

2010 Community Survey Report Madison, Connecticut

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This survey was open to parents and other adults in Madison, Connecticut. It was conducted under the sponsorship of the Madison Alcohol and Drug Education Coalition (M.A.D.E. in Madison). The questions in the survey are worded, where appropriate, to be equivalent to questions in the Search Institute youth survey, which was given in 2010 to middle school and high school youth. Community surveys similar to this one have been given in several other towns in Connecticut. The author is grateful to M.A.D.E. members who suggested and refined questions in this survey.

The author acknowledges the efforts of coalition members who organized the successful community-wide effort to administer the survey – especially Laurie Ruderfer and Marcy Beatty. Special thanks are extended to the many Madison adults – both parents and non-parents – who shared their experiences and opinions. All results of the survey are strictly anonymous; it would be impossible to ascribe responses to particular individuals.

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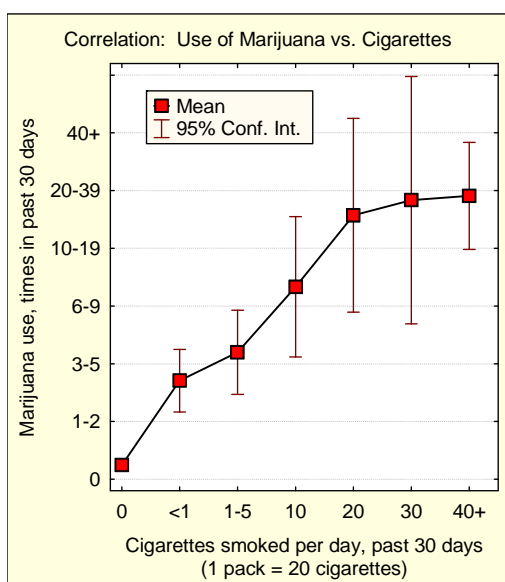
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SUMMARY

Adult residents of Madison, Connecticut, participated in a survey concerning substance use by youth in their community. Parents were asked about their oldest school-aged child, and both parents and non-parents were asked about knowledge and perceptions of substance use. The survey was conducted on-line using SurveyMonkey.com®, and was open from November 19, 2010, and January 15, 2011. A total of 408 residents logged on to the survey, representing about 2.3% of the Madison population in the 2000 U.S. Census, and 347 (85%) of the responses were suitable for inclusion in the analysis. Approximately 50 parents are included in each grade interval – preK-5, 6-8, 9-10, and 11-12 – as well as 146 non-parents. Sampling errors were calculated to be between $\pm 7.1\%$ and $\pm 11.8\%$. Weighting was used to correct prevalence data of parents, to reflect differences between youth and parent reports of time spent after school without an adult present. The rationale of this weighting strategy is described.



Parents were asked whether they thought their child had used alcohol, cigarettes or marijuana in the previous 30 days. Prevalences are compared to prevalences youth in the same grades had reported on their 2009 Search Institute survey. Parents underestimated alcohol use of youth in all three grade groups, 6-12. With both cigarettes and marijuana, youth in grades 9-10 reported more use than parents perceived, but parents were more aware of usage by youth in grades 11-12. There was a highly significant correlation between smoking cigarettes and the use of marijuana (see graph), reported by youth in their 2009 survey. Most youth reported using neither. There is also a correlation between use of alcohol and marijuana, but not as strong.

Parents perceived much higher risk of harm from drinking alcohol, and somewhat higher risk from using marijuana, than youth reported, but both parents and youth thought smoking a pack of cigarettes per day is very risky. Prevalences of most substance-related issues increased with increasing age, such as availability. Fathers perceived that marijuana, other illicit drugs, and prescription drugs were more readily available than mothers did. Parents in Madison indicated all substances to be more available than reported by parents in five other demographically similar towns used for comparisons. Madison parents felt there is higher risk from regular drinking than parents in the other towns, but perceptions of risk from cigarettes and marijuana were similar.

There were highly significant differences of perceptions in comparison different areas within Madison. Respondents were asked which of the three Madison elementary schools served their neighborhood. Parents living near Ryerson School reported more time spent by their children after school with an adult, more use of all substances, lower perception of risk from marijuana or occasional alcohol, and somewhat more leniency toward cigarettes.

Parents were asked about situations in which underage drinking might be permissible, and except for religious ceremonies and possibly special family occasions, about 90% of parents felt that it is never permissible, even if the youth is not allowed to drive afterwards. Adults were asked about sources of information on underage drinking, and responses serve as a baseline to gauge effects of future endeavors.

METHODS

The survey of adults – parents and non-parents – given in Madison in 2010 was similar to the one given recently in Fairfield and in other Connecticut towns over the past few years. The survey was available primarily on-line, using the SurveyMonkey.com® internet service. A copy of the survey is included as an appendix to this report. This survey was open to all Madison residents, and was therefore not a random sample of the community. In an attempt to avoid self-selection bias, at least among parents, tabulated values (except for demography) are weighted according to hours spent after school with an adult present. The rationale and manner of the weighting protocol are fully described in Results.

Open surveys are subject to false entries. To correct for this possibility, “extreme” answers to up to 54 survey questions were totaled, and the scores were examined for outliers – i.e., scores more than 3 standard deviations above the mean. None were found, and no surveys were excluded on this basis. An example of an “extreme” answer would be “Often” to any of the choices to the question, “Where do you think Madison underage youth who drink get their alcoholic beverages?” The average score was 3.73, with a standard deviation of 2.42.

The internet protocol (IP) address of each respondent is recorded in SurveyMonkey. Only 4 sites contributed more than one or two surveys, accounting for 28 surveys total, and none were flagged as having unusual patterns of responses. Of the 408 total responses, 61 (15.0%) were not sufficiently complete to be included in tables or analysis. There were 347 analyzable responses.

Respondents were asked whether they have a school-aged child. If the answer was yes, the parent was asked about his/her oldest child who was enrolled, or eligible for enrollment, in grade 12 or below in 2009-10. Non-parents were diverted to a set of questions starting at #21 (see Appendix), asked of all adults. One set of tables compares responses of parents vs. non-parents.

Parents were asked about drinking by their child’s classmates, choosing one of six numeric ranges. From prevalences in each “bin”, grade-specific medians were estimated by linear interpolation. The median is the usage level estimated by 50% of respondents.

$$M = X_2 - \frac{(Y_2 - 50) \times (X_2 - X_1)}{(Y_2 - Y_1)}, \text{ where}$$

M = Estimated median social norm usage

X_1, X_2 = Mid-intervals of survey choices corresponding to Y_1, Y_2 , where $X_2 > X_1$ and

Y_1, Y_2 = Cumulative % of respondents, where $Y_2 \geq 50 \geq Y_1$

To help place Madison results in context, comparisons are made with five other Connecticut towns in Demographic Reference Groups A and B (Madison is DRG-B) surveyed from 2007 to 2010.

Comparisons are limited to key questions which were asked with the same wording. Table 22 provides demographics for the 5 comparison towns, and Table 23 compares the five towns with Madison.

Statistics for these comparisons were not computed.

Parental perceptions are compared with behavior reported by the youth themselves. The complete data set was kindly made available by Search Institute from their Madison student survey in December, 2009 [Developmental Assets: A Profile of Your Youth. Results from the Search Institute Survey, December 2009]. There is no direct match, youth to parent, but both samples were drawn from the same population, and values may therefore be compared. All analysis was conducted in Statistical v8 (StatSoft, Tulsa, OK), with organizing of data and formatting of tables in Microsoft Excel® and Word®. The final report was converted to a pdf file using Adobe Acrobat® v8.

RESULTS

Section 1: Demographics

Parents in the Town of Madison, Connecticut, were asked to complete a survey regarding alcohol, tobacco, and drug use by their oldest school-age child and by other youth in their community. The survey was also open to non-parents, who were asked about their attitudes and knowledge of youth substance abuse. The survey sample consisted of 347 analyzable responses, divided approximately equally (46-58 surveys) among 4 parent groups (with children in grades K-5, 6-8, 9-10, and 11-12), with 146 non-parents (Table 1). The Town of Madison is 96.6% Caucasian, according to the 2000 U.S. Census. The sample was 95.5% Caucasian, and no analysis by Race was attempted (Table 2). Parents of girls and boys were approximately equally represented, but mothers outnumbered fathers among respondents by about 3:1 (Tables 3, 4). Most families had more than one child in school, and there are two parents in about 90% of homes. Most parent respondents were in the age range of 25-64, and almost all respondents aged 65 and older were not currently parents. Respondents were asked which of the 3 Madison elementary schools is closest to their home. There were sufficient within each of the districts to allow analysis by approximate regions within Madison (Table 4).

