

Understanding Teen Drinking Cultures in America

APPENDIX: TELEPHONE POLLING



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Appendix: Telephone Polling 2010

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Understanding Teen Drinking Cultures in America Telephone Polling

This report provides a summary of the telephone polling methodology of the “Understanding Teen Drinking Cultures in America” project funded by The Century Council. The purpose of the telephone polling was to gather nationwide data of a qualitative and quantitative nature from both youth and parents. This approach was designed to complement the range of other strategies used with the research.

Overall, the telephone polling research sought to gain insights from parents and youth about a range of issues associated with teens’ lives. The strategy was to ask a series of questions of the parents and their son or daughter who lived at home, aged 13 to 18. With this approach, a parent perspective and their son/daughter’s perspective could be gathered on the same issue. Questions were prepared with both open-ended and delimited responses, to be able to obtain the greatest breadth and insight about teen and parent perspectives on teen lives, particularly with respect to alcohol.

The questions were prepared by the project staff, including the co-Principal Investigators and research staff. These questions were reviewed and refined following input from the project’s Advisory Board. All questions and research protocols were reviewed and approved by George Mason University’s Human Subjects Review Board (GMU’s HSRB). Rather than forcing respondents to pick responses from a preset menu that might reflect the researchers’ preconceptions, most questions offered respondents the opportunity to reply in a more open-ended way to questions such as “What do you think are the most important reasons people in your peer group choose to drink?” The questions are included in the Appendix to this report.

The telephone polling was conducted by George Mason University’s Center for Social Science Research (GMU’s CSSR). GMU’s CSSR staff went through a training process (see Appendix), since potentially sensitive questions and issues could be brought up due to the subject matter of the project. One of the project Principal Investigators was always available for consultation during the hours when calls were made. A detailed report from GMU’s CSSR

concerning its role and the methodology used for this research can be found in the Appendix to this report.

Telephone calls were made to individuals on purchased lists of those with land-line numbers. The telephone polling was conducted in two phases: a pilot phase from February 10 to February 27, 2009, followed by the main polling which was conducted from March 9 to May 7, 2009. The pilot phase incorporated a random sample from 50 states of 1200 households with children; following this phase, the research questions, response rates, and staffing questions were reviewed with minor changes incorporated. The follow-up main phase used a second random sample from 50 states and Washington DC of 7,000 households with children aged 13-18. In order to increase the proportion of non-white respondents, a third database was obtained near the end of the polling period; this contained 3,000 households with children aged 13-18 from the following ethnic groups: African, African-American, Hispanic, Chinese, Indonesian, Japanese, Polynesian, Vietnamese, Middle Eastern, Native American, and other Asian.

The methodology of this research involving telephone polling was to talk with both a parent and a teen. Before questioning teens, the assent of the teen and the consent of a parent or responsible adult in the household were obtained. George Mason University's Human Subjects Review Committee agreed that this consent could be obtained verbally rather than in writing.. Some parents approved talking with their son/daughter, but did not agree to be interviewed (whether for time availability or other reasons); some parents agreed to talk, but did not approve of an interview with a son/daughter. Call-backs were arranged for those interviews where parents approved the teen interview, but for which the teen was not available. In this process, a total of 609 teens and 1014 parents were interviewed. This includes a total of 522 matched teen and parent pairs, where responses were gathered from a teen and a parent in the same household.

Calls were made on weekday evenings and on weekends. Up to five attempts were made for each household. The telephone polling staff made 10,533 calls, almost half of which resulted in busy signals, answering machine messages or no answer. In 1,743 cases, the person who answered declined to take part in the poll. The CSSR callers completed a total of 1,623 interviews. Of these 1014 interviews were with adults and 609 were with teens, and 522 of these were matched pairs – i.e. a teen and adult in the same household. Preliminary data coding was

conducted by CSSR staff; the detailed coding, sorting and analysis was done by the professional project research staff members.

The data from the telephone polling is reported in five sections:

1. Characteristics of the respondents
2. The teen's life
3. Messages about alcohol
4. Teen alcohol consumption and non-consumption
5. Consequences of alcohol consumption.

In each section, the results are provided in detailed format, starting with an overview of the questions and how the responses were coded. Since most of the questions were open-ended, this necessitated extensive effort to code these qualitative results into meaningful categories of responses. These results are provided for teens and parents separately, with teen responses presented before parent responses; these results include the frequency of the range of responses. Matched pair results are offered for selected questions to highlight agreement between the teens and parents; this represents nearly two-thirds of the respondents (1,044 out of 1,623 total responses), since 522 households are represented in this separate analysis. Each section concludes with a summary table that compares teen and parent responses.

SECTION 1: **CHARACTERISTICS OF THE RESPONDENTS**

The first section includes questions pertaining to characteristics of the respondents including demographics, religious attendance, and time spent eating dinner with the family. The purpose of asking these questions was to know some basic information about the participants in the research. Further, these data provide the opportunity for further analysis, particularly with respect to how various demographic factors (such as age, or number of children, or religious participation) might link to the varied results).

This section incorporates responses from teen respondents first, and is followed by the results obtained from the parents. The section closes with a summary table outlining highlights from this data collection. As the data is reported, both “Percent” and “Valid Percent” are typically highlighted in the various tables; the “Percent” data represents responses from each individual contacted, and the “Valid Percent” includes those who had a response, thus excluding those who did not answer the question. Results are shown for both situations, with narrative describing notable findings for specific situations.

Teens

Teens who were interviewed for this study ranged in age from 13 to 18. The average age of the teen respondents was 16. As noted, less than one-fourth (24.7%) of the respondents were under age 15, and over two-thirds (35.7%) were seventeen or eighteen years old.

Table 1.1: Age of Teens					
Age (Mean=16.0)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	13	59	9.7	9.7	9.7
	14	91	15.0	15.0	24.7
	15	126	20.7	20.7	45.4
	16	115	18.9	18.9	64.3
	17	129	21.2	21.2	85.5
	18	88	14.4	14.5	100.0
	Total	608	99.8	100.0	
Missing	Did Not Answer	1	0.2		
Total		609	100.0		

The percentage of teens that were male was approximately the same as those who reported they were female with a slightly higher percentage of males (51.9%) participating.

Table 1.2: Gender of Teens					
Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	313	51.4	51.9	51.9
	Female	289	47.5	47.9	99.8
	Refused	1	0.2	0.2	100.0
	Total	603	99.0	100.0	
Missing	Did Not Answer	6	1.0		
Total		609	100.0		

Teens were asked how they would describe their race. The majority (85.3 %) of teen respondents were white or Caucasian. About 14 percent of the respondents were non-white.

Table 1.3: Race of Teens					
“How would you describe your race? White or Caucasian, African American, Hispanic, Asian or Pacific Islander or something else?”					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White/Caucasian	518	85.1	85.3	85.3
	African American	17	2.8	2.8	88.1
	Hispanic	35	5.8	5.8	93.9
	Asian/Pacific Islander	13	2.1	2.1	96.0
	Something else	21	3.5	3.5	99.5
	Refused	3	0.5	0.5	100.0
	Total	607	99.7	100.0	
Missing	Did Not Answer	2	0.3		
Total		609	100.0		

The teens were also asked to describe the setting in which they live. The choices included big city, small city, suburbs, town, country or other. Over one-third of the respondents (33.5%) reported living in the suburbs. The next highest was in a small city (21.5%) followed by a town (18.5%), big city (13.0%), and the country (12.5%). This illustrates that nearly one-third (31.0%) live in a rural location (town or country), one third (34.5%) live in a city, and one third (33.5%) live in the suburbs.

Table 1.4: Teen Description of Residence					
“Do you live in a big city, in a small city, in the suburbs outside of a city, in a town away from the city, or in the country?”					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Big city	79	13.0	13.0	13.0
	Small city	130	21.4	21.5	34.5
	Suburbs	203	33.3	33.5	68.0
	Town	112	18.4	18.5	86.5
	Country	76	12.5	12.5	99.0
	Other	1	0.2	0.2	99.2
	Don't know	5	0.8	0.8	100.0
	Total	606	99.5	100.0	
Missing	Did Not Answer	3	0.5		
Total		609	100.0		

Teens were asked about their participation in religious services. Over three-fourths of teen respondents (79.4%) said that they attend church, synagogue, mosque or other religious services; about over one in five (20.4%) had never attended.

Table 1.5: Teen Religious Attendance					
“Do you ever attend church, synagogue, mosque or other religious service?”					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	482	79.2	79.4	79.4
	No	124	20.4	20.4	99.8
	Refused	1	0.2	0.2	100.0
	Total	607	99.7	100.0	
Missing	Did Not Answer	2	0.3		
Total		609	100.0		

Among those teens who said they have ever attended church, synagogue, mosque, or other religious services, nearly two-thirds (64.2%) said they attend at least once a week and one in five (21.0%) said they attend once a month or more, but less than once a week. Overall, 85%

reported attending at least once a month. This means that, of all youth responding in the telephone poll, over two thirds (67.7%) attend a religious service at least once a month.

Table 1.6: Frequency of Teen Religious Attendance					
“How often? Would you say every week or more, once a month or more but less than once a week, several times a year but less than once a month, or once a year or less?”					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Every week or more	309	50.7	64.2	64.2
	Once a month or more, but less than once a week	101	16.6	21.0	85.2
	Several times a year, but less than once a month	56	9.2	11.6	96.9
	Once a year or less	14	2.3	2.9	99.8
	Other	1	0.2	0.2	100.0
	Total	481	79.0	100.0	
Missing	Did Not Answer	128	21.0		
Total		609	100.0		

Teens were asked how often they usually eat dinner with their family. Overall, the average response was five days out of the seven days of the week. Just less than one-third (32.2%) of teens reported eating dinner with their family each day of the week.

Table 1.7: Teen Dinners Per Week With Family					
"Out of the 7 days of the week, how many days do you usually eat dinner with your family?" (Mean= 5.0)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	36	5.9	5.9	5.9
	2	46	7.6	7.6	13.5
	3	41	6.7	6.7	20.2
	4	76	12.5	12.5	32.7
	5	126	20.7	20.7	53.5
	6	86	14.1	14.1	67.6
	7	196	32.2	32.2	99.8
	Don't know	1	0.2	0.2	100.0
	Total	608	99.8	100.0	
Missing	Did Not Answer	1	0.2		
Total		609	100.0		

Parents

A total of 1014 parents were interviewed for the telephone polling. The parents were asked similar questions about their family situation, with one additional question (on class status) asked of them that was not asked of teens. First, parents polled were asked how many children they have; on average, parents reported having three children. Over one-third of parents (42.5%) reported having two children, and nearly one-half (46.9%) reporting three or more children.

Table 1.8: Children					
Number of Children (Mean=3.0)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	107	10.6	10.6	10.6
	2	431	42.5	42.5	53.1
	3	285	28.1	28.1	81.2
	4	130	12.8	12.8	94.0
	5	41	4.0	4.0	98.0
	6	10	1.0	1.0	99.0
	7	4	0.4	0.4	99.4
	8 or more	6	0.6	0.6	100.0
	Total	1014	100.0	100.0	
Missing	Did Not Answer	0	0.0		
Total		1014	100.0		

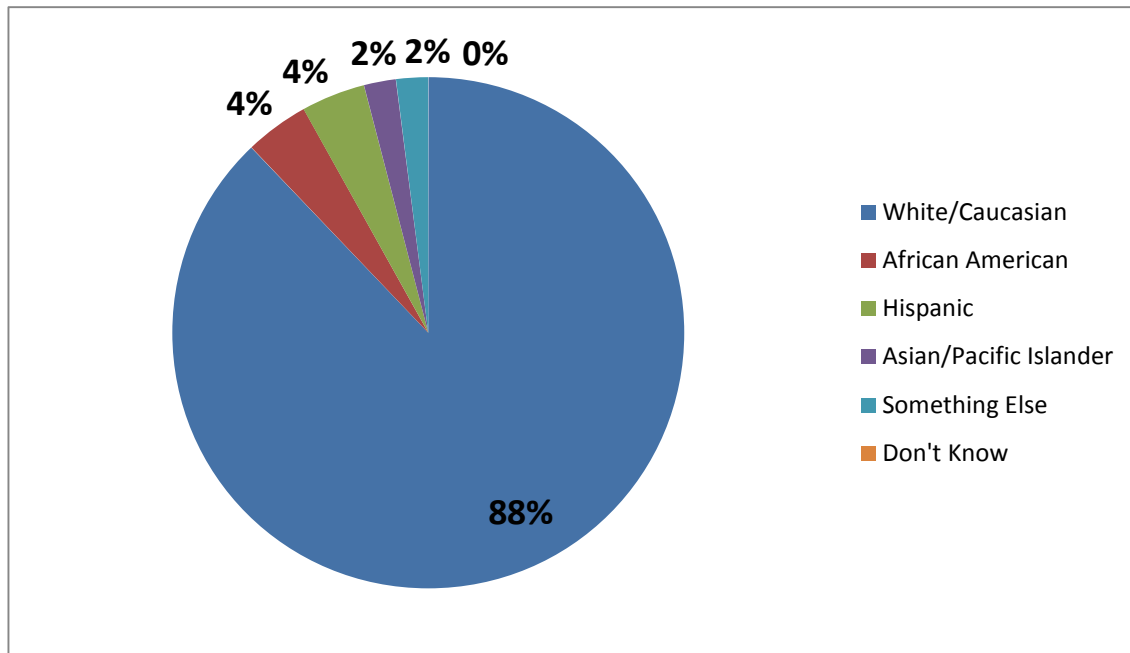
Respondents to the telephone polling reveal a higher percentage of mothers participating than men. Overall, over two-thirds of the respondents (67.8%) were women.

Table 1.9: Gender of Participants					
Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	325	32.1	32.2	32.2
	Female	684	67.5	67.8	100.0
	Total	1009	99.5	100.0	
Missing	Did Not Answer	5	0.5		
Total		1014	100.0		

Parents were asked to describe their race. Similar to teens, the majority of respondents were white or Caucasian (87.3%), with non-white respondents making up 12% of the sample.

Table 1.10: Teen Description of Race					
“How would you describe your race? White or Caucasian, African American, Hispanic, Asian or Pacific Islander, or something else?”					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White/Caucasian	879	86.7	87.3	87.3
	African American	37	3.7	3.7	91.0
	Hispanic	44	4.3	4.4	95.3
	Asian/Pacific Islander	18	1.8	1.8	97.1
	Something else	19	1.9	1.9	99.0
	Don't know	2	0.2	0.2	99.2
	Refused	8	0.8	0.8	100.0
	Total	1007	99.3	100.0	
Missing	Did Not Answer	7	0.7		
Total		1014	100.0		

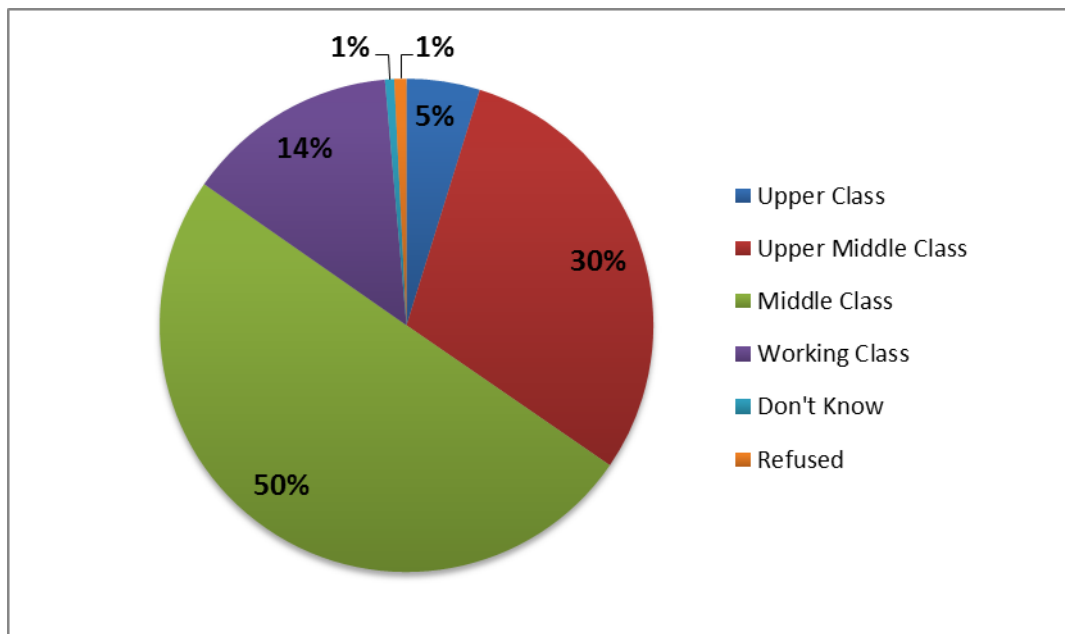
Figure 1: Race



Parents were asked to describe their family as one of four groupings: upper class, upper middle class, middle class or working class. One-half classified themselves as middle class, following by nearly one-third (29.8%) indicating they were upper middle class. About one in seven respondents (13.9%) reported working class, and one in twenty (4.8%) reported upper class. Teens were not asked this question because the research staff believed they would not have sufficient understanding of family income to portray their socioeconomic status accurately.

Table 1.11: Parent Description of Socio-Economic Status					
“Do you consider yourself upper class, upper middle class, middle class, or working class?”					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Upper class	48	5.0	4.8	4.8
	Upper middle class	299	29.5	29.8	34.5
	Middle class	504	49.7	50.1	84.7
	Working class	140	13.8	13.9	98.6
	Don't know	6	0.6	0.6	99.2
	Refused	8	0.8	0.8	100.0
	Total	1005	99.1	100.0	
Missing	Did Not Answer	9	0.9		
Total		1014	100.0		

Figure 2: Socio-Economic Status



Parents were asked to describe their home setting, with over one-third (39.8%) reporting that they live in the suburbs. This was followed by small city (19.1%), town (15.5%) and country (13.2%). The overall city responses totaled nearly one-third (31.2%), and the more rural locations were lower (28.7%). These patterns are similar to those identified by teens, with slightly more parents reporting suburbs and slightly fewer parents reporting rural settings.

Do you live in a big city, in a small city, in the suburbs outside of a city, in a town in "the country, or in the country?"					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Big city	122	12.0	12.1	12.1
	Small city	192	18.9	19.1	31.2
	Suburbs	400	39.5	39.8	71.0
	Town	156	15.4	15.5	86.5
	Country	133	13.1	13.2	99.7
	Other	1	0.0	0.1	99.8

	Refused	2	0.2	0.2	100.0
	Total	1006	99.2	100.0	
Missing	Did Not Answer	8	0.8		
Total		1014	100.0		

Parents were asked about the religious engagement. When asked if they attend a church, synagogue, mosque, or other religious service, nearly six in seven (84.2%) report that they do.

Table 1.13: Parent Religious Attendance					
"Do you ever attend a church, synagogue, mosque or other religious service?"					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	847	83.5	84.2	84.2
	No	155	15.3	15.4	99.6
	Refused	4	0.4	0.4	100.0
	Total	1006	99.2	100.0	
Missing	Did Not Answer	8	0.8		
Total		1014	100.0		

Of this group of respondents who said they attend religious services (84.2% of all respondents), nearly two-thirds (63.2%) report attending at least once a week. Another one in five respondents (19.7%) report religious participation at least once a month, but less than every week, and another 13.7% report attending several times a year, but less than once a month. The vast majority (82.9 percent) attend a religious service at least once a month. Thus, of the entire group of respondents, over two-thirds (69.8 percent) report attending religious services at least once a month.

Table 1.14: Frequency of Parent Religious Attendance					
“How often? Would you say every week or more, once a month or more but less than every week, several times a year but less than once a month, or once a year or less?”					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Every week or more	536	52.9	63.2	63.2
	Once a month or more, but less than every week	167	16.5	19.7	82.9
	Several times a year, but less than once a month	116	11.4	13.7	96.6
	Once a year or less	28	2.8	3.3	99.9
	Refused	1	0.0	0.1	100.0
	Total	848	83.6	100.0	
Missing	Did Not Answer	166	16.4		
Total		1014	100.0		

When asked how many days of the week their teen usually eats dinner with the family, parents also reported that the average number of days was five. Over two in five parents (40.4%) said their teen eats dinner with the family all seven days of the week and less than one in ten (7.8 percent) reported two or fewer days.

Table 1.15: Parent Frequency of Dinner with the Family					
"Out of the 7 days of the week, how many days does your teen usually eat dinner with your family?" (Mean=5.0)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	32	3.2	3.2	3.2
	2	47	4.6	4.7	7.8
	3	78	7.7	7.7	15.5
	4	90	8.9	8.9	24.5
	5	185	18.2	18.3	42.8
	6	165	16.3	16.3	59.1
	7	408	40.2	40.4	99.5
	Don't know	4	0.4	0.4	99.9
	Refused	1	0.0	0.1	100.0
	Total	1010	99.6	100.0	
Missing	Did Not Answer	4	0.4		
Total		1014	100.0		

Summary

Overall, the telephone polling sample of teens consisted of approximately the same number of males and females; for parents, however, a higher percentage of females responded to questions than did males. Thus, over two-thirds of the parent responses were based on a mother's perspective. The majority of participants were white/Caucasian, with similar results for teens and parents. Parents were asked about their socioeconomic status, and one-half identified their families as being middle class. The setting of their home was fairly evenly divided between suburbs, city, and rural locations. The families interviewed had a reported average of three children. Regarding how often the teen eats with the family, the average response for teens and parents was five times weekly. When asked about religious attendance, approximately four in five teens and parents responded affirmatively, with nearly two-thirds of those attending participating on at least a once-a-week basis.

Table 1.16: Characteristics of Respondents		
Summary Table 1		
	Teens *numbers reflect either averages or highest percentage of respondents	Parents *numbers reflect either averages or highest percentage of respondents
How old are you?	16 years old	NA
What is the respondent's gender?	48.1% Female 51.9% Male	67.8% Female 32.2% Male
What is your race?	White/Caucasian (85.3%)	White/Caucasian (87.3%)
Do you consider yourself Upper class, Upper Middle class, Middle class, or Lower class?	NA	Middle Class (50.1%)
In what setting do you live?	Suburbs (33.5%)	Suburbs (39.8%)
How many children do you have?	NA	3 children
Of the 7 days of the week, how many days do you/does your teen usually eat dinner with the family?	5 days	5 days
Do you ever attend church, synagogue, mosque, or other religious services?	Yes (79.4%)	Yes (84.2%)
If yes, how often?	Every week or more (64.2%)	Every week or more (63.2%)

SECTION 2: **THE TEEN'S LIFE**

The second section focuses on numerous aspects associated with the life of a teen. Specific items of interest in this section addressed how much time teens spend with friends, the importance of acceptance by peers, how they perceive others' alcohol use, and challenges faced by teens. Just as the previous section, all questions were asked of teens as well as parents; parent respondents were asked to reflect on the life of their teen, and to report how they (the parent) viewed these elements in the life of their son or daughter.

