

I. EXECUTIVE SUMMARY

Concern about Teenage Substance Use:

Overall, parents are quite concerned about teenage substance use in their community.

- Parents are concerned (either “very” or “somewhat”) about the use of the following substances by teenagers in their community:
 - ✓ Alcohol – 98.0%
 - ✓ Tobacco – 96.0%
 - ✓ Marijuana – 95.6%
 - ✓ Other illegal drugs – 78.8%
 - ✓ Prescription drugs (not prescribed by a doctor) – 75.2%
- **More than half of parents surveyed (55.6%) are most concerned about alcohol.**

Communications:

While one-half of the sample has heard of the Office of Substance Abuse, only a small percentage has contacted the agency for information on teenage drinking.

- Forty-two percent (42.2%) of parents have sought out information on the issue of teenage drinking. Two-thirds of these respondents (68.7%) have sought out information at their child’s school, and 23.2% have gone to family members or friends. Other top sources of information include: doctor/pediatrician (19.4%), Mothers Against Drunk Driving (19.0%), and DARE (14.2%).
- Approximately one-half of those surveyed (49.2%) have heard of the Maine Office of Substance Abuse.
- Only 8.8% of the total sample has contacted the Office of Substance Abuse – either by telephone or through their web-site.

Parental “Glorification” of Alcohol:

Only a relatively small percentage of parents indicated that their child has been exposed to adult role models who have had too much to drink or have “glorified” alcohol in other ways.

- Ninety-three percent (93.0%) of parents indicated that in the past month their child was “never” or “rarely” in the presence of adult role models (such as parents, relatives, etc.) who were intoxicated.
- Approximately nine in ten parents (89.2%) reported that in the past month their child was “never” or “rarely” in the presence of adult role models who were slightly “tipsy”.

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- Seventy-eight percent (78.0%) of parents believe that their child has “never” or “rarely” heard a parent or adult over the age of 25 in the household joke or tell a funny story about their drinking behaviors. Seventeen percent (16.6%) said that this has happened either “occasionally” or “frequently”.
- Nearly two-thirds of parents (62.6%) believe that parents make alcohol seem appealing to their children when they drink in front of their children. Twenty-four percent (23.6%) of parents think that parents make alcohol seem more appealing when they allow their under-aged children to drink alcoholic beverages.
- While 64.8% of parents surveyed agreed that it is inappropriate for parents to occasionally joke or tell a funny story about their past drinking behavior in front of their children, 20.8% of respondents disagreed with this statement.

Effective Parenting Behaviors:

The 12 Effective Parenting Behaviors are discreet, positive parental behaviors that reduce the incidence of alcohol and other substance abuse among teenage children. These behaviors can be taught and measured and are as follows:

Norms (behaviors and beliefs)

1. Talk to your kids
2. Know who your kids' friends are
3. Teach kids how to have fun without drinking
4. Regularly help with homework
5. Encourage your teen to seek your help on important decisions
6. Eat dinners frequently as a family

Regulation and Enforcement (setting and upholding rules at home, in school, and in the community)

7. Know where your kids are and what they are doing
8. Set and enforce limits and boundaries
9. Praise and discipline your teen when merited

Availability (controlling it through involvement with your child)

10. Do not furnish alcohol to teenagers
11. Do not allow teenagers to consume alcohol in your home
12. Support the legal drinking age of 21

Due to the time constraints of what was a long telephone survey, the parent survey instrument did not measure all 12 behaviors. Several questions on the survey, however, are related to some of the 12 Effective Parenting Behaviors.

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Talk to your kids

- Approximately one-third of parents surveyed (34.2%) indicated that they have serious talks about alcohol with their child once a month or more, and 56.0% said that they have these discussions several times per year. The primary topics covered in these discussions are: “drinking and driving” (71.0%), “effects of alcohol on judgment or decision-making” (50.7%), “peer pressure” (48.9%), “negative medical impacts of alcohol” (34.9%), and “parental feelings about underage drinking” (34.1%).
- Nearly all parents surveyed (95.8%) believe that they have an open relationship with their child.

Know who your kids’ friends are

- Ninety-nine percent of parents (98.6%) indicated agreement (either “agree” or “strongly agree”) with the statement, “I know most of my child’s friends”.

Teach kids how to have fun without drinking

- Ninety-five percent (95.0%) of parents answered that they “agree” or “strongly agree” with the statement, “I have talked with my child about alternatives to drinking or other ways to have fun.”

Know where your kids are and what they are doing

- Parents “always” or “often” ask the following when their child goes out for an evening:
 - ✓ Where s/he will be – 97.4%
 - ✓ Whom s/he will be with – 96.8%
 - ✓ What s/he will be doing – 97.2%
 - ✓ If there will be adult supervision – 80.2%
 - ✓ If alcohol will be present – 51.0%
 - ✓ What the consequences will be if s/he breaks any pre-established rules – 47.8%
- Ninety-five percent (95.4%) of parents normally have a conversation with their child about activities and events of the evening when the child comes home. The vast majority of these conversations (91.0%) take place that night. Just over one-third of the total sample of parents (35.2%) have a goal of checking to see if their child has been drinking when the child comes home.

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Set and enforce limits and boundaries

- Eighty-six percent (86.2%) of parents have set curfews for their child when s/he goes out for an evening.
- Nearly all parents (98.8%) agreed with the statement, “The rules in our family regarding alcohol use are clear”.

Praise and discipline your teen when merited

- Six in ten parents who have curfews for their child (60.6%) ground their child when s/he breaks curfew, and others take away privileges for the car (14.8%), phone (6.7%), computer (6.0%), and television (3.7%). Only 3.7% of parents who have curfews for their children indicated that there is no consequence if their child breaks curfew, and 9.0% give warnings when curfew is broken.

Do not furnish alcohol to teenagers

- While 80.2% of parents have never allowed their child to drink alcoholic beverages in their presence, 19.8% of those surveyed have allowed their child to drink alcohol in their presence. The circumstances in which parents allow their child to drink alcoholic beverages in their presence include: weddings (42.4% of these parents), holidays (36.4%), family gatherings (23.2%), wine tasting (7.1%), celebrations (6.1%), church (6.1%), and graduations (5.1%).

Support the legal drinking age of 21

- Eighty-seven percent (87.4%) of parents indicated that their policy on alcohol as it relates to their child is a “zero tolerance” policy.
- Nearly all parents surveyed believe that it is “very inappropriate” for parents to allow a 14 year old to drink alcoholic beverages with no adult supervision (99.0%) or with parental supervision (91.4%). While the vast majority of parents think that it is “very inappropriate” for parents to allow a 17 year old to drink alcohol without an adult present (95.8%), only 69.4% believe it is “very inappropriate” for parents to allow a 17 year old to drink alcoholic beverages with parental supervision.

