

REPORT TO
THE MAINE OFFICE OF SUBSTANCE ABUSE (OSA)

AND

ETHOS MARKETING AND DESIGN

BENCHMARK SURVEY OF MAINE PARENTS

**ALCOHOL USE ISSUES AND PROMOTIONAL
CAMPAIGN EVALUATION**

STRATEGIC MARKETING SERVICES

A DIVISION OF PAN ATLANTIC CONSULTANTS

JUNE 2003

TABLE OF CONTENTS

	Page
I. EXECUTIVE SUMMARY	1
II. BACKGROUND AND OBJECTIVES	9
III. METHODOLOGY	11
IV. FINDINGS	
• Specific Behaviors, Attitudes and Beliefs	12
• Communications Issues	33

APPENDIX A – SURVEY INSTRUMENT

APPENDIX B – CROSS TABULATION TABLES

I. EXECUTIVE SUMMARY

Communications:

Six in ten targeted parents have seen advertising regarding teenage drinking in Maine. Most parents who saw the advertising are aware of the core message that OSA through Ethos Marketing has been promoting and believe that the ad was effective. (While the survey was conducted statewide, please note that the advertising coverage was limited to major markets surrounding Portland and Bangor and it excluded the Presque Isle media market.)

- Sixty percent (59.6%) of parents indicated that they have seen advertising this year regarding teenage drinking in Maine.
- More than one-half of these parents (54.1%) recalled a core message that can be directly related to the OSA/Ethos ad campaign.
- Nearly three-fourths (73.1%) of parents who saw an advertisement regarding teenage drinking in Maine this year rated the ad as either “very effective” (31.5%) or “somewhat effective” (41.6%).

Approximately one-third of parents have seen public relations coverage relating to teenage drinking in Maine over the past several months.

- Thirty-four percent (34.4%) of parents surveyed indicated that they saw or heard media coverage other than advertisements that related to teenage drinking in Maine.
- Of these parents, nearly one-half (47.7%) read a newspaper article, while 27.3% saw television news coverage and 25.0% heard coverage on the radio. Fourteen percent (14.0%) read an editorial in the newspaper.

More than half of parents who saw an ad or were exposed to other media coverage relating to teenage drinking in Maine indicated that they have taken or will take specific actions as a result of the advertising or media coverage.

- Twenty-two percent (22.3%) of these respondents indicated that they will talk to their kids more often and 12.3% said that they will be more diligent and aware of the topic. While a number of other answers were given, 11.7% of these respondents said that they are unsure of what they will do differently as a result of the coverage and 33.5% indicated that they will not do anything differently.

Fifteen percent of parents surveyed indicated that they have sought out information on the issue of teenage drinking in the past six months.

- Close to 15% of those polled have sought out information on teenage drinking in the past six months.
- Of the 74 parents who have sought out information on teenage drinking in the past six months, 50.0% have gone to their child’s school for information and 45.9% have sought out information from Mothers Against Drunk Driving (MADD). These sources were followed by their child’s doctor or pediatrician (23.0%) and the Maine Office of Substance Abuse / The Parenting Kit (12.2%).

I. EXECUTIVE SUMMARY, Cont'd.

Approximately 43% of parents indicated that they are aware of the Office of Substance Abuse (OSA), while 7.6% have contacted the OSA and nearly 6% received a Parenting Kit.

- A total of 215 respondents, or 43.0% of the total sample, are aware of OSA. Of these respondents, only 38 indicated that they have contacted OSA either via telephone or their website. This represents 17.7% of those who are aware of OSA and 7.6% of the total sample.
- Approximately 14 percent (13.6%) of parents surveyed indicated that they have heard about the Maine Office of Substance Abuse's Parenting Kit. A total of 29 respondents have received the Parenting Kit or have viewed it online. This represents 42.6% of those who are aware of the kit and 5.8% of the total sample.
- Of the 29 respondents who have received the Parenting Kit or viewed it online, 72.4% read the whole kit and 20.7% read at least half. Most of these respondents indicated that they have taken or will take specific actions as a result of the information in the kit.

While awareness of MADD is extremely high at 98.0%, overall awareness of OSA is high relative to most other agencies, organizations, and coalitions that deal with substance abuse and related issues in Maine.

- Total awareness levels (unaided and aided combined) for the various agencies tested are as follows:
 - ✓ Mothers Against Drunk Driving – 98.0% (36.2% unaided, 61.8% aided)
 - ✓ Maine Office of Substance Abuse – 43.0% (6.8% unaided, 36.2% aided)
 - ✓ Day One – 27.4% (4.2% unaided, 23.2% aided)
 - ✓ Mainely Parents – 25.0% (2.0% unaided, 23.0% aided)
 - ✓ One Maine – 12.6% (0.8% unaided, 11.8% aided)
 - ✓ Maine Youth Voices – 9.2% (0.8% unaided, 8.4% aided)
 - ✓ Communities for Children – 3.2% (0.0% unaided, 3.2% aided)
- In addition, unaided awareness of the following organizations is high:
 - ✓ Alcoholics Anonymous – 21.8% (unaided awareness only)
 - ✓ DARE – 13.2% (unaided awareness only)
 - ✓ Alateen – 2.4% (unaided awareness only)

Effective Parenting Behaviors:

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

I. EXECUTIVE SUMMARY, Cont'd.

Norms (behaviors and beliefs)

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

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

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

Availability (controlling it through involvement with your child)

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

Due to the time constraints of the telephone survey and an increased focus on Communications questions on this occasion, the parent survey instrument did not measure all 12 behaviors. Several questions on the survey, however, are related to some of the 12 Effective Parenting Behaviors and the results are outlined in the paragraphs that follow.

Talk to your kids

- Approximately one-half of parents surveyed (49.6%) indicated that they have serious talks about alcohol with their child several times per year, and 38.2% said that they have these discussions once a month or more. The primary topics covered in these discussions are: drinking and driving (59.7%), peer pressure (54.2%), effects of alcohol on judgment or decision-making (42.3%), parental feelings about underage drinking (32.5%), and negative medical impacts of alcohol (24.4%).
- More than eight in ten parents (84.2%) either "strongly agree" (28.4%) or "agree" (55.8%) that their child shares his/her thoughts and feelings with them.

Know where your kids are and what they are doing

- Parents "always" or "often" ask the following when their child goes out for an evening:
 - ✓ If there will be adult supervision – 81.6%
 - ✓ If alcohol will be present – 72.8% (**up from 51.0% in 2002**)
 - ✓ What the consequences will be if s/he breaks any pre-established rules – 60.6% (**up from 47.8% in 2002**)

I. EXECUTIVE SUMMARY, Cont'd.

- Nearly nine in ten parents (88.2%) normally have a conversation with their child about activities and events of their evening when the child comes home. The majority of these conversations (84.1%) take place that night. Forty-four percent (44.2%) of parents who normally have these conversations indicated that they have a goal of checking to see if their child has been drinking when the child comes home. This is increased from 36.9% in 2002.

Set and enforce limits and boundaries

- Nearly all parents (98.6%) agreed with the statement, "The rules in our family regarding alcohol use are clear".

Do not furnish alcohol to teenagers / Support the legal drinking age of 21

- While 81.8% of parents indicated that they have a "zero tolerance" policy regarding underage drinking, the remainder of the sample (18.2%) does allow their teenager to drink alcohol under certain conditions. Of the parents who permit their children to drink, 28.6% allow their children to consume "less than one drink" compared with just 3.3% in 2002.
- ***Parents strongly support a variety of strategies to address the issue of teenage drinking:***
 - ✓ Strengthening enforcement of the existing laws that prohibit supplying alcohol to minors – 97.2%
 - ✓ Having undercover compliance checks of retailers who sell alcohol – 96.2%
 - ✓ Strengthening enforcement of the existing laws on underage drinking – 81.4%
 - ✓ Increasing the alcohol tax and using the revenue to fund prevention, enforcement and/or treatment programs – 71.4%
 - ✓ Regulating advertising to make drinking less appealing to youth – 65.2%
 - ✓ Creating stronger laws to address underage drinking – 57.2%
 - ✓ Increasing the tax on alcohol – 51.8%
- ***It should be noted that support for an increase in alcohol taxes jumped by almost 20% when people are made aware that the incremental funds would be earmarked for prevention, enforcement and/or treatment programs.***

Comparisons to the MYDAUS Survey:

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

I. EXECUTIVE SUMMARY, Cont'd.

Agree/Disagree Statements:

“My family has clear rules about alcohol and drug use.” (Teens) “The rules in our family regarding alcohol use are clear.” (Parents)				
	Strongly Disagree	Disagree	Agree	Strongly Agree
MYDAUS - teens	5.6%	15.5%	38.6%	40.3%
Parent survey - 2002	0.2%	0.6%	10.4%	88.8%
Parent survey - 2003	0.2%	0.8%	21.7%	77.3%
“Do you share your thoughts and feelings with your mother?” (Teens) “My child shares his/her thoughts and feelings with me.” (Female parents, N=267 in 2002 and N=255 in 2003)				
MYDAUS - teens	11.9%	25.8%	37.3%	24.9%
Parent survey - 2002	0.4%	2.2%	48.9%	48.5%
Parent survey - 2003	0.8%	9.3%	57.6%	32.2%
“Do you share your thoughts and feelings with your father?” (Teens) “My child shares his/her thoughts and feelings with me.” (Male parents, N=233 in 2002 and N=245 in 2003)				
MYDAUS - teens	21.0%	29.2%	33.6%	16.2%
Parent survey - 2002	0.4%	8.4%	52.0%	39.2%
Parent survey - 2003	0.9%	9.1%	61.6%	28.4%
“If you drank some beer, wine, or liquor (for example, vodka, whiskey, or gin) without your parents’ permission, would you be caught by your parents?” (Teens) “If my child drank alcohol without my permission, I would catch him/her.” (Parents)**				
MYDAUS - teens	21.1%	42.6%	20.7%	15.6%
Parent survey - 2002	1.2%	9.2%	43.9%	45.8%
Parent survey - 2003	1.2%	16.5%	45.5%	36.8%

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

** Seventeen percent (17.0%) of the original parent sample answered “Don’t know” to this question in 2002 and 20.0% answered “Don’t know” in 2003.

