

**REPORT PREPARED FOR
THE OFFICE OF SUBSTANCE ABUSE
&
ETHOS MARKETING AND DESIGN**

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I. BACKGROUND & OBJECTIVES

The Maine Office of Substance Abuse (OSA) and Ethos Marketing and Design (Ethos), commissioned Strategic Marketing Services (SMS), a Maine-based marketing research and consulting firm, to conduct quantitative market research. This research is a component of a broader project being conducted by the Ethos team in preparation for an OSA parent social marketing campaign aimed to reduce teenage drinking in the State of Maine through improved parenting techniques and enhanced parental involvement.

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

- ✓ **Preventing and Monitoring Behaviors**
 - Current behaviors of parents aimed at preventing their teens from drinking alcohol (unaided)
 - Current behaviors of parents aimed at monitoring whether or not their teens are drinking alcohol (unaided)
- ✓ **Current and Projected Teen Alcohol Use**
 - Extent to which parents believe that their teen has had alcohol in 1) their lifetime, 2) the past 30 days, and/or 3) in the past 2 weeks to excess (binge drinking)
 - If parents don't believe that their teen is currently participating in these behaviors, the likelihood that they will by the time they graduate from high school
- ✓ **Opinions and Policies Regarding Teen Alcohol Use**
 - Parental policy related to their teen drinking alcohol
 - Reasons why parents might have a "zero tolerance" drinking policy for their teen (unaided)
 - Circumstances under which parents might allow their teen to drink alcohol
 - Whether or not parents would allow their teen's friends to drink in their home
 - Reasons why parents might not allow their teen's friends to drink in their home (unaided)
 - Circumstances under which parents might allow their teen's friends to drink in their home (unaided)
 - How parents would react if they found out another parent provided alcohol to their teen or a place for their teen to drink alcohol
- ✓ **Attitudes Regarding Parents' Role and Influence**
 - Whether parents believe that teen drinking is inevitable or if they as parents can influence their teen's choices regarding alcohol use
 - Various agree / disagree statements related to parental modeling behaviors and attitudes regarding parental influence over teen drinking behaviors

I. BACKGROUND & OBJECTIVES

- ✓ **Concerns Regarding Risks of Teen Drinking**
 - Ratings of various potential risks of teen drinking
- ✓ **Efforts Made to Prevent Teen Drinking**
 - Self-reported effort parents have made to prevent or stop their teen from drinking
 - Advocacy efforts outside the home (unaided)
- ✓ **Teens and Alcohol Advertising**
 - Awareness of teens being targeted in alcohol advertising
 - Reaction to teens being targeted in alcohol advertising
- ✓ **Demographics**
 - Age, gender, and grade of teen
 - Exposure teen has to alcohol in the household
 - Age, gender, and education of parent
 - Household income

II. METHODOLOGY

In order to meet the stated objectives of this market research project, a telephone survey was conducted with parents of teenagers around the state. The survey instrument was developed by SMS in conjunction with OSA and Ethos; the finalized survey instrument was approved by OSA and Ethos prior to it being fielded. One hundred (100) parents of teenagers in each of the grades 8 through 12 were surveyed, for a total of 500 parents. The sample was stratified on a statewide basis based on population densities by county.

Parents living in a household in which a family member works for an alcoholic beverage company, the media or a market research or advertising company were screened out. All surveys were conducted by the in-house interview team at SMS between January 19th and 31st, 2006.

A total sample of 500 randomly selected parents was surveyed. Based on the population of children in 8th through 12th grade in Maine (estimated at 85,072; Source: Maine Department of Education, 2005), the survey's margin of error is ± 4.37 percent at the 95 percent confidence level. If the survey were to be repeated, 95 times out of 100 the results would reflect the results of this survey within the ± 4.37 percent margin of error. The findings are broken out by geographical regions of the state, as shown below:

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

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

Statistical crosstabulations for each survey question are presented in a separate volume.

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

III. EXECUTIVE SUMMARY

Preventing and Monitoring Behaviors

Parents are more likely to participate in specific and ongoing monitoring behaviors than they are in specific and ongoing prevention behaviors related to their teen's drinking alcohol.

- After recoding individual answers that respondents gave regarding their behaviors aimed at preventing their teen from drinking alcohol, 63.4% of respondents were deemed to take part in "general prevention" efforts, while 25.2% were placed in the "specific prevention" category. Eleven percent (11.4%) of respondents were in the "nothing / don't know" category.
- After recoding individual responses that parents gave regarding the ways in which they monitor whether or not their teen is drinking alcohol, 52.8% of parents were deemed to take part in "specific monitoring" efforts, while 21.6% were placed in the "general monitoring" category. Twenty-six percent (25.6%) of respondents were in the "nothing / don't know" category.

	Prevention	Monitoring
Nothing / don't know	11.4%	25.6%
General	63.4%	21.6%
Specific	25.2%	52.8%

Current and Projected Teen Alcohol Use

Most parents do not believe that their teen drinks alcohol.

- Three-fourths (75.6%) of parents indicated that their child has never had more than a few sips of alcohol in their lifetime. Twenty-three percent (23.0%) of parents said "yes," their child has had more than a few sips of alcohol in their lifetime. One percent (1.4%) of respondents reported that they "don't know" if their child has ever had alcohol.
- One-half (48.8%) of the 385 parents who reported that their children have not had alcohol in their lifetime, said that it is either "very likely" (20.0%) or "somewhat likely" (28.8%) that their child will drink alcohol before he/she graduates from high school. Another 48.8% of parents reported that it is "very unlikely" (30.6%) or "somewhat unlikely" (18.2%) that their child will drink alcohol before he/she graduates from high school.
- Of the 115 parents who indicated that their child has had alcohol in their lifetime, two-thirds (66.1%) reported that their teen had not had any alcoholic beverages in the past 30 days. More than one-fourth (27.0%) of parents reported that their child has had alcoholic beverages in the past 30 days.

III. EXECUTIVE SUMMARY

- Of the 31 parents who reported that their children had consumed alcoholic beverages in the past 30 days, the majority (83.9%) said that their child has not had five or more alcoholic beverages on any one occasion in the past two weeks. Only three parents (9.7%) who reported that their child had had alcohol in the past month said “yes,” their child has had five or more alcoholic beverages on any one occasion in the past 2 weeks.
- Of the 497 parents who reported that their children have not participated in binge drinking, 72.2% indicated they believe it is “very unlikely” (49.5%) or “somewhat unlikely” (22.7%) that their child will have five or more alcoholic beverages on one occasion before they graduate high school. In contrast, 24.9% of parents reported that it is “very likely” (9.9%) or “somewhat likely” (15.1%) that their child will engage in binge drinking before they graduate from high school.

Comparisons to Other Surveys:

The results of these questions can be compared to other research regarding teen alcohol use. Specifically, the findings can be compared to the results found in the Maine Youth Drug and Alcohol Use Survey (MYDAUS) and previous research conducted with parents by Strategic Marketing Services (SMS) on behalf of the Maine Office of Substance Abuse (OSA) and Ethos Marketing and Design (Ethos).

- The MYDAUS was originally instituted by the State of Maine to obtain information about the nature, severity, and range of substance use and abuse among adolescents. While the survey has been administered periodically by the Office of Substance Abuse since 1988, this analysis includes comparisons to the 2004 MYDAUS only. The MYDAUS measures the prevalence of alcohol, tobacco, and other drug use, as well as risk and protective factors associated with such use. It is important to note that although all public schools in Maine with any grades 6 through 12 were solicited to participate in the survey, the following analysis looks at only grades 8 through 12 so that it can be compared to the research at hand.
- The Maine Office of Substance Abuse and Ethos Marketing and Design, commissioned SMS to conduct three rounds of research with parents throughout Maine on the issue of teen drinking. The baseline survey, conducted in August, 2002, was composed of a statewide quantitative telephone survey of parents in preparation for the OSA parent education campaign on teen alcohol abuse. Subsequent to the August, 2002 baseline research, Ethos developed and aired a communications campaign for OSA. The May, 2003 survey was then designed to help gauge the effectiveness of the advertising campaign in addition to benchmarking survey results from 2002 on parental behaviors, attitudes, and beliefs on teenage drinking. A final benchmarking survey was conducted in June, 2004.

III. EXECUTIVE SUMMARY

The chart on the following page illustrates that, similar to the results of the previous parent surveys, parents in the current research greatly underestimate the extent to which their children drink alcohol.

- A total of 61.7% of teenagers in 8th through 12th grade taking the MYDAUS indicated that they have had more than a few sips of alcohol in their lifetime. However, only 23.0% of parents in the current research indicated that they believe that their teen has had more than a few sips of alcohol in their life.
- While 37.7% of teenagers reported having had alcoholic beverages in the 30 days preceding the MYDAUS, only 6.2% of parents thought that their child had been drinking alcohol in the month before the parent survey took place.
- Similar to the other parent studies, perhaps the most striking discrepancy between teens and their parents is on the issue of binge drinking. Only three parents (0.6%) thought that their child had participated in binge drinking in the two weeks prior to being interviewed. This is significantly lower than the 20.2% of 8th through 12th graders taking the MYDAUS who reported having participated in at least one episode of binge drinking in the two weeks prior to the survey.

III. EXECUTIVE SUMMARY

Comparisons to Other Surveys (continued):

	8 th grade	9 th grade	10 th grade	11 th grade	12 th grade	Total ¹
Ever had alcohol (more than a few sips)						
2004 MYDAUS	42.7%	54.9%	64.8%	72.0%	75.6%	61.7%
2002 Parent survey	2.0%	5.0%	9.0%	19.0%	50.0%	17.0%
2003 Parent survey	7.0%	10.0%	17.0%	35.0%	50.0%	23.8%
2004 Parent survey	6.0%	12.0%	25.0%	42.0%	50.0%	27.0%
2006 Parent survey	5.0%	11.0%	17.0%	37.0%	45.0%	23.0%
Had alcohol in past 30 days						
2004 MYDAUS	22.4%	32.5%	40.3%	45.2%	49.2%	37.7%
2002 Parent survey	1.0%	1.0%	1.0%	0.0%	9.0%	2.4%
2003 Parent survey	1.0%	0.0%	3.0%	8.0%	20.0%	6.4%
2004 Parent survey	0.0%	1.0%	2.0%	6.0%	17.0%	5.2%
2006 Parent survey	2.0%	2.0%	4.0%	11.0%	12.0%	6.2%
Binge drinking in past 2 weeks²						
2004 MYDAUS	9.2%	15.8%	21.7%	26.3%	29.0%	20.2%
2002 Parent survey	0.0%	0.0%	0.0%	0.0%	1.0%	0.2%
2003 Parent survey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2004 Parent survey	0.0%	0.0%	0.0%	0.0%	1.0%	0.2%
2006 Parent survey	0.0%	0.0%	0.0%	2.0%	1.0%	0.6%

¹ For this analysis, MYDAUS results are a total of 8th to 12th grade only. The results of the parent surveys (2002 – 2006) reflect the numbers of affirmative responses within each grade (N=100) or within the total population of parents (N=500), respectively.

² Binge drinking is defined as having five or more drinks in a row in one sitting.

III. EXECUTIVE SUMMARY

Opinions and Policies Regarding Teen Alcohol Use

Only a minority of parents believes that teen drinking is inevitable; most think that they have the ability to influence their teen's choices about alcohol.

- While 88.8% of parents surveyed agreed with the following statement: "As a parent, I feel that I have the ability to influence my teen's choices about alcohol," only 7.8% of parents reported that they agree most with this statement: "It is inevitable that teens are going to try alcohol. There's not much I can do to stop it."

Most parents reported having a "zero tolerance" policy when it comes to their teen drinking alcohol.

- When asked if it was ever okay for their teen to drink alcohol, more than eight in ten (82.4%) parents said "no." Eighteen percent (17.6%) of parents surveyed said "yes," it is okay for their teen to drink alcohol.
- Of the 412 parents who indicated that it is not okay for their teen to drink alcohol, nearly one-half (47.8%) said that they do not want their teen to drink alcohol because "it's illegal and/or teen might get into trouble with police." Eighteen percent (18.4%) of parents reported that they do not want their teen to drink alcohol because their "teen is too young to drink," 14.3% said that their "teen might drink and drive," 13.8% indicated that their "teen might drink to excess or become addicted," and 12.9% said that their "teen has a family history of alcoholism."

Most parents who allow their teen to drink alcohol, only do so under limited circumstances.

- Of the 88 parents who allow their teens to consume alcohol, 78.4% reported that they allow it at a "very special family occasion, such as a wedding." Forty-two percent (42.0%) of these parents allow their teen to drink alcohol at "a less formal family occasion, such as a holiday dinner."
- When asked how many alcoholic beverages would be acceptable for their teen to consume on any one occasion, one-half (53.4%) of the 88 parents who allow their teens to drink reported that "1 drink" was acceptable, and 34.1% said "less than one drink."
- When asked what the level of supervision they require when their teen drinks alcohol, approximately three-fourths (76.1%) of the 88 parents who allow drinking said that either "they or their spouse" must be present. One in ten (10.2%) of the parents who allow their teen to drink requires that "other adults" be present, while 4.5% require that "other relatives" are supervising their teen.

III. EXECUTIVE SUMMARY

Virtually all respondents indicated that they would not allow their teen’s friends to drink alcohol in their home.

- When asked if there were any circumstances under which they would allow their teen’s friends to drink alcohol in their home, nearly all respondents (97.4%) said “no.”
- Approximately six in ten (59.5%) of the 487 parents who would not allow their teen’s friends to drink in their home said that they would not do so because “it’s illegal.” While 18.1% of parents said they would not allow other teens to drink in their home because “parents are liable / would be held responsible,” 7.8% of respondents indicated that it “would be irresponsible, unethical.”
- Most of the 13 parents who indicated that they would allow their teen’s friends to drink alcohol in their home gave various stipulations as to what circumstances they would allow this to happen.

Similarly, the vast majority of parents indicated that it would not be okay for other parents to serve alcohol to their teen or to provide their teen a place to drink alcohol.

- Nearly all (95.6%) respondents indicated that “it would not be okay” for other parents to provide alcohol or allowing their teen to drink in their home. While 3.4% of parents said that this scenario “would be okay with certain provisions,” only two parents (0.4%) indicated that “it would be okay.”
- The 478 parents who indicated that “it would not be okay” for another parent to provide alcohol to their teen or a place for their teen to drink were asked what they would do if this happened. Nearly one-half (46.4%) of these parents indicated that they would “talk to the parents” about the situation. While 27.6% said that they would “call the authorities / police,” 20.7% would “not allow teen back to that house.”

Attitudes Regarding Parents’ Role and Influence

More than 90% of respondents agree that their own modeling behavior can have a strong influence over their teen’s drinking behavior and that it is very important for parents to try to do as much as they can to prevent their teens from drinking alcohol.

“I believe that how I use and talk about alcohol in front of my teen has a strong influence over my teenager’s behavior relating to alcohol use”.	93.8% agree (strongly or somewhat)
“I feel that it is very important for parents to try everything possible to prevent their teens from drinking alcohol”.	92.2% agree (strongly or somewhat)

III. EXECUTIVE SUMMARY

Parents strongly **disagree** with the statement that they'd rather not know if their teen is drinking because there is nothing they can do to stop it and that trying alcohol is part of growing up.

"I'd rather not know if my teen is drinking – there is nothing I can do to stop it".	94.8% disagree (strongly or somewhat)
"I might be a little worried about my kid if he/she didn't try alcohol. It's part of growing up".	85.2% disagree (strongly or somewhat)
"I sometimes feel helpless when it comes to preventing my teen from drinking alcohol".	78.6% disagree (strongly or somewhat)
"Most people who drink turn out OK. My teen will be OK if he/she tries it too".	62.2% disagree (strongly or somewhat)
"My job isn't to prevent them from drinking. Rather it's to teach them to drink responsibly".	56.8% disagree (strongly or somewhat)

Most respondents recognize the influence that parents' modeling behavior can have on their teen's drinking.

- Using a scale from 1 to 4, where 1 is "not at all influential" and 4 is "very influential," the mean rating for four of the five parental modeling behaviors tested exceeded 3.00. The least influential modeling behavior was deemed to be parents' wearing clothing that advertises alcoholic beverages.

	Mean Response (1 to 4)
Have more than 4 drinks in one evening in front of their teen	3.59
Use alcohol to relieve stress or anxiety, saying things such as "I've had a tough week; I <u>need</u> a beer"	3.39
Occasionally joke or tell a funny story about their past drinking behavior in front of their teen	3.20
Ask their teen to get alcoholic beverages for them, such as getting a beer from the refrigerator	3.17
Wear clothing that advertises alcoholic beverages	2.76

III. EXECUTIVE SUMMARY

Concerns Regarding Risks of Teen Drinking

Respondents showed a roughly equal amount of concern for six of the nine potential risks of teen drinking that were tested.

- Using a scale from 1 to 5, where 1 is “not at all worrisome” and 5 is “one of the most worrisome,” the mean response for the six of the most worrisome risks ranged from a mean of 3.61 to a mean of 3.78.
- The three potential risks that are slightly less worrisome to parents include: “your teen’s drinking could lead to depression or suicide” (mean = 3.52), “your teen could lose out on a scholarship or some other opportunity” (mean = 3.45), and “your teen might drink to excess or become addicted to alcohol” (mean = 3.38).

	Mean Response (1 to 5)
Your teen might end up in trouble with the police	3.78
Your teen might be involved in unwanted and/or unprotected sexual behavior	3.77
Your teen might move on to other drugs	3.73
Your teen’s grades might suffer	3.68
Your teen’s brain development might be adversely affected	3.62
Your teen might drink and drive	3.61
Your teen’s drinking could lead to depression or suicide	3.52
Your teen could lose out on a scholarship or some other opportunity	3.45
Your teen might drink to excess or become addicted to alcohol	3.38

Efforts Made to Prevent Teen Drinking

While nearly all parents indicated that they have made at least a moderate effort in terms of trying to prevent or stop their teen from drinking alcohol, less than one-fifth of parents have done direct advocacy work related to stopping teen drinking in general.

- Nearly all (93.8%) respondents indicated that they have made either a “significant” (66.6%) or “moderate” (27.2%) effort in terms of trying to prevent or stop their teen from drinking alcohol.

III. EXECUTIVE SUMMARY

- After recoding individual answers that respondents gave regarding their actions aimed at curbing teenage drinking in general, it was determined that 16.8% of parents have been “involved directly” with substance abuse advocacy issues related to teen drinking. While 12.2% of parents have been “involved indirectly” with teen drinking advocacy efforts (primarily these are parents who are involved with teens, but not in a capacity that is directly related to substance abuse), 71.0% of respondents indicated that they have not done anything outside the home to curb teenage drinking in general.

Teens and Alcohol Advertising

Parents think that the alcohol industry often targets teens in its advertising efforts, and most parents are upset about it.

- Approximately one-half (51.4%) of parents surveyed feel that the alcohol industry targets teens in their advertising either “always” (16.2%) or “often” (35.2%). While 36.8% of respondents believe that teens are the target of alcohol advertising “sometimes,” 4.6% of parents think that teens are never directly targeted.
- Of the 441 parents who believe that the alcohol industry “sometimes,” “often” or “always” targets teens in their advertising efforts, approximately three-fourths (77.1%) are either “very” (36.7%) or “somewhat” (40.4%) upset about it. A total of 22.2% of respondents are either “not at all” (9.1%) or “a little bit” (13.2%) upset about the alcohol advertising that is targeted at teens.
- Of the 59 parents who believe that the alcohol industry does not target teens in their advertising efforts or are unsure, nearly two-thirds (62.7%) said that they would either be “very” (47.5%) or “somewhat” (15.3%) upset if alcohol advertising were to be targeted toward teens. A total of 22.0% of respondents indicated that they would be either “not at all” (15.3%) or “a little bit” (6.8%) upset about it.

