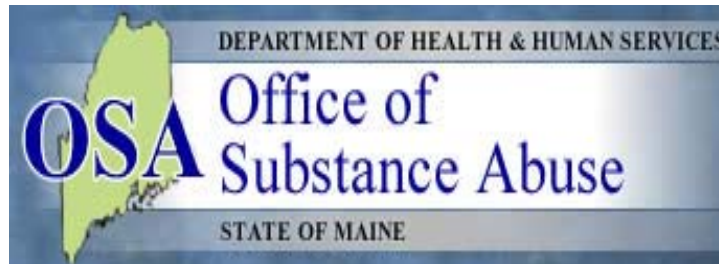


**REPORT PREPARED FOR  
THE OFFICE OF SUBSTANCE ABUSE**



**&**

**ETHOS MARKETING AND DESIGN**

**Parent Survey Report**

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## TABLE OF CONTENTS

|   |           |
|---|-----------|
| <b>I. BACKGROUND &amp; OBJECTIVES .....</b>             | <b>1</b>  |
| <b>II. METHODOLOGY .....</b>                            | <b>4</b>  |
| <b>III. EXECUTIVE SUMMARY &amp; ANALYSIS .....</b>      | <b>6</b>  |
| <b>IV. FINDINGS</b>                                     |           |
| • <b>PARENTAL ATTITUDES .....</b>                       | <b>10</b> |
| • <b>PARENTAL BEHAVIORS .....</b>                       | <b>22</b> |
| • <b>PARENTAL INFLUENCE .....</b>                       | <b>34</b> |
| • <b>CURRENT &amp; PROJECTED TEEN ALCOHOL USE .....</b> | <b>42</b> |
| • <b>COMMUNICATION / OUTREACH .....</b>                 | <b>52</b> |
| <b>V. DEMOGRAPHIC QUESTIONS.....</b>                    | <b>56</b> |
|   |           |
| <b><i>APPENDIX A – SURVEY INSTRUMENT</i></b>            |           |

## I. BACKGROUND & OBJECTIVES

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In 2006, the Maine Office of Substance Abuse (OSA) and Ethos Marketing and Design (Ethos), commissioned Pan Atlantic SMS Group, a Maine-based marketing research and consulting firm, to conduct quantitative market research with parents of teenagers throughout the state, on a range of issues related to underage drinking. The 2006 research was 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.

In 2007 and 2008, Pan Atlantic SMS Group was commissioned again by OSA and Ethos. The 2007 survey was designed to benchmark the original research conducted in 2006. **In 2008, the survey questions are similar to those included in the 2006 and 2007 questionnaires. However, the sample size, sample composition, and stratification were changed. The 2008 research has been designed to be more directly comparable to the 2009 (and future) Maine Integrated Youth Health Survey (MIYHS). Therefore, the current research is essentially a new baseline for subsequent benchmarking projects.**

Specifically, the following changes were made in 2008:

- ✓ The sample size was increased to 1,200 parents, compared with 500 in 2007 and 500/400 (June/August) in 2006.
- ✓ The sample composition now included parents of 7-12 graders, compared with past surveys which were with parents of 8-12 graders.
- ✓ In previous projects, the stratification was based on population by county. In 2008, the sample was stratified on a statewide basis according to public health districts.

The table on the following page illustrates the stratification used in 2008 (see column “2008 strat”). The column named “2007 strat” shows what the survey distribution would have been for 1,200 surveys, using the 2007 (and prior) stratification plans. The column “Difference” shows that the 2008 stratification plan differs rather significantly from prior stratification plans, especially in the Northern (Aroostook, Hancock, and Washington) counties and the Southern (Cumberland and York) counties.

## I. BACKGROUND & OBJECTIVES

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|   | Public Health District | Counties              | 2008 Strat  | 2007 Strat  | Difference |
|---|------------------------|-----------------------|-------------|-------------|------------|
| 1 | York                   | York                  | 150         | 180         | -30        |
| 2 | Cumberland             | Cumberland            | 150         | 252         | -102       |
| 3 | Western                | Androscoggin          | 91          | 96          | -5         |
|   |                        | Franklin              | 21          | 24          | -3         |
|   |                        | Oxford                | 37          | 48          | -11        |
|   |                        | <b>District Total</b> | <b>149</b>  | <b>168</b>  | <b>-19</b> |
| 4 | Midcoast               | Knox                  | 34          | 36          | -2         |
|   |                        | Lincoln               | 42          | 36          | 6          |
|   |                        | Sagadahoc             | 43          | 36          | 7          |
|   |                        | Waldo                 | 32          | 36          | -4         |
|   |                        | <b>District Total</b> | <b>151</b>  | <b>144</b>  | <b>7</b>   |
| 5 | Central                | Kennebec              | 97          | 108         | -11        |
|   |                        | Somerset              | 53          | 48          | 5          |
|   |                        | <b>District Total</b> | <b>150</b>  | <b>156</b>  | <b>-6</b>  |
| 6 | Penquis                | Penobscot             | 129         | 132         | -3         |
|   |                        | Piscataquis           | 21          | 12          | 9          |
|   |                        | <b>District Total</b> | <b>150</b>  | <b>144</b>  | <b>6</b>   |
| 7 | Downeast               | Hancock               | 92          | 48          | 44         |
|   |                        | Washington            | 58          | 36          | 22         |
|   |                        | <b>District Total</b> | <b>150</b>  | <b>84</b>   | <b>66</b>  |
| 8 | Aroostook              | Aroostook             | 150         | 72          | 78         |
|   |                        | <b>Total:</b>         | <b>1200</b> | <b>1200</b> | <b>0</b>   |

Accordingly, results from the 2006 and 2007 surveys are presented in the following report for descriptive purposes only and should not be used for trend analysis (benchmarking).

This report details the findings of the 2008 survey.

## **I. BACKGROUND & OBJECTIVES**

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The 2008 survey instrument focused on assessing the following areas:

✓ **Parental Attitudes**

- Parental attitudes toward underage drinking
- Ratings of various potential risks of teen drinking
- Appropriate age to begin talking about underage alcohol use
- Appropriate age to begin monitoring behavior with respect to underage alcohol use

✓ **Parental Behaviors**

- How parents most commonly talk to their child about alcohol use
- Whether parents' alcohol in their house is accessible to their teens
- Behaviors related to level of parental involvement

✓ **Parental Influence**

- Various agree / disagree statements related to parental modeling behaviors and attitudes regarding parental influence over teen drinking behaviors

✓ **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 be by the time they graduate from high school

✓ **Communication / Outreach**

- Awareness of recent information regarding underage drinking
- Perceived core messages of the information seen or heard
- Awareness of other efforts in the community / schools
- Specific actions that have been or will be taken by parents to monitor their teens
- Actions that have been or will be taken to model appropriate alcohol use

✓ **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

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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 Pan Atlantic SMS Group in conjunction with OSA and Ethos; the finalized survey instrument was approved by OSA and Ethos prior to it being fielded. 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 April 14th and May 22nd, 2008.

The 2008 sample was stratified on a statewide basis according to public health districts. One hundred fifty (150) respondents were surveyed from each public health district, and stratification was based on county population densities within each district.

Two hundred (200) parents of teenagers in each of the grades 7 through 12 were surveyed, for a total of 1200 parents.

A total sample of 1200 randomly selected parents was surveyed. Based on the population of children in the 7th through 12th grades in Maine (estimated at 101,331; Source: Maine Department of Education, 2007), the survey's margin of error is  $\pm 2.81$  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  $\pm 2.81$  percent margin of error. However, the margins of error for specific sub-samples are higher.

**As compared to prior survey administrations, the following changes were made in 2008:**

- ✓ **The sample size was increased to 1,200 parents, compared with 500 in 2007 and 500/400 (June/August) in 2006.**
- ✓ **The sample composition now included parents of 7-12 graders, compared with past surveys which were with parents of 8-12 graders.**
- ✓ **In previous projects, the stratification was based on population by county. In 2008, the sample was stratified on a statewide basis according to public health districts.**

## II. METHODOLOGY

The 2008 report presents findings broken out by statewide public health districts, as shown below:

| Public Health District | Counties Included     | Census Population | Estimated Enrollment (Grades 7-12) | Surveys     | Margin of Error |
|------------------------|-----------------------|-------------------|------------------------------------|-------------|-----------------|
| 1 York                 | York                  | 186,742           | 14,072                             | 150         | ± 7.44          |
| 2 Cumberland           | Cumberland            | 265,612           | 19,549                             | 150         | ± 7.93          |
| 3 Western              | Androscoggin          | 103,793           | 7,588                              | 91          | ± 7.95          |
|                        | Franklin              | 29,467            | 2,173                              | 21          |                 |
|                        | Oxford                | 54,755            | 5,157                              | 37          |                 |
|                        | <b>District Total</b> | <b>188,015</b>    | <b>14,918</b>                      | <b>149</b>  |                 |
| 4 Midcoast             | Knox                  | 39,618            | 1,691                              | 34          | ± 7.86          |
|                        | Lincoln               | 33,616            | 2,480                              | 42          |                 |
|                        | Sagadahoc             | 35,214            | 2,778                              | 43          |                 |
|                        | Waldo                 | 36,280            | 2,232                              | 32          |                 |
|                        | <b>District Total</b> | <b>144,728</b>    | <b>9,181</b>                       | <b>151</b>  |                 |
| 5 Central              | Kennebec              | 117,114           | 9,331                              | 97          | ± 7.92          |
|                        | Somerset              | 50,888            | 4,398                              | 53          |                 |
|                        | <b>District Total</b> | <b>168,002</b>    | <b>13,729</b>                      | <b>150</b>  |                 |
| 6 Penquis              | Penobscot             | 144,919           | 11,135                             | 129         | ± 7.92          |
|                        | Piscataquis           | 17,235            | 1,489                              | 21          |                 |
|                        | <b>District Total</b> | <b>162,154</b>    | <b>12,624</b>                      | <b>150</b>  |                 |
| 7 Downeast             | Hancock               | 51,791            | 3,580                              | 92          | ± 7.82          |
|                        | Washington            | 33,941            | 2,311                              | 58          |                 |
|                        | <b>District Total</b> | <b>85,732</b>     | <b>5,891</b>                       | <b>150</b>  |                 |
| 8 Aroostook            | Aroostook             | 73,938            | 5,204                              | 150         | ± 7.77          |
| <b>Total:</b>          |                       | <b>1,274,923</b>  | <b>95,168</b>                      | <b>1200</b> | <b>± 2.81</b>   |

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

Statistical cross tabulations 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 & ANALYSIS

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*Though many of the 2008 survey questions remain similar to those asked in the 2006 and 2007 questionnaires, the sample size, sample composition, and stratification were changed for the 2008 survey. Accordingly, results from the 2006 and 2007 surveys are omitted from the executive summary as they should not be used for trend analysis (benchmarking). The 2008 results should be considered new, baseline data that will be used for benchmarking purposes in subsequent years.*

#### **Parental Attitudes**

- **The majority (86.0%) of parents surveyed indicated that their attitude toward underage drinking is that it is “Never OK.”**
  - Eleven percent (10.5%) of respondents indicated that underage drinking was “OK under certain circumstances, such as special occasions.”
- Concerning the potential risks related to underage drinking, parents expressed the most concern that “[their] teen might be involved in unwanted and/or unprotected sexual behavior” (mean = 3.82 out of 5) and that “[their] teen might end up in trouble with the police” (mean = 3.81).
- **Residents of Aroostook and Western public health districts expressed more worry with regard to underage drinking risks, while residents of Central and Midcoast public health districts found the risks less worrisome.**
- Approximately one-half (50.9%) of respondents indicated that it is appropriate to begin talking to a child about drinking alcohol between the ages of 6 and 10.
- Nearly one-third (32.1%) of respondents indicated that it is appropriate to begin monitoring a child’s behavior with regard to alcohol at age 11 or 12, while 25.9% said between ages 6 and 10.

#### **Parental Behaviors**

- The statements that most closely reflect how parents surveyed talk to their children about alcohol use include: “I don’t want you to drink because alcohol can damage your future” (34.8%), “I don’t want you to drink because it’s illegal until you are 21” (21.5%), “I don’t want you to drink because it’s not healthy for someone your age” (18.4%), and “I don’t want you to drink, but if you’re going to do it you must never drive” (15.8%).



### III. EXECUTIVE SUMMARY & ANALYSIS

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#### Parental Behaviors (Continued)

- Residents of Aroostook public health district were more likely than residents of York public health district to explain to their children that “[they] don’t want [them] to drink because alcohol can damage [their] future.”
- Nearly one-half (47.8%) of all respondents indicated that their teen would not be able to access parent-purchased alcohol without parental knowledge. However, forty-three (43.4%) percent of parents reported that their teens would be able to access the alcohol they have purchased without their knowledge.
- Residents of York and Cumberland public health districts were more likely to report that the alcohol in their homes is accessible to their teens without their knowledge. In contrast, residents of Aroostook and Penquis public health districts were less likely to report that the parent-purchased alcohol is accessible to their teens.
- The most common activity that parents are involved in is “[making] an effort to know [their] child’s friends and their parents, especially the families of [their] teen’s four closest friends” (mean = 4.74 out of 5).
  - Other common responses include: “[asking their] child if a parent or other adult will be present at a party or social gathering” (mean = 4.68, 83.6% most of the time/ always), “[talking to their] child when they come in about his/her night” (mean = 4.67, 86.6% most of the time/ always), “[waiting up for their] child to come home or [setting] an alarm at curfew” (mean = 4.66, 82.8% most of the time/ always), and “[asking their] child to call [them] to check in” (mean = 4.59, 85.0% most of the time/ always).
- Based on the responses to questions regarding the incidence of various behaviors related to parental involvement, mothers appear to make greater efforts to prevent and monitor teen alcohol usage. Thus mothers appear to be more proactive than fathers in their attempts to prevent their teens from engaging in underage drinking.
- In reference to various parent modeling behaviors, respondents are 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 = 3.67 out of 4), followed by “[pressuring] other adults to consume alcoholic beverages in front of their teen” (mean = 3.64).
- Mothers were more likely than fathers to indicate that various parent modeling behaviors have a greater degree of influence on their teen’s decisions related to alcohol use.

### III. EXECUTIVE SUMMARY & ANALYSIS

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#### Parental Behaviors (Continued)

- **Residents of Aroostook public health district reported that various parent modeling behaviors were more influential on their teens alcohol use, as compared with residents of Central, Western, and Cumberland public health districts.**
- Respondents agreed most with the statement, “The rules in my family regarding alcohol use are clear,” giving it a mean response rating of 3.75 (out of 4).
  - Parents surveyed also agreed strongly with the statement, “I have a strong influence over my teenager’s behavior relating to alcohol use” (mean = 3.51).
- **Mothers again reported that they yield a greater degree of influence on their teen’s decision-making processes than did fathers.**

#### Current and Projected Teen Alcohol Use

- Ninety-three (92.5%) percent of respondents indicated that their child is “very honest” (72.9%) or “mostly honest” (19.6%) with them concerning their involvement with alcohol.
- **Nearly eight in ten (78.0%) parents reported that their child has never had more than a few sips of alcohol in their lifetime.**
- **Nearly one-half (49.4%) of the 950 parents who indicated that their child had not had alcohol in his/her lifetime said that it is either “very likely” (19.6%) or “somewhat likely” (29.8%) that their child will drink alcohol before he/she graduates from high school.**
- **A total of 3.7% of parents in the overall sample indicated that their teen has had alcoholic beverages in the past 30 days.**
  - Of the 250 parents who reported that their child has had alcohol in their lifetime, 80.4% indicated that their teen had not had any alcoholic beverages in the past 30 days.
- **Not a single parent (0.0%) who reported that their child had consumed alcohol in the past month said “yes,” their child has had five or more alcoholic beverages on any one occasion in the past two weeks.**

### III. EXECUTIVE SUMMARY & ANALYSIS

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#### **Current and Projected Teen Alcohol Use (Continued)**

- Of the 1200 parents who reported that their child has not participated in binge drinking, 76.5% indicated they believe it is “very unlikely” (55.4%) or “somewhat unlikely” (21.1%) that their child will have five or more alcoholic beverages on one occasion before he/she graduates high school.
- **Parents who indicated that alcohol is consumed in their homes on a weekly or daily basis were more likely to report that their teens had previously used alcohol.**
- **Among respondents who reported that their teens have never used alcohol, parents who indicated that alcohol is consumed in their homes on a weekly or daily basis were again more likely to report that their teen is likely to use alcohol before he/she graduates from high school.**

#### **Communication / Outreach**

- **Eight in ten (80.3%) respondents indicated that they had seen or heard information about underage drinking over the past 12 months.**
  - Of the 964 respondents who reported having seen or heard information about underage drinking in the past 12 months, when asked to specify, nearly one-half (48.9%) said that they had seen an advertisement on television. **Eighteen percent (18.4%) of parents surveyed said that they learned the information at a school (16.2%) or community (2.2%) meeting.**
- **Nearly two-thirds (62.3%) of respondents who indicated that they have seen or heard information about underage drinking in the past 12 months have taken action as a result of the information.**
  - By far the most common action taken by this group was “initiating [a] talk with [their] child about drinking” (32.1%).
- **More than one-half (54.3%) of those who indicated that they have seen or heard information about underage drinking in the past 12 months say that they will take action as a result of the information.**
  - By far the most common action to be taken by this group is to “reinforce themes [and] continually discuss [these] issues” with their child (14.5%).

