

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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Apr. 11, 2017

McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

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

	TOTAL   AREA													
	RAL-  Dur-  Cumbe- Rest  CHARL- Gaston Rest  GREEN- For-  Rest  WILM-  EAST  WEST													
	EIGH	ham &	rland		OTTE	Meckl-		SBORO	sythe/		INGTON			
		Wake				enburg			Gulfrd					
Total	300	96	40	11	46	85	36	49	53	26	26	13	34	20
YES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0



## NC STATEWIDE - STUDENTS GRADES 6-12

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NC STATEWIDE - STUDENTS GRADES 6th-12th

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

[illegible]

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

	TOTAL		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		THINK IT'S		THINK IT'S		THINK IT'S		THINK IT'S	
	DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK	
	(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		ALCOHOL		(6th-8th)		(9th-12th)		(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	37	83	128	52	117	90	34	29	74	79	90	56	107	179	16	99	92	80	70	128	
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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1. TO CONFIRM, IS THERE A STUDENT IN THIS HOUSEHOLD CURRENTLY ENROLLED IN GRADES 6 THROUGH 12?

	TOTAL		THINK IT'S		THINK IT'S		THINK IT'S		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/	
	OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL			
	(AFR. AMER.)		(MALE)		(FEMALE)		ALCOHOL		(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(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	29	30	42	101	65	78	184	112	43	74	141	38	128	76	41	21	89	61	95	51	
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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NC STATEWIDE - STUDENTS GRADES 6th-12th

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	79	7	72	3	6	33	30	86	42	36	9	-	53	61
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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McLAUGHLIN & ASSOCIATES  
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1. TO CONFIRM, IS THERE A STUDENT IN THIS HOUSEHOLD CURRENTLY ENROLLED IN GRADES 6 THROUGH 12?

	TOTAL	AGE STARTED		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-	15/ OVER	14/ YOUN-	15/ OVER	14/ YOUN-	15/ OVER	LEAST/ ONCE/A	Least/ Once/A	Least/ Once/A	LESS/ ONCE/A	LEAST/ ONCE/A	Least/ Once/A	Least/ Once/A	LESS/ ONCE/A	LEAST/ ONCE/A	Least/ Once/A	Least/ Once/A	LESS/ ONCE/A
		GER		GER		GER		MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH
-----																			
Total	300	18	21	36	43	43	43	83	30	53	75	7	3	4	26	76	28	48	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

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

	TOTAL	OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				AT WHAT AGE DO YOU THINK			
		(WHITE)				(AFRICAN AMERICAN)				(MALE)				(FEMALE)				IT'S APPROPRIATE TO START			
																		DRINKING ALCOHOL			
		LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	UNDER	21/	21	22+
		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	21	OVER		
		MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH				
Total	300	53	17	36	57	22	8	14	12	36	9	27	39	47	21	26	36	59	227	201	27
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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1. TO CONFIRM, IS THERE A STUDENT IN THIS HOUSEHOLD CURRENTLY ENROLLED IN GRADES 6 THROUGH 12?

	TOTAL				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING			
					ALCOHOL				ALCOHOL				ALCOHOL			
									(6th-8th)				(9th-12th)			
	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER				
	ABOUT		times		ABOUT		times		ABOUT		times					
Total	300	250	66	184	48	101	25	76	19	150	42	108	29			
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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1. TO CONFIRM, IS THERE A STUDENT IN THIS HOUSEHOLD CURRENTLY ENROLLED IN GRADES 6 THROUGH 12?

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT	
		ALCOHOL				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	300	177	41	135	31	48	19	29	14	125	40	85	28	125	26	99	21	187	110	68	51
YES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	



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

	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		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	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
	-----																				
Total	300	118	59	128	76	39	24	95	56	91	53	126	157	43	67	84	90	89	108	24	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	100.0	100.0	100.0	100.0



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

	TOTAL		EMBARRASSED/		EMBARRASSED/		ALCOHOL USE BY PEOPLE				ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE	
	AFRAID 2 TALK		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	
	(MALE)		(FEMALE)		(FEMALE)						(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)	
	YES	NO	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.	
-----																						
Total	300	63	80	64	77	279	180	98	20	62	45	119	53	112	78	48	12	93	54	88	45	
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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1. TO CONFIRM, IS THERE A STUDENT IN THIS HOUSEHOLD CURRENTLY ENROLLED IN GRADES 6 THROUGH 12?

TOTAL	CHOICE MODEL		S/R/H ADS TO		HEARD/VISIT		
	WHEN PPL YOUR	AGE DRINK	STOP UNDERAGE	DRINKING	TALKITOUT.ORG		
	RESP.	IRRES-	YES	NO	YES	NO	
	DECI-	PONS-					
	SIONS	IBLE					
Total	300	13	282	154	141	55	245
YES	100.0	100.0	100.0	100.0	100.0	100.0	100.0



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NC STATEWIDE - STUDENTS GRADES 6th-12th

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	141	1	13	34	49	44	156	42	47	48	19	97	108	23	39	73	78	69	77
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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NC STATEWIDE - STUDENTS GRADES 6th-12th

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	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total	300	19	208	62	3	6	105	32	103	30	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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NC STATEWIDE - STUDENTS GRADES 6th-12th

## 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	40	11	46	85	36	49	53	26	26	13	34	20
6th-8th	39.9	39.5	40.1	25.4	42.4	42.0	44.3	40.3	40.4	42.5	38.3	57.4	38.7	22.9
6th	12.2	11.9	10.7	-	15.8	15.7	13.1	17.6	2.8	5.7	-	16.2	19.2	9.3
7th	12.6	11.2	12.7	12.2	9.6	12.8	13.0	12.5	15.6	13.4	17.7	28.4	13.3	-
8th	15.1	16.4	16.7	13.2	17.0	13.6	18.2	10.1	22.0	23.3	20.6	12.8	6.1	13.6
9th-12th	60.1	60.5	59.9	74.6	57.6	58.0	55.7	59.7	59.6	57.5	61.7	42.6	61.3	77.1
9th	16.7	15.4	14.8	11.5	16.8	15.2	10.2	18.9	19.7	14.7	24.7	25.0	7.4	31.5
10th	15.2	16.8	16.3	23.1	15.7	16.4	23.5	11.1	11.4	11.2	11.6	11.6	8.5	25.9
11th	15.5	18.7	18.7	28.6	16.3	13.7	15.5	12.3	12.7	19.5	5.9	5.9	23.6	7.9
12th	12.7	9.6	10.1	11.4	8.8	12.7	6.4	17.4	15.8	12.1	19.5	-	21.9	11.7
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	9.07	9.08	9.10	9.77	8.91	8.96	8.90	9.00	9.23	9.19	9.26	8.05	9.31	9.35

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## 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	120	37	38	45	180	50	46	47	38	81	127	17	45	65	88	55	92	164	135	
6th-8th	39.9	100.0	100.0	100.0	100.0	-	-	-	-	-	100.0	-	100.0	-	100.0	-	100.0	-	22.3	61.6	
6th	12.2	30.6	100.0	-	-	-	-	-	-	-	27.7	-	27.6	-	26.5	-	35.3	-	3.1	23.3	
7th	12.6	31.6	-	100.0	-	-	-	-	-	-	30.9	-	32.9	-	34.7	-	27.9	-	5.7	21.1	
8th	15.1	37.8	-	-	100.0	-	-	-	-	-	41.3	-	39.4	-	38.8	-	36.7	-	13.5	17.2	
9th-12th	60.1	-	-	-	-	100.0	100.0	100.0	100.0	100.0	-	100.0	-	100.0	-	100.0	-	100.0	77.7	38.4	
9th	16.7	-	-	-	-	27.8	100.0	-	-	-	-	30.2	-	21.8	-	30.8	-	24.9	16.9	16.6	
10th	15.2	-	-	-	-	25.3	-	100.0	-	-	-	26.9	-	18.1	-	22.1	-	28.4	20.1	8.7	
11th	15.5	-	-	-	-	25.8	-	-	100.0	-	-	19.1	-	45.0	-	28.6	-	23.1	23.1	6.3	
12th	12.7	-	-	-	-	21.1	-	-	-	100.0	-	23.7	-	15.1	-	18.5	-	23.6	17.6	6.8	
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean	9.07	7.07	6.00	7.00	8.00	10.40	9.00	10.00	11.00	12.00	7.14	10.36	7.12	10.53	7.12	10.35	7.01	10.46	9.85	8.12	



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## 2. WHAT GRADE ARE YOU IN?

	TOTAL       (6th-8th)	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	37	83	128	52	117	90	34	29	74	79	90	56	107	179	16	99	92	80	70	128
6th-8th	39.9	100.0	100.0	-	-	19.3	64.8	24.6	32.1	24.2	59.2	20.7	65.1	14.6	55.4	100.0	100.0	-	-	15.3	52.5
6th	12.2	14.1	37.8	-	-	1.1	23.5	4.5	11.6	2.8	19.1	3.5	29.2	2.2	19.1	15.4	34.4	-	-	1.8	16.5
7th	12.6	25.4	34.3	-	-	5.3	21.0	4.5	14.8	7.8	21.1	3.9	21.2	1.9	19.0	13.0	34.3	-	-	1.5	17.4
8th	15.1	60.4	27.9	-	-	13.0	20.3	15.7	5.6	13.7	19.0	13.3	14.7	10.4	17.4	71.6	31.3	-	-	12.0	18.5
9th-12th	60.1	-	-	100.0	100.0	80.7	35.2	75.4	67.9	75.8	40.8	79.3	34.9	85.4	44.6	-	-	100.0	100.0	84.7	47.5
9th	16.7	-	-	21.7	43.2	19.8	16.9	9.7	22.7	16.1	19.3	17.5	12.6	15.3	17.6	-	-	17.9	39.4	18.5	18.1
10th	15.2	-	-	25.9	22.7	22.8	7.4	9.0	17.8	19.2	6.7	20.8	11.6	18.6	13.0	-	-	21.8	29.1	20.1	13.8
11th	15.5	-	-	29.7	16.5	18.0	3.6	43.9	18.8	27.4	6.3	19.5	6.4	25.8	8.7	-	-	30.2	19.5	16.7	8.8
12th	12.7	-	-	22.7	17.6	20.1	7.4	12.7	8.7	13.0	8.5	21.5	4.2	25.8	5.4	-	-	30.2	12.0	29.4	6.8
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	9.07	7.46	6.90	10.53	10.09	9.92	8.04	9.97	9.11	9.75	8.26	9.93	7.92	10.27	8.34	7.56	6.97	10.73	10.04	10.21	8.49

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 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   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	29	30	42	101	65	78	184	112	43	74	141	38	128	76	41	21	89	61	95	51
6th-8th	39.9	-	52.1	10.5	55.0	17.3	55.9	23.5	66.2	100.0	100.0	-	-	19.9	70.2	23.5	37.1	20.8	71.7	26.0	59.7
6th	12.2	-	15.9	-	17.0	3.7	21.7	3.8	26.6	16.0	40.1	-	-	2.0	26.4	-	23.1	4.2	22.1	3.4	32.0
7th	12.6	-	18.9	-	20.5	3.1	17.0	6.0	23.9	25.7	36.1	-	-	4.9	24.9	6.8	14.0	3.5	31.6	8.4	14.5
8th	15.1	-	17.3	10.5	17.5	10.4	17.2	13.7	15.8	58.3	23.8	-	-	13.1	18.9	16.7	-	13.2	17.9	14.2	13.2
9th-12th	60.1	100.0	47.9	89.5	45.0	82.7	44.1	76.5	33.8	-	-	100.0	100.0	80.1	29.8	76.5	62.9	79.2	28.3	74.0	40.3
9th	16.7	12.1	20.5	17.5	18.6	13.8	16.2	16.7	16.4	-	-	21.8	48.5	21.4	12.9	7.9	31.0	19.5	16.2	14.0	16.7
10th	15.2	11.3	15.9	20.1	10.3	17.6	16.5	20.8	6.1	-	-	27.1	18.0	22.1	7.0	15.9	7.4	19.3	2.9	22.2	9.9
11th	15.5	53.4	11.5	33.5	8.5	20.7	8.9	22.3	4.9	-	-	29.1	14.6	17.7	2.1	39.3	18.6	27.4	1.4	17.5	9.1
12th	12.7	23.2	-	18.4	7.6	30.6	2.4	16.8	6.4	-	-	22.0	18.9	18.9	7.8	13.4	5.9	13.0	7.8	20.4	4.7
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	9.07	10.88	8.36	10.32	8.41	10.23	8.25	9.79	7.92	7.42	6.84	10.51	10.04	9.85	7.87	10.04	8.65	9.80	7.82	9.77	8.04

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 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	79	7	72	3	6	33	30	86	42	36	9	-	53	61
6th-8th	39.9	46.4	83.3	42.6	71.2	67.6	59.2	16.7	3.1	6.3	-	-	-	41.8	2.2
6th	12.2	6.2	17.1	5.1	18.7	19.7	2.2	3.8	-	-	-	-	-	4.7	-
7th	12.6	10.1	13.9	9.7	52.5	12.2	11.1	3.4	1.5	3.2	-	-	-	8.3	-
8th	15.1	30.1	52.3	27.8	-	35.6	45.9	9.4	1.5	3.2	-	-	-	28.8	2.2
9th-12th	60.1	53.6	16.7	57.4	28.8	32.4	40.8	83.3	96.9	93.7	100.0	100.0	-	58.2	97.8
9th	16.7	22.2	-	24.4	-	-	22.0	34.6	11.0	16.4	7.5	-	-	29.8	13.1
10th	15.2	17.4	6.4	18.6	28.8	17.2	16.3	20.3	22.3	30.2	13.5	20.7	-	16.8	26.8
11th	15.5	9.3	10.3	9.2	-	-	2.5	19.3	33.9	29.4	41.7	24.1	-	7.0	25.1
12th	12.7	4.7	-	5.2	-	15.2	-	9.1	29.7	17.6	37.4	55.2	-	4.6	32.8
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	9.07	8.81	7.96	8.90	7.68	8.44	8.47	9.58	10.75	10.32	11.09	11.35	-	8.85	10.73

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 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						(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	18	21	36	43	43	43	83	30	53	75	7	3	4	26	76	28	48	49
6th-8th	39.9	45.7	6.4	40.0	3.1	51.7	3.0	8.2	8.4	8.0	34.6	100.0	100.0	100.0	100.0	-	-	-	-
6th	12.2	-	-	4.8	-	7.4	-	0.9	-	1.4	6.2	10.6	-	17.0	17.8	-	-	-	-
7th	12.6	8.2	6.4	6.5	-	13.1	3.0	3.1	8.4	-	6.5	37.5	100.0	-	18.7	-	-	-	-
8th	15.1	37.5	-	28.8	3.1	31.2	-	4.2	-	6.7	21.9	51.9	-	83.0	63.4	-	-	-	-
9th-12th	60.1	54.3	93.6	60.0	96.9	48.3	97.0	91.8	91.6	92.0	65.4	-	-	-	-	100.0	100.0	100.0	100.0
9th	16.7	9.5	7.4	23.2	16.0	21.3	6.1	12.5	18.0	9.4	24.1	-	-	-	-	13.6	19.6	10.2	36.9
10th	15.2	17.9	5.3	16.3	21.1	18.4	23.5	23.7	14.8	28.8	17.5	-	-	-	-	25.8	16.2	31.3	26.8
11th	15.5	20.2	60.4	12.9	41.0	6.4	26.9	27.7	23.1	30.3	15.7	-	-	-	-	30.2	25.2	33.0	23.9
12th	12.7	6.8	20.6	7.6	18.8	2.2	40.5	27.9	35.7	23.5	8.1	-	-	-	-	30.4	39.0	25.5	12.4
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	9.07	9.25	10.75	9.09	10.56	8.58	10.93	10.50	10.51	10.49	9.20	7.41	7.00	7.66	7.46	10.77	10.84	10.74	10.12

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 2. WHAT GRADE ARE YOU IN?

	TOTAL	OFTEN THEY DRINK ALCOHOL (WHITE)				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				AT WHAT AGE DO YOU THINK IT'S APPROPRIATE TO START DRINKING ALCOHOL			
		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	UNDER 21	21/ OVER	21	22+
Total	300	53	17	36	57	22	8	14	12	36	9	27	39	47	21	26	36	59	227	201	27
6th-8th	39.9	5.1	-	7.5	30.5	6.7	17.8	-	38.9	5.3	-	7.2	30.7	10.4	12.2	8.9	38.8	40.5	39.4	35.3	70.7
6th	12.2	-	-	-	4.4	-	-	-	-	-	-	-	5.5	1.5	-	2.8	6.9	12.8	11.7	11.0	16.8
7th	12.6	-	-	-	4.5	6.7	17.8	-	11.1	-	-	-	3.9	5.4	12.2	-	9.3	10.7	12.8	9.3	38.9
8th	15.1	5.1	-	7.5	21.6	-	-	-	27.8	5.3	-	7.2	21.3	3.4	-	6.1	22.7	17.0	14.9	14.9	15.0
9th-12th	60.1	94.9	100.0	92.5	69.5	93.3	82.2	100.0	61.1	94.7	100.0	92.8	69.3	89.6	87.8	91.1	61.2	59.5	60.6	64.7	29.3
9th	16.7	13.3	22.5	8.9	31.8	14.6	18.1	12.5	-	13.1	16.3	12.0	26.8	12.1	18.7	6.8	21.2	8.9	19.0	21.1	3.7
10th	15.2	31.3	17.1	38.1	14.6	4.8	-	7.8	27.7	20.7	21.0	20.6	19.0	26.0	12.0	37.2	15.8	22.8	13.7	13.5	15.3
11th	15.5	19.7	23.1	18.1	12.4	49.1	28.3	61.7	33.3	39.7	37.9	40.3	15.6	18.4	16.4	20.0	15.8	11.7	15.6	16.7	7.7
12th	12.7	30.5	37.3	27.3	10.7	24.7	35.8	18.0	-	21.2	24.7	19.9	7.9	33.1	40.6	27.1	8.4	16.1	12.2	13.5	2.7
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	9.07	10.57	10.75	10.49	9.28	10.64	10.29	10.85	9.44	10.58	10.71	10.54	9.28	10.43	10.42	10.44	9.11	9.18	9.06	9.21	7.95

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 2. WHAT GRADE ARE YOU IN?

	TOTAL					PARENTS TALK ABOUT DRINKING					PARENTS TALK ABOUT DRINKING					PARENTS TALK ABOUT DRINKING				
	ALCOHOL					ALCOHOL					ALCOHOL					ALCOHOL				
	(6th-8th)					(6th-8th)					(9th-12th)					(9th-12th)				
	TALK ABOUT	A Lot	Some- times	NEVER		TALK ABOUT	A Lot	Some- times	NEVER		TALK ABOUT	A Lot	Some- times	NEVER		TALK ABOUT	A Lot	Some- times	NEVER	
Total	300	250	66	184	48	101	25	76	19		150	42	108	29						
6th-8th	39.9	40.2	37.2	41.3	39.3	100.0	100.0	100.0	100.0		-	-	-	-						
6th	12.2	11.2	8.2	12.2	17.9	27.8	22.2	29.6	45.6		-	-	-	-						
7th	12.6	12.4	9.5	13.5	13.9	30.9	25.5	32.6	35.3		-	-	-	-						
8th	15.1	16.6	19.5	15.6	7.5	41.4	52.4	37.8	19.1		-	-	-	-						
9th-12th	60.1	59.8	62.8	58.7	60.7	-	-	-	-		100.0	100.0	100.0	100.0						
9th	16.7	14.8	17.9	13.7	23.9	-	-	-	-		24.8	28.5	23.4	39.4						
10th	15.2	16.2	15.6	16.4	10.4	-	-	-	-		27.1	24.9	28.0	17.1						
11th	15.5	15.3	19.7	13.7	17.2	-	-	-	-		25.5	31.4	23.3	28.3						
12th	12.7	13.4	9.6	14.8	9.2	-	-	-	-		22.5	15.2	25.3	15.2						
OTHER	-	-	-	-	-	-	-	-	-		-	-	-	-						
DK/REFUSED	-	-	-	-	-	-	-	-	-		-	-	-	-						
Mean	9.07	9.12	9.21	9.09	8.83	7.14	7.30	7.08	6.74		10.46	10.33	10.50	10.19						

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 2. WHAT GRADE ARE YOU IN?

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT	
		ALCOHOL				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	300	177	41	135	31	48	19	29	14	125	40	85	28	125	26	99	21	187	110	68	51
6th-8th	39.9	38.2	42.5	36.8	43.6	30.0	17.8	38.1	21.6	41.8	37.1	44.0	44.5	38.7	37.4	39.0	32.3	36.7	46.0	100.0	100.0
6th	12.2	10.0	8.9	10.3	15.5	6.9	9.4	5.2	10.5	10.0	2.9	13.3	16.8	12.3	16.4	11.3	19.4	10.3	15.8	28.0	34.5
7th	12.6	11.3	8.1	12.3	16.4	8.7	-	14.5	11.1	14.7	13.1	15.4	14.6	10.2	4.0	11.8	12.9	10.1	16.6	27.6	36.1
8th	15.1	16.9	25.5	14.3	11.7	14.4	8.4	18.4	-	17.1	21.1	15.3	13.1	16.1	17.0	15.9	-	16.3	13.5	44.4	29.4
9th-12th	60.1	61.8	57.5	63.2	56.4	70.0	82.2	61.9	78.4	58.2	62.9	56.0	55.5	61.3	62.6	61.0	67.7	63.3	54.0	-	-
9th	16.7	17.2	14.1	18.2	25.3	12.7	31.7	-	25.6	16.6	18.6	15.6	23.3	13.1	16.8	12.1	24.8	18.1	13.6	-	-
10th	15.2	17.6	16.9	17.8	10.0	14.1	11.5	15.9	9.4	14.1	13.9	14.2	6.6	18.4	18.2	18.4	15.5	15.8	13.9	-	-
11th	15.5	11.7	18.2	9.7	11.5	32.2	26.0	36.3	32.9	16.8	23.5	13.7	15.0	13.7	13.9	13.6	20.2	15.9	14.7	-	-
12th	12.7	15.4	8.4	17.5	9.5	11.0	13.0	9.7	10.5	10.7	6.9	12.5	10.7	16.2	13.6	16.9	7.3	13.5	11.8	-	-
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	9.07	9.18	9.10	9.20	8.70	9.59	9.66	9.54	9.53	9.03	9.26	8.93	8.76	9.21	9.13	9.23	8.94	9.21	8.84	7.16	6.95

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 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
Total	300	118	59	128	76	39	24	95	56	91	53	126	157	43	67	84	90	89	108	24	35
6th-8th	39.9	-	-	35.5	45.7	23.9	34.8	40.6	44.9	32.6	47.1	33.8	42.7	100.0	100.0	-	-	33.3	42.6	20.7	29.7
6th	12.2	-	-	10.0	12.7	4.7	12.8	9.6	14.3	11.0	17.5	7.4	16.6	22.0	38.7	-	-	4.5	15.9	7.5	8.7
7th	12.6	-	-	7.6	19.2	10.7	6.8	11.2	19.7	9.0	13.4	10.1	14.8	30.0	34.7	-	-	10.0	13.3	-	16.4
8th	15.1	-	-	17.9	13.8	8.6	15.2	19.9	11.0	12.6	16.3	16.2	11.3	48.0	26.5	-	-	18.7	13.3	13.1	4.6
9th-12th	60.1	100.0	100.0	64.5	54.3	76.1	65.2	59.4	55.1	67.4	52.9	66.2	57.3	-	-	100.0	100.0	66.7	57.4	79.3	70.3
9th	16.7	28.6	25.2	19.8	15.3	20.2	8.3	18.9	16.3	17.3	10.7	14.2	19.1	-	-	21.5	33.3	16.7	19.7	7.3	22.9
10th	15.2	25.0	25.7	15.3	18.0	18.2	4.6	11.4	15.2	20.4	12.5	18.6	13.4	-	-	28.0	23.4	20.1	14.0	12.7	14.5
11th	15.5	25.1	27.3	12.1	10.7	31.2	34.2	18.1	13.2	13.7	16.4	18.8	12.9	-	-	28.4	22.6	14.6	9.4	42.5	24.9
12th	12.7	21.3	21.8	17.3	10.3	6.4	18.1	11.0	10.4	16.0	13.3	14.6	11.8	-	-	22.0	20.7	15.3	14.2	16.7	7.9
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	9.07	10.39	10.46	9.28	8.80	9.56	9.60	9.10	8.80	9.32	8.90	9.41	8.84	7.26	6.88	10.51	10.31	9.43	8.88	10.12	9.25



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 2. WHAT GRADE ARE YOU IN?

	TOTAL	EMBARRASSED/		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		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	300	63	80	64	77	279	180	98	20	62	45	119	53	112	78	48	12	93	54	88	45
6th-8th	39.9	40.9	40.6	26.8	45.0	38.4	34.2	46.0	65.0	100.0	100.0	-	-	29.7	47.8	30.2	14.6	38.6	45.6	29.6	46.4
6th	12.2	9.2	14.3	5.8	18.9	11.1	13.4	6.8	28.8	39.3	14.8	-	-	11.9	4.4	10.1	-	16.2	4.0	10.5	10.2
7th	12.6	13.5	15.3	6.9	14.3	12.4	10.8	15.3	17.0	31.4	33.3	-	-	9.1	17.9	9.3	-	11.5	18.1	10.0	12.0
8th	15.1	18.3	10.9	14.1	11.8	14.9	10.0	23.8	19.3	29.3	51.9	-	-	8.6	25.5	10.9	14.6	10.9	23.6	9.1	24.2
9th-12th	60.1	59.1	59.4	73.2	55.0	61.6	65.8	54.0	35.0	-	-	100.0	100.0	70.3	52.2	69.8	85.4	61.4	54.4	70.4	53.6
9th	16.7	15.1	21.0	13.3	17.1	17.5	20.4	12.2	7.2	-	-	30.9	22.5	22.2	15.3	20.4	-	21.8	13.2	18.9	11.0
10th	15.2	16.8	9.7	20.2	17.3	14.9	15.0	14.8	15.8	-	-	22.8	27.4	18.5	14.0	6.3	30.6	13.9	11.0	16.2	19.4
11th	15.5	16.4	16.7	21.2	9.0	16.1	16.6	15.1	8.4	-	-	25.3	27.9	13.8	9.1	28.8	54.9	14.7	21.6	18.6	7.3
12th	12.7	10.7	12.1	18.4	11.6	13.1	13.8	12.0	3.6	-	-	20.9	22.1	15.8	13.9	14.2	-	11.0	8.7	16.7	15.9
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	9.07	9.09	8.95	9.73	8.73	9.14	9.18	9.06	8.04	6.90	7.37	10.36	10.50	9.31	8.99	9.47	10.26	8.94	9.09	9.43	9.03

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 2. WHAT GRADE ARE YOU IN?

	TOTAL	CHOICE MODEL WHEN PPL YOUR AGE DRINK	S/R/H ADS TO STOP UNDERAGE DRINKING	HEARD/VISIT TALKITOUT.ORG			
		RESP. DECI- SIONS	IRRES- PONS- IBLE	YES 	NO 	YES 	NO 
Total	300	13	282	154	141	55	245
6th-8th	39.9	51.8	39.7	40.2	39.2	40.6	39.7
6th	12.2	18.1	11.7	12.9	11.8	9.4	12.8
7th	12.6	6.1	13.1	10.9	14.3	9.0	13.4
8th	15.1	27.6	14.8	16.4	13.0	22.1	13.5
9th-12th	60.1	48.2	60.3	59.8	60.8	59.4	60.3
9th	16.7	11.9	16.7	16.9	16.3	6.4	19.0
10th	15.2	11.0	15.4	15.2	15.7	11.7	16.0
11th	15.5	13.8	15.5	15.8	15.3	22.9	13.9
12th	12.7	11.5	12.7	11.8	13.6	18.4	11.4
OTHER	-	-	-	-	-	-	-
DK/REFUSED	-	-	-	-	-	-	-
Mean	9.07	8.79	9.08	9.05	9.10	9.44	8.99

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 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	141	1	13	34	49	44	156	42	47	48	19	97	108	23	39	73	78	69	77
6th-8th	39.9	81.7	100.0	100.0	100.0	96.8	45.5	0.7	2.8	-	-	-	79.8	1.1	76.2	-	84.8	1.5	78.4	-
6th	12.2	25.9	100.0	100.0	61.4	4.4	-	-	-	-	-	-	23.1	-	21.1	-	23.7	-	28.3	-
7th	12.6	24.5	-	-	32.2	48.2	-	-	-	-	-	-	23.5	-	25.1	-	28.1	-	20.6	-
8th	15.1	31.3	-	-	6.4	44.2	45.5	0.7	2.8	-	-	-	33.2	1.1	30.0	-	33.0	1.5	29.5	-
9th-12th	60.1	18.3	-	-	-	3.2	54.5	99.3	97.2	100.0	100.0	100.0	20.2	98.9	23.8	100.0	15.2	98.5	21.6	100.0
9th	16.7	16.6	-	-	-	-	52.7	17.1	58.1	4.7	-	-	17.8	19.4	23.8	10.9	13.0	22.7	20.4	11.6
10th	15.2	0.6	-	-	-	-	1.9	28.8	34.7	63.1	1.2	-	0.9	30.8	-	20.7	-	24.8	1.2	32.7
11th	15.5	-	-	-	-	-	-	29.9	1.8	32.2	63.2	3.0	-	22.4	-	51.2	-	32.2	-	27.5
12th	12.7	1.1	-	-	-	3.2	-	23.5	2.7	-	35.6	97.0	1.6	26.3	-	17.2	2.2	18.8	-	28.2
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	9.07	7.46	6.00	6.00	6.45	7.56	8.56	10.58	9.44	10.28	11.34	11.97	7.56	10.54	7.57	10.75	7.46	10.44	7.45	10.72

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 2. WHAT GRADE ARE YOU IN?

	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	19	208	62	3	6	105	32	103	30	153	147
6th-8th	39.9	70.2	39.0	28.0	71.6	60.8	41.8	28.2	36.1	27.9	42.3	37.4
6th	12.2	37.5	10.8	7.8	33.2	20.1	8.9	9.4	12.8	6.0	11.2	13.2
7th	12.6	26.1	12.1	9.2	-	-	16.6	4.1	7.5	14.7	14.7	10.5
8th	15.1	6.7	16.1	11.1	38.5	40.7	16.4	14.7	15.8	7.1	16.4	13.7
9th-12th	60.1	29.8	61.0	72.0	28.4	39.2	58.2	71.8	63.9	72.1	57.7	62.6
9th	16.7	7.4	18.4	15.7	-	10.9	21.9	13.3	14.9	18.2	17.8	15.6
10th	15.2	10.7	16.4	13.0	-	21.7	12.7	12.8	20.2	13.3	12.7	17.8
11th	15.5	7.0	11.7	32.4	28.4	-	11.2	37.9	12.2	26.4	16.5	14.5
12th	12.7	4.6	14.5	10.9	-	6.6	12.4	7.8	16.6	14.2	10.7	14.8
OTHER	-	-	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-
Mean	9.07	7.67	9.11	9.58	8.19	8.40	8.96	9.61	9.25	9.54	8.98	9.17

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

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	40	11	46	85	36	49	53	26	26	13	34	20
YES	54.8	53.3	54.3	62.1	50.3	54.4	52.2	55.9	62.9	76.4	49.5	57.8	42.8	60.1
NO	45.0	46.7	45.7	37.9	49.7	44.7	47.8	42.3	37.1	23.6	50.5	42.2	57.2	39.9
DK/REFUSED	0.3	-	-	-	-	1.0	-	1.7	-	-	-	-	-	-
Net Diff.	9.8	6.6	8.5	24.2	0.7	9.7	4.5	13.6	25.9	52.8	-1.0	15.6	-14.4	20.2

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

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	120	37	38	45	180	50	46	47	38	81	127	17	45	65	88	55	92	164	135	
YES	54.8	30.6	14.1	24.6	48.8	70.8	55.4	72.4	81.6	76.1	27.9	74.3	47.4	56.6	27.6	63.4	34.0	78.0	100.0	-	
NO	45.0	69.4	85.9	75.4	51.2	28.7	44.6	25.8	18.4	23.9	72.1	25.0	52.6	43.4	72.4	36.6	66.0	21.1	-	100.0	
DK/REFUSED	0.3	-	-	-	-	0.5	-	1.8	-	-	-	0.7	-	-	-	-	-	0.9	-	-	
Net Diff.	9.8	-38.9	-71.7	-50.7	-2.4	42.1	10.8	46.7	63.2	52.2	-44.2	49.3	-5.2	13.2	-44.7	26.8	-32.0	56.8	100.0	-100.0	

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

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

	TOTAL	TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		THINK IT'S		THINK IT'S		THINK IT'S		THINK IT'S	
		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK	
		(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		ALCOHOL		(6th-8th)		(9th-12th)		(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	300	37	83	128	52	117	90	34	29	74	79	90	56	107	179	16	99	92	80	70	128		
YES	54.8	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	76.0	41.6	51.0	27.4	80.3	59.3	80.1	42.8		
NO	45.0	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	24.0	57.9	49.0	72.6	19.7	39.7	19.9	56.6		
DK/REFUSED	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	0.5	-	-	-	1.0	-	0.6		
Net Diff.	9.8	100.0	-100.0	100.0	-100.0	100.0	-100.0	100.0	-100.0	100.0	-100.0	100.0	-100.0	52.1	-16.3	2.1	-45.2	60.6	19.6	60.2	-13.8		

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

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   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	29	30	42	101	65	78	184	112	43	74	141	38	128	76	41	21	89	61	95	51	
YES	54.8	66.7	43.0	71.1	38.1	79.3	46.2	80.7	12.0	66.7	8.9	85.0	18.2	84.4	8.8	75.0	12.5	72.5	13.5	88.3	10.3	
NO	45.0	33.3	57.0	28.9	61.9	20.7	52.8	19.3	87.2	33.3	91.1	15.0	79.6	15.6	90.1	25.0	87.5	27.5	86.5	11.7	88.0	
DK/REFUSED	0.3	-	-	-	-	-	1.1	-	0.7	-	-	-	2.2	-	1.1	-	-	-	-	-	1.6	
Net Diff.	9.8	33.4	-13.9	42.1	-23.8	58.6	-6.6	61.4	-75.2	33.4	-82.1	70.0	-61.5	68.7	-81.3	50.0	-75.0	45.0	-73.0	76.7	-77.7	



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NC STATEWIDE — STUDENTS GRADES 6–12

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McLAUGHLIN & ASSOCIATES  
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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	79	7	72	3	6	33	30	86	42	36	9	-	53	61
YES	54.8	80.3	47.0	83.7	100.0	100.0	80.9	81.7	82.9	83.3	83.6	77.8	-	81.8	86.0
NO	45.0	19.7	53.0	16.3	-	-	19.1	18.3	17.1	16.7	16.4	22.2	-	18.2	14.0
DK/REFUSED	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	9.8	60.7	-6.0	67.4	100.0	100.0	61.8	63.5	65.7	66.6	67.3	55.7	-	63.7	72.0

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McLAUGHLIN & ASSOCIATES  
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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		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	18	21	36	43	43	43	83	30	53	75	7	3	4	26	76	28	48	49
YES	54.8	85.2	69.8	78.0	70.4	82.3	95.3	92.8	96.5	90.7	69.0	67.9	59.0	73.3	60.9	95.1	100.0	92.2	73.2
NO	45.0	14.8	30.2	22.0	29.6	17.7	4.7	7.2	3.5	9.3	31.0	32.1	41.0	26.7	39.1	4.9	-	7.8	26.8
DK/REFUSED	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	9.8	70.4	39.7	56.0	40.8	64.5	90.5	85.7	93.1	81.4	37.9	35.8	18.0	46.6	21.9	90.1	100.0	84.5	46.4

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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	OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				AT WHAT AGE DO YOU THINK			
		(WHITE)				(AFRICAN AMERICAN)				(MALE)				(FEMALE)				IT'S APPROPRIATE TO START			
																		DRINKING ALCOHOL			
		LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	UNDER	21/	21	22+
		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	21	OVER		
		MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH				
Total	300	53	17	36	57	22	8	14	12	36	9	27	39	47	21	26	36	59	227	201	27
YES	54.8	93.2	100.0	89.9	78.1	94.4	100.0	91.0	35.0	88.5	100.0	84.5	55.4	96.2	95.0	97.2	83.7	58.6	54.4	58.1	27.0
NO	45.0	6.8	-	10.1	21.9	5.6	-	9.0	65.0	11.5	-	15.5	44.6	3.8	5.0	2.8	16.3	40.0	45.6	41.9	73.0
DK/REFUSED	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.4	-	-	-
Net Diff.	9.8	86.4	100.0	79.8	56.2	88.8	100.0	82.0	-29.9	77.0	100.0	69.0	10.8	92.4	90.0	94.3	67.3	18.6	8.9	16.1	-45.9

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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	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING			
		ALCOHOL				ALCOHOL				ALCOHOL			
		(6th-8th)				(9th-12th)							
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER
		ABOUT		times		ABOUT		times		ABOUT		times	
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	250	66	184	48	101	25	76	19	150	42	108	29
YES	54.8	56.1	54.5	56.7	46.3	32.8	33.9	32.4	18.7	71.9	66.7	73.9	64.2
NO	45.0	43.5	45.5	42.8	53.7	67.2	66.1	67.6	81.3	27.6	33.3	25.4	35.8
DK/REFUSED	0.3	0.3	-	0.5	-	-	-	-	-	0.6	-	0.8	-
Net Diff.	9.8	12.6	9.0	13.9	-7.4	-34.4	-32.1	-35.1	-62.7	44.3	33.3	48.5	28.4

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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	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT	
		ALCOHOL				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	300	177	41	135	31	48	19	29	14	125	40	85	28	125	26	99	21	187	110	68	51
YES	54.8	58.2	62.6	56.8	45.3	56.5	33.8	71.6	45.8	48.5	49.6	47.9	47.4	63.9	62.0	64.3	44.8	61.5	42.5	39.2	19.3
NO	45.0	41.4	37.4	42.6	54.7	43.5	66.2	28.4	54.2	51.5	50.4	52.1	52.6	35.5	38.0	34.8	55.2	38.5	56.8	60.8	80.7
DK/REFUSED	0.3	0.5	-	0.6	-	-	-	-	-	-	-	-	-	0.7	-	0.8	-	-	0.8	-	-
Net Diff.	9.8	16.8	25.2	14.2	-9.3	13.0	-32.4	43.3	-8.4	-3.1	-0.9	-4.1	-5.2	28.4	24.0	29.5	-10.4	23.1	-14.3	-21.6	-61.4

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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	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		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	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	118	59	128	76	39	24	95	56	91	53	126	157	43	67	84	90	89	108	24	35
YES	54.8	74.5	62.2	65.6	39.3	52.9	55.9	54.8	37.3	68.6	47.9	68.0	46.2	40.6	23.6	81.9	63.0	65.8	50.5	71.6	41.2
NO	45.0	25.5	36.4	34.4	59.6	47.1	44.1	45.2	62.7	31.4	50.6	31.4	53.8	59.4	76.4	17.1	37.0	33.3	49.5	28.4	58.8
DK/REFUSED	0.3	-	1.4	-	1.1	-	-	-	-	-	-	1.6	0.7	-	-	-	1.0	-	0.9	-	-
Net Diff.	9.8	49.0	25.7	31.2	-20.2	5.7	11.7	9.5	-25.4	37.2	-2.7	36.6	-7.7	-18.9	-52.8	64.9	26.0	32.5	1.0	43.2	-17.7

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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	EMBARRASSED/		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		BY YOUR AGE		BY YOUR AGE		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.
Total	300	63	80	64	77	279	180	98	20	62	45	119	53	112	78	48	12	93	54	88	45
YES	54.8	57.4	45.0	78.4	47.4	57.5	56.3	59.7	16.2	25.2	44.8	72.5	72.3	58.7	59.9	53.9	67.8	45.9	55.6	67.3	64.6
NO	45.0	42.6	55.0	20.3	52.6	42.5	43.7	40.3	79.6	74.8	55.2	27.5	27.7	41.3	40.1	46.1	32.2	54.1	44.4	32.7	35.4
DK/REFUSED	0.3	-	-	1.3	-	-	-	-	4.2	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	9.8	14.7	-10.0	58.0	-5.2	15.0	12.6	19.4	-63.4	-49.7	-10.3	45.0	44.6	17.4	19.8	7.8	35.5	-8.2	11.2	34.6	29.2

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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	CHOICE MODEL		S/R/H ADS TO		HEARD/VISIT	
		WHEN PPL YOUR	AGE DRINK	STOP UNDERAGE	DRINKING	TALKITOUT.ORG	
		RESP.	IRRES-	YES	NO	YES	NO
		DECI-	PONS-				
		SIONS	IBLE				
Total	300	13	282	154	141	55	245
YES	54.8	58.5	54.7	56.1	54.3	67.9	51.8
NO	45.0	35.0	45.3	43.9	45.1	32.1	47.8
DK/REFUSED	0.3	6.5	-	-	0.6	-	0.3
Net Diff.	9.8	23.4	9.3	12.1	9.2	35.8	4.0





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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?

	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	141	1	13	34	49	44	156	42	47	48	19	97	108	23	39	73	78	69	77
YES	54.8	34.8	-	19.0	21.6	34.1	51.0	74.0	58.7	78.7	77.7	87.0	34.3	77.1	43.7	60.0	30.7	65.7	39.2	82.3
NO	45.0	64.6	100.0	81.0	78.4	65.9	47.1	26.0	41.3	21.3	22.3	13.0	64.8	22.9	56.3	40.0	69.3	34.3	59.6	17.7
DK/REFUSED	0.3	0.6	-	-	-	-	1.9	-	-	-	-	-	0.9	-	-	-	-	-	1.2	-
Net Diff.	9.8	-29.8	-100.0	-62.0	-56.7	-31.8	3.9	48.0	17.4	57.4	55.4	74.0	-30.5	54.1	-12.5	20.0	-38.5	31.5	-20.4	64.7

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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	RACE					MALE		FEMALE		GENDER	
		HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE
Total	300	19	208	62	3	6	105	32	103	30	153	147
YES	54.8	44.6	56.2	54.0	28.4	74.9	45.5	58.8	67.2	48.9	48.3	61.5
NO	45.0	55.4	43.4	46.0	71.6	25.1	54.5	41.2	32.0	51.1	51.7	37.9
DK/REFUSED	0.3	-	0.4	-	-	-	-	-	0.8	-	-	0.6
Net Diff.	9.8	-10.7	12.9	8.0	-43.3	49.8	-8.9	17.6	35.1	-2.3	-3.5	23.6

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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	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	40	11	46	85	36	49	53	26	26	13	34	20
OKAY	35.8	37.0	34.7	50.0	36.0	31.4	29.4	32.9	36.4	47.8	25.0	15.0	42.5	48.5
NOT OKAY	59.8	59.8	65.3	50.0	57.3	62.4	60.3	63.9	60.5	49.2	71.8	72.3	55.1	47.6
DK/REFUSED	4.4	3.2	-	-	6.8	6.2	10.3	3.2	3.2	3.1	3.3	12.8	2.4	3.9
Net Diff.	-24.0	-22.8	-30.7	-0.0	-21.3	-31.0	-31.0	-31.1	-24.1	-1.4	-46.8	-57.3	-12.6	0.9



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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	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	120	37	38	45	180	50	46	47	38	81	127	17	45	65	88	55	92	164	135
OKAY	35.8	13.1	6.6	5.4	24.8	50.8	32.7	43.8	59.5	72.6	13.2	46.6	-	65.0	6.9	43.0	20.4	58.4	49.7	19.1
NOT OKAY	59.8	83.1	93.4	90.2	68.7	44.4	62.9	51.0	33.5	25.3	83.1	48.1	90.8	32.5	86.0	51.6	79.6	37.4	45.5	77.1
DK/REFUSED	4.4	3.8	-	4.4	6.5	4.8	4.4	5.2	7.0	2.1	3.7	5.3	9.2	2.5	7.1	5.4	-	4.2	4.9	3.9
Net Diff.	-24.0	-70.0	-86.9	-84.9	-44.0	6.5	-30.2	-7.2	26.0	47.3	-70.0	-1.5	-90.8	32.5	-79.2	-8.6	-59.2	21.0	4.2	-58.0

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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	TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		THINK IT'S		THINK IT'S		THINK IT'S		THINK IT'S	
		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK	
		(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		ALCOHOL		(6th-8th)		(9th-12th)		(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	37	83	128	52	117	90	34	29	74	79	90	56	107	179	16	99	92	80	70	128
OKAY	35.8	21.8	9.2	57.7	34.9	47.8	15.4	57.7	33.9	40.8	15.5	56.9	24.1	100.0	-	100.0	-	100.0	-	100.0	-
NOT OKAY	59.8	74.5	86.9	37.1	61.3	47.0	80.6	38.9	60.5	52.2	79.1	39.9	74.1	-	100.0	-	100.0	-	100.0	-	100.0
DK/REFUSED	4.4	3.6	3.9	5.2	3.8	5.2	4.0	3.3	5.6	7.0	5.4	3.1	1.8	-	-	-	-	-	-	-	-
Net Diff.	-24.0	-52.7	-77.6	20.5	-26.4	0.8	-65.2	18.8	-26.6	-11.5	-63.6	17.0	-50.0	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   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	29	30	42	101	65	78	184	112	43	74	141	38	128	76	41	21	89	61	95	51	
OKAY	35.8	100.0	-	100.0	-	100.0	-	49.7	13.6	21.7	8.5	58.3	23.7	48.4	9.5	56.4	27.7	41.9	7.4	57.0	21.1	
NOT OKAY	59.8	-	100.0	-	100.0	-	100.0	45.6	82.3	74.6	87.5	36.6	72.2	47.5	84.5	37.0	72.3	52.6	85.1	39.0	78.9	
DK/REFUSED	4.4	-	-	-	-	-	-	4.7	4.1	3.7	4.0	5.0	4.1	4.1	6.0	6.6	-	5.5	7.4	4.0	-	
Net Diff.	-24.0	100.0	-100.0	100.0	-100.0	100.0	-100.0	4.2	-68.7	-53.0	-79.0	21.7	-48.5	1.0	-75.1	19.4	-44.7	-10.7	-77.7	18.0	-57.8	

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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	79	7	72	3	6	33	30	86	42	36	9	-	53	61
OKAY	35.8	38.4	31.1	39.1	28.8	68.1	23.9	50.5	58.7	59.8	54.6	70.3	-	34.6	57.9
NOT OKAY	59.8	56.8	46.9	57.8	71.2	31.9	73.0	45.5	37.2	37.5	40.8	20.7	-	61.3	38.1
DK/REFUSED	4.4	4.8	22.0	3.1	-	-	3.1	4.0	4.1	2.7	4.6	9.0	-	4.2	4.0
Net Diff.	-24.0	-18.4	-15.7	-18.6	-42.3	36.2	-49.1	5.0	21.6	22.3	13.8	49.7	-	-26.7	19.8

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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 STARTED				AGE STARTED				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL			
		DRINKING		DRINKING		DRINKING		DRINKING													
		(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	18	21	36	43	43	43	83	30	53	75	7	3	4	26	76	28	48	49		
OKAY	35.8	42.5	64.1	34.5	47.6	41.7	69.9	64.4	70.1	61.1	35.3	11.7	-	18.8	26.8	69.1	76.5	64.8	39.9		
NOT OKAY	59.8	48.8	30.5	61.1	48.0	53.2	26.4	31.6	29.9	32.6	58.9	88.3	100.0	81.2	67.1	26.6	23.5	28.4	54.5		
DK/REFUSED	4.4	8.8	5.4	4.5	4.4	5.1	3.8	4.0	-	6.3	5.8	-	-	-	6.2	4.4	-	6.8	5.6		
Net Diff.	-24.0	-6.3	33.6	-26.6	-0.4	-11.5	43.5	32.8	40.2	28.5	-23.5	-76.5	-100.0	-62.4	-40.3	42.5	53.1	36.5	-14.6		



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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	OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				AT WHAT AGE DO YOU THINK			
		(WHITE)				(AFRICAN AMERICAN)				(MALE)				(FEMALE)				IT'S APPROPRIATE TO START			
																		DRINKING ALCOHOL			
		LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	UNDER	21/	21	22+
		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	21	OVER		
		MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH				
Total	300	53	17	36	57	22	8	14	12	36	9	27	39	47	21	26	36	59	227	201	27
OKAY	35.8	63.1	82.7	53.7	35.3	71.8	51.2	84.2	31.7	58.9	62.7	57.6	22.5	68.6	73.4	64.8	49.2	49.4	32.8	34.2	21.5
NOT OKAY	59.8	32.8	17.3	40.2	61.2	23.3	48.8	7.8	54.7	36.5	37.3	36.1	69.4	27.9	26.6	28.9	47.4	47.9	62.5	61.0	73.5
DK/REFUSED	4.4	4.1	-	6.1	3.5	5.0	-	8.0	13.6	4.7	-	6.3	8.1	3.5	-	6.3	3.4	2.7	4.8	4.7	5.0
Net Diff.	-24.0	30.3	65.5	13.5	-26.0	48.5	2.3	76.5	-23.0	22.4	25.3	21.4	-46.9	40.8	46.8	35.9	1.8	1.4	-29.7	-26.8	-51.9

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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				PARENTS TALK ABOUT DRINKING ALCOHOL				PARENTS TALK ABOUT DRINKING ALCOHOL (6th-8th)				PARENTS TALK ABOUT DRINKING ALCOHOL (9th-12th)			
	TOTAL	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER			
Total	300	250	66	184	48	101	25	76	19	150	42	108	29			
OKAY	35.8	35.5	43.7	32.6	38.1	14.4	24.1	11.3	6.1	49.8	55.3	47.6	58.8			
NOT OKAY	59.8	60.2	52.7	62.9	56.8	82.4	69.4	86.6	86.9	45.2	42.8	46.1	37.4			
DK/REFUSED	4.4	4.3	3.6	4.5	5.1	3.2	6.5	2.2	7.0	5.0	1.9	6.2	3.8			
Net Diff.	-24.0	-24.6	-9.0	-30.3	-18.8	-68.0	-45.3	-75.3	-80.8	4.6	12.5	1.5	21.4			



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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?

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT	
		ALCOHOL				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	300	177	41	135	31	48	19	29	14	125	40	85	28	125	26	99	21	187	110	68	51
OKAY	35.8	34.7	46.5	31.1	27.3	43.6	35.7	48.9	57.2	27.2	34.4	23.8	30.1	43.9	57.9	40.2	48.9	39.4	29.9	16.0	9.2
NOT OKAY	59.8	60.6	51.6	63.3	68.4	53.0	55.9	51.1	35.1	67.3	59.6	70.9	61.1	53.0	42.1	55.9	51.1	55.5	66.6	79.7	87.5
DK/REFUSED	4.4	4.8	1.9	5.6	4.3	3.4	8.4	-	7.7	5.5	6.0	5.3	8.8	3.1	-	3.9	-	5.1	3.4	4.3	3.3
Net Diff.	-24.0	-25.9	-5.2	-32.2	-41.1	-9.4	-20.2	-2.2	22.0	-40.1	-25.2	-47.0	-31.1	-9.1	15.9	-15.8	-2.2	-16.1	-36.7	-63.6	-78.2

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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.)	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	
YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO			
-----																						
Total	300	118	59	128	76	39	24	95	56	91	53	126	157	43	67	84	90	89	108	24	35	
OKAY	35.8	53.0	47.6	38.7	25.3	43.3	52.4	31.4	22.0	47.7	38.3	51.1	25.1	18.2	8.2	67.8	37.7	50.9	20.6	65.5	38.6	
NOT OKAY	59.8	41.5	48.8	56.7	69.7	49.6	47.6	62.7	71.3	48.1	61.7	47.1	70.7	81.8	88.1	29.3	57.8	47.2	75.9	34.5	53.6	
DK/REFUSED	4.4	5.5	3.6	4.7	5.0	7.1	-	5.9	6.7	4.2	-	1.9	4.2	-	3.7	2.8	4.5	1.8	3.5	-	7.8	
Net Diff.	-24.0	11.4	-1.3	-18.0	-44.5	-6.2	4.7	-31.2	-49.3	-0.3	-23.4	4.0	-45.7	-63.5	-80.0	38.5	-20.0	3.7	-55.3	31.0	-15.0	

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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		EMBARRASSED/		EMBARRASSED/		ALCOHOL USE BY PEOPLE				ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE	
	AFRAID 2 TALK		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	
	(MALE)		(FEMALE)		(FEMALE)						(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(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	63	80	64	77	77	279	180	98	20	62	45	119	53	112	78	48	12	93	54	88	45
OKAY	35.8	41.9	18.8	60.1	31.7	31.7	37.4	42.0	29.2	10.8	13.3	13.4	56.9	42.6	41.0	26.5	47.5	55.3	33.5	19.8	50.9	40.3
NOT OKAY	59.8	55.6	75.3	38.7	66.0	66.0	58.1	54.3	65.1	85.1	81.9	83.0	39.9	49.8	54.4	68.7	49.1	35.1	61.4	71.5	46.8	57.4
DK/REFUSED	4.4	2.5	5.9	1.3	2.4	2.4	4.5	3.7	5.8	4.1	4.8	3.7	3.2	7.6	4.6	4.8	3.4	9.6	5.1	8.7	2.3	2.2
Net Diff.	-24.0	-13.7	-56.6	21.4	-34.3	-34.3	-20.6	-12.3	-35.9	-74.3	-68.6	-69.6	16.9	-7.2	-13.3	-42.2	-1.7	20.2	-27.9	-51.6	4.1	-17.1

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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	CHOICE MODEL		S/R/H ADS TO		HEARD/VISIT	
		WHEN PPL YOUR	AGE DRINK	STOP UNDERAGE	DRINKING	TALKITOUT.ORG	
		RESP. DECI- SIONS	IRRES- PONS- IBLE	YES	NO	YES	NO
Total	300	13	282	154	141	55	245
OKAY	35.8	51.0	35.5	35.6	37.2	49.3	32.8
NOT OKAY	59.8	49.0	60.5	60.4	59.0	45.8	62.9
DK/REFUSED	4.4	-	4.0	4.1	3.8	4.9	4.3
Net Diff.	-24.0	2.0	-25.0	-24.8	-21.8	3.5	-30.2



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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	141	1	13	34	49	44	156	42	47	48	19	97	108	23	39	73	78	69	77	
OKAY	35.8	20.2	-	9.1	3.7	17.9	39.0	50.6	32.3	42.8	61.9	82.7	20.6	45.9	15.3	65.1	13.4	41.6	27.4	59.8	
NOT OKAY	59.8	75.7	100.0	90.9	93.7	77.3	55.3	44.6	63.0	52.6	33.0	13.1	75.1	49.0	77.6	32.1	80.2	52.3	70.8	36.8	
DK/REFUSED	4.4	4.1	-	-	2.6	4.9	5.8	4.8	4.7	4.7	5.1	4.2	4.3	5.1	7.0	2.8	6.3	6.1	1.8	3.4	
Net Diff.	-24.0	-55.5	-100.0	-81.8	-90.0	-59.4	-16.3	6.0	-30.8	-9.8	28.8	69.6	-54.5	-3.1	-62.3	33.0	-66.8	-10.6	-43.5	23.0	

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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	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	19	208	62	3	6	105	32	103	30	153	147
OKAY	35.8	21.3	33.6	46.8	38.5	54.8	25.4	37.4	41.9	56.8	27.7	44.2
NOT OKAY	59.8	74.7	61.7	48.9	61.5	45.2	69.0	54.2	54.3	43.2	66.2	53.2
DK/REFUSED	4.4	4.0	4.7	4.4	-	-	5.6	8.5	3.7	-	6.1	2.6
Net Diff.	-24.0	-53.4	-28.2	-2.1	-23.1	9.6	-43.6	-16.8	-12.4	13.7	-38.4	-9.0



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

	TOTAL	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	40	11	46	85	36	49	53	26	26	13	34	20
YES	61.4	60.7	62.1	64.0	58.7	61.4	61.2	61.6	65.9	77.6	54.1	52.3	52.6	72.8
NO	37.2	37.9	37.9	36.0	38.4	38.6	38.8	38.4	32.0	18.1	45.9	38.7	45.7	27.2
DK/REFUSED	1.4	1.4	-	-	2.9	-	-	-	2.1	4.3	-	9.0	1.7	-
Net Diff.	24.1	22.8	24.2	28.1	20.3	22.8	22.3	23.2	33.9	59.6	8.3	13.6	6.8	45.6

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

	TOTAL	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	120	37	38	45	180	50	46	47	38	81	127	17	45	65	88	55	92	164	135
YES	61.4	36.1	18.9	29.4	55.7	78.1	61.2	83.8	88.2	81.2	31.4	80.9	55.6	70.6	28.6	79.7	45.0	76.5	90.4	26.4
NO	37.2	61.8	81.1	70.6	38.9	20.9	36.5	14.9	11.8	18.8	65.5	17.8	44.4	29.4	67.6	19.6	55.0	22.2	8.2	72.2
DK/REFUSED	1.4	2.1	-	-	5.4	0.9	2.3	1.3	-	-	3.0	1.3	-	-	3.8	0.6	-	1.2	1.4	1.4
Net Diff.	24.1	-25.6	-62.2	-41.2	16.8	57.2	24.6	68.9	76.3	62.5	-34.1	63.1	11.2	41.3	-38.9	60.1	-10.0	54.3	82.2	-45.9

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

	TOTAL	TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		THINK IT'S		THINK IT'S		THINK IT'S		THINK IT'S	
		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK	
		(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		ALCOHOL		(6th-8th)		(9th-12th)		(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	37	83	128	52	117	90	34	29	74	79	90	56	107	179	16	99	92	80	70	128
YES	61.4	78.9	17.3	93.7	40.8	92.4	22.2	92.2	36.1	87.3	30.9	93.0	19.9	85.3	46.7	59.9	32.5	89.6	64.5	88.9	47.4
NO	37.2	18.1	81.0	5.4	58.1	5.7	75.7	7.8	63.9	11.2	66.7	5.8	80.1	14.2	51.2	40.1	65.1	9.8	34.1	10.3	49.8
DK/REFUSED	1.4	3.1	1.6	0.9	1.1	1.9	2.1	-	-	1.5	2.4	1.3	-	0.5	2.0	-	2.5	0.6	1.4	0.8	2.8
Net Diff.	24.1	60.8	-63.7	88.4	-17.3	86.7	-53.4	84.5	-27.7	76.2	-35.8	87.2	-60.2	71.1	-4.5	19.8	-32.6	79.8	30.4	78.6	-2.5

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

	TOTAL	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	29	30	42	101	65	78	184	112	43	74	141	38	128	76	41	21	89	61	95	51
YES	61.4	80.1	50.3	87.9	46.2	83.5	47.4	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-
NO	37.2	19.9	49.7	10.7	51.3	16.5	51.1	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0
DK/REFUSED	1.4	-	-	1.3	2.4	-	1.5	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net Diff.	24.1	60.3	0.6	77.2	-5.1	67.1	-3.7	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	79	7	72	3	6	33	30	86	42	36	9	-	53	61
YES	61.4	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	37.2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	1.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	24.1	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

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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		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	18	21	36	43	43	43	83	30	53	75	7	3	4	26	76	28	48	49
YES	61.4	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	37.2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	1.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	24.1	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	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				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				AT WHAT AGE DO YOU THINK			
		(WHITE)				(AFRICAN AMERICAN)				(MALE)				(FEMALE)				IT'S APPROPRIATE TO START			
																		DRINKING ALCOHOL			
		LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	UNDER	21/	21	22+
		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	21	OVER		
		MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH				
Total	300	53	17	36	57	22	8	14	12	36	9	27	39	47	21	26	36	59	227	201	27
YES	61.4	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	68.7	60.5	63.0	42.0
NO	37.2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30.4	38.5	35.9	58.0
DK/REFUSED	1.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	1.0	1.1	-
Net Diff.	24.1	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	100.0	100.0	38.3	22.0	27.1	-16.0

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

	TOTAL	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	250	66	184	48	101	25	76	19	150	42	108	29
YES	61.4	64.3	64.0	64.4	47.9	40.8	36.6	42.1	11.5	80.2	80.2	80.2	71.4
NO	37.2	34.0	34.3	33.9	52.1	56.8	58.8	56.1	88.5	18.7	19.8	18.3	28.6
DK/REFUSED	1.4	1.7	1.7	1.7	-	2.4	4.6	1.8	-	1.1	-	1.6	-
Net Diff.	24.1	30.3	29.6	30.5	-4.3	-16.0	-22.2	-14.0	-77.0	61.5	60.3	61.9	42.8



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

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT	
		ALCOHOL				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	300	177	41	135	31	48	19	29	14	125	40	85	28	125	26	99	21	187	110	68	51
YES	61.4	64.1	67.7	63.0	47.1	69.8	54.7	79.9	55.3	60.1	65.4	57.5	49.4	68.6	61.8	70.4	45.8	68.6	48.5	46.5	22.6
NO	37.2	33.5	29.5	34.7	52.9	30.2	45.3	20.1	44.7	37.5	31.8	40.2	50.6	30.5	38.2	28.4	54.2	29.9	50.3	51.9	74.7
DK/REFUSED	1.4	2.4	2.7	2.2	-	-	-	-	-	2.4	2.8	2.2	-	0.9	-	1.2	-	1.5	1.2	1.6	2.6
Net Diff.	24.1	30.6	38.2	28.3	-5.8	39.6	9.4	59.8	10.5	22.5	33.7	17.3	-1.2	38.1	23.5	42.0	-8.4	38.7	-1.8	-5.4	-52.1



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

	TOTAL	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		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	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
	-----																				
Total	300	118	59	128	76	39	24	95	56	91	53	126	157	43	67	84	90	89	108	24	35
YES	61.4	81.4	70.5	70.4	45.8	70.1	60.3	64.0	48.4	73.4	48.6	70.4	57.3	43.1	33.9	84.3	74.7	72.6	57.0	76.8	56.0
NO	37.2	17.1	29.5	27.4	52.4	29.9	39.7	34.2	49.2	25.4	51.4	28.3	41.1	56.9	62.4	13.7	25.3	25.5	40.7	23.2	44.0
DK/REFUSED	1.4	1.4	-	2.2	1.8	-	-	1.8	2.4	1.2	-	1.4	1.6	-	3.7	2.0	-	1.9	2.3	-	-
Net Diff.	24.1	64.3	41.0	43.0	-6.6	40.3	20.6	29.9	-0.9	48.0	-2.9	42.1	16.1	-13.8	-28.4	70.6	49.4	47.1	16.3	53.6	12.1

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

	TOTAL	EMBARRASSED/		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		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	300	63	80	64	77	279	180	98	20	62	45	119	53	112	78	48	12	93	54	88	45
YES	61.4	67.0	57.1	73.7	57.4	64.4	61.2	70.2	19.8	31.7	50.7	76.5	86.7	63.1	66.9	62.2	100.0	54.9	66.9	67.9	74.1
NO	37.2	32.1	39.8	24.5	42.6	34.1	38.5	26.2	80.2	68.3	43.9	23.0	11.1	36.4	28.5	37.8	-	44.5	28.5	32.1	23.4
DK/REFUSED	1.4	0.9	3.1	1.8	-	1.5	0.3	3.7	-	-	5.4	0.5	2.1	0.5	4.6	-	-	0.6	4.6	-	2.5
Net Diff.	24.1	34.9	17.4	49.1	14.9	30.2	22.7	44.0	-60.4	-36.6	6.8	53.6	75.6	26.7	38.5	24.4	100.0	10.4	38.4	35.8	50.7

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

	TOTAL	CHOICE MODEL	S/R/H ADS TO	HEARD/VISIT			
		WHEN PPL YOUR	STOP UNDERAGE	TALKITOUT.ORG			
		AGE DRINK	DRINKING				
		RESP.	IRRES-	YES	NO	YES	NO
		DECI-	PONS-				
		SIONS	IBLE				
Total	300	13	282	154	141	55	245
YES	61.4	64.0	61.4	64.9	57.5	77.6	57.7
NO	37.2	31.5	37.3	33.3	41.5	19.9	41.1
DK/REFUSED	1.4	4.5	1.3	1.8	0.9	2.4	1.2
Net Diff.	24.1	32.5	24.2	31.6	16.0	57.7	16.6

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

	TOTAL	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	141	1	13	34	49	44	156	42	47	48	19	97	108	23	39	73	78	69	77	
YES	61.4	40.3	-	9.9	31.8	43.1	53.2	81.8	70.5	84.3	86.5	88.9	38.3	83.8	50.0	76.0	34.5	81.5	46.3	82.1	
NO	37.2	57.2	100.0	90.1	68.2	54.6	41.2	17.8	29.5	14.5	13.5	11.1	58.0	15.7	50.0	24.0	62.1	17.8	52.0	17.9	
DK/REFUSED	1.4	2.6	-	-	-	2.3	5.6	0.4	-	1.2	-	-	3.7	0.5	-	-	3.4	0.7	1.7	-	
Net Diff.	24.1	-16.9	-100.0	-80.3	-36.4	-11.5	11.9	63.9	41.0	69.7	73.0	77.9	-19.8	68.1	-0.1	52.0	-27.6	63.7	-5.7	64.2	

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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	19	208	62	3	6	105	32	103	30	153	147
YES	61.4	44.7	61.6	66.4	61.5	74.9	52.6	77.9	70.7	54.1	58.1	64.8
NO	37.2	55.3	36.4	33.6	38.5	25.1	44.5	22.1	28.2	45.9	39.9	34.5
DK/REFUSED	1.4	-	2.0	-	-	-	2.9	-	1.1	-	2.0	0.8
Net Diff.	24.1	-10.7	25.2	32.8	23.1	49.8	8.2	55.8	42.5	8.2	18.2	30.3