IV. DEMOGRAPHIC AND SEGMENTATION ANALYSIS

SEGMENTATION BACKGROUND:

In the planning phase of this research, an Immersion Meeting was conducted. During this meeting, it was theorized that the following segments exist. One of the goals of the research at hand is to verify whether or not these segments do exist, and if they do, discover the behaviors and attitudes of each segment.

1. ***It's OK Crowd:*** It's really ok for teens to try alcohol. I did it and I'm fine. It's really not a big deal as long as they aren't driving.
2. ***Inevitable Enablers:*** Kids are kids, and it's pretty much inevitable that they are going to try alcohol. We aren't able stop them. I feel helpless. So, I do what I can to keep them safe and off the roads. Even if that means providing safe places to drink.
3. ***Inevitable Ignorers:*** Kids are kids, and it's pretty much inevitable that they are going to try alcohol. We really aren't able to stop them. I talk to them about it. But I really don't know what they're doing, and frankly, I'm not sure I even want to know. I feel a bit helpless.
4. ***Aware and Seeking Help:*** All teens are at risk for drinking. Even my child. I won't support teen drinking. And I have told them how I feel about it. I believe I can have an influence on my teen's drinking behavior. But I'm not really sure what I can do about it. I feel a bit helpless. A little help would be great.
5. ***Zero Tolerance Seeking Support:*** Every teen is at risk for drinking. I know my child's at risk. We speak about it often. I constantly take proactive steps to pay attention. I know where they are at all times. My child knows drinking is not allowed and understands the consequences. But I feel like I'm in it alone. Other parents don't think like me.
6. ***Zero Tolerance Advocates:*** Every teen is at risk for drinking. I know my child's at risk. I'm very involved in this issue. I know where my teen is, and they know drinking is not allowed, and they know the consequences. But I don't stop there. I take an active role to advocate for this issue in group or community settings.

During the data analysis phase of this project, it became clear that the data did not support these six theorized segments. There are several possible reasons to explain this.

First, perhaps based on social desirability biases, the vast majority of parents have said that they are against teenage drinking and do not allow their teen to drink. For example, out of the 500 respondents, only 39 (7.8%) said that teen drinking is inevitable. Eighty-eight respondents (17.6%) respondents said that it is OK for their teen to drink, and of these, the majority (69 respondents) indicated that they only allow their teen to drink on very special family occasions. This leaves very few respondents who reported that they allow their teen to drink. Thus, the first three categories in the segmentation would be extremely small and would not yield a meaningful basis for comparisons.

Second, the way in which parents responded to various questions did not put them into the segments that are currently outlined or resulted in very small sample sizes. In addition, as the respondents often didn't fit into a "logical" sequence of responses, we were unable to replicate the six categories that were originally anticipated in the Immersion Meeting.

IV. DEMOGRAPHIC AND SEGMENTATION ANALYSIS

As one of the major goals of the OSA parent campaign is to get parents more involved in the issue of teenage drinking, after consulting with Ethos we decided to use parental “involvement” as the basis for a new segmentation analysis.

SEGMENTATION METHODOLOGY

There are three questions that comprise the basis for the parental “involvement” segmentation. First, we looked at how parents responded to the unaided question regarding prevention behaviors (“What actions, if any, do you regularly take to prevent your child from drinking alcohol?”). Second, we analyzed how parents answered the unaided question regarding monitoring behaviors (“What actions, if any, do you regularly take to find out if your child has been drinking alcohol?”). Third, we looked at how parents responded to the unaided question regarding advocacy related to teen drinking outside the home (“What actions, if any, have you taken in your community or school to help curb teenage drinking in general?”). The responses that parents gave to these three questions resulted in their placement into one of four categories in the “involvement” segmentation – “No / Low,” “Moderate,” “High,” and “Very High.” The specific methodology used is as follows.

The unaided responses that parents gave to the prevention question were coded into three categories: “nothing / don’t know,” “general prevention,” and “specific prevention.” The first category is self-explanatory; anyone who said “nothing” or “don’t know” went into this category. The second category included responses that indicated preventative behaviors that were general in nature and/or that didn’t necessarily occur on an ongoing basis. Examples include: “talk to my child about the potential dangers,” “watch for signs,” “know friends and who child is with,” and “have established rules regarding alcohol use.” The third category included responses that were specific in nature and/or occurred on an ongoing basis, including: “call to check to see if parents will be at event,” “not allow child to go to an event if alcohol will be there,” “don’t have alcohol in the house,” and “do not leave child home alone overnight.” If respondents gave answers that included both general and specific behaviors, they were coded in the specific behavior category.

In all, 63.4% of respondents were deemed to take part in “general prevention” efforts, while 25.2% were placed in the “specific prevention” category. Eleven percent (11.4%) of respondents were in the “nothing / don’t know” category.

The unaided responses that parents gave to the monitoring question were coded into three categories: “nothing / don’t know,” “general monitoring,” and “specific monitoring.” The first category is self-explanatory; anyone who said “nothing” or “don’t know” went into this category. The second category included responses that indicated monitoring behaviors that were general in nature and/or that didn’t necessarily occur on an ongoing basis. Examples include: “talk to teen when they come home from event,” “know location and actions at all times,” etc. The third category included responses that were specific in nature and/or occurred on an ongoing basis, including: “call during event to check if parents present,” “smell teen’s breath when they come home,” “talk to other parents,” “talk to teen’s friends,” and “talk to teen and ask if they have been drinking.” If respondents gave answers that included both general and specific behaviors, they were coded in the specific behavior category.

IV. DEMOGRAPHIC AND SEGMENTATION ANALYSIS

In all, 52.8% of respondents were deemed to take part in “specific monitoring” efforts, while 21.6% were placed in the “general monitoring” category. Twenty-six percent (25.6%) of respondents were in the “nothing / don’t know” category.

The unaided responses that parents gave to the advocacy question were coded into three categories: “nothing / don’t know,” “involved indirectly,” and “involved directly.” The first category is self-explanatory; anyone who said “nothing” or “don’t know” went into this category. The second category included responses that indicated advocacy behaviors that were general in nature. Examples include: “am a mentor / coach / scout leader,” “invite kids to home where there is no alcohol,” “donate money to DARE, MADD, etc.,” and “involved in school (PTA, staff member, etc.)”. The third category included responses that were specific to substance abuse, including: “active in DARE,” “attend meetings regarding teen drinking,” “talk to other parents about teen drinking,” and “involved in / support Project Graduation.” If respondents gave answers that included both indirect and direct advocacy behaviors, they were coded in the direct category.

In all, 71.0% of respondents were in the “nothing / don’t know” category. While 16.8% of parents were in the “involved directly” category, 12.2% were in the “involved indirectly” grouping.

The responses that parents gave to the prevention and monitoring questions were crosstabulated and the combination of responses elicited a single initial designation of “involvement.”

Initial Designation of “Overall Parental Involvement”

Monitoring → Prevention ↓	Nothing / Don't know	General Monitoring	Specific Monitoring
Nothing / Don't know	N = 35	N = 8	N = 14
General Prevention	N = 67	N = 75	N = 175
Specific Prevention	N = 26	N = 25	N = 75

	No / Low Involvement (N=110)
	Moderate Involvement (N=115)
	High Involvement (N=200)
	Very High Involvement (N=75)

IV. DEMOGRAPHIC AND SEGMENTATION ANALYSIS

These four categories were then put through a partial filter using the advocacy question. Respondents in the “High Involvement” category who also indicated that they are directly involved in teen drinking advocacy efforts were moved from the “High Involvement” category to the “Very High Involvement” category. There were 31 respondents who were in the “High Involvement” category who indicated direct involvement in advocacy. Thus, the final breakdown of the “involvement” variable includes 110 respondents in the “No / Low” designation, 115 parents in the “Moderate” category, 169 respondents in the “High” grouping, and 106 parents in the “Very High” designation. This is the variable that is used in the crosstabulation tables for “Overall Parental Involvement.”

Final Designation of “Overall Parental Involvement”

	Number of Respondents	Percentage of Respondents
No / Low Involvement	110	22.0%
Moderate Involvement	115	23.0%
High Involvement	169	33.8%
Very High Involvement	106	21.2%

SEGMENTATION ANALYSIS:

Parents in the “No / Low” involvement category were:

- Demographically more likely than those in the other parental involvement categories to live in a non-alcohol drinking household, have not pursued education beyond high school, and be male.
- Least likely to “strongly agree” with the statements: “I believe that how I use and talk about alcohol in front of my teen has a strong influence over my teenager’s behavior relating to alcohol use” and “I feel that it is very important for parents to try everything possible to prevent their teens from drinking alcohol.”
- Least likely to indicate that it is “not at all” or “not very” influential for parents to “wear clothing that advertises alcoholic beverages.”
- Least likely to rate the following potential risk as one of the most worrisome: “your teen might be involved in unwanted and/or unprotected sexual behavior.”
- More likely than those in the “Very high” category to believe that teen drinking is inevitable.
- Most likely to agree with the statement: “I might be a little worried about my kid if he/she didn’t try alcohol. It’s part of growing up.”
- Most likely to indicate that it is “not at all” or “not very” influential for parents to “ask their teen to get alcoholic beverages for them, such as getting a beer from the refrigerator.”

IV. DEMOGRAPHIC AND SEGMENTATION ANALYSIS

- Most likely to indicate that they are “not at all upset” or “a little bit upset” by the alcohol industry targeting teens in their advertising efforts.

Parents in the “Moderate” involvement category were:

- Demographically similar to the total sample population.

Parents in the “High” involvement category were:

- Demographically similar to the total sample population.

Parents in the “Very High” involvement category were:

- Demographically more likely than those in the other parental involvement categories to be female.
- Less likely than those in the “No / Low” category to believe that teen drinking is inevitable.
- Least likely to “strongly disagree” with the statement “I sometimes feel helpless when it comes to preventing my teen from drinking alcohol.”
- Least likely to indicate that it is “not at all” or “not very” influential for parents to “use alcohol to relieve stress or anxiety, saying things such as ‘I’ve had a tough week; I need a beer’” or “ask their teen to get alcoholic beverages for them, such as getting a beer from the refrigerator.”
- Most likely to indicate that their teen has had more than a few sips of alcohol.
- Most likely to indicate that they would involve the authorities if another parent furnished alcohol to their teen and/or a place for their teen to drink alcohol.
- Most likely to “strongly agree” with the statement “I believe that how I use and talk about alcohol in front of my teen has a strong influence over my teenager’s behavior relating to alcohol use.”
- Most likely to “strongly disagree” with the statement “I might be a little worried about my kid if he/she didn’t try alcohol. It’s part of growing up.”
- Most likely to rate the following potential risks as some of the most worrisome: “your teen might drink and drive,” “your teen might be involved in unwanted and/or unprotected sexual behavior,” and “your teen might move on to other drugs.”

Overall Parental Involvement Trends:

- Agreement with the statement “Most people who drink turn out OK. My teen will be OK if he/she tries it too,” was higher among parents in the “No / Low” and “Moderate” involvement categories than those in the “High” and “Very High” groupings.

IV. DEMOGRAPHIC AND SEGMENTATION ANALYSIS

- Not surprisingly, parents in the “No / Low” and “Moderate” involvement categories were less likely than those in the “High” and “Very High” groupings to indicate that they have made a “significant effort” in terms of trying to prevent their teen from drinking alcohol.
- Parents in the “No / Low” and “Moderate” involvement categories were less likely than those in the “High” and “Very High” groupings to rate the following potential risk as one of the most worrisome: “your teen might drink to excess or become addicted to alcohol.”
- Parents in the “No / Low” and “Moderate” involvement categories were more likely than those in the “High” and “Very High” groupings to indicate that the alcohol industry “never” or “sometimes” targets teens in their advertising efforts.

DEMOGRAPHIC ANALYSIS:

Region

Residents of Southern Maine were:

- Less likely to indicate that they would involve the authorities if another parent furnished alcohol to their teen and/or a place for their teen to drink alcohol.
- Less likely to indicate that they have made a “significant effort” in terms of trying to prevent their teen from drinking alcohol.
- Less likely to rate the following potential risks as some of the most worrisome: “your teen could lose out on a scholarship or some other opportunity,” “your teen might end up in trouble with the police,” and “your teen might move on to other drugs.”
- More likely to indicate that it is “not at all” or “not very” influential for parents to “wear clothing that advertises alcoholic beverages.”

Residents of Central / Western Maine were:

- Less likely to “strongly disagree” with the following two statements: “I sometimes feel helpless when it comes to preventing my teen from drinking alcohol” and “I might be a little worried about my kid if he/she didn’t try alcohol. It’s part of growing up.”
- More likely to rate the following potential risks as some of the most worrisome: “your teen might drink to excess or become addicted to alcohol” and “your teen’s brain development might be adversely affected.”
- More likely to rate the following potential risks as some of the most worrisome: “your teen might drink to excess or become addicted to alcohol” and “your teen’s brain development might be adversely affected.”

IV. DEMOGRAPHIC AND SEGMENTATION ANALYSIS

Residents of Northern / Down East Maine were:

- Less apt to indicate that it is likely that their teen will participate in binge drinking behavior before he/she graduates from high school.

Grade of Child

Parents of younger teens:

- Parents of 8th graders were the most apt to indicate that it is likely that their teen will participate in binge drinking behavior before he/she graduates from high school.
- Strong agreement with the statement “I feel that it is very important for parents to try everything possible to prevent their teens from drinking alcohol,” was highest among parents of 8th and 9th graders.
- Parents of 9th graders were more likely to indicate that they have made a “significant effort” in terms of trying to prevent their teen from drinking alcohol.

Parents of older teens:

- Parents of 11th and 12th graders were more likely to indicate that they regularly take part in monitoring behaviors categorized as “specific monitoring” behaviors.

Overall trends by grade of child:

- Parents of 8th graders were less likely than parents of 12th graders to indicate that it is “not at all” or “not very” influential for parents to “occasionally joke or tell a funny story about their past drinking behavior in front of their teen.”
- Parents of 8th and 9th graders were less likely than parents of 10th, 11th, and 12th graders to indicate that it is “not at all” or “not very” influential for parents to “wear clothing that advertises alcoholic beverages.”
- Parental acknowledgement that their teens have had more than a few sips of alcohol increased as the teens’ grade level increased.
- Strong agreement with the statement “I believe that how I use and talk about alcohol in front of my teen has a strong influence over my teenager’s behavior relating to alcohol use,” was highest among parents of 8th graders and lowest among parents of 12th graders.

Gender of Child

- Parents of girls were more likely than parents of boys to rate the following potential risks as some of the most worrisome: “your teen might be involved in unwanted and/or unprotected sexual behavior” and “your teen’s grades might suffer.”

IV. DEMOGRAPHIC AND SEGMENTATION ANALYSIS

Alcohol in Household

Parents who said that an adult in their household drinks alcohol either “Weekly or Daily” were:

- Less likely to indicate that they have made a “significant effort” in terms of trying to prevent their teen from drinking alcohol.
- Less likely to rate the following potential risks as some of the most worrisome: “your teen might drink to excess or become addicted to alcohol,” “your teen’s brain development might be adversely affected,” “your teen might be involved in unwanted and/or unprotected sexual behavior,” “your teen’s drinking could lead to depression or suicide,” “your teen’s grades might suffer,” “your teen might end up in trouble with the police,” and “your teen might move on to other drugs.”
- More apt to indicate that it is likely that their teen will participate in binge drinking behavior before he/she graduates from high school.
- More likely to indicate that there are circumstances under which it is okay for their teen to drink alcohol.
- More likely to agree with the statement “Most people who drink turn out OK. My teen will be OK if he/she tries it too.”
- More likely to indicate that it is “not at all” or “not very” influential for parents to “wear clothing that advertises alcoholic beverages.”

Respondents who indicated that an adult in their household drinks alcohol “Monthly” were:

- More likely to indicate that they regularly take part in preventive behaviors categorized as “specific prevention” behaviors.
- More likely to rate the following potential risk as one of the most worrisome: “your teen might drink and drive.”

Parents who said that alcohol is consumed “Rarely or Never” by adult members of their household were:

- Less likely to agree with the statement “My job isn’t to prevent them from drinking. Rather it’s to teach them to drink responsibly”.
- Less likely to indicate that it is “not at all” or “not very” influential for parents to “ask their teen to get alcoholic beverages for them, such as getting a beer from the refrigerator.”
- Less likely to indicate that they are “not at all upset” or “a little bit upset” by the alcohol industry targeting teens in their advertising efforts.
- More likely to indicate that they would involve the authorities if another parent furnished alcohol to their teen and/or a place for their teen to drink alcohol.

IV. DEMOGRAPHIC AND SEGMENTATION ANALYSIS

- More likely to rate the following potential risk as one of the most worrisome: “your teen could lose out on a scholarship or some other opportunity.”

Household Income

Respondents in the <\$45K category were:

- Less likely to agree with the statement “Most people who drink turn out OK. My teen will be OK if he/she tries it too.”
- Less likely to indicate that the alcohol industry “never” or “sometimes” targets teens in their advertising efforts.
- More likely to indicate that they regularly take part in preventive behaviors categorized as “specific prevention” behaviors.
- More likely to “strongly agree” with the following statements “I feel that it is very important for parents to try everything possible to prevent their teens from drinking alcohol” and “I believe that how I use and talk about alcohol in front of my teen has a strong influence over my teenager’s behavior relating to alcohol use.”
- More likely to indicate that they have made a “significant effort” in terms of trying to prevent their teen from drinking alcohol.
- More likely to rate the following potential risks as some of the most worrisome: “your teen might be involved in unwanted and/or unprotected sexual behavior,” “your teen’s drinking could lead to depression or suicide,” “your teen’s grades might suffer,” “your teen might end up in trouble with the police,” and “your teen might move on to other drugs.”

Respondents in the \$65K+ category were:

- Less likely to indicate that they would involve the authorities if another parent furnished alcohol to their teen and/or a place for their teen to drink alcohol.
- Less likely to “strongly agree” with the statement “I believe that how I use and talk about alcohol in front of my teen has a strong influence over my teenager’s behavior relating to alcohol use.”
- Less likely to rate the following potential risks as some of the most worrisome: “your teen’s brain development might be adversely affected” and “your teen could lose out on a scholarship or some other opportunity.”
- More likely to indicate that there are circumstances under which it is okay for their teen to drink alcohol.

IV. DEMOGRAPHIC AND SEGMENTATION ANALYSIS

Age of Parent

- There are no significant differences by age of parent.

Education of Parent

Parents who have completed high school or less were:

- More likely to agree with the statement “My job isn’t to prevent them from drinking. Rather it’s to teach them to drink responsibly.”
- More likely to indicate that it is “not at all” or “not very” influential for parents to “have more than 4 drinks in one evening in front of their teen.”

Parents who completed some college were:

- Less likely to indicate that they are “not at all upset” or “a little bit upset” by the alcohol industry targeting teens in their advertising efforts.
- More likely to indicate that they have made a “significant effort” in terms of trying to prevent their teen from drinking alcohol.
- More likely to rate the following potential risks as some of the most worrisome: “your teen’s brain development might be adversely affected” and “your teen’s grades might suffer.”

