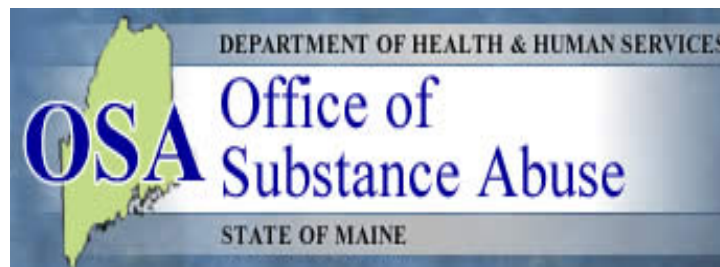


**Report Prepared For  
The Office Of Substance Abuse**



**2011 Parent Survey Report**

**Prepared by**



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*APPENDIX A – SURVEY INSTRUMENT*

*APPENDIX B – CROSSTABULATION TABLES*

## I. EXECUTIVE SUMMARY

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In an effort to reduce underage alcohol use, the OSA Parent Media Campaign focuses on helping parents learn monitoring skills. The Parent Media Campaign also addresses appropriate modeling skills. The Parent Survey is designed to quantify the impact of this campaign. The results of this survey have been compared to and analyzed with previous Parent Survey results to gain an understanding of the influence of the campaign.

The survey results for 2011 suggest that the campaign continues to have positive impacts and that parental understanding of the risks involved and behavior modifications are heading in the right direction.

### **Monitoring Attitudes & Behaviors**

Positive results have been recorded in the following areas:

- Awareness of and attitudes regarding the occurrence of underage drinking
- Understanding of the positive impact that modeling behaviors can have on the behavior of teenagers
- Parental behaviors regarding prevention and monitoring for teenage alcohol use

Specific positive results include:

- The degree of parental worry pertaining to each of the risks tested associated with teenage drinking has remained consistently high. While the degree of worry for each risk tested did not increase, the level of worry of potential risks is consistent with 2009 data. Degree of worry is on an upward trend since benchmarking began in 2008, and further, since initial research began in 2006.
- Parents appear to understand the importance of discussing underage alcohol consumption early with their children. The average appropriate age to begin talking about drinking in 2008, 2009 and 2011 was slightly under 10 years of age (2011 mean: 9.78 years old).
- Similarly, parents appear to understand the importance of early monitoring of their child's behavior with regard to alcohol. Statewide, parents indicate that the appropriate age to begin monitoring is between 11 and 12 years old (2011 mean: 11.47 years old).
- Parents most commonly talk to their children about alcohol use in the conversation framework that alcohol can damage their future. Nearly four in ten parents (37.3%) indicate that "I don't want you to drink because alcohol can damage your future" is the most common way they discuss the issue with their child.

## I. EXECUTIVE SUMMARY

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There are two relevant indicators that the messages of the OSA media campaign continue to reach parents. First, the six behaviors in order of significance are:

#1 Behavior: Know the parents of your child's friends

#2 Behavior: Enforce the rules that you make regarding alcohol usage

#3 Behavior: Check to see if an adult will be present at parties and social gatherings

#4 Behavior: Talk to your child when they come in about his/her night

#5 Behavior: Ask your child to call you to check in

#6 Behavior: Wait for your child to come home or set an alarm at curfew

These behaviors all score above a 4.70 on a five point scale where 1 is 'never' and 5 is 'always.' All are behaviors that have been prominently featured in the OSA parent campaign materials and media.

**Additionally, the rating of behaviors that increased the most between 2009 and 2011 include the following:**

- Ask your child if alcohol will be present at a party or social gathering
- Call to verify that a parent or responsible adult will actually be present at a party or social gathering
- Observe your child for signs of alcohol use when they come home at night

The increase in the adoption of these effective parental monitoring skills is a positive trend for the OSA Parent Media Campaign. The campaign's messages appear to be resonating with parents, and they report that they are using the skills promoted by the campaign.

Monitoring behaviors which were newly added to the 2011 survey also rated high. "Enforce the rules that you make regarding alcohol usage" was the top rated behavior by parents. "Limit your child's access to alcohol" scored somewhat lower at 4.13 on a five point scale. However, unaided feedback indicates that parents are indeed limiting their child's access. When asked what things parents do to prevent their child from drinking, one quarter of parents (24.1%) report that "there is no alcohol in the house" and 12.6% said "limit teen's access to alcohol at home."

### **Modeling Attitudes & Behaviors**

The perceived influence of specific parental behaviors on teen drinking decisions have increased slightly or remained consistent with 2009 data. All of the five modeling behaviors tested which may send mixed messages to teens about alcohol consumption rated above a 3.4 on a four point scale where 1 is 'not at all influential' and 4 is 'very influential'.

- "Drinking more than 4 drinks in front of your teen" and "pressuring other adults to drink in front of your teen" rate as the most influential on their child's drinking decisions. Parents appear to be absorbing the messages of the campaign which express the view that children learn positive and negative behaviors from their parents.
- The mean rating of "ask their teen to get alcoholic beverages for them" has increased in its perceived degree of influence.

## I. EXECUTIVE SUMMARY

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There continues to be a significant discrepancy between parent perceptions of their child's alcohol use and teen drinking as reported by teens in the Maine Integrated Youth Health Survey (*latest available data, 2009*).

		Middle School	High School
Parent Survey	% Parents who believe their child has had alcohol, other than a few sips	5.2%	26.9%
MIYHS Survey	% Students who report having had alcohol, other than a few sips	28.1%	64.9%

The results of this research project suggest that the OSA Parent Media Campaign has continued to have successful impacts.

In order to achieve continued success and movement in parental awareness, attitudes, and behaviors, the campaign should be maintained. New monitoring and modeling behaviors added to the 2011 survey need to be benchmarked in future research to more deeply understand their ongoing impact.

It should be noted that changing behaviors is a long-term process, and thus, the campaign needs more time to fully effect the desired behavioral changes.

## II. 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.

Pan Atlantic SMS Group has since conducted this research project for OSA in 2006, 2007, 2008, 2009 and 2011.

The 2008 research was designed to be more directly comparable to the 2009 (and future) Maine Integrated Youth Health Surveys (MIYHS). 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 2011 survey, as well as comparisons to previous reports, as applicable.

Sampling size and population has varied over the course of the project. In the earlier surveys, the stratification plan was based on population by county. Since 2008, the sample has been stratified on a statewide basis according to Maine's eight public health districts. The sample composition since 2008 includes parents of 7<sup>th</sup> to 12<sup>th</sup> graders, compared with earlier surveys which were with parents of 8<sup>th</sup> to 12<sup>th</sup> graders.

The project objectives are to evaluate:

✓ **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 do not believe that their teen is currently participating in these behaviors, the likelihood that they will be by the time they graduate from high school

✓ **Communications / Outreach**

- Awareness of recent information regarding underage drinking

### III. 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 Marketing & Design and approved prior to it being fielded. *Please see Appendix A following this report.*

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 Pan Atlantic SMS Group between June 6<sup>th</sup> and July 12<sup>th</sup>, 2011.

The 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 2011 Census data of county populations within each district.

Approximately two hundred (200) parents of students in each grade 7<sup>th</sup> through 12<sup>th</sup> were surveyed, for a total of 1,200 parents.

Based on the population of children in the 7<sup>th</sup> through 12<sup>th</sup> grades in Maine (estimated at 98,797; Source: Maine Department of Education), 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 individual public health districts are higher.

*Please note that not all figures will total 100.0% due to the rounding of decimals and the option to give multiple responses to certain questions.*

***As the sample size, sample composition, and stratification were changed for the 2008 survey and beyond, prior results (2006 and 2007) have been presented for descriptive purposes only and should not be used for benchmarking purposes.***

### III. METHODOLOGY

The 2011 Stratification Plan is as follows:

Public Health District	Counties	Estimated Enrollment (Grades 7-12)	Sampling Plan	Actual Sampling	Margin of Error
York	<i>York</i>	<b>15,403</b>	<b>150</b>	<b>150</b>	<b>± 7.96</b>
Cumberland	<i>Cumberland</i>	<b>19,919</b>	<b>150</b>	<b>150</b>	<b>± 7.97</b>
Western	Androscoggin	7,661	74	74	
	Franklin	2,010	20	31	
	Oxford	5,762	56	45	
	<b>District Total</b>	<b>15,433</b>	<b>150</b>	<b>150</b>	<b>± 7.96</b>
Midcoast	Knox	2,166	33	39	
	Lincoln	3,027	46	39	
	Sagadahoc	2,606	39	38	
	Waldo	2,137	32	34	
<b>District Total</b>	<b>9,936</b>	<b>150</b>	<b>150</b>	<b>± 7.94</b>	
Central	Kennebec	8,869	96	104	
	Somerset	4,946	54	46	
	<b>District Total</b>	<b>13,815</b>	<b>150</b>	<b>150</b>	<b>± 7.96</b>
Penquis	Penobscot	11,476	131	139	
	Piscataquis	1,688	19	11	
	<b>District Total</b>	<b>13,164</b>	<b>150</b>	<b>150</b>	<b>± 7.96</b>
Downeast	Hancock	3,610	88	83	
	Washington	2,578	62	68	
	<b>District Total</b>	<b>6,188</b>	<b>150</b>	<b>151</b>	<b>± 7.90</b>
Aroostook	<i>Aroostook</i>	<b>4,939</b>	<b>150</b>	<b>150</b>	<b>± 7.88</b>
	<b>Overall Margin of Error:</b>	<b>98,797</b>	<b>1,200</b>	<b>1,201</b>	<b>± 2.81</b>

Grade	7 <sup>th</sup>	8 <sup>th</sup>	9 <sup>th</sup>	10 <sup>th</sup>	11 <sup>th</sup>	12 <sup>th</sup>
<b>Estimated Enrollment</b>	14,740	14,816	17,025	17,295	17,165	17,764
<b>Surveys</b>	198	203	200	200	200	200
<b>Margin of Error</b>	± 6.92	± 6.83	± 6.89	± 6.89	± 6.89	± 6.89

Grade level enrollment estimations based on Maine DOE data for public and private school students.

#### IV. FINDINGS: PARENTAL ATTITUDES

##### Attitude Toward Underage Drinking

**Q4. Which of the following best describes your attitude toward underage drinking? Underage drinking is:** [Options were read and rotated.]

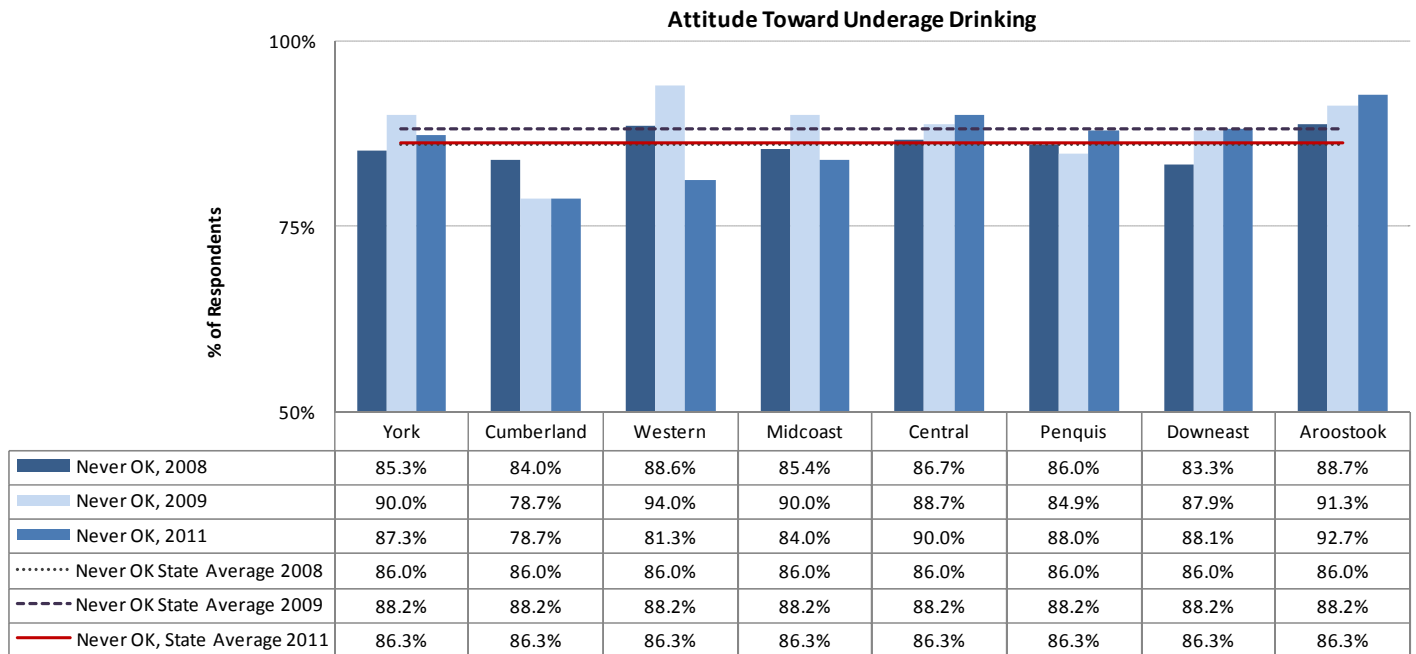
- There is no significant change in overall data over the last three years. The percentage of parents who have the self-described attitude that drinking is “never OK” remains high at 86.2%.

	August 2006 (N=500)	June 2007 (N=500)	June 2008 (N=1,200)	December 2009 (N=1,200)	July 2011 (N=1,200)
Never OK.	85.8%	82.6%	86.0%	88.2%	86.3%
OK under certain circumstances, such as special occasions.	12.3%	13.6%	10.5%	8.8%	10.1%
OK as long as I am there to supervise.	1.5%	3.2%	2.7%	2.3%	2.4%
OK as long as an adult is present.	0.3%	0.2%	0.3%	0.2%	0.4%
OK most of the time.	0.0%	0.0%	0.0%	0.0%	0.2%
OK. There should not be a legal drinking age.	0.3%	0.2%	0.3%	0.3%	0.4%
Don't know	0.0%	0.2%	0.3%	0.3%	0.2%

Underage Drinking is “Never OK”	
More likely	Less likely
• Parent gender: Females (88.4%)	• Parent gender: Male (81.8%)
• Parent age: 44 or younger (89.3%)	• Parent age: 45 or older (84.3%)
• Parental alcohol usage: Rarely or Never (93.5%)	• Parental alcohol usage: Monthly (83.9%); Weekly / Daily (82.1%)
• Parents with high school degree or less (91.0%)	• Parents with a college degree or more (82.8%)

## IV. FINDINGS: PARENTAL ATTITUDES

### Attitude Toward Underage Drinking (continued)



### Comparisons

- The percentage of respondents who indicated that underage drinking is 'never ok' in the Western PHD has decreased from 94.0% in 2009 to 81.3% in 2011.
- The percentage of parents in the Cumberland PHD who indicated that underage drinking is 'never ok' is lower than the state average (78.7% Cumberland PHD vs. 86.3% State Average).

#### IV. FINDINGS: PARENTAL ATTITUDES

##### Top Three Reasons for Not Wanting Child to Drink

**Q5. What are the top three reasons you don't want your child to drink alcohol? [Unaided; three responses were recorded]**

Top Answers	2011			2009	2011
	#1	#2	#3	Combined	Combined
It is illegal / against the law	16.7%	10.1%	8.2%	33.1%	35.0%
Teen might make poor decisions / bad judgment	9.2%	12.2%	11.8%	29.2%	33.1%
It is dangerous / not safe	11.3%	12.5%	8.6%	25.6%	32.4%
It is not healthy / health reasons	11.2%	11.7%	8.4%	30.2%	31.3%
Teen might drink and drive	8.2%	7.4%	5.5%	28.0%	21.1%
Teen might drink to excess or become addicted to alcohol	9.6%	6.3%	4.9%	28.9%	20.8%

*\*This question was first asked in 2009. For the full set of responses, please see the cross tabulation tables.*

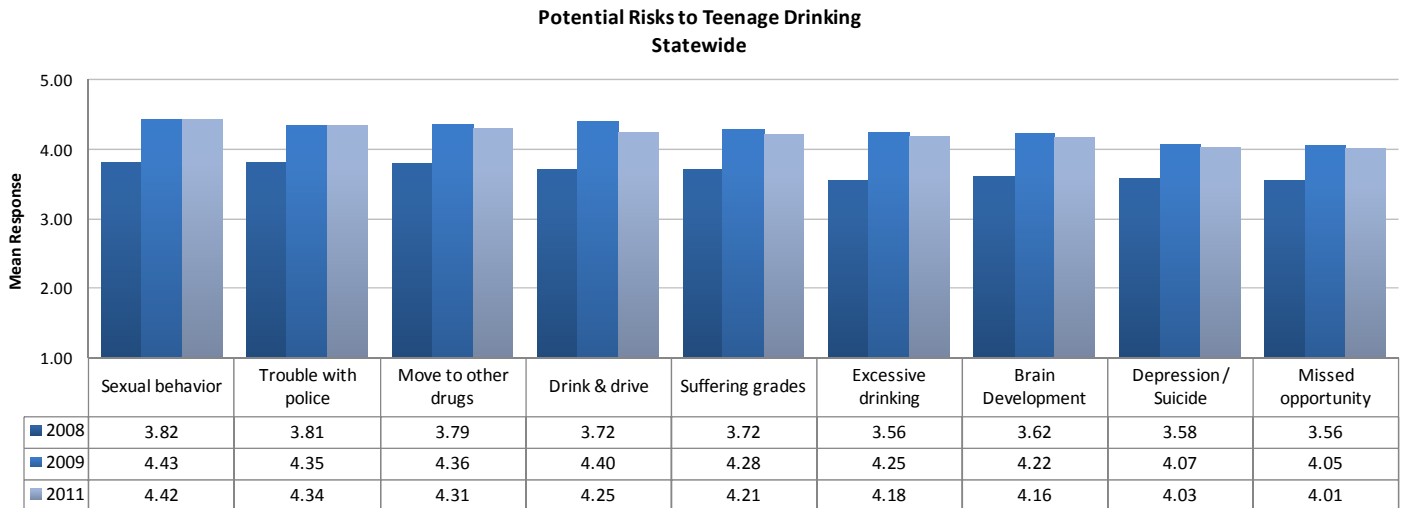
- As was the case in 2009, the top reason why parents do not want their child to drink alcohol is “It is illegal / against the law (35.0%, combined). The second most cited reason in 2011 was “teen might make poor decisions / bad judgment” (33.1%, combined).
- However, “it is dangerous / not safe” and “it is not healthy” were two other reasons cited in almost equal numbers.

#### IV. FINDINGS: PARENTAL ATTITUDES

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

**Q6. 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. [Options were rotated.]**

##### Summary Chart

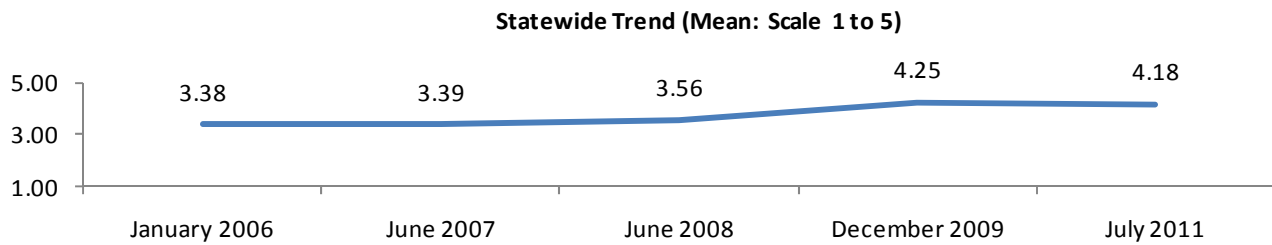


- All potential risk factors rate above a 4.00 on a five point scale.
- Consistent with 2009 statewide data, the 2011 top potential risk factor associated with teenage drinking is “teen might be involved in unwanted and/or unprotected sexual behavior” (4.42).
- Overall in 2011, the lowest rated potential risk factors are ‘teen could lose out on a scholarship or some other opportunity (4.01) and ‘teen’s drinking could lead to depression or suicide’ (4.03)
- There has been a significant increase in the degree of parental worry regarding the risks associated with teen alcohol use since 2008.

#### IV. FINDINGS: PARENTAL ATTITUDES

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

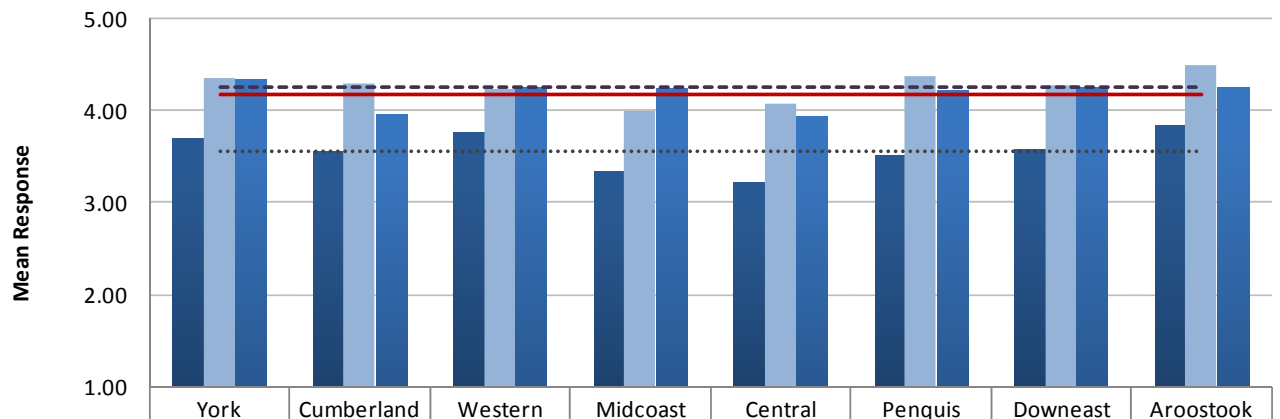
#### Q6a. Your teen might drink to excess or become addicted to alcohol



- The mean response for this potential risk increased between 2008 and 2009 and continued to remain a worrisome risk factor in 2011.

2011: Your Teen Might Drink To Excess Or Become Addicted To Alcohol	
Higher mean	Lower mean
<ul style="list-style-type: none"> <li>Mothers (4.22)</li> </ul>	<ul style="list-style-type: none"> <li>Fathers (4.08)</li> </ul>
<ul style="list-style-type: none"> <li>Parents 44 or younger (4.27)</li> </ul>	<ul style="list-style-type: none"> <li>Parents 45 or older (4.11)</li> </ul>
<ul style="list-style-type: none"> <li>Middle school (4.38)</li> </ul>	<ul style="list-style-type: none"> <li>High School (4.08)</li> </ul>
<ul style="list-style-type: none"> <li>Parental alcohol usage: Rarely or Never (4.32) and Monthly (4.28)</li> </ul>	<ul style="list-style-type: none"> <li>Parental alcohol usage: Weekly / Daily (4.01)</li> </ul>

#### "Drink to Excess or Become Addicted to Alcohol"



2008	3.70	3.55	3.76	3.34	3.21	3.52	3.57	3.83
2009	4.33	4.28	4.23	3.99	4.07	4.36	4.27	4.49
2011	4.32	3.96	4.25	4.24	3.93	4.21	4.26	4.25
State Total 2008	3.56	3.56	3.56	3.56	3.56	3.56	3.56	3.56
State Total 2009	4.25	4.25	4.25	4.25	4.25	4.25	4.25	4.25
State Total 2011	4.18	4.18	4.18	4.18	4.18	4.18	4.18	4.18

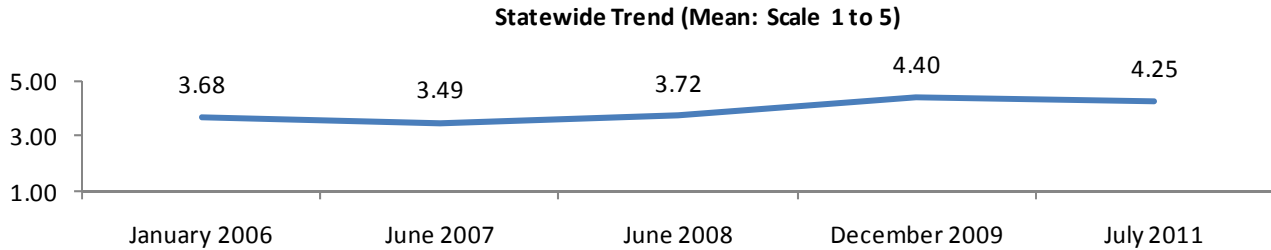
#### Comparisons

- In 2011, the Central (3.93) and Cumberland (3.96) public health districts rated this risk factor lower than any other – below 4.00 on a five point scale.

#### IV. FINDINGS: PARENTAL ATTITUDES

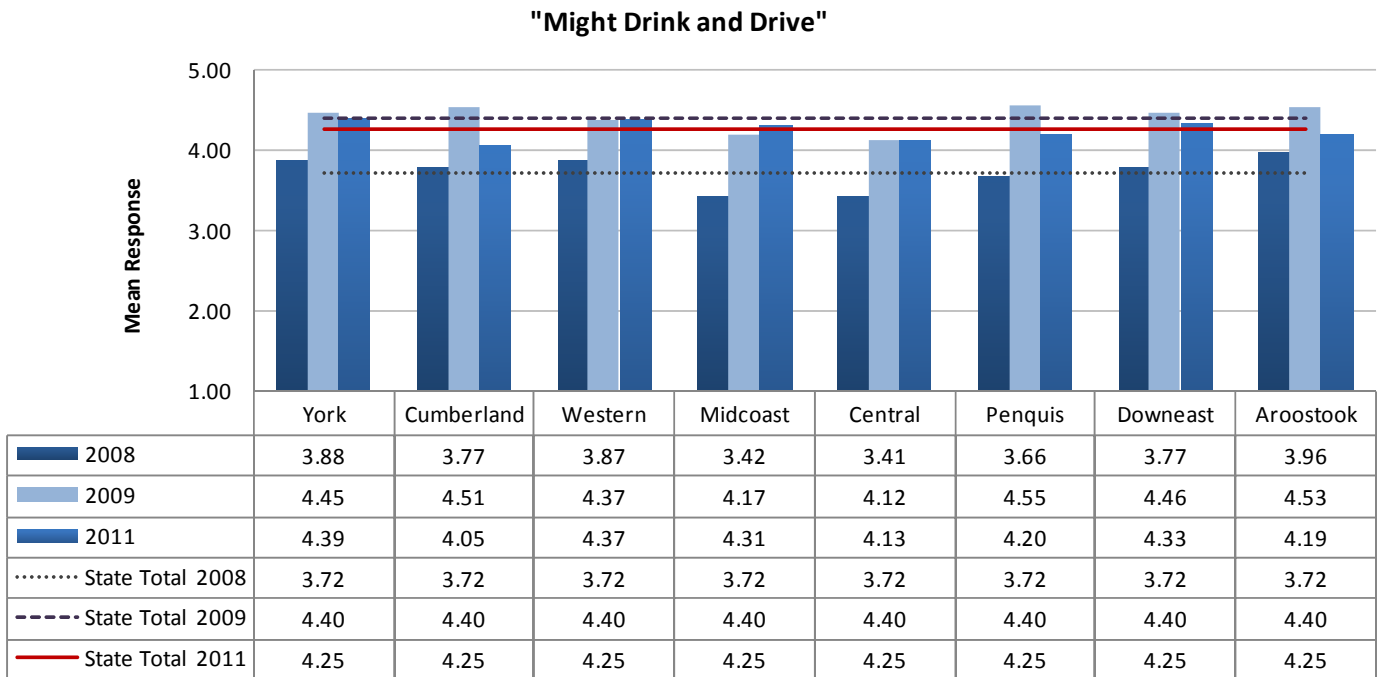
### Degree of Worry Regarding Specific Risks Associated with Teen Alcohol Use (continued)

#### Q6b. Your teen might drink and drive



- The mean response for this potential risk has decreased since 2009 when it scored a 4.40 and ranked as the second most worrisome risk factor. In 2011 it scored at 4.25 and ranked as the fourth most worrisome risk factor.