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Comparisons to the MYDAUS Survey:

The Maine Youth Drug and Alcohol Use Survey (MYDAUS) was instituted by the State of Maine to obtain information about the nature, severity, and range of substance use and abuse among adolescents. The MYDAUS has been administered periodically by the Office of Substance Abuse (OSA) since 1988. The 2002 MYDAUS measures the prevalence of alcohol, tobacco, and other drug use, as well as risk factors for such use. It is important to note that although all public schools in Maine with any grades 6 through 12 were solicited to participate in the survey, the following analysis looks at only grades 8 through 12 so that it can be compared to the research at hand.

Ease of Obtaining Substances:

		Very hard	Hard	Easy	Very easy
Tobacco/ Cigarettes	MYDAUS - teens	16.3%	15.0%	21.5%	47.2%
	Parent survey	2.6%	15.1%	31.3%	51.0%
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Alcohol	MYDAUS - teens	16.5%	20.3%	30.5%	32.6%
	Parent survey	2.6%	19.5%	34.8%	43.1%
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Marijuana	MYDAUS - teens	19.2%	12.3%	21.0%	47.5%
	Parent survey	3.9%	12.5%	41.8%	41.8%

Notes: For this analysis, MYDAUS results are a total of 8th to 12th grade only, and "Don't know" answers were excluded from the parent survey.

- Parents appear to believe that it is easier to obtain tobacco, alcohol, and marijuana than teenagers who completed the MYDAUS survey.
 - ✓ While 68.7% of teenagers indicated that cigarettes are easy (either "easy" or "very easy") to obtain, 82.3% of parents answered similarly.
 - ✓ Concerning alcohol, 63.1% of teens reported that alcohol is easy to get (either "easy" or "very easy"). Seventy-eight percent (77.8%) of parents answered in a similar manner.
 - ✓ Sixty-eight percent (68.5%) of teenagers who completed the MYDAUS survey indicated that it is easy (either "easy" or "very easy") to obtain marijuana, while 83.6% of parents said the same.
 - ✓ It is interesting to note that both parents and teens believe that it is easier to get marijuana than it is to get alcohol.

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Agree/Disagree Statements:

“My family has clear rules about alcohol and drug use.” (Teens)				
“The rules in our family regarding alcohol use are clear.” (Parents)				
	Strongly Disagree	Disagree	Agree	Strongly Agree
MYDAUS - teens	5.6%	15.5%	38.6%	40.3%
Parent survey	0.2%	0.6%	10.4%	88.8%
“Do you share your thoughts and feelings with your mother?” (Teens)				
“My child shares her/his thoughts and feelings with me.” (Female parents only, N=267)				
	Strongly Disagree	Disagree	Agree	Strongly Agree
MYDAUS - teens	11.9%	25.8%	37.3%	24.9%
Parent survey	0.4%	2.2%	48.9%	48.5%
“Do you share your thoughts and feelings with your father?” (Teens)				
“My child shares her/his thoughts and feelings with me.” (Male parents only, N=233)				
	Strongly Disagree	Disagree	Agree	Strongly Agree
MYDAUS - teens	21.0%	29.2%	33.6%	16.2%
Parent survey	0.4%	8.4%	52.0%	39.2%
“If you drank some beer, wine, or liquor (for example, vodka, whiskey, or gin) without your parents’ permission, would you be caught by your parents?” (Teens)				
“If my child drank alcohol without my permission, I would catch her/him.” (Parents)				
	Strongly Disagree	Disagree	Agree	Strongly Agree
MYDAUS - teens	21.1%	42.6%	20.7%	15.6%
Parent survey*	1.2%	9.2%	43.9%	45.8%

Notes: For this analysis, MYDAUS results are a total of 8th to 12th grade only, and “Don’t know” answers were excluded from the parent survey

* Seventeen percent (17.0%) of the original parent sample answered “Don’t know” to this question.

- Overall, parents showed much more agreement with the statements listed above than did the teenagers who took the MYDAUS.
 - ✓ While 99.2% of parents indicated agreement (either “agree” or “strongly agree”) with the fact that the rules in their family about alcohol use are clear, 78.9% of teenagers said that same.
 - ✓ Ninety-seven percent (97.4%) of mothers surveyed agreed (either “agree” or “strongly agree”) that their child shares her/his thoughts and feelings with them. However, a much smaller percentage of teenagers – 66.2% - agreed that they share their thoughts and feelings with their mother.
 - ✓ Similarly, while 91.2% of fathers surveyed agreed (either “agree” or “strongly agree”) that their child shares her/his thoughts and feelings with them, only 49.8% of teenagers said the same thing.

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- ✓ While 89.7% of parents believe that they would “catch” their child if s/he drank alcohol without their permission, only 36.3% of teenagers agreed (either “agree” or “strongly agree”). It is important to note that although “don’t know” responses were excluded from the above analysis for comparative purposes, 17.0% of parents indicated that they weren’t sure if they would catch their child if s/he drank alcoholic beverages without their permission.

Experience with Alcohol:

	8 th	9 th	10 th	11 th	12 th	Total
Ever had alcohol (more than a few sips)						
MYDAUS	44.9%	57.5%	68.4%	75.4%	79.2%	65.2%
Parent survey	2.0%	5.0%	9.0%	19.0%	50.0%	17.0%
Had alcohol in past 30 days						
MYDAUS	22.7%	32.1%	38.8%	45.0%	49.1%	37.6%
Parent survey	1.0%	1.0%	1.0%	0.0%	9.0%	2.4%
Binge drinking in past 2 weeks*						
MYDAUS	10.1%	15.4%	21.0%	26.0%	29.5%	20.4%
Parent survey	0.0%	0.0%	0.0%	0.0%	1.0%	0.2%

Notes: For this analysis, MYDAUS results are a total of 8th to 12th grade only;

* binge drinking is defined as having five or more drinks in a row in one sitting.

