



**START THE CONVERSATION.  
STOP UNDERAGE DRINKING.**

## North Carolina Survey

**Universe:** Parents of Middle & High School Students

**Method:** Online Interviews

**Sample Size:** 505

**Margin of Error:** +/- 4.4%

**Field Dates:** May 3-19, 2023

### 1. WHAT IS YOUR AGE?

<b>Total</b>	<b>505</b>
<b>18-29</b>	<b>2.9</b>
<b>30-34</b>	<b>15.9</b>
<b>35-39</b>	<b>19.9</b>
<b>40-44</b>	<b>21.8</b>
<b>45-49</b>	<b>19.7</b>
<b>50/OLDER</b>	<b>19.8</b>
<b>Mean</b>	<b>42.44</b>

### 2. ARE YOU THE PARENT OR LEGAL GUARDIAN OF A CHILD IN THIS HOUSEHOLD WHO IS IN THE 6TH THROUGH 12TH GRADES?

<b>Total</b>	<b>505</b>
<b>YES</b>	<b>100.0</b>

### 3. WHAT IS YOUR GENDER?

<b>Total</b>	<b>505</b>
<b>MALE</b>	<b>43.5</b>
<b>FEMALE</b>	<b>56.5</b>

### 4. IN WHICH NORTH CAROLINA COUNTY DO YOU LIVE?

<b>Total</b>	<b>505</b>
<b>RALEIGH DMA</b>	<b>32.3</b>
Durham & Wake Counties	14.2
Rest of Raleigh	18.1
<b>CHARLOTTE DMA</b>	<b>28.8</b>
Gaston & Mecklenburg	12.9
Rest of Charlotte	15.9
<b>GREENSBORO DMA</b>	<b>17.4</b>
Forsythe & Guilford	9.0
Rest of Greensboro	8.4
<b>REST OF STATE</b>	<b>21.5</b>
Wilmington DMA	4.2
East DMAs	10.6
West DMAs	6.7

### 5. ARE YOU OR IS A MEMBER OF YOUR IMMEDIATE FAMILY FROM A LATINO OR HISPANIC BACKGROUND?

<b>Total</b>	<b>505</b>
<b>YES</b>	<b>12.9</b>
<b>NO</b>	<b>87.1</b>
<b>Net Diff.</b>	<b>-74.3</b>

**6. WHAT IS YOUR MAIN RACIAL OR ETHNIC BACKGROUND?**

<b>Total</b>	<b>505</b>
<b>WHITE</b>	<b>60.4</b>
<b>NON-WHITE</b>	<b>39.6</b>
African American	21.0
Hispanic/Latino	12.9
Asian American	2.8
Native American	2.0
Other	1.0

**7. HOW MANY CHILDREN IN THIS HOUSEHOLD ARE IN THE 6TH THROUGH 12TH GRADE?**

<b>Total</b>	<b>505</b>
<b>ONE</b>	<b>62.4</b>
<b>TWO/MORE</b>	<b>37.2</b>
Two	30.5
Three/More	6.7
<b>PREFER NOT TO SAY</b>	<b>0.4</b>
<b>Mean</b>	<b>1.46</b>

**8. WHAT ARE THE AGES OF ALL OF YOUR CHILDREN IN THE 6TH THROUGH 12TH GRADES?**

<b>Total</b>	<b>505</b>
<b>TEN/YOUNGER</b>	<b>10.3</b>
<b>ELEVEN</b>	<b>13.3</b>
<b>TWELVE</b>	<b>19.3</b>
<b>THIRTEEN</b>	<b>21.5</b>
<b>FOURTEEN</b>	<b>18.0</b>
<b>FIFTEEN</b>	<b>20.3</b>
<b>SIXTEEN</b>	<b>15.4</b>
<b>SEVENTEEN</b>	<b>18.1</b>
<b>EIGHTEEN/OLDER</b>	<b>4.2</b>
<b>PREFER NOT TO SAY</b>	<b>0.4</b>
<b>Mean</b>	<b>13.86</b>

**9. WHAT ARE THE GENDERS OF YOUR CHILDREN IN THE 6TH THROUGH 12TH GRADES?**

<b>Total</b>	<b>505</b>
<b>MALE ONLY</b>	<b>40.6</b>
<b>FEMALE ONLY</b>	<b>38.3</b>
<b>BOTH MALE AND FEMALE</b>	<b>20.8</b>
<b>PREFER NOT TO SAY</b>	<b>0.4</b>

**10. AT WHAT AGE DO YOU THINK IT'S APPROPRIATE TO START TALKING ABOUT ALCOHOL MISUSE AND UNDERAGE DRINKING WITH YOUR CHILDREN?**