#### IV. FINDINGS: PARENTAL ATTITUDES

##### Overall Attitude Toward Underage Drinking

*Which of the following best describes your attitude toward underage drinking? Underage drinking is: [Options were read and rotated.]*

|  | <b>August<br/>2006<br/>(N=500)</b> | <b>June<br/>2007<br/>(N=500)</b> | <b>June<br/>2008<br/>(N=1,200)</b> |
|--|------------------------------------|----------------------------------|------------------------------------|
| Never OK.  | 85.8%                              | 82.6%                            | 86.0%                              |
| OK under certain circumstances, such as special occasions. | 12.3%                              | 13.6%                            | 10.5%                              |
| OK as long as I am there to supervise.                     | 1.5%                               | 3.2%                             | 2.7%                               |
| OK as long as some adult is present.                       | 0.3%                               | 0.2%                             | 0.3%                               |
| OK most of the time.                                       | 0.0%                               | 0.0%                             | 0.0%                               |
| OK. There should not be a legal drinking age.              | 0.3%                               | 0.2%                             | 0.3%                               |
| Don't know   | 0.0%                               | 0.2%                             | 0.3%                               |

**As the sample size, sample composition, and stratification were changed for the 2008 survey, prior results have been presented for descriptive purposes only and should not be used for benchmarking purposes.**

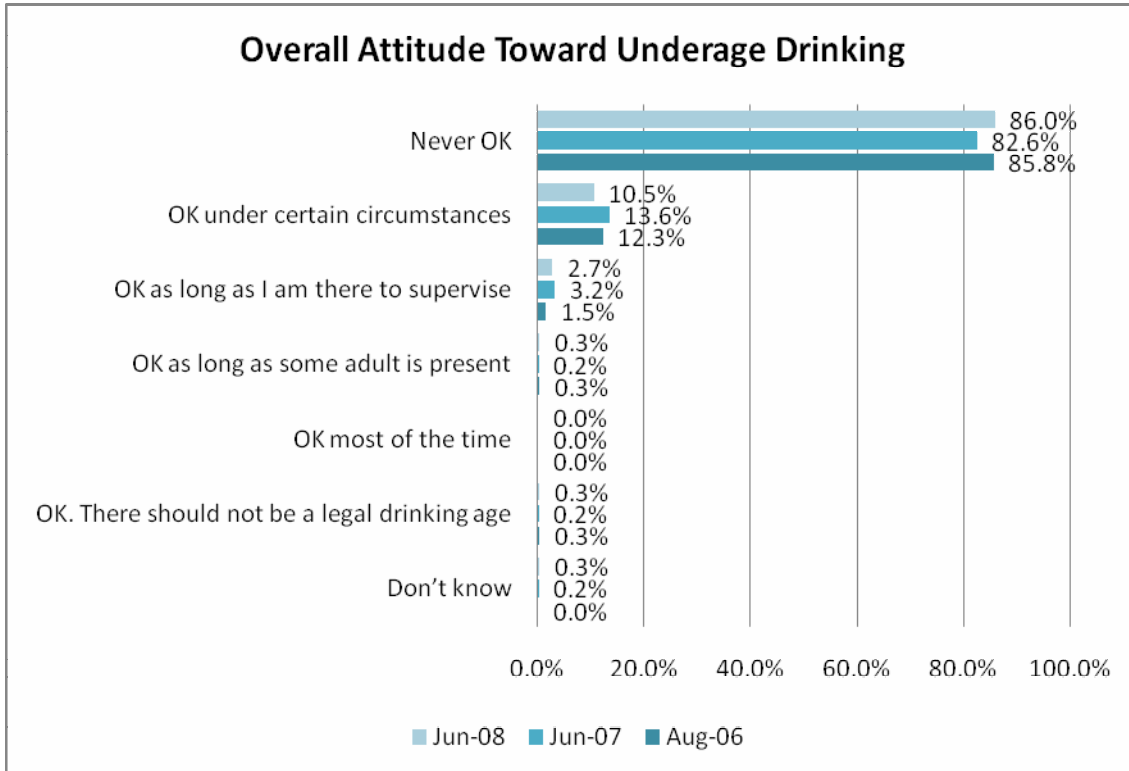
The majority of parents (86.0%) indicated that “Never OK” is the statement that best describes their attitude toward underage drinking. Eleven percent (10.5%) indicated that underage drinking was “OK under certain circumstances, such as special occasions.” All other options were favored by less than three percent of parents.

| <b>Underage Drinking is Never OK.</b>  |  |
|--|--|
| <b>Higher</b>  | <b>Lower</b>   |
| <ul style="list-style-type: none"> <li>Parents of 7<sup>th</sup> (91.0%) and 8<sup>th</sup> (89.6%) graders</li> </ul>   | <ul style="list-style-type: none"> <li>Parents of 12<sup>th</sup> (76.3%) and 11<sup>th</sup> (83.7%) graders</li> </ul> |
| <ul style="list-style-type: none"> <li>Parents with a HS degree or less (91.5%) and with some college (88.0%)</li> </ul> | <ul style="list-style-type: none"> <li>Parents with a four year degree or more (81.0%)</li> </ul>                        |

#### IV. FINDINGS: PARENTAL ATTITUDES

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##### Overall Attitude Toward Underage Drinking (Continued)



#### IV. FINDINGS: PARENTAL ATTITUDES

##### Degree of Worry Regarding Specific Risks Associated with Teen Alcohol Use

*I am going to read you some potential risks that are associated with teenage 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.]*

| June 2008<br>(N=1,200)   | 1                    | 2    | 3     | 4     | 5                         | Don't Know | Mean (1 to 5) |
|--|----------------------|------|-------|-------|---------------------------|------------|---------------|
|  | Not at all worrisome |      |       |       | One of the most worrisome |            |               |
| Your teen might be involved in unwanted and/or unprotected sexual behavior | 17.5%                | 5.8% | 9.1%  | 10.4% | 55.9%                     | 1.3%       | 3.82          |
| Your teen might end up in trouble with the police                          | 18.0%                | 5.3% | 9.7%  | 10.3% | 55.6%                     | 1.2%       | 3.81          |
| Your teen might move on to other drugs                                     | 20.0%                | 5.8% | 6.4%  | 9.2%  | 57.3%                     | 1.3%       | 3.79          |
| Your teen might drink and drive  | 22.5%                | 7.3% | 5.3%  | 4.4%  | 59.3%                     | 1.2%       | 3.72          |
| Your teen's grades might suffer  | 18.4%                | 5.8% | 10.7% | 13.6% | 50.3%                     | 1.2%       | 3.72          |
| Your teen's brain development might be adversely affected                  | 21.0%                | 6.0% | 11.5% | 10.8% | 49.4%                     | 1.3%       | 3.62          |
| Your teen's drinking could lead to depression or suicide                   | 21.9%                | 7.5% | 10.1% | 10.0% | 49.2%                     | 1.3%       | 3.58          |
| Your teen might drink to excess or become addicted to alcohol              | 22.8%                | 8.6% | 8.8%  | 8.0%  | 50.8%                     | 1.1%       | 3.56          |
| Your teen could lose out on a scholarship or some other opportunity        | 20.3%                | 7.7% | 12.1% | 14.3% | 44.4%                     | 1.3%       | 3.56          |

#### IV. FINDINGS: PARENTAL ATTITUDES

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

Regarding the potential risks associated with underage drinking, the majority of parents find the following to be “one of the most worrisome” potential effects of underage drinking: “[their] teen might be involved in unwanted and/or unprotected sexual behavior” (mean = 3.82, 55.9%), “[their] teen might end up in trouble with the police” (mean = 3.81, 55.6%), “their teen might move on to other drugs” (mean = 3.79, 57.3%), “[their] teen might drink and drive” (mean = 3.72, 59.3%), and “[their] teen’s grades might suffer” (mean = 3.72, 50.3%).

Other common concerns include: “[their] teen’s brain development might be adversely affected” (mean = 3.62, 49.4% “one of the most worrisome”), “[their] teen’s drinking could lead to depression or suicide” (mean = 3.58, 49.2% “one of the most worrisome”), “[their] teen might drink to excess or become addicted to alcohol” (mean = 3.56, 50.8% “one of the most worrisome”), and “[their] teen could lose out on a scholarship or some other opportunity” (mean = 3.56, 44.4% “one of the most worrisome”).

| Mean Responses (1 to 5 scale)  | January<br>2006<br>(N=500) | June<br>2007<br>(N=500) | June<br>2008<br>(N=1,200) |
|--|----------------------------|-------------------------|---------------------------|
| Your teen might be involved in unwanted and/or unprotected sexual behavior | 3.77                       | 3.62                    | 3.82                      |
| Your teen might end up in trouble with the police                          | 3.78                       | 3.59                    | 3.81                      |
| Your teen might move on to other drugs                                     | 3.73                       | 3.51                    | 3.79                      |
| Your teen’s grades might suffer  | 3.68                       | 3.49                    | 3.72                      |
| Your teen might drink and drive  | 3.61                       | 3.45                    | 3.72                      |
| Your teen’s brain development might be adversely affected                  | 3.62                       | 3.58                    | 3.62                      |
| Your teen’s drinking could lead to depression or suicide                   | 3.52                       | 3.35                    | 3.58                      |
| Your teen could lose out on a scholarship or some other opportunity        | 3.45                       | 3.32                    | 3.56                      |
| Your teen might drink to excess or become addicted to alcohol              | 3.38                       | 3.39                    | 3.56                      |

As the sample size, sample composition, and stratification were changed for the 2008 survey, prior results have been presented for descriptive purposes only and should not be used for benchmarking purposes.

#### IV. FINDINGS: PARENTAL ATTITUDES

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

| <b>Your teen might be involved in unwanted and/or unprotected sexual behavior.</b>  |   |
|---|---|
| <b>Higher</b>   | <b>Lower</b>  |
| <ul style="list-style-type: none"> <li>Residents of Western (4.14) and Aroostook (4.05) public health districts</li> </ul>            | <ul style="list-style-type: none"> <li>Residents of Central (3.59) and Midcoast (3.66) public health districts</li> </ul>                   |
| <ul style="list-style-type: none"> <li>Mothers (3.95)</li> </ul>  | <ul style="list-style-type: none"> <li>Fathers (3.62)</li> </ul>  |
| <ul style="list-style-type: none"> <li>Parents who report that alcohol is consumed in their home on a monthly basis (3.99)</li> </ul> | <ul style="list-style-type: none"> <li>Parents who report that alcohol is consumed in their home on a weekly/ daily basis (3.77)</li> </ul> |
| <ul style="list-style-type: none"> <li>Parents of 9<sup>th</sup> graders (3.99)</li> </ul>  | <ul style="list-style-type: none"> <li>Parents of 12<sup>th</sup> (3.65) and 8<sup>th</sup> (3.69) graders</li> </ul>                       |
| <ul style="list-style-type: none"> <li>Parents aged 44 or younger (3.93)</li> </ul>   | <ul style="list-style-type: none"> <li>Parents aged 45 or older (3.73)</li> </ul>   |

| <b>Your teen might end up in trouble with the police.</b>  |   |
|--|---|
| <b>Higher</b>  | <b>Lower</b>  |
| <ul style="list-style-type: none"> <li>Residents of Aroostook (4.05), York (3.99), and Western (3.94) public health districts</li> </ul> | <ul style="list-style-type: none"> <li>Residents of Central (3.48) and Midcoast (3.58) public health districts</li> </ul> |
| <ul style="list-style-type: none"> <li>Mothers (3.99)</li> </ul>   | <ul style="list-style-type: none"> <li>Fathers (3.52)</li> </ul>  |
| <ul style="list-style-type: none"> <li>Parents of 10<sup>th</sup> (3.99) and 9<sup>th</sup> (3.91) graders</li> </ul>                    | <ul style="list-style-type: none"> <li>Parents of 12<sup>th</sup> graders (3.57)</li> </ul>                               |
| <ul style="list-style-type: none"> <li>Parents aged 44 or younger (3.92)</li> </ul>  | <ul style="list-style-type: none"> <li>Parents aged 45 or older (3.71)</li> </ul>   |
| <ul style="list-style-type: none"> <li>Parents with some college education (3.92)</li> </ul>   | <ul style="list-style-type: none"> <li>Parents with a four year degree or more (3.70)</li> </ul>                          |
| <ul style="list-style-type: none"> <li>Respondents with an annual household income of between \$50K and \$100K (3.93)</li> </ul>         | <ul style="list-style-type: none"> <li>Respondents with an annual household income below \$50K (3.68)</li> </ul>          |

| <b>Your teen might move on to other drugs.</b>  |   |
|---|---|
| <b>Higher</b>   | <b>Lower</b>  |
| <ul style="list-style-type: none"> <li>Residents of Aroostook public health district (4.15)</li> </ul>  | <ul style="list-style-type: none"> <li>Residents of Central (3.42) and Midcoast (3.61) public health districts</li> </ul> |
| <ul style="list-style-type: none"> <li>Mothers (3.98)</li> </ul>  | <ul style="list-style-type: none"> <li>Fathers (3.48)</li> </ul>  |
| <ul style="list-style-type: none"> <li>Parents of 7<sup>th</sup> (4.02), 9<sup>th</sup> (3.93), and 10<sup>th</sup> (3.91) graders</li> </ul> | <ul style="list-style-type: none"> <li>Parents of 12<sup>th</sup> graders (3.41)</li> </ul>                               |
| <ul style="list-style-type: none"> <li>Parents aged 44 or younger (3.95)</li> </ul>   | <ul style="list-style-type: none"> <li>Parents aged 45 or older (3.64)</li> </ul>   |
| <ul style="list-style-type: none"> <li>Parents with some college education (3.94) and with a HS diploma or less (3.90)</li> </ul>             | <ul style="list-style-type: none"> <li>Parents with a four year degree or more (3.63)</li> </ul>                          |



#### IV. FINDINGS: PARENTAL ATTITUDES

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

| <b>Your teen's grades might suffer.</b>   |  |
|---|--|
| <b>Higher</b>   | <b>Lower</b>   |
| <ul style="list-style-type: none"> <li>Residents of Aroostook (3.99) and Western (3.93) public health districts</li> </ul>            | <ul style="list-style-type: none"> <li>Residents of Central (3.48) and Midcoast (3.51) public health districts</li> </ul>                  |
| <ul style="list-style-type: none"> <li>Mothers (3.86)</li> </ul>  | <ul style="list-style-type: none"> <li>Fathers (3.50)</li> </ul>   |
| <ul style="list-style-type: none"> <li>Parents who report that alcohol is consumed in their home on a monthly basis (3.87)</li> </ul> | <ul style="list-style-type: none"> <li>Parents who report that alcohol is consumed in their home on a weekly/daily basis (3.64)</li> </ul> |
| <ul style="list-style-type: none"> <li>Parents of 7<sup>th</sup> (3.91) and 10<sup>th</sup> (3.83) graders</li> </ul>                 | <ul style="list-style-type: none"> <li>Parents of 12 graders (3.42)</li> </ul>   |
| <ul style="list-style-type: none"> <li>Parents aged 44 or younger (3.83)</li> </ul>   | <ul style="list-style-type: none"> <li>Parents aged 45 or older (3.63)</li> </ul>  |
| <ul style="list-style-type: none"> <li>Parents with a HS diploma or less (3.86) and with some college education (3.83)</li> </ul>     | <ul style="list-style-type: none"> <li>Parents with a four year degree or more (3.56)</li> </ul>   |

| <b>Your teen might drink and drive.</b>  |   |
|--|---|
| <b>Higher</b>  | <b>Lower</b>  |
| <ul style="list-style-type: none"> <li>Residents of Aroostook (3.96), York (3.88), and Western (3.87) public health districts</li> </ul>                   | <ul style="list-style-type: none"> <li>Residents of Central (3.41) and Midcoast (3.42) public health districts</li> </ul> |
| <ul style="list-style-type: none"> <li>Mothers (3.90)</li> </ul>   | <ul style="list-style-type: none"> <li>Fathers (3.41)</li> </ul>  |
| <ul style="list-style-type: none"> <li>Parents of 9<sup>th</sup> (3.90) and 10<sup>th</sup> (3.82) graders</li> </ul>                                      | <ul style="list-style-type: none"> <li>Parents of 12<sup>th</sup> graders (3.48)</li> </ul>                               |
| <ul style="list-style-type: none"> <li>Respondents with an annual household income of \$100K or more (3.85) and between \$50K and \$100K (3.81)</li> </ul> | <ul style="list-style-type: none"> <li>Respondents with an annual household income below \$50K (3.51)</li> </ul>          |

| <b>Your teen's brain development might be adversely affected.</b>  |   |
|--|---|
| <b>Higher</b>  | <b>Lower</b>  |
| <ul style="list-style-type: none"> <li>Residents of Aroostook (3.93) and Western (3.81) public health districts</li> </ul> | <ul style="list-style-type: none"> <li>Residents of Central (3.33) and Midcoast (3.45) public health districts</li> </ul> |
| <ul style="list-style-type: none"> <li>Mothers (3.82)</li> </ul>   | <ul style="list-style-type: none"> <li>Fathers (3.31)</li> </ul>  |
| <ul style="list-style-type: none"> <li>Parents 9<sup>th</sup> (3.87) and 7<sup>th</sup> (3.78) graders</li> </ul>          | <ul style="list-style-type: none"> <li>Parents of 12<sup>th</sup> graders (3.29)</li> </ul>                               |