Teens

The first issue addressed focused on the amount of time spent with friends outside of school. Questions focused on this time during the week, as well as on the weekend. Regarding the typical weekday, teen respondents reported spending an average of three hours with friends outside of school. Over half of teens (57.2%) reported spending two hours or less each week.

Table 2.1: Time Spent with Friends Outside of School					
On a typical weekday or school day, approximately how many hours do you spend with your friends outside of school? (Mean= 3.0)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 or less	161	26.4	26.5	26.5
	2	187	30.7	30.8	57.2
	3	125	20.5	20.6	77.8
	4	69	11.3	11.3	89.1
	5	29	4.8	4.8	93.9
	6	13	2.1	2.1	96.1
	7 or more	18	3.0	3.0	99.0
	Don't know	6	1.0	1.0	100.0
	Total	608	99.8	100.0	
Missing	Did Not Answer	1	0.2		
Total		609	100.0		

For weekend time, teens reported spending an average of six hours with friends on a typical Saturday or Sunday. Approximately one-fourth (26.7%) reported spending three or fewer hours with friends on one or both of these days. However, over one-third (34.1%) of teen respondents reported spending seven or more hours on the typical weekend day.

Table 2.2: Time Spent With Friends on Weekends					
"On a typical Saturday or Sunday, approximately how many hours do you spend with your friends?"					
<i>(Mean= 6.0)</i>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 or less	60	9.9	9.9	9.9
	2	51	8.4	8.4	18.3
	3	51	8.4	8.4	26.7
	4	76	12.5	12.5	39.2
	5	86	14.1	14.2	53.4
	6	76	12.5	12.5	65.9
	7	29	4.8	4.8	70.7
	8	49	8.1	8.1	78.7
	9	9	1.5	1.5	80.2
	10	53	8.7	8.7	89.0
	11	2	0.3	0.3	89.3
	12	38	6.2	6.3	95.6
	13	1	0.2	0.2	95.7
	14	1	0.2	0.2	95.9
	15	1	0.2	0.2	96.0
	20	2	0.3	0.3	96.4
	22	1	0.2	0.2	96.5
	24	20	3.3	3.3	99.8
	Don't know	1	0.2	0.2	100.0
Total		607	99.7	100.0	
Missing	Did Not Answer	2	0.3		
Total		609	100.0		

Teens were then asked about acceptance by peers. They were asked, using a 7-point scale, to indicate how important it is to be accepted by their peers. With a response of ‘7’ being ‘very important’, teens gave an average response of four to this question. The largest response, with 30.9% of respondents, rated this as a five. Less than one-fourth of respondents (23.8%) noted that this was on the less important end of the scale (three or less), and the majority (54.8%) stated that it was important (a response of 5, 6 or 7).

Table 2.3: Teen Importance of Peer Acceptance					
“On a scale of 1 to 7, 1 being 'not important' and 7 being 'very important', how important is it to be accepted by your peers?”					
<i>(Mean= 4.0)</i>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	24	3.9	3.9	3.9
	2	39	6.4	6.4	10.4
	3	82	13.5	13.5	23.8
	4	129	21.2	21.2	45.1
	5	188	30.9	30.9	76.0
	6	91	14.9	15.0	91.0
	7	54	8.9	8.9	99.8
	Don't know	1	0.2	0.2	100.0
	Total	608	99.8	100.0	
Missing	Did Not Answer	1	0.2		
Total		609	100.0		

The teens were asked a question about alcohol consumption among their friends. They were asked to think about their group of friends, and to estimate how many of them had consumed alcohol during the previous month. With this open-ended response (from 0% to 100%), nearly one-third of respondents (29.9%) said that none of their friends had used alcohol; that means that 70.1% of youth did know of someone who used alcohol. When averaging the responses, the average number of friends who had used in the previous month was 27%. When removing those respondents who reported no friends consuming alcohol (0%), the average

percentage of youth believed to having had alcohol during the previous month was 38%. Of the respondents, one-fifth (20.5 percent) reported that 60 percent or more of their friends drank alcohol during the previous month. One percent of the teens (6 individuals) did not respond to this question.

Table 2.4: Teen Friends Who Recently Consumed Alcohol					
“Thinking about your group of friends, about what percentage of them drank alcohol in the last month, from 0% to 100%?” (Mean=38.0%/27.0%)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	180	29.6	29.9	29.9
	1-9%	97	15.9	16.1	46.0
	10-19%	68	11.1	11.3	57.3
	20-29%	34	5.6	5.6	62.9
	30-39%	39	6.4	6.5	69.4
	40-49%	22	3.6	3.7	73.1
	50-59%	40	6.6	6.6	79.7
	60-69%	22	3.6	3.7	83.4
	70-79%	30	4.9	5.0	88.4
	80-89%	20	3.3	3.3	91.7
	90-99%	24	3.9	4.0	95.7
	100	27	4.4	4.5	100.0
	Total	603	99.0	100.0	
Missing	Did Not Answer	6	1.0		
Total		609	100.0		

This question asking what percentage of the teen’s group of friends drank alcohol in the last month was broken down by the age group of the teen. Three groups were examined for differential response to this question: those teens aged 13 and 14, those 15 and 16, and those 17 and 18. Among those aged 13 or 14, more than half of the teen respondents (52%) reported that none of their friends drank in the last month; this rate was nearly one-third (29.9%) for the 15 and 16 year olds, and was 13.8% for the 17 and 18 year olds. When reviewing the lower

levels of consumption of less than 20%, and excluding the non-users, the results are quite revealing: for ages 13-14, this was 27.9%; it was 26.9% for ages 15-16, and 26.8% for ages 17-18. Looking at the other end of the scale, the following rates are found of the percentage of friends at a level of 50% or higher: Among ages 13-14, it is 8.7%; for 15-16, it is 22.3%, and for 17-18, it is 44.3%. When excluding the respondents who said none of their friends drank, the mean percentage for ages 13-14 is 23%, for ages 15-16, it is 34%, and for ages 17-18 it was 47%.

Table 2.5: Teen Friends Who Recently Consumed Alcohol, By Age			
"Thinking about your group of friends, about what percentage of them drank alcohol in the last month (from 0% to 100%)?"			
<i>BY AGE GROUP</i>			
	13-14	15-16	17-18
0	52.0% (78)	29.9% (72)	13.8% (30)
1-9%	19.3% (23)	15.7% (38)	13.8% (30)
10-19%	8.6% (13)	11.2% (27)	13.0% (28)
20-29%	3.4% (5)	7.4% (18)	5.1% (11)
30-39%	4.7% (7)	8.7% (21)	5.1% (11)
40-49%	2.7% (4)	3.3% (8)	4.6% (10)
50-59%	2.0% (3)	6.6% (16)	9.7% (21)
60-69%	2.7% (4)	2.5% (6)	5.6% (12)
70-79%	0.7% (1)	5.8% (14)	6.9% (15)
80-89%	0.0% (0)	2.9% (7)	6.0% (13)
90-99%	2.0% (3)	2.0% (5)	7.3% (16)
100	1.3% (2)	2.5% (6)	8.8% (19)
Total	99.3% (149)	98.8% (238)	99.5% (216)
Did Not Answer	0.7% (1)	1.2% (3)	0.5% (1)
Total	100.0% (150)	100.0% (241)	100.0% (217)
Mean Including "0" Estimates	11.0%	24.0%	40.0%
Mean Excluding "0" Estimates	23.0%	34.0%	47.0%

Parents

Parents were asked similar questions about their teen’s behavior. They reported that on a typical weekday or school day, their son or daughter spent an average of two hours with friends outside of school. Less than one-third (31.5 percent) of parents reported that their son/daughter spent one or fewer hours with friends outside of school, and nearly two-thirds (65.2%) of parents reported two or fewer hours on a weekday. Further, less than one in ten (7.8 %) reported that their teen had spent five or more hours on a typical weekday.

Table 2.6: Time Spent With Friends Outside of School					
“On a typical weekday or school day, approximately how many hours does your teen spend with friends outside of school?”					
<i>(Mean=2.0)</i>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 or less	318	31.4	31.5	31.5
	2	340	33.5	33.7	65.2
	3	187	18.4	18.5	83.7
	4	78	7.7	7.7	91.5
	5	37	3.7	3.7	95.1
	6	19	1.9	1.9	97.0
	7 or more	22	2.2	2.2	99.2
	Don't know	6	0.6	0.6	99.8
	Refused	2	0.2	0.2	100.0
	Total	1009	99.5	100.0	
Missing	Did Not Answer	5	0.5		
Total		1014	100.0		

Parents were asked a similar question regarding time spent with friends during a typical weekend day. Overall, they responded that their son/daughter spent an average of five hours with friends on a typical Saturday or Sunday. About one in eight (12%) of parents reported one hour or less, and nearly one-fourth (24.6%) reported two or fewer hours. Nearly one-third (32.6 percent) of parents reported that their teen had spent six or more hours on a typical

weekend day, and one in ten parents (10.4%) report a level of ten or more hours with friends. Noteworthy in this set of responses is that very few parents (0.6% of the total number of respondents) did not know how much time their son or daughter spends with friends, whether during the week or on weekends.

Table 2.7: Time Spent With Friends on Weekends					
"On a typical Saturday or Sunday, approximately how many hours does your teen spend with friends?"					
<i>(Mean= 5.0)</i>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 or less	121	11.9	12.0	12.0
	2	127	12.5	12.6	24.6
	3	133	13.1	13.2	37.8
	4	181	17.9	17.9	55.7
	5	113	11.1	11.2	66.9
	6	112	11.1	11.1	78.0
	7	23	2.2	2.3	80.3
	8	84	8.3	8.3	88.6
	9	5	0.5	0.5	89.1
	10	38	3.8	3.8	92.9
	11	2	0.2	0.2	93.1
	12	31	3.1	3.1	96.1
	13	1	0.0	0.1	96.2
	15	2	0.2	0.2	96.4
	16	1	0.0	0.1	96.5
	18	2	0.2	0.2	96.7
	20	3	0.3	0.3	97.0
	24	24	2.4	2.4	99.4
	Don't know	6	0.6	0.6	100.0
Total	1009	99.5	100.0		
Missing	Did Not Answer	5	0.5		
Total		1014	100.0		

Parents were asked about the importance for their son or daughter to be accepted by their peers. Respondents were provided a seven-point scale with '1' being 'not important' and '7' being 'very important.' The average response was five, compared with four among the teen responses. Overall, one half (50.6%) of respondents reported a response at the midpoint (with a response of 3, 4, or 5). Nearly two-thirds (59.7%) reported a level of importance (of 5, 6, or 7).

Table 2.8: Importance of Peer Acceptance					
"On a scale of 1 to 7, 1 being 'not important' and 7 being 'very important', how important is it to your teen to be accepted by their peers?"					
<i>(Mean= 5.0)</i>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	68	6.7	6.7	6.7
	2	71	7.0	7.0	13.7
	3	107	10.6	10.6	24.3
	4	155	15.3	15.3	39.6
	5	250	24.7	24.7	64.3
	6	151	14.9	14.9	79.2
	7	203	20.0	20.1	99.3
	Don't know	7	0.7	0.7	100.0
	Total	1012	99.8	100.0	
Missing	Did Not Answer	2	0.2		
Total		1014	100.0		

Parents were asked about alcohol consumption by their son or daughter's friends during the previous month. The average percentage among parent respondents was 16 percent, lower than the rate provided by teens. Nearly 8 percent of the parent sample did not answer this question. Of the respondents, nearly one-half (47.7%) of the parents report that none of the friends of their son or daughter consumed alcohol in the previous month. Nearly one-quarter (24.1%) of parent respondents indicated that less than 20% of their teens' friends had used alcohol. Nearly one in ten (9.9%) parents reported that 60% or more of their son/daughter's friends had used alcohol in the previous month. When the responses of non-drinkers (the

47.7%) are excluded from analysis, the average estimation of teens drinking rose to 31% from the 16% overall.

Table 2.9: Alcohol Consumption by the Teen's Peers					
"Thinking about your son or daughter's group of friends, about what percentage of them drank alcohol in the last month (from 0% to 100%)?"					
<i>(Mean= 16.0/31.0%)</i>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	446	44.0	47.7	47.7
	1-9%	121	11.9	12.9	60.6
	10-19%	105	10.4	11.2	71.8
	20-29%	74	7.3	7.9	79.7
	30-39%	25	2.5	2.7	82.4
	40-49%	10	1.0	1.1	83.5
	50-59%	62	6.1	6.6	90.1
	60-69%	8	0.8	0.9	91.0
	70-79%	20	2.0	2.1	93.1
	80-89%	19	1.9	2.0	95.1
	90-99%	23	2.3	2.5	97.6
	100	22	21.7	2.4	100.0
	Total		935	92.2	100.0
Missing	Did Not Answer	79	7.8		
Total		1014	100.0		

Challenges Facing Teens

Teens and parents were asked about the toughest challenges faced by teens in the last few years. The question asked for teens was "What are the three toughest challenges you has faced in the last few years?"; for parents, the question focused on "your teen." The responses were coded and organized into categories. The categories that appeared for both parents and teens included academics/school, family, work/money, leisure activities, social, emotional, balance, health, and a "don't know" or "no response" category. The Teen Challenges table provides examples of responses for each category. *Academics or school* is anything having to do with school including grades, taking tests, or getting into college. Being accepted by peers, peer

pressure, and boyfriend and girlfriend trouble make up the *social* category. *Leisure activities* include being involved with sports teams, getting a drivers license, and going to church. The *family* responses included comments about a family member being ill, a death in the family, experiencing a move, and even having a pet die was mentioned. In the *health* category, respondents cited challenges with alcohol and drugs as well as mental and physical illnesses. The *emotional* category included making decisions and controlling emotions. Teens and parents also talked about the challenges of finding a job and making money. The *balance* category included the time management involved in keeping up with school, extracurricular activities, and jobs.

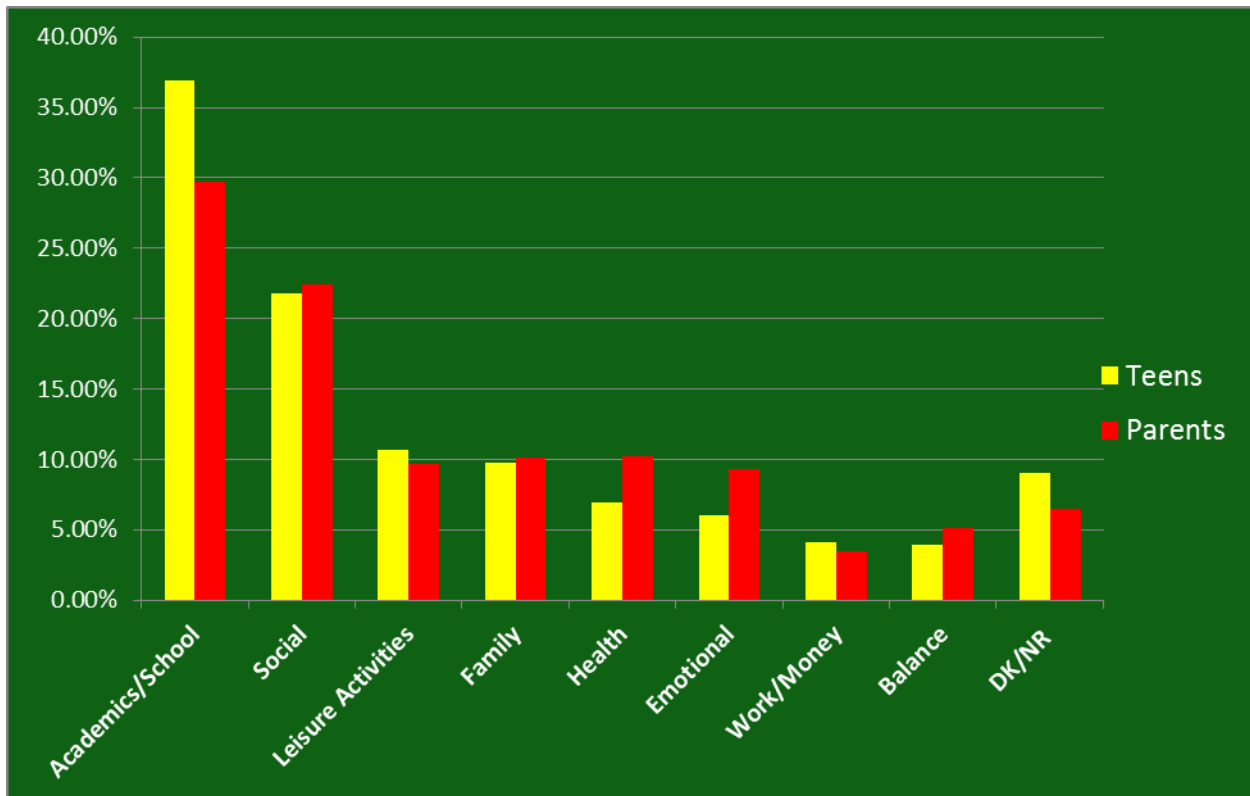
Table 2.10: Challenges Facing Teens	
Teen Challenges	
Academics/School	adjusting to school, specific classes, specific tests (ACT/SAT), college, grades, homework, reading
Social	acceptance, girlfriend/boyfriend issues, peer pressure, being bullied
Leisure Activities	sports, issues with coaches, getting license, going to church, school activities
Family	death in family, pet dying, jail, family illness, moving, issues with siblings, divorce of parents
Health	alcohol and drugs, appearance, specific diseases/illness/injuries, weight, miscarriage
Emotional	being oneself, making decisions about the future, following rules/laws, controlling emotions, anger management, anxiety, attitude, depression
Work/Money	finding a job, working hard at a job, staying in cell phone limit, economy
Balance	balancing school, work, extracurricular activities and social life, time management
DK/NR	can't think of anything, don't know, n/a, no challenges or the individual did not respond to this question at all

The pattern of responses to this question showed similar results for teens and parents. As noted in the table that follows, a slightly higher percentage of teens cited an academic or school reason as a tough challenge while a slightly higher percentage of parents cited family, social, emotional, balance, and health challenges. A slightly higher percentage of teens (9%) than parents (6.5%) indicated they didn't know or did not have a response to this question.

Overall, this data shows that the top challenge faced by teens was academics, both from their perspective as well as from the view of their parent. This is followed by social challenges, and then those dealing with leisure activities. One thing that is important to remember in the review of the responses to this question is that respondents were asked to identify up to three challenges faced by the teen; some identified one, others identified two, and some identified three different challenges. These are reviewed in more detail in the following pages of this report. Thus, the charts that follow incorporate analyses of the number of challenges cited, as well as of the number of teens or parents who cited these challenges. This first chart, for example, shows that 1,237 individually coded challenges were reported from the 554 teens who had a response to this question.

Table 2.11: Challenges Faced by Teens		
“What are the three toughest challenges you/your teen has faced in the last few years?”		
	Teens (609 interviewed) 1237 total challenges from 554 teens	Parents (1014 interviewed) 2135 total challenges from 948 parents
Academics/School	(456) 36.9%	(635) 29.7%
Social	(270) 21.8%	(479) 22.4%
Leisure Activities	(132) 10.7%	(206) 9.7%
Family	(121) 9.8%	(216) 10.1%
Health	(85) 6.9%	(217) 10.2%
Emotional	(74) 6.0%	(199) 9.3%
Work/Money	(51) 4.1%	(74) 3.5%
Balance	(48) 3.9%	(109) 5.1%
DK/NR *not included in the above percentages	55 (9.0% of teens interviewed)	66 (6.5% of parents interviewed)

Figure 3: Teen Challenges



The following table shows the number of teen respondents, for each category, who had a challenge in it. The numbers in bold indicate the number of teens; this is followed by the total number of challenges in that category. Of the teens who responded to this question, nearly 70% cited challenges with academics or school and 41% cited social reasons. Leisure activities were mentioned by 22% and about 19% of the youth noted family challenges. Thirteen percent gave a health challenge, twelve percent an emotional challenge, nine percent had a work or money challenge, and eight percent said balance was a challenge for them. Thus, excluding those who did not have a response, over two-thirds of teen challenges were focused on academics or school.

Table 2.12: Teens With Challenges			
Number of Teens with Challenges by Category <i>609 Teens Interviewed</i>			
		Including DK/NR (609 total)	Excluding DK/NR (554 total)
Academic/School	387 (456 Challenges from 387 Teens)	63.6%	69.9%
Family	106 (121 Challenges from 106 Teens)	17.4%	19.1%
Work/Money	47 (51 Challenges from 47 Teens)	7.7%	8.5%
Leisure Activities	121 (132 Challenges from 121 Teens)	19.9%	21.8%
Social	228 (270 Challenges from 228 Teens)	37.4%	41.2%
Emotional	66 (74 Challenges from 66 Teens)	10.8%	11.9%
Balance	43 (48 Challenges from 43 Teens)	7.1%	7.8%
Health	70 (85 Challenges from 70 Teens)	11.5%	12.6%
DK/NR	55 (55 DK/NR from 55 Teens)	9.0%	NA

A review of the number of challenges offered by teens is shown below. Twenty-four percent of teens who responded gave one challenge, 29 percent gave two, and nearly half (46.9%) gave three. Nine percent of the full sample of teens interviewed did not respond to this question.

Table 2.13: Number of Challenges			
Number of Challenges Cited by Teens <i>609 Teens Interviewed</i>			
Number of Challenges	Number of Respondents	% Including DK/NR	% Excluding DK/NR
1	131	21.5%	23.7%
2	163	26.8%	29.4%
3	260	42.7%	46.9%
DK/NR	55	9.0%	NA

Just as with the teens, the dominant teen challenge cited by parents focused on academics or school, with over one-half (58%) of the parents who responded to this question gave a response in this category. The next highest category was social where almost half (44 percent) of the parents indicated a social challenge for teens. Close to 20 percent of the parents interviewed gave a family, leisure activity, emotional, or health challenge and ten percent said

balance was a challenge for their teen. About seven percent of the parents interviewed did not respond to this question.

		Including DK/NR (1014 total)	Excluding DK/NR (948 total)
Academic/School	550 (635 Challenges from 550 Parents)	54.2%	58.0%
Family	182 (216 Challenges from 182 Parents)	18.0%	19.2%
Work/Money	71 (74 Challenges from 71 Parents)	7.0%	7.5%
Leisure Activities	188 (206 Challenges from 188 Parents)	18.5%	19.8%
Social	413 (479 Challenges from 413 Parents)	40.7%	43.6%
Emotional	172 (199 Challenges from 172 Parents)	17.0%	18.1%
Balance	97 (109 Challenges from 97 Parents)	9.6%	10.2%
Health	161 (217 Challenges from 161 Parents)	15.9%	17.0%
DK/NR	66 (66 DK/NR from 66 Parents)	6.5%	NA

Also similar to the teen response patterns, almost one half (47.6%) of the parents who responded cited three challenges faced by their teen. Two challenges were given by 30 percent of the parents and one was given by 22 percent.

