

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE - CHILDREN GRADES 6-12

Table 1 Page 1
Mar. 1, 2016

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

	TOTAL	AREA												
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST
Total	300	96	39	11	46	85	36	49	52	26	26	12	34	21
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 2
Mar. 1, 2016

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

	TOTAL	GRADE										WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO	
Total	300	121	36	33	52	179	57	42	48	32	87	118	22	39	62	91	60	87	166	133	
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 3
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1. TO CONFIRM, IS THERE A STUDENT IN THIS HOUSEHOLD CURRENTLY ENROLLED IN GRADES 6 THROUGH 12?

	TOTAL		TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total	300	32	89	134	44	116	89	32	30	78	75	88	58	120	163	17	98	103	65	80	117	
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	100.0



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Table 1 Page 4
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1. TO CONFIRM, IS THERE A STUDENT IN THIS HOUSEHOLD CURRENTLY ENROLLED IN GRADES 6 THROUGH 12?

TOTAL	THINK IT'S OKAY TO DRINK (AFR. AMER.)		THINK IT'S OKAY TO DRINK (MALE)		THINK IT'S OKAY TO DRINK (FEMALE)		KNOW PEOPLE/ TRIED ALCOHOL		KNOW PEOPLE/ TRIED ALCOHOL (6th-8th)		KNOW PEOPLE/ TRIED ALCOHOL (9th-12th)		KNOW PEOPLE/ TRIED ALCOHOL (WHITE)		KNOW PEOPLE/ TRIED ALCOHOL (AFR. AMER.)		KNOW PEOPLE/ TRIED ALCOHOL (MALE)		KNOW PEOPLE/ TRIED ALCOHOL (FEMALE)		
	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
Total	300	26	30	57	89	64	74	184	115	39	81	145	34	132	74	36	24	87	66	97	49
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 5
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1. TO CONFIRM, IS THERE A STUDENT IN THIS HOUSEHOLD CURRENTLY ENROLLED IN GRADES 6 THROUGH 12?

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total	300	84	9	75	7	6	34	28	71	40	26	4	2	64	47
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 6
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1. TO CONFIRM, IS THERE A STUDENT IN THIS HOUSEHOLD CURRENTLY ENROLLED IN GRADES 6 THROUGH 12?

TOTAL	AGE STARTED DRINKING (AFRICAN AMR)		AGE STARTED DRINKING (MALE)		AGE STARTED DRINKING (FEMALE)		OFTEN THEY DRINK ALCOHOL (6th-8th)				OFTEN THEY DRINK ALCOHOL (9th-12th)								
	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH					
Total	300	14	17	35	36	50	36	77	46	31	62	8	6	2	20	69	40	29	42
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 7
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1. TO CONFIRM, IS THERE A STUDENT IN THIS HOUSEHOLD CURRENTLY ENROLLED IN GRADES 6 THROUGH 12?

	OFTEN THEY DRINK ALCOHOL (WHITE)				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				
	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	
Total	300	53	32	21	46	15	8	7	13	37	19	18	27	40	27	13	35
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



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Table 1 Page 8
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1. TO CONFIRM, IS THERE A STUDENT IN THIS HOUSEHOLD CURRENTLY ENROLLED IN GRADES 6 THROUGH 12?

	PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)				
	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	
Total	300	251	60	192	47	100	20	80	21	151	40	111	26
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



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Table 1 Page 9
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1. TO CONFIRM, IS THERE A STUDENT IN THIS HOUSEHOLD CURRENTLY ENROLLED IN GRADES 6 THROUGH 12?

	PARENTS TALK ABOUT DRINKING ALCOHOL (WHITE)				PARENTS TALK ABOUT DRINKING ALCOHOL (AFRICAN AMERICAN)				PARENTS TALK ABOUT DRINKING ALCOHOL (MALE)				PARENTS TALK ABOUT DRINKING ALCOHOL (FEMALE)				TALK W/PARENT LAST FEW MONTHS		TALK W/PARENT LAST FEW MTHS (6th-8th)		
	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO	
Total	300	174	36	138	31	52	14	38	9	123	28	95	29	129	32	97	17	174	126	58	63
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 10
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1. TO CONFIRM, IS THERE A STUDENT IN THIS HOUSEHOLD CURRENTLY ENROLLED IN GRADES 6 THROUGH 12?

	TOTAL		TALK W/PARENT LAST FEW MTHS (9th-12th)		TALK W/PARENT LAST FEW MTHS (WHITE)		TALK W/PARENT LAST FEW MTHS (AFR. AMER.)		TALK W/PARENT LAST FEW MTHS (MALE)		TALK W/PARENT LAST FEW MTHS (FEMALE)		EMBARRASSED/ AFRAID 2 TALK W/ PARENTS		EMBARRASSED/ AFRAID 2 TALK (6th-8th)		EMBARRASSED/ AFRAID 2 TALK (9th-12th)		EMBARRASSED/ AFRAID 2 TALK (WHITE)		EMBARRASSED/ AFRAID 2 TALK (AFR. AMER.)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	116	62	118	88	33	29	86	66	88	59	147	139	54	61	94	78	96	100	31	28	
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	100.0



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Table 1 Page 11
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1. TO CONFIRM, IS THERE A STUDENT IN THIS HOUSEHOLD CURRENTLY ENROLLED IN GRADES 6 THROUGH 12?

TOTAL	EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK		ALCOHOL USE BY PEOPLE YOUR AGE IS...				ALCOHOL USE BY YOUR AGE													
	(MALE)	(FEMALE)	(MALE)	(FEMALE)	PROB- LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.												
Total	300	69	77	78	62	272	177	96	27	66	35	110	60	118	69	38	16	86	53	90	43	
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	100.0



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

TOTAL	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					PARENTS TALK ALCOHOL AFFECTS ON BRAIN		PARENTS TALK ALC./BRAIN (6th-8th)		PARENTS TALK ALC./BRAIN (9th-12th)		PARENTS TALK ALC./BRAIN (WHITE)		PARENTS TALK ALC./BRAIN (AFR. AMER.)		PARENTS TALK ALC./BRAIN (MEN)		PARENTS TALK ALC./BRAIN (WOMEN)		
	17/Younger	14/Younger	15-17	18-20	21+	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
Total	300	46	24	22	107	143	184	115	78	42	106	73	122	83	38	23	96	57	88	58
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 14
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1. TO CONFIRM, IS THERE A STUDENT IN THIS HOUSEHOLD CURRENTLY ENROLLED IN GRADES 6 THROUGH 12?

	TOTAL	AGE											WHITE		AFRICAN AMER.		MALE		FEMALE	
		14/ YOUN- GER	10	11	12	13	14	15/ OLDER	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER
Total	300	146	1	18	35	40	52	151	50	48	38	15	102	103	28	34	74	77	73	74
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 15
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1. TO CONFIRM, IS THERE A STUDENT IN THIS HOUSEHOLD CURRENTLY ENROLLED IN GRADES 6 THROUGH 12?

	TOTAL	RACE					MALE	FEMALE	GENDER			
		HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE ICAN AMER.	AFR- ICAN AMER.	WHITE ICAN AMER.	AFR- ICAN AMER.	MALE	FEMALE
Total	300	20	206	61	4	5	106	36	100	26	153	147
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 16
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2. WHAT GRADE ARE YOU IN?

	TOTAL	AREA												
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST
Total	300	96	39	11	46	85	36	49	52	26	26	12	34	21
6th-8th	40.3	44.3	42.7	65.1	40.6	42.1	40.6	43.2	35.8	42.9	28.7	59.3	31.5	29.9
6th	12.0	17.8	13.3	47.7	14.5	10.3	8.6	11.5	9.5	11.3	7.8	8.0	8.6	6.8
7th	11.1	8.2	11.0	-	7.8	12.1	8.5	14.8	13.7	19.7	7.6	16.4	11.3	10.4
8th	17.2	18.3	18.4	17.4	18.4	19.6	23.4	16.9	12.6	11.9	13.3	34.9	11.6	12.6
9th-12th	59.7	55.7	57.3	34.9	59.4	57.9	59.4	56.8	64.2	57.1	71.3	40.7	68.5	70.1
9th	19.1	16.3	20.5	9.3	14.4	21.7	17.8	24.6	17.8	16.8	18.8	16.7	25.6	15.4
10th	13.9	15.4	11.0	9.3	20.5	15.9	20.1	12.9	7.5	5.8	9.1	8.0	11.2	22.2
11th	16.1	13.6	22.0	12.8	6.7	17.2	17.1	17.2	21.8	15.6	28.1	8.0	20.0	7.4
12th	10.6	10.5	3.8	3.5	17.8	3.1	4.3	2.1	17.1	18.9	15.3	8.0	11.6	25.0
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	9.02	8.86	8.86	7.85	9.10	8.85	9.01	8.73	9.34	9.09	9.59	8.56	9.26	9.58

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Table 2 Page 17
Mar. 1, 2016

2. WHAT GRADE ARE YOU IN?

	TOTAL	GRADE										WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO	
Total	300	121	36	33	52	179	57	42	48	32	87	118	22	39	62	91	60	87	166	133	
6th-8th	40.3	100.0	100.0	100.0	100.0	-	-	-	-	-	100.0	-	100.0	-	100.0	-	100.0	-	19.4	66.7	
6th	12.0	29.9	100.0	-	-	-	-	-	-	-	24.5	-	44.1	-	29.4	-	30.4	-	3.8	22.4	
7th	11.1	27.5	-	100.0	-	-	-	-	-	-	29.1	-	26.0	-	30.7	-	24.1	-	3.4	20.7	
8th	17.2	42.6	-	-	100.0	-	-	-	-	-	46.4	-	29.9	-	39.9	-	45.5	-	12.1	23.6	
9th-12th	59.7	-	-	-	-	100.0	100.0	100.0	100.0	100.0	-	100.0	-	100.0	-	100.0	-	100.0	80.6	33.3	
9th	19.1	-	-	-	-	32.0	100.0	-	-	-	-	30.3	-	28.6	-	29.8	-	34.4	20.1	17.2	
10th	13.9	-	-	-	-	23.3	-	100.0	-	-	-	24.5	-	22.9	-	24.6	-	21.8	20.5	5.7	
11th	16.1	-	-	-	-	27.0	-	-	100.0	-	-	25.0	-	35.9	-	25.8	-	28.2	23.8	6.7	
12th	10.6	-	-	-	-	17.7	-	-	-	100.0	-	20.2	-	12.6	-	19.8	-	15.6	16.2	3.7	
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean	9.02	7.13	6.00	7.00	8.00	10.30	9.00	10.00	11.00	12.00	7.22	10.35	6.86	10.32	7.11	10.36	7.15	10.25	9.86	7.98	



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2. WHAT GRADE ARE YOU IN?

	TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)		
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	
Total	300	32	89	134	44	116	89	32	30	78	75	88	58	120	163	17	98	103	65	80	117
6th-8th	40.3	100.0	100.0	-	-	19.0	73.5	21.4	52.9	17.3	64.0	21.3	70.2	14.5	60.0	100.0	100.0	-	-	10.4	66.0
6th	12.0	19.8	33.5	-	-	1.7	21.8	9.2	23.6	4.2	19.7	3.5	25.8	3.6	18.0	25.1	29.9	-	-	-	16.6
7th	11.1	17.7	31.1	-	-	2.8	25.0	6.1	13.2	2.4	22.7	4.3	18.2	3.7	17.1	25.8	28.5	-	-	3.8	19.2
8th	17.2	62.5	35.4	-	-	14.5	26.7	6.1	16.1	10.7	21.6	13.4	26.2	7.1	24.9	49.1	41.6	-	-	6.6	30.2
9th-12th	59.7	-	-	100.0	100.0	81.0	26.5	78.6	47.1	82.7	36.0	78.7	29.8	85.5	40.0	-	-	100.0	100.0	89.6	34.0
9th	19.1	-	-	25.0	51.8	19.6	13.6	15.6	20.9	18.8	16.8	21.3	17.8	15.9	19.6	-	-	18.6	49.1	17.1	16.3
10th	13.9	-	-	25.5	17.2	22.3	3.7	15.6	13.3	23.4	5.7	18.0	5.7	23.7	7.5	-	-	27.7	18.8	23.4	8.1
11th	16.1	-	-	29.5	20.0	21.1	5.7	32.0	12.8	21.7	8.9	25.6	3.8	30.1	6.2	-	-	35.2	15.5	31.8	2.7
12th	10.6	-	-	20.1	11.0	17.9	3.5	15.4	-	18.8	4.5	13.8	2.6	15.8	6.6	-	-	18.5	16.5	17.3	7.0
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	9.02	7.43	7.02	10.45	9.90	9.93	7.84	9.80	8.26	9.95	8.11	9.78	7.81	10.06	8.27	7.24	7.12	10.54	9.99	10.25	8.16



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2. WHAT GRADE ARE YOU IN?

	TOTAL		THINK IT'S OKAY TO DRINK (AFR. AMER.)		THINK IT'S OKAY TO DRINK (MALE)		THINK IT'S OKAY TO DRINK (FEMALE)		KNOW PEOPLE/ TRIED ALCOHOL (6th-8th)		KNOW PEOPLE/ TRIED ALCOHOL (9th-12th)		KNOW PEOPLE/ TRIED ALCOHOL (WHITE)		KNOW PEOPLE/ TRIED ALCOHOL (AFR. AMER.)		KNOW PEOPLE/ TRIED ALCOHOL (MALE)		KNOW PEOPLE/ TRIED ALCOHOL (FEMALE)		
	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
Total	300	26	30	57	89	64	74	184	115	39	81	145	34	132	74	36	24	87	66	97	49
6th-8th	40.3	22.5	46.7	17.0	55.3	12.4	65.7	21.2	70.4	100.0	100.0	-	-	22.8	77.6	19.1	59.8	20.8	65.9	21.5	76.5
6th	12.0	11.3	23.6	4.2	16.6	3.1	19.6	4.0	24.1	18.9	34.3	-	-	1.6	26.2	10.8	20.7	6.0	19.5	2.2	30.3
7th	11.1	3.7	13.4	5.1	17.0	2.5	17.2	5.8	19.6	27.6	27.8	-	-	6.2	23.4	5.6	15.6	5.6	21.3	6.0	17.3
8th	17.2	7.5	9.7	7.6	21.7	6.7	28.8	11.3	26.7	53.5	37.9	-	-	15.1	28.1	2.7	23.5	9.2	25.1	13.3	28.9
9th-12th	59.7	77.5	53.3	83.0	44.7	87.6	34.3	78.8	29.6	-	-	100.0	100.0	77.2	22.4	80.9	40.2	79.2	34.1	78.5	23.5
9th	19.1	12.0	20.2	11.3	22.4	20.1	16.3	22.0	14.6	-	-	28.0	49.4	22.5	8.3	16.8	20.9	19.0	16.3	24.8	12.4
10th	13.9	26.9	6.5	25.2	8.3	22.3	6.7	19.2	5.5	-	-	24.3	18.8	19.6	4.3	17.1	11.3	21.1	6.3	17.4	4.5
11th	16.1	23.3	23.5	33.4	4.3	27.1	8.5	23.0	5.2	-	-	29.2	17.4	19.4	5.4	33.4	8.0	21.5	7.4	24.4	2.2
12th	10.6	15.4	3.1	13.2	9.8	18.2	2.8	14.6	4.3	-	-	18.5	14.4	15.7	4.4	13.6	-	17.6	4.2	11.9	4.4
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	9.02	9.71	8.56	10.01	8.41	10.10	8.10	9.74	7.90	7.35	7.04	10.38	9.97	9.73	7.75	9.78	8.10	9.78	8.07	9.70	7.68

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE - CHILDREN GRADES 6-12

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2. WHAT GRADE ARE YOU IN?

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total	300	84	9	75	7	6	34	28	71	40	26	4	2	64	47
6th-8th	40.3	34.2	56.6	31.4	64.6	66.6	35.1	11.3	1.5	2.8	-	-	-	32.4	2.3
6th	12.0	6.5	34.9	2.9	31.9	-	-	-	-	-	-	-	-	1.7	-
7th	11.1	6.8	10.7	6.3	17.0	16.1	4.5	3.6	-	-	-	-	-	4.8	-
8th	17.2	21.0	11.0	22.2	15.7	50.5	30.6	7.6	1.5	2.8	-	-	-	25.9	2.3
9th-12th	59.7	65.8	43.4	68.6	35.4	33.4	64.9	88.7	98.5	97.2	100.0	100.0	100.0	67.6	97.7
9th	19.1	20.4	-	23.0	-	-	21.6	35.2	23.2	26.9	18.9	-	50.1	22.6	23.7
10th	13.9	17.8	43.4	14.5	14.5	-	12.5	20.1	25.1	34.9	12.1	24.4	-	19.3	26.2
11th	16.1	20.7	-	23.3	15.2	16.1	27.8	21.4	26.6	28.8	22.1	23.4	49.9	19.3	21.5
12th	10.6	6.9	-	7.8	5.8	17.4	3.0	11.9	23.6	6.6	46.9	52.2	-	6.4	26.3
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	9.02	9.26	8.06	9.41	8.17	9.02	9.37	9.84	10.48	10.10	10.97	11.28	10.00	9.36	10.46

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE - CHILDREN GRADES 6-12

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2. WHAT GRADE ARE YOU IN?

	TOTAL		AGE STARTED		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				
	DRINKING		DRINKING		DRINKING		DRINKING						(6th-8th)				(9th-12th)				
	(AFRICAN AMR)		(MALE)		(FEMALE)		(FEMALE)														
	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	
Total	300	14	17	35	36	50	36	77	46	31	62	8	6	2	20	69	40	29	42		
6th-8th	40.3	42.0	-	35.6	-	33.2	3.1	10.0	12.1	6.8	32.5	100.0	100.0	100.0	100.0	-	-	-	-		
6th	12.0	20.5	-	9.6	-	4.3	-	4.4	7.4	-	1.8	44.2	61.3	-	5.5	-	-	-	-		
7th	11.1	14.5	-	5.7	-	7.5	-	1.3	-	3.2	12.5	13.3	-	47.7	38.4	-	-	-	-		
8th	17.2	7.0	-	20.3	-	21.5	3.1	4.2	4.7	3.6	18.2	42.5	38.7	52.3	56.1	-	-	-	-		
9th-12th	59.7	58.0	100.0	64.4	100.0	66.8	96.9	90.0	87.9	93.2	67.5	-	-	-	-	100.0	100.0	100.0	100.0		
9th	19.1	15.2	22.9	14.3	21.8	24.7	24.5	10.8	11.5	9.7	34.1	-	-	-	-	12.0	13.1	10.4	50.5		
10th	13.9	14.5	18.3	23.3	25.1	13.9	25.1	22.2	21.5	23.3	15.4	-	-	-	-	24.7	24.5	25.0	22.9		
11th	16.1	21.6	35.7	14.2	28.1	25.2	25.2	33.4	35.8	29.8	13.2	-	-	-	-	37.1	40.8	32.0	19.5		
12th	10.6	6.7	23.2	12.6	25.1	2.9	22.1	23.6	19.0	30.4	4.8	-	-	-	-	26.2	21.6	32.6	7.2		
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Mean	9.02	8.80	10.59	9.29	10.56	9.24	10.39	10.40	10.23	10.64	9.08	6.98	6.77	7.52	7.51	10.78	10.71	10.87	9.83		

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2. WHAT GRADE ARE YOU IN?

	OFTEN THEY DRINK ALCOHOL (WHITE)				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				
	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
Total	300	53	32	21	46	15	8	7	13	37	19	18	27	40	27	13	35
6th-8th	40.3	6.2	6.6	5.4	38.2	19.5	24.1	14.3	15.4	6.4	12.6	-	32.5	13.3	11.8	16.3	32.4
6th	12.0	-	-	-	2.4	12.8	24.1	-	-	6.4	12.6	-	-	2.5	3.8	-	3.2
7th	11.1	-	-	-	13.4	6.7	-	14.3	7.8	-	-	-	10.6	2.5	-	7.8	13.9
8th	17.2	6.2	6.6	5.4	22.4	-	-	-	7.6	-	-	-	21.8	8.2	8.0	8.5	15.3
9th-12th	59.7	93.8	93.4	94.6	61.8	80.5	75.9	85.7	84.6	93.6	87.4	100.0	67.5	86.7	88.2	83.7	67.6
9th	19.1	15.7	16.2	14.8	28.7	-	-	-	46.3	13.6	16.3	10.9	24.4	8.1	8.2	8.0	41.7
10th	13.9	21.9	22.6	20.9	17.5	20.3	24.9	15.1	8.1	19.2	26.9	11.3	21.7	25.1	17.7	40.1	10.5
11th	16.1	29.0	32.0	24.1	11.3	40.6	38.7	42.7	22.6	32.8	20.6	45.3	10.4	34.0	46.6	8.2	15.3
12th	10.6	27.3	22.5	34.7	4.4	19.6	12.3	27.9	7.6	28.0	23.6	32.5	11.0	19.6	15.8	27.4	-
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	9.02	10.55	10.48	10.68	8.97	10.08	9.67	10.56	9.53	10.49	10.01	10.99	9.32	10.31	10.39	10.15	8.88

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE - CHILDREN GRADES 6-12

Table 2 Page 23
Mar. 1, 2016

2. WHAT GRADE ARE YOU IN?

	PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)				
	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	
Total	300	251	60	192	47	100	20	80	21	151	40	111	26
6th-8th	40.3	39.8	33.5	41.8	44.6	100.0	100.0	100.0	100.0	-	-	-	-
6th	12.0	12.6	7.6	14.2	9.4	31.7	22.6	34.0	21.0	-	-	-	-
7th	11.1	9.7	9.9	9.6	19.2	24.3	29.6	23.0	43.0	-	-	-	-
8th	17.2	17.5	16.0	18.0	16.1	44.0	47.9	43.1	36.0	-	-	-	-
9th-12th	59.7	60.2	66.5	58.2	55.4	-	-	-	-	100.0	100.0	100.0	100.0
9th	19.1	19.5	17.9	20.0	13.8	-	-	-	-	32.4	26.9	34.3	24.9
10th	13.9	14.5	19.8	12.8	11.4	-	-	-	-	24.0	29.7	22.0	20.6
11th	16.1	15.5	16.9	15.1	20.0	-	-	-	-	25.8	25.4	25.9	36.1
12th	10.6	10.7	11.9	10.4	10.2	-	-	-	-	17.9	17.9	17.8	18.3
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	9.02	9.03	9.31	8.94	8.99	7.12	7.25	7.09	7.15	10.29	10.34	10.27	10.48

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE - CHILDREN GRADES 6-12

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2. WHAT GRADE ARE YOU IN?

	PARENTS TALK ABOUT DRINKING ALCOHOL (WHITE)				PARENTS TALK ABOUT DRINKING ALCOHOL (AFRICAN AMERICAN)				PARENTS TALK ABOUT DRINKING ALCOHOL (MALE)				PARENTS TALK ABOUT DRINKING ALCOHOL (FEMALE)				TALK W/PARENT LAST FEW MONTHS		TALK W/PARENT LAST FEW MTHS (6th-8th)		
	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO	
Total	300	174	36	138	31	52	14	38	9	123	28	95	29	129	32	97	17	174	126	58	63
6th-8th	40.3	41.0	36.8	42.1	52.7	35.9	21.0	41.4	40.0	40.5	43.2	39.6	40.4	39.3	25.0	44.0	51.8	33.2	50.5	100.0	100.0
6th	12.0	10.6	8.5	11.2	9.6	17.2	-	23.5	10.4	13.2	12.2	13.5	6.4	12.1	3.5	14.9	14.5	10.3	14.6	31.0	28.8
7th	11.1	10.0	5.7	11.1	26.3	9.5	21.0	5.2	9.8	10.7	11.9	10.4	19.5	8.7	8.1	8.8	18.6	10.1	12.5	30.6	24.7
8th	17.2	20.4	22.6	19.8	16.8	9.3	-	12.7	19.8	16.5	19.1	15.8	14.5	18.5	13.3	20.2	18.6	12.8	23.5	38.5	46.4
9th-12th	59.7	59.0	63.2	57.9	47.3	64.1	79.0	58.6	60.0	59.5	56.8	60.4	59.6	60.7	75.0	56.0	48.2	66.8	49.5	-	-
9th	19.1	17.7	22.7	16.3	13.3	19.6	7.1	24.2	10.2	17.9	14.2	19.0	14.8	21.0	21.1	20.9	12.2	25.1	11.0	-	-
10th	13.9	15.4	17.3	14.9	7.0	13.5	29.2	7.7	20.0	15.3	13.9	15.7	12.8	13.6	24.9	9.9	9.1	17.1	9.5	-	-
11th	16.1	14.0	9.1	15.3	16.9	21.5	28.3	19.0	29.8	14.3	10.5	15.4	20.8	16.7	22.5	14.8	18.5	13.0	20.5	-	-
12th	10.6	11.9	14.1	11.4	10.0	9.4	14.2	7.7	-	12.1	18.1	10.3	11.2	9.5	6.6	10.4	8.4	11.6	8.5	-	-
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	9.02	9.07	9.19	9.04	8.73	9.05	9.87	8.75	9.09	9.02	9.10	9.00	9.15	9.03	9.50	8.88	8.72	9.14	8.84	7.07	7.18



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2. WHAT GRADE ARE YOU IN?

	TOTAL		TALK W/PARENT LAST FEW MTHS (9th-12th)		TALK W/PARENT LAST FEW MTHS (WHITE)		TALK W/PARENT LAST FEW MTHS (AFR. AMER.)		TALK W/PARENT LAST FEW MTHS (MALE)		TALK W/PARENT LAST FEW MTHS (FEMALE)		EMBARRASSED/ AFRAID 2 TALK W/ PARENTS		EMBARRASSED/ AFRAID 2 TALK (6th-8th)		EMBARRASSED/ AFRAID 2 TALK (9th-12th)		EMBARRASSED/ AFRAID 2 TALK (WHITE)		EMBARRASSED/ AFRAID 2 TALK (AFR. AMER.)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	116	62	118	88	33	29	86	66	88	59	147	139	54	61	94	78	96	100	31	28	
6th-8th	40.3	-	-	32.3	56.3	35.7	37.5	31.8	51.6	34.5	49.3	36.3	44.0	100.0	100.0	-	-	38.8	44.8	31.0	43.0	
6th	12.0	-	-	6.0	16.3	18.1	13.9	9.6	14.8	10.9	14.3	12.7	11.0	35.1	25.0	-	-	10.5	10.2	12.6	18.2	
7th	11.1	-	-	11.1	14.1	12.1	6.6	13.7	10.8	6.6	14.4	8.6	13.8	23.8	31.4	-	-	10.7	14.1	6.3	14.1	
8th	17.2	-	-	15.2	25.9	5.5	17.0	8.4	26.1	17.0	20.5	14.9	19.1	41.1	43.5	-	-	17.6	20.5	12.2	10.7	
9th-12th	59.7	100.0	100.0	67.7	43.7	64.3	62.5	68.2	48.4	65.5	50.7	63.7	56.0	-	-	100.0	100.0	61.2	55.2	69.0	57.0	
9th	19.1	37.5	22.3	24.1	8.4	21.6	14.3	27.2	5.9	23.0	16.8	20.1	18.4	-	-	31.6	32.9	18.0	17.3	20.2	17.8	
10th	13.9	25.6	19.3	18.5	8.1	15.2	13.7	14.1	15.8	20.1	2.5	16.0	10.7	-	-	25.1	19.0	17.4	10.3	16.2	10.8	
11th	16.1	19.5	41.3	11.1	18.7	18.6	27.5	12.5	19.5	13.6	21.5	17.4	14.8	-	-	27.3	26.5	16.0	13.1	22.7	21.7	
12th	10.6	17.4	17.1	13.9	8.5	8.9	7.0	14.5	7.2	8.9	9.9	10.2	12.1	-	-	15.9	21.6	9.8	14.5	9.9	6.6	
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean	9.02	10.17	10.53	9.27	8.68	8.95	9.18	9.18	8.84	9.11	8.83	9.11	8.97	7.06	7.18	10.28	10.37	9.08	9.01	9.29	8.81	

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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2. WHAT GRADE ARE YOU IN?

	TOTAL		EMBARRASSED/AFRAID 2 TALK				ALCOHOL USE BY PEOPLE YOUR AGE IS...				ALCOHOL USE BY YOUR AGE (6th-8th)		ALCOHOL USE BY YOUR AGE (9th-12th)		ALCOHOL USE BY YOUR AGE (WHITE)		ALCOHOL USE BY YOUR AGE (AFR. AMER.)		ALCOHOL USE BY YOUR AGE (MALE)		ALCOHOL USE BY YOUR AGE (FEMALE)	
			(MALE)		(FEMALE)		PROB-LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.
	YES	NO	YES	NO	YES	NO																
Total	300	69	77	78	62	272	177	96	27	66	35	110	60	118	69	38	16	86	53	90	43	
6th-8th	40.3	37.6	43.0	35.2	45.2	37.4	37.6	37.1	67.7	100.0	100.0	-	-	37.9	42.1	30.7	37.0	38.4	39.6	36.8	33.9	
6th	12.0	14.7	10.2	11.0	12.0	10.3	14.6	2.1	30.9	38.9	5.8	-	-	12.9	3.0	15.5	-	16.3	1.9	13.0	2.4	
7th	11.1	8.2	16.6	9.0	10.3	11.1	10.1	13.0	11.6	26.8	34.9	-	-	10.2	16.5	10.2	6.2	12.7	13.2	7.6	12.6	
8th	17.2	14.6	16.2	15.2	22.8	16.1	12.9	22.0	25.2	34.2	59.3	-	-	14.9	22.7	5.0	30.8	9.4	24.5	16.2	18.9	
9th-12th	59.7	62.4	57.0	64.8	54.8	62.6	62.4	62.9	32.3	-	-	100.0	100.0	62.1	57.9	69.3	63.0	61.6	60.4	63.2	66.1	
9th	19.1	18.4	18.8	21.7	17.9	20.0	18.0	23.6	11.0	-	-	28.9	37.5	17.4	19.3	18.7	19.6	19.6	14.0	16.5	35.4	
10th	13.9	17.8	8.9	14.4	12.8	14.6	13.4	16.8	7.2	-	-	21.5	26.7	14.9	15.1	13.5	18.3	13.1	17.7	13.7	15.8	
11th	16.1	16.6	14.4	18.1	15.4	17.4	20.9	10.9	3.4	-	-	33.5	17.3	19.1	10.2	29.1	13.0	19.1	11.7	22.6	9.9	
12th	10.6	9.6	14.8	10.6	8.7	10.6	10.1	11.6	10.8	-	-	16.1	18.4	10.7	13.3	7.9	12.1	9.7	17.0	10.4	5.0	
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean	9.02	9.05	9.02	9.16	8.90	9.12	9.08	9.19	8.05	6.95	7.54	10.37	10.17	9.11	9.11	9.24	9.37	8.97	9.35	9.20	8.99	

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2. WHAT GRADE ARE YOU IN?

TOTAL	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED						PARENTS TALK ALCOHOL AFFECTS ON BRAIN		PARENTS TALK ALC./BRAIN (6th-8th)		PARENTS TALK ALC./BRAIN (9th-12th)		PARENTS TALK ALC./BRAIN (WHITE)		PARENTS TALK ALC./BRAIN (AFR. AMER.)		PARENTS TALK ALC./BRAIN (MEN)		PARENTS TALK ALC./BRAIN (WOMEN)	
	17/	14/	15-17	18-20	21+	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
	YOUNG- ER	Young er																		
Total	300	46	24	22	107	143	184	115	78	42	106	73	122	83	38	23	96	57	88	58
6th-8th	40.3	45.3	48.1	42.2	43.8	35.9	42.4	36.5	100.0	100.0	-	-	46.5	36.6	35.2	38.8	41.7	37.6	43.0	35.5
6th	12.0	18.0	22.2	13.4	15.8	6.9	11.7	12.7	27.7	34.6	-	-	10.9	9.7	12.7	21.8	11.8	11.9	11.7	13.4
7th	11.1	13.5	21.5	4.7	10.3	10.5	10.7	11.0	25.2	30.0	-	-	12.6	12.1	10.2	8.4	12.7	11.8	8.5	10.1
8th	17.2	13.7	4.3	24.1	17.7	18.5	20.0	12.9	47.1	35.4	-	-	23.1	14.8	12.3	8.6	17.3	13.9	22.9	11.9
9th-12th	59.7	54.7	51.9	57.8	56.2	64.1	57.6	63.5	-	-	100.0	100.0	53.5	63.4	64.8	61.2	58.3	62.4	57.0	64.5
9th	19.1	29.6	16.8	43.7	16.6	17.5	21.2	16.0	-	-	36.7	25.2	18.3	16.1	23.5	9.3	21.3	11.9	21.0	20.0
10th	13.9	10.8	16.3	4.8	22.6	8.8	13.9	13.9	-	-	24.2	22.0	12.6	16.3	18.2	8.4	14.7	14.8	13.1	13.0
11th	16.1	9.6	14.4	4.3	11.0	21.7	12.8	21.6	-	-	22.2	34.0	11.6	18.4	15.6	34.7	11.1	22.8	14.7	20.3
12th	10.6	4.7	4.3	5.1	5.9	16.0	9.8	12.0	-	-	16.9	18.9	11.0	12.5	7.5	8.7	11.2	12.8	8.1	11.2
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	9.02	8.49	8.44	8.55	8.77	9.40	8.92	9.20	7.19	7.01	10.19	10.47	8.88	9.23	9.01	9.13	8.93	9.26	8.92	9.15



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2. WHAT GRADE ARE YOU IN?

	DO YOU THINK UNDERAGE/DRNK		PARENTS TALK/ HURTS BRAIN/		S/R/H ADS TO STOP UNDERAGE		HEARD OF TALKITOUT.ORG		
	YES	NO	YES	NO	YES	NO	YES	NO	
Total	300	274	24	263	33	161	136	103	197
6th-8th	40.3	42.0	25.7	42.5	21.2	41.7	38.9	31.9	44.8
6th	12.0	12.4	8.9	12.2	11.9	14.4	9.5	9.0	13.7
7th	11.1	11.5	8.1	11.9	2.8	10.7	11.0	9.2	12.1
8th	17.2	18.1	8.8	18.4	6.5	16.6	18.3	13.7	19.0
9th-12th	59.7	58.0	74.3	57.5	78.8	58.3	61.1	68.1	55.2
9th	19.1	19.0	18.9	20.6	9.1	20.5	17.2	23.0	17.1
10th	13.9	12.6	30.1	12.4	26.9	12.9	15.4	10.0	15.9
11th	16.1	16.5	13.1	14.1	33.5	13.2	19.9	20.3	13.9
12th	10.6	9.8	12.1	10.3	9.3	11.8	8.6	14.7	8.4
OTHER	-	-	-	-	-	-	-	-	-
DK/REFUSED	-	-	-	-	-	-	-	-	-
Mean	9.02	8.97	9.41	8.93	9.74	8.93	9.12	9.36	8.85

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2. WHAT GRADE ARE YOU IN?

	TOTAL	AGE											WHITE		AFRICAN AMER.		MALE		FEMALE	
		14/ YOUN- GER	10	11	12	13	14	15/ OLDER	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER
Total	300	146	1	18	35	40	52	151	50	48	38	15	102	103	28	34	74	77	73	74
6th-8th	40.3	80.7	100.0	94.6	100.0	96.6	49.9	2.0	4.0	-	2.6	-	84.7	1.1	74.6	5.5	81.0	2.4	80.4	1.5
6th	12.0	24.7	100.0	88.5	48.3	5.0	-	-	-	-	-	-	21.0	-	35.9	-	24.5	-	24.9	-
7th	11.1	22.8	-	6.1	51.7	35.1	-	-	-	-	-	-	25.0	-	21.2	-	25.7	-	19.8	-
8th	17.2	33.3	-	-	-	56.5	49.9	2.0	4.0	-	2.6	-	38.8	1.1	17.5	5.5	30.8	2.4	35.8	1.5
9th-12th	59.7	19.3	-	5.4	-	3.4	50.1	98.0	96.0	100.0	97.4	100.0	15.3	98.9	25.4	94.5	19.0	97.6	19.6	98.5
9th	19.1	18.6	-	-	-	3.4	50.1	19.9	52.4	6.5	2.6	-	15.3	19.7	21.9	15.1	17.7	18.4	19.6	21.5
10th	13.9	-	-	-	-	-	-	27.6	43.6	37.6	4.9	-	-	28.2	-	26.4	-	29.2	-	25.8
11th	16.1	0.7	-	5.4	-	-	-	30.7	-	55.9	43.4	19.1	-	27.8	3.5	38.5	1.3	28.1	-	33.4
12th	10.6	-	-	-	-	-	-	19.9	-	-	46.5	80.9	-	23.2	-	14.5	-	21.9	-	17.8
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	9.02	7.48	6.00	6.33	6.52	7.58	8.50	10.47	9.40	10.49	11.29	11.81	7.48	10.52	7.40	10.41	7.47	10.49	7.50	10.45



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2. WHAT GRADE ARE YOU IN?

	TOTAL	RACE					MALE	FEMALE	GENDER			
		HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total	300	20	206	61	4	5	106	36	100	26	153	147
6th-8th	40.3	36.1	42.5	36.6	26.6	46.6	41.0	40.4	44.1	31.3	40.2	40.5
6th	12.0	22.0	10.4	16.1	-	9.2	11.1	13.6	9.6	19.6	11.8	12.3
7th	11.1	-	12.4	9.5	26.6	17.9	13.9	10.7	10.8	7.9	12.4	9.8
8th	17.2	14.1	19.7	10.9	-	19.5	16.0	16.1	23.7	3.8	16.0	18.4
9th-12th	59.7	63.9	57.5	63.4	73.4	53.4	59.0	59.6	55.9	68.7	59.8	59.5
9th	19.1	35.5	17.4	18.2	50.4	26.5	17.7	13.7	17.1	24.3	17.8	20.5
10th	13.9	7.3	14.1	14.5	-	27.0	15.1	16.2	13.1	12.2	14.7	13.0
11th	16.1	21.2	14.4	22.8	-	-	13.7	21.7	15.0	24.3	15.4	16.8
12th	10.6	-	11.6	8.0	23.0	-	12.4	8.0	10.7	8.0	11.8	9.3
OTHER	-	-	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-
Mean	9.02	8.70	9.02	9.06	9.16	8.44	9.03	9.05	9.01	9.06	9.05	9.00

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	AREA													
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	
Total	300	96	39	11	46	85	36	49	52	26	26	12	34	21	
YES	55.3	47.7	49.3	43.9	47.3	54.9	57.5	53.0	64.0	63.3	64.7	49.9	55.6	72.4	
NO	44.4	52.3	50.7	56.1	52.7	45.1	42.5	47.0	36.0	36.7	35.3	50.1	41.4	27.6	
DK/REFUSED	0.3	-	-	-	-	-	-	-	-	-	-	-	3.0	-	
Net Diff.	10.9	-4.6	-1.4	-12.3	-5.4	9.8	15.1	6.0	28.0	26.6	29.4	-0.3	14.2	44.7	



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

	TOTAL	GRADE										WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO	
Total	300	121	36	33	52	179	57	42	48	32	87	118	22	39	62	91	60	87	166	133	
YES	55.3	26.6	17.6	17.1	39.0	74.7	58.2	81.7	81.6	84.6	25.2	79.2	30.4	64.4	22.0	70.5	31.3	79.0	100.0	-	
NO	44.4	73.4	82.4	82.9	61.0	24.8	40.0	18.3	18.4	15.4	74.8	19.9	69.6	35.6	78.0	29.5	68.7	19.8	-	100.0	
DK/REFUSED	0.3	-	-	-	-	0.6	1.8	-	-	-	-	0.9	-	-	-	-	-	1.2	-	-	
Net Diff.	10.9	-46.8	-64.7	-65.8	-22.0	49.9	18.1	63.5	63.2	69.2	-49.6	59.3	-39.1	28.7	-56.0	41.0	-37.3	59.2	100.0	-100.0	

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

	TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)		
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	
Total	300	32	89	134	44	116	89	32	30	78	75	88	58	120	163	17	98	103	65	80	117
YES	55.3	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	81.1	37.6	59.8	22.3	84.7	60.7	83.3	37.9
NO	44.4	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	18.9	62.4	40.2	77.7	15.3	39.3	16.7	62.1
DK/REFUSED	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	10.9	100.0	-100.0	100.0	-100.0	100.0	-100.0	100.0	-100.0	100.0	-100.0	100.0	-100.0	62.3	-24.7	19.7	-55.5	69.5	21.5	66.6	-24.3



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

	TOTAL		THINK IT'S OKAY TO DRINK (AFR. AMER.)		THINK IT'S OKAY TO DRINK (MALE)		THINK IT'S OKAY TO DRINK (FEMALE)		KNOW PEOPLE/ TRIED ALCOHOL		KNOW PEOPLE/ TRIED ALCOHOL (6th-8th)		KNOW PEOPLE/ TRIED ALCOHOL (9th-12th)		KNOW PEOPLE/ TRIED ALCOHOL (WHITE)		KNOW PEOPLE/ TRIED ALCOHOL (AFR. AMER.)		KNOW PEOPLE/ TRIED ALCOHOL (MALE)		KNOW PEOPLE/ TRIED ALCOHOL (FEMALE)	
	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	26	30	57	89	64	74	184	115	39	81	145	34	132	74	36	24	87	66	97	49	
YES	55.3	65.8	43.5	74.0	35.3	87.4	40.4	78.4	18.8	55.8	12.9	84.5	32.9	79.2	15.3	72.6	23.5	73.7	20.9	82.6	15.9	
NO	44.4	34.2	56.5	26.0	64.7	12.6	59.6	21.0	81.2	44.2	87.1	14.8	67.1	20.1	84.7	27.4	76.5	26.3	79.1	16.3	84.1	
DK/REFUSED	0.3	-	-	-	-	-	-	0.6	-	-	-	0.7	-	0.8	-	-	-	-	-	1.1	-	
Net Diff.	10.9	31.6	-13.1	48.1	-29.4	74.9	-19.1	57.4	-62.4	11.6	-74.2	69.7	-34.3	59.1	-69.3	45.2	-53.0	47.4	-58.1	66.4	-68.2	

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

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total	300	84	9	75	7	6	34	28	71	40	26	4	2	64	47
YES	55.3	82.3	79.3	82.7	83.3	83.9	72.4	94.7	86.7	91.1	84.4	49.4	100.0	82.3	89.1
NO	44.4	17.7	20.7	17.3	16.7	16.1	27.6	5.3	13.3	8.9	15.6	50.6	-	17.7	10.9
DK/REFUSED	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	10.9	64.6	58.6	65.4	66.7	67.8	44.8	89.4	73.3	82.3	68.8	-1.2	100.0	64.6	78.3



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

	TOTAL		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				
	DRINKING		DRINKING		DRINKING						(6th-8th)				(9th-12th)				
	(AFRICAN AMR)		(MALE)		(FEMALE)														
	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	
Total	300	14	17	35	36	50	36	77	46	31	62	8	6	2	20	69	40	29	42
YES	55.3	78.4	77.0	79.9	83.6	84.0	89.8	94.6	95.5	93.2	64.9	100.0	100.0	100.0	38.9	94.0	94.8	92.7	77.4
NO	44.4	21.6	23.0	20.1	16.4	16.0	10.2	5.4	4.5	6.8	35.1	-	-	-	61.1	6.0	5.2	7.3	22.6
DK/REFUSED	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	10.9	56.9	54.0	59.8	67.1	67.9	79.5	89.1	90.9	86.4	29.8	100.0	100.0	100.0	-22.2	87.9	89.7	85.4	54.8



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

	OFTEN THEY DRINK ALCOHOL (WHITE)				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				
	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	
Total	300	53	32	21	46	15	8	7	13	37	19	18	27	40	27	13	35
YES	55.3	94.1	93.6	94.9	64.5	92.9	100.0	84.9	62.1	97.4	94.9	100.0	53.3	91.9	95.9	83.8	74.0
NO	44.4	5.9	6.4	5.1	35.5	7.1	-	15.1	37.9	2.6	5.1	-	46.7	8.1	4.1	16.2	26.0
DK/REFUSED	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	10.9	88.2	87.2	89.7	29.0	85.9	100.0	69.8	24.1	94.8	89.8	100.0	6.7	83.8	91.7	67.5	48.1



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

	PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)				
	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	
Total	300	251	60	192	47	100	20	80	21	151	40	111	26
YES	55.3	57.4	67.8	54.1	46.3	28.1	47.1	23.4	19.2	76.7	78.2	76.2	68.2
NO	44.4	42.2	32.2	45.3	53.7	71.9	52.9	76.6	80.8	22.6	21.8	22.9	31.8
DK/REFUSED	0.3	0.4	-	0.5	-	-	-	-	-	0.7	-	0.9	-
Net Diff.	10.9	15.1	35.5	8.8	-7.3	-43.7	-5.7	-53.2	-61.5	54.1	56.3	53.4	36.4



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

	PARENTS TALK ABOUT DRINKING ALCOHOL (WHITE)				PARENTS TALK ABOUT DRINKING ALCOHOL (AFRICAN AMERICAN)				PARENTS TALK ABOUT DRINKING ALCOHOL (MALE)				PARENTS TALK ABOUT DRINKING ALCOHOL (FEMALE)				TALK W/PARENT LAST FEW MONTHS		TALK W/PARENT LAST FEW MTHS (6th-8th)		
	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO	
Total	300	174	36	138	31	52	14	38	9	123	28	95	29	129	32	97	17	174	126	58	63
YES	55.3	58.7	60.3	58.3	43.8	54.0	71.6	47.5	40.8	52.8	59.6	50.7	45.4	61.8	74.9	57.4	47.9	60.5	48.4	30.8	22.8
NO	44.4	40.7	39.7	40.9	56.2	46.0	28.4	52.5	59.2	47.2	40.4	49.3	54.6	37.4	25.1	41.5	52.1	38.9	51.6	69.2	77.2
DK/REFUSED	0.3	0.6	-	0.7	-	-	-	-	-	-	-	-	-	0.8	-	1.1	-	0.6	-	-	-
Net Diff.	10.9	18.0	20.6	17.4	-12.4	8.0	43.1	-4.9	-18.3	5.5	19.2	1.5	-9.1	24.3	49.8	15.9	-4.2	21.6	-3.2	-38.5	-54.3



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

	TOTAL		TALK W/PARENT LAST FEW MTHS (9th-12th)		TALK W/PARENT LAST FEW MTHS (WHITE)		TALK W/PARENT LAST FEW MTHS (AFR. AMER.)		TALK W/PARENT LAST FEW MTHS (MALE)		TALK W/PARENT LAST FEW MTHS (FEMALE)		EMBARRASSED/ AFRAID 2 TALK W/ PARENTS		EMBARRASSED/ AFRAID 2 TALK (6th-8th)		EMBARRASSED/ AFRAID 2 TALK (9th-12th)		EMBARRASSED/ AFRAID 2 TALK (WHITE)		EMBARRASSED/ AFRAID 2 TALK (AFR. AMER.)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	116	62	118	88	33	29	86	66	88	59	147	139	54	61	94	78	96	100	31	28	
YES	55.3	75.3	74.5	63.0	47.1	54.6	49.0	55.1	46.5	65.9	50.6	62.3	48.3	35.6	18.3	77.6	71.7	64.7	48.3	52.8	49.4	
NO	44.4	23.8	25.5	36.1	52.9	45.4	51.0	44.9	53.5	33.0	49.4	37.7	51.0	64.4	81.7	22.4	27.0	35.3	50.7	47.2	50.6	
DK/REFUSED	0.3	0.9	-	0.9	-	-	-	-	-	1.2	-	-	0.7	-	-	-	1.3	-	1.0	-	-	
Net Diff.	10.9	51.5	49.1	26.9	-5.8	9.1	-2.0	10.1	-7.1	32.9	1.2	24.7	-2.8	-28.8	-63.3	55.2	44.7	29.4	-2.4	5.5	-1.2	



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

	EMBARRASSED/ AFRAID 2 TALK (MALE)		EMBARRASSED/ AFRAID 2 TALK (FEMALE)		ALCOHOL USE BY PEOPLE YOUR AGE IS...				ALCOHOL USE BY YOUR AGE (6th-8th)		ALCOHOL USE BY YOUR AGE (9th-12th)		ALCOHOL USE BY YOUR AGE (WHITE)		ALCOHOL USE BY YOUR AGE (AFR. AMER.)		ALCOHOL USE BY YOUR AGE (MALE)		ALCOHOL USE BY YOUR AGE (FEMALE)		
	YES	NO	YES	NO	PROB- LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	
Total	300	69	77	78	62	272	177	96	27	66	35	110	60	118	69	38	16	86	53	90	43
YES	55.3	57.6	44.4	66.6	53.0	58.9	59.3	58.1	20.3	31.2	26.6	76.3	76.7	62.2	56.8	55.6	56.5	52.9	55.0	65.5	62.0
NO	44.4	42.4	55.6	33.4	45.3	40.7	40.7	40.8	79.7	68.8	73.4	23.7	21.6	37.8	41.7	44.4	43.5	47.1	45.0	34.5	35.6
DK/REFUSED	0.3	-	-	-	1.7	0.4	-	1.1	-	-	-	-	1.7	-	1.5	-	-	-	-	-	2.4
Net Diff.	10.9	15.1	-11.2	33.2	7.7	18.2	18.7	17.3	-59.4	-37.5	-46.8	52.6	55.1	24.3	15.2	11.3	13.0	5.9	9.9	30.9	26.4

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

TOTAL	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					PARENTS TALK ALCOHOL AFFECTS ON BRAIN		PARENTS TALK ALC./BRAIN (6th-8th)		PARENTS TALK ALC./BRAIN (9th-12th)		PARENTS TALK ALC./BRAIN (WHITE)		PARENTS TALK ALC./BRAIN (AFR. AMER.)		PARENTS TALK ALC./BRAIN (MEN)		PARENTS TALK ALC./BRAIN (WOMEN)		
	17/	14/	15-17	18-20	21+	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
	YOUNG- ER	Young er																		
Total	300	46	24	22	107	143	184	115	78	42	106	73	122	83	38	23	96	57	88	58
YES	55.3	56.0	70.6	40.0	51.1	58.9	52.9	59.6	26.1	28.2	72.6	77.6	52.8	61.2	48.9	57.0	51.0	51.0	55.0	68.1
NO	44.4	41.8	29.4	55.4	48.9	41.1	46.5	40.4	73.9	71.8	26.4	22.4	46.3	38.8	51.1	43.0	49.0	49.0	43.9	31.9
DK/REFUSED	0.3	2.2	-	4.7	-	-	0.6	-	-	-	1.0	-	0.8	-	-	-	-	-	1.2	-
Net Diff.	10.9	14.2	41.2	-15.4	2.3	17.7	6.4	19.1	-47.8	-43.7	46.2	55.3	6.5	22.4	-2.2	14.0	2.1	1.9	11.1	36.1



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

TOTAL	DO YOU THINK		PARENTS TALK/		S/R/H ADS TO		HEARD OF		
	YES	NO	YES	NO	YES	NO	YES	NO	
	UNDERAGE/DRNK		HURTS BRAIN/		STOP UNDERAGE		TALKITOUT.ORG		
	AFFECTS BRAIN		HELP STOP		DRINKING				
Total	300	274	24	263	33	161	136	103	197
YES	55.3	52.6	81.3	52.5	75.8	52.3	59.3	60.2	52.7
NO	44.4	47.1	18.7	47.5	21.1	47.7	39.9	39.8	46.8
DK/REFUSED	0.3	0.4	-	-	3.1	-	0.8	-	0.5
Net Diff.	10.9	5.5	62.7	5.0	54.7	4.5	19.4	20.4	5.9



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

	TOTAL	AGE										WHITE		AFRICAN AMER.		MALE		FEMALE		
		14/ YOUN- GER	10	11	12	13	14	15/ OLDER	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER
Total	300	146	1	18	35	40	52	151	50	48	38	15	102	103	28	34	74	77	73	74
YES	55.3	33.7	100.0	11.1	20.5	28.4	52.8	76.6	69.0	79.0	78.7	88.3	31.7	81.1	39.2	62.4	31.0	70.5	36.5	82.9
NO	44.4	65.6	-	88.9	79.5	71.6	45.2	23.4	31.0	21.0	21.3	11.7	67.3	18.9	60.8	37.6	69.0	29.5	62.1	17.1
DK/REFUSED	0.3	0.7	-	-	-	-	2.0	-	-	-	-	-	1.0	-	-	-	-	-	1.4	-
Net Diff.	10.9	-31.9	100.0	-77.7	-59.0	-43.1	7.6	53.1	37.9	57.9	57.3	76.6	-35.5	62.1	-21.7	24.8	-38.0	41.0	-25.6	65.8

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

	TOTAL	RACE					MALE	FEMALE			GENDER	
		HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total	300	20	206	61	4	5	106	36	100	26	153	147
YES	55.3	64.0	56.2	52.0	25.2	37.7	52.4	43.3	60.3	63.8	51.0	59.7
NO	44.4	36.0	43.3	48.0	74.8	62.3	47.6	56.7	38.7	36.2	49.0	39.6
DK/REFUSED	0.3	-	0.5	-	-	-	-	-	1.0	-	-	0.7
Net Diff.	10.9	28.0	13.0	3.9	-49.6	-24.7	4.8	-13.4	21.6	27.6	2.0	20.1



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

	TOTAL	AREA												
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST
Total	300	96	39	11	46	85	36	49	52	26	26	12	34	21
OKAY	40.0	39.0	42.3	34.6	37.3	41.1	38.0	43.4	39.2	32.7	45.8	50.1	31.9	49.7
NOT OKAY	54.3	57.1	50.9	56.1	62.7	51.3	53.5	49.6	55.2	59.8	50.5	49.9	56.7	50.3
DK/REFUSED	5.6	3.8	6.8	9.3	-	7.6	8.4	7.0	5.6	7.5	3.7	-	11.4	-
Net Diff.	-14.3	-18.1	-8.6	-21.6	-25.3	-10.2	-15.5	-6.2	-15.9	-27.1	-4.7	0.3	-24.8	-0.6



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

	TOTAL	GRADE										WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO	
Total	300	121	36	33	52	179	57	42	48	32	87	118	22	39	62	91	60	87	166	133	
OKAY	40.0	14.4	12.1	13.5	16.6	57.4	33.4	68.2	74.8	59.9	9.4	60.3	26.0	51.8	15.6	51.3	13.2	63.7	58.8	17.0	
NOT OKAY	54.3	80.8	81.0	83.7	78.8	36.4	55.8	29.5	20.9	34.0	88.2	33.6	61.4	40.4	79.9	43.4	81.8	29.1	37.0	76.3	
DK/REFUSED	5.6	4.8	6.9	2.8	4.6	6.2	10.8	2.3	4.3	6.1	2.3	6.0	12.6	7.7	4.6	5.3	5.0	7.2	4.2	6.7	
Net Diff.	-14.3	-66.4	-68.9	-70.2	-62.2	21.0	-22.5	38.7	53.9	25.9	-78.8	26.7	-35.3	11.4	-64.3	7.9	-68.6	34.6	21.8	-59.3	

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

	TOTAL		TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total	300	32	89	134	44	116	89	32	30	78	75	88	58	120	163	17	98	103	65	80	117	
OKAY	40.0	32.4	7.9	65.1	35.3	57.3	14.9	53.7	30.2	53.6	19.6	63.4	13.7	100.0	-	100.0	-	100.0	-	100.0	-	
NOT OKAY	54.3	67.6	85.6	29.6	57.7	38.3	81.7	40.2	56.6	40.2	76.7	34.1	75.8	-	100.0	-	100.0	-	100.0	-	100.0	
DK/REFUSED	5.6	-	6.5	5.3	6.9	4.4	3.4	6.1	13.2	6.2	3.7	2.5	10.4	-	-	-	-	-	-	-	-	
Net Diff.	-14.3	-35.2	-77.7	35.5	-22.4	19.1	-66.8	13.4	-26.4	13.4	-57.1	29.2	-62.1	100.0	-100.0	100.0	-100.0	100.0	-100.0	100.0	-100.0	



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

	TOTAL		THINK IT'S OKAY TO DRINK (AFR. AMER.)		THINK IT'S OKAY TO DRINK (MALE)		THINK IT'S OKAY TO DRINK (FEMALE)		KNOW PEOPLE/ TRIED ALCOHOL		KNOW PEOPLE/ TRIED ALCOHOL (6th-8th)		KNOW PEOPLE/ TRIED ALCOHOL (9th-12th)		KNOW PEOPLE/ TRIED ALCOHOL (WHITE)		KNOW PEOPLE/ TRIED ALCOHOL (AFR. AMER.)		KNOW PEOPLE/ TRIED ALCOHOL (MALE)		KNOW PEOPLE/ TRIED ALCOHOL (FEMALE)	
	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	26	30	57	89	64	74	184	115	39	81	145	34	132	74	36	24	87	66	97	49	
OKAY	40.0	100.0	-	100.0	-	100.0	-	52.8	20.0	15.4	14.1	62.8	34.1	50.9	16.9	50.5	32.1	48.2	21.9	56.9	17.5	
NOT OKAY	54.3	-	100.0	-	100.0	-	100.0	42.8	72.3	84.6	78.8	31.6	57.0	43.7	80.4	49.5	44.0	48.4	70.8	37.7	74.3	
DK/REFUSED	5.6	-	-	-	-	-	-	4.4	7.7	-	7.1	5.6	8.9	5.4	2.7	-	23.9	3.3	7.2	5.4	8.2	
Net Diff.	-14.3	100.0	-100.0	100.0	-100.0	100.0	-100.0	10.0	-52.3	-69.1	-64.7	31.2	-22.9	7.3	-63.5	1.0	-11.9	-0.2	-48.9	19.1	-56.8	

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

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total	300	84	9	75	7	6	34	28	71	40	26	4	2	64	47
OKAY	40.0	57.7	68.7	56.3	51.1	33.4	45.2	75.9	56.1	58.3	61.5	-	49.9	56.5	54.3
NOT OKAY	54.3	41.1	31.3	42.3	48.9	66.6	51.8	24.1	36.8	36.2	31.0	75.6	50.1	42.0	34.9
DK/REFUSED	5.6	1.2	-	1.4	-	-	3.0	-	7.1	5.6	7.5	24.4	-	1.6	10.8
Net Diff.	-14.3	16.6	37.5	14.0	2.2	-33.1	-6.6	51.8	19.3	22.1	30.4	-75.6	-0.2	14.5	19.5



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

	TOTAL		AGE STARTED		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL			
	DRINKING		DRINKING		DRINKING		DRINKING						(6th-8th)				(9th-12th)			
	(AFRICAN AMR)		(MALE)		(FEMALE)		(FEMALE)													
	14/	15/	14/	15/	14/	15/	14/	15/	LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/
	YOUN-	OVER	YOUN-	OVER	YOUN-	OVER	YOUN-	OVER	ONCE/A	Once/A	Once/A	ONCE/A	ONCE/A	Once/A	Once/A	ONCE/A	ONCE/A	Once/A	Once/A	ONCE/A
	GER		GER		GER		GER		MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH
Total	300	14	17	35	36	50	36	77	46	31	62	8	6	2	20	69	40	29	42	
OKAY	40.0	49.8	54.0	57.0	50.6	58.2	61.6	75.2	81.4	66.3	34.7	57.9	80.2	-	7.8	77.1	81.5	71.1	47.6	
NOT OKAY	54.3	50.2	46.0	43.0	41.4	39.8	32.2	20.8	16.2	27.5	63.8	42.1	19.8	100.0	92.2	18.5	15.7	22.2	50.2	
DK/REFUSED	5.6	-	-	-	8.1	2.1	6.2	4.0	2.4	6.2	1.5	-	-	-	-	4.4	2.7	6.7	2.2	
Net Diff.	-14.3	-0.5	8.0	14.1	9.2	18.4	29.3	54.4	65.1	38.8	-29.1	15.8	60.4	-100.0	-84.3	58.7	65.8	48.9	-2.6	

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

	OFTEN THEY DRINK ALCOHOL (WHITE)				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				
	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	
Total	300	53	32	21	46	15	8	7	13	37	19	18	27	40	27	13	35
OKAY	40.0	70.6	73.7	65.6	35.6	80.3	100.0	57.9	31.3	70.3	77.9	62.4	28.9	79.8	83.8	71.6	39.2
NOT OKAY	54.3	23.7	22.9	24.9	62.3	19.7	-	42.1	68.7	24.4	22.1	26.9	67.7	17.5	12.1	28.4	60.8
DK/REFUSED	5.6	5.7	3.4	9.5	2.0	-	-	-	-	5.2	-	10.7	3.4	2.7	4.1	-	-
Net Diff.	-14.3	46.9	50.9	40.6	-26.7	60.6	100.0	15.8	-37.4	45.9	55.9	35.5	-38.7	62.3	71.6	43.2	-21.6

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

	PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)				
	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	
Total	300	251	60	192	47	100	20	80	21	151	40	111	26
OKAY	40.0	41.2	47.3	39.3	35.5	14.5	21.8	12.7	14.0	58.9	60.1	58.4	52.8
NOT OKAY	54.3	53.8	47.5	55.7	57.5	82.0	78.2	83.0	74.9	35.0	32.1	36.1	43.4
DK/REFUSED	5.6	5.0	5.2	5.0	7.0	3.5	-	4.4	11.1	6.1	7.8	5.5	3.8
Net Diff.	-14.3	-12.6	-0.2	-16.4	-22.0	-67.5	-56.3	-70.3	-60.9	23.8	28.1	22.3	9.4



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

	PARENTS TALK ABOUT DRINKING ALCOHOL (WHITE)				PARENTS TALK ABOUT DRINKING ALCOHOL (AFRICAN AMERICAN)				PARENTS TALK ABOUT DRINKING ALCOHOL (MALE)				PARENTS TALK ABOUT DRINKING ALCOHOL (FEMALE)				TALK W/PARENT LAST FEW MONTHS		TALK W/PARENT LAST FEW MTHS (6th-8th)		
	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO	
Total	300	174	36	138	31	52	14	38	9	123	28	95	29	129	32	97	17	174	126	58	63
OKAY	40.0	41.0	34.9	42.6	27.0	42.6	50.3	39.7	41.5	37.6	38.4	37.4	35.5	44.6	55.1	41.2	35.6	42.7	36.6	17.6	11.5
NOT OKAY	54.3	54.3	56.7	53.7	69.8	49.7	49.7	49.7	39.1	58.5	58.1	58.6	55.0	49.3	38.2	52.9	61.7	51.8	57.5	78.1	83.2
DK/REFUSED	5.6	4.7	8.5	3.7	3.2	7.7	-	10.5	19.3	3.9	3.5	4.1	9.6	6.1	6.6	5.9	2.7	5.5	5.9	4.2	5.3
Net Diff.	-14.3	-13.4	-21.8	-11.2	-42.8	-7.2	0.6	-10.0	2.4	-20.9	-19.8	-21.2	-19.5	-4.7	16.9	-11.8	-26.1	-9.0	-20.9	-60.5	-71.7



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

	TOTAL		TALK W/PARENT LAST FEW MTHS (9th-12th)		TALK W/PARENT LAST FEW MTHS (WHITE)		TALK W/PARENT LAST FEW MTHS (AFR. AMER.)		TALK W/PARENT LAST FEW MTHS (MALE)		TALK W/PARENT LAST FEW MTHS (FEMALE)		EMBARRASSED/ AFRAID 2 TALK W/ PARENTS		EMBARRASSED/ AFRAID 2 TALK (6th-8th)		EMBARRASSED/ AFRAID 2 TALK (9th-12th)		EMBARRASSED/ AFRAID 2 TALK (WHITE)		EMBARRASSED/ AFRAID 2 TALK (AFR. AMER.)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	116	62	118	88	33	29	86	66	88	59	147	139	54	61	94	78	96	100	31	28	
OKAY	40.0	55.2	62.2	42.8	33.2	40.3	44.8	34.7	40.4	50.6	32.3	48.9	31.1	25.0	5.1	62.6	51.5	44.1	35.1	59.0	17.9	
NOT OKAY	54.3	38.7	31.3	52.0	63.4	50.7	45.2	60.9	53.8	42.8	61.6	45.3	64.3	67.0	92.5	33.0	42.2	50.6	61.9	31.6	71.5	
DK/REFUSED	5.6	6.1	6.5	5.2	3.5	9.0	10.0	4.4	5.8	6.5	6.0	5.8	4.6	8.1	2.4	4.4	6.3	5.3	2.9	9.4	10.6	
Net Diff.	-14.3	16.5	30.9	-9.2	-30.2	-10.4	-0.4	-26.3	-13.4	7.8	-29.3	3.6	-33.3	-42.0	-87.5	29.6	9.2	-6.6	-26.8	27.4	-53.6	



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

	TOTAL		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK		ALCOHOL USE BY PEOPLE YOUR AGE IS...				ALCOHOL USE BY YOUR AGE										
	(MALE)		(FEMALE)		(FEMALE)		PROB- LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.									
	YES	NO	YES	NO	YES	NO															
Total	300	69	77	78	62	272	177	96	27	66	35	110	60	118	69	38	16	86	53	90	43
OKAY	40.0	46.6	27.6	50.9	35.4	42.1	44.8	37.1	20.3	15.6	14.2	62.5	50.6	42.8	37.6	48.1	37.4	41.2	35.4	48.4	39.2
NOT OKAY	54.3	47.9	67.4	43.0	60.6	52.0	50.0	55.8	76.0	77.0	83.3	33.6	39.6	52.7	56.8	44.0	50.6	56.6	55.6	43.6	56.1
DK/REFUSED	5.6	5.4	5.0	6.0	4.1	5.9	5.2	7.1	3.7	7.4	2.6	3.9	9.8	4.4	5.7	7.9	12.0	2.2	9.0	8.1	4.7
Net Diff.	-14.3	-1.3	-39.8	7.9	-25.2	-9.9	-5.1	-18.7	-55.7	-61.4	-69.1	28.9	11.0	-9.9	-19.2	4.2	-13.2	-15.5	-20.1	4.8	-16.9

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

TOTAL	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					PARENTS TALK ALCOHOL AFFECTS ON BRAIN		PARENTS TALK ALC./BRAIN (6th-8th)		PARENTS TALK ALC./BRAIN (9th-12th)		PARENTS TALK ALC./BRAIN (WHITE)		PARENTS TALK ALC./BRAIN (AFR. AMER.)		PARENTS TALK ALC./BRAIN (MEN)		PARENTS TALK ALC./BRAIN (WOMEN)		
	17/	14/	15-17	18-20	21+	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
	YOUNG-ER	Young-er																		
Total	300	46	24	22	107	143	184	115	78	42	106	73	122	83	38	23	96	57	88	58
OKAY	40.0	49.1	57.8	39.5	35.4	41.1	39.8	40.8	17.9	8.2	55.9	59.5	35.4	43.6	46.7	35.2	37.4	36.2	42.4	45.3
NOT OKAY	54.3	48.7	42.2	55.8	58.9	52.7	54.0	54.4	76.5	88.4	37.5	34.8	59.8	52.6	43.0	56.5	57.6	58.8	50.1	50.1
DK/REFUSED	5.6	2.2	-	4.7	5.6	6.2	6.2	4.8	5.6	3.3	6.6	5.7	4.9	3.8	10.3	8.2	5.0	5.0	7.5	4.6
Net Diff.	-14.3	0.4	15.6	-16.2	-23.5	-11.6	-14.2	-13.6	-58.5	-80.2	18.4	24.7	-24.4	-9.0	3.7	-21.3	-20.2	-22.6	-7.6	-4.8



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

TOTAL	DO YOU THINK		PARENTS TALK/		S/R/H ADS TO		HEARD OF		
	YES	NO	YES	NO	YES	NO	YES	NO	
	UNDERAGE/DRNK		HURTS BRAIN/		STOP UNDERAGE		TALKITOUT.ORG		
	AFFECTS BRAIN		HELP STOP		DRINKING				
Total	300	274	24	263	33	161	136	103	197
OKAY	40.0	39.3	49.8	37.8	59.1	40.6	40.2	41.0	39.5
NOT OKAY	54.3	55.2	50.2	56.6	34.9	55.6	52.4	54.5	54.2
DK/REFUSED	5.6	5.5	-	5.7	6.1	3.7	7.3	4.4	6.3
Net Diff.	-14.3	-16.0	-0.4	-18.8	24.2	-15.0	-12.2	-13.5	-14.7



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

	TOTAL	AGE										WHITE		AFRICAN AMER.		MALE		FEMALE		
		14/ YOUN- GER	10	11	12	13	14	15/ OLDER	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER
Total	300	146	1	18	35	40	52	151	50	48	38	15	102	103	28	34	74	77	73	74
OKAY	40.0	20.1	100.0	-	14.0	18.1	30.6	58.8	44.5	69.1	68.5	48.8	18.4	58.3	21.5	59.5	19.0	53.3	21.2	64.5
NOT OKAY	54.3	73.9	-	100.0	76.2	78.3	61.9	35.8	53.3	20.2	31.5	38.6	78.6	35.8	64.8	34.5	75.9	41.7	71.9	29.6
DK/REFUSED	5.6	6.0	-	-	9.8	3.6	7.5	5.4	2.2	10.6	-	12.6	3.0	5.9	13.7	6.0	5.1	5.0	6.9	5.8
Net Diff.	-14.3	-53.8	100.0	-100.0	-62.1	-60.2	-31.3	23.0	-8.9	48.9	37.1	10.1	-60.2	22.5	-43.2	24.9	-56.9	11.7	-50.6	34.9

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

	TOTAL	RACE					MALE	FEMALE			GENDER	
		HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total	300	20	206	61	4	5	106	36	100	26	153	147
OKAY	40.0	49.6	38.7	42.4	25.2	29.1	33.7	40.9	44.0	44.4	36.9	43.3
NOT OKAY	54.3	50.4	56.9	48.1	49.6	61.7	62.7	48.4	50.7	47.6	58.1	50.4
DK/REFUSED	5.6	-	4.5	9.5	25.2	9.2	3.6	10.6	5.3	8.0	5.0	6.3
Net Diff.	-14.3	-0.8	-18.2	-5.7	-24.5	-32.6	-29.0	-7.5	-6.6	-3.2	-21.1	-7.1



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

	TOTAL	AREA													
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	
Total	300	96	39	11	46	85	36	49	52	26	26	12	34	21	
YES	61.3	56.2	59.8	52.7	54.1	58.9	61.0	57.3	65.7	70.6	60.7	66.9	63.3	77.4	
NO	38.4	42.7	40.2	38.4	45.9	41.1	39.0	42.7	34.3	29.4	39.3	33.1	36.7	22.6	
DK/REFUSED	0.3	1.0	-	9.0	-	-	-	-	-	-	-	-	-	-	
Net Diff.	23.0	13.5	19.6	14.3	8.1	17.7	22.0	14.6	31.4	41.3	21.4	33.7	26.5	54.7	



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

	TOTAL	GRADE										WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO	
		Total	300	121	36	33	52	179	57	42	48	32	87	118	22	39	62	91	60	87	166
YES	61.3	32.2	20.4	32.3	40.4	81.0	70.7	84.7	87.7	84.5	34.4	86.0	30.7	74.8	29.5	75.5	35.0	86.7	87.0	29.1	
NO	38.4	67.0	76.9	67.7	59.6	19.0	29.3	15.3	12.3	15.5	65.6	14.0	64.9	25.2	70.5	24.5	63.4	13.3	13.0	70.2	
DK/REFUSED	0.3	0.8	2.7	-	-	-	-	-	-	-	-	-	4.4	-	-	-	1.7	-	-	0.7	
Net Diff.	23.0	-34.8	-56.5	-35.4	-19.1	62.0	41.4	69.3	75.4	69.0	-31.2	72.1	-34.2	49.7	-40.9	50.9	-28.4	73.5	73.9	-41.1	

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

	TOTAL		TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total	300	32	89	134	44	116	89	32	30	78	75	88	58	120	163	17	98	103	65	80	117	
YES	61.3	67.6	19.4	91.6	48.4	90.2	29.7	82.1	33.5	82.4	30.6	91.1	27.1	80.8	48.3	34.5	33.7	88.7	70.2	84.3	49.2	
NO	38.4	32.4	79.5	8.4	51.6	9.8	70.3	17.9	63.2	17.6	69.4	8.9	71.2	19.2	51.1	65.5	65.3	11.3	29.8	15.7	50.8	
DK/REFUSED	0.3	-	1.1	-	-	-	-	-	3.3	-	-	-	1.7	-	0.6	-	1.0	-	-	-	-	
Net Diff.	23.0	35.2	-60.1	83.3	-3.1	80.4	-40.6	64.1	-29.7	64.7	-38.8	82.1	-44.2	61.6	-2.8	-31.0	-31.6	77.4	40.5	68.7	-1.6	



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

	TOTAL		THINK IT'S OKAY TO DRINK (AFR. AMER.)		THINK IT'S OKAY TO DRINK (MALE)		THINK IT'S OKAY TO DRINK (FEMALE)		KNOW PEOPLE/ TRIED ALCOHOL		KNOW PEOPLE/ TRIED ALCOHOL (6th-8th)		KNOW PEOPLE/ TRIED ALCOHOL (9th-12th)		KNOW PEOPLE/ TRIED ALCOHOL (WHITE)		KNOW PEOPLE/ TRIED ALCOHOL (AFR. AMER.)		KNOW PEOPLE/ TRIED ALCOHOL (MALE)		KNOW PEOPLE/ TRIED ALCOHOL (FEMALE)	
	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	26	30	57	89	64	74	184	115	39	81	145	34	132	74	36	24	87	66	97	49	
YES	61.3	70.0	60.4	74.5	47.6	86.5	49.2	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	
NO	38.4	30.0	36.3	25.5	52.4	13.5	49.4	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	
DK/REFUSED	0.3	-	3.3	-	-	-	1.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net Diff.	23.0	39.9	24.1	48.9	-4.9	72.9	-0.2	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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5. DO YOU KNOW PEOPLE AROUND YOUR AGE WHO HAVE TRIED ALCOHOL LIKE BEER, WINE, WINE COOLERS OR LIQUOR?

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total	300	84	9	75	7	6	34	28	71	40	26	4	2	64	47
YES	61.3	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
NO	38.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	23.0	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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5. DO YOU KNOW PEOPLE AROUND YOUR AGE WHO HAVE TRIED ALCOHOL LIKE BEER, WINE, WINE COOLERS OR LIQUOR?