#### IV. FINDINGS: PARENTAL ATTITUDES

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

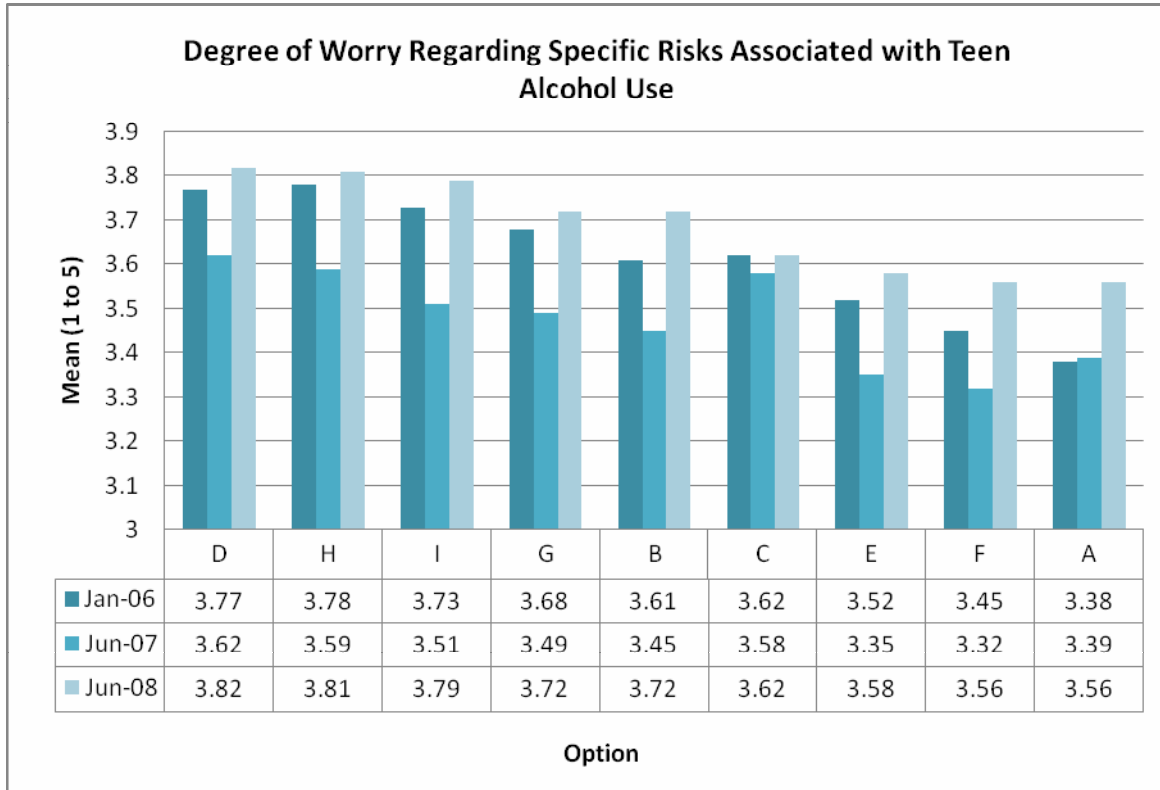
| <b>Your teen's drinking could lead to depression or suicide.</b>  |  |
|---|--|
| <b>Higher</b>   | <b>Lower</b>   |
| <ul style="list-style-type: none"> <li>Residents of Aroostook (3.93) public health district</li> </ul>  | <ul style="list-style-type: none"> <li>Residents of Central (3.27) and Midcoast (3.32) public health districts</li> </ul>                      |
| <ul style="list-style-type: none"> <li>Mothers (3.79)</li> </ul>  | <ul style="list-style-type: none"> <li>Fathers (3.24)</li> </ul>   |
| <ul style="list-style-type: none"> <li>Parents who report that alcohol is consumed in their home on a monthly basis (3.78) or is rarely or never consumed in their home (3.66)</li> </ul> | <ul style="list-style-type: none"> <li>Parents who report that alcohol is consumed in their home on a weekly/daily basis (3.39)</li> </ul>     |
| <ul style="list-style-type: none"> <li>Parents of 9<sup>th</sup> (3.81) and 7<sup>th</sup> (3.80) graders</li> </ul>  | <ul style="list-style-type: none"> <li>Parents of 12<sup>th</sup> (3.25), 11<sup>th</sup> (3.47), and 8<sup>th</sup> (3.48) graders</li> </ul> |
| <ul style="list-style-type: none"> <li>Parents aged 44 or younger (3.71)</li> </ul>   | <ul style="list-style-type: none"> <li>Parents aged 45 or older (3.45)</li> </ul>  |

| <b>Your teen might lose out on a scholarship or some other opportunity.</b>   |   |
|---|---|
| <b>Higher</b>   | <b>Lower</b>  |
| <ul style="list-style-type: none"> <li>Residents of Aroostook (3.91) and Western (3.80) public health districts</li> </ul>        | <ul style="list-style-type: none"> <li>Residents of Central (3.21), Cumberland (3.40), and Midcoast (3.40) public health districts</li> </ul> |
| <ul style="list-style-type: none"> <li>Mothers (3.69)</li> </ul>  | <ul style="list-style-type: none"> <li>Fathers (3.35)</li> </ul>  |
| <ul style="list-style-type: none"> <li>Parents of 7<sup>th</sup> (3.69) and 10<sup>th</sup> (3.69) graders</li> </ul>             | <ul style="list-style-type: none"> <li>Parents of 12<sup>th</sup> graders (3.35)</li> </ul>   |
| <ul style="list-style-type: none"> <li>Parents aged 44 or younger (3.67)</li> </ul>   | <ul style="list-style-type: none"> <li>Parents aged 45 or older (3.45)</li> </ul>   |
| <ul style="list-style-type: none"> <li>Parents with a HS diploma or less (3.75) and with some college education (3.69)</li> </ul> | <ul style="list-style-type: none"> <li>Parents with a four year degree or more (3.35)</li> </ul>  |

| <b>Your teen might drink to excess or become addicted to alcohol.</b>  |   |
|--|---|
| <b>Higher</b>  | <b>Lower</b>  |
| <ul style="list-style-type: none"> <li>Residents of Aroostook (3.83), Western (3.76), and York (3.70) public health districts</li> </ul> | <ul style="list-style-type: none"> <li>Residents of Central (3.21) and Midcoast (3.34) public health districts</li> </ul> |
| <ul style="list-style-type: none"> <li>Mothers (3.75)</li> </ul>   | <ul style="list-style-type: none"> <li>Fathers (3.25)</li> </ul>  |
| <ul style="list-style-type: none"> <li>Parents of 9<sup>th</sup> graders (3.72)</li> </ul>   | <ul style="list-style-type: none"> <li>Parents of 12<sup>th</sup> graders (3.37)</li> </ul>                               |

#### IV. FINDINGS: PARENTAL ATTITUDES

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



- (A) Your teen might drink to excess or become addicted to alcohol
- (B) Your teen might drink and drive
- (C) Your teen's brain development might be adversely affected
- (D) Your teen might be involved in unwanted and/or unprotected sexual behavior
- (E) Your teen's drinking could lead to depression or suicide
- (F) Your teen could lose out on a scholarship or some other opportunity
- (G) Your teen's grades might suffer
- (H) Your teen might end up in trouble with the police
- (I) Your teen might move on to other drugs

#### IV. FINDINGS: PARENTAL ATTITUDES

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##### Appropriate Age to Begin Discussions Regarding Alcohol

*In your opinion, at what age is it appropriate to begin talking to a child about underage alcohol use? [Unaided]\**

*\*Indicates a slight change in wording from the 2007 and 2006 surveys, when the question read "In your opinion, at what age is it appropriate to begin talking to a child about drinking alcohol?"*

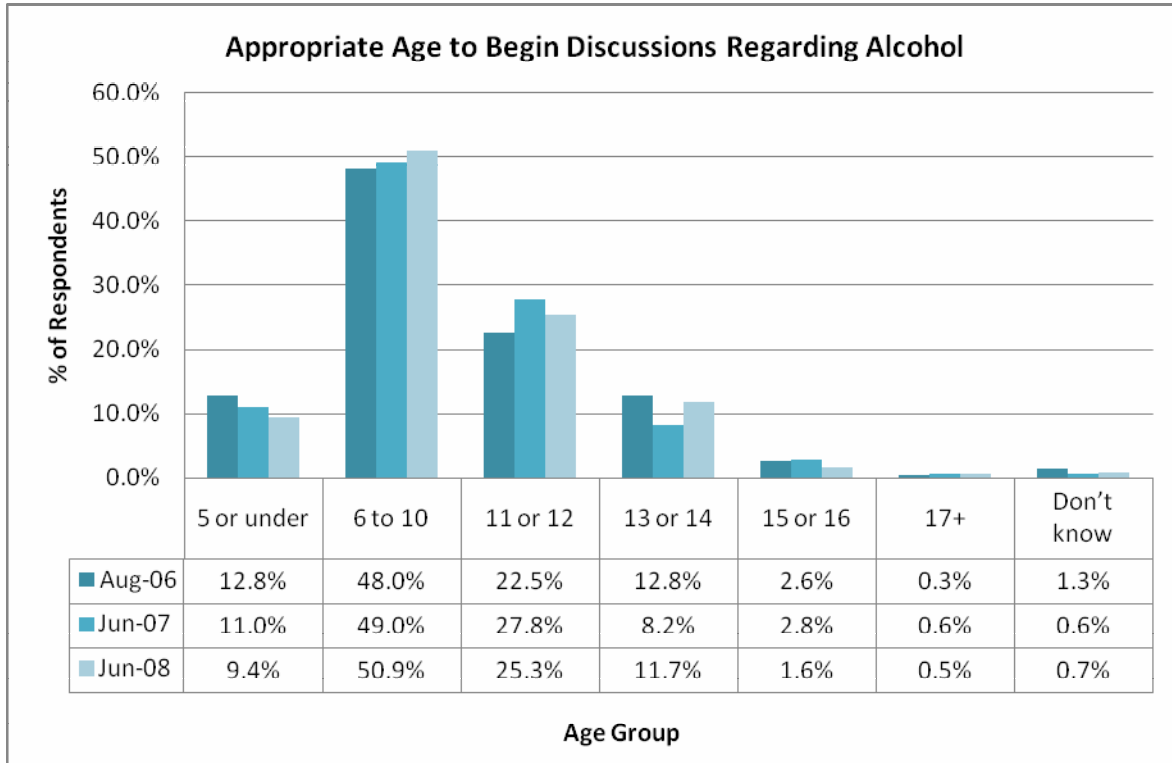
|              | <b>August 2006<br/>(N=400)</b> | <b>June 2007<br/>(N=500)</b> | <b>June 2008<br/>(N=1,200)</b> |
|--------------|--------------------------------|------------------------------|--------------------------------|
| 5 or younger | 12.8%                          | 11.0%                        | 9.4%                           |
| 6 to 10      | 48.0%                          | 49.0%                        | 50.9%                          |
| 11 or 12     | 22.5%                          | 27.8%                        | 25.3%                          |
| 13 or 14     | 12.8%                          | 8.2%                         | 11.7%                          |
| 15 or 16     | 2.6%                           | 2.8%                         | 1.6%                           |
| 17 or older  | 0.3%                           | 0.6%                         | 0.5%                           |
| Don't know   | 1.3%                           | 0.6%                         | 0.7%                           |

**As the sample size, sample composition, and stratification were changed for the 2008 survey, prior results have been presented for descriptive purposes only and should not be used for benchmarking purposes.**

Approximately one-half (50.9%) of respondents indicated that it is appropriate to begin talking to a child about underage alcohol use between the ages of 6 and 10, and 25.3% of those surveyed said that the most appropriate age to begin these discussions is either 11 or 12. Twelve percent (11.7%) of surveyed parents indicated that it is appropriate to begin talking to a child about drinking alcohol when the child is 13 or 14.

#### IV. FINDINGS: PARENTAL ATTITUDES

##### Appropriate Age to Begin Discussions Regarding Alcohol (Continued)



#### IV. FINDINGS: PARENTAL ATTITUDES

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##### Appropriate Age to Begin Monitoring Child with Regard to Alcohol

*In your opinion, at what age is it appropriate to begin monitoring a child's behavior with regard to alcohol? [Unaided.]*

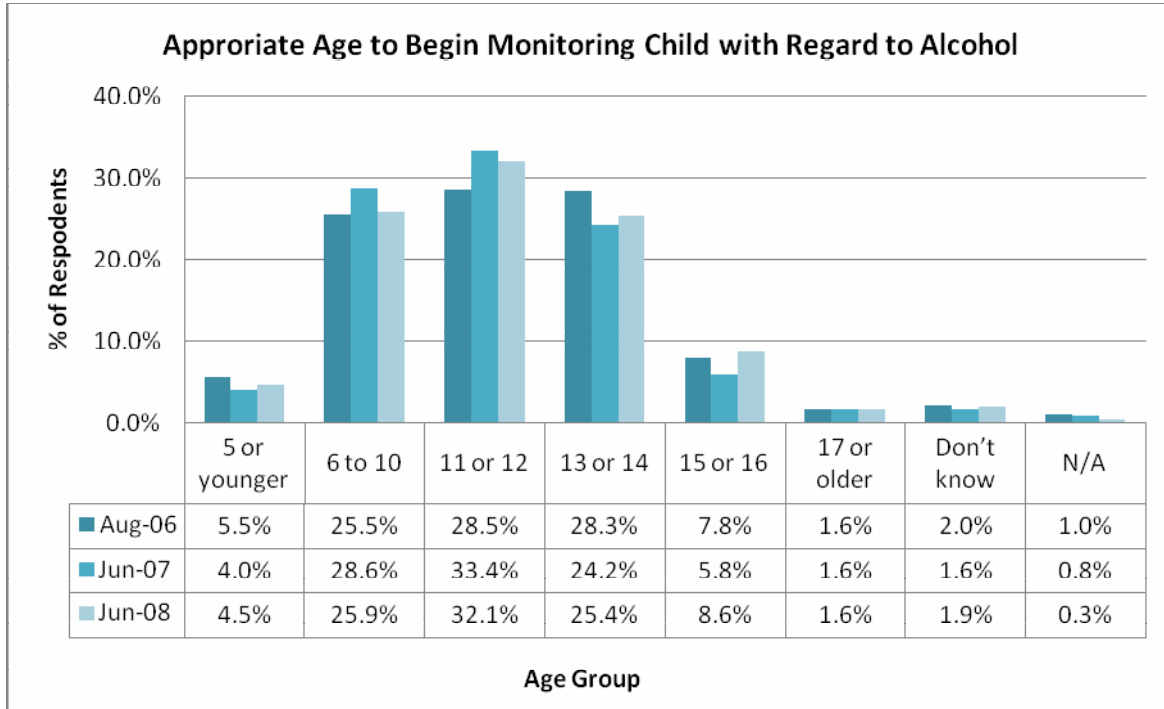
|                            | <b>August<br/>2006<br/>(N=400)</b> | <b>June<br/>2007<br/>(N=500)</b> | <b>June<br/>2008<br/>(N=1,200)</b> |
|----------------------------|------------------------------------|----------------------------------|------------------------------------|
| 5 or younger               | 5.5%                               | 4.0%                             | 4.5%                               |
| 6 to 10                    | 25.5%                              | 28.6%                            | 25.9%                              |
| 11 or 12                   | 28.5%                              | 33.4%                            | 32.1%                              |
| 13 or 14                   | 28.3%                              | 24.2%                            | 25.4%                              |
| 15 or 16                   | 7.8%                               | 5.8%                             | 8.6%                               |
| 17 or older                | 1.6%                               | 1.6%                             | 1.6%                               |
| Don't know                 | 2.0%                               | 1.6%                             | 1.9%                               |
| N/A – Child does not drink | 1.0%                               | 0.8%                             | 0.3%                               |

**As the sample size, sample composition, and stratification were changed for the 2008 survey, prior results have been presented for descriptive purposes only and should not be used for benchmarking purposes.**

Approximately one-third (32.1%) of all respondents indicated that it is appropriate to begin monitoring a child's behavior with regard to alcohol at age 11 or 12. Approximately one-half (51.3%) of all respondents indicated that it is appropriate to begin monitoring a child's behavior with regard to alcohol from ages 6 to 10 (25.9%) or age 13 or 14 (25.4%).

#### IV. FINDINGS: PARENTAL ATTITUDES

##### Appropriate Age to Begin Monitoring Child with Regard to Alcohol (Continued)



#### IV. FINDINGS: PARENTAL BEHAVIORS

##### Alcohol-Related Discussions with Child

*There are many ways to talk to teens about drinking. Please tell me which of the following statements reflects how you most commonly talk to your child about alcohol use. [Options were read and rotated.]*

|  | <b>August<br/>2006<br/>(N=400)</b> | <b>June<br/>2007<br/>(N=500)</b> | <b>June<br/>2008<br/>(N=1,200)</b> |
|--|------------------------------------|----------------------------------|------------------------------------|
| I don't want you to drink because alcohol can damage your future.                                  | 27.8%                              | 35.4%                            | 34.8%                              |
| I don't want you to drink because it's illegal until you are 21.                                   | 27.3%                              | 22.6%                            | 21.5%                              |
| I don't want you to drink because it's not healthy for someone your age.                           | 12.8%                              | 15.0%                            | 18.4%                              |
| I don't want you to drink, but if you're going to do it you must never drive.                      | 21.8%                              | 15.6%                            | 15.8%                              |
| I don't want you to drink, but if you're going to do it, do it only at home where I can supervise. | 6.0%                               | 7.0%                             | 6.0%                               |
| Don't know   | 2.5%                               | 1.6%                             | 1.6%                               |
| N/A – Don't think that underage drinking is wrong  | 0.5%                               | 1.4%                             | 0.3%                               |
| I don't talk to my child about alcohol because s/he doesn't drink.                                 | 1.5%                               | 1.2%                             | 1.2%                               |
| I have never talked to my child about drinking.  | N/A                                | 0.2%                             | 0.5%                               |

**As the sample size, sample composition, and stratification were changed for the 2008 survey, prior results have been presented for descriptive purposes only and should not be used for benchmarking purposes.**

The statements that most closely reflect how respondents talk to their children about alcohol use are: "I don't want you to drink because alcohol can damage your future" (34.8%), "I don't want you to drink because it's illegal until you are 21" (21.5%), "I don't want you to drink because it's not healthy for someone your age" (18.4%), and "I don't want you to drink, but if you're going to do it you must never drive" (15.8%).