	Number	% Including DK/NR	% Excluding DK/NR
1	212	20.9%	22.4%
2	285	28.1%	30.1%
3	451	44.5%	47.6%
DK/NR	66	6.5%	NA

Teen Challenges: Matched Pairs

The telephone polling data was analyzed to look at the agreement between teens and parents in the same household, with 522 teen and parent matches identified. The following tables include, for each category, the number and percentage of matched pairs that showed the same response. In reviewing this data, it is important to recall that the question posed was to identify

three toughest challenges facing the teen over the last few years. As reported in the previous sections, less than one-half of teen and parent respondents identified three challenges.

The highest percentage of agreement was found for responses about academics when the teens and parents were asked about the toughest challenges teens face. This illustrates that over one-third of teens and parents agreed that a tough challenge was of an academic nature. Low percentages of agreement occurred for most of the categories including leisure, family, health, emotional, balance, work and the Don't Know/No Response category, each of which had which all had under ten percent of the total matched pairs in agreement.

Table 2.16: Toughest Teen Challenges		
Matched Pairs: Toughest Challenges Faced		
	Number of Matched Pairs in Agreement	Percentage of Total Matched Pairs in Agreement
Academics	182	34.9%
Social	111	21.3%
Leisure	35	6.7%
Family	31	5.9%
Health	23	4.4%
Emotional	17	3.3%
Balance	8	1.5%
Work	8	1.5%
DK/NR	5	1.0%

The next table shows the number of times matched teen-parent respondents had matching responses by category for the question asking about the toughest challenges teens face. Nearly one-half (49.2%) of the 522 matched pairs had one match for this question.

Table 2.17: Number of Teen Challenges by Category		
Toughest Challenges Faced		
	Number of Pairs	Percentage of Total Matched Pairs
0	186	35.6%
1	257	49.2%
2	74	14.2%
3	5	1.0%
Total	522	100.0%

Summary

Overall, teens estimated spending about three hours on a typical weekday or school day with friends outside of school while parents estimated an average of two hours for teens; weekend hours with friends showed an average of six hours for teens and five hours for parents. On a 7-point scale (7 being most important), the importance of being accepted by peers was rated; teens scored mid-point, while parents rated this slightly higher. Teens and parents were asked to estimate how many of the teen's friends consumed alcohol during the last month. This was rated higher among teens, with 30% of teens reporting 'none', and 44% of parents having that response. Including all responses, the average extent of alcohol consumption involved 27% for teens, and 16% for parents. When excluding those who reported that none of their friends drank, teens averaged 38% and parents averaged 31%. Finally, questions about the three toughest challenges faced by teens in recent years, both teens and parents cited the most challenges concerning academics and school. Social challenges were the next most cited challenges for both groups. These results are summarized in the table that follows.

Table 2.18: Summary			
Teen’s Life Questions for Section 1			
		Teens *numbers reflect either averages or highest percentage of respondents	Parents *numbers reflect either averages or highest percentage of respondents
Hours spent with friends outside of school on a typical weekday / school day		3 hours	2 hours
Hours spent with friends on a typical weekend day		6 hours	5 hours
Importance for teen to be accepted by peers		4	5
Percentage of teen’s friends who drank alcohol in the last month		27.0% (includes those reporting “0%”)	16.0% (includes those reporting “0%”)
		38.0% (excludes those reporting “0%”)	31.0% (excludes those reporting “0%”)
		29.6% said “0%” drank	44.0% said “0%” drank
Three toughest challenges faced by teen in the last few years?	Academics/School	36.9%	29.7%
	Social	21.8%	22.4%
	Leisure Activities	10.7%	9.7%
	Family	9.8%	10.1%
	Health	6.9%	10.2%
	Emotional	6.0%	9.3%
	Work/Money	4.1%	3.5%
	Balance	3.9%	5.1%
	DK/NR	9.0%	6.5%

SECTION 3: **MESSAGES ABOUT ALCOHOL**

This section asks about the messages youth hear about alcohol from a range of sources including parents, teachers and counselors, peers, and others. The questions highlighted in this section were all open-ended questions, with a focus on two things told to the teen about alcohol. Teens were asked what they were told by each of the four sources, and parents were asked what they believe their teens were told by each of the four sources. For both the teens and the parents, each of the sentences was the same; the only thing that varied was the source of the message.

For each of these questions, extensive coding occurred, with responses for questions organized based on the similarity of responses. For analysis purposes, the project research staff coded each response following completion of the telephone polling. The cluster of responses varied from one audience to another; that is, the responses about messages heard about what parents said were somewhat different from those heard from peers or from school personnel. Each of these clusters of questions and responses is highlighted for the respective audience in the sections that followed. In the content of this section, responses are reviewed based on the frequency of the response itself, as well as how many individuals (teens and parents) identified the response as one of the key messages from the specified source.

Messages from Parents: Overall

Through this process, a total of seven substantive topical categories were created, as well as a generic category “Other.” In addition to these, some respondents replied with “Don’t Know” or “No Response.” These categories, and sample responses that comprised the category, included: (1) *Don’t Drink*, with responses like “don’t drink” and “don’t drink until you are 21”; (2) *Knowledge-Based Information*, including factual information the teen is told including it being bad for you, that it is dangerous, how it affects your health, that it is a drug, and that it is addictive; (3) *Responsible Decision-Making*, includes responses about making good decisions and being responsible; (4) *Family or Role Models* incorporates responses that the family does not drink alcohol, or that the family has alcoholism in its history; (5) *Drinking and Driving* includes anything to do with drunk or impaired driving; (6) *Policies or Laws* includes responses about the

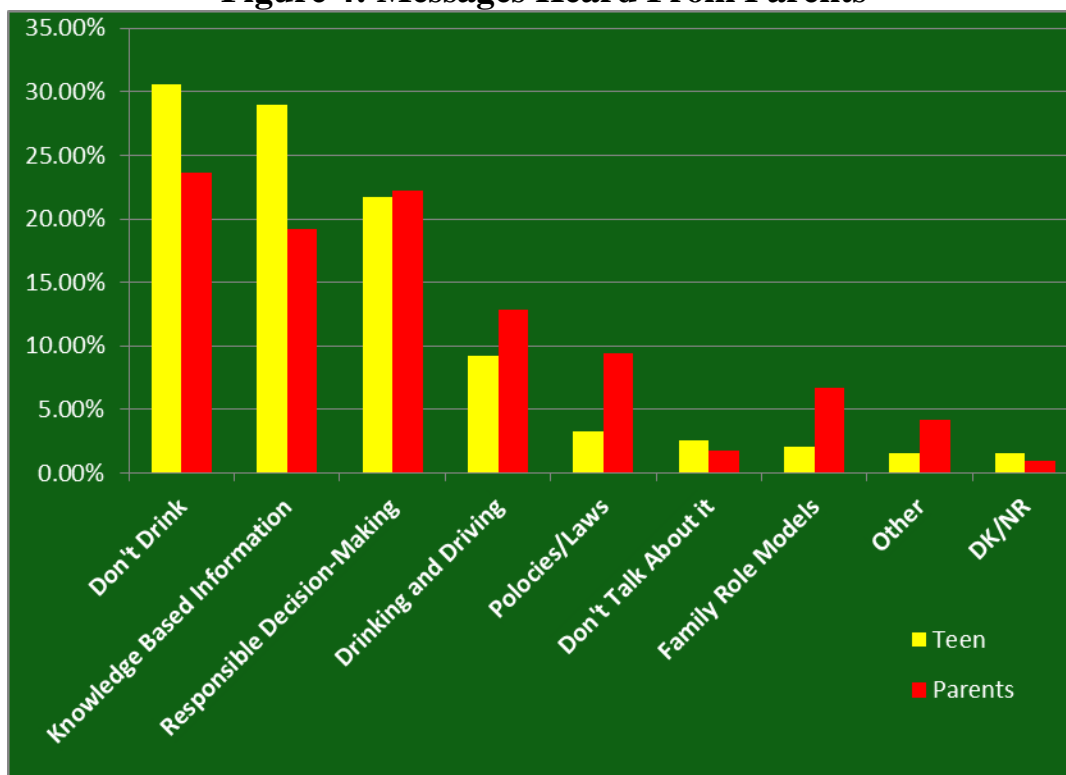
legality of using alcohol as a teen; (7) *Don't Talk About It* incorporates responses that stated that parents and teen do not talk about alcohol; and (8) *Other* includes that they don't care if their son/daughter drinks, they are told about different wines, or that it is against their religion.

Messages from Parents	
Don't Drink	don't drink, don't drink until 21
Knowledge Based Information	bad, effects your health, a drug, addictive, dangerous
Responsible Decision-Making	make good decisions, be responsible, don't give in to peer pressure
Drinking and Driving	don't drink and drive
Policies/Laws	it is illegal
Don't Talk About it	the teens and parents do not talk about alcohol
Family/Role Models	alcoholism in family, family doesn't drink, no alcohol in house
Other	don't care if he drinks, told about different wines by family, hasn't been an issue yet, against our religion, whatever she wants to know
DK/NR	don't know or there was no response

The first question asked of teens was “What are 2 things you are told about alcohol by a parent?” The parallel parent question was “What are 2 things you or another parent tell your teen about alcohol?” When asked what teens are told about alcohol by a parent, a higher percentage of teen responses were in the categories Don't Drink, Knowledge Based Information, and Don't Talk About it. A higher percentage of parent responses included messages about responsible decision-making, the family or other role models, drinking and driving, policies and laws, or something that does not fit into any of the main categories of answers.

Table 3.2: Messages from Parents		
“What are 2 things you are told about alcohol by a parent/you or another parent tell your teen about alcohol?”		
	Teens (609 interviewed) 1120 answers from 600 teens	Parents (1014 interviewed) 2018 answers from 1005 parents
Don't Drink	(343) 30.6%	(476) 23.6%
Knowledge Based Information	(325) 29.0%	(387) 19.2%
Responsible Decision-Making	(243) 21.7%	(449) 22.2%
Drinking and Driving	(103) 9.2%	(258) 12.8%
Policies/Laws	(37) 3.3%	(190) 9.4%
Don't Talk About it	(29) 2.6%	(36) 1.8%
Family/Role Models	(23) 2.1%	(136) 6.7%
Other	(17) 1.5%	(85) 4.2%
DK/NR *not included in above percentages	9 (1.5% of teens interviewed)	9 (0.9% of parents interviewed)

Figure 4: Messages Heard From Parents



Messages from Parents: Teen Responses

Reviewing the responses based on how many of the teens heard the message, about one-half of the teens responding said they were told not to drink by a parent. This was followed in frequency by knowledge based information and then by responsible decision-making. About 16% of the teens said they heard a message about drinking and driving. Six percent of the teens gave a response in the Policy/Laws category while fewer than 5% reported hearing a message about family or other role models, said they did not talk about drinking with their parents, or gave another answer that did not fit into any of the categories. Nine teens, or 1.5 percent, of the teens did not know or did not give a response to this question.

Table 3.3: Teens with a Message			
Number of Teens with a Message by Category <i>609 Teens Interviewed</i>			
	Number of Respondents	Including DK/NR (609 Total)	Excluding DK/NR (600 Total)
Don't Drink	319 (343 answers from 319 teens)	52.4%	53.2%
Knowledge Based Information	251 (325 answers from 251 teens)	41.2%	41.8%
Responsible Decision-Making	211 (243 answers from 211 teens)	34.7%	35.2%
Family/Role Models	23 (23 answers from 23 teens)	3.8%	3.8%
Drinking and Driving	99 (103 answers from 99 teens)	16.3%	16.5%
Policies/Laws	36 (37 answers from 36 teens)	5.9%	6.0%
Other	17 (17 answers from 17 teens)	2.8%	2.8%
Don't Talk About it	29 (29 answers from 29 teens)	4.8%	4.8%
DK/NR	9 (9 answers from 9 teens)	1.5%	NA

Another summary of the messages was prepared for the teen responses. Respondents were asked to give two things they are told by their parent or the parent tells the teen about alcohol; therefore it is not surprising that the majority (73.1%) of teens gave two responses to this question. While teens were asked for two messages, nearly one in five (19.2%) offered one message, and one in twenty (6.2%) provided three messages. This table shows the number and percentage of teens who answered this question with one, two, or three messages they heard

from a parent. The percentages are based on both the total sample as well as the sample excluding participants who did not know or did not respond to this question.

Table 3.4: Teen Messages			
Number of Messages <i>609 Teens Interviewed</i>			
	Number of Respondents	Including DK/NR (609 Total)	Excluding DK/NR (600 Total)
1 Message	117	19.2%	19.5%
2 Messages	445	73.1%	74.2%
3 Messages	38	6.2%	6.3%
DK/NR	9	1.5%	NA

Messages from Parents: Parent Responses

Turning to the responses from parents, the highest percentage of parents gave a response from the “Don’t Drink” category, with 43.4% of parents offering this type of message to their son or daughter. The next highest category was “Responsible Decision-Making” (with 37.2%) followed by “Knowledge Based Information” (with 30.9%). Around one-fourth (22.8%) of parents said they talked about drinking and driving with their teen while less than one in five (18.0%) talked about policies and/or laws. About 12 percent talked about family and/or role models and 8% talked about something else that would not fit in to any of the categories. About four percent of the parents interviewed said they have not talked to their teen about alcohol and less than one percent said they did not know or did not respond to the question.

Table 3.5: Messages from Parents			
Number of Parents with a Message by Category <i>1014 Parents Interviewed</i>			
	Number of Respondents	Including DK/NR (1014 Total)	Excluding DK/NR (1005 Total)
Don't Drink	439 (476 answers from 439 parents)	43.3%	43.7%
Knowledge Based Information	313 (387 answers from 313 parents)	30.9%	31.1%
Responsible Decision-Making	377 (449 answers from 377 parents)	37.2%	37.5%
Family/Role Models	127 (136 answers from 127 parents)	12.5%	12.6%
Drinking and Driving	231 (258 answers from 231 parents)	22.8%	23.0%
Policies/Laws	182 (190 answers from 182 parents)	18.0%	18.1%
Other	81 (85 answers from 81 parents)	8.0%	8.1%
Don't Talk About it	36 (36 answers from 36 parents)	3.6%	3.6%
DK/NR	9 (9 answers from 9 parents)	0.9%	NA

Just as with the teens, parents were asked to provide two responses to this question. Nearly two-thirds (65.6%) of the parents provided two messages, with some parents providing up to four messages. Overall, 18% gave one response, 13.2% gave three responses, and 2.3% offered four responses. Nine parents said they did not know or did not respond to the question.

Table 3.6: Parent Messages			
Number of Messages <i>1014 Parents Interviewed</i>			
	Number of Respondents	Including DK/NR (1014 Total)	Excluding DK/NR (1005 Total)
1 Message	182	18.0%	18.1%
2 Messages	666	65.7%	66.3%
3 Messages	134	13.2%	13.3%
4 Messages	23	2.3%	2.3%
DK/NR	9	0.9%	NA

Messages from Parents: Matched Pairs

When asked what teens are told about alcohol by a parent, teens and parents were most in agreement that a message of “don’t drink” was given. Nearly one-quarter (23.6%) of the 522 matched pairs were in agreement on this issue. One of one hundred or fewer family pairs reported agreement in the categories of family/role models, policies/laws, don’t talk about it, other, or DK/NR response.

Table 3.7: Parent Messages from Same Household		
Matched Pairs: Told about Alcohol by a Parent		
	Number of Matched Pairs in Agreement	Percentage of Total Matched Pairs in Agreement
Don’t Drink	123	23.6%
Responsible Decision-Making	88	16.9%
Knowledge Based Information	68	13.0%
Drinking and Driving	28	5.4%
Family/Role Models	5	1.0%
Policies/Laws	5	1.0%
Don’t Talk about it	4	0.8%
Other	3	0.6%
DK/NR	0	0.0%

The following table shows how many matched pairs each teen-parent case had by category when asked what the teen is told about alcohol by a parent. Almost half of the matched pairs did not have any matches for this question while 45 percent had one match.

Table 3.8: Matches of Teens Told about Alcohol		
Number of Matches by Category: Told about Alcohol by a Parent		
	Number of Pairs	Percentage of Total Matched Pairs
0	243	46.6%
1	235	45.0%
2	44	8.4%
Total	522	100.0%

Messages from Peers: Overall

Teens and parents were asked what messages about alcohol were heard by teens from their peers. For the teens, the question was “What are 2 things you are told about alcohol by your peers?”; for parents, the question was “What are 2 things your teen is told about alcohol by their peers?” Just as with the parent message question, the responses were coded into categories to assist with analyzing the responses.

The first category was *Positive Messages*, including “it is fun,” “it is cool,” and “it tastes good.” *Negative Messages About Alcohol* was the second category, and included statements such as “don’t drink”, “don’t drink and drive”, “drinking is bad for you” and “it is dumb.” The category of *Don’t Talk About It* included responses such as “it’s not an issue”, “it doesn’t really come up” and “don’t say anything.” *Drinking Status of Peers* incorporated responses addressing some or all of their friends not drinking alcohol. Responses that did not fit into any of the categories were classified as *Other*.

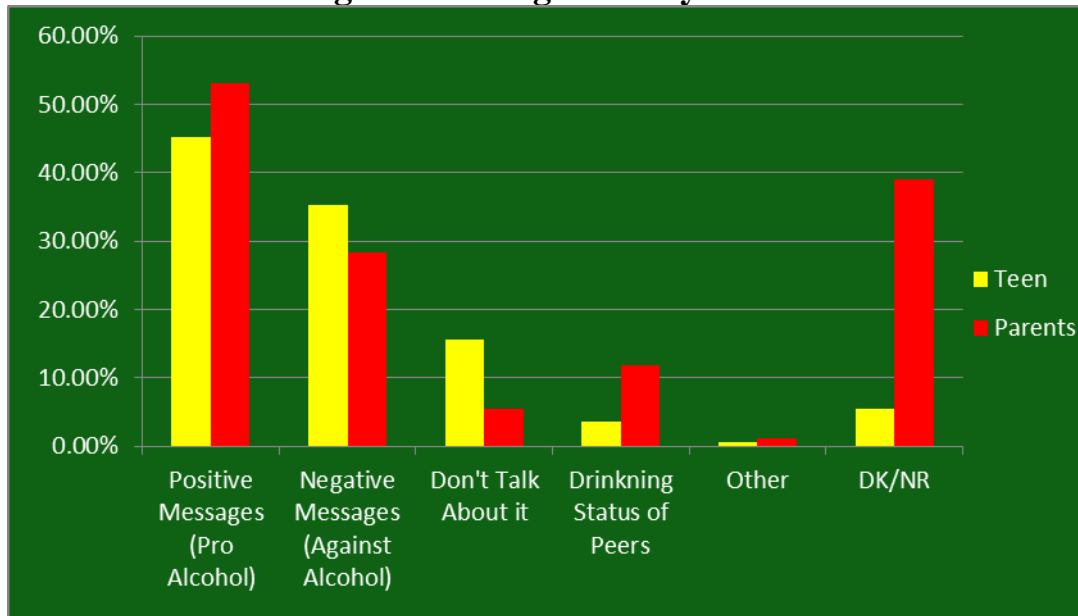
A higher percentage of teen responses included hearing negative messages about alcohol from peers while a higher percentage of parent responses were that they thought their teens heard positive messages about alcohol. Also, a higher percentage of the parent responses answered the question with a drinking status response meaning they answered things like, “I don’t think their friends drink” or “they don’t drink.” A small percentage of the responses did not fit into any of the categories. A very high percentage (39 percent) of parents said they did not know or did not answer this question while a relatively low percentage (five percent) of teens said they did not know or did not answer.

Table 3.9: Peer Messages	
Messages from Peers	
Positive Messages (Pro Alcohol)	it's fun, it's cool, it tastes good, don't get caught, it's okay, try it
Negative Messages (Against Alcohol)	Don't drink, don't drink until 21, don't drink and drive, it is bad for you/not good for you, think it's dumb, it's not cool
Don't Talk About it	Don't really talk about alcohol, don't say anything, doesn't really come up, don't think they talk about it yet, not an issue yet, nothing
Drinking Status of Peers	friends don't drink, some of them drink, don't think they drink, his/her friends don't drink
Other	Everyone is for it or against it, mostly pot at her school, some don't care one way or another, more concerned with drugs, keep him away from people his age
DK/NR	don't know or individual did not respond

Reviewing the overall responses about what peers are reported to say about alcohol, teen responses were slightly different from parent response. While both teens and parents, overall, reported more positive responses than negative responses, the parents' assessment of peer messages was that about twice as many positive messages were provided than negative messages (53.1% vs. 28.4%). Another distinction is that teens report a higher level of not talking about it, with 15.5% of teens citing this, and about one-third this level (5.5%) of parents reporting this. Also interesting is that parents report about four times as many responses with the peers' drinking status, with 11.9% of parents citing this versus 3.5% of peers.

Table 3.10: Peer Messages About Alcohol		
"What are 2 things you are told about alcohol by your peers/your teen is told about alcohol by their peers?"		
	Teens (609 interviewed) 962 answers from 576 teens	Parents (1014 interviewed) 955 answers from 619 parents
Positive Messages (Pro Alcohol)	(435) 45.2%	(507) 53.1%
Negative Messages (Against Alcohol)	(339) 35.2%	(271) 28.4%
Don't Talk About it	(149) 15.5%	(52) 5.5%
Drinking Status of Peers	(34) 3.5%	(114) 11.9%
Other	(5) 0.5%	(11) 1.2%
DK/NR *not included in the above percentages	33 (5.4% of teens interviewed)	395 (39.0% of parents interviewed)

Figure 5: Things Told by Peers



Messages from Peers: Teen Responses

About half of the teens interviewed (48.4%) said their peers had a positive message about alcohol; this was followed by negative messages about alcohol reported by 40.9% of the teens. Just under one-fourth (24.3%) of teens said they don't talk about alcohol with their peers. Less than six percent of the teens answered the question with the drinking status of their peers ("my friends don't drink", etc.) and under one percent had a response that did not fit in to a category. Thirty-three of the teens (5.4%) responded that they did not know or did not answer the question.

Table 3.11: Peer Messages			
Number of Teens with a Message by Category <i>609 Teens Interviewed</i>			
	Number of Respondents	Including DK/NR (609 Total)	Excluding DK/NR (576 Total)
Negative Messages (against alcohol)	249 (339 answers from 249 teens)	40.9%	43.2%
Positive Messages (pro alcohol)	295 (435 answers from 295 teens)	48.4%	51.2%
Drinking Status of Peers	33 (34 answers from 33 teens)	5.4%	5.7%
Don't Talk about it	148 (149 answers from 148 teens)	24.3%	25.7%
Other	5 (5 answers from 5 teens)	0.8%	0.9%
DK/NR	33(33 answers from 33 teens)	5.4%	NA

This question asked for two things the teens are told about alcohol by their peers. About half of the teens gave two messages while around 40 percent gave one message, six percent gave three and one teen gave four messages. Around five percent answered that they did not know or they did not respond to the question.