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## 6. AT WHAT AGE DID MOST OF THEM FIRST TRY DRINKING 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	58	25	7	27	52	22	30	35	20	14	7	18	15
14 YEARS/YOUNGER	43.1	44.8	34.4	60.7	50.3	42.4	48.1	38.2	44.9	53.7	32.3	77.8	31.5	33.7
6 YEARS/YOUNGER	0.7	2.1	-	-	4.6	-	-	-	-	-	-	-	-	-
7	0.4	1.4	3.2	-	-	-	-	-	-	-	-	-	-	-
8	0.9	-	-	-	-	-	-	-	-	-	-	24.4	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10	2.0	2.5	-	20.7	-	-	-	-	2.9	5.0	-	-	7.1	-
11	1.6	*	-	0.3	-	1.6	-	2.8	2.2	3.7	-	-	4.5	3.7
12	3.5	1.9	-	15.8	-	5.0	7.5	3.2	4.0	6.8	-	-	7.1	-
13	17.7	19.7	20.5	8.0	22.0	18.8	20.4	17.6	20.7	29.1	8.6	36.1	4.1	7.2
14	16.4	17.3	10.6	16.0	23.8	16.9	20.2	14.5	15.1	9.2	23.7	17.3	8.8	22.8
15 YEARS/OLDER	46.8	46.5	53.9	19.0	46.9	44.5	41.4	46.8	49.2	41.3	60.4	11.1	58.1	52.8
15	22.6	23.3	19.5	19.0	28.0	17.5	13.2	20.7	21.9	15.7	30.7	-	33.6	36.6
16	19.4	19.2	31.4	-	12.9	19.3	16.8	21.1	25.1	25.7	24.3	11.1	19.1	10.9
17	4.8	4.1	3.0	-	6.0	7.7	11.4	5.0	2.2	-	5.4	-	5.5	5.4
18/OLDER	-	-	-	-	-	-	-	-	-	-	-	-	-	-
REFUSED	10.0	8.6	11.7	20.2	2.8	13.1	10.5	15.0	5.9	5.0	7.3	11.1	10.4	13.4
Mean	14.28	14.16	14.55	12.70	14.14	14.52	14.51	14.54	14.34	13.93	14.94	12.19	14.31	14.65

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## 6. AT WHAT AGE DID MOST OF THEM FIRST TRY DRINKING 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 Answering	184	43	7	11	25	141	31	38	41	31	25	102	10	32	19	70	25	70	149	36
14 YEARS/YOUNGER	43.1	85.1	71.2	71.9	94.7	30.3	57.5	36.2	18.1	12.0	87.7	30.3	86.4	31.6	77.8	30.8	90.6	29.7	42.9	44.0
6 YEARS/YOUNGER	0.7	-	-	-	-	0.9	-	1.2	1.8	-	-	0.7	-	-	-	1.1	-	0.7	0.8	-
7	0.4	1.8	-	-	3.1	-	-	-	-	-	-	-	-	-	4.3	-	-	-	0.5	-
8	0.9	3.7	-	-	6.4	-	-	-	-	-	-	-	16.6	-	8.7	-	-	-	-	4.5
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10	2.0	8.5	18.1	9.2	5.7	-	-	-	-	-	4.9	-	14.8	-	7.7	-	9.2	-	1.0	6.4
11	1.6	4.9	8.0	13.9	-	0.6	-	2.2	-	-	6.1	0.8	-	-	11.3	-	-	1.2	2.0	-
12	3.5	9.9	18.1	7.0	9.0	1.5	-	2.9	-	3.1	13.4	0.9	-	3.5	4.2	-	14.2	2.9	4.3	-
13	17.7	44.6	10.4	32.4	59.3	9.4	23.4	13.9	2.0	-	52.0	8.9	55.0	12.4	28.2	11.0	56.8	7.9	17.7	17.5
14	16.4	11.7	16.8	9.4	11.3	17.9	34.1	16.0	14.3	8.9	11.2	18.9	-	15.7	13.4	18.7	10.3	17.0	16.6	15.5
15 YEARS/OLDER	46.8	6.1	-	11.8	5.3	59.3	31.0	50.3	71.3	82.6	5.2	58.2	13.6	61.5	7.2	59.2	5.3	59.5	48.1	41.6
15	22.6	6.1	-	11.8	5.3	27.7	22.3	32.9	29.9	23.7	5.2	32.0	13.6	15.2	7.2	25.6	5.3	29.9	23.4	19.6
16	19.4	-	-	-	-	25.3	8.7	12.6	36.2	43.0	-	21.4	-	38.1	-	25.7	-	24.9	20.1	16.4
17	4.8	-	-	-	-	6.3	-	4.8	5.2	15.9	-	4.9	-	8.3	-	8.0	-	4.7	4.7	5.6
18/OLDER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
REFUSED	10.0	8.8	28.8	16.3	-	10.4	11.5	13.5	10.6	5.4	7.1	11.4	-	7.0	15.0	10.0	4.1	10.8	9.0	14.5
Mean	14.28	12.44	12.00	12.65	12.45	14.85	14.18	14.42	15.13	15.60	12.80	14.79	12.00	15.04	11.92	14.90	12.78	14.80	14.34	13.99



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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McLAUGHLIN & ASSOCIATES  
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## 6. AT WHAT AGE DID MOST OF THEM FIRST TRY DRINKING 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	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total Answering	184	29	14	120	21	108	20	31	10	64	24	84	11	92	84	9	32	82	52	62	61
14 YEARS/YOUNGER	43.1	93.7	67.9	30.7	27.7	40.5	48.5	50.5	26.3	43.7	32.5	42.4	69.3	33.3	53.8	89.2	83.2	27.0	35.4	29.8	53.9
6 YEARS/YOUNGER	0.7	-	-	1.0	-	0.7	-	-	-	1.2	-	0.6	-	0.5	0.9	-	-	0.6	1.5	-	1.2
7	0.4	2.8	-	-	-	-	-	-	-	1.2	-	-	-	0.9	-	8.5	-	-	-	-	-
8	0.9	-	11.2	-	-	-	-	-	15.6	-	6.6	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10	2.0	5.0	15.7	-	-	-	6.2	4.6	-	2.2	-	-	20.5	1.1	3.2	10.9	8.3	-	-	-	2.1
11	1.6	7.3	-	0.7	-	2.2	-	-	-	3.3	-	1.0	-	0.9	2.5	-	6.5	1.0	-	1.3	2.6
12	3.5	14.9	-	1.7	-	4.1	-	3.5	-	1.2	-	6.6	-	4.7	2.4	24.2	6.3	2.5	-	3.8	3.3
13	17.7	59.3	15.1	7.7	19.2	16.0	25.6	26.4	10.7	14.8	13.8	20.0	25.8	8.5	28.4	29.5	51.2	6.1	14.1	9.3	25.7
14	16.4	4.6	25.8	19.5	8.5	17.5	16.6	16.0	-	19.7	12.1	14.3	23.1	16.7	16.4	16.2	10.9	16.7	19.8	15.3	19.0
15 YEARS/OLDER	46.8	-	18.3	59.7	57.4	48.6	42.6	46.8	60.6	47.0	52.1	48.9	18.5	55.3	38.2	-	8.2	61.6	57.0	57.0	38.3
15	22.6	-	18.3	29.0	20.5	28.7	15.5	7.2	37.4	21.2	23.1	25.0	11.9	27.2	18.6	-	8.2	30.3	25.2	31.9	23.6
16	19.4	-	-	24.9	27.6	16.1	22.7	34.7	12.5	20.1	20.9	20.0	6.6	21.3	17.3	-	-	23.7	28.2	18.3	14.7
17	4.8	-	-	5.8	9.3	3.8	4.4	4.9	10.7	5.6	8.1	3.9	-	6.8	2.2	-	-	7.6	3.6	6.8	-
18/OLDER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
REFUSED	10.0	6.3	13.8	9.6	14.9	10.9	8.9	2.7	13.2	9.4	15.5	8.7	12.2	11.3	8.1	10.8	8.6	11.4	7.7	13.2	7.9
Mean	14.28	12.40	12.53	14.83	14.99	14.40	14.26	14.40	13.89	14.27	14.42	14.40	13.06	14.62	13.99	11.97	12.82	14.92	14.72	14.78	13.94

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 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 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 Answering	184	23	15	37	47	54	37	184	-	43	-	141	-	128	-	41	-	89	-	95	-
14 YEARS/YOUNGER	43.1	33.4	58.6	33.4	47.1	33.3	62.2	43.1	-	85.1	-	30.3	-	41.7	-	44.4	-	40.6	-	45.5	-
6 YEARS/YOUNGER	0.7	-	-	-	1.6	0.9	-	0.7	-	-	-	0.9	-	0.6	-	-	-	0.8	-	0.5	-
7	0.4	-	-	2.1	-	-	-	0.4	-	1.8	-	-	-	-	-	-	-	0.9	-	-	-
8	0.9	-	-	-	-	-	-	0.9	-	3.7	-	-	-	-	-	3.9	-	1.8	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10	2.0	-	9.4	-	3.1	1.9	3.4	2.0	-	8.5	-	-	-	1.0	-	3.5	-	1.6	-	2.4	-
11	1.6	-	-	-	4.5	1.6	-	1.6	-	4.9	-	0.6	-	1.9	-	-	-	2.4	-	0.9	-
12	3.5	4.7	-	-	1.7	8.0	3.4	3.5	-	9.9	-	1.5	-	3.4	-	2.7	-	0.9	-	5.9	-
13	17.7	7.5	49.2	9.7	19.9	7.7	39.0	17.7	-	44.6	-	9.4	-	17.5	-	22.4	-	14.6	-	20.6	-
14	16.4	21.2	-	21.5	16.4	13.3	16.4	16.4	-	11.7	-	17.9	-	17.4	-	12.0	-	17.6	-	15.3	-
15 YEARS/OLDER	46.8	57.1	41.4	54.9	44.1	55.6	30.7	46.8	-	6.1	-	59.3	-	47.7	-	50.2	-	48.4	-	45.4	-
15	22.6	15.8	8.6	28.1	16.5	26.6	21.4	22.6	-	6.1	-	27.7	-	26.7	-	14.8	-	21.7	-	23.5	-
16	19.4	34.8	25.6	18.8	23.7	23.0	9.4	19.4	-	-	-	25.3	-	17.1	-	29.1	-	20.3	-	18.4	-
17	4.8	6.5	7.2	7.9	3.9	6.1	-	4.8	-	-	-	6.3	-	3.9	-	6.3	-	6.3	-	3.5	-
18/OLDER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
REFUSED	10.0	9.4	-	11.8	8.8	11.0	7.1	10.0	-	8.8	-	10.4	-	10.6	-	5.3	-	11.1	-	9.1	-
Mean	14.28	14.97	13.95	14.74	14.15	14.54	13.79	14.28	-	12.44	-	14.85	-	14.38	-	14.29	-	14.31	-	14.24	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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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	79	7	72	3	6	33	30	86	42	36	9	-	53	61
14 YEARS/YOUNGER	43.1	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	-	-	-	-	100.0	-
6 YEARS/YOUNGER	0.7	1.5	16.7	-	-	-	-	-	-	-	-	-	-	1.4	-
7	0.4	1.0	10.8	-	-	-	-	-	-	-	-	-	-	-	-
8	0.9	2.0	22.0	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10	2.0	4.7	50.5	-	-	-	-	-	-	-	-	-	-	2.3	-
11	1.6	3.7	-	4.1	100.0	-	-	-	-	-	-	-	-	4.5	-
12	3.5	8.0	-	8.8	-	100.0	-	-	-	-	-	-	-	8.2	-
13	17.7	41.0	-	45.2	-	-	100.0	-	-	-	-	-	-	41.9	-
14	16.4	38.0	-	41.9	-	-	-	100.0	-	-	-	-	-	41.7	-
15 YEARS/OLDER	46.8	-	-	-	-	-	-	-	100.0	100.0	100.0	100.0	-	-	100.0
15	22.6	-	-	-	-	-	-	-	48.3	100.0	-	-	-	-	55.9
16	19.4	-	-	-	-	-	-	-	41.3	-	100.0	-	-	-	35.9
17	4.8	-	-	-	-	-	-	-	10.3	-	-	100.0	-	-	8.2
18/OLDER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
REFUSED	10.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	14.28	12.82	8.57	13.25	11.00	12.00	13.00	14.00	15.62	15.00	16.00	17.00	-	13.08	15.52

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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NC STATEWIDE - STUDENTS GRADES 6th-12th

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

	TOTAL	AGE STARTED		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	18	21	36	43	43	43	83	30	53	75	7	3	4	26	76	28	48	49
14 YEARS/YOUNGER	43.1	100.0	-	100.0	-	100.0	-	32.3	27.6	35.1	52.2	100.0	100.0	100.0	82.2	26.3	20.9	29.4	36.3
6 YEARS/YOUNGER	0.7	-	-	2.1	-	1.1	-	1.5	1.6	1.4	-	-	-	-	-	1.6	1.7	1.6	-
7	0.4	-	-	2.2	-	-	-	1.0	-	1.5	-	11.7	-	18.8	-	-	-	-	-
8	0.9	8.8	-	4.5	-	-	-	-	-	-	2.1	-	-	-	6.2	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10	2.0	7.8	-	4.0	-	5.2	-	-	-	-	3.0	-	-	-	8.7	-	-	-	-
11	1.6	-	-	5.8	-	2.0	-	1.0	2.8	-	1.0	-	-	-	2.9	1.1	3.0	-	*
12	3.5	6.0	-	2.2	-	12.9	-	1.2	3.2	-	7.1	-	-	-	16.4	1.3	3.5	-	2.2
13	17.7	50.5	-	35.9	-	45.3	-	12.9	5.0	17.4	20.0	72.9	59.0	81.2	32.6	7.6	-	11.9	13.3
14	16.4	27.0	-	43.5	-	33.5	-	14.8	15.1	14.7	18.9	15.4	41.0	-	15.4	14.8	12.7	16.0	20.8
15 YEARS/OLDER	46.8	-	100.0	-	100.0	-	100.0	61.7	69.6	57.1	40.4	-	-	-	10.1	67.2	76.0	62.1	56.4
15	22.6	-	29.4	-	44.9	-	51.7	29.3	33.8	26.7	20.1	-	-	-	10.1	31.9	36.9	29.1	25.4
16	19.4	-	58.0	-	42.0	-	40.6	27.8	25.7	29.0	13.5	-	-	-	-	30.2	28.0	31.5	20.7
17	4.8	-	12.6	-	13.0	-	7.6	4.6	10.1	1.5	6.7	-	-	-	-	5.0	11.1	1.6	10.3
18/OLDER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
REFUSED	10.0	-	-	-	-	-	-	6.0	2.8	7.8	7.4	-	-	-	7.7	6.5	3.1	8.5	7.3
Mean	14.28	12.54	15.83	12.68	15.68	12.94	15.56	14.66	14.86	14.54	14.06	12.45	13.41	11.87	12.53	14.87	15.00	14.79	14.86

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

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McLAUGHLIN & ASSOCIATES  
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## 6. AT WHAT AGE DID MOST OF THEM FIRST TRY DRINKING ALCOHOL?

	TOTAL	OFTEN THEY DRINK ALCOHOL (WHITE)				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				AT WHAT AGE DO YOU THINK IT'S APPROPRIATE TO START DRINKING ALCOHOL			
		LEAST/ ONCE/A	Least/ Once/A	Least/ Once/A	LESS/ ONCE/A	LEAST/ ONCE/A	Least/ Once/A	Least/ Once/A	LESS/ ONCE/A	LEAST/ ONCE/A	Least/ Once/A	Least/ Once/A	LESS/ ONCE/A	LEAST/ ONCE/A	Least/ Once/A	Least/ Once/A	LESS/ ONCE/A	UNDER 21	21/ OVER	21	22+
		MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH				
Total Answering	184	53	17	36	57	22	8	14	12	36	9	27	39	47	21	26	36	41	138	126	11
14 YEARS/YOUNGER	43.1	29.0	29.0	29.0	52.4	35.7	17.8	46.6	46.3	29.5	6.0	37.7	48.3	34.5	37.3	32.3	56.4	35.9	46.2	45.8	50.3
6 YEARS/YOUNGER	0.7	1.4	-	2.1	-	-	-	-	-	2.1	-	2.8	-	1.0	2.2	-	-	-	0.9	0.6	4.2
7	0.4	-	-	-	-	-	-	-	-	2.2	-	3.0	-	-	-	-	-	-	0.6	0.6	-
8	0.9	-	-	-	-	-	-	-	13.6	-	-	-	4.1	-	-	-	-	-	1.2	1.3	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10	2.0	-	-	-	2.2	-	-	-	-	-	-	-	-	-	-	-	6.3	-	2.7	2.1	9.1
11	1.6	1.6	4.8	-	1.3	-	-	-	-	-	-	-	1.9	1.8	4.0	-	0.1	1.9	1.6	1.1	7.4
12	3.5	1.8	5.6	-	6.0	-	-	-	9.2	-	-	-	2.0	2.1	4.7	-	12.7	5.6	3.0	3.2	-
13	17.7	10.6	-	15.6	21.0	19.4	17.8	20.3	23.5	12.7	-	17.1	21.3	13.1	7.2	17.8	18.5	17.9	18.4	18.0	22.8
14	16.4	13.6	18.5	11.3	22.0	16.4	-	26.3	-	12.6	6.0	14.9	19.0	16.6	19.2	14.5	18.8	10.6	17.9	18.9	6.7
15 YEARS/OLDER	46.8	61.7	66.1	59.6	40.8	64.3	82.2	53.4	53.7	64.3	94.0	53.9	45.5	59.6	58.6	60.5	34.9	54.0	44.6	45.9	30.4
15	22.6	36.2	52.2	28.5	21.9	15.6	-	25.1	22.0	28.2	21.3	30.6	19.8	30.1	39.4	22.7	20.4	20.6	22.7	23.6	12.3
16	19.4	22.3	8.3	29.0	13.2	41.9	64.3	28.3	22.4	32.3	66.6	20.4	14.8	24.2	7.3	37.8	12.2	19.4	20.2	20.9	11.5
17	4.8	3.3	5.6	2.1	5.7	6.8	17.9	-	9.3	3.7	6.1	2.9	10.9	5.3	11.9	-	2.3	14.0	1.8	1.3	6.6
18/OLDER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
REFUSED	10.0	9.3	4.9	11.4	6.7	-	-	-	-	6.2	-	8.3	6.3	5.8	4.1	7.3	8.7	10.1	9.2	8.3	19.3
Mean	14.28	14.66	14.63	14.68	14.21	15.00	15.65	14.61	13.71	14.63	15.73	14.22	14.28	14.68	14.45	14.87	13.81	14.74	14.11	14.18	13.26

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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NC STATEWIDE - STUDENTS GRADES 6th-12th

## 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					TALK ABOUT					TALK ABOUT				
	A Lot	Some- times	NEVER			A Lot	Some- times	NEVER			A Lot	Some- times	NEVER		
Total Answering	184	161	42	119	23	41	9	32	2	120	33	87	21		
14 YEARS/YOUNGER	43.1	43.3	43.1	43.3	42.3	84.3	91.2	82.4	100.0	29.2	30.1	28.9	36.3		
6 YEARS/YOUNGER	0.7	0.8	2.9	-	-	-	-	-	-	1.0	3.7	-	-		
7	0.4	0.5	1.9	-	-	1.9	8.8	-	-	-	-	-	-		
8	0.9	1.0	3.8	-	-	3.9	17.8	-	-	-	-	-	-		
9	-	-	-	-	-	-	-	-	-	-	-	-	-		
10	2.0	2.3	-	3.1	-	9.0	-	11.5	-	-	-	-	-		
11	1.6	1.8	-	2.5	-	5.1	-	6.6	-	0.7	-	1.0	-		
12	3.5	3.9	4.8	3.6	-	10.4	22.5	7.1	-	1.7	-	2.4	-		
13	17.7	17.1	11.8	19.0	22.0	41.6	30.5	44.7	100.0	8.7	6.7	9.5	13.8		
14	16.4	15.8	18.0	15.1	20.4	12.3	11.5	12.5	-	17.1	19.7	16.0	22.5		
15 YEARS/OLDER	46.8	47.2	44.9	48.0	44.1	6.4	-	8.2	-	61.2	57.0	62.8	48.7		
15	22.6	21.7	20.1	22.2	29.3	6.4	-	8.2	-	26.9	25.6	27.4	32.3		
16	19.4	20.0	16.7	21.2	14.9	-	-	-	-	26.9	21.2	29.0	16.4		
17	4.8	5.5	8.1	4.6	-	-	-	-	-	7.4	10.3	6.3	-		
18/OLDER	-	-	-	-	-	-	-	-	-	-	-	-	-		
REFUSED	10.0	9.5	12.0	8.6	13.6	9.3	8.8	9.4	-	9.6	12.9	8.4	15.0		
Mean	14.28	14.26	13.97	14.35	14.43	12.41	11.32	12.72	13.00	14.89	14.72	14.95	14.60		

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 6. AT WHAT AGE DID MOST OF THEM FIRST TRY DRINKING 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 Answering	184	113	28	85	15	33	10	23	8	75	26	49	14	86	16	70	9	128	53	32	11
14 YEARS/YOUNGER	43.1	41.5	38.4	42.5	43.7	46.5	50.2	44.8	35.8	40.2	37.7	41.5	42.9	46.0	51.8	44.6	41.5	44.4	38.4	86.1	82.4
6 YEARS/YOUNGER	0.7	0.7	2.7	-	-	-	-	-	-	1.0	2.9	-	-	0.5	2.9	-	-	1.0	-	-	-
7	0.4	-	-	-	-	-	-	-	-	1.1	3.0	-	-	-	-	-	-	0.6	-	2.5	-
8	0.9	-	-	-	-	4.8	15.4	-	-	2.1	6.2	-	-	-	-	-	-	1.3	-	5.1	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10	2.0	1.1	-	1.5	-	4.3	-	6.3	-	1.9	-	2.9	-	2.6	-	3.3	-	1.8	2.7	7.1	12.5
11	1.6	2.1	-	2.8	-	-	-	-	-	2.8	-	4.3	-	1.0	-	1.2	-	1.7	-	6.6	-
12	3.5	3.9	7.3	2.8	-	3.3	-	4.8	-	1.0	3.0	-	-	6.5	7.7	6.2	-	2.4	6.1	6.4	19.8
13	17.7	16.8	13.9	17.7	22.8	22.5	10.5	28.1	21.9	14.2	10.9	15.9	16.6	19.6	13.2	21.1	29.7	18.5	16.8	45.9	40.9
14	16.4	16.9	14.5	17.7	20.9	11.5	24.3	5.7	13.9	16.1	11.8	18.3	26.3	15.7	28.0	12.8	11.8	17.2	12.9	12.6	9.1
15 YEARS/OLDER	46.8	48.2	43.3	49.7	44.1	51.0	49.8	51.6	47.1	49.1	49.6	48.9	44.1	45.5	37.3	47.4	44.1	47.1	47.6	8.3	-
15	22.6	26.1	26.4	26.0	30.9	11.6	-	16.9	28.1	20.2	16.9	22.0	30.1	23.0	25.3	22.4	28.1	21.5	25.5	8.3	-
16	19.4	17.6	10.6	19.9	13.2	31.6	39.3	28.0	18.9	21.5	23.3	20.5	14.1	18.7	6.0	21.7	16.0	20.4	17.8	-	-
17	4.8	4.4	6.3	3.8	-	7.8	10.5	6.6	-	7.5	9.4	6.4	-	3.9	6.0	3.4	-	5.2	4.3	-	-
18/OLDER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
REFUSED	10.0	10.4	18.3	7.8	12.2	2.5	-	3.7	17.1	10.7	12.7	9.7	13.0	8.5	10.9	7.9	14.4	8.6	14.0	5.6	17.6
Mean	14.28	14.38	14.20	14.43	14.39	14.24	14.07	14.31	14.53	14.28	13.93	14.46	14.48	14.23	14.04	14.28	14.35	14.25	14.40	12.45	12.41

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 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/		EMBARRASSED/		EMBARRASSED/		EMBARRASSED/		EMBARRASSED/	
	LAST FEW MTHS	LAST FEW MTHS	LAST FEW MTHS	LAST FEW MTHS	LAST FEW MTHS	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	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	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
Total Answering	184	96	42	90	35	27	14	61	27	67	26	89	90	18	23	70	67	64	62	18	20
14 YEARS/YOUNGER	43.1	30.6	26.4	41.9	38.4	50.6	32.7	41.6	39.2	46.9	37.6	40.1	45.0	92.8	77.5	26.4	34.0	36.3	46.8	51.8	34.4
6 YEARS/YOUNGER	0.7	1.3	-	0.8	-	-	-	1.2	-	0.7	-	-	1.4	-	-	-	1.8	-	1.2	-	-
7	0.4	-	-	-	-	-	-	1.3	-	-	-	0.9	-	4.3	-	-	-	-	-	-	-
8	0.9	-	-	-	-	5.9	-	2.6	-	-	-	-	1.8	-	7.1	-	-	-	-	-	8.2
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10	2.0	-	-	1.4	-	-	10.1	-	5.2	3.4	-	1.6	2.5	7.8	10.0	-	-	-	2.0	7.8	-
11	1.6	*	-	1.7	-	-	-	3.4	-	*	-	2.4	0.9	11.4	-	-	1.3	2.4	1.4	-	-
12	3.5	1.1	2.3	2.2	6.8	4.0	-	1.3	-	3.5	12.5	3.2	3.9	4.2	15.5	2.9	-	2.7	4.3	6.0	-
13	17.7	9.4	10.1	18.4	16.4	22.3	22.7	12.4	19.7	24.0	13.7	16.6	17.5	49.6	35.3	8.0	11.4	14.4	21.3	24.8	13.2
14	16.4	18.7	13.9	17.3	15.2	18.3	-	19.3	14.3	15.3	11.5	15.5	17.0	15.5	9.7	15.5	19.5	16.8	16.6	13.2	13.0
15 YEARS/OLDER	46.8	59.9	60.5	50.3	42.9	41.3	67.3	47.2	49.8	46.9	45.2	48.9	46.2	7.2	5.8	59.8	59.9	51.1	45.8	43.7	58.6
15	22.6	25.8	32.4	26.1	28.4	9.0	25.9	17.3	29.9	25.3	20.8	24.9	21.7	7.2	5.8	29.6	27.1	30.9	23.2	6.8	24.8
16	19.4	27.1	22.7	19.5	12.3	28.3	30.7	22.0	17.1	19.0	18.6	19.4	19.1	-	-	24.5	25.5	15.0	19.9	36.8	20.4
17	4.8	6.9	5.5	4.7	2.2	4.1	10.7	7.9	2.8	2.7	5.8	4.6	5.4	-	-	5.8	7.2	5.2	2.7	-	13.4
18/OLDER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
REFUSED	10.0	9.6	13.1	7.8	18.7	8.1	-	11.2	11.0	6.2	17.2	10.9	8.8	-	16.7	13.8	6.1	12.7	7.4	4.6	7.0
Mean	14.28	14.87	14.91	14.42	14.36	14.13	14.56	14.28	14.36	14.22	14.45	14.39	14.18	12.54	12.29	14.95	14.75	14.57	14.21	14.13	14.46



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

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NC STATEWIDE - STUDENTS GRADES 6th-12th

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

	TOTAL	EMBARRASSED/		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		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	184	42	46	47	44	179	110	69	4	20	23	91	46	71	53	30	12	51	36	60	33
14 YEARS/YOUNGER	43.1	38.5	43.7	41.6	46.4	43.4	42.4	45.0	18.9	83.1	89.8	33.7	22.7	38.9	46.3	48.1	35.1	43.1	37.5	41.8	53.1
6 YEARS/YOUNGER	0.7	-	1.6	-	1.1	0.7	1.1	-	-	-	-	1.3	-	1.1	-	-	-	1.5	-	0.8	-
7	0.4	1.9	-	-	-	0.4	0.7	-	-	4.1	-	-	-	-	-	-	-	1.6	-	-	-
8	0.9	-	3.5	-	-	0.9	1.5	-	-	8.2	-	-	-	-	-	5.4	-	3.2	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10	2.0	3.4	-	-	5.1	2.1	2.2	1.8	-	12.5	5.5	-	-	-	2.4	4.8	-	2.8	-	1.7	3.8
11	1.6	5.0	-	-	1.9	1.2	1.2	1.1	-	6.9	3.3	-	*	1.1	1.4	-	-	2.6	2.1	-	0.1
12	3.5	1.9	-	4.4	8.0	3.5	2.0	6.0	-	6.4	13.3	1.1	2.4	3.1	4.1	-	9.4	-	2.2	3.7	10.1
13	17.7	9.4	19.7	23.1	15.2	17.8	14.7	22.6	18.9	31.3	57.4	11.1	5.3	11.9	25.1	25.5	14.6	10.9	18.6	18.0	27.0
14	16.4	16.9	18.8	14.2	15.2	16.8	19.0	13.4	-	13.7	10.3	20.1	15.0	21.7	13.2	12.3	11.1	20.5	14.6	17.7	12.1
15 YEARS/OLDER	46.8	47.5	47.7	50.2	44.6	47.2	47.1	47.3	38.9	6.7	5.8	55.8	68.0	48.8	47.7	49.1	53.2	41.7	58.8	51.7	34.9
15	22.6	21.7	22.4	27.8	21.1	23.2	23.7	22.4	-	6.7	5.8	27.4	30.7	29.6	25.1	13.0	19.3	16.1	31.1	30.3	12.9
16	19.4	20.3	18.1	18.6	20.1	19.0	19.9	17.7	38.9	-	-	24.1	26.5	16.9	16.1	30.9	24.5	22.6	16.4	17.5	19.1
17	4.8	5.5	7.3	3.8	3.4	5.0	3.5	7.3	-	-	-	4.3	10.9	2.3	6.4	5.1	9.5	3.0	11.3	3.9	2.9
18/OLDER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
REFUSED	10.0	14.0	8.6	8.2	9.0	9.4	10.5	7.7	42.2	10.2	4.4	10.5	9.3	12.4	6.0	2.8	11.7	15.2	3.7	6.4	11.9
Mean	14.28	14.28	14.29	14.49	14.06	14.28	14.22	14.37	15.02	11.93	12.85	14.72	15.17	14.46	14.31	14.13	14.72	13.98	14.71	14.41	13.97

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

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McLAUGHLIN & ASSOCIATES  
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## 6. AT WHAT AGE DID MOST OF THEM FIRST TRY DRINKING ALCOHOL?

	TOTAL	CHOICE MODEL	S/R/H ADS TO	HEARD/VISIT			
	WHEN PPL YOUR	STOP UNDERAGE	TALKITOUT.ORG				
	AGE DRINK	DRINKING					
	RESP.	IRRES-	YES	NO	YES	NO	
	DECI-	PONS-					
	SIONS	IBLE					
Total Answering	184	8	173	100	81	42	142
14 YEARS/YOUNGER	43.1	41.9	43.4	41.6	44.6	42.8	43.3
6 YEARS/YOUNGER	0.7	-	0.7	0.5	0.9	-	0.9
7	0.4	-	0.5	0.8	-	1.9	-
8	0.9	-	0.9	-	-	-	1.1
9	-	-	-	-	-	-	-
10	2.0	-	2.1	3.7	-	2.4	1.9
11	1.6	-	1.7	1.4	2.0	-	2.1
12	3.5	27.7	2.4	4.3	2.5	7.2	2.3
13	17.7	-	18.4	16.0	20.5	13.3	19.0
14	16.4	14.2	16.8	15.1	18.7	18.0	15.9
15 YEARS/OLDER	46.8	58.1	45.9	50.5	43.1	43.5	47.8
15	22.6	21.5	22.4	23.5	22.4	20.7	23.2
16	19.4	27.2	19.3	20.3	18.1	19.3	19.4
17	4.8	9.4	4.2	6.8	2.6	3.6	5.2
18/OLDER	-	-	-	-	-	-	-
REFUSED	10.0	-	10.7	7.8	12.4	13.7	8.9
Mean	14.28	14.49	14.25	14.34	14.31	14.23	14.29

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 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	11	21	24	127	30	39	41	17	37	91	11	30	25	64	32	63
14 YEARS/YOUNGER	43.1	74.3	-	100.0	78.3	86.8	59.8	29.3	55.0	31.7	15.3	12.1	69.6	30.3	88.5	27.6	62.1	32.1	83.8	26.4
6 YEARS/YOUNGER	0.7	-	-	-	-	-	-	1.0	-	1.2	1.8	-	-	0.8	-	-	-	1.2	-	0.7
7	0.4	1.4	-	-	-	-	3.4	-	-	-	-	-	-	-	-	-	3.2	-	-	-
8	0.9	2.8	-	-	-	7.6	-	-	-	-	-	-	-	-	14.1	-	6.4	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10	2.0	6.5	-	-	11.7	4.8	6.0	-	-	-	-	-	3.4	-	12.5	-	5.7	-	7.1	-
11	1.6	3.7	-	-	5.2	7.3	-	0.7	2.9	-	-	-	4.2	0.9	-	-	8.4	-	-	1.3
12	3.5	7.6	-	100.0	-	14.3	-	1.6	3.7	-	2.3	-	9.2	1.1	-	3.7	3.1	-	11.1	3.2
13	17.7	39.0	-	-	40.8	45.6	34.4	8.2	21.5	10.2	-	-	38.6	8.8	61.9	7.3	25.4	10.3	49.8	6.1
14	16.4	13.2	-	-	20.7	7.1	16.0	17.8	27.0	20.4	11.2	12.1	14.3	18.7	-	16.6	9.9	20.7	15.8	15.0
15 YEARS/OLDER	46.8	12.9	-	-	12.3	-	25.4	62.0	32.6	62.6	75.9	78.1	16.1	60.7	11.5	65.1	18.3	60.1	8.6	63.8
15	22.6	12.9	-	-	12.3	-	25.4	27.0	25.6	30.1	28.5	18.6	16.1	31.0	11.5	16.1	18.3	23.1	8.6	30.9
16	19.4	-	-	-	-	-	-	28.0	7.0	25.7	37.5	46.9	-	24.2	-	40.3	-	28.3	-	27.7
17	4.8	-	-	-	-	-	-	7.0	-	6.8	9.9	12.7	-	5.5	-	8.8	-	8.8	-	5.2
18/OLDER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
REFUSED	10.0	12.9	-	-	9.3	13.2	14.9	8.8	12.4	5.6	8.7	9.8	14.3	9.1	-	7.4	19.6	7.7	7.6	9.8
Mean	14.28	12.79	-	12.00	13.00	12.15	13.33	14.91	14.03	14.87	15.25	15.67	13.22	14.83	12.15	15.17	12.48	14.94	13.00	14.88

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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	8	128	41	2	5	55	25	73	16	89	95
14 YEARS/YOUNGER	43.1	44.5	41.7	44.4	-	84.8	40.4	42.9	42.7	46.8	40.6	45.5
6 YEARS/YOUNGER	0.7	-	0.6	-	-	9.9	1.4	-	-	-	0.8	0.5
7	0.4	-	-	-	-	16.8	-	-	-	-	0.9	-
8	0.9	-	-	3.9	-	-	-	6.4	-	-	1.8	-
9	-	-	-	-	-	-	-	-	-	-	-	-
10	2.0	12.1	1.0	3.5	-	-	-	5.7	1.7	-	1.6	2.4
11	1.6	-	1.9	-	-	12.1	2.8	-	1.1	-	2.4	0.9
12	3.5	-	3.4	2.7	-	18.6	1.4	-	5.0	6.8	0.9	5.9
13	17.7	-	17.5	22.4	-	21.2	16.4	15.5	18.3	33.2	14.6	20.6
14	16.4	32.5	17.4	12.0	-	6.3	18.4	15.3	16.6	6.8	17.6	15.3
15 YEARS/OLDER	46.8	34.7	47.7	50.2	46.1	15.2	48.2	53.8	47.3	44.8	48.4	45.4
15	22.6	8.8	26.7	14.8	-	15.2	25.0	19.1	27.9	8.1	21.7	23.5
16	19.4	10.3	17.1	29.1	46.1	-	17.5	30.3	16.9	27.4	20.3	18.4
17	4.8	15.6	3.9	6.3	-	-	5.8	4.4	2.5	9.3	6.3	3.5
18/OLDER	-	-	-	-	-	-	-	-	-	-	-	-
REFUSED	10.0	20.8	10.6	5.3	53.9	-	11.3	3.3	10.0	8.4	11.1	9.1
Mean	14.28	14.35	14.38	14.29	16.00	11.24	14.44	14.16	14.34	14.48	14.31	14.24

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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	58	25	7	27	52	22	30	35	20	14	7	18	15
AT LEAST ONCE/MONTH	44.9	34.6	38.3	24.0	34.0	49.5	41.1	55.7	47.7	51.5	42.4	33.8	64.3	44.8
At Least Once/Week	16.3	10.1	8.8	-	14.0	22.5	11.7	30.5	14.8	12.5	18.0	22.7	29.2	4.5
At Least Once/Month	28.6	24.5	29.5	24.0	20.0	27.0	29.4	25.2	33.0	39.0	24.4	11.1	35.1	40.3
LESS ONCE/MONTH	41.0	46.4	47.4	35.1	48.3	37.6	52.7	26.5	42.0	41.3	43.0	66.2	27.9	33.6
DK/REFUSED	14.1	19.0	14.3	40.9	17.7	12.9	6.2	17.8	10.2	7.2	14.6	-	7.8	21.6
Net Diff.	4.0	-11.8	-9.2	-11.1	-14.3	11.9	-11.6	29.1	5.7	10.2	-0.7	-32.3	36.5	11.2

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## 7. HOW OFTEN DO THEY 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 Answering	184	43	7	11	25	141	31	38	41	31	25	102	10	32	19	70	25	70	149	36
AT LEAST ONCE/MONTH	44.9	15.6	10.4	22.8	13.9	53.9	33.8	51.3	55.9	74.6	10.7	49.4	15.5	66.0	10.4	48.6	19.6	59.2	51.7	16.7
At Least Once/Week	16.3	5.9	-	22.8	-	19.6	17.6	11.7	16.9	34.7	-	16.9	15.5	21.9	-	13.3	10.3	25.9	19.6	2.9
At Least Once/Month	28.6	9.8	10.4	-	13.9	34.4	16.2	39.6	39.0	39.9	10.7	32.6	-	44.1	10.4	35.4	9.3	33.4	32.2	13.7
LESS ONCE/MONTH	41.0	60.3	67.3	43.9	65.6	35.0	59.4	34.6	28.8	19.8	68.5	38.8	47.7	23.0	65.0	38.7	56.8	31.4	35.0	65.9
DK/REFUSED	14.1	24.0	22.4	33.2	20.5	11.0	6.8	14.2	15.3	5.6	20.8	11.7	36.8	11.0	24.6	12.7	23.6	9.3	13.3	17.4
Net Diff.	4.0	-44.7	-56.9	-21.1	-51.7	18.9	-25.6	16.7	27.1	54.8	-57.9	10.6	-32.2	43.0	-54.6	10.0	-37.3	27.8	16.7	-49.2

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## 7. HOW OFTEN DO THEY DRINK ALCOHOL?

	TOTAL	TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		THINK IT'S		THINK IT'S		THINK IT'S		THINK IT'S	
		DRINKING	DRINKING	DRINKING	DRINKING	DRINKING	DRINKING	DRINKING	DRINKING	DRINKING	DRINKING	DRINKING	DRINKING	OKAY TO DRINK	OKAY TO DRINK	OKAY TO DRINK	OKAY TO DRINK	OKAY TO DRINK	OKAY TO DRINK	OKAY TO DRINK	
		(6th-8th)	(9th-12th)	(9th-12th)	(WHITE)	(WHITE)	(AFR. AMER.)	(AFR. AMER.)	(MALE)	(MALE)	(FEMALE)	(FEMALE)	(FEMALE)	ALCOHOL	(6th-8th)	(9th-12th)	(9th-12th)	(WHITE)	(WHITE)	(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	29	14	120	21	108	20	31	10	64	24	84	11	92	84	9	32	82	52	62	61
AT LEAST ONCE/MONTH	44.9	15.9	15.0	60.3	17.8	46.1	18.2	68.1	12.1	49.6	17.0	53.3	16.0	58.2	31.2	8.5	18.5	63.9	39.1	54.3	28.8
At Least Once/Week	16.3	5.2	7.2	23.0	-	16.0	-	27.2	-	14.5	-	23.4	9.4	23.0	10.7	-	7.9	25.7	12.5	23.1	4.9
At Least Once/Month	28.6	10.7	7.8	37.3	17.8	30.1	18.2	40.9	12.1	35.2	17.0	29.8	6.6	35.2	20.5	8.5	10.6	38.2	26.6	31.3	23.9
LESS ONCE/MONTH	41.0	55.1	70.7	30.2	62.6	41.4	62.6	13.5	74.7	33.7	71.6	36.0	53.3	29.1	52.9	74.5	54.2	24.0	52.1	32.6	57.7
DK/REFUSED	14.1	29.0	14.2	9.5	19.6	12.5	19.2	18.4	13.2	16.6	11.4	10.7	30.8	12.7	15.9	17.0	27.3	12.2	8.7	13.1	13.5
Net Diff.	4.0	-39.2	-55.7	30.1	-44.8	4.7	-44.4	54.7	-62.6	15.9	-54.6	17.3	-37.3	29.1	-21.8	-66.1	-35.7	39.9	-13.0	21.8	-28.9

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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	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
		-----																				
Total Answering	184	23	15	37	47	54	37	184	-	43	-	141	-	128	-	41	-	89	-	95	-	
AT LEAST ONCE/MONTH	44.9	68.9	34.0	57.1	28.2	58.9	35.0	44.9	-	15.6	-	53.9	-	41.7	-	54.1	-	40.7	-	48.9	-	
At Least Once/Week	16.3	18.5	27.0	15.7	7.5	28.1	14.9	16.3	-	5.9	-	19.6	-	13.5	-	20.4	-	10.5	-	21.8	-	
At Least Once/Month	28.6	50.3	7.1	41.4	20.7	30.9	20.1	28.6	-	9.8	-	34.4	-	28.2	-	33.7	-	30.2	-	27.1	-	
LESS ONCE/MONTH	41.0	16.2	42.6	23.7	58.2	32.9	46.3	41.0	-	60.3	-	35.0	-	44.7	-	28.8	-	44.1	-	38.0	-	
DK/REFUSED	14.1	15.0	23.4	19.2	13.6	8.2	18.7	14.1	-	24.0	-	11.0	-	13.5	-	17.1	-	15.2	-	13.0	-	
Net Diff.	4.0	52.7	-8.6	33.4	-30.1	26.1	-11.3	4.0	-	-44.7	-	18.9	-	-3.0	-	25.3	-	-3.5	-	10.9	-	



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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	79	7	72	3	6	33	30	86	42	36	9	-	53	61
AT LEAST ONCE/MONTH	44.9	33.7	27.5	34.3	28.2	15.2	32.8	40.6	59.2	58.2	64.5	42.9	-	29.0	54.0
At Least Once/Week	16.3	10.5	6.4	10.9	28.2	15.2	4.6	15.0	24.3	24.4	21.7	34.2	-	9.4	18.7
At Least Once/Month	28.6	23.2	21.1	23.5	-	-	28.2	25.6	34.9	33.8	42.8	8.7	-	19.6	35.3
LESS ONCE/MONTH	41.0	49.6	53.0	49.2	26.3	84.8	46.2	47.2	35.4	36.4	28.7	57.1	-	56.2	38.3
DK/REFUSED	14.1	16.7	19.5	16.5	45.5	-	21.0	12.2	5.4	5.4	6.8	-	-	14.8	7.7
Net Diff.	4.0	-15.9	-25.5	-14.9	2.0	-69.6	-13.5	-6.6	23.8	21.8	35.8	-14.3	-	-27.2	15.7

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7. HOW OFTEN DO THEY DRINK ALCOHOL?

	TOTAL	AGE STARTED		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	18	21	36	43	43	83	30	53	75	7	3	4	26	76	28	48	49	
AT LEAST ONCE/MONTH	44.9	43.5	69.2	29.6	54.1	37.1	64.3	100.0	100.0	100.0	-	100.0	100.0	100.0	-	100.0	100.0	100.0	-
At Least Once/Week	16.3	8.2	33.4	1.5	20.4	17.9	28.2	36.4	100.0	-	-	37.5	100.0	-	-	36.3	100.0	-	-
At Least Once/Month	28.6	35.3	35.8	28.1	33.7	19.2	36.1	63.6	-	100.0	-	62.5	-	100.0	-	63.7	-	100.0	-
LESS ONCE/MONTH	41.0	30.0	30.8	52.5	41.5	47.1	29.2	-	-	-	100.0	-	-	-	100.0	-	-	-	100.0
DK/REFUSED	14.1	26.5	-	17.9	4.4	15.8	6.5	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	4.0	13.5	38.5	-22.9	12.6	-10.0	35.1	100.0	100.0	100.0	-100.0	100.0	100.0	100.0	-100.0	100.0	100.0	100.0	-100.0

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7. HOW OFTEN DO THEY DRINK ALCOHOL?

	TOTAL	OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				AT WHAT AGE DO YOU THINK			
		(WHITE)				(AFRICAN AMERICAN)				(MALE)				(FEMALE)				IT'S APPROPRIATE TO START			
																		DRINKING ALCOHOL			
		LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	UNDER	21/	21	22+
		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	21	OVER		
		MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH				
Total Answering	184	53	17	36	57	22	8	14	12	36	9	27	39	47	21	26	36	41	138	126	11
AT LEAST ONCE/MONTH	44.9	100.0	100.0	100.0	-	100.0	100.0	100.0	-	100.0	100.0	100.0	-	100.0	100.0	100.0	-	50.0	43.6	44.8	31.0
At Least Once/Week	16.3	32.4	100.0	-	-	37.7	100.0	-	-	25.8	100.0	-	-	44.6	100.0	-	-	21.4	15.5	14.2	31.0
At Least Once/Month	28.6	67.6	-	100.0	-	62.3	-	100.0	-	74.2	-	100.0	-	55.4	-	100.0	-	28.7	28.1	30.6	-
LESS ONCE/MONTH	41.0	-	-	-	100.0	-	-	-	100.0	-	-	-	100.0	-	-	-	100.0	42.2	41.2	41.3	40.4
DK/REFUSED	14.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7.8	15.2	14.0	28.7
Net Diff.	4.0	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	7.8	2.5	3.5	-9.4

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## 7. HOW OFTEN DO THEY DRINK ALCOHOL?

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING			
		ALCOHOL				ALCOHOL				ALCOHOL			
		(6th-8th)				(6th-8th)				(9th-12th)			
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER
		ABOUT		times		ABOUT		times		ABOUT		times	
Total Answering	184	161	42	119	23	41	9	32	2	120	33	87	21
AT LEAST ONCE/MONTH	44.9	42.4	48.4	40.2	62.8	13.7	37.9	6.9	51.7	52.2	51.2	52.6	64.0
At Least Once/Week	16.3	16.4	28.2	12.2	15.8	6.2	11.5	4.7	-	19.9	32.7	15.0	17.4
At Least Once/Month	28.6	25.9	20.2	28.0	47.1	7.5	26.4	2.2	51.7	32.3	18.5	37.5	46.6
LESS ONCE/MONTH	41.0	43.7	35.5	46.6	22.2	63.5	53.3	66.4	-	36.9	30.7	39.3	24.5
DK/REFUSED	14.1	13.9	16.1	13.2	15.0	22.8	8.8	26.7	48.3	10.9	18.1	8.2	11.5
Net Diff.	4.0	-1.3	12.9	-6.4	40.6	-49.8	-15.4	-59.5	51.7	15.3	20.6	13.3	39.5

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7. HOW OFTEN DO THEY DRINK ALCOHOL?

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT	
		ALCOHOL				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	184	113	28	85	15	33	10	23	8	75	26	49	14	86	16	70	9	128	53	32	11
AT LEAST ONCE/MONTH	44.9	40.1	44.5	38.7	54.2	47.2	38.9	51.1	82.9	37.0	35.3	37.8	61.1	47.1	69.5	41.9	65.4	43.2	48.8	14.4	19.0
At Least Once/Week	16.3	13.4	21.1	10.8	14.6	20.8	26.9	18.0	18.9	10.6	18.0	6.7	9.7	21.5	44.6	16.1	24.6	16.4	15.6	4.7	9.1
At Least Once/Month	28.6	26.8	23.4	27.9	39.6	26.5	11.9	33.1	64.0	26.3	17.3	31.1	51.4	25.6	24.9	25.8	40.8	26.8	33.2	9.7	9.9
LESS ONCE/MONTH	41.0	46.5	35.6	50.0	31.5	35.7	48.8	29.7	-	46.5	42.1	48.8	31.3	41.2	24.8	45.1	9.0	40.6	41.5	64.1	49.8
DK/REFUSED	14.1	13.4	19.9	11.3	14.3	17.1	12.3	19.3	17.1	16.6	22.6	13.4	7.6	11.6	5.7	13.0	25.6	16.2	9.7	21.5	31.2
Net Diff.	4.0	-6.3	8.9	-11.3	22.7	11.6	-9.9	21.4	82.9	-9.5	-6.8	-11.0	29.7	5.9	44.7	-3.1	56.5	2.6	7.3	-49.7	-30.8

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## 7. HOW OFTEN DO THEY DRINK ALCOHOL?

	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		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	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
		-----																			
Total Answering	184	96	42	90	35	27	14	61	27	67	26	89	90	18	23	70	67	64	62	18	20
AT LEAST ONCE/MONTH	44.9	52.7	56.9	41.1	42.5	48.1	65.7	36.8	48.1	49.0	49.6	46.8	44.9	8.2	23.1	56.9	52.3	40.5	43.0	66.4	52.2
At Least Once/Week	16.3	20.2	17.3	14.5	9.6	20.0	21.3	12.8	5.6	19.6	26.0	18.2	14.6	-	11.2	23.0	15.7	16.6	9.4	21.3	23.2
At Least Once/Month	28.6	32.5	39.6	26.7	32.8	28.1	44.4	24.0	42.5	29.4	23.6	28.6	30.3	8.2	11.9	34.0	36.5	23.9	33.7	45.1	29.0
LESS ONCE/MONTH	41.0	32.8	39.3	41.5	53.0	39.1	9.1	44.6	44.0	37.0	38.9	37.1	44.5	56.6	69.0	32.1	36.2	41.7	47.4	21.3	34.3
DK/REFUSED	14.1	14.5	3.8	17.4	4.5	12.9	25.1	18.6	7.9	14.0	11.5	16.0	10.6	35.2	7.9	11.0	11.5	17.8	9.6	12.4	13.6
Net Diff.	4.0	19.9	17.7	-0.3	-10.5	9.0	56.6	-7.8	4.1	12.0	10.6	9.7	0.4	-48.4	-45.9	24.9	16.1	-1.2	-4.4	45.1	17.9

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## 7. HOW OFTEN DO THEY DRINK ALCOHOL?

	TOTAL		EMBARRASSED/		EMBARRASSED/		ALCOHOL USE BY PEOPLE				ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE	
	AFRAID 2 TALK		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	
	(MALE)		(FEMALE)		(FEMALE)						(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)	
	YES	NO	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	184	42	46	47	44	44	179	110	69	4	20	23	91	46	71	53	30	12	51	36	60	33
AT LEAST ONCE/MONTH	44.9	37.9	44.3	54.8	45.4	43.9	51.4	32.0	79.5	11.7	19.5	59.9	38.3	48.6	28.8	62.5	32.7	45.9	31.7	56.0	32.4	
At Least Once/Week	16.3	15.7	6.1	20.5	23.4	15.8	22.6	5.0	21.7	7.7	4.5	25.8	5.2	20.7	1.8	28.4	-	15.5	4.0	28.7	6.1	
At Least Once/Month	28.6	22.3	38.3	34.3	22.1	28.1	28.8	27.0	57.8	4.1	15.0	34.1	33.0	27.9	26.9	34.1	32.7	30.4	27.7	27.4	26.3	
LESS ONCE/MONTH	41.0	40.5	45.9	34.1	43.1	42.1	34.7	53.9	-	52.7	68.9	30.8	46.3	38.1	57.7	22.6	44.5	33.1	62.6	36.1	44.4	
DK/REFUSED	14.1	21.6	9.8	11.1	11.5	14.0	13.9	14.1	20.5	35.6	11.6	9.3	15.4	13.3	13.5	14.9	22.8	21.0	5.7	7.9	23.3	
Net Diff.	4.0	-2.6	-1.6	20.7	2.4	1.9	16.7	-21.8	79.5	-41.0	-49.4	29.1	-8.1	10.6	-29.0	39.9	-11.9	12.9	-30.9	19.9	-12.0	

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## 7. HOW OFTEN DO THEY DRINK ALCOHOL?

	TOTAL	CHOICE MODEL	S/R/H ADS TO	HEARD/VISIT			
		WHEN PPL YOUR	STOP UNDERAGE	TALKITOUT.ORG			
		AGE DRINK	DRINKING				
		RESP.	IRRES-	YES	NO	YES	NO
		DECI-	PONS-				
		SIONS	IBLE				
Total Answering	184	8	173	100	81	42	142
AT LEAST ONCE/MONTH	44.9	36.6	45.0	43.9	46.3	44.8	45.0
At Least Once/Week	16.3	18.6	16.5	18.2	14.6	9.9	18.3
At Least Once/Month	28.6	18.0	28.5	25.7	31.6	35.0	26.7
LESS ONCE/MONTH	41.0	54.2	40.5	44.9	35.6	33.3	43.3
DK/REFUSED	14.1	9.1	14.5	11.2	18.1	21.9	11.7
Net Diff.	4.0	-17.6	4.4	-1.0	10.6	11.5	1.7



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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	11	21	24	127	30	39	41	17	37	91	11	30	25	64	32	63
AT LEAST ONCE/MONTH	44.9	20.9	-	-	30.5	12.8	25.0	55.7	36.0	51.9	65.8	74.2	16.4	52.1	28.4	64.0	16.2	50.3	24.6	61.1
At Least Once/Week	16.3	6.6	-	-	23.8	-	5.2	20.7	23.1	6.0	34.8	16.3	3.3	17.7	13.1	23.2	-	14.6	11.9	26.8
At Least Once/Month	28.6	14.3	-	-	6.7	12.8	19.8	35.0	12.9	46.0	31.0	58.0	13.0	34.5	15.3	40.8	16.2	35.6	12.7	34.3
LESS ONCE/MONTH	41.0	58.9	-	100.0	35.0	62.3	64.5	33.0	48.3	40.7	21.7	15.6	66.6	35.8	40.4	24.3	61.4	37.4	57.0	28.6
DK/REFUSED	14.1	20.2	-	-	34.5	24.9	10.5	11.4	15.7	7.4	12.5	10.2	17.0	12.1	31.2	11.7	22.4	12.4	18.4	10.3
Net Diff.	4.0	-38.0	-	-100.0	-4.4	-49.5	-39.5	22.7	-12.4	11.2	44.2	58.7	-50.2	16.4	-12.1	39.7	-45.2	12.9	-32.3	32.5

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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	8	128	41	2	5	55	25	73	16	89	95
AT LEAST ONCE/MONTH	44.9	38.2	41.7	54.1	46.1	63.4	35.9	53.5	46.2	55.1	40.7	48.9
At Least Once/Week	16.3	38.2	13.5	20.4	-	25.0	5.9	15.6	19.3	27.9	10.5	21.8
At Least Once/Month	28.6	-	28.2	33.7	46.1	38.4	30.0	37.9	26.9	27.2	30.2	27.1
LESS ONCE/MONTH	41.0	50.0	44.7	28.8	53.9	24.9	48.9	32.3	41.6	23.3	44.1	38.0
DK/REFUSED	14.1	11.8	13.5	17.1	-	11.7	15.2	14.2	12.2	21.6	15.2	13.0
Net Diff.	4.0	-11.8	-3.0	25.3	-7.8	38.4	-13.0	21.2	4.6	31.7	-3.5	10.9

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## 8. AT WHAT AGE, DO YOU THINK IT'S APPROPRIATE FOR YOUR FRIENDS TO START DRINKING 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	300	96	40	11	46	85	36	49	53	26	26	13	34	20
14 YEARS/YOUNGER	0.5	-	-	-	-	1.7	-	2.9	-	-	-	-	-	-
10 YEARS/Younger	-	-	-	-	-	-	-	-	-	-	-	-	-	-
11	-	-	-	-	-	-	-	-	-	-	-	-	-	-
12	-	-	-	-	-	-	-	-	-	-	-	-	-	-
13	0.2	-	-	-	-	0.7	-	1.2	-	-	-	-	-	-
14	0.3	-	-	-	-	1.0	-	1.7	-	-	-	-	-	-
15-17	2.9	3.4	4.3	-	3.5	5.0	4.7	5.2	1.0	2.0	-	-	2.1	-
15	-	-	-	-	-	-	-	-	-	-	-	-	-	-
16	2.6	2.4	1.8	-	3.5	5.0	4.7	5.2	1.0	2.0	-	-	2.1	-
17	0.3	1.0	2.4	-	-	-	-	-	-	-	-	-	-	-
18-20	16.4	15.9	17.5	5.1	17.1	18.9	21.4	17.1	14.1	24.3	4.0	29.6	17.1	5.3
18	11.6	9.0	9.1	5.1	9.9	14.1	10.2	17.1	14.1	24.3	4.0	24.1	10.9	-
19	1.5	2.5	3.5	-	2.2	2.6	6.2	-	-	-	-	-	-	-
20	3.3	4.4	4.9	-	5.0	2.1	5.0	-	-	-	-	5.5	6.2	5.3
21 YEARS/OLDER	80.2	80.7	78.2	94.9	79.4	74.5	73.9	74.9	84.8	73.7	96.0	70.4	80.8	94.7
21	66.9	67.8	69.3	94.9	60.0	62.4	61.6	63.0	73.6	64.5	82.6	53.0	66.0	74.2
22-24	3.3	5.2	3.3	-	8.1	1.9	2.2	1.6	4.3	5.3	3.3	-	2.9	-
25/Older	5.6	1.8	2.4	-	1.7	7.9	6.5	9.0	3.6	3.9	3.3	17.4	3.1	16.0

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8. AT WHAT AGE, DO YOU THINK IT'S APPROPRIATE FOR YOUR FRIENDS TO START DRINKING 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	
REFUSED			4.4	5.9	3.3	-	9.7	2.3	3.7	1.2	3.4	-	6.9	-	8.8	4.5
Mean			20.86	20.68	20.64	20.85	20.68	20.72	20.77	20.68	20.85	20.54	21.19	21.44	20.76	22.12



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## 8. AT WHAT AGE, DO YOU THINK IT'S APPROPRIATE FOR YOUR FRIENDS TO START DRINKING 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 Answering	300	120	37	38	45	180	50	46	47	38		81	127	17	45	65	88	55	92	164	135
14 YEARS/YOUNGER	0.5	-	-	-	-	0.8	-	3.1	-	-		-	1.1	-	-	-	0.6	-	0.9	0.3	-
10 YEARS/Younger	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-	-	-	-	-	-
11	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-	-	-	-	-	-
12	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-	-	-	-	-	-
13	0.2	-	-	-	-	0.3	-	1.3	-	-		-	0.5	-	-	-	0.6	-	-	0.3	-
14	0.3	-	-	-	-	0.5	-	1.8	-	-		-	0.7	-	-	-	-	-	0.9	-	-
15-17	2.9	3.7	2.7	2.5	5.5	2.4	-	4.6	-	5.8		3.1	2.2	-	3.4	3.0	2.2	4.5	2.5	3.7	2.0
15	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-	-	-	-	-	-
16	2.6	2.9	2.7	-	5.5	2.4	-	4.6	-	5.8		2.0	2.2	-	3.4	1.5	2.2	4.5	2.5	3.7	1.3
17	0.3	0.8	-	2.5	-	-	-	-	-	-		1.2	-	-	-	1.5	-	-	-	-	0.7
18-20	16.4	16.4	18.1	14.2	16.9	16.4	10.6	22.0	15.0	19.3		17.2	17.4	10.3	13.1	18.1	11.2	14.5	21.5	17.1	15.7
18	11.6	13.0	15.5	9.8	13.7	10.6	1.8	16.8	10.4	15.3		12.2	13.0	10.3	2.5	14.0	7.9	11.9	13.3	13.2	9.8
19	1.5	1.2	-	-	3.1	1.8	2.8	4.0	-	-		1.7	2.5	-	-	-	-	2.6	3.5	2.0	1.0
20	3.3	2.2	2.7	4.4	-	4.0	6.0	1.3	4.6	4.0		3.3	2.0	-	10.6	4.1	3.3	-	4.6	2.0	4.9
21 YEARS/OLDER	80.2	79.9	79.2	83.2	77.7	80.4	89.4	70.3	85.0	74.9		79.6	79.2	89.7	83.5	78.9	85.9	81.0	75.1	78.8	82.4
21	66.9	59.1	60.6	49.6	65.9	72.0	84.5	59.4	71.9	71.0		60.7	73.2	73.5	71.3	51.9	73.9	67.6	70.3	70.9	62.4
22-24	3.3	5.3	3.2	6.4	6.0	1.9	2.0	2.7	2.8	-		7.8	0.8	-	2.9	7.6	3.4	2.5	0.5	2.0	4.8
25/Older	5.6	10.4	9.1	21.0	2.8	2.4	-	6.3	1.6	1.9		8.1	2.3	8.6	3.0	10.1	2.4	10.9	2.4	2.3	9.6

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8. AT WHAT AGE, DO YOU THINK IT’S APPROPRIATE FOR YOUR FRIENDS TO START DRINKING 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	
REFUSED	4.4	5.0	6.3	6.3	2.9	4.0	3.0	2.0	8.7	2.0	3.1	2.9	7.6	6.3	9.3	6.2	-	1.9	3.5	5.6	
Mean	20.86	21.24	21.08	22.23	20.55	20.62	20.87	20.43	20.79	20.33	21.14	20.51	21.32	20.92	21.29	20.79	21.18	20.46	20.52	21.33	



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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 8. AT WHAT AGE, DO YOU THINK IT'S APPROPRIATE FOR YOUR FRIENDS TO START DRINKING ALCOHOL?

	TOTAL	TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		THINK IT'S		THINK IT'S		THINK IT'S		THINK IT'S	
		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK	
		(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		ALCOHOL		(6th-8th)		(9th-12th)		(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
<hr/>																					
Total Answering	300	37	83	128	52	117	90	34	29	74	79	90	56	107	179	16	99	92	80	70	128
14 YEARS/YOUNGER	0.5	-	-	0.4	-	0.5	-	-	-	0.8	-	-	-	-	0.8	-	-	-	1.8	-	1.1
10 YEARS/Younger	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
11	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
12	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
13	0.2	-	-	0.4	-	0.5	-	-	-	0.8	-	-	-	-	0.3	-	-	-	0.7	-	0.4
14	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	0.5	-	-	-	1.0	-	0.6
15-17	2.9	6.8	2.3	2.8	1.4	3.1	1.8	4.5	-	1.7	3.4	5.3	-	5.6	1.5	15.8	2.0	3.9	0.9	5.3	1.3
15	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
16	2.6	6.8	1.2	2.8	1.4	3.1	0.8	4.5	-	1.7	2.1	5.3	-	5.6	0.9	15.8	1.0	3.9	0.9	5.3	0.5
17	0.3	-	1.1	-	-	-	1.1	-	-	-	1.2	-	-	-	0.5	-	1.0	-	-	-	0.7
18-20	16.4	14.4	17.3	17.9	13.0	20.8	13.1	4.5	21.5	10.2	17.7	22.8	12.7	21.7	13.6	16.2	17.2	22.6	9.1	25.3	13.1
18	11.6	11.7	13.6	13.6	3.5	16.5	7.8	-	10.1	8.9	11.9	16.7	6.7	16.4	9.1	16.2	13.1	16.5	4.1	21.3	8.3
19	1.5	-	1.7	2.5	-	2.8	1.6	-	-	-	-	3.6	2.5	1.3	1.3	-	1.4	1.5	1.2	2.0	1.9
20	3.3	2.6	2.0	1.8	9.4	1.5	3.7	4.5	11.3	1.3	5.8	2.6	3.5	3.9	3.1	-	2.6	4.6	3.8	2.0	2.9
21 YEARS/OLDER	80.2	78.9	80.3	78.8	85.7	75.6	85.1	91.0	78.5	87.3	78.9	71.9	87.3	72.7	84.1	68.0	80.8	73.5	88.2	69.5	84.5
21	66.9	66.6	55.8	72.2	72.9	69.3	67.7	82.7	59.3	75.9	54.0	66.9	74.3	64.0	68.2	52.6	59.6	66.0	79.0	62.0	71.6
22-24	3.3	5.8	5.0	0.9	4.4	1.8	5.7	-	4.5	3.9	6.4	0.5	2.5	1.7	3.7	8.9	3.6	0.5	3.8	2.0	3.6
25/Older	5.6	6.4	12.2	1.2	5.4	1.3	8.9	4.5	4.8	2.1	9.0	2.6	10.5	3.6	7.2	6.5	11.6	3.1	1.8	2.1	6.2

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

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NC STATEWIDE - STUDENTS GRADES 6th-12th

8. AT WHAT AGE, DO YOU THINK IT'S APPROPRIATE FOR YOUR FRIENDS TO START DRINKING ALCOHOL?

	TOTAL		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		THINK IT'S		THINK IT'S		THINK IT'S		THINK IT'S	
	DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK	
	(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		ALCOHOL		(6th-8th)		(9th-12th)		(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
REFUSED	4.4	-	7.3	4.5	2.9	3.2	2.8	3.8	10.0	5.4	9.5	2.0	-	3.3	5.0	-	6.1	3.9	3.7	3.3	3.1	
Mean	20.86	20.85	21.42	20.42	21.21	20.34	21.36	21.04	21.01	20.78	21.21	20.32	21.50	20.43	21.13	20.36	21.37	20.44	20.84	20.20	21.05	



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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McLAUGHLIN & ASSOCIATES  
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## 8. AT WHAT AGE, DO YOU THINK IT'S APPROPRIATE FOR YOUR FRIENDS TO START 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   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
<hr/>																					
Total Answering	300	29	30	42	101	65	78	184	112	43	74	141	38	128	76	41	21	89	61	95	51
14 YEARS/YOUNGER	0.5	-	-	-	0.6	-	1.1	0.3	0.7	-	-	0.4	2.2	0.4	1.1	-	-	0.6	-	-	1.6
10 YEARS/Younger	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
11	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
12	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
13	0.2	-	-	-	0.6	-	-	0.3	-	-	-	0.4	-	0.4	-	-	-	0.6	-	-	-
14	0.3	-	-	-	-	-	1.1	-	0.7	-	-	-	2.2	-	1.1	-	-	-	-	-	1.6
15-17	2.9	5.2	-	3.0	2.6	7.4	-	4.2	0.9	8.0	1.3	3.1	-	3.4	1.3	3.7	-	3.3	1.6	5.0	-
15	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
16	2.6	5.2	-	3.0	1.7	7.4	-	4.2	-	8.0	-	3.1	-	3.4	-	3.7	-	3.3	-	5.0	-
17	0.3	-	-	-	0.9	-	-	-	0.9	-	1.3	-	-	-	1.3	-	-	-	1.6	-	-
18-20	16.4	9.7	15.9	17.5	14.0	24.4	13.1	17.6	14.5	14.8	17.9	18.5	8.0	19.7	13.6	9.5	17.9	12.5	16.2	22.4	12.6
18	11.6	-	9.5	13.1	10.3	18.6	7.5	13.9	8.2	14.8	12.4	13.6	-	16.5	6.9	2.7	8.6	11.0	10.1	16.6	6.0
19	1.5	-	-	-	-	2.2	3.1	1.7	1.3	-	1.9	2.3	-	2.5	1.9	-	-	-	-	3.4	2.8
20	3.3	9.7	6.4	4.4	3.7	3.6	2.5	2.0	5.1	-	3.6	2.6	8.0	0.6	4.9	6.8	9.3	1.5	6.1	2.5	3.8
21 YEARS/OLDER	80.2	85.1	84.1	79.5	82.8	68.2	85.8	77.8	83.9	77.2	80.8	78.0	89.8	76.5	84.0	86.9	82.1	83.5	82.3	72.5	85.8
21	66.9	76.0	65.5	71.7	60.4	59.0	78.4	68.6	64.5	67.1	54.9	69.1	83.2	69.8	66.6	73.7	68.4	73.5	53.0	64.1	78.3
22-24	3.3	-	4.3	-	6.5	2.9	-	1.8	5.8	1.8	7.5	1.8	2.6	0.6	8.6	3.1	-	3.2	8.4	0.5	2.7
25/Older	5.6	4.7	4.9	1.6	7.9	4.9	6.3	4.3	8.0	8.3	12.1	3.1	-	3.1	7.2	6.9	-	2.4	10.7	6.1	4.7

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8. AT WHAT AGE, DO YOU THINK IT'S APPROPRIATE FOR YOUR FRIENDS TO START DRINKING ALCOHOL?