	TOTAL	AGE STARTED DRINKING (AFRICAN AMR)				AGE STARTED DRINKING (MALE)				AGE STARTED DRINKING (FEMALE)				OFTEN THEY DRINK ALCOHOL (6th-8th)				OFTEN THEY DRINK ALCOHOL (9th-12th)			
		14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH
Total	300	14	17	35	36	50	36	77	46	31	62	8	6	2	20	69	40	29	42		
YES	61.3	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	
NO	38.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
DK/REFUSED	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net Diff.	23.0	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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5. DO YOU KNOW PEOPLE AROUND YOUR AGE WHO HAVE TRIED ALCOHOL LIKE BEER, WINE, WINE COOLERS OR LIQUOR?

	TOTAL	OFTEN THEY DRINK ALCOHOL (WHITE)				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)			
		LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH
Total	300	53	32	21	46	15	8	7	13	37	19	18	27	40	27	13	35
YES	61.3	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
NO	38.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	23.0	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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5. DO YOU KNOW PEOPLE AROUND YOUR AGE WHO HAVE TRIED ALCOHOL LIKE BEER, WINE, WINE COOLERS OR LIQUOR?

	PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)				
	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	
Total	300	251	60	192	47	100	20	80	21	151	40	111	26
YES	61.3	64.4	71.6	62.1	45.2	36.0	51.1	32.2	14.2	83.2	82.0	83.7	70.1
NO	38.4	35.2	28.4	37.4	54.8	63.1	48.9	66.6	85.8	16.8	18.0	16.3	29.9
DK/REFUSED	0.3	0.4	-	0.5	-	1.0	-	1.2	-	-	-	-	-
Net Diff.	23.0	29.2	43.3	24.8	-9.7	-27.1	2.2	-34.4	-71.6	66.5	63.9	67.4	40.3



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

	TOTAL	PARENTS TALK ABOUT DRINKING ALCOHOL (WHITE)				PARENTS TALK ABOUT DRINKING ALCOHOL (AFRICAN AMERICAN)				PARENTS TALK ABOUT DRINKING ALCOHOL (MALE)				PARENTS TALK ABOUT DRINKING ALCOHOL (FEMALE)				TALK W/PARENT LAST FEW MONTHS		TALK W/PARENT LAST FEW MTHS (6th-8th)	
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO
Total	300	174	36	138	31	52	14	38	9	123	28	95	29	129	32	97	17	174	126	58	63
YES	61.3	68.0	68.6	67.9	43.6	60.2	72.6	55.7	50.5	59.8	54.6	61.3	47.2	68.7	86.4	62.9	41.8	66.8	54.1	39.5	25.6
NO	38.4	32.0	31.4	32.1	56.4	37.9	27.4	41.8	49.5	40.2	45.4	38.7	52.8	30.5	13.6	36.1	58.2	32.6	45.9	58.8	74.4
DK/REFUSED	0.3	-	-	-	-	1.9	-	2.6	-	-	-	-	-	0.8	-	1.0	-	0.6	-	1.7	-
Net Diff.	23.0	36.1	37.3	35.7	-12.9	22.3	45.3	13.9	1.0	19.6	9.3	22.7	-5.7	38.3	72.9	26.9	-16.4	34.3	8.2	-19.3	-48.8



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

	TOTAL		TALK W/PARENT LAST FEW MTHS (9th-12th)		TALK W/PARENT LAST FEW MTHS (WHITE)		TALK W/PARENT LAST FEW MTHS (AFR. AMER.)		TALK W/PARENT LAST FEW MTHS (MALE)		TALK W/PARENT LAST FEW MTHS (FEMALE)		EMBARRASSED/ AFRAID 2 TALK W/ PARENTS		EMBARRASSED/ AFRAID 2 TALK (6th-8th)		EMBARRASSED/ AFRAID 2 TALK (9th-12th)		EMBARRASSED/ AFRAID 2 TALK (WHITE)		EMBARRASSED/ AFRAID 2 TALK (AFR. AMER.)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	116	62	118	88	33	29	86	66	88	59	147	139	54	61	94	78	96	100	31	28	
YES	61.3	80.4	83.2	72.4	52.8	55.3	62.6	59.4	54.7	74.1	53.5	65.2	57.6	34.9	30.1	82.5	79.1	66.9	61.3	65.3	54.0	
NO	38.4	19.6	16.8	27.6	47.2	41.7	37.4	40.6	45.3	24.8	46.5	34.8	41.7	65.1	68.3	17.5	20.9	33.1	38.7	34.7	42.5	
DK/REFUSED	0.3	-	-	-	-	3.0	-	-	-	1.1	-	-	0.7	-	1.6	-	-	-	-	-	3.6	
Net Diff.	23.0	60.9	66.4	44.9	5.6	13.6	25.2	18.8	9.3	49.3	6.9	30.3	15.8	-30.3	-38.2	64.9	58.3	33.7	22.5	30.6	11.5	



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

	TOTAL		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK				ALCOHOL USE BY PEOPLE YOUR AGE IS...				ALCOHOL USE BY YOUR AGE									
	(MALE)		(FEMALE)		(MALE)		(FEMALE)		PROB- LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.								
	YES	NO	YES	NO	YES	NO	YES	NO														
Total	300	69	77	78	62	272	177	96	27	66	35	110	60	118	69	38	16	86	53	90	43	
YES	61.3	57.7	56.2	71.8	59.3	64.1	64.2	63.7	35.8	33.5	35.4	82.8	80.4	66.3	65.7	71.4	51.4	60.1	57.0	68.2	72.0	
NO	38.4	42.3	43.8	28.2	39.1	35.9	35.8	36.3	60.5	66.5	64.6	17.2	19.6	33.7	34.3	28.6	48.6	39.9	43.0	31.8	28.0	
DK/REFUSED	0.3	-	-	-	1.6	-	-	-	3.7	-	-	-	-	-	-	-	-	-	-	-	-	
Net Diff.	23.0	15.5	12.4	43.6	20.2	28.1	28.5	27.4	-24.7	-33.0	-29.3	65.6	60.8	32.6	31.3	42.9	2.8	20.2	13.9	36.4	44.0	

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

TOTAL	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					PARENTS TALK ALCOHOL AFFECTS ON BRAIN		PARENTS TALK ALC./BRAIN (6th-8th)		PARENTS TALK ALC./BRAIN (9th-12th)		PARENTS TALK ALC./BRAIN (WHITE)		PARENTS TALK ALC./BRAIN (AFR. AMER.)		PARENTS TALK ALC./BRAIN (MEN)		PARENTS TALK ALC./BRAIN (WOMEN)		
	17/	14/	15-17	18-20	21+	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
	YOUNG- ER	Young er																		
Total	300	46	24	22	107	143	184	115	78	42	106	73	122	83	38	23	96	57	88	58
YES	61.3	71.3	75.8	66.3	58.5	60.7	58.4	66.6	27.3	42.1	81.2	80.7	61.5	67.8	51.8	70.2	52.1	65.2	65.1	68.0
NO	38.4	26.6	24.2	29.2	41.5	39.3	41.1	33.4	71.4	57.9	18.8	19.3	38.5	32.2	45.6	29.8	47.9	34.8	33.7	32.0
DK/REFUSED	0.3	2.1	-	4.5	-	-	0.5	-	1.3	-	-	-	-	-	2.6	-	-	-	1.1	-
Net Diff.	23.0	44.7	51.6	37.1	17.1	21.3	17.3	33.2	-44.0	-15.8	62.3	61.4	23.1	35.7	6.2	40.4	4.3	30.4	31.4	35.9

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

TOTAL	DO YOU THINK		PARENTS TALK/		S/R/H ADS TO		HEARD OF		
	YES	NO	YES	NO	YES	NO	YES	NO	
	UNDERAGE/DRNK		HURTS BRAIN/		STOP UNDERAGE		TALKITOUT.ORG		
	AFFECTS BRAIN		HELP STOP		DRINKING				
Total	300	274	24	263	33	161	136	103	197
YES	61.3	60.4	71.4	59.1	78.9	59.4	64.3	68.0	57.8
NO	38.4	39.3	28.6	40.5	21.1	40.6	35.0	32.0	41.7
DK/REFUSED	0.3	0.4	-	0.4	-	-	0.7	-	0.5
Net Diff.	23.0	21.1	42.7	18.6	57.8	18.7	29.3	36.1	16.1



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

	TOTAL	AGE										WHITE		AFRICAN AMER.		MALE		FEMALE		
		14/ YOUN- GER	10	11	12	13	14	15/ OLDER	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER
Total	300	146	1	18	35	40	52	151	50	48	38	15	102	103	28	34	74	77	73	74
YES	61.3	38.9	100.0	17.0	26.0	32.0	58.9	82.9	81.9	81.5	81.4	94.2	41.6	86.0	39.8	74.2	34.6	78.2	43.2	87.7
NO	38.4	60.4	-	83.0	71.2	68.0	41.1	17.1	18.1	18.5	18.6	5.8	58.4	14.0	56.6	25.8	65.4	21.8	55.4	12.3
DK/REFUSED	0.3	0.7	-	-	2.8	-	-	-	-	-	-	-	-	-	3.6	-	-	-	1.4	-
Net Diff.	23.0	-21.6	100.0	-66.0	-45.2	-36.0	17.7	65.8	63.8	62.9	62.8	88.4	-16.7	72.0	-16.8	48.3	-30.8	56.5	-12.2	75.5

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

	TOTAL	RACE					MALE	FEMALE			GENDER	
		HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total	300	20	206	61	4	5	106	36	100	26	153	147
YES	61.3	43.0	64.1	58.7	50.4	55.6	61.7	48.9	66.6	72.2	57.0	65.8
NO	38.4	57.0	35.9	39.7	49.6	44.4	38.3	51.1	33.4	24.0	43.0	33.5
DK/REFUSED	0.3	-	-	1.6	-	-	-	-	-	3.8	-	0.7
Net Diff.	23.0	-14.0	28.2	19.0	0.7	11.1	23.5	-2.3	33.1	48.2	14.0	32.3



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

	AREA													
	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
Total Answering	184	54	23	6	25	50	22	28	34	18	16	8	21	16
14 YEARS/YOUNGER	45.8	39.8	38.9	42.0	40.1	45.1	38.2	50.4	54.3	62.0	45.4	76.1	23.1	64.6
6 YEARS/YOUNGER	1.8	-	-	-	-	-	-	-	5.5	10.2	-	-	-	8.8
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	0.6	-	-	-	-	2.1	-	3.7	-	-	-	-	-	-
9	1.7	1.9	-	-	4.1	-	-	-	-	-	-	13.1	-	6.2
10	1.1	1.9	-	-	4.1	2.0	-	3.6	-	-	-	-	-	-
11	3.6	2.8	1.7	-	4.5	4.1	-	7.2	2.8	-	6.1	13.1	-	7.0
12	3.3	1.9	4.4	-	-	1.9	4.4	-	8.8	16.4	-	-	-	6.5
13	18.4	16.5	9.5	17.6	22.9	18.9	33.8	7.2	21.1	27.7	13.4	13.1	14.0	26.4
14	15.2	14.8	23.4	24.4	4.5	16.1	-	28.6	16.1	7.7	26.0	36.9	9.2	9.6
15 YEARS/OLDER	38.8	41.6	45.7	24.3	41.7	46.0	50.5	42.6	31.3	21.7	42.5	-	49.1	29.0
15	21.5	21.4	27.1	-	21.1	31.7	36.1	28.2	13.8	5.3	23.6	-	22.7	16.1
16	14.2	20.2	18.7	24.3	20.6	12.5	14.4	10.9	11.9	16.4	6.7	-	17.8	6.5
17	2.1	-	-	-	-	-	-	-	2.8	-	6.1	-	8.6	6.5
18/OLDER	1.0	-	-	-	-	1.9	-	3.4	2.8	-	6.1	-	-	-
REFUSED	15.4	18.7	15.4	33.7	18.2	8.9	11.3	7.0	14.4	16.4	12.0	23.9	27.7	6.5
Mean	13.93	14.20	14.49	14.47	13.86	14.09	14.25	13.98	13.61	12.76	14.55	12.46	14.97	12.78

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

	TOTAL										WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
	6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO	
Total Answering	184	39	7	11	21	145	41	35	42	27	30	102	7	29	18	69	21	76	144	39
14 YEARS/YOUNGER	45.8	73.8	73.9	52.9	84.6	38.2	42.4	42.4	41.1	21.7	69.4	42.8	85.7	28.0	67.7	32.2	79.2	43.6	48.0	38.5
6 YEARS/YOUNGER	1.8	8.5	44.9	-	-	-	-	-	-	-	-	-	27.1	-	18.2	-	-	-	1.6	2.4
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	0.6	-	-	-	-	0.7	-	3.0	-	-	-	1.0	-	-	-	-	-	1.4	0.7	-
9	1.7	2.7	-	-	5.0	1.4	-	5.8	-	-	3.5	1.0	-	3.5	-	3.0	5.0	-	2.1	-
10	1.1	2.6	-	9.4	-	0.7	-	2.9	-	-	-	1.0	14.7	-	-	1.5	4.9	-	0.7	2.7
11	3.6	11.1	28.9	10.6	5.0	1.6	-	2.7	2.4	1.4	11.0	1.0	14.7	3.5	-	2.0	20.7	1.3	3.9	2.9
12	3.3	10.3	-	9.0	14.6	1.4	-	-	2.3	3.9	13.4	1.0	-	3.3	16.3	2.9	5.1	-	3.5	2.5
13	18.4	30.5	-	14.3	49.7	15.2	18.1	12.0	22.2	3.8	34.5	17.5	14.3	14.5	33.1	10.2	28.3	19.7	17.0	24.2
14	15.2	8.1	-	9.5	10.2	17.2	24.4	16.0	14.2	12.5	7.1	20.3	14.8	3.2	-	12.7	15.2	21.2	18.4	3.8
15 YEARS/OLDER	38.8	2.8	-	-	5.3	48.5	40.8	50.8	44.9	62.8	3.6	45.3	-	58.6	-	51.8	5.3	45.6	42.9	24.6
15	21.5	2.8	-	-	5.3	26.5	26.3	39.2	26.9	9.7	3.6	25.2	-	24.4	-	27.7	5.3	25.5	25.0	9.1
16	14.2	-	-	-	-	18.0	12.2	9.0	13.6	45.6	-	15.3	-	31.1	-	15.7	-	20.1	15.3	10.5
17	2.1	-	-	-	-	2.7	-	2.7	2.1	7.5	-	2.9	-	3.1	-	5.6	-	-	1.3	5.1
18/OLDER	1.0	-	-	-	-	1.3	2.4	-	2.3	-	-	1.9	-	-	-	2.8	-	-	1.3	-
REFUSED	15.4	23.4	26.1	47.1	10.1	13.3	16.7	6.8	13.9	15.5	27.0	11.9	14.3	13.4	32.3	16.0	15.5	10.8	9.0	36.9
Mean	13.93	11.74	7.96	12.07	12.73	14.45	14.51	13.85	14.41	15.27	12.52	14.39	10.10	14.54	10.87	14.53	12.34	14.38	13.98	13.64



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

	TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)		
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	
Total Answering	184	22	17	122	21	104	26	26	10	64	23	80	16	97	79	6	33	91	46	67	58
14 YEARS/YOUNGER	45.8	85.5	59.1	41.4	21.9	50.8	43.0	42.1	30.7	43.0	30.2	52.1	50.5	50.0	43.9	100.0	69.0	46.7	25.8	54.2	46.9
6 YEARS/YOUNGER	1.8	10.9	5.4	-	-	-	-	3.6	9.5	3.7	4.1	-	-	2.4	1.2	39.4	2.8	-	-	-	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	0.6	-	-	0.9	-	1.0	-	-	-	-	-	1.3	-	1.1	-	-	-	1.2	-	1.6	-
9	1.7	4.8	-	1.7	-	2.0	-	3.9	-	3.2	-	1.3	-	2.1	1.3	17.4	-	1.1	2.2	3.1	-
10	1.1	4.7	-	-	4.8	-	3.9	3.9	-	-	4.5	1.3	-	1.1	1.3	-	3.1	1.1	-	1.5	-
11	3.6	14.7	6.5	1.9	-	3.0	4.2	7.8	-	2.1	-	5.3	7.1	3.5	4.2	34.3	6.8	1.5	2.2	3.0	3.9
12	3.3	14.0	5.6	1.7	-	3.9	3.7	3.7	-	6.2	4.2	1.3	-	2.1	5.1	-	12.2	2.2	-	1.6	7.0
13	18.4	26.5	35.7	15.3	14.9	19.0	31.3	15.8	10.9	14.1	17.4	19.3	34.0	15.8	22.3	8.9	34.5	16.2	13.5	17.3	26.9
14	15.2	9.8	5.9	19.9	2.2	21.8	-	3.6	10.3	13.6	-	22.2	9.5	21.9	8.6	-	9.6	23.4	7.9	26.1	9.1
15 YEARS/OLDER	38.8	5.0	-	49.7	44.4	40.3	19.4	50.3	39.8	46.5	25.6	40.1	23.2	41.3	33.4	-	3.3	44.0	55.0	38.2	28.6
15	21.5	5.0	-	28.6	16.3	23.7	7.8	23.5	10.0	26.7	8.7	23.7	9.6	23.8	18.2	-	3.3	25.3	28.9	22.7	16.2
16	14.2	-	-	18.0	18.9	13.0	7.6	26.8	20.7	13.8	8.4	16.4	13.5	16.5	10.3	-	-	17.6	17.7	14.1	7.2
17	2.1	-	-	1.6	9.1	1.8	4.0	-	9.2	3.0	8.5	-	-	-	3.7	-	-	-	6.4	-	3.5
18/OLDER	1.0	-	-	1.6	-	1.8	-	-	-	3.0	-	-	-	1.0	1.2	-	-	1.1	2.1	1.4	1.7
REFUSED	15.4	9.5	40.9	9.0	33.7	8.9	37.6	7.6	29.5	10.5	44.1	7.8	26.3	8.7	22.7	-	27.6	9.3	19.1	7.6	24.4
Mean	13.93	11.53	12.14	14.41	14.72	14.12	13.49	13.64	13.89	13.97	13.55	13.99	13.75	13.88	13.85	8.86	12.46	14.25	14.75	13.96	13.94



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

	TOTAL		THINK IT'S OKAY TO DRINK (AFR. AMER.)		THINK IT'S OKAY TO DRINK (MALE)		THINK IT'S OKAY TO DRINK (FEMALE)		KNOW PEOPLE/ TRIED ALCOHOL		KNOW PEOPLE/ TRIED ALCOHOL (6th-8th)		KNOW PEOPLE/ TRIED ALCOHOL (9th-12th)		KNOW PEOPLE/ TRIED ALCOHOL (WHITE)		KNOW PEOPLE/ TRIED ALCOHOL (AFR. AMER.)		KNOW PEOPLE/ TRIED ALCOHOL (MALE)		KNOW PEOPLE/ TRIED ALCOHOL (FEMALE)	
	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total Answering	184	18	18	42	42	55	36	184	-	39	-	145	-	132	-	36	-	87	-	97	-	-
14 YEARS/YOUNGER	45.8	38.4	39.6	46.9	35.1	52.4	54.1	45.8	-	73.8	-	38.2	-	48.8	-	39.0	-	39.6	-	51.3	-	-
6 YEARS/YOUNGER	1.8	5.1	5.2	5.6	2.2	-	-	1.8	-	8.5	-	-	-	-	-	5.2	-	3.8	-	-	-	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	0.6	-	-	-	-	1.9	-	0.6	-	-	-	0.7	-	0.8	-	-	-	-	-	1.1	-	-
9	1.7	-	5.7	2.4	2.4	1.9	-	1.7	-	2.7	-	1.4	-	1.6	-	2.8	-	2.3	-	1.1	-	-
10	1.1	-	5.7	2.4	-	-	2.8	1.1	-	2.6	-	0.7	-	0.8	-	2.8	-	1.2	-	1.1	-	-
11	3.6	5.6	5.7	3.2	-	3.8	9.0	3.6	-	11.1	-	1.6	-	3.2	-	5.6	-	1.6	-	5.5	-	-
12	3.3	5.3	-	4.8	7.0	-	2.9	3.3	-	10.3	-	1.4	-	3.8	-	2.7	-	5.7	-	1.1	-	-
13	18.4	17.3	11.6	9.8	21.2	20.4	23.6	18.4	-	30.5	-	15.2	-	21.3	-	14.5	-	15.0	-	21.5	-	-
14	15.2	5.1	5.7	18.5	2.3	24.5	15.9	15.2	-	8.1	-	17.2	-	17.3	-	5.4	-	10.0	-	19.9	-	-
15 YEARS/OLDER	38.8	50.7	44.1	43.0	35.0	40.0	31.5	38.8	-	2.8	-	48.5	-	35.8	-	47.4	-	41.0	-	36.9	-	-
15	21.5	22.6	16.9	28.8	16.7	19.9	19.9	21.5	-	2.8	-	26.5	-	20.3	-	19.8	-	22.0	-	21.1	-	-
16	14.2	28.1	22.1	11.9	9.2	20.0	11.6	14.2	-	-	-	18.0	-	11.8	-	25.1	-	12.4	-	15.8	-	-
17	2.1	-	5.1	-	6.9	-	-	2.1	-	-	-	2.7	-	2.2	-	2.5	-	4.4	-	-	-	-
18/OLDER	1.0	-	-	2.3	2.3	-	-	1.0	-	-	-	1.3	-	1.5	-	-	-	2.2	-	-	-	-
REFUSED	15.4	10.9	16.3	10.2	29.9	7.6	14.4	15.4	-	23.4	-	13.3	-	15.3	-	13.6	-	19.4	-	11.8	-	-
Mean	13.93	13.92	13.46	13.62	14.00	14.08	13.72	13.93	-	11.74	-	14.45	-	14.02	-	13.70	-	13.89	-	13.96	-	-

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

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total Answering	184	84	9	75	7	6	34	28	71	40	26	4	2	64	47
14 YEARS/YOUNGER	45.8	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	-	-	-	-	100.0	-
6 YEARS/YOUNGER	1.8	3.9	34.9	-	-	-	-	-	-	-	-	-	-	-	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	0.6	1.2	11.1	-	-	-	-	-	-	-	-	-	-	1.6	-
9	1.7	3.7	32.5	-	-	-	-	-	-	-	-	-	-	3.2	-
10	1.1	2.4	21.5	-	-	-	-	-	-	-	-	-	-	1.6	-
11	3.6	7.9	-	9.0	100.0	-	-	-	-	-	-	-	-	6.6	-
12	3.3	7.2	-	8.1	-	100.0	-	-	-	-	-	-	-	7.9	-
13	18.4	40.3	-	45.4	-	-	100.0	-	-	-	-	-	-	43.7	-
14	15.2	33.3	-	37.5	-	-	-	100.0	-	-	-	-	-	35.4	-
15 YEARS/OLDER	38.8	-	-	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0	-	100.0
15	21.5	-	-	-	-	-	-	-	55.4	100.0	-	-	-	-	56.7
16	14.2	-	-	-	-	-	-	-	36.5	-	100.0	-	-	-	33.0
17	2.1	-	-	-	-	-	-	-	5.4	-	-	100.0	-	-	6.3
18/OLDER	1.0	-	-	-	-	-	-	-	2.7	-	-	-	100.0	-	4.1
REFUSED	15.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	13.93	12.54	8.06	13.12	11.00	12.00	13.00	14.00	15.55	15.00	16.00	17.00	18.00	12.88	15.58

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

	TOTAL		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				
	DRINKING		DRINKING		DRINKING						(6th-8th)				(9th-12th)				
	(AFRICAN AMR)		(MALE)		(FEMALE)														
	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	
Total Answering	184	14	17	35	36	50	36	77	46	31	62	8	6	2	20	69	40	29	42
14 YEARS/YOUNGER	45.8	100.0	-	100.0	-	100.0	-	46.1	58.4	28.0	53.2	100.0	100.0	100.0	79.3	40.1	52.7	22.8	40.6
6 YEARS/YOUNGER	1.8	13.3	-	9.6	-	-	-	3.1	5.2	-	-	31.0	42.9	-	-	-	-	-	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	0.6	-	-	-	-	2.1	-	1.4	2.3	-	-	-	-	-	-	1.5	2.6	-	-
9	1.7	7.2	-	5.9	-	2.1	-	2.7	4.5	-	-	13.7	18.9	-	-	1.5	2.6	-	-
10	1.1	7.2	-	3.0	-	2.0	-	1.3	-	3.2	1.7	13.3	-	47.7	-	-	-	-	2.4
11	3.6	14.4	-	3.9	-	10.8	-	3.1	5.2	-	5.3	13.3	18.4	-	16.4	2.0	3.4	-	-
12	3.3	6.9	-	14.4	-	2.1	-	2.6	2.3	3.1	3.1	-	-	-	9.6	2.9	2.6	3.3	-
13	18.4	37.0	-	37.9	-	42.0	-	13.8	18.7	6.7	30.5	14.3	19.8	-	48.3	13.8	18.6	7.2	21.9
14	15.2	13.9	-	25.3	-	38.9	-	18.1	20.2	15.0	12.6	14.6	-	52.3	5.1	18.4	22.9	12.2	16.2
15 YEARS/OLDER	38.8	-	100.0	-	100.0	-	100.0	48.8	37.3	65.5	38.6	-	-	-	-	54.2	42.5	70.3	57.2
15	21.5	-	41.7	-	53.6	-	57.3	27.1	22.9	33.2	22.6	-	-	-	-	30.1	26.1	35.6	33.5
16	14.2	-	53.0	-	30.2	-	42.7	19.2	14.4	26.1	9.8	-	-	-	-	21.3	16.4	28.0	14.4
17	2.1	-	5.3	-	10.8	-	-	-	-	-	6.2	-	-	-	-	-	-	-	9.2
18/OLDER	1.0	-	-	-	5.4	-	-	2.5	-	6.2	-	-	-	-	-	2.8	-	6.6	-
REFUSED	15.4	-	-	-	-	-	-	5.2	4.3	6.5	8.2	-	-	-	20.7	5.7	4.9	6.9	2.2
Mean	13.93	11.35	15.64	12.03	15.68	12.90	15.43	13.95	13.32	14.90	14.02	9.77	8.87	12.09	12.53	14.44	13.96	15.12	14.60



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

	OFTEN THEY DRINK ALCOHOL (WHITE)				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				
	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
Total Answering	184	53	32	21	46	15	8	7	13	37	19	18	27	40	27	13	35
14 YEARS/YOUNGER	45.8	47.8	58.3	31.2	60.4	39.6	49.9	28.0	31.7	37.5	52.1	22.4	47.1	54.0	62.9	35.8	57.9
6 YEARS/YOUNGER	1.8	-	-	-	-	6.2	11.6	-	-	6.4	12.6	-	-	-	-	-	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	0.6	2.0	3.2	-	-	-	-	-	-	-	-	-	-	2.6	3.9	-	-
9	1.7	3.9	6.4	-	-	-	-	-	-	2.8	5.5	-	-	2.6	3.9	-	-
10	1.1	-	-	-	2.2	6.7	-	14.3	-	-	-	-	3.7	2.5	-	7.8	-
11	3.6	1.8	3.0	-	7.1	6.7	12.6	-	-	3.7	7.2	-	-	2.5	3.8	-	9.5
12	3.3	2.0	3.2	-	4.2	6.4	-	13.7	-	5.5	5.6	5.3	7.1	-	-	-	-
13	18.4	16.2	19.9	10.2	33.1	13.7	25.8	-	23.9	8.4	5.5	11.5	36.3	18.8	28.0	-	25.9
14	15.2	21.9	22.5	21.0	13.7	-	-	-	7.8	10.8	15.8	5.6	-	24.8	23.2	28.1	22.5
15 YEARS/OLDER	38.8	46.6	38.8	58.9	28.5	53.8	37.9	72.0	68.3	51.8	37.6	66.5	46.0	46.0	37.1	64.2	32.8
15	21.5	29.3	29.0	29.8	15.4	13.6	13.3	13.9	38.7	30.6	26.9	34.5	21.3	23.9	20.2	31.5	23.7
16	14.2	13.6	9.8	19.7	6.7	40.2	24.5	58.1	22.6	16.0	10.7	21.4	10.6	22.1	17.0	32.7	9.1
17	2.1	-	-	-	6.4	-	-	-	6.9	-	-	-	14.1	-	-	-	-
18/OLDER	1.0	3.6	-	9.4	-	-	-	-	-	5.2	-	10.6	-	-	-	-	-
REFUSED	15.4	5.6	3.0	9.9	11.1	6.5	12.2	-	-	10.7	10.4	11.1	6.9	-	-	-	9.3
Mean	13.93	14.15	13.61	15.07	13.73	13.69	12.93	14.46	14.81	13.87	12.68	15.10	14.21	14.03	13.72	14.66	13.86

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

	PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)				
	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	
Total Answering	184	162	43	119	21	36	10	26	3	126	33	93	18
14 YEARS/YOUNGER	45.8	48.3	45.5	49.3	28.5	77.0	70.2	79.7	35.4	40.1	37.8	40.8	27.3
6 YEARS/YOUNGER	1.8	2.0	3.4	1.6	-	9.2	14.1	7.3	-	-	-	-	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-
8	0.6	0.6	2.5	-	-	-	-	-	-	0.8	3.2	-	-
9	1.7	1.9	2.4	1.7	-	2.9	-	4.1	-	1.6	3.1	1.1	-
10	1.1	1.3	2.4	0.9	-	2.8	9.9	-	-	0.8	-	1.1	-
11	3.6	3.9	9.7	1.8	1.8	12.0	21.2	8.4	-	1.6	6.1	-	2.1
12	3.3	3.7	2.3	4.3	-	11.2	-	15.6	-	1.6	3.0	1.1	-
13	18.4	17.7	10.9	20.1	24.8	30.1	25.0	32.2	35.4	14.2	6.5	16.8	23.0
14	15.2	17.1	12.1	18.9	1.9	8.8	-	12.2	-	19.4	15.9	20.7	2.2
15 YEARS/OLDER	38.8	37.4	40.5	36.3	51.5	3.0	-	4.2	-	47.3	53.2	45.2	59.9
15	21.5	21.4	16.0	23.4	23.4	3.0	-	4.2	-	26.7	21.0	28.6	27.2
16	14.2	13.0	22.3	9.7	23.8	-	-	-	-	16.7	29.3	12.3	27.7
17	2.1	1.8	2.3	1.7	4.3	-	-	-	-	2.4	3.0	2.1	5.0
18/OLDER	1.0	1.2	-	1.6	-	-	-	-	-	1.5	-	2.1	-
REFUSED	15.4	14.3	13.9	14.4	20.1	20.0	29.8	16.1	64.6	12.7	8.9	14.0	12.8
Mean	13.93	13.84	13.53	13.95	14.67	11.69	10.57	12.06	13.00	14.40	14.25	14.45	14.78

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

	PARENTS TALK ABOUT DRINKING ALCOHOL (WHITE)				PARENTS TALK ABOUT DRINKING ALCOHOL (AFRICAN AMERICAN)				PARENTS TALK ABOUT DRINKING ALCOHOL (MALE)				PARENTS TALK ABOUT DRINKING ALCOHOL (FEMALE)				TALK W/PARENT LAST FEW MONTHS		TALK W/PARENT LAST FEW MTHS (6th-8th)		
	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO	
Total Answering	184	119	25	94	13	31	10	21	5	73	15	58	14	89	28	61	7	116	68	23	16
14 YEARS/YOUNGER	45.8	49.9	46.4	50.9	39.3	45.0	39.7	47.5	-	43.8	35.2	46.1	17.4	52.0	51.2	52.3	49.7	44.4	48.0	77.4	68.8
6 YEARS/YOUNGER	1.8	-	-	-	-	6.0	-	8.8	-	4.5	9.4	3.2	-	-	-	-	-	2.0	1.4	10.4	5.8
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	0.6	0.9	4.2	-	-	-	-	-	-	-	-	-	-	1.2	3.8	-	-	0.9	-	-	-
9	1.7	1.7	-	2.2	-	3.2	10.0	-	-	2.8	6.7	1.8	-	1.2	-	1.7	-	0.9	3.0	4.6	-
10	1.1	0.9	-	1.1	-	3.2	10.0	-	-	1.4	-	1.8	-	1.1	3.7	-	-	0.9	1.5	4.5	-
11	3.6	3.6	12.5	1.2	-	6.5	10.0	4.8	-	1.3	6.4	-	2.8	6.0	11.5	3.5	-	5.4	0.6	19.0	-
12	3.3	4.3	-	5.4	-	3.1	9.6	-	-	6.8	6.4	6.9	-	1.2	-	1.7	-	0.8	7.5	-	24.8
13	18.4	19.3	16.6	20.1	39.3	16.7	-	24.6	-	15.1	6.3	17.4	14.6	19.9	13.5	22.8	44.3	12.1	29.2	29.5	32.0
14	15.2	19.2	13.1	20.8	-	6.3	-	9.2	-	11.9	-	15.1	-	21.3	18.7	22.5	5.4	21.3	4.9	9.4	6.3
15 YEARS/OLDER	38.8	35.5	37.6	34.9	38.8	42.3	50.5	38.4	80.6	38.9	39.3	38.8	52.1	36.2	41.2	33.9	50.3	42.5	32.7	4.8	-
15	21.5	20.8	17.4	21.7	15.8	19.6	10.5	24.0	20.7	22.9	6.9	27.1	16.9	20.2	21.0	19.8	35.7	23.0	19.0	4.8	-
16	14.2	10.6	16.3	9.0	22.9	22.7	40.0	14.4	41.0	9.3	26.0	5.0	28.6	16.0	20.2	14.1	14.6	15.2	12.3	-	-
17	2.1	2.5	3.9	2.1	-	-	-	-	18.9	4.0	6.4	3.4	6.5	-	-	-	-	2.5	1.3	-	-
18/OLDER	1.0	1.6	-	2.1	-	-	-	-	-	2.6	-	3.3	-	-	-	-	-	1.7	-	-	-
REFUSED	15.4	14.6	16.0	14.2	22.0	12.7	9.8	14.1	19.4	17.3	25.5	15.1	30.5	11.8	7.5	13.8	-	13.1	19.3	17.8	31.2
Mean	13.93	14.00	13.79	14.05	14.29	13.38	13.46	13.34	15.98	13.71	13.07	13.86	15.02	13.93	13.74	14.03	14.21	14.09	13.62	11.49	12.14



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

	TOTAL		TALK W/PARENT		TALK W/PARENT		TALK W/PARENT		TALK W/PARENT		TALK W/PARENT		EMBARRASSED/									
	LAST FEW MTHS		LAST FEW MTHS		LAST FEW MTHS		LAST FEW MTHS		LAST FEW MTHS		LAST FEW MTHS		AFRAID 2 TALK									
	(9th-12th)	(WHITE)	(AFR. AMER.)	(MALE)	(FEMALE)	W/ PARENTS	(6th-8th)	(9th-12th)	(WHITE)	(AFR. AMER.)	YES	NO	YES	NO								
Total Answering	184	93	52	86	46	18	18	51	36	65	32	96	80	19	18	77	61	64	62	20	15	
14 YEARS/YOUNGER	45.8	36.4	41.5	46.3	53.6	39.0	39.0	33.7	48.0	52.8	48.1	46.8	46.7	88.2	61.9	36.8	42.2	47.1	52.3	44.9	33.7	
6 YEARS/YOUNGER	1.8	-	-	-	-	5.2	5.2	4.7	2.6	-	-	3.4	-	17.7	-	-	-	-	-	9.3	-	
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
8	0.6	1.1	-	1.2	-	-	-	-	-	1.6	-	-	1.3	-	-	-	1.7	-	1.7	-	-	
9	1.7	-	4.0	1.2	2.2	-	5.6	-	5.6	1.6	-	1.1	2.6	-	5.7	1.3	1.7	1.6	1.7	-	6.8	
10	1.1	-	2.0	-	2.2	5.6	-	-	2.8	1.6	-	1.1	1.3	-	5.5	1.3	-	1.6	-	-	6.8	
11	3.6	2.1	0.8	5.0	-	11.3	-	1.9	1.1	8.2	-	4.8	1.4	17.2	6.1	1.8	-	3.4	1.8	10.1	-	
12	3.3	1.0	2.0	-	11.0	5.4	-	1.9	11.1	-	3.4	2.1	3.9	5.5	11.1	1.3	1.7	1.6	5.0	4.8	-	
13	18.4	7.9	28.4	14.6	33.9	5.9	23.0	11.8	19.6	12.4	40.3	18.0	20.8	30.9	33.5	14.9	17.0	21.2	23.6	15.6	13.8	
14	15.2	24.2	4.4	24.3	4.3	5.7	5.2	13.5	5.2	27.4	4.5	16.3	15.5	16.9	-	16.2	20.1	17.7	18.5	5.1	6.3	
15 YEARS/OLDER	38.8	51.6	42.9	40.9	26.5	50.0	44.8	46.5	33.2	39.3	32.0	45.1	31.4	5.9	-	54.6	40.7	45.1	26.3	50.2	40.2	
15	21.5	27.4	25.0	23.1	15.1	17.0	22.5	21.6	22.5	24.1	14.9	26.6	13.7	5.9	-	31.6	17.8	28.9	10.0	20.6	13.4	
16	14.2	19.0	16.2	12.1	11.4	33.0	17.3	15.4	8.2	15.1	17.1	16.6	12.7	-	-	20.5	16.5	14.7	10.0	25.1	26.9	
17	2.1	3.2	1.8	3.5	-	-	5.0	5.8	2.5	-	-	0.9	3.7	-	-	1.2	4.8	-	4.8	4.5	-	
18/OLDER	1.0	2.1	-	2.3	-	-	-	3.8	-	-	-	1.0	1.2	-	-	1.2	1.6	1.5	1.6	-	-	
REFUSED	15.4	12.0	15.6	12.9	19.9	11.0	16.1	19.8	18.8	7.9	19.9	8.1	21.9	5.9	38.1	8.6	17.1	7.8	21.3	4.9	26.1	
Mean	13.93	14.68	14.00	14.27	13.53	13.64	13.76	14.33	13.28	13.93	14.03	13.92	13.96	11.56	11.99	14.51	14.39	14.17	13.91	13.52	13.89	



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

	TOTAL		EMBARRASSED/AFRAID 2 TALK				ALCOHOL USE BY PEOPLE YOUR AGE IS...				ALCOHOL USE BY YOUR AGE (6th-8th)		ALCOHOL USE BY YOUR AGE (9th-12th)		ALCOHOL USE BY YOUR AGE (WHITE)		ALCOHOL USE BY YOUR AGE (AFR. AMER.)		ALCOHOL USE BY YOUR AGE (MALE)		ALCOHOL USE BY YOUR AGE (FEMALE)			
	AFRAID 2 TALK		AFRAID 2 TALK		PROB-LEM		Big Prob.		NOT A PROB.		BIG PROB.		SMALL PROB.		BIG PROB.		SMALL PROB.		BIG PROB.		SMALL PROB.		BIG PROB.	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total Answering	184	40	43	56	37	174	114	61	9	22	13	91	48	78	45	27	8	52	30	62	31			
14 YEARS/YOUNGER	45.8	38.8	39.4	52.5	55.3	45.0	47.5	40.4	58.7	81.9	59.0	39.2	35.6	48.8	46.4	40.5	38.5	42.3	30.7	52.0	49.8			
6 YEARS/YOUNGER	1.8	8.3	-	-	-	1.9	2.9	-	-	14.9	-	-	-	-	-	6.9	-	6.4	-	-	-			
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
8	0.6	-	-	-	2.9	0.6	0.9	-	-	-	-	1.2	-	1.3	-	-	-	-	-	1.7	-			
9	1.7	2.6	2.3	-	2.9	1.8	0.9	3.4	-	-	8.4	1.1	2.1	-	4.6	3.7	-	2.0	3.4	-	3.4			
10	1.1	2.6	-	-	2.8	1.2	1.8	-	-	4.6	-	1.1	-	1.3	-	3.7	-	2.0	-	1.7	-			
11	3.6	1.0	-	7.5	3.1	2.4	3.7	-	26.0	14.4	-	1.1	-	2.8	-	7.5	-	-	-	6.9	-			
12	3.3	5.0	4.7	-	2.9	2.9	3.5	1.7	10.7	13.5	-	1.1	2.2	3.8	2.3	3.6	-	5.6	3.5	1.7	-			
13	18.4	9.8	21.2	23.9	20.4	18.8	17.9	20.6	10.8	25.3	41.8	16.1	15.1	22.6	20.8	7.8	38.5	13.3	17.1	21.8	23.9			
14	15.2	9.7	11.3	21.0	20.5	15.5	15.9	14.7	11.1	9.2	8.9	17.5	16.2	16.9	18.7	7.2	-	13.0	6.7	18.3	22.5			
15 YEARS/OLDER	38.8	46.9	34.7	43.8	27.5	39.9	38.1	43.1	19.7	4.9	-	46.2	54.3	38.5	35.5	41.5	61.5	34.3	53.6	41.4	32.9			
15	21.5	30.0	12.0	24.2	15.8	22.7	21.3	25.2	-	4.9	-	25.4	31.7	23.9	17.7	18.6	25.9	22.8	24.4	20.1	26.0			
16	14.2	12.3	13.6	19.6	11.7	14.4	14.2	14.8	10.1	-	-	17.6	18.7	10.8	13.6	22.9	35.6	5.7	22.9	21.3	7.0			
17	2.1	2.3	6.8	-	-	1.7	1.8	1.5	9.5	-	-	2.2	1.9	2.6	2.1	-	-	3.9	3.1	-	-			
18/OLDER	1.0	2.4	2.2	-	-	1.1	0.8	1.6	-	-	-	1.1	2.0	1.2	2.1	-	-	1.9	3.2	-	-			
REFUSED	15.4	14.3	25.9	3.7	17.2	15.1	14.3	16.5	21.7	13.2	41.0	14.6	10.1	12.7	18.1	18.1	-	23.5	15.7	6.6	17.2			
Mean	13.93	13.52	14.36	14.18	13.53	13.96	13.79	14.30	13.22	11.37	12.58	14.38	14.59	14.07	14.14	13.24	14.59	13.48	14.61	14.00	13.99			



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

	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					PARENTS TALK ALCOHOL AFFECTS ON BRAIN		PARENTS TALK ALC./BRAIN (6th-8th)		PARENTS TALK ALC./BRAIN (9th-12th)		PARENTS TALK ALC./BRAIN (WHITE)		PARENTS TALK ALC./BRAIN (AFR. AMER.)		PARENTS TALK ALC./BRAIN (MEN)		PARENTS TALK ALC./BRAIN (WOMEN)		
	17/ YOUNGER	14/ Younger	15-17	18-20	21+	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
	ER	er																		
Total Answering	184	33	18	15	62	86	108	76	21	18	86	59	75	57	20	16	50	37	58	39
14 YEARS/YOUNGER	45.8	56.8	61.6	50.7	49.3	40.1	43.3	49.2	75.1	72.3	35.4	42.3	48.2	49.7	30.2	49.8	40.3	38.7	45.9	59.2
6 YEARS/YOUNGER	1.8	4.4	7.8	-	1.5	1.1	2.2	1.2	11.1	5.3	-	-	-	-	4.7	5.8	4.7	2.5	-	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	0.6	-	-	-	1.7	-	-	1.4	-	-	-	1.8	-	1.9	-	-	-	-	-	2.7
9	1.7	3.1	5.6	-	1.7	1.2	1.9	1.3	4.9	-	1.2	1.7	1.4	1.8	5.1	-	2.0	2.8	1.8	-
10	1.1	3.1	5.5	-	1.6	-	1.9	-	4.8	-	1.2	-	1.4	-	5.1	-	2.1	-	1.8	-
11	3.6	3.5	6.2	-	4.0	3.6	4.9	1.8	15.5	5.8	2.3	0.7	5.7	-	5.1	6.3	1.9	1.0	7.5	2.6
12	3.3	3.2	5.7	-	4.9	2.2	1.9	5.3	4.8	17.0	1.1	1.8	1.4	7.2	4.9	-	4.0	8.1	-	2.7
13	18.4	19.2	11.5	28.9	19.3	18.0	15.5	22.6	34.1	26.2	10.9	21.5	20.7	22.2	5.3	25.7	13.9	16.5	16.8	28.4
14	15.2	20.3	19.1	21.8	14.7	14.1	15.0	15.5	-	17.9	18.8	14.8	17.7	16.6	-	12.1	11.7	7.8	18.0	22.8
15 YEARS/OLDER	38.8	18.3	16.1	21.1	42.2	43.9	42.2	34.1	5.1	-	51.4	44.3	38.2	32.7	54.8	38.3	45.1	35.4	39.6	32.8
15	21.5	6.1	5.3	7.2	31.4	20.8	22.1	20.7	5.1	-	26.3	27.0	20.5	20.1	20.1	19.4	21.6	22.4	22.5	19.2
16	14.2	9.2	10.8	7.3	10.8	17.5	16.5	10.9	-	-	20.6	14.2	12.5	10.9	34.8	13.3	15.7	8.0	17.2	13.7
17	2.1	-	-	-	-	4.5	2.7	1.2	-	-	3.4	1.5	3.9	-	-	5.6	5.9	2.4	-	-
18/OLDER	1.0	2.9	-	6.6	-	1.1	0.9	1.3	-	-	1.1	1.6	1.3	1.7	-	-	1.9	2.6	-	-
REFUSED	15.4	24.9	22.3	28.3	8.5	16.0	14.5	16.7	19.7	27.7	13.2	13.4	13.6	17.6	14.9	11.9	14.6	25.9	14.4	8.0
Mean	13.93	13.17	12.36	14.27	13.73	14.31	13.98	13.85	11.29	12.34	14.59	14.23	14.11	13.90	13.71	13.68	13.94	13.82	14.02	13.88



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

	DO YOU THINK UNDERAGE/DRNK AFFECTS BRAIN		PARENTS TALK/ HELP STOP		S/R/H ADS TO STOP UNDERAGE DRINKING		HEARD OF TALKITOUT.ORG		
	YES	NO	YES	NO	YES	NO	YES	NO	
Total Answering	184	165	17	156	26	95	87	70	114
14 YEARS/YOUNGER	45.8	43.2	70.5	44.9	50.3	41.6	50.8	33.1	53.6
6 YEARS/YOUNGER	1.8	2.0	-	1.5	3.6	3.5	-	2.0	1.6
7	-	-	-	-	-	-	-	-	-
8	0.6	0.6	-	0.7	-	1.1	-	-	0.9
9	1.7	1.2	6.1	0.7	3.9	2.2	1.2	-	2.7
10	1.1	1.2	-	1.3	-	2.1	-	1.4	0.9
11	3.6	2.6	14.1	3.0	7.6	3.7	3.6	0.6	5.5
12	3.3	3.0	6.2	3.2	4.0	2.1	4.6	2.9	3.5
13	18.4	17.3	31.2	20.4	8.0	10.4	27.4	15.5	20.3
14	15.2	15.1	12.8	14.1	23.1	16.6	14.0	10.6	18.1
15 YEARS/OLDER	38.8	41.4	12.2	40.1	34.6	47.8	29.4	52.9	30.1
15	21.5	23.3	6.1	21.6	22.6	23.8	19.2	26.3	18.6
16	14.2	14.6	6.1	14.7	12.0	19.9	8.1	23.9	8.1
17	2.1	2.3	-	2.5	-	2.1	2.1	1.3	2.6
18/OLDER	1.0	1.2	-	1.2	-	2.0	-	1.4	0.8
REFUSED	15.4	15.4	17.3	15.0	15.2	10.5	19.8	14.0	16.3
Mean	13.93	14.02	12.81	14.03	13.52	13.98	13.86	14.45	13.60

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

	TOTAL	AGE										WHITE		AFRICAN AMER.		MALE		FEMALE		
		14/ YOUN- GER	10	11	12	13	14	15/ OLDER	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER
Total Answering	184	57	1	3	9	13	30	125	41	39	31	15	42	88	11	25	25	60	31	65
14 YEARS/YOUNGER	45.8	69.3	100.0	67.4	67.9	67.6	69.2	35.4	34.2	41.3	31.6	30.7	69.2	39.6	73.3	24.0	60.2	31.2	76.7	39.3
6 YEARS/YOUNGER	1.8	5.8	100.0	30.8	10.4	-	-	-	-	-	-	-	-	-	17.0	-	13.0	-	-	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	0.6	-	-	-	-	-	-	0.8	2.6	-	-	-	-	1.2	-	-	-	-	-	1.6
9	1.7	1.8	-	-	-	8.1	-	1.6	2.5	2.6	-	-	2.5	1.2	-	4.0	-	3.4	3.3	-
10	1.1	1.8	-	-	11.2	-	-	0.8	-	2.6	-	-	-	1.2	9.2	-	-	1.7	3.2	-
11	3.6	7.6	-	36.6	23.8	-	3.4	1.6	-	-	6.4	-	7.8	1.1	9.2	4.0	-	1.6	13.8	1.6
12	3.3	7.1	-	-	-	15.4	6.7	1.6	-	2.5	3.4	-	9.5	1.2	-	3.9	11.6	3.3	3.4	-
13	18.4	30.4	-	-	11.1	36.3	38.0	13.3	10.2	15.9	13.5	14.3	32.0	16.4	28.5	8.3	27.5	10.1	32.7	16.3
14	15.2	14.8	-	-	11.3	7.9	21.0	15.6	18.9	17.8	8.2	16.4	17.5	17.4	9.3	3.7	8.1	11.1	20.3	19.9
15 YEARS/OLDER	38.8	10.3	-	-	-	-	19.3	52.0	50.2	52.5	52.1	55.2	9.2	49.0	17.7	60.4	14.9	52.9	6.6	51.1
15	21.5	7.0	-	-	-	-	13.1	28.1	35.2	39.2	17.7	-	4.8	28.0	17.7	20.7	7.5	28.6	6.6	27.6
16	14.2	3.3	-	-	-	-	6.3	19.3	12.6	10.9	24.7	49.0	4.5	15.5	-	36.1	7.5	14.7	-	23.5
17	2.1	-	-	-	-	-	-	3.1	-	2.4	6.5	6.2	-	3.3	-	3.6	-	6.4	-	-
18/OLDER	1.0	-	-	-	-	-	-	1.5	2.4	-	3.1	-	-	2.2	-	-	-	3.2	-	-
REFUSED	15.4	20.3	-	32.6	32.1	32.4	11.4	12.6	15.6	6.1	16.4	14.0	21.5	11.4	9.0	15.6	24.8	15.9	16.7	9.6
Mean	13.93	12.54	6.00	8.72	10.90	12.41	13.59	14.51	14.37	14.26	14.71	15.19	13.07	14.43	11.67	14.66	12.24	14.53	12.75	14.49



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

	TOTAL	RACE					MALE	FEMALE	GENDER			
		HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE ICAN AMER.	AFR- ICAN AMER.	WHITE ICAN AMER.	AFR- ICAN AMER.	MALE	FEMALE
Total Answering	184	9	132	36	2	3	65	17	66	19	87	97
14 YEARS/YOUNGER	45.8	33.8	48.8	39.0	-	52.2	41.2	33.3	56.4	44.3	39.6	51.3
6 YEARS/YOUNGER	1.8	16.9	-	5.2	-	-	-	10.8	-	-	3.8	-
7	-	-	-	-	-	-	-	-	-	-	-	-
8	0.6	-	0.8	-	-	-	-	-	1.6	-	-	1.1
9	1.7	-	1.6	2.8	-	-	1.6	5.8	1.6	-	2.3	1.1
10	1.1	-	0.8	2.8	-	-	1.6	-	-	5.4	1.2	1.1
11	3.6	-	3.2	5.6	-	-	1.5	-	5.0	10.9	1.6	5.5
12	3.3	-	3.8	2.7	-	-	6.1	5.6	1.6	-	5.7	1.1
13	18.4	-	21.3	14.5	-	18.8	18.5	5.7	24.2	22.6	15.0	21.5
14	15.2	16.9	17.3	5.4	-	33.4	12.0	5.4	22.5	5.4	10.0	19.9
15 YEARS/OLDER	38.8	66.2	35.8	47.4	-	16.7	40.9	44.2	30.8	50.4	41.0	36.9
15	21.5	49.7	20.3	19.8	-	16.7	22.8	16.7	17.9	22.6	22.0	21.1
16	14.2	16.5	11.8	25.1	-	-	10.6	22.2	13.0	27.8	12.4	15.8
17	2.1	-	2.2	2.5	-	-	4.5	5.2	-	-	4.4	-
18/OLDER	1.0	-	1.5	-	-	-	3.0	-	-	-	2.2	-
REFUSED	15.4	-	15.3	13.6	100.0	31.1	17.9	22.5	12.8	5.3	19.4	11.8
Mean	13.93	13.48	14.02	13.70	-	13.97	14.24	13.28	13.82	14.02	13.89	13.96

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7. HOW OFTEN DO THEY DRINK ALCOHOL?

	TOTAL	AREA													
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	
Total Answering	184	54	23	6	25	50	22	28	34	18	16	8	21	16	
AT LEAST ONCE/MONTH	41.8	43.3	43.3	31.0	46.1	43.0	33.8	50.3	37.2	34.5	40.3	36.9	22.8	70.7	
At Least Once/Week	24.8	24.8	20.7	24.3	28.8	28.0	24.8	30.6	15.9	13.3	18.9	36.9	14.2	41.7	
At Least Once/Month	17.0	18.5	22.7	6.7	17.3	15.0	9.0	19.7	21.3	21.2	21.4	-	8.6	29.0	
LESS ONCE/MONTH	33.8	26.3	23.1	-	35.5	36.9	42.8	32.3	33.7	32.7	34.9	39.2	54.3	19.9	
DK/REFUSED	24.3	30.4	33.6	69.0	18.4	20.1	23.4	17.5	29.1	32.8	24.8	23.9	23.0	9.4	
Net Diff.	8.0	17.0	20.3	31.0	10.7	6.1	-9.0	18.0	3.5	1.7	5.5	-2.2	-31.5	50.8	

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7. HOW OFTEN DO THEY DRINK ALCOHOL?

	TOTAL										WHITE				AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
	GRADE																					
	6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO			
Total Answering	184	39	7	11	21	145	41	35	42	27	30	102	7	29	18	69	21	76	144	39		
AT LEAST ONCE/MONTH	41.8	19.7	46.0	9.4	15.6	47.8	20.5	48.5	60.7	67.8	10.8	48.8	43.0	41.9	13.1	50.2	25.4	45.6	50.5	10.8		
At Least Once/Week	24.8	14.2	46.0	-	10.3	27.7	13.0	27.9	38.6	32.4	7.1	29.7	28.3	21.0	13.1	23.8	15.2	31.2	30.2	5.3		
At Least Once/Month	17.0	5.5	-	9.4	5.3	20.1	7.5	20.7	22.0	35.4	3.7	19.0	14.7	20.9	-	26.4	10.2	14.4	20.2	5.5		
LESS ONCE/MONTH	33.8	51.8	15.1	72.0	54.3	29.0	52.4	27.2	19.3	11.2	58.6	28.1	29.1	37.9	49.0	26.8	54.2	31.0	28.0	56.4		
DK/REFUSED	24.3	28.6	38.8	18.5	30.1	23.2	27.2	24.2	20.0	21.0	30.6	23.1	27.9	20.2	37.9	22.9	20.4	23.4	21.5	32.8		
Net Diff.	8.0	-32.1	30.9	-62.6	-38.7	18.8	-31.9	21.3	41.3	56.6	-47.8	20.7	13.9	4.0	-36.0	23.4	-28.8	14.6	22.5	-45.6		

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7. HOW OFTEN DO THEY DRINK ALCOHOL?

	TOTAL		TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total Answering	184	22	17	122	21	104	26	26	10	64	23	80	16	97	79	6	33	91	46	67	58	
AT LEAST ONCE/MONTH	41.8	35.2	-	53.2	19.5	47.7	11.8	53.9	10.8	56.2	4.2	45.9	20.5	59.6	20.4	73.7	9.8	58.7	28.0	55.6	21.8	
At Least Once/Week	24.8	25.4	-	31.1	9.6	29.1	7.8	30.9	-	27.8	4.2	32.2	7.0	38.3	9.4	73.7	3.3	35.9	13.8	35.6	12.9	
At Least Once/Month	17.0	9.8	-	22.1	9.9	18.6	4.0	23.0	10.8	28.4	-	13.7	13.5	21.4	10.9	-	6.5	22.8	14.2	20.0	8.9	
LESS ONCE/MONTH	33.8	36.1	71.6	26.6	44.2	28.6	62.0	31.0	50.2	22.8	55.8	32.2	57.3	22.2	50.4	26.3	56.4	22.0	46.1	24.5	50.0	
DK/REFUSED	24.3	28.6	28.4	20.3	36.3	23.7	26.2	15.1	39.0	21.1	40.0	21.9	22.2	18.1	29.2	-	33.8	19.3	26.0	19.9	28.2	
Net Diff.	8.0	-0.9	-71.6	26.6	-24.7	19.1	-50.2	22.9	-39.3	33.4	-51.6	13.6	-36.8	37.4	-30.1	47.5	-46.7	36.7	-18.1	31.1	-28.3	

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7. HOW OFTEN DO THEY DRINK ALCOHOL?

	TOTAL		THINK IT'S OKAY TO DRINK (AFR. AMER.)		THINK IT'S OKAY TO DRINK (MALE)		THINK IT'S OKAY TO DRINK (FEMALE)		KNOW PEOPLE/ TRIED ALCOHOL ALCOHOL		KNOW PEOPLE/ TRIED ALCOHOL (6th-8th)		KNOW PEOPLE/ TRIED ALCOHOL (9th-12th)		KNOW PEOPLE/ TRIED ALCOHOL (WHITE)		KNOW PEOPLE/ TRIED ALCOHOL (AFR. AMER.)		KNOW PEOPLE/ TRIED ALCOHOL (MALE)		KNOW PEOPLE/ TRIED ALCOHOL (FEMALE)	
	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total Answering	184	18	18	42	42	55	36	184	-	39	-	145	-	132	-	36	-	87	-	97	-	
AT LEAST ONCE/MONTH	41.8	67.0	16.8	61.9	21.4	57.9	19.1	41.8	-	19.7	-	47.8	-	40.1	-	42.1	-	42.5	-	41.3	-	
At Least Once/Week	24.8	44.4	-	34.9	9.8	40.9	8.9	24.8	-	14.2	-	27.7	-	24.6	-	22.4	-	21.6	-	27.7	-	
At Least Once/Month	17.0	22.6	16.8	27.0	11.6	17.0	10.2	17.0	-	5.5	-	20.1	-	15.5	-	19.7	-	20.9	-	13.5	-	
LESS ONCE/MONTH	33.8	22.5	50.3	18.9	43.9	24.8	57.9	33.8	-	51.8	-	29.0	-	35.0	-	36.2	-	31.5	-	36.0	-	
DK/REFUSED	24.3	10.6	32.9	19.2	34.6	17.3	23.0	24.3	-	28.6	-	23.2	-	24.8	-	21.6	-	26.1	-	22.8	-	
Net Diff.	8.0	44.5	-33.5	43.1	-22.5	33.1	-38.8	8.0	-	-32.1	-	18.8	-	5.1	-	5.9	-	11.0	-	5.3	-	

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7. HOW OFTEN DO THEY DRINK ALCOHOL?

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total Answering	184	84	9	75	7	6	34	28	71	40	26	4	2	64	47
AT LEAST ONCE/MONTH	41.8	42.1	68.6	38.7	35.4	33.4	31.4	49.6	52.5	52.7	56.6	-	100.0	39.2	52.2
At Least Once/Week	24.8	31.7	57.9	28.4	35.4	17.4	25.2	32.9	23.8	26.4	25.2	-	-	29.3	26.6
At Least Once/Month	17.0	10.4	10.7	10.4	-	16.1	6.2	16.7	28.7	26.3	31.4	-	100.0	9.9	25.6
LESS ONCE/MONTH	33.8	39.3	10.8	42.9	49.4	32.2	56.0	28.0	33.6	35.6	23.3	100.0	-	43.3	27.9
DK/REFUSED	24.3	18.6	20.6	18.3	15.2	34.4	12.6	22.5	13.8	11.7	20.1	-	-	17.4	19.9
Net Diff.	8.0	2.8	57.8	-4.2	-13.9	1.3	-24.6	21.6	18.9	17.1	33.3	-100.0	100.0	-4.1	24.3

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7. HOW OFTEN DO THEY DRINK ALCOHOL?

	TOTAL		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				
	DRINKING		DRINKING		DRINKING						(6th-8th)				(9th-12th)				
	(AFRICAN AMR)		(MALE)		(FEMALE)														
	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	
Total Answering	184	14	17	35	36	50	36	77	46	31	62	8	6	2	20	69	40	29	42
AT LEAST ONCE/MONTH	41.8	42.8	47.8	40.2	53.7	43.5	51.4	100.0	100.0	100.0	-	100.0	100.0	100.0	-	100.0	100.0	100.0	-
At Least Once/Week	24.8	28.7	17.9	28.4	19.8	34.0	27.9	59.3	100.0	-	-	72.2	100.0	-	-	57.9	100.0	-	-
At Least Once/Month	17.0	14.1	29.9	11.8	33.9	9.4	23.5	40.7	-	100.0	-	27.8	-	100.0	-	42.1	-	100.0	-
LESS ONCE/MONTH	33.8	29.5	52.2	37.4	35.3	40.6	32.0	-	-	-	100.0	-	-	-	100.0	-	-	-	100.0
DK/REFUSED	24.3	27.7	-	22.4	11.0	15.9	16.6	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	8.0	13.3	-4.3	2.8	18.4	2.8	19.5	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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7. HOW OFTEN DO THEY DRINK ALCOHOL?

	OFTEN THEY DRINK ALCOHOL (WHITE)				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				
	LEAST/ONCE/MONTH	Least/Once/A Week	Least/Once/A Month	LESS/ONCE/A MONTH	LEAST/ONCE/MONTH	Least/Once/A Week	Least/Once/A Month	LESS/ONCE/A MONTH	LEAST/ONCE/MONTH	Least/Once/A Week	Least/Once/A Month	LESS/ONCE/A MONTH	LEAST/ONCE/MONTH	Least/Once/A Week	Least/Once/A Month	LESS/ONCE/A MONTH	
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
Total Answering	184	53	32	21	46	15	8	7	13	37	19	18	27	40	27	13	35
AT LEAST ONCE/MONTH	41.8	100.0	100.0	100.0	-	100.0	100.0	100.0	-	100.0	100.0	100.0	-	100.0	100.0	100.0	-
At Least Once/Week	24.8	61.2	100.0	-	-	53.2	100.0	-	-	50.8	100.0	-	-	67.2	100.0	-	-
At Least Once/Month	17.0	38.8	-	100.0	-	46.8	-	100.0	-	49.2	-	100.0	-	32.8	-	100.0	-
LESS ONCE/MONTH	33.8	-	-	-	100.0	-	-	-	100.0	-	-	-	100.0	-	-	-	100.0
DK/REFUSED	24.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	8.0	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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7. HOW OFTEN DO THEY DRINK ALCOHOL?

	PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)				
	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	
Total Answering	184	162	43	119	21	36	10	26	3	126	33	93	18
AT LEAST ONCE/MONTH	41.8	42.4	47.3	40.7	39.1	21.3	24.0	20.2	-	48.5	54.7	46.3	45.5
At Least Once/Week	24.8	26.0	32.1	23.9	16.5	15.4	14.1	15.9	-	29.1	37.8	26.1	19.3
At Least Once/Month	17.0	16.4	15.2	16.8	22.6	5.9	9.9	4.3	-	19.4	16.9	20.3	26.3
LESS ONCE/MONTH	33.8	33.9	33.6	33.9	35.2	50.5	46.5	52.1	67.2	29.1	29.5	28.9	30.0
DK/REFUSED	24.3	23.7	19.1	25.4	25.7	28.2	29.5	27.7	32.8	22.4	15.8	24.7	24.5
Net Diff.	8.0	8.6	13.7	6.7	4.0	-29.2	-22.5	-31.9	-67.2	19.4	25.1	17.4	15.6

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7. HOW OFTEN DO THEY DRINK ALCOHOL?

	PARENTS TALK ABOUT DRINKING ALCOHOL (WHITE)				PARENTS TALK ABOUT DRINKING ALCOHOL (AFRICAN AMERICAN)				PARENTS TALK ABOUT DRINKING ALCOHOL (MALE)				PARENTS TALK ABOUT DRINKING ALCOHOL (FEMALE)				TALK W/PARENT LAST FEW MONTHS		TALK W/PARENT LAST FEW MTHS (6th-8th)		
	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO	
Total Answering	184	119	25	94	13	31	10	21	5	73	15	58	14	89	28	61	7	116	68	23	16
AT LEAST ONCE/MONTH	41.8	41.1	38.0	42.0	31.1	42.2	49.8	38.6	41.4	44.1	48.9	42.8	33.9	41.1	46.5	38.6	49.2	47.6	31.9	29.6	5.8
At Least Once/Week	24.8	25.5	29.9	24.4	15.8	22.7	19.6	24.2	20.7	23.8	29.2	22.4	10.0	27.9	33.7	25.3	29.2	29.2	17.4	20.2	5.8
At Least Once/Month	17.0	15.6	8.1	17.6	15.2	19.5	30.2	14.4	20.7	20.3	19.7	20.5	24.0	13.1	12.8	13.3	20.0	18.5	14.5	9.4	-
LESS ONCE/MONTH	33.8	34.7	41.4	32.9	38.1	35.8	30.1	38.5	39.2	30.8	31.6	30.6	34.9	36.4	34.7	37.1	35.6	31.3	38.1	43.9	62.9
DK/REFUSED	24.3	24.2	20.6	25.1	30.9	22.0	20.1	22.9	19.4	25.1	19.5	26.6	31.1	22.5	18.8	24.2	15.2	21.0	30.0	26.6	31.3
Net Diff.	8.0	6.4	-3.3	9.0	-7.0	6.5	19.8	0.1	2.2	13.3	17.3	12.3	-1.0	4.7	11.8	1.5	13.5	16.3	-6.2	-14.3	-57.1



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7. HOW OFTEN DO THEY DRINK ALCOHOL?

	TOTAL		TALK W/PARENT LAST FEW MTHS (9th-12th)		TALK W/PARENT LAST FEW MTHS (WHITE)		TALK W/PARENT LAST FEW MTHS (AFR. AMER.)		TALK W/PARENT LAST FEW MTHS (MALE)		TALK W/PARENT LAST FEW MTHS (FEMALE)		EMBARRASSED/ AFRAID 2 TALK W/ PARENTS		EMBARRASSED/ AFRAID 2 TALK (6th-8th)		EMBARRASSED/ AFRAID 2 TALK (9th-12th)		EMBARRASSED/ AFRAID 2 TALK (WHITE)		EMBARRASSED/ AFRAID 2 TALK (AFR. AMER.)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total Answering	184	93	52	86	46	18	18	51	36	65	32	96	80	19	18	77	61	64	62	20	15	
AT LEAST ONCE/MONTH	41.8	52.0	40.1	46.2	28.9	50.0	34.2	49.8	32.2	46.0	31.6	41.7	43.8	30.0	11.3	44.5	53.5	38.7	44.0	45.5	33.8	
At Least Once/Week	24.8	31.4	21.0	28.1	18.1	28.0	16.8	28.4	12.0	29.8	23.5	26.8	23.7	24.0	5.7	27.5	29.1	21.0	29.1	35.3	6.6	
At Least Once/Month	17.0	20.7	19.1	18.1	10.8	22.0	17.4	21.4	20.2	16.2	8.0	14.9	20.1	6.0	5.5	17.0	24.4	17.7	14.9	10.2	27.2	
LESS ONCE/MONTH	33.8	28.3	30.3	32.5	39.7	33.7	38.8	26.8	37.9	34.9	38.2	34.1	33.2	42.5	56.0	32.0	26.4	33.9	34.9	39.9	33.7	
DK/REFUSED	24.3	19.7	29.6	21.3	31.4	16.3	27.0	23.4	29.8	19.2	30.2	24.2	23.0	27.5	32.7	23.4	20.1	27.3	21.2	14.6	32.5	
Net Diff.	8.0	23.8	9.9	13.7	-10.8	16.4	-4.6	22.9	-5.7	11.1	-6.7	7.6	10.6	-12.5	-44.7	12.5	27.0	4.8	9.1	5.6	0.1	



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7. HOW OFTEN DO THEY DRINK ALCOHOL?

	TOTAL		EMBARRASSED/		ALCOHOL USE BY PEOPLE				ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		
	AFR AID 2 TALK		AFR AID 2 TALK		YOUR AGE IS...				BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE		
	(MALE)		(FEMALE)		PROB-		Big		Small		NOT A		BIG		SMALL		BIG		SMALL		
	YES	NO	YES	NO	LEM	Prob.	Prob.	PROB.	PROB.	PROB.	SMALL	BIG	SMALL								
Total Answering	184	40	43	56	37	174	114	61	9	22	13	91	48	78	45	27	8	52	30	62	31
AT LEAST ONCE/MONTH	41.8	44.1	40.3	40.0	47.9	42.7	42.0	44.0	25.4	19.8	26.0	47.5	48.7	37.4	47.6	48.9	24.0	37.4	54.3	46.0	34.0
At Least Once/Week	24.8	26.9	16.3	26.7	32.4	25.4	25.5	25.2	14.3	15.2	17.1	28.0	27.4	21.8	31.6	26.1	12.7	14.2	33.6	35.0	17.2
At Least Once/Month	17.0	17.2	24.0	13.2	15.5	17.3	16.6	18.8	11.1	4.6	8.9	19.5	21.3	15.6	15.9	22.9	11.2	23.1	20.7	11.0	16.9
LESS ONCE/MONTH	33.8	29.3	31.8	37.5	34.9	33.3	28.2	42.9	42.9	43.7	58.1	24.4	38.9	32.5	38.8	22.3	76.0	32.0	29.5	25.0	55.8
DK/REFUSED	24.3	26.6	27.9	22.5	17.1	23.9	29.8	13.1	31.7	36.5	15.9	28.1	12.4	30.1	13.6	28.8	-	30.6	16.2	29.0	10.1
Net Diff.	8.0	14.8	8.5	2.5	13.0	9.4	13.8	1.1	-17.5	-23.9	-32.1	23.1	9.8	4.9	8.7	26.6	-52.0	5.3	24.8	21.0	-21.8

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7. HOW OFTEN DO THEY DRINK ALCOHOL?

	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					PARENTS TALK ALCOHOL AFFECTS ON BRAIN		PARENTS TALK ALC./BRAIN (6th-8th)		PARENTS TALK ALC./BRAIN (9th-12th)		PARENTS TALK ALC./BRAIN (WHITE)		PARENTS TALK ALC./BRAIN (AFR. AMER.)		PARENTS TALK ALC./BRAIN (MEN)		PARENTS TALK ALC./BRAIN (WOMEN)		
	17/	14/	15-17	18-20	21+	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
	YOUNG- ER	Young er																		
Total Answering	184	33	18	15	62	86	108	76	21	18	86	59	75	57	20	16	50	37	58	39
AT LEAST ONCE/MONTH	41.8	52.4	60.1	42.7	43.9	37.3	39.2	45.5	21.5	17.4	43.6	54.0	34.6	47.4	45.2	38.4	36.4	50.7	41.7	40.6
At Least Once/Week	24.8	36.6	48.9	21.2	27.4	19.0	23.8	26.2	16.8	11.1	25.6	30.8	22.3	27.5	20.3	25.1	20.8	22.7	26.5	29.6
At Least Once/Month	17.0	15.8	11.3	21.4	16.5	18.3	15.4	19.3	4.8	6.3	18.0	23.2	12.3	19.9	24.9	13.3	15.6	28.0	15.2	11.0
LESS ONCE/MONTH	33.8	32.0	29.0	35.7	28.6	39.1	35.1	32.0	49.8	54.2	31.5	25.3	39.7	28.9	30.0	43.9	35.3	26.3	35.0	37.4
DK/REFUSED	24.3	15.6	10.8	21.7	27.5	23.6	25.7	22.5	28.7	28.4	24.9	20.7	25.7	23.7	24.9	17.7	28.3	23.0	23.3	22.0
Net Diff.	8.0	20.4	31.1	7.0	15.3	-1.8	4.1	13.5	-28.2	-36.8	12.1	28.6	-5.0	18.5	15.2	-5.6	1.1	24.5	6.8	3.1

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7. HOW OFTEN DO THEY DRINK ALCOHOL?

	DO YOU THINK UNDERAGE/DRNK AFFECTS BRAIN		PARENTS TALK/ HELP STOP		S/R/H ADS TO STOP UNDERAGE DRINKING		HEARD OF TALKITOUT.ORG		
	YES	NO	YES	NO	YES	NO	YES	NO	
Total Answering	184	165	17	156	26	95	87	70	114
AT LEAST ONCE/MONTH	41.8	38.9	64.2	38.4	57.7	48.1	35.4	54.1	34.3
At Least Once/Week	24.8	22.5	45.2	20.8	46.9	29.9	19.6	29.7	21.8
At Least Once/Month	17.0	16.4	19.1	17.6	10.9	18.3	15.8	24.4	12.5
LESS ONCE/MONTH	33.8	35.8	18.0	37.4	15.4	32.5	35.7	27.6	37.6
DK/REFUSED	24.3	25.3	17.8	24.2	26.9	19.4	28.9	18.3	28.1
Net Diff.	8.0	3.0	46.3	1.0	42.3	15.7	-0.3	26.5	-3.4



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7. HOW OFTEN DO THEY DRINK ALCOHOL?

	TOTAL	AGE										WHITE		AFRICAN AMER.		MALE		FEMALE		
		14/ YOUN- GER	10	11	12	13	14	15/ OLDER	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER
Total Answering	184	57	1	3	9	13	30	125	41	39	31	15	42	88	11	25	25	60	31	65
AT LEAST ONCE/MONTH	41.8	22.7	100.0	-	32.9	8.1	24.5	50.1	29.3	56.2	58.6	73.4	20.0	49.1	27.0	48.7	21.2	50.2	23.8	50.0
At Least Once/Week	24.8	15.3	100.0	-	21.6	8.1	14.0	28.4	18.0	31.5	38.3	28.2	12.5	29.6	17.8	24.5	17.2	21.7	13.7	34.7
At Least Once/Month	17.0	7.4	-	-	11.2	-	10.5	21.6	11.2	24.7	20.3	45.2	7.5	19.6	9.2	24.3	4.0	28.5	10.1	15.3
LESS ONCE/MONTH	33.8	51.7	-	36.6	56.8	52.6	53.8	26.2	44.6	19.4	16.7	13.1	53.6	26.5	55.5	27.8	46.2	26.0	56.2	26.4
DK/REFUSED	24.3	25.6	-	63.4	10.3	39.3	21.7	23.7	26.1	24.4	24.6	13.5	26.4	24.4	17.5	23.4	32.6	23.9	20.0	23.6
Net Diff.	8.0	-29.0	100.0	-36.6	-24.0	-44.5	-29.3	23.9	-15.4	36.8	41.9	60.4	-33.6	22.6	-28.5	20.9	-24.9	24.2	-32.4	23.6



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7. HOW OFTEN DO THEY DRINK ALCOHOL?