I. EXECUTIVE SUMMARY, Cont'd.

- Overall, parents showed much more agreement with the statements listed above than did the teenagers who took the MYDAUS. **However, the current results show that parents are somewhat more aligned with teenagers' views than they were in the 2002 survey.**
 - ✓ The percentage of parents who “strongly agreed” that the rules in their family about alcohol use are clear decreased from 88.8% in 2002 to 77.3% in 2003. This compares with the 40.3% of teens who “strongly agreed” with the statement.
 - ✓ While nearly one-half (48.5%) of mothers in the 2002 survey indicated that they “strongly agreed” that their child shares his/her thoughts and feelings with them, the figure in 2003 is 32.2%, much closer to the 24.9% of teens who also “strongly agreed” with the statement.
 - ✓ For fathers, the percentage who “strongly agreed” that their child shares his/her thoughts and feelings with them decreased from 39.2% in 2002 to 28.4% in 2003. This compares with the MYDAUS figure of 16.2%.
 - ✓ The percentage of parents who “strongly agreed” that if their child drank without their permission they would catch him/her decreased from 45.8% in 2002 to 36.8% in 2003. This compares with the 15.6% of teens who “strongly agreed” with the statement. *It is important to note that although “don’t know” responses were excluded from the above analysis for comparative purposes, 20.0% of parents in 2003 and 17.0% of parents in 2002 indicated that they weren’t sure if they would catch their child if s/he drank alcoholic beverages without their permission.*

Experience with Alcohol:

	8 th	9 th	10 th	11 th	12 th	Total
Ever had alcohol (more than a few sips)						
MYDAUS - teens	44.9%	57.5%	68.4%	75.4%	79.2%	65.2%
Parent survey - 2002	2.0%	5.0%	9.0%	19.0%	50.0%	17.0%
Parent survey - 2003	7.0%	10.0%	17.0%	35.0%	50.0%	23.8%
Had alcohol in past 30 days						
MYDAUS - teens	22.7%	32.1%	38.8%	45.0%	49.1%	37.6%
Parent survey - 2002	1.0%	1.0%	1.0%	0.0%	9.0%	2.4%
Parent survey - 2003	1.0%	0.0%	3.0%	8.0%	20.0%	6.4%

I. EXECUTIVE SUMMARY, Cont'd.

Experience with Alcohol, Cont'd:

	8 th	9 th	10 th	11 th	12 th	Total
Binge drinking in past 2 weeks*						
MYDAUS - teens	10.1%	15.4%	21.0%	26.0%	29.5%	20.4%
Parent survey - 2002	0.0%	0.0%	0.0%	0.0%	1.0%	0.2%
Parent survey - 2003	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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

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

- Although parents still greatly underestimate the extent to which their children drink alcohol, the results are moving in a direction that is more aligned with what their kids are actually doing.
 - ✓ A total of 65.2% of teenagers in 8th through 12th grade taking the MYDAUS indicated that they have had more than a few sips of alcohol in their lifetime. Nearly one-fourth of parents (23.8%) believe that their child has had more than a few sips of alcohol in their life, a slight increase from 2002 (17.0%).
 - ✓ While 37.6% of teenagers reported having had alcoholic beverages in the 30 days preceding the MYDAUS, only 6.4% of parents thought that their child had been drinking alcohol in the month before the parent survey took place. Again, this is a slight increase from the 2002 survey (2.4%).
 - ✓ **Similar to the 2002 study, perhaps the most striking discrepancy is on the issue of binge drinking. While no parents in the 2003 study and only one parent in the 2002 study thought that their child had participated in binge drinking in the two weeks prior to being interviewed, 20.4% of 8th through 12th graders taking the MYDAUS reported having participated in at least one episode of binge drinking in the two weeks prior to the survey. Interestingly, in the 2002 survey less than 1% of parents were unsure if their child participated in binge drinking versus 5% in the 2003 survey.**

I. EXECUTIVE SUMMARY, Cont'd.

OVERALL CONCLUSIONS:

The benchmark results of several questions on the survey show a shift in the data that is closely aligned with the core message of the OSA/Ethos message campaign – parents are more aware of what is really going on regarding teenage drinking within their family.

- The majority of parents (90.8%) believe that their children are either “very honest” (62.6%) or “mostly honest” (28.2%) about their use of alcohol. This decrease since 2002 (when 97.2% of parents felt similarly) shows that parents are being a little more realistic about how honest their child is being about their involvement with alcohol.
- Thirty percent (30.0%) of parents believe that it is likely (either “very” or “somewhat”) that their child will use alcohol within the next year. In 2002, when the question asked about regular alcohol use, just 6.8% of parents indicated that it was likely (either “very” or “somewhat”) that their child would begin drinking alcohol on a regular basis (that is, at least once per month) in the next year. The question was changed to provide a better benchmark for future research, and although these questions are not directly comparable, the survey results do hint toward a shift that is closely aligned with the core message of the OSA/Ethos ad campaign.
- Forty-one percent (40.8%) of parents indicated that none of their child’s friends drink alcohol. While this figure still shows a strong discrepancy with the MYDAUS data, it does show a decrease from 2002 (48.4%).
- More parents are practicing effective parenting today. More than half of parents who were aware of the campaign said that they have taken or will take specific actions as a result. Parents are more likely to talk with their teen in order to determine if they’ve been drinking. In addition, every strategy presented to further reduce teenage drinking was supported by more than half of all parents.

These results show that awareness of the OSA advertising campaign is high and that the core message of the ads is getting through to parents throughout Maine. The advertising campaign has been effective to date. Further increases in awareness and behavior modification will require sustaining the advertising and public relations campaigns.

II. BACKGROUND AND OBJECTIVES

The Maine Office of Substance Abuse (OSA), commissioned Strategic Marketing Services (SMS), a Maine-based marketing research and consulting firm, to benchmark research which was conducted in 2002 by the SMS/Ethos Marketing team. This baseline research, conducted in August, 2002 was composed of a statewide quantitative telephone survey of parents in preparation for the OSA parent education campaign on teen alcohol abuse. Subsequently, Ethos Marketing developed and aired a communications campaign for OSA.

The principal objectives of this round of quantitative research are to: 1) gauge the effectiveness of the advertising campaign, 2) compare parental behaviors, attitudes, and beliefs on teenage drinking with the results from the 2002 study, and 3) evaluate support for various strategies to reduce teenage drinking. In order to reach these objectives, the survey instrument focused on the following areas:

- ✓ **Specific parental behaviors, attitudes, and beliefs**
 - Frequency with which parents have serious talks about alcohol with their child and topics covered during those talks
 - Discussions that parents have with their child before and after going out for the evening, and whether parents check to see if their child has been drinking
 - Specific behaviors that parents engage in that “glorify” alcohol to children
 - Parental alcohol policy as it relates to their child
 - Parental perception of how honest their child is with them about alcohol use
 - Parental perceptions of their child’s drinking habits
 - Likelihood of their child drinking on a regular basis within the next year
 - Parental perception of how many of their child’s friends drink alcohol on a regular basis
 - Agreement/disagreement with several statements regarding the parental relationship with child and alcohol use
 - Support for various strategies that address underage drinking

- ✓ **Communications**
 - Awareness and evaluation of television advertising regarding teenage drinking in Maine
 - Awareness of other media coverage regarding teenage drinking in Maine
 - Specific actions taken as a result of the advertising and/or media coverage
 - Whether parents have sought out information on the issue of teenage drinking in the past six months and sources of that information
 - Awareness of various agencies in Maine that deal with substance abuse and related issues
 - Whether parents have contacted the Maine Office of Substance Abuse
 - Awareness and use of the Maine Office of Substance Abuse Parenting Kit

II. BACKGROUND AND OBJECTIVES

✓ Demographics

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

III. METHODOLOGY

In order to meet the stated objectives of this market research project, a telephone survey was conducted with parents of teenagers around the state. The survey instrument used to conduct this project was based on the survey instrument used in 2002. However some questions were added and some were deleted. One hundred parents of teenagers in each of the grades 8 through 12 were surveyed, for a total of 500 parents. The sample was stratified on a statewide basis based on population densities.

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

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

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

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

Statistical cross-tabulations for each survey question are presented in the volume of tables found in Appendix B.

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

IV. FINDINGS – SPECIFIC BEHAVIORS

Frequency of Serious Talks about Alcohol with Child

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

Nearly one-half (49.6%) of parents surveyed indicated that they have serious talks about alcohol with their child several times per year, and 38.2% have serious talks about alcohol with their child once a month or more. While 10.4% of respondents have serious talks about alcohol with their child once a year, 1.6% of parents have these talks less than once a year.

The percentage of parents who indicated that they have serious talks about alcohol with their child once a month or more increased slightly from 34.2% in 2002 to 38.2% in 2003.

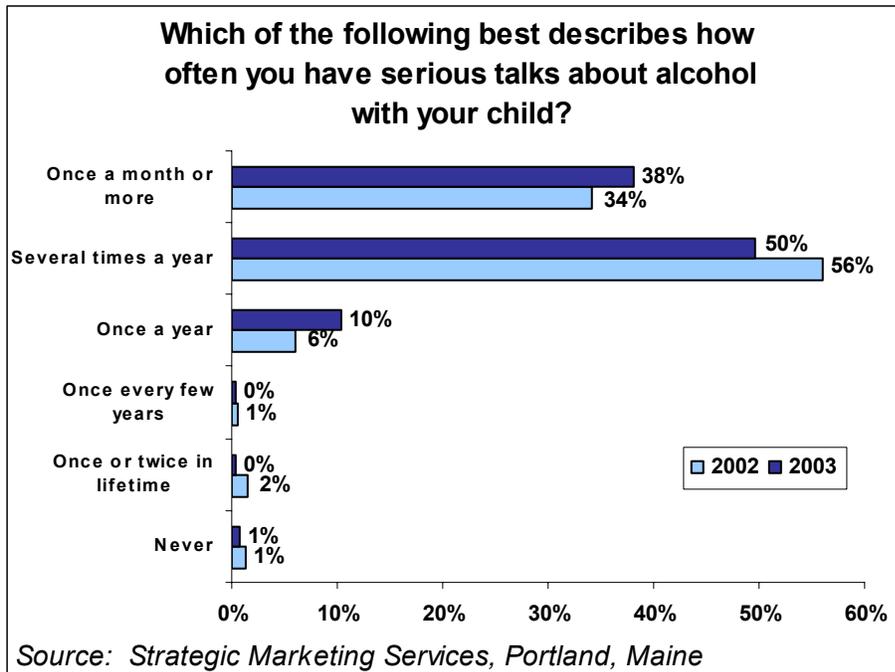
The following demographic groups of parents are the most likely to indicate that they have serious talks about alcohol with their child at least once per month – parents with annual household incomes of less than \$35,000 (51.5%), those with annual household incomes of \$65,000 or more (48.2%), and parents who have seen advertising regarding teenage drinking in Maine this year (45.6%).