Section 2: Weighting of Results

As mentioned in Methods, weighting of the analysis is necessary to reduce possible effects of selection bias among survey respondents. The weighting tool chosen is the amount of time regularly spent after school without an adult present, for two reasons. Times reported by youth and by parents should be factual rather perceptual, although some misestimation cannot be ruled out. Secondly, the more time a youth spends without adults, the more likely is their use of substances. In the Madison surveys, youth reported much more frequent alcohol consumption than the parents perceived (Table 5), and youth also reported spending more time after school without adults (Table 6). When the relationship between drinking and time without adults was explored using youth survey raw data [**], there was a clear correlation in all grades (Table 7). For example, drinking 3 or more times in the past 30 days by youth in grades 7-8 was almost entirely limited to those who spend more than 4 hours without adults, and only 43% of youth in grades 11-12 who spent more than 4 hours without adults were alcohol-free in the previous 30 days.

Parental perceptions of their children's drinking were tabulated without weighting (Table 8). Weights (W) were calculated as grade-specific ratios, $W = Y_{ij} / P_{ij}$, where Y=hours without adults reported by youth, P by parents, i = hours response category, j = grade, and W=1 if any data missing. Weighted results for recent alcohol consumption (Table 9) are much closer to prevalences reported by youth (Table 5) than unweighted prevalences (Table 8). Based on these results, these weights were used for all tables in Section 3-7. The implication is that parents of more at-risk youth are less willing to take the survey, so their responses are given more weight.

Section 3: Adult Practices and Perceptions

Results of key parameters are tabulated by four grade-groups, for all parents, and for non-parents where applicable (Tables 10-18). Substance-related measures like riding with a drinking driver and availability of substances, increased with increasing age of the child (Tables 11, 12). Perceived risk of harm, in contrast, was similar among parents of all aged children, and among non-parents (Table 14). Parents felt that the most important influences on youth drinking are family expectations and influence of parents and

friends. The least effective influences, in their view, were school programs, ads identifying risks, and community-wide prevention efforts (Table 13). Questions about familiarity with the Connecticut social host statute, and with recent research on effects of alcohol on the adolescent brain, were asked. Parents of younger children were not yet universally aware of the social host law, but almost all were at least somewhat aware of research results. There was some skepticism and need for more information about the vulnerability to alcohol of the developing brain up to age about 25 (Tables 15, 16).

Except for religious ceremonies and possibly special family occasions, about 90% of parents felt that underage drinking is never permissible, even if the youth is not allowed to drive afterwards. Some non-parents felt that an alcoholic beverage at mealtime is acceptable rarely or sometimes, and that drinking may be a “rite of passage” into adulthood (Table 17). All respondents were asked about their familiarity with various community programs and M.A.D.E. activities (Table 18). The recorded prevalences may be useful as a baseline against which to measure the profile of future communication activities by the coalition.

Section 4-7: Comparisons.

Section 4. Parents vs. Youth Some comparisons between reports from the youth survey, and perceptions from the parent survey (with and without weighting), have already been mentioned in Section 2. Parents underestimated prevalence of the use of all three substances if their child was in early high school, grades 9-10. Perceptions of parents of youth in grades 11-12 were accurate for use of marijuana, but underestimates for alcohol and cigarettes (Table 19). Parents overestimated the prevalence of their child riding with a driver who had been drinking (Table 20), but there is some confusion about whether the question was interpreted the same by parents and youth, to include parents who may have had a glass of wine with a meal, for example. Parents and youth were in substantial agreement about the risk of harm from smoking cigarettes, but both alcohol and marijuana were deemed more risky by parents than by youth (Table 21). Only the two extremes are shown in the table (no risk and great risk).

Section 5. Madison vs. DRG-A,B Town. Five Connecticut towns which are demographically similar to Madison (Demographic Reference Group A and B), and in which community surveys have been given in the past 2-3 years, are compared to Madison (DRG-B) in Section 5. Demographics are in Table 22, and selected questions are compared in Table 23. Estimates of cigarette and alcohol use in the past 30 days were similar in Madison and other towns, but more Madison parents had family rules discouraging smoking and drinking. Patterns of parental perceptions of availability of substances were different in Madison, with parents of younger children thinking them less available, and parents of older children thinking them more available. Madison parents reported that their children spend more time after school without adults.

Section 6. Areas of Madison. A question was included in the Madison survey about which elementary school served their neighborhood (Island, Jeffrey, or Ryerson), in order to determine if any area of town differed significantly from the rest. Numbers of respondents in each of the four categories (including “Don’t Know”, which was mostly answered by non-parents) (Table 4) were sufficient to conduct statistical analyses. All variables in the dataset were analyzed for statistically significant differences among areas of town, and those which were significant at the $p < 0.01$ level are reported in Table 24, plus a few related variables. (A significance of $p < 0.01$ means that the probability that all the groups are really the same, within random variability, is less than 1 in 100.) More parents in the area near Kathleen Ryerson School reported that their children spent longer times after school without adults, and that the 30-day use of substances by their children was greater, than other areas. These same parents felt

that the risk of harm was greater from occasional underage drinking, once or twice a month. Parents living near Island Avenue School perceived somewhat less harm from regular use of marijuana.

Section 7. Mothers and Fathers. All data for high school students (grades 9-12) were analyzed according to whether the respondent was the mother or father of the child. Among all respondents, mothers outnumbered fathers by about 3-to-1 (Table 4). Only variables for which there were significant differences are reported in Table 25. Compared to mothers, the fathers reported that their high school youth spent more time after school without adults, rode more often in a car with a driver who had been drinking, and used more substances. More mothers expressed a belief that marijuana, other illicit drugs, and prescription drugs – but not cigarettes and alcohol – were more readily available to youth.

Section 8: Comments.

Six of the survey questions allowed for free-text comments, and several people responded. All comments are included *verbatim* in alphabetical order in Tables 26-31. No attempt is made here to paraphrase or summarize the comments. They cover parent-child communications (Table 26), beliefs about neurological effects of alcohol on brain development in the adolescent (Table 27), opinions about factors influencing teen behavior (Table 28), situations in which underage drinking might be permissible (Table 29), sources of information about underage drinking (Table 30), and awareness of M.A.D.E. activities (Table 31).

SECTION 1. DEMOGRAPHY

Table 1. Survey Responses

Category	All responses		Analyzable responses	
	count	%	count	%
Total respondents	408	100.0	347	85.0
Parents	239	58.6	201	57.6*
Non-parents	168	41.2	146	42.1*
Not specified	1	0.2	0	0.3
Grade (parents only)				
K-5	55	13.5	46	13.3
6-8	50	12.3	46	13.3
9-10	57	14.0	51	14.7
11-12	65	15.9	58	16.7
Not specified	0	0.0	0	0.0
Excluded	0	0.0	0	0.0
Declined	61	15.0	0	0.0

* This column expressed as % of 347 analyzable responses.