	TOTAL	RACE					MALE	FEMALE			GENDER	
		HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total Answering	184	9	132	36	2	3	65	17	66	19	87	97
AT LEAST ONCE/MONTH	41.8	83.1	40.1	42.1	-	16.9	42.9	33.3	37.3	50.3	42.5	41.3
At Least Once/Week	24.8	50.3	24.6	22.4	-	16.9	21.5	16.8	27.6	27.6	21.6	27.7
At Least Once/Month	17.0	32.8	15.5	19.7	-	-	21.4	16.5	9.8	22.6	20.9	13.5
LESS ONCE/MONTH	33.8	16.9	35.0	36.2	-	52.0	33.1	33.3	37.0	39.0	31.5	36.0
DK/REFUSED	24.3	-	24.8	21.6	100.0	31.1	24.0	33.4	25.7	10.7	26.1	22.8
Net Diff.	8.0	66.2	5.1	5.9	-	-35.2	9.8	0.1	0.4	11.3	11.0	5.3



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

	TOTAL	AREA													
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	
Total	300	96	39	11	46	85	36	49	52	26	26	12	34	21	
TALK	83.8	92.9	96.2	79.0	93.5	76.7	79.6	74.6	75.7	76.9	74.4	91.3	83.4	87.4	
A Lot	19.9	22.9	22.2	30.5	21.6	22.8	17.5	26.6	9.5	7.8	11.2	33.9	11.4	26.7	
Sometimes	63.9	70.0	74.0	48.5	71.9	54.0	62.2	48.0	66.2	69.1	63.3	57.4	72.1	60.7	
NEVER	15.5	7.1	3.8	21.0	6.5	22.1	20.4	23.4	22.5	19.4	25.6	8.7	16.6	12.6	
DK/REFUSED	0.7	-	-	-	-	1.2	-	2.0	1.9	3.7	-	-	-	-	
Net Diff.	68.3	85.8	92.3	58.0	86.9	54.6	59.2	51.2	53.2	57.5	48.9	82.5	66.9	74.7	



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

	TOTAL	GRADE										WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO	
Total	300	121	36	33	52	179	57	42	48	32	87	118	22	39	62	91	60	87	166	133	
TALK	83.8	82.8	87.9	73.1	85.5	84.5	85.4	87.2	80.7	85.1	81.6	87.0	83.1	85.4	80.7	79.8	85.0	89.4	87.0	79.7	
A Lot	19.9	16.5	12.5	17.8	18.6	22.2	18.6	28.4	20.9	22.5	15.3	19.4	13.0	28.2	19.6	17.3	13.4	27.4	24.4	14.5	
Sometimes	63.9	66.3	75.4	55.3	66.9	62.3	66.7	58.8	59.8	62.6	66.3	67.5	70.1	57.2	61.1	62.6	71.6	62.0	62.5	65.3	
NEVER	15.5	17.2	12.1	26.9	14.5	14.4	11.2	12.8	19.3	14.9	18.4	12.2	16.9	14.6	19.3	19.1	15.0	9.5	13.0	18.8	
DK/REFUSED	0.7	-	-	-	-	1.1	3.4	-	-	-	-	0.8	-	-	-	1.1	-	1.1	-	1.5	
Net Diff.	68.3	65.6	75.8	46.2	71.0	70.1	74.1	74.5	61.4	70.1	63.2	74.8	66.3	70.8	61.4	60.7	69.9	79.8	73.9	60.9	

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

	TOTAL		TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total	300	32	89	134	44	116	89	32	30	78	75	88	58	120	163	17	98	103	65	80	117	
TALK	83.8	87.5	81.1	86.8	77.1	88.5	79.6	87.9	81.0	82.9	77.3	90.6	82.9	86.2	83.0	83.2	84.0	86.7	81.3	89.6	81.0	
A Lot	19.9	29.3	11.9	23.2	19.6	19.0	16.2	31.2	13.4	21.2	15.0	27.2	13.8	23.5	17.4	25.0	16.0	23.3	19.6	15.9	17.6	
Sometimes	63.9	58.3	69.2	63.6	57.5	69.5	63.4	56.6	67.6	61.7	62.3	63.3	69.1	62.7	65.5	58.2	68.1	63.4	61.8	73.7	63.4	
NEVER	15.5	12.5	18.9	13.2	18.5	11.5	19.3	12.1	19.0	17.1	21.4	9.4	15.5	13.8	16.4	16.8	16.0	13.3	17.2	10.4	18.2	
DK/REFUSED	0.7	-	-	-	4.4	-	1.1	-	-	-	1.3	-	1.7	-	0.6	-	-	-	1.5	-	0.8	
Net Diff.	68.3	75.1	62.1	73.6	58.6	76.9	60.4	75.7	62.0	65.8	55.9	81.1	67.4	72.4	66.5	66.5	68.1	73.4	64.1	79.3	62.8	



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

	TOTAL		THINK IT'S OKAY TO DRINK (AFR. AMER.)		THINK IT'S OKAY TO DRINK (MALE)		THINK IT'S OKAY TO DRINK (FEMALE)		KNOW PEOPLE/ TRIED ALCOHOL		KNOW PEOPLE/ TRIED ALCOHOL (6th-8th)		KNOW PEOPLE/ TRIED ALCOHOL (9th-12th)		KNOW PEOPLE/ TRIED ALCOHOL (WHITE)		KNOW PEOPLE/ TRIED ALCOHOL (AFR. AMER.)		KNOW PEOPLE/ TRIED ALCOHOL (MALE)		KNOW PEOPLE/ TRIED ALCOHOL (FEMALE)	
	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	26	30	57	89	64	74	184	115	39	81	145	34	132	74	36	24	87	66	97	49	
TALK	83.8	84.9	87.4	81.6	80.7	90.3	85.6	88.0	76.9	92.4	78.0	86.8	74.5	89.9	75.4	86.7	80.8	84.1	74.9	91.5	79.6	
A Lot	19.9	26.9	23.4	18.9	18.2	27.7	16.5	23.3	14.7	26.2	12.1	22.5	21.1	18.9	15.4	28.0	15.6	17.4	19.2	28.5	8.8	
Sometimes	63.9	58.0	64.0	62.7	62.5	62.7	69.1	64.7	62.2	66.2	65.9	64.4	53.4	71.0	60.0	58.7	65.1	66.7	55.7	63.0	70.8	
NEVER	15.5	15.1	12.6	18.4	18.2	9.7	14.4	11.5	22.2	7.6	22.0	12.5	22.6	10.1	23.3	13.3	19.2	15.9	23.6	7.5	20.4	
DK/REFUSED	0.7	-	-	-	1.1	-	-	0.5	0.8	-	-	0.7	2.9	-	1.3	-	-	-	1.5	1.0	-	
Net Diff.	68.3	69.8	74.9	63.1	62.6	80.7	71.2	76.6	54.7	84.8	55.9	74.3	51.9	79.8	52.1	73.5	61.5	68.2	51.3	84.1	59.2	



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

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total	300	84	9	75	7	6	34	28	71	40	26	4	2	64	47
TALK	83.8	92.9	100.0	92.0	94.2	100.0	84.6	98.6	84.8	87.6	80.8	76.6	100.0	91.9	89.1
A Lot	19.9	23.2	47.6	20.1	62.0	16.1	13.8	18.4	24.3	17.3	36.6	25.0	-	18.0	19.9
Sometimes	63.9	69.7	52.4	71.9	32.2	83.9	70.8	80.2	60.5	70.3	44.2	51.5	100.0	73.9	69.2
NEVER	15.5	7.1	-	8.0	5.8	-	15.4	1.4	15.2	12.4	19.2	23.4	-	8.1	10.9
DK/REFUSED	0.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	68.3	85.7	100.0	83.9	88.4	100.0	69.2	97.2	69.6	75.1	61.5	53.1	100.0	83.8	78.2

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

	TOTAL		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				
	DRINKING		DRINKING		DRINKING						(6th-8th)				(9th-12th)				
	(AFRICAN AMR)		(MALE)		(FEMALE)														
	14/	15/	14/	15/	14/	15/	LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	
	YOUN-	OVER	YOUN-	OVER	YOUN-	OVER	ONCE/A	Once/A	Once/A	ONCE/A	ONCE/A	Once/A	Once/A	ONCE/A	ONCE/A	Once/A	Once/A	ONCE/A	
	GER		GER		GER		MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	
Total	300	14	17	35	36	50	36	77	46	31	62	8	6	2	20	69	40	29	42
TALK	83.8	100.0	77.4	93.0	79.8	92.8	89.8	89.3	92.4	84.8	88.1	100.0	100.0	100.0	90.2	88.1	91.3	83.7	87.1
A Lot	19.9	28.5	29.9	15.5	16.7	28.5	31.9	26.3	30.1	20.8	23.1	32.0	26.0	47.7	23.5	25.7	30.7	18.9	22.9
Sometimes	63.9	71.5	47.6	77.5	63.1	64.2	57.9	62.9	62.3	64.0	65.0	68.0	74.0	52.3	66.6	62.4	60.6	64.8	64.2
NEVER	15.5	-	22.6	7.0	20.2	7.2	10.2	10.7	7.6	15.2	11.9	-	-	-	9.8	11.9	8.7	16.3	12.9
DK/REFUSED	0.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	68.3	100.0	54.9	86.1	59.7	85.5	79.7	78.6	84.7	69.6	76.2	100.0	100.0	100.0	80.3	76.2	82.6	67.4	74.2



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

	TOTAL	OFTEN THEY DRINK ALCOHOL (WHITE)				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)			
		LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH
Total	300	53	32	21	46	15	8	7	13	37	19	18	27	40	27	13	35
TALK	83.8	92.2	93.5	90.1	89.0	87.0	87.8	86.1	85.6	87.3	92.7	81.8	82.4	91.1	92.1	89.0	92.6
A Lot	19.9	18.0	23.1	9.9	22.4	33.2	24.5	43.0	23.3	20.1	23.6	16.4	17.5	32.1	34.7	27.0	27.5
Sometimes	63.9	74.2	70.4	80.3	66.7	53.8	63.2	43.0	62.4	67.2	69.1	65.4	64.8	59.0	57.5	62.0	65.1
NEVER	15.5	7.8	6.5	9.9	11.0	13.0	12.2	13.9	14.4	12.7	7.3	18.2	17.6	8.9	7.9	11.0	7.4
DK/REFUSED	0.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	68.3	84.4	87.0	80.3	78.1	73.9	75.5	72.1	71.3	74.7	85.3	63.6	64.7	82.2	84.3	77.9	85.2



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

	PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)				
	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	
Total	300	251	60	192	47	100	20	80	21	151	40	111	26
TALK	83.8	100.0	100.0	100.0	-	100.0	100.0	100.0	-	100.0	100.0	100.0	-
A Lot	19.9	23.8	100.0	-	-	20.0	100.0	-	-	26.3	100.0	-	-
Sometimes	63.9	76.2	-	100.0	-	80.0	-	100.0	-	73.7	-	100.0	-
NEVER	15.5	-	-	-	100.0	-	-	-	100.0	-	-	-	100.0
DK/REFUSED	0.7	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	68.3	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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8. WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL A LOT, SOMETIMES OR NEVER?

	PARENTS TALK ABOUT DRINKING ALCOHOL (WHITE)				PARENTS TALK ABOUT DRINKING ALCOHOL (AFRICAN AMERICAN)				PARENTS TALK ABOUT DRINKING ALCOHOL (MALE)				PARENTS TALK ABOUT DRINKING ALCOHOL (FEMALE)				TALK W/PARENT LAST FEW MONTHS		TALK W/PARENT LAST FEW MTHS (6th-8th)		
	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO	
Total	300	174	36	138	31	52	14	38	9	123	28	95	29	129	32	97	17	174	126	58	63
TALK	83.8	100.0	100.0	100.0	-	100.0	100.0	100.0	-	100.0	100.0	100.0	-	100.0	100.0	100.0	-	92.2	72.8	88.3	77.8
A Lot	19.9	20.9	100.0	-	-	26.8	100.0	-	-	22.7	100.0	-	-	24.8	100.0	-	-	29.3	7.1	24.6	9.2
Sometimes	63.9	79.1	-	100.0	-	73.2	-	100.0	-	77.3	-	100.0	-	75.2	-	100.0	-	62.9	65.7	63.7	68.6
NEVER	15.5	-	-	-	100.0	-	-	-	100.0	-	-	-	100.0	-	-	-	100.0	7.2	26.4	11.7	22.2
DK/REFUSED	0.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.6	0.8	-	-
Net Diff.	68.3	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	85.0	46.4	76.6	55.6



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

	TOTAL		TALK W/PARENT LAST FEW MTHS (9th-12th)		TALK W/PARENT LAST FEW MTHS (WHITE)		TALK W/PARENT LAST FEW MTHS (AFR. AMER.)		TALK W/PARENT LAST FEW MTHS (MALE)		TALK W/PARENT LAST FEW MTHS (FEMALE)		EMBARRASSED/ AFRAID 2 TALK W/ PARENTS		EMBARRASSED/ AFRAID 2 TALK (6th-8th)		EMBARRASSED/ AFRAID 2 TALK (9th-12th)		EMBARRASSED/ AFRAID 2 TALK (WHITE)		EMBARRASSED/ AFRAID 2 TALK (AFR. AMER.)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	116	62	118	88	33	29	86	66	88	59	147	139	54	61	94	78	96	100	31	28	
TALK	83.8	94.1	67.7	94.0	72.1	88.4	80.3	89.6	69.0	94.7	77.0	85.4	83.6	82.4	84.5	87.2	82.9	87.1	81.9	84.8	89.9	
A Lot	19.9	31.6	4.9	26.4	6.0	36.8	6.7	24.6	10.2	33.9	3.6	21.1	19.7	11.9	21.7	26.4	18.0	16.3	19.7	25.7	21.7	
Sometimes	63.9	62.5	62.8	67.7	66.1	51.6	73.5	65.0	58.9	60.8	73.4	64.3	63.9	70.5	62.7	60.8	64.8	70.8	62.3	59.0	68.2	
NEVER	15.5	5.0	30.8	5.1	27.9	11.6	19.7	9.2	31.0	5.3	21.3	14.6	15.7	17.6	15.5	12.8	15.9	12.9	17.1	15.2	10.1	
DK/REFUSED	0.7	0.8	1.6	0.8	-	-	-	1.1	-	-	1.7	-	0.7	-	-	-	1.3	-	1.0	-	-	
Net Diff.	68.3	89.1	36.9	88.9	44.2	76.8	60.5	80.4	38.1	89.4	55.7	70.9	67.8	64.8	69.0	74.3	67.0	74.2	64.9	69.5	79.8	



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

	TOTAL		EMBARRASSED/AFRAID 2 TALK (MALE)		EMBARRASSED/AFRAID 2 TALK (FEMALE)		ALCOHOL USE BY PEOPLE YOUR AGE IS...				ALCOHOL USE BY YOUR AGE (6th-8th)		ALCOHOL USE BY YOUR AGE (9th-12th)		ALCOHOL USE BY YOUR AGE (WHITE)		ALCOHOL USE BY YOUR AGE (AFR. AMER.)		ALCOHOL USE BY YOUR AGE (MALE)		ALCOHOL USE BY YOUR AGE (FEMALE)	
	YES	NO	YES	NO	YES	NO	PROB-LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.
Total	300	69	77	78	62	272	177	96	27	66	35	110	60	118	69	38	16	86	53	90	43	
TALK	83.8	80.3	81.4	90.0	86.3	83.9	86.0	80.1	86.0	84.6	77.5	86.9	81.6	85.4	82.5	89.9	76.0	83.5	74.7	88.5	86.7	
A Lot	19.9	19.6	16.7	22.5	23.3	20.4	24.6	12.8	15.5	19.1	11.7	27.9	13.4	21.0	12.2	29.0	12.3	23.0	11.3	26.0	14.6	
Sometimes	63.9	60.7	64.7	67.5	62.9	63.5	61.5	67.3	70.4	65.5	65.8	59.1	68.2	64.3	70.3	60.9	63.8	60.4	63.4	62.5	72.1	
NEVER	15.5	19.7	17.3	10.0	13.7	15.7	14.0	18.9	10.4	15.4	22.5	13.1	16.8	14.6	17.5	10.1	24.0	16.5	25.3	11.5	11.0	
DK/REFUSED	0.7	-	1.3	-	-	0.4	-	1.0	3.7	-	-	-	1.6	-	-	-	-	-	-	-	2.3	
Net Diff.	68.3	60.7	64.1	79.9	72.5	68.2	72.1	61.2	75.6	69.1	55.0	73.9	64.8	70.8	64.9	79.8	52.1	67.0	49.4	77.0	75.6	



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

TOTAL	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					PARENTS TALK ALCOHOL AFFECTS ON BRAIN		PARENTS TALK ALC./BRAIN (6th-8th)		PARENTS TALK ALC./BRAIN (9th-12th)		PARENTS TALK ALC./BRAIN (WHITE)		PARENTS TALK ALC./BRAIN (AFR. AMER.)		PARENTS TALK ALC./BRAIN (MEN)		PARENTS TALK ALC./BRAIN (WOMEN)		
	17/	14/	15-17	18-20	21+	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
	YOUNG- ER	Young er																		
Total	300	46	24	22	107	143	184	115	78	42	106	73	122	83	38	23	96	57	88	58
TALK	83.8	81.8	87.9	75.0	85.5	83.4	88.3	76.5	86.0	76.4	89.9	76.6	90.8	75.8	84.9	84.1	87.5	67.8	89.0	85.1
A Lot	19.9	14.7	28.1	-	21.5	20.4	29.0	5.5	23.7	3.5	32.9	6.7	25.4	6.4	36.3	-	28.0	1.6	30.1	9.3
Sometimes	63.9	67.0	59.8	75.0	64.0	63.0	59.2	71.0	62.2	72.9	57.1	69.9	65.4	69.4	48.6	84.1	59.5	66.1	59.0	75.8
NEVER	15.5	16.1	12.1	20.6	14.5	16.6	11.2	22.6	14.0	23.6	9.2	22.1	9.2	23.1	15.1	15.9	12.5	30.5	9.8	14.9
DK/REFUSED	0.7	2.1	-	4.4	-	-	0.5	0.8	-	-	0.9	1.3	-	1.2	-	-	-	1.7	1.1	-
Net Diff.	68.3	65.6	75.8	54.4	71.0	66.7	77.0	53.9	72.0	52.9	80.8	54.4	81.6	52.7	69.7	68.2	75.1	37.2	79.2	70.3



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

	DO YOU THINK UNDERAGE/DRNK AFFECTS BRAIN		PARENTS TALK/HURTS BRAIN/HELP STOP		S/R/H ADS TO STOP UNDERAGE DRINKING		HEARD OF TALKITOUT.ORG		
	YES	NO	YES	NO	YES	NO	YES	NO	
Total	300	274	24	263	33	161	136	103	197
TALK	83.8	84.5	78.0	85.1	74.6	90.7	76.7	87.9	81.7
A Lot	19.9	21.1	8.4	21.0	13.7	22.0	17.9	23.3	18.2
Sometimes	63.9	63.4	69.6	64.2	60.9	68.7	58.8	64.6	63.5
NEVER	15.5	15.2	17.9	14.5	22.5	9.3	22.5	11.2	17.8
DK/REFUSED	0.7	0.4	4.1	0.4	2.9	-	0.7	0.9	0.5
Net Diff.	68.3	69.3	60.2	70.6	52.1	81.5	54.2	76.7	63.8



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

	TOTAL	AGE											WHITE		AFRICAN AMER.		MALE		FEMALE	
		10	11	12	13	14	15/	15	16	17	18/	14/	15/	14/	15/	14/	15/	14/	15/	
	14/ YOUN- GER						OLDER				OLDER	YOUN- GER	OLDER	YOUN- GER	OLDER	YOUN- GER	OLDER	YOUN- GER	OLDER	
Total	300	146	1	18	35	40	52	151	50	48	38	15	102	103	28	34	74	77	73	74
TALK	83.8	84.1	100.0	94.8	76.0	77.9	90.2	83.5	84.8	91.7	78.5	66.0	83.2	86.1	89.8	80.3	83.3	77.1	84.9	90.2
A Lot	19.9	17.9	100.0	17.4	11.2	21.1	17.9	22.2	18.4	24.4	25.5	19.2	18.2	17.3	14.1	29.6	20.3	16.6	15.5	28.0
Sometimes	63.9	66.2	-	77.4	64.8	56.8	72.4	61.3	66.3	67.3	53.0	46.8	64.9	68.8	75.7	50.7	63.0	60.5	69.4	62.2
NEVER	15.5	15.2	-	5.2	24.0	22.1	7.9	15.8	15.2	8.3	18.9	34.0	16.8	13.0	10.2	19.7	16.7	21.6	13.8	9.8
DK/REFUSED	0.7	0.7	-	-	-	-	1.9	0.6	-	-	2.6	-	-	0.9	-	-	-	1.3	1.4	-
Net Diff.	68.3	68.8	100.0	89.5	52.0	55.8	82.4	67.7	69.5	83.5	59.6	32.0	66.4	73.1	79.6	60.6	66.6	55.5	71.1	80.3



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

	TOTAL	RACE					MALE	FEMALE			GENDER	
		HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total	300	20	206	61	4	5	106	36	100	26	153	147
TALK	83.8	86.1	84.7	84.6	51.8	64.0	84.4	76.1	85.0	96.2	80.2	87.6
A Lot	19.9	35.7	17.7	22.7	25.2	27.1	15.9	21.9	19.5	23.7	18.2	21.7
Sometimes	63.9	50.4	67.0	61.9	26.6	36.9	68.5	54.2	65.5	72.5	62.0	65.9
NEVER	15.5	13.9	14.8	15.4	23.0	36.0	14.7	23.9	15.0	3.8	19.2	11.7
DK/REFUSED	0.7	-	0.5	-	25.2	-	0.9	-	-	-	0.6	0.7
Net Diff.	68.3	72.3	69.9	69.1	28.8	28.1	69.7	52.2	70.1	92.4	61.0	75.8

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

	TOTAL	AREA													
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	
Total	300	96	39	11	46	85	36	49	52	26	26	12	34	21	
YES	57.9	54.7	46.2	78.7	56.1	61.7	61.6	61.9	52.3	34.1	70.4	74.6	55.6	64.7	
NO	41.8	45.3	53.8	21.3	43.9	38.3	38.4	38.1	46.0	65.9	26.2	25.4	44.4	35.3	
DK/REFUSED	0.3	-	-	-	-	-	-	-	1.7	-	3.5	-	-	-	
Net Diff.	16.0	9.3	-7.6	57.4	12.2	23.5	23.1	23.7	6.2	-31.8	44.2	49.1	11.1	29.5	



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

	TOTAL	GRADE										WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO	
Total	300	121	36	33	52	179	57	42	48	32	87	118	22	39	62	91	60	87	166	133	
YES	57.9	47.6	49.4	52.9	42.9	64.8	75.9	71.3	46.8	63.7	43.6	67.7	51.8	53.8	44.3	63.9	51.0	65.7	63.3	50.7	
NO	41.8	52.4	50.6	47.1	57.1	34.7	24.1	28.7	53.2	33.5	56.4	32.3	48.2	46.2	55.7	35.1	49.0	34.3	36.7	48.6	
DK/REFUSED	0.3	-	-	-	-	0.5	-	-	-	2.8	-	-	-	-	-	1.0	-	-	-	0.7	
Net Diff.	16.0	-4.8	-1.2	5.7	-14.1	30.1	51.7	42.5	-6.4	30.2	-12.8	35.3	3.7	7.5	-11.4	28.9	2.0	31.3	26.7	2.0	



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

	TOTAL		TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total	300	32	89	134	44	116	89	32	30	78	75	88	58	120	163	17	98	103	65	80	117	
YES	57.9	55.0	44.9	65.4	62.3	64.3	47.9	55.7	50.2	60.5	51.4	65.9	49.7	61.8	55.1	58.2	46.0	62.4	68.8	63.5	52.6	
NO	41.8	45.0	55.1	34.6	35.7	35.7	52.1	44.3	49.8	39.5	47.4	34.1	50.3	38.2	44.3	41.8	54.0	37.6	29.8	36.5	47.4	
DK/REFUSED	0.3	-	-	-	2.0	-	-	-	-	-	1.2	-	-	-	0.6	-	-	-	1.4	-	-	
Net Diff.	16.0	10.0	-10.2	30.7	26.6	28.7	-4.1	11.4	0.4	21.0	4.0	31.7	-0.5	23.5	10.8	16.5	-8.0	24.7	39.0	27.0	5.1	



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

	TOTAL		THINK IT'S OKAY TO DRINK (AFR. AMER.)		THINK IT'S OKAY TO DRINK (MALE)		THINK IT'S OKAY TO DRINK (FEMALE)		KNOW PEOPLE/ TRIED ALCOHOL (ALCOHOL)		KNOW PEOPLE/ TRIED ALCOHOL (6th-8th)		KNOW PEOPLE/ TRIED ALCOHOL (9th-12th)		KNOW PEOPLE/ TRIED ALCOHOL (WHITE)		KNOW PEOPLE/ TRIED ALCOHOL (AFR. AMER.)		KNOW PEOPLE/ TRIED ALCOHOL (MALE)		KNOW PEOPLE/ TRIED ALCOHOL (FEMALE)	
	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	26	30	57	89	64	74	184	115	39	81	145	34	132	74	36	24	87	66	97	49	
YES	57.9	50.4	55.9	52.6	58.8	69.9	50.7	63.1	49.1	58.3	41.8	64.3	66.7	64.9	44.1	50.0	55.7	58.4	52.9	67.3	44.1	
NO	41.8	49.6	44.1	47.4	40.2	30.1	49.3	36.9	50.1	41.7	58.2	35.7	30.7	35.1	55.9	50.0	44.3	41.6	45.7	32.7	55.9	
DK/REFUSED	0.3	-	-	-	1.0	-	-	-	0.8	-	-	-	2.6	-	-	-	-	-	1.4	-	-	
Net Diff.	16.0	0.8	11.8	5.2	18.6	39.8	1.5	26.1	-0.9	16.7	-16.4	28.7	36.0	29.8	-11.9	-0.1	11.5	16.8	7.2	34.5	-11.8	

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

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total	300	84	9	75	7	6	34	28	71	40	26	4	2	64	47
YES	57.9	61.2	57.8	61.7	94.2	16.1	41.5	88.2	68.9	67.4	67.9	76.6	100.0	61.5	74.1
NO	41.8	38.8	42.2	38.3	5.8	83.9	58.5	11.8	31.1	32.6	32.1	23.4	-	38.5	25.9
DK/REFUSED	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	16.0	22.5	15.6	23.3	88.4	-67.9	-17.1	76.4	37.9	34.8	35.7	53.1	100.0	23.0	48.1



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

	TOTAL		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				
	DRINKING		DRINKING		DRINKING						(6th-8th)				(9th-12th)				
	(AFRICAN AMR)		(MALE)		(FEMALE)														
	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	
Total	300	14	17	35	36	50	36	77	46	31	62	8	6	2	20	69	40	29	42
YES	57.9	50.0	52.7	49.7	66.3	69.3	71.6	71.8	74.1	68.5	58.4	87.8	83.1	100.0	49.4	70.1	72.9	66.2	62.8
NO	41.8	50.0	47.3	50.3	33.7	30.7	28.4	28.2	25.9	31.5	41.6	12.2	16.9	-	50.6	29.9	27.1	33.8	37.2
DK/REFUSED	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	16.0	-0.1	5.3	-0.7	32.6	38.6	43.2	43.7	48.3	36.9	16.9	75.5	66.1	100.0	-1.2	40.1	45.8	32.3	25.5

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

	OFTEN THEY DRINK ALCOHOL (WHITE)				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				
	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	
Total	300	53	32	21	46	15	8	7	13	37	19	18	27	40	27	13	35
YES	57.9	74.7	74.2	75.7	60.2	59.3	62.4	55.8	46.4	68.5	76.8	59.8	49.9	75.0	72.2	80.5	65.2
NO	41.8	25.3	25.8	24.3	39.8	40.7	37.6	44.2	53.6	31.5	23.2	40.2	50.1	25.0	27.8	19.5	34.8
DK/REFUSED	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	16.0	49.5	48.3	51.4	20.5	18.6	24.8	11.6	-7.2	36.9	53.7	19.6	-0.3	49.9	44.5	61.1	30.4

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

	PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)				
	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	
Total	300	251	60	192	47	100	20	80	21	151	40	111	26
YES	57.9	63.6	85.1	57.0	26.9	50.7	70.8	45.7	32.4	72.2	92.3	65.0	22.5
NO	41.8	36.4	14.9	43.0	71.1	49.3	29.2	54.3	67.6	27.8	7.7	35.0	74.0
DK/REFUSED	0.3	-	-	-	1.9	-	-	-	-	-	-	-	3.5
Net Diff.	16.0	27.3	70.2	13.9	-44.2	1.5	41.5	-8.5	-35.2	44.4	84.7	30.1	-51.5



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

	PARENTS TALK ABOUT DRINKING ALCOHOL (WHITE)				PARENTS TALK ABOUT DRINKING ALCOHOL (AFRICAN AMERICAN)				PARENTS TALK ABOUT DRINKING ALCOHOL (MALE)				PARENTS TALK ABOUT DRINKING ALCOHOL (FEMALE)				TALK W/PARENT LAST FEW MONTHS		TALK W/PARENT LAST FEW MTHS (6th-8th)		
	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO	
Total	300	174	36	138	31	52	14	38	9	123	28	95	29	129	32	97	17	174	126	58	63
YES	57.9	63.8	85.6	58.0	19.9	55.5	86.1	44.2	39.9	62.7	75.8	58.8	27.0	64.6	93.2	55.2	26.8	100.0	-	100.0	-
NO	41.8	36.2	14.4	42.0	80.1	44.5	13.9	55.8	60.1	37.3	24.2	41.2	69.9	35.4	6.8	44.8	73.2	-	100.0	-	100.0
DK/REFUSED	0.3	-	-	-	-	-	-	-	-	-	-	-	3.1	-	-	-	-	-	-	-	-
Net Diff.	16.0	27.5	71.3	16.0	-60.2	10.9	72.1	-11.5	-20.1	25.3	51.6	17.6	-42.9	29.2	86.5	10.3	-46.4	100.0	-100.0	100.0	-100.0



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

	TOTAL		TALK W/PARENT LAST FEW MTHS (9th-12th)		TALK W/PARENT LAST FEW MTHS (WHITE)		TALK W/PARENT LAST FEW MTHS (AFR. AMER.)		TALK W/PARENT LAST FEW MTHS (MALE)		TALK W/PARENT LAST FEW MTHS (FEMALE)		EMBARRASSED/ AFRAID 2 TALK W/ PARENTS		EMBARRASSED/ AFRAID 2 TALK (6th-8th)		EMBARRASSED/ AFRAID 2 TALK (9th-12th)		EMBARRASSED/ AFRAID 2 TALK (WHITE)		EMBARRASSED/ AFRAID 2 TALK (AFR. AMER.)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	116	62	118	88	33	29	86	66	88	59	147	139	54	61	94	78	96	100	31	28	
YES	57.9	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	66.2	51.9	57.3	40.7	71.3	60.7	65.2	53.2	58.2	46.0	
NO	41.8	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	33.2	48.1	42.7	59.3	27.7	39.3	34.8	46.8	41.8	54.0	
DK/REFUSED	0.3	-	-	-	-	-	-	-	-	-	-	0.6	-	-	-	1.0	-	-	-	-	-	
Net Diff.	16.0	100.0	-100.0	100.0	-100.0	100.0	-100.0	100.0	-100.0	100.0	-100.0	33.0	3.8	14.6	-18.6	43.6	21.3	30.4	6.5	16.5	-8.1	



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

	TOTAL		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK		ALCOHOL USE BY PEOPLE YOUR AGE IS...				ALCOHOL USE BY YOUR AGE										
			(MALE)		(FEMALE)		PROB- LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.									
	YES	NO	YES	NO	YES	NO															
Total	300	69	77	78	62	272	177	96	27	66	35	110	60	118	69	38	16	86	53	90	43
YES	57.9	63.6	51.6	68.6	52.2	58.0	63.7	47.6	58.7	57.2	30.7	67.6	57.5	62.5	49.3	60.5	30.5	63.6	42.6	63.7	53.6
NO	41.8	35.1	48.4	31.4	47.8	41.7	35.8	52.4	41.3	42.8	69.3	31.6	42.5	37.5	50.7	39.5	69.5	35.3	57.4	36.3	46.4
DK/REFUSED	0.3	1.3	-	-	-	0.3	0.5	-	-	-	-	0.8	-	-	-	-	-	1.0	-	-	-
Net Diff.	16.0	28.4	3.2	37.2	4.5	16.4	27.8	-4.9	17.4	14.4	-38.6	35.9	15.0	25.1	-1.4	21.0	-39.0	28.3	-14.7	27.4	7.2



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

	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					PARENTS TALK ALCOHOL AFFECTS ON BRAIN		PARENTS TALK ALC./BRAIN (6th-8th)		PARENTS TALK ALC./BRAIN (9th-12th)		PARENTS TALK ALC./BRAIN (WHITE)		PARENTS TALK ALC./BRAIN (AFR. AMER.)		PARENTS TALK ALC./BRAIN (MEN)		PARENTS TALK ALC./BRAIN (WOMEN)		
	17/	14/	15-17	18-20	21+	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
	YOUNG-	Young																		
Total	300	46	24	22	107	143	184	115	78	42	106	73	122	83	38	23	96	57	88	58
YES	57.9	61.8	61.6	62.1	57.8	57.5	71.8	36.0	62.2	21.6	78.9	44.3	68.8	40.7	74.4	17.4	69.9	32.8	73.9	39.2
NO	41.8	38.2	38.4	37.9	41.4	42.5	28.2	63.2	37.8	78.4	21.1	54.5	31.2	59.3	25.6	82.6	30.1	65.7	26.1	60.8
DK/REFUSED	0.3	-	-	-	0.8	-	-	0.8	-	-	-	1.2	-	-	-	-	-	1.6	-	-
Net Diff.	16.0	23.7	23.1	24.3	16.4	14.9	43.6	-27.2	24.3	-56.8	57.7	-10.2	37.6	-18.5	48.9	-65.2	39.8	-32.9	47.7	-21.6



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

	DO YOU THINK		PARENTS TALK/		S/R/H ADS TO		HEARD OF		
	YES	NO	YES	NO	YES	NO	YES	NO	
Total	300	274	24	263	33	161	136	103	197
YES	57.9	59.4	38.9	59.0	44.0	69.4	45.5	69.0	52.0
NO	41.8	40.3	61.1	40.6	56.0	30.6	53.8	31.0	47.5
DK/REFUSED	0.3	0.3	-	0.3	-	-	0.7	-	0.5
Net Diff.	16.0	19.1	-22.2	18.4	-12.1	38.8	-8.3	37.9	4.5



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

	TOTAL	AGE										WHITE		AFRICAN AMER.		MALE		FEMALE		
		14/ YOUN- GER	10	11	12	13	14	15/ OLDER	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER
Total	300	146	1	18	35	40	52	151	50	48	38	15	102	103	28	34	74	77	73	74
YES	57.9	51.3	100.0	41.9	59.8	39.1	57.1	64.6	78.8	58.7	58.3	52.9	48.5	66.8	52.9	53.2	53.5	59.5	49.1	69.9
NO	41.8	48.7	-	58.1	40.2	60.9	42.9	34.8	21.2	41.3	41.7	41.3	51.5	33.2	47.1	46.8	46.5	39.3	50.9	30.1
DK/REFUSED	0.3	-	-	-	-	-	-	0.6	-	-	-	5.8	-	-	-	-	-	1.2	-	-
Net Diff.	16.0	2.6	100.0	-16.2	19.6	-21.9	14.3	29.8	57.6	17.4	16.7	11.6	-3.0	33.7	5.8	6.4	7.0	20.2	-1.8	39.8

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

	TOTAL	RACE					MALE	FEMALE			GENDER	
		HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total	300	20	206	61	4	5	106	36	100	26	153	147
YES	57.9	79.2	57.4	53.1	25.2	74.9	57.8	51.1	57.0	55.7	56.1	59.7
NO	41.8	20.8	42.6	46.9	51.8	25.1	42.2	48.9	43.0	44.3	43.4	40.3
DK/REFUSED	0.3	-	-	-	23.0	-	-	-	-	-	0.6	-
Net Diff.	16.0	58.4	14.9	6.1	-26.6	49.9	15.7	2.3	14.0	11.4	12.7	19.4



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

	TOTAL	AREA												
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST
Total	300	96	39	11	46	85	36	49	52	26	26	12	34	21
YES	49.2	49.3	44.6	55.8	51.7	59.3	67.5	53.3	45.8	43.9	47.7	33.4	41.3	37.5
NO	46.2	46.3	52.6	35.2	43.7	35.0	28.3	40.0	46.6	48.3	45.0	66.6	55.7	62.5
DK/REFUSED	4.7	4.4	2.8	9.0	4.6	5.7	4.2	6.7	7.6	7.8	7.3	-	3.0	-
Net Diff.	3.0	2.9	-8.0	20.7	8.0	24.3	39.1	13.3	-0.8	-4.3	2.8	-33.1	-14.4	-25.0



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

	TOTAL	GRADE										WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO	
Total	300	121	36	33	52	179	57	42	48	32	87	118	22	39	62	91	60	87	166	133	
YES	49.2	44.3	52.0	38.3	42.7	52.5	51.8	56.6	53.2	47.2	42.6	49.7	42.6	54.5	42.4	47.4	46.2	57.8	55.4	41.7	
NO	46.2	50.3	42.2	57.5	51.4	43.4	44.6	35.5	42.6	52.8	51.5	46.8	53.1	40.5	53.8	47.9	46.7	38.6	40.3	53.1	
DK/REFUSED	4.7	5.4	5.8	4.2	5.9	4.2	3.6	7.9	4.3	-	5.9	3.5	4.4	4.9	3.8	4.7	7.1	3.6	4.3	5.2	
Net Diff.	3.0	-6.1	9.8	-19.2	-8.7	9.1	7.2	21.1	10.6	-5.6	-8.8	2.8	-10.5	14.0	-11.4	-0.6	-0.6	19.2	15.1	-11.3	

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

	TOTAL		TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total	300	32	89	134	44	116	89	32	30	78	75	88	58	120	163	17	98	103	65	80	117	
YES	49.2	59.2	38.9	54.5	47.5	53.7	38.1	50.9	49.3	51.2	39.3	59.2	44.8	60.1	41.0	76.7	36.7	57.2	47.5	53.2	41.6	
NO	46.2	34.7	56.0	41.7	47.2	41.9	57.2	42.9	47.5	43.8	57.1	37.2	47.9	35.8	54.7	17.7	57.6	38.9	50.3	44.3	53.2	
DK/REFUSED	4.7	6.1	5.2	3.8	5.3	4.4	4.7	6.2	3.2	5.0	3.6	3.6	7.3	4.1	4.3	5.7	5.7	3.8	2.1	2.5	5.2	
Net Diff.	3.0	24.5	-17.1	12.9	0.3	11.8	-19.1	8.0	1.8	7.4	-17.7	22.0	-3.1	24.2	-13.7	59.0	-20.9	18.3	-2.8	8.9	-11.6	

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

	TOTAL		THINK IT'S OKAY TO DRINK (AFR. AMER.)		THINK IT'S OKAY TO DRINK (MALE)		THINK IT'S OKAY TO DRINK (FEMALE)		KNOW PEOPLE/ TRIED ALCOHOL		KNOW PEOPLE/ TRIED ALCOHOL (6th-8th)		KNOW PEOPLE/ TRIED ALCOHOL (9th-12th)		KNOW PEOPLE/ TRIED ALCOHOL (WHITE)		KNOW PEOPLE/ TRIED ALCOHOL (AFR. AMER.)		KNOW PEOPLE/ TRIED ALCOHOL (MALE)		KNOW PEOPLE/ TRIED ALCOHOL (FEMALE)	
	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	26	30	57	89	64	74	184	115	39	81	145	34	132	74	36	24	87	66	97	49	
YES	49.2	69.8	32.9	57.3	37.5	62.5	45.3	52.3	44.6	47.9	43.1	53.4	48.4	48.7	43.1	55.8	43.8	46.0	44.6	57.9	44.7	
NO	46.2	19.0	67.1	37.6	58.4	34.3	50.3	43.4	50.2	47.0	51.3	42.4	47.6	46.7	52.6	41.5	48.3	49.6	51.3	37.8	48.9	
DK/REFUSED	4.7	11.2	-	5.1	4.2	3.2	4.4	4.4	5.1	5.1	5.6	4.2	4.0	4.6	4.3	2.7	7.9	4.5	4.1	4.3	6.5	
Net Diff.	3.0	50.8	-34.2	19.7	-20.9	28.2	-5.0	8.9	-5.6	0.9	-8.3	11.0	0.8	2.0	-9.6	14.3	-4.4	-3.6	-6.6	20.2	-4.2	



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

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total	300	84	9	75	7	6	34	28	71	40	26	4	2	64	47
YES	49.2	53.4	56.5	53.0	68.9	32.9	51.1	55.9	60.7	64.6	61.1	23.4	49.9	47.0	61.3
NO	46.2	44.3	43.5	44.4	16.7	51.0	48.9	44.1	35.0	27.7	38.9	76.6	50.1	50.0	34.3
DK/REFUSED	4.7	2.3	-	2.6	14.5	16.1	-	-	4.3	7.7	-	-	-	3.0	4.4
Net Diff.	3.0	9.2	13.0	8.7	52.2	-18.1	2.2	11.9	25.7	36.9	22.1	-53.1	-0.2	-3.0	27.0



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

	TOTAL		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				
	DRINKING		DRINKING		DRINKING						(6th-8th)				(9th-12th)				
	(AFRICAN AMR)		(MALE)		(FEMALE)														
	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	
Total	300	14	17	35	36	50	36	77	46	31	62	8	6	2	20	69	40	29	42
YES	49.2	64.2	59.0	45.0	52.6	59.3	68.8	52.1	56.5	45.7	52.6	73.1	81.1	52.3	39.3	49.8	53.1	45.2	59.1
NO	46.2	35.8	35.2	49.3	41.9	40.7	28.1	45.4	41.4	51.2	42.6	26.9	18.9	47.7	50.8	47.4	44.5	51.4	38.7
DK/REFUSED	4.7	-	5.8	5.6	5.5	-	3.1	2.5	2.1	3.2	4.8	-	-	-	9.9	2.8	2.4	3.4	2.3
Net Diff.	3.0	28.4	23.8	-4.3	10.6	18.5	40.7	6.7	15.1	-5.5	10.0	46.2	62.1	4.6	-11.5	2.3	8.6	-6.2	20.4

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

	OFTEN THEY DRINK ALCOHOL (WHITE)				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				
	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	
Total	300	53	32	21	46	15	8	7	13	37	19	18	27	40	27	13	35
YES	49.2	47.0	41.7	55.3	47.2	60.2	87.8	28.9	61.4	47.7	57.4	37.7	42.9	56.1	55.8	56.7	60.4
NO	46.2	51.2	55.3	44.7	46.4	33.3	12.2	57.2	38.6	47.0	37.5	56.8	50.1	43.9	44.2	43.3	36.7
DK/REFUSED	4.7	1.8	3.0	-	6.4	6.5	-	13.9	-	5.3	5.1	5.4	7.1	-	-	-	3.0
Net Diff.	3.0	-4.2	-13.6	10.7	0.8	27.0	75.5	-28.3	22.8	0.7	19.8	-19.1	-7.2	12.3	11.7	13.5	23.7



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

	PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)				
	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	
Total	300	251	60	192	47	100	20	80	21	151	40	111	26
YES	49.2	50.1	52.2	49.5	46.1	44.1	31.9	47.1	45.2	54.1	62.3	51.2	46.7
NO	46.2	46.1	45.6	46.2	46.7	51.4	66.2	47.7	45.4	42.5	35.2	45.2	47.8
DK/REFUSED	4.7	3.8	2.3	4.3	7.2	4.6	1.9	5.3	9.4	3.3	2.4	3.6	5.5
Net Diff.	3.0	4.1	6.6	3.3	-0.7	-7.3	-34.2	-0.6	-0.2	11.6	27.1	6.0	-1.1



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

	TOTAL	PARENTS TALK ABOUT DRINKING ALCOHOL (WHITE)				PARENTS TALK ABOUT DRINKING ALCOHOL (AFRICAN AMERICAN)				PARENTS TALK ABOUT DRINKING ALCOHOL (MALE)				PARENTS TALK ABOUT DRINKING ALCOHOL (FEMALE)				TALK W/PARENT LAST FEW MONTHS		TALK W/PARENT LAST FEW MTHS (6th-8th)	
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO
Total	300	174	36	138	31	52	14	38	9	123	28	95	29	129	32	97	17	174	126	58	63
YES	49.2	48.0	43.0	49.3	40.6	50.3	56.9	47.8	49.6	45.5	48.9	44.5	46.5	54.5	55.0	54.4	45.3	56.3	39.0	53.3	36.1
NO	46.2	47.2	54.4	45.3	56.2	48.0	43.1	49.7	29.6	51.1	46.2	52.5	45.4	41.3	45.0	40.0	49.0	41.4	53.1	43.1	56.9
DK/REFUSED	4.7	4.8	2.7	5.3	3.2	1.8	-	2.4	20.8	3.4	4.8	3.0	8.1	4.2	-	5.6	5.7	2.3	7.9	3.7	7.0
Net Diff.	3.0	0.8	-11.4	4.0	-15.6	2.3	13.8	-1.9	19.9	-5.6	2.7	-8.0	1.1	13.3	10.0	14.3	-3.6	14.8	-14.1	10.2	-20.8



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

	TOTAL		TALK W/PARENT LAST FEW MTHS (9th-12th)		TALK W/PARENT LAST FEW MTHS (WHITE)		TALK W/PARENT LAST FEW MTHS (AFR. AMER.)		TALK W/PARENT LAST FEW MTHS (MALE)		TALK W/PARENT LAST FEW MTHS (FEMALE)		EMBARRASSED/ AFRAID 2 TALK W/ PARENTS		EMBARRASSED/ AFRAID 2 TALK (6th-8th)		EMBARRASSED/ AFRAID 2 TALK (9th-12th)		EMBARRASSED/ AFRAID 2 TALK (WHITE)		EMBARRASSED/ AFRAID 2 TALK (AFR. AMER.)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	116	62	118	88	33	29	86	66	88	59	147	139	54	61	94	78	96	100	31	28	
YES	49.2	57.8	41.9	53.0	38.2	55.0	44.6	51.5	36.8	61.0	41.4	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	
NO	46.2	40.6	49.2	45.2	53.6	39.1	51.9	46.3	56.1	36.6	49.7	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	
DK/REFUSED	4.7	1.6	8.9	1.8	8.2	5.9	3.4	2.2	7.1	2.4	8.9	-	-	-	-	-	-	-	-	-	-	
Net Diff.	3.0	17.1	-7.2	7.8	-15.4	16.0	-7.3	5.2	-19.4	24.3	-8.3	100.0	-100.0	100.0	-100.0	100.0	-100.0	100.0	-100.0	100.0	-100.0	



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

	TOTAL		EMBARRASSED/		EMBARRASSED/		ALCOHOL USE BY PEOPLE				ALCOHOL USE										
	AFRAID 2 TALK	AFRAID 2 TALK	AFRAID 2 TALK	AFRAID 2 TALK	AFRAID 2 TALK	AFRAID 2 TALK	AFRAID 2 TALK	AFRAID 2 TALK	AFRAID 2 TALK	AFRAID 2 TALK	AFRAID 2 TALK	AFRAID 2 TALK	AFRAID 2 TALK	AFRAID 2 TALK							
	(MALE)	(FEMALE)	(MALE)	(FEMALE)	(MALE)	(FEMALE)	(MALE)	(FEMALE)	(MALE)	(FEMALE)	(MALE)	(FEMALE)	(MALE)	(FEMALE)	(MALE)	(FEMALE)	(MALE)	(FEMALE)	(MALE)	(FEMALE)	
	YES	NO	YES	NO	PROB-LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.											
Total	300	69	77	78	62	272	177	96	27	66	35	110	60	118	69	38	16	86	53	90	43
YES	49.2	100.0	-	100.0	-	52.2	60.8	36.1	16.2	57.1	32.4	63.1	38.3	58.3	33.3	60.9	43.5	59.0	28.8	62.6	45.1
NO	46.2	-	100.0	-	100.0	44.2	35.1	60.9	69.0	37.6	64.9	33.6	58.5	37.1	63.9	36.5	56.5	37.8	67.5	32.6	52.6
DK/REFUSED	4.7	-	-	-	-	3.7	4.0	3.0	14.8	5.4	2.7	3.3	3.2	4.5	2.8	2.6	-	3.2	3.7	4.9	2.3
Net Diff.	3.0	100.0	-100.0	100.0	-100.0	8.0	25.7	-24.7	-52.8	19.5	-32.5	29.5	-20.2	21.2	-30.6	24.3	-13.0	21.3	-38.8	30.0	-7.6



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

	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					PARENTS TALK ALCOHOL AFFECTS ON BRAIN		PARENTS TALK ALC./BRAIN (6th-8th)		PARENTS TALK ALC./BRAIN (9th-12th)		PARENTS TALK ALC./BRAIN (WHITE)		PARENTS TALK ALC./BRAIN (AFR. AMER.)		PARENTS TALK ALC./BRAIN (MEN)		PARENTS TALK ALC./BRAIN (WOMEN)		
	17/	14/	15-17	18-20	21+	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
	YOUNG- ER	Young er																		
Total	300	46	24	22	107	143	184	115	78	42	106	73	122	83	38	23	96	57	88	58
YES	49.2	45.2	54.7	34.9	48.6	51.4	53.8	42.2	49.2	36.1	57.1	45.7	50.5	41.1	54.1	43.5	52.2	34.0	55.5	50.4
NO	46.2	48.4	37.4	60.5	46.1	45.5	41.6	53.0	46.2	56.8	38.3	50.8	46.0	52.9	38.3	56.5	44.4	60.2	38.6	45.9
DK/REFUSED	4.7	6.4	7.9	4.7	5.3	3.1	4.6	4.8	4.6	7.1	4.6	3.4	3.5	6.0	7.6	-	3.4	5.8	5.9	3.7
Net Diff.	3.0	-3.1	17.3	-25.6	2.5	5.8	12.1	-10.8	3.0	-20.7	18.8	-5.1	4.5	-11.8	15.8	-12.9	7.7	-26.2	16.9	4.4

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

	DO YOU THINK		PARENTS TALK/		S/R/H ADS TO		HEARD OF		
	YES	NO	YES	NO	YES	NO	YES	NO	
Total	300	274	24	263	33	161	136	103	197
YES	49.2	50.8	36.7	49.9	44.2	53.8	44.8	52.3	47.5
NO	46.2	44.5	59.2	45.5	49.9	42.2	50.3	44.6	47.0
DK/REFUSED	4.7	4.8	4.1	4.6	5.8	4.0	4.9	3.1	5.5
Net Diff.	3.0	6.3	-22.4	4.4	-5.7	11.5	-5.5	7.7	0.5



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

	TOTAL	AGE											WHITE		AFRICAN AMER.		MALE		FEMALE	
		14/ YOUN- GER	10	11	12	13	14	15/ OLDER	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER
Total	300	146	1	18	35	40	52	151	50	48	38	15	102	103	28	34	74	77	73	74
YES	49.2	44.2	100.0	42.2	57.0	25.9	49.1	54.0	60.8	57.4	43.4	47.4	43.5	50.3	42.5	56.4	44.7	46.2	43.7	62.0
NO	46.2	50.6	-	57.8	34.0	73.2	43.1	41.8	36.4	34.2	54.0	52.6	51.4	45.8	54.0	37.9	52.1	48.2	49.1	35.0
DK/REFUSED	4.7	5.1	-	-	8.9	0.9	7.8	4.3	2.8	8.5	2.6	-	5.1	4.0	3.6	5.7	3.1	5.5	7.2	2.9
Net Diff.	3.0	-6.4	100.0	-15.5	23.0	-47.3	6.1	12.2	24.3	23.2	-10.7	-5.2	-7.9	4.5	-11.5	18.5	-7.4	-2.0	-5.5	27.0

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

	TOTAL	RACE					MALE	FEMALE			GENDER	
		HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total	300	20	206	61	4	5	106	36	100	26	153	147
YES	49.2	64.6	46.7	50.1	48.2	56.2	43.9	45.7	49.7	56.2	45.4	53.1
NO	46.2	35.4	48.8	45.1	26.6	28.0	52.5	48.9	44.9	40.0	50.3	41.9
DK/REFUSED	4.7	-	4.5	4.7	25.2	15.8	3.6	5.4	5.4	3.8	4.3	5.0
Net Diff.	3.0	29.2	-2.1	5.0	21.6	28.2	-8.6	-3.1	4.7	16.2	-4.9	11.2



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

	TOTAL	AREA												
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST
Total	300	96	39	11	46	85	36	49	52	26	26	12	34	21
PROBLEM	90.8	88.3	90.8	82.1	87.7	95.4	94.5	96.1	90.4	96.3	84.6	91.3	85.5	92.4
Big Problem	58.9	57.7	55.6	82.1	53.7	62.5	59.2	65.0	65.8	72.9	58.6	49.1	48.5	54.9
Small Problem	31.9	30.6	35.2	-	34.0	32.9	35.4	31.0	24.6	23.3	26.0	42.2	37.0	37.4
NOT A PROBLEM	8.8	11.7	9.2	17.9	12.3	4.6	5.5	3.9	9.6	3.7	15.4	8.7	14.5	2.2
DK/REFUSED	0.4	-	-	-	-	-	-	-	-	-	-	-	-	5.4
Net Diff.	81.9	76.7	81.6	64.2	75.5	90.8	89.0	92.1	80.8	92.5	69.2	82.5	71.0	90.1



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

	TOTAL	GRADE										WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO	
Total	300	121	36	33	52	179	57	42	48	32	87	118	22	39	62	91	60	87	166	133	
PROBLEM	90.8	84.2	77.3	90.8	84.9	95.2	94.9	95.4	98.1	91.0	84.5	95.8	77.6	92.8	88.0	92.9	80.4	97.6	96.8	83.3	
Big Problem	58.9	54.9	71.6	53.6	44.1	61.6	55.5	56.8	76.5	56.0	51.2	62.0	51.9	67.5	54.0	58.1	55.9	65.2	63.2	54.0	
Small Problem	31.9	29.3	5.7	37.2	40.7	33.6	39.4	38.6	21.6	35.0	33.3	33.8	25.8	25.3	33.9	34.8	24.5	32.4	33.5	29.3	
NOT A PROBLEM	8.8	14.8	22.7	9.2	12.9	4.8	5.1	4.6	1.9	9.0	14.2	4.2	22.4	7.2	12.0	7.1	17.7	2.4	3.2	15.9	
DK/REFUSED	0.4	0.9	-	-	2.2	-	-	-	-	-	1.3	-	-	-	-	-	1.9	-	-	0.9	
Net Diff.	81.9	69.4	54.6	81.6	71.9	90.4	89.9	90.9	96.2	81.9	70.2	91.6	55.3	85.6	75.9	85.8	62.6	95.2	93.5	67.4	

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

	TOTAL		TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total	300	32	89	134	44	116	89	32	30	78	75	88	58	120	163	17	98	103	65	80	117	
PROBLEM	90.8	93.8	80.8	97.5	88.3	97.4	82.5	93.9	80.1	95.7	85.9	97.7	79.8	95.5	86.9	88.3	82.6	96.7	93.5	96.1	86.7	
Big Problem	58.9	64.5	51.5	62.9	59.0	63.4	50.2	66.2	57.0	58.6	54.3	67.3	53.6	66.0	54.2	59.5	52.4	67.1	56.9	63.5	53.2	
Small Problem	31.9	29.3	29.3	34.5	29.3	33.9	32.4	27.7	23.1	37.1	31.7	30.3	26.3	29.5	32.8	28.8	30.2	29.7	36.6	32.6	33.5	
NOT A PROBLEM	8.8	6.2	18.0	2.5	11.7	2.6	16.2	6.1	19.9	4.3	14.1	2.3	18.2	4.5	12.4	11.7	16.3	3.3	6.5	3.9	12.3	
DK/REFUSED	0.4	-	1.3	-	-	-	1.3	-	-	-	-	-	2.0	-	0.7	-	1.2	-	-	-	1.0	
Net Diff.	81.9	87.5	62.8	94.9	76.5	94.7	66.4	87.7	60.2	91.4	71.8	95.3	61.7	91.0	74.5	76.6	66.3	93.5	86.9	92.3	74.5	

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

	TOTAL		THINK IT'S OKAY TO DRINK (AFR. AMER.)		THINK IT'S OKAY TO DRINK (MALE)		THINK IT'S OKAY TO DRINK (FEMALE)		KNOW PEOPLE/ TRIED ALCOHOL ALCOHOL		KNOW PEOPLE/ TRIED ALCOHOL (6th-8th)		KNOW PEOPLE/ TRIED ALCOHOL (9th-12th)		KNOW PEOPLE/ TRIED ALCOHOL (WHITE)		KNOW PEOPLE/ TRIED ALCOHOL (AFR. AMER.)		KNOW PEOPLE/ TRIED ALCOHOL (MALE)		KNOW PEOPLE/ TRIED ALCOHOL (FEMALE)	
	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	26	30	57	89	64	74	184	115	39	81	145	34	132	74	36	24	87	66	97	49	
PROBLEM	90.8	92.6	83.3	96.0	88.0	95.1	85.6	94.8	85.1	89.3	82.8	96.3	90.4	93.8	86.0	97.5	75.6	94.0	86.9	95.6	82.7	
Big Problem	58.9	70.2	56.5	63.0	55.1	68.7	53.1	61.7	54.9	57.1	54.6	62.9	55.8	59.4	53.9	75.2	44.5	59.6	52.4	63.7	58.2	
Small Problem	31.9	22.5	26.8	33.0	32.9	26.5	32.5	33.1	30.2	32.2	28.3	33.4	34.6	34.4	32.1	22.3	31.2	34.4	34.5	32.0	24.4	
NOT A PROBLEM	8.8	7.4	16.7	4.0	12.0	4.9	12.9	5.2	13.9	10.7	15.8	3.7	9.6	6.2	12.5	2.5	24.4	6.0	13.1	4.4	15.0	
DK/REFUSED	0.4	-	-	-	-	-	1.5	-	1.0	-	1.4	-	-	-	1.5	-	-	-	-	-	2.3	
Net Diff.	81.9	85.3	66.5	91.9	76.0	90.3	72.7	89.7	71.1	78.5	67.1	92.7	80.8	87.6	73.5	95.0	51.3	87.9	73.8	91.3	67.6	

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

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total	300	84	9	75	7	6	34	28	71	40	26	4	2	64	47
PROBLEM	90.8	93.4	100.0	92.5	63.1	83.1	97.0	96.2	97.4	100.0	96.3	76.6	100.0	92.0	98.0
Big Problem	58.9	64.1	78.2	62.3	63.1	65.8	60.0	64.2	60.6	61.2	61.7	52.2	49.9	59.3	63.8
Small Problem	31.9	29.3	21.8	30.2	-	17.4	37.0	32.0	36.8	38.8	34.6	24.4	50.1	32.7	34.1
NOT A PROBLEM	8.8	6.6	-	7.5	36.9	16.9	3.0	3.8	2.6	-	3.7	23.4	-	8.0	2.0
DK/REFUSED	0.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	81.9	86.8	100.0	85.1	26.1	66.3	93.9	92.5	94.8	100.0	92.6	53.1	100.0	83.9	95.9

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

	TOTAL		AGE STARTED DRINKING (AFRICAN AMR)				AGE STARTED DRINKING (MALE)				AGE STARTED DRINKING (FEMALE)				OFTEN THEY DRINK ALCOHOL (6th-8th)				OFTEN THEY DRINK ALCOHOL (9th-12th)			
	14/	15/	14/	15/	14/	15/	14/	15/	14/	15/	14/	15/	14/	15/	14/	15/	14/	15/	14/	15/		
	YOUN- GER	OVER	YOUN- GER	OVER	YOUN- GER	OVER	YOUN- GER	OVER	YOUN- GER	OVER	YOUN- GER	OVER	YOUN- GER	OVER	YOUN- GER	OVER	YOUN- GER	OVER	YOUN- GER	OVER		
Total	300	14	17	35	36	50	36	77	46	31	62	8	6	2	20	69	40	29	42			
PROBLEM	90.8	100.0	94.7	90.2	94.8	95.6	100.0	96.9	97.0	96.6	93.4	100.0	100.0	100.0	84.3	96.5	96.6	96.4	97.8			
Big Problem	58.9	78.0	65.7	63.5	49.8	64.6	71.4	62.0	63.3	60.1	51.4	57.5	61.3	47.7	48.2	62.5	63.6	61.0	53.0			
Small Problem	31.9	22.0	29.0	26.6	45.0	31.1	28.6	34.9	33.7	36.6	42.0	42.5	38.7	52.3	36.1	34.0	33.0	35.4	44.8			
NOT A PROBLEM	8.8	-	5.3	9.8	5.2	4.4	-	3.1	3.0	3.4	6.6	-	-	-	15.7	3.5	3.4	3.6	2.2			
DK/REFUSED	0.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Net Diff.	81.9	100.0	89.4	80.3	89.5	91.2	100.0	93.7	94.1	93.3	86.9	100.0	100.0	100.0	68.6	93.0	93.2	92.8	95.7			

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

	TOTAL	OFTEN THEY DRINK ALCOHOL (WHITE)				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)			
		LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/
		ONCE/A	Once/A	Once/A	ONCE/A	ONCE/A	Once/A	Once/A	ONCE/A	ONCE/A	Once/A	Once/A	ONCE/A	ONCE/A	Once/A	Once/A	ONCE/A
	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	
Total	300	53	32	21	46	15	8	7	13	37	19	18	27	40	27	13	35
PROBLEM	90.8	96.2	97.0	94.9	93.1	100.0	100.0	100.0	93.1	96.3	92.8	100.0	93.0	97.4	100.0	91.9	93.8
Big Problem	58.9	55.4	52.7	59.6	55.0	87.3	87.3	87.3	46.3	52.4	39.3	65.9	60.6	71.0	80.2	52.0	44.2
Small Problem	31.9	40.8	44.3	35.3	38.1	12.7	12.7	12.7	46.8	44.0	53.5	34.1	32.3	26.4	19.8	39.9	49.6
NOT A PROBLEM	8.8	3.8	3.0	5.1	6.9	-	-	-	6.9	3.7	7.2	-	7.0	2.6	-	8.1	6.2
DK/REFUSED	0.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	81.9	92.4	94.0	89.7	86.3	100.0	100.0	100.0	86.2	92.7	85.6	100.0	85.9	94.7	100.0	83.9	87.7

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

	PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)				
	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	
Total	300	251	60	192	47	100	20	80	21	151	40	111	26
PROBLEM	90.8	90.9	93.1	90.2	91.7	83.5	84.2	83.4	87.5	95.8	97.6	95.2	95.0
Big Problem	58.9	60.5	72.6	56.7	52.9	56.1	63.4	54.3	49.3	63.4	77.3	58.4	55.8
Small Problem	31.9	30.5	20.5	33.6	38.8	27.4	20.8	29.1	38.3	32.5	20.3	36.8	39.2
NOT A PROBLEM	8.8	9.1	6.9	9.8	5.9	16.5	15.8	16.6	7.0	4.2	2.4	4.8	5.0
DK/REFUSED	0.4	-	-	-	2.4	-	-	-	5.5	-	-	-	-
Net Diff.	81.9	81.9	86.2	80.5	85.8	67.1	68.5	66.7	80.6	91.6	95.1	90.4	90.0

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

	PARENTS TALK ABOUT DRINKING ALCOHOL (WHITE)				PARENTS TALK ABOUT DRINKING ALCOHOL (AFRICAN AMERICAN)				PARENTS TALK ABOUT DRINKING ALCOHOL (MALE)				PARENTS TALK ABOUT DRINKING ALCOHOL (FEMALE)				TALK W/PARENT LAST FEW MONTHS		TALK W/PARENT LAST FEW MTHS (6th-8th)		
	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO	
Total	300	174	36	138	31	52	14	38	9	123	28	95	29	129	32	97	17	174	126	58	63
PROBLEM	90.8	90.6	91.4	90.3	96.3	88.6	92.9	87.0	80.1	90.9	93.0	90.3	94.0	91.0	93.2	90.2	87.7	91.0	90.4	84.9	83.6
Big Problem	58.9	57.8	68.3	55.1	56.5	65.7	79.1	60.7	40.5	58.8	71.6	55.1	48.6	62.0	73.6	58.2	60.2	64.8	50.4	66.0	44.9
Small Problem	31.9	32.7	23.1	35.2	39.7	22.9	13.8	26.2	39.6	32.1	21.4	35.2	45.4	28.9	19.7	32.0	27.5	26.2	39.9	18.9	38.7
NOT A PROBLEM	8.8	9.4	8.6	9.7	-	11.4	7.1	13.0	19.9	9.1	7.0	9.7	6.0	9.0	6.8	9.8	5.7	9.0	8.7	15.1	14.6
DK/REFUSED	0.4	-	-	-	3.7	-	-	-	-	-	-	-	-	-	-	-	6.6	-	0.9	-	1.8
Net Diff.	81.9	81.1	82.8	80.7	96.3	77.1	85.8	74.0	60.1	81.8	85.9	80.6	88.0	81.9	86.5	80.4	82.0	82.1	81.6	69.8	69.0



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

	TOTAL		TALK W/PARENT LAST FEW MTHS (9th-12th)		TALK W/PARENT LAST FEW MTHS (WHITE)		TALK W/PARENT LAST FEW MTHS (AFR. AMER.)		TALK W/PARENT LAST FEW MTHS (MALE)		TALK W/PARENT LAST FEW MTHS (FEMALE)		EMBARRASSED/ AFRAID 2 TALK W/ PARENTS		EMBARRASSED/ AFRAID 2 TALK (6th-8th)		EMBARRASSED/ AFRAID 2 TALK (9th-12th)		EMBARRASSED/ AFRAID 2 TALK (WHITE)		EMBARRASSED/ AFRAID 2 TALK (AFR. AMER.)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	116	62	118	88	33	29	86	66	88	59	147	139	54	61	94	78	96	100	31	28	
PROBLEM	90.8	94.1	97.3	91.3	90.5	85.1	89.7	90.3	91.6	91.7	89.0	96.3	86.8	92.2	78.8	98.6	93.1	95.7	87.6	97.1	81.9	
Big Problem	58.9	64.2	56.1	62.5	50.5	70.4	52.0	64.1	46.0	65.5	55.4	72.9	44.8	70.8	41.0	74.1	47.7	71.7	43.6	75.0	50.0	
Small Problem	31.9	29.8	41.2	28.8	40.0	14.7	37.7	26.2	45.5	26.2	33.7	23.4	42.0	21.4	37.8	24.5	45.3	24.0	44.0	22.1	31.9	
NOT A PROBLEM	8.8	5.9	2.7	8.7	8.2	14.9	10.3	9.7	8.4	8.3	9.0	2.9	13.2	5.6	21.2	1.4	6.9	3.1	12.4	2.9	18.1	
DK/REFUSED	0.4	-	-	-	1.3	-	-	-	-	-	1.9	0.8	-	2.1	-	-	-	1.2	-	-	-	
Net Diff.	81.9	88.1	94.6	82.7	82.3	70.2	79.4	80.6	83.1	83.4	80.0	93.4	73.6	86.6	57.6	97.2	86.1	92.5	75.2	94.1	63.9	

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

	TOTAL		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK				ALCOHOL USE BY PEOPLE YOUR AGE IS...				ALCOHOL USE BY YOUR AGE								
			(MALE)		(FEMALE)		PROB-	Big	Small	NOT A	BIG	SMALL	BIG	SMALL	BIG	SMALL	BIG	SMALL	BIG	SMALL	
	YES	NO	YES	NO	YES	NO	LEM	Prob.	Prob.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.
Total	300	69	77	78	62	272	177	96	27	66	35	110	60	118	69	38	16	86	53	90	43
PROBLEM	90.8	95.3	88.6	97.2	84.5	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
Big Problem	58.9	73.5	42.4	72.4	47.8	64.9	100.0	-	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-
Small Problem	31.9	21.8	46.2	24.8	36.7	35.1	-	100.0	-	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0
NOT A PROBLEM	8.8	4.7	11.4	1.4	15.5	-	-	-	100.0	-	-	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	0.4	-	-	1.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	81.9	90.6	77.3	95.8	69.0	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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11. DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A BIG PROBLEM, SMALL PROBLEM OR NOT A PROBLEM?