	TOTAL		THINK IT'S		THINK IT'S		THINK IT'S		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/	
	OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL	
	(AFR. AMER.)		(MALE)		(FEMALE)		ALCOHOL		(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)			
	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
REFUSED	4.4	4.4	9.4	6.2	8.0	1.4	1.1	3.1	5.6	-	6.3	4.1	4.0	2.9	1.5	3.1	13.6	4.5	10.2	1.9	-	-
Mean	20.86	20.97	21.09	20.49	21.18	20.39	21.06	20.62	21.28	20.77	21.53	20.57	20.81	20.46	21.26	21.22	20.59	20.65	21.55	20.58	21.00	

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8. AT WHAT AGE, DO YOU THINK IT'S APPROPRIATE FOR YOUR FRIENDS TO START 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	300	79	7	72	3	6	33	30	86	42	36	9	-	53	61
14 YEARS/YOUNGER	0.5	0.7	-	0.8	-	-	-	1.9	-	-	-	-	-	1.1	-
10 YEARS/Younger	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
11	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
12	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
13	0.2	0.7	-	0.8	-	-	-	1.9	-	-	-	-	-	1.1	-
14	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
15-17	2.9	5.1	-	5.6	-	13.8	7.1	2.7	3.2	1.3	2.0	17.0	-	5.9	2.0
15	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
16	2.6	5.1	-	5.6	-	13.8	7.1	2.7	3.2	1.3	2.0	17.0	-	5.9	2.0
17	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
18-20	16.4	12.7	-	14.0	25.6	21.9	15.3	9.7	22.3	18.9	20.2	47.3	-	16.0	23.8
18	11.6	11.4	-	12.6	25.6	21.9	15.3	6.4	17.2	15.7	13.7	38.0	-	14.1	21.1
19	1.5	1.3	-	1.4	-	-	-	3.3	0.9	-	2.3	-	-	1.9	1.3
20	3.3	-	-	-	-	-	-	-	4.2	3.1	4.2	9.3	-	-	1.4
21 YEARS/OLDER	80.2	81.5	100.0	79.7	74.4	64.4	77.6	85.7	74.5	79.9	77.8	35.8	-	77.0	74.2
21	66.9	72.8	79.7	72.1	46.1	64.4	69.7	78.9	67.3	71.7	74.2	18.8	-	72.1	67.4
22-24	3.3	0.6	6.4	-	-	-	-	-	2.4	-	3.6	8.3	-	-	-
25/Older	5.6	6.5	13.9	5.7	28.2	-	7.8	2.5	1.6	3.3	-	-	-	5.0	2.3

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NC STATEWIDE - STUDENTS GRADES 6th-12th

8. AT WHAT AGE, DO YOU THINK IT’S APPROPRIATE FOR YOUR FRIENDS TO START 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
REFUSED	4.4	1.6	-	1.8	-	-	-	4.3	3.2	4.8	-	8.7	-	-	4.6
Mean	20.86	20.78	22.10	20.65	22.21	19.65	20.73	20.61	20.40	20.65	20.47	18.91	-	20.51	20.35



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## 8. AT WHAT AGE, DO YOU THINK IT'S APPROPRIATE FOR YOUR FRIENDS TO START DRINKING ALCOHOL?

	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	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	18	21	36	43	43	43	83	30	53	75	7	3	4	26	76	28	48	49
14 YEARS/YOUNGER	0.5	-	-	1.6	-	-	-	-	-	-	0.8	-	-	-	-	-	-	-	1.2
10 YEARS/Younger	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
11	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
12	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
13	0.2	-	-	1.6	-	-	-	-	-	-	0.8	-	-	-	-	-	-	-	1.2
14	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
15-17	2.9	-	7.3	2.0	2.9	7.6	3.5	5.2	5.0	5.3	1.2	-	-	-	3.4	5.7	5.5	5.8	-
15	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
16	2.6	-	7.3	2.0	2.9	7.6	3.5	5.2	5.0	5.3	1.2	-	-	-	3.4	5.7	5.5	5.8	-
17	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
18-20	16.4	-	18.8	10.7	14.6	14.3	30.1	19.5	24.0	16.9	20.9	27.3	-	43.7	17.5	18.8	26.2	14.6	22.7
18	11.6	-	5.3	10.7	11.6	12.0	22.8	15.5	19.0	13.5	16.2	27.3	-	43.7	17.5	14.4	20.7	10.8	15.6
19	1.5	-	-	-	-	2.3	1.9	2.2	-	3.4	1.9	-	-	-	-	2.4	-	3.7	2.8
20	3.3	-	13.5	-	3.0	-	5.4	1.8	5.0	-	2.8	-	-	-	-	2.0	5.5	-	4.3
21 YEARS/OLDER	80.2	100.0	73.9	85.7	82.5	78.1	66.4	75.3	71.0	77.8	77.2	72.7	100.0	56.3	79.1	75.6	68.3	79.7	76.1
21	66.9	84.8	67.6	80.0	70.1	66.9	64.5	68.4	59.5	73.5	69.1	50.6	41.0	56.3	75.2	70.0	61.2	75.0	65.8
22-24	3.3	-	6.2	-	4.7	1.1	-	0.6	1.6	-	2.7	-	-	-	-	0.6	1.7	-	4.1
25/Older	5.6	8.2	-	2.1	3.2	10.2	-	3.6	10.0	-	3.3	22.1	59.0	-	3.9	2.0	5.4	-	3.0

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8. AT WHAT AGE, DO YOU THINK IT’S APPROPRIATE FOR YOUR FRIENDS TO START DRINKING ALCOHOL?

	TOTAL		AGE STARTED		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL			
	DRINKING		DRINKING		DRINKING		DRINKING													
	(AFRICAN AMR)		(MALE)		(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/  Least/  Once/A  MONTH	Least/  Once/A  Week	Least/  Once/A  Month	LESS/  ONCE/A  MONTH	LEAST/  Least/  Once/A  MONTH	Least/  Once/A  Week	Least/  Once/A  Month	LESS/  ONCE/A  MONTH
REFUSED	4.4	7.0	-	3.6	4.5	-	2.0	2.8	-	4.3	2.1	-	-	-	-	3.0	-	4.7	3.2	
Mean	20.86	21.62	20.47	20.58	20.79	20.95	20.03	20.46	20.86	20.23	20.60	21.73	25.13	19.69	20.58	20.35	20.46	20.28	20.62	



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## 8. AT WHAT AGE, DO YOU THINK IT'S APPROPRIATE FOR YOUR FRIENDS TO START DRINKING ALCOHOL?

	TOTAL	OFTEN THEY DRINK ALCOHOL (WHITE)				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				AT WHAT AGE DO YOU THINK IT'S APPROPRIATE TO START DRINKING ALCOHOL			
		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	UNDER 21	21/ OVER	21	22+
Total Answering	300	53	17	36	57	22	8	14	12	36	9	27	39	47	21	26	36	59	227	201	27
14 YEARS/YOUNGER	0.5	-	-	-	1.0	-	-	-	-	-	-	-	1.5	-	-	-	-	2.4	-	-	-
10 YEARS/Younger	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
11	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
12	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
13	0.2	-	-	-	1.0	-	-	-	-	-	-	-	1.5	-	-	-	-	1.0	-	-	-
14	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.4	-	-	-
15-17	2.9	5.2	-	7.7	-	6.8	17.9	-	-	5.5	-	7.4	-	5.0	7.3	3.2	2.4	14.7	-	-	-
15	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
16	2.6	5.2	-	7.7	-	6.8	17.9	-	-	5.5	-	7.4	-	5.0	7.3	3.2	2.4	13.1	-	-	-
17	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.6	-	-	-
18-20	16.4	24.4	29.8	21.9	20.2	6.8	17.9	-	20.2	10.1	19.3	6.9	17.5	26.8	26.1	27.3	24.5	83.0	-	-	-
18	11.6	21.0	29.8	16.8	16.3	-	-	-	9.3	10.1	19.3	6.9	14.2	19.6	18.8	20.2	18.4	58.6	-	-	-
19	1.5	3.4	-	5.0	2.4	-	-	-	-	-	-	-	-	3.9	-	7.0	3.9	7.8	-	-	-
20	3.3	-	-	-	1.4	6.8	17.9	-	10.9	-	-	-	3.3	3.2	7.3	-	2.3	16.6	-	-	-
21 YEARS/OLDER	80.2	70.4	70.2	70.4	78.8	86.5	64.2	100.0	79.8	84.4	80.7	85.7	81.0	68.3	66.6	69.6	73.0	-	100.0	100.0	100.0
21	66.9	63.3	61.6	64.1	74.8	79.8	46.4	100.0	69.0	78.8	73.6	80.6	70.2	60.3	53.1	66.0	67.9	-	88.3	100.0	-
22-24	3.3	-	-	-	-	-	-	-	10.9	-	-	-	5.2	1.0	2.2	-	-	-	4.3	-	36.8
25/Older	5.6	2.8	8.7	-	2.6	6.7	17.8	-	-	1.8	7.1	-	3.7	5.0	11.2	-	2.8	-	7.4	-	63.2

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8. AT WHAT AGE, DO YOU THINK IT'S APPROPRIATE FOR YOUR FRIENDS TO START DRINKING ALCOHOL?

	TOTAL	OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				AT WHAT AGE DO YOU THINK			
		(WHITE)				(AFRICAN AMERICAN)				(MALE)				(FEMALE)				IT'S APPROPRIATE TO START			
																		DRINKING ALCOHOL			
		LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	UNDER	21/	21	22+
		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	21	OVER		
		MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH				
REFUSED	4.4	4.3	-	6.3	1.5	-	-	-	-	3.8	-	5.1	1.9	2.0	-	3.6	2.3	-	-	-	-
Mean	20.86	20.20	20.71	19.94	20.54	21.06	21.17	21.00	20.83	20.53	20.92	20.39	20.78	20.41	20.83	20.06	20.41	18.03	21.60	21.00	26.16





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8. AT WHAT AGE, DO YOU THINK IT'S APPROPRIATE FOR YOUR FRIENDS TO START DRINKING ALCOHOL?

	TOTAL	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	250	66	184	48	101	25	76	19	150	42	108	29
14 YEARS/YOUNGER	0.5	0.6	-	0.8	-	-	-	-	-	0.9	-	1.3	-
10 YEARS/Younger	-	-	-	-	-	-	-	-	-	-	-	-	-
11	-	-	-	-	-	-	-	-	-	-	-	-	-
12	-	-	-	-	-	-	-	-	-	-	-	-	-
13	0.2	0.2	-	0.3	-	-	-	-	-	0.4	-	0.5	-
14	0.3	0.3	-	0.5	-	-	-	-	-	0.6	-	0.8	-
15-17	2.9	3.5	-	4.7	-	4.4	-	5.8	-	2.9	-	4.0	-
15	-	-	-	-	-	-	-	-	-	-	-	-	-
16	2.6	3.1	-	4.2	-	3.4	-	4.6	-	2.9	-	4.0	-
17	0.3	0.4	-	0.5	-	0.9	-	1.3	-	-	-	-	-
18-20	16.4	15.9	10.1	18.0	19.6	17.4	7.3	20.7	11.2	14.9	11.7	16.1	25.0
18	11.6	11.9	10.1	12.6	10.2	13.4	7.3	15.4	11.2	11.0	11.7	10.6	9.6
19	1.5	1.8	-	2.5	-	1.4	-	1.9	-	2.1	-	3.0	-
20	3.3	2.1	-	2.9	9.4	2.6	-	3.5	-	1.8	-	2.5	15.4
21 YEARS/OLDER	80.2	80.0	89.9	76.5	80.4	78.2	92.7	73.5	88.8	81.3	88.3	78.6	75.0
21	66.9	67.3	71.7	65.7	63.9	58.5	71.4	54.4	62.3	73.2	71.9	73.7	64.9
22-24	3.3	3.0	6.0	2.0	4.5	4.1	8.9	2.5	11.5	2.3	4.2	1.6	-
25/Older	5.6	5.2	2.4	6.2	7.9	10.7	3.5	13.1	8.9	1.5	1.7	1.4	7.2

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8. AT WHAT AGE, DO YOU THINK IT’S APPROPRIATE FOR YOUR FRIENDS TO START DRINKING ALCOHOL?

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				
		ALCOHOL				ALCOHOL				ALCOHOL				
						(6th-8th)				(9th-12th)				
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	
		ABOUT		times		ABOUT		times		ABOUT		times		
		-----												
REFUSED		4.4	4.5	9.9	2.6	4.2	4.8	9.0	3.5	6.1	4.3	10.4	2.0	2.9
Mean		20.86	20.79	20.98	20.72	21.25	21.18	21.22	21.16	21.55	20.53	20.83	20.42	21.06



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## 8. AT WHAT AGE, DO YOU THINK IT'S APPROPRIATE FOR YOUR FRIENDS TO START DRINKING 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 Answering	300	177	41	135	31	48	19	29	14	125	40	85	28	125	26	99	21	187	110	68	51
14 YEARS/YOUNGER	0.5	0.8	-	1.0	-	-	-	-	-	0.5	-	0.7	-	0.7	-	0.8	-	-	1.3	-	-
10 YEARS/Younger	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
11	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
12	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
13	0.2	0.3	-	0.4	-	-	-	-	-	0.5	-	0.7	-	-	-	-	-	-	0.5	-	-
14	0.3	0.5	-	0.6	-	-	-	-	-	-	-	-	-	0.7	-	0.8	-	-	0.8	-	-
15-17	2.9	3.0	-	3.9	-	3.2	-	5.3	-	3.1	-	4.6	-	3.8	-	4.9	-	2.2	4.2	3.8	3.6
15	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
16	2.6	2.5	-	3.2	-	3.2	-	5.3	-	2.4	-	3.5	-	3.8	-	4.9	-	2.2	3.3	3.8	1.7
17	0.3	0.5	-	0.7	-	-	-	-	-	0.8	-	1.1	-	-	-	-	-	-	0.9	-	1.9
18-20	16.4	17.3	7.8	20.2	17.6	8.8	15.2	4.5	23.9	13.2	4.2	17.4	18.1	18.6	19.1	18.5	21.6	15.5	18.5	15.1	18.4
18	11.6	12.4	7.8	13.8	14.2	6.1	15.2	-	-	9.6	4.2	12.2	14.2	14.3	19.1	13.0	4.8	11.2	12.6	10.2	17.0
19	1.5	2.6	-	3.4	-	-	-	-	-	-	-	-	-	3.7	-	4.7	-	2.5	-	2.1	-
20	3.3	2.3	-	3.0	3.5	2.7	-	4.5	23.9	3.6	-	5.3	3.9	0.7	-	0.8	16.8	1.8	5.9	2.8	1.4
21 YEARS/OLDER	80.2	78.9	92.2	74.8	82.4	88.0	84.8	90.2	76.1	83.2	95.8	77.3	81.9	76.9	80.9	75.8	78.4	82.3	76.0	81.1	78.0
21	66.9	69.0	78.7	66.0	64.7	73.5	63.4	80.3	66.6	65.4	72.6	61.9	61.0	69.2	70.3	68.9	67.7	70.0	62.6	60.2	58.4
22-24	3.3	2.9	5.3	2.2	7.1	2.7	6.7	-	-	4.6	5.2	4.3	7.9	1.5	7.1	-	-	3.1	3.6	4.8	6.0
25/Older	5.6	4.0	1.7	4.7	7.9	3.1	-	5.2	9.4	5.0	3.9	5.5	8.8	5.4	-	6.9	6.6	5.1	5.2	10.9	8.6

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8. AT WHAT AGE, DO YOU THINK IT’S APPROPRIATE FOR YOUR FRIENDS TO START DRINKING 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
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
REFUSED	4.4	3.0	6.5	2.0	2.7	8.7	14.7	4.6	-	8.3	14.0	5.6	4.2	0.7	3.5	-	4.1	4.1	4.6	5.2	4.9
Mean	20.86	20.67	20.99	20.58	21.24	20.90	20.63	21.06	21.42	20.92	21.30	20.76	21.32	20.66	20.55	20.69	21.16	20.90	20.70	21.31	21.04



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## 8. AT WHAT AGE, DO YOU THINK IT'S APPROPRIATE FOR YOUR FRIENDS TO START DRINKING ALCOHOL?

	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		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	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
Total Answering		300	118	59	128	76	39	24	95	56	91	53	126	157	43	67	84	90	89	108	24	35
14 YEARS/YOUNGER		0.5	-	2.4	-	1.9	-	-	-	1.0	-	1.6	0.7	0.4	-	-	1.0	0.6	0.9	0.5	-	-
10 YEARS/Younger		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
11		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
12		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
13		0.2	-	1.0	-	0.8	-	-	-	1.0	-	-	-	0.4	-	-	-	0.6	-	0.5	-	-
14		0.3	-	1.4	-	1.1	-	-	-	-	-	1.6	0.7	-	-	-	1.0	-	0.9	-	-	-
15-17		2.9	1.3	4.6	2.4	2.9	-	6.4	1.8	3.9	2.6	4.5	2.3	3.7	3.7	4.2	1.6	3.3	3.3	2.2	-	4.3
15		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
16		2.6	1.3	4.6	2.4	1.6	-	6.4	1.8	2.2	2.6	4.5	2.3	3.1	3.7	2.8	1.6	3.3	3.3	1.3	-	4.3
17		0.3	-	-	-	1.3	-	-	-	1.7	-	-	-	0.6	-	1.4	-	-	-	0.9	-	-
18-20		16.4	15.7	18.6	17.9	17.1	7.5	20.2	10.3	20.9	21.0	16.0	18.2	16.0	15.8	17.6	19.5	14.8	19.0	17.8	13.9	12.4
18		11.6	11.8	8.8	11.7	14.8	7.5	-	7.6	15.5	15.0	9.5	12.6	11.3	13.5	13.0	12.2	10.0	12.7	13.9	7.5	3.2
19		1.5	2.7	-	3.6	-	-	-	-	-	5.1	-	2.5	0.9	-	2.1	3.8	-	3.6	1.3	-	-
20		3.3	1.2	9.8	2.6	2.3	-	20.2	2.6	5.4	0.9	6.5	3.1	3.8	2.3	2.5	3.5	4.8	2.7	2.5	6.3	9.3
21 YEARS/OLDER		80.2	83.0	74.4	79.6	78.1	92.5	73.4	87.9	74.2	76.4	78.0	78.8	79.9	80.5	78.2	77.9	81.2	76.7	79.5	86.1	83.2
21		66.9	75.6	66.1	72.9	61.9	71.0	73.4	69.4	57.8	70.5	67.6	67.6	66.6	60.5	59.1	71.1	72.1	64.7	70.2	86.1	63.2
22-24		3.3	2.1	1.6	2.6	5.3	3.3	-	5.6	4.6	0.5	2.6	4.1	1.3	8.0	2.3	2.1	0.5	5.0	1.5	-	-
25/Older		5.6	1.7	2.4	2.8	5.8	7.4	-	4.8	6.0	5.4	4.5	4.2	5.9	9.3	9.4	1.6	3.3	5.1	3.8	-	8.2

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8. AT WHAT AGE, DO YOU THINK IT’S APPROPRIATE FOR YOUR FRIENDS TO START DRINKING ALCOHOL?

	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)		(AFR. AMER.)		(MALE)		(FEMALE)		W/ PARENTS		(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)			
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
-----																					
REFUSED	4.4	3.5	4.3	1.4	5.1	10.7	-	8.1	5.8	-	3.3	2.9	6.1	2.7	7.3	3.0	5.3	2.0	4.1	-	11.9
Mean	20.86	20.67	20.41	20.67	20.76	21.40	20.48	21.11	20.72	20.70	20.67	20.75	20.83	21.20	21.06	20.51	20.66	20.73	20.66	20.71	21.19



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## 8. AT WHAT AGE, DO YOU THINK IT'S APPROPRIATE FOR YOUR FRIENDS TO START DRINKING ALCOHOL?

	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 Answering	300	63	80	64	77	279	180	98	20	62	45	119	53	112	78	48	12	93	54	88	45
14 YEARS/YOUNGER	0.5	-	0.7	1.3	-	0.2	-	0.6	4.2	-	-	-	1.1	-	0.7	-	-	-	1.1	-	-
10 YEARS/Younger	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
11	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
12	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
13	0.2	-	0.7	-	-	0.2	-	0.6	-	-	-	-	1.1	-	0.7	-	-	-	1.1	-	-
14	0.3	-	-	1.3	-	-	-	-	4.2	-	-	-	-	-	-	-	-	-	-	-	-
15-17	2.9	0.9	4.2	3.8	3.1	2.6	2.4	3.1	7.3	3.2	5.5	2.0	1.0	1.6	2.7	3.2	-	2.1	1.0	2.7	5.5
15	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
16	2.6	0.9	3.0	3.8	3.1	2.3	1.8	3.1	7.3	1.6	5.5	2.0	1.0	0.7	2.7	3.2	-	1.1	1.0	2.7	5.5
17	0.3	-	1.2	-	-	0.3	0.5	-	-	1.5	-	-	-	0.9	-	-	-	1.0	-	-	-
18-20	16.4	10.4	17.4	26.0	14.6	17.4	17.4	17.4	4.1	20.9	15.0	15.6	19.5	18.3	18.8	13.7	9.5	12.9	17.9	22.1	16.8
18	11.6	7.9	12.4	17.3	10.2	12.2	11.0	14.3	4.1	15.9	12.9	8.5	15.6	12.3	14.9	3.8	9.5	9.1	14.1	13.1	14.5
19	1.5	-	-	5.0	1.8	1.7	2.0	1.0	-	2.3	-	1.9	1.9	3.2	1.3	-	-	-	-	4.1	2.2
20	3.3	2.5	5.0	3.7	2.5	3.5	4.3	2.1	-	2.7	2.1	5.2	2.0	2.7	2.6	10.0	-	3.8	3.8	4.9	-
21 YEARS/OLDER	80.2	88.8	77.6	68.9	82.3	79.8	80.2	79.0	84.3	76.0	79.6	82.5	78.4	80.1	77.8	83.1	90.5	85.0	80.0	75.2	77.7
21	66.9	74.6	59.6	60.7	73.8	67.0	67.5	66.2	66.5	51.7	65.5	75.7	66.8	67.1	71.0	76.7	56.7	67.5	61.7	67.4	71.6
22-24	3.3	6.0	2.0	2.2	0.6	2.7	3.0	2.2	11.1	5.3	1.9	1.8	2.4	3.8	1.1	-	11.1	5.4	4.0	0.5	-
25/Older	5.6	5.2	4.0	3.3	7.9	5.7	6.0	5.2	-	15.4	6.7	1.2	3.9	5.6	3.0	3.1	11.7	6.8	4.4	5.3	6.1

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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NC STATEWIDE - STUDENTS GRADES 6th-12th

8. AT WHAT AGE, DO YOU THINK IT'S APPROPRIATE FOR YOUR FRIENDS TO START DRINKING ALCOHOL?

	TOTAL		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK		ALCOHOL USE BY PEOPLE YOUR AGE IS...				ALCOHOL USE BY YOUR AGE		ALCOHOL USE BY YOUR AGE		ALCOHOL USE BY YOUR AGE		ALCOHOL USE BY YOUR AGE		ALCOHOL USE BY YOUR AGE		ALCOHOL USE BY YOUR AGE	
	(MALE)		(FEMALE)		(FEMALE)						(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(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.
REFUSED	4.4	3.1	12.0	2.8	-	-	4.3	3.7	5.4	6.7	3.6	5.5	3.8	5.3	3.7	2.7	3.2	11.1	5.3	9.9	2.0	-
Mean	20.86	21.18	20.59	20.32	21.04	20.87	20.95	20.72	20.40	21.51	20.81	20.66	20.64	20.93	20.53	20.84	21.85	21.19	20.77	20.72	20.67	



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8. AT WHAT AGE, DO YOU THINK IT'S APPROPRIATE FOR YOUR FRIENDS TO START DRINKING ALCOHOL?

	TOTAL	CHOICE MODEL WHEN PPL YOUR AGE DRINK	S/R/H ADS TO STOP UNDERAGE DRINKING	HEARD/VISIT TALKITOUT.ORG			
		RESP. DECI- SIONS	IRRES- PONS- IBLE	YES 	NO 	YES 	NO 
Total Answering	300	13	282	154	141	55	245
14 YEARS/YOUNGER	0.5	6.5	0.2	-	1.0	-	0.6
10 YEARS/Younger	-	-	-	-	-	-	-
11	-	-	-	-	-	-	-
12	-	-	-	-	-	-	-
13	0.2	-	0.2	-	0.4	-	0.2
14	0.3	6.5	-	-	0.6	-	0.3
15-17	2.9	12.4	2.3	2.5	3.5	2.9	2.9
15	-	-	-	-	-	-	-
16	2.6	12.4	1.9	2.5	2.8	2.9	2.5
17	0.3	-	0.3	-	0.7	-	0.4
18-20	16.4	23.2	16.4	12.9	20.8	18.3	16.0
18	11.6	18.8	11.5	9.1	14.7	11.6	11.6
19	1.5	-	1.6	1.4	1.7	4.4	0.9
20	3.3	4.5	3.3	2.4	4.4	2.4	3.5
21 YEARS/OLDER	80.2	57.9	81.1	84.6	74.7	78.8	80.5
21	66.9	35.9	68.4	70.1	62.3	65.0	67.3
22-24	3.3	6.1	3.2	5.0	1.5	-	4.0
25/Older	5.6	9.9	5.5	6.2	5.1	5.1	5.7

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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8. AT WHAT AGE, DO YOU THINK IT’S APPROPRIATE FOR YOUR FRIENDS TO START DRINKING ALCOHOL?

	TOTAL		CHOICE MODEL		S/R/H ADS TO		HEARD/VISIT	
	WHEN PPL YOUR		STOP UNDERAGE		TALKITOUT.ORG			
	AGE DRINK		DRINKING					
	RESP.	IRRES-	YES	NO	YES	NO		
	DECI-	PONS-						
	SIONS	IBLE						
REFUSED	4.4	6.0	4.0	3.3	5.8	8.6	3.5	
Mean	20.86	20.07	20.91	21.09	20.60	20.73	20.89	



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 8. AT WHAT AGE, DO YOU THINK IT'S APPROPRIATE FOR YOUR FRIENDS TO START 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		300	141	1	13	34	49	44	156	42	47	48	19	97	108	23	39	73	78	69	77
14 YEARS/YOUNGER		0.5	0.6	-	-	-	-	1.9	0.4	-	1.2	-	-	0.9	0.5	-	-	-	0.7	1.2	-
10 YEARS/Younger		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
11		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
12		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
13		0.2	-	-	-	-	-	-	0.4	-	1.2	-	-	-	0.5	-	-	-	0.7	-	-
14		0.3	0.6	-	-	-	-	1.9	-	-	-	-	-	0.9	-	-	-	-	-	1.2	-
15-17		2.9	3.1	-	-	5.8	5.0	-	2.8	1.3	3.3	4.7	-	2.6	2.6	-	3.9	2.7	2.5	3.6	3.0
15		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
16		2.6	2.5	-	-	3.0	5.0	-	2.8	1.3	3.3	4.7	-	1.6	2.6	-	3.9	1.4	2.5	3.6	3.0
17		0.3	0.7	-	-	2.8	-	-	-	-	-	-	-	1.0	-	-	-	1.3	-	-	-
18-20		16.4	14.7	-	21.9	8.5	13.4	19.0	16.9	6.4	26.1	18.1	14.5	14.5	19.1	16.3	10.0	14.7	12.6	14.7	21.2
18		11.6	9.5	-	14.2	8.5	10.1	8.3	12.3	3.8	19.3	15.4	6.5	8.9	15.2	7.9	2.8	11.0	8.9	7.8	15.9
19		1.5	2.0	-	-	-	-	6.3	1.2	-	3.9	-	-	2.9	1.7	-	-	-	-	4.1	2.3
20		3.3	3.2	-	7.7	-	3.4	4.4	3.4	2.5	3.0	2.7	7.9	2.7	2.3	8.5	7.2	3.6	3.7	2.8	3.0
21 YEARS/OLDER		80.2	81.6	100.0	78.1	85.6	81.6	79.1	80.0	92.4	69.3	77.2	85.5	82.0	77.8	83.7	86.2	82.7	84.2	80.5	75.7
21		66.9	63.3	-	78.1	59.3	56.8	70.9	70.9	82.0	63.0	64.7	81.5	65.2	71.6	71.3	72.3	57.2	71.8	69.7	70.0
22-24		3.3	5.2	-	-	3.5	7.8	5.2	1.6	-	2.6	2.7	-	7.5	-	-	3.3	8.1	2.6	2.0	0.6
25/Older		5.6	8.9	-	-	19.8	11.9	-	2.8	6.8	-	3.1	-	6.7	2.7	6.5	3.5	9.0	2.7	8.7	2.8

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8. AT WHAT AGE, DO YOU THINK IT’S APPROPRIATE FOR YOUR FRIENDS TO START 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
REFUSED	4.4	4.3	100.0	-	3.1	5.0	3.0	4.7	3.6	3.8	6.8	4.1	2.6	3.4	5.8	7.2	8.3	7.0	-	2.3
Mean	20.86	21.18	-	20.50	21.96	21.42	20.54	20.61	21.28	20.07	20.51	20.71	21.09	20.49	21.15	20.96	21.33	20.74	21.04	20.50

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NC STATEWIDE - STUDENTS GRADES 6th-12th

8. AT WHAT AGE, DO YOU THINK IT'S APPROPRIATE FOR YOUR FRIENDS TO START 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	300	19	208	62	3	6	105	32	103	30	153	147
14 YEARS/YOUNGER	0.5	-	0.7	-	-	-	0.5	-	0.8	-	0.4	0.6
10 YEARS/Younger	-	-	-	-	-	-	-	-	-	-	-	-
11	-	-	-	-	-	-	-	-	-	-	-	-
12	-	-	-	-	-	-	-	-	-	-	-	-
13	0.2	-	0.3	-	-	-	0.5	-	-	-	0.4	-
14	0.3	-	0.4	-	-	-	-	-	0.8	-	-	0.6
15-17	2.9	5.3	2.6	2.4	-	13.9	2.8	-	2.3	5.0	2.6	3.3
15	-	-	-	-	-	-	-	-	-	-	-	-
16	2.6	5.3	2.1	2.4	-	13.9	1.9	-	2.3	5.0	1.9	3.3
17	0.3	-	0.5	-	-	-	0.9	-	-	-	0.6	-
18-20	16.4	5.9	17.4	12.3	71.6	20.6	14.2	7.5	20.6	17.5	14.1	18.9
18	11.6	5.9	12.7	4.7	71.6	20.6	10.1	3.4	15.3	6.0	10.5	12.8
19	1.5	-	2.2	-	-	-	-	-	4.5	-	-	3.1
20	3.3	-	2.5	7.6	-	-	4.1	4.0	0.8	11.5	3.6	2.9
21 YEARS/OLDER	80.2	88.9	79.4	85.3	28.4	65.5	82.5	92.5	76.3	77.4	83.0	77.3
21	66.9	51.0	68.3	71.9	28.4	58.1	66.4	75.7	70.3	67.9	64.6	69.3
22-24	3.3	3.9	3.5	2.1	-	7.4	5.6	4.0	1.4	-	5.2	1.3
25/Older	5.6	23.8	4.6	4.6	-	-	6.2	-	2.9	9.5	5.7	5.6

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8. AT WHAT AGE, DO YOU THINK IT'S APPROPRIATE FOR YOUR FRIENDS TO START DRINKING ALCOHOL?

	TOTAL		RACE					MALE		FEMALE		GENDER	
	HISP- ANIC	WHITE	AFR- ICAN AMER.	ASIAN	OTHER	WHITE	AFR- ICAN AMER.	WHITE	AFR- ICAN AMER.	MALE	FEMALE		
REFUSED	4.4	10.2	3.0	6.7	-	-	4.2	12.9	1.7	-	7.5	1.2	
Mean	20.86	22.45	20.76	21.03	18.85	19.83	21.03	20.93	20.49	21.12	21.00	20.73	



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9. 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	40	11	46	85	36	49	53	26	26	13	34	20
TALK	83.4	82.4	83.6	89.7	79.5	83.8	83.6	84.0	84.1	81.1	87.0	85.3	80.1	89.5
A Lot	22.1	22.4	26.3	41.1	14.5	23.4	18.8	26.8	18.5	11.6	25.4	12.8	24.5	26.1
Sometimes	61.4	60.0	57.3	48.7	65.1	60.4	64.8	57.2	65.5	69.5	61.5	72.6	55.6	63.4
NEVER	16.1	16.2	12.8	10.3	20.5	16.2	16.4	16.0	15.9	18.9	13.0	14.7	19.9	10.5
DK/REFUSED	0.5	1.5	3.5	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	67.3	66.2	70.8	79.5	59.1	67.6	67.3	67.9	68.1	62.3	73.9	70.7	60.2	79.0

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9. 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	120	37	38	45	180	50	46	47	38	81	127	17	45	65	88	55	92	164	135	
TALK	83.4	84.1	76.4	82.3	92.0	83.0	74.1	89.0	82.2	88.3	83.3	86.2	82.1	74.7	80.9	82.6	87.9	83.3	85.5	80.8	
A Lot	22.1	20.6	14.9	16.6	28.5	23.1	23.7	22.7	28.0	16.6	21.6	18.7	19.6	35.1	22.9	28.5	17.8	17.8	21.9	22.3	
Sometimes	61.4	63.6	61.5	65.7	63.5	59.9	50.5	66.3	54.1	71.7	61.7	67.5	62.5	39.6	58.0	54.1	70.1	65.5	63.6	58.4	
NEVER	16.1	15.9	23.6	17.7	8.0	16.3	23.1	11.0	17.8	11.7	16.7	13.8	17.9	25.3	19.1	17.4	12.1	15.1	13.6	19.2	
DK/REFUSED	0.5	-	-	-	-	0.8	2.8	-	-	-	-	-	-	-	-	-	-	1.5	0.9	-	
Net Diff.	67.3	68.3	52.7	64.5	84.0	66.7	51.1	78.0	64.3	76.6	66.5	72.4	64.2	49.5	61.9	65.1	75.8	68.2	71.9	61.5	



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9. 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	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total	300	37	83	128	52	117	90	34	29	74	79	90	56	107	179	16	99	92	80	70	128
TALK	83.4	90.3	81.4	84.2	79.7	87.9	81.1	80.3	72.7	82.2	81.6	88.3	79.6	82.9	83.9	92.6	83.4	81.2	84.5	87.8	83.4
A Lot	22.1	22.8	19.6	21.7	26.8	22.1	17.1	19.3	44.3	26.8	25.5	18.0	17.9	26.9	19.4	37.9	17.2	25.1	22.2	27.4	16.6
Sometimes	61.4	67.5	61.9	62.5	52.9	65.9	64.1	61.1	28.4	55.4	56.1	70.3	61.7	55.9	64.5	54.7	66.2	56.1	62.3	60.4	66.9
NEVER	16.1	9.7	18.6	14.7	20.3	12.1	18.9	19.7	27.3	17.8	18.4	10.2	20.4	17.1	15.3	7.4	16.6	18.8	13.7	12.2	16.6
DK/REFUSED	0.5	-	-	1.1	-	-	-	-	-	-	-	1.5	-	-	0.8	-	-	-	1.8	-	-
Net Diff.	67.3	80.6	62.8	69.4	59.4	75.9	62.3	60.6	45.3	64.4	63.1	78.1	59.2	65.7	68.6	85.2	66.8	62.4	70.8	75.7	66.9

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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9. 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   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	29	30	42	101	65	78	184	112	43	74	141	38	128	76	41	21	89	61	95	51
TALK	83.4	71.6	83.3	80.3	83.3	84.5	84.8	87.4	76.2	95.0	77.3	85.1	74.1	88.6	78.3	80.7	69.1	84.6	77.0	90.1	75.2
A Lot	22.1	23.5	35.2	32.4	23.5	23.4	14.1	23.0	20.3	20.8	19.6	23.7	21.8	21.8	16.1	25.3	41.5	29.4	20.8	17.0	19.8
Sometimes	61.4	48.1	48.1	47.9	59.7	61.1	70.7	64.4	55.9	74.1	57.7	61.5	52.2	66.8	62.2	55.4	27.5	55.2	56.2	73.1	55.4
NEVER	16.1	28.4	16.7	19.7	16.7	15.5	13.4	12.6	22.5	5.0	22.7	14.9	22.2	11.4	21.7	19.3	30.9	15.4	23.0	9.9	22.0
DK/REFUSED	0.5	-	-	-	-	-	1.8	-	1.3	-	-	-	3.7	-	-	-	-	-	-	-	2.8
Net Diff.	67.3	43.3	66.6	60.7	66.5	69.0	71.3	74.9	53.7	89.9	54.6	70.3	51.9	77.1	56.5	61.4	38.2	69.2	54.0	80.2	53.2

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9. 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	79	7	72	3	6	33	30	86	42	36	9	-	53	61
TALK	83.4	87.7	100.0	86.4	100.0	100.0	84.4	84.4	88.2	83.8	90.4	100.0	-	88.0	89.4
A Lot	22.1	23.0	49.5	20.3	-	31.9	15.3	25.2	22.1	20.4	19.8	38.6	-	20.1	19.8
Sometimes	61.4	64.7	50.5	66.2	100.0	68.1	69.2	59.2	66.1	63.3	70.5	61.4	-	68.0	69.6
NEVER	16.1	12.3	-	13.6	-	-	15.6	15.6	11.8	16.2	9.6	-	-	12.0	10.6
DK/REFUSED	0.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	67.3	75.4	100.0	72.9	100.0	100.0	68.9	68.9	76.3	67.5	80.7	100.0	-	76.0	78.8

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

	TOTAL	AGE STARTED		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	18	21	36	43	43	43	83	30	53	75	7	3	4	26	76	28	48	49
TALK	83.4	84.4	81.9	83.7	85.9	91.0	90.4	82.4	87.9	79.3	93.2	83.3	100.0	73.3	100.0	82.4	86.8	79.9	89.6
A Lot	22.1	28.6	25.1	27.3	30.2	19.3	14.0	24.8	39.7	16.2	19.9	50.6	41.0	56.3	18.4	22.5	39.5	12.8	20.7
Sometimes	61.4	55.8	56.8	56.4	55.8	71.6	76.4	57.7	48.2	63.1	73.3	32.7	59.0	17.0	81.6	59.9	47.2	67.1	68.9
NEVER	16.1	15.6	18.1	16.3	14.1	9.0	9.6	17.6	12.1	20.7	6.8	16.7	-	26.7	-	17.6	13.2	20.1	10.4
DK/REFUSED	0.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	67.3	68.9	63.8	67.4	71.9	82.0	80.8	64.9	75.8	58.7	86.4	66.6	100.0	46.6	100.0	64.7	73.6	59.7	79.2

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9. 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)				AT WHAT AGE DO YOU THINK IT'S APPROPRIATE TO START DRINKING ALCOHOL			
		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	UNDER 21	21/ OVER	21	22+
Total	300	53	17	36	57	22	8	14	12	36	9	27	39	47	21	26	36	59	227	201	27
TALK	83.4	85.1	87.6	84.0	92.0	70.4	82.1	63.4	100.0	76.9	85.8	73.8	89.1	86.8	88.8	85.1	97.7	84.1	83.2	83.9	77.5
A Lot	22.1	23.2	34.1	18.0	17.4	18.2	33.4	9.0	42.9	25.5	50.5	16.9	28.1	24.2	34.8	15.6	11.1	11.2	23.3	23.7	20.7
Sometimes	61.4	61.9	53.6	65.9	74.6	52.2	48.7	54.4	57.1	51.3	35.3	56.9	61.0	62.6	54.0	69.5	86.6	72.8	59.9	60.3	56.8
NEVER	16.1	14.9	12.4	16.0	8.0	29.6	17.9	36.6	-	23.1	14.2	26.2	10.9	13.2	11.2	14.9	2.3	15.9	16.2	15.4	22.5
DK/REFUSED	0.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.6	0.7	-
Net Diff.	67.3	70.3	75.3	67.9	83.9	40.9	64.2	26.7	100.0	53.7	71.6	47.5	78.1	73.5	77.7	70.2	95.3	68.2	67.0	68.6	55.0

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

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING			
		ALCOHOL				ALCOHOL				ALCOHOL			
		(6th-8th)				(9th-12th)							
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER
		ABOUT		times		ABOUT		times		ABOUT		times	
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	250	66	184	48	101	25	76	19	150	42	108	29
TALK	83.4	100.0	100.0	100.0	-	100.0	100.0	100.0	-	100.0	100.0	100.0	-
A Lot	22.1	26.4	100.0	-	-	24.5	100.0	-	-	27.8	100.0	-	-
Sometimes	61.4	73.6	-	100.0	-	75.5	-	100.0	-	72.2	-	100.0	-
NEVER	16.1	-	-	-	100.0	-	-	-	100.0	-	-	-	100.0
DK/REFUSED	0.5	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	67.3	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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9. WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL A LOT, SOMETIMES OR NEVER?

	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	177	41	135	31	48	19	29	14	125	40	85	28	125	26	99	21	187	110	68	51
TALK	83.4	100.0	100.0	100.0	-	100.0	100.0	100.0	-	100.0	100.0	100.0	-	100.0	100.0	100.0	-	90.0	72.4	93.1	73.1
A Lot	22.1	23.3	100.0	-	-	40.1	100.0	-	-	31.9	100.0	-	-	21.0	100.0	-	-	32.9	3.7	32.4	4.8
Sometimes	61.4	76.7	-	100.0	-	59.9	-	100.0	-	68.1	-	100.0	-	79.0	-	100.0	-	57.1	68.7	60.7	68.3
NEVER	16.1	-	-	-	100.0	-	-	-	100.0	-	-	-	100.0	-	-	-	100.0	10.0	26.3	6.9	26.9
DK/REFUSED	0.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.3	-	-
Net Diff.	67.3	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	80.0	46.1	86.2	46.2

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9. 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/ W/ PARENTS		EMBARRASSED/ (6th-8th)		EMBARRASSED/ (9th-12th)		EMBARRASSED/ (WHITE)		EMBARRASSED/ (AFR. AMER.)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	118	59	128	76	39	24	95	56	91	53	126	157	43	67	84	90	89	108	24	35
TALK	83.4	88.2	71.8	90.5	76.1	86.2	61.4	89.6	69.6	90.4	75.4	80.5	84.8	80.9	85.8	80.3	84.1	82.0	87.3	81.7	71.2
A Lot	22.1	33.2	2.8	29.2	4.0	49.5	-	40.5	1.3	25.0	6.3	22.8	20.8	21.0	19.8	23.7	21.6	22.4	16.4	27.4	32.4
Sometimes	61.4	54.9	69.0	61.3	72.1	36.7	61.4	49.1	68.3	65.4	69.1	57.8	64.0	59.9	66.0	56.7	62.5	59.6	70.8	54.3	38.8
NEVER	16.1	11.8	25.8	9.5	23.9	13.8	38.6	10.4	30.4	9.6	22.0	18.4	15.2	19.1	14.2	18.0	15.9	18.0	12.7	18.3	28.8
DK/REFUSED	0.5	-	2.4	-	-	-	-	-	-	-	-	2.6	1.1	-	-	-	1.7	-	-	-	-
Net Diff.	67.3	76.3	45.9	81.0	52.2	72.4	22.8	79.3	39.1	80.7	53.4	62.2	69.6	61.9	71.6	62.3	68.2	64.0	74.5	63.4	42.4



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

	TOTAL	EMBARRASSED/		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		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	300	63	80	64	77	279	180	98	20	62	45	119	53	112	78	48	12	93	54	88	45
TALK	83.4	76.4	85.4	84.6	84.2	84.1	82.4	87.3	72.5	86.1	85.8	80.4	88.6	84.0	90.1	77.3	69.0	81.3	82.7	83.5	92.7
A Lot	22.1	26.6	25.7	19.0	15.7	22.2	23.7	19.4	21.7	23.8	14.4	23.7	23.7	20.6	17.6	32.4	31.6	27.2	23.8	20.1	14.2
Sometimes	61.4	49.8	59.7	65.6	68.5	61.9	58.6	67.9	50.8	62.3	71.4	56.7	64.9	63.4	72.5	44.9	37.4	54.1	59.0	63.4	78.5
NEVER	16.1	23.6	14.6	13.2	15.8	15.4	16.9	12.7	27.5	13.9	14.2	18.4	11.4	16.0	9.9	22.7	31.0	18.7	17.3	14.9	7.3
DK/REFUSED	0.5	-	-	2.2	-	0.5	0.8	-	-	-	-	1.2	-	-	-	-	-	-	-	1.6	-
Net Diff.	67.3	52.8	70.9	71.4	68.3	68.7	65.5	74.6	45.0	72.3	71.5	62.0	77.1	68.0	80.3	54.6	38.1	62.6	65.5	68.6	85.5

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

	TOTAL	CHOICE MODEL	S/R/H ADS TO	HEARD/VISIT			
		WHEN PPL YOUR	STOP UNDERAGE	TALKITOUT.ORG			
		AGE DRINK	DRINKING				
		RESP.	IRRES-	YES	NO	YES	NO
		DECI-	PONS-				
		SIONS	IBLE				
Total	300	13	282	154	141	55	245
TALK	83.4	91.0	84.1	85.5	81.2	88.9	82.2
A Lot	22.1	17.8	22.4	24.9	18.5	22.3	22.0
Sometimes	61.4	73.2	61.7	60.6	62.6	66.7	60.2
NEVER	16.1	9.0	15.4	13.6	18.8	11.1	17.2
DK/REFUSED	0.5	-	0.5	0.9	-	-	0.6
Net Diff.	67.3	81.9	68.7	71.9	62.3	77.9	65.0

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

	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	141	1	13	34	49	44	156	42	47	48	19	97	108	23	39	73	78	69	77
TALK	83.4	80.5	100.0	67.7	89.9	83.7	73.1	86.3	89.2	85.0	84.3	88.4	81.1	89.1	70.2	80.6	78.3	85.9	82.9	86.7
A Lot	22.1	21.1	100.0	24.0	12.5	23.7	21.6	23.4	25.7	22.5	21.6	25.3	21.4	18.8	22.6	35.5	23.3	29.4	18.7	17.4
Sometimes	61.4	59.5	-	43.6	77.4	60.0	51.5	62.9	63.5	62.5	62.7	63.0	59.8	70.3	47.6	45.1	55.0	56.5	64.2	69.4
NEVER	16.1	19.5	-	32.3	10.1	16.3	26.9	12.8	7.5	15.0	15.7	11.6	18.9	10.9	29.8	19.4	21.7	14.1	17.1	11.4
DK/REFUSED	0.5	-	-	-	-	-	-	0.9	3.3	-	-	-	-	-	-	-	-	-	-	1.8
Net Diff.	67.3	61.1	100.0	35.4	79.8	67.4	46.3	73.6	81.7	69.9	68.6	76.7	62.3	78.3	40.5	61.2	56.7	71.8	65.8	75.3

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9. 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 ICAN AMER.	AFR- ICAN AMER.	WHITE ICAN AMER.	AFR- ICAN AMER.	MALE	FEMALE
Total	300	19	208	62	3	6	105	32	103	30	153	147
TALK	83.4	77.5	85.0	76.8	100.0	100.0	78.7	88.3	91.5	64.5	81.9	85.1
A Lot	22.1	17.0	19.8	30.8	-	26.6	21.7	41.1	17.9	19.7	26.1	17.8
Sometimes	61.4	60.5	65.2	46.0	100.0	73.4	57.0	47.2	73.6	44.8	55.7	67.2
NEVER	16.1	15.1	15.0	23.2	-	-	21.3	11.7	8.5	35.5	18.1	14.0
DK/REFUSED	0.5	7.4	-	-	-	-	-	-	-	-	-	1.0
Net Diff.	67.3	62.4	70.1	53.6	100.0	100.0	57.5	76.6	82.9	28.9	63.7	71.1

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10. 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	40	11	46	85	36	49	53	26	26	13	34	20
YES	62.3	66.3	65.2	86.8	62.5	66.7	76.4	59.5	51.3	54.3	48.2	48.8	53.6	75.8
NO	36.6	33.7	34.8	13.2	37.5	31.6	23.6	37.6	46.3	45.7	46.9	45.7	46.4	24.2
DK/REFUSED	1.1	-	-	-	-	1.7	-	2.9	2.5	-	4.9	5.5	-	-
Net Diff.	25.7	32.7	30.3	73.5	25.0	35.0	52.8	21.9	5.0	8.6	1.4	3.0	7.2	51.7

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10. 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	120	37	38	45	180	50	46	47	38	81	127	17	45	65	88	55	92	164	135
YES	62.3	57.2	52.5	49.9	67.2	65.6	67.6	64.7	63.9	66.0	56.4	65.4	53.0	65.7	59.8	64.2	54.2	67.0	70.0	53.3
NO	36.6	42.2	47.5	48.2	32.8	32.9	29.8	33.5	34.8	34.0	42.8	32.5	47.0	34.3	39.1	35.2	45.8	30.7	28.4	46.2
DK/REFUSED	1.1	0.6	-	1.8	-	1.5	2.6	1.8	1.3	-	0.9	2.1	-	-	1.1	0.7	-	2.3	1.7	0.5
Net Diff.	25.7	15.0	4.9	1.7	34.3	32.7	37.9	31.3	29.2	32.1	13.6	32.9	6.0	31.4	20.7	29.0	8.3	36.3	41.6	7.0

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

	TOTAL	TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		THINK IT'S		THINK IT'S		THINK IT'S		THINK IT'S	
		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK	
		(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		ALCOHOL		(6th-8th)		(9th-12th)		(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	300	37	83	128	52	117	90	34	29	74	79	90	56	107	179	16	99	92	80	70	128		
YES	62.3	73.3	50.1	69.0	58.3	72.2	49.1	60.8	63.7	70.7	54.5	69.4	51.5	68.6	57.8	70.2	54.9	68.3	61.4	71.3	56.8		
NO	36.6	26.7	49.0	28.9	41.7	25.5	50.1	39.2	36.3	28.5	44.6	28.3	48.5	30.6	40.8	29.8	44.4	30.8	36.2	27.5	41.2		
DK/REFUSED	1.1	-	0.8	2.1	-	2.3	0.8	-	-	0.8	0.9	2.4	-	0.8	1.4	-	0.7	0.9	2.4	1.2	2.0		
Net Diff.	25.7	46.7	1.1	40.1	16.5	46.6	-1.0	21.7	27.3	42.2	9.8	41.1	3.0	38.0	17.0	40.3	10.4	37.6	25.2	43.8	15.6		

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

	TOTAL	THINK IT'S		THINK IT'S		THINK IT'S		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		
		OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		
		(AFR. AMER.)		(MALE)		(FEMALE)		ALCOHOL		(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(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	29	30	42	101	65	78	184	112	43	74	141	38	128	76	41	21	89	61	95	51
YES		62.3	57.6	63.1	70.7	59.0	67.2	56.2	69.6	49.9	73.6	48.0	68.4	53.7	70.7	46.6	65.6	55.2	68.7	53.4	70.5	45.8
NO		36.6	42.4	36.9	29.3	39.7	31.5	42.1	28.9	49.4	26.4	51.0	29.7	46.3	27.2	52.5	34.4	44.8	30.7	45.5	27.3	54.2
DK/REFUSED		1.1	-	-	-	1.3	1.3	1.7	1.5	0.6	-	0.9	1.9	-	2.1	0.9	-	-	0.7	1.1	2.2	-
Net Diff.		25.7	15.2	26.1	41.4	19.3	35.7	14.0	40.7	0.5	47.2	-3.0	38.7	7.4	43.5	-6.0	31.2	10.5	38.0	7.9	43.2	-8.4



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10. 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	79	7	72	3	6	33	30	86	42	36	9	-	53	61
YES	62.3	71.6	80.5	70.7	71.8	49.1	72.6	73.0	70.0	66.1	73.4	74.4	-	71.0	74.6
NO	36.6	25.7	19.5	26.4	-	50.9	27.4	22.7	29.4	32.5	26.6	25.6	-	25.0	24.4
DK/REFUSED	1.1	2.7	-	3.0	28.2	-	-	4.3	0.7	1.4	-	-	-	4.0	1.0
Net Diff.	25.7	45.8	61.0	44.3	71.8	-1.7	45.3	50.3	40.6	33.6	46.8	48.8	-	46.0	50.2

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

	TOTAL	AGE STARTED		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	18	21	36	43	43	43	83	30	53	75	7	3	4	26	76	28	48	49
YES	62.3	74.7	54.0	70.4	67.1	72.6	72.8	66.9	69.7	65.3	69.0	67.9	59.0	73.3	78.2	66.8	70.7	64.6	64.1
NO	36.6	25.3	46.0	29.6	31.6	22.5	27.2	31.4	27.5	33.6	29.3	32.1	41.0	26.7	21.8	31.3	26.3	34.2	33.3
DK/REFUSED	1.1	-	-	-	1.4	4.9	-	1.7	2.8	1.1	1.7	-	-	-	-	1.9	3.0	1.2	2.6
Net Diff.	25.7	49.3	8.0	40.8	35.5	50.1	45.7	35.5	42.2	31.7	39.7	35.8	18.0	46.6	56.4	35.5	44.4	30.4	30.8

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

	TOTAL	OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				AT WHAT AGE DO YOU THINK			
		(WHITE)				(AFRICAN AMERICAN)				(MALE)				(FEMALE)				IT'S APPROPRIATE TO START			
																		DRINKING ALCOHOL			
		LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	UNDER	21/	21	22+
		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	21	OVER		
		MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH				
Total	300	53	17	36	57	22	8	14	12	36	9	27	39	47	21	26	36	59	227	201	27
YES	62.3	69.7	75.8	66.8	65.5	58.3	64.2	54.7	89.1	62.1	83.6	54.6	69.4	70.6	63.5	76.3	68.5	55.7	64.2	65.1	57.6
NO	36.6	27.6	19.4	31.6	32.2	41.7	35.8	45.3	10.9	36.3	16.4	43.2	30.6	27.6	32.5	23.7	27.9	44.3	34.5	34.2	36.7
DK/REFUSED	1.1	2.7	4.8	1.6	2.3	-	-	-	-	1.6	-	2.2	-	1.8	4.0	-	3.6	-	1.2	0.6	5.7
Net Diff.	25.7	42.1	56.4	35.2	33.4	16.5	28.3	9.4	78.1	25.8	67.1	11.5	38.8	43.0	31.0	52.6	40.6	11.5	29.7	30.9	20.9

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

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING			
		ALCOHOL				ALCOHOL				ALCOHOL			
		(6th-8th)				(6th-8th)				(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	250	66	184	48	101	25	76	19	150	42	108	29
YES	62.3	67.2	92.9	57.9	38.7	63.3	90.1	54.7	24.8	69.7	94.6	60.2	47.7
NO	36.6	31.8	6.2	41.0	59.8	36.7	9.9	45.3	71.5	28.5	4.0	37.9	52.3
DK/REFUSED	1.1	1.1	0.9	1.2	1.4	-	-	-	3.7	1.8	1.4	2.0	-
Net Diff.	25.7	35.4	86.8	16.9	-21.1	26.7	80.3	9.3	-46.7	41.3	90.6	22.3	-4.5

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

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT	
		ALCOHOL				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	300	177	41	135	31	48	19	29	14	125	40	85	28	125	26	99	21	187	110	68	51
YES	62.3	65.8	91.2	58.1	39.4	69.7	100.0	49.5	37.0	68.2	96.7	54.9	35.7	66.1	87.2	60.5	42.9	100.0	-	100.0	-
NO	36.6	32.6	7.4	40.3	58.4	30.3	-	50.5	63.0	31.3	1.8	45.1	61.8	32.2	12.8	37.4	57.1	-	100.0	-	100.0
DK/REFUSED	1.1	1.5	1.4	1.6	2.2	-	-	-	-	0.5	1.5	-	2.5	1.7	-	2.2	-	-	-	-	-
Net Diff.	25.7	33.2	83.8	17.8	-19.0	39.5	100.0	-1.0	-26.1	36.9	94.9	9.7	-26.2	33.9	74.4	23.1	-14.2	100.0	-100.0	100.0	-100.0



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10. 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	118	59	128	76	39	24	95	56	91	53	126	157	43	67	84	90	89	108	24	35	
YES	62.3	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	69.9	56.2	69.0	49.1	70.3	61.6	72.3	53.6	64.6	62.8	
NO	36.6	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	30.1	41.6	31.0	49.9	29.7	35.4	27.7	43.3	35.4	37.2	
DK/REFUSED	1.1	-	-	-	-	-	-	-	-	-	-	-	2.2	-	1.0	-	3.0	-	3.2	-	-	
Net Diff.	25.7	100.0	-100.0	100.0	-100.0	100.0	-100.0	100.0	-100.0	100.0	-100.0	39.8	14.7	38.0	-0.8	40.7	26.2	44.5	10.3	29.3	25.7	

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

	TOTAL	EMBARRASSED/		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		BY YOUR AGE		BY YOUR AGE		BY YOUR AGE	
		(MALE)		(FEMALE)		PROB-	Big	Small	NOT A	BIG	SMALL	BIG	SMALL	BIG	SMALL	BIG	SMALL	BIG	SMALL	BIG	SMALL
		YES	NO	YES	NO	LEM	Prob.	Prob.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.
Total	300	63	80	64	77	279	180	98	20	62	45	119	53	112	78	48	12	93	54	88	45
YES	62.3	68.0	57.2	71.8	55.3	62.3	66.7	54.2	63.5	64.0	48.4	68.0	59.1	69.5	52.7	56.3	76.9	65.3	53.8	68.1	54.7
NO	36.6	32.0	41.2	28.2	42.0	36.8	32.3	45.1	36.5	36.0	50.1	30.4	40.9	28.8	46.4	43.7	23.1	34.1	44.9	30.4	45.3
DK/REFUSED	1.1	-	1.6	-	2.8	0.9	1.0	0.7	-	-	1.5	1.6	-	1.7	0.9	-	-	0.6	1.3	1.5	-
Net Diff.	25.7	35.9	16.0	43.6	13.3	25.4	34.3	9.1	27.0	28.0	-1.7	37.7	18.3	40.8	6.4	12.5	53.8	31.2	8.9	37.7	9.3

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	CHOICE MODEL	S/R/H ADS TO	HEARD/VISIT			
		WHEN PPL YOUR	STOP UNDERAGE	TALKITOUT.ORG			
		AGE DRINK	DRINKING				
		RESP.	IRRES-	YES	NO	YES	NO
		DECI-	PONS-				
		SIONS	IBLE				
Total	300	13	282	154	141	55	245
YES	62.3	50.2	62.5	68.0	55.3	66.7	61.3
NO	36.6	49.8	36.3	31.2	43.2	33.3	37.3
DK/REFUSED	1.1	-	1.2	0.8	1.5	-	1.4
Net Diff.	25.7	0.4	26.3	36.8	12.1	33.3	23.9



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10. 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	141	1	13	34	49	44	156	42	47	48	19	97	108	23	39	73	78	69	77
YES	62.3	62.1	100.0	48.7	52.6	59.7	74.8	63.7	53.9	69.2	65.4	67.3	62.3	62.7	55.7	65.9	63.2	63.1	61.0	64.3
NO	36.6	37.4	-	51.3	47.4	38.9	25.2	34.6	41.0	30.8	33.3	32.7	37.0	34.8	44.3	34.1	35.8	36.2	39.0	33.0
DK/REFUSED	1.1	0.5	-	-	-	1.4	-	1.7	5.1	-	1.2	-	0.7	2.5	-	-	1.0	0.7	-	2.8
Net Diff.	25.7	24.7	100.0	-2.6	5.2	20.8	49.7	29.1	12.9	38.4	32.1	34.7	25.3	28.0	11.5	31.7	27.3	26.9	21.9	31.3

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10. 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 AMER.	AFR- ICAN AMER.	WHITE AMER.	AFR- ICAN AMER.	MALE	FEMALE
Total	300	19	208	62	3	6	105	32	103	30	153	147
YES	62.3	59.7	61.9	62.1	66.8	86.1	59.4	67.4	64.4	56.5	62.3	62.2
NO	36.6	40.3	36.5	37.9	33.2	13.9	39.4	32.6	33.5	43.5	36.8	36.3
DK/REFUSED	1.1	-	1.6	-	-	-	1.2	-	2.1	-	0.8	1.5
Net Diff.	25.7	19.4	25.4	24.3	33.7	72.2	20.0	34.7	30.9	13.0	25.5	25.9

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## 11. WHAT DID YOUR PARENTS MOSTLY TALK ABOUT?

	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	187	64	26	9	29	56	28	29	27	14	13	6	18	15
DON'T DRINK/UNDERAGE	33.1	35.3	21.8	49.9	42.8	25.7	23.2	28.1	34.4	31.3	37.8	18.5	40.0	46.6
DRINKING BAD/HURT ME	23.3	16.7	26.3	5.9	11.7	24.5	24.9	24.1	14.3	6.5	23.2	50.6	35.0	37.8
HEALTH DANGERS	11.4	13.7	21.0	11.8	7.7	11.2	10.9	11.5	10.7	-	22.8	18.8	11.8	-
RIGHT DECISIONS/RESP.	8.3	10.5	16.1	-	8.9	7.2	3.0	11.2	15.4	29.0	-	-	-	3.6
DON'T DRINK/DRIVE/DANG.	7.4	6.9	10.1	19.3	-	7.6	9.1	6.1	12.4	16.1	8.2	-	10.1	-
ALCOHOL/ACT DIFFERENT	3.5	2.7	-	-	6.0	6.7	8.5	4.9	3.8	7.1	-	-	-	-
ALCOHOLISM	3.1	4.4	-	13.1	5.6	3.9	8.0	-	2.8	5.3	-	-	-	-
AVOID PEER PRESSURE	2.1	1.2	-	-	2.6	3.8	3.5	4.0	3.8	-	8.1	-	-	-
DON'T DO DRUGS	1.8	1.8	-	-	4.0	3.8	4.9	2.8	-	-	-	-	-	-
DANGERS OF DRUNK DRIVE	1.1	-	-	-	-	1.7	-	3.3	4.0	7.6	-	-	-	-
IF DRINK/DON'T ABUSE	0.8	1.4	-	-	3.1	-	-	-	-	-	-	-	3.2	-
HONOR GOD UNTIL OF AGE	0.7	-	-	-	-	2.2	-	4.3	-	-	-	-	-	-
ALCOHOL/ACT ABUSIVE	0.6	-	-	-	-	0.7	1.5	-	2.5	4.7	-	-	-	-
NOT GOOD FOR MIND/BRAIN	0.5	-	-	-	-	-	-	-	-	-	-	-	-	6.1
FATHER INFLUENCED	0.5	-	-	-	-	-	-	-	-	-	-	-	-	6.0
CONSEQUENCES/DRNK/DRIVE	0.4	-	-	-	-	1.4	-	2.8	-	-	-	-	-	-
OTHER	1.2	3.4	-	-	7.6	-	-	-	-	-	-	-	-	-
DON'T KNOW	1.9	1.9	4.7	-	-	2.7	2.5	2.9	-	-	-	12.1	-	-

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## 11. WHAT DID YOUR PARENTS MOSTLY TALK ABOUT?