Parents who are four-year college graduates were:

- Less likely to “strongly agree” with the statement “I feel that it is very important for parents to try everything possible to prevent their teens from drinking alcohol.”
- Less likely to rate the following potential risks as some of the most worrisome: “your teen might drink to excess or become addicted to alcohol,” “your teen’s drinking could lead to depression or suicide,” “your teen could lose out on a scholarship or some other opportunity,” “your teen might end up in trouble with the police,” and “your teen might move on to other drugs.”
- More likely to indicate that there are circumstances under which it is okay for their teen to drink alcohol.
- More likely to agree with the statement “Most people who drink turn out OK. My teen will be OK if he/she tries it too.”

IV. DEMOGRAPHIC AND SEGMENTATION ANALYSIS

Gender of Parent

Mothers were more likely than fathers to:

- Indicate that they regularly take part in preventive behaviors categorized as “specific prevention” behaviors.
- “Strongly agree” with the statements “I believe that how I use and talk about alcohol in front of my teen has a strong influence over my teenager’s behavior relating to alcohol use” and “I feel that it is very important for parents to try everything possible to prevent their teens from drinking alcohol.”
- Indicate that they have made a “significant effort” in terms of trying to prevent their teen from drinking alcohol.
- Rate the following potential risks as some of the most worrisome: “your teen’s brain development might be adversely affected” and “your teen’s drinking could lead to depression or suicide.”

Fathers were more likely than mothers to:

- Indicate that they are “not at all upset” or “a little bit upset” by the alcohol industry targeting teens in their advertising efforts.

Advocacy Outside the Home

Parents who have not participated in advocacy efforts outside the home were:

- Less likely to indicate that they have made a “significant effort” in terms of trying to prevent their teen from drinking alcohol.
- Less likely to rate the following potential risk as one of the most worrisome: “your teen could lose out on a scholarship or some other opportunity.”

Parents who are “involved indirectly” in advocacy efforts outside the home were:

- Less likely to agree with the statement “My job isn’t to prevent them from drinking. Rather it’s to teach them to drink responsibly”.
- More likely to indicate that they regularly take part in monitoring behaviors categorized as “specific monitoring” behaviors.
- More likely to “strongly agree” with the statements “I believe that how I use and talk about alcohol in front of my teen has a strong influence over my teenager’s behavior relating to alcohol use” and “I feel that it is very important for parents to try everything possible to prevent their teens from drinking alcohol.”

IV. DEMOGRAPHIC AND SEGMENTATION ANALYSIS

Parents who are “involved directly” in advocacy efforts outside the home were:

- More likely to indicate that their teen has had more than a few sips of alcohol.
- More likely to rate the following potential risks as some of the most worrisome: “your teen might drink and drive” and “your teen’s grades might suffer.”

Ever OK to Drink Alcohol

Parents who allow their teen to drink alcohol under certain circumstances were:

- Less likely to indicate that they would involve the authorities if another parent furnished alcohol to their teen and/or a place for their teen to drink alcohol.
- Less likely to “strongly agree” with the statement “I feel that it is very important for parents to try everything possible to prevent their teens from drinking alcohol.”
- Less likely to “strongly disagree” with the statement “I might be a little worried about my kid if he/she didn’t try alcohol. It’s part of growing up.”
- Less likely to indicate that they have made a “significant effort” in terms of trying to prevent their teen from drinking alcohol.
- Less likely to rate the following potential risks as some of the most worrisome: “your teen’s brain development might be adversely affected,” “your teen’s drinking could lead to depression or suicide,” “your teen could lose out on a scholarship or some other opportunity,” “your teen’s grades might suffer,” “your teen might end up in trouble with the police,” and “your teen might move on to other drugs.”
- More likely to indicate that their teen has had more than a few sips of alcohol.
- More likely to agree with the statements “Most people who drink turn out OK. My teen will be OK if he/she tries it too” and “My job isn’t to prevent them from drinking. Rather it’s to teach them to drink responsibly.”
- More likely to indicate that it is “not at all” or “not very” influential for parents to “ask their teen to get alcoholic beverages for them, such as getting a beer from the refrigerator.”
- More likely to indicate that they are “not at all upset” or “a little bit upset” by the alcohol industry targeting teens in their advertising efforts.

IV. DEMOGRAPHIC AND SEGMENTATION ANALYSIS

Child Ever Had Alcohol

Parents who said that their teen has had more than a few sips of alcohol in their lifetime were:

- More likely to indicate that they regularly take part in monitoring behaviors categorized as “specific monitoring” behaviors.
- More apt to indicate that it is likely that their teen will participate in binge drinking behavior before he/she graduates from high school.
- More likely to agree with the statement that teen drinking is inevitable.
- More likely to indicate that there are circumstances under which it is okay for their teen to drink alcohol.
- Less likely to “strongly agree” with the statements “I believe that how I use and talk about alcohol in front of my teen has a strong influence over my teenager’s behavior relating to alcohol use” and “I feel that it is very important for parents to try everything possible to prevent their teens from drinking alcohol.”
- More likely to agree with the statements “I sometimes feel helpless when it comes to preventing my teen from drinking alcohol” and “My job isn’t to prevent them from drinking. Rather it’s to teach them to drink responsibly.”
- More likely to indicate that it is “not at all” or “not very” influential for parents to “have more than 4 drinks in one evening in front of their teen.”
- More likely to rate the following potential risks as some of the most worrisome: “your teen might drink to excess or become addicted to alcohol,” “your teen might drink and drive,” “your teen might be involved in unwanted and/or unprotected sexual behavior,” and “your teen might end up in trouble with the police.”

V. RECOMMENDATIONS

Only 25% of parents indicated that they participate in preventative behaviors that OSA would consider to be the most effective in helping to prevent and/or stop teens from drinking. Effective preventive behaviors include those which are specific and ongoing in nature (for example, calling to see if there is parental supervision at a party, not allowing teens to go to a gathering if alcohol is going to be there, not allowing teens to be home alone, etc.).

- The parent campaign and/or parent meetings that Ethos has proposed conducting throughout the State in Phase II should focus on educating parents about the importance of prevention and include specific examples of what OSA deems to be effective preventative behaviors.

Approximately 50% of parents indicated that they participate in monitoring behaviors that OSA would consider to be effective in determining whether or not their teen has been drinking alcohol. These behaviors include specific and ongoing measures, including smelling the teen's breath when they come home from a party, asking the teen outright if they have been drinking, talking with the teen's friends and other parents, etc.

- While the current level of effective monitoring behaviors is good, there is still room for improvement. Similar to continued education regarding effective preventative behaviors, the parent campaign and/or proposed parent meetings should continue to educate parents about the importance of monitoring their teens and include specific examples of what OSA deems to be effective monitoring behaviors.
- Most parents reported having a "zero tolerance" policy when it comes to their teen drinking alcohol. While this is very favorable in terms of where parents are on the continuum of allowing their teen to drink, the MYDAUS results show that most teens are drinking, at least occasionally. Thus, the importance of parents consistently and routinely monitoring their teen should also be highlighted in the campaign and/or meetings.

The current research shows that parents continue to severely underestimate the extent to which their teens are drinking. Parents appear to think that it is other teens that are drinking; not their child. Only three parents out of the total sample of 500 thought that their child participated in binge drinking behavior in the two weeks prior to the survey. The 2004 MYDAUS showed that 20% of 8th thru 12th graders actually participated in binge drinking behavior in the two weeks prior to the MYDAUS. This discrepancy is significant.

- During the parent meetings, parents should be shown selected results of the 2006 MYDAUS. Specific results to be shared could include: lifetime alcohol use, past 30 day alcohol use, binge drinking, and whether or not teens think they would be caught by their parents if they drank (the results of the prior OSA/Ethos parent survey can be used for comparison).

V. RECOMMENDATIONS

- In addition, the discrepancy between what parents think is happening and what really is happening needs to be highlighted. This current research shows that parents who said that their teen has ever had more than a few sips of alcohol regularly take part in monitoring behaviors considered to be the most effective. The campaign and/or proposed parent meetings should focus on getting parents past the thought that it is other teens that are drinking and accept that it is extremely likely that their teen is in fact drinking alcohol, at least occasionally. Until that happens, it is unlikely that parents will get as involved (either in the home or in the community) as they can with the issue of teen drinking.

Very few parents indicated that they feel that teenage drinking is inevitable.

- This is a very good sign in that most parents feel that they can actually have the ability to influence their teen's choices about alcohol. The parent campaign and/or parent meetings should reinforce the idea that teenage drinking is not inevitable and that parents can have a great deal of influence on their teens' drinking choices.

Regarding messaging, parents are nearly equally worried about the following potential risks of teen drinking: getting in trouble with the police, being involved in unwanted and/or unprotected sexual behavior, moving on to other drugs, grades suffering, adverse brain development, and drinking and driving.

- Any of these messages can be used in the parent campaign. As outlined in the Demographic and Segmentation Analysis in the previous section, some of these potential risks are more worrisome to specific segments of the parent population in Maine. Different messages could be aimed at various groups, depending on the relevant target audience.

In terms of involvement in the issue of teen drinking, 67% of respondents indicated that they have made a "significant effort" in terms of trying to prevent or stop their teen from drinking alcohol.

- It is likely that parents aren't doing as much as they could be doing, both in terms of direct (prevention and monitoring behaviors, etc.) and indirect (advocacy, etc.) actions. The messaging in the parent campaign and/or parent meetings should be carefully worded, however, so that it doesn't shame parents. Mainers generally are independent and do not respond well to being told what to do. Parents should be commended for what they have been doing, but need to understand the importance of their role in helping to prevent teen drinking and how their consistent and ongoing actions (both direct and indirect) are vital to this effort.

V. RECOMMENDATIONS

The Demographic and Segmentation Analysis in the previous section shows that there are clear distinctions within the parent population in terms of attitudes and behaviors related to the issue of teenage drinking. When devising the parent campaign and/or parent meetings, the Ethos team can use the Demographic and Segmentation Analysis to specifically tailor its messages depending on the target audience. An example is as follows:

- Parents with household incomes of <\$45K were more likely to be active in “specific prevention” behaviors, indicate that they have made a “significant effort” in terms of trying to prevent their teen from drinking alcohol, and showed a higher degree of worry for several of the potential risks of teen drinking. However, parents with household incomes of \$65K or more were more likely to be permissive of their teen drinking alcohol, were less likely to indicate that they would involve the authorities if someone else were to furnish alcohol to their teen and/or a place for their teen to drink, and were less likely to believe that how they use and talk about alcohol in front of their teen has a strong influence over their teen’s behavior relating to alcohol use. Thus, this research shows that in terms of income, the messages should be aimed at those with higher, as opposed to lower, household incomes.

More than 90% of parents agreed with the statement, “I believe that how I use and talk about alcohol in front of my teen has a strong influence over my teenager’s behavior relating to alcohol use.” Yet, it is unclear as to whether or not their actions in the home are truly reflective of this belief.

- The Demographic and Segmentation Analysis in the previous section clearly shows discrepancies in attitudes and behaviors among parents who said that alcohol is consumed “Rarely or Never” by adult members of their household versus those who said that an adult in their household drinks either “Weekly or Daily.” While it is unlikely that parents will stop drinking entirely, the parent campaign and/or parent meetings should highlight the extent to which parental behaviors, drinking in particular, can affect teens’ choices regarding alcohol use. This might be a particularly difficult hurdle. If parents themselves drink, even responsibly, they are perhaps less apt to see the need to curb teenage drinking.

VI. FINDINGS: PREVENTING AND MONITORING BEHAVIORS

Steps Taken to Prevent Teen from Drinking Alcohol

What actions, if any, do you regularly take to prevent your child from drinking? [Unaided. Multiple responses were recorded.]

Top Answers	
Talk to my child about the potential dangers of drinking alcohol	74.2%
Call to check to see if parents will be present at a party or other social gathering	9.4%
Not allow child to attend an event if alcohol is going to be present	4.6%
Know friends and who child is with	3.4%
Do not keep alcohol in the house	3.4%
Ask if alcohol is going to be present at a party or other social gathering	3.2%
Lock the liquor cabinet or make alcohol in the home inaccessible	3.0%
Do not leave child home alone overnight	2.2%
Child is under constant supervision	2.0%
Don't know	1.2%
None	10.2%

Nearly three-fourths of parents (74.2%) reported that they “talk to their child about the potential dangers of drinking alcohol,” to prevent their teens from drinking alcohol. Nine percent (9.4%) of those surveyed reported that they “call to check to see if parents will be present at a party or other social gathering,” while 4.6% of parents “do not allow their child to attend an event if alcohol is going to be present.”

Other common steps that parents take to prevent teenage drinking include: “knowing friends and who child is with” (3.4%), “do not keep alcohol in the house” (3.4%), “ask if alcohol is going to be present at a party or other social gathering,” and “lock the liquor cabinet or make alcohol in the home inaccessible” (3.0%). Two percent of parents each said that they “do not leave child home alone overnight” (2.2%), or that their “child is under constant supervision” (2.0%).

Ten percent (10.2%) of respondents indicated that they had taken “no action” to prevent their teens from drinking, and 1.2% said that they “don’t know.”

All other actions were mentioned by less than 2.0% of respondents and appear in the crosstabulation tables accompanying this report.

Parents with a high school degree or less (63.4%) are less likely than their demographic cohorts to report that they “talk to their child about the potential dangers” of drinking alcohol.

VI. FINDINGS: PREVENTING AND MONITORING BEHAVIORS

Steps Taken to Prevent Teen from Drinking Alcohol (Continued)

The unaided responses that parents gave to this question were coded into three categories: “nothing / don’t know,” “general prevention,” and “specific prevention.” The first category is self-explanatory; anyone who said “nothing” or “don’t know” went into this category. The second category included responses that indicated preventative behaviors that were general in nature and/or that didn’t necessarily occur on an ongoing basis. Examples include: “talk to my child about the potential dangers,” “watch for signs,” “know friends and who child is with,” and “have established rules regarding alcohol use.” The third category included responses that were specific in nature and/or occurred on an ongoing basis, including: “call to check to see if parents will be at event,” “not allow child to go to an event if alcohol will be there,” “don’t have alcohol in the house,” and “do not leave child home alone overnight.” If respondents gave answers that included both general and specific behaviors, they were coded in the specific behavior category.

In all, 63.4% of respondents were deemed to take part in “general prevention” efforts, while 25.2% were placed in the “specific prevention” category. Eleven percent (11.4%) of respondents were in the “nothing / don’t know” category.

Parents who reported an annual household income of less than \$45,000 per year (31.6%) were more likely than those who earn \$65,000 or more (20.0%) to say that they participate in “specific prevention” behaviors.

Parents who said that alcohol is consumed by an adult in their house “monthly” (33.1%) were more likely than parents who drink “weekly” (19.8%) to be categorized as participating in “specific prevention” behaviors.

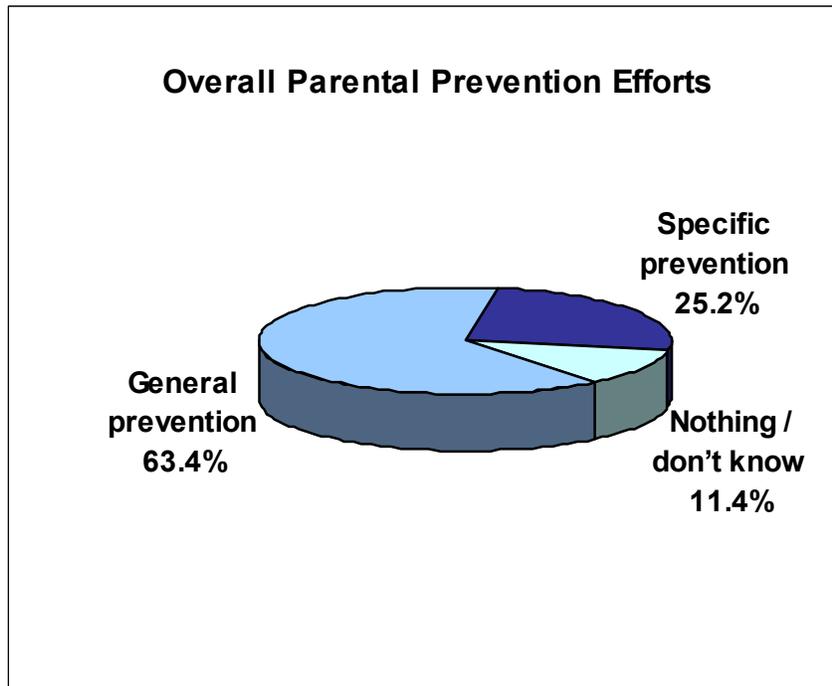
Mothers (28.8%) were more likely than fathers (19.4%) to report “specific prevention” behaviors.

OVERALL PARENTAL PREVENTION EFFORTS:

Nothing / don’t know	11.4%
General prevention	63.4%
Specific prevention	25.2%

VI. FINDINGS: PREVENTING AND MONITORING BEHAVIORS

Steps Taken to Prevent Teen from Drinking Alcohol (Continued)



VI. FINDINGS: PREVENTING AND MONITORING BEHAVIORS

Steps Taken to Find Out if Teen has been Drinking Alcohol

What actions, if any, do you regularly take to find out if your child has been drinking alcohol? [Unaided. Multiple responses were recorded.]

Top Answers	
Talk to your teen when he/she comes home from a party or other social gathering	36.0%
Observe your teen when he/she comes home from a party or other social gathering	26.8%
I talk to my teen and ask him/her if he/she has been drinking	14.4%
Call during party or other social gathering to check if parents are there	7.8%
Smell your teen's breath when he/she comes home from a party or other social gathering	6.8%
Talk to other parents	5.4%
Talk to teen's friends	3.0%
Don't know	1.8%
None	22.8%

More than one-third (36.0%) of parents indicated that they “talk to their teen when he/she comes home from a party or other social gathering” to find out if they have been drinking alcohol. An additional 26.8% of respondents reported that they “observe their teen when he/she comes home from a party or other social gathering.” Fourteen percent (14.4%) of parents surveyed reported that they “talk to their teen and ask him/her if he/she has been drinking,” 7.8% of parents “call during a party to check if parents are there,” and 6.8% “smell their teen’s breath when he/she comes home from a party.” Five percent (5.4%) of parents reported that they “talk to other parents,” while 3.0% “talk to their teen’s friends.” Twenty-three percent (22.8%) of parents indicated that they do not take any action to monitor their teen’s drinking, while 1.8% “don’t know.”

All other actions were mentioned by less than 3.0% of respondents and appear in the crosstabulation tables accompanying this report.

Respondents from Central/Western Maine (43.0%) were more likely than those from Northern/Down East Maine (26.1%) to report that they “talk to their teen when they come home from a party or other social gathering” in order to find out if their teen has been drinking alcohol. Parents of 12th graders (44.0%) were also more likely than parents of 8th graders (29.0%) to report this behavior.

VI. FINDINGS: PREVENTING AND MONITORING BEHAVIORS

Steps Taken to Find Out if Teen has been Drinking Alcohol (Continued)

Parents whose household income is less than \$45,000 per year (45.3%) were more likely than those earning \$45,000 to \$65,000 per year (32.2%) or \$65,000 or more (35.3%) to report that they “talk to their teen when he/she comes home from a party or other social gathering” to find out if they have been drinking alcohol. In contrast, those who earn \$65,000 or more (18.9%) were more likely than their demographic cohorts to report that they specifically “talk to their teen and ask him/her if he/she has been drinking.”

The unaided responses that parents gave to this question were coded into three categories: “nothing / don’t know,” “general monitoring,” and “specific monitoring.” The first category is self-explanatory; anyone who said “nothing” or “don’t know” went into this category. The second category included responses that indicated monitoring behaviors that were general in nature and/or that didn’t necessarily occur on an ongoing basis. Examples include: “talk to teen when they come home from event,” “know location and actions at all times,” etc. The third category included responses that were specific in nature and/or occurred on an ongoing basis, including: “call during event to check if parents present,” “smell teen’s breath when they come home,” “talk to other parents,” “talk to teen’s friends,” and “talk to teen and ask if they have been drinking.” If respondents gave answers that included both general and specific behaviors, they were coded in the specific behavior category.