#### IV. FINDINGS: PARENTAL BEHAVIORS

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##### Alcohol-Related Discussions with Child (Continued)

| <b>I don't want you to drink because alcohol can damage your future.</b>  |   |
|---|---|
| <b>Higher</b>   | <b>Lower</b>  |
| <ul style="list-style-type: none"><li>• Residents of Aroostook public health district (45.3%)</li></ul>                             | <ul style="list-style-type: none"><li>• Residents of York public health district (27.3%)</li></ul>  |
| <ul style="list-style-type: none"><li>• Parents who report that alcohol is rarely or never consumed in their home (42.8%)</li></ul> | <ul style="list-style-type: none"><li>• Parents who report that alcohol is consumed in their home on a weekly/daily basis (28.3%)</li></ul> |
| <ul style="list-style-type: none"><li>• Parents of 7<sup>th</sup> graders (43.7%)</li></ul>   | <ul style="list-style-type: none"><li>• Parents of 12<sup>th</sup> graders (26.3%)</li></ul>  |

#### IV. FINDINGS: PARENTAL BEHAVIORS

##### Accessibility of Parent-Purchased Alcohol without Parental Knowledge

***Would your teen be able to access any alcohol that you have purchased without your knowledge?***

|  | <b>June<br/>2008<br/>(N=1,200)</b> |
|--|------------------------------------|
| Yes                                      | 43.4%                              |
| No                                       | 47.8%                              |
| Not applicable – No alcohol in the house | 8.5%                               |
| Don't know                               | 0.3%                               |

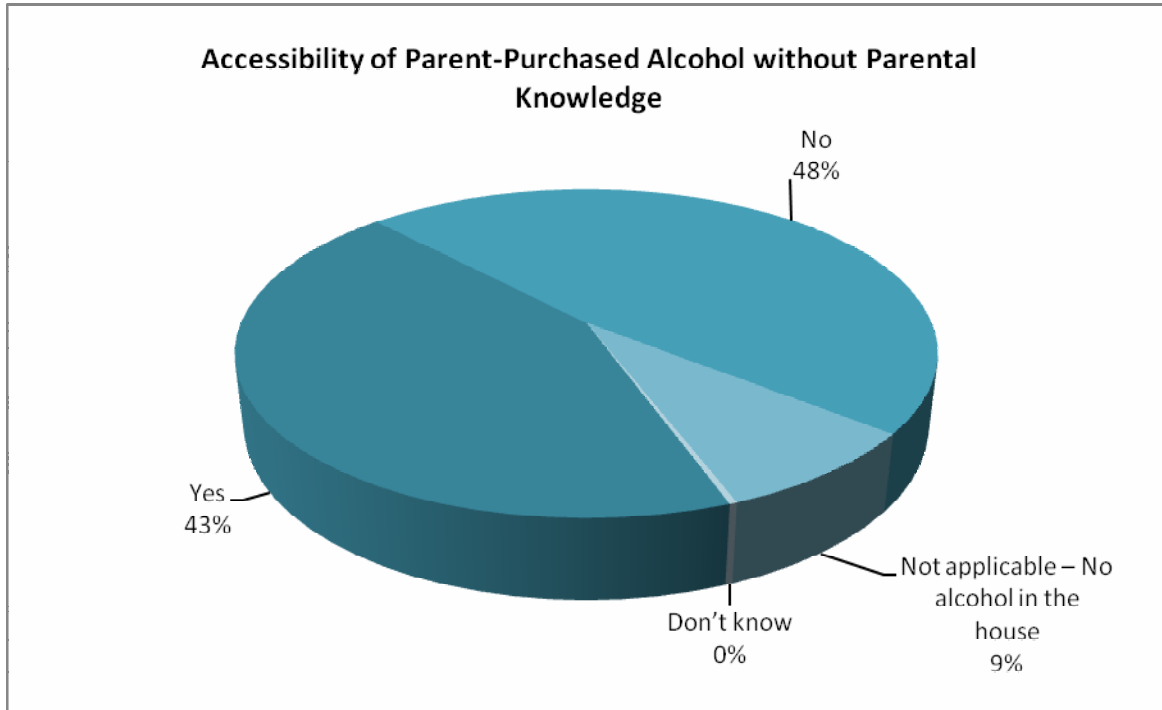
Nearly one-half (47.8%) of respondents indicated that their teen would be unable to access the alcohol they have purchased without their knowledge. Forty-three percent (43.4%) said that their teen would be able to access the alcohol they have purchased without their knowledge. Nine percent (8.5%) said that the question did not apply to them because they do not have any alcohol in the house.

| <b>Alcohol is Accessible to Teen without Parental Knowledge</b>  |   |
|--|---|
| <b>Higher</b>  | <b>Lower</b>  |
| <ul style="list-style-type: none"> <li>Residents of York (57.3%) and Cumberland (54.7%) public health districts</li> </ul>                   | <ul style="list-style-type: none"> <li>Residents of Aroostook (29.3%) and Penquis (32.7%) public health districts</li> </ul>        |
| <ul style="list-style-type: none"> <li>Parents who report that alcohol is consumed in their home on a weekly/ daily basis (65.4%)</li> </ul> | <ul style="list-style-type: none"> <li>Parents who report that alcohol is rarely or never consumed in their home (15.6%)</li> </ul> |
| <ul style="list-style-type: none"> <li>Parents with a four year degree or more (54.7%)</li> </ul>  | <ul style="list-style-type: none"> <li>Parents with a HS diploma or less (30.0%) and with some college education (38.4%)</li> </ul> |
| <ul style="list-style-type: none"> <li>Respondents with an annual household income of \$100K or more (60.2%)</li> </ul>                      | <ul style="list-style-type: none"> <li>Respondents with an annual household income below \$50K (27.0%)</li> </ul>                   |

#### IV. FINDINGS: PARENTAL BEHAVIORS

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##### Accessibility of Parent-Purchased Alcohol without Parental Knowledge (Continued)



#### IV. FINDINGS: PARENTAL BEHAVIORS

##### Parental Behavior

*Please tell me how often you or another adult in your household do the following using a scale of 1 to 5, where 1 means “never” and 5 means “always.” How often do you: [Options were read and rotated.]*

| June 2008<br>(N=1200)   | 1     | 2      | 3         | 4                | 5      | Don't know | N/A – Child never goes out | Mean (1 to 5) |
|---|-------|--------|-----------|------------------|--------|------------|----------------------------|---------------|
|   | Never | Rarely | Sometimes | Most of the time | Always |            |                            |               |
| Make an effort to know your child's friends and their parents   | 1.1%  | 0.4%   | 4.0%      | 12.3%            | 80.0%  | 0.9%       | 1.3%                       | 4.74          |
| Ask your child if a parent or other adult will be present at a party or social gathering                        | 3.7%  | 1.2%   | 2.9%      | 5.0%             | 78.6%  | 1.0%       | 7.7%                       | 4.68          |
| Talk to your child when they come in about his/her night  | 1.6%  | 1.3%   | 5.5%      | 10.1%            | 76.5%  | 1.0%       | 4.1%                       | 4.67          |
| Wait up for your child to come home or set an alarm at curfew   | 3.3%  | 1.6%   | 3.1%      | 6.3%             | 76.5%  | 1.0%       | 8.2%                       | 4.66          |
| Ask your child to call you to check in  | 3.7%  | 1.5%   | 6.3%      | 7.9%             | 77.1%  | 0.9%       | 2.7%                       | 4.59          |
| Observe your child for signs of alcohol use   | 10.6% | 3.8%   | 5.9%      | 8.4%             | 66.5%  | 1.0%       | 3.8%                       | 4.22          |
| Make an effort to know the rules of your child's friends' families  | 4.3%  | 4.8%   | 16.8%     | 22.2%            | 49.7%  | 0.9%       | 1.4%                       | 4.11          |
| Call to verify that a parent or other responsible adult will actually be present at a party or social gathering | 10.1% | 6.9%   | 14.3%     | 15.6%            | 44.3%  | 0.9%       | 7.9%                       | 3.85          |
| Ask your child if alcohol will be present at a party or social gathering  | 17.9% | 6.6%   | 10.6%     | 7.6%             | 45.1%  | 1.4%       | 10.8%                      | 3.63          |
| Call or visit during the social gathering to check on your child  | 22.0% | 12.7%  | 23.0%     | 12.3%            | 23.6%  | 0.9%       | 5.5%                       | 3.03          |

#### **IV. FINDINGS: PARENTAL BEHAVIORS**

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##### **Parental Behavior (Continued)**

The most common activity that parents are involved in is “[making] an effort to know [their] child’s friends and their parents, especially the families of [their] teen’s four closest friends” (mean = 4.74, 92.3% most of the time/ always).

Other common responses include: “[asking their] child if a parent or other adult will be present at a party or social gathering” (mean = 4.68, 83.6% most of the time/ always), “[talking to their] child when they come in about his/her night” (mean = 4.67, 86.6% most of the time/ always), “[waiting up for their] child to come home or [setting] an alarm at curfew” (mean = 4.66, 82.8% most of the time/ always), “[asking their] child to call [them] to check in” (mean = 4.59, 85.0% most of the time/ always), “[observing their] child for signs of alcohol use” (mean = 4.22, 74.9% most of the time/ always), and “[making] an effort to know the rules of [their] child’s friends’ families” (mean = 4.11, 71.9% most of the time/ always).

Parents are less likely to report that they: “call to verify that a parent or other responsible adult will actually be present at a party or social gathering” (mean = 3.85, 59.9% most of the time/ always), “ask [their] child if alcohol will be present at a party or social gathering” (mean = 3.63, 52.7% most of the time/ always), or “call or visit during the social gathering to check on [their] child” (mean = 3.03, 35.9% most of the time/ always).

#### IV. FINDINGS: PARENTAL BEHAVIORS

##### Parental Behavior (Continued)

|  | August 2006,<br>N=400 | June 2007,<br>N=500 | June 2008,<br>N=1,200 |
|--|-----------------------|---------------------|-----------------------|
|  | Mean<br>(1 to 5)      | Mean<br>(1 to 5)    | Mean<br>(1 to 5)      |
| Make an effort to know your child's friends and their parents, especially the families of your teen's four closest friends | 4.72                  | 4.69                | 4.74                  |
| Ask your child if a parent or other adult will be present at a party or social gathering                                   | 4.80                  | 4.72                | 4.68                  |
| Talk to your child when they come in about his/her night*  | 4.72                  | 4.71                | 4.67                  |
| Wait up for your child to come home or set an alarm at curfew**  | 4.62                  | 4.58                | 4.66                  |
| Ask your child to call you to check in   | 4.42                  | 4.43                | 4.59                  |
| Observe your child for signs of alcohol use  | 4.33                  | 4.25                | 4.22                  |
| Make an effort to know the rules of your child's friends' families   | 4.12                  | 4.13                | 4.11                  |
| Call to verify that a parent or other responsible adult will actually be present at a party or social gathering            | 3.85                  | 3.74                | 3.85                  |
| Ask your child if alcohol will be present at a party or social gathering   | 3.86                  | 3.76                | 3.63                  |
| Call or visit during the social gathering to check on your child***  | 2.91                  | 2.81                | 3.03                  |

**As the sample size, sample composition, and stratification were changed for the 2008 survey, prior results have been presented for descriptive purposes only and should not be used for benchmarking purposes.**

\* Indicates a change in the wording from the 2007 and 2006 surveys, when the question read "How often do you talk to your child about his or her night to find out what went on?"

\*\* The 2006 question read "How often do you wait up for your child to come home?"

\*\*\* Indicates a change in the wording from the 2007 and 2006 surveys, when the question read "How often do you call or visit during the social gathering to check if an adult is present?"

#### IV. FINDINGS: PARENTAL BEHAVIORS

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##### Parental Behavior (Continued)

| <b>Make an effort to know your child's friends and their parents.</b>   |  |
|---|--|
| <b>Higher</b>   | <b>Lower</b>   |
| <ul style="list-style-type: none"> <li>Residents of Penquis (4.83), Downeast (4.82), and Aroostook (4.81) public health districts</li> </ul>  | <ul style="list-style-type: none"> <li>Residents of York public health district (4.65)</li> </ul>  |
| <ul style="list-style-type: none"> <li>Mothers (4.81)</li> </ul>  | <ul style="list-style-type: none"> <li>Fathers (4.62)</li> </ul>   |
| <ul style="list-style-type: none"> <li>Parents who report that alcohol is consumed in their home on a monthly basis (4.78) or is rarely or never consumed in their home (4.78)</li> </ul> | <ul style="list-style-type: none"> <li>Parents who report that alcohol is consumed in their home on a weekly/daily basis (4.68)</li> </ul> |
| <ul style="list-style-type: none"> <li>Parents of 8<sup>th</sup> graders (4.81)</li> </ul>  | <ul style="list-style-type: none"> <li>Parents of 12<sup>th</sup> graders (4.68)</li> </ul>  |
| <ul style="list-style-type: none"> <li>Respondents with an annual household income of more than \$100K (4.83)</li> </ul>  | <ul style="list-style-type: none"> <li>Respondents with an annual household income below \$50K (4.67)</li> </ul>                           |

| <b>Ask your child if a parent of other adult will be present at a party or social gathering.</b>                                      |  |
|---|--|
| <b>Higher</b>   | <b>Lower</b>   |
| <ul style="list-style-type: none"> <li>Residents of Penquis public health district (4.89)</li> </ul>                                  | <ul style="list-style-type: none"> <li>Residents of Aroostook public health district (4.57)</li> </ul>   |
| <ul style="list-style-type: none"> <li>Mothers (4.74)</li> </ul>  | <ul style="list-style-type: none"> <li>Fathers (4.59)</li> </ul>   |
| <ul style="list-style-type: none"> <li>Parents who report that alcohol is consumed in their home on a monthly basis (4.79)</li> </ul> | <ul style="list-style-type: none"> <li>Parents who report that alcohol is consumed in their home on a weekly/daily basis (4.65) or is rarely or never consumed in their home (4.65)</li> </ul> |

#### IV. FINDINGS: PARENTAL BEHAVIORS

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##### Parental Behavior (Continued)

| <b>Talk to your child when they come in about his/her night.</b>  |  |
|---|--|
| <b>Higher</b>   | <b>Lower</b>   |
| <ul style="list-style-type: none"> <li>Residents of Aroostook public health district (4.79)</li> </ul>  | <ul style="list-style-type: none"> <li>Residents of Western public health district (4.54)</li> </ul>                                       |
| <ul style="list-style-type: none"> <li>Mothers (4.75)</li> </ul>  | <ul style="list-style-type: none"> <li>Fathers (4.55)</li> </ul>   |
| <ul style="list-style-type: none"> <li>Parents who report that alcohol is consumed on a monthly basis (4.73) or is rarely or never consumed in their home (4.72)</li> </ul> | <ul style="list-style-type: none"> <li>Parents who report that alcohol is consumed in their home on a weekly/daily basis (4.61)</li> </ul> |
| <ul style="list-style-type: none"> <li>Parents of 8<sup>th</sup> (4.82) and 7<sup>th</sup> (4.77) graders</li> </ul>  | <ul style="list-style-type: none"> <li>Parents of 12<sup>th</sup> (4.52) and 11<sup>th</sup> (4.59) graders</li> </ul>                     |

| <b>Wait up for your child to come home or set an alarm at curfew.</b>  |  |
|--|--|
| <b>Higher</b>  | <b>Lower</b>   |
| <ul style="list-style-type: none"> <li>Parents of 8<sup>th</sup> graders (4.82)</li> </ul>   | <ul style="list-style-type: none"> <li>Parents of 12<sup>th</sup> (4.55) and 11<sup>th</sup> (4.58) graders</li> </ul> |
| <ul style="list-style-type: none"> <li>Respondents with an annual household income of more than \$100K (4.74) and between \$50K and \$100K (4.73)</li> </ul> | <ul style="list-style-type: none"> <li>Respondents with an annual household income below \$50K (4.54)</li> </ul>       |



#### IV. FINDINGS: PARENTAL BEHAVIORS

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##### Parental Behavior (Continued)

| <b>Ask your child to call you to check in.</b>  |  |
|---|--|
| <b>Higher</b>   | <b>Lower</b>   |
| <ul style="list-style-type: none"> <li>Residents of Penquis public health district (4.70)</li> </ul>  | <ul style="list-style-type: none"> <li>Residents of Central (4.46) and Western (4.48) public health districts</li> </ul>                   |
| <ul style="list-style-type: none"> <li>Mothers (4.69)</li> </ul>  | <ul style="list-style-type: none"> <li>Fathers (4.42)</li> </ul>   |
| <ul style="list-style-type: none"> <li>Parents who report that alcohol is consumed in their home on a monthly basis (4.67) or is rarely or never consumed in their home (4.66)</li> </ul> | <ul style="list-style-type: none"> <li>Parents who report that alcohol is consumed in their home on a weekly/daily basis (4.48)</li> </ul> |
| <ul style="list-style-type: none"> <li>Parents of 12<sup>th</sup> graders (4.72)</li> </ul>   | <ul style="list-style-type: none"> <li>Parents of 7<sup>th</sup> (4.51) and 8<sup>th</sup> (4.52) graders</li> </ul>                       |
| <ul style="list-style-type: none"> <li>Parents ages 44 or younger (4.67)</li> </ul>   | <ul style="list-style-type: none"> <li>Parents aged 45 or older (4.52)</li> </ul>  |
| <ul style="list-style-type: none"> <li>Parents with some college education (4.73)</li> </ul>  | <ul style="list-style-type: none"> <li>Parents with a four year degree or more (4.52) and with a HS diploma or less (4.53)</li> </ul>      |
| <ul style="list-style-type: none"> <li>Respondents with an annual household income between \$50K and \$100K (4.66)</li> </ul>   | <ul style="list-style-type: none"> <li>Respondents with an annual household income of more than \$100K (4.52)</li> </ul>                   |

| <b>Observe your child for signs of alcohol use.</b>  |  |
|--|--|
| <b>Higher</b>  | <b>Lower</b>   |
| <ul style="list-style-type: none"> <li>Parents of sons (4.32)</li> </ul>   | <ul style="list-style-type: none"> <li>Parents of daughters (4.12)</li> </ul>                                    |
| <ul style="list-style-type: none"> <li>Parents of 11<sup>th</sup> (4.37), 10<sup>th</sup> (4.32), and 9<sup>th</sup> (4.32) graders</li> </ul> | <ul style="list-style-type: none"> <li>Parents of 7<sup>th</sup> graders (3.89)</li> </ul>                       |
| <ul style="list-style-type: none"> <li>Respondents with an annual household income between \$50K and \$100K (4.29)</li> </ul>                  | <ul style="list-style-type: none"> <li>Respondents with an annual household income below \$50K (4.09)</li> </ul> |