2011: Your Teen Might Drink And Drive	
Higher	Lower
<ul style="list-style-type: none"> <li>Mothers (4.30)</li> <li>Middle school (4.38)</li> </ul>	<ul style="list-style-type: none"> <li>Fathers (4.13)</li> <li>High school (4.18)</li> </ul>



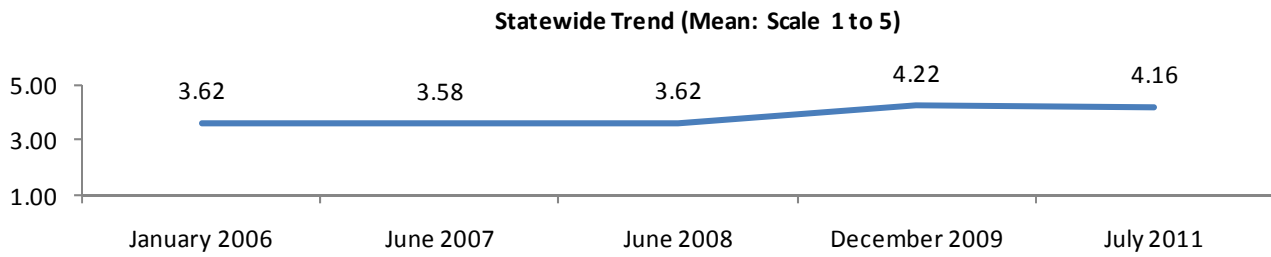
#### Comparisons

- The mean response for the Cumberland (4.05) and Central (4.13) PHDs are lower than the 2011 state average (4.25).
- The mean response is highest in the York (4.39) and Western (4.37) PHDs.

**IV. FINDINGS: PARENTAL ATTITUDES**

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

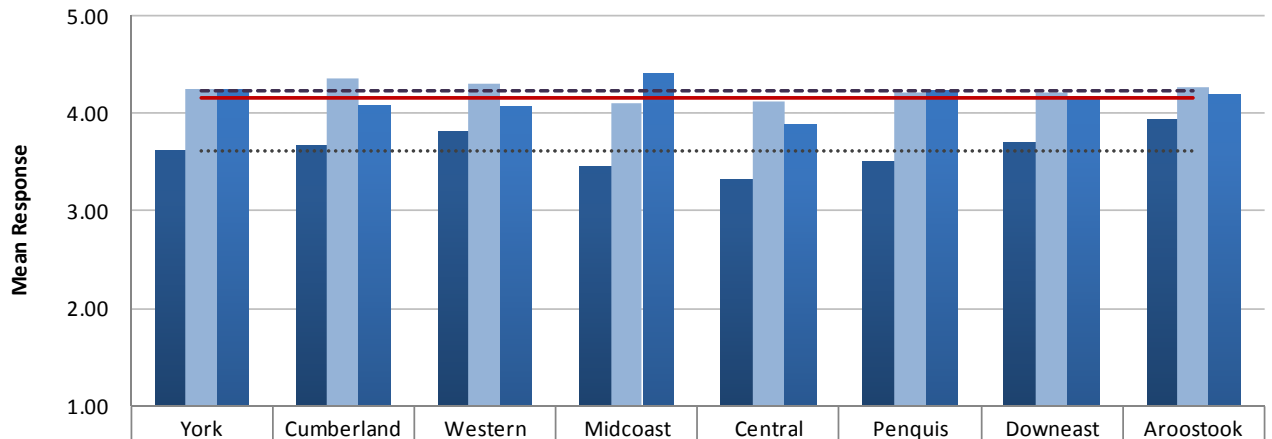
**Q6c. Your teen’s brain development might be adversely affected**



- The mean response for this potential risk is on an upward trend since 2008.

<b>2011: Your Teen’s Brain Development Might Be Adversely Affected</b>	
<b>Higher</b>	<b>Lower</b>
• Mothers (4.28)	• Fathers (3.89)
• Middle School (4.29)	• High School (4.09)

**"Brain Development Might be Adversely Affected"**



■ 2008	3.61	3.66	3.81	3.45	3.33	3.50	3.70	3.93
■ 2009	4.25	4.35	4.30	4.09	4.11	4.21	4.21	4.25
■ 2011	4.24	4.08	4.06	4.40	3.89	4.23	4.17	4.19
..... State Total 2008	3.62	3.62	3.62	3.62	3.62	3.62	3.62	3.62
- - - State Total 2009	4.22	4.22	4.22	4.22	4.22	4.22	4.22	4.22
— State Total 2011	4.16	4.16	4.16	4.16	4.16	4.16	4.16	4.16

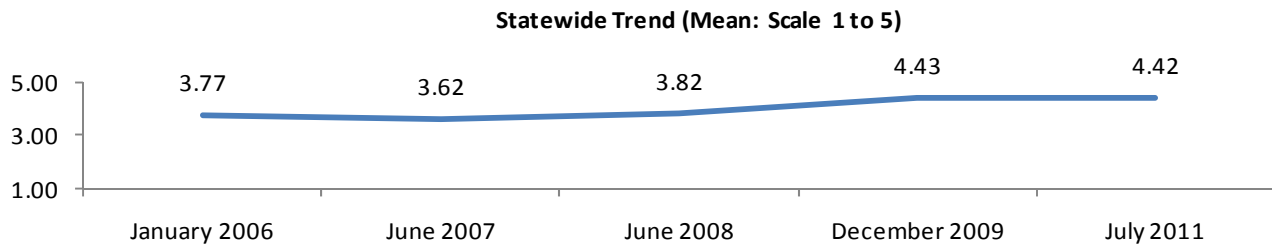
**Comparisons**

- This potential risk factor rates lower than the statewide average in the Central PHD (3.89) and higher than average in Midcoast (4.40).
- The mean for all public health districts has, statistically, remained constant between 2009 and 2011.

#### IV. FINDINGS: PARENTAL ATTITUDES

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

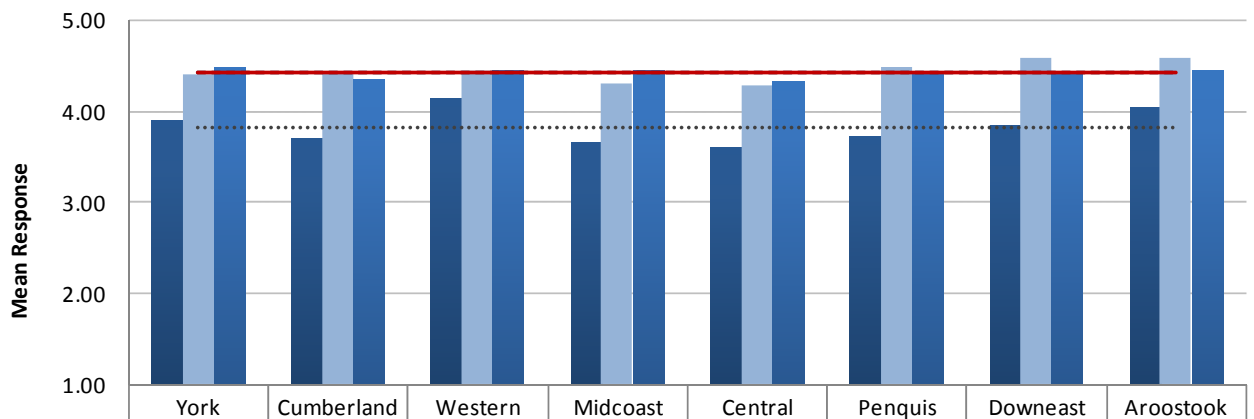
##### Q6d. Your teen might be involved in unwanted and/or unprotected sexual behavior



- The mean response for “your teen might be involved in unwanted and/or unprotected sexual behavior” is the most worrisome of all risks among parents surveyed (4.42) in 2011 as well as in 2009.

2011: Your Teen Might Be Involved In Unwanted And / Or Unprotected Sexual Behavior	
Higher	Lower
• Mothers (4.50)	• Fathers (4.25)
• Middle School (4.55)	• High School (4.35)
• Parents age 44 or younger (4.52)	• Parents age 45 or older (4.34)
• Parents of females (4.52)	• Parents of males (4.32)
• Parents with high school degree or less (4.58)	• Parents with a college degree or more (4.33)

##### "Might be Involved in Unwanted and / or Unprotected Sexual Behavior"



2008	3.90	3.70	4.14	3.66	3.59	3.71	3.85	4.05
2009	4.40	4.43	4.44	4.30	4.27	4.48	4.57	4.57
2011	4.48	4.35	4.45	4.45	4.32	4.41	4.42	4.45
State Total 2008	3.82	3.82	3.82	3.82	3.82	3.82	3.82	3.82
State Total 2009	4.43	4.43	4.43	4.43	4.43	4.43	4.43	4.43
State Total 2011	4.42	4.42	4.42	4.42	4.42	4.42	4.42	4.42

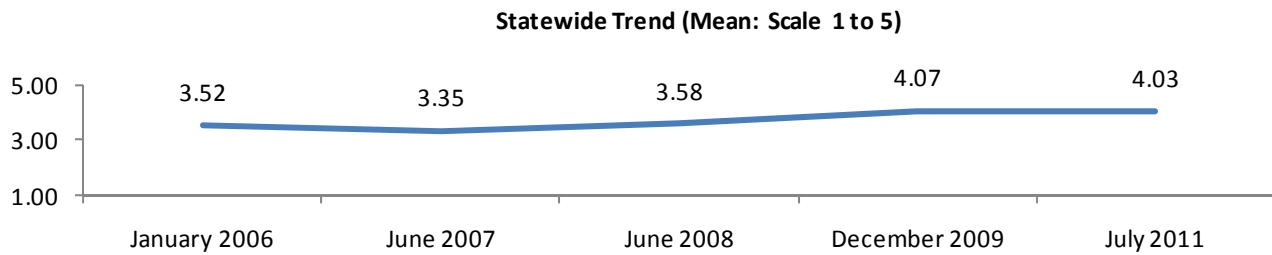
##### Comparisons

- There are no significant differences between Public Health Districts and the 2011 state average.

#### IV. FINDINGS: PARENTAL ATTITUDES

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

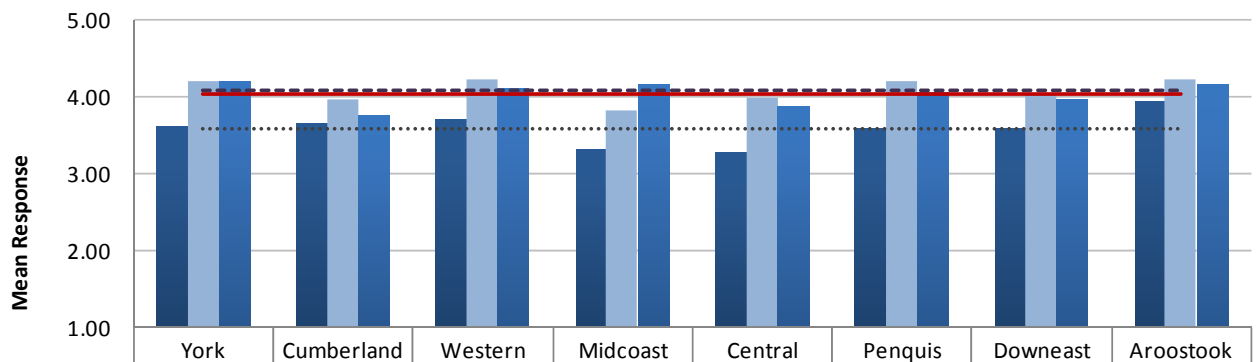
#### Q6e. Your teen’s drinking could lead to depression or suicide



- The mean response for “your teen’s drinking could lead to depression or suicide” was rated second lowest among parents surveyed as a potential risk of underage drinking, in both 2009 (4.07) and in 2011 (4.03).
- The mean response for this potential risk has increased since June of 2008.

2011: Your Teen’s Drinking Could Lead To Depression Or Suicide	
Higher	Lower
• Mothers (4.13)	• Fathers (3.83)
• Parents age 44 or younger (4.17)	• Parents age 45 or older (3.94)
• Parental alcohol usage: Rarely or Never (4.24)	• Parental alcohol usage: Weekly or Daily (3.84)
• Middle School (4.22)	• High School (3.94)
• Parents with some college or less (4.18)	• Parents with a college degree or more (3.88)

**"Drinking Could Lead to Depression or Suicide"**



	York	Cumberland	Western	Midcoast	Central	Penquis	Downeast	Aroostook
2008	3.61	3.65	3.69	3.32	3.27	3.58	3.58	3.93
2009	4.20	3.95	4.21	3.81	3.98	4.19	4.01	4.22
2011	4.21	3.75	4.11	4.15	3.87	4.06	3.96	4.16
State Total 2008	3.58	3.58	3.58	3.58	3.58	3.58	3.58	3.58
State Total 2009	4.07	4.07	4.07	4.07	4.07	4.07	4.07	4.07
State Total 2011	4.03	4.03	4.03	4.03	4.03	4.03	4.03	4.03

#### Comparisons

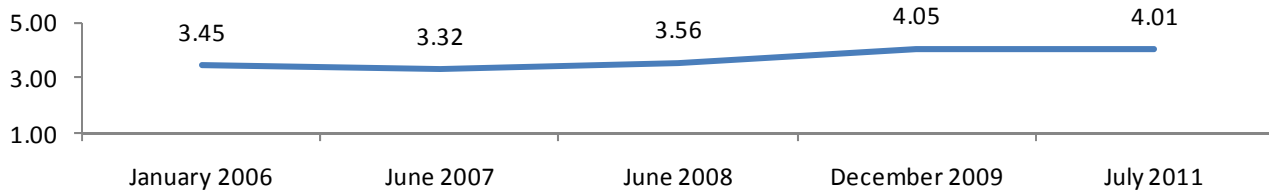
- The mean for the Midcoast Public Health District has increased significantly since 2009. This risk is least worrisome to those in the Cumberland (3.75), Central (3.87) and Downeast (3.96) Public Health Districts.

#### IV. FINDINGS: PARENTAL ATTITUDES

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

##### Q6f. Your teen could lose out on a scholarship or some other opportunity

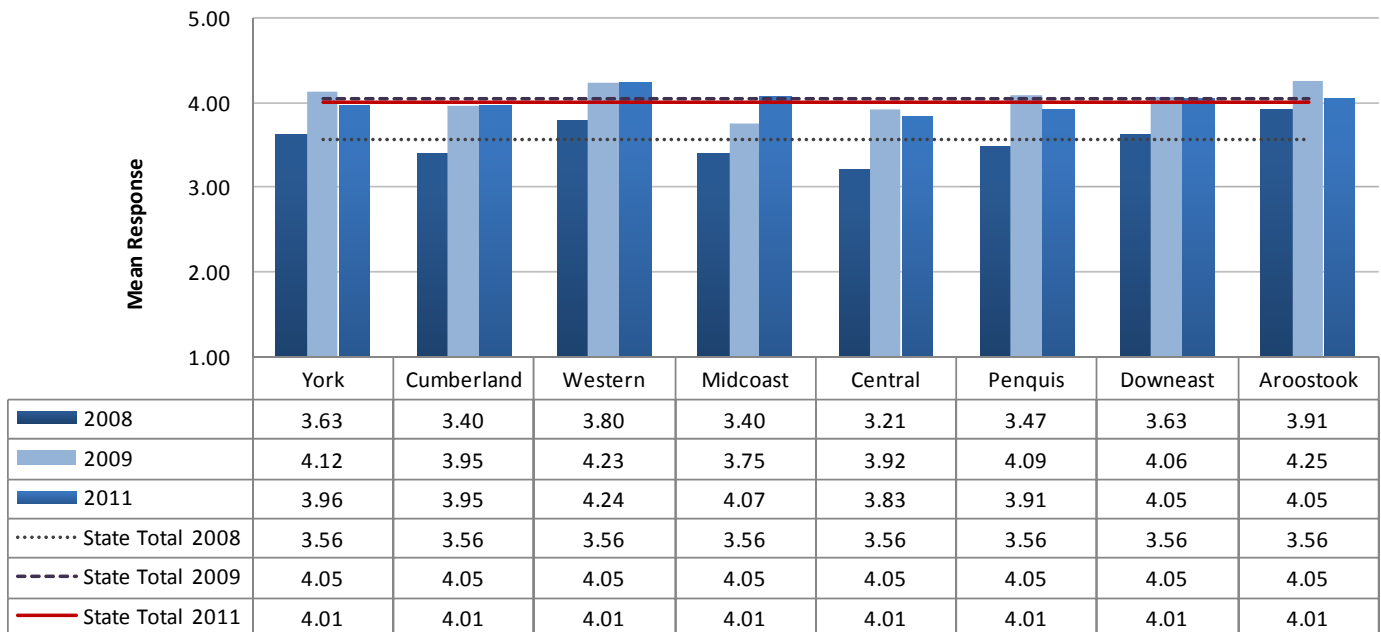
Statewide Trend (Mean: Scale 1 to 5)



- “Your teen could lose out on a scholarship or some other opportunity” was the least worrisome risk tested amongst parents in 2009 and in 2011 –hovering around 4.00 in both years. However, the mean response for this potential risk has increased since June of 2008.

2011: Your Teen Could Lose Out On A Scholarship Or Some Other Opportunity	
Higher	Lower
• Mothers (4.10)	• Fathers (3.80)
• Parents aged 44 or younger (4.12)	• Parents aged 45 or older (3.93)
• Parents with some college or less (4.19)	• Parents with a college degree or more (3.82)
• Parents with HH income < \$100k (4.04)	• Parents with HH income \$100k + (3.86)

"Could Lose Out on a Scholarship or Other Opportunity"



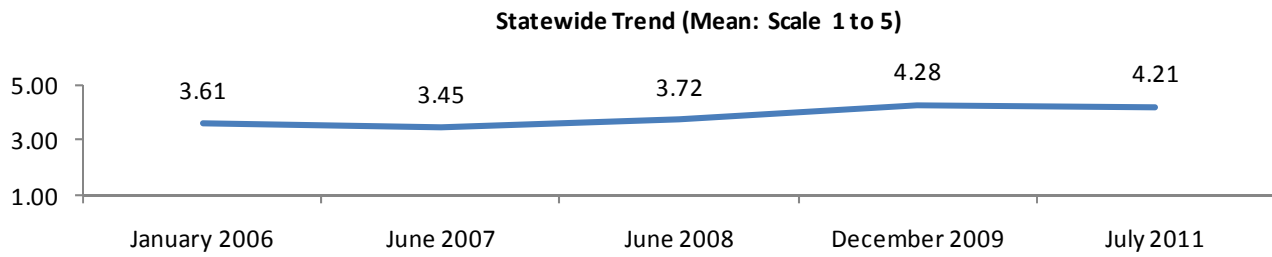
##### Comparisons

- The mean response for this risk in the Western PHD is higher than average (4.24). In the Central PHD, the mean response is lower than average (3.83).

#### IV. FINDINGS: PARENTAL ATTITUDES

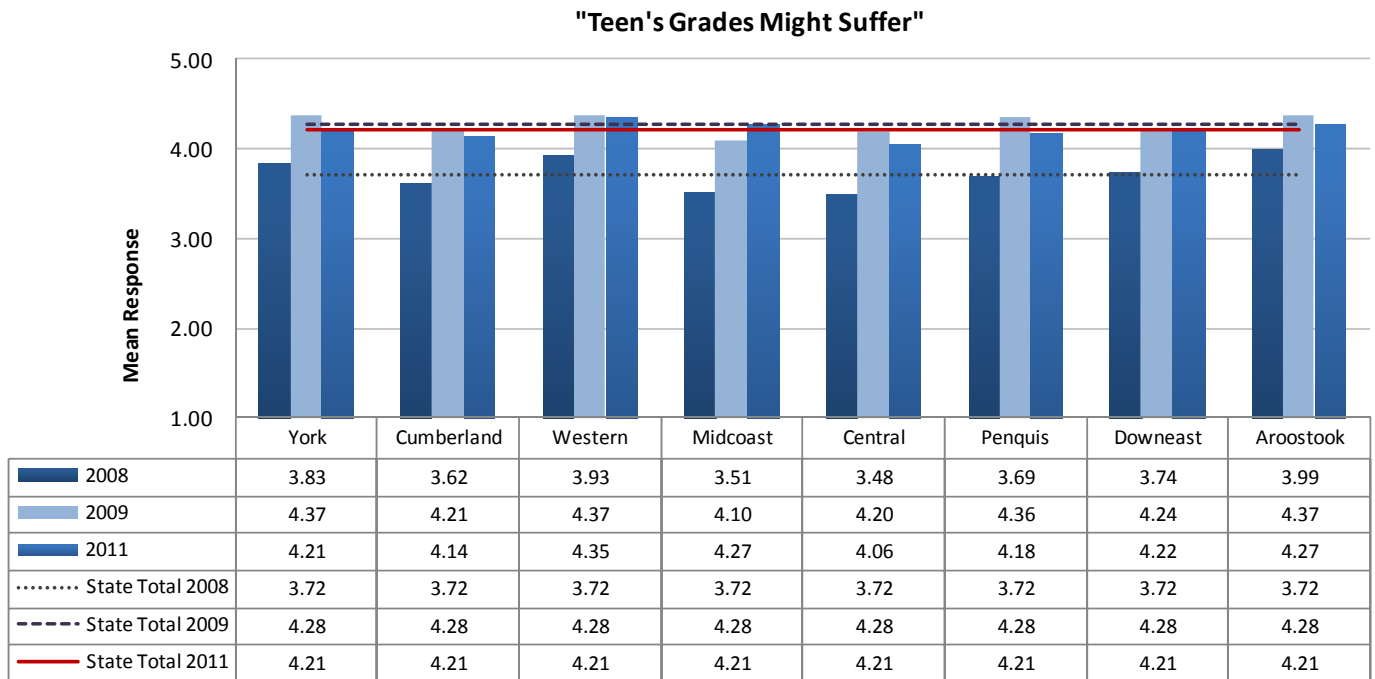
##### Degree of Worry Regarding Specific Risks Associated with Teen Alcohol Use (continued)

##### Q6g. Your teen's grades might suffer



- The mean response for this potential risk has increased since 2008 but remains consistent with 2009 data.

2011: Your Teen's Grades Might Suffer	
Higher	Lower
<ul style="list-style-type: none"> <li>Mothers (4.29)</li> </ul>	<ul style="list-style-type: none"> <li>Fathers (4.04)</li> </ul>
<ul style="list-style-type: none"> <li>Parental alcohol usage: Rarely / Never (4.31); Monthly (4.26)</li> </ul>	<ul style="list-style-type: none"> <li>Parental alcohol usage: Weekly / Daily (4.13)</li> </ul>
<ul style="list-style-type: none"> <li>Parents with some college or less (4.37)</li> </ul>	<ul style="list-style-type: none"> <li>Parents with a college degree or more (4.05)</li> </ul>



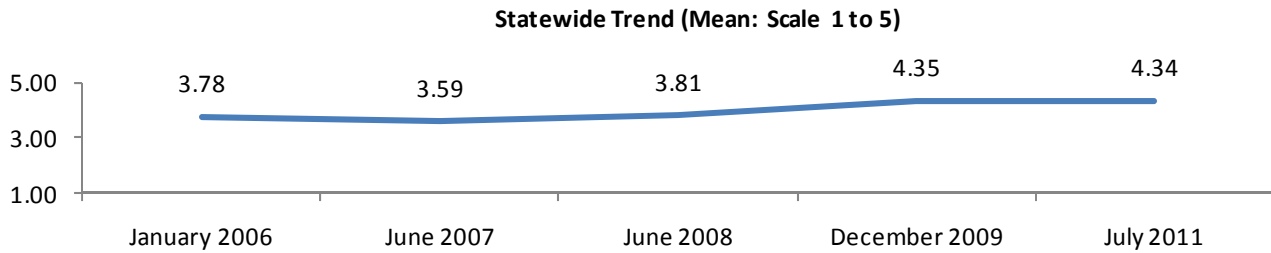
##### Comparisons

- The Central PHD's mean response (4.06) for this risk is the lowest and that of the Western PHD's is the highest (4.35).