Frequency of Serious Talks about Alcohol with Child:

	2002	2003
Never	1.4%	0.8%
Once or twice in her/his life	1.6%	0.4%
Once every few years	0.6%	0.4%
Once a year	6.0%	10.4%
Several times a year	56.0%	49.6%
Once a month or more	34.2%	38.2%
Don't know	0.2%	0.2%

IV. FINDINGS – SPECIFIC BEHAVIORS

Frequency of Serious Talks about Alcohol with Child



IV. FINDINGS – SPECIFIC BEHAVIORS

Content of Serious Talks about Alcohol with Child

What specific topics have you covered in these talks? [Unaided; Multiple responses were recorded; Asked of the respondents who have serious talks about alcohol with their child]

Nearly six in ten (59.7%) of the 496 parents who have had serious talks about alcohol with their child have talked about "drinking and driving", 54.2% have discussed "peer pressure", and 42.3% have discussed the "effects of alcohol on judgment or decision-making". Approximately one-third (32.5%) have discussed "their feelings about underage drinking", and 24.4% of these respondents have talked about the "negative medical impacts of alcohol". Other top answers cited include: "dangers of heavy or binge drinking" (18.3%), "alcohol and sexual activity" (16.1%), "addictiveness of alcohol" (12.9%), "long-term effects of alcohol use" (10.9%), and "that underage drinking is illegal" (4.8%).

Compared with 2002, these results show a decrease in discussion of the following topics: "drinking and driving", "effects of alcohol on judgment or decision-making", "negative medical impacts of alcohol", "addictiveness of alcohol", "long-term effects of alcohol use", and "that underage drinking is illegal". However, there have been increases since 2002 on the topics of "peer pressure" and "dangers of heavy or binge drinking".

Content of Serious Talks about Alcohol with Child:

Top answers	2002 (N=493)	2003 (N=496)
Drinking and driving	71.0%	59.7%
Peer pressure	48.9%	54.2%
Effects of alcohol on judgment or decision-making	50.7%	42.3%
Your feelings about underage drinking	34.1%	32.5%
Negative medical impacts of alcohol	34.9%	24.4%
Dangers of heavy or binge drinking	9.9%	18.3%
Alcohol and sexual activity	14.2%	16.1%
Addictiveness of alcohol	17.6%	12.9%
Long-term effects of alcohol use	17.2%	10.9%
That underage drinking is illegal	16.8%	4.8%

IV. FINDINGS – SPECIFIC BEHAVIORS

Discussions Before Child Attends Social Events

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

Approximately six in ten parents surveyed (60.8%) indicated that before their child attends social events they always ask their child if there will be adult supervision. This is down a little from 66.2% in 2002. Nearly one-half of parents indicated that they always ask their child if alcohol will be present (45.8%) and discuss what the consequences there will be if any pre-established rules are broken (45.2%). There has been an increase in the percentage of parents who indicated that they always ask their children if alcohol will be present (up from 37.6% in 2002) and always discuss what the consequences will be if any pre-established rules are broken (up from 35.8% in 2002).

Parents of younger children are more likely than parents of older children to indicate that they always ask their child if alcohol will be present (68.0% for parents of 8th graders versus 23.0% for parents of 12th graders). In addition, parents who have fewer years of formal education (57.7% completed high school or less) are more likely [than those with more years of formal education (38.1% completed college or more)] to have said that they always ask their child if alcohol will be present. Female parents (51.0%) are more likely than male parents (40.4%) to indicate that they always ask their child if alcohol will be present at social gatherings.

Discussions Before Child Attends Social Events:

		Never	Rarely	Some-times	Often	Always
If there will be adult supervision	2002	0.8%	4.4%	14.0%	14.0%	66.2%
	2003	2.2%	5.4%	10.8%	20.8%	60.8%
If alcohol will be present	2002	5.2%	11.6%	31.2%	13.4%	37.6%
	2003	4.6%	5.4%	16.8%	27.0%	45.8%
What the consequences will be if s/he breaks any pre-established rules	2002	5.0%	15.4%	30.8%	12.0%	35.8%
	2003	4.6%	13.0%	21.4%	15.4%	45.2%

IV. FINDINGS – SPECIFIC BEHAVIORS

Discussions After Child Attends Social Events

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

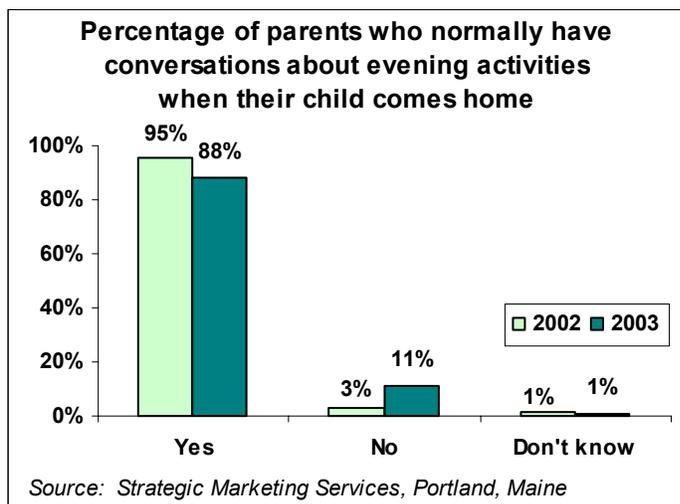
Eighty-eight percent (88.2%) of parents surveyed indicated that they normally have a conversation with their child when s/he returns home after being out about the activities and events of the evening. This is down from 95.4% in 2002. While 11.2% of parents normally do not have these conversations, 0.6% were unsure.

Parents of 8th grade students (95.0%) are more likely than parents of 12th grade students (73.0%) to normally have a conversation with their child when s/he returns home after being out about the activities and events of the evening. In addition, respondents who have seen the OSA Parenting Kit (96.6%)* are more likely than those who have not (87.7%) to indicate that they normally have this type of conversation with their children.

** Please note that since the number of parents who have seen the OSA Parenting Kit is small, this result must be interpreted with caution.*

Discussions After Child Attends Social Events:

	2002	2003
Yes	95.4%	88.2%
No	3.2%	11.2%
Don't know	1.4%	0.6%



IV. FINDINGS – SPECIFIC BEHAVIORS

Timing of Discussions After Child Attends Social Events

When do you usually have that conversation? [Asked of the respondents who normally have a conversation with their child about the evening's events]

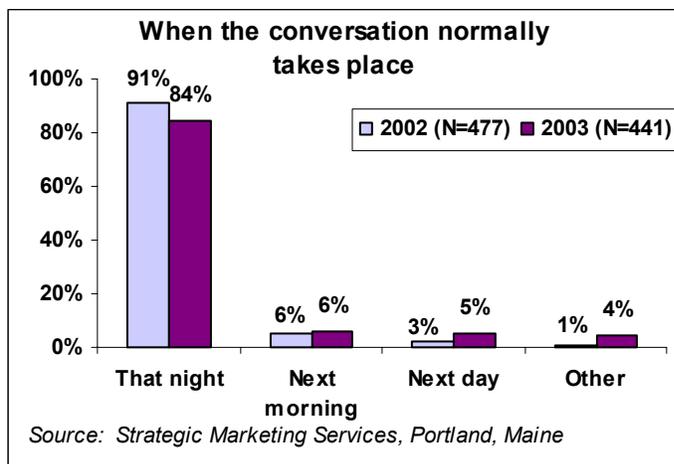
Eighty-four percent (84.1%) of the 441 parents who normally have these conversations say that they have them the night the child comes home. This is down from 91.0% in 2002. Six percent (6.1%) of these respondents indicated that these discussions normally take place the next morning, and 5.4% said that they normally have these conversations sometime the next day. Four percent of these parents (4.4%) gave a variety of other answers.

Parents who are the most likely to indicate that they have these conversations the night the child comes home are those who have seen the OSA Parenting Kit (92.9%)*, parents of 8th graders (90.5%), and those who have completed high school or less (89.2%).

* Please note that since the number of parents who have seen the OSA Parenting Kit is small, this result must be interpreted with caution.

When Discussions Usually Take Place:

Top answers	2002 (N=477)	2003 (N=441)
That night	91.0%	84.1%
Next morning	5.5%	6.1%
Sometime the next day	2.5%	5.4%
Other	1.0%	4.4%



IV. FINDINGS – SPECIFIC BEHAVIORS

Discussion to Determine whether Child has been Drinking

In having that conversation, is one of your goals to determine whether s/he was drinking? [Asked of the respondents who normally have a conversation with their child about events of evenings out]

Just over one-half of the 441 parents who normally have a conversation with their child about events that transpired during an evening out (54.2%) indicated that the discussion is not used in part to find out whether or not their child has been drinking. While 44.2% of these respondents said that one of the goals of the conversation is to determine whether their child has been drinking, seven respondents (1.6%) were unsure.

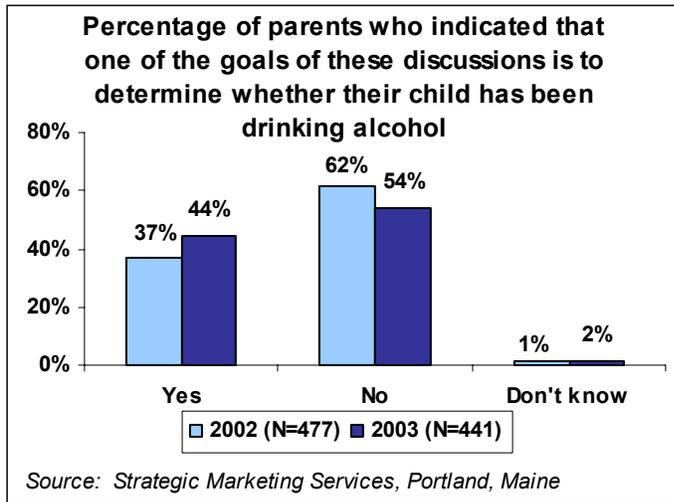
Thus, 195 parents, or 39.0% of the total sample, have conversations with their children to find out whether or not their children have been drinking after an evening out on a regular basis. This is up from the 2002 figure of 35.2% of the total sample.

Parents of 8th grade students (18.9%) are the least likely to indicate that the conversation is used in part to find out whether their child has been drinking.

Discussion to Determine whether Child has been Drinking:

	2002 (N=477)	2003 (N=441)
Yes	36.9%	44.2%
No	61.8%	54.2%
Don't know	1.3%	1.6%

IV. FINDINGS – SPECIFIC BEHAVIORS



IV. FINDINGS – SPECIFIC ATTITUDES AND BELIEFS

Honesty About Involvement with Alcohol

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

Sixty-three percent (62.6%) of respondents think their children are "very honest" with them about their involvement with alcohol, and 28.2% believe that they are "mostly honest". While 6.6% think that their children are "somewhat honest" about their involvement with alcohol, 1.4% believe that their children are "not very honest". One parent indicated that their child is "not at all honest", and 1.0% are unsure.