- Parents appear to greatly underestimate the extent to which their children drink alcohol and their ability to “catch” their children drinking without their permission.
 - ✓ A total of 65.2% of teenagers in 8th through 12th grade taking the MYDAUS indicated that they have had more than a few sips of alcohol in their lifetime. Only a total of 17.0% of parents believe that their child has had more than a few sips of alcohol in their life.
 - ✓ Similarly, while 37.6% of teenagers reported having had alcoholic beverages in the 30 days preceding the MYDAUS, only 2.4% of parents thought that their child had been drinking alcohol in the month before the parent survey took place.
 - ✓ Perhaps the most striking discrepancy comes with binge drinking. While only one parent out of 500 thought that their child had participated in binge drinking in the two weeks prior to being interviewed, a full 20.4% of 8th through 12th graders taking the MYDAUS reported having participated in at least one episode of binge drinking in the two weeks prior to the survey.

II. MAJOR FINDINGS AND RECOMMENDATIONS

Two possible campaign directions are recommended:

- 1) One possible campaign addresses the concept that parents don't think that *their* child is drinking, but rather "someone else's child". This campaign would suggest ways to talk to children about alcohol before and after they go out for an evening. The goal of this campaign is to help parents enforce a "zero tolerance" rule by providing specific monitoring behaviors.
 - ✓ Most parents talk to their children before and after the child goes out for an evening, but only one-half are asking if alcohol will be present, and only one-third are talking with their children when they come home in part to see if they've been drinking
 - ✓ Nearly all parents (97.4%) think that their child is honest (either "very" or "mostly") with them about their involvement with alcohol, yet there is an extremely large discrepancy between the MYDAUS results and the results of the parent survey regarding drinking behaviors and the ability of parents to "catch" their children drinking alcohol. **Parents are overestimating their ability to catch their children and severely underestimating the extent to which their children are drinking alcohol.**
- 2) Another possible campaign suggests that some parents glorify alcohol and in order for teenage drinking to subside, alcohol must not be glorified - especially by parents.
 - ✓ Most parents do not feel that they have glorified alcohol in front of their children.
 - ✓ However, 20% of parents have allowed their under-aged children to drink alcoholic beverages (most frequently on special occasions).

Similarities to focus groups:

- ✓ Parents recognize that teenage drinking is a problem.
- ✓ Most parents have a "zero tolerance" policy, but some allow their child to have an occasional drink in their presence.
- ✓ Parents appear to be aware of and are using good parenting skills, however there is a disconnect between their good parenting skills and an awareness that their child is drinking. This discrepancy may be reinforced by the fact the child is rarely "caught" drinking and parents overestimate the extent to which their child is telling them about their involvement with alcohol.
- ✓ Most parents believe that they have an open relationship with their child.
- ✓ Parents are overconfident that they would see signs that their child is drinking.

Differences from focus groups:

- ✓ Respondents to the quantitative survey describe a greater sense of control or influence over their child's behavior relative to alcohol use compared to parents in the focus groups some of whom said that the issue was "bigger than [they were]".

III. BACKGROUND AND OBJECTIVES

The Maine Office of Substance Abuse (OSA), commissioned Strategic Marketing Services (SMS), a Maine-based marketing research and consulting firm, to conduct qualitative and quantitative market research. This research is a component of a broader research project being conducted by the SMS/Ethos Marketing team in preparation for the OSA parent education campaign on teen alcohol abuse which will be launched in the next few months. Phase I of the research which SMS conducted consisted of four focus groups with parents of middle and high school students in Maine (the findings are contained in a separate report). Phase II was a statewide quantitative telephone survey of parents to quantify opinions on issues relating to this topic. The results of this phase of the research are included in this report.

The principal objective of the quantitative research is to assist Ethos Marketing in developing a measurable communications campaign by: 1) verifying the direction in which the campaign should go, and 2) providing a baseline of parental attitudes and behaviors. In order to reach this primary objective, the survey instrument focused on the following areas:

- ✓ General parental attitudes and knowledge
 - Parental concern about teenagers' use of alcohol, tobacco, marijuana, prescription drugs, and other illegal drugs in the community
 - Parental perception of how easy or hard it is for their child to get alcohol, tobacco, marijuana, prescription drugs, and other illegal drugs
 - Appropriateness of parents allowing teenagers to drink alcohol under certain conditions

- ✓ Communications
 - Whether parents have sought out information on the issue of teenage drinking and sources of that information
 - Whether parents have heard of the Maine Office of Substance Abuse and if parents have contacted the agency

- ✓ Specific parental behaviors
 - Frequency with which parents have serious talks about alcohol with their child and topics covered during those talks
 - Discussions that parents have with their child before and after going out for the evening, and whether parents check to see if their child has been drinking
 - Whether parents set a curfew for their child, and the consequences if their child breaks curfew
 - Frequency with which parents allow their child to drink in their presence, and under what circumstances
 - Frequency that child has been exposed to an adult role model who has been drinking alcohol (being intoxicated and being slightly "tipsy")
 - Frequency with which child has heard parents "glorify" alcohol
 - Specific behaviors that parents do that "glorify" alcohol to children
 - Parental alcohol policy as it relates to their child

✓ Specific parental attitudes and beliefs

- Parental perception of how honest their child is with them about alcohol use
- Parental perceptions of their child's drinking habits
- Likelihood of their child drinking on a regular basis within the next year
- Parental perception of how many of their child's friends drink alcohol on a regular basis
- Agreement/disagreement with several statements regarding parental relationship with child and alcohol use

✓ Demographics

- Age, gender, and grade of child
- Exposure child has to alcohol in the household
- Number and age of other children in the family
- Age, gender, and education of parent
- Household income

IV. METHODOLOGY

In order to meet the stated objectives of this market research project, a telephone survey was conducted with parents of teenagers around the state. The survey instrument used in conducting this project was drafted by SMS and approved by OSA and Ethos Marketing. One hundred parents of teenagers in each of the grades 8 through 12 were surveyed, for a total of 500 parents. The sample was stratified on a statewide basis based on population densities.

Parents living in a household in which a family member works for the media or a market research or advertising company, were screened out. All surveys were conducted by the in-house interview team at SMS.

A total sample of 500 randomly selected parents was surveyed. Based on the population of children in 8th through 12th grade in Maine (estimated at 84,757; Source: Maine Department of Education, 2002), the survey's margin of error is $\pm 4.37\%$ at the 95 percent confidence level. If the survey were to be repeated, 95 times out of 100 the results would reflect the results of this survey within the $\pm 4.37\%$ margin of error. The data is broken out by geographical regions of the state, as shown below:

Southern Region	Central & Western Region	Northern & Down East Region
Cumberland County	Androscoggin County	Aroostook County
Sagadahoc County	Franklin County	Hancock County
York County	Kennebec County	Penobscot County
	Knox County	Piscataquis County
	Lincoln County	Somerset County
	Oxford County	Washington County
	Waldo County	

Statistical cross-tabulations for each survey question are presented in a separate volume of tables.