#### IV. FINDINGS: PARENTAL BEHAVIORS

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##### Parental Behavior (Continued)

| <b>Make an effort to know the rules of your child's friends' families.</b>  |  |
|---|--|
| <b>Higher</b>   | <b>Lower</b>   |
| <ul style="list-style-type: none"> <li>Residents of Downeast (4.33), Aroostook (4.29), and Penquis (4.24) public health districts</li> </ul>  | <ul style="list-style-type: none"> <li>Residents of Western (3.84) and Central (3.96) public health districts</li> </ul>                   |
| <ul style="list-style-type: none"> <li>Mothers (4.25)</li> </ul>  | <ul style="list-style-type: none"> <li>Fathers (3.87)</li> </ul>   |
| <ul style="list-style-type: none"> <li>Parents who report that alcohol is rarely or never consumed in their home (4.23) or is consumed in their home on a monthly basis (4.17)</li> </ul> | <ul style="list-style-type: none"> <li>Parents who report that alcohol is consumed in their home on a weekly/daily basis (3.98)</li> </ul> |

| <b>Call to verify that a parent or other adult will be present at a party or social gathering.</b>  |  |
|---|--|
| <b>Higher</b>   | <b>Lower</b>   |
| <ul style="list-style-type: none"> <li>Parents who report that alcohol is consumed in their home on a monthly basis (4.00) or is rarely or never consumed in their home (3.97)</li> </ul> | <ul style="list-style-type: none"> <li>Parents who report that alcohol is consumed in their home on a weekly/daily basis (3.67)</li> </ul> |
| <ul style="list-style-type: none"> <li>Parents of 7<sup>th</sup> (4.30), 8<sup>th</sup> (4.09), and 9<sup>th</sup> (4.07) graders</li> </ul>  | <ul style="list-style-type: none"> <li>Parents of 12<sup>th</sup> (3.24) graders</li> </ul>  |
| <ul style="list-style-type: none"> <li>Parents with a HS diploma or less (3.96) and with some college education (3.93)</li> </ul>   | <ul style="list-style-type: none"> <li>Parents with a four year degree or more (3.73)</li> </ul>   |

#### IV. FINDINGS: PARENTAL BEHAVIORS

##### Parental Behavior (Continued)

| <b>Ask your child if alcohol will be present at a party or social gathering.</b>  |  |
|---|--|
| <b>Higher</b>   | <b>Lower</b>   |
| <ul style="list-style-type: none"> <li>Residents of Western (3.80), York (3.77), and Cumberland (3.76) public health districts</li> </ul>   | <ul style="list-style-type: none"> <li>Residents of Midcoast public health district (3.26)</li> </ul>                              |
| <ul style="list-style-type: none"> <li>Parents of sons (3.72)</li> </ul>  | <ul style="list-style-type: none"> <li>Parents of daughters (3.53)</li> </ul>  |
| <ul style="list-style-type: none"> <li>Parents who report that alcohol is consumed in their home on a weekly/ daily basis (3.65)</li> </ul> | <ul style="list-style-type: none"> <li>Parents who report that alcohol is rarely or never consumed in their home (3.36)</li> </ul> |
| <ul style="list-style-type: none"> <li>Parents of 11<sup>th</sup> (4.07) and 12<sup>th</sup> (3.83) graders</li> </ul>                      | <ul style="list-style-type: none"> <li>Parents of 7<sup>th</sup> graders (2.84)</li> </ul>   |
| <ul style="list-style-type: none"> <li>Respondents with an annual household income between \$50K and \$100K (3.75)</li> </ul>               | <ul style="list-style-type: none"> <li>Respondents with an annual household income below \$50K (3.49)</li> </ul>                   |

| <b>Call or visit during the social gathering to check on your child.</b>   |   |
|--|---|
| <b>Higher</b>  | <b>Lower</b>  |
| <ul style="list-style-type: none"> <li>Residents of Aroostook (3.38) and Downeast (3.36) public health districts</li> </ul>                          | <ul style="list-style-type: none"> <li>Residents of Cumberland (2.80), Midcoast (2.86), and Western (2.87) public health districts</li> </ul> |
| <ul style="list-style-type: none"> <li>Mothers (3.17)</li> </ul>   | <ul style="list-style-type: none"> <li>Fathers (2.81)</li> </ul>  |
| <ul style="list-style-type: none"> <li>Parents who report that alcohol is rarely or never consumed in their home (3.21)</li> </ul>                   | <ul style="list-style-type: none"> <li>Parents who report that alcohol is consumed in their home on a weekly/ daily basis (2.83)</li> </ul>   |
| <ul style="list-style-type: none"> <li>Parents of 9<sup>th</sup> graders (3.29)</li> </ul>   | <ul style="list-style-type: none"> <li>Parents of 12<sup>th</sup> graders (2.74)</li> </ul>   |
| <ul style="list-style-type: none"> <li>Parents aged 44 or younger (3.19)</li> </ul>  | <ul style="list-style-type: none"> <li>Parents aged 45 or older (2.89)</li> </ul>   |
| <ul style="list-style-type: none"> <li>Parents with a HS diploma or less (3.25)</li> </ul>   | <ul style="list-style-type: none"> <li>Parents with a four year degree or more (2.85)</li> </ul>  |
| <ul style="list-style-type: none"> <li>Respondents with an annual household income below \$50K (3.15) and between \$50K and \$100K (3.12)</li> </ul> | <ul style="list-style-type: none"> <li>Respondents with an annual household income of more than \$100K (2.70)</li> </ul>                      |

#### IV. FINDINGS: PARENTAL 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 in front of their teen 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.]*

| June 2008<br>(N=1200)   | 1                         | 2                       | 3                       | 4                   | Don't know | Mean<br>(1 to 4) |
|---|---------------------------|-------------------------|-------------------------|---------------------|------------|------------------|
|   | Not at all<br>influential | Not very<br>influential | Somewhat<br>influential | Very<br>influential |            |                  |
| Have more than 4 drinks in one evening in front of their teen   | 3.8%                      | 3.2%                    | 14.9%                   | 75.9%               | 2.3%       | 3.67             |
| Pressure other adults to consume alcoholic beverages in front of your teen*                                   | 5.6%                      | 2.3%                    | 14.2%                   | 75.6%               | 2.4%       | 3.64             |
| Use alcohol to relieve stress or anxiety, saying things such as “I’ve had a tough week; I <u>need</u> a beer” | 4.7%                      | 4.8%                    | 25.0%                   | 63.5%               | 2.0%       | 3.50             |
| Occasionally joke or tell a funny story about their past drinking behavior in front of their teen             | 4.5%                      | 6.6%                    | 40.0%                   | 46.8%               | 2.1%       | 3.32             |
| Ask their teen to get alcoholic beverages for them, such as getting a beer from the refrigerator              | 7.7%                      | 8.8%                    | 27.1%                   | 53.8%               | 2.7%       | 3.31             |

*\*Indicates a slight change in the wording from the 2007 survey, when the question read “Encourage other adults to have more than one alcoholic beverage in front of their teen.”*

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 = 3.67, 90.8% somewhat/ very influential), followed by “[pressuring] other adults to consume alcoholic beverages in front of [their] teen” (mean = 3.64, 89.8% somewhat/ very influential).

Respondents also recognized that parents “[using] alcohol to relieve stress or anxiety, saying things such as ‘I’ve had a tough week, I need a beer’” (mean = 3.50, 88.5% somewhat/ very influential), parents “occasionally [joking] or [telling] a funny story about their past drinking behavior in front of their teen” (mean = 3.32, 86.8% somewhat/ very influential), and parents “[asking] their teen to get alcoholic beverages for them, such as getting a beer from the refrigerator” (mean = 3.31, 80.9% somewhat/ very influential) can be influential in terms of teen drinking.

#### IV. FINDINGS: PARENTAL INFLUENCE

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

| Mean Responses (1 to 5)   | January 2006 (N=500) | June 2007 (N=500) | June 2008 (N=1,200) |
|---|----------------------|-------------------|---------------------|
| Have more than 4 drinks in one evening in front of their teen   | 3.59                 | 3.61              | 3.67                |
| Pressure other adults to consume alcoholic beverages in front of your teen                                    | N/A*                 | 3.31**            | 3.64                |
| 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                 | 3.43              | 3.50                |
| Occasionally joke or tell a funny story about their past drinking behavior in front of their teen             | 3.20                 | 3.27              | 3.32                |
| Ask their teen to get alcoholic beverages for them, such as getting a beer from the refrigerator              | 3.17                 | 3.29              | 3.31                |

As the sample size, sample composition, and stratification were changed for the 2008 survey, prior results have been presented for descriptive purposes only and should not be used for benchmarking purposes.

\* This question was not asked in the January 2006 survey.

\*\* Indicates a slight change in the wording from the 2007 survey, when the question read "Encourage other adults to have more than one alcoholic beverage in front of their teen."

| Have more than 4 drinks in one evening in front of their teen.  |  |
|---|--|
| Higher  | Lower  |
| <ul style="list-style-type: none"> <li>Residents of Aroostook public health district (3.77)</li> </ul>  | <ul style="list-style-type: none"> <li>Residents of Central public health district (3.60)</li> </ul>                                       |
| <ul style="list-style-type: none"> <li>Mothers (3.72)</li> </ul>  | <ul style="list-style-type: none"> <li>Fathers (3.59)</li> </ul>   |
| <ul style="list-style-type: none"> <li>Parents who report that alcohol is rarely or never consumed in their home (3.76) or is consumed on a monthly basis (3.76)</li> </ul> | <ul style="list-style-type: none"> <li>Parents who report that alcohol is consumed in their home on a weekly/daily basis (3.54)</li> </ul> |
| <ul style="list-style-type: none"> <li>Parents of 9<sup>th</sup> graders (3.72)</li> </ul>  | <ul style="list-style-type: none"> <li>Parents of 12<sup>th</sup> graders (3.57)</li> </ul>  |
| <ul style="list-style-type: none"> <li>Parents with some college education (3.72)</li> </ul>  | <ul style="list-style-type: none"> <li>Parents with a HS diploma or less (3.61)</li> </ul>   |

#### IV. FINDINGS: PARENTAL INFLUENCE

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

| <b>Pressure other adults to consume alcoholic beverages in front of their teen.</b>  |  |
|--|--|
| <b>Higher</b>  | <b>Lower</b>   |
| <ul style="list-style-type: none"> <li>Residents of Aroostook public health district (3.77)</li> </ul>                             | <ul style="list-style-type: none"> <li>Residents of Western public health district (3.52)</li> </ul>                                       |
| <ul style="list-style-type: none"> <li>Mothers (3.69)</li> </ul>   | <ul style="list-style-type: none"> <li>Fathers (3.55)</li> </ul>   |
| <ul style="list-style-type: none"> <li>Parents of daughters (3.59)</li> </ul>  | <ul style="list-style-type: none"> <li>Parents of sons (3.68)</li> </ul>   |
| <ul style="list-style-type: none"> <li>Parents who report that alcohol is rarely or never consumed in their home (3.75)</li> </ul> | <ul style="list-style-type: none"> <li>Parents who report that alcohol is consumed in their home on a weekly/daily basis (3.53)</li> </ul> |
| <ul style="list-style-type: none"> <li>Parents of 9<sup>th</sup> graders (3.74)</li> </ul>   | <ul style="list-style-type: none"> <li>Parents of 12<sup>th</sup> graders (3.52)</li> </ul>  |

| <b>Use alcohol to relieve stress or anxiety, saying “I’ve had a tough week; I <u>need</u> a beer.”</b>  |  |
|---|--|
| <b>Higher</b>   | <b>Lower</b>   |
| <ul style="list-style-type: none"> <li>Residents of Aroostook public health district (3.64)</li> </ul>  | <ul style="list-style-type: none"> <li>Residents of Cumberland public health district (3.34)</li> </ul>                                    |
| <ul style="list-style-type: none"> <li>Mothers (3.57)</li> </ul>  | <ul style="list-style-type: none"> <li>Fathers (3.39)</li> </ul>   |
| <ul style="list-style-type: none"> <li>Parents who report that alcohol is rarely or never consumed in their home (3.64) or is consumed on a monthly basis (3.56)</li> </ul> | <ul style="list-style-type: none"> <li>Parents who report that alcohol is consumed in their home on a weekly/daily basis (3.35)</li> </ul> |
| <ul style="list-style-type: none"> <li>Parents of 9<sup>th</sup> graders (3.60)</li> </ul>  | <ul style="list-style-type: none"> <li>Parents of 8<sup>th</sup> graders (3.44)</li> </ul>   |
| <ul style="list-style-type: none"> <li>Respondents with an annual household income between \$50K and \$100K (3.56)</li> </ul>   | <ul style="list-style-type: none"> <li>Respondents with an annual household income of more than \$100K (3.44)</li> </ul>                   |

#### IV. FINDINGS: PARENTAL INFLUENCE

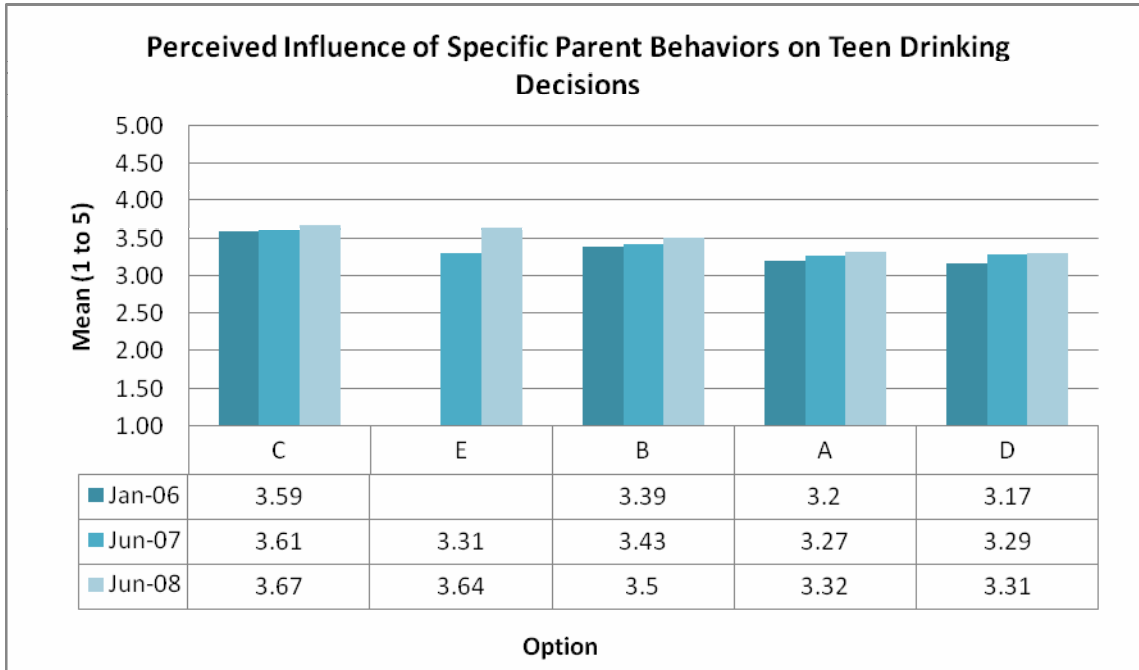
##### Perceived Influence of Specific Parent Behaviors on Teen Drinking Decisions (Continued)

| <b>Occasionally joke or tell a story about their past drinking behavior in front of their teen.</b>                                |   |
|--|---|
| <b>Higher</b>  | <b>Lower</b>  |
| <ul style="list-style-type: none"> <li>Residents of Aroostook public health district (3.45)</li> </ul>                             | <ul style="list-style-type: none"> <li>Residents of Cumberland (3.25), Midcoast (3.25), and Central (3.25) public health districts</li> </ul> |
| <ul style="list-style-type: none"> <li>Mothers (3.37)</li> </ul>   | <ul style="list-style-type: none"> <li>Fathers (3.23)</li> </ul>  |
| <ul style="list-style-type: none"> <li>Parents who report that alcohol is rarely or never consumed in their home (3.38)</li> </ul> | <ul style="list-style-type: none"> <li>Parents who report that alcohol is consumed in their home on a weekly/daily basis (3.26)</li> </ul>    |

| <b>Ask their teen to get alcoholic beverages for them, such as getting a beer from the fridge.</b>   |  |
|--|--|
| <b>Higher</b>  | <b>Lower</b>   |
| <ul style="list-style-type: none"> <li>Residents of Aroostook (3.46) and Downeast (3.45) public health districts</li> </ul>                          | <ul style="list-style-type: none"> <li>Residents of Western public health district (3.15)</li> </ul>                                       |
| <ul style="list-style-type: none"> <li>Mothers (3.38)</li> </ul>   | <ul style="list-style-type: none"> <li>Fathers (3.18)</li> </ul>   |
| <ul style="list-style-type: none"> <li>Parents who report that alcohol is rarely or never consumed in their home (3.51)</li> </ul>                   | <ul style="list-style-type: none"> <li>Parents who report that alcohol is consumed in their home on a weekly/daily basis (3.15)</li> </ul> |
| <ul style="list-style-type: none"> <li>Parents of 9<sup>th</sup> graders (3.42)</li> </ul>   | <ul style="list-style-type: none"> <li>Parents of 12<sup>th</sup> graders (3.21)</li> </ul>  |
| <ul style="list-style-type: none"> <li>Parents with a HS diploma or less (3.38)</li> </ul>   | <ul style="list-style-type: none"> <li>Parents with a four year degree or more (3.23)</li> </ul>   |
| <ul style="list-style-type: none"> <li>Respondents with an annual household income below \$50K (3.40) and between \$50K and \$100K (3.36)</li> </ul> | <ul style="list-style-type: none"> <li>Respondents with an annual household income of more than \$100K (3.13)</li> </ul>                   |