The percentage of parents who believe that their children are "very honest" regarding their involvement with alcohol decreased from 79.2% in 2002 to 62.6% in 2003.

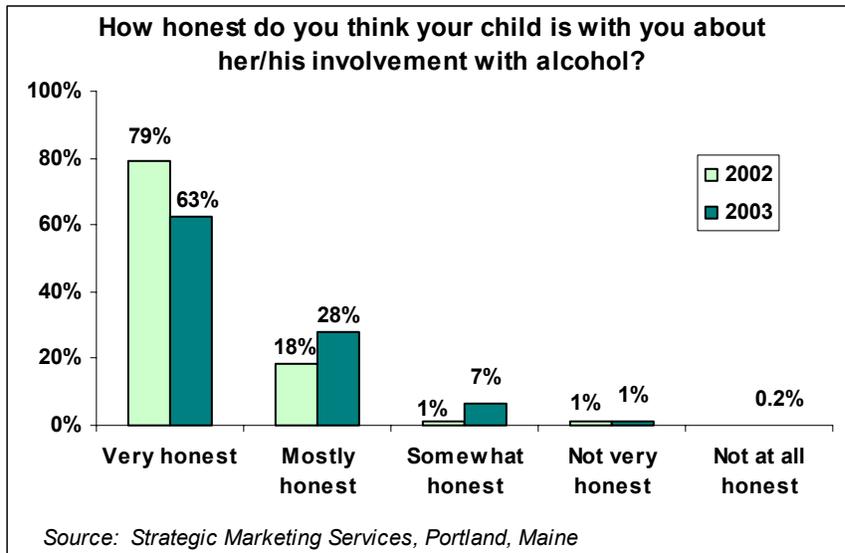
Parents of younger children are more likely than parents of older children to believe that their children are "very honest" with them regarding alcohol use (85.0% - parents of 8th graders versus 45.0% - parents of 12th graders). Interestingly, parents of girls (67.4%) are more likely than parents of boys (57.4%) to believe that their children are "very honest" with them about alcohol.

Honesty about Involvement with Alcohol:

	2002	2003
1 – Very honest	79.2%	62.6%
2 – Mostly honest	18.2%	28.2%
3 – Somewhat honest	1.4%	6.6%
4 – Not very honest	1.0%	1.4%
5 – Not at all honest	0.0%	0.2%
Don't know	0.2%	1.0%
Mean response	1.24	1.47

IV. FINDINGS – SPECIFIC ATTITUDES AND BELIEFS

Honesty About Involvement with Alcohol



IV. FINDINGS – SPECIFIC ATTITUDES AND BELIEFS

Lifetime Alcohol Use

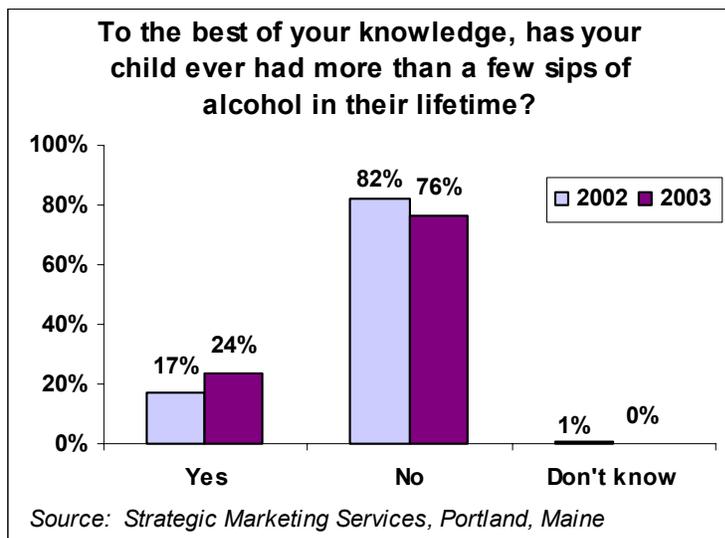
To the best of your knowledge has your child ever had more than a few sips of alcohol in their lifetime?

Approximately three-fourths of parents surveyed (76.2%) indicated that to the best of their knowledge, their child has never had more than a few sips of alcohol in their lifetime, down from 82.2% in 2002. Twenty-four percent (23.8%) of parents said that their child has had more than a few sips of alcohol, which is up from 17.0% in 2002.

Not surprisingly, parents with children in the higher grades are more likely than those with children in the lower grades to indicate that their children have had more than a few sips of alcohol in their lifetime - 12th grade (50.0%), 11th grade (35.0%), 10th grade (17.0%), 9th grade (10.0%), and 8th grade (7.0%). Respondents with higher annual household incomes (31.4% - \$65,000 or more) and parents of male students (28.5%) are more likely than their counterparts to indicate that their child has had more than a few sips of alcohol.

Ever had more than a Few Sips of Alcohol:

	2002	2003
Yes	17.0%	23.8%
No	82.2%	76.2%
Don't Know	0.8%	0.0%



IV. FINDINGS – SPECIFIC ATTITUDES AND BELIEFS

Alcohol Use in the Past 30 Days

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

Six percent (6.4%) of parents polled believe that their children have had alcoholic beverages in the 30 days preceding the survey. While 91.0% of parents do not think that their children have had alcoholic beverages in the past 30 days, 2.6% were unsure.

In 2002, only 2.4% of parents surveyed indicated that their children had alcoholic beverages in the previous 30 days.

Parents of children in the 12th grade (20.0%) and 11th grade (8.0%) are the most likely to believe that their children have had alcoholic beverages in the past 30 days.

Alcohol Use in the Past 30 Days:

	2002	2003
Yes	2.4%	6.4%
No	95.8%	91.0%
Don't Know	1.8%	2.6%



IV. FINDINGS – SPECIFIC ATTITUDES AND BELIEFS

Binge Drinking in the Past 2 Weeks

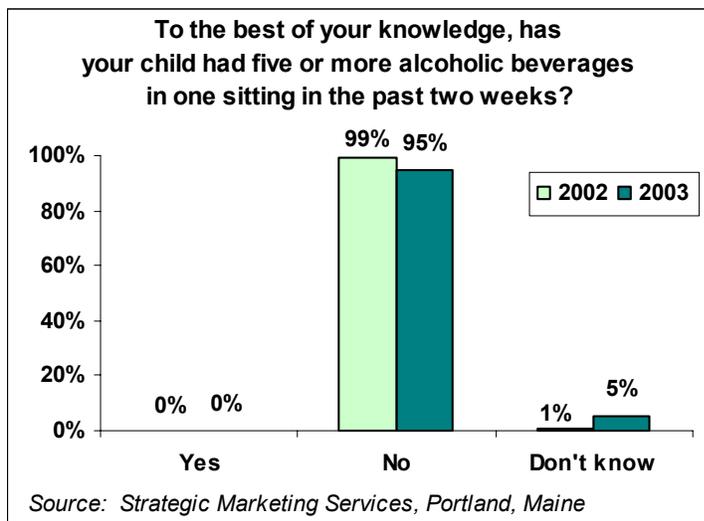
To the best of your knowledge, has your child had five or more alcoholic beverages in one sitting in the past two weeks?

Ninety-five percent (95.0%) of parents do not believe that their child has had five or more alcoholic beverages in one sitting in the past two weeks (also known as binge drinking). While no respondents (0.0%) indicated that their child had participated in binge drinking in the past two weeks, 5.0% were unsure.

Although none of the parents surveyed thought that their child had participated in binge drinking in the past two weeks, there has been some shift in the percentage of parents who indicated that they were unsure (from 0.6% in 2002 to 5.0% in 2003).

Binge Drinking in the Past 2 Weeks:

	2002	2003
Yes	0.2%	0.0%
No	99.2%	95.0%
Don't Know	0.6%	5.0%



IV. FINDINGS – SPECIFIC ATTITUDES AND BELIEFS

Likelihood of Child Using Alcohol within the Next Year

2003 survey – How likely is it that your child will use alcohol within the next year?

2002 survey – How likely do think it is that your child will begin using alcohol on a regular basis (that is, at least once per month) within the next year?

Three in ten parents (30.0%) think that it is “very likely” (11.4%) or “somewhat likely” (18.6%) that their child will use alcohol in the next year, while 65.2% of respondents feel it is “somewhat unlikely” (30.0%) or “very unlikely” (35.2%). Five percent (4.8%) of respondents were unsure.

In 2002, 6.8% of parents indicated that it was likely (either “very” or “somewhat”) that their child would use alcohol on a regular basis within the next year.

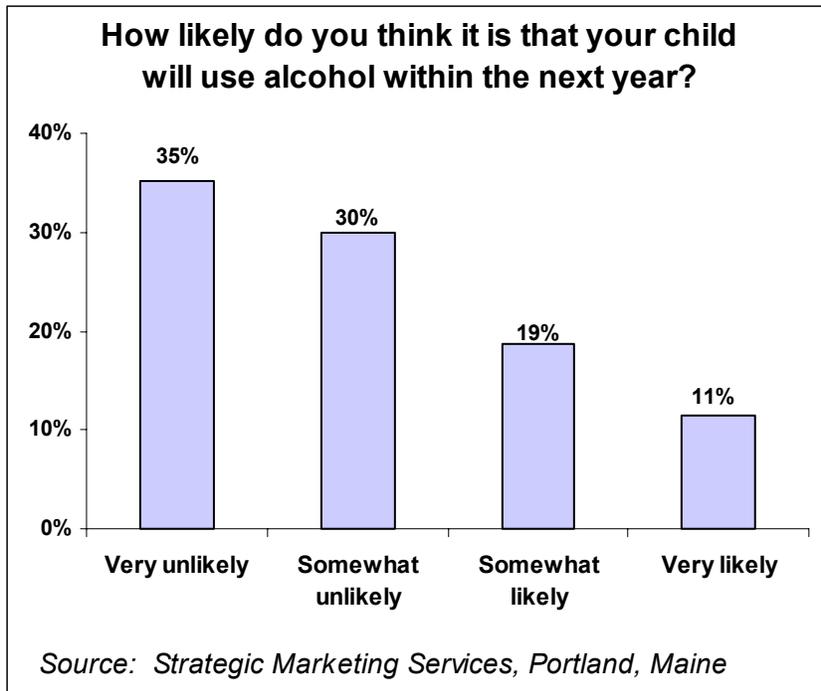
Parents of children in the 12th grade (71.0%) and 11th grade (39.0%) are the most likely to believe that their children will drink alcohol in the next year.