Please note that throughout the report not all figures will total 100.0% due to the rounding of decimals.

A copy of the survey instrument used is contained in the Appendix to this report.

V. FINDINGS – GENERAL ATTITUDES & KNOWLEDGE

Concern about Teenage Substance Use in the Community

Now talking about teenagers in general, to what extent are you concerned about teenage smoking, drinking, use of marijuana, use of prescription drugs (not prescribed by a doctor) or use of other illegal drugs? (Questions were asked separately)

Parents of Maine students in the 8th through 12th grade show the highest level of concern about teenage drinking (83.2% "very concerned" and 14.8% "somewhat concerned"). Respondents indicated a very high level of concern for teenage use of marijuana (70.6% "very concerned" and 25.0% "somewhat concerned") and tobacco (66.0% "very concerned" and 30.0% "somewhat concerned"), as well. Although still high, parents showed the least amount of concern about teenagers' use of other illegal drugs (45.8% "very concerned" and 33.0% "somewhat concerned") and prescription drugs not prescribed by a doctor (40.8% "very concerned" and 34.4% "somewhat concerned") among the five substances listed.

Concern about Teenage Substance Use:

	Very concerned	Somewhat concerned	Not very concerned	Not at all concerned	Don't know	Mean*
Alcohol	83.2%	14.8%	1.4%	0.4%	0.2%	1.19
Marijuana	70.6%	25.0%	3.4%	0.6%	0.4%	1.34
Tobacco	66.0%	30.0%	3.2%	0.4%	0.4%	1.38
Other illegal drugs	45.8%	33.0%	18.8%	1.8%	0.6%	1.76
Prescription drugs*	40.8%	34.4%	21.0%	3.2%	0.6%	1.87

Notes: The mean is an average answer based on a scale from 1 to 4, where 1 is "very concerned", 2 is "somewhat concerned", 3 is "not very concerned" and 4 is "not at all concerned";

** Prescription drugs are those not prescribed by a doctor for that specific person.*



V. FINDINGS – GENERAL ATTITUDES & KNOWLEDGE

Substances Parents are Most Concerned About

Which of these substances would you say that you are most concerned about?

More than one-half of parents surveyed (55.6%) indicated that they are most concerned about alcohol. Sixteen percent (15.6%) of respondents are most concerned about other illegal drugs, 11.0% are most concerned about tobacco. While 7.8% are most concerned about marijuana and 4.0% are most concerned about prescription drugs, 6.0% were unsure.

Substance Parents are Most Concerned About:

Alcohol	55.6%
Other illegal drugs	15.6%
Tobacco	11.0%
Marijuana	7.8%
Prescription drugs	4.0%
Don't know	6.0%



V. FINDINGS – GENERAL ATTITUDES & KNOWLEDGE

Perception of Ease by which Child Could Acquire Substances

How easy or hard do you think it would be for your child to get each of these substances if s/he wanted to...very hard, sort of hard, sort of easy, or very easy?

Approximately eight in ten parents of Maine students believe that it would be easy for their children to obtain tobacco (50.6% "very easy" and 31.0% "sort of easy"), marijuana (40.8% "very easy" and 40.8% "sort of easy"), and alcohol (42.8% "very easy" and 34.6% "sort of easy"). Just over one-third of parents think that it would be easy for their children to acquire other illegal drugs (18.4% "very easy" and 16.8% "sort of easy") and prescription drugs not prescribed by a doctor (18.6% "very easy" and 16.0% "sort of easy").

Perception of Ease by which Child Could Acquire Substances:

	Very hard	Sort of hard	Sort of easy	Very easy	Don't know	Mean*
Tobacco	2.6%	15.0%	31.0%	50.6%	0.8%	3.31
Marijuana	3.8%	12.2%	40.8%	40.8%	2.4%	3.22
Alcohol	2.6%	19.4%	34.6%	42.8%	0.6%	3.18
Other illegal drugs	22.6%	39.2%	16.8%	18.4%	3.0%	2.32
Prescription drugs*	23.0%	38.4%	16.0%	18.6%	4.0%	2.31

Notes: The mean is an average answer based on a scale from 1 to 4, where 1 is "very hard", 2 is "sort of hard", 3 is "sort of easy" and 4 is "very easy";

* Prescription drugs are those not prescribed by a doctor for that specific person.



V. FINDINGS – GENERAL ATTITUDES & KNOWLEDGE

Substance Your Child Could Most Easily Obtain

Which of these substances would you say would be the easiest for your child to get?

Fifty-seven percent (57.0%) of parents surveyed think that tobacco would be the easiest substance for their child to get, followed by marijuana (23.0%) and alcohol (14.8%). Only a very small percentage of respondents believe that prescription drugs (1.6%) and other illegal drugs (1.2%) are easiest for their child to get.

Substance Your Child Could Most Easily Obtain:

Tobacco	57.0%
Marijuana	23.2%
Alcohol	14.8%
Prescription drugs	1.6%
Other illegal drugs	1.2%
Don't know	2.2%



V. FINDINGS – GENERAL ATTITUDES & KNOWLEDGE

Appropriateness of Teenage Drinking

How appropriate do you think it is for parents to allow a 14-year-old or a 17-year-old to drink alcoholic beverages with no adult supervision, provided the child wouldn't be driving? (Two questions asked separately)

How appropriate do you think it is for parents to allow a 14-year-old or a 17-year-old to drink alcoholic beverages in the presence of a parent, provided the child wouldn't be driving? (Two questions asked separately)

Nearly all respondents indicated that it is "very inappropriate" for parents to allow a 14-year-old (99.0%) or a 17-year-old (95.8%) to drink alcoholic beverages with no adult supervision, even if the child wouldn't be driving.

While nine in ten respondents (91.4%) think that it is "very inappropriate" for parents to allow a 14-year-old to drink alcoholic beverages with parental supervision (provided the child wouldn't be driving), just over two-thirds (69.4%) said the same for 17-year-olds.

Appropriateness of Teenage Drinking:

	With no adult supervision		With parental supervision	
	14-year-old	17-year-old	14-year-old	17-year-old
Very inappropriate	99.0%	95.8%	91.4%	69.4%
Somewhat inappropriate	0.2%	2.6%	4.6%	14.8%
Neutral	0.2%	0.2%	0.8%	8.4%
Somewhat appropriate	0.2%	1.0%	2.8%	6.6%
Very appropriate	0.0%	0.0%	0.4%	0.6%
Don't know	0.4%	0.4%	0.0%	0.2%
Mean*	1.01	1.06	1.16	1.54

* The mean is an average answer based on a scale from 1 to 5, where 1 is "very inappropriate", 2 is "somewhat inappropriate", 3 is "neutral", 4 is "somewhat appropriate", and 5 is "very appropriate".