Table 2. Race / Ethnicity of Index Child

Race/Ethnicity	Sample		Schools*	Town**
	N	%	%	%
White	190	95.5	93.9	96.6
African-American	2	1.0	0.9	0.4
Hispanic	2	1.0	1.3	1.3
Asian	2	1.0	3.6	1.7
Native American	0	0.0	0.2	0.1
Other	3	1.5	--	0.3
Missing	1	--	--	--
Total	200	100.0		

* From 2008-09 Strategic School Profiles

** From 2000 U.S. Census

Table 3. Demographics of children

Measure	Grade			
	K-5	6-8	9-10	11-12
Gender of child	%	%	%	%
Female	45.7	50.0	46.0	55.2
Male	54.3	50.0	54.0	44.8
Type of school				
Public	97.8	91.3	96.1	96.4
Private	2.2	6.5	3.9	3.6
Home	0.0	2.2	0.0	0.0
Number of children in Madison				
1	37.8	17.4	27.5	36.2
2	46.7	58.7	56.9	36.2
3 or more	15.6	23.9	15.7	27.6
My child taken care of at home by				
Two parents/guardians	91.3	89.1	94.1	89.5
Single parent/guardian	8.7	10.9	5.9	10.5
Relationship with child				
Poor	0.0	0.0	0.0	0.0
Fair	0.0	0.0	0.0	6.9
Good	6.5	15.2	19.6	22.4
Very Good	28.3	50.0	41.2	36.2
Excellent	65.2	34.8	39.2	34.5

Table 4 Demographics of adults

Measure	2010 Madison Survey		2000 U.S.
	Parents	Non-parents	Census*
Average age (years)	49.0	48.7	--
	%	%	
Gender of adult over 18			
Female	76.8	59.0	57.2
Male	23.2	41.0	43.8
Census age category			
Younger than 18	0.0	0.0	*
18-24	0.0	2.3	5.3
25-44	34.5	15.2	35.2
45-64	64.0	52.3	39.8
65 or older	1.5	30.3	19.6
Neighborhood: Closest Elementary School			
Island Avenue	28.9	38.0	--
J. Milton Jeffrey	39.1	21.7	--
Kathleen H. Ryerson	28.4	20.2	--
Don't know	3.6	20.2	--

* % of adults over 18 (28.2% under 18).

SECTION 2. WEIGHTING OF RESULTS

**Table 5. Youth alcohol use - Unweighted
Parent and Youth Surveys**

Question / Response	Grade		
	6-8*	9-10	11-12
	%	%	%
In the past 30 days, times youth drank an alcoholic beverage			
Youth Survey			
No	93.9	79.5	52.8
1-2 times	4.0	10.1	17.7
3 or more times	2.2	10.4	29.4
Parent Survey			
No	100.0	94.1	68.4
1-2 times	0.0	5.9	24.6
3 or more times	0.0	0.0	7.0

* Grades 7-8 in the Youth Survey.

Table 6. Time Without Adults - Parent and Youth Surveys

Question / Response	Grade			
	K-5	6-8*	9-10	11-12
	%	%	%	%
Parent Survey				
On an average school day, how many hours does Your Child spend at home with no adult present?				
None	91.3	50.0	27.5	24.1
Less than 1 hour	6.5	21.7	49.0	15.5
1 to 2 hours	0.0	17.4	13.7	43.1
2 to 4 hours	0.0	10.9	9.8	15.5
More than 4 hours	2.2	0.0	0.0	1.7
Youth Survey				
On an average school day, how many hours do you spend at home with no adult present?				
None	--	13.5	9.0	10.0
Less than 1 hour	--	32.5	27.0	17.5
1 to 2 hours	--	25.5	22.5	19.5
2 to 4 hours	--	22.5	33.0	35.0
More than 4 hours	--	6.5	9.0	17.5

* Grades 7-8 in the Youth Survey.

**Table 7. 30-Day Alcohol Use vs. Time Without Adults
Youth Survey**

Times drinking in past 30 days	Grade	Prevalence of drinking (%)				
		Hours after school with no adult present				
		0	<1	1-2	2-4	>4
		%	%	%	%	%
0	7-8	96.1	95.5	94.3	93.5	80.6
1-2		2.6	2.2	5.0	6.5	2.8
3 or more		1.3	2.2	0.7	0.0	16.7
0	9-10	90.6	88.7	83.5	73.9	52.7
1-2		3.8	5.7	11.3	14.2	10.9
3 or more		5.7	5.7	5.3	11.9	36.4
0	11-12	70.4	63.2	51.4	47.9	42.7
1-2		11.1	13.7	19.0	20.8	18.0
3 or more		18.5	23.2	29.5	31.3	39.3

**Table 8. Youth substance use - Parent Survey
Unweighted**

Question / Response	Grade			
	K-5	6-8	9-10	11-12
	%	%	%	%
In the past 30 days, my child probably Smoked a cigarette				
No	100.0	100.0	100.0	87.7
1-2 times	0.0	0.0	0.0	3.5
3 or more times	0.0	0.0	0.0	8.8
Drank an alcoholic beverage				
No	97.8	100.0	94.1	68.4
1-2 times	0.0	0.0	5.9	24.6
3 or more times	2.2	0.0	0.0	7.0
Used marijuana				
No	97.8	100.0	96.0	89.5
1-2 times	0.0	0.0	4.0	7.0
3 or more times	2.2	0.0	0.0	3.5
About how many students in your child's grade do you think drink alcoholic beverages at least once a month?				
Fewer than 10%	95.7	34.8	9.8	0.0
10-25%	4.3	45.7	19.6	5.2
25-50%	0.0	17.4	43.1	17.2
50-75%	0.0	2.2	17.6	32.8
75-90%	0.0	0.0	5.9	29.3
More than 90%	0.0	0.0	3.9	15.5
Median estimate	<3.0	9.2	27.0	58.6

**Table 9. Youth substance use - Parent Survey
Weighted by Time Without Adults**

Question / Response	Grade			
	K-5	6-8	9-10	11-12
	%	%	%	%
In the past 30 days, my child probably Smoked a cigarette				
No	100.0	100.0	100.0	68.0
1-2 times	0.0	0.0	0.0	4.5
3 or more times	0.0	0.0	0.0	27.6
Drank an alcoholic beverage				
No	97.8	100.0	94.6	52.1
1-2 times	0.0	0.0	5.4	20.7
3 or more times	2.2	0.0	0.0	27.2
Used marijuana				
No	97.8	100.0	97.6	68.3
1-2 times	0.0	0.0	2.4	6.0
3 or more times	2.2	0.0	0.0	25.7
About how many students in your child's grade do you think drink alcoholic beverages at least once a month?				
Fewer than 10%	95.7	25.4	16.1	0.0
10-25%	4.3	41.1	25.2	3.2
25-50%	0.0	28.8	33.3	14.8
50-75%	0.0	4.8	19.9	25.1
75-90%	0.0	0.0	3.1	46.2
More than 90%	0.0	0.0	2.4	10.6
Median estimate	<3.0	12.5	22.7	65.5

SECTION 3. ADULT PRACTICES & PERCEPTIONS

Table 10. Family practices

Question / Response	Grade				All Parents
	K-5	6-8	9-10	11-12	
		%	%	%	%
On an average school day, how many hours does Your Child spend at home with no adult present?					
None	91.3	14.4	9.8	9.5	30.8
Less than 1 hour	6.5	34.6	29.5	16.7	20.5
1 to 2 hours	0.0	27.1	24.6	18.6	17.0
2 to 4 hours	0.0	23.9	36.1	33.8	23.9
More than 4 hours	2.2	0.0	0.0	21.4	7.7
My family has clear rules for My Child discouraging use of:					
Cigarettes					
Definitely Not	6.5	0.0	3.5	0.0	2.4
Mostly Not	2.2	0.6	0.0	0.0	0.7
Most Yes	2.2	3.5	4.2	23.7	9.9
Definitely Yes	87.0	95.9	92.2	76.3	86.4
Don't Know	2.2	0.0	0.0	0.0	0.5
Alcohol					
Definitely Not	6.5	0.6	0.0	0.0	1.8
Mostly Not	8.7	5.4	7.0	0.8	5.1
Most Yes	6.5	10.9	11.5	14.9	11.3
Definitely Yes	73.9	83.0	80.3	84.3	80.6
Don't Know	4.3	0.0	1.2	0.0	1.3
The last time I had a conversation with my child about family rules concerning their use of alcohol was:					
No rules	6.5	0.0	0.0	0.0	1.6
Never talked	2.2	0.6	0.0	0.0	0.7
At least a year ago	2.2	6.8	0.7	12.1	6.0
Within the past 3 months	84.8	92.5	99.3	87.9	90.6
Recently and often	4.3	0.0	0.0	0.0	1.1
Not relevant	0.0	0.0	0.0	0.0	0.0
In the past 12 months, some of My Child's friends under age 21 consumed alcohol at our home.					
No	97.8	98.7	86.7	86.8	91.9
Yes	0.0	0.7	3.5	8.4	3.7
Don't Know	2.2	0.7	9.8	4.8	4.4
In the past 12 months, I provided alcohol to somebody under age 21 other than my own child.					
No	95.5	100.0	95.3	99.2	97.6
Yes	4.5	0.0	4.7	0.8	2.4
Don't Know	0.0	0.0	0.0	0.0	0.0