#### IV. FINDINGS: PARENTAL ATTITUDES

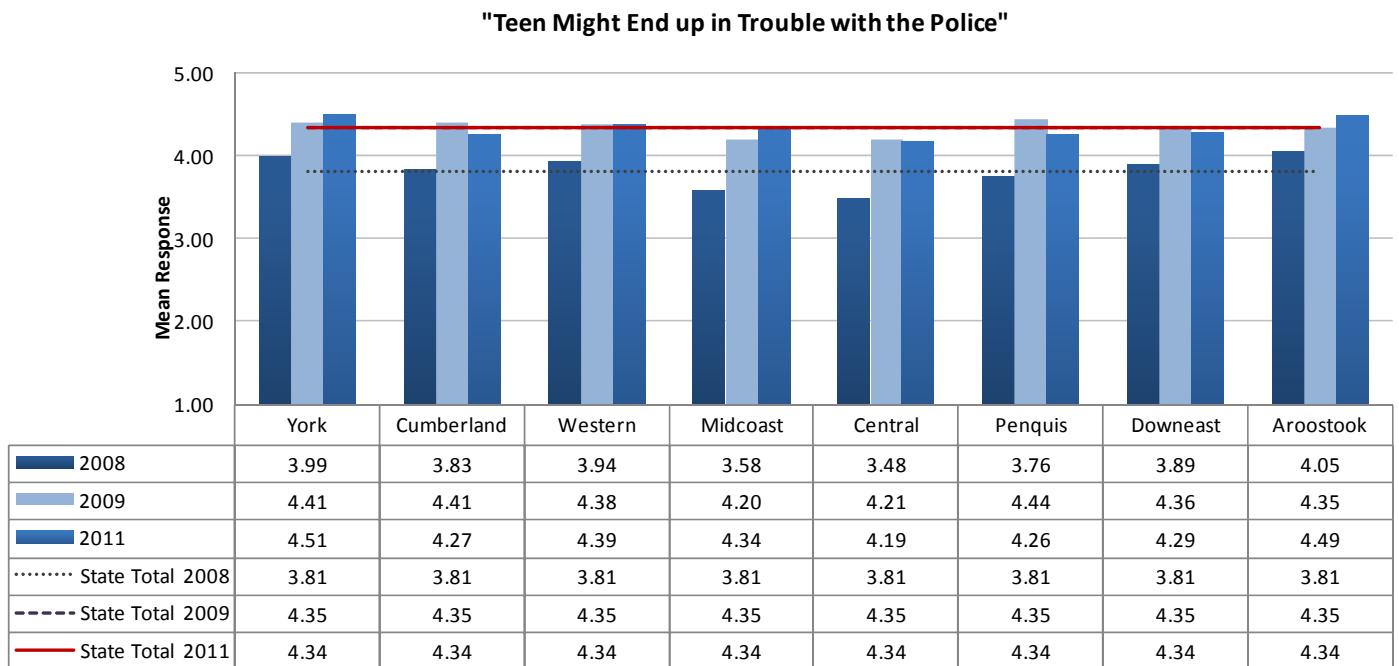
##### Degree of Worry Regarding Specific Risks Associated with Teen Alcohol Use (continued)

##### Q6h. Your teen might end up in trouble with the police



- “Your teen might end up in trouble with the police” was the second most worrisome risk factor in 2011. The mean response for this potential risk has remained consistent with 2009 data.

2011: Your Teen Might End Up In Trouble With The Police	
Higher	Lower
• Mothers (4.44)	• Fathers (4.14)
• Parents with some college or less (4.47)	• Parents with a college degree or more (4.22)



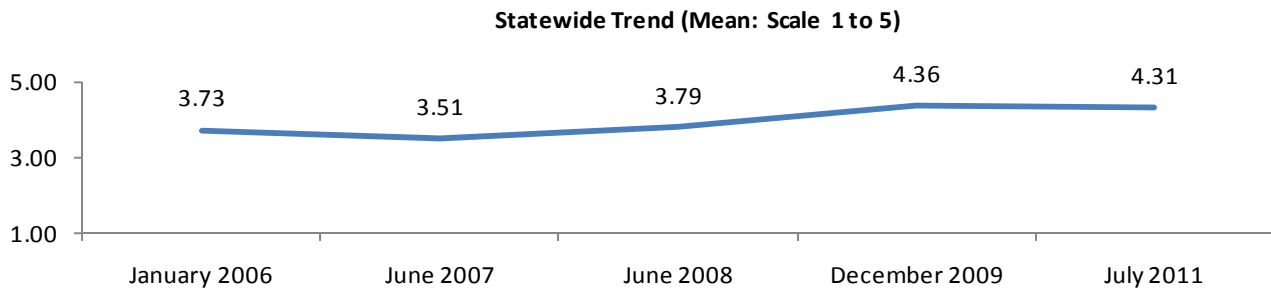
#### Comparisons

- There are no significant differences between Public Health Districts and the 2011 state average.
- This risk is more worrisome to those in the York (4.51) and Aroostook (4.49) Public Health Districts than to those in the Central Public Health District (4.19).

#### IV. FINDINGS: PARENTAL ATTITUDES

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

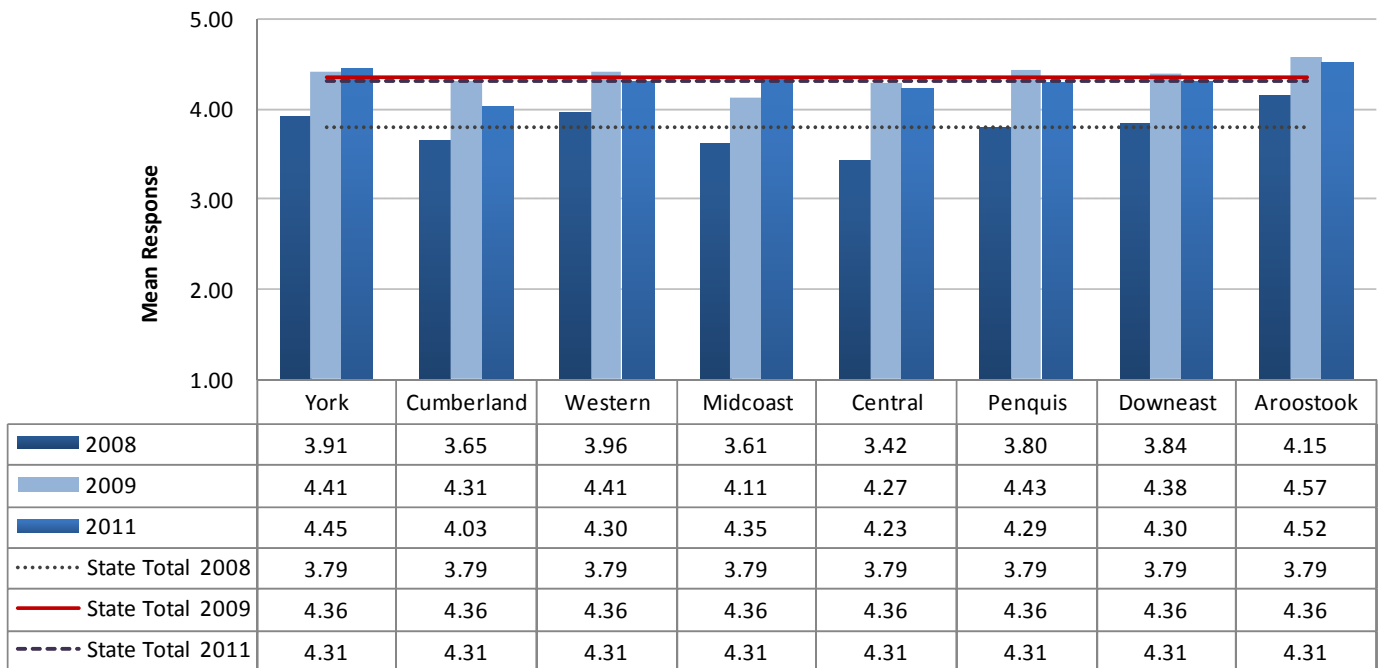
##### Q6i. Your teen might move on to other drugs



- The mean response for this potential risk is consistent with 2009 data.

2011: Your Teen Might Move On To Other Drugs	
Higher	Lower
• Mothers (4.42)	• Fathers (4.08)
• Parents 44 years old or younger (4.44)	• Parents 45 years old or older (4.22)
• Parental alcohol usage: Rarely / Never / Monthly (4.42)	• Parental alcohol usage: Weekly / Daily (4.16)
• Parents with some college or less (4.49)	• Parents with a college degree or more (4.13)

##### "Teen Might Move on to Other Drugs"



##### Comparisons

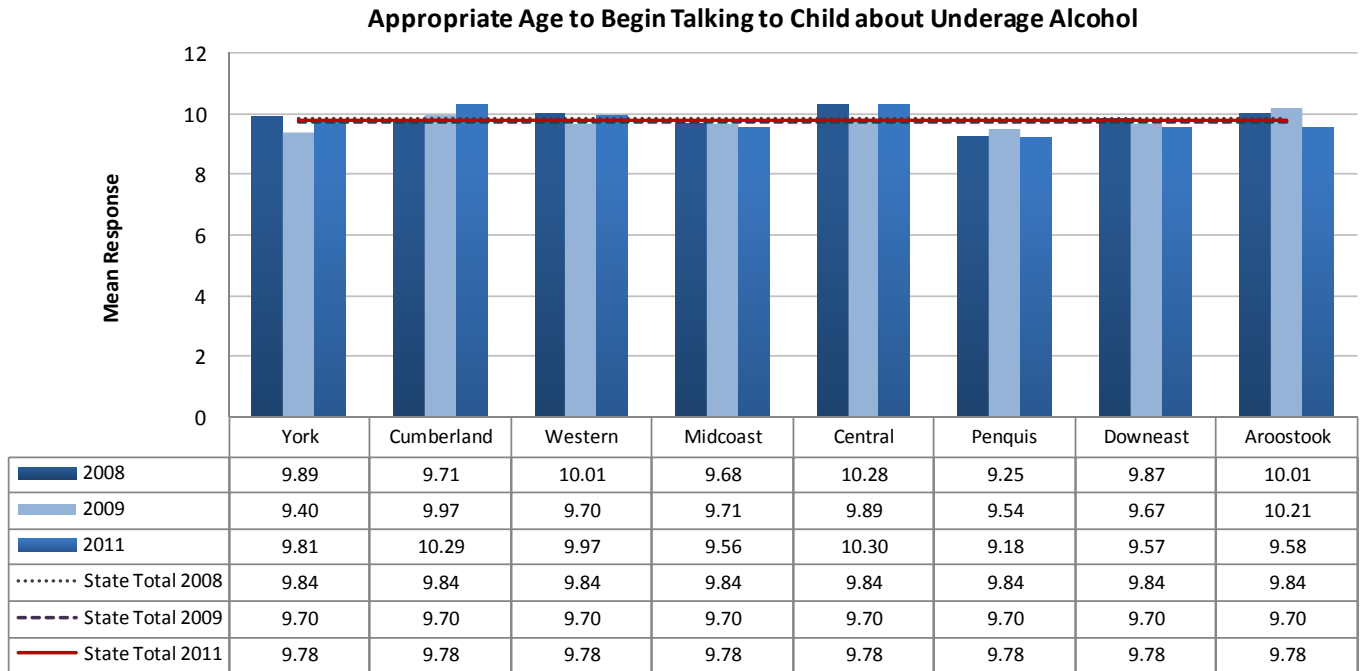
- Similar to 2009, the mean response for the Aroostook Public Health District (4.52) is higher than the 2011 state average (4.31). The mean response in the Cumberland Public Health District (4.03) is lower than the state average.

#### IV. FINDINGS: PARENTAL ATTITUDES

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

**Q7. In your opinion, at what age is it appropriate to begin talking to a child about underage alcohol use? [Unaided]\***

\*2006/2007 question read: "In your opinion, at what age is it appropriate to begin talking to a child about drinking alcohol?"



- The average appropriate age to begin talking to a child about underage alcohol consumption has remained consistent at nearly 10 years of age since 2008.

##### Comparisons

- In the Central (10.30) and Cumberland (10.29) Public Health Districts, parents indicated the 'appropriate age' to begin talking to their child about alcohol is about six months older than the 2011 state average.
- Public Health Districts in which the expressed 'appropriate age' has *decreased* since 2009 are Penquis and Aroostook.

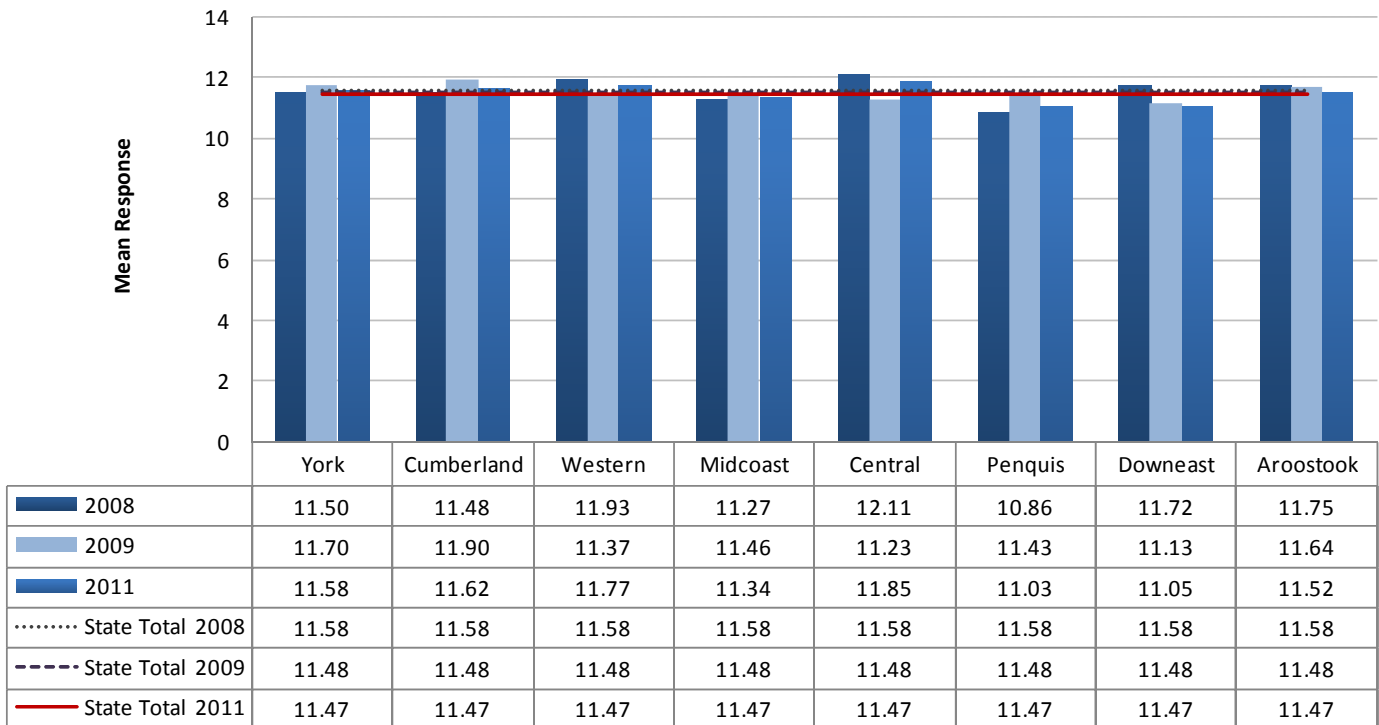
2011: Appropriate Age To Begin Discussions Regarding Alcohol	
Younger age	Older age
<ul style="list-style-type: none"> <li>Mothers (9.47)</li> </ul>	<ul style="list-style-type: none"> <li>Fathers (10.43)</li> </ul>
<ul style="list-style-type: none"> <li>Middle school (9.27)</li> </ul>	<ul style="list-style-type: none"> <li>High school (10.04)</li> </ul>
<ul style="list-style-type: none"> <li>Single parents (9.33)</li> </ul>	<ul style="list-style-type: none"> <li>Married (9.85)</li> </ul>
<ul style="list-style-type: none"> <li>Parents with HH income &lt; \$50k (9.17)</li> </ul>	<ul style="list-style-type: none"> <li>Parents with HH income \$50-100k (9.80) or \$100k+ (10.18)</li> </ul>

#### IV. FINDINGS: PARENTAL ATTITUDES

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

**Q8. In your opinion, at what age is it appropriate to begin monitoring a child's behavior with regard to alcohol? [Unaided.]**

**Appropriate Age to Begin Monitoring Child's Behavior with regard to Alcohol**



- The average 'appropriate age' to begin monitoring a child's behavior with regard to alcohol has hovered around eleven and a half years in 2008, 2009 and 2011.

##### Comparisons

- In Penquis (11.03) and Downeast (11.05) PHDs, the age in which parents begin monitoring their child's behavior is younger than the state average.
- In Cumberland and Penquis PHDs, the age of early monitoring has decreased between 2009 and 2011.

2011: Appropriate Age To Begin Discussions Regarding Alcohol	
Younger age	Older age
<ul style="list-style-type: none"> <li>Mothers (11.35)</li> </ul>	<ul style="list-style-type: none"> <li>Fathers (11.72)</li> </ul>
<ul style="list-style-type: none"> <li>Parental alcohol usage: Rarely / Never (11.12)</li> </ul>	<ul style="list-style-type: none"> <li>Parental alcohol usage: Monthly (11.40) &amp; Weekly/Daily (11.84)</li> </ul>
<ul style="list-style-type: none"> <li>Some college or more (11.35)</li> </ul>	<ul style="list-style-type: none"> <li>Less than high school degree (11.92)</li> </ul>
<ul style="list-style-type: none"> <li>Parents with HH income &lt; \$50k (11.05)</li> </ul>	<ul style="list-style-type: none"> <li>Parents with HH income \$50-100k (11.49) or \$100k+ (11.67)</li> </ul>

#### IV. FINDINGS: PARENTAL BEHAVIORS

##### Alcohol-Related Discussions with Child

**Q9. 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. [Five options read and rotated; Single response]**

	August 2006 (N=400)	June 2007 (N=500)	June 2008 (N=1,200)	December 2009 (N=1,200)	July 2011 (N=1,201)
A. 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%	4.6%	5.4%
B. 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%	19.7%	18.7%
C. I don't want you to drink because it's illegal until you are 21.	27.3%	22.6%	21.5%	20.1%	20.0%
D. I don't want you to drink because it's not healthy for someone your age.	12.8%	15.0%	18.4%	17.2%	17.0%
E. I don't want you to drink because alcohol can damage your future.	27.8%	35.4%	34.8%	36.2%	<b>37.3%</b>
<i>Don't know, N/A</i>	4.5%	1.2%	3.6%	2.3%	1.7%

- Overall, there has been no significant shift in how parents most commonly talk to their child about alcohol use. Respondents reported that “I don't want you to drink because alcohol can damage your future” (37.3%) has been the most common strategy used since 2006.
- Consistent with years prior, “I don't want you to drink, but if you're going to do it, do it only at home where I can supervise” (5.4%) was reported as the least most common way parents talk to their child about alcohol use.

#### IV. FINDINGS: PARENTAL BEHAVIORS

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

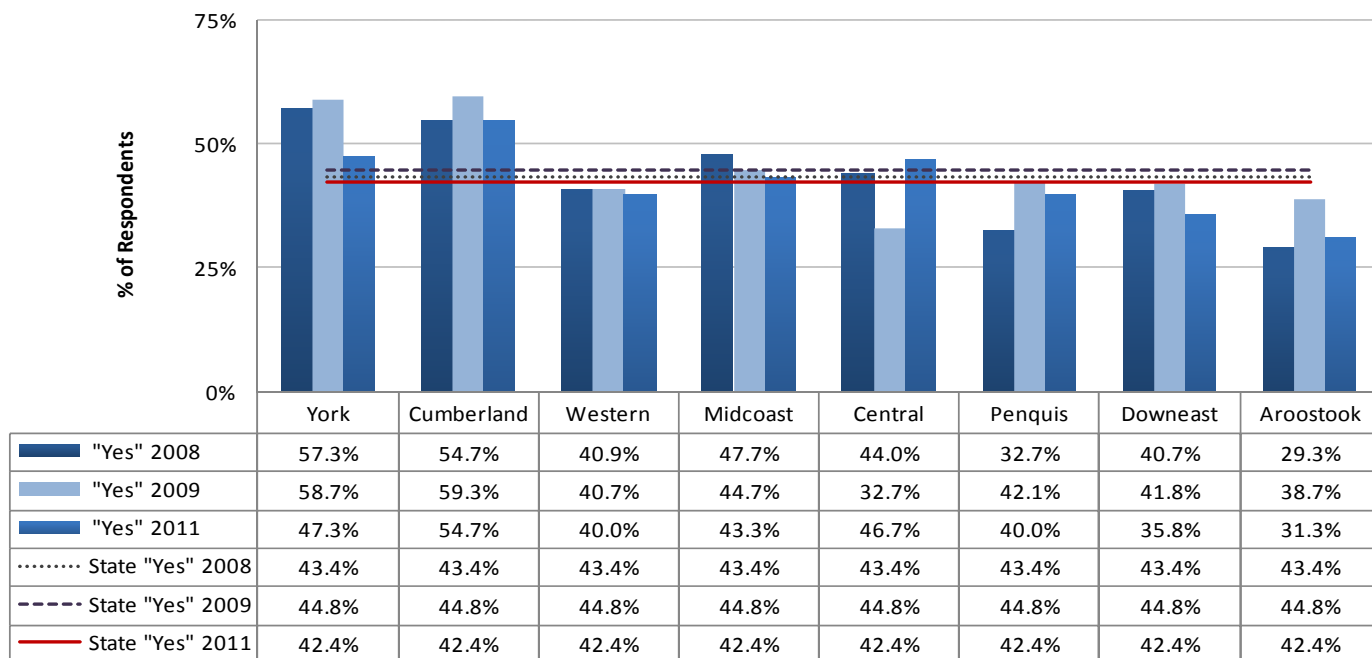
**Q10. Would your teen be able to access any alcohol that you have purchased without your knowledge?**

- Overall, there is no significant change in data between 2009 and 2011.

	June 2008 (N=1,200)	December 2009 (N=1,200)	July 2011 (N=1,201)
Yes	43.4%	44.8%	42.4%
No	47.8%	49.6%	51.3%
N/A – No alcohol in the house	8.5%	5.5%	5.8%
Don't know	0.3%	0.1%	0.5%

2011: Parent Purchased Alcohol is Accessible to Teen without Parental Knowledge	
More likely	Less likely
• Parents with a college degree or more (50.8%)	• Parents with some college or less (34.1%)
• Parents with HH income of \$100k or more (63.5%)	• Parents with HH income of less than \$100k (36.1%)
• Parental alcohol usage: Weekly / Daily (63.8%)	• Parental alcohol usage: Rarely/Never (13.2%) and Monthly (46.0%)

**Accessibility of Parent-Purchased Alcohol without Parent's Knowledge**



- The percentage of 'yes' responses in the York PHD has dropped from 58.7% in 2009 to 47.3% in 2011.
- Parents in the Cumberland Public Health District indicate that their alcohol is more accessible to their child than the state average (54.7%, 'Yes' in 2011 vs. 42.4% average). Aroostook Public Health District reports the lowest level of incidence of children being able to access their parents' alcohol without their knowledge (31.3%).

#### IV. FINDINGS: PARENTAL BEHAVIORS

##### Actions Taken to Prevent Teenager from Drinking Alcohol

**Q11. Can you tell me three things that you do regularly to prevent your teenager from drinking alcohol? [Unaided]\***

Top Answers	2011			2009	2011
	#1	#2	#3	Combined	Combined
Communication / Talk to teen about drinking	<b>35.5%</b>	17.1%	10.6%	61.1%	<b>63.1%</b>
There is no alcohol in the house	15.1%	7.2%	1.8%	21.7%	<b>24.1%</b>
Knows where teen is	7.6%	8.7%	5.2%	25.4%	<b>21.4%</b>
Staying involved with teen's activities	5.5%	7.2%	7.6%	10.4%	<b>20.3%</b>
Parent does not drink	8.1%	5.8%	2.8%	16.5%	16.7%
Limit teen's access to alcohol at home	5.6%	4.3%	2.7%	13.5%	12.6%
Check in often with teen	2.4%	3.5%	4.3%	7.3%	10.2%
Trust teen	3.9%	3.3%	2.9%	9.3%	10.2%
Know your child's friends and their parents	1.7%	3.7%	4.1%	15.0%	9.6%

*\*This question was first asked in 2009. For the full set of responses, please see the cross tabulation tables.*

- Consistent with 2009 data, the top action taken to prevent their teenager from drinking alcohol is 'communication / talk to teen about drinking' (63.1%).
- One quarter of parents (24.1%) report that 'there is no alcohol in the house.'
- 'Staying involved with teen's activities' increased from 10.4% in 2009 to 20.3% in 2011 (top three combined) as a method of preventing underage drinking.