Table 3.12: Peer Messages			
Number of Messages <i>609 Teens Interviewed</i>			
	Number of Respondents	Including DK/NR (609 Total)	Excluding DK/NR (576 Total)
1 Message	228	37.4%	39.6%
2 Messages	311	51.1%	54.0%
3 Messages	36	5.9%	6.3%
4 Messages	1	0.2%	0.2%
DK/NR	33	5.4%	NA

Almost 40 percent of the parents interviewed said they did not know what their teens were told about alcohol by peers or they did not respond to the question. This was an extremely high percentage of people compared to other questions. Of those parents that did answer the question, about half gave positive messages about alcohol meaning they thought their teen's peers talked positively about alcohol. About 35 percent said the peers gave negative messages

about alcohol and about 18 percent answered the question with their perceived drinking status of the peer group. Around eight percent said the teen and their peers did not talk about alcohol and almost two percent gave a response that did not fit into any of the categories.

Messages from Peers: Parent Responses

When parents were asked about the messages their teens heard about alcohol from peers, the largest group of respondents was with the “Don’t Know/No Response” category; over one-third of parents (39%) cited this as their response. This was followed by one-third indicating positive responses about alcohol as the nature of the messages heard from peers. One in five respondents indicated a message with negative messages, and one in ten reported a message regarding the drinking status of their peers.

Number of Parents with a Message by Category <i>1014 Parents Interviewed</i>			
	Number of Respondents	Including DK/NR (1014 Total)	Excluding DK/NR (619 Total)
Negative Messages (against alcohol)	215 (271 messages from 215 parents)	21.2%	34.7%
Positive Messages (pro alcohol)	342 (507 messages from 342 parents)	33.7%	55.3%
Drinking Status of Peers	110 (114 messages from 110 parents)	10.9%	17.8%
Don’t Talk about it	51 (52 messages from 51 parents)	5.0%	8.2%
Other	11 (11 messages from 11 parents)	1.1%	1.8%
DK/NR	395 (395 messages from 395 parents)	39.0%	NA

Of the parents who gave a response (besides “don’t know”) to this question, nearly one-half (46.9%) gave two responses, while about 49.4% gave only one response. About four percent gave three responses to the question.

Table 3.14: Peer Messages by Parents			
Number of Messages 1014 Parents Interviewed			
	Number of Respondents	Including DK/NR (1014 Total)	Excluding DK/NR (619 Total)
1 Message	306	30.2%	49.4%
2 Messages	290	28.6%	46.9%
3 Messages	23	2.3%	3.7%
DK/NR	395	39.0%	NA

Messages from Peers: Matched Pairs

Teens and parents were most in agreement that peers told teens positive messages about alcohol (pro alcohol) followed by negative messages.

Table 3.15: Peer Messages from Same Household		
Matched Pairs: Told about Alcohol by Peers		
	Number of Matched Pairs in Agreement	Percentage of Total Matched Pairs in Agreement
Positive Messages	128	24.5%
Negative Messages	56	10.7%
DK/NR	15	2.9%
Don't Talk about it	11	2.1%
Drinking Status of Peers	7	1.3%
Other	0	0.0%

In the next table, the number of matches for each teen-parent respondent by category for this question is displayed. About 60 percent of the matched pairs did not have any matches for this question.

Table 3.16: Teen/Parent Told about Alcohol		
Number of Matches by Category: Told about Alcohol by Peers		
	Number of Pairs	Percentage of Total Matched Pairs
0	315	60.3
1	197	37.7
2	10	1.9
Total	522	100.0%

Messages from Teachers or Counselors at School: Overall

Teens were asked “What are 2 things you are told about alcohol by teachers or counselors at your school?”; parents were asked a similar question, “What are 2 things your teen is told about alcohol by teachers or counselors at their school?” As with the previous message questions, responses were coded into categories based on specific responses provided, with many of the categories being similar to previously-identified categories. These categories included Don’t Drink, Knowledge Based Information, Responsible Decision-Making, Programs or Classes, Drinking and Driving, Policies or Laws, Don’t Talk About It, Other, and a Don’t Know/No Response category. The only category different from the previous sub questions asking about parents and peers is the *Programs or Classes* category; this includes responses such as “DARE,” “health class,” “in the curriculum,” etc. These are summarized in the table that follows.

Table 3.17: Teacher or Counselor Messages	
Messages from Teachers or Counselors	
Knowledge Based Information	bad, effects your health, a drug, addictive, dangerous
Don’t Drink	don’t drink, don’t drink until 21
Responsible Decision-Making	make good decisions, be responsible, don’t give in to peer pressure
Drinking and Driving	don’t drink and drive, causes accidents
Don’t Talk about it at School	alcohol is not talked about at school
Policies/Laws	it is illegal, you can get in trouble
Programs/Classes	DARE, health class, MADD, assemblies, in the curriculum
Other	home schooled, against the Bible, waste of money, a sin, for adults, more of a focus on drugs
DK/NR	don’t know or individual did not respond

Looking at the overall responses, the highest percentage of the responses, for both teens and parents, was from the category “Knowledge Based Information” (34.0% for teens and 26.1% for parents). This was followed by the “Don’t Drink” category, with 28.2% of teens citing this, and 27.4% of parents citing this message from school personnel. Noteworthy is the fact that

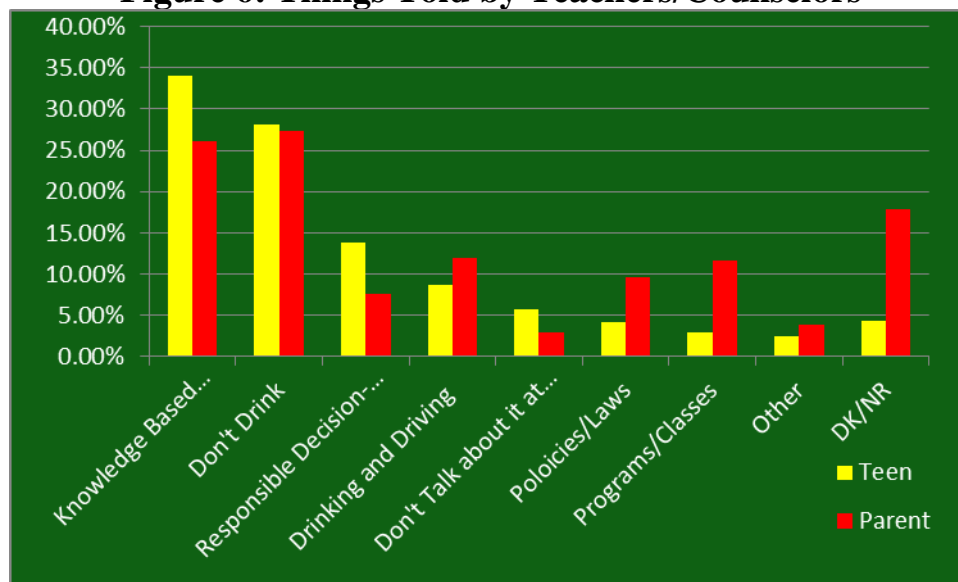
nearly one in five parents (17.8%) reported that they did not know or did not respond regarding what messages were being offered at school.

Table 3.18: Messages from Teachers or Counselors

“What are 2 things you/your teen are/is told about alcohol by teachers or counselors at their school?”

	Teens (609 interviewed) 996 answers from 583 teens	Parents (1014 interviewed) 1402 answers from 834 parents
Knowledge Based Information	(339) 34.0%	(366) 26.1%
Don't Drink	(281) 28.2%	(384) 27.4%
Responsible Decision-Making	(137) 13.8%	(107) 7.6%
Drinking and Driving	(87) 8.7%	(167) 11.9%
Don't Talk about it at School	(57) 5.7%	(28) 2.0%
Policies/Laws	(42) 4.2%	(135) 9.6%
Programs/Classes	(29) 2.9%	(162) 11.6%
Other	(24) 2.4%	(53) 3.8%
DK/NR *not included in the above percentages	26 (4.3% of teens interviewed)	180 (17.8% of parents interviewed)

Figure 6: Things Told by Teachers/Counselors



Messages from Teachers or Counselors at School: Teen Responses

The message reported by four in ten students (42.9%) was that teachers or counselors at school told them not to drink, and nearly one-half (45.2%) reported that they were given knowledge based information. Over one in five students (21.4%) reported messages about responsible decision-making, while 14% were told something about drinking and driving. About nine percent said that they did not talk about alcohol at school and nearly seven percent heard about policies and/or laws. Less than one in twenty students (4.6%) gave a response that they had taken or heard of programs or classes and around four percent gave an answer that did not fit into any of the categories. Twenty-six teens, which is about four percent of teens interviewed, did not know or did not respond to this question.

Table 3.19: Teacher/Counselor Messages			
Number of Teens with a Message by Category <i>609 Teens Interviewed</i>			
	Number of Respondents	Including DK/NR (609 Total)	Excluding DK/NR (583 Total)
Don't Drink	261 (281 answers from 261 teens)	42.9%	44.8%
Knowledge Based Information	275 (339 answers from 275 teens)	45.2%	47.2%
Responsible Decision-Making	130 (137 answers from 130 teens)	21.4%	22.3%
Programs/Classes	28 (29 answers from 28 teens)	4.6%	4.8%
Drinking and Driving	85 (87 answers from 85 teens)	14.0%	14.6%
Policies/Laws	41 (42 answers from 41 teens)	6.7%	7.0%
Other	24(24 answers from 24 teens)	3.9%	4.1%
Don't Talk about it at School	54 (57 answers from 54 teens)	8.9%	9.3%
DK/NR	26 (26 DK/NR from 26 teens)	4.3%	NA

While respondents were asked to report two messages, this was accomplished by nearly two-thirds of respondents (61.6%). Approximately one third (31.0%) of respondents provided a single response, and three percent gave three responses.

Table 3.20: Number of Teacher/Counselor Messages			
Number of Messages <i>609 Teens Interviewed</i>			
	Number of Respondents	Including DK/NR (609 Total)	Excluding DK/NR (583 Total)
1 Message	189	31.0%	32.4%
2 Messages	375	61.6%	64.3%
3 Messages	19	3.1%	3.3%
DK/NR	26	4.3%	NA

Messages from Teachers or Counselors at School: Parent Responses

Parental responses were similar to those offered by teens, regarding the messages heard by teens from teachers or counselors at school. Noteworthy here is that nearly one in five parents (17.8%) cited that they did not know, or did not respond to this question. Of the parents who did respond, over four in ten (43.7%) said that the message was “Don’t Drink”, and over one-third of parents (36.8%) reported that their teens were provided with knowledge-based information. Approximately one in five parents (19.4%) cited a message in the category “Drinking and Driving”, and one in six parents (16.9%) indicated a response in the “Programs/Classes” category. Responses that did not fit into any of the categories accounted for about six percent of those given and around three percent of parents said teachers and/or counselors did not talk about alcohol in school.

Table 3.21: Teacher/Counselor Messages			
Number of Parents with a Message by Category <i>1014 Parents Interviewed</i>			
	Number of Respondents	Including DK/NR (1014 Total)	Excluding DK/NR (834 Total)
Don't Drink	364 (384 answers from 364 parents)	35.9%	43.7%
Knowledge Based Information	307 (366 answers from 307 parents)	30.3%	36.8%
Responsible Decision-Making	103 (107 answers from 103 parents)	10.2%	12.4%
Programs/Classes	141 (162 answers from 141 parents)	13.9%	16.9%
Drinking and Driving	162 (167 answers from 162 parents)	16.0%	19.4%
Policies/Laws	120 (135 answers from 120 parents)	11.8%	14.4%
Other	51 (53 answers from 51 parents)	5.0%	6.1%
Don't Talk about it at School	28 (28 answers from 28 parents)	2.8%	3.4%
DK/NR	180 (180 DK/NR from 180 parents)	17.8%	NA

Over one-half (57.3%) of the parents who knew of a message (i.e., when omitting the 17.8% who did not know) provided two responses when they were asked for two messages that teachers or counselors at school gave their teens about alcohol. Over one-third (37.3%) gave one message and five percent gave three messages.

Table 3.22: Number of Teacher/Counselor Messages			
Number of Messages <i>1014 Parents Interviewed</i>			
	Number of Respondents	Including DK/NR (1014 Total)	Excluding DK/NR (834 Total)
1 Message	311	30.7%	37.3%
2 Messages	478	47.1%	57.3%
3 Messages	45	4.4%	5.4%
DK/NR	180	17.8%	NA

Messages from Teachers or Counselors at School: Matched Pairs

Of the 522 parents and teens from the same household who provided responses regarding the messages from a teacher or counselor, over one in six (17.1%) had responses in the Health Effects/Consequences category, and slightly fewer than that (15.9%) had a “Don’t Drink” response. The remaining categories all had fewer than five percent of the total matched pairs in agreement.

Table 3.23: Teacher/Counselor Messages from Same Household		
Matched Pairs: Told about Alcohol by a Teacher or Counselor		
	Number of Matched Pairs in Agreement	Percentage of Total Matched Pairs in Agreement
Health Effects/Consequences	89	17.1%
Don’t Drink	83	15.9%
Drinking and Driving	23	4.4%
Responsibility/Decision-Making	23	4.4%
DK/NR	5	1.0%
Policies/Laws	5	1.0%
Programs/Classes	5	1.0%
Other	5	1.0%
Don’t Talk about it at School	3	0.6%

The number of matches for each teen-parent case for this question is shown in the table below. Over half (57.5%) of the matched teen-parent pairs did not have any matches.

Table 3.24: Matched Messages told by Teacher or Counselor		
Number of Matches by Category: Told about Alcohol by a Teacher or Counselor		
	Number of Pairs	Percentage of Total Matched Pairs
0	300	57.5%
1	204	39.1%
2	18	3.4%
Total	522	100.0%

Messages from Others: Overall

Telephone polling respondents were asked about one additional group regarding the messages received by their son or daughter about alcohol; this query had to do with whomever else may have provided their teen with messages about alcohol. The information regarding this question is two-fold: first, who was cited as a source of information for teens, and second, the nature of their message. The specific question was “Who else tells you about alcohol, and what do they tell you?” for teens; for parents, this was “Who else tells your teen about alcohol and what do they tell them?” The “who” part of this question was new; the “what” part of this question incorporated categories similar to those found with the other groupings of messages.

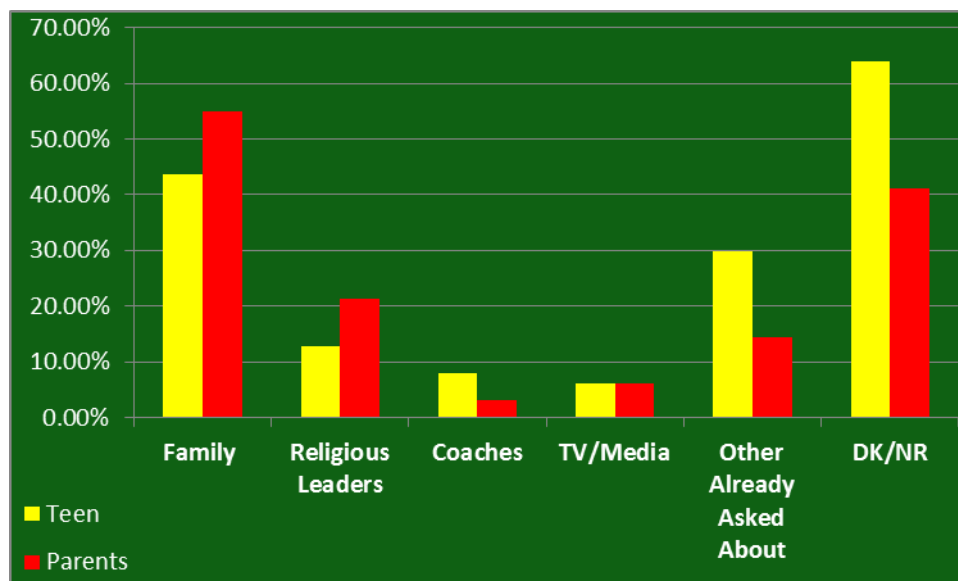
For the question of who tells the teens about alcohol, the responses were coded into six categories of individuals: these include Family, Religious Leaders, TV/Media, Coaches, Other or Already Asked About, and a Don't Know/No Response category. Quite noteworthy is the fact that nearly two-thirds of teens (64%) reported that they did not know or did not respond to this question. Of the 219 teens who did respond, over four in ten (43.7%) cited someone in their family. Around 13 percent of the responses were religious leaders, eight percent were coaches and six percent were related to the TV or media. About 30 percent of the responses included someone who did not fit into one of the categories or a person that had already been asked about in the previous sub questions (a parent, a peer, a teacher).

The parents responses to this question about who else provided messages to their sons and daughters had a lower non-response rate than the teens; over four in ten (41.2%) of respondents reported that they did not know or did not respond (compared to 64 percent of the teens interviewed).. Of the parent responses, over half (54.9%) of the individuals identified were family members, one in five (21.4%) were religious leaders, six percent had to do with TV or the media, and coaches accounted for three percent. About fourteen percent of the responses were about other people who did not fit in a category or people who had already been asked about in the previous sub questions.

Table 3.25: Messages from Others	
MESSAGES FROM OTHERS (WHO)	
Family	grandparents, aunts, uncles, brothers, sisters, cousins
Religious Leaders	Youth pastor, Sunday school, church leaders
Coaches	coach, basketball coach, football coach
TV/Media	TV, commercials, movies, advertisements
Other/Already Asked About	friend’s parents, friends of family, coworkers, boy scouts, school counselor, teachers, friends, health class, psychologist
DK/NR	don’t know or individual did not respond

Table 3.26: Alcohol Messages by other People		
“Who else tells you about alcohol?”		
	Teens (609 interviewed) 252 answers from 219 teens	Parents (1014 interviewed) 714 answers from 596 parents
Family	(110) 43.7%	(392) 54.9%
Religious Leaders	(32) 12.7%	(153) 21.4%
Coaches	(20) 7.9%	(23) 3.2%
TV/Media	(15) 6.0%	(43) 6.0%
Other/Already Asked About	(75) 29.8%	(103) 14.4%
DK/NR *not included in the above percentages	390 (64.0% of teens interviewed)	418 (41.2% of parents interviewed)

Figure 7: Messages by Other People



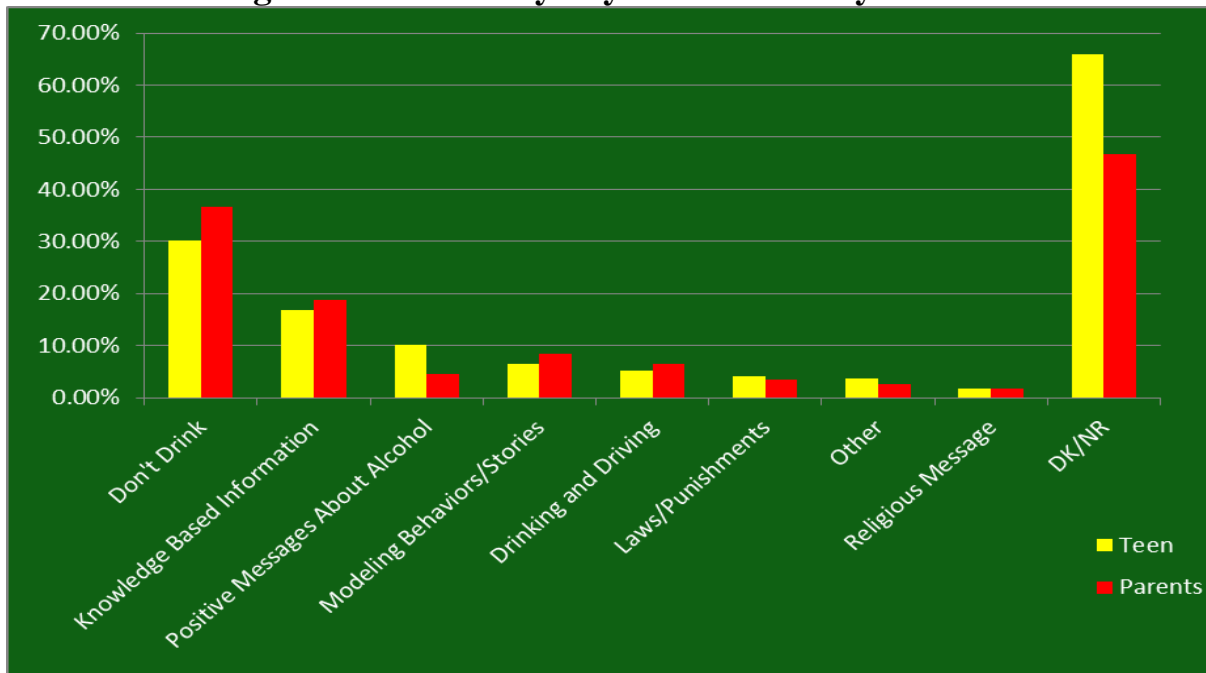
The second part of the analysis pertains to what the other people are telling them about alcohol. A slightly higher percentage of respondents did not know; that is, of those who did have someone identified in the first part, just a few more non-respondents were added to this group of teens. Nearly two-thirds of respondents (65.9%) did not know an answer to this question or did not respond. Of the 208 that responded, about 30 percent of the responses were in the “Don’t Drink” category and 22 percent were in the “Responsible Decision-Making” category. Knowledge based information made up 17 percent of the responses, positive messages about alcohol made up ten percent, modeling behaviors/stories accounted for about 6 percent, drinking and driving for five percent, laws or punishments for four, and religious messages accounted for under two percent. About four percent of the responses were in the other category as they did not fit anywhere else.

The non-response rate was also lower for parents than teens for the second part of the question about what the other people tell their teen about alcohol with a don’t know or non-response from nearly one-half (46.7%) of the parents compared with nearly two-thirds of the teens. About 37 percent of the responses were in the “Don’t Drink” category followed by “Knowledge Based Information” at 19 percent. The Responsible Decision-Making category accounted for 18 percent of the responses, Modeling Behaviors or Stories was eight percent, and responses related to Drinking and Driving were about six percent. Five percent of the responses were Positive Messages about alcohol, about three percent were about Laws or Punishments, two percent were Religious messages, and three percent were messages that did not fit into any of the categories.

