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

**NORTH CAROLINA STATEWIDE — STUDENTS GRADES 6–12**

**JULY 28, 2014**

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

Total 300

YES 100.0

2. WHAT GRADE ARE YOU IN?

Total 300

6th-8th 35.0

6th 7.8

7th 11.7

8th 15.5

9th-12th 65.0

9th 19.5

10th 14.0

11th 16.7

12th 14.8

OTHER —

DK/REFUSED —

Mean 9.30

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

Total 300

YES 54.3

NO 45.7

DK/REFUSED —

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

Total 300

OKAY 34.1

NOT OKAY 61.9

DK/REFUSED 4.0

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

Total 300

YES 64.2

NO 35.5

DK/REFUSED 0.3

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

Total Answering 192

10 YEARS/YOUNGER 4.6

6 YEARS/YOUNGER —

7 0.5

8 1.8

9 1.2

10 1.1

11 YEARS/OLDER 75.4

11 5.1

12 8.4

13 10.6

14 15.4

15 18.3

16 12.6

17 2.9

18/OLDER 2.1

REFUSED 20.0

Mean 13.92

7. HOW OFTEN DO THEY DRINK ALCOHOL?

Total Answering 192

AT LEAST ONCE/MONTH 53.7

AT LEAST ONCE/WEEK 24.6

AT LEAST ONCE/MONTH 29.1

LESS ONCE/MONTH 25.6

DK/REFUSED 20.7

8. WOULD IT BE EASY OR HARD FOR YOU OR PEOPLE YOUR AGE TO GET ALCOHOL?

Total 300

EASY 38.2

VERY EASY 7.0

PRETTY EASY 31.1

HARD 56.3

PRETTY HARD 30.7

VERY HARD 25.6

DK/REFUSED 5.5

Net Diff. -18.2

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

Total 300

TALK 80.6

A LOT 22.9

SOMETIMES 57.7

NEVER 18.2

DK/REFUSED 1.3

10. WHAT IS THE BIGGEST THING YOUR PARENTS TELL YOU ABOUT DRINKING ALCOHOL?

Total 300

DON'T DO IT 28.8

WAIT/WHEN YOU’RE OLDER 11.1

DANGEROUS/BAD THINGS 8.9

BAD LIFE CHOICES 6.0

DON’T DRINK & DRIVE 5.4

NOT GOOD 3.8

DEATH 3.3

HEALTH CONCERNS 2.7

BE SAFE/GOOD CHOICES 2.3

MODERATION 1.3

ADDICTIVE/ALCOHOLISM 1.3

ILLEGAL 0.9

DO IT AT HOME/CONTROLLED 0.7

SEX/LOSE INHIBITIONS 0.7

ALCOHOL POISONING 0.6

KNOW WHEN TO DO SO 0.3

POUR OWN DRINK 0.3

KEEPS YOU FROM REALITY 0.3

CHANGES PEOPLE 0.3

AFFECTS ABILITIES 0.2

DON’T KNOW 20.9

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

Total 300

YES 55.3

NO 41.7

DK/REFUSED 3.1

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

Total 300

PROBLEM 87.1

BIG PROBLEM 57.9

SMALL PROBLEM 29.2

NOT A PROBLEM 12.2

DK/REFUSED 0.6

13. HOW DANGEROUS DO YOU THINK IT IS FOR PEOPLE YOUR AGE TO DRINK ALCOHOL?

Total 300

DANGEROUS 99.4

VERY 76.1

SOMEWHAT 23.3

NOT DANGEROUS 0.6

DK/REFUSED —

14. WHAT’S THE MOST DANGEROUS THING THAT CAN HAPPEN TO PEOPLE YOUR AGE WHO DRINK ALCOHOL?

Total 300

DRUNK DRIVING/CRASH 33.3

DEATH 25.3

IMPAIRED JUDGMENT 7.7

ALCOHOL POISONING 7.6

ADDICTION/ALCOHOLISM 3.6

BRAIN DAMAGE 3.3

GENERAL HEALTH PROBLEMS 2.9

LOSE YOUR MIND 2.2

HURT PEOPLE 2.1

LEADS TO CANCER 1.5

LIVER DISEASE 1.2

KIDNEY DAMAGE 0.8

HEART FAILURE 0.8

GET ARRESTED 0.7

IMPAIRS INVOLUNTARY 0.6

FUNCT.

GETTING CAUGHT 0.4

GENERAL ORGAN FAILURE 0.2

BAD GRADES 0.2

BLACKOUT/MEMORY LOSS 0.2

DON’T KNOW 5.3

15. WHY DO YOU THINK MOST PEOPLE YOUR AGE DRINK ALCOHOL?

Total 300

WANT TO FIT IN 55.7

TO HAVE A GOOD TIME 22.3

SAD/DEPRESSED 7.6

TO REBEL/DEFY 4.9

AUTHORITIES

ARE BORED 2.1

OTHER 4.1

DK/REFUSED 3.3

16. PLEASE TELL ME WHETHER YOU THINK EACH OF THE FOLLOWING WOULD HELP STOP UNDERAGE DRINKING?

“PARENTS TALKING MORE TO THEIR CHILDREN ABOUT ALCOHOL AND THE DANGERS OF UNDERAGE DRINKING.”