Likelihood of Child Using Alcohol within the Next Year:

	2002 (Regular basis)	2003 (At all)
1 – Very Likely	1.0%	11.4%
2 – Somewhat likely	5.8%	18.6%
3 – Somewhat unlikely	21.6%	30.0%
4 – Very unlikely	69.6%	35.2%
Don't know	1.0%	4.8%
Already drinks regularly	1.0%	0.0%
Mean	3.63	2.25

IV. FINDINGS – SPECIFIC ATTITUDES AND BELIEFS

Likelihood of Child Using Alcohol within the Next Year



IV. FINDINGS – SPECIFIC ATTITUDES AND BELIEFS

Child's Close Friends who Drink Alcoholic Beverages Regularly

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

Approximately four in ten parents (40.8%) indicated that "none" of their child's friends drink alcoholic beverages regularly (at least once per month), and 26.6% said that "some" of their child's friends drink regularly. While 6.8% of respondents indicated that "most" of their child's friends drink alcoholic regularly, two respondents (0.4%) said that "all" of their child's friends do so. Twenty-five percent (25.4%) of respondents were unsure.

Compared with 2002, a smaller percentage of parents indicated that "none" of their child's close friends drink alcoholic beverages on a regular basis (40.8% versus 48.4%).

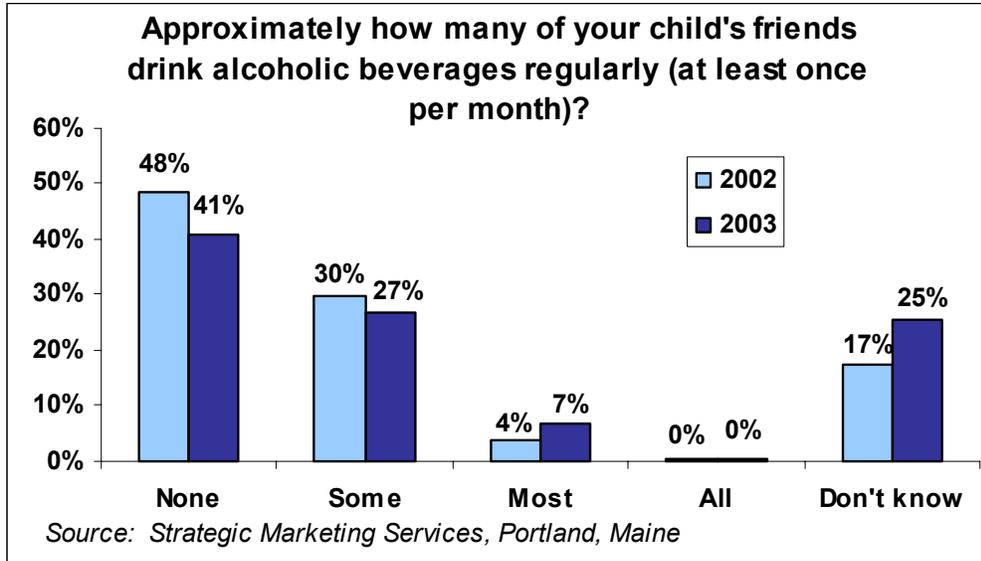
Not surprisingly, parents of children in the lower grades are more likely than those with children in the higher grades to indicate that "none" of their child's friends drink alcoholic beverages regularly - 8th grade (86.0%), 9th grade (58.0%), 10th grade (30.0%), 11th grade (18.0%), and 12th grade (12.0%). Respondents with higher annual household incomes are less likely than respondents with lower household incomes to believe that "none" of their child's close friends drink alcohol on a regular basis (35.8% [\$65,000 or more] versus 41.4% [\$35,000 to \$65,000] and 63.6% [less than \$35,000]).

Child's Close Friends who Drink Alcoholic Beverages Regularly:

	2002	2003
None	48.4%	40.8%
Some	30.0%	26.6%
Most	3.8%	6.8%
All	0.4%	0.4%
Don't know	17.4%	25.4%

IV. FINDINGS – SPECIFIC ATTITUDES AND BELIEFS

Child's Close Friends who Drink Alcoholic Beverages Regularly



IV. FINDINGS – SPECIFIC BEHAVIORS

Ways in which Parents “Glorify” Alcohol

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

Just over one-third of parents surveyed (36.0%) believe that parents “drinking in front of their children” can make alcohol appealing to children, and 33.2% of respondents think that parents “allowing their under-aged children to drink” can make alcohol seem appealing. Other top answers include: “not discussing alcohol use with their children” (2.6%), “not making the rules about alcohol clear and/or not enforcing such rules” (2.4%), “glorifying/glamorizing alcohol” (1.6%), “buying alcohol for their children” (1.6%), and “keeping alcohol around the house” (1.4%). Nearly one-fourth (23.6%) were unsure of ways parents make alcohol seem appealing to their children.

The significant drop in the percentage of parents who answered (unaided) “drinking in front of their children” may be attributed to the fact that the 2002 baseline survey included several questions regarding that topic prior to this question being asked.

Ways in which Parents “Glorify” Alcohol:

Top answers	2002	2003
Drinking in front of children	62.6%	36.0%
Allowing under-aged children to drink	23.6%	33.2%
Not discussing alcohol use with their children	2.0%	2.6%
Not making the rules clear or enforcing them	0.8%	2.4%
Glorifying/glamorizing alcohol	0.2%	1.6%
Buying alcohol for their children	0.0%	1.6%
Keeping alcohol around the house	0.0%	1.4%
Don't know	18.8%	23.6%

IV. FINDINGS – SPECIFIC ATTITUDES AND BELIEFS

To what extent do you agree with the following statements?

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

		Strongly Disagree	Disagree	Agree	Strongly Agree	Don't know	Mean*
“The rules in my family regarding alcohol use are clear.”	2002	0.2%	0.6%	10.4%	88.4%	0.4%	3.88
	2003	0.2%	0.8%	21.6%	77.0%	0.4%	3.76
“I have a strong influence over my teenager’s behavior relating to alcohol use.”	2002	0.2%	4.0%	40.4%	49.6%	5.8%	3.48
	2003	0.8%	6.4%	51.8%	37.4%	3.6%	3.30
“My child shares his/her thoughts and feelings with me.”	2002	0.4%	5.0%	49.6%	43.6%	1.4%	3.38
	2003	0.8%	8.6%	55.8%	28.4%	6.4%	3.19
“If my child drank alcohol without my permission, I would catch her/him.”	2002	1.0%	7.6%	36.4%	38.0%	17.0%	3.34
	2003	1.0%	13.2%	36.4%	29.4%	20.0%	3.18
“I believe it’s inappropriate for parents to occasionally joke or tell a funny story about their past drinking behavior in front of their children.”	2002	1.0%	19.8%	25.6%	39.2%	14.4%	3.20
	2003	2.0%	18.0%	39.2%	34.4%	6.4%	3.13

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

While there was strong overall agreement with all five statements, parents showed the strongest agreement with the following statement, “The rules in my family regarding alcohol use are clear” (Mean – 3.76). The statement, “I believe it’s inappropriate for parents to occasionally joke or tell a funny story about their past drinking behavior in front of their children” recorded the lowest level of agreement (Mean – 3.13).

Overall, parents were somewhat less likely to agree with each of these statements as compared with 2002. The biggest decrease in the mean agreement was with, “My child shares his/her thoughts and feelings with me” (a decrease from 3.38 in 2002 to 3.19 in 2003).

IV. FINDINGS – SPECIFIC BEHAVIORS

Parental Policy on Child’s Use of Alcohol

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

Approximately eight in ten (81.8%) parents surveyed have a “zero tolerance” policy regarding their child’s consumption of alcohol, and 10.4% have a policy that permits their child to drink alcohol only in their presence. An additional 4.4% indicated that their child can drink only a very small amount of alcohol in their presence. While four respondents (0.8%) stated that their policy allows their child to drink with an adult other than themselves present, three respondents (0.6%) said that their policy allows their child to drink alcohol without an adult present.

These results are mostly similar to the findings of the 2002 study.

Parental Policy on Child’s Use of Alcohol:

	2002	2003
It’s never okay, or “zero tolerance”	87.4%	81.8%
It’s only okay with parent present	10.0%	10.4%
Special occasions only (with parent)	0.0%	4.4%
It’s okay with another adult present	0.6%	0.8%
It’s okay without an adult present	0.0%	0.6%
Other	1.4%	1.0%
Don’t know	0.6%	1.4%

IV. FINDINGS – SPECIFIC BEHAVIORS

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

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

The 84 parents who indicated that they allow their child to drink were asked to indicate the number of drinks that they find acceptable for their child to drink on those occasions. Twenty-nine percent (28.6%) of these respondents indicated that less than one drink (“a few sips”) is acceptable, and 57.1% said that one drink is acceptable at a given time. Five respondents (6.0%) indicated that two drinks are acceptable, and four respondents (4.8%) said that three or more drinks are acceptable at a given time. Three of these respondents (3.6%) were unsure.

The percentage of parents who allow their child to consume one drink or less of alcohol at a given time remained mostly consistent from 2002 (83.3%) to 2003 (85.7%).

Number of Drinks that are Acceptable at a Given Time:

	2002 (N=60)		2003 (N=84)	
	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents
Less than one	2	3.3%	24	28.6%
One	48	80.0%	48	57.1%
Two	2	3.3%	5	6.0%
Three or more	2	3.3%	4	4.8%
Don’t know	6	10.0%	3	3.6%

IV. FINDINGS – COMMUNICATIONS/AWARENESS

Awareness of Television Advertising Regarding Teenage Drinking

Have you seen any television advertising this year regarding teenage drinking in Maine?

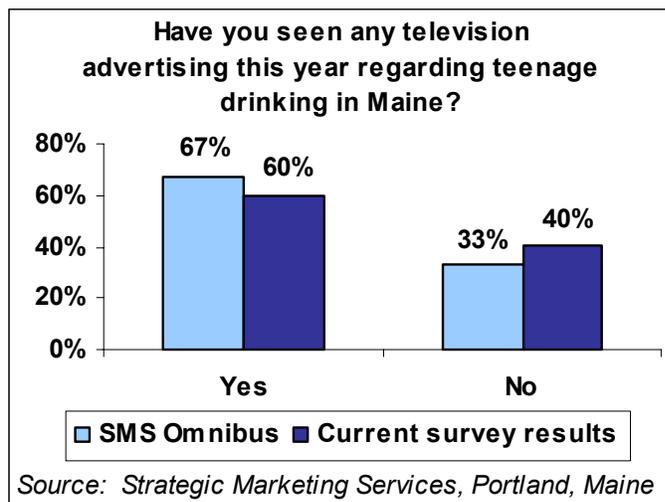
Approximately six in ten parents surveyed (59.6%) indicated that they have seen television advertising this year regarding teenage drinking in Maine. The remaining 40.4% of the sample did not recall having seen advertising on the issue of teenage drinking.