Table 3.27: What Others Are Saying About Alcohol	
Messages from Others (What)	
Don't Drink	don't drink, don't drink until 21, stay away from alcohol, too young to drink
Responsible Decision-Making	make wise decisions, be responsible, don't be stupid, be honest, it is wrong, be careful, be safe, be smart
Knowledge Based Information	bad for you, affects your performance (in sports), negative effects, not healthy, it is addictive
Positive Messages About Alcohol	it is needed for parties, encourage, tell about parties, which alcohol is the best, it is cool, pro alcohol, positive messages, it is okay
Modeling Behaviors/Stories	alcoholics in family, heard about or seen bad experiences of others, friend/relative killed by drunk driver
Drinking and Driving	don't drink and drive, don't get in a car with someone who has been drinking
Laws/Punishments	wait until it is legal, if caught you can be kicked off a sports team, don't drink underage, it is illegal
Other	mixed messages, speak without speaking, drop hints, there is plenty of time in college
Religious Message	religion forbids getting drunk, it is going against God, it is against religion, dishonors God
DK/NR	don't know or individual did not respond

Table 3.28: What Others Say About Alcohol		
"What do they tell you/them about alcohol?"		
	Teens (609 interviewed) 296 answers from 208 teens	Parents (1014 interviewed) 819 answers from 541 parents
Don't Drink	(89) 30.1%	(300) 36.6%
Responsible Decision-Making	(65) 22.0%	(144) 17.6%
Knowledge Based Information	(50) 16.9%	(153) 18.7%
Positive Messages About Alcohol	(30) 10.1%	(37) 4.5%
Modeling Behaviors/Stories	(19) 6.4%	(69) 8.4%
Drinking and Driving	(15) 5.1%	(52) 6.4%
Laws/Punishments	(12) 4.1%	(28) 3.4%
Other	(11) 3.7%	(22) 2.7%
Religious Message	(5) 1.7%	(14) 1.7%
DK/NR *not included in the above percentages	401 (65.9% of teens interviewed)	473 (46.7% of parents interviewed)

Figure 8: What are you/your teen told by others?



Messages from Others: Teen Responses

When asked who else told them something about alcohol, it has been noted that 64 percent of the teens interviewed did not know or did not answer this question. The review now is of the teen respondents (while the previous narrative was about the responses overall). Of those who did answer, nearly one-half (46.1%) reported that this was someone else in their family. About 15 percent cited a religious leader, nine percent referred to a coach and seven percent indicated someone from the television or media. Over one third (34.3%) of those who responded said something else that did not fit in a category or said someone that had already been asked about in a previous sub question (parents, peers or teachers). When asked what they were told by these other people, over one third (38.5%) said they were told not to drink. Over one-fourth (27.4%) were told messages about responsible decision-making, one in five (21.6%) cited knowledge based information, 13.5% were told positive messages about alcohol, less than one in ten (8.7%) were told about modeling behavior or stories, and over one in twenty (6.7%) were told something about drinking and driving. Comments about laws or punishments accounted for six percent of the responses, religious messages were about two percent, and messages other than those that fit into one of the categories made up five percent of the responses. Just less than two-thirds of respondents (65.9%) did not know or did not answer this question.

Table 3.29: Teen Respondents			
Number of Teen Respondents who had a Response from Each Category <i>609 Teens Interviewed</i>			
<i>Who</i>			
	Number of Respondents	Including DK/NR (609 Total)	Excluding DK/NR (219 Total)
Family	101 (110 Family Responses from 101 Teens)	16.6%	46.1%
Religious Leaders	32 (32 Religious Leader Responses from 32 Teens)	5.3%	14.6%
TV/Media	15 (15 TV/Media Responses from 15 Teens)	2.5%	6.9%
Coaches	20 (20 Coaches Responses from 20 Teens)	3.3%	9.1%
Other/Already asked about	75 (75 Other/Already asked about Responses from 75 Teens)	12.3%	34.3%
DK/NR	390 (390 DK/NR from 390 Teens)	64.0%	NA

<i>What</i>			
	Number of Respondents	Including DK/NR (609 Total)	Excluding DK/NR (208 Total)
Don't Drink	80 (89 Don't Drink Responses from 80 Teens)	13.1%	38.5%
Knowledge Based Information	45 (50 Knowledge Based Information Responses from 45 Teens)	7.4%	21.6%
Responsible Decision-Making	57 (65 Responsible Decision-Making Responses from 57 Teens)	9.4%	27.4%
Modeling Behaviors/ Stories	18 (19 Modeling Behaviors/Stories Responses from 18 Teens)	3.0%	8.7%
Drinking and Driving	14 (15 Drinking and Driving Responses from 14 Teens)	2.3%	6.7%
Laws/ Punishments	12 (12 Laws/Punishments Responses from 12 Teens)	2.0%	5.8%
Religious Message	5 (5 Religious Message Responses from 5 Teens)	0.8%	2.4%
Positive Messages about Alcohol	28 (30 Positive Messages about Alcohol Responses from 28 Teens)	4.6%	13.5%
Other	11 (11 Other Responses from 11 Teens)	1.8%	5.3%
DK/NR	401 (401 DK/NR Responses from 401 Teens)	65.9%	NA

Of the teens who responded to this question (36% of the total respondent group of teens), the vast majority (87.2%) provided a single response when asked who else tells them about alcohol; 10.5% (23 respondents) provided two responses, and 5 respondents (2.3%) offered three responses. Of the teens who answered what they are told about alcohol by these additional people, two thirds (66.4%) provided one message, less than three in ten (28.9%) provided two messages, and three and four messages were provided by 2.9% and 1.4%, respectively.

Table 3.30: Other Sources of Alcohol Messages			
<i>"Who else tells you about alcohol and what do they tell you?"</i>			
<i>Who</i>			
	Number of Respondents	Including DK/NR (609 Total)	Excluding DK/NR (219 Total)
1 Response	191	31.4%	87.2%
2 Responses	23	3.8%	10.5%
3 Responses	5	0.8%	2.3%
DK/NR	390	64.0%	NA

<i>What</i>			
	Number of Respondents	Including DK/NR (609 Total)	Excluding DK/NR (208 Total)
1 Message	138	22.7%	66.4%
2 Messages	60	9.9%	28.9%
3 Messages	6	1.0%	2.9%
4 Messages	3	0.5%	1.4%
5 Messages	0	0.0%	0.0%
6 Messages	1	0.2%	0.5%
DK/NR	401	65.9%	NA

Messages from Others: Parent Responses

When asked who else told their teen something about alcohol, over four in ten (41.2%) of the parents interviewed did not know or did not answer this question. Of those who did answer, over one half (57.1%) reported that this was someone else in their family. About one-fourth of respondents (24.5%) cited a religious leader, six percent were from the television or media and four percent involved a coach. Approximately one in six respondents (16.8%) noted an individual whose role did not fit in a category, or cited someone who had already been asked about in a previous question (parents, peers or teachers).

When asked what they were told by these other people, nearly one-half (45.0%) of parent respondents said they were told not to drink. About 25 percent were told messages in the Knowledge Based Information category, 24 percent gave messages about Responsible Decision-Making, 12 percent were told about a response in the Modeling Behavior or Stories category, and eight percent were told something that fit in the Drinking and Driving category. Six percent of the responses were categorized as positive messages about alcohol, comments about laws or punishments accounted for five percent, religious messages were about two percent, and messages other than those that fit into one of the categories made up four percent of the responses. Nearly one-half (46.7%) of the parents interviewed did not know or did not answer this question.

Table 3.31: Parent Respondents

Number of Parent Respondents who had a Response from Each Category
1014 Parents Interviewed

<i>Who</i>	Number of Respondents	Including DK/NR (1014 Total)	Excluding DK/NR (596 Total)
Family	340 (392 Family Responses from 340 Parents)	33.5%	57.1%
Religious Leaders	146 (153 Religious Leader Responses from 146 Parents)	14.4%	24.5%
TV/Media	38 (43 TV/Media Responses from 38 Parents)	3.8%	6.4%
Coaches	23 (23 Coaches Responses from 23 Parents)	2.3%	3.9%
Other/Already asked about	100 (103 Other/Already asked about Responses from 100 Parents)	9.9%	16.8%
DK/NR	418 (418 DK/NR from 418 Parents)	41.2%	NA

<i>What</i>	Number of Respondents	Including DK/NR (1014 Total)	Excluding DK/NR (541 Total)
Don't Drink	243 (300 Don't Drink Responses from 243 Parents)	24.0%	45.0%
Knowledge Based Information	133 (153 Knowledge Based Information Responses from 133 Parents)	13.1%	24.6%
Responsible Decision-Making	129 (144 Responsible Decision-Making Responses from 129 Parents)	12.7%	23.9%
Modeling Behaviors/ Stories	64 (69 Modeling Behaviors/Stories Responses from 64 Parents)	6.3%	11.9%
Drinking and Driving	45(52 Drinking and Driving Responses from 45 Parents)	4.4%	8.3%
Laws/ Punishments	26 (28 Laws/Punishments Responses from 26 Parents)	2.6%	4.8%
Religious Message	13 (14 Religious Message Responses from 13 Parents)	1.3%	2.4%
Positive Messages about Alcohol	33 (37 Positive Messages about Alcohol Responses from 33 Parents)	3.3%	6.1%
Other	20 (22 Other Responses from 20 Parents)	2.0%	3.7%
DK/NR	473 (473 DK/NR Responses from 473 Parents)	46.7%	NA

Of the parents who answered the question asking who else tells their teen about alcohol, over four in five (82.1%) gave one response, 16 percent cited two individuals, and two percent gave three individuals. Parents gave up to nine responses regarding the messages provided to their teens, when asked what these other people tell their teens. A single response was provided by nearly two-thirds (61.7%) of the respondents, two responses were offered by one-third (31.4%) of the respondents, and three by three percent.

Table 3.32: Source of Teen Alcohol Information

“Who else tells your teen about alcohol and what do they tell them?”

<i>Who</i>			
	Number of Respondents	Including DK/NR (1014 Total)	Excluding DK/NR (596 Total)
1 Response	489	48.2%	82.1%
2 Responses	96	9.5%	16.1%
3 Responses	11	1.1%	1.9%
DK/NR	418	41.2%	NA

<i>What</i>			
	Number of Respondents	Including DK/NR (1014 Total)	Excluding DK/NR (541 Total)
1 Message	334	32.9%	61.7%
2 Messages	170	16.8%	31.4%
3 Messages	18	1.8%	3.3%
4 Messages	13	1.3%	2.4%
5 Messages	3	0.3%	0.6%
6 Messages	1	0.0%	0.2%
7 Messages	0	0.0%	0.0%
8 Messages	0	0.0%	0.0%
9 Messages	2	0.2%	0.4%
DK/NR	473	46.7%	NA

Messages from Others: Matched Pairs

Over 30 percent of the 522 matched pairs agreed with a “Don’t Know/No Response” designation when asked about someone else tells the teen about alcohol. Fewer than ten percent of the matched pairs were in agreement for each of the remaining categories in this question.

Table 3.33: Other Sources in Same Household		
Matched Pairs: Who else Tells you about Alcohol?		
	Number of Matched Pairs in Agreement	Percentage of Total Matched Pairs in Agreement
DK/NR	159	30.5%
Family	43	8.2%
Religious Leaders	15	2.9%
Coaches	6	1.2%
Other/Already Asked About	6	1.2%
TV/Media	0	0.0%

The number of matches by category was reviewed, and is reported in the following table. Over one-half of the matched pairs did not have any matches for this question.

Table 3.34: Information Sources by Category		
Number of Matches by Category: Who else Tells you about Alcohol?		
	Number of Pairs	Percentage of Total Matched Pairs
0	293	56.1%
1	229	43.9%
Total	522	100.0%

The second part of the question asked about the nature of what the other source of information told the teen about alcohol. Over one-third (34.1%) of the matched pairs agreed that they did not know, or did not respond to the question. Less than one in twenty of the matched pairs (4.6%) reported a “Don’t Drink” message, and lower rates were found for each of the remaining categories.

Table 3.35: Messages From Others		
Matched Pairs: What Do They Tell You?		
	Number of Matched Pairs in Agreement	Percentage of Total Matched Pairs in Agreement
DK/NR	178	34.1%
Don't Drink	24	4.6%
Responsible Decision-Making	9	1.7%
Knowledge Based Information	7	1.3%
Modeling Behaviors/Stories	2	0.4%
Drinking and Driving	1	0.2%
Laws/Punishments	1	0.2%
Other	0	0.0%
Positive Messages about Alcohol	0	0.0%
Religious Messages	0	0.0%

The number of times the teen-pair matched pair respondents matched by category for this question are in the table below. More than one-half (58%) of the matched pairs did not have any matches.

Table 3.36: Messages Told by Others		
Number of Matches by Category: What do they tell you?		
	Number of Pairs	Percentage of Total Matched Pairs
0	303	58.0%
1	216	41.4%
2	3	0.6%
Total	522	100.0%

Messages from Others: Summary

Responses from both teens and parents pertaining to the messages teens hear about alcohol from various sources are compared in the Summary Table below. Categories are listed from highest to lowest, based on the messages heard by the teens. Again, the Don't Know/No Response (DK/NR) category is divided from the other categories with a red line because the other categories represent the percentage of the total *responses* that belong to that category while

DK/NR represents the percentage of the *participants* who did not have an answer or did not respond to the question.

For messages about alcohol from *parents*, the greatest number of responses reported by both teens and parents came from the “Don’t Drink” category. For teens, the next highest percentage of responses were included in the knowledge based information category while for the parents the second most prevalent responses were based on responsible decision-making. Both teens and parents had the highest percentage of responses in the Positive Messages or pro alcohol category followed by the Negative Messages or against alcohol category. For teens, the highest percentage of responses pertained to knowledge based information when asked what messages they heard from teachers and counselors while the highest percentage of responses from parents were from the Don’t Drink category. Family members were cited the most for teens and parents as someone else who they hear messages about alcohol from and messages included in the Don’t Drink category were the most prevalent.

Table 3.37: Summary			
Summary Table 3: Messages About Alcohol			
		Teens	Parents
What are 2 things you are told about alcohol by a parent/you or another parent tell your teen about alcohol?	<i>Don’t Drink</i>	30.6%	23.6%
	<i>Knowledge Based Information</i>	29.0%	19.2%
	<i>Responsible Decision-Making</i>	21.7%	22.2%
	<i>Drinking and Driving</i>	9.2%	12.8%
	<i>Policies/Laws</i>	3.3%	9.4%
	<i>Don’t Talk About it</i>	2.6%	1.8%
	<i>Family/Role Models</i>	2.1%	6.7%
	<i>Other</i>	1.5%	4.2%
What are 2 things you are told about alcohol by your peers/your teen is told about alcohol by their peers?	<i>Positive Messages (Pro Alcohol)</i>	45.2%	53.1%
	<i>Negative Messages (Against Alcohol)</i>	35.2%	28.4%
	<i>Don’t Talk About it</i>	15.5%	5.5%
	<i>Drinking Status of Peers</i>	3.5%	11.9%
	<i>Other</i>	0.5%	1.2%
	<i>DK/NR</i>	5.4%	39.0%

Table 3.37: Summary			
Summary Table 3: Messages About Alcohol			
		Teens	Parents
What are 2 things you/your teen are/is told about alcohol by teachers or counselors at their school?	Knowledge Based Information	34.0%	26.1%
	Don't Drink	28.2%	27.4%
	Responsible Decision-Making	13.8%	7.6%
	Drinking and Driving	8.7%	11.9%
	Don't Talk About it at School	5.7%	2.0%
	Policies/Laws	4.2%	9.6%
	Programs/Classes	2.9%	11.6%
	Other	2.4%	3.8%
	DK/NR	4.3%	17.8%
Who else tells you/your teen about alcohol and what do they tell you/them?	Family	43.7%	54.9%
	Other/Already Asked About	29.8%	14.4%
	Religious Leaders	12.7%	21.4%
	Coaches	7.9%	3.2%
	TV/Media	6.0%	6.0%
	DK/NR	64.0%	41.2%
	Don't Drink	30.1%	36.6%
	Responsible Decision-Making	22.0%	17.6%
	Knowledge Based Information	16.9%	18.7%
	Positive Messages About Alcohol	10.1%	4.5%
	Modeling Behaviors/Stories	6.4%	8.4%
	Drinking and Driving	5.1%	6.4%
	Laws/Punishments	4.1%	3.4%
	Other	3.7%	2.7%
	Religious Messages	1.7%	1.7%
	DK/NR	65.9%	46.7%

SECTION 4: **TEEN ALCOHOL CONSUMPTION AND NON-CONUMPSTION**

This section of the Telephone Polling Report summarizes responses to questions about the consumption and non-consumption of alcohol among teens. The questions asked about the reasons behind why teens drink, why they don't drink, and why they get drunk. Another issue in this section focuses on differences between teens who drink and teens who don't drink.

Reasons Teens Drink Alcohol: Overall

Teens and parents were asked a question about why teens drink alcohol. The specific question wording for teens was "What are the most important reasons you think some people in your group of friends choose to drink alcohol?" For parents, the question was "What are the most important reasons you think some people in your son or daughter's group of friends choose to drink alcohol?" The responses provided by teens and parents were coded into a range of categories with the following types of reasons: Social, Emotional, Effect/High/Curious, Family, Accessibility, Culture or Media Influence, and Other. In addition, responses for the "Don't Know" or "No Response" are cited.

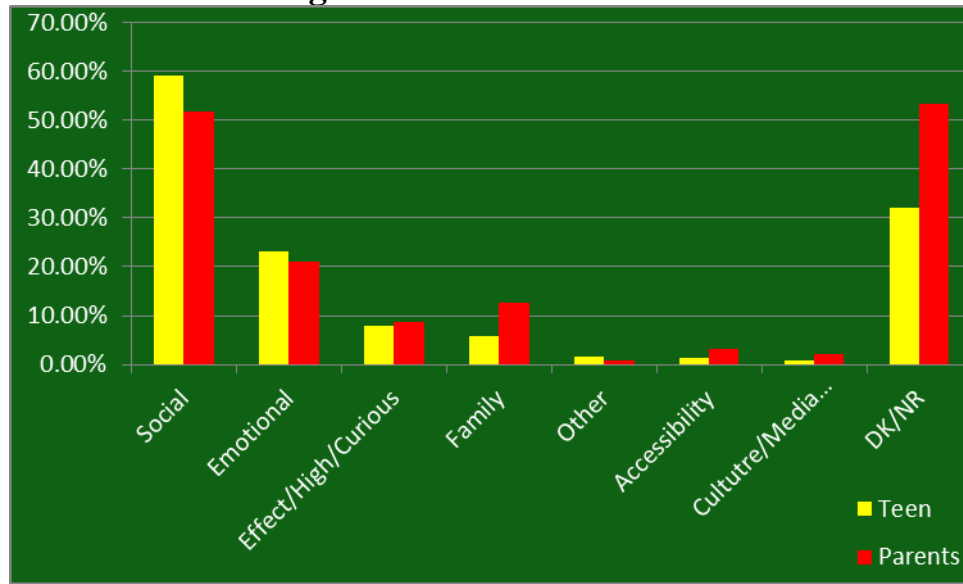
Table 4.1: Reasons for Teen Alcohol Consumption	
Reasons Teens Drink Alcohol	
Social	it is cool, everyone else is doing it, to have fun, want to be accepted, to fit in, peer pressure, friends doing it, just to say they have, they want to party, to be like the rest of the people, lowers social inhibition, to prove they can
Emotional	gone through a lot, relieve stress, get mind off things, insecurities, boredom, nothing better to do, school issues, feel bad about themselves, says it gets them through the day, forget about problems, as a release, avoid their problems, feel more mature, nothing to look up to, as a means of escape, attention, bad relationships, they want to be/act grown up, self-esteem issues, no self-control, not supposed to do it- "forbidden fruit," immature, stupidity, feel alone
Effect / High / Curious	to be drunk, it makes them feel good, like how it feels, they like it, want to try it, to feel a buzz, curiosity, the high, they want to experiment, to feel good

Family	problems at home, family occasions, older siblings provide it, parents do it, it is around them in the home, rebelling against parents, offered by family, lack of parental involvement, poor family lifestyle
Other	because they want to, no good reasons, different reasons for different people, not sure if teen’s friends drink, they don’t drink
Accessibility	because they have easy access, because they can, it is there, affluence, easily available at home, can get away with it
Culture / Media Influence	media, culture makes it acceptable, it has become such a huge focus by society, part of the teen culture in the area
DK/NR	don’t know or individual did not respond

A high percentage of both teens and parents either did not know an answer to this question or did not respond (32.2% of teens and 53.3% of parents). Of the responses that were given, more than half for both teens (59.1%) and parents (51.8%) were in the Social category. The Emotional category included the second-most cited reasons why teens drink, with 23.2% of teen responses and 21.0% of parent responses being in this category. The Family category included twice as many for parents (12.6%) as for teens (5.9%). The category including the effect, to get high, or curious encompassed 7.9% of teen responses and 8.8% of parent responses. Only a small percentage of responses were related to the accessibility of alcohol, culture or media influences, and other responses.

Table 4.2: Reasons for Teen Drinking		
“What are the most important reasons you think some people in your group (or your son or daughter’s group) of friends choose to drink alcohol?”		
	Teens (609 interviewed) 646 total reasons from 413 teens	Parents (1014 interviewed) 843 total reasons from 474 parents
Social	(382) 59.1%	(437) 51.8%
Emotional	(150) 23.2%	(177) 21.0%
Effect/High/Curious	(51) 7.9%	(74) 8.8%
Family	(38) 5.9%	(106) 12.6%
Other	(11) 1.7%	(6) 0.7%
Accessibility	(9) 1.4%	(26) 3.1%
Culture/Media Influence	(5) 0.8%	(17) 2.0%
DK/NR *not included in the above percentages	196 (32.2% of teens interviewed)	540 (53.3% of parents interviewed)

Figure 9: Reasons to Drink



Reasons Teens Drink Alcohol: Teen Responses

The review of teen responses is different from the review of responses overall, cited in the previous section. After excluding the 32 percent of teens who did not have a response to this question, over two-thirds (72.6%) of teens gave a social reason as the reason why teens drink alcohol. Nearly one-third (31.5%) gave an emotional reason and eleven percent gave a reason related to the effects of alcohol or curiosity in trying it. Almost nine percent had a family reason and only six percent total gave a response related to accessibility, culture or media influence, or another reason that did not fit into one of the categories.