<b>Total</b>	<b>505</b>
<b>FIVE OR YOUNGER</b>	<b>4.0</b>
<b>SIX</b>	<b>3.5</b>
<b>SEVEN</b>	<b>2.8</b>
<b>EIGHT</b>	<b>8.0</b>
<b>NINE</b>	<b>4.1</b>
<b>TEN</b>	<b>22.0</b>
<b>ELEVEN</b>	<b>4.3</b>
<b>TWELVE</b>	<b>19.1</b>
<b>THIRTEEN</b>	<b>14.5</b>
<b>FOURTEEN</b>	<b>6.3</b>
<b>FIFTEEN</b>	<b>4.9</b>
<b>SIXTEEN</b>	<b>2.7</b>
<b>SEVENTEEN</b>	<b>1.1</b>
<b>EIGHTEEN</b>	<b>0.7</b>
<b>AFTER EIGHTEEN</b>	<b>2.0</b>
<b>Mean</b>	<b>11.25</b>

**11. HAVE YOU EVER TALKED ABOUT ALCOHOL MISUSE AND UNDERAGE DRINKING WITH CHILDREN IN YOUR CARE?**

<b>Total</b>	<b>505</b>
<b>YES</b>	<b>83.8</b>
<b>NO/NOT YET</b>	<b>16.2</b>
<b>DON'T KNOW</b>	<b>-</b>
<b>Net Diff.</b>	<b>67.7</b>

**12. HOW OFTEN WOULD YOU SAY YOU TALK ABOUT ALCOHOL MISUSE AND UNDERAGE DRINKING WITH YOUR CHILDREN?**

<b>Total Answering</b>	<b>423</b>
<b>OFTEN</b>	<b>31.6</b>
<b>SOMETIMES</b>	<b>54.6</b>
<b>RARELY</b>	<b>13.8</b>
<b>DON'T KNOW</b>	<b>-</b>
<b>Net Diff.</b>	<b>17.7</b>

**13. SPECIFICALLY, HAVE YOU TALKED ABOUT ALCOHOL MISUSE OR UNDERAGE DRINKING WITH YOUR CHILDREN IN THE LAST FEW MONTHS?**

<b>Total Answering</b>	<b>423</b>
<b>YES</b>	<b>81.4</b>
<b>NO</b>	<b>18.6</b>
<b>DON'T KNOW</b>	<b>-</b>
<b>Net Diff.</b>	<b>62.8</b>

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

<b>Total</b>	<b>505</b>
<b>PROBLEM</b>	<b>90.2</b>
Serious	42.8
Minor	47.4
<b>NOT A PROBLEM AT ALL</b>	<b>9.8</b>
<b>DON'T KNOW</b>	<b>-</b>
<b>Net Diff.</b>	<b>80.3</b>



**15. HOW CONCERNED ARE YOU THAT YOUR CHILDREN WILL DRINK ALCOHOL**

<b>Total</b>	<b>505</b>
<b>CONCERNED</b>	<b>69.1</b>
Very	20.9
Slightly	48.2
<b>NOT CONCERNED AT ALL</b>	<b>30.9</b>
<b>DON'T KNOW</b>	<b>-</b>
<b>Net Diff.</b>	<b>38.1</b>

**16. WHO OR WHAT DO YOU THINK HAS THE MOST INFLUENCE ON MINORS AND WHETHER THEY DRINK ALCOHOL?**

<b>Total</b>	<b>505</b>
<b>FRIENDS</b>	<b>72.4</b>
<b>PARENTS</b>	<b>21.0</b>
<b>COACHES</b>	<b>1.4</b>
<b>MENTORS</b>	<b>2.3</b>
<b>OTHER</b>	<b>2.9</b>
<b>DON'T KNOW</b>	<b>-</b>

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

<b>Total</b>	<b>505</b>
<b>TEN OR YOUNGER</b>	<b>1.9</b>
<b>ELEVEN</b>	<b>1.1</b>
<b>TWELVE</b>	<b>3.1</b>
<b>THIRTEEN</b>	<b>2.1</b>
<b>FOURTEEN</b>	<b>0.7</b>
<b>FIFTEEN</b>	<b>2.8</b>
<b>SIXTEEN</b>	<b>5.2</b>
<b>SEVENTEEN</b>	<b>2.7</b>
<b>EIGHTEEN</b>	<b>22.0</b>
<b>NINETEEN</b>	<b>1.7</b>
<b>TWENTY</b>	<b>2.6</b>
<b>TWENTY-ONE OR OLDER</b>	<b>53.7</b>
<b>DON'T KNOW</b>	<b>0.4</b>
<b>Mean</b>	<b>18.92</b>