#### 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.]*

##### Parental Behavior (Continued)

Mean Responses (1 to 5 Scale)	January 2006 (N=500)	June 2007 (N=500)	June 2008 (N=1,200)	December 2009 (N=1,200)	July 2011 (N=1,201)
12. Limit your child's access to alcohol	-	-	-	-	4.13
13. Ask your child if alcohol will be present at a party or social gathering	3.86	3.76	3.63	3.72	4.08
14. Ask your child if a parent or other adult will be present at a party or social gathering	4.80	4.72	4.68	4.78	<b>4.78</b>
15. 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	3.96	4.09
16. 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	4.80	<b>4.82</b>
17. Make an effort to know the rules of your child's friends' families	4.12	4.13	4.11	4.26	4.25
18. Ask your child to call you to check in	4.42	4.43	4.59	4.61	<b>4.67</b>
19. Call or visit during the social gathering to check on your child*	2.91	2.81	3.03	3.03	3.10
20. Wait up for your child to come home or set an alarm at curfew*	4.62	4.58	4.66	4.69	4.65
21. Talk to your child when they come in about his/her night*	4.72	4.71	4.67	4.74	<b>4.74</b>
22. Observe your child for signs of alcohol use	4.33	4.25	4.22	4.33	4.44
23. Enforce the rules that you make regarding alcohol usage	-	-	-	-	<b>4.81</b>

*\*Indicates a wording change. Please see pages that follow for details.*

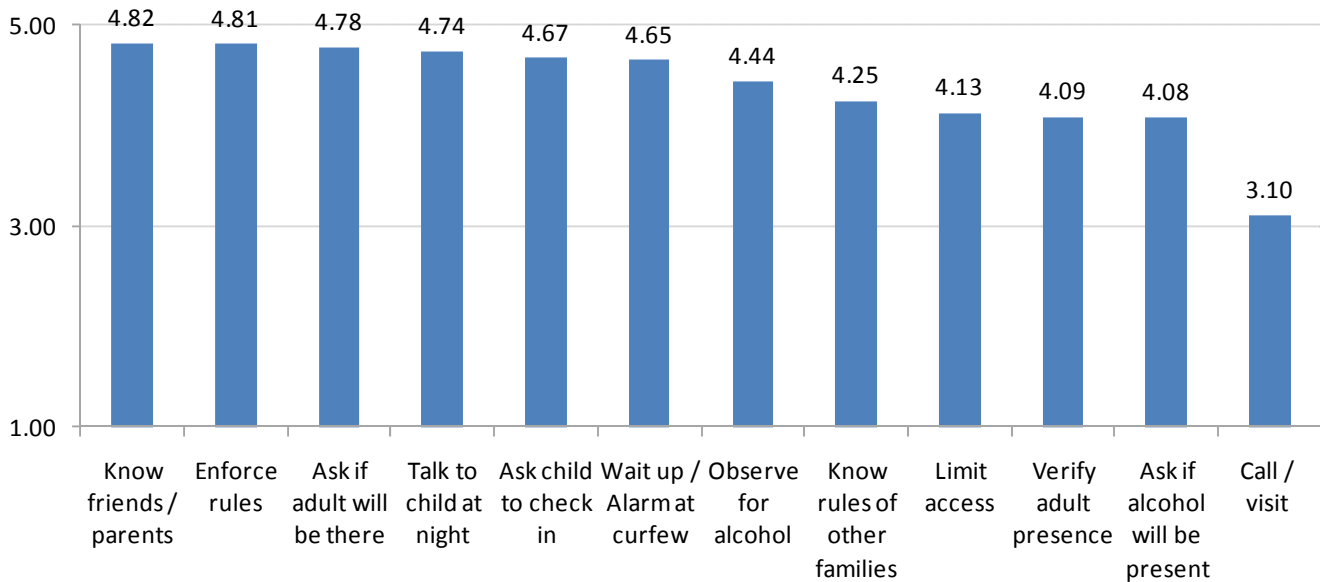
#### IV. FINDINGS: PARENTAL BEHAVIORS

##### 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.]*

##### Parental Behavior (Continued)

##### Summary Chart



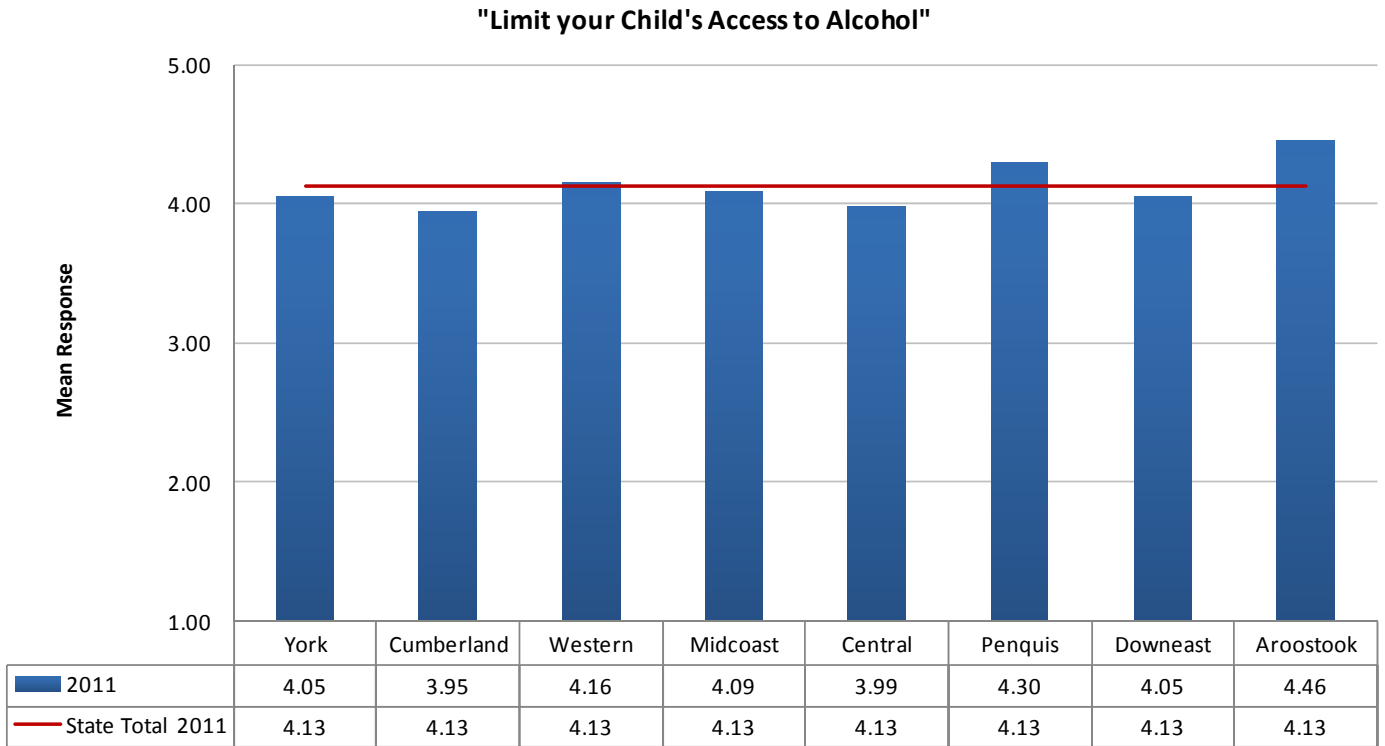
- Respondents reported that they most often (1) “make an effort to know [their] child’s friends and their parents, especially the families of your teen’s four closest friends” (4.82), (2) “enforce the rules that you make regarding alcohol usage” (4.81) and (3) “ask [their] child if a parent or other adult will be present at a party or social gathering” (4.78).
- Respondents least often “call or visit during the social gathering to check on [their] child” (3.10).

**IV. FINDINGS: PARENTAL BEHAVIORS**

**Parental Behavior (Continued)**

**Q12. Limit your child's access to alcohol**

- First measured in 2011, the state average rating of the behavior - 'limit your child's access to alcohol' is 4.13 on a five point scale.



\*New question in 2011

2011: Limit your child's access to alcohol	
Higher	Lower
• Mothers (4.19)	• Fathers (3.99)
• Single parents (4.33)	• Married / living with partner (4.11)
• Parental HH Income \$50k or less (4.27)	• Parental HH income \$100k or more (3.97)
• Parental alcohol usage: Rarely / Never (4.55) or Monthly (4.19)	• Parental alcohol usage: Weekly / Daily (3.73)

**Comparisons**

- In the Aroostook Public Health District the reported incidence of this specific parental behavior is higher than the state average (4.46 vs. 4.13, state average) as well as higher than any individual PHD with the exception of Penquis PHD (4.30).

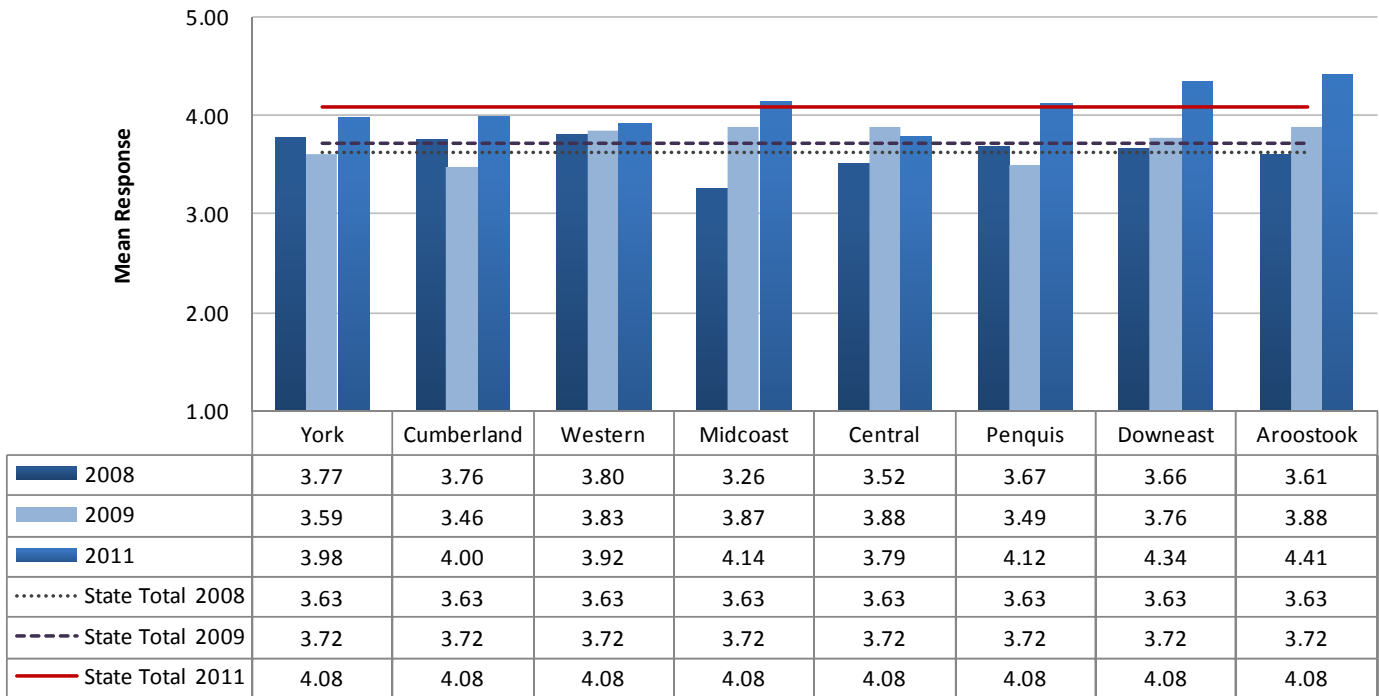
#### IV. FINDINGS: PARENTAL BEHAVIORS

##### Parental Behavior (Continued)

##### **Q13. Ask your child if alcohol will be present at a party or social gathering.**

- While the overall mean has increased substantially, respondents still rate “ask your child if alcohol will be present at a party or social gathering” (4.08) lower than most other parental behaviors.

**"Ask Child if Alcohol will be Present at a Party or Social Gathering"**



2011: Ask Your Child If Alcohol Will Be Present At A Party Or Social Gathering	
Higher	Lower
• Parents of high school students (4.23)	• Parents of middle school students (3.69)
• Parental alcohol usage: Rarely / Never (4.22)	• Parental alcohol usage: Weekly / Daily (3.97)
• Mothers (4.14)	• Fathers (3.95)

##### Comparisons

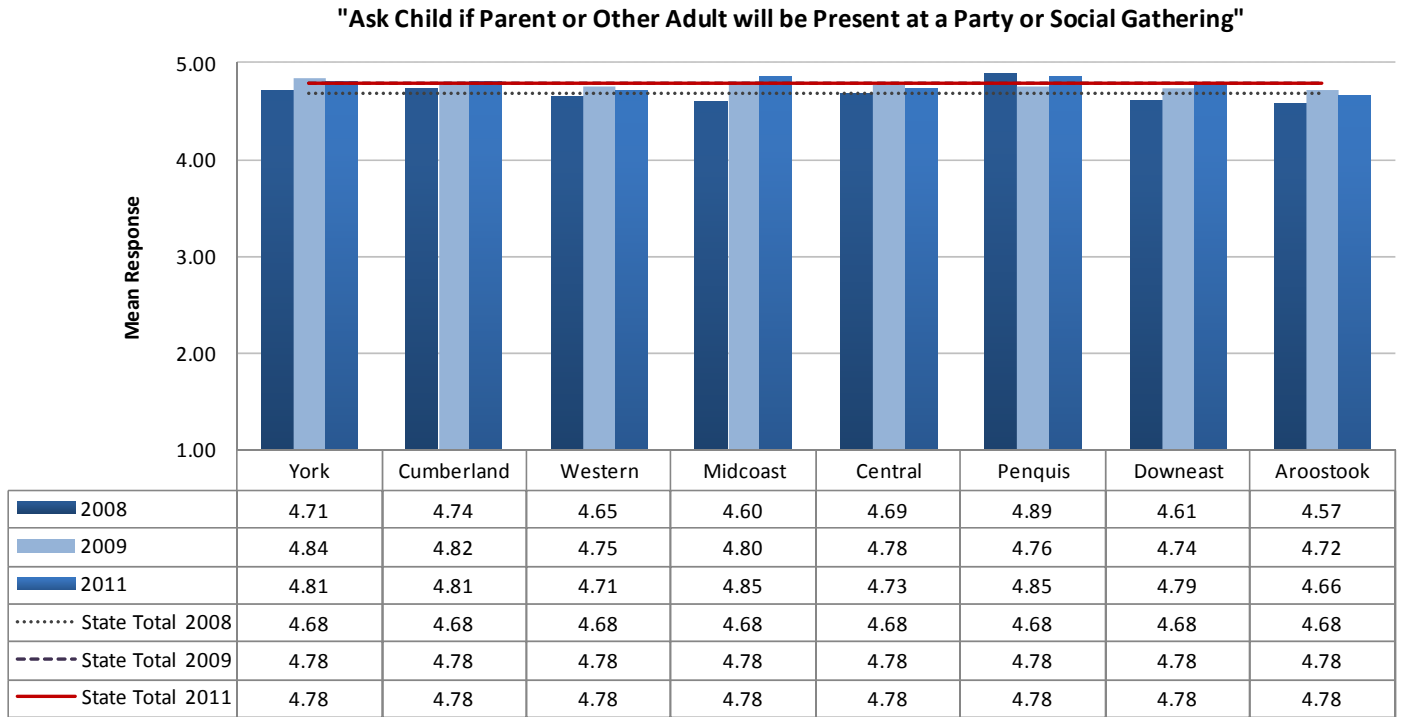
- The overall state average has increased significantly over 2008 and 2009 data.
- The highest reported incidence of this behavior occurred in the Downeast and Aroostook Public Health Districts in which the mean response is 4.34 and 4.41 respectively, compared to the 2011 state average of 4.08.

#### IV. FINDINGS: PARENTAL BEHAVIORS

##### Parental Behavior (Continued)

##### **Q14. Ask your child if a parent or other adult will be present at a party or social gathering.**

- The mean response for “ask your child if a parent or other adult will be present at a party or social gathering” (4.78) was rated among the top parental behaviors tested – third overall.



**There are no significant demographic differences for this behavior.**

##### Comparisons

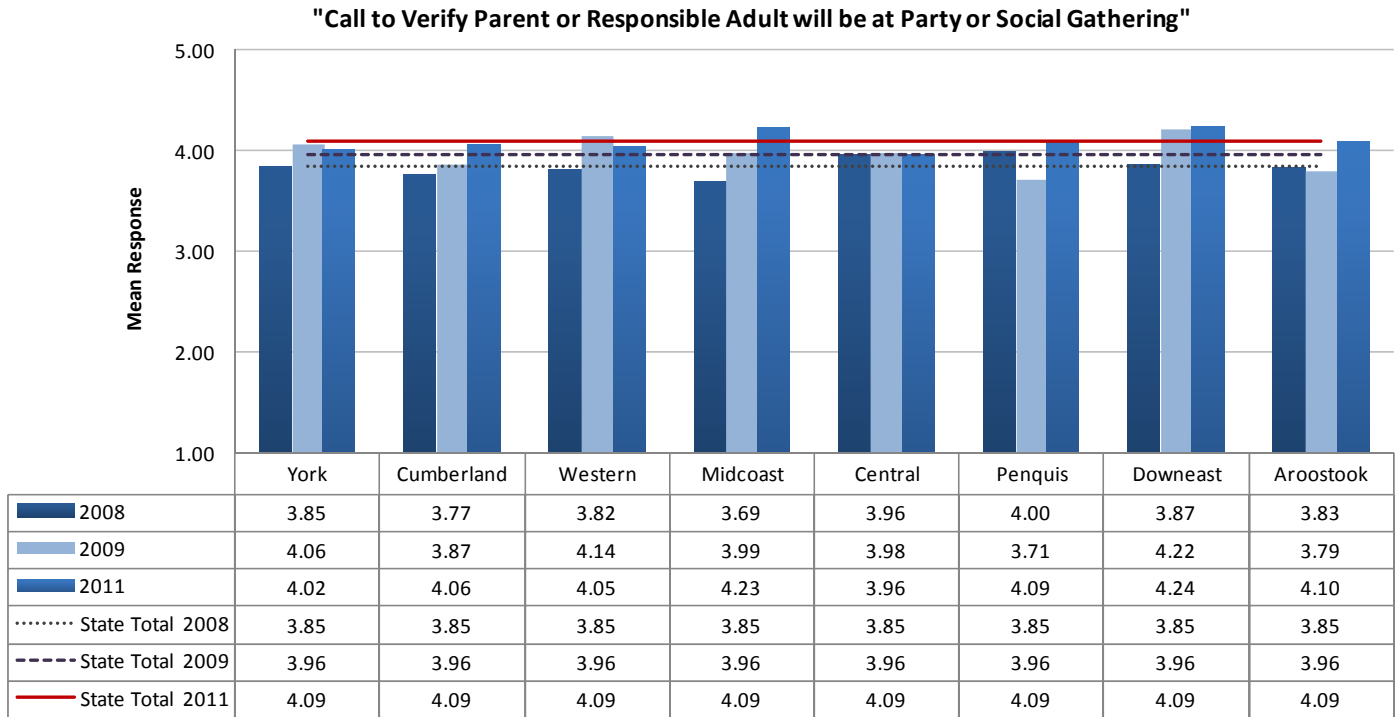
- There are no significant differences between Public Health Districts and the 2011 state average.
- There are no significant differences among individual Public Health Districts.

#### IV. FINDINGS: PARENTAL BEHAVIORS

##### Parental Behavior (Continued)

##### **Q15. Call to verify that a parent or other responsible adult will be present at a party or social gathering.**

- The mean response level for this behavior has been on an upward trend since 2008 (4.09 in 2011; 3.96 in 2009; 3.85 in 2008).



<b>2011: Call to Verify That a Parent / Responsible Adult Will Be Present At a Party or Social Gathering</b>	
<b>Higher</b>	<b>Lower</b>
• Mothers (4.18)	• Fathers (3.90)
• Parents of middle school students (4.40)	• Parents of high school students (3.95)
• Parents 44 years old or younger (4.23)	• Parents 45 years old or older (4.00)
• Parents with high school education or less (4.35)	• Parents with some college education or more (4.02)

##### Comparisons

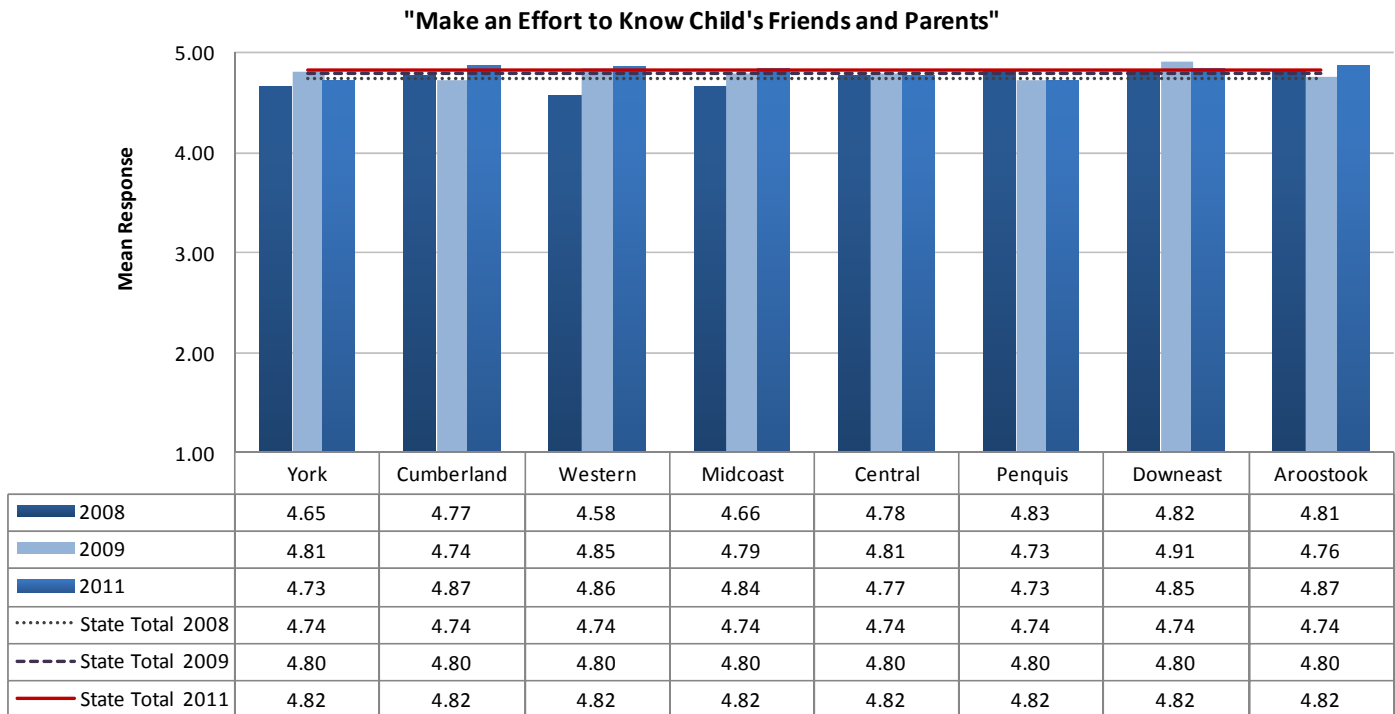
- There are no significant differences among individual Public Health Districts.

#### IV. FINDINGS: PARENTAL BEHAVIORS

##### Parental Behavior (Continued)

**Q16. Make an effort to know your child's friends and their parents, especially the families of your teen's four closest friends.**

- Respondents said they “make an effort to know [their] child's friends and their parents, especially the families of [their] teen's four closest friends” **most frequently** of all behaviors evaluated (4.82).
- Overall, the mean response levels for this behavior have remained consistently high since 2008.



**There are no significant demographic differences for this behavior.**

##### Comparisons

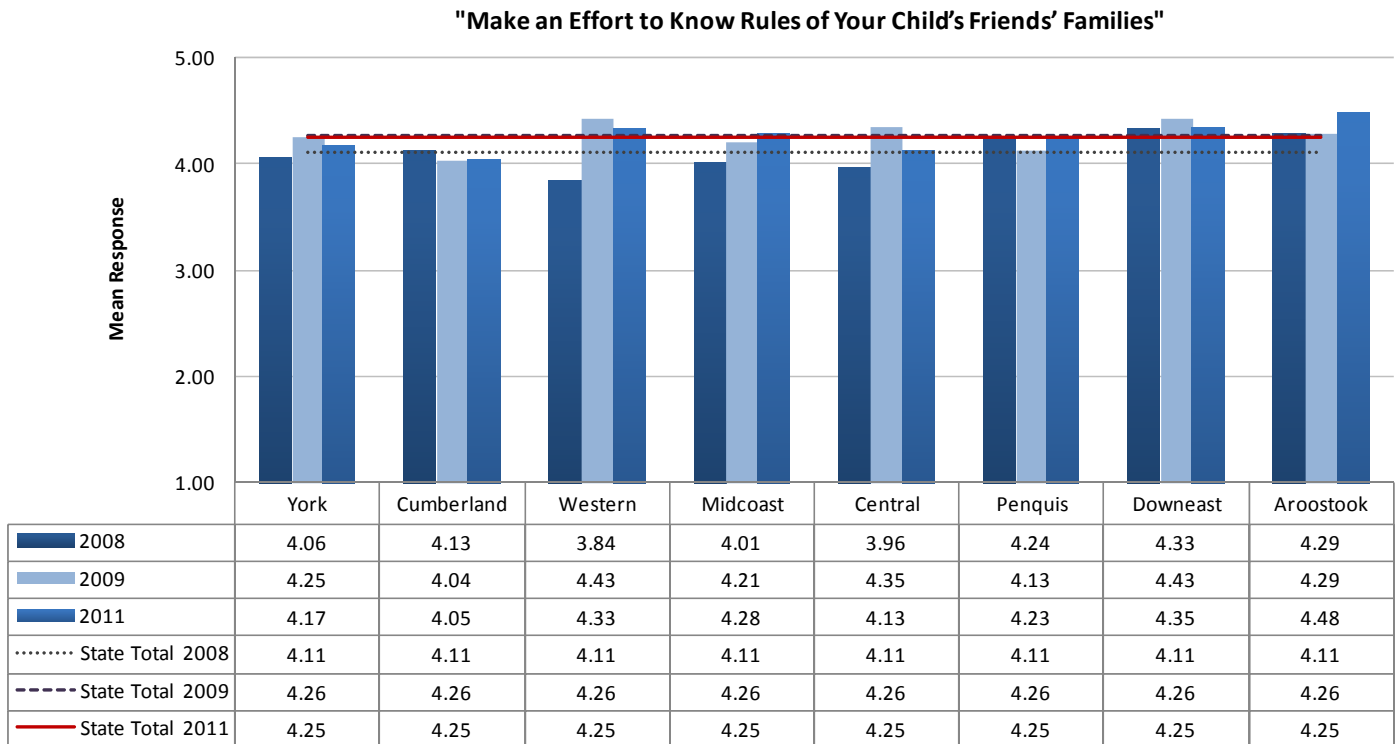
- The mean response for all Public Health Districts is in line with the state average.
- There is no difference among Public Health Districts between 2009 and 2011 data.

#### IV. FINDINGS: PARENTAL BEHAVIORS

##### Parental Behavior (Continued)

##### **Q17. Make an effort to know the rules of your child's friends' families.**

- The mean response increased between 2008 and 2009 and remained consistent in 2011 at 4.25.