#### IV. FINDINGS: PARENTAL INFLUENCE

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



- (A) Occasionally joke or tell a funny story about their past drinking behavior in front of their teen
- (B) Use alcohol to relieve stress or anxiety, saying things such as “I’ve had a tough week; I need a beer”
- (C) Have more than 4 drinks in one evening in front of their teen
- (D) Ask their teen to get alcoholic beverages for them, such as getting a beer from the refrigerator
- (E) Pressure other adults to consume alcoholic beverages in front of your teen



#### IV. FINDINGS: PARENTAL INFLUENCE

##### Parental Perceptions of Parent/Child Relationship

*To what extent do you agree or disagree with the following statements? [Statements were read on a rotating basis.]*

| June 2008<br>(N=1200)   | 1                 | 2        | 3     | 4              | Don't know | Mean (1 to 4) |
|---|-------------------|----------|-------|----------------|------------|---------------|
|   | Strongly disagree | Disagree | Agree | Strongly agree |            |               |
| The rules in our family regarding alcohol use are clear                       | 0.3%              | 1.1%     | 22.2% | 75.3%          | 1.3%       | 3.75          |
| I have a strong influence over my teenager's behavior relating to alcohol use | 0.5%              | 2.7%     | 41.6% | 53.3%          | 2.0%       | 3.51          |
| My child shares his/her thoughts and feelings with me                         | 1.3%              | 5.8%     | 49.8% | 41.9%          | 1.3%       | 3.34          |
| If my child drank alcohol without my permission, I would catch her/him        | 1.8%              | 14.1%    | 49.9% | 28.9%          | 5.3%       | 3.12          |

**As the sample size, sample composition, and stratification were changed for the 2008 survey, prior results have been presented for descriptive purposes only and should not be used for benchmarking purposes.**

Respondents agreed most with the statement, "The rules in our family regarding alcohol use are clear," giving it a mean response rating of 3.75 (97.5% strongly agree/ agree). The remaining statements also received mean responses in the 3.0 to 3.5 range: "I have a strong influence over my teenager's behavior relating to alcohol use" (mean = 3.51, 94.9% strongly agree/ agree), "My child shares his/her thoughts and feelings with me" (mean = 3.34, 91.7% strongly agree/ agree), and "If my child drank alcohol without my permission, I would catch her/him" (mean = 3.12, 78.8% strongly agree/ agree).

#### IV. FINDINGS: PARENTAL INFLUENCE

##### Parental Perceptions of Parent/Child Relationship (Continued)

| <b>The rules in our family regarding alcohol use are clear.</b>  |  |
|--|--|
| <b>Higher</b>  | <b>Lower</b>   |
| <ul style="list-style-type: none"> <li>Residents of Cumberland public health district (3.81)</li> </ul>                            | <ul style="list-style-type: none"> <li>Residents of Aroostook public health district (3.69)</li> </ul>                                     |
| <ul style="list-style-type: none"> <li>Mothers (3.77)</li> </ul>   | <ul style="list-style-type: none"> <li>Fathers (3.71)</li> </ul>   |
| <ul style="list-style-type: none"> <li>Parents who report that alcohol is rarely or never consumed in their home (3.81)</li> </ul> | <ul style="list-style-type: none"> <li>Parents who report that alcohol is consumed in their home on a weekly/daily basis (3.68)</li> </ul> |
| <ul style="list-style-type: none"> <li>Parents of 12<sup>th</sup> graders (3.79)</li> </ul>  | <ul style="list-style-type: none"> <li>Parents of 8<sup>th</sup> graders (3.69)</li> </ul>   |

| <b>I have a strong influence over my teenager's behavior relating to alcohol use.</b>   |  |
|---|--|
| <b>Higher</b>   | <b>Lower</b>   |
| <ul style="list-style-type: none"> <li>Parents of daughters (3.54)</li> </ul>   | <ul style="list-style-type: none"> <li>Parents of sons (3.47)</li> </ul>   |
| <ul style="list-style-type: none"> <li>Parents who report that alcohol is rarely or never consumed in their home (3.58) or is consumed on a monthly basis (3.56)</li> </ul> | <ul style="list-style-type: none"> <li>Parents who report that alcohol is consumed in their home on a weekly/daily basis (3.41)</li> </ul> |
| <ul style="list-style-type: none"> <li>Parents of 7<sup>th</sup> graders (3.57)</li> </ul>  | <ul style="list-style-type: none"> <li>Parents of 9<sup>th</sup> graders (3.45)</li> </ul>   |

| <b>My child shares his/her thoughts and feelings with me.</b>   |  |
|---|--|
| <b>Higher</b>   | <b>Lower</b>   |
| <ul style="list-style-type: none"> <li>Residents of Aroostook (3.46) and York (3.42) public health districts</li> </ul>               | <ul style="list-style-type: none"> <li>Residents of Cumberland (3.21) and Central (3.21) public health</li> </ul>                          |
| <ul style="list-style-type: none"> <li>Mothers (3.39)</li> </ul>  | <ul style="list-style-type: none"> <li>Fathers (3.27)</li> </ul>   |
| <ul style="list-style-type: none"> <li>Parents of daughters (3.41)</li> </ul>   | <ul style="list-style-type: none"> <li>Parents of sons (3.28)</li> </ul>   |
| <ul style="list-style-type: none"> <li>Parents who report that alcohol is consumed in their home on a monthly basis (3.39)</li> </ul> | <ul style="list-style-type: none"> <li>Parents who report that alcohol is consumed in their home on a weekly/daily basis (3.29)</li> </ul> |
| <ul style="list-style-type: none"> <li>Parents of 7<sup>th</sup> graders (3.44)</li> </ul>  | <ul style="list-style-type: none"> <li>Parents of 9<sup>th</sup> graders (3.28)</li> </ul>   |
| <ul style="list-style-type: none"> <li>Parents aged 44 or younger (3.38)</li> </ul>   | <ul style="list-style-type: none"> <li>Parents aged 45 or older (3.30)</li> </ul>  |

#### IV. FINDINGS: PARENTAL INFLUENCE

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##### Parental Perceptions of Parent/Child Relationship (Continued)

| <b>If my child drank alcohol without my permission, I would catch her/him.</b>  |  |
|---|--|
| <b>Higher</b>   | <b>Lower</b>   |
| <ul style="list-style-type: none"><li>Residents of Midcoast public health district (3.22)</li></ul>   | <ul style="list-style-type: none"><li>Residents of Central public health district (3.05)</li></ul>                                       |
| <ul style="list-style-type: none"><li>Mothers (3.16)</li></ul>  | <ul style="list-style-type: none"><li>Fathers (3.05)</li></ul>   |
| <ul style="list-style-type: none"><li>Parents who report that alcohol is rarely or never consumed in their home (3.19) or is consumed on a monthly basis (3.19)</li></ul> | <ul style="list-style-type: none"><li>Parents who report that alcohol is consumed in their home on a weekly/daily basis (3.00)</li></ul> |

#### IV. FINDINGS: CURRENT & PROJECTED TEEN ALCOHOL USE

##### Honesty about Involvement with Alcohol

*How honest do you think your child is with you about her/his involvement with alcohol?*  
 [Options were read and rotated.]

|                              | 2002<br>(N=500) | 2003<br>(N=500) | 2004<br>(N=500) | June<br>2008<br>(N=1,200) |
|------------------------------|-----------------|-----------------|-----------------|---------------------------|
| 1 – Very honest              | 79.2%           | 62.6%           | 75.4%           | 72.9%                     |
| 2 – Mostly honest            | 18.2%           | 28.2%           | 18.0%           | 19.6%                     |
| 3 – Somewhat honest          | 1.4%            | 6.6%            | 5.2%            | 5.8%                      |
| 4 – Not very honest          | 1.0%            | 1.4%            | 1.0%            | 0.9%                      |
| 5 – Not at all honest        | 0.0%            | 0.2%            | 0.0%            | 0.1%                      |
| Don't know                   | 0.2%            | 1.0%            | 0.4%            | 0.8%                      |
|                              |                 |                 |                 |                           |
| Very / Mostly honest         | 97.4%           | 90.8%           | 93.4%           | 92.5%                     |
| Not very / Not at all honest | 1.0%            | 1.6%            | 1.0%            | 1.0%                      |
|                              |                 |                 |                 |                           |
| Mean response                | 1.24            | 1.47            | 1.32            | 1.34                      |

**As the sample size, sample composition, and stratification were changed for the 2008 survey, prior results have been presented for descriptive purposes only and should not be used for benchmarking purposes.**

The majority (92.5%) of respondents indicated that their child is “very honest” (72.9%) or “mostly honest” (19.6%) with them about her/his involvement with alcohol. Only 1.0% of respondents indicated that their child is “not very/ not at all honest” with then about her/his involvement with alcohol.

#### IV. FINDINGS: CURRENT & PROJECTED TEEN ALCOHOL USE

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##### Honesty about Involvement with Alcohol (Continued)

| <b>Child is Very / Mostly Honest about Involvement with Alcohol.</b>  |   |
|---|---|
| <b>Higher</b>   | <b>Lower</b>  |
| <ul style="list-style-type: none"><li>• Residents of Aroostook public health district (97.3%)</li></ul>                             | <ul style="list-style-type: none"><li>• Residents of Cumberland (89.3%) and Western (90.6%) public health districts</li></ul>               |
| <ul style="list-style-type: none"><li>• Parents who report that alcohol is rarely or never consumed in their home (94.2%)</li></ul> | <ul style="list-style-type: none"><li>• Parents who report that alcohol is consumed in their home on a weekly/daily basis (90.1%)</li></ul> |
| <ul style="list-style-type: none"><li>• Parents of 8<sup>th</sup> graders (96.0%)</li></ul>   | <ul style="list-style-type: none"><li>• Parents of 11<sup>th</sup> graders (89.2%)</li></ul>  |

#### IV. FINDINGS: CURRENT & 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?*

|            | <b>January<br/>2006<br/>(N=500)</b> | <b>June<br/>2007<br/>(N=500)</b> | <b>June<br/>2008<br/>(N=1,200)</b> |
|------------|-------------------------------------|----------------------------------|------------------------------------|
| Yes        | 23.0%                               | 30.4%                            | 20.8%                              |
| No         | 75.6%                               | 67.4%                            | 78.0%                              |
| Don't know | 1.4%                                | 2.2%                             | 1.2%                               |

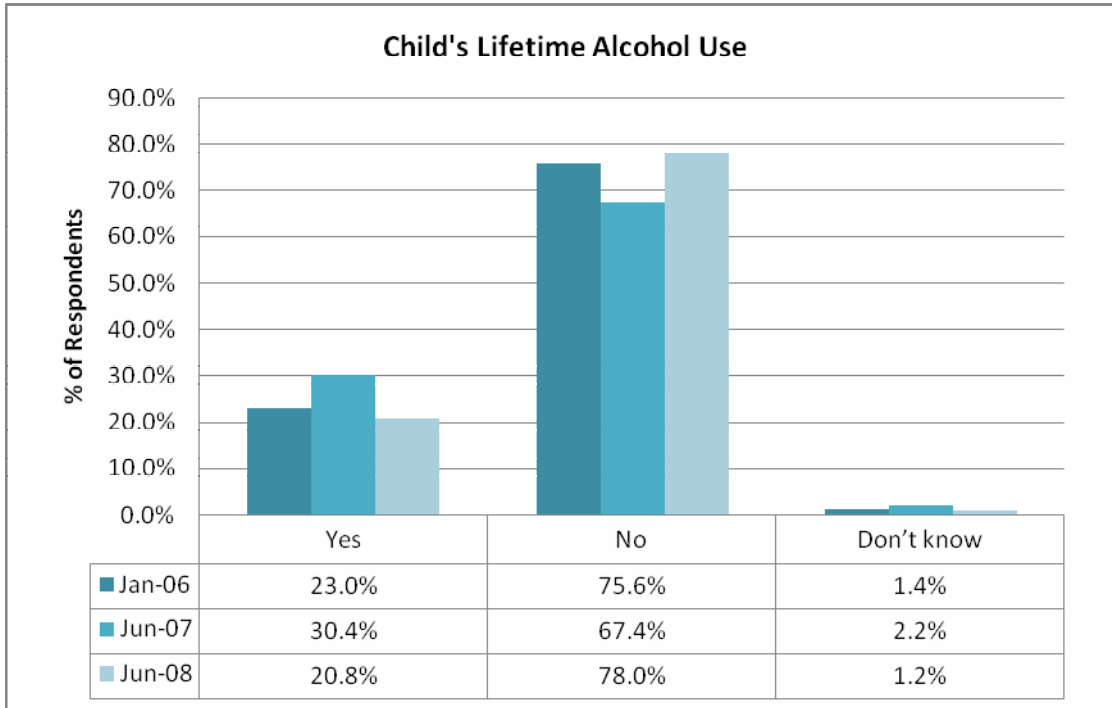
As the sample size, sample composition, and stratification were changed for the 2008 survey, prior results have been presented for descriptive purposes only and should not be used for benchmarking purposes.

Nearly eight in ten (78.0%) respondents indicated that their child has never had more than a few sips of alcohol in their lifetime. Twenty-one percent (20.8%) of parents said "yes," their child has had more than a few sips of alcohol in their lifetime. One percent (1.2%) of respondents reported that they "don't know" if their child has ever had alcohol.

| <b>Child Has Had More than a Few Sips of Alcohol in their Lifetime.</b>  |   |
|--|---|
| <b>Higher</b>  | <b>Lower</b>  |
| <ul style="list-style-type: none"> <li>Parents who report that alcohol is consumed in their home on a weekly/ daily basis (27.2%)</li> </ul> | <ul style="list-style-type: none"> <li>Parents who report that alcohol is rarely or never consumed in their home (15.3%)</li> </ul>           |
| <ul style="list-style-type: none"> <li>Parents of 12<sup>th</sup> graders (43.5%)</li> </ul>   | <ul style="list-style-type: none"> <li>Parents of 7<sup>th</sup> (5.5%), 8<sup>th</sup> (6.5%), and 9<sup>th</sup> (13.1%) graders</li> </ul> |

**IV. FINDINGS: CURRENT & PROJECTED TEEN ALCOHOL USE**

**Child's Lifetime Alcohol Use (Continued)**



#### IV. FINDINGS: CURRENT & 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]*

|                                   | January 2006<br>(N=385) | June 2007<br>(N=348) | June 2008<br>(N=950) |
|-----------------------------------|-------------------------|----------------------|----------------------|
| 1 - Very likely                   | 20.0%                   | 13.8%                | 19.6%                |
| 2 - Somewhat likely               | 28.8%                   | 27.3%                | 29.8%                |
| 3 - Somewhat unlikely             | 18.2%                   | 24.4%                | 21.1%                |
| 4 - Very unlikely                 | 30.6%                   | 33.6%                | 27.8%                |
| Don't know                        | 2.3%                    | 0.9%                 | 1.8%                 |
|                                   |                         |                      |                      |
| Very / Somewhat likely combined   | 48.8%                   | 41.1%                | 49.4%                |
| Very / Somewhat unlikely combined | 48.8%                   | 58.0%                | 48.8%                |
|                                   |                         |                      |                      |
| Mean Response (1 to 4)            | 2.61                    | 2.79                 | 2.58                 |

**As the sample size, sample composition, and stratification were changed for the 2008 survey, prior results have been presented for descriptive purposes only and should not be used for benchmarking purposes.**

Nearly one-half (49.4%) of the 950 parents who reported that their child had not had alcohol in his/her lifetime said that it is either "very likely" (19.6%) or "somewhat likely" (29.8%) that their child will drink alcohol before he/she graduates from high school. Another 48.8% of parents reported that it is "very unlikely" (27.8%) or "somewhat unlikely" (21.1%) that their child will drink alcohol before he/she graduates from high school. Two percent (1.8%) of respondents indicated that they "don't know."



