
LESS ONCE/MONTH	33.8
DK/REFUSED	24.3

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

Total	300
TALK	83.8
A LOT	19.9
SOMETIMES	63.9
NEVER	15.5
DK/REFUSED	0.7

9. SPECIFICALLY, HAVE YOUR PARENTS TALKED TO YOU ABOUT ALCOHOL ABUSE OR UNDERAGE DRINKING IN THE LAST FEW MONTHS?

Total	300
YES	57.9
NO	41.8
DK/REFUSED	0.3

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

Total	300
YES	49.2
NO	46.2
DK/REFUSED	4.7

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

Total	300
PROBLEM	90.8
BIG PROBLEM	58.9
SMALL PROBLEM	31.9
NOT A PROBLEM	8.8
DK/REFUSED	0.4

12. DO YOU THINK IT WOULD HELP STOP UNDERAGE DRINKING IF PARENTS TALKED MORE TO THEIR CHILDREN ABOUT ALCOHOL AND THE DANGERS OF UNDERAGE DRINKING?

Total	300
YES	80.9
NO	17.9
DK/REFUSED	1.2

13. OVER THE LAST FEW MONTHS, HAVE YOU SEEN ANY TELEVISION ADS ABOUT STOPPING UNDERAGE DRINKING?

Total	300
YES	53.6
NO	45.3
DK/REFUSED	1.0

14. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

Total Answering	161
SEVERITY/DANGER	14.3
ANTI-UNDERAGE DRINKING	13.1
ANTI-DRINK & DRIVE	10.7
DEATH/DISABILITY/INJURY	10.2
SUBJECT RECALL ONLY	10.0
PARENTS W/ DISABLED KID	8.3
ACCIDENTS/WRECKS	4.7
DON'T WAIT	4.3
TALK TO KIDS/DRINKING	4.0
SAD/NEGATIVE AD	3.3
POLICE/JAIL	2.3
AFFECTS LIVES/RELATIONS	2.2
SCARE TACTIC/INEFFECTIVE	0.3
OTHER	6.0
DON'T KNOW	6.4

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

Total Answering	300
17/YOUNGER	15.4
14/YOUNGER	8.1
15-17	7.4
18-20	35.6
21/OLDER	47.5
DK/REFUSED	2.7
MEAN	19.92

16. HAVE YOUR PARENTS EVER TALKED TO YOU ABOUT HOW DRINKING ALCOHOL AFFECTS YOUR BRAIN?

Total	300
YES	61.4
NO	38.2
DK/REFUSED	0.3

17. GENEARLLY SPEAKING, DO YOU THINK UNDERAGE DRINKING SIGNIFICANTLY AFFECTS THE BRAIN H EALTH AND DEVELOPMENT OF TEENAGERS IN MIDDLE SCHOOL AND HIGH SCHOOL?

Total	300
YES	91.2
NO	7.9
DK/REFUSED	1.0

18. DO YOU THINK IT WOULD HELP STOP UNDERAGE DRINKING IF PARENTS TALKED TO THEIR CHILDREN ABOUT HOW UNDERAGE DRINKING HURTS THEIR BRAIN HEALTH AND DEVELOPMENT?

Total	300
YES	87.8
NO	11.0
DK/REFUSED	1.2

19. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING.

"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."

Total	300
YES	83.2
NO	15.0
DK/REFUSED	1.2

20. "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."

Total	300
YES	83.4
NO	16.0
DK/REFUSED	0.7

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

Total	300
YES	88.6
NO	11.2
DK/REFUSED	0.1

22. "ALCOHOL KILLS BY SHUTTING DOWN THE PART OF THE BRAIN THAT TELLS YOU TO BREATHE. TEENAGERS ARE MORE AT RISK FOR THIS BECAUSE THEY ARE MORE LIKELY TO BINGE DRINK."

Total	300
YES	88.2
NO	10.8
DK/REFUSED	1.0

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

Total	300
YES	85.0
NO	14.2
DK/REFUSED	0.8

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

Total	300
YES	34.4
NO	65.5
DK/REFUSED	-

25. HOW OLD ARE YOU?

Total	300
14/YOUNGER	48.7
10	0.5
11	6.0
12	11.6
13	13.5
14	17.2
15/OLDER	50.4
15	16.5
16	16.1
17	12.6
18/OLDER	5.1
REFUSED	0.9
Mean	14.51

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

Total	300
YES	6.6
NO	91.1
DK/REFUSED	1.5

27. WHAT IS YOUR MAIN RACIAL BACKGROUND?

Total	300
HISPANIC	6.6
WHITE	68.6
AFRICAN AMERICAN	20.5
ASIAN	1.3
OTHER	1.7
DK/REFUSED	1.3

28. GENDER:

Total	300
MALE	51.0
FEMALE	49.0

31. SURVEY AREA:

Total	300
RALEIGH	32.0
DURHAM/WAKE COUNTIES	13.0
CUMBERLAND COUNTY	3.7
REST	15.3
CHARLOTTE	28.3
GASTON/MECKLENBURG CO.	12.0
REST	16.3
GREENSBORO	17.3
FORSYTHE/GUILFORD CO.	8.7
REST	8.7
WILMINGTON	4.0
EAST	11.3
WEST	7.0