Table 11. Riding with drinking driver

Question / Response	Grade			
	K-5	6-8	9-10	11-12
	%	%	%	%
In the past 12 months, how many times do you think your child has ridden in a car with a driver who had been drinking alcohol?				
None	87.0	92.3	65.8	53.0
1-2 times	4.3	3.5	15.0	13.7
3-5 times	0.0	3.5	0.0	1.4
6 times or more	8.7	0.6	8.9	28.9
Don't know	0.0	0.0	10.3	2.9

Table 12. Substance availability

Question / Response	Grade			
	K-5	6-8	9-10	11-12
	%	%	%	%
If my child wanted to, it would be easy for him/her to get:				
Cigarettes				
Not true	56.5	37.7	22.0	9.6
Mostly not true	4.3	25.9	9.4	4.7
Mostly true	15.2	23.0	9.6	29.4
Definitely true	6.5	8.7	45.7	46.8
Don't know	7.4	4.7	13.3	9.5
Alcohol				
Not true	40.0	10.0	7.9	1.5
Mostly not true	11.1	27.6	19.0	7.0
Mostly true	17.8	33.9	19.0	32.6
Definitely true	15.6	27.9	45.9	55.4
Don't know	15.6	0.6	8.2	3.6
Marijuana				
Not true	60.9	50.8	21.5	7.2
Mostly not true	8.7	11.9	11.7	11.8
Mostly true	4.3	13.4	13.8	31.6
Definitely true	2.2	0.0	26.3	42.1
Don't know	23.9	23.9	26.7	7.3
Other illicit drugs				
Not true	64.4	52.1	22.9	10.6
Mostly not true	6.7	11.9	14.0	12.5
Mostly true	2.2	8.0	8.8	24.3
Definitely true	2.2	0.6	10.7	32.9
Don't know	24.4	27.4	43.5	19.8

Table 13. Perceived importance of influences

Question / Response	Grade			
	K-5	6-8	9-10	11-12
	%	%	%	%
How important is your knowledge of alcohol's effects on adolescent brain development in guiding your opinions and practices regarding your child's drinking?				
Not important, need more info	0.0	8.9	0.0	2.5
Not important, I doubt the data	2.2	0.0	5.3	0.0
Not important, my child too young	15.6	0.0	0.0	0.0
Somewhat, one of many issues	35.6	53.3	45.6	53.6
One of most important issues	46.7	37.8	49.0	43.9
How important do you think the following are in influencing a teenager's behavior regarding alcohol?				
Parents' drinking behavior				
Not at all	0.0	0.0	0.0	0.0
Somewhat	2.2	3.5	6.6	12.7
Moderate	19.6	27.9	18.7	16.6
Very important	78.3	68.6	74.7	70.7
Family expectations				
Not at all	0.0	0.0	1.2	0.0
Somewhat	2.2	0.0	7.7	5.9
Moderate	23.9	18.4	13.2	14.8
Very important	73.9	81.6	77.9	79.3
Family rules discouraging underage drinking				
Not at all	19.6	4.8	10.1	8.2
Somewhat	13.0	35.3	13.6	23.4
Moderate	67.4	59.9	76.3	68.4
Very important	24.8	20.4	21.4	33.4
School programs				
Not at all	22.2	14.1	23.9	34.3
Somewhat	28.9	39.8	32.6	23.2
Moderate	44.4	42.7	31.6	39.6
Very important	24.3	20.5	21.5	33.7
Influence of friends				
Not at all	2.2	7.0	0.0	2.5
Somewhat	0.0	20.5	11.3	12.1
Moderate	97.8	72.5	88.7	84.0
Very important	24.5	19.9	21.6	34.0
Ads identifying risks				
Not at all	48.9	34.2	34.3	41.3
Somewhat	26.7	30.5	37.6	28.1
Moderate	15.6	25.8	22.5	22.9
Very important	24.5	20.6	20.9	34.0
Community-wide prevention efforts				
Not at all	37.8	20.9	22.3	44.4
Somewhat	28.9	37.1	44.7	17.5
Moderate	28.9	41.4	22.2	33.0
Very important	24.3	20.5	21.5	33.7

Table 13. Perceived importance of influences, continued

Question / Response	Grade			
	K-5	6-8	9-10	11-12
	%	%	%	%
How important do you think the following are in influencing a teenager's behavior regarding alcohol?				
Legal consequences				
Not at all	34.1	31.4	27.7	31.5
Somewhat	27.3	29.5	28.1	39.5
Moderate	36.4	38.5	38.4	26.3
Very important	24.7	20.5	20.9	33.8

Table 14. Perceived risk of harm

Question / Response	Grade				Parental status	
	K-5	6-8	9-10	11-12	All Parents	Non-parents
	%	%	%	%	%	%
How much risk of harm (physical or in other ways) is there to teenagers if they:						
Smoke half pack of cigarettes a day or more?						
None	0.0	0.0	0.0	0.0	0.0	0.0
Slight	0.0	0.0	0.0	0.0	0.0	0.0
Moderate	4.3	8.2	15.4	5.2	7.8	10.3
Great	95.7	91.1	84.6	94.8	92.1	89.7
Don't know	0.0	0.6	0.0	0.0	0.1	0.1
Drink alcohol once or twice nearly every day?						
None	0.0	0.0	0.0	0.0	0.0	0.0
Slight	0.0	0.0	0.0	0.0	0.0	0.0
Moderate	2.2	8.9	0.0	0.0	2.3	4.1
Great	97.8	90.5	100.0	99.3	97.3	95.9
Don't know	0.0	0.6	0.0	0.7	0.4	0.0
Drink alcohol once or twice a month?						
None	0.0	0.0	0.0	0.7	0.3	1.4
Slight	10.9	4.9	8.4	1.4	6.0	11.0
Moderate	32.6	22.5	14.4	37.1	28.2	34.5
Great	52.2	64.9	73.7	60.0	62.0	50.3
Don't know	4.3	7.7	3.5	0.7	3.6	2.8
Use marijuana more than once a week?						
None	0.0	0.0	0.0	0.0	0.0	1.4
Slight	2.2	0.6	1.3	3.8	2.2	4.1
Moderate	8.7	12.8	7.6	18.3	12.6	15.9
Great	82.6	79.1	90.4	77.3	81.6	76.6
Don't know	6.5	7.5	0.8	0.7	3.6	2.1

Table 15. Knowledge of statute

Question / Response	Grade				Parental status	
	K-5	6-8	9-10	11-12	All Parents	Non-parents
	%	%	%	%	%	%
In Connecticut it is against the law to serve alcohol to anybody under age 21, even in a private home, except one's own child.						
No	13.0	25.8	29.7	14.3	19.5	13.9
Yes	76.1	70.2	59.3	81.8	73.3	81.2
Don't know	10.9	4.0	11.1	4.0	7.2	4.9

Table 16. Familiarity with brain research

Question / Response	Grade				Parental status	
	K-5	6-8	9-10	11-12	All Parents	Non-parents
	%	%	%	%	%	%
Indicate your reaction to each statement from recent research.						
Human brain development is vulnerable to disruption by alcohol up to mid-20's						
Familiarity						
Not	18.2	18.5	12.6	5.4	12.9	10.6
Somewhat	31.8	42.4	19.4	29.8	30.6	35.8
Very	50.0	39.1	67.9	64.8	56.4	53.7
Doubtful	0.0	0.0	3.5	3.8	2.0	0.0
Need more info	6.5	15.8	2.4	9.3	8.4	13.8
Alcohol impairs short term memory						
Familiarity						
Not	6.7	3.7	5.5	0.0	3.6	2.2
Somewhat	22.2	37.3	23.2	21.4	25.1	27.7
Very	71.1	59.0	71.4	78.6	71.2	70.1
Doubtful	0.0	0.0	0.0	0.0	0.0	0.0
Need more info	4.3	10.4	1.2	5.2	5.2	2.1
Alcohol impairs problem solving skills						
Familiarity						
Not	2.2	0.0	4.7	0.8	1.8	0.7
Somewhat	17.4	25.9	19.6	19.0	20.2	20.7
Very	80.4	74.1	75.6	80.2	78.0	78.6
Doubtful	0.0	0.0	0.0	0.0	0.0	0.0
Need more info	2.2	0.0	1.2	1.5	1.3	2.1
Starting to drink at early age increases likelihood of problem drinking later						
Familiarity						
Not	7.0	4.4	0.0	1.5	3.0	1.6
Somewhat	16.3	19.0	18.9	5.3	13.6	22.7
Very	76.7	76.6	81.1	93.2	83.3	75.8
Doubtful	0.0	0.0	0.0	0.0	0.0	0.0
Need more info	4.3	8.2	0.0	1.5	3.2	7.6