<b>Make An Effort To Know The Rules Of Your Child's Friends' Families (Mean)</b>	
<b>Higher</b>	<b>Lower</b>
<ul style="list-style-type: none"> <li>Mothers (4.32)</li> </ul>	<ul style="list-style-type: none"> <li>Fathers (4.10)</li> </ul>
<ul style="list-style-type: none"> <li>Parents age 44 or younger (4.36)</li> </ul>	<ul style="list-style-type: none"> <li>Parents age 45 or older (4.19)</li> </ul>
<ul style="list-style-type: none"> <li>Parental alcohol usage: Rarely / Never (4.45)</li> </ul>	<ul style="list-style-type: none"> <li>Parental alcohol usage: Weekly / Daily (4.11)</li> </ul>
<ul style="list-style-type: none"> <li>Parents with high school degree or less (4.38)</li> </ul>	<ul style="list-style-type: none"> <li>Parents with a college degree or more (4.18)</li> </ul>

##### Comparisons

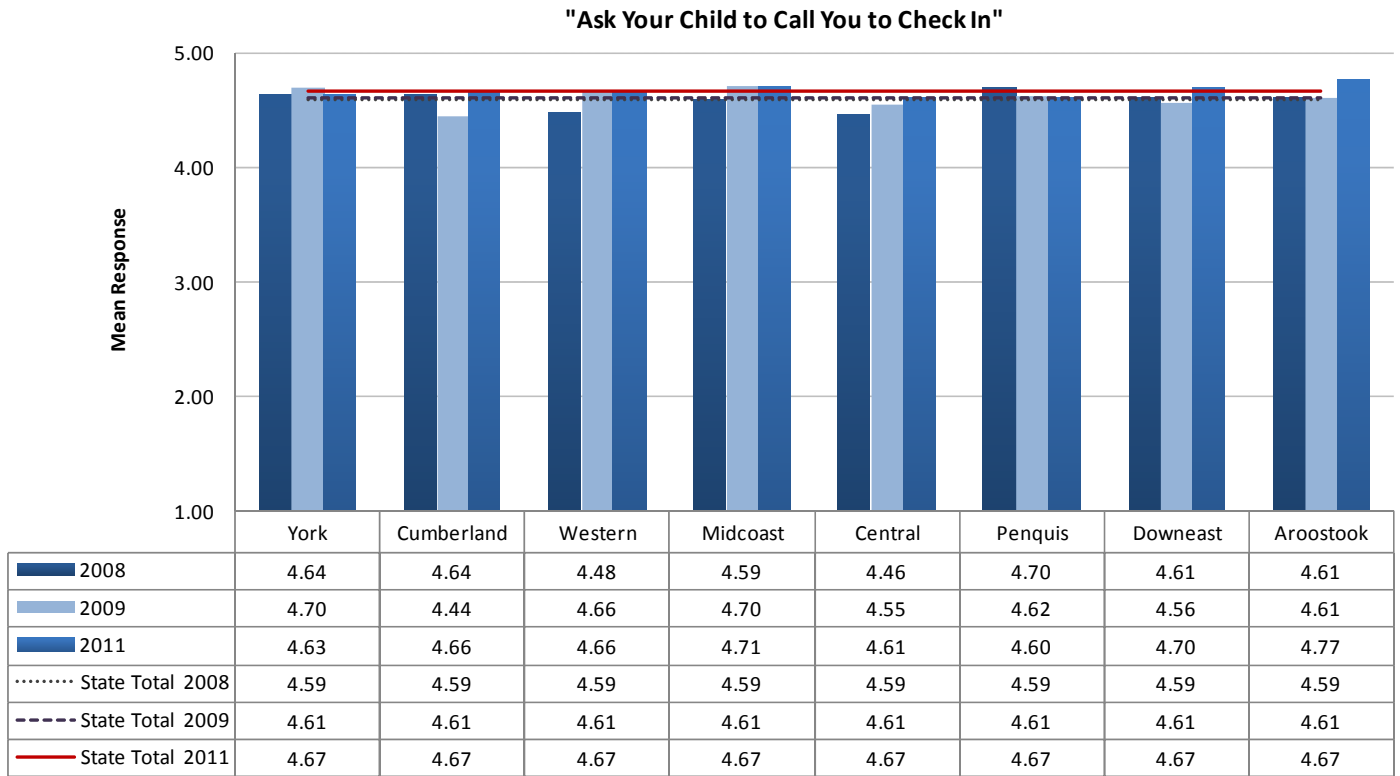
- As was the case in 2009, the mean response for the Cumberland Public Health District (4.05) is lower than the 2011 state average (4.25).
- The mean response for the Aroostook Public Health District (4.48) is higher than the state average (4.25).

#### IV. FINDINGS: PARENTAL BEHAVIORS

##### Parental Behavior (Continued)

##### **Q18. Ask your child to call you to check in.**

- There has been no significant change in the statewide mean response to this question (4.67 in 2011).



2011: Ask Your Child To Call You To Check In	
Higher	Lower
• Mothers (4.73)	• Fathers (4.54)

##### Comparisons

- The mean response for the Cumberland Public Health District (4.66) is on par with the 2011 statewide average (4.67), whereas in 2009, it was lower than the state average (4.44 vs. 4.61).

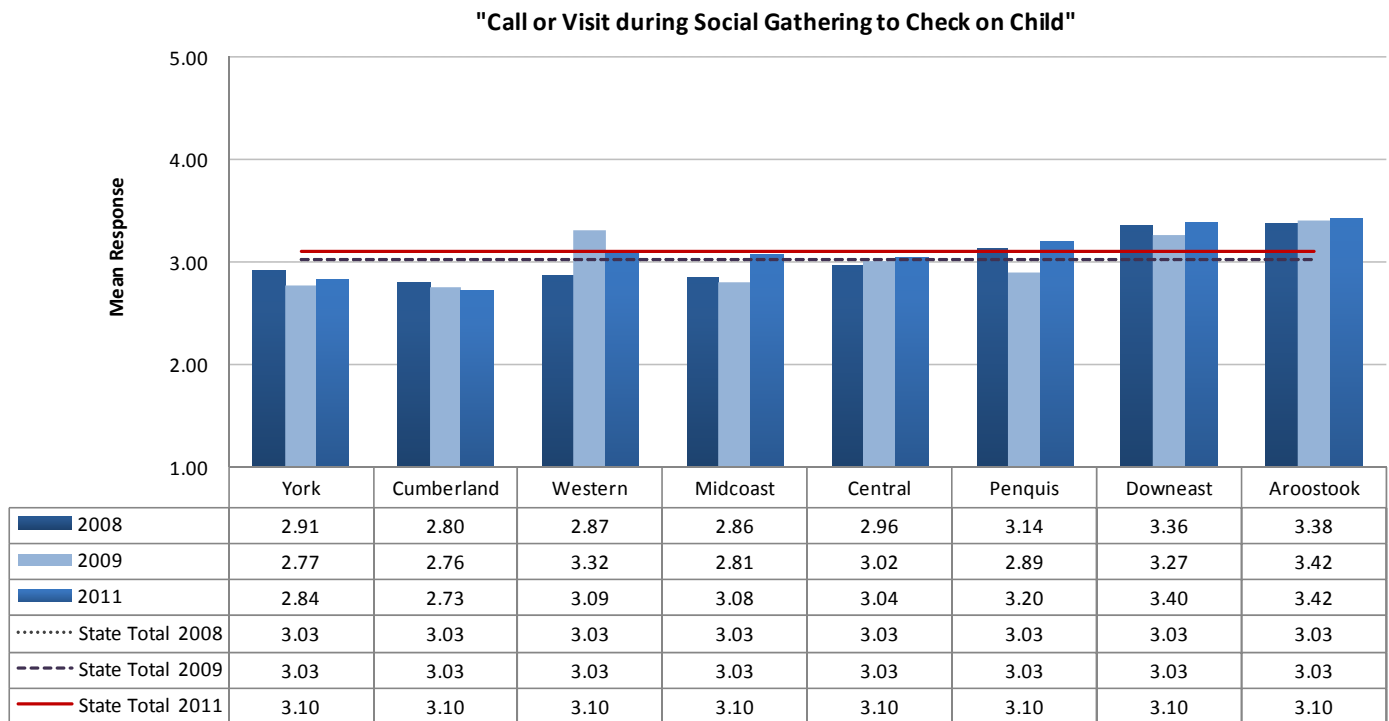
#### IV. FINDINGS: PARENTAL BEHAVIORS

##### Parental Behavior (Continued)

##### **Q19. Call or visit during the social gathering to check on your child.\***

\* 2006/2007 question read: "How often do you call or visit during the social gathering to check if an adult is present?"

- Consistent with previous year's data, respondents indicated that they "call or visit during [a] social gathering to check on [their] child" (3.10) the least often of parental behaviors tested.
- There has been no significant change in the mean response between 2008 and 2011.



2011: Call Or Visit During The Social Gathering To Check On Your Child	
Higher	Lower
• Parents aged 44 or younger (3.31)	• Parents aged 45 or older (2.95)
• Parental alcohol usage: Rarely / Never (3.37)	• Parental alcohol usage: Weekly / Daily (2.89)
• Parents with some college or less (3.27)	• Parents with a college degree or more (2.92)
• Parents with HH income <\$100k (3.20)	• Parents with HH income \$100k + (2.86)

##### Comparisons

- The mean responses for the Downeast and Aroostook Public Health Districts are higher than the 2011 state average.
- Conversely, the mean responses for the York and Cumberland Public Health Districts are the lowest of all PHDs and lower than the state average.

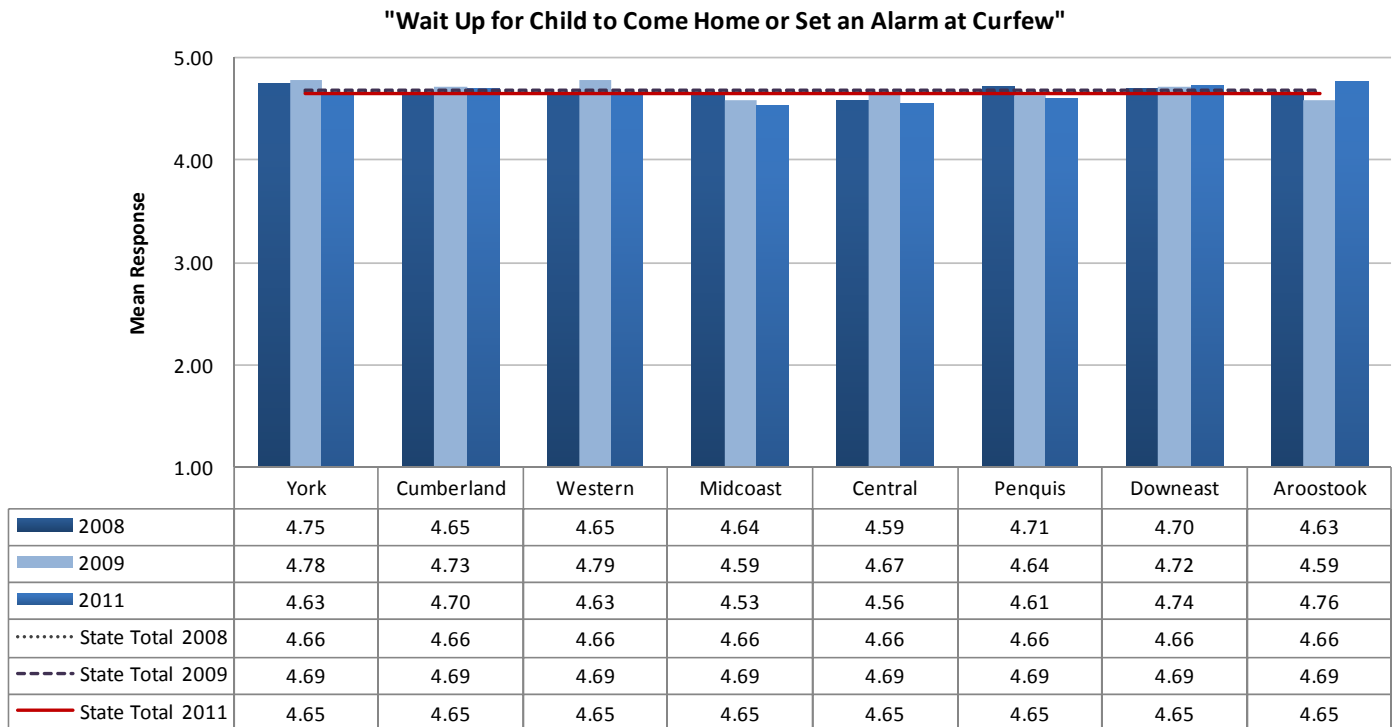
#### IV. FINDINGS: PARENTAL BEHAVIORS

##### Parental Behavior (Continued)

##### **Q20. Wait up for your child to come home or set an alarm at curfew.\***

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

- There has been no significant change in the mean response between 2008 and 2011.



##### Comparisons

- No significant differences were found among demographic subgroups.
- There are no significant differences in data among individual Public Health Districts.

#### IV. FINDINGS: PARENTAL BEHAVIORS

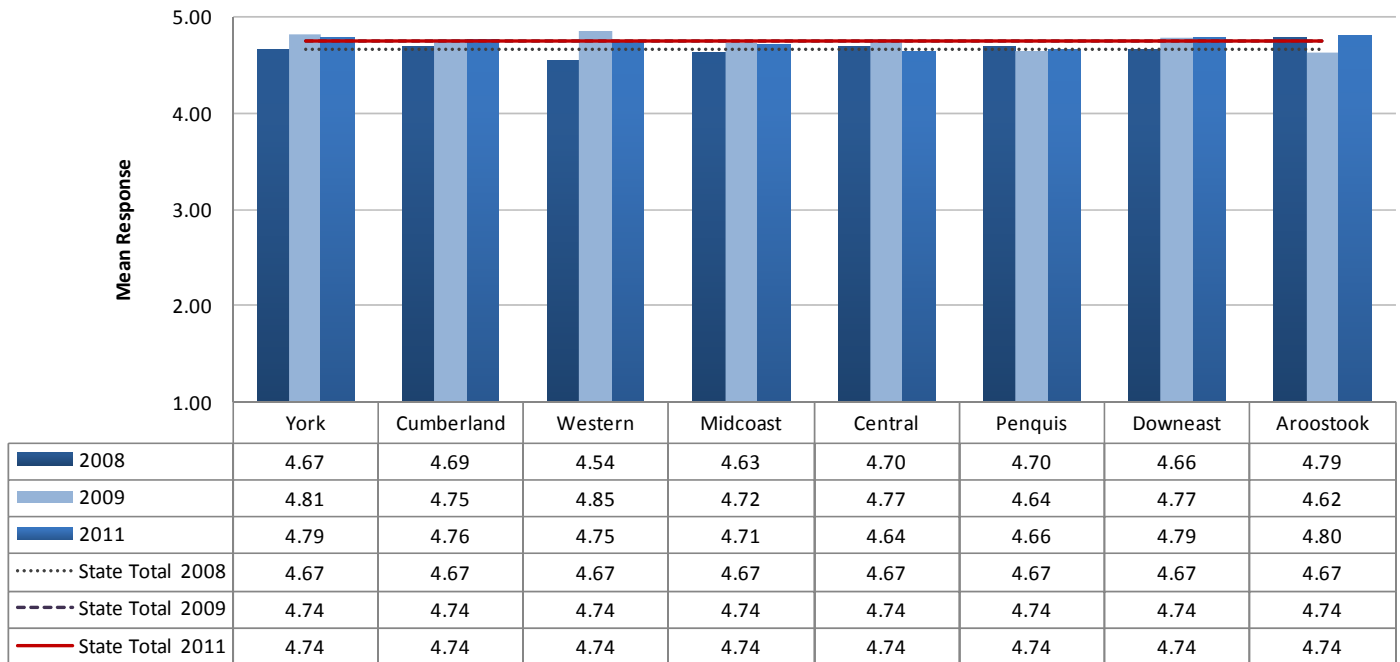
##### Parental Behavior (Continued)

##### **Q21. Talk to your child when they come in about his/her night.\***

\* 2006/2007 question read: "How often do you talk to your child about his or her night to find out what went on?"

- The mean response in 2011 (4.74) is the same as that of 2009 data. This is the fourth highest rated parental behavior of those tested.

**"Talk to Child When They Come in about His/Her Night"**



##### **2011: Talk To Your Child When They Come In About His / Her Night**

Higher	Lower
<ul style="list-style-type: none"> <li>• Mothers (4.78)</li> <li>• Middle school (4.83)</li> </ul>	<ul style="list-style-type: none"> <li>• Fathers (4.64)</li> <li>• High school (4.70)</li> </ul>

##### Comparisons

- There are no significant differences between Public Health Districts and the 2011 state average.
- In 2011, the mean response for individual Public Health Districts has remained consistent with 2009 data.

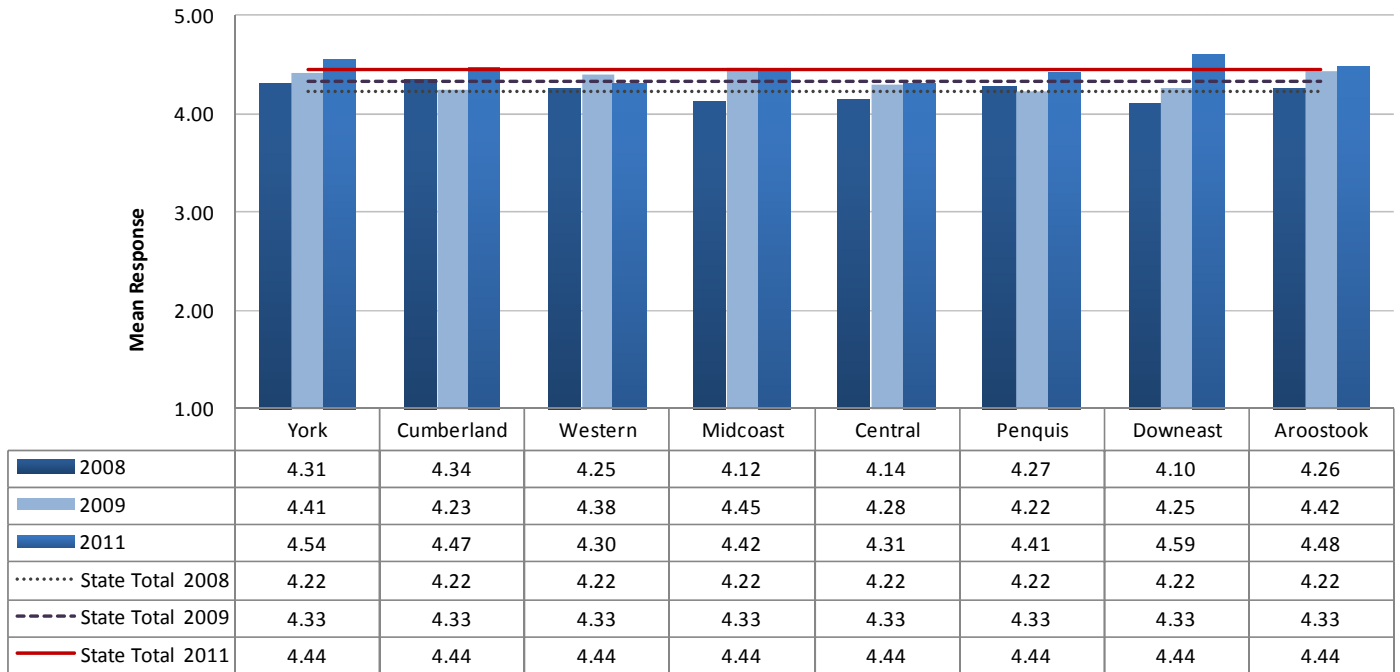
**IV. FINDINGS: PARENTAL BEHAVIORS**

**Parental Behavior (Continued)**

**Q22. Observe your child for signs of alcohol use.**

- There state average mean response is on an upward trend since 2008 (4.44 in 2011, 4.33 in 2009, 4.22 in 2008).

**"Observe Child for Signs of Alcohol Use"**



<b>2011: Observe Your Child For Signs Of Alcohol Use</b>	
<b>Higher</b>	<b>Lower</b>
<ul style="list-style-type: none"> <li>• Middle school (4.31)</li> <li>• Mothers (4.53)</li> </ul>	<ul style="list-style-type: none"> <li>• High school (4.50)</li> <li>• Fathers (4.24)</li> </ul>

**Comparisons**

- There are no significant differences between Public Health Districts and the 2011 state average.
- The mean response for the Downeast and Cumberland Public Health Districts has increased significantly between 2009 and 2011.

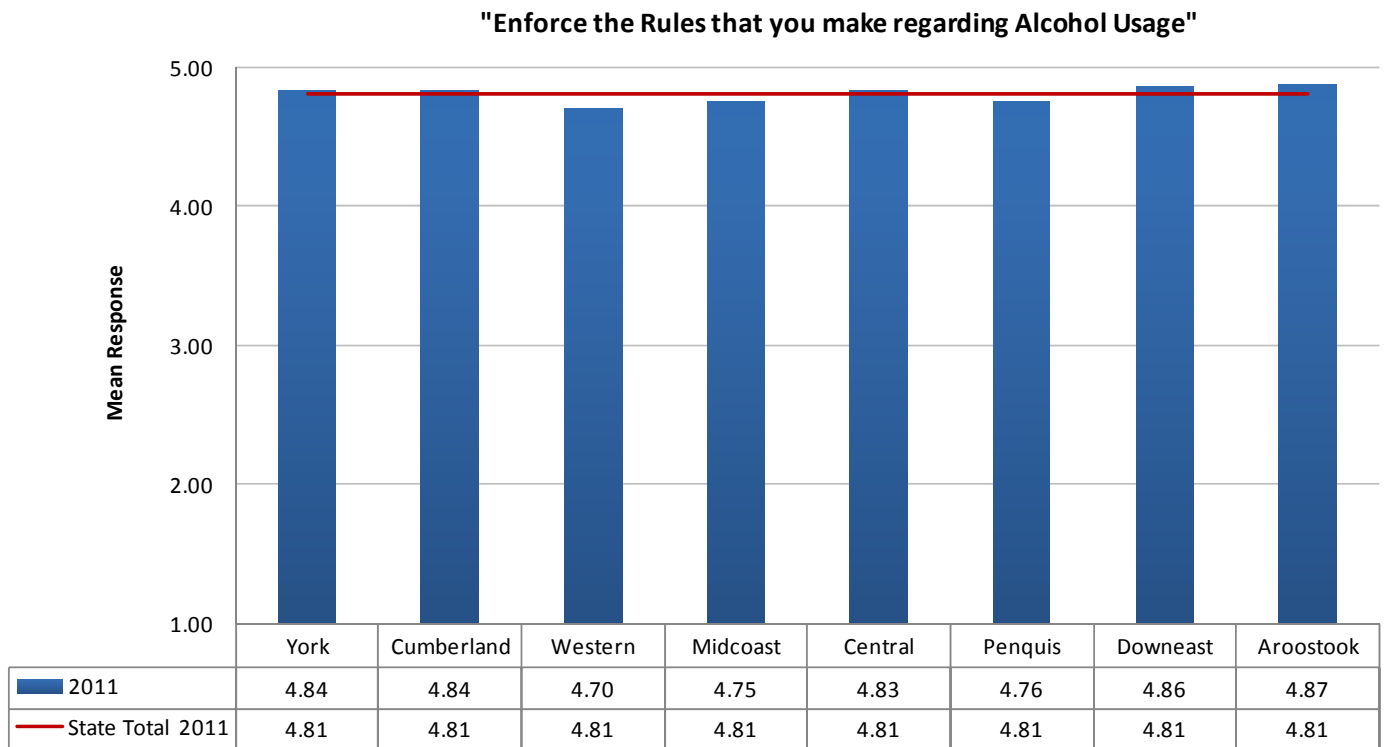
#### IV. FINDINGS: PARENTAL BEHAVIORS

##### Parental Behavior (Continued)

##### **Q23. Enforce the rules you make regarding alcohol usage.**

*\*New question in 2011.*

- The mean response for “enforce the rules that you make regarding alcohol usage” is among the highest of the behaviors tested – second highest overall.



*\*New question in 2011.*

2011: Enforce the Rules that you Make regarding Alcohol Usage	
Higher	Lower
<ul style="list-style-type: none"> <li>Mothers (4.87)</li> </ul>	<ul style="list-style-type: none"> <li>Fathers (4.68)</li> </ul>

##### Comparisons

- There are no significant differences between Public Health Districts and the 2011 state average or between individual Public Health Districts.

#### 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 and rotated.]*

Mean Responses (Scale 1 to 4)	January 2006 (N=500)	June 2007 (N=500)	June 2008 (N=1,200)	December 2009 (N=1,200)	July 2011 (N=1,201)
24. Occasionally joke or tell a funny story about their past drinking behavior in front of their teen	3.20	3.27	3.32	3.42	3.43
25. 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	3.62	3.63
26. Have more than 4 drinks in one evening in front of their teen	3.59	3.61	3.67	3.73	<b>3.79</b>
27. Ask their teen to get alcoholic beverages for them, such as getting a beer from the refrigerator	3.17	3.29	3.31	3.38	3.45
28. Pressure other adults to consume alcoholic beverages in front of your teen*	-	3.31	3.64	3.70	<b>3.75</b>

\* 2007 survey question read: "Encourage other adults to have more than one alcoholic beverage in front of their teen."

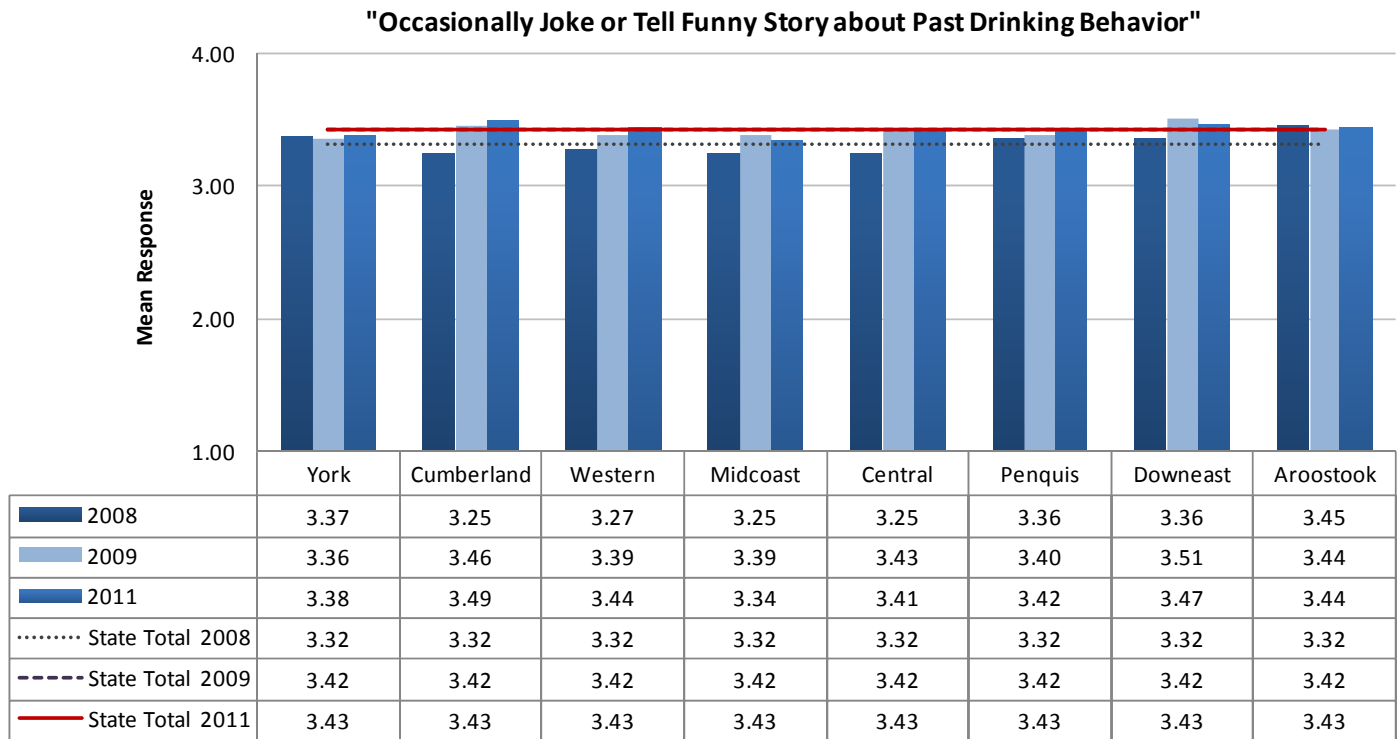
- Parents indicated that "having more than 4 drinks in one evening in front of their teen" (3.79) and "pressuring other adults to consume alcoholic beverages in front of your teen" (3.75) were the most influential parental behaviors on a teen's drinking decisions.
- Respondents rated "occasionally joke or tell a funny story about their past drinking behavior in front of their teen" (3.43) and "ask their teen to get alcoholic beverages for them, such as getting a beer from the refrigerator" (3.45) as the parental behaviors that influence their teen's drinking decisions the least.