In all, 52.8% of respondents were deemed to take part in “specific monitoring” efforts, while 21.6% were placed in the “general monitoring” category. Twenty-six percent (25.6%) of respondents were in the “nothing / don’t know” category.

Parents from Northern/Down East Maine (57.2%) and Southern Maine (54.4%) were more likely to report “specific monitoring” behaviors than respondents from Central/Western Maine (46.8%).

Parents of 11th graders (62.0%) and 12th graders (58.0%) were more likely to report “specific monitoring” behaviors than parents of 8th graders (41.0%).

Parents who reported that their child has had alcohol (60.9%) were more likely to participate in “specific monitoring” behaviors than parents of children who have never had alcohol (50.0%).

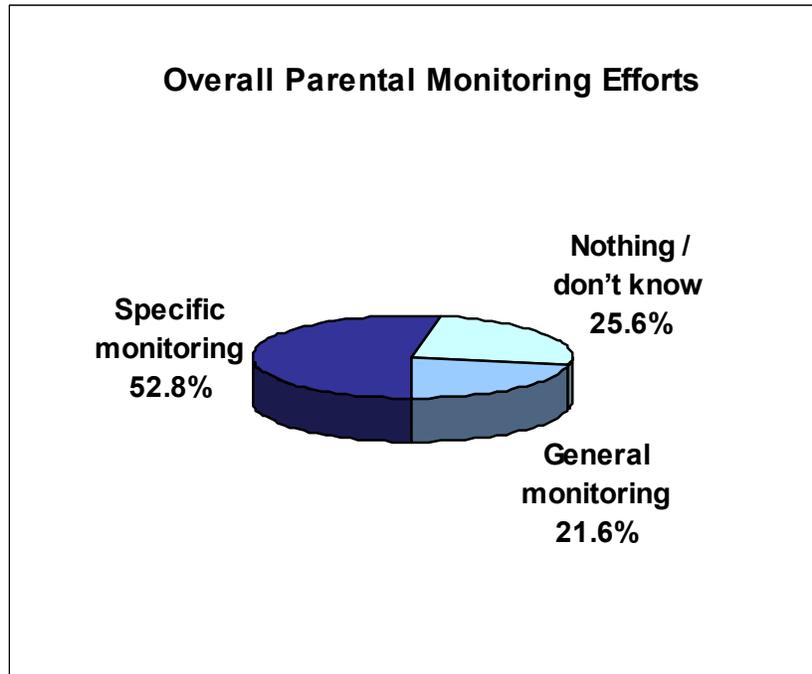
Parents who are “Involved Indirectly” in Advocacy Outside the Home (67.2%) are more likely to report “specific monitoring” behavior than parents who are “Involved Directly” (52.4%) or “None/Don’t know” (50.4%).

OVERALL PARENTAL MONITORING EFFORTS:

Nothing / don’t know	25.6%
General monitoring	21.6%
Specific monitoring	52.8%

VI. FINDINGS: PREVENTING AND MONITORING BEHAVIORS

Steps Taken to Find Out if Teen has been Drinking Alcohol (Continued)



VI. FINDINGS: CURRENT AND PROJECTED TEEN ALCOHOL USE

Child's Lifetime Alcohol Use

Do you think that your child has ever had alcohol, that is more than just a few sips, in their lifetime?

Yes	23.0%
No	75.6%
Don't know	1.4%

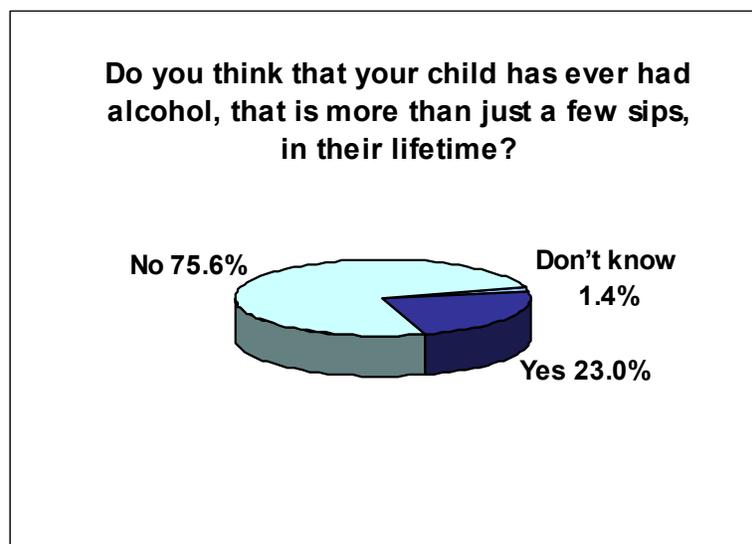
Three-fourths (75.6%) of parents indicated that their child has never had more than a few sips of alcohol in their lifetime. Twenty-three percent (23.0%) of parents said “yes,” their child has had more than a few sips of alcohol in their lifetime. One percent (1.4%) of respondents reported that they “don't know” if their child has ever had alcohol.

Parents of 12th graders (45.0%) and 11th graders (37.0%) are more likely than their demographic cohorts to report that their teen's have ever had alcohol.

Parents with a “Very High” (32.1%) level of Overall Parental Involvement are more likely to answer “yes” when asked if their child has ever had alcohol than those with any other level of Overall Parental Involvement [High (21.9%); Moderate (20.9%); None / Low (18.2%)].

Furthermore, parents who are “Involved Directly” in Advocacy Outside the Home (35.7%) were more likely than those who are “Involved Indirectly” (14.8%) or “None/ Don't know” (21.4%) to report that their teen has had alcohol.

Parents who have indicated that it is okay for their teen to drink alcohol (34.1%) were more likely to say “yes” than parents who do not allow their teens to drink alcohol (20.6%).



VI. FINDINGS: CURRENT AND PROJECTED TEEN ALCOHOL USE

Child's Future Alcohol Use in High School

How likely do you think it is that your child will drink alcohol, that is more than just a few sips, before he/she graduates from high school? [Asked of parents who indicated that their child has not had alcohol, or who do not know if their child has ever had alcohol]

	(N=385)		
1 - Very likely	20.0%	Very / Somewhat likely combined	48.8%
2 - Somewhat likely	28.8%		
3 - Somewhat unlikely	18.2%	Very / Somewhat unlikely combined	48.8%
4 - Very unlikely	30.6%		
Don't know	2.3%		
Mean Response (1 to 4)	2.61		

One-half (48.8%) of the 385 parents who reported that their children have not had alcohol in their lifetime, said that it is either “very likely” (20.0%) or “somewhat likely” (28.8%) that their child will drink alcohol before he/she graduates from high school. Another 48.8% of parents reported that it is “very unlikely” (30.6%) or “somewhat unlikely” (18.2%) that their child will drink alcohol before he/she graduates from high school. Two percent (2.3%) of participants indicated that they “don’t know.”

The mean response for this question was 2.61 on a scale of 1 to 4, with 4 being “very unlikely”.

Parents from Southern Maine (55.0%) were more likely than parents from Northern/Down East Maine (42.7%) to indicate that it is “very likely” or “somewhat likely” that their teen will drink alcohol before they graduate from high school.

Parents with students in lower graders reported a lower mean rating for this question than parents in upper grades [8th (2.21); 9th (2.50); 10th (2.42); 11th (2.89); 12th (3.47)]. For this question, a lower mean rating indicates a greater perceived likelihood of consuming alcohol before graduation.

Significantly more parents who “never/ rarely” drink alcohol in their homes (64.0%) indicated that it is “very unlikely” or “somewhat unlikely” that their teen will drink alcohol before they graduate from high school than parents who drink alcohol “monthly” (40.0%), or “weekly/ daily” (40.1%).

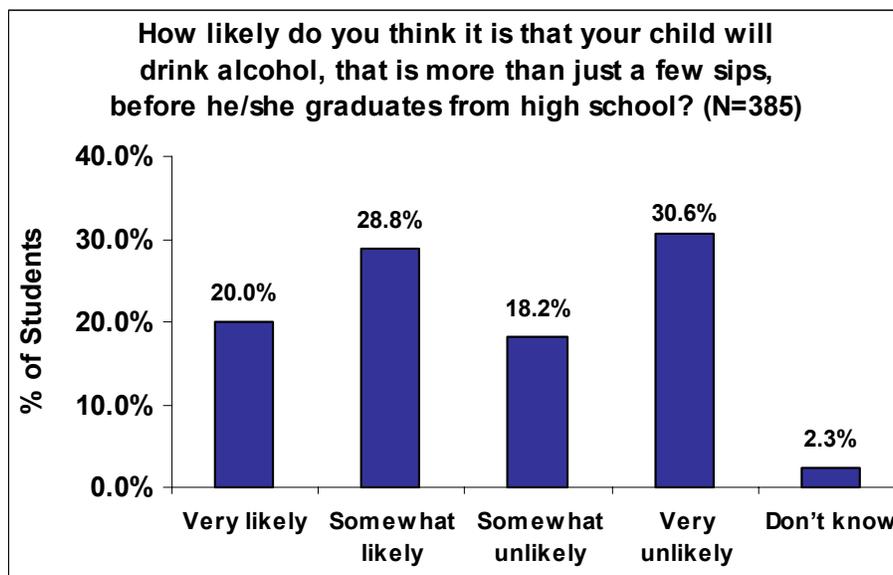
VI. FINDINGS: CURRENT AND PROJECTED TEEN ALCOHOL USE

Child's Future Alcohol Use in High School (Continued)

Respondents with an income of \$65,000 or more (55.3%) were more likely than those who earn \$45,000 to \$65,000 (43.2%) to say that it is “very likely” or “somewhat likely” that their teen will drink alcohol before they graduate from high school.

Respondents who have a “Moderate” (58.2%) level of Overall Parental Involvement were the most likely to report that it is “very likely” or “somewhat likely” that their teen will drink alcohol before they graduate from high school. In contrast, parents with a “Very High” (56.9%) level of Overall Parental Involvement were the most likely to report that it is “very unlikely” or “somewhat unlikely” that their teen will drink alcohol before they graduate from high school.

Respondents who are “Involved Indirectly” in Advocacy Outside the Home reported the lowest mean rating for this question (2.37) while parents who are “Involved Directly” (2.75) reported the highest mean rating. For this question, a lower mean rating indicates a greater perceived likelihood of consuming alcohol before graduation.



VI. FINDINGS: CURRENT AND PROJECTED TEEN ALCOHOL USE

Child's Past Month Alcohol Use

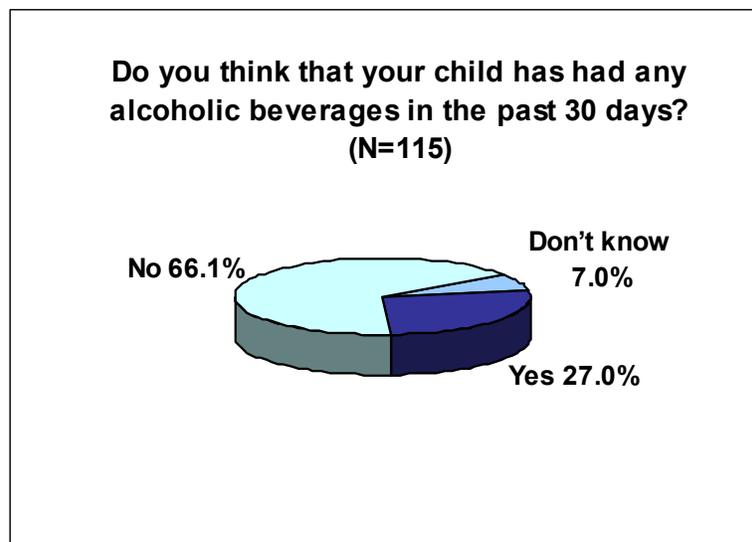
*Do you think that your child has had any alcoholic beverages in the past 30 days?
[Asked of parents who indicated that their child has had alcohol in their lifetime]*

	(N=115)
Yes	27.0%
No	66.1%
Don't know	7.0%

Of the 115 parents who indicated that their child has had alcohol in their lifetime, two-thirds (66.1%) reported that their teen had not had any alcoholic beverages in the past 30 days. More than one-fourth (27.0%) of parents reported that their child has had alcoholic beverages in the past 30 days. Seven percent of respondents (7.0%) "don't know" if their child has consumed any alcohol in the past month.

Thus, a total of 6.2% of parents in the overall sample indicated that their teen has had alcoholic beverages in the past 30 days.

Respondents from Central/Western Maine (73.2%) and Northern/Down East Maine (66.7%) were more likely than respondents from Southern Maine (60.4%) to say "no," their teen has not consumed alcohol in the past month. Parents with a high school degree or less (80.6%) were more likely than their demographic cohorts to answer "no" [some college (68.8%); college graduate or more (55.1%)].



VI. FINDINGS: CURRENT AND PROJECTED TEEN ALCOHOL USE

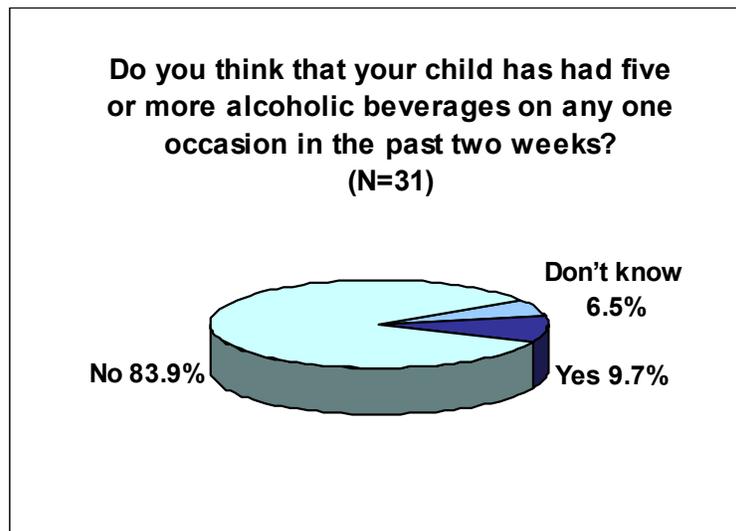
Child's Binge Drinking Behavior

Do you think that your child has had five or more alcoholic beverages on any one occasion in the past two weeks? [Asked of parents who indicated that their child has had alcohol in the past 30 days]

	(N=31)
Yes	9.7%
No	83.9%
Don't know	6.5%

Of the 31 parents who reported that their children had consumed alcoholic beverages in the past 30 days, the majority (83.9%) said that their child has not had five or more alcoholic beverages on any one occasion in the past two weeks. **Three parents (9.7%) who reported that their child had had alcohol in the past month said “yes,” their child has had five or more alcoholic beverages on any one occasion in the past 2 weeks.** Two parents (6.5%) indicated that they “don't know” if their teen has had five or more alcoholic beverages on any one occasion in the past 2 weeks.

Thus, a total of 0.6% of parents in the overall sample indicated that their teen has had five or more alcoholic beverages on any one occasion in the past 2 weeks.



VI. FINDINGS: CURRENT AND PROJECTED TEEN ALCOHOL USE

Child's Future Binge Drinking Behavior

How likely do you think it is that your child will have five or more alcoholic beverages on any one occasion before he/she graduates high school? [Asked of parents who did not indicate that their child participated in binge drinking in the past two weeks]

	(N=497)		
1 - Very likely	9.9%	Very / Somewhat likely combined	24.9%
2 - Somewhat likely	15.1%		
3 - Somewhat unlikely	22.7%	Very / Somewhat unlikely combined	72.2%
4 - Very unlikely	49.5%		
Don't know	2.8%		
Mean Response (1 to 4)	3.15		

Of the 497 parents who reported that their children have not participated in binge drinking, 72.2% indicated they believe it is “very unlikely” (49.5%) or “somewhat unlikely” (22.7%) that their child will have five or more alcoholic beverages on one occasion before they graduate high school. In contrast, 24.9% of parents reported that it is “very likely” (9.9%) or “somewhat likely” (15.1%) that their child will engage in binge drinking before they graduate from high school. Three percent (2.8%) of parents indicated that they “don’t know” the likelihood of their child consuming five or more alcoholic beverages at one time before they graduate from high school. **The mean response for this question was 3.15 on a scale of 1 to 4.**

Parents from Southern Maine (3.07) reported a lower mean rating for this question than parents from Northern/Down East Maine (3.29). For this question, a lower mean rating indicates a greater perceived likelihood of participating in binge drinking before graduation.

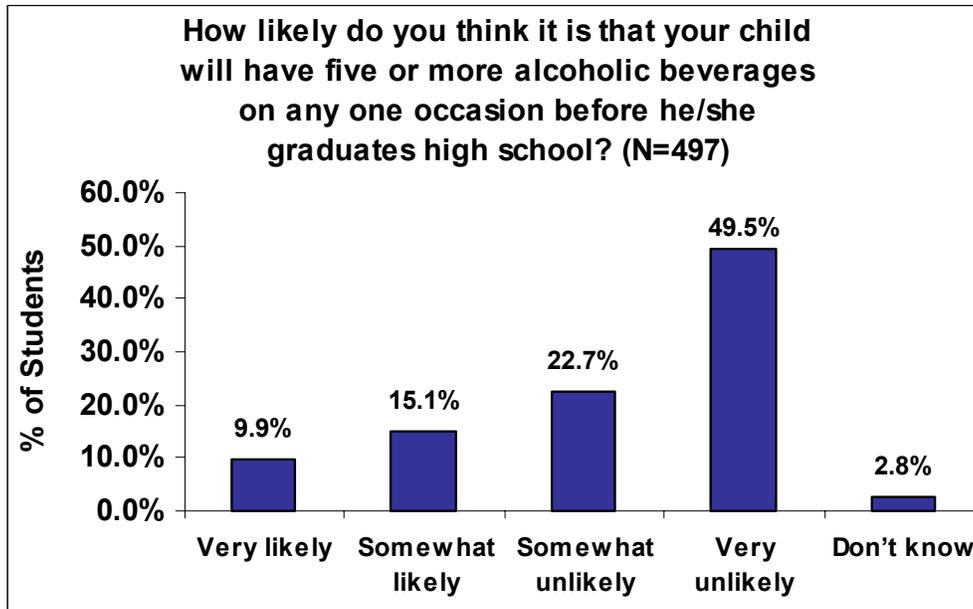
A significantly larger portion of 8th grade parents (33.0%) than 12th grade parents (16.2%) reported that it is either “very likely” or “somewhat likely” that their teen will participate in binge drinking before he/ she graduates from high school.

It is interesting to note that a larger percentage of parents who said that alcohol is consumed on a “weekly/ daily” basis (31.6%) responded “yes” to this question than parents who “rarely/ never” (17.3%) consume alcohol.

When asked how likely it is that their teen will participate in binge drinking before he/she graduates from high school, a larger percentage of parents who reported that their child has consumed alcohol (42.0%) said “very likely” or “somewhat likely” than did parents of children who have never consumed alcohol (20.4%).

VI. FINDINGS: CURRENT AND PROJECTED TEEN ALCOHOL USE

Child's Future Binge Drinking Behavior (Continued)



VI. FINDINGS: OPINIONS AND POLICIES REGARDING TEEN ALCOHOL USE

Parent Approval of Teenage Alcohol Use

Is it ever okay for your teen to drink alcohol?