V. FINDINGS – COMMUNICATIONS

Information on Teenage Drinking

Have you sought out any information on the issue of teenage drinking?

Approximately four in ten parents surveyed (42.2%) indicated that they have sought out information on the issue of teenage drinking. The remaining 57.8% of the sample has not sought out information on teenage drinking.

Sought out Information on Teenage Drinking:

Yes	42.2%
No	57.8%



V. FINDINGS – COMMUNICATIONS

Sources of Information on Teenage Drinking

If yes, where? [Unaided; Multiple responses were recorded; Asked of the 211 respondents who have sought out information on teenage drinking]

Of the 211 respondents who have sought out information on the issue of teenage drinking, more than two-thirds (68.7%) have gone to their child's school for information and nearly one-fourth (23.2%) have gone to family or friends. Nineteen percent of respondents have sought out information at their child's doctor's office (19.4%) and Mothers Against Drunk Driving (19.0%). Other top answers include: DARE (14.2%), Office of Substance Abuse (5.7%), the Internet (5.7%), and news/media (2.8%).

Sources of Information on Teenage Drinking:

Top answers	N=211
School	68.7%
Family/friends	23.2%
Doctor/pediatrician	19.4%
Mothers Against Drunk Driving (MADD)	19.0%
DARE	14.2%
Office of Substance Abuse (OSA)	5.7%
Internet	5.7%
News/Media	2.8%

V. FINDINGS – COMMUNICATIONS

Awareness of OSA

Have you heard of the Office of Substance Abuse (OSA)?

While approximately one-half of the sample has heard of the Office of Substance Abuse (49.2%), the other half is not aware of the agency (50.8%).

Respondents living in Northern/Down East Maine (58.6%) are more likely than those living in Central/Western Maine (47.2%) or Southern Maine (43.9%) to indicate that they have heard of the Maine Office of Substance Abuse.

Awareness of OSA:

Yes	49.2%
No	50.8%



V. FINDINGS – COMMUNICATIONS

Contact with OSA

***Have you ever called OSA or visited their web-site?
[Asked of the 246 respondents who have heard of OSA]***

Of the 246 respondents who have heard of OSA, the majority (82.1%) have not contacted the Office of Substance Abuse, either through a phone call or the OSA web-site. Thirteen percent (13.4%) of these respondents have visited the OSA web-site, 2.0% have called OSA, and 2.4% have done both.

A total of 44 respondents, or 8.8% of the total sample, has contacted the Office of Substance Abuse either via a telephone call or the web-site.

Contact with OSA:

	N=246
Called only	2.0%
Visited web-site only	13.4%
Both	2.4%
Neither	82.1%

□

V. FINDINGS – SPECIFIC BEHAVIORS

Frequency of Serious Talks about Alcohol with Child

Which of the following best describes how often you have serious talks about alcohol with your child?

Fifty-six percent (56.0%) of parents surveyed indicated that they have serious talks about alcohol with their child several times per year, and 34.2% have serious talks about alcohol with their child once a month or more. While 6.0% of respondents have serious talks about alcohol with their child once a year, 3.6% of parents have these talks less than once a year.

Frequency of Serious Talks about Alcohol with Child:

Never	1.4%
Once or twice in her/his life	1.6%
Once every few years	0.6%
Once a year	6.0%
Several times a year	56.0%
Once a month or more	34.2%
Don't know	0.2%



V. FINDINGS – SPECIFIC BEHAVIORS

Content of Serious Talks about Alcohol with Child

What specific topics have you covered in these talks?

[Unaided; Multiple responses were recorded; Asked of the 493 respondents who have serious talks about alcohol with their child]

Seventy-one percent (71.0%) of parents who have serious talks about alcohol with their child have talked about "drinking and driving", 50.7% have discussed the "effects of alcohol on judgment or decision-making", and 48.9% have talked about "peer pressure". Approximately one-third of these respondents have discussed "negative medical impacts of alcohol" (34.9%) and "their feelings about underage drinking" (34.1%). Other top answers include: "addictiveness of alcohol" (17.6%), "long-term effects of alcohol use" (17.2%), "that underage drinking is illegal" (16.8%), "alcohol and sexual activity" (14.2%), and "dangers of heavy or binge drinking" (9.9%).

Content of Serious Talks about Alcohol with Child:

Top answers	N=493
Drinking and driving	71.0%
Effects of alcohol on judgment or decision-making	50.7%
Peer pressure	48.9%
Negative medical impacts of alcohol	34.9%
Your feelings about underage drinking	34.1%
Addictiveness of alcohol	17.6%
Long-term effects of alcohol use	17.2%
That underage drinking is illegal	16.8%
Alcohol and sexual activity	14.2%
Dangers of heavy or binge drinking	9.9%

V. FINDINGS – SPECIFIC BEHAVIORS

Discussions Before Child Attends Social Events

When your child participates in social events or gatherings outside the home at night or on the weekends, how often do you talk to her/him about the details of the evening prior to her/his leaving the house on these occasions?

Approximately nine in ten parents surveyed indicated that before their child attends social events they always ask where the child will be (91.8%), what the child will be doing (90.4%), and who the child will be with (89.6%). Sixty-six percent (66.2%) of respondents said that they always ask their child if there will be adult supervision. Just over one-third of parents indicated that they always ask their child if alcohol will be present (37.6%) and discuss what the consequences will be if any pre-established rules are broken (35.8%).

Discussions Before Child Attends Social Events:

	Never	Rarely	Some-times	Often	Always
Where s/he will be	0.6%	0.6%	0.8%	5.6%	91.8%
Who s/he will be with	0.4%	0.8%	1.4%	7.2%	89.6%
What s/he will be doing	0.2%	0.8%	1.0%	6.8%	90.4%
If there will be adult supervision	0.8%	4.4%	14.0%	14.0%	66.2%
If alcohol will be present	5.2%	11.6%	31.2%	13.4%	37.6%
What the consequences will be if s/he breaks any pre-established rules	5.0%	15.4%	30.8%	12.0%	35.8%

V. FINDINGS – SPECIFIC BEHAVIORS

Discussions After Child Attends Social Events

When s/he returns home after being out, do you normally have a conversation with her/him about the activities/events of the evening?