Table 17. Occasions for underage drinking

Question / Response	Grade				Parental status	
	K-5	6-8	9-10	11-12	All Parents	Non-parents
	%	%	%	%	%	%
To what degree do you think underage drinking is permissible in these situations?						
Special family occasions, like weddings or holidays						
Never	54.3	56.8	60.6	65.2	59.8	29.7
Rarely	28.3	27.6	16.9	18.2	22.3	29.7
Sometimes	15.2	11.6	17.8	13.0	14.3	33.1
Usually	2.2	4.0	4.7	3.6	3.6	7.6
Religious ceremonies						
Never	56.5	48.1	63.6	30.4	47.6	20.7
Rarely	17.4	19.4	7.1	41.4	23.6	30.3
Sometimes	19.6	27.9	17.9	13.8	19.0	33.8
Usually	6.5	4.6	11.4	14.4	9.8	15.2
As a mealtime beverage						
Never	89.1	100.0	95.3	90.8	93.2	74.3
Rarely	8.7	0.0	4.7	2.5	4.0	17.4
Sometimes	2.2	0.0	0.0	5.2	2.3	6.9
Usually	0.0	0.0	0.0	1.4	0.5	1.4
As a rite of passage into adulthood						
Never	80.4	83.0	77.2	88.6	83.0	72.0
Rarely	13.0	13.0	17.8	7.8	12.3	10.5
Sometimes	2.2	4.0	4.2	2.2	3.0	13.3
Usually	4.3	0.0	0.7	1.4	1.7	4.2
As long as they are not allowed to drive after drinking						
Never	87.0	89.4	89.3	92.2	89.7	80.7
Rarely	13.0	10.6	9.5	4.1	8.8	9.0
Sometimes	0.0	0.0	1.2	0.0	0.3	5.5
Usually	0.0	0.0	0.0	3.8	1.3	4.8
To celebrate successes						
Never	89.1	89.8	94.1	88.5	90.1	82.1
Rarely	6.5	6.8	4.7	4.5	5.5	11.0
Sometimes	4.3	3.4	1.2	5.2	3.8	6.2
Usually	0.0	0.0	0.0	1.9	0.6	0.7
To socialize with their friends						
Never	91.3	96.6	92.9	94.1	93.7	85.4
Rarely	6.5	3.4	4.7	5.2	5.0	11.1
Sometimes	2.2	0.0	2.4	0.7	1.3	2.8
Usually	0.0	0.0	0.0	0.0	0.0	0.7

Table 18. Familiarity with community programs

Question / Response	Grade				Parental status	
	K-5	6-8	9-10	11-12	All Parents	Non-parents
	%	%	%	%	%	%
Do you recall seeing or hearing anything in the past few months regarding risks associated with underage drinking?						
No, nothing.	19.6	14.2	22.2	5.7	14.4	11.7
Article or ad in The Source.	45.7	61.4	40.3	42.2	46.6	45.5
Article or ad in Madison Events.	28.3	23.4	30.9	29.9	28.4	22.1
Other media messages.	47.8	63.6	51.3	56.2	54.6	64.8
Poster or flyer.	23.9	38.4	33.9	24.6	29.2	26.9
Billboard	26.1	29.6	36.8	36.2	32.5	24.1
Other.	2.2	0.6	1.2	27.9	10.3	8.3
Have you seen or heard anything in the past few months related to M.A.D.E.?						
No, nothing.	50.0	26.9	42.5	26.6	35.9	62.1
Presentation for parents.	13.0	25.8	36.1	35.9	28.2	8.3
M.A.D.E. sticker in The Source	26.1	46.7	29.8	56.1	41.1	24.8
Recognized logo	23.9	45.4	33.6	35.7	34.3	23.4
Visited web site	17.4	26.4	16.5	32.1	24.0	11.7
Read on-line newsletter	10.9	23.3	12.3	36.2	22.2	6.2
Info from school, Backpack Express	30.4	29.7	16.9	9.6	20.4	0.7
Other	0.0	1.2	5.4	4.6	3.0	2.8

SECTION 4. COMPARISONS: PARENTS VS. YOUTH

Table 19. 30-Day Substance Use

Survey	Question / Response	Grades		
		6-8	9-10	11-12
Parents	In the past 30 days, I think my child probably drank an alcoholic beverage (more than a sip)	%	%	%
	Not at all	100.0	94.6	52.1
	1-2 times	0.0	5.4	20.7
	3+ times	0.0	0.0	27.2
Youth	How many times have you had alcohol in the last 30 days?			
	None	70.0	53.5	26.5
	1-2 times	17.0	15.5	9.0
	3+ times	13.5	35.5	65.5
Parents	In the past 30 days, I think my child probably smoked a cigarette			
	Not at all	100.0	100.0	68.0
	1 time or more	0.0	0.0	32.1
Youth	How frequently have you smoked cigarettes during the past 30 days?			
	Not at all	98.5	93.0	86.0
	1 time or more	1.5	7.0	14.0
Parents	In the past 30 days, I think my child probably used marijuana			
	Not at all	100.0	97.6	68.3
	1-2 times	0.0	2.4	6.0
	3+ times	0.0	0.0	25.7
Youth	On how many occasions have you used marijuana during the last 30 days?			
	None	97.5	86.0	71.5
	1-2 times	1.0	5.0	8.5
	3+ times	1.5	9.0	20.0

Table 20. Riding with Drinking Driver

Survey	Question / Response	Grades		
		6-8	9-10	11-12
Parents*	In the past 12 months, how many times do you think your child has ridden in a car with a driver who had been drinking alcohol?	%	%	%
	Not at all	92.3	73.4	54.6
	1-2 times	3.5	16.7	14.1
	3-6 times	3.5	0.0	1.5
	More than 6 times	0.6	9.9	29.8
Youth	During the last 12 months, how many times have you ridden in a car whose driver had been drinking?			
	Not at all	80.6	77.4	71.0
	1-2 times	13.9	16.1	17.0
	3-4 times	2.5	2.5	5.5
	More than 4 times	3.0	4.0	6.5

* Response of Don't Know excluded from percent calculations.

Table 21. Perceived Risk of Harm

Survey	Question / Response	Grades		
		6-8*	9-10	11-12
		%	%	%
Parents	Risk of harm to teenagers if they: Drink alcohol 1-2 times nearly every day			
	No Risk	0.0	0.0	0.0
	Great Risk	90.5	100.0	100.0
Youth	Risk of people harming themselves if they: Have 1-2 drinks of alcohol nearly every day			
	No Risk	5.0	9.0	11.0
	Great Risk	40.0	31.0	27.5
Parents	Smoke 1/2 pack cigarettes or more per day			
	No Risk	0.0	0.0	0.0
	Great Risk	91.6	84.6	94.8
Youth	Smoke 1 or more packs cigarettes per day			
	No Risk	2.5	3.0	4.0
	Great Risk	83.0	78.5	80.5
Parents	Use marijuana more than once a week			
	No Risk	0.0	0.0	0.0
	Great Risk	79.1	90.4	77.3
Youth	Smoke marijuana regularly			
	No Risk	2.5	7.5	15.0
	Great Risk	86.5	63.5	42.5

SECTION 5. COMPARISONS: MADISON VS. DRG-A,B TOWNS

Table 22. Demographics of Comparative Towns

Town	Year of Survey	Demographic Ref. Group	2000 Population	2008-09 School Enroll.	Survey Sample
			count	count	count
Fairfield	2010	B	57,340	9,953	1,349
Glastonbury	2009	B	31,876	6,848	101
Madison	2010	B	17,858	3,709	408
Weston	2008	A	10,037	2,574	429
Westport	2008	A	25,749	5,764	479
Wilton	2007	A	17,633	4,378	323