	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	187	68	19	19	30	118	34	30	30	25		46	83	9	29	39	57	30	62	115	72
DON'T DRINK/UNDERAGE	33.1	34.0	28.9	32.1	38.4	32.6	32.3	31.5	35.8	30.7		33.5	35.9	32.6	25.1	32.7	33.9	35.6	31.5	34.2	31.4
DRINKING BAD/HURT ME	23.3	30.3	27.9	33.5	29.9	19.3	28.1	26.4	6.5	14.2		25.5	21.6	48.0	14.2	36.3	21.8	22.5	17.0	16.1	34.9
HEALTH DANGERS	11.4	13.4	22.7	5.1	12.8	10.2	13.3	9.3	6.2	11.5		13.7	7.3	19.5	19.2	12.5	10.1	14.7	10.2	10.8	12.2
RIGHT DECISIONS/RESP.	8.3	3.1	2.9	-	5.2	11.3	10.5	2.8	20.0	12.0		3.5	10.7	-	12.5	1.4	9.2	5.3	13.2	12.3	1.8
DON'T DRINK/DRIVE/DANG.	7.4	3.0	6.5	4.2	-	10.0	6.7	8.1	14.6	11.0		4.5	10.4	-	8.0	2.1	12.7	4.2	7.4	9.4	4.3
ALCOHOL/ACT DIFFERENT	3.5	6.4	5.1	10.5	4.7	1.8	-	2.5	4.6	-		7.4	-	-	4.7	5.0	1.3	8.2	2.2	3.9	2.8
ALCOHOLISM	3.1	3.4	-	4.0	5.2	2.9	-	3.7	3.7	4.9		5.2	-	-	11.7	2.0	3.9	5.4	2.0	3.0	3.2
AVOID PEER PRESSURE	2.1	1.7	-	-	3.8	2.3	-	2.5	-	7.9		2.6	3.3	-	-	3.0	1.3	-	3.2	3.4	-
DON'T DO DRUGS	1.8	1.2	-	4.2	-	2.1	3.4	4.6	-	-		1.7	1.4	-	4.6	2.1	2.0	-	2.2	1.0	3.0
DANGERS OF DRUNK DRIVE	1.1	-	-	-	-	1.7	-	-	3.7	3.8		-	1.2	-	3.7	-	1.9	-	1.6	1.8	-
IF DRINK/DON'T ABUSE	0.8	-	-	-	-	1.2	-	1.9	-	3.5		-	1.7	-	-	-	2.6	-	-	0.8	0.8
HONOR GOD UNTIL OF AGE	0.7	-	-	-	-	1.0	3.7	-	-	-		-	1.5	-	-	-	-	-	2.0	1.1	-
ALCOHOL/ACT ABUSIVE	0.6	-	-	-	-	0.9	-	-	-	4.3		-	0.8	-	-	-	1.2	-	0.7	0.9	-
NOT GOOD FOR MIND/BRAIN	0.5	-	-	-	-	0.8	-	-	3.2	-		-	1.1	-	-	-	-	-	1.5	0.8	-
FATHER INFLUENCED	0.5	-	-	-	-	0.8	-	3.1	-	-		-	1.1	-	-	-	-	-	1.5	0.8	-
CONSEQUENCES/DRNK/DRIVE	0.4	1.2	-	4.2	-	-	-	-	-	-		1.7	-	-	-	2.1	-	-	-	0.7	-
OTHER	1.2	1.7	6.0	-	-	0.8	-	3.4	-	-		2.5	1.2	-	-	3.0	-	-	1.6	-	3.0
DON'T KNOW	1.9	1.8	-	6.4	-	1.9	2.0	-	5.4	-		-	1.9	-	-	-	-	4.1	3.7	1.4	2.7

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## 11. WHAT DID YOUR PARENTS MOSTLY TALK ABOUT?

	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
Total Answering	187	27	42	88	30	84	44	20	18	52	43	63	29	74	104	11	55	63	49	50	73
DON'T DRINK/UNDERAGE	33.1	35.2	33.2	33.9	28.8	33.3	38.3	44.4	7.2	35.5	30.9	33.2	32.1	31.1	36.0	34.0	35.8	30.6	36.3	29.6	39.4
DRINKING BAD/HURT ME	23.3	17.7	38.5	15.7	29.9	16.4	35.5	7.3	39.0	15.5	42.4	16.6	23.5	20.0	25.6	21.0	30.9	19.8	19.7	28.0	21.5
HEALTH DANGERS	11.4	14.2	12.9	9.8	11.2	8.4	11.8	19.0	19.6	13.0	8.8	9.0	17.3	11.2	10.1	10.5	12.3	11.3	7.6	5.3	9.8
RIGHT DECISIONS/RESP.	8.3	8.0	-	13.7	4.3	12.4	-	11.7	7.1	8.5	3.0	15.5	-	10.4	6.8	-	3.9	12.2	9.9	10.6	5.9
DON'T DRINK/DRIVE/DANG.	7.4	3.0	3.0	11.3	6.0	10.5	4.1	5.4	6.8	11.9	4.2	7.3	4.4	10.7	5.8	-	3.7	12.5	8.0	14.1	5.0
ALCOHOL/ACT DIFFERENT	3.5	8.9	4.8	2.4	-	2.8	2.2	6.7	-	3.3	2.3	4.5	3.6	4.3	3.2	9.3	6.2	3.4	-	-	4.6
ALCOHOLISM	3.1	8.8	-	1.3	7.7	2.8	-	5.5	12.8	3.6	2.5	2.5	4.3	3.8	1.8	14.5	1.4	2.0	2.2	3.2	1.0
AVOID PEER PRESSURE	2.1	4.4	-	3.1	-	4.6	-	-	-	3.7	-	3.2	-	3.0	1.6	10.6	-	1.6	3.4	4.4	2.3
DON'T DO DRUGS	1.8	-	1.9	1.3	4.5	1.4	1.8	-	7.5	2.2	1.8	-	4.7	1.8	1.9	-	1.5	2.2	2.3	-	2.7
DANGERS OF DRUNK DRIVE	1.1	-	-	2.3	-	1.1	-	5.4	-	2.1	-	1.5	-	1.3	1.1	-	-	1.5	2.2	1.9	-
IF DRINK/DON'T ABUSE	0.8	-	-	1.0	1.9	1.0	1.3	-	-	1.7	1.3	-	-	0.8	0.8	-	-	0.9	1.8	1.1	1.2
HONOR GOD UNTIL OF AGE	0.7	-	-	1.4	-	1.5	-	-	-	-	-	2.0	-	-	1.2	-	-	-	2.5	-	1.7
ALCOHOL/ACT ABUSIVE	0.6	-	-	1.2	-	0.8	-	-	-	1.3	-	0.7	-	0.6	0.6	-	-	0.7	1.4	-	0.9
NOT GOOD FOR MIND/BRAIN	0.5	-	-	1.1	-	1.1	-	-	-	-	-	1.5	-	-	0.9	-	-	-	1.9	-	1.3
FATHER INFLUENCED	0.5	-	-	1.0	-	1.1	-	-	-	-	-	1.5	-	1.3	-	-	-	1.5	-	1.9	-
CONSEQUENCES/DRNK/DRIVE	0.4	3.0	-	-	-	0.9	-	-	-	1.5	-	-	-	-	0.8	-	1.5	-	-	-	1.1
OTHER	1.2	-	2.8	-	3.3	-	4.9	-	-	-	2.7	-	3.5	-	1.1	-	2.1	-	-	-	1.6
DON'T KNOW	1.9	-	2.9	1.8	2.3	1.9	-	-	-	-	-	2.5	6.6	1.1	2.6	-	2.2	1.4	2.9	1.7	1.0

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## 11. WHAT DID YOUR PARENTS MOSTLY TALK ABOUT?

	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 Answering	187	17	19	30	60	44	44	128	56	32	36	96	20	90	35	27	12	61	33	67	23
DON'T DRINK/UNDERAGE	33.1	37.4	21.5	40.0	31.9	25.1	41.6	33.0	31.0	37.2	29.0	31.6	34.6	32.8	37.2	34.3	9.6	35.0	28.7	31.2	34.3
DRINKING BAD/HURT ME	23.3	-	36.4	23.2	28.6	17.7	21.5	19.7	33.0	26.8	34.4	17.3	30.3	20.4	31.5	15.5	38.0	21.7	40.4	17.8	22.6
HEALTH DANGERS	11.4	24.6	17.3	9.7	10.6	12.2	9.3	9.0	17.3	4.2	22.2	10.6	8.7	8.2	14.0	14.3	30.9	11.6	10.8	6.7	26.4
RIGHT DECISIONS/RESP.	8.3	14.2	6.7	7.9	5.6	12.1	8.3	12.1	-	6.7	-	13.9	-	11.5	-	13.6	-	9.4	-	14.5	-
DON'T DRINK/DRIVE/DANG.	7.4	-	12.2	10.9	7.9	10.5	2.8	9.4	3.2	6.4	-	10.4	8.9	11.2	1.6	4.0	10.8	10.2	5.6	8.7	-
ALCOHOL/ACT DIFFERENT	3.5	8.2	-	2.5	3.2	5.5	3.2	3.6	3.5	7.7	5.5	2.2	-	1.6	5.5	5.1	-	1.2	5.9	5.7	-
ALCOHOLISM	3.1	7.3	5.7	-	3.1	6.5	-	3.6	2.2	7.4	-	2.3	6.1	2.6	-	8.2	10.7	4.9	-	2.4	5.3
AVOID PEER PRESSURE	2.1	-	-	3.9	1.2	2.4	2.2	3.0	-	3.7	-	2.8	-	4.3	-	-	-	3.1	-	2.9	-
DON'T DO DRUGS	1.8	8.1	-	-	3.3	3.1	-	2.0	1.4	-	2.2	2.6	-	1.3	2.3	5.0	-	1.9	2.4	2.0	-
DANGERS OF DRUNK DRIVE	1.1	-	5.7	-	1.8	2.2	-	1.6	-	-	-	2.1	-	1.1	-	4.0	-	1.8	-	1.4	-
IF DRINK/DON'T ABUSE	0.8	-	-	1.9	1.5	-	-	-	1.6	-	-	-	4.3	-	2.5	-	-	-	2.7	-	-
HONOR GOD UNTIL OF AGE	0.7	-	-	-	-	-	2.8	1.0	-	-	-	1.3	-	1.4	-	-	-	-	-	1.8	-
ALCOHOL/ACT ABUSIVE	0.6	-	-	-	1.1	1.0	-	0.8	-	-	-	1.1	-	0.7	-	-	-	1.1	-	0.6	-
NOT GOOD FOR MIND/BRAIN	0.5	-	-	-	-	-	2.1	0.7	-	-	-	1.0	-	1.0	-	-	-	-	-	1.4	-
FATHER INFLUENCED	0.5	-	-	-	-	2.1	-	0.7	-	-	-	1.0	-	1.0	-	-	-	-	-	1.4	-
CONSEQUENCES/DRNK/DRIVE	0.4	-	-	-	1.3	-	-	0.6	-	2.5	-	-	-	0.9	-	-	-	1.3	-	-	-
OTHER	1.2	-	-	-	1.9	-	-	0.8	2.1	-	3.3	1.0	-	1.1	3.3	-	-	-	3.6	1.5	-
DON'T KNOW	1.9	-	-	-	-	1.9	6.0	0.7	4.8	-	3.4	0.9	7.1	0.9	2.1	-	-	-	-	1.3	11.4

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## 11. WHAT DID YOUR PARENTS MOSTLY TALK ABOUT?

	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	187	57	6	51	2	3	24	22	60	28	26	7	-	38	45
DON'T DRINK/UNDERAGE	33.1	42.2	20.7	44.7	0.9	100.0	46.3	39.3	24.1	24.0	24.4	23.3	-	41.7	23.9
DRINKING BAD/HURT ME	23.3	16.2	40.8	13.3	37.4	-	11.1	15.3	21.3	27.6	12.2	31.1	-	14.0	25.9
HEALTH DANGERS	11.4	9.1	-	10.2	-	-	-	23.6	9.3	6.9	11.0	13.2	-	6.7	9.0
RIGHT DECISIONS/RESP.	8.3	10.6	-	11.8	26.0	-	11.8	12.2	14.7	17.5	15.5	-	-	11.1	12.4
DON'T DRINK/DRIVE/DANG.	7.4	6.4	21.2	4.7	-	-	4.3	6.2	11.7	3.8	14.7	32.4	-	8.8	11.8
ALCOHOL/ACT DIFFERENT	3.5	4.3	17.3	2.8	-	-	6.0	-	3.5	2.7	5.2	-	-	3.8	-
ALCOHOLISM	3.1	6.1	-	6.8	35.7	-	11.4	-	1.8	4.0	-	-	-	6.2	-
AVOID PEER PRESSURE	2.1	3.4	-	3.7	-	-	4.9	3.4	3.3	-	7.6	-	-	5.0	4.4
DON'T DO DRUGS	1.8	-	-	-	-	-	-	-	1.9	4.2	-	-	-	-	2.5
DANGERS OF DRUNK DRIVE	1.1	-	-	-	-	-	-	-	3.4	-	7.9	-	-	-	2.1
IF DRINK/DON'T ABUSE	0.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-
HONOR GOD UNTIL OF AGE	0.7	-	-	-	-	-	-	-	2.1	4.5	-	-	-	-	2.7
ALCOHOL/ACT ABUSIVE	0.6	-	-	-	-	-	-	-	1.8	1.5	2.6	-	-	-	1.5
NOT GOOD FOR MIND/BRAIN	0.5	-	-	-	-	-	-	-	1.6	-	3.6	-	-	-	2.1
FATHER INFLUENCED	0.5	-	-	-	-	-	-	-	1.5	3.4	-	-	-	-	2.0
CONSEQUENCES/DRNK/DRIVE	0.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OTHER	1.2	1.8	-	2.0	-	-	4.2	-	-	-	-	-	-	2.6	-
DON'T KNOW	1.9	-	-	-	-	-	-	-	1.4	-	3.2	-	-	-	1.9

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 11. WHAT DID YOUR PARENTS MOSTLY TALK ABOUT?

	TOTAL	AGE STARTED		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	187	14	11	25	29	31	31	55	21	34	52	5	1	3	20	51	19	31	32
DON'T DRINK/UNDERAGE	33.1	42.6	23.3	43.8	25.3	40.9	22.9	35.6	30.2	38.9	32.8	50.1	-	74.4	36.4	34.3	32.5	35.4	30.5
DRINKING BAD/HURT ME	23.3	22.7	9.8	19.0	23.2	13.9	19.6	12.4	14.5	11.1	24.0	49.9	100.0	25.6	21.8	9.0	7.9	9.6	25.5
HEALTH DANGERS	11.4	17.2	13.6	10.1	13.0	8.3	6.0	13.4	16.6	11.4	6.6	-	-	-	6.5	14.6	17.9	12.5	6.6
RIGHT DECISIONS/RESP.	8.3	9.4	21.3	7.2	11.5	13.3	17.6	15.6	16.1	15.2	9.6	-	-	-	7.8	17.0	17.4	16.8	10.8
DON'T DRINK/DRIVE/DANG.	7.4	-	9.8	5.0	14.3	7.5	9.3	10.8	11.1	10.6	8.0	-	-	-	6.1	11.8	12.0	11.6	9.2
ALCOHOL/ACT DIFFERENT	3.5	-	12.3	-	2.6	7.8	4.4	1.3	3.5	-	7.3	-	-	-	12.0	1.5	3.8	-	4.3
ALCOHOLISM	3.1	8.0	9.9	7.3	3.9	5.1	-	2.0	-	3.2	3.6	-	-	-	3.7	2.2	-	3.6	3.5
AVOID PEER PRESSURE	2.1	-	-	7.5	-	-	6.3	3.2	-	5.2	4.1	-	-	-	5.7	3.5	-	5.7	3.0
DON'T DO DRUGS	1.8	-	-	-	4.0	-	-	-	-	-	2.2	-	-	-	-	-	-	-	3.6
DANGERS OF DRUNK DRIVE	1.1	-	9.8	-	3.8	-	3.1	3.7	5.2	2.8	-	-	-	-	-	4.1	5.6	3.1	-
IF DRINK/DON'T ABUSE	0.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
HONOR GOD UNTIL OF AGE	0.7	-	-	-	-	-	3.9	2.2	5.9	-	-	-	-	-	-	2.4	6.4	-	-
ALCOHOL/ACT ABUSIVE	0.6	-	-	-	2.3	-	1.3	2.0	2.0	1.9	-	-	-	-	-	2.1	2.1	2.1	-
NOT GOOD FOR MIND/BRAIN	0.5	-	-	-	-	-	3.0	-	-	-	-	-	-	-	-	-	-	-	-
FATHER INFLUENCED	0.5	-	-	-	-	-	2.9	-	-	-	1.8	-	-	-	-	-	-	-	2.9
CONSEQUENCES/DRNK/DRIVE	0.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OTHER	1.2	-	-	-	-	3.2	-	-	-	-	-	-	-	-	-	-	-	-	-
DON'T KNOW	1.9	-	-	-	-	-	2.7	1.5	-	2.5	-	-	-	-	-	1.7	-	2.7	-



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 11. WHAT DID YOUR PARENTS MOSTLY TALK ABOUT?

	TOTAL	OFTEN THEY DRINK ALCOHOL (WHITE)				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				AT WHAT AGE DO YOU THINK IT'S APPROPRIATE TO START DRINKING ALCOHOL			
		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	UNDER 21	21/ OVER	21	22+
Total Answering	187	37	13	24	37	13	5	8	11	22	8	15	27	33	13	20	25	33	146	131	15
DON'T DRINK/UNDERAGE	33.1	37.3	34.9	38.6	29.5	33.3	23.9	40.0	38.8	32.6	23.7	37.3	39.0	37.6	34.0	40.1	26.0	19.2	37.3	39.1	22.4
DRINKING BAD/HURT ME	23.3	12.3	11.8	12.5	24.1	11.5	27.7	-	25.6	13.5	7.5	16.6	22.9	11.6	18.7	6.9	25.3	30.5	20.1	19.1	28.2
HEALTH DANGERS	11.4	8.7	12.7	6.5	9.1	29.8	28.2	31.0	-	18.3	29.4	12.4	8.1	10.0	9.1	10.7	4.9	8.4	12.6	13.1	8.7
RIGHT DECISIONS/RESP.	8.3	18.0	25.9	13.7	9.9	8.4	-	14.4	12.2	7.5	-	11.5	8.2	21.1	25.7	18.1	11.2	8.4	7.8	7.7	8.4
DON'T DRINK/DRIVE/DANG.	7.4	11.6	5.1	15.1	10.3	8.4	20.2	-	-	13.7	29.9	5.0	6.6	8.8	-	14.8	9.5	17.4	5.5	5.6	5.2
ALCOHOL/ACT DIFFERENT	3.5	-	-	-	3.8	-	-	-	13.0	3.3	9.5	-	-	-	-	-	15.4	7.2	2.8	1.6	13.0
ALCOHOLISM	3.1	-	-	-	2.0	8.6	-	14.6	10.4	5.0	-	7.6	6.8	-	-	-	-	7.1	2.4	2.6	-
AVOID PEER PRESSURE	2.1	4.8	-	7.3	5.6	-	-	-	-	3.3	-	5.0	4.3	3.1	-	5.2	3.8	-	2.7	3.0	-
DON'T DO DRUGS	1.8	-	-	-	3.1	-	-	-	-	-	-	-	4.2	-	-	-	-	-	2.3	0.9	14.1
DANGERS OF DRUNK DRIVE	1.1	2.6	-	4.0	-	8.4	20.2	-	-	4.9	14.0	-	-	2.9	-	4.9	-	-	1.4	1.6	-
IF DRINK/DON'T ABUSE	0.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.7	0.6	0.7	-
HONOR GOD UNTIL OF AGE	0.7	3.3	9.5	-	-	-	-	-	-	-	-	-	-	3.8	9.4	-	-	-	0.8	0.9	-
ALCOHOL/ACT ABUSIVE	0.6	1.8	-	2.8	-	-	-	-	-	3.0	-	4.6	-	1.3	3.2	-	-	-	0.7	0.8	-
NOT GOOD FOR MIND/BRAIN	0.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.6	0.7	-
FATHER INFLUENCED	0.5	-	-	-	2.5	-	-	-	-	-	-	-	-	-	-	-	3.7	-	0.6	0.7	-
CONSEQUENCES/DRNK/DRIVE	0.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.5	-	5.2
OTHER	1.2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.7	0.8	-
DON'T KNOW	1.9	2.3	-	3.5	-	-	-	-	-	-	-	-	-	2.6	-	4.3	-	-	2.4	2.7	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 11. WHAT DID YOUR PARENTS MOSTLY TALK ABOUT?

	TOTAL					PARENTS TALK ABOUT DRINKING					PARENTS TALK ABOUT DRINKING					PARENTS TALK ABOUT DRINKING				
	ALCOHOL					ALCOHOL					ALCOHOL					ALCOHOL				
	(6th-8th)					(6th-8th)					(9th-12th)					(9th-12th)				
	TALK ABOUT	A Lot	Some- times	NEVER		TALK ABOUT	A Lot	Some- times	NEVER		TALK ABOUT	A Lot	Some- times	NEVER		TALK ABOUT	A Lot	Some- times	NEVER	
Total Answering	187	168	62	107	19	64	22	42	5		104	39	65	14						
DON'T DRINK/UNDERAGE	33.1	32.2	35.0	30.6	41.2	33.0	48.0	25.0	47.2		31.8	27.6	34.3	39.2						
DRINKING BAD/HURT ME	23.3	24.7	21.8	26.4	10.8	32.6	20.0	39.3	-		19.9	22.9	18.2	14.5						
HEALTH DANGERS	11.4	9.4	16.0	5.7	28.6	10.5	17.9	6.6	52.8		8.8	14.9	5.1	20.5						
RIGHT DECISIONS/RESP.	8.3	9.2	7.9	10.0	-	3.4	-	5.1	-		12.8	12.3	13.1	-						
DON'T DRINK/DRIVE/DANG.	7.4	8.2	8.4	8.1	-	3.2	3.6	3.0	-		11.3	11.1	11.4	-						
ALCOHOL/ACT DIFFERENT	3.5	3.9	1.2	5.4	-	6.9	-	10.5	-		2.0	1.9	2.1	-						
ALCOHOLISM	3.1	2.8	3.8	2.2	5.9	3.7	-	5.7	-		2.2	5.9	-	8.0						
AVOID PEER PRESSURE	2.1	2.3	1.9	2.6	-	1.8	5.3	-	-		2.6	-	4.2	-						
DON'T DO DRUGS	1.8	0.5	-	0.7	13.4	1.2	-	1.9	-		-	-	-	17.9						
DANGERS OF DRUNK DRIVE	1.1	1.2	1.6	1.0	-	-	-	-	-		2.0	2.5	1.7	-						
IF DRINK/DON'T ABUSE	0.8	0.9	-	1.4	-	-	-	-	-		1.4	-	2.2	-						
HONOR GOD UNTIL OF AGE	0.7	0.7	-	1.2	-	-	-	-	-		1.2	-	1.9	-						
ALCOHOL/ACT ABUSIVE	0.6	0.6	0.7	0.6	-	-	-	-	-		1.0	1.1	1.0	-						
NOT GOOD FOR MIND/BRAIN	0.5	0.6	-	0.9	-	-	-	-	-		0.9	-	1.4	-						
FATHER INFLUENCED	0.5	0.5	1.5	-	-	-	-	-	-		0.9	2.4	-	-						
CONSEQUENCES/DRNK/DRIVE	0.4	0.5	1.3	-	-	1.2	3.6	-	-		-	-	-	-						
OTHER	1.2	1.3	1.9	0.9	-	1.8	5.2	-	-		1.0	-	1.5	-						
DON'T KNOW	1.9	2.1	-	3.3	-	1.9	-	2.9	-		2.2	-	3.5	-						

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 11. WHAT DID YOUR PARENTS MOSTLY TALK ABOUT?

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT	
		ALCOHOL				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	187	116	37	79	12	33	19	14	5	85	39	47	10	83	23	60	9	187	-	68	-
DON'T DRINK/UNDERAGE	33.1	33.6	46.9	27.2	48.8	26.0	12.5	44.1	32.8	33.2	29.6	36.1	35.4	31.3	44.1	26.4	47.7	33.1	-	34.0	-
DRINKING BAD/HURT ME	23.3	23.7	20.1	25.4	16.5	25.8	22.1	30.8	-	28.5	25.8	30.7	20.5	20.8	15.0	23.0	-	23.3	-	30.3	-
HEALTH DANGERS	11.4	7.9	9.3	7.3	25.3	19.0	33.1	-	20.8	9.9	16.2	4.7	21.3	8.9	15.6	6.4	36.9	11.4	-	13.4	-
RIGHT DECISIONS/RESP.	8.3	9.0	6.0	10.4	-	11.0	13.5	7.7	-	6.7	6.7	6.8	-	11.8	9.9	12.5	-	8.3	-	3.1	-
DON'T DRINK/DRIVE/DANG.	7.4	9.2	8.9	9.3	-	7.0	6.5	7.7	-	9.4	10.9	8.1	-	7.1	4.2	8.1	-	7.4	-	3.0	-
ALCOHOL/ACT DIFFERENT	3.5	2.9	-	4.3	-	4.1	-	9.7	-	3.1	1.9	4.1	-	4.6	-	6.4	-	3.5	-	6.4	-
ALCOHOLISM	3.1	2.0	-	3.0	-	7.0	12.2	-	20.9	2.2	2.8	1.6	11.3	3.4	5.4	2.7	-	3.1	-	3.4	-
AVOID PEER PRESSURE	2.1	3.3	3.1	3.5	-	-	-	-	-	2.2	3.0	1.6	-	2.4	-	3.3	-	2.1	-	1.7	-
DON'T DO DRUGS	1.8	0.7	-	1.0	9.4	-	-	-	25.5	0.9	-	1.7	11.6	-	-	-	15.4	1.8	-	1.2	-
DANGERS OF DRUNK DRIVE	1.1	0.8	2.6	-	-	3.3	-	7.7	-	1.3	-	2.3	-	1.2	4.2	-	-	1.1	-	-	-
IF DRINK/DON'T ABUSE	0.8	1.2	-	1.8	-	-	-	-	-	1.7	-	3.1	-	-	-	-	-	0.8	-	-	-
HONOR GOD UNTIL OF AGE	0.7	1.1	-	1.6	-	-	-	-	-	-	-	-	-	1.5	-	2.1	-	0.7	-	-	-
ALCOHOL/ACT ABUSIVE	0.6	0.6	-	0.9	-	-	-	-	-	0.8	-	1.4	-	0.5	1.8	-	-	0.6	-	-	-
NOT GOOD FOR MIND/BRAIN	0.5	0.8	-	1.2	-	-	-	-	-	-	-	-	-	1.1	-	1.6	-	0.5	-	-	-
FATHER INFLUENCED	0.5	0.8	2.5	-	-	-	-	-	-	-	-	-	-	1.1	4.0	-	-	0.5	-	-	-
CONSEQUENCES/DRNK/DRIVE	0.4	0.7	2.1	-	-	-	-	-	-	0.9	2.1	-	-	-	-	-	-	0.4	-	1.2	-
OTHER	1.2	1.9	3.1	1.3	-	-	-	-	-	1.4	3.0	-	-	1.2	-	1.7	-	1.2	-	1.7	-
DON'T KNOW	1.9	1.4	-	2.0	-	-	-	-	-	-	-	-	-	4.2	-	5.9	-	1.9	-	1.8	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 11. WHAT DID YOUR PARENTS MOSTLY TALK ABOUT?

	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)		(AFR. AMER.)		(MALE)		(FEMALE)		W/ PARENTS		(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)			
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO		
Total Answering	187	118	-	128	-	39	-	95	-	91	-	88	88	29	33	59	55	64	58	15	22	
DON'T DRINK/UNDERAGE	33.1	32.6	-	35.0	-	26.9	-	33.4	-	32.9	-	36.6	29.6	33.1	33.8	38.3	27.1	33.5	36.6	58.9	6.0	
DRINKING BAD/HURT ME	23.3	19.3	-	23.0	-	22.2	-	27.7	-	18.8	-	21.4	25.3	24.0	34.3	20.1	19.9	24.5	21.9	-	39.2	
HEALTH DANGERS	11.4	10.2	-	9.6	-	19.3	-	11.1	-	11.6	-	11.4	9.8	18.7	7.2	7.7	11.4	9.3	6.6	18.9	20.7	
RIGHT DECISIONS/RESP.	8.3	11.3	-	8.1	-	9.5	-	6.0	-	10.6	-	8.3	7.8	7.3	-	8.8	12.5	10.6	6.3	-	10.9	
DON'T DRINK/DRIVE/DANG.	7.4	10.0	-	8.3	-	6.0	-	8.4	-	6.4	-	6.6	8.4	-	6.2	9.9	9.7	7.0	9.7	7.1	5.7	
ALCOHOL/ACT DIFFERENT	3.5	1.8	-	2.6	-	3.6	-	2.8	-	4.2	-	2.5	4.9	4.8	9.0	1.3	2.5	2.2	3.4	-	6.3	
ALCOHOLISM	3.1	2.9	-	1.8	-	8.9	-	3.1	-	3.1	-	5.3	1.3	8.0	-	4.0	2.0	3.7	-	15.1	5.1	
AVOID PEER PRESSURE	2.1	2.3	-	3.0	-	-	-	2.0	-	2.2	-	1.1	3.3	-	3.6	1.6	3.2	1.5	5.1	-	-	
DON'T DO DRUGS	1.8	2.1	-	1.5	-	3.5	-	2.0	-	1.5	-	-	3.7	-	2.4	-	4.5	-	3.4	-	6.2	
DANGERS OF DRUNK DRIVE	1.1	1.7	-	0.8	-	2.8	-	1.1	-	1.1	-	2.3	-	-	-	3.5	-	1.5	-	7.1	-	
IF DRINK/DON'T ABUSE	0.8	1.2	-	1.1	-	-	-	1.5	-	-	-	1.6	-	-	-	2.5	-	2.3	-	-	-	
HONOR GOD UNTIL OF AGE	0.7	1.0	-	1.0	-	-	-	-	-	1.4	-	-	1.4	-	-	-	2.2	-	2.1	-	-	
ALCOHOL/ACT ABUSIVE	0.6	0.9	-	0.5	-	-	-	0.7	-	0.5	-	-	1.2	-	-	-	2.0	-	1.2	-	-	
NOT GOOD FOR MIND/BRAIN	0.5	0.8	-	0.7	-	-	-	-	-	1.0	-	1.1	-	-	-	1.6	-	1.5	-	-	-	
FATHER INFLUENCED	0.5	0.8	-	0.7	-	-	-	-	-	1.0	-	1.0	-	-	-	1.6	-	1.4	-	-	-	
CONSEQUENCES/DRNK/DRIVE	0.4	-	-	0.6	-	-	-	0.8	-	-	-	-	0.9	-	2.4	-	-	-	1.4	-	-	
OTHER	1.2	0.8	-	1.7	-	-	-	1.2	-	1.1	-	-	2.5	-	3.5	-	1.8	-	3.7	-	-	
DON'T KNOW	1.9	1.9	-	1.2	-	-	-	-	-	3.8	-	3.2	0.8	4.1	-	2.7	1.2	2.5	-	-	-	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

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NC STATEWIDE - STUDENTS GRADES 6th-12th

## 11. WHAT DID YOUR PARENTS MOSTLY TALK ABOUT?

	TOTAL	EMBARRASSED/		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		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	187	43	46	46	42	174	120	53	12	39	22	81	31	78	41	27	9	60	29	60	24
DON'T DRINK/UNDERAGE	33.1	43.3	26.2	30.3	33.2	32.8	32.8	32.6	33.9	31.0	45.2	33.8	23.8	34.7	31.3	28.3	31.2	34.5	31.2	31.2	34.1
DRINKING BAD/HURT ME	23.3	30.7	23.8	12.8	26.8	23.5	24.1	22.1	22.9	43.2	10.9	14.7	30.0	25.2	24.0	17.3	12.3	32.3	19.2	15.7	25.6
HEALTH DANGERS	11.4	9.6	11.3	13.0	8.2	10.7	13.1	5.2	21.2	13.3	6.1	13.1	4.6	8.9	6.7	27.8	-	10.9	9.6	15.4	-
RIGHT DECISIONS/RESP.	8.3	1.3	8.6	14.8	7.0	8.9	7.8	11.4	-	1.4	7.3	11.0	14.3	8.9	8.4	4.1	28.9	3.7	12.2	12.0	10.4
DON'T DRINK/DRIVE/DANG.	7.4	5.6	11.1	7.6	5.6	7.1	6.3	8.9	12.3	-	5.7	9.4	11.1	6.4	10.1	8.7	-	6.8	8.2	5.8	9.7
ALCOHOL/ACT DIFFERENT	3.5	1.7	4.2	3.1	5.6	3.7	3.8	3.6	-	6.2	8.9	2.6	-	1.8	4.7	5.1	-	1.2	6.7	6.4	-
ALCOHOLISM	3.1	4.4	2.4	6.2	-	3.3	1.9	6.5	-	-	10.7	2.9	3.5	-	5.7	8.7	12.5	1.8	6.5	2.1	6.5
AVOID PEER PRESSURE	2.1	-	4.2	2.1	2.4	2.2	1.5	4.0	-	-	5.3	2.2	3.0	2.3	5.1	-	-	1.2	4.0	1.7	3.9
DON'T DO DRUGS	1.8	-	4.2	-	3.2	1.9	1.6	2.6	-	2.0	-	1.4	4.3	2.5	-	-	15.2	3.2	-	-	5.6
DANGERS OF DRUNK DRIVE	1.1	2.6	-	2.1	-	1.2	1.7	-	-	-	-	2.6	-	1.2	-	4.1	-	1.8	-	1.6	-
IF DRINK/DON'T ABUSE	0.8	3.4	-	-	-	0.8	1.2	-	-	-	-	1.8	-	1.9	-	-	-	2.4	-	-	-
HONOR GOD UNTIL OF AGE	0.7	-	-	-	2.9	0.7	1.0	-	-	-	-	1.5	-	1.6	-	-	-	-	-	2.1	-
ALCOHOL/ACT ABUSIVE	0.6	-	1.5	-	1.0	0.6	0.3	1.3	-	-	-	0.5	2.1	-	1.6	-	-	-	2.3	0.7	-
NOT GOOD FOR MIND/BRAIN	0.5	-	-	2.1	-	0.5	0.8	-	-	-	-	1.2	-	1.2	-	-	-	-	-	1.6	-
FATHER INFLUENCED	0.5	-	-	2.0	-	0.5	0.8	-	-	-	-	1.1	-	1.2	-	-	-	-	-	1.5	-
CONSEQUENCES/DRNK/DRIVE	0.4	-	1.7	-	-	-	-	-	6.4	-	-	-	-	-	-	-	-	-	-	-	-
OTHER	1.2	-	2.5	-	2.4	1.2	1.0	1.9	-	2.9	-	-	3.2	1.5	2.4	-	-	1.9	-	-	4.1
DON'T KNOW	1.9	-	-	6.1	1.6	1.3	1.9	-	9.8	-	-	2.8	-	2.0	-	-	-	-	-	3.8	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 11. WHAT DID YOUR PARENTS MOSTLY TALK ABOUT?

	TOTAL	CHOICE MODEL WHEN PPL YOUR AGE DRINK	S/R/H ADS TO STOP UNDERAGE DRINKING	HEARD/VISIT TALKITOUT.ORG			
		RESP. DECI- SIONS	IRRES- PONS- IBLE	YES 	NO 	YES 	NO 
Total Answering	187	6	176	105	78	36	150
DON'T DRINK/UNDERAGE	33.1	29.7	32.8	33.8	33.9	37.6	32.0
DRINKING BAD/HURT ME	23.3	19.7	24.0	22.4	22.4	21.2	23.9
HEALTH DANGERS	11.4	41.7	10.5	9.6	14.3	2.5	13.5
RIGHT DECISIONS/RESP.	8.3	-	8.8	10.2	5.4	11.1	7.6
DON'T DRINK/DRIVE/DANG.	7.4	-	7.4	8.3	6.7	6.6	7.6
ALCOHOL/ACT DIFFERENT	3.5	-	3.7	3.5	3.6	2.8	3.6
ALCOHOLISM	3.1	-	2.7	2.1	4.6	6.4	2.3
AVOID PEER PRESSURE	2.1	-	2.2	2.1	2.2	7.5	0.8
DON'T DO DRUGS	1.8	-	1.9	2.4	1.0	-	2.2
DANGERS OF DRUNK DRIVE	1.1	-	1.2	2.0	-	-	1.4
IF DRINK/DON'T ABUSE	0.8	8.9	0.5	1.4	-	-	1.0
HONOR GOD UNTIL OF AGE	0.7	-	0.7	1.2	-	-	0.8
ALCOHOL/ACT ABUSIVE	0.6	-	0.6	-	0.5	-	0.7
NOT GOOD FOR MIND/BRAIN	0.5	-	0.5	-	1.2	-	0.6
FATHER INFLUENCED	0.5	-	0.5	-	1.2	-	0.6
CONSEQUENCES/DRNK/DRIVE	0.4	-	0.5	0.8	-	-	0.5
OTHER	1.2	-	1.2	1.1	1.3	-	1.4
DON'T KNOW	1.9	-	2.0	2.0	1.8	4.4	1.3

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 11. WHAT DID YOUR PARENTS MOSTLY TALK ABOUT?

	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	187	88	1	6	18	29	33	99	23	32	31	13	61	68	13	26	46	49	42	50
DON'T DRINK/UNDERAGE	33.1	36.2	-	20.3	37.7	38.3	37.7	30.4	18.0	42.0	31.2	21.3	36.3	33.9	37.3	21.8	33.9	32.9	38.6	28.0
DRINKING BAD/HURT ME	23.3	29.2	-	31.9	38.5	28.8	25.2	18.1	16.0	27.3	14.6	7.3	27.2	19.2	34.7	16.1	35.1	20.8	22.8	15.5
HEALTH DANGERS	11.4	13.9	-	47.8	8.0	3.2	20.7	9.1	17.7	6.5	5.3	9.7	12.3	7.1	27.9	15.0	10.6	11.6	17.6	6.6
RIGHT DECISIONS/RESP.	8.3	2.4	-	-	3.1	5.4	-	13.5	15.6	2.5	22.8	14.8	2.6	13.0	-	14.2	1.2	10.5	3.8	16.4
DON'T DRINK/DRIVE/DANG.	7.4	3.5	-	-	7.1	2.7	3.1	10.9	8.0	8.2	13.1	17.2	5.1	11.2	-	9.0	4.0	12.5	3.0	9.2
ALCOHOL/ACT DIFFERENT	3.5	5.0	-	-	5.5	6.7	4.3	2.1	-	6.5	-	-	5.6	-	-	5.3	4.2	1.5	5.9	2.8
ALCOHOLISM	3.1	2.7	-	-	-	8.0	-	3.5	4.8	-	3.6	9.6	3.9	-	-	13.3	1.7	4.5	3.8	2.5
AVOID PEER PRESSURE	2.1	1.3	-	-	-	-	3.5	2.7	-	2.3	3.0	8.0	1.9	4.0	-	-	2.5	1.5	-	4.0
DON'T DO DRUGS	1.8	2.2	-	-	-	2.7	3.4	1.4	6.0	-	-	-	3.2	-	-	5.3	4.2	-	-	2.7
DANGERS OF DRUNK DRIVE	1.1	-	-	-	-	-	-	2.1	-	-	3.5	7.6	-	1.4	-	4.2	-	2.2	-	1.9
IF DRINK/DON'T ABUSE	0.8	-	-	-	-	-	-	1.5	-	1.8	-	6.8	-	2.1	-	-	-	2.9	-	-
HONOR GOD UNTIL OF AGE	0.7	-	-	-	-	-	-	1.3	5.5	-	-	-	-	1.8	-	-	-	-	-	2.5
ALCOHOL/ACT ABUSIVE	0.6	-	-	-	-	-	-	1.1	-	-	1.3	5.2	-	1.0	-	-	-	1.4	-	0.8
NOT GOOD FOR MIND/BRAIN	0.5	-	-	-	-	-	-	0.9	-	2.9	-	-	-	1.4	-	-	-	-	-	1.9
FATHER INFLUENCED	0.5	-	-	-	-	-	-	0.9	4.1	-	-	-	-	1.4	-	-	-	-	-	1.9
CONSEQUENCES/DRNK/DRIVE	0.4	0.9	-	-	-	2.7	-	-	-	-	-	-	1.3	-	-	-	1.7	-	-	-
OTHER	1.2	1.3	100.0	-	-	-	-	1.0	4.4	-	-	-	1.9	1.5	-	-	2.5	-	-	2.0
DON'T KNOW	1.9	2.2	-	-	-	4.1	2.1	1.6	-	-	5.1	-	-	2.3	-	-	-	-	4.6	3.2

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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NC STATEWIDE - STUDENTS GRADES 6th-12th

## 11. WHAT DID YOUR PARENTS MOSTLY TALK ABOUT?

	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	187	11	128	39	2	5	62	22	66	17	95	91
DON'T DRINK/UNDERAGE	33.1	16.9	35.0	26.9	57.6	44.1	36.3	23.6	33.8	31.1	33.4	32.9
DRINKING BAD/HURT ME	23.3	41.4	23.0	22.2	-	14.6	24.7	25.6	21.4	17.9	27.7	18.8
HEALTH DANGERS	11.4	10.2	9.6	19.3	-	5.5	12.5	12.8	6.8	27.6	11.1	11.6
RIGHT DECISIONS/RESP.	8.3	-	8.1	9.5	42.4	10.2	2.5	17.0	13.4	-	6.0	10.6
DON'T DRINK/DRIVE/DANG.	7.4	5.1	8.3	6.0	-	5.2	8.2	10.8	8.4	-	8.4	6.4
ALCOHOL/ACT DIFFERENT	3.5	15.6	2.6	3.6	-	-	3.1	-	2.2	8.1	2.8	4.2
ALCOHOLISM	3.1	-	1.8	8.9	-	-	1.2	10.2	2.4	7.3	3.1	3.1
AVOID PEER PRESSURE	2.1	-	3.0	-	-	-	3.1	-	3.0	-	2.0	2.2
DON'T DO DRUGS	1.8	-	1.5	3.5	-	-	3.1	-	-	8.0	2.0	1.5
DANGERS OF DRUNK DRIVE	1.1	-	0.8	2.8	-	-	-	5.0	1.5	-	1.1	1.1
IF DRINK/DON'T ABUSE	0.8	-	1.1	-	-	-	2.3	-	-	-	1.5	-
HONOR GOD UNTIL OF AGE	0.7	-	1.0	-	-	-	-	-	1.9	-	-	1.4
ALCOHOL/ACT ABUSIVE	0.6	-	0.5	-	-	7.7	1.1	-	-	-	0.7	0.5
NOT GOOD FOR MIND/BRAIN	0.5	-	0.7	-	-	-	-	-	1.4	-	-	1.0
FATHER INFLUENCED	0.5	-	0.7	-	-	-	-	-	1.4	-	-	1.0
CONSEQUENCES/DRNK/DRIVE	0.4	-	0.6	-	-	-	1.3	-	-	-	0.8	-
OTHER	1.2	-	1.7	-	-	-	1.9	-	1.5	-	1.2	1.1
DON'T KNOW	1.9	10.8	1.2	-	-	12.7	-	-	2.4	-	-	3.8



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

12. 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	40	11	46	85	36	49	53	26	26	13	34	20
YES	42.1	49.7	48.1	73.3	45.5	36.1	31.5	39.6	34.8	31.1	38.4	31.2	39.3	61.0
NO	52.2	42.8	46.2	23.9	44.4	58.5	61.9	56.0	64.0	68.9	59.1	68.8	50.5	32.8
DK/REFUSED	5.7	7.5	5.7	2.8	10.1	5.3	6.6	4.4	1.2	-	2.4	-	10.3	6.2
Net Diff.	-10.2	6.9	1.9	49.5	1.2	-22.4	-30.4	-16.4	-29.3	-37.8	-20.7	-37.6	-11.2	28.2

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12. 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	120	37	38	45	180	50	46	47	38	81	127	17	45	65	88	55	92	164	135
YES	42.1	35.7	25.7	33.9	45.2	46.4	35.9	51.4	51.1	48.3	36.4	46.6	28.2	42.3	39.6	41.9	31.0	50.6	52.2	29.4
NO	52.2	55.9	70.9	61.5	39.2	49.8	59.7	46.0	43.6	48.7	56.8	48.9	59.5	54.8	50.1	53.8	62.8	45.9	44.0	62.6
DK/REFUSED	5.7	8.4	3.4	4.6	15.6	3.9	4.4	2.6	5.2	3.0	6.8	4.5	12.3	2.9	10.3	4.3	6.2	3.5	3.8	8.1
Net Diff.	-10.2	-20.3	-45.2	-27.6	5.9	-3.4	-23.9	5.4	7.5	-0.4	-20.4	-2.3	-31.2	-12.6	-10.5	-12.0	-31.8	4.8	8.2	-33.2

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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NC STATEWIDE - STUDENTS GRADES 6th-12th

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

	TOTAL	TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		THINK IT'S		THINK IT'S		THINK IT'S		THINK IT'S	
		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK	
		(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		ALCOHOL		(6th-8th)		(9th-12th)		(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	300	37	83	128	52	117	90	34	29	74	79	90	56	107	179	16	99	92	80	70	128		
YES	42.1	47.3	30.5	53.6	27.6	49.9	32.7	50.8	23.7	48.6	33.7	55.1	23.2	60.1	33.1	49.7	35.1	61.8	30.6	64.7	32.6		
NO	52.2	43.2	61.6	44.3	64.2	46.7	59.3	42.8	71.8	48.7	55.6	40.2	72.5	36.6	61.8	34.9	59.4	36.9	64.8	31.9	63.9		
DK/REFUSED	5.7	9.5	7.9	2.1	8.3	3.5	7.9	6.4	4.5	2.7	10.7	4.6	4.3	3.3	5.1	15.4	5.6	1.2	4.6	3.4	3.5		
Net Diff.	-10.2	4.1	-31.0	9.4	-36.6	3.2	-26.6	8.0	-48.1	-0.1	-21.9	14.9	-49.3	23.4	-28.7	14.8	-24.3	24.9	-34.2	32.8	-31.3		

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	THINK IT'S		THINK IT'S		THINK IT'S		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/	
		OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL	
		(AFR. AMER.)		(MALE)		(FEMALE)		ALCOHOL		(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(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	29	30	42	101	65	78	184	112	43	74	141	38	128	76	41	21	89	61	95	51
YES	42.1	53.7	27.1	61.9	34.4	58.9	31.5	48.3	32.0	42.5	32.8	50.0	30.3	50.3	29.8	44.3	26.5	47.2	32.9	49.3	30.8
NO	52.2	46.3	61.6	35.4	59.5	37.5	64.7	48.8	57.7	52.5	56.5	47.6	60.1	48.1	58.1	47.4	73.5	51.4	52.1	46.3	64.5
DK/REFUSED	5.7	-	11.3	2.7	6.1	3.7	3.8	3.0	10.3	4.9	10.7	2.4	9.6	1.6	12.1	8.3	-	1.5	15.0	4.4	4.7
Net Diff.	-10.2	7.4	-34.5	26.5	-25.1	21.4	-33.3	-0.5	-25.8	-10.0	-23.7	2.4	-29.9	2.1	-28.3	-3.0	-47.0	-4.2	-19.2	3.0	-33.7

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12. 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	79	7	72	3	6	33	30	86	42	36	9	-	53	61
YES	42.1	44.9	30.4	46.4	71.2	44.7	45.3	45.4	50.4	53.2	48.4	45.8	-	43.7	53.8
NO	52.2	50.9	69.6	49.0	28.8	55.3	48.2	50.5	48.1	46.8	48.0	54.2	-	54.0	46.2
DK/REFUSED	5.7	4.2	-	4.7	-	-	6.6	4.0	1.5	-	3.6	-	-	2.3	-
Net Diff.	-10.2	-6.0	-39.3	-2.6	42.3	-10.6	-2.9	-5.1	2.3	6.3	0.4	-8.4	-	-10.3	7.6

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

	TOTAL	AGE STARTED		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	18	21	36	43	43	43	83	30	53	75	7	3	4	26	76	28	48	49
YES	42.1	51.7	38.5	44.7	46.3	45.0	54.5	50.3	53.7	48.3	43.7	22.3	-	35.8	39.9	52.8	58.7	49.4	45.7
NO	52.2	36.7	55.3	55.3	50.7	47.2	45.5	48.7	43.5	51.7	53.0	77.7	100.0	64.2	60.1	46.1	38.3	50.6	49.2
DK/REFUSED	5.7	11.7	6.2	-	3.0	7.7	-	1.0	2.8	-	3.3	-	-	-	-	1.1	3.1	-	5.1
Net Diff.	-10.2	15.0	-16.7	-10.6	-4.4	-2.2	9.0	1.6	10.3	-3.4	-9.2	-55.3	-100.0	-28.5	-20.2	6.6	20.4	-1.2	-3.4

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

	TOTAL	OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				AT WHAT AGE DO YOU THINK			
		(WHITE)				(AFRICAN AMERICAN)				(MALE)				(FEMALE)				IT'S APPROPRIATE TO START			
																		DRINKING ALCOHOL			
		LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	UNDER	21/	21	22+
		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	21	OVER		
		MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH				
Total	300	53	17	36	57	22	8	14	12	36	9	27	39	47	21	26	36	59	227	201	27
YES	42.1	48.8	61.8	42.6	46.8	54.3	46.2	59.3	32.7	44.0	70.4	34.8	43.3	55.2	46.2	62.4	44.2	45.1	42.1	42.5	39.3
NO	52.2	49.6	33.3	57.4	51.0	45.7	53.8	40.7	56.4	56.0	29.6	65.2	53.4	43.0	49.7	37.6	52.4	52.9	50.9	52.0	42.5
DK/REFUSED	5.7	1.6	4.9	-	2.1	-	-	-	10.9	-	-	-	3.3	1.8	4.1	-	3.4	1.9	7.0	5.5	18.2
Net Diff.	-10.2	-0.8	28.5	-14.8	-4.2	8.7	-7.6	18.6	-23.7	-12.0	40.8	-30.4	-10.1	12.2	-3.4	24.7	-8.3	-7.8	-8.8	-9.5	-3.2

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

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING			
		ALCOHOL				ALCOHOL				ALCOHOL			
		(6th-8th)				(6th-8th)				(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	250	66	184	48	101	25	76	19	150	42	108	29
YES	42.1	40.6	43.4	39.6	48.0	34.3	36.5	33.6	42.8	44.9	47.6	43.8	51.3
NO	52.2	53.1	49.2	54.5	49.3	57.0	53.7	58.1	50.1	50.5	46.6	51.9	48.7
DK/REFUSED	5.7	6.3	7.3	5.9	2.8	8.7	9.8	8.3	7.0	4.7	5.9	4.2	-
Net Diff.	-10.2	-12.5	-5.8	-14.9	-1.3	-22.7	-17.3	-24.5	-7.3	-5.6	1.0	-8.1	2.6



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

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT	
		ALCOHOL				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	300	177	41	135	31	48	19	29	14	125	40	85	28	125	26	99	21	187	110	68	51
YES	42.1	41.1	48.2	38.9	51.4	40.8	34.1	45.2	30.3	38.2	41.6	36.6	53.2	43.1	46.2	42.2	40.9	47.2	34.6	43.0	26.2
NO	52.2	53.3	43.1	56.4	44.3	52.0	59.1	47.3	69.7	54.5	51.5	56.0	42.0	51.7	45.8	53.2	59.1	47.2	59.3	48.0	66.1
DK/REFUSED	5.7	5.6	8.7	4.6	4.3	7.2	6.7	7.5	-	7.3	6.9	7.4	4.8	5.3	8.0	4.5	-	5.6	6.0	9.0	7.7
Net Diff.	-10.2	-12.2	5.1	-17.5	7.1	-11.3	-25.0	-2.1	-39.5	-16.4	-9.8	-19.4	11.2	-8.6	0.3	-11.0	-18.3	0.1	-24.7	-5.0	-40.0

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

	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		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	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
	-----																				
Total	300	118	59	128	76	39	24	95	56	91	53	126	157	43	67	84	90	89	108	24	35
YES	42.1	49.7	41.8	49.8	32.4	39.9	35.8	44.6	35.6	50.0	33.6	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-
NO	52.2	46.7	53.6	45.0	61.6	56.8	55.1	48.0	58.5	46.4	60.3	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0
DK/REFUSED	5.7	3.6	4.6	5.2	5.9	3.3	9.1	7.4	6.0	3.6	6.1	-	-	-	-	-	-	-	-	-	
Net Diff.	-10.2	3.0	-11.8	4.8	-29.2	-16.9	-19.3	-3.4	-22.9	3.6	-26.7	100.0	-100.0	100.0	-100.0	100.0	-100.0	100.0	-100.0	100.0	-100.0

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12. 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		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE	
	AFRAID 2 TALK		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	
	(MALE)		(FEMALE)		(FEMALE)						(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)	
	YES	NO	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.	
-----																						
Total	300	63	80	64	77	279	180	98	20	62	45	119	53	112	78	48	12	93	54	88	45	
YES	42.1	100.0	-	100.0	-	43.2	47.9	34.6	29.7	33.4	37.8	55.5	31.8	51.6	33.3	40.9	37.4	45.0	34.4	50.9	34.7	
NO	52.2	-	100.0	-	100.0	51.0	45.1	61.9	66.0	51.6	60.5	41.7	63.0	41.2	63.9	54.6	51.5	46.3	61.1	43.8	62.8	
DK/REFUSED	5.7	-	-	-	-	5.8	7.0	3.6	4.3	15.0	1.8	2.9	5.1	7.2	2.8	4.5	11.1	8.7	4.5	5.3	2.5	
Net Diff.	-10.2	100.0	-100.0	100.0	-100.0	-7.8	2.8	-27.3	-36.3	-18.3	-22.7	13.8	-31.2	10.4	-30.5	-13.8	-14.1	-1.2	-26.7	7.1	-28.1	

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

	TOTAL	CHOICE MODEL	S/R/H ADS TO	HEARD/VISIT			
		WHEN PPL YOUR	STOP UNDERAGE	TALKITOUT.ORG			
		AGE DRINK	DRINKING				
		RESP.	IRRES-	YES	NO	YES	NO
		DECI-	PONS-				
		SIONS	IBLE				
Total	300	13	282	154	141	55	245
YES	42.1	33.8	42.5	42.2	42.8	48.3	40.7
NO	52.2	56.4	51.9	51.8	51.7	42.8	54.3
DK/REFUSED	5.7	9.9	5.6	6.0	5.5	8.9	5.0
Net Diff.	-10.2	-22.6	-9.3	-9.6	-8.9	5.4	-13.6

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12. 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	141	1	13	34	49	44	156	42	47	48	19	97	108	23	39	73	78	69	77
YES	42.1	37.1	-	38.0	12.8	41.3	51.4	46.2	39.9	46.7	48.0	54.5	39.5	45.4	29.1	43.7	39.6	40.6	34.4	51.9
NO	52.2	54.9	100.0	62.0	74.3	52.1	40.3	50.1	53.7	51.3	47.5	45.5	53.6	50.4	61.5	53.0	51.2	54.6	58.9	45.5
DK/REFUSED	5.7	8.0	-	-	12.9	6.5	8.3	3.7	6.4	2.0	4.5	-	6.9	4.1	9.3	3.3	9.2	4.8	6.7	2.6
Net Diff.	-10.2	-17.9	-100.0	-23.9	-61.5	-10.8	11.1	-3.9	-13.8	-4.6	0.4	9.1	-14.1	-5.0	-32.4	-9.3	-11.6	-14.0	-24.5	6.3

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12. 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 ICAN AMER.	AFR- ICAN AMER.	WHITE ICAN AMER.	AFR- ICAN AMER.	MALE	FEMALE
Total	300	19	208	62	3	6	105	32	103	30	153	147
YES	42.1	54.2	42.6	38.3	-	42.0	40.5	35.1	44.8	41.8	40.9	43.3
NO	52.2	39.1	52.0	56.1	61.5	58.0	53.1	60.9	50.9	51.0	52.3	52.2
DK/REFUSED	5.7	6.7	5.4	5.5	38.5	-	6.4	4.0	4.3	7.1	6.8	4.5
Net Diff.	-10.2	15.1	-9.3	-17.8	-61.5	-16.0	-12.6	-25.8	-6.1	-9.2	-11.4	-8.9

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13. 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	40	11	46	85	36	49	53	26	26	13	34	20
PROBLEM	92.9	89.0	80.5	100.0	93.8	94.1	96.3	92.5	93.5	91.7	95.3	100.0	95.4	96.1
Big Problem	60.1	57.8	45.6	86.9	61.5	63.5	58.0	67.5	56.2	52.4	60.0	52.3	64.1	65.9
Small Problem	32.8	31.2	34.9	13.1	32.3	30.7	38.3	25.0	37.3	39.3	35.4	47.7	31.3	30.2
NOT A PROBLEM	6.5	11.0	19.5	-	6.2	4.9	3.7	5.8	6.5	8.3	4.7	-	4.6	-
DK/REFUSED	0.5	-	-	-	-	1.0	-	1.7	-	-	-	-	-	3.9
Net Diff.	86.4	78.0	61.0	100.0	87.6	89.3	92.7	86.8	87.0	83.4	90.7	100.0	90.8	96.1

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13. 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	120	37	38	45	180	50	46	47	38	81	127	17	45	65	88	55	92	164	135	
PROBLEM	92.9	89.3	84.6	91.2	91.6	95.3	97.2	91.4	96.4	96.1	87.4	94.5	92.4	96.6	93.0	97.5	85.0	93.2	97.6	87.8	
Big Problem	60.1	51.6	66.2	51.3	39.9	65.8	73.3	59.5	64.6	65.2	41.0	62.2	82.7	74.3	55.3	64.4	47.2	67.2	61.8	58.4	
Small Problem	32.8	37.8	18.3	39.9	51.8	29.5	23.9	31.9	31.9	30.9	46.3	32.4	9.7	22.2	37.8	33.1	37.8	26.0	35.7	29.4	
NOT A PROBLEM	6.5	10.7	15.4	8.8	8.4	3.8	2.8	6.8	3.6	1.9	12.6	4.2	7.6	3.4	7.0	1.6	15.0	5.9	1.9	11.6	
DK/REFUSED	0.5	-	-	-	-	0.9	-	1.8	-	2.1	-	1.3	-	-	-	0.9	-	0.9	0.5	0.6	
Net Diff.	86.4	78.7	69.1	82.4	83.3	91.5	94.4	84.6	92.9	94.2	74.7	90.3	84.8	93.1	86.1	95.8	69.9	87.3	95.6	76.2	



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

	TOTAL	TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		THINK IT'S		THINK IT'S		THINK IT'S		THINK IT'S	
		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK	
		(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		ALCOHOL		(6th-8th)		(9th-12th)		(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	300	37	83	128	52	117	90	34	29	74	79	90	56	107	179	16	99	92	80	70	128		
PROBLEM	92.9	97.8	85.6	97.5	91.4	96.6	86.3	100.0	90.0	97.9	93.4	97.3	79.9	97.2	90.2	91.1	88.6	98.3	92.3	95.8	89.5		
Big Problem	60.1	42.4	55.6	67.4	63.0	56.3	51.3	76.5	76.9	57.6	63.3	65.3	51.5	70.5	54.6	52.5	50.8	73.6	59.2	65.9	47.5		
Small Problem	32.8	55.4	30.0	30.1	28.4	40.3	35.0	23.5	13.1	40.4	30.1	31.9	28.4	26.7	35.7	38.6	37.7	24.7	33.1	29.8	42.0		
NOT A PROBLEM	6.5	2.2	14.4	1.9	7.0	2.7	12.8	-	10.0	2.1	5.6	1.8	20.1	2.0	9.3	8.9	11.4	0.8	6.7	3.0	9.9		
DK/REFUSED	0.5	-	-	0.7	1.5	0.7	0.9	-	-	-	1.0	0.9	-	0.8	0.4	-	-	0.9	1.0	1.2	0.6		
Net Diff.	86.4	95.7	71.2	95.6	84.4	93.8	73.4	100.0	80.0	95.9	87.8	95.4	59.8	95.3	80.9	82.3	77.1	97.5	85.7	92.7	79.7		

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

	TOTAL	THINK IT'S		THINK IT'S		THINK IT'S		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/	
		OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL	
		(AFR. AMER.)		(MALE)		(FEMALE)		ALCOHOL		(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(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	29	30	42	101	65	78	184	112	43	74	141	38	128	76	41	21	89	61	95	51
PROBLEM	92.9	100.0	90.6	98.3	94.1	96.6	85.3	97.4	85.2	98.2	83.8	97.2	87.9	96.3	83.5	100.0	86.3	97.5	92.6	97.4	76.3
Big Problem	60.1	77.9	77.1	73.2	56.2	68.8	52.5	60.0	62.1	45.2	57.0	64.5	72.2	55.2	53.9	71.8	86.3	57.2	67.5	62.6	55.6
Small Problem	32.8	22.1	13.5	25.1	37.9	27.8	32.8	37.5	23.0	53.0	26.8	32.7	15.7	41.1	29.6	28.2	-	40.3	25.1	34.8	20.6
NOT A PROBLEM	6.5	-	9.4	1.7	5.2	2.1	14.7	2.1	14.1	1.8	16.2	2.2	10.0	3.0	15.5	-	13.7	2.5	6.1	1.7	23.7
DK/REFUSED	0.5	-	-	-	0.8	1.3	-	0.5	0.7	-	-	0.6	2.1	0.7	1.1	-	-	-	1.3	0.9	-
Net Diff.	86.4	100.0	81.2	96.5	88.9	94.4	70.6	95.3	71.1	96.3	67.6	95.0	77.9	93.3	68.0	100.0	72.6	95.0	86.5	95.7	52.5

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13. 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	79	7	72	3	6	33	30	86	42	36	9	-	53	61
PROBLEM	92.9	98.0	100.0	97.8	71.8	100.0	97.8	100.0	98.2	100.0	95.8	100.0	-	97.1	97.5
Big Problem	60.1	58.9	82.9	56.5	45.5	34.9	49.8	69.3	60.4	62.9	61.5	43.6	-	51.5	56.5
Small Problem	32.8	39.1	17.1	41.3	26.3	65.1	47.9	30.7	37.9	37.1	34.2	56.4	-	45.6	41.1
NOT A PROBLEM	6.5	0.9	-	1.0	-	-	2.2	-	1.8	-	4.2	-	-	1.4	2.5
DK/REFUSED	0.5	1.0	-	1.2	28.2	-	-	-	-	-	-	-	-	1.6	-
Net Diff.	86.4	97.1	100.0	96.8	71.8	100.0	95.5	100.0	96.5	100.0	91.5	100.0	-	95.7	95.0

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

	TOTAL		AGE STARTED		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL			
	DRINKING		DRINKING		DRINKING		DRINKING													
	(AFRICAN AMR)		(MALE)				(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	18	21	36	43	43	43	43	83	30	53	75	7	3	4	26	76	28	48	49
PROBLEM	92.9	100.0	100.0	98.0	98.4	98.1	98.1	95.3	94.4	95.7	100.0	100.0	100.0	100.0	100.0	94.8	93.9	95.4	100.0	
Big Problem	60.1	77.8	70.2	60.7	49.3	57.5	71.3	68.6	83.0	60.3	50.8	33.9	59.0	18.8	39.5	71.6	85.2	63.9	56.7	
Small Problem	32.8	22.2	29.8	37.3	49.0	40.6	26.8	26.7	11.5	35.4	49.2	66.1	41.0	81.2	60.5	23.2	8.7	31.4	43.3	
NOT A PROBLEM	6.5	-	-	2.0	1.6	-	1.9	3.7	2.8	4.3	-	-	-	-	-	4.1	3.1	4.6	-	
DK/REFUSED	0.5	-	-	-	-	1.9	-	1.0	2.8	-	-	-	-	-	-	1.1	3.0	-	-	
Net Diff.	86.4	100.0	100.0	95.9	96.7	98.1	96.3	91.5	91.6	91.5	100.0	100.0	100.0	100.0	100.0	90.8	90.9	90.7	100.0	