Table 4.3: Reasons for Teen Drinking			
Number of Teen Respondents who had a Reason from each Category <i>609 Teens Interviewed</i>			
		Including DK/NR (609 total)	Excluding DK/NR (413 total)
Social	300 (382 Reasons from 300 Teens)	49.3%	72.6%
Family	35 (38 Reasons from 35 Teens)	5.8%	8.5%
Emotional	130 (150 Reasons from 130 Teens)	21.4%	31.5%
Effect/High/Curious	46 (51 Reasons from 46 Teens)	7.6%	11.1%
Accessibility	9 (9 Reasons from 9 Teens)	1.5%	2.2%
Culture/Media Influence	5 (5 Reasons from 5 Teens)	0.8%	1.2%
Other	11 (11 Reasons from 11 Teens)	1.8%	2.7%
DK/NR	196 (196 DK/NR from 196 Teens)	32.2%	NA

Of the teens who gave a response to the question asking why teens drink, over one-half (57.6%) gave one reason and less than one-third (29.1%) gave two reasons. Three reasons were given by one in nine (10.9%) of the respondents, two percent gave four reasons, and only one teen gave five reasons.

Table 4.4: Count of Reasons			
Number of Reasons <i>609 Teens Interviewed</i>			
	Number of Respondents	Including DK/NR (609 total)	Excluding DK/NR (413 total)
1 Reason	238	39.1%	57.6%
2 Reasons	120	19.7%	29.1%
3 Reasons	45	7.4%	10.9%
4 Reasons	9	1.5%	2.2%
5 Reasons	1	0.2%	0.2%
DK/NR	196	32.2%	NA

Reasons Teens Drink Alcohol: Parent Responses

This segment looks at the parents who responded to the question about reasons why teens drink alcohol; this is contrasted with the responses themselves, and focuses on the parents who did respond. Over one-half (53.3%) of the parents interviewed did not know or did not give a response to the question asking why teens drink. Of those who gave a response, over two-thirds (69.8%) percent gave reason in the Social category, and 30 percent gave an Emotional reason. A

Family reason was given by 19 percent of the parents and almost 15 percent said it was in the Effect/High/Curious category. About six percent of parents thought accessibility was a factor while 2.5 percent cited culture or the media and 1.3 percent gave a response that did not fit into any of the categories.

Table 4.5: Parent Reasons for Teen Drinking			
Number of Parent Respondents who had a Reason from Each Category <i>1014 Parents Interviewed</i>			
		Including DK/NR (1014 total)	Excluding DK/NR (474 total)
Social	331 (437 Reasons from 331 Parents)	32.6%	69.8%
Family	90 (106 Reasons from 90 Parents)	8.9%	19.0%
Emotional	140 (177 Reasons from 140 Parents)	13.8%	29.5%
Effect/High/Curious	70 (74 Reasons from 70 Parents)	6.9%	14.8%
Accessibility	26 (26 Reasons from 26 Parents)	2.6%	5.5%
Culture/Media Influence	12 (17 Reasons from 12 Parents)	1.2%	2.5%
Other	6 (6 Reasons from 6 Parents)	0.6%	1.3%
DK/NR	540 (540 DK/NR from 540 Parents)	53.3%	NA

Of the parents who did give a response to this question, about one-half (49.4%) gave one reason as to why they thought teens drink alcohol. Nearly one-third (31.7%) gave two reasons and around 13 percent gave three reasons. Four reasons were cited by five percent of the parents and two parents gave five reasons and eight reasons.

Table 4.6: Count of Parent Reasons			
Number of Reasons <i>1014 Parents Interviewed</i>			
	Number of Respondents	Including DK/NR (1014 total)	Excluding DK/NR (474 total)
1 Reason	234	23.1%	49.4%
2 Reasons	150	14.8%	31.7%
3 Reasons	61	6.0%	12.9%
4 Reasons	25	2.5%	5.3%
5 Reasons	2	0.2%	0.4%
6 Reasons	0	0.0%	0.0%
7 Reasons	0	0.0%	0.0%
8 Reasons	2	0.2%	0.4%
DK/NR	540	53.3%	NA

Reasons Teens Drink Alcohol: Matched Pairs

When asked why teens drink, the “Don’t Know/No Response” category had the largest matched pair agreement, with over one-fourth of the respondents (25.3%) indicating this choice. The percentage of matched pairs that cited a Social reason was relatively high with almost one in five parent-teen pairs (18.8%) citing this reason. The remaining categories had five percent or fewer of the matched pairs in agreement.

Table 4.7: Reasons to Drink from Same Household		
Matched Pairs: Reasons Teens Drink		
	Number of Matched Pairs in Agreement	Percentage of Total Matched Pairs in Agreement
DK/NR	132	25.3%
Social	98	18.8%
Emotional	26	5.0%
Effect/High/Curious	4	0.8%
Family	2	0.4%
Accessibility	1	0.2%
Culture/Media Influence	0	0.0%
Other	0	0.0%

The number of times the teen and parent responses matched within a category is presented in the following table. About one-half (50.6%) of the matched pairs had no matches and nearly one half (48.5%) had one match.

Table 4.8: Reasons to Drink from Same Household		
Number of Matches by Category: Reasons Teens Drink		
	Number of Pairs	Percentage of Total Matched Pairs
0	264	50.6%
1	253	48.5%
2	5	1.0%
Total	522	100.0%

Reasons Teens Do Not Drink Alcohol: Overall

Teens and parents were asked a parallel question about teen alcohol use: why teens do not drink alcohol. Teens were asked the question “What are the most important reasons you think some people in your group of friends choose NOT to drink alcohol?” and parents were asked “What are the most important reasons you think some people in your son or daughter’s group of friends choose NOT to drink alcohol?” Emerging from the questions was a series of responses, with results clustering into nine major categories: Lack of Interest or Access and Positive Attributes of Teens/Peers; Fear/Consequences of Use; Involved in Activities/Too Busy; Legality/Punishments; Role of Parents/Teachers/Etc.; Future/Goals; Religion; Modeled Behavior; and Other. In addition, responses could be coded in a Don’t Know/No Response category.

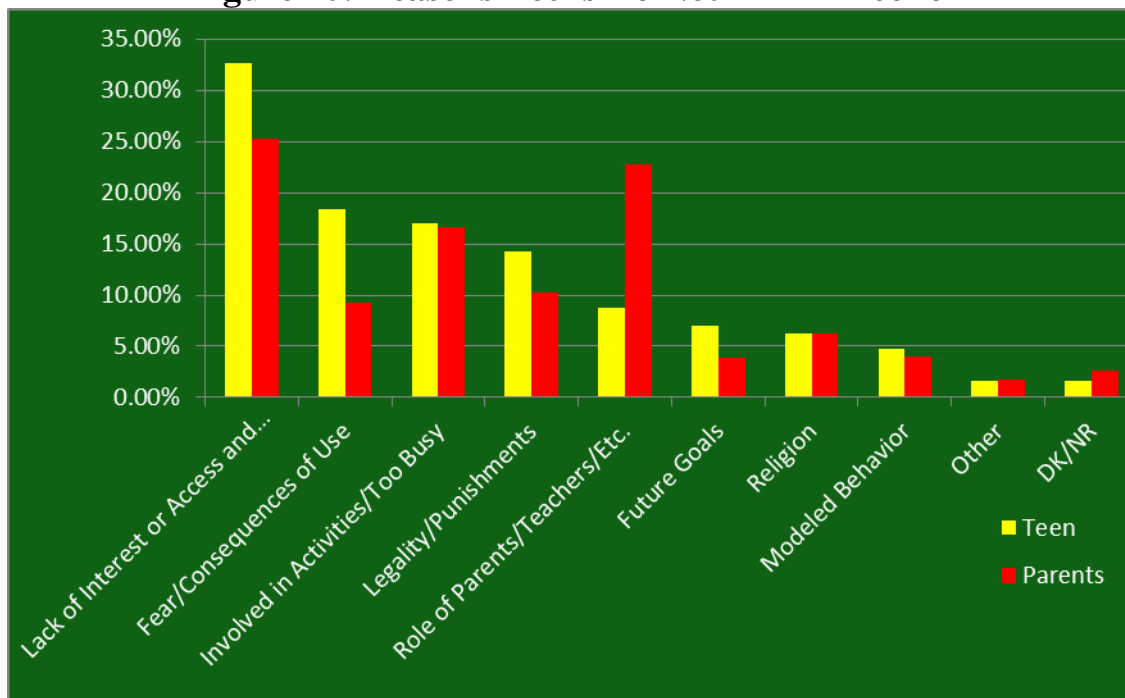
Table 4.9: Teen Reasons to Not Drink	
Reasons Teens Do Not Drink Alcohol	
Lack of Interest or Access and Positive Attributes of Teens/Peers	not interested in alcohol, don’t like it, don’t have access, don’t have the money, don’t need it to have fun, responsible, smart, they are very motivated, they care about themselves, tight knit group of friends, positive peer pressure
Fear/Consequences of Drinking	health effects, it is bad, it is stupid, scared of the consequences, health reasons
Involved in Activities/Too Busy	too busy, involved in sports, involved in clubs, rigorous academic program
Legality/Punishments	afraid of getting caught, can get in trouble, not of legal age/it is illegal, wrong, because of driving/drinking and driving
Role of Parents/Teachers/Etc.	parents taught them right from wrong, parents involved in their lives, messages from parents and teachers, family values, because parents say not to, they have talked to their parents, been educated about it, family involvement
Future/Goals	don’t want to ruin future, have goals, they want to go far in life, want to go to college
Religion	against their religion, religious beliefs, go to Catholic school, devoted to God, the Bible tells them not to drink alcohol, Christian parents, church faith
Modeled Behavior	alcoholism in family, seen people with alcohol problems, heard stories about alcohol, they see other people look like idiots

Other	only one who doesn't drink, they all drink, alcohol interferes with other addictions, don't feel like it that night, they use drugs instead, doesn't know son's friends, medication
DK/NR	don't know or individual did not respond

This question had a high response rate, with only 1.6 percent of teens and 2.6 percent of parents responding that they do not know or not responding at all. The highest responses were found in the category of “Lack of Interest or Access and Positive Attributes of Teens/Peers”, with nearly one-third of the reasons from teens (32.6%) and one-quarter of the reasons from parents (25.3%) falling into this category. The category of Fear/Consequences of Drinking garnered about one in five (18.4%) of the teen responses, and one-half of this level (9.3%) among the parents. Legality/Punishments encountered 14.2% of the teen responses, and 10.2% of the parental responses. Teen responses were higher for the category of Future/Goals, and parents have much high rates than teens regarding the Role of Parents/Teachers.

Table 4.10: Important Reasons to Not Drink		
“What are the most important reasons you think some people in your group (or your son or daughter’s group) of friends choose NOT to drink alcohol?”		
	Teens (609 interviewed) 1098 total reasons from 599 teens	Parents (1014 interviewed) 1832 total reasons from 997 parents
Lack of Interest or Access and Positive Attributes of Teens/Peers	(358) 32.6%	(463) 25.3%
Fear/Consequences of Use	(202) 18.4%	(171) 9.3%
Involved in Activities/Too Busy	(102) 17.0%	(304) 16.6%
Legality/Punishments	(156) 14.2%	(186) 10.2%
Role of Parents/Teachers/Etc.	(95) 8.7%	(418) 22.8%
Future/Goals	(77) 7.0%	(72) 3.9%
Religion	(37) 6.2%	(113) 6.2%
Modeled Behavior	(53) 4.8%	(74) 4.0%
Other	(18) 1.6%	(31) 1.7%
DK/NR *not included in the above percentages	10 (1.6% of teens interviewed)	26 (2.6% of parents interviewed)

Figure 10: Reasons Teens Do Not Drink Alcohol



Reasons Teens Do Not Drink Alcohol: Teen Responses

Almost one-half (46.3%) of the teens interviewed cited a lack of interest or access or positive attributes of themselves or their peers as a reason for not drinking. Over one-quarter (28.7%) of teens cited reasons related to fear or consequences associated with using alcohol. Legality or punishments was also mentioned by one-quarter (22.7%) of the teens. The role of parents or teachers was cited by one in seven (14.3%) of teens, and one in seven (13.8%) of teens cited involvement in activities or being too busy as reasons teens do not drink. Modeled behavior was cited as a reason for 8.1 percent of the teens and religion by just under six percent. Fewer than three percent had another reason that did not fit in a category and under two percent did not know or did not respond to this question.

Table 4.11: Teen Reasons to Not Drink			
Number of Teens who gave a Response from each Category <i>609 Teens Interviewed</i>			
	Number of Respondents	Including DK/NR (609 Total)	Excluding DK/NR (599 Total)
Involved in Activities/Too Busy	84 (102 answers from 84 teens)	13.8%	14.0%
Religion	35 (37 answers from 35 teens)	5.8%	5.8%
Legality/Punishments	138 (156 answers from 138 teens)	22.7%	23.0%
Lack of Interest or Access and Positive Attributes of Teens/Peers	282 (358 answers from 282 teens)	46.3%	47.1%
Fear/Consequences of Use	175 (202 answers from 175 teens)	28.7%	29.2%
Modeled Behavior	49 (53 answers from 49 teens)	8.1%	8.2%
Future/Goals	65 (77 answers from 65 teens)	10.7%	10.9%
Role of Parents/Teachers/Etc.	87 (95 answers from 87 teens)	14.3%	14.5%
Other	17 (18 answers from 17 teens)	2.8%	2.8%
DK/NR	10 (10 answers from 10 teens)	1.6%	NA

About 40 percent of the teens interviewed gave one reason why teens do not drink alcohol, and another 40 percent gave two reasons. Three reasons were given by nearly 14 percent of teens, and four or five reasons were given by 3.8% and 1.0%, respectively.

Table 4.12: Count of Reasons to Not Drink			
Number of Reasons <i>609 Teens Interviewed</i>			
	Number	% Including DK/NR 609 Teens Total	% Excluding DK/NR 599 Teens Total
1	248	40.7%	41.4%
2	238	39.1%	39.7%
3	84	13.8%	14.0%
4	23	3.8%	3.8%
5	6	1.0%	1.0%
DK/NR	10	1.6%	NA

Reasons Teens Do Not Drink Alcohol: Parent Responses

Over one-third (37.1%) of parents cited lack of interest or access and positive attributes or teens as a reason why teens do not drink. One-third (33.7%) cited the role of parents or teachers and nearly one-fourth (24.5%) said being involved in activities or too busy was a reason. Approximately one in six (16.5%) said legality or punishments was a reason, and one in six (15.6%) cited fear or consequences of use. Modeled behavior was noted by 6.7% of respondents, as was the category of Future/Goals. About three percent of parents gave a reason that did not fit into a category and less than three percent did not know or did not respond to this question.

Table 4.12: Parent Reasons Teens Do Not Drink			
Number of Parents who gave a Response from each Category <i>1014 Parents Interviewed</i>			
	Number of Respondents	Including DK/NR (1014 Total)	Excluding DK/NR (988 Total)
Involved in Activities/Too Busy	248 (304 answers from 248 parents)	24.5%	25.1%
Religion	107 (113 answers from 107 parents)	10.6%	10.8%
Legality/Punishments	167 (186 answers from 167 parents)	16.5%	16.9%
Lack of Interest or Access and Positive Attributes of Teens/Peers	376 (463 answers from 376 parents)	37.1%	38.1%
Fear/Consequences of Use	158 (171 answers from 158 parents)	15.6%	16.0%
Modeled Behavior	68 (74 answers from 68 parents)	6.7%	6.9%
Future/Goals	68 (72 answers from 68 teens)	6.7%	6.9%
Role of Parents/Teachers/Etc.	342 (418 answers from 342 parents)	33.7%	34.6%
Other	31 (31 answers from 31 parents)	3.1%	3.1%
DK/NR	26 (26 answers from 26 parents)	2.6%	NA

Regarding the number of responses provided to this question, four in ten (42%) of the parents provided one reason, while one third (33.4%) offered two reasons why some teens do not drink alcohol. Three reasons were given by 17.1%, four reasons were given by 4%, and five reasons were offered by less than one percent of the parents.

Table 4.13: Reasons to Not Drink			
Number of Reasons <i>1014 Parents Interviewed</i>			
	Number	% Including DK/NR 1014 Parents Total	% Excluding DK/NR 988 Parents Total
1	426	42.0%	43.1%
2	339	33.4%	34.3%
3	173	17.1%	17.5%
4	41	4.0%	4.2%
5	9	0.9%	0.9%
DK/NR	26	2.6%	NA

Reasons Teens Do Not Drink Alcohol: Matched Pairs

Examining how well teen and parent responses matched, the highest level of agreement with responses to the question about why teens do not drink was from the category titled “Lack of Interest or Access and Positive Attributes of Teens; this had one in five (19.2%) of the matched pairs in agreement with a response in this category. For any of the other categories, no more than six percent of the matched pairs were in agreement.

Table 4.14: Teens Do Not Drink Responses from Same Household		
Matched Pairs: Reasons Teens do NOT Drink		
	Number of Matched Pairs in Agreement	Percentage of Total Matched Pairs in Agreement
Lack of Interest or Access/Positive Attributes of the Teens	100	19.2%
Role of Parents/Teachers/Etc.	30	5.8%
Too Busy/Involved in Activities	27	5.2%
Legality/Punishments	24	4.6%
Fear/Consequences of Use	20	3.8%
Religion	10	1.9%
Future/Goals	7	1.3%
Modeled Behavior	4	0.8%
Other	2	0.4%
DK/NR	0	0.0%

The number of times the teen-parent respondents matched by individual category is presented in the table below. When asked for reasons why teens do NOT drink, nearly three in five responses (59.4%) of the matched teen-parents pairs did not have any matches. Over one-third (38.3%) of the responses had a single match, and 2.3% had two matches.

Table 4.15: Category Matches		
Number of Matches by Category: Reasons Teens do NOT Drink		
	Number of Pairs	Percentage of Total Matched Pairs
0	310	59.4%
1	200	38.3%
2	12	2.3%
Total	522	100.0%

Reasons Teens Get Drunk: Overall

Teens and parents were asked for their thoughts about why teens get drunk. Specifically, teens were asked “For those people in your group of friends who drink so much that they get drunk, why do you think they do this?”, and parents were asked “For those people in your son or daughter’s group of friends who drink so much that they get drunk, why do you think they do this?” The responses gathered through this process were organized into categories with similar responses; these categories include Social, Family, Emotional, Curiosity/Effects, Other, and Don’t Know/No Response.

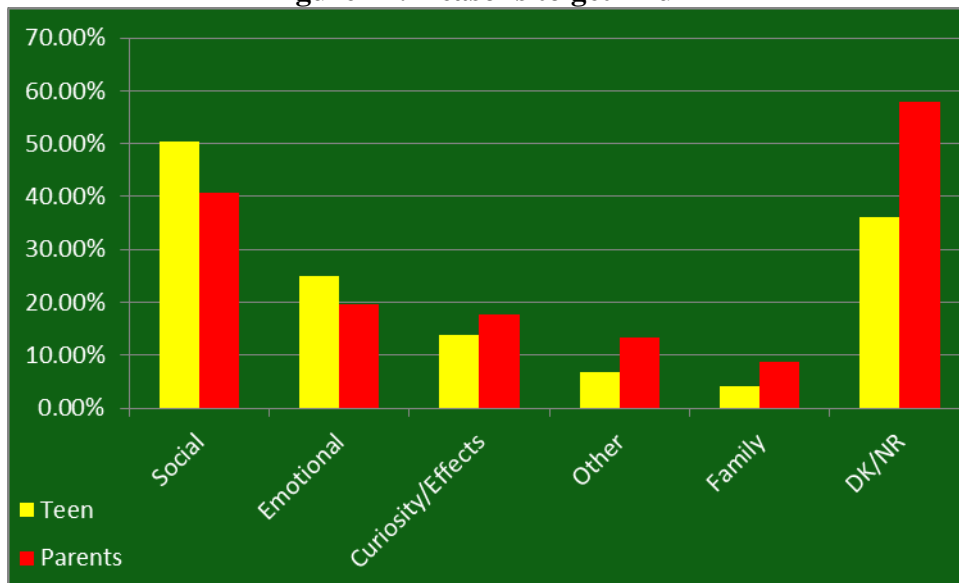
REASONS TEENS GET DRUNK	
Social	it is fun, it is cool, a social thing, what they do at parties, to fit in, peer pressure, social acceptance, so they have a story to tell, to get attention, to impress people, to do what everyone else is doing
Emotional	sad, upset, boredom, to escape, have a hard life/difficulties in life, stress, it makes them feel better, to avoid reality, they are immature, to take pressure off of themselves, dull the pain, insecurity, low self-esteem
Curiosity/Effects	don’t know limit, addictive, like the feeling, to get a buzz/high, they want to try it, curiosity, experimentation, inexperience, by accident
Other	they are stupid/idiots, they don’t get drunk, they want to, drinking a big part of the town, to be the stereotypical highschooler, accessibility, because they are teenagers, they see partying and fun on TV
Family	Problems at home, don’t get attention from parents, with an older sibling, parents don’t know about it, drink with their family, lack of discipline, no supervision, want attention from parents
DK/NR	Don’t know or individual did not respond

High percentages of both teens and parents did not respond or said they did not know an answer to this question, with over one third (36.1%) of teens and over one-half of parents (57.9%) reporting that they did not know. Of the reasons provided, one-half (50.3%) of the teens’ reasons were in the Social category; this was the largest category for the parents, also, with two of five respondents (40.7%) citing this reason. One-quarter (25.1%) of the teens’ reasons were in the Emotional category, and slightly fewer parent responses (19.6%) were in this grouping. The category Curiosity/Effects was noted by one in seven teens (13.9%), and by one

in six parents (17.6%). Family reasons accounted for less than one in ten (8.7%) of the parental reasons, with half of this amount (4.1%) found with teens.

Table 4.17: Reasons for Teens Getting Drunk		
“For those people in your (or your son or daughter’s) group of friends who drink so much that they get drunk, why do you think this is?”		
	Teens (609 interviewed) 541 total reasons from 389 teens	Parents (1014 interviewed) 658 total reasons from 427 parents
Social	(272) 50.3%	(268) 40.7%
Emotional	(136) 25.1%	(129) 19.6%
Curiosity/Effects	(75) 13.9%	(116) 17.6%
Other	(37) 6.8%	88(13.4%)
Family	(22) 4.1%	(57) 8.7%
DK/NR *not included in the percentages above	220 (36.1% of teens interviewed)	587 (57.9% of parents interviewed)

Figure 11: Reasons to get Drunk



Reasons Teens Get Drunk: Teen Responses

As noted, about one in three (36.1%) of the teens interviewed either said they did not know an answer to this question or they did not respond. Of the teens who did respond, nearly two-thirds (60.7%) gave a reason in the Social category for why some teens get drunk. Almost one-third (31.1%) gave a reason in the Emotional category and one in five (18.8%) said this behavior was in the Curiosity/Effects category. About one in twenty teens (5.4%) gave a family reason, and less than one in ten teens (9.5%) gave a reason other than one fitting into one of the categories.