	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					PARENTS TALK ALCOHOL AFFECTS ON BRAIN		PARENTS TALK ALC./BRAIN (6th-8th)		PARENTS TALK ALC./BRAIN (9th-12th)		PARENTS TALK ALC./BRAIN (WHITE)		PARENTS TALK ALC./BRAIN (AFR. AMER.)		PARENTS TALK ALC./BRAIN (MEN)		PARENTS TALK ALC./BRAIN (WOMEN)		
	17/	14/	15-17	18-20	21+	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
	YOUNG-	Young																		
Total	300	46	24	22	107	143	184	115	78	42	106	73	122	83	38	23	96	57	88	58
PROBLEM	90.8	87.2	92.1	81.8	87.5	94.8	90.1	91.7	83.6	85.1	95.0	95.6	89.8	92.6	87.3	87.1	90.9	90.9	89.3	92.5
Big Problem	58.9	53.2	70.5	34.1	64.7	56.5	61.9	53.7	56.5	50.8	65.9	55.3	60.3	53.1	64.9	56.6	62.8	45.9	61.0	61.3
Small Problem	31.9	34.0	21.5	47.6	22.8	38.3	28.2	38.1	27.0	34.3	29.1	40.3	29.6	39.5	22.5	30.5	28.1	45.0	28.3	31.2
NOT A PROBLEM	8.8	12.8	7.9	18.2	11.4	5.2	9.3	8.3	15.0	14.9	5.0	4.4	9.2	7.4	12.7	12.9	9.1	9.1	9.4	7.5
DK/REFUSED	0.4	-	-	-	1.1	-	0.6	-	1.5	-	-	-	0.9	-	-	-	-	-	1.3	-
Net Diff.	81.9	74.3	84.1	63.6	76.1	89.7	80.9	83.5	68.6	70.1	89.9	91.1	80.6	85.3	74.7	74.2	81.8	81.9	79.9	85.0



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

	DO YOU THINK		PARENTS TALK/		S/R/H ADS TO		HEARD OF		
	YES	NO	YES	NO	YES	NO	YES	NO	
Total	300	274	24	263	33	161	136	103	197
PROBLEM	90.8	91.6	83.9	91.0	87.8	91.5	89.7	93.9	89.2
Big Problem	58.9	63.1	17.4	60.0	48.8	64.9	51.6	62.2	57.2
Small Problem	31.9	28.5	66.5	31.0	39.1	26.6	38.1	31.7	32.0
NOT A PROBLEM	8.8	8.0	16.1	9.0	8.7	8.5	9.4	5.0	10.8
DK/REFUSED	0.4	0.4	-	-	3.4	-	0.8	1.1	-
Net Diff.	81.9	83.7	67.8	82.0	79.1	83.0	80.3	88.8	78.3

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

	TOTAL	AGE											WHITE		AFRICAN AMER.		MALE		FEMALE	
		14/ YOUN- GER	10	11	12	13	14	15/ OLDER	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER
Total	300	146	1	18	35	40	52	151	50	48	38	15	102	103	28	34	74	77	73	74
PROBLEM	90.8	85.6	100.0	76.0	88.7	86.1	86.1	96.1	100.0	98.1	92.2	87.3	85.7	96.1	78.3	94.6	87.3	95.1	83.9	97.2
Big Problem	58.9	54.7	100.0	64.2	68.3	48.9	45.5	63.4	58.4	74.5	64.8	41.5	51.0	64.2	53.3	68.7	57.6	56.5	51.8	70.6
Small Problem	31.9	30.9	-	11.8	20.3	37.2	40.7	32.7	41.6	23.6	27.4	45.8	34.7	31.9	25.0	25.8	29.8	38.6	32.1	26.6
NOT A PROBLEM	8.8	13.6	-	24.0	11.3	13.9	11.6	3.9	-	1.9	7.8	12.7	13.2	3.9	21.7	5.4	12.7	4.9	14.5	2.8
DK/REFUSED	0.4	0.8	-	-	-	-	2.2	-	-	-	-	-	1.1	-	-	-	-	-	1.6	-
Net Diff.	81.9	72.0	100.0	52.0	77.3	72.2	74.5	92.2	100.0	96.1	84.3	74.6	72.6	92.2	56.6	89.1	74.6	90.2	69.4	94.4

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

	TOTAL	RACE					MALE	FEMALE			GENDER	
		HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total	300	20	206	61	4	5	106	36	100	26	153	147
PROBLEM	90.8	100.0	91.0	87.3	100.0	90.8	92.6	86.5	89.3	88.3	90.9	90.6
Big Problem	58.9	64.3	57.4	61.8	74.8	53.5	55.7	54.3	59.1	72.1	56.5	61.4
Small Problem	31.9	35.7	33.6	25.5	25.2	37.3	36.9	32.3	30.1	16.2	34.4	29.2
NOT A PROBLEM	8.8	-	8.5	12.7	-	9.2	7.4	13.5	9.6	11.7	9.1	8.6
DK/REFUSED	0.4	-	0.6	-	-	-	-	-	1.1	-	-	0.8
Net Diff.	81.9	100.0	82.5	74.5	100.0	81.7	85.2	73.0	79.7	76.5	81.8	82.0



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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	AREA												
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST
Total	300	96	39	11	46	85	36	49	52	26	26	12	34	21
YES	80.9	87.9	89.3	91.0	86.0	81.3	82.4	80.4	75.4	75.0	75.9	91.3	67.1	77.2
NO	17.9	11.7	10.7	9.0	13.2	17.4	14.5	19.6	22.5	20.9	24.1	8.7	32.9	17.8
DK/REFUSED	1.2	0.4	-	-	0.9	1.3	3.0	-	2.0	4.1	-	-	-	5.0
Net Diff.	63.0	76.2	78.5	82.1	72.8	63.8	67.9	60.9	52.9	54.0	51.7	82.5	34.1	59.3



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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	GRADE									WHITE	AFRICAN AMER.	MALE	FEMALE	TALKED ABOUT DRINKING ALCOHOL					
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO		
Total	300	121	36	33	52	179	57	42	48	32	87	118	22	39	62	91	60	87	166	133
YES	80.9	89.2	89.3	91.3	87.8	75.3	83.2	73.5	67.2	75.6	88.4	74.9	87.1	76.9	87.4	76.5	91.1	73.9	75.4	88.4
NO	17.9	9.9	10.7	8.7	10.1	23.3	15.0	26.5	30.6	23.2	10.4	23.3	12.9	23.1	12.6	21.9	7.1	24.8	22.7	11.3
DK/REFUSED	1.2	0.9	-	-	2.1	1.4	1.8	-	2.2	1.2	1.3	1.8	-	-	-	1.6	1.8	1.2	1.9	0.3
Net Diff.	63.0	79.3	78.5	82.5	77.8	51.9	68.2	47.0	36.6	52.4	78.0	51.6	74.1	53.8	74.8	54.6	84.0	49.1	52.7	77.0



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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		TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total	300	32	89	134	44	116	89	32	30	78	75	88	58	120	163	17	98	103	65	80	117	
YES	80.9	84.4	90.9	73.2	83.2	76.9	86.4	72.0	90.0	76.8	85.1	74.1	92.5	71.8	86.8	77.4	90.6	70.8	81.1	70.3	87.0	
NO	17.9	12.2	9.1	25.2	15.9	20.3	13.6	28.0	10.0	21.9	14.3	23.4	7.5	26.5	12.2	22.6	8.2	27.1	18.3	27.1	12.0	
DK/REFUSED	1.2	3.4	-	1.6	0.9	2.8	-	-	-	1.3	0.5	2.5	-	1.8	0.9	-	1.1	2.1	0.6	2.7	0.9	
Net Diff.	63.0	72.1	81.9	48.0	67.3	56.6	72.7	44.0	79.9	54.9	70.8	50.7	85.0	45.3	74.6	54.9	82.4	43.7	62.9	43.2	75.0	



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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		THINK IT'S OKAY TO DRINK (AFR. AMER.)		THINK IT'S OKAY TO DRINK (MALE)		THINK IT'S OKAY TO DRINK (FEMALE)		KNOW PEOPLE/ TRIED ALCOHOL ALCOHOL		KNOW PEOPLE/ TRIED ALCOHOL (6th-8th)		KNOW PEOPLE/ TRIED ALCOHOL (9th-12th)		KNOW PEOPLE/ TRIED ALCOHOL (WHITE)		KNOW PEOPLE/ TRIED ALCOHOL (AFR. AMER.)		KNOW PEOPLE/ TRIED ALCOHOL (MALE)		KNOW PEOPLE/ TRIED ALCOHOL (FEMALE)	
	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	26	30	57	89	64	74	184	115	39	81	145	34	132	74	36	24	87	66	97	49	
YES	80.9	73.2	86.6	73.2	85.3	70.5	88.7	78.4	84.6	87.1	90.1	76.1	71.6	78.2	85.0	80.4	80.2	80.2	81.7	76.8	88.4	
NO	17.9	26.8	13.4	25.0	14.3	27.8	9.8	19.8	15.0	10.1	9.9	22.4	27.2	19.4	15.0	19.6	19.8	18.6	17.7	20.9	11.6	
DK/REFUSED	1.2	-	-	1.9	0.4	1.7	1.5	1.7	0.3	2.8	-	1.5	1.2	2.4	-	-	-	1.2	0.6	2.2	-	
Net Diff.	63.0	46.4	73.3	48.2	71.0	42.7	79.0	58.6	69.6	77.0	80.1	53.7	44.4	58.8	70.1	60.8	60.3	61.7	64.1	55.9	76.9	

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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	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total	300	84	9	75	7	6	34	28	71	40	26	4	2	64	47
YES	80.9	79.5	57.2	82.3	85.5	82.6	84.8	78.5	77.1	79.7	68.1	100.0	100.0	80.9	73.7
NO	17.9	19.2	42.8	16.3	14.5	17.4	15.2	17.7	21.3	17.5	31.9	-	-	17.5	24.0
DK/REFUSED	1.2	1.2	-	1.4	-	-	-	3.7	1.5	2.8	-	-	-	1.6	2.3
Net Diff.	63.0	60.3	14.4	66.1	71.1	65.3	69.6	60.8	55.8	62.2	36.2	100.0	100.0	63.4	49.8



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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		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				
	DRINKING		DRINKING		DRINKING						(6th-8th)				(9th-12th)				
	(AFRICAN AMR)		(MALE)		(FEMALE)														
	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	
Total	300	14	17	35	36	50	36	77	46	31	62	8	6	2	20	69	40	29	42
YES	80.9	78.5	87.9	79.8	79.7	79.3	74.6	65.5	57.3	77.4	91.8	74.1	64.1	100.0	90.4	64.6	56.4	75.8	92.5
NO	17.9	21.5	12.1	17.2	20.3	20.7	22.3	33.1	40.4	22.6	8.2	25.9	35.9	-	9.6	33.9	41.0	24.2	7.5
DK/REFUSED	1.2	-	-	3.0	-	-	3.1	1.4	2.3	-	-	-	-	-	-	1.5	2.6	-	-
Net Diff.	63.0	57.1	75.9	62.7	59.3	58.6	52.3	32.4	17.0	54.9	83.6	48.2	28.3	100.0	80.7	30.7	15.4	51.6	85.0

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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?

	OFTEN THEY DRINK ALCOHOL (WHITE)				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				
	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
Total	300	53	32	21	46	15	8	7	13	37	19	18	27	40	27	13	35
YES	80.9	64.6	54.9	79.9	91.3	73.5	63.5	84.9	91.9	69.1	57.1	81.5	92.9	62.2	57.5	71.8	90.9
NO	17.9	33.4	41.8	20.1	8.7	26.5	36.5	15.1	8.1	28.1	37.3	18.5	7.1	37.8	42.5	28.2	9.1
DK/REFUSED	1.2	2.0	3.2	-	-	-	-	-	-	2.8	5.6	-	-	-	-	-	-
Net Diff.	63.0	31.2	13.1	59.7	82.5	47.0	27.0	69.8	83.8	41.0	19.8	63.0	85.8	24.4	15.0	43.6	81.9

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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?

	PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)				
	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	
Total	300	251	60	192	47	100	20	80	21	151	40	111	26
YES	80.9	81.3	87.4	79.4	80.1	91.0	89.9	91.2	80.6	74.8	86.1	70.8	79.6
NO	17.9	17.3	12.6	18.8	19.9	7.9	10.1	7.4	19.4	23.5	13.9	26.9	20.4
DK/REFUSED	1.2	1.4	-	1.9	-	1.1	-	1.4	-	1.7	-	2.2	-
Net Diff.	63.0	64.0	74.8	60.6	60.1	83.0	79.8	83.8	61.3	51.4	72.3	43.9	59.2



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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	PARENTS TALK ABOUT DRINKING ALCOHOL (WHITE)				PARENTS TALK ABOUT DRINKING ALCOHOL (AFRICAN AMERICAN)				PARENTS TALK ABOUT DRINKING ALCOHOL (MALE)				PARENTS TALK ABOUT DRINKING ALCOHOL (FEMALE)				TALK W/PARENT LAST FEW MONTHS		TALK W/PARENT LAST FEW MTHS (6th-8th)	
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO
Total	300	174	36	138	31	52	14	38	9	123	28	95	29	129	32	97	17	174	126	58	63
YES	80.9	80.6	83.2	79.9	83.4	82.6	100.0	76.3	69.6	81.9	89.6	79.7	79.2	80.6	85.5	79.0	81.6	82.9	78.0	89.5	88.9
NO	17.9	17.6	16.8	17.8	16.6	17.4	-	23.7	30.4	16.9	10.4	18.8	20.8	17.7	14.5	18.7	18.4	15.9	20.8	8.6	11.1
DK/REFUSED	1.2	1.8	-	2.3	-	-	-	-	-	1.2	-	1.5	-	1.7	-	2.2	-	1.2	1.2	1.9	-
Net Diff.	63.0	63.0	66.5	62.1	66.8	65.3	100.0	52.6	39.2	65.1	79.2	60.9	58.3	62.9	70.9	60.3	63.2	67.0	57.2	80.8	77.9



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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		TALK W/PARENT LAST FEW MTHS (9th-12th)		TALK W/PARENT LAST FEW MTHS (WHITE)		TALK W/PARENT LAST FEW MTHS (AFR. AMER.)		TALK W/PARENT LAST FEW MTHS (MALE)		TALK W/PARENT LAST FEW MTHS (FEMALE)		EMBARRASSED/ AFRAID 2 TALK W/ PARENTS		EMBARRASSED/ AFRAID 2 TALK (6th-8th)		EMBARRASSED/ AFRAID 2 TALK (9th-12th)		EMBARRASSED/ AFRAID 2 TALK (WHITE)		EMBARRASSED/ AFRAID 2 TALK (AFR. AMER.)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	116	62	118	88	33	29	86	66	88	59	147	139	54	61	94	78	96	100	31	28	
YES	80.9	79.6	66.8	80.2	81.3	88.1	72.2	81.6	79.7	84.1	76.1	86.0	75.7	90.5	88.5	83.4	65.6	86.2	75.5	83.8	78.7	
NO	17.9	19.5	30.8	18.0	17.5	11.9	27.8	17.1	19.7	14.7	22.1	13.3	23.3	7.4	11.5	16.6	32.5	12.6	23.5	16.2	21.3	
DK/REFUSED	1.2	0.9	2.3	1.8	1.2	-	-	1.2	0.6	1.2	1.8	0.7	1.0	2.0	-	-	1.9	1.1	1.0	-	-	
Net Diff.	63.0	60.1	36.0	62.2	63.7	76.2	44.3	64.5	59.9	69.4	54.0	72.8	52.4	83.1	77.0	66.9	33.1	73.6	52.0	67.5	57.3	



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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		EMBARRASSED/AFRAID 2 TALK (MALE)		EMBARRASSED/AFRAID 2 TALK (FEMALE)		ALCOHOL USE BY PEOPLE YOUR AGE IS...				ALCOHOL USE BY YOUR AGE (6th-8th)		ALCOHOL USE BY YOUR AGE (9th-12th)		ALCOHOL USE BY YOUR AGE (WHITE)		ALCOHOL USE BY YOUR AGE (AFR. AMER.)		ALCOHOL USE BY YOUR AGE (MALE)		ALCOHOL USE BY YOUR AGE (FEMALE)	
	YES	NO	YES	NO	PROB-LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.
Total	300	69	77	78	62	272	177	96	27	66	35	110	60	118	69	38	16	86	53	90	43	
YES	80.9	84.6	77.2	87.3	73.8	81.7	83.9	77.5	76.3	90.9	88.7	79.7	70.9	83.5	79.3	81.5	75.2	85.3	76.7	82.6	78.5	
NO	17.9	15.4	20.9	11.3	26.2	17.2	14.9	21.4	22.2	7.4	11.3	19.4	27.4	14.7	19.2	18.5	24.8	14.7	21.3	15.0	21.5	
DK/REFUSED	1.2	-	1.9	1.4	-	1.2	1.2	1.1	1.5	1.6	-	1.0	1.7	1.8	1.5	-	-	-	2.0	2.4	-	
Net Diff.	63.0	69.1	56.3	76.0	47.6	64.5	69.0	56.1	54.1	83.5	77.5	60.3	43.5	68.8	60.0	62.9	50.4	70.5	55.4	67.6	57.0	

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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?

	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					PARENTS TALK ALCOHOL AFFECTS ON BRAIN		PARENTS TALK ALC./BRAIN (6th-8th)		PARENTS TALK ALC./BRAIN (9th-12th)		PARENTS TALK ALC./BRAIN (WHITE)		PARENTS TALK ALC./BRAIN (AFR. AMER.)		PARENTS TALK ALC./BRAIN (MEN)		PARENTS TALK ALC./BRAIN (WOMEN)		
	17/18	14/15	15-17	18-20	21+	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
	YOUNG-ER	Young-er																		
Total	300	46	24	22	107	143	184	115	78	42	106	73	122	83	38	23	96	57	88	58
YES	80.9	68.0	64.4	72.0	85.0	81.3	85.1	73.9	90.7	86.2	81.1	66.8	83.2	76.9	89.7	65.5	88.4	68.3	81.6	79.4
NO	17.9	29.7	31.2	28.0	12.6	18.7	12.9	26.1	7.9	13.8	16.6	33.2	14.2	23.1	10.3	34.5	10.1	31.7	15.9	20.6
DK/REFUSED	1.2	2.3	4.3	-	2.4	-	2.0	-	1.4	-	2.4	-	2.6	-	-	-	1.5	-	2.4	-
Net Diff.	63.0	38.3	33.2	43.9	72.4	62.7	72.2	47.7	82.7	72.4	64.5	33.5	68.9	53.8	79.4	31.0	78.2	36.6	65.7	58.8



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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?

	DO YOU THINK		PARENTS TALK/		S/R/H ADS TO		HEARD OF		
	YES	NO	YES	NO	YES	NO	YES	NO	
Total	300	274	24	263	33	161	136	103	197
YES	80.9	83.7	45.7	87.7	30.9	82.9	78.0	80.9	80.9
NO	17.9	15.1	52.6	10.9	69.1	16.4	20.1	18.1	17.8
DK/REFUSED	1.2	1.2	1.7	1.4	-	0.7	1.9	1.0	1.3
Net Diff.	63.0	68.6	-6.9	76.8	-38.1	66.5	57.9	62.8	63.0



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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	AGE										WHITE		AFRICAN AMER.		MALE		FEMALE		
		10	11	12	13	14	15/	15	16	17	18/	14/	15/	14/	15/	14/	15/	14/	15/	
	14/	YOUN-	GER				OLDER				OLDER	YOUN-	OLDER	YOUN-	OLDER	YOUN-	OLDER	YOUN-	OLDER	
Total	300	146	1	18	35	40	52	151	50	48	38	15	102	103	28	34	74	77	73	74
YES	80.9	87.3	100.0	94.3	86.2	90.0	83.1	74.6	83.3	72.0	67.4	72.9	87.0	74.1	85.6	76.5	86.7	75.3	87.8	73.9
NO	17.9	12.0	-	5.7	13.8	10.0	14.9	23.9	14.5	25.8	32.6	27.1	11.9	23.8	14.4	23.5	11.8	24.7	12.2	23.2
DK/REFUSED	1.2	0.7	-	-	-	-	2.0	1.4	2.2	2.2	-	-	1.0	2.1	-	-	1.4	-	-	2.9
Net Diff.	63.0	75.3	100.0	88.6	72.3	80.0	68.2	50.7	68.7	46.2	34.7	45.8	75.1	50.3	71.3	53.1	74.9	50.6	75.7	50.8



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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	RACE					MALE		FEMALE		GENDER	
		HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total	300	20	206	61	4	5	106	36	100	26	153	147
YES	80.9	78.7	80.6	80.6	100.0	90.6	80.4	80.9	80.8	80.2	80.9	80.9
NO	17.9	21.3	17.8	19.4	-	9.4	18.6	19.1	17.0	19.8	18.2	17.7
DK/REFUSED	1.2	-	1.6	-	-	-	1.0	-	2.2	-	0.9	1.5
Net Diff.	63.0	57.5	62.8	61.3	100.0	81.2	61.9	61.9	63.8	60.4	62.7	63.2

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

	TOTAL	AREA													
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	
Total	300	96	39	11	46	85	36	49	52	26	26	12	34	21	
YES	53.6	57.8	53.5	43.0	65.0	59.7	59.8	59.7	47.9	44.4	51.5	58.9	39.2	44.5	
NO	45.3	41.1	43.8	57.0	35.0	39.1	40.2	38.3	50.0	51.5	48.5	41.1	60.8	55.5	
DK/REFUSED	1.0	1.1	2.7	-	-	1.2	-	2.0	2.0	4.1	-	-	-	-	
Net Diff.	8.3	16.7	9.7	-14.0	29.9	20.6	19.6	21.3	-2.1	-7.1	2.9	17.7	-21.7	-11.0	



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

	TOTAL	GRADE										WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO	
Total	300	121	36	33	52	179	57	42	48	32	87	118	22	39	62	91	60	87	166	133	
YES	53.6	55.5	64.3	51.7	51.7	52.4	57.4	49.8	43.9	59.7	53.3	52.9	60.9	46.7	54.4	52.3	56.5	52.5	50.7	57.7	
NO	45.3	43.7	35.7	45.2	48.3	46.5	40.9	50.2	56.1	37.0	46.7	46.2	39.1	53.3	45.6	47.7	41.7	45.2	48.6	40.8	
DK/REFUSED	1.0	0.9	-	3.1	-	1.1	1.7	-	-	3.3	-	0.9	-	-	-	-	1.7	2.3	0.6	1.5	
Net Diff.	8.3	11.8	28.5	6.6	3.4	5.9	16.5	-0.4	-12.2	22.7	6.7	6.6	21.9	-6.5	8.9	4.6	14.8	7.3	2.1	16.9	

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

	TOTAL		TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total	300	32	89	134	44	116	89	32	30	78	75	88	58	120	163	17	98	103	65	80	117	
YES	53.6	50.9	57.1	50.7	58.8	49.0	59.0	50.4	53.5	48.0	58.6	53.1	56.5	54.4	54.9	69.7	54.3	51.9	55.9	55.7	53.7	
NO	45.3	49.1	41.7	48.5	39.0	50.1	41.0	49.6	46.5	52.0	41.4	45.7	40.0	45.6	43.8	30.3	44.6	48.1	42.5	44.3	45.4	
DK/REFUSED	1.0	-	1.2	0.8	2.2	0.9	-	-	-	-	-	1.2	3.5	-	1.3	-	1.1	-	1.6	-	0.9	
Net Diff.	8.3	1.8	15.4	2.1	19.8	-1.1	18.0	0.9	7.1	-4.0	17.1	7.5	16.6	8.9	11.2	39.4	9.7	3.7	13.4	11.4	8.3	



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

	TOTAL		THINK IT'S OKAY TO DRINK (AFR. AMER.)		THINK IT'S OKAY TO DRINK (MALE)		THINK IT'S OKAY TO DRINK (FEMALE)		KNOW PEOPLE/ TRIED ALCOHOL (ALCOHOL)		KNOW PEOPLE/ TRIED ALCOHOL (6th-8th)		KNOW PEOPLE/ TRIED ALCOHOL (9th-12th)		KNOW PEOPLE/ TRIED ALCOHOL (WHITE)		KNOW PEOPLE/ TRIED ALCOHOL (AFR. AMER.)		KNOW PEOPLE/ TRIED ALCOHOL (MALE)		KNOW PEOPLE/ TRIED ALCOHOL (FEMALE)	
	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	26	30	57	89	64	74	184	115	39	81	145	34	132	74	36	24	87	66	97	49	
YES	53.6	46.3	57.2	48.9	57.2	59.3	52.2	51.9	56.8	57.9	55.0	50.3	61.2	50.7	57.3	50.4	56.3	49.5	58.0	54.1	55.2	
NO	45.3	53.7	42.8	51.1	42.8	40.7	45.0	47.5	41.3	42.1	43.7	49.0	35.7	49.3	41.3	49.6	43.7	50.5	42.0	44.9	40.5	
DK/REFUSED	1.0	-	-	-	-	-	2.8	0.5	1.8	-	1.3	0.7	3.1	-	1.4	-	-	-	-	1.0	4.3	
Net Diff.	8.3	-7.4	14.3	-2.1	14.5	18.7	7.2	4.4	15.5	15.7	11.3	1.3	25.5	1.4	16.0	0.8	12.6	-1.0	16.1	9.2	14.7	

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

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total	300	84	9	75	7	6	34	28	71	40	26	4	2	64	47
YES	53.6	47.2	89.2	41.9	52.6	33.6	29.2	56.5	64.0	57.5	72.8	52.2	100.0	46.6	60.7
NO	45.3	52.8	10.8	58.1	47.4	66.4	70.8	43.5	36.0	42.5	27.2	47.8	-	53.4	39.3
DK/REFUSED	1.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	8.3	-5.5	78.4	-16.2	5.2	-32.7	-41.6	12.9	27.9	15.1	45.6	4.4	100.0	-6.8	21.4



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

	TOTAL		AGE STARTED		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL			
	DRINKING		DRINKING		DRINKING		DRINKING		(6th-8th)				(9th-12th)							
	(AFRICAN AMR)		(MALE)		(FEMALE)															
	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH		
Total	300	14	17	35	36	50	36	77	46	31	62	8	6	2	20	69	40	29	42	
YES	53.6	42.0	65.9	50.9	52.3	44.7	75.6	59.7	62.5	55.8	49.8	86.7	81.6	100.0	53.9	56.8	59.8	52.5	47.9	
NO	45.3	58.0	34.1	49.1	47.7	55.3	24.4	40.3	37.5	44.2	50.2	13.3	18.4	-	46.1	43.2	40.2	47.5	52.1	
DK/REFUSED	1.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net Diff.	8.3	-16.0	31.9	1.8	4.7	-10.7	51.2	19.5	24.9	11.5	-0.3	73.5	63.3	100.0	7.7	13.5	19.7	5.1	-4.2	

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

	OFTEN THEY DRINK ALCOHOL (WHITE)				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				
	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	
Total	300	53	32	21	46	15	8	7	13	37	19	18	27	40	27	13	35
YES	53.6	58.8	61.2	55.0	46.6	54.2	49.4	59.7	53.6	44.9	51.3	38.4	54.1	73.5	70.3	80.0	46.5
NO	45.3	41.2	38.8	45.0	53.4	45.8	50.6	40.3	46.4	55.1	48.7	61.6	45.9	26.5	29.7	20.0	53.5
DK/REFUSED	1.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	8.3	17.6	22.5	10.0	-6.7	8.4	-1.1	19.3	7.1	-10.1	2.6	-23.2	8.3	47.0	40.6	60.0	-7.1



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

	PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)				
	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	
Total	300	251	60	192	47	100	20	80	21	151	40	111	26
YES	53.6	58.1	59.2	57.7	32.0	61.5	52.8	63.7	26.3	55.8	62.5	53.4	36.6
NO	45.3	41.5	40.8	41.8	65.8	37.4	47.2	35.0	73.7	44.2	37.5	46.6	59.3
DK/REFUSED	1.0	0.4	-	0.5	2.3	1.0	-	1.3	-	-	-	-	4.1
Net Diff.	8.3	16.5	18.5	15.9	-33.8	24.1	5.6	28.7	-47.5	11.5	25.0	6.7	-22.7



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

	TOTAL	PARENTS TALK ABOUT DRINKING ALCOHOL (WHITE)				PARENTS TALK ABOUT DRINKING ALCOHOL (AFRICAN AMERICAN)				PARENTS TALK ABOUT DRINKING ALCOHOL (MALE)				PARENTS TALK ABOUT DRINKING ALCOHOL (FEMALE)				TALK W/PARENT LAST FEW MONTHS		TALK W/PARENT LAST FEW MTHS (6th-8th)	
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO
Total	300	174	36	138	31	52	14	38	9	123	28	95	29	129	32	97	17	174	126	58	63
YES	53.6	56.8	54.0	57.5	33.7	57.8	65.3	55.0	20.0	60.1	60.0	60.1	26.0	56.1	58.6	55.3	42.1	64.3	39.2	68.6	43.6
NO	45.3	43.2	46.0	42.5	62.8	42.2	34.7	45.0	80.0	39.9	40.0	39.9	74.0	43.1	41.4	43.6	51.8	35.7	58.3	31.4	54.8
DK/REFUSED	1.0	-	-	-	3.5	-	-	-	-	-	-	-	-	0.8	-	1.1	6.1	-	2.5	-	1.6
Net Diff.	8.3	13.5	8.1	14.9	-29.1	15.5	30.7	10.0	-60.0	20.2	20.1	20.2	-48.0	13.1	17.1	11.7	-9.7	28.6	-19.1	37.1	-11.2



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

	TOTAL		TALK W/PARENT LAST FEW MTHS (9th-12th)		TALK W/PARENT LAST FEW MTHS (WHITE)		TALK W/PARENT LAST FEW MTHS (AFR. AMER.)		TALK W/PARENT LAST FEW MTHS (MALE)		TALK W/PARENT LAST FEW MTHS (FEMALE)		EMBARRASSED/ AFRAID 2 TALK W/ PARENTS		EMBARRASSED/ AFRAID 2 TALK (6th-8th)		EMBARRASSED/ AFRAID 2 TALK (9th-12th)		EMBARRASSED/ AFRAID 2 TALK (WHITE)		EMBARRASSED/ AFRAID 2 TALK (AFR. AMER.)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	116	62	118	88	33	29	86	66	88	59	147	139	54	61	94	78	96	100	31	28	
YES	53.6	62.2	34.8	61.7	41.4	63.5	38.9	68.3	34.3	60.4	44.8	58.7	49.1	59.3	54.0	58.3	45.2	55.7	50.4	58.0	47.2	
NO	45.3	37.8	61.9	38.3	57.3	36.5	61.1	31.7	65.7	39.6	50.0	41.3	49.4	40.7	44.3	41.7	53.5	44.3	48.5	42.0	52.8	
DK/REFUSED	1.0	-	3.3	-	1.2	-	-	-	-	-	-	5.2	-	1.5	-	1.7	-	1.4	-	1.1	-	
Net Diff.	8.3	24.4	-27.1	23.4	-15.9	27.0	-22.2	36.6	-31.4	20.8	-5.3	17.3	-0.4	18.5	9.7	16.7	-8.3	11.4	1.9	16.1	-5.5	



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

	TOTAL		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK		ALCOHOL USE BY PEOPLE YOUR AGE IS...				ALCOHOL USE BY YOUR AGE										
			(MALE)		(FEMALE)		PROB- LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.									
	YES	NO	YES	NO	YES	NO															
Total	300	69	77	78	62	272	177	96	27	66	35	110	60	118	69	38	16	86	53	90	43
YES	53.6	58.2	47.8	59.1	50.7	54.1	59.1	44.8	51.6	58.2	59.4	59.6	36.2	58.6	44.5	58.2	37.3	58.8	44.1	59.3	45.6
NO	45.3	41.8	52.2	40.9	45.9	44.8	39.7	54.2	48.4	40.3	40.6	39.4	62.2	40.5	55.5	41.8	62.7	41.2	55.9	38.4	52.1
DK/REFUSED	1.0	-	-	-	3.4	1.1	1.2	1.0	-	1.6	-	1.0	1.6	0.9	-	-	-	-	-	2.3	2.3
Net Diff.	8.3	16.3	-4.5	18.2	4.8	9.2	19.3	-9.4	3.1	17.9	18.9	20.2	-26.0	18.0	-11.0	16.4	-25.3	17.7	-11.7	20.9	-6.5

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

TOTAL	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					PARENTS TALK ALCOHOL AFFECTS ON BRAIN		PARENTS TALK ALC./BRAIN (6th-8th)		PARENTS TALK ALC./BRAIN (9th-12th)		PARENTS TALK ALC./BRAIN (WHITE)		PARENTS TALK ALC./BRAIN (AFR. AMER.)		PARENTS TALK ALC./BRAIN (MEN)		PARENTS TALK ALC./BRAIN (WOMEN)		
	17/	14/	15-17	18-20	21+	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
	YOUNG- ER	Young er																		
Total	300	46	24	22	107	143	184	115	78	42	106	73	122	83	38	23	96	57	88	58
YES	53.6	55.7	49.6	62.3	54.6	52.2	60.0	43.8	61.7	45.2	58.8	43.0	57.9	45.9	61.6	35.9	64.9	33.5	54.8	54.0
NO	45.3	44.3	50.4	37.7	44.5	47.0	39.4	55.3	38.3	54.8	40.3	55.5	42.1	52.8	38.4	64.1	35.1	66.5	44.1	44.2
DK/REFUSED	1.0	-	-	-	1.0	0.7	0.5	0.9	-	-	0.9	1.5	-	1.3	-	-	-	-	1.1	1.8
Net Diff.	8.3	11.3	-0.8	24.6	10.1	5.2	20.6	-11.4	23.4	-9.6	18.5	-12.5	15.9	-6.9	23.1	-28.3	29.7	-33.0	10.7	9.9

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

TOTAL	DO YOU THINK		PARENTS TALK/		S/R/H ADS TO		HEARD OF		
	YES	NO	YES	NO	YES	NO	YES	NO	
	UNDERAGE/DRNK	HURTS BRAIN/	HELP STOP	DRINKING	TALKITOUT.ORG				
	AFFECTS BRAIN								
Total	300	274	24	263	33	161	136	103	197
YES	53.6	55.7	32.2	54.8	42.6	100.0	-	68.6	45.8
NO	45.3	43.2	67.8	44.1	57.4	-	100.0	31.4	52.6
DK/REFUSED	1.0	1.1	-	1.2	-	-	-	-	1.6
Net Diff.	8.3	12.5	-35.7	10.7	-14.8	100.0	-100.0	37.2	-6.8



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

	TOTAL	AGE											WHITE		AFRICAN AMER.		MALE		FEMALE	
		14/ YOUN- GER	10	11	12	13	14	15/ OLDER	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER
Total	300	146	1	18	35	40	52	151	50	48	38	15	102	103	28	34	74	77	73	74
YES	53.6	56.5	100.0	83.0	51.4	44.0	59.2	50.3	52.4	51.8	44.5	53.5	53.9	51.8	64.0	42.1	59.2	46.6	53.7	54.2
NO	45.3	42.1	-	17.0	48.6	53.4	38.9	49.0	47.6	48.2	52.7	46.5	46.1	47.2	36.0	57.9	40.8	53.4	43.5	44.4
DK/REFUSED	1.0	1.4	-	-	-	2.6	1.9	0.7	-	-	2.8	-	-	1.0	-	-	-	-	2.8	1.4
Net Diff.	8.3	14.3	100.0	65.9	2.9	-9.3	20.3	1.4	4.8	3.6	-8.2	7.0	7.8	4.6	28.0	-15.8	18.4	-6.7	10.2	9.9



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

	TOTAL	RACE					MALE	FEMALE			GENDER	
		HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total	300	20	206	61	4	5	106	36	100	26	153	147
YES	53.6	71.9	53.1	51.9	-	63.9	53.6	51.7	52.5	52.3	53.2	54.1
NO	45.3	28.1	46.4	48.1	48.2	36.1	46.4	48.3	46.4	47.7	46.8	43.8
DK/REFUSED	1.0	-	0.5	-	51.8	-	-	-	1.1	-	-	2.1
Net Diff.	8.3	43.8	6.7	3.9	-48.2	27.9	7.1	3.3	6.2	4.6	6.3	10.3



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14. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	AREA												
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- lenburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST
Total Answering	161	55	21	5	30	51	22	29	25	12	13	7	13	9
SEVERITY/DANGER	14.3	11.4	20.4	-	6.9	21.8	14.7	27.1	12.4	9.2	15.1	14.8	-	16.3
ANTI-UNDERAGE DRINKING	13.1	17.4	17.8	19.0	16.8	12.6	-	21.9	12.4	18.4	7.2	-	7.1	11.2
ANTI-DRINK & DRIVE	10.7	5.5	4.9	-	6.8	14.1	14.4	13.8	8.1	9.2	7.2	14.8	22.3	11.2
DEATH/DISABILITY/INJURY	10.2	6.5	10.0	-	5.1	13.0	19.2	8.5	-	-	-	43.2	23.2	-
SUBJECT RECALL ONLY	10.0	14.0	12.3	21.6	13.9	8.2	14.4	3.6	12.4	9.2	15.1	-	-	11.2
PARENTS W/ DISABLED KID	8.3	8.5	10.2	-	8.7	6.6	6.5	6.8	17.0	36.7	-	-	7.5	-
ACCIDENTS/WRECKS	4.7	7.4	4.7	-	10.5	2.0	4.7	-	9.7	-	18.1	-	-	-
DON'T WAIT	4.3	4.7	2.3	-	7.2	-	-	-	8.0	9.2	7.0	13.6	10.6	-
TALK TO KIDS/DRINKING	4.0	4.4	-	29.7	3.4	6.0	4.7	6.9	3.9	-	7.2	-	-	-
SAD/NEGATIVE AD	3.3	5.8	5.1	-	7.2	4.1	5.1	3.3	-	-	-	-	-	-
POLICE/JAIL	2.3	-	-	-	-	3.1	7.2	-	-	-	-	-	-	22.5
AFFECTS LIVES/RELATIONS	2.2	-	-	-	-	0.7	-	1.3	-	-	-	13.6	7.7	12.2
SCARE TACTIC/INEFFECTIVE	0.3	0.8	2.1	-	-	-	-	-	-	-	-	-	-	-
OTHER	6.0	8.4	10.2	-	8.5	4.0	4.5	3.6	3.8	8.1	-	-	14.8	-
DON'T KNOW	6.4	5.3	-	29.7	5.1	3.8	4.5	3.3	12.3	-	23.0	-	6.8	15.4

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14. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	GRADE										WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO	
Total Answering	161	67	23	17	27	94	33	21	21	19	47	63	14	18	33	48	34	46	84	77	
SEVERITY/DANGER	14.3	11.1	13.5	12.5	8.0	16.6	26.1	12.0	16.5	5.4	13.8	16.4	7.4	10.9	-	18.7	22.1	14.5	16.3	12.1	
ANTI-UNDERAGE DRINKING	13.1	20.3	13.3	34.9	17.0	8.0	2.9	16.4	5.0	11.1	17.4	8.1	36.3	5.4	26.4	8.2	14.2	7.7	11.3	15.1	
ANTI-DRINK & DRIVE	10.7	6.0	-	5.8	11.4	14.1	12.6	9.8	14.4	21.1	8.6	18.0	-	10.9	8.9	14.5	3.1	13.7	12.0	9.3	
DEATH/DISABILITY/INJURY	10.2	11.2	14.9	5.6	11.7	9.4	4.5	10.3	19.8	5.4	13.1	8.3	7.1	17.6	11.8	2.9	10.7	16.2	8.8	11.7	
SUBJECT RECALL ONLY	10.0	9.3	13.5	-	11.7	10.4	9.0	15.3	5.1	13.5	13.4	11.7	-	11.3	9.2	9.1	9.5	11.7	12.9	6.7	
PARENTS W/ DISABLED KID	8.3	3.6	4.0	3.1	3.6	11.6	17.5	-	14.6	10.8	2.1	6.5	6.8	22.4	5.7	14.0	1.6	9.1	12.0	4.3	
ACCIDENTS/WRECKS	4.7	7.6	4.2	5.9	11.7	2.6	2.8	7.2	-	-	4.5	1.6	21.9	5.1	8.9	4.1	6.4	1.0	5.4	3.9	
DON'T WAIT	4.3	2.3	-	6.2	1.8	5.8	4.3	14.8	4.5	-	2.3	5.0	-	5.1	-	6.1	4.6	5.5	-	9.1	
TALK TO KIDS/DRINKING	4.0	6.6	10.6	11.6	-	2.1	2.9	4.9	-	-	6.5	3.2	-	-	5.9	4.1	7.3	-	2.3	5.8	
SAD/NEGATIVE AD	3.3	1.7	-	-	4.2	4.4	3.3	-	4.5	11.2	2.4	4.9	-	5.9	-	4.2	3.3	4.7	3.7	2.8	
POLICE/JAIL	2.3	3.2	-	6.1	4.1	1.6	-	-	-	8.0	4.6	1.7	-	-	3.1	2.2	3.3	1.0	1.2	3.4	
AFFECTS LIVES/RELATIONS	2.2	2.1	4.4	2.2	-	2.2	6.4	-	-	-	2.2	3.4	-	-	1.1	2.0	3.1	2.5	1.4	3.1	
SCARE TACTIC/INEFFECTIVE	0.3	-	-	-	-	0.5	1.3	-	-	-	-	-	-	-	-	0.9	-	-	0.5	-	
OTHER	6.0	6.7	10.5	6.0	3.8	5.4	3.2	-	9.0	11.3	4.4	6.6	6.8	5.3	8.9	4.0	4.5	6.9	3.6	8.6	
DON'T KNOW	6.4	8.2	11.0	-	11.0	5.1	3.2	9.3	6.6	2.1	4.7	4.8	13.7	-	9.9	4.9	6.5	5.4	8.6	4.0	



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14. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL		TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total Answering	161	16	51	68	26	57	53	16	16	37	44	47	33	65	90	12	53	53	36	44	63	
SEVERITY/DANGER	14.3	13.1	10.4	17.1	15.5	14.7	15.8	12.3	6.4	16.1	6.7	16.5	19.4	10.0	17.4	-	14.0	12.3	22.2	11.5	18.4	
ANTI-UNDERAGE DRINKING	13.1	18.9	20.8	9.5	4.0	10.7	13.5	12.5	25.0	10.3	20.3	12.2	8.1	14.8	12.8	25.8	19.8	12.3	2.6	16.3	9.5	
ANTI-DRINK & DRIVE	10.7	6.4	5.9	13.4	15.9	14.4	13.6	12.3	-	10.3	13.8	13.4	3.2	13.9	9.1	17.0	3.7	13.2	17.0	16.0	13.0	
DEATH/DISABILITY/INJURY	10.2	6.4	12.8	9.4	9.5	9.3	11.5	13.3	12.9	-	12.2	15.9	11.0	14.2	6.1	16.6	9.5	13.7	1.2	11.5	8.1	
SUBJECT RECALL ONLY	10.0	12.7	8.3	13.0	3.8	16.6	8.0	6.7	6.3	9.0	9.3	16.0	3.4	10.3	10.4	-	11.8	12.6	8.4	12.1	13.1	
PARENTS W/ DISABLED KID	8.3	9.2	1.8	12.6	9.0	8.9	-	19.2	12.2	14.2	7.5	10.1	-	9.3	7.0	4.4	3.6	10.4	12.0	7.0	1.5	
ACCIDENTS/WRECKS	4.7	12.9	5.9	3.6	-	3.8	1.9	11.9	12.7	7.9	4.5	3.4	3.1	0.7	7.9	-	9.6	0.9	5.4	-	5.0	
DON'T WAIT	4.3	-	3.0	-	20.9	-	7.9	-	5.9	-	6.6	-	12.4	4.5	4.0	-	2.0	5.5	7.0	4.5	3.5	
TALK TO KIDS/DRINKING	4.0	-	8.8	2.9	-	3.5	5.8	-	-	5.3	4.5	-	7.5	-	7.2	-	8.4	-	5.4	-	8.0	
SAD/NEGATIVE AD	3.3	-	2.2	4.6	4.1	5.4	2.1	-	6.8	5.3	-	2.3	6.6	3.1	2.4	-	2.1	3.9	2.8	4.6	3.4	
POLICE/JAIL	2.3	-	4.2	1.6	1.8	1.9	4.1	-	-	2.8	2.4	-	4.7	0.7	3.6	-	4.0	0.9	2.9	-	5.1	
AFFECTS LIVES/RELATIONS	2.2	-	2.8	1.7	3.7	2.0	3.8	-	-	-	3.1	2.4	3.1	1.7	2.6	-	2.7	2.1	2.6	2.6	3.2	
SCARE TACTIC/INEFFECTIVE	0.3	-	-	0.6	-	-	-	-	-	1.2	-	-	-	-	0.5	-	-	-	1.2	-	-	
OTHER	6.0	5.7	7.0	3.0	11.7	3.6	7.9	5.8	6.1	5.0	6.9	2.4	10.9	6.2	6.2	7.7	6.7	5.8	5.5	7.0	4.9	
DON'T KNOW	6.4	14.7	6.1	7.1	-	5.3	4.1	6.0	5.7	12.6	2.1	5.3	6.6	10.5	2.8	28.5	2.1	6.4	3.7	6.9	3.3	



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14. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL		THINK IT'S OKAY TO DRINK (AFR. AMER.)		THINK IT'S OKAY TO DRINK (MALE)		THINK IT'S OKAY TO DRINK (FEMALE)		KNOW PEOPLE/ TRIED ALCOHOL (6th-8th)		KNOW PEOPLE/ TRIED ALCOHOL (9th-12th)		KNOW PEOPLE/ TRIED ALCOHOL (WHITE)		KNOW PEOPLE/ TRIED ALCOHOL (AFR. AMER.)		KNOW PEOPLE/ TRIED ALCOHOL (MALE)		KNOW PEOPLE/ TRIED ALCOHOL (FEMALE)		
	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
Total Answering	161	12	17	28	51	38	39	95	65	23	45	73	21	67	42	18	14	43	38	52	27
SEVERITY/DANGER	14.3	-	12.0	10.7	9.9	9.5	27.1	13.3	15.8	9.8	11.7	14.4	24.4	12.5	19.7	5.6	14.5	11.5	10.4	14.8	23.3
ANTI-UNDERAGE DRINKING	13.1	8.2	29.4	14.3	17.4	15.2	6.8	10.0	17.7	18.0	21.5	7.5	9.7	7.6	19.1	16.5	21.6	11.5	20.5	8.7	13.8
ANTI-DRINK & DRIVE	10.7	16.4	-	14.2	11.8	13.7	5.6	14.9	4.6	9.1	4.4	16.7	4.9	18.3	7.1	10.9	-	16.0	7.9	14.0	-
DEATH/DISABILITY/INJURY	10.2	34.7	-	7.0	6.7	19.5	5.4	10.4	9.8	9.3	12.2	10.8	4.6	9.4	11.8	17.7	7.1	1.0	12.9	18.2	5.5
SUBJECT RECALL ONLY	10.0	8.2	6.3	8.7	9.9	11.4	11.0	10.2	9.6	9.2	9.4	10.5	10.1	12.4	12.5	5.9	7.2	7.8	10.7	12.2	8.2
PARENTS W/ DISABLED KID	8.3	8.9	23.3	12.2	8.4	7.2	5.2	10.0	5.7	10.8	-	9.8	18.0	7.5	-	22.1	7.2	11.3	9.8	9.0	-
ACCIDENTS/WRECKS	4.7	-	23.2	-	9.7	1.3	5.5	6.9	1.5	18.3	2.2	3.3	-	4.7	-	16.2	7.2	9.2	2.6	5.0	-
DON'T WAIT	4.3	7.7	-	10.5	-	-	9.3	2.1	7.6	-	3.5	2.7	16.6	3.0	5.1	-	6.8	4.6	2.4	-	15.0
TALK TO KIDS/DRINKING	4.0	-	-	-	7.8	-	6.4	2.1	6.8	-	10.0	2.7	-	3.0	7.2	-	-	4.6	5.2	-	9.0
SAD/NEGATIVE AD	3.3	-	-	3.5	2.0	2.9	2.9	3.2	3.3	-	2.5	4.2	5.1	4.6	2.6	-	7.8	4.6	-	2.1	8.0
POLICE/JAIL	2.3	-	-	-	4.1	1.2	2.8	1.6	3.3	-	4.8	2.1	-	1.6	5.1	-	-	2.4	2.8	0.9	4.0
AFFECTS LIVES/RELATIONS	2.2	-	-	-	2.6	3.0	2.7	2.2	2.2	-	3.2	2.9	-	3.1	2.4	-	-	2.2	1.0	2.2	3.8
SCARE TACTIC/INEFFECTIVE	0.3	-	-	-	0.9	-	-	0.5	-	-	-	0.6	-	-	-	-	-	1.0	-	-	-
OTHER	6.0	7.8	5.7	6.8	5.9	5.7	6.5	5.3	6.9	4.2	8.0	5.7	4.7	6.2	4.8	5.2	7.1	4.4	7.9	6.1	5.5
DON'T KNOW	6.4	8.0	-	12.2	2.7	9.3	2.9	7.3	5.1	11.3	6.6	6.0	1.9	6.1	2.5	-	13.7	7.8	6.0	6.8	3.9



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14. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total Answering	161	40	8	31	4	2	10	16	46	23	19	2	2	30	29
SEVERITY/DANGER	14.3	21.9	12.0	24.6	-	-	21.4	35.3	6.4	8.5	5.1	-	-	20.9	3.4
ANTI-UNDERAGE DRINKING	13.1	5.1	12.0	3.3	-	-	10.4	-	9.7	6.3	15.7	-	-	3.4	6.9
ANTI-DRINK & DRIVE	10.7	10.4	12.4	9.9	-	-	20.6	6.6	22.2	8.6	27.4	100.0	49.9	13.8	28.4
DEATH/DISABILITY/INJURY	10.2	7.9	-	10.1	29.8	-	10.6	6.6	13.9	23.3	5.7	-	-	10.5	11.0
SUBJECT RECALL ONLY	10.0	11.5	12.4	11.3	11.0	52.2	-	13.1	9.1	9.3	5.7	-	50.1	14.0	10.8
PARENTS W/ DISABLED KID	8.3	8.6	11.1	7.9	-	47.8	5.4	6.1	13.5	8.9	21.9	-	-	6.4	10.8
ACCIDENTS/WRECKS	4.7	10.4	-	13.2	-	-	20.2	13.5	5.3	10.7	-	-	-	7.1	3.6
DON'T WAIT	4.3	2.6	12.1	-	-	-	-	-	-	-	-	-	-	3.4	-
TALK TO KIDS/DRINKING	4.0	2.4	-	3.1	-	-	-	6.1	2.2	4.4	-	-	-	3.2	3.5
SAD/NEGATIVE AD	3.3	-	-	-	-	-	-	-	6.8	4.2	11.2	-	-	-	10.8
POLICE/JAIL	2.3	-	-	-	-	-	-	-	1.0	2.0	-	-	-	-	-
AFFECTS LIVES/RELATIONS	2.2	2.9	-	3.6	-	-	11.5	-	-	-	-	-	-	3.8	-
SCARE TACTIC/INEFFECTIVE	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OTHER	6.0	4.7	11.1	3.0	-	-	-	5.9	4.7	9.5	-	-	-	3.1	7.5
DON'T KNOW	6.4	11.5	17.0	10.0	59.2	-	-	6.7	5.2	4.2	7.4	-	-	10.4	3.4

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14. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL		AGE STARTED		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL			
	DRINKING		DRINKING		DRINKING		DRINKING						(6th-8th)				(9th-12th)			
	(AFRICAN AMR)		(MALE)		(FEMALE)		(FEMALE)													
	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH
Total Answering	161	6	11	18	19	22	27	46	29	17	31	7	5	2	11	39	24	15	20	
SEVERITY/DANGER	14.3	17.1	-	22.9	5.1	21.2	7.2	11.1	12.5	8.7	15.2	16.5	24.3	-	10.2	10.1	10.3	10.0	17.9	
ANTI-UNDERAGE DRINKING	13.1	17.2	8.8	5.8	10.3	4.6	9.2	9.8	3.5	20.1	6.3	15.3	-	47.7	9.4	8.9	4.1	16.2	4.7	
ANTI-DRINK & DRIVE	10.7	-	17.6	5.7	31.6	14.1	15.6	13.3	18.1	5.5	22.7	15.8	23.2	-	9.3	12.9	17.2	6.3	29.9	
DEATH/DISABILITY/INJURY	10.2	-	28.5	-	-	14.2	23.6	11.6	14.9	6.1	13.5	-	-	-	19.3	13.6	17.7	7.0	10.4	
SUBJECT RECALL ONLY	10.0	-	9.5	2.2	10.7	18.9	8.0	12.2	8.9	17.7	3.3	-	-	-	-	14.3	10.6	20.2	5.1	
PARENTS W/ DISABLED KID	8.3	15.8	27.4	16.3	10.6	2.4	15.6	8.8	3.4	17.6	11.3	-	-	-	13.8	10.3	4.0	20.0	10.0	
ACCIDENTS/WRECKS	4.7	34.0	8.3	11.4	10.5	9.6	1.8	4.7	3.6	6.4	14.3	16.8	-	52.3	27.8	2.6	4.3	-	7.0	
DON'T WAIT	4.3	-	-	5.8	-	-	-	2.1	3.4	-	3.3	-	-	-	-	2.4	4.0	-	5.1	
TALK TO KIDS/DRINKING	4.0	-	-	5.5	5.4	-	-	2.2	-	5.8	-	-	-	-	-	2.6	-	6.6	-	
SAD/NEGATIVE AD	3.3	-	-	-	10.6	-	4.1	4.5	7.2	-	-	-	-	-	-	5.2	8.6	-	-	
POLICE/JAIL	2.3	-	-	-	-	-	1.7	2.3	-	6.0	-	-	-	-	-	2.7	-	6.9	-	
AFFECTS LIVES/RELATIONS	2.2	-	-	-	-	5.1	-	2.5	4.0	-	-	-	-	-	-	2.9	4.7	-	-	
SCARE TACTIC/INEFFECTIVE	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
OTHER	6.0	15.8	-	10.7	-	-	8.0	6.7	7.2	6.0	-	14.1	20.8	-	-	5.5	4.6	6.9	-	
DON'T KNOW	6.4	-	-	13.7	5.1	9.8	5.2	8.3	13.4	-	10.1	21.6	31.8	-	10.3	6.0	9.9	-	10.0	

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14. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL				OFTEN THEY DRINK ALCOHOL (WHITE)				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				
	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	
Total Answering	161	31	20	11	22	8	4	4	7	17	10	7	15	29	19	10	16				
SEVERITY/DANGER	14.3	10.1	10.7	9.0	15.2	-	-	-	-	12.3	10.6	14.6	-	10.4	13.4	4.9	29.1				
ANTI-UNDERAGE DRINKING	13.1	3.4	-	9.3	9.1	24.4	24.8	24.0	-	6.0	10.3	-	13.2	12.0	-	33.5	-				
ANTI-DRINK & DRIVE	10.7	16.5	21.1	8.5	28.0	12.1	24.8	-	14.2	5.8	-	13.8	40.2	17.6	27.4	-	6.6				
DEATH/DISABILITY/INJURY	10.2	10.2	16.0	-	14.5	26.1	27.0	25.3	15.1	-	-	-	-	18.2	22.6	10.3	25.9				
SUBJECT RECALL ONLY	10.0	13.4	10.8	17.9	4.8	13.0	-	25.3	-	8.1	4.0	13.8	6.9	14.6	11.4	20.3	-				
PARENTS W/ DISABLED KID	8.3	9.5	4.9	17.7	4.5	13.1	-	25.5	28.7	17.7	10.0	28.5	6.5	3.7	-	10.3	15.7				
ACCIDENTS/WRECKS	4.7	6.9	5.2	9.9	4.7	-	-	-	42.0	6.2	10.6	-	19.7	3.8	-	10.7	9.2				
DON'T WAIT	4.3	3.1	4.8	-	4.8	-	-	-	-	5.8	9.9	-	6.9	-	-	-	-				
TALK TO KIDS/DRINKING	4.0	3.2	-	8.9	-	-	-	-	-	6.0	-	14.4	-	-	-	-	-				
SAD/NEGATIVE AD	3.3	6.6	10.4	-	-	-	-	-	-	5.8	10.0	-	-	3.7	5.8	-	-				
POLICE/JAIL	2.3	3.4	-	9.3	-	-	-	-	-	6.3	-	15.0	-	-	-	-	-				
AFFECTS LIVES/RELATIONS	2.2	3.7	5.7	-	-	-	-	-	-	-	-	-	-	3.9	6.0	-	-				
SCARE TACTIC/INEFFECTIVE	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
OTHER	6.0	6.9	5.6	9.3	-	11.4	23.4	-	-	5.6	9.7	-	-	7.4	5.9	10.1	-				
DON'T KNOW	6.4	3.1	4.9	-	14.5	-	-	-	-	14.4	24.9	-	6.5	4.8	7.5	-	13.4				

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14. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)				
	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	
Total Answering	161	146	35	111	15	62	11	51	5	84	25	59	9
SEVERITY/DANGER	14.3	13.7	13.0	13.9	20.9	10.4	-	12.5	19.2	16.1	18.5	15.1	21.8
ANTI-UNDERAGE DRINKING	13.1	13.1	23.7	9.7	13.1	20.5	37.9	17.0	17.6	7.7	17.7	3.6	10.5
ANTI-DRINK & DRIVE	10.7	11.1	8.3	12.0	7.1	6.5	-	7.9	-	14.4	11.9	15.5	11.1
DEATH/DISABILITY/INJURY	10.2	9.5	12.1	8.6	17.1	8.1	9.9	7.7	46.6	10.5	13.0	9.4	-
SUBJECT RECALL ONLY	10.0	10.0	6.1	11.3	9.4	10.2	-	12.3	-	9.9	8.6	10.5	14.8
PARENTS W/ DISABLED KID	8.3	8.2	7.1	8.5	9.3	4.0	5.0	3.7	-	11.3	7.9	12.7	14.8
ACCIDENTS/WRECKS	4.7	4.8	-	6.4	3.2	8.3	-	10.0	-	2.3	-	3.3	5.0
DON'T WAIT	4.3	4.8	3.2	5.3	-	2.5	-	3.0	-	6.5	4.5	7.3	-
TALK TO KIDS/DRINKING	4.0	4.4	-	5.8	-	7.2	-	8.7	-	2.3	-	3.3	-
SAD/NEGATIVE AD	3.3	2.9	-	3.8	6.9	1.8	-	2.2	-	3.7	-	5.3	10.9
POLICE/JAIL	2.3	2.5	-	3.3	-	3.5	-	4.2	-	1.8	-	2.5	-
AFFECTS LIVES/RELATIONS	2.2	2.4	1.1	2.8	-	2.3	3.6	2.0	-	2.5	-	3.5	-
SCARE TACTIC/INEFFECTIVE	0.3	0.3	-	0.4	-	-	-	-	-	0.5	-	0.7	-
OTHER	6.0	5.8	11.7	4.0	7.1	7.3	19.4	4.8	-	4.8	8.4	3.3	11.1
DON'T KNOW	6.4	6.4	13.9	4.0	6.1	7.4	24.2	4.0	16.6	5.7	9.6	4.1	-

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14. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	PARENTS TALK ABOUT DRINKING ALCOHOL (WHITE)				PARENTS TALK ABOUT DRINKING ALCOHOL (AFRICAN AMERICAN)				PARENTS TALK ABOUT DRINKING ALCOHOL (MALE)				PARENTS TALK ABOUT DRINKING ALCOHOL (FEMALE)				TALK W/PARENT LAST FEW MONTHS		TALK W/PARENT LAST FEW MTHS (6th-8th)		
	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO	
Total Answering	161	99	20	79	10	30	9	21	2	74	17	57	8	72	19	54	7	112	49	39	28
SEVERITY/DANGER	14.3	13.7	10.9	14.4	30.3	10.0	11.1	9.5	-	10.9	12.2	10.5	12.7	16.5	13.6	17.5	29.5	11.3	21.1	2.8	22.9
ANTI-UNDERAGE DRINKING	13.1	12.4	25.2	9.2	9.4	16.5	22.0	14.2	52.3	14.7	35.5	8.6	25.6	11.5	13.1	11.0	-	15.1	8.6	26.5	11.4
ANTI-DRINK & DRIVE	10.7	14.4	4.9	16.7	10.2	6.6	21.8	-	-	13.5	11.7	14.0	-	8.7	5.3	9.9	14.5	12.7	6.3	7.6	3.7
DEATH/DISABILITY/INJURY	10.2	9.3	10.9	8.9	20.2	13.9	23.4	9.8	-	7.3	-	9.4	-	11.7	22.9	7.8	35.0	11.0	8.4	11.4	11.0
SUBJECT RECALL ONLY	10.0	12.7	10.9	13.2	9.8	6.9	-	9.9	-	8.2	-	10.6	18.2	11.9	11.5	12.0	-	5.5	20.1	2.6	19.1
PARENTS W/ DISABLED KID	8.3	5.1	4.9	5.1	-	16.7	10.9	19.2	-	9.8	5.8	11.0	18.2	6.5	8.2	6.0	-	8.2	8.5	3.7	3.5
ACCIDENTS/WRECKS	4.7	3.2	-	4.0	-	13.1	-	18.8	-	6.7	-	8.7	-	3.0	-	4.0	6.5	4.5	5.0	7.9	7.2
DON'T WAIT	4.3	4.2	5.7	3.8	-	3.1	-	4.5	-	4.0	-	5.1	-	5.6	6.0	5.5	-	4.1	5.0	2.7	1.7
TALK TO KIDS/DRINKING	4.0	5.1	-	6.3	-	-	-	-	-	5.4	-	7.0	-	3.4	-	4.6	-	4.8	2.1	8.7	3.7
SAD/NEGATIVE AD	3.3	3.2	-	4.0	10.0	3.6	-	5.1	-	1.3	-	1.7	13.4	4.5	-	6.1	-	2.8	4.3	2.8	-
POLICE/JAIL	2.3	3.2	-	4.0	-	-	-	-	-	2.8	-	3.7	-	2.2	-	2.9	-	3.3	-	5.4	-
AFFECTS LIVES/RELATIONS	2.2	3.2	-	3.9	-	-	-	-	-	1.8	2.3	1.7	-	3.0	-	4.0	-	1.9	2.9	-	5.1
SCARE TACTIC/INEFFECTIVE	0.3	-	-	-	-	-	-	-	-	0.6	-	0.8	-	-	-	-	-	0.4	-	-	-
OTHER	6.0	5.2	16.0	2.5	10.2	6.4	10.7	4.5	-	6.6	18.1	3.3	-	5.0	5.9	4.7	14.5	6.8	4.0	6.4	7.1
DON'T KNOW	6.4	5.2	10.6	3.9	-	3.2	-	4.6	47.7	6.4	14.4	4.1	11.9	6.4	13.5	3.9	-	7.5	3.9	11.4	3.5



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14. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL		TALK W/PARENT		TALK W/PARENT		TALK W/PARENT		TALK W/PARENT		TALK W/PARENT		EMBARRASSED/		EMBARRASSED/		EMBARRASSED/		EMBARRASSED/		EMBARRASSED/	
	LAST FEW MTHS		LAST FEW MTHS		LAST FEW MTHS		LAST FEW MTHS		LAST FEW MTHS		LAST FEW MTHS		AFRAID 2 TALK		AFRAID 2 TALK		AFRAID 2 TALK		AFRAID 2 TALK		AFRAID 2 TALK	
	(9th-12th)	(WHITE)	(WHITE)	(WHITE)	(AFR. AMER.)	(AFR. AMER.)	(AFR. AMER.)	(AFR. AMER.)	(MALE)	(MALE)	(MALE)	(MALE)	(FEMALE)	(FEMALE)	W/ PARENTS	(6th-8th)	(6th-8th)	(6th-8th)	(6th-8th)	(9th-12th)	(9th-12th)	(WHITE)
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total Answering	161	72	22	73	36	21	11	59	23	53	26	87	68	32	33	55	35	54	51	18	13	
SEVERITY/DANGER	14.3	16.0	18.7	11.4	23.0	4.7	18.1	10.3	12.9	12.5	28.1	16.2	13.2	16.9	6.3	15.9	19.7	19.9	11.9	-	22.9	
ANTI-UNDERAGE DRINKING	13.1	8.9	4.9	13.8	8.7	23.6	9.6	20.1	4.5	9.7	12.1	10.3	16.4	12.4	29.5	9.1	4.1	13.2	10.1	10.6	31.1	
ANTI-DRINK & DRIVE	10.7	15.4	9.6	16.7	8.5	9.6	-	15.2	4.5	9.9	7.9	9.3	13.5	3.2	9.2	12.9	17.6	11.4	18.2	11.1	-	
DEATH/DISABILITY/INJURY	10.2	10.7	5.0	12.6	5.7	10.3	18.3	5.8	8.7	16.8	8.0	10.7	10.5	11.0	12.3	10.5	8.8	11.5	10.1	12.0	15.6	
SUBJECT RECALL ONLY	10.0	7.2	21.3	7.1	23.2	4.8	9.6	5.1	19.8	6.0	20.3	7.6	13.9	9.6	9.8	6.5	17.8	11.6	14.6	-	15.7	
PARENTS W/ DISABLED KID	8.3	10.7	14.8	4.1	5.7	14.1	18.7	13.0	4.3	2.9	12.1	11.5	3.5	4.6	-	15.5	6.8	5.7	2.0	28.0	-	
ACCIDENTS/WRECKS	4.7	2.7	2.2	2.9	2.8	14.2	8.8	5.0	8.8	4.0	1.8	5.3	4.3	9.8	6.1	2.7	2.7	4.0	2.0	11.2	14.7	
DON'T WAIT	4.3	4.8	9.2	3.0	5.5	4.5	-	1.6	8.7	6.8	1.8	2.8	5.3	-	4.7	4.5	5.9	1.9	6.2	-	-	
TALK TO KIDS/DRINKING	4.0	2.7	-	5.5	2.8	-	-	5.0	4.5	4.6	-	5.1	2.9	7.7	6.0	3.6	-	5.7	3.9	-	-	
SAD/NEGATIVE AD	3.3	2.8	9.8	2.9	5.8	5.2	-	1.6	4.5	4.1	4.1	4.8	-	-	-	7.6	-	5.8	-	6.0	-	
POLICE/JAIL	2.3	2.1	-	4.4	-	-	-	3.6	-	2.9	-	0.5	4.7	-	6.5	0.8	3.0	-	6.3	-	-	
AFFECTS LIVES/RELATIONS	2.2	2.9	-	2.9	2.8	-	-	1.6	1.7	2.1	3.9	2.3	1.7	3.2	-	1.7	3.2	3.7	2.2	-	-	
SCARE TACTIC/INEFFECTIVE	0.3	0.6	-	-	-	-	-	0.7	-	-	-	-	0.6	-	-	-	1.2	-	-	-	-	
OTHER	6.0	7.1	-	7.1	2.8	4.7	8.3	5.0	8.6	8.8	-	6.2	6.2	7.7	6.2	5.4	6.1	3.7	8.3	10.7	-	
DON'T KNOW	6.4	5.3	4.5	5.8	2.7	4.4	8.7	6.3	8.5	8.7	-	7.1	3.2	13.8	3.4	3.3	3.0	2.0	4.3	10.5	-	



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14. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL		EMBARRASSED/AFRAID 2 TALK		EMBARRASSED/AFRAID 2 TALK				ALCOHOL USE BY PEOPLE				ALCOHOL USE									
	AFRAID 2 TALK	(MALE)	AFRAID 2 TALK	(FEMALE)	YOUR AGE IS...	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE
	(MALE)	(FEMALE)	(MALE)	(FEMALE)	YOUR AGE IS...	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE
	YES	NO	YES	NO	PROB-LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.
Total Answering	161	40	37	46	31	147	104	43	14	39	21	66	22	69	31	22	6	51	23	54	20	
SEVERITY/DANGER	14.3	5.1	18.8	26.0	6.7	14.3	14.3	14.3	14.1	13.5	10.5	14.8	18.1	16.6	13.6	9.2	-	9.9	8.6	18.5	21.2	
ANTI-UNDERAGE DRINKING	13.1	16.8	16.4	4.7	16.4	12.3	13.4	9.5	22.6	23.2	7.5	7.6	11.4	14.6	6.9	17.6	-	21.2	-	6.0	20.8	
ANTI-DRINK & DRIVE	10.7	12.2	13.6	6.8	13.4	11.7	10.7	14.2	-	5.2	9.5	14.0	18.6	14.8	16.5	4.5	17.0	11.7	17.2	9.8	10.6	
DEATH/DISABILITY/INJURY	10.2	6.0	8.0	14.8	13.5	10.4	11.8	7.1	7.4	11.7	9.6	11.9	4.7	11.8	6.8	14.5	16.6	6.7	4.2	16.7	10.6	
SUBJECT RECALL ONLY	10.0	11.0	8.2	4.6	20.6	9.2	11.0	4.7	18.6	10.6	5.0	11.2	4.4	13.6	6.6	9.3	-	9.9	8.7	12.0	-	
PARENTS W/ DISABLED KID	8.3	13.0	6.5	10.3	-	9.1	10.9	4.6	-	6.3	-	13.6	9.1	5.9	3.2	18.1	17.4	15.0	4.2	6.9	5.2	
ACCIDENTS/WRECKS	4.7	5.0	8.0	5.7	-	5.1	3.8	8.4	-	5.2	14.8	3.0	2.2	1.5	6.9	13.3	17.0	5.8	8.6	1.9	8.1	
DON'T WAIT	4.3	2.5	2.6	3.1	8.5	4.1	3.5	5.5	6.8	4.0	-	3.3	10.9	4.6	3.1	-	-	2.0	4.1	5.0	7.2	
TALK TO KIDS/DRINKING	4.0	4.9	5.4	5.3	-	4.4	4.2	4.6	-	6.4	9.4	3.0	-	4.4	6.5	-	-	3.9	8.6	4.6	-	
SAD/NEGATIVE AD	3.3	4.9	-	4.7	-	3.6	3.1	4.6	-	2.9	-	3.3	9.1	3.2	6.5	4.8	-	-	8.6	6.1	-	
POLICE/JAIL	2.3	-	5.7	1.0	3.5	2.5	1.5	5.0	-	-	10.2	2.3	-	1.5	7.0	-	-	2.1	4.5	0.9	5.6	
AFFECTS LIVES/RELATIONS	2.2	2.4	-	2.2	3.6	2.4	2.4	2.4	-	1.0	4.9	3.2	-	3.0	3.3	-	-	2.6	-	2.1	5.3	
SCARE TACTIC/INEFFECTIVE	0.3	-	1.2	-	-	0.3	-	1.0	-	-	-	-	2.0	-	-	-	-	-	1.9	-	-	
OTHER	6.0	7.1	5.6	5.5	6.8	5.8	6.2	4.8	7.5	6.3	9.7	6.2	-	4.5	6.7	8.6	-	5.6	8.8	6.8	-	
DON'T KNOW	6.4	9.2	-	5.3	7.0	4.8	3.1	9.1	22.9	3.7	8.9	2.7	9.3	-	6.6	-	32.1	3.6	12.2	2.6	5.4	



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14. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					PARENTS TALK ALCOHOL AFFECTS ON BRAIN		PARENTS TALK ALC./BRAIN (6th-8th)		PARENTS TALK ALC./BRAIN (9th-12th)		PARENTS TALK ALC./BRAIN (WHITE)		PARENTS TALK ALC./BRAIN (AFR. AMER.)		PARENTS TALK ALC./BRAIN (MEN)		PARENTS TALK ALC./BRAIN (WOMEN)		
	17/Younger	14/Younger	15-17	18-20	21+	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
Total Answering	161	26	12	14	58	74	111	50	48	19	62	31	71	38	24	8	62	19	48	31
SEVERITY/DANGER	14.3	22.2	38.4	8.0	7.9	15.7	14.3	14.3	11.1	11.0	16.8	16.3	14.8	16.1	8.4	12.3	9.7	15.4	20.4	13.6
ANTI-UNDERAGE DRINKING	13.1	15.6	25.0	7.5	14.7	11.5	16.3	6.3	23.9	11.0	10.3	3.4	15.7	5.4	20.7	13.0	18.9	5.3	12.8	6.8
ANTI-DRINK & DRIVE	10.7	8.2	-	15.4	5.3	16.2	11.0	10.2	8.4	-	13.0	16.4	14.3	13.4	8.4	-	12.8	10.4	8.7	10.1
DEATH/DISABILITY/INJURY	10.2	7.8	-	14.6	8.9	12.3	8.7	13.4	11.4	10.9	6.6	14.9	8.5	13.6	13.1	13.1	6.3	7.7	11.8	17.0
SUBJECT RECALL ONLY	10.0	11.6	-	21.7	17.0	4.3	8.3	13.6	6.4	16.8	9.8	11.6	11.6	14.0	4.2	13.0	11.4	2.0	4.4	20.6
PARENTS W/ DISABLED KID	8.3	9.3	8.3	10.1	8.3	6.7	7.8	9.4	1.9	7.9	12.3	10.2	2.7	8.1	16.6	13.1	10.6	10.4	4.2	8.7
ACCIDENTS/WRECKS	4.7	8.3	8.5	8.1	6.0	2.6	2.2	10.3	2.0	21.8	2.2	3.3	-	8.2	8.1	24.3	3.1	15.8	1.0	6.9
DON'T WAIT	4.3	7.3	7.8	7.0	6.1	2.1	4.0	5.1	2.2	2.5	5.4	6.6	2.9	5.4	3.9	-	3.1	5.0	5.1	5.1
TALK TO KIDS/DRINKING	4.0	-	-	-	3.4	6.0	3.6	4.9	4.1	13.0	3.2	-	5.6	2.7	-	-	6.4	-	-	7.9
SAD/NEGATIVE AD	3.3	-	-	-	-	7.1	3.9	1.9	2.3	-	5.1	3.1	4.6	2.5	4.5	-	1.6	5.0	6.8	-
POLICE/JAIL	2.3	-	-	-	0.8	4.3	2.4	2.1	4.5	-	0.7	3.4	3.0	2.7	-	-	1.7	5.5	3.2	-
AFFECTS LIVES/RELATIONS	2.2	-	-	-	4.4	1.3	2.3	1.9	2.9	-	1.8	3.1	3.1	2.5	-	-	0.6	5.0	4.5	-
SCARE TACTIC/INEFFECTIVE	0.3	-	-	-	-	0.6	-	0.9	-	-	-	1.4	-	-	-	-	-	2.3	-	-
OTHER	6.0	4.1	-	7.7	6.0	6.8	7.8	1.9	7.4	4.9	8.2	-	8.7	-	4.1	11.3	6.4	4.9	9.7	-
DON'T KNOW	6.4	5.6	12.0	-	11.2	2.6	7.5	4.0	11.4	-	4.4	6.4	4.4	5.3	7.9	-	7.5	5.0	7.4	3.4



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14. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	DO YOU THINK UNDERAGE/DRNK AFFECTS BRAIN		PARENTS TALK/ HURTS BRAIN/ HELP STOP		S/R/H ADS TO STOP UNDERAGE DRINKING		HEARD OF TALKITOUT.ORG		
	YES	NO	YES	NO	YES	NO	YES	NO	
Total Answering	161	152	8	144	14	161	-	71	90
SEVERITY/DANGER	14.3	13.8	14.4	13.9	21.3	14.3	-	10.8	17.1
ANTI-UNDERAGE DRINKING	13.1	13.2	14.1	13.3	14.1	13.1	-	9.5	16.0
ANTI-DRINK & DRIVE	10.7	11.3	-	9.8	14.8	10.7	-	10.0	11.3
DEATH/DISABILITY/INJURY	10.2	10.7	-	10.6	7.5	10.2	-	14.3	6.9
SUBJECT RECALL ONLY	10.0	9.6	18.4	9.7	14.3	10.0	-	9.4	10.4
PARENTS W/ DISABLED KID	8.3	8.8	-	9.2	-	8.3	-	9.2	7.6
ACCIDENTS/WRECKS	4.7	4.3	13.5	5.2	-	4.7	-	6.3	3.5
DON'T WAIT	4.3	4.6	-	4.8	-	4.3	-	4.4	4.3
TALK TO KIDS/DRINKING	4.0	4.2	-	4.5	-	4.0	-	7.6	1.2
SAD/NEGATIVE AD	3.3	3.5	-	2.9	7.8	3.3	-	6.0	1.1
POLICE/JAIL	2.3	2.4	-	1.8	-	2.3	-	1.5	2.9
AFFECTS LIVES/RELATIONS	2.2	2.3	-	2.4	-	2.2	-	1.4	2.8
SCARE TACTIC/INEFFECTIVE	0.3	0.3	-	0.3	-	0.3	-	-	0.5
OTHER	6.0	6.3	-	6.0	6.7	6.0	-	5.6	6.2
DON'T KNOW	6.4	4.8	39.5	5.5	13.7	6.4	-	4.0	8.2

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14. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	AGE										WHITE		AFRICAN AMER.		MALE		FEMALE		
		14/ YOUN- GER	10	11	12	13	14	15/ OLDER	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER
Total Answering	161	83	1	15	18	18	31	76	26	25	17	8	55	53	18	14	44	36	39	40
SEVERITY/DANGER	14.3	15.2	-	21.1	5.9	6.2	23.7	13.8	9.6	24.1	5.7	12.4	19.2	11.5	11.2	7.1	9.1	13.9	21.9	13.8
ANTI-UNDERAGE DRINKING	13.1	16.6	-	20.8	16.4	20.2	13.2	9.8	12.8	8.1	6.2	12.7	16.5	7.7	23.0	13.3	20.4	10.8	12.3	8.9
ANTI-DRINK & DRIVE	10.7	4.9	-	-	5.6	5.9	6.5	17.4	23.8	4.2	29.7	12.0	7.3	21.1	-	13.9	6.9	19.3	2.7	15.7
DEATH/DISABILITY/INJURY	10.2	9.7	-	6.8	19.1	11.6	4.9	11.0	4.0	21.1	12.4	-	11.1	9.7	5.5	22.6	10.1	2.7	9.2	18.5
SUBJECT RECALL ONLY	10.0	7.6	-	14.3	5.6	5.7	6.9	12.3	23.6	4.3	6.6	12.8	11.4	13.7	-	14.5	7.1	11.1	8.2	13.5
PARENTS W/ DISABLED KID	8.3	8.7	-	6.3	-	10.8	14.2	8.1	3.8	8.3	6.0	24.9	1.8	7.6	16.6	14.6	13.0	8.2	4.0	7.9
ACCIDENTS/WRECKS	4.7	7.3	-	6.6	5.7	5.6	9.9	2.0	-	6.0	-	-	3.9	1.9	22.2	-	9.0	2.9	5.5	1.2
DON'T WAIT	4.3	1.9	-	-	-	8.6	-	5.9	5.5	12.3	-	-	1.9	4.0	-	6.5	-	5.4	3.9	6.3
TALK TO KIDS/DRINKING	4.0	5.4	-	-	24.9	-	-	2.6	3.7	4.0	-	-	5.5	3.7	-	-	4.6	5.5	6.3	-
SAD/NEGATIVE AD	3.3	1.4	-	-	-	-	3.6	5.5	4.1	3.8	6.5	12.4	2.0	5.8	-	7.5	-	5.5	2.9	5.4
POLICE/JAIL	2.3	2.6	-	-	-	12.0	-	1.4	-	-	-	12.7	3.9	2.0	-	-	2.4	2.9	2.8	-
AFFECTS LIVES/RELATIONS	2.2	3.1	-	-	5.8	2.1	3.7	1.3	3.7	-	-	-	3.9	1.8	-	-	0.9	2.7	5.6	-
SCARE TACTIC/INEFFECTIVE	0.3	-	-	-	-	-	-	0.6	1.7	-	-	-	-	-	-	-	-	1.2	-	-
OTHER	6.0	7.9	-	16.6	11.0	5.7	3.4	4.0	-	3.8	12.7	-	5.6	5.8	10.8	-	9.1	2.6	6.5	5.3
DON'T KNOW	6.4	7.9	100.0	7.5	-	5.4	9.9	4.4	3.7	-	14.1	-	5.9	3.6	10.6	-	7.6	5.4	8.3	3.5