Table 23. Key Comparisons with DRG-A,B Towns

Question / Response	Data From	Grade		
		6-8	9-10	11-12
In the past 30 days, my child probably Smoked a cigarette at least one time		%	%	%
	Madison	0.0	0.0	12.3
	DRG-A,B Towns	1.2	2.5	5.3
Drank an alcoholic beverage at least one time	Madison	0.0	5.9	31.6
	DRG-A,B Towns	1.3	6.8	25.8
My family has clear rules for my child discouraging use of: Cigarettes				
	Mostly/Definitely Yes	Madison	99.4	96.5
	DRG-A,B Towns	85.9	85.7	83.3
Alcohol				
	Mostly/Definitely Yes	Madison	94.0	91.8
	DRG-A,B Towns	79.3	84.4	74.9
If my child wanted to, it would be easy for him/her to get: Cigarettes				
	Mostly/Definitely Yes	Madison	31.7	55.3
	DRG-A,B Towns	54.3	58.5	60.3
Alcohol				
	Mostly/Definitely Yes	Madison	61.8	64.9
	DRG-A,B Towns	69.9	73.1	71.1
Marijuana				
	Mostly/Definitely Yes	Madison	13.4	40.1
	DRG-A,B Towns	46.6	52.4	50.3
Other Drugs				
	Mostly/Definitely Yes	Madison	8.7	19.5
	DRG-A,B Towns	27.7	30.6	25.5
"Great" risk of harm (physical or in other ways) to teenagers if they: Smoke half pack of cigarettes a day or more.				
	Madison	91.1	84.6	94.8
	DRG-A,B Towns	90.1	89.1	89.3
Drink alcohol once or twice nearly every day?	Madison	90.5	100.0	99.3
	DRG-A,B Towns	87.7	87.6	80.3
Use marijuana more than once a week?	Madison	79.1	90.4	77.3
	DRG-A,B Towns	90.0	87.0	83.2
Child spends more than 2 hours without adults after school	Madison	28.3	23.5	58.6
	DRG-A,B Towns	7.3	9.4	23.7

SECTION 6. COMPARISONS: AREAS OF MADISON

Table 24. Neighborhood Variations – Parents of High School Youth

Question/Response	Neighborhood: Closest elementary school				Statistical Significance
	Island Avenue	J. Milton Jeffrey	Kathleen Ryerson	Don't know	
	%	%	%	%	p-value
On an average school day, how many hours does Your Child spend at home with no adult present?					0.0055
None	11.2	12.0	6.3	13.1	
Less than 1 hour	15.8	37.8	17.8	0.0	
1 to 2 hours	18.4	25.8	17.2	86.9	
2 to 4 hours	54.6	24.5	25.7	0.0	
More than 4 hours	0.0	0.0	33.0	0.0	
In the past 12 months, how many times do you think your child has ridden in a car with a driver who had been drinking alcohol?					0.00019
None	59.3	78.0	44.6	78.3	
1-2 times	23.3	5.8	9.8	21.7	
3-5 times	1.2	0.0	1.1	0.0	
6 times or more	11.4	2.0	42.3	0.0	
Don't know	4.7	14.2	2.2	0.0	
In the past 30 days, my child probably Smoked a cigarette					0.00040
No	89.6	98.0	60.7	100.0	
1-2 times	1.2	0.0	5.9	0.0	
3 or more times	9.2	2.0	33.4	0.0	
Drank an alcoholic beverage					0.0017
No	62.0	96.0	57.9	78.3	
1-2 times	31.2	2.0	9.1	0.0	
3 or more times	6.9	2.0	33.0	21.7	
Used marijuana					0.00013
No	89.1	98.0	60.0	100.0	
1-2 times	4.0	2.0	6.9	0.0	
3 or more times	6.9	0.0	33.0	0.0	
My family has clear rules for My Child discouraging use of:					0.000076
Cigarettes					
Definitely Not	0.0	0.0	3.4	--	
Mostly Not	0.0	0.0	0.0	--	
Most Yes	0.0	0.0	44.8	--	
Definitely Yes	100.0	100.0	51.7	--	
Don't Know	0.0	0.0	0.0	--	
Alcohol					n/s*
Definitely Not	0.0	0.0	0.0	--	
Mostly Not	5.3	0.0	3.5	--	
Most Yes	26.3	8.3	6.9	--	
Definitely Yes	68.4	91.7	89.7	--	
Don't Know	0.0	0.0	0.0	--	

Table 24. Neighborhood Variations – Parents of High School Youth, continued

Question/Response	Neighborhood: Closest elementary school				Statistical Significance
	Island Avenue	J. Milton Jeffrey	Kathleen Ryerson	Don't know	
	%	%	%	%	p-value
How much risk of harm (physical or in other ways) is there to teenagers if they: Smoke half pack of cigarettes a day or more?					n/s*
None	0.0	0.0	0.0	0.0	
Slight	0.0	0.0	0.0	0.0	
Moderate	7.8	6.0	12.9	0.0	
Great	92.2	94.0	87.1	100.0	
Don't know	0.0	0.0	0.0	0.0	
Drink alcohol once or twice nearly every day?					n/s*
None	0.0	0.0	0.0	0.0	
Slight	0.0	0.0	0.0	0.0	
Moderate	0.0	0.0	0.0	0.0	
Great	100.0	100.0	99.0	100.0	
Don't know	0.0	0.0	1.0	0.0	
Drink alcohol once or twice a month?					0.00014
None	0.0	0.0	0.0	21.7	
Slight	2.5	14.2	0.0	0.0	
Moderate	53.1	23.4	9.2	43.5	
Great	44.4	56.4	89.7	34.8	
Don't know	0.0	6.0	1.0	0.0	
Use marijuana more than once a week?					0.0031
None	0.0	0.0	0.0	0.0	
Slight	8.0	0.0	0.0	0.0	
Moderate	24.5	8.9	6.8	43.5	
Great	66.8	91.1	92.1	56.5	
Don't know	0.8	0.0	1.1	0.0	

* n/s = not statistically significant (p>0.01)

SECTION 7. COMPARISONS: MOTHERS VS. FATHERS

Table 25. Gender of Parent

Question/Response	Gender of Parent		Statistical Significance
	Mothers	Fathers	
On an average school day, how many hours does Your Child spend at home with no adult present?	%	%	p-value
None	29.7	33.9	0.00013
Less than 1 hour	24.4	8.9	
1 to 2 hours	19.1	11.5	
2 to 4 hours	26.1	18.2	
More than 4 hours	0.7	27.5	
In the past 12 months, how many times do you think your child has ridden in a car with a driver who had been drinking alcohol?			<0.00001
Not at all	80.8	48.0	
1-2 times	10.0	7.8	
3-6 times	1.3	1.0	
More than 6 times	4.2	41.3	
In the past 30 days, my child probably Smoked a cigarette			<0.00001
No	99.0	60.8	
1-2 times	0.0	5.9	
3 or more times	1.0	33.3	
Drank an alcoholic beverage			<0.00001
No	92.1	55.1	
1-2 times	7.2	10.5	
3 or more times	0.7	34.4	
Used marijuana			<0.00001
No	99.0	58.6	
1-2 times	1.0	6.7	
3 or more times	0.0	34.7	

Table 25. Gender of Parent, continued

Question/Response	Gender of Parent		Statistical Significance
	Mothers	Fathers	
	%	%	p-value
If my child wanted to, it would be easy for him/her to get: Cigarettes			n/s
Not true	33.1	19.7	
Mostly not true	11.8	4.8	
Mostly true	19.7	21.5	
Definitely true	21.7	49.4	
Don't know	13.7	4.5	
Alcohol			n/s
Not true	16.0	8.7	
Mostly not true	14.5	15.7	
Mostly true	28.4	19.4	
Definitely true	32.8	53.2	
Don't know	8.3	3.0	
Marijuana			0.0024
Not true	36.5	21.2	
Mostly not true	9.3	15.2	
Mostly true	18.9	13.4	
Definitely true	12.6	42.0	
Don't know	22.8	8.3	
Other illicit drugs			0.00032
Not true	38.2	25.6	
Mostly not true	9.6	15.1	
Mostly true	14.3	6.7	
Definitely true	6.0	36.7	
Don't know	31.9	15.8	
Prescription drugs			0.0034
Not true	33.5	22.3	
Mostly not true	10.3	13.1	
Mostly true	20.8	14.0	
Definitely true	9.5	39.6	
Don't know	26.0	11.0	