**18. HAVE YOU OR ANOTHER ADULT IN THE HOUSEHOLD EVER WITNESSED OR CAUGHT YOUR CHILD WITH ALCOHOL?**

<b>Total</b>	<b>505</b>
<b>YES</b>	<b>10.6</b>
<b>NO</b>	<b>89.4</b>
<b>DON'T KNOW</b>	<b>-</b>
<b>Net Diff.</b>	<b>-78.8</b>

**19. ABOUT HOW RECENTLY DID YOU WITNESS OR CATCH YOUR CHILD WITH ALCOHOL?**

<b>Total Answering</b>	<b>53</b>
<b>LAST 6 MONTHS/7-12 MNTHS</b>	<b>73.1</b>
In Last 6 Months	31.7
About 7-12 Months Ago	41.5
<b>13 MONTHS-2 YEARS AGO</b>	<b>26.9</b>
About 13-18 Months Ago	8.3
About 19-24 Months Ago	6.1
More Than 2 Years Ago	12.5
<b>DON'T KNOW</b>	<b>-</b>



**20. WHEN CHILDREN ARE AROUND THE AGE OF YOUR CHILDREN DRINK ALCOHOL, WHICH DO YOU THINK IS MORE LIKELY?**

1. THEY ARE ABLE TO HANDLE DRINKING ALCOHOL AND MAKE RESPONSIBLE DECISIONS.
2. THEY ACT IRRESPONSIBLY AND MAKE BAD DECISIONS.

<b>Total</b>	<b>505</b>
<b>RESPONSIBLE</b>	<b>15.8</b>
<b>IRRESPONSIBLE</b>	<b>84.2</b>
<b>DON'T KNOW</b>	<b>-</b>
<b>Net Diff.</b>	<b>-68.3</b>

**21. ON AVERAGE, HOW OFTEN DO ADULTS IN YOUR HOUSEHOLD DRINK?**

<b>Total</b>	<b>505</b>
<b>DRINK</b>	<b>79.3</b>
<b>Regularly</b>	<b>30.6</b>
Daily	6.8
Weekly	23.8
<b>Not Regularly</b>	<b>48.7</b>
Monthly	11.3
Rare/Spec. Occasion	37.4
<b>NEVER</b>	<b>20.7</b>
<b>DON'T KNOW</b>	<b>-</b>
<b>Net Diff.</b>	<b>58.6</b>

**22. IS THE ALCOHOL IN YOUR HOME LOCATED IN VISIBLE SIGHT OR IS IT HIDDEN?**

<b>Total</b>	<b>505</b>
<b>IT IS VISIBLE</b>	<b>36.2</b>
<b>IT IS HIDDEN</b>	<b>28.9</b>
<b>NO ALCOHOL IS HOUSEHOLD</b>	<b>34.9</b>
<b>DON'T KNOW</b>	<b>-</b>
<b>Net Diff.</b>	<b>7.3</b>

**23. DO YOU KEEP A LOCK ON YOUR LIQUOR CABINET OR WHERE YOU OTHERWISE STORE ALCOHOL?**

<b>Total</b>	<b>505</b>
<b>YES</b>	<b>34.4</b>
<b>NO</b>	<b>65.6</b>
<b>DON'T KNOW</b>	<b>-</b>
<b>Net Diff.</b>	<b>-31.1</b>

**24. HOW HAS YOUR ALCOHOL CONSUMPTION CHANGED SINCE THE START OF THE COVID-19 PANDEMIC?**

<b>Total</b>	<b>505</b>
<b>INCREASED</b>	<b>13.8</b>
<b>STAYED CONSISTENT</b>	<b>54.6</b>
<b>DECREASED</b>	<b>31.3</b>
<b>DON'T KNOW</b>	<b>0.2</b>
<b>Net Diff.</b>	<b>-17.5</b>

**25. HAVE YOU, OR SOMEONE YOU KNOW, CONSUMED ALCOHOL AS A MEANS OF COPING DUE TO THE COVID-19 PANDEMIC?**

<b>Total</b>	<b>505</b>
<b>YES</b>	<b>24.1</b>
<b>NO</b>	<b>75.8</b>
<b>DON'T KNOW</b>	<b>0.1</b>
<b>Net Diff.</b>	<b>-51.7</b>

**26. WERE YOU OR ARE YOU WORRIED ABOUT YOUR CHILD TURNING TO ALCOHOL DUE TO THE COVID-19 PANDEMIC?**

<b>Total</b>	<b>505</b>
<b>WORRIED</b>	<b>20.7</b>
Very	5.9
Slightly	14.8
<b>NOT WORRIED AT ALL</b>	<b>79.3</b>
<b>DON'T KNOW</b>	<b>-</b>
<b>Net Diff.</b>	<b>-58.6</b>