#### IV. FINDINGS: PARENTAL INFLUENCE

##### Perceived Influence of Specific Parent Behaviors on Teen Drinking Decision (continued)

##### **Q24. Occasionally joke or tell a funny story about their past drinking behavior in front of their teen.**

- Respondents indicated that “occasionally joking or telling a funny story about their past drinking behavior in front of their teen” (3.43) was rated as the **least influential parent behavior** of those tested.
- The 2011 mean response has increased slightly since 2008 and remained consistent with 2009 data.



2011: Enforce the Rules that you Make regarding Alcohol Usage	
Higher	Lower
• Parental alcohol usage: Rarely / Never (3.52)	• Parental alcohol usage: Weekly / Daily (3.33)

##### Comparisons

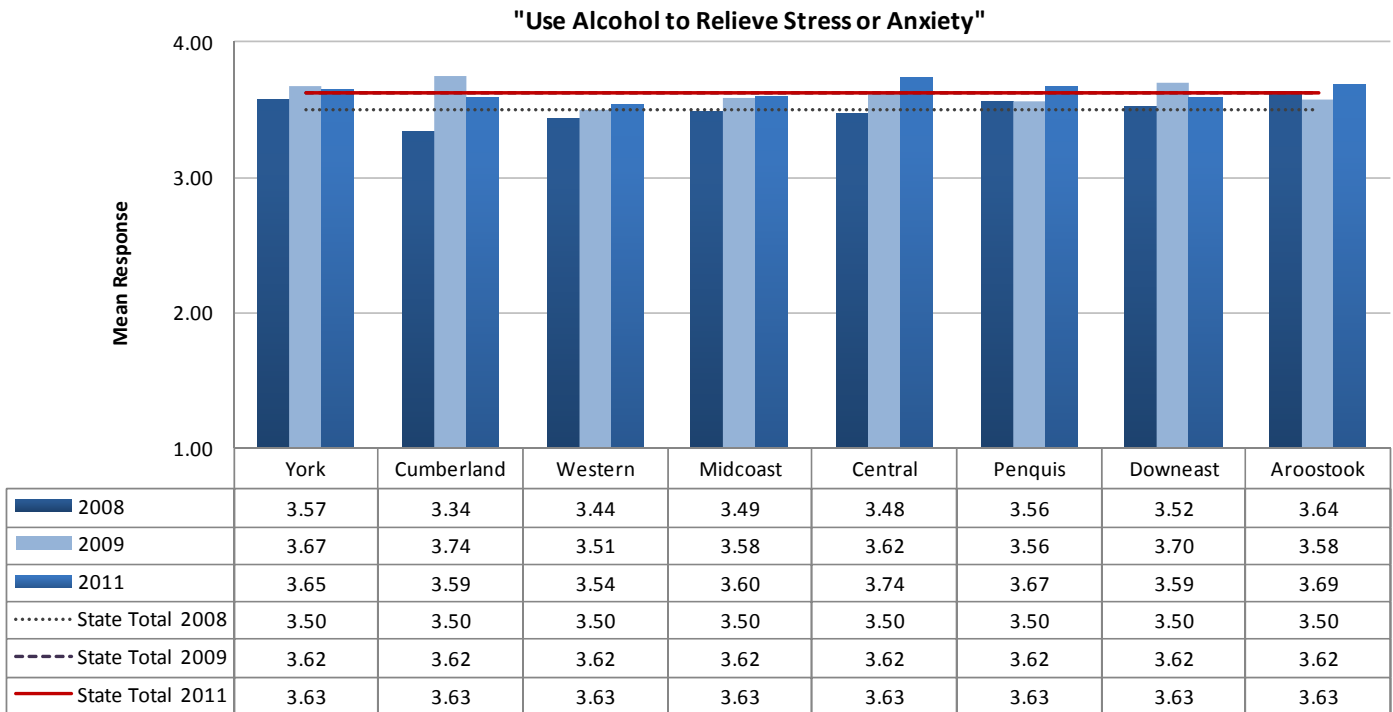
- There are no significant differences between Public Health Districts and the 2011 state average.

#### IV. FINDINGS: PARENTAL INFLUENCE

##### Perceived Influence of Specific Parent Behaviors on Teen Drinking Decisions

**Q25. Use alcohol to relieve stress or anxiety, saying things such as “I’ve had a tough week; I need a beer”.**

- The mean response in 2011 (3.63) is consistent with 2009 data.



2011: Use Alcohol To Relieve Stress Or Anxiety, Saying Things such as “I’ve Had A Tough Week; I <u>Need</u> A Beer”	
Higher	Lower
<ul style="list-style-type: none"> <li>• Parental alcohol usage: Rarely / Never (3.82)</li> </ul>	<ul style="list-style-type: none"> <li>• Parental alcohol usage: Weekly / Daily (3.49)</li> </ul>

##### Comparisons

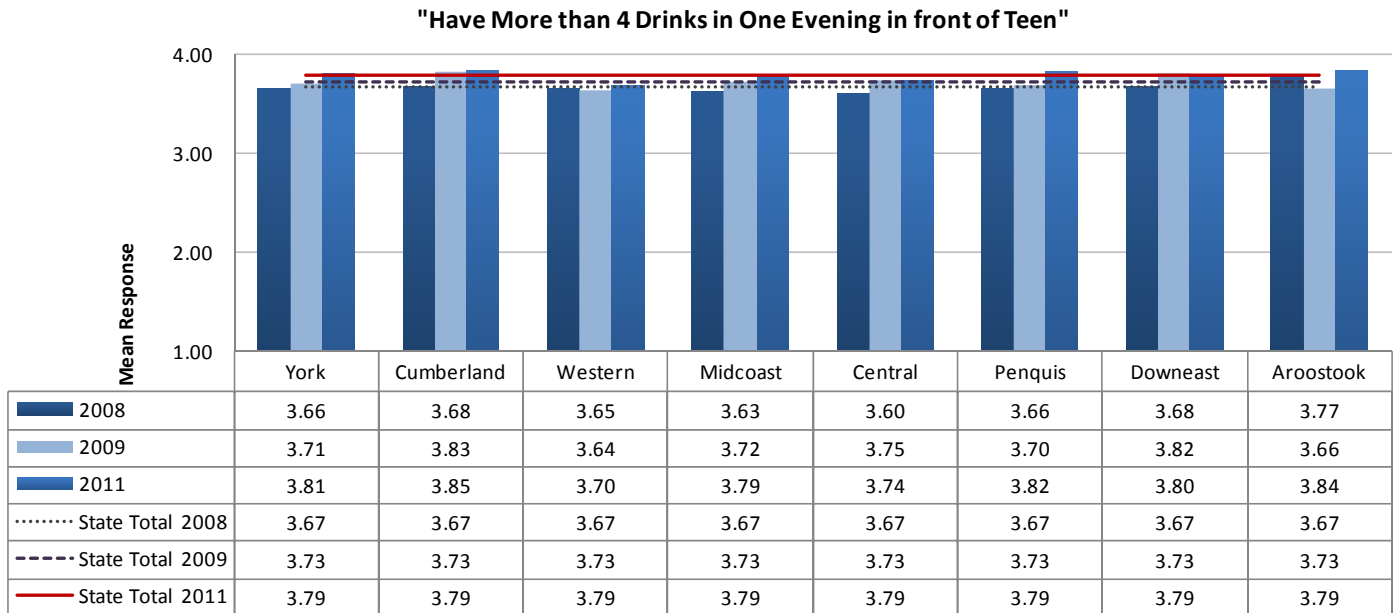
- The mean response for the Public Health Districts is consistent with the 2011 state average.
- The mean for the Central Public Health Districts appears to be on a clear upward trend since 2008.

#### IV. FINDINGS: PARENTAL INFLUENCE

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

###### **Q26. Have more than 4 drinks in one evening in front of their teen.**

- Consistent with 2009 results, parents indicated that “having more than 4 drinks in one evening in front of their teen” (3.79) is the parental behavior that is **most influential** on their teen’s drinking decisions.
- There has been no significant change in the mean response from 2009 to 2011.



2011: Have More Than 4 Drinks In One Evening In Front Of Their Teen	
Higher	Lower
<ul style="list-style-type: none"> <li>• Parental alcohol usage: Rarely / Never (3.89)</li> </ul>	<ul style="list-style-type: none"> <li>• Parental alcohol usage: Weekly / Daily (3.73)</li> </ul>

##### Comparisons

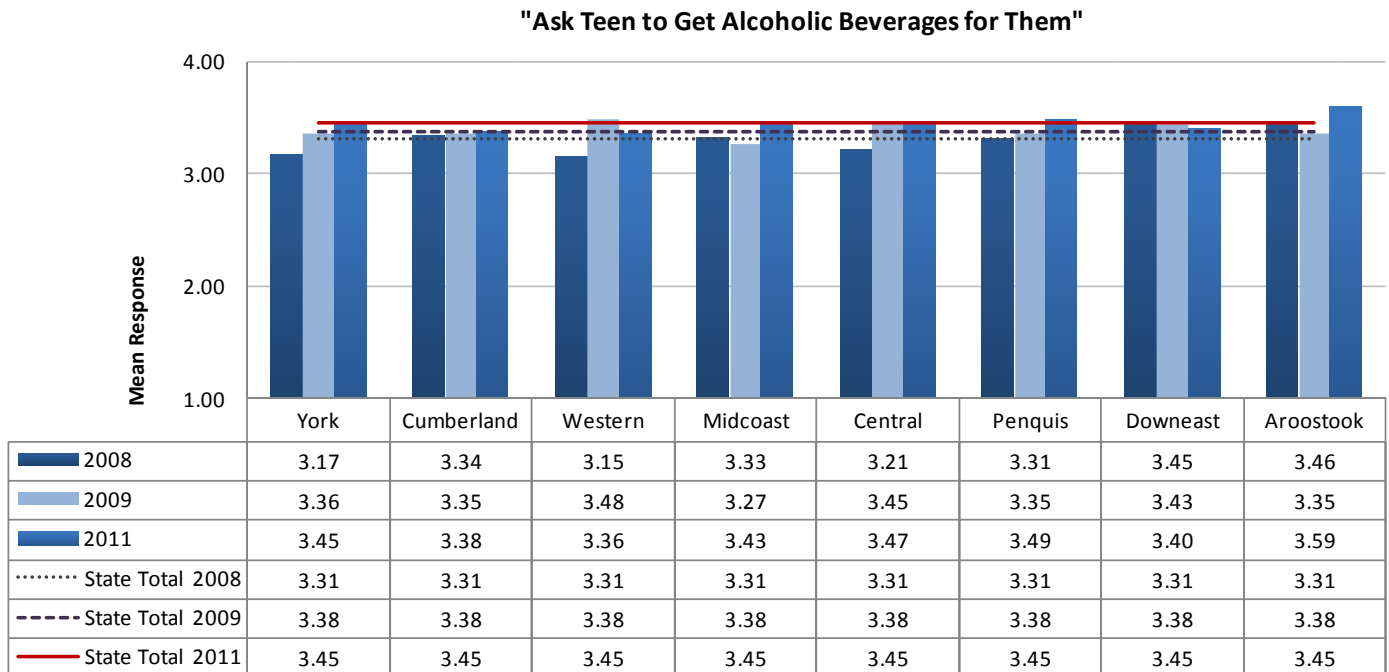
- There are no significant differences between Public Health Districts and the 2011 state average.

#### IV. FINDINGS: PARENTAL INFLUENCE

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

###### **Q27. Ask their teen to get alcoholic beverages for them, such as getting a beer from the refrigerator.**

- Respondents indicated that “asking their teen to get alcoholic beverages for them, such as getting a beer from the refrigerator” (3.45) is the **second least influential parental behavior** on their teen’s drinking decisions of those tested.
- There has been no significant change in the overall mean response from 2009 to 2011.



<b>2011: Ask Their Teen To Get Alcoholic Beverages For Them, Such As, Getting A Beer From The Refrigerator</b>	
Higher	Lower
<ul style="list-style-type: none"> <li>• Mothers (3.48)</li> <li>• Parental alcohol usage: Rarely / Never (3.67)</li> </ul>	<ul style="list-style-type: none"> <li>• Fathers (3.37)</li> <li>• Parental alcohol usage: Monthly / Weekly / Daily (3.33)</li> </ul>

##### Comparisons

- The Aroostook PHD reports the highest level of perceived influence with a mean response of 3.59 while the Western PHD reports the lowest level of perceived influence of this behavior with a mean response of 3.36.

#### IV. FINDINGS: PARENTAL INFLUENCE

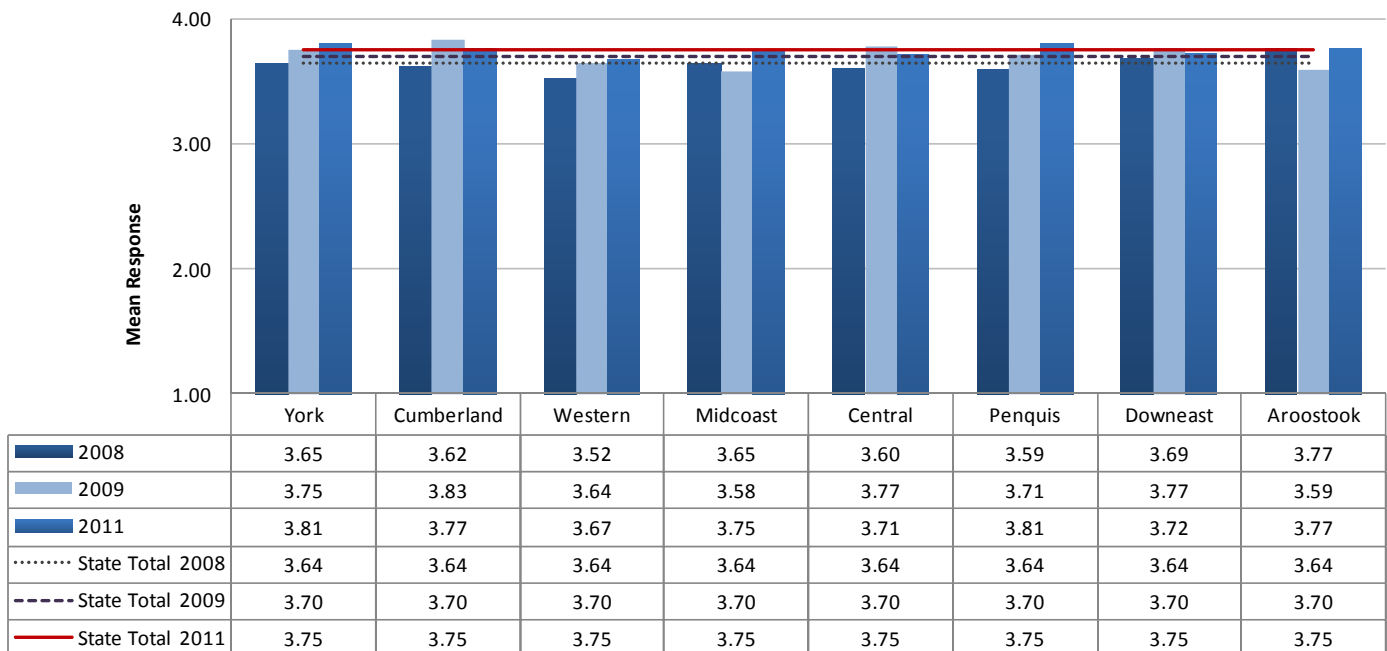
##### Perceived Influence of Specific Parent Behaviors on Teen Drinking Decisions

###### **Q28. Pressure other adults to consume alcoholic beverages in front of their teen.\***

\* 2007 survey question read: "Encourage other adults to have more than one alcoholic beverage in front of their teen."

- Respondents reported that "pressuring other adults to consume alcoholic beverages in front of their teen" (3.75) is the **second most influential parental behavior** on their teen's drinking decisions.
- There has been no significant change in the mean response from 2009 to 2011.

"Pressure Other Adults to Consume Alcoholic Beverages in front of Teen"



##### 2011: Pressure Other Adults To Consume Alcoholic Beverages In Front Of Their Teen

###### Higher

- Parental alcohol usage: Rarely / Never (3.86)

###### Lower

- Parental alcohol usage: Weekly / Daily (3.68)

##### Comparisons

- The mean response for all Public Health Districts is in line with the 2011 state average.
- The mean response for the York and Penquis Public Health Districts appear to be trending upwards.
- The mean response for the Western Public Health District (3.67) is the lowest of all PHDs and York and Penquis Public Health Districts have the highest mean response (3.81).

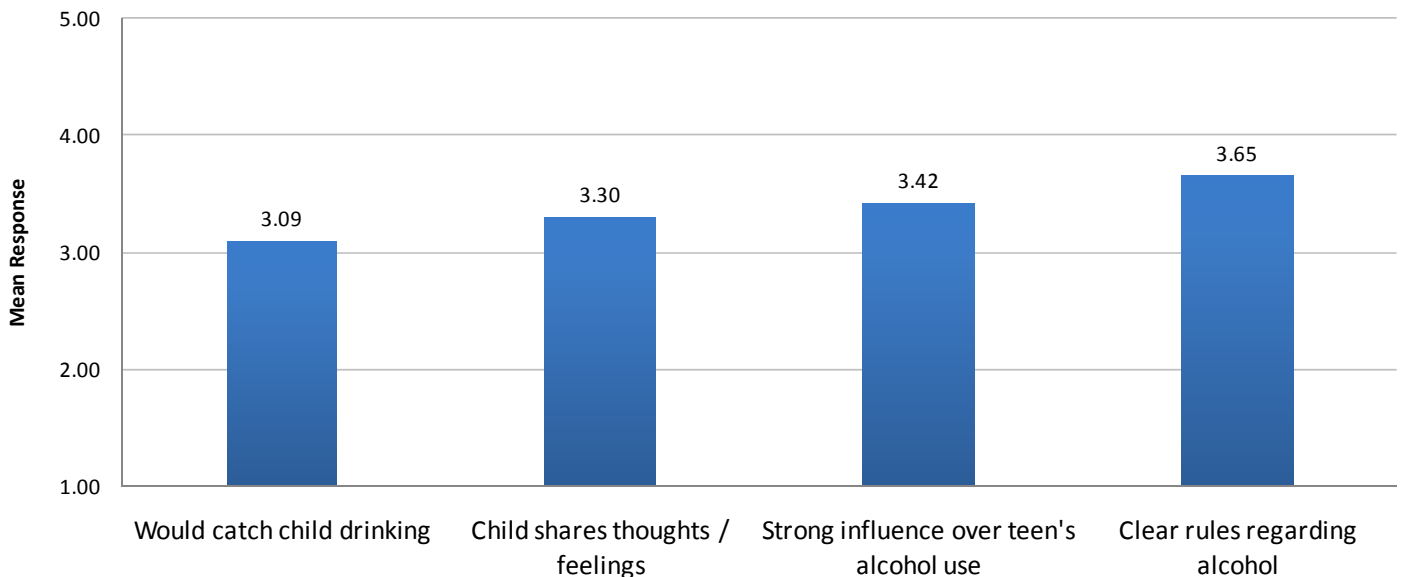
#### IV. FINDINGS: PARENTAL INFLUENCE

##### 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.]*

Scale 1 to 4	1	2	3	4	Don't know	Strongly Disagree / Disagree	Strongly Agree / Agree	Mean
	Strongly disagree	Disagree	Agree	Strongly agree				
29. "My child shares his/her thoughts and feelings with me."	1.3%	5.9%	53.9%	38.4%	0.5%	7.2%	92.3%	3.30
30." If my child drank alcohol without my permission, I would catch her/him."	1.4%	15.2%	54.2%	26.4%	2.8%	16.6%	80.6%	3.09
31. "I have a strong influence over my teenager's behavior relating to alcohol use."	0.4%	2.7%	50.9%	45.5%	0.5%	3.2%	96.3%	3.42
32. "The rules in our family regarding alcohol use are clear."	0.3%	1.7%	30.1%	67.3%	0.7%	2.0% %	97.3%	3.65

**2011: Perceptions of Parent / Child Relationship**



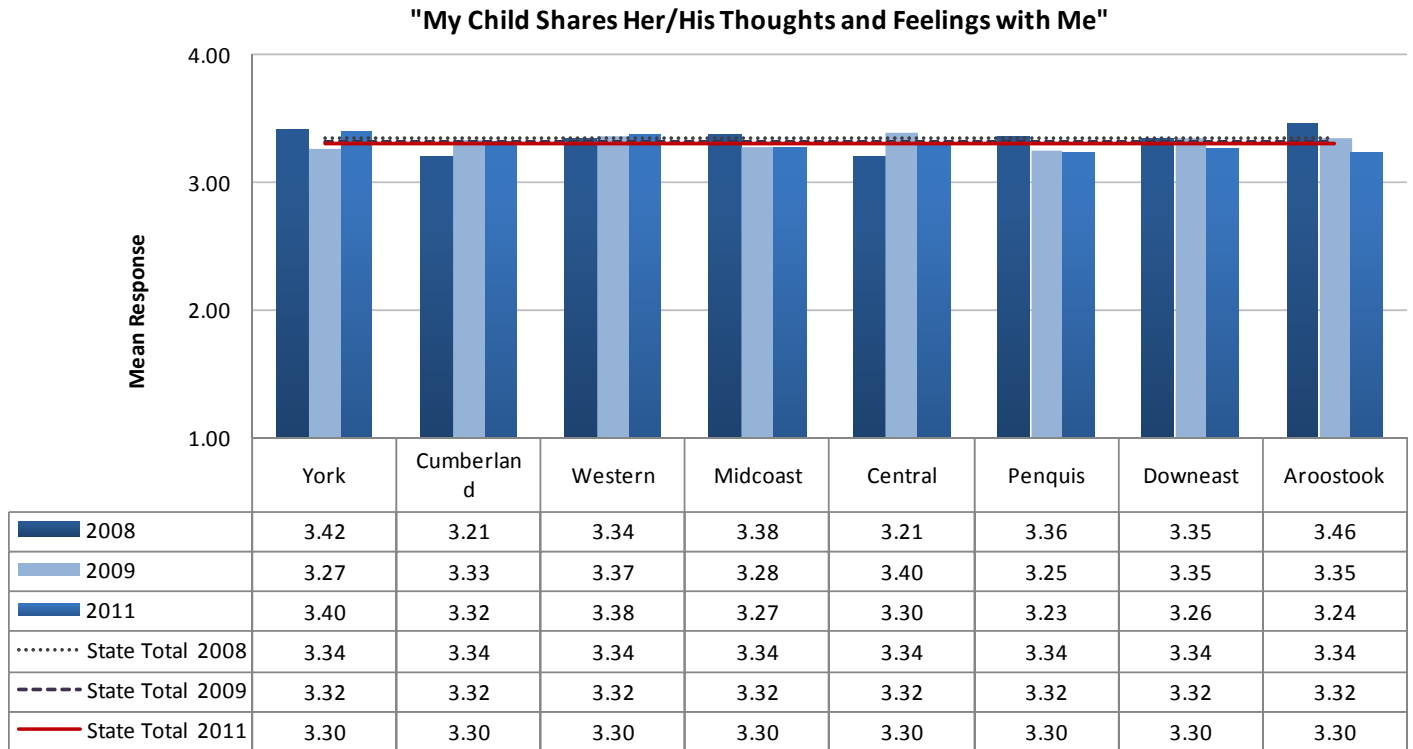
- Respondents indicated that they most strongly agree with the statement that “the rules in [their] family regarding alcohol use are clear” (3.65).
- Respondents agree least strongly with the statement that “if [their] child drank alcohol without [their] permission, [they] would catch her/him” (3.09).
- **The results recorded in 2011 are very similar to both those for 2008 and 2009.**

**IV. FINDINGS: PARENTAL INFLUENCE**

**Parental Perceptions of Parent/Child Relationship (continued)**

**Q29. "My child shares her/his thoughts and feelings with me."**

- Results from 2011 are consistent with 2009.