The percentage of parents who recalled seeing television advertising this year regarding teenage drinking in Maine is somewhat lower than the figure of 66.8% found in SMS's quarterly Omnibus Poll™ in April, 2003.

Respondents living in Southern Maine (64.1%) were somewhat more likely than those living in Northern/Down East Maine (57.9%) and Central/Western Maine (55.6%) to have reported seeing television advertising this year regarding teenage drinking in Maine.

Awareness of Television Advertising Regarding Teenage Drinking:

	2002	SMS Omnibus Poll (April 2003)	2003
Yes	Not asked	66.8%	59.6%
No	Not asked	33.0%	40.4%
Don't know	Not asked	0.3%	0.0%



IV. FINDINGS – COMMUNICATIONS/AWARENESS

Core Message of Advertisement Regarding Teenage Drinking

What was the core message of the advertisement? [Unaided; Multiple responses were recorded; Asked of the respondents who have seen advertisements this year]

Nearly one-half of the parents who saw an ad (49.4%) recalled that “parents (not) being aware of kids drinking” was the core message of the ad. With an additional 2.7% recalling the core message as “talk to your kids” and 2.0% recalling another parent-related theme, a total of 54.1% of these parents recalled a core message that can be directly related to the OSA/Ethos ad campaign. This compares with 64.7% found in the April 2003 SMS Omnibus Poll™. Please note that the SMS Omnibus Poll™ is a poll of the general population.

Other top core messages recalled include: “kids saying it’s okay not to drink” (20.1%), “dangers regarding alcohol” (16.8%), “don’t drink and drive / MADD” (7.7%), and “it’s illegal for minors to drink alcohol / stop underage drinking” (3.7%).

Core Message of Advertisement Regarding Teenage Drinking:

Top answers	2002	SMS Omnibus Poll (April 2003)	2003 (N=298)
Parents (not) being aware of kids drinking	Not asked	17.6%	49.4%
Talk to kids	Not asked	12.7%	2.7%
Need to watch teens closer	Not asked	18.7%	0.0%
Teens drink	Not asked	8.2%	0.0%
Teens are drinking even if you think they’re not	Not asked	7.5%	0.0%
Other (parent-related)	Not asked	0.0%	2.0%
OSA/Ethos Ad (re: parents) – TOTAL	Not asked	64.7%	54.1%
Kids saying it’s okay not to drink	Not asked	4.9%	20.1%
Dangers regarding alcohol	Not asked	10.1%	16.8%
Don’t drink and drive / MADD	Not asked	4.9%	7.7%
It’s illegal for minors to drink alcohol/Stop underage drinking	Not asked	7.5%	3.7%
Don’t know	Not asked	17.6%	5.7%

IV. FINDINGS – COMMUNICATIONS/AWARENESS

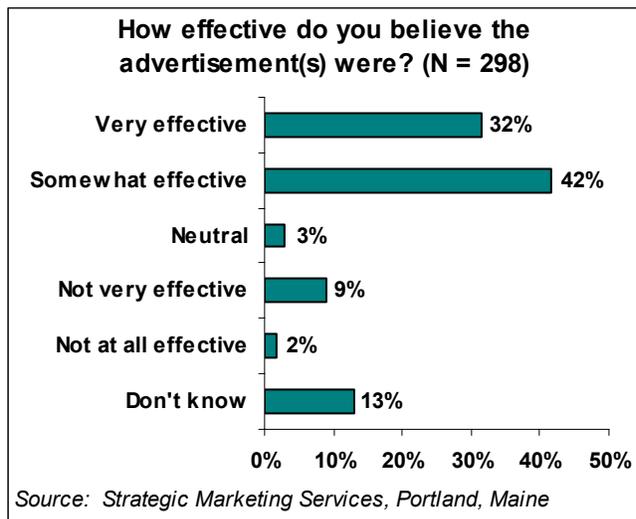
Effectiveness of Television Advertisement Regarding Teenage Drinking

How effective do you believe the advertisement(s) were? [Asked of the respondents who have seen advertisements this year]

Nearly three-fourths (73.1%) of parents who have seen a television ad regarding teenage drinking in Maine indicated that the ad was either “very effective” (31.5%) or “somewhat effective” (41.6%). While 9.1% believed that the ad was “not very effective”, 1.7% said that the ad was “not at all effective”. Thirteen percent (13.1%) were unsure.

Effectiveness of Television Advertisement Regarding Teenage Drinking:

	2002	2003 (N=298)
1 – Very effective	Not asked	31.5%
2 – Somewhat effective	Not asked	41.6%
3 – Neutral	Not asked	3.0%
4 – Not very effective	Not asked	9.1%
5 – Not at all effective	Not asked	1.7%
Don't know	Not asked	13.1%
Mean response	Not asked	1.94



IV. FINDINGS – COMMUNICATIONS/AWARENESS

Awareness of Other Media Coverage Regarding Teenage Drinking

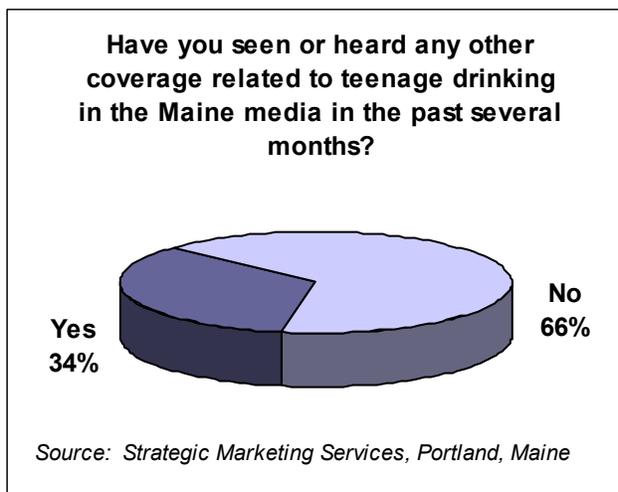
Have you seen or heard any other coverage related to teenage drinking in the Maine media (including newspapers, radio, and television) in the past several months? In your answer, please do not include any specific instances of teenage drinking, such as coverage of a drunken driving accident.

Approximately one-third of parents surveyed (34.4%) indicated that they have seen other media coverage regarding teenage drinking in Maine over the past several months. The remaining 65.6% of the sample did not recall having seen other media coverage on the issue of teenage drinking.

Parents who have completed college or more (40.6%) are more likely than their counterparts to have seen other media coverage relating to teenage drinking in Maine in the several months preceding the survey. In addition, respondents who reported seeing advertising regarding teenage drinking (40.6%) are more likely than those who did not recall seeing advertising (25.2%) to have seen other media coverage regarding teenage drinking in Maine.

Awareness of Other Media Coverage Regarding Teenage Drinking:

	2002	2003
Yes	Not asked	34.4%
No	Not asked	65.6%



IV. FINDINGS – COMMUNICATIONS/AWARENESS

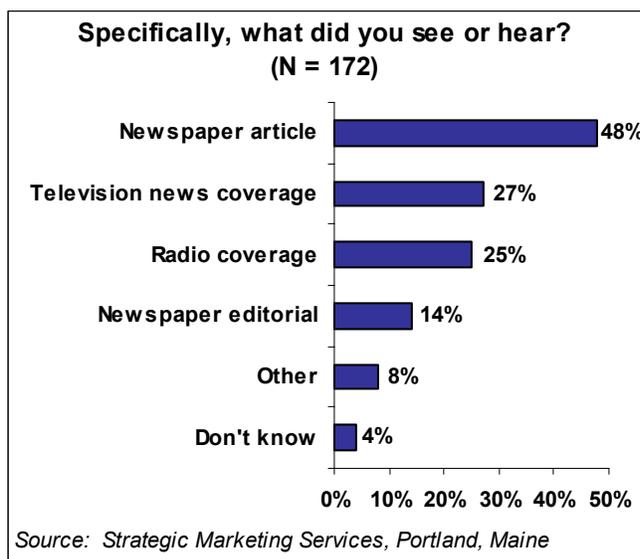
Specific Media Seen or Heard Regarding Teenage Drinking

Specifically, what did you see or hear? [Multiple responses were recorded; Asked of the respondents who have seen other media coverage in the past several months]

Nearly one-half of these respondents (47.7%) reported reading a newspaper article about underage drinking, and 27.3% indicated that they saw television news coverage relating to teenage drinking in Maine. Twenty-five percent (25.0%) heard radio coverage on this issue, and 14.0% read a newspaper editorial. While 8.1% of these respondents saw or heard other media coverage, 4.1% were unsure.

Specific Media Seen or Heard Regarding Teenage Drinking:

Top answers	2002	2003 (N=172)
Newspaper article	Not asked	47.7%
Television news coverage	Not asked	27.3%
Radio coverage	Not asked	25.0%
Newspaper editorial	Not asked	14.0%
Other	Not asked	8.1%
Don't know	Not asked	4.1%



IV. FINDINGS – COMMUNICATIONS/AWARENESS

Specific Actions Taken as a Result of Advertising and/or Media Coverage

What specific actions, if any, have you taken or will you take as a result of this advertising or media coverage? [Unaided; Multiple responses were recorded; Asked of the respondents who have seen advertisements or other media]

Nearly one-fourth (22.3%) of the 349 parents who have seen the advertising and/or been exposed to other media coverage indicated that they “will talk to their kids more often” as a result of the advertising or media coverage. While 12.3% of these respondents said that they “will be more diligent and aware of the subject”, 4.6% reported that they “made sure that their kids saw the ad”. Other top answers include: “ads provided an opportunity to talk with kids” (3.7%), “will keep lines of communications open” (2.6%), “ensure that I know what my kids are doing” (2.6%), “have made new rules / will better enforce old rules” (2.0%), “will be more observant as my kids get older” (1.4%), “plan to get the Parenting Kit” (1.4%), “talked with kids about consequences” (1.1%), and “kids now know our expectations” (1.1%). While 11.7% of these respondents said that they were unsure of what they will do differently, 33.5% indicated that they won’t do anything differently.