Table 4.18: Reasons Teens Get Drunk			
Number of Teen Respondents who had a Reason from each Category <i>609 Teens Interviewed</i>			
		Including DK/NR (609 total)	Excluding DK/NR (389 total)
Social	236 (272 total reasons from 236 teens)	38.8%	60.7%
Family	21 (22 total reasons from 21 teens)	3.5%	5.4%
Emotional	121 (136 total reasons from 121 teens)	19.9%	31.1%
Curiosity/Effects	73 (75 total reasons from 73 teens)	12.0%	18.8%
Other	37 (37 reasons from 37 teens)	6.1%	9.5%
DK/NR	220 (220 DK/NR from 220 teens)	36.1%	NA

Over two-thirds (68.1%) of the teens who responded to this question gave one reason why some teens get drunk while over one-quarter (26.0%) gave two reasons. About one in twenty respondents (4.4%) cited three reasons and 1.5% gave four reasons. Again, more than 36 percent of the teens did not know a reason or did not respond to this question.

Table 4.19: Count of Reasons Teens Get Drunk			
Number of Reasons <i>609 Teens Interviewed</i>			
	Number of Respondents	Including DK/NR (609 total)	Excluding DK/NR (389 total)
1 Reason	265	43.5%	68.1%
2 Reasons	101	16.6%	26.0%
3 Reasons	17	2.8%	4.4%
4 Reasons	6	1.0%	1.5%
DK/NR	220	36.1%	NA

Reasons Teens Get Drunk: Parent Responses

Over one-half (57.9%) of parents interviewed did not know an answer or did not respond to the question asking why they think some teens drink so much they get drunk. Of the 427 parents who did give a reason, nearly one-half (49.4%) of these parents offered a reason that was in the Social category. Over one-quarter (26.0%) of the parents had a reason in the Emotional category, and nearly one quarter (23.7%) said the reason had to do with curiosity or the effects of alcohol. About one in eight parents (11.7%) mentioned a family reason. About one in five (20.6%) of parents provided a reason that did not fit into any of the categories.

Table 4.20: Parent Reasons Teens Get Drunk			
Number of Parent Respondents who had a Reason from each Category <i>1014 Parents Interviewed</i>			
		Including DK/NR (1014 total)	Excluding DK/NR (427 total)
Social	211 (268 total reasons from 211 parents)	20.8%	49.4%
Family	50 (57 total reasons from 50 parents)	4.9%	11.7%
Emotional	111 (129 total reasons from 111 parents)	11.0%	26.0%
Curiosity/Effects	101 (116 total reasons from 101 parents)	10.0%	23.7%
Other	88 (88 reasons from 88 parents)	8.7%	20.6%
DK/NR	587 (587 DK/NR from 587 parents)	57.9%	NA

Of the parents who responded to this question, the vast majority (63.5%) provided a single reason, while nearly one-quarter (23.4%) offered two reasons. Three reasons were given by 8.9% of respondents, and fewer respondents offered four or five reasons.

Table 4.21: Count of Parent Reasons Teens Get Drunk			
Number of Reasons <i>1014 Parents Interviewed</i>			
	Number of Respondents	Including DK/NR (1014 total)	Excluding DK/NR (427 total)
1 Reason	271	26.7%	63.5%
2 Reasons	100	9.9%	23.4%
3 Reasons	38	3.8%	8.9%
4 Reasons	16	1.6%	3.8%
5 Reasons	2	0.2%	0.5%
DK/NR	587	57.9%	NA

Reasons Teens Get Drunk: Matched Pairs

Examining the data from parents and teens from the same household (the 522 matched pairs), nearly one-third (29.3%) were in agreement that they did not know or did not have a response regarding why teens get drunk. One in ten (10.5%) teen-parent pairs cited a Social reason, and one in twenty (5.0%) reported an Emotional reason.

Matched Pairs: Reasons Teens get Drunk		
	Number of Matched Pairs in Agreement	Percentage of Total Matched Pairs in Agreement
DK/NR	153	29.3%
Social	55	10.5%
Emotional	26	5.0%
Curiosity/Effects	8	1.5%
Other	8	1.5%
Family	1	0.2%

The following table presents the number of times each teen-parent matched pair was in agreement by category when asked for reasons why teens get drunk. More than 50 percent of the matched pair respondents did not have any matches for this question.

Number of Matches by Category: Reasons Teens get Drunk		
	Number of Pairs	Percentage of Total Matched Pairs
0	273	52.3%
1	247	47.3%
2	2	0.4%
Total	522	100.0%

Differences Between Teens Who Drink and Teens Who Don't Drink: Overall

Parents and teens were asked about their perceptions about differences existing between teens who drink and those who don't drink alcohol. The specific wording of the question was "What are the differences between teens who drink and teens who don't drink?" The analysis of the responses to this question is different from other questions because two types of responses occurred: (a) characteristics of teens, and (b) type of reason. Within the characteristics of teens, respondents cited teens who do drink, teens who don't drink, some general comments, and no differences observed. Thus, the categories were Do Drink, Don't Drink, General, No Difference and Don't Know/No Response. Regarding the type of responses, responses were divided into one of nine categories: Emotional/Personality, Social, Potential Outcome, School, Family, Extracurricular, No Difference, Other and Don't Know/No Response.

Table 4.24: Differences in Drinkers and Non-Drinkers	
DIFFERENCES BETWEEN TEENS WHO DRINK AND DON'T DRINK	
Emotional/Personality	attitude, decision-making, don't care, focus, intelligence, maturity, morals, responsibility, self-esteem, values, confidence, respect, to escape
Social	acceptance, peer pressure, social status, who they are friends with
Potential Outcome	future, get in trouble, life span, other drugs, success, addiction, direction in life, goals
School	focus on school, grades, interest in school, problems in school
Family	alcoholism in family, communication, home life, parental involvement, attention, family problems, good family life, guidance, parents who drink/don't drink, supervision
Extracurricular	involvement in clubs/other activities, sports, work, have things to do/don't have things to do
No Difference	individual said there was no difference between teens who drink and don't drink
Other	access, availability, depends on the situation, normal teens, experimentation, media
DK/NR	don't know or individual did not respond

About one in twenty of both the teen (5.3%) and parent (4.7%) respondents said they did not know an answer or did not respond to this question. Over one-third (37.9%) of teen responses and one-third (33.2%) of parent responses cited a characteristic of teens who do drink;

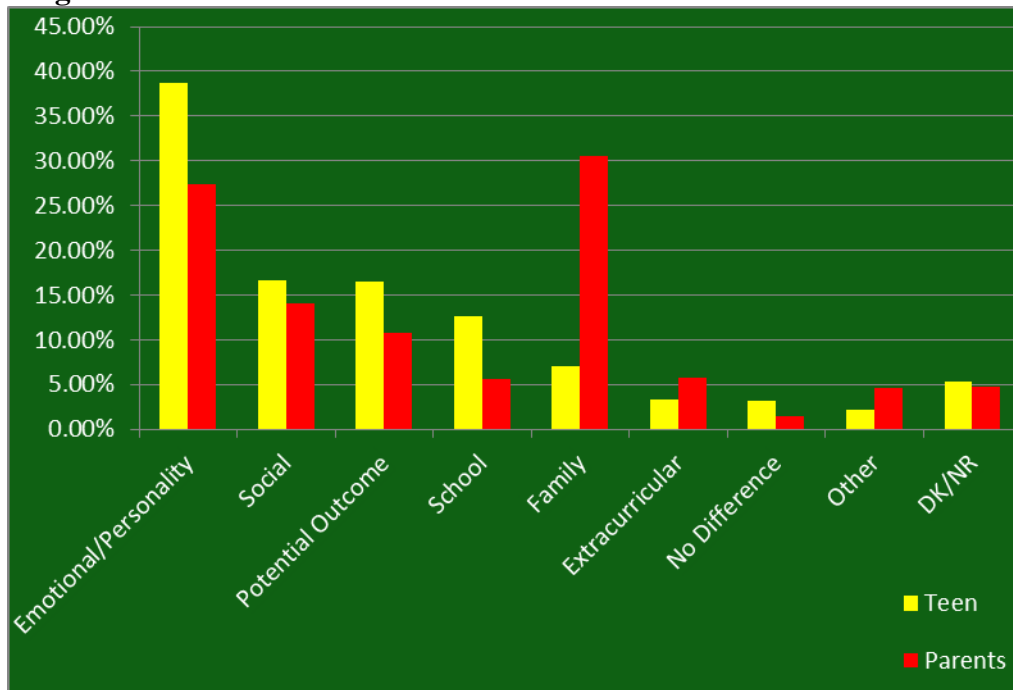
less than one-half (44.9%) of teen responses and over one-quarter (28.5%) of parent responses involved a characteristic of teens who do not drink. Fourteen percent of teen responses and 37 percent of parent responses gave a general difference and three percent of teen responses and one percent of parent responses said there was no difference between teens who do and do not drink..

Table 4.25: Differences Between Teen Drinkers and Non-Drinkers			
“What are the differences between teens who drink and teens who don’t drink?”			
Teens (609 Interviewed)		Parents (1014 Interviewed)	
1136 Total Differences from 577 Teens		2021 Total Differences from 966 Parents	
Do Drink	(431) 37.9%	Do Drink	(670) 33.2%
Don’t Drink	(510) 44.9%	Don’t Drink	(576) 28.5%
General	(160) 14.1%	General	(747) 37.0%
No Difference	(35) 3.1%	No Difference	(28) 1.4%
DK/NR *not included in the above percentages	32 (5.3% of Teens Interviewed)	DK/NR *not included in the above percentages	48 (4.7% of Parents Interviewed)

Reviewing the specific characteristics of the responses, over one-third (38.7%) of teen responses said that the differences were emotional or based on the personality of the teen; for parents, this was over one-quarter (27.4%) for this category. Social reasons accounted for one in six (16.6%) of teen responses, and slightly less (14.0%) for the parents. One in six (16.5%) teen responses regarding the differences between teens who drink and those who do not drink was in the category of Potential Outcome; for parents, this was about one in ten (10.8%). A notable difference was found between teens and parents with respect to the category of Family: while only one in fourteen (7.1%) of teens cited this as a reason for differences, nearly one-third (30.5%) of parents reported this as a reason. Other reasons for the differences were school-based (12.6% for teens, and 5.6% for parents) and the Extracurricular category (3.3% for teens and 5.8% for parents). Fewer than five percent of the responses did not fit into any of the categories and were classified as other.

Table 4.26: Categories for Differences		
“What are the differences between teens who drink and teens who don’t drink?”		
	Teens (609 interviewed) 1136 differences from 577 teens	Parents (1014 interviewed) 2021 differences from 966 parents
Emotional/Personality	(440) 38.7%	(553) 27.4%
Social	(188) 16.6%	(282) 14.0%
Potential Outcome	(187) 16.5%	(219) 10.8%
School	(143) 12.6%	(113) 5.6%
Family	(81) 7.1%	(617) 30.5%
Extracurricular	(37) 3.3%	(117) 5.8%
No Difference	(35) 3.1%	(28) 1.4%
Other	(25) 2.2%	(92) 4.6%
DK/NR *not included in above percentages	32 (5.3% of teens interviewed)	48 (4.7% of parents interviewed)

Figure 12: Differences Between Teens that Drink and Teens Who Don’t



Differences Between Teens Who Drink and Teens Who Don't Drink: Teen Responses

Over one-half (51.1%) of the teens who had a specific response to the question of differences between teens who drink and those who do not drink focused on what was different among those teens who do drink, and over half (56.9%) cited a reason focusing on those who do not drink. Approximately one in six (17.7%) of teen respondents reported a general difference and about six percent said there was no difference between teens who drink and teens who don't drink.

Among teens who had a response to this question, over half (53.6%) cited an emotional or personality difference, over one-quarter (26.5%) reported a difference in potential outcome, and nearly one-quarter (24.3%) cited a social difference. A difference in school was given for 22 percent of the teens and a family difference was given by eleven percent. Approximately one in twenty (5.4%) of teens interviewed noted a difference in extracurricular activities, one in twenty (6.1%) said there was no difference between the two types of teens, and one in twenty-five (4.3%) gave a reason that did not fit into any of the categories.

Table 4.27: Teen Reasons in Each Category			
Number of Teen Respondents who had a Reason from each Category <i>609 Teens Interviewed</i>			
	Number of Respondents	Including DK/NR (609 total)	Excluding DK/NR (577 total)
Do Drink	297 (431 "Do" Differences from 297 Teens)	48.8%	51.5%
Don't Drink	328 (510 "Don't" Differences from 328 Teens)	53.9%	56.9%
General	102 (160 "General" Differences from 102 Teens)	16.8%	17.7%
No Difference	35 (35 "No Difference" Responses from 35 Teens)	5.8%	6.1%
DK/NR	32 (32 DK/NR from 32 Teens)	5.3%	NA
Family	62 (81 Family Responses from 62 Teens)	10.2%	10.8%
Social	140 (188 Social Responses from 140 Teens)	23.0%	24.3%
School	127 (143 School Responses from 127 Teens)	20.9%	22.0%

Extracurricular	31 (37 Extracurricular Responses from 31 Teens)	5.1%	5.4%
Emotional/Personality	309 (440 Emotional/Personality Responses from 309 Teens)	50.7%	53.6%
Potential Outcome	153 (187 Potential Outcome Responses from 153 Teens)	25.1%	26.5%
Other	25 (25 Other Responses from 25 Teens)	4.1%	4.3%
No Difference	35 (35 No Difference Responses from 35 Teens)	5.8%	6.1%
DK/NR	32 (32 DK/NR Responses from 32 Teens)	5.3%	NA

Reviewing the number of differences between the two groups of teens, provided by the respondents, showed that over one-third (37.3%) provided one difference, and over one-third (39.5%) provided two differences. Three differences were given by one in six (15.3%) respondents; four differences were cited by six percent, and five and six differences were offered by one percent each.

Table 4.28: Differences Count			
Number of Differences <i>609 Teens Interviewed</i>			
	Number of Respondents	Including DK/NR (609 total)	Excluding DK/NR (577 total)
1 Difference	215	35.3%	37.3%
2 Differences	228	37.4%	39.5%
3 Differences	88	14.5%	15.3%
4 Differences	34	5.6%	5.9%
5 Differences	6	1.0%	1.0%
6 Differences	6	1.0%	1.0%
DK/NR	32	5.3%	NA

Differences Between Teens Who Drink and Teens Who Don’t Drink: Parent Responses

Over one-third of parent respondents (38.7%) cited a difference for the teens who do drink and one third (34.1%) cited a reason focusing on teens who don’t drink. Nearly half (45.3%) gave a general difference and about three percent said there was no difference between teens who do drink and teens who don’t drink. Almost five percent of the parents interviewed did not know an answer to this question or did not respond. The highest rating of responses was a family difference, with nearly one-half (46.9%) reporting this as the reason. Two of five

respondents (42.0%) gave an emotional or personality trait difference and one in four (23.8%) gave a social difference. About one in five (18.8%) of the parents gave a difference in the potential outcome of the teens and one in nine (11.1%) gave a difference with regard to school. Extracurricular activity differences were given for ten percent of the parents. Finally, a difference other than something that would fit into one of the categories was given by about nine percent of the sample.

Table 4.29: Parent Response in Each Category			
Number of Parent Respondents who had a Reason from each Category <i>1014 Parents Interviewed</i>			
		Including DK/NR (1014 total)	Excluding DK/NR (966 total)
Do Drink	374 (670 “Do” Differences from 374 Parents)	36.9%	38.7%
Don’t Drink	329 (576 “Don’t” Differences from 329 Parents)	32.5%	34.1%
General	438 (747 “General” Differences from 438 Parents)	43.2%	45.3%
No Difference	28 (28 “No Difference” Responses from 28 Parents)	2.8%	2.9%
DK/NR	48 (48 DK/NR from 48 Parents)	4.7%	NA
Family	453 (617 Family Responses from 453 Parents)	44.7%	46.9%
Social	230 (282 Social Responses from 230 Parents)	22.7%	23.8%
School	107 (113 School Responses from 107 Parents)	10.6%	11.1%
Extracurricular	99 (117 Extracurricular Responses from 99 Parents)	9.8%	10.3%
Emotional/ Personality	405 (553 Emotional/Personality Responses from 405 Parents)	39.9%	42.0%
Potential Outcome	182 (219 Potential Outcome Responses from 182 Parents)	18.0%	18.8%
Other	83 (92 Other Responses from 83 Parents)	8.2%	8.6%
No Difference	28 (28 No Difference Responses from 28 Parents)	2.8%	2.9%
DK/NR	48 (48 DK/NR Responses from 48 Parents)	4.7%	NA

Over one-third (36.4%) of parent respondents gave one difference between teens who drink and teens who don't drink, and one-third (34.6%) provided two differences. Three differences were given by 17 percent of respondents, four differences were offered by eight percent, five differences were given by three percent, and six or more differences were given by less than one percent of respondents.

Number of Differences <i>1014 Parents Interviewed</i>			
	Number of Respondents	Including DK/NR (1014 total)	Excluding DK/NR (966 total)
1 Difference	352	34.7%	36.4%
2 Differences	334	32.9%	34.6%
3 Differences	163	16.1%	16.9%
4 Differences	79	7.8%	8.2%
5 Differences	33	3.3%	3.4%
6 Differences	4	0.4%	0.4%
7 Differences	1	0.0%	0.0%
DK/NR	48	4.7%	NA

Differences Between Teens Who Drink and Teens Who Don't Drink: Matched Pairs

For the comparisons between teens and parents in the 522 families with both sets of responses, the results show that nearly one in five (18.8%) of respondents gave differences between teens who do drink, and one in six (15.9%) of respondents offered differences based on teens who don't drink. The highest level of agreement among teen and parent matched pairs was for the emotional/personality category, with one in five (21.7%) teen-parent pairs identifying this as a category describing the difference.

Table 4.31: Matched Differences		
Matched Pairs: Differences Between Teens Who Do Drink and Don't Drink		
	Number of Matched Pairs in Agreement	Percentage of Total Matched Pairs in Agreement
Do Drink	98	18.8%
Don't Drink	83	15.9%
General	46	8.8%
No Difference	3	0.6%
Emotional/Personality	113	21.7%
Social	35	6.7%
Family	31	5.9%
Potential Outcome	25	4.8%
School	16	3.1%
Extracurricular	5	1.0%
Other	0	0.0%
DK/NR	0	0.0%

The number of times the teen-parent matched pairs agreed by category when asked about differences between teens who do and do not drink is included in the next table. The numbers presented include the categories of Do Drink, Don't Drink, General, or No Difference groupings, as well as the categories defining the reason for differences. One-half (51.2%) of the matched pair respondents had either one or two matches for this question.

Table 4.32: Differences by Category		
Number of Matches by Category: Differences Between Teens Who Do Drink and Don't Drink		
	Number of Pairs	Percentage of Total Matched Pairs
0	227	43.5%
1	168	32.2%
2	99	19.0%
3	24	4.6%
4	3	0.6%
5	1	0.2%
Total	522	100.0%

Finally, the last table in the matched pairs section shows the total number of matches for each teen-parent case. Only two of the matched teen-parent pairs did not have any matches and the highest number of matches was 14. The mean number of matches was five.

Table 4.33: Total Matches		
Total Number of Matches <i>mean=5</i>		
	Number of Matches	Percentage of Total Matched Pairs
0	2	0.4%
1	9	1.7%
2	31	5.9%
3	59	11.3%
4	81	15.5%
5	97	18.6%
6	88	16.9%
7	63	12.1%
8	46	8.8%
9	22	4.2%
10	17	3.3%
11	5	1.0%
13	1	0.2%
14	1	0.2%
Total	522	100.0%

Teen Alcohol Consumption and Non-Consumption: Summary

As mentioned earlier, the Don't Know/No Response (DK/NR) category is separated by a red line because it refers to the percentage of the sample that did not know an answer or did not respond to this question. The categories above this red line are based on the total percentage of responses included in that particular category among the total possible responses.

Regarding reasons why teens drink alcohol, both teens and parents reported the highest percentage of responses in the Social category (59.1 percent and 51.8 percent respectively). When asked about reasons teens choose not to drink alcohol, the most responses for both groups were included in the Lack of Interest or Access and Positive Attributes of Teens/Peers category. Social reasons were cited the most when teens and parents were asked why the teens who get drunk do so. Finally, most of the differences between teens who drink and don't drink that were cited are found in the Emotional category for teens and the Family category for parents.

Table 4.34: Summary			
Summary Table 4: Teen Alcohol Consumption and Non-Consumption			
		Teens	Parents
What are the most important reasons you think some people in your group (or your son or daughter's group) of friends choose to drink alcohol?	<i>Social</i>	59.1%	51.8%
	<i>Emotional</i>	23.2%	21.0%
	<i>Effect/High/Curious</i>	7.9%	8.8%
	<i>Family</i>	5.9%	12.6%
	<i>Other</i>	1.7%	0.7%
	<i>Accessibility</i>	1.4%	3.1%
	<i>Culture/Media Influence</i>	0.8%	2.0%
	<i>DK/NR</i>	32.2%	53.3%
What are the most important reasons you think some people in your group (or your son or daughter's group) of friends choose NOT to drink alcohol?	<i>Lack of Interest or Access and Positive Attributes of Teens/Peers</i>	32.6%	25.3%
	<i>Fear/Consequences of Use</i>	18.4%	9.3%
	<i>Involved in Activities/Too Busy</i>	17.0%	16.6%
	<i>Legality/Punishments</i>	14.2%	10.2%
	<i>Role of Parents/Teachers/Etc.</i>	8.7%	22.8%
	<i>Future/Goals</i>	7.0%	3.9%
	<i>Religion</i>	6.2%	6.2%
	<i>Modeled Behavior</i>	4.8%	4.0%
	<i>Other</i>	1.6%	1.7%
	<i>DK/NR</i>	1.6%	2.6%
For those people in your (or your son or daughter's) group of friends who drink so much that they get drunk, why do you think they do this?	<i>Social</i>	50.3%	40.7%
	<i>Emotional</i>	25.1%	19.6%
	<i>Curiosity/Effects</i>	13.9%	17.6%
	<i>Other</i>	6.8%	13.4%
	<i>Family</i>	4.1%	8.7%
	<i>DK/NR</i>	36.1%	57.9%

What are the differences between teens who drink and teens who don't drink?	<i>Do</i>	37.9%	33.2%
	<i>Don't</i>	44.9%	28.5%
	<i>General</i>	14.1%	37.0%
	<i>No Difference</i>	3.1%	1.4%
	<i>DK/NR</i>	5.3%	4.7%
	<i>Emotional/Personality</i>	38.7%	27.4%
	<i>Social</i>	16.6%	14.0%
	<i>Potential Outcome</i>	16.5%	10.8%
	<i>School</i>	12.6%	5.6%
	<i>Family</i>	7.1%	30.5%
	<i>Extracurricular</i>	3.3%	5.8%
	<i>No Difference</i>	3.1%	1.4%
	<i>Other</i>	2.2%	4.6%
	<i>DK/NR</i>	5.3%	4.7%

SECTION 5: **CONSEQUENCES OF CONSUMPTION**

The final section of this Telephone Polling Report reviews responses to questions that address teen and parent views regarding consequences associated with teens being caught with alcohol. Questions addressed their views of consequences from parents, from the school and from the police. The questions in this part of the telephone polling were not open-ended, in contrast to many of the other questions reviewed in this report. Rather, these questions were offered with a limited number of choices. The rationale for this approach, differing from the ways in which most other questions of inquiry were prepared for the telephone polling, emerged from concerns regarding how the telephone polling staff would handle responses citing parental consequences that could be construed as demonstrating inappropriate, unsafe, and potentially illegal behavior. With this concern, a limited number of choices were identified for each of these areas being queried.