#### IV. FINDINGS: CURRENT & PROJECTED TEEN ALCOHOL USE

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

| Child Very/Somewhat Likely to Use Alcohol in High School.   |   |
|---|---|
| Higher  | Lower   |
| <ul style="list-style-type: none"> <li>Parents who report that alcohol is consumed in their home on a weekly/ daily basis (58.5%) or consumed on a monthly basis (54.2%)</li> </ul> | <ul style="list-style-type: none"> <li>Parents who report that alcohol is rarely or never consumed in their home (38.5%)</li> </ul> |
| <ul style="list-style-type: none"> <li>Parents of 8<sup>th</sup> (61.7%), 9<sup>th</sup> (61.5%), and 7<sup>th</sup> (59.0%) graders</li> </ul>                                     | <ul style="list-style-type: none"> <li>Parents of 11<sup>th</sup> (30.1%) and 12<sup>th</sup> (12.4%) graders</li> </ul>            |
| <ul style="list-style-type: none"> <li>Parents aged 44 or younger (55.5%)</li> </ul>  | <ul style="list-style-type: none"> <li>Parents aged 55 or older (43.3%)</li> </ul>  |
| <ul style="list-style-type: none"> <li>Parents with a four year degree or more (54.5%)</li> </ul>   | <ul style="list-style-type: none"> <li>Parents with a HS diploma or less (41.7%)</li> </ul>   |
| <ul style="list-style-type: none"> <li>Respondents with an annual household income of more than \$100K (56.0%)</li> </ul>   | <ul style="list-style-type: none"> <li>Respondents with an annual household income below \$50K (41.3%)</li> </ul>                   |

#### IV. FINDINGS: CURRENT & PROJECTED TEEN ALCOHOL USE

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##### Child's Past Month Alcohol Use

***Do you think that your child has had more than a few sips of alcohol in the past 30 days?***  
**[Asked of parents who indicated that their child has had alcohol in their lifetime]\***

*\* Indicates a slight change in wording from the 2007 and 2006 surveys, when the question read "Do you think that your child has had any alcoholic beverages in the past 30 days?"*

|            | <b>January<br/>2006<br/>(N=115)</b> | <b>June<br/>2007<br/>(N=152)</b> | <b>June<br/>2008<br/>(N=250)</b> |
|------------|-------------------------------------|----------------------------------|----------------------------------|
| Yes        | 27.0%                               | 25.7%                            | 17.6%                            |
| No         | 66.1%                               | 70.4%                            | 80.4%                            |
| Don't know | 7.0%                                | 3.9%                             | 2.0%                             |

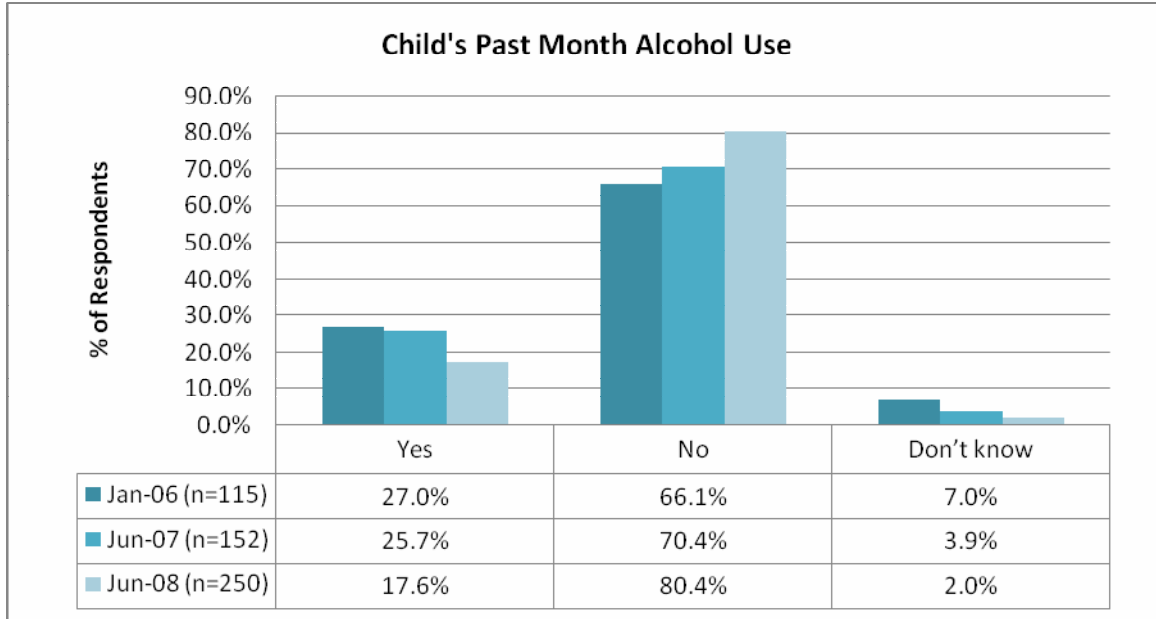
**As the sample size, sample composition, and stratification were changed for the 2008 survey, prior results have been presented for descriptive purposes only and should not be used for benchmarking purposes.**

Of the 250 parents who indicated that their child has had alcohol in their lifetime, eight in ten (80.4%) reported that their teen had not had any alcoholic beverages in the past 30 days. Eighteen percent (17.6%) of parents reported that their child has had alcoholic beverages in the past 30 days. Two percent of respondents (2.0%) "don't know" if their child has consumed any alcohol in the past month.

**Thus, a total of 3.7% of parents in the overall sample indicated that their teen has had alcoholic beverages in the past 30 days.**

**IV. FINDINGS: CURRENT AND PROJECTED TEEN ALCOHOL USE**

**Child's Past Month Alcohol Use (Continued)**



#### IV. FINDINGS: CURRENT & PROJECTED TEEN ALCOHOL USE

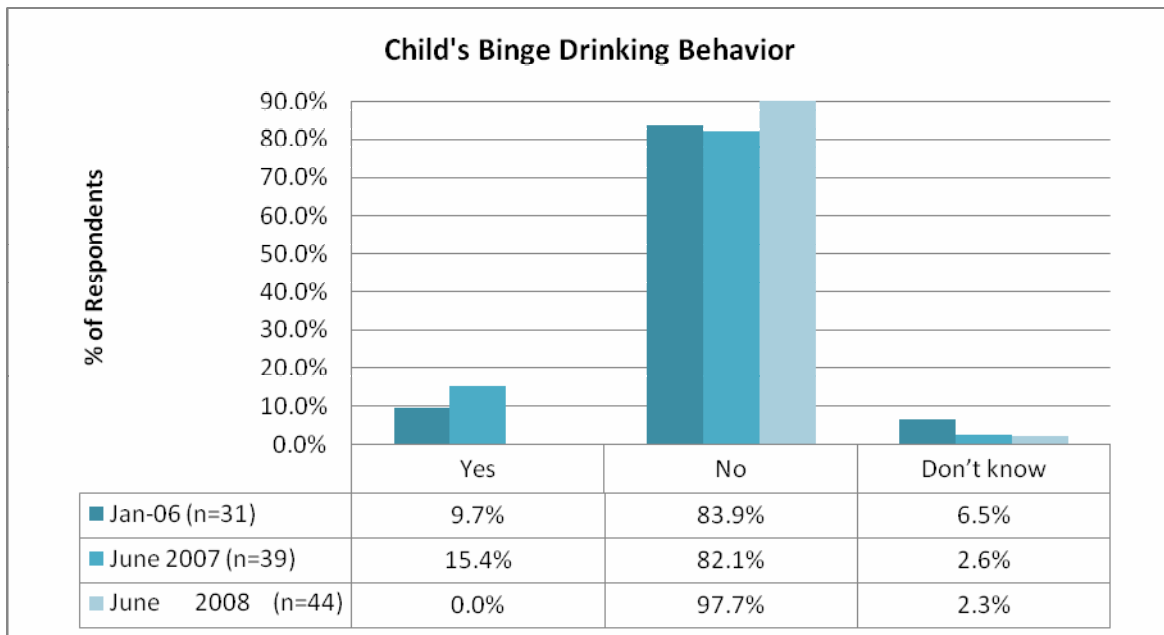
##### Child's Binge Drinking Behavior

**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]

|            | January 2006 (N=31) | June 2007 (N=39) | June 2008 (N=44) |
|------------|---------------------|------------------|------------------|
| Yes        | 9.7%                | 15.4%            | 0.0%             |
| No         | 83.9%               | 82.1%            | 97.7%            |
| Don't know | 6.5%                | 2.6%             | 2.3%             |

As the sample size, sample composition, and stratification were changed for the 2008 survey, prior results have been presented for descriptive purposes only and should not be used for benchmarking purposes.

Of the 44 parents who reported that their children had consumed alcoholic beverages in the past 30 days, the majority (97.7%) said that their child has not had five or more alcoholic beverages on any one occasion in the past two weeks. **Not a single parent (0.0%) who reported that their child had consumed 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.** One parent (2.3%) 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.



#### IV. FINDINGS: CURRENT & 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 from high school? [Asked of parents who did not indicate that their child participated in binge drinking in the past two weeks]*

|                                   | January 2006<br>(N=497) | June 2007<br>(N=494) | June 2008<br>(N=1,200) |
|-----------------------------------|-------------------------|----------------------|------------------------|
| 1 - Very likely                   | 9.9%                    | 7.7%                 | 6.7%                   |
| 2 - Somewhat likely               | 15.1%                   | 18.0%                | 14.5%                  |
| 3 - Somewhat unlikely             | 22.7%                   | 21.7%                | 21.1%                  |
| 4 - Very unlikely                 | 49.5%                   | 51.2%                | 55.4%                  |
| Don't know                        | 2.8%                    | 1.4%                 | 2.3%                   |
|                                   |                         |                      |                        |
| Very / Somewhat likely combined   | 24.9%                   | 25.7%                | 21.2%                  |
| Very / Somewhat unlikely combined | 72.2%                   | 72.9%                | 76.5%                  |
|                                   |                         |                      |                        |
| Mean Response (1 to 4)            | 3.15                    | 3.18                 | 3.28                   |

As the sample size, sample composition, and stratification were changed for the 2008 survey, prior results have been presented for descriptive purposes only and should not be used for benchmarking purposes.

Of the 1200 parents who reported that their child has not participated in binge drinking, 76.5% indicated they believe it is “very unlikely” (55.4%) or “somewhat unlikely” (21.1%) that their child will have five or more alcoholic beverages on one occasion before he/she graduates high school. **In contrast, 21.2% of parents reported that it is “very likely” (6.7%) or “somewhat likely” (14.5%) that their child will engage in binge drinking before he/she graduates from high school.** Two percent (2.3%) of parents indicated that they “don't know” the likelihood of their child consuming five or more alcoholic beverages at one time before he/she graduates from high school. The mean response for this question was 3.28 on a scale of 1 to 4, with 4 being “very unlikely”.

#### IV. FINDINGS: COMMUNICATION / OUTREACH

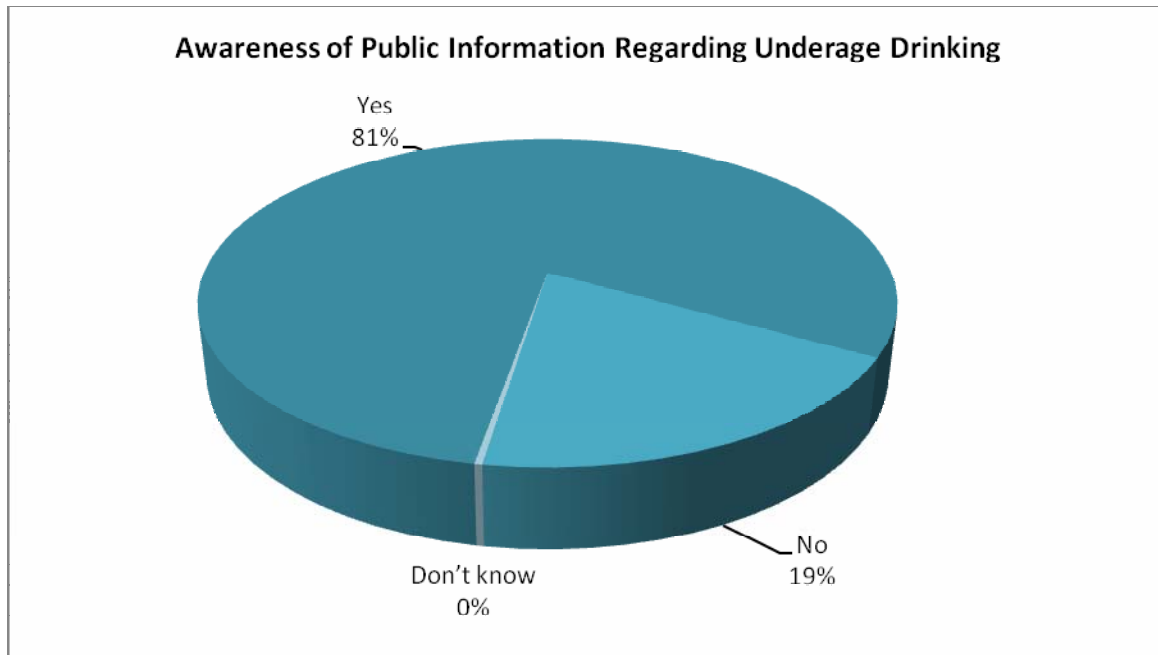
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##### Awareness of Public Information Regarding Underage Drinking

*Over the past 12 months, have you seen or heard any information about underage drinking?*

|            | June 2008 (N=1,200) |
|------------|---------------------|
| Yes        | 80.3%               |
| No         | 19.3%               |
| Don't know | 0.3%                |

Eight in ten (80.3%) respondents indicated that they had seen or heard information about underage drinking over the past 12 months, while 19.3% had not seen or heard this type of information.



#### IV. FINDINGS: COMMUNICATION / OUTREACH

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##### Source of Information about Underage Drinking

***Where did you see or hear the information? [Asked of those who indicated that they have seen or heard information about underage drinking in the past 12 months; Unaided; Multiple responses were recorded.]***

| <b>Top Answers</b>                 | <b>June 2008 (N=964)</b> |
|------------------------------------|--------------------------|
| Advertisement on television        | 48.9%                    |
| School meeting                     | 16.2%                    |
| Newspaper article                  | 15.1%                    |
| From children / Children's friends | 9.2%                     |
| Advertisement on the radio         | 7.0%                     |
| Internet                           | 2.6%                     |
| Mailing / Fliers from school       | 2.3%                     |
| Community meeting                  | 2.2%                     |
| At work                            | 2.1%                     |
| Employed at a school / Teacher     | 2.0%                     |
| Don't know                         | 1.8%                     |

*Answers provided by less than 2.0% of respondents can be found in the cross tabulation tables.*

Of the 964 respondents who reported having seen or heard information about underage drinking in the past 12 months, when asked to specify, nearly one-half (48.9%) said that they had seen an "advertisement on television." Sixteen percent (16.2%) of respondents indicated that they saw or heard the information during a "school meeting," 15.1% read the information in a "newspaper article," 9.2% heard something "from [their] children [or their] children's friends," and 7.0% heard an "advertisement on the radio." Other responses include: "Internet" (2.6%), "mailing/ fliers from school" (2.3%), "community meeting" (2.2%), "at work" (2.1%), and "employed at a school/ teacher" (2.0%). Two percent (1.8%) of respondents indicated that they "don't know" where they have seen or heard information about underage drinking.

#### IV. FINDINGS: COMMUNICATION / OUTREACH

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##### Specific Actions Taken Due to Information Learned

*What specific actions, if any, have you taken or will you take as a result of the information you learned?* [Asked of those who indicated that they have seen or heard information about underage drinking in the past 12 months; Unaided; Multiple responses were recorded.]

| Top Answers                                    | June 2008 (N=964) |
|--|-------------------|
| Initiated talk with child about drinking       | 32.1%             |
| Discussed ads/information with child           | 3.7%              |
| Nothing – I've already been talking with child | 3.4%              |
| Keep lines of communication open               | 3.0%              |
| Discussed consequences of drinking             | 2.4%              |
| None   | 37.2%             |
| Don't know                                     | 3.2%              |
| Refused  | 0.5%              |

*Answers provided by less than 2.0% of respondents can be found in the cross tabulation tables.*

Nearly two-thirds (62.3%) of respondents who indicated that they have seen or heard information about underage drinking in the past 12 months have taken action as a result of the information. **By far the most common action taken by this group was “initiating [a] talk with [their] child about drinking” (32.1%).**



#### IV. FINDINGS: COMMUNICATION / OUTREACH

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##### Specific Actions Anticipated Due to Information Learned

*What specific actions, if any, have you taken or will you take as a result of the information you learned? [Asked of those who indicated that they have seen or heard information regarding teenage drinking in the past 12 months; Unaided; Multiple responses were recorded.]*

| Top Answers                                   | June 2008 (N=964) |
|---|-------------------|
| Reinforce themes / Continually discuss issues | 14.5%             |
| Always share / Discuss information with child | 4.9%              |
| Will vigilantly monitor my child              | 3.9%              |
| Will continue what I've been doing            | 3.1%              |
| Will create more open dialogue with child     | 2.9%              |
| Be more aware of my child and these issues    | 2.1%              |
| Nothing                                       | 44.4%             |
| Don't know                                    | 10.0%             |
| Refused                                       | 1.3%              |

*Answers provided by less than 2.0% of respondents can be found in the cross tabulation tables.*

More than one-half (54.3%) of those who indicated that they have seen or heard information about underage drinking in the past 12 months say that they will take action as a result of the information. Ten percent (10.0%) of parents surveyed indicated that they are unsure as to whether they will take any specific action. **By far the most common action to be taken by this group is to “reinforce themes [and] continually discuss [these] issues” with their child (14.5%).**

## V. DEMOGRAPHIC QUESTIONS

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### 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 read and rotated.]*

|                       | <b>June<br/>2008<br/>(N=1,200)</b> |
|-----------------------|------------------------------------|
| Never                 | 18.4%                              |
| Once or twice a year  | 17.4%                              |
| Once or twice a month | 24.4%                              |
| Once or twice a week  | 30.7%                              |
| Daily                 | 7.9%                               |
| Don't know            | 0.5%                               |
| Refused               | 0.7%                               |

### 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, n=965.]*

|                  | <b>June<br/>2008<br/>(N=965)</b> |
|------------------|----------------------------------|
| 1 drink          | 40.7%                            |
| 2 drinks         | 38.2%                            |
| 3 drinks         | 11.1%                            |
| 4 drinks         | 5.1%                             |
| 5 drinks         | 1.5%                             |
| 6 drinks or more | 2.8%                             |
| Don't know       | 0.6%                             |

## V. DEMOGRAPHIC QUESTIONS

---

### Age of Child

|             | <b>June<br/>2008<br/>(N=1,200)</b> |
|-------------|------------------------------------|
| 12          | 6.5%                               |
| 13          | 15.3%                              |
| 14          | 16.8%                              |
| 15          | 16.9%                              |
| 16          | 17.6%                              |
| 17          | 18.5%                              |
| 18 or older | 8.4%                               |