**27. HAVE YOU NOTICED ANY MOOD OR BEHAVIORAL CHANGES FROM YOUR CHILD SINCE THE START OF THE COVID-19 PANDEMIC?**

<b>Total</b>	<b>505</b>
<b>YES</b>	<b>35.3</b>
<b>NO</b>	<b>64.7</b>
<b>DON'T KNOW</b>	<b>-</b>
<b>Net Diff.</b>	<b>-29.5</b>

**28. HAS YOUR CHILD EVER MENTIONED THE TOPIC OF ALCOHOL SINCE THE START OF THE COVID-19 PANDEMIC?**

<b>Total</b>	<b>505</b>
<b>YES</b>	<b>21.5</b>
<b>NO</b>	<b>78.5</b>
<b>DON'T KNOW</b>	<b>0.1</b>
<b>Net Diff.</b>	<b>-57.0</b>

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

<b>Total</b>	<b>505</b>
<b>YES</b>	<b>40.6</b>
<b>NO</b>	<b>59.4</b>
<b>DON'T KNOW</b>	<b>-</b>
<b>Net Diff.</b>	<b>-18.8</b>

**30. WHAT DO YOU REMEMBER MOST ABOUT THE ADS?**

<b>Total Answering</b>	<b>205</b>
<b>TALK TO YOUR KIDS</b>	<b>10.6</b>
<b>ACCIDENT/CAR CRASH</b>	<b>8.9</b>
<b>ON THE RISE/STATISTIC</b>	<b>7.5</b>
<b>RISKS/CONSEQUENCES</b>	<b>5.7</b>
<b>STOP UNDERAGE DRINK</b>	<b>5.0</b>
<b>DEATH FROM TEEN DWI</b>	<b>4.2</b>
<b>JUST REMEMBER AD</b>	<b>3.7</b>
<b>DRINK/PROM/PARTY</b>	<b>3.4</b>
<b>DRUNK DRIVING</b>	<b>3.4</b>
<b>WATCH YOUR KIDS</b>	<b>3.1</b>
<b>SAY 2 KIDS DONT DRINK</b>	<b>2.9</b>
<b>ALCOHOL/ALCOHOLIC</b>	<b>2.8</b>
<b>SERIOUS/MOVING AD</b>	<b>2.3</b>
<b>EASY ACCESS TO BOOZE</b>	<b>2.1</b>
<b>GET HELP/PHONE #</b>	<b>2.1</b>
<b>DIRECT/TO THE POINT</b>	<b>2.0</b>
<b>TEENS DRINK &amp; DRIVE</b>	<b>1.7</b>
<b>TEENS IN AD</b>	<b>1.6</b>
<b>ILLEGAL/RAISE AGE</b>	<b>1.6</b>
<b>MOM/DAD OF DEAD TEEN</b>	<b>1.1</b>
<b>GOOD AD/LIKED</b>	<b>1.0</b>
<b>BILLBOARD</b>	<b>1.0</b>
<b>TV/CNN</b>	<b>0.9</b>
<b>SCARY AD/MESSAGE</b>	<b>0.8</b>
<b>YOUTUBE</b>	<b>0.8</b>
<b>RADIO</b>	<b>0.5</b>
<b>FACEBOOK</b>	<b>0.4</b>
<b>BAD/TEEN DRINK/DWI</b>	<b>0.1</b>
<b>VAR NEGATIVE ABT AD</b>	<b>2.0</b>
<b>THE MESSAGE</b>	<b>2.0</b>
<b>VAR POSITIVE ABT AD</b>	<b>1.0</b>
<b>VAR ADMONITION</b>	<b>1.3</b>
<b>VAR COMMENT ABT AD</b>	<b>0.1</b>
<b>VAR ASPECT OF AD</b>	<b>0.9</b>
<b>MISC</b>	<b>5.2</b>
<b>DK/REFUSED</b>	<b>6.3</b>

**31. WOULD YOU SAY THE ADS MAKE YOU MORE LIKELY OR LESS LIKELY TO TALK WITH YOUR CHILDREN ABOUT UNDERAGE DRINKING AND THE DANGERS OF ALCOHOL?**

<b>Total</b>	<b>205</b>
<b>MORE LIKELY</b>	<b>64.0</b>
<b>LESS LIKELY</b>	<b>5.0</b>
<b>IT MAKES NO DIFFERENCE</b>	<b>31.0</b>
<b>DON'T KNOW</b>	<b>-</b>
<b>Net Diff.</b>	<b>59.0</b>

