



NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

1. WHAT GRADE ARE YOU IN?

BANNER 1

	TOTAL	AREA								WHAT GRADE ARE YOU IN								HOW OLD ARE YOU			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	6TH- 8TH GRADE	6th Grade	7th Grade	8th Grade	9TH- 12TH GRADE	9th Grade	10th Grade	11th Grade	12th Grade	11-14	15/ OLDER	15/16 Years Old	17/ Older
Total	306	99	88	53	66	13	32	21	138	47	46	45	168	40	42	43	43	151	155	85	70
6TH-8TH GRADE	45.1	45.0	38.1	58.8	43.4	58.0	36.3	45.7	100.0	100.0	100.0	100.0	-	-	-	-	-	90.0	1.5	2.8	-
6th Grade	15.2	13.3	14.5	18.6	16.2	16.9	17.3	14.1	33.7	100.0	-	-	-	-	-	-	-	30.9	-	-	-
7th Grade	15.1	18.0	13.8	5.7	20.1	20.8	12.6	31.6	33.5	-	100.0	-	-	-	-	-	-	30.7	-	-	-
8th Grade	14.8	13.7	9.9	34.5	7.1	20.2	6.4	-	32.8	-	-	100.0	-	-	-	-	-	28.5	1.5	2.8	-
9TH-12TH GRADE	54.9	55.0	61.9	41.2	56.6	42.0	63.7	54.3	-	-	-	-	100.0	100.0	100.0	100.0	100.0	10.0	98.5	97.2	100.0
9th Grade	13.2	10.2	10.9	20.1	15.3	16.1	15.8	14.0	-	-	-	-	24.0	100.0	-	-	-	10.0	16.3	29.7	-
10th Grade	13.6	13.0	21.7	-	14.7	7.2	14.6	19.5	-	-	-	-	24.8	-	100.0	-	-	-	26.8	45.9	3.5
11th Grade	13.9	17.1	15.5	6.2	13.2	12.6	13.8	12.6	-	-	-	-	25.3	-	-	100.0	-	-	27.4	21.7	34.4
12th Grade	14.2	14.7	13.8	14.9	13.4	6.2	19.6	8.2	-	-	-	-	25.9	-	-	-	100.0	-	28.0	-	62.2
Net Diff.	-9.8	-9.9	-23.7	17.6	-13.1	16.0	-27.5	-8.7	100.0	100.0	100.0	100.0	-100.0	-100.0	-100.0	-100.0	-100.0	80.1	-97.0	-94.5	-100.0



Table 1 Page 2
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

1. WHAT GRADE ARE YOU IN?

BANNER 2

	TOTAL		KNOW PEOPLE YOUR AGE TALK ABOUT ALCOHOL		PEOPLE YOUR AGE THINK DRINKING IS..		KNOW PEOPLE YOUR AGE WHO TRIED ALCOHOL		AGE MOST OF THEM FIRST TRY DRINKING		HOW OFTEN DO THEY DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR FRIENDS TO START DRINKING		
	YES	NO	OKAY TO DRINK	NOT OKAY	YES	NO	14/ YOUNG- ER	15/ OLDER	REGUL- ARLY	Daily	Weekly	Month- ly	Rare/ Spec. Occasn	14 YEARS/ YOUNGR	15-17 YEARS OLD	18 YEARS/ OLDER	
Total	306	185	121	97	208	206	96	133	73	75	8	38	29	129	15	31	260
6TH-8TH GRADE	45.1	34.6	61.2	33.9	50.0	38.6	61.1	55.0	8.8	30.4	23.8	23.9	40.9	42.8	49.9	53.2	43.9
6th Grade	15.2	11.5	20.9	10.0	17.7	9.9	27.3	15.3	-	6.2	7.3	5.8	6.4	12.1	7.2	13.7	15.8
7th Grade	15.1	11.1	21.2	13.7	15.2	14.0	18.3	18.6	5.5	12.3	-	9.5	19.4	14.1	23.4	20.0	14.0
8th Grade	14.8	12.0	19.1	10.2	17.0	14.8	15.5	21.1	3.3	11.9	16.5	8.6	15.1	16.6	19.2	19.5	14.0
9TH-12TH GRADE	54.9	65.4	38.8	66.1	50.0	61.4	38.9	45.0	91.2	69.6	76.2	76.1	59.1	57.2	50.1	46.8	56.1
9th Grade	13.2	15.0	10.5	10.7	14.5	13.3	10.8	16.0	8.3	12.8	28.2	6.8	16.7	13.6	31.0	11.2	12.4
10th Grade	13.6	15.5	10.6	18.0	11.6	15.1	10.9	10.6	23.3	18.4	15.5	25.3	10.1	13.4	8.1	12.9	14.0
11th Grade	13.9	17.5	8.4	14.4	13.8	17.2	7.4	12.8	25.3	17.6	-	24.9	12.8	17.2	-	12.0	14.9
12th Grade	14.2	17.4	9.3	23.0	10.2	15.8	9.8	5.6	34.2	20.6	32.5	19.1	19.5	13.1	11.0	10.5	14.8
Net Diff.	-9.8	-30.9	22.4	-32.1	-0.1	-22.8	22.3	10.0	-82.3	-39.1	-52.4	-52.1	-18.2	-14.4	-0.3	6.5	-12.3



Table 1 Page 3
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

1. WHAT GRADE ARE YOU IN?

BANNER 3

	TOTAL	HOW OFTEN WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL						HAVE PARENTS TALKED TO YOU ABOUT THE FOLLOWING					PEOPLE YOUR AGE EMBARRASSED/AFRAID TO TALK WITH PARENTS			DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A...			THOUGHTS OF ALCOHOL CHNGE SINCE COVID		
		OFTEN/SOME-TIMES	Often	Some-times	RARELY/NEVER	Rarely	Never	YES	Alco-hol Abuse	Alco-hol Misuse	Under-age Drnkng	NO/NONE ABOVE	YES	NO	UNSURE	PRO-BLEM	Seri-ous	Minor	NOT A PRO-BLEM	YES	NO
Total	306	159	42	116	147	84	62	172	92	97	130	134	150	60	97	258	153	104	47	53	251
6TH-8TH GRADE	45.1	47.9	37.6	51.6	42.3	47.8	34.9	51.5	46.4	51.1	50.9	36.8	48.0	38.8	44.6	43.0	42.9	43.2	57.8	26.0	49.1
6th Grade	15.2	18.7	11.6	21.3	11.5	11.6	11.4	18.5	16.1	21.2	19.1	10.9	15.1	13.9	16.2	14.2	13.4	15.3	21.4	5.6	17.3
7th Grade	15.1	18.2	12.5	20.3	11.8	14.3	8.5	18.1	14.7	20.4	17.2	11.2	17.5	10.8	14.1	14.4	14.5	14.2	19.4	12.8	15.7
8th Grade	14.8	11.0	13.6	10.0	19.0	22.0	15.0	14.9	15.6	9.6	14.6	14.7	15.4	14.0	14.3	14.5	15.0	13.7	17.1	7.6	16.1
9TH-12TH GRADE	54.9	52.1	62.4	48.4	57.7	52.2	65.1	48.5	53.6	48.9	49.1	63.2	52.0	61.2	55.4	57.0	57.1	56.8	42.2	74.0	50.9
9th Grade	13.2	16.4	19.1	15.5	9.7	8.4	11.6	12.9	8.4	11.3	15.5	13.5	14.1	10.4	13.5	13.7	15.3	11.4	10.8	13.8	13.2
10th Grade	13.6	14.3	24.4	10.6	12.9	13.1	12.6	12.9	20.5	14.3	10.8	14.5	14.8	17.5	9.4	14.7	12.6	17.9	7.8	25.4	11.2
11th Grade	13.9	9.7	10.9	9.3	18.5	16.8	20.8	11.5	14.3	10.0	11.5	17.1	10.1	15.1	19.1	14.6	16.5	11.9	7.7	9.6	14.5
12th Grade	14.2	11.7	8.0	13.0	16.6	13.9	20.2	11.2	10.4	13.3	11.3	18.0	13.1	18.3	13.4	13.9	12.8	15.7	16.0	25.2	12.0
Net Diff.	-9.8	-4.3	-24.7	3.2	-15.4	-4.4	-30.3	3.0	-7.2	2.2	1.8	-26.4	-4.1	-22.5	-10.9	-14.0	-14.2	-13.6	15.6	-48.0	-1.8



Table 1 Page 4
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

1. WHAT GRADE ARE YOU IN?

BANNER 4

	TOTAL KNOW SOMEONE YOUR AGE WHO				HOW OFTEN DO YOU SEE ALCOHOL PRESENT						FAMILIAR WITH THE RISKS OR KNOW WHERE TO				EVER HEARD		EVER VISITED				
	BEGAN DRINKING AS A RESULT				IN THE SOCIAL MEDIA POSTS OF YOUR						CONSEQUENCES ASSOCIATED LEARN RISK OF				OF TALK IT		TALK IT OUT				
	OF THE COVID-19 PANDEMIC				FRIENDS OR OTHERS AROUND YOUR AGE						WITH UNDERAGE DRINKING UNDERAGE DRNK				OUT NC		NC WEBSITES				
	YES	Began	Drink	NO,	OFTEN/	Often	Some-	RARELY	Rarely	Never	FAMI-	Very	Some-	NOT	YES	NO	YES	NO/	YES	NO/	
		Drink-	More	NEITHR	SOME-		times	/NEVER			LIAR		what	FAMI-				DON'T		DON'T	
		ing	Alcohol		TIMES									LIAR				KNOW		KNOW	
Total	306	82	45	37	224	125	35	90	181	95	86	253	136	117	53	225	81	79	227	29	50
6TH-8TH GRADE	45.1	34.1	37.5	30.0	49.1	38.0	14.8	47.1	50.0	44.3	56.3	44.3	33.4	57.0	48.3	42.3	52.9	28.4	50.9	33.8	25.3
6th Grade	15.2	6.5	8.1	4.6	18.4	12.3	4.3	15.4	17.2	16.2	18.3	13.9	11.4	16.9	20.5	14.4	17.3	11.2	16.6	10.5	11.7
7th Grade	15.1	14.2	12.9	15.8	15.4	15.1	10.5	17.0	15.1	10.5	20.1	14.5	9.3	20.6	18.0	14.7	16.2	6.5	18.1	13.3	2.6
8th Grade	14.8	13.3	16.5	9.6	15.3	10.6	-	14.7	17.7	17.5	17.9	15.9	12.8	19.5	9.8	13.2	19.3	10.7	16.2	10.0	11.1
9TH-12TH GRADE	54.9	65.9	62.5	70.0	50.9	62.0	85.2	52.9	50.0	55.7	43.7	55.7	66.6	43.0	51.7	57.7	47.1	71.6	49.1	66.2	74.7
9th Grade	13.2	11.3	12.1	10.4	13.9	15.7	3.7	20.4	11.5	12.0	10.9	13.8	14.6	13.0	10.3	12.7	14.6	10.5	14.1	-	16.6
10th Grade	13.6	13.1	14.6	11.3	13.8	10.1	10.8	9.9	16.0	21.6	9.8	14.7	15.1	14.1	8.6	15.3	8.8	20.6	11.2	16.6	22.9
11th Grade	13.9	20.3	14.6	27.1	11.5	16.1	36.4	8.1	12.4	11.7	13.2	14.2	22.4	4.7	12.6	16.2	7.6	18.7	12.2	24.4	15.4
12th Grade	14.2	21.2	21.2	21.2	11.6	20.0	34.4	14.4	10.2	10.5	9.8	13.0	14.5	11.2	20.2	13.5	16.1	21.7	11.6	25.2	19.7
Net Diff.	-9.8	-31.8	-25.0	-39.9	-1.7	-24.0	-70.4	-5.8	-0.0	-11.5	12.5	-11.4	-33.1	14.0	-3.4	-15.4	5.8	-43.1	1.7	-32.4	-49.3



Table 1 Page 5
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

1. WHAT GRADE ARE YOU IN?

BANNER 5

	TOTAL	RACIAL BACKGROUND				RACIAL BACKGROUND:		RACIAL BACKGROUND:		GENDER	EVER TRIED ALCOHOL			EVER TURNED TO ALCOHOL AS A COPING MECHANISM			EVER BEEN CAUGHT BY PARENT/SIBLING DRINKING UNDERAGE					
		WHITE	NON-WHITE	African American	Hispanic/Latino	WHITE	AFRICAN AMERICAN	WHITE	AFRICAN AMERICAN		MALE	FEMALE	OTHER	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW
Total	306	176	130	67	44	93	22	83	45	152	151	4	105	161	16	26	245	10	24	248	9	
6TH-8TH GRADE	45.1	57.1	28.8	35.5	22.8	61.9	50.9	51.7	26.9	49.9	40.8	22.7	29.7	57.1	16.6	13.9	49.3	9.8	14.0	48.7	11.8	
6th Grade	15.2	21.4	6.8	8.3	2.8	21.4	17.4	21.4	4.0	16.8	14.0	-	6.9	22.3	-	3.7	17.2	-	6.3	16.7	-	
7th Grade	15.1	18.3	10.8	13.5	7.7	20.1	11.6	16.3	12.9	15.5	14.5	22.7	7.6	17.0	16.6	10.2	14.0	9.8	7.7	14.1	11.8	
8th Grade	14.8	17.4	11.3	13.7	12.3	20.4	21.9	14.0	10.0	17.6	12.4	-	15.1	17.7	-	-	18.1	-	-	17.8	-	
9TH-12TH GRADE	54.9	42.9	71.2	64.5	77.2	38.1	49.1	48.3	73.1	50.1	59.2	77.3	70.3	42.9	83.4	86.1	50.7	90.2	86.0	51.3	88.2	
9th Grade	13.2	12.6	14.0	16.4	8.5	10.7	11.2	14.7	19.2	12.1	14.6	-	20.1	7.2	14.1	26.5	9.9	37.3	18.0	10.7	44.8	
10th Grade	13.6	12.5	15.2	18.0	15.6	15.0	25.0	9.6	14.9	15.8	11.7	-	13.7	13.6	26.8	22.7	12.5	38.2	19.2	14.0	13.3	
11th Grade	13.9	9.3	20.2	11.5	30.5	6.7	5.8	12.1	14.4	10.9	15.7	67.9	14.5	13.5	32.3	13.4	15.2	11.5	15.9	14.9	13.8	
12th Grade	14.2	8.6	21.8	18.6	22.6	5.6	7.1	11.9	24.6	11.3	17.3	9.4	21.9	8.6	10.1	23.5	13.1	3.2	32.8	11.8	16.3	
Net Diff.	-9.8	14.2	-42.3	-29.0	-54.4	23.8	1.7	3.4	-46.3	-0.3	-18.3	-54.6	-40.7	14.1	-66.7	-72.2	-1.3	-80.3	-71.9	-2.7	-76.3	



Table 2 Page 6
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

2. HOW OLD ARE YOU?

BANNER 1

	TOTAL	AREA								WHAT GRADE ARE YOU IN								HOW OLD ARE YOU			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	6TH- 8TH GRADE	6th Grade	7th Grade	8th Grade	9TH- 12TH GRADE	9th Grade	10th Grade	11th Grade	12th Grade	11-14	15/ OLDER	15/16 Years Old	17/ Older
Total	306	99	88	53	66	13	32	21	138	47	46	45	168	40	42	43	43	151	155	85	70
FOURTEEN/YOUNGER	49.2	46.4	44.0	62.9	49.4	66.0	36.3	59.6	98.3	100.0	100.0	94.8	8.9	37.2	-	-	-	100.0	-	-	-
Eleven	6.6	6.1	5.7	4.5	10.5	10.4	12.0	8.0	14.7	43.6	-	-	-	-	-	-	-	13.5	-	-	-
Twelve	10.0	6.7	10.8	18.0	7.3	3.5	3.5	15.6	22.1	43.0	22.8	-	-	-	-	-	-	20.3	-	-	-
Thirteen	18.9	21.4	15.3	21.5	17.8	16.9	15.6	22.0	41.9	13.3	66.5	46.1	-	-	-	-	-	38.4	-	-	-
Fourteen	13.7	12.1	12.3	18.9	13.8	35.2	5.1	14.0	19.5	-	10.7	48.6	8.9	37.2	-	-	-	27.9	-	-	-
FIFTEEN/OLDER	50.8	53.6	56.0	37.1	50.6	34.0	63.7	40.4	1.7	-	-	5.2	91.1	62.8	100.0	100.0	100.0	-	100.0	100.0	100.0
Fifteen	9.2	6.7	7.7	12.4	12.4	15.2	15.0	6.5	1.7	-	-	5.2	15.3	44.1	19.2	-	-	-	18.1	32.9	-
Sixteen	18.7	24.5	24.5	3.6	14.5	5.1	19.3	13.0	-	-	-	-	34.1	18.7	75.0	43.5	-	-	36.9	67.1	-
Seventeen	10.9	10.3	11.9	9.1	11.8	7.4	13.0	12.6	-	-	-	-	19.8	-	5.8	43.8	28.1	-	21.4	-	47.6
Eighteen/Older	12.0	12.1	11.8	12.1	11.9	6.2	16.5	8.2	-	-	-	-	21.8	-	-	12.7	71.9	-	23.6	-	52.4
PREFER NOT TO SAY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	40.0	39.7	36.3	50.6	37.0	50.8	21.3	53.1	96.6	100.0	100.0	89.6	-6.4	-6.9	-19.2	-	-	100.0	-18.1	-32.9	-
Mean	14.68	14.82	14.86	14.24	14.61	14.17	15.00	14.26	12.71	11.70	12.88	13.59	16.30	14.82	15.87	16.69	17.72	12.81	16.50	15.67	17.52



Table 2 Page 7
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

2. HOW OLD ARE YOU?

BANNER 2

	TOTAL		KNOW PEOPLE YOUR AGE TALK ABOUT ALCOHOL		PEOPLE YOUR AGE THINK DRINKING IS..		KNOW PEOPLE YOUR AGE WHO TRIED ALCOHOL		AGE MOST OF THEM FIRST TRY DRINKING		HOW OFTEN DO THEY DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR FRIENDS TO START DRINKING		
	YES	NO	OKAY TO DRINK	NOT OKAY	YES	NO	14/ YOUNG- ER	15/ OLDER	REGUL- ARLY	Daily	Weekly	Month- ly	Rare/ Spec. Occasn	14 YEARS/ YOUNGR	15-17 YEARS OLD	18 YEARS/ OLDER	
Total	306	185	121	97	208	206	96	133	73	75	8	38	29	129	15	31	260
FOURTEEN/YOUNGER	49.2	41.4	61.2	36.6	54.8	45.4	59.8	64.5	10.6	34.9	23.8	23.9	52.4	50.9	66.2	49.6	48.2
Eleven	6.6	4.3	10.2	3.0	8.4	3.9	12.8	6.0	-	1.6	7.3	1.6	-	5.3	-	3.4	7.4
Twelve	10.0	10.1	9.8	8.3	10.9	9.9	10.6	13.7	3.0	7.8	-	7.3	10.5	11.2	-	19.1	9.5
Thirteen	18.9	12.7	28.3	19.0	18.3	16.5	24.9	23.9	3.1	13.9	-	6.4	27.6	17.3	49.9	21.3	16.8
Fourteen	13.7	14.3	12.9	6.3	17.3	15.0	11.5	20.9	4.5	11.6	16.5	8.6	14.4	17.1	16.4	5.8	14.5
FIFTEEN/OLDER	50.8	58.6	38.8	63.4	45.2	54.6	40.2	35.5	89.4	65.1	76.2	76.1	47.6	49.1	33.8	50.4	51.8
Fifteen	9.2	9.4	8.9	11.6	8.1	8.0	11.3	7.9	8.2	9.9	28.2	9.7	5.2	7.0	14.6	18.8	7.7
Sixteen	18.7	21.0	15.2	17.8	19.3	20.8	13.1	17.3	27.3	22.6	-	33.3	14.3	20.0	8.1	9.0	20.5
Seventeen	10.9	14.4	5.5	16.8	8.2	13.4	6.0	6.8	25.3	19.8	30.1	22.2	13.8	9.8	11.0	15.2	10.4
Eighteen/Older	12.0	13.8	9.2	17.1	9.6	12.4	9.8	3.6	28.5	12.9	17.9	10.9	14.2	12.3	-	7.4	13.2
PREFER NOT TO SAY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	40.0	32.0	52.3	25.0	46.7	37.3	48.6	56.6	2.4	25.0	-4.3	14.2	47.3	43.9	51.6	30.8	40.5
Mean	14.68	15.04	14.14	15.22	14.45	14.91	14.10	14.08	16.44	15.32	15.68	15.60	14.84	14.70	14.14	14.42	14.75



Table 2 Page 8
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

2. HOW OLD ARE YOU?

BANNER 3

	HOW OFTEN WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL							HAVE PARENTS TALKED TO YOU ABOUT THE FOLLOWING					PEOPLE YOUR AGE EMBARRASSED/AFRAID TO TALK WITH PARENTS			DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A...			THOUGHTS OF ALCOHOL CHNGE SINCE COVID		
	OFTEN/ SOME- TIMES	Often	Some- times	RARELY/ /NEVER	Rarely	Never	YES	Alco- hol Abuse	Alco- hol Misuse	Under- age Drnkng	NO/ NONE ABOVE	YES	NO	UNSURE	PRO- BLEM	Seri- ous	Minor	NOT A PRO- BLEM	YES	NO	
Total	306	159	42	116	147	84	62	172	92	97	130	134	150	60	97	258	153	104	47	53	251
FOURTEEN/YOUNGER	49.2	55.8	47.2	58.9	42.4	49.4	32.9	58.1	50.2	54.7	59.6	37.8	49.8	43.0	52.2	47.9	47.9	47.9	57.8	26.4	54.1
Eleven	6.6	6.7	1.3	8.7	6.5	4.4	9.5	8.5	6.1	9.1	9.6	4.2	5.5	8.8	7.1	5.9	5.7	6.2	10.7	1.1	7.9
Twelve	10.0	13.6	8.9	15.4	6.1	9.1	1.9	13.5	10.3	15.4	11.2	5.5	10.3	3.4	13.6	9.6	7.9	12.2	12.2	4.5	11.2
Thirteen	18.9	19.3	13.1	21.5	18.6	21.2	15.1	18.5	18.6	19.0	19.5	19.5	23.5	15.2	14.0	18.1	19.6	15.9	24.0	18.3	18.8
Fourteen	13.7	16.1	23.8	13.3	11.2	14.7	6.4	17.6	15.2	11.1	19.4	8.7	10.5	15.7	17.5	14.3	14.8	13.6	10.9	2.5	16.2
FIFTEEN/OLDER	50.8	44.2	52.8	41.1	57.6	50.6	67.1	41.9	49.8	45.3	40.4	62.2	50.2	57.0	47.8	52.1	52.1	52.1	42.2	73.6	45.9
Fifteen	9.2	9.5	9.0	9.7	8.9	7.5	10.7	7.4	6.9	8.4	5.6	11.6	15.0	6.0	2.2	9.6	10.1	8.8	7.3	19.7	7.0
Sixteen	18.7	18.9	31.2	14.5	18.6	17.8	19.6	18.1	26.4	19.4	18.3	19.5	17.5	20.0	19.9	19.7	19.1	20.6	11.2	19.1	18.8
Seventeen	10.9	8.2	7.0	8.6	13.4	15.5	10.6	7.7	9.3	8.1	7.5	15.0	8.7	14.7	11.8	11.2	10.6	12.1	9.5	13.4	10.0
Eighteen/Older	12.0	7.6	5.7	8.2	16.8	9.8	26.3	8.8	7.2	9.4	9.0	16.1	8.9	16.3	14.0	11.6	12.3	10.6	14.2	21.3	10.1
PREFER NOT TO SAY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	40.0	46.3	38.2	49.2	33.5	41.8	22.2	50.7	43.3	46.3	54.0	26.3	34.8	37.1	50.0	38.3	37.8	39.1	50.5	6.6	47.0
Mean	14.68	14.35	14.80	14.19	15.03	14.76	15.39	14.31	14.59	14.32	14.30	15.17	14.51	15.07	14.71	14.74	14.77	14.70	14.34	15.53	14.50



Table 2 Page 9
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

2. HOW OLD ARE YOU?

BANNER 4

	TOTAL KNOW SOMEONE YOUR AGE WHO				HOW OFTEN DO YOU SEE ALCOHOL PRESENT						FAMILIAR WITH THE RISKS OR				KNOW WHERE TO		EVER HEARD		EVER VISITED		
	BEGAN DRINKING AS A RESULT				IN THE SOCIAL MEDIA POSTS OF YOUR						CONSEQUENCES ASSOCIATED				LEARN RISK OF		OF TALK IT		TALK IT OUT		
	OF THE COVID-19 PANDEMIC				FRIENDS OR OTHERS AROUND YOUR AGE						WITH UNDERAGE DRINKING				UNDERAGE DRNK		OUT NC		NC WEBSITES		
	YES	Began	Drink	NO,	OFTEN/	Often	Some-	RARELY	Rarely	Never	FAMI-	Very	Some-	NOT	YES	NO	YES	NO/	YES	NO/	
	ing	More	NEITHR	SOME-	TIMES		times	/NEVER			LIAR		what	FAMI-				DON'T		DON'T	
		Alcohol		TIMES										LIAR				KNOW		KNOW	
Total	306	82	45	37	224	125	35	90	181	95	86	253	136	117	53	225	81	79	227	29	50
FOURTEEN/YOUNGER	49.2	41.4	42.2	40.4	52.1	44.1	14.8	55.5	52.8	49.6	56.3	49.3	39.7	60.5	48.3	46.8	55.9	34.9	54.2	33.8	35.5
Eleven	6.6	2.0	2.4	1.5	8.3	4.3	-	6.0	8.2	6.6	10.0	5.9	5.9	6.0	9.0	6.3	7.7	5.2	7.1	2.0	7.0
Twelve	10.0	10.2	10.6	9.7	9.9	11.6	6.1	13.8	8.9	9.7	7.9	10.6	5.4	16.6	7.3	9.6	11.1	6.4	11.2	9.4	4.7
Thirteen	18.9	12.3	14.9	9.2	21.3	15.7	8.7	18.5	21.1	14.8	28.1	17.4	12.4	23.2	26.3	17.6	22.4	11.9	21.3	17.8	8.5
Fourteen	13.7	16.9	14.4	20.0	12.5	12.4	-	17.3	14.6	18.5	10.3	15.4	16.0	14.7	5.8	13.4	14.7	11.4	14.5	4.7	15.3
FIFTEEN/OLDER	50.8	58.6	57.8	59.6	47.9	55.9	85.2	44.5	47.2	50.4	43.7	50.7	60.3	39.5	51.7	53.2	44.1	65.1	45.8	66.2	64.5
Fifteen	9.2	6.3	7.2	5.3	10.3	7.6	3.7	9.2	10.3	10.4	10.2	10.1	9.2	11.2	4.9	9.6	8.1	8.3	9.5	4.2	10.6
Sixteen	18.7	20.4	20.8	20.0	18.1	19.9	25.2	17.9	17.9	20.5	15.0	18.6	22.4	14.2	19.3	19.9	15.4	26.2	16.1	21.5	28.8
Seventeen	10.9	13.0	13.6	12.2	10.1	11.8	22.1	7.7	10.3	8.5	12.2	10.6	13.2	7.6	12.2	11.6	9.0	12.7	10.3	23.0	6.7
Eighteen/Older	12.0	18.9	16.3	22.0	9.4	16.6	34.2	9.7	8.8	11.0	6.3	11.3	15.4	6.5	15.3	12.1	11.6	18.0	9.9	17.4	18.3
PREFER NOT TO SAY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	40.0	35.1	35.0	35.1	41.9	36.4	11.1	46.4	42.5	39.2	46.1	39.2	30.5	49.3	43.4	37.2	47.8	26.6	44.7	29.5	24.9
Mean	14.68	15.23	15.12	15.37	14.48	14.97	16.36	14.43	14.48	14.67	14.28	14.68	15.14	14.14	14.74	14.77	14.45	15.30	14.47	15.44	15.23



Table 2 Page 10
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

2. HOW OLD ARE YOU?

BANNER 5

	TOTAL	RACIAL BACKGROUND					RACIAL BACKGROUND:		RACIAL BACKGROUND:		GENDER	EVER TRIED ALCOHOL			EVER TURNED TO ALCOHOL AS A COPING MECHANISM			EVER BEEN CAUGHT BY PARENT/SIBLING DRINKING UNDERAGE			
		WHITE	NON-WHITE	African American	Hispanic/Latino	Other	MALE	FEMALE	OTHER	YES		NO	DON'T KNOW	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW		
																				WHITE	AFRICAN AMERICAN
Total	306	176	130	67	44	93	22	83	45	152	151	4	105	161	16	26	245	10	24	248	9
FOURTEEN/YOUNGER	49.2	62.2	31.7	41.1	22.9	64.7	62.1	59.2	29.8	54.1	45.0	22.7	37.2	60.1	16.6	24.6	53.4	9.8	25.7	52.6	11.8
Eleven	6.6	10.0	2.0	1.5	2.8	10.2	2.2	9.8	1.1	7.4	6.1	-	3.0	9.3	-	-	7.4	-	-	7.3	-
Twelve	10.0	14.5	3.9	6.8	-	14.0	10.3	14.9	5.2	10.5	9.7	-	6.6	14.0	-	3.7	11.6	-	6.3	11.2	-
Thirteen	18.9	23.7	12.4	13.2	12.1	27.0	14.6	20.0	12.8	21.5	16.7	-	12.2	21.3	16.6	4.4	19.4	9.8	4.8	19.1	11.8
Fourteen	13.7	14.0	13.4	19.6	8.0	13.5	34.9	14.5	10.7	14.7	12.5	22.7	15.5	15.4	-	16.5	15.0	-	14.6	15.1	-
FIFTEEN/OLDER	50.8	37.8	68.3	58.9	77.1	35.3	37.9	40.8	70.2	45.9	55.0	77.3	62.8	39.9	83.4	75.4	46.6	90.2	74.3	47.4	88.2
Fifteen	9.2	8.0	10.9	7.3	13.1	7.3	4.9	8.7	8.6	9.6	9.0	-	12.9	4.7	14.1	24.5	6.0	20.9	10.3	7.0	38.4
Sixteen	18.7	13.6	25.6	26.9	25.7	15.7	25.9	11.3	27.9	17.2	19.1	67.9	16.2	19.3	43.6	13.9	19.1	43.1	10.2	20.4	19.7
Seventeen	10.9	7.8	15.1	8.7	20.4	5.3	2.7	10.6	11.8	9.7	12.1	9.4	15.5	7.5	21.5	21.8	9.5	26.2	37.3	8.4	23.4
Eighteen/Older	12.0	8.5	16.7	16.0	17.9	7.0	4.4	10.2	21.9	9.4	14.8	-	18.3	8.4	4.2	15.1	12.0	-	16.6	11.6	6.7
PREFER NOT TO SAY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	40.0	54.2	20.9	33.7	9.8	57.5	57.2	50.5	21.1	44.4	36.0	22.7	24.3	55.3	2.5	0.1	47.3	-11.1	15.4	45.6	-26.6
Mean	14.68	14.10	15.48	15.20	15.77	13.97	14.40	14.24	15.61	14.46	14.88	15.64	15.31	14.22	15.66	15.66	14.56	15.76	15.91	14.56	15.63



Table 3 Page 11
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

3. DO YOU KNOW PEOPLE AROUND YOUR AGE WHO TALK ABOUT ALCOHOL LIKE BEER, WINE, WINE COOLERS, AND/OR LIQUOR?

BANNER 1

	TOTAL	AREA							WHAT GRADE ARE YOU IN							HOW OLD ARE YOU					
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	6TH- 8TH GRADE	6th Grade	7th Grade	8th Grade	9TH- 12TH GRADE	9th Grade	10th Grade	11th Grade	12th Grade	11-14	15/ OLDER	15/16 Years Old	17/ Older
Total	306	99	88	53	66	13	32	21	138	47	46	45	168	40	42	43	43	151	155	85	70
YES	60.4	63.5	63.5	44.0	65.1	72.2	64.7	61.4	46.3	45.7	44.4	48.9	72.0	68.6	69.1	76.1	74.2	50.8	69.8	65.8	74.6
NO	39.6	36.5	36.5	56.0	34.9	27.8	35.3	38.6	53.7	54.3	55.6	51.1	28.0	31.4	30.9	23.9	25.8	49.2	30.2	34.2	25.4
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	20.9	26.9	26.9	-12.0	30.2	44.4	29.3	22.8	-7.4	-8.7	-11.1	-2.3	44.1	37.1	38.1	52.1	48.3	1.6	39.5	31.6	49.1



Table 3 Page 12
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

3. DO YOU KNOW PEOPLE AROUND YOUR AGE WHO TALK ABOUT ALCOHOL LIKE BEER, WINE, WINE COOLERS, AND/OR LIQUOR?

BANNER 2

	TOTAL		KNOW PEOPLE YOUR AGE TALK ABOUT ALCOHOL		PEOPLE YOUR AGE THINK DRINKING IS..		KNOW PEOPLE YOUR AGE WHO TRIED ALCOHOL		AGE MOST OF THEM FIRST TRY DRINKING		HOW OFTEN DO THEY DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR FRIENDS TO START DRINKING		
	YES	NO	OKAY TO DRINK	NOT OKAY	YES	NO	14/ YOUNG- ER	15/ OLDER	REGUL- ARLY	Daily	Weekly	Month- ly	Rare/ Spec. Occasn	14 YEARS/ YOUNGR	15-17 YEARS OLD	18 YEARS/ OLDER	
Total	306	185	121	97	208	206	96	133	73	75	8	38	29	129	15	31	260
YES	60.4	100.0	-	87.1	48.3	80.0	18.5	81.0	78.3	93.4	65.5	94.0	100.0	73.0	76.9	73.1	58.0
NO	39.6	-	100.0	12.9	51.7	20.0	81.5	19.0	21.7	6.6	34.5	6.0	-	27.0	23.1	26.9	42.0
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	20.9	100.0	-100.0	74.2	-3.3	60.1	-62.9	61.9	56.6	86.7	31.0	88.0	100.0	46.0	53.8	46.2	15.9



NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

3. DO YOU KNOW PEOPLE AROUND YOUR AGE WHO TALK ABOUT ALCOHOL LIKE BEER, WINE, WINE COOLERS, AND/OR LIQUOR?

BANNER 3

TOTAL	HOW OFTEN WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL						HAVE PARENTS TALKED TO YOU ABOUT THE FOLLOWING				PEOPLE YOUR AGE EMBARRASSED/AFRAID TO TALK WITH PARENTS			DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A...			THOUGHTS OF ALCOHOL CHNGE SINCE COVID				
	OFTEN/SOME-TIMES	Often	Some-times	RARELY/NEVER	Rarely	Never	YES	Alco-hol Abuse	Alco-hol Misuse	Under-age Drnkng	NO/NONE ABOVE	YES	NO	UNSURE	PRO-BLEM	Seri-ous	Minor	NOT A PRO-BLEM	YES	NO	
Total	306	159	42	116	147	84	62	172	92	97	130	134	150	60	97	258	153	104	47	53	251
YES	60.4	66.0	67.2	65.5	54.3	52.4	56.8	66.2	72.4	72.2	63.3	52.9	68.1	53.2	53.0	64.9	61.3	70.0	35.0	73.6	57.3
NO	39.6	34.0	32.8	34.5	45.7	47.6	43.2	33.8	27.6	27.8	36.7	47.1	31.9	46.8	47.0	35.1	38.7	30.0	65.0	26.4	42.7
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	20.9	32.0	34.4	31.1	8.5	4.7	13.7	32.5	44.8	44.3	26.6	5.9	36.2	6.3	6.0	29.7	22.7	40.1	-30.0	47.2	14.7



Table 3 Page 14
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

3. DO YOU KNOW PEOPLE AROUND YOUR AGE WHO TALK ABOUT ALCOHOL LIKE BEER, WINE, WINE COOLERS, AND/OR LIQUOR?

BANNER 4

	TOTAL KNOW SOMEONE YOUR AGE WHO				HOW OFTEN DO YOU SEE ALCOHOL PRESENT							FAMILIAR WITH THE RISKS OR				KNOW WHERE TO		EVER HEARD		EVER VISITED	
	BEGAN DRINKING AS A RESULT				IN THE SOCIAL MEDIA POSTS OF YOUR							CONSEQUENCES ASSOCIATED				LEARN RISK OF		OF TALK IT		TALK IT OUT	
	OF THE COVID-19 PANDEMIC				FRIENDS OR OTHERS AROUND YOUR AGE							WITH UNDERAGE DRINKING				UNDERAGE DRNK		OUT NC		NC WEBSITES	
	YES	Began	Drink	NO,	OFTEN/	Often	Some-	RARELY	Rarely	Never	FAMI-	Very	Some-	NOT	YES	NO	YES	NO/	YES	NO/	
	ing	Alcohol	NEITHR	SOME-	TIMES		times	/NEVER			LIAR		what	FAMI-				DON'T		DON'T	
														LIAR				KNOW		KNOW	
Total	306	82	45	37	224	125	35	90	181	95	86	253	136	117	53	225	81	79	227	29	50
YES	60.4	92.7	96.8	87.8	48.6	82.0	95.0	76.9	45.6	59.1	30.7	64.3	65.7	62.7	42.4	65.2	47.1	72.4	56.3	77.9	69.3
NO	39.6	7.3	3.2	12.2	51.4	18.0	5.0	23.1	54.4	40.9	69.3	35.7	34.3	37.3	57.6	34.8	52.9	27.6	43.7	22.1	30.7
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	20.9	85.4	93.5	75.6	-2.9	64.0	90.1	53.8	-8.8	18.2	-38.6	28.6	31.3	25.5	-15.2	30.5	-5.8	44.9	12.5	55.8	38.6



Table 3 Page 15
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

3. DO YOU KNOW PEOPLE AROUND YOUR AGE WHO TALK ABOUT ALCOHOL LIKE BEER, WINE, WINE COOLERS, AND/OR LIQUOR?

BANNER 5

TOTAL	RACIAL BACKGROUND					RACIAL BACKGROUND:		RACIAL BACKGROUND:		GENDER	EVER TRIED ALCOHOL			EVER TURNED TO ALCOHOL AS A COPING MECHANISM			EVER BEEN CAUGHT BY PARENT/SIBLING DRINKING UNDERAGE				
	WHITE	NON-WHITE	African American	Hispanic/Latino	Other	MALE	FEMALE	MALE	FEMALE		YES	NO	DON'T KNOW	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW		
Total	306	176	130	67	44	93	22	83	45	152	151	4	105	161	16	26	245	10	24	248	9
YES	60.4	59.0	62.4	54.4	74.5	56.9	52.8	61.4	54.4	58.2	61.7	100.0	86.0	48.9	42.7	86.3	60.5	46.3	97.9	60.4	23.6
NO	39.6	41.0	37.6	45.6	25.5	43.1	47.2	38.6	45.6	41.8	38.3	-	14.0	51.1	57.3	13.7	39.5	53.7	2.1	39.6	76.4
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	20.9	18.0	24.8	8.9	48.9	13.7	5.7	22.8	8.8	16.4	23.4	100.0	72.0	-2.3	-14.6	72.5	21.1	-7.4	95.8	20.7	-52.9



Table 4 Page 16
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 1

	TOTAL	AREA							WHAT GRADE ARE YOU IN							HOW OLD ARE YOU					
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS- BORO DMA	REST OF STATE	Wilmin- gton DMA	East DMAs	West DMAs	6TH- 8TH GRADE	6th Grade	7th Grade	8th Grade	9TH- 12TH GRADE	9th Grade	10th Grade	11th Grade	12th Grade	11-14	15/ OLDER	15/16 Years Old	17/ Older
Total	306	99	88	53	66	13	32	21	138	47	46	45	168	40	42	43	43	151	155	85	70
OKAY TO DRINK ALCOHOL	31.7	33.1	32.7	18.2	39.5	36.6	42.0	37.2	23.9	20.9	28.8	22.0	38.2	25.7	42.0	32.8	51.5	23.6	39.6	33.5	47.1
NOT OKAY TO DRINK	67.8	65.5	67.3	81.8	60.5	63.4	58.0	62.8	75.1	79.1	68.3	78.0	61.8	74.3	58.0	67.2	48.5	75.5	60.4	66.5	52.9
DON'T KNOW	0.4	1.4	-	-	-	-	-	-	1.0	-	2.9	-	-	-	-	-	-	0.9	-	-	-
Net Diff.	-36.1	-32.4	-34.7	-63.7	-21.1	-26.9	-15.9	-25.7	-51.3	-58.3	-39.5	-56.1	-23.6	-48.7	-16.0	-34.4	2.9	-51.9	-20.7	-33.0	-5.7



Table 4 Page 17
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 2

	TOTAL		KNOW PEOPLE YOUR AGE TALK ABOUT ALCOHOL		PEOPLE YOUR AGE THINK DRINKING IS..		KNOW PEOPLE YOUR AGE WHO TRIED ALCOHOL		AGE MOST OF THEM FIRST TRY DRINKING		HOW OFTEN DO THEY DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR FRIENDS TO START DRINKING		
	YES	NO	OKAY TO DRINK	NOT OKAY	YES	NO	14/ YOUNG- ER	15/ OLDER	REGUL- ARLY	Daily	Weekly	Month- ly	Rare/ Spec. Occasn	14 YEARS/ YOUNGR	15-17 YEARS OLD	18 YEARS/ OLDER	
Total	306	185	121	97	208	206	96	133	73	75	8	38	29	129	15	31	260
OKAY TO DRINK ALCOHOL	31.7	45.8	10.3	100.0	-	43.5	8.0	42.4	45.4	60.2	30.1	65.6	61.0	34.2	58.8	57.9	27.0
NOT OKAY TO DRINK	67.8	54.2	88.6	-	100.0	56.5	90.6	57.6	54.6	39.8	69.9	34.4	39.0	65.8	32.2	42.1	73.0
DON'T KNOW	0.4	-	1.1	-	-	-	1.4	-	-	-	-	-	-	-	9.0	-	-
Net Diff.	-36.1	-8.5	-78.2	100.0	-100.0	-13.0	-82.5	-15.2	-9.2	20.3	-39.7	31.3	21.9	-31.6	26.7	15.9	-45.9



Table 4 Page 18
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 3

TOTAL	HOW OFTEN WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL						HAVE PARENTS TALKED TO YOU ABOUT THE FOLLOWING				PEOPLE YOUR AGE EMBARRASSED/AFRAID TO TALK WITH PARENTS			DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A...				THOUGHTS OF ALCOHOL CHNGE SINCE COVID			
	OFTEN/SOME-TIMES	Often	Some-times	RARELY/NEVER	Rarely	Never	YES	Alco-hol Abuse	Alco-hol Misuse	Under-age Drnkng	NO/NONE ABOVE	YES	NO	UNSURE	PRO-BLEM	Seri-ous	Minor	NOT A PRO-BLEM	YES	NO	
Total	306	159	42	116	147	84	62	172	92	97	130	134	150	60	97	258	153	104	47	53	251
OKAY TO DRINK ALCOHOL	31.7	31.2	29.8	31.8	32.4	34.6	29.4	27.6	33.4	32.8	27.4	37.1	37.5	25.0	26.9	33.5	29.8	38.9	23.0	49.5	27.8
NOT OKAY TO DRINK	67.8	67.9	70.2	67.1	67.6	65.4	70.6	72.4	66.6	67.2	72.6	61.9	62.5	75.0	71.7	66.5	70.2	61.1	74.2	50.5	71.6
DON'T KNOW	0.4	0.8	-	1.2	-	-	-	-	-	-	-	1.0	-	-	1.4	-	-	-	2.9	-	0.5
Net Diff.	-36.1	-36.7	-40.3	-35.3	-35.2	-30.7	-41.3	-44.8	-33.2	-34.5	-45.2	-24.9	-25.0	-50.0	-44.7	-33.0	-40.4	-22.2	-51.2	-1.0	-43.8



Table 4 Page 19
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 4

	TOTAL KNOW SOMEONE YOUR AGE WHO				HOW OFTEN DO YOU SEE ALCOHOL PRESENT							FAMILIAR WITH THE RISKS OR				KNOW WHERE TO		EVER HEARD		EVER VISITED	
	BEGAN DRINKING AS A RESULT				IN THE SOCIAL MEDIA POSTS OF YOUR							CONSEQUENCES ASSOCIATED				LEARN RISK OF		OF TALK IT		TALK IT OUT	
	OF THE COVID-19 PANDEMIC				FRIENDS OR OTHERS AROUND YOUR AGE							WITH UNDERAGE DRINKING				UNDERAGE DRNK		OUT NC		NC WEBSITES	
	YES	Began	Drink	NO,	OFTEN/	Often	Some-	RARELY	Rarely	Never	FAMI-	Very	Some-	NOT	YES	NO	YES	NO/	YES	NO/	
	ing	Alcohol	NEITHR	SOME-	TIMES		times	/NEVER			LIAR		what	FAMI-				DON'T		DON'T	
														LIAR				KNOW		KNOW	
Total	306	82	45	37	224	125	35	90	181	95	86	253	136	117	53	225	81	79	227	29	50
OKAY TO DRINK ALCOHOL	31.7	41.7	52.3	28.9	28.1	39.8	44.6	38.0	26.2	36.1	15.2	33.2	30.7	36.1	24.0	32.0	30.9	29.0	32.7	40.3	22.5
NOT OKAY TO DRINK	67.8	58.3	47.7	71.1	71.3	60.2	55.4	62.0	73.1	63.9	83.2	66.8	69.3	63.9	73.4	68.0	67.4	71.0	66.7	59.7	77.5
DON'T KNOW	0.4	-	-	-	0.6	-	-	-	0.7	-	1.6	-	-	-	2.6	-	1.7	-	0.6	-	-
Net Diff.	-36.1	-16.6	4.7	-42.2	-43.2	-20.3	-10.8	-24.0	-46.9	-27.8	-68.0	-33.6	-38.5	-27.9	-49.4	-35.9	-36.5	-42.0	-34.1	-19.4	-55.0



Table 4 Page 20
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 5

TOTAL	RACIAL BACKGROUND					RACIAL BACKGROUND:		RACIAL BACKGROUND:		GENDER	EVER TRIED ALCOHOL			EVER TURNED TO ALCOHOL AS A COPING MECHANISM			EVER BEEN CAUGHT BY PARENT/SIBLING DRINKING UNDERAGE				
	WHITE	NON-WHITE	African American	Hispanic/Latino	Other	MALE	FEMALE	OTHER	OTHER		YES	NO	DON'T KNOW	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW		
																				WHITE	AFRICAN AMERICAN
Total	306	176	130	67	44	93	22	83	45	152	151	4	105	161	16	26	245	10	24	248	9
OKAY TO DRINK ALCOHOL	31.7	33.0	30.0	24.6	36.5	35.7	15.1	30.0	27.9	33.8	29.9	22.7	46.3	23.8	11.6	60.7	28.7	26.7	51.6	30.5	6.7
NOT OKAY TO DRINK	67.8	67.0	69.0	73.4	63.5	64.3	84.9	70.0	69.1	66.2	69.3	77.3	53.7	76.2	88.4	39.3	71.3	73.3	48.4	69.5	93.3
DON'T KNOW	0.4	-	1.0	2.0	-	-	-	-	3.0	-	0.9	-	-	-	-	-	-	-	-	-	-
Net Diff.	-36.1	-34.0	-38.9	-48.8	-27.0	-28.6	-69.8	-40.1	-41.3	-32.4	-39.4	-54.6	-7.4	-52.3	-76.9	21.4	-42.6	-46.6	3.2	-39.0	-86.6



NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 1

	TOTAL	AREA							WHAT GRADE ARE YOU IN							HOW OLD ARE YOU					
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	6TH- 8TH GRADE	6th Grade	7th Grade	8th Grade	9TH- 12TH GRADE	9th Grade	10th Grade	11th Grade	12th Grade	11-14	15/ OLDER	15/16 Years Old	17/ Older
Total	306	99	88	53	66	13	32	21	138	47	46	45	168	40	42	43	43	151	155	85	70
YES	67.2	69.2	69.9	57.4	68.6	79.4	65.7	66.4	57.5	43.7	62.1	67.1	75.2	67.5	74.8	83.4	74.6	61.9	72.4	69.5	75.9
NO	31.3	30.8	29.1	35.9	31.4	20.6	34.3	33.6	42.5	56.3	37.9	32.9	22.2	25.6	25.2	16.6	21.6	38.1	24.8	27.3	21.7
DON'T KNOW	1.5	-	1.0	6.7	-	-	-	-	-	-	-	-	2.6	6.9	-	-	3.8	-	2.9	3.2	2.4
Net Diff.	35.9	38.3	40.8	21.5	37.2	58.8	31.4	32.9	15.1	-12.6	24.2	34.2	53.0	42.0	49.6	66.7	53.1	23.8	47.6	42.2	54.2



Table 5 Page 22
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 2

	TOTAL		KNOW PEOPLE YOUR AGE TALK ABOUT ALCOHOL		PEOPLE YOUR AGE THINK DRINKING IS..		KNOW PEOPLE YOUR AGE WHO TRIED ALCOHOL		AGE MOST OF THEM FIRST TRY DRINKING		HOW OFTEN DO THEY DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR FRIENDS TO START DRINKING		
	YES	NO	OKAY TO DRINK	NOT OKAY	YES	NO	14/ YOUNG- ER	15/ OLDER	REGUL- ARLY	Daily	Weekly	Month- ly	Rare/ Spec. Occasn	14 YOUNGR	15-17 OLD	18 OLDER	
Total	306	185	121	97	208	206	96	133	73	75	8	38	29	129	15	31	260
YES	67.2	89.0	33.9	92.1	56.0	100.0	-	100.0	100.0	100.0	100.0	100.0	100.0	100.0	76.9	77.0	65.5
NO	31.3	9.6	64.5	7.9	41.8	-	100.0	-	-	-	-	-	-	-	23.1	23.0	32.8
DON'T KNOW	1.5	1.4	1.6	-	2.1	-	-	-	-	-	-	-	-	-	-	-	1.7
Net Diff.	35.9	79.4	-30.6	84.1	14.2	100.0	-100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	53.8	53.9	32.7



Table 5 Page 23
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 3

	TOTAL	HOW OFTEN WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL						HAVE PARENTS TALKED TO YOU ABOUT THE FOLLOWING				PEOPLE YOUR AGE EMBARRASSED/AFRAID TO TALK WITH PARENTS			DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A...			THOUGHTS OF ALCOHOL CHNGE SINCE COVID			
		OFTEN/SOME-TIMES	Often	Some-times	RARELY/NEVER	Rarely	Never	YES	Alco-hol Abuse	Alco-hol Misuse	Under-age Drnkng	NO/NONE ABOVE	YES	NO	UNSURE	PRO-BLEM	Seri-ous	Minor	NOT A PRO-BLEM	YES	NO
Total	306	159	42	116	147	84	62	172	92	97	130	134	150	60	97	258	153	104	47	53	251
YES	67.2	71.8	78.6	69.3	62.2	64.1	59.5	75.5	83.6	81.2	70.6	56.5	76.4	55.6	60.2	71.9	69.8	75.1	40.5	69.8	66.8
NO	31.3	28.2	21.4	30.7	34.8	33.7	36.4	24.5	16.4	18.8	29.4	40.2	23.6	41.6	37.0	26.4	27.9	24.1	59.5	30.2	31.4
DON'T KNOW	1.5	-	-	-	3.0	2.3	4.1	-	-	-	-	3.3	-	2.8	2.9	1.7	2.3	0.8	-	-	1.8
Net Diff.	35.9	43.6	57.2	38.6	27.3	30.4	23.1	51.0	67.2	62.4	41.2	16.4	52.7	14.1	23.2	45.6	41.9	51.0	-19.1	39.7	35.4



Table 5 Page 24
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 4

	TOTAL KNOW SOMEONE YOUR AGE WHO BEGAN DRINKING AS A RESULT OF THE COVID-19 PANDEMIC				HOW OFTEN DO YOU SEE ALCOHOL PRESENT IN THE SOCIAL MEDIA POSTS OF YOUR FRIENDS OR OTHERS AROUND YOUR AGE						FAMILIAR WITH THE RISKS OR CONSEQUENCES ASSOCIATED WITH UNDERAGE DRINKING				KNOW WHERE TO LEARN RISK OF UNDERAGE DRNK		EVER HEARD OF TALK IT OUT NC		EVER VISITED TALK IT OUT NC WEBSITES		
	YES	Began Drink- ing	Drink More Alcohol	NO, NEITHR	OFTEN/ SOME- TIMES	Often	Some- times	RARELY /NEVER	Rarely	Never	FAMI- LIAR	Very	Some- what	NOT FAMI- LIAR	YES	NO	YES	NO/ DON'T KNOW	YES	NO/ DON'T KNOW	
Total	306	82	45	37	224	125	35	90	181	95	86	253	136	117	53	225	81	79	227	29	50
YES	67.2	91.1	95.9	85.3	58.4	83.2	91.2	80.1	56.2	68.5	42.7	70.9	73.6	67.7	49.3	71.5	55.4	78.3	63.4	82.8	75.7
NO	31.3	5.8	2.1	10.2	40.7	13.9	4.1	17.7	43.3	30.6	57.3	27.4	24.4	30.9	50.7	26.5	44.6	21.7	34.7	17.2	24.3
DON'T KNOW	1.5	3.1	1.9	4.4	0.9	2.9	4.7	2.1	0.5	0.9	-	1.8	2.0	1.4	-	2.0	-	-	2.0	-	-
Net Diff.	35.9	85.3	93.8	75.1	17.7	69.4	87.1	62.4	12.9	37.8	-14.7	43.5	49.2	36.9	-1.5	44.9	10.9	56.6	28.7	65.5	51.4



Table 5 Page 25
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 5

TOTAL	RACIAL BACKGROUND					RACIAL BACKGROUND:		RACIAL BACKGROUND:		GENDER	EVER TRIED ALCOHOL			EVER TURNED TO ALCOHOL AS A COPING MECHANISM			EVER BEEN CAUGHT BY PARENT/SIBLING DRINKING UNDERAGE				
	WHITE	NON-WHITE	African American	Hispanic/Latino	Other	MALE	FEMALE	MALE	FEMALE		YES	NO	DON'T KNOW	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW		
Total	306	176	130	67	44	93	22	83	45	152	151	4	105	161	16	26	245	10	24	248	9
YES	67.2	68.3	65.7	62.2	76.6	68.5	64.8	68.1	60.3	65.9	67.9	90.6	88.3	56.9	50.5	84.6	68.3	26.7	96.1	67.7	6.7
NO	31.3	31.7	30.9	34.9	23.4	31.5	35.2	31.9	35.4	32.4	30.8	9.4	11.7	41.6	49.5	15.4	30.7	73.3	3.9	31.2	93.3
DON'T KNOW	1.5	-	3.4	2.8	-	-	-	-	4.3	1.7	1.3	-	-	1.6	-	-	1.0	-	-	1.0	-
Net Diff.	35.9	36.7	34.8	27.3	53.1	37.1	29.7	36.2	24.9	33.6	37.1	81.1	76.5	15.3	1.0	69.2	37.6	-46.6	92.2	36.5	-86.6



Table 6 Page 26
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 1

	TOTAL	AREA							WHAT GRADE ARE YOU IN							HOW OLD ARE YOU					
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	6TH- 8TH GRADE	6th Grade	7th Grade	8th Grade	9TH- 12TH GRADE	9th Grade	10th Grade	11th Grade	12th Grade	11-14	15/ OLDER	15/16 Years Old	17/ Older
Total Answering	206	68	62	31	45	10	21	14	79	20	29	30	126	27	31	35	32	93	112	59	53
14 YEARS/YOUNGER	64.5	59.5	58.6	77.6	71.3	86.8	63.2	72.2	91.9	100.0	85.9	92.0	47.3	77.8	45.2	47.8	23.0	91.7	41.9	56.3	25.8
Nine Years/Younger	4.4	4.2	4.7	4.7	4.2	-	6.0	4.6	4.7	12.6	4.1	-	4.3	-	3.9	10.3	1.6	4.0	4.8	6.1	3.4
Ten Years	4.3	1.7	4.4	3.1	9.2	4.4	14.4	4.6	9.0	20.4	3.6	6.4	1.4	-	3.8	-	2.0	7.6	1.6	2.0	1.2
Eleven Years	5.5	2.6	6.3	9.4	6.2	10.1	5.3	4.6	9.5	22.8	-	9.5	3.0	8.0	3.4	-	1.8	9.3	2.4	3.5	1.1
Twelve Years	20.5	26.4	13.5	21.0	20.7	45.5	13.1	14.1	39.2	30.0	49.4	35.8	8.7	23.6	7.4	3.6	3.1	37.3	6.5	8.6	4.3
Thirteen Years	17.1	14.4	17.8	25.2	14.5	8.4	11.3	24.2	24.9	11.5	21.9	36.6	12.2	22.8	7.8	10.7	8.9	27.8	8.1	10.5	5.5
Fourteen Years	12.6	10.1	11.9	14.1	16.4	18.4	13.0	20.3	4.6	2.8	6.9	3.7	17.7	23.4	19.0	23.2	5.6	5.6	18.5	25.7	10.4
15 YEARS/OLDER	35.5	40.5	41.4	22.4	28.7	13.2	36.8	27.8	8.1	-	14.1	8.0	52.7	22.2	54.8	52.2	77.0	8.3	58.1	43.7	74.2
Fifteen Years	14.3	15.9	18.7	-	15.4	9.4	21.9	9.8	5.2	-	10.5	3.7	20.0	9.6	34.8	14.2	20.7	5.8	21.3	23.2	19.1
Sixteen Years	9.3	15.0	4.9	13.6	3.7	-	7.8	-	-	-	-	-	15.1	8.0	3.9	27.0	18.7	-	16.9	5.8	29.4
Seventeen Years	4.8	1.6	11.3	-	4.2	-	-	13.9	-	-	-	-	7.9	-	11.6	3.5	15.7	-	8.9	8.2	9.6
Eighteen Years/Older	7.1	8.1	6.5	8.9	5.4	3.8	7.1	4.1	2.9	-	3.6	4.2	9.8	4.6	4.5	7.5	21.9	2.5	11.0	6.5	16.1
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	29.0	18.9	17.2	55.1	42.5	73.6	26.4	44.4	83.7	100.0	71.8	84.1	-5.5	55.6	-9.6	-4.4	-54.0	83.4	-16.2	12.6	-48.4
Mean	13.62	13.80	13.84	13.31	13.25	12.77	13.25	13.61	12.26	11.16	12.69	12.58	14.47	13.50	14.28	14.39	15.56	12.35	14.67	14.09	15.32



Table 6 Page 27
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 2

	TOTAL		KNOW PEOPLE PEOPLE YOUR KNOW PEOPLE AGE MOST OF HOW OFTEN DO THEY DRINK ALCOHOL AGE APPROPRIATE FOR																
	YOUR AGE TALK		AGE THINK		YOUR AGE WHO		THEM FIRST							YOUR FRIENDS TO					
	ABOUT ALCOHOL		DRINKING IS..		TRIED ALCOHOL		TRY DRINKING							START DRINKING					
	YES	NO	OKAY	NOT	YES	NO	14/	15/	REGUL-	Daily	Weekly	Month-	Rare/	14	15-17	18			
			TO	OKAY			YOUNG-	OLDER	ARLY			ly	Spec.	YEARS/	YEARS	YEARS/			
			DRINK				ER					Occasn	YOUNGR	OLD	OLDER				
Total Answering	206	165	41	89	116	206	-	133	73	75	8	38	29	129	12	24	170		
14 YEARS/YOUNGER	64.5	65.2	61.4	62.9	65.7	64.5	-	100.0	-	59.3	32.1	56.6	70.2	68.0	95.5	64.5	62.4		
Nine Years/Younger	4.4	4.1	5.7	4.2	4.6	4.4	-	6.9	-	3.0	-	5.9	-	5.3	-	5.3	4.6		
Ten Years	4.3	3.8	6.3	3.9	4.7	4.3	-	6.7	-	3.2	8.3	4.7	-	5.0	5.6	-	4.9		
Eleven Years	5.5	6.5	1.4	5.8	5.2	5.5	-	8.5	-	7.6	-	1.5	17.9	4.3	34.8	5.0	3.6		
Twelve Years	20.5	20.3	21.5	20.0	20.9	20.5	-	31.8	-	19.0	16.5	21.9	15.8	21.6	22.0	43.3	17.2		
Thirteen Years	17.1	16.3	20.1	13.8	19.6	17.1	-	26.5	-	14.5	-	16.6	15.6	18.7	14.1	6.2	18.8		
Fourteen Years	12.6	14.2	6.4	15.3	10.6	12.6	-	19.6	-	11.9	7.3	6.1	20.9	13.2	19.0	4.7	13.3		
15 YEARS/OLDER	35.5	34.8	38.6	37.1	34.3	35.5	-	-	100.0	40.7	67.9	43.4	29.8	32.0	4.5	35.5	37.6		
Fifteen Years	14.3	15.0	11.4	16.7	12.4	14.3	-	-	40.2	22.0	21.8	25.7	17.2	9.0	-	32.6	12.7		
Sixteen Years	9.3	9.1	9.8	8.5	9.9	9.3	-	-	26.1	11.3	34.7	12.0	4.2	8.1	-	2.8	10.8		
Seventeen Years	4.8	4.5	6.1	5.2	4.6	4.8	-	-	13.6	3.4	-	2.5	5.5	5.7	4.5	-	5.6		
Eighteen Years/Older	7.1	6.1	11.2	6.7	7.5	7.1	-	-	20.1	3.9	11.3	3.2	2.9	9.1	-	-	8.6		
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Net Diff.	29.0	30.5	22.8	25.8	31.4	29.0	-	100.0	-100.0	18.7	-35.8	13.3	40.5	36.1	91.1	29.1	24.8		
Mean	13.62	13.59	13.73	13.68	13.57	13.62	-	12.23	16.14	13.67	14.70	13.57	13.53	13.58	12.28	13.04	13.79		



Table 6 Page 28
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 3

	TOTAL	HOW OFTEN WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL						HAVE PARENTS TALKED TO YOU ABOUT THE FOLLOWING				PEOPLE YOUR AGE EMBARRASSED/AFRAID TO TALK WITH PARENTS			DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A...				THOUGHTS OF ALCOHOL CHNGE SINCE COVID		
		OFTEN/SOME-TIMES	Often	Some-times	RARELY/NEVER	Rarely	Never	YES	Alco-hol Abuse	Alco-hol Misuse	Under-age Drnkng	NO/NONE ABOVE	YES	NO	UNSURE	PRO-BLEM	Seri-ous	Minor	NOT A PRO-BLEM	YES	NO
Total Answering	206	114	33	80	91	54	37	130	77	79	91	76	114	33	58	186	107	78	19	37	168
14 YEARS/YOUNGER	64.5	69.0	73.2	67.2	59.3	66.5	48.9	69.7	72.6	74.2	66.8	55.6	71.2	46.4	61.5	66.4	68.5	63.6	49.8	54.0	67.2
Nine Years/Younger	4.4	4.4	-	6.2	4.5	5.5	3.0	3.7	5.6	5.4	4.8	5.6	4.3	5.0	4.3	4.9	4.7	5.2	-	-	5.4
Ten Years	4.3	4.7	4.3	4.9	3.9	6.6	-	5.7	4.8	2.2	6.3	2.0	5.6	2.9	2.7	4.8	4.9	4.7	-	4.5	4.3
Eleven Years	5.5	4.9	4.8	5.0	6.3	9.6	1.5	5.2	5.1	8.6	6.7	6.1	6.9	3.4	4.0	4.6	4.6	4.5	15.2	12.2	4.1
Twelve Years	20.5	22.5	21.9	22.7	18.1	20.8	14.3	24.9	22.0	27.7	24.2	13.0	23.8	3.4	23.8	20.3	21.0	19.2	24.1	15.7	21.7
Thirteen Years	17.1	22.6	24.8	21.7	10.3	3.8	19.8	19.3	25.4	18.6	14.2	13.3	20.8	5.6	16.3	17.8	20.4	14.4	10.5	11.2	18.5
Fourteen Years	12.6	9.9	17.3	6.8	16.2	20.3	10.2	11.0	9.8	11.9	10.6	15.5	9.8	26.2	10.5	14.0	12.9	15.5	-	10.4	13.2
15 YEARS/OLDER	35.5	31.0	26.8	32.8	40.7	33.5	51.1	30.3	27.4	25.8	33.2	44.4	28.8	53.6	38.5	33.6	31.5	36.4	50.2	46.0	32.8
Fifteen Years	14.3	13.0	11.2	13.8	15.9	15.9	15.9	11.5	12.6	9.6	12.5	19.0	13.4	19.2	13.2	13.2	14.4	11.6	25.6	18.6	12.8
Sixteen Years	9.3	6.9	3.8	8.2	12.2	7.4	19.3	9.9	7.8	6.6	10.7	8.2	7.1	9.2	13.6	9.9	9.8	10.1	3.4	15.2	8.0
Seventeen Years	4.8	5.4	4.0	6.0	4.2	5.1	2.9	3.9	3.6	5.1	4.2	6.5	3.9	6.4	5.7	5.1	3.6	7.3	2.3	2.6	5.4
Eighteen Years/Older	7.1	5.7	7.9	4.7	8.4	5.2	13.1	5.1	3.4	4.4	5.8	10.7	4.4	18.7	5.9	5.3	3.7	7.5	18.8	9.6	6.6
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	29.0	37.9	46.3	34.5	18.6	32.9	-2.3	39.3	45.2	48.5	33.6	11.1	42.4	-7.1	23.1	32.8	37.0	27.1	-0.4	8.0	34.3
Mean	13.62	13.43	13.62	13.35	13.83	13.39	14.47	13.37	13.21	13.21	13.38	14.04	13.24	14.73	13.73	13.54	13.40	13.73	14.11	13.98	13.53



Table 6 Page 29
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 4

	TOTAL KNOW SOMEONE YOUR AGE WHO				HOW OFTEN DO YOU SEE ALCOHOL PRESENT							FAMILIAR WITH THE RISKS OR				KNOW WHERE TO		EVER HEARD		EVER VISITED	
	BEGAN DRINKING AS A RESULT				IN THE SOCIAL MEDIA POSTS OF YOUR							CONSEQUENCES ASSOCIATED				LEARN RISK OF		OF TALK IT		TALK IT OUT	
	OF THE COVID-19 PANDEMIC				FRIENDS OR OTHERS AROUND YOUR AGE							WITH UNDERAGE DRINKING				UNDERAGE DRNK		OUT NC		NC WEBSITES	
	YES	Began	Drink	NO,	OFTEN/	Often	Some-	RARELY	Rarely	Never	FAMI-	Very	Some-	NOT	YES	NO	YES	NO/	YES	NO/	
		Drink-	More	NEITHR	SOME-		times	/NEVER			LIAR		what	FAMI-				DON'T		DON'T	
		ing	Alcohol	TIMES	TIMES									LIAR				KNOW		KNOW	
Total Answering	206	75	43	32	131	104	32	72	102	65	37	179	100	79	26	161	45	62	144	24	38
14 YEARS/YOUNGER	64.5	66.8	63.6	71.1	63.2	64.8	53.7	69.7	64.2	64.8	63.0	64.3	59.0	71.2	64.7	62.9	70.2	54.3	68.8	48.6	57.9
Nine Years/Younger	4.4	3.0	1.1	5.6	5.2	1.6	1.6	1.6	7.3	9.6	3.4	4.4	3.1	6.0	4.9	5.7	-	5.6	3.9	-	9.1
Ten Years	4.3	5.6	5.6	5.7	3.6	5.2	3.0	6.1	3.5	3.8	3.1	4.1	4.3	3.9	3.8	3.1	8.7	3.4	4.8	6.7	1.3
Eleven Years	5.5	8.3	10.4	5.4	3.9	6.5	1.8	8.6	4.5	5.1	3.2	6.0	4.4	8.1	2.2	5.6	5.0	9.0	4.0	12.1	7.1
Twelve Years	20.5	17.2	11.8	24.5	22.4	21.6	17.4	23.4	19.4	17.5	22.8	18.9	13.9	25.1	32.3	16.4	35.2	11.9	24.2	12.9	11.3
Thirteen Years	17.1	22.8	22.6	22.9	13.8	17.4	19.1	16.7	16.7	18.6	13.3	18.5	18.3	18.8	7.3	17.0	17.1	11.6	19.4	7.9	13.9
Fourteen Years	12.6	9.8	12.0	7.0	14.3	12.6	10.8	13.3	12.7	10.2	17.3	12.5	15.0	9.2	14.2	15.1	4.1	12.8	12.6	9.1	15.2
15 YEARS/OLDER	35.5	33.2	36.4	28.9	36.8	35.2	46.3	30.3	35.8	35.2	37.0	35.7	41.0	28.8	35.3	37.1	29.8	45.7	31.2	51.4	42.1
Fifteen Years	14.3	16.8	18.2	14.8	12.8	15.3	14.9	15.5	13.2	15.5	9.1	15.0	15.7	14.2	9.3	16.6	5.9	20.5	11.6	19.6	21.1
Sixteen Years	9.3	9.7	11.8	6.8	9.0	10.4	26.6	3.2	8.1	6.5	10.9	10.2	15.8	3.1	2.9	10.4	5.1	11.5	8.3	21.4	5.3
Seventeen Years	4.8	1.9	3.3	-	6.5	3.5	4.7	2.9	6.2	5.8	6.9	5.3	5.3	5.2	2.0	3.4	9.9	3.4	5.5	4.6	2.6
Eighteen Years/Older	7.1	4.9	3.1	7.3	8.5	6.0	-	8.7	8.3	7.4	10.0	5.1	4.3	6.3	21.1	6.7	8.9	10.2	5.8	5.8	13.0
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	29.0	33.5	27.2	42.1	26.3	29.6	7.5	39.5	28.3	29.6	26.1	28.7	17.9	42.3	29.4	25.8	40.4	8.6	37.7	-2.8	15.8
Mean	13.62	13.41	13.58	13.19	13.73	13.62	14.03	13.44	13.62	13.43	13.94	13.59	13.88	13.22	13.87	13.67	13.44	13.91	13.49	14.03	13.83



Table 6 Page 30
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 5

	TOTAL	RACIAL BACKGROUND					RACIAL BACKGROUND:		RACIAL BACKGROUND:		GENDER			EVER TRIED ALCOHOL			EVER TURNED TO ALCOHOL AS A COPING MECHANISM			EVER BEEN CAUGHT BY PARENT/SIBLING DRINKING UNDERAGE		
		WHITE	NON-WHITE	African American	Hispanic/Latino	Other	MALE	FEMALE	WHITE	AFRICAN AMERICAN	MALE	FEMALE	OTHER	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW
Total Answering	206	120	85	42	34	64	14	56	27	100	102	3	92	91	8	22	167	3	23	168	1	
14 YEARS/YOUNGER	64.5	71.8	54.2	62.1	49.0	76.3	67.2	66.7	58.3	70.7	57.3	100.0	65.4	65.4	75.9	57.3	68.0	-	50.9	68.1	-	
Nine Years/Younger	4.4	4.8	4.0	8.1	-	3.0	3.5	6.8	10.7	2.4	6.6	-	5.1	4.9	-	-	5.4	-	2.3	5.1	-	
Ten Years	4.3	2.6	6.8	9.5	5.3	1.9	10.5	3.5	9.3	4.5	4.4	-	5.7	3.0	-	12.7	3.1	-	7.1	3.8	-	
Eleven Years	5.5	7.1	3.2	5.2	1.6	7.0	15.6	7.3	-	6.7	4.5	-	6.1	4.4	-	-	5.8	-	-	5.7	-	
Twelve Years	20.5	26.9	11.5	16.3	7.2	30.2	20.9	23.2	14.3	24.7	17.0	-	21.1	19.5	19.8	19.9	20.7	-	21.5	20.2	-	
Thirteen Years	17.1	19.1	14.2	7.8	18.9	23.3	9.2	14.3	7.3	19.8	12.5	74.9	13.5	19.9	56.1	14.1	19.2	-	13.5	19.0	-	
Fourteen Years	12.6	11.2	14.6	15.2	16.0	11.0	7.5	11.6	16.7	12.6	12.3	25.1	13.9	13.7	-	10.6	13.8	-	6.6	14.2	-	
15 YEARS/OLDER	35.5	28.2	45.8	37.9	51.0	23.7	32.8	33.3	41.7	29.3	42.7	-	34.6	34.6	24.1	42.7	32.0	100.0	49.1	31.9	100.0	
Fifteen Years	14.3	13.6	15.2	8.3	18.1	13.3	8.6	14.1	8.4	12.1	16.8	-	16.1	10.0	24.1	19.1	11.3	100.0	26.4	11.8	-	
Sixteen Years	9.3	7.0	12.5	10.5	14.8	4.7	8.9	9.5	11.7	9.0	9.8	-	9.1	8.4	-	11.1	8.2	-	10.6	7.8	100.0	
Seventeen Years	4.8	4.5	5.4	6.2	2.9	2.7	15.3	6.5	1.6	5.4	4.5	-	2.6	8.2	-	2.4	5.7	-	2.3	5.6	-	
Eighteen Years/Older	7.1	3.1	12.8	12.9	15.2	3.0	-	3.2	20.0	2.8	11.6	-	6.7	8.0	-	10.2	6.8	-	9.8	6.7	-	
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net Diff.	29.0	43.6	8.4	24.3	-2.0	52.5	34.4	33.4	16.7	41.4	14.6	100.0	30.9	30.7	51.7	14.7	36.1	-100.0	1.9	36.1	-100.0	
Mean	13.62	13.25	14.14	13.65	14.58	13.16	13.15	13.35	13.90	13.38	13.86	13.25	13.47	13.75	13.28	13.84	13.54	15.00	13.98	13.54	16.00	



Table 7 Page 31
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

7. HOW OFTEN DO THEY DRINK ALCOHOL?

BANNER 1

	TOTAL	AREA							WHAT GRADE ARE YOU IN							HOW OLD ARE YOU					
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	6TH- 8TH GRADE	6th Grade	7th Grade	8th Grade	9TH- 12TH GRADE	9th Grade	10th Grade	11th Grade	12th Grade	11-14	15/ OLDER	15/16 Years Old	17/ Older
Total Answering	206	68	62	31	45	10	21	14	79	20	29	30	126	27	31	35	32	93	112	59	53
REGULARLY	36.5	36.8	44.0	28.9	30.9	20.5	37.8	28.0	28.8	22.9	32.3	29.4	41.3	35.3	44.5	37.3	47.8	28.1	43.5	41.0	46.2
Daily	3.8	2.8	4.5	7.2	2.0	3.8	2.3	-	2.3	2.8	-	4.2	4.7	8.0	3.9	-	7.8	2.0	5.3	3.7	7.0
Weekly	18.7	22.2	25.7	2.4	14.8	8.7	24.2	4.6	11.6	11.0	12.7	10.8	23.1	9.6	31.2	26.9	22.6	9.8	26.0	27.8	23.9
Monthly	14.0	11.8	13.8	19.3	14.2	8.0	11.3	23.4	14.9	9.1	19.5	14.3	13.5	17.7	9.4	10.4	17.3	16.2	12.2	9.5	15.3
RARE/SPECIAL OCCASIONS	63.0	61.5	56.0	71.1	69.1	79.5	62.2	72.0	69.8	77.1	63.7	70.6	58.7	64.7	55.5	62.7	52.2	70.7	56.5	59.0	53.8
DON'T KNOW	0.6	1.7	-	-	-	-	-	-	1.5	-	4.0	-	-	-	-	-	-	1.2	-	-	-
Net Diff.	-26.5	-24.8	-12.0	-42.2	-38.2	-59.0	-24.5	-44.1	-41.0	-54.2	-31.5	-41.2	-17.3	-29.4	-11.1	-25.4	-4.5	-42.6	-13.1	-18.0	-7.6



Table 7 Page 32
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

7. HOW OFTEN DO THEY DRINK ALCOHOL?

BANNER 2

	TOTAL		KNOW PEOPLE YOUR AGE TALK ABOUT ALCOHOL		PEOPLE YOUR AGE THINK DRINKING IS..		KNOW PEOPLE YOUR AGE WHO TRIED ALCOHOL		AGE MOST OF THEM FIRST TRY DRINKING		HOW OFTEN DO THEY DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR FRIENDS TO START DRINKING		
	YES	NO	OKAY TO DRINK	NOT OKAY	YES	NO	14/ YOUNG- ER	15/ OLDER	REGUL- ARLY	Daily	Weekly	Month- ly	Rare/ Spec. Occasn	14 YEARS/ YOUNGR	15-17 YEARS OLD	18 YEARS/ OLDER	
Total Answering	206	165	41	89	116	206	-	133	73	75	8	38	29	129	12	24	170
REGULARLY	36.5	42.6	12.1	50.5	25.7	36.5	-	33.6	41.8	100.0	100.0	100.0	100.0	-	69.6	55.1	31.6
Daily	3.8	3.1	6.5	2.6	4.7	3.8	-	1.9	7.2	10.4	100.0	-	-	-	5.6	-	4.2
Weekly	18.7	21.9	5.6	28.2	11.3	18.7	-	16.4	22.8	51.2	-	100.0	-	-	14.8	37.6	16.3
Monthly	14.0	17.5	-	19.7	9.7	14.0	-	15.3	11.8	38.5	-	-	100.0	-	49.2	17.5	11.2
RARE/SPECIAL OCCASIONS	63.0	57.4	85.1	49.5	73.3	63.0	-	66.4	56.6	-	-	-	-	100.0	30.4	44.9	67.7
DON'T KNOW	0.6	-	2.8	-	1.0	0.6	-	-	1.6	-	-	-	-	-	-	-	0.7
Net Diff.	-26.5	-14.9	-72.9	1.0	-47.6	-26.5	-	-32.9	-14.9	100.0	100.0	100.0	100.0	-100.0	39.2	10.1	-36.1



Table 7 Page 33
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

7. HOW OFTEN DO THEY DRINK ALCOHOL?

BANNER 3

	TOTAL	HOW OFTEN WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL						HAVE PARENTS TALKED TO YOU ABOUT THE FOLLOWING					PEOPLE YOUR AGE EMBARRASSED/AFRAID TO TALK WITH PARENTS			DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A...			THOUGHTS OF ALCOHOL CHNGE SINCE COVID		
		OFTEN/SOME-TIMES	Oftentimes	SOME-times	RARELY/NEVER	Rarely	Never	YES	Alcohol Abuse	Alcohol Misuse	Underage Drnkng	NO/NONE ABOVE	YES	NO	UNSURE	PRO-BLEM	Seri-ous	Minor	NOT A PRO-BLEM	YES	NO
Total Answering	206	114	33	80	91	54	37	130	77	79	91	76	114	33	58	186	107	78	19	37	168
REGULARLY	36.5	44.4	48.2	42.8	26.8	30.4	21.6	41.2	45.8	45.2	42.4	28.3	44.7	21.0	29.1	36.8	33.7	41.0	29.5	52.1	33.2
Daily	3.8	5.3	5.3	5.3	1.9	3.2	-	4.7	3.7	4.5	5.4	2.3	4.6	3.6	2.2	4.2	5.1	3.0	-	8.7	2.7
Weekly	18.7	23.8	29.0	21.7	12.3	8.2	18.4	20.8	24.6	21.2	22.3	15.0	23.5	13.8	12.0	18.6	16.6	21.3	14.3	17.0	19.1
Monthly	14.0	15.2	13.9	15.8	12.6	19.0	3.3	15.7	17.5	19.5	14.6	11.1	16.6	3.7	14.9	14.0	12.0	16.7	15.2	26.3	11.4
RARE/SPECIAL OCCASIONS	63.0	55.6	51.8	57.2	71.9	67.5	78.4	57.9	54.2	54.8	56.4	71.7	54.3	79.0	70.9	62.6	65.2	59.0	70.5	47.9	66.1
DON'T KNOW	0.6	-	-	-	1.3	2.1	-	0.9	-	-	1.3	-	1.0	-	-	0.6	1.1	-	-	-	0.7
Net Diff.	-26.5	-11.2	-3.7	-14.3	-45.1	-37.1	-56.7	-16.7	-8.4	-9.5	-14.0	-43.3	-9.6	-57.9	-41.8	-25.8	-31.6	-18.0	-41.0	4.1	-32.8



Table 7 Page 34
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

7. HOW OFTEN DO THEY DRINK ALCOHOL?

BANNER 4

	TOTAL KNOW SOMEONE YOUR AGE WHO				HOW OFTEN DO YOU SEE ALCOHOL PRESENT							FAMILIAR WITH THE RISKS OR				KNOW WHERE TO		EVER HEARD		EVER VISITED	
	BEGAN DRINKING AS A RESULT				IN THE SOCIAL MEDIA POSTS OF YOUR							CONSEQUENCES ASSOCIATED				LEARN RISK OF		OF TALK IT		TALK IT OUT	
	OF THE COVID-19 PANDEMIC				FRIENDS OR OTHERS AROUND YOUR AGE							WITH UNDERAGE DRINKING				UNDERAGE DRNK		OUT NC		NC WEBSITES	
	YES	Began	Drink	NO,	OFTEN/	Often	Some-	RARELY	Rarely	Never	FAMI-	Very	Some-	NOT	YES	NO	YES	NO/	YES	NO/	
	ing	Drink-	More	NEITHR	SOME-		times	/NEVER			LIAR		what	FAMI-				DON'T		DON'T	
		Alcohol		TIMES									LIAR					KNOW		KNOW	
Total Answering	206	75	43	32	131	104	32	72	102	65	37	179	100	79	26	161	45	62	144	24	38
REGULARLY	36.5	54.2	58.2	48.8	26.3	50.4	57.9	47.1	22.3	28.9	10.5	36.3	38.8	33.2	38.4	38.4	29.8	48.1	31.5	63.5	38.4
Daily	3.8	5.9	3.6	8.9	2.6	2.1	1.5	2.4	5.5	8.6	-	3.9	4.0	3.7	3.4	4.5	1.3	7.5	2.2	6.7	7.9
Weekly	18.7	28.8	31.3	25.4	12.9	27.4	39.6	22.0	9.8	13.7	2.7	17.8	21.6	13.0	24.8	19.9	14.2	24.5	16.2	27.4	22.6
Monthly	14.0	19.5	23.3	14.5	10.9	20.9	16.7	22.8	7.0	6.6	7.8	14.6	13.1	16.5	10.3	13.9	14.4	16.2	13.1	29.4	7.8
RARE/SPECIAL OCCASIONS	63.0	45.8	41.8	51.2	72.8	48.4	42.1	51.3	77.7	71.1	89.5	63.0	61.2	65.3	61.6	60.9	70.2	51.9	67.7	36.5	61.6
DON'T KNOW	0.6	-	-	-	0.9	1.1	-	1.6	-	-	-	0.6	-	1.5	-	0.7	-	-	0.8	-	-
Net Diff.	-26.5	8.3	16.3	-2.4	-46.4	2.0	15.7	-4.1	-55.5	-42.2	-79.0	-26.7	-22.5	-32.1	-23.1	-22.6	-40.4	-3.8	-36.2	27.1	-23.3



Table 7 Page 35
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

7. HOW OFTEN DO THEY DRINK ALCOHOL?

BANNER 5

	TOTAL	RACIAL BACKGROUND				RACIAL BACKGROUND:		RACIAL BACKGROUND:		GENDER	EVER TRIED ALCOHOL			EVER TURNED TO ALCOHOL AS A COPING MECHANISM			EVER BEEN CAUGHT BY PARENT/SIBLING DRINKING UNDERAGE				
		WHITE	NON-WHITE	African American	Hispanic/Latino	WHITE	AFRICAN AMERICAN	WHITE	AFRICAN AMERICAN		MALE	FEMALE	OTHER	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW	YES	NO
Total Answering	206	120	85	42	34	64	14	56	27	100	102	3	92	91	8	22	167	3	23	168	1
REGULARLY	36.5	38.2	34.1	27.2	46.4	43.6	29.3	32.0	24.0	43.5	30.0	25.1	40.8	31.0	33.0	56.2	32.1	100.0	65.7	31.6	100.0
Daily	3.8	3.7	3.9	3.1	6.0	3.6	9.1	3.9	-	5.6	2.1	-	1.7	3.1	15.4	7.1	1.7	43.1	12.1	1.7	-
Weekly	18.7	17.8	19.9	15.9	27.5	23.2	12.1	11.6	18.4	22.4	15.6	-	22.0	15.5	17.6	19.1	19.0	-	22.8	17.9	100.0
Monthly	14.0	16.6	10.4	8.2	12.9	16.8	8.1	16.5	5.5	15.4	12.3	25.1	17.1	12.4	-	30.0	11.4	56.9	30.8	12.0	-
RARE/SPECIAL OCCASIONS	63.0	61.8	64.5	72.8	50.3	56.4	70.7	68.0	76.0	56.5	68.8	74.9	59.2	69.0	67.0	43.8	67.9	-	34.3	68.4	-
DON'T KNOW	0.6	-	1.3	-	3.4	-	-	-	-	-	1.1	-	-	-	-	-	-	-	-	-	-
Net Diff.	-26.5	-23.7	-30.4	-45.5	-3.9	-12.9	-41.4	-36.0	-52.1	-13.1	-38.8	-49.8	-18.4	-37.9	-33.9	12.4	-35.8	100.0	31.3	-36.8	100.0



Table 9 Page 41
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 1

	TOTAL	AREA							WHAT GRADE ARE YOU IN							HOW OLD ARE YOU					
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	6TH- 8TH GRADE	6th Grade	7th Grade	8th Grade	9TH- 12TH GRADE	9th Grade	10th Grade	11th Grade	12th Grade	11-14	15/ OLDER	15/16 Years Old	17/ Older
Total	306	99	88	53	66	13	32	21	138	47	46	45	168	40	42	43	43	151	155	85	70
14 YEARS/YOUNGER	4.9	2.0	7.6	9.5	1.9	-	3.8	-	5.4	2.3	7.6	6.3	4.5	11.5	2.9	-	3.8	6.6	3.3	4.0	2.4
Ten or Younger	0.2	0.7	-	-	-	-	-	-	-	-	-	-	0.4	-	-	-	1.5	-	0.4	-	0.9
Eleven	0.9	-	-	5.4	-	-	-	-	2.1	-	-	6.3	-	-	-	-	-	1.9	-	-	-
Twelve	0.6	-	0.6	-	1.9	-	3.8	-	-	-	-	-	1.0	-	2.9	-	1.2	-	1.1	1.4	0.7
Thirteen	2.5	1.4	7.0	-	-	-	-	-	3.3	2.3	7.6	-	1.8	6.1	-	-	1.1	4.7	0.3	-	0.7
Fourteen	0.7	-	-	4.1	-	-	-	-	-	-	-	-	1.3	5.4	-	-	-	-	1.4	2.6	-
15 YEARS-17 YEARS OLD	10.2	13.9	9.7	6.8	7.9	13.9	5.5	7.9	12.0	9.2	13.5	13.4	8.6	8.6	9.7	8.8	7.5	10.2	10.1	10.1	10.0
Fifteen	2.3	1.8	3.3	4.1	-	-	-	-	1.7	-	5.2	-	2.7	5.4	2.9	-	2.5	1.6	2.9	4.0	1.6
Sixteen	6.1	9.9	4.5	2.7	5.3	13.9	3.9	2.0	7.5	6.6	8.3	7.6	4.9	3.2	6.7	6.0	3.8	6.9	5.3	4.8	6.0
Seventeen	1.8	2.1	1.9	-	2.6	-	1.6	5.9	2.8	2.6	-	5.8	1.0	-	-	2.8	1.2	1.8	1.8	1.3	2.5
18 YEARS/OLDER	84.9	84.1	82.7	83.7	90.3	86.1	90.7	92.1	82.6	88.5	78.9	80.3	86.9	79.8	87.4	91.2	88.7	83.2	86.7	85.9	87.6
Eighteen	14.5	13.4	17.3	9.8	16.0	21.2	16.3	12.3	12.1	19.5	11.0	5.5	16.4	21.3	22.4	7.9	14.4	12.6	16.3	19.4	12.5
Nineteen	3.3	2.4	3.4	3.7	4.1	7.2	5.4	-	1.3	1.1	-	2.7	5.0	-	5.1	5.9	8.4	0.3	6.2	5.4	7.0
Twenty	4.3	7.6	3.2	1.4	3.2	-	4.7	2.7	2.8	3.2	-	5.2	5.5	-	8.5	3.2	10.1	2.6	6.0	5.8	6.3
Twenty-One or Older	62.9	60.7	58.8	68.8	67.0	57.7	64.3	77.1	66.5	64.7	68.0	66.8	60.0	58.5	51.4	74.1	55.7	67.7	58.2	55.3	61.8
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	19.53	19.60	19.27	19.41	19.87	19.52	19.76	20.27	19.52	19.74	19.34	19.48	19.54	19.01	19.36	20.20	19.55	19.52	19.54	19.41	19.70



Table 9 Page 43
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 2

	TOTAL		KNOW PEOPLE PEOPLE YOUR KNOW PEOPLE AGE MOST OF HOW OFTEN DO THEY DRINK ALCOHOL AGE APPROPRIATE FOR														
	YOUR AGE TALK		AGE THINK		YOUR AGE WHO		THEM FIRST							YOUR FRIENDS TO			
	ABOUT ALCOHOL		DRINKING IS..		TRIED ALCOHOL		TRY DRINKING							START DRINKING			
	YES	NO	OKAY	NOT	YES	NO	14/	15/	REGUL-	Daily	Weekly	Month-	Rare/	14	15-17	18	
			TO	OKAY			YOUNG-	OLDER	ARLY			ly	Spec.	YEARS/	YEARS	YEARS/	
			DRINK				ER						Occasn	YOUNGR	OLD	OLDER	
Total	306	185	121	97	208	206	96	133	73	75	8	38	29	129	15	31	260
14 YEARS/YOUNGER	4.9	6.2	2.9	9.1	2.3	5.6	3.6	8.3	0.7	10.7	8.3	4.5	19.6	2.7	100.0	-	-
Ten or Younger	0.2	0.3	-	0.7	-	0.3	-	0.5	-	0.9	8.3	-	-	-	4.3	-	-
Eleven	0.9	1.6	-	3.0	-	1.4	-	2.2	-	3.8	-	-	10.0	-	19.2	-	-
Twelve	0.6	0.9	-	1.3	0.2	0.8	-	0.9	0.7	2.3	-	3.2	1.8	-	11.6	-	-
Thirteen	2.5	2.2	2.9	4.2	1.0	2.0	3.6	3.1	-	3.7	-	1.3	7.9	1.0	50.3	-	-
Fourteen	0.7	1.2	-	-	1.1	1.1	-	1.7	-	-	-	-	-	1.7	14.6	-	-
15 YEARS-17 YEARS OLD	10.2	12.3	6.9	18.5	6.3	11.6	7.5	11.6	11.6	17.5	-	23.4	14.5	8.3	-	100.0	-
Fifteen	2.3	2.5	1.8	3.6	1.6	2.3	2.3	0.9	4.8	4.7	-	6.3	3.8	0.9	-	22.2	-
Sixteen	6.1	7.7	3.6	11.0	3.8	7.5	3.3	8.3	6.1	12.9	-	17.2	10.6	4.5	-	60.0	-
Seventeen	1.8	2.0	1.5	3.9	0.9	1.8	1.8	2.5	0.7	-	-	-	-	2.9	-	17.8	-
18 YEARS/OLDER	84.9	81.5	90.2	72.4	91.4	82.8	88.9	80.1	87.7	71.8	91.7	72.1	65.9	89.0	-	-	100.0
Eighteen	14.5	15.3	13.2	20.4	11.8	15.3	13.2	14.6	16.8	12.5	22.8	13.7	8.1	17.1	-	-	17.0
Nineteen	3.3	4.5	1.5	5.1	2.5	2.7	4.6	1.3	5.3	2.0	-	1.8	2.9	3.2	-	-	3.9
Twenty	4.3	3.3	5.8	5.1	4.0	4.0	5.0	4.6	3.0	4.7	-	9.1	-	3.7	-	-	5.1
Twenty-One or Older	62.9	58.4	69.7	41.9	73.2	60.6	66.1	59.6	62.6	52.6	68.9	47.5	55.0	64.9	-	-	74.1
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	19.53	19.26	19.94	18.49	20.06	19.37	19.79	19.21	19.68	18.63	19.40	18.84	18.15	19.79	12.52	15.96	20.36