Yes	17.6%
No	82.4%

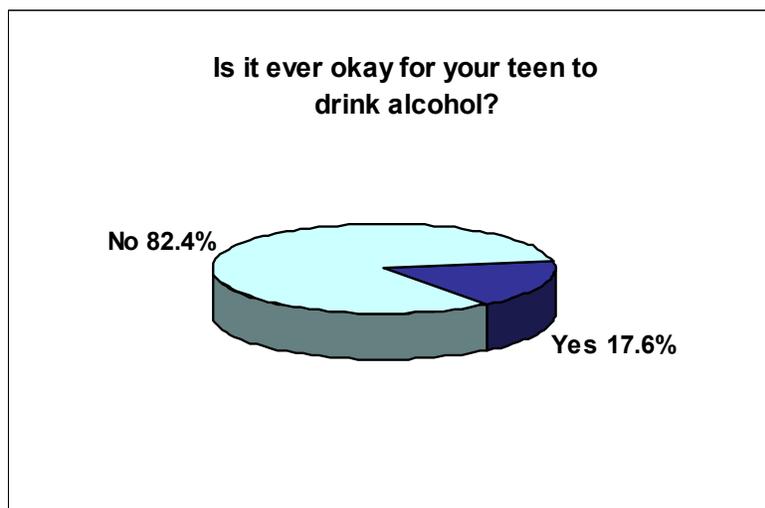
When asked if it was ever okay for their teen to drink alcohol, more than eight in ten (82.4%) parents said “no.” Eighteen percent (17.6%) of parents surveyed said “yes,” it is okay for their teen to drink alcohol.

Parents who said that alcohol is consumed by an adult in the house on a “weekly” or “daily” basis (27.9%) were more likely than those who consume alcohol “monthly” (13.2%) and “never/ rarely” (9.8%) to say “yes” it is okay for their teen to drink alcohol.

Parents who earn \$65,000 or more per year (23.2%) were more likely than their demographic cohorts to indicate that there are circumstances when it is okay for their teen to drink alcohol.

Parents who are “college graduates or more” (30.7%) were more likely to say “yes” it is okay for their teen to drink alcohol than parents with “some college” (9.8%) or a “high school degree or less” (10.4%).

It is interesting to note that parents who report that their teen had consumed alcohol (26.1%) were more likely than parents of teens who have not consumed alcohol (15.1%) to say “yes” it is okay for their child to drink alcohol.



VI. FINDINGS: OPINIONS AND POLICIES REGARDING TEEN ALCOHOL USE

Reasons Why Teen is NOT Allowed to Drink Alcohol

What are the primary reasons why you don't want your teen to drink alcohol? [Asked of those who indicated that it is NOT ever okay for their teen to drink alcohol. Unaided multiple responses were recorded.]

Top Answers	(N=412)
It's illegal and/or teen might get into trouble with police	47.8%
Teen is too young to drink or is too immature	18.4%
Teen might drink and drive	14.3%
Teen might drink to excess or become addicted	13.8%
Teen has a family history of alcoholism	12.9%
Teen's brain development might be adversely affected	8.0%
Teen might be involved in unwanted or unprotected sexual behavior	3.9%
Alcohol is not healthy	7.8%
Teen might move on to other drugs	3.6%
Teen could lose judgment / lead to bad situations	3.2%
Teen could lose out on a scholarship or some other opportunity	2.4%
Drinking is not safe	2.2%
Don't know	1.2%

Of the 412 parents who indicated that it is not ever okay for their teen to drink alcohol, nearly one-half (47.8%) said that they do not want their teen to drink alcohol because "it's illegal and/or teen might get into trouble with police." Eighteen percent (18.4%) of parents reported that they do not want their teen to drink alcohol because their "teen is too young to drink or is too immature," 14.3% said that their "teen might drink and drive," 13.8% indicated that their "teen might drink to excess or become addicted," and 12.9% said that their "teen has a family history of alcoholism."

Other top answers given include: "teen's brain development might be adversely affected" (8.0%), "alcohol is not healthy" (7.8%), "teen might be involved in unwanted or unprotected sexual behavior" (3.9%), "teen might move on to other drugs" (3.6%), "teen could lose judgment/ lead to bad situations" (3.2%), "teen could lose out on a scholarship or some other opportunity" (2.4%), and "drinking is not safe" (2.2%).

All other answers were mentioned by less than 2.2% of respondents and appear in the crosstabulation tables accompanying this report.

VI. FINDINGS: OPINIONS AND POLICIES REGARDING TEEN ALCOHOL USE

Reasons Why Teen is NOT Allowed to Drink Alcohol (Continued)

Parents of 11th (58.2%) and 12th graders (50.0%) were more likely to report that they do not let their teen drink because “it’s illegal and/or teen might get into trouble with police” than were parents of 8th graders (40.9%).

Parents who said that alcohol is consumed by an adult in their house “weekly/ daily” (57.0%) were more likely to report that they do not let their teen drink because “it’s illegal and/or teen might get into trouble with police” than were parents who drink less frequently [Monthly (44.8%); Never/ Rarely (41.4%)].

In addition, parents with a higher household income are more likely than parents with lower household incomes to prohibit their child from drinking because “it’s illegal and/or teen might get into trouble with police” [\$65,000 or more (50.7%); \$45,000 to \$65,000 (52.5%); Less than \$45,000 (35.4%)]. College graduates (59.5%) were more likely than their demographic cohorts to prohibit drinking based on this issue [some college (44.6%); high school graduate or less (40.0%)].

Parents of 9th graders were the more likely to report that they do not allow their teen to drink due to concerns that their “teen might drink and drive” (21.7%) than parents of 12th graders (8.5%).

Parents of 12th graders were also less likely to report that their “teen is too young to drink or is too immature” (11.0%) to drink than parents of 8th (26.1%) and 9th graders (24.1%).

Interestingly, parents who drink “never/ rarely” (21.7%) were the most likely to report that they do not allow their child to drink alcohol because there is “a family history of alcoholism.” Parents who earn less than \$45,000 per year (26.8%) and who have a “high school degree or less” (20.0%) also mentioned this issue.

Parents who have a “Very High” level of Overall Parental Involvement (64.8%) were more likely than parents from all other levels of involvement to prohibit their teen from drinking because “it’s illegal and/or teen might get into trouble with police” [High (47.8%); Moderate (40.2%); None / Low (38.7%)].

Parents with “None / Low” (7.5%) Overall Parental Involvement were the least likely to mention the fact that “teen might drink to excess or become addicted” as a reason why they do not allow their child to drink.

Parents with “Moderate” (12.0%) Overall Parental Involvement were the least likely to mention that they do not allow their teen to drink because their “teen is too young to drink or is too immature.”

VI. FINDINGS: OPINIONS AND POLICIES REGARDING TEEN ALCOHOL USE

Circumstances When Teen Is Allowed to Drink Alcohol

Under what circumstances do you allow your teen to drink alcohol? [Asked of those who indicated that it is okay for their teen to drink alcohol. Options were read and rotated, multiple responses were recorded.]

	(N=88)
Very special family occasion, such as a wedding	78.4%
A less formal family occasion, such as a holiday dinner	42.0%
On the weekend at your house	4.5%
On the weekend at someone else's house (with qualifications)	1.1%
Any location or occasion	3.4%
Any location or occasion (with qualifications)	3.4%
Don't know	1.1%

Of the 88 parents who allow their teens to consume alcohol, 78.4% reported that they allow it at a “very special family occasion, such as a wedding.” Forty-two percent (42.0%) of these parents allow their teen to drink alcohol at “a less formal family occasion, such as a holiday dinner.” Five percent (4.5%) of parents allow their teens to consume alcohol “on the weekend at their house,” while 1.1% allow their teen to drink “on the weekend at someone else’s house with special qualifications.” Three percent (3.4%) each allow their teens to drink alcohol on “any location or occasion” or “any location or occasion with special qualifications.” One percent (1.1%) of parents reported that they “don’t know.”

Parents from Central/Western Maine (88.0%) and Southern Maine (81.4%) were more likely than parents from Northern/Down East Maine (60.0%) to report that they allow their teen to drink at “very special family occasion, such as a wedding.”

Parents of female teenagers (84.1%) were more likely to allow drinking at “very special family occasion, such as a wedding” than were parents of male teenagers (72.7%). However, parents of male teenagers (50.0%) were more likely to allow their teen to drink at “a less formal family occasion, such as a holiday dinner” than parents of female teenagers (34.1%).

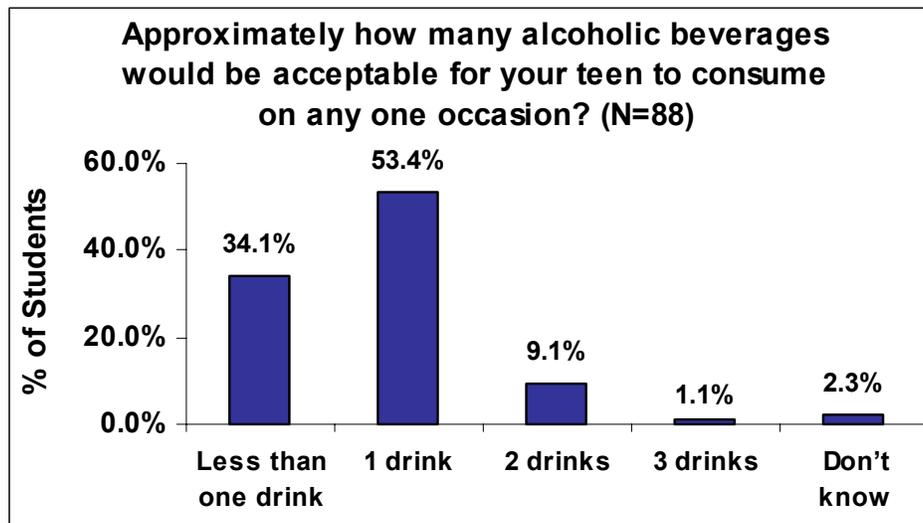
VI. FINDINGS: OPINIONS AND POLICIES REGARDING TEEN ALCOHOL USE

Number of Alcoholic Beverages Acceptable for Teen to Consume

Approximately how many alcoholic beverages would be acceptable for your teen to consume on any one occasion? [Asked of those who indicated that it is okay for their teen to drink alcohol]

	(N=88)
Less than one drink	34.1%
1 drink	53.4%
2 drinks	9.1%
3 drinks	1.1%
Don't know	2.3%

When asked how many alcoholic beverages would be acceptable for their teen to consume on any one occasion, one-half (53.4%) of the 88 parents who allow their teens to drink reported that “1 drink” was acceptable, and 34.1% said “less than one drink.” One in ten (9.1%) of these parents said that “2 drinks” is acceptable for their teen to consume on any one occasion, while 1.1% said “3 drinks.” Two percent (2.3%) of parents reported that they “don’t know” how many drinks would be acceptable for their teen.



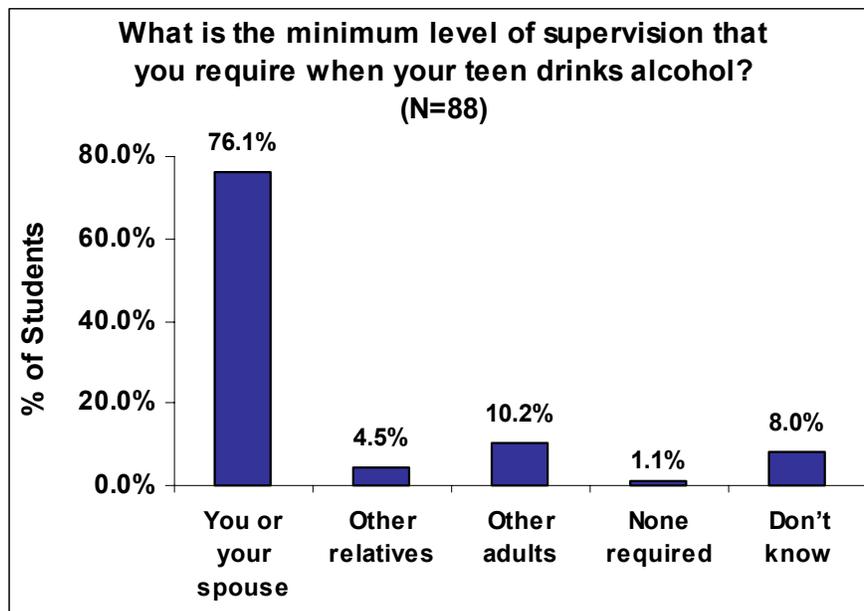
VI. FINDINGS: OPINIONS AND POLICIES REGARDING TEEN ALCOHOL USE

Minimum Level of Supervision Required When Teen Drinks Alcohol

What is the minimum level of supervision that you require when your teen drinks alcohol? [Asked of those who indicated that it is okay for their teen to drink alcohol]

	(N=88)
You or your spouse	76.1%
Other relatives	4.5%
Other adults	10.2%
No adult supervision is required	1.1%
Don't know	8.0%

When asked what the level of supervision they require when their teen drinks alcohol, approximately three-fourths (76.1%) of the 88 parents who allow drinking said that either "they or their spouse" must be present. One in ten (10.2%) of the parents who allow their teen to drink requires that "other adults" be present, while 4.5% require that "other relatives" are supervising their teen. One percent (1.1%) of parents who allow their teen to drink reported that "no adult supervision is required," while 8.0% "don't know."



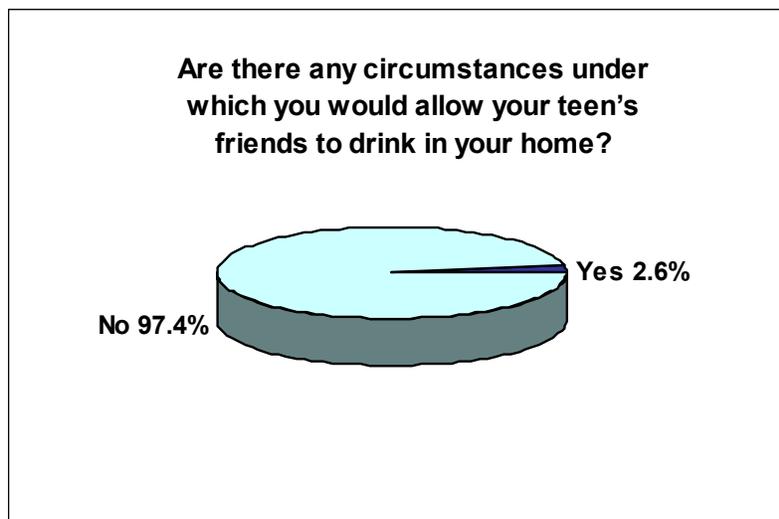
VI. FINDINGS: OPINIONS AND POLICIES REGARDING TEEN ALCOHOL USE

Are Teen's Friends Allowed to Drink in Your Home?

Are there any circumstances under which you would allow your teen's friends to drink in your home?

Yes	2.6%
No	97.4%

When asked if there were any circumstances under which they would allow their teen's friends to drink alcohol in their home, nearly all respondents (97.4%) said "no." The remaining 2.6% reported that there are circumstances under which they would allow their teen's friends to drink alcohol in their home.



VI. FINDINGS: OPINIONS AND POLICIES REGARDING TEEN ALCOHOL USE

Circumstances When Teen's Friends Are Allowed to Drink in Your Home

Under what circumstances would you allow your teen's friends to drink in your home? [Asked of parents who responded "Yes" when asked if there were circumstances under which they would allow their teen's to drink in their home. Unaided. Multiple responses were recorded.]

(N=13)	Number of Responses	Percent of Responses
With permission from the other parents	8	61.5%
Depends on which friends	2	15.4%
On a very special occasion	2	15.4%
If nobody left the house	1	7.7%
Adult supervision would be required	1	7.7%
Only with a sip of alcohol	1	7.7%
Don't know	2	15.4%

Of the 13 parents who would allow their teen's friends to drink in their home, 8 said that they would do it "with permission from the other parents." Two parents said that it "depends on which friends" and two parents indicated that they would allow it "on a very special occasion." One parent each said: "if nobody left the house," "adult supervision would be required," and "only with a sip of alcohol." Two parents were unsure under what circumstances they would allow their teen's friends to drink in their home.

VI. FINDINGS: OPINIONS AND POLICIES REGARDING TEEN ALCOHOL USE

Primary Reason for NOT Allowing Teen's Friends to Drink in Your Home

What are your primary reasons for not allowing your teen's friends to drink in your home? [Asked of parents who responded "No" when asked if there were circumstances under which they would allow their teen's friend to drink in their home. Unaided, multiple responses were recorded.]

Top Answers	(N=487)
It's illegal	59.5%
Parents are liable / would be held responsible	18.1%
Would be irresponsible, unethical	7.8%
Am against teen drinking	5.3%
It's wrong	4.7%
Teens are too young	4.1%
It's dangerous	3.1%
Don't have the authority to do so	2.9%
Do not allow alcohol in my home	2.1%
Don't know	3.9%

Approximately six in ten (59.5%) of the 487 parents who would not allow their teen's friends to drink in their home said that they would not do so because "it's illegal." While 18.1% of parents said they would not allow other teens to drink in their home because "parents are liable / would be held responsible," 7.8% of respondents indicated that it "would be irresponsible, unethical." Other top answers include: "am against teen drinking" (5.3%), "it's wrong" (4.7%), "teens are too young" (4.1%), "it's dangerous" (3.1%), "don't have the authority to do so" (2.9%), and "do not allow alcohol in my home" (2.1%). Four percent (3.9%) of parents were unsure why they would not allow their teen's friends to drink in their home.

All other answers were mentioned by less than 2.1% of respondents and appear in the crosstabulation tables accompanying this report.

Parents of 8th graders (69.1%) were more likely than parents of 9th (50.5%) or 10th graders (50.5%) to report that they do not allow their teen's friends to drink in their home because "it's illegal."

Parents who said that alcohol is consumed by an adult in their house "weekly/ daily" (66.5%) were more likely than those who consume alcohol less frequently [Monthly (58.8%); Rarely/ Never (52.6%)] to mention that they do not allow their teen's friends to drink in their home because "it's illegal."

VI. FINDINGS: OPINIONS AND POLICIES REGARDING TEEN ALCOHOL USE

Primary Reason for NOT Allowing Teen's Friends to Drink in Your Home (Continued)

Parents who earn a higher household income were more likely than those who earn a lower income to mention that they do not allow their teen's friends to drink in their home because "it's illegal" [\$65,000 or more (62.4%); \$45,000 to \$65,000 (61.0%); Less than \$45,000 (47.3%)].

Parents with "Moderate" (56.8%) or "None / Low" (56.2%) Overall Parental Involvement were less likely than parents with "Very High" involvement (67.6%) to mention that they do not allow their teen's friends to drink in their home because "it's illegal."

Parents who reported that their teen has consumed alcohol (27.7%) were more likely to say that they do not provide alcohol to their teen's friends because "parents are liable / would be held responsible" than parents of children who have never consumed alcohol (15.2%).