### Grade of Child

|                        | <b>June<br/>2008<br/>(N=1,200)</b> |
|------------------------|------------------------------------|
| 7 <sup>th</sup> grade  | 16.6%                              |
| 8 <sup>th</sup> grade  | 16.8%                              |
| 9 <sup>th</sup> grade  | 17.2%                              |
| 10 <sup>th</sup> grade | 17.1%                              |
| 11 <sup>th</sup> grade | 16.9%                              |
| 12 <sup>th</sup> grade | 15.5%                              |

### Gender of Child

|        | <b>June<br/>2008<br/>(N=1,200)</b> |
|--------|------------------------------------|
| Female | 48.6%                              |
| Male   | 51.4%                              |

## V. DEMOGRAPHIC QUESTIONS

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### Age of Respondent

*Into which of the following categories does your age fall?*

|             | <b>June<br/>2008<br/>(N=1,200)</b> |
|-------------|------------------------------------|
| 25 to 34    | 2.9%                               |
| 35 to 44    | 46.3%                              |
| 45 to 54    | 44.4%                              |
| 55 to 64    | 5.7%                               |
| 65 or older | 0.3%                               |
| Refused     | 0.3%                               |

### Education

*What is the highest level of education you have completed?*

|  | <b>June<br/>2008<br/>(N=1,200)</b> |
|--|------------------------------------|
| Less than high school graduate           | 1.3%                               |
| High school graduate                     | 25.2%                              |
| Vocational / Trade school                | 3.3%                               |
| Some college / Two-year college graduate | 26.6%                              |
| Four-year college graduate               | 28.7%                              |
| Post-graduate work                       | 14.4%                              |
| Refused                                  | 0.6%                               |

## V. DEMOGRAPHIC QUESTIONS

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### Income

*For tabulation purposes only, please tell me which of the following income categories includes your total household income in 2007 before taxes?*

|                      | <b>June<br/>2008<br/>(N=1,200)</b> |
|----------------------|------------------------------------|
| Less than \$25,000   | 5.2%                               |
| \$25,000 to \$49,999 | 19.3%                              |
| \$50,000 to \$74,999 | 26.1%                              |
| \$75,000 to \$99,999 | 19.4%                              |
| \$100,000 or more    | 20.1%                              |
| Refused              | 10.0%                              |

### Gender of Respondent

*Gender of Respondent [Interviewer Observed]*

|        | <b>June<br/>2008<br/>(N=1,200)</b> |
|--------|------------------------------------|
| Female | 61.6%                              |
| Male   | 38.4%                              |

Respondent's phone number: \_\_\_\_\_  
\_\_\_\_\_

ID

### 2008 OSA PARENT SURVEY – DRAFT #3

Please circle the appropriate county:

|                 |             |                 |                |
|-----------------|-------------|-----------------|----------------|
| 1. Androscoggin | 5. Hancock  | 9. Oxford       | 13. Somerset   |
| 2. Aroostook    | 6. Kennebec | 10. Penobscot   | 14. Waldo      |
| 3. Cumberland   | 7. Knox     | 11. Piscataquis | 15. Washington |
| 4. Franklin     | 8. Lincoln  | 12. Sagadahoc   | 16. York       |

Hello, my name is \_\_\_\_\_ from Pan Atlantic SMS Group, a Maine-based market research firm. We're conducting a survey about parenting issues and would like to include your opinions. There are no right or wrong answers and honest responses are critical to our research. Please know that this study is strictly confidential and answers to these questions will be reported in aggregate form only.

→ **ONCE YOU ARE SPEAKING WITH THE HEAD OR JOINT HEAD OF HOUSEHOLD, CONTINUE.**

#### **CRITERIA QUESTIONS**

C1. Do you, or does anyone in your immediate family, work for an alcoholic beverage company, or a market research, advertising, or media firm?

- 1. Yes → THANK PERSON AND TERMINATE CALL
- 2. No → CONTINUE

C2. Do you live in \_\_\_\_\_ County? **[COUNTY LISTED ABOVE]**

- 1. Yes → CONTINUE
- 2. No → IF RESPONDENT LIVES IN ANOTHER COUNTY WHICH STILL HAS MORE INTERVIEWS LEFT, COMPLETE THE SURVEY. IF THAT COUNTY'S QUOTA IS COMPLETE, THANK PERSON AND TERMINATE CALL.

C3. For the purposes of this survey, we are interested in speaking with parents who have a child who is in 7<sup>th</sup> to 12<sup>th</sup> grade. Do you have a child or children in any of these grades living in your household?

- 1. Yes → CONTINUE
- 2. No → THANK PERSON AND TERMINATE CALL

C4. Do you have more than one child in these grades?

- 1. Yes → CONTINUE WITH C5
- 2. No → SKIP TO Q1

C5. Think of the child whose birthday is closest to today, and focus your answers for the questions in this survey on that child only. **[INTERVIEWERS – REFER TO THE CHILD AS “SHE**

**OR HE” AND/OR BY HER/HIS AGE THROUGHOUT THE SURVEY SO THAT THE PARENT CAN FOCUS ON THAT CHILD SPECIFICALLY]**

What is the age, grade, and gender of this child?

- 1. Age: \_\_\_\_\_
- 2. Grade: \_\_\_\_\_ **[MUST BE IN GRADE 7 THRU 12]**
- 3. Gender:       1. Female  
                  2. Male

**PARENTAL ATTITUDES**

4. Which of the following best describes your attitude toward underage drinking?

Underage drinking is: **[READ AND ROTATE OPTIONS]**

- 1. Never OK.
- 2. OK under certain circumstances, such as special occasions.
- 3. OK as long as I am there to supervise.
- 4. OK as long as some adult is present.
- 5. OK most of the time.
- 6. OK. There should not be a legal drinking age.
- 96. Don't know [DO NOT READ]

5. I am going to read you some potential risks that are associated with teenage 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. **[READ AND ROTATE OPTIONS.]**

**1 to**

**5**

- A. Your teen might drink to excess or become addicted to alcohol \_\_\_\_\_
- B. Your teen might drink and drive \_\_\_\_\_
- C. Your teen’s brain development might be adversely affected \_\_\_\_\_
- D. Your teen might be involved in unwanted and/or unprotected sexual behavior \_\_\_\_\_
- E. Your teen’s drinking could lead to depression or suicide \_\_\_\_\_
- F. Your teen could lose out on a scholarship or some other opportunity \_\_\_\_\_
- G. Your teen’s grades might suffer \_\_\_\_\_
- H. Your teen might end up in trouble with the police \_\_\_\_\_
- I. Your teen might move on to other drugs \_\_\_\_\_

6. In your opinion, at what age is it appropriate to begin talking to a child about underage alcohol use? **[UNAIDED. RECORD AGE BELOW.]**

96. Don't know [DO NOT READ]

7. In your opinion, at what age is it appropriate to begin monitoring a child's behavior with regard to alcohol? **[UNAIDED. RECORD AGE BELOW.]**

96. Don't know [DO NOT READ]

97. N/A, my child doesn't drink

**PARENTAL BEHAVIORS**

8. There are many ways to talk to teens about drinking. Please tell me which of the following statements reflects how you most commonly talk to your child about alcohol use. **[READ AND ROTATE OPTIONS]**

- 1. I don't want you to drink, but if you're going to do it, do it only at home where I can supervise.
- 2. I don't want you to drink, but if you're going to do it you must never drive.
- 3. I don't want you to drink because it's illegal until you are 21.
- 4. I don't want you to drink because it's not healthy for someone your age.
- 5. I don't want you to drink because alcohol can damage your future.
- 96. Don't know [DO NOT READ]
- 97. N/A, Don't think underage drinking is wrong [DO NOT READ]
- 98. I don't talk to my child about alcohol because s/he doesn't drink [DO NOT READ]
- 99. I have never talked to my child about drinking [DO NOT READ]

9. Would your teen be able to access any alcohol that you have purchased without your knowledge?

- 1. Yes
- 2. No
- 3. N/A – No alcohol in the house [DO NOT READ]
- 96. Don't know [DO NOT READ]

Please tell me how often you or another adult in your household do the following using a scale of 1 to 5, where 1 means "never" and 5 means "always": **(DNR = DO NOT READ)**

| How often do you:                     | Never | Rarely | Some-times | Most of the time | Always | Don't know [DNR] | N/A (Child never goes out) [DNR] |
|---------------------------------------|-------|--------|------------|------------------|--------|------------------|----------------------------------|
| 10. Ask your child if alcohol will be | 1     | 2      | 3          | 4                | 5      | 96               | 97                               |



|  |   |   |   |   |   |    |    |
|--|---|---|---|---|---|----|----|
| present at a party or social gathering   |   |   |   |   |   |    |    |
| 11. Ask your child if a parent or other adult will be present at a party or social gathering                                   | 1 | 2 | 3 | 4 | 5 | 96 | 97 |
| 12. Call to verify that a parent or other responsible adult will be present at a party or social gathering                     | 1 | 2 | 3 | 4 | 5 | 96 | 97 |
| 13. Make an effort to know your child's friends and their parents, especially the families of your teen's four closest friends | 1 | 2 | 3 | 4 | 5 | 96 | 97 |
| 14. Make an effort to know the rules of your child's friends' families   | 1 | 2 | 3 | 4 | 5 | 96 | 97 |

| How often do you:  | Never | Rarely | Some-times | Most of the time | Always | Don't know [DNR] | N/A (Child never goes out) [DNR] |
|--|-------|--------|------------|------------------|--------|------------------|----------------------------------|
| 15. Ask your child to call you to check in                           | 1     | 2      | 3          | 4                | 5      | 96               | 97                               |
| 16. Call or visit during the social gathering to check on your child | 1     | 2      | 3          | 4                | 5      | 96               | 97                               |
| 17. Wait up for your child to come home or set an alarm at curfew    | 1     | 2      | 3          | 4                | 5      | 96               | 97                               |
| 18. Talk to your child when they come in about his/her night         | 1     | 2      | 3          | 4                | 5      | 96               | 97                               |
| 19. Observe your child for signs of alcohol use                      | 1     | 2      | 3          | 4                | 5      | 96               | 97                               |

**PARENTAL INFLUENCE**

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

**[READ AND ROTATE OPTIONS AND SCALE.]**

|  |                               |                             |                             |                         |                        |
|--|-------------------------------|-----------------------------|-----------------------------|-------------------------|------------------------|
|  | <b>Not at all influential</b> | <b>Not very influential</b> | <b>Somewhat influential</b> | <b>Very influential</b> | <b>Don't know [DO]</b> |
|--|-------------------------------|-----------------------------|-----------------------------|-------------------------|------------------------|

|   |   |   |   |   | <b>NOT<br/>READ]</b> |
|---|---|---|---|---|----------------------|
| 20. Occasionally joke or tell a funny story about their past drinking behavior in front of their teen             | 1 | 2 | 3 | 4 | 96                   |
| 21. Use alcohol to relieve stress or anxiety, saying things such as "I've had a tough week; I <u>need</u> a beer" | 1 | 2 | 3 | 4 | 96                   |
| 22. Have more than 4 drinks in one evening in front of their teen   | 1 | 2 | 3 | 4 | 96                   |
| 23. Ask their teen to get alcoholic beverages for them, such as getting a beer from the refrigerator              | 1 | 2 | 3 | 4 | 96                   |
| 24. Pressure other adults to consume alcoholic beverages in front of your teen.                                   | 1 | 2 | 3 | 4 | 96                   |

To what extent do you agree or disagree with the following statements? **[READ STATEMENTS IN THE CHART BELOW. READ AND ROTATE SCALE.]**

|  | <b>Strongly<br/>disagree</b> | <b>Disagree</b> | <b>Agree</b> | <b>Strongly<br/>Agree</b> | <b>Don't<br/>know<br/>[DO NOT<br/>READ]</b> |
|--|------------------------------|-----------------|--------------|---------------------------|---|
| 25. "My child shares her/his thoughts and feelings with me."                         | 1                            | 2               | 3            | 4                         | 96  |
| 26. "If my child drank alcohol without my permission, I would catch her/him."        | 1                            | 2               | 3            | 4                         | 96  |
| 27. "I have a strong influence over my teenager's behavior relating to alcohol use." | 1                            | 2               | 3            | 4                         | 96  |
| 28. "The rules in our family regarding alcohol use are clear."                       | 1                            | 2               | 3            | 4                         | 96  |

### **CURRENT AND PROJECTED TEEN ALCOHOL USE**

29. How honest do you think your child is with you about her/his involvement with alcohol?  
**[READ AND ROTATE OPTIONS.]**

1. Very honest
2. Mostly honest
3. Somewhat honest

- 4. Not very honest
- 5. Not at all honest
- 96. Don't know [DO NOT READ]

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

- 1. Yes → SKIP TO Q31
- 2. No → CONTINUE WITH Q30a
- 96. Don't know [DO NOT READ] → CONTINUE WITH Q30a

30a. 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? **[READ AND ROTATE OPTIONS]**

- 1. Very likely → SKIP TO Q32a
- 2. Somewhat likely → SKIP TO Q32a
- 3. Somewhat unlikely → SKIP TO Q32a
- 4. Very unlikely → SKIP TO Q32a
- 96. Don't know [DO NOT READ] → SKIP TO Q32a

31. Do you think that your child has had more than a few sips of alcohol in the past 30 days?

- 1. Yes → CONTINUE WITH Q32
- 2. No → SKIP TO Q32a
- 96. Don't know [DO NOT READ] → SKIP TO Q32a

32. Do you think your child has had five or more alcoholic beverages on any one occasion in the past two weeks?

- 1. Yes → SKIP TO Q33
- 2. No → CONTINUE WITH Q32a
- 96. Don't know [DO NOT READ] → CONTINUE WITH Q32a

32a. 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 from high school? **[READ AND ROTATE OPTIONS]**

- 1. Very likely
- 2. Somewhat likely
- 3. Somewhat unlikely
- 4. Very unlikely
- 96. Don't know [DO NOT READ]

33. Over the past 12 months, have you seen or heard any information about underage drinking?

- 1. Yes → CONTINUE WITH Q33a and Q33b
- 2. No → SKIP TO Q34
- 96. Don't know → SKIP TO Q34

33a. Where did you see or hear the information? **[THIS IS UNAIDED. DO NOT PROMPT RESPONDENT IN ANY WAY. CIRCLE OR WRITE IN ALL ANSWERS THAT APPLY.]**

1. Advertisement on the radio
2. Advertisement on television
3. Community meeting
4. Internet
5. Newspaper article
6. School meeting

Other (specify) \_\_\_\_\_

96. Don't know [DO NOT READ]

33b. What specific actions, if any, have you taken or will you take as a result of the information you learned? **[THIS IS UNAIDED. WRITE IN RESPONSES TO BOTH PARTS BELOW.]**

**Part 1 – Have taken:**

\_\_\_\_\_

**Part 2 – Will take:**

\_\_\_\_\_

96. Don't know [DO NOT READ]

98. None [DO NOT READ]

**DEMOGRAPHICS**

This last set of questions will be used for statistical purposes only, enabling us to analyze the data we have gathered ensuring that we have a representative sample of Maine citizens. First of all ...

34. 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: **[READ AND ROTATE OPTIONS]**

- |     |                          |   |                   |
|-----|--------------------------|---|-------------------|
| 1.  | Never                    | → | SKIP TO Q36       |
| 2.  | Once or twice a year     | → | CONTINUE WITH Q35 |
| 3.  | Once or twice a month    | → | CONTINUE WITH Q35 |
| 4.  | Once or twice a week     | → | CONTINUE WITH Q35 |
| 5.  | Daily                    | → | CONTINUE WITH Q35 |
|     | Other (specify) _____    | → | CONTINUE WITH Q35 |
| 96. | Don't know [DO NOT READ] | → | SKIP TO Q36       |
| 99. | Refused [DO NOT READ]    | → | SKIP TO Q36       |

35. On average, how many alcoholic drinks does this adult consume in one sitting?

\_\_\_\_\_ drinks

96. Don't know [DO NOT READ]

99. Refused [DO NOT READ]

36. What are the ages of your other children, if any? **[INCLUDE ALL AGES]**

98. No other children \_\_\_\_\_

99. Refused [DO NOT READ]

37. Into which of the following categories does your age fall? **[READ CHOICES]**

- |          |                           |
|----------|---------------------------|
| 1. 18-24 | 5. 55-64                  |
| 2. 25-34 | 6. 65 or older            |
| 3. 35-44 | 99. Refused [DO NOT READ] |
| 4. 45-54 |                           |

38. What is the highest level of education you have completed? **[READ CHOICES IF NECESSARY]**

- |   |                             |
|---|-----------------------------|
| 1. Less than high school                | 5. Four year college degree |
| 2. High school                          | 6. Post-graduate work       |
| 3. Vocational/Trade school              | 99. Refused [DO NOT READ]   |
| 4. Some college/Two year college degree |                             |

39. For tabulation purposes only, please tell me which of the following income categories includes your total household income in 2007 before taxes? Just stop me when I read the correct category:

- |                         |                           |
|-------------------------|---------------------------|
| 1. Less than \$25,000   | 4. \$75,000 to \$99,999   |
| 2. \$25,000 to \$49,999 | 5. \$100,000 or more      |
| 3. \$50,000 to \$74,999 | 99. Refused [DO NOT READ] |

RESPONDENT'S NAME: \_\_\_\_\_

Thank you, those are all of my questions. If you would like more information regarding teenage drinking, you may call the Office of Substance Abuse at 800-499-0027 or visit their website at [www.maineosa.org](http://www.maineosa.org).

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40. Gender of respondent: **[INTERVIEWER RECORD BELOW]**

1. Female
2. Male

Length of interview: \_\_\_\_\_ minutes

Date: \_\_\_ / \_\_\_ / 08

Interviewer name: \_\_\_\_\_