Table 9 Page 45
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 3

	TOTAL	HOW OFTEN WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL						HAVE PARENTS TALKED TO YOU ABOUT THE FOLLOWING					PEOPLE YOUR AGE EMBARRASSED/AFRAID TO TALK WITH PARENTS			DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A...				THOUGHTS OF ALCOHOL CHNGE SINCE COVID	
		SOME-TIMES	OFTEN	SOME-times	RARELY/NEVER	RARELY	Never	YES	Alco-hol Abuse	Alco-hol Misuse	Under-age Drnkng	NO/NONE ABOVE	YES	NO	UNSURE	PRO-BLEM	Seri-ous	Minor	NOT A PRO-BLEM	YES	NO
Total	306	159	42	116	147	84	62	172	92	97	130	134	150	60	97	258	153	104	47	53	251
14 YEARS/YOUNGER	4.9	6.3	1.2	8.1	3.4	4.8	1.7	4.1	3.1	3.4	1.0	6.0	7.5	-	3.8	3.8	0.7	8.3	11.2	14.5	2.9
Ten or Younger	0.2	0.4	-	0.6	-	-	-	0.4	-	0.7	-	-	0.4	-	-	0.3	-	0.6	-	1.2	-
Eleven	0.9	-	-	-	2.0	3.4	-	-	-	-	-	2.2	1.9	-	-	-	-	-	6.1	5.4	-
Twelve	0.6	1.1	-	1.5	-	-	-	0.7	1.3	-	-	0.4	1.2	-	-	0.7	-	1.7	-	2.3	0.2
Thirteen	2.5	3.4	1.2	4.2	1.5	1.4	1.7	1.7	1.8	0.5	1.0	3.4	2.6	-	3.8	2.0	0.7	3.9	5.1	5.5	1.8
Fourteen	0.7	1.4	-	1.9	-	-	-	1.3	-	2.3	-	-	1.5	-	-	0.9	-	2.1	-	-	0.9
15 YEARS-17 YEARS OLD	10.2	10.3	4.3	12.5	10.0	10.5	9.4	8.8	11.1	10.5	7.4	11.9	14.1	3.5	8.1	8.5	4.4	14.7	19.3	15.4	9.1
Fifteen	2.3	3.0	-	4.1	1.5	-	3.5	2.7	3.9	3.6	0.9	1.6	4.6	-	-	1.4	0.7	2.3	7.3	8.5	1.0
Sixteen	6.1	5.6	4.3	6.1	6.6	7.8	5.0	5.4	5.9	5.7	6.0	7.0	8.0	3.5	4.8	5.5	2.7	9.7	9.4	3.8	6.6
Seventeen	1.8	1.7	-	2.3	1.9	2.8	0.8	0.7	1.3	1.2	0.5	3.2	1.6	-	3.3	1.7	1.0	2.7	2.6	3.1	1.5
18 YEARS/OLDER	84.9	83.4	94.5	79.4	86.5	84.7	89.0	87.1	85.9	86.0	91.6	82.1	78.3	96.5	88.1	87.7	94.9	77.0	69.5	70.1	88.0
Eighteen	14.5	14.4	18.6	12.9	14.5	17.4	10.6	15.3	14.6	17.0	15.8	13.4	12.1	23.5	12.5	14.3	10.0	20.5	15.9	18.1	13.8
Nineteen	3.3	2.6	-	3.6	4.0	-	9.5	2.4	0.5	3.8	0.9	4.4	2.6	1.9	5.1	3.5	3.3	3.7	2.4	1.7	3.6
Twenty	4.3	3.4	3.7	3.2	5.3	5.7	4.8	2.6	3.1	1.7	2.9	6.5	5.8	2.9	2.9	4.3	3.7	5.2	4.2	3.1	4.6
Twenty-One or Older	62.9	63.0	72.2	59.7	62.6	61.6	64.0	66.8	67.7	63.5	71.9	57.8	57.8	68.2	67.6	65.6	77.8	47.6	47.1	47.3	65.9
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	19.53	19.44	20.10	19.20	19.62	19.47	19.81	19.68	19.68	19.57	20.02	19.34	19.14	20.05	19.82	19.73	20.32	18.85	18.40	18.24	19.79



Table 9 Page 47
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 4

	TOTAL	KNOW SOMEONE YOUR AGE WHO BEGAN DRINKING AS A RESULT OF THE COVID-19 PANDEMIC				HOW OFTEN DO YOU SEE ALCOHOL PRESENT IN THE SOCIAL MEDIA POSTS OF YOUR FRIENDS OR OTHERS AROUND YOUR AGE					FAMILIAR WITH THE RISKS OR CONSEQUENCES ASSOCIATED WITH UNDERAGE DRINKING				KNOW WHERE TO LEARN RISK OF UNDERAGE DRNK		EVER HEARD OF TALK IT OUT NC		EVER VISITED TALK IT OUT NC WEBSITES		
		YES	Began Drink- ing	Drink- More Alcoh	NO, NEITHR	OFTEN/ SOME- TIMES	Often	Some- times	RARELY/ NEVER	Rarely	Never	FAMI- LIAR	Very	Some- what	NOT FAMI- LIAR	YES	NO	YES	NO/ DON'T KNOW	YES	NO/ DON'T KNOW
Total	306	82	45	37	224	125	35	90	181	95	86	253	136	117	53	225	81	79	227	29	50
14 YEARS/YOUNGER	4.9	9.1	12.8	4.8	3.3	5.5	1.4	7.0	4.5	6.1	2.8	4.4	-	9.4	7.6	4.5	5.9	10.1	3.1	20.0	4.4
Ten or Younger	0.2	0.8	-	1.7	-	0.5	-	0.7	-	-	-	0.3	-	0.6	-	0.3	-	0.8	-	2.2	-
Eleven	0.9	3.5	6.4	-	-	2.3	-	3.2	-	-	-	1.1	-	2.5	-	1.3	-	3.7	-	10.0	-
Twelve	0.6	1.5	2.7	-	0.2	0.4	-	0.6	0.7	1.3	-	0.5	-	1.0	1.0	0.8	-	2.2	-	6.0	-
Thirteen	2.5	3.4	3.6	3.1	2.1	2.2	1.4	2.5	2.6	2.5	2.8	1.6	-	3.5	6.6	1.2	5.9	0.6	3.1	1.7	-
Fourteen	0.7	-	-	-	1.0	-	-	-	1.2	2.3	-	0.9	-	1.9	-	1.0	-	2.8	-	-	4.4
15 YEARS-17 YEARS OLD	10.2	9.1	13.8	3.4	10.6	15.5	12.6	16.6	6.5	10.7	1.9	9.8	6.8	13.3	12.0	10.3	9.8	7.5	11.1	12.2	4.8
Fifteen	2.3	4.3	7.8	-	1.5	5.5	3.4	6.4	-	-	-	2.7	0.9	4.9	-	2.5	1.5	4.5	1.5	12.2	-
Sixteen	6.1	3.4	3.5	3.4	7.1	7.8	9.2	7.3	4.9	8.9	0.5	5.3	4.5	6.4	9.7	5.8	6.8	2.4	7.4	-	3.8
Seventeen	1.8	1.4	2.5	-	2.0	2.1	-	2.9	1.6	1.8	1.4	1.7	1.5	2.0	2.3	1.9	1.5	0.7	2.2	-	1.0
18 YEARS/OLDER	84.9	81.8	73.5	91.8	86.1	79.1	86.0	76.4	89.0	83.2	95.4	85.9	93.2	77.3	80.4	85.2	84.3	82.4	85.8	67.9	90.8
Eighteen	14.5	14.8	15.4	14.0	14.3	11.8	12.4	11.6	16.3	16.2	16.4	14.2	10.9	18.0	14.9	14.4	14.6	18.3	13.1	3.7	26.7
Nineteen	3.3	5.7	8.4	2.5	2.4	3.5	-	4.9	3.1	4.7	1.4	3.0	3.9	1.9	4.7	1.5	8.2	2.4	3.6	1.8	2.8
Twenty	4.3	5.0	3.9	6.4	4.0	4.8	6.7	4.0	4.0	2.3	5.8	4.2	6.1	2.0	4.8	4.8	2.8	7.1	3.3	3.8	9.1
Twenty-One or Older	62.9	56.3	45.8	68.9	65.3	59.0	66.9	55.9	65.6	60.0	71.8	64.5	72.2	55.4	56.1	64.5	58.6	54.6	65.8	58.6	52.2
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	19.53	19.07	18.41	19.86	19.70	19.22	19.78	19.00	19.74	19.40	20.12	19.60	20.20	18.90	19.22	19.58	19.40	19.02	19.71	18.16	19.51



Table 9 Page 49
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 5

	TOTAL	RACIAL BACKGROUND					RACIAL BACKGROUND:		RACIAL BACKGROUND:		GENDER	EVER TRIED ALCOHOL			EVER TURNED TO ALCOHOL AS A COPING MECHANISM			EVER BEEN CAUGHT BY PARENT/SIBLING DRINKING UNDERAGE			
		WHITE	NON-WHITE	African American	Hispanic/Latino	Other	MALE	FEMALE	MALE	FEMALE		OTHER	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW
							BLACK	BLACK													
Total	306	176	130	67	44	93	22	83	45	152	151	4	105	161	16	26	245	10	24	248	9
14 YEARS/YOUNGER	4.9	4.6	5.3	5.2	5.1	4.4	5.3	4.9	5.3	5.0	5.0	-	7.7	2.9	6.6	15.6	3.5	9.8	17.0	3.5	11.8
Ten or Younger	0.2	-	0.5	-	1.5	-	-	-	-	0.4	-	-	0.6	-	-	2.5	-	-	2.7	-	-
Eleven	0.9	1.6	-	-	-	3.1	-	-	-	1.9	-	-	2.7	-	-	-	1.2	-	-	1.2	-
Twelve	0.6	1.0	-	-	-	1.3	-	0.6	-	0.8	0.3	-	1.7	-	-	6.8	-	-	7.4	-	-
Thirteen	2.5	0.7	4.8	5.2	3.7	-	5.3	1.6	5.3	1.8	3.2	-	2.6	1.5	6.6	6.3	1.4	9.8	6.9	1.4	11.8
Fourteen	0.7	1.2	-	-	-	-	-	2.7	-	-	1.5	-	-	1.4	-	-	0.9	-	-	0.9	-
15 YEARS-17 YEARS OLD	10.2	14.3	4.6	5.5	1.9	15.7	5.6	12.6	5.6	12.0	8.6	-	16.1	4.2	21.9	4.9	8.5	47.6	9.6	8.6	39.0
Fifteen	2.3	3.9	-	-	-	6.1	-	1.5	-	3.8	0.8	-	-	0.7	14.1	-	0.5	20.9	-	0.5	25.2
Sixteen	6.1	7.9	3.7	3.7	1.9	7.8	5.6	8.0	2.9	7.1	5.2	-	13.1	2.7	-	4.9	6.2	15.2	9.6	6.4	-
Seventeen	1.8	2.5	0.9	1.8	-	1.8	-	3.2	2.7	1.1	2.5	-	3.0	0.8	7.8	-	1.8	11.5	-	1.7	13.8
18 YEARS/OLDER	84.9	81.1	90.1	89.3	93.0	79.9	89.2	82.5	89.1	83.1	86.5	100.0	76.3	92.9	71.4	79.4	88.0	42.6	73.4	87.9	49.2
Eighteen	14.5	14.4	14.6	14.8	11.5	18.8	34.4	9.3	5.5	20.6	8.7	-	20.7	9.6	22.2	19.7	14.0	11.5	12.3	15.1	-
Nineteen	3.3	2.8	3.9	3.2	6.7	2.6	-	3.0	4.8	2.2	4.4	-	4.6	3.0	-	6.8	3.2	-	10.3	2.9	-
Twenty	4.3	2.6	6.6	3.6	13.0	3.4	-	1.7	5.4	5.9	2.8	-	6.9	3.0	7.8	6.5	4.2	11.5	-	4.6	20.0
Twenty-One or Older	62.9	61.3	65.0	67.8	61.7	55.0	54.8	68.5	73.5	54.4	70.6	100.0	44.1	77.4	41.5	46.4	66.6	19.6	50.7	65.4	29.2
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	19.53	19.36	19.76	19.78	19.84	19.09	19.27	19.66	20.01	19.20	19.83	21.00	18.74	20.20	18.57	18.57	19.77	17.28	18.42	19.73	17.79



Table 10 Page 51
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

10. HOW OFTEN WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL...?

BANNER 1

	TOTAL	AREA								WHAT GRADE ARE YOU IN								HOW OLD ARE YOU			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	6TH- 8TH GRADE	6th Grade	7th Grade	8th Grade	9TH- 12TH GRADE	9th Grade	10th Grade	11th Grade	12th Grade	11-14	15/ OLDER	15/16 Years Old	17/ Older
Total	306	99	88	53	66	13	32	21	138	47	46	45	168	40	42	43	43	151	155	85	70
OFTEN/SOMETIMES	51.8	50.9	52.8	47.5	55.4	53.3	47.7	69.1	55.0	63.8	62.4	38.4	49.2	64.6	54.5	36.2	42.7	58.7	45.2	52.9	35.7
Often	13.9	14.1	14.4	6.5	18.8	6.6	14.9	32.6	11.6	10.5	11.5	12.7	15.8	20.0	24.9	10.9	7.8	13.3	14.4	19.9	7.7
Sometimes	38.0	36.8	38.4	41.0	36.6	46.7	32.8	36.5	43.4	53.2	50.9	25.7	33.5	44.5	29.6	25.3	34.9	45.4	30.7	32.9	28.0
RARELY/NEVER	48.0	48.5	47.2	52.5	44.6	46.7	52.3	30.9	45.0	36.2	37.6	61.6	50.4	35.4	45.5	63.8	55.9	41.3	54.5	47.1	63.4
Rarely	27.6	22.3	28.4	32.7	30.2	43.5	28.8	24.2	29.2	21.0	26.1	41.0	26.2	17.6	26.6	33.3	27.0	27.7	27.5	25.1	30.5
Never	20.4	26.2	18.8	19.8	14.3	3.2	23.5	6.8	15.8	15.3	11.5	20.6	24.2	17.8	18.9	30.5	28.9	13.6	26.9	22.1	32.9
DON'T KNOW	0.2	0.6	-	-	-	-	-	-	-	-	-	-	0.3	-	-	-	1.3	-	0.4	-	0.8
Net Diff.	3.9	2.4	5.6	-5.0	10.9	6.6	-4.7	38.1	10.0	27.5	24.8	-23.1	-1.2	29.2	9.0	-27.6	-13.2	17.5	-9.3	5.7	-27.7



Table 10 Page 52
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

10. HOW OFTEN WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL...?

BANNER 2

	TOTAL KNOW PEOPLE PEOPLE YOUR KNOW PEOPLE AGE MOST OF HOW OFTEN DO THEY DRINK ALCOHOL AGE APPROPRIATE FOR																
	YOUR AGE TALK ABOUT ALCOHOL	AGE THINK DRINKING IS..	YOUR AGE WHO TRIED ALCOHOL	THEM FIRST TRY DRINKING	YOUR FRIENDS TO START DRINKING												
	YES	NO	OKAY TO DRINK	NOT OKAY	YES	NO	14/ YOUNG-ER	15/ OLDER	REGUL-ARLY	Daily	Weekly	Month-ly	Rare/Spec. Occasn	14 YEARS/ YOUNGR	15-17 YEARS/ OLD	18 YEARS/ OLDER	
Total	306	185	121	97	208	206	96	133	73	75	8	38	29	129	15	31	260
OFTEN/SOMETIMES	51.8	56.6	44.6	51.0	51.9	55.4	46.7	59.2	48.4	67.4	78.0	70.7	60.1	48.9	66.3	52.5	50.9
Often	13.9	15.4	11.5	13.0	14.4	16.2	9.5	18.4	12.3	21.4	22.9	25.2	16.0	13.4	3.3	5.9	15.4
Sometimes	38.0	41.2	33.1	38.0	37.5	39.1	37.2	40.8	36.1	46.0	55.1	45.5	44.1	35.5	63.1	46.6	35.5
RARELY/NEVER	48.0	43.1	55.4	49.0	47.8	44.4	53.3	40.8	50.8	32.6	22.0	29.3	39.9	50.7	33.7	47.5	48.9
Rarely	27.6	23.9	33.2	30.1	26.6	26.3	29.6	27.1	24.8	21.9	22.0	11.6	35.7	28.2	26.8	28.6	27.5
Never	20.4	19.2	22.2	18.8	21.2	18.1	23.7	13.7	26.0	10.7	-	17.7	4.2	22.5	6.9	18.9	21.3
DON'T KNOW	0.2	0.3	-	-	0.3	0.3	-	-	0.8	-	-	-	-	0.5	-	-	0.2
Net Diff.	3.9	13.5	-10.9	2.1	4.1	11.0	-6.6	18.4	-2.5	34.8	56.0	41.4	20.3	-1.8	32.7	5.1	2.1



Table 10 Page 53
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

10. HOW OFTEN WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL...?

BANNER 3

	HOW OFTEN WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL							HAVE PARENTS TALKED TO YOU ABOUT THE FOLLOWING				PEOPLE YOUR AGE EMBARRASSED/AFRAID TO TALK WITH PARENTS			DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A PROBLEM			THOUGHTS OF ALCOHOL CHNGE SINCE COVID			
	OFTEN/SOMETIMES	OFTEN	SOMETIMES	RARELY/NEVER	RARELY	NEVER	YES	Alcohol Abuse	Alcohol Misuse	Underage Drnkng	NO/NONE ABOVE	YES	NO	UNSURE	PROBLEM	Serious	Minor	NOT A PROBLEM	YES	NO	
Total	306	159	42	116	147	84	62	172	92	97	130	134	150	60	97	258	153	104	47	53	251
OFTEN/SOMETIMES	51.8	100.0	100.0	100.0	-	-	-	75.2	77.4	80.3	74.3	21.7	56.0	43.7	50.4	54.1	49.6	60.8	38.0	46.5	53.4
Often	13.9	26.8	100.0	-	-	-	-	23.2	28.4	29.0	27.5	1.9	16.3	15.5	9.1	15.0	15.9	13.8	7.9	9.8	14.8
Sometimes	38.0	73.2	-	100.0	-	-	-	52.0	49.0	51.3	46.8	19.8	39.7	28.2	41.3	39.1	33.7	47.1	30.1	36.7	38.5
RARELY/NEVER	48.0	-	-	-	100.0	100.0	100.0	24.5	22.6	19.7	25.2	78.3	43.6	56.3	49.6	45.6	50.4	38.6	62.0	52.4	46.6
Rarely	27.6	-	-	-	57.5	100.0	-	18.3	17.1	12.6	19.4	39.6	28.6	27.1	26.2	27.5	28.0	26.8	28.7	33.9	25.7
Never	20.4	-	-	-	42.5	-	100.0	6.2	5.6	7.0	5.8	38.7	14.9	29.2	23.4	18.1	22.4	11.8	33.3	18.5	20.9
DON'T KNOW	0.2	-	-	-	-	-	-	0.3	-	-	0.5	-	0.4	-	-	0.2	-	0.6	-	1.1	-
Net Diff.	3.9	100.0	100.0	100.0	-100.0	-100.0	-100.0	50.7	54.7	60.6	49.1	-56.6	12.4	-12.7	0.8	8.5	-0.9	22.2	-24.0	-5.9	6.7



Table 10 Page 54
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

10. HOW OFTEN WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL...?

BANNER 4

	TOTAL KNOW SOMEONE YOUR AGE WHO				HOW OFTEN DO YOU SEE ALCOHOL PRESENT							FAMILIAR WITH THE RISKS OR				KNOW WHERE TO		EVER HEARD		EVER VISITED	
	BEGAN DRINKING AS A RESULT				IN THE SOCIAL MEDIA POSTS OF YOUR							CONSEQUENCES ASSOCIATED				LEARN RISK OF		OF TALK IT		TALK IT OUT	
	OF THE COVID-19 PANDEMIC				FRIENDS OR OTHERS AROUND YOUR AGE							WITH UNDERAGE DRINKING				UNDERAGE DRNK		OUT NC		NC WEBSITES	
	YES	Began	Drink	NO,	OFTEN/	Often	Some-	RARELY	Rarely	Never	FAMI-	Very	Some-	NOT	YES	NO	YES	NO/	YES	NO/	
	ing	Drink-	More	NEITHR	SOME-		times	/NEVER			LIAR		what	FAMI-				DON'T		DON'T	
		Alcohol		TIMES										LIAR				KNOW		KNOW	
Total	306	82	45	37	224	125	35	90	181	95	86	253	136	117	53	225	81	79	227	29	50
OFTEN/SOMETIMES	51.8	59.6	60.7	58.2	49.0	61.6	54.2	64.6	45.1	52.9	36.5	57.3	55.1	59.8	26.3	55.7	41.1	58.3	49.6	66.0	53.8
Often	13.9	20.7	19.1	22.6	11.4	18.6	27.4	15.2	10.6	17.1	3.5	15.2	19.7	9.9	7.7	15.7	8.8	21.7	11.2	20.6	22.4
Sometimes	38.0	38.9	41.7	35.6	37.6	43.0	26.8	49.4	34.5	35.8	33.0	42.1	35.4	49.9	18.6	40.0	32.3	36.6	38.4	45.4	31.5
RARELY/NEVER	48.0	40.4	39.3	41.8	50.8	38.4	45.8	35.4	54.6	46.5	63.5	42.5	44.9	39.7	73.7	44.0	58.9	41.7	50.1	34.0	46.2
Rarely	27.6	21.5	25.4	16.9	29.8	22.1	17.0	24.1	31.4	27.2	35.9	25.3	26.0	24.5	37.7	25.2	34.2	25.7	28.2	21.1	28.4
Never	20.4	18.9	13.8	24.9	20.9	16.3	28.9	11.3	23.2	19.2	27.6	17.2	18.9	15.2	36.1	18.8	24.7	16.0	21.9	12.9	17.8
DON'T KNOW	0.2	-	-	-	0.3	-	-	-	0.3	0.6	-	0.2	-	0.5	-	0.3	-	-	0.3	-	-
Net Diff.	3.9	19.2	21.5	16.5	-1.8	23.3	8.4	29.1	-9.5	6.5	-27.1	14.8	10.2	20.1	-47.4	11.7	-17.9	16.5	-0.5	32.0	7.6



Table 10 Page 55
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

10. HOW OFTEN WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL...?

BANNER 5

	TOTAL	RACIAL BACKGROUND					RACIAL BACKGROUND:		RACIAL BACKGROUND:		GENDER	EVER TRIED ALCOHOL			EVER TURNED TO ALCOHOL AS A COPING MECHANISM			EVER BEEN CAUGHT BY PARENT/SIBLING DRINKING UNDERAGE			
		WHITE	NON-WHITE	African American	Hispanic/Latino	Other	MALE	FEMALE	OTHER	YES		NO	DON'T KNOW	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW		
																				WHITE	AFRICAN AMERICAN
Total	306	176	130	67	44	93	22	83	45	152	151	4	105	161	16	26	245	10	24	248	9
OFTEN/SOMETIMES	51.8	56.8	45.1	37.5	48.4	51.7	59.5	62.6	27.5	53.0	50.1	77.3	51.5	54.4	43.1	72.1	51.7	29.9	77.6	51.8	10.6
Often	13.9	12.7	15.5	20.6	10.1	11.5	41.2	14.0	11.0	14.7	13.4	-	13.9	15.0	21.1	31.0	13.4	11.5	33.8	13.7	-
Sometimes	38.0	44.1	29.6	16.9	38.3	40.2	18.3	48.6	16.5	38.3	36.7	77.3	37.6	39.4	22.0	41.1	38.3	18.4	43.8	38.2	10.6
RARELY/NEVER	48.0	43.2	54.4	61.6	51.6	48.3	40.5	37.4	71.2	47.0	49.5	22.7	48.5	45.2	56.9	27.9	48.1	70.1	22.4	47.9	89.4
Rarely	27.6	25.5	30.4	34.6	30.5	29.9	25.2	20.6	38.0	28.5	26.8	22.7	31.8	22.8	22.4	18.6	27.0	23.0	12.3	27.4	27.1
Never	20.4	17.7	24.1	27.0	21.1	18.5	15.3	16.8	33.2	18.5	22.7	-	16.7	22.4	34.6	9.3	21.1	47.1	10.1	20.5	62.3
DON'T KNOW	0.2	-	0.5	0.9	-	-	-	-	1.3	-	0.4	-	-	0.4	-	-	0.2	-	-	0.2	-
Net Diff.	3.9	13.6	-9.3	-24.1	-3.2	3.3	18.9	25.3	-43.6	5.9	0.6	54.6	3.0	9.2	-13.9	44.1	3.5	-40.2	55.2	3.9	-78.8



Table 11 Page 56
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

11. IN THE LAST FEW MONTHS, HAVE YOUR PARENTS TALKED TO YOU ABOUT ANY OF THE FOLLOWING?

BANNER 1

	TOTAL	AREA										WHAT GRADE ARE YOU IN						HOW OLD ARE YOU			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	6TH- 8TH GRADE	6th Grade	7th Grade	8th Grade	9TH- 12TH GRADE	9th Grade	10th Grade	11th Grade	12th Grade	11-14	15/ OLDER	15/16 Years Old	17/ Older
Total	306	99	88	53	66	13	32	21	138	47	46	45	168	40	42	43	43	151	155	85	70
YES	56.3	53.3	56.0	54.7	62.5	68.4	51.5	76.3	64.3	68.7	67.6	56.6	49.7	55.2	53.3	46.4	44.5	66.4	46.5	51.3	40.6
Alcohol Abuse	30.2	29.2	37.3	23.8	27.5	3.5	24.6	47.2	31.1	31.9	29.5	31.9	29.5	19.2	45.6	31.1	22.2	30.8	29.7	36.0	21.9
Alcohol Misuse	31.6	32.0	33.7	25.6	33.2	40.9	21.7	46.5	35.9	44.1	42.7	20.4	28.2	27.1	33.2	22.8	29.6	35.2	28.2	31.5	24.2
Underage Drinking	42.4	45.1	42.0	32.2	47.0	50.8	36.9	60.5	47.8	53.2	48.2	41.8	37.9	49.7	33.6	35.0	33.8	51.3	33.7	36.3	30.5
NO/NONE OF THE ABOVE	43.7	46.7	44.0	45.3	37.5	31.6	48.5	23.7	35.7	31.3	32.4	43.4	50.3	44.8	46.7	53.6	55.5	33.6	53.5	48.7	59.4
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	12.6	6.7	12.0	9.4	25.0	36.8	2.9	52.6	28.7	37.3	35.1	13.2	-0.5	10.3	6.6	-7.2	-10.9	32.9	-7.0	2.7	-18.8



Table 11 Page 57
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

11. IN THE LAST FEW MONTHS, HAVE YOUR PARENTS TALKED TO YOU ABOUT ANY OF THE FOLLOWING?

BANNER 2

	TOTAL		KNOW PEOPLE YOUR AGE TALK ABOUT ALCOHOL		PEOPLE YOUR AGE THINK DRINKING IS..		KNOW PEOPLE YOUR AGE WHO TRIED ALCOHOL		AGE MOST OF THEM FIRST TRY DRINKING		HOW OFTEN DO THEY DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR FRIENDS TO START DRINKING		
	YES	NO	OKAY TO DRINK	NOT OKAY	YES	NO	14/ YOUNG- ER	15/ OLDER	REGUL- ARLY	Daily	Weekly	Month- ly	Rare/ Spec. Occasn	14 YOUNGR	15-17 OLD	18 OLDER	
Total	306	185	121	97	208	206	96	133	73	75	8	38	29	129	15	31	260
YES	56.3	61.7	48.1	49.0	60.1	63.3	44.0	68.4	54.0	71.5	78.2	70.5	70.9	58.2	46.7	48.8	57.8
Alcohol Abuse	30.2	36.2	21.1	31.8	29.7	37.6	15.8	42.3	29.0	47.2	36.7	49.6	46.8	32.4	19.0	32.9	30.6
Alcohol Misuse	31.6	37.8	22.3	32.7	31.4	38.2	19.0	44.0	27.7	47.4	45.0	43.5	53.2	33.2	22.2	32.9	32.0
Underage Drinking	42.4	44.4	39.3	36.5	45.4	44.5	39.8	46.1	41.6	51.7	63.5	53.3	46.4	39.8	8.8	31.0	45.7
NO/NONE OF THE ABOVE	43.7	38.3	51.9	51.0	39.9	36.7	56.0	31.6	46.0	28.5	21.8	29.5	29.1	41.8	53.3	51.2	42.2
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	12.6	23.5	-3.9	-2.0	20.2	26.5	-12.0	36.7	8.1	42.9	56.3	41.0	41.9	16.4	-6.7	-2.3	15.5



Table 11 Page 58
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

11. IN THE LAST FEW MONTHS, HAVE YOUR PARENTS TALKED TO YOU ABOUT ANY OF THE FOLLOWING?

BANNER 3

	TOTAL	HOW OFTEN WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL						HAVE PARENTS TALKED TO YOU ABOUT THE FOLLOWING					PEOPLE YOUR AGE EMBARRASSED/AFRAID TO TALK WITH PARENTS			DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A PROBLEM				THOUGHTS OF ALCOHOL CHNGE SINCE COVID	
		OFTEN/SOME-TIMES	Often	Some-times	RARELY/NEVER	Rarely	Never	YES	Alco-hol Abuse	Alco-hol Misuse	Under-age Drnkng	NO/NONE ABOVE	YES	NO	UNSURE	PRO-BLEM	Seri-ous	Minor	NOT A PRO-BLEM	YES	NO
Total	306	159	42	116	147	84	62	172	92	97	130	134	150	60	97	258	153	104	47	53	251
YES	56.3	81.7	94.1	77.2	28.7	37.3	17.2	100.0	100.0	100.0	100.0	-	67.6	47.7	44.2	58.9	56.7	62.0	41.2	53.3	57.4
Alcohol Abuse	30.2	45.1	61.8	39.0	14.3	18.7	8.3	53.7	100.0	60.5	51.6	-	39.3	24.8	19.5	33.8	34.3	33.1	11.2	29.5	30.6
Alcohol Misuse	31.6	49.0	66.2	42.8	13.0	14.5	10.9	56.2	63.4	100.0	54.3	-	38.1	30.3	22.4	32.4	34.0	29.9	28.5	29.0	32.4
Underage Drinking	42.4	60.7	83.9	52.2	22.3	29.8	12.1	75.2	72.3	72.7	100.0	-	45.6	42.8	37.0	44.5	47.3	40.4	29.0	33.1	44.6
NO/NONE OF THE ABOVE	43.7	18.3	5.9	22.8	71.3	62.7	82.8	-	-	-	-	100.0	32.4	52.3	55.8	41.1	43.3	38.0	58.8	46.7	42.6
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	12.6	63.4	88.2	54.3	-42.6	-25.5	-65.7	100.0	100.0	100.0	100.0	-100.0	35.1	-4.6	-11.6	17.7	13.5	24.0	-17.6	6.7	14.8



Table 11 Page 59
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

11. IN THE LAST FEW MONTHS, HAVE YOUR PARENTS TALKED TO YOU ABOUT ANY OF THE FOLLOWING?

BANNER 4

	TOTAL				KNOW SOMEONE YOUR AGE WHO BEGAN DRINKING AS A RESULT OF THE COVID-19 PANDEMIC							HOW OFTEN DO YOU SEE ALCOHOL PRESENT IN THE SOCIAL MEDIA POSTS OF YOUR FRIENDS OR OTHERS AROUND YOUR AGE					FAMILIAR WITH THE RISKS OR CONSEQUENCES ASSOCIATED WITH UNDERAGE DRINKING				KNOW WHERE TO LEARN RISK OF UNDERAGE DRNK		EVER HEARD OF TALK IT OUT NC		EVER VISITED TALK IT OUT NC WEBSITES	
	YES	Began Drink- ing	More Alcohol	NO, NEITHR	OFTEN/SOME- TIMES	Often	Some- times	RARELY/NEVER	Rarely	Never	FAMI- LIAR	Very	Some- what	NOT FAMI- LIAR	YES	NO	YES	NO/ DON'T KNOW	YES	NO/ DON'T KNOW						
Total	306	82	45	37	224	125	35	90	181	95	86	253	136	117	53	225	81	79	227	29	50					
YES	56.3	73.3	79.2	66.3	50.1	68.3	68.5	68.2	48.1	59.7	35.3	62.7	67.7	56.9	26.0	61.7	41.4	61.6	54.5	67.2	58.3					
Alcohol Abuse	30.2	48.1	54.4	40.6	23.6	42.0	51.9	38.1	22.1	29.6	13.9	35.1	45.1	23.4	7.2	35.5	15.6	38.5	27.4	49.5	32.2					
Alcohol Misuse	31.6	36.5	46.8	24.1	29.9	40.9	45.8	39.0	25.2	32.4	17.3	35.1	38.3	31.5	15.1	32.9	28.1	37.8	29.5	41.3	35.8					
Underage Drinking	42.4	46.3	48.5	43.7	40.9	51.7	49.4	52.6	35.9	45.1	25.8	47.3	56.5	36.6	19.0	46.6	30.6	44.1	41.7	36.0	48.8					
NO/NONE OF THE ABOVE	43.7	26.7	20.8	33.7	49.9	31.7	31.5	31.8	51.9	40.3	64.7	37.3	32.3	43.1	74.0	38.3	58.6	38.4	45.5	32.8	41.7					
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-					
Net Diff.	12.6	46.6	58.4	32.5	0.1	36.6	37.1	36.4	-3.8	19.4	-29.5	25.5	35.5	13.8	-47.9	23.5	-17.3	23.1	9.0	34.4	16.6					



Table 11 Page 60
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

11. IN THE LAST FEW MONTHS, HAVE YOUR PARENTS TALKED TO YOU ABOUT ANY OF THE FOLLOWING?

BANNER 5

TOTAL	RACIAL BACKGROUND					RACIAL BACKGROUND:		RACIAL BACKGROUND:		GENDER	EVER TRIED ALCOHOL			EVER TURNED TO ALCOHOL AS A COPING MECHANISM			EVER BEEN CAUGHT BY PARENT/SIBLING DRINKING UNDERAGE				
	WHITE	NON-WHITE	African American	Hispanic/Latino	Other	MALE	FEMALE	MALE	FEMALE		YES	NO	DON'T KNOW	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW		
Total	306	176	130	67	44	93	22	83	45	152	151	4	105	161	16	26	245	10	24	248	9
YES	56.3	59.8	51.7	47.0	62.1	55.0	67.8	65.1	36.0	57.0	54.8	90.6	56.1	59.4	29.0	79.8	56.4	-	82.3	56.0	-
Alcohol Abuse	30.2	30.5	29.8	22.0	40.1	31.3	25.7	29.7	20.6	31.1	28.4	67.9	30.8	31.9	29.0	52.8	30.4	-	53.5	30.3	-
Alcohol Misuse	31.6	35.3	26.7	23.2	36.8	29.8	45.6	41.6	12.7	32.7	31.3	-	28.9	34.9	13.3	37.2	32.2	-	47.6	31.1	-
Underage Drinking	42.4	43.9	40.3	41.6	45.2	35.4	51.0	53.5	36.0	37.3	47.9	22.7	44.3	43.4	13.3	49.0	43.1	-	48.7	42.9	-
NO/NONE OF THE ABOVE	43.7	40.2	48.3	53.0	37.9	45.0	32.2	34.9	64.0	43.0	45.2	9.4	43.9	40.6	71.0	20.2	43.6	100.0	17.7	44.0	100.0
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	12.6	19.5	3.3	-6.0	24.2	10.1	35.7	30.2	-28.1	14.0	9.6	81.1	12.1	18.7	-42.1	59.6	12.8	-100.0	64.6	12.0	-100.0



Table 12 Page 61
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

12. MORE SPECIFICALLY, WHAT DID YOUR PARENTS MOSTLY TALK ABOUT?

BANNER 1

	TOTAL	AREA							WHAT GRADE ARE YOU IN							HOW OLD ARE YOU					
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	6TH- 8TH GRADE	6th Grade	7th Grade	8th Grade	9TH- 12TH GRADE	9th Grade	10th Grade	11th Grade	12th Grade	11-14	15/ OLDER	15/16 Years Old	17/ Older
Total Answering	172	53	49	29	41	9	17	16	89	32	31	26	84	22	22	20	19	100	72	44	28
DON'T DRINK/UNDER 21	26.8	27.7	28.0	13.5	33.5	19.9	27.6	47.4	32.0	27.7	36.4	32.0	21.2	43.0	18.3	6.2	14.7	35.2	15.1	18.4	10.0
EFFECTS OF DRINKING	14.8	16.4	8.2	15.7	19.9	21.5	26.1	12.5	17.2	21.5	11.8	18.5	12.2	14.5	20.1	3.7	9.1	17.5	11.1	12.5	8.8
RESIST PEER PRESSURE	8.6	13.7	10.1	-	6.5	11.8	6.4	3.6	6.0	5.1	8.2	4.4	11.5	4.6	15.1	15.4	11.2	6.3	11.8	7.6	18.3
ADDICTION IN FAMILY	6.5	7.7	-	20.2	3.2	-	-	8.5	9.5	4.0	9.6	16.2	3.4	6.7	6.0	-	-	8.5	3.9	6.4	-
ALCOHOL/WINE/ETC	4.9	1.7	15.4	-	-	-	-	-	5.8	1.8	11.0	4.4	4.0	5.9	5.3	-	4.6	6.5	2.9	2.7	3.1
ALCOHOL ADDICTIVE	4.6	5.6	4.9	1.8	4.8	7.5	-	8.3	4.6	4.0	9.1	-	4.5	-	-	15.6	3.3	4.1	5.2	7.0	2.3
ALCOHOL BAD/FOR YOU	4.3	5.9	4.6	3.3	2.8	-	6.8	-	3.8	10.6	-	-	4.9	5.6	-	12.0	2.5	3.4	5.7	8.2	1.7
DON'T DRINK & DRIVE	4.2	2.7	6.5	4.9	2.8	-	3.1	4.0	3.8	10.5	-	-	4.6	-	-	6.2	13.5	3.4	5.3	2.8	9.2
DRINK IN MODERATION	4.2	6.3	3.1	-	5.6	5.1	7.3	4.0	3.7	6.6	3.8	-	4.7	-	-	14.2	5.6	3.3	5.4	-	13.7
ALCOHOL ABUSE	2.8	1.0	4.3	7.5	-	-	-	-	0.6	1.8	-	-	5.1	9.8	4.8	-	5.3	0.6	5.9	7.4	3.6
CALL THEM IF PROBLEM	2.7	2.7	-	7.5	2.6	-	6.4	-	-	-	-	-	5.6	9.8	4.8	7.3	-	-	6.5	10.7	-
BIRDS AND BEES/SEX	1.7	-	3.4	4.1	-	-	-	-	-	-	-	-	3.4	-	5.3	6.1	2.6	-	4.0	2.7	6.0
DRUGS	1.5	2.6	-	-	3.2	9.2	3.0	-	2.4	4.2	2.6	-	0.6	-	-	-	2.6	2.2	0.7	-	1.7
VARIETY/ALL TOPICS	1.3	2.6	1.0	-	0.9	4.4	-	-	-	-	-	-	2.7	-	-	7.0	4.5	-	3.1	3.2	3.1
WORK/JOBS	1.1	0.9	1.0	-	2.2	10.5	-	-	-	-	-	-	2.3	-	4.2	-	5.0	-	2.6	2.1	3.4
SMOKING	1.1	1.2	2.4	-	-	-	-	-	0.7	2.0	-	-	1.4	-	5.3	-	-	0.6	1.6	2.7	-



Table 12 Page 62
 May 3-19, 2023
 (Continued)

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
 NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

12. MORE SPECIFICALLY, WHAT DID YOUR PARENTS MOSTLY TALK ABOUT?

BANNER 1

	TOTAL	AREA							WHAT GRADE ARE YOU IN							HOW OLD ARE YOU					
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	6TH- 8TH GRADE	6th Grade	7th Grade	8th Grade	9TH- 12TH GRADE	9th Grade	10th Grade	11th Grade	12th Grade	11-14	15/ OLDER	15/16 Years Old	17/ Older
MANNERS	0.7	-	2.5	-	-	-	-	-	-	-	-	-	1.5	-	5.5	-	-	-	1.7	2.8	-
MISC	5.4	-	2.6	18.5	6.7	10.1	-	11.9	8.5	-	4.1	24.4	2.2	-	-	6.4	2.9	7.6	2.5	-	6.5
DK/REFUSED	2.7	1.2	1.9	2.8	5.5	-	13.5	-	1.2	-	3.3	-	4.4	-	5.5	-	12.6	1.0	5.1	2.8	8.6



Table 12 Page 63
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

12. MORE SPECIFICALLY, WHAT DID YOUR PARENTS MOSTLY TALK ABOUT?

BANNER 2

	TOTAL		KNOW PEOPLE		PEOPLE YOUR		KNOW PEOPLE		AGE MOST OF		HOW OFTEN DO THEY DRINK ALCOHOL				AGE APPROPRIATE FOR		
	YOUR AGE TALK		AGE THINK		YOUR AGE WHO		THEM FIRST		REGUL-				YOUR FRIENDS TO				
	ABOUT ALCOHOL		DRINKING IS..		TRIED ALCOHOL		TRY DRINKING						START DRINKING				
	YES	NO	OKAY	NOT	YES	NO	14/	15/	REGUL-	Daily	Weekly	Month-	Rare/	14	15-17	18	
			TO	OKAY			YOUNG-	OLDER	ARLY			ly	Spec.	YEARS/	YEARS	YEARS/	
			DRINK				ER						Occasn	YOUNGR	OLD	OLDER	
Total Answering	172	114	58	48	125	130	42	91	39	54	6	27	20	75	7	15	150
DON'T DRINK/UNDER 21	26.8	23.6	32.9	21.9	28.6	22.6	39.7	27.0	12.3	19.0	-	24.5	17.4	25.4	-	5.6	30.2
EFFECTS OF DRINKING	14.8	15.7	12.9	14.0	15.1	15.8	11.7	15.8	15.6	13.5	21.1	8.5	17.9	16.1	-	17.1	15.2
RESIST PEER PRESSURE	8.6	12.1	1.9	14.4	6.4	11.0	1.3	9.9	13.5	12.6	8.4	18.8	5.6	10.0	-	15.3	8.4
ADDICTION IN FAMILY	6.5	6.2	7.1	4.5	7.3	7.7	3.0	11.0	-	6.5	-	-	16.9	8.7	-	4.3	7.1
ALCOHOL/WINE/ETC	4.9	7.0	0.9	8.3	3.7	5.3	3.9	4.6	6.9	6.4	-	8.5	5.6	4.6	35.0	7.8	3.3
ALCOHOL ADDICTIVE	4.6	6.9	-	4.1	4.7	6.0	-	8.0	1.6	2.4	-	-	6.3	8.7	-	10.2	4.2
ALCOHOL BAD/FOR YOU	4.3	0.9	11.1	1.0	5.6	3.6	6.7	1.9	7.6	-	-	-	-	6.2	-	-	5.0
DON'T DRINK & DRIVE	4.2	3.5	5.5	4.8	3.9	3.4	6.5	2.0	6.6	5.4	-	6.1	5.9	2.1	-	16.0	3.2
DRINK IN MODERATION	4.2	4.9	2.8	2.3	4.9	5.2	1.1	3.1	9.8	3.4	-	-	8.8	6.5	-	3.9	4.4
ALCOHOL ABUSE	2.8	1.4	5.6	3.3	2.6	2.9	2.5	0.6	8.1	6.1	45.4	-	2.5	0.7	-	-	3.2
CALL THEM IF PROBLEM	2.7	4.1	-	-	3.8	3.6	-	3.6	3.7	2.7	-	5.3	-	4.3	31.3	-	1.7
BIRDS AND BEES/SEX	1.7	1.1	2.9	1.0	1.9	1.3	2.8	-	4.3	0.9	8.1	-	-	1.6	-	-	1.9
DRUGS	1.5	1.1	2.3	1.7	1.5	1.0	3.2	0.9	1.3	1.5	-	-	4.0	0.7	-	-	1.8
VARIETY/ALL TOPICS	1.3	2.0	-	1.0	1.4	1.7	-	2.1	1.0	4.2	6.4	6.9	-	-	7.0	-	1.2
WORK/JOBS	1.1	1.7	-	2.0	0.7	0.7	2.2	0.6	1.2	0.9	-	-	2.5	0.6	-	-	1.3
SMOKING	1.1	1.6	-	2.5	0.5	0.9	1.5	1.3	-	2.2	-	4.3	-	-	-	-	1.2



Table 12 Page 64
 May 3-19, 2023
 (Continued)

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
 NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

12. MORE SPECIFICALLY, WHAT DID YOUR PARENTS MOSTLY TALK ABOUT?

BANNER 2

	TOTAL		KNOW PEOPLE YOUR AGE TALK ABOUT ALCOHOL		PEOPLE YOUR AGE THINK DRINKING IS..		KNOW PEOPLE YOUR AGE WHO TRIED ALCOHOL		AGE MOST OF THEM FIRST TRY DRINKING		HOW OFTEN DO THEY DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR FRIENDS TO START DRINKING		
	YES	NO	OKAY TO DRINK	NOT OKAY	YES	NO	14/ YOUNG- ER	15/ OLDER	REGUL- ARLY	Daily	Weekly	Month- ly	Rare/ Spec. Occasn	14 YOUNGR	15-17 OLD	18 OLDER	
MANNERS	0.7	1.1	-	2.6	-	0.9	-	-	3.1	2.3	-	4.5	-	-	-	8.0	-
MISC	5.4	1.9	12.4	3.8	6.1	3.1	12.7	4.4	-	4.0	-	8.0	-	2.5	-	8.4	5.4
DK/REFUSED	2.7	3.2	1.8	6.7	1.2	3.3	1.1	3.2	3.4	6.0	10.6	4.5	6.5	1.4	26.7	3.4	1.5