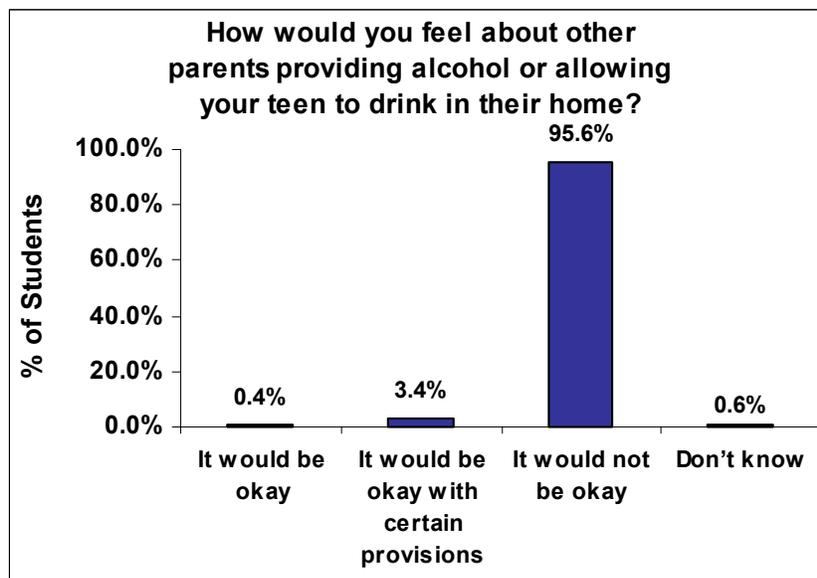
VI. FINDINGS: OPINIONS AND POLICIES REGARDING TEEN ALCOHOL USE

Attitude About Other Parents Providing Alcohol/ Allowing Teen to Drink in the Home

How would you feel about other parents providing alcohol or allowing your teen to drink in their home?

It would be okay	0.4%
It would be okay with certain provisions	3.4%
It would not be okay	95.6%
Don't know	0.6%

Nearly all (95.6%) respondents indicated that “it would not be okay” for other parents to provide alcohol or allowing their teen to drink in their home. While 3.4% of parents said that this scenario “would be okay with certain provisions,” only two parents (0.4%) indicated that “it would be okay.” Three respondents (0.6%) were unsure of whether or not this scenario would be okay with them.



VI. FINDINGS: OPINIONS AND POLICIES REGARDING TEEN ALCOHOL USE

Response if Other Parents Provided their Teen with Alcohol

What would you do if this happened? [Asked of parents who indicated that “It would not be okay” for other parents to provide alcohol to their teen. Unaided, multiple responses were recorded.]

Top Answers	(N=478)
Talk to the parents	46.4%
Call the authorities / police	27.6%
Not allow teen back to that house	20.7%
Talk to teen	4.8%
Sue the parents	3.6%
Consider calling police	3.1%
Don't know	5.2%

The 478 parents who indicated that “it would not be okay” for another parent to provide alcohol to their teen or a place for their teen to drink were asked what they would do if this happened. Nearly one-half (46.4%) of these parents indicated that they would “talk to the parents” about the situation. While 27.6% said that they would “call the authorities / police,” 20.7% would “not allow teen back to that house.” Other top answers include: “talk to teen” (4.8%), “sue the parents” (3.6%), and “consider calling the police” (3.1%). Five percent (5.2%) were unsure of what they would do.

All other answers were mentioned by less than 3.1% of respondents and appear in the crosstabulation tables accompanying this report.

Parents of male teenagers (51.0%) were more likely than parents of female teenagers (41.6%) to report that they would “talk to the parents” if this situation were to occur.

Parents who said that alcohol is consumed by an adult in their house on a “weekly/ daily” (50.3%) basis were more likely than those who consume alcohol “rarely/ never” (40.8%) to indicate that they would “talk to the parents” if this situation were to occur.

Parents in Southern Maine (20.0%) were less likely than those in Northern/Down East Maine (36.6%) to report that they would “call the authorities.” Parents of 9th graders (32.3%) were also more likely to say that they would “call the authorities” than parents of 10th graders (22.3%). Parents who drink alcohol infrequently are more likely than their demographic cohorts to mention this course of action [Rarely/ Never (35.5%); Monthly (23.3%); Weekly/ Daily (23.2%)].

Parents in Southern Maine (28.2%) were more likely than parents in Northern/Down East Maine (12.7%) to report that they would “not allow teen back to that house.”

VI. FINDINGS: OPINIONS AND POLICIES REGARDING TEEN ALCOHOL USE

Response if Other Parents Provided their Teen with Alcohol (Continued)

Parents of 12th graders (15.6%) are least likely to “not allow teen back to that house,” while parents of 10th graders (26.6%) are the most likely to take this course of action.

Parents who earn less than \$45,000 per year (34.1%) were less likely than their demographic cohorts to report that they would “talk to the parents” if another parent provided their child with alcohol [\$45,000 to \$65,000 (47.5%); \$65,000 or more (48.6%)].

In contrast, parents who earn less than \$45,000 per year (34.1%) were more likely than those who earn \$65,000 or more (21.3%) to say that they would “call the authorities.”

Parents whose Overall Parental Involvement is “Very High” (39.4%) were the most likely to report that they would “call the authorities” if another parent provided their child with alcohol when compared with their demographic cohorts [High (25.6%); Moderate (22.0%); None / Low (24.8%)].

Parents who reported that it is okay for their child to drink alcohol (54.7%) were more likely than parents who do not allow their teen to drink (44.9%) to report that they would “talk to the parents” if this situation were to occur. In contrast, parents who do not allow their teen to drink alcohol (30.8%) were more likely to report that they would “call the authorities,” than parents who allow their teen to drink (10.7%).

VI. FINDINGS: ATTITUDES REGARDING PARENTS' ROLE AND INFLUENCE

Views on Teenage Drinking: Inevitable vs. Parent Influence

Which of the following two statements most closely reflects your point of view on teenage drinking? [Options were rotated]

Statement 1: *“It is inevitable that teens are going to try alcohol. There’s not much I can do to stop it”.*

Statement 2: *“As a parent, I feel that I have the ability to influence my teen’s choices about alcohol”.*

Statement 1	7.8%
Statement 2	88.8%
Don't know	3.4%

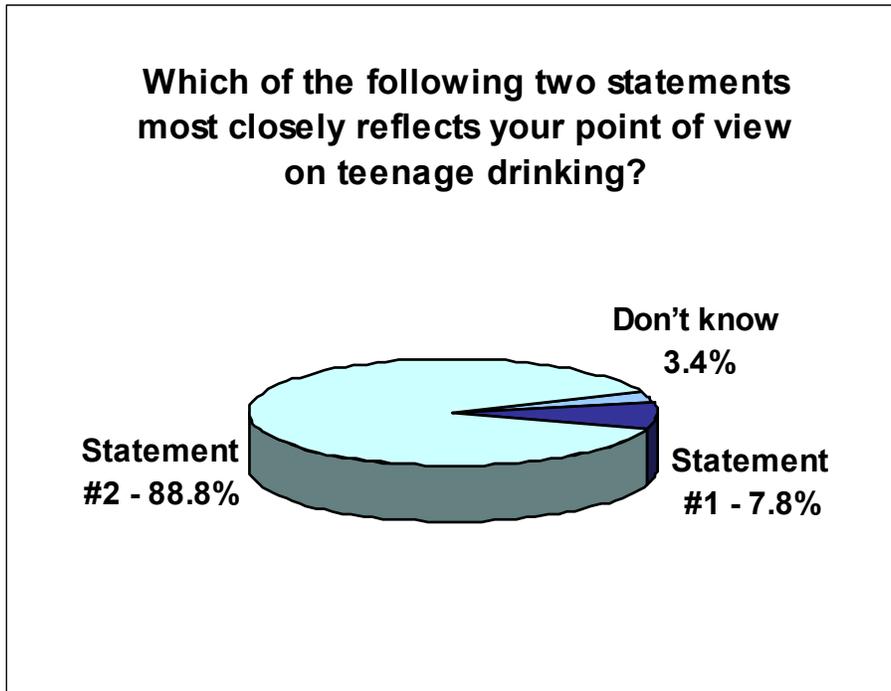
Approximately ninety percent (88.8%) of parents surveyed found that Statement 2: “As a parent, I feel that I have the ability to influence my teen’s choices about alcohol,” most closely reflects their view of teenage drinking. In contrast, only 7.8% of parents reported that they agree most with Statement 1: “It is inevitable that teens are going to try alcohol. There’s not much I can do to stop it.” Three percent (3.4%) of parents said that they “don’t know” which statement most closely reflects their views.

Parents whose level of Overall Parental Involvement is “None / Low” (14.5%) were more likely to agree with Statement 1 (Inevitable) than parents who have “Very High” involvement (3.8%).

Parents who reported that their teen has consumed alcohol (16.5%) were more likely to agree with Statement 1 (Inevitable) than parents who reported that their teen has not consumed alcohol (4.8%).

VI. FINDINGS: ATTITUDES REGARDING PARENTS' ROLE AND INFLUENCE

Views on Teenage Drinking: Inevitable vs. Parent Influence (Continued)



VI. FINDINGS: ATTITUDES REGARDING PARENTS' ROLE AND INFLUENCE

Attitudes Regarding Parents' Role and Influence on Teen Drinking

To what extent do you agree with the following statements? [Options were rotated]

	Strongly Disagree	Somewhat Disagree	Somewhat Agree	Strongly Agree	Don't know	Mean Response
A. "I believe that how I use and talk about alcohol in front of my teen has a strong influence over my teenager's behavior relating to alcohol use".	3.2%	2.2%	17.2%	76.6%	0.8%	3.69
B. "I sometimes feel helpless when it comes to preventing my teen from drinking alcohol".	55.2%	23.4%	12.8%	7.2%	1.4%	1.72
C. "I feel that it is very important for parents to try everything possible to prevent their teens from drinking alcohol".	2.0%	5.2%	13.8%	78.4%	0.6%	3.70
D. "Most people who drink turn out OK. My teen will be OK if he/she tries it too".	33.8%	28.4%	25.8%	7.2%	4.8%	2.07
E. "My job isn't to prevent them from drinking. Rather it's to teach them to drink responsibly".	40.8%	16.0%	24.6%	16.2%	2.4%	2.17
F. "I might be a little worried about my kid if he/she didn't try alcohol. It's part of growing up".	71.0%	14.2%	9.2%	3.6%	2.0%	1.44
G. "I'd rather not know if my teen is drinking – there is nothing I can do to stop it".	89.0%	5.8%	2.8%	2.4%	0.0%	1.19

VI. FINDINGS: ATTITUDES REGARDING PARENTS' ROLE AND INFLUENCE

Attitudes Regarding Parents' Role and Influence on Teen Drinking (Continued)

Statement A: "I believe that how I use and talk about alcohol in front of my teen has a strong influence over my teenager's behavior relating to alcohol use".

The vast majority (93.8%) of respondents indicated that they either strongly (76.6%) or somewhat (17.2%) agree with this statement. A total of 5.4% of parents either strongly (3.2%) or somewhat (2.2%) disagreed with the statement. Four respondents (0.8%) were unsure.

Parents of students in lower grades (81.0%) were more likely to "strongly agree" with this statement than parents of students in higher grades. Parents who earn less than \$45,000 per year (82.1%) were more likely than those with higher incomes to "strongly agree" with this statement. Female parents (80.9%) were more likely than male parents (69.6%) to agree with this statement.

Parents who earn less than \$45,000 per year (82.1%) were more likely than their demographic cohorts to "strongly agree" with this statement.

Parents with a "Very High" Overall Parental Involvement (82.1%) were more likely than those with less involvement to "strongly agree" with this statement. In addition, parents who are "Involved Indirectly" (88.5%) with Advocacy Outside the home were the most likely to agree with this statement.

Parents whose child has consumed alcohol (64.3%) were less likely than those whose teen has never consumed alcohol (80.4%) to "strongly agree" with this statement.

Statement B: "I sometimes feel helpless when it comes to preventing my teen from drinking alcohol".

More than three-fourths (78.6%) of parents said that they either strongly (55.2%) or somewhat (23.4%) disagree with this statement. A total of 20.0% of respondents either strongly (7.2%) or somewhat (12.8%) agreed with the statement. One percent (1.4%) were unsure.

Parents from Central/Western Maine (47.5%) were less likely to "strongly disagree" with this statement than parents from Southern (58.8%) or Northern/Down East Maine (58.7%).

Parents with a "Very High" Overall Parental Involvement (47.2%) were less likely to "strongly disagree" with this statement than those with lower levels of involvement.

Parents of teens who have never consumed alcohol (61.4%) were more likely to "strongly disagree" with this statement than parents of teens who have consumed alcohol (35.7%).

VI. FINDINGS: ATTITUDES REGARDING PARENTS' ROLE AND INFLUENCE

Attitudes Regarding Parents' Role and Influence on Teen Drinking (Continued)

Statement C: "I feel that it is very important for parents to try everything possible to prevent their teens from drinking alcohol".

Approximately nine in ten (92.2%) respondents indicated that they either strongly (78.4%) or somewhat (13.8%) agree with this statement. A total of 7.2% of parents either strongly (2.0%) or somewhat (5.2%) disagreed with the statement. Three respondents (0.6%) were unsure.

Parents of 8th (82.0%) and 9th graders (87.0%) were more likely than parents of teens in 10th (75.0%), 11th (75.0%) and 12th (73.0%) grades to "strongly agree" with this statement.

Parents who earn less than \$45,000 per year (86.3%) were more likely than their demographic cohorts to "strongly agree" with Statement C [\$45,000 to \$65,000 (76.7%); \$65,000 or more (75.8%)].

Parents who are college graduates (73.5%) were less likely than their demographic cohorts to "strongly agree" with Statement C. Female parents (81.9%) were somewhat more likely than male parents (72.8%) to "strongly agree" with this statement.

Parents with little or no Overall Parental Involvement were less likely than parents with higher levels of involvement to "strongly agree" with Statement C [None/ Low (72.7%); Moderate (80.0%); High (78.1%); Very High (83.0%)].

Parents who are "Involved Indirectly" (88.5%) in Advocacy Outside the Home were the most likely to agree with Statement C when compared with other levels of Advocacy. Parents who said that it is never okay for their teen to drink alcohol (83.3%) were more likely to "strongly agree" with Statement C than parents who allow their teen to drink (55.7%).

Parents whose children have never had alcohol (81.2%) were more likely than parents whose children have consumed alcohol (69.6%) to "strongly agree with this statement."

Statement D: "Most people who drink turn out OK. My teen will be OK if he/she tries it too".

Nearly two-thirds (62.2%) of parents said that they either strongly (33.8%) or somewhat (28.4%) disagree with this statement. A total of 33.0% of respondents either strongly (7.2%) or somewhat (25.8%) agreed with the statement. Five percent (4.8%) were unsure.

Parents who "rarely/ never" drink alcohol (20.7%) were less likely than those who drink "monthly" (36.4%) or "weekly/ daily" (42.6%) to "somewhat agree" or "strongly agree" with Statement D.

Parents who reported a higher annual income [\$65,000 or more (38.4%); \$45,000 to \$65,000 (36.3%)] were more likely to "somewhat agree" or "strongly agree" with Statement D than those who earn less than \$45,000 per year (24.2%). Parents with a college degree or more (41.3%) are more likely than their demographic cohorts to agree either "somewhat" or "strongly" with Statement D.

VI. FINDINGS: ATTITUDES REGARDING PARENTS' ROLE AND INFLUENCE

Attitudes Regarding Parents' Role and Influence on Teen Drinking (Continued)

Parents with a "Moderate" (39.1%) or "None / Low" (38.2%) Overall Parental Involvement were more likely to "somewhat" or "strongly agree" with Statement D than parents whose involvement is "High" (27.8%) or "Very High" (29.2%).

Parents who said that it is okay for their teen to drink alcohol (50.0%) were more likely to "somewhat" or "strongly agree" with Statement D than parents who never allow their teen to drink (29.4%)

Statement E: "My job isn't to prevent them from drinking. Rather it's to teach them to drink responsibly".

Approximately one-half (56.8%) of respondents indicated that they either strongly (40.8%) or somewhat (16.0%) disagree with this statement. Meanwhile, a total of 40.8% of parents said that they either strongly (16.2%) or somewhat (24.6%) agree with the statement. Two percent (2.4%) were unsure.

Parents who said that alcohol is consumed by an adult in their house frequently were more likely than parents who drink infrequently to "somewhat" or "strongly agree" with Statement E [Weekly/ Daily (47.7%); Monthly (43.8%); Rarely/ Never (31.0%).

Parents with a high school degree or less (49.3%) are more likely than those with some college (30.5%) to "somewhat" or "strongly" agree with Statement E.

Parents who are "Involved Indirectly" in Advocacy Outside the Home (29.5%) are less likely than parents who are "Involved Directly" (40.5%) or with "None / Low" involvement (42.8%) to agree either "somewhat" or "strongly" with Statement E.

Parents who have indicated that it is okay for their teen to drink (65.9%) were more likely to "somewhat" or "strongly" agree with Statement E than parents who do not allow their teen to drink (35.4%). In addition, parents who report that their child has consumed alcohol (51.3%) were more likely to "somewhat" or "strongly" agree with this statement than those whose children have never consumed alcohol (37.6%).

VI. FINDINGS: ATTITUDES REGARDING PARENTS' ROLE AND INFLUENCE

Attitudes Regarding Parents' Role and Influence on Teen Drinking (Continued)

Statement F: "I might be a little worried about my kid if he/she didn't try alcohol. It's part of growing up".

Eighty-five percent (85.2%) of parents said that they either strongly (71.0%) or somewhat (14.2%) disagree with this statement. A total of 12.8% of respondents either strongly (3.6%) or somewhat (9.2%) agreed with the statement. Two percent (2.0%) were unsure.

Parents from Central/Western Maine were less likely to "strongly disagree" (63.3%) with Statement F than parents from other regions.

Parents who earn between \$45,000 and \$65,000 per year (66.4%) were less likely than their demographic cohorts to "strongly disagree" with Statement F [Less than \$45,000 (74.7%); \$65,000 or more (74.7%)].

Parents with "Very High" (75.5%) and "High" (74.6%) Overall Parental Involvement were more likely than parents with "Moderate" (67.8%) or with "None / Low" (64.5%) involvement to "strongly disagree" with Statement F.

Parents who never allow their teen to drink alcohol (74.0%) were more likely to "strongly disagree" with Statement F than parents who allow their teen to drink (56.8%).

Statement G: "I'd rather not know if my teen is drinking – there is nothing I can do to stop it".

Nearly all (94.8%) respondents indicated that they either strongly (89.0%) or somewhat (5.8%) disagree with this statement. A total of 5.2% either strongly (2.4%) or somewhat (2.8%) agree with the statement.

VI. FINDINGS: ATTITUDES REGARDING PARENTS' ROLE AND INFLUENCE

Perceived Influence of Specific Parent Behaviors on Teen Drinking Decisions

I am going to read you a list of examples of some things parents might do and I would like you to tell me how much influence you think each example would have on their teen's drinking decisions. [Examples were read on a rotating basis.]

	1 - Not at all influential	2 - Not very influential	3 - Somewhat influential	4 - Very influential	Don't know	Mean Response
Have more than 4 drinks in one evening in front of their teen	5.2%	3.2%	19.0%	71.6%	1.0%	3.59
Use alcohol to relieve stress or anxiety, saying things such as "I've had a tough week; I <u>need</u> a beer"	5.6%	7.0%	29.4%	56.8%	1.2%	3.39
Occasionally joke or tell a funny story about their past drinking behavior in front of their teen	5.2%	11.4%	40.0%	41.2%	2.2%	3.20
Ask their teen to get alcoholic beverages for them, such as getting a beer from the refrigerator	7.4%	13.6%	31.8%	45.4%	1.8%	3.17
Wear clothing that advertises alcoholic beverages	14.6%	22.8%	31.8%	28.2%	2.6%	2.76

Of the five behaviors listed above, respondents were most likely to think that parents "having more than 4 drinks in one evening in front of their teen" is the most influential on teen drinking decisions (mean = 3.59 out of 4), followed by "using alcohol to relieve stress or anxiety" (mean = 3.39). Respondents also recognized that parents "occasionally joking or telling a funny story about their past drinking behavior in front of their teen" (mean = 3.20) and parents "asking their teen to get alcoholic beverages for them" (mean = 3.17) can also be influential in terms of teen drinking. Respondents indicated that parents "wearing clothing that advertises alcoholic beverages" (mean = 2.76) was the least influential of the five behaviors tested.