Specific Actions Taken as a Result of Advertising and/or Media Coverage:

Top answers	2002	2003 (N=349)
Talked to kids more often	Not asked	22.3%
Will be more diligent and aware of the subject	Not asked	12.3%
Made sure that kids saw the ad	Not asked	4.6%
Ads provided an opportunity to talk with kids	Not asked	3.7%
Will keep lines of communications open	Not asked	2.6%
Ensure that I know what my kids are doing	Not asked	2.6%
Have made new rules/Better enforcement of old rules	Not asked	2.0%
Will be more observant as the kids get older	Not asked	1.4%
Plan to get Parenting Kit	Not asked	1.4%
Talked with kids about consequences	Not asked	1.1%
Kids now know our expectations	Not asked	1.1%
Don't know	Not asked	11.7%
None	Not asked	33.5%

IV. FINDINGS – COMMUNICATIONS/AWARENESS

Information on Teenage Drinking

Have you sought out any information on the issue of teenage drinking (in the past six months*)? [In 2002, the question was asked without the phrase: "...in the past six months."]

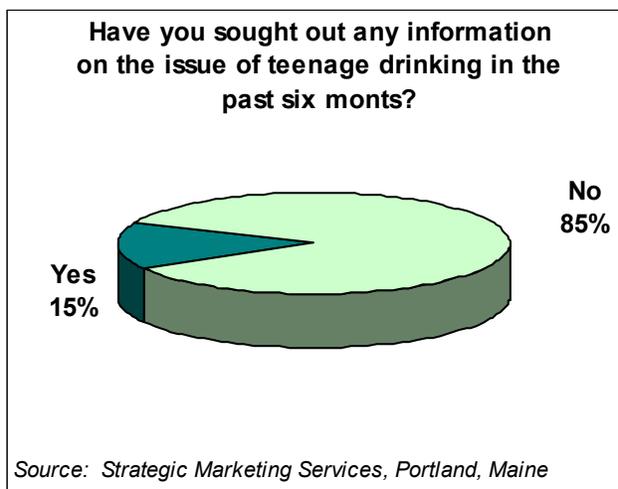
Approximately fifteen percent (14.8%) of parents surveyed indicated that they have sought out information on the issue of teenage drinking during the past six months. The remaining 85.2% of the sample did not seek out information on teenage drinking during the past six months.

Parents of 8th graders (20.0%) are the most likely demographic group to have sought out information on teenage drinking in the past six months.

It is important to note that since the question in the 2002 survey asked about having ever sought out information on teenage drinking, these results are not comparable.

Sought out Information on Teenage Drinking:

	2002 (Ever)	2003 (Past 6 months)
Yes	42.2%	14.8%
No	57.8%	85.2%



IV. FINDINGS – COMMUNICATIONS/AWARENESS

Sources of Information on Teenage Drinking

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

Of the 74 respondents who have sought out information on the issue of teenage drinking during the past six months, one-half (50.0%) have gone to their child's school for information, and 45.9% have gone to Mothers Against Drunk Driving (MADD). Other top answers include: doctor or pediatrician (23.0%), Office of Substance Abuse / Parenting Kit (12.2%), family / friends (8.1%), DARE (8.1%), church (4.1%), and the Internet (1.4%).

Sources of Information on Teenage Drinking:

Top answers	2002 – Ever (N=211)	2003 – Past 6 months (N=74)
School	68.7%	50.0%
Mothers Against Drunk Driving (MADD)	19.0%	45.9%
Doctor/pediatrician	19.4%	23.0%
Office of Substance Abuse (OSA) / Parenting Kit	5.7%	12.2%
Family/friends	23.2%	8.1%
DARE	14.2%	8.1%
Church	0.0%	4.1%
Internet	5.7%	1.4%

IV. FINDINGS – COMMUNICATIONS/AWARENESS

Awareness of Substance Abuse Agencies, Organizations, and Coalitions

***What agencies, organizations, or coalitions are you aware of in Maine that deal with substance abuse and related issues? [Unaided; Multiple responses were recorded]
Have you heard of ...? [Aided; Asked of those who did not mention an agency in the previous question]***

The total awareness level – unaided awareness and aided awareness combined – for Mothers Against Drunk Driving (MADD) is 98.0%. While the total awareness level for the Office of Substance Abuse is 43.0%, the total awareness level for Day One is 27.4%. Total awareness levels for the other agencies tested are 25.0% for Mainely Parents, 12.6% for One Maine, 9.2% for Maine Youth Voices, and 3.2% for Communities for Children.

Top unaided mentions of other agencies include Alcoholics Anonymous (21.8%), DARE (13.2%), and Alateen (2.4%).

Awareness of Substance Abuse Agencies, Organizations, and Coalitions:

	2002	2003		
		Unaided awareness	Aided awareness	Total awareness
Mothers Against Drunk Driving (MADD)	Not asked	36.2%	61.8%	98.0%
Maine Office of Substance Abuse	Not asked	6.8%	36.2%	43.0%
Day One	Not asked	4.2%	23.2%	27.4%
Mainely Parents	Not asked	2.0%	23.0%	25.0%
One Maine	Not asked	0.8%	11.8%	12.6%
Maine Youth Voices	Not asked	0.8%	8.4%	9.2%
Communities for Children	Not asked	0.0%	3.2%	3.2%
Alcoholics Anonymous	Not asked	21.8%		
D.A.R.E.	Not asked	13.2%		
Alateen	Not asked	2.4%		
Other	Not asked	**		

**** The Volume of Tables (bound separately) has a complete list of answers to this question.**

IV. FINDINGS – COMMUNICATIONS/AWARENESS

Total Awareness of OSA (Unaided and Aided combined)

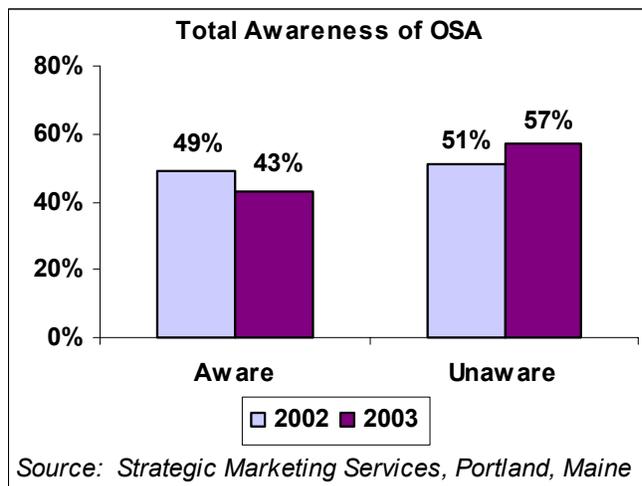
Have you heard of the Office of Substance Abuse (OSA)?

As previously shown, the total awareness level for the Maine Office of Substance Abuse is 43.0%, with an unaided awareness level of 6.8% and an aided awareness level of 36.2%. The total awareness level of OSA is down slightly from 2002 (49.2%).

Similar to the 2002 results, respondents living in Northern/Down East Maine (48.3%) are somewhat more likely than those living in Southern Maine (41.0%) or Central/Western Maine (40.6%) to indicate that they have heard of the Maine Office of Substance Abuse. In addition, parents who have completed college or more (50.0%) are more likely than those who have completed high school or less (35.0%) to be aware of OSA. Parents who indicated that they have seen advertising regarding teenage drinking in Maine this year (52.7%) are more likely than those who did not recall such advertising (28.7%) to have heard of OSA.

Total Awareness of OSA (Unaided and Aided combined):

	2002	2003
Yes	49.2%	43.0%
No	50.8%	57.0%



IV. FINDINGS – COMMUNICATIONS/AWARENESS

Contact with OSA

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

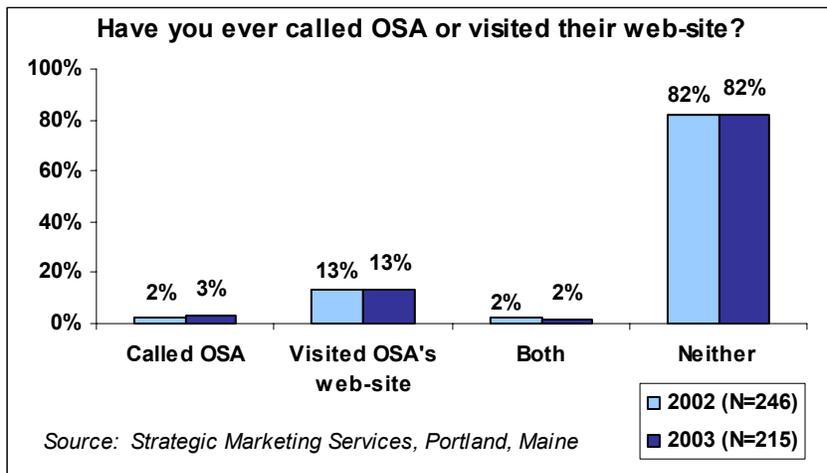
Of the 215 respondents who have heard of OSA, the majority (82.3%) have not contacted the Office of Substance Abuse, either through a phone call or the OSA web-site. Thirteen percent (13.0%) of these respondents have visited the OSA web-site, 2.8% have called OSA, and 1.9% have done both.

Thus, a total of 38 respondents, or 7.6% of the total sample, has contacted the Office of Substance Abuse via a telephone call and/or the agency’s web-site.

These results are very similar to those found in the 2002 study.

Contact with OSA:

	2002 (N=246)	2003 (N=215)
Called only	2.0%	2.8%
Visited web-site only	13.4%	13.0%
Both	2.4%	1.9%
Neither	82.1%	82.3%



IV. FINDINGS – COMMUNICATIONS/AWARENESS

Awareness of Parenting Kit

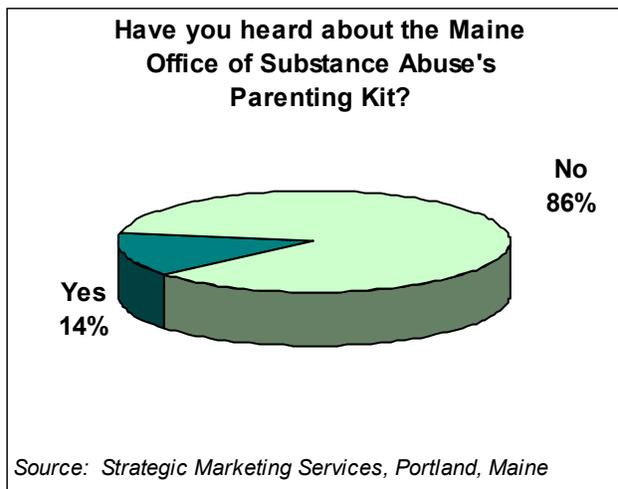
Have you heard about the Maine Office of Substance Abuse's Parenting Kit?