(Net Diff. = YES-NO)

Total 300

YES 84.3

NO 15.0

DK/REFUSED 0.6

Net Diff. 69.3

17. PLEASE TELL ME WHETHER YOU THINK EACH OF THE FOLLOWING WOULD HELP STOP UNDERAGE DRINKING?

“SCHOOLS SPENDING MORE TIME TEACHING STUDENTS ABOUT ALCOHOL AND THE DANGERS OF UNDERAGE DRINKING.”

(Net Diff. = YES-NO)

Total 300

YES 71.0

NO 28.7

DK/REFUSED 0.3

Net Diff. 42.3

18. PLEASE TELL ME WHETHER YOU THINK EACH OF THE FOLLOWING WOULD HELP STOP UNDERAGE DRINKING?

“POLICE BEING TOUGHER ON UNDERAGE DRINKING.”

(Net Diff. = YES-NO)

Total 300

YES 80.2

NO 18.4

DK/REFUSED 1.4

Net Diff. 61.7

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

“MORE TEENS DIE AS A RESULT OF ALCOHOL THAN ALL OTHER ILLEGAL DRUGS COMBINED.”

(Net Diff. = YES-NO)

Total 300

YES 88.2

NO 11.5

DK/REFUSED 0.2

Net Diff. 76.7

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

“IN NORTH CAROLINA A CHILD DIES EVERY WEEK AS A RESULT OF UNDERAGE DRINKING AND DRIVING.”

(Net Diff. = YES-NO)

Total 300

YES 91.0

NO 8.7

DK/REFUSED 0.3

Net Diff. 82.2

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

“IN 2009, UNDERAGE DRINKING LED TO 60 MURDERS; 26,800 VIOLENT CRIMES SUCH AS RAPE, ROBBERY AND ASSAULT; AND 67,400 PROPERTY CRIMES INCLUDING BURGLARY AND CAR THEFT.”

(Net Diff. = YES-NO)

Total 300

YES 94.4

NO 5.2

DK/REFUSED 0.4

Net Diff. 89.2

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

“TEENAGERS WHO USE ALCOHOL HAVE HIGHER RATES OF ACADEMIC PROBLEMS AND POOR SCHOOL PERFORMANCE COMPARED TO NON-DRINKERS.”

(Net Diff. = YES-NO)

Total 300

YES 79.2

NO 20.8

DK/REFUSED —

Net Diff 58.4

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

“DRINKING ALCOHOL CAUSES TEENAGERS TO DO RISKY THINGS THAT THEY WILL REGRET WHEN THEY ARE SOBER.”

(Net Diff. = YES-NO)

Total 300

YES 90.8

NO 9.2

DK/REFUSED —

Net Diff. 81.5

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

“TEENAGERS WHO DRINK ALCOHOL ARE MORE LIKELY TO HAVE HEALTH ISSUES SUCH AS DEPRESSION AND ANXIETY DISORDERS.”

(Net Diff. = YES-NO)

Total 300

YES 88.7

NO 11.1

DK/REFUSED 0.2

Net Diff. 77.6

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

“IF YOU USE A FAKE I.D. TO PURCHASE ALCOHOL UNDERAGE, YOU LOSE YOUR DRIVER’S LICENSE FOR A YEAR.”

(Net Diff. = YES-NO)

Total 300

YES 79.8

NO 18.5

DK/REFUSED 1.7

Net Diff. 61.2

26. WHICH SOCIAL NETWORK ON THE INTERNET WOULD YOU SAY YOU USE THE MOST OFTEN? IF YOU DON’T USE SOCIAL NETWORKS OR DON’T USE THE INTERNET, JUST SAY SO.

Total 300

USE SOCIAL MEDIA 89.0

INSTAGRAM 35.4

FACEBOOK 21.5

YOUTUBE 20.2

TWITTER 8.1

TUMBLR 2.1

PINTEREST 1.2

OTHER 0.5

LINKED-IN —

DON’T USE/SOCIAL 8.6

NETWORKS

DON’T USE INTERNET 0.9

DK/REFUSED 1.6

27. HOW OLD ARE YOU?

Total 300

14/YOUNGER 52.0

10 0.3

11 5.0

12 12.5

13 14.6

14 19.6

15/OLDER 47.3

15 17.4

16 14.9

17 11.9

18/OLDER 3.1

REFUSED 0.7

Mean 14.40

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

Total 300

YES 6.0

NO 91.9

DK/REFUSED 2.1

29. WHAT IS YOUR MAIN RACIAL BACKGROUND?

Total 300

HISPANIC 6.0

WHITE 69.5

AFRICAN AMERICAN 20.2

ASIAN 0.7

OTHER 1.4

DK/REFUSED 2.2

30. GENDER:

Total 300

MALE 50.4

FEMALE 49.6

31. SURVEY AREA:

Total 300

RALEIGH 33.2

DURHAM/WAKE COUNTIES 14.3

CUMBERLAND COUNTY 3.6

REST 15.3

CHARLOTTE 28.3

GASTON/MECKLENBURG 12.0

CO.

REST 16.3

GREENSBORO 19.2

FORSYTHE/GUILFORD CO. 6.6

REST 12.6

WILMINGTON 2.3

EAST 11.0

WEST 6.0