Consequences of Consumption From Parents: Overall

Teens and parents were asked about the consequences they would experience if the teen was caught with alcohol by their parents. Respondents were asked to identify the single best response from a set of seven choices: do nothing, talk about it, warning not to do it again, take away some privileges, take away many privileges and other. For the reporting highlighted in the tables below, the additional category of “Don’t Know” was added.

Regarding parental consequences, over three-quarters of teens reported that privileges would be taken away, with one-half (52.2%) stating that many privileges would be taken away. A comparatively smaller number of respondents said their parents would do nothing (2.3%), talk about it (11.2%), or warn them not to do it again (4.3%).

Table 5.1: Teen Consequences if Caught by Parent				
“What would the consequences be if you got caught with alcohol by your parents?” They would:				
		Frequency	Percent	Valid Percent
Valid	Do nothing	14	2.3	2.3
	Talk about it	68	11.1	11.2
	Warn me not to do it again	26	4.3	4.3
	Take away some privileges	156	25.6	25.7
	Take away many privileges	317	52.1	52.2
	Other	19	3.1	3.1
	Don't know	7	1.2	1.2
	Total	607	99.7	100.0
Missing	Did Not Answer	2	0.3	
Total		609	100.0	

Parents were asked the same question about what the consequences would be if their son or daughter was caught by them or another parent; they were offered the same set of choices as the teens were offered. Over two-thirds (71.8%) of parents reported that privileges would be taken away, with the highest response being in the “take away many privileges” category. Nearly one-fourth (22.4%) reported they would have a conversation about it. Few parents (0.8%) reported that they would do nothing.

Table 5.2: Parent Consequences for Catching Teen				
“What would the consequences be if your son or daughter was caught with alcohol by you or another parent?” Would you:				
		Frequency	Percent	Valid Percent
Valid	Do nothing	8	0.8	0.8
	Have a conversation about it	226	22.3	22.4
	Take away some privileges	325	32.1	32.3
	Take away many privileges	398	39.3	39.5
	Other	32	3.2	3.2
	Don't know	16	1.6	1.6
	Refused	2	0.2	0.2
	Total	1007	99.3	100.0
Missing	Did Not Answer	7	0.7	
Total		1014	100.0	

Consequences of Consumption From School Authorities: Overall

Regarding consequences of having alcohol in the school setting, the teens were asked what the school authorities would do. For this question, the teens were given six choices: do nothing, talk to me, mandate a special program or detention, suspension or expulsion, and other. In addition, the table reports the responses of “Don’t Know”, “Refused” and “Did Not Answer.” Nearly three-quarters (72.3%) of teens reported they would be suspended or expelled if caught with alcohol by school authorities for a first time offense. Virtually no teens (0.3%, representing two individuals) said the authorities would do nothing.

Table 5.3: Consequences for Getting Caught by School				
“What would the consequences be if you got caught with alcohol by school authorities and it is a first-time offense?” They would:				
		Frequency	Percent	Valid Percent
Valid	Do nothing	2	0.3	0.3
	Talk to me	27	4.4	4.5
	Make me go to a special program with other kids who have been caught with alcohol or get detention	74	12.2	12.2
	Suspended or expelled	438	71.9	72.3
	Other	40	6.6	6.6
	Don't know	22	3.6	3.6
	Refused	3	0.5	0.5
	Total	606	99.5	100.0
Missing	Did Not Answer	3	0.5	
Total		609	100.0	

Parents were asked a similar question, regarding what they thought the consequences would be if their son or daughter was caught with alcohol by school authorities. Nearly three-fourths (73.3 percent) of parents said they thought their teen would be suspended or expelled. Very few (0.5 percent) thought the school would do nothing.

Table 5.4: School Consequences for Catching Teen				
“What would be the consequences if your son or daughter was caught with alcohol by school authorities?” Would they:				
		Frequency	Percent	Valid Percent
Valid	Do nothing	5	0.5	0.5
	Talk with him or her	23	2.3	2.3
	Make him or her go to a special program with other kids who have been caught with alcohol or get detention	94	9.3	9.4
	Suspended or expelled	736	72.6	73.3
	Other	56	5.5	5.6
	Don't know	85	8.4	8.5
	Refused	5	0.5	0.5
	Total	1004	99.0	100.0
Missing	Did Not Answer	10	1.0	
Total		1014	100.0	

Consequences of Consumption From Police

The six categories for consequences from the police included do nothing, verbal warning, call parents, arrest or charge, and other. In addition, the table reports responses of “Don’t Know” and “Did Not Answer.” Over three-quarters of the teens said they would be arrested or charged by the police (44.0%). However, just over one-third (38.7%) reported that they believed the police would call their parents. Less than one percent said the police would do nothing and less than one in twenty (4.4%) said they would get a verbal warning only.

Table 5.5: Consequences with the Police				
“What would the consequences be if you got caught with alcohol by police?” They would:				
		Frequency	Percent	Valid Percent
Valid	Do nothing	5	0.8	0.8
	Give me a verbal warning	27	4.4	4.4
	Call my parents	235	38.6	38.7
	Arrest or charge me	267	43.8	44.0
	Other	22	3.6	3.6
	Don't know	51	8.4	8.4
	Total	607	99.7	100.0
Missing	Did Not Answer	2	0.3	
Total		609	100.0	

When asked what would happen if their son or daughter was caught with alcohol by the police, parental responses were parallel to those provided by the teens. Nearly two in five parents (43.0%) reported that they believed the police would arrest or charge their son or daughter. Another two in five parents (40.4%) reported that they believed the police would call them or another parent. Only seven parents (0.7%) reported the police would do nothing. Noteworthy in these parental results is the finding that one in ten parents (10.1%) did not know what would happen.

Table 5.6: Police Consequences for Catching Teen				
“What would the consequences be if your son or daughter was caught with alcohol by police?” Would they:				
		Frequency	Percent	Valid Percent
Valid	Do nothing	7	0.7	0.7
	Give a verbal warning	27	2.7	2.7
	Call me or another parent	407	40.1	40.4
	Arrest or charge my son/daughter	433	42.7	43.0
	Other	31	3.1	3.1
	Don't know	102	10.1	10.1
	Total	1007	99.3	100.0
Missing	Did Not Answer	7	0.7	
Total		1014	100.0	

Consequences of Use: Summary

Responses from teens and parents were in overall agreement for the questions about the consequences of being caught with alcohol. For the consequences of being caught by a parent, the highest percentage of teens and parents answered that many privileges would be taken away if caught by a parent. If caught by school authorities, both teens and parents reported the highest response being that the teen would be suspended or expelled. If the teen was caught by the police, both parents and teens believed that the teen would be arrested or charged.

Table 5.7: Summary		
Summary Table 5: Consequences of Consumption		
	Teens *numbers reflect category with highest percentage of respondents	Parents *numbers reflect category with highest percentage of respondents
Consequences of being caught by parents	Take Away Many Privileges (52.2%)	Take Away Many Privileges (39.5%)
Consequences of being caught by school authorities	Suspended or Expelled (72.3%)	Suspended or Expelled (73.3%)
Consequences of being caught by police	Arrest or Charge (44.0%)	Arrest or Charge (43.0%)

SECTION 6: **SUMMARY**

The Telephone Polling Report provides detail regarding numerous issues facing teens. The responses from teens and parents interviewed on the telephone provides more detailed insight regarding some general issues in the teens' lives as well as specific insights regarding alcohol. The findings for each of the major sections of the report were quite revealing. The various issues of a teen's life, including the challenges faced and the extent of alcohol consumption among their peers, provided data regarding what youth ages 13-18 face. Differences between teen perspectives and those held by parents were revealing. Also interesting were the various messages teens hear about alcohol, including those from parents, school, peers and others. Teens and parents were asked about the reasons the teens drink, don't drink, and get drunk, as well as differences between those who drink and those who do not drink; these provided rich insights about what appears to be motivating teens' behavior. Finally, the perceived consequences of use, whether from parents, school or the police, are highlighted; these demonstrate general consistency between teen and parental responses. For several of these issues, the 522 matched pairs of teens and parents were reviewed; these results provided more focused comparisons within individual households, thus providing deeper insights about the consistency of comments with a family.

From a demographic perspective, it is interesting that a higher percentage of mothers were interviewed for this study than fathers. This could be based on who was home at the time the call was received; however, with other methodologies used with the overall Understanding Teen Drinking Cultures in America research, this higher level of engagement of mothers was also found.

In addition to the levels of agreement or disagreement on an analysis of the qualitative questions on the telephone polling survey, the "Don't Know" and non-response rates show some interesting differences between teens and parents. The Summary Table below shows a breakdown of these patterns by question with the lowest don't know and non-response rates listed first.

The average don't know/non-response rate for parents is ten percentage points higher than for teens. Interestingly, parents and teens each have the lowest and highest Don't Know/Non-Response rates for the same questions. Not surprisingly, the lowest of these rates is with the question that addresses messages from the parents about alcohol. The highest of these rates focuses on others who might inform teens about alcohol. It is interesting that these rates are notably higher for parents regarding why teens drink and why teens get drunk, with an over twenty percentage point spread between the two rates. Even more notable is the rate regarding the peer message, with 5.4% for teens and 39% for parents.

Table 6.1: Don't Know/ Non-Response Rates			
Summary Table 6: Qualitative Question Don't Know/Non-Response Rates (DK/NR)			
Teens		Parents	
	Don't Know/ Non-Response		Don't Know/ Non-Response
2a. Message told by parent	1.5%	2a. Message told by parent	0.9%
4. Why don't drink	1.6%	4. Why don't drink	2.6%
2c. Message told by teachers	4.3%	6. Differences between those who drink and don't drink	4.7%
6. Differences between those who drink and don't drink	5.3%	1. Challenges	6.5%
2b. Message told by peers	5.4%	2c. Message told by teachers	17.8%
1. Challenges	9.0%	2b. Message told by peers	39.0%
3. Why teens drink	32.2%	3. Why teens drink	53.3%
5. Why teens get drunk	36.1%	5. Why teens get drunk	57.9%
2d. Who else tells about alcohol	64.0%	2d. Who else tells about alcohol	65.9%
Average	17.7%	Average	27.6%

Additional analyses of this telephone polling data will provide additional insight about teens and alcohol, as well as parental perceptions about various aspects of teen alcohol use. This analysis will provide an in-depth review of each category of the qualitative questions, reviewing

how the various demographic factors (such as region, age or gender of teen, religious involvement, family meals, and socio-economic status) affect the patterns of responses. In addition, these analyses can further examine the 522 matched pairs to assess the ways in which parents and their sons or daughters have similar or differential responses, and how these are linked to various demographic issues.

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Appendix A



Understanding Teen Drinking Cultures in America

Telephone Survey Methodology Report

Prepared by
The Center for Social Science Research
George Mason University
June 2009

Methodology Report

George Mason University's Center for Social Science Research conducted a national telephone survey for George Mason University's Center for the Advancement of Public Health entitled "Understanding Teen Drinking Cultures in America."

The Center for Social Science Research (CSSR) is an interdisciplinary research center within the College of Humanities and Social Sciences of George Mason University in Fairfax, Virginia. The center draws on faculty from various disciplines—sociology, political science, psychology, communication, and others—who bring their expertise to bear on some of the most pressing social, behavioral, and political problems facing contemporary society. CSSR faculty members are experienced in multi-method, community-based research to evaluate community needs and priorities while taking into account community characteristics and assets. Faculty affiliates conduct research in a wide range of substantive areas, with a particular emphasis on youth, immigrant communities, and problems facing urban/suburban populations more generally. CSSR operates a survey research center and regularly collects data for a wide variety of projects utilizing survey research, focus groups, and qualitative interviews.

Sample

A 50-state random, listed residential sample of 1,200 households with children was provided by Marketing Systems Group for the initial pilot phase of the study. For the second-phase of telephone calling, two telephone samples were utilized. A random sample of 7,000 households in the 50 states and DC was obtained from the InfoUSA database, targeting households with children age 13 to 18 years old. Another random sample of 3,000 records in the 50 states and DC was obtained from the Experian database, targeting households with 13 to 18 year olds and the following ethnic groups: African, African American, Hispanic, Chinese, Indonesian, Japanese, Polynesian, Vietnamese, Asian other, Middle Eastern, and Native American.

Data Collection

Telephone interviewers received general training as well as training specific to the questionnaire. For quality assurance purposes, supervisors used wireless headsets to monitor telephone interviews, providing both audio and visual access to interviewer performance.

To help maximize response rates, the CATI system was programmed to make callbacks at least 5 times for each household until a final disposition was reached. Interviewers set specific call back appointment times whenever appropriate, and these were automatically processed by the CATI program to be called at the specified time. In addition, after obtaining parental interviews and parental consent to interview teens, callbacks were made to households in which the teen was not home when the parent was interviewed.

Telephone numbers were called at varying times of day, particularly during weekday evenings (from 5:00 pm to 9:00 pm), Saturdays and Sundays.

Data collection for the pilot phase took place February 10 to February 27, 2009. Data collection for the second phase took place from March 9 to May 7, 2009.

Response Rates

Surveys were completed by 1,014 parent/guardians and 609 teens. A final disposition was recorded for each telephone number in the sample (shown in Table 1).

Table 1. Final disposition codes (Households)

Disposition	Numbers	
Complete	1,094	
Refusal	1,743	
Government/business	64	
No teens in household	1,547	
Non-working number	1,113	
Language barrier/deaf	355	
Fax/computer line	150	
Call back	408	
Other	25	
Answering machine, busy, no answer	4,034	
Total	10,533	100%
Total includes dialed numbers only.		

Sampling Error

We can be 95% certain that percentages reported in the survey findings are within approximately plus or minus 3.1 percentage points of the population values for parents and 4.0 percentage points for teens, based on the number of cases for which data were collected (n = 1,014 and 609, respectively). This confidence interval is based upon the sample size for all cases and will be larger when subgroup comparisons are made. This confidence interval is based upon sampling error and doesn't account for other possible sources of error.

Appendix B

Telephone Polling Questions for Teens

1. **[INTERVIEWER- MARK MALE OR FEMALE]- if not obvious ask-** What is your gender?
2. What is your zip code?
3. Out of the 7 days of the week, how many days do you usually eat dinner with your family?
4. On a typical weekday or school day, approximately how many hours do you spend with your friends outside of school?
5. On a typical Saturday or Sunday, approximately how many hours do you spend with your friends?
6. On a scale of 1 to 7 (1 being 'not important' and 7 being 'very important'), how important is it to be accepted by your peers?
7. What are the 3 toughest challenges you have faced in the last few years?
8. What are two things that you are told about alcohol from:
 - a. Your parents
 - b. Your peers
 - c. Teachers or counselors at your school
 - d. Who else tells you about alcohol and what do they tell you?
9. Thinking about your group of friends, about what percentage of them drank alcohol in the last month, from 0% to 100%?
10. What are the most important reasons you think some people in your group of friends choose to drink alcohol?
11. What are the most important reasons you think some people in your group of friends choose NOT to drink alcohol?
12. For those people in your group of friends who drink so much that they get drunk, why do you think they do this?
13. What are the differences between teens who drink and teens who don't drink?

14. What would the consequences be if you got caught with alcohol by:
 - a. Your parents
 - b. School authorities
 - c. Police

15. What is your zip code?

16. Which best describes you?
 - a. White/Caucasian
 - b. African American
 - c. Hispanic
 - d. Asian/Pacific Islander
 - e. Other [please specify]

17. Which adults live in your household? Mother, father, someone else?

18. Do you ever attend a church, synagogue, mosque or other religious service?
 - a. If so, how often?
 - i. Every week or more
 - ii. Once a month or more, but less than every week
 - iii. Several times a year, but less than once a month
 - iv. Once a year or less

19. What is your religious affiliation?

20. Do you live in a big city, in a small city, in the suburbs outside of a city, in a town away from the city, or in the country?

Appendix C

Telephone Polling Questions for Parents

1. How many children do you have? What are their ages?
2. [If participant says they have more than one teen] For the purpose of this interview, we would like to focus on the oldest of your teens that lives at home.
3. Is your oldest teen male or female?
4. Out of the 7 days of the week, how many days does your teen usually eat dinner with your family?
5. On a typical weekday or school day, approximately how many hours does your teen spend with their friends outside of school?
6. On a typical Saturday or Sunday, approximately how many hours does your teen spend with their friends?
7. On a scale of 1 to 6 (1 being 'not important' and 6 being 'very important'), how important is it for your teen to be accepted by their peers?
8. What are the 3 toughest challenges your teen has faced in the last few years?
9. What are two things your teen is told about alcohol from:
 - a. You or another parent
 - b. Their peers
 - c. Teachers or counselors at their school
 - d. Who else tells your teen about alcohol and what do they tell them?
10. Thinking about your son or daughter's group of friends, about what percentage of them drank alcohol in the last month?
11. What are the most important reasons you think some teens in your son or daughter's group of friends choose to drink alcohol?
12. What are the most important reasons you think some teens in your son or daughter's group of friends choose NOT to drink alcohol?

13. For those people in your son or daughter's group of friends who drink so much that they get drunk, why do you think they do this?
14. What do you think are the differences between teens who drink and teens who don't drink?
15. What would the consequences be if your teen was caught with alcohol by:
 - a. You or another parent
 - b. School authorities
 - c. Police
16. What is your zip code (for geographical purposes)?
17. Which best describes you?
 - a. White/Caucasian
 - b. African American
 - c. Hispanic
 - d. Asian/Pacific Islander
 - e. Other [please specify]
18. Do you consider yourself upper class, middle class, or working class?
19. Do you ever attend a church, synagogue, mosque or other religious service?
 - a. If so, how often?
 - i. Every week or more
 - ii. Once a month or more, but less than every week
 - iii. Several times a year, but less than once a month
 - iv. Once a year or less
20. How would you define your religious affiliation?
21. Which adults reside in your household? Mother, father, someone else?
22. Do you live in a big city, in a small city, in the suburbs outside of a city, in a town in the country or in the country?
23. **[FOR INTERVIEWER] Gender (mark male or female)**

Appendix D

Training Outline for Telephone Polling Staff: Center for Social Science Research “Understanding Teen Drinking Cultures in America”

February, 2009

1. Background

- a. Rationale for project – know more about the cultures surrounding teens’ use of alcohol and non-use of alcohol
- b. Focus – primarily high school youth (some middle school, some college)
- c. This project incorporates a blending of cultural anthropology and public health approaches, is scientifically-grounded, and incorporates multiple methodologies
- d. The ultimate focus is upon who and what might influence future youth decisions
- e. Funded by a research grant from The Century Council (funded by distillers)

2. Telephone Polling Logistics

- a. Pilot version: 75 parents and 75 teens;
 - i. Must be household with a teen (13-18)
 - ii. Ideally, want parent and teen pairs; but will accept any qualifying respondent
 - iii. Believe that parent responding to questions will then be more likely to allow teen
 - iv. Parent responses refer to the oldest teen in household
 - v. Teen respondent – the oldest teen available when calling
 - vi. Need identifier to know if parent and teen are linked
- b. Full-blown version follows: 1,000 total; may modify questions and/or protocols
- c. Probable second version fall, 2009

3. Areas of Emphasis

- a. Unique research
- b. Confidential, anonymous; group data only (youth and parent)
- c. Alcohol use among the target population is illegal
- d. Alcohol can be problematic for youth and their families
- e. Not advice-giving; referral resources can be provided (project website)

4. Issues/Concerns

- a. Questions for immediate resolution – call either P.I.’s office or cell phone
 - i. P.I. will address CSSR staff member questions
 - ii. P.I. is available to contact family member – teen or parent – in callback
- b. Questions, issues, concerns
- c. If a situation is encountered that would benefit from other staff members knowing about it immediately, follow-up training will occur or notices will occur
- d. Maintain a log of any concerns, questions, challenges, issues

<http://teenalcoholcultures.gmu.edu>

5. Role Play

- a. Parent is skeptical of how data will be used
- b. Data may be linked to youth
- c. Parent is confused – who to refer to in response if ‘next’ child is only one available
- d. Obtain initial permission for parent and youth questions; do parent interview first
- e. Parent is skeptical of project funded by a group that is funded by distillers
- f. Parent says OK for child, but not for parent
- g. Respondent is talking low [someone listening?]
- h. Respondent gets mad with a question
- i. Respondent offers a response not on the script
- j. Respondent wants to know where to get services
- k. Other

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Resources

National Clearinghouse for Alcohol and Drug Information Contains information on alcohol and related topics, prepared for a range of audiences; includes family, youth, school, community and workplace resources, print publications, video footage, and research studies. [PHONE: 800-SAY-NO-TO]

National Institute on Alcohol Abuse and Alcoholism Promotes research on reducing alcohol-related problems. Materials include education resources, newsletters, monographs, research reports, graphics.

Office of Safe and Drug-Free Schools (U. S. Department of Education) Includes publications, teaching resources, funding information on school safety, student health, and character education.

Office of Juvenile Justice and Delinquency Prevention (U. S. Department of Justice) Includes publications, state contacts, programs, and funding on underage drinking

Leadership to Keep Children Alcohol Free Building upon a coalition of Governors’ spouses and government agencies, includes statistics, prevention resources, research, legislation, and strategies.

Centers for the Application of Prevention Technologies (Center for Substance Abuse Prevention) Offers evidence-based prevention programs, practices, and policies for states and community-based organizations. Curricula, resources, and training on prevention programming are available.

Students Against Destructive Decisions Founded as Students Against Driving Drunk, SADD promotes positive decisions by students; materials include campaign materials, chapter guidance, and resource information.

National Council on Alcoholism and Drug Dependence Offers resources to help families address alcoholism and its stigma; includes awareness activities, prevention resources, and publications.

The Century Council Includes high school and middle school programs, including an initiative for girls and resources for parent education.

Center for Substance Abuse Prevention (U.S. Department of Health and Human Services) Provides prevention education tools, including parent education, a family guide, and resources for girls.

The Cool Spot (National Institute on Alcohol Abuse and Alcoholism) The Cool Spot was created for kids 11-13 years old by the National Institute on Alcohol Abuse and Alcoholism (NIAAA). The NIAAA is the lead U.S. agency supporting research into the causes, prevention, and treatment of alcohol problems.

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