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13. 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)				AT WHAT AGE DO YOU THINK IT'S APPROPRIATE TO START DRINKING ALCOHOL			
		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	UNDER 21	21/ OVER	21	22+
Total	300	53	17	36	57	22	8	14	12	36	9	27	39	47	21	26	36	59	227	201	27
PROBLEM	92.9	92.6	90.3	93.8	100.0	100.0	100.0	100.0	100.0	96.0	100.0	94.6	100.0	94.7	91.9	96.9	100.0	94.8	92.6	93.1	88.7
Big Problem	60.1	64.3	84.7	54.6	47.0	83.0	100.0	72.7	56.4	64.6	84.6	57.6	42.8	71.7	82.3	63.1	59.4	60.0	60.8	60.7	61.5
Small Problem	32.8	28.3	5.6	39.2	53.0	17.0	-	27.3	43.6	31.5	15.4	37.0	57.2	23.0	9.7	33.7	40.6	34.8	31.8	32.4	27.2
NOT A PROBLEM	6.5	5.8	4.9	6.2	-	-	-	-	-	4.0	-	5.4	-	3.5	4.1	3.1	-	5.2	6.7	6.5	8.2
DK/REFUSED	0.5	1.6	4.8	-	-	-	-	-	-	-	-	-	-	1.8	4.0	-	-	-	0.7	0.4	3.1
Net Diff.	86.4	86.9	85.4	87.6	100.0	100.0	100.0	100.0	100.0	92.1	100.0	89.3	100.0	91.1	87.9	93.7	100.0	89.6	85.9	86.6	80.5

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

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING			
		ALCOHOL				ALCOHOL				ALCOHOL			
		(6th-8th)				(6th-8th)				(9th-12th)			
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER
		ABOUT		times		ABOUT		times		ABOUT		times	
Total	300	250	66	184	48	101	25	76	19	150	42	108	29
PROBLEM	92.9	93.7	93.6	93.7	88.8	91.3	86.1	93.0	78.9	95.3	98.0	94.2	95.2
Big Problem	60.1	59.4	64.7	57.4	62.9	52.8	59.8	50.5	45.0	63.8	67.7	62.3	74.5
Small Problem	32.8	34.3	28.9	36.3	25.9	38.5	26.4	42.4	33.9	31.5	30.3	31.9	20.7
NOT A PROBLEM	6.5	5.7	6.4	5.4	11.2	8.7	13.9	7.0	21.1	3.6	2.0	4.3	4.8
DK/REFUSED	0.5	0.7	-	0.9	-	-	-	-	-	1.1	-	1.5	-
Net Diff.	86.4	88.0	87.1	88.3	77.6	82.6	72.3	85.9	57.9	91.6	95.9	89.9	90.4

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

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT	
		ALCOHOL				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	300	177	41	135	31	48	19	29	14	125	40	85	28	125	26	99	21	187	110	68	51
PROBLEM	92.9	93.3	89.6	94.4	82.6	94.0	100.0	90.0	100.0	95.5	94.9	95.8	95.8	91.8	91.5	91.9	79.4	92.9	93.5	89.6	88.9
Big Problem	60.1	53.3	56.1	52.4	57.7	77.2	80.8	74.8	75.0	60.1	63.0	58.8	62.4	58.6	67.3	56.3	63.6	64.4	53.1	57.6	44.0
Small Problem	32.8	40.1	33.6	42.0	24.9	16.8	19.2	15.2	25.0	35.4	31.9	37.1	33.4	33.2	24.2	35.5	15.8	28.5	40.4	31.9	44.8
NOT A PROBLEM	6.5	5.8	10.4	4.4	17.4	6.0	-	10.0	-	3.8	5.1	3.2	4.2	7.6	8.5	7.3	20.6	6.7	6.5	10.4	11.1
DK/REFUSED	0.5	0.9	-	1.2	-	-	-	-	-	0.6	-	0.9	-	0.7	-	0.8	-	0.4	-	-	-
Net Diff.	86.4	87.6	79.3	90.1	65.2	88.0	100.0	80.0	100.0	91.7	89.9	92.6	91.6	84.2	83.0	84.6	58.8	86.2	86.9	79.1	77.7

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

	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		AFRAID 2 TALK		AFRAID 2 TALK		AFRAID 2 TALK		AFRAID 2 TALK		AFRAID 2 TALK	
		(9th-12th)	(WHITE)	(9th-12th)	(WHITE)	(9th-12th)	(WHITE)	(9th-12th)	(WHITE)	(9th-12th)	(WHITE)	W/ PARENTS	(6th-8th)	W/ PARENTS	(6th-8th)	W/ PARENTS	(6th-8th)	W/ PARENTS	(6th-8th)	W/ PARENTS	(6th-8th)
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	118	59	128	76	39	24	95	56	91	53	126	157	43	67	84	90	89	108	24	35
PROBLEM	92.9	94.8	97.4	92.8	90.5	92.6	100.0	93.7	98.7	92.1	87.9	95.4	90.7	88.3	88.4	99.0	92.4	94.8	89.1	100.0	91.8
Big Problem	60.1	68.3	60.8	60.6	42.5	69.4	88.6	63.4	56.0	65.4	49.9	68.5	51.9	48.3	47.6	78.8	55.1	65.3	42.7	81.8	74.6
Small Problem	32.8	26.6	36.6	32.2	48.0	23.2	11.4	30.3	42.7	26.7	38.0	26.9	38.8	40.0	40.8	20.2	37.3	29.5	46.4	18.2	17.2
NOT A PROBLEM	6.5	4.5	2.6	6.5	9.5	7.4	-	5.5	1.3	7.9	12.1	4.6	8.3	11.7	11.6	1.0	5.8	5.2	9.4	-	8.2
DK/REFUSED	0.5	0.7	-	0.6	-	-	-	0.8	-	-	-	-	1.0	-	-	-	1.8	-	1.5	-	-
Net Diff.	86.4	90.3	94.8	86.3	81.1	85.2	100.0	88.2	97.5	84.2	75.8	90.8	82.4	76.6	76.8	98.0	86.6	89.6	79.8	100.0	83.6



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

	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	63	80	64	77	279	180	98	20	62	45	119	53	112	78	48	12	93	54	88	45
PROBLEM	92.9	96.2	94.6	94.6	86.7	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	60.1	66.7	53.6	70.2	50.1	64.7	100.0	-	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-
Small Problem	32.8	29.5	41.0	24.4	36.6	35.3	-	100.0	-	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0	-	100.0
NOT A PROBLEM	6.5	3.8	4.4	5.4	12.3	-	-	-	100.0	-	-	-	-	-	-	-	-	-	-	-	-
DK/REFUSED	0.5	-	1.0	-	1.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	86.4	92.3	90.1	89.2	74.4	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

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL	CHOICE MODEL	S/R/H ADS TO	HEARD/VISIT			
		WHEN PPL YOUR	STOP UNDERAGE	TALKITOUT.ORG			
		AGE DRINK	DRINKING				
		RESP.	IRRES-	YES	NO	YES	NO
		DECI-	PONS-				
		SIONS	IBLE				
Total	300	13	282	154	141	55	245
PROBLEM	92.9	88.0	93.8	92.8	92.8	97.2	91.9
Big Problem	60.1	58.4	61.0	62.1	57.7	58.6	60.5
Small Problem	32.8	29.6	32.7	30.7	35.2	38.6	31.5
NOT A PROBLEM	6.5	12.0	5.7	7.2	6.0	2.8	7.4
DK/REFUSED	0.5	-	0.6	-	1.2	-	0.7
Net Diff.	86.4	75.9	88.1	85.5	86.8	94.5	84.6

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13. 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	141	1	13	34	49	44	156	42	47	48	19	97	108	23	39	73	78	69	77
PROBLEM	92.9	88.8	100.0	77.7	91.6	88.8	89.6	96.5	98.0	93.4	96.7	100.0	86.4	96.4	94.2	96.1	92.7	98.2	84.7	94.8
Big Problem	60.1	53.7	100.0	77.7	62.6	35.7	59.0	65.1	62.6	62.8	66.0	74.0	43.4	62.4	86.8	70.8	56.6	63.1	50.7	67.1
Small Problem	32.8	35.1	-	-	28.9	53.1	30.6	31.4	35.4	30.6	30.8	26.0	42.9	33.9	7.4	25.3	36.0	35.0	34.0	27.7
NOT A PROBLEM	6.5	10.6	-	22.3	8.4	9.6	10.4	3.0	-	6.6	3.3	-	12.8	2.9	5.8	3.9	6.2	1.8	15.3	4.1
DK/REFUSED	0.5	0.6	-	-	-	1.6	-	0.5	2.0	-	-	-	0.8	0.8	-	-	1.1	-	-	1.1
Net Diff.	86.4	78.2	100.0	55.3	83.2	79.2	79.1	93.5	98.0	86.9	93.5	100.0	73.5	93.5	88.4	92.2	86.5	96.3	69.4	90.7

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13. 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 ICAN AMER.	AFR- ICAN AMER.	WHITE ICAN AMER.	AFR- ICAN AMER.	MALE	FEMALE
Total	300	19	208	62	3	6	105	32	103	30	153	147
PROBLEM	92.9	93.6	91.7	95.4	100.0	100.0	94.8	95.9	88.6	94.9	95.6	90.1
Big Problem	60.1	63.1	53.9	76.7	100.0	60.3	54.1	72.2	53.7	81.5	60.5	59.7
Small Problem	32.8	30.4	37.8	18.7	-	39.7	40.7	23.7	34.8	13.4	35.0	30.4
NOT A PROBLEM	6.5	6.4	7.5	4.6	-	-	4.4	4.1	10.6	5.1	3.9	9.3
DK/REFUSED	0.5	-	0.8	-	-	-	0.8	-	0.8	-	0.5	0.6
Net Diff.	86.4	87.1	84.2	90.8	100.0	100.0	90.4	91.8	77.9	89.7	91.7	80.8

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14. 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	40	11	46	85	36	49	53	26	26	13	34	20
YES	83.3	81.7	79.5	100.0	79.2	82.2	74.3	88.0	87.1	81.7	92.6	82.9	90.7	74.3
NO	15.6	17.6	20.5	-	19.2	16.5	22.6	12.0	11.3	15.3	7.4	11.6	9.3	25.7
DK/REFUSED	1.1	0.8	-	-	1.6	1.3	3.0	-	1.5	3.1	-	5.5	-	-
Net Diff.	67.8	64.1	59.1	100.0	59.9	65.6	51.7	76.0	75.8	66.4	85.2	71.3	81.4	48.5

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14. 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	6th-8th	9th-12th	YES	NO
Total	300	120	37	38	45	180	50	46	47	38	81	127	17	45	65	88	55	92	164	135
YES	83.3	89.8	98.0	90.8	82.3	79.0	85.7	70.3	75.3	85.3	88.4	79.4	87.7	82.3	96.3	76.9	82.2	81.1	78.9	88.6
NO	15.6	9.6	2.0	7.3	17.7	19.5	14.3	25.7	23.0	14.7	10.7	18.7	12.3	17.7	2.7	22.2	17.8	16.8	19.9	10.3
DK/REFUSED	1.1	0.6	-	1.8	-	1.5	-	4.0	1.7	-	0.9	1.9	-	-	1.1	0.8	-	2.1	1.2	1.1
Net Diff.	67.8	80.2	96.1	83.5	64.5	59.6	71.5	44.7	52.3	70.6	77.7	60.7	75.5	64.5	93.6	54.7	64.3	64.3	59.0	78.3

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14. 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	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
		-----																			
Total	300	37	83	128	52	117	90	34	29	74	79	90	56	107	179	16	99	92	80	70	128
YES	83.3	75.3	96.2	80.0	76.5	78.1	89.1	86.5	80.7	82.6	87.4	75.9	90.4	74.7	88.8	81.4	90.6	73.6	86.4	72.4	88.6
NO	15.6	24.7	3.0	18.6	22.1	20.6	9.3	13.5	19.3	17.4	10.8	22.0	9.6	24.2	10.0	18.6	8.7	25.2	11.6	26.5	9.6
DK/REFUSED	1.1	-	0.8	1.5	1.4	1.4	1.6	-	-	-	1.8	2.1	-	1.0	1.3	-	0.7	1.2	1.9	1.2	1.8
Net Diff.	67.8	50.5	93.2	61.4	54.4	57.5	79.8	72.9	61.3	65.3	76.6	53.8	80.7	50.5	78.8	62.9	82.0	48.4	74.8	45.9	79.0

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14. 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	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
		-----																				
Total	300	29	30	42	101	65	78	184	112	43	74	141	38	128	76	41	21	89	61	95	51	
YES	83.3	80.3	89.3	76.2	89.3	73.8	88.0	76.3	94.8	75.6	97.8	76.5	89.0	75.9	94.7	79.9	91.5	78.6	94.7	74.1	94.9	
NO	15.6	19.7	10.7	23.8	9.2	24.5	11.0	22.7	3.8	24.4	1.3	22.2	8.8	22.9	3.3	20.1	8.5	20.5	4.1	24.7	3.5	
DK/REFUSED	1.1	-	-	-	1.4	1.7	1.0	1.0	1.4	-	0.9	1.3	2.2	1.2	2.0	-	-	0.8	1.1	1.1	1.6	
Net Diff.	67.8	60.7	78.7	52.4	80.1	49.3	77.0	53.6	91.0	51.2	96.5	54.3	80.3	52.9	91.3	59.8	83.1	58.1	90.6	49.4	91.4	



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14. 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	79	7	72	3	6	33	30	86	42	36	9	-	53	61
YES	83.3	73.2	93.6	71.1	46.1	62.9	65.3	81.6	77.7	78.3	86.9	38.0	-	72.9	76.0
NO	15.6	26.4	6.4	28.5	53.9	37.1	33.8	18.4	20.5	19.8	11.0	62.0	-	27.1	21.5
DK/REFUSED	1.1	0.4	-	0.4	-	-	0.9	-	1.8	1.9	2.1	-	-	-	2.5
Net Diff.	67.8	46.8	87.2	42.7	-7.7	25.9	31.5	63.2	57.2	58.5	75.9	-24.1	-	45.8	54.5

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14. 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		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	18	21	36	43	43	43	83	30	53	75	7	3	4	26	76	28	48	49
YES	83.3	75.3	88.4	78.5	76.3	68.9	79.1	81.2	74.0	85.4	74.1	89.4	100.0	83.0	74.5	80.5	71.6	85.6	73.9
NO	15.6	24.7	11.6	21.5	22.0	30.5	19.0	17.8	23.3	14.6	24.5	10.6	-	17.0	25.5	18.4	25.5	14.4	24.0
DK/REFUSED	1.1	-	-	-	1.7	0.7	1.9	1.0	2.7	-	1.4	-	-	-	-	1.1	2.9	-	2.1
Net Diff.	67.8	50.6	76.7	56.9	54.3	38.4	60.0	63.4	50.7	70.7	49.6	78.8	100.0	66.1	49.0	62.1	46.2	71.1	49.9

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14. 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	OFTEN THEY DRINK ALCOHOL (WHITE)				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				AT WHAT AGE DO YOU THINK IT'S APPROPRIATE TO START DRINKING ALCOHOL			
		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	UNDER 21	21/ OVER	21	22+
Total	300	53	17	36	57	22	8	14	12	36	9	27	39	47	21	26	36	59	227	201	27
YES	83.3	78.5	67.5	83.7	72.8	95.0	100.0	92.0	79.8	86.2	84.6	86.8	72.1	77.3	69.3	83.8	76.3	74.5	85.5	85.6	84.6
NO	15.6	20.0	27.9	16.3	25.9	5.0	-	8.0	20.2	13.8	15.4	13.2	26.0	20.9	26.8	16.2	22.9	25.1	13.2	13.2	12.8
DK/REFUSED	1.1	1.5	4.7	-	1.3	-	-	-	-	-	-	-	1.9	1.7	3.9	-	0.8	0.5	1.3	1.2	2.6
Net Diff.	67.8	58.4	39.6	67.4	46.8	90.0	100.0	84.0	59.6	72.5	69.1	73.6	46.1	56.4	42.4	67.7	53.3	49.4	72.3	72.4	71.8

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14. 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				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING			
		ALCOHOL				ALCOHOL				ALCOHOL			
		(6th-8th)				(6th-8th)				(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	250	66	184	48	101	25	76	19	150	42	108	29
YES	83.3	83.5	82.6	83.8	82.1	90.6	100.0	87.5	85.7	78.7	72.4	81.2	79.7
NO	15.6	15.8	16.2	15.6	14.8	9.4	-	12.5	10.6	20.0	25.9	17.8	17.6
DK/REFUSED	1.1	0.7	1.1	0.6	3.1	-	-	-	3.7	1.2	1.8	1.0	2.8
Net Diff.	67.8	67.7	66.4	68.2	67.2	81.1	100.0	75.0	75.1	58.7	46.5	63.4	62.1

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14. 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				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT		
	ALCOHOL (WHITE)				ALCOHOL (AFRICAN AMERICAN)				ALCOHOL (MALE)				ALCOHOL (FEMALE)				LAST FEW MONTHS		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	177	41	135	31	48	19	29	14	125	40	85	28	125	26	99	21	187	110	68	51
YES	83.3	83.1	84.7	82.6	81.8	84.1	78.3	88.0	82.8	85.4	81.4	87.2	83.9	81.6	84.6	80.8	79.5	84.0	83.6	91.8	88.3
NO	15.6	16.0	13.5	16.8	13.4	15.9	21.7	12.0	17.2	14.0	16.8	12.8	13.6	17.5	15.4	18.1	16.6	15.0	15.7	8.2	11.7
DK/REFUSED	1.1	0.9	1.8	0.6	4.8	-	-	-	-	0.6	1.9	-	2.5	0.9	-	1.1	3.9	1.0	0.7	-	-
Net Diff.	67.8	67.1	71.2	65.9	68.4	68.2	56.5	76.0	65.7	71.3	64.6	74.5	70.4	64.1	69.2	62.7	63.0	69.0	67.9	83.6	76.7

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14. 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
Total	300	118	59	128	76	39	24	95	56	91	53	126	157	43	67	84	90	89	108	24	35
YES	83.3	79.5	79.5	84.3	82.6	82.8	85.4	85.9	85.7	82.1	81.3	79.4	86.0	84.5	94.8	76.8	79.5	75.4	87.3	95.4	80.4
NO	15.6	18.9	19.1	14.5	16.4	17.2	14.6	13.3	14.3	16.7	17.2	19.1	13.0	15.5	4.2	21.0	19.6	22.8	11.3	4.6	19.6
DK/REFUSED	1.1	1.6	1.4	1.2	1.1	-	-	0.8	-	1.2	1.5	1.5	1.0	-	1.0	2.2	0.9	1.8	1.4	-	-
Net Diff.	67.8	60.6	60.4	69.9	66.2	65.7	70.8	72.5	71.5	65.4	64.1	60.3	73.1	69.1	90.6	55.8	59.9	52.6	76.0	90.8	60.9

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14. 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.
		-----																			
Total	300	63	80	64	77	279	180	98	20	62	45	119	53	112	78	48	12	93	54	88	45
YES	83.3	80.2	87.0	78.6	85.1	82.9	85.0	79.0	92.2	92.5	83.2	81.1	75.5	83.6	81.3	86.8	67.6	86.8	81.7	83.2	75.9
NO	15.6	18.6	12.2	19.7	13.9	15.9	13.5	20.3	7.8	7.5	15.3	16.6	24.5	14.3	17.9	13.2	32.4	12.4	17.1	14.7	24.1
DK/REFUSED	1.1	1.2	0.9	1.7	1.1	1.2	1.5	0.7	-	-	1.5	2.2	-	2.1	0.9	-	-	0.8	1.3	2.2	-
Net Diff.	67.8	61.7	74.8	58.9	71.2	67.0	71.5	58.8	84.3	85.0	67.9	64.5	51.0	69.3	63.4	73.5	35.3	74.4	64.6	68.5	51.8

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14. 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   CHOICE MODEL S/R/H ADS TO   HEARD/VISIT							
	WHEN PPL YOUR STOP UNDERAGE TALKITOUT.ORG							
	AGE DRINK		DRINKING					
	RESP.	IRRES-	YES	NO	YES	NO		
	DECI-	PONS-						
	SIONS	IBLE						
	-----	-----	-----	-----	-----	-----		
Total	300	13	282	154	141	55	245	
YES	83.3	78.8	84.2	84.5	81.5	70.6	86.2	
NO	15.6	21.2	14.6	14.3	17.4	27.9	12.8	
DK/REFUSED	1.1	-	1.2	1.2	1.1	1.5	1.0	
Net Diff.	67.8	57.7	69.5	70.2	64.1	42.7	73.4	





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14. 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				
		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	141	1	13	34	49	44	156	42	47	48	19	97	108	23	39	73	78	69	77
YES	83.3	88.5	100.0	100.0	91.5	85.8	85.7	78.9	81.4	75.8	74.2	92.8	88.1	78.8	82.9	84.3	93.6	78.1	83.1	79.8
NO	15.6	11.0	-	-	8.5	12.8	14.3	19.4	18.6	20.3	24.1	7.2	11.2	19.0	17.1	15.7	5.4	21.0	16.9	17.8
DK/REFUSED	1.1	0.5	-	-	-	1.4	-	1.7	-	3.9	1.7	-	0.7	2.2	-	-	1.0	0.9	-	2.5
Net Diff.	67.8	77.5	100.0	100.0	83.0	73.0	71.5	59.5	62.9	55.5	50.0	85.6	76.9	59.8	65.9	68.6	88.2	57.0	66.2	62.0

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14. 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	19	208	62	3	6	105	32	103	30	153	147
YES	83.3	85.6	82.9	83.8	100.0	72.0	85.4	85.1	80.4	82.4	85.1	81.5
NO	15.6	14.4	15.6	16.2	-	23.5	13.2	14.9	18.1	17.6	14.0	17.2
DK/REFUSED	1.1	-	1.5	-	-	4.5	1.4	-	1.6	-	0.9	1.3
Net Diff.	67.8	71.2	67.3	67.6	100.0	48.5	72.2	70.1	62.3	64.9	71.1	64.3



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15. DO YOU THINK IT WOULD HELP STOP UNDERAGE DRINKING IF YOU AND YOUR FRIENDS IN SCHOOL TALKED MORE AMONG YOURSELVES 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	40	11	46	85	36	49	53	26	26	13	34	20	
YES	81.0	78.6	72.2	92.3	81.0	82.9	78.8	85.9	78.4	77.6	79.3	85.0	82.4	85.7	
NO	17.1	19.3	27.8	7.7	14.7	17.1	21.2	14.1	17.5	22.4	12.6	5.8	15.9	14.3	
DK/REFUSED	1.9	2.0	-	-	4.3	-	-	-	4.1	-	8.2	9.2	1.7	-	
Net Diff.	63.9	59.3	44.4	84.5	66.3	65.7	57.6	71.7	61.0	55.2	66.7	79.2	66.6	71.4	

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15. DO YOU THINK IT WOULD HELP STOP UNDERAGE DRINKING IF YOU AND YOUR FRIENDS IN SCHOOL TALKED MORE AMONG YOURSELVES 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	6th-8th	9th-12th	YES	NO	
Total	300	120	37	38	45	180	50	46	47	38	81	127	17	45	65	88	55	92	164	135	
YES	81.0	80.7	86.9	78.5	77.6	81.1	86.0	70.1	81.6	87.4	78.1	79.4	87.7	86.6	78.1	79.2	83.8	82.9	80.9	80.9	
NO	17.1	16.8	10.0	16.7	22.4	17.3	11.4	26.5	18.4	12.6	19.7	18.4	12.3	13.4	19.1	20.1	14.1	14.6	17.6	16.5	
DK/REFUSED	1.9	2.5	3.2	4.8	-	1.6	2.6	3.4	-	-	2.2	2.3	-	-	2.8	0.6	2.1	2.5	1.5	2.5	
Net Diff.	63.9	63.9	76.9	61.8	55.2	63.8	74.6	43.6	63.1	74.8	58.4	61.0	75.5	73.2	59.0	59.1	69.7	68.4	63.2	64.4	

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15. DO YOU THINK IT WOULD HELP STOP UNDERAGE DRINKING IF YOU AND YOUR FRIENDS IN SCHOOL TALKED MORE AMONG YOURSELVES 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	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	37	83	128	52	117	90	34	29	74	79	90	56	107	179	16	99	92	80	70	128
YES	81.0	82.9	79.7	80.3	82.9	81.1	75.8	84.0	90.4	81.1	76.6	80.7	87.2	75.7	84.5	65.2	82.3	77.5	87.3	74.9	81.1
NO	17.1	13.9	18.1	18.7	14.1	17.8	20.4	16.0	9.6	18.9	20.4	16.6	11.0	23.2	13.4	27.4	15.9	22.5	10.4	25.1	16.0
DK/REFUSED	1.9	3.2	2.2	1.0	3.0	1.1	3.8	-	-	-	3.0	2.7	1.8	1.1	2.1	7.4	1.8	-	2.3	-	2.9
Net Diff.	63.9	69.0	61.7	61.6	68.8	63.3	55.3	67.9	80.8	62.2	56.2	64.1	76.1	52.5	71.1	37.7	66.4	55.0	76.9	49.8	65.0

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15. DO YOU THINK IT WOULD HELP STOP UNDERAGE DRINKING IF YOU AND YOUR FRIENDS IN SCHOOL TALKED MORE AMONG YOURSELVES 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	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
		-----																				
Total	300	29	30	42	101	65	78	184	112	43	74	141	38	128	76	41	21	89	61	95	51	
YES	81.0	83.2	93.0	72.9	81.5	77.6	88.4	80.2	82.1	82.6	79.0	79.4	88.1	77.8	80.2	83.7	93.3	79.2	78.0	81.1	87.0	
NO	17.1	16.8	7.0	27.1	16.2	20.7	9.9	18.6	14.8	17.4	17.0	18.9	10.4	20.4	16.6	16.3	6.7	20.8	18.1	16.5	10.8	
DK/REFUSED	1.9	-	-	-	2.4	1.8	1.7	1.3	3.2	-	4.0	1.6	1.5	1.8	3.2	-	-	-	3.9	2.4	2.3	
Net Diff.	63.9	66.5	85.9	45.7	65.3	56.9	78.6	61.6	67.3	65.1	62.0	60.5	77.7	57.4	63.6	67.4	86.7	58.4	59.9	64.6	76.2	

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15. DO YOU THINK IT WOULD HELP STOP UNDERAGE DRINKING IF YOU AND YOUR FRIENDS IN SCHOOL TALKED MORE AMONG YOURSELVES 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	79	7	72	3	6	33	30	86	42	36	9	-	53	61
YES	81.0	80.5	100.0	78.5	71.8	86.2	76.9	79.3	82.1	76.8	91.1	71.0	-	80.0	76.5
NO	17.1	16.6	-	18.3	28.2	13.8	20.1	16.4	17.9	23.2	8.9	29.0	-	15.7	23.5
DK/REFUSED	1.9	2.9	-	3.2	-	-	3.1	4.3	-	-	-	-	-	4.3	-
Net Diff.	63.9	63.8	100.0	60.2	43.6	72.4	56.8	62.8	64.2	53.6	82.3	42.0	-	64.3	53.1

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15. DO YOU THINK IT WOULD HELP STOP UNDERAGE DRINKING IF YOU AND YOUR FRIENDS IN SCHOOL TALKED MORE AMONG YOURSELVES 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		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING			
		(AFRICAN AMR)		(MALE)		(FEMALE)		(FEMALE)		(FEMALE)		(FEMALE)		(FEMALE)		(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	18	21	36	43	43	43	83	30	53	75	7	3	4	26	76	28	48	49		
YES	81.0	81.3	94.6	79.2	81.8	81.5	82.4	82.8	87.6	80.1	85.4	83.3	100.0	73.3	87.7	82.8	86.4	80.7	84.1		
NO	17.1	18.7	5.4	20.8	18.2	13.2	17.6	17.2	12.4	19.9	12.9	16.7	-	26.7	12.3	17.2	13.6	19.3	13.2		
DK/REFUSED	1.9	-	-	-	-	5.3	-	-	-	-	1.7	-	-	-	-	-	-	-	2.6		
Net Diff.	63.9	62.6	89.3	58.4	63.7	68.3	64.8	65.7	75.1	60.2	72.4	66.6	100.0	46.6	75.3	65.6	72.9	61.4	70.9		



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15. DO YOU THINK IT WOULD HELP STOP UNDERAGE DRINKING IF YOU AND YOUR FRIENDS IN SCHOOL TALKED MORE AMONG YOURSELVES ABOUT ALCOHOL AND THE DANGERS OF UNDERAGE DRINKING?

	TOTAL	OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				AT WHAT AGE DO YOU THINK			
		(WHITE)				(AFRICAN AMERICAN)				(MALE)				(FEMALE)				IT'S APPROPRIATE TO START			
																		DRINKING ALCOHOL			
		LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	UNDER	21/	21	22+
		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	21	OVER		
		MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH				
Total	300	53	17	36	57	22	8	14	12	36	9	27	39	47	21	26	36	59	227	201	27
YES	81.0	75.5	78.3	74.1	83.2	95.0	100.0	92.0	100.0	81.0	100.0	74.4	84.9	84.2	82.0	86.1	85.9	78.2	81.4	81.4	81.3
NO	17.1	24.5	21.7	25.9	14.6	5.0	-	8.0	-	19.0	-	25.6	15.1	15.8	18.0	13.9	10.5	21.8	16.0	16.1	15.5
DK/REFUSED	1.9	-	-	-	2.3	-	-	-	-	-	-	-	-	-	-	-	3.6	-	2.6	2.5	3.2
Net Diff.	63.9	50.9	56.7	48.1	68.6	90.0	100.0	84.0	100.0	62.0	100.0	48.8	69.7	68.5	64.0	72.1	75.4	56.3	65.4	65.3	65.8

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15. DO YOU THINK IT WOULD HELP STOP UNDERAGE DRINKING IF YOU AND YOUR FRIENDS IN SCHOOL TALKED MORE AMONG YOURSELVES ABOUT ALCOHOL AND THE DANGERS OF UNDERAGE DRINKING?

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING			
		ALCOHOL				ALCOHOL				ALCOHOL			
		(6th-8th)				(6th-8th)				(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	250	66	184	48	101	25	76	19	150	42	108	29
YES	81.0	84.2	81.4	85.2	66.4	85.1	82.0	86.2	57.3	83.6	81.1	84.6	72.4
NO	17.1	14.6	18.6	13.2	27.4	14.9	18.0	13.8	27.1	14.5	18.9	12.8	27.6
DK/REFUSED	1.9	1.1	-	1.6	6.2	-	-	-	15.7	1.9	-	2.7	-
Net Diff.	63.9	69.6	62.8	72.0	39.0	70.3	63.9	72.3	30.2	69.1	62.2	71.8	44.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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15. DO YOU THINK IT WOULD HELP STOP UNDERAGE DRINKING IF YOU AND YOUR FRIENDS IN SCHOOL TALKED MORE AMONG YOURSELVES 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	177	41	135	31	48	19	29	14	125	40	85	28	125	26	99	21	187	110	68	51
YES	81.0	81.2	73.2	83.6	65.6	91.1	93.3	89.6	73.2	81.3	79.5	82.1	67.4	87.2	84.2	88.0	65.1	83.4	78.8	85.2	74.3
NO	17.1	17.2	26.8	14.3	28.5	8.9	6.7	10.4	26.8	18.3	20.5	17.3	26.0	11.0	15.8	9.7	29.3	15.2	19.6	13.1	22.1
DK/REFUSED	1.9	1.6	-	2.1	5.9	-	-	-	-	0.5	-	0.7	6.6	1.8	-	2.3	5.6	1.5	1.7	1.7	3.6
Net Diff.	63.9	64.0	46.4	69.3	37.2	82.1	86.5	79.2	46.4	63.0	59.1	64.8	41.4	76.2	68.5	78.3	35.8	68.2	59.2	72.2	52.2

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15. DO YOU THINK IT WOULD HELP STOP UNDERAGE DRINKING IF YOU AND YOUR FRIENDS IN SCHOOL TALKED MORE AMONG YOURSELVES 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
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	118	59	128	76	39	24	95	56	91	53	126	157	43	67	84	90	89	108	24	35
YES	81.0	82.3	82.5	81.2	77.6	88.1	85.0	79.7	77.6	87.1	80.0	81.2	83.3	80.9	87.7	81.4	80.0	77.6	81.3	96.5	85.2
NO	17.1	16.4	17.5	17.6	20.0	11.9	15.0	19.7	19.1	10.5	20.0	16.4	15.2	12.1	12.3	18.6	17.4	20.3	16.5	3.5	14.8
DK/REFUSED	1.9	1.3	-	1.2	2.4	-	-	0.6	3.2	2.4	-	2.4	1.5	7.0	-	-	2.6	2.1	2.1	-	-
Net Diff.	63.9	65.9	65.1	63.6	57.6	76.2	70.0	60.1	58.5	76.6	59.9	64.8	68.1	68.7	75.3	62.8	62.6	57.4	64.8	93.0	70.5

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15. DO YOU THINK IT WOULD HELP STOP UNDERAGE DRINKING IF YOU AND YOUR FRIENDS IN SCHOOL TALKED MORE AMONG YOURSELVES ABOUT ALCOHOL AND THE DANGERS OF UNDERAGE DRINKING?

	TOTAL		EMBARRASSED/		EMBARRASSED/		ALCOHOL USE BY PEOPLE				ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE	
	AFRAID 2 TALK		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	
	(MALE)		(FEMALE)		(FEMALE)						(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(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	63	80	64	77	279	180	98	20	62	45	119	53	112	78	48	12	93	54	88	45	
YES	81.0	75.5	83.3	86.8	83.3	80.8	84.1	74.5	86.5	84.2	76.3	84.1	73.0	82.1	74.0	90.8	67.6	83.4	70.3	84.9	79.6	
NO	17.1	21.6	16.7	11.3	13.7	17.1	13.6	23.6	13.5	12.3	21.8	14.3	25.1	15.3	23.6	9.2	32.4	14.9	28.1	12.3	18.2	
DK/REFUSED	1.9	2.9	-	1.8	3.0	2.1	2.2	1.9	-	3.4	1.9	1.6	1.9	2.5	2.4	-	-	1.7	1.6	2.8	2.2	
Net Diff.	63.9	53.9	66.7	75.5	69.5	63.6	70.5	51.0	73.0	71.9	54.6	69.8	47.9	66.8	50.4	81.7	35.3	68.5	42.2	72.6	61.4	

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15. DO YOU THINK IT WOULD HELP STOP UNDERAGE DRINKING IF YOU AND YOUR FRIENDS IN SCHOOL TALKED MORE AMONG YOURSELVES ABOUT ALCOHOL AND THE DANGERS OF UNDERAGE DRINKING?

	TOTAL		CHOICE MODEL		S/R/H ADS TO		HEARD/VISIT	
	WHEN PPL YOUR		STOP UNDERAGE		TALKITOUT.ORG			
	AGE DRINK		DRINKING					
	RESP.	IRRES-	YES	NO	YES	NO		
	DECI-	PONS-						
	SIONS	IBLE						
	-----	-----	-----	-----	-----	-----		
Total	300	13	282	154	141	55	245	
YES	81.0	73.8	81.3	84.5	77.0	74.3	82.5	
NO	17.1	17.2	17.0	14.1	20.4	25.7	15.2	
DK/REFUSED	1.9	9.0	1.7	1.4	2.6	-	2.4	
Net Diff.	63.9	56.7	64.3	70.3	56.7	48.5	67.3	



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15. DO YOU THINK IT WOULD HELP STOP UNDERAGE DRINKING IF YOU AND YOUR FRIENDS IN SCHOOL TALKED MORE AMONG YOURSELVES ABOUT ALCOHOL AND THE DANGERS OF 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	141	1	13	34	49	44	156	42	47	48	19	97	108	23	39	73	78	69	77
YES	81.0	82.8	100.0	79.7	81.3	82.9	84.2	79.5	71.4	83.5	74.7	100.0	80.5	77.9	90.7	84.7	78.8	79.4	87.0	79.7
NO	17.1	15.8	-	11.2	18.7	15.4	15.8	18.6	21.8	16.5	25.3	-	18.6	19.5	9.3	15.3	20.0	19.9	11.3	17.3
DK/REFUSED	1.9	1.4	-	9.1	-	1.7	-	1.8	6.8	-	-	-	0.9	2.7	-	-	1.2	0.7	1.7	3.0
Net Diff.	63.9	67.0	100.0	68.5	62.6	67.5	68.4	60.9	49.6	67.0	49.4	100.0	61.8	58.4	81.3	69.5	58.8	59.5	75.7	62.3

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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15. DO YOU THINK IT WOULD HELP STOP UNDERAGE DRINKING IF YOU AND YOUR FRIENDS IN SCHOOL TALKED MORE AMONG YOURSELVES 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	19	208	62	3	6	105	32	103	30	153	147
YES	81.0	83.6	78.9	86.9	61.5	86.1	73.7	89.9	84.2	83.7	78.8	83.3
NO	17.1	10.3	18.9	13.1	38.5	13.9	24.0	10.1	13.6	16.3	19.7	14.4
DK/REFUSED	1.9	6.1	2.3	-	-	-	2.3	-	2.2	-	1.6	2.4
Net Diff.	63.9	73.4	60.0	73.8	23.1	72.2	49.6	79.9	70.5	67.4	59.1	68.9



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16. WHEN PEOPLE YOUR AGE DRINK ALCOHOL, WHICH DO YOU THINK IS MORE LIKELY?

	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	40	11	46	85	36	49	53	26	26	13	34	20
RESPONSIBLE DECISIONS	4.3	3.0	1.9	-	4.8	4.7	4.6	4.8	4.1	5.3	2.9	9.2	3.8	6.2
ACT IRRESPONSIBLY	94.0	93.5	96.3	100.0	89.6	93.9	92.3	95.2	95.9	94.7	97.1	90.8	96.2	89.9
DK/REFUSED	1.7	3.4	1.8	-	5.6	1.3	3.1	-	-	-	-	-	-	3.9
Net Diff.	-89.7	-90.5	-94.4	-100.0	-84.8	-89.2	-87.7	-90.3	-91.8	-89.5	-94.2	-81.7	-92.4	-83.7

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16. WHEN PEOPLE YOUR AGE DRINK ALCOHOL, WHICH DO YOU THINK IS MORE LIKELY?

	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	120	37	38	45	180	50	46	47	38	81	127	17	45	65	88	55	92	164	135
RESPONSIBLE DECISIONS	4.3	5.5	6.3	2.1	7.8	3.4	3.0	3.1	3.8	3.9	2.7	3.7	-	3.4	4.9	4.9	6.2	2.0	4.5	3.3
ACT IRRESPONSIBLY	94.0	93.5	90.5	97.9	92.2	94.3	94.2	95.3	93.8	94.0	97.3	94.0	100.0	94.1	93.3	92.1	93.8	96.5	93.8	94.8
DK/REFUSED	1.7	1.0	3.2	-	-	2.2	2.8	1.6	2.4	2.1	-	2.3	-	2.5	1.8	3.0	-	1.5	1.6	1.9
Net Diff.	-89.7	-88.0	-84.2	-95.9	-84.4	-90.9	-91.1	-92.2	-90.0	-90.2	-94.6	-90.4	-100.0	-90.7	-88.3	-87.2	-87.6	-94.5	-89.3	-91.5

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16. WHEN PEOPLE YOUR AGE DRINK ALCOHOL, WHICH DO YOU THINK IS MORE LIKELY?

	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
Total	300	37	83	128	52	117	90	34	29	74	79	90	56	107	179	16	99	92	80	70	128
RESPONSIBLE DECISIONS	4.3	9.3	3.9	3.2	2.5	3.4	2.3	4.5	-	4.1	5.7	4.9	-	6.1	3.5	21.8	3.2	3.4	3.8	6.4	1.8
ACT IRRESPONSIBLY	94.0	90.7	94.7	94.8	94.8	95.3	96.2	92.1	100.0	92.3	92.9	95.1	97.5	93.2	95.1	78.2	95.6	95.8	94.4	92.5	97.1
DK/REFUSED	1.7	-	1.4	2.1	2.7	1.3	1.6	3.3	-	3.6	1.5	-	2.5	0.7	1.4	-	1.2	0.8	1.8	1.1	1.1
Net Diff.	-89.7	-81.3	-90.9	-91.6	-92.4	-92.0	-93.9	-87.6	-100.0	-88.2	-87.2	-90.2	-97.5	-87.2	-91.6	-56.3	-92.4	-92.4	-90.6	-86.1	-95.3

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16. WHEN PEOPLE YOUR AGE DRINK ALCOHOL, WHICH DO YOU THINK IS MORE LIKELY?

	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	29	30	42	101	65	78	184	112	43	74	141	38	128	76	41	21	89	61	95	51
RESPONSIBLE DECISIONS	4.3	-	5.0	4.9	5.4	6.8	1.1	4.4	3.6	7.9	4.3	3.4	2.2	3.6	2.1	3.7	-	5.5	3.3	3.4	3.9
ACT IRRESPONSIBLY	94.0	100.0	95.0	93.3	93.5	93.2	97.1	94.1	94.1	92.1	94.1	94.7	94.1	95.2	96.0	93.6	100.0	91.5	94.8	96.6	93.3
DK/REFUSED	1.7	-	-	1.7	1.1	-	1.8	1.4	2.3	-	1.6	1.9	3.7	1.2	1.9	2.7	-	3.0	1.9	-	2.8
Net Diff.	-89.7	-100.0	-90.0	-88.4	-88.1	-86.4	-96.1	-89.7	-90.5	-84.2	-89.8	-91.4	-91.9	-91.6	-93.9	-89.9	-100.0	-86.0	-91.4	-93.1	-89.4

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16. WHEN PEOPLE YOUR AGE DRINK ALCOHOL, WHICH DO YOU THINK IS MORE LIKELY?

	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	79	7	72	3	6	33	30	86	42	36	9	-	53	61
RESPONSIBLE DECISIONS	4.3	4.3	-	4.8	-	35.6	-	3.8	5.5	4.2	6.3	8.7	-	2.6	5.3
ACT IRRESPONSIBLY	94.0	94.8	100.0	94.2	100.0	64.4	97.8	96.2	92.3	93.1	93.7	82.4	-	96.0	93.4
DK/REFUSED	1.7	0.9	-	1.0	-	-	2.2	-	2.2	2.7	-	9.0	-	1.4	1.3
Net Diff.	-89.7	-90.4	-100.0	-89.5	-100.0	-28.7	-97.8	-92.3	-86.7	-88.9	-87.5	-73.7	-	-93.4	-88.1

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16. WHEN PEOPLE YOUR AGE DRINK ALCOHOL, WHICH DO YOU THINK IS MORE LIKELY?

	TOTAL	AGE STARTED		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	18	21	36	43	43	43	83	30	53	75	7	3	4	26	76	28	48	49
RESPONSIBLE DECISIONS	4.3	-	7.4	3.2	8.7	5.2	2.3	3.6	5.1	2.8	5.9	-	-	-	13.1	3.9	5.5	3.0	2.1
ACT IRRESPONSIBLY	94.0	100.0	87.3	94.7	86.8	94.8	97.7	94.1	94.9	93.7	93.1	100.0	100.0	100.0	86.9	93.6	94.5	93.1	96.3
DK/REFUSED	1.7	-	5.4	2.0	4.4	-	-	2.2	-	3.5	1.1	-	-	-	-	2.4	-	3.8	1.6
Net Diff.	-89.7	-100.0	-79.9	-91.5	-78.1	-89.6	-95.3	-90.5	-89.9	-90.9	-87.2	-100.0	-100.0	-100.0	-73.7	-89.7	-88.9	-90.1	-94.3

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16. WHEN PEOPLE YOUR AGE DRINK ALCOHOL, WHICH DO YOU THINK IS MORE LIKELY?

	TOTAL	OFTEN THEY DRINK ALCOHOL (WHITE)				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				AT WHAT AGE DO YOU THINK IT'S APPROPRIATE TO START DRINKING ALCOHOL			
		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	UNDER 21	21/ OVER	21	22+
		MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH				
Total	300	53	17	36	57	22	8	14	12	36	9	27	39	47	21	26	36	59	227	201	27
RESPONSIBLE DECISIONS	4.3	2.8	-	4.1	4.2	6.8	18.1	-	-	8.3	16.3	5.5	3.0	-	-	-	9.1	9.1	2.9	2.3	7.7
ACT IRRESPONSIBLY	94.0	95.9	100.0	93.9	94.4	88.2	81.9	92.0	100.0	86.6	83.7	87.6	95.0	100.0	100.0	100.0	90.9	89.7	95.6	96.1	92.3
DK/REFUSED	1.7	1.4	-	2.0	1.4	5.0	-	8.0	-	5.1	-	6.9	2.0	-	-	-	-	1.2	1.5	1.7	-
Net Diff.	-89.7	-93.1	-100.0	-89.8	-90.2	-81.4	-63.8	-92.0	-100.0	-78.3	-67.4	-82.1	-92.0	-100.0	-100.0	-100.0	-81.9	-80.6	-92.7	-93.8	-84.7

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16. WHEN PEOPLE YOUR AGE DRINK ALCOHOL, WHICH DO YOU THINK IS MORE LIKELY?

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING			
		ALCOHOL				ALCOHOL				ALCOHOL			
		(6th-8th)				(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	250	66	184	48	101	25	76	19	150	42	108	29
RESPONSIBLE DECISIONS	4.3	4.6	3.4	5.1	2.4	5.4	-	7.2	6.1	4.1	5.5	3.6	-
ACT IRRESPONSIBLY	94.0	94.7	95.4	94.5	90.0	94.6	100.0	92.8	87.8	94.9	92.6	95.7	91.4
DK/REFUSED	1.7	0.6	1.2	0.4	7.6	-	-	-	6.1	1.0	1.9	0.7	8.6
Net Diff.	-89.7	-90.1	-91.9	-89.4	-87.6	-89.1	-100.0	-85.6	-81.7	-90.7	-87.2	-92.1	-91.4



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16. WHEN PEOPLE YOUR AGE DRINK ALCOHOL, WHICH DO YOU THINK IS MORE LIKELY?

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT	
		ALCOHOL				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	300	177	41	135	31	48	19	29	14	125	40	85	28	125	26	99	21	187	110	68	51
RESPONSIBLE DECISIONS	4.3	3.9	1.8	4.5	-	3.2	8.0	-	-	6.0	5.7	6.2	-	3.3	-	4.2	5.6	3.4	5.8	5.2	6.0
ACT IRRESPONSIBLY	94.0	95.3	96.2	95.0	95.5	96.8	92.0	100.0	92.3	92.8	92.3	93.0	91.8	96.7	100.0	95.8	87.6	94.4	93.1	94.8	91.7
DK/REFUSED	1.7	0.9	1.9	0.5	4.5	-	-	-	7.7	1.2	2.0	0.9	8.2	-	-	-	6.8	2.2	1.1	-	2.3
Net Diff.	-89.7	-91.4	-94.4	-90.5	-95.5	-93.6	-84.1	-100.0	-92.3	-86.8	-86.6	-86.8	-91.8	-93.4	-100.0	-91.7	-81.9	-91.0	-87.3	-89.5	-85.7

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16. WHEN PEOPLE YOUR AGE DRINK ALCOHOL, WHICH DO YOU THINK IS MORE LIKELY?

	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		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	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
-----																					
Total	300	118	59	128	76	39	24	95	56	91	53	126	157	43	67	84	90	89	108	24	35
RESPONSIBLE DECISIONS	4.3	2.4	5.6	1.0	7.2	3.9	-	5.5	4.0	1.3	7.7	3.4	4.6	2.7	6.3	3.8	3.3	3.6	3.4	-	4.4
ACT IRRESPONSIBLY	94.0	94.2	94.4	96.7	92.8	93.2	100.0	91.7	93.9	97.2	92.3	95.0	93.3	94.6	93.7	95.3	93.0	95.5	94.6	100.0	92.4
DK/REFUSED	1.7	3.4	-	2.3	-	2.9	-	2.8	2.1	1.5	-	1.6	2.1	2.7	-	1.0	3.6	0.9	2.0	-	3.2
Net Diff.	-89.7	-91.8	-88.8	-95.7	-85.5	-89.2	-100.0	-86.2	-89.9	-95.9	-84.6	-91.6	-88.7	-91.9	-87.4	-91.5	-89.7	-92.0	-91.3	-100.0	-88.1

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16. WHEN PEOPLE YOUR AGE DRINK ALCOHOL, WHICH DO YOU THINK IS MORE LIKELY?

	TOTAL		EMBARRASSED/		EMBARRASSED/		ALCOHOL USE BY PEOPLE				ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE	
	AFRAID 2 TALK		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	
	(MALE)		(FEMALE)		(FEMALE)						(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(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	63	80	64	77	77	279	180	98	20	62	45	119	53	112	78	48	12	93	54	88	45
RESPONSIBLE DECISIONS	4.3	2.1	6.2	4.7	3.0	3.0	4.0	4.1	3.8	7.8	7.1	5.0	2.6	2.9	2.1	3.7	3.2	-	5.7	2.8	2.5	5.1
ACT IRRESPONSIBLY	94.0	94.8	91.5	95.3	95.2	95.2	94.9	95.4	93.8	81.3	92.9	92.4	96.7	95.1	97.2	96.3	96.8	90.4	93.4	92.9	97.5	94.9
DK/REFUSED	1.7	3.1	2.3	-	1.8	1.8	1.1	0.4	2.3	10.9	-	2.6	0.7	2.1	0.7	-	-	9.6	0.9	4.2	-	-
Net Diff.	-89.7	-92.7	-85.3	-90.6	-92.3	-92.3	-90.8	-91.3	-90.0	-73.4	-85.9	-87.4	-94.1	-92.2	-95.1	-92.6	-93.6	-90.4	-87.7	-90.1	-95.1	-89.9

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16. WHEN PEOPLE YOUR AGE DRINK ALCOHOL, WHICH DO YOU THINK IS MORE LIKELY?

	TOTAL		CHOICE MODEL		S/R/H ADS TO		HEARD/VISIT	
	WHEN PPL YOUR		STOP UNDERAGE		TALKITOUT.ORG			
	AGE DRINK		DRINKING					
	RESP.	IRRES-	YES	NO	YES	NO		
	DECI-	PONS-						
	SIONS	IBLE						
Total	300	13	282	154	141	55	245	
RESPONSIBLE DECISIONS	4.3	100.0	-	5.1	3.5	8.2	3.4	
ACT IRRESPONSIBLY	94.0	-	100.0	93.7	94.1	89.8	94.9	
DK/REFUSED	1.7	-	-	1.2	2.4	2.0	1.7	
Net Diff.	-89.7	100.0	-100.0	-88.6	-90.6	-81.6	-91.6	



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16. WHEN PEOPLE YOUR AGE DRINK ALCOHOL, WHICH DO YOU THINK IS MORE LIKELY?

	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	141	1	13	34	49	44	156	42	47	48	19	97	108	23	39	73	78	69	77	
RESPONSIBLE DECISIONS	4.3	5.3	-	9.1	3.5	8.7	1.9	3.4	3.6	3.4	3.0	4.1	3.1	3.5	-	3.9	4.4	5.5	6.2	1.3	
ACT IRRESPONSIBLY	94.0	92.9	100.0	90.9	96.5	88.9	95.0	94.9	96.4	95.1	94.6	91.7	95.5	95.1	100.0	93.3	94.0	91.1	91.7	98.7	
DK/REFUSED	1.7	1.8	-	-	-	2.4	3.2	1.7	-	1.6	2.3	4.2	1.4	1.4	-	2.8	1.6	3.4	2.1	-	
Net Diff.	-89.7	-87.6	-100.0	-81.8	-93.1	-80.2	-93.1	-91.5	-92.8	-91.7	-91.6	-87.7	-92.4	-91.5	-100.0	-89.4	-89.6	-85.6	-85.5	-97.4	

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16. WHEN PEOPLE YOUR AGE DRINK ALCOHOL, WHICH DO YOU THINK IS MORE LIKELY?

	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	19	208	62	3	6	105	32	103	30	153	147
RESPONSIBLE DECISIONS	4.3	18.9	3.3	2.5	-	13.9	3.4	4.7	3.1	-	4.9	3.6
ACT IRRESPONSIBLY	94.0	74.9	95.3	95.8	100.0	86.1	95.1	91.8	95.5	100.0	92.6	95.5
DK/REFUSED	1.7	6.2	1.4	1.8	-	-	1.5	3.5	1.4	-	2.5	1.0
Net Diff.	-89.7	-56.0	-92.0	-93.3	-100.0	-72.2	-91.7	-87.1	-92.3	-100.0	-87.7	-91.9

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17. 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	40	11	46	85	36	49	53	26	26	13	34	20
YES	51.5	51.0	58.7	46.4	45.4	55.0	55.0	54.9	54.2	70.6	37.9	31.0	52.5	43.2
NO	47.0	49.0	41.3	53.6	54.6	43.4	42.8	43.9	42.5	26.9	58.2	56.3	47.5	56.8
DK/REFUSED	1.6	-	-	-	-	1.6	2.2	1.2	3.2	2.5	4.0	12.8	-	-
Net Diff.	4.5	2.0	17.4	-7.2	-9.2	11.6	12.3	11.1	11.7	43.7	-20.3	-25.3	4.9	-13.6

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17. 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	120	37	38	45	180	50	46	47	38	81	127	17	45	65	88	55	92	164	135
YES	51.5	51.9	54.5	44.5	56.0	51.2	52.2	51.4	52.5	47.9	57.0	51.8	42.3	48.4	48.2	53.6	56.3	48.9	52.7	50.3
NO	47.0	46.1	45.5	53.4	40.5	47.5	45.7	48.6	46.2	50.4	42.1	46.4	48.5	51.6	48.1	43.8	43.7	51.1	46.5	47.1
DK/REFUSED	1.6	2.0	-	2.1	3.6	1.3	2.1	-	1.3	1.8	1.0	1.8	9.2	-	3.7	2.6	-	-	0.8	2.5
Net Diff.	4.5	5.8	9.1	-8.8	15.5	3.7	6.5	2.9	6.3	-2.5	14.9	5.5	-6.2	-3.2	0.1	9.9	12.7	-2.3	6.1	3.2



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17. 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	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total	300	37	83	128	52	117	90	34	29	74	79	90	56	107	179	16	99	92	80	70	128
YES	51.5	55.2	50.5	52.0	50.1	54.0	54.2	46.2	47.3	55.2	47.7	50.7	54.0	51.2	52.0	60.1	53.0	49.7	50.6	55.1	53.8
NO	47.0	44.8	46.6	47.0	47.9	45.0	43.8	53.8	47.1	43.1	47.9	49.3	46.0	48.8	46.3	39.9	46.2	50.3	46.5	44.9	43.8
DK/REFUSED	1.6	-	2.9	1.0	2.0	1.1	2.0	-	5.6	1.7	4.3	-	-	-	1.7	-	0.8	-	2.9	-	2.4
Net Diff.	4.5	10.3	3.9	5.0	2.1	9.0	10.4	-7.6	0.2	12.0	-0.2	1.3	8.0	2.4	5.6	20.1	6.9	-0.6	4.1	10.2	10.1

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

	TOTAL	THINK IT'S		THINK IT'S		THINK IT'S		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/		KNOW PEOPLE/	
		OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL		TRIED ALCOHOL	
		(AFR. AMER.)		(MALE)		(FEMALE)		ALCOHOL		(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(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	29	30	42	101	65	78	184	112	43	74	141	38	128	76	41	21	89	61	95	51
YES	51.5	40.5	53.1	52.5	52.2	50.3	51.7	54.4	46.0	58.7	48.2	53.1	41.7	56.3	48.9	49.3	41.5	55.6	44.8	53.3	47.5
NO	47.0	59.5	46.9	47.5	44.8	49.7	48.3	44.0	52.4	37.6	50.8	46.0	55.5	42.7	48.7	46.8	58.5	41.1	52.2	46.7	52.5
DK/REFUSED	1.6	-	-	-	3.0	-	-	1.6	1.6	3.7	1.1	0.9	2.8	1.0	2.4	3.9	-	3.2	3.0	-	-
Net Diff.	4.5	-19.0	6.2	5.1	7.4	0.6	3.3	10.4	-6.4	21.0	-2.6	7.2	-13.8	13.6	0.2	2.5	-17.1	14.5	-7.4	6.6	-5.1

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17. 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	79	7	72	3	6	33	30	86	42	36	9	-	53	61
YES	51.5	52.5	67.7	51.0	46.1	67.6	49.1	50.0	58.7	56.5	57.0	76.2	-	57.8	59.4
NO	47.0	45.5	10.3	49.0	53.9	32.4	50.9	50.0	40.5	43.5	41.1	23.8	-	42.2	39.5
DK/REFUSED	1.6	2.0	22.0	-	-	-	-	-	0.8	-	1.9	-	-	-	1.1
Net Diff.	4.5	7.1	57.4	2.0	-7.7	35.1	-1.7	-0.1	18.3	13.0	15.9	52.5	-	15.7	19.9

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17. 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						(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	18	21	36	43	43	43	83	30	53	75	7	3	4	26	76	28	48	49
YES	51.5	30.1	60.9	43.9	66.8	59.7	50.7	53.2	60.6	48.9	59.6	67.3	41.0	83.0	62.1	51.9	62.4	46.0	58.3
NO	47.0	61.1	39.1	51.7	31.6	40.3	49.3	45.3	39.4	48.7	38.2	32.7	59.0	17.0	31.7	46.4	37.6	51.4	41.7
DK/REFUSED	1.6	8.8	-	4.5	1.6	-	-	1.5	-	2.4	2.1	-	-	-	6.2	1.7	-	2.6	-
Net Diff.	4.5	-31.0	21.8	-7.8	35.2	19.5	1.4	7.9	21.2	0.3	21.4	34.5	-18.0	66.1	30.4	5.5	24.8	-5.5	16.6

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

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

	TOTAL	OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				AT WHAT AGE DO YOU THINK			
		(WHITE)				(AFRICAN AMERICAN)				(MALE)				(FEMALE)				IT'S APPROPRIATE TO START			
																		DRINKING ALCOHOL			
		LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	UNDER	21/	21	22+
		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	21	OVER		
		MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH				
Total	300	53	17	36	57	22	8	14	12	36	9	27	39	47	21	26	36	59	227	201	27
YES	51.5	55.8	59.5	54.0	61.5	47.5	64.3	37.4	51.4	53.5	69.1	48.1	58.8	52.9	56.8	49.8	60.5	40.0	55.2	53.9	65.1
NO	47.0	41.9	40.5	42.5	38.5	52.5	35.7	62.6	35.0	43.0	30.9	47.2	37.1	47.1	43.2	50.2	39.5	60.0	42.7	43.7	34.9
DK/REFUSED	1.6	2.4	-	3.5	-	-	-	-	13.6	3.5	-	4.7	4.1	-	-	-	-	-	2.1	2.3	-
Net Diff.	4.5	13.9	19.0	11.4	23.1	-4.9	28.6	-25.2	16.4	10.5	38.3	0.9	21.7	5.8	13.5	-0.4	21.0	-20.0	12.5	10.2	30.2

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

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				
		ALCOHOL				ALCOHOL				ALCOHOL				
		(6th-8th)				(6th-8th)				(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	250	66	184	48	101	25	76	19	150	42	108	29	
YES	51.5	52.8	58.1	50.8	43.4	53.1	62.6	50.0	45.7	52.5	55.4	51.4	42.0	
NO	47.0	45.7	39.5	47.9	55.0	45.3	30.9	50.0	50.2	45.9	44.6	46.4	58.0	
DK/REFUSED	1.6	1.6	2.4	1.2	1.6	1.6	6.5	-	4.1	1.5	-	2.1	-	
Net Diff.	4.5	7.1	18.6	2.9	-11.5	7.8	31.7	*	-4.5	6.6	10.8	5.0	-16.1	

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

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT	
		ALCOHOL				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	300	177	41	135	31	48	19	29	14	125	40	85	28	125	26	99	21	187	110	68	51
YES	51.5	55.6	60.4	54.1	44.0	45.4	45.3	45.5	50.9	51.5	62.4	46.4	50.6	54.0	51.5	54.7	33.8	56.2	43.9	56.5	46.4
NO	47.0	43.1	39.6	44.2	53.5	51.2	46.3	54.5	49.1	45.4	33.6	50.9	46.6	46.0	48.5	45.3	66.2	41.7	55.4	41.1	52.1
DK/REFUSED	1.6	1.3	-	1.7	2.5	3.4	8.4	-	-	3.1	4.0	2.7	2.8	-	-	-	-	2.1	0.7	2.4	1.5
Net Diff.	4.5	12.5	20.8	9.9	-9.6	-5.8	-1.0	-9.1	1.8	6.1	28.8	-4.5	3.9	8.1	3.1	9.4	-32.3	14.5	-11.6	15.4	-5.7

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

	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		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	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	118	59	128	76	39	24	95	56	91	53	126	157	43	67	84	90	89	108	24	35
YES	51.5	56.0	41.7	59.1	45.7	48.6	43.5	56.5	43.7	55.9	44.0	51.6	51.1	48.9	56.2	53.0	47.3	53.7	53.3	41.9	50.8
NO	47.0	42.0	58.3	39.1	53.3	47.2	56.5	39.4	54.9	44.1	56.0	47.8	46.4	49.3	41.4	47.0	50.2	45.4	44.5	58.1	44.6
DK/REFUSED	1.6	1.9	-	1.8	1.0	4.2	-	4.1	1.4	-	-	0.6	2.5	1.8	2.4	-	2.6	0.9	2.1	-	4.6
Net Diff.	4.5	14.0	-16.6	20.0	-7.6	1.3	-12.9	17.1	-11.2	11.8	-12.0	3.8	4.6	-0.4	14.7	6.0	-2.9	8.3	8.8	-16.1	6.2



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

	TOTAL	EMBARRASSED/		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		BY YOUR AGE		BY YOUR AGE		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.
Total	300	63	80	64	77	279	180	98	20	62	45	119	53	112	78	48	12	93	54	88	45
YES	51.5	58.0	45.8	45.4	56.6	51.4	53.2	48.1	56.9	50.9	51.6	54.4	45.2	56.8	50.7	47.4	41.8	53.5	47.7	52.9	48.7
NO	47.0	40.8	49.3	54.6	43.4	46.9	45.0	50.4	43.1	46.5	46.6	44.3	53.6	41.8	47.4	49.2	58.2	43.0	49.6	47.1	51.3
DK/REFUSED	1.6	1.2	4.9	-	-	1.7	1.8	1.5	-	2.6	1.7	1.4	1.3	1.5	1.8	3.4	-	3.5	2.7	-	-
Net Diff.	4.5	17.2	-3.6	-9.3	13.2	4.5	8.2	-2.2	13.8	4.4	5.0	10.1	-8.4	15.0	3.3	-1.7	-16.4	10.5	-1.9	5.7	-2.7

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

	TOTAL	CHOICE MODEL	S/R/H ADS TO	HEARD/VISIT			
		WHEN PPL YOUR	STOP UNDERAGE	TALKITOUT.ORG			
		AGE DRINK	DRINKING				
		RESP.	IRRES-	YES	NO	YES	NO
		DECI-	PONS-				
		SIONS	IBLE				
Total	300	13	282	154	141	55	245
YES	51.5	61.3	51.3	100.0	-	67.5	47.9
NO	47.0	38.7	47.0	-	100.0	32.5	50.2
DK/REFUSED	1.6	-	1.7	-	-	-	1.9
Net Diff.	4.5	22.7	4.3	100.0	-100.0	35.0	-2.3

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17. 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	141	1	13	34	49	44	156	42	47	48	19	97	108	23	39	73	78	69	77
YES	51.5	50.5	100.0	36.7	61.7	44.9	51.1	52.6	58.2	49.4	51.9	50.2	55.0	52.7	39.8	50.7	49.9	54.0	51.2	51.3
NO	47.0	47.8	-	63.3	38.3	50.3	48.9	45.9	39.4	50.6	46.9	46.3	44.2	45.2	53.1	49.3	46.8	43.1	48.8	48.7
DK/REFUSED	1.6	1.7	-	-	-	4.8	-	1.5	2.5	-	1.2	3.5	0.8	2.1	7.0	-	3.3	2.9	-	-
Net Diff.	4.5	2.8	100.0	-26.5	23.3	-5.5	2.1	6.7	18.8	-1.2	5.0	3.9	10.9	7.6	-13.3	1.4	3.1	10.8	2.4	2.6

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17. 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 AMER.	AFR- ICAN AMER.	WHITE AMER.	AFR- ICAN AMER.	MALE	FEMALE
Total	300	19	208	62	3	6	105	32	103	30	153	147
YES	51.5	47.9	53.8	46.7	-	56.9	51.8	54.2	55.9	38.6	51.3	51.6
NO	47.0	52.1	44.7	50.7	100.0	43.1	45.2	40.8	44.1	61.4	45.6	48.4
DK/REFUSED	1.6	-	1.5	2.6	-	-	2.9	5.0	-	-	3.1	-
Net Diff.	4.5	-4.3	9.2	-4.1	-100.0	13.8	6.6	13.4	11.8	-22.8	5.7	3.3