Table 12 Page 65
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

12. MORE SPECIFICALLY, WHAT DID YOUR PARENTS MOSTLY TALK ABOUT?

BANNER 3

TOTAL	HOW OFTEN WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL							HAVE PARENTS TALKED TO YOU ABOUT THE FOLLOWING				PEOPLE YOUR AGE EMBARRASSED/AFRAID TO TALK WITH PARENTS			DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A...				THOUGHTS OF ALCOHOL CHNGE SINCE COVID		
	SOME-TIMES	OFTEN	SOME-TIMES	RARELY/NEVER	RARELY	NEVER	YES	Alco-hol Abuse	Alco-hol Misuse	Under-age Drnkng	NO/NONE ABOVE	YES	NO	UNSURE	PRO-BLEM	Seri-ous	Minor	NOT A PRO-BLEM	YES	NO	
Total Answering	172	130	40	90	42	31	11	172	92	97	130	-	101	28	43	152	87	65	19	28	144
DON'T DRINK/UNDER 21	26.8	25.6	34.7	21.5	30.8	37.9	9.9	26.8	20.8	26.8	33.6	-	23.2	40.5	26.1	23.3	23.0	23.7	49.7	14.9	29.1
EFFECTS OF DRINKING	14.8	14.3	22.4	10.7	15.1	16.4	11.5	14.8	17.7	15.0	16.4	-	17.1	5.1	15.7	16.8	15.4	18.6	-	6.3	16.5
RESIST PEER PRESSURE	8.6	9.1	8.0	9.6	7.4	3.5	18.8	8.6	7.6	11.2	10.5	-	7.9	3.9	13.5	9.8	8.3	11.8	-	12.7	7.8
ADDICTION IN FAMILY	6.5	8.7	7.1	9.4	-	-	-	6.5	8.3	7.4	3.1	-	9.2	-	4.5	7.4	9.2	5.0	-	-	7.8
ALCOHOL/WINE/ETC	4.9	4.8	2.4	5.9	5.5	7.3	-	4.9	6.6	3.9	3.9	-	5.1	4.0	5.2	4.9	3.9	6.2	5.9	16.1	2.7
ALCOHOL ADDICTIVE	4.6	5.0	3.2	5.8	3.3	2.1	6.9	4.6	6.1	5.1	3.1	-	4.9	-	6.9	4.7	5.5	3.7	3.3	2.3	5.0
ALCOHOL BAD/FOR YOU	4.3	4.1	6.3	3.2	5.1	3.3	10.5	4.3	4.2	4.3	5.0	-	2.6	13.1	2.7	4.2	6.0	1.9	5.4	-	5.2
DON'T DRINK & DRIVE	4.2	4.2	1.3	5.5	4.2	3.9	5.2	4.2	2.9	4.8	5.0	-	1.6	9.5	6.7	2.5	2.8	2.1	17.8	1.6	4.7
DRINK IN MODERATION	4.2	3.3	-	4.7	7.0	5.5	11.4	4.2	2.8	5.3	1.6	-	3.9	-	7.5	3.6	2.6	4.9	9.0	6.4	3.7
ALCOHOL ABUSE	2.8	2.5	-	3.6	3.7	1.6	9.9	2.8	2.9	1.7	3.7	-	3.7	3.7	-	3.2	5.0	0.8	-	1.8	3.0
CALL THEM IF PROBLEM	2.7	3.6	2.7	4.1	-	-	-	2.7	2.7	2.3	1.1	-	2.2	3.7	3.4	3.1	1.7	5.0	-	-	3.3
BIRDS AND BEES/SEX	1.7	1.3	1.2	1.3	2.9	-	11.3	1.7	3.1	0.5	0.9	-	1.7	4.1	-	1.9	1.4	2.6	-	10.1	-
DRUGS	1.5	1.0	-	1.5	3.1	2.6	4.6	1.5	1.2	1.2	2.1	-	1.1	-	3.6	1.4	2.5	-	2.6	1.7	1.5
VARIETY/ALL TOPICS	1.3	1.7	4.7	0.4	-	-	-	1.3	2.0	1.9	1.4	-	2.2	-	-	1.5	2.0	0.8	-	3.1	1.0
WORK/JOBS	1.1	1.1	1.3	1.0	1.1	1.4	-	1.1	0.6	1.5	0.7	-	1.4	-	1.2	1.2	1.1	1.5	-	5.1	0.3
SMOKING	1.1	1.4	1.6	1.3	-	-	-	1.1	2.0	0.7	1.4	-	1.8	-	-	1.2	2.1	-	-	-	1.3



Table 12 Page 66
 May 3-19, 2023
 (Continued)

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
 NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

12. MORE SPECIFICALLY, WHAT DID YOUR PARENTS MOSTLY TALK ABOUT?

BANNER 3

TOTAL	HOW OFTEN WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL						HAVE PARENTS TALKED TO YOU ABOUT THE FOLLOWING				PEOPLE YOUR AGE EMBARRASSED/AFRAID TO TALK WITH PARENTS			DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A...			THOUGHTS OF ALCOHOL CHNGE SINCE COVID				
	OFTEN/SOME-TIMES	Often	Some-times	RARELY/NEVER	Rarely	Never	YES	Alco-hol Abuse	Alco-hol Misuse	Under-age Drnkng	NO/NONE ABOVE	YES	NO	UNSURE	PRO-BLEM	Seri-ous	Minor	NOT A PRO-BLEM	YES	NO	
MANNERS	0.7	0.9	-	1.4	-	-	-	0.7	1.3	1.3	-	-	1.2	-	-	-	-	-	6.3	4.3	-
MISC	5.4	4.9	3.2	5.6	7.3	9.7	-	5.4	6.1	2.8	5.6	-	5.0	10.8	3.0	6.2	5.4	7.3	-	-	6.5
DK/REFUSED	2.7	2.5	-	3.6	3.5	4.7	-	2.7	1.3	2.5	0.8	-	4.2	1.6	-	3.1	2.3	4.2	-	13.6	0.6



Table 12 Page 67
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

12. MORE SPECIFICALLY, WHAT DID YOUR PARENTS MOSTLY TALK ABOUT?

BANNER 4

	TOTAL KNOW SOMEONE YOUR AGE WHO				HOW OFTEN DO YOU SEE ALCOHOL PRESENT							FAMILIAR WITH THE RISKS OR				KNOW WHERE TO		EVER HEARD		EVER VISITED	
	BEGAN DRINKING AS A RESULT				IN THE SOCIAL MEDIA POSTS OF YOUR							CONSEQUENCES ASSOCIATED				LEARN RISK OF		OF TALK IT		TALK IT OUT	
	OF THE COVID-19 PANDEMIC				FRIENDS OR OTHERS AROUND YOUR AGE							WITH UNDERAGE DRINKING				UNDERAGE DRNK		OUT NC		NC WEBSITES	
	YES	Began	Drink	NO,	OFTEN/	Often	Some-	RARELY	Rarely	Never	FAMI-	Very	Some-	NOT	YES	NO	YES	NO/	YES	NO/	
	ing	More	NEITHR	SOME-	TIMES		times	/NEVER			LIAR		what	FAMI-				DON'T		DON'T	
	Alcohol	Alcohol		TIMES									LIAR				KNOW		KNOW		
Total Answering	172	60	36	25	112	85	24	61	87	57	30	159	92	66	14	139	34	48	124	19	29
DON'T DRINK/UNDER 21	26.8	18.7	15.7	23.0	31.1	27.8	16.7	32.2	25.7	23.9	29.1	26.8	22.6	32.7	26.1	26.5	28.0	24.7	27.6	2.6	39.4
EFFECTS OF DRINKING	14.8	15.4	17.4	12.7	14.4	12.9	6.1	15.6	16.6	22.4	5.8	15.2	21.8	6.1	9.8	16.7	7.0	12.5	15.7	7.8	15.6
RESIST PEER PRESSURE	8.6	11.1	12.7	8.8	7.3	11.3	15.1	9.8	6.0	6.3	5.4	9.4	9.1	9.8	-	6.5	17.5	7.6	9.0	-	12.6
ADDICTION IN FAMILY	6.5	-	-	-	10.1	5.3	-	7.4	7.8	10.8	2.1	7.1	3.1	12.7	-	6.7	5.7	-	9.1	-	-
ALCOHOL/WINE/ETC	4.9	8.6	14.6	-	3.0	6.7	12.2	4.5	3.2	3.0	3.7	5.1	4.9	5.4	2.8	4.4	7.2	5.7	4.7	12.2	1.3
ALCOHOL ADDICTIVE	4.6	8.6	6.2	11.9	2.4	6.6	15.5	3.2	2.5	2.7	2.1	5.0	4.6	5.4	-	4.5	4.6	4.0	4.8	6.7	2.2
ALCOHOL BAD/FOR YOU	4.3	-	-	-	6.7	2.9	5.2	2.0	5.7	4.5	8.0	4.4	6.5	1.4	4.1	4.1	5.6	7.9	3.0	11.4	5.5
DON'T DRINK & DRIVE	4.2	1.9	3.1	-	5.4	5.8	5.1	6.1	2.6	0.9	5.7	4.1	4.2	4.0	5.4	3.8	5.6	2.5	4.8	-	4.2
DRINK IN MODERATION	4.2	3.0	1.6	4.9	4.8	2.1	5.1	1.0	6.2	1.7	14.4	3.9	4.2	3.4	7.4	3.6	6.6	7.0	3.1	17.5	-
ALCOHOL ABUSE	2.8	2.6	4.5	-	2.9	1.9	2.1	1.8	3.7	5.7	-	3.1	4.6	0.9	-	2.7	3.2	2.2	3.0	2.9	1.8
CALL THEM IF PROBLEM	2.7	4.1	-	10.1	2.0	1.7	-	2.4	3.7	5.7	-	3.0	1.6	4.9	-	3.4	-	7.5	0.9	-	12.5
BIRDS AND BEES/SEX	1.7	2.8	4.8	-	1.0	1.4	-	1.9	1.9	0.9	4.0	1.5	2.6	-	3.6	2.1	-	3.4	1.0	6.0	1.7
DRUGS	1.5	1.3	2.3	-	1.7	1.7	-	2.4	1.4	-	4.0	0.4	0.7	-	14.7	1.9	-	1.0	1.7	2.6	-
VARIETY/ALL TOPICS	1.3	3.7	5.3	1.6	-	2.2	7.8	-	0.4	0.7	-	0.3	-	0.7	12.9	1.6	-	4.7	-	11.7	-
WORK/JOBS	1.1	2.4	-	5.8	0.4	1.7	2.1	1.5	0.5	0.8	-	0.6	1.0	-	7.0	1.0	1.5	1.9	0.8	-	3.2
SMOKING	1.1	1.9	-	4.7	0.6	2.1	-	3.0	-	-	-	1.1	1.3	1.0	-	0.8	1.9	-	1.5	-	-



Table 12 Page 68
 May 3-19, 2023
 (Continued)

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
 NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

12. MORE SPECIFICALLY, WHAT DID YOUR PARENTS MOSTLY TALK ABOUT?

BANNER 4

	KNOW SOMEONE YOUR AGE WHO BEGAN DRINKING AS A RESULT OF THE COVID-19 PANDEMIC				HOW OFTEN DO YOU SEE ALCOHOL PRESENT IN THE SOCIAL MEDIA POSTS OF YOUR FRIENDS OR OTHERS AROUND YOUR AGE							FAMILIAR WITH THE RISKS OR CONSEQUENCES ASSOCIATED WITH UNDERAGE DRINKING				KNOW WHERE TO LEARN RISK OF UNDERAGE DRNK		EVER HEARD OF TALK IT OUT NC		EVER VISITED TALK IT OUT NC WEBSITES	
	YES	Began Drink- ing	Drink More Alcohol	NO, NEITHR	OFTEN/SOME- TIMES	Often	Some- times	RARELY/NEVER	Rarely	Never	FAMI- LIAR	Very	Some- what	NOT FAMI- LIAR	YES	NO	YES	NO/ DON'T KNOW	YES	NO/ DON'T KNOW	
MANNERS	0.7	2.0	3.4	-	-	1.4	-	2.0	-	-	-	0.8	-	1.8	-	0.9	-	2.5	-	6.3	-
MISC	5.4	5.7	-	13.9	5.3	2.5	5.3	1.5	8.3	4.4	15.6	5.9	5.7	6.3	-	6.8	-	-	7.6	-	-
DK/REFUSED	2.7	6.1	8.5	2.6	0.9	1.9	1.8	1.9	3.5	5.4	-	2.4	1.6	3.6	6.0	2.0	5.5	4.9	1.9	12.3	-



Table 12 Page 69
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

12. MORE SPECIFICALLY, WHAT DID YOUR PARENTS MOSTLY TALK ABOUT?

BANNER 5

	TOTAL	RACIAL BACKGROUND					RACIAL BACKGROUND:		RACIAL BACKGROUND:		GENDER			EVER TRIED ALCOHOL			EVER TURNED TO ALCOHOL AS A COPING MECHANISM			EVER BEEN CAUGHT BY PARENT/SIBLING DRINKING UNDERAGE		
		WHITE	NON-WHITE	African American	Hispanic/Latino	Other	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	OTHER	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW
Total Answering	172	105	67	32	28	51	15	54	16	86	83	3	59	95	4	20	138	-	19	139	-	
DON'T DRINK/UNDER 21	26.8	32.0	18.6	24.4	15.9	34.8	39.2	29.3	12.1	31.5	22.9	-	29.9	28.0	-	13.4	30.1	-	14.2	29.9	-	
EFFECTS OF DRINKING	14.8	16.4	12.2	13.4	9.3	11.3	12.1	21.4	15.2	10.6	19.8	-	15.0	12.5	15.3	14.4	13.4	-	8.4	14.3	-	
RESIST PEER PRESSURE	8.6	8.8	8.4	12.8	5.8	11.3	7.1	6.4	18.7	9.8	7.8	-	9.7	7.8	-	-	9.5	-	-	9.4	-	
ADDICTION IN FAMILY	6.5	9.3	2.2	4.7	-	10.7	-	8.0	9.3	6.4	7.0	-	2.5	9.6	-	7.3	6.6	-	7.7	6.6	-	
ALCOHOL/WINE/ETC	4.9	4.0	6.4	1.6	12.4	4.5	-	3.5	3.2	5.3	4.8	-	6.5	4.9	-	11.3	4.5	-	11.9	4.5	-	
ALCOHOL ADDICTIVE	4.6	3.4	6.4	-	2.3	4.0	-	2.9	-	4.5	1.9	74.9	4.7	2.1	54.0	-	5.2	-	2.8	4.8	-	
ALCOHOL BAD/FOR YOU	4.3	3.2	6.1	7.5	6.3	5.5	8.5	1.1	6.9	4.7	4.1	-	0.8	7.4	-	-	5.4	-	-	5.4	-	
DON'T DRINK & DRIVE	4.2	4.3	3.9	1.4	4.4	5.5	-	3.3	2.8	5.8	2.7	-	4.5	4.8	-	-	5.2	-	8.6	4.0	-	
DRINK IN MODERATION	4.2	2.1	7.4	5.2	12.0	2.2	11.3	2.0	-	4.7	3.8	-	6.6	2.9	-	5.9	3.9	-	6.3	3.9	-	
ALCOHOL ABUSE	2.8	3.1	2.3	5.0	-	2.1	7.2	4.1	3.2	2.5	3.3	-	0.9	2.2	-	2.5	1.5	-	2.6	1.5	-	
CALL THEM IF PROBLEM	2.7	3.5	1.6	3.4	-	-	7.2	6.8	-	1.2	4.4	-	2.5	3.4	-	-	3.4	-	-	3.4	-	
BIRDS AND BEES/SEX	1.7	-	4.3	-	6.0	-	-	-	-	2.0	1.4	-	0.8	2.5	-	2.4	1.7	-	2.6	1.7	-	
DRUGS	1.5	-	4.0	4.6	4.4	-	4.4	-	-	1.6	0.6	25.1	0.8	2.3	-	6.4	1.0	-	2.6	1.6	-	
VARIETY/ALL TOPICS	1.3	-	3.4	-	8.2	-	-	-	-	1.0	1.7	-	1.5	-	30.8	4.3	1.0	-	4.5	1.0	-	
WORK/JOBS	1.1	0.5	2.0	1.4	3.3	-	-	0.9	2.8	1.1	1.2	-	2.4	-	-	7.0	-	-	7.4	-	-	
SMOKING	1.1	-	2.7	2.0	4.2	-	-	-	4.0	1.4	0.8	-	3.1	-	-	5.7	0.5	-	-	1.3	-	



Table 12 Page 70
 May 3-19, 2023
 (Continued)

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
 NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

12. MORE SPECIFICALLY, WHAT DID YOUR PARENTS MOSTLY TALK ABOUT?

BANNER 5

TOTAL	RACIAL BACKGROUND					RACIAL BACKGROUND:		RACIAL BACKGROUND:		GENDER	EVER TRIED ALCOHOL			EVER TURNED TO ALCOHOL AS A COPING MECHANISM			EVER BEEN CAUGHT BY PARENT/SIBLING DRINKING UNDERAGE			
	WHITE	NON-WHITE	African American	Hispanic/Latino	Other	MALE	FEMALE	MALE	FEMALE		YES	NO	DON'T KNOW	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW	
MANNERS	0.7	1.2	-	-	-	2.4	-	-	-	1.4	-	-	-	-	-	-	-	-	-	-
MISC	5.4	6.6	3.7	7.9	-	2.5	-	10.4	15.5	1.5	9.8	-	3.1	7.9	-	6.2	5.9	-	6.6	5.8
DK/REFUSED	2.7	1.7	4.4	4.7	5.3	3.4	3.0	-	6.4	3.3	2.2	-	4.6	1.5	-	13.2	1.1	-	13.9	1.1



Table 13 Page 71
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 1

	TOTAL	AREA							WHAT GRADE ARE YOU IN							HOW OLD ARE YOU					
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	6TH- 8TH GRADE	6th Grade	7th Grade	8th Grade	9TH- 12TH GRADE	9th Grade	10th Grade	11th Grade	12th Grade	11-14	15/ OLDER	15/16 Years Old	17/ Older
Total	306	99	88	53	66	13	32	21	138	47	46	45	168	40	42	43	43	151	155	85	70
YES	49.0	45.7	44.7	53.5	55.9	51.5	59.6	52.9	52.1	48.5	56.6	51.0	46.4	52.3	53.2	35.5	45.0	49.5	48.4	57.0	37.9
NO	19.5	14.7	27.5	23.6	12.7	6.2	17.6	9.1	16.8	17.9	13.9	18.5	21.8	15.3	25.0	21.2	25.2	17.1	21.9	18.1	26.5
UNSURE	31.5	39.7	27.8	22.9	31.4	42.4	22.8	38.0	31.2	33.6	29.4	30.5	31.8	32.3	21.8	43.3	29.8	33.4	29.7	24.9	35.6
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	29.4	31.0	17.1	29.9	43.2	45.3	42.0	43.9	35.3	30.7	42.7	32.5	24.6	37.0	28.1	14.4	19.8	32.5	26.5	38.9	11.4



Table 13 Page 72
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 2

	TOTAL		KNOW PEOPLE YOUR AGE TALK ABOUT ALCOHOL		PEOPLE YOUR AGE THINK DRINKING IS..		KNOW PEOPLE YOUR AGE WHO TRIED ALCOHOL		AGE MOST OF THEM FIRST TRY DRINKING		HOW OFTEN DO THEY DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR FRIENDS TO START DRINKING		
	YES	NO	OKAY TO DRINK	NOT OKAY	YES	NO	14/ YOUNG- ER	15/ OLDER	REGUL- ARLY	Daily	Weekly	Month- ly	Rare/ Spec. Occasn	14 YEARS/ YOUNGR	15-17 YEARS OLD	18 YEARS/ OLDER	
Total	306	185	121	97	208	206	96	133	73	75	8	38	29	129	15	31	260
YES	49.0	55.2	39.5	57.8	45.1	55.6	36.9	61.4	45.1	68.2	68.0	69.9	65.9	48.0	75.4	68.2	45.1
NO	19.5	17.2	23.1	15.4	21.6	16.2	25.9	11.6	24.4	9.3	15.5	11.9	4.2	20.3	-	6.8	22.2
UNSURE	31.5	27.7	37.4	26.8	33.3	28.2	37.2	26.9	30.6	22.5	16.5	18.2	29.9	31.8	24.6	25.1	32.7
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	29.4	38.0	16.4	42.5	23.5	39.5	11.0	49.8	20.7	58.8	52.5	58.0	61.7	27.7	75.4	61.4	23.0



Table 13 Page 73
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 3

	HOW OFTEN WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL						HAVE PARENTS TALKED TO YOU ABOUT THE FOLLOWING					PEOPLE YOUR AGE EMBARRASSED/AFRAID TO TALK WITH PARENTS			DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A PROBLEM SINCE COVID					THOUGHTS OF ALCOHOL CHNGE SINCE COVID	
	OFTEN/SOME-TIMES	Often	Some-times	RARELY/NEVER	Rarely	Never	YES	Alco-hol Abuse	Alco-hol Misuse	Under-age Drnkng	NO/NONE ABOVE	YES	NO	UNSURE	PRO-BLEM	Seri-ous	Minor	NOT A PRO-BLEM	YES	NO	
Total	306	159	42	116	147	84	62	172	92	97	130	134	150	60	97	258	153	104	47	53	251
YES	49.0	52.9	57.6	51.2	44.5	50.8	35.9	58.7	63.6	59.0	52.7	36.4	100.0	-	-	51.4	51.2	51.6	34.4	70.5	44.4
NO	19.5	16.4	21.8	14.5	22.9	19.2	27.9	16.5	16.0	18.7	19.7	23.4	-	100.0	-	17.1	16.9	17.4	33.3	13.4	21.0
UNSURE	31.5	30.7	20.6	34.3	32.6	30.0	36.2	24.7	20.3	22.3	27.6	40.3	-	-	100.0	31.5	31.9	31.0	32.3	16.1	34.7
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	29.4	36.5	35.9	36.7	21.6	31.6	8.0	42.2	47.6	40.2	33.0	13.0	100.0	-100.0	-	34.3	34.3	34.2	1.1	57.2	23.4



Table 13 Page 74
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 4

	TOTAL KNOW SOMEONE YOUR AGE WHO				HOW OFTEN DO YOU SEE ALCOHOL PRESENT							FAMILIAR WITH THE RISKS OR				KNOW WHERE TO		EVER HEARD		EVER VISITED	
	BEGAN DRINKING AS A RESULT				IN THE SOCIAL MEDIA POSTS OF YOUR							CONSEQUENCES ASSOCIATED				LEARN RISK OF		OF TALK IT		TALK IT OUT	
	OF THE COVID-19 PANDEMIC				FRIENDS OR OTHERS AROUND YOUR AGE							WITH UNDERAGE DRINKING				UNDERAGE DRNK		OUT NC		NC WEBSITES	
	YES	Began	Drink	NO,	OFTEN/	Often	Some-	RARELY	Rarely	Never	FAMI-	Very	Some-	NOT	YES	NO	YES	NO/	YES	NO/	
	ing	Alcohol	NEITHR	SOME-	TIMES		times	/NEVER			LIAR		what	FAMI-				DON'T		DON'T	
														LIAR				KNOW		KNOW	
Total	306	82	45	37	224	125	35	90	181	95	86	253	136	117	53	225	81	79	227	29	50
YES	49.0	60.1	62.5	57.2	44.9	56.2	55.4	56.5	44.0	54.8	32.1	51.8	45.9	58.6	35.9	51.9	40.9	50.0	48.6	61.6	43.4
NO	19.5	12.8	6.2	20.6	22.0	16.5	24.6	13.3	21.6	17.0	26.6	20.5	24.3	16.2	14.8	22.0	12.5	24.3	17.9	24.4	24.1
UNSURE	31.5	27.2	31.3	22.2	33.1	27.3	19.9	30.2	34.4	28.2	41.4	27.7	29.8	25.2	49.2	26.1	46.6	25.7	33.6	14.0	32.5
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	29.4	47.3	56.3	36.5	22.9	39.7	30.8	43.1	22.4	37.8	5.5	31.2	21.6	42.5	21.1	29.8	28.4	25.8	30.7	37.1	19.2



Table 13 Page 75
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 5

TOTAL	RACIAL BACKGROUND					RACIAL BACKGROUND:		RACIAL BACKGROUND:		GENDER	EVER TRIED ALCOHOL			EVER TURNED TO ALCOHOL AS A COPING MECHANISM			EVER BEEN CAUGHT BY PARENT/SIBLING DRINKING UNDERAGE				
	WHITE	NON-WHITE	African American	Hispanic/Latino	Other	MALE	FEMALE	MALE	FEMALE		YES	NO	DON'T KNOW	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW		
Total	306	176	130	67	44	93	22	83	45	152	151	4	105	161	16	26	245	10	24	248	9
YES	49.0	49.0	48.9	43.6	51.8	54.7	38.8	42.5	46.6	52.1	45.4	67.9	53.1	44.7	43.1	84.8	45.0	20.9	78.7	45.1	38.4
NO	19.5	14.3	26.6	27.6	26.1	10.7	40.7	18.3	21.7	17.6	21.7	9.4	20.3	20.3	17.7	6.3	21.4	26.2	16.2	21.1	3.9
UNSURE	31.5	36.7	24.5	28.9	22.1	34.6	20.5	39.2	31.6	30.3	33.0	22.7	26.6	35.0	39.2	8.9	33.6	52.9	5.0	33.7	57.7
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	29.4	34.7	22.3	16.0	25.7	44.0	-1.9	24.2	24.9	34.4	23.7	58.4	32.7	24.4	25.4	78.5	23.7	-5.3	62.5	24.0	34.5



Table 14 Page 76
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

14. DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A...?

BANNER 1

	TOTAL	AREA							WHAT GRADE ARE YOU IN							HOW OLD ARE YOU					
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	6TH- 8TH GRADE	6th Grade	7th Grade	8th Grade	9TH- 12TH GRADE	9th Grade	10th Grade	11th Grade	12th Grade	11-14	15/ OLDER	15/16 Years Old	17/ Older
Total	306	99	88	53	66	13	32	21	138	47	46	45	168	40	42	43	43	151	155	85	70
PROBLEM	84.3	83.1	85.8	76.7	90.2	85.6	93.4	87.8	80.4	78.5	80.3	82.4	87.5	87.5	91.3	88.7	82.8	82.0	86.5	88.4	84.1
Serious	50.2	52.8	41.9	56.6	52.0	60.2	50.8	48.9	47.7	44.2	48.2	50.7	52.2	58.2	46.4	59.4	45.0	48.8	51.5	52.5	50.2
Minor	34.1	30.3	43.9	20.1	38.1	25.4	42.7	38.9	32.7	34.2	32.1	31.7	35.3	29.4	44.8	29.2	37.7	33.2	35.0	36.0	33.9
NOT A PROBLEM AT ALL	15.3	16.9	12.8	23.3	9.8	14.4	6.6	12.2	19.6	21.5	19.7	17.6	11.8	12.5	8.7	8.5	17.2	18.0	12.7	10.1	15.9
DON'T KNOW	0.4	-	1.4	-	-	-	-	-	-	-	-	-	0.7	-	-	2.9	-	-	0.8	1.4	-
Net Diff.	69.0	66.3	73.0	53.4	80.3	71.2	86.9	75.6	60.8	57.0	60.7	64.7	75.7	75.1	82.6	80.2	65.5	64.1	73.8	78.3	68.2



Table 14 Page 77
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

14. DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A...?

BANNER 2

	TOTAL		KNOW PEOPLE YOUR AGE TALK ABOUT ALCOHOL		PEOPLE YOUR AGE THINK DRINKING IS..		KNOW PEOPLE YOUR AGE WHO TRIED ALCOHOL		AGE MOST OF THEM FIRST TRY DRINKING		HOW OFTEN DO THEY DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR FRIENDS TO START DRINKING		
	YES	NO	OKAY TO DRINK	NOT OKAY	YES	NO	14/ YOUNG- ER	15/ OLDER	REGUL- ARLY	Daily	Weekly	Month- ly	Rare/ Spec. Occasn	14 YEARS/ YOUNGR	15-17 YEARS OLD	18 YEARS/ OLDER	
Total	306	185	121	97	208	206	96	133	73	75	8	38	29	129	15	31	260
PROBLEM	84.3	90.5	74.8	88.9	82.7	90.2	70.9	92.9	85.3	90.9	100.0	89.8	90.0	89.7	65.0	70.9	87.0
Serious	50.2	50.9	49.0	47.1	51.9	52.1	44.7	55.3	46.2	48.1	69.9	46.2	44.7	54.0	7.2	21.6	56.1
Minor	34.1	39.6	25.8	41.8	30.8	38.1	26.2	37.6	39.1	42.9	30.1	43.6	45.4	35.7	57.7	49.4	31.0
NOT A PROBLEM AT ALL	15.3	8.9	25.2	11.1	16.7	9.2	29.1	7.1	13.0	7.4	-	7.1	10.0	10.3	35.0	29.1	12.5
DON'T KNOW	0.4	0.7	-	-	0.6	0.6	-	-	1.7	1.6	-	3.2	-	-	-	-	0.5
Net Diff.	69.0	81.6	49.7	77.8	65.9	81.0	41.8	85.8	72.3	83.5	100.0	82.7	80.1	79.4	29.9	41.8	74.5



Table 14 Page 78
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

14. DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A...?

BANNER 3

	TOTAL	HOW OFTEN WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL					HAVE PARENTS TALKED TO YOU ABOUT THE FOLLOWING					PEOPLE YOUR AGE EMBARRASSED/AFRAID TO TALK WITH PARENTS			DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A...			THOUGHTS OF ALCOHOL CHNGE SINCE COVID			
		OFTEN/SOME-TIMES	Often	Some-times	RARELY/NEVER	Rarely	Never	YES	Alco-hol Abuse	Alco-hol Misuse	Under-age Drnkng	NO/NONE ABOVE	YES	NO	UNSURE	PRO-BLEM	Seri-ous	Minor	NOT A PRO-BLEM	YES	NO
Total	306	159	42	116	147	84	62	172	92	97	130	134	150	60	97	258	153	104	47	53	251
PROBLEM	84.3	88.0	91.3	86.8	80.2	84.1	75.0	88.1	94.3	86.2	88.6	79.4	88.4	73.9	84.3	100.0	100.0	100.0	-	79.7	85.5
Serious	50.2	48.0	57.4	44.5	52.7	51.0	55.1	50.5	56.9	53.9	56.0	49.7	52.5	43.5	50.8	59.5	100.0	-	-	49.5	50.3
Minor	34.1	40.1	33.9	42.3	27.5	33.1	19.8	37.6	37.4	32.3	32.6	29.7	36.0	30.4	33.5	40.5	-	100.0	-	30.2	35.2
NOT A PROBLEM AT ALL	15.3	11.2	8.7	12.1	19.8	15.9	25.0	11.2	5.7	13.8	10.5	20.6	10.8	26.1	15.7	-	-	-	100.0	18.0	14.5
DON'T KNOW	0.4	0.8	-	1.0	-	-	-	0.7	-	-	0.9	-	0.8	-	-	-	-	-	-	2.3	-
Net Diff.	69.0	76.8	82.5	74.7	60.4	68.2	49.9	76.9	88.6	72.4	78.1	58.8	77.7	47.8	68.6	100.0	100.0	100.0	-100.0	61.7	71.0



Table 14 Page 79
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

14. DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A...?

BANNER 4

	KNOW SOMEONE YOUR AGE WHO BEGAN DRINKING AS A RESULT OF THE COVID-19 PANDEMIC				HOW OFTEN DO YOU SEE ALCOHOL PRESENT IN THE SOCIAL MEDIA POSTS OF YOUR FRIENDS OR OTHERS AROUND YOUR AGE						FAMILIAR WITH THE RISKS OR CONSEQUENCES ASSOCIATED WITH UNDERAGE DRINKING				KNOW WHERE TO LEARN RISK OF UNDERAGE DRNK		EVER HEARD OF TALK IT OUT NC		EVER VISITED TALK IT OUT NC WEBSITES		
	YES	Began Drink- ing	More Alcohol	NO, NEITHR	OFTEN/ SOME- TIMES	Often	Some- times	RARELY/ NEVER	Rarely	Never	FAMI- LIAR	Very	Some- what	NOT FAMI- LIAR	YES	NO	YES	NO/ DON'T KNOW	YES	NO/ DON'T KNOW	
Total	306	82	45	37	224	125	35	90	181	95	86	253	136	117	53	225	81	79	227	29	50
PROBLEM	84.3	89.6	87.3	92.3	82.4	86.7	95.8	83.2	82.6	90.4	74.0	86.6	91.5	80.8	73.2	86.9	77.2	82.7	84.8	82.3	82.9
Serious	50.2	53.8	48.1	60.6	48.8	54.9	64.9	50.9	46.9	48.7	45.0	53.0	64.3	39.8	35.9	52.6	43.4	49.6	50.3	43.6	53.1
Minor	34.1	35.7	39.2	31.6	33.5	31.9	30.9	32.2	35.7	41.8	29.0	33.5	27.2	40.9	37.4	34.3	33.7	33.1	34.5	38.8	29.8
NOT A PROBLEM AT ALL	15.3	10.4	12.7	7.7	17.1	12.3	4.2	15.5	17.4	9.6	26.0	13.0	8.5	18.2	26.8	12.6	22.8	15.7	15.2	17.7	14.6
DON'T KNOW	0.4	-	-	-	0.5	1.0	-	1.4	-	-	-	0.5	-	1.0	-	0.5	-	1.5	-	-	2.4
Net Diff.	69.0	79.1	74.6	84.5	65.3	74.4	91.6	67.7	65.2	80.9	48.0	73.6	83.0	62.6	46.4	74.3	54.3	67.0	69.7	64.7	68.3



Table 14 Page 80
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

14. DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A...?

BANNER 5

	TOTAL	RACIAL BACKGROUND				RACIAL BACKGROUND:		RACIAL BACKGROUND:		GENDER	EVER TRIED ALCOHOL			EVER TURNED TO ALCOHOL AS A COPING MECHANISM			EVER BEEN CAUGHT BY PARENT/SIBLING DRINKING UNDERAGE					
		WHITE	NON-WHITE	African American	Hispanic/Latino	WHITE	AFRICAN AMERICAN	WHITE	AFRICAN AMERICAN		MALE	FEMALE	OTHER	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW
Total	306	176	130	67	44	93	22	83	45	152	151	4	105	161	16	26	245	10	24	248	9	
PROBLEM	84.3	83.4	85.5	81.3	88.9	74.0	83.1	94.0	80.0	79.4	89.0	90.6	84.5	87.7	47.3	94.3	85.7	26.7	93.7	85.4	25.6	
Serious	50.2	44.9	57.3	56.6	59.2	34.3	47.6	56.9	60.2	42.3	58.7	22.7	41.3	59.3	17.1	60.6	51.3	-	44.3	51.9	18.9	
Minor	34.1	38.5	28.2	24.7	29.7	39.7	35.5	37.2	19.8	37.1	30.3	67.9	43.2	28.4	30.2	33.7	34.3	26.7	49.4	33.5	6.7	
NOT A PROBLEM AT ALL	15.3	16.6	13.6	18.7	8.4	26.0	16.9	6.0	20.0	20.6	10.2	9.4	15.5	11.6	52.7	5.7	13.8	73.3	6.3	14.1	74.4	
DON'T KNOW	0.4	-	0.9	-	2.7	-	-	-	-	-	0.8	-	-	0.8	-	-	0.5	-	-	0.5	-	
Net Diff.	69.0	66.8	71.9	62.5	80.5	48.0	66.2	88.1	60.1	58.9	78.9	81.1	69.1	76.1	-5.3	88.7	71.9	-46.6	87.4	71.4	-48.7	



Table 15 Page 81
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 1

	TOTAL	AREA										WHAT GRADE ARE YOU IN						HOW OLD ARE YOU			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	6TH- 8TH GRADE	6th Grade	7th Grade	8th Grade	9TH- 12TH GRADE	9th Grade	10th Grade	11th Grade	12th Grade	11-14	15/ OLDER	15/16 Years Old	17/ Older
Total	306	99	88	53	66	13	32	21	138	47	46	45	168	40	42	43	43	151	155	85	70
HELP	92.5	90.6	91.3	97.0	93.4	92.7	93.2	94.1	95.7	100.0	89.5	97.5	89.9	83.8	90.3	97.2	88.0	95.3	89.8	90.4	89.1
It Would Help	40.5	37.1	45.5	43.6	36.5	44.8	36.4	31.3	33.9	33.4	38.5	29.7	45.9	56.9	34.9	49.7	42.6	36.0	44.9	43.9	46.1
Maybe it Would Help	52.0	53.5	45.8	53.5	56.9	48.0	56.8	62.8	61.8	66.6	51.0	67.8	44.0	26.8	55.4	47.5	45.5	59.3	44.9	46.5	43.0
IT WOULD NOT HELP	7.1	8.1	8.7	3.0	6.6	7.3	6.8	5.9	3.4	-	7.6	2.5	10.1	16.2	9.7	2.8	12.0	3.8	10.2	9.6	10.9
DON'T KNOW	0.4	1.4	-	-	-	-	-	-	1.0	-	2.9	-	-	-	-	-	-	0.9	-	-	-
Net Diff.	85.4	82.5	82.5	94.1	86.8	85.5	86.4	88.2	92.3	100.0	81.9	95.1	79.8	67.6	80.7	94.3	76.1	91.4	79.6	80.8	78.2



NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 2

	TOTAL		KNOW PEOPLE YOUR AGE TALK ABOUT ALCOHOL		PEOPLE YOUR AGE THINK DRINKING IS..		KNOW PEOPLE YOUR AGE WHO TRIED ALCOHOL		AGE MOST OF THEM FIRST TRY DRINKING		HOW OFTEN DO THEY DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR FRIENDS TO START DRINKING		
	YES	NO	OKAY TO DRINK	NOT OKAY	YES	NO	14/ YOUNG-ER	15/ OLDER	REGUL-ARLY	Daily	Weekly	Month-ly	Rare/ Spec. Occasn	14 YEARS/ YOUNGR	15-17 YEARS/ OLD	18 YEARS/ OLDER	
Total	306	185	121	97	208	206	96	133	73	75	8	38	29	129	15	31	260
HELP	92.5	92.4	92.7	92.0	93.3	93.0	91.2	95.1	89.2	89.3	100.0	88.4	87.7	95.0	76.5	83.2	94.5
It Would Help	40.5	41.7	38.6	38.7	41.6	41.9	37.7	42.9	40.0	43.5	54.7	37.9	48.0	41.3	44.6	41.0	40.2
Maybe it Would Help	52.0	50.6	54.1	53.4	51.7	51.1	53.5	52.1	49.2	45.8	45.3	50.5	39.7	53.7	31.9	42.2	54.3
IT WOULD NOT HELP	7.1	7.6	6.2	8.0	6.7	7.0	7.4	4.9	10.8	10.7	-	11.6	12.3	5.0	14.5	16.8	5.5
DON'T KNOW	0.4	-	1.1	-	-	-	1.4	-	-	-	-	-	-	-	9.0	-	-
Net Diff.	85.4	84.8	86.5	84.1	86.6	85.9	83.7	90.1	78.3	78.6	100.0	76.8	75.3	90.0	62.0	66.4	89.1



Table 15 Page 83
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 3

TOTAL	HOW OFTEN WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL						HAVE PARENTS TALKED TO YOU ABOUT THE FOLLOWING						PEOPLE YOUR AGE EMBARRASSED/AFRAID TO TALK WITH PARENTS			DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A...			THOUGHTS OF ALCOHOL CHNGE SINCE COVID		
	OFTEN/SOME-TIMES	Often	Some-times	RARELY/NEVER	Rarely	Never	YES	Alco-hol Abuse	Alco-hol Misuse	Under-age Drnkng	NO/NONE ABOVE	YES	NO	UNSURE	PRO-BLEM	Seri-ous	Minor	NOT A PRO-BLEM	YES	NO	
Total	306	159	42	116	147	84	62	172	92	97	130	134	150	60	97	258	153	104	47	53	251
HELP	92.5	95.9	100.0	94.4	88.8	94.0	81.8	97.5	97.0	96.1	97.8	86.0	95.9	91.5	87.9	95.4	97.3	92.7	76.2	92.2	92.5
It Would Help	40.5	43.9	57.3	38.9	37.0	36.1	38.3	44.8	42.5	44.5	45.5	34.9	45.9	45.6	28.9	42.2	46.5	35.8	29.7	57.8	37.2
Maybe it Would Help	52.0	52.0	42.7	55.4	51.8	57.9	43.5	52.7	54.5	51.6	52.4	51.1	50.0	45.9	59.0	53.3	50.8	56.9	46.4	34.4	55.3
IT WOULD NOT HELP	7.1	3.3	-	4.5	11.2	6.0	18.2	2.5	3.0	3.9	2.2	13.0	4.1	8.5	10.7	4.6	2.7	7.3	21.0	7.8	7.0
DON'T KNOW	0.4	0.8	-	1.2	-	-	-	-	-	-	-	1.0	-	-	1.4	-	-	-	2.9	-	0.5
Net Diff.	85.4	92.6	100.0	89.9	77.7	88.0	63.6	95.0	94.0	92.2	95.7	73.1	91.8	83.0	77.1	90.9	94.6	85.4	55.2	84.5	85.5



Table 15 Page 84
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 4

	KNOW SOMEONE YOUR AGE WHO BEGAN DRINKING AS A RESULT OF THE COVID-19 PANDEMIC			HOW OFTEN DO YOU SEE ALCOHOL PRESENT IN THE SOCIAL MEDIA POSTS OF YOUR FRIENDS OR OTHERS AROUND YOUR AGE					FAMILIAR WITH THE RISKS OR CONSEQUENCES ASSOCIATED WITH UNDERAGE DRINKING				KNOW WHERE TO LEARN RISK OF UNDERAGE DRNK		EVER HEARD OF TALK IT OUT NC		EVER VISITED TALK IT OUT NC WEBSITES				
	YES	Began Drink- ing	Drink- More Alcohol	NO, NEITHR	OFTEN/ SOME- TIMES	Often	Some- times	RARELY/ NEVER	Rarely	Never	FAMI- LIAR	Very	Some- what	NOT FAMI- LIAR	YES	NO	YES	NO/ DON'T KNOW	YES	NO/ DON'T KNOW	
Total	306	82	45	37	224	125	35	90	181	95	86	253	136	117	53	225	81	79	227	29	50
HELP	92.5	93.6	92.9	94.5	92.1	94.8	91.4	96.2	90.9	96.7	84.6	96.9	97.6	96.1	71.3	96.2	82.3	97.9	90.6	98.3	97.7
It Would Help	40.5	56.0	58.3	53.2	34.8	46.6	55.3	43.2	36.3	43.0	28.9	43.1	50.8	34.1	27.4	46.3	24.4	52.1	36.5	65.4	44.4
Maybe it Would Help	52.0	37.7	34.7	41.3	57.3	48.2	36.0	53.0	54.6	53.7	55.6	53.8	46.8	62.0	43.9	49.8	57.9	45.8	54.1	32.8	53.3
IT WOULD NOT HELP	7.1	6.4	7.1	5.5	7.3	5.2	8.6	3.8	8.3	3.3	13.9	3.1	2.4	3.9	26.2	3.8	16.0	2.1	8.8	1.7	2.3
DON'T KNOW	0.4	-	-	-	0.6	-	-	-	0.7	-	1.6	-	-	-	2.6	-	1.7	-	0.6	-	-
Net Diff.	85.4	87.3	85.9	88.9	84.8	89.6	82.7	92.3	82.6	93.3	70.7	93.8	95.2	92.1	45.1	92.4	66.3	95.8	81.9	96.6	95.4



Table 15 Page 85
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 5

	TOTAL	RACIAL BACKGROUND				RACIAL BACKGROUND:		RACIAL BACKGROUND:		GENDER			EVER TRIED ALCOHOL			EVER TURNED TO ALCOHOL AS A COPING MECHANISM			EVER BEEN CAUGHT BY PARENT/SIBLING DRINKING UNDERAGE		
		WHITE	NON-WHITE	African American	Hispanic/Latino	WHITE	AFRICAN AMERICAN	WHITE	AFRICAN AMERICAN	MALE	FEMALE	OTHER	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW
Total	306	176	130	67	44	93	22	83	45	152	151	4	105	161	16	26	245	10	24	248	9
HELP	92.5	94.0	90.4	86.8	92.7	93.0	94.7	95.2	82.8	93.7	91.4	90.6	87.1	98.5	73.4	92.9	95.0	43.9	89.4	94.7	50.8
It Would Help	40.5	36.0	46.5	44.7	46.6	33.4	44.1	39.1	44.0	37.2	42.6	90.6	47.6	37.5	49.9	64.0	40.6	20.9	55.7	40.6	45.1
Maybe it Would Help	52.0	58.0	43.9	42.2	46.1	59.6	50.6	56.1	38.8	56.5	48.8	-	39.5	61.0	23.5	28.9	54.4	23.0	33.6	54.1	5.7
IT WOULD NOT HELP	7.1	6.0	8.5	11.2	7.3	7.0	5.3	4.8	14.2	6.3	7.7	9.4	12.9	1.5	26.6	7.1	5.0	56.1	10.6	5.3	49.2
DON'T KNOW	0.4	-	1.0	2.0	-	-	-	-	3.0	-	0.9	-	-	-	-	-	-	-	-	-	-
Net Diff.	85.4	88.0	81.9	75.7	85.5	86.0	89.5	90.3	68.5	87.4	83.6	81.1	74.3	97.1	46.9	85.7	90.0	-12.2	78.7	89.4	1.6



Table 16 Page 86
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 1

	TOTAL	AREA								WHAT GRADE ARE YOU IN							HOW OLD ARE YOU				
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	6TH- 8TH GRADE	6th Grade	7th Grade	8th Grade	9TH- 12TH GRADE	9th Grade	10th Grade	11th Grade	12th Grade	11-14	15/ OLDER	15/16 Years Old	17/ Older
Total	306	99	88	53	66	13	32	21	138	47	46	45	168	40	42	43	43	151	155	85	70
HELP	79.9	77.7	79.9	83.8	80.0	92.7	76.3	77.9	84.8	93.7	81.2	79.2	75.9	70.1	70.3	84.3	78.3	84.4	75.5	72.4	79.3
It Would Help	30.4	26.4	31.6	43.2	24.5	39.5	17.9	25.4	27.8	23.2	29.3	30.9	32.6	37.4	23.7	36.4	33.0	30.3	30.5	30.2	30.9
Maybe it Would Help	49.5	51.3	48.3	40.6	55.6	53.3	58.4	52.6	57.0	70.5	51.9	48.4	43.3	32.7	46.6	47.9	45.4	54.1	45.0	42.2	48.4
IT WOULD NOT HELP	19.7	20.9	20.1	16.2	20.0	7.3	23.7	22.1	14.2	6.3	15.9	20.8	24.1	29.9	29.7	15.7	21.7	14.7	24.5	27.6	20.7
DON'T KNOW	0.4	1.4	-	-	-	-	-	-	1.0	-	2.9	-	-	-	-	-	-	0.9	-	-	-
Net Diff.	60.2	56.8	59.8	67.6	60.1	85.5	52.6	55.9	70.5	87.4	65.4	58.5	51.8	40.2	40.6	68.6	56.7	69.8	51.0	44.8	58.5



Table 16 Page 87
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 2

	TOTAL		KNOW PEOPLE YOUR AGE TALK ABOUT ALCOHOL		PEOPLE YOUR AGE THINK DRINKING IS..		KNOW PEOPLE YOUR AGE WHO TRIED ALCOHOL		AGE MOST OF THEM FIRST TRY DRINKING		HOW OFTEN DO THEY DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR FRIENDS TO START DRINKING		
	YES	NO	OKAY TO DRINK	NOT OKAY	YES	NO	14/YOUNG-ER	15/OLDER	REGUL-ARLY	Daily	Weekly	Month-ly	Rare/Spec. Occasn	14 YOUNGR	15-17 YEARS OLD	18 YEARS OLDER	
Total	306	185	121	97	208	206	96	133	73	75	8	38	29	129	15	31	260
HELP	79.9	81.7	77.1	80.4	80.2	79.8	81.1	85.3	69.9	83.2	83.5	80.8	86.3	77.7	73.1	94.2	78.6
It Would Help	30.4	33.3	26.0	31.4	30.1	33.7	24.7	36.6	28.6	41.3	63.0	38.9	38.6	29.7	38.1	41.6	28.6
Maybe it Would Help	49.5	48.4	51.1	49.0	50.0	46.1	56.4	48.7	41.3	41.9	20.5	42.0	47.7	48.0	35.0	52.6	49.9
IT WOULD NOT HELP	19.7	18.3	21.8	19.6	19.8	20.2	17.5	14.7	30.1	16.8	16.5	19.2	13.7	22.3	17.9	5.8	21.4
DON'T KNOW	0.4	-	1.1	-	-	-	1.4	-	-	-	-	-	-	-	9.0	-	-
Net Diff.	60.2	63.5	55.2	60.9	60.3	59.7	63.5	70.6	39.8	66.5	66.9	61.7	72.7	55.4	55.1	88.3	57.2



NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 3

	TOTAL	HOW OFTEN WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL						HAVE PARENTS TALKED TO YOU ABOUT THE FOLLOWING					PEOPLE YOUR AGE EMBARRASSED/AFRAID TO TALK WITH PARENTS			DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A...				THOUGHTS OF ALCOHOL CHNGE SINCE COVID	
		OFTEN/SOME-TIMES	Often	Some-times	RARELY/NEVER	Rarely	Never	YES	Alco-hol Abuse	Alco-hol Misuse	Under-age Drnkng	NO/NONE ABOVE	YES	NO	UNSURE	PRO-BLEM	Seri-ous	Minor	NOT A PRO-BLEM	YES	NO
Total	306	159	42	116	147	84	62	172	92	97	130	134	150	60	97	258	153	104	47	53	251
HELP	79.9	86.7	89.6	85.7	72.4	80.3	61.7	88.8	86.3	87.2	88.8	68.4	83.9	74.1	77.3	81.0	79.2	83.6	73.4	78.8	80.0
It Would Help	30.4	35.2	33.8	35.6	25.4	35.9	11.2	39.2	39.5	35.3	37.2	19.1	37.5	30.6	19.3	32.5	35.5	27.9	17.4	49.7	26.6
Maybe it Would Help	49.5	51.6	55.7	50.1	47.0	44.4	50.4	49.6	46.8	51.9	51.6	49.3	46.4	43.5	58.0	48.5	43.7	55.6	56.0	29.1	53.4
IT WOULD NOT HELP	19.7	12.4	10.4	13.1	27.6	19.7	38.3	11.2	13.7	12.8	11.2	30.6	16.1	25.9	21.3	19.0	20.8	16.4	23.8	21.2	19.5
DON'T KNOW	0.4	0.8	-	1.2	-	-	-	-	-	-	-	1.0	-	-	1.4	-	-	-	2.9	-	0.5
Net Diff.	60.2	74.3	79.2	72.6	44.8	60.7	23.4	77.6	72.5	74.4	77.5	37.9	67.8	48.1	55.9	62.0	58.5	67.1	49.6	57.5	60.5



Table 16 Page 89
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 4

	KNOW SOMEONE YOUR AGE WHO BEGAN DRINKING AS A RESULT OF THE COVID-19 PANDEMIC			HOW OFTEN DO YOU SEE ALCOHOL PRESENT IN THE SOCIAL MEDIA POSTS OF YOUR FRIENDS OR OTHERS AROUND YOUR AGE					FAMILIAR WITH THE RISKS OR CONSEQUENCES ASSOCIATED WITH UNDERAGE DRINKING				KNOW WHERE TO LEARN RISK OF UNDERAGE DRNK		EVER HEARD OF TALK IT OUT NC		EVER VISITED TALK IT OUT NC WEBSITES				
	YES	Began Drink- Drink- ing	More Alcohol	NO, NEITHR	OFTEN/ SOME- TIMES	Often	Some- times	RARELY/ NEVER	Rarely	Never	FAMI- LIAR	Very	Some- what	NOT FAMI- LIAR	YES	NO	YES	NO/ DON'T KNOW	YES	NO/ DON'T KNOW	
Total	306	82	45	37	224	125	35	90	181	95	86	253	136	117	53	225	81	79	227	29	50
HELP	79.9	82.7	91.0	72.8	78.9	84.4	81.5	85.5	76.8	87.1	65.4	82.9	84.9	80.6	65.2	83.2	70.8	82.0	79.2	90.2	77.2
It Would Help	30.4	47.4	56.9	36.0	24.2	40.3	54.1	34.9	23.6	33.9	12.3	32.7	38.1	26.4	19.7	36.0	14.9	42.4	26.3	60.5	31.9
Maybe it Would Help	49.5	35.3	34.1	36.8	54.7	44.1	27.4	50.6	53.2	53.2	53.1	50.2	46.8	54.2	45.5	47.2	55.9	39.6	52.9	29.7	45.3
IT WOULD NOT HELP	19.7	17.3	9.0	27.2	20.5	15.6	18.5	14.5	22.4	12.9	33.0	17.1	15.1	19.4	32.2	16.8	27.6	18.0	20.2	9.8	22.8
DON'T KNOW	0.4	-	-	-	0.6	-	-	-	0.7	-	1.6	-	-	-	2.6	-	1.7	-	0.6	-	-
Net Diff.	60.2	65.4	82.0	45.5	58.3	68.7	62.9	71.0	54.4	74.3	32.4	65.8	69.8	61.2	33.0	66.4	43.2	63.9	59.0	80.5	54.3



Table 16 Page 90
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 5

	TOTAL	RACIAL BACKGROUND				RACIAL BACKGROUND:		RACIAL BACKGROUND:		GENDER			EVER TRIED ALCOHOL			EVER TURNED TO ALCOHOL AS A COPING MECHANISM			EVER BEEN CAUGHT BY PARENT/SIBLING DRINKING UNDERAGE		
		WHITE	NON-WHITE	African American	Hispanic/Latino	WHITE	AFRICAN AMERICAN	WHITE	AFRICAN AMERICAN	MALE	FEMALE	OTHER	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW
Total	306	176	130	67	44	93	22	83	45	152	151	4	105	161	16	26	245	10	24	248	9
HELP	79.9	83.6	74.9	72.7	78.4	81.8	74.1	85.7	71.6	76.3	83.0	100.0	75.3	84.3	79.2	72.3	81.1	90.2	83.3	80.4	82.5
It Would Help	30.4	30.6	30.2	25.9	34.7	31.3	22.4	29.8	26.3	30.4	29.0	90.6	33.2	27.7	49.9	34.6	31.0	20.9	31.6	30.9	31.9
Maybe it Would Help	49.5	53.0	44.7	46.8	43.7	50.5	51.7	55.9	45.3	45.9	54.0	9.4	42.1	56.6	29.3	37.7	50.1	69.3	51.7	49.5	50.6
IT WOULD NOT HELP	19.7	16.4	24.1	25.3	21.6	18.2	25.9	14.3	25.4	23.7	16.1	-	24.7	15.7	20.8	27.7	18.9	9.8	16.7	19.6	17.5
DON'T KNOW	0.4	-	1.0	2.0	-	-	-	-	3.0	-	0.9	-	-	-	-	-	-	-	-	-	-
Net Diff.	60.2	67.2	50.8	47.5	56.7	63.6	48.2	71.3	46.2	52.6	67.0	100.0	50.6	68.6	58.4	44.5	62.3	80.3	66.5	60.7	65.0



Table 17 Page 91
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

17. WHEN PEOPLE YOUR AGE DRINK ALCOHOL, WHICH DO YOU THINK IS LIKELY TO HAPPEN?

BANNER 1

	TOTAL	AREA							WHAT GRADE ARE YOU IN							HOW OLD ARE YOU					
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	6TH- 8TH GRADE	6th Grade	7th Grade	8th Grade	9TH- 12TH GRADE	9th Grade	10th Grade	11th Grade	12th Grade	11-14	15/ OLDER	15/16 Years Old	17/ Older
Total	306	99	88	53	66	13	32	21	138	47	46	45	168	40	42	43	43	151	155	85	70
MAKE BAD/RISKY CHOICES	77.5	85.4	75.1	76.7	69.5	69.5	67.7	72.3	77.8	68.3	74.3	91.2	77.3	65.4	71.9	92.1	78.9	78.7	76.3	73.0	80.3
GET SICK	65.9	66.8	58.9	71.4	69.3	70.5	64.5	76.3	76.9	85.7	75.6	69.2	56.8	56.9	43.3	69.8	56.8	77.0	55.0	49.6	61.7
GET HURT	53.7	57.2	54.8	43.8	54.9	50.4	46.0	72.0	56.8	64.0	46.6	59.7	51.1	40.1	41.5	72.9	49.3	57.9	49.7	43.8	56.8
PASS OUT	47.7	53.5	47.9	43.2	42.4	27.5	47.1	44.4	42.7	50.0	35.9	42.2	51.8	36.7	54.8	70.2	45.0	42.5	52.8	53.2	52.3
BE MEAN OR A BULLY	33.4	31.3	32.2	36.8	35.6	34.8	24.0	54.4	35.1	45.5	28.4	31.2	32.1	33.5	34.4	33.9	26.7	37.2	29.8	31.2	28.0
OTHER	7.6	5.0	11.1	8.2	6.6	-	5.5	12.4	3.7	2.6	2.9	5.5	10.9	13.0	11.4	8.8	10.6	4.1	11.1	9.0	13.7
DON'T KNOW	0.2	-	0.6	-	-	-	-	-	0.4	1.2	-	-	-	-	-	-	-	0.4	-	-	-



Table 17 Page 92
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

17. WHEN PEOPLE YOUR AGE DRINK ALCOHOL, WHICH DO YOU THINK IS LIKELY TO HAPPEN?

BANNER 2

	TOTAL		KNOW PEOPLE PEOPLE YOUR AGE				KNOW PEOPLE AGE MOST OF THEM FIRST				HOW OFTEN DO THEY DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR FRIENDS TO START DRINKING		
	KNOW PEOPLE	YOUR AGE TALK	AGE THINK	YOUR AGE WHO	THEM FIRST	REGUL-	Daily	Weekly	Month-	Rare/	14	15-17	18				
	ABOUT ALCOHOL	DRINKING IS..	TRIED ALCOHOL	TRY DRINKING	START DRINKING	ARLY			ly	Spec.	YEARS/	YEARS	YEARS/				
	YES	NO	OKAY	NOT OKAY	YES	NO	14/	15/	REGUL-	Daily	Weekly	Month-	Rare/	14	15-17	18	
			TO	OKAY			YOUNG-	OLDER	ARLY			ly	Spec.	YEARS/	YEARS	YEARS/	
			DRINK				ER						Occasn	YOUNGR	OLD	OLDER	
Total	306	185	121	97	208	206	96	133	73	75	8	38	29	129	15	31	260
MAKE BAD/RISKY CHOICES	77.5	81.1	72.0	80.3	76.7	80.8	69.5	83.0	76.7	75.6	51.4	84.5	70.4	83.6	65.1	62.6	80.0
GET SICK	65.9	66.4	65.1	57.1	70.4	65.7	66.7	71.1	55.7	60.9	66.6	61.0	59.2	68.1	45.2	47.8	69.2
GET HURT	53.7	56.1	50.1	46.6	57.4	55.5	49.7	60.4	46.6	55.5	50.0	65.5	43.8	55.0	31.1	32.6	57.5
PASS OUT	47.7	51.0	42.7	50.3	46.8	48.7	45.2	49.4	47.4	51.4	30.2	54.1	53.6	46.6	28.6	36.5	50.2
BE MEAN OR A BULLY	33.4	34.0	32.6	31.5	34.6	32.8	36.4	33.5	31.5	38.1	66.6	42.4	24.7	30.0	30.7	30.3	34.0
OTHER	7.6	6.9	8.7	5.9	7.9	4.8	14.1	3.6	7.0	7.9	15.5	5.9	8.6	3.0	16.6	12.9	6.5
DON'T KNOW	0.2	-	0.5	0.6	-	0.3	-	0.4	-	-	-	-	-	0.4	-	-	0.2



Table 17 Page 93
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

17. WHEN PEOPLE YOUR AGE DRINK ALCOHOL, WHICH DO YOU THINK IS LIKELY TO HAPPEN?

BANNER 3

	TOTAL	HOW OFTEN WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL					HAVE PARENTS TALKED TO YOU ABOUT THE FOLLOWING					PEOPLE YOUR AGE EMBARRASSED/AFRAID TO TALK WITH PARENTS			DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A...					THOUGHTS OF ALCOHOL CHNGE SINCE COVID	
		OFTEN/SOME-TIMES	Often	Some-times	RARELY/NEVER	Rarely	Never	YES	Alco-hol Abuse	Alco-hol Misuse	Under-age Drnkng	NO/NONE ABOVE	YES	NO	UNSURE	PRO-BLEM	Seri-ous	Minor	NOT A PRO-BLEM	YES	NO
Total	306	159	42	116	147	84	62	172	92	97	130	134	150	60	97	258	153	104	47	53	251
MAKE BAD/RISKY CHOICES	77.5	80.0	85.9	77.9	75.1	74.3	76.3	81.6	84.5	82.3	85.0	72.2	79.4	73.4	77.1	82.7	84.4	80.4	48.1	58.1	81.8
GET SICK	65.9	69.1	64.2	70.8	62.7	59.3	67.3	73.6	69.5	75.2	75.1	55.9	68.8	57.8	66.4	67.8	72.6	60.7	54.3	43.8	70.3
GET HURT	53.7	56.9	59.7	55.8	50.4	42.9	60.7	61.3	69.8	62.8	67.2	43.9	53.2	54.6	53.9	56.6	62.6	47.9	36.4	39.4	56.7
PASS OUT	47.7	49.5	60.3	45.6	45.9	37.9	56.8	49.3	61.7	55.2	52.0	45.7	43.5	57.1	48.5	50.6	57.9	39.7	30.7	40.0	49.7
BE MEAN OR A BULLY	33.4	37.4	36.6	37.7	29.3	26.4	33.2	39.2	44.4	42.9	42.7	26.0	35.1	33.9	30.6	33.8	38.7	26.5	29.9	34.1	33.6
OTHER	7.6	5.3	7.3	4.6	9.8	9.6	10.1	5.9	9.8	5.6	5.9	9.9	3.7	19.6	6.4	5.9	5.2	6.9	17.4	11.1	7.0
DON'T KNOW	0.2	-	-	-	0.4	0.7	-	-	-	-	-	0.4	-	-	0.6	0.2	0.4	-	-	-	0.2



Table 17 Page 94
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

17. WHEN PEOPLE YOUR AGE DRINK ALCOHOL, WHICH DO YOU THINK IS LIKELY TO HAPPEN?

BANNER 4

	TOTAL KNOW SOMEONE YOUR AGE WHO				HOW OFTEN DO YOU SEE ALCOHOL PRESENT						FAMILIAR WITH THE RISKS OR				KNOW WHERE TO		EVER HEARD		EVER VISITED		
	BEGAN DRINKING AS A RESULT				IN THE SOCIAL MEDIA POSTS OF YOUR						CONSEQUENCES ASSOCIATED				LEARN RISK OF		OF TALK IT		TALK IT OUT		
	OF THE COVID-19 PANDEMIC				FRIENDS OR OTHERS AROUND YOUR AGE						WITH UNDERAGE DRINKING				UNDERAGE DRNK		OUT NC		NC WEBSITES		
	YES	Began	Drink	NO,	OFTEN/	Often	Some-	RARELY	Rarely	Never	FAMI-	Very	Some-	NOT	YES	NO	YES	NO/	YES	NO/	
	ing	More	NEITHR	SOME-	TIMES		times	/NEVER			LIAR		what	FAMI-				DON'T		DON'T	
		Alcohol		TIMES										LIAR				KNOW		KNOW	
Total	306	82	45	37	224	125	35	90	181	95	86	253	136	117	53	225	81	79	227	29	50
MAKE BAD/RISKY CHOICES	77.5	75.7	78.3	72.4	78.2	77.5	82.3	75.7	77.5	85.0	69.2	81.7	87.6	74.8	58.2	80.9	68.1	75.5	78.2	63.6	82.3
GET SICK	65.9	66.4	59.1	75.1	65.7	65.9	73.7	62.9	65.8	68.3	63.0	68.2	65.4	71.5	55.3	67.3	62.0	63.4	66.7	60.3	65.2
GET HURT	53.7	58.6	52.8	65.5	51.9	56.1	65.0	52.6	52.0	54.7	49.1	55.4	65.1	44.0	46.1	56.4	46.3	49.7	55.1	36.1	57.5
PASS OUT	47.7	45.9	48.5	42.7	48.4	51.8	62.3	47.7	44.9	43.5	46.4	51.0	57.5	43.4	32.5	52.2	35.3	48.6	47.4	48.6	48.6
BE MEAN OR A BULLY	33.4	40.1	40.1	40.0	31.0	40.8	37.7	42.0	28.4	35.8	20.2	34.7	40.0	28.6	27.6	34.9	29.3	37.5	32.1	40.2	35.9
OTHER	7.6	3.7	1.4	6.4	9.1	5.0	3.6	5.6	9.5	9.6	9.3	5.5	7.1	3.5	18.3	6.1	11.9	3.8	9.0	4.1	3.7
DON'T KNOW	0.2	-	-	-	0.3	-	-	-	0.3	-	0.7	-	-	-	-	0.2	-	-	0.2	-	-



Table 17 Page 95
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

17. WHEN PEOPLE YOUR AGE DRINK ALCOHOL, WHICH DO YOU THINK IS LIKELY TO HAPPEN?

BANNER 5

	TOTAL	RACIAL BACKGROUND				RACIAL BACKGROUND:		RACIAL BACKGROUND:		GENDER	EVER TRIED ALCOHOL			EVER TURNED TO ALCOHOL AS A COPING MECHANISM			EVER BEEN CAUGHT BY PARENT/SIBLING DRINKING UNDERAGE					
		WHITE	NON-WHITE	African American	Hispanic/Latino	WHITE	AFRICAN AMERICAN	WHITE	AFRICAN AMERICAN		MALE	FEMALE	OTHER	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW
Total	306	176	130	67	44	93	22	83	45	152	151	4	105	161	16	26	245	10	24	248	9	
MAKE BAD/RISKY CHOICES	77.5	78.3	76.4	78.6	74.0	75.8	77.7	81.2	80.5	73.2	82.1	67.9	74.2	84.8	58.2	55.4	83.8	36.5	60.1	82.7	37.5	
GET SICK	65.9	69.6	60.8	62.4	63.7	67.3	69.7	72.2	58.2	62.6	68.4	100.0	56.3	73.4	44.5	61.9	68.0	14.7	55.5	67.8	23.8	
GET HURT	53.7	55.5	51.2	50.2	51.0	52.2	30.8	59.3	60.5	46.7	60.2	77.3	52.7	57.9	46.8	47.3	57.9	14.7	54.1	56.4	29.5	
PASS OUT	47.7	44.9	51.6	48.5	48.8	40.1	53.3	50.3	47.1	43.4	51.3	77.3	47.3	50.7	42.7	38.8	50.9	29.9	38.5	50.7	29.5	
BE MEAN OR A BULLY	33.4	38.6	26.5	26.1	27.1	33.9	29.2	43.8	25.1	29.1	36.8	77.3	30.0	34.3	44.6	43.3	32.6	24.1	41.6	32.1	42.3	
OTHER	7.6	4.5	12.0	17.1	6.9	5.2	8.2	3.7	21.7	6.3	9.2	-	9.3	6.2	15.5	4.9	6.8	39.3	14.7	6.3	33.5	
DON'T KNOW	0.2	0.3	-	-	-	-	-	0.7	-	-	0.4	-	0.5	-	-	-	0.2	-	-	0.2	-	



Table 18 Page 96
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

18. HAVE YOUR THOUGHTS ABOUT ALCOHOL CHANGED SINCE THE START OF THE COVID-19 PANDEMIC?

BANNER 1

	TOTAL	AREA								WHAT GRADE ARE YOU IN								HOW OLD ARE YOU			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	6TH- 8TH GRADE	6th Grade	7th Grade	8th Grade	9TH- 12TH GRADE	9th Grade	10th Grade	11th Grade	12th Grade	11-14	15/ OLDER	15/16 Years Old	17/ Older
Total	306	99	88	53	66	13	32	21	138	47	46	45	168	40	42	43	43	151	155	85	70
YES	17.3	11.4	25.3	13.2	19.0	17.4	31.6	-	10.0	6.4	14.7	8.8	23.4	18.1	32.4	11.9	30.8	9.3	25.2	24.1	26.4
NO	82.0	88.6	73.6	86.8	79.6	75.1	68.4	100.0	89.3	93.6	85.3	89.0	76.1	81.9	67.6	85.8	69.2	90.1	74.2	75.9	72.2
DON'T KNOW	0.6	-	1.1	-	1.5	7.4	-	-	0.7	-	-	2.1	0.6	-	-	2.3	-	0.6	0.6	-	1.4
Net Diff.	-64.7	-77.2	-48.4	-73.6	-60.6	-57.7	-36.8	-100.0	-79.3	-87.1	-70.5	-80.2	-52.7	-63.8	-35.2	-73.9	-38.4	-80.8	-49.1	-51.7	-45.8



Table 18 Page 97
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

18. HAVE YOUR THOUGHTS ABOUT ALCOHOL CHANGED SINCE THE START OF THE COVID-19 PANDEMIC?

BANNER 2

	TOTAL		KNOW PEOPLE YOUR AGE TALK		PEOPLE YOUR AGE THINK		KNOW PEOPLE YOUR AGE WHO		AGE MOST OF THEM FIRST		HOW OFTEN DO THEY DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR FRIENDS TO START DRINKING		
	YES	NO	OKAY TO DRINK	NOT OKAY	YES	NO	14/ YOUNG- ER	15/ OLDER	REGUL- ARLY	Daily	Weekly	Month- ly	Rare/ Spec. Occasn	14 YOUNGR	15-17 OLD	18 OLDER	
Total	306	185	121	97	208	206	96	133	73	75	8	38	29	129	15	31	260
YES	17.3	21.1	11.6	27.1	12.9	18.0	16.7	15.1	23.3	25.7	41.5	16.4	33.8	13.7	51.2	26.3	14.3
NO	82.0	77.8	88.4	72.0	86.6	81.5	82.3	84.9	75.3	74.3	58.5	83.6	66.2	85.5	48.8	73.7	84.9
DON'T KNOW	0.6	1.0	-	1.0	0.5	0.5	1.0	-	1.3	-	-	-	-	0.7	-	-	0.7
Net Diff.	-64.7	-56.7	-76.8	-44.9	-73.7	-63.5	-65.6	-69.8	-52.0	-48.6	-17.0	-67.1	-32.4	-71.8	2.4	-47.3	-70.6



Table 18 Page 98
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

18. HAVE YOUR THOUGHTS ABOUT ALCOHOL CHANGED SINCE THE START OF THE COVID-19 PANDEMIC?

BANNER 3

	TOTAL	HOW OFTEN WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL					HAVE PARENTS TALKED TO YOU ABOUT THE FOLLOWING					PEOPLE YOUR AGE EMBARRASSED/AFRAID TO TALK WITH PARENTS			DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A...			THOUGHTS OF ALCOHOL CHNGE SINCE COVID			
		OFTEN/SOME-TIMES	Often	Some-times	RARELY/NEVER	Rarely	Never	YES	Alco-hol Abuse	Alco-hol Misuse	Under-age Drnkng	NO/NONE ABOVE	YES	NO	UNSURE	PRO-BLEM	Seri-ous	Minor	NOT A PRO-BLEM	YES	NO
Total	306	159	42	116	147	84	62	172	92	97	130	134	150	60	97	258	153	104	47	53	251
YES	17.3	15.6	12.2	16.8	18.9	21.3	15.7	16.4	16.9	15.9	13.6	18.5	25.0	11.9	8.8	16.4	17.1	15.4	20.4	100.0	-
NO	82.0	84.4	87.8	83.2	79.7	76.4	84.3	83.6	83.1	84.1	86.4	80.0	74.4	88.1	90.2	83.2	82.3	84.6	77.6	-	100.0
DON'T KNOW	0.6	-	-	-	1.3	2.3	-	-	-	-	-	1.4	0.6	-	1.0	0.4	0.6	-	2.0	-	-
Net Diff.	-64.7	-68.9	-75.5	-66.5	-60.8	-55.1	-68.6	-67.2	-66.1	-68.2	-72.9	-61.5	-49.4	-76.2	-81.3	-66.8	-65.2	-69.3	-57.2	100.0	-100.0



Table 18 Page 99
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

18. HAVE YOUR THOUGHTS ABOUT ALCOHOL CHANGED SINCE THE START OF THE COVID-19 PANDEMIC?

BANNER 4

	TOTAL KNOW SOMEONE YOUR AGE WHO				HOW OFTEN DO YOU SEE ALCOHOL PRESENT							FAMILIAR WITH THE RISKS OR				KNOW WHERE TO				EVER HEARD		EVER VISITED	
	BEGAN DRINKING AS A RESULT				IN THE SOCIAL MEDIA POSTS OF YOUR							CONSEQUENCES ASSOCIATED				LEARN RISK OF				OF TALK IT		TALK IT OUT	
	OF THE COVID-19 PANDEMIC				FRIENDS OR OTHERS AROUND YOUR AGE							WITH UNDERAGE DRINKING				UNDERAGE DRNK				OUT NC		NC WEBSITES	
	YES	Began	Drink	NO,	OFTEN/	Often	Some-	RARELY	Rarely	Never	FAMI-	Very	Some-	NOT	YES	NO	YES	NO/	YES	NO/			
	ing	Alcohol	NEITHR	SOME-	TIMES		times	/NEVER			LIAR		what	FAMI-				DON'T		DON'T			
														LIAR				KNOW		KNOW			
Total	306	82	45	37	224	125	35	90	181	95	86	253	136	117	53	225	81	79	227	29	50		
YES	17.3	34.0	42.0	24.4	11.2	23.1	34.2	18.8	13.4	14.9	11.6	18.6	14.0	24.0	11.3	18.3	14.6	29.8	13.0	44.9	21.1		
NO	82.0	64.9	58.0	73.0	88.3	76.1	63.1	81.2	86.1	85.1	87.2	80.6	86.0	74.3	88.7	80.8	85.4	68.9	86.6	55.1	76.9		
DON'T KNOW	0.6	1.2	-	2.6	0.4	0.8	2.7	-	0.5	-	1.1	0.8	-	1.7	-	0.9	-	1.2	0.4	-	2.0		
Net Diff.	-64.7	-30.9	-16.1	-48.6	-77.1	-53.0	-29.0	-62.3	-72.8	-70.2	-75.6	-62.0	-71.9	-50.3	-77.4	-62.5	-70.7	-39.1	-73.5	-10.2	-55.8		



Table 18 Page 100
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

18. HAVE YOUR THOUGHTS ABOUT ALCOHOL CHANGED SINCE THE START OF THE COVID-19 PANDEMIC?

BANNER 5

	TOTAL	RACIAL BACKGROUND					RACIAL BACKGROUND:		RACIAL BACKGROUND:		GENDER	EVER TRIED ALCOHOL			EVER TURNED TO ALCOHOL AS A COPING MECHANISM			EVER BEEN CAUGHT BY PARENT/SIBLING DRINKING UNDERAGE			
		WHITE	NON-WHITE	African American	Hispanic/Latino	Other	MALE	FEMALE	WHITE	AFRICAN AMERICAN		MALE	FEMALE	OTHER	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW	YES
Total	306	176	130	67	44	93	22	83	45	152	151	4	105	161	16	26	245	10	24	248	9
YES	17.3	14.7	21.0	14.0	28.7	20.6	6.9	7.9	17.7	21.9	13.0	9.4	24.7	12.2	28.5	45.7	14.1	35.6	42.1	15.1	29.0
NO	82.0	85.3	77.5	84.6	69.2	79.4	93.1	92.1	80.2	77.5	86.4	90.6	74.4	87.2	71.5	50.6	85.6	64.4	57.9	84.2	71.0
DON'T KNOW	0.6	-	1.5	1.4	2.2	-	-	-	2.2	0.6	0.6	-	0.9	0.6	-	3.7	0.4	-	-	0.8	-
Net Diff.	-64.7	-70.7	-56.6	-70.6	-40.5	-58.8	-86.3	-84.2	-62.5	-55.6	-73.4	-81.1	-49.6	-75.1	-43.0	-4.9	-71.5	-28.8	-15.8	-69.1	-42.0



Table 19 Page 101
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

19. IN WHAT WAYS HAVE YOUR THOUGHTS ABOUT ALCOHOL CHANGED SINCE THE START OF THE COVID-19 PANDEMIC?

BANNER 1

	TOTAL	AREA							WHAT GRADE ARE YOU IN							HOW OLD ARE YOU					
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	6TH- 8TH GRADE	6th Grade	7th Grade	8th Grade	9TH- 12TH GRADE	9th Grade	10th Grade	11th Grade	12th Grade	11-14	15/ OLDER	15/16 Years Old	17/ Older
Total Answering	53	11	22	7	12	2	10	-	14	3	7	4	39	7	13	5	13	14	39	21	18
THEY DRINK MORE/BORED	13.3	17.1	13.1	17.1	8.1	-	9.9	-	35.1	37.9	54.4	-	5.7	-	-	23.7	7.7	34.6	5.7	-	12.1
BAD/MORE AGAINST	11.3	15.9	5.5	10.7	18.0	-	22.0	-	7.5	-	15.2	-	12.7	-	8.9	47.9	10.0	7.4	12.7	11.7	13.8
LESS DRINKING	10.5	17.5	16.1	-	-	-	-	-	-	-	-	-	14.1	18.0	27.1	-	4.4	9.4	10.9	17.7	3.2
POSITIVE	7.7	-	-	41.0	9.8	-	11.9	-	20.8	-	-	71.8	3.1	-	9.1	-	-	20.6	3.1	5.9	-
WANT 2 DRINK/WLD HELP	5.8	4.5	-	-	20.4	-	24.8	-	-	-	-	-	7.8	34.8	-	-	3.8	-	7.8	12.3	2.8
COVID W/ALCOHOL BAD	3.7	12.8	-	-	4.0	-	4.8	-	-	-	-	-	4.9	-	-	28.4	3.7	-	5.0	-	10.5
BETTER WAYS	2.4	-	-	-	10.1	-	12.3	-	-	-	-	-	3.2	17.2	-	-	-	-	3.2	6.1	-
HELP PEOPLE GET BY	2.3	-	5.4	-	-	-	-	-	-	-	-	-	3.1	-	8.9	-	-	-	3.1	-	6.5
EASIER TO GET ALCOHOL	1.9	-	4.6	-	-	-	-	-	-	-	-	-	2.6	-	-	-	7.6	-	2.6	-	5.5
THOUGHT AGE WAS 18	1.8	-	-	-	7.5	41.6	-	-	6.8	-	13.7	-	-	-	-	-	-	6.7	-	-	-
SHLD USE MODERATELY	1.3	-	3.1	-	-	-	-	-	-	-	-	-	1.7	-	5.1	-	-	-	1.8	3.3	-
BORED	1.1	-	2.5	-	-	-	-	-	4.1	19.0	-	-	-	-	-	-	-	4.1	-	-	-
MORE RECEPTIVE	1.0	-	-	-	4.1	-	5.0	-	-	-	-	-	1.3	-	-	-	3.9	-	1.3	-	2.8
WORRIED	1.0	-	2.3	-	-	-	-	-	-	-	-	-	1.3	-	-	-	3.9	-	1.3	-	2.8
EFFECTS	1.0	-	2.3	-	-	-	-	-	-	-	-	-	1.3	-	-	-	3.8	-	1.3	-	2.8
THINK DIFFERENTLY	0.9	-	-	-	4.0	-	4.8	-	-	-	-	-	1.3	-	-	-	3.7	-	1.3	-	2.7



Table 19 Page 102
 May 3-19, 2023
 (Continued)

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
 NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

19. IN WHAT WAYS HAVE YOUR THOUGHTS ABOUT ALCOHOL CHANGED SINCE THE START OF THE COVID-19 PANDEMIC?

BANNER 1

	TOTAL	AREA							WHAT GRADE ARE YOU IN							HOW OLD ARE YOU					
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	6TH- 8TH GRADE	6th Grade	7th Grade	8th Grade	9TH- 12TH GRADE	9th Grade	10th Grade	11th Grade	12th Grade	11-14	15/ OLDER	15/16 Years Old	17/ Older
MANY THINGS/VARIETY	0.9	-	2.2	-	-	-	-	-	-	-	-	-	1.2	-	-	-	3.6	-	1.3	-	2.6
BETTER EATING HABITS	0.9	-	2.2	-	-	-	-	-	-	-	-	-	1.2	-	-	-	3.6	-	1.3	-	2.6
EFFECT ON PEOPLE	0.8	-	-	-	3.6	-	4.4	-	-	-	-	-	1.1	-	-	-	3.4	-	1.1	-	2.4
FIND SAFE WAY	0.8	-	2.0	-	-	-	-	-	-	-	-	-	1.1	-	-	-	3.3	-	1.1	-	2.4
BOOSTER	0.7	-	-	-	3.1	17.3	-	-	-	-	-	-	1.0	-	-	-	2.9	-	1.0	-	2.1
COULD GET SICK	0.7	3.4	-	-	-	-	-	-	-	-	-	-	1.0	-	-	-	2.9	-	1.0	-	2.1
MISC	2.4	11.4	-	-	-	-	-	-	4.7	21.5	-	-	1.6	-	-	-	4.8	4.6	1.7	-	3.5
DK/REFUSED	25.8	17.4	38.7	31.2	7.4	41.1	-	-	21.1	21.5	16.7	28.2	27.5	30.0	40.9	-	23.0	12.7	30.5	42.9	16.7



NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

19. IN WHAT WAYS HAVE YOUR THOUGHTS ABOUT ALCOHOL CHANGED SINCE THE START OF THE COVID-19 PANDEMIC?

BANNER 2

	TOTAL		KNOW PEOPLE PEOPLE YOUR		KNOW PEOPLE AGE MOST OF		HOW OFTEN DO THEY DRINK ALCOHOL					AGE APPROPRIATE FOR					
	YOUR AGE TALK		AGE THINK		YOUR AGE WHO		THEM FIRST							YOUR FRIENDS TO			
	ABOUT ALCOHOL		DRINKING IS..		TRIED ALCOHOL		TRY DRINKING							START DRINKING			
	YES	NO	OKAY	NOT	YES	NO	14/	15/	REGUL-	Daily	Weekly	Month-	Rare/	14	15-17	18	
			TO	OKAY			YOUNG-	OLDER	ARLY			ly	Spec.	YEARS/	YEARS/	YEARS/	
			DRINK				ER						Occasn	YOUNGR	OLD	OLDER	
Total Answering	53	39	14	26	27	37	16	20	17	19	3	6	10	18	8	8	37
THEY DRINK MORE/BORED	13.3	13.2	13.7	11.1	15.5	12.4	15.5	11.8	13.1	8.4	-	7.1	12.0	16.7	-	16.5	15.4
BAD/MORE AGAINST	11.3	9.7	16.0	-	22.4	13.0	7.5	11.8	14.3	15.7	-	19.3	18.5	10.0	-	-	16.1
LESS DRINKING	10.5	14.2	-	11.9	9.1	11.2	8.7	11.8	10.6	9.4	-	19.3	6.0	13.3	17.1	22.1	6.5
POSITIVE	7.7	10.5	-	15.6	-	11.1	-	20.5	-	21.2	-	19.4	29.5	-	53.3	-	-
WANT 2 DRINK/WLD HELP	5.8	1.3	18.1	9.7	1.9	1.4	15.9	-	3.0	-	-	-	-	2.9	-	-	8.2
COVID W/ALCOHOL BAD	3.7	5.0	-	5.5	1.8	5.2	-	-	11.4	2.6	15.3	-	-	8.1	-	-	5.2
BETTER WAYS	2.4	3.2	-	-	4.7	-	7.9	-	-	-	-	-	-	-	-	-	3.4
HELP PEOPLE GET BY	2.3	3.1	-	4.6	-	3.3	-	-	7.1	6.2	37.3	-	-	-	-	-	3.2
EASIER TO GET ALCOHOL	1.9	1.3	3.6	3.9	-	2.7	-	5.1	-	5.3	-	8.1	5.2	-	-	-	2.7
THOUGHT AGE WAS 18	1.8	-	6.7	3.6	-	2.5	-	4.7	-	-	-	-	-	5.3	-	-	2.5
SHLD USE MODERATELY	1.3	1.8	-	-	2.6	1.8	-	-	4.0	-	-	-	-	3.9	-	-	1.8
BORED	1.1	1.5	-	-	2.1	1.5	-	2.8	-	-	-	-	-	3.2	-	-	1.5
MORE RECEPTIVE	1.0	1.3	-	2.0	-	1.4	-	-	3.0	-	-	-	-	2.9	-	6.3	-
WORRIED	1.0	1.3	-	2.0	-	1.4	-	-	3.0	2.7	-	-	5.3	-	-	6.3	-
EFFECTS	1.0	1.3	-	1.9	-	1.4	-	-	3.0	2.6	-	-	5.2	-	-	-	1.4
THINK DIFFERENTLY	0.9	1.3	-	-	1.8	1.3	-	-	2.9	-	-	-	-	2.8	-	-	1.3



NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
 NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

19. IN WHAT WAYS HAVE YOUR THOUGHTS ABOUT ALCOHOL CHANGED SINCE THE START OF THE COVID-19 PANDEMIC?

BANNER 2

	TOTAL		KNOW PEOPLE PEOPLE YOUR		KNOW PEOPLE AGE MOST OF		HOW OFTEN DO THEY DRINK ALCOHOL					AGE APPROPRIATE FOR					
	YOUR AGE TALK		AGE THINK		YOUR AGE WHO		THEM FIRST							YOUR FRIENDS TO			
	ABOUT ALCOHOL		DRINKING IS..		TRIED ALCOHOL		TRY DRINKING							START DRINKING			
	YES	NO	OKAY	NOT	YES	NO	14/	15/	REGUL-	Daily	Weekly	Month-	Rare/	14	15-17	18	
			TO	OKAY			YOUNG-	OLDER	ARLY			ly	Spec.	YEARS/	YEARS	YEARS/	
			DRINK				ER						Occasn	YOUNGR	OLD	OLDER	
MANY THINGS/VARIETY	0.9	1.3	-	1.9	-	1.3	-	2.4	-	2.5	-	7.7	-	-	6.4	-	-
BETTER EATING HABITS	0.9	-	3.5	-	1.8	-	3.1	-	-	-	-	-	-	-	-	-	1.3
EFFECT ON PEOPLE	0.8	-	3.2	-	1.7	-	2.8	-	-	-	-	-	-	-	-	-	1.2
FIND SAFE WAY	0.8	-	3.2	-	1.7	1.2	-	-	2.6	-	-	-	-	2.5	-	-	1.2
BOOSTER	0.7	1.0	-	-	1.5	1.0	-	-	2.3	2.0	12.0	-	-	-	-	-	1.0
COULD GET SICK	0.7	1.0	-	1.5	-	1.0	-	-	2.2	-	-	-	-	2.2	-	-	1.0
MISC	2.4	3.3	-	2.5	2.4	3.5	-	3.2	3.8	3.3	-	-	6.6	3.6	-	-	3.5
DK/REFUSED	25.8	23.6	32.1	22.6	29.0	20.3	38.7	25.8	13.7	18.1	35.3	19.1	11.7	22.7	23.2	48.9	21.3



Table 19 Page 105
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

19. IN WHAT WAYS HAVE YOUR THOUGHTS ABOUT ALCOHOL CHANGED SINCE THE START OF THE COVID-19 PANDEMIC?

BANNER 3

TOTAL	HOW OFTEN WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL						HAVE PARENTS TALKED TO YOU ABOUT THE FOLLOWING				PEOPLE YOUR AGE EMBARRASSED/AFRAID TO TALK WITH PARENTS			DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A...				THOUGHTS OF ALCOHOL CHNGE SINCE COVID			
	SOME-TIMES	OFTEN	SOME-TIMES	RARELY/NEVER	RARELY	NEVER	YES	Alco-hol Abuse	Alco-hol Misuse	Under-age Drnkng	NO/NONE ABOVE	YES	NO	UNSURE	PRO-BLEM	Seri-ous	Minor	NOT A PRO-BLEM	YES	NO	
Total Answering	53	25	5	19	28	18	10	28	16	15	18	25	37	7	9	42	26	16	10	53	-
THEY DRINK MORE/BORED	13.3	4.8	-	6.1	19.1	22.8	12.3	14.6	15.2	7.7	16.8	11.8	14.3	-	20.4	13.6	15.1	11.0	14.1	13.3	-
BAD/MORE AGAINST	11.3	4.9	-	6.2	17.2	15.7	20.1	14.3	3.7	11.7	16.1	7.9	14.5	-	6.9	11.3	18.3	-	-	11.3	-
LESS DRINKING	10.5	12.6	-	16.0	8.8	7.7	10.7	11.0	7.8	11.7	7.5	9.8	4.8	14.8	31.7	10.2	11.5	8.2	12.8	10.5	-
POSITIVE	7.7	4.9	-	6.3	10.3	16.0	-	4.3	7.8	-	-	11.6	10.9	-	-	2.9	-	7.6	30.1	7.7	-
WANT 2 DRINK/WLD HELP	5.8	12.4	9.8	13.1	-	-	-	1.8	-	-	2.9	10.3	6.8	7.2	-	7.2	11.6	-	-	5.8	-
COVID W/ALCOHOL BAD	3.7	2.0	-	2.5	5.2	-	14.7	5.1	-	-	8.2	2.0	1.3	-	16.9	4.6	7.4	-	-	3.7	-
BETTER WAYS	2.4	-	-	-	4.5	7.0	-	-	-	-	-	5.1	-	17.7	-	3.0	-	7.9	-	2.4	-
HELP PEOPLE GET BY	2.3	-	-	-	4.3	6.7	-	-	-	-	-	4.9	-	17.0	-	2.9	-	7.5	-	2.3	-
EASIER TO GET ALCOHOL	1.9	4.1	19.6	-	-	-	-	3.6	6.5	6.6	5.8	-	1.4	-	6.0	2.4	1.9	3.2	-	1.9	-
THOUGHT AGE WAS 18	1.8	-	-	-	3.4	5.2	-	-	-	-	-	3.8	2.5	-	-	2.2	3.6	-	-	1.8	-
SHLD USE MODERATELY	1.3	2.8	13.2	-	-	-	-	2.4	4.4	4.4	3.9	-	1.8	-	-	1.6	2.6	-	-	1.3	-
BORED	1.1	2.3	10.9	-	-	-	-	2.0	3.6	3.7	3.2	-	1.5	-	-	1.3	2.2	-	-	1.1	-
MORE RECEPTIVE	1.0	-	-	-	1.9	-	5.3	-	-	-	-	2.1	-	-	6.1	1.2	-	3.2	-	1.0	-
WORRIED	1.0	2.1	-	2.6	-	-	-	1.8	-	3.3	-	-	1.4	-	-	1.2	2.0	-	-	1.0	-
EFFECTS	1.0	2.1	-	2.6	-	-	-	1.8	3.3	-	2.9	-	1.4	-	-	1.2	1.9	-	-	1.0	-
THINK DIFFERENTLY	0.9	-	-	-	1.8	-	5.0	1.7	3.2	3.2	2.8	-	1.3	-	-	-	-	-	5.2	0.9	-



Table 19 Page 106
 May 3-19, 2023
 (Continued)

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
 NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

19. IN WHAT WAYS HAVE YOUR THOUGHTS ABOUT ALCOHOL CHANGED SINCE THE START OF THE COVID-19 PANDEMIC?

BANNER 3

TOTAL	HOW OFTEN WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL						HAVE PARENTS TALKED TO YOU ABOUT THE FOLLOWING					PEOPLE YOUR AGE EMBARRASSED/AFRAID TO TALK WITH PARENTS			DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A...			THOUGHTS OF ALCOHOL CHNGE SINCE COVID			
	OFTEN/SOME-TIMES	Often	Some-times	RARELY/NEVER	Rarely	Never	YES	Alco-hol Abuse	Alco-hol Misuse	Under-age Drnkng	NO/NONE ABOVE	YES	NO	UNSURE	PRO-BLEM	Seri-ous	Minor	NOT A PRO-BLEM	YES	NO	
MANY THINGS/VARIETY	0.9	2.0	9.4	-	-	-	-	1.7	3.1	3.2	-	-	1.3	-	-	1.2	-	3.0	-	0.9	-
BETTER EATING HABITS	0.9	2.0	-	2.5	-	-	-	-	-	-	-	2.0	1.3	-	-	1.2	1.9	-	-	0.9	-
EFFECT ON PEOPLE	0.8	-	-	-	1.6	-	4.6	-	-	-	-	1.8	1.2	-	-	1.1	-	2.8	-	0.8	-
FIND SAFE WAY	0.8	1.8	-	2.3	-	-	-	1.6	2.8	2.9	2.5	-	1.2	-	-	-	-	-	4.6	0.8	-
BOOSTER	0.7	1.6	-	2.0	-	-	-	1.4	-	-	2.2	-	1.0	-	-	0.9	1.5	-	-	0.7	-
COULD GET SICK	0.7	1.6	7.4	-	-	-	-	1.4	2.4	2.5	2.2	-	-	-	4.5	0.9	-	2.4	-	0.7	-
MISC	2.4	5.2	-	6.6	-	-	-	4.6	4.1	8.4	3.7	-	1.7	-	7.6	1.5	2.5	-	6.8	2.4	-
DK/REFUSED	25.8	30.8	29.7	31.1	21.9	19.0	27.4	24.8	32.0	30.7	19.3	27.0	28.4	43.4	-	26.4	16.1	43.3	26.5	25.8	-



NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

19. IN WHAT WAYS HAVE YOUR THOUGHTS ABOUT ALCOHOL CHANGED SINCE THE START OF THE COVID-19 PANDEMIC?

BANNER 4

	TOTAL KNOW SOMEONE YOUR AGE WHO				HOW OFTEN DO YOU SEE ALCOHOL PRESENT						FAMILIAR WITH THE RISKS OR				KNOW WHERE TO		EVER HEARD		EVER VISITED		
	BEGAN DRINKING AS A RESULT				IN THE SOCIAL MEDIA POSTS OF YOUR						CONSEQUENCES ASSOCIATED				LEARN RISK OF		OF TALK IT		TALK IT OUT		
	OF THE COVID-19 PANDEMIC				FRIENDS OR OTHERS AROUND YOUR AGE						WITH UNDERAGE DRINKING				UNDERAGE DRNK		OUT NC		NC WEBSITES		
	YES	Began	Drink	NO,	OFTEN/	Often	Some-	RARELY	Rarely	Never	FAMI-	Very	Some-	NOT	YES	NO	YES	NO/	YES	NO/	
		Drink-	More	NEITHR	SOME-		times	/NEVER			LIAR		what	FAMI-				DON'T		DON'T	
		ing	Alcohol	TIMES									LIAR					KNOW		KNOW	
Total Answering	53	28	19	9	25	29	12	17	24	14	10	47	19	28	6	41	12	23	30	13	11
THEY DRINK MORE/BORED	13.3	12.1	6.4	24.0	14.7	9.7	13.6	6.9	17.6	17.6	17.7	13.8	17.8	11.1	9.6	17.2	-	1.9	22.4	3.5	-
BAD/MORE AGAINST	11.3	9.1	-	27.9	13.8	13.1	21.3	7.2	9.2	15.8	-	12.7	22.0	6.4	-	9.1	18.9	12.9	10.1	9.4	17.1
LESS DRINKING	10.5	6.5	9.6	-	14.9	9.9	-	16.9	11.1	19.0	-	9.6	-	16.1	17.7	6.9	22.7	7.7	12.7	14.0	-
POSITIVE	7.7	14.6	21.8	-	-	10.0	-	17.0	5.0	8.6	-	8.7	-	14.6	-	10.0	-	17.5	-	31.7	-
WANT 2 DRINK/WLD HELP	5.8	1.8	-	5.6	10.1	1.8	4.3	-	10.5	-	25.3	6.5	2.7	9.1	-	1.2	21.3	-	10.3	-	-
COVID W/ALCOHOL BAD	3.7	6.9	10.3	-	-	6.7	16.2	-	-	-	-	4.1	7.5	1.8	-	4.7	-	-	6.5	-	-
BETTER WAYS	2.4	-	-	-	5.0	-	-	-	5.2	-	12.6	-	-	-	21.2	-	10.6	-	4.3	-	-
HELP PEOPLE GET BY	2.3	-	-	-	4.8	-	-	-	5.0	8.5	-	2.6	-	4.3	-	2.9	-	5.1	-	-	11.5
EASIER TO GET ALCOHOL	1.9	3.6	2.7	5.6	-	1.8	4.3	-	2.1	-	5.1	1.1	-	1.8	8.6	1.2	4.3	2.2	1.7	-	4.8
THOUGHT AGE WAS 18	1.8	3.3	-	10.2	-	-	-	-	3.9	-	9.3	2.0	4.9	-	-	-	7.8	-	3.2	-	-
SHLD USE MODERATELY	1.3	2.5	3.6	-	-	-	-	-	2.8	4.8	-	1.5	3.6	-	-	1.7	-	2.9	-	-	6.5
BORED	1.1	2.0	3.0	-	-	2.0	4.7	-	-	-	-	1.2	3.0	-	-	1.4	-	-	1.9	-	-
MORE RECEPTIVE	1.0	-	-	-	2.1	-	-	-	2.1	3.6	-	1.1	2.7	-	-	1.3	-	2.2	-	-	4.9
WORRIED	1.0	1.8	2.7	-	-	1.8	-	3.1	-	-	-	1.1	-	1.8	-	1.3	-	2.2	-	4.0	-
EFFECTS	1.0	1.8	2.7	-	-	1.8	4.3	-	-	-	-	1.1	2.7	-	-	1.2	-	2.2	-	-	4.8
THINK DIFFERENTLY	0.9	-	-	-	2.0	-	-	-	2.0	-	4.9	-	-	-	8.3	1.2	-	2.1	-	3.8	-



Table 19 Page 108
 May 3-19, 2023
 (Continued)

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
 NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

19. IN WHAT WAYS HAVE YOUR THOUGHTS ABOUT ALCOHOL CHANGED SINCE THE START OF THE COVID-19 PANDEMIC?

BANNER 4

	KNOW SOMEONE YOUR AGE WHO BEGAN DRINKING AS A RESULT OF THE COVID-19 PANDEMIC				HOW OFTEN DO YOU SEE ALCOHOL PRESENT IN THE SOCIAL MEDIA POSTS OF YOUR FRIENDS OR OTHERS AROUND YOUR AGE						FAMILIAR WITH THE RISKS OR CONSEQUENCES ASSOCIATED WITH UNDERAGE DRINKING				KNOW WHERE TO LEARN RISK OF UNDERAGE DRNK		EVER HEARD OF TALK IT OUT NC		EVER VISITED TALK IT OUT NC WEBSITES		
	YES	Began Drink- ing	Drink More Alcoh	NO, NEITHR	OFTEN/SOME- TIMES	Often	Some- times	RARELY/NEVER	Rarely	Never	FAMI- LIAR	Very	Some- what	NOT FAMI- LIAR	YES	NO	YES	NO/ DON'T KNOW	YES	NO/ DON'T KNOW	
MANY THINGS/VARIETY	0.9	1.7	2.6	-	-	1.7	4.1	-	-	-	-	1.0	-	1.7	-	1.2	-	2.1	-	3.8	-
BETTER EATING HABITS	0.9	1.7	-	5.3	-	1.7	4.1	-	-	-	-	1.0	-	1.7	-	-	4.1	2.1	-	-	4.6
EFFECT ON PEOPLE	0.8	-	-	-	1.8	-	-	-	1.9	-	4.5	-	-	-	7.6	-	3.8	-	1.5	-	-
FIND SAFE WAY	0.8	1.6	2.4	-	-	-	-	-	1.8	-	4.4	0.9	2.3	-	-	-	3.7	-	1.5	-	-
BOOSTER	0.7	1.4	-	4.3	-	-	-	-	1.6	2.7	-	-	-	-	6.6	0.9	-	1.7	-	3.0	-
COULD GET SICK	0.7	-	-	-	1.5	-	-	-	1.6	2.7	-	-	-	-	6.5	0.9	-	1.6	-	-	3.6
MISC	2.4	2.3	3.4	-	2.6	-	-	-	5.3	-	12.9	2.7	-	4.6	-	3.1	-	5.5	-	-	12.3
DK/REFUSED	25.8	25.0	28.8	17.1	26.7	38.2	23.2	48.9	11.1	16.5	3.4	27.3	30.9	24.8	14.0	32.5	2.8	28.2	24.0	26.9	29.8



Table 19 Page 109
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

19. IN WHAT WAYS HAVE YOUR THOUGHTS ABOUT ALCOHOL CHANGED SINCE THE START OF THE COVID-19 PANDEMIC?

BANNER 5

	TOTAL	RACIAL BACKGROUND				RACIAL BACKGROUND:		RACIAL BACKGROUND:		GENDER			EVER TRIED ALCOHOL			EVER TURNED TO ALCOHOL AS A COPING MECHANISM			EVER BEEN CAUGHT BY PARENT/SIBLING DRINKING UNDERAGE		
		WHITE	NON-WHITE	African American	Hispanic/Latino	WHITE	AFRICAN AMERICAN	WHITE	AFRICAN AMERICAN	MALE	FEMALE	OTHER	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW
Total Answering	53	26	27	9	13	19	1	7	8	33	20	0	26	20	4	12	34	4	10	37	3
THEY DRINK MORE/BORED	13.3	18.8	8.2	11.0	-	22.2	-	8.7	13.1	16.5	8.2	-	4.5	30.3	-	-	20.6	-	-	18.9	-
BAD/MORE AGAINST	11.3	2.3	19.9	31.8	19.1	-	-	9.0	37.7	3.7	24.5	-	9.9	17.7	-	10.4	13.9	-	12.3	12.8	-
LESS DRINKING	10.5	17.5	3.8	11.1	-	16.6	-	20.1	13.3	9.6	12.1	-	4.1	13.8	-	-	10.9	-	-	10.0	-
POSITIVE	7.7	15.9	-	-	-	21.3	-	-	-	12.4	-	-	15.8	-	-	10.4	8.4	-	12.3	7.7	-
WANT 2 DRINK/WLD HELP	5.8	-	11.2	5.4	-	-	-	-	6.4	7.7	2.6	-	11.8	-	-	21.7	1.5	-	-	8.2	-
COVID W/ALCOHOL BAD	3.7	-	7.1	15.3	3.9	-	-	-	18.2	1.5	7.4	-	-	9.9	-	-	5.6	-	-	5.2	-
BETTER WAYS	2.4	-	4.6	-	9.9	-	-	-	-	3.8	-	-	4.9	-	-	-	3.7	-	-	3.4	-
HELP PEOPLE GET BY	2.3	4.7	-	-	-	6.3	-	-	-	3.6	-	-	-	-	27.3	-	-	32.3	12.2	-	-
EASIER TO GET ALCOHOL	1.9	4.0	-	-	-	-	-	15.6	-	-	5.2	-	3.9	-	-	4.3	1.5	-	5.2	1.4	-
THOUGHT AGE WAS 18	1.8	3.6	-	-	-	4.8	-	-	-	2.8	-	-	-	-	-	-	-	-	-	-	-
SHLD USE MODERATELY	1.3	-	2.5	-	-	-	-	-	-	-	3.5	-	-	-	15.5	-	2.0	-	-	1.8	-
BORED	1.1	2.2	-	-	-	-	-	8.7	-	-	2.9	-	-	2.9	-	-	1.7	-	-	1.5	-
MORE RECEPTIVE	1.0	2.0	-	-	-	-	-	7.9	-	-	2.6	-	2.0	-	-	-	1.5	-	-	1.4	-
WORRIED	1.0	2.0	-	-	-	2.7	-	-	-	1.6	-	-	-	-	-	-	-	-	-	-	-
EFFECTS	1.0	2.0	-	-	-	2.6	-	-	-	1.5	-	-	-	2.6	-	-	1.5	-	-	1.4	-
THINK DIFFERENTLY	0.9	-	1.8	-	3.9	-	-	-	-	-	2.5	-	1.9	-	-	4.2	-	-	5.0	-	-



Table 19 Page 110
 May 3-19, 2023
 (Continued)

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
 NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

19. IN WHAT WAYS HAVE YOUR THOUGHTS ABOUT ALCOHOL CHANGED SINCE THE START OF THE COVID-19 PANDEMIC?

BANNER 5

	TOTAL	RACIAL BACKGROUND				RACIAL BACKGROUND:		RACIAL BACKGROUND:		GENDER	EVER TRIED ALCOHOL			EVER TURNED TO ALCOHOL AS A COPING MECHANISM			EVER BEEN CAUGHT BY PARENT/SIBLING DRINKING UNDERAGE				
		WHITE	NON-WHITE	African American	Hispanic/Latino	MALE	FEMALE	OTHER	YES		NO	DON'T KNOW	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW			
																			WHITE	AFRICAN AMERICAN	WHITE
MANY THINGS/VARIETY	0.9	-	1.8	-	3.8	-	-	-	-	1.5	-	-	1.9	-	-	4.2	-	-	4.9	-	-
BETTER EATING HABITS	0.9	-	1.8	-	3.8	-	-	-	-	1.5	-	-	1.9	-	-	4.2	-	-	-	1.3	-
EFFECT ON PEOPLE	0.8	-	1.6	4.8	-	-	-	-	5.7	-	2.3	-	1.7	-	-	-	1.3	-	-	1.2	-
FIND SAFE WAY	0.8	-	1.6	4.7	-	-	-	-	5.6	-	2.3	-	1.7	-	-	-	1.3	-	-	1.2	-
BOOSTER	0.7	-	1.4	-	3.1	-	-	-	-	1.2	-	-	1.5	-	-	3.3	-	-	3.9	-	-
COULD GET SICK	0.7	-	1.4	-	-	-	-	-	-	-	2.0	-	1.5	-	-	-	1.1	-	-	1.0	-
MISC	2.4	2.5	2.4	-	5.1	-	-	9.9	-	1.9	3.3	-	2.5	3.3	-	-	3.8	-	-	3.5	-
DK/REFUSED	25.8	22.7	28.8	15.9	47.4	23.5	100.0	20.2	-	29.3	18.7	100.0	28.5	19.4	57.2	37.3	19.8	67.7	44.1	18.2	100.0



Table 20 Page 111
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

20. DO YOU KNOW SOMEONE AROUND YOUR AGE WHO BEGAN DRINKING ALCOHOL OR STARTED DRINKING MORE ALCOHOL AS A RESULT OF THE COVID-19 PANDEMIC?

BANNER 1

	TOTAL	AREA										WHAT GRADE ARE YOU IN						HOW OLD ARE YOU			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	6TH- 8TH GRADE	6th Grade	7th Grade	8th Grade	9TH- 12TH GRADE	9th Grade	10th Grade	11th Grade	12th Grade	11-14	15/ OLDER	15/16 Years Old	17/ Older
Total	306	99	88	53	66	13	32	21	138	47	46	45	168	40	42	43	43	151	155	85	70
YES	26.9	19.4	36.0	20.7	31.0	49.3	33.0	16.3	20.3	11.5	25.4	24.3	32.3	23.0	25.9	39.3	40.1	22.6	31.1	25.8	37.5
Began Drinking Alcohol	14.7	8.2	22.7	15.1	13.2	17.5	19.9	-	12.2	7.8	12.6	16.3	16.7	13.4	15.8	15.4	21.9	12.6	16.7	14.7	19.2
Started Drinking More	12.2	11.3	13.2	5.5	17.8	31.8	13.1	16.3	8.1	3.7	12.8	7.9	15.6	9.6	10.2	23.8	18.3	10.0	14.4	11.1	18.3
NO, NEITHER	73.1	80.6	64.0	79.3	69.0	50.7	67.0	83.7	79.7	88.5	74.6	75.7	67.7	77.0	74.1	60.7	59.9	77.4	68.9	74.2	62.5
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-46.2	-61.1	-28.1	-58.7	-38.0	-1.3	-34.0	-67.3	-59.3	-77.0	-49.3	-51.5	-35.4	-54.0	-48.1	-21.5	-19.7	-54.8	-37.9	-48.5	-24.9



Table 20 Page 112
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

20. DO YOU KNOW SOMEONE AROUND YOUR AGE WHO BEGAN DRINKING ALCOHOL OR STARTED DRINKING MORE ALCOHOL AS A RESULT OF THE COVID-19 PANDEMIC?

BANNER 2

	TOTAL		KNOW PEOPLE YOUR AGE TALK ABOUT ALCOHOL		PEOPLE YOUR AGE THINK DRINKING IS..		KNOW PEOPLE YOUR AGE WHO TRIED ALCOHOL		AGE MOST OF THEM FIRST TRY DRINKING		HOW OFTEN DO THEY DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR FRIENDS TO START DRINKING		
	YES	NO	OKAY TO DRINK	NOT OKAY	YES	NO	14/ YOUNG- ER	15/ OLDER	REGUL- ARLY	Daily	Weekly	Month- ly	Rare/ Spec. Occasn	14 YEARS/ YOUNGR	15-17 YEARS OLD	18 YEARS/ OLDER	
Total	306	185	121	97	208	206	96	133	73	75	8	38	29	129	15	31	260
YES	26.9	41.3	5.0	35.3	23.1	36.5	5.0	37.8	34.1	54.1	56.4	56.2	50.7	26.5	50.1	24.0	25.9
Began Drinking Alcohol	14.7	23.5	1.2	24.2	10.3	20.9	1.0	20.6	21.5	33.4	20.0	35.1	34.7	13.9	38.2	19.9	12.7
Started Drinking More	12.2	17.8	3.8	11.1	12.8	15.5	4.0	17.1	12.7	20.8	36.4	21.2	16.0	12.6	11.9	4.1	13.2
NO, NEITHER	73.1	58.7	95.0	64.7	76.9	63.5	95.0	62.2	65.9	45.9	43.6	43.8	49.3	73.5	49.9	76.0	74.1
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-46.2	-17.5	-90.1	-29.4	-53.7	-27.1	-90.0	-24.5	-31.8	8.3	12.7	12.5	1.4	-46.9	0.2	-52.0	-48.2



Table 20 Page 113
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

20. DO YOU KNOW SOMEONE AROUND YOUR AGE WHO BEGAN DRINKING ALCOHOL OR STARTED DRINKING MORE ALCOHOL AS A RESULT OF THE COVID-19 PANDEMIC?

BANNER 3

	TOTAL	HOW OFTEN WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL						HAVE PARENTS TALKED TO YOU ABOUT THE FOLLOWING					PEOPLE YOUR AGE EMBARRASSED/AFRAID TO TALK WITH PARENTS			DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A...				THOUGHTS OF ALCOHOL CHNGE SINCE COVID	
		OFTEN/SOME-TIMES	Often	Some-times	RARELY/NEVER	Rarely	Never	YES	Alco-hol Abuse	Alco-hol Misuse	Under-age Drnkng	NO/NONE ABOVE	YES	NO	UNSURE	PRO-BLEM	Seri-ous	Minor	NOT A PRO-BLEM	YES	NO
Total	306	159	42	116	147	84	62	172	92	97	130	134	150	60	97	258	153	104	47	53	251
YES	26.9	30.9	40.1	27.6	22.6	21.0	24.9	35.0	42.8	31.0	29.4	16.4	33.0	17.6	23.2	28.6	28.9	28.2	18.3	52.7	21.3
Began Drinking Alcohol	14.7	17.2	20.2	16.1	12.0	13.5	10.0	20.6	26.4	21.7	16.8	7.0	18.7	4.7	14.6	15.2	14.1	16.8	12.2	35.5	10.4
Started Drinking More	12.2	13.7	19.9	11.5	10.6	7.5	14.9	14.4	16.4	9.3	12.6	9.5	14.3	12.9	8.6	13.4	14.8	11.3	6.2	17.2	10.9
NO, NEITHER	73.1	69.1	59.9	72.4	77.4	79.0	75.1	65.0	57.2	69.0	70.6	83.6	67.0	82.4	76.8	71.4	71.1	71.8	81.7	47.3	78.7
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-46.2	-38.2	-19.8	-44.9	-54.7	-58.0	-50.2	-30.0	-14.3	-38.0	-41.2	-67.1	-34.0	-64.8	-53.7	-42.8	-42.3	-43.7	-63.3	5.4	-57.5



Table 20 Page 114
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

20. DO YOU KNOW SOMEONE AROUND YOUR AGE WHO BEGAN DRINKING ALCOHOL OR STARTED DRINKING MORE ALCOHOL AS A RESULT OF THE COVID-19 PANDEMIC?

BANNER 4

	KNOW SOMEONE YOUR AGE WHO BEGAN DRINKING AS A RESULT OF THE COVID-19 PANDEMIC				HOW OFTEN DO YOU SEE ALCOHOL PRESENT IN THE SOCIAL MEDIA POSTS OF YOUR FRIENDS OR OTHERS AROUND YOUR AGE							FAMILIAR WITH THE RISKS OR CONSEQUENCES ASSOCIATED WITH UNDERAGE DRINKING				KNOW WHERE TO LEARN RISK OF UNDERAGE DRNK		EVER HEARD OF TALK IT OUT NC		EVER VISITED TALK IT OUT NC WEBSITES	
	YES	Began Drink- ing	Drink- More Alcoh	NO, NEITHR	OFTEN/ SOME- TIMES	Often	Some- times	RARELY/ NEVER	Rarely	Never	FAMI- LIAR	Very	Some- what	NOT FAMI- LIAR	YES	NO	YES	NO/ DON'T KNOW	YES	NO/ DON'T KNOW	
Total	306	82	45	37	224	125	35	90	181	95	86	253	136	117	53	225	81	79	227	29	50
YES	26.9	100.0	100.0	100.0	-	46.7	62.1	40.7	13.3	19.5	6.4	29.5	31.8	26.7	14.9	29.1	20.9	41.0	22.0	55.1	32.9
Began Drinking Alcohol	14.7	54.5	100.0	-	-	26.9	29.9	25.7	6.2	8.9	3.3	15.8	17.4	13.9	9.5	15.2	13.1	26.5	10.6	44.0	16.4
Started Drinking More	12.2	45.5	-	100.0	-	19.8	32.2	14.9	7.1	10.6	3.2	13.7	14.5	12.8	5.4	13.9	7.8	14.5	11.4	11.1	16.5
NO, NEITHER	73.1	-	-	-	100.0	53.3	37.9	59.3	86.7	80.5	93.6	70.5	68.2	73.3	85.1	70.9	79.1	59.0	78.0	44.9	67.1
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-46.2	100.0	100.0	100.0	-100.0	-6.6	24.1	-18.7	-73.4	-61.0	-87.2	-41.1	-36.4	-46.6	-70.3	-41.8	-58.3	-17.9	-56.0	10.2	-34.1



Table 20 Page 115
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

20. DO YOU KNOW SOMEONE AROUND YOUR AGE WHO BEGAN DRINKING ALCOHOL OR STARTED DRINKING MORE ALCOHOL AS A RESULT OF THE COVID-19 PANDEMIC?

BANNER 5

	TOTAL	RACIAL BACKGROUND				RACIAL BACKGROUND:		RACIAL BACKGROUND:		GENDER			EVER TRIED ALCOHOL			EVER TURNED TO ALCOHOL AS A COPING MECHANISM			EVER BEEN CAUGHT BY PARENT/SIBLING DRINKING UNDERAGE		
		WHITE	NON-WHITE	African American	Hispanic/Latino	WHITE	AFRICN AMER./BLACK	WHITE	AFRICN AMER./BLACK	MALE	FEMALE	OTHER	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW
Total	306	176	130	67	44	93	22	83	45	152	151	4	105	161	16	26	245	10	24	248	9
YES	26.9	23.0	32.2	24.7	40.2	24.5	29.7	21.3	20.9	29.5	22.7	90.6	43.0	18.4	29.0	69.9	25.0	-	66.8	25.3	5.7
Began Drinking Alcohol	14.7	15.2	13.9	10.6	18.6	18.3	13.6	11.7	7.5	17.8	11.3	22.7	22.8	10.3	13.3	29.7	14.3	-	31.8	14.1	-
Started Drinking More	12.2	7.8	18.2	14.1	21.6	6.3	16.1	9.5	13.4	11.8	11.4	67.9	20.2	8.1	15.6	40.2	10.7	-	35.0	11.2	5.7
NO, NEITHER	73.1	77.0	67.8	75.3	59.8	75.5	70.3	78.7	79.1	70.5	77.3	9.4	57.0	81.6	71.0	30.1	75.0	100.0	33.2	74.7	94.3
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-46.2	-54.0	-35.7	-50.6	-19.6	-51.0	-40.6	-57.4	-58.2	-40.9	-54.5	81.1	-14.1	-63.1	-42.1	39.7	-50.0	-100.0	33.6	-49.4	-88.7



Table 21 Page 116
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

21. HOW OFTEN DO YOU SEE ALCOHOL PRESENT IN THE SOCIAL MEDIA POSTS OF YOUR FRIENDS OR OTHER KIDS AROUND YOUR AGE?

BANNER 1

	TOTAL	AREA							WHAT GRADE ARE YOU IN							HOW OLD ARE YOU					
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	6TH- 8TH GRADE	6th Grade	7th Grade	8th Grade	9TH- 12TH GRADE	9th Grade	10th Grade	11th Grade	12th Grade	11-14	15/ OLDER	15/16 Years Old	17/ Older
Total	306	99	88	53	66	13	32	21	138	47	46	45	168	40	42	43	43	151	155	85	70
OFTEN/SOMETIMES	40.7	38.5	51.8	36.8	32.5	46.3	31.8	25.1	34.3	32.9	40.9	29.2	46.0	48.6	30.4	47.1	57.5	36.5	44.9	40.2	50.6
Often	11.5	12.0	16.1	6.3	8.7	10.6	9.4	6.3	3.8	3.3	7.9	-	17.8	3.2	9.1	30.0	27.7	3.4	19.2	11.9	28.2
Sometimes	29.3	26.5	35.7	30.5	23.8	35.7	22.3	18.8	30.6	29.6	32.9	29.2	28.2	45.4	21.3	17.1	29.8	33.0	25.7	28.4	22.4
RARELY/NEVER	59.3	61.5	48.2	63.2	67.5	53.7	68.2	74.9	65.7	67.1	59.1	70.8	54.0	51.4	69.6	52.9	42.5	63.5	55.1	59.8	49.4
Rarely	31.1	27.0	25.4	43.0	35.2	36.5	36.2	32.8	30.5	33.1	21.7	36.8	31.6	28.1	49.4	26.1	23.0	31.3	30.9	34.4	26.5
Never	28.2	34.5	22.8	20.2	32.3	17.2	32.1	42.1	35.1	34.0	37.4	34.0	22.4	23.3	20.2	26.8	19.5	32.2	24.2	25.4	22.9
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-18.5	-23.0	3.6	-26.5	-34.9	-7.5	-36.5	-49.8	-31.3	-34.2	-18.3	-41.7	-8.0	-2.8	-39.2	-5.8	15.0	-27.1	-10.2	-19.5	1.2



Table 21 Page 117
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

21. HOW OFTEN DO YOU SEE ALCOHOL PRESENT IN THE SOCIAL MEDIA POSTS OF YOUR FRIENDS OR OTHER KIDS AROUND YOUR AGE?

BANNER 2

	TOTAL		KNOW PEOPLE PEOPLE YOUR KNOW PEOPLE AGE MOST OF HOW OFTEN DO THEY DRINK ALCOHOL AGE APPROPRIATE FOR				YOUR AGE TALK AGE THINK YOUR AGE WHO THEM FIRST				YOUR FRIENDS TO						
	ABOUT ALCOHOL DRINKING IS.. TRIED ALCOHOL TRY DRINKING		START DRINKING														
	YES	NO	OKAY	NOT	YES	NO	14/	15/	REGUL-	Daily	Weekly	Month-	Rare/	14	15-17	18	
			TO	OKAY			YOUNG-	OLDER	ARLY			ly	Spec.	YEARS/	YEARS	YEARS/	
			DRINK				ER					Occasn	YOUNGR	OLD	OLDER		
Total	306	185	121	97	208	206	96	133	73	75	8	38	29	129	15	31	260
OFTEN/SOMETIMES	40.7	55.3	18.5	51.2	36.1	50.5	18.1	50.7	50.0	69.8	28.5	74.1	75.1	38.8	45.4	62.0	37.9
Often	11.5	18.0	1.4	16.1	9.4	15.5	1.5	12.9	20.2	24.7	6.4	33.0	18.5	10.4	3.3	14.2	11.6
Sometimes	29.3	37.3	17.1	35.1	26.8	34.9	16.6	37.8	29.8	45.1	22.1	41.1	56.7	28.4	42.1	47.8	26.3
RARELY/NEVER	59.3	44.7	81.5	48.8	63.9	49.5	81.9	49.3	50.0	30.2	71.5	25.9	24.9	61.2	54.6	38.0	62.1
Rarely	31.1	30.4	32.1	35.3	29.3	31.7	30.4	31.8	31.4	25.1	71.5	23.3	14.9	35.7	38.8	32.8	30.4
Never	28.2	14.3	49.3	13.5	34.6	17.9	51.6	17.5	18.6	5.1	-	2.6	9.9	25.4	15.9	5.2	31.6
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-18.5	10.6	-62.9	2.3	-27.7	0.9	-63.9	1.4	*	39.5	-43.0	48.2	50.3	-22.3	-9.2	24.1	-24.1



Table 21 Page 118
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

21. HOW OFTEN DO YOU SEE ALCOHOL PRESENT IN THE SOCIAL MEDIA POSTS OF YOUR FRIENDS OR OTHER KIDS AROUND YOUR AGE?

BANNER 3

TOTAL	HOW OFTEN WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL						HAVE PARENTS TALKED TO YOU ABOUT THE FOLLOWING				PEOPLE YOUR AGE EMBARRASSED/AFRAID TO TALK WITH PARENTS			DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A...			THOUGHTS OF ALCOHOL CHNGE SINCE COVID				
	OFTEN/SOME-TIMES	Often	Some-times	RARELY/NEVER	Rarely	Never	YES	Alco-hol Abuse	Alco-hol Misuse	Under-age Drnkng	NO/NONE ABOVE	YES	NO	UNSURE	PRO-BLEM	Seri-ous	Minor	NOT A PRO-BLEM	YES	NO	
Total	306	159	42	116	147	84	62	172	92	97	130	134	150	60	97	258	153	104	47	53	251
OFTEN/SOMETIMES	40.7	48.5	54.7	46.2	32.6	32.6	32.5	49.4	56.6	52.7	49.7	29.6	46.8	34.5	35.3	41.9	44.6	38.0	32.7	54.4	37.8
Often	11.5	12.0	22.6	8.1	10.9	7.0	16.2	13.9	19.7	16.6	13.4	8.3	13.0	14.5	7.2	13.0	14.8	10.4	3.1	22.6	8.8
Sometimes	29.3	36.5	32.0	38.1	21.6	25.6	16.3	35.5	36.9	36.2	36.4	21.3	33.8	20.0	28.1	28.9	29.7	27.7	29.6	31.8	29.0
RARELY/NEVER	59.3	51.5	45.3	53.8	67.4	67.4	67.5	50.6	43.4	47.3	50.3	70.4	53.2	65.5	64.7	58.1	55.4	62.0	67.3	45.6	62.2
Rarely	31.1	31.7	38.3	29.3	30.1	30.7	29.3	33.0	30.4	31.8	33.1	28.7	34.8	27.2	27.8	33.3	30.1	38.0	19.4	26.7	32.2
Never	28.2	19.8	7.1	24.5	37.3	36.7	38.1	17.6	13.0	15.4	17.1	41.8	18.4	38.4	36.9	24.7	25.3	23.9	47.8	18.9	30.0
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-18.5	-3.1	9.3	-7.6	-34.8	-34.8	-34.9	-1.2	13.2	5.5	-0.5	-40.8	-6.5	-31.1	-29.4	-16.1	-10.8	-23.9	-34.5	8.7	-24.4



Table 21 Page 119
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

21. HOW OFTEN DO YOU SEE ALCOHOL PRESENT IN THE SOCIAL MEDIA POSTS OF YOUR FRIENDS OR OTHER KIDS AROUND YOUR AGE?

BANNER 4

	TOTAL				KNOW SOMEONE YOUR AGE WHO BEGAN DRINKING AS A RESULT OF THE COVID-19 PANDEMIC							HOW OFTEN DO YOU SEE ALCOHOL PRESENT IN THE SOCIAL MEDIA POSTS OF YOUR FRIENDS OR OTHERS AROUND YOUR AGE					FAMILIAR WITH THE RISKS OR CONSEQUENCES ASSOCIATED WITH UNDERAGE DRINKING				KNOW WHERE TO LEARN RISK OF UNDERAGE DRNK		EVER HEARD OF TALK IT OUT NC		EVER VISITED TALK IT OUT NC WEBSITES	
	YES	Began Drink- ing	Drink- More Alcoh	NO, NEITHR	OFTEN/ SOME- TIMES	Often	Some- times	RARELY/ NEVER	Rarely	Never	FAMI- LIAR	Very	Some- what	NOT FAMI- LIAR	YES	NO	YES	NO/ DON'T KNOW	YES	NO/ DON'T KNOW						
Total	306	82	45	37	224	125	35	90	181	95	86	253	136	117	53	225	81	79	227	29	50					
OFTEN/SOMETIMES	40.7	70.7	74.8	65.8	29.7	100.0	100.0	100.0	-	-	-	46.1	53.5	37.4	15.4	45.9	26.5	50.3	37.4	70.2	38.8					
Often	11.5	26.4	23.4	30.1	5.9	28.1	100.0	-	-	-	-	12.4	18.7	5.1	7.0	13.8	4.9	20.0	8.5	34.3	11.7					
Sometimes	29.3	44.3	51.4	35.7	23.8	71.9	-	100.0	-	-	-	33.7	34.9	32.3	8.4	32.1	21.6	30.3	28.9	35.9	27.1					
RARELY/NEVER	59.3	29.3	25.2	34.2	70.3	-	-	-	100.0	100.0	100.0	53.9	46.5	62.6	84.6	54.1	73.5	49.7	62.6	29.8	61.2					
Rarely	31.1	22.6	19.0	26.9	34.2	-	-	-	52.5	100.0	-	31.5	25.6	38.4	29.4	31.3	30.4	30.4	31.3	14.4	39.6					
Never	28.2	6.7	6.2	7.3	36.1	-	-	-	47.5	-	100.0	22.4	20.8	24.2	55.1	22.7	43.2	19.3	31.2	15.4	21.6					
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-					
Net Diff.	-18.5	41.4	49.6	31.7	-40.6	100.0	100.0	100.0	-100.0	-100.0	-100.0	-7.8	7.1	-25.2	-69.1	-8.2	-47.0	0.6	-25.1	40.4	-22.3					



Table 21 Page 120
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

21. HOW OFTEN DO YOU SEE ALCOHOL PRESENT IN THE SOCIAL MEDIA POSTS OF YOUR FRIENDS OR OTHER KIDS AROUND YOUR AGE?

BANNER 5

TOTAL	RACIAL BACKGROUND					RACIAL BACKGROUND:		RACIAL BACKGROUND:		GENDER	EVER TRIED ALCOHOL			EVER TURNED TO ALCOHOL AS A COPING MECHANISM			EVER BEEN CAUGHT BY PARENT/SIBLING DRINKING UNDERAGE				
	WHITE	NON-WHITE	African American	Hispanic/Latino	Other	MALE	FEMALE	MALE	FEMALE		YES	NO	DON'T KNOW	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW		
Total	306	176	130	67	44	93	22	83	45	152	151	4	105	161	16	26	245	10	24	248	9
OFTEN/SOMETIMES	40.7	37.8	44.7	43.3	47.6	39.6	35.0	35.8	46.2	41.7	38.6	90.6	52.9	33.9	38.7	65.9	39.5	20.9	74.2	38.2	37.5
Often	11.5	7.3	17.0	12.0	22.5	6.0	10.2	8.9	13.1	11.1	10.5	67.9	14.2	10.2	24.5	27.5	11.5	-	26.0	11.7	-
Sometimes	29.3	30.5	27.7	31.3	25.1	33.6	24.8	26.9	33.2	30.6	28.2	22.7	38.7	23.7	14.1	38.5	28.0	20.9	48.2	26.6	37.5
RARELY/NEVER	59.3	62.2	55.3	56.7	52.4	60.4	65.0	64.2	53.8	58.3	61.4	9.4	47.1	66.1	61.3	34.1	60.5	79.1	25.8	61.8	62.5
Rarely	31.1	32.7	28.9	34.7	22.7	32.2	46.8	33.3	29.5	29.7	33.2	-	25.3	36.5	22.8	22.2	32.8	26.7	23.7	33.4	-
Never	28.2	29.5	26.4	22.0	29.7	28.2	18.3	30.9	24.3	28.6	28.2	9.4	21.8	29.6	38.5	11.8	27.7	52.4	2.1	28.3	62.5
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-18.5	-24.4	-10.5	-13.5	-4.9	-20.8	-30.1	-28.4	-7.5	-16.6	-22.7	81.1	5.7	-32.3	-22.6	31.9	-21.0	-58.2	48.4	-23.5	-24.9



Table 22 Page 121
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 1

	TOTAL	AREA								WHAT GRADE ARE YOU IN							HOW OLD ARE YOU				
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	6TH- 8TH GRADE	6th Grade	7th Grade	8th Grade	9TH- 12TH GRADE	9th Grade	10th Grade	11th Grade	12th Grade	11-14	15/ OLDER	15/16 Years Old	17/ Older
Total	306	99	88	53	66	13	32	21	138	47	46	45	168	40	42	43	43	151	155	85	70
FAMILIAR	82.6	83.2	83.7	83.6	79.5	76.9	80.9	79.1	81.2	75.6	79.5	88.7	83.8	86.6	89.1	84.4	75.5	82.8	82.5	85.1	79.3
Very	44.5	46.0	46.7	33.9	47.9	54.2	47.7	44.1	33.0	33.3	27.4	38.5	54.0	49.2	49.5	71.6	45.4	35.9	52.8	50.5	55.7
Slightly	38.1	37.2	37.1	49.7	31.6	22.7	33.1	34.9	48.2	42.4	52.1	50.2	29.9	37.4	39.6	12.9	30.1	46.8	29.7	34.7	23.6
NOT FAMILIAR	17.2	16.8	15.6	16.4	20.5	23.1	19.1	20.9	18.4	23.2	20.5	11.3	16.2	13.4	10.9	15.6	24.5	16.9	17.5	14.9	20.7
Not That Familiar	10.5	13.3	6.0	13.6	9.7	23.1	10.6	-	12.3	17.5	10.0	9.2	9.0	3.2	8.0	9.5	14.8	11.2	9.7	8.6	11.0
Not at All	6.7	3.5	9.7	2.8	10.7	-	8.5	20.9	6.1	5.7	10.5	2.1	7.2	10.2	2.9	6.1	9.6	5.6	7.8	6.2	9.7
DON'T KNOW	0.2	-	0.6	-	-	-	-	-	0.4	1.2	-	-	-	-	-	-	-	0.4	-	-	-
Net Diff.	65.5	66.4	68.1	67.2	59.0	53.8	61.7	58.1	62.8	52.5	58.9	77.3	67.6	73.2	78.3	68.9	51.1	65.9	65.0	70.3	58.5
Mean	3.21	3.26	3.22	3.15	3.17	3.31	3.20	3.02	3.09	3.05	2.96	3.25	3.31	3.26	3.36	3.50	3.11	3.14	3.28	3.29	3.25



Table 22 Page 122
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 2

	TOTAL		KNOW PEOPLE YOUR AGE TALK ABOUT ALCOHOL		PEOPLE YOUR AGE THINK DRINKING IS..		KNOW PEOPLE YOUR AGE WHO TRIED ALCOHOL		AGE MOST OF THEM FIRST TRY DRINKING		HOW OFTEN DO THEY DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR FRIENDS TO START DRINKING		
	YES	NO	OKAY TO DRINK	NOT OKAY	YES	NO	14/ YOUNG- ER	15/ OLDER	REGUL- ARLY	Daily	Weekly	Month- ly	Rare/ Spec. Occasn	14 YEARS/ YOUNGR	15-17 YEARS OLD	18 YEARS/ OLDER	
Total	306	185	121	97	208	206	96	133	73	75	8	38	29	129	15	31	260
FAMILIAR	82.6	87.9	74.5	86.4	81.4	87.1	72.2	86.9	87.5	86.7	88.7	83.3	90.8	87.3	73.5	79.7	83.5
Very	44.5	48.4	38.6	43.1	45.5	48.7	34.6	44.5	56.3	51.8	51.2	56.5	45.6	47.4	-	29.8	48.8
Slightly	38.1	39.6	35.9	43.3	35.9	38.4	37.5	42.4	31.2	35.0	37.4	26.8	45.1	39.9	73.5	49.8	34.7
NOT FAMILIAR	17.2	12.1	25.0	13.0	18.6	12.6	27.8	12.6	12.5	13.3	11.3	16.7	9.2	12.3	26.5	20.3	16.3
Not That Familiar	10.5	7.6	14.9	11.3	10.1	10.2	11.4	11.5	7.9	10.9	11.3	13.4	7.4	10.0	-	15.1	10.5
Not at All	6.7	4.5	10.1	1.7	8.5	2.3	16.4	1.1	4.6	2.4	-	3.3	1.8	2.4	26.5	5.2	5.7
DON'T KNOW	0.2	-	0.5	0.6	-	0.3	-	0.4	-	-	-	-	-	0.4	-	-	0.2
Net Diff.	65.5	75.9	49.5	73.4	62.8	74.5	44.4	74.3	75.0	73.5	77.3	66.6	81.6	74.9	46.9	59.3	67.3
Mean	3.21	3.32	3.04	3.29	3.18	3.34	2.90	3.31	3.39	3.36	3.40	3.36	3.35	3.33	2.47	3.04	3.27



Table 22 Page 123
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 3

	TOTAL	HOW OFTEN WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL						HAVE PARENTS TALKED TO YOU ABOUT THE FOLLOWING				PEOPLE YOUR AGE EMBARRASSED/AFRAID TO TALK WITH PARENTS			DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A PROBLEM			THOUGHTS OF ALCOHOL CHNGE SINCE COVID			
		OFTEN/SOME-TIMES	Often	Some-times	RARELY/NEVER	Rarely	Never	YES	Alco-hol Abuse	Alco-hol Misuse	Under-age Drnkng	NO/NONE ABOVE	YES	NO	UNSURE	PRO-BLEM	Seri-ous	Minor	NOT A PRO-BLEM	YES	NO
Total	306	159	42	116	147	84	62	172	92	97	130	134	150	60	97	258	153	104	47	53	251
FAMILIAR	82.6	91.3	90.4	91.6	73.2	75.9	69.6	92.1	95.9	91.8	92.3	70.5	87.4	86.9	72.6	84.9	87.4	81.2	70.0	88.8	81.2
Very	44.5	47.3	63.3	41.5	41.7	42.0	41.2	53.5	66.4	53.9	59.4	32.9	41.7	55.4	42.1	48.3	57.1	35.4	24.7	36.0	46.6
Slightly	38.1	44.0	27.1	50.1	31.6	33.9	28.4	38.5	29.6	37.9	32.9	37.6	45.7	31.6	30.5	36.5	30.3	45.7	45.3	52.8	34.6
NOT FAMILIAR	17.2	8.7	9.6	8.4	26.4	23.5	30.4	7.9	4.1	8.2	7.7	29.1	12.6	13.1	26.8	14.9	12.3	18.8	30.0	11.2	18.6
Not That Familiar	10.5	5.3	5.6	5.2	16.1	17.8	13.7	6.9	3.1	7.3	6.3	15.1	9.7	5.3	15.0	10.4	8.7	13.0	10.9	5.7	11.6
Not at All	6.7	3.4	4.0	3.2	10.3	5.6	16.7	1.1	0.9	0.9	1.4	14.0	3.0	7.8	11.9	4.5	3.6	5.8	19.2	5.5	7.0
DON'T KNOW	0.2	-	-	-	0.4	0.7	-	-	-	-	-	0.4	-	-	0.6	0.2	0.4	-	-	-	0.2
Net Diff.	65.5	82.6	80.9	83.2	46.8	52.4	39.2	84.1	91.8	83.6	84.6	41.4	74.8	73.9	45.8	69.9	75.1	62.4	39.9	77.6	62.6
Mean	3.21	3.35	3.50	3.30	3.05	3.13	2.94	3.45	3.61	3.45	3.50	2.90	3.26	3.35	3.03	3.29	3.41	3.11	2.75	3.19	3.21



Table 22 Page 124
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 4

	TOTAL KNOW SOMEONE YOUR AGE WHO				HOW OFTEN DO YOU SEE ALCOHOL PRESENT							FAMILIAR WITH THE RISKS OR				KNOW WHERE TO		EVER HEARD		EVER VISITED	
	BEGAN DRINKING AS A RESULT				IN THE SOCIAL MEDIA POSTS OF YOUR							CONSEQUENCES ASSOCIATED				LEARN RISK OF		OF TALK IT		TALK IT OUT	
	OF THE COVID-19 PANDEMIC				FRIENDS OR OTHERS AROUND YOUR AGE							WITH UNDERAGE DRINKING				UNDERAGE DRNK		OUT NC		NC WEBSITES	
	YES	Began	Drink	NO,	OFTEN/	Often	Some-	RARELY	Rarely	Never	FAMI-	Very	Some-	NOT	YES	NO	YES	NO/	YES	NO/	
		Drink-	More	NEITHR	SOME-		times	/NEVER			LIAR		what	FAMI-				DON'T		DON'T	
		ing	Alcohol	TIMES										LIAR				KNOW		KNOW	
Total	306	82	45	37	224	125	35	90	181	95	86	253	136	117	53	225	81	79	227	29	50
FAMILIAR	82.6	90.5	88.9	92.5	79.7	93.5	89.4	95.1	75.2	83.7	65.7	100.0	100.0	100.0	-	89.7	63.1	91.9	79.4	90.3	92.8
Very	44.5	52.7	52.7	52.6	41.5	58.5	72.6	53.0	34.9	36.7	32.9	53.9	100.0	-	-	53.2	20.5	56.2	40.5	52.4	58.4
Slightly	38.1	37.9	36.2	39.9	38.2	35.0	16.8	42.1	40.3	47.0	32.8	46.1	-	100.0	-	36.5	42.6	35.7	39.0	37.9	34.4
NOT FAMILIAR	17.2	9.5	11.1	7.5	20.0	6.5	10.6	4.9	24.5	16.3	33.6	-	-	-	100.0	10.0	36.9	8.1	20.3	9.7	7.2
Not That Familiar	10.5	7.7	7.8	7.5	11.5	4.9	9.1	3.3	14.3	13.9	14.7	-	-	-	60.9	7.0	20.1	5.0	12.4	6.2	4.3
Not at All	6.7	1.8	3.3	-	8.5	1.6	1.5	1.7	10.2	2.3	18.9	-	-	-	39.1	3.1	16.8	3.1	7.9	3.5	2.9
DON'T KNOW	0.2	-	-	-	0.3	-	-	-	0.3	-	0.7	-	-	-	-	0.2	-	-	0.2	-	-
Net Diff.	65.5	81.0	77.7	85.0	59.7	87.0	78.9	90.1	50.6	67.5	32.1	100.0	100.0	100.0	-100.0	79.7	26.2	83.8	59.1	80.7	85.5
Mean	3.21	3.41	3.38	3.45	3.13	3.50	3.61	3.46	3.00	3.18	2.80	3.54	4.00	3.00	1.61	3.40	2.67	3.45	3.12	3.39	3.48



Table 22 Page 125
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 5

	TOTAL	RACIAL BACKGROUND					RACIAL BACKGROUND:		RACIAL BACKGROUND:		GENDER	EVER TRIED ALCOHOL			EVER TURNED TO ALCOHOL AS A COPING MECHANISM			EVER BEEN CAUGHT BY PARENT/SIBLING DRINKING UNDERAGE			
		WHITE	NON-WHITE	African American	Hispanic/Latino	Other	MALE	FEMALE	OTHER	YES		NO	DON'T KNOW	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW		
																				WHITE	AFRICAN AMERICAN
Total	306	176	130	67	44	93	22	83	45	152	151	4	105	161	16	26	245	10	24	248	9
FAMILIAR	82.6	85.2	79.1	74.2	82.9	80.7	88.2	90.4	68.8	82.9	82.7	67.9	81.1	87.0	53.5	84.2	83.8	59.1	86.3	83.8	50.8
Very	44.5	40.8	49.5	45.4	58.0	36.0	42.3	46.2	47.7	40.2	48.3	67.9	47.1	46.2	27.8	44.4	47.1	11.5	54.6	45.4	25.6
Slightly	38.1	44.4	29.6	28.8	24.9	44.7	45.9	44.2	21.1	42.7	34.4	-	34.0	40.8	25.7	39.9	36.7	47.6	31.7	38.4	25.2
NOT FAMILIAR	17.2	14.5	20.9	25.8	17.1	19.3	11.8	8.9	31.2	17.1	16.9	32.1	18.4	13.0	46.5	15.8	15.9	40.9	13.7	16.0	49.2
Not That Familiar	10.5	9.4	12.0	14.4	13.1	12.3	7.3	6.0	16.3	11.0	9.6	22.7	11.2	8.5	29.9	11.8	11.0	-	9.4	11.2	-
Not at All	6.7	5.1	8.9	11.3	4.0	7.0	4.5	2.9	14.9	6.0	7.3	9.4	7.2	4.5	16.6	3.9	4.9	40.9	4.3	4.8	49.2
DON'T KNOW	0.2	0.3	-	-	-	-	-	0.7	-	-	0.4	-	0.5	-	-	-	0.2	-	-	0.2	-
Net Diff.	65.5	70.8	58.3	48.5	65.8	61.4	76.4	81.4	37.6	65.8	65.8	35.7	62.7	74.1	7.0	68.5	67.9	18.2	72.5	67.8	1.6
Mean	3.21	3.21	3.20	3.08	3.37	3.10	3.26	3.35	3.02	3.17	3.24	3.26	3.22	3.29	2.65	3.25	3.26	2.30	3.37	3.25	2.27