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14. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	RACE					MALE	FEMALE	GENDER			
		HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE ICAN AMER.	WHITE AFR- ICAN AMER.	MALE	FEMALE		
Total Answering	161	14	109	32	-	3	57	18	52	14	81	80
SEVERITY/DANGER	14.3	20.2	15.3	9.4	-	-	12.3	10.8	18.4	7.5	11.0	17.7
ANTI-UNDERAGE DRINKING	13.1	10.1	12.1	18.7	-	16.1	15.7	21.1	8.2	15.4	15.7	10.5
ANTI-DRINK & DRIVE	10.7	-	14.0	6.2	-	-	15.8	5.4	12.1	7.3	12.2	9.2
DEATH/DISABILITY/INJURY	10.2	-	10.3	13.1	-	28.0	7.0	5.3	14.0	23.7	6.6	13.8
SUBJECT RECALL ONLY	10.0	-	12.4	6.5	-	-	10.7	5.4	14.3	7.9	9.2	10.8
PARENTS W/ DISABLED KID	8.3	19.3	4.6	15.7	-	16.3	6.9	10.5	2.1	22.8	10.6	5.9
ACCIDENTS/WRECKS	4.7	-	2.9	12.3	-	14.5	3.6	15.8	2.1	7.5	6.1	3.3
DON'T WAIT	4.3	9.9	3.8	2.9	-	-	3.5	5.1	4.1	-	3.6	5.1
TALK TO KIDS/DRINKING	4.0	9.9	4.6	-	-	-	7.0	-	2.0	-	4.9	3.1
SAD/NEGATIVE AD	3.3	-	3.8	3.4	-	-	3.5	-	4.2	7.9	2.4	4.1
POLICE/JAIL	2.3	-	2.9	-	-	-	3.7	-	2.1	-	2.6	2.0
AFFECTS LIVES/RELATIONS	2.2	-	2.9	-	-	11.7	1.7	-	4.1	-	1.6	2.7
SCARE TACTIC/INEFFECTIVE	0.3	-	-	-	-	13.4	-	-	-	-	0.5	-
OTHER	6.0	10.5	5.7	6.0	-	-	5.3	10.4	6.1	-	6.0	5.9
DON'T KNOW	6.4	20.0	4.7	5.9	-	-	3.4	10.2	6.1	-	6.9	5.8

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

	TOTAL	AREA													
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	
Total	300	96	39	11	46	85	36	49	52	26	26	12	34	21	
17/YOUNGER	15.4	16.1	8.3	27.2	20.1	10.7	9.9	11.4	11.4	7.8	14.9	41.1	11.8	32.3	
14/YOUNGER	8.1	7.4	2.8	9.0	10.9	5.3	2.9	7.1	5.6	-	11.2	16.4	5.7	27.3	
15-17	7.4	8.7	5.5	18.2	9.2	5.4	6.9	4.3	5.8	7.8	3.7	24.7	6.1	5.0	
18-20	35.6	40.4	39.3	38.7	41.7	30.4	28.5	31.8	38.1	34.3	41.9	16.7	32.8	43.3	
21/OLDER	47.5	42.0	49.6	34.1	37.4	57.7	61.6	54.8	48.5	53.8	43.1	33.4	55.5	24.5	
DK/REFUSED	1.5	1.6	2.8	-	0.9	1.2	-	2.0	2.0	4.1	-	8.7	-	-	
Mean	19.91	19.71	20.78	18.21	19.18	20.88	21.39	20.49	20.77	21.54	20.03	17.15	19.54	16.91	



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

	TOTAL	GRADE										WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO	
Total	300	121	36	33	52	179	57	42	48	32	87	118	22	39	62	91	60	87	166	133	
17/YOUNGER	15.4	17.3	23.1	18.7	12.3	14.1	23.9	12.0	9.2	6.8	14.3	13.1	30.9	17.8	11.9	16.8	22.9	11.3	15.6	14.5	
14/YOUNGER	8.1	9.6	14.9	15.6	2.0	7.0	7.1	9.5	7.2	3.3	4.8	4.3	26.5	15.3	7.0	9.9	12.3	4.0	10.3	5.3	
15-17	7.4	7.7	8.2	3.1	10.3	7.1	16.8	2.5	2.0	3.5	9.5	8.8	4.4	2.5	4.9	6.9	10.6	7.3	5.3	9.2	
18-20	35.6	38.6	46.8	33.1	36.5	33.5	30.9	57.9	24.4	19.9	40.1	35.2	30.1	21.1	37.2	27.7	40.1	39.5	32.9	39.1	
21/OLDER	47.5	42.3	27.2	45.0	51.2	51.0	43.5	30.1	64.1	72.0	43.1	50.8	39.1	61.1	50.9	55.0	33.5	46.8	50.6	44.0	
DK/REFUSED	1.5	1.7	2.9	3.1	-	1.4	1.7	-	2.3	1.2	2.4	0.9	-	-	-	0.4	3.5	2.4	0.9	2.3	
Mean	19.91	19.45	18.06	19.32	20.47	20.22	19.42	19.28	20.92	21.88	20.29	20.42	16.91	19.73	20.04	20.43	18.82	20.00	19.85	20.02	

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

	TOTAL		TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total	300	32	89	134	44	116	89	32	30	78	75	88	58	120	163	17	98	103	65	80	117	
17/YOUNGER	15.4	30.1	12.7	12.1	18.2	12.6	13.9	21.8	23.5	17.7	11.8	13.7	18.0	18.9	13.8	13.9	18.9	19.7	6.1	14.4	13.3	
14/YOUNGER	8.1	20.0	5.8	7.9	4.3	6.2	2.4	21.8	16.8	13.4	3.9	7.6	7.2	11.6	6.3	13.9	9.4	11.2	1.5	6.5	3.6	
15-17	7.4	10.0	6.8	4.2	13.9	6.4	11.5	-	6.7	4.4	7.9	6.2	10.8	7.3	7.5	-	9.5	8.5	4.6	8.0	9.7	
18-20	35.6	27.7	42.6	34.2	32.2	37.0	38.1	19.3	29.9	26.6	36.8	38.5	42.2	31.5	38.6	20.7	41.1	33.3	34.7	34.0	38.9	
21/OLDER	47.5	42.2	42.4	52.6	47.4	49.4	45.6	58.9	46.7	55.2	51.4	46.5	34.5	48.7	46.1	65.4	37.8	45.9	58.6	50.2	46.1	
DK/REFUSED	1.5	-	2.4	1.1	2.2	1.0	2.4	-	-	0.5	-	1.3	5.3	0.9	1.5	-	2.2	1.1	0.6	1.4	1.8	
Mean	19.91	18.11	19.94	20.27	20.17	20.25	20.57	18.95	18.44	19.97	20.59	19.74	19.25	19.50	20.17	18.73	19.52	19.63	21.13	19.99	20.64	

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

	TOTAL		THINK IT'S OKAY TO DRINK (AFR. AMER.)		THINK IT'S OKAY TO DRINK (MALE)		THINK IT'S OKAY TO DRINK (FEMALE)		KNOW PEOPLE/ TRIED ALCOHOL ALCOHOL		KNOW PEOPLE/ TRIED ALCOHOL (6th-8th)		KNOW PEOPLE/ TRIED ALCOHOL (9th-12th)		KNOW PEOPLE/ TRIED ALCOHOL (WHITE)		KNOW PEOPLE/ TRIED ALCOHOL (AFR. AMER.)		KNOW PEOPLE/ TRIED ALCOHOL (MALE)		KNOW PEOPLE/ TRIED ALCOHOL (FEMALE)	
	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	26	30	57	89	64	74	184	115	39	81	145	34	132	74	36	24	87	66	97	49	
17/YOUNGER	15.4	26.6	23.5	26.3	8.8	12.3	19.8	17.9	10.7	33.5	8.5	13.7	15.9	16.7	8.2	22.3	19.9	16.7	12.4	19.0	8.4	
14/YOUNGER	8.1	22.8	20.2	18.6	3.2	5.5	9.9	10.0	5.1	17.2	6.1	8.0	2.7	5.6	2.7	22.3	15.8	12.1	4.3	8.0	6.2	
15-17	7.4	3.8	3.3	7.8	5.6	6.8	9.9	7.9	5.6	16.3	2.4	5.7	13.1	11.1	5.5	-	4.1	4.6	8.1	11.0	2.2	
18-20	35.6	19.7	26.9	24.2	35.7	37.9	42.0	33.9	38.4	35.2	40.7	33.6	32.9	36.9	37.9	19.9	31.9	28.1	36.1	39.2	41.5	
21/OLDER	47.5	53.6	49.6	49.4	55.1	48.1	35.4	47.0	48.7	31.3	48.1	51.2	50.1	45.5	51.1	57.8	48.2	55.2	50.9	39.6	45.7	
DK/REFUSED	1.5	-	-	-	0.4	1.7	2.8	1.1	2.2	-	2.6	1.4	1.2	0.8	2.9	-	-	-	0.6	2.2	4.3	
Mean	19.91	18.89	18.23	19.02	21.01	19.93	19.15	19.67	20.34	17.88	20.26	20.15	20.52	19.94	21.14	19.14	18.16	20.07	20.54	19.29	20.06	

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

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total	300	84	9	75	7	6	34	28	71	40	26	4	2	64	47
17/YOUNGER	15.4	22.2	36.6	20.4	17.0	17.4	18.7	23.9	8.4	5.1	11.7	-	50.1	19.7	8.6
14/YOUNGER	8.1	13.4	36.6	10.5	17.0	17.4	6.2	12.5	4.1	2.4	7.6	-	-	8.3	2.0
15-17	7.4	8.8	-	9.9	-	-	12.4	11.4	4.3	2.7	4.1	-	50.1	11.5	6.5
18-20	35.6	36.6	42.8	35.8	36.9	50.5	35.5	32.7	36.9	49.5	25.9	-	-	41.8	35.6
21/OLDER	47.5	41.2	20.6	43.8	46.0	32.2	45.8	43.4	53.1	45.4	58.2	100.0	49.9	38.4	53.5
DK/REFUSED	1.5	-	-	-	-	-	-	-	1.6	-	4.2	-	-	-	2.3
Mean	19.91	18.87	14.43	19.44	19.24	19.09	19.85	19.06	20.42	20.50	20.13	21.50	20.49	19.23	20.58



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

	TOTAL		AGE STARTED DRINKING (AFRICAN AMR)		AGE STARTED DRINKING (MALE)		AGE STARTED DRINKING (FEMALE)		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL (6th-8th)				OFTEN THEY DRINK ALCOHOL (9th-12th)			
	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH
Total	300	14	17	35	36	50	36	77	46	31	62	8	6	2	20	69	40	29	42	
17/YOUNGER	15.4	22.0	11.6	22.3	8.2	22.2	8.7	22.4	26.4	16.6	16.9	60.8	45.8	100.0	31.6	18.2	23.7	10.5	9.9	
14/YOUNGER	8.1	22.0	11.6	16.2	5.5	11.4	2.8	14.3	19.6	6.6	8.6	32.0	26.0	47.7	16.2	12.4	18.7	3.6	4.9	
15-17	7.4	-	-	6.0	2.7	10.8	5.9	8.1	6.8	10.0	8.4	28.8	19.8	52.3	15.4	5.8	5.0	6.9	5.0	
18-20	35.6	13.9	30.6	35.4	25.4	37.4	48.3	35.6	37.5	32.9	28.7	13.7	18.9	-	33.0	38.1	40.1	35.3	26.6	
21/OLDER	47.5	64.1	57.8	42.4	66.4	40.4	39.9	41.9	36.1	50.5	54.4	25.5	35.3	-	35.4	43.8	36.2	54.2	63.5	
DK/REFUSED	1.5	-	-	-	-	-	3.1	-	-	-	-	-	-	-	-	-	-	-	-	
Mean	19.91	19.62	19.45	18.62	21.19	19.05	19.62	19.16	18.13	20.66	19.61	14.21	14.43	13.62	18.45	19.71	18.64	21.17	20.18	



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

	OFTEN THEY DRINK ALCOHOL (WHITE)				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				
	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
Total	300	53	32	21	46	15	8	7	13	37	19	18	27	40	27	13	35
17/YOUNGER	15.4	21.5	22.2	20.4	16.1	19.7	24.5	14.3	23.5	28.3	45.0	11.1	7.6	17.0	13.4	24.3	24.3
14/YOUNGER	8.1	9.7	12.6	5.1	4.9	19.7	24.5	14.3	23.5	23.1	39.9	5.8	-	6.2	5.4	7.8	15.3
15-17	7.4	11.8	9.6	15.3	11.3	-	-	-	-	5.2	5.1	5.3	7.6	10.8	8.0	16.6	9.0
18-20	35.6	33.9	39.3	25.4	33.2	34.5	26.0	44.1	7.8	23.0	23.8	22.1	28.8	47.4	47.2	47.9	28.6
21/OLDER	47.5	44.5	38.4	54.2	50.6	45.8	49.5	41.6	68.7	48.7	31.2	66.8	63.6	35.6	39.5	27.8	47.1
DK/REFUSED	1.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	19.91	19.66	18.98	20.72	19.71	19.09	19.04	19.16	18.76	18.94	16.23	21.73	20.68	19.36	19.47	19.16	18.77

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

	PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)				
	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	
Total	300	251	60	192	47	100	20	80	21	151	40	111	26
17/YOUNGER	15.4	15.0	11.4	16.2	16.0	17.9	16.9	18.2	14.3	13.1	8.6	14.7	17.4
14/YOUNGER	8.1	8.5	11.4	7.5	6.3	9.7	16.9	7.9	9.3	7.6	8.6	7.3	3.8
15-17	7.4	6.6	-	8.6	9.7	8.2	-	10.3	5.0	5.5	-	7.4	13.5
18-20	35.6	36.3	38.3	35.6	33.2	36.4	24.8	39.4	49.2	36.2	45.1	33.0	20.3
21/OLDER	47.5	47.3	48.6	46.9	50.8	43.5	53.1	41.1	36.5	49.7	46.3	51.0	62.3
DK/REFUSED	1.5	1.4	1.8	1.3	-	2.1	5.2	1.3	-	1.0	-	1.3	-
Mean	19.91	19.79	19.55	19.86	20.66	19.55	19.84	19.48	18.95	19.94	19.41	20.14	22.03



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

	PARENTS TALK ABOUT DRINKING ALCOHOL (WHITE)				PARENTS TALK ABOUT DRINKING ALCOHOL (AFRICAN AMERICAN)				PARENTS TALK ABOUT DRINKING ALCOHOL (MALE)				PARENTS TALK ABOUT DRINKING ALCOHOL (FEMALE)				TALK W/PARENT LAST FEW MONTHS		TALK W/PARENT LAST FEW MTHS (6th-8th)		
	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO	
Total	300	174	36	138	31	52	14	38	9	123	28	95	29	129	32	97	17	174	126	58	63
17/YOUNGER	15.4	13.2	-	16.7	13.4	22.9	28.2	21.0	20.8	14.1	12.0	14.7	14.9	15.9	10.8	17.6	17.9	16.5	14.1	22.0	13.0
14/YOUNGER	8.1	4.8	-	6.1	3.1	19.1	28.2	15.8	20.8	9.3	12.0	8.5	6.6	7.6	10.8	6.6	5.7	8.6	7.4	13.0	6.5
15-17	7.4	8.4	-	10.6	10.3	3.8	-	5.2	-	4.8	-	6.2	8.3	8.2	-	11.0	12.2	7.9	6.7	9.0	6.5
18-20	35.6	37.4	48.3	34.6	37.5	25.2	7.7	31.6	20.0	34.1	37.2	33.2	22.0	38.3	39.3	38.0	52.2	35.5	35.2	32.1	44.6
21/OLDER	47.5	47.5	48.8	47.2	49.1	51.9	64.1	47.5	59.2	51.4	50.8	51.6	63.1	43.3	46.6	42.2	29.9	47.2	48.3	44.0	40.8
DK/REFUSED	1.5	1.8	2.9	1.6	-	-	-	-	-	0.3	-	0.4	-	2.5	3.3	2.2	-	0.8	2.5	1.8	1.7
Mean	19.91	20.28	20.96	20.11	21.01	18.74	18.57	18.81	18.48	20.05	19.58	20.18	21.40	19.54	19.53	19.54	19.40	19.64	20.30	18.78	20.05



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

	TOTAL		TALK W/PARENT LAST FEW MTHS (9th-12th)		TALK W/PARENT LAST FEW MTHS (WHITE)		TALK W/PARENT LAST FEW MTHS (AFR. AMER.)		TALK W/PARENT LAST FEW MTHS (MALE)		TALK W/PARENT LAST FEW MTHS (FEMALE)		EMBARRASSED/ AFRAID 2 TALK W/ PARENTS		EMBARRASSED/ AFRAID 2 TALK (6th-8th)		EMBARRASSED/ AFRAID 2 TALK (9th-12th)		EMBARRASSED/ AFRAID 2 TALK (WHITE)		EMBARRASSED/ AFRAID 2 TALK (AFR. AMER.)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	116	62	118	88	33	29	86	66	88	59	147	139	54	61	94	78	96	100	31	28	
17/YOUNGER	15.4	13.7	15.1	11.4	16.6	33.2	10.6	17.0	12.2	15.9	16.1	14.2	16.1	18.6	14.7	11.7	17.3	12.1	15.4	16.4	24.9	
14/YOUNGER	8.1	6.4	8.3	2.7	7.1	27.1	10.6	9.7	7.6	7.5	7.1	9.0	6.5	10.7	8.0	8.0	5.3	5.5	4.1	16.4	17.8	
15-17	7.4	7.3	6.8	8.7	9.5	6.1	-	7.4	4.6	8.4	9.0	5.2	9.6	7.8	6.7	3.7	11.9	6.6	11.3	-	7.1	
18-20	35.6	37.2	25.5	36.8	37.9	20.7	28.5	31.8	30.3	39.1	40.6	35.2	35.5	37.7	41.1	33.7	31.1	36.6	37.2	25.4	22.2	
21/OLDER	47.5	48.8	55.9	50.9	43.0	46.1	60.9	50.7	57.5	43.8	37.9	49.6	46.8	43.7	40.7	53.0	51.7	50.2	45.3	58.2	52.9	
DK/REFUSED	1.5	0.3	3.4	0.9	2.5	-	-	0.5	-	1.2	5.3	1.0	1.5	-	3.5	1.6	-	1.2	2.1	-	-	
Mean	19.91	20.06	20.56	20.49	20.20	17.73	19.80	19.93	20.74	19.35	19.78	19.94	20.05	19.25	19.78	20.34	20.26	20.52	20.26	19.36	18.77	

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

	TOTAL		EMBARRASSED/AFRAID 2 TALK				ALCOHOL USE BY PEOPLE YOUR AGE IS...				ALCOHOL USE BY YOUR AGE (6th-8th)		ALCOHOL USE BY YOUR AGE (9th-12th)		ALCOHOL USE BY YOUR AGE (WHITE)		ALCOHOL USE BY YOUR AGE (AFR. AMER.)		ALCOHOL USE BY YOUR AGE (MALE)		ALCOHOL USE BY YOUR AGE (FEMALE)			
			(MALE)		(FEMALE)				NOT A		BIG		SMALL		BIG		SMALL		BIG		SMALL		BIG	
	YES	NO	YES	NO	YES	NO	PROB-LEM	Big Prob.	Small Prob.	PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.
Total	300	69	77	78	62	272	177	96	27	66	35	110	60	118	69	38	16	86	53	90	43			
17/YOUNGER	15.4	11.2	18.2	16.8	13.6	14.8	13.9	16.4	22.4	17.3	15.2	11.9	17.2	7.9	22.7	28.9	-	13.5	15.4	14.3	17.7			
14/YOUNGER	8.1	7.8	9.1	10.0	3.3	8.2	9.6	5.4	7.2	14.3	3.1	6.8	6.8	3.5	7.5	26.3	-	9.6	7.8	9.7	2.6			
15-17	7.4	3.4	9.1	6.8	10.3	6.6	4.3	11.0	15.1	3.0	12.1	5.0	10.3	4.4	15.2	2.6	-	3.9	7.6	4.6	15.2			
18-20	35.6	36.6	26.6	33.9	46.6	34.3	39.1	25.4	45.9	40.6	28.7	38.1	23.4	43.6	22.7	21.1	25.0	38.4	17.9	39.7	34.6			
21/OLDER	47.5	51.6	55.2	47.9	36.4	49.6	45.6	57.2	27.7	40.5	56.1	48.6	57.8	46.6	54.6	49.9	75.0	47.7	66.7	43.5	45.4			
DK/REFUSED	1.5	0.6	-	1.4	3.4	1.3	1.5	1.0	3.9	1.6	-	1.4	1.6	1.8	-	-	-	0.5	-	2.4	2.3			
Mean	19.91	20.19	20.42	19.72	19.57	20.00	19.72	20.51	19.09	18.87	20.73	20.23	20.38	20.54	20.15	18.07	21.39	19.80	21.14	19.63	19.73			



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

TOTAL	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					PARENTS TALK ALCOHOL AFFECTS ON BRAIN		PARENTS TALK ALC./BRAIN (6th-8th)		PARENTS TALK ALC./BRAIN (9th-12th)		PARENTS TALK ALC./BRAIN (WHITE)		PARENTS TALK ALC./BRAIN (AFR. AMER.)		PARENTS TALK ALC./BRAIN (MEN)		PARENTS TALK ALC./BRAIN (WOMEN)		
	17/ YOUNGER	14/ Younger	15-17	18-20	21+	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
	ER	er																		
Total	300	46	24	22	107	143	184	115	78	42	106	73	122	83	38	23	96	57	88	58
17/YOUNGER	15.4	100.0	100.0	100.0	-	-	15.5	15.4	17.5	17.3	14.0	14.4	11.0	17.5	28.1	13.4	16.2	12.5	14.7	18.3
14/YOUNGER	8.1	52.3	100.0	-	-	-	9.7	5.4	12.3	4.9	7.9	5.8	5.1	3.8	22.9	13.4	10.6	5.5	8.8	5.4
15-17	7.4	47.7	-	100.0	-	-	5.7	10.0	5.2	12.5	6.1	8.6	5.9	13.8	5.1	-	5.6	7.0	5.9	13.0
18-20	35.6	-	-	-	100.0	-	37.9	31.2	39.5	35.5	36.8	28.7	39.6	33.8	25.3	22.7	37.6	21.3	38.2	40.9
21/OLDER	47.5	-	-	-	-	100.0	45.3	51.5	41.7	44.6	48.0	55.5	48.5	46.0	46.6	63.8	45.8	66.2	44.8	37.0
DK/REFUSED	1.5	-	-	-	-	-	1.3	1.9	1.3	2.5	1.3	1.5	0.9	2.6	-	-	0.4	-	2.3	3.8
Mean	19.91	12.77	9.80	16.02	18.73	23.11	19.74	20.19	19.40	19.53	19.99	20.56	20.56	20.08	18.17	19.59	19.84	21.01	19.63	19.35



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

	DO YOU THINK UNDERAGE/DRNK		PARENTS TALK/ HURTS BRAIN/		S/R/H ADS TO STOP UNDERAGE		HEARD OF TALKITOUT.ORG		
	YES	NO	YES	NO	YES	NO	YES	NO	
Total	300	274	24	263	33	161	136	103	197
17/YOUNGER	15.4	14.6	26.3	13.2	34.9	16.0	15.1	12.1	17.1
14/YOUNGER	8.1	7.7	13.3	6.7	19.6	7.5	9.0	4.3	10.0
15-17	7.4	6.9	13.1	6.4	15.3	8.5	6.1	7.8	7.1
18-20	35.6	35.7	33.7	37.3	19.0	36.2	34.9	29.9	38.5
21/OLDER	47.5	48.0	39.9	47.9	46.1	46.2	49.3	57.0	42.5
DK/REFUSED	1.5	1.7	-	1.6	-	1.6	0.8	1.0	1.8
Mean	19.91	19.98	18.89	20.05	18.87	19.86	19.89	20.42	19.64



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

	TOTAL	AGE											WHITE		AFRICAN AMER.		MALE		FEMALE	
		14/ YOUN- GER	10	11	12	13	14	15/ OLDER	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER
Total	300	146	1	18	35	40	52	151	50	48	38	15	102	103	28	34	74	77	73	74
17/YOUNGER	15.4	19.5	100.0	22.1	23.2	11.3	20.4	11.0	18.4	7.1	8.3	6.4	17.4	9.1	28.9	17.4	14.5	14.3	24.6	7.7
14/YOUNGER	8.1	10.1	100.0	16.4	14.6	2.7	8.0	6.3	8.1	7.1	2.8	6.4	6.1	3.0	25.4	14.5	8.6	9.1	11.6	3.3
15-17	7.4	9.5	-	5.7	8.6	8.6	12.5	4.8	10.3	-	5.5	-	11.3	6.0	3.6	2.9	6.0	5.2	13.1	4.4
18-20	35.6	36.5	-	48.9	32.2	41.0	32.6	34.4	39.8	47.0	17.3	19.5	37.6	37.3	32.0	18.1	35.8	27.4	37.3	41.7
21/OLDER	47.5	41.8	-	23.0	44.6	45.1	45.0	53.8	41.8	43.6	74.4	74.1	42.9	52.5	39.1	64.5	49.7	58.4	33.8	49.1
DK/REFUSED	1.5	2.1	-	5.9	-	2.6	1.9	0.7	-	2.3	-	-	2.1	1.1	-	-	-	-	4.3	1.5
Mean	19.91	19.40	1.00	18.55	18.70	20.72	19.67	20.43	19.21	20.16	21.76	21.89	20.15	20.63	17.18	19.94	19.99	20.61	18.79	20.24

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

	TOTAL	RACE					MALE	FEMALE	GENDER			
		HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total	300	20	206	61	4	5	106	36	100	26	153	147
17/YOUNGER	15.4	21.6	13.6	22.6	-	-	12.3	19.2	15.0	27.3	14.8	16.0
14/YOUNGER	8.1	14.5	4.6	19.4	-	-	5.7	16.4	3.3	23.5	8.7	7.4
15-17	7.4	7.0	9.1	3.2	-	-	6.6	2.8	11.7	3.8	6.1	8.6
18-20	35.6	43.3	37.3	24.4	49.6	45.8	33.8	24.3	40.9	24.4	31.6	39.7
21/OLDER	47.5	35.2	47.5	53.0	25.2	54.2	53.9	56.5	40.8	48.3	53.4	41.4
DK/REFUSED	1.5	-	1.6	-	25.2	-	-	-	3.2	-	0.3	2.9
Mean	19.91	18.35	20.37	18.70	20.37	21.77	20.69	19.31	20.01	17.86	20.27	19.52

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

	TOTAL	AREA													
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	
Total Answering	300	96	39	11	46	85	36	49	52	26	26	12	34	21	
YES	61.4	55.6	47.8	61.0	61.0	67.7	75.2	62.2	55.3	42.6	67.9	67.3	64.1	70.0	
NO	38.2	43.3	49.6	39.0	39.0	32.3	24.8	37.8	44.7	57.4	32.1	32.7	35.9	30.0	
DK/REFUSED	0.3	1.1	2.7	-	-	-	-	-	-	-	-	-	-	-	
Net Diff.	23.2	12.3	-1.8	22.0	22.0	35.4	50.3	24.5	10.6	-14.8	35.9	34.6	28.3	40.0	



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

	TOTAL	GRADE										WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO	
Total Answering	300	121	36	33	52	179	57	42	48	32	87	118	22	39	62	91	60	87	166	133	
YES	61.4	64.5	59.9	59.1	71.3	59.3	68.0	61.6	48.8	56.7	65.1	55.3	60.2	63.8	65.1	61.2	63.9	57.5	58.8	64.4	
NO	38.2	34.6	40.1	37.8	28.7	40.7	32.0	38.4	51.2	43.3	34.9	44.7	39.8	36.2	34.9	38.8	34.4	42.5	41.2	34.8	
DK/REFUSED	0.3	0.9	-	3.1	-	-	-	-	-	-	-	-	-	-	-	-	1.7	-	-	0.8	
Net Diff.	23.2	29.9	19.7	21.3	42.5	18.7	36.1	23.3	-2.4	13.3	30.2	10.7	20.3	27.7	30.3	22.3	29.5	14.9	17.6	29.6	



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

	TOTAL		TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total Answering	300	32	89	134	44	116	89	32	30	78	75	88	58	120	163	17	98	103	65	80	117	
YES	61.4	63.3	64.9	57.7	63.3	55.9	63.7	58.9	66.4	62.8	62.7	55.3	66.5	61.1	61.1	80.2	61.0	57.8	61.1	54.4	62.5	
NO	38.2	36.7	33.9	42.3	36.7	44.1	36.3	41.1	33.6	37.2	37.3	44.7	31.7	38.9	38.3	19.8	37.9	42.2	38.9	45.6	37.5	
DK/REFUSED	0.3	-	1.2	-	-	-	-	-	-	-	-	-	1.8	-	0.6	-	1.1	-	-	-	-	
Net Diff.	23.2	26.6	31.0	15.4	26.6	11.8	27.4	17.7	32.9	25.6	25.4	10.5	34.9	22.2	22.8	60.4	23.1	15.7	22.3	8.7	25.0	



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

	TOTAL		THINK IT'S OKAY TO DRINK (AFR. AMER.)		THINK IT'S OKAY TO DRINK (MALE)		THINK IT'S OKAY TO DRINK (FEMALE)		KNOW PEOPLE/ TRIED ALCOHOL (ALCOHOL)		KNOW PEOPLE/ TRIED ALCOHOL (6th-8th)		KNOW PEOPLE/ TRIED ALCOHOL (9th-12th)		KNOW PEOPLE/ TRIED ALCOHOL (WHITE)		KNOW PEOPLE/ TRIED ALCOHOL (AFR. AMER.)		KNOW PEOPLE/ TRIED ALCOHOL (MALE)		KNOW PEOPLE/ TRIED ALCOHOL (FEMALE)	
	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total Answering	300	26	30	57	89	64	74	184	115	39	81	145	34	132	74	36	24	87	66	97	49	
YES	61.4	68.9	55.9	63.5	62.3	58.9	59.6	58.5	65.8	54.7	68.8	59.5	58.8	57.1	63.7	55.2	71.9	57.4	69.9	59.5	60.4	
NO	38.2	31.1	44.1	36.5	37.7	41.1	39.0	41.5	33.3	45.3	30.0	40.5	41.2	42.9	36.3	44.8	28.1	42.6	30.1	40.5	37.5	
DK/REFUSED	0.3	-	-	-	-	-	1.4	-	0.9	-	1.3	-	-	-	-	-	-	-	-	-	2.1	
Net Diff.	23.2	37.7	11.8	27.1	24.6	17.8	20.7	17.0	32.5	9.5	38.8	19.0	17.5	14.2	27.4	10.3	43.7	14.8	39.7	18.9	22.9	

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

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total Answering	300	84	9	75	7	6	34	28	71	40	26	4	2	64	47
YES	61.4	55.3	68.2	53.7	79.0	32.9	49.1	57.8	63.6	60.0	68.1	76.6	50.1	56.4	60.9
NO	38.2	44.7	31.8	46.3	21.0	67.1	50.9	42.2	36.4	40.0	31.9	23.4	49.9	43.6	39.1
DK/REFUSED	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	23.2	10.7	36.5	7.4	58.0	-34.2	-1.9	15.5	27.1	19.9	36.1	53.1	0.2	12.7	21.7



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

	TOTAL		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				
	DRINKING		DRINKING		DRINKING						(6th-8th)				(9th-12th)				
	(AFRICAN AMR)		(MALE)		(FEMALE)														
	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	
Total Answering	300	14	17	35	36	50	36	77	46	31	62	8	6	2	20	69	40	29	42
YES	61.4	42.7	63.8	58.4	63.2	53.2	63.9	54.8	56.1	52.9	60.7	60.0	64.7	47.7	52.6	54.3	55.0	53.3	64.6
NO	38.2	57.3	36.2	41.6	36.8	46.8	36.1	45.2	43.9	47.1	39.3	40.0	35.3	52.3	47.4	45.7	45.0	46.7	35.4
DK/REFUSED	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	23.2	-14.6	27.6	16.8	26.4	6.5	27.8	9.7	12.3	5.8	21.4	19.9	29.4	-4.6	5.2	8.5	9.9	6.6	29.2

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

	OFTEN THEY DRINK ALCOHOL (WHITE)				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				
	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	
Total Answering	300	53	32	21	46	15	8	7	13	37	19	18	27	40	27	13	35
YES	61.4	49.3	51.9	45.2	64.7	59.2	49.9	69.7	45.6	49.1	55.2	42.8	64.4	60.1	56.8	67.0	57.8
NO	38.2	50.7	48.1	54.8	35.3	40.8	50.1	30.3	54.4	50.9	44.8	57.2	35.6	39.9	43.2	33.0	42.2
DK/REFUSED	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	23.2	-1.3	3.9	-9.6	29.4	18.3	-0.3	39.5	-8.8	-1.7	10.5	-14.3	28.8	20.2	13.5	33.9	15.6



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

	PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)				
	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	
Total Answering	300	251	60	192	47	100	20	80	21	151	40	111	26
YES	61.4	64.7	89.4	57.0	44.3	67.0	92.7	60.6	52.6	63.2	87.8	54.4	37.7
NO	38.2	34.9	10.6	42.5	55.7	32.0	7.3	38.1	47.4	36.8	12.2	45.6	62.3
DK/REFUSED	0.3	0.4	-	0.5	-	1.0	-	1.3	-	-	-	-	-
Net Diff.	23.2	29.8	78.9	14.5	-11.4	35.0	85.3	22.5	5.1	26.3	75.7	8.7	-24.7



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

	PARENTS TALK ABOUT DRINKING ALCOHOL (WHITE)				PARENTS TALK ABOUT DRINKING ALCOHOL (AFRICAN AMERICAN)				PARENTS TALK ABOUT DRINKING ALCOHOL (MALE)				PARENTS TALK ABOUT DRINKING ALCOHOL (FEMALE)				TALK W/PARENT LAST FEW MONTHS		TALK W/PARENT LAST FEW MTHS (6th-8th)		
	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO	
Total Answering	300	174	36	138	31	52	14	38	9	123	28	95	29	129	32	97	17	174	126	58	63
YES	61.4	63.8	85.4	58.1	37.0	62.7	100.0	49.1	61.3	68.5	96.6	60.3	40.8	61.0	83.2	53.8	50.3	76.2	41.4	84.3	46.6
NO	38.2	36.2	14.6	41.9	63.0	37.3	-	50.9	38.7	31.5	3.4	39.7	59.2	38.1	16.8	45.2	49.7	23.8	57.8	15.7	51.8
DK/REFUSED	0.3	-	-	-	-	-	-	-	-	-	-	-	-	0.8	-	1.1	-	-	0.8	-	1.6
Net Diff.	23.2	27.5	70.8	16.1	-26.1	25.4	100.0	-1.9	22.6	37.0	93.3	20.5	-18.5	22.9	66.3	8.6	0.7	52.4	-16.3	68.5	-5.2



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

	TOTAL		TALK W/PARENT LAST FEW MTHS (9th-12th)		TALK W/PARENT LAST FEW MTHS (WHITE)		TALK W/PARENT LAST FEW MTHS (AFR. AMER.)		TALK W/PARENT LAST FEW MTHS (MALE)		TALK W/PARENT LAST FEW MTHS (FEMALE)		EMBARRASSED/ AFRAID 2 TALK W/ PARENTS		EMBARRASSED/ AFRAID 2 TALK (6th-8th)		EMBARRASSED/ AFRAID 2 TALK (9th-12th)		EMBARRASSED/ AFRAID 2 TALK (WHITE)		EMBARRASSED/ AFRAID 2 TALK (AFR. AMER.)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total Answering	300	116	62	118	88	33	29	86	66	88	59	147	139	54	61	94	78	96	100	31	28	
YES	61.4	72.2	36.2	71.3	43.6	87.7	34.0	78.2	43.6	74.3	39.0	67.2	55.4	71.7	59.2	64.6	52.3	64.4	56.1	67.4	53.1	
NO	38.2	27.8	63.8	28.7	56.4	12.3	66.0	21.8	56.4	25.7	59.3	32.8	43.9	28.3	39.1	35.4	47.7	35.6	43.9	32.6	46.9	
DK/REFUSED	0.3	-	-	-	-	-	-	-	-	-	1.8	-	0.7	-	1.7	-	-	-	-	-	-	
Net Diff.	23.2	44.4	-27.7	42.5	-12.8	75.4	-31.9	56.5	-12.8	48.5	-20.3	34.4	11.5	43.5	20.1	29.2	4.7	28.7	12.2	34.9	6.1	



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

	TOTAL		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK				ALCOHOL USE BY PEOPLE YOUR AGE IS...				ALCOHOL USE BY YOUR AGE									
			(MALE)		(FEMALE)		PROB- LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.
	YES	NO	YES	NO	YES	NO																
Total Answering	300	69	77	78	62	272	177	96	27	66	35	110	60	118	69	38	16	86	53	90	43	
YES	61.4	72.1	55.4	62.8	55.3	61.0	64.6	54.4	64.2	66.4	59.5	63.5	51.3	62.5	52.3	65.6	55.1	69.7	51.3	59.7	58.1	
NO	38.2	27.9	44.6	37.2	43.0	38.6	34.8	45.6	35.8	32.0	40.5	36.5	48.7	37.5	47.7	34.4	44.9	30.3	48.7	39.2	41.9	
DK/REFUSED	0.3	-	-	-	1.7	0.4	0.6	-	-	1.6	-	-	-	-	-	-	-	-	-	1.1	-	
Net Diff.	23.2	44.2	10.8	25.6	12.2	22.4	29.8	8.7	28.5	34.3	19.0	27.0	2.6	25.0	4.7	31.3	10.2	39.5	2.6	20.5	16.2	

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

	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					PARENTS TALK ALCOHOL AFFECTS ON BRAIN		PARENTS TALK ALC./BRAIN (6th-8th)		PARENTS TALK ALC./BRAIN (9th-12th)		PARENTS TALK ALC./BRAIN (WHITE)		PARENTS TALK ALC./BRAIN (AFR. AMER.)		PARENTS TALK ALC./BRAIN (MEN)		PARENTS TALK ALC./BRAIN (WOMEN)		
	17/	14/	15-17	18-20	21+	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
	YOUNG- ER	Young er																		
Total Answering	300	46	24	22	107	143	184	115	78	42	106	73	122	83	38	23	96	57	88	58
YES	61.4	61.7	74.2	47.9	65.5	58.6	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-
NO	38.2	38.3	25.8	52.1	33.5	41.4	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0
DK/REFUSED	0.3	-	-	-	1.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	23.2	23.4	48.5	-4.2	32.0	17.1	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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16. HAVE YOUR PARENTS TALKED TO YOU ABOUT HOW DRINKING ALCOHOL AFFECTS YOUR BRAIN?

	DO YOU THINK UNDERAGE/DRNK AFFECTS BRAIN		PARENTS TALK/HURTS BRAIN/HELP STOP		S/R/H ADS TO STOP UNDERAGE DRINKING		HEARD OF TALKITOUT.ORG		
	YES	NO	YES	NO	YES	NO	YES	NO	
Total Answering	300	274	24	263	33	161	136	103	197
YES	61.4	63.9	32.2	63.0	48.0	68.8	53.4	60.7	61.8
NO	38.2	35.7	67.8	36.6	52.0	31.2	46.6	39.3	37.6
DK/REFUSED	0.3	0.4	-	0.4	-	-	-	-	0.5
Net Diff.	23.2	28.2	-35.6	26.4	-4.0	37.5	6.8	21.3	24.2



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

	TOTAL	AGE										WHITE		AFRICAN AMER.		MALE		FEMALE		
		14/ YOUN- GER	10	11	12	13	14	15/ OLDER	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER
Total Answering	300	146	1	18	35	40	52	151	50	48	38	15	102	103	28	34	74	77	73	74
YES	61.4	64.3	100.0	64.5	61.9	57.6	70.2	58.9	64.1	60.7	56.5	41.8	64.9	54.7	59.9	64.7	67.6	58.9	61.0	58.9
NO	38.2	35.0	-	35.5	38.1	39.9	29.8	41.1	35.9	39.3	43.5	58.2	35.1	45.3	40.1	35.3	32.4	41.1	37.6	41.1
DK/REFUSED	0.3	0.7	-	-	-	2.6	-	-	-	-	-	-	-	-	-	-	-	-	1.4	-
Net Diff.	23.2	29.3	100.0	28.9	23.7	17.7	40.4	17.7	28.3	21.5	13.1	-16.3	29.8	9.3	19.7	29.3	35.2	17.7	23.4	17.8



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

	TOTAL	RACE					MALE	FEMALE			GENDER	
		HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total Answering	300	20	206	61	4	5	106	36	100	26	153	147
YES	61.4	78.9	59.5	62.5	50.4	54.8	59.8	70.6	59.1	51.5	62.8	60.0
NO	38.2	21.1	40.5	37.5	23.0	45.2	40.2	29.4	40.9	48.5	37.2	39.2
DK/REFUSED	0.3	-	-	-	26.6	-	-	-	-	-	-	0.7
Net Diff.	23.2	57.8	19.0	25.0	27.3	9.5	19.6	41.1	18.3	2.9	25.5	20.8



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

	TOTAL	AREA												
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST
Total Answering	300	96	39	11	46	85	36	49	52	26	26	12	34	21
YES	91.2	92.6	90.8	100.0	92.4	94.0	88.8	97.9	88.5	84.8	92.2	92.0	87.4	85.0
NO	7.9	7.4	9.2	-	7.6	4.8	8.5	2.1	9.6	11.4	7.8	-	12.6	15.0
DK/REFUSED	1.0	-	-	-	-	1.1	2.7	-	1.9	3.7	-	8.0	-	-
Net Diff.	83.3	85.3	81.6	100.0	84.9	89.2	80.2	95.9	78.9	73.4	84.4	92.0	74.7	70.0



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

	TOTAL	GRADE										WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO	
Total Answering	300	121	36	33	52	179	57	42	48	32	87	118	22	39	62	91	60	87	166	133	
YES	91.2	95.0	94.2	94.3	96.0	88.6	90.5	82.9	93.6	84.9	95.4	87.9	90.9	90.0	93.7	85.0	96.4	92.4	86.7	96.7	
NO	7.9	5.0	5.8	5.7	4.0	9.8	7.8	17.1	6.4	9.0	4.6	10.5	9.1	7.6	6.3	11.9	3.6	7.6	11.6	3.3	
DK/REFUSED	1.0	-	-	-	-	1.6	1.7	-	-	6.1	-	1.6	-	2.5	-	3.2	-	-	1.8	-	
Net Diff.	83.3	90.0	88.4	88.5	92.0	78.8	82.8	65.9	87.2	75.9	90.8	77.5	81.8	82.4	87.3	73.1	92.7	84.8	75.1	93.4	



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

	TOTAL		TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total Answering	300	32	89	134	44	116	89	32	30	78	75	88	58	120	163	17	98	103	65	80	117	
YES	91.2	90.6	96.6	85.7	96.9	86.7	96.7	84.7	96.4	81.6	95.6	91.2	98.2	89.4	92.7	94.4	94.8	88.6	89.7	87.0	94.0	
NO	7.9	9.4	3.4	12.1	3.1	11.6	3.3	12.3	3.6	14.7	4.4	8.8	1.8	9.8	7.3	5.6	5.2	10.5	10.3	11.8	6.0	
DK/REFUSED	1.0	-	-	2.2	-	1.7	-	3.0	-	3.7	-	-	-	0.8	-	-	-	0.9	-	1.2	-	
Net Diff.	83.3	81.1	93.2	73.7	93.8	75.1	93.4	72.4	92.7	67.0	91.1	82.3	96.3	79.6	85.5	88.9	89.6	78.1	79.3	75.3	88.0	



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

	TOTAL		THINK IT'S OKAY TO DRINK (AFR. AMER.)		THINK IT'S OKAY TO DRINK (MALE)		THINK IT'S OKAY TO DRINK (FEMALE)		KNOW PEOPLE/ TRIED ALCOHOL ALCOHOL		KNOW PEOPLE/ TRIED ALCOHOL (6th-8th)		KNOW PEOPLE/ TRIED ALCOHOL (9th-12th)		KNOW PEOPLE/ TRIED ALCOHOL (WHITE)		KNOW PEOPLE/ TRIED ALCOHOL (AFR. AMER.)		KNOW PEOPLE/ TRIED ALCOHOL (MALE)		KNOW PEOPLE/ TRIED ALCOHOL (FEMALE)	
	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total Answering	300	26	30	57	89	64	74	184	115	39	81	145	34	132	74	36	24	87	66	97	49	
YES	91.2	92.3	89.9	85.0	91.9	93.4	93.8	89.8	93.3	92.3	96.2	89.1	86.3	87.6	97.3	94.3	83.9	85.7	92.0	93.5	95.0	
NO	7.9	7.7	10.1	13.3	8.1	6.6	6.2	9.2	5.9	7.7	3.8	9.5	10.8	10.9	2.7	5.7	12.1	12.0	6.5	6.5	5.0	
DK/REFUSED	1.0	-	-	1.7	-	-	-	1.0	0.8	-	-	1.3	2.9	1.5	-	-	4.0	2.2	1.5	-	-	
Net Diff.	83.3	84.7	79.8	71.7	83.7	86.7	87.6	80.6	87.4	84.6	92.4	79.6	75.5	76.7	94.6	88.7	71.8	73.7	85.6	86.9	89.9	

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

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total Answering	300	84	9	75	7	6	34	28	71	40	26	4	2	64	47
YES	91.2	84.8	89.2	84.2	64.6	82.6	84.5	88.9	95.8	97.4	92.3	100.0	100.0	83.9	93.6
NO	7.9	14.1	10.8	14.5	35.4	17.4	15.5	7.7	2.9	2.6	3.9	-	-	14.6	4.3
DK/REFUSED	1.0	1.1	-	1.3	-	-	-	3.4	1.4	-	3.7	-	-	1.5	2.1
Net Diff.	83.3	70.7	78.4	69.7	29.1	65.3	69.0	81.1	92.9	94.8	88.4	100.0	100.0	69.2	89.2



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

	TOTAL		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				
	DRINKING		DRINKING		DRINKING						(6th-8th)				(9th-12th)				
	(AFRICAN AMR)		(MALE)		(FEMALE)														
	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	
Total Answering	300	14	17	35	36	50	36	77	46	31	62	8	6	2	20	69	40	29	42
YES	91.2	85.5	100.0	81.2	91.5	87.2	100.0	83.4	81.2	86.6	95.1	85.7	80.2	100.0	95.3	83.2	81.4	85.7	95.0
NO	7.9	14.5	-	16.0	5.7	12.8	-	14.1	16.7	10.2	4.9	14.3	19.8	-	4.7	14.0	16.2	11.0	5.0
DK/REFUSED	1.0	-	-	2.8	2.7	-	-	2.5	2.1	3.1	-	-	-	-	-	2.8	2.4	3.3	-
Net Diff.	83.3	71.0	100.0	65.2	85.8	74.5	100.0	69.4	64.6	76.4	90.3	71.4	60.4	100.0	90.7	69.2	65.2	74.7	90.1

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

	TOTAL	OFTEN THEY DRINK ALCOHOL (WHITE)				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)			
		LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH
Total Answering	300	53	32	21	46	15	8	7	13	37	19	18	27	40	27	13	35
YES	91.2	78.6	77.9	79.6	93.5	93.3	87.3	100.0	100.0	74.3	65.8	83.1	96.6	91.9	92.1	91.5	94.0
NO	7.9	17.8	19.1	15.6	6.5	6.7	12.7	-	-	20.5	29.1	11.5	3.4	8.1	7.9	8.5	6.0
DK/REFUSED	1.0	3.6	3.0	4.7	-	-	-	-	-	5.2	5.1	5.3	-	-	-	-	-
Net Diff.	83.3	60.8	58.8	64.0	86.9	86.5	74.7	100.0	100.0	53.9	36.6	71.6	93.1	83.8	84.2	83.1	88.0



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

	PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)				
	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	
Total Answering	300	251	60	192	47	100	20	80	21	151	40	111	26
YES	91.2	91.9	96.7	90.4	88.9	95.8	100.0	94.8	90.8	89.3	95.0	87.3	87.3
NO	7.9	7.3	3.3	8.6	9.0	4.2	-	5.2	9.2	9.4	5.0	11.0	8.9
DK/REFUSED	1.0	0.8	-	1.0	2.1	-	-	-	-	1.3	-	1.7	3.8
Net Diff.	83.3	84.6	93.4	81.9	79.8	91.7	100.0	89.6	81.6	79.9	90.0	76.3	78.4



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

	TOTAL	PARENTS TALK ABOUT DRINKING ALCOHOL (WHITE)				PARENTS TALK ABOUT DRINKING ALCOHOL (AFRICAN AMERICAN)				PARENTS TALK ABOUT DRINKING ALCOHOL (MALE)				PARENTS TALK ABOUT DRINKING ALCOHOL (FEMALE)				TALK W/PARENT LAST FEW MONTHS		TALK W/PARENT LAST FEW MTHS (6th-8th)	
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO
Total Answering	300	174	36	138	31	52	14	38	9	123	28	95	29	129	32	97	17	174	126	58	63
YES	91.2	92.3	97.3	90.9	87.2	90.3	92.7	89.4	90.5	90.6	96.5	88.9	82.3	93.2	96.8	91.9	100.0	93.6	87.7	98.1	92.2
NO	7.9	7.2	2.7	8.4	9.6	7.9	7.3	8.1	9.5	7.8	3.5	9.1	14.3	6.8	3.2	8.1	-	5.3	11.5	1.9	7.8
DK/REFUSED	1.0	0.5	-	0.7	3.2	1.9	-	2.6	-	1.6	-	2.0	3.3	-	-	-	-	1.1	0.8	-	-
Net Diff.	83.3	85.1	94.7	82.6	77.7	82.4	85.4	81.3	80.9	82.8	93.1	79.8	68.0	86.3	93.6	83.9	100.0	88.3	76.3	96.2	84.3



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

	TOTAL		TALK W/PARENT LAST FEW MTHS (9th-12th)		TALK W/PARENT LAST FEW MTHS (WHITE)		TALK W/PARENT LAST FEW MTHS (AFR. AMER.)		TALK W/PARENT LAST FEW MTHS (MALE)		TALK W/PARENT LAST FEW MTHS (FEMALE)		EMBARRASSED/ AFRAID 2 TALK W/ PARENTS		EMBARRASSED/ AFRAID 2 TALK (6th-8th)		EMBARRASSED/ AFRAID 2 TALK (9th-12th)		EMBARRASSED/ AFRAID 2 TALK (WHITE)		EMBARRASSED/ AFRAID 2 TALK (AFR. AMER.)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total Answering	300	116	62	118	88	33	29	86	66	88	59	147	139	54	61	94	78	96	100	31	28	
YES	91.2	91.4	83.2	93.1	88.5	91.1	89.4	92.0	83.7	95.1	92.3	94.1	87.8	96.1	93.4	93.0	83.4	94.5	88.0	90.2	89.4	
NO	7.9	7.0	15.2	6.1	10.4	5.9	10.6	5.7	14.9	4.9	7.7	5.9	10.1	3.9	6.6	7.0	12.8	5.5	10.1	9.8	7.1	
DK/REFUSED	1.0	1.7	1.6	0.8	1.1	3.0	-	2.3	1.5	-	-	-	2.1	-	-	-	3.7	-	1.9	-	3.5	
Net Diff.	83.3	84.4	68.0	86.9	78.0	85.2	78.7	86.3	68.8	90.3	84.6	88.2	77.8	92.3	86.8	86.0	70.6	89.0	77.8	80.5	82.2	



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

	TOTAL		EMBARRASSED/		ALCOHOL USE BY PEOPLE				ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		
	AFRAID 2 TALK		AFRAID 2 TALK		YOUR AGE IS...				BY YOUR AGE		BY YOUR AGE		BY YOUR AGE								
	(MALE)		(FEMALE)						(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		
	YES	NO	YES	NO	PROB-LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	
Total Answering	300	69	77	78	62	272	177	96	27	66	35	110	60	118	69	38	16	86	53	90	43
YES	91.2	93.6	84.0	94.6	92.6	92.0	97.7	81.6	82.0	100.0	85.9	96.3	79.0	97.4	80.8	97.3	81.5	96.4	79.3	98.9	84.3
NO	7.9	6.4	12.2	5.4	7.4	7.3	2.3	16.4	14.3	-	14.1	3.7	17.8	2.6	16.5	2.7	18.5	3.6	17.0	1.1	15.7
DK/REFUSED	1.0	-	3.8	-	-	0.7	-	2.0	3.7	-	-	-	3.2	-	2.8	-	-	-	3.7	-	-
Net Diff.	83.3	87.3	71.8	89.1	85.1	84.8	95.4	65.2	67.7	100.0	71.8	92.6	61.3	94.8	64.3	94.6	62.9	92.9	62.3	97.7	68.7



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

	TOTAL	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					PARENTS TALK ALCOHOL AFFECTS ON BRAIN		PARENTS TALK ALC./BRAIN (6th-8th)		PARENTS TALK ALC./BRAIN (9th-12th)		PARENTS TALK ALC./BRAIN (WHITE)		PARENTS TALK ALC./BRAIN (AFR. AMER.)		PARENTS TALK ALC./BRAIN (MEN)		PARENTS TALK ALC./BRAIN (WOMEN)	
		17/Younger	14/Younger	15-17	18-20	21+	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total Answering	300	46	24	22	107	143	184	115	78	42	106	73	122	83	38	23	96	57	88	58
YES	91.2	86.6	87.1	86.0	91.6	92.0	94.8	85.2	97.4	90.4	93.0	82.2	95.0	85.4	92.3	87.0	94.5	78.2	95.2	92.1
NO	7.9	13.4	12.9	14.0	7.5	6.6	4.1	14.0	2.6	9.6	5.2	16.5	4.3	13.4	5.2	13.0	3.5	20.1	4.8	7.9
DK/REFUSED	1.0	-	-	-	0.9	1.4	1.0	0.8	-	-	1.8	1.3	0.8	1.2	2.5	-	2.0	1.7	-	-
Net Diff.	83.3	73.1	74.1	72.0	84.2	85.4	90.7	71.3	94.7	80.9	87.8	65.7	90.7	72.0	87.1	73.9	91.0	58.2	90.4	84.2



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

	DO YOU THINK UNDERAGE DRINKING AFFECTS BRAIN		PARENTS TALK/HELP STOP		S/R/H ADS TO STOP UNDERAGE DRINKING		HEARD OF TALKITOUT.ORG		
	YES	NO	YES	NO	YES	NO	YES	NO	
Total Answering	300	274	24	263	33	161	136	103	197
YES	91.2	100.0	-	92.6	79.2	94.7	86.8	91.7	90.9
NO	7.9	-	100.0	6.3	20.8	4.7	11.8	7.3	8.1
DK/REFUSED	1.0	-	-	1.1	-	0.6	1.4	0.9	1.0
Net Diff.	83.3	100.0	-100.0	86.2	58.4	90.0	75.0	84.4	82.7



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

	TOTAL	AGE											WHITE		AFRICAN AMER.		MALE		FEMALE	
		10	11	12	13	14	15/	15	16	17	18/	14/	15/	14/	15/	14/	15/	14/	15/	
	14/ YOUN- GER	GER	GER	GER	GER	GER	OLDER	GER	GER	GER	OLDER	YOUN- GER	OLDER	YOUN- GER	OLDER	YOUN- GER	OLDER	YOUN- GER	OLDER	
Total Answering	300	146	1	18	35	40	52	151	50	48	38	15	102	103	28	34	74	77	73	74
YES	91.2	93.5	100.0	88.3	97.3	95.2	91.2	89.3	91.5	91.4	84.5	87.0	95.0	87.1	89.1	91.3	93.4	84.4	93.6	94.3
NO	7.9	5.8	-	11.7	2.7	4.8	6.9	9.4	8.5	8.6	13.0	6.7	5.0	11.0	7.4	8.7	5.3	13.1	6.4	5.7
DK/REFUSED	1.0	0.7	-	-	-	-	1.9	1.3	-	-	2.5	6.3	-	1.9	3.5	-	1.3	2.5	-	-
Net Diff.	83.3	87.7	100.0	76.7	94.6	90.4	84.3	79.9	83.1	82.9	71.5	80.4	90.0	76.1	81.7	82.6	88.1	71.4	87.2	88.7



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

	TOTAL	RACE					MALE		FEMALE		GENDER	
		HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total Answering	300	20	206	61	4	5	106	36	100	26	153	147
YES	91.2	92.8	91.1	90.3	100.0	100.0	86.7	92.0	95.7	88.0	88.4	94.0
NO	7.9	7.2	8.0	8.1	-	-	11.4	5.3	4.3	12.0	9.7	6.0
DK/REFUSED	1.0	-	0.9	1.6	-	-	1.8	2.7	-	-	1.9	-
Net Diff.	83.3	85.7	83.1	82.2	100.0	100.0	75.3	86.7	91.4	76.0	78.8	88.0



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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	AREA												
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST
Total Answering	300	96	39	11	46	85	36	49	52	26	26	12	34	21
YES	87.8	90.0	91.8	90.7	88.3	91.1	94.3	88.7	83.4	83.5	83.3	91.3	85.7	77.2
NO	11.0	9.6	8.2	9.3	10.9	8.9	5.7	11.3	14.8	16.5	13.0	-	14.3	17.8
DK/REFUSED	1.2	0.4	-	-	0.9	-	-	-	1.9	-	3.7	8.7	-	5.0
Net Diff.	76.8	80.4	83.6	81.4	77.4	82.1	88.5	77.5	68.6	67.0	70.3	91.3	71.5	59.3

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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	GRADE									WHITE	AFRICAN AMER.	MALE	FEMALE	TALKED ABOUT DRINKING ALCOHOL					
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO		
Total Answering	300	121	36	33	52	179	57	42	48	32	87	118	22	39	62	91	60	87	166	133
YES	87.8	92.5	89.1	94.3	93.8	84.6	94.8	78.6	77.1	85.7	91.9	87.0	91.4	79.8	92.2	81.8	92.8	87.6	83.4	94.0
NO	11.0	5.8	10.9	2.8	4.2	14.5	5.2	21.4	22.9	9.7	5.8	12.2	8.6	20.2	6.2	16.6	5.4	12.4	15.1	5.2
DK/REFUSED	1.2	1.7	-	2.9	2.0	0.8	-	-	-	4.6	2.3	0.9	-	-	1.6	1.6	1.8	-	1.5	0.7
Net Diff.	76.8	86.7	78.3	91.4	89.6	70.1	89.6	57.3	54.2	76.0	86.0	74.8	82.8	59.6	86.0	65.3	87.4	75.1	68.3	88.8

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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		TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total Answering	300	32	89	134	44	116	89	32	30	78	75	88	58	120	163	17	98	103	65	80	117	
YES	87.8	87.4	94.4	82.4	93.3	85.7	94.4	78.6	89.9	81.3	90.9	85.2	98.0	82.9	91.4	88.6	92.8	81.9	89.4	84.3	92.3	
NO	11.0	9.4	4.5	16.5	6.7	12.5	4.5	21.4	10.1	16.8	7.8	13.6	2.0	16.3	7.1	5.4	6.2	18.1	8.3	14.3	6.0	
DK/REFUSED	1.2	3.3	1.1	1.1	-	1.8	1.1	-	-	1.9	1.3	1.2	-	0.9	1.5	6.0	1.0	-	2.2	1.3	1.7	
Net Diff.	76.8	78.0	89.9	65.9	86.7	73.2	89.9	57.2	79.9	64.5	83.2	71.6	96.1	66.6	84.4	83.2	86.6	63.8	81.1	70.0	86.3	



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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		THINK IT'S OKAY TO DRINK (AFR. AMER.)		THINK IT'S OKAY TO DRINK (MALE)		THINK IT'S OKAY TO DRINK (FEMALE)		KNOW PEOPLE/ TRIED ALCOHOL ALCOHOL		KNOW PEOPLE/ TRIED ALCOHOL (6th-8th)		KNOW PEOPLE/ TRIED ALCOHOL (9th-12th)		KNOW PEOPLE/ TRIED ALCOHOL (WHITE)		KNOW PEOPLE/ TRIED ALCOHOL (AFR. AMER.)		KNOW PEOPLE/ TRIED ALCOHOL (MALE)		KNOW PEOPLE/ TRIED ALCOHOL (FEMALE)	
	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total Answering	300	26	30	57	89	64	74	184	115	39	81	145	34	132	74	36	24	87	66	97	49	
YES	87.8	81.4	86.5	78.3	90.9	87.0	92.2	84.7	92.8	87.3	94.9	84.0	87.6	93.1	80.8	88.2	82.5	90.7	86.6	95.5		
NO	11.0	18.6	13.5	21.7	6.4	11.4	7.8	14.2	6.1	10.0	3.9	15.3	11.3	11.7	5.6	19.2	11.8	16.3	7.3	12.3	4.5	
DK/REFUSED	1.2	-	-	-	2.7	1.6	-	1.1	1.2	2.7	1.2	0.7	1.2	1.6	1.3	-	-	1.2	2.1	1.1	-	
Net Diff.	76.8	62.8	73.1	56.5	84.4	75.5	84.3	70.5	86.7	77.3	91.1	68.6	76.3	75.1	87.6	61.6	76.5	66.3	83.4	74.3	91.1	

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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	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total Answering	300	84	9	75	7	6	34	28	71	40	26	4	2	64	47
YES	87.8	83.2	68.3	85.1	70.3	82.6	93.9	78.5	87.4	85.1	88.0	100.0	100.0	85.5	89.2
NO	11.0	15.6	20.7	14.9	29.7	17.4	6.1	21.5	12.6	14.9	12.0	-	-	12.9	10.8
DK/REFUSED	1.2	1.2	11.0	-	-	-	-	-	-	-	-	-	-	1.6	-
Net Diff.	76.8	67.6	47.6	70.1	40.7	65.3	87.7	56.9	74.7	70.2	75.9	100.0	100.0	72.6	78.4



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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		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				
	DRINKING		DRINKING		DRINKING						(6th-8th)				(9th-12th)				
	(AFRICAN AMR)		(MALE)		(FEMALE)														
	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	
Total Answering	300	14	17	35	36	50	36	77	46	31	62	8	6	2	20	69	40	29	42
YES	87.8	79.5	87.9	82.7	85.2	83.5	89.6	77.7	70.9	87.6	93.5	74.1	64.1	100.0	95.3	78.1	71.9	86.7	92.7
NO	11.0	20.5	12.1	17.3	14.8	14.4	10.4	19.6	26.8	9.1	6.5	12.2	16.9	-	4.7	20.4	28.1	9.7	7.3
DK/REFUSED	1.2	-	-	-	-	2.1	-	2.7	2.3	3.4	-	13.7	18.9	-	-	1.5	-	3.6	-
Net Diff.	76.8	59.0	75.9	65.5	70.4	69.1	79.1	58.1	44.1	78.5	87.1	61.9	47.2	100.0	90.7	57.7	43.7	77.0	85.3

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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	OFTEN THEY DRINK ALCOHOL (WHITE)				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)			
		LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/
		ONCE/A	Once/A	Once/A	ONCE/A	ONCE/A	Once/A	Once/A	ONCE/A	ONCE/A	Once/A	Once/A	ONCE/A	ONCE/A	Once/A	Once/A	ONCE/A
	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	
Total Answering	300	53	32	21	46	15	8	7	13	37	19	18	27	40	27	13	35
YES	87.8	78.4	70.9	90.1	93.6	87.3	76.2	100.0	91.8	77.5	73.6	81.5	89.2	77.9	69.1	96.1	96.9
NO	11.0	17.7	25.9	4.7	6.4	12.7	23.8	-	8.2	19.7	26.4	12.8	10.8	19.4	27.0	3.9	3.1
DK/REFUSED	1.2	4.0	3.2	5.1	-	-	-	-	-	2.8	-	5.8	-	2.6	3.9	-	-
Net Diff.	76.8	60.7	45.0	85.4	87.2	74.6	52.4	100.0	83.6	57.8	47.2	68.7	78.5	58.5	42.0	92.2	93.8

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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?

	PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)				
	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	
Total Answering	300	251	60	192	47	100	20	80	21	151	40	111	26
YES	87.8	89.2	92.4	88.2	82.0	94.0	100.0	92.5	85.4	86.0	88.6	85.1	79.3
NO	11.0	9.8	7.6	10.5	15.9	4.9	-	6.2	10.0	13.0	11.4	13.6	20.7
DK/REFUSED	1.2	1.0	-	1.3	2.1	1.0	-	1.3	4.6	1.0	-	1.3	-
Net Diff.	76.8	79.4	84.8	77.7	66.1	89.1	100.0	86.4	75.4	73.0	77.2	71.5	58.5



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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	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT					
		ALCOHOL				ALCOHOL				ALCOHOL				LAST FEW		LAST FEW MTHS					
		(WHITE)				(AFRICAN AMERICAN)				(MALE)				(FEMALE)		MONTHS		(6th-8th)			
	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO	
Total Answering	300	174	36	138	31	52	14	38	9	123	28	95	29	129	32	97	17	174	126	58	63
YES	87.8	90.6	94.3	89.6	83.1	84.8	92.7	81.9	80.0	88.4	96.5	86.0	78.9	89.9	88.8	90.3	87.3	89.6	85.2	94.8	90.5
NO	11.0	8.2	5.7	8.9	13.7	15.2	7.3	18.1	20.0	10.4	3.5	12.4	17.8	9.2	11.2	8.6	12.7	8.4	14.8	1.7	9.5
DK/REFUSED	1.2	1.2	-	1.5	3.2	-	-	-	-	1.2	-	1.5	3.3	0.8	-	1.1	-	2.0	-	3.5	-
Net Diff.	76.8	82.4	88.6	80.7	69.4	69.6	85.4	63.8	60.0	78.0	93.1	73.6	61.0	80.7	77.7	81.7	74.6	81.3	70.5	93.1	81.0



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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		TALK W/PARENT LAST FEW MTHS (9th-12th)		TALK W/PARENT LAST FEW MTHS (WHITE)		TALK W/PARENT LAST FEW MTHS (AFR. AMER.)		TALK W/PARENT LAST FEW MTHS (MALE)		TALK W/PARENT LAST FEW MTHS (FEMALE)		EMBARRASSED/ AFRAID 2 TALK W/ PARENTS		EMBARRASSED/ AFRAID 2 TALK (6th-8th)		EMBARRASSED/ AFRAID 2 TALK (9th-12th)		EMBARRASSED/ AFRAID 2 TALK (WHITE)		EMBARRASSED/ AFRAID 2 TALK (AFR. AMER.)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total Answering	300	116	62	118	88	33	29	86	66	88	59	147	139	54	61	94	78	96	100	31	28	
YES	87.8	87.1	79.9	92.2	84.8	81.7	86.7	89.2	81.7	90.0	89.2	89.2	86.6	88.7	95.1	89.4	79.9	90.4	88.7	87.2	78.8	
NO	11.0	11.7	20.1	5.2	15.2	18.3	13.3	8.0	18.3	8.8	10.8	9.9	11.9	9.5	3.2	10.2	18.8	8.6	9.2	12.8	21.2	
DK/REFUSED	1.2	1.2	-	2.6	-	-	-	2.8	-	1.2	-	0.9	1.5	1.8	1.7	0.4	1.4	1.0	2.1	-	-	
Net Diff.	76.8	75.4	59.8	87.0	69.6	63.4	73.4	81.2	63.4	81.3	78.4	79.2	74.7	79.2	91.9	79.3	61.1	81.8	79.4	74.5	57.7	



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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		EMBARRASSED/AFRAID 2 TALK (MALE)		EMBARRASSED/AFRAID 2 TALK (FEMALE)		ALCOHOL USE BY PEOPLE YOUR AGE IS...				ALCOHOL USE BY YOUR AGE (6th-8th)		ALCOHOL USE BY YOUR AGE (9th-12th)		ALCOHOL USE BY YOUR AGE (WHITE)		ALCOHOL USE BY YOUR AGE (AFR. AMER.)		ALCOHOL USE BY YOUR AGE (MALE)		ALCOHOL USE BY YOUR AGE (FEMALE)	
	YES	NO	YES	NO	YES	NO	PROB-LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.
Total Answering	300	69	77	78	62	272	177	96	27	66	35	110	60	118	69	38	16	86	53	90	43	
YES	87.8	88.1	85.4	90.1	88.0	88.1	89.5	85.4	89.1	92.5	94.4	87.7	80.1	92.1	86.8	82.0	81.2	89.3	82.4	89.7	89.1	
NO	11.0	9.9	13.2	9.9	10.3	10.7	9.1	13.5	10.9	6.0	2.7	11.0	19.9	6.2	11.7	18.0	18.8	7.9	17.6	10.3	8.5	
DK/REFUSED	1.2	2.0	1.4	-	1.7	1.3	1.4	1.1	-	1.5	3.0	1.3	-	1.7	1.5	-	-	2.8	-	-	2.4	
Net Diff.	76.8	78.2	72.2	80.1	77.7	77.4	80.4	71.9	78.3	86.5	91.7	76.7	60.2	85.8	75.0	63.9	62.3	81.4	64.8	79.4	80.6	



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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	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					PARENTS TALK ALCOHOL AFFECTS ON BRAIN		PARENTS TALK ALC./BRAIN (6th-8th)		PARENTS TALK ALC./BRAIN (9th-12th)		PARENTS TALK ALC./BRAIN (WHITE)		PARENTS TALK ALC./BRAIN (AFR. AMER.)		PARENTS TALK ALC./BRAIN (MEN)		PARENTS TALK ALC./BRAIN (WOMEN)	
		17/	14/	15-17	18-20	21+	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
		YOUNG- ER	Young er																	
Total Answering	300	46	24	22	107	143	184	115	78	42	106	73	122	83	38	23	96	57	88	58
YES	87.8	75.0	73.1	77.0	92.2	88.6	90.1	84.1	93.3	90.8	87.7	80.2	91.4	85.5	87.0	79.1	92.4	75.3	87.6	92.8
NO	11.0	25.0	26.9	23.0	5.9	10.7	8.6	15.0	4.1	9.2	11.9	18.4	6.9	13.2	13.0	20.9	6.2	22.9	11.2	7.2
DK/REFUSED	1.2	-	-	-	1.9	0.7	1.3	0.9	2.6	-	0.4	1.4	1.6	1.3	-	-	1.4	1.8	1.2	-
Net Diff.	76.8	50.0	46.3	54.1	86.4	77.9	81.5	69.1	89.3	81.7	75.7	61.8	84.5	72.3	74.1	58.2	86.2	52.5	76.3	85.5



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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?