<b>2011: "My Child Shares Her / His Thoughts And Feelings With Me"</b>	
<b>Higher</b>	<b>Lower</b>
• Mothers (3.34)	• Fathers (3.22)
• Parents of daughters (3.36)	• Parents of sons (3.24)
• Parents whose HH income is less than \$100k (3.27)	• Parents whose HH income is \$100k or more (3.40)

**Comparisons**

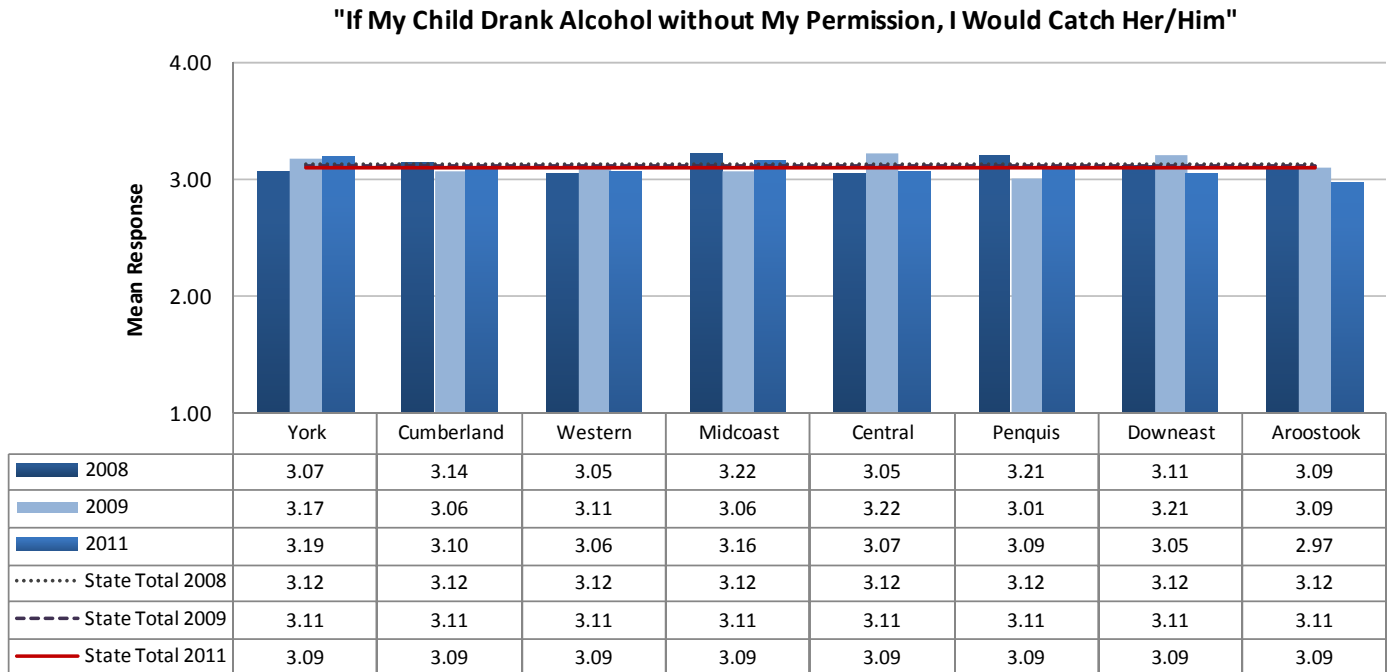
- There are no significant differences between Public Health Districts and the 2011 state average.
- There are no significant differences among individual Public Health Districts.

#### IV. FINDINGS: PARENTAL INFLUENCE

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

**Q30. "If my child drank alcohol without my permission, I would catch her/him."**

- Results from 2011 are consistent with previous year's data. Parents agree with this statement the least of the four statements tested.



**There are no significant differences in 2011 data among demographic subgroups.**

##### Comparisons

- There are no significant differences between Public Health Districts and the 2011 state average.
- Respondents in the Aroostook PHD (2.97) have the least confidence that they would catch their child if they were drinking alcohol without the parent's permission while respondents in the York PHD (3.19) have the highest confidence of the same.

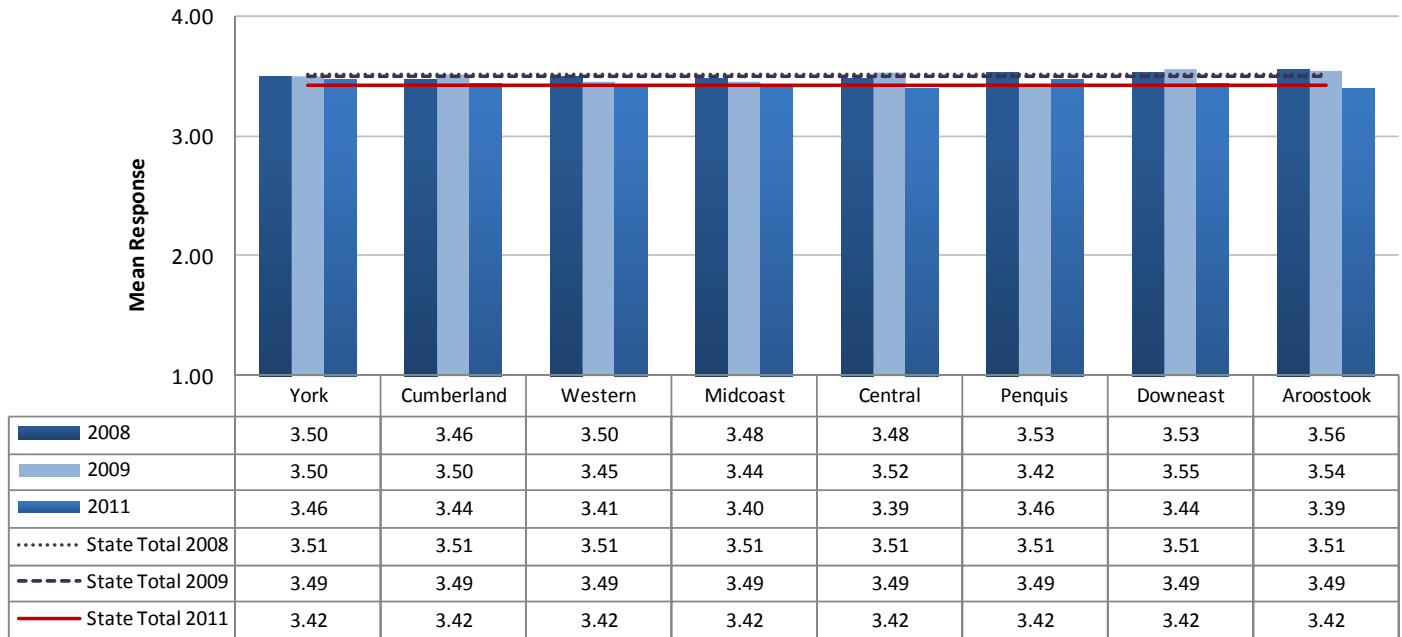
#### IV. FINDINGS: PARENTAL INFLUENCE

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

##### **Q31. "I have a strong influence over my teenager's behavior relating to alcohol use."**

- Results from 2011 are fairly consistent with previous year's data, though they have decreased slightly.

**"I Have a Strong Influence over My Teenager's Behavior Relating to Alcohol Use"**



**There are no significant differences in 2011 data among demographic subgroups.**

##### Comparisons

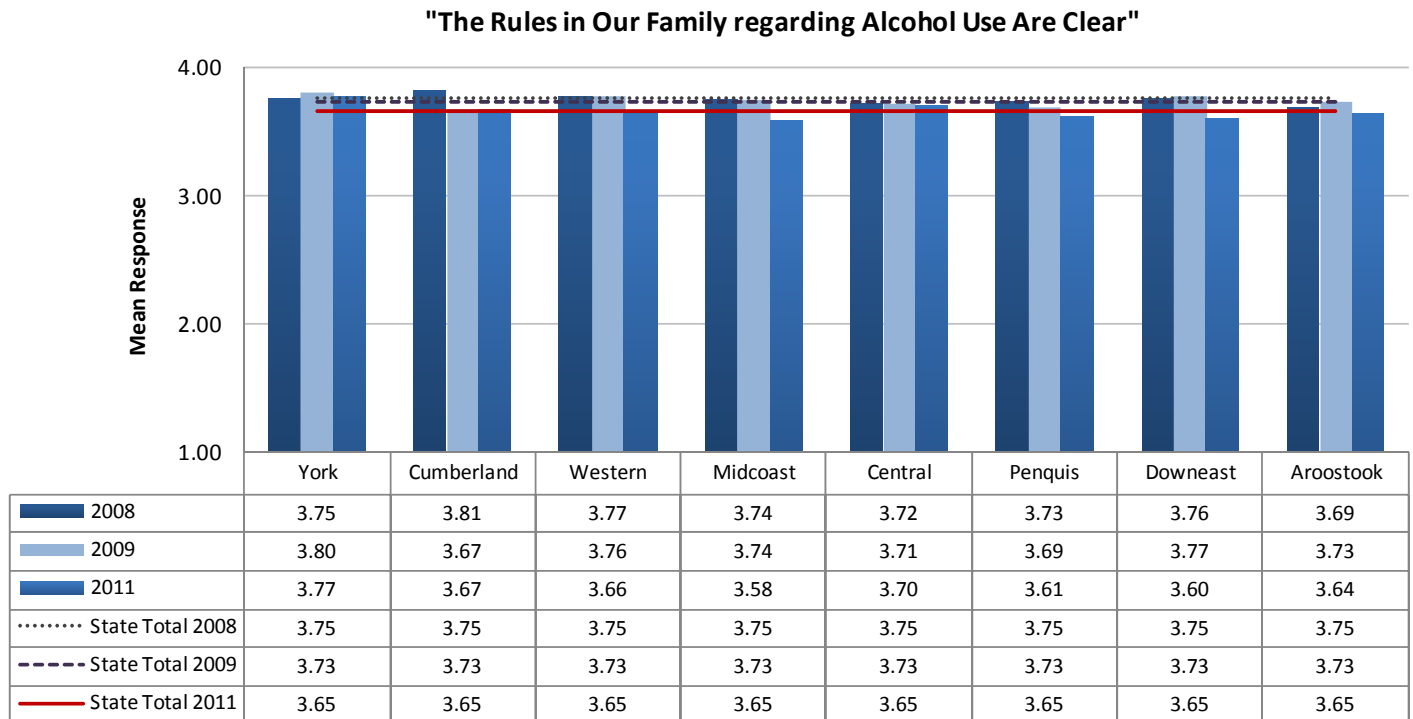
- There are no significant differences between Public Health Districts and the 2011 state average.
- There are no significant differences between previous year's data among individual Public Health Districts. However, there is some indication of a downwards trend.

**IV. FINDINGS: PARENTAL INFLUENCE**

**Parental Perceptions of Parent/Child Relationship (continued)**

**Q32. “The rules in our family regarding alcohol use are clear.”**

- Consistent with 2011, parents most agree with “the rules in our family regarding alcohol use are clear” of all statements tested.



**No significant differences were found among demographic subgroups.**

**Comparisons**

- There are no significant differences between Public Health Districts and the 2011 state average.
- The mean response for the Downeast and Midcoast Public Health Districts has decreased since 2009.

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

##### Honesty about Involvement with Alcohol

**Q33. How honest do you think your child is with you about her/his involvement with alcohol?** [Options were read and rotated.]

- Parents report that their children are very honest with them about their involvement with alcohol.

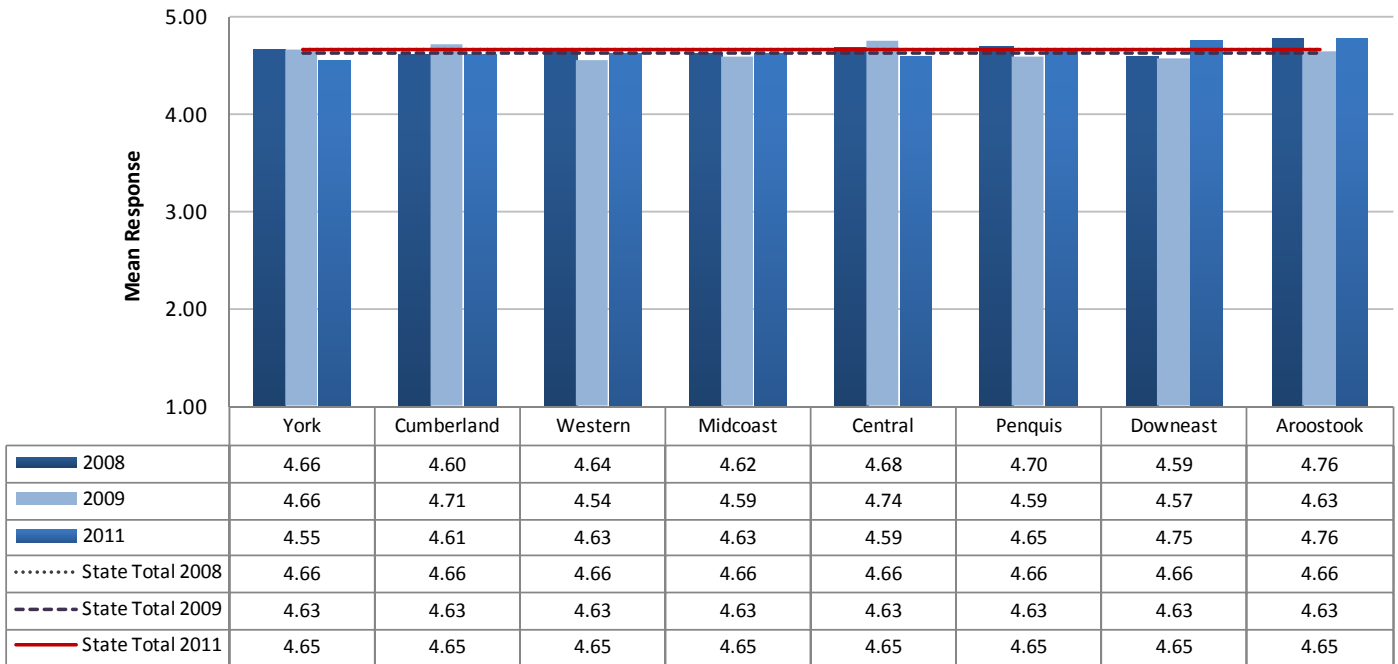
	2002 (N=500)	2003 (N=500)	2004 (N=500)	June 2008 (N=1,200)	December 2009 (N=1,200)	July 2011 (N=1,201)
<b>1 – Not at all honest</b>	0.0%	0.2%	0.0%	0.1%	0.3%	0.6%
<b>2 – Not very honest</b>	1.0%	1.4%	1.0%	0.9%	0.9%	0.7%
<b>3 – Somewhat honest</b>	1.4%	6.6%	5.2%	5.8%	5.3%	4.6%
<b>4 – Mostly honest</b>	18.2%	28.2%	18.0%	19.6%	22.3%	21.3%
<b>5 – Very honest</b>	79.2%	62.6%	75.4%	72.9%	70.6%	71.9%
<i>Don't know</i>	0.2%	1.0%	0.4%	0.8%	0.7%	0.9%
<b>Not very / Not at all honest</b>	1.0%	1.6%	1.0%	1.0%	1.3%	1.3%
<b>Very / Mostly honest</b>	97.4%	90.8%	93.4%	92.5%	92.8%	93.2%
<b>Mean response</b>	4.76	4.53	4.68	4.66	4.63	4.65

2011: Child's Honesty about Involvement with Alcohol	
Higher	Lower
• Parents of daughters (4.69)	• Parents of sons (4.60)
• Parents of middle school students (4.76)	• Parents of high school students (4.59)
• Parents who are married (4.69)	• Single parents (4.45)
• Parental alcohol usage: Never / Rarely (4.70)	• Parental alcohol usage: Weekly / Daily (4.60)

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

**Honesty about Involvement with Alcohol (continued)**

**Honesty of Child with Regard to Involvement with Alcohol**



**Comparisons**

- There are no significant differences between Public Health Districts and the 2011 state average.
- There are no significant differences between the data among individual Public Health Districts.

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

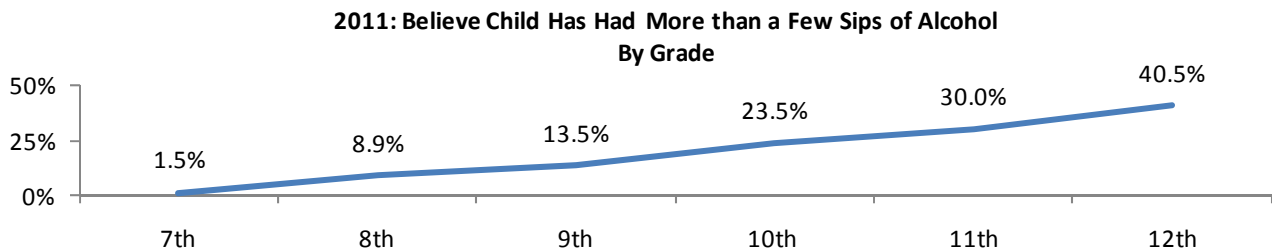
##### Child's Lifetime Alcohol Use

**Q34. Do you think that your child has ever had alcohol, that is, more than just a few sips, in their lifetime?**

- Consistent with previous years data, close to eight in ten parents (79.2%) think their child has never had more than a few sips of alcohol.

	January 2006 (N=500)	June 2007 (N=500)	June 2008 (N=1,200)	December 2009 (N=1,200)	July 2011 (N=1,201)
Yes	23.0%	30.4%	20.8%	19.2%	19.7%
No	75.6%	67.4%	78.0%	79.8%	79.2%
Don't know	1.4%	2.2%	1.2%	1.0%	1.2%

- Parents of 11<sup>th</sup> (30.0%) and 12<sup>th</sup> (40.5%) graders are significantly more likely to think their teen has had alcohol than parents of students in grades 7 through 10.

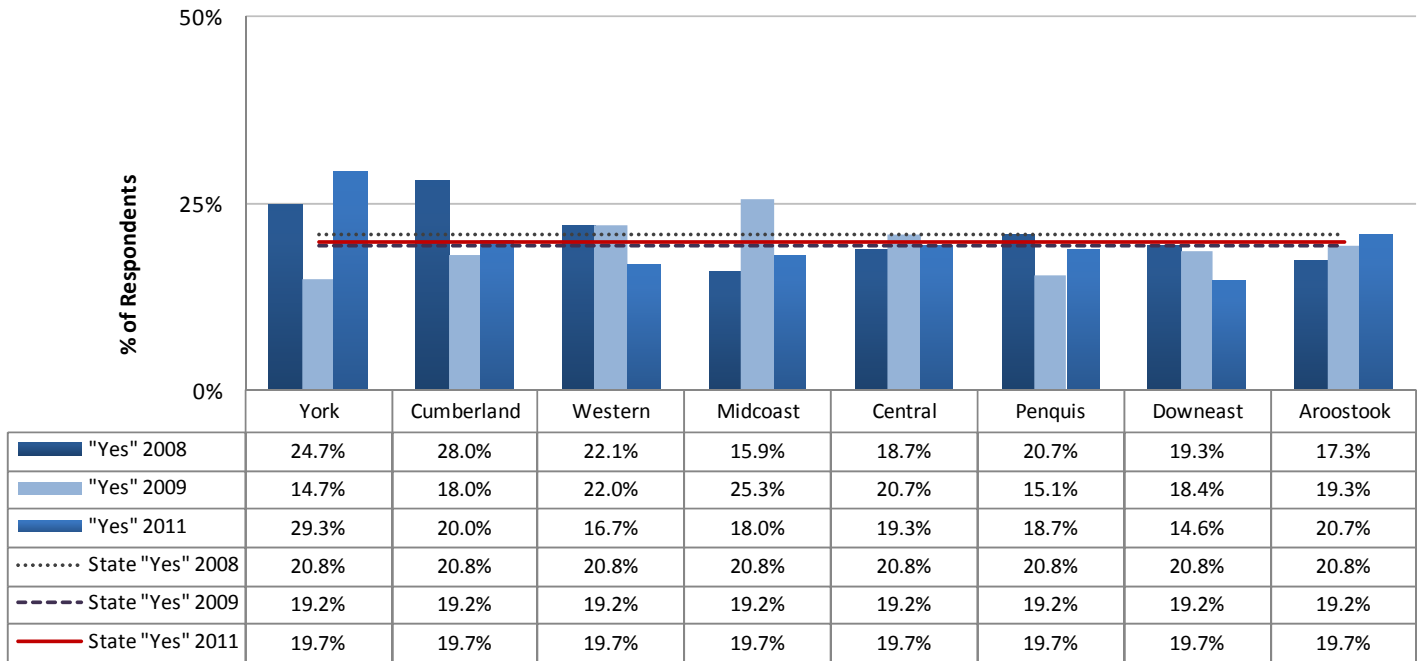


2011: Yes - Child Has Had More than a Few Sips of Alcohol in their Lifetime	
More likely	Less likely
<ul style="list-style-type: none"> <li>• Parents of high school students (26.9%)</li> <li>• Single parents (29.7%)</li> </ul>	<ul style="list-style-type: none"> <li>• Parents of middle school students (5.2%)</li> <li>• Married parents (18.2%)</li> </ul>

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

### Child's Lifetime Alcohol Use

#### Yes - Parent Believes Child Has Had Alcohol in Their Lifetime



### Comparisons

- In the York PHD, three in ten parents (29.3%) believe that their child has had more than a few sips of alcohol in their lifetime. This is greater than any other Public Health District and well above the state average of 19.7%.
- The mean response for the Midcoast Public Health District spiked in 2009 and has returned near to 2008 levels in 2011.

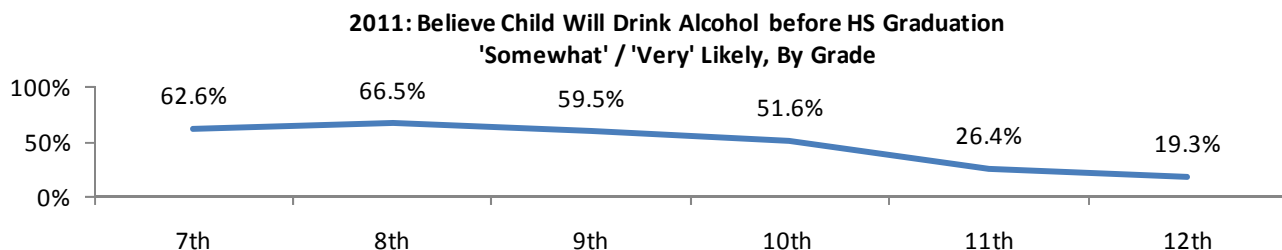
#### IV. FINDINGS: CURRENT & PROJECTED TEEN ALCOHOL USE

##### Child's Future Alcohol Use in High School

**Q34a. 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 (N=385)	June 2007 (N=348)	June 2008 (N=950)	December 2009 (N=970)	July 2011 (N=965)
1 - Very likely	20.0%	13.8%	19.6%	24.4%	17.9%
2 - Somewhat likely	28.8%	27.3%	29.8%	33.4%	32.5%
3 - Somewhat unlikely	18.2%	24.4%	21.1%	17.6%	20.3%
4 - Very unlikely	30.6%	33.6%	27.8%	23.3%	27.3%
Don't know	2.3%	0.9%	1.8%	1.2%	2.0%
Very / Somewhat likely combined	48.8%	41.1%	49.4%	57.8%	50.5%
Very / Somewhat unlikely combined	48.8%	58.0%	48.8%	40.9%	47.6%
Mean Response (1 to 4)	2.61	2.79	2.58	2.40	2.58

- In 2011, the mean response for this question is in alignment with 2008 levels. Approximately half of parents believe their child is 'very / somewhat likely' (50.5%) to drink alcohol before high school graduation while the other half believes their child is 'very / somewhat unlikely' (47.6%).



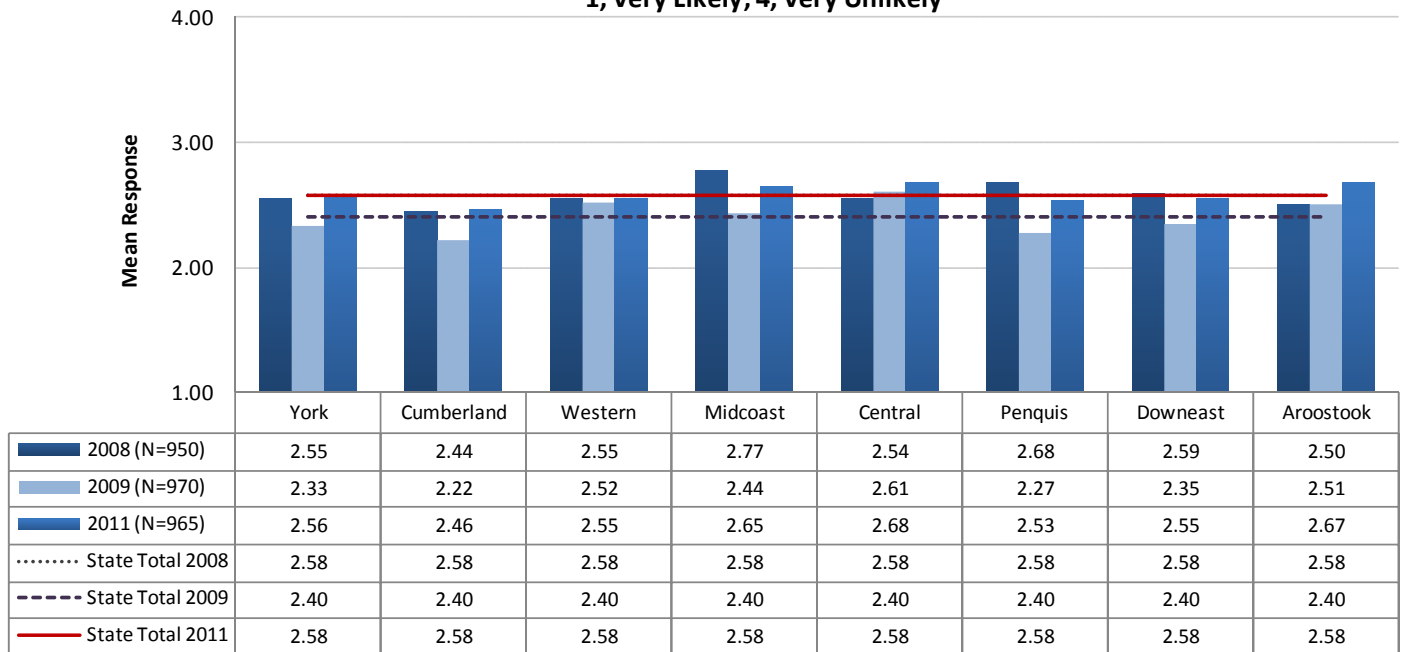
- Of parents who do not believe or who do not know if their child has consumed more than a few sips of alcohol, those of students in lower grades report a greater likelihood that their child will drink alcohol before they graduation from high school. Six in ten parents of seventh graders (62.6%) believe their child is 'somewhat' or 'very' likely to drink alcohol, other than a few sips, before HS graduation whereas only one twenty percent of twelfth grade (19.3%) and one quarter of eleventh grade (26.4%) parents report the same. This indicates a more realistic outlook among parents of younger teens of the potential for their child to drink alcohol before HS graduation.

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

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

2011: Child's Likelihood to Use Alcohol in High School	
Believe Child is <i>Less Likely</i> (Higher mean)	Believe Child is <i>More Likely</i> (Lower mean)
• Parents aged 45 or older (2.73)	• Parents aged 44 or younger (2.38)
• Parents of daughters (2.66)	• Parents of sons (2.50)
• High School (2.81)	• Middle School (2.23)
• Parental alcohol usage: Rarely / Never (2.92)	• Parental alcohol usage: Weekly / Daily (2.39)
• Parents whose household income is less than \$50k (2.77)	• Parents whose household income is \$50k or more (2.48)

**Likelihood Child Will Drink Alcohol before Graduating\***  
1, Very Likely; 4, Very Unlikely



\* Asked of parents who indicated that their child has not had or do not know if their child has ever had alcohol.