SECTION 8. COMMENTS

Table 26. Comments on Parent-Child Communications

<i>How important is your knowledge of alcohol's effects on adolescent brain development in guiding your opinions and practices regarding Your Child's drinking?</i>
Alcohol is bad on every aspect of the body and illegal for minors- that's all I need to know
I have an 18 year old who does not live at home - # 14 - 16 are answered with him in mind, not my 8 yo daughter
I personally believe there are more important issues that risk his own life and the life of others.
Lack of education equals ignorance
My child is in kindergarten
My daughter is only 10, but by 12 I worry about exposure to drugs and alcohol
My Ex is an alcoholic, alcohol and teenagers is just wrong.
Not important because my child doesn't drink alcohol and doesn't want to....
Not very important because adolescent drinking is not acceptable regardless of its effects
Our family recently lost a loved one due to alcohol abuse. Her body shut down. My children lived this and have a respect for alcohol that most people, adults included, don't have.
The other effects, such as fatal car crashes and attitudes in life more risky.
Very important, but only one of many issues
We have discussed the effects drinking and drugs have on the brain since elementary school. We also discuss consequences of choices he/she makes and how it affects everyone in his/her life.
We hope that they listen. we know they hear us consistently

Table 27. Comments on Importance of Alcohol Neurological Effects

<i>How important is your knowledge of alcohol's effects on adolescent brain development in guiding your opinions and practices regarding your child's drinking?</i>
Alcohol is a part of life. It is a parent's job to teach their children how to drink responsibly and have a healthy relationship with alcohol. Expecting them not to drink until they are 21 is as realistic as expecting them not to have sex until they are 21 or married.
Because oldest child is 8 y.o., we haven't had the conversation yet
Child is too young at this point...
Concerned that as they get older that will be exposed to more kids who drink and do drugs. that will make their peer pressure and choices much tougher.
Did not have direct conversation yet, as our children are still too young (7 and 5), but plan to in the next year.
Don't need "rules", it's understood, he knows he's not supposed to drink, his 20 y.o. old brother doesn't drink.
Hasn't come up much - she is only 11
Have non-immediate family members who are AA
I feel my children are too young for that conversation
I take advantage of every opportunity to talk about bad decisions made by others and the results/consequences.
I'm surprised you people don't hide your head in the sand with the reputation of Madison youth killing themselves, dying at parties, crashing cars, parents and adults condoning use. Obviously MADE is ineffective and irrelevant.
It is difficult for me to answer #17 because I have no idea what his other parent tells him and I know his other parent smokes marijuana and drinks. So I answered for myself. I think you might change this survey to include divorced families - where kids may have 2 different sets of rules.
My child is 3 years old
My child is a little young for this
My child is too young
My children are still very young. As they get closer to adolescence, there will be dialogue about these subjects.
Often we use media coverage and other situations as catalysts for short discussions
Our family doesn't consume alcohol; it's a non-issue in our home. Our children have absolutely no interest in drinking. They value other things - recognize it's the wrong thing to do - and know it's completely illegal.
The tone is what matters. It is not rules-oriented, but rather respectful seriousness.
This is a daily conversation initiated by my child because of conversation at school and sports.
We also use urine tests sporadically.
We don't have "rules" we discuss it, my child knows it's not only illegal, it can harm them. They should not do it (period!).
We have cocktails nightly, and she has asked questions.
We talk about how it's okay for adults to have alcohol once in a while but never drive after having it
We talk often about how bad it is, though I do not think of it as a rule in our house...
Within the last week.

Table 28. Comments on Factors Influencing Teen Behavior

<i>How important do you think the following are in influencing a teenager's behavior regarding alcohol?</i>
Alcohol related death or serious injury of a young person in the past three months such as 4 Griswold CT high school students
Athletic Coach's Expectations - moderately important
Child's attitude towards drinking - He does not drink - internal motivation
Continuous open communication and expectations are important. Severe consequences and zero tolerance are a must.
Family history of alcoholism/substance issues and how they might impact their use of these substances.
Friends attitudes and habits very important. Once they pick friends, that's their direction.
Health classes at school, middle through high school, have been good at this
I think legal consequences would be important if teens know what they would be. I don't know if most teens have any idea what consequences there would be other than those set forth by their parents.
Individual characteristics and biology
It all starts at home. A child who knows what's right and consistently chooses to do what they know is right will not be influenced by the poor choices of others. Alcohol education doesn't have an impact on kids who don't care what's right and don't care about the consequences of their poor choices.
Positive programs through the Madison Police Department. Better role models in the community willing to speak out. Other parents backing each other up
Student involvement in activities at school and church that promote "clean" lifestyle, drug and alcohol free.
The 3rd one is hard to answer... the word 'rules' makes me answer differently....without the word 'rules' my answer would change to VERY IMPORTANT.
We must educate the kids and the adults simultaneously as to the risks involved.
With all due respect, I think the community-wide prevention efforts sometimes re-enforces a fascination and compulsion about drugs and alcohol. I sometimes wonder if efforts should be directed towards arts programming, mentor programs, and the like.
20 is a dumb question - what is your point?????

Table 29. Comments on Permissible Underage Drinking

<i>To what degree do you think underage drinking is permissible in these situations?</i>
"Drinking" is not defined in this survey: an occasional glass of wine or several drinks of hard liquor?
...and only in strict moderation in the cases where I feel that it is acceptable (with family or at a wedding)
Adulthood being 21
AGAIN RIDICULOUS QUESTION - WHY THIS SURVEY ??WASTE OF TIME?? PUT YOUR RESOURCES TOWARD THE KIDS AND HAVE MANDATORY SCARE SEMINARS AT JH AND HS. MORE DEATH PICTURES, MORE CRASH PICTURES - GET GRAPHIC AND REAL
As an experiment for an 18 - 21 year old with an adult to see what it actually feels like to be impaired
Aside from the sip of wine at church, or the mouthful of champagne at a wedding. Children should not be given alcohol at any time by a parent.,
At home, at meals with family in moderation by all ages.
Basically it should not be condoned by adults, it's illegal and bad for them.
Gray area is when parents of 17,18,19, 20 yr. old pre-adults allow introduction to beer, wine in safety of home so kids don't explore outside the home first.
I know it should be never, but feel a glass of wine/champagne for a special occasion should be permissible.
If alcohol is the 'reward'....It becomes the goal
Parents provide the standard. To stop the problem, they must provide the example.
That's with our family...who knows if other parents might unknowingly invite our children to "celebrate" with them at their house
The drinking age for beer and wine should be 18. Teens should be taught to drink responsibly. Binge drinking is the current serious problem. Drug dealers should be severely punished. There should be mandatory education in high school on the disease of alcoholism. We are not properly addressing problem drinking among the adults in this town.
The sacrament is rarely given in wine and never more than a sip or dip of the bread
What's adulthood 18,21? Are you in the service, but under 21?

Table 30. Comments on Sources of Information

<i>Do you recall seeing or hearing anything at all in the past few months regarding risks associated with underage drinking?</i>
Am aware of problem by talking to parents of teens in the school system.
An actual death in Madison of recent
As my child is in Silver Hills Hospital, as recently as yesterday
Attended a lecture on the subject
Book about teen brain development
Drivers Education
DUI
Especially about the gang-rape of the 13-year-old girl - more attention should be paid to this outrage!!
Hartford Courant and Clinton Harbor News
I may have, but my memory is not too good.
Listserv emails from town and board of education
M.A.D.E. predecessor (SCYSA) survey of youth substance abuse.
Many MADE messages and unfortunate articles with local mistakes made by youth and parents
News on TV.
News report of teenagers killed in motor vehicle accident
Nothing that stands out in my mind....but I have a terrible memory!
One billboard – what's your point?
Presentation
Read an article in today's Courant about a fatal accident involving teen drinking.
Television ad council material
Very active in Al-Anon

Table 31. Comments on M.A.D.E. In Madison

<i>Have you seen or participated in anything in the past few months related to M.A.D.E. in Madison (Madison Alcohol & Drug Education Coalition)?</i>
I am divorced and I do not always get the information sent home unless my child is with me that day.
Article in Madison Patch.
As a parent of a now 46 year old son, we've lived through and conquered the nightmare.
E-mail blasts.
Heard about M.A.D.E. activities at other meetings and in conversation.
I'm familiar with MADE but don't recall how...
In attendance at a meeting of the Madison Lions Club
Not familiar with this program or ways to become active – which would be good info to get out there to the public.
Our daughter is involved in Safe Rides, etc.
Quoted and commented on Source article to 16 and 12 year old
Read an article in Source about MADE
Received email notification regarding MADE from school/town distribution list
Very active in Al-Anon
Went to see DIRT sponsored by MADE

Appendix.