Ninety-five percent (95.4%) of parents surveyed indicated that they normally have a conversation with their child when s/he returns home after being out about the activities and events of the evening. While 3.2% of parents normally do not have these conversations, 1.4% were unsure.

Discussions After Child Attends Social Events:

Yes	95.4%
No	3.2%
Don't know	1.4%



V. FINDINGS – SPECIFIC BEHAVIORS

Timing of Discussions After Child Attends Social Events

When do you usually have that conversation?

[Asked of the 477 respondents who normally have a conversation with their child about events of evenings out]

Ninety-one percent (91.0%) of the 477 parents who normally have these conversations say that they have them the night the child comes home. Five percent (5.5%) of these respondents indicated that these discussions normally take place the next morning, and 2.5% said that they normally have these conversations sometime the next day. While two of these respondents (0.4%) indicated that these discussions normally take place within a few days of the evening out, three respondents (0.6%) talk with their children "when it's convenient".

When Discussions Usually Take Place:

	N=477
That night	91.0%
Next morning	5.5%
Sometime the next day	2.5%
Next few days	0.4%
When convenient	0.6%

□

V. FINDINGS – SPECIFIC BEHAVIORS

Discussion to Determine whether Child has been Drinking

In having that conversation, is one of your goals to determine whether s/he was drinking?

[Asked of the 477 respondents who normally have a conversation with their child about events of evenings out]

Six in ten of the 477 parents who normally have a conversation with their child about events that transpired during an evening out (61.8%) indicated that the discussion is not used in part to find out whether or not their child has been drinking. While 36.9% of these respondents said that one of the goals of the conversation is to determine whether their child has been drinking, six respondents (1.3%) were unsure.

A total of 176 parents, or 35.2% of the total sample, has conversations with their children to find out whether or not their child has been drinking after an evening out, on a regular basis.

Discussion to Determine whether Child has been Drinking:

	N=477
Yes	36.9%
No	61.8%
Don't know	1.3%



V. FINDINGS – SPECIFIC BEHAVIORS

Curfew for Child

In general, do you have a curfew for your child when s/he goes for an evening out?

Eighty-six percent (86.2%) of those surveyed indicated that their child normally has a curfew when s/he goes out for an evening. While 13.2% of respondents said that their child does not normally have a curfew, three respondents (0.6%) were unsure.

Parents of students in the 12th grade (78.0%) are the least likely to indicate that their child normally has a curfew when they go out for an evening.

Curfew for Child:

Yes	86.2%
No	13.2%
Don't know	0.6%



V. FINDINGS – SPECIFIC BEHAVIORS

Typical Consequences for Child Breaking Curfew

What, if any, are the typical consequences of your child breaking curfew?

[Unaided; Multiple responses were recorded; Asked of the 431 respondents whose children have a curfew on a normal basis]

Approximately six in ten of the 431 respondents whose children have a curfew on a normal basis (60.6%) indicated that one of the typical consequences for their child breaking curfew is that the "child is grounded". Fifteen percent (14.8%) of these respondents said that a typical consequence is that the "child's car privileges are taken away", and 9.0% indicated that their "child is given a warning". Other top answers given were: "child's phone privileges are taken away" (6.7%), "child's computer privileges are taken away" (6.0%), and "child's TV privileges are taken away" (3.7%). While 3.7% of these respondents said that there are no consequences if their child breaks curfew, 17.2% responded that their child has never broken curfew.

Typical Consequences of Child Breaking Curfew:

Top answers	N=431
Child is grounded	60.6%
Child's car privileges are taken away	14.8%
Child is given a warning	9.0%
Child's phone privileges are taken away	6.7%
Child's computer privileges are taken away	6.0%
Child's TV privileges are taken away	3.7%
No consequences	3.7%
Not applicable - child has not broken curfew	17.2%

V. FINDINGS – SPECIFIC BEHAVIORS

Frequency of Alcohol Use under Parental Supervision

How often have you allowed your child to drink alcoholic beverages in your presence?

Eight in ten parents (80.2%) indicated that they have “never” allowed their child to drink alcoholic beverages in their presence. While 15.4% of respondents said that they “rarely” allow their child to drink alcoholic beverages in their presence and 4.2% do so “occasionally”, one respondent (0.2%) indicated that he allows his child to drink “frequently” in his presence.

Parents of children in the lower grades are more likely than those with children in the higher grades to indicate that they “never” allow their child to drink alcoholic beverages in their presence (89.0% [8th grade] versus 73.0% [12th grade]).

Frequency of Alcohol Use under Parental Supervision:

Never	80.2%
Rarely	15.4%
Occasionally	4.2%
Frequently	0.2%

□

V. FINDINGS – SPECIFIC BEHAVIORS

Situations where Child is Allowed to Drink with Parental Supervision

In what situations do you allow your child to drink alcohol in your presence?

[Asked of the 99 respondents who have allowed their child to drink alcohol in their presence]

Approximately four in ten of the 99 respondents who have allowed their child to drink alcoholic beverages in their presence (42.4%) have permitted their child to drink alcohol at weddings. While 36.4% of these respondents have allowed their child to drink alcoholic beverages during holidays, 23.2% have allowed their child to drink at family gatherings. Other top answers include: “wine tasting” (7.1%), “celebrating” (6.1%), “church” (6.1%), and “graduations” (5.1%).

Situations where Child is Allowed to Drink with Parental Supervision:

Top answers	N=99
Weddings	42.4%
Holidays	36.4%
Family gatherings	23.2%
Wine tasting	7.1%
Celebrating	6.1%
Church	6.1%
Graduations	5.1%



V. FINDINGS – SPECIFIC BEHAVIORS

Past Month Exposure to Adult Role Models who have been Drinking Alcohol

In the past month how often has your child been in the presence of adult role models (such as parents, relatives, etc.) who have been intoxicated?

In the past month, how often has your child been in the presence of adult role models (such as parents, relatives, etc.) who have been slightly tipsy?

The majority of parents indicated that their child had “never” been in the presence of adult role models (such as parents, relatives, etc.) who have been intoxicated (78.0%) or slightly “tipsy” (61.8%) in the month preceding the survey. Less than one in ten respondents indicated that their child had either “occasionally” or “frequently” been in the presence of adult role models who have been intoxicated (6.6%) or slightly “tipsy” (9.8%) in the past month.

Past Month Exposure to Adult Roles Models who have been Drinking Alcohol:

	Intoxication	Slightly “Tipsy”
Never	78.0%	61.8%
Rarely	15.0%	27.4%
Occasionally	5.4%	8.4%
Frequently	1.2%	1.4%
Don't know	0.4%	1.0%



V. FINDINGS – SPECIFIC BEHAVIORS

Frequency of Child Hearing Parents “Glorifying” Alcohol

How often do you think that your child has heard you – or other adults over age 25 living in your household – joking or telling a funny story about their drinking behaviors?