Table 23 Page 126
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 1

	TOTAL	AREA							WHAT GRADE ARE YOU IN							HOW OLD ARE YOU					
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	6TH- 8TH GRADE	6th Grade	7th Grade	8th Grade	9TH- 12TH GRADE	9th Grade	10th Grade	11th Grade	12th Grade	11-14	15/ OLDER	15/16 Years Old	17/ Older
Total	306	99	88	53	66	13	32	21	138	47	46	45	168	40	42	43	43	151	155	85	70
YES	73.4	72.5	75.9	78.0	67.8	72.6	56.3	83.1	68.8	69.7	71.4	65.3	77.2	70.5	82.8	85.4	69.9	69.8	76.9	77.6	76.0
NO	26.6	27.5	24.1	22.0	32.2	27.4	43.7	16.9	31.2	30.3	28.6	34.7	22.8	29.5	17.2	14.6	30.1	30.2	23.1	22.4	24.0
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	46.8	44.9	51.8	56.0	35.7	45.3	12.6	66.1	37.7	39.4	42.9	30.5	54.4	41.1	65.5	70.9	39.8	39.6	53.8	55.2	52.1



Table 23 Page 127
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 2

	TOTAL		KNOW PEOPLE YOUR AGE TALK ABOUT ALCOHOL		PEOPLE YOUR AGE THINK DRINKING IS..		KNOW PEOPLE YOUR AGE WHO TRIED ALCOHOL		AGE MOST OF THEM FIRST TRY DRINKING		HOW OFTEN DO THEY DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR FRIENDS TO START DRINKING		
	YES	NO	OKAY TO DRINK	NOT OKAY	YES	NO	14/ YOUNG- ER	15/ OLDER	REGUL- ARLY	Daily	Weekly	Month- ly	Rare/ Spec. Occasn	14 YOUNGR	15-17 OLD	18 OLDER	
Total	306	185	121	97	208	206	96	133	73	75	8	38	29	129	15	31	260
YES	73.4	79.3	64.5	74.1	73.6	78.1	62.2	76.1	81.6	82.1	92.7	83.3	77.6	75.6	67.8	74.4	73.6
NO	26.6	20.7	35.5	25.9	26.4	21.9	37.8	23.9	18.4	17.9	7.3	16.7	22.4	24.4	32.2	25.6	26.4
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	46.8	58.5	28.9	48.2	47.1	56.1	24.4	52.3	63.2	64.1	85.4	66.6	55.1	51.1	35.5	48.8	47.2



Table 23 Page 128
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 3

	TOTAL	HOW OFTEN WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL					HAVE PARENTS TALKED TO YOU ABOUT THE FOLLOWING					PEOPLE YOUR AGE EMBARRASSED/AFRAID TO TALK WITH PARENTS			DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A...			THOUGHTS OF ALCOHOL CHNGE SINCE COVID			
		OFTEN/SOME-TIMES	Often	Some-times	RARELY/NEVER	Rarely	Never	YES	Alco-hol Abuse	Alco-hol Misuse	Under-age Drnkng	NO/NONE ABOVE	YES	NO	UNSURE	PRO-BLEM	Seri-ous	Minor	NOT A PRO-BLEM	YES	NO
Total	306	159	42	116	147	84	62	172	92	97	130	134	150	60	97	258	153	104	47	53	251
YES	73.4	78.9	83.2	77.4	67.3	67.0	67.7	80.5	86.3	76.4	80.8	64.3	77.8	82.9	60.7	75.7	77.0	73.7	60.3	77.6	72.3
NO	26.6	21.1	16.8	22.6	32.7	33.0	32.3	19.5	13.7	23.6	19.2	35.7	22.2	17.1	39.3	24.3	23.0	26.3	39.7	22.4	27.7
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	46.8	57.9	66.3	54.8	34.7	34.0	35.5	61.0	72.6	52.8	61.6	28.6	55.5	65.9	21.5	51.3	54.0	47.4	20.7	55.1	44.7



Table 23 Page 129
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 4

	TOTAL KNOW SOMEONE YOUR AGE WHO				HOW OFTEN DO YOU SEE ALCOHOL PRESENT						FAMILIAR WITH THE RISKS OR				KNOW WHERE TO		EVER HEARD		EVER VISITED		
	BEGAN DRINKING AS A RESULT				IN THE SOCIAL MEDIA POSTS OF YOUR						CONSEQUENCES ASSOCIATED				LEARN RISK OF		OF TALK IT		TALK IT OUT		
	OF THE COVID-19 PANDEMIC				FRIENDS OR OTHERS AROUND YOUR AGE						WITH UNDERAGE DRINKING				UNDERAGE DRNK		OUT NC		NC WEBSITES		
	YES	Began	Drink	NO,	OFTEN/	Often	Some-	RARELY	Rarely	Never	FAMI-	Very	Some-	NOT	YES	NO	YES	NO/	YES	NO/	
	ing	Alcohol	NEITHR	SOME-	TIMES		times	/NEVER			LIAR		what	FAMI-				DON'T		DON'T	
														LIAR				KNOW		KNOW	
Total	306	82	45	37	224	125	35	90	181	95	86	253	136	117	53	225	81	79	227	29	50
YES	73.4	79.4	76.2	83.1	71.2	82.7	88.7	80.4	67.0	74.0	59.3	79.7	87.7	70.3	42.9	100.0	-	95.0	65.9	93.8	95.7
NO	26.6	20.6	23.8	16.9	28.8	17.3	11.3	19.6	33.0	26.0	40.7	20.3	12.3	29.7	57.1	-	100.0	5.0	34.1	6.2	4.3
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	46.8	58.8	52.5	66.3	42.4	65.4	77.4	60.7	34.0	48.1	18.5	59.4	75.5	40.6	-14.2	100.0	-100.0	90.0	31.9	87.6	91.4



Table 23 Page 130
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 5

TOTAL	RACIAL BACKGROUND					RACIAL BACKGROUND:		RACIAL BACKGROUND:		GENDER	EVER TRIED ALCOHOL			EVER TURNED TO ALCOHOL AS A COPING MECHANISM			EVER BEEN CAUGHT BY PARENT/SIBLING DRINKING UNDERAGE				
	WHITE	NON-WHITE	African American	Hispanic/Latino	Other	MALE	FEMALE	MALE	FEMALE		YES	NO	DON'T KNOW	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW		
Total	306	176	130	67	44	93	22	83	45	152	151	4	105	161	16	26	245	10	24	248	9
YES	73.4	74.6	71.8	66.5	82.0	71.7	77.0	77.8	60.8	71.9	74.5	90.6	73.8	75.0	68.6	76.2	74.6	59.1	87.0	74.0	45.1
NO	26.6	25.4	28.2	33.5	18.0	28.3	23.0	22.2	39.2	28.1	25.5	9.4	26.2	25.0	31.4	23.8	25.4	40.9	13.0	26.0	54.9
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	46.8	49.1	43.7	33.0	64.0	43.4	53.9	55.6	21.7	43.9	49.0	81.1	47.5	50.1	37.3	52.5	49.3	18.2	74.0	48.0	-9.7



Table 24 Page 131
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

24. HAVE YOU EVER HEARD OF TALK IT OUT NC?

BANNER 1

	TOTAL	AREA								WHAT GRADE ARE YOU IN								HOW OLD ARE YOU			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS- BORO DMA	REST OF STATE	Wilmin- gton DMA	East DMAs	West DMAs	6TH- 8TH GRADE	6th Grade	7th Grade	8th Grade	9TH- 12TH GRADE	9th Grade	10th Grade	11th Grade	12th Grade	11-14	15/ OLDER	15/16 Years	17/ Older
Total	306	99	88	53	66	13	32	21	138	47	46	45	168	40	42	43	43	151	155	85	70
YES	25.7	30.5	28.4	17.3	21.7	32.9	16.7	22.6	16.2	19.0	11.1	18.6	33.5	20.5	38.9	34.6	39.3	18.2	33.0	31.7	34.5
NO	73.9	68.2	71.6	82.7	78.3	67.1	83.3	77.4	82.8	81.0	86.0	81.4	66.5	79.5	61.1	65.4	60.7	80.9	67.0	68.3	65.5
DON'T KNOW	0.4	1.4	-	-	-	-	-	-	1.0	-	2.9	-	-	-	-	-	-	0.9	-	-	-
Net Diff.	-48.2	-37.7	-43.1	-65.4	-56.6	-34.2	-66.7	-54.7	-66.6	-62.0	-74.9	-62.9	-33.0	-58.9	-22.2	-30.8	-21.4	-62.7	-34.1	-36.6	-31.0



Table 24 Page 132
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

24. HAVE YOU EVER HEARD OF TALK IT OUT NC?

BANNER 2

	TOTAL		KNOW PEOPLE YOUR AGE TALK ABOUT ALCOHOL		PEOPLE YOUR AGE THINK DRINKING IS..		KNOW PEOPLE YOUR AGE WHO TRIED ALCOHOL		AGE MOST OF THEM FIRST TRY DRINKING		HOW OFTEN DO THEY DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR FRIENDS TO START DRINKING		
	YES	NO	OKAY TO DRINK	NOT OKAY	YES	NO	14/ YOUNG- ER	15/ OLDER	REGUL- ARLY	Daily	Weekly	Month- ly	Rare/ Spec. Occasn	14 YEARS/ YOUNGR	15-17 YEARS OLD	18 YEARS/ OLDER	
Total	306	185	121	97	208	206	96	133	73	75	8	38	29	129	15	31	260
YES	25.7	30.8	17.9	23.5	26.9	29.9	17.8	25.2	38.5	39.5	58.9	39.3	34.5	24.7	52.9	19.0	24.9
NO	73.9	69.2	81.0	76.5	73.1	70.1	80.8	74.8	61.5	60.5	41.1	60.7	65.5	75.3	38.1	81.0	75.1
DON'T KNOW	0.4	-	1.1	-	-	-	1.4	-	-	-	-	-	-	-	9.0	-	-
Net Diff.	-48.2	-38.4	-63.1	-53.0	-46.2	-40.1	-63.0	-49.6	-23.0	-21.1	17.9	-21.5	-31.0	-50.6	14.9	-62.0	-50.1



Table 24 Page 133
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

24. HAVE YOU EVER HEARD OF TALK IT OUT NC?

BANNER 3

	HOW OFTEN WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL						HAVE PARENTS TALKED TO YOU ABOUT THE FOLLOWING					PEOPLE YOUR AGE EMBARRASSED/AFRAID TO TALK WITH PARENTS			DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A...				THOUGHTS OF ALCOHOL CHNGE SINCE COVID		
	OFTEN/SOME-TIMES	Often	Some-times	RARELY/NEVER	Rarely	Never	YES	Alco-hol Abuse	Alco-hol Misuse	Under-age Drnkng	NO/NONE ABOVE	YES	NO	UNSURE	PRO-BLEM	Seri-ous	Minor	NOT A PRO-BLEM	YES	NO	
Total	306	159	42	116	147	84	62	172	92	97	130	134	150	60	97	258	153	104	47	53	251
YES	25.7	28.9	40.2	24.8	22.4	24.0	20.2	28.1	32.8	30.7	26.8	22.6	26.3	31.9	20.9	25.2	25.4	24.9	26.4	44.2	21.6
NO	73.9	70.3	59.8	74.1	77.6	76.0	79.8	71.9	67.2	69.3	73.2	76.4	73.7	68.1	77.7	74.8	74.6	75.1	70.7	55.8	77.9
DON'T KNOW	0.4	0.8	-	1.2	-	-	-	-	-	-	-	1.0	-	-	1.4	-	-	-	2.9	-	0.5
Net Diff.	-48.2	-41.4	-19.6	-49.3	-55.3	-52.0	-59.7	-43.8	-34.5	-38.6	-46.4	-53.8	-47.4	-36.1	-56.7	-49.6	-49.1	-50.2	-44.3	-11.6	-56.3



Table 24 Page 134
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

24. HAVE YOU EVER HEARD OF TALK IT OUT NC?

BANNER 4

	TOTAL KNOW SOMEONE YOUR AGE WHO				HOW OFTEN DO YOU SEE ALCOHOL PRESENT							FAMILIAR WITH THE RISKS OR				KNOW WHERE TO		EVER HEARD		EVER VISITED	
	BEGAN DRINKING AS A RESULT				IN THE SOCIAL MEDIA POSTS OF YOUR							CONSEQUENCES ASSOCIATED				LEARN RISK OF		OF TALK IT		TALK IT OUT	
	OF THE COVID-19 PANDEMIC				FRIENDS OR OTHERS AROUND YOUR AGE							WITH UNDERAGE DRINKING				UNDERAGE DRNK		OUT NC		NC WEBSITES	
	YES	Began	Drink	NO,	OFTEN/	Often	Some-	RARELY	Rarely	Never	FAMI-	Very	Some-	NOT	YES	NO	YES	NO/	YES	NO/	
	ing	Alcohol	NEITHR	SOME-	TIMES		times	/NEVER			LIAR		what	FAMI-				DON'T		DON'T	
														LIAR				KNOW		KNOW	
Total	306	82	45	37	224	125	35	90	181	95	86	253	136	117	53	225	81	79	227	29	50
YES	25.7	39.2	46.5	30.5	20.7	31.7	44.9	26.6	21.6	25.1	17.6	28.6	32.5	24.0	12.2	33.3	4.8	100.0	-	100.0	100.0
NO	73.9	60.8	53.5	69.5	78.7	68.3	55.1	73.4	77.7	74.9	80.8	71.4	67.5	76.0	85.3	66.7	93.5	-	99.4	-	-
DON'T KNOW	0.4	-	-	-	0.6	-	-	-	0.7	-	1.6	-	-	-	2.6	-	1.7	-	0.6	-	-
Net Diff.	-48.2	-21.5	-7.0	-39.0	-57.9	-36.5	-10.2	-46.8	-56.1	-49.8	-63.2	-42.8	-35.1	-51.9	-73.1	-33.5	-88.7	100.0	-99.4	100.0	100.0



Table 24 Page 135
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

24. HAVE YOU EVER HEARD OF TALK IT OUT NC?

BANNER 5

	TOTAL	RACIAL BACKGROUND					RACIAL BACKGROUND:		RACIAL BACKGROUND:		GENDER	EVER TRIED ALCOHOL			EVER TURNED TO ALCOHOL AS A COPING MECHANISM			EVER BEEN CAUGHT BY PARENT/SIBLING DRINKING UNDERAGE			
		WHITE	NON-WHITE	African American	Hispanic/Latino	Other	MALE	FEMALE	OTHER	YES		NO	DON'T KNOW	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW		
																				WHITE	AFRICAN AMERICAN
Total	306	176	130	67	44	93	22	83	45	152	151	4	105	161	16	26	245	10	24	248	9
YES	25.7	23.6	28.6	24.6	44.2	26.5	39.2	20.2	17.9	28.6	23.4	-	30.8	24.0	32.7	43.3	25.5	23.0	50.3	25.1	20.0
NO	73.9	76.4	70.4	73.4	55.8	73.5	60.8	79.8	79.1	71.4	75.7	100.0	69.2	76.0	67.3	56.7	74.5	77.0	49.7	74.9	80.0
DON'T KNOW	0.4	-	1.0	2.0	-	-	-	-	3.0	-	0.9	-	-	-	-	-	-	-	-	-	-
Net Diff.	-48.2	-52.9	-41.8	-48.9	-11.7	-47.0	-21.5	-59.6	-61.2	-42.9	-52.2	-100.0	-38.3	-52.1	-34.7	-13.4	-49.0	-54.0	0.5	-49.9	-60.0



Table 25 Page 136
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 1

	TOTAL	AREA										WHAT GRADE ARE YOU IN						HOW OLD ARE YOU			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	6TH- 8TH GRADE	6th Grade	7th Grade	8th Grade	9TH- 12TH GRADE	9th Grade	10th Grade	11th Grade	12th Grade	11-14	15/ OLDER	15/16 Years Old	17/ Older
Total Answering	79	30	25	9	14	4	5	5	22	9	5	8	56	8	16	15	17	27	51	27	24
YES	36.6	33.4	33.5	51.7	38.9	9.2	71.8	27.9	43.5	34.2	74.7	34.2	33.9	-	29.5	47.8	42.5	35.5	37.2	27.4	48.3
NO	62.5	66.6	63.8	48.3	61.1	90.8	28.2	72.1	56.5	65.8	25.3	65.8	64.9	100.0	66.3	52.2	57.5	64.5	61.4	70.1	51.7
DON'T KNOW	0.9	-	2.7	-	-	-	-	-	-	-	-	-	1.2	-	4.2	-	-	-	1.3	2.5	-
Net Diff.	-25.9	-33.1	-30.3	3.5	-22.1	-81.6	43.5	-44.2	-13.0	-31.6	49.5	-31.6	-31.1	-100.0	-36.8	-4.4	-15.1	-29.1	-24.2	-42.7	-3.4



Table 25 Page 137
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 2

	TOTAL		KNOW PEOPLE YOUR AGE TALK ABOUT ALCOHOL		PEOPLE YOUR AGE THINK DRINKING IS..		KNOW PEOPLE YOUR AGE WHO TRIED ALCOHOL		AGE MOST OF THEM FIRST TRY DRINKING		HOW OFTEN DO THEY DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR FRIENDS TO START DRINKING		
	YES	NO	OKAY TO DRINK	NOT OKAY	YES	NO	14/YOUNG-ER	15/OLDER	REGUL-ARLY	Daily	Weekly	Month-ly	Rare/Spec. Occasn	14 YEARS/YOUNGR	15-17 YEARS/OLD	18 YEARS/OLDER	
Total Answering	79	57	22	23	56	62	17	33	28	30	5	15	10	32	8	6	65
YES	36.6	39.4	29.4	50.9	30.8	38.7	29.1	34.6	43.5	51.1	34.9	43.3	70.3	27.2	72.4	59.4	30.1
NO	62.5	59.4	70.6	49.1	68.0	60.2	70.9	65.4	54.0	48.9	65.1	56.7	29.7	70.7	27.6	40.6	68.8
DON'T KNOW	0.9	1.2	-	-	1.2	1.1	-	-	2.4	-	-	-	-	2.1	-	-	1.1
Net Diff.	-25.9	-20.1	-41.3	1.7	-37.2	-21.5	-41.9	-30.8	-10.5	2.2	-30.2	-13.3	40.6	-43.5	44.8	18.8	-38.7



Table 25 Page 138
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 3

TOTAL	HOW OFTEN WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL							HAVE PARENTS TALKED TO YOU ABOUT THE FOLLOWING					PEOPLE YOUR AGE EMBARRASSED/AFRAID TO TALK WITH PARENTS			DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A...				THOUGHTS OF ALCOHOL CHNGE SINCE COVID	
	OFTEN/SOME-TIMES	Often	Some-times	RARELY/NEVER	Rarely	Never	YES	Alco-hol Abuse	Alco-hol Misuse	Under-age Drnkng	NO/NONE ABOVE	YES	NO	UNSURE	PRO-BLEM	Seri-ous	Minor	NOT A PRO-BLEM	YES	NO	
TotalAnswering	79	46	17	29	33	20	13	48	30	30	35	30	39	19	20	65	39	26	12	23	54
YES	36.6	41.5	34.7	45.5	29.8	30.0	29.5	39.9	47.0	40.0	29.9	31.2	45.0	36.9	19.9	36.4	32.1	42.9	41.1	55.1	29.2
NO	62.5	57.0	61.3	54.5	70.2	70.0	70.5	58.6	50.7	57.7	68.1	68.8	53.2	63.1	80.1	62.5	66.1	57.1	58.9	42.0	70.8
DON'T KNOW	0.9	1.5	4.0	-	-	-	-	1.4	2.3	2.3	2.0	-	1.7	-	-	1.1	1.8	-	-	2.9	-
Net Diff.	-25.9	-15.6	-26.6	-9.1	-40.4	-39.9	-41.1	-18.7	-3.7	-17.7	-38.3	-37.5	-8.2	-26.3	-60.1	-26.1	-34.0	-14.2	-17.8	13.2	-41.5



Table 25 Page 139
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 4

	KNOW SOMEONE YOUR AGE WHO BEGAN DRINKING AS A RESULT OF THE COVID-19 PANDEMIC				HOW OFTEN DO YOU SEE ALCOHOL PRESENT IN THE SOCIAL MEDIA POSTS OF YOUR FRIENDS OR OTHERS AROUND YOUR AGE							FAMILIAR WITH THE RISKS OR CONSEQUENCES ASSOCIATED WITH UNDERAGE DRINKING				KNOW WHERE TO LEARN RISK OF UNDERAGE DRNK		EVER HEARD OF TALK IT OUT NC		EVER VISITED TALK IT OUT NC WEBSITES	
	YES	Began Drink- ing	Drink- More Alcoh	NO, NEITHR	OFTEN/ SOME- TIMES	Often	Some- times	RARELY/ NEVER	Rarely	Never	FAMI- LIAR	Very	Some- what	NOT FAMI- LIAR	YES	NO	YES	NO/ DON'T KNOW	YES	NO/ DON'T KNOW	
Total Answering	79	32	21	11	46	40	16	24	39	24	15	72	44	28	6	75	4	79	-	29	50
YES	36.6	49.1	60.7	28.0	27.9	51.1	62.8	43.4	21.9	17.4	29.1	36.0	34.1	38.9	43.5	36.1	45.5	36.6	-	100.0	-
NO	62.5	48.7	36.0	72.0	72.1	48.9	37.2	56.6	76.3	79.8	70.9	63.1	64.3	61.1	56.5	62.9	54.5	62.5	-	-	98.6
DON'T KNOW	0.9	2.1	3.3	-	-	-	-	-	1.8	2.9	-	0.9	1.6	-	-	0.9	-	0.9	-	-	1.4
Net Diff.	-25.9	0.4	24.7	-44.0	-44.3	2.2	25.5	-13.3	-54.4	-62.4	-41.7	-27.1	-30.2	-22.1	-12.9	-26.8	-9.0	-25.9	-	100.0	-98.6



Table 25 Page 140
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 5

	TOTAL	RACIAL BACKGROUND				RACIAL BACKGROUND:		RACIAL BACKGROUND:		GENDER			EVER TRIED ALCOHOL			EVER TURNED TO ALCOHOL AS A COPING MECHANISM			EVER BEEN CAUGHT BY PARENT/SIBLING DRINKING UNDERAGE		
		WHITE	NON-WHITE	African American	Hispanic/Latino	WHITE	AFRICAN AMERICAN	WHITE	AFRICAN AMERICAN	MALE	FEMALE	OTHER	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW
Total Answering	79	41	37	17	20	25	9	17	8	43	35	-	32	38	5	11	62	2	12	62	2
YES	36.6	32.6	41.0	22.0	59.3	44.4	37.4	15.2	5.6	41.4	30.7	-	39.1	32.4	27.3	63.9	31.1	-	60.0	30.2	33.6
NO	62.5	67.4	57.1	78.0	40.7	55.6	62.6	84.8	94.4	58.6	67.3	-	60.9	67.6	59.2	36.1	67.8	100.0	40.0	68.7	66.4
DON'T KNOW	0.9	-	1.8	-	-	-	-	-	-	-	1.9	-	-	-	13.5	-	1.1	-	-	1.1	-
Net Diff.	-25.9	-34.7	-16.1	-56.0	18.6	-11.2	-25.2	-69.6	-88.8	-17.2	-36.6	-	-21.7	-35.3	-31.9	27.7	-36.7	-100.0	20.0	-38.5	-32.7



NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 1

	TOTAL	AREA								WHAT GRADE ARE YOU IN								HOW OLD ARE YOU			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	6TH- 8TH GRADE	6th Grade	7th Grade	8th Grade	9TH- 12TH GRADE	9th Grade	10th Grade	11th Grade	12th Grade	11-14	15/ OLDER	15/16 Years Old	17/ Older
Total	306	99	88	53	66	13	32	21	138	47	46	45	168	40	42	43	43	151	155	85	70
YES	14.5	18.0	18.5	1.5	14.5	30.9	17.1	-	7.3	2.7	7.4	12.0	20.4	9.3	16.6	31.8	23.1	6.7	22.0	20.2	24.3
NO	85.5	82.0	81.5	98.5	85.5	69.1	82.9	100.0	92.7	97.3	92.6	88.0	79.6	90.7	83.4	68.2	76.9	93.3	78.0	79.8	75.7
PREFER NOT TO SAY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-71.0	-64.1	-63.1	-96.9	-71.1	-38.1	-65.8	-100.0	-85.3	-94.6	-85.2	-75.9	-59.2	-81.4	-66.8	-36.4	-53.8	-86.5	-55.9	-59.7	-51.4



Table 26 Page 142
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 2

	TOTAL		KNOW PEOPLE YOUR AGE TALK ABOUT ALCOHOL		PEOPLE YOUR AGE THINK DRINKING IS..		KNOW PEOPLE YOUR AGE WHO TRIED ALCOHOL		AGE MOST OF THEM FIRST TRY DRINKING		HOW OFTEN DO THEY DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR FRIENDS TO START DRINKING		
	YES	NO	OKAY TO DRINK	NOT OKAY	YES	NO	14/ YOUNG- ER	15/ OLDER	REGUL- ARLY	Daily	Weekly	Month- ly	Rare/ Spec. Occasn	14 YOUNGR	15-17 OLD	18 OLDER	
Total	306	185	121	97	208	206	96	133	73	75	8	38	29	129	15	31	260
YES	14.5	17.9	9.4	16.7	13.6	16.5	10.8	12.6	23.7	21.0	26.0	24.3	15.2	13.2	15.1	2.7	15.9
NO	85.5	82.1	90.6	83.3	86.4	83.5	89.2	87.4	76.3	79.0	74.0	75.7	84.8	86.8	84.9	97.3	84.1
PREFER NOT TO SAY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-71.0	-64.3	-81.3	-66.6	-72.9	-67.0	-78.3	-74.9	-52.6	-58.0	-48.0	-51.4	-69.5	-73.6	-69.7	-94.5	-68.3



Table 26 Page 143
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 3

TOTAL	HOW OFTEN WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL						HAVE PARENTS TALKED TO YOU ABOUT THE FOLLOWING				PEOPLE YOUR AGE EMBARRASSED/AFRAID TO TALK WITH PARENTS			DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A...			THOUGHTS OF ALCOHOL CHNGE SINCE COVID				
	OFTEN/SOME-TIMES	Often	Some-times	RARELY/NEVER	Rarely	Never	YES	Alco-hol Abuse	Alco-hol Misuse	Under-age Drnkng	NO/NONE ABOVE	YES	NO	UNSURE	PRO-BLEM	Seri-ous	Minor	NOT A PRO-BLEM	YES	NO	
Total	306	159	42	116	147	84	62	172	92	97	130	134	150	60	97	258	153	104	47	53	251
YES	14.5	13.5	10.5	14.6	15.6	16.0	15.0	16.0	19.2	16.9	15.5	12.6	15.3	19.4	10.2	15.3	17.1	12.6	8.0	24.0	12.2
NO	85.5	86.5	89.5	85.4	84.4	84.0	85.0	84.0	80.8	83.1	84.5	87.4	84.7	80.6	89.8	84.7	82.9	87.4	92.0	76.0	87.8
PREFER NOT TO SAY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-71.0	-72.9	-79.0	-70.7	-68.8	-67.9	-70.0	-68.0	-61.6	-66.2	-69.1	-74.8	-69.3	-61.2	-79.7	-69.4	-65.8	-74.8	-84.1	-52.1	-75.5



Table 26 Page 144
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 4

	TOTAL KNOW SOMEONE YOUR AGE WHO				HOW OFTEN DO YOU SEE ALCOHOL PRESENT							FAMILIAR WITH THE RISKS OR				KNOW WHERE TO		EVER HEARD		EVER VISITED	
	BEGAN DRINKING AS A RESULT				IN THE SOCIAL MEDIA POSTS OF YOUR							CONSEQUENCES ASSOCIATED				LEARN RISK OF		OF TALK IT		TALK IT OUT	
	OF THE COVID-19 PANDEMIC				FRIENDS OR OTHERS AROUND YOUR AGE							WITH UNDERAGE DRINKING				UNDERAGE DRNK		OUT NC		NC WEBSITES	
	YES	Began	Drink	NO,	OFTEN/	Often	Some-	RARELY	Rarely	Never	FAMI-	Very	Some-	NOT	YES	NO	YES	NO/	YES	NO/	
	ing	Alcohol	NEITHR	SOME-	TIMES		times	/NEVER			LIAR		what	FAMI-				DON'T		DON'T	
														LIAR				KNOW		KNOW	
Total	306	82	45	37	224	125	35	90	181	95	86	253	136	117	53	225	81	79	227	29	50
YES	14.5	21.7	18.4	25.6	11.9	16.9	28.5	12.4	12.8	10.6	15.3	14.5	18.9	9.5	14.4	16.2	9.8	24.9	10.9	40.4	16.0
NO	85.5	78.3	81.6	74.4	88.1	83.1	71.5	87.6	87.2	89.4	84.7	85.5	81.1	90.5	85.6	83.8	90.2	75.1	89.1	59.6	84.0
PREFER NOT TO SAY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-71.0	-56.7	-63.2	-48.8	-76.3	-66.1	-43.1	-75.2	-74.3	-78.8	-69.4	-70.9	-62.2	-81.1	-71.1	-67.6	-80.3	-50.2	-78.2	-19.3	-68.0



Table 26 Page 145
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

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

BANNER 5

	TOTAL	RACIAL BACKGROUND					RACIAL BACKGROUND:		RACIAL BACKGROUND:		GENDER	EVER TRIED ALCOHOL			EVER TURNED TO ALCOHOL AS A COPING MECHANISM			EVER BEEN CAUGHT BY PARENT/SIBLING DRINKING UNDERAGE			
		WHITE	NON-WHITE	African American	Hispanic/Latino	Other	MALE	FEMALE	OTHER	YES		NO	DON'T KNOW	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW		
																				WHITE	AFRICAN AMERICAN
Total	306	176	130	67	44	93	22	83	45	152	151	4	105	161	16	26	245	10	24	248	9
YES	14.5	-	34.1	-	100.0	-	-	-	-	16.8	12.5	-	20.1	11.9	13.1	40.5	13.0	-	33.1	13.2	18.9
NO	85.5	100.0	65.9	100.0	-	100.0	100.0	100.0	100.0	83.2	87.5	100.0	79.9	88.1	86.9	59.5	87.0	100.0	66.9	86.8	81.1
PREFER NOT TO SAY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Diff.	-71.0	-100.0	-31.8	-100.0	100.0	-100.0	-100.0	-100.0	-100.0	-66.4	-75.0	-100.0	-59.7	-76.2	-73.8	-18.9	-74.0	-100.0	-33.8	-73.6	-62.1



NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

28. WHAT IS YOUR GENDER?

BANNER 1

	TOTAL	AREA							WHAT GRADE ARE YOU IN							HOW OLD ARE YOU					
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS- BORO DMA	REST OF STATE	Wilmin- gton DMA	East DMAs	West DMAs	6TH- 8TH GRADE	6th Grade	7th Grade	8th Grade	9TH- 12TH GRADE	9th Grade	10th Grade	11th Grade	12th Grade	11-14	15/ OLDER	15/16 Years Old	17/ Older
Total	306	99	88	53	66	13	32	21	138	47	46	45	168	40	42	43	43	151	155	85	70
MALE	49.5	39.8	55.5	50.5	55.5	73.2	50.3	52.6	54.8	54.7	50.9	58.8	45.2	45.6	57.7	38.8	39.3	54.4	44.8	47.5	41.5
FEMALE	49.3	60.2	41.4	49.5	43.3	20.5	49.7	47.4	44.6	45.3	47.4	41.2	53.1	54.4	42.3	55.5	59.9	45.1	53.4	49.6	58.0
OTHER	1.2	-	3.1	-	1.2	6.3	-	-	0.6	-	1.8	-	1.6	-	-	5.7	0.8	0.5	1.8	2.8	0.5



Table 28 Page 152
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

28. WHAT IS YOUR GENDER?

BANNER 2

	TOTAL KNOW PEOPLE PEOPLE YOUR KNOW PEOPLE AGE MOST OF HOW OFTEN DO THEY DRINK ALCOHOL AGE APPROPRIATE FOR																
	YOUR AGE TALK	AGE THINK	YOUR AGE WHO	THEM FIRST									YOUR FRIENDS TO				
	ABOUT ALCOHOL	DRINKING IS..	TRIED ALCOHOL	TRY DRINKING									START DRINKING				
	YES	NO	OKAY	NOT	YES	NO	14/	15/	REGUL-	Daily	Weekly	Month-	Rare/	14	15-17	18	
							YOUNG-	OLDER	ARLY			ly	Spec.	YEARS/	YEARS	YEARS/	
			DRINK				ER						Occasn	YOUNGR	OLD	OLDER	
Total	306	185	121	97	208	206	96	133	73	75	8	38	29	129	15	31	260
MALE	49.5	47.7	52.3	52.8	48.3	48.6	51.2	53.3	40.1	57.9	71.8	58.4	53.5	43.6	50.1	58.5	48.4
FEMALE	49.3	50.3	47.7	46.4	50.3	49.8	48.5	44.3	59.9	41.0	28.2	41.6	43.7	54.5	49.9	41.5	50.2
OTHER	1.2	1.9	-	0.8	1.3	1.6	0.4	2.4	-	1.1	-	-	2.8	1.9	-	-	1.4



Table 28 Page 153
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

28. WHAT IS YOUR GENDER?

BANNER 3

	HOW OFTEN WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL						HAVE PARENTS TALKED TO YOU ABOUT THE FOLLOWING					PEOPLE YOUR AGE EMBARRASSED/AFRAID TO TALK WITH PARENTS			DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A...			THOUGHTS OF ALCOHOL CHNGE SINCE COVID			
	OFTEN/SOME-TIMES	Often	Some-times	RARELY/NEVER	Rarely	Never	YES	Alco-hol Abuse	Alco-hol Misuse	Under-age Drnkng	NO/NONE ABOVE	YES	NO	UNSURE	PRO-BLEM	Seri-ous	Minor	NOT A PRO-BLEM	YES	NO	
Total	306	159	42	116	147	84	62	172	92	97	130	134	150	60	97	258	153	104	47	53	251
MALE	49.5	50.6	52.4	50.0	48.6	51.2	45.0	50.1	51.0	51.2	43.6	48.8	52.7	44.7	47.7	46.7	41.8	53.9	66.5	62.5	46.8
FEMALE	49.3	47.6	47.6	47.6	50.9	47.9	55.0	48.0	46.3	48.8	55.8	51.0	45.7	54.7	51.5	52.1	57.7	43.8	32.7	36.9	51.9
OTHER	1.2	1.7	-	2.4	0.6	1.0	-	1.9	2.6	-	0.6	0.3	1.6	0.6	0.8	1.3	0.5	2.3	0.7	0.6	1.3



Table 28 Page 154
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

28. WHAT IS YOUR GENDER?

BANNER 4

	TOTAL KNOW SOMEONE YOUR AGE WHO				HOW OFTEN DO YOU SEE ALCOHOL PRESENT							FAMILIAR WITH THE RISKS OR				KNOW WHERE TO		EVER HEARD		EVER VISITED	
	BEGAN DRINKING AS A RESULT				IN THE SOCIAL MEDIA POSTS OF YOUR							CONSEQUENCES ASSOCIATED				LEARN RISK OF		OF TALK IT		TALK IT OUT	
	OF THE COVID-19 PANDEMIC				FRIENDS OR OTHERS AROUND YOUR AGE							WITH UNDERAGE DRINKING				UNDERAGE DRNK		OUT NC		NC WEBSITES	
	YES	Began	Drink	NO,	OFTEN/	Often	Some-	RARELY	Rarely	Never	FAMI-	Very	Some-	NOT	YES	NO	YES	NO/	YES	NO/	
	Drink-	More	NEITHR	SOME-		times	/NEVER				LIAR		what	FAMI-				DON'T		DON'T	
	ing	Alcohol		TIMES									LIAR					KNOW		KNOW	
Total	306	82	45	37	224	125	35	90	181	95	86	253	136	117	53	225	81	79	227	29	50
MALE	49.5	54.4	60.1	47.6	47.8	50.7	48.1	51.7	48.8	47.3	50.3	49.7	44.8	55.5	49.3	48.5	52.3	55.0	47.6	62.2	50.9
FEMALE	49.3	41.7	38.1	45.9	52.1	46.7	45.0	47.4	51.1	52.7	49.3	49.3	53.5	44.5	48.5	50.0	47.3	45.0	50.8	37.8	49.1
OTHER	1.2	3.9	1.8	6.5	0.2	2.6	6.9	0.9	0.2	-	0.4	1.0	1.8	-	2.2	1.4	0.4	-	1.6	-	-



Table 28 Page 155
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

28. WHAT IS YOUR GENDER?

BANNER 5

TOTAL	RACIAL BACKGROUND					RACIAL BACKGROUND:		RACIAL BACKGROUND:		GENDER	EVER TRIED ALCOHOL			EVER TURNED TO ALCOHOL AS A COPING MECHANISM			EVER BEEN CAUGHT BY PARENT/SIBLING DRINKING UNDERAGE				
	WHITE	NON-WHITE	African American	Hispanic/Latino	Other	MALE	FEMALE	MALE	FEMALE		YES	NO	DON'T KNOW	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW		
Total	306	176	130	67	44	93	22	83	45	152	151	4	105	161	16	26	245	10	24	248	9
MALE	49.5	53.1	44.7	32.3	57.4	100.0	100.0	-	-	100.0	-	-	51.6	53.8	36.1	53.3	52.0	48.8	53.1	51.3	70.5
FEMALE	49.3	46.9	52.5	66.5	42.6	-	-	100.0	100.0	-	100.0	-	48.4	45.7	46.1	43.6	47.0	48.0	46.9	47.4	25.6
OTHER	1.2	-	2.7	1.2	-	-	-	-	-	-	-	100.0	-	0.5	17.8	3.2	1.0	3.2	-	1.3	3.9



Table 29 Page 156
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

29. HAVE YOU EVER TRIED ALCOHOL LIKE BEER, WINE, WINE COOLERS AND/OR LIQUOR?

BANNER 1

	TOTAL	AREA								WHAT GRADE ARE YOU IN								HOW OLD ARE YOU			
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	6TH- 8TH GRADE	6th Grade	7th Grade	8th Grade	9TH- 12TH GRADE	9th Grade	10th Grade	11th Grade	12th Grade	11-14	15/ OLDER	15/16 Years	17/ Older
Total	281	89	85	48	59	11	28	21	125	43	38	44	155	35	40	42	38	138	143	78	65
YES	37.3	38.4	41.2	22.3	42.0	65.9	46.3	23.2	24.8	16.8	21.1	35.7	47.4	60.5	35.6	36.3	59.8	28.2	46.1	39.0	54.5
NO	57.2	55.6	50.8	73.1	55.9	34.1	53.7	70.9	73.2	83.2	72.1	64.3	44.3	33.2	54.1	51.7	36.1	69.9	44.9	49.5	39.3
DON'T KNOW	5.5	6.0	8.0	4.6	2.0	-	-	5.9	2.1	-	6.8	-	8.3	6.3	10.3	12.0	4.1	1.9	9.1	11.5	6.1
Net Diff.	-19.9	-17.2	-9.6	-50.8	-13.9	31.8	-7.4	-47.7	-48.4	-66.4	-51.0	-28.6	3.0	27.3	-18.5	-15.4	23.8	-41.7	1.2	-10.5	15.2



Table 29 Page 157
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

29. HAVE YOU EVER TRIED ALCOHOL LIKE BEER, WINE, WINE COOLERS AND/OR LIQUOR?

BANNER 2

	TOTAL		KNOW PEOPLE YOUR AGE TALK ABOUT ALCOHOL		PEOPLE YOUR AGE THINK DRINKING IS..		KNOW PEOPLE YOUR AGE WHO TRIED ALCOHOL		AGE MOST OF THEM FIRST TRY DRINKING		HOW OFTEN DO THEY DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR FRIENDS TO START DRINKING		
	YES	NO	OKAY TO DRINK	NOT OKAY	YES	NO	14/ YOUNG- ER	15/ OLDER	REGUL- ARLY	Daily	Weekly	Month- ly	Rare/ Spec. Occasn	14 YOUNGR	15-17 OLD	18 OLDER	
Total	281	175	106	88	192	191	87	126	65	69	6	36	27	123	14	27	240
YES	37.3	51.4	13.9	54.7	29.2	48.2	14.2	47.9	48.8	54.9	27.3	56.7	58.3	44.5	58.8	62.2	33.3
NO	57.2	44.8	77.7	43.2	63.6	47.7	77.0	47.3	48.3	41.3	51.1	39.4	41.7	51.2	33.6	25.2	62.1
DON'T KNOW	5.5	3.8	8.4	2.0	7.1	4.1	8.9	4.7	2.9	3.8	21.5	3.9	-	4.3	7.6	12.6	4.6
Net Diff.	-19.9	6.6	-63.9	11.5	-34.4	0.6	-62.8	0.6	0.5	13.6	-23.8	17.3	16.5	-6.7	25.2	37.1	-28.9



Table 29 Page 158
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

29. HAVE YOU EVER TRIED ALCOHOL LIKE BEER, WINE, WINE COOLERS AND/OR LIQUOR?

BANNER 3

TOTAL	HOW OFTEN WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL						HAVE PARENTS TALKED TO YOU ABOUT THE FOLLOWING					PEOPLE YOUR AGE EMBARRASSED/AFRAID TO TALK WITH PARENTS			DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A...			THOUGHTS OF ALCOHOL CHNGE SINCE COVID			
	OFTEN/SOME-TIMES	Often	Some-times	RARELY/NEVER	Rarely	Never	YES	Alco-hol Abuse	Alco-hol Misuse	Under-age Drnkng	NO/NONE ABOVE	YES	NO	UNSURE	PRO-BLEM	Seri-ous	Minor	NOT A PRO-BLEM	YES	NO	
Total	281	148	42	106	132	73	59	158	88	88	118	122	134	57	90	236	141	95	43	50	229
YES	37.3	36.4	34.6	37.1	38.4	45.3	29.7	37.0	36.6	34.2	39.3	37.6	41.4	37.6	30.9	37.4	30.7	47.3	37.7	51.9	34.0
NO	57.2	59.1	57.6	59.6	54.9	49.9	61.1	60.1	58.2	63.4	59.0	53.4	53.6	57.6	62.3	59.5	67.5	47.7	43.3	39.2	61.2
DON'T KNOW	5.5	4.5	7.8	3.2	6.7	4.7	9.1	2.8	5.1	2.3	1.8	9.0	5.0	4.9	6.8	3.1	1.9	4.9	19.0	8.9	4.8
Net Diff.	-19.9	-22.6	-22.9	-22.5	-16.5	-4.6	-31.4	-23.1	-21.6	-29.2	-19.7	-15.8	-12.2	-20.0	-31.4	-22.1	-36.8	-0.4	-5.6	12.8	-27.2



Table 29 Page 159
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

29. HAVE YOU EVER TRIED ALCOHOL LIKE BEER, WINE, WINE COOLERS AND/OR LIQUOR?

BANNER 4

	TOTAL KNOW SOMEONE YOUR AGE WHO				HOW OFTEN DO YOU SEE ALCOHOL PRESENT							FAMILIAR WITH THE RISKS OR				KNOW WHERE TO		EVER HEARD		EVER VISITED	
	BEGAN DRINKING AS A RESULT				IN THE SOCIAL MEDIA POSTS OF YOUR							CONSEQUENCES ASSOCIATED				LEARN RISK OF		OF TALK IT		TALK IT OUT	
	OF THE COVID-19 PANDEMIC				FRIENDS OR OTHERS AROUND YOUR AGE							WITH UNDERAGE DRINKING				UNDERAGE DRNK		OUT NC		NC WEBSITES	
	YES	Began	Drink	NO,	OFTEN/	Often	Some-	RARELY	Rarely	Never	FAMI-	Very	Some-	NOT	YES	NO	YES	NO/	YES	NO/	
	Drink-	More	NEITHR	SOME-		times	/NEVER				LIAR		what	FAMI-				DON'T		DON'T	
	ing	Alcohol		TIMES										LIAR				KNOW		KNOW	
Total	281	79	43	36	202	116	35	81	165	89	76	233	128	105	47	208	72	76	205	26	49
YES	37.3	56.9	56.1	57.8	29.6	47.8	42.4	50.2	29.9	29.9	29.9	36.4	38.6	33.8	40.7	37.1	37.9	42.6	35.3	47.7	39.8
NO	57.2	37.4	39.0	35.6	64.9	47.0	46.8	47.1	64.3	66.1	62.3	60.0	58.0	62.4	44.0	57.8	55.4	50.7	59.6	47.0	52.7
DON'T KNOW	5.5	5.7	4.9	6.6	5.5	5.2	10.9	2.7	5.8	4.0	7.8	3.6	3.4	3.8	15.3	5.1	6.7	6.7	5.1	5.2	7.5
Net Diff.	-19.9	19.4	17.1	22.2	-35.3	0.8	-4.4	3.1	-34.5	-36.2	-32.4	-23.6	-19.5	-28.6	-3.3	-20.8	-17.4	-8.2	-24.3	0.7	-12.9



Table 29 Page 160
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

29. HAVE YOU EVER TRIED ALCOHOL LIKE BEER, WINE, WINE COOLERS AND/OR LIQUOR?

BANNER 5

	TOTAL	RACIAL BACKGROUND					RACIAL BACKGROUND:		RACIAL BACKGROUND:		GENDER	EVER TRIED ALCOHOL			EVER TURNED TO ALCOHOL AS A COPING MECHANISM			EVER BEEN CAUGHT BY PARENT/SIBLING DRINKING UNDERAGE			
		WHITE	NON-WHITE	African American	Hispanic/Latino	Other	MALE	FEMALE	OTHER	YES		NO	DON'T KNOW	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW		
																				WHITE	AFRICAN AMERICAN
Total	281	160	120	61	42	88	22	72	38	146	131	4	105	161	16	26	245	10	24	248	9
YES	37.3	37.1	37.6	31.5	50.0	35.3	22.6	39.3	37.2	37.0	38.6	-	100.0	-	-	96.8	31.3	31.6	94.9	32.2	26.4
NO	57.2	59.9	53.7	60.1	45.2	59.1	77.4	60.7	49.5	59.2	55.9	22.7	-	100.0	-	3.2	65.3	-	-	63.9	18.9
DON'T KNOW	5.5	3.1	8.8	8.4	4.8	5.6	-	-	13.4	3.8	5.5	77.3	-	-	100.0	-	3.4	68.4	5.1	3.8	54.7
Net Diff.	-19.9	-22.8	-16.1	-28.7	4.8	-23.8	-54.7	-21.5	-12.3	-22.2	-17.3	-22.7	100.0	-100.0	-	93.7	-34.0	31.6	94.9	-31.7	7.5