**Survey Instrument
Madison Community Survey 2010**

M.A.D.E. In Madison

c/o Madison Alcohol & Drug Education Coalition
10 School Street, Madison, Connecticut 06443

Madison Community Survey on Youth Substance Use—2010 Page 1 of 5

M.A.D.E. In Madison is a coalition of community and business groups, parents, health care providers, youth, seniors, faith-based institutions, elected officials, and local government departments. In order to build a healthier community, we want to understand more about adult perceptions and attitudes toward the use of alcohol and other substances by youth under age 21. We are asking all adults in the community to complete this anonymous survey. It takes about 10 minutes and can also be taken on-line at <http://www.madisonct.org/>, <http://www.madeinmadison.org/>, or <http://www.scrantonlibrary.org/>.

Thank you for participating!

If you do not have a child in grade 12 or under, please go to Question 20 on Page 3.

This survey asks about “Your Child”. Please answer with respect to your one oldest child who is enrolled in (or eligible for) Grade 12 or below in 2010-11.

(Question #1 is skipped, to align numbers with the on-line survey.)

2. What is your Child’s Age? _____, 3. Your Child’s Gender? Female Male

4. What grade is Your Child in? _____.
5. Is Your Child Enrolled in public school? Enrolled in private school?
 Home-schooled? Other: _____.
6. How many children of school age (grade 12 or below) do you have who reside in Madison?
 One Two Three or more
7. How do you describe Your Child’s race/ethnicity? (please choose one):
 White/Caucasian Black/African American Asian, Indian, Pacific Islander
 Hispanic/Latino Native American
 Other (including multiracial), please specify: _____.
8. My Child at home is primarily taken care of by:
 2 parents or guardians Single parent or guardian
 Other: _____.
9. I think my current relationship with My Child is:
 Poor Fair Good
 Very Good Excellent
10. On an average school day, how many hours does Your Child spend at home with no adult present?
 None Less than 1 hour 1 to 2 hours
 Over 2, up to 4 hours More than 4 hours
11. About how many students in Your Child’s grade do you think drink alcoholic beverages at least once a month?
 None to 2% 10% to 25% 50% to 75%
 2% to 10% 25% to 50% More than 75%

12. Where do you think Madison youth who drink get their alcoholic beverages?:

	<u>Never</u>	<u>Sometimes</u>	<u>Often</u>	<u>Don't Know</u>
Home with parental permission	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Home without parental permission</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
From friends, ages under 21	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Parties with only other youth present</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parties with adults present	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>From people 21 or older who buy it for them</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
From a restaurant, store or bar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other: _____				

13. Are the following statements TRUE or FALSE?:

	<u>Not Relevant</u>	<u>True</u>	<u>False</u>	<u>Don't Know</u>
In the <u>past 12 months</u> , some of My Child's friends under age 21 consumed alcohol at our home.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In the <u>past 12 months</u> , I provided alcohol to somebody under age 21 other than my own child..	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. In the past 12 months, how many times do you think Your Child has ridden in a car with a driver who had been drinking alcohol?

- None 1-2 Times 3-6 Times
 More than 6 times Don't Know

15. In the past 30 days, I think my child probably:

	<u>None</u>	<u>1-2 Times</u>	<u>3 or More Times</u>
Smoked at least one cigarette..	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drank an alcoholic beverage (more than just a sip).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Used marijuana.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. How important is your knowledge of alcohol's effects on adolescent brain development in guiding your opinions and practices regarding Your Child's drinking?

- Not very important because I need more information.
- Not very important because I have doubts about the data.
- Not very important because My Child is young.
- Somewhat important, but only one of many issues.
- One of the most important issues.

Comments: _____

17. My family has clear rules for My Child discouraging:

	<u>Definitely Not True</u>	<u>Mostly Not True</u>	<u>Mostly True</u>	<u>Definitely True</u>	<u>Don't Know</u>
Smoking cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drinking alcohol	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use of marijuana	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. When was the last time you had a conversation with Your Child about family rules concerning their use of alcohol?

- We don't have rules.
- At least a year ago.
- Recently, and we talk regularly.
- Never had a family conversation.
- In the last 3 months.

Comments: _____

19. If my child wanted to, it would be EASY for him/her to get:

	<u>Definitely Not True</u>	<u>Mostly Not True</u>	<u>Mostly True</u>	<u>Definitely True</u>	<u>Don't Know</u>
Cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alcoholic beverages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marijuana	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A drug like cocaine, ecstasy, or LSD	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An Rx drug like Ritalin or Adderall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Non-Parents start here (Parents please continue...)

20. How important do you think the following are in influencing a teenager's behavior about alcohol?

	<u>Not at all</u>	<u>Somewhat</u>	<u>Moderately</u>	<u>Very</u>
Parents' drinking behavior	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family expectations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family rules discouraging underage drinking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
School programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Influence of friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ads indentifying risks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community-wide prevention efforts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Legal consequences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other: _____				

21. How much risk of harm (physical or in other ways) is there to teenagers if they:

	<u>No Risk</u>	<u>Slight Risk</u>	<u>Moderate Risk</u>	<u>Great Risk</u>	<u>Don't Know</u>
Smoke half pack of cigarettes a day or more?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drink alcohol once or twice nearly every day?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drink alcohol once or twice a month?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use marijuana more than once a week?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22. Is the following statement TRUE or FALSE?:

	<u>True</u>	<u>False</u>	<u>Don't Know</u>
In Connecticut its is against the law to provide alcohol to anybody under age 21, except one's own child.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

23. The following are concepts from recent research on the teenage brain.

Please indicate your reaction to each statement (**choose all that apply**).

	<u>Not Familiar</u>	<u>Somewhat Familiar</u>	<u>Very Familiar</u>	<u>I Doubt This Is True</u>	<u>Need More Info</u>
Human brain development is vulnerable to disruption by alcohol up to mid-20's.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alcohol impairs short-term memory..	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alcohol impairs problem-solving skills.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Starting to drink at an early age increases likelihood of problem drinking later.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

24. To what degree do you think underage drinking is permissible in these situations?

	<u>Never</u>	<u>Rarely</u>	<u>Sometimes</u>	<u>Usually</u>
Special occasions, like weddings or holidays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Religious ceremonies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a mealtime beverage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a rite of passage into adulthood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As long as they do not drive after drinking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To celebrate successes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To socialize with their friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other: _____

25. Do you recall seeing or hearing anything at all in the past few months regarding risks associated with underage drinking? (**choose all that apply**).

- No, nothing.
- Read an article or ad about underage drinking in The Source.
- Read an article or ad about underage drinking in Madison Events.
- Seen or heard other media messages or announcements.
- Seen a poster or flyer about underage drinking.
- Seen a billboard about underage drinking.

Other: _____

26. Have you seen or participated in anything in the past few months related to M.A.D.E. In Madison (the Madison Alcohol & Drug Education Coalition)? (**choose all that apply**).

- No, nothing.
- Attended a M.A.D.E presentation or workshop for parents.
- Noticed the M.A.D.E. sticker on The Source.
- Recognized the M.A.D.E. logo.
- Looked at the M.A.D.E. web site.
- Read the M.A.D.E. on-line newsletter.
- Received information from My Child's school via *Backpack Express*.

Other: _____

27. What is YOUR Age? _____, 28. What is YOUR Gender? Female Male
29. Which Madison elementary school serves your neighborhood?
- Island Avenue Kathleen H. Ryerson
- J. Milton Jeffrey I Don't Know
30. How do you describe your own race/ethnicity? (please choose one):
- White/Caucasian Black/African American Asian, Indian, Pacific Islander
- Hispanic/Latino Native American
- Other (including multiracial), please specify: _____.

Please place completed surveys in the collection box nearby, or return to:

Madison Alcohol & Drug Education Coalition
10 School Street,
Madison, Connecticut 06443