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

	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	154	49	23	5	21	47	20	27	29	19	10	4	18	9	
UNDERAGE DRINK/SERIOUS	17.7	15.0	13.4	23.1	14.7	20.5	20.4	20.6	7.5	6.1	10.3	29.2	27.8	24.9	
GIRL ALONE/STOP BREATHE	14.2	14.3	9.2	28.5	16.6	14.3	19.5	10.6	17.6	16.8	19.0	29.2	11.6	-	
DRUNK DRIVING ACCIDENT	12.2	15.1	12.4	-	21.9	9.7	11.2	8.6	15.5	14.1	18.2	-	6.6	14.3	
DEATH/DEATH TOLLS	7.5	7.5	10.5	-	5.9	11.1	19.8	4.6	-	-	-	-	9.3	12.2	
CONSEQUENCES/FUTURE	6.1	10.1	11.5	-	11.1	6.0	-	10.4	-	-	-	18.8	5.5	-	
HEALTH AFFECTS	4.8	2.5	-	-	5.9	2.4	5.5	-	9.1	13.9	-	22.9	9.6	-	
STOP UNDERAGE DRINKING	4.7	1.8	-	-	4.2	8.5	4.1	11.7	8.5	6.1	13.0	-	-	-	
TALK IT OUT/DRINKING	3.4	4.8	6.1	-	4.6	1.7	3.9	-	4.9	7.5	-	-	-	7.5	
JUST REMEMBER ADS/TV	3.1	5.5	8.4	-	3.6	2.5	-	4.4	3.2	5.0	-	-	-	-	
BRAIN DAMAGE	2.9	2.6	5.5	-	-	2.5	-	4.4	7.2	11.0	-	-	-	-	
UPSET PARENT/CHILD HOSP.	2.9	2.3	4.8	-	-	4.0	-	6.9	5.4	-	15.5	-	-	-	
DISTURBING/SHOCKING	2.1	-	-	-	-	5.1	7.1	3.6	-	-	-	-	4.8	-	
SOBER/SLAMMER SLOGAN	1.8	-	-	-	-	-	-	-	6.1	9.4	-	-	5.5	-	
PREVENTION TALKS/SCHOOL	1.5	2.9	6.1	-	-	-	-	-	3.0	-	8.6	-	-	-	
FUNERAL SCENES	1.3	2.4	-	-	5.6	1.9	4.4	-	-	-	-	-	-	-	
DRINK RESPONSIBLY SLOGAN	1.3	1.5	3.1	-	-	2.7	-	4.6	-	-	-	-	-	-	
POINTED/STRAIGHTFORWARD	1.1	2.3	-	22.1	-	-	-	-	2.2	-	6.4	-	-	-	
ADDICTION HOTLINE	0.8	-	-	-	-	-	-	-	-	-	-	-	6.6	-	

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18. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	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
TROOPER ARREST UNDERAGE	0.7	-	-	-	-	-	-	-	3.8	5.9	-	-	-	-
NUMBERS DECREASING	0.7	-	-	-	-	-	-	-	-	-	-	-	-	12.2
TARGET CERTAIN COMMS.	0.6	-	-	-	-	-	-	-	3.1	-	9.0	-	-	-
MORE TEENS INVOLVED	0.5	-	-	-	-	1.8	-	3.2	-	-	-	-	-	-
NO DRINKING/PROM	0.5	-	-	-	-	-	-	-	2.8	4.3	-	-	-	-
RADIO/PANDORA	0.5	-	-	-	-	-	-	-	-	-	-	-	4.0	-
KIDS PARTYING/DRINKING	0.3	1.0	-	-	2.3	-	-	-	-	-	-	-	-	-
OTHER	2.2	2.7	5.7	-	-	-	-	-	-	-	-	-	8.8	6.3
DON'T KNOW	4.7	5.7	3.2	26.3	3.6	5.4	4.1	6.4	-	-	-	-	-	22.6

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## 18. 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	154	62	20	17	25	92	26	23	24	18		46	66	7	22	31	47	31	45	87	68
UNDERAGE DRINK/SERIOUS	17.7	19.1	23.2	9.5	22.3	16.7	12.5	25.3	9.9	20.8		22.3	12.8	21.7	28.8	10.5	19.7	27.8	13.5	15.9	20.0
GIRL ALONE/STOP BREATHE	14.2	16.0	18.3	20.8	11.1	12.9	28.3	-	11.0	10.1		18.5	16.1	19.4	-	16.1	8.0	15.9	18.2	15.4	12.6
DRUNK DRIVING ACCIDENT	12.2	7.9	-	12.3	11.2	15.0	4.4	12.5	26.5	18.2		3.4	14.3	-	11.1	7.4	20.6	8.4	9.2	13.5	10.4
DEATH/DEATH TOLLS	7.5	9.9	7.6	19.7	5.2	5.8	8.8	5.8	2.4	6.2		7.8	6.1	20.6	6.3	9.1	3.5	10.7	8.3	4.6	11.1
CONSEQUENCES/FUTURE	6.1	3.3	6.3	-	3.1	8.0	10.2	10.5	5.3	5.3		2.7	7.0	-	13.0	2.5	9.9	4.0	6.0	5.5	6.9
HEALTH AFFECTS	4.8	5.8	12.0	7.3	-	4.2	-	6.0	10.1	-		4.6	-	20.4	16.5	7.7	4.6	3.9	3.7	3.3	6.8
STOP UNDERAGE DRINKING	4.7	3.7	-	-	9.1	5.4	12.5	3.5	-	4.8		5.0	7.5	-	-	7.4	6.0	-	4.7	3.5	6.3
TALK IT OUT/DRINKING	3.4	7.3	7.1	10.3	5.5	0.7	-	2.8	-	-		9.8	1.0	-	-	5.6	1.4	9.0	-	4.4	2.1
JUST REMEMBER ADS/TV	3.1	3.8	-	7.2	4.6	2.6	-	6.3	-	5.1		2.5	3.7	-	-	3.7	3.1	3.9	2.1	2.8	3.5
BRAIN DAMAGE	2.9	3.7	-	-	9.1	2.4	-	-	5.3	5.1		5.0	1.4	-	6.0	7.4	2.7	-	2.1	3.7	1.9
UPSET PARENT/CHILD HOSP.	2.9	1.6	5.0	-	-	3.8	-	2.7	7.2	6.2		2.2	5.4	-	-	3.2	1.3	-	6.4	4.1	1.5
DISTURBING/SHOCKING	2.1	2.3	-	-	5.6	2.0	-	-	3.5	5.3		3.1	2.8	-	-	-	-	4.6	4.0	3.7	-
SOBER/SLAMMER SLOGAN	1.8	-	-	-	-	2.9	6.7	-	-	5.3		-	1.5	-	8.1	-	-	-	6.0	3.1	-
PREVENTION TALKS/SCHOOL	1.5	3.7	7.1	5.1	-	-	-	-	-	-		3.1	-	-	-	2.8	-	4.6	-	1.0	2.1
FUNERAL SCENES	1.3	3.3	5.8	-	3.5	-	-	-	-	-		2.5	-	-	-	3.7	-	2.8	-	1.0	1.7
DRINK RESPONSIBLY SLOGAN	1.3	-	-	-	-	2.1	4.7	3.1	-	-		-	3.0	-	-	-	1.5	-	2.8	2.3	-
POINTED/STRAIGHTFORWARD	1.1	-	-	-	-	1.9	-	2.7	4.5	-		-	1.0	-	5.1	-	1.3	-	2.5	1.3	0.9
ADDICTION HOTLINE	0.8	1.9	-	-	4.6	-	-	-	-	-		2.5	-	-	-	3.7	-	-	-	-	1.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

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NC STATEWIDE - STUDENTS GRADES 6th-12th

## 18. 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
TROOPER ARREST UNDERAGE	0.7	-	-	-	-	1.2	-	-	4.5	-	-	-	-	5.1	-	2.3	-	-	1.3	-
NUMBERS DECREASING	0.7	-	-	-	-	1.2	4.1	-	-	-	-	1.6	-	-	-	2.3	-	-	1.2	-
TARGET CERTAIN COMMS.	0.6	-	-	-	-	1.0	-	3.8	-	-	-	1.4	-	-	-	-	-	2.0	1.0	-
MORE TEENS INVOLVED	0.5	-	-	-	-	0.9	-	-	3.5	-	-	1.3	-	-	-	-	-	1.9	1.0	-
NO DRINKING/PROM	0.5	-	-	-	-	0.9	-	-	3.3	-	-	1.2	-	-	-	-	-	1.8	-	1.2
RADIO/PANDORA	0.5	-	-	-	-	0.8	-	-	-	3.9	-	1.1	-	-	-	1.5	-	-	-	1.0
KIDS PARTYING/DRINKING	0.3	-	-	-	-	0.5	-	2.0	-	-	-	-	-	-	-	-	-	1.0	0.5	-
OTHER	2.2	3.0	2.8	-	5.2	1.7	3.7	2.4	-	-	2.9	2.4	-	-	6.0	3.3	-	-	2.2	2.3
DON'T KNOW	4.7	3.7	5.0	7.8	-	5.4	4.1	10.6	3.1	3.9	2.2	7.6	17.9	-	3.2	6.9	4.3	3.9	3.7	6.1



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 18. 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	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
Total Answering	154	20	42	66	26	63	49	15	14	41	38	46	30	55	93	9	53	46	40	38	69
UNDERAGE DRINK/SERIOUS	17.7	14.1	21.5	16.4	17.4	14.9	19.1	23.2	31.4	15.6	16.5	16.1	24.3	13.3	21.4	16.1	19.6	12.7	23.8	9.6	21.7
GIRL ALONE/STOP BREATHE	14.2	15.0	16.5	15.6	6.3	16.7	17.6	9.2	-	12.7	9.6	17.8	16.4	13.2	13.8	28.1	13.9	10.2	13.7	18.9	14.5
DRUNK DRIVING ACCIDENT	12.2	7.9	7.9	15.3	14.4	11.5	7.7	15.5	-	17.5	13.0	10.0	7.2	13.5	9.3	10.8	7.4	14.0	11.9	9.8	9.3
DEATH/DEATH TOLLS	7.5	-	14.7	6.1	5.2	6.4	7.4	-	21.3	4.1	7.5	5.2	15.5	7.8	7.8	-	11.7	9.5	2.6	7.7	6.8
CONSEQUENCES/FUTURE	6.1	3.9	3.0	6.0	13.3	3.9	7.0	9.8	9.6	7.5	6.4	3.7	7.5	8.2	5.3	8.4	2.4	8.2	9.0	6.3	4.9
HEALTH AFFECTS	4.8	7.4	5.0	2.1	9.6	-	4.3	16.7	18.4	6.4	5.3	0.6	8.7	5.1	5.1	-	6.8	6.1	2.7	-	3.1
STOP UNDERAGE DRINKING	4.7	-	5.5	4.5	7.6	4.7	8.7	-	-	2.1	11.3	4.6	-	1.8	4.8	-	4.4	2.2	5.4	2.6	6.5
TALK IT OUT/DRINKING	3.4	15.5	3.4	1.0	-	6.0	2.9	-	-	5.9	-	3.0	4.7	3.7	3.4	14.8	6.0	1.5	-	5.3	4.6
JUST REMEMBER ADS/TV	3.1	-	5.7	3.6	-	3.8	2.4	-	-	3.6	3.1	2.0	4.0	3.0	3.4	-	4.5	3.6	1.8	4.3	2.8
BRAIN DAMAGE	2.9	11.4	-	1.4	5.0	5.1	-	-	9.6	5.6	3.4	2.0	-	3.8	2.6	12.4	2.1	2.0	3.2	5.5	1.6
UPSET PARENT/CHILD HOSP.	2.9	-	2.4	5.3	-	5.6	2.0	-	-	1.6	2.6	6.3	-	5.2	1.7	-	1.9	6.3	1.6	7.5	2.4
DISTURBING/SHOCKING	2.1	7.0	-	2.7	-	5.1	-	-	-	-	-	7.0	-	1.8	2.4	-	2.7	2.1	2.1	2.5	3.3
SOBER/SLAMMER SLOGAN	1.8	-	-	4.1	-	1.5	-	11.3	-	-	-	5.9	-	4.9	-	-	-	5.9	-	2.5	-
PREVENTION TALKS/SCHOOL	1.5	4.3	3.4	-	-	-	2.9	-	-	2.1	-	-	4.7	-	2.4	-	4.3	-	-	-	2.0
FUNERAL SCENES	1.3	4.3	2.8	-	-	-	2.4	-	-	-	3.1	1.9	-	1.6	1.2	9.3	2.2	-	-	-	1.7
DRINK RESPONSIBLY SLOGAN	1.3	-	-	3.0	-	3.1	-	-	-	1.8	-	2.7	-	1.3	1.3	-	-	1.6	3.1	1.9	1.8
POINTED/STRAIGHTFORWARD	1.1	-	-	1.7	2.5	-	1.3	7.2	-	-	1.7	2.4	-	-	1.9	-	-	-	4.3	-	0.9
ADDICTION HOTLINE	0.8	-	2.8	-	-	-	2.4	-	-	-	3.1	-	-	-	1.2	-	2.2	-	-	-	1.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

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

	TOTAL	TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		THINK IT'S		THINK IT'S		THINK IT'S		THINK IT'S	
		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK	
		(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		ALCOHOL		(6th-8th)		(9th-12th)		(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
TROOPER ARREST UNDERAGE	0.7	-	-	1.6	-	-	-	7.1	-	2.7	-	-	-	-	-	1.2	-	-	-	2.7	-	-	-
NUMBERS DECREASING	0.7	-	-	1.6	-	1.7	-	-	-	2.6	-	-	-	1.9	-	-	-	2.4	-	2.8	-	-	-
TARGET CERTAIN COMMS.	0.6	-	-	1.3	-	1.4	-	-	-	-	-	2.0	-	-	-	1.0	-	-	-	2.2	-	1.3	-
MORE TEENS INVOLVED	0.5	-	-	1.3	-	1.3	-	-	-	-	-	1.8	-	1.5	-	-	-	1.9	-	2.2	-	-	-
NO DRINKING/PROM	0.5	-	-	-	3.1	-	1.7	-	-	-	-	-	2.7	-	0.9	-	-	-	2.0	-	1.2	-	-
RADIO/PANDORA	0.5	-	-	-	2.7	-	1.4	-	-	-	1.9	-	-	-	0.8	-	-	-	1.7	-	1.0	-	-
KIDS PARTYING/DRINKING	0.3	-	-	0.7	-	-	-	-	-	-	-	1.0	-	0.8	-	-	-	1.0	-	-	-	-	-
OTHER	2.2	9.3	-	-	6.0	2.1	3.2	-	-	4.6	4.1	-	-	1.0	3.1	-	3.6	1.3	2.4	1.5	3.3	-	-
DON'T KNOW	4.7	-	5.5	4.8	7.0	5.1	5.7	-	9.8	3.6	7.4	3.8	4.4	6.3	4.1	-	4.4	7.6	3.8	9.0	3.7	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 18. 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   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 Answering	154	12	16	22	53	33	40	100	51	25	36	75	16	72	37	20	9	49	27	51	24
UNDERAGE DRINK/SERIOUS	17.7	30.6	26.3	14.5	17.7	12.5	26.3	17.0	17.7	22.1	17.6	15.3	17.9	16.1	16.1	23.1	36.2	16.2	16.6	17.8	18.9
GIRL ALONE/STOP BREATHE	14.2	-	8.9	6.4	12.9	17.9	14.9	14.0	15.3	16.0	16.5	13.3	12.5	17.5	17.5	7.0	-	12.6	9.5	15.4	21.9
DRUNK DRIVING ACCIDENT	12.2	11.0	-	21.0	10.4	8.4	7.9	15.3	6.7	10.3	6.5	17.0	7.2	13.7	3.1	11.8	-	19.7	8.5	11.0	4.7
DEATH/DEATH TOLLS	7.5	11.6	9.4	2.6	7.4	11.4	8.2	7.7	7.4	9.3	10.6	7.2	-	7.4	6.2	6.7	17.6	6.0	5.6	9.4	9.5
CONSEQUENCES/FUTURE	6.1	11.0	9.5	12.7	5.0	5.2	5.6	7.2	4.4	3.1	3.5	8.5	6.3	5.0	6.1	13.9	-	11.1	-	3.3	9.4
HEALTH AFFECTS	4.8	21.1	16.1	4.9	6.6	5.2	3.0	2.5	9.7	-	10.1	3.3	8.8	-	5.7	10.8	33.4	4.4	8.7	0.6	10.8
STOP UNDERAGE DRINKING	4.7	-	-	4.4	6.0	-	3.2	3.2	7.8	4.4	3.3	2.8	18.0	4.5	10.8	-	-	2.3	14.6	4.2	-
TALK IT OUT/DRINKING	3.4	-	-	3.0	3.3	4.2	3.5	2.8	4.6	8.5	6.7	0.9	-	3.9	6.4	-	-	2.9	3.5	2.7	5.9
JUST REMEMBER ADS/TV	3.1	-	-	3.3	3.6	2.8	3.0	2.4	4.6	-	6.7	3.2	-	3.3	3.2	-	-	3.0	4.3	1.8	5.1
BRAIN DAMAGE	2.9	-	8.0	5.2	4.6	2.8	-	3.4	-	4.6	-	3.0	-	2.9	-	6.3	-	5.0	-	1.8	-
UPSET PARENT/CHILD HOSP.	2.9	-	-	-	3.1	8.8	-	2.9	3.2	-	2.8	3.9	4.0	4.0	4.4	-	-	-	6.0	5.7	-
DISTURBING/SHOCKING	2.1	-	-	-	-	3.0	5.6	3.2	-	5.6	-	2.4	-	4.5	-	-	-	-	-	6.3	-
SOBER/SLAMMER SLOGAN	1.8	14.8	-	-	-	8.3	-	2.7	-	-	-	3.6	-	1.3	-	8.6	-	-	-	5.3	-
PREVENTION TALKS/SCHOOL	1.5	-	-	-	1.6	-	3.5	-	4.4	-	6.4	-	-	-	3.8	-	-	-	3.1	-	5.9
FUNERAL SCENES	1.3	-	-	-	2.2	2.7	-	0.9	2.3	3.5	3.3	-	-	-	3.1	-	-	-	4.2	1.7	-
DRINK RESPONSIBLY SLOGAN	1.3	-	-	3.3	-	-	3.1	2.0	-	-	-	2.6	-	2.7	-	-	-	1.5	-	2.4	-
POINTED/STRAIGHTFORWARD	1.1	-	6.9	-	1.2	-	2.7	0.6	2.2	-	-	0.9	7.0	0.9	-	-	12.8	1.3	-	-	4.6
ADDICTION HOTLINE	0.8	-	-	-	2.2	-	-	-	2.3	-	3.3	-	-	-	3.2	-	-	-	4.3	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

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McLAUGHLIN & ASSOCIATES

NC STATEWIDE - STUDENTS GRADES 6th-12th

## 18. 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 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
TROOPER ARREST UNDERAGE	0.7	-	6.8	-	2.1	-	-	1.1	-	-	-	1.5	-	-	-	5.4	-	2.2	-	-	-
NUMBERS DECREASING	0.7	-	-	4.8	-	-	-	1.1	-	-	-	1.4	-	1.5	-	-	-	2.2	-	-	-
TARGET CERTAIN COMMS.	0.6	-	-	-	-	-	2.2	0.9	-	-	-	1.2	-	1.2	-	-	-	-	-	1.8	-
MORE TEENS INVOLVED	0.5	-	-	-	-	2.6	-	0.8	-	-	-	1.1	-	1.2	-	-	-	-	-	1.7	-
NO DRINKING/PROM	0.5	-	-	-	-	-	2.0	0.8	-	-	-	1.1	-	1.1	-	-	-	-	-	1.6	-
RADIO/PANDORA	0.5	-	-	-	1.3	-	-	0.7	-	-	-	0.9	-	1.0	-	-	-	1.4	-	-	-
KIDS PARTYING/DRINKING	0.3	-	-	-	-	1.4	-	0.5	-	-	-	0.6	-	-	-	-	-	-	-	0.9	-
OTHER	2.2	-	-	2.6	5.4	-	-	1.9	1.9	7.4	-	-	6.2	1.8	2.6	-	-	3.8	3.6	-	-
DON'T KNOW	4.7	-	8.2	11.3	3.3	2.8	5.3	4.4	5.6	5.2	2.8	4.2	12.0	4.3	7.8	6.5	-	4.4	7.5	4.4	3.4

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 18. 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	154	42	5	37	1	4	16	15	51	24	20	7	-	31	36
UNDERAGE DRINK/SERIOUS	17.7	17.8	25.2	16.8	1.3	29.1	9.9	22.0	15.7	7.3	14.1	49.4	-	20.0	12.6
GIRL ALONE/STOP BREATHE	14.2	21.1	28.8	20.0	58.2	-	14.1	28.6	7.3	8.5	-	25.1	-	23.9	10.2
DRUNK DRIVING ACCIDENT	12.2	12.3	20.6	11.2	-	-	11.7	14.9	18.7	20.6	18.9	11.3	-	12.5	16.6
DEATH/DEATH TOLLS	7.5	8.0	-	9.1	-	-	6.7	15.1	6.0	8.1	5.5	-	-	7.5	8.4
CONSEQUENCES/FUTURE	6.1	4.6	16.0	3.1	-	-	7.1	-	8.9	8.6	7.5	14.2	-	3.7	4.7
HEALTH AFFECTS	4.8	3.3	-	3.8	-	-	6.9	2.0	2.2	-	5.4	-	-	-	-
STOP UNDERAGE DRINKING	4.7	5.8	-	6.6	-	-	7.1	8.6	1.6	-	4.0	-	-	7.9	2.3
TALK IT OUT/DRINKING	3.4	5.2	-	5.9	-	50.5	-	-	1.3	2.8	-	-	-	7.0	1.8
JUST REMEMBER ADS/TV	3.1	1.8	-	2.0	-	-	4.6	-	3.3	3.1	4.6	-	-	2.4	4.6
BRAIN DAMAGE	2.9	2.8	-	3.2	-	-	7.3	-	4.4	3.9	6.3	-	-	3.8	2.6
UPSET PARENT/CHILD HOSP.	2.9	-	-	-	-	-	-	-	5.7	7.5	5.5	-	-	-	8.0
DISTURBING/SHOCKING	2.1	3.4	-	3.8	-	-	8.8	-	3.6	3.6	4.8	-	-	4.6	5.0
SOBER/SLAMMER SLOGAN	1.8	4.2	-	4.7	-	-	10.9	-	1.9	4.1	-	-	-	-	2.7
PREVENTION TALKS/SCHOOL	1.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNERAL SCENES	1.3	2.1	-	2.4	-	20.4	-	-	-	-	-	-	-	-	-
DRINK RESPONSIBLY SLOGAN	1.3	-	-	-	-	-	-	-	3.9	5.3	3.6	-	-	-	5.4
POINTED/STRAIGHTFORWARD	1.1	-	-	-	-	-	-	-	1.3	-	3.1	-	-	-	1.8
ADDICTION HOTLINE	0.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

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(Continued)

McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 18. 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
TROOPER ARREST UNDERAGE	0.7	-	-	-	-	-	-	-	2.2	-	5.4	-	-	-	-
NUMBERS DECREASING	0.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TARGET CERTAIN COMMS.	0.6	-	-	-	-	-	-	-	1.8	3.8	-	-	-	-	2.5
MORE TEENS INVOLVED	0.5	-	-	-	-	-	-	-	1.7	-	4.2	-	-	-	2.3
NO DRINKING/PROM	0.5	1.9	-	2.2	-	-	5.0	-	-	-	-	-	-	2.6	-
RADIO/PANDORA	0.5	-	-	-	-	-	-	-	1.4	-	3.5	-	-	-	1.9
KIDS PARTYING/DRINKING	0.3	1.1	9.4	-	-	-	-	-	-	-	-	-	-	-	-
OTHER	2.2	4.5	-	5.1	40.5	-	-	8.8	-	-	-	-	-	4.3	-
DON'T KNOW	4.7	-	-	-	-	-	-	-	7.4	12.7	3.6	-	-	-	6.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

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

	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	LEAST/  ONCE/A  MONTH	Least/  Once/A  Week	Least/  Once/A  Month	LESS/  ONCE/A  MONTH
Total Answering	154	6	13	16	29	26	22	44	18	26	45	5	1	4	16	39	17	22	29
UNDERAGE DRINK/SERIOUS	17.7	22.6	20.7	11.4	18.8	21.7	11.6	11.2	11.3	11.1	23.2	-	-	-	34.6	12.5	12.0	12.8	16.8
GIRL ALONE/STOP BREATHE	14.2	25.9	-	17.5	6.7	23.3	8.2	5.4	7.7	3.8	14.0	-	-	-	-	6.0	8.2	4.3	21.9
DRUNK DRIVING ACCIDENT	12.2	-	19.0	9.2	26.2	14.2	8.8	22.5	14.4	28.2	12.1	34.9	-	45.2	6.3	21.0	15.2	25.5	15.4
DEATH/DEATH TOLLS	7.5	-	-	6.8	6.6	8.8	5.1	7.6	12.5	4.2	5.5	22.9	100.0	-	8.2	5.9	7.2	4.8	3.9
CONSEQUENCES/FUTURE	6.1	-	22.3	12.2	12.4	-	4.4	9.1	13.6	5.9	7.0	17.4	-	22.6	-	8.2	14.5	3.3	11.0
HEALTH AFFECTS	4.8	19.9	8.7	6.9	3.8	1.1	-	3.2	1.6	4.2	2.4	-	-	-	-	3.5	1.7	4.9	3.8
STOP UNDERAGE DRINKING	4.7	-	-	7.1	-	5.0	3.7	4.4	-	7.5	2.9	24.8	-	32.2	-	2.1	-	3.7	4.5
TALK IT OUT/DRINKING	3.4	-	-	4.9	2.3	5.4	-	1.5	3.6	-	4.8	-	-	-	13.4	1.7	3.9	-	-
JUST REMEMBER ADS/TV	3.1	-	-	4.6	2.6	-	4.2	1.7	-	2.8	1.6	-	-	-	-	1.9	-	3.3	2.6
BRAIN DAMAGE	2.9	-	10.2	7.4	4.5	-	4.2	2.1	-	3.6	5.5	-	-	-	7.2	2.4	-	4.2	4.5
UPSET PARENT/CHILD HOSP.	2.9	-	-	-	-	-	13.2	6.5	9.6	4.4	-	-	-	-	-	7.3	10.2	5.1	-
DISTURBING/SHOCKING	2.1	-	-	-	-	5.4	8.3	2.2	-	3.8	5.0	-	-	-	8.7	2.5	-	4.3	2.9
SOBER/SLAMMER SLOGAN	1.8	31.6	-	-	-	6.7	4.4	6.2	5.3	6.8	-	-	-	-	-	6.9	5.6	7.8	-
PREVENTION TALKS/SCHOOL	1.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNERAL SCENES	1.3	-	-	-	-	3.4	-	-	-	-	1.9	-	-	-	5.4	-	-	-	-
DRINK RESPONSIBLY SLOGAN	1.3	-	-	-	2.5	-	5.7	2.8	6.8	-	1.6	-	-	-	-	3.1	7.2	-	2.5
POINTED/STRAIGHTFORWARD	1.1	-	-	-	2.2	-	-	-	-	-	1.4	-	-	-	-	-	-	-	2.2
ADDICTION HOTLINE	0.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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(Continued)

McLAUGHLIN & ASSOCIATES

NC STATEWIDE - STUDENTS GRADES 6th-12th

## 18. 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						(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
TROOPER ARREST UNDERAGE	0.7	-	8.7	-	3.8	-	-	2.5	6.0	-	-	-	-	-	-	2.8	6.4	-	-
NUMBERS DECREASING	0.7	-	-	-	-	-	-	2.4	-	4.2	-	-	-	-	-	2.7	-	4.8	-
TARGET CERTAIN COMMS.	0.6	-	-	-	-	-	4.1	2.0	4.9	-	-	-	-	-	-	2.3	5.2	-	-
MORE TEENS INVOLVED	0.5	-	-	-	-	-	3.9	1.9	-	3.3	-	-	-	-	-	2.1	-	3.8	-
NO DRINKING/PROM	0.5	-	-	-	-	3.1	-	-	-	-	1.8	-	-	-	-	-	-	-	2.8
RADIO/PANDORA	0.5	-	-	-	2.5	-	-	1.6	-	2.7	-	-	-	-	-	1.8	-	3.2	-
KIDS PARTYING/DRINKING	0.3	-	-	-	-	1.8	-	1.1	2.6	-	-	-	-	-	-	1.2	2.7	-	-
OTHER	2.2	-	-	11.9	-	-	-	-	-	-	2.9	-	-	-	8.2	-	-	-	-
DON'T KNOW	4.7	-	10.4	-	5.2	-	10.2	2.1	-	3.6	6.1	-	-	-	8.1	2.3	-	4.2	5.0



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 18. 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)				AT WHAT AGE DO YOU THINK IT'S APPROPRIATE TO START DRINKING ALCOHOL			
		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	UNDER 21	21/ OVER	21	22+
Total Answering	154	30	10	19	35	11	5	5	6	19	6	13	23	25	12	13	22	24	126	108	17
UNDERAGE DRINK/SERIOUS	17.7	7.3	5.4	8.2	24.4	26.0	27.9	24.0	18.0	12.3	8.6	14.1	20.9	10.3	12.8	8.0	25.7	31.3	15.8	16.7	9.9
GIRL ALONE/STOP BREATHE	14.2	8.0	13.7	5.0	17.9	-	-	-	-	-	-	-	8.3	9.6	11.9	7.5	20.0	3.5	16.8	14.6	30.3
DRUNK DRIVING ACCIDENT	12.2	21.7	5.7	30.1	9.7	22.6	23.8	21.4	-	32.9	40.6	29.1	14.6	14.2	-	27.3	9.6	5.9	11.8	10.2	21.6
DEATH/DEATH TOLLS	7.5	7.8	12.1	5.5	7.0	-	-	-	-	5.5	-	8.3	5.7	9.3	19.4	-	5.1	-	8.7	8.9	7.8
CONSEQUENCES/FUTURE	6.1	5.7	9.4	3.8	5.3	14.4	28.1	-	21.3	15.8	23.6	11.8	10.6	3.9	8.2	-	3.3	15.7	4.5	5.3	-
HEALTH AFFECTS	4.8	-	-	-	-	10.3	-	21.0	18.0	5.6	-	8.5	4.8	1.2	2.5	-	-	5.1	5.0	5.8	-
STOP UNDERAGE DRINKING	4.7	6.5	-	10.0	3.7	-	-	-	-	5.8	-	8.7	-	3.3	-	6.3	5.9	8.2	4.2	4.9	-
TALK IT OUT/DRINKING	3.4	2.2	6.5	-	6.2	-	-	-	-	3.4	10.3	-	3.4	-	-	-	6.3	9.9	2.3	2.0	3.8
JUST REMEMBER ADS/TV	3.1	2.5	-	3.8	2.1	-	-	-	-	3.8	-	5.7	3.2	-	-	-	-	3.1	3.2	3.7	-
BRAIN DAMAGE	2.9	3.1	-	4.8	3.3	-	-	-	21.1	-	-	-	10.6	3.8	-	7.2	-	-	3.6	3.0	7.4
UPSET PARENT/CHILD HOSP.	2.9	9.7	17.1	5.8	-	-	-	-	-	-	-	-	-	11.7	14.9	8.8	-	8.3	2.0	2.3	-
DISTURBING/SHOCKING	2.1	3.3	-	5.0	6.4	-	-	-	-	-	-	-	-	3.9	-	7.5	10.3	-	1.9	2.2	-
SOBER/SLAMMER SLOGAN	1.8	3.2	9.4	-	-	16.4	-	33.6	-	-	-	-	-	11.0	8.2	13.6	-	-	2.2	2.5	-
PREVENTION TALKS/SCHOOL	1.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.8	1.3	5.0
FUNERAL SCENES	1.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.0	3.7	-	-	-
DRINK RESPONSIBLY SLOGAN	1.3	4.2	12.1	-	2.1	-	-	-	-	-	-	-	3.2	5.0	10.5	-	-	-	1.6	1.8	-
POINTED/STRAIGHTFORWARD	1.1	-	-	-	1.8	-	-	-	-	-	-	-	2.8	-	-	-	-	-	1.4	1.6	-
ADDICTION HOTLINE	0.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.9	1.1	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

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(Continued)

McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

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

	TOTAL	OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				AT WHAT AGE DO YOU THINK			
		(WHITE)				(AFRICAN AMERICAN)				(MALE)				(FEMALE)				IT'S APPROPRIATE TO START			
																		DRINKING ALCOHOL			
		LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	UNDER	21/	21	22+
		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	21	OVER		
		MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH				
TROOPER ARREST UNDERAGE	0.7	-	-	-	-	10.3	20.2	-	-	5.6	16.9	-	-	-	-	-	-	-	0.9	1.0	-
NUMBERS DECREASING	0.7	3.6	-	5.5	-	-	-	-	-	5.5	-	8.3	-	-	-	-	-	-	0.9	1.0	-
TARGET CERTAIN COMMS.	0.6	3.0	8.7	-	-	-	-	-	-	-	-	-	-	3.6	7.6	-	-	-	0.7	0.8	-
MORE TEENS INVOLVED	0.5	2.8	-	4.3	-	-	-	-	-	-	-	-	-	3.4	-	6.6	-	-	0.7	0.8	-
NO DRINKING/PROM	0.5	-	-	-	2.3	-	-	-	-	-	-	-	-	-	-	-	3.7	-	0.6	0.7	-
RADIO/PANDORA	0.5	2.4	-	3.6	-	-	-	-	-	3.6	-	5.5	-	-	-	-	-	3.0	-	-	-
KIDS PARTYING/DRINKING	0.3	-	-	-	-	-	-	-	-	-	-	-	-	1.9	4.0	-	-	-	0.4	-	2.7
OTHER	2.2	-	-	-	3.8	-	-	-	-	-	-	-	5.7	-	-	-	-	2.4	2.3	1.7	5.6
DON'T KNOW	4.7	3.1	-	4.7	4.1	-	-	-	21.6	-	-	-	6.3	3.8	-	7.2	6.0	-	5.8	5.8	5.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

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

	TOTAL				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING			
	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING			
	ALCOHOL				ALCOHOL				ALCOHOL				ALCOHOL			
	(6th-8th)				(6th-8th)				(9th-12th)				(9th-12th)			
	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER
	ABOUT		times		ABOUT		times		ABOUT		times		ABOUT		times	
Total Answering	154	132	38	94	21	53	15	38	9	79	23	56	12			
UNDERAGE DRINK/SERIOUS	17.7	18.2	13.4	20.1	15.7	19.2	8.1	23.7	18.4	17.4	16.9	17.6	13.8			
GIRL ALONE/STOP BREATHE	14.2	14.9	18.7	13.3	4.1	17.0	22.3	14.9	9.9	13.4	16.3	12.2	-			
DRUNK DRIVING ACCIDENT	12.2	11.8	15.5	10.3	15.1	9.2	17.1	6.0	-	13.6	14.4	13.3	25.7			
DEATH/DEATH TOLLS	7.5	6.6	5.9	6.8	13.7	8.7	6.7	9.5	17.5	5.1	5.4	5.0	11.0			
CONSEQUENCES/FUTURE	6.1	6.6	8.5	5.8	3.5	3.8	5.1	3.3	-	8.5	10.8	7.5	6.0			
HEALTH AFFECTS	4.8	5.7	2.9	6.8	-	6.8	-	9.5	-	4.9	4.8	5.0	-			
STOP UNDERAGE DRINKING	4.7	3.9	3.0	4.2	10.1	2.2	7.6	-	13.0	5.1	-	7.1	8.0			
TALK IT OUT/DRINKING	3.4	2.9	2.0	3.2	6.7	5.8	5.0	6.2	16.3	0.8	-	1.2	-			
JUST REMEMBER ADS/TV	3.1	2.7	-	3.9	5.6	2.3	-	3.2	13.5	3.1	-	4.3	-			
BRAIN DAMAGE	2.9	3.4	9.3	1.0	-	4.3	14.9	-	-	2.8	5.6	1.7	-			
UPSET PARENT/CHILD HOSP.	2.9	3.4	2.2	3.9	-	1.9	-	2.6	-	4.5	3.7	4.8	-			
DISTURBING/SHOCKING	2.1	1.8	2.5	1.5	4.0	2.6	-	3.7	-	1.2	4.2	-	6.9			
SOBER/SLAMMER SLOGAN	1.8	0.7	-	1.0	8.3	-	-	-	-	1.2	-	1.7	14.2			
PREVENTION TALKS/SCHOOL	1.5	1.7	2.2	1.5	-	4.3	5.6	3.7	-	-	-	-	-			
FUNERAL SCENES	1.3	1.5	3.0	0.9	-	3.8	7.5	2.3	-	-	-	-	-			
DRINK RESPONSIBLY SLOGAN	1.3	1.5	-	2.1	-	-	-	-	-	2.5	-	3.5	-			
POINTED/STRAIGHTFORWARD	1.1	1.3	2.9	0.7	-	-	-	-	-	2.2	4.8	1.1	-			
ADDICTION HOTLINE	0.8	0.9	-	1.2	-	2.2	-	3.1	-	-	-	-	-			

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

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(Continued)

McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

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

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING			
		ALCOHOL				ALCOHOL				ALCOHOL			
		(6th-8th)				(9th-12th)				(9th-12th)			
		TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER	TALK ABOUT	A Lot	Some- times	NEVER
TROOPER ARREST UNDERAGE	0.7	0.8	-	1.2	-	-	-	-	-	1.4	-	2.0	-
NUMBERS DECREASING	0.7	-	-	-	5.1	-	-	-	-	-	-	-	8.7
TARGET CERTAIN COMMS.	0.6	0.7	-	1.0	-	-	-	-	-	1.1	-	1.6	-
MORE TEENS INVOLVED	0.5	0.6	-	0.9	-	-	-	-	-	1.1	-	1.5	-
NO DRINKING/PROM	0.5	0.6	-	0.9	-	-	-	-	-	1.0	-	1.5	-
RADIO/PANDORA	0.5	0.5	-	0.8	-	-	-	-	-	0.9	-	1.3	-
KIDS PARTYING/DRINKING	0.3	0.4	1.2	-	-	-	-	-	-	0.6	2.0	-	-
OTHER	2.2	2.6	-	3.7	-	3.5	-	4.9	-	2.0	-	2.8	-
DON'T KNOW	4.7	4.2	6.7	3.3	8.1	2.5	-	3.5	11.4	5.5	11.1	3.1	5.8

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

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

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT	
		ALCOHOL				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	154	98	25	73	14	22	9	13	7	65	25	40	14	68	14	54	7	105	48	39	23
UNDERAGE DRINK/SERIOUS	17.7	17.3	11.3	19.3	12.5	28.8	27.1	29.9	21.8	16.9	15.6	17.6	12.1	19.4	9.2	21.9	23.0	19.7	13.8	23.6	11.6
GIRL ALONE/STOP BREATHE	14.2	18.6	28.9	15.1	6.3	6.6	-	11.0	-	12.3	12.6	12.2	6.1	17.3	29.9	14.1	-	14.4	14.1	16.2	15.7
DRUNK DRIVING ACCIDENT	12.2	9.1	11.6	8.3	15.0	6.0	14.9	-	15.2	13.8	17.5	11.4	22.5	10.0	11.7	9.5	-	13.5	9.6	12.7	-
DEATH/DEATH TOLLS	7.5	7.8	5.0	8.7	-	-	-	-	39.2	4.6	-	7.5	10.8	8.4	16.9	6.3	19.5	7.4	7.9	6.1	16.1
CONSEQUENCES/FUTURE	6.1	5.2	3.9	5.6	5.4	13.0	17.6	10.0	-	7.4	9.3	6.2	5.2	5.8	7.1	5.5	-	4.1	10.7	2.0	5.3
HEALTH AFFECTS	4.8	2.2	-	2.9	-	23.4	12.7	30.6	-	7.1	4.4	8.8	-	4.3	-	5.4	-	2.4	10.4	-	15.4
STOP UNDERAGE DRINKING	4.7	5.2	4.7	5.4	15.5	-	-	-	-	4.7	4.7	4.7	15.0	3.1	-	3.9	-	3.7	4.4	3.0	4.8
TALK IT OUT/DRINKING	3.4	3.9	3.1	4.1	10.3	-	-	-	-	3.7	3.1	4.1	-	2.1	-	2.6	20.3	1.7	7.2	4.5	12.0
JUST REMEMBER ADS/TV	3.1	2.4	-	3.3	8.6	-	-	-	-	2.3	-	3.7	8.3	3.2	-	4.0	-	3.9	1.5	6.2	-
BRAIN DAMAGE	2.9	3.3	9.2	1.3	-	6.0	14.9	-	-	5.6	14.4	-	-	1.4	-	1.7	-	4.3	-	5.9	-
UPSET PARENT/CHILD HOSP.	2.9	4.6	3.4	5.0	-	-	-	-	-	2.5	-	4.1	-	4.3	6.3	3.8	-	2.8	3.2	2.6	-
DISTURBING/SHOCKING	2.1	2.4	3.9	1.9	6.2	-	-	-	-	-	-	-	-	3.5	7.2	2.6	12.1	0.9	4.7	-	6.0
SOBER/SLAMMER SLOGAN	1.8	1.0	-	1.3	-	-	-	-	23.8	-	-	-	-	1.4	-	1.8	25.1	2.6	-	-	-
PREVENTION TALKS/SCHOOL	1.5	1.4	-	1.9	-	-	-	-	-	1.3	3.5	-	-	2.1	-	2.6	-	2.2	-	5.9	-
FUNERAL SCENES	1.3	1.2	4.7	-	-	-	-	-	-	1.8	4.7	-	-	1.3	-	1.6	-	1.1	1.8	3.0	3.7
DRINK RESPONSIBLY SLOGAN	1.3	2.0	-	2.7	-	-	-	-	-	1.1	-	1.9	-	1.8	-	2.3	-	1.9	-	-	-
POINTED/STRAIGHTFORWARD	1.1	0.6	-	0.9	-	5.1	12.8	-	-	1.0	-	1.6	-	1.6	8.2	-	-	1.1	1.3	-	-
ADDICTION HOTLINE	0.8	1.2	-	1.6	-	-	-	-	-	1.8	-	2.9	-	-	-	-	-	-	2.4	-	5.0

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

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NC STATEWIDE - STUDENTS GRADES 6th-12th

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

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT	
		ALCOHOL				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
TROOPER ARREST UNDERAGE	0.7	-	-	-	-	5.0	-	8.4	-	1.7	-	2.8	-	-	-	-	-	1.0	-	-	-
NUMBERS DECREASING	0.7	-	-	-	7.8	-	-	-	-	-	-	-	7.6	-	-	-	-	1.0	-	-	-
TARGET CERTAIN COMMS.	0.6	0.9	-	1.2	-	-	-	-	-	-	-	-	-	1.3	-	1.7	-	0.9	-	-	-
MORE TEENS INVOLVED	0.5	0.9	-	1.2	-	-	-	-	-	-	-	-	-	1.3	-	1.6	-	0.8	-	-	-
NO DRINKING/PROM	0.5	0.8	-	1.1	-	-	-	-	-	-	-	-	-	1.2	-	1.5	-	0.8	-	-	-
RADIO/PANDORA	0.5	0.7	-	1.0	-	-	-	-	-	1.1	-	1.8	-	-	-	-	-	-	1.5	-	-
KIDS PARTYING/DRINKING	0.3	-	-	-	-	-	-	-	-	-	-	-	-	0.7	3.5	-	-	0.4	-	-	-
OTHER	2.2	2.9	-	3.9	-	-	-	-	-	5.3	-	8.7	-	-	-	-	-	2.3	2.0	4.8	-
DON'T KNOW	4.7	4.4	10.3	2.4	12.5	6.1	-	10.1	-	4.0	10.3	-	12.1	4.5	-	5.7	-	5.3	3.5	3.4	4.2

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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NC STATEWIDE - STUDENTS GRADES 6th-12th

## 18. 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		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	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total Answering	154	66	25	76	35	19	10	54	25	51	24	65	80	21	38	44	42	48	58	10	18
UNDERAGE DRINK/SERIOUS	17.7	17.3	15.8	20.0	10.2	25.2	30.4	18.4	10.9	21.0	16.8	10.7	25.0	14.9	23.3	8.7	26.5	11.3	22.6	8.4	39.5
GIRL ALONE/STOP BREATHE	14.2	13.3	12.6	19.9	11.4	-	14.0	11.1	11.6	17.9	16.7	19.3	8.6	32.0	5.4	13.3	11.4	20.5	11.9	14.3	-
DRUNK DRIVING ACCIDENT	12.2	14.0	18.7	8.4	13.4	12.8	-	17.4	10.9	9.4	8.2	10.4	12.1	-	9.7	15.2	14.1	7.1	11.2	12.9	6.3
DEATH/DEATH TOLLS	7.5	8.1	-	8.4	3.5	7.2	14.8	5.5	6.2	9.3	9.6	3.8	11.4	6.4	12.8	2.5	10.0	5.2	9.0	-	16.2
CONSEQUENCES/FUTURE	6.1	5.3	15.8	2.6	11.1	8.1	12.7	4.3	12.9	3.8	8.4	3.8	8.7	3.8	3.3	3.8	13.4	3.6	7.2	-	15.9
HEALTH AFFECTS	4.8	3.8	5.6	-	6.1	11.7	28.2	4.1	9.7	0.6	11.1	5.2	5.1	4.3	7.2	5.6	3.3	1.9	2.1	24.9	14.6
STOP UNDERAGE DRINKING	4.7	4.0	4.0	5.1	6.1	-	-	5.6	8.6	1.6	-	4.1	3.0	-	3.0	6.0	3.1	5.6	4.2	-	-
TALK IT OUT/DRINKING	3.4	-	2.7	2.3	10.0	-	-	3.2	2.7	-	11.9	2.2	4.7	3.7	10.0	1.5	-	3.0	6.5	-	-
JUST REMEMBER ADS/TV	3.1	2.5	3.0	3.7	2.1	-	-	3.5	3.0	4.2	-	4.8	2.1	11.4	-	1.7	3.9	4.0	2.9	-	-
BRAIN DAMAGE	2.9	3.3	-	4.3	-	6.9	-	6.7	-	1.8	-	-	4.0	-	6.1	-	2.2	-	5.6	-	-
UPSET PARENT/CHILD HOSP.	2.9	3.0	6.2	3.9	4.5	-	-	1.8	2.6	3.9	3.9	2.7	2.6	-	2.6	4.0	2.7	3.7	3.7	-	-
DISTURBING/SHOCKING	2.1	1.5	3.4	1.3	6.5	-	-	-	-	1.9	9.6	2.8	1.8	-	3.7	4.1	-	3.8	2.4	-	-
SOBER/SLAMMER SLOGAN	1.8	4.1	-	1.3	-	9.3	-	-	-	5.3	-	2.7	1.2	-	-	3.9	2.3	-	1.7	17.5	-
PREVENTION TALKS/SCHOOL	1.5	-	-	1.9	-	-	-	1.6	-	2.8	-	1.3	1.8	4.1	3.8	-	-	-	2.5	-	-
FUNERAL SCENES	1.3	-	-	1.5	-	-	-	2.2	-	-	3.7	-	2.5	-	5.4	-	-	-	2.0	-	-
DRINK RESPONSIBLY SLOGAN	1.3	3.0	-	2.6	-	-	-	1.4	-	2.4	-	1.1	1.5	-	-	1.7	2.9	1.5	2.2	-	-
POINTED/STRAIGHTFORWARD	1.1	1.7	2.6	-	1.8	5.9	-	-	2.6	2.2	-	1.7	0.8	-	-	2.5	1.5	-	1.1	11.1	-
ADDICTION HOTLINE	0.8	-	-	-	3.4	-	-	-	4.7	-	-	1.8	-	5.6	-	-	-	2.5	-	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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NC STATEWIDE - STUDENTS GRADES 6th-12th

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

	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
		-----		-----		-----		-----		-----		-----		-----		-----		-----		-----	
TROOPER ARREST UNDERAGE	0.7	1.6	-	-	-	5.8	-	2.0	-	-	-	1.7	-	-	-	2.5	-	-	-	10.9	-
NUMBERS DECREASING	0.7	1.6	-	1.4	-	-	-	2.0	-	-	-	1.6	-	-	-	2.4	-	2.3	-	-	-
TARGET CERTAIN COMMS.	0.6	1.4	-	1.2	-	-	-	-	-	1.8	-	1.4	-	-	-	2.0	-	1.9	-	-	-
MORE TEENS INVOLVED	0.5	1.3	-	1.1	-	-	-	-	-	1.7	-	1.3	-	-	-	1.9	-	1.8	-	-	-
NO DRINKING/PROM	0.5	1.2	-	1.1	-	-	-	-	-	1.6	-	1.2	-	-	-	1.8	-	1.7	-	-	-
RADIO/PANDORA	0.5	-	2.9	-	2.0	-	-	-	2.9	-	-	-	0.9	-	-	-	1.7	-	1.2	-	-
KIDS PARTYING/DRINKING	0.3	0.7	-	-	-	-	-	-	-	0.9	-	-	0.6	-	-	-	1.1	-	-	-	-
OTHER	2.2	0.9	4.0	2.5	2.8	-	-	4.5	4.0	-	-	5.3	-	9.0	-	3.5	-	6.0	-	-	-
DON'T KNOW	4.7	6.5	2.9	5.7	4.9	7.0	-	4.7	6.9	6.0	-	9.2	1.6	4.8	3.5	11.3	-	12.6	-	-	7.4



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	TOTAL		EMBARRASSED/		EMBARRASSED/		ALCOHOL USE BY PEOPLE				ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE	
	AFRAID 2 TALK		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	
	(MALE)		(FEMALE)		(FEMALE)						(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(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	154	36	37	29	43	43	143	96	47	11	31	23	65	24	64	40	23	5	50	26	46	22
UNDERAGE DRINK/SERIOUS	17.7	7.5	26.1	14.7	24.1	24.1	18.0	15.6	22.7	13.7	22.1	21.2	12.5	24.2	14.2	24.2	23.0	22.6	13.5	23.1	17.9	22.2
GIRL ALONE/STOP BREATHE	14.2	15.3	9.0	24.4	8.2	8.2	13.8	14.9	11.5	19.5	22.0	3.7	11.4	19.1	18.0	13.7	6.3	-	9.4	13.1	20.7	9.7
DRUNK DRIVING ACCIDENT	12.2	14.8	14.8	4.8	9.7	9.7	12.6	11.8	14.0	7.2	10.6	6.8	12.4	21.1	8.5	12.0	5.7	22.9	16.4	15.4	6.9	12.5
DEATH/DEATH TOLLS	7.5	3.7	8.7	3.9	13.6	13.6	8.1	5.8	12.7	-	4.8	19.9	6.2	5.7	6.3	9.0	6.7	28.0	6.4	5.2	5.1	21.5
CONSEQUENCES/FUTURE	6.1	4.2	10.8	3.3	6.9	6.9	6.6	8.1	3.6	-	6.5	-	8.8	7.1	6.5	4.3	12.5	-	11.1	-	4.9	7.8
HEALTH AFFECTS	4.8	5.5	7.1	4.8	3.5	3.5	5.2	7.8	-	-	11.5	-	6.0	-	3.3	-	22.5	-	9.3	-	6.3	-
STOP UNDERAGE DRINKING	4.7	5.1	3.1	2.8	3.0	3.0	5.1	6.4	2.4	-	3.7	4.8	7.7	-	9.6	2.8	-	-	8.1	4.4	4.6	-
TALK IT OUT/DRINKING	3.4	4.0	2.6	-	6.4	6.4	2.6	0.7	6.6	12.6	-	13.4	1.0	-	1.0	7.9	-	-	1.3	6.8	-	6.4
JUST REMEMBER ADS/TV	3.1	5.3	2.0	4.2	2.1	2.1	1.2	-	3.5	27.9	-	-	-	7.0	-	4.2	-	-	-	2.9	-	4.3
BRAIN DAMAGE	2.9	-	6.3	-	2.1	2.1	3.2	1.0	7.6	-	-	9.8	1.4	5.4	1.5	5.8	-	26.5	-	14.0	2.0	-
UPSET PARENT/CHILD HOSP.	2.9	-	2.7	6.1	2.6	2.6	3.1	3.5	2.4	-	3.2	-	3.7	4.7	5.3	2.8	-	-	3.3	-	3.8	5.2
DISTURBING/SHOCKING	2.1	-	-	6.3	3.2	3.2	2.2	1.9	3.0	-	-	6.0	2.8	-	2.8	3.5	-	-	-	-	3.9	6.5
SOBER/SLAMMER SLOGAN	1.8	-	-	6.0	2.2	2.2	1.9	2.8	-	-	-	-	4.2	-	1.5	-	7.7	-	-	-	5.8	-
PREVENTION TALKS/SCHOOL	1.5	2.4	-	-	3.2	3.2	0.6	0.9	-	12.6	2.7	-	-	-	-	-	-	-	1.7	-	-	-
FUNERAL SCENES	1.3	-	3.2	-	2.0	2.0	1.4	1.2	1.9	-	3.7	3.8	-	-	1.8	-	-	-	2.3	-	-	4.0
DRINK RESPONSIBLY SLOGAN	1.3	2.0	-	-	2.9	2.9	1.4	2.1	-	-	-	-	3.1	-	3.1	-	-	-	1.5	-	2.7	-
POINTED/STRAIGHTFORWARD	1.1	-	1.7	3.8	-	-	1.2	1.2	1.3	-	-	-	1.7	2.7	-	1.6	4.9	-	-	2.5	2.4	-
ADDICTION HOTLINE	0.8	3.2	-	-	-	-	0.8	-	2.5	-	-	5.0	-	-	-	2.9	-	-	-	4.6	-	-

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NC STATEWIDE - STUDENTS GRADES 6th-12th

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

	TOTAL		EMBARRASSED/		EMBARRASSED/		ALCOHOL USE BY PEOPLE				ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE	
	AFRAID 2 TALK		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	
	(MALE)		(FEMALE)		(FEMALE)						(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(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.
TROOPER ARREST UNDERAGE	0.7	3.0	-	-	-	-	0.8	1.1	-	-	-	-	1.7	-	-	-	4.8	-	2.2	-	-	-
NUMBERS DECREASING	0.7	3.0	-	-	-	-	0.7	1.1	-	-	-	-	1.7	-	1.7	-	-	-	2.2	-	-	-
TARGET CERTAIN COMMS.	0.6	-	-	3.1	-	-	0.6	0.9	-	-	-	-	1.4	-	1.4	-	-	-	-	-	1.9	-
MORE TEENS INVOLVED	0.5	-	-	2.9	-	-	0.6	0.9	-	-	-	-	1.3	-	1.3	-	-	-	-	-	1.8	-
NO DRINKING/PROM	0.5	-	-	2.8	-	-	0.6	0.8	-	-	-	-	1.3	-	1.3	-	-	-	-	-	1.7	-
RADIO/PANDORA	0.5	-	1.9	-	-	-	-	-	-	6.3	-	-	-	-	-	-	-	-	-	-	-	-
KIDS PARTYING/DRINKING	0.3	-	-	-	1.1	-	0.3	0.5	-	-	-	-	0.7	-	-	-	-	-	-	-	1.0	-
OTHER	2.2	9.4	-	-	-	-	2.4	2.2	2.8	-	1.8	5.7	2.4	-	2.4	3.3	-	-	4.2	5.2	-	-
DON'T KNOW	4.7	11.7	-	6.0	3.0	-	5.1	6.8	1.6	-	7.4	-	6.6	3.1	8.3	1.9	5.8	-	7.1	2.9	6.6	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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NC STATEWIDE - STUDENTS GRADES 6th-12th

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

	TOTAL	CHOICE MODEL	S/R/H ADS TO	HEARD/VISIT			
	WHEN PPL YOUR	STOP UNDERAGE	TALKITOUT.ORG				
	AGE DRINK	DRINKING					
	RESP.	IRRES-	YES	NO	YES	NO	
	DECI-	PONS-					
	SIONS	IBLE					
Total Answering	154	8	145	154	-	37	117
UNDERAGE DRINK/SERIOUS	17.7	-	18.8	17.7	-	11.5	19.6
GIRL ALONE/STOP BREATHE	14.2	-	15.1	14.2	-	10.3	15.4
DRUNK DRIVING ACCIDENT	12.2	25.9	10.8	12.2	-	21.0	9.4
DEATH/DEATH TOLLS	7.5	-	8.0	7.5	-	8.5	7.1
CONSEQUENCES/FUTURE	6.1	19.4	5.5	6.1	-	7.6	5.6
HEALTH AFFECTS	4.8	-	5.2	4.8	-	6.5	4.3
STOP UNDERAGE DRINKING	4.7	-	5.0	4.7	-	3.2	5.2
TALK IT OUT/DRINKING	3.4	17.7	2.6	3.4	-	5.9	2.6
JUST REMEMBER ADS/TV	3.1	-	2.8	3.1	-	-	4.1
BRAIN DAMAGE	2.9	-	3.1	2.9	-	2.5	3.1
UPSET PARENT/CHILD HOSP.	2.9	-	3.1	2.9	-	3.0	2.9
DISTURBING/SHOCKING	2.1	-	2.2	2.1	-	3.8	1.5
SOBER/SLAMMER SLOGAN	1.8	-	1.9	1.8	-	-	2.3
PREVENTION TALKS/SCHOOL	1.5	-	1.6	1.5	-	-	1.9
FUNERAL SCENES	1.3	11.2	0.8	1.3	-	2.4	1.0
DRINK RESPONSIBLY SLOGAN	1.3	-	1.4	1.3	-	-	1.7
POINTED/STRAIGHTFORWARD	1.1	-	1.2	1.1	-	-	1.5
ADDICTION HOTLINE	0.8	-	0.8	0.8	-	-	1.0

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

18. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?

	TOTAL	CHOICE MODEL	S/R/H ADS TO	HEARD/VISIT			
		WHEN PPL YOUR	STOP UNDERAGE	TALKITOUT.ORG			
		AGE DRINK	DRINKING				
		RESP.	IRRES-	YES	NO	YES	NO
		DECI-	PONS-				
		SIONS	IBLE				
TROOPER ARREST UNDERAGE	0.7	-	0.8	0.7	-	-	0.9
NUMBERS DECREASING	0.7	-	0.7	0.7	-	2.9	-
TARGET CERTAIN COMMS.	0.6	-	0.6	0.6	-	2.4	-
MORE TEENS INVOLVED	0.5	-	0.6	0.5	-	2.3	-
NO DRINKING/PROM	0.5	-	0.6	0.5	-	-	0.7
RADIO/PANDORA	0.5	9.0	-	0.5	-	1.9	-
KIDS PARTYING/DRINKING	0.3	-	0.3	0.3	-	-	0.4
OTHER	2.2	7.3	2.0	2.2	-	-	2.9
DON'T KNOW	4.7	9.5	4.5	4.7	-	4.2	4.9

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 18. 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	154	71	1	5	21	22	23	82	25	23	25	10	54	57	9	20	36	42	35	40
UNDERAGE DRINK/SERIOUS	17.7	21.2	-	26.9	16.4	21.3	25.6	14.8	5.8	23.7	11.9	23.9	25.3	9.0	17.6	31.3	14.9	17.0	27.8	12.5
GIRL ALONE/STOP BREATHE	14.2	17.1	-	-	17.6	22.1	16.3	11.8	24.0	3.6	8.1	10.1	20.2	14.5	15.7	-	16.8	6.5	17.5	17.5
DRUNK DRIVING ACCIDENT	12.2	6.9	-	-	5.1	17.5	-	16.9	7.9	22.7	23.9	8.1	3.0	16.5	-	12.1	6.4	23.0	7.4	10.4
DEATH/DEATH TOLLS	7.5	10.4	-	32.6	16.0	-	11.3	5.1	9.9	-	2.4	11.8	9.0	4.9	16.7	6.8	7.9	3.9	13.0	6.3
CONSEQUENCES/FUTURE	6.1	2.9	-	-	6.1	-	3.5	9.0	13.8	7.5	9.2	-	2.3	8.0	-	14.2	2.2	11.1	3.6	6.8
HEALTH AFFECTS	4.8	3.4	-	19.2	7.2	-	-	4.7	5.7	-	10.0	-	1.7	-	16.5	18.0	6.6	5.2	-	4.3
STOP UNDERAGE DRINKING	4.7	4.6	-	-	-	10.4	4.3	4.8	9.3	3.5	-	9.2	6.1	7.0	-	-	9.0	4.4	-	5.3
TALK IT OUT/DRINKING	3.4	6.4	-	-	6.8	14.2	-	0.8	2.7	-	-	-	8.5	1.2	-	-	4.8	1.6	8.0	-
JUST REMEMBER ADS/TV	3.1	3.3	-	-	-	5.5	5.1	2.9	3.0	3.2	-	9.7	2.2	4.2	-	-	3.2	3.5	3.5	2.3
BRAIN DAMAGE	2.9	3.2	-	-	-	5.1	5.1	2.7	-	-	5.2	9.7	4.3	1.6	-	6.5	6.3	3.0	-	2.3
UPSET PARENT/CHILD HOSP.	2.9	1.4	-	21.3	-	-	-	4.3	-	2.7	11.7	-	1.9	6.2	-	-	2.7	1.5	-	7.3
DISTURBING/SHOCKING	2.1	2.0	-	-	-	-	6.2	2.2	-	3.6	-	10.1	2.6	3.2	-	-	-	-	4.0	4.6
SOBER/SLAMMER SLOGAN	1.8	2.4	-	-	-	-	7.7	1.2	-	-	3.9	-	-	1.7	19.2	-	-	-	5.0	2.4
PREVENTION TALKS/SCHOOL	1.5	3.2	-	-	11.0	-	-	-	-	-	-	-	2.6	-	-	-	2.4	-	4.0	-
FUNERAL SCENES	1.3	2.9	100.0	-	-	4.0	-	-	-	-	-	-	2.2	-	-	-	3.2	-	2.5	-
DRINK RESPONSIBLY SLOGAN	1.3	-	-	-	-	-	-	2.4	5.1	3.2	-	-	-	3.5	-	-	-	1.7	-	3.1
POINTED/STRAIGHTFORWARD	1.1	-	-	-	-	-	-	2.1	-	7.5	-	-	-	1.1	-	5.6	-	1.5	-	2.8
ADDICTION HOTLINE	0.8	-	-	-	-	-	-	1.4	4.7	-	-	-	-	2.0	-	-	-	2.8	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 18. 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
TROOPER ARREST UNDERAGE	0.7	-	-	-	-	-	-	1.3	-	-	4.4	-	-	-	-	5.5	-	2.6	-	-
NUMBERS DECREASING	0.7	1.5	-	-	-	-	4.7	-	-	-	-	-	2.0	-	-	-	3.0	-	-	-
TARGET CERTAIN COMMS.	0.6	-	-	-	-	-	-	1.1	3.7	-	-	-	-	1.6	-	-	-	-	-	2.3
MORE TEENS INVOLVED	0.5	-	-	-	-	-	-	1.0	-	-	3.4	-	-	1.5	-	-	-	-	-	2.1
NO DRINKING/PROM	0.5	-	-	-	-	-	-	1.0	-	3.5	-	-	-	1.4	-	-	-	-	-	2.0
RADIO/PANDORA	0.5	-	-	-	-	-	-	0.9	-	-	2.9	-	-	1.2	-	-	-	1.7	-	-
KIDS PARTYING/DRINKING	0.3	-	-	-	-	-	-	0.6	-	2.0	-	-	-	-	-	-	-	-	-	1.2
OTHER	2.2	4.0	-	-	2.7	-	10.1	0.7	-	2.5	-	-	4.3	1.0	-	-	7.9	1.3	-	-
DON'T KNOW	4.7	3.2	-	-	11.2	-	-	6.1	4.4	10.7	3.0	7.4	1.9	8.8	14.5	-	2.7	7.7	3.8	4.4

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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NC STATEWIDE - STUDENTS GRADES 6th-12th

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

	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	154	9	112	29	-	4	54	17	57	12	79	76
UNDERAGE DRINK/SERIOUS	17.7	8.2	16.7	27.0	-	0.5	15.9	18.3	17.5	40.2	16.0	19.3
GIRL ALONE/STOP BREATHE	14.2	15.5	17.1	4.9	-	-	13.6	8.2	20.4	-	11.2	17.2
DRUNK DRIVING ACCIDENT	12.2	41.8	9.8	8.3	-	16.2	10.8	13.8	8.9	-	15.4	8.9
DEATH/DEATH TOLLS	7.5	11.5	6.8	9.9	-	-	5.5	8.7	8.1	11.8	5.7	9.3
CONSEQUENCES/FUTURE	6.1	-	5.2	9.7	-	22.1	3.4	16.2	6.9	-	7.0	5.2
HEALTH AFFECTS	4.8	-	1.9	17.5	-	8.3	1.6	21.2	2.1	12.0	5.8	3.8
STOP UNDERAGE DRINKING	4.7	-	6.5	-	-	-	9.4	-	3.7	-	6.5	2.8
TALK IT OUT/DRINKING	3.4	-	4.7	-	-	-	4.4	-	4.9	-	3.1	3.7
JUST REMEMBER ADS/TV	3.1	13.5	3.2	-	-	-	4.9	-	1.6	-	3.4	2.8
BRAIN DAMAGE	2.9	-	2.9	4.4	-	-	4.2	7.4	1.6	-	4.6	1.2
UPSET PARENT/CHILD HOSP.	2.9	-	4.0	-	-	-	3.0	-	5.0	-	2.1	3.8
DISTURBING/SHOCKING	2.1	-	2.9	-	-	-	-	-	5.6	-	-	4.2
SOBER/SLAMMER SLOGAN	1.8	-	0.9	6.0	-	-	-	-	1.7	15.1	-	3.6
PREVENTION TALKS/SCHOOL	1.5	9.5	1.3	-	-	-	-	-	2.5	-	1.1	1.9
FUNERAL SCENES	1.3	-	1.0	-	-	24.4	2.1	-	-	-	1.5	1.2
DRINK RESPONSIBLY SLOGAN	1.3	-	1.8	-	-	-	1.3	-	2.2	-	0.9	1.6
POINTED/STRAIGHTFORWARD	1.1	-	0.6	3.8	-	-	1.2	-	-	9.6	0.8	1.5
ADDICTION HOTLINE	0.8	-	1.0	-	-	-	2.1	-	-	-	1.5	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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

	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
TROOPER ARREST UNDERAGE	0.7	-	-	3.8	-	-	-	6.3	-	-	1.4	-
NUMBERS DECREASING	0.7	-	1.0	-	-	-	2.0	-	-	-	1.4	-
TARGET CERTAIN COMMS.	0.6	-	0.8	-	-	-	-	-	1.6	-	-	1.2
MORE TEENS INVOLVED	0.5	-	0.8	-	-	-	-	-	1.5	-	-	1.1
NO DRINKING/PROM	0.5	-	0.7	-	-	-	-	-	1.4	-	-	1.1
RADIO/PANDORA	0.5	-	0.6	-	-	-	1.3	-	-	-	0.9	-
KIDS PARTYING/DRINKING	0.3	-	-	-	-	13.0	-	-	-	-	-	0.6
OTHER	2.2	-	2.6	-	-	15.4	5.3	-	-	-	4.4	-
DON'T KNOW	4.7	-	5.4	4.5	-	-	7.8	-	3.0	11.4	5.4	4.0



THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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19. DO YOU THINK THE ADS WILL MAKE PEOPLE YOUR AGE MORE LIKELY TO TALK OR LISTEN TO THEIR PARENTS ABOUT UNDERAGE DRINKING AND THE DANGERS OF 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	154	49	23	5	21	47	20	27	29	19	10	4	18	9	
YES	73.9	76.5	77.5	93.9	71.3	78.6	75.1	81.2	73.0	68.0	82.3	81.2	44.9	92.5	
NO	23.8	18.1	15.7	-	25.1	19.5	20.4	18.8	27.0	32.0	17.7	18.8	55.1	7.5	
DK/REFUSED	2.3	5.4	6.8	6.1	3.6	1.9	4.4	-	-	-	-	-	-	-	
Net Diff.	50.1	58.4	61.7	93.9	46.2	59.1	54.7	62.5	46.0	36.0	64.6	62.5	-10.2	84.9	



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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19. DO YOU THINK THE ADS WILL MAKE PEOPLE YOUR AGE MORE LIKELY TO TALK OR LISTEN TO THEIR PARENTS ABOUT UNDERAGE DRINKING AND THE DANGERS OF 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 Answering	154	62	20	17	25	92	26	23	24	18	46	66	7	22	31	47	31	45	87	68	
YES	73.9	80.5	87.5	83.0	73.3	69.5	75.7	65.6	64.8	71.8	75.6	69.6	100.0	69.1	90.5	71.6	70.4	67.3	72.0	76.3	
NO	23.8	15.5	12.5	17.0	17.0	29.4	24.3	31.2	34.0	28.2	20.9	29.9	-	30.9	9.5	26.2	21.6	32.7	24.3	23.2	
DK/REFUSED	2.3	4.0	-	-	9.7	1.1	-	3.2	1.2	-	3.4	0.5	-	-	-	2.2	8.0	-	3.7	0.4	
Net Diff.	50.1	65.0	75.0	66.1	56.4	40.1	51.5	34.5	30.8	43.6	54.7	39.7	100.0	38.2	81.0	45.4	48.8	34.6	47.8	53.1	

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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19. DO YOU THINK THE ADS WILL MAKE PEOPLE YOUR AGE MORE LIKELY TO TALK OR LISTEN TO THEIR PARENTS ABOUT UNDERAGE DRINKING AND THE DANGERS OF ALCOHOL?