Table 30 Page 161
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

30. HOW DID YOU GET ACCESS TO ALCOHOL?

BANNER 1

	TOTAL	AREA							WHAT GRADE ARE YOU IN							HOW OLD ARE YOU					
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	6TH- 8TH GRADE	6th Grade	7th Grade	8th Grade	9TH- 12TH GRADE	9th Grade	10th Grade	11th Grade	12th Grade	11-14	15/ OLDER	15/16 Years Old	17/ Older
Total	105	34	35	11	25	7	13	5	31	7	8	16	74	21	14	15	23	39	66	30	35
AT HOME	48.2	48.5	48.2	37.7	52.1	68.8	47.0	39.8	35.7	15.8	76.9	24.1	53.4	48.6	55.7	63.0	50.0	38.5	53.9	52.0	55.5
BROTHER OR SISTER	10.8	19.9	4.8	5.1	9.1	-	17.9	-	7.1	14.4	14.7	-	12.4	8.2	-	8.3	26.6	5.7	13.8	5.6	20.9
FRIEND	39.0	35.7	40.5	23.7	48.1	20.0	49.6	88.2	32.2	35.1	22.7	35.6	41.9	49.6	37.0	42.5	37.6	42.5	37.0	30.4	42.7
STORE	11.3	5.4	17.9	27.0	3.5	5.2	3.9	-	12.9	-	14.2	18.2	10.6	-	16.3	8.3	18.3	10.3	11.9	7.7	15.5
OTHER	12.0	15.5	19.4	-	1.8	-	3.5	-	11.2	15.5	-	15.0	12.3	-	15.8	27.9	11.0	5.8	15.6	16.1	15.2
DON'T KNOW	5.6	1.7	6.0	13.6	6.8	6.0	9.9	-	9.7	26.1	-	7.2	3.8	6.0	-	-	6.7	7.8	4.3	4.1	4.4



Table 30 Page 162
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

30. HOW DID YOU GET ACCESS TO ALCOHOL?

BANNER 2

	TOTAL		KNOW PEOPLE PEOPLE YOUR KNOW PEOPLE AGE MOST OF HOW OFTEN DO THEY DRINK ALCOHOL AGE APPROPRIATE FOR				YOUR FRIENDS TO											
	YOUR AGE TALK AGE THINK YOUR AGE WHO THEM FIRST		ABOUT ALCOHOL DRINKING IS.. TRIED ALCOHOL TRY DRINKING				START DRINKING											
	YES	NO	OKAY	NOT	YES	NO	14/	15/	REGUL-	Daily	Weekly	Month-	Rare/	14	15-17	18		
			TO	OKAY			YOUNG-	OLDER	ARLY			ly	Spec.	YEARS/	YEARS	YEARS/		
			DRINK				ER						Occasn	YOUNGR	OLD	OLDER		
Total	105	90	15	48	56	92	12	60	32	38	2	20	16	55	8	17	80	
AT HOME	48.2	46.7	57.4	58.6	39.2	50.3	31.9	51.9	47.4	46.4	74.6	61.3	24.5	53.0	28.3	77.1	44.1	
BROTHER OR SISTER	10.8	12.6	-	12.4	9.4	10.4	14.0	7.7	15.5	12.7	42.2	12.1	10.7	8.8	14.5	11.6	10.3	
FRIEND	39.0	44.3	6.5	43.6	35.1	43.5	5.3	42.9	44.7	50.8	42.2	54.4	46.9	38.6	51.7	58.7	33.6	
STORE	11.3	12.6	3.3	18.1	5.4	12.3	4.0	13.4	10.1	22.5	67.7	14.4	28.6	5.2	64.1	11.6	5.9	
OTHER	12.0	11.9	12.2	6.7	16.5	11.0	19.3	11.7	9.7	7.4	-	10.8	3.7	13.5	-	7.5	14.1	
DON'T KNOW	5.6	3.1	20.6	3.2	7.6	2.9	25.6	1.6	5.4	1.4	-	2.5	-	4.0	-	-	7.3	



Table 30 Page 163
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

30. HOW DID YOU GET ACCESS TO ALCOHOL?

BANNER 3

	HOW OFTEN WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL						HAVE PARENTS TALKED TO YOU ABOUT THE FOLLOWING				PEOPLE YOUR AGE EMBARRASSED/AFRAID TO TALK WITH PARENTS			DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A...			THOUGHTS OF ALCOHOL CHNGE SINCE COVID				
	OFTEN/SOME-TIMES	Often	Some-times	RARELY/NEVER	Rarely	Never	YES	Alco-hol Abuse	Alco-hol Misuse	Under-age Drnkng	NO/NONE ABOVE	YES	NO	UNSURE	PRO-BLEM	Seri-ous	Minor	NOT A PRO-BLEM	YES	NO	
Total	105	54	15	39	51	33	17	59	32	30	46	46	56	21	28	88	43	45	16	26	78
AT HOME	48.2	54.4	32.0	62.7	41.5	38.9	46.5	45.0	49.7	53.1	40.7	52.2	51.4	49.3	40.9	50.2	48.7	51.6	37.2	46.2	48.2
BROTHER OR SISTER	10.8	8.9	13.2	7.3	12.8	10.9	16.5	10.1	6.0	7.3	11.4	11.7	11.4	4.8	14.2	10.3	6.7	13.7	13.7	15.0	9.5
FRIEND	39.0	44.4	72.6	34.1	33.3	28.8	41.9	48.0	54.7	39.4	46.4	27.6	46.8	31.2	29.6	41.0	39.5	42.6	28.1	34.6	41.0
STORE	11.3	11.3	15.6	9.7	11.3	15.7	2.8	13.3	21.0	15.1	11.9	8.8	20.4	-	1.8	9.6	10.4	8.8	20.8	34.3	3.8
OTHER	12.0	6.2	8.7	5.3	18.1	20.7	13.0	11.2	13.8	9.6	13.0	12.9	8.3	10.3	20.7	12.2	15.9	8.8	10.5	6.3	14.0
DON'T KNOW	5.6	-	-	-	11.5	12.6	9.4	2.5	-	4.8	3.1	9.5	4.3	14.0	1.6	5.5	3.7	7.3	5.9	4.9	5.9



Table 30 Page 164
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

30. HOW DID YOU GET ACCESS TO ALCOHOL?

BANNER 4

	KNOW SOMEONE YOUR AGE WHO BEGAN DRINKING AS A RESULT OF THE COVID-19 PANDEMIC				HOW OFTEN DO YOU SEE ALCOHOL PRESENT IN THE SOCIAL MEDIA POSTS OF YOUR FRIENDS OR OTHERS AROUND YOUR AGE							FAMILIAR WITH THE RISKS OR CONSEQUENCES ASSOCIATED WITH UNDERAGE DRINKING				KNOW WHERE TO LEARN RISK OF UNDERAGE DRNK		EVER HEARD OF TALK IT OUT NC		EVER VISITED TALK IT OUT NC WEBSITES	
	YES	Began Drink- ing	Drink- More Alcoh	NO, NEITHR	OFTEN/ SOME- TIMES	Often	Some- times	RARELY /NEVER	Rarely	Never	FAMI- LIAR	Very	Some- what	NOT FAMI- LIAR	YES	NO	YES	NO/ DON'T KNOW	YES	NO/ DON'T KNOW	
Total	105	45	24	21	60	55	15	40	49	26	23	85	49	36	19	77	27	32	72	13	20
AT HOME	48.2	40.5	36.3	45.3	53.9	49.6	46.2	50.8	46.6	50.0	42.6	50.2	50.4	49.9	40.7	47.6	49.6	26.7	57.7	13.6	35.1
BROTHER OR SISTER	10.8	9.0	5.0	13.6	12.2	12.5	15.9	11.3	8.9	8.2	9.7	8.2	9.3	6.5	22.8	11.8	8.1	8.4	11.9	13.1	5.4
FRIEND	39.0	53.2	52.7	53.7	28.4	47.0	47.7	46.7	30.2	48.0	9.4	42.4	47.9	34.8	25.3	42.4	29.6	48.1	35.0	39.7	53.4
STORE	11.3	23.7	25.9	21.2	2.0	19.8	30.9	15.7	1.8	1.5	2.2	12.3	9.7	15.9	7.2	13.4	5.5	22.4	6.3	48.0	5.9
OTHER	12.0	6.3	4.0	8.8	16.3	7.0	15.5	3.9	17.6	6.5	30.5	10.6	12.2	8.3	15.5	14.8	3.9	10.5	12.6	12.6	9.2
DON'T KNOW	5.6	1.1	2.1	-	8.9	0.9	3.4	-	10.8	7.1	15.0	2.6	0.9	4.8	19.0	2.7	13.6	6.5	5.2	-	10.6



Table 30 Page 165
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

30. HOW DID YOU GET ACCESS TO ALCOHOL?

BANNER 5

	TOTAL	RACIAL BACKGROUND					RACIAL BACKGROUND:		RACIAL BACKGROUND:		GENDER	EVER TRIED ALCOHOL			EVER TURNED TO ALCOHOL AS A COPING MECHANISM			EVER BEEN CAUGHT BY PARENT/SIBLING DRINKING UNDERAGE			
		WHITE	NON-WHITE	African American	Hispanic/Latino	Other	MALE	FEMALE	OTHER	YES		NO	DON'T KNOW	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW		
																				WHITE	AFRICAN AMERICAN
Total	105	59	45	19	21	31	5	28	14	54	51	-	105	-	-	25	76	3	22	80	2
AT HOME	48.2	49.3	46.7	51.0	37.4	44.7	20.4	54.3	61.6	48.0	48.4	-	48.2	-	-	49.5	49.8	-	45.7	49.5	25.4
BROTHER OR SISTER	10.8	12.1	9.0	10.6	5.4	13.3	10.2	10.8	10.8	10.8	10.8	-	10.8	-	-	8.7	9.7	51.8	17.4	7.1	74.6
FRIEND	39.0	36.4	42.5	52.4	36.1	41.3	79.6	31.0	42.9	42.7	35.1	-	39.0	-	-	63.8	30.6	48.2	64.3	33.1	-
STORE	11.3	9.0	14.3	2.7	28.4	9.2	-	8.7	3.6	13.3	9.1	-	11.3	-	-	33.3	4.6	-	29.6	6.5	-
OTHER	12.0	9.0	15.9	10.5	24.6	5.4	-	12.9	14.2	5.7	18.7	-	12.0	-	-	7.2	14.0	-	8.0	13.4	-
DON'T KNOW	5.6	6.9	3.8	2.4	6.0	4.6	-	9.5	3.2	5.0	6.2	-	5.6	-	-	-	7.6	-	-	7.3	-



Table 31 Page 166
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

31. HAVE YOU EVER TURNED TO ALCOHOL TO FEEL BETTER AS A COPING MECHANISM?

BANNER 1

	TOTAL	AREA							WHAT GRADE ARE YOU IN							HOW OLD ARE YOU					
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	6TH- 8TH GRADE	6th Grade	7th Grade	8th Grade	9TH- 12TH GRADE	9th Grade	10th Grade	11th Grade	12th Grade	11-14	15/ OLDER	15/16 Years Old	17/ Older
Total	281	89	85	48	59	11	28	21	125	43	38	44	155	35	40	42	38	138	143	78	65
YES	9.1	3.7	10.1	3.7	20.2	27.3	22.3	13.5	2.9	2.2	6.9	-	14.2	19.5	14.4	8.2	15.7	4.6	13.5	12.6	14.6
NO	87.1	91.2	86.9	91.7	77.8	72.7	77.7	80.6	96.3	97.8	90.4	100.0	79.7	69.3	75.7	88.9	83.4	94.7	79.8	78.8	81.1
DON'T KNOW	3.7	5.1	3.0	4.6	2.0	-	-	5.9	0.8	-	2.7	-	6.1	11.2	9.9	2.9	0.9	0.7	6.6	8.6	4.2
Net Diff.	-78.0	-87.5	-76.8	-88.0	-57.6	-45.3	-55.4	-67.1	-93.5	-95.6	-83.4	-100.0	-65.5	-49.8	-61.3	-80.7	-67.7	-90.1	-66.3	-66.1	-66.5



Table 31 Page 167
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

31. HAVE YOU EVER TURNED TO ALCOHOL TO FEEL BETTER AS A COPING MECHANISM?

BANNER 2

	TOTAL		KNOW PEOPLE YOUR AGE TALK		PEOPLE YOUR AGE THINK		KNOW PEOPLE YOUR AGE WHO		AGE MOST OF THEM FIRST		HOW OFTEN DO THEY DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR FRIENDS TO START DRINKING		
	YES	NO	OKAY TO DRINK	NOT OKAY	YES	NO	14/ YOUNG- ER	15/ OLDER	REGUL- ARLY	Daily	Weekly	Month- ly	Rare/ Spec. Occasn	14 YEARS/ YOUNGR	15-17 YEARS OLD	18 YEARS/ OLDER	
Total	281	175	106	88	192	191	87	126	65	69	6	36	27	123	14	27	240
YES	9.1	12.6	3.3	17.6	5.2	11.3	4.6	9.9	14.1	17.8	27.3	11.6	24.0	7.7	29.4	4.7	8.5
NO	87.1	84.6	91.3	79.2	90.8	87.2	86.6	90.1	81.6	78.1	51.1	88.4	70.1	92.3	63.1	76.8	89.7
DON'T KNOW	3.7	2.8	5.3	3.2	4.0	1.5	8.9	-	4.3	4.1	21.5	-	5.9	-	7.6	18.5	1.9
Net Diff.	-78.0	-72.0	-88.0	-61.6	-85.5	-75.9	-82.0	-80.3	-67.4	-60.4	-23.8	-76.9	-46.1	-84.5	-33.7	-72.1	-81.2



Table 31 Page 168
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

31. HAVE YOU EVER TURNED TO ALCOHOL TO FEEL BETTER AS A COPING MECHANISM?

BANNER 3

	TOTAL	HOW OFTEN WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL					HAVE PARENTS TALKED TO YOU ABOUT THE FOLLOWING					PEOPLE YOUR AGE EMBARRASSED/AFRAID TO TALK WITH PARENTS			DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A...			THOUGHTS OF ALCOHOL CHNGE SINCE COVID			
		OFTEN/SOME-TIMES	Often	Some-times	RARELY/NEVER	Rarely	Never	YES	Alco-hol Abuse	Alco-hol Misuse	Under-age Drnkng	NO/NONE ABOVE	YES	NO	UNSURE	PRO-BLEM	Seri-ous	Minor	NOT A PRO-BLEM	YES	NO
Total	281	148	42	106	132	73	59	158	88	88	118	122	134	57	90	236	141	95	43	50	229
YES	9.1	12.5	19.0	9.9	5.4	6.5	4.1	12.9	15.4	10.8	10.6	4.2	16.2	2.9	2.5	10.2	11.0	9.1	3.4	23.5	5.7
NO	87.1	85.4	78.1	88.2	89.0	90.2	87.5	87.1	84.6	89.2	89.4	87.2	82.1	92.3	91.3	88.6	89.0	88.0	78.7	69.0	91.4
DON'T KNOW	3.7	2.1	2.9	1.8	5.6	3.3	8.4	-	-	-	-	8.6	1.6	4.9	6.2	1.2	-	2.9	17.9	7.5	2.9
Net Diff.	-78.0	-72.9	-59.2	-78.3	-83.6	-83.7	-83.5	-74.2	-69.2	-78.4	-78.7	-82.9	-65.9	-89.4	-88.8	-78.4	-78.0	-79.0	-75.3	-45.4	-85.7



Table 31 Page 169
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

31. HAVE YOU EVER TURNED TO ALCOHOL TO FEEL BETTER AS A COPING MECHANISM?

BANNER 4

	TOTAL KNOW SOMEONE YOUR AGE WHO				HOW OFTEN DO YOU SEE ALCOHOL PRESENT							FAMILIAR WITH THE RISKS OR				KNOW WHERE TO		EVER HEARD		EVER VISITED	
	BEGAN DRINKING AS A RESULT				IN THE SOCIAL MEDIA POSTS OF YOUR							CONSEQUENCES ASSOCIATED				LEARN RISK OF		OF TALK IT		TALK IT OUT	
	OF THE COVID-19 PANDEMIC				FRIENDS OR OTHERS AROUND YOUR AGE							WITH UNDERAGE DRINKING				UNDERAGE DRNK		OUT NC		NC WEBSITES	
	YES	Began	Drink	NO,	OFTEN/	Often	Some-	RARELY	Rarely	Never	FAMI-	Very	Some-	NOT	YES	NO	YES	NO/	YES	NO/	
	Drink-	More	NEITHR	SOME-		times	/NEVER				LIAR		what	FAMI-				DON'T		DON'T	
	ing	Alcohol		TIMES									LIAR					KNOW		KNOW	
Total	281	79	43	36	202	116	35	81	165	89	76	233	128	105	47	208	72	76	205	26	49
YES	9.1	22.7	17.9	28.3	3.8	14.6	20.1	12.2	5.3	6.4	4.0	9.3	8.9	9.7	8.5	9.4	8.4	14.6	7.1	26.8	8.1
NO	87.1	77.3	82.1	71.7	91.0	83.5	79.9	85.0	89.7	90.4	88.8	88.1	90.2	85.5	82.4	87.6	85.7	82.2	89.0	73.2	87.0
DON'T KNOW	3.7	-	-	-	5.2	1.9	-	2.7	5.0	3.2	7.2	2.7	0.9	4.8	9.1	3.0	5.9	3.2	3.9	-	4.9
Net Diff.	-78.0	-54.7	-64.3	-43.5	-87.1	-68.9	-59.8	-72.8	-84.4	-84.0	-84.8	-78.8	-81.3	-75.8	-73.8	-78.2	-77.2	-67.5	-81.9	-46.4	-78.9



Table 31 Page 170
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

31. HAVE YOU EVER TURNED TO ALCOHOL TO FEEL BETTER AS A COPING MECHANISM?

BANNER 5

	TOTAL	RACIAL BACKGROUND					RACIAL BACKGROUND:		RACIAL BACKGROUND:		GENDER	EVER TRIED ALCOHOL			EVER TURNED TO ALCOHOL AS A COPING MECHANISM			EVER BEEN CAUGHT BY PARENT/SIBLING DRINKING UNDERAGE			
		WHITE	NON-WHITE	African American	Hispanic/Latino	Other	MALE	FEMALE	OTHER	YES		NO	DON'T KNOW	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW		
																				WHITE	AFRICAN AMERICAN
Total	281	160	120	61	42	88	22	72	38	146	131	4	105	161	16	26	245	10	24	248	9
YES	9.1	5.8	13.6	4.6	24.7	3.6	-	8.4	5.3	9.4	8.5	22.7	23.7	0.5	-	100.0	-	-	78.0	2.9	-
NO	87.1	90.1	83.2	89.7	75.3	90.6	100.0	89.4	85.7	87.1	87.6	67.9	73.1	99.5	53.7	-	100.0	-	16.8	95.9	25.6
DON'T KNOW	3.7	4.2	3.1	5.7	-	5.8	-	2.2	9.0	3.5	3.8	9.4	3.2	-	46.3	-	-	100.0	5.1	1.1	74.4
Net Diff.	-78.0	-84.3	-69.6	-85.0	-50.7	-87.0	-100.0	-81.0	-80.4	-77.8	-79.1	-45.1	-49.4	-99.0	-53.7	100.0	-100.0	-	61.2	-93.0	-25.6



Table 32 Page 171
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

32. HAVE YOU EVER BEEN CAUGHT BY A PARENT OR SIBLING DRINKING UNDERAGE?

BANNER 1

	TOTAL	AREA							WHAT GRADE ARE YOU IN							HOW OLD ARE YOU					
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS -BORO DMA	REST OF STATE	Wilmin -gton DMA	East DMAs	West DMAs	6TH- 8TH GRADE	6th Grade	7th Grade	8th Grade	9TH- 12TH GRADE	9th Grade	10th Grade	11th Grade	12th Grade	11-14	15/ OLDER	15/16 Years Old	17/ Older
Total	281	89	85	48	59	11	28	21	125	43	38	44	155	35	40	42	38	138	143	78	65
YES	8.4	5.1	12.2	4.9	10.7	11.6	13.1	7.0	2.6	3.5	4.8	-	13.0	12.2	11.2	8.9	20.1	4.4	12.2	6.2	19.5
NO	88.5	92.3	84.2	90.5	87.3	88.4	86.9	87.1	96.5	96.5	92.5	100.0	82.1	76.6	86.0	88.2	76.2	94.9	82.4	87.3	76.4
DON'T KNOW	3.1	2.6	3.6	4.6	2.0	-	-	5.9	0.8	-	2.7	-	4.9	11.2	2.9	2.9	3.7	0.7	5.4	6.5	4.0
Net Diff.	-80.1	-87.3	-72.0	-85.7	-76.6	-76.7	-73.9	-80.1	-93.9	-93.1	-87.7	-100.0	-69.0	-64.4	-74.8	-79.3	-56.1	-90.5	-70.2	-81.2	-56.9



Table 32 Page 172
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

32. HAVE YOU EVER BEEN CAUGHT BY A PARENT OR SIBLING DRINKING UNDERAGE?

BANNER 2

	TOTAL		KNOW PEOPLE YOUR AGE TALK		PEOPLE YOUR AGE THINK		KNOW PEOPLE YOUR AGE WHO		AGE MOST OF THEM FIRST		HOW OFTEN DO THEY DRINK ALCOHOL				AGE APPROPRIATE FOR YOUR FRIENDS TO START DRINKING		
	YES	NO	OKAY TO DRINK	NOT OKAY	YES	NO	14/ YOUNG- ER	15/ OLDER	REGUL- ARLY	Daily	Weekly	Month- ly	Rare/ Spec. Occasn	14 YOUNGR	15-17 OLD	18 OLDER	
Total	281	175	106	88	192	191	87	126	65	69	6	36	27	123	14	27	240
YES	8.4	13.1	0.5	13.7	5.9	11.8	1.1	9.1	16.9	21.6	48.9	14.4	25.6	6.3	29.4	8.3	7.2
NO	88.5	85.7	93.2	85.6	89.8	87.9	89.6	90.9	82.2	77.5	51.1	84.0	74.4	93.7	63.1	79.1	91.0
DON'T KNOW	3.1	1.2	6.3	0.7	4.2	0.3	9.4	-	0.9	0.9	-	1.6	-	-	7.6	12.6	1.8
Net Diff.	-80.1	-72.5	-92.8	-71.9	-83.9	-76.1	-88.5	-81.7	-65.2	-55.9	-2.2	-69.7	-48.7	-87.4	-33.7	-70.7	-83.8



Table 32 Page 173
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

32. HAVE YOU EVER BEEN CAUGHT BY A PARENT OR SIBLING DRINKING UNDERAGE?

BANNER 3

TOTAL	HOW OFTEN WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL						HAVE PARENTS TALKED TO YOU ABOUT THE FOLLOWING					PEOPLE YOUR AGE EMBARRASSED/AFRAID TO TALK WITH PARENTS			DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A...			THOUGHTS OF ALCOHOL CHNGE SINCE COVID			
	OFTEN/SOME-TIMES	Often	Some-times	RARELY/NEVER	Rarely	Never	YES	Alco-hol Abuse	Alco-hol Misuse	Under-age Drnkng	NO/NONE ABOVE	YES	NO	UNSURE	PRO-BLEM	Seri-ous	Minor	NOT A PRO-BLEM	YES	NO	
Total	281	148	42	106	132	73	59	158	88	88	118	122	134	57	90	236	141	95	43	50	229
YES	8.4	12.3	19.0	9.7	4.0	3.9	4.1	12.2	14.3	12.7	9.7	3.4	13.8	6.7	1.3	9.3	7.4	12.2	3.4	19.9	5.9
NO	88.5	87.0	81.0	89.4	90.1	92.8	86.7	87.8	85.7	87.3	90.3	89.5	83.7	92.7	93.1	89.7	91.4	87.2	81.5	75.1	91.3
DON'T KNOW	3.1	0.6	-	0.9	5.9	3.2	9.2	-	-	-	-	7.1	2.5	0.6	5.6	0.9	1.2	0.6	15.1	5.1	2.7
Net Diff.	-80.1	-74.7	-62.1	-79.7	-86.1	-88.9	-82.6	-75.6	-71.4	-74.7	-80.6	-86.1	-69.9	-85.9	-91.8	-80.4	-84.1	-75.1	-78.0	-55.2	-85.4



Table 32 Page 174
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

32. HAVE YOU EVER BEEN CAUGHT BY A PARENT OR SIBLING DRINKING UNDERAGE?

BANNER 4

	TOTAL KNOW SOMEONE YOUR AGE WHO				HOW OFTEN DO YOU SEE ALCOHOL PRESENT							FAMILIAR WITH THE RISKS OR				KNOW WHERE TO				EVER HEARD		EVER VISITED	
	BEGAN DRINKING AS A RESULT				IN THE SOCIAL MEDIA POSTS OF YOUR							CONSEQUENCES ASSOCIATED				LEARN RISK OF				OF TALK IT		TALK IT OUT	
	OF THE COVID-19 PANDEMIC				FRIENDS OR OTHERS AROUND YOUR AGE							WITH UNDERAGE DRINKING				UNDERAGE DRNK				OUT NC		NC WEBSITES	
	YES	Began	Drink	NO,	OFTEN/	Often	Some-	RARELY	Rarely	Never	FAMI-	Very	Some-	NOT	YES	NO	YES	NO/	YES	NO/			
	Drink-	More	NEITHR	SOME-		times	/NEVER				LIAR		what	FAMI-				DON'T		DON'T			
	ing	Alcohol		TIMES										LIAR				KNOW		KNOW			
Total	281	79	43	36	202	116	35	81	165	89	76	233	128	105	47	208	72	76	205	26	49		
YES	8.4	19.9	17.5	22.6	3.9	15.1	17.4	14.1	3.7	6.3	0.6	8.7	10.0	7.1	6.8	9.8	4.2	15.6	5.7	26.8	9.6		
NO	88.5	79.5	82.5	76.1	92.0	82.1	82.6	81.9	93.0	93.7	92.2	89.4	88.2	90.8	84.1	88.3	89.2	82.1	90.9	71.0	88.1		
DON'T KNOW	3.1	0.6	-	1.4	4.1	2.8	-	4.1	3.3	-	7.1	1.9	1.7	2.1	9.1	1.9	6.6	2.3	3.4	2.2	2.3		
Net Diff.	-80.1	-59.6	-64.9	-53.5	-88.2	-67.0	-65.1	-67.8	-89.3	-87.4	-91.6	-80.7	-78.2	-83.7	-77.3	-78.5	-84.9	-66.5	-85.2	-44.2	-78.5		



Table 32 Page 175
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

32. HAVE YOU EVER BEEN CAUGHT BY A PARENT OR SIBLING DRINKING UNDERAGE?

BANNER 5

TOTAL	RACIAL BACKGROUND					RACIAL BACKGROUND:		RACIAL BACKGROUND:		GENDER	EVER TRIED ALCOHOL			EVER TURNED TO ALCOHOL AS A COPING MECHANISM			EVER BEEN CAUGHT BY PARENT/SIBLING DRINKING UNDERAGE				
	WHITE	NON-WHITE	African American	Hispanic/Latino	Other	MALE	FEMALE	MALE	FEMALE		YES	NO	DON'T KNOW	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW		
Total	281	160	120	61	42	88	22	72	38	146	131	4	105	161	16	26	245	10	24	248	9
YES	8.4	6.9	10.4	4.1	18.5	6.4	-	7.5	6.6	8.6	8.4	-	21.3	-	7.8	71.5	1.6	11.5	100.0	-	-
NO	88.5	90.3	86.1	92.2	77.6	88.5	100.0	92.5	87.5	87.2	89.9	90.6	76.5	99.0	61.5	28.5	97.5	26.7	-	100.0	-
DON'T KNOW	3.1	2.8	3.5	3.7	3.9	5.1	-	-	5.9	4.2	1.7	9.4	2.2	1.0	30.7	-	0.9	61.8	-	-	100.0
Net Diff.	-80.1	-83.4	-75.8	-88.0	-59.2	-82.1	-100.0	-85.1	-80.9	-78.7	-81.5	-90.6	-55.2	-99.0	-53.7	43.1	-95.8	-15.2	100.0	-100.0	-



Table 33 Page 176
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

33. SURVEY AREA:

BANNER 1

	TOTAL	AREA							WHAT GRADE ARE YOU IN								HOW OLD ARE YOU				
		RAL- EIGH DMA	CHAR- LOTTE DMA	GREENS- BORO DMA	REST OF STATE	Wilmin- gton DMA	East DMAs	West DMAs	6TH- 8TH GRADE	6th Grade	7th Grade	8th Grade	9TH- 12TH GRADE	9th Grade	10th Grade	11th Grade	12th Grade	11-14	15/ OLDER	15/16 Years Old	17/ Older
Total	306	99	88	53	66	13	32	21	138	47	46	45	168	40	42	43	43	151	155	85	70
RALEIGH DMA	32.3	100.0	-	-	-	-	-	-	32.2	28.3	38.5	29.9	32.3	25.0	30.9	39.7	33.4	30.4	34.1	36.0	31.7
Durham & Wake Counties	14.2	44.0	-	-	-	-	-	-	11.2	8.3	11.3	14.1	16.7	13.3	21.9	19.0	12.4	11.2	17.1	24.8	7.7
Rest of Raleigh	18.1	56.0	-	-	-	-	-	-	21.0	20.0	27.3	15.8	15.7	11.6	9.0	20.6	21.0	19.3	17.0	11.2	24.0
CHARLOTTE DMA	28.8	-	100.0	-	-	-	-	-	24.4	27.4	26.3	19.2	32.4	23.7	46.0	32.1	28.0	25.8	31.7	33.3	29.9
Gaston & Mecklenburg	12.9	-	44.8	-	-	-	-	-	9.5	7.2	13.7	7.5	15.7	14.6	27.8	11.7	9.1	11.3	14.5	17.3	11.0
Rest of Charlotte	15.9	-	55.2	-	-	-	-	-	14.9	20.3	12.6	11.7	16.7	9.1	18.2	20.4	18.9	14.5	17.3	16.0	18.8
GREENSBORO DMA	17.4	-	-	100.0	-	-	-	-	22.7	21.3	6.5	40.6	13.1	26.4	-	7.8	18.3	22.2	12.7	9.9	16.1
Forsythe & Guilford	9.0	-	-	51.7	-	-	-	-	18.2	12.0	6.5	36.4	1.5	-	-	-	5.6	16.7	1.6	-	3.5
Rest of Greensboro	8.4	-	-	48.3	-	-	-	-	4.5	9.3	-	4.2	11.6	26.4	-	7.8	12.6	5.6	11.1	9.9	12.6
REST OF STATE	21.5	-	-	-	100.0	100.0	100.0	100.0	20.7	22.9	28.6	10.3	22.2	24.9	23.2	20.4	20.3	21.6	21.4	20.7	22.3
Wilmington DMA	4.2	-	-	-	19.5	100.0	-	-	5.4	4.7	5.8	5.7	3.2	5.1	2.2	3.8	1.8	5.6	2.8	3.1	2.5
East DMAs	10.6	-	-	-	49.3	-	100.0	-	8.5	12.1	8.8	4.6	12.3	12.7	11.4	10.5	14.6	7.8	13.3	13.0	13.7
West DMAs	6.7	-	-	-	31.2	-	-	100.0	6.8	6.2	14.0	-	6.6	7.1	9.6	6.1	3.9	8.1	5.3	4.7	6.1



Table 33 Page 177
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

33. SURVEY AREA:

BANNER 2

	TOTAL KNOW PEOPLE PEOPLE YOUR KNOW PEOPLE AGE MOST OF HOW OFTEN DO THEY DRINK ALCOHOL AGE APPROPRIATE FOR																
	YOUR AGE TALK AGE THINK YOUR AGE WHO THEM FIRST																
	ABOUT ALCOHOL DRINKING IS.. TRIED ALCOHOL TRY DRINKING YOUR FRIENDS TO START DRINKING																
	YES	NO	OKAY	NOT	YES	NO	14/	15/	REGUL-	Daily	Weekly	Month-	Rare/	14	15-17	18	
			TO	OKAY			YOUNG-	OLDER	ARLY			ly	Spec.	YEARS/	YEARS/	YEARS/	
			DRINK				ER						Occasn	YOUNGR	OLD	OLDER	
Total	306	185	121	97	208	206	96	133	73	75	8	38	29	129	15	31	260
RALEIGH DMA	32.3	33.9	29.8	33.7	31.2	33.2	31.8	30.6	37.9	33.5	24.8	39.5	27.9	32.5	13.3	44.1	32.0
Durham & Wake Counties	14.2	13.6	15.1	11.8	15.4	13.9	15.4	12.2	17.2	19.0	-	30.8	8.5	11.1	-	18.4	14.5
Rest of Raleigh	18.1	20.3	14.7	21.9	15.8	19.3	16.4	18.5	20.8	14.5	24.8	8.7	19.3	21.4	13.3	25.7	17.5
CHARLOTTE DMA	28.8	30.2	26.6	29.6	28.6	30.0	26.7	27.2	34.9	36.1	35.7	41.2	29.6	26.6	44.8	27.5	28.0
Gaston & Mecklenburg	12.9	14.2	10.9	16.1	11.5	14.7	8.8	11.6	20.2	17.8	13.6	20.2	15.7	13.0	34.3	17.1	11.2
Rest of Charlotte	15.9	16.1	15.7	13.6	17.1	15.3	17.9	15.6	14.7	18.3	22.0	20.9	13.9	13.7	10.5	10.4	16.9
GREENSBORO DMA	17.4	12.7	24.6	10.0	21.0	14.9	19.9	17.9	9.4	11.8	28.2	2.0	20.4	16.8	33.8	11.7	17.1
Forsythe & Guilford	9.0	5.3	14.7	5.6	10.6	6.9	13.9	9.9	1.6	3.8	-	-	10.0	8.8	19.2	4.6	8.9
Rest of Greensboro	8.4	7.4	9.9	4.3	10.4	7.9	6.0	8.0	7.8	7.9	28.2	2.0	10.5	8.0	14.6	7.1	8.2
REST OF STATE	21.5	23.2	19.0	26.7	19.2	21.9	21.5	24.2	17.8	18.6	11.4	17.4	22.2	24.1	8.1	16.7	22.8
Wilmington DMA	4.2	5.0	3.0	4.8	3.9	5.0	2.8	6.7	1.8	2.8	5.0	2.3	2.8	6.3	-	5.8	4.3
East DMAs	10.6	11.3	9.5	14.0	9.1	10.4	11.6	10.2	10.7	10.7	6.4	13.4	8.3	10.2	8.1	5.7	11.3
West DMAs	6.7	6.8	6.5	7.8	6.2	6.6	7.2	7.4	5.2	5.1	-	1.6	11.0	7.6	-	5.2	7.3



Table 33 Page 178
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

33. SURVEY AREA:

BANNER 3

	TOTAL	HOW OFTEN WOULD YOU SAY YOUR PARENTS TALK TO YOU ABOUT DRINKING ALCOHOL					HAVE PARENTS TALKED TO YOU ABOUT THE FOLLOWING					PEOPLE YOUR AGE EMBARRASSED/AFRAID TO TALK WITH PARENTS			DO YOU THINK ALCOHOL USE BY PEOPLE YOUR AGE IS A...			THOUGHTS OF ALCOHOL CHNGE SINCE COVID			
		OFTEN/SOME-TIMES	Often	Some-times	RARELY/NEVER	Rarely	Never	YES	Alco-hol Abuse	Alco-hol Misuse	Under-age Drnkng	NO/NONE ABOVE	YES	NO	UNSURE	PRO-BLEM	Seri-ous	Minor	NOT A PRO-BLEM	YES	NO
Total	306	159	42	116	147	84	62	172	92	97	130	134	150	60	97	258	153	104	47	53	251
RALEIGH DMA	32.3	31.7	32.9	31.3	32.6	26.1	41.5	30.6	31.2	32.7	34.4	34.5	30.1	24.3	40.6	31.9	34.0	28.7	35.6	21.3	34.9
Durham & Wake Counties	14.2	12.8	16.6	11.5	15.7	16.8	14.2	11.8	11.2	12.6	13.8	17.3	12.3	13.9	17.2	14.4	14.1	14.7	13.6	13.0	14.6
Rest of Raleigh	18.1	18.9	16.3	19.8	16.9	9.3	27.3	18.8	20.0	20.2	20.6	17.2	17.8	10.3	23.4	17.5	19.9	14.0	22.0	8.2	20.3
CHARLOTTE DMA	28.8	29.3	29.8	29.1	28.3	29.7	26.6	28.6	35.6	30.7	28.6	29.0	26.3	40.7	25.4	29.3	24.1	37.0	24.1	42.0	25.9
Gaston & Mecklenburg	12.9	12.1	8.6	13.4	13.8	15.9	11.0	12.2	16.5	11.9	11.5	13.7	12.4	18.6	10.2	13.3	11.3	16.2	8.4	22.0	11.1
Rest of Charlotte	15.9	17.3	21.2	15.8	14.5	13.7	15.5	16.4	19.1	18.8	17.1	15.3	13.9	22.1	15.2	16.0	12.7	20.8	15.7	19.9	14.8
GREENSBORO DMA	17.4	15.9	8.1	18.8	19.0	20.6	16.9	16.9	13.7	14.1	13.2	18.0	19.0	21.1	12.6	15.8	19.6	10.3	26.5	13.2	18.4
Forsythe & Guilford	9.0	9.7	5.9	11.2	8.2	13.0	1.8	10.5	7.4	8.7	9.4	7.1	10.5	10.3	5.8	7.1	9.1	4.1	19.8	5.4	9.8
Rest of Greensboro	8.4	6.2	2.2	7.7	10.8	7.7	15.1	6.4	6.3	5.4	3.8	11.0	8.5	10.8	6.8	8.7	10.5	6.1	6.7	7.8	8.6
REST OF STATE	21.5	23.0	29.1	20.7	20.0	23.6	15.1	23.9	19.6	22.6	23.8	18.5	24.6	14.0	21.4	23.0	22.3	24.0	13.8	23.5	20.9
Wilmington DMA	4.2	4.3	2.0	5.2	4.1	6.6	0.7	5.1	0.5	5.4	5.0	3.0	4.4	1.3	5.6	4.3	5.0	3.1	4.0	4.2	3.8
East DMAs	10.6	9.7	11.4	9.1	11.6	11.1	12.2	9.7	8.6	7.3	9.2	11.8	12.9	9.6	7.7	11.8	10.7	13.2	4.5	19.3	8.8
West DMAs	6.7	8.9	15.7	6.4	4.3	5.9	2.2	9.1	10.5	9.8	9.6	3.6	7.2	3.1	8.1	7.0	6.5	7.6	5.3	-	8.2



Table 33 Page 179
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

33. SURVEY AREA:

BANNER 4

	TOTAL KNOW SOMEONE YOUR AGE WHO				HOW OFTEN DO YOU SEE ALCOHOL PRESENT						FAMILIAR WITH THE RISKS OR				KNOW WHERE TO		EVER HEARD		EVER VISITED		
	BEGAN DRINKING AS A RESULT				IN THE SOCIAL MEDIA POSTS OF YOUR						CONSEQUENCES ASSOCIATED				LEARN RISK OF		OF TALK IT		TALK IT OUT		
	OF THE COVID-19 PANDEMIC				FRIENDS OR OTHERS AROUND YOUR AGE						WITH UNDERAGE DRINKING				UNDERAGE DRNK		OUT NC		NC WEBSITES		
	YES	Began	Drink	NO,	OFTEN/	Often	Some-	RARELY	Rarely	Never	FAMI-	Very	Some-	NOT	YES	NO	YES	NO/	YES	NO/	
	ing	Alcohol	More	NEITHR	SOME-		times	/NEVER			LIAR		what	FAMI-				DON'T		DON'T	
				TIMES	TIMES									LIAR				KNOW		KNOW	
Total	306	82	45	37	224	125	35	90	181	95	86	253	136	117	53	225	81	79	227	29	50
RALEIGH DMA	32.3	23.3	18.0	29.8	35.6	30.5	33.7	29.3	33.5	28.1	39.5	32.5	33.4	31.5	31.6	31.9	33.5	38.3	30.2	35.0	40.2
Durham & Wake Counties	14.2	9.3	8.4	10.5	16.0	11.9	21.2	8.2	15.8	13.0	18.9	14.1	12.7	15.8	14.7	13.9	15.1	19.8	12.3	13.2	23.5
Rest of Raleigh	18.1	14.0	9.6	19.3	19.6	18.6	12.5	21.0	17.7	15.1	20.7	18.4	20.7	15.7	16.9	18.0	18.4	18.5	18.0	21.7	16.6
CHARLOTTE DMA	28.8	38.5	44.6	31.2	25.2	36.6	40.4	35.1	23.4	23.5	23.3	29.2	30.2	28.0	26.2	29.8	26.1	31.9	27.7	29.1	33.4
Gaston & Mecklenburg	12.9	19.4	23.7	14.4	10.5	18.0	22.3	16.4	9.4	9.9	8.7	14.0	11.8	16.6	7.8	13.5	11.3	16.7	11.6	22.0	13.6
Rest of Charlotte	15.9	19.1	21.0	16.8	14.7	18.6	18.1	18.8	14.1	13.6	14.6	15.2	18.5	11.4	18.4	16.3	14.8	15.2	16.2	7.1	19.8
GREENSBORO DMA	17.4	13.4	17.9	7.9	18.9	15.7	9.6	18.1	18.6	24.1	12.5	17.6	13.3	22.7	16.6	18.5	14.4	11.7	19.4	16.6	8.9
Forsythe & Guilford	9.0	3.5	6.4	-	11.0	6.9	-	9.6	10.4	13.8	6.7	8.7	3.9	14.4	10.4	8.1	11.6	5.3	10.3	10.0	2.6
Rest of Greensboro	8.4	9.9	11.5	7.9	7.9	8.8	9.6	8.5	8.1	10.2	5.8	8.9	9.4	8.3	6.2	10.4	2.9	6.4	9.1	6.6	6.3
REST OF STATE	21.5	24.8	19.4	31.2	20.3	17.2	16.3	17.5	24.5	24.3	24.7	20.7	23.1	17.8	25.6	19.9	26.0	18.2	22.7	19.3	17.5
Wilmington DMA	4.2	7.7	5.0	10.9	2.9	4.8	3.9	5.1	3.8	4.9	2.6	3.9	5.1	2.5	5.6	4.2	4.3	5.4	3.8	1.4	7.7
East DMAs	10.6	13.0	14.4	11.3	9.7	8.3	8.7	8.1	12.2	12.3	12.1	10.4	11.4	9.2	11.8	8.1	17.4	6.9	11.9	13.5	3.1
West DMAs	6.7	4.1	-	8.9	7.7	4.1	3.7	4.3	8.5	7.1	10.0	6.4	6.6	6.1	8.2	7.6	4.3	5.9	7.0	4.5	6.7



Table 33 Page 180
May 3-19, 2023

NINEONENINE MARKETING CO. | McLAUGHLIN & ASSOCIATES
NORTH CAROLINA SURVEY: MIDDLE & HIGH SCHOOL STUDENTS

33. SURVEY AREA:

BANNER 5

	TOTAL	RACIAL BACKGROUND					RACIAL BACKGROUND:		RACIAL BACKGROUND:		GENDER	EVER TRIED ALCOHOL			EVER TURNED TO ALCOHOL AS A COPING MECHANISM			EVER BEEN CAUGHT BY PARENT/SIBLING DRINKING UNDERAGE			
		WHITE	NON-WHITE	African American	Hispanic/Latino	Other	MALE	FEMALE	OTHER	YES		NO	DON'T KNOW	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW		
																				WHITE	AFRICAN AMERICAN
Total	306	176	130	67	44	93	22	83	45	152	151	4	105	161	16	26	245	10	24	248	9
RALEIGH DMA	32.3	26.1	40.7	49.6	40.0	23.2	45.1	29.4	52.6	25.9	39.5	-	32.6	30.8	34.6	13.0	33.2	43.1	19.2	33.1	26.4
Durham & Wake Counties	14.2	12.8	16.1	21.2	15.1	12.7	25.0	12.8	19.7	13.2	15.5	-	13.1	14.1	16.7	2.0	15.2	11.5	4.3	15.0	6.7
Rest of Raleigh	18.1	13.3	24.6	28.4	24.9	10.5	20.1	16.6	32.9	12.7	24.0	-	19.5	16.8	17.9	11.0	18.0	31.6	14.8	18.1	19.7
CHARLOTTE DMA	28.8	28.3	29.5	20.6	36.7	31.4	30.9	24.8	16.0	32.3	24.2	77.3	33.3	26.8	43.5	33.4	30.1	24.5	44.0	28.7	34.6
Gaston & Mecklenburg	12.9	11.2	15.2	10.9	22.1	13.3	17.3	8.8	8.0	15.7	10.4	-	16.0	11.7	13.5	27.6	12.1	9.8	25.1	12.2	17.5
Rest of Charlotte	15.9	17.1	14.2	9.7	14.5	18.1	13.6	16.0	8.0	16.5	13.8	77.3	17.3	15.1	30.0	5.8	18.0	14.7	18.9	16.5	17.1
GREENSBORO DMA	17.4	20.9	12.7	18.3	1.9	21.1	17.3	20.6	19.1	17.7	17.5	-	10.2	21.7	14.1	6.9	17.9	20.9	9.8	17.4	25.2
Forsythe & Guilford	9.0	11.4	5.7	11.0	-	13.7	17.3	8.9	8.1	10.9	7.3	-	5.2	13.8	-	-	11.3	-	-	11.1	-
Rest of Greensboro	8.4	9.4	7.0	7.3	1.9	7.4	-	11.7	10.9	6.8	10.2	-	4.9	7.9	14.1	6.9	6.6	20.9	9.8	6.3	25.2
REST OF STATE	21.5	24.7	17.1	11.5	21.5	24.3	6.7	25.2	12.3	24.1	18.9	22.7	23.9	20.7	7.8	46.8	18.9	11.5	27.0	20.9	13.8
Wilmington DMA	4.2	4.0	4.5	1.8	9.0	4.7	1.8	3.2	-	6.2	1.7	22.7	7.1	2.4	-	12.0	3.3	-	5.6	4.0	-
East DMAs	10.6	10.0	11.4	8.0	12.5	8.5	4.9	11.7	9.6	10.8	10.7	-	12.2	9.2	-	24.0	8.8	-	15.3	9.7	-
West DMAs	6.7	10.7	1.2	1.8	-	11.1	-	10.3	2.7	7.1	6.4	-	4.6	9.1	7.8	10.8	6.8	11.5	6.1	7.2	13.8