	DO YOU THINK		PARENTS TALK/		S/R/H ADS TO		HEARD OF		
	YES	NO	YES	NO	YES	NO	YES	NO	
Total Answering	300	274	24	263	33	161	136	103	197
YES	87.8	89.2	70.8	100.0	-	89.7	85.3	89.8	86.8
NO	11.0	9.6	29.2	-	100.0	8.8	13.9	9.2	12.0
DK/REFUSED	1.2	1.3	-	-	-	1.5	0.7	1.0	1.2
Net Diff.	76.8	79.6	41.7	100.0	-100.0	80.9	71.4	80.6	74.8



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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	AGE											WHITE		AFRICAN AMER.		MALE		FEMALE	
		10	11	12	13	14	15/	15	16	17	18/	14/	15/	14/	15/	14/	15/	14/	15/	
	14/ YOUN- GER	GER	GER	GER	GER	GER	OLDER	GER	GER	GER	OLDER	YOUN- GER	OLDER	YOUN- GER	OLDER	YOUN- GER	OLDER	YOUN- GER	OLDER	
Total Answering	300	146	1	18	35	40	52	151	50	48	38	15	102	103	28	34	74	77	73	74
YES	87.8	93.1	100.0	88.6	89.1	94.9	95.8	82.8	87.9	82.1	75.1	87.1	92.0	86.0	93.0	76.7	93.5	79.0	92.7	86.7
NO	11.0	5.5	-	11.4	8.1	2.5	4.2	16.5	12.1	17.9	24.9	6.1	6.0	13.0	7.0	23.3	5.2	19.6	5.8	13.3
DK/REFUSED	1.2	1.4	-	-	2.8	2.6	-	0.7	-	-	-	6.8	2.0	1.0	-	-	1.3	1.4	1.4	-
Net Diff.	76.8	87.6	100.0	77.2	81.0	92.4	91.6	66.2	75.7	64.3	50.1	81.0	86.0	73.0	86.0	53.5	88.3	59.4	86.9	73.4

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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	RACE					MALE		FEMALE		GENDER	
		HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total Answering	300	20	206	61	4	5	106	36	100	26	153	147
YES	87.8	85.9	89.0	84.1	100.0	90.6	88.7	78.3	89.4	91.9	86.0	89.7
NO	11.0	14.1	9.5	15.9	-	9.4	9.3	21.7	9.6	8.1	12.4	9.6
DK/REFUSED	1.2	-	1.5	-	-	-	1.9	-	1.0	-	1.6	0.7
Net Diff.	76.8	71.8	79.6	68.1	100.0	81.2	79.4	56.6	79.8	83.9	73.6	80.1

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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	AREA													
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	
Total Answering	300	96	39	11	46	85	36	49	52	26	26	12	34	21	
YES	83.2	85.4	83.7	91.5	85.3	82.0	84.5	80.1	80.9	76.8	84.9	100.0	76.7	84.6	
NO	15.7	13.1	13.6	8.5	13.8	16.8	12.6	19.9	17.3	23.2	11.5	-	23.3	15.4	
DK/REFUSED	1.2	1.5	2.7	-	0.9	1.2	2.9	-	1.8	-	3.6	-	-	-	
Net Diff.	67.5	72.3	70.1	83.0	71.5	65.2	71.9	60.2	63.5	53.6	73.4	100.0	53.3	69.2	

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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	GRADE										WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO	
Total Answering	300	121	36	33	52	179	57	42	48	32	87	118	22	39	62	91	60	87	166	133	
YES	83.2	85.6	77.7	87.7	89.7	81.5	84.7	77.0	76.8	89.0	84.4	83.4	82.9	69.0	87.3	86.4	83.7	76.5	83.1	83.9	
NO	15.7	14.4	22.3	12.3	10.3	16.5	13.5	20.7	20.9	9.8	15.6	16.6	17.1	23.2	12.7	12.2	16.3	21.1	15.4	15.4	
DK/REFUSED	1.2	-	-	-	-	1.9	1.8	2.2	2.2	1.2	-	-	-	7.9	-	1.5	-	2.4	1.5	0.7	
Net Diff.	67.5	71.2	55.4	75.4	79.4	65.0	71.2	56.3	55.9	79.2	68.9	66.8	65.8	45.8	74.7	74.2	67.5	55.5	67.7	68.6	

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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		TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total Answering	300	32	89	134	44	116	89	32	30	78	75	88	58	120	163	17	98	103	65	80	117	
YES	83.2	93.8	82.6	80.5	86.6	85.7	82.4	65.2	83.7	87.0	86.5	79.6	80.7	83.8	83.4	88.5	85.1	83.0	80.8	83.2	84.8	
NO	15.7	6.2	17.4	17.6	11.3	14.3	17.6	28.2	13.1	12.5	12.3	18.0	19.3	14.5	15.7	11.5	14.9	15.0	17.0	16.8	15.2	
DK/REFUSED	1.2	-	-	1.9	2.1	-	-	6.7	3.2	0.5	1.2	2.4	-	1.7	0.9	-	-	1.9	2.3	-	-	
Net Diff.	67.5	87.6	65.2	62.9	75.3	71.4	64.7	37.0	70.6	74.6	74.2	61.5	61.3	69.3	67.7	77.1	70.3	68.0	63.8	66.3	69.7	



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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		THINK IT'S OKAY TO DRINK (AFR. AMER.)		THINK IT'S OKAY TO DRINK (MALE)		THINK IT'S OKAY TO DRINK (FEMALE)		KNOW PEOPLE/ TRIED ALCOHOL ALCOHOL		KNOW PEOPLE/ TRIED ALCOHOL (6th-8th)		KNOW PEOPLE/ TRIED ALCOHOL (9th-12th)		KNOW PEOPLE/ TRIED ALCOHOL (WHITE)		KNOW PEOPLE/ TRIED ALCOHOL (AFR. AMER.)		KNOW PEOPLE/ TRIED ALCOHOL (MALE)		KNOW PEOPLE/ TRIED ALCOHOL (FEMALE)	
	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total Answering	300	26	30	57	89	64	74	184	115	39	81	145	34	132	74	36	24	87	66	97	49	
YES	83.2	77.0	72.9	88.0	87.0	80.2	79.1	84.5	80.8	92.1	82.3	82.5	77.5	85.8	80.3	74.4	72.6	90.9	81.2	78.7	80.4	
NO	15.7	15.4	23.5	10.4	12.6	18.2	19.4	14.3	18.0	7.9	17.7	16.0	18.6	14.2	19.7	19.7	23.6	9.1	16.8	19.0	19.6	
DK/REFUSED	1.2	7.6	3.6	1.6	0.4	1.7	1.4	1.2	1.2	-	-	1.5	3.9	-	-	5.9	3.8	-	2.0	2.2	-	
Net Diff.	67.5	61.6	49.3	77.6	74.4	62.0	59.7	70.2	62.9	84.2	64.5	66.4	58.9	71.6	60.7	54.6	49.0	81.9	64.4	59.7	60.8	

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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	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total Answering	300	84	9	75	7	6	34	28	71	40	26	4	2	64	47
YES	83.2	84.7	79.1	85.4	53.7	82.6	84.5	94.6	82.6	76.4	88.1	100.0	100.0	87.0	84.7
NO	15.7	14.1	20.9	13.2	46.3	17.4	12.4	5.4	15.9	23.6	7.7	-	-	13.0	15.3
DK/REFUSED	1.2	1.3	-	1.4	-	-	3.1	-	1.5	-	4.1	-	-	-	-
Net Diff.	67.5	70.6	58.1	72.2	7.3	65.3	72.1	89.1	66.7	52.8	80.4	100.0	100.0	73.9	69.4

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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	AGE STARTED		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL					
		DRINKING	DRINKING	DRINKING	DRINKING	DRINKING	DRINKING	(6th-8th)				(9th-12th)									
	(AFRICAN AMR)	(MALE)	(FEMALE)	(AFRICAN AMR)	(MALE)	(FEMALE)	(AFRICAN AMR)	(MALE)	(FEMALE)	(AFRICAN AMR)	(MALE)	(FEMALE)	(AFRICAN AMR)	(MALE)	(FEMALE)	(AFRICAN AMR)	(MALE)	(FEMALE)	(AFRICAN AMR)	(MALE)	(FEMALE)
	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month
Total Answering	300	14	17	35	36	50	36	77	46	31	62	8	6	2	20	69	40	29	42		
YES	83.2	71.3	69.5	91.5	89.0	79.9	76.2	84.1	80.0	90.1	87.3	87.8	83.1	100.0	94.5	83.7	79.6	89.4	83.8		
NO	15.7	21.2	24.2	8.5	11.0	17.9	20.8	14.5	20.0	6.5	11.0	12.2	16.9	-	5.5	14.8	20.4	6.9	13.7		
DK/REFUSED	1.2	7.5	6.3	-	-	2.1	3.0	1.4	-	3.4	1.7	-	-	-	-	1.5	-	3.7	2.5		
Net Diff.	67.5	50.2	45.4	82.9	78.0	62.0	55.3	69.6	60.0	83.6	76.2	75.5	66.1	100.0	89.0	69.0	59.1	82.4	70.1		



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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."

	OFTEN THEY DRINK ALCOHOL (WHITE)				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				
	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	
Total Answering	300	53	32	21	46	15	8	7	13	37	19	18	27	40	27	13	35
YES	83.2	84.5	80.9	90.1	93.0	73.5	63.5	84.9	67.8	86.7	79.0	94.7	100.0	81.7	80.7	83.8	77.2
NO	15.7	15.5	19.1	9.9	7.0	19.4	36.5	-	24.1	13.3	21.0	5.3	-	15.6	19.3	8.0	19.7
DK/REFUSED	1.2	-	-	-	-	7.1	-	15.1	8.1	-	-	-	-	2.7	-	8.2	3.0
Net Diff.	67.5	69.0	61.9	80.3	86.0	54.1	27.0	84.9	43.7	73.5	58.1	89.3	100.0	66.0	61.3	75.7	57.5

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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."

	PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)				
	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	
Total Answering	300	251	60	192	47	100	20	80	21	151	40	111	26
YES	83.2	84.1	81.7	84.8	79.6	87.7	84.1	88.6	75.5	81.7	80.5	82.1	83.0
NO	15.7	14.5	18.3	13.4	20.4	12.3	15.9	11.4	24.5	16.0	19.5	14.8	17.0
DK/REFUSED	1.2	1.4	-	1.8	-	-	-	-	-	2.3	-	3.1	-
Net Diff.	67.5	69.5	63.4	71.5	59.2	75.3	68.1	77.1	51.0	65.7	61.0	67.4	65.9



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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	PARENTS TALK ABOUT DRINKING ALCOHOL (WHITE)				PARENTS TALK ABOUT DRINKING ALCOHOL (AFRICAN AMERICAN)				PARENTS TALK ABOUT DRINKING ALCOHOL (MALE)				PARENTS TALK ABOUT DRINKING ALCOHOL (FEMALE)				TALK W/PARENT LAST FEW MONTHS		TALK W/PARENT LAST FEW MTHS (6th-8th)	
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO
Total Answering	300	174	36	138	31	52	14	38	9	123	28	95	29	129	32	97	17	174	126	58	63
YES	83.2	85.1	79.6	86.5	79.5	74.8	78.1	73.6	70.2	88.5	89.4	88.3	82.3	79.9	75.0	81.5	75.1	87.1	77.6	94.3	77.7
NO	15.7	14.9	20.4	13.5	20.5	19.3	21.9	18.4	29.8	10.4	10.6	10.3	17.7	18.5	25.0	16.3	24.9	12.1	20.7	5.7	22.3
DK/REFUSED	1.2	-	-	-	-	5.9	-	8.1	-	1.1	-	1.4	-	1.7	-	2.2	-	0.8	1.7	-	-
Net Diff.	67.5	70.1	59.2	73.0	59.0	55.5	56.3	55.2	40.5	78.1	78.7	77.9	64.5	61.4	50.0	65.1	50.3	75.0	56.9	88.6	55.3



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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		TALK W/PARENT LAST FEW MTHS (9th-12th)		TALK W/PARENT LAST FEW MTHS (WHITE)		TALK W/PARENT LAST FEW MTHS (AFR. AMER.)		TALK W/PARENT LAST FEW MTHS (MALE)		TALK W/PARENT LAST FEW MTHS (FEMALE)		EMBARRASSED/ AFRAID 2 TALK W/ PARENTS		EMBARRASSED/ AFRAID 2 TALK (6th-8th)		EMBARRASSED/ AFRAID 2 TALK (9th-12th)		EMBARRASSED/ AFRAID 2 TALK (WHITE)		EMBARRASSED/ AFRAID 2 TALK (AFR. AMER.)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total Answering	300	116	62	118	88	33	29	86	66	88	59	147	139	54	61	94	78	96	100	31	28	
YES	83.2	83.5	77.6	88.5	77.6	75.7	72.2	89.4	83.2	84.9	71.4	84.1	84.5	86.8	84.8	82.6	84.3	85.9	84.6	70.8	78.4	
NO	15.7	15.3	19.0	11.5	22.4	21.4	20.4	9.1	16.8	15.1	25.0	14.9	14.7	13.2	15.2	15.9	14.3	14.1	15.4	25.8	17.7	
DK/REFUSED	1.2	1.1	3.4	-	-	2.9	7.4	1.5	-	-	3.6	1.0	0.8	-	-	1.6	1.4	-	-	3.4	3.9	
Net Diff.	67.5	68.2	58.6	77.0	55.1	54.3	51.9	80.3	66.4	69.8	46.3	69.2	69.8	73.6	69.6	66.7	70.0	71.7	69.3	45.0	60.6	



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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		EMBARRASSED/		ALCOHOL USE BY PEOPLE				ALCOHOL USE												
	AFRAID 2 TALK	AFRAID 2 TALK	YOUR AGE IS...	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	BY YOUR AGE	
(MALE)	(FEMALE)	(MALE)	(FEMALE)	(MALE)	(FEMALE)	(MALE)	(FEMALE)	(MALE)	(FEMALE)	(MALE)	(FEMALE)	(MALE)	(FEMALE)	(MALE)	(FEMALE)	(MALE)	(FEMALE)	(MALE)	(FEMALE)	(MALE)	(FEMALE)
	YES	NO	YES	NO	PROB-LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.											
Total Answering	300	69	77	78	62	272	177	96	27	66	35	110	60	118	69	38	16	86	53	90	43
YES	83.2	88.3	87.2	80.4	81.1	84.4	85.5	82.3	74.0	87.8	85.5	84.2	80.5	85.8	83.5	78.8	68.1	91.3	86.7	80.0	77.0
NO	15.7	11.1	12.8	18.3	17.1	14.7	13.0	17.7	22.5	12.2	14.5	13.5	19.5	14.2	16.5	15.5	31.9	8.2	13.3	17.7	23.0
DK/REFUSED	1.2	0.6	-	1.4	1.7	0.9	1.4	-	3.5	-	-	2.3	-	-	-	5.6	-	0.5	-	2.4	-
Net Diff.	67.5	77.2	74.5	62.1	64.0	69.7	72.5	64.7	51.6	75.6	71.0	70.6	61.0	71.7	67.0	63.3	36.1	83.1	73.4	62.3	54.0

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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	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					PARENTS TALK ALCOHOL AFFECTS ON BRAIN		PARENTS TALK ALC./BRAIN (6th-8th)		PARENTS TALK ALC./BRAIN (9th-12th)		PARENTS TALK ALC./BRAIN (WHITE)		PARENTS TALK ALC./BRAIN (AFR. AMER.)		PARENTS TALK ALC./BRAIN (MEN)		PARENTS TALK ALC./BRAIN (WOMEN)		
	17/Younger	14/Younger	15-17	18-20	21+	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
Total Answering	300	46	24	22	107	143	184	115	78	42	106	73	122	83	38	23	96	57	88	58
YES	83.2	84.7	83.3	86.2	82.8	82.7	84.1	81.5	85.0	86.4	83.4	78.8	82.0	86.5	81.9	61.1	89.3	82.4	78.4	80.7
NO	15.7	11.0	8.4	13.8	16.2	17.3	15.2	16.6	15.0	13.6	15.3	18.3	18.0	13.5	15.7	29.7	9.3	17.6	21.6	15.6
DK/REFUSED	1.2	4.3	8.2	-	1.0	-	0.7	1.9	-	-	1.2	2.9	-	-	2.4	9.2	1.4	-	-	3.7
Net Diff.	67.5	73.6	74.9	72.3	66.5	65.4	68.9	65.0	69.9	72.7	68.1	60.5	64.1	72.9	66.2	31.4	80.1	64.8	56.7	65.1



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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."

	DO YOU THINK UNDERAGE/DRNK AFFECTS BRAIN		PARENTS TALK/ HURTS BRAIN/ HELP STOP		S/R/H ADS TO STOP UNDERAGE DRINKING		HEARD OF TALKITOUT.ORG		
	YES	NO	YES	NO	YES	NO	YES	NO	
Total Answering	300	274	24	263	33	161	136	103	197
YES	83.2	84.4	70.5	86.7	54.2	85.0	80.6	87.0	81.1
NO	15.7	14.3	29.5	12.1	45.8	13.5	18.6	11.9	17.6
DK/REFUSED	1.2	1.3	-	1.2	-	1.5	0.8	1.0	1.2
Net Diff.	67.5	70.1	40.9	74.6	8.5	71.5	62.0	75.1	63.5

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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	AGE											WHITE		AFRICAN AMER.		MALE		FEMALE	
		14/ YOUN- GER	10	11	12	13	14	15/ OLDER	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER
Total Answering	300	146	1	18	35	40	52	151	50	48	38	15	102	103	28	34	74	77	73	74
YES	83.2	83.1	100.0	82.5	83.3	84.7	81.6	83.2	89.6	78.7	76.3	93.3	83.5	84.0	71.6	76.1	86.8	86.9	79.4	79.3
NO	15.7	16.1	-	17.5	16.7	15.3	16.4	15.5	10.4	17.2	23.7	6.7	16.5	16.0	24.6	17.9	13.2	11.9	19.1	19.2
DK/REFUSED	1.2	0.7	-	-	-	-	2.1	1.3	-	4.2	-	-	-	-	3.8	5.9	-	1.2	1.5	1.5
Net Diff.	67.5	67.0	100.0	64.9	66.5	69.4	65.2	67.7	79.2	61.5	52.6	86.7	67.0	68.0	47.0	58.2	73.6	74.9	60.3	60.1

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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	RACE					MALE		FEMALE		GENDER	
		HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total Answering	300	20	206	61	4	5	106	36	100	26	153	147
YES	83.2	100.0	83.8	74.1	100.0	82.5	89.8	75.8	77.5	71.8	86.7	79.4
NO	15.7	-	16.2	20.9	-	17.5	10.2	21.6	22.5	20.0	12.4	19.1
DK/REFUSED	1.2	-	-	5.0	-	-	-	2.6	-	8.2	0.9	1.5
Net Diff.	67.5	100.0	67.7	53.2	100.0	65.0	79.5	54.2	55.1	51.8	74.4	60.3

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20. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"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	AREA													
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	
Total Answering	300	96	39	11	46	85	36	49	52	26	26	12	34	21	
YES	83.4	89.4	87.6	96.5	89.1	79.6	85.1	75.6	84.2	86.9	81.4	84.0	70.2	90.0	
NO	16.0	9.6	12.4	3.5	8.7	19.2	14.9	22.4	15.8	13.1	18.6	16.0	29.8	10.0	
DK/REFUSED	0.7	1.0	-	-	2.2	1.1	-	2.0	-	-	-	-	-	-	
Net Diff.	67.4	79.8	75.2	92.9	80.4	60.4	70.2	53.2	68.4	73.9	62.8	68.0	40.5	80.0	



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20. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
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	TOTAL	GRADE									WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO
Total Answering	300	121	36	33	52	179	57	42	48	32	87	118	22	39	62	91	60	87	166	133
YES	83.4	88.4	85.8	82.3	94.2	80.0	78.9	82.1	75.7	85.6	88.6	80.7	81.9	79.8	85.9	73.5	91.0	86.7	82.7	84.8
NO	16.0	10.0	11.4	17.7	4.0	20.0	21.1	17.9	24.3	14.4	10.3	19.3	13.7	20.2	10.9	26.5	9.0	13.3	17.3	13.7
DK/REFUSED	0.7	1.6	2.7	-	1.9	-	-	-	-	-	1.1	-	4.4	-	3.2	-	-	-	-	1.5
Net Diff.	67.4	78.4	74.4	64.6	90.2	59.9	57.9	64.1	51.3	71.2	78.3	61.3	68.2	59.6	75.0	47.0	82.0	73.4	65.4	71.1

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	TOTAL		TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total Answering	300	32	89	134	44	116	89	32	30	78	75	88	58	120	163	17	98	103	65	80	117	
YES	83.4	90.7	87.6	80.8	79.4	85.3	83.4	75.2	86.4	76.3	80.7	88.4	90.1	80.6	84.9	88.6	87.7	79.3	80.7	79.9	86.5	
NO	16.0	9.3	10.2	19.2	20.6	14.7	15.5	24.8	10.3	23.7	16.7	11.6	9.9	19.4	13.9	11.4	10.3	20.7	19.3	20.1	12.7	
DK/REFUSED	0.7	-	2.2	-	-	-	1.1	-	3.4	-	2.6	-	-	-	1.2	-	2.0	-	-	-	0.8	
Net Diff.	67.4	81.5	77.3	61.5	58.7	70.5	68.0	50.4	76.1	52.7	64.1	76.7	80.2	61.2	71.0	77.3	77.4	58.5	61.5	59.8	73.8	



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	TOTAL		THINK IT'S OKAY TO DRINK (AFR. AMER.)		THINK IT'S OKAY TO DRINK (MALE)		THINK IT'S OKAY TO DRINK (FEMALE)		KNOW PEOPLE/ TRIED ALCOHOL ALCOHOL		KNOW PEOPLE/ TRIED ALCOHOL (6th-8th)		KNOW PEOPLE/ TRIED ALCOHOL (9th-12th)		KNOW PEOPLE/ TRIED ALCOHOL (WHITE)		KNOW PEOPLE/ TRIED ALCOHOL (AFR. AMER.)		KNOW PEOPLE/ TRIED ALCOHOL (MALE)		KNOW PEOPLE/ TRIED ALCOHOL (FEMALE)	
	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total Answering	300	26	30	57	89	64	74	184	115	39	81	145	34	132	74	36	24	87	66	97	49	
YES	83.4	84.5	76.5	75.1	79.9	85.5	90.9	83.0	83.9	84.6	90.1	82.5	69.1	83.3	85.4	80.6	79.8	78.2	78.9	87.2	90.6	
NO	16.0	15.5	20.1	24.9	17.9	14.5	9.1	16.5	15.3	12.9	8.7	17.5	30.9	16.0	14.6	19.4	16.1	20.7	19.6	12.8	9.4	
DK/REFUSED	0.7	-	3.4	-	2.2	-	-	0.5	0.9	2.5	1.2	-	-	0.7	-	-	4.1	1.1	1.5	-	-	
Net Diff.	67.4	69.0	56.4	50.2	62.0	71.1	81.7	66.4	68.6	71.7	81.4	65.0	38.2	67.3	70.8	61.1	63.6	57.5	59.2	74.5	81.1	

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	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total Answering	300	84	9	75	7	6	34	28	71	40	26	4	2	64	47
YES	83.4	84.6	100.0	82.7	70.3	66.6	91.2	78.7	87.4	89.9	84.6	100.0	49.9	85.9	87.4
NO	16.0	14.2	-	16.1	29.7	33.4	6.0	21.3	12.6	10.1	15.4	-	50.1	12.6	12.6
DK/REFUSED	0.7	1.1	-	1.3	-	-	2.8	-	-	-	-	-	-	1.5	-
Net Diff.	67.4	70.4	100.0	66.6	40.7	33.1	85.2	57.5	74.8	79.7	69.2	100.0	-0.2	73.3	74.8

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	TOTAL	AGE STARTED		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL					
		DRINKING	DRINKING	DRINKING	DRINKING	DRINKING	DRINKING	(6th-8th)				(9th-12th)									
	(AFRICAN AMR)	(MALE)	(FEMALE)	(AFRICAN AMR)	(MALE)	(FEMALE)	(AFRICAN AMR)	(MALE)	(FEMALE)	(AFRICAN AMR)	(MALE)	(FEMALE)	(AFRICAN AMR)	(MALE)	(FEMALE)	(AFRICAN AMR)	(MALE)	(FEMALE)	(AFRICAN AMR)	(MALE)	(FEMALE)
	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month
Total Answering	300	14	17	35	36	50	36	77	46	31	62	8	6	2	20	69	40	29	42		
YES	83.4	78.8	82.2	80.2	83.6	87.7	91.2	79.2	79.1	79.2	85.5	86.7	81.6	100.0	80.2	78.3	78.8	77.7	88.1		
NO	16.0	21.2	17.8	17.0	16.4	12.3	8.8	20.8	20.9	20.8	13.0	13.3	18.4	-	15.1	21.7	21.2	22.3	11.9		
DK/REFUSED	0.7	-	-	2.8	-	-	-	-	-	-	1.5	-	-	-	4.8	-	-	-	-		
Net Diff.	67.4	57.7	64.4	63.2	67.2	75.4	82.5	58.3	58.2	58.4	72.5	73.5	63.3	100.0	65.1	56.6	57.5	55.4	76.1		



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	TOTAL	OFTEN THEY DRINK ALCOHOL (WHITE)				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)			
		LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH
Total Answering	300	53	32	21	46	15	8	7	13	37	19	18	27	40	27	13	35
YES	83.4	76.9	78.3	74.9	89.2	80.4	75.2	86.3	69.1	73.2	68.4	78.3	82.5	84.6	86.7	80.5	87.9
NO	16.0	23.1	21.7	25.1	8.7	19.6	24.8	13.7	30.9	26.8	31.6	21.7	14.0	15.4	13.3	19.5	12.1
DK/REFUSED	0.7	-	-	-	2.1	-	-	-	-	-	-	-	3.5	-	-	-	-
Net Diff.	67.4	53.9	56.5	49.8	80.5	60.8	50.4	72.7	38.2	46.5	36.7	56.5	68.5	69.3	73.3	61.0	75.8

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	PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)				
	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	
Total Answering	300	251	60	192	47	100	20	80	21	151	40	111	26
YES	83.4	83.9	85.1	83.5	81.8	89.8	89.9	89.8	81.5	80.0	82.7	79.0	82.1
NO	16.0	15.3	13.3	15.9	18.2	8.2	5.3	9.0	18.5	20.0	17.3	21.0	17.9
DK/REFUSED	0.7	0.8	1.6	0.5	-	2.0	4.8	1.2	-	-	-	-	-
Net Diff.	67.4	68.6	71.9	67.6	63.7	81.6	84.7	80.9	63.1	60.0	65.4	58.0	64.1

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	TOTAL	PARENTS TALK ABOUT DRINKING ALCOHOL (WHITE)				PARENTS TALK ABOUT DRINKING ALCOHOL (AFRICAN AMERICAN)				PARENTS TALK ABOUT DRINKING ALCOHOL (MALE)				PARENTS TALK ABOUT DRINKING ALCOHOL (FEMALE)				TALK W/PARENT LAST FEW MONTHS		TALK W/PARENT LAST FEW MTHS (6th-8th)	
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO
Total Answering	300	174	36	138	31	52	14	38	9	123	28	95	29	129	32	97	17	174	126	58	63
YES	83.4	84.5	86.6	83.9	84.2	80.6	78.3	81.5	80.2	80.6	79.2	81.0	72.5	87.1	90.3	86.0	97.7	81.3	86.1	91.6	85.5
NO	16.0	15.0	10.8	16.1	15.8	17.5	21.7	15.9	19.8	17.8	17.4	18.0	27.5	12.9	9.7	14.0	2.3	18.1	13.2	6.8	12.9
DK/REFUSED	0.7	0.6	2.6	-	-	1.9	-	2.6	-	1.6	3.5	1.0	-	-	-	-	-	0.6	0.8	1.7	1.6
Net Diff.	67.4	69.5	75.8	67.8	68.5	63.2	56.6	65.6	60.4	62.7	61.8	63.0	45.0	74.2	80.6	72.1	95.5	63.2	72.9	84.8	72.6



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	TOTAL		TALK W/PARENT		TALK W/PARENT		TALK W/PARENT		TALK W/PARENT		EMBARRASSED/		EMBARRASSED/		EMBARRASSED/		EMBARRASSED/		EMBARRASSED/		
	LAST FEW MTHS		LAST FEW MTHS		LAST FEW MTHS		LAST FEW MTHS		LAST FEW MTHS		AFRAID 2 TALK		AFRAID 2 TALK		AFRAID 2 TALK		AFRAID 2 TALK		AFRAID 2 TALK		
	(9th-12th)	(WHITE)	(AFR. AMER.)	(MALE)	(FEMALE)	W/ PARENTS	(6th-8th)	(9th-12th)	(WHITE)	(AFR. AMER.)	YES	NO									
Total Answering	300	116	62	118	88	33	29	86	66	88	59	147	139	54	61	94	78	96	100	31	28
YES	83.4	76.3	86.6	81.6	87.3	81.8	79.2	74.2	83.8	88.4	88.6	84.0	81.7	87.1	88.3	82.2	76.6	85.6	82.1	83.6	75.1
NO	16.0	23.7	13.4	17.6	12.7	18.2	17.4	24.7	14.7	11.6	11.4	15.3	17.6	11.1	10.1	17.8	23.4	13.4	17.9	16.4	21.3
DK/REFUSED	0.7	-	-	0.8	-	-	3.4	1.1	1.5	-	-	0.7	0.7	1.8	1.6	-	-	1.0	-	-	3.6
Net Diff.	67.4	52.5	73.2	64.0	74.7	63.6	61.8	49.4	69.1	76.7	77.1	68.7	64.1	76.0	78.2	64.4	53.1	72.1	64.2	67.2	53.9



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	TOTAL		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK				ALCOHOL USE BY PEOPLE YOUR AGE IS...				ALCOHOL USE BY YOUR AGE									
	(MALE)		(FEMALE)		(MALE)		(FEMALE)		(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)			
	YES	NO	YES	NO	PROB- LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.		
Total Answering	300	69	77	78	62	272	177	96	27	66	35	110	60	118	69	38	16	86	53	90	43	
YES	83.4	81.4	75.3	86.3	89.7	84.3	87.5	78.2	73.6	91.1	88.7	85.4	72.0	88.4	79.5	86.8	69.0	82.7	75.2	92.2	81.9	
NO	16.0	17.2	23.4	13.7	10.3	15.4	11.9	21.8	22.7	7.4	11.3	14.6	28.0	10.8	20.5	13.2	31.0	16.2	24.8	7.8	18.1	
DK/REFUSED	0.7	1.4	1.3	-	-	0.4	0.5	-	3.7	1.4	-	-	-	0.8	-	-	-	1.1	-	-	-	
Net Diff.	67.4	64.1	51.9	72.7	79.4	68.9	75.6	56.4	50.9	83.7	77.4	70.7	44.0	77.5	59.1	73.5	38.0	66.5	50.3	84.4	63.9	



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20. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"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	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					PARENTS TALK ALCOHOL AFFECTS ON BRAIN		PARENTS TALK ALC./BRAIN (6th-8th)		PARENTS TALK ALC./BRAIN (9th-12th)		PARENTS TALK ALC./BRAIN (WHITE)		PARENTS TALK ALC./BRAIN (AFR. AMER.)		PARENTS TALK ALC./BRAIN (MEN)		PARENTS TALK ALC./BRAIN (WOMEN)		
	17/ YOUNG- ER	14/ Young er	15-17	18-20	21+	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
Total Answering	300	46	24	22	107	143	184	115	78	42	106	73	122	83	38	23	96	57	88	58
YES	83.4	81.7	87.0	75.9	83.2	83.5	86.1	78.8	93.6	78.5	80.6	79.0	87.8	78.5	84.4	74.2	84.5	68.4	87.9	89.1
NO	16.0	18.3	13.0	24.1	14.9	16.5	13.4	20.3	5.2	19.1	19.4	21.0	11.4	21.5	15.6	21.5	14.5	29.8	12.1	10.9
DK/REFUSED	0.7	-	-	-	1.8	-	0.5	0.9	1.2	2.4	-	-	0.8	-	-	4.3	1.0	1.7	-	-
Net Diff.	67.4	63.3	73.9	51.7	68.3	67.0	72.7	58.5	88.3	59.4	61.3	57.9	76.4	57.0	68.8	52.7	70.0	38.6	75.8	78.1

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

	DO YOU THINK UNDERAGE/DRNK AFFECTS BRAIN		PARENTS TALK/HURTS BRAIN/ HELP STOP		S/R/H ADS TO STOP UNDERAGE DRINKING		HEARD OF TALKITOUT.ORG		
	YES	NO	YES	NO	YES	NO	YES	NO	
Total Answering	300	274	24	263	33	161	136	103	197
YES	83.4	85.1	61.8	86.1	65.8	85.4	80.5	83.4	83.3
NO	16.0	14.2	38.2	13.1	34.2	14.6	18.0	16.6	15.7
DK/REFUSED	0.7	0.7	-	0.7	-	-	1.4	-	1.0
Net Diff.	67.4	70.8	23.6	73.0	31.6	70.9	62.5	66.8	67.7

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20. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"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	AGE										WHITE		AFRICAN AMER.		MALE		FEMALE		
		14/ YOUN- GER	10	11	12	13	14	15/ OLDER	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER
Total Answering	300	146	1	18	35	40	52	151	50	48	38	15	102	103	28	34	74	77	73	74
YES	83.4	86.7	100.0	87.8	86.2	84.0	88.5	80.5	82.2	80.8	81.7	70.8	88.3	80.6	78.0	82.7	83.7	74.2	89.8	87.0
NO	16.0	11.9	-	12.2	13.8	13.6	9.7	19.5	17.8	19.2	18.3	29.2	10.8	19.4	18.4	17.3	13.7	25.8	10.2	13.0
DK/REFUSED	0.7	1.3	-	-	-	2.4	1.9	-	-	-	-	-	0.9	-	3.6	-	2.7	-	-	-
Net Diff.	67.4	74.8	100.0	75.7	72.4	70.4	78.8	60.9	64.5	61.7	63.3	41.5	77.5	61.2	59.6	65.3	70.0	48.4	79.6	74.0

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20. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"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	RACE					MALE		FEMALE		GENDER	
		HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total Answering	300	20	206	61	4	5	106	36	100	26	153	147
YES	83.4	85.8	84.0	80.6	74.8	82.1	78.0	78.1	90.4	83.9	78.5	88.4
NO	16.0	14.2	15.5	17.8	25.2	17.9	21.1	19.1	9.6	16.1	20.2	11.6
DK/REFUSED	0.7	-	0.5	1.6	-	-	0.9	2.8	-	-	1.3	-
Net Diff.	67.4	71.6	68.5	62.7	49.6	64.1	57.0	59.0	80.8	67.9	58.3	76.9



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21. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"SCIENTIFIC EVIDENCE SHOWS THAT UNDERAGE DRINKING CAN DAMAGE THE PARTS OF THE BRAIN RESPONSIBLE FOR JUDGMENT,
REASONING, IMPULSE CONTROL, LEARNING AND MEMORY."

	TOTAL	AREA													
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	
Total Answering	300	96	39	11	46	85	36	49	52	26	26	12	34	21	
YES	88.6	96.0	97.3	96.5	94.8	86.3	91.4	82.6	85.9	88.4	83.3	100.0	69.7	95.0	
NO	11.2	3.6	2.7	3.5	4.3	13.7	8.6	17.4	14.1	11.6	16.7	-	30.3	5.0	
DK/REFUSED	0.1	0.4	-	-	0.9	-	-	-	-	-	-	-	-	-	
Net Diff.	77.4	92.4	94.5	92.9	90.5	72.7	82.8	65.2	71.7	76.9	66.6	100.0	39.4	90.0	

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21. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"SCIENTIFIC EVIDENCE SHOWS THAT UNDERAGE DRINKING CAN DAMAGE THE PARTS OF THE BRAIN RESPONSIBLE FOR JUDGMENT,
REASONING, IMPULSE CONTROL, LEARNING AND MEMORY."

	TOTAL	GRADE									WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO
Total Answering	300	121	36	33	52	179	57	42	48	32	87	118	22	39	62	91	60	87	166	133
YES	88.6	93.4	88.8	97.1	94.2	85.4	90.5	85.8	75.4	91.0	94.2	87.3	86.7	87.0	93.7	87.5	93.0	83.2	83.9	95.2
NO	11.2	6.6	11.2	2.9	5.8	14.4	9.5	14.2	24.6	7.8	5.8	12.7	13.3	13.0	6.3	12.0	7.0	16.8	16.1	4.5
DK/REFUSED	0.1	-	-	-	-	0.2	-	-	-	1.2	-	-	-	-	-	0.4	-	-	-	0.3
Net Diff.	77.4	86.7	77.5	94.2	88.3	71.1	80.9	71.6	50.9	83.2	88.4	74.6	73.5	73.9	87.4	75.5	86.0	66.4	67.7	90.7

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21. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"SCIENTIFIC EVIDENCE SHOWS THAT UNDERAGE DRINKING CAN DAMAGE THE PARTS OF THE BRAIN RESPONSIBLE FOR JUDGMENT,
REASONING, IMPULSE CONTROL, LEARNING AND MEMORY."

	TOTAL		TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total Answering	300	32	89	134	44	116	89	32	30	78	75	88	58	120	163	17	98	103	65	80	117	
YES	88.6	87.5	95.5	83.0	94.7	87.8	94.4	74.7	100.0	84.6	95.6	83.2	94.7	82.3	93.4	83.1	94.8	82.1	91.2	83.6	94.8	
NO	11.2	12.5	4.5	17.0	4.4	12.2	5.6	25.3	-	15.4	3.8	16.8	5.3	17.7	6.4	16.9	5.2	17.9	8.2	16.4	5.2	
DK/REFUSED	0.1	-	-	-	0.9	-	-	-	-	-	0.5	-	-	-	0.2	-	-	-	0.6	-	-	
Net Diff.	77.4	74.9	91.0	66.0	90.3	75.7	88.8	49.5	100.0	69.2	91.8	66.4	89.4	64.5	87.0	66.2	89.6	64.2	83.0	67.3	89.7	



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21. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"SCIENTIFIC EVIDENCE SHOWS THAT UNDERAGE DRINKING CAN DAMAGE THE PARTS OF THE BRAIN RESPONSIBLE FOR JUDGMENT,
REASONING, IMPULSE CONTROL, LEARNING AND MEMORY."

	TOTAL		THINK IT'S OKAY TO DRINK (AFR. AMER.)		THINK IT'S OKAY TO DRINK (MALE)		THINK IT'S OKAY TO DRINK (FEMALE)		KNOW PEOPLE/ TRIED ALCOHOL ALCOHOL		KNOW PEOPLE/ TRIED ALCOHOL (6th-8th)		KNOW PEOPLE/ TRIED ALCOHOL (9th-12th)		KNOW PEOPLE/ TRIED ALCOHOL (WHITE)		KNOW PEOPLE/ TRIED ALCOHOL (AFR. AMER.)		KNOW PEOPLE/ TRIED ALCOHOL (MALE)		KNOW PEOPLE/ TRIED ALCOHOL (FEMALE)	
	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total Answering	300	26	30	57	89	64	74	184	115	39	81	145	34	132	74	36	24	87	66	97	49	
YES	88.6	80.4	90.0	82.1	94.2	82.4	92.4	87.3	90.7	94.8	92.6	85.2	86.3	90.1	90.5	82.8	92.3	89.5	90.7	85.2	90.7	
NO	11.2	19.6	10.0	17.9	5.4	17.6	7.6	12.7	8.9	5.2	7.4	14.8	12.5	9.9	9.5	17.2	7.7	10.5	8.7	14.8	9.3	
DK/REFUSED	0.1	-	-	-	0.4	-	-	-	0.3	-	-	-	1.2	-	-	-	-	-	0.6	-	-	
Net Diff.	77.4	60.9	79.9	64.2	88.8	64.8	84.8	74.5	81.8	89.7	85.1	70.4	73.8	80.1	81.1	65.7	84.6	79.0	82.0	70.5	81.4	

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21. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"SCIENTIFIC EVIDENCE SHOWS THAT UNDERAGE DRINKING CAN DAMAGE THE PARTS OF THE BRAIN RESPONSIBLE FOR JUDGMENT,
REASONING, IMPULSE CONTROL, LEARNING AND MEMORY."

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total Answering	300	84	9	75	7	6	34	28	71	40	26	4	2	64	47
YES	88.6	85.7	100.0	83.9	70.3	82.6	87.9	82.6	88.3	81.4	96.2	100.0	100.0	88.9	91.8
NO	11.2	14.3	-	16.1	29.7	17.4	12.1	17.4	11.7	18.6	3.8	-	-	11.1	8.2
DK/REFUSED	0.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	77.4	71.4	100.0	67.8	40.7	65.3	75.7	65.2	76.6	62.8	92.4	100.0	100.0	77.9	83.6



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21. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"SCIENTIFIC EVIDENCE SHOWS THAT UNDERAGE DRINKING CAN DAMAGE THE PARTS OF THE BRAIN RESPONSIBLE FOR JUDGMENT,
REASONING, IMPULSE CONTROL, LEARNING AND MEMORY."

	TOTAL	AGE STARTED		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL					
		DRINKING	DRINKING	DRINKING	DRINKING	DRINKING	DRINKING	(6th-8th)				(9th-12th)									
	(AFRICAN AMR)	(MALE)	(FEMALE)	(AFRICAN AMR)	(MALE)	(FEMALE)	(AFRICAN AMR)	(MALE)	(FEMALE)	(AFRICAN AMR)	(MALE)	(FEMALE)	(AFRICAN AMR)	(MALE)	(FEMALE)	(AFRICAN AMR)	(MALE)	(FEMALE)	(AFRICAN AMR)	(MALE)	(FEMALE)
	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month
Total Answering	300	14	17	35	36	50	36	77	46	31	62	8	6	2	20	69	40	29	42		
YES	88.6	78.2	81.7	88.5	85.5	83.8	91.1	84.1	81.2	88.3	90.0	86.7	81.6	100.0	95.1	83.8	81.2	87.5	87.5		
NO	11.2	21.8	18.3	11.5	14.5	16.2	8.9	15.9	18.8	11.7	10.0	13.3	18.4	-	4.9	16.2	18.8	12.5	12.5		
DK/REFUSED	0.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Net Diff.	77.4	56.4	63.5	77.0	70.9	67.6	82.3	68.2	62.4	76.6	79.9	73.5	63.3	100.0	90.2	67.6	62.3	74.9	75.0		



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21. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"SCIENTIFIC EVIDENCE SHOWS THAT UNDERAGE DRINKING CAN DAMAGE THE PARTS OF THE BRAIN RESPONSIBLE FOR JUDGMENT,
REASONING, IMPULSE CONTROL, LEARNING AND MEMORY."

	OFTEN THEY DRINK ALCOHOL (WHITE)				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				
	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	
Total Answering	300	53	32	21	46	15	8	7	13	37	19	18	27	40	27	13	35
YES	88.6	86.7	84.2	90.7	95.5	86.8	75.2	100.0	68.0	83.1	84.0	82.1	96.4	85.1	79.3	97.0	84.9
NO	11.2	13.3	15.8	9.3	4.5	13.2	24.8	-	32.0	16.9	16.0	17.9	3.6	14.9	20.7	3.0	15.1
DK/REFUSED	0.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	77.4	73.4	68.4	81.3	91.1	73.6	50.4	100.0	36.0	66.1	68.0	64.2	92.8	70.1	58.5	94.0	69.8

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21. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"SCIENTIFIC EVIDENCE SHOWS THAT UNDERAGE DRINKING CAN DAMAGE THE PARTS OF THE BRAIN RESPONSIBLE FOR JUDGMENT,
REASONING, IMPULSE CONTROL, LEARNING AND MEMORY."

	PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)				
	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	
Total Answering	300	251	60	192	47	100	20	80	21	151	40	111	26
YES	88.6	89.1	92.4	88.0	89.9	93.0	94.7	92.6	94.9	86.4	91.3	84.7	85.9
NO	11.2	10.8	7.6	11.8	10.1	7.0	5.3	7.4	5.1	13.3	8.7	14.9	14.1
DK/REFUSED	0.1	0.2	-	0.2	-	-	-	-	-	0.3	-	0.4	-
Net Diff.	77.4	78.3	84.9	76.2	79.9	86.0	89.5	85.2	89.9	73.1	82.6	69.8	71.8



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21. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"SCIENTIFIC EVIDENCE SHOWS THAT UNDERAGE DRINKING CAN DAMAGE THE PARTS OF THE BRAIN RESPONSIBLE FOR JUDGMENT,
REASONING, IMPULSE CONTROL, LEARNING AND MEMORY."

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT					
		ALCOHOL				ALCOHOL				ALCOHOL				LAST FEW		LAST FEW MTHS					
		(WHITE)				(AFRICAN AMERICAN)				(MALE)				(FEMALE)		MONTHS		(6th-8th)			
	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO	
Total Answering	300	174	36	138	31	52	14	38	9	123	28	95	29	129	32	97	17	174	126	58	63
YES	88.6	89.6	94.5	88.4	96.6	88.1	92.4	86.6	80.0	91.0	96.5	89.4	88.9	87.2	88.9	86.7	91.6	91.6	84.3	96.6	90.4
NO	11.2	10.4	5.5	11.6	3.4	11.9	7.6	13.4	20.0	8.7	3.5	10.2	11.1	12.8	11.1	13.3	8.4	8.4	15.3	3.4	9.6
DK/REFUSED	0.1	-	-	-	-	-	-	-	-	0.3	-	0.4	-	-	-	-	-	-	0.3	-	-
Net Diff.	77.4	79.3	88.9	76.7	93.1	76.3	84.8	73.1	60.0	82.3	93.1	79.1	77.9	74.5	77.8	73.4	83.3	83.3	69.0	93.1	80.9



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21. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"SCIENTIFIC EVIDENCE SHOWS THAT UNDERAGE DRINKING CAN DAMAGE THE PARTS OF THE BRAIN RESPONSIBLE FOR JUDGMENT,
REASONING, IMPULSE CONTROL, LEARNING AND MEMORY."

	TOTAL		TALK W/PARENT		TALK W/PARENT		TALK W/PARENT		TALK W/PARENT		EMBARRASSED/										
	LAST FEW MTHS	AFRAID 2 TALK																			
	(9th-12th)	(WHITE)	(AFR. AMER.)	(MALE)	(FEMALE)	W/ PARENTS	(6th-8th)	(9th-12th)	(WHITE)	(AFR. AMER.)	YES	NO									
Total Answering	300	116	62	118	88	33	29	86	66	88	59	147	139	54	61	94	78	96	100	31	28
YES	88.6	89.2	78.1	93.2	86.2	84.5	89.5	93.3	85.6	90.1	82.9	90.6	87.6	90.8	94.9	90.5	81.8	92.8	88.9	83.5	89.3
NO	11.2	10.8	21.2	6.8	13.8	15.5	10.5	6.7	13.8	9.9	17.1	9.4	12.2	9.2	5.1	9.5	17.7	7.2	11.1	16.5	10.7
DK/REFUSED	0.1	-	0.6	-	-	-	-	-	0.6	-	-	-	0.3	-	-	-	0.5	-	-	-	-
Net Diff.	77.4	78.4	56.9	86.4	72.4	69.1	79.1	86.6	71.9	80.1	65.8	81.2	75.4	81.5	89.8	81.0	64.1	85.5	77.9	66.9	78.6



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21. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"SCIENTIFIC EVIDENCE SHOWS THAT UNDERAGE DRINKING CAN DAMAGE THE PARTS OF THE BRAIN RESPONSIBLE FOR JUDGMENT,
REASONING, IMPULSE CONTROL, LEARNING AND MEMORY."

	TOTAL		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK				ALCOHOL USE BY PEOPLE YOUR AGE IS...				ALCOHOL USE BY YOUR AGE									
	(MALE)	(FEMALE)	(MALE)	(FEMALE)	(MALE)	(FEMALE)	(MALE)	(FEMALE)	(MALE)	(FEMALE)	(MALE)	(FEMALE)	(MALE)	(FEMALE)	(MALE)	(FEMALE)	(MALE)	(FEMALE)	(MALE)	(FEMALE)	(MALE)	(FEMALE)
	YES	NO	YES	NO	PROB- LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.
Total Answering	300	69	77	78	62	272	177	96	27	66	35	110	60	118	69	38	16	86	53	90	43	
YES	88.6	91.6	88.9	89.6	85.8	88.7	89.8	86.6	87.7	92.3	94.5	88.3	82.0	89.7	92.6	89.1	74.8	93.3	88.2	86.4	84.7	
NO	11.2	8.4	10.5	10.4	14.2	11.3	10.2	13.4	10.9	7.7	5.5	11.7	18.0	10.3	7.4	10.9	25.2	6.7	11.8	13.6	15.3	
DK/REFUSED	0.1	-	0.5	-	-	-	-	-	1.5	-	-	-	-	-	-	-	-	-	-	-	-	
Net Diff.	77.4	83.3	78.4	79.3	71.6	77.3	79.5	73.2	76.8	84.5	88.9	76.5	64.0	79.5	85.2	78.3	49.7	86.6	76.3	72.8	69.5	



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21. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"SCIENTIFIC EVIDENCE SHOWS THAT UNDERAGE DRINKING CAN DAMAGE THE PARTS OF THE BRAIN RESPONSIBLE FOR JUDGMENT,
REASONING, IMPULSE CONTROL, LEARNING AND MEMORY."

TOTAL	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					PARENTS TALK ALCOHOL AFFECTS ON BRAIN		PARENTS TALK ALC./BRAIN (6th-8th)		PARENTS TALK ALC./BRAIN (9th-12th)		PARENTS TALK ALC./BRAIN (WHITE)		PARENTS TALK ALC./BRAIN (AFR. AMER.)		PARENTS TALK ALC./BRAIN (MEN)		PARENTS TALK ALC./BRAIN (WOMEN)		
	17/Younger	14/Younger	15-17	18-20	21+	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
Total Answering	300	46	24	22	107	143	184	115	78	42	106	73	122	83	38	23	96	57	88	58
YES	88.6	85.8	81.2	90.9	93.9	85.9	89.5	87.1	93.5	93.0	86.6	83.7	89.3	91.6	92.1	78.1	91.6	87.4	87.3	86.7
NO	11.2	14.2	18.8	9.1	5.7	14.1	10.3	12.9	6.5	7.0	13.0	16.3	10.7	8.4	7.9	21.9	8.0	12.6	12.7	13.3
DK/REFUSED	0.1	-	-	-	0.4	-	0.2	-	-	-	0.4	-	-	-	-	-	0.4	-	-	-
Net Diff.	77.4	71.7	62.4	81.8	88.2	71.8	79.3	74.1	86.9	85.9	73.6	67.3	78.6	83.1	84.3	56.2	83.5	74.8	74.6	73.5



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21. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"SCIENTIFIC EVIDENCE SHOWS THAT UNDERAGE DRINKING CAN DAMAGE THE PARTS OF THE BRAIN RESPONSIBLE FOR JUDGMENT,
REASONING, IMPULSE CONTROL, LEARNING AND MEMORY."

	DO YOU THINK UNDERAGE/DRNK AFFECTS BRAIN		PARENTS TALK/HURTS BRAIN/ HELP STOP		S/R/H ADS TO STOP UNDERAGE DRINKING		HEARD OF TALKITOUT.ORG		
	YES	NO	YES	NO	YES	NO	YES	NO	
Total Answering	300	274	24	263	33	161	136	103	197
YES	88.6	90.3	67.3	92.7	55.2	91.6	85.6	90.6	87.6
NO	11.2	9.7	31.0	7.2	44.8	8.4	14.1	9.4	12.2
DK/REFUSED	0.1	-	1.7	0.2	-	-	0.3	-	0.2
Net Diff.	77.4	80.7	36.3	85.5	10.3	83.1	71.5	81.3	75.3

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21. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"SCIENTIFIC EVIDENCE SHOWS THAT UNDERAGE DRINKING CAN DAMAGE THE PARTS OF THE BRAIN RESPONSIBLE FOR JUDGMENT,
REASONING, IMPULSE CONTROL, LEARNING AND MEMORY."

	TOTAL	AGE											WHITE		AFRICAN AMER.		MALE		FEMALE	
		14/ YOUN- GER	10	11	12	13	14	15/ OLDER	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER
Total Answering	300	146	1	18	35	40	52	151	50	48	38	15	102	103	28	34	74	77	73	74
YES	88.6	91.4	100.0	94.1	91.6	92.4	89.4	86.0	95.9	80.3	75.4	97.5	94.0	86.4	85.4	88.1	94.7	85.7	88.1	86.2
NO	11.2	8.6	-	5.9	8.4	7.6	10.6	14.0	4.1	19.7	24.6	2.5	6.0	13.6	14.6	11.9	5.3	14.3	11.9	13.8
DK/REFUSED	0.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	77.4	82.9	100.0	88.2	83.2	84.8	78.8	71.9	91.8	60.6	50.9	94.9	88.1	72.8	70.8	76.2	89.5	71.4	76.1	72.4



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21. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"SCIENTIFIC EVIDENCE SHOWS THAT UNDERAGE DRINKING CAN DAMAGE THE PARTS OF THE BRAIN RESPONSIBLE FOR JUDGMENT,
REASONING, IMPULSE CONTROL, LEARNING AND MEMORY."

	TOTAL	RACE					MALE		FEMALE		GENDER	
		HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total Answering	300	20	206	61	4	5	106	36	100	26	153	147
YES	88.6	78.7	90.2	86.9	74.8	100.0	90.9	89.1	89.6	83.8	90.0	87.2
NO	11.2	21.3	9.8	13.1	25.2	-	9.1	10.9	10.4	16.2	9.7	12.8
DK/REFUSED	0.1	-	-	-	-	-	-	-	-	-	0.3	-
Net Diff.	77.4	57.5	80.5	73.8	49.6	100.0	81.7	78.3	79.1	67.5	80.3	74.3

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22. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"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	AREA													
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	
Total Answering	300	96	39	11	46	85	36	49	52	26	26	12	34	21	
YES	88.2	90.2	94.4	81.8	88.6	84.5	90.7	80.0	90.5	88.4	92.6	92.0	85.7	90.0	
NO	10.8	6.6	5.6	-	9.0	15.5	9.3	20.0	9.5	11.6	7.4	8.0	14.3	10.0	
DK/REFUSED	1.0	3.3	-	18.2	2.4	-	-	-	-	-	-	-	-	-	
Net Diff.	77.4	83.6	88.8	81.8	79.6	69.1	81.5	60.0	81.0	76.9	85.1	84.0	71.5	80.0	

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22. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"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	GRADE									WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO
Total Answering	300	121	36	33	52	179	57	42	48	32	87	118	22	39	62	91	60	87	166	133
YES	88.2	90.4	91.6	91.1	89.2	86.7	86.2	85.7	83.6	93.5	90.5	86.4	91.2	87.4	91.5	82.5	89.3	91.1	88.7	88.3
NO	10.8	7.8	5.7	8.9	8.7	12.7	12.0	14.3	16.4	6.5	8.2	12.7	4.4	12.6	8.5	17.5	7.2	7.7	11.3	9.4
DK/REFUSED	1.0	1.7	2.7	-	2.2	0.6	1.8	-	-	-	1.3	0.9	4.4	-	-	-	3.5	1.2	-	2.3
Net Diff.	77.4	82.6	86.0	82.1	80.5	74.0	74.3	71.4	67.3	86.9	82.4	73.7	86.8	74.8	83.0	64.9	82.1	83.4	77.4	78.9

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22. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"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		TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total Answering	300	32	89	134	44	116	89	32	30	78	75	88	58	120	163	17	98	103	65	80	117	
YES	88.2	92.8	89.6	87.7	85.7	89.6	87.4	87.7	90.0	81.4	91.0	95.1	84.8	89.4	88.0	92.3	89.5	88.9	85.6	89.9	87.8	
NO	10.8	7.2	8.1	12.3	12.0	10.4	10.2	12.3	6.6	18.6	9.0	4.9	9.8	10.6	10.8	7.7	8.3	11.1	14.4	10.1	11.2	
DK/REFUSED	1.0	-	2.4	-	2.3	-	2.4	-	3.3	-	-	-	5.4	-	1.3	-	2.1	-	-	-	1.0	
Net Diff.	77.4	85.6	81.5	75.4	73.7	79.1	77.2	75.3	83.4	62.8	82.0	90.3	74.9	78.8	77.2	84.5	81.2	77.8	71.2	79.8	76.6	



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22. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"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		THINK IT'S OKAY TO DRINK (AFR. AMER.)		THINK IT'S OKAY TO DRINK (MALE)		THINK IT'S OKAY TO DRINK (FEMALE)		KNOW PEOPLE/ TRIED ALCOHOL (ALCOHOL)		KNOW PEOPLE/ TRIED ALCOHOL (6th-8th)		KNOW PEOPLE/ TRIED ALCOHOL (9th-12th)		KNOW PEOPLE/ TRIED ALCOHOL (WHITE)		KNOW PEOPLE/ TRIED ALCOHOL (AFR. AMER.)		KNOW PEOPLE/ TRIED ALCOHOL (MALE)		KNOW PEOPLE/ TRIED ALCOHOL (FEMALE)	
	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total Answering	300	26	30	57	89	64	74	184	115	39	81	145	34	132	74	36	24	87	66	97	49	
YES	88.2	92.5	83.3	81.2	88.0	96.6	87.9	88.8	87.9	92.6	90.5	87.8	81.9	87.8	88.8	91.6	88.2	85.4	87.1	92.0	89.1	
NO	10.8	7.5	13.3	18.8	12.0	3.4	9.3	10.6	11.1	7.4	8.2	11.5	18.1	11.4	9.7	8.4	11.8	14.6	12.9	7.0	8.7	
DK/REFUSED	1.0	-	3.3	-	-	-	2.8	0.6	1.0	-	1.4	0.7	-	0.8	1.5	-	-	-	-	1.1	2.3	
Net Diff.	77.4	84.9	70.0	62.4	76.0	93.3	78.6	78.2	76.8	85.2	82.3	76.4	63.7	76.5	79.1	83.2	76.5	70.7	74.1	85.0	80.4	

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22. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"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	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total Answering	300	84	9	75	7	6	34	28	71	40	26	4	2	64	47
YES	88.2	89.8	100.0	88.6	85.5	66.6	91.1	90.9	90.1	87.1	92.4	100.0	100.0	89.0	89.3
NO	10.8	8.9	-	10.1	14.5	33.4	5.9	9.1	9.9	12.9	7.6	-	-	9.4	10.7
DK/REFUSED	1.0	1.2	-	1.4	-	-	3.0	-	-	-	-	-	-	1.6	-
Net Diff.	77.4	80.9	100.0	78.5	71.1	33.1	85.2	81.9	80.1	74.2	84.7	100.0	100.0	79.5	78.7



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22. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"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	AGE STARTED		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL					
		DRINKING	DRINKING	DRINKING	DRINKING	DRINKING	DRINKING	(6th-8th)				(9th-12th)									
	(AFRICAN AMR)	(MALE)	(FEMALE)	(AFRICAN AMR)	(MALE)	(FEMALE)	(AFRICAN AMR)	(MALE)	(FEMALE)	(AFRICAN AMR)	(MALE)	(FEMALE)	(AFRICAN AMR)	(MALE)	(FEMALE)	(AFRICAN AMR)	(MALE)	(FEMALE)	(AFRICAN AMR)	(MALE)	(FEMALE)
	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month
Total Answering	300	14	17	35	36	50	36	77	46	31	62	8	6	2	20	69	40	29	42		
YES	88.2	93.1	87.9	85.8	86.1	92.7	94.0	89.4	88.9	90.2	91.1	100.0	100.0	100.0	90.6	88.3	87.4	89.5	91.4		
NO	10.8	6.9	12.1	14.2	13.9	5.3	6.0	10.6	11.1	9.8	8.9	-	-	-	9.4	11.7	12.6	10.5	8.6		
DK/REFUSED	1.0	-	-	-	-	2.1	-	-	-	-	-	-	-	-	-	-	-	-	-		
Net Diff.	77.4	86.2	75.9	71.6	72.2	87.4	88.1	78.9	77.9	80.4	82.2	100.0	100.0	100.0	81.1	76.6	74.8	78.9	82.8		



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

	OFTEN THEY DRINK ALCOHOL (WHITE)				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				
	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	
Total Answering	300	53	32	21	46	15	8	7	13	37	19	18	27	40	27	13	35
YES	88.2	88.4	84.4	94.6	91.4	87.1	100.0	72.4	91.8	81.1	73.2	89.2	93.1	97.2	100.0	91.5	89.6
NO	10.8	11.6	15.6	5.4	8.6	12.9	-	27.6	8.2	18.9	26.8	10.8	6.9	2.8	-	8.5	10.4
DK/REFUSED	1.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	77.4	76.7	68.8	89.2	82.8	74.2	100.0	44.8	83.6	62.1	46.3	78.5	86.1	94.4	100.0	83.1	79.2

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

	PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)				
	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	
Total Answering	300	251	60	192	47	100	20	80	21	151	40	111	26
YES	88.2	90.0	85.4	91.5	82.1	92.4	83.2	94.8	80.7	88.4	86.5	89.1	83.2
NO	10.8	8.7	12.9	7.4	17.9	5.5	16.8	2.6	19.3	10.9	10.9	10.9	16.8
DK/REFUSED	1.0	1.2	1.7	1.1	-	2.1	-	2.6	-	0.7	2.6	-	-
Net Diff.	77.4	81.3	72.5	84.0	64.1	87.0	66.4	92.1	61.3	77.5	75.6	78.2	66.4

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22. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"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	PARENTS TALK ABOUT DRINKING ALCOHOL (WHITE)				PARENTS TALK ABOUT DRINKING ALCOHOL (AFRICAN AMERICAN)				PARENTS TALK ABOUT DRINKING ALCOHOL (MALE)				PARENTS TALK ABOUT DRINKING ALCOHOL (FEMALE)				TALK W/PARENT LAST FEW MONTHS		TALK W/PARENT LAST FEW MTHS (6th-8th)	
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO
Total Answering	300	174	36	138	31	52	14	38	9	123	28	95	29	129	32	97	17	174	126	58	63
YES	88.2	89.5	86.3	90.3	83.4	90.4	86.1	92.0	80.0	87.7	77.8	90.6	82.3	92.2	92.0	92.3	81.7	89.1	86.9	94.7	86.5
NO	10.8	9.3	10.8	8.8	16.6	7.7	13.9	5.4	20.0	12.3	22.2	9.4	17.7	5.3	4.8	5.5	18.3	9.7	12.3	3.6	11.7
DK/REFUSED	1.0	1.2	2.8	0.8	-	1.9	-	2.6	-	-	-	-	-	2.4	3.2	2.2	-	1.2	0.9	1.7	1.8
Net Diff.	77.4	80.2	75.5	81.5	66.7	82.7	72.1	86.6	60.0	75.4	55.5	81.2	64.6	86.9	87.3	86.8	63.4	79.4	74.6	91.1	74.8



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22. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"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		TALK W/PARENT		TALK W/PARENT		TALK W/PARENT		TALK W/PARENT		EMBARRASSED/										
	LAST FEW MTHS	AFRAID 2 TALK																			
	(9th-12th)	(WHITE)	(AFR. AMER.)	(MALE)	(FEMALE)	W/ PARENTS	(6th-8th)	(9th-12th)	(WHITE)	(AFR. AMER.)	YES	NO									
Total Answering	300	116	62	118	88	33	29	86	66	88	59	147	139	54	61	94	78	96	100	31	28
YES	88.2	86.3	87.2	89.7	86.1	85.0	93.1	85.9	86.2	92.3	87.6	91.7	86.2	93.7	88.3	90.5	84.6	92.6	85.0	93.7	85.7
NO	10.8	12.8	12.8	9.4	12.6	12.0	6.9	14.1	13.8	5.5	10.5	7.6	12.2	6.3	8.2	8.4	15.4	6.4	13.9	6.3	10.7
DK/REFUSED	1.0	0.9	-	0.9	1.3	3.0	-	-	-	2.3	1.9	0.7	1.5	-	3.5	1.1	-	1.1	1.1	-	3.6
Net Diff.	77.4	73.5	74.3	80.3	73.5	72.9	86.3	71.7	72.4	86.8	77.1	84.0	74.0	87.4	80.1	82.1	69.2	86.2	71.0	87.4	75.0



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22. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"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		EMBARRASSED/		ALCOHOL USE BY PEOPLE				ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		
	AFRAID 2 TALK		AFRAID 2 TALK		YOUR AGE IS...				BY YOUR AGE		BY YOUR AGE		BY YOUR AGE								
	(MALE)		(FEMALE)						(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		
	YES	NO	YES	NO	PROB-	Big	Small	NOT A	BIG	SMALL	BIG	SMALL	BIG	SMALL	BIG	SMALL	BIG	SMALL	BIG	SMALL	
					LEM	Prob.	Prob.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	
Total Answering	300	69	77	78	62	272	177	96	27	66	35	110	60	118	69	38	16	86	53	90	43
YES	88.2	87.6	86.1	95.3	86.4	89.2	92.2	83.6	77.4	91.7	91.6	92.5	78.9	93.2	82.3	92.3	87.4	89.0	85.1	95.3	81.8
NO	10.8	12.4	13.9	3.4	10.2	10.4	7.2	16.4	14.7	8.3	8.4	6.5	21.1	6.0	17.7	7.7	12.6	11.0	14.9	3.6	18.2
DK/REFUSED	1.0	-	-	1.3	3.4	0.4	0.6	-	7.9	-	-	0.9	-	0.9	-	-	-	-	-	1.1	-
Net Diff.	77.4	75.1	72.2	91.9	76.2	78.8	85.0	67.2	62.7	83.4	83.2	86.0	57.8	87.2	64.6	84.5	74.7	78.0	70.1	91.7	63.7



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22. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"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	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					PARENTS TALK ALCOHOL AFFECTS ON BRAIN		PARENTS TALK ALC./BRAIN (6th-8th)		PARENTS TALK ALC./BRAIN (9th-12th)		PARENTS TALK ALC./BRAIN (WHITE)		PARENTS TALK ALC./BRAIN (AFR. AMER.)		PARENTS TALK ALC./BRAIN (MEN)		PARENTS TALK ALC./BRAIN (WOMEN)		
	17/ YOUNG- ER	14/ Young er	15-17	18-20	21+	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
Total Answering	300	46	24	22	107	143	184	115	78	42	106	73	122	83	38	23	96	57	88	58
YES	88.2	86.2	95.7	75.8	88.1	89.2	88.1	88.2	91.7	87.9	85.5	88.4	88.4	87.9	89.8	87.1	88.1	82.7	88.2	93.6
NO	10.8	11.7	4.3	19.7	9.9	10.8	10.8	10.8	7.1	9.5	13.5	11.6	10.8	10.8	7.6	12.9	11.9	17.3	9.5	4.5
DK/REFUSED	1.0	2.1	-	4.5	2.0	-	1.1	1.0	1.3	2.7	1.0	-	0.8	1.3	2.6	-	-	-	2.3	1.9
Net Diff.	77.4	74.5	91.3	56.0	78.2	78.4	77.4	77.3	84.6	78.4	72.1	76.7	77.6	77.1	82.2	74.2	76.2	65.5	78.6	89.0



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

	DO YOU THINK		PARENTS TALK/		S/R/H ADS TO		HEARD OF		
	YES	NO	YES	NO	YES	NO	YES	NO	
Total Answering	300	274	24	263	33	161	136	103	197
YES	88.2	90.3	62.0	89.2	79.0	94.8	80.8	89.2	87.7
NO	10.8	8.5	38.0	9.6	21.0	5.2	16.9	10.8	10.7
DK/REFUSED	1.0	1.1	-	1.2	-	-	2.3	-	1.6
Net Diff.	77.4	81.8	23.9	79.6	58.0	89.7	63.9	78.4	76.9



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"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	AGE										WHITE		AFRICAN AMER.		MALE		FEMALE		
		14/ YOUN- GER	10	11	12	13	14	15/ OLDER	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER
Total Answering	300	146	1	18	35	40	52	151	50	48	38	15	102	103	28	34	74	77	73	74
YES	88.2	88.4	100.0	94.6	94.5	77.8	90.2	88.4	92.6	83.5	87.2	93.3	89.9	87.3	89.3	88.4	88.4	84.8	88.4	92.2
NO	10.8	10.1	-	5.4	2.7	19.4	9.8	10.9	7.4	14.4	12.8	6.7	9.0	11.8	7.1	11.6	11.6	15.2	8.7	6.4
DK/REFUSED	1.0	1.4	-	-	2.8	2.8	-	0.7	-	2.1	-	-	1.1	1.0	3.6	-	-	-	2.9	1.4
Net Diff.	77.4	78.3	100.0	89.2	91.8	58.4	80.4	77.5	85.2	69.1	74.5	86.7	81.0	75.5	82.2	76.7	76.8	69.5	79.8	85.8

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22. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"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	RACE					MALE		FEMALE		GENDER	
		HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total Answering	300	20	206	61	4	5	106	36	100	26	153	147
YES	88.2	86.1	88.2	88.8	74.8	90.8	87.1	86.4	89.3	92.1	86.1	90.4
NO	10.8	13.9	10.8	9.6	25.2	9.2	12.9	13.6	8.5	4.1	13.9	7.5
DK/REFUSED	1.0	-	1.0	1.6	-	-	-	-	2.1	3.8	-	2.1
Net Diff.	77.4	72.3	77.4	79.2	49.6	81.6	74.1	72.8	80.8	87.9	72.2	82.9

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23. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"IMAGES OF THE BRAIN SHOW TEENAGERS WHO DRINK HEAVILY HAVE LESS BRAIN ACTIVITY AND SMALLER BRAIN SIZES THAN NON-DRINKERS."

	TOTAL	AREA													
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	
Total Answering	300	96	39	11	46	85	36	49	52	26	26	12	34	21	
YES	85.0	92.4	94.3	90.7	91.2	79.0	80.5	77.9	87.0	90.7	83.3	75.6	74.4	92.6	
NO	14.2	6.1	5.7	-	8.0	21.0	19.5	22.1	13.0	9.3	16.7	24.4	22.6	7.4	
DK/REFUSED	0.8	1.5	-	9.3	0.9	-	-	-	-	-	-	-	3.0	-	
Net Diff.	70.7	86.3	88.6	90.7	83.2	58.0	61.0	55.8	74.0	81.4	66.6	51.2	51.7	85.2	

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23. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"IMAGES OF THE BRAIN SHOW TEENAGERS WHO DRINK HEAVILY HAVE LESS BRAIN ACTIVITY AND SMALLER BRAIN SIZES THAN NON-DRINKERS."

	TOTAL	GRADE										WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO	
Total Answering	300	121	36	33	52	179	57	42	48	32	87	118	22	39	62	91	60	87	166	133	
YES	85.0	87.3	90.3	82.4	88.4	83.4	82.4	83.1	78.7	92.6	88.4	84.5	83.0	80.1	83.6	83.4	91.1	83.3	83.8	87.1	
NO	14.2	12.7	9.7	17.6	11.6	15.3	14.0	16.9	21.3	6.2	11.6	13.7	17.0	19.9	16.4	16.1	8.9	14.3	16.2	11.8	
DK/REFUSED	0.8	-	-	-	-	1.4	3.6	-	-	1.2	-	1.7	-	-	-	0.4	-	2.3	-	1.1	
Net Diff.	70.7	74.7	80.5	64.8	76.9	68.1	68.4	66.3	57.3	86.4	76.8	70.8	66.1	60.2	67.3	67.3	82.3	69.0	67.6	75.2	

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23. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"IMAGES OF THE BRAIN SHOW TEENAGERS WHO DRINK HEAVILY HAVE LESS BRAIN ACTIVITY AND SMALLER BRAIN SIZES THAN NON-DRINKERS."

	TOTAL		TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total Answering	300	32	89	134	44	116	89	32	30	78	75	88	58	120	163	17	98	103	65	80	117	
YES	85.0	83.1	88.9	84.0	83.5	87.7	85.2	72.6	90.5	82.2	84.8	85.2	90.0	87.0	85.3	91.4	87.3	86.3	82.3	89.7	85.4	
NO	14.2	16.9	11.1	16.0	13.3	12.3	13.6	27.4	9.5	17.8	14.6	14.8	8.2	13.0	14.5	8.6	12.7	13.7	17.1	10.3	14.6	
DK/REFUSED	0.8	-	-	-	3.2	-	1.1	-	-	-	0.5	-	1.8	-	0.2	-	-	-	0.6	-	-	
Net Diff.	70.7	66.2	77.7	67.9	70.2	75.4	71.6	45.1	81.0	64.5	70.2	70.3	81.8	74.1	70.8	82.7	74.6	72.6	65.1	79.5	70.7	



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23. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"IMAGES OF THE BRAIN SHOW TEENAGERS WHO DRINK HEAVILY HAVE LESS BRAIN ACTIVITY AND SMALLER BRAIN SIZES THAN NON-DRINKERS."

	TOTAL		THINK IT'S OKAY TO DRINK (AFR. AMER.)		THINK IT'S OKAY TO DRINK (MALE)		THINK IT'S OKAY TO DRINK (FEMALE)		KNOW PEOPLE/ TRIED ALCOHOL ALCOHOL		KNOW PEOPLE/ TRIED ALCOHOL (6th-8th)		KNOW PEOPLE/ TRIED ALCOHOL (9th-12th)		KNOW PEOPLE/ TRIED ALCOHOL (WHITE)		KNOW PEOPLE/ TRIED ALCOHOL (AFR. AMER.)		KNOW PEOPLE/ TRIED ALCOHOL (MALE)		KNOW PEOPLE/ TRIED ALCOHOL (FEMALE)	
	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total Answering	300	26	30	57	89	64	74	184	115	39	81	145	34	132	74	36	24	87	66	97	49	
YES	85.0	84.4	81.1	88.9	80.8	85.4	90.6	84.7	85.2	88.2	86.8	83.8	81.5	86.8	85.0	81.0	80.7	85.1	81.3	84.4	90.4	
NO	14.2	15.6	18.9	11.1	18.8	14.6	9.4	14.2	14.4	11.8	13.2	14.8	17.3	11.6	15.0	19.0	19.3	14.9	18.1	13.5	9.6	
DK/REFUSED	0.8	-	-	-	0.4	-	-	1.1	0.3	-	-	1.4	1.2	1.6	-	-	-	-	0.6	2.1	-	
Net Diff.	70.7	68.8	62.1	77.8	62.0	70.7	81.3	70.6	70.8	76.3	73.5	69.0	64.2	75.2	70.0	62.0	61.5	70.3	63.3	70.8	80.8	

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23. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"IMAGES OF THE BRAIN SHOW TEENAGERS WHO DRINK HEAVILY HAVE LESS BRAIN ACTIVITY AND SMALLER BRAIN SIZES THAN NON-DRINKERS."

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total Answering	300	84	9	75	7	6	34	28	71	40	26	4	2	64	47
YES	85.0	83.1	100.0	81.0	85.5	66.6	77.5	87.1	87.6	87.2	89.1	76.6	100.0	84.2	93.4
NO	14.2	15.7	-	17.7	14.5	33.4	19.4	12.9	12.4	12.8	10.9	23.4	-	14.2	6.6
DK/REFUSED	0.8	1.2	-	1.4	-	-	3.0	-	-	-	-	-	-	1.6	-
Net Diff.	70.7	67.4	100.0	63.3	71.1	33.1	58.1	74.3	75.3	74.3	78.2	53.1	100.0	70.0	86.8

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23. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"IMAGES OF THE BRAIN SHOW TEENAGERS WHO DRINK HEAVILY HAVE LESS BRAIN ACTIVITY AND SMALLER BRAIN SIZES THAN NON-DRINKERS."

	TOTAL	AGE STARTED		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL					
		DRINKING	DRINKING	DRINKING	DRINKING	DRINKING	DRINKING	(6th-8th)				(9th-12th)									
	(AFRICAN AMR)	(MALE)	(FEMALE)	(AFRICAN AMR)	(MALE)	(FEMALE)	(AFRICAN AMR)	(MALE)	(FEMALE)	(AFRICAN AMR)	(MALE)	(FEMALE)	(AFRICAN AMR)	(MALE)	(FEMALE)	(AFRICAN AMR)	(MALE)	(FEMALE)	(AFRICAN AMR)	(MALE)	(FEMALE)
	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month
Total Answering	300	14	17	35	36	50	36	77	46	31	62	8	6	2	20	69	40	29	42		
YES	85.0	78.5	77.5	82.8	85.7	83.3	89.6	86.6	85.6	88.1	81.2	100.0	100.0	100.0	82.0	85.1	83.6	87.2	80.9		
NO	14.2	21.5	22.5	17.2	14.3	14.6	10.4	13.4	14.4	11.9	18.8	-	-	-	18.0	14.9	16.4	12.8	19.1		
DK/REFUSED	0.8	-	-	-	-	2.1	-	-	-	-	-	-	-	-	-	-	-	-	-		
Net Diff.	70.7	57.1	55.1	65.7	71.5	68.7	79.1	73.1	71.1	76.1	62.5	100.0	100.0	100.0	64.0	70.2	67.1	74.4	61.8		



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23. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"IMAGES OF THE BRAIN SHOW TEENAGERS WHO DRINK HEAVILY HAVE LESS BRAIN ACTIVITY AND SMALLER BRAIN SIZES THAN NON-DRINKERS."

	OFTEN THEY DRINK ALCOHOL (WHITE)				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				
	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	
Total Answering	300	53	32	21	46	15	8	7	13	37	19	18	27	40	27	13	35
YES	85.0	90.4	84.4	100.0	84.4	80.7	86.9	73.6	70.0	83.3	84.2	82.3	82.4	89.7	86.5	96.1	80.3
NO	14.2	9.6	15.6	-	15.6	19.3	13.1	26.4	30.0	16.7	15.8	17.7	17.6	10.3	13.5	3.9	19.7
DK/REFUSED	0.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	70.7	80.9	68.8	100.0	68.8	61.4	73.8	47.2	39.9	66.5	68.4	64.5	64.9	79.3	73.0	92.2	60.6

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23. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"IMAGES OF THE BRAIN SHOW TEENAGERS WHO DRINK HEAVILY HAVE LESS BRAIN ACTIVITY AND SMALLER BRAIN SIZES THAN NON-DRINKERS."

	PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)				
	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	
Total Answering	300	251	60	192	47	100	20	80	21	151	40	111	26
YES	85.0	86.6	81.6	88.2	77.4	90.0	85.6	91.1	74.3	84.4	79.6	86.1	79.9
NO	14.2	12.4	16.7	11.0	22.6	10.0	14.4	8.9	25.7	14.0	17.9	12.6	20.1
DK/REFUSED	0.8	1.0	1.7	0.7	-	-	-	-	-	1.6	2.6	1.3	-
Net Diff.	70.7	74.2	64.8	77.2	54.8	80.1	71.1	82.3	48.6	70.4	61.7	73.5	59.8

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23. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"IMAGES OF THE BRAIN SHOW TEENAGERS WHO DRINK HEAVILY HAVE LESS BRAIN ACTIVITY AND SMALLER BRAIN SIZES THAN NON-DRINKERS."

	TOTAL	PARENTS TALK ABOUT DRINKING ALCOHOL (WHITE)				PARENTS TALK ABOUT DRINKING ALCOHOL (AFRICAN AMERICAN)				PARENTS TALK ABOUT DRINKING ALCOHOL (MALE)				PARENTS TALK ABOUT DRINKING ALCOHOL (FEMALE)				TALK W/PARENT LAST FEW MONTHS		TALK W/PARENT LAST FEW MTHS (6th-8th)	
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO
Total Answering	300	174	36	138	31	52	14	38	9	123	28	95	29	129	32	97	17	174	126	58	63
YES	85.0	87.1	83.1	88.2	83.6	84.9	78.8	87.1	60.9	86.7	84.9	87.2	72.9	86.6	78.7	89.2	85.1	87.4	81.5	94.9	80.4
NO	14.2	11.7	14.1	11.1	16.4	15.1	21.2	12.9	39.1	13.0	15.1	12.3	27.1	11.8	18.1	9.8	14.9	11.4	18.2	5.1	19.6
DK/REFUSED	0.8	1.2	2.8	0.7	-	-	-	-	-	0.3	-	0.4	-	1.6	3.2	1.1	-	1.2	0.3	-	-
Net Diff.	70.7	75.4	68.9	77.1	67.2	69.8	57.6	74.3	21.8	73.8	69.8	74.9	45.8	74.7	60.5	79.4	70.2	76.0	63.3	89.8	60.9



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23. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"IMAGES OF THE BRAIN SHOW TEENAGERS WHO DRINK HEAVILY HAVE LESS BRAIN ACTIVITY AND SMALLER BRAIN SIZES THAN NON-DRINKERS."

	TOTAL		TALK W/PARENT		TALK W/PARENT		TALK W/PARENT		TALK W/PARENT		EMBARRASSED/										
	LAST FEW MTHS		LAST FEW MTHS		LAST FEW MTHS		LAST FEW MTHS		LAST FEW MTHS		AFRAID 2 TALK										
	(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		W/ PARENTS		(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		
	YES	NO																			
Total Answering	300	116	62	118	88	33	29	86	66	88	59	147	139	54	61	94	78	96	100	31	28
YES	85.0	83.7	82.6	88.9	82.5	82.1	80.1	87.8	77.8	87.0	85.7	88.4	82.2	88.8	86.9	88.2	78.6	91.5	82.9	80.9	79.6
NO	14.2	14.6	16.8	9.3	17.5	17.9	19.9	12.2	21.6	10.6	14.3	10.9	16.7	11.2	13.1	10.7	19.6	7.5	16.1	19.1	20.4
DK/REFUSED	0.8	1.8	0.6	1.7	-	-	-	-	0.6	2.3	-	0.7	1.0	-	-	1.1	1.8	1.1	1.0	-	-
Net Diff.	70.7	69.1	65.8	79.6	64.9	64.3	60.2	75.5	56.1	76.4	71.3	77.5	65.5	77.6	73.8	77.5	59.0	84.0	66.8	61.8	59.1



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23. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"IMAGES OF THE BRAIN SHOW TEENAGERS WHO DRINK HEAVILY HAVE LESS BRAIN ACTIVITY AND SMALLER BRAIN SIZES THAN NON-DRINKERS."

	TOTAL		EMBARRASSED/		ALCOHOL USE BY PEOPLE				ALCOHOL USE												
	AFRAID 2 TALK	AFRAID 2 TALK	(MALE)	(FEMALE)	YOUR AGE IS...	BY YOUR AGE															
	YES	NO	YES	NO	PROB-LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.											
Total Answering	300	69	77	78	62	272	177	96	27	66	35	110	60	118	69	38	16	86	53	90	43
YES	85.0	90.4	78.9	86.6	86.5	85.3	89.2	78.1	80.6	87.4	83.0	90.3	75.3	90.5	80.7	87.0	63.5	91.8	75.3	86.8	81.6
NO	14.2	9.6	20.6	12.0	11.9	13.9	10.2	20.8	17.9	12.6	17.0	8.8	23.0	8.7	17.8	13.0	36.5	8.2	24.7	12.1	16.0
DK/REFUSED	0.8	-	0.5	1.3	1.7	0.8	0.6	1.1	1.5	-	-	0.9	1.7	0.9	1.5	-	-	-	-	1.1	2.4
Net Diff.	70.7	80.9	58.2	74.6	74.6	71.4	79.0	57.3	62.7	74.8	66.0	81.6	52.2	81.8	62.9	74.0	27.0	83.6	50.6	74.7	65.5



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23. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"IMAGES OF THE BRAIN SHOW TEENAGERS WHO DRINK HEAVILY HAVE LESS BRAIN ACTIVITY AND SMALLER BRAIN SIZES THAN NON-DRINKERS."

TOTAL	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					PARENTS TALK ALCOHOL AFFECTS ON BRAIN		PARENTS TALK ALC./BRAIN (6th-8th)		PARENTS TALK ALC./BRAIN (9th-12th)		PARENTS TALK ALC./BRAIN (WHITE)		PARENTS TALK ALC./BRAIN (AFR. AMER.)		PARENTS TALK ALC./BRAIN (MEN)		PARENTS TALK ALC./BRAIN (WOMEN)		
	17/Younger	14/Younger	15-17	18-20	21+	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
Total Answering	300	46	24	22	107	143	184	115	78	42	106	73	122	83	38	23	96	57	88	58
YES	85.0	86.9	87.3	86.6	88.3	81.3	85.6	83.8	89.7	82.5	82.6	84.5	86.6	85.6	82.1	79.6	89.2	73.9	81.7	93.6
NO	14.2	10.8	12.7	8.8	10.4	18.7	13.1	16.2	10.3	17.5	15.1	15.5	11.8	14.4	17.9	20.4	10.4	26.1	16.0	6.4
DK/REFUSED	0.8	2.2	-	4.7	1.3	-	1.3	-	-	-	2.3	-	1.7	-	-	-	0.4	-	2.3	-
Net Diff.	70.7	76.1	74.5	77.8	77.9	62.7	72.5	67.6	79.5	65.1	67.4	69.1	74.8	71.3	64.3	59.2	78.8	47.8	65.7	87.2

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23. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"IMAGES OF THE BRAIN SHOW TEENAGERS WHO DRINK HEAVILY HAVE LESS BRAIN ACTIVITY AND SMALLER BRAIN SIZES THAN NON-DRINKERS."

	DO YOU THINK		PARENTS TALK/		S/R/H ADS TO		HEARD OF		
	YES	NO	YES	NO	YES	NO	YES	NO	
Total Answering	300	274	24	263	33	161	136	103	197
YES	85.0	86.2	69.2	87.6	62.8	91.3	77.1	86.2	84.3
NO	14.2	13.1	29.1	11.9	34.1	8.7	21.1	13.8	14.4
DK/REFUSED	0.8	0.7	1.7	0.5	3.1	-	1.8	-	1.2
Net Diff.	70.7	73.1	40.1	75.6	28.6	82.6	56.1	72.3	69.9



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23. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"IMAGES OF THE BRAIN SHOW TEENAGERS WHO DRINK HEAVILY HAVE LESS BRAIN ACTIVITY AND SMALLER BRAIN SIZES THAN NON-DRINKERS."

	TOTAL	AGE											WHITE		AFRICAN AMER.		MALE		FEMALE	
		14/ YOUN- GER	10	11	12	13	14	15/ OLDER	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER
Total Answering	300	146	1	18	35	40	52	151	50	48	38	15	102	103	28	34	74	77	73	74
YES	85.0	87.4	100.0	94.1	87.7	80.1	90.3	83.2	87.7	79.0	78.2	94.1	87.1	86.1	86.2	77.1	85.0	83.4	89.9	83.1
NO	14.2	11.9	-	5.9	12.3	19.9	7.7	16.1	12.3	18.9	21.8	5.9	11.9	12.9	13.8	22.9	15.0	16.6	8.7	15.6
DK/REFUSED	0.8	0.7	-	-	-	-	2.0	0.7	-	2.1	-	-	1.0	1.0	-	-	-	-	1.4	1.4
Net Diff.	70.7	75.6	100.0	88.2	75.5	60.2	82.6	67.1	75.4	60.1	56.5	88.3	75.2	73.2	72.4	54.2	70.0	66.7	81.2	67.5



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23. PLEASE TELL ME WHETHER EACH OF THE FOLLOWING STATEMENTS IS A CONVINCING REASON TO STOP UNDERAGE DRINKING?
"IMAGES OF THE BRAIN SHOW TEENAGERS WHO DRINK HEAVILY HAVE LESS BRAIN ACTIVITY AND SMALLER BRAIN SIZES THAN NON-DRINKERS."

	TOTAL	RACE					MALE		FEMALE		GENDER	
		HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total Answering	300	20	206	61	4	5	106	36	100	26	153	147
YES	85.0	93.2	86.2	81.2	74.8	63.5	87.1	73.4	85.2	91.8	83.5	86.5
NO	14.2	6.8	12.8	18.8	25.2	36.5	12.9	26.6	12.7	8.2	16.2	12.1
DK/REFUSED	0.8	-	1.0	-	-	-	-	-	2.1	-	0.3	1.4
Net Diff.	70.7	86.3	73.4	62.4	49.6	27.0	74.2	46.9	72.5	83.7	67.3	74.4

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

	TOTAL	AREA													
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	
Total	300	96	39	11	46	85	36	49	52	26	26	12	34	21	
YES	34.4	38.0	32.4	46.1	40.8	31.5	38.6	26.3	32.2	42.7	21.8	24.0	42.6	27.3	
NO	65.6	62.0	67.6	53.9	59.2	68.5	61.4	73.7	67.8	57.3	78.2	76.0	57.4	72.7	
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net Diff.	-31.3	-24.0	-35.2	-7.8	-18.5	-36.9	-22.8	-47.3	-35.5	-14.6	-56.5	-52.1	-14.9	-45.5	



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

	TOTAL	GRADE										WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO	
Total	300	121	36	33	52	179	57	42	48	32	87	118	22	39	62	91	60	87	166	133	
YES	34.4	27.2	25.6	28.5	27.5	39.2	41.4	24.8	43.4	47.8	29.2	39.6	13.3	43.7	31.1	42.4	23.1	35.9	37.4	30.8	
NO	65.6	72.8	74.4	71.5	72.5	60.8	58.6	75.2	56.6	52.2	70.8	60.4	86.7	56.3	68.9	57.6	76.9	64.1	62.6	69.2	
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net Diff.	-31.3	-45.6	-48.9	-43.0	-45.1	-21.5	-17.2	-50.3	-13.2	-4.4	-41.6	-20.7	-73.5	-12.6	-37.8	-15.3	-53.8	-28.1	-25.2	-38.3	



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

	TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)		
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	
Total	300	32	89	134	44	116	89	32	30	78	75	88	58	120	163	17	98	103	65	80	117
YES	34.4	32.2	25.3	38.7	41.8	35.6	35.1	40.8	23.6	37.2	38.5	37.6	21.0	35.2	34.5	29.1	28.0	36.2	44.3	33.6	36.4
NO	65.6	67.8	74.7	61.3	58.2	64.4	64.9	59.2	76.4	62.8	61.5	62.4	79.0	64.8	65.5	70.9	72.0	63.8	55.7	66.4	63.6
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-31.3	-35.6	-49.3	-22.7	-16.3	-28.8	-29.8	-18.3	-52.8	-25.5	-23.0	-24.8	-58.1	-29.6	-31.0	-41.9	-44.1	-27.5	-11.4	-32.8	-27.1

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

TOTAL	THINK IT'S OKAY TO DRINK (AFR. AMER.)		THINK IT'S OKAY TO DRINK (MALE)		THINK IT'S OKAY TO DRINK (FEMALE)		KNOW PEOPLE/ TRIED ALCOHOL ALCOHOL		KNOW PEOPLE/ TRIED ALCOHOL (6th-8th)		KNOW PEOPLE/ TRIED ALCOHOL (9th-12th)		KNOW PEOPLE/ TRIED ALCOHOL (WHITE)		KNOW PEOPLE/ TRIED ALCOHOL (AFR. AMER.)		KNOW PEOPLE/ TRIED ALCOHOL (MALE)		KNOW PEOPLE/ TRIED ALCOHOL (FEMALE)		
	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
Total	300	26	30	57	89	64	74	184	115	39	81	145	34	132	74	36	24	87	66	97	49
YES	34.4	35.2	33.0	33.9	41.4	36.4	26.2	38.1	28.6	33.9	24.3	39.3	39.0	36.2	33.3	39.1	24.2	42.7	31.4	34.0	25.0
NO	65.6	64.8	67.0	66.1	58.6	63.6	73.8	61.9	71.4	66.1	75.7	60.7	61.0	63.8	66.7	60.9	75.8	57.3	68.6	66.0	75.0
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-31.3	-29.6	-33.9	-32.2	-17.1	-27.3	-47.6	-23.7	-42.7	-32.1	-51.5	-21.5	-21.9	-27.5	-33.3	-21.8	-51.6	-14.5	-37.2	-32.0	-50.1



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

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total	300	84	9	75	7	6	34	28	71	40	26	4	2	64	47
YES	34.4	27.6	25.8	27.8	5.8	33.6	32.0	26.6	52.0	46.7	64.4	23.4	50.1	25.5	49.4
NO	65.6	72.4	74.2	72.2	94.2	66.4	68.0	73.4	48.0	53.3	35.6	76.6	49.9	74.5	50.6
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-31.3	-44.9	-48.3	-44.5	-88.4	-32.7	-36.0	-46.7	4.0	-6.7	28.9	-53.1	0.2	-49.0	-1.2



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

	TOTAL		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL								
	DRINKING		DRINKING		DRINKING		LEAST/		Least/		Least/		LESS/		LEAST/		Least/		Least/		LESS/		
	(AFRICAN AMR)		(MALE)		(FEMALE)		ONCE/A	Once/A	Once/A	ONCE/A	ONCE/A	Once/A	Once/A	ONCE/A	ONCE/A	Once/A	Once/A	ONCE/A	ONCE/A	Once/A	ONCE/A		
	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	
Total	300	14	17	35	36	50	36	77	46	31	62	8	6	2	20	69	40	29	42				
YES	34.4	28.4	53.3	33.5	53.2	23.4	50.8	49.3	45.6	54.7	31.2	46.3	45.8	47.7	27.8	49.7	45.6	55.2	32.8				
NO	65.6	71.6	46.7	66.5	46.8	76.6	49.2	50.7	54.4	45.3	68.8	53.7	54.2	52.3	72.2	50.3	54.4	44.8	67.2				
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Net Diff.	-31.3	-43.1	6.6	-33.0	6.3	-53.2	1.6	-1.4	-8.8	9.4	-37.7	-7.4	-8.5	-4.6	-44.5	-0.7	-8.8	10.5	-34.4				



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

	OFTEN THEY DRINK ALCOHOL (WHITE)				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				
	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	
Total	300	53	32	21	46	15	8	7	13	37	19	18	27	40	27	13	35
YES	34.4	48.4	44.6	54.3	26.2	48.5	38.7	59.7	36.8	51.5	52.1	50.9	38.8	47.3	41.1	60.0	25.2
NO	65.6	51.6	55.4	45.7	73.8	51.5	61.3	40.3	63.2	48.5	47.9	49.1	61.2	52.7	58.9	40.0	74.8
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-31.3	-3.2	-10.8	8.7	-47.5	-3.0	-22.6	19.3	-26.4	3.0	4.2	1.9	-22.5	-5.4	-17.8	20.0	-49.7

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

	PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)				
	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	
Total	300	251	60	192	47	100	20	80	21	151	40	111	26
YES	34.4	36.0	40.2	34.8	24.7	30.3	35.5	29.0	12.2	39.9	42.5	38.9	34.7
NO	65.6	64.0	59.8	65.2	75.3	69.7	64.5	71.0	87.8	60.1	57.5	61.1	65.3
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-31.3	-27.9	-19.7	-30.5	-50.7	-39.4	-29.1	-42.0	-75.6	-20.3	-14.9	-22.2	-30.6



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

	PARENTS TALK ABOUT DRINKING ALCOHOL (WHITE)				PARENTS TALK ABOUT DRINKING ALCOHOL (AFRICAN AMERICAN)				PARENTS TALK ABOUT DRINKING ALCOHOL (MALE)				PARENTS TALK ABOUT DRINKING ALCOHOL (FEMALE)				TALK W/PARENT LAST FEW MONTHS		TALK W/PARENT LAST FEW MTHS (6th-8th)		
	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO	
Total	300	174	36	138	31	52	14	38	9	123	28	95	29	129	32	97	17	174	126	58	63
YES	34.4	37.4	40.1	36.7	20.5	35.0	43.3	32.0	19.1	41.7	36.9	43.0	19.9	30.7	43.0	26.7	32.8	41.0	25.5	32.6	22.3
NO	65.6	62.6	59.9	63.3	79.5	65.0	56.7	68.0	80.9	58.3	63.1	57.0	80.1	69.3	57.0	73.3	67.2	59.0	74.5	67.4	77.7
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-31.3	-25.2	-19.8	-26.6	-59.1	-29.9	-13.3	-36.0	-61.8	-16.7	-26.1	-13.9	-60.3	-38.6	-14.1	-46.7	-34.3	-18.1	-49.0	-34.9	-55.4

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

	TOTAL		TALK W/PARENT LAST FEW MTHS (9th-12th)		TALK W/PARENT LAST FEW MTHS (WHITE)		TALK W/PARENT LAST FEW MTHS (AFR. AMER.)		TALK W/PARENT LAST FEW MTHS (MALE)		TALK W/PARENT LAST FEW MTHS (FEMALE)		EMBARRASSED/ AFRAID 2 TALK W/ PARENTS		EMBARRASSED/ AFRAID 2 TALK (6th-8th)		EMBARRASSED/ AFRAID 2 TALK (9th-12th)		EMBARRASSED/ AFRAID 2 TALK (WHITE)		EMBARRASSED/ AFRAID 2 TALK (AFR. AMER.)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	116	62	118	88	33	29	86	66	88	59	147	139	54	61	94	78	96	100	31	28	
YES	34.4	45.1	28.8	43.2	24.4	36.8	27.8	46.2	27.6	35.9	23.1	36.6	33.2	22.8	30.5	44.5	35.3	36.5	34.1	32.9	35.6	
NO	65.6	54.9	71.2	56.8	75.6	63.2	72.2	53.8	72.4	64.1	76.9	63.4	66.8	77.2	69.5	55.5	64.7	63.5	65.9	67.1	64.4	
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net Diff.	-31.3	-9.7	-42.5	-13.6	-51.2	-26.5	-44.3	-7.6	-44.8	-28.3	-53.7	-26.8	-33.6	-54.5	-38.9	-11.1	-29.5	-27.0	-31.9	-34.2	-28.8	



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

TOTAL	EMBARRASSED/ AFRAID 2 TALK (MALE)		EMBARRASSED/ AFRAID 2 TALK (FEMALE)		ALCOHOL USE BY PEOPLE YOUR AGE IS...				ALCOHOL USE BY YOUR AGE (6th-8th)		ALCOHOL USE BY YOUR AGE (9th-12th)		ALCOHOL USE BY YOUR AGE (WHITE)		ALCOHOL USE BY YOUR AGE (AFR. AMER.)		ALCOHOL USE BY YOUR AGE (MALE)		ALCOHOL USE BY YOUR AGE (FEMALE)		
	YES	NO	YES	NO	PROB- LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	
Total	300	69	77	78	62	272	177	96	27	66	35	110	60	118	69	38	16	86	53	90	43
YES	34.4	34.9	42.5	38.1	21.5	35.5	36.3	34.2	19.6	31.7	24.5	39.0	39.8	36.2	35.6	40.2	24.6	37.2	39.0	35.4	28.2
NO	65.6	65.1	57.5	61.9	78.5	64.5	63.7	65.8	80.4	68.3	75.5	61.0	60.2	63.8	64.4	59.8	75.4	62.8	61.0	64.6	71.8
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-31.3	-30.3	-15.0	-23.8	-56.9	-28.9	-27.5	-31.7	-60.8	-36.6	-50.9	-22.0	-20.3	-27.6	-28.7	-19.7	-50.7	-25.6	-22.0	-29.3	-43.6

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

TOTAL	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					PARENTS TALK ALCOHOL AFFECTS ON BRAIN		PARENTS TALK ALC./BRAIN (6th-8th)		PARENTS TALK ALC./BRAIN (9th-12th)		PARENTS TALK ALC./BRAIN (WHITE)		PARENTS TALK ALC./BRAIN (AFR. AMER.)		PARENTS TALK ALC./BRAIN (MEN)		PARENTS TALK ALC./BRAIN (WOMEN)		
	17/	14/	15-17	18-20	21+	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
	YOUNG- ER	Young er																		
Total	300	46	24	22	107	143	184	115	78	42	106	73	122	83	38	23	96	57	88	58
YES	34.4	27.0	18.3	36.5	28.9	41.2	33.9	35.4	28.2	25.9	38.2	40.8	35.9	34.1	31.4	34.6	35.7	41.5	32.1	29.2
NO	65.6	73.0	81.7	63.5	71.1	58.8	66.1	64.6	71.8	74.1	61.8	59.2	64.1	65.9	68.6	65.4	64.3	58.5	67.9	70.8
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-31.3	-46.1	-63.5	-27.0	-42.2	-17.5	-32.1	-29.3	-43.6	-48.2	-23.7	-18.4	-28.2	-31.7	-37.2	-30.9	-28.7	-16.9	-35.8	-41.5

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

TOTAL	DO YOU THINK		PARENTS TALK/		S/R/H ADS TO		HEARD OF		
	YES	NO	YES	NO	YES	NO	YES	NO	
	UNDERAGE/DRNK	HURTS BRAIN/	HELP STOP	DRINKING	TALKITOUT.ORG				
	AFFECTS BRAIN								
Total	300	274	24	263	33	161	136	103	197
YES	34.4	34.6	32.0	35.1	28.7	44.0	23.8	100.0	-
NO	65.6	65.4	68.0	64.9	71.3	56.0	76.2	-	100.0
DK/REFUSED	-	-	-	-	-	-	-	-	-
Net Diff.	-31.3	-30.8	-36.0	-29.7	-42.7	-12.1	-52.4	100.0	-100.0



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

	TOTAL	AGE										WHITE		AFRICAN AMER.		MALE		FEMALE		
		14/ YOUN- GER	10	11	12	13	14	15/ OLDER	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER
Total	300	146	1	18	35	40	52	151	50	48	38	15	102	103	28	34	74	77	73	74
YES	34.4	28.2	100.0	22.7	30.6	20.4	32.5	40.1	37.9	40.1	31.8	67.4	29.9	39.8	21.3	41.8	35.8	39.1	20.4	41.1
NO	65.6	71.8	-	77.3	69.4	79.6	67.5	59.9	62.1	59.9	68.2	32.6	70.1	60.2	78.7	58.2	64.2	60.9	79.6	58.9
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-31.3	-43.7	100.0	-54.6	-38.9	-59.2	-35.0	-19.8	-24.2	-19.9	-36.5	34.8	-40.2	-20.3	-57.5	-16.4	-28.4	-21.8	-59.2	-17.8



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

	TOTAL	RACE					MALE		FEMALE		GENDER	
		HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total	300	20	206	61	4	5	106	36	100	26	153	147
YES	34.4	35.6	35.2	32.6	-	47.9	41.8	27.0	28.1	40.2	37.8	30.7
NO	65.6	64.4	64.8	67.4	100.0	52.1	58.2	73.0	71.9	59.8	62.2	69.3
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-31.3	-28.8	-29.6	-34.9	-100.0	-4.2	-16.3	-46.1	-43.7	-19.5	-24.3	-38.5



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25. HOW OLD ARE YOU?

	TOTAL	AREA												
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST
Total	300	96	39	11	46	85	36	49	52	26	26	12	34	21
14/YOUNGER	48.7	51.5	53.8	56.9	48.3	49.5	47.1	51.4	46.0	51.9	40.1	68.0	41.5	40.3
10	0.5	-	-	-	-	-	-	-	-	-	-	-	-	6.8
11	6.0	10.3	10.7	-	12.3	4.8	8.5	2.1	5.9	7.7	4.1	-	2.8	-
12	11.6	9.8	5.5	47.7	4.5	15.9	11.3	19.3	7.5	3.6	11.4	15.7	14.4	5.4
13	13.5	13.4	18.4	9.3	10.1	14.6	15.5	13.9	14.7	23.8	5.5	26.2	8.7	7.2
14	17.2	18.1	19.2	-	21.4	14.2	11.7	16.1	18.0	16.8	19.1	26.2	15.7	20.8
15/OLDER	50.4	47.2	45.2	43.1	50.0	49.9	51.6	48.6	54.0	48.1	59.9	24.0	58.5	59.7
15	16.5	13.3	6.7	17.4	17.9	24.0	24.7	23.5	5.8	4.1	7.4	16.0	21.5	20.0
16	16.1	18.8	27.4	9.3	13.8	18.7	21.2	16.8	15.2	13.6	16.9	-	11.3	12.2
17	12.6	8.3	11.1	12.8	4.9	6.0	5.7	6.2	21.7	19.4	24.0	8.0	23.0	22.4
18/OLDER	5.1	6.8	-	3.5	13.4	1.2	-	2.1	11.3	11.1	11.6	-	2.7	5.0
REFUSED	0.9	1.2	1.0	-	1.7	0.5	1.3	-	-	-	-	8.0	-	-
Mean	14.51	14.40	14.34	13.84	14.59	14.24	14.21	14.25	14.99	14.80	15.19	13.81	14.78	14.86

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25. HOW OLD ARE YOU?

	TOTAL	GRADE										WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO	
Total	300	121	36	33	52	179	57	42	48	32	87	118	22	39	62	91	60	87	166	133	
14/YOUNGER	48.7	97.5	100.0	100.0	94.3	15.8	47.5	-	2.0	-	98.7	13.2	91.7	18.0	97.0	15.3	98.2	16.2	29.7	72.0	
10	0.5	1.2	4.0	-	-	-	-	-	-	-	-	-	-	-	2.3	-	-	-	0.9	-	
11	6.0	14.0	43.9	3.3	-	0.5	-	-	2.0	-	12.0	-	22.2	2.5	12.9	1.1	15.2	-	1.2	12.0	
12	11.6	28.7	46.5	54.0	-	-	-	-	-	-	27.6	-	39.1	-	31.4	-	26.0	-	4.3	20.8	
13	13.5	32.3	5.7	42.7	44.3	0.8	2.4	-	-	-	32.0	-	21.9	-	27.8	1.5	37.0	-	6.9	21.8	
14	17.2	21.3	-	-	49.9	14.4	45.1	-	-	-	27.3	13.2	8.4	15.5	22.5	12.7	20.0	16.2	16.4	17.5	
15/OLDER	50.4	2.5	-	-	5.7	82.8	52.5	100.0	96.0	94.8	1.3	86.0	8.3	82.0	3.0	82.4	1.8	83.2	69.8	26.6	
15	16.5	1.6	-	-	3.9	26.6	45.3	51.9	-	-	1.3	28.7	4.0	18.2	1.5	24.8	1.8	28.5	20.6	11.6	
16	16.1	-	-	-	-	27.0	5.5	43.6	55.9	-	-	26.0	-	36.5	-	26.1	-	27.9	23.0	7.6	
17	12.6	0.8	-	-	1.9	20.6	1.7	4.5	34.0	55.5	-	23.6	4.3	14.7	1.6	19.7	-	21.6	18.0	6.1	
18/OLDER	5.1	-	-	-	-	8.6	-	-	6.1	39.3	-	7.8	-	12.6	-	11.8	-	5.3	8.2	1.4	
REFUSED	0.9	-	-	-	-	1.5	-	-	2.0	5.2	-	0.8	-	-	-	2.3	-	0.5	0.5	1.4	
Mean	14.51	12.67	11.54	12.39	13.65	15.77	14.59	15.53	16.37	17.41	12.78	15.84	12.50	15.78	12.68	15.83	12.67	15.71	15.31	13.51	



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25. HOW OLD ARE YOU?

	TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)		
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	
Total	300	32	89	134	44	116	89	32	30	78	75	88	58	120	163	17	98	103	65	80	117
14/YOUNGER	48.7	96.6	97.9	13.6	20.2	28.0	77.0	33.9	56.9	29.2	67.8	30.2	77.5	24.5	66.3	94.4	98.0	12.6	18.8	23.5	68.5
10	0.5	4.5	-	-	-	-	-	-	-	1.8	-	-	-	1.2	-	8.2	-	-	-	-	-
11	6.0	6.2	16.8	-	2.2	1.7	9.5	-	20.2	1.2	10.6	1.2	13.7	-	11.0	-	17.3	-	1.5	-	8.9
12	11.6	22.1	31.1	-	-	1.9	24.6	15.3	13.2	2.4	23.3	6.0	17.5	4.1	16.3	28.0	27.1	-	-	1.2	18.1
13	13.5	31.4	32.6	1.0	-	6.3	23.2	3.0	13.4	7.3	17.0	6.6	27.8	6.1	19.5	34.0	32.4	1.4	-	3.9	21.3
14	17.2	32.3	17.3	12.6	18.0	18.0	19.7	15.6	10.1	16.5	16.9	16.4	18.4	13.1	19.6	24.3	21.1	11.2	17.4	18.5	20.3
15/OLDER	50.4	3.4	2.1	85.8	75.7	72.0	21.9	66.1	43.1	69.8	30.4	69.8	21.7	74.0	33.2	5.6	2.0	85.6	79.9	75.3	31.5
15	16.5	3.4	1.0	24.8	32.7	24.1	7.9	6.2	20.3	18.5	12.2	22.5	10.7	18.4	16.2	-	2.0	21.5	37.5	19.6	16.6
16	16.1	-	-	28.5	22.9	21.2	7.0	32.3	13.3	23.1	7.8	22.9	7.4	27.8	6.0	-	-	32.5	15.0	25.7	5.2
17	12.6	-	1.1	22.3	16.0	18.7	6.9	15.1	6.4	16.7	7.9	19.1	3.7	21.6	7.3	5.6	-	24.3	18.3	26.0	6.1
18/OLDER	5.1	-	-	10.2	4.1	8.0	-	12.5	3.1	11.5	2.4	5.3	-	6.3	3.7	-	-	7.3	9.1	3.9	3.6
REFUSED	0.9	-	-	0.6	4.1	-	1.1	-	-	1.0	1.8	-	0.8	1.5	0.5	-	-	1.8	1.2	1.2	-
Mean	14.51	12.91	12.59	15.90	15.42	15.39	13.41	15.33	13.78	15.39	13.65	15.24	13.32	15.47	13.80	12.94	12.63	15.91	15.56	15.60	13.75

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25. HOW OLD ARE YOU?

	TOTAL		THINK IT'S OKAY TO DRINK (AFR. AMER.)		THINK IT'S OKAY TO DRINK (MALE)		THINK IT'S OKAY TO DRINK (FEMALE)		KNOW PEOPLE/ TRIED ALCOHOL		KNOW PEOPLE/ TRIED ALCOHOL (6th-8th)		KNOW PEOPLE/ TRIED ALCOHOL (9th-12th)		KNOW PEOPLE/ TRIED ALCOHOL (WHITE)		KNOW PEOPLE/ TRIED ALCOHOL (AFR. AMER.)		KNOW PEOPLE/ TRIED ALCOHOL (MALE)		KNOW PEOPLE/ TRIED ALCOHOL (FEMALE)	
	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	26	30	57	89	64	74	184	115	39	81	145	34	132	74	36	24	87	66	97	49	
14/YOUNGER	48.7	22.8	60.5	24.7	62.9	24.3	70.4	30.9	76.8	97.2	97.7	13.1	27.1	32.2	80.5	30.5	64.1	29.2	73.2	32.5	81.6	
10	0.5	-	-	2.5	-	-	-	0.8	-	3.7	-	-	-	-	-	-	-	1.6	-	-	-	
11	6.0	-	20.2	-	10.0	-	12.2	1.7	12.9	7.8	17.2	-	2.9	0.8	12.6	5.3	16.6	2.2	10.6	1.2	16.0	
12	11.6	15.0	13.3	5.1	16.4	3.1	16.1	4.9	21.5	23.2	30.5	-	-	3.8	25.8	11.1	15.6	4.4	23.6	5.4	18.8	
13	13.5	3.7	10.0	8.3	15.5	4.2	24.2	7.0	23.9	33.2	32.3	-	4.1	9.4	21.0	-	20.2	5.7	20.5	8.2	28.5	
14	17.2	4.1	16.9	8.8	21.0	16.9	18.0	16.5	18.4	29.3	17.7	13.1	20.2	18.1	21.1	14.1	11.8	15.2	18.6	17.7	18.3	
15/OLDER	50.4	77.2	39.5	72.9	36.2	75.0	29.6	68.1	22.5	2.8	2.3	85.7	70.5	67.1	19.5	69.5	35.9	69.3	25.6	67.1	18.4	
15	16.5	15.6	9.7	16.0	16.4	20.5	16.0	22.1	7.8	2.8	1.1	27.3	23.8	24.2	4.2	10.9	16.6	22.1	6.5	22.0	9.5	
16	16.1	38.8	10.7	28.2	6.7	27.4	5.1	21.4	7.8	-	-	27.1	26.3	18.7	8.3	31.6	11.6	19.6	10.3	23.0	4.5	
17	12.6	7.5	16.1	21.7	7.5	21.5	7.0	16.8	6.1	-	1.2	21.3	17.8	17.2	7.0	13.4	7.7	16.2	7.4	17.3	4.4	
18/OLDER	5.1	15.3	3.1	7.0	5.5	5.6	1.4	7.9	0.8	-	-	10.0	2.6	7.0	-	13.6	-	11.4	1.4	4.8	-	
REFUSED	0.9	-	-	2.4	0.9	0.7	-	1.0	0.7	-	-	1.2	2.3	0.7	-	-	-	1.5	1.2	0.5	-	
Mean	14.51	15.43	13.94	15.40	13.96	15.53	13.60	15.23	13.39	12.85	12.60	15.88	15.31	15.22	13.31	15.31	13.62	15.30	13.55	15.17	13.18	

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25. HOW OLD ARE YOU?

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total	300	84	9	75	7	6	34	28	71	40	26	4	2	64	47
14/YOUNGER	48.7	46.8	56.6	45.6	64.6	66.6	50.9	30.1	8.2	10.0	7.3	-	-	45.6	8.3
10	0.5	1.7	15.1	-	-	-	-	-	-	-	-	-	-	-	-
11	6.0	2.4	9.9	1.5	16.7	-	-	-	-	-	-	-	-	1.7	-
12	11.6	7.3	20.6	5.6	32.2	-	3.0	3.6	-	-	-	-	-	3.3	-
13	13.5	10.4	11.0	10.3	-	32.9	13.9	3.6	-	-	-	-	-	12.8	-
14	17.2	25.0	-	28.2	15.7	33.6	34.1	22.8	8.2	10.0	7.3	-	-	27.8	8.3
15/OLDER	50.4	52.7	43.4	53.9	29.7	33.4	49.1	69.9	91.1	88.8	92.7	100.0	100.0	54.4	91.7
15	16.5	16.5	21.9	15.8	-	-	12.2	27.4	28.5	36.1	19.6	-	50.1	20.8	30.8
16	16.1	19.3	21.5	19.0	-	16.1	18.4	25.0	28.9	38.9	16.5	24.4	-	15.9	26.1
17	12.6	11.6	-	13.0	29.7	17.4	12.3	9.0	22.5	13.8	29.2	52.2	49.9	12.7	24.1
18/OLDER	5.1	5.3	-	6.0	-	-	6.1	8.5	11.2	-	27.3	23.4	-	4.9	10.7
REFUSED	0.9	0.5	-	0.5	5.8	-	-	-	0.6	1.2	-	-	-	-	-
Mean	14.51	14.72	13.23	14.91	13.73	14.51	14.91	15.27	16.00	15.57	16.50	16.99	16.00	14.86	15.98

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25. HOW OLD ARE YOU?

	TOTAL		AGE STARTED		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL			
	DRINKING		DRINKING		DRINKING		DRINKING						(6th-8th)				(9th-12th)			
	(AFRICAN AMR)		(MALE)		(FEMALE)		(FEMALE)													
	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH
Total	300	14	17	35	36	50	36	77	46	31	62	8	6	2	20	69	40	29	42	
14/YOUNGER	48.7	57.2	11.4	44.4	10.6	48.6	5.8	16.8	19.0	13.4	47.3	100.0	100.0	100.0	100.0	7.5	7.9	7.1	21.9	
10	0.5	-	-	4.2	-	-	-	1.9	3.1	-	-	18.7	26.0	-	-	-	-	-	-	
11	6.0	6.7	-	2.7	-	2.2	-	-	-	-	1.8	-	-	-	5.5	-	-	-	-	
12	11.6	28.3	-	5.6	-	8.5	-	3.9	4.3	3.2	8.3	38.7	35.3	47.7	25.4	-	-	-	-	
13	13.5	-	-	8.7	-	11.6	-	1.4	2.3	-	11.0	13.7	18.9	-	33.8	-	-	-	-	
14	17.2	22.2	11.4	23.2	10.6	26.2	5.8	9.7	9.3	10.2	26.3	28.8	19.8	52.3	35.3	7.5	7.9	7.1	21.9	
15/OLDER	50.4	42.8	88.6	54.5	89.4	51.4	92.9	81.5	78.0	86.6	52.7	-	-	-	-	90.5	88.8	92.9	78.1	
15	16.5	-	17.3	17.3	25.1	15.9	31.9	15.4	16.0	14.6	29.1	-	-	-	-	17.1	18.2	15.6	43.1	
16	16.1	28.9	42.8	20.1	24.7	18.8	33.1	28.7	27.2	31.0	12.3	-	-	-	-	31.9	30.9	33.3	18.2	
17	12.6	7.2	11.1	11.4	23.1	11.6	21.9	23.5	25.8	20.0	8.3	-	-	-	-	26.1	29.4	21.5	12.3	
18/OLDER	5.1	6.7	17.4	5.7	16.5	5.0	6.0	13.9	9.0	21.0	3.0	-	-	-	-	15.4	10.2	22.5	4.5	
REFUSED	0.9	-	-	1.1	-	-	1.3	1.7	2.9	-	-	-	-	-	-	1.9	3.4	-	-	
Mean	14.51	14.29	16.06	14.71	16.10	14.73	15.90	15.85	15.65	16.14	14.58	12.34	12.07	13.05	12.99	16.25	16.16	16.37	15.34	

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25. HOW OLD ARE YOU?

	OFTEN THEY DRINK ALCOHOL (WHITE)				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				
	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
Total	300	53	32	21	46	15	8	7	13	37	19	18	27	40	27	13	35
14/YOUNGER	48.7	16.0	16.4	15.5	49.3	19.5	24.1	14.3	46.6	14.6	23.3	5.6	42.8	18.8	16.0	24.3	50.7
10	0.5	-	-	-	-	-	-	-	-	3.9	7.6	-	-	-	-	-	-
11	6.0	-	-	-	2.4	-	-	-	-	-	-	-	-	-	-	-	3.2
12	11.6	-	-	-	8.9	19.5	24.1	14.3	7.8	2.5	5.0	-	7.1	5.1	3.8	7.8	9.2
13	13.5	2.0	3.2	-	13.6	-	-	-	-	-	-	-	7.2	2.6	3.9	-	13.9
14	17.2	14.1	13.1	15.5	24.4	-	-	-	38.8	8.2	10.7	5.6	28.5	11.0	8.3	16.6	24.5
15/OLDER	50.4	82.2	80.7	84.5	50.7	80.5	75.9	85.7	53.4	81.8	69.5	94.4	57.2	81.2	84.0	75.7	49.3
15	16.5	17.9	19.5	15.2	30.8	6.5	12.2	-	15.0	16.6	21.9	11.1	28.6	14.4	11.9	19.5	29.5
16	16.1	23.4	22.6	24.8	8.8	47.8	39.1	57.8	23.8	24.0	15.7	32.6	10.8	33.1	35.2	28.8	13.5
17	12.6	25.3	29.0	19.5	11.2	12.5	12.3	12.7	-	24.9	15.8	34.4	10.9	22.1	32.9	-	6.2
18/OLDER	5.1	15.5	9.6	24.9	-	13.6	12.2	15.2	14.5	16.3	16.2	16.4	6.9	11.6	3.9	27.4	-
REFUSED	0.9	1.8	3.0	-	-	-	-	-	-	3.6	7.2	-	-	-	-	-	-
Mean	14.51	16.05	15.93	16.23	14.43	15.55	15.28	15.86	15.05	15.91	15.34	16.45	14.89	15.81	15.85	15.71	14.33

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25. HOW OLD ARE YOU?

	PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)				
	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	
Total	300	251	60	192	47	100	20	80	21	151	40	111	26
14/YOUNGER	48.7	48.9	43.9	50.5	47.8	98.0	100.0	97.5	95.3	16.4	15.6	16.7	9.5
10	0.5	0.6	2.4	-	-	1.4	7.2	-	-	-	-	-	-
11	6.0	6.8	5.2	7.2	2.0	16.0	10.7	17.3	4.5	0.6	2.4	-	-
12	11.6	10.5	6.5	11.8	17.9	26.4	19.5	28.1	40.1	-	-	-	-
13	13.5	12.5	14.3	12.0	19.2	31.5	42.6	28.7	36.3	-	-	-	5.4
14	17.2	18.5	15.4	19.5	8.7	22.7	20.0	23.4	14.4	15.7	13.2	16.7	4.1
15/OLDER	50.4	50.2	56.1	48.4	51.4	2.0	-	2.5	4.7	82.2	84.4	81.4	89.0
15	16.5	16.7	15.3	17.2	16.2	2.0	-	2.5	-	26.5	23.0	27.7	29.3
16	16.1	17.6	19.7	17.0	8.5	-	-	-	-	29.3	29.7	29.2	15.4
17	12.6	11.8	16.2	10.5	15.4	-	-	-	4.7	19.7	24.3	18.0	24.0
18/OLDER	5.1	4.1	4.9	3.8	11.3	-	-	-	-	6.7	7.4	6.5	20.3
REFUSED	0.9	0.9	-	1.2	0.8	-	-	-	-	1.5	-	2.0	1.5
Mean	14.51	14.48	14.70	14.41	14.64	12.64	12.58	12.66	12.84	15.72	15.78	15.69	16.11

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25. HOW OLD ARE YOU?

	PARENTS TALK ABOUT DRINKING ALCOHOL (WHITE)				PARENTS TALK ABOUT DRINKING ALCOHOL (AFRICAN AMERICAN)				PARENTS TALK ABOUT DRINKING ALCOHOL (MALE)				PARENTS TALK ABOUT DRINKING ALCOHOL (FEMALE)				TALK W/PARENT LAST FEW MONTHS		TALK W/PARENT LAST FEW MTHS (6th-8th)		
	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO	
Total	300	174	36	138	31	52	14	38	9	123	28	95	29	129	32	97	17	174	126	58	63
14/YOUNGER	48.7	48.7	51.1	48.0	56.2	47.7	28.0	55.0	29.7	50.0	53.8	48.9	41.9	47.9	35.2	52.1	57.9	43.2	56.7	96.5	98.5
10	0.5	-	-	-	-	-	-	-	-	1.2	5.2	-	-	-	-	-	-	0.8	-	2.5	-
11	6.0	5.5	5.9	5.3	3.1	11.5	7.0	13.1	-	6.5	7.2	6.3	3.2	7.0	3.5	8.2	-	4.3	8.3	11.4	16.4
12	11.6	10.4	5.4	11.7	19.5	13.2	13.9	13.0	20.2	11.9	10.4	12.3	16.1	9.2	3.2	11.2	20.9	12.0	11.1	36.1	22.0
13	13.5	12.0	14.5	11.3	23.2	9.5	7.1	10.4	-	11.2	13.4	10.5	16.2	13.8	15.0	13.5	24.3	9.1	19.7	25.1	38.9
14	17.2	20.8	25.4	19.6	10.3	13.5	-	18.5	9.5	19.3	17.7	19.7	6.4	17.8	13.5	19.2	12.7	17.0	17.6	21.5	21.1
15/OLDER	50.4	50.8	48.9	51.3	43.8	52.3	72.0	45.0	70.3	48.6	46.2	49.3	56.8	51.8	64.8	47.5	42.1	56.3	41.9	3.5	1.5
15	16.5	17.1	14.4	17.8	16.9	11.6	7.1	13.2	20.7	14.8	7.2	17.1	18.4	18.5	22.4	17.2	12.4	22.5	8.4	3.5	-
16	16.1	16.4	14.6	16.9	7.0	25.5	36.2	21.5	10.4	18.3	13.9	19.6	4.7	16.9	24.8	14.3	15.2	16.3	15.9	-	-
17	12.6	13.7	17.2	12.8	9.8	7.5	14.4	5.0	29.6	9.7	14.5	8.3	20.8	13.8	17.7	12.6	6.1	12.7	12.6	-	1.5
18/OLDER	5.1	3.5	2.7	3.8	10.0	7.7	14.2	5.3	9.5	5.7	10.6	4.3	12.9	2.5	-	3.3	8.4	4.7	5.1	-	-
REFUSED	0.9	0.5	-	0.7	-	-	-	-	-	1.4	-	1.8	1.3	0.4	-	0.5	-	0.5	1.4	-	-
Mean	14.51	14.56	14.63	14.55	14.29	14.45	15.24	14.17	15.28	14.45	14.45	14.45	14.85	14.51	14.93	14.37	14.29	14.63	14.32	12.62	12.72



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25. HOW OLD ARE YOU?

	TOTAL		TALK W/PARENT LAST FEW MTHS (9th-12th)		TALK W/PARENT LAST FEW MTHS (WHITE)		TALK W/PARENT LAST FEW MTHS (AFR. AMER.)		TALK W/PARENT LAST FEW MTHS (MALE)		TALK W/PARENT LAST FEW MTHS (FEMALE)		EMBARRASSED/ AFRAID 2 TALK W/ PARENTS		EMBARRASSED/ AFRAID 2 TALK (6th-8th)		EMBARRASSED/ AFRAID 2 TALK (9th-12th)		EMBARRASSED/ AFRAID 2 TALK (WHITE)		EMBARRASSED/ AFRAID 2 TALK (AFR. AMER.)	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	116	62	118	88	33	29	86	66	88	59	147	139	54	61	94	78	96	100	31	28	
14/YOUNGER	48.7	16.8	14.1	41.8	60.0	44.8	45.1	45.9	51.6	40.6	62.4	43.8	53.4	94.5	100.0	15.0	16.9	46.2	52.2	38.1	53.8	
10	0.5	-	-	-	-	-	-	1.7	-	-	-	1.0	-	2.7	-	-	-	-	-	-	-	
11	6.0	0.8	-	1.8	9.5	11.9	7.2	5.7	6.0	3.0	10.8	5.1	7.5	12.3	17.0	1.0	-	3.3	7.2	9.4	11.1	
12	11.6	-	-	11.0	12.7	18.2	9.8	12.4	13.1	11.6	9.0	13.4	8.5	37.0	19.4	-	-	14.6	7.9	12.7	14.0	
13	13.5	1.2	-	8.9	20.0	3.0	13.7	6.9	19.0	11.3	20.4	7.1	21.4	17.0	48.7	1.5	-	6.5	21.6	3.2	14.3	
14	17.2	14.7	14.1	20.2	17.8	11.6	14.4	19.3	13.5	14.8	22.2	17.2	16.0	25.5	14.9	12.5	16.9	21.8	15.4	12.9	14.3	
15/OLDER	50.4	82.5	83.1	58.2	38.9	55.2	54.9	53.6	45.7	58.8	37.6	55.3	45.6	5.5	-	83.7	81.3	53.8	46.9	61.9	46.2	
15	16.5	32.0	16.9	22.7	9.3	18.5	6.8	16.5	14.3	28.4	1.8	20.4	13.0	3.7	-	30.0	23.3	20.6	14.2	19.5	7.1	
16	16.1	24.4	32.1	16.4	13.0	18.9	27.9	16.3	14.8	16.3	17.1	18.8	11.9	-	-	29.5	21.2	18.0	11.2	23.1	18.8	
17	12.6	19.0	23.8	13.8	13.1	11.7	10.0	13.7	10.8	11.7	14.5	11.1	14.8	1.8	-	16.5	26.4	12.0	15.3	9.7	13.5	
18/OLDER	5.1	7.0	10.3	5.2	3.5	6.1	10.1	7.1	5.8	2.4	4.3	5.0	5.9	-	-	7.8	10.5	3.2	6.2	9.7	7.0	
REFUSED	0.9	0.7	2.8	-	1.1	-	-	0.5	2.6	0.5	-	0.8	1.0	-	-	1.3	1.7	-	1.0	-	-	
Mean	14.51	15.64	15.99	14.82	14.15	14.41	14.78	14.63	14.37	14.63	14.26	14.58	14.44	12.70	12.61	15.67	15.90	14.60	14.48	14.77	14.37	

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25. HOW OLD ARE YOU?

	TOTAL		EMBARRASSED/AFRAID 2 TALK				ALCOHOL USE BY PEOPLE YOUR AGE IS...				ALCOHOL USE BY YOUR AGE (6th-8th)		ALCOHOL USE BY YOUR AGE (9th-12th)		ALCOHOL USE BY YOUR AGE (WHITE)		ALCOHOL USE BY YOUR AGE (AFR. AMER.)		ALCOHOL USE BY YOUR AGE (MALE)		ALCOHOL USE BY YOUR AGE (FEMALE)	
			(MALE)		(FEMALE)		PROB-LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.
	YES	NO	YES	NO	YES	NO																
Total	300	69	77	78	62	272	177	96	27	66	35	110	60	118	69	38	16	86	53	90	43	
14/YOUNGER	48.7	47.4	49.9	40.6	57.9	46.0	45.3	47.3	75.0	97.0	97.3	14.1	17.9	44.1	51.2	38.7	44.2	49.0	41.6	41.7	54.3	
10	0.5	2.1	-	-	-	0.5	0.8	-	-	2.2	-	-	-	-	-	-	-	1.7	-	-	-	
11	6.0	5.6	6.5	4.7	8.7	5.0	6.5	2.2	16.2	15.9	6.0	0.9	-	4.3	3.1	12.9	-	8.0	1.9	5.1	2.6	
12	11.6	15.3	11.3	11.8	5.1	11.3	13.5	7.4	14.9	35.8	19.9	-	-	13.6	8.8	15.4	6.2	15.6	9.4	11.4	5.0	
13	13.5	8.2	16.1	6.1	28.0	12.8	11.2	15.8	21.2	27.7	42.5	1.3	-	10.3	18.2	2.6	12.5	9.2	13.3	13.1	18.7	
14	17.2	16.3	15.9	18.0	16.2	16.3	13.3	21.9	22.6	15.5	28.8	11.9	17.9	15.8	21.1	7.9	25.5	14.6	17.0	12.0	28.0	
15/OLDER	50.4	51.4	48.4	58.8	42.1	53.4	54.2	51.7	22.1	3.0	2.7	85.1	80.5	55.9	47.4	61.3	55.8	50.5	56.6	57.8	45.7	
15	16.5	17.2	13.4	23.3	12.6	18.2	16.4	21.6	-	3.0	-	24.5	34.3	17.4	20.9	18.5	6.2	15.1	20.0	17.6	23.6	
16	16.1	20.3	10.2	17.4	14.0	17.4	20.4	11.9	3.5	-	-	32.6	18.9	20.9	8.7	24.5	25.5	19.4	11.7	21.3	12.1	
17	12.6	7.1	17.0	14.7	12.0	12.8	13.9	10.8	11.2	-	2.7	22.2	15.6	15.8	9.0	10.4	17.8	11.5	13.5	16.2	7.6	
18/OLDER	5.1	6.9	7.8	3.2	3.4	4.9	3.6	7.4	7.4	-	-	5.8	11.7	1.8	8.8	7.9	6.3	4.5	11.4	2.8	2.4	
REFUSED	0.9	1.1	1.8	0.6	-	0.7	0.5	1.0	3.0	-	-	0.8	1.6	-	1.4	-	-	0.5	1.8	0.5	-	
Mean	14.51	14.43	14.59	14.72	14.26	14.59	14.53	14.71	13.70	12.48	13.08	15.77	15.69	14.63	14.56	14.58	15.11	14.36	14.93	14.69	14.44	

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25. HOW OLD ARE YOU?

	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED						PARENTS TALK ALCOHOL AFFECTS ON BRAIN		PARENTS TALK ALC./BRAIN (6th-8th)		PARENTS TALK ALC./BRAIN (9th-12th)		PARENTS TALK ALC./BRAIN (WHITE)		PARENTS TALK ALC./BRAIN (AFR. AMER.)		PARENTS TALK ALC./BRAIN (MEN)		PARENTS TALK ALC./BRAIN (WOMEN)	
	17/ YOUNGER	14/ Younger	15-17	18-20	21+	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
	ER	er																		
Total	300	46	24	22	107	143	184	115	78	42	106	73	122	83	38	23	96	57	88	58
14/YOUNGER	48.7	61.8	60.8	63.0	50.1	42.9	51.0	44.6	96.2	100.0	17.8	12.7	54.1	42.9	43.0	48.1	51.8	41.9	50.2	47.3
10	0.5	3.1	5.9	-	-	-	0.8	-	1.8	-	-	-	-	-	-	-	1.5	-	-	-
11	6.0	8.6	12.2	4.6	8.2	2.9	6.3	5.6	13.6	15.2	0.9	-	5.0	5.1	10.1	9.1	8.2	1.8	4.2	9.3
12	11.6	17.4	21.0	13.5	10.5	10.9	11.7	11.6	27.6	31.7	-	-	13.2	9.5	12.7	16.9	13.2	11.6	10.0	11.5
13	13.5	9.9	4.6	15.7	15.6	12.8	12.7	14.1	28.1	38.5	1.3	-	12.1	15.8	7.7	8.6	9.0	17.3	16.6	10.9
14	17.2	22.8	17.1	29.1	15.8	16.3	19.7	13.4	25.2	14.6	15.6	12.7	23.7	12.5	12.5	13.6	19.9	11.2	19.4	15.6
15/OLDER	50.4	36.1	39.2	32.7	48.7	57.1	48.3	54.2	3.8	-	81.0	85.4	45.9	55.9	57.0	51.9	47.3	55.8	49.3	52.7
15	16.5	19.7	16.6	23.2	18.5	14.6	17.3	15.5	2.6	-	28.1	24.4	15.1	19.7	20.8	-	14.3	17.4	20.5	13.6
16	16.1	7.4	14.2	-	21.3	14.8	15.9	16.5	-	-	27.6	26.0	14.7	15.3	20.9	26.9	18.6	10.5	12.9	22.5
17	12.6	6.8	4.3	9.5	6.1	19.8	11.6	14.3	1.2	-	19.2	22.6	12.7	14.7	10.1	12.3	9.2	17.7	14.2	11.0
18/OLDER	5.1	2.1	4.1	-	2.8	8.0	3.5	7.8	-	-	6.1	12.3	3.3	6.2	5.2	12.7	5.2	10.2	1.6	5.5
REFUSED	0.9	2.1	-	4.3	1.2	-	0.7	1.2	-	-	1.2	1.9	-	1.1	-	-	0.8	2.4	0.5	-
Mean	14.51	13.80	13.67	13.95	14.30	14.92	14.40	14.70	12.75	12.53	15.63	15.97	14.43	14.70	14.50	14.72	14.34	14.88	14.47	14.52



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25. HOW OLD ARE YOU?

	DO YOU THINK UNDERAGE/DRNK		PARENTS TALK/ HURTS BRAIN/		S/R/H ADS TO STOP UNDERAGE		HEARD OF TALKITOUT.ORG		
	YES	NO	YES	NO	YES	NO	YES	NO	
Total	300	274	24	263	33	161	136	103	197
14/YOUNGER	48.7	50.0	36.2	51.7	24.4	51.3	45.3	39.9	53.4
10	0.5	0.5	-	0.5	-	0.9	-	1.4	-
11	6.0	5.8	8.9	6.0	6.2	9.2	2.2	3.9	7.0
12	11.6	12.4	4.0	11.8	8.5	11.1	12.4	10.3	12.3
13	13.5	14.1	8.2	14.6	3.1	11.1	15.9	8.0	16.4
14	17.2	17.2	15.1	18.8	6.6	19.0	14.7	16.3	17.7
15/OLDER	50.4	49.3	60.5	47.5	75.6	47.3	54.4	58.8	46.0
15	16.5	16.6	17.8	16.5	18.2	16.1	17.4	18.2	15.6
16	16.1	16.1	17.5	15.1	26.1	15.5	17.1	18.8	14.7
17	12.6	11.7	20.8	10.8	28.6	10.5	14.7	11.7	13.1
18/OLDER	5.1	4.9	4.4	5.1	2.8	5.1	5.3	10.1	2.6
REFUSED	0.9	0.7	3.3	0.8	-	1.4	0.3	1.3	0.6
Mean	14.51	14.46	14.93	14.41	15.29	14.35	14.69	14.86	14.33



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25. HOW OLD ARE YOU?

	TOTAL	AGE											WHITE		AFRICAN AMER.		MALE		FEMALE	
		14/ YOUN- GER	10	11	12	13	14	15/ OLDER	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER
Total	300	146	1	18	35	40	52	151	50	48	38	15	102	103	28	34	74	77	73	74
14/YOUNGER	48.7	100.0	100.0	100.0	100.0	100.0	100.0	-	-	-	-	-	100.0	-	100.0	-	100.0	-	100.0	-
10	0.5	1.0	100.0	-	-	-	-	-	-	-	-	-	-	-	-	-	2.0	-	-	-
11	6.0	12.3	-	100.0	-	-	-	-	-	-	-	-	10.3	-	21.6	-	12.1	-	12.4	-
12	11.6	23.8	-	-	100.0	-	-	-	-	-	-	-	23.6	-	31.8	-	26.2	-	21.3	-
13	13.5	27.7	-	-	-	100.0	-	-	-	-	-	-	27.4	-	17.8	-	25.1	-	30.3	-
14	17.2	35.3	-	-	-	-	100.0	-	-	-	-	-	38.7	-	28.8	-	34.6	-	36.0	-
15/OLDER	50.4	-	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0	-	100.0	-	100.0	-	100.0	-	100.0
15	16.5	-	-	-	-	-	-	32.8	100.0	-	-	-	-	34.0	-	23.6	-	30.6	-	35.2
16	16.1	-	-	-	-	-	-	31.9	-	100.0	-	-	-	29.9	-	42.1	-	30.9	-	33.0
17	12.6	-	-	-	-	-	-	25.0	-	-	100.0	-	-	27.1	-	19.8	-	24.6	-	25.5
18/OLDER	5.1	-	-	-	-	-	-	10.2	-	-	-	100.0	-	9.0	-	14.5	-	14.0	-	6.3
REFUSED	0.9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	14.51	12.84	10.00	11.00	12.00	13.00	14.00	16.13	15.00	16.00	17.00	18.00	12.95	16.11	12.54	16.25	12.78	16.22	12.90	16.03



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25. HOW OLD ARE YOU?

	TOTAL	RACE					MALE	FEMALE	GENDER			
		HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total	300	20	206	61	4	5	106	36	100	26	153	147
14/YOUNGER	48.7	57.1	49.6	44.9	51.8	55.3	47.6	46.1	51.6	43.4	48.1	49.4
10	0.5	7.3	-	-	-	-	-	-	-	-	0.9	-
11	6.0	7.6	5.1	9.7	-	-	4.7	10.9	5.4	8.1	5.8	6.1
12	11.6	7.1	11.7	14.3	-	9.2	14.7	10.6	8.6	19.4	12.6	10.5
13	13.5	21.1	13.6	8.0	26.6	37.4	10.3	11.1	17.0	3.8	12.1	15.0
14	17.2	14.0	19.2	12.9	25.2	8.7	17.8	13.5	20.6	12.2	16.7	17.8
15/OLDER	50.4	42.9	50.0	55.1	48.2	44.7	51.5	53.9	48.4	56.6	50.5	50.3
15	16.5	21.7	17.0	13.0	25.2	26.1	16.9	13.6	17.1	12.1	15.4	17.7
16	16.1	7.3	14.9	23.2	-	18.7	15.8	19.1	14.1	28.7	15.6	16.6
17	12.6	13.9	13.5	10.9	-	-	13.1	10.4	14.0	11.6	12.4	12.8
18/OLDER	5.1	-	4.5	8.0	23.0	-	5.7	10.8	3.2	4.2	7.1	3.2
REFUSED	0.9	-	0.5	-	-	-	0.9	-	-	-	1.4	0.3
Mean	14.51	13.91	14.53	14.58	14.91	14.08	14.57	14.61	14.49	14.54	14.54	14.48



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

	TOTAL	AREA												
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST
Total	300	96	39	11	46	85	36	49	52	26	26	12	34	21
YES	6.6	4.5	-	25.6	3.3	8.3	3.9	11.6	8.0	5.2	10.7	-	8.3	6.8
NO	91.9	94.3	99.0	74.4	95.0	91.1	94.8	88.4	90.0	90.7	89.3	100.0	86.0	93.2
DK/REFUSED	1.5	1.2	1.0	-	1.7	0.5	1.3	-	2.0	4.1	-	-	5.7	-



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

	TOTAL	GRADE										WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO	
Total	300	121	36	33	52	179	57	42	48	32	87	118	22	39	62	91	60	87	166	133	
YES	6.6	5.9	12.0	-	5.4	7.1	12.3	3.5	8.7	-	-	-	-	-	4.5	4.5	7.3	9.8	7.6	5.4	
NO	91.9	91.6	85.0	96.9	92.8	92.0	87.7	96.5	91.3	94.8	97.6	100.0	96.0	100.0	94.0	94.2	89.2	89.7	91.9	91.8	
DK/REFUSED	1.5	2.5	2.9	3.1	1.8	0.9	-	-	-	5.2	2.4	-	4.0	-	1.5	1.3	3.5	0.5	0.5	2.9	



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

	TOTAL		TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)		
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	
Total	300	32	89	134	44	116	89	32	30	78	75	88	58	120	163	17	98	103	65	80	117		
YES	6.6	8.7	4.9	7.4	6.3	-	-	-	-	7.1	1.8	8.1	9.9	8.2	6.1	16.0	4.5	6.8	8.6	-	-		
NO	91.9	91.3	91.7	92.0	91.8	100.0	97.7	100.0	96.9	91.9	96.5	91.9	85.7	91.1	92.1	84.0	93.4	92.3	90.1	100.0	98.2		
DK/REFUSED	1.5	-	3.4	0.6	1.9	-	2.3	-	3.1	1.0	1.7	-	4.4	0.7	1.8	-	2.1	0.8	1.2	-	1.8		



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

	TOTAL		THINK IT'S OKAY TO DRINK (AFR. AMER.)		THINK IT'S OKAY TO DRINK (MALE)		THINK IT'S OKAY TO DRINK (FEMALE)		KNOW PEOPLE/ TRIED ALCOHOL		KNOW PEOPLE/ TRIED ALCOHOL (6th-8th)		KNOW PEOPLE/ TRIED ALCOHOL (9th-12th)		KNOW PEOPLE/ TRIED ALCOHOL (WHITE)		KNOW PEOPLE/ TRIED ALCOHOL (AFR. AMER.)		KNOW PEOPLE/ TRIED ALCOHOL (MALE)		KNOW PEOPLE/ TRIED ALCOHOL (FEMALE)	
	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	26	30	57	89	64	74	184	115	39	81	145	34	132	74	36	24	87	66	97	49	
YES	6.6	-	-	9.8	1.5	6.7	11.6	4.6	9.8	3.7	7.0	4.9	16.4	-	-	-	-	3.2	6.2	5.9	14.6	
NO	91.9	100.0	100.0	89.5	97.6	92.5	85.5	94.3	87.8	93.7	90.5	94.5	81.3	99.2	98.6	100.0	96.3	96.4	91.2	92.5	83.3	
DK/REFUSED	1.5	-	-	0.7	0.9	0.7	2.8	1.0	2.4	2.6	2.4	0.6	2.3	0.8	1.4	-	3.7	0.4	2.6	1.5	2.2	

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

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL										AGE STARTED DRINKING (WHITE)			
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total	300	84	9	75	7	6	34	28	71	40	26	4	2	64	47
YES	6.6	3.4	15.1	1.9	-	-	-	5.1	7.9	10.7	5.4	-	-	-	-
NO	91.9	96.1	84.9	97.6	94.2	100.0	100.0	94.9	91.5	88.1	94.6	100.0	100.0	100.0	100.0
DK/REFUSED	1.5	0.5	-	0.5	5.8	-	-	-	0.6	1.2	-	-	-	-	-



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

	TOTAL		AGE STARTED		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL			
	DRINKING		DRINKING		DRINKING		DRINKING		(6th-8th)				(9th-12th)							
	(AFRICAN AMR)		(MALE)		(FEMALE)		(FEMALE)		LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/
	YOUN- GER	OVER	YOUN- GER	OVER	YOUN- GER	OVER	YOUN- GER	OVER	ONCE/A MONTH	Once/A Week	Once/A Month	ONCE/A MONTH	ONCE/A MONTH	Once/A Week	Once/A Month	ONCE/A MONTH	ONCE/A MONTH	Once/A Week	Once/A Month	ONCE/A MONTH
Total	300	14	17	35	36	50	36	77	46	31	62	8	6	2	20	69	40	29	42	
YES	6.6	-	-	4.2	3.8	2.9	12.0	9.2	9.4	8.9	2.3	18.7	26.0	-	-	8.1	7.1	9.6	3.4	
NO	91.9	100.0	100.0	94.7	96.2	97.1	86.7	90.3	89.8	91.1	96.0	81.3	74.0	100.0	94.9	91.3	91.9	90.4	96.6	
DK/REFUSED	1.5	-	-	1.1	-	-	1.3	0.5	0.8	-	1.7	-	-	-	5.1	0.6	1.0	-	-	



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

	OFTEN THEY DRINK ALCOHOL (WHITE)				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				
	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	
Total	300	53	32	21	46	15	8	7	13	37	19	18	27	40	27	13	35
YES	6.6	-	-	-	-	-	-	-	-	7.5	7.6	7.4	-	10.7	10.6	11.0	4.1
NO	91.9	100.0	100.0	100.0	97.8	100.0	100.0	100.0	100.0	91.4	90.3	92.6	100.0	89.3	89.4	89.0	92.9
DK/REFUSED	1.5	-	-	-	2.2	-	-	-	-	1.0	2.1	-	-	-	-	-	3.0



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

	PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)				
	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	
Total	300	251	60	192	47	100	20	80	21	151	40	111	26
YES	6.6	6.8	11.8	5.2	5.9	7.1	13.9	5.4	-	6.6	10.8	5.1	10.6
NO	91.9	91.9	88.2	93.0	91.3	90.8	86.1	92.0	95.6	92.6	89.2	93.8	87.9
DK/REFUSED	1.5	1.3	-	1.7	2.8	2.1	-	2.6	4.4	0.8	-	1.1	1.5



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

	PARENTS TALK ABOUT DRINKING ALCOHOL (WHITE)				PARENTS TALK ABOUT DRINKING ALCOHOL (AFRICAN AMERICAN)				PARENTS TALK ABOUT DRINKING ALCOHOL (MALE)				PARENTS TALK ABOUT DRINKING ALCOHOL (FEMALE)				TALK W/PARENT LAST FEW MONTHS		TALK W/PARENT LAST FEW MTHS (6th-8th)		
	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO	
Total	300	174	36	138	31	52	14	38	9	123	28	95	29	129	32	97	17	174	126	58	63
YES	6.6	-	-	-	-	-	-	-	-	3.4	10.0	1.4	9.4	10.0	13.4	8.9	-	9.0	3.3	10.1	2.1
NO	91.9	98.8	100.0	98.5	100.0	100.0	100.0	100.0	90.5	96.0	90.0	97.7	86.2	88.0	86.6	88.5	100.0	89.9	94.4	88.4	94.6
DK/REFUSED	1.5	1.2	-	1.5	-	-	-	-	9.5	0.6	-	0.8	4.4	2.0	-	2.6	-	1.0	2.3	1.6	3.3



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

	TALK W/PARENT LAST FEW MTHS (9th-12th)		TALK W/PARENT LAST FEW MTHS (WHITE)		TALK W/PARENT LAST FEW MTHS (AFR. AMER.)		TALK W/PARENT LAST FEW MTHS (MALE)		TALK W/PARENT LAST FEW MTHS (FEMALE)		EMBARRASSED/ AFRAID 2 TALK W/ PARENTS		EMBARRASSED/ AFRAID 2 TALK (6th-8th)		EMBARRASSED/ AFRAID 2 TALK (9th-12th)		EMBARRASSED/ AFRAID 2 TALK (WHITE)		EMBARRASSED/ AFRAID 2 TALK (AFR. AMER.)		
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
Total	300	116	62	118	88	33	29	86	66	88	59	147	139	54	61	94	78	96	100	31	28
YES	6.6	8.5	4.5	-	-	-	-	4.9	4.1	13.1	2.4	8.7	5.1	10.6	2.4	7.6	7.2	-	-	-	-
NO	91.9	90.7	94.3	100.0	97.6	97.2	100.0	93.6	94.7	86.4	94.1	89.9	93.9	87.7	95.9	91.1	92.3	100.0	98.9	97.1	100.0
DK/REFUSED	1.5	0.7	1.3	-	2.4	2.8	-	1.5	1.2	0.5	3.5	1.5	1.1	1.7	1.7	1.3	0.5	-	1.1	2.9	-



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

	EMBARRASSED/ AFRAID 2 TALK (MALE)		EMBARRASSED/ AFRAID 2 TALK (FEMALE)		ALCOHOL USE BY PEOPLE YOUR AGE IS...				ALCOHOL USE BY YOUR AGE (6th-8th)		ALCOHOL USE BY YOUR AGE (9th-12th)		ALCOHOL USE BY YOUR AGE (WHITE)		ALCOHOL USE BY YOUR AGE (AFR. AMER.)		ALCOHOL USE BY YOUR AGE (MALE)		ALCOHOL USE BY YOUR AGE (FEMALE)		
	YES	NO	YES	NO	PROB- LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.
Total	300	69	77	78	62	272	177	96	27	66	35	110	60	118	69	38	16	86	53	90	43
YES	6.6	6.0	3.5	11.0	7.0	7.3	7.2	7.4	-	10.7	-	5.1	11.7	-	-	-	-	6.4	2.6	8.0	13.3
NO	91.9	91.5	96.0	88.4	91.3	91.7	91.7	91.7	93.2	87.7	97.4	94.1	88.3	99.1	100.0	100.0	94.2	93.1	95.7	90.3	86.7
DK/REFUSED	1.5	2.4	0.5	0.6	1.7	1.0	1.1	0.9	6.8	1.6	2.6	0.8	-	0.9	-	-	5.8	0.5	1.7	1.7	-



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

TOTAL	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					PARENTS TALK ALCOHOL AFFECTS ON BRAIN		PARENTS TALK ALC./BRAIN (6th-8th)		PARENTS TALK ALC./BRAIN (9th-12th)		PARENTS TALK ALC./BRAIN (WHITE)		PARENTS TALK ALC./BRAIN (AFR. AMER.)		PARENTS TALK ALC./BRAIN (MEN)		PARENTS TALK ALC./BRAIN (WOMEN)		
	17/	14/	15-17	18-20	21+	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
	YOUNG- ER	Young er																		
Total	300	46	24	22	107	143	184	115	78	42	106	73	122	83	38	23	96	57	88	58
YES	6.6	9.2	11.9	6.3	8.0	4.9	8.5	3.6	7.3	3.4	9.3	3.8	-	-	-	-	5.8	2.4	11.4	4.9
NO	91.9	88.5	88.1	89.0	90.0	95.1	90.4	94.2	91.5	91.7	89.5	95.7	100.0	97.5	97.6	100.0	92.5	96.9	88.1	91.5
DK/REFUSED	1.5	2.2	-	4.7	2.0	-	1.2	2.2	1.2	5.0	1.2	0.5	-	2.5	2.4	-	1.8	0.7	0.5	3.6

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

TOTAL	DO YOU THINK		PARENTS TALK/		S/R/H ADS TO		HEARD OF		
	YES	NO	YES	NO	YES	NO	YES	NO	
	UNDERAGE/DRNK		HURTS BRAIN/		STOP UNDERAGE		TALKITOUT.ORG		
	AFFECTS BRAIN		HELP STOP		DRINKING				
Total	300	274	24	263	33	161	136	103	197
YES	6.6	6.7	6.0	6.5	8.4	8.8	4.1	6.8	6.5
NO	91.9	91.9	90.7	91.9	91.6	89.2	94.9	91.8	91.9
DK/REFUSED	1.5	1.4	3.3	1.6	-	2.0	1.0	1.4	1.6



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

	TOTAL	AGE											WHITE		AFRICAN AMER.		MALE		FEMALE	
		14/ YOUN- GER	10	11	12	13	14	15/ OLDER	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER
Total	300	146	1	18	35	40	52	151	50	48	38	15	102	103	28	34	74	77	73	74
YES	6.6	7.7	100.0	8.4	4.0	10.3	5.4	5.6	8.7	3.0	7.3	-	-	-	-	-	7.5	1.8	7.9	9.7
NO	91.9	90.2	-	85.7	93.0	89.7	92.9	94.4	91.3	97.0	92.7	100.0	97.9	100.0	96.7	100.0	91.2	98.2	89.2	90.3
DK/REFUSED	1.5	2.0	-	5.9	3.0	-	1.8	-	-	-	-	-	2.1	-	3.3	-	1.2	-	2.9	-