	TOTAL	TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		THINK IT'S		THINK IT'S		THINK IT'S		THINK IT'S		
		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK		
		(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		ALCOHOL		(6th-8th)		(9th-12th)		(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		154	20	42	66	26	63	49	15	14	41	38	46	30	55	93	9	53	46	40	38	69
YES		73.9	69.2	85.9	72.9	60.8	69.9	74.9	81.7	71.5	81.3	76.7	63.8	75.8	59.0	80.9	62.6	83.7	58.3	77.4	62.1	75.8
NO		23.8	18.6	14.1	26.0	38.1	27.6	24.4	18.3	28.5	16.9	22.5	30.8	24.2	38.0	17.0	28.1	13.3	40.1	21.9	37.9	21.4
DK/REFUSED		2.3	12.2	-	1.1	1.2	2.5	0.6	-	-	1.8	0.8	5.4	-	2.9	2.0	9.3	3.0	1.6	0.8	-	2.7
Net Diff.		50.1	50.6	71.9	46.9	22.7	42.3	50.5	63.4	43.0	64.4	54.2	33.0	51.6	21.0	63.9	34.6	70.4	18.2	55.5	24.2	54.4

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19. DO YOU THINK THE ADS WILL MAKE PEOPLE YOUR AGE MORE LIKELY TO TALK OR LISTEN TO THEIR PARENTS ABOUT UNDERAGE DRINKING AND THE DANGERS OF 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	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
		-----																				
Total Answering	154	12	16	22	53	33	40	100	51	25	36	75	16	72	37	20	9	49	27	51	24	
YES	73.9	52.5	93.2	67.9	82.5	53.0	78.9	67.2	86.7	65.4	90.7	67.8	77.9	65.0	85.3	74.0	84.0	72.3	92.2	62.2	80.6	
NO	23.8	47.5	6.8	28.8	17.0	44.3	17.1	29.6	12.7	24.9	9.3	31.2	20.2	32.8	13.9	26.0	16.0	26.2	6.7	33.0	19.4	
DK/REFUSED	2.3	-	-	3.3	0.6	2.7	3.9	3.2	0.6	9.7	-	1.0	1.9	2.2	0.8	-	-	1.5	1.1	4.9	-	
Net Diff.	50.1	5.1	86.3	39.1	65.5	8.7	61.8	37.6	74.1	40.4	81.3	36.6	57.7	32.2	71.4	47.9	67.9	46.1	85.4	29.2	61.1	

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19. DO YOU THINK THE ADS WILL MAKE PEOPLE YOUR AGE MORE LIKELY TO TALK OR LISTEN TO THEIR PARENTS ABOUT UNDERAGE DRINKING AND THE DANGERS OF 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	154	42	5	37	1	4	16	15	51	24	20	7	-	31	36
YES	73.9	65.1	65.4	65.0	100.0	29.1	57.4	80.1	68.0	62.2	73.1	72.9	-	67.3	60.3
NO	23.8	29.0	34.6	28.3	-	50.5	32.7	19.9	30.5	34.7	26.9	27.1	-	27.6	39.7
DK/REFUSED	2.3	5.9	-	6.7	-	20.4	9.9	-	1.5	3.2	-	-	-	5.1	-
Net Diff.	50.1	36.0	30.8	36.7	100.0	-21.3	24.7	60.3	37.4	27.5	46.2	45.9	-	39.7	20.6

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19. DO YOU THINK THE ADS WILL MAKE PEOPLE YOUR AGE MORE LIKELY TO TALK OR LISTEN TO THEIR PARENTS ABOUT UNDERAGE DRINKING AND THE DANGERS OF 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)															
	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 Answering	154	6	13	16	29	26	22	44	18	26	45	5	1	4	16	39	17	22	29	
YES	73.9	48.5	91.3	78.9	63.9	56.6	73.3	63.8	55.7	69.6	69.0	65.1	100.0	54.8	55.6	63.7	53.0	71.9	76.6	
NO	23.8	51.5	8.7	21.1	33.5	33.9	26.7	30.9	40.2	24.3	29.0	-	-	-	39.0	34.4	42.6	28.1	23.4	
DK/REFUSED	2.3	-	-	-	2.6	9.5	-	5.3	4.1	6.2	1.9	34.9	-	45.2	5.4	1.9	4.3	-	-	
Net Diff.	50.1	-3.0	82.7	57.8	30.5	22.7	46.6	33.0	15.5	45.3	40.0	65.1	100.0	54.8	16.5	29.3	10.4	43.8	53.2	

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19. DO YOU THINK THE ADS WILL MAKE PEOPLE YOUR AGE MORE LIKELY TO TALK OR LISTEN TO THEIR PARENTS ABOUT UNDERAGE  
DRINKING AND THE DANGERS OF ALCOHOL?

	TOTAL	OFTEN THEY DRINK ALCOHOL (WHITE)				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				AT WHAT AGE DO YOU THINK IT'S APPROPRIATE TO START DRINKING ALCOHOL			
		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	UNDER 21	21/ OVER	21	22+
Total Answering	154	30	10	19	35	11	5	5	6	19	6	13	23	25	12	13	22	24	126	108	17
YES	73.9	61.1	36.1	74.3	66.0	73.3	100.0	45.4	82.0	70.8	69.1	71.6	68.4	58.4	48.4	67.5	69.7	72.8	73.1	72.5	76.3
NO	23.8	33.6	63.9	17.5	34.0	26.7	-	54.6	18.0	25.4	19.3	28.4	31.6	35.2	51.6	20.1	26.3	23.5	24.8	25.0	23.7
DK/REFUSED	2.3	5.3	-	8.1	-	-	-	-	-	3.8	11.5	-	-	6.4	-	12.3	4.0	3.7	2.1	2.4	-
Net Diff.	50.1	27.6	-27.9	56.8	32.0	46.5	100.0	-9.1	64.0	45.5	49.8	43.3	36.7	23.2	-3.2	47.4	43.4	49.3	48.2	47.5	52.7

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19. DO YOU THINK THE ADS WILL MAKE PEOPLE YOUR AGE MORE LIKELY TO TALK OR LISTEN TO THEIR PARENTS ABOUT UNDERAGE DRINKING AND THE DANGERS OF ALCOHOL?

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING			
		ALCOHOL				ALCOHOL				ALCOHOL			
		(6th-8th)				(6th-8th)				(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	154	132	38	94	21	53	15	38	9	79	23	56	12
YES	73.9	74.5	71.2	75.8	68.7	78.9	76.6	79.9	90.1	71.4	67.6	73.0	53.6
NO	23.8	22.9	21.9	23.2	31.3	16.5	13.2	17.8	9.9	27.2	27.8	27.0	46.4
DK/REFUSED	2.3	2.7	6.9	0.9	-	4.6	10.3	2.3	-	1.3	4.6	-	-
Net Diff.	50.1	51.6	49.3	52.6	37.4	62.5	63.4	62.1	80.2	44.2	39.8	46.1	7.1



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19. DO YOU THINK THE ADS WILL MAKE PEOPLE YOUR AGE MORE LIKELY TO TALK OR LISTEN TO THEIR PARENTS ABOUT UNDERAGE DRINKING AND THE DANGERS OF ALCOHOL?

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT	
		ALCOHOL				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	154	98	25	73	14	22	9	13	7	65	25	40	14	68	14	54	7	105	48	39	23
YES	73.9	71.7	64.7	74.1	74.6	83.5	87.3	80.9	57.7	79.9	77.7	81.3	75.3	69.3	59.3	71.8	55.4	72.2	77.0	79.9	81.5
NO	23.8	26.3	27.7	25.9	25.4	16.5	12.7	19.1	42.3	18.4	18.1	18.7	24.7	27.1	29.0	26.6	44.6	25.3	21.1	16.0	14.8
DK/REFUSED	2.3	1.9	7.6	-	-	-	-	-	-	1.6	4.2	-	-	3.6	11.7	1.6	-	2.5	1.8	4.1	3.7
Net Diff.	50.1	45.4	37.0	48.2	49.2	66.9	74.6	61.8	15.4	61.5	59.6	62.7	50.6	42.2	30.2	45.2	10.8	46.9	55.9	63.9	66.6

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NC STATEWIDE — STUDENTS GRADES 6-12

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19. DO YOU THINK THE ADS WILL MAKE PEOPLE YOUR AGE MORE LIKELY TO TALK OR LISTEN TO THEIR PARENTS ABOUT UNDERAGE DRINKING AND THE DANGERS OF ALCOHOL?

	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)		(AFR. AMER.)		(MALE)		(FEMALE)		W/ PARENTS		(6th-8th)		(9th-12th)		(WHITE)		(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	154	66	25	76	35	19	10	54	25	51	24	65	80	21	38	44	42	48	58	10	18	
YES	73.9	67.6	72.8	70.5	74.6	71.8	86.5	78.0	81.6	66.1	72.3	71.7	74.7	78.2	83.2	68.6	67.2	71.6	71.9	57.6	86.2	
NO	23.8	30.8	27.2	27.0	25.4	28.2	13.5	20.1	18.4	30.8	24.0	27.2	22.2	21.8	10.3	29.7	32.8	28.4	25.3	42.4	13.8	
DK/REFUSED	2.3	1.6	-	2.5	-	-	-	1.9	-	3.1	3.7	1.1	3.1	-	6.5	1.7	-	-	2.8	-	-	
Net Diff.	50.1	36.9	45.7	43.4	49.1	43.5	72.9	57.9	63.1	35.2	48.3	44.5	52.5	56.4	72.9	38.9	34.3	43.2	46.6	15.2	72.3	

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19. DO YOU THINK THE ADS WILL MAKE PEOPLE YOUR AGE MORE LIKELY TO TALK OR LISTEN TO THEIR PARENTS ABOUT UNDERAGE DRINKING AND THE DANGERS OF ALCOHOL?

	TOTAL		EMBARRASSED/		EMBARRASSED/		ALCOHOL USE BY PEOPLE				ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE	
	AFRAID 2 TALK		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	
	(MALE)		(FEMALE)		(FEMALE)		(6th-8th)				(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		(FEMALE)	
	YES	NO	YES	NO	YES	NO	PROB- Big	Small	NOT A	BIG	SMALL	BIG	SMALL	BIG	SMALL	BIG	SMALL	BIG	SMALL	BIG	SMALL	BIG
							LEM Prob.	Prob.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total Answering	154	36	37	29	43	43	143	96	47	11	31	23	65	24	64	40	23	5	50	26	46	22
YES	73.9	74.1	81.7	68.6	68.8	72.4	76.8	63.5	93.7	92.1	58.7	69.3	68.1	75.7	62.2	76.4	72.0	81.7	74.1	71.6	51.0	
NO	23.8	23.9	18.3	31.4	25.5	25.2	22.4	30.7	6.3	7.9	30.8	29.5	30.6	24.3	33.1	23.6	28.0	16.8	24.7	28.4	37.7	
DK/REFUSED	2.3	2.0	-	-	5.7	2.5	0.8	5.8	-	-	10.5	1.2	1.3	-	4.8	-	-	1.5	1.2	-	11.3	
Net Diff.	50.1	50.2	63.4	37.3	43.3	47.2	54.3	32.8	87.4	84.3	27.9	39.8	37.5	51.4	29.1	52.9	44.1	64.8	49.4	43.1	13.2	

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19. DO YOU THINK THE ADS WILL MAKE PEOPLE YOUR AGE MORE LIKELY TO TALK OR LISTEN TO THEIR PARENTS ABOUT UNDERAGE DRINKING AND THE DANGERS OF ALCOHOL?

	TOTAL	CHOICE MODEL	S/R/H ADS TO	HEARD/VISIT			
	WHEN PPL YOUR	STOP UNDERAGE	TALKITOUT.ORG				
	AGE DRINK	DRINKING					
	RESP.	IRRES-	YES	NO	YES	NO	
	DECI-	PONS-					
	SIONS	IBLE					
	-----	-----	-----	-----	-----	-----	-----
Total Answering	154	8	145	154	-	37	117
YES	73.9	45.3	75.1	73.9	-	75.2	73.5
NO	23.8	43.5	23.0	23.8	-	21.6	24.5
DK/REFUSED	2.3	11.2	1.8	2.3	-	3.2	2.0
Net Diff.	50.1	1.9	52.1	50.1	-	53.7	49.0

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19. DO YOU THINK THE ADS WILL MAKE PEOPLE YOUR AGE MORE LIKELY TO TALK OR LISTEN TO THEIR PARENTS ABOUT UNDERAGE DRINKING AND THE DANGERS OF 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	154	71	1	5	21	22	23	82	25	23	25	10	54	57	9	20	36	42	35	40
YES	73.9	77.6	100.0	100.0	87.9	68.0	71.6	71.9	78.7	72.6	57.3	90.3	75.0	70.9	80.8	75.2	86.0	73.2	68.9	70.4
NO	23.8	19.0	-	-	12.1	20.9	28.4	26.8	21.3	22.9	42.7	9.7	22.0	28.6	19.2	24.8	14.0	24.3	24.1	29.6
DK/REFUSED	2.3	3.5	-	-	-	11.1	-	1.3	-	4.5	-	-	3.0	0.5	-	-	-	2.5	7.0	-
Net Diff.	50.1	58.6	100.0	100.0	75.8	47.2	43.3	45.0	57.3	49.7	14.7	80.5	52.9	42.3	61.7	50.3	71.9	48.9	44.8	40.8

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19. DO YOU THINK THE ADS WILL MAKE PEOPLE YOUR AGE MORE LIKELY TO TALK OR LISTEN TO THEIR PARENTS ABOUT UNDERAGE DRINKING AND THE DANGERS OF 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	154	9	112	29	-	4	54	17	57	12	79	76
YES	73.9	91.8	72.1	76.9	-	54.3	75.2	87.4	69.1	61.2	79.1	68.6
NO	23.8	-	26.2	23.1	-	21.3	24.2	12.6	28.1	38.8	19.6	28.2
DK/REFUSED	2.3	8.2	1.7	-	-	24.4	0.6	-	2.8	-	1.3	3.2
Net Diff.	50.1	91.8	45.9	53.9	-	32.9	50.9	74.8	41.0	22.3	59.5	40.4

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20. HAVE YOU EVER HEARD OF OR VISITED THE TALKITOUTNC.ORG (TALK-IT-OUT-N-C-DOT-ORG) WEBSITE, FACEBOOK PAGE, TWITTER OR YOUTUBE SITE?"

	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	40	11	46	85	36	49	53	26	26	13	34	20	
YES	18.2	17.7	18.7	21.9	15.9	22.2	25.9	19.5	21.6	23.5	19.8	18.8	7.6	12.7	
NO	81.8	82.3	81.3	78.1	84.1	77.8	74.1	80.5	78.4	76.5	80.2	81.2	92.4	87.3	
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net Diff.	-63.5	-64.5	-62.7	-56.1	-68.1	-55.6	-48.2	-61.0	-56.7	-53.1	-60.4	-62.4	-84.9	-74.6	



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20. HAVE YOU EVER HEARD OF OR VISITED THE TALKITOUTNC.ORG (TALK-IT-OUT-N-C-DOT-ORG) WEBSITE, FACEBOOK PAGE, TWITTER OR YOUTUBE SITE?"

	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	120	37	38	45	180	50	46	47	38	81	127	17	45	65	88	55	92	164	135	
YES	18.2	18.6	14.1	13.1	26.7	18.0	7.0	14.0	26.9	26.5	16.5	18.8	29.6	15.8	12.3	18.6	25.9	17.5	22.6	13.0	
NO	81.8	81.4	85.9	86.9	73.3	82.0	93.0	86.0	73.1	73.5	83.5	81.2	70.4	84.2	87.7	81.4	74.1	82.5	77.4	87.0	
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net Diff.	-63.5	-62.9	-71.8	-73.8	-46.5	-63.9	-86.0	-71.9	-46.2	-47.0	-67.0	-62.3	-40.8	-68.4	-75.3	-62.8	-48.2	-65.0	-54.8	-73.9	



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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NC STATEWIDE - STUDENTS GRADES 6th-12th

20. HAVE YOU EVER HEARD OF OR VISITED THE TALKITOUTNC.ORG (TALK-IT-OUT-N-C-DOT-ORG) WEBSITE, FACEBOOK PAGE, TWITTER OR YOUTUBE SITE?"

	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
Total	300	37	83	128	52	117	90	34	29	74	79	90	56	107	179	16	99	92	80	70	128
YES	18.2	27.2	14.8	21.3	10.2	22.0	12.7	24.3	14.2	20.9	11.3	24.0	15.4	25.2	14.0	43.7	15.5	22.0	12.1	26.4	14.1
NO	81.8	72.8	85.2	78.7	89.8	78.0	87.3	75.7	85.8	79.1	88.7	76.0	84.6	74.8	86.0	56.3	84.5	78.0	87.9	73.6	85.9
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-63.5	-45.7	-70.4	-57.4	-79.6	-55.9	-74.5	-51.3	-71.7	-58.2	-77.3	-51.9	-69.1	-49.7	-72.1	-12.5	-69.1	-56.0	-75.8	-47.3	-71.9

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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NC STATEWIDE - STUDENTS GRADES 6th-12th

20. HAVE YOU EVER HEARD OF OR VISITED THE TALKITOUTNC.ORG (TALK-IT-OUT-N-C-DOT-ORG) WEBSITE, FACEBOOK PAGE, TWITTER OR YOUTUBE SITE?"

	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	29	30	42	101	65	78	184	112	43	74	141	38	128	76	41	21	89	61	95	51		
YES	18.2	20.5	17.0	27.6	10.7	23.5	18.2	23.1	9.8	30.2	10.6	20.9	8.2	22.8	8.8	19.3	20.4	19.9	8.8	26.1	10.9		
NO	81.8	79.5	83.0	72.4	89.3	76.5	81.8	76.9	90.2	69.8	89.4	79.1	91.8	77.2	91.2	80.7	79.6	80.1	91.2	73.9	89.1		
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Net Diff.	-63.5	-59.1	-66.0	-44.7	-78.6	-53.0	-63.5	-53.8	-80.5	-39.6	-78.9	-58.2	-83.6	-54.3	-82.4	-61.4	-59.3	-60.2	-82.4	-47.9	-78.2		

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NC STATEWIDE — STUDENTS GRADES 6-12

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NC STATEWIDE - STUDENTS GRADES 6th-12th

20. HAVE YOU EVER HEARD OF OR VISITED THE TALKITOUTNC.ORG (TALK-IT-OUT-N-C-DOT-ORG) WEBSITE, FACEBOOK PAGE, TWITTER OR YOUTUBE SITE?"

	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	79	7	72	3	6	33	30	86	42	36	9	-	53	61
YES	18.2	22.9	24.8	22.7	-	47.9	17.4	25.3	21.4	21.1	23.0	17.0	-	20.6	22.9
NO	81.8	77.1	75.2	77.3	100.0	52.1	82.6	74.7	78.6	78.9	77.0	83.0	-	79.4	77.1
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-63.5	-54.3	-50.5	-54.6	-100.0	-4.2	-65.3	-49.3	-57.1	-57.8	-54.0	-66.0	-	-58.7	-54.3

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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20. HAVE YOU EVER HEARD OF OR VISITED THE TALKITOUTNC.ORG (TALK-IT-OUT-N-C-DOT-ORG) WEBSITE, FACEBOOK PAGE, TWITTER OR YOUTUBE SITE?"

	TOTAL	AGE STARTED		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	18	21	36	43	43	83	30	53	75	7	3	4	26	76	28	48	49	
YES	18.2	18.7	17.8	13.5	21.2	30.7	21.7	23.0	13.9	28.2	18.8	27.1	41.0	18.8	26.8	22.7	11.4	29.0	14.5
NO	81.8	81.3	82.2	86.5	78.8	69.3	78.3	77.0	86.1	71.8	81.2	72.9	59.0	81.2	73.2	77.3	88.6	71.0	85.5
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-63.5	-62.6	-64.3	-73.1	-57.6	-38.6	-56.6	-53.9	-72.1	-43.6	-62.5	-45.8	-18.0	-62.4	-46.5	-54.7	-77.1	-41.9	-71.0

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20. HAVE YOU EVER HEARD OF OR VISITED THE TALKITOUTNC.ORG (TALK-IT-OUT-N-C-DOT-ORG) WEBSITE, FACEBOOK PAGE, TWITTER OR YOUTUBE SITE?"

	TOTAL	OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				AT WHAT AGE DO YOU THINK			
		(WHITE)				(AFRICAN AMERICAN)				(MALE)				(FEMALE)				IT'S APPROPRIATE TO START DRINKING ALCOHOL			
		LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	LEAST/	Least/	Least/	LESS/	UNDER	21/	21	22+
		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	21	OVER		
		MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH				
Total	300	53	17	36	57	22	8	14	12	36	9	27	39	47	21	26	36	59	227	201	27
YES	18.2	26.2	10.8	33.5	17.8	10.8	15.3	8.0	10.9	21.5	13.8	24.2	12.4	24.2	14.0	32.4	25.7	19.6	16.9	17.7	10.5
NO	81.8	73.8	89.2	66.5	82.2	89.2	84.7	92.0	89.1	78.5	86.2	75.8	87.6	75.8	86.0	67.6	74.3	80.4	83.1	82.3	89.5
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-63.5	-47.6	-78.4	-32.9	-64.3	-78.5	-69.4	-84.0	-78.1	-57.0	-72.4	-51.6	-75.2	-51.6	-72.0	-35.2	-48.7	-60.9	-66.2	-64.5	-79.1

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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NC STATEWIDE - STUDENTS GRADES 6th-12th

20. HAVE YOU EVER HEARD OF OR VISITED THE TALKITOUTNC.ORG (TALK-IT-OUT-N-C-DOT-ORG) WEBSITE, FACEBOOK PAGE, TWITTER OR YOUTUBE SITE?"

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING			
		ALCOHOL				ALCOHOL				ALCOHOL			
		(6th-8th)				(6th-8th)				(9th-12th)			
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER
		ABOUT		times		ABOUT		times		ABOUT		times	
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	250	66	184	48	101	25	76	19	150	42	108	29
YES	18.2	19.5	18.4	19.8	12.5	19.5	20.4	19.2	13.6	19.4	17.2	20.3	11.9
NO	81.8	80.5	81.6	80.2	87.5	80.5	79.6	80.8	86.4	80.6	82.8	79.7	88.1
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-63.5	-61.1	-63.2	-60.3	-74.9	-61.0	-59.2	-61.6	-72.9	-61.2	-65.6	-59.5	-76.3

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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20. HAVE YOU EVER HEARD OF OR VISITED THE TALKITOUTNC.ORG (TALK-IT-OUT-N-C-DOT-ORG) WEBSITE, FACEBOOK PAGE, TWITTER OR YOUTUBE SITE?"

TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT		
	ALCOHOL (WHITE)				ALCOHOL (AFRICAN AMERICAN)				ALCOHOL (MALE)				ALCOHOL (FEMALE)				LAST FEW MONTHS		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	177	41	135	31	48	19	29	14	125	40	85	28	125	26	99	21	187	110	68	51
YES	18.2	19.1	15.9	20.1	11.0	20.1	19.9	20.2	18.3	15.5	21.7	12.6	18.0	23.4	13.4	26.1	5.1	19.5	16.6	12.6	26.9
NO	81.8	80.9	84.1	79.9	89.0	79.9	80.1	79.8	81.7	84.5	78.3	87.4	82.0	76.6	86.6	73.9	94.9	80.5	83.4	87.4	73.1
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-63.5	-61.7	-68.2	-59.8	-78.0	-59.8	-60.1	-59.6	-63.5	-69.0	-56.6	-74.8	-64.0	-53.2	-73.2	-47.8	-89.7	-60.9	-66.8	-74.8	-46.2

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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NC STATEWIDE - STUDENTS GRADES 6th-12th

20. HAVE YOU EVER HEARD OF OR VISITED THE TALKITOUTNC.ORG (TALK-IT-OUT-N-C-DOT-ORG) WEBSITE, FACEBOOK PAGE, TWITTER OR YOUTUBE SITE?"

	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
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	118	59	128	76	39	24	95	56	91	53	126	157	43	67	84	90	89	108	24	35
YES	18.2	23.5	7.9	21.3	13.0	14.9	27.4	16.0	16.3	23.3	17.0	20.9	15.0	17.8	15.1	22.6	14.9	24.3	12.0	14.1	19.3
NO	81.8	76.5	92.1	78.7	87.0	85.1	72.6	84.0	83.7	76.7	83.0	79.1	85.0	82.2	84.9	77.4	85.1	75.7	88.0	85.9	80.7
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-63.5	-52.9	-84.3	-57.5	-73.9	-70.2	-45.1	-68.1	-67.4	-53.5	-66.0	-58.1	-70.1	-64.5	-69.9	-54.9	-70.2	-51.4	-76.0	-71.8	-61.5



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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20. HAVE YOU EVER HEARD OF OR VISITED THE TALKITOUTNC.ORG (TALK-IT-OUT-N-C-DOT-ORG) WEBSITE, FACEBOOK PAGE, TWITTER OR YOUTUBE SITE?"

	TOTAL	EMBARRASSED/		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		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	300	63	80	64	77	279	180	98	20	62	45	119	53	112	78	48	12	93	54	88	45
YES	18.2	18.4	14.3	23.5	15.7	19.1	17.8	21.5	7.7	20.8	20.7	16.2	22.2	17.5	20.5	20.6	20.7	15.7	17.0	19.9	26.9
NO	81.8	81.6	85.7	76.5	84.3	80.9	82.2	78.5	92.3	79.2	79.3	83.8	77.8	82.5	79.5	79.4	79.3	84.3	83.0	80.1	73.1
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-63.5	-63.2	-71.4	-53.1	-68.7	-61.8	-64.4	-57.0	-84.6	-58.4	-58.6	-67.6	-55.6	-65.0	-59.0	-58.8	-58.7	-68.5	-66.0	-60.1	-46.2

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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20. HAVE YOU EVER HEARD OF OR VISITED THE TALKITOUTNC.ORG (TALK-IT-OUT-N-C-DOT-ORG) WEBSITE, FACEBOOK PAGE, TWITTER OR YOUTUBE SITE?"

	TOTAL	CHOICE MODEL	S/R/H ADS TO	HEARD/VISIT			
		WHEN PPL YOUR	STOP UNDERAGE	TALKITOUT.ORG			
		AGE DRINK	DRINKING				
		RESP.	IRRES-	YES	NO	YES	NO
		DECI-	PONS-				
		SIONS	IBLE				
Total	300	13	282	154	141	55	245
YES	18.2	35.1	17.4	23.9	12.6	100.0	-
NO	81.8	64.9	82.6	76.1	87.4	-	100.0
DK/REFUSED	-	-	-	-	-	-	-
Net Diff.	-63.5	-29.8	-65.1	-52.2	-74.7	100.0	-100.0

THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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20. HAVE YOU EVER HEARD OF OR VISITED THE TALKITOUTNC.ORG (TALK-IT-OUT-N-C-DOT-ORG) WEBSITE, FACEBOOK PAGE, TWITTER OR YOUTUBE SITE?"

	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	141	1	13	34	49	44	156	42	47	48	19	97	108	23	39	73	78	69	77
YES	18.2	18.2	-	19.0	17.7	21.0	15.9	18.6	4.1	12.4	34.8	25.9	17.3	18.8	22.5	18.0	13.9	18.2	22.8	19.0
NO	81.8	81.8	100.0	81.0	82.3	79.0	84.1	81.4	95.9	87.6	65.2	74.1	82.7	81.2	77.5	82.0	86.1	81.8	77.2	81.0
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-63.5	-63.5	-100.0	-61.9	-64.7	-58.0	-68.3	-62.7	-91.8	-75.3	-30.4	-48.2	-65.4	-62.4	-54.9	-64.0	-72.2	-63.5	-54.4	-61.9

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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20. HAVE YOU EVER HEARD OF OR VISITED THE TALKITOUTNC.ORG (TALK-IT-OUT-N-C-DOT-ORG) WEBSITE, FACEBOOK PAGE, TWITTER OR YOUTUBE SITE?"

	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	19	208	62	3	6	105	32	103	30	153	147
YES	18.2	14.9	17.9	19.7	28.4	26.5	13.4	27.5	22.6	11.2	15.9	20.6
NO	81.8	85.1	82.1	80.3	71.6	73.5	86.6	72.5	77.4	88.8	84.1	79.4
DK/REFUSED	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-63.5	-70.2	-64.2	-60.7	-43.3	-47.0	-73.3	-45.0	-54.9	-77.5	-68.1	-58.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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NC STATEWIDE - STUDENTS GRADES 6th-12th

## 21. 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	40	11	46	85	36	49	53	26	26	13	34	20
14/YOUNGER	47.0	46.1	48.6	25.4	48.8	51.1	54.5	48.6	47.1	49.1	45.2	66.5	38.1	37.3
10	0.4	1.2	-	-	2.5	-	-	-	-	-	-	-	-	-
11	4.2	2.9	3.6	-	3.1	7.7	6.9	8.3	-	-	-	16.2	3.7	-
12	11.2	13.4	11.9	12.2	15.0	9.2	9.0	9.2	8.1	5.7	10.5	11.9	15.7	9.3
13	16.4	10.4	15.9	-	8.2	15.9	17.3	14.9	25.0	32.5	17.5	29.3	15.8	17.5
14	14.8	18.0	17.1	13.2	20.0	18.3	21.2	16.0	14.1	10.9	17.2	9.0	2.9	10.5
15/OLDER	51.9	51.7	51.4	74.6	46.4	48.9	45.5	51.4	50.9	50.9	50.9	33.5	61.9	62.7
15	14.1	12.7	12.0	29.5	9.4	10.9	6.8	14.0	14.7	13.2	16.2	16.0	12.3	33.3
16	15.6	17.9	12.6	28.4	20.1	15.1	24.4	8.3	12.2	12.2	12.2	11.6	13.5	21.5
17	15.9	17.6	24.0	5.2	15.1	17.9	10.0	23.8	12.6	13.4	11.7	5.9	24.2	-
18/OLDER	6.3	3.4	2.8	11.4	1.9	4.9	4.2	5.4	11.4	12.1	10.7	-	11.9	7.8
REFUSED	1.1	2.3	-	-	4.8	-	-	-	2.0	-	4.0	-	-	-
Mean	14.66	14.66	14.70	15.23	14.47	14.57	14.47	14.65	14.83	14.82	14.84	13.55	15.01	14.72

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

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NC STATEWIDE - STUDENTS GRADES 6th-12th

## 21. 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	120	37	38	45	180	50	46	47	38	81	127	17	45	65	88	55	92	164	135
14/YOUNGER	47.0	96.3	100.0	91.4	97.4	14.3	46.7	1.8	-	4.1	95.9	15.5	100.0	12.2	95.1	12.5	97.8	16.1	29.9	67.6
10	0.4	1.0	3.2	-	-	-	-	-	-	-	1.4	-	-	-	1.8	-	-	-	-	0.9
11	4.2	10.6	34.6	-	-	-	-	-	-	-	8.6	-	19.0	-	6.8	-	15.1	-	1.5	7.6
12	11.2	28.0	56.3	28.6	4.7	-	-	-	-	-	23.9	-	37.0	-	21.9	-	35.3	-	4.4	19.5
13	16.4	39.9	5.9	62.9	48.1	0.9	-	-	-	4.1	41.1	1.2	35.7	-	40.0	1.8	39.7	-	10.2	24.1
14	14.8	16.9	-	-	44.6	13.4	46.7	1.8	-	-	20.8	14.3	8.2	12.2	24.6	10.7	7.7	16.1	13.8	15.5
15/OLDER	51.9	1.0	-	-	2.6	85.7	53.3	98.2	100.0	95.9	1.4	84.5	-	87.8	1.8	87.5	-	83.9	70.1	30.0
15	14.1	1.0	-	-	2.6	22.7	48.9	32.1	1.6	3.0	1.4	24.2	-	19.4	1.8	25.8	-	19.8	15.1	12.9
16	15.6	-	-	-	-	26.0	4.4	64.9	32.4	-	-	26.7	-	22.4	-	20.9	-	30.8	22.4	7.4
17	15.9	-	-	-	-	26.4	-	1.3	64.7	44.5	-	23.2	-	34.3	-	31.3	-	21.7	22.5	7.9
18/OLDER	6.3	-	-	-	-	10.6	-	-	1.2	48.4	-	10.4	-	11.7	-	9.5	-	11.6	10.1	1.8
REFUSED	1.1	2.7	-	8.6	-	-	-	-	-	-	2.7	-	-	-	3.1	-	2.2	-	-	2.4
Mean	14.66	12.66	11.65	12.69	13.45	15.95	14.58	15.66	16.66	17.26	12.78	15.88	12.33	16.14	12.87	15.98	12.41	15.93	15.44	13.69

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 21. HOW OLD ARE YOU?

	TOTAL	TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		THINK IT'S		THINK IT'S		THINK IT'S		THINK IT'S	
		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK	
		(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		ALCOHOL		(6th-8th)		(9th-12th)		(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	37	83	128	52	117	90	34	29	74	79	90	56	107	179	16	99	92	80	70	128
14/YOUNGER	47.0	100.0	94.7	9.8	24.0	28.6	70.0	29.8	45.1	30.2	63.5	29.7	73.3	26.6	59.5	100.0	95.6	14.0	14.7	28.7	57.0
10	0.4	-	1.4	-	-	-	1.3	-	-	-	1.5	-	-	-	0.6	-	1.2	-	-	-	0.9
11	4.2	6.6	12.3	-	-	1.1	6.3	-	11.6	-	5.5	2.7	10.6	1.1	6.4	7.4	11.6	-	-	-	5.4
12	11.2	19.9	31.6	-	-	-	21.5	15.3	4.6	3.9	14.2	4.8	27.0	1.2	17.5	8.0	31.6	-	-	1.8	13.5
13	16.4	45.9	37.2	-	3.0	11.5	23.8	5.0	15.9	10.4	25.0	10.1	22.8	8.2	21.2	56.2	36.7	-	2.0	9.9	21.2
14	14.8	27.7	12.1	9.8	21.0	16.0	17.1	9.5	13.0	15.8	17.3	12.1	12.9	16.1	13.7	28.4	14.5	14.0	12.7	17.0	16.0
15/OLDER	51.9	-	1.4	90.2	76.0	71.4	27.6	70.2	54.9	69.8	33.9	70.3	24.5	73.4	38.7	-	1.2	86.0	85.3	71.3	41.3
15	14.1	-	1.4	19.4	31.4	16.8	13.6	10.3	18.3	15.3	16.0	14.9	8.5	12.7	14.8	-	1.2	14.8	31.8	14.4	15.4
16	15.6	-	-	28.9	19.3	22.6	8.2	21.9	9.2	18.1	6.4	26.0	8.8	18.7	13.7	-	-	21.8	30.8	18.0	14.9
17	15.9	-	-	29.0	20.5	20.7	5.8	29.7	18.8	26.8	9.9	19.0	5.0	27.4	8.8	-	-	32.1	19.7	24.7	9.1
18/OLDER	6.3	-	-	13.0	4.8	11.3	-	8.2	8.7	9.6	1.6	10.4	2.2	14.7	1.4	-	-	17.2	3.1	14.2	1.9
REFUSED	1.1	-	3.9	-	-	-	2.4	-	-	-	2.5	-	2.2	-	1.8	-	3.3	-	-	-	1.7
Mean	14.66	12.95	12.53	16.16	15.48	15.55	13.55	15.41	14.68	15.52	13.89	15.38	13.40	15.77	13.96	13.06	12.57	16.24	15.63	15.68	14.12

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 21. 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 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	29	30	42	101	65	78	184	112	43	74	141	38	128	76	41	21	89	61	95	51
14/YOUNGER	47.0	12.1	58.5	23.0	57.5	28.9	62.1	30.9	72.2	100.0	94.1	9.6	29.5	29.1	74.7	27.7	54.9	28.2	73.8	33.4	70.3
10	0.4	-	-	-	1.1	-	-	-	1.0	-	1.6	-	-	-	1.5	-	-	-	1.9	-	-
11	4.2	-	10.9	-	4.3	1.8	9.1	0.7	10.2	2.9	15.4	-	-	1.0	7.5	-	15.9	-	7.2	1.3	13.9
12	11.2	-	21.3	-	13.1	1.9	23.2	5.8	20.5	24.7	30.9	-	-	1.0	24.0	12.0	7.2	3.0	18.8	8.4	22.6
13	16.4	-	15.2	-	24.8	13.6	16.6	11.5	24.1	49.1	34.3	-	4.2	11.8	24.7	8.0	14.0	9.6	29.1	13.3	18.0
14	14.8	12.1	11.1	23.0	14.1	11.6	13.1	12.8	16.4	23.4	11.8	9.6	25.4	15.4	16.9	7.7	17.8	15.5	16.9	10.3	15.9
15/OLDER	51.9	87.9	41.5	77.0	40.5	71.1	36.4	69.1	24.9	-	1.6	90.4	70.5	70.9	22.4	72.3	45.1	71.8	22.9	66.6	27.3
15	14.1	11.3	17.8	13.2	17.2	12.3	11.8	16.1	11.1	-	1.6	21.1	29.9	18.4	10.9	14.3	13.2	17.2	14.2	15.2	7.4
16	15.6	17.8	15.9	17.2	10.4	19.6	18.0	21.4	6.1	-	-	28.0	18.0	22.7	5.5	17.8	12.7	18.4	2.5	24.3	10.4
17	15.9	40.8	7.9	32.3	11.4	24.3	5.4	22.4	5.8	-	-	29.2	17.0	20.1	4.8	30.5	13.3	27.8	4.8	17.3	6.9
18/OLDER	6.3	18.0	-	14.2	1.5	15.0	1.2	9.2	1.9	-	-	12.0	5.6	9.7	1.2	9.7	5.9	8.4	1.4	9.9	2.4
REFUSED	1.1	-	-	-	2.0	-	1.6	-	2.9	-	4.4	-	-	-	2.9	-	-	-	3.3	-	2.4
Mean	14.66	16.41	13.83	16.01	14.10	15.61	13.78	15.38	13.47	12.93	12.46	16.13	15.35	15.46	13.38	15.48	14.26	15.55	13.41	15.21	13.53



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 21. 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	79	7	72	3	6	33	30	86	42	36	9	-	53	61
14/YOUNGER	47.0	53.1	83.3	50.0	71.2	67.6	68.0	24.8	8.5	17.5	-	-	-	48.6	9.8
10	0.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-
11	4.2	1.6	-	1.7	-	19.7	-	-	-	-	-	-	-	2.3	-
12	11.2	10.5	17.1	9.9	18.7	-	13.4	7.3	1.5	3.2	-	-	-	2.3	-
13	16.4	23.2	35.9	21.9	52.5	47.9	29.8	5.0	-	-	-	-	-	24.8	-
14	14.8	17.8	30.4	16.5	-	-	24.9	12.5	7.0	14.4	-	-	-	19.1	9.8
15/OLDER	51.9	46.9	16.7	50.0	28.8	32.4	32.0	75.2	91.5	82.5	100.0	100.0	-	51.4	90.2
15	14.1	20.6	-	22.7	28.8	17.2	19.6	26.6	11.2	18.2	5.9	-	-	26.0	13.4
16	15.6	15.8	6.4	16.7	-	-	12.4	26.6	28.7	28.5	28.5	30.0	-	17.0	29.1
17	15.9	8.0	10.3	7.7	-	15.2	-	15.2	36.3	28.2	43.4	46.0	-	7.0	31.4
18/OLDER	6.3	2.6	-	2.8	-	-	-	6.8	15.3	7.5	22.3	24.0	-	1.5	16.2
REFUSED	1.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	14.66	14.37	13.74	14.44	13.39	13.56	13.88	15.33	16.36	15.84	16.82	16.94	-	14.50	16.31

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

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McLAUGHLIN & ASSOCIATES  
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## 21. 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						(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	18	21	36	43	43	43	83	30	53	75	7	3	4	26	76	28	48	49
14/YOUNGER	47.0	55.2	6.4	43.1	10.7	61.4	6.3	14.4	12.6	15.4	44.3	100.0	100.0	100.0	100.0	6.7	4.5	8.0	14.9
10	0.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
11	4.2	-	-	-	-	2.9	-	-	-	-	1.7	-	-	-	4.8	-	-	-	-
12	11.2	19.8	6.4	4.8	-	15.3	3.0	3.9	8.4	1.4	4.9	48.1	100.0	17.0	14.3	-	-	-	-
13	16.4	18.0	-	18.7	-	26.9	-	3.3	-	5.2	17.5	40.1	-	64.2	50.7	-	-	-	-
14	14.8	17.3	-	19.7	10.7	16.2	3.3	7.2	4.1	8.9	20.2	11.7	-	18.8	30.2	6.7	4.5	8.0	14.9
15/OLDER	51.9	44.8	93.6	56.9	89.3	38.6	93.7	85.6	87.4	84.6	55.7	-	-	-	-	93.3	95.5	92.0	85.1
15	14.1	12.0	7.4	20.2	13.3	21.0	9.2	12.9	22.8	7.3	19.0	-	-	-	-	14.1	24.9	7.9	29.1
16	15.6	11.9	24.9	16.2	23.2	15.4	34.1	24.8	7.8	34.4	21.3	-	-	-	-	27.0	8.5	37.4	32.6
17	15.9	14.1	48.1	14.8	41.9	2.2	30.7	32.8	47.7	24.2	11.8	-	-	-	-	35.7	52.1	26.4	18.1
18/OLDER	6.3	6.8	13.3	5.7	11.0	-	19.6	15.2	9.1	18.6	3.5	-	-	-	-	16.5	10.0	20.3	5.3
REFUSED	1.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	14.66	14.48	16.42	14.91	16.29	13.92	16.42	16.10	16.01	16.16	14.79	12.64	12.00	13.02	13.06	16.41	16.38	16.43	15.70

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 21. HOW OLD ARE YOU?

	TOTAL	OFTEN THEY DRINK ALCOHOL (WHITE)				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				AT WHAT AGE DO YOU THINK IT'S APPROPRIATE TO START DRINKING ALCOHOL			
		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	UNDER 21	21/ OVER	21	22+
Total	300	53	17	36	57	22	8	14	12	36	9	27	39	47	21	26	36	59	227	201	27
14/YOUNGER	47.0	11.4	7.2	13.5	43.3	14.5	17.8	12.5	38.9	11.2	-	15.1	39.2	16.8	18.2	15.7	49.9	43.7	48.0	44.5	74.4
10	0.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
11	4.2	-	-	-	2.2	-	-	-	-	-	-	-	-	-	-	-	3.5	4.7	4.4	4.9	-
12	11.2	-	-	-	2.2	6.7	17.8	-	11.1	-	-	-	3.0	7.0	12.2	2.8	7.1	8.1	12.2	9.9	29.3
13	16.4	5.1	-	7.5	12.3	-	-	-	27.8	3.1	-	4.2	14.9	3.4	-	6.1	20.4	15.3	16.6	14.0	36.4
14	14.8	6.3	7.2	5.9	26.7	7.8	-	12.5	-	8.1	-	10.9	21.4	6.4	6.0	6.8	18.9	15.6	14.9	15.7	8.7
15/OLDER	51.9	88.6	92.8	86.5	56.7	85.5	82.2	87.5	61.1	88.8	100.0	84.9	60.8	83.2	81.8	84.3	50.1	52.5	51.6	55.0	25.6
15	14.1	16.6	29.2	10.6	21.2	6.8	18.1	-	18.5	14.1	23.4	10.8	20.1	12.0	22.5	3.6	17.9	5.4	16.5	17.2	10.7
16	15.6	26.4	6.6	35.9	21.0	21.8	-	35.0	20.8	21.7	20.2	22.3	19.0	27.1	2.2	47.1	23.8	24.2	13.5	14.7	4.5
17	15.9	30.5	53.1	19.7	9.8	38.9	46.2	34.5	21.8	38.6	43.1	37.0	17.9	28.2	49.8	10.9	5.3	18.2	14.8	15.4	10.3
18/OLDER	6.3	15.0	3.9	20.3	4.6	17.9	17.9	18.0	-	14.3	13.3	14.7	3.8	15.8	7.3	22.7	3.1	4.6	6.8	7.7	-
REFUSED	1.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.8	0.4	0.5	-
Mean	14.66	16.16	16.17	16.15	14.88	16.25	15.93	16.45	14.75	16.28	16.46	16.21	15.06	15.97	15.81	16.10	14.49	14.85	14.61	14.75	13.56

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 21. HOW OLD ARE YOU?

	TOTAL					PARENTS TALK ABOUT DRINKING					PARENTS TALK ABOUT DRINKING					PARENTS TALK ABOUT DRINKING				
	ALCOHOL					ALCOHOL					ALCOHOL					ALCOHOL				
	(6th-8th)					(6th-8th)					(9th-12th)					(9th-12th)				
	TALK ABOUT	A Lot	Some- times	NEVER		TALK ABOUT	A Lot	Some- times	NEVER		TALK ABOUT	A Lot	Some- times	NEVER		TALK ABOUT	A Lot	Some- times	NEVER	
Total	300	250	66	184	48	101	25	76	19	150	42	108	29							
14/YOUNGER	47.0	45.4	44.9	45.6	56.8	96.6	100.0	95.5	94.9	10.9	12.2	10.4	32.2							
10	0.4	0.5	1.8	-	-	1.2	4.7	-	-	-	-	-	-							
11	4.2	3.4	4.6	3.0	8.5	8.5	12.4	7.3	21.6	-	-	-	-							
12	11.2	12.1	6.3	14.1	7.0	29.9	17.1	34.1	17.9	-	-	-	-							
13	16.4	16.5	17.7	16.1	16.6	39.4	47.5	36.8	42.3	1.0	-	1.5	-							
14	14.8	13.0	14.5	12.4	24.7	17.6	18.4	17.3	13.2	9.9	12.2	9.0	32.2							
15/OLDER	51.9	53.7	55.1	53.2	41.2	1.2	-	1.5	-	89.1	87.8	89.6	67.8							
15	14.1	15.0	16.4	14.5	6.5	1.2	-	1.5	-	24.4	26.1	23.7	10.8							
16	15.6	15.9	15.9	15.9	14.6	-	-	-	-	26.6	25.4	27.1	24.0							
17	15.9	16.0	15.5	16.2	15.5	-	-	-	-	26.8	24.7	27.7	25.5							
18/OLDER	6.3	6.7	7.3	6.5	4.6	-	-	-	-	11.2	11.6	11.1	7.6							
REFUSED	1.1	0.9	-	1.2	2.0	2.3	-	3.0	5.1	-	-	-	-							
Mean	14.66	14.70	14.73	14.69	14.45	12.69	12.62	12.71	12.50	16.02	15.97	16.04	15.65							

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 21. HOW OLD ARE YOU?

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT	
		ALCOHOL				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	300	177	41	135	31	48	19	29	14	125	40	85	28	125	26	99	21	187	110	68	51
14/YOUNGER	47.0	44.7	50.6	42.9	59.1	33.7	27.1	38.1	47.2	45.4	42.3	46.8	56.7	45.4	48.8	44.5	57.0	46.9	48.1	100.0	91.3
10	0.4	0.7	2.8	-	-	-	-	-	-	0.9	2.9	-	-	-	-	-	-	0.6	-	1.7	-
11	4.2	3.1	3.0	3.2	4.6	3.8	9.4	-	10.5	2.3	-	3.4	5.5	4.6	11.6	2.7	12.5	3.3	5.9	9.0	12.9
12	11.2	9.1	3.0	10.9	10.9	13.5	-	22.6	-	9.7	4.8	12.0	7.2	14.4	8.7	15.9	6.9	9.4	14.5	25.8	31.5
13	16.4	16.7	24.5	14.4	17.0	9.7	8.4	10.5	11.1	17.6	18.1	17.4	19.4	15.3	17.0	14.9	12.9	15.7	17.5	41.8	36.4
14	14.8	15.1	17.2	14.5	26.6	6.7	9.2	5.0	25.6	14.8	16.5	14.0	24.7	11.1	11.5	11.1	24.8	17.8	10.2	21.8	10.5
15/OLDER	51.9	54.6	49.4	56.2	37.8	66.3	72.9	61.9	52.8	53.8	57.7	51.9	39.8	53.6	51.2	54.2	43.0	53.1	49.0	-	2.3
15	14.1	17.0	13.3	18.1	5.8	15.3	28.2	6.8	9.4	17.7	21.3	16.0	6.5	12.3	8.9	13.3	6.6	12.2	15.7	-	2.3
16	15.6	16.7	17.3	16.5	13.7	16.3	11.6	19.4	15.5	12.1	11.8	12.3	11.8	19.7	22.2	19.0	18.3	17.4	13.1	-	-
17	15.9	13.8	14.6	13.6	16.0	26.9	20.2	31.4	17.4	17.8	18.0	17.8	19.0	14.2	11.7	14.9	10.7	16.7	14.5	-	-
18/OLDER	6.3	7.1	4.3	7.9	2.3	7.8	13.0	4.4	10.5	6.1	6.6	5.9	2.6	7.3	8.4	7.0	7.3	6.9	5.7	-	-
REFUSED	1.1	0.7	-	0.9	3.1	-	-	-	-	0.8	-	1.2	3.5	1.0	-	1.2	-	-	2.9	-	6.4
Mean	14.66	14.74	14.58	14.79	14.39	15.12	15.27	15.01	14.92	14.73	14.86	14.67	14.49	14.67	14.53	14.70	14.40	14.77	14.45	12.73	12.55

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 21. HOW OLD ARE YOU?

	TOTAL	TALK W/PARENT		TALK W/PARENT		TALK W/PARENT		TALK W/PARENT		TALK W/PARENT		EMBARRASSED/		EMBARRASSED/		EMBARRASSED/		EMBARRASSED/		EMBARRASSED/	
	LAST FEW MTHS (9th-12th)	LAST FEW MTHS (WHITE)		LAST FEW MTHS (AFR. AMER.)		LAST FEW MTHS (MALE)		LAST FEW MTHS (FEMALE)		AFRAID 2 TALK W/ PARENTS		AFRAID 2 TALK (6th-8th)		AFRAID 2 TALK (9th-12th)		AFRAID 2 TALK (WHITE)		AFRAID 2 TALK (AFR. AMER.)			
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO		
Total	300	118	59	128	76	39	24	95	56	91	53	126	157	43	67	84	90	89	108	24	35
14/YOUNGER	47.0	16.2	11.2	47.2	47.5	33.0	43.1	48.1	46.2	45.7	50.1	41.4	49.5	92.6	98.2	15.3	13.1	43.4	48.3	28.0	40.4
10	0.4	-	-	0.9	-	-	-	1.2	-	-	-	-	0.7	-	1.7	-	-	-	1.1	-	-
11	4.2	-	-	2.5	4.9	4.7	6.5	2.1	4.3	4.6	7.6	3.8	5.0	11.3	11.7	-	-	2.1	4.7	7.5	4.4
12	11.2	-	-	7.4	13.1	7.3	15.5	8.3	11.1	10.6	18.1	3.4	15.9	10.0	37.2	-	-	2.4	13.9	-	12.4
13	16.4	0.7	1.3	15.3	19.2	12.0	6.8	17.2	18.4	14.2	16.5	16.1	16.4	47.7	36.0	-	1.7	17.5	16.1	7.1	13.0
14	14.8	15.5	9.9	21.1	10.3	9.1	14.3	19.3	12.4	16.2	7.8	18.1	11.4	23.5	11.5	15.3	11.4	21.3	12.5	13.3	10.6
15/OLDER	51.9	83.8	88.8	52.8	49.6	67.0	56.9	51.9	50.3	54.3	47.7	57.0	49.7	2.7	-	84.7	86.9	55.5	50.5	72.0	59.6
15	14.1	19.2	27.2	10.7	21.0	22.5	-	14.0	18.9	10.3	12.4	13.3	14.5	2.7	-	18.7	25.2	14.0	15.5	12.7	16.2
16	15.6	27.4	24.3	18.4	13.4	16.1	16.0	12.1	12.2	22.8	14.1	17.3	15.3	-	-	26.2	26.8	17.5	16.1	15.8	17.8
17	15.9	26.3	26.8	16.1	10.7	21.9	29.2	19.9	14.3	13.3	14.6	18.1	14.4	-	-	27.3	25.2	16.8	12.7	26.7	22.1
18/OLDER	6.3	10.8	10.5	7.6	4.6	6.4	11.7	5.9	4.8	7.8	6.5	8.2	5.5	-	-	12.4	9.6	7.2	6.3	16.7	3.6
REFUSED	1.1	-	-	-	2.9	-	-	-	3.6	-	2.3	1.6	0.8	4.7	1.8	-	-	1.1	1.1	-	-
Mean	14.66	15.96	15.97	14.85	14.39	15.06	15.09	14.77	14.54	14.78	14.36	15.02	14.45	12.96	12.45	16.03	15.91	15.01	14.49	15.62	14.82

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 21. HOW OLD ARE YOU?

	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	63	80	64	77	279	180	98	20	62	45	119	53	112	78	48	12	93	54	88	45
14/YOUNGER	47.0	45.9	46.5	37.0	52.6	45.0	42.0	50.3	76.5	94.8	97.4	14.6	10.2	37.7	53.2	41.7	14.6	44.4	48.8	39.6	52.1
10	0.4	-	1.5	-	-	0.4	0.6	-	-	1.9	-	-	-	1.0	-	-	-	1.3	-	-	-
11	4.2	3.0	3.1	4.6	7.0	3.5	5.5	-	14.4	15.9	-	-	-	3.7	-	7.0	-	4.7	-	6.2	-
12	11.2	5.7	12.1	1.1	19.9	11.0	11.7	9.9	14.4	34.1	21.5	-	-	8.9	8.4	13.5	-	13.3	3.4	9.9	17.6
13	16.4	13.4	19.8	18.8	12.9	15.7	9.7	26.6	24.0	28.5	56.2	-	1.5	9.2	27.5	6.7	14.6	10.6	27.4	8.8	25.7
14	14.8	23.8	10.0	12.5	12.8	14.3	14.5	13.8	23.6	14.4	19.7	14.6	8.8	14.9	17.3	14.4	-	14.5	18.0	14.6	8.8
15/OLDER	51.9	50.9	53.5	63.0	45.8	53.9	56.2	49.7	23.5	-	2.6	85.4	89.8	60.3	46.8	58.3	85.4	53.4	51.2	59.1	47.9
15	14.1	15.0	16.3	11.7	12.5	14.8	14.6	15.2	-	-	2.6	22.2	25.9	16.5	15.9	13.1	21.1	17.3	14.8	11.8	15.6
16	15.6	10.0	14.1	24.5	16.6	15.7	16.3	14.6	15.7	-	-	24.8	27.0	19.4	13.4	9.8	32.6	11.9	12.5	21.0	17.0
17	15.9	20.1	17.2	16.1	11.6	16.5	17.4	14.9	7.9	-	-	26.5	27.6	16.5	11.9	24.5	31.8	17.4	20.1	17.4	8.7
18/OLDER	6.3	5.8	5.9	10.6	5.1	6.8	7.8	5.0	-	-	-	11.9	9.3	7.9	5.6	11.0	-	6.9	3.8	8.8	6.5
REFUSED	1.1	3.2	-	-	1.6	1.2	1.8	-	-	5.2	-	-	-	2.0	-	-	-	2.2	-	1.4	-
Mean	14.66	14.87	14.61	15.17	14.28	14.74	14.80	14.63	13.59	12.40	13.03	15.99	15.98	14.96	14.56	14.95	15.67	14.66	14.81	14.95	14.41

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 21. HOW OLD ARE YOU?

	TOTAL	CHOICE MODEL WHEN PPL YOUR AGE DRINK	S/R/H ADS TO STOP UNDERAGE DRINKING	HEARD/VISIT TALKITOUT.ORG			
		RESP. DECI- SIONS	IRRES- PONS- IBLE	YES 	NO 	YES 	NO 
Total	300	13	282	154	141	55	245
14/YOUNGER	47.0	58.3	46.5	46.2	47.9	47.0	47.0
10	0.4	-	0.4	0.8	-	-	0.5
11	4.2	9.0	4.1	3.0	5.7	4.4	4.2
12	11.2	9.1	11.5	13.4	9.1	10.8	11.3
13	16.4	33.7	15.5	14.3	17.6	18.9	15.9
14	14.8	6.5	15.0	14.7	15.4	12.9	15.2
15/OLDER	51.9	41.7	52.4	53.0	50.7	53.0	51.6
15	14.1	11.9	14.4	15.9	11.8	3.2	16.5
16	15.6	12.4	15.8	15.0	16.8	10.6	16.7
17	15.9	11.3	16.0	16.0	15.9	30.3	12.7
18/OLDER	6.3	6.0	6.2	6.2	6.3	9.0	5.7
REFUSED	1.1	-	1.1	0.8	1.4	-	1.3
Mean	14.66	14.16	14.67	14.66	14.66	14.97	14.59



# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

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McLAUGHLIN & ASSOCIATES  
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## 21. 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	141	1	13	34	49	44	156	42	47	48	19	97	108	23	39	73	78	69	77
14/YOUNGER	47.0	100.0	100.0	100.0	100.0	100.0	100.0	-	-	-	-	-	100.0	-	100.0	-	100.0	-	100.0	-
10	0.4	0.8	100.0	-	-	-	-	-	-	-	-	-	1.2	-	-	-	1.6	-	-	-
11	4.2	9.0	-	100.0	-	-	-	-	-	-	-	-	7.1	-	14.5	-	6.0	-	12.1	-
12	11.2	23.8	-	-	100.0	-	-	-	-	-	-	-	19.9	-	28.2	-	19.5	-	28.3	-
13	16.4	34.9	-	-	-	100.0	-	-	-	-	-	-	35.8	-	27.2	-	37.8	-	31.8	-
14	14.8	31.5	-	-	-	-	100.0	-	-	-	-	-	35.9	-	30.1	-	35.0	-	27.8	-
15/OLDER	51.9	-	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0	-	100.0	-	100.0	-	100.0	-	100.0
15	14.1	-	-	-	-	-	-	27.1	100.0	-	-	-	-	29.4	-	22.1	-	30.6	-	23.6
16	15.6	-	-	-	-	-	-	30.1	-	100.0	-	-	-	31.2	-	25.5	-	23.5	-	36.7
17	15.9	-	-	-	-	-	-	30.6	-	-	100.0	-	-	27.2	-	39.1	-	35.2	-	25.9
18/OLDER	6.3	-	-	-	-	-	-	12.2	-	-	-	100.0	-	12.2	-	13.3	-	10.7	-	13.8
REFUSED	1.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	14.66	12.87	10.00	11.00	12.00	13.00	14.00	16.28	15.00	16.00	17.00	18.00	12.98	16.22	12.73	16.44	12.99	16.26	12.75	16.30

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 21. HOW OLD ARE YOU?