**32. HOW FAMILIAR ARE YOU WITH THE RISKS OR CONSEQUENCES ASSOCIATED WITH UNDERAGE DRINKING?**

<b>Total</b>	<b>505</b>
<b>FAMILIAR</b>	<b>94.5</b>
Very	67.9
Slightly	26.6
<b>NOT FAMILIAR</b>	<b>5.5</b>
Not That Familiar	3.3
Not at All	2.2
<b>DON'T KNOW</b>	<b>-</b>
<b>Net Diff.</b>	<b>89.0</b>
<b>Mean</b>	<b>3.60</b>

**33. DO YOU KNOW WHERE TO LEARN ABOUT RISKS OR CONSEQUENCES ASSOCIATED WITH UNDERAGE DRINKING?**

<b>Total</b>	<b>505</b>
<b>YES</b>	<b>82.3</b>
<b>NO</b>	<b>17.7</b>
<b>DON'T KNOW</b>	<b>-</b>
<b>Net Diff.</b>	<b>64.6</b>

**34. HAVE YOU EVER HEARD OF TALK IT OUT NC?**

<b>Total</b>	<b>505</b>
<b>YES</b>	<b>34.7</b>
<b>NO</b>	<b>65.3</b>
<b>DON'T KNOW</b>	<b>-</b>
<b>Net Diff.</b>	<b>-30.7</b>

**35. HAVE YOU EVER VISITED THE TALKITOUTNC.ORG WEBSITE, FACEBOOK PAGE, INSTAGRAM PROFILE, TWITTER PROFILE, AND/OR YOUTUBE SITE?**

<b>Total</b>	<b>175</b>
<b>YES</b>	<b>28.1</b>
<b>NO</b>	<b>71.9</b>
<b>DON'T KNOW</b>	<b>-</b>
<b>Net Diff.</b>	<b>-43.8</b>

**36. WHICH OF THE FOLLOWING BEST DESCRIBES THE AREA WHERE YOU LIVE?**

<b>Total</b>	<b>505</b>
<b>CITY OF 100,000 OR MORE</b>	<b>23.5</b>
<b>SUBURB OF CITY OF 100K+</b>	<b>30.5</b>
<b>SMALL CITY/TOWN/RURAL</b>	<b>46.1</b>
<b>DON'T KNOW</b>	<b>-</b>

**37. WHAT IS YOUR ANNUAL HOUSEHOLD INCOME BEFORE TAXES?**

<b>Total</b>	<b>505</b>
<b>UNDER \$20,000</b>	<b>8.9</b>
<b>\$20,000-\$40,000</b>	<b>18.5</b>
<b>\$40,000-\$60,000</b>	<b>19.0</b>
<b>\$60,000-\$100,000</b>	<b>25.9</b>
<b>\$100,000-\$150,000</b>	<b>18.6</b>
<b>OVER \$150,000</b>	<b>9.0</b>
<b>PREFER NOT TO SAY</b>	<b>-</b>
<b>Mean</b>	<b>76194.30</b>





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

<b>Total</b>	<b>505</b>
<b>LESS THAN COLLEGE</b>	<b>61.1</b>
Less than High School	1.4
High School Graduate	19.8
Some College/Trade	25.4
Associates/2-yr Degree	14.4
<b>COLLEGE/POST GRADUATE</b>	<b>38.9</b>
Bachelors/4-yr Degree	21.9
Post Graduate Degree	17.0
<b>REFUSED</b>	<b>-</b>
<b>Net Diff.</b>	<b>-22.1</b>

**39. WHAT IS YOUR CURRENT MARITAL STATUS?**

<b>Total</b>	<b>505</b>
<b>SINGLE</b>	<b>23.8</b>
<b>MARRIED</b>	<b>62.3</b>
<b>SEPARATED</b>	<b>3.3</b>
<b>DIVORCED</b>	<b>9.1</b>
<b>WIDOWED</b>	<b>1.5</b>
<b>PREFER NOT TO SAY</b>	<b>-</b>

**40. OTHER THAN ENGLISH, WHICH LANGUAGES DO YOU OR SOMEONE IN YOUR HOUSEHOLD SPEAK FLUENTLY?**

<b>Total</b>	<b>505</b>
<b>SPEAK OTHER LANGUAGE</b>	<b>15.7</b>
Spanish	11.8
Vietnamese	1.0
Hindi	0.7
Filipino	0.4
Chinese	0.4
Other	2.2
<b>ONLY SPEAK ENGLISH</b>	<b>84.5</b>
<b>PREFER NOT TO SAY</b>	<b>-</b>