Approximately 14 percent (13.6%) of parents surveyed indicated that they have heard about the Maine Office of Substance Abuse's Parenting Kit. The remaining 86.4% of the sample said that they have not heard about the Parenting Kit.

Not surprisingly, those who indicated that they have seen advertising this year regarding teenage drinking in Maine (19.5%) are more likely than those who did not recall seeing such advertising (5.0%) to be aware of OSA's Parenting Kit. In addition, parents who have completed college or more (16.3%) are more likely than those who have completed high school or less (8.0%) to be aware of the Parenting Kit.

Awareness of Parenting Kit:

	2002	2003
Yes	Not asked	13.6%
No	Not asked	86.4%



IV. FINDINGS – COMMUNICATIONS/AWARENESS

Experience with Parenting Kit

Have you requested a Parenting Kit, viewed the Parenting Kit online, and/or received a Parenting Kit at a meeting? [Asked of those who have heard about the Parenting Kit]

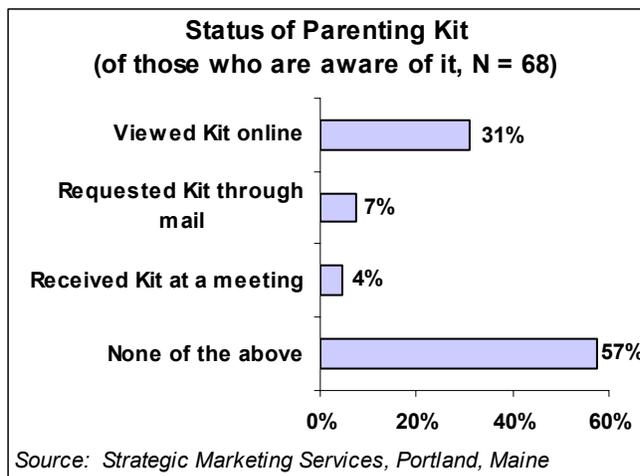
Of the 68 respondents who have heard of the Parenting Kit, just under half have requested, received and/or viewed a Parenting Kit. Thirty-one percent (30.9%) of these respondents viewed the Parenting Kit online, 7.4% requested and received a Parenting Kit through the OSA, and 4.4% received a Parenting Kit at a meeting. Fifty-seven percent (57.4%) of those who are aware of the Parenting Kit have not requested one through OSA or viewed it online.

Thus, a total of 29 respondents, or 5.8% of the total sample, has received and/or viewed a Parenting Kit.

Although the subsample is very small and the results should be used with extreme caution, it is interesting to note that respondents who are aware of the Parenting Kit and who have completed high school or less (54.5%) are more likely than those who have completed college or more (38.5%) to have seen a Parenting Kit.

Experience with Parenting Kit:

	2002	2003 (N=68)
Requested and received a Parenting Kit	Not asked	7.4%
Viewed the Parenting Kit online	Not asked	30.9%
Received a Parenting Kit at a meeting	Not asked	4.4%
None of the above	Not asked	57.4%



IV. FINDINGS – COMMUNICATIONS/AWARENESS

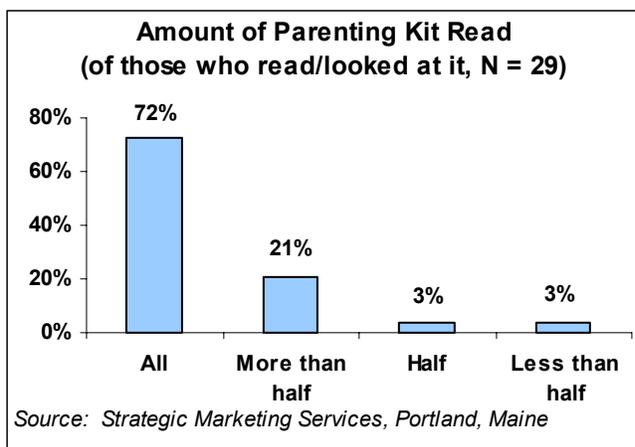
How Much of the Parenting Kit was Read

Approximately how much of the information in the Parenting Kit did you read? [Asked of those who have received a Parenting Kit or looked at the Parenting Kit online]

Of the 29 respondents who have seen the Parenting Kit, the majority (72.4%) read the entire Parenting Kit, and 20.7% reported reading more than half. While one of these respondents (3.4%) said that she read half of the Parenting Kit, another respondent indicated that she read less than half.

How Much of the Parenting Kit was Read:

	2002	2003 (N=29)
All	Not asked	72.4%
More than half	Not asked	20.7%
Half	Not asked	3.4%
Less than half	Not asked	3.4%
None or very little	Not asked	0.0%
Don't know	Not asked	0.0%



IV. FINDINGS – COMMUNICATIONS/AWARENESS

Specific Actions Taken as a Result of the Parenting Kit

What specific actions, if any, have you taken or will you take as a result of the information in the kit? [Unaided; Multiple responses were recorded; Asked of those who have received a Parenting Kit or looked at the Parenting Kit online]

Of the 29 parents who have received the Parenting Kit or looked at it online, ten (or 34.5%) said that they have “talked and listened to their kids more often” as a result of the information in the Parenting Kit, and five (or 17.2%) have “talked more to their kids about a variety of subjects”. Other top answers include: “more parental oversight” (3 respondents), “talked about the dangers of drinking” (3 respondents), “made a pact regarding calling” (2 respondents), “established firm guidelines / will be more vigilant” (2 respondents), and “got child to go to counseling” (2 respondents). Five of these respondents (or 17.2%) indicated that they will not do anything differently as a result of the information in the Parenting Kit.

Specific Actions Taken as a Result of the Parenting Kit:

Top answers	2002	2003 (N=29)	
		Number of respondents	Percent of respondents
Talked and listened more often	Not asked	10	34.5%
Talked more to kids (variety of subjects)	Not asked	5	17.2%
More parental oversight	Not asked	3	10.3%
Talked about dangers of drinking	Not asked	3	10.3%
Made a pact re: calling	Not asked	2	6.9%
Established firm guidelines/will be more vigilant	Not asked	2	6.9%
Got child to get counseling	Not asked	2	6.9%
Other	Not asked	7	24.1%
Don't know	Not asked	4	13.8%
None	Not asked	5	17.2%

IV. FINDINGS – STRATEGIES FOR UNDERAGE DRINKING

Support for Various Strategies to Address Underage Drinking

Which of the following strategies for addressing underage drinking do you support?

Parents are most supportive of “strengthening enforcement of the existing laws that prohibit supplying alcohol to minors” (97.2% support) and “having undercover compliance checks of retailers who sell alcohol” (96.2% support). Respondents are next most supportive of: “strengthening enforcement of the existing laws on underage drinking” (81.4%), “increasing the alcohol tax and using the revenue to fund prevention, enforcement, and/or treatment programs” (71.4%), and “regulating advertising to make drinking less appealing to youth” (65.2%). Although the support level for the following two proposals are still at greater than 50%, respondents showed the least amount of support for “creating stronger laws to address underage drinking” (57.2%) and “increasing the tax on alcohol” (51.8%).

Support for a tax increase on alcohol increases significantly (from 51.8% to 71.4%) when it is pointed out that the tax revenues generated would be used to fund prevention, enforcement and/or treatment programs.

Support for Various Strategies to Address Underage Drinking:

	2002	2003
Strengthening enforcement of the existing laws that prohibit supplying alcohol to minors	Not asked	97.2%
Having undercover compliance checks of retailers who sell alcohol	Not asked	96.2%
Strengthening enforcement of the existing laws on underage drinking	Not asked	81.4%
Increasing the alcohol tax and using the revenue to fund prevention, enforcement, and/or treatment programs	Not asked	71.4%
Regulating advertising to make drinking less appealing to youth	Not asked	65.2%
Creating stronger laws to address underage drinking	Not asked	57.2%
Increasing the tax on alcohol	Not asked	51.8%

IV. FINDINGS – DEMOGRAPHICS

Alcohol Use in the Household

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

Nearly one-fourth (23.4%) of respondents indicated that no adult over the age of 25 in their household consumes alcohol. Seventeen percent (17.2%) said that the adult that drinks alcohol most often consumes alcoholic beverages once or twice per year, and 27.8% indicated that alcohol is consumed once or twice per month. While 23.6% of respondents said that someone in their household drinks alcohol once or twice a week, 7.4% indicated that alcohol is consumed daily. These results are very similar to the 2002 findings.

How Often Alcohol is Consumed:

	2002	2003
Never	21.2%	23.4%
Once or twice a year	19.0%	17.2%
Once or twice a month	26.6%	27.8%
Once or twice a week	26.4%	23.6%
Daily	6.8%	7.4%

Alcohol Use in the Household

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

Of the 381 respondents who indicated that an adult in their household drinking alcohol, 92.4% said that this adult drinks two or fewer drinks in one sitting. Seven percent (7.1%) of these respondents indicated that the adult that drinks most often in their household drinks three or more drinks in one sitting.

Number of Drinks Consumed in One Sitting:

	2002 (N=394)	2003 (N=381)
Two or fewer	81.2%	92.4%
Three or more	17.6%	7.1%
Don't know	1.3%	0.5%

IV. FINDINGS – DEMOGRAPHICS

The following tables present the demographic characteristics of the sample:

Age:

	2002	2003
Under 35	4.0%	6.6%
35 to 44	58.2%	51.2%
45 to 54	36.2%	40.0%
55 to 64	1.2%	1.8%
65 or older	0.2%	0.0%
Refused	0.2%	0.4%

Highest Grade of School Completed:

	2002	2003
High school graduate or less	25.2%	27.4%
Vocational/Trade school	6.0%	12.8%
Some college/Two year college graduate	27.6%	27.0%
Four year college graduate	29.4%	24.8%
Post-Graduate work	10.8%	7.2%

IV. FINDINGS – DEMOGRAPHICS

Total Household Income (before taxes):

	2002	2003
Less than \$15,000	0.4%	0.4%
\$15,000 to \$24,999	1.4%	1.4%
\$25,000 to \$34,999	6.0%	4.8%
\$35,000 to \$44,999	14.2%	15.6%
\$45,000 to \$54,999	20.2%	27.8%
\$55,000 to \$64,999	18.8%	16.0%
\$65,000 or more	30.4%	27.4%
Refused	8.6%	6.6%

Gender:

	2002	2003
Male	46.6%	49.0%
Female	53.4%	51.0%