	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	19	208	62	3	6	105	32	103	30	153	147
14/YOUNGER	47.0	70.2	46.8	36.8	71.6	71.7	50.3	28.2	43.3	46.1	47.4	46.6
10	0.4	-	0.6	-	-	-	1.1	-	-	-	0.8	-
11	4.2	12.8	3.3	5.3	-	-	2.7	4.7	4.0	6.0	2.9	5.6
12	11.2	28.6	9.3	10.4	-	20.1	7.7	4.7	11.0	16.5	9.3	13.2
13	16.4	28.9	16.8	10.0	33.2	28.1	17.8	14.4	15.8	5.3	18.0	14.8
14	14.8	-	16.8	11.1	38.5	23.5	21.0	4.4	12.5	18.2	16.6	12.9
15/OLDER	51.9	29.8	52.1	63.2	28.4	28.3	48.8	71.8	55.5	53.9	51.2	52.6
15	14.1	7.4	15.3	14.0	-	5.0	16.9	19.4	13.6	8.2	15.7	12.4
16	15.6	10.7	16.3	16.1	-	16.7	12.5	10.3	20.1	22.3	12.1	19.3
17	15.9	8.6	14.2	24.7	28.4	6.6	14.3	34.4	14.1	14.3	18.1	13.6
18/OLDER	6.3	3.0	6.4	8.4	-	-	5.0	7.8	7.7	9.1	5.5	7.3
REFUSED	1.1	-	1.1	-	-	-	0.9	-	1.2	-	1.3	0.8
Mean	14.66	13.42	14.69	15.07	14.52	13.90	14.60	15.36	14.78	14.76	14.69	14.63

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22. 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	40	11	46	85	36	49	53	26	26	13	34	20
YES	6.3	8.4	8.8	-	10.0	4.6	4.5	4.6	4.6	5.9	3.3	9.2	2.4	12.8
NO	92.8	91.6	91.2	100.0	90.0	95.4	95.5	95.4	93.4	94.1	92.8	90.8	93.1	87.2
DK/REFUSED	0.9	-	-	-	-	-	-	-	2.0	-	4.0	-	4.5	-

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22. 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	120	37	38	45	180	50	46	47	38	81	127	17	45	65	88	55	92	164	135	
YES	6.3	11.1	19.3	13.1	2.8	3.1	2.8	4.4	2.9	2.3	-	-	-	-	9.6	4.8	12.8	1.5	5.1	7.8	
NO	92.8	88.0	80.7	84.2	97.2	96.0	94.2	95.6	97.1	97.7	100.0	100.0	100.0	96.6	88.7	93.5	87.2	98.5	94.9	90.3	
DK/REFUSED	0.9	0.9	-	2.8	-	0.8	3.0	-	-	-	-	-	-	3.4	1.6	1.7	-	-	-	1.9	

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

	TOTAL	TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		THINK IT'S		THINK IT'S		THINK IT'S		THINK IT'S	
		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK	
		(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		ALCOHOL		(6th-8th)		(9th-12th)		(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	300	37	83	128	52	117	90	34	29	74	79	90	56	107	179	16	99	92	80	70	128		
YES	6.3	7.7	12.6	4.4	-	-	-	-	-	8.0	5.8	2.8	10.6	3.8	7.9	13.9	11.2	2.0	3.8	-	-		
NO	92.8	92.3	86.1	95.6	97.1	100.0	100.0	100.0	94.7	92.0	91.0	97.2	89.4	96.2	90.7	86.1	87.8	98.0	94.3	100.0	100.0		
DK/REFUSED	0.9	-	1.3	-	2.9	-	-	-	5.3	-	3.2	-	-	-	1.4	-	1.1	-	1.9	-	-		

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22. 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  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	29	30	42	101	65	78	184	112	43	74	141	38	128	76	41	21	89	61	95	51
YES	6.3	-	-	4.4	7.8	3.3	8.0	4.6	9.4	9.8	12.2	3.0	3.7	-	-	-	-	7.2	6.7	2.2	12.6
NO	92.8	100.0	95.0	95.6	89.7	96.7	92.0	95.4	88.3	90.2	86.3	97.0	92.3	100.0	100.0	100.0	92.7	92.8	89.1	97.8	87.4
DK/REFUSED	0.9	-	5.0	-	2.5	-	-	-	2.3	-	1.4	-	4.0	-	-	-	7.3	-	4.2	-	-

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22. 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	79	7	72	3	6	33	30	86	42	36	9	-	53	61
YES	6.3	4.7	13.9	3.8	-	-	-	9.1	3.4	1.8	2.4	14.8	-	-	-
NO	92.8	95.3	86.1	96.2	100.0	100.0	100.0	90.9	96.6	98.2	97.6	85.2	-	100.0	100.0
DK/REFUSED	0.9	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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22. 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						(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	18	21	36	43	43	43	83	30	53	75	7	3	4	26	76	28	48	49
YES	6.3	-	-	4.7	6.8	4.8	-	3.9	10.7	-	5.6	15.4	41.0	-	8.4	2.9	7.9	-	4.1
NO	92.8	100.0	100.0	95.3	93.2	95.2	100.0	96.1	89.3	100.0	94.4	84.6	59.0	100.0	91.6	97.1	92.1	100.0	95.9
DK/REFUSED	0.9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



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

	TOTAL	OFTEN THEY DRINK ALCOHOL (WHITE)				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				AT WHAT AGE DO YOU THINK IT'S APPROPRIATE TO START DRINKING ALCOHOL			
		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	UNDER 21	21/ OVER	21	22+
Total	300	53	17	36	57	22	8	14	12	36	9	27	39	47	21	26	36	59	227	201	27
YES	6.3	-	-	-	-	-	-	-	-	6.0	23.4	-	8.2	2.2	5.0	-	2.8	3.5	6.5	4.8	19.7
NO	92.8	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	94.0	76.6	100.0	91.8	97.8	95.0	100.0	97.2	94.7	93.5	95.2	80.3
DK/REFUSED	0.9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.8	-	-	-

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

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING			
		ALCOHOL				ALCOHOL				ALCOHOL			
						(6th-8th)				(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	250	66	184	48	101	25	76	19	150	42	108	29
YES	6.3	5.9	4.9	6.2	5.9	10.9	7.7	11.9	12.2	2.5	3.2	2.2	1.8
NO	92.8	93.1	92.8	93.2	94.1	88.1	92.3	86.7	87.8	96.5	93.2	97.8	98.2
DK/REFUSED	0.9	1.0	2.3	0.6	-	1.0	-	1.4	-	1.0	3.7	-	-

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

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT	
		ALCOHOL				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	300	177	41	135	31	48	19	29	14	125	40	85	28	125	26	99	21	187	110	68	51
YES	6.3	-	-	-	-	-	-	-	-	7.0	5.4	7.7	6.1	4.7	4.0	4.9	5.6	6.0	6.9	12.4	9.5
NO	92.8	100.0	100.0	100.0	100.0	96.8	92.0	100.0	100.0	91.0	90.7	91.0	93.9	95.3	96.0	95.1	94.4	93.1	92.1	87.6	88.4
DK/REFUSED	0.9	-	-	-	-	3.2	8.0	-	-	2.1	3.8	1.2	-	-	-	-	-	0.8	1.0	-	2.1

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

	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)		(AFR. AMER.)		(MALE)		(FEMALE)		W/ PARENTS		(6th-8th)		(9th-12th)		(WHITE)		(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	118	59	128	76	39	24	95	56	91	53	126	157	43	67	84	90	89	108	24	35	
YES	6.3	2.4	4.7	-	-	-	-	8.3	4.6	3.7	9.4	8.1	4.7	12.2	10.2	6.0	0.6	-	-	-	-	
NO	92.8	96.3	95.3	100.0	100.0	96.1	100.0	90.1	93.6	96.3	90.6	91.1	94.3	85.4	89.8	94.0	97.7	100.0	100.0	100.0	95.6	
DK/REFUSED	0.9	1.3	-	-	-	3.9	-	1.6	1.9	-	-	0.8	1.0	2.5	-	-	1.7	-	-	-	4.4	

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

	TOTAL	EMBARRASSED/		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		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	300	63	80	64	77	279	180	98	20	62	45	119	53	112	78	48	12	93	54	88	45
YES	6.3	10.3	3.4	5.9	6.1	6.3	6.6	5.8	6.2	13.8	7.9	2.9	4.1	-	-	-	-	7.7	6.3	5.5	5.3
NO	92.8	88.0	94.7	94.1	93.9	92.7	92.0	94.2	93.8	84.5	92.1	95.8	95.9	100.0	100.0	96.8	100.0	89.6	93.7	94.5	94.7
DK/REFUSED	0.9	1.7	1.9	-	-	0.9	1.4	-	-	1.7	-	1.3	-	-	-	3.2	-	2.8	-	-	-

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

	TOTAL	CHOICE MODEL		S/R/H ADS TO		HEARD/VISIT	
		WHEN PPL YOUR	AGE DRINK	STOP UNDERAGE	DRINKING	TALKITOUT.ORG	
		RESP.	IRRES-	YES	NO	YES	NO
		DECI-	PONS-				
		SIONS	IBLE				
Total	300	13	282	154	141	55	245
YES	6.3	28.0	5.0	5.9	7.0	5.1	6.6
NO	92.8	72.0	94.1	94.1	91.2	94.9	92.4
DK/REFUSED	0.9	-	0.9	-	1.8	-	1.0



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22. 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	141		1	13	34	49	44	156	42	47	48	19	97	108	23	39	73	78	69	77
YES	6.3	9.4		-	19.0	16.1	11.1	-	3.6	3.3	4.3	3.4	3.0	-	-	-	-	8.6	5.4	10.3	1.8
NO	92.8	90.6	100.0	81.0	83.9	88.9	100.0	95.4	93.1	95.7	96.6	97.0	100.0	100.0	100.0	96.1	91.4	92.7	89.7	98.2	
DK/REFUSED	0.9	-	-	-	-	-	-	-	1.0	3.6	-	-	-	-	-	-	3.9	-	1.9	-	

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22. 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	19	208	62	3	6	105	32	103	30	153	147
YES	6.3	100.0	-	-	-	-	-	-	-	-	6.8	5.7
NO	92.8	-	100.0	97.6	100.0	100.0	100.0	95.3	100.0	100.0	91.5	94.3
DK/REFUSED	0.9	-	-	2.4	-	-	-	4.7	-	-	1.7	



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## 23. 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	40	11	46	85	36	49	53	26	26	13	34	20
HISPANIC	6.3	8.4	8.8	-	10.0	4.6	4.5	4.6	4.6	5.9	3.3	9.2	2.4	12.8
WHITE	69.2	65.0	67.4	13.1	75.2	67.8	51.7	79.8	79.1	69.5	88.8	66.2	60.9	84.5
AFRICAN AMERICAN	20.7	25.3	21.8	86.7	13.8	22.2	34.3	13.2	12.3	24.6	-	24.7	28.1	-
ASIAN	1.0	-	-	-	-	2.4	3.2	1.8	-	-	-	-	3.0	-
OTHER	2.1	1.3	2.0	0.2	1.0	3.0	6.3	0.6	-	-	-	-	5.7	2.7
DK/REFUSED	0.7	-	-	-	-	-	-	-	4.0	-	8.0	-	-	-

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## 23. 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	120	37	38	45	180	50	46	47	38	81	127	17	45	65	88	55	92	164	135
HISPANIC	6.3	11.1	19.3	13.1	2.8	3.1	2.8	4.4	2.9	2.3	-	-	-	-	9.6	4.8	12.8	1.5	5.1	7.8
WHITE	69.2	67.6	61.3	66.2	73.8	70.3	76.4	74.8	52.1	78.9	100.0	100.0	-	-	67.7	69.1	67.5	71.4	71.1	66.7
AFRICAN AMERICAN	20.7	14.6	13.2	15.2	15.2	24.8	19.4	17.8	43.2	17.7	-	-	100.0	100.0	14.0	26.1	15.2	23.5	20.4	21.2
ASIAN	1.0	1.8	2.7	-	2.5	0.5	-	-	1.8	-	-	-	-	-	3.3	-	-	0.9	0.5	1.6
OTHER	2.1	3.2	3.5	-	5.7	1.4	1.4	3.0	-	1.1	-	-	-	-	2.1	-	4.5	2.7	2.9	1.2
DK/REFUSED	0.7	1.8	-	5.6	-	-	-	-	-	-	-	-	-	-	3.2	-	-	-	-	1.6

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## 23. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		THINK IT'S		THINK IT'S		THINK IT'S		THINK IT'S	
		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK	
		(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		ALCOHOL		(6th-8th)		(9th-12th)		(WHITE)	
		YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	OKAY	NOT OKAY	OKAY	NOT OKAY	OKAY	NOT OKAY
<hr/>																					
Total	300	37	83	128	52	117	90	34	29	74	79	90	56	107	179	16	99	92	80	70	128
HISPANIC	6.3	7.7	12.6	4.4	-	-	-	-	-	8.0	5.8	2.8	10.6	3.8	7.9	13.9	11.2	2.0	3.8	-	-
WHITE	69.2	61.7	70.2	73.7	61.2	100.0	100.0	-	-	64.6	72.1	76.3	59.1	64.9	71.4	68.1	67.7	64.4	76.1	100.0	100.0
AFRICAN AMERICAN	20.7	22.6	11.0	19.8	37.5	-	-	100.0	100.0	25.6	16.7	16.2	27.5	27.1	16.9	-	15.9	31.7	18.2	-	-
ASIAN	1.0	-	2.6	0.7	-	-	-	-	-	-	2.7	0.9	-	1.1	1.0	7.4	1.0	-	1.1	-	-
OTHER	2.1	8.0	1.1	1.4	1.3	-	-	-	-	1.8	-	3.7	2.8	3.2	1.6	10.7	2.2	1.9	0.9	-	-
DK/REFUSED	0.7	-	2.5	-	-	-	-	-	-	-	2.7	-	-	-	1.2	-	2.1	-	-	-	-

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## 23. 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   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	29	30	42	101	65	78	184	112	43	74	141	38	128	76	41	21	89	61	95	51	
HISPANIC	6.3	-	-	4.4	7.8	3.3	8.0	4.6	9.4	9.8	12.2	3.0	3.7	-	-	-	-	7.2	6.7	2.2	12.6	
WHITE	69.2	-	-	62.7	71.4	66.3	71.4	69.4	67.6	58.8	71.7	72.7	59.7	100.0	100.0	-	-	62.0	76.3	76.4	57.2	
AFRICAN AMERICAN	20.7	100.0	100.0	28.3	17.2	26.2	16.5	22.4	18.7	22.4	10.5	22.4	34.7	-	-	100.0	100.0	28.2	11.6	17.0	27.1	
ASIAN	1.0	-	-	2.7	1.0	-	1.1	1.0	1.0	2.3	1.6	0.6	-	-	-	-	-	1.1	1.9	0.9	-	
OTHER	2.1	-	-	1.9	0.5	4.1	2.9	2.6	1.4	6.8	1.2	1.3	1.8	-	-	-	-	1.5	-	3.5	3.1	
DK/REFUSED	0.7	-	-	-	2.1	-	-	-	1.9	-	2.8	-	-	-	-	-	-	-	3.4	-	-	

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23. 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	79	7	72	3	6	33	30	86	42	36	9	-	53	61
HISPANIC	6.3	4.7	13.9	3.8	-	-	-	9.1	3.4	1.8	2.4	14.8	-	-	-
WHITE	69.2	67.2	27.4	71.2	80.7	69.0	68.5	73.6	70.7	81.8	61.5	55.9	-	100.0	100.0
AFRICAN AMERICAN	20.7	23.1	41.5	21.2	-	17.2	28.4	16.4	24.0	14.6	33.7	29.3	-	-	-
ASIAN	1.0	-	-	-	-	-	-	-	1.0	-	2.4	-	-	-	-
OTHER	2.1	5.0	17.2	3.8	19.3	13.8	3.1	1.0	0.8	1.7	-	-	-	-	-
DK/REFUSED	0.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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23. 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						(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	18	21	36	43	43	43	83	30	53	75	7	3	4	26	76	28	48	49
HISPANIC	6.3	-	-	4.7	6.8	4.8	-	3.9	10.7	-	5.6	15.4	41.0	-	8.4	2.9	7.9	-	4.1
WHITE	69.2	-	-	61.8	61.9	71.6	79.6	64.5	57.4	68.5	75.8	40.1	-	64.2	66.8	66.6	62.7	68.9	80.6
AFRICAN AMERICAN	20.7	100.0	100.0	29.8	31.3	17.5	16.8	27.0	28.0	26.4	15.7	22.1	59.0	-	17.7	27.4	25.1	28.7	14.7
ASIAN	1.0	-	-	-	-	-	2.0	1.0	-	1.6	1.3	-	-	-	3.8	1.1	-	1.8	-
OTHER	2.1	-	-	3.7	-	6.1	1.7	3.6	3.9	3.4	1.6	22.3	-	35.8	3.4	1.9	4.3	0.6	0.6
DK/REFUSED	0.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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23. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	OFTEN THEY DRINK ALCOHOL (WHITE)				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				AT WHAT AGE DO YOU THINK IT'S APPROPRIATE TO START DRINKING ALCOHOL			
		LEAST/ Least/ Least/ LESS/				LEAST/ Least/ Least/ LESS/				LEAST/ Least/ Least/ LESS/				LEAST/ Least/ Least/ LESS/				UNDER	21/	21	22+
		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				21	OVER		
		MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH				
Total	300	53	17	36	57	22	8	14	12	36	9	27	39	47	21	26	36	59	227	201	27
HISPANIC	6.3	-	-	-	-	-	-	-	-	6.0	23.4	-	8.2	2.2	5.0	-	2.8	3.5	6.5	4.8	19.7
WHITE	69.2	100.0	100.0	100.0	100.0	-	-	-	-	54.7	34.8	61.6	68.7	72.1	67.5	75.7	83.5	72.0	69.8	70.7	63.0
AFRICAN AMERICAN	20.7	-	-	-	-	100.0	100.0	100.0	100.0	37.1	41.8	35.4	20.6	19.2	21.8	17.1	10.4	15.4	21.5	22.3	15.6
ASIAN	1.0	-	-	-	-	-	-	-	-	-	-	-	2.5	1.8	-	3.3	-	3.6	0.4	0.4	-
OTHER	2.1	-	-	-	-	-	-	-	-	2.2	-	3.0	-	4.7	5.7	3.9	3.3	3.7	1.8	1.8	1.8
DK/REFUSED	0.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.8	-	-	-

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## 23. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING			
		ALCOHOL				ALCOHOL				ALCOHOL			
		(6th-8th)				(6th-8th)				(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	250	66	184	48	101	25	76	19	150	42	108	29
HISPANIC	6.3	5.9	4.9	6.2	5.9	10.9	7.7	11.9	12.2	2.5	3.2	2.2	1.8
WHITE	69.2	70.5	62.1	73.6	64.3	66.9	71.0	65.6	71.4	73.0	56.9	79.2	59.7
AFRICAN AMERICAN	20.7	19.1	28.9	15.5	29.8	14.2	13.8	14.3	16.4	22.3	37.8	16.4	38.5
ASIAN	1.0	1.2	-	1.6	-	2.1	-	2.8	-	0.6	-	0.8	-
OTHER	2.1	2.5	2.5	2.5	-	3.8	3.2	4.0	-	1.7	2.1	1.5	-
DK/REFUSED	0.7	0.8	1.6	0.6	-	2.1	4.3	1.4	-	-	-	-	-



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## 23. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT	
		ALCOHOL				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	300	177	41	135	31	48	19	29	14	125	40	85	28	125	26	99	21	187	110	68	51
HISPANIC	6.3	-	-	-	-	-	-	-	-	7.0	5.4	7.7	6.1	4.7	4.0	4.9	5.6	6.0	6.9	12.4	9.5
WHITE	69.2	100.0	100.0	100.0	100.0	-	-	-	-	65.9	56.9	70.1	80.3	75.2	70.2	76.6	42.6	68.8	69.0	66.6	68.5
AFRICAN AMERICAN	20.7	-	-	-	-	100.0	100.0	100.0	100.0	22.7	33.1	17.8	13.6	15.4	22.5	13.6	51.8	20.7	21.4	13.5	16.2
ASIAN	1.0	-	-	-	-	-	-	-	-	1.7	-	2.5	-	0.7	-	0.9	-	1.1	0.9	1.7	2.0
OTHER	2.1	-	-	-	-	-	-	-	-	1.1	2.0	0.6	-	4.0	3.4	4.1	-	2.9	0.8	4.3	1.7
DK/REFUSED	0.7	-	-	-	-	-	-	-	-	1.7	2.6	1.2	-	-	-	-	-	0.6	1.0	1.5	2.1

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## 23. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	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
Total	300	118	59	128	76	39	24	95	56	91	53	126	157	43	67	84	90	89	108	24	35
HISPANIC	6.3	2.4	4.7	-	-	-	-	8.3	4.6	3.7	9.4	8.1	4.7	12.2	10.2	6.0	0.6	-	-	-	-
WHITE	69.2	70.0	69.4	100.0	100.0	-	-	65.3	73.2	72.4	64.5	70.1	68.9	69.0	68.7	70.7	69.0	100.0	100.0	-	-
AFRICAN AMERICAN	20.7	24.8	25.9	-	-	100.0	100.0	22.7	18.6	18.5	24.4	18.9	22.2	11.5	15.5	22.6	27.3	-	-	100.0	100.0
ASIAN	1.0	0.7	-	-	-	-	-	1.2	1.8	0.9	-	-	1.2	-	1.5	-	0.9	-	-	-	-
OTHER	2.1	2.1	-	-	-	-	-	1.4	-	4.5	1.6	2.1	2.3	4.8	2.6	0.7	2.1	-	-	-	-
DK/REFUSED	0.7	-	-	-	-	-	-	1.1	1.9	-	-	0.8	0.7	2.5	1.6	-	-	-	-	-	-

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## 23. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL		EMBARRASSED/ AFRAID 2 TALK		EMBARRASSED/ AFRAID 2 TALK		ALCOHOL USE BY PEOPLE YOUR AGE IS...				ALCOHOL USE BY YOUR AGE		ALCOHOL USE BY YOUR AGE		ALCOHOL USE BY YOUR AGE		ALCOHOL USE BY YOUR AGE		ALCOHOL USE BY YOUR AGE		ALCOHOL USE BY YOUR AGE	
			(MALE)		(FEMALE)						(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(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	63	80	64	77	77	279	180	98	20	62	45	119	53	112	78	48	12	93	54	88	45
HISPANIC	6.3	10.3	3.4	5.9	6.1	6.1	6.3	6.6	5.8	6.2	13.8	7.9	2.9	4.1	-	-	-	-	7.7	6.3	5.5	5.3
WHITE	69.2	67.8	69.5	72.3	68.1	68.1	68.3	62.1	79.8	79.3	53.8	82.9	66.3	77.1	100.0	100.0	-	-	61.2	79.5	62.9	80.1
AFRICAN AMERICAN	20.7	18.0	24.5	19.7	19.9	19.9	21.3	26.4	11.8	14.5	23.3	3.7	28.0	18.7	-	-	100.0	100.0	25.1	14.2	27.8	9.0
ASIAN	1.0	-	1.2	-	1.1	1.1	1.1	1.7	-	-	3.5	-	0.7	-	-	-	-	-	2.3	-	1.0	-
OTHER	2.1	2.1	-	2.0	4.8	4.8	2.3	2.1	2.5	-	2.2	5.5	2.1	*	-	-	-	-	1.5	-	2.8	5.6
DK/REFUSED	0.7	1.7	1.3	-	-	-	0.8	1.2	-	-	3.4	-	-	-	-	-	-	-	2.3	-	-	-

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## 23. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	TOTAL	CHOICE MODEL WHEN PPL YOUR AGE DRINK	S/R/H ADS TO STOP UNDERAGE DRINKING	HEARD/VISIT TALKITOUT.ORG			
		RESP. DECI- SIONS	IRRES- PONS- IBLE	YES 	NO 	YES 	NO 
Total	300	13	282	154	141	55	245
HISPANIC	6.3	28.0	5.0	5.9	7.0	5.1	6.6
WHITE	69.2	53.2	70.2	72.4	65.8	67.9	69.5
AFRICAN AMERICAN	20.7	11.9	21.1	18.8	22.4	22.3	20.3
ASIAN	1.0	-	1.1	-	2.1	1.6	0.9
OTHER	2.1	6.9	1.9	2.3	1.9	3.1	1.9
DK/REFUSED	0.7	-	0.7	0.7	0.7	-	0.9

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## 23. 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	141	1	13	34	49	44	156	42	47	48	19	97	108	23	39	73	78	69	77
HISPANIC	6.3	9.4	-	19.0	16.1	11.1	-	3.6	3.3	4.3	3.4	3.0	-	-	-	-	8.6	5.4	10.3	1.8
WHITE	69.2	68.9	100.0	54.8	57.8	70.7	78.6	69.5	75.4	72.1	61.7	69.5	100.0	100.0	-	-	72.6	65.2	65.0	73.9
AFRICAN AMERICAN	20.7	16.2	-	26.2	19.2	12.6	15.5	25.2	20.6	21.3	32.2	27.5	-	-	100.0	100.0	12.5	29.4	20.1	20.9
ASIAN	1.0	1.5	-	-	-	2.0	2.6	0.5	-	-	1.8	-	-	-	-	-	3.0	-	-	1.1
OTHER	2.1	3.2	-	-	3.8	3.6	3.3	1.1	0.7	2.2	0.9	-	-	-	-	-	1.9	-	4.6	2.3
DK/REFUSED	0.7	0.7	-	-	3.1	-	-	-	-	-	-	-	-	-	-	-	1.4	-	-	-

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23. WHAT IS YOUR MAIN RACIAL BACKGROUND?

	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	19	208	62	3	6	105	32	103	30	153	147
HISPANIC	6.3	100.0	-	-	-	-	-	-	-	-	6.8	5.7
WHITE	69.2	-	100.0	-	-	-	100.0	-	100.0	-	68.5	69.9
AFRICAN AMERICAN	20.7	-	-	100.0	-	-	-	100.0	-	100.0	21.0	20.4
ASIAN	1.0	-	-	-	100.0	-	-	-	-	-	1.4	0.6
OTHER	2.1	-	-	-	-	100.0	-	-	-	-	0.9	3.4
DK/REFUSED	0.7	-	-	-	-	-	-	-	-	-	1.4	-

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24. 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	40	11	46	85	36	49	53	26	26	13	34	20
MALE	51.0	51.8	51.7	35.3	55.9	44.6	44.8	44.5	58.6	51.4	65.7	43.4	50.9	58.7
FEMALE	49.0	48.2	48.3	64.7	44.1	55.4	55.2	55.5	41.4	48.6	34.3	56.6	49.1	41.3

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## 24. GENDER:

	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



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## 24. GENDER:

	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
Total	300	37	83	128	52	117	90	34	29	74	79	90	56	107	179	16	99	92	80	70	128
MALE	51.0	48.9	56.4	43.8	62.4	40.9	63.4	56.4	46.4	100.0	100.0	-	-	39.5	56.4	28.4	56.0	41.4	56.9	38.1	56.4
FEMALE	49.0	51.1	43.6	56.2	37.6	59.1	36.6	43.6	53.6	-	-	100.0	100.0	60.5	43.6	71.6	44.0	58.6	43.1	61.9	43.6

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## 24. 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   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	29	30	42	101	65	78	184	112	43	74	141	38	128	76	41	21	89	61	95	51
MALE	51.0	41.4	57.4	100.0	100.0	-	-	48.3	54.6	42.8	59.1	50.0	45.8	43.1	61.7	60.7	34.1	100.0	100.0	-	-
FEMALE	49.0	58.6	42.6	-	-	100.0	100.0	51.7	45.4	57.2	40.9	50.0	54.2	56.9	38.3	39.3	65.9	-	-	100.0	100.0

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24. 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	79	7	72	3	6	33	30	86	42	36	9	-	53	61
MALE	51.0	45.4	62.6	43.7	71.2	12.2	39.7	51.9	49.9	46.4	50.7	62.9	-	41.8	43.6
FEMALE	49.0	54.6	37.4	56.3	28.8	87.8	60.3	48.1	50.1	53.6	49.3	37.1	-	58.2	56.4



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24. GENDER:

	TOTAL		AGE STARTED		AGE STARTED		AGE STARTED		OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL				OFTEN THEY DRINK ALCOHOL			
	DRINKING		DRINKING		DRINKING		DRINKING													
	(AFRICAN AMR)		(MALE)		(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	18	21	36	43	43	43	83	30	53	75	7	3	4	26	76	28	48	49	
MALE	51.0	58.6	65.0	100.0	100.0	-	-	43.7	31.0	51.0	52.0	28.4	-	45.5	46.2	45.1	33.9	51.4	55.1	
FEMALE	49.0	41.4	35.0	-	-	100.0	100.0	56.3	69.0	49.0	48.0	71.6	100.0	54.5	53.8	54.9	66.1	48.6	44.9	

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24. GENDER:

	TOTAL	OFTEN THEY DRINK ALCOHOL (WHITE)				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				AT WHAT AGE DO YOU THINK IT'S APPROPRIATE TO START DRINKING ALCOHOL			
		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	UNDER 21	21/ OVER	21	22+
Total	300	53	17	36	57	22	8	14	12	36	9	27	39	47	21	26	36	59	227	201	27
MALE	51.0	37.1	18.8	45.8	47.1	60.0	46.4	68.3	68.1	100.0	100.0	100.0	100.0	-	-	-	-	43.9	50.8	49.2	62.4
FEMALE	49.0	62.9	81.2	54.2	52.9	40.0	53.6	31.7	31.9	-	-	-	-	100.0	100.0	100.0	100.0	56.1	49.2	50.8	37.6

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## 24. GENDER:

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING			
		ALCOHOL				ALCOHOL				ALCOHOL			
		(6th-8th)				(9th-12th)							
		TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER	TALK	A Lot	Some-	NEVER
		ABOUT		times		ABOUT		times		ABOUT		times	
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	300	250	66	184	48	101	25	76	19	150	42	108	29
MALE	51.0	50.0	60.4	46.3	57.4	52.0	60.2	49.4	65.0	48.7	60.5	44.2	52.5
FEMALE	49.0	50.0	39.6	53.7	42.6	48.0	39.8	50.6	35.0	51.3	39.5	55.8	47.5

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## 24. GENDER:

	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	177	41	135	31	48	19	29	14	125	40	85	28	125	26	99	21	187	110	68	51
MALE	51.0	46.7	55.3	44.1	71.8	59.5	69.1	53.1	26.1	100.0	100.0	100.0	100.0	-	-	-	-	51.0	51.3	56.5	50.1
FEMALE	49.0	53.3	44.7	55.9	28.2	40.5	30.9	46.9	73.9	-	-	-	-	100.0	100.0	100.0	100.0	49.0	48.7	43.5	49.9

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## 24. GENDER:

	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)		(AFR. AMER.)		(MALE)		(FEMALE)		W/ PARENTS		(6th-8th)		(9th-12th)		(WHITE)		(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	118	59	128	76	39	24	95	56	91	53	126	157	43	67	84	90	89	108	24	35	
MALE	51.0	47.9	52.4	48.5	54.5	56.1	44.6	100.0	100.0	-	-	49.6	51.0	60.1	48.4	44.2	52.9	48.0	51.5	47.4	56.2	
FEMALE	49.0	52.1	47.6	51.5	45.5	43.9	55.4	-	-	100.0	100.0	50.4	49.0	39.9	51.6	55.8	47.1	52.0	48.5	52.6	43.8	



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## 24. GENDER:

	TOTAL		EMBARRASSED/		EMBARRASSED/		ALCOHOL USE BY PEOPLE				ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE		ALCOHOL USE	
	AFRAID 2 TALK		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	
	(MALE)		(FEMALE)		(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	BIG	SMALL
					LEM	Prob.	Prob.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.	PROB.
Total	300	63	80	64	77	279	180	98	20	62	45	119	53	112	78	48	12	93	54	88	45	
MALE	51.0	100.0	100.0	-	-	52.5	51.3	54.5	30.3	58.0	54.1	47.9	54.9	50.7	54.3	48.7	65.5	100.0	100.0	-	-	
FEMALE	49.0	-	-	100.0	100.0	47.5	48.7	45.5	69.7	42.0	45.9	52.1	45.1	49.3	45.7	51.3	34.5	-	-	100.0	100.0	

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24. GENDER:

	TOTAL	CHOICE MODEL		S/R/H ADS TO		HEARD/VISIT	
		WHEN PPL YOUR	AGE DRINK	STOP UNDERAGE	DRINKING	TALKITOUT.ORG	
		RESP.	IRRES-	YES	NO	YES	NO
		DECI-	PONS-				
		SIONS	IBLE				
Total	300	13	282	154	141	55	245
MALE	51.0	58.8	50.2	50.8	49.5	44.6	52.4
FEMALE	49.0	41.2	49.8	49.2	50.5	55.4	47.6



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24. 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	141	1	13	34	49	44	156	42	47	48	19	97	108	23	39	73	78	69	77
MALE	51.0	51.4	100.0	34.6	42.2	55.7	57.2	50.4	56.8	39.4	58.0	43.9	54.2	47.2	39.7	58.8	100.0	100.0	-	-
FEMALE	49.0	48.6	-	65.4	57.8	44.3	42.8	49.6	43.2	60.6	42.0	56.1	45.8	52.8	60.3	41.2	-	-	100.0	100.0

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24. GENDER:

	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	19	208	62	3	6	105	32	103	30	153	147
MALE	51.0	55.4	50.5	51.8	71.6	21.3	100.0	100.0	-	-	100.0	-
FEMALE	49.0	44.6	49.5	48.2	28.4	78.7	-	-	100.0	100.0	-	100.0



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## 25. 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	40	11	46	85	36	49	53	26	26	13	34	20
RALEIGH	32.0	100.0	100.0	100.0	100.0	-	-	-	-	-	-	-	-	-
DURHAM/WAKE	13.2	41.2	100.0	-	-	-	-	-	-	-	-	-	-	-
CUMBERLAND	3.6	11.2	-	100.0	-	-	-	-	-	-	-	-	-	-
REST	15.2	47.5	-	-	100.0	-	-	-	-	-	-	-	-	-
CHARLOTTE	28.2	-	-	-	-	100.0	100.0	100.0	-	-	-	-	-	-
GASTON/MECKLENBURG	12.0	-	-	-	-	42.6	100.0	-	-	-	-	-	-	-
REST	16.2	-	-	-	-	57.4	-	100.0	-	-	-	-	-	-
GREENSBORO	17.6	-	-	-	-	-	-	-	100.0	100.0	100.0	-	-	-
FORSYTHE/GUILFORD	8.8	-	-	-	-	-	-	-	50.0	100.0	-	-	-	-
REST	8.8	-	-	-	-	-	-	-	50.0	-	100.0	-	-	-
WILMINGTON	4.2	-	-	-	-	-	-	-	-	-	-	100.0	-	-
EAST	11.2	-	-	-	-	-	-	-	-	-	-	-	100.0	-
WEST	6.8	-	-	-	-	-	-	-	-	-	-	-	-	100.0

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 25. 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	120	37	38	45	180	50	46	47	38	81	127	17	45	65	88	55	92	164	135
RALEIGH	32.0	31.7	31.3	28.4	34.8	32.2	29.5	35.4	38.5	24.2	35.5	26.6	28.0	43.4	31.6	33.2	31.9	31.2	31.1	33.3
DURHAM/WAKE	13.2	13.3	11.6	13.3	14.6	13.2	11.7	14.1	15.9	10.5	17.1	10.1	-	19.3	11.2	15.0	15.7	11.4	13.1	13.4
CUMBERLAND	3.6	2.3	-	3.5	3.2	4.5	2.5	5.5	6.6	3.2	-	1.1	15.8	14.8	2.2	2.7	2.4	6.2	4.1	3.0
REST	15.2	16.1	19.7	11.6	17.1	14.6	15.3	15.7	16.0	10.5	18.4	15.3	12.3	9.3	18.1	15.6	13.8	13.6	14.0	16.8
CHARLOTTE	28.2	29.7	36.2	28.5	25.3	27.2	25.6	30.4	24.9	28.3	27.5	27.7	45.5	24.3	29.1	21.4	30.3	32.8	28.0	28.0
GASTON/MECKLENBURG	12.0	13.3	12.9	12.4	14.4	11.1	7.3	18.6	12.0	6.1	10.3	8.1	26.0	17.5	15.4	7.0	10.9	15.1	11.4	12.8
REST	16.2	16.3	23.3	16.1	10.9	16.1	18.3	11.9	12.9	22.2	17.2	19.6	19.5	6.8	13.7	14.5	19.5	17.7	16.5	15.3
GREENSBORO	17.6	17.8	4.1	21.8	25.6	17.5	20.8	13.2	14.4	21.9	19.6	20.5	8.6	11.2	20.9	19.7	14.2	15.3	20.2	14.5
FORSYTHE/GUILFORD	8.8	9.4	4.1	9.4	13.6	8.4	7.8	6.5	11.1	8.4	10.7	7.6	8.6	11.2	9.9	8.1	8.8	8.7	12.3	4.6
REST	8.8	8.5	-	12.4	12.0	9.0	13.0	6.7	3.4	13.5	8.8	12.9	-	-	11.0	11.6	5.4	6.6	8.0	9.9
WILMINGTON	4.2	6.0	5.6	9.5	3.6	3.0	6.3	3.2	1.6	-	3.7	4.2	17.8	-	7.1	1.0	4.8	4.9	4.4	3.9
EAST	11.2	10.9	17.6	11.9	4.5	11.4	5.0	6.2	17.0	19.3	11.9	8.6	-	21.1	8.5	13.1	13.6	9.8	8.8	14.3
WEST	6.8	3.9	5.2	-	6.1	8.7	12.8	11.6	3.5	6.3	1.9	12.4	-	-	2.8	11.5	5.2	6.0	7.5	6.0

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## 25. SURVEY AREA:

	TOTAL	TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		TALKED ABOUT		THINK IT'S		THINK IT'S		THINK IT'S		THINK IT'S	
		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		DRINKING		OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK		OKAY TO DRINK	
		(6th-8th)		(9th-12th)		(WHITE)		(AFR. AMER.)		(MALE)		(FEMALE)		ALCOHOL		(6th-8th)		(9th-12th)		(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	300	37	83	128	52	117	90	34	29	74	79	90	56	107	179	16	99	92	80	70	128		
RALEIGH	32.0	34.8	30.3	30.1	38.0	26.5	35.0	43.0	34.5	33.6	31.6	29.1	35.7	33.1	32.0	23.8	33.1	34.7	30.6	30.5	30.3		
DURHAM/WAKE	13.2	14.5	12.7	12.7	14.5	12.5	13.5	11.5	16.7	15.3	11.6	11.3	16.0	12.8	14.4	5.1	15.2	14.1	13.5	13.0	13.7		
CUMBERLAND	3.6	3.9	1.6	4.1	5.4	1.0	0.3	16.6	13.3	3.1	2.0	4.9	4.6	5.0	3.0	-	2.8	5.9	3.3	1.6	0.2		
REST	15.2	16.5	16.0	13.3	18.1	13.1	21.1	14.9	4.5	15.2	18.0	12.9	15.1	15.3	14.5	18.7	15.1	14.7	13.8	15.8	16.3		
CHARLOTTE	28.2	25.1	31.6	28.8	22.2	30.4	23.4	21.5	40.5	22.9	26.3	32.1	30.4	24.7	29.4	20.4	32.5	25.5	25.6	24.3	28.3		
GASTON/MECKLENBURG	12.0	13.0	13.5	11.0	11.6	10.7	6.8	12.5	28.6	8.7	12.3	13.7	13.5	9.8	12.1	13.0	14.0	9.3	9.8	4.0	10.3		
REST	16.2	12.1	18.2	17.8	10.6	19.7	16.6	9.0	11.9	14.2	14.1	18.4	17.0	14.9	17.3	7.5	18.5	16.1	15.9	20.3	18.0		
GREENSBORO	17.6	21.5	16.2	19.9	11.8	21.7	18.3	19.4	-	23.8	16.9	17.3	11.1	17.9	17.8	30.7	15.7	15.7	20.3	21.3	19.7		
FORSYTHE/GUILFORD	8.8	15.8	6.5	11.3	1.6	11.2	5.8	19.4	-	14.3	3.8	10.6	5.8	11.7	7.2	30.7	6.4	8.5	8.2	11.8	7.3		
REST	8.8	5.7	9.7	8.6	10.3	10.5	12.5	-	-	9.5	13.1	6.7	5.3	6.1	10.6	-	9.3	7.2	12.1	9.5	12.5		
WILMINGTON	4.2	7.2	5.5	3.6	1.4	4.0	4.1	4.5	5.6	1.2	5.8	7.1	1.3	1.8	5.1	7.4	4.5	0.8	5.8	1.1	5.9		
EAST	11.2	9.7	11.4	8.5	18.9	7.4	13.1	11.6	19.4	9.5	12.8	8.2	16.3	13.3	10.3	8.0	11.0	14.2	9.5	8.7	10.6		
WEST	6.8	1.5	5.0	9.2	7.8	10.0	6.1	-	-	9.1	6.7	6.1	5.1	9.2	5.4	9.7	3.2	9.1	8.2	14.2	5.1		

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## 25. 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	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Total	300	29	30	42	101	65	78	184	112	43	74	141	38	128	76	41	21	89	61	95	51
RALEIGH	32.0	42.3	39.6	39.2	30.7	29.1	33.7	31.6	32.6	32.9	30.2	31.2	37.2	27.7	33.8	41.8	33.8	36.1	26.8	27.5	39.6
DURHAM/WAKE	13.2	13.3	15.7	21.4	11.2	7.1	18.5	13.4	13.4	15.3	12.5	12.8	15.2	13.9	11.8	12.5	16.7	17.7	7.7	9.3	20.4
CUMBERLAND	3.6	14.7	16.8	2.0	2.9	7.0	3.1	3.8	3.5	6.3	-	3.0	10.3	0.9	0.4	14.0	17.2	2.5	2.5	4.9	4.6
REST	15.2	14.3	7.0	15.8	16.5	15.0	12.0	14.5	15.7	11.3	17.7	15.5	11.7	13.0	21.6	15.2	-	15.8	16.6	13.4	14.6
CHARLOTTE	28.2	20.7	38.4	17.8	26.6	29.2	33.0	28.2	29.2	28.4	31.4	28.2	25.0	28.0	28.5	26.1	38.4	22.8	28.7	33.3	29.9
GASTON/MECKLENBURG	12.0	15.5	22.2	6.7	11.4	11.9	12.9	12.0	12.5	13.4	13.7	11.5	10.2	8.7	10.0	18.8	22.1	9.1	13.2	14.7	11.7
REST	16.2	5.2	16.2	11.1	15.2	17.3	20.1	16.3	16.7	15.0	17.7	16.7	14.8	19.4	18.5	7.4	16.3	13.7	15.4	18.6	18.2
GREENSBORO	17.6	9.8	12.1	16.5	22.8	18.8	11.3	18.9	15.1	15.1	18.5	20.1	8.5	22.1	16.4	12.1	7.2	19.4	20.5	18.4	8.6
FORSYTHE/GUILFORD	8.8	9.8	12.1	8.0	10.1	14.2	3.6	11.1	4.3	12.3	6.5	10.8	-	10.9	4.3	12.1	7.2	10.2	5.5	12.0	2.7
REST	8.8	-	-	8.6	12.7	4.6	7.8	7.8	10.8	2.8	12.0	9.3	8.5	11.2	12.1	-	-	9.3	15.0	6.4	5.9
WILMINGTON	4.2	-	4.9	-	3.8	2.9	6.7	3.6	4.4	7.2	5.6	2.5	2.0	2.7	4.9	7.5	-	2.8	4.9	4.3	3.7
EAST	11.2	27.2	5.0	15.4	9.7	11.9	11.2	9.6	13.8	11.6	10.8	9.0	19.5	8.2	12.4	12.4	20.6	10.1	12.3	9.1	15.5
WEST	6.8	-	-	11.0	6.4	8.0	4.1	8.1	5.0	4.8	3.5	9.1	7.8	11.2	3.9	-	-	8.7	6.9	7.4	2.7



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## 25. 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	79	7	72	3	6	33	30	86	42	36	9	-	53	61
RALEIGH	32.0	32.9	47.0	31.4	0.6	17.2	35.2	33.4	31.5	32.6	31.3	26.5	-	28.7	27.4
DURHAM/WAKE	13.2	10.6	10.8	10.6	-	-	15.5	8.7	15.4	11.5	21.7	8.4	-	11.9	14.0
CUMBERLAND	3.6	5.3	19.5	3.8	0.6	17.2	1.7	3.7	1.5	3.2	-	-	-	1.0	-
REST	15.2	16.9	16.7	17.0	-	-	18.0	21.0	14.5	18.0	9.7	18.2	-	15.7	13.4
CHARLOTTE	28.2	27.7	-	30.5	28.2	41.3	30.0	29.1	26.8	21.8	28.1	45.0	-	31.9	23.6
GASTON/MECKLENBURG	12.0	13.3	-	14.7	-	26.0	13.8	14.7	10.6	7.0	10.4	28.1	-	10.5	7.5
REST	16.2	14.4	-	15.8	28.2	15.2	16.2	14.4	16.3	14.9	17.7	17.0	-	21.4	16.1
GREENSBORO	17.6	19.7	13.9	20.3	25.6	21.9	22.1	17.4	19.8	18.3	24.5	8.7	-	21.1	24.5
FORSYTHE/GUILFORD	8.8	13.9	13.9	13.9	25.6	21.9	18.3	6.2	9.8	7.7	14.8	-	-	12.4	10.3
REST	8.8	5.8	-	6.4	-	-	3.8	11.2	10.0	10.5	9.7	8.7	-	8.7	14.2
WILMINGTON	4.2	6.5	22.0	4.9	-	-	7.3	3.8	0.8	-	2.1	-	-	3.8	1.2
EAST	11.2	7.0	17.1	6.0	26.8	19.7	2.2	5.1	11.9	14.2	9.5	10.8	-	6.2	10.5
WEST	6.8	6.3	-	6.9	18.7	-	3.3	11.2	9.1	13.0	4.5	9.0	-	8.4	12.9

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## 25. SURVEY AREA:

	TOTAL	AGE STARTED		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	18	21	36	43	43	43	83	30	53	75	7	3	4	26	76	28	48	49
RALEIGH	32.0	45.6	38.8	34.8	38.3	31.2	24.7	24.4	19.6	27.1	35.8	35.2	-	56.3	25.7	23.4	21.4	24.5	41.1
DURHAM/WAKE	13.2	7.0	18.7	14.6	21.0	7.3	9.8	11.4	7.2	13.8	15.5	35.2	-	56.3	16.2	9.3	7.8	10.1	15.0
CUMBERLAND	3.6	19.8	6.4	4.0	-	6.4	3.0	2.0	-	3.2	3.2	-	-	-	5.0	2.2	-	3.4	2.3
REST	15.2	18.7	13.8	16.2	17.3	17.5	11.8	11.0	12.5	10.2	17.1	-	-	-	4.5	12.0	13.6	11.0	23.8
CHARLOTTE	28.2	15.2	31.9	22.5	19.7	32.0	33.9	31.1	38.9	26.6	25.9	15.4	41.0	-	28.2	32.5	38.7	28.9	24.7
GASTON/MECKLENBURG	12.0	15.2	17.3	11.4	9.1	14.9	12.0	10.9	8.6	12.3	15.4	15.4	41.0	-	18.2	10.5	5.6	13.3	13.9
REST	16.2	-	14.6	11.1	10.6	17.1	21.9	20.2	30.3	14.3	10.5	-	-	-	9.9	21.9	33.1	15.6	10.9
GREENSBORO	17.6	15.4	10.5	20.4	20.6	19.0	19.1	20.1	17.1	21.8	19.4	16.7	-	26.7	20.7	20.4	18.7	21.3	18.6
FORSYTHE/GUILFORD	8.8	15.4	10.5	11.2	11.6	16.0	8.0	12.8	8.5	15.2	11.2	16.7	-	26.7	16.0	12.4	9.3	14.2	8.7
REST	8.8	-	-	9.2	9.0	3.0	11.0	7.3	8.6	6.6	8.1	-	-	-	4.7	8.0	9.3	7.2	10.0
WILMINGTON	4.2	17.0	-	6.9	-	6.1	1.7	2.7	5.0	1.4	5.8	22.1	59.0	-	6.2	1.0	-	1.5	5.6
EAST	11.2	6.8	18.7	5.7	13.9	8.1	9.9	13.7	17.2	11.8	6.5	10.6	-	17.0	13.4	14.0	18.7	11.3	2.9
WEST	6.8	-	-	9.7	7.5	3.5	10.7	8.0	2.2	11.4	6.6	-	-	-	5.8	8.8	2.4	12.4	7.0

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## 25. SURVEY AREA:

	TOTAL	OFTEN THEY DRINK ALCOHOL (WHITE)				OFTEN THEY DRINK ALCOHOL (AFRICAN AMERICAN)				OFTEN THEY DRINK ALCOHOL (MALE)				OFTEN THEY DRINK ALCOHOL (FEMALE)				AT WHAT AGE DO YOU THINK IT'S APPROPRIATE TO START DRINKING ALCOHOL			
		LEAST/ ONCE/A	Least/ Once/A	Least/ Once/A	LESS/ ONCE/A	LEAST/ ONCE/A	Least/ Once/A	Least/ Once/A	LESS/ ONCE/A	LEAST/ ONCE/A	Least/ Once/A	Least/ Once/A	LESS/ ONCE/A	LEAST/ ONCE/A	Least/ Once/A	Least/ Once/A	LESS/ ONCE/A	UNDER 21	21/ OVER	21	22+
		MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH	MONTH	Week	Month	MONTH				
Total	300	53	17	36	57	22	8	14	12	36	9	27	39	47	21	26	36	59	227	201	27
RALEIGH	32.0	20.2	14.7	22.8	33.8	29.3	15.3	37.8	42.1	25.6	31.1	23.6	43.5	23.5	14.5	30.7	27.5	31.2	31.6	32.4	25.2
DURHAM/WAKE	13.2	9.7	-	14.3	18.1	11.6	15.3	9.3	10.9	15.8	23.1	13.2	16.7	8.0	-	14.3	14.1	14.5	13.1	13.7	8.4
CUMBERLAND	3.6	1.0	-	1.5	-	5.0	-	8.0	20.3	-	-	-	-	3.6	-	6.4	6.7	0.9	4.5	5.1	-
REST	15.2	9.4	14.7	6.9	15.7	12.8	-	20.5	10.9	9.8	8.0	10.4	26.8	11.9	14.5	9.9	6.7	15.8	14.0	13.6	16.7
CHARLOTTE	28.2	34.5	38.5	32.5	23.0	18.6	36.0	8.0	44.3	23.6	28.4	21.9	23.9	36.9	43.7	31.5	28.1	36.4	26.9	26.3	31.2
GASTON/MECKLENBURG	12.0	11.1	3.2	14.8	9.1	5.0	-	8.0	44.3	9.3	12.1	8.4	11.9	12.2	7.0	16.3	19.2	15.8	11.1	11.1	11.7
REST	16.2	23.4	35.3	17.7	13.9	13.6	36.0	-	-	14.2	16.3	13.5	12.0	24.8	36.6	15.2	8.9	20.6	15.8	15.3	19.5
GREENSBORO	17.6	21.8	23.5	20.9	22.8	22.4	13.0	28.2	-	23.4	27.1	22.1	15.8	17.5	12.6	21.5	23.3	13.5	18.9	19.4	15.5
FORSYTHE/GUILFORD	8.8	10.4	8.6	11.3	12.1	22.4	13.0	28.2	-	17.3	18.9	16.8	5.7	9.2	3.9	13.5	17.2	11.7	8.6	8.5	9.0
REST	8.8	11.4	14.9	9.6	10.8	-	-	-	-	6.1	8.3	5.3	10.1	8.3	8.7	8.0	6.1	1.8	10.4	10.9	6.5
WILMINGTON	4.2	1.4	-	2.0	4.8	6.7	17.8	-	13.6	-	-	-	6.3	4.8	7.2	2.8	5.2	6.3	3.9	3.3	8.2
EAST	11.2	9.8	19.4	5.2	6.9	23.0	17.9	26.1	-	16.8	6.3	20.4	4.0	11.4	22.1	2.8	9.2	10.9	10.6	11.0	7.6
WEST	6.8	12.5	3.9	16.6	8.7	-	-	-	-	10.7	7.1	12.0	6.5	6.0	-	10.7	6.7	1.8	8.1	7.5	12.3

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

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NC STATEWIDE - STUDENTS GRADES 6th-12th

## 25. SURVEY AREA:

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING			
		ALCOHOL				ALCOHOL				ALCOHOL			
		(6th-8th)				(9th-12th)				(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	250	66	184	48	101	25	76	19	150	42	108	29
RALEIGH	32.0	31.6	32.4	31.3	32.1	31.4	23.7	34.0	33.1	31.7	37.6	29.4	31.5
DURHAM/WAKE	13.2	13.2	15.7	12.3	10.5	14.4	13.5	14.6	7.4	12.5	17.0	10.7	12.5
CUMBERLAND	3.6	3.9	6.7	2.9	2.3	2.7	-	3.6	-	4.6	10.7	2.3	3.8
REST	15.2	14.5	10.0	16.1	19.3	14.3	10.1	15.7	25.7	14.6	9.9	16.4	15.2
CHARLOTTE	28.2	28.3	29.9	27.8	28.3	28.2	30.6	27.4	37.5	28.4	29.5	28.0	22.4
GASTON/MECKLENBURG	12.0	12.0	10.2	12.7	12.2	13.5	7.4	15.5	12.1	11.0	11.9	10.7	12.3
REST	16.2	16.3	19.7	15.1	16.1	14.6	23.2	11.9	25.4	17.4	17.5	17.4	10.2
GREENSBORO	17.6	17.7	14.8	18.8	17.4	18.5	29.0	15.0	14.5	17.2	6.3	21.4	19.4
FORSYTHE/GUILFORD	8.8	8.6	4.6	10.0	10.3	9.3	10.2	8.9	9.9	8.1	1.3	10.7	10.5
REST	8.8	9.2	10.1	8.8	7.1	9.2	18.8	6.1	4.5	9.2	5.0	10.8	8.8
WILMINGTON	4.2	4.3	2.4	5.0	3.8	5.3	6.5	5.0	9.7	3.6	-	5.0	-
EAST	11.2	10.8	12.4	10.1	13.8	11.9	10.2	12.5	5.2	10.0	13.8	8.5	19.4
WEST	6.8	7.3	8.0	7.0	4.4	4.6	-	6.1	-	9.1	12.8	7.6	7.3

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 25. SURVEY AREA:

	TOTAL	PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				PARENTS TALK ABOUT DRINKING				TALK W/PARENT		TALK W/PARENT	
		ALCOHOL				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	300	177	41	135	31	48	19	29	14	125	40	85	28	125	26	99	21	187	110	68	51
RALEIGH	32.0	28.9	29.2	28.8	36.4	44.5	39.0	48.2	21.2	33.9	35.3	33.3	26.1	29.2	28.0	29.6	40.3	34.1	29.4	31.2	32.8
DURHAM/WAKE	13.2	13.3	14.0	13.1	10.1	14.0	20.2	9.9	13.5	15.8	19.6	13.9	2.6	10.7	9.8	10.9	21.1	13.8	12.6	14.9	11.3
CUMBERLAND	3.6	0.8	2.1	0.4	-	17.3	18.7	16.4	7.7	3.0	3.9	2.7	-	4.7	11.0	3.0	5.4	5.0	1.3	1.9	2.8
REST	15.2	14.8	13.1	15.3	26.3	13.2	-	22.0	-	15.2	11.8	16.7	23.5	13.8	7.1	15.6	13.7	15.3	15.6	14.4	18.7
CHARLOTTE	28.2	27.9	25.5	28.7	26.1	27.6	38.1	20.6	38.8	22.4	27.2	20.2	34.9	34.3	34.0	34.3	19.5	30.2	24.4	33.2	25.2
GASTON/MECKLENBURG	12.0	9.5	1.9	11.8	6.1	17.5	20.7	15.3	27.7	9.2	8.9	9.4	16.3	14.8	12.3	15.5	6.6	14.7	7.7	13.9	12.7
REST	16.2	18.4	23.6	16.9	20.0	10.1	17.4	5.3	11.1	13.2	18.3	10.8	18.5	19.4	21.7	18.8	12.9	15.5	16.6	19.3	12.6
GREENSBORO	17.6	20.2	19.1	20.5	19.8	10.0	-	16.7	12.1	20.0	17.3	21.3	21.2	15.5	11.0	16.6	12.4	14.5	22.2	12.8	24.9
FORSYTHE/GUILFORD	8.8	8.9	7.5	9.3	8.7	10.0	-	16.7	12.1	8.9	4.2	11.1	8.7	8.2	5.3	9.0	12.4	7.7	11.0	4.2	16.4
REST	8.8	11.3	11.7	11.2	11.1	-	-	-	-	11.1	13.1	10.2	12.4	7.2	5.7	7.6	-	6.8	11.3	8.6	8.4
WILMINGTON	4.2	4.3	-	5.6	2.2	6.5	8.4	5.2	-	3.8	4.0	3.7	2.5	4.8	-	6.1	5.6	3.3	5.2	6.2	4.5
EAST	11.2	10.1	13.3	9.1	8.6	11.3	14.5	9.2	27.9	12.0	9.8	13.0	7.6	9.5	16.4	7.7	22.2	9.6	14.2	11.7	9.9
WEST	6.8	8.6	12.9	7.2	6.9	-	-	-	-	7.9	6.4	8.5	7.7	6.7	10.6	5.7	-	8.3	4.5	4.9	2.7

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6-12

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## 25. 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		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	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
-----																					
Total	300	118	59	128	76	39	24	95	56	91	53	126	157	43	67	84	90	89	108	24	35
RALEIGH	32.0	35.8	26.6	33.6	25.4	37.9	41.0	34.9	29.2	33.2	29.7	37.8	26.2	32.5	29.3	40.5	23.9	31.4	28.6	51.4	24.7
DURHAM/WAKE	13.2	13.2	13.7	14.3	10.9	14.0	13.7	13.5	13.5	14.2	11.5	15.1	11.7	14.6	13.0	15.3	10.7	13.8	12.5	10.8	13.7
CUMBERLAND	3.6	6.8	-	1.1	-	20.6	6.1	2.5	2.5	7.6	-	6.3	1.6	3.3	2.0	7.8	1.4	1.3	-	28.6	7.3
REST	15.2	15.8	12.9	18.2	14.4	3.4	21.2	19.0	13.1	11.4	18.2	16.5	12.9	14.6	14.4	17.4	11.8	16.4	16.0	12.0	3.7
CHARLOTTE	28.2	28.5	23.6	28.8	25.0	36.7	19.7	26.7	20.8	33.9	28.1	24.2	31.6	29.3	30.9	21.6	32.1	28.7	26.5	19.3	40.7
GASTON/MECKLENBURG	12.0	15.2	3.5	10.6	6.7	28.1	6.5	12.5	7.5	17.1	8.0	9.0	14.2	9.9	15.8	8.5	13.1	9.3	8.5	11.7	27.4
REST	16.2	13.3	20.1	18.2	18.4	8.6	13.2	14.2	13.3	16.8	20.1	15.2	17.4	19.4	15.1	13.1	19.1	19.4	18.0	7.5	13.3
GREENSBORO	17.6	15.5	20.0	15.7	26.8	10.2	11.0	17.0	26.1	11.9	18.2	14.5	21.6	17.9	20.4	12.8	22.4	14.8	26.0	11.9	10.5
FORSYTHE/GUILFORD	8.8	9.7	6.3	7.3	11.8	10.2	11.0	7.2	11.8	8.1	10.1	6.5	11.6	5.0	13.5	7.3	10.2	5.5	12.5	11.9	10.5
REST	8.8	5.8	13.7	8.4	14.9	-	-	9.8	14.3	3.7	8.1	8.0	10.0	12.9	6.9	5.6	12.2	9.3	13.5	-	-
WILMINGTON	4.2	1.6	5.9	1.5	7.6	8.1	-	1.7	5.6	5.0	4.9	3.1	5.5	4.8	7.7	2.3	3.9	3.1	5.2	-	8.9
EAST	11.2	8.5	17.9	9.8	10.5	7.2	28.3	8.9	15.2	10.4	13.1	10.4	10.8	10.6	9.6	10.4	11.7	8.5	8.8	17.4	15.2
WEST	6.8	10.3	6.0	10.6	4.7	-	-	10.7	3.1	5.7	6.0	9.9	4.3	4.8	2.0	12.4	6.0	13.4	5.0	-	-

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

NC STATEWIDE — STUDENTS GRADES 6–12

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McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 25. SURVEY AREA:

	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	63	80	64	77	279	180	98	20	62	45	119	53	112	78	48	12	93	54	88	45
RALEIGH	32.0	40.3	25.8	35.3	26.7	30.7	30.7	30.5	53.7	29.2	28.9	31.5	31.9	29.1	28.0	36.8	45.0	37.1	27.4	24.1	34.2
DURHAM/WAKE	13.2	18.1	8.6	12.1	14.9	11.4	10.0	14.1	39.3	5.9	15.0	12.1	13.3	10.1	13.2	9.5	22.2	12.1	15.9	7.8	11.8
CUMBERLAND	3.6	3.6	1.6	8.9	1.7	3.9	5.2	1.4	-	4.4	-	5.6	2.7	1.0	0.4	17.4	9.4	3.8	0.6	6.7	2.5
REST	15.2	18.6	15.6	14.3	10.1	15.3	15.5	15.0	14.4	18.8	13.9	13.8	15.9	18.0	14.4	9.9	13.4	21.2	10.9	9.5	19.9
CHARLOTTE	28.2	20.9	26.7	27.5	36.7	28.6	29.8	26.4	21.0	33.1	26.1	28.1	26.6	31.8	23.2	25.6	45.3	22.0	26.3	38.0	26.5
GASTON/MECKLENBURG	12.0	9.4	11.4	8.6	17.2	12.4	11.6	14.0	6.7	11.5	16.7	11.7	11.7	11.3	7.7	12.1	45.3	7.2	15.2	16.2	12.6
REST	16.2	11.5	15.3	18.9	19.5	16.1	18.2	12.4	14.2	21.6	9.4	16.4	14.8	20.5	15.5	13.5	-	14.8	11.1	21.7	13.9
GREENSBORO	17.6	16.5	25.0	12.6	18.0	17.7	16.4	20.0	17.4	11.3	26.0	19.1	15.0	16.6	25.1	13.7	-	17.1	25.9	15.8	13.1
FORSYTHE/GUILFORD	8.8	5.5	12.6	7.4	10.6	8.7	7.7	10.6	11.2	4.1	16.2	9.5	5.8	5.1	13.2	13.7	-	7.0	13.1	8.3	7.5
REST	8.8	11.0	12.3	5.2	7.5	9.0	8.8	9.5	6.3	7.2	9.8	9.6	9.2	11.5	11.9	-	-	10.1	12.7	7.4	5.6
WILMINGTON	4.2	1.4	5.7	4.8	5.3	4.5	3.7	6.1	-	9.5	3.1	0.6	8.7	2.1	7.7	6.5	-	3.5	4.2	3.9	8.4
EAST	11.2	10.7	11.3	10.2	10.3	11.5	11.9	10.7	7.9	11.5	13.0	12.1	8.8	9.9	9.9	17.4	9.7	12.5	9.0	11.3	12.8
WEST	6.8	10.1	5.5	9.7	3.0	7.0	7.5	6.3	-	5.4	3.0	8.5	9.1	10.4	6.1	-	-	7.9	7.3	7.0	5.1

# THE STATE OF UNDERAGE DRINKING IN NORTH CAROLINA

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## 25. SURVEY AREA:

	TOTAL	CHOICE MODEL WHEN PPL YOUR AGE DRINK	S/R/H ADS TO STOP UNDERAGE DRINKING	HEARD/VISIT TALKITOUT.ORG			
		RESP. DECI- SIONS	IRRES- PONS- IBLE	YES 	NO 	YES 	NO 
Total	300	13	282	154	141	55	245
RALEIGH	32.0	22.9	31.8	31.7	33.4	31.1	32.2
DURHAM/WAKE	13.2	5.8	13.5	15.1	11.6	13.5	13.1
CUMBERLAND	3.6	-	3.8	3.2	4.1	4.3	3.4
REST	15.2	17.0	14.5	13.4	17.7	13.3	15.6
CHARLOTTE	28.2	31.4	28.2	30.1	26.1	34.3	26.8
GASTON/MECKLENBURG	12.0	12.9	11.8	12.8	10.9	17.0	10.9
REST	16.2	18.4	16.4	17.3	15.1	17.3	15.9
GREENSBORO	17.6	16.9	18.0	18.5	15.9	20.9	16.9
FORSYTHE/GUILFORD	8.8	10.9	8.9	12.1	5.0	11.3	8.2
REST	8.8	6.0	9.1	6.5	10.9	9.6	8.6
WILMINGTON	4.2	9.0	4.1	2.5	5.0	4.3	4.2
EAST	11.2	10.0	11.5	11.4	11.3	4.6	12.7
WEST	6.8	9.9	6.5	5.7	8.2	4.7	7.3



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## 25. 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	141	1	13	34	49	44	156	42	47	48	19	97	108	23	39	73	78	69	77
RALEIGH	32.0	31.3	100.0	22.3	38.4	20.3	39.0	31.9	29.0	36.7	35.6	17.0	34.0	25.1	29.8	44.5	30.0	34.5	32.8	29.2
DURHAM/WAKE	13.2	13.6	-	11.1	14.1	12.8	15.3	13.1	11.3	10.6	20.0	5.9	15.7	10.5	8.5	17.1	10.0	16.8	17.5	9.3
CUMBERLAND	3.6	1.9	-	-	3.9	-	3.2	5.2	7.6	6.6	1.2	6.5	-	1.3	12.0	16.9	2.0	3.0	1.9	7.3
REST	15.2	15.8	100.0	11.2	20.4	7.5	20.5	13.6	10.1	19.5	14.4	4.6	18.3	13.2	9.3	10.6	18.0	14.6	13.4	12.6
CHARLOTTE	28.2	30.6	-	51.6	23.1	27.4	34.7	26.6	21.9	27.3	31.9	21.9	28.3	27.6	42.4	23.1	28.7	21.6	32.7	31.6
GASTON/MECKLENBURG	12.0	13.9	-	19.7	9.7	12.6	17.2	10.5	5.8	18.8	7.6	8.0	9.8	8.4	27.5	15.4	13.7	7.8	14.1	13.2
REST	16.2	16.7	-	31.9	13.4	14.7	17.5	16.1	16.1	8.6	24.3	13.9	18.5	19.2	14.8	7.7	14.9	13.8	18.6	18.4
GREENSBORO	17.6	17.6	-	-	12.7	26.8	16.7	17.3	18.4	13.8	13.9	31.7	19.2	21.3	14.2	8.3	21.1	18.5	13.9	16.0
FORSYTHE/GUILFORD	8.8	9.2	-	-	4.5	17.4	6.5	8.6	8.2	6.9	7.4	16.8	8.9	8.9	14.2	8.3	8.8	9.1	9.6	8.1
REST	8.8	8.5	-	-	8.3	9.4	10.2	8.6	10.2	6.9	6.5	14.9	10.3	12.4	-	-	12.3	9.4	4.3	7.8
WILMINGTON	4.2	5.9	-	16.2	4.5	7.5	2.6	2.7	4.8	3.1	1.6	-	4.2	3.9	13.6	-	6.3	1.1	5.5	4.3
EAST	11.2	9.1	-	9.9	15.7	10.8	2.2	13.4	9.8	9.7	17.1	21.1	9.7	10.2	-	24.0	7.4	15.0	10.9	11.7
WEST	6.8	5.4	-	-	5.7	7.3	4.8	8.2	16.1	9.4	-	8.4	4.6	11.8	-	-	6.5	9.2	4.2	7.2

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Apr. 11, 2017

McLAUGHLIN & ASSOCIATES  
NC STATEWIDE - STUDENTS GRADES 6th-12th

## 25. SURVEY AREA:

	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	19	208	62	3	6	105	32	103	30	153	147
RALEIGH	32.0	42.6	30.0	39.1	-	20.3	30.8	35.0	29.3	43.5	32.5	31.5
DURHAM/WAKE	13.2	18.5	12.9	13.9	-	12.6	13.0	16.0	12.7	11.6	13.4	13.0
CUMBERLAND	3.6	-	0.7	15.1	-	0.3	0.3	10.9	1.1	19.5	2.5	4.8
REST	15.2	24.2	16.5	10.1	-	7.4	17.5	8.1	15.5	12.3	16.7	13.7
CHARLOTTE	28.2	20.4	27.6	30.2	66.8	40.7	24.5	29.1	30.9	31.4	24.7	31.9
GASTON/MECKLENBURG	12.0	8.5	9.0	19.9	38.5	35.9	6.2	24.4	11.7	15.0	10.5	13.5
REST	16.2	11.9	18.7	10.4	28.4	4.8	18.2	4.7	19.1	16.4	14.1	18.3
GREENSBORO	17.6	12.8	20.1	10.5	-	-	21.6	14.8	18.6	5.8	20.2	14.9
FORSYTHE/GUILFORD	8.8	8.2	8.8	10.5	-	-	7.9	14.8	9.8	5.8	8.9	8.7
REST	8.8	4.6	11.3	-	-	-	13.7	-	8.8	-	11.3	6.2
WILMINGTON	4.2	6.1	4.0	5.0	-	-	3.7	5.0	4.4	5.0	3.6	4.9
EAST	11.2	4.2	9.9	15.2	33.2	30.2	9.7	16.0	10.0	14.3	11.2	11.2
WEST	6.8	13.8	8.3	-	-	8.8	9.7	-	6.9	-	7.8	5.7