One-third of parents (33.8%) think that their child has “never” heard an adult in their household “glorify” alcohol by joking or telling a funny story about their drinking behaviors, and 44.2% believe that this has “rarely” happened. While 15.2% of respondents think that their child has “occasionally” heard alcohol being glorified by an adult in the household, only 1.4% believe that this has happened “frequently”. Five percent (5.4%) of respondents were unsure.

Frequency of Child Hearing Parents “Glorifying” Alcohol:

Never	33.8%
Rarely	44.2%
Occasionally	15.2%
Frequently	1.4%
Don't know	5.4%



V. FINDINGS – SPECIFIC BEHAVIORS

Ways in which Parents “Glorify” Alcohol

What specific behaviors have you seen parents do that might make alcohol seem appealing to their children? [Unaided; Multiple responses were recorded]

Nearly two-thirds of parents surveyed (62.6%) believe that parents “drinking in front of their children” can make alcohol appealing to children, and 23.6% of respondents think that parents “allowing their under-aged children to drink” can make alcohol seem appealing. Other top answers include: “telling alcohol-related stories” (2.8%), “only enjoying events when alcohol is present” (2.6%), “not explaining responsible alcohol use” (2.0%), “having alcohol on hand for all occasions” (1.6%), and “joking about alcohol or making it sound fun” (1.4%). Approximately 19 percent (18.8%) were unsure.

Ways in which Parents “Glorify” Alcohol:

Top answers	
Drinking in front of children	62.6%
Allowing under-aged children to drink	23.6%
Telling alcohol-related stories	2.8%
Only enjoying events when alcohol is present	2.6%
Not explaining responsible alcohol use	2.0%
Having alcohol on hand for all occasions	1.6%
Joking about alcohol/making it sound fun	1.4%
Don't know	18.8%

V. FINDINGS – SPECIFIC BEHAVIORS

Parental Policy on Child’s Use of Alcohol

Which of the following best describes your policy on alcohol as it relates to your child?

The vast majority of parents surveyed (87.4%) have a “zero tolerance” policy regarding their child’s consumption of alcohol, and 10.0% have a policy that permits their child to drink alcohol only in their presence. While three respondents stated “it’s ok” with themselves or another adult present, no respondents have the policy that “it’s ok” for their child to drink alcohol without an adult present.

Parental Policy on Child’s Use of Alcohol:

It’s never okay, or “zero tolerance”	87.4%
It’s only okay with you or your spouse or partner present	10.0%
It’s okay with another adult present	0.6%
It’s okay without an adult present	0.0%
Other	1.4%
Don’t know	0.6%

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V. FINDINGS – SPECIFIC BEHAVIORS

Parental Policy on Child’s Use of Alcohol (cont.)

How many drinks are acceptable at a given time? [Asked of the 60 respondents who allow their child to drink alcohol]

The 60 parents who indicated that they allow their child to drink were asked to indicate the number of drinks that they find acceptable for their child to drink on those occasions. Eighty percent (80.0%) of these respondents indicated that one drink is acceptable. Two respondents each said: “less than one”, “two”, and “three or more”. Six of these respondents were unsure.

Number of Drinks that are Acceptable at a Given Time:

N=60	Number of respondents	Percent of respondents
Less than one	2	3.3%
One	48	80.0%
Two	2	3.3%
Three or more	2	3.3%
Don’t know	6	10.0%

□

V. FINDINGS – SPECIFIC ATTITUDES AND BELIEFS

Honesty About Involvement with Alcohol

How honest do you think your child is with you about her/his involvement with alcohol?

Seventy-nine percent (79.2%) of respondents think their children are "very honest" with them about their children's involvement with alcohol, and 18.2% believe that they are "mostly honest". While 1.4% think that their children are "somewhat honest" about their involvement with alcohol, 1.0% believe that their children are "not very honest".

Honesty about Involvement with Alcohol:

Very honest	79.2%
Mostly honest	18.2%
Somewhat honest	1.4%
Not very honest	1.0%
Not at all honest	0.0%
Don't know	0.2%
Mean*	1.24

**The mean is an average answer based on a scale from 1 to 5, where 1 is "very honest", 2 is "mostly honest", 3 is "somewhat honest", 4 is "not very honest", and 5 is "not at all honest".*

□

V. FINDINGS – SPECIFIC ATTITUDES AND BELIEFS

Lifetime Alcohol Use

To the best of your knowledge has your child ever had more than a few sips of alcohol in their lifetime?

Approximately eight in ten parents surveyed (82.2%) indicated that to the best of their knowledge, their child has never had more than a few sips of alcohol in their lifetime. While 17.0% of parents said that their child has had more than a few sips of alcohol, four respondents (0.8%) were unsure.

Parents with children in the higher grades are more likely than those with children in the lower grades to indicate that their children have had more than a few sips of alcohol in their lifetime - 12th grade (50.0%), 11th grade (19.0%), 10th grade (9.0%), 9th grade (5.0%), and 8th grade (2.0%).

Ever had more than a Few Sips of Alcohol:

Yes	17.0%
No	82.2%
Don't Know	0.8%



V. FINDINGS – SPECIFIC ATTITUDES AND BELIEFS

Alcohol Use in the Past 30 Days

To the best of your knowledge, has your child had alcoholic beverages in the past 30 days?

Only 2.4% of parents polled believe that their children have had alcoholic beverages in the 30 days preceding the survey. While 95.8% of parents do not think that their children have had alcoholic beverages in the past 30 days, 1.8% were unsure.

Parents of children in the 12th grade (9.0%) are the most likely to believe that their children have had alcoholic beverages in the past 30 days.

Alcohol Use in the Past 30 Days:

Yes	2.4%
No	95.8%
Don't Know	1.8%



V. FINDINGS – SPECIFIC ATTITUDES AND BELIEFS

Binge Drinking in the Past 2 Weeks

To the best of your knowledge, has your child had five or more alcoholic beverages in one sitting in the past two weeks?

Ninety-nine percent (99.2%) of parents do not believe that their child has had five or more alcoholic beverages in one sitting in the past two weeks (also known as binge drinking). While just one respondent (0.2%) indicated that their child had participated in binge drinking in the past two weeks, three respondents (0.6%) were unsure.