##### Comparisons

- There are no significant differences between Public Health Districts and the 2011 state average.

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

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

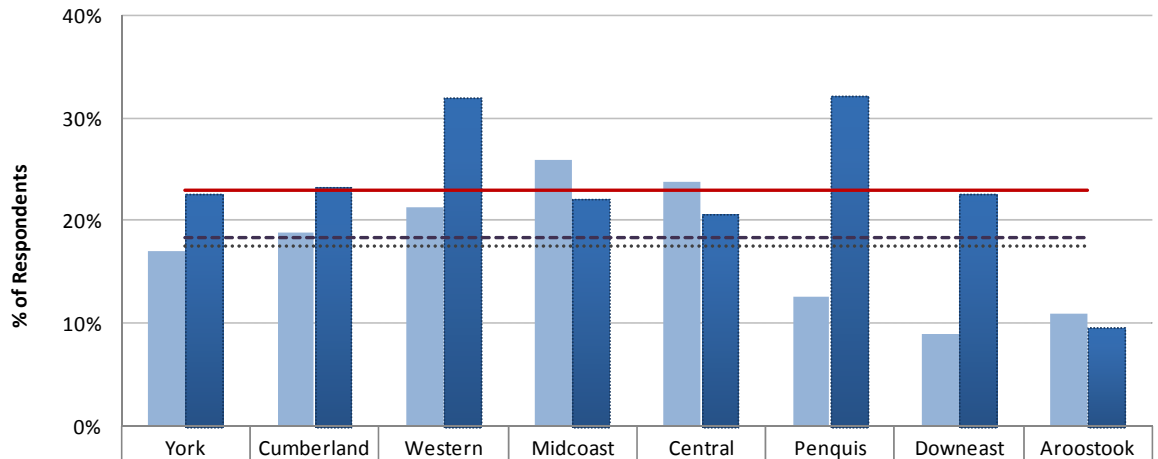
**Q35. Do you think that your child has had more than a few sips of alcohol in the past 30 days? [Asked of parents who indicated that their child has had alcohol, other than a few sips, in their lifetime.]\***

	January 2006 (N=115)	June 2007 (N=152)	June 2008 (N=250)	December 2009 (N=230)	July 2011 (N=236)
Yes	27.0%	25.7%	17.6%	18.3%	22.9%
No	66.1%	70.4%	80.4%	78.7%	73.3%
Don't know	7.0%	3.9%	2.0%	3.0%	3.8%

\*2006/2007 survey question read: "Do you think that your child has had any alcoholic beverages in the past 30 days?"

- The percentage of parents (n=236) who believe their child has had alcohol in the past 30 days has increased by a 5.3 percentage points since 2008.

**Yes - Parent Believes Child Has Had Alcohol in Past 30 Days\*-**



Yes (2008 & 2009 Combined)	16.9%	18.8%	21.2%	25.8%	23.7%	12.5%	9.0%	10.9%
Yes (2011)	22.7%	23.3%	32.0%	22.2%	20.7%	32.1%	22.7%	9.7%
State "Yes" 2008	17.6%	17.6%	17.6%	17.6%	17.6%	17.6%	17.6%	17.6%
State "Yes" 2009	18.3%	18.3%	18.3%	18.3%	18.3%	18.3%	18.3%	18.3%
State "Yes" 2011	22.9%	22.9%	22.9%	22.9%	22.9%	22.9%	22.9%	22.9%

\* Asked of parents who indicated that their child has had alcohol, or who do not know if their child has ever had alcohol. -2008 and 2009 data has been combined due to small sample sizes for each Public Health District.

##### Comparisons

- Due to the small sample size of PHDs, comparisons of results between Public Health Districts and over the past survey periods should be made with caution.

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

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##### Child's Binge Drinking Behavior

**Q36. 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)	December 2009 (N=42)	July 2011 (N=54)
Yes	9.7%	15.4%	0.0%	23.8%	14.8%
No	83.9%	82.1%	97.7%	76.2%	79.6%
Don't know	6.5%	2.6%	2.3%	0.0%	5.6%

- The percentage of respondents who **do not** think their child has had five or more alcoholic beverages on any one occasion in the past two weeks has remained steady since 2009. However, benchmarking the results is difficult due to small sample size.

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

##### Child's Future Binge Drinking Behavior

**Q36a. 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]**

Scale 1 to 4	January 2006 (N=497)	June 2007 (N=494)	June 2008 (N=1,200)	December 2009 (N=1,190)	July 2011 (N=1,193)
1 - Very likely	9.9%	7.7%	6.7%	7.7%	6.1%
2 - Somewhat likely	15.1%	18.0%	14.5%	21.6%	18.3%
3 - Somewhat unlikely	22.7%	21.7%	21.1%	24.9%	22.4%
4 - Very unlikely	49.5%	51.2%	55.4%	43.4%	50.5%
Don't know	2.8%	1.4%	2.3%	2.4%	2.7%
Very / Somewhat likely combined	24.9%	25.7%	21.2%	29.3%	24.4%
Very / Somewhat unlikely combined	72.2%	72.9%	76.5%	68.3%	72.9%
Mean Response (1 to 4)	3.15	3.18	3.28	3.07	3.21

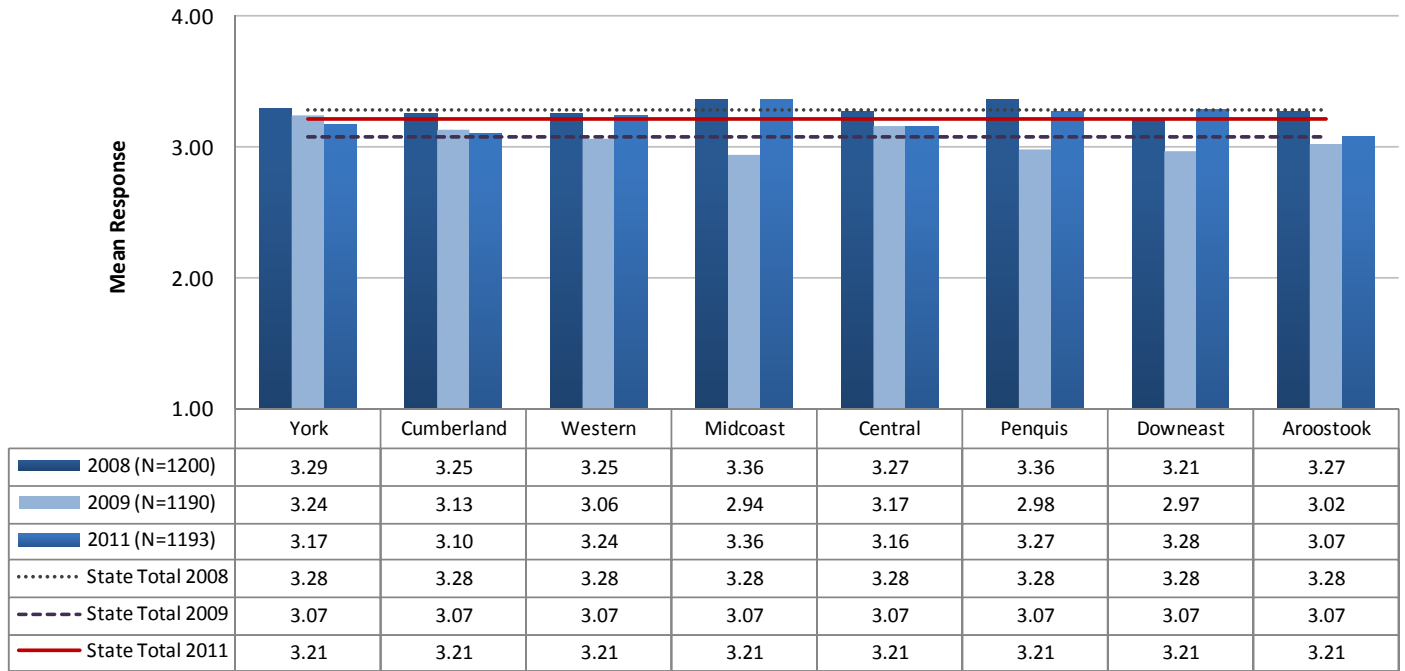
- The mean response for this question decreased in 2009 and then increased in 2011 to be consistent with 2008 data. In 2011, parents rated their child's likelihood to consume five or more alcoholic beverages at one time before high school graduation as a 3.21 on a four point scale – meaning that they believe their child is 'somewhat unlikely' to do so.

Child's Future Binge Drinking Behavior (Mean)	
Believe Child is <i>Less</i> Likely (Higher mean)	Believe Child is <i>More</i> Likely (Lower mean)
• Parents aged 45 or older (3.29)	• Parents aged 44 or younger (3.09)
• Parents of daughters (3.34)	• Parents of sons (3.07)
• Parents of high school students (3.31)	• Parents of middle school students (2.99)
• Parental alcohol usage: Rarely / Never (3.37)	• Parental alcohol usage: Weekly / Daily (3.11)
• Parents with a HH income less than \$50k (3.31)	• Parents with a HH income \$50k or more (3.16)

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

**Child's Future Binge Drinking Behavior (continued)**

**Likelihood Child Will Drink 5+ Alcoholic Beverages before Graduating\***



**Comparisons**

- There are no significant differences between Public Health Districts and the 2011 state average.
- The mean responses for the Midcoast, Penquis and Downeast Public Health Districts decreased between 2008 and 2009 and increased between 2009 and 2011.

#### IV. FINDINGS: COMMUNICATION / OUTREACH

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

**Q37. Over the past 12 months, have you seen or heard any information about underage drinking? If so, where did you see or hear the information? [Unaided]\***

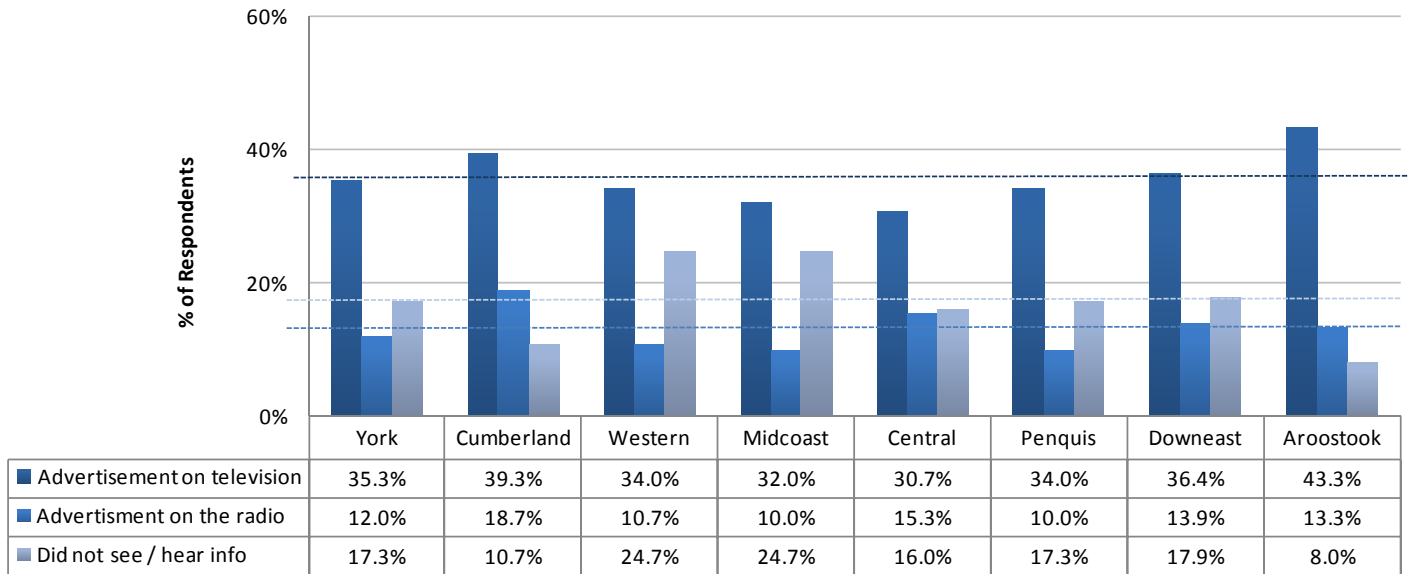
<b>Top Answers</b>	<b>December 2009 (N=1,200)</b>	<b>July 2011 (N=1,201)</b>
Advertisement on television	45.8%	35.6%
Advertisement on the radio	16.2%	13.0%
School meeting / event	16.0%	16.8%
Newspaper / magazine article	16.0%	15.2%
From children / Children's friends	6.5%	7.8%
Internet	4.3%	4.9%
Other parents / Word of Mouth	4.0%	4.2%
Did not see / hear any information	14.7%	17.1%

*\*The structure of this question was changed in 2009; thus comparison to previous years is not possible.*

**IV. FINDINGS: COMMUNICATION / OUTREACH**

**Awareness of Public Information Regarding Underage Drinking (continued)**

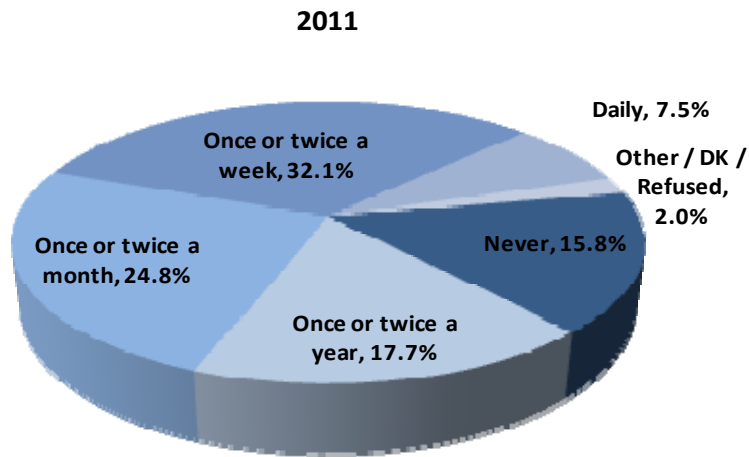
**2011: Awareness of Public Information Regarding Underage Drinking**



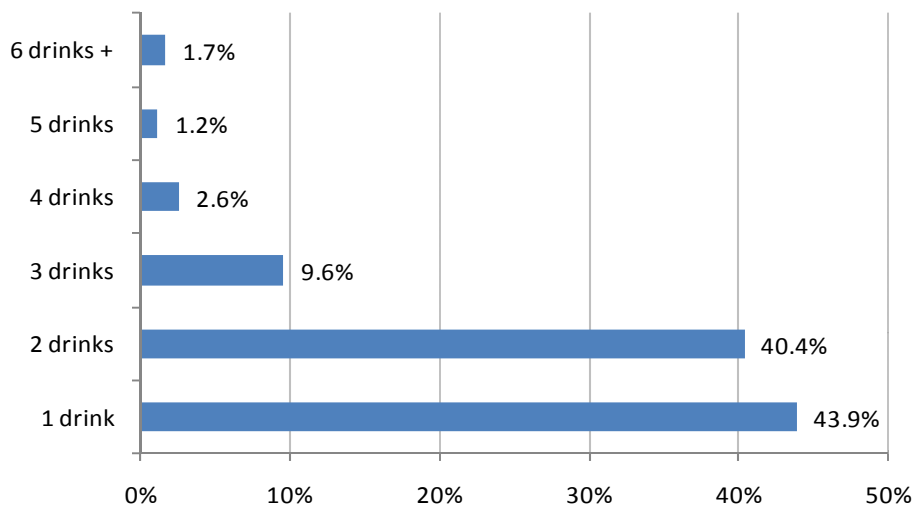
- The response for “advertisement on television” in the Aroostook Public Health District (43.3%) was slightly higher than the 2011 state average (35.6%).

**V. DEMOGRAPHICS**

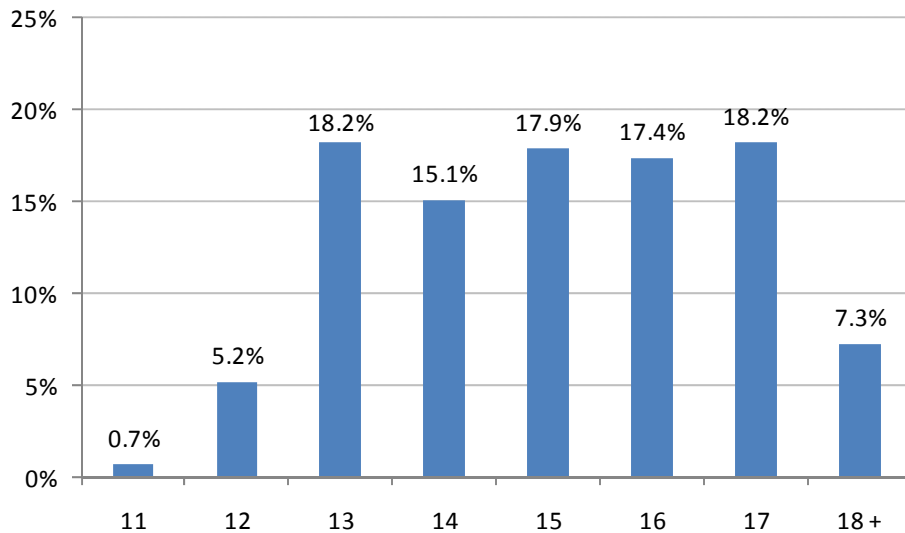
**Frequency of Drinking Behavior by Adult Member of Household who Drinks Most Often**



**Average Number of Alcoholic Drinks Consumed by Adult Member of Household who Drinks Most Often**

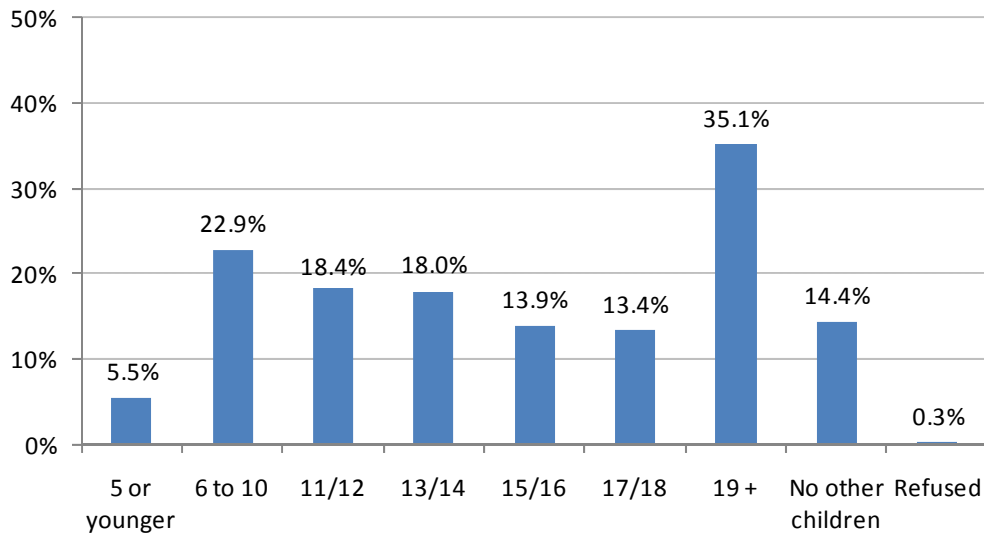


**Age of Child**

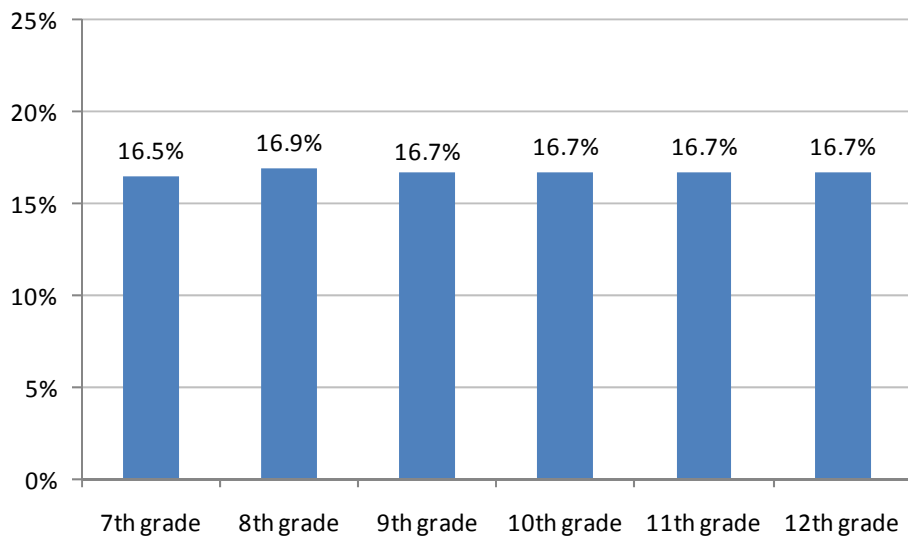


## V. DEMOGRAPHICS

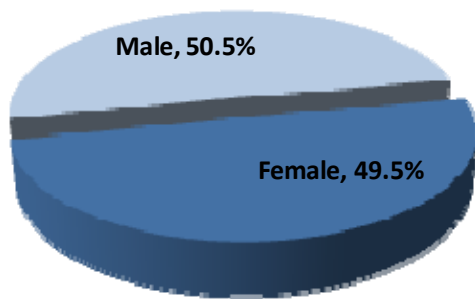
### Age of Other Children [Multiple Responses]



### Grade of Child

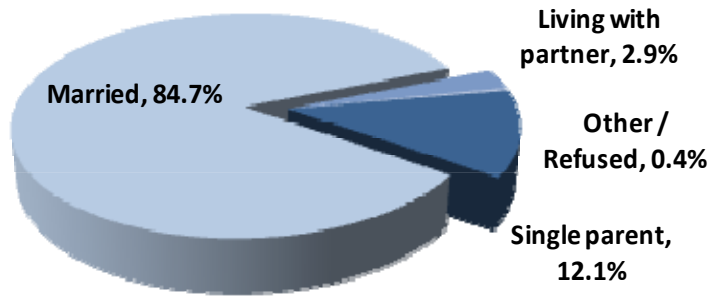


### Gender of Child

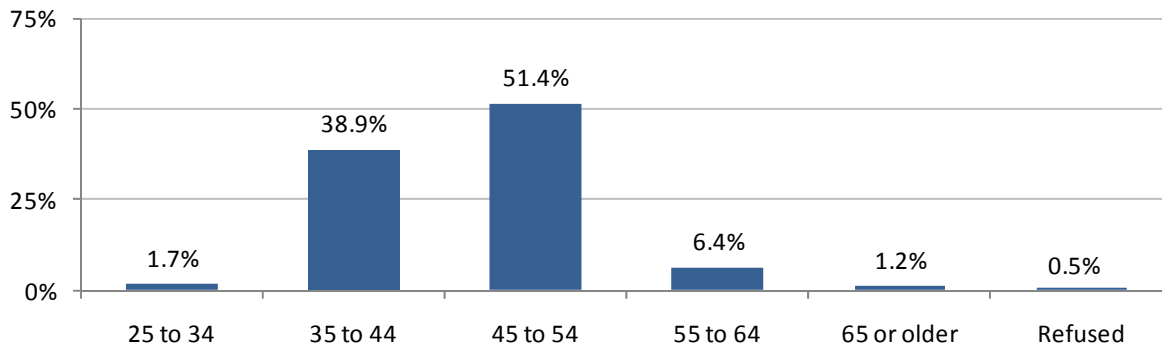


## V. DEMOGRAPHIC QUESTIONS

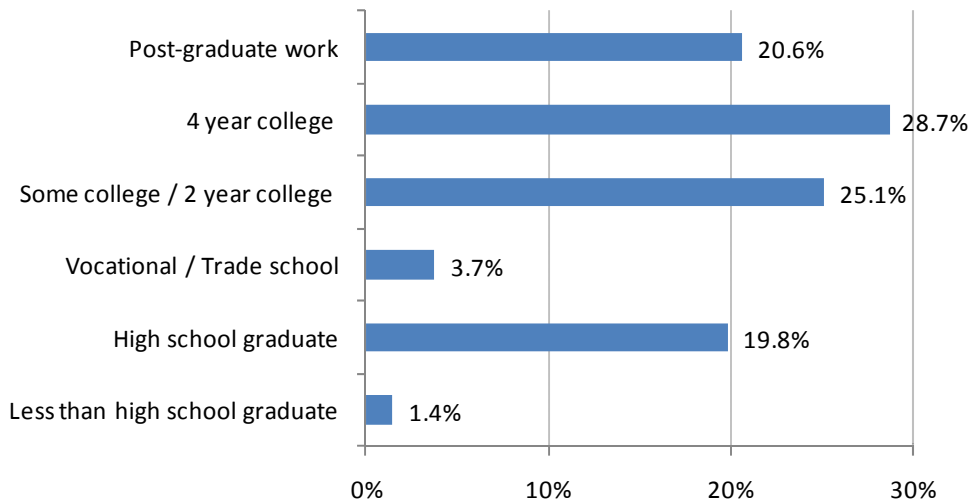
### Living Situation



### Age of Respondent



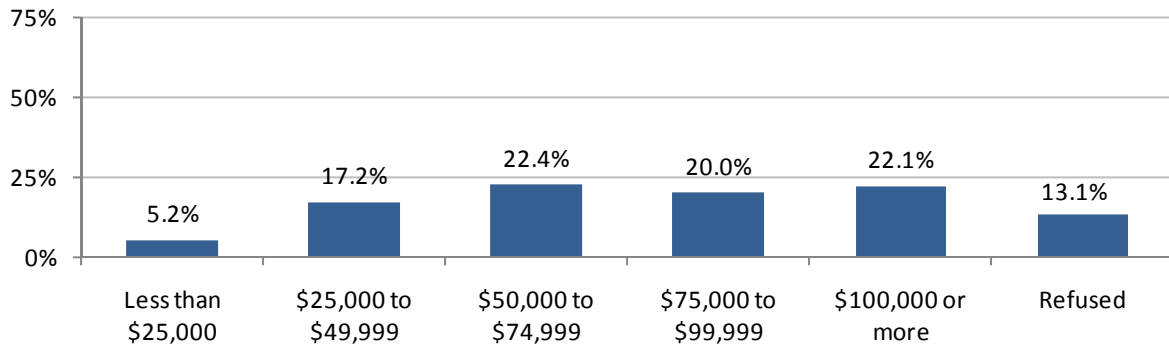
### Education



## V. DEMOGRAPHIC QUESTIONS

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### Income



### Gender of Respondent (Parent)