VI. FINDINGS: ATTITUDES REGARDING PARENTS' ROLE AND INFLUENCE

Perceived Influence of Specific Parent Behaviors on Teen Drinking Decisions **(Continued)**

Have more than 4 drinks in one evening in front of their teen

Parents with a high school education or less (14.2%) are more likely than those with a college education or more (4.2%) to report that having more than 4 drinks in one evening in front of their teen is “not very” or “not at all influential” in shaping their teen’s drinking decisions.

Use alcohol to relieve stress or anxiety, saying things such as “I’ve had a tough week; I need a beer”

Parents with a “Very High” (7.5%) level of Overall Parental Involvement are less likely than those with “None / Low” involvement (16.4%) to say that using alcohol to relieve stress or anxiety is “not very influential” or “not at all influential” in their teen’s drinking decisions.

Occasionally joke or tell a funny story about their past drinking behavior in front of their teen

Parents of 12th graders (22.0%) were more likely to report that joking or telling stories about past drinking behavior is either “not at all influential” or “not very influential” than parents of 8th graders (12.0%).

Parents who have a high school education or less (21.6%) were more likely to indicate that joking or telling stories about past drinking behavior is either “not at all influential” or “not very influential” than their demographic cohorts [some college (15.2%); college degree or more (15.3%)].

Parents who have a “Moderate” (22.6%) level of Overall Parental Involvement were more likely to say that joking or telling stories about past drinking behavior is either “not at all influential” or “not very influential” than parents with “Very High” (14.2%), “High” (16.6%), or “None / Low” (12.7%) involvement.

Ask their teen to get alcoholic beverages for them, such as getting a beer from the refrigerator

Parents who drink frequently are more likely than parents who never drink, or drink infrequently, to report that asking their teen to get alcoholic beverages for them is “not at all influential” or “not very influential” in shaping their teen’s drinking decisions [Weekly/ daily (26.4%); Monthly (22.3%); Rarely/ Never (13.8%)].

Parent’s with low levels of Overall Parental Involvement were more likely to report that asking their teen to get alcoholic beverages for them is “not at all influential” or “not very influential” in shaping their teen’s drinking decisions [None / Low (26.4%); Moderate (20.9%); High (21.9%); Very High (14.2%)].

VI. FINDINGS: ATTITUDES REGARDING PARENTS' ROLE AND INFLUENCE

Perceived Influence of Specific Parent Behaviors on Teen Drinking Decisions **(Continued)**

Parents who allow their teen to drink alcohol (28.4%) are somewhat more likely than parents who do not allow their teen to drink alcohol (19.4%) to indicate that asking their teen to get alcoholic beverages for them is “not at all influential” or “not very influential.”

Wear clothing that advertises alcoholic beverages

Parents in Southern Maine (42.2%) and Central/Western Maine (37.3%) were more likely than parents in Northern/Down East Maine (30.4%) to say that wearing clothing that advertises alcoholic beverages is “not at all” or “not very influential” in their teen’s drinking decisions.

Parents of students in upper grades [10th grade (41.0%); 11th grade (42.0%); 12th grade (41.0%)] were more likely to report that wearing clothing that advertises alcoholic beverages is “not at all” or “not very influential” in their teens drinking decisions than students in lower grades [8th grade (32.0%); 9th grade (31.0%)].

Parents who drink alcohol frequently are more likely than parents who drink infrequently to report that wearing clothing that advertises alcoholic beverages is “not at all” or “not very influential” [Weekly/ Daily (41.6%); Monthly (36.4%), Rarely/ Never (33.9%)].

Parents who have “None / Low” (30.9%) Overall Parental Involvement were less likely to indicate that wearing clothing that advertises alcoholic beverages is “not at all” or “not very influential” than parents who have a “Moderate” (40.9%) or “High” (40.8%) level of involvement.

VI. FINDINGS: CONCERNS REGARDING RISKS OF TEEN DRINKING

Degree of Worry Regarding Specific Risks Associated with Teen Alcohol Use

I am going to read you some potential risks that are associated with teen drinking. Please tell me how worrisome you find each of the risks that I read to you. We will use a scale from 1 to 5, where 1 would mean that the potential risk is 'not at all worrisome' to you and 5 would mean that the risk is 'one of the most worrisome' to you. [Potential risks were read on a rotating basis.]

	1 - Not at all worrisome	2	3	4	5 - One of the most worrisome	Mean Response
Your teen might end up in trouble with the police	15.4%	7.8%	10.0%	17.2%	49.6%	3.78
Your teen might be involved in unwanted and/or unprotected sexual behavior	15.6%	8.4%	10.6%	14.0%	51.4%	3.77
Your teen might move on to other drugs	16.0%	8.4%	10.0%	17.4%	48.2%	3.73
Your teen's grades might suffer	15.2%	9.2%	11.2%	21.0%	43.4%	3.68
Your teen's brain development might be adversely affected	16.2%	9.0%	15.4%	15.0%	44.4%	3.62
Your teen might drink and drive	23.8%	7.2%	7.2%	8.2%	53.6%	3.61
Your teen's drinking could lead to depression or suicide	18.0%	11.6%	13.4%	14.8%	42.2%	3.52
Your teen could lose out on a scholarship or some other opportunity	18.0%	11.8%	15.6%	16.0%	38.6%	3.45
Your teen might drink to excess or become addicted to alcohol	22.6%	12.0%	13.0%	9.6%	42.8%	3.38

VI. FINDINGS: CONCERNS REGARDING RISKS OF TEEN DRINKING

Degree of Worry Regarding Specific Risks Associated with Teen Alcohol Use (Continued)

The table on the previous page illustrates that parents have approximately the same amount of concern for six of the nine potential risks tested: “your teen might end up in trouble with the police” (mean = 3.78 out of 4), “your teen might be involved in unwanted and/or unprotected sexual behavior” (mean = 3.77), “your teen might move on to other drugs” (mean = 3.73), “your teen’s grades might suffer” (mean = 3.68), “your teen’s brain development might be adversely affected” (mean = 3.62), and “your teen might drink and drive” (mean = 3.61). The three potential risks that are slightly less worrisome to parents include: “your teen’s drinking could lead to depression or suicide” (mean = 3.52), “your teen could lose out on a scholarship or some other opportunity” (mean = 3.45), and “your teen might drink to excess or become addicted to alcohol” (mean = 3.38).

Your teen might end up in trouble with the police

Parents from Southern Maine (43.1%) were less likely than parents from Northern/Down East Maine (52.9%) or Central/Western Maine (55.1%) to report that the chance that their “teen might end up in trouble with the police” is “one of the most worrisome” risks associated with teen drinking.

Parents who drink “weekly/ daily” (44.2%) were less likely than parents who drink “rarely/ never” (52.9%) or “monthly” (56.2%) to indicate that the risk that their “teen might end up in trouble with the police” is “one of the most worrisome.”

Parents who earn less than \$45,000 per year (63.2%) were less likely than those who earn either \$45,000 to \$65,000 (47.9%) or \$65,000 or more (44.7%) to indicate that the risk that their “teen might end up in trouble with the police” is “one of the most worrisome.”

Parents with a four-year college degree (43.4%) were less likely than their demographic cohorts to report that the risk of their teen ending up in trouble with the police is “one of the most worrisome” risks associated with teen alcohol use.

Parents who allow their teen to drink (39.8%) were less likely than parents who do not allow their teen to drink (51.7%) to rate the risk that their “teen might end up in trouble with the police” as “one of the most worrisome.”

Parents who reported that their teen has not consumed alcohol (46.8%) were less likely than parents of children who have consumed alcohol (58.3%) to rate the risk of getting into trouble with police as “one of the most worrisome.”

Your teen might be involved in unwanted and/or unprotected sexual behavior

Parents of female teenagers (58.0%) were more likely than parents of male teenagers (45.1%) to report that the risk that their teen “might be involved in unwanted and/or unprotected sexual behavior” is “one of the most worrisome.”

VI. FINDINGS: CONCERNS REGARDING RISKS OF TEEN DRINKING

Degree of Worry Regarding Specific Risks Associated with Teen Alcohol Use (Continued)

Parents who drink alcohol “weekly/ daily” (46.7%) are less likely than those who drink “monthly” (57.0%) or “rarely/ never” (55.2%) to report that the risk of their teen being involved in unwanted and/or unprotected sexual behavior is “one of the most worrisome.”

Parents who earn less than \$45,000 per year (60.0%) were more likely than parents who earn \$45,000 to \$65,000 (48.6%) or \$65,000 or more (51.6%) to report that the risk of their teen being involved in unwanted and/or unprotected sexual behavior is “one of the most worrisome.”

Parents with higher levels of Overall Parental Involvement were more likely to indicate that the risk of unwanted and/or unprotected sexual behavior is “one of the most worrisome” [Very High (60.4%); High (52.7%); Moderate (50.4%); None / Low (41.8%)].

Parents who reported that their child has never had alcohol (48.1%) were less likely than parents of children who have consumed alcohol (61.7%) to report that this is “one of the most worrisome” risks.

Your teen might move on to other drugs

Parents from Southern Maine (42.2%) were less likely than parents from Northern/Down East Maine (50.7%) or Central/Western Maine (53.8%) to report that the chance that their “teen might move on to other drugs” is “one of the most worrisome” risks associated with teen drinking.

Parents who drink “weekly/ daily” (41.1%) were less likely than parents who drink “monthly” (57.9%) or “rarely/ never” (51.1%) to indicate that this risk is “one of the most worrisome.”

Parents who earn less than \$45,000 per year (57.9%) were more likely than parents who earn \$45,000 to \$65,000 (47.3%) or \$65,000 or more (44.7%) to report that the risk that their “teen might move on to other drugs” is “one of the most worrisome.”

Parents with a four-year college degree or more (41.8%) were less likely than their demographic cohorts to rate the risk that their “teen might move on to other drugs” as “one of the most worrisome.”

Parents with higher levels of Overall Parental Involvement were more likely to indicate that the risk of their “teen might move on to other drugs” is “one of the most worrisome” [Very High (56.6%); High (47.3%); Moderate (47.8); None / Low (41.8%)].

Parents who allow their teen to drink alcohol (34.1%) were less likely than parents who do not allow their teen to drink (51.2%) to report that the risk that their “teen might move on to other drugs” is “one of the most worrisome.”

VI. FINDINGS: CONCERNS REGARDING RISKS OF TEEN DRINKING

Degree of Worry Regarding Specific Risks Associated with Teen Alcohol Use (Continued)

Your teen's grades might suffer

Parents from Southern Maine (38.7%) were less likely than parents from Northern/Down East Maine (46.4%) or Central/Western Maine (46.8%) to report that the chance that their "teen's grades might suffer" is "one of the most worrisome" risks associated with teen drinking.

Parents of male teenagers (38.1%) were less likely than parents of female teenagers (49.0%) to rate the risk that their "teen's grades might suffer" as "one of the most worrisome."

Parents who drink "weekly/ daily" (36.0%) were less likely than parents who drink "monthly" (44.6%) or "rarely/ never" (51.7%) to indicate that this risk is "one of the most worrisome."

Parents who earn less than \$45,000 per year (58.9%) were more likely than parents who earn \$45,000 to \$65,000 (43.2%) or \$65,000 or more (36.3%) to report that the risk that their "teen's grades might suffer" is "one of the most worrisome."

Parents with some college education (53.7%) were more likely than their demographic cohorts to rate the risk that their "teen's grades might suffer" as "one of the most worrisome."

Parents who are "Involved Indirectly" (52.5%) in Advocacy Outside the Home were more likely than parents with other levels of involvement to rate the risk that their "teen's grades might suffer" as "one of the most worrisome."

Parents who allow their teen to drink (33.0%) were less likely than parents who do not allow their teen to drink (45.6%) to rate the risk that their "teen's grades might suffer" as "one of the most worrisome."

Your teen's brain development might be adversely affected

Parents from Southern Maine (38.7%) were the least likely, and parents from Central/Western Maine were the most likely (52.5%) to report that the risk to their teen's brain development is "one of the most worrisome" risks associated with teen drinking.

Parents who "rarely/ never" drink alcohol (49.4%) or who drink on a "monthly" basis (47.1%) were more likely than parents who drink "weekly/ daily" (39.1%) to report that "your teen's brain development might be adversely affected" is "one of the most worrisome" risks.

Parents who earn a lower annual household income were more likely than those with a high annual income to say that "your teen's brain development might be adversely affected" is "one of the most worrisome" risks [Less than \$45,000 (57.9%); \$45,000 to \$65,000 (46.6%); \$65,000 or more (37.4%)]

VI. FINDINGS: CONCERNS REGARDING RISKS OF TEEN DRINKING

Degree of Worry Regarding Specific Risks Associated with Teen Alcohol Use (Continued)

Parents with some college (52.4%) were more likely than those with a four-year college degree or more (36.5%) to indicate that the risk that their “teen’s brain development might be adversely affected” is “one of the most worrisome.” Female parents (48.9%) were more likely than male parents (37.2%) to report that this is “one of the most worrisome” risks associated with teen alcohol use.

Parents who never allow their teen to drink alcohol (47.1%) were more likely than parents who allow their teen to drink alcohol (31.8%) to report that damage to their teen’s brain development is “one of the most worrisome” risks associated with teen alcohol use.

Your teen might drink and drive

Parents who drink alcohol on a “monthly” basis (62.0%) were more likely than their demographic cohorts to report that they find the risk that their “teen might drink and drive” to be “one of the most worrisome.”

Parents with a “Very High” (62.3%) level of Overall Parental Involvement were more likely than those at any other level of involvement to report that they find the risk that their “teen might drink and drive” to be “one of the most worrisome” [High (52.1%); Moderate (51.3%); None / Low (50.0%)].

Parents who are “Involved Directly” (60.7%) in Advocacy Outside the Home were the most likely to report that the risk that their “teen might drink and drive” is “one of the most worrisome.”

Parents who reported that their teen had consumed alcohol (65.2%) were more likely than parents of teens who have never consumed alcohol (50.0%) to find this to be “one of the most worrisome” risks.

Your teen’s drinking could lead to depression or suicide

Parents who drink “weekly/ daily” (35.5%) were less likely than parents who drink “monthly” (47.9%) or “rarely/ never” (47.7%) to indicate that the risk that their “teen’s drinking could lead to depression or suicide” is “one of the most worrisome” risks associated with teen alcohol use.

Parents who earn less than \$45,000 per year (54.7%) were more likely than parents who earn \$45,000 to \$65,000 (40.4%) or \$65,000 or more (40.0%) to report that the risk that their “teen’s drinking could lead to depression or suicide” is “one of the most worrisome.”

Parents with a four-year college degree (38.1%) were less likely than those with some college (47.0%) or a high school degree or less (44.8%) to rate the risk of depression or suicide as “one of the most worrisome.”

Male parents (36.6%) were less likely than female parents (45.6%) to report that the risk of depression or suicide is “one of the most worrisome” risks associated with teen alcohol use.

VI. FINDINGS: CONCERNS REGARDING RISKS OF TEEN DRINKING

Degree of Worry Regarding Specific Risks Associated with Teen Alcohol Use (Continued)

Parents who allow their teen to drink alcohol (34.1%) were less likely than those who do not allow their teen to drink alcohol (43.9%) to rate the risk of depression or suicide as “one of the most worrisome.”

Your teen could lose out on a scholarship or some other opportunity

Parents from Southern Maine (33.8%) were less likely than parents from other regions to rate the risk of their teen losing out on a “scholarship or some other opportunity” as one of the most worrisome risks associated with teen alcohol use [Northern/Down East Maine (39.1%); Central/Western Maine (44.3%)].

Parents who drink “weekly/ daily” (33.0%) were less likely than parents who drink “monthly” (38.0%) or “rarely/ never” (46.6%) to indicate that this risk is “one of the most worrisome.”

Parents who earn less than \$45,000 per year (52.6%) were more likely than parents who earn \$45,000 to \$65,000 (39.0%) or \$65,000 or more (31.1%) to report that the risk that their “teen could lose out on a scholarship or some other opportunity” is “one of the most worrisome.”

Parents with a four-year college degree (28.6%) were less likely than those with some college (45.7%) or a high school degree or less (45.5%) to rate the risk of losing a scholarship or other opportunity as “one of the most worrisome.”

Parents who are either “Involved Directly” (45.2%) or “Involved Indirectly” (44.3%) in Advocacy Outside the Home were more likely than those who do not participate in advocacy (36.1%) to rate the risk of losing a scholarship or other opportunity as “one of the most worrisome.”

Parents who allow their teen to drink (30.7%) were less likely than parents who do not allow their teen to drink (40.3%) to rate the risk of losing a scholarship or other opportunity as “one of the most worrisome.”

Your teen might drink to excess or become addicted to alcohol

Parents from Central/Western Maine (51.3%) were more likely than their demographic cohorts to report that the risk that their teen “might drink to excess or become addicted to alcohol” was “one of the most worrisome” risks associated with teen alcohol use.

Parents who frequently consume alcohol were less likely to report that the idea that their teen “might drink to excess or become addicted to alcohol” is “one of the most worrisome” risks associated with teen alcohol use than parents who drink alcohol infrequently, or not at all [Weekly/ Daily (36.5%); Monthly (48.8%); Rarely/ Never (47.1%)].

Parents with a lower annual household income were more likely than parents with a high income to report that the risk that “your teen might drink to excess or become addicted to alcohol” is “one of the most worrisome” [Less than \$45,000 (49.5%); \$45,000 to \$65,000 (40.4%), \$65,000 or more (41.1%)].

VI. FINDINGS: CONCERNS REGARDING RISKS OF TEEN DRINKING

Degree of Worry Regarding Specific Risks Associated with Teen Alcohol Use (Continued)

Parents with a college degree or more (36.5%) were less likely to report that the risk that their teen “might drink to excess or become addicted to alcohol” than parents with some college (48.2%) or a high school degree or less (47.0%).

Parents with a higher level of Overall Parental Involvement were more likely than parents with low involvement to report that the risk that their teen “might drink to excess or become addicted to alcohol” is “one of the most worrisome” risks associated with teen alcohol use [Very High (50.9%); High (45.0%); Moderate (42.6%); None / Low (31.8%)].

Parents who reported that their teen had consumed alcohol (54.8%) were more likely to report that this is “one of the most worrisome” risks associated with teen alcohol use, than parents who reported that their children had never consumed alcohol (38.9%).

VI. FINDINGS: EFFORTS MADE TO PREVENT TEEN DRINKING

Effort Made to Prevent Teen from Drinking Alcohol

How much of an effort do you feel that you have made in terms of trying to prevent or stop your teen from drinking alcohol? Have you made: [Options were rotated]

A significant effort	66.6%	Significant / Moderate effort combined	93.8%
A moderate effort	27.2%		
A small effort	3.8%	No effort / A small effort combined	6.0%
No effort	2.2%		
Don't know	0.2%		

Nearly all (93.8%) respondents indicated that they have made either a “significant” (66.6%) or “moderate” (27.2%) effort in terms of trying to prevent or stop their teen from drinking alcohol. While 3.8% of parents said that they have made a “small effort,” 2.2% indicated that they have made “no effort.” One respondent (0.2%) was unsure.

Parents from Southern Maine (57.8%) were less likely to report making a “significant effort” to prevent or stop their teen from drinking than respondents from Central/Western Maine (70.9%) or Northern/Down East Maine (74.6%).

Parents of 9th graders (74.0%) were more likely than parents of 8th (62.0%) and 11th graders (60.0%) to report that they have made a “significant effort” to prevent or stop their teen from drinking.