Binge Drinking in the Past 2 Weeks:

Yes	0.2%
No	99.2%
Don't Know	0.6%



V. FINDINGS – SPECIFIC ATTITUDES AND BELIEFS

Likelihood of Child Using Alcohol on a Regular Basis in Next Year

How likely do think it is that your child will begin using alcohol on a regular basis (that is, at least once per month) within the next year?

Approximately seven percent of respondents (6.8%) think that it is “very likely” (1.0%) or “somewhat likely” (5.8%) that their child will use alcohol on a regular basis within the next year, while 91.2% of respondents feel it is “somewhat unlikely” (21.6%) or “very unlikely” (69.6%). Five respondents indicated that their children “already drink regularly”.

Likelihood of Child Using Alcohol on a Regular Basis in Next Year:

Very Likely	1.0%
Somewhat likely	5.8%
Somewhat unlikely	21.6%
Very unlikely	69.6%
Don't know	1.0%
Already drinks regularly	1.0%
Mean*	3.63

Note: The mean is an average answer based on a scale from 1 to 4, where 1 is "very likely", 2 is "somewhat likely", 3 is "somewhat unlikely", and 4 is "very unlikely".

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V. FINDINGS – SPECIFIC ATTITUDES AND BELIEFS

Child's Close Friends who Drink Alcoholic Beverages Regularly

Approximately how many of your child's close friends drink alcoholic beverages regularly (that is, at least once per month)?

Nearly one-half of the sample (48.4%) indicated that "none" of their child's friends drink alcoholic beverages regularly (at least once per month), and 30.0% said that "some" of their child's friends drink regularly. While 3.8% of respondents indicated that "most" of their child's friends drink alcoholic regularly, two respondents (0.4%) said that "all" of their child's friends do. Seventeen percent (17.4%) of respondents were unsure.

Not surprisingly, parents of children in the lower grades are more likely than those with children in the higher grades to indicate that "none" of their child's friends drink alcoholic beverages regularly - 8th grade (84.0%), 9th grade (65.0%), 10th grade (44.0%), 11th grade (31.0%), and 12th grade (18.0%).

Child's Close Friends who Drink Alcoholic Beverages Regularly:

None	48.4%
Some	30.0%
Most	3.8%
All	0.4%
Don't know	17.4%



V. FINDINGS – SPECIFIC ATTITUDES AND BELIEFS

To what extent do you agree with the following statements?

Parents were asked to what extent they agreed or disagreed with several statements. The statements, as well as the degree to which respondents agreed with the statements, can be found in the table below.

	Strongly Disagree	Disagree	Agree	Strongly Agree	Don't know	Mean*
"The rules in my family regarding alcohol use are clear."	0.2%	0.6%	10.4%	88.4%	0.4%	3.88
"I know most of my child's friends."	0.0%	1.4%	14.8%	83.8%	0.0%	3.82
"I have talked with my child about alternatives to drinking or other ways to have fun."	0.2%	3.8%	30.8%	64.2%	1.0%	3.61
"I have an open relationship with my child."	0.2%	3.2%	34.8%	61.0%	0.8%	3.58
"I have a strong influence over my teenager's behavior relating to alcohol use."	0.2%	4.0%	40.4%	49.6%	5.8%	3.48
"My child shares his/her thoughts and feelings with me."	0.4%	5.0%	49.6%	43.6%	1.4%	3.38
"If my child drank alcohol without my permission, I would catch her/him."	1.0%	7.6%	36.4%	38.0%	17.0%	3.34
"I believe it's inappropriate for parents to occasionally joke or tell a funny story about their past drinking behavior in front of their children."	1.0%	19.8%	25.6%	39.2%	14.4%	3.20

Note: The mean is an average answer based on a scale from 1 to 4, where 1 is "strongly disagree", 2 is "disagree", 3 is "agree", and 4 is "strongly agree".

While there was strong overall agreement with all eight statements, parents showed the strongest agreement with the following two statements, "The rules in my family regarding alcohol use are clear" (Mean – 3.88) and "I know most of my child's friends" (Mean – 3.82). The statement, "I believe it's inappropriate for parents to occasionally joke or tell a funny story about their past drinking behavior in front of their children" recorded the lowest level of agreement (Mean – 3.20).

V. FINDINGS – DEMOGRAPHICS

Alcohol Use in the Household

For the adult over the age of 25 in your household who drinks alcohol the most, please tell me how often he or she drinks alcoholic beverages:

One-fifth of respondents (21.2%) indicated that no adult over the age of 25 in their household consumes alcohol. Nineteen percent (19.0%) said that the adult that drinks alcohol most often consumes alcoholic beverages once or twice per year, and 26.6% indicated that alcohol is consumed once or twice per month. While 26.4% of respondents said that someone in their household drinks alcohol once or twice a week, 6.8% indicated that alcohol is consumed daily.

How Often Alcohol is Consumed:

Never	21.2%
Once or twice a year	19.0%
Once or twice a month	26.6%
Once or twice a week	26.4%
Daily	6.8%

***On average, how many alcoholic beverages does this adult consume in one sitting?
[Asked of the 394 respondents who indicated that an adult in the household drinks alcohol]***

Thirty-seven percent (37.3%) of respondents indicated that the adult in the household that drinks most often drinks one alcoholic beverage, and 43.9% said that two drinks are consumed in one sitting. While 12.7% indicated that three beverages are consumed on average by the adult in the household that drinks the most, 1.3% said that four drinks are consumed and 3.6% said that five or more drinks are consumed in one sitting.

Number of Drinks Consumed in One Sitting:

	N=394
One	37.3%
Two	43.9%
Three	12.7%
Four	1.3%
Five or more	3.6%
Don't know	1.3%

V. FINDINGS – DEMOGRAPHICS

The following tables present the demographic characteristics of the sample:

Age:

25 to 34	4.0%
35 to 44	58.2%
45 to 54	36.2%
55 to 64	1.2%
65 or older	0.2%
Refused	0.2%

Highest Grade of School Completed:

High school graduate	25.2%
Vocational/Trade school	6.0%
Some college/Two year college graduate	27.6%
Four year college graduate	29.4%
Post-Graduate work	10.8%

V. FINDINGS – DEMOGRAPHICS

Total Household Income in 2001 (before taxes):

Less than \$15,000	0.4%
\$15,000 to \$24,999	1.4%
\$25,000 to \$34,999	6.0%
\$35,000 to \$44,999	14.2%
\$45,000 to \$54,999	20.2%
\$55,000 to \$64,999	18.8%
\$65,000 or more	30.4%
Refused	8.6%

Gender:

Male	46.6%
Female	53.4%