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

	TOTAL	RACE					MALE	FEMALE			GENDER	
		HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total	300	20	206	61	4	5	106	36	100	26	153	147
YES	6.6	100.0	-	-	-	-	-	-	-	-	4.5	8.8
NO	91.9	-	99.0	98.5	100.0	100.0	100.0	97.5	97.9	100.0	94.1	89.5
DK/REFUSED	1.5	-	1.0	1.5	-	-	-	2.5	2.1	-	1.4	1.7



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27. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	AREA													
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	
Total	300	96	39	11	46	85	36	49	52	26	26	12	34	21	
HISPANIC	6.6	4.5	-	25.6	3.3	8.3	3.9	11.6	8.0	5.2	10.7	-	8.3	6.8	
WHITE	68.6	62.8	71.3	44.8	59.8	65.3	62.2	67.6	73.7	78.2	69.3	92.3	69.3	81.3	
AFRICAN AMERICAN	20.5	27.5	21.3	26.1	33.1	21.1	30.4	14.2	14.7	14.8	14.7	7.7	22.4	4.8	
ASIAN	1.3	1.1	2.7	-	-	2.3	-	4.0	1.7	-	3.5	-	-	-	
OTHER	1.7	2.0	2.5	-	2.1	2.1	1.2	2.7	1.8	1.8	1.8	-	-	2.2	
DK/REFUSED	1.3	2.1	2.2	3.5	1.7	1.0	2.3	-	-	-	-	-	-	4.8	



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27. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	GRADE										WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO	
Total	300	121	36	33	52	179	57	42	48	32	87	118	22	39	62	91	60	87	166	133	
HISPANIC	6.6	5.9	12.0	-	5.4	7.1	12.3	3.5	8.7	-	-	-	-	-	4.5	4.5	7.3	9.8	7.6	5.4	
WHITE	68.6	72.3	59.2	76.6	78.7	66.1	62.5	69.7	61.2	75.3	100.0	100.0	-	-	70.7	68.3	73.9	63.8	69.8	66.9	
AFRICAN AMERICAN	20.5	18.6	27.5	17.6	13.0	21.8	19.5	21.4	29.0	15.5	-	-	100.0	100.0	23.4	23.1	13.6	20.4	19.3	22.2	
ASIAN	1.3	0.9	-	3.1	-	1.6	3.4	-	-	2.8	-	-	-	-	-	1.0	1.7	2.2	0.6	2.2	
OTHER	1.7	2.0	1.3	2.7	1.9	1.5	2.4	3.3	-	-	-	-	-	-	1.4	1.4	2.6	1.6	1.2	2.4	
DK/REFUSED	1.3	0.4	-	-	0.9	1.9	-	2.1	1.1	6.4	-	-	-	-	-	1.7	0.8	2.1	1.5	1.0	



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27. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)		
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	
Total	300	32	89	134	44	116	89	32	30	78	75	88	58	120	163	17	98	103	65	80	117
HISPANIC	6.6	8.7	4.9	7.4	6.3	-	-	-	-	7.1	1.8	8.1	9.9	8.2	6.1	16.0	4.5	6.8	8.6	-	-
WHITE	68.6	68.4	73.7	70.1	53.2	100.0	100.0	-	-	71.1	67.3	68.6	66.3	66.3	71.8	47.4	79.0	69.5	61.1	100.0	100.0
AFRICAN AMERICAN	20.5	21.3	17.6	18.8	31.4	-	-	100.0	100.0	19.7	26.9	18.9	16.1	21.7	18.2	33.6	14.1	19.7	24.2	-	-
ASIAN	1.3	-	1.2	0.7	4.2	-	-	-	-	-	1.2	1.1	3.5	0.8	1.2	-	1.1	1.0	1.4	-	-
OTHER	1.7	1.7	2.1	1.0	3.0	-	-	-	-	0.6	2.3	1.7	2.5	1.2	1.9	3.1	1.4	0.9	2.7	-	-
DK/REFUSED	1.3	-	0.5	1.9	1.9	-	-	-	-	1.5	0.5	1.6	1.6	1.8	0.8	-	-	2.1	2.0	-	-



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27. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL		THINK IT'S OKAY TO DRINK (AFR. AMER.)		THINK IT'S OKAY TO DRINK (MALE)		THINK IT'S OKAY TO DRINK (FEMALE)		KNOW PEOPLE/ TRIED ALCOHOL		KNOW PEOPLE/ TRIED ALCOHOL (6th-8th)		KNOW PEOPLE/ TRIED ALCOHOL (9th-12th)		KNOW PEOPLE/ TRIED ALCOHOL (WHITE)		KNOW PEOPLE/ TRIED ALCOHOL (AFR. AMER.)		KNOW PEOPLE/ TRIED ALCOHOL (MALE)		KNOW PEOPLE/ TRIED ALCOHOL (FEMALE)	
	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	26	30	57	89	64	74	184	115	39	81	145	34	132	74	36	24	87	66	97	49	
HISPANIC	6.6	-	-	9.8	1.5	6.7	11.6	4.6	9.8	3.7	7.0	4.9	16.4	-	-	-	-	3.2	6.2	5.9	14.6	
WHITE	68.6	-	-	63.1	74.8	69.1	68.3	71.7	64.2	77.2	70.8	70.2	48.6	100.0	100.0	-	-	75.0	61.6	68.7	67.7	
AFRICAN AMERICAN	20.5	100.0	100.0	25.8	19.4	18.1	16.7	19.6	21.2	17.7	18.0	20.1	28.8	-	-	100.0	100.0	19.9	27.6	19.4	12.6	
ASIAN	1.3	-	-	-	1.0	1.5	1.4	1.1	1.7	-	1.3	1.4	2.6	-	-	-	-	-	1.4	2.0	2.1	
OTHER	1.7	-	-	-	2.4	2.3	1.3	1.5	2.0	1.4	2.3	1.6	1.2	-	-	-	-	1.0	1.9	2.0	2.0	
DK/REFUSED	1.3	-	-	1.4	0.9	2.1	0.7	1.4	1.1	-	0.6	1.8	2.3	-	-	-	-	0.9	1.2	1.9	1.0	



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27. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total	300	84	9	75	7	6	34	28	71	40	26	4	2	64	47
HISPANIC	6.6	3.4	15.1	1.9	-	-	-	5.1	7.9	10.7	5.4	-	-	-	-
WHITE	68.6	76.6	43.7	80.7	63.8	83.9	83.0	81.3	66.1	67.6	59.8	76.6	100.0	100.0	100.0
AFRICAN AMERICAN	20.5	16.7	41.1	13.6	30.4	16.1	15.4	7.0	24.0	18.0	34.8	23.4	-	-	-
ASIAN	1.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OTHER	1.7	1.8	-	2.0	-	-	1.6	3.4	0.7	1.2	-	-	-	-	-
DK/REFUSED	1.3	1.5	-	1.7	5.8	-	-	3.2	1.4	2.5	-	-	-	-	-



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27. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL		AGE STARTED		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL			
	DRINKING		DRINKING		DRINKING		DRINKING		(6th-8th)				(9th-12th)							
	(AFRICAN AMR)		(MALE)		(FEMALE)		(FEMALE)		LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/
	YOUN-	OVER	YOUN-	OVER	YOUN-	OVER	YOUN-	OVER	ONCE/A	Once/A	Once/A	ONCE/A	ONCE/A	Once/A	Once/A	ONCE/A	ONCE/A	Once/A	Once/A	ONCE/A
	GER		GER		GER		GER		MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH
Total	300	14	17	35	36	50	36	77	46	31	62	8	6	2	20	69	40	29	42	
HISPANIC	6.6	-	-	4.2	3.8	2.9	12.0	9.2	9.4	8.9	2.3	18.7	26.0	-	-	8.1	7.1	9.6	3.4	
WHITE	68.6	-	-	78.0	74.8	75.6	57.5	68.8	71.0	65.5	74.3	42.5	38.7	52.3	87.4	71.7	75.4	66.5	68.0	
AFRICAN AMERICAN	20.5	100.0	100.0	16.8	21.5	16.7	26.5	19.8	17.7	22.7	21.0	38.7	35.3	47.7	10.0	17.7	15.3	20.9	26.3	
ASIAN	1.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
OTHER	1.7	-	-	-	-	3.0	1.3	0.6	1.0	-	2.4	-	-	-	2.6	0.7	1.2	-	2.2	
DK/REFUSED	1.3	-	-	1.1	-	1.8	2.7	1.7	0.8	2.9	-	-	-	-	-	1.9	1.0	3.1	-	

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27. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	OFTEN THEY DRINK ALCOHOL (WHITE)				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				
	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
Total	300	53	32	21	46	15	8	7	13	37	19	18	27	40	27	13	35
HISPANIC	6.6	-	-	-	-	-	-	-	-	7.5	7.6	7.4	-	10.7	10.6	11.0	4.1
WHITE	68.6	100.0	100.0	100.0	100.0	-	-	-	-	75.8	74.8	76.8	78.9	62.2	68.3	49.7	70.6
AFRICAN AMERICAN	20.5	-	-	-	-	100.0	100.0	100.0	100.0	15.6	15.5	15.7	21.1	23.6	19.3	32.4	21.0
ASIAN	1.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OTHER	1.7	-	-	-	-	-	-	-	-	-	-	-	-	1.2	1.8	-	4.2
DK/REFUSED	1.3	-	-	-	-	-	-	-	-	1.0	2.1	-	-	2.3	-	6.9	-



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27. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)				
	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	
Total	300	251	60	192	47	100	20	80	21	151	40	111	26
HISPANIC	6.6	6.8	11.8	5.2	5.9	7.1	13.9	5.4	-	6.6	10.8	5.1	10.6
WHITE	68.6	69.3	60.9	72.0	65.4	71.3	66.9	72.4	77.3	68.1	57.9	71.7	55.9
AFRICAN AMERICAN	20.5	20.7	23.3	19.9	20.3	18.7	14.7	19.7	18.2	22.0	27.7	20.0	22.1
ASIAN	1.3	0.8	1.6	0.5	1.9	1.0	-	1.3	-	0.6	2.5	-	3.5
OTHER	1.7	1.3	2.3	1.0	3.9	1.4	4.6	0.7	4.5	1.2	1.2	1.2	3.5
DK/REFUSED	1.3	1.1	-	1.4	2.5	0.5	-	0.6	-	1.5	-	2.0	4.5



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27. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	PARENTS TALK ABOUT DRINKING ALCOHOL (WHITE)				PARENTS TALK ABOUT DRINKING ALCOHOL (AFRICAN AMERICAN)				PARENTS TALK ABOUT DRINKING ALCOHOL (MALE)				PARENTS TALK ABOUT DRINKING ALCOHOL (FEMALE)				TALK W/PARENT LAST FEW MONTHS		TALK W/PARENT LAST FEW MTHS (6th-8th)		
	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO	
Total	300	174	36	138	31	52	14	38	9	123	28	95	29	129	32	97	17	174	126	58	63
HISPANIC	6.6	-	-	-	-	-	-	-	-	3.4	10.0	1.4	9.4	10.0	13.4	8.9	-	9.0	3.3	10.1	2.1
WHITE	68.6	100.0	100.0	100.0	100.0	-	-	-	-	72.9	60.7	76.5	53.0	65.9	61.1	67.5	86.6	68.1	69.8	66.2	77.8
AFRICAN AMERICAN	20.5	-	-	-	-	100.0	100.0	100.0	100.0	22.1	28.0	20.3	29.0	19.4	19.3	19.4	5.7	18.8	23.0	20.2	17.1
ASIAN	1.3	-	-	-	-	-	-	-	-	-	-	-	3.1	1.6	3.1	1.1	-	0.6	1.6	-	1.6
OTHER	1.7	-	-	-	-	-	-	-	-	1.0	1.4	0.9	3.0	1.6	3.1	1.0	5.5	2.2	1.0	3.5	0.6
DK/REFUSED	1.3	-	-	-	-	-	-	-	-	0.6	-	0.8	2.6	1.5	-	2.0	2.3	1.3	1.3	-	0.8



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27. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TALK W/PARENT LAST FEW MTHS (9th-12th)		TALK W/PARENT LAST FEW MTHS (WHITE)		TALK W/PARENT LAST FEW MTHS (AFR. AMER.)		TALK W/PARENT LAST FEW MTHS (MALE)		TALK W/PARENT LAST FEW MTHS (FEMALE)		EMBARRASSED/ AFRAID 2 TALK W/ PARENTS		EMBARRASSED/ AFRAID 2 TALK (6th-8th)		EMBARRASSED/ AFRAID 2 TALK (9th-12th)		EMBARRASSED/ AFRAID 2 TALK (WHITE)		EMBARRASSED/ AFRAID 2 TALK (AFR. AMER.)		
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
Total	300	116	62	118	88	33	29	86	66	88	59	147	139	54	61	94	78	96	100	31	28
HISPANIC	6.6	8.5	4.5	-	-	-	-	4.9	4.1	13.1	2.4	8.7	5.1	10.6	2.4	7.6	7.2	-	-	-	-
WHITE	68.6	69.0	61.6	100.0	100.0	-	-	71.4	67.3	64.8	72.5	65.1	72.5	69.6	73.9	62.6	71.4	100.0	100.0	-	-
AFRICAN AMERICAN	20.5	18.1	29.0	-	-	100.0	100.0	21.2	26.2	16.5	19.4	20.9	20.0	17.9	19.6	22.6	20.4	-	-	100.0	100.0
ASIAN	1.3	0.8	1.6	-	-	-	-	-	-	1.1	3.4	1.3	0.7	-	1.7	2.0	-	-	-	-	-
OTHER	1.7	1.6	1.4	-	-	-	-	1.6	1.2	2.8	0.8	1.9	1.0	1.9	1.6	2.0	0.6	-	-	-	-
DK/REFUSED	1.3	1.9	1.9	-	-	-	-	0.9	1.2	1.7	1.5	2.1	0.6	-	0.8	3.2	0.5	-	-	-	-

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27. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	EMBARRASSED/AFRAID 2 TALK (MALE)		EMBARRASSED/AFRAID 2 TALK (FEMALE)		ALCOHOL USE BY PEOPLE YOUR AGE IS...				ALCOHOL USE BY YOUR AGE (6th-8th)		ALCOHOL USE BY YOUR AGE (9th-12th)		ALCOHOL USE BY YOUR AGE (WHITE)		ALCOHOL USE BY YOUR AGE (AFR. AMER.)		ALCOHOL USE BY YOUR AGE (MALE)		ALCOHOL USE BY YOUR AGE (FEMALE)		
	YES	NO	YES	NO	PROB-LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	
Total	300	69	77	78	62	272	177	96	27	66	35	110	60	118	69	38	16	86	53	90	43
HISPANIC	6.6	6.0	3.5	11.0	7.0	7.3	7.2	7.4	-	10.7	-	5.1	11.7	-	-	-	-	6.4	2.6	8.0	13.3
WHITE	68.6	67.0	72.2	63.5	72.9	68.7	66.8	72.3	65.7	67.4	82.2	66.5	66.5	100.0	100.0	-	-	68.3	74.1	65.4	70.1
AFRICAN AMERICAN	20.5	23.4	22.6	18.7	16.9	19.7	21.5	16.4	29.5	17.5	16.4	23.9	16.4	-	-	100.0	100.0	22.3	21.8	20.7	9.8
ASIAN	1.3	1.3	-	1.3	1.7	1.4	1.7	1.0	-	1.6	-	1.7	1.6	-	-	-	-	1.0	-	2.2	2.3
OTHER	1.7	0.6	1.2	3.1	0.9	1.7	1.5	2.0	1.8	2.1	1.5	1.2	2.3	-	-	-	-	1.4	0.8	1.6	3.4
DK/REFUSED	1.3	1.7	0.5	2.4	0.8	1.1	1.3	0.9	3.0	0.7	-	1.6	1.5	-	-	-	-	0.5	0.7	2.0	1.2

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27. WHAT IS YOUR MAIN RACIAL BACKGROUND?

TOTAL	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					PARENTS TALK ALCOHOL AFFE- CTS ON BRAIN		PARENTS TALK ALC./BRAIN (6th-8th)		PARENTS TALK ALC./BRAIN (9th-12th)		PARENTS TALK ALC./BRAIN (WHITE)		PARENTS TALK ALC./BRAIN (AFR. AMER.)		PARENTS TALK ALC./BRAIN (MEN)		PARENTS TALK ALC./BRAIN (WOMEN)		
	17/ YOUNG- ER	14/ Young er	15-17	18-20	21+	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	

Total	300	46	24	22	107	143	184	115	78	42	106	73	122	83	38	23	96	57	88	58
HISPANIC	6.6	9.2	11.9	6.3	8.0	4.9	8.5	3.6	7.3	3.4	9.3	3.8	-	-	-	-	5.8	2.4	11.4	4.9
WHITE	68.6	60.7	38.8	84.7	71.9	68.6	66.4	72.7	73.0	72.9	61.6	72.6	100.0	100.0	-	-	66.0	74.7	66.9	70.7
AFRICAN AMERICAN	20.5	30.1	49.3	9.0	14.0	22.9	20.9	20.1	17.3	21.4	23.4	19.4	-	-	100.0	100.0	26.1	18.4	15.1	21.8
ASIAN	1.3	-	-	-	1.8	0.7	1.1	0.8	-	-	1.8	1.2	-	-	-	-	-	1.6	2.2	-
OTHER	1.7	-	-	-	2.2	1.9	1.5	2.0	2.4	1.3	0.9	2.4	-	-	-	-	0.9	2.3	2.2	1.7
DK/REFUSED	1.3	-	-	-	2.0	1.0	1.6	0.8	-	1.1	2.9	0.5	-	-	-	-	1.2	0.7	2.1	0.8

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27. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	DO YOU THINK UNDERAGE/DRNK		PARENTS TALK/ HURTS BRAIN/		S/R/H ADS TO STOP UNDERAGE		HEARD OF TALKITOUT.ORG		
	YES	NO	YES	NO	YES	NO	YES	NO	
Total	300	274	24	263	33	161	136	103	197
HISPANIC	6.6	6.7	6.0	6.5	8.4	8.8	4.1	6.8	6.5
WHITE	68.6	68.5	69.5	69.6	58.9	67.9	70.2	70.2	67.7
AFRICAN AMERICAN	20.5	20.3	21.2	19.6	29.7	19.9	21.7	19.4	21.1
ASIAN	1.3	1.4	-	1.5	-	-	1.4	-	2.0
OTHER	1.7	1.9	-	1.8	1.4	2.0	1.4	2.4	1.3
DK/REFUSED	1.3	1.1	3.3	1.1	1.5	1.4	1.2	1.1	1.4



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27. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	AGE											WHITE		AFRICAN AMER.		MALE		FEMALE	
		14/ YOUN- GER	10	11	12	13	14	15/ OLDER	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER
Total	300	146	1	18	35	40	52	151	50	48	38	15	102	103	28	34	74	77	73	74
HISPANIC	6.6	7.7	100.0	8.4	4.0	10.3	5.4	5.6	8.7	3.0	7.3	-	-	-	-	-	7.5	1.8	7.9	9.7
WHITE	68.6	69.7	-	58.3	69.3	69.0	76.5	68.1	70.6	63.7	73.6	59.9	100.0	100.0	-	-	68.5	70.6	71.0	65.3
AFRICAN AMERICAN	20.5	18.9	-	33.3	25.3	12.2	15.4	22.4	16.1	29.5	17.8	31.8	-	-	100.0	100.0	22.2	24.8	15.5	19.9
ASIAN	1.3	1.4	-	-	-	2.6	1.9	1.2	2.0	-	-	5.8	-	-	-	-	-	1.2	2.8	1.3
OTHER	1.7	1.9	-	-	1.3	4.7	0.9	1.5	2.7	2.0	-	-	-	-	-	-	1.8	1.1	2.1	1.9
DK/REFUSED	1.3	0.3	-	-	-	1.2	-	1.2	-	1.8	1.3	2.5	-	-	-	-	-	0.5	0.7	1.9



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27. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	RACE					MALE		FEMALE		GENDER	
		HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total	300	20	206	61	4	5	106	36	100	26	153	147
HISPANIC	6.6	100.0	-	-	-	-	-	-	-	-	4.5	8.8
WHITE	68.6	-	100.0	-	-	-	100.0	-	100.0	-	69.2	67.9
AFRICAN AMERICAN	20.5	-	-	100.0	-	-	-	100.0	-	100.0	23.2	17.6
ASIAN	1.3	-	-	-	100.0	-	-	-	-	-	0.6	2.0
OTHER	1.7	-	-	-	-	100.0	-	-	-	-	1.4	2.0
DK/REFUSED	1.3	-	-	-	-	-	-	-	-	-	1.0	1.6



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28. GENDER:

TOTAL	AREA													
	RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST	
Total	300	96	39	11	46	85	36	49	52	26	26	12	34	21
MALE	51.0	49.3	38.4	25.1	64.4	44.6	47.3	42.7	56.9	53.4	60.3	47.6	46.6	78.9
FEMALE	49.0	50.7	61.6	74.9	35.6	55.4	52.7	57.3	43.1	46.6	39.7	52.4	53.4	21.1



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28. GENDER:

	TOTAL										WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
	6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO	
Total	300	121	36	33	52	179	57	42	48	32	87	118	22	39	62	91	60	87	166	133
MALE	51.0	50.8	50.0	56.8	47.6	51.1	47.5	54.1	48.9	57.0	49.7	52.8	63.9	54.3	100.0	100.0	-	-	47.1	56.3
FEMALE	49.0	49.2	50.0	43.2	52.4	48.9	52.5	45.9	51.1	43.0	50.3	47.2	36.1	45.7	-	-	100.0	100.0	52.9	43.7



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28. GENDER:

	TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)		
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	
Total	300	32	89	134	44	116	89	32	30	78	75	88	58	120	163	17	98	103	65	80	117
MALE	51.0	42.0	54.0	48.3	60.9	48.0	56.6	48.2	68.2	100.0	100.0	-	-	47.1	54.5	55.0	50.2	45.7	61.0	44.8	56.8
FEMALE	49.0	58.0	46.0	51.7	39.1	52.0	43.4	51.8	31.8	-	-	100.0	100.0	52.9	45.5	45.0	49.8	54.3	39.0	55.2	43.2



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28. GENDER:

	TOTAL		THINK IT'S OKAY TO DRINK (AFR. AMER.)		THINK IT'S OKAY TO DRINK (MALE)		THINK IT'S OKAY TO DRINK (FEMALE)		KNOW PEOPLE/ TRIED ALCOHOL		KNOW PEOPLE/ TRIED ALCOHOL (6th-8th)		KNOW PEOPLE/ TRIED ALCOHOL (9th-12th)		KNOW PEOPLE/ TRIED ALCOHOL (WHITE)		KNOW PEOPLE/ TRIED ALCOHOL (AFR. AMER.)		KNOW PEOPLE/ TRIED ALCOHOL (MALE)		KNOW PEOPLE/ TRIED ALCOHOL (FEMALE)	
	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	26	30	57	89	64	74	184	115	39	81	145	34	132	74	36	24	87	66	97	49	
MALE	51.0	55.8	58.2	100.0	100.0	-	-	47.4	57.2	46.6	53.5	47.6	65.9	49.6	54.8	48.1	74.5	100.0	100.0	-	-	
FEMALE	49.0	44.2	41.8	-	-	100.0	100.0	52.6	42.8	53.4	46.5	52.4	34.1	50.4	45.2	51.9	25.5	-	-	100.0	100.0	



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28. GENDER:

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total	300	84	9	75	7	6	34	28	71	40	26	4	2	64	47
MALE	51.0	41.1	67.2	37.7	20.3	82.5	38.6	31.3	50.1	48.4	41.5	100.0	100.0	41.8	56.6
FEMALE	49.0	58.9	32.8	62.3	79.7	17.5	61.4	68.7	49.9	51.6	58.5	-	-	58.2	43.4



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28. GENDER:

	TOTAL		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				
	DRINKING		DRINKING		DRINKING						(6th-8th)				(9th-12th)				
	(AFRICAN AMR)		(MALE)		(FEMALE)														
	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	
Total	300	14	17	35	36	50	36	77	46	31	62	8	6	2	20	69	40	29	42
MALE	51.0	41.1	44.8	100.0	100.0	-	-	48.2	41.2	58.2	44.1	31.0	42.9	-	44.1	50.1	41.0	62.5	44.1
FEMALE	49.0	58.9	55.2	-	-	100.0	100.0	51.8	58.8	41.8	55.9	69.0	57.1	100.0	55.9	49.9	59.0	37.5	55.9



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28. GENDER:

	OFTEN THEY DRINK ALCOHOL (WHITE)				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				
	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	
Total	300	53	32	21	46	15	8	7	13	37	19	18	27	40	27	13	35
MALE	51.0	53.1	43.5	68.3	46.9	38.1	36.1	40.3	44.2	100.0	100.0	100.0	100.0	-	-	-	-
FEMALE	49.0	46.9	56.5	31.7	53.1	61.9	63.9	59.7	55.8	-	-	-	-	100.0	100.0	100.0	100.0



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28. GENDER:

	PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)				
	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	
Total	300	251	60	192	47	100	20	80	21	151	40	111	26
MALE	51.0	48.8	46.6	49.5	63.0	49.5	60.2	46.9	57.1	48.3	39.7	51.3	67.7
FEMALE	49.0	51.2	53.4	50.5	37.0	50.5	39.8	53.1	42.9	51.7	60.3	48.7	32.3



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28. GENDER:

	PARENTS TALK ABOUT DRINKING ALCOHOL (WHITE)				PARENTS TALK ABOUT DRINKING ALCOHOL (AFRICAN AMERICAN)				PARENTS TALK ABOUT DRINKING ALCOHOL (MALE)				PARENTS TALK ABOUT DRINKING ALCOHOL (FEMALE)				TALK W/PARENT LAST FEW MONTHS		TALK W/PARENT LAST FEW MTHS (6th-8th)		
	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO	
Total	300	174	36	138	31	52	14	38	9	123	28	95	29	129	32	97	17	174	126	58	63
MALE	51.0	51.3	46.4	52.6	51.0	52.0	55.8	50.6	89.6	100.0	100.0	100.0	100.0	-	-	-	-	49.4	52.8	47.3	54.0
FEMALE	49.0	48.7	53.6	47.4	49.0	48.0	44.2	49.4	10.4	-	-	-	-	100.0	100.0	100.0	100.0	50.6	47.2	52.7	46.0



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28. GENDER:

	TALK W/PARENT LAST FEW MTHS (9th-12th)		TALK W/PARENT LAST FEW MTHS (WHITE)		TALK W/PARENT LAST FEW MTHS (AFR. AMER.)		TALK W/PARENT LAST FEW MTHS (MALE)		TALK W/PARENT LAST FEW MTHS (FEMALE)		EMBARRASSED/ AFRAID 2 TALK W/ PARENTS		EMBARRASSED/ AFRAID 2 TALK (6th-8th)		EMBARRASSED/ AFRAID 2 TALK (9th-12th)		EMBARRASSED/ AFRAID 2 TALK (WHITE)		EMBARRASSED/ AFRAID 2 TALK (AFR. AMER.)		
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
Total	300	116	62	118	88	33	29	86	66	88	59	147	139	54	61	94	78	96	100	31	28
MALE	51.0	50.5	51.7	51.8	51.0	55.7	60.2	100.0	100.0	-	-	47.1	55.6	48.7	54.3	46.2	56.5	48.4	55.3	52.7	62.6
FEMALE	49.0	49.5	48.3	48.2	49.0	44.3	39.8	-	-	100.0	100.0	52.9	44.4	51.3	45.7	53.8	43.5	51.6	44.7	47.3	37.4



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28. GENDER:

	EMBARRASSED/ AFRAID 2 TALK (MALE)		EMBARRASSED/ AFRAID 2 TALK (FEMALE)		ALCOHOL USE BY PEOPLE YOUR AGE IS...				ALCOHOL USE BY YOUR AGE (6th-8th)		ALCOHOL USE BY YOUR AGE (9th-12th)		ALCOHOL USE BY YOUR AGE (WHITE)		ALCOHOL USE BY YOUR AGE (AFR. AMER.)		ALCOHOL USE BY YOUR AGE (MALE)		ALCOHOL USE BY YOUR AGE (FEMALE)		
	YES	NO	YES	NO	PROB- LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	
Total	300	69	77	78	62	272	177	96	27	66	35	110	60	118	69	38	16	86	53	90	43
MALE	51.0	100.0	100.0	-	-	51.1	48.9	55.1	52.4	50.0	58.9	48.3	52.9	50.0	56.5	50.8	73.2	100.0	100.0	-	-
FEMALE	49.0	-	-	100.0	100.0	48.9	51.1	44.9	47.6	50.0	41.1	51.7	47.1	50.0	43.5	49.2	26.8	-	-	100.0	100.0



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28. GENDER:

	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					PARENTS TALK ALCOHOL AFFECTS ON BRAIN		PARENTS TALK ALC./BRAIN (6th-8th)		PARENTS TALK ALC./BRAIN (9th-12th)		PARENTS TALK ALC./BRAIN (WHITE)		PARENTS TALK ALC./BRAIN (AFR. AMER.)		PARENTS TALK ALC./BRAIN (MEN)		PARENTS TALK ALC./BRAIN (WOMEN)		
	17/	14/	15-17	18-20	21+	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
	YOUNG- ER	Young er																		
Total	300	46	24	22	107	143	184	115	78	42	106	73	122	83	38	23	96	57	88	58
MALE	51.0	49.1	55.2	42.3	45.3	57.3	52.1	49.7	51.3	51.2	52.7	48.8	51.8	51.1	65.3	45.4	100.0	100.0	-	-
FEMALE	49.0	50.9	44.8	57.7	54.7	42.7	47.9	50.3	48.7	48.8	47.3	51.2	48.2	48.9	34.7	54.6	-	-	100.0	100.0



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28. GENDER:

	DO YOU THINK UNDERAGE/DRNK AFFECTS BRAIN		PARENTS TALK/ HURTS BRAIN/ HELP STOP		S/R/H ADS TO STOP UNDERAGE DRINKING		HEARD OF TALKITOUT.ORG		
	YES	NO	YES	NO	YES	NO	YES	NO	
Total	300	274	24	263	33	161	136	103	197
MALE	51.0	49.5	62.6	50.0	57.4	50.6	52.7	56.2	48.3
FEMALE	49.0	50.5	37.4	50.0	42.6	49.4	47.3	43.8	51.7



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28. GENDER:

	TOTAL	AGE											WHITE		AFRICAN AMER.		MALE		FEMALE	
		14/ YOUN- GER	10	11	12	13	14	15/ OLDER	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER
Total	300	146	1	18	35	40	52	151	50	48	38	15	102	103	28	34	74	77	73	74
MALE	51.0	50.4	100.0	49.7	55.5	45.6	49.4	51.1	47.6	49.4	50.1	70.0	49.4	53.0	59.2	56.6	100.0	100.0	-	-
FEMALE	49.0	49.6	-	50.3	44.5	54.4	50.6	48.9	52.4	50.6	49.9	30.0	50.6	47.0	40.8	43.4	-	-	100.0	100.0



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28. GENDER:

	TOTAL	RACE					MALE		FEMALE		GENDER	
		HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total	300	20	206	61	4	5	106	36	100	26	153	147
MALE	51.0	34.8	51.5	57.8	23.0	42.2	100.0	100.0	-	-	100.0	-
FEMALE	49.0	65.2	48.5	42.2	77.0	57.8	-	-	100.0	100.0	-	100.0



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29. SURVEY AREA:

	TOTAL	AREA												
		RAL- EIGH	Dur- ham & Wake	Cumbe- rland	Rest	CHARL- OTTE	Gaston Meckl- enburg	Rest	GREEN- SBORO	For- sythe/ Gulfrd	Rest	WILM- INGTON	EAST	WEST
Total	300	96	39	11	46	85	36	49	52	26	26	12	34	21
RALEIGH	32.0	100.0	100.0	100.0	100.0	-	-	-	-	-	-	-	-	-
DURHAM/WAKE	13.0	40.6	100.0	-	-	-	-	-	-	-	-	-	-	-
CUMBERLAND	3.7	11.5	-	100.0	-	-	-	-	-	-	-	-	-	-
REST	15.3	47.9	-	-	100.0	-	-	-	-	-	-	-	-	-
CHARLOTTE	28.3	-	-	-	-	100.0	100.0	100.0	-	-	-	-	-	-
GASTON/MECKLENBURG	12.0	-	-	-	-	42.4	100.0	-	-	-	-	-	-	-
REST	16.3	-	-	-	-	57.6	-	100.0	-	-	-	-	-	-
GREENSBORO	17.3	-	-	-	-	-	-	-	100.0	100.0	100.0	-	-	-
FORSYTHE/GUILFORD	8.7	-	-	-	-	-	-	-	50.0	100.0	-	-	-	-
REST	8.7	-	-	-	-	-	-	-	50.0	-	100.0	-	-	-
WILMINGTON	4.0	-	-	-	-	-	-	-	-	-	-	100.0	-	-
EAST	11.3	-	-	-	-	-	-	-	-	-	-	-	100.0	-
WEST	7.0	-	-	-	-	-	-	-	-	-	-	-	-	100.0



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29. SURVEY AREA:

	TOTAL	GRADE										WHITE		AFRICAN AMER.		MALE		FEMALE		TALKED ABOUT DRINKING ALCOHOL	
		6th-8th	6th	7th	8th	9th-12th	9th	10th	11th	12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	6th-8th	9th-12th	YES	NO	
Total	300	121	36	33	52	179	57	42	48	32	87	118	22	39	62	91	60	87	166	133	
RALEIGH	32.0	35.1	47.3	23.6	34.0	29.9	27.3	35.5	27.0	31.7	31.0	28.0	43.9	42.4	39.1	25.5	31.0	34.5	27.6	37.7	
DURHAM/WAKE	13.0	13.8	14.4	12.8	13.9	12.5	13.9	10.3	17.8	4.7	13.2	13.7	13.5	13.5	14.8	6.4	12.7	18.8	11.6	14.8	
CUMBERLAND	3.7	5.9	14.5	-	3.7	2.1	1.8	2.5	2.9	1.2	3.3	1.7	12.8	-	4.5	-	7.4	4.4	2.9	4.6	
REST	15.3	15.4	18.4	10.8	16.4	15.3	11.6	22.7	6.3	25.8	14.5	12.5	17.6	28.9	19.8	19.0	10.9	11.3	13.1	18.2	
CHARLOTTE	28.3	29.6	24.3	31.0	32.4	27.5	32.2	32.6	30.2	8.2	30.5	24.4	30.6	28.2	29.7	21.5	29.4	33.8	28.1	28.8	
GASTON/MECKLENBURG	12.0	12.1	8.6	9.2	16.3	11.9	11.2	17.4	12.8	4.9	13.4	9.0	13.0	20.6	11.3	11.0	12.9	12.9	12.5	11.5	
REST	16.3	17.5	15.7	21.7	16.0	15.6	21.1	15.1	17.4	3.3	17.1	15.3	17.7	7.6	18.4	10.5	16.5	20.9	15.7	17.3	
GREENSBORO	17.3	15.4	13.7	21.4	12.7	18.7	16.1	9.3	23.5	28.0	16.3	20.3	12.9	12.2	12.5	23.9	18.4	13.1	20.1	14.1	
FORSYTHE/GUILFORD	8.7	9.2	8.1	15.4	6.0	8.3	7.6	3.6	8.4	15.5	10.6	9.3	8.3	5.0	7.8	9.9	10.7	6.6	9.9	7.2	
REST	8.7	6.2	5.6	6.0	6.7	10.4	8.5	5.7	15.1	12.5	5.7	11.0	4.5	7.2	4.7	14.0	7.7	6.6	10.1	6.9	
WILMINGTON	4.0	5.9	2.7	5.9	8.1	2.7	3.5	2.3	2.0	3.0	7.1	4.1	4.1	-	3.1	4.2	8.8	1.2	3.6	4.5	
EAST	11.3	8.9	8.1	11.6	7.7	13.0	15.2	9.2	14.0	12.5	10.1	12.5	8.4	14.6	9.1	11.2	8.6	14.9	11.4	10.6	
WEST	7.0	5.2	4.0	6.6	5.1	8.2	5.6	11.2	3.2	16.5	5.0	10.7	-	2.6	6.5	13.7	3.8	2.5	9.2	4.4	

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29. SURVEY AREA:

	TALKED ABOUT DRINKING (6th-8th)		TALKED ABOUT DRINKING (9th-12th)		TALKED ABOUT DRINKING (WHITE)		TALKED ABOUT DRINKING (AFR. AMER.)		TALKED ABOUT DRINKING (MALE)		TALKED ABOUT DRINKING (FEMALE)		THINK IT'S OKAY TO DRINK ALCOHOL		THINK IT'S OKAY TO DRINK (6th-8th)		THINK IT'S OKAY TO DRINK (9th-12th)		THINK IT'S OKAY TO DRINK (WHITE)		
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	
Total	300	32	89	134	44	116	89	32	30	78	75	88	58	120	163	17	98	103	65	80	117
RALEIGH	32.0	30.9	36.6	26.8	39.8	27.7	31.7	32.1	54.7	25.0	37.2	30.0	38.4	31.2	33.7	20.9	39.2	32.9	25.3	28.3	30.4
DURHAM/WAKE	13.0	10.0	15.1	12.0	14.4	14.0	13.0	6.7	20.9	6.3	13.5	16.3	16.6	13.7	12.2	12.2	14.4	14.0	8.9	17.6	10.8
CUMBERLAND	3.7	6.2	5.8	2.1	2.3	1.8	3.2	3.1	6.4	-	3.7	5.5	5.9	3.2	3.8	5.7	6.3	2.7	-	1.3	2.5
REST	15.3	14.6	15.7	12.8	23.1	11.8	15.5	22.3	27.4	18.7	20.0	8.2	15.9	14.3	17.7	3.1	18.6	16.2	16.4	9.4	17.1
CHARLOTTE	28.3	27.0	30.5	28.4	25.4	23.4	31.9	34.8	22.9	19.0	30.9	36.3	26.1	29.1	26.7	41.3	26.7	27.0	26.8	23.2	29.8
GASTON/MECKLENBURG	12.0	13.2	11.7	12.3	11.1	10.3	11.8	22.1	13.2	9.8	12.5	14.9	10.2	11.4	11.8	16.7	12.0	10.5	11.6	5.5	14.5
REST	16.3	13.8	18.8	16.1	14.3	13.2	20.1	12.7	9.7	9.1	18.4	21.4	15.9	17.7	14.9	24.6	14.7	16.5	15.2	17.7	15.3
GREENSBORO	17.3	21.8	13.1	19.7	16.1	23.5	12.6	12.0	12.9	25.2	13.2	15.5	15.2	17.0	17.6	17.5	14.9	16.9	21.6	17.9	18.1
FORSYTHE/GUILFORD	8.7	15.5	6.9	8.6	7.7	11.3	8.1	9.1	3.2	12.4	5.7	7.8	9.1	7.1	9.5	11.5	9.4	6.3	9.8	6.4	11.3
REST	8.7	6.3	6.1	11.1	8.4	12.2	4.4	2.9	9.8	12.8	7.6	7.8	6.0	9.9	8.1	6.1	5.6	10.6	11.8	11.5	6.8
WILMINGTON	4.0	9.4	4.6	2.2	4.3	4.4	6.8	2.9	-	3.6	3.8	3.6	5.4	5.0	3.7	12.0	5.1	3.8	1.5	7.6	4.3
EAST	11.3	2.9	11.0	13.4	9.7	11.0	11.1	15.0	9.5	12.0	8.7	10.9	13.0	9.0	11.8	-	9.0	10.6	16.0	12.4	10.0
WEST	7.0	8.0	4.2	9.4	4.7	10.1	6.0	3.2	-	15.2	6.2	3.8	2.0	8.7	6.5	8.2	5.0	8.8	8.8	10.7	7.3



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29. SURVEY AREA:

	TOTAL		THINK IT'S OKAY TO DRINK (AFR. AMER.)		THINK IT'S OKAY TO DRINK (MALE)		THINK IT'S OKAY TO DRINK (FEMALE)		KNOW PEOPLE/ TRIED ALCOHOL (ALCOHOL)		KNOW PEOPLE/ TRIED ALCOHOL (6th-8th)		KNOW PEOPLE/ TRIED ALCOHOL (9th-12th)		KNOW PEOPLE/ TRIED ALCOHOL (WHITE)		KNOW PEOPLE/ TRIED ALCOHOL (AFR. AMER.)		KNOW PEOPLE/ TRIED ALCOHOL (MALE)		KNOW PEOPLE/ TRIED ALCOHOL (FEMALE)	
	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	26	30	57	89	64	74	184	115	39	81	145	34	132	74	36	24	87	66	97	49	
RALEIGH	32.0	46.9	44.3	27.4	35.8	34.5	31.1	29.3	35.7	33.1	35.3	28.3	36.6	27.3	32.8	39.8	45.2	29.2	33.2	29.5	38.9	
DURHAM/WAKE	13.0	7.9	17.5	9.6	10.7	17.4	13.9	12.7	13.6	10.7	15.4	13.2	9.4	13.9	12.9	11.6	16.8	9.1	10.7	15.9	17.5	
CUMBERLAND	3.7	3.8	6.4	-	3.1	6.0	4.6	3.2	3.7	5.0	5.2	2.7	-	3.0	1.3	-	7.7	1.1	2.8	5.0	4.9	
REST	15.3	35.2	20.4	17.8	22.0	11.2	12.5	13.5	18.4	17.4	14.7	12.5	27.2	10.4	18.7	28.2	20.7	19.1	19.7	8.5	16.5	
CHARLOTTE	28.3	34.6	20.3	26.0	22.9	31.9	31.3	27.2	30.4	26.8	31.2	27.3	28.3	25.2	30.1	25.5	35.7	16.2	36.2	37.2	22.6	
GASTON/MECKLENBURG	12.0	27.1	6.6	10.0	10.6	12.6	13.3	11.9	12.2	16.4	10.1	10.7	17.1	12.1	8.7	14.2	23.9	8.4	14.7	15.1	8.9	
REST	16.3	7.5	13.7	16.0	12.3	19.2	18.0	15.3	18.2	10.4	21.1	16.6	11.2	13.1	21.4	11.3	11.8	7.7	21.6	22.1	13.7	
GREENSBORO	17.3	14.7	12.9	17.6	18.8	16.4	16.2	18.6	15.5	20.4	13.2	18.1	21.0	19.1	17.9	18.6	3.8	23.6	13.7	14.0	18.0	
FORSYTHE/GUILFORD	8.7	11.1	3.2	6.8	9.2	7.4	10.0	10.0	6.6	17.7	5.2	7.9	10.0	10.7	8.5	10.6	-	13.3	3.5	7.0	10.8	
REST	8.7	3.6	9.7	10.9	9.6	9.0	6.2	8.6	8.9	2.6	8.0	10.2	11.1	8.4	9.4	8.0	3.8	10.3	10.1	7.0	7.2	
WILMINGTON	4.0	-	3.1	5.1	3.2	4.9	4.2	4.4	3.5	8.1	4.9	3.4	-	6.1	4.1	-	3.8	4.4	2.9	4.3	4.2	
EAST	11.3	3.8	15.9	8.3	10.5	9.7	13.5	11.7	10.9	5.1	10.8	13.5	11.0	12.7	9.3	13.3	11.5	11.8	8.5	11.6	14.0	
WEST	7.0	-	3.4	15.5	8.8	2.6	3.8	8.8	4.1	6.6	4.6	9.4	3.1	9.7	5.8	2.8	-	14.8	5.5	3.4	2.3	

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29. SURVEY AREA:

	TOTAL	AGE MOST OF THEM STARTED DRINKING ALCOHOL											AGE STARTED DRINKING (WHITE)		
		14/ YOUN- GER	10/ YOUN GER	11-14	11	12	13	14	OVER 15	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OVER
Total	300	84	9	75	7	6	34	28	71	40	26	4	2	64	47
RALEIGH	32.0	25.5	21.6	26.0	22.5	16.9	26.3	28.5	31.4	29.2	41.8	-	-	28.1	24.7
DURHAM/WAKE	13.0	10.8	-	12.2	5.8	16.9	6.5	19.4	14.9	15.9	16.7	-	-	13.5	13.7
CUMBERLAND	3.7	2.9	-	3.3	-	-	3.0	5.0	2.0	-	5.4	-	-	3.2	-
REST	15.3	11.8	21.6	10.6	16.7	-	16.8	4.0	14.5	13.2	19.6	-	-	11.4	11.1
CHARLOTTE	28.3	26.8	21.8	27.4	30.4	16.1	27.8	28.7	32.2	40.0	23.9	-	49.9	22.5	35.2
GASTON/MECKLENBURG	12.0	10.0	-	11.2	-	16.1	21.9	-	15.5	20.0	12.1	-	-	8.2	18.2
REST	16.3	16.8	21.8	16.2	30.4	-	5.9	28.7	16.7	20.0	11.8	-	49.9	14.3	17.1
GREENSBORO	17.3	22.1	19.7	22.4	14.5	49.7	21.3	19.7	15.0	11.9	15.6	25.0	50.1	20.5	16.8
FORSYTHE/GUILFORD	8.7	13.5	19.7	12.7	-	49.7	15.0	5.1	5.6	2.5	11.5	-	-	11.0	8.4
REST	8.7	8.5	-	9.6	14.5	-	6.2	14.6	9.4	9.4	4.1	25.0	50.1	9.6	8.4
WILMINGTON	4.0	7.3	11.0	6.8	15.7	-	3.1	10.6	-	-	-	-	-	9.5	-
EAST	11.3	5.9	-	6.7	-	-	8.9	7.0	14.8	12.3	14.7	47.8	-	7.7	14.3
WEST	7.0	12.5	25.8	10.8	17.0	17.4	12.7	5.6	6.6	6.6	4.0	27.2	-	11.7	8.9

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29. SURVEY AREA:

	TOTAL		AGE STARTED		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL			
	DRINKING		DRINKING		DRINKING		DRINKING						(6th-8th)				(9th-12th)			
	(AFRICAN AMR)		(MALE)		(FEMALE)		(FEMALE)													
	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	14/ YOUN- GER	15/ OVER	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH
Total	300	14	17	35	36	50	36	77	46	31	62	8	6	2	20	69	40	29	42	
RALEIGH	32.0	14.7	54.5	24.7	28.3	26.1	34.6	30.4	29.3	31.9	22.8	14.6	-	52.3	28.7	32.1	33.4	30.4	20.0	
DURHAM/WAKE	13.0	-	24.5	7.0	8.4	13.4	21.4	13.1	10.6	16.9	8.6	-	-	-	5.5	14.6	12.0	18.1	10.2	
CUMBERLAND	3.7	-	-	-	-	4.9	3.9	2.3	3.1	1.2	-	-	-	-	-	2.6	3.5	1.3	-	
REST	15.3	14.7	30.0	17.7	19.8	7.8	9.2	14.9	15.7	13.7	14.2	14.6	-	52.3	23.2	14.9	17.9	10.9	9.8	
CHARLOTTE	28.3	43.6	17.8	17.0	19.1	33.6	45.4	28.0	30.7	24.0	29.7	40.8	38.2	47.7	30.8	26.6	29.7	22.2	29.1	
GASTON/MECKLENBURG	12.0	22.0	11.9	8.6	8.3	10.9	22.7	9.6	11.9	6.3	15.1	14.3	19.8	-	20.8	9.1	10.8	6.8	12.4	
REST	16.3	21.6	5.9	8.4	10.8	22.7	22.7	18.3	18.8	17.6	14.6	26.5	18.4	47.7	10.0	17.4	18.9	15.4	16.8	
GREENSBORO	17.3	34.5	5.4	25.0	22.7	20.0	7.3	16.5	11.9	23.2	18.5	12.2	16.9	-	14.7	17.0	11.2	24.9	20.3	
FORSYTHE/GUILFORD	8.7	27.2	-	19.4	8.2	9.5	3.0	8.2	5.3	12.4	9.7	12.2	16.9	-	9.6	7.8	3.7	13.3	9.7	
REST	8.7	7.2	5.4	5.6	14.5	10.6	4.3	8.3	6.5	10.8	8.8	-	-	-	5.1	9.2	7.5	11.6	10.7	
WILMINGTON	4.0	-	-	5.5	-	8.4	-	3.9	6.5	-	5.0	13.7	18.9	-	10.4	2.8	4.8	-	2.5	
EAST	11.3	-	22.2	5.4	18.2	6.2	11.3	6.4	6.7	5.9	18.7	-	-	-	9.8	7.1	7.6	6.3	23.1	
WEST	7.0	7.2	-	22.3	11.7	5.6	1.4	14.9	14.8	15.0	5.2	18.7	26.0	-	5.6	14.5	13.3	16.1	5.0	

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29. SURVEY AREA:

	OFTEN THEY DRINK ALCOHOL (WHITE)				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				
	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	LEAST/ ONCE/A MONTH	Least/ Once/A Week	Least/ Once/A Month	LESS/ ONCE/A MONTH	
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
Total	300	53	32	21	46	15	8	7	13	37	19	18	27	40	27	13	35
RALEIGH	32.0	26.3	26.3	26.2	18.5	47.9	37.8	59.3	39.1	25.7	34.4	16.6	25.8	34.8	25.8	53.2	20.5
DURHAM/WAKE	13.0	14.3	13.7	15.3	7.2	14.1	-	30.2	15.7	6.5	2.1	11.2	3.6	19.3	16.5	24.9	12.6
CUMBERLAND	3.7	-	-	-	-	-	-	-	-	-	-	-	-	4.5	5.3	3.0	-
REST	15.3	12.0	12.7	10.9	11.3	33.8	37.8	29.1	23.4	19.1	32.3	5.4	22.2	11.0	4.0	25.3	7.8
CHARLOTTE	28.3	27.6	32.4	19.9	26.9	26.7	25.6	28.0	31.4	13.1	10.2	16.1	21.6	41.8	45.1	34.9	36.0
GASTON/MECKLENBURG	12.0	10.2	13.5	4.9	13.6	13.4	13.1	13.7	23.6	5.3	-	10.9	14.6	13.6	20.3	-	15.5
REST	16.3	17.4	18.9	15.0	13.3	13.4	12.6	14.3	7.8	7.8	10.2	5.3	7.0	28.1	24.8	34.9	20.5
GREENSBORO	17.3	16.8	9.2	28.8	19.7	12.9	24.2	-	14.9	24.5	15.2	34.1	21.1	9.1	9.5	8.1	16.5
FORSYTHE/GUILFORD	8.7	7.4	-	19.0	13.0	12.9	24.2	-	-	13.0	5.0	21.3	14.2	3.8	5.6	-	6.1
REST	8.7	9.5	9.2	9.9	6.7	-	-	-	14.9	11.5	10.3	12.7	6.9	5.3	3.9	8.1	10.4
WILMINGTON	4.0	5.6	9.1	-	6.8	-	-	-	-	5.2	10.2	-	-	2.6	3.9	-	9.0
EAST	11.3	5.7	6.4	4.6	21.1	12.5	12.3	12.7	14.5	5.0	-	10.1	23.9	7.7	11.4	-	14.7
WEST	7.0	18.0	16.5	20.5	7.0	-	-	-	-	26.5	29.9	23.0	7.7	4.1	4.2	3.9	3.3

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29. SURVEY AREA:

	PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)				
	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	
Total	300	251	60	192	47	100	20	80	21	151	40	111	26
RALEIGH	32.0	35.5	36.7	35.1	14.6	39.4	38.3	39.7	14.5	32.9	35.9	31.8	14.7
DURHAM/WAKE	13.0	14.9	14.5	15.1	3.2	15.5	10.2	16.8	5.3	14.5	16.6	13.8	1.5
CUMBERLAND	3.7	3.5	5.6	2.8	5.0	5.2	4.7	5.4	9.2	2.3	6.1	0.9	1.5
REST	15.3	17.1	16.6	17.2	6.5	18.6	23.5	17.4	-	16.1	13.2	17.1	11.7
CHARLOTTE	28.3	25.9	32.4	23.9	40.3	27.4	29.3	26.9	40.0	25.0	33.9	21.8	40.6
GASTON/MECKLENBURG	12.0	11.4	10.5	11.7	15.7	13.6	5.5	15.6	4.7	9.9	13.1	8.8	24.6
REST	16.3	14.5	21.8	12.3	24.6	13.8	23.8	11.3	35.3	15.0	20.8	13.0	15.9
GREENSBORO	17.3	15.7	8.3	18.0	25.1	15.6	10.1	17.0	14.4	15.7	7.3	18.7	33.6
FORSYTHE/GUILFORD	8.7	8.0	3.4	9.4	10.8	9.1	5.3	10.1	9.8	7.2	2.4	8.9	11.6
REST	8.7	7.7	4.9	8.6	14.3	6.5	4.8	6.9	4.6	8.5	4.9	9.8	22.0
WILMINGTON	4.0	4.4	6.8	3.6	2.2	6.1	15.1	3.8	5.0	3.2	2.6	3.4	-
EAST	11.3	11.3	6.5	12.8	12.1	6.9	-	8.6	18.3	14.2	9.7	15.8	7.0
WEST	7.0	7.3	9.4	6.6	5.7	4.7	7.2	4.0	7.7	9.0	10.5	8.5	4.1

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29. SURVEY AREA:

	PARENTS TALK ABOUT DRINKING ALCOHOL (WHITE)				PARENTS TALK ABOUT DRINKING ALCOHOL (AFRICAN AMERICAN)				PARENTS TALK ABOUT DRINKING ALCOHOL (MALE)				PARENTS TALK ABOUT DRINKING ALCOHOL (FEMALE)				TALK W/PARENT LAST FEW MONTHS		TALK W/PARENT LAST FEW MTHS (6th-8th)		
	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	YES	NO	YES	NO	
Total	300	174	36	138	31	52	14	38	9	123	28	95	29	129	32	97	17	174	126	58	63
RALEIGH	32.0	32.8	43.9	29.9	10.1	45.1	29.0	50.9	31.3	35.1	32.4	35.8	14.7	35.9	40.5	34.3	14.4	30.2	34.7	33.5	36.6
DURHAM/WAKE	13.0	15.3	20.8	13.9	3.6	16.0	7.7	19.0	-	11.9	7.3	13.2	1.3	17.8	20.7	16.8	6.4	10.4	16.7	6.3	20.5
CUMBERLAND	3.7	2.3	5.4	1.5	3.1	3.6	-	5.0	10.4	1.5	3.4	0.9	3.2	5.3	7.6	4.6	8.0	5.0	1.9	9.1	3.1
REST	15.3	15.2	17.7	14.5	3.4	25.5	21.3	27.0	20.9	21.7	21.8	21.7	10.2	12.7	12.2	12.9	-	14.9	16.1	18.1	13.0
CHARLOTTE	28.3	24.2	20.1	25.3	43.5	28.9	42.8	23.8	30.3	22.1	23.5	21.6	37.1	29.6	40.1	26.2	45.9	30.2	25.9	30.9	28.3
GASTON/MECKLENBURG	12.0	11.0	9.0	11.5	10.5	17.3	21.6	15.8	20.5	9.7	7.0	10.5	17.5	13.0	13.6	12.9	12.7	12.8	11.0	12.9	11.4
REST	16.3	13.2	11.1	13.8	33.0	11.6	21.2	8.0	9.8	12.4	16.5	11.2	19.6	16.6	26.5	13.3	33.2	17.5	14.9	18.0	17.0
GREENSBORO	17.3	16.8	13.6	17.7	26.3	12.9	-	17.7	9.8	16.8	13.9	17.6	27.4	14.6	3.3	18.3	21.1	15.7	19.1	14.8	16.0
FORSYTHE/GUILFORD	8.7	8.2	5.6	8.9	16.5	7.4	-	10.1	-	8.2	3.5	9.5	9.9	7.8	3.3	9.2	12.3	5.1	13.6	5.3	12.8
REST	8.7	8.6	8.0	8.8	9.8	5.5	-	7.6	9.8	8.6	10.4	8.1	17.4	6.8	-	9.1	8.9	10.5	5.4	9.5	3.2
WILMINGTON	4.0	5.8	8.6	5.0	3.4	1.8	6.6	-	-	4.7	3.3	5.1	-	4.1	9.8	2.2	6.1	5.2	2.4	8.7	3.3
EAST	11.3	11.8	5.2	13.6	9.5	9.4	14.3	7.6	28.6	9.2	6.8	9.9	15.7	13.3	6.2	15.6	6.0	10.9	12.0	5.0	12.4
WEST	7.0	8.5	8.7	8.5	7.2	2.0	7.3	-	-	12.3	20.1	10.0	5.2	2.6	-	3.4	6.6	7.8	5.9	7.1	3.5



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29. SURVEY AREA:

	TOTAL		TALK W/PARENT		TALK W/PARENT		TALK W/PARENT		TALK W/PARENT		TALK W/PARENT		EMBARRASSED/		EMBARRASSED/		EMBARRASSED/		EMBARRASSED/		EMBARRASSED/	
	LAST FEW MTHS		LAST FEW MTHS		LAST FEW MTHS		LAST FEW MTHS		LAST FEW MTHS		LAST FEW MTHS		AFRAID 2 TALK		AFRAID 2 TALK		AFRAID 2 TALK		AFRAID 2 TALK		AFRAID 2 TALK	
	(9th-12th)	(WHITE)	(WHITE)	(WHITE)	(AFR. AMER.)	(AFR. AMER.)	(AFR. AMER.)	(AFR. AMER.)	(MALE)	(MALE)	(FEMALE)	(FEMALE)	(FEMALE)	(FEMALE)	W/ PARENTS	(6th-8th)	(6th-8th)	(6th-8th)	(6th-8th)	(9th-12th)	(9th-12th)	(WHITE)
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	116	62	118	88	33	29	86	66	88	59	147	139	54	61	94	78	96	100	31	28	
RALEIGH	32.0	28.6	32.7	26.0	33.7	46.3	39.2	28.4	34.7	32.0	34.7	32.1	32.1	29.5	40.3	33.5	25.6	30.9	28.2	36.1	47.9	
DURHAM/WAKE	13.0	12.4	12.8	10.9	17.1	12.9	14.2	7.6	12.8	13.1	21.1	11.8	14.8	11.7	17.1	11.8	13.0	14.5	12.7	9.9	19.0	
CUMBERLAND	3.7	3.0	0.6	2.5	2.2	8.8	-	2.1	1.4	7.8	2.4	4.2	2.8	6.2	4.7	3.0	1.3	2.1	2.9	2.9	3.6	
REST	15.3	13.2	19.2	12.6	14.4	24.6	25.0	18.6	20.5	11.2	11.1	16.1	14.5	11.6	18.6	18.7	11.3	14.3	12.6	23.4	25.3	
CHARLOTTE	28.3	29.9	23.4	30.4	22.3	24.8	34.0	24.8	25.1	35.5	26.8	34.2	21.5	33.8	25.0	34.4	18.8	31.3	22.3	38.8	21.3	
GASTON/MECKLENBURG	12.0	12.7	10.7	12.6	8.6	15.4	20.5	11.3	11.0	14.2	11.0	16.5	7.4	13.7	10.2	18.0	5.2	15.6	6.3	22.9	14.0	
REST	16.3	17.2	12.7	17.8	13.8	9.3	13.5	13.5	14.1	21.4	15.7	17.7	14.1	20.1	14.8	16.3	13.6	15.7	16.0	15.9	7.3	
GREENSBORO	17.3	16.1	22.2	17.0	20.9	11.7	13.3	18.4	19.4	13.0	18.6	16.2	17.5	16.9	14.1	15.7	20.2	18.8	17.2	12.7	10.1	
FORSYTHE/GUILFORD	8.7	5.0	14.5	5.2	16.2	2.9	10.0	6.1	13.1	4.2	14.3	7.7	9.1	7.5	10.2	7.9	8.2	8.4	10.2	9.4	3.4	
REST	8.7	11.1	7.7	11.8	4.6	8.8	3.2	12.3	6.4	8.8	4.4	8.4	8.4	9.5	4.0	7.8	12.0	10.4	7.0	3.3	6.7	
WILMINGTON	4.0	3.4	1.5	6.8	3.5	2.8	-	5.5	1.4	4.8	3.5	2.7	5.8	5.7	6.7	1.0	5.1	4.2	7.0	-	3.3	
EAST	11.3	13.8	11.7	10.8	12.3	14.4	10.0	10.8	9.9	10.9	14.4	9.5	13.7	7.1	9.6	10.9	16.8	9.2	13.6	12.3	13.7	
WEST	7.0	8.2	8.4	9.0	7.3	-	3.5	12.0	9.4	3.7	1.9	5.3	9.5	6.9	4.2	4.4	13.6	5.6	11.6	-	3.7	



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29. SURVEY AREA:

	TOTAL		EMBARRASSED/AFRAID 2 TALK				ALCOHOL USE BY PEOPLE YOUR AGE IS...				ALCOHOL USE BY YOUR AGE (6th-8th)		ALCOHOL USE BY YOUR AGE (9th-12th)		ALCOHOL USE BY YOUR AGE (WHITE)		ALCOHOL USE BY YOUR AGE (AFR. AMER.)		ALCOHOL USE BY YOUR AGE (MALE)		ALCOHOL USE BY YOUR AGE (FEMALE)	
			(MALE)		(FEMALE)		PROB-LEM	Big Prob.	Small Prob.	NOT A PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.	BIG PROB.	SMALL PROB.
	YES	NO	YES	NO	YES	NO																
Total	300	69	77	78	62	272	177	96	27	66	35	110	60	118	69	38	16	86	53	90	43	
RALEIGH	32.0	32.2	31.1	31.9	33.3	31.1	31.4	30.7	42.2	28.7	36.7	33.0	27.2	26.7	33.7	42.8	32.7	29.9	31.7	32.8	29.5	
DURHAM/WAKE	13.0	10.7	9.8	12.7	21.1	13.0	12.3	14.4	13.5	10.0	19.1	13.6	11.6	12.7	15.5	13.6	13.1	9.4	10.4	15.1	19.2	
CUMBERLAND	3.7	1.3	2.4	6.7	3.3	3.3	5.1	-	7.4	7.8	-	3.5	-	4.2	-	2.4	-	3.2	-	6.9	-	
REST	15.3	20.2	18.9	12.5	9.0	14.8	14.0	16.4	21.2	10.9	17.5	15.9	15.7	9.9	18.2	26.8	19.6	17.3	21.3	10.8	10.3	
CHARLOTTE	28.3	29.7	19.0	38.2	24.6	29.8	30.1	29.2	14.7	32.4	34.7	28.7	26.0	30.6	23.8	26.6	43.4	23.2	26.5	36.6	32.5	
GASTON/MECKLENBURG	12.0	13.9	9.0	18.7	5.3	12.5	12.1	13.3	7.5	6.3	26.5	15.5	5.5	11.8	10.8	13.5	31.0	9.0	13.8	15.0	12.8	
REST	16.3	15.7	10.0	19.5	19.3	17.3	18.0	15.9	7.3	26.0	8.1	13.2	20.5	18.8	12.9	13.1	12.4	14.2	12.7	21.7	19.8	
GREENSBORO	17.3	19.3	17.2	13.3	17.8	17.3	19.4	13.4	18.8	21.8	8.7	17.9	16.2	20.6	14.4	15.0	6.5	21.5	15.5	17.3	10.9	
FORSYTHE/GUILFORD	8.7	9.7	8.0	6.0	10.3	9.2	10.7	6.3	3.7	12.1	8.7	9.9	4.9	12.1	7.3	7.4	6.5	11.6	5.5	9.9	7.3	
REST	8.7	9.6	9.2	7.3	7.5	8.1	8.6	7.1	15.1	9.7	-	8.0	11.2	8.5	7.1	7.6	-	9.9	9.9	7.4	3.6	
WILMINGTON	4.0	2.8	4.9	2.7	6.8	4.0	3.3	5.3	3.9	6.0	5.9	1.7	4.9	4.2	7.3	2.4	-	4.4	3.6	2.3	7.3	
EAST	11.3	9.4	12.1	9.6	15.6	10.7	9.3	13.2	18.6	7.3	8.1	10.5	16.1	10.6	10.2	10.5	17.3	10.9	8.7	7.8	18.6	
WEST	7.0	6.6	15.6	4.2	1.8	7.1	6.5	8.2	1.8	3.9	5.9	8.1	9.6	7.3	10.6	2.7	-	10.1	14.0	3.1	1.2	

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29. SURVEY AREA:

TOTAL	WHAT AGE DO YOU THINK A YOUNG PERSON'S BRAIN IS FULLY DEVELOPED					PARENTS TALK ALCOHOL AFFECTS ON BRAIN		PARENTS TALK ALC./BRAIN (6th-8th)		PARENTS TALK ALC./BRAIN (9th-12th)		PARENTS TALK ALC./BRAIN (WHITE)		PARENTS TALK ALC./BRAIN (AFR. AMER.)		PARENTS TALK ALC./BRAIN (MEN)		PARENTS TALK ALC./BRAIN (WOMEN)		
	17/	14/	15-17	18-20	21+	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
	YOUNG- ER	Young er																		
Total	300	46	24	22	107	143	184	115	78	42	106	73	122	83	38	23	96	57	88	58
RALEIGH	32.0	33.5	29.3	38.0	36.3	28.3	29.0	36.2	28.9	45.1	29.0	31.1	26.8	33.0	41.6	45.1	30.2	32.2	27.6	40.3
DURHAM/WAKE	13.0	7.0	4.6	9.6	14.4	13.6	10.1	16.9	10.0	18.6	10.2	15.8	12.2	15.4	8.1	22.5	7.4	13.8	13.1	19.8
CUMBERLAND	3.7	6.5	4.1	9.1	4.0	2.6	3.6	3.7	3.7	10.3	3.6	-	1.7	3.5	7.5	-	0.9	3.3	6.6	4.2
REST	15.3	20.0	20.7	19.3	18.0	12.1	15.2	15.6	15.2	16.2	15.2	15.3	12.9	14.1	26.0	22.7	21.9	15.1	8.0	16.2
CHARLOTTE	28.3	19.7	18.7	20.8	24.2	34.4	31.2	23.9	32.9	24.0	30.0	23.9	27.7	25.8	33.6	21.7	28.0	19.4	34.7	28.4
GASTON/MECKLENBURG	12.0	7.7	4.4	11.3	9.6	15.6	14.7	7.8	16.0	5.0	13.7	9.4	13.0	7.8	23.2	8.8	15.2	4.2	14.1	11.3
REST	16.3	12.1	14.4	9.5	14.6	18.8	16.5	16.1	16.9	19.0	16.3	14.5	14.7	18.1	10.3	12.8	12.8	15.1	20.6	17.1
GREENSBORO	17.3	12.8	12.1	13.6	18.6	17.7	15.6	20.3	13.5	19.2	17.1	20.9	18.1	19.4	7.3	21.0	16.4	24.2	14.7	16.4
FORSYTHE/GUILFORD	8.7	4.4	-	9.2	8.4	9.8	6.0	13.0	5.3	16.8	6.6	10.8	6.8	14.4	2.4	12.6	4.4	16.9	7.8	9.1
REST	8.7	8.4	12.1	4.4	10.2	7.9	9.6	7.3	8.3	2.4	10.6	10.1	11.3	5.0	4.8	8.5	12.0	7.3	7.0	7.3
WILMINGTON	4.0	10.7	8.2	13.4	1.9	2.8	4.4	3.4	7.8	2.5	1.9	4.0	5.8	4.7	2.4	-	3.0	5.0	5.9	1.8
EAST	11.3	8.6	8.0	9.3	10.4	13.2	11.8	10.6	8.8	9.2	14.1	11.5	12.7	9.6	12.5	12.2	11.7	8.1	12.0	13.1
WEST	7.0	14.7	23.7	4.8	8.5	3.6	8.0	5.5	8.0	-	7.9	8.7	8.8	7.6	2.6	-	10.7	11.1	5.0	-

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29. SURVEY AREA:

	DO YOU THINK UNDERAGE/DRNK		PARENTS TALK/ HURTS BRAIN/		S/R/H ADS TO STOP UNDERAGE		HEARD OF TALKITOUT.ORG		
	YES	NO	YES	NO	YES	NO	YES	NO	
Total	300	274	24	263	33	161	136	103	197
RALEIGH	32.0	32.5	29.9	32.8	27.9	34.5	29.0	35.4	30.2
DURHAM/WAKE	13.0	12.9	15.2	13.6	9.7	13.0	12.6	12.3	13.4
CUMBERLAND	3.7	4.0	-	3.8	3.1	2.9	4.6	4.9	3.0
REST	15.3	15.5	14.7	15.4	15.1	18.6	11.8	18.2	13.8
CHARLOTTE	28.3	29.2	17.3	29.4	22.9	31.5	24.4	26.0	29.6
GASTON/MECKLENBURG	12.0	11.7	13.0	12.9	6.3	13.4	10.6	13.5	11.2
REST	16.3	17.5	4.3	16.5	16.7	18.2	13.8	12.5	18.3
GREENSBORO	17.3	16.8	21.2	16.5	23.2	15.5	19.1	16.3	17.9
FORSYTHE/GUILFORD	8.7	8.1	12.6	8.2	13.0	7.2	9.9	10.8	7.6
REST	8.7	8.8	8.6	8.2	10.2	8.3	9.3	5.5	10.3
WILMINGTON	4.0	4.0	-	4.2	-	4.4	3.6	2.8	4.6
EAST	11.3	10.9	18.2	11.1	14.7	8.3	15.2	14.0	9.9
WEST	7.0	6.5	13.4	6.2	11.3	5.8	8.6	5.6	7.8

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29. SURVEY AREA:

	TOTAL	AGE											WHITE		AFRICAN AMER.		MALE		FEMALE	
		14/ YOUN- GER	10	11	12	13	14	15/ OLDER	15	16	17	18/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER	14/ YOUN- GER	15/ OLDER
Total	300	146	1	18	35	40	52	151	50	48	38	15	102	103	28	34	74	77	73	74
RALEIGH	32.0	33.8	-	54.9	27.1	31.8	33.6	30.0	25.8	37.4	21.1	42.3	31.9	27.0	40.0	45.4	36.2	25.3	31.5	34.9
DURHAM/WAKE	13.0	14.3	-	23.3	6.1	17.7	14.5	11.7	5.3	22.1	11.5	-	15.6	11.6	11.0	15.6	13.7	5.8	15.0	17.8
CUMBERLAND	3.7	4.3	-	-	15.1	2.5	-	3.1	3.9	2.1	3.7	2.5	2.8	2.0	7.1	2.7	2.5	1.2	6.1	5.2
REST	15.3	15.2	-	31.6	5.9	11.5	19.1	15.2	16.6	13.2	5.9	39.8	13.4	13.4	21.8	27.1	19.9	18.3	10.4	11.9
CHARLOTTE	28.3	28.8	-	22.8	39.0	30.6	23.4	28.1	41.1	32.9	13.5	6.8	27.1	27.1	36.0	23.5	29.3	21.2	28.2	35.3
GASTON/MECKLENBURG	12.0	11.6	-	17.1	11.7	13.7	8.2	12.3	17.9	15.8	5.5	-	10.4	11.5	17.9	17.7	12.6	10.0	10.5	14.7
REST	16.3	17.2	-	5.7	27.2	16.8	15.2	15.8	23.2	17.1	8.0	6.8	16.7	15.7	18.1	5.7	16.7	11.2	17.7	20.6
GREENSBORO	17.3	16.4	-	17.0	11.2	18.8	18.1	18.6	6.0	16.4	29.8	38.2	17.0	20.5	13.8	11.3	16.2	22.9	16.5	14.1
FORSYTHE/GUILFORD	8.7	9.2	-	11.1	2.7	15.3	8.5	8.3	2.1	7.3	13.3	18.7	10.1	9.8	6.8	5.8	9.7	8.8	8.8	7.8
REST	8.7	7.1	-	5.9	8.5	3.6	9.6	10.3	3.9	9.1	16.5	19.5	6.9	10.7	7.1	5.5	6.5	14.1	7.8	6.4
WILMINGTON	4.0	5.6	-	-	5.4	7.8	6.1	1.9	3.9	-	2.5	-	7.1	2.8	3.3	-	2.6	3.7	8.7	-
EAST	11.3	9.6	-	5.2	14.0	7.3	10.3	13.2	14.7	8.0	20.7	5.9	10.6	12.4	6.9	16.8	8.9	12.0	10.4	14.3
WEST	7.0	5.8	100.0	-	3.3	3.7	8.5	8.3	8.5	5.3	12.4	6.8	6.4	10.2	-	3.0	6.9	14.9	4.7	1.4

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29. SURVEY AREA:

	TOTAL	RACE					MALE	FEMALE			GENDER	
		HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total	300	20	206	61	4	5	106	36	100	26	153	147
RALEIGH	32.0	21.8	29.3	42.9	26.6	38.0	28.8	41.5	29.8	44.9	30.9	33.1
DURHAM/WAKE	13.0	-	13.5	13.5	26.6	18.9	10.6	8.3	16.6	20.7	9.8	16.3
CUMBERLAND	3.7	14.2	2.4	4.7	-	-	1.8	2.5	3.1	7.6	1.8	5.6
REST	15.3	7.6	13.4	24.8	-	19.2	16.5	30.7	10.1	16.7	19.3	11.2
CHARLOTTE	28.3	35.6	27.0	29.1	50.4	34.2	23.0	27.1	31.2	31.9	24.8	32.0
GASTON/MECKLENBURG	12.0	7.0	10.9	17.8	-	8.3	6.7	21.9	15.4	12.3	11.1	12.9
REST	16.3	28.6	16.1	11.3	50.4	25.8	16.4	5.2	15.8	19.6	13.7	19.1
GREENSBORO	17.3	21.0	18.6	12.4	23.0	18.7	19.2	15.8	18.0	7.9	19.3	15.3
FORSYTHE/GUILFORD	8.7	6.9	9.9	6.2	-	9.4	9.2	7.9	10.6	4.0	9.1	8.2
REST	8.7	14.1	8.8	6.2	23.0	9.3	10.0	7.9	7.4	3.9	10.3	7.0
WILMINGTON	4.0	-	5.4	1.5	-	-	4.5	2.6	6.3	-	3.7	4.3
EAST	11.3	14.3	11.4	12.4	-	-	11.5	10.2	11.3	15.3	10.4	12.3
WEST	7.0	7.3	8.3	1.7	-	9.2	12.9	2.9	3.4	-	10.8	3.0