Parents who “never/ rarely” drink (76.4%) were more likely than those who drink on a “monthly” basis (69.4%) or on a “weekly/ daily” basis (56.9%) to report that they have made a “significant effort” to prevent or stop their teen from drinking.

Parents who earn less than \$45,000 per year (77.9%) were more likely to report making a “significant effort” to prevent or stop their teen from drinking than parents who earn \$45,000 to \$65,000 per year (68.5%) or \$65,000 or more (63.2%).

Parents who have some college education (75.0%) were more likely than those with a college degree or more (59.8%) to report that they have made a “significant effort” to prevent their teen from drinking alcohol.

Female parents (72.8%) were more likely to report that they have made a “significant effort” to prevent or stop their teen from drinking than male parents (56.5%).

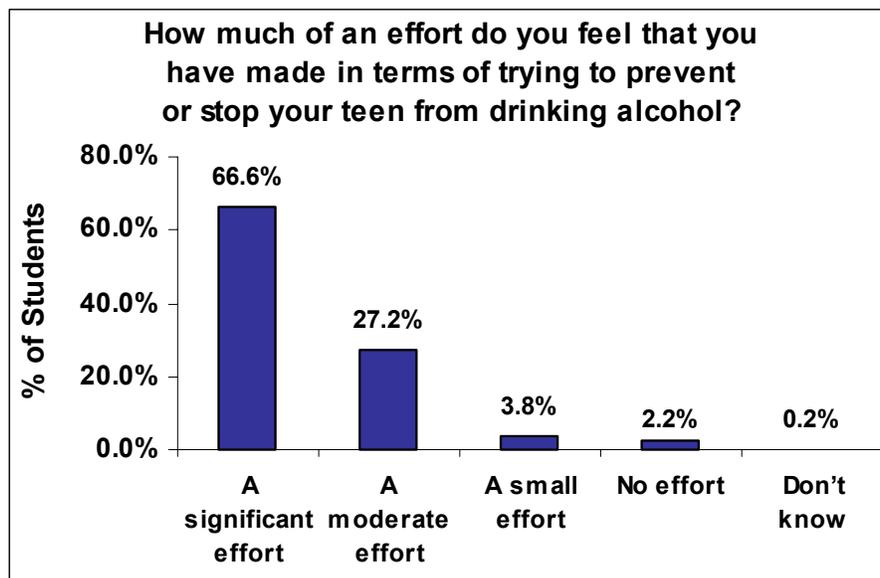
VI. FINDINGS: EFFORTS MADE TO PREVENT TEEN DRINKING

Effort Made to Prevent Teen from Drinking Alcohol (Continued)

It is important to note that parents with “Very High” (80.2%) Overall Parent Involvement are the most likely to report that they have made a “significant effort” to prevent their teen from drinking, followed by those with “High Involvement” (69.2%).

Similarly, parents who are “Involved Directly” (76.2%) and “Involved Indirectly” (75.4%) with Advocacy Outside the Home are more likely to indicate that they have made a “significant effort” to prevent their teen from drinking than parents who are not involved in advocacy [“None/ Don’t know” (62.8%)].

Parents who never allow their teen to drink alcohol (69.4%) are more likely than parents who allow their teen to drink (53.4%) to say that they have made a “significant effort” to prevent or stop their child from drinking alcohol.



VI. FINDINGS: EFFORTS MADE TO PREVENT TEEN DRINKING

Advocacy / Actions to Prevent Teen Drinking in General

What actions, if any, have you taken within your community or school to help curb teenage drinking in general? [Unaided. Multiple responses were recorded.]

Top Answers	
Active in DARE	4.8%
Am a mentor, coach, and/or scout leader	3.6%
Talk to other parents about teen drinking	3.0%
Talk to teen's friends about not drinking	3.0%
Involved in / support Project Graduation	2.2%
Donate money to DARE, MADD, etc.	1.8%
Attend parent groups about teen drinking	1.8%
Involved in school (PTA, staff member, etc.)	1.6%
Invite kids to home where there is no alcohol	1.4%
Advocate in schools for no teen drinking	1.2%
Attend meetings regarding teen drinking	1.2%
Involved in community groups	1.0%
Don't know	4.4%
None	66.6%

Two-thirds (66.6%) of parents indicated that they have not taken any actions within their community or school to help curb teenage drinking in general, and 4.4% were unsure of what actions they have taken. Approximately five percent (4.8%) of respondents indicated that they are "active in DARE," 3.6% said that they are a "mentor, coach, and/or scout leader" and 3.0% each said that they "talk to other parents about teen drinking" and "talk to teen's friends about not drinking." Other top answers given include: "involved in / support Project Graduation" (2.2%), "donate money to DARE, MADD, etc." (1.8%), "attend parent groups about teen drinking" (1.8%), "involved in school (PTA, staff member, etc.)" (1.6%), "invite kids to home where there is no alcohol" (1.4%), "advocate in schools for no teen drinking" (1.2%), "attend meetings regarding teen drinking" (1.2%), and "involved in community groups" (1.0%).

All other answers were mentioned by less than 1.0% of respondents and appear in the crosstabulation tables accompanying this report.

VI. FINDINGS: EFFORTS MADE TO PREVENT TEEN DRINKING

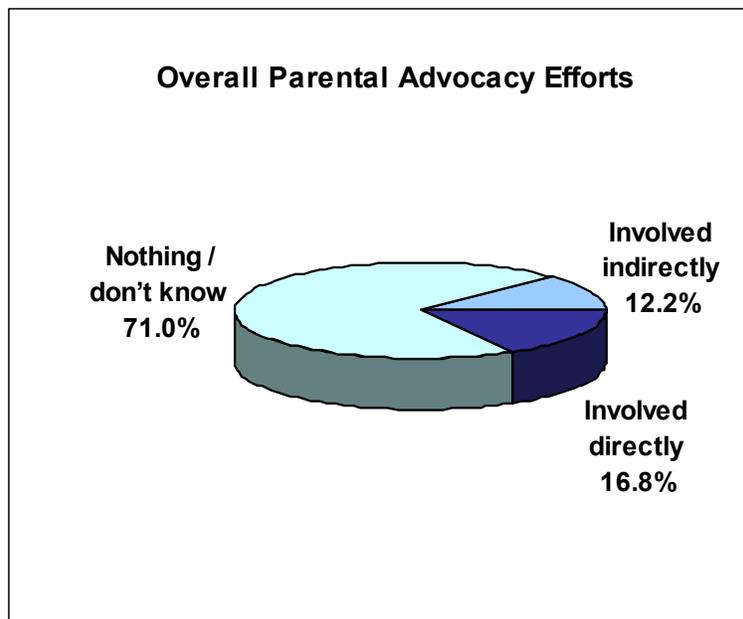
Advocacy / Actions to Prevent Teen Drinking in General (Continued)

The unaided responses that parents gave to this question were coded into three categories: “nothing / don’t know,” “involved indirectly,” and “involved directly.” The first category is self-explanatory; anyone who said “nothing” or “don’t know” went into this category. The second category included responses that indicated advocacy behaviors that were general in nature. Examples include: “am a mentor / coach / scout leader,” “invite kids to home where there is no alcohol,” “donate money to DARE, MADD, etc.,” and “involved in school (PTA, staff member, etc.)”. The third category included responses that were specific to substance abuse, including: “active in DARE,” “attend meetings regarding teen drinking,” “talk to other parents about teen drinking,” and “involved in / support Project Graduation.” If respondents gave answers that included both indirect and direct advocacy behaviors, they were coded in the direct category.

In all, 71.0% of respondents were in the “nothing / don’t know” category. While 16.8% of parents were in the “involved directly” category, 12.2% were in the “involved indirectly” grouping.

OVERALL PARENTAL ADVOCACY EFFORTS:

Nothing / don't know	71.0%
Involved indirectly	12.2%
Involved directly	16.8%



VI. FINDINGS: TEENS AND ALCOHOL ADVERTISING

Extent to Which Alcohol Industry Targets Teens with Advertising

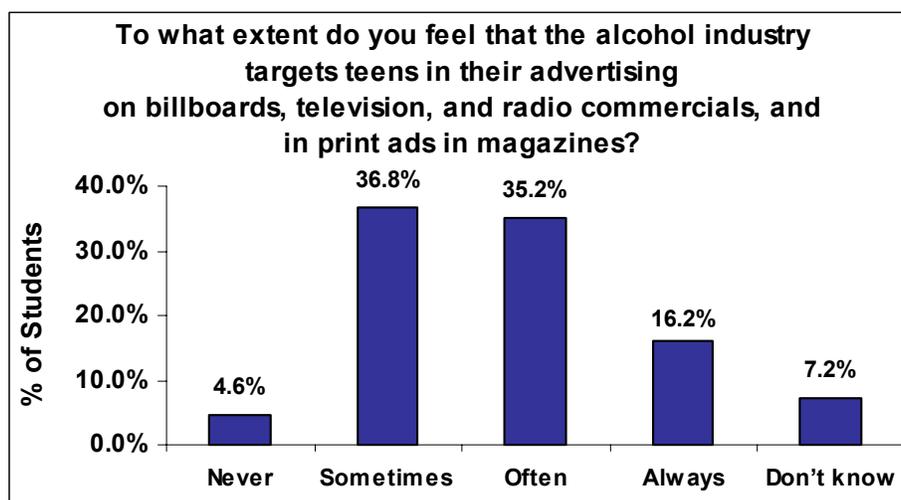
To what extent do you feel that the alcohol industry targets teens in their advertising on billboards, television, and radio commercials, and in print ads in magazines? Does the alcohol industry _____ [Options were read and rotated] target teens in their advertising?

Never	4.6%	Never / Sometimes combined	41.4%
Sometimes	36.8%		
Often	35.2%	Always / Often combined	51.4%
Always	16.2%		
Don't know	7.2%		

Approximately one-half (51.4%) of parents surveyed feel that the alcohol industry targets teens in their advertising either “always” (16.2%) or “often” (35.2%). While 36.8% of respondents believe that teens are the target of alcohol advertising “sometimes,” 4.6% of parents think that teens are never directly targeted. Seven percent (7.2%) of respondents were unsure.

Parents who earn \$65,000 or more per year (44.2%) and \$45,000 to \$65,000 (43.2%) were more likely than those who earn less than \$45,000 (35.8%) to report that the alcohol industry “never” or “sometimes” targets teens in their advertising.

Parents with lower levels of Overall Parental Involvement were more likely than those with higher involvement to report that the alcohol industry “never” or “sometimes” targets teens in their advertising [None / Low (48.2%); Moderate (43.5%); High (40.8%), Very High (33.0%)].



VI. FINDINGS: TEENS AND ALCOHOL ADVERTISING

Degree of Upset Among those who Agree that Alcohol Advertising Targets Teens

How much does it upset you that the alcohol industry _____ [Based on response to the previous question] targets teens in their advertising? Are you _____ [Options were rotated]? [Asked of those who believe that the alcohol industry ‘sometimes’, ‘often’, or ‘always’]

	(N = 441)		
1 – Not at all upset	9.1%	Not at all / A little bit upset combined	22.2%
2 – A little bit upset	13.2%		
3 – Somewhat upset	40.4%	Very / Somewhat upset combined	77.1%
4 – Very upset	36.7%		
Don't know	0.7%		
Mean Response (1 to 4)	3.05		

Of the 441 parents who believe that the alcohol industry “sometimes,” “often” or “always” targets teens in their advertising efforts, approximately three-fourths (77.1%) are either “very” (36.7%) or “somewhat” (40.4%) upset about it. A total of 22.2% of respondents are either “not at all” (9.1%) or “a little bit” (13.2%) upset about the alcohol advertising that is targeted at teens. Three of these respondents (0.7%) were unsure.

The mean response for this question was 3.05 on a scale of 1 to 4, with 4 being “very upset”.

Parents who “rarely/ never” (13.2%) drink alcohol were less likely than parents who drink “monthly” (26.5%) or “weekly/ daily” (27.6%) to report that fact that the alcohol industry targets teens in its advertisements makes them “not at all upset” or “a little bit upset.”

Parents with some college education (14.5%) were less likely than their demographic cohorts to being “not at all upset” or “a little bit upset” that the alcohol industry targets teens in its advertisements.

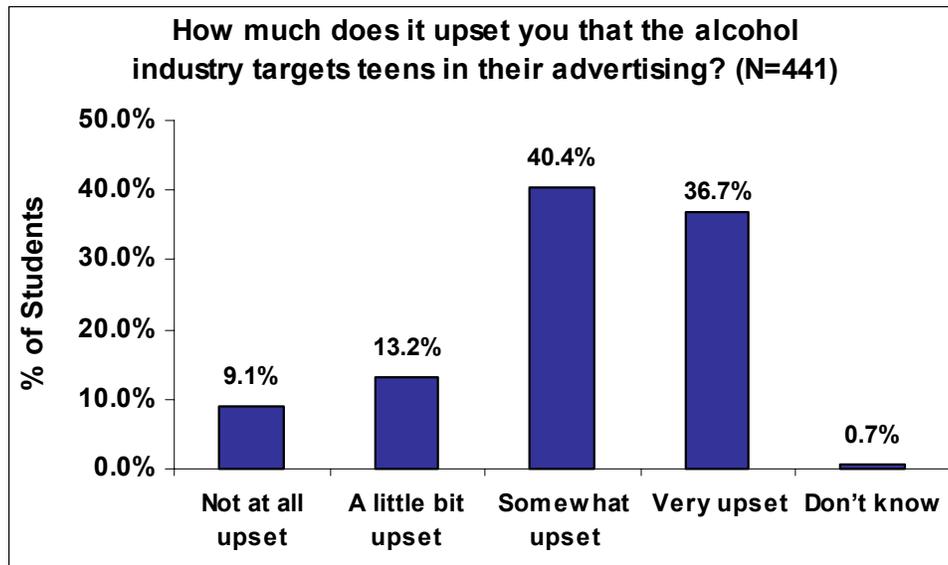
Male parents (28.8%) were more likely than female parents (18.1%) to report being “not at all upset” or “a little bit upset” that the alcohol industry targets teens in its advertisements.

Parents with lower levels of Overall Parental Involvement were more likely than parents with higher levels of involvement to report being “not at all upset” or “a little bit upset” that the alcohol industry targets teens in its advertisements [None / Low (32.0%); Moderate (23.2%); High (19.5%); Very High (16.0%)].

VI. FINDINGS: TEENS AND ALCOHOL ADVERTISING

Degree of Upset Among those who Agree that Alcohol Advertising Targets Teens

Parents who allow their teen to drink alcohol (32.1%) were more likely than parents who do not allow their teen to drink alcohol (20.0%) to report that they are “not at all upset” or “a little bit upset” that the alcohol industry targets teens in its advertisements.



VI. FINDINGS: TEENS AND ALCOHOL ADVERTISING

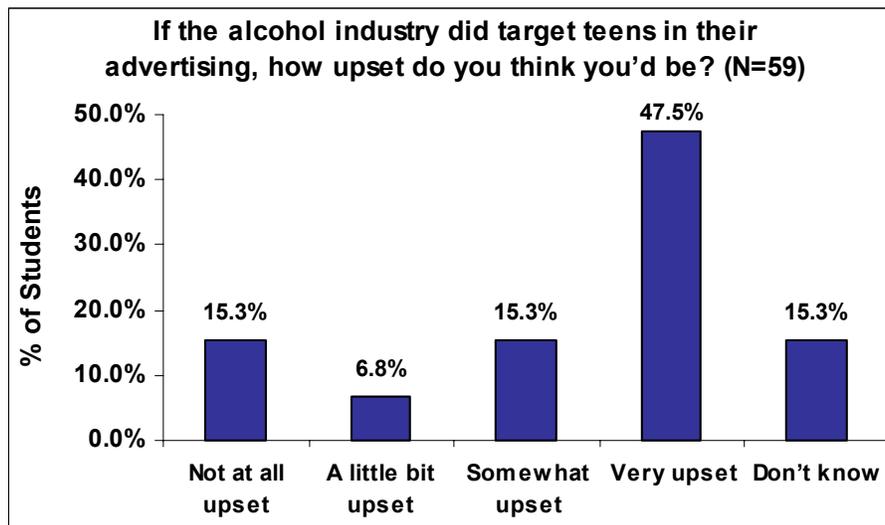
Degree of Upset If Alcohol Advertising Did Target Teens

If the alcohol industry did target teens in their advertising, how upset do you think you'd be? [Asked of those who responded "Never" or "Don't Know" to the first question regarding alcohol advertising. Options were rotated]

	(N = 59)		
1 – Not at all upset	15.3%	Not at all / A little bit upset combined	22.0%
2 – A little bit upset	6.8%		
3 – Somewhat upset	15.3%	Very / Somewhat upset combined	62.7%
4 – Very upset	47.5%		
Don't know	15.3%		
Mean Response (1 to 4)	3.12		

Of the 59 parents who believe that the alcohol industry does not target teens in their advertising efforts or are unsure, nearly two-thirds (62.7%) said that they would either be "very" (47.5%) or "somewhat" (15.3%) upset if alcohol advertising were to be targeted toward teens. A total of 22.0% of respondents indicated that they would be either "not at all" (15.3%) or "a little bit" (6.8%) upset about it. Fifteen percent (15.3%) of respondents were unsure.

The mean response for this question was 3.12 on a scale of 1 to 4, with 4 being "very upset".



VII. DEMOGRAPHIC QUESTIONS

Frequency of Drinking Behavior by Adult Member of Household

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

Never	19.8%
Once or twice a year	15.0%
Once or twice a month	24.2%
Once or twice a week	32.2%
Daily	7.2%
Don't know	0.2%
Refused	1.4%

Average Number of Alcoholic Drinks Consumed by Adult Member of Household

On average, how many alcoholic drinks does this adult consume in one sitting? [Asked of those who indicated that an adult in their household over the age of 25 drinks alcohol]

1 drink	40.2%
2 drinks	44.3%
3 drinks	8.9%
4 drinks	2.5%
5 drinks	2.0%
6 drinks	1.8%
Refused	0.3%

VII. DEMOGRAPHIC QUESTIONS

Age of Child

What is the age of this child?

13	11.6%
14	18.8%
15	21.0%
16	16.8%
17	25.8%
18	5.6%
19	0.4%

Grade of Child

What is the grade of this child?

8 th grade	20.0%
9 th grade	20.0%
10 th grade	20.0%
11 th grade	20.0%
12 th grade	20.0%

Gender of Child

What is the gender of this child?

Male	51.4%
Female	48.6%

VII. DEMOGRAPHIC QUESTIONS

Age of Respondent

Into which of the following categories does your age fall?

25 to 34	2.6%
35 to 44	43.8%
45 to 54	44.8%
55 to 64	6.2%
Refused	2.6%

Education of Respondent

What is the highest level of education you have completed?

Less than high school graduate	1.4%
High school graduate	25.4%
Vocational / Trade school	5.0%
Some college / Two-year college graduate	27.8%
Four-year college graduate	24.2%
Post-graduate work	13.6%
Refused	2.6%

VII. DEMOGRAPHIC QUESTIONS

Household Income

For tabulation purposes only, please tell me which of the following income categories includes your total household income in 2005 before taxes?

Less than \$15,000	1.4%
\$15,000 to \$24,999	1.6%
\$25,000 to \$34,999	5.8%
\$35,000 to \$44,999	10.2%
\$45,000 to \$54,999	15.4%
\$55,000 to \$64,999	13.8%
\$65,000 or more	38.0%
Refused	13.8%

Gender of Respondent

Gender of Respondent [Interviewer Observed]

Female	61